<table>
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<tr>
<th>“De-man”</th>
<th>Nomad “De-man”</th>
<th>“De-man’s” Sweatpants</th>
<th>Graph it up</th>
<th>States that End in “Hampshire”</th>
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What is the desire to own something and the ability to pay for it?
Demand
What is the Law of Demand?
As price goes down, quantity demanded goes up.
As price goes up, quantity demanded goes down.
Give an example of the substitution effect.
Substituting another good in place of the original good
What is the income effect?
A change in consumption resulting from a change in income.

(make more-buy more; make less-buy less)
Draw a demand schedule.
What does the Latin phrase, “ceteris paribus” mean?
“all other things held constant”
What is a normal good?
A good person demands more of when they have more money
What is a good that a person demands less of when they have more money?
Inferior good
Show me how a decrease in the demand curve looks.
What can cause a shift in the demand curve? (there are six)
Income, consumer expectations, population, consumer tastes and advertising, prices of related goods (complements/substitutes)
What is elasticity of demand?
A measure of how consumers react to a change in price.
What does inelastic mean?
Demand is not very sensitive to change.
What does it mean if the demand for something is $>1$?
Its elastic
Which is more inelastic a newspaper or a magazine....state your case?
...listen to plea
What are the five factors affecting elasticity?
Price range, availability of substitutes, relative importance, needs vs. wants, change over time
Write the percentage change formula?
\[ \%4 = \frac{\text{original \#} - \text{new \#}}{\text{Original \#}} \times 100 \]
Write the Elasticity formula?
E = \%4 \text{ in } Qd
\%4 \text{ in price}
How do you know if total revenue is elastic?
As the price goes up, the total revenue goes down.
InEquation “za”
Duck is an example of what kind of good and why?
elastic because consumers will buy less of it if the price increases