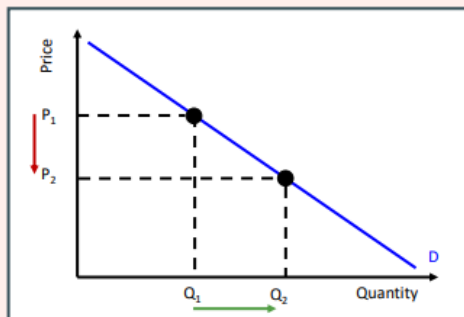


## 1.2.2. Demand

### Demand

Quantity of a good or service that consumers are willing to buy at any given price.

### Demand Curve Movement



### Law of Demand:

Price

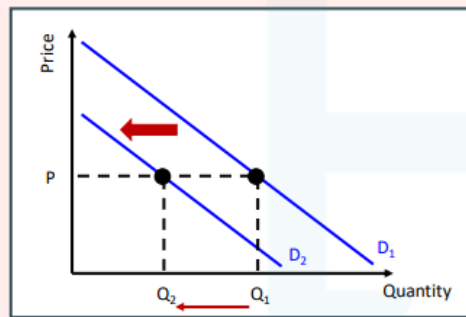


Demand



Inverse Relationship

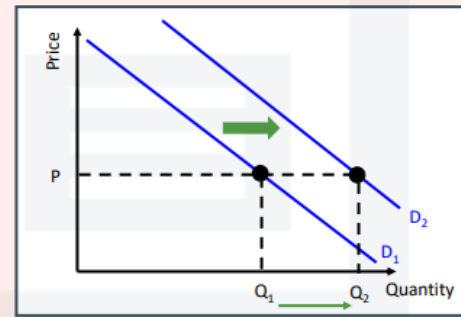
### Inwards Shift



### Causes:

▼	Level of Income
▼	Substitute Price
▲	Complement Price
▲	Direct Taxation
▼	Population Size

### Outwards Shift



### Causes:

▲	Level of Income
▲	Substitute Price
▼	Complement Price
▼	Direct Taxation
▲	Population Size

### Definitions:

#### Demand:

The quantity of a good or service that consumers are willing and able to buy at a given price in a given period of time.

#### Marginal Utility:

The benefit gained from consuming one additional unit of a product or service.

#### Condition of demand:

A determinant of demand, other than the good's own price, that fixes the position of the demand curve

#### Increase in demand:

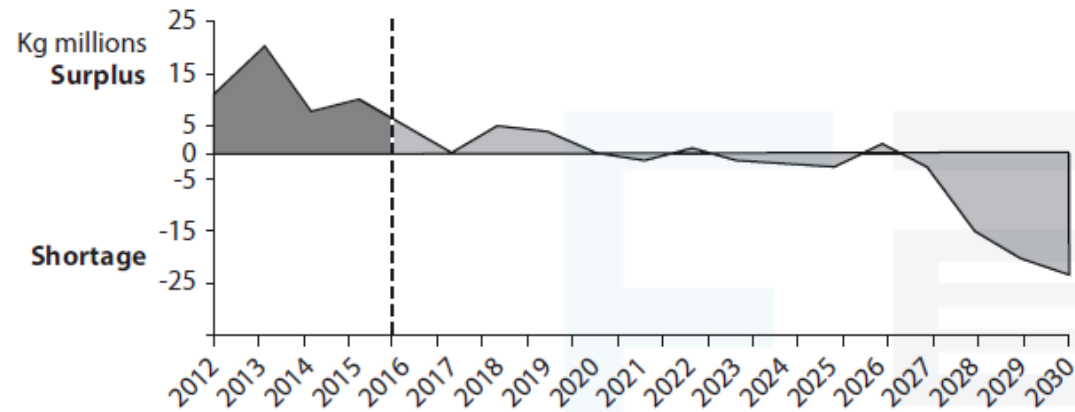
A rightward shift of the demand curve

#### Decrease in demand:

A leftward shift of the demand curve

**Remember** that a change in price is a movement **ALONG** the curve but a change in any other factor is a **SHIFT**

Figure 1: Annual surplus or shortage of uranium, measured in millions of kilograms



Figures from 2016 are forecast

a) With reference to Figure 1 and Extract A, explain why the price of uranium has 'fallen to a 13-year low' (Extract A, lines 2 and 3) in 2016. Include a supply and demand diagram in your answer.

(5)

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