Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1.2.1 Demand**

1. What is meant by the term demand?

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1. Match each factor leading to a change in demand to the correct example.

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| Factor | Example |
| Demographics | Poor weather leads to less tourism in the UK |
| Incomes | Society becomes more ethically aware by buying fair trade |
| Market conditions (seasonality) | A more educated workforce pushes up wages |
| External shocks | Better living standards lead to an ageing population |
| Consumer preferences | Civil unrest abroad reduces the availability of stock |

1. With the use of a diagram distinguish between a movement along a demand curve and a shift in the demand curve.

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