

Use any two
points same
distance
from B







C



30

10



40



80

To calculate the Elasticity at point B

Make "B" the Midpoint



D



35

5

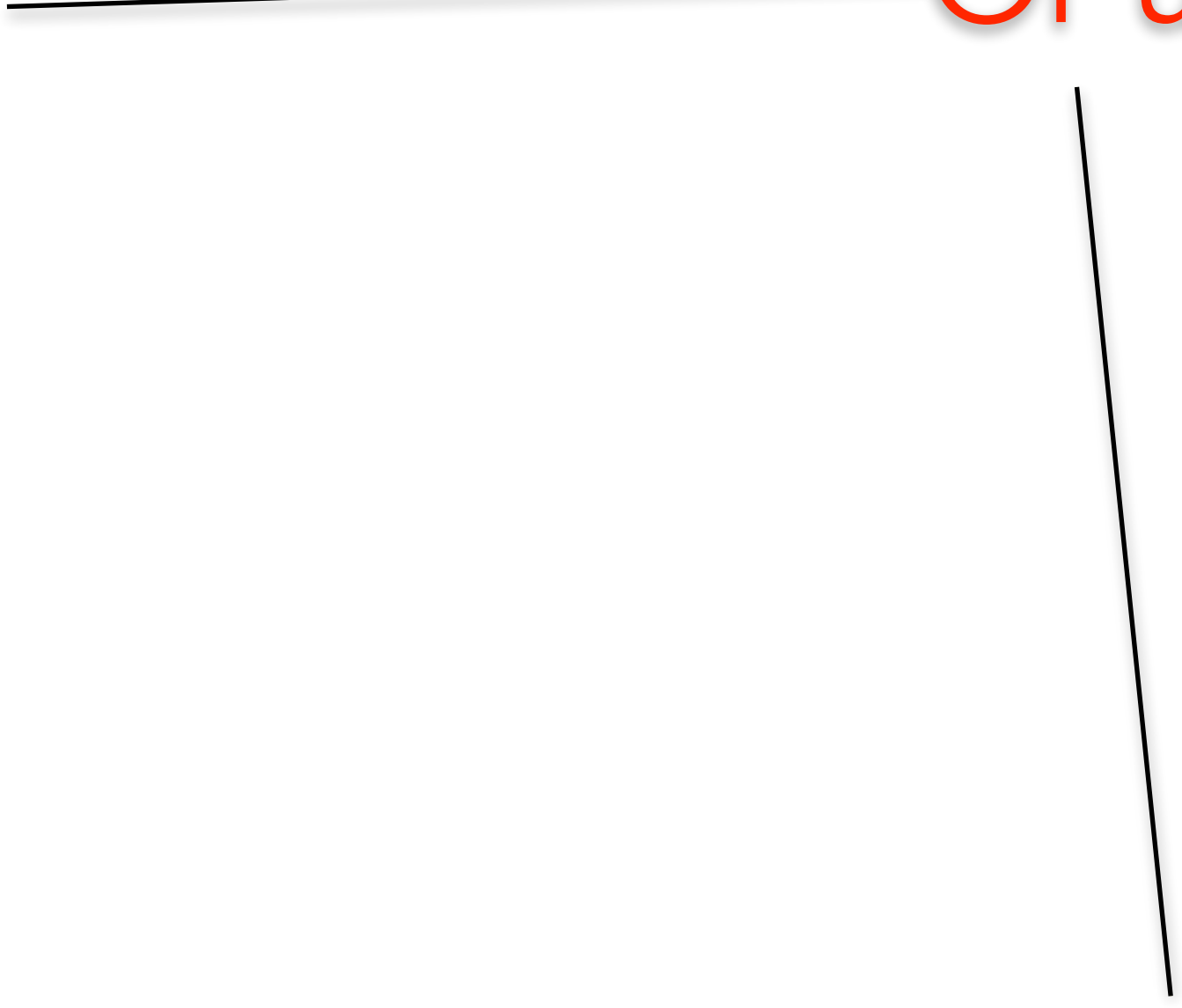
30

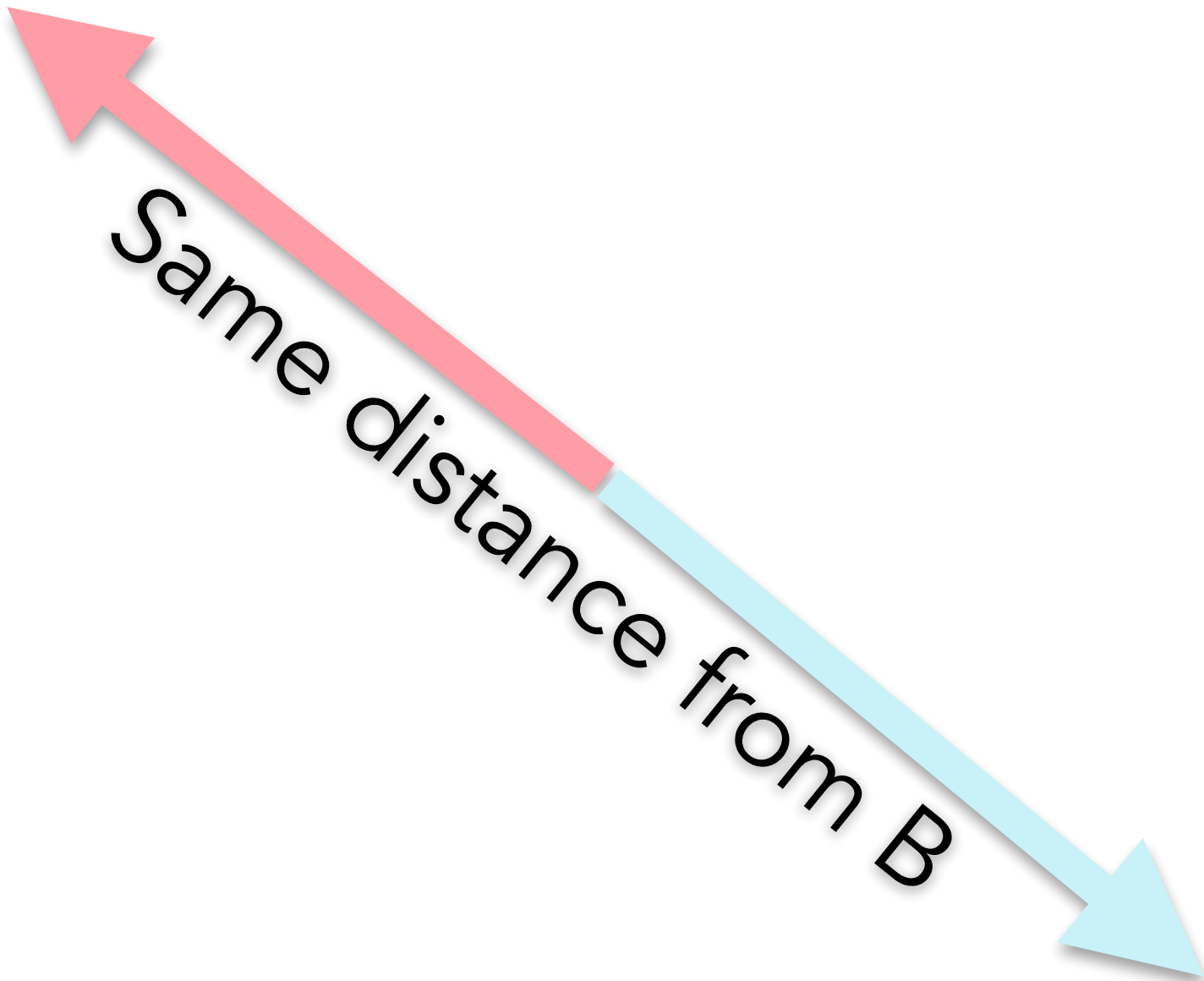
90

G

H

Or use points G and H





25

15

50

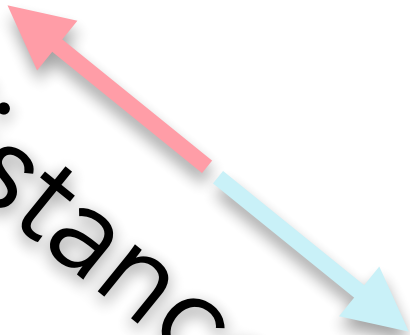
70

E

F

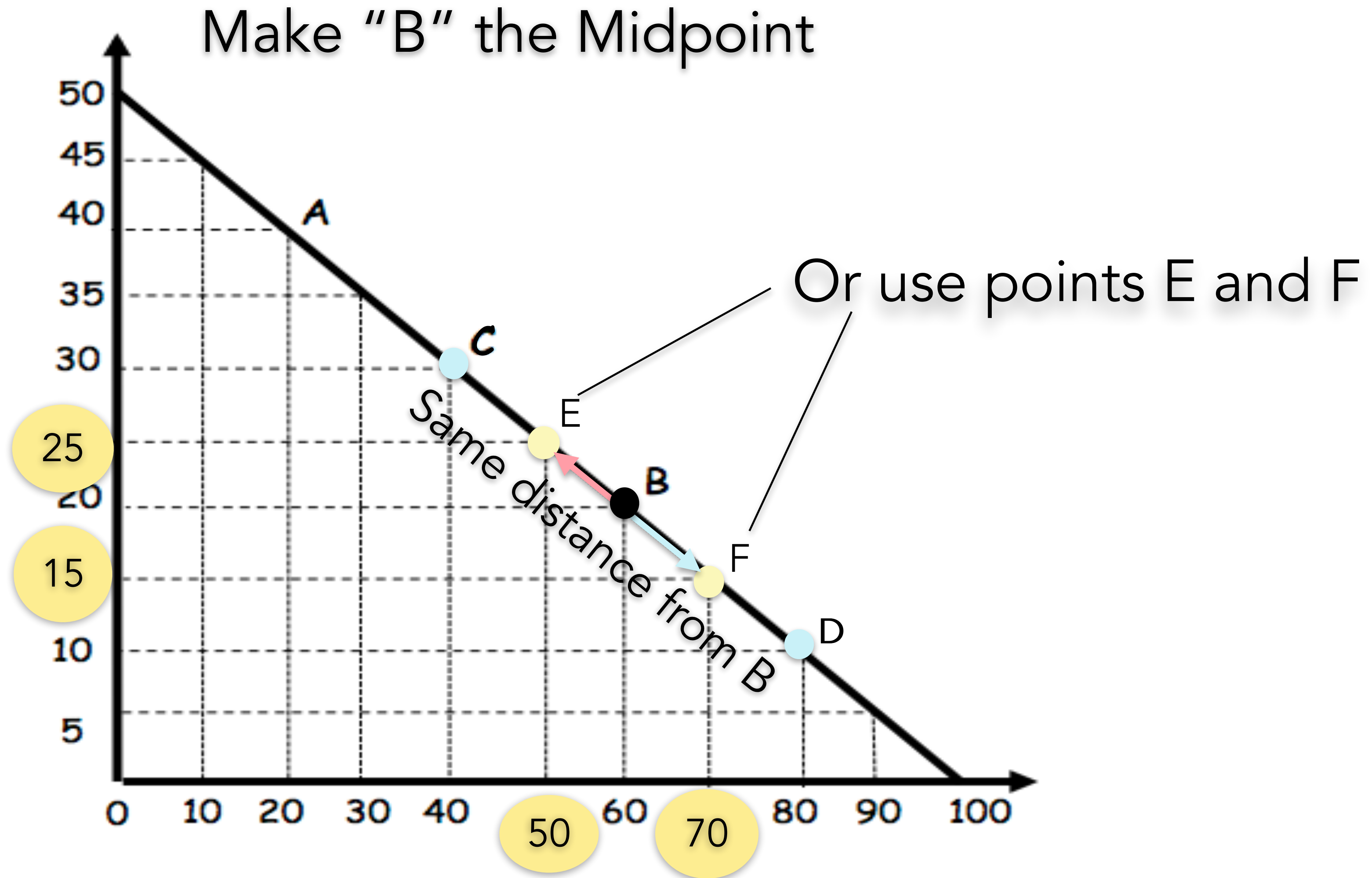
Or use points E and F

Same distance from B





To calculate the Elasticity at point B



$$e_p^d = \frac{\% \text{ change in quantity demanded}}{\% \text{ change in Price}}$$