



Graphs and Charts

Analyzing Tables

CHAPTER 4

Brian works part-time at Pete's Pizza Place. Pete has recently raised pizza prices at all four stores—one in the business district of their small suburb, one a block from Brian's high school, one near several retirement communities, and one in a residential area of the city near which Brian lives. Pete knows that Brian is interested in working full-time during the summer managing one of his stores, and he has asked Brian to help him analyze the effect of the price increase on pizza sales. Review the Economic Skills feature on page 84 of your textbook. Then study the table below. Finally, help Brian by answering the questions that follow.

Pete's Pizza Store Effect of Price Increase on Sales				
Number of Large Pizzas Sold per Week	Store 1 Elmgrove Business District	Store 2 Near Elmgrove High School	Store 3 Near Retirement Communities	Store 4 Residential Elmgrove
Before increase	75	150	50	90
After increase	60	145	20	75

1. Which store had the highest demand both before and after the price increase?

2. Which store showed the greatest loss in demand after the price increase?

3. Which two stores showed the same difference in demand after the price increase?

4. Which store was least affected by the price increase?

5. What conclusion can you draw about the importance of pizza to the customers of these four stores from the information in this table?
