



**Supply and Demand in the News!**

This activity connects supply and demand to the real world. You will read articles that show changes in supply or demand.

Remember that all changes are **other things being equal**.

1. DVD sales are sliding because more consumers are watching content digitally. (This involves two markets.)

Article: [bloomberg.com/news/articles/2015-01-06/u-s-dvd-sales-continue-to-slide-as-digital-viewing-soars](http://bloomberg.com/news/articles/2015-01-06/u-s-dvd-sales-continue-to-slide-as-digital-viewing-soars)

Market	What changed?	Demand	Curve Shift	What happened to the price?
DVDs				
Digital Content				

2. Drought and demand from Arby’s creates a brisket shortage; the article also mentions the increase in the popularity of brisket.

Article: [cbsnews.com/news/brisket-shortage-has-texas-barbecue-lovers-facing-rising-costs/](http://cbsnews.com/news/brisket-shortage-has-texas-barbecue-lovers-facing-rising-costs/)

Market	What changed?	Demand	Supply	Demand Curve shift	Supply Curve Shift
Brisket					

3. There is an oversupply of oil from increased North American and Saudi Arabian production.  
 Article: [businesstoday.intoday.in/story/oil-prices-brent-crude-extends-loss-on-supply-glut-jan-14/1/214565.html](http://businesstoday.intoday.in/story/oil-prices-brent-crude-extends-loss-on-supply-glut-jan-14/1/214565.html)

Market	What changed?	Supply	Supply Curve Shift	What happened to price?
Gasoline				

4. New cage laws for chickens decrease the number of chickens (and therefore the number of eggs).  
 Article: [cbsnews.com/news/why-egg-prices-will-likely-rise-in-2015/](http://cbsnews.com/news/why-egg-prices-will-likely-rise-in-2015/)

Market	What changed?	Supply	Supply Curve Shift	What happened to price?
Eggs				

5. Piano stores close down as fewer young people are taking up the instrument. The article also mentions that technology has improved so that pianos last longer.

Article: [lehighvalleylive.com/music/index.ssf/2015/01/piano\\_stores\\_closing\\_sales\\_plu.html](http://lehighvalleylive.com/music/index.ssf/2015/01/piano_stores_closing_sales_plu.html)

Market	What changed?	Demand	Demand Curve Shift	What happened to prices?
Pianos				

6. Consumers become more health conscious and reduce their consumption of donuts.

Article: [newsmax.com/health/Health-News/sugary-processed-foods-pastries/2014/12/29/id/615359/](http://newsmax.com/health/Health-News/sugary-processed-foods-pastries/2014/12/29/id/615359/)

Market	What changed?	Demand	Demand Curve Shift	What happened to price?
Donuts				

7. The increase in Mexican immigrants and an increase in popularity for Mexican cuisine has resulted in greater consumption of tortilla chips.

Article: [cnn.com/2015/01/21/living/feat-tortilla-chip-history-tailgating-eatocracy/](http://cnn.com/2015/01/21/living/feat-tortilla-chip-history-tailgating-eatocracy/)

Market	What changed?	Demand	Demand Curve Shift
Tortilla chips			

8. As the American populations is aging, fast food consumption is falling.

Article: [today.com/health/hold-fries-were-eating-less-fast-food-study-says-1C8463926](http://today.com/health/hold-fries-were-eating-less-fast-food-study-says-1C8463926)

Market	What changed?	Demand	Demand Curve Shift
Fast food			

9. Avocados become America's favorite fruit.

Article: [washingtonpost.com/blogs/wonkblog/wp/2015/01/22/the-sudden-rise-of-the-avocado-americas-new-favorite-fruit/](http://www.washingtonpost.com/blogs/wonkblog/wp/2015/01/22/the-sudden-rise-of-the-avocado-americas-new-favorite-fruit/)

Market	What changed?	Demand	Curve Shift	What happens to price?
Avocados				

10. Hyundai's car sales are affected by lower gas prices.

Article: [autonews.com/article/20141202/RETAIL01/312029993/hyundai-falls-4-as-small-cars-tumble](http://autonews.com/article/20141202/RETAIL01/312029993/hyundai-falls-4-as-small-cars-tumble)

Market	What changed?	Demand	Demand Curve shift	Equilibrium price and quantity
Small cars				
SUVs				

11. Dry weather has decreased Ghana's cocoa production by 22% from last year.

Article: [money.cnn.com/2015/06/23/investing/chocolate-cocoa-prices-go-up/](http://money.cnn.com/2015/06/23/investing/chocolate-cocoa-prices-go-up/)

Market	What changed?	Supply	Supply Curve shift	What happens to price?
Chocolate bars				

