



**DemandLine**

**Market  
forces set  
price**



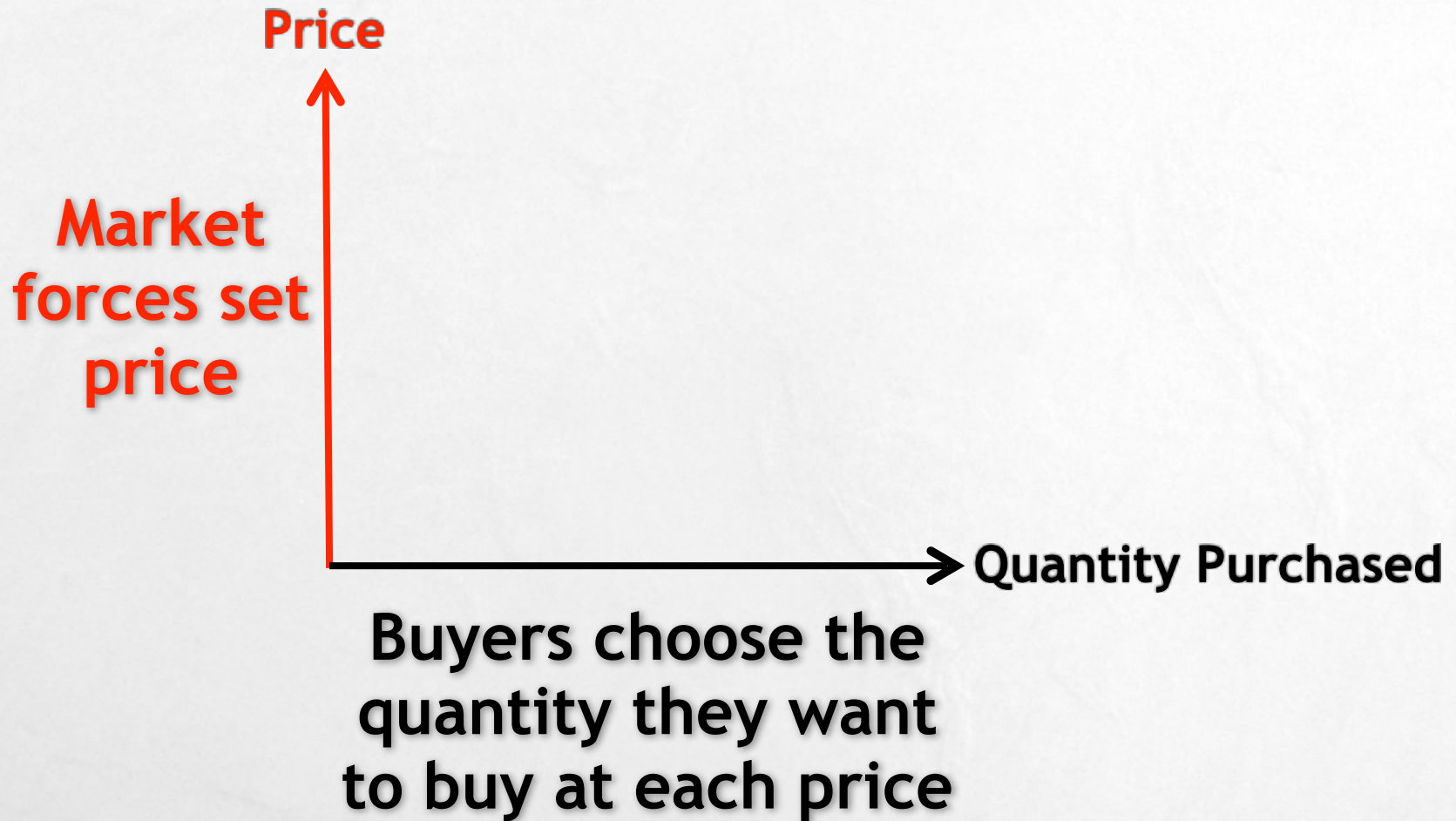


**Buyers choose the  
quantity they want  
to buy at each price**

Princ

**Quantity Purchased**

# Demand Line



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