

## Demand

Demand is the amount of the products that consumers are willing and able to purchase at any given price. Demand is concerned with what consumers are actually able to buy rather than what they would like to buy.

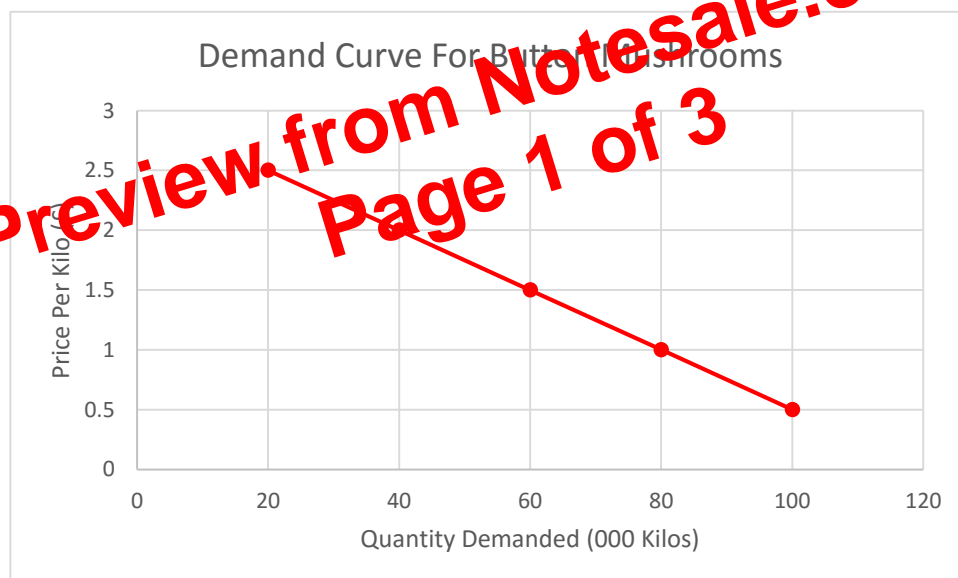
## Demand Curves

Demand schedules can be used to draw demand curves. The curves show the quantity of a good or service that will be demanded at a given price. It's slopes downwards from left to right. This is because quantity demanded is likely to be higher at lower prices and lower at higher prices.

Changing the price of a product or service will lead to a change in demand. This is shown as a movement along the curve.

### Demand Schedule and Curve for Button Mushrooms

Price Per Kilo - £	Quantity Demanded - 000 Kilos
0.5	100
1	80
1.5	60
2	40
2.5	20



## Factors Leading to a Change in Demand

Price has a significant influence on demand. Changes in factors which affect demand shift the demand curve, this is different from price change which results in movement along the curve.