**Tickle Me Elmo**

**Name:**

1. After reading the first paragraph of this article, why do you think adults were so crazy to get their hands on Tickle Me Elmo?
2. Who do you think the well-known talk show personality was that started the craze to have Tickle Me Elmo for Christmas?
3. Based on the article about this toy called Tickle Me Elmo, how would you define the following:

**market:
     demand:
     supply:**
4. Why is the supply fixed and can not be changed in this case?
5. Name three (3) factors that contributed to the demand for Tickle Me Elmo.
6. How would you define “ speculative demand”?
7. What other toy caused the same type of craze back in 1986?