

Economic Enigma 1

Step 1: Carefully consider the economic data below. After analyzing the graphs, table, and photograph, identify the economic enigma you think these data lead to.

Relative Cost
What you get for \$10

4 water bottles and faucet filling a 1-gallon jug



1 gallon of bottled water (about 4 liters)

or



x 1,000

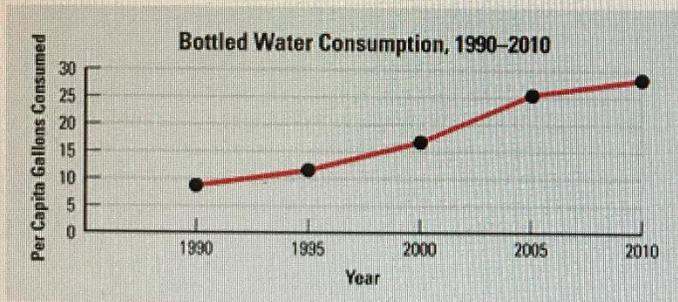
1,000 gallons of tap water (about 5.5 years' worth)

Sources of Bottled Water Sold in the United States



47% Filtered tap water

53% Spring water



FDA Regulations for Bottled Water Versus EPA Regulations for Tap Water

	Disinfection	Testing for Bacteria	Must Report Violations to State/Federal Authorities	Consumer Right to Know About Contamination
Bottled Water	no	once per week	no	no
Big City (100,000 or more people) Tap Water	yes	hundreds of times per month	yes	yes

Sources: American Museum of Natural History, Beverage Marketing Corporation of New York, Natural Resources Defense Council, National Association for Container Resources

Why do people pay for bottled water when it is so much more expensive than tap water?

Economic Enigma 2

Step 1: Carefully consider the economic data below. After analyzing the statistics, graphs, and cartoon, identify the economic enigma you think these data lead to.

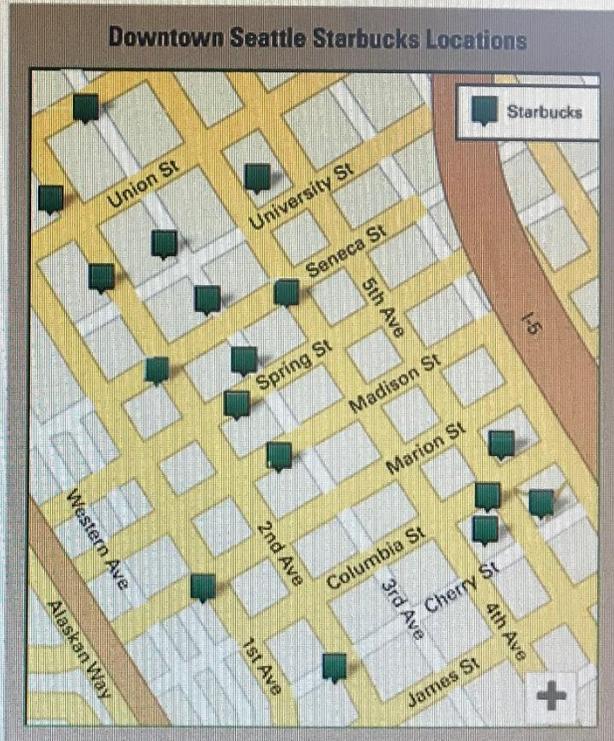


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Starbucks Information, 2012

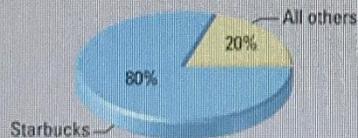
New stores: 1,063
(3 per day)

Total net revenue:
\$13.3 billion

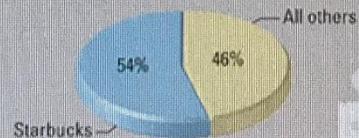


Market Share Information

U.S. Coffee Cafe Revenue, 2011



U.S. Coffee Cafe Locations, 2011

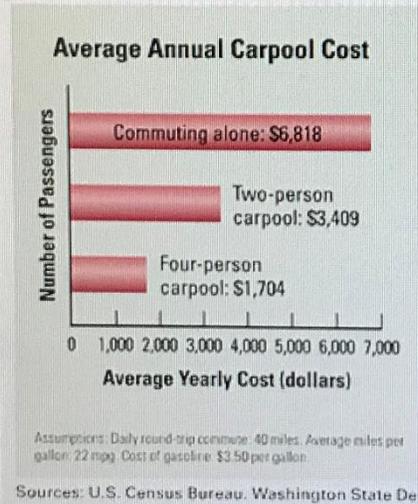
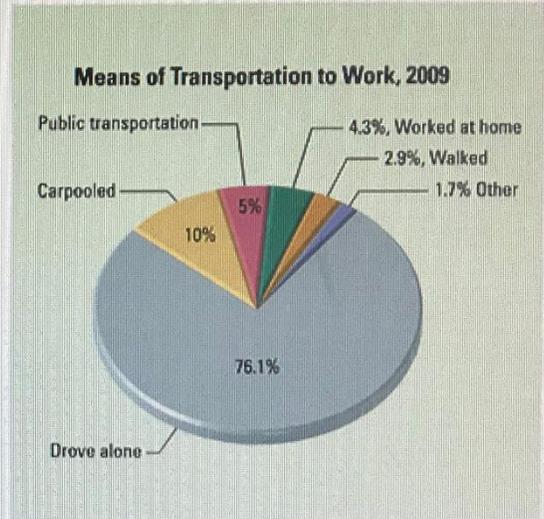
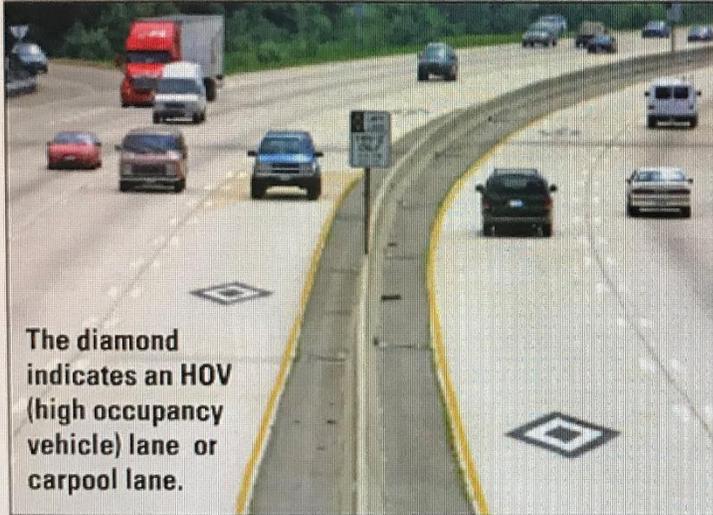


Sources: Starbucks Coffee 2011 Annual Report, First Research.

Why are there so many Starbucks so close together?

Economic Enigma 3

Step 1: Carefully consider the economic data below. After analyzing the graphs, tables, and photograph, identify the economic enigma you think these data lead to.



Northbound I-5 at Corson Avenue		Average Speed (mph)	
Vehicles per Lane per Hour		HOV Lane	Other Lane
HOV Lane	1,230	43.9	29.0
Other Lanes	1,633		

Southbound I-5 at Corson Avenue		Average Speed (mph)	
Vehicles per Lane per Hour		HOV Lane	Other Lane
HOV Lane	549	58.9	60+
Other Lanes	1,390		

Why don't more people carpool?