

PAYING ATTENTION TO PRICES?

PART 1: THE CONSUMERS

Directions: In pairs, predict the choices the following four people will make in the marketplace. Each has \$100 to spend on items listed in the catalog attached to the end of this activity sheet. The total of the expenditures made for each person may come to less than \$100, but it should fall somewhere between \$90 and \$100. **YOU CANNOT GO OVER \$100.**

JESSICA JONES

J.J., 17 years old, is enrolled in grade 11. She has just moved into the neighborhood and will start school tomorrow. She is a good student, likes to read, and is concerned about making new friends. Jessica's Shopping List

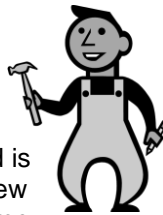


<u>Item</u>	<u>Price</u>
-------------	--------------

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |
| 6. _____ | _____ |

HARVEY HAMMER

H.H. is a 27-year-old carpenter. He is married, and he and his wife are expecting their second child. H.H. was told today that he has received a promotion and is now the foreman of a carpentry crew specializing in rough carpentry on home exteriors. In the past, Harvey was an inside finish carpenter. Harvey's Shopping List



<u>Item</u>	<u>Price</u>
-------------	--------------

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |
| 6. _____ | _____ |

PROFESSOR WILLIE WASHINGTON

W.W. is a 67-year-old university professor nearing the end of a successful career. She lives in a small apartment - alone except for her cat, Matilda. She spends most of her evening hours reading and grading papers. Professor Washington's Shopping List:



<u>Item</u>	<u>Price</u>
-------------	--------------

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |
| 6. _____ | _____ |

RICHIE MANN

RM. is an entrepreneur who is unmarried. While Richie is only 30 years old, he has already earned a great deal of money. He lives very well. He has cash accounts of more than \$1 million, and he pays cash for what he buys. He also owns well over \$1 million in stocks and bonds. Richie enjoys looking the part of a successful person. Richie's Shopping List:



<u>Item</u>	<u>Price</u>
-------------	--------------

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |
| 6. _____ | _____ |

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PART 2: CATALOG OF POSSIBLE PURCHASES

<u>Item</u>	<u>Price</u>	<u>Item</u>	<u>Price</u>
Designer jeans	\$46.00	Pen	2.50
Current paperback novel	9.00	Soup	0.75/ can
16-oz hammer	12.00	20-oz framing hammer	22.00
Name-brand sweater	38.50	Silk necktie	34.00
Dishwasher soap	2.50	Rubber boots.....	18.50
Men's long underwear	13.50	Pencils (six).....	1.50
Spiral notebook.....	1.00	Trapper-keeper with paper	8.50
Newspaper	0.50	Wine.....	9.00
Steel-toe insulated boots.....	39.50	Cat food	0.50/ can
Brand X sweater	12.50	Tape measure-50 ft.....	14.00
Light bulbs	2.00	Steaks (two)	9.00
Men's dress shirt.....	18.00	Necktie	4.50
Sale-priced jeans	9.00	Chewing gum	1.00
Reading lamp	19.00	Gold-plate pen	42.00
Breath mints	2.00	Work gloves	10.00
Dress driving gloves	17.50	Cat caddy	38.50
Lipstick.....	2.50	Shampoo.....	1.50
Men's dress socks	3.50	Subscription to Entrepreneur	18.50
Men's dress pants	95.00	Signed picture, framed	75.00
Box of chocolates	5.50	Popular CD, Mad Monkeys	14.00

