

WHAT'S IT WORTH?

Purpose

Think about how you decide what's worth paying more for an upgrade as you prepare to explore the economics of climate change.

Process

Circle the item you would choose if faced with the choice between the traditional version and the upgrade, and then explain why you made that choice.

Traditional	Upgrade	Explain your choice
Converse Chuck Taylor: \$60	Nike Jordan 4: \$250	
McDonald's hamburger: \$7	Restaurant hamburger made from grass-fed beef: \$20	
House with traditional features: \$500,000	Energy-efficient house: \$700,000	
Ford F-150: \$44,000	Ford F-150 Lightning (electric): \$55,000	
Coach airplane ticket: \$300	First-class airplane ticket: \$1,200	
Basic gym membership: \$50	Premium gym membership (access to classes, pool, and trainers): \$140	
Generic soap: \$2 bar	Organic, chemical-free soap: \$8 bar	