

Fill 'er Up

June 30, 2009



Just about every purchase—even buying gas—involves making multiple judgments. Next time you stop to fill up the car, show your kids the sign where the gas prices are posted and explain how to look for the station with the lowest prices.

But is price the only thing you consider when choosing a gas station? Taking a few minutes to explain the elements that underlie your purchasing decisions goes a long way toward helping your kids become more thoughtful consumers.



When To Do

Filling up the car with gas

What To Do

Explain your thinking and your decisions.

- Do you know a local gas station owner you like to give your business to?
- Do you prefer a particular brand name?
- Do you have personal preferences (for example, a clean station, easy payment, etc.) that influence you?

While you're there, your children may be curious about other things, such as:

- Why do some stations charge less for customers paying with cash than with credit?
- Why do the stations sell different types of gas? Which type goes into your car?

Over the next month

- Now that your children know some of the factors that go into your decisions about putting gas in your car, ask them to help you spot the best station for your next fill-up.
 - You can get the kids involved in a contest to see who can find the lowest price gas each time you are out for the month. Keep a scorecard in the car and reward the winner with a special treat at the end of the month.
- Have the kids interview other adults to see what they use as criteria for gas purchases.

FAST FACT

Americans use about
385 million gallons
of gasoline every day.

Talk About It

Ask your kids what criteria they would use to make the gas purchase decision. See if it differs from your way or that of other people they may have interviewed.