

## Whitewater Rafting Measures Up



1. (consumer surplus)  
The extra price people are willing to pay for something, above its actual cost.
2. (guided rafting trip) A whitewater rafting trip that is led by a professional guide.
3. (monetary value)  
How much money something is worth.
4. (non-commodity value) A monetary value placed on something, although it is something that cannot be bought or sold.
5. (quantify) To measure something and assign a number to it.