**Supply and Demand**

**Factors affecting Demand:**

**P.I.R.A.T.E**

**Population**

**Income**

**Related goods and services**

**Advertising**

**Taste and fashions/preferences**

**Expected price changes**

**Factors affecting Supply:**

**C.R.E.W.S**

**Cost of inputs**

**Related goods and services**

**Expected price changes**

**Weather**

**Subsidies and taxes**