

\$15,000

\$20,000

\$30,000

\$60,000

1

2

3

4

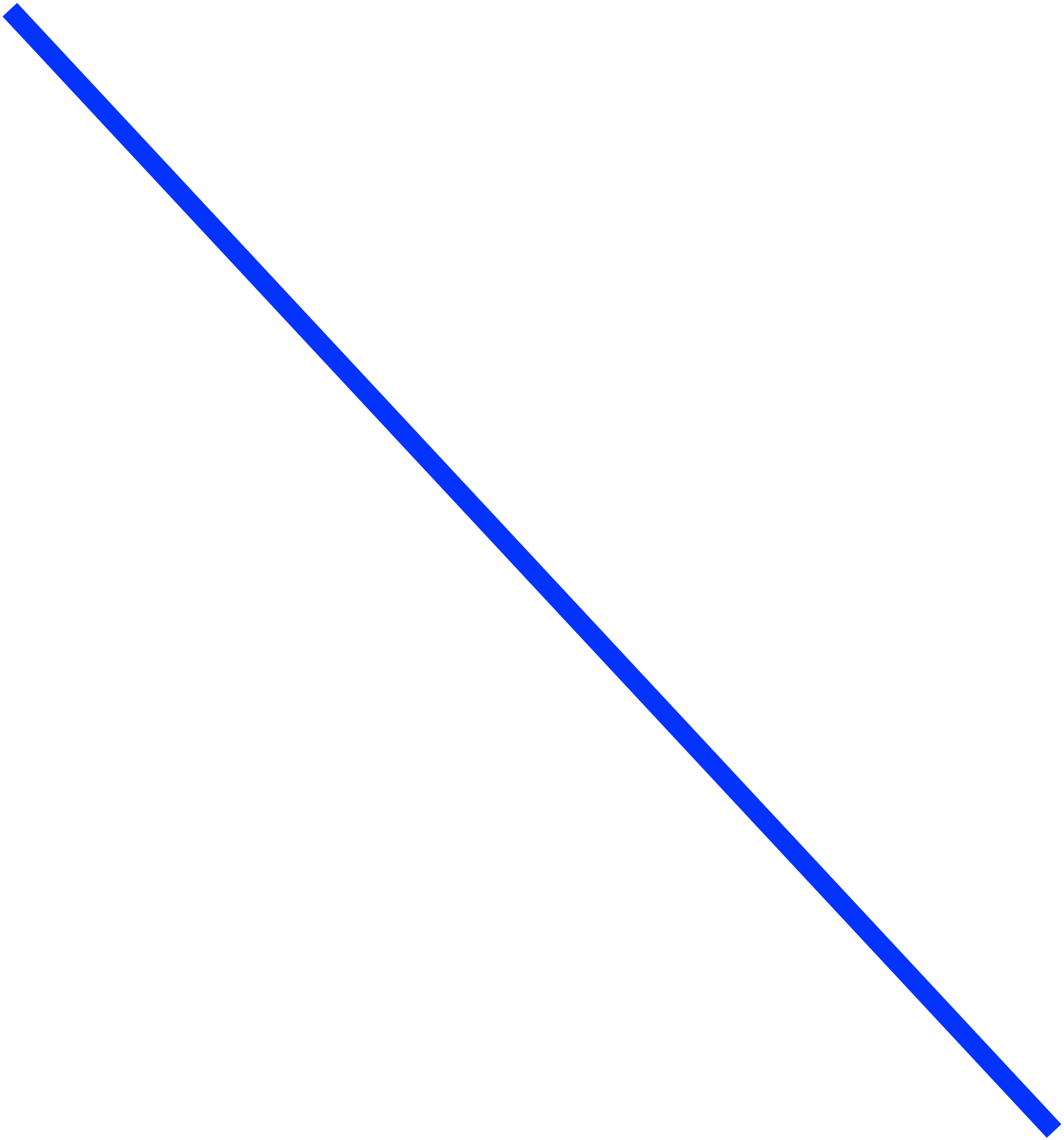
Q

\$90,000

0

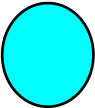














The Szekelys are now Richer

An increase in Incomes shifts Demand to the
right

Poor Szekely's
Demand

Rich Szekely's
Demand

Buy more
as income
increase

Demand
increase









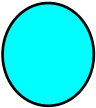




















They can now
afford to buy
more units at all
prices

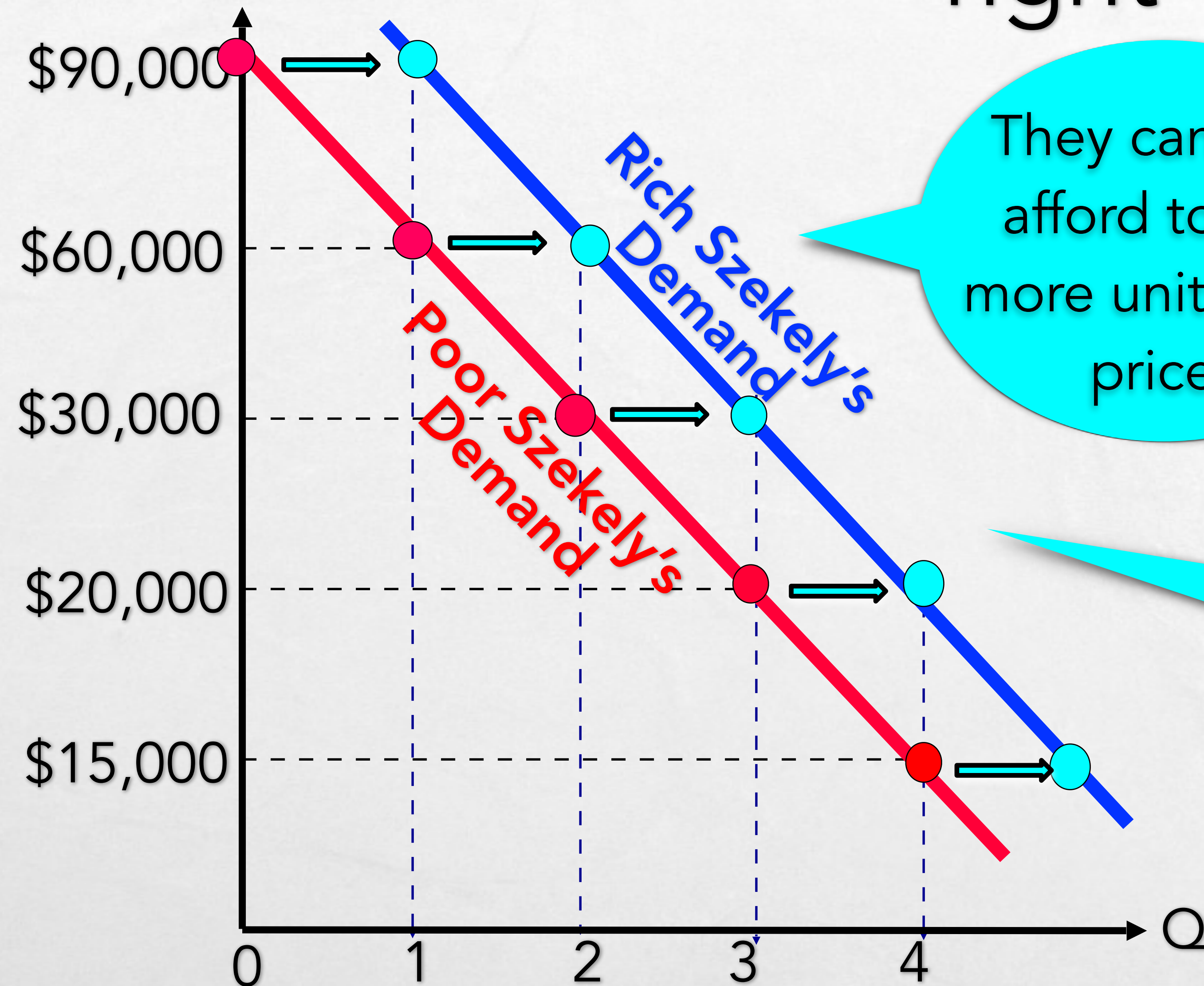


"Buy more" is too
ambiguous, we
avoid using this
term



An increase in
Demand is
represented by a
shift in Demand

An increase in Incomes **shifts** Demand to the right



They can now afford to buy more units at all prices

Demand
increase
~~Buy more~~
as income increase

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

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

