







**Price**

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

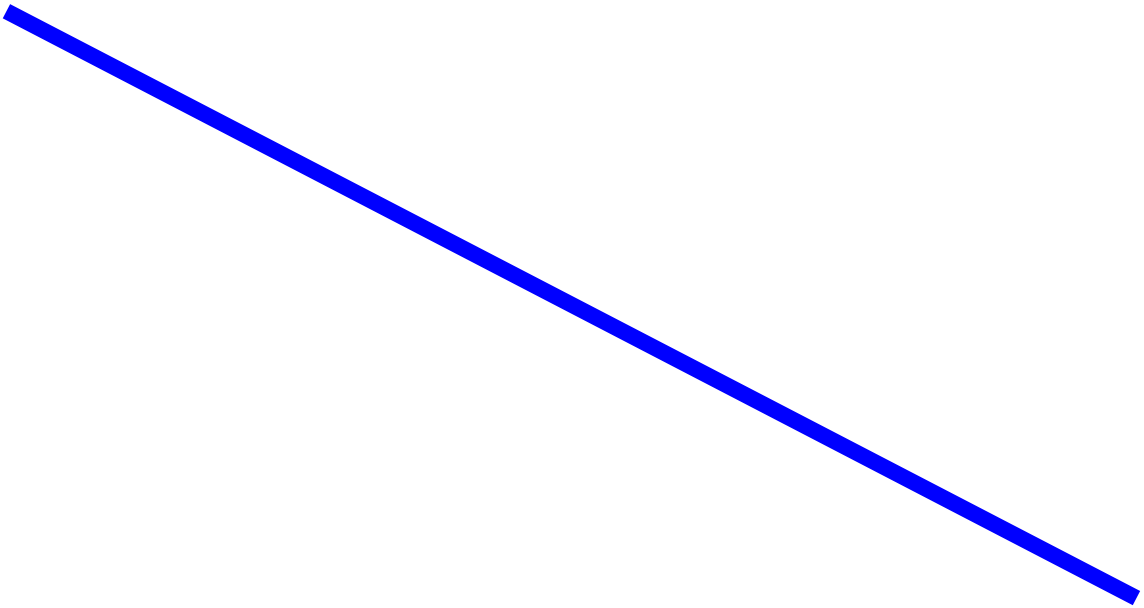
**P**

**=**

**1**

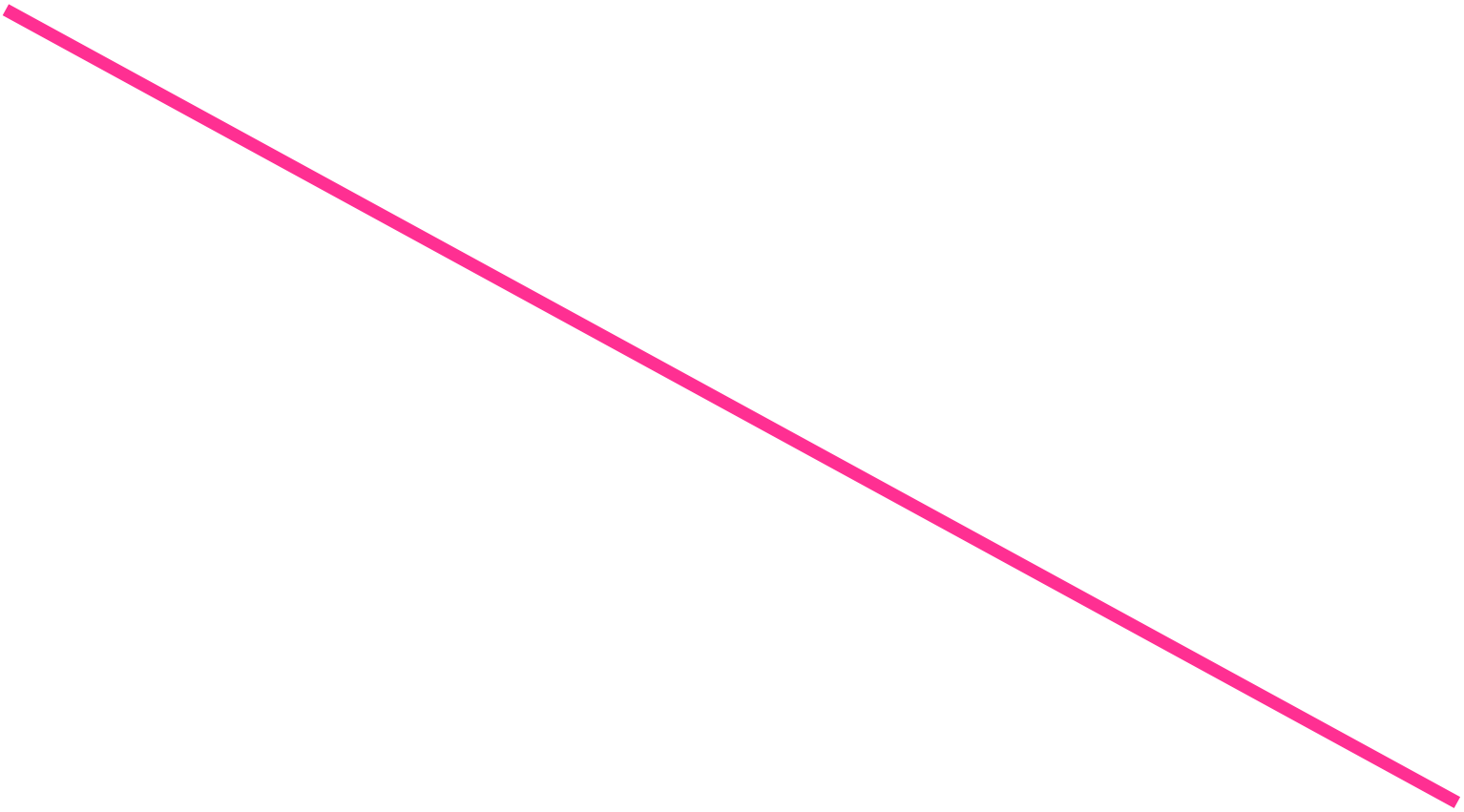
**0**







**Demand**





P

=

1

5





**New Demand**

$$q_d = 30$$

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



$q_d$

$=$

20



**Parallel Shift**

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

**+10**



**+10**



Consumers buy 10  
units more at all  
prices

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

