DEMAND vs. QUANTITY DEMANDED

1) Households are purchasing more of a product. Is this an increase in "demand" or an increase in "quantity demanded"?
   A) If households are buying more AT EVERY PRICE, DEMAND HAS INCREASED.
   B) If households are buying more BECAUSE THE PRICE HAS DECREASED, QUANTITY DEMANDED HAS INCREASED WITH NO CHANGE IN DEMAND.

2) Households are purchasing less of a product. Is this a decrease in "demand" or a decrease in "quantity demanded"?
   A) If households are buying less AT EVERY PRICE, DEMAND HAS DECREASED.
   B) If households are buying less BECAUSE THE PRICE HAS INCREASED, QUANTITY DEMANDED HAS DECREASED WITH NO CHANGE IN DEMAND.

3) An increase in demand means that quantity demanded has increased at every price and the demand curve has shifted to the right. A decrease in demand means that quantity demanded has decreased at every price and the demand curve has shifted to the left.

4) An increase in quantity demanded with no change in demand is a movement downward to the right along a demand curve, with no shift in the demand curve. A decrease in quantity demanded with no change in demand is a movement upward to the left along a demand curve, with no shift in the demand curve.