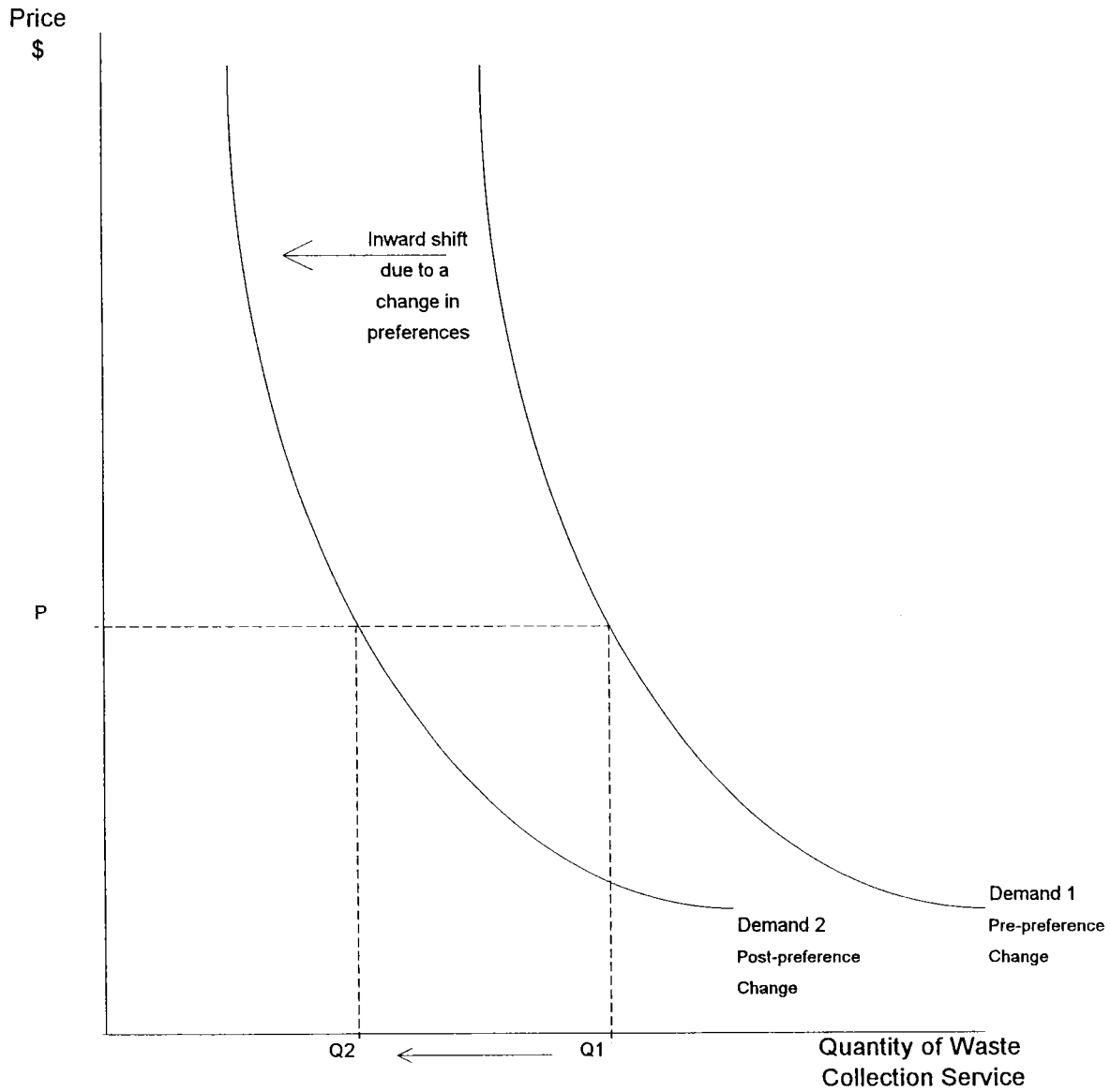


Effect of a Change in Preference on Demand



For a constant price, P, an inward/leftward shift in the demand curve will cause a reduction in the quantity of waste collection service demanded from Q1 to Q2.