That is how Alfred Marshall, the great 19th century economist, defined economics in his classic textbook, *Principles of Economics*. The text you have in your hand continues that tradition, from the cover image to the last page.

The cover of this and previous editions shows a market scene. It reminds us that economics is about people as they go about their lives. Economics is about buying, selling, setting prices, competing for customers, looking for jobs, and earning a living. It is about why markets so often succeed as a way to run a society and why they sometimes fail.

When the Mankiw text was first published, *The Economist* wrote, “Mr. Mankiw’s book sets a new standard for clarity and liveliness.” USA Today called it “a grand success.” Since then, the book has indeed become the new standard for introducing economics to students like you around the world. It has been translated into twenty languages, and more than a million copies have been sold. Thomson South-Western is pleased to bring you this Fourth Edition.

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The Market Forces of Supply and Demand

When a cold snap hits Florida, the price of orange juice rises in supermarkets throughout the country. When the weather turns warm in New England every summer, the price of hotel rooms in the Caribbean plummets. When a war breaks out in the Middle East, the price of gasoline in the United States rises, and the price of a used Cadillac falls. What do these events have in common? They all show the workings of supply and demand.

Supply and demand are the two words economists use most often—and for good reason. Supply and demand are the forces that make market economies work. They determine the quantity of each good produced and the price at which it is sold. If you want to know how any event or policy will affect the economy, you must think first about how it will affect supply and demand.

This chapter introduces the theory of supply and demand. It considers how buyers and sellers behave and how they interact with one another. It shows how supply and demand determine prices in a market economy and how prices, in turn, allocate the economy’s scarce resources.
MARKETS AND COMPETITION

The terms supply and demand refer to the behavior of people as they interact with one another in competitive markets. Before discussing how buyers and sellers behave, let’s first consider more fully what we mean by the terms market and competition.

What Is a Market?

A market is a group of buyers and sellers of a particular good or service. The buyers as a group determine the demand for the product, and the sellers as a group determine the supply of the product.

Markets take many forms. Sometimes markets are highly organized, such as the markets for many agricultural commodities. In these markets, buyers and sellers meet at a specific time and place, where an auctioneer helps set prices and arrange sales.

More often, markets are less organized. For example, consider the market for ice cream in a particular town. Buyers of ice cream do not meet together at any one time. The sellers of ice cream are in different locations and offer somewhat different products. There is no auctioneer calling out the price of ice cream. Each seller posts a price for an ice-cream cone, and each buyer decides how much ice cream to buy at each store. Nonetheless, these consumers and producers of ice cream are closely connected. The ice-cream buyers are choosing from the various ice-cream sellers to satisfy their hunger, and the ice-cream sellers are all trying to appeal to the same ice-cream buyers to make their businesses successful. Even though it is not organized, the group of ice-cream buyers and ice-cream sellers forms a market.

What Is Competition?

The market for ice cream, like most markets in the economy, is highly competitive. Each buyer knows that there are several sellers from which to choose, and each seller is aware that his product is similar to that offered by other sellers. As a result, the price of ice cream and the quantity of ice cream sold are not determined by any single buyer or seller. Rather, price and quantity are determined by all buyers and sellers as they interact in the marketplace.

Economists use the term competitive market to describe a market in which there are so many buyers and so many sellers that each has a negligible impact on the market price. Each seller of ice cream has limited control over the price because other sellers are offering similar products. A seller has little reason to charge less than the going price, and if he charges more, buyers will make their purchases elsewhere. Similarly, no single buyer of ice cream can influence the price of ice cream because each buyer purchases only a small amount.

In this chapter, we assume that markets are perfectly competitive. To reach this highest form of competition, a market must have two characteristics: (1) the goods offered for sale are all exactly the same, and (2) the buyers and sellers are so numerous that no single buyer or seller has any influence over the market price. Because buyers and sellers in perfectly competitive markets must accept the price the market determines, they are said to be price takers. At the market price, buyers can buy all they want, and sellers can sell all they want.

There are some markets in which the assumption of perfect competition applies perfectly. In the wheat market, for example, there are thousands of farm-
ers who sell wheat and millions of consumers who use wheat and wheat products. Because no single buyer or seller can influence the price of wheat, each takes the price as given.

Not all goods and services, however, are sold in perfectly competitive markets. Some markets have only one seller, and this seller sets the price. Such a seller is called a monopoly. Your local cable television company, for instance, may be a monopoly. Residents of your town probably have only one cable company from which to buy this service. Some markets (covered in the study of microeconomics) fall between the extremes of perfect competition and monopoly.

Despite the diversity of market types we find in the world, assuming perfect competition is a useful simplification and, therefore, a natural place to start. Perfectly competitive markets are the easiest to analyze because everyone participating in the market takes the price as given by market conditions. Moreover, because some degree of competition is present in most markets, many of the lessons that we learn by studying supply and demand under perfect competition apply in more complicated markets as well.

Quick Quiz  What is a market?  •  What are the characteristics of a competitive market?

DEMAND

We begin our study of markets by examining the behavior of buyers. To focus our thinking, let’s keep in mind a particular good—ice cream.

The Demand Curve: The Relationship between Price and Quantity Demanded

The quantity demanded of any good is the amount of the good that buyers are willing and able to purchase. As we will see, many things determine the quantity demanded of any good, but when analyzing how markets work, one determinant plays a central role—the price of the good. If the price of ice cream rose to $20 per scoop, you would buy less ice cream. You might buy frozen yogurt instead. If the price of ice cream fell to $0.20 per scoop, you would buy more. Because the quantity demanded falls as the price rises and rises as the price falls, we say that the quantity demanded is negatively related to the price. This relationship between price and quantity demanded is true for most goods in the economy and, in fact, is so pervasive that economists call it the law of demand: Other things equal, when the price of a good rises, the quantity demanded of the good falls, and when the price falls, the quantity demanded rises.

The table in Figure 1 shows how many ice-cream cones Catherine buys each month at different prices of ice cream. If ice cream is free, Catherine eats 12 cones per month. At $0.50 per cone, Catherine buys 10 cones each month. As the price rises further, she buys fewer and fewer cones. When the price reaches $3.00, Catherine doesn’t buy any ice cream at all. This table is a demand schedule, a table that shows the relationship between the price of a good and the quantity demanded, holding constant everything else that influences how much consumers of the good want to buy.

The graph in Figure 1 uses the numbers from the table to illustrate the law of demand. By convention, the price of ice cream is on the vertical axis, and the
quantity of ice cream demanded is on the horizontal axis. The downward-sloping line relating price and quantity demanded is called the demand curve.

Market Demand versus Individual Demand

The demand curve in Figure 1 shows an individual’s demand for a product. To analyze how markets work, we need to determine the market demand, the sum of all the individual demands for a particular good or service.

The table in Figure 2 shows the demand schedules for ice cream of two individuals—Catherine and Nicholas. At any price, Catherine’s demand schedule tells us how much ice cream she buys, and Nicholas’s demand schedule tells us how much ice cream he buys. The market demand at each price is the sum of the two individual demands.

The graph in Figure 2 shows the demand curves that correspond to these demand schedules. Notice that we sum the individual demand curves horizontally to obtain the market demand curve. That is, to find the total quantity demanded at any price, we add the individual quantities found on the horizontal axis of the individual demand curves. Because we are interested in analyzing how markets work, we will work most often with the market demand curve. The market demand curve shows how the total quantity demanded of a good varies as the price of the good varies, while all the other factors that affect how much consumers want to buy are held constant.
Shifts in the Demand Curve

The demand curve for ice cream shows how much ice cream people buy at any given price, holding constant the many other factors beyond price that influence consumers’ buying decisions. As a result, this demand curve need not be stable over time. If something happens to alter the quantity demanded at any given price, the demand curve shifts. For example, suppose the American Medical Association discovered that people who regularly eat ice cream live longer, healthier lives. The discovery would raise the demand for ice cream. At any given price, buyers would now want to purchase a larger quantity of ice cream, and the demand curve for ice cream would shift.

Figure 3 illustrates shifts in demand. Any change that increases the quantity demanded at every price, such as our imaginary discovery by the American Medical Association, shifts the demand curve to the right and is called an increase in demand. Any change that reduces the quantity demanded at every price shifts the demand curve to the left and is called a decrease in demand.

There are many variables that can shift the demand curve. Here are the most important.
Income
What would happen to your demand for ice cream if you lost your job one summer? Most likely, it would fall. A lower income means that you have less to spend in total, so you would have to spend less on some—and probably most—goods. If the demand for a good falls when income falls, the good is called a **normal good**.

Not all goods are normal goods. If the demand for a good rises when income falls, the good is called an **inferior good**. An example of an inferior good might be bus rides. As your income falls, you are less likely to buy a car or take a cab and more likely to ride a bus.

**Prices of Related Goods**
Suppose that the price of frozen yogurt falls. The law of demand says that you will buy more frozen yogurt. At the same time, you will probably buy less ice cream. Because ice cream and frozen yogurt are both cold, sweet, creamy desserts, they satisfy similar desires. When a fall in the price of one good reduces the demand for another good, the two goods are called **substitutes**. Substitutes are often pairs of goods that are used in place of each other, such as hot dogs and hamburgers, sweaters and sweatshirts, and movie tickets and video rentals.

Now suppose that the price of hot fudge falls. According to the law of demand, you will buy more hot fudge. Yet in this case, you will buy more ice cream as well because ice cream and hot fudge are often used together. When a fall in the price of one good raises the demand for another good, the two goods are called **complements**. Complements are often pairs of goods that are used together, such as gasoline and automobiles, computers and software, and peanut butter and jelly.

**Tastes**
The most obvious determinant of your demand is your tastes. If you like ice cream, you buy more of it. Economists normally do not try to explain people’s tastes because tastes are based on historical and psychological forces that are beyond the realm of economics. Economists do, however, examine what happens when tastes change.
Expectations Your expectations about the future may affect your demand for a good or service today. For example, if you expect to earn a higher income next month, you may choose to save less now and spend more of your current income buying ice cream. As another example, if you expect the price of ice cream to fall tomorrow, you may be less willing to buy an ice-cream cone at today’s price.

Number of Buyers Because market demand is derived from individual demands, it depends on all those factors that determine the demand of individual buyers, including buyers’ incomes, tastes, expectations, and the prices of related goods. In addition, it depends on the number of buyers. If Peter, another consumer of ice cream, were to join Catherine and Nicholas, the quantity demanded in the market would be higher at every price, and the demand curve would shift to the right.

Summary The demand curve shows what happens to the quantity demanded of a good when its price varies, holding constant all the other variables that influence buyers. When one of these other variables changes, the demand curve shifts. Table 1 lists the variables that influence how much consumers choose to buy of a good.

If you have trouble remembering whether you need to shift or move along the demand curve, it helps to recall a lesson from the appendix to Chapter 2. A curve shifts when there is a change in a relevant variable that is not measured on either axis. Because the price is on the vertical axis, a change in price represents a movement along the demand curve. By contrast, income, the prices of related goods, tastes, expectations, and the number of buyers are not measured on either axis, so a change in one of these variables shifts the demand curve.

CASE STUDY TWO WAYS TO REDUCE THE QUANTITY OF SMOKING DEMANDED

Public policymakers often want to reduce the amount that people smoke. There are two ways that policy can attempt to achieve this goal.

One way to reduce smoking is to shift the demand curve for cigarettes and other tobacco products. Public service announcements, mandatory health warnings on cigarette packages, and the prohibition of cigarette advertising on television are all policies aimed at reducing the quantity of cigarettes demanded at
any given price. If successful, these policies shift the demand curve for cigarettes to the left, as in panel (a) of Figure 4.

Alternatively, policymakers can try to raise the price of cigarettes. If the government taxes the manufacture of cigarettes, for example, cigarette companies pass much of this tax on to consumers in the form of higher prices. A higher price encourages smokers to reduce the numbers of cigarettes they smoke. In this case, the reduced amount of smoking does not represent a shift in the demand curve. Instead, it represents a movement along the same demand curve to a point with a higher price and lower quantity, as in panel (b) of Figure 4.

How much does the amount of smoking respond to changes in the price of cigarettes? Economists have attempted to answer this question by studying what happens when the tax on cigarettes changes. They have found that a 10 percent increase in the price causes a 4 percent reduction in the quantity demanded. Teenagers are found to be especially sensitive to the price of cigarettes: A 10 percent increase in the price causes a 12 percent drop in teenage smoking.

A related question is how the price of cigarettes affects the demand for illicit drugs, such as marijuana. Opponents of cigarette taxes often argue that tobacco and marijuana are substitutes so that high cigarette prices encourage marijuana use. By contrast, many experts on substance abuse view tobacco as a “gateway drug” leading the young to experiment with other harmful substances. Most
studies of the data are consistent with this view: They find that lower cigarette prices are associated with greater use of marijuana. In other words, tobacco and marijuana appear to be complements rather than substitutes.

Quick Quiz Make up an example of a demand schedule for pizza and graph the implied demand curve. • Give an example of something that would shift this demand curve. • Would a change in the price of pizza shift this demand curve?

SUPPLY
We now turn to the other side of the market and examine the behavior of sellers. Once again, to focus our thinking, let’s consider the market for ice cream.

The Supply Curve: The Relationship between Price and Quantity Supplied
The quantity supplied of any good or service is the amount that sellers are willing and able to sell. There are many determinants of quantity supplied, but once again, price plays a special role in our analysis. When the price of ice cream is high, selling ice cream is profitable, and so the quantity supplied is large. Sellers of ice cream work long hours, buy many ice-cream machines, and hire many workers. By contrast, when the price of ice cream is low, the business is less profitable, and so sellers produce less ice cream. At a low price, some sellers may even choose to shut down, and their quantity supplied falls to zero. Because the quantity supplied rises as the price rises and falls as the price falls, we say that the quantity supplied is positively related to the price of the good. This relationship between price and quantity supplied is called the law of supply: Other things equal, when the price of a good rises, the quantity supplied of the good also rises, and when the price falls, the quantity supplied falls as well.

The table in Figure 5 shows the quantity of ice-cream cones supplied each month by Ben, an ice-cream seller, at various prices of ice cream. At a price below $1.00, Ben does not supply any ice cream at all. As the price rises, he supplies a greater and greater quantity. This is the supply schedule, a table that shows the relationship between the price of a good and the quantity supplied, holding constant everything else that influences how much producers of the good want to sell.

The graph in Figure 5 uses the numbers from the table to illustrate the law of supply. The curve relating price and quantity supplied is called the supply curve. The supply curve slopes upward because, other things equal, a higher price means a greater quantity supplied.

Market Supply versus Individual Supply
Just as market demand is the sum of the demands of all buyers, market supply is the sum of the supplies of all sellers. The table in Figure 6 shows the supply schedules for two ice-cream producers—Ben and Jerry. At any price, Ben’s supply schedule tells us the quantity of ice cream Ben supplies, and Jerry’s supply schedule tells us the quantity of ice cream Jerry supplies. The market supply is the sum of the two individual supplies.
The graph in Figure 6 shows the supply curves that correspond to the supply schedules. As with demand curves, we sum the individual supply curves horizontally to obtain the market supply curve. That is, to find the total quantity supplied at any price, we add the individual quantities found on the horizontal axis of the individual supply curves. The market supply curve shows how the total quantity supplied varies as the price of the good varies.

**Shifts in the Supply Curve**

The supply curve for ice cream shows how much ice cream producers offer for sale at any given price, holding constant all the other factors beyond price that influence producers’ decisions about how much to sell. This relationship can change over time, which is represented by a shift in the supply curve. For example, suppose the price of sugar falls. Because sugar is an input into producing ice cream, the fall in the price of sugar makes selling ice cream more profitable. This raises the supply of ice cream: At any given price, sellers are now willing to produce a larger quantity. Thus, the supply curve for ice cream shifts to the right.

Figure 7 illustrates shifts in supply. Any change that raises quantity supplied at every price, such as a fall in the price of sugar, shifts the supply curve to the right and is called an *increase in supply*. Similarly, any change that reduces the quantity supplied at every price shifts the supply curve to the left and is called a *decrease in supply*. 

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**Figure 5:**

**Ben’s Supply Schedule and Supply Curve**

The supply schedule shows the quantity supplied at each price. This supply curve, which graphs the supply schedule, shows how the quantity supplied of the good changes as its price varies. Because a higher price increases the quantity supplied, the supply curve slopes upward.

<table>
<thead>
<tr>
<th>Price of Ice-Cream Cone</th>
<th>Quantity of Cones Supplied</th>
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<tr>
<td>$0.00</td>
<td>0 cones</td>
</tr>
<tr>
<td>0.50</td>
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</tr>
<tr>
<td>2.50</td>
<td>4</td>
</tr>
<tr>
<td>3.00</td>
<td>5</td>
</tr>
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</table>

1. An increase in price...
2. ... increases quantity of cones supplied.
**Figure 6**

**Market Supply as the Sum of Individual Supplies**

The quantity supplied in a market is the sum of the quantities supplied by all the sellers at each price. Thus, the market supply curve is found by adding horizontally the individual supply curves. At a price of $2.00, Ben supplies 3 ice-cream cones, and Jerry supplies 4 ice-cream cones. The quantity supplied in the market at this price is 7 cones.

<table>
<thead>
<tr>
<th>Price of Ice-Cream Cone</th>
<th>Ben</th>
<th>Jerry</th>
<th>Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.00</td>
<td>0</td>
<td>0</td>
<td>0 cones</td>
</tr>
<tr>
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<td>0</td>
</tr>
<tr>
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<td>1</td>
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</tr>
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**Figure 7**

**Shifts in the Supply Curve**

Any change that raises the quantity that sellers wish to produce at a given price shifts the supply curve to the right. Any change that lowers the quantity that sellers wish to produce at a given price shifts the supply curve to the left.
There are many variables that can shift the supply curve. Here are some of the most important.

**Input Prices** To produce its output of ice cream, sellers use various inputs: cream, sugar, flavoring, ice-cream machines, the buildings in which the ice cream is made, and the labor of workers to mix the ingredients and operate the machines. When the price of one or more of these inputs rises, producing ice cream is less profitable, and firms supply less ice cream. If input prices rise substantially, a firm might shut down and supply no ice cream at all. Thus, the supply of a good is negatively related to the price of the inputs used to make the good.

**Technology** The technology for turning inputs into ice cream is another determinant of supply. The invention of the mechanized ice-cream machine, for example, reduced the amount of labor necessary to make ice cream. By reducing firms’ costs, the advance in technology raised the supply of ice cream.

**Expectations** The amount of ice cream a firm supplies today may depend on its expectations of the future. For example, if a firm expects the price of ice cream to rise in the future, it will put some of its current production into storage and supply less to the market today.

**Number of Sellers** Market supply depends on all those factors that influence the supply of individual sellers, such as the prices of inputs used to produce the good, the available technology, and expectations. In addition, the supply in a market depends on the number of sellers. If Ben or Jerry were to retire from the ice-cream business, the supply in the market would fall.

**Summary** The supply curve shows what happens to the quantity supplied of a good when its price varies, holding constant all the other variables that influence sellers. When one of these other variables changes, the supply curve shifts. Table 2 lists the variables that influence how much producers choose to sell of a good.

Once again, to remember whether you need to shift or move along the supply curve, keep in mind that a curve shifts only when there is a change in a relevant

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**Table 2**

<table>
<thead>
<tr>
<th>Variable</th>
<th>A Change in This Variable. . .</th>
</tr>
</thead>
<tbody>
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<td>Price</td>
<td>Represents a movement along the supply curve</td>
</tr>
<tr>
<td>Input prices</td>
<td>Shifts the supply curve</td>
</tr>
<tr>
<td>Technology</td>
<td>Shifts the supply curve</td>
</tr>
<tr>
<td>Expectations</td>
<td>Shifts the supply curve</td>
</tr>
<tr>
<td>Number of sellers</td>
<td>Shifts the supply curve</td>
</tr>
</tbody>
</table>
variable that is not named on either axis. The price is on the vertical axis, so a change in price represents a movement along the supply curve. By contrast, because input prices, technology, expectations, and the number of sellers are not measured on either axis, a change in one of these variables shifts the supply curve.

**Quick Quiz** Make up an example of a supply schedule for pizza and graph the implied supply curve. • Give an example of something that would shift this supply curve. • Would a change in the price of pizza shift this supply curve?

## SUPPLY AND DEMAND TOGETHER

Having analyzed supply and demand separately, we now combine them to see how they determine the quantity of a good sold in a market and its price.

### Equilibrium

Figure 8 shows the market supply curve and market demand curve together. Notice that there is one point at which the supply and demand curves intersect. This point is called the market's **equilibrium**. The price at this intersection is called the **equilibrium price**, and the quantity is called the **equilibrium quantity**. Here the equilibrium price is $2.00 per cone, and the equilibrium quantity is 7 ice-cream cones.

The dictionary defines the word *equilibrium* as a situation in which various forces are in balance—and this also describes a market’s equilibrium. **At the equilibrium price, the quantity of the good that buyers are willing and able to buy exactly balances the quantity that sellers are willing and able to sell.** The equilibrium price is sometimes called the **market-clearing price** because, at this price, everyone in the

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**F I G U R E 8**

*The Equilibrium of Supply and Demand*

The equilibrium is found where the supply and demand curves intersect. At the equilibrium price, the quantity supplied equals the quantity demanded. Here the equilibrium price is $2.00: At this price, 7 ice-cream cones are supplied, and 7 ice-cream cones are demanded.
market has been satisfied: Buyers have bought all they want to buy, and sellers have sold all they want to sell.

The actions of buyers and sellers naturally move markets toward the equilibrium of supply and demand. To see why, consider what happens when the market price is not equal to the equilibrium price.

Suppose first that the market price is above the equilibrium price, as in panel (a) of Figure 9. At a price of $2.50 per cone, the quantity supplied (10 cones) exceeds the quantity demanded (4 cones). There is a surplus of the good: Suppliers are unable to sell all they want at the going price. A surplus is sometimes called a situation of excess supply. When there is a surplus in the ice-cream market, sellers of ice cream find their freezers increasingly full of ice cream they would like to sell but cannot. They respond to the surplus by cutting their prices. Falling prices, in turn, increase the quantity demanded and decrease the quantity supplied. Prices continue to fall until the market reaches the equilibrium.

Suppose now that the market price is below the equilibrium price, as in panel (b) of Figure 9. In this case, the price is $1.50 per cone, and the quantity demanded (10 cones) exceeds the quantity supplied. There is a shortage of the good: Demanders are unable to buy all they want at the going price. A shortage is sometimes called a situation of excess demand. When a shortage occurs in the ice-
cream market, buyers have to wait in long lines for a chance to buy one of the few cones available. With too many buyers chasing too few goods, sellers can respond to the shortage by raising their prices without losing sales. As the price rises, the quantity demanded falls, the quantity supplied rises, and the market once again moves toward the equilibrium.

Thus, the activities of the many buyers and sellers automatically push the market price toward the equilibrium price. Once the market reaches its equilibrium, all buyers and sellers are satisfied, and there is no upward or downward pressure on the price. How quickly equilibrium is reached varies from market to market depending on how quickly prices adjust. In most free markets, surpluses and shortages are only temporary because prices eventually move toward their equilibrium levels. Indeed, this phenomenon is so pervasive that it is called the law of supply and demand: The price of any good adjusts to bring the quantity supplied and quantity demanded for that good into balance.

Three Steps to Analyzing Changes in Equilibrium

So far, we have seen how supply and demand together determine a market's equilibrium, which in turn determines the price of the good and the amount of the good that buyers purchase and sellers produce. Of course, the equilibrium price and quantity depend on the position of the supply and demand curves. When some event shifts one of these curves, the equilibrium in the market changes, resulting in a new price and a new quantity exchanged between buyers and sellers.

When analyzing how some event affects the equilibrium in a market, we proceed in three steps. First, we decide whether the event shifts the supply curve, the demand curve, or in some cases, both curves. Second, we decide whether the curve shifts to the right or to the left. Third, we use the supply-and-demand diagram to compare the initial and the new equilibrium, which shows how the shift affects the equilibrium price and quantity. Table 3 summarizes these three steps. To see how this recipe is used, let's consider various events that might affect the market for ice cream.

Example: A Change in Demand  Suppose that one summer the weather is very hot. How does this event affect the market for ice cream? To answer this question, let's follow our three steps.
1. The hot weather affects the demand curve by changing people’s taste for ice cream. That is, the weather changes the amount of ice cream that people want to buy at any given price. The supply curve is unchanged because the weather does not directly affect the firms that sell ice cream.

2. Because hot weather makes people want to eat more ice cream, the demand curve shifts to the right. Figure 10 shows this increase in demand as the shift in the demand curve from $D_1$ to $D_2$. This shift indicates that the quantity of ice cream demanded is higher at every price.

3. As Figure 10 shows, the increase in demand raises the equilibrium price from $2.00 to $2.50 and the equilibrium quantity from 7 to 10 cones. In other words, a higher price results in a higher quantity sold. 

**TABLE**

<table>
<thead>
<tr>
<th>Three Steps for Analyzing Changes in Equilibrium</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Decide whether the event shifts the supply or demand curve (or perhaps both).</td>
</tr>
<tr>
<td>2. Decide in which direction the curve shifts.</td>
</tr>
<tr>
<td>3. Use the supply-and-demand diagram to see how the shift changes the equilibrium price and quantity.</td>
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</tbody>
</table>
words, the hot weather increases the price of ice cream and the quantity of ice cream sold.

**Shifts in Curves versus Movements along Curves**  Notice that when hot weather drives up the price of ice cream, the quantity of ice cream that firms supply rises, even though the supply curve remains the same. In this case, economists say there has been an increase in “quantity supplied” but no change in “supply.”

*Supply* refers to the position of the supply curve, whereas the _quantity supplied_ refers to the amount suppliers wish to sell. In this example, supply does not change because the weather does not alter firms’ desire to sell at any given price. Instead, the hot weather alters consumers’ desire to buy at any given price and thereby shifts the demand curve. The increase in demand causes the equilibrium price to rise. When the price rises, the quantity supplied rises. This increase in quantity supplied is represented by the movement along the supply curve.

To summarize, a shift _in_ the supply curve is called a “change in supply,” and a shift _in_ the demand curve is called a “change in demand.” A movement _along_ a fixed supply curve is called a “change in the quantity supplied,” and a movement _along_ a fixed demand curve is called a “change in the quantity demanded.”

**Example: A Change in Supply**  Suppose that during another summer, a hurricane destroys part of the sugarcane crop and drives up the price of sugar. How does this event affect the market for ice cream? Once again, to answer this question, we follow our three steps.

1. The change in the price of sugar, an input into making ice cream, affects the supply curve. By raising the costs of production, it reduces the amount of ice cream that firms produce and sell at any given price. The demand curve does not change because the higher cost of inputs does not directly affect the amount of ice cream households wish to buy.
2. The supply curve shifts to the left because, at every price, the total amount that firms are willing and able to sell is reduced. Figure 11 illustrates this decrease in supply as a shift in the supply curve from $S_1$ to $S_2$.
3. As Figure 11 shows, the shift in the supply curve raises the equilibrium price from $2.00 to $2.50 and lowers the equilibrium quantity from 7 to 4 cones. As a result of the sugar price increase, the price of ice cream rises, and the quantity of ice cream sold falls.

**Example: A Change in Both Supply and Demand**  Now suppose that a heat wave and a hurricane occur during the same summer. To analyze this combination of events, we again follow our three steps.

1. We determine that both curves must shift. The hot weather affects the demand curve because it alters the amount of ice cream that households want to buy at any given price. At the same time, when the hurricane drives up sugar prices, it alters the supply curve for ice cream because it changes the amount of ice cream that firms want to sell at any given price.
2. The curves shift in the same directions as they did in our previous analysis: The demand curve shifts to the right, and the supply curve shifts to the left. Figure 12 illustrates these shifts.
How a Decrease in Supply Affects the Equilibrium
An event that reduces quantity supplied at any given price shifts the supply curve to the left. The equilibrium price rises, and the equilibrium quantity falls. Here an increase in the price of sugar (an input) causes sellers to supply less ice cream. The supply curve shifts from $S_1$ to $S_2$, which causes the equilibrium price of ice cream to rise from $2.00 to $2.50 and the equilibrium quantity to fall from 7 to 4 cones.

A Shift in Both Supply and Demand
Here we observe a simultaneous increase in demand and decrease in supply. Two outcomes are possible. In panel (a), the equilibrium price rises from $P_1$ to $P_2$ and the equilibrium quantity rises from $Q_1$ to $Q_2$. In panel (b), the equilibrium price again rises from $P_1$ to $P_2$, but the equilibrium quantity falls from $Q_1$ to $Q_2$. 
3. As Figure 12 shows, two possible outcomes might result depending on the relative size of the demand and supply shifts. In both cases, the equilibrium price rises. In panel (a), where demand increases substantially while supply falls just a little, the equilibrium quantity also rises. By contrast, in panel (b), where supply falls substantially while demand rises just a little, the equilibrium quantity falls. Thus, these events certainly raise the price of ice cream, but their impact on the amount of ice cream sold is ambiguous (that is, it could go either way).

**Summary** We have just seen three examples of how to use supply and demand curves to analyze a change in equilibrium. Whenever an event shifts the supply curve, the demand curve, or perhaps both curves, you can use these tools to predict how the event will alter the amount sold in equilibrium and the price.

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**In The News**

**Political Unrest Shifts the Supply Curve**

According to our analysis, a natural disaster that reduces supply reduces the quantity sold and raises the price. Sometimes the same is true with disasters caused by humans.

**Chocolate Lovers Fret over Ivory Cocoa Woes**

*By Jennifer Heldt Powell*

Political unrest overseas threatens to disrupt the supply of America’s sweetest temptations. Fighting on the Ivory Coast, which supplies 45 percent of the world’s cocoa, has sent cocoa prices soaring just as the harvest season begins. And unless peacekeepers can bring order, chocolate prices could soar as well.

“There is hope that international pressure will quell the fighting,” said Ann Prendergast, an analyst with Refco, a commodities trading company in New York. “If it doesn’t, it’s going to be just horrible and there won’t be much cocoa coming out of the Ivory Coast.”

The most recent troubles began last week when Ivory Coast government forces attacked the rebel-held towns in the northern part of the country. That was followed by air strikes on a French camp that killed nine soldiers and an American civilian.

Cocoa prices rose 9.7 percent, the steepest increase in five years... The surge could affect high end chocolate makers who rely on the prime cocoa butter produced by the Ivory Coast, said Prendergast. How much of an effect depends on peace efforts and the farmers.

“As the price goes up, farmers have motivation to do anything they can to get their product to the market,” said Prendergast.

at which the good is sold. Table 4 shows the predicted outcome for any combination of shifts in the two curves. To make sure you understand how to use the tools of supply and demand, pick a few entries in this table and make sure you can explain to yourself why the table contains the prediction it does.

Quick Quiz Analyze what happens to the market for pizza if the price of tomatoes rises. Analyze what happens to the market for pizza if the price of hamburgers falls.

CONCLUSION: HOW PRICES ALLOCATE RESOURCES

This chapter has analyzed supply and demand in a single market. Although our discussion has centered around the market for ice cream, the lessons learned here apply in most other markets as well. Whenever you go to a store to buy something, you are contributing to the demand for that item. Whenever you look for a job, you are contributing to the supply of labor services. Because supply and demand are such pervasive economic phenomena, the model of supply and demand is a powerful tool for analysis. We will be using this model repeatedly in the following chapters.

One of the Ten Principles of Economics discussed in Chapter 1 is that markets are usually a good way to organize economic activity. Although it is still too early to judge whether market outcomes are good or bad, in this chapter we have begun to see how markets work. In any economic system, scarce resources have to be allocated among competing uses. Market economies harness the forces of supply and demand to serve that end. Supply and demand together
determine the prices of the economy’s many different goods and services; prices in turn are the signals that guide the allocation of resources.

For example, consider the allocation of beachfront land. Because the amount of this land is limited, not everyone can enjoy the luxury of living by the beach. Who gets this resource? The answer is whoever is willing and able to pay the price. The price of beachfront land adjusts until the quantity of land demanded exactly balances the quantity supplied. Thus, in market economies, prices are the mechanism for rationing scarce resources.

Similarly, prices determine who produces each good and how much is produced. For instance, consider farming. Because we need food to survive, it is crucial that some people work on farms. What determines who is a farmer and who is not? In a free society, there is no government planning agency making this decision and ensuring an adequate supply of food. Instead, the allocation of workers to farms is based on the job decisions of millions of workers. This decentralized system works well because these decisions depend on prices. The prices of food and the wages of farmworkers (the price of their labor) adjust to ensure that enough people choose to be farmers.

If a person had never seen a market economy in action, the whole idea might seem preposterous. Economies are large groups of people engaged in many interdependent activities. What prevents decentralized decision making from degenerating into chaos? What coordinates the actions of the millions of people with their varying abilities and desires? What ensures that what needs to get done does in fact get done? The answer, in a word, is **prices**. If market economies are guided by an invisible hand, as Adam Smith famously suggested, then the price system is the baton that the invisible hand uses to conduct the economic orchestra.
SUMMARY

- Economists use the model of supply and demand to analyze competitive markets. In a competitive market, there are many buyers and sellers, each of whom has little or no influence on the market price.
- The demand curve shows how the quantity of a good demanded depends on the price. According to the law of demand, as the price of a good falls, the quantity demanded rises. Therefore, the demand curve slopes downward.
- In addition to price, other determinants of how much consumers want to buy include income, the prices of substitutes and complements, tastes, expectations, and the number of buyers. If one of these factors changes, the demand curve shifts.
- The supply curve shows how the quantity of a good supplied depends on the price. According to the law of supply, as the price of a good rises, the quantity supplied rises. Therefore, the supply curve slopes upward.
- In addition to price, other determinants of how much producers want to sell include input prices, technology, expectations, and the number of sellers. If one of these factors changes, the supply curve shifts.
- The intersection of the supply and demand curves determines the market equilibrium. At the equilibrium price, the quantity demanded equals the quantity supplied.
- The behavior of buyers and sellers naturally drives markets toward their equilibrium. When the market price is above the equilibrium price, there is a surplus of the good, which causes the market price to fall. When the market price is below the equilibrium price, there is a shortage, which causes the market price to rise.
- To analyze how any event influences a market, we use the supply-and-demand diagram to examine how the event affects the equilibrium price and quantity. To do this, we follow three steps. First, we decide whether the event shifts the supply curve or the demand curve (or both). Second, we decide which direction the curve shifts. Third, we compare the new equilibrium with the initial equilibrium.
- In market economies, prices are the signals that guide economic decisions and thereby allocate scarce resources. For every good in the economy, the price ensures that supply and demand are in balance. The equilibrium price then determines how much of the good buyers choose to purchase and how much sellers choose to produce.

KEY CONCEPTS

market, p. 64
competitive market, p. 64
quantity demanded, p. 65
law of demand, p. 65
demand schedule, p. 65
demand curve, p. 66
normal good, p. 68
inferior good, p. 68
substitutes, p. 68
complements, p. 68
quantity supplied, p. 71
law of supply, p. 71
supply schedule, p. 71
supply curve, p. 71
equilibrium, p. 75
equilibrium price, p. 75
equilibrium quantity, p. 75
surplus, p. 76
shortage, p. 76
law of supply and demand, p. 77
CHAPTER 4  THE MARKET FORCES OF SUPPLY AND DEMAND  85

QUESTIONS FOR REVIEW

1. What is a competitive market? Briefly describe a type of market that is not perfectly competitive.
2. What determines the quantity of a good that buyers demand?
3. What are the demand schedule and the demand curve and how are they related? Why does the demand curve slope downward?
4. Does a change in consumers’ tastes lead to a movement along the demand curve or a shift in the demand curve? Does a change in price lead to a movement along the demand curve or a shift in the demand curve?
5. Popeye’s income declines, and as a result, he buys more spinach. Is spinach an inferior or a normal good? What happens to Popeye’s demand curve for spinach?
6. What determines the quantity of a good that sellers supply?
7. What are the supply schedule and the supply curve and how are they related? Why does the supply curve slope upward?
8. Does a change in producers’ technology lead to a movement along the supply curve or a shift in the supply curve? Does a change in price lead to a movement along the supply curve or a shift in the supply curve?
9. Define the equilibrium of a market. Describe the forces that move a market toward its equilibrium.
10. Beer and pizza are complements because they are often enjoyed together. When the price of beer rises, what happens to the supply, demand, quantity supplied, quantity demanded, and the price in the market for pizza?
11. Describe the role of prices in market economies.

PROBLEMS AND APPLICATIONS

1. Explain each of the following statements using supply-and-demand diagrams.
   a. “When a cold snap hits Florida, the price of orange juice rises in supermarkets throughout the country.”
   b. “When the weather turns warm in New England every summer, the price of hotel rooms in Caribbean resorts plummets.”
   c. “When a war breaks out in the Middle East, the price of gasoline rises, and the price of a used Cadillac falls.”
2. “An increase in the demand for notebooks raises the quantity of notebooks demanded but not the quantity supplied.” Is this statement true or false? Explain.
3. Consider the market for minivans. For each of the events listed here, identify which of the determinants of demand or supply are affected. Also indicate whether demand or supply increases or decreases. Then draw a diagram to show the effect on the price and quantity of minivans.
   a. People decide to have more children.
   b. A strike by steelworkers raises steel prices.
   c. Engineers develop new automated machinery for the production of minivans.
   d. The price of sports utility vehicles rises.
   e. A stock-market crash lowers people’s wealth.
4. Consider the markets for DVD movies, TV screens, and tickets at movie theaters.
   a. For each pair, identify whether they are complements or substitutes:
      • DVDs and TV screens
      • DVDs and movie tickets
      • TV screens and movie tickets
   b. Suppose a technological advance reduces the cost of manufacturing TV screens. Draw a diagram to show what happens in the market for TV screens.
   c. Draw two more diagrams to show how the change in the market for TV screens affects the markets for DVDs and movie tickets.

5. Over the past 20 years, technological advances have reduced the cost of computer chips. How do you think this affected the market for computers? For computer software? For typewriters?

6. Consider these two statements from the In The News box:
   a. “Political unrest overseas threatens to disrupt the supply of America’s sweetest temptations.”
   b. “As the price goes up, farmers have motivation to do anything they can to get their product to the market.”

   Which of these statements refers to a movement along the supply curve? Which refers to a shift in the supply curve? Explain.

7. Using supply-and-demand diagrams, show the effect of the following events on the market for sweatshirts.
   a. A hurricane in South Carolina damages the cotton crop.
   b. The price of leather jackets falls.
   c. All colleges require morning exercise in appropriate attire.
   d. New knitting machines are invented.

8. Suppose that in the year 2010 the number of births is temporarily high. How does this baby boom affect the price of baby-sitting services in 2015 and 2025? (Hint: 5-year-olds need baby-sitters, whereas 15-year-olds can be baby-sitters.)

9. Ketchup is a complement (as well as a condiment) for hot dogs. If the price of hot dogs rises, what happens to the market for ketchup? For tomatoes? For tomato juice? For orange juice?

10. The market for pizza has the following demand and supply schedules:

      | Price | Quantity Demanded | Quantity Supplied |
      |-------|-------------------|-------------------|
      | $4    | 135 pizzas        | 26 pizzas         |
      | 5     | 104               | 53                |
      | 6     | 81                | 81                |
      | 7     | 68                | 98                |
      | 8     | 53                | 110               |
      | 9     | 39                | 121               |

   Graph the demand and supply curves. What is the equilibrium price and quantity in this market? If the actual price in this market were above the equilibrium price, what would drive the market toward the equilibrium? If the actual price in this market were below the equilibrium price, what would drive the market toward the equilibrium?

11. Because bagels and cream cheese are often eaten together, they are complements.
   a. We observe that both the equilibrium price of cream cheese and the equilibrium quantity of bagels have risen. What could be responsible for this pattern—a fall in the price of flour or a fall in the price of milk? Illustrate and explain your answer.
   b. Suppose instead that the equilibrium price of cream cheese has risen but the equilibrium quantity of bagels has fallen. What could be responsible for this pattern—a rise in the price of flour or a rise in the price of milk? Illustrate and explain your answer.
12. Suppose that the price of basketball tickets at your college is determined by market forces. Currently, the demand and supply schedules are as follows:

<table>
<thead>
<tr>
<th>Price</th>
<th>Quantity Demanded</th>
<th>Quantity Supplied</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4</td>
<td>10,000 tickets</td>
<td>8,000 tickets</td>
</tr>
<tr>
<td>8</td>
<td>8,000 tickets</td>
<td>8,000</td>
</tr>
<tr>
<td>12</td>
<td>6,000</td>
<td>8,000</td>
</tr>
<tr>
<td>16</td>
<td>4,000</td>
<td>8,000</td>
</tr>
<tr>
<td>20</td>
<td>2,000</td>
<td>8,000</td>
</tr>
</tbody>
</table>

a. Draw the demand and supply curves. What is unusual about this supply curve? Why might this be true?
b. What are the equilibrium price and quantity of tickets?
c. Your college plans to increase total enrollment next year by 5,000 students. The additional students will have the following demand schedule:

<table>
<thead>
<tr>
<th>Price</th>
<th>Quantity Demanded</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4</td>
<td>4,000 tickets</td>
</tr>
<tr>
<td>8</td>
<td>3,000</td>
</tr>
<tr>
<td>12</td>
<td>2,000</td>
</tr>
<tr>
<td>16</td>
<td>1,000</td>
</tr>
<tr>
<td>20</td>
<td>0</td>
</tr>
</tbody>
</table>

Now add the old demand schedule and the demand schedule for the new students to calculate the new demand schedule for the entire college. What will be the new equilibrium price and quantity?

13. Market research has revealed the following information about the market for chocolate bars: The demand schedule can be represented by the equation \( Q^D = 1,600 - 300P \), where \( Q^D \) is the quantity demanded and \( P \) is the price. The supply schedule can be represented by the equation \( Q^S = 1,400 + 700P \), where \( Q^S \) is the quantity supplied. Calculate the equilibrium price and quantity in the market for chocolate bars.

For further information on topics in this chapter, additional problems, examples, applications, online quizzes, and more, please visit our website at http://mankiw.swlearning.com.