







Consumers buy **10**  
units **less** at all prices

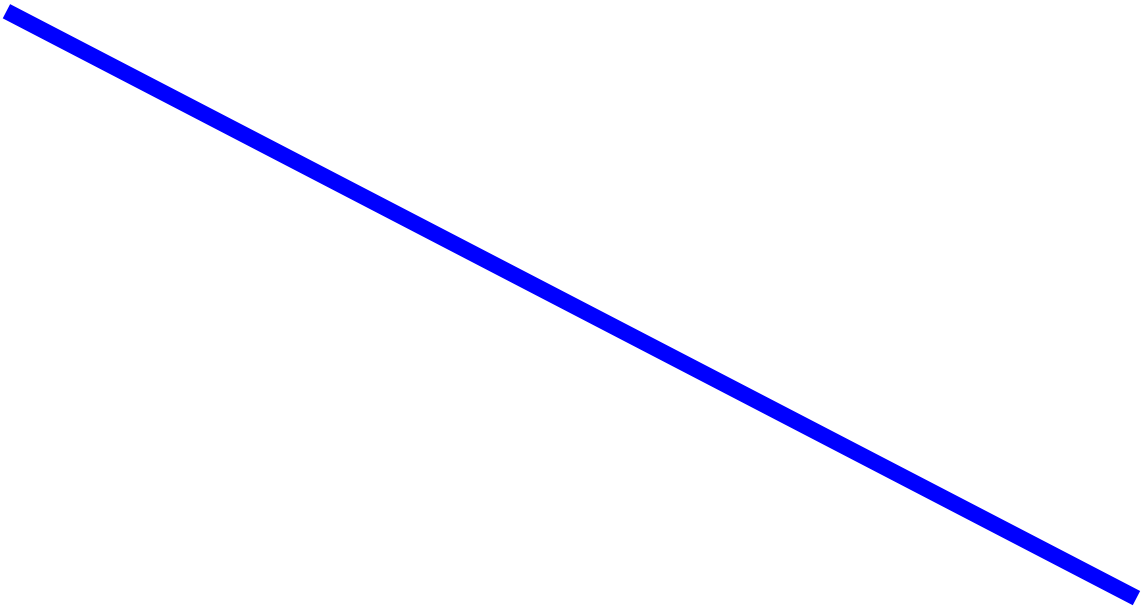
**P**

**=**

**1**

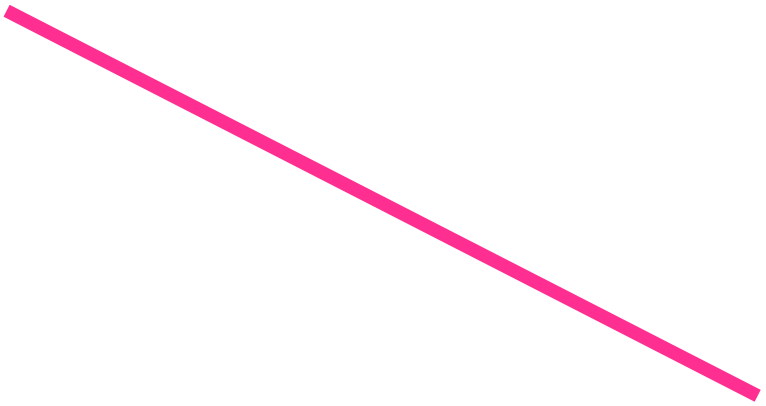
**0**





**Demand**







P

=

5





New Demand

$$Q_d = 10$$

$$Q^d = 20 - 2P$$

$$q_d = 20$$

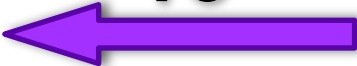




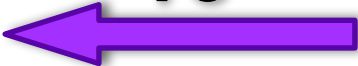
**Parallel Shift**

$$Q^d = (20 - 2P) - 10$$

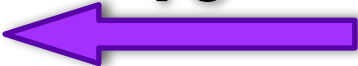
**-10**



**-10**



**-10**



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units less at all prices

$$Q^d = (20 - 2P) - 10$$

