

**\$15,000**

\$20,000

\$30,000



\$60,000

1

2

3

4



Q

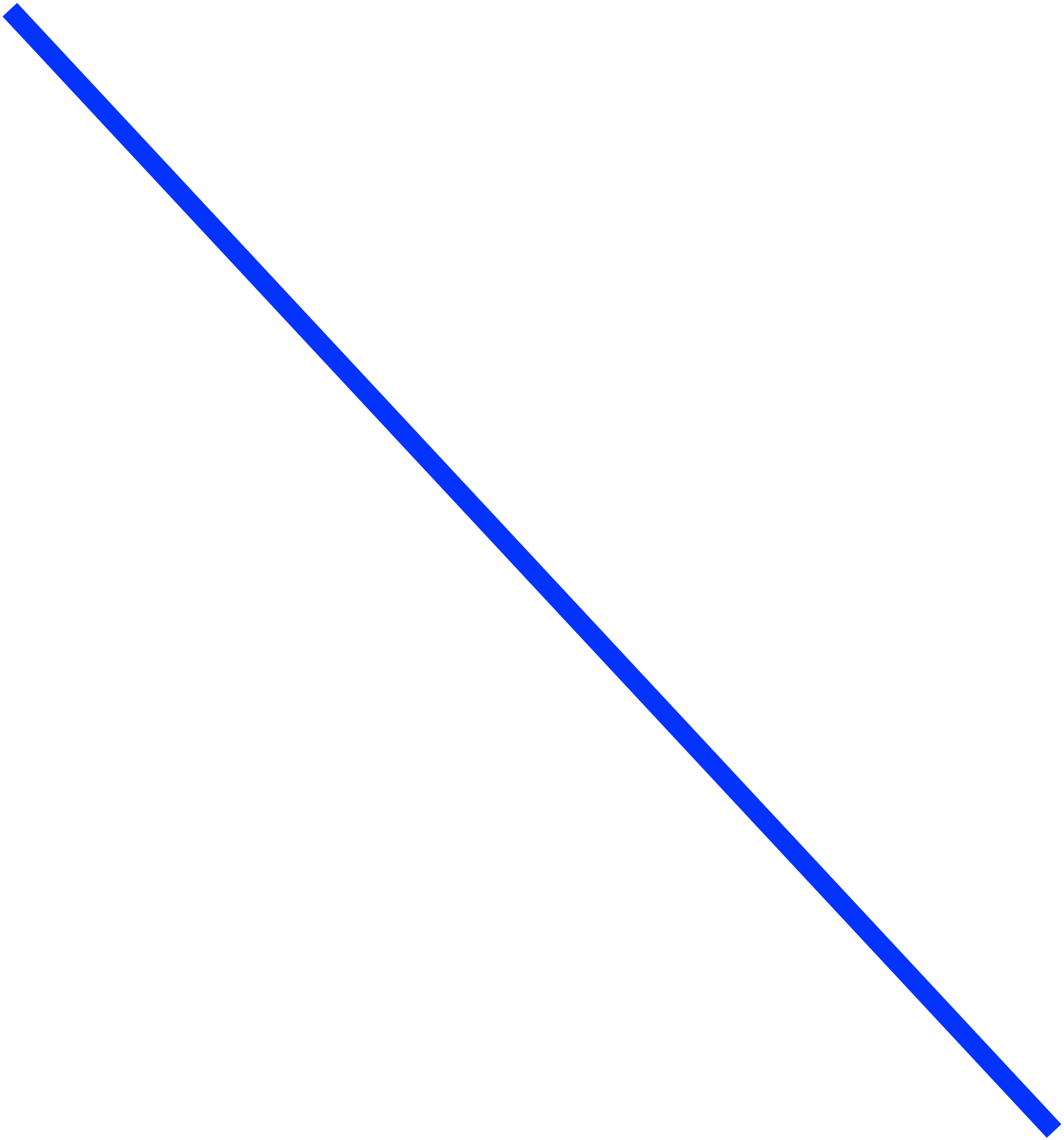
\$90,000



0

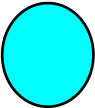
















The Szekelys are now wealthier

An increase in Incomes shifts  
Demand to the right

Poor Szekely's  
Demand

Rich Szekely's  
Demand

Buy more  
when income  
increase

Demand  
increase











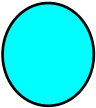






















They can now  
afford to buy  
more units at all  
prices

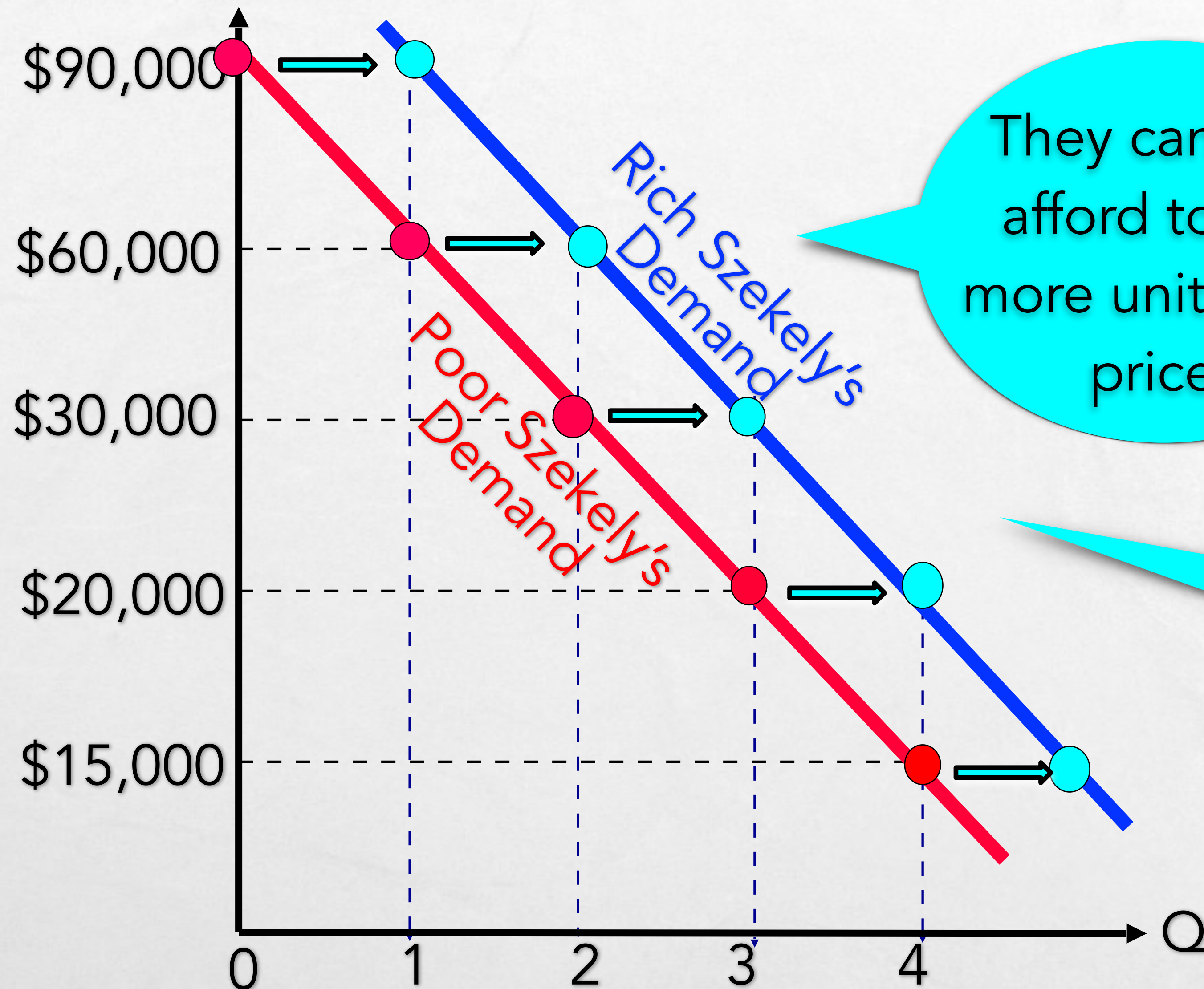


“Buy more” is too  
ambiguous, we  
avoid using this  
term



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

# An increase in Incomes shifts Demand to the right



They can now afford to buy more units at all prices

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"

