

# EVIDENCE FILE

The following data has been gathered from adverts for Moo Moo Dairy. Look at each piece of data and work out why it's misleading.

In our survey 1719 people\* said they loved our butter, but our biggest rivals survey shows only 129 people† liked their butter!!!

\* out of 11,129 people surveyed      † rival survey out of 923 people

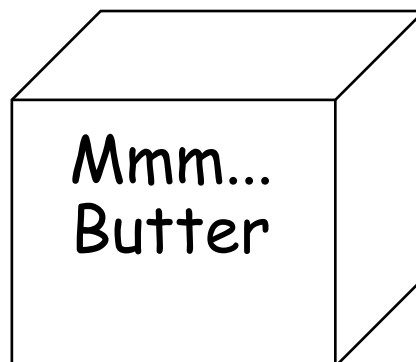
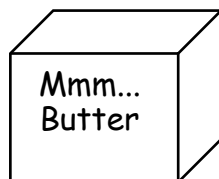
99.3 % of people\* asked said they regularly ate our yoghurt!

\* survey carried out internally within the company

71 % of people asked have eaten one of our products.

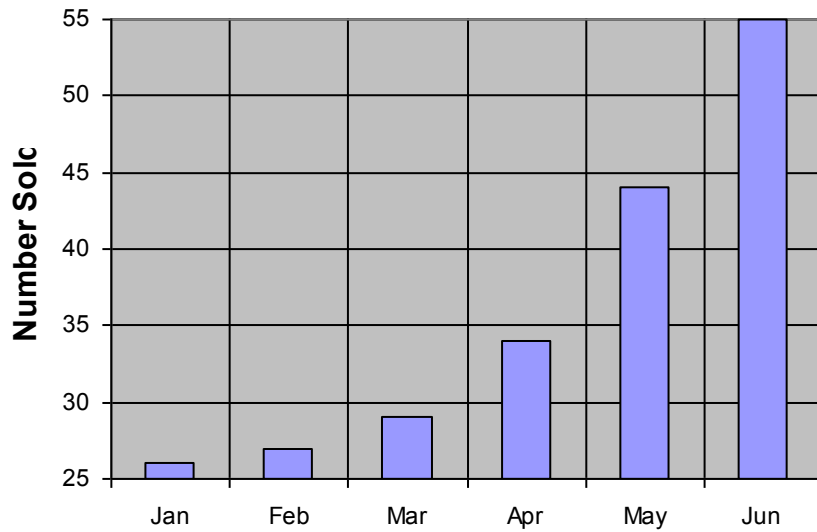
The average\* amount people spend on our products a week is £35

\* the modal value was taken from the data recorded

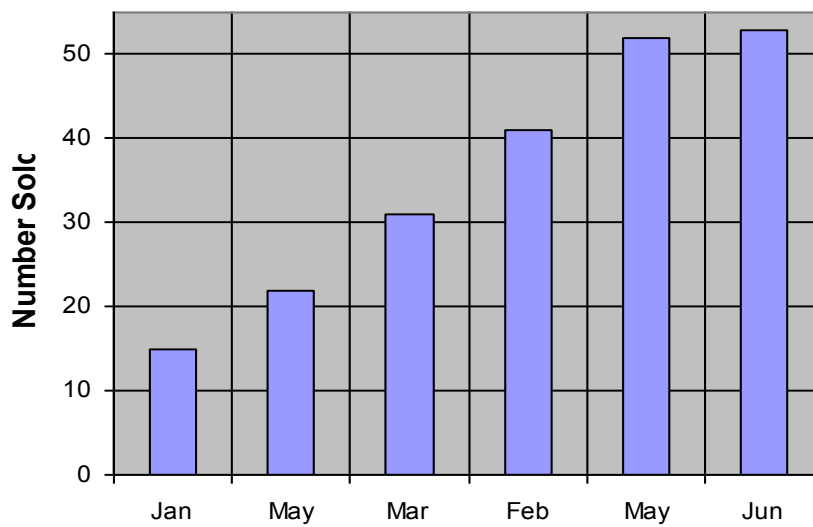


Sales of our butter have doubled this year!

Sales of our yoghurts have been rapidly increasing each month



Butter sales have been going well this year



Look at these

Sales are soaring!

And profits are swelling!

