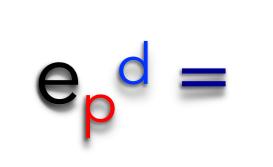
## % change in Price

#### % change in Qd

## Size of the change in Qd

# Size of the change in Price





# Demand

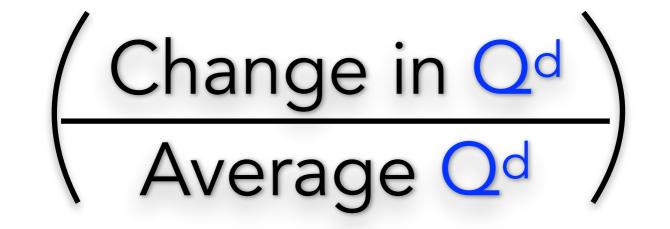
## Formula to calculate the elasticity

#### Formula to calculate the price elasticity of

#### demand

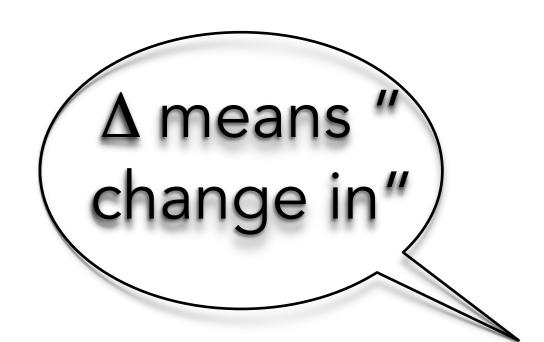




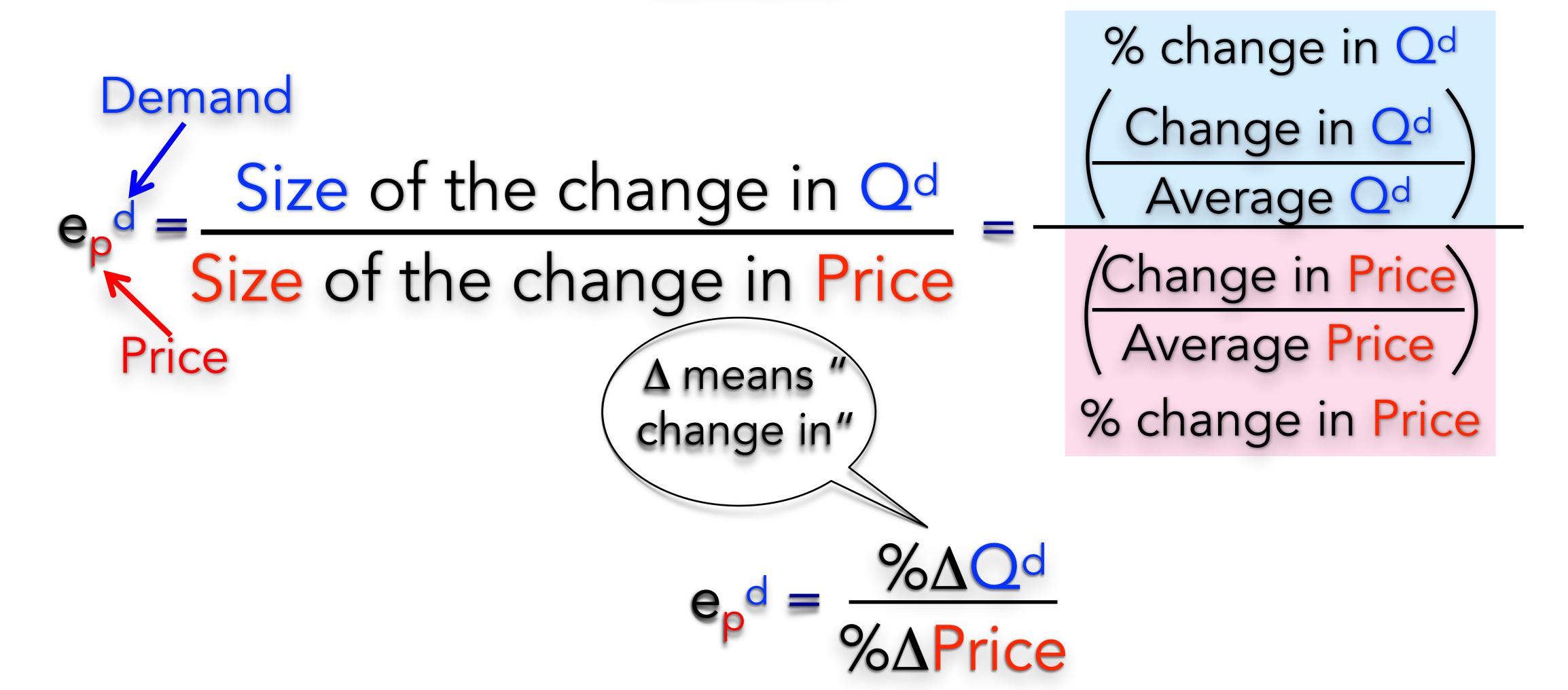




### $\Delta Q$ d % APrice



# Formula to calculate the price elasticity of demand



To measure a consumer's sensitivity to price changes