

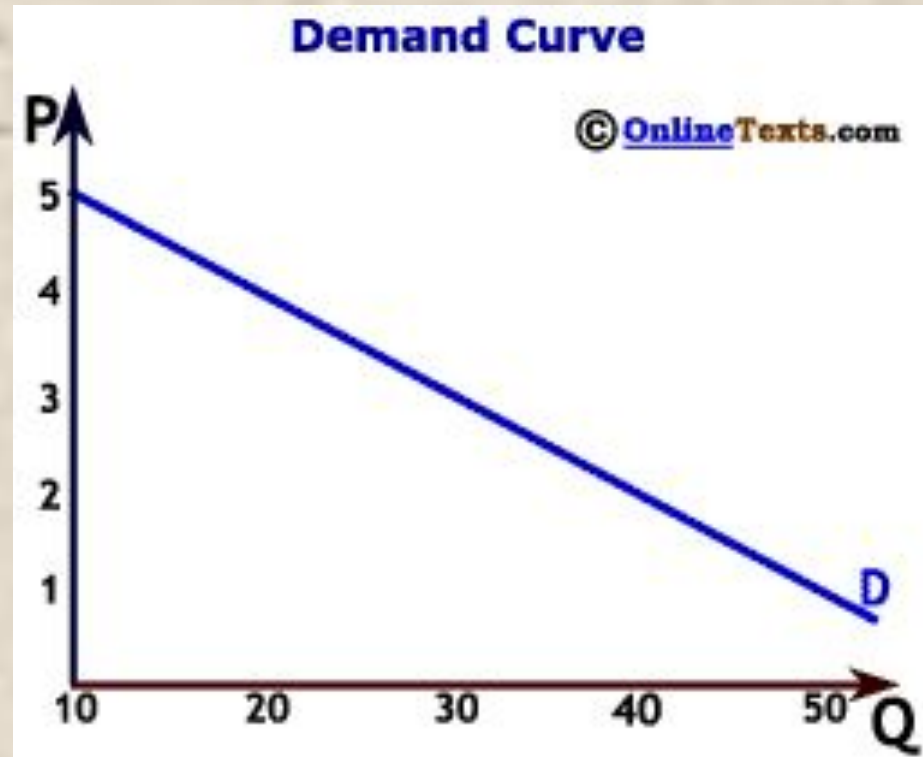
Supply and Demand

The Law of Demand

- The *law of demand* holds that other things equal, as the price of a good or service rises, its quantity demanded falls.
 - The reverse is also true: as the price of a good or service falls, its quantity demanded increases.

Demand Curve

TABLE 1	
Demand for Videos	
Price	Quantity Demanded
\$5	10
\$4	20
\$3	30
\$2	40
\$1	50



The demand curve has a negative slope, consistent with the law of demand.

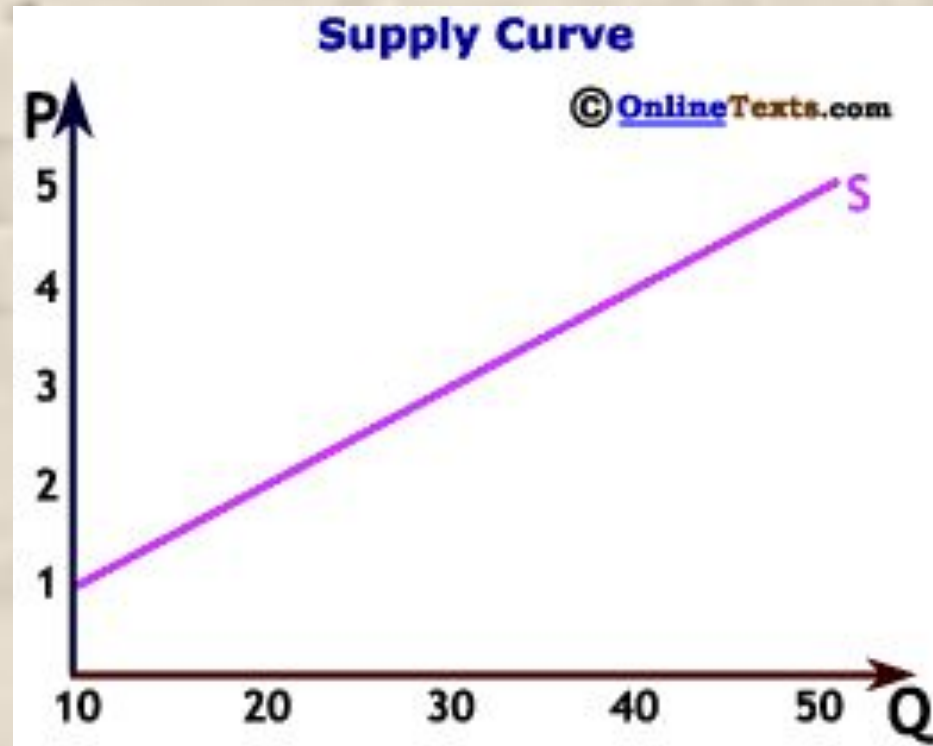
The Law of Supply

- The *law of supply* holds that other things equal, as the price of a good rises, its quantity supplied will rise, and vice versa.
- Why do producers produce more output when prices rise?
 - They seek higher profits
 - They can cover higher marginal costs of production

Supply Curve

TABLE 2
Supply of Videos

Price	Quantity Supplied
\$5	50
\$4	40
\$3	30
\$2	20
\$1	10



The supply curve has a positive slope, consistent with the law of supply.

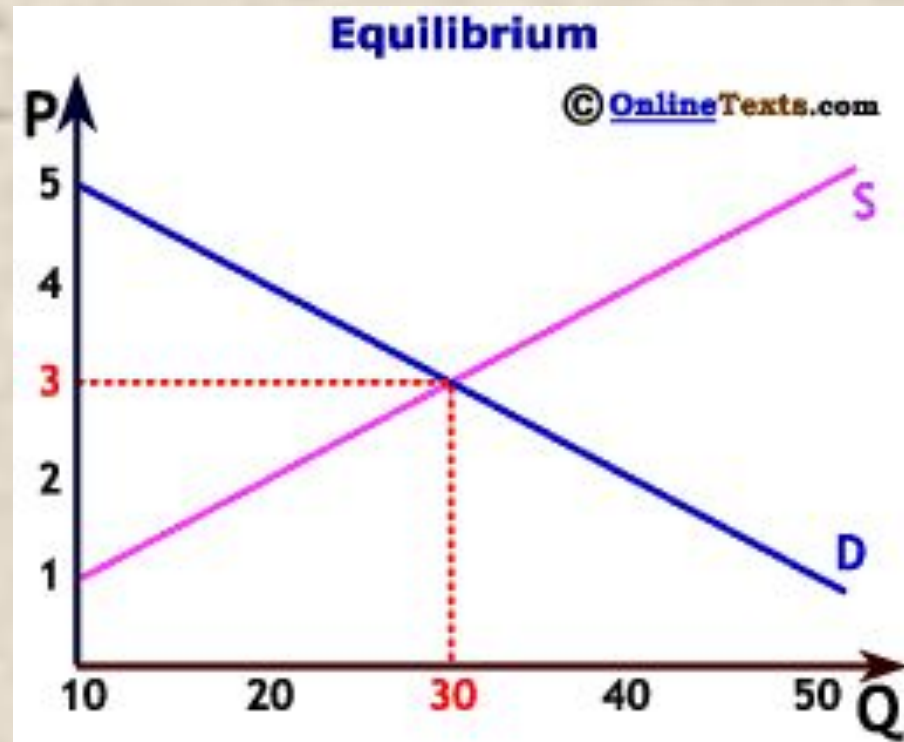
Equilibrium

- In economics, an *equilibrium* is a situation in which:
 - there is no inherent tendency to change,
 - quantity demanded equals quantity supplied, and
 - the market just clears.

Equilibrium

TABLE 3
Video Market Equilibrium

Price	Quantity Demanded	Quantity Supplied
\$5	10	50
\$4	20	40
\$3	30	30
\$2	40	20
\$1	50	10



Equilibrium occurs at a price of \$3 and a quantity of 30 units.

Shortages and Surpluses

- A *shortage* occurs when quantity demanded exceeds quantity supplied.
 - A shortage implies the market price is too low.
- A *surplus* occurs when quantity supplied exceeds quantity demanded.
 - A surplus implies the market price is too high.

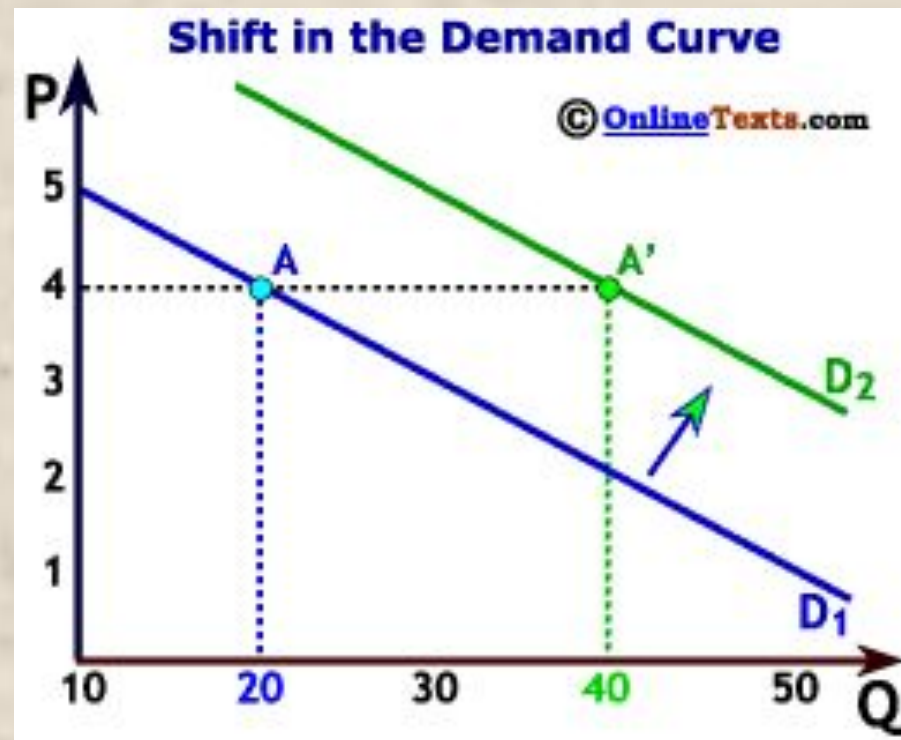
Shift in the Demand Curve

- A change in any variable other than price that influences quantity demanded produces a *shift in the demand curve* or a change in demand.
- Factors that shift the demand curve include:
 - Change in consumer incomes
 - Population change
 - Expectations
 - Consumer preferences
 - Prices of related goods:
 - Substitutes: goods consumed in place of one another
 - Complements: goods consumed jointly

Shift in the Demand Curve

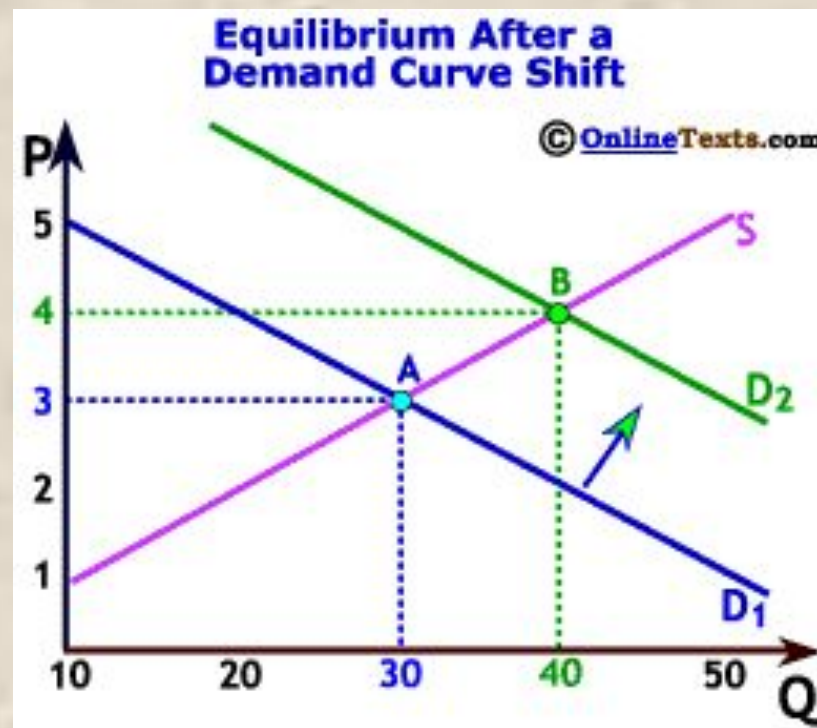
TABLE 4
Change in Demand for
Videos after Incomes Rise

Price	Initial Quantity Demanded	New Quantity Demanded	Quantity Supplied
\$5	10	30	50
\$4	20	40	40
\$3	30	50	30
\$2	40	60	20
\$1	50	70	10



This demand curve has shifted to the right. Quantity demanded is now higher at any given price.

Equilibrium After a Demand Shift



The shift in the demand curve moves the market equilibrium from point A to point B, resulting in a higher price and higher quantity.

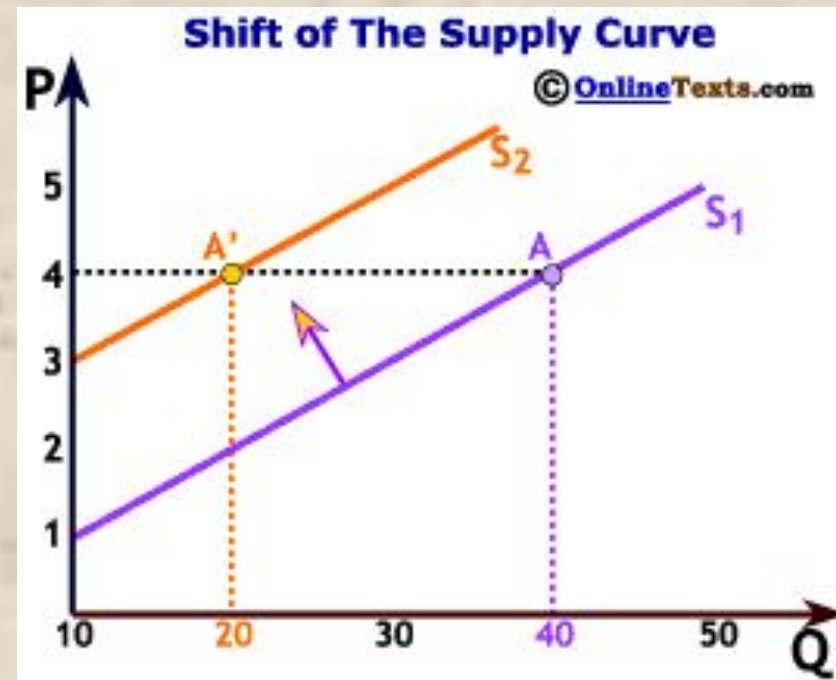
Shift in the Supply Curve

- A change in any variable other than price that influences quantity supplied produces a *shift in the supply curve* or a change in supply.
- Factors that shift the supply curve include:
 - Change in input costs
 - Increase in technology
 - Change in size of the industry
 - Expectations
 - Taxes and subsidies
 - Prices of related goods

Shift in the Supply Curve

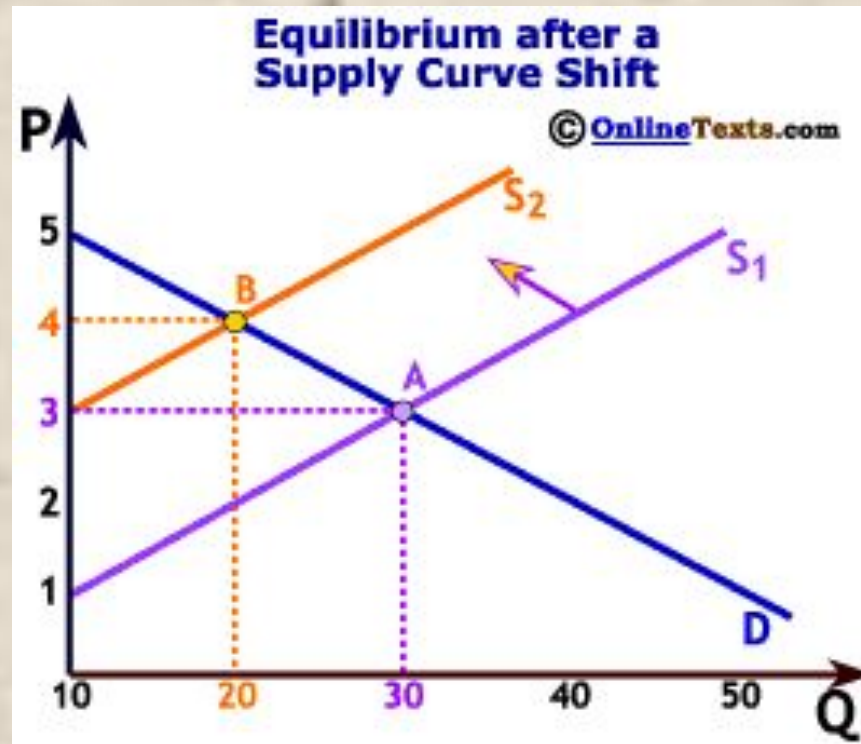
TABLE 5
Change in Supply due to an
Increase in Video Costs

Price	Quantity Demanded	Initial Quantity Supplied	New Quantity Supplied
\$5	10	50	30
\$4	20	40	20
\$3	30	30	10
\$2	40	20	0
\$1	50	10	0



For an given rental price, quantity supplied is now lower than before.

Equilibrium After a Supply Shift

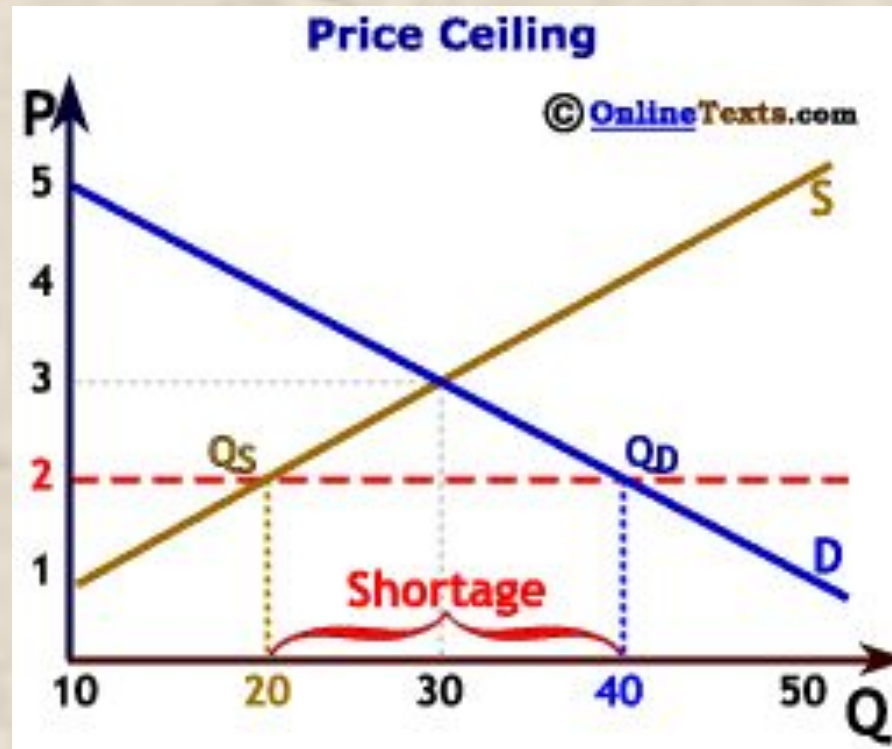


The shift in the supply curve moves the market equilibrium from point A to point B, resulting in a higher price and lower quantity.

Price Ceilings & Floors

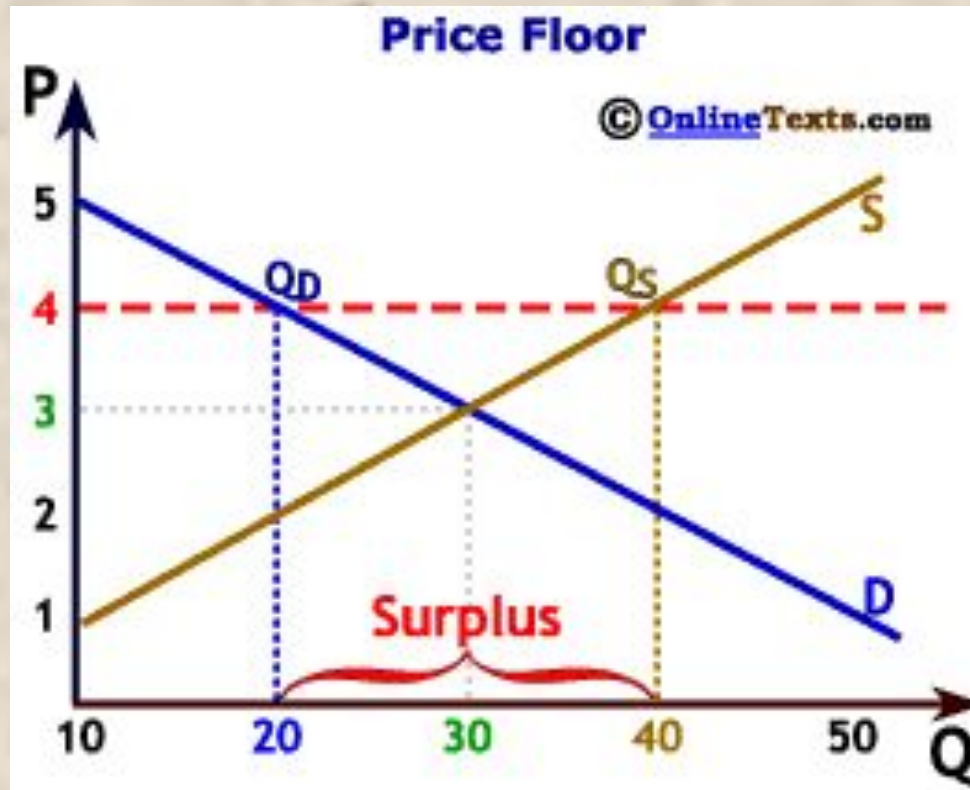
- A *price ceiling* is a legal maximum that can be charged for a good.
 - Results in a shortage of a product
 - Common examples include apartment rentals and credit cards interest rates and gasoline.
- A *price floor* is a legal minimum that can be charged for a good.
 - Results in a surplus of a product
 - Common examples include wheat, milk, minimum wage

Price Ceiling



A price ceiling is set at \$2 resulting in a shortage of 20 units.

Price Floor



A price floor is set at \$4 resulting in a surplus of 20 units.