

**\$15,000**

\$20,000

\$30,000



\$60,000

1

2

3

4



Q

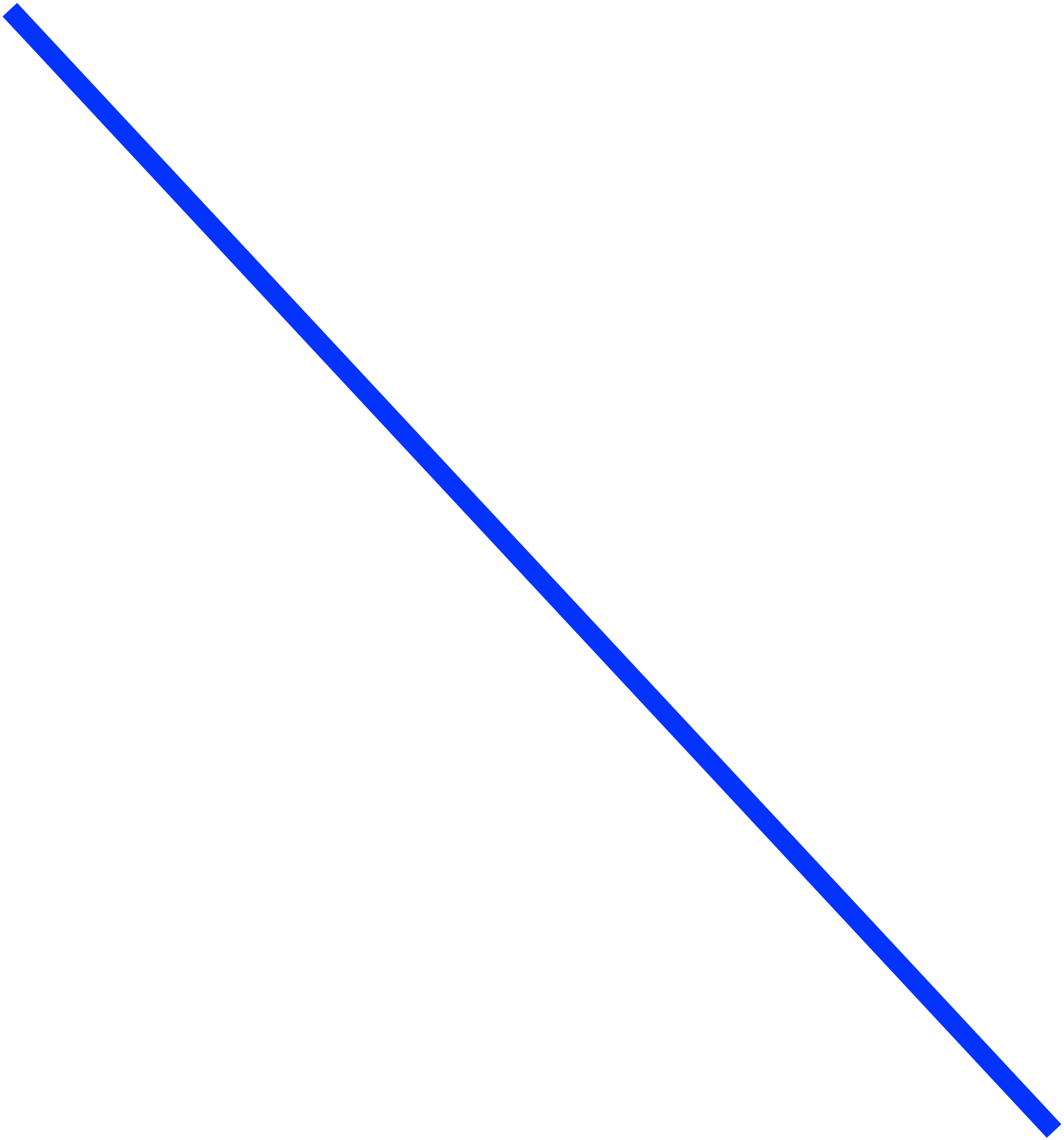
\$90,000



0

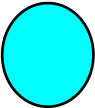
















The Szekelys are now Richer

An increase in Incomes shifts Demand to the  
right

Poor Szekely's  
Demand

**Rich Szekely's**  
**Demand**

Buy more  
as income  
increase

Demand  
increase











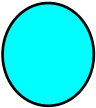






















They can now  
afford to buy  
more units at all  
prices

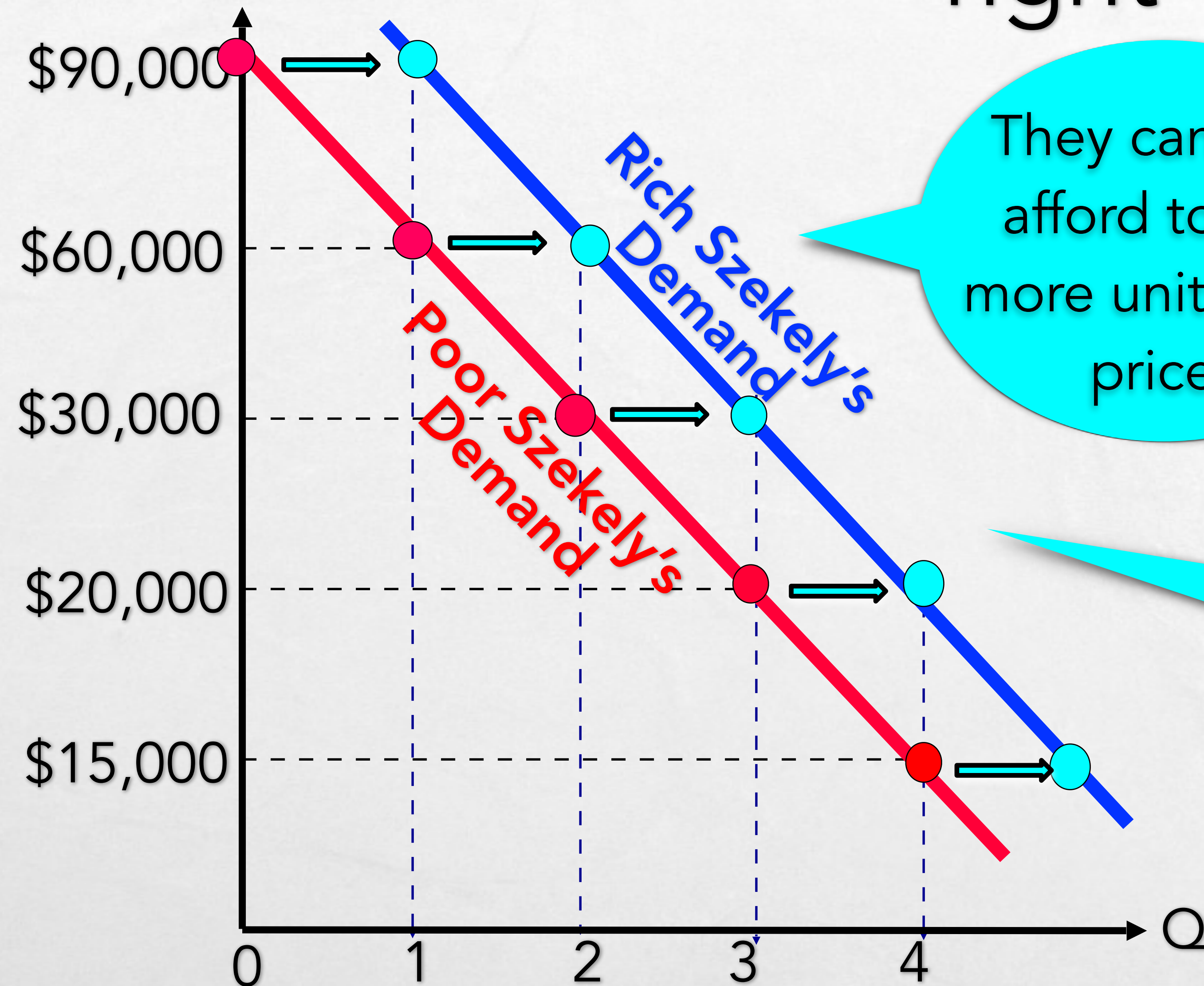


"Buy more" is too  
ambiguous, we  
avoid using this  
term



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"

