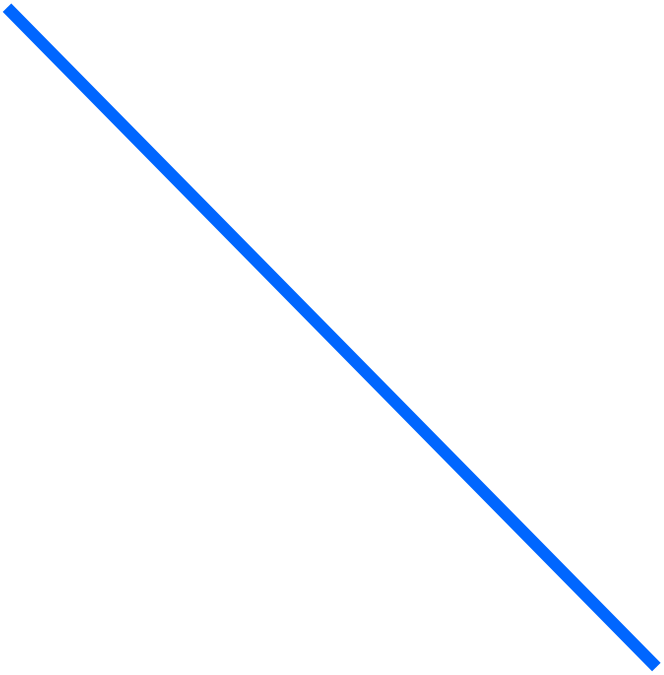


For low prices, demand
is inelastic: $|e| < 1$

For high prices, demand
is elastic: $|e| > 1$



140

130

120

110

100

90

80

70

60

50

40

30

20

10

0

-13.00

-6.00

-3.67

-2.50

-1.80

-1.33

-1.00

-0.75

-0.56

-0.40

-0.27

-0.17

-0.08

For low prices, this
consumer is not very
reactive to prices

For high prices, this
same consumer is very
reactive to prices

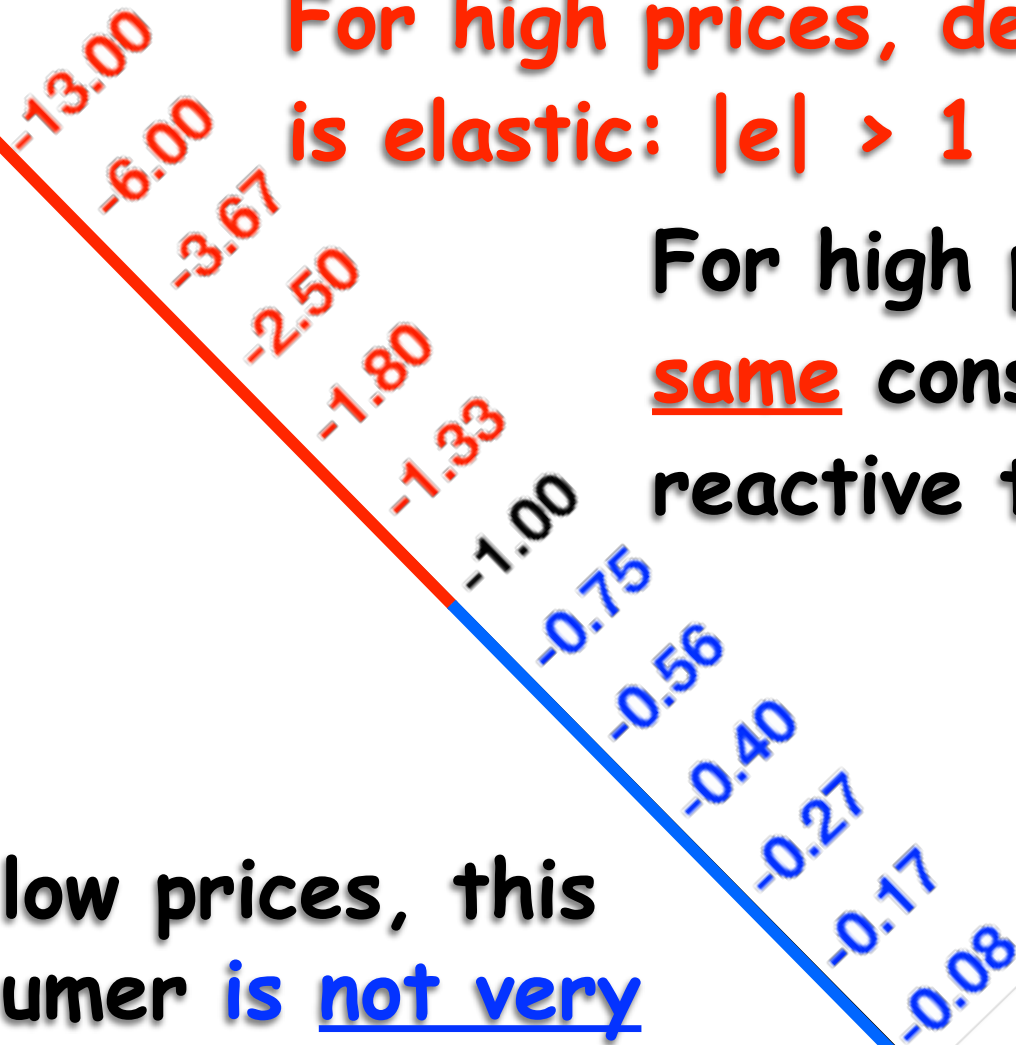
140
130
120
110
100
90
80
70
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50
40
30
20
10
0

For high prices, demand
is elastic: $|e| > 1$

For high prices, this
same consumer is very
reactive to prices

For low prices, this
consumer is not very
reactive to prices

For low prices, demand
is inelastic: $|e| < 1$



Elasticity **Changes Along** the Demand Line

