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If the price is \$11 consumer
would buy one unit

If the price is \$10 the consumer would buy TWO units: unit 1 which is worth more than \$10 and unit 2 which is worth \$10

\$10

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If the price is \$1 the
consumer would buy
10 units

Unit 1's value to
consumer is \$11

Unit 2's value to
consumer is \$10

Unit 10's value to
consumer is \$1

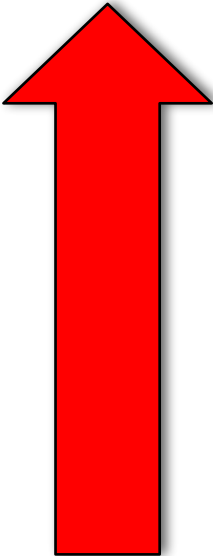


\$12



**If the price is \$12 consumer
would buy zero units**

Gives us the **Value**
of each unit to
consumer



The **distance**
to the Demand
curve

