Cost Per Use

A way to compare purchases that price alone cannot.

Money

Cost per use = price ÷ the number of times you will honestly use it.

cost per use = price ÷ realistic uses

£200 coat worn 200 times — **£1 per wear**

Excellent value.

£40 coat worn 5 times — **£8 per wear**

Worse value despite the lower price.

£800 bike ridden twice — **£400 per ride**

The classic case.

THE COMMON MISTAKE

× **Estimating uses optimistically**

✓ **Use your actual past behaviour**

The forecast is the whole calculation, and people systematically overestimate future use of new things.

It works in reverse too: something used daily justifies spending more than the sticker price suggests.