

Identifying Needs & Wants

A consumer must identify the item that they need or want before they make a purchase.

- A **need** is something that is necessary and that you must have.
- A **want** is something that you desire or would like to have but can live without.

Smart consumers always make sure their needs are met before they spend money on something they would simply like to have.

Look at the items below. Do you **need** all of these items?
Circle the items that you **need**.

