

YouTube Title: Say NO to Crack, Say YES! to Roller Skating <http://www.youtube.com/watch?v=t0LSkX46dS4>

Video Length: 1:30

***The Economy Today* Chapter 20:** Elasticity

***The Micro Economy Today* Chapter 6:** Elasticity

***The Economy Today* Learning Objective 3:** What the cross-price elasticity of demand measures.

Key Terms: Demand curve, cross-price elasticity of demand, substitute good

Summary

This is a commercial for the Roller Kingdom in Reno, Nevada.

Economic Application

This video can be shown to illustrate cross-price elasticity of demand.

Multiple-Choice Question

The commercial depicts roller skating as a _____ good for using recreational drugs.

- a) Substitute
- b) Normal
- c) Inferior
- d) Complementary

Discussion Question

If the “price” of using recreational drugs increases (as shown in the video), what will happen to the demand for roller skating?