

E











Midpoint formula
calculates elasticity
at **Midpoint** between
A and E

A





24

Midpoint between
18 and 30 is 24

**Midpoint
between
7 and 5 is**

18

30

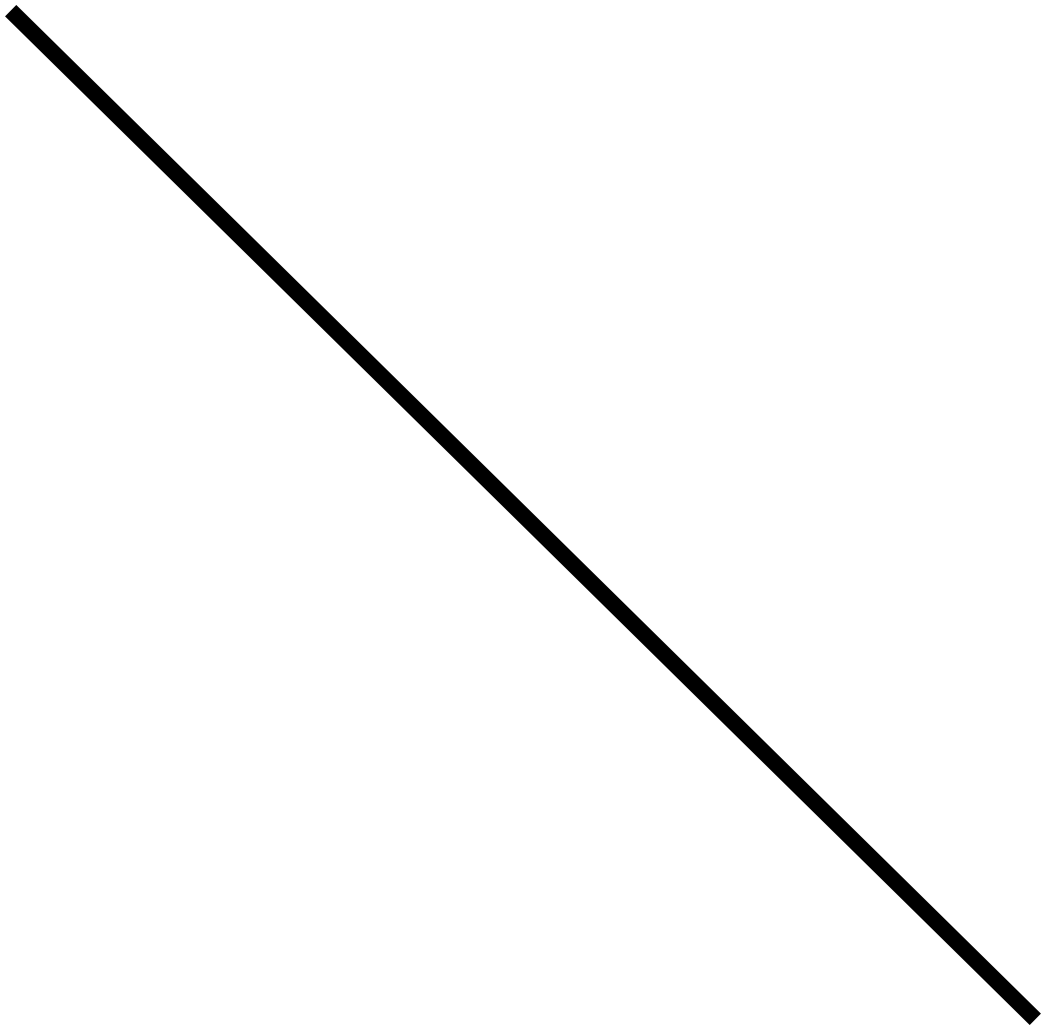






$$e_{p^d} = \frac{\text{Change in } Q^d \div \text{Average } Q^d}{\text{Change in Price} \div \text{Average Price}}$$











$$e_p^d = \frac{\text{Change in } Q^d \div \text{Average Quantity}}{\text{Change in Price} \div \text{Average Price}}$$

Midpoint
between
7 and 5 is 6

