TOPIC: INDIVIDUAL DEMAND AND MARKET DEMAND

- An **individual demand** is the amount of a good or service that an individual is willing and able to buy at each price.

Price ($)	Wendy's Q_D for Widgets
1	3
3	2
5	1

+

Wally's Q_D for Widgets
5
3
1

=

Market Q_D for Widgets

- **Market demand** is the _________ of individual demand in a market.