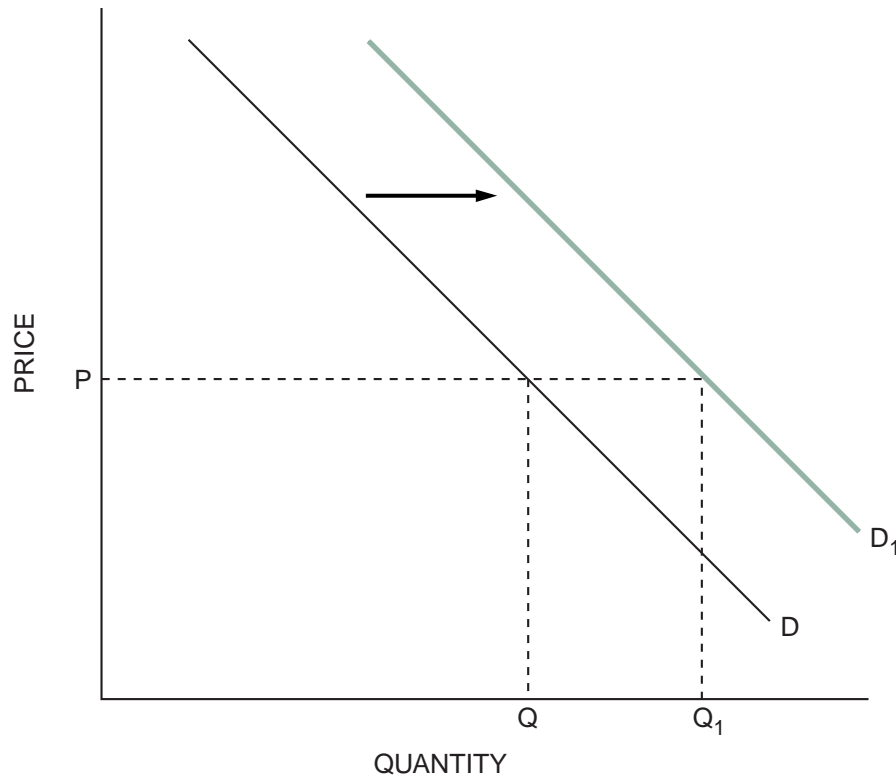


Shift in Demand



Increase in demand from D to D_1 shows that at the same price (P), the quantity increased from Q to Q_1 .

Factors that shift demand:

1. Number of consumers
2. Price of complementary good
3. Price of substitute good
4. Consumer income
5. Expectations about income or prices