**The Basics of Demand**

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* Economists study markets:

- A **market** is

* “**Demand**” -

- **Willingness**:

- **Ability**:

**The Law of Demand**

* The quantity

Price = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Price = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How we look at Demand - The Demand Schedule and Curve

* A schedule
* The vertical axis \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* The horizontal axis \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What is the difference between demand and quantity demanded?**

* Demand is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that shows the

various amounts of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_are willing and able to purchase at each of a series of possible \_\_\_\_\_\_\_\_\_\_\_\_ during a specific \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Example:

* Quantity demanded refers to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Example:

**Movement Along a Demand Curve Versus a Shift of the Curve**

* Remember there is
* Markets never \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, there are always \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that change the actual \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the good or how much is demanded altogether.
* This causes a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the demand curve.
* This causes a \_\_\_\_\_\_\_\_\_\_\_\_ of the demand curve.