**Demand and Supply Shifters using Local Examples**

**The highlighted text indicate the items you should consider changing for your students.**

1. Consider the Little Caesar's Pizza on Mill and Mount Vernon. Put the following events in order of likely causing the greatest increase on the demand for Little Caesar's Pizza to likely causing the greatest decrease.  
  
A. A sponsored ad pushed to every San Bernardino resident advertising ﬁfty cent two-liter bottles of soda.   
B. The next recession hits, the unemployment rate in San Bernardino increases to 14%.  
C. Enrollment at SBVC increases so there are 500 more full-time students.  
D. The Pizza Hut across Mount Vernon goes out of business.  
E. The CEO of Little Caesar's hosts a Trump reelection fundraiser causing people to advocate for a boycott of Little Caesar's.  
  
2. Consider the market for rideshare rides in and around San Bernardino (think Uber, Lyft, etc.). Put the following events in order of likely causing the greatest increase on the supply of rides (number of drivers) to likely causing the greatest decrease.  
  
A. A $1 drop in the price of a gallon of gas.  
B. The opening of a new corporate distribution headquarters for a large retailer creates a 5% increase in the population of San Bernardino.  
C. The next recession hits, the unemployment rate in San Bernardino increases to 14%  
D. In an eﬀort to lower emissions, a 10% county tax is levied on any rideshare driver not driving a zero-emissions vehicle.  
E. A new service, PiqUp launches oﬀering a similar service to Uber and Lyft