

# Choosing a Toy

Key Stage 4  
Advertising & the Media

## Instructions

Time- 30 Minutes

What is most important to you when choosing a toy as a present for a friend?

How important to you is each of the following? Put a circle around one number on the 1 - 5 scale below for each of the features.

Feature (reason you would buy it)	Very important	1	2	3	4	5	Not very important
The colour and shape	Very important	1	2	3	4	5	Not very important
You have seen it on TV	Very important	1	2	3	4	5	Not very important
Lots of people at school have the toy	Very important	1	2	3	4	5	Not very important
The price of the present	Very important	1	2	3	4	5	Not very important
You know your friend would like one	Very important	1	2	3	4	5	Not very important
It has been reduced in an advert	Very important	1	2	3	4	5	Not very important
You have seen it on a poster	Very important	1	2	3	4	5	Not very important
It is a good learning toy	Very important	1	2	3	4	5	Not very important
A famous person has said its good	Very important	1	2	3	4	5	Not very important

