

Gigabytes of data,  $y$

$p_y = 12$

6

2

4

6

8

12

$bc_1$   
 $p_x = 30$

$bc_2$   
 $p_x = 15$

$bc_3$   
 $p_x = 10$

$u_3$

$u_2$

$u_1$

Price–offer curve

a

b

c

Price of coffee,  $p_x$

$p = 30$

$p = 15$

$p = 10$

0

2

4

6

8

12

Kilograms of coffee,  $x$

a

b

c

Demand curve  
for coffee