



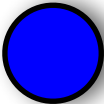


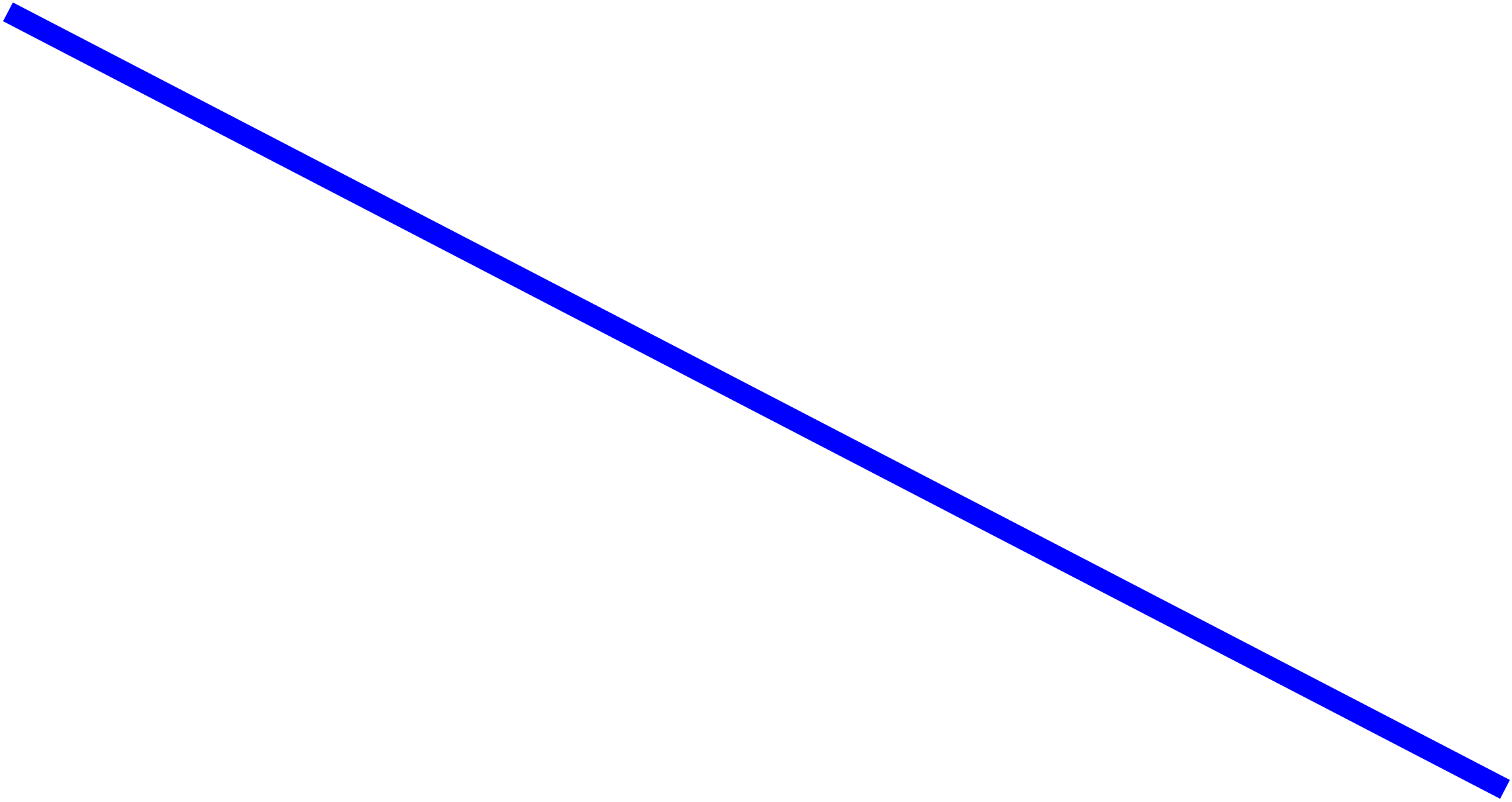


Price

Consumers buy 10  
units more at all prices

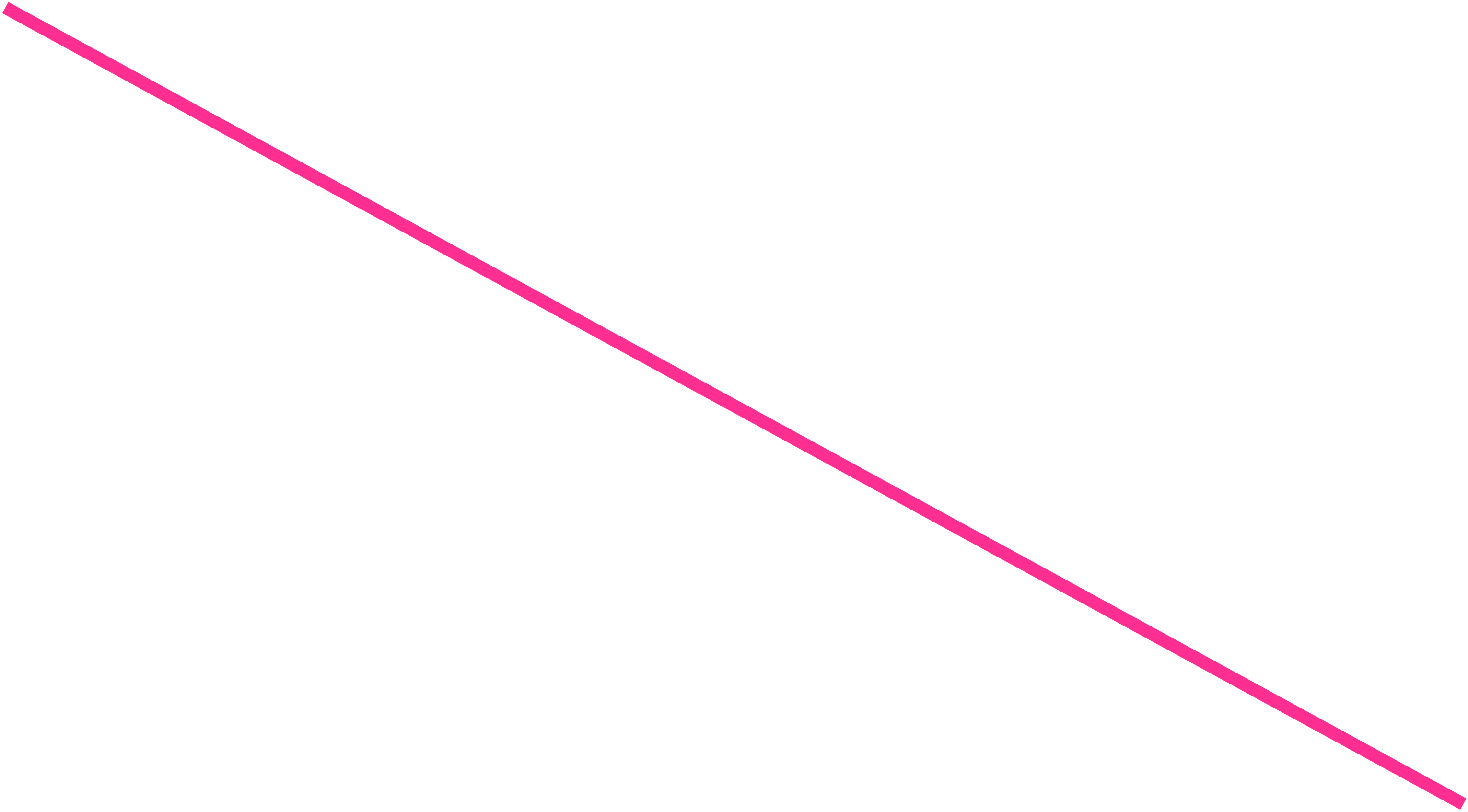
P = 10







Demand





P = 15





New Demand

$$Q^d = 30$$

$Q^d = 20 - 2P$



$$Q^d = 20$$



Parallel Shift

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

+10



+10



+10



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

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

