

Lecture 7 Unit Prices

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Unit Prices

- Goods which are sold by quantity are often packaged in smaller quantities and larger quantities.
- Consumers typically have to choose which to buy.
- Retailers are devious, they will try to trick you at every turn!
- Consumers who shop without a calculator deserve to be cheated. (Caveat Emptor)
- Unit prices help you see through the deception.
- A Unit price is the price per unit of the quantity. The calculation is quite easy:

$$\text{unit price} = \frac{\text{price}}{\text{quantity}}$$

- Discuss: is this a ratio? Why or why not?
- Discuss: What is the unit of the result?
- Let's go shopping to try this out! (Interwebs, here we come!)