

\$15,000

\$20,000

\$30,000

\$60,000

1

2

3

4



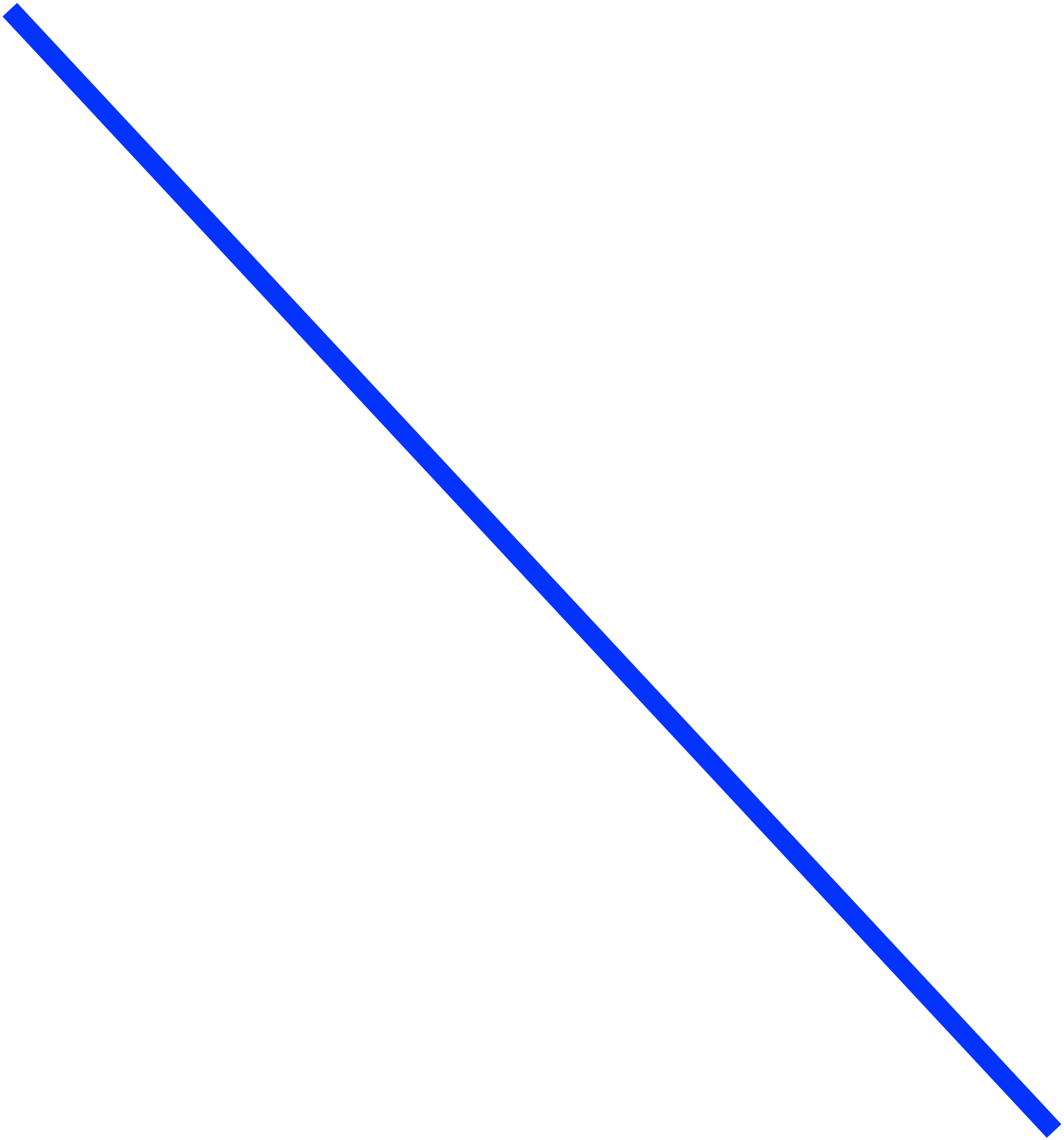
Q

\$90,000

0

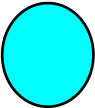














The Szekelys are now wealthier

An increase in Incomes shifts
Demand to the right

Poor Szekely's
Demand

Rich Szekely's
Demand

Buy more
when income
increase

Demand
increase









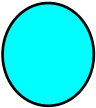




















They can now
afford to buy
more units at all
prices

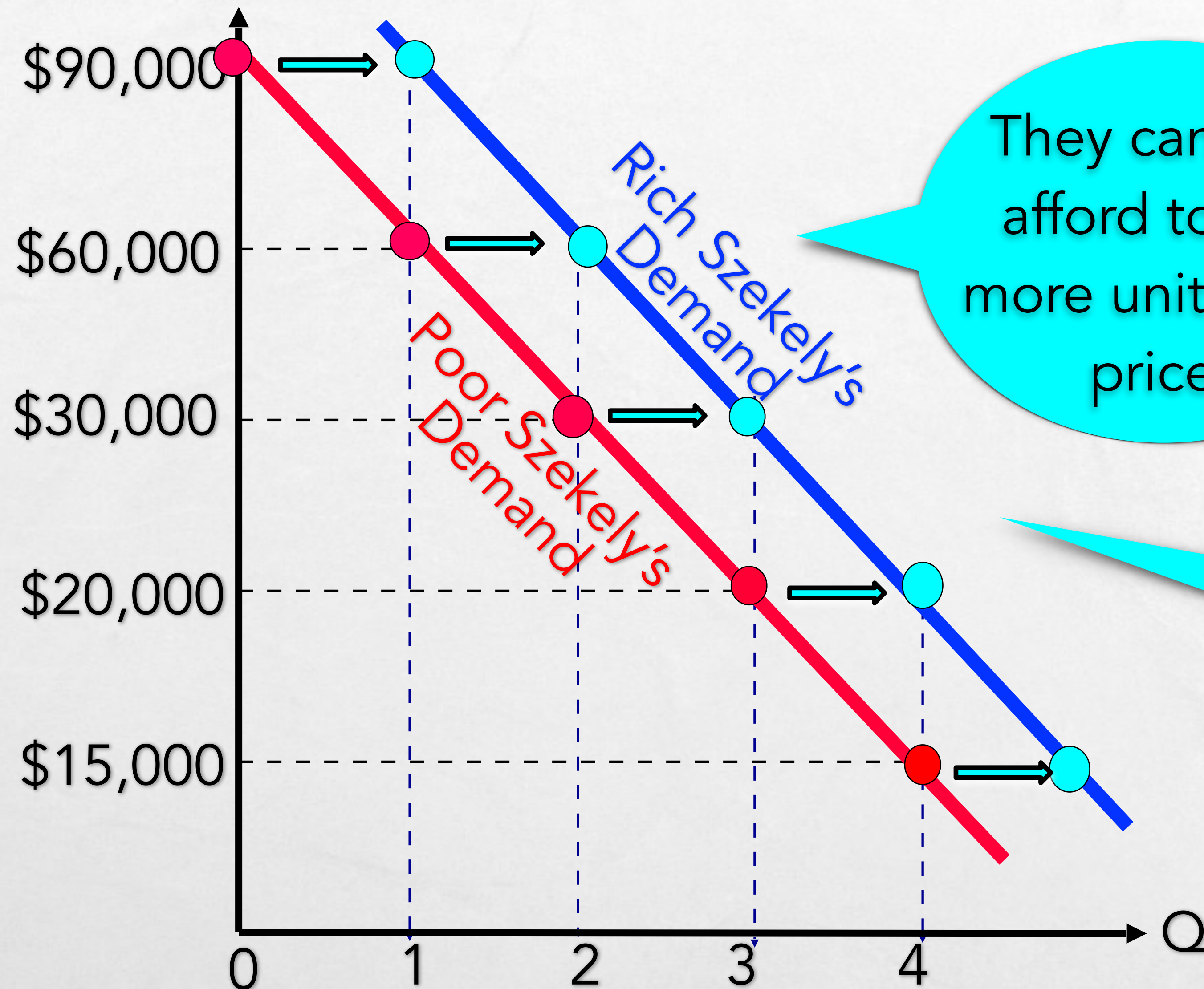


“Buy more” is too
ambiguous, we
avoid using this
term



An increase in
Demand is
represented by
rightward **shift** in
Demand

An increase in Incomes shifts Demand to the right



Demand
increase
~~Buy more~~
when income
increase

An increase in
Demand is
represented by
rightward **shift** in
Demand

"e-cigarettes contain flavorants such as diacetyl, a chemical linked to serious lung disease"

