

Market Demand versus Individual Demand

- The quantity demanded in the market is the sum of the quantities demanded by all buyers at each price.
- Suppose Helen and Ken are the only two buyers in the Latte market. (Q^d = quantity demanded)

Price	Helen's Q^d	Ken's Q^d	Market Q^d
1.00	14	7	=
2.00	12	6	=
3.00	10	5	=
4.00	8	4	=
5.00	6	3	=
6.00	4	2	=