- Analyze the determinates of demand and how they affect the demand curve

What does a demand curve show

- A demand curve shows the quantity demanded of a good or service at each possible price
- Demand Schedule- used for economic analysis to show the relationship between two statistics or concepts (price and QD in this case)

Price	Qd
2	8000
3	7000
4	6000
5	5000
6	4000
7	3000
8	2000
9	1000

- QD is a specific point along the demand curve. The only way to change the QD us cause by a change in price.
- QD being affected by the real income effect, substitution effect, and diminishing marginal utility.
- A change in demand is different than a change in QD.

- Something other than price can cause a demand as a while to increase or decrease.
- This is know as a change in demand. And is represented by a shift of the entire curve. This is different then movement from point to point along the curve.
- Meaning if demand increases, people will buy more of a good or service at any and all prices. If demand decreases people will buy less at all prices.

Changes in population

- When population increases or decreases, opportunities to buy and sell increases or decreases.
- Regardless of price, goods and services will be in higher or lower demand simply because there are more of less people in an area demanding them.

Changes in income

- Demand for most goods and services depends on income. Your demand for goods and services would decrease overall if your income decreased.
- This is not the same as Real Income Effect

Changes in tastes and preferences

- Tastes and preferences refer to what people like or prefer: what's currently in or fashionable
- When an item becomes a fad, more are sold are every possible price.

Substitutes

- Substitutes are goods and services or similar design, purpose, and price that fulfil the same want or need.
- People will buy more of the cheaper substitute at all prices so long as it remains cheaper than the substitute.
- Not to be confused with the substitution effect

Complementary Goods

- A product often used in combination with another product
- When two goods are complementary products, the decrease in the price of one will increase the demand for it as well as its complementary good.

Changes in future expectations

- When consumers expect the future price of good or service to go up or down, the current demand for that good or service will go up or down.