

## The Price of Water

Which is vital to life- water or expensive perfume? Water, of course. So it would stand to reason that water would be more expensive; the reality is that water is cheap. Most of us in the U.S. don't even realize how inexpensive the water we get from our tap is.

Let's compare the cost of tap water in the United States to many other commonly used consumer goods.

Product	Average Price \$USD/Gallon
Tap water	\$0.0048
Coca-Cola	\$3.00
Gasoline	\$4.00
Tide laundry detergent	\$8.50
Imported beer	\$12.00
Evian bottled water	\$25.00
Starbucks latte	\$22.00
Pepto-Bismol	\$65.00
Vicks Formula 44D cough syrup	\$100.00
American whiskey	\$150.00
Visine eye drops	\$750.00
Revlon nail enamel	\$1,000.00
Good French wine	\$1,000.00
Chanel No. 5 perfume	\$45,000.00

Water is the cheapest – yet the most valuable and critical to our lives – item on the list. It's almost 10 million times cheaper than Chanel No. 5 perfume!

Public tap water in the U.S. is a great bargain, and one whose value is unfortunately overlooked.