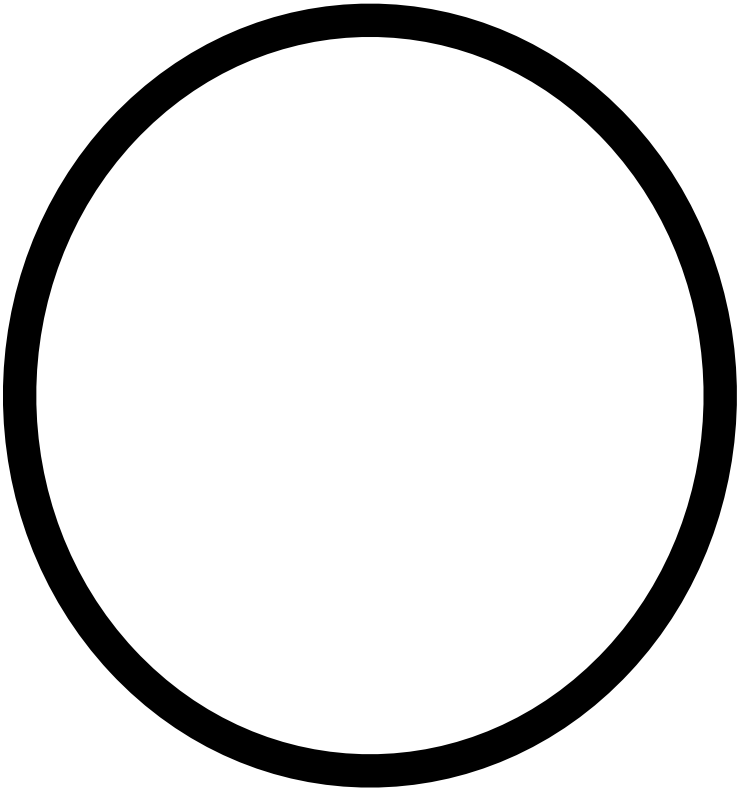
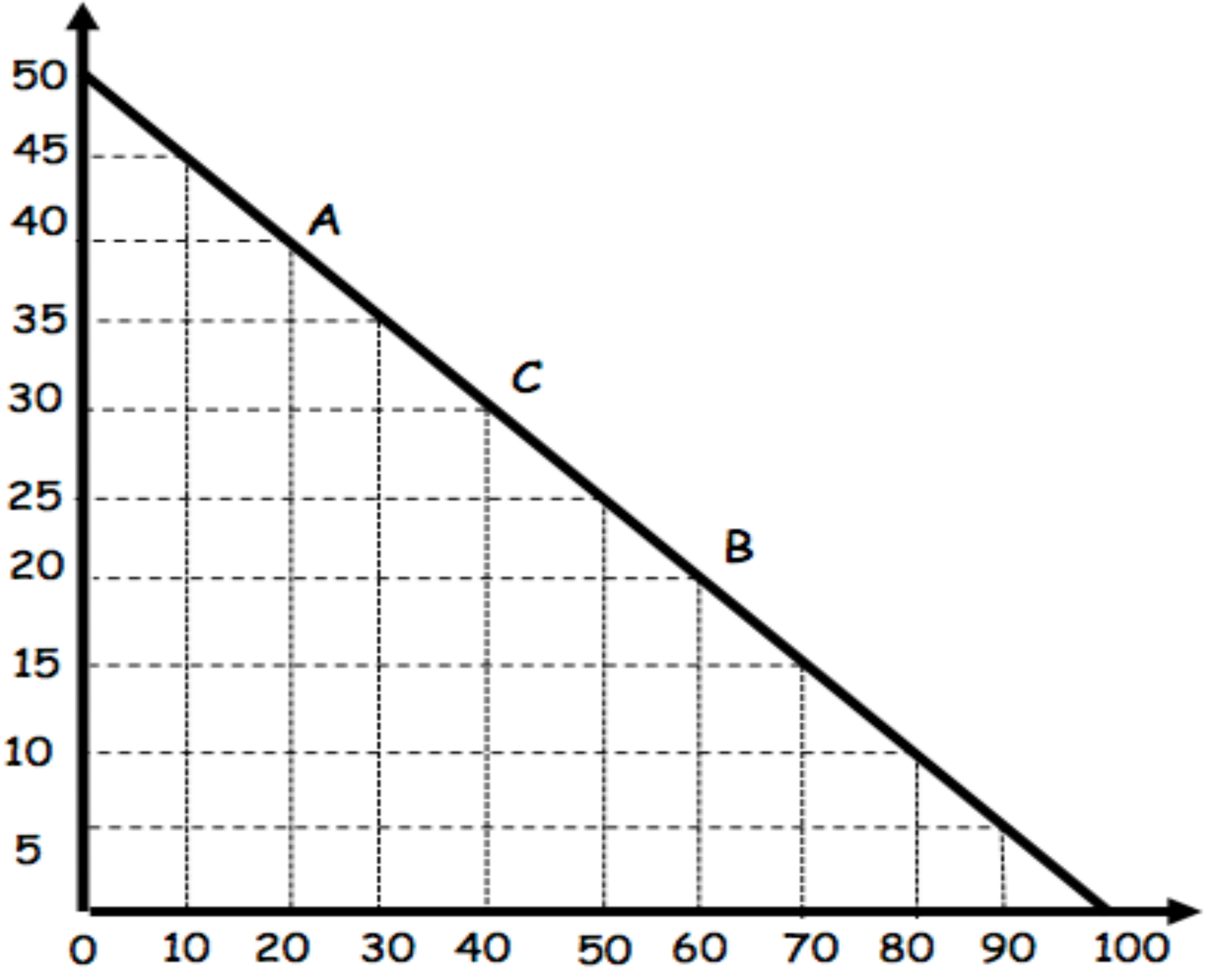
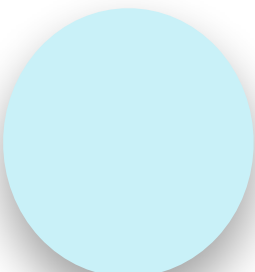



50
45
40
35
30
25
20
15
10
5
A
B
C
0
10
20
30
40
50
60
70
80
90
100

Use any two points same distance from B



C

30

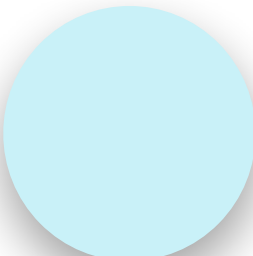
10

40

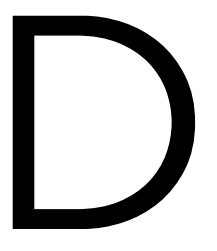
80

To calculate the Elasticity at point B

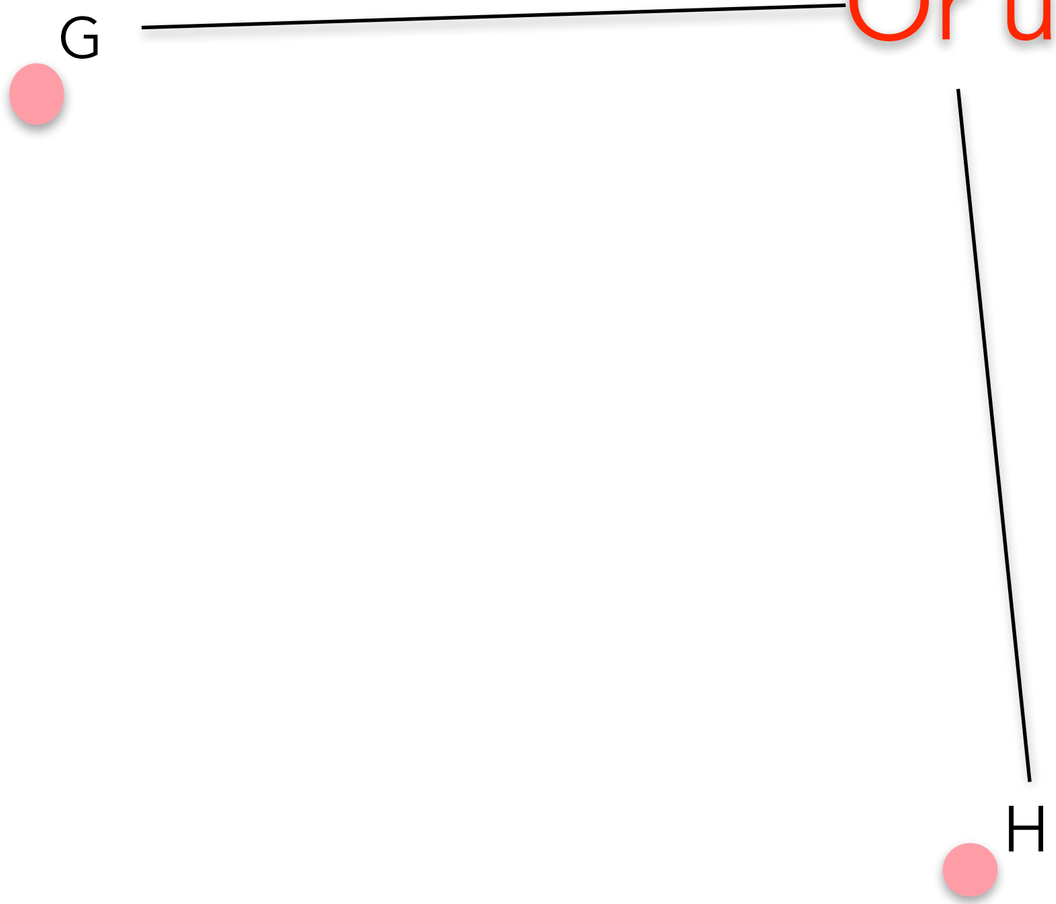
Make “B” the Midpoint



D



Or use points G and H

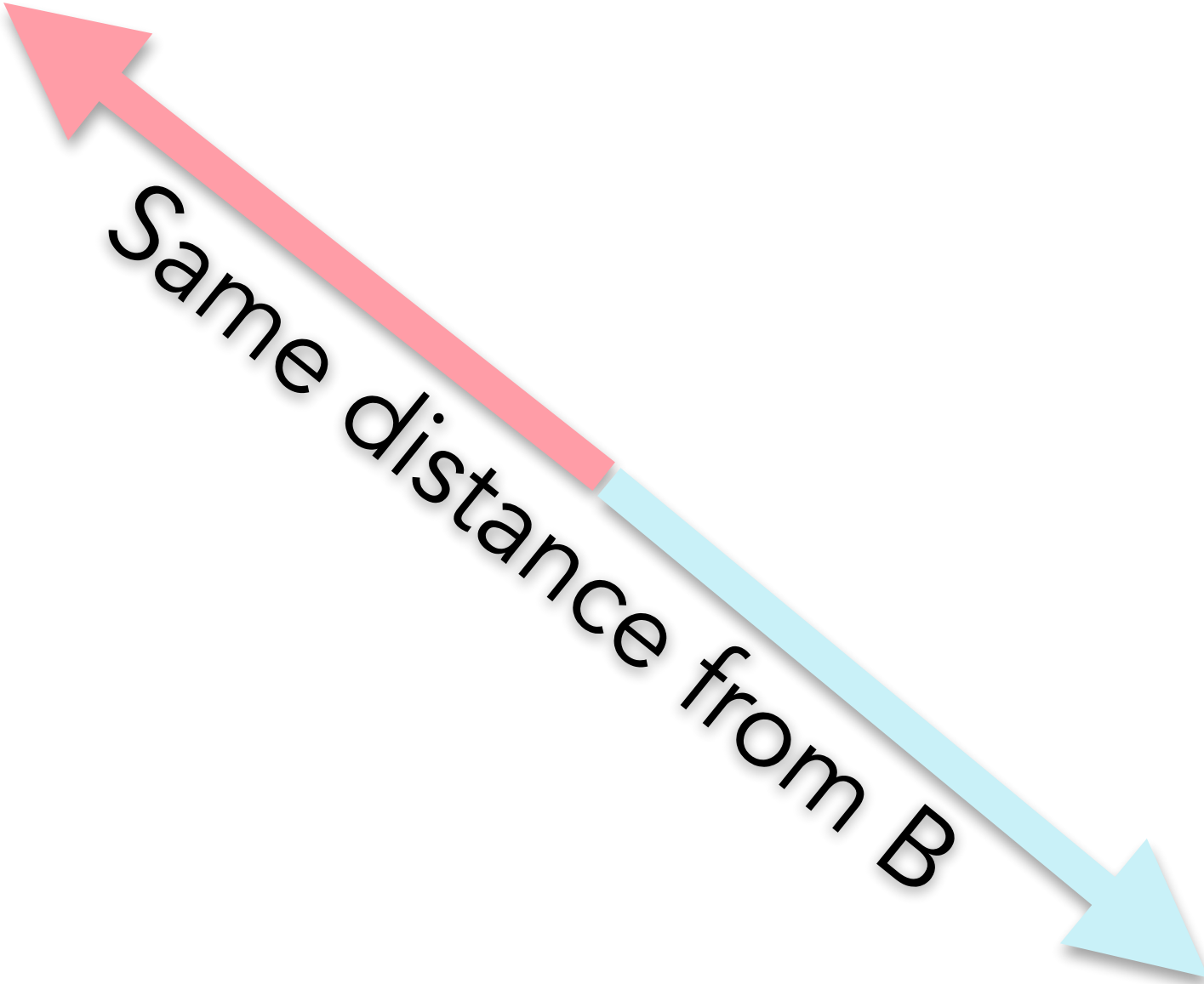


35

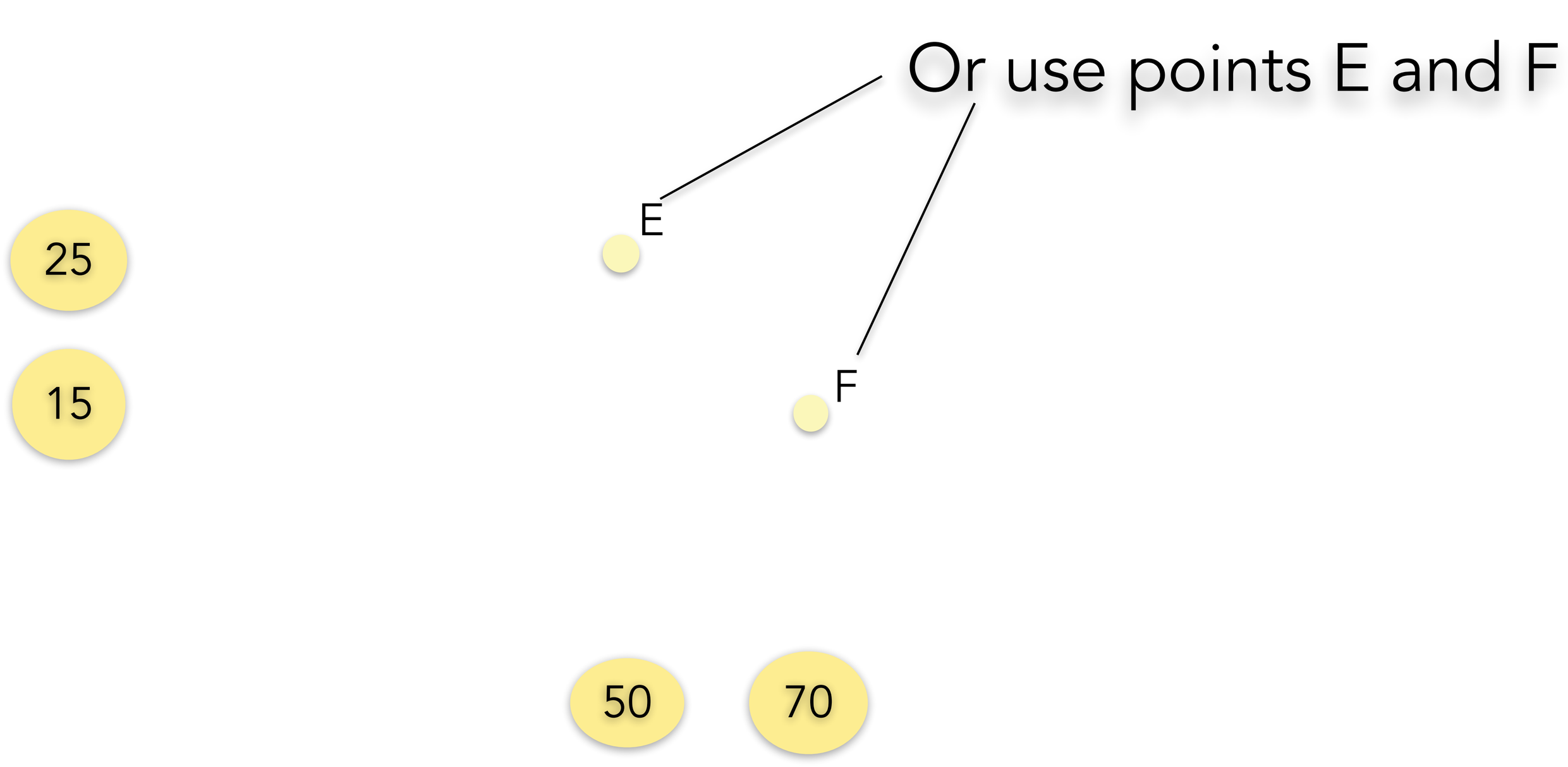
5

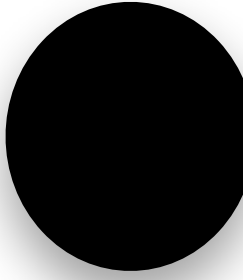
30

90

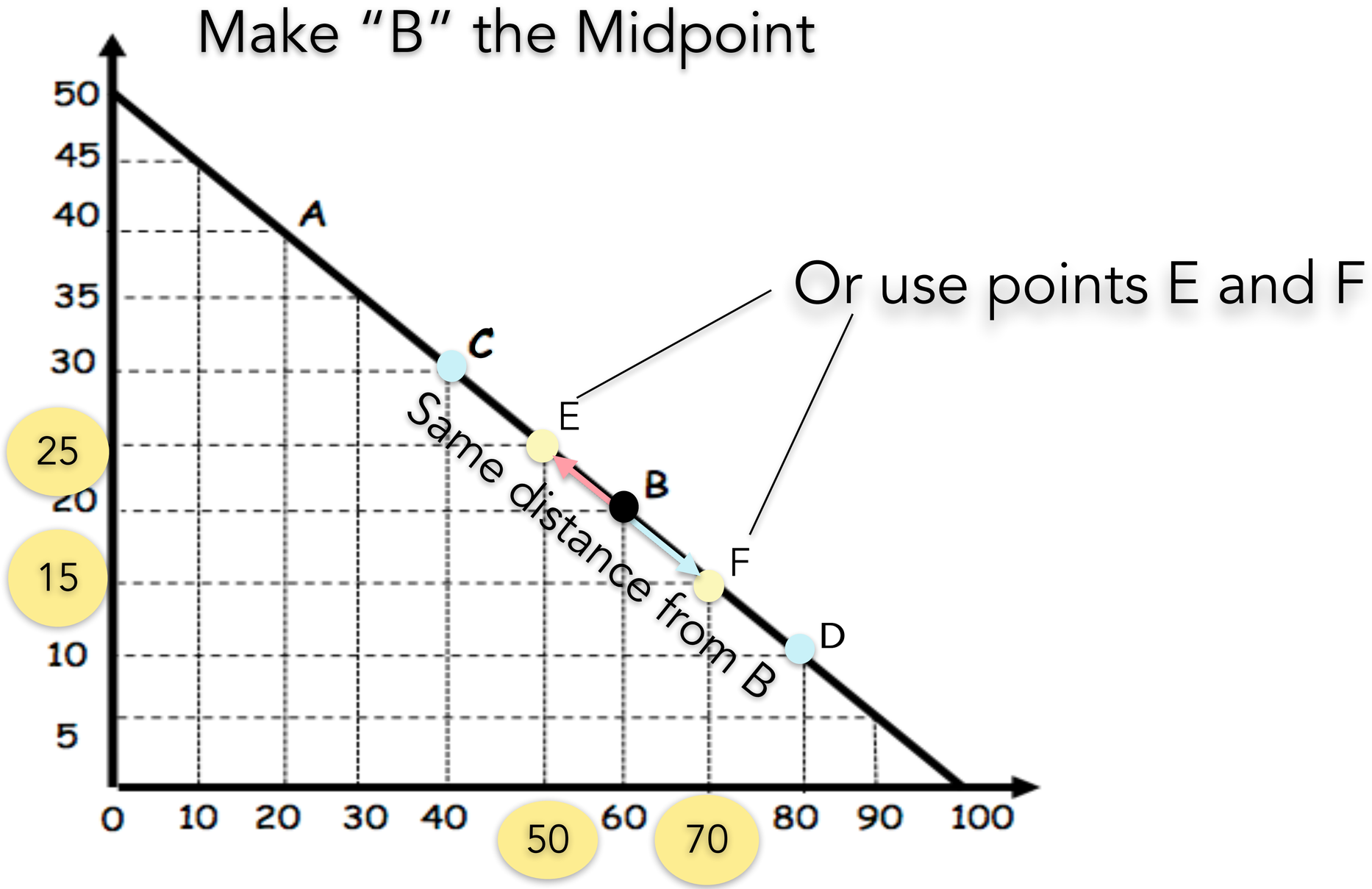

Same distance from B

Or use points E and F





To calculate the Elasticity at point B



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