













Demand Increase

Caused by change in:  
Incomes, tastes, prices of  
related goods, expectations



Changing the  
Equation for a  
Demand Line to  
show a "shift in  
Demand"

$Q_a$

$=$

$20$

$-$

$2p$

New Q<sub>a</sub> = ?

Changing the  
Equation for a  
Demand Line to  
show a "shift in  
Demand"



