







Quantity Demanded is the  
same if price is less than \$3

**P**ri**c**e

Demand is  
Vertical at  $Q = Q_0$   
below \$3

The **price** of candy bars **does not affect** the quantity purchased until the price rises above \$3 when consumers refuse to purchase any amount

2

$Q_0$

3

$Q_0$



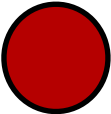
1

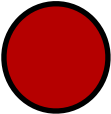


$Q_0$



**O**





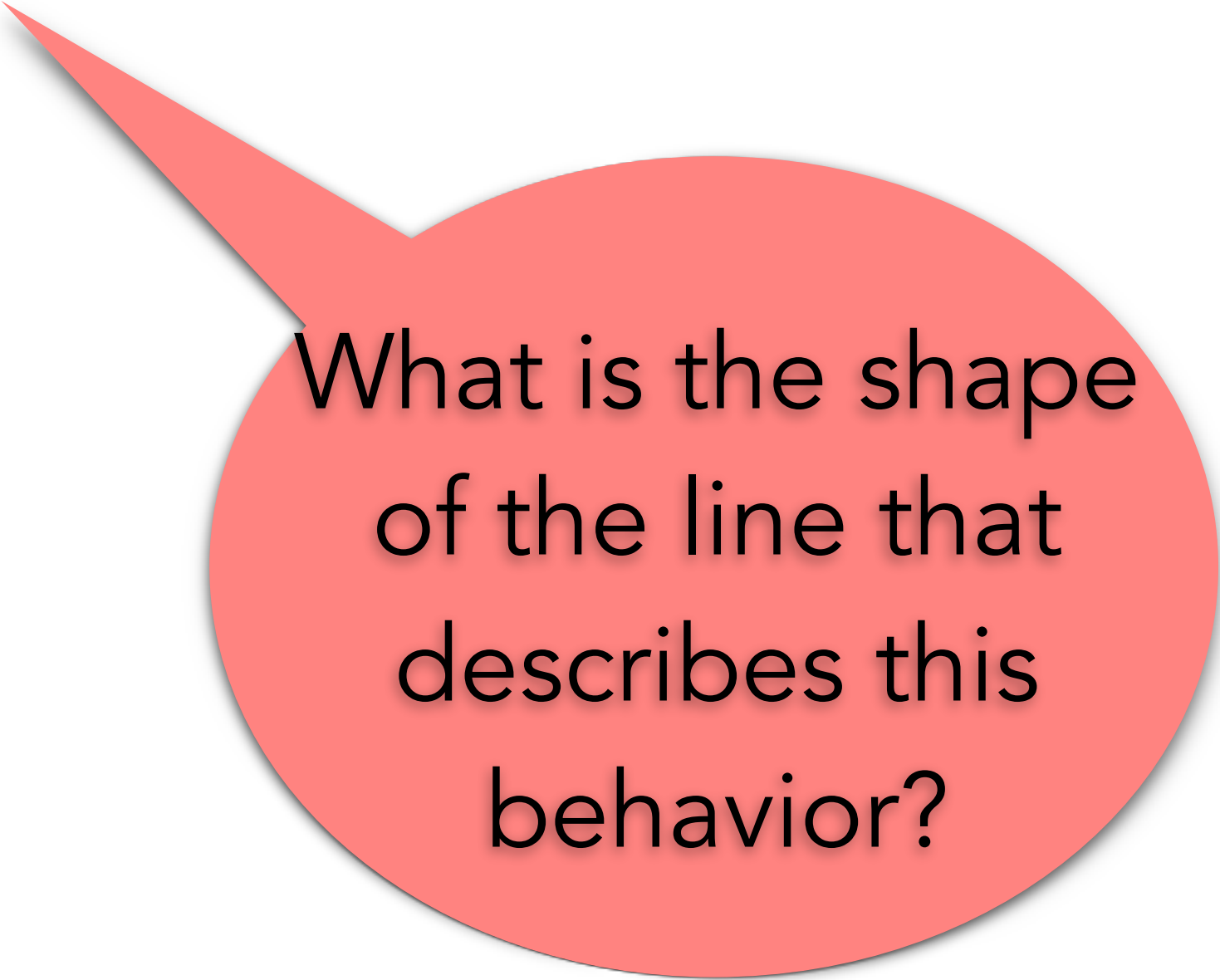
4

5

Demand is  
Vertical at  $Q=0$   
above \$3







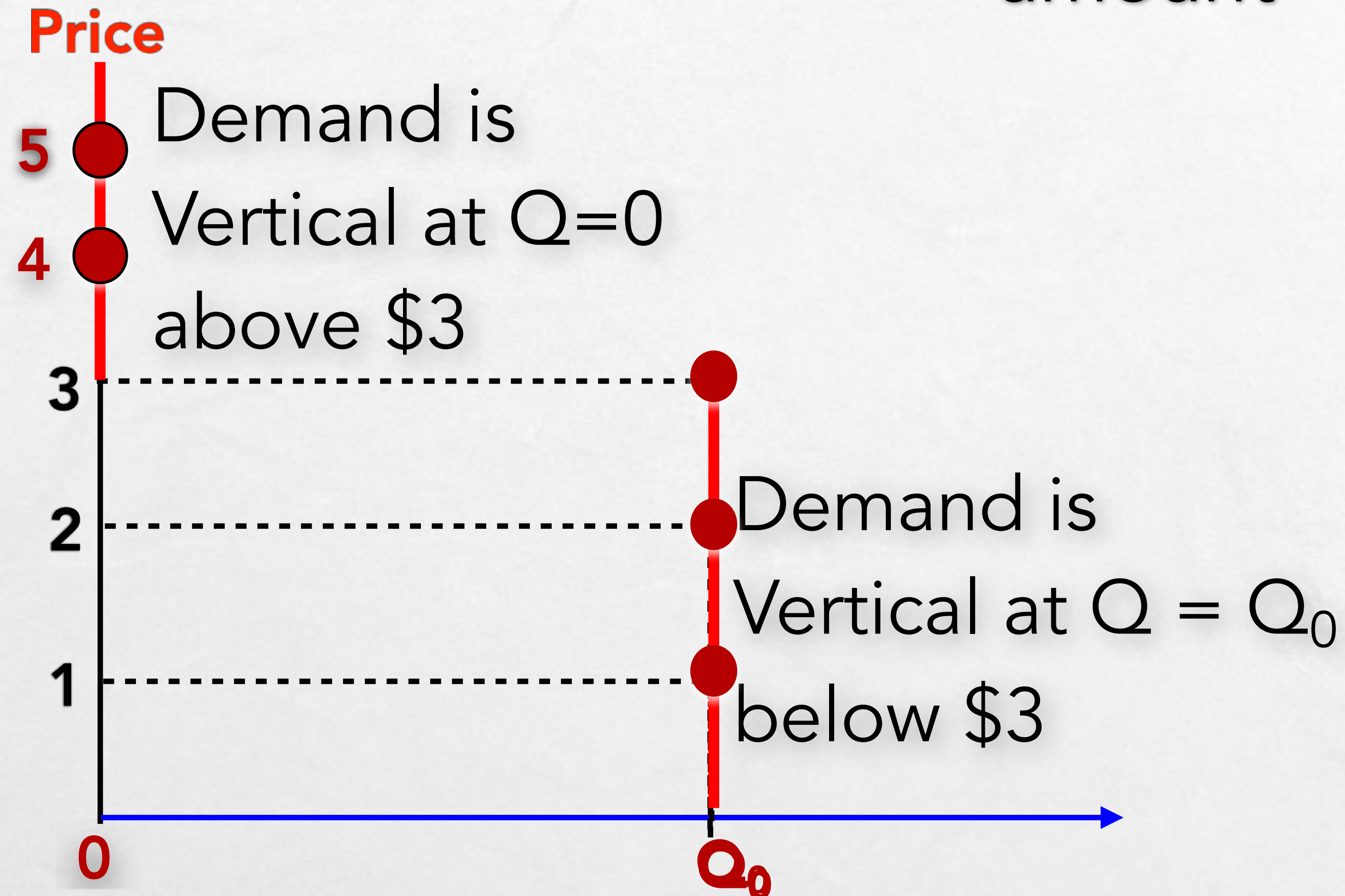
What is the shape  
of the line that  
describes this  
behavior?





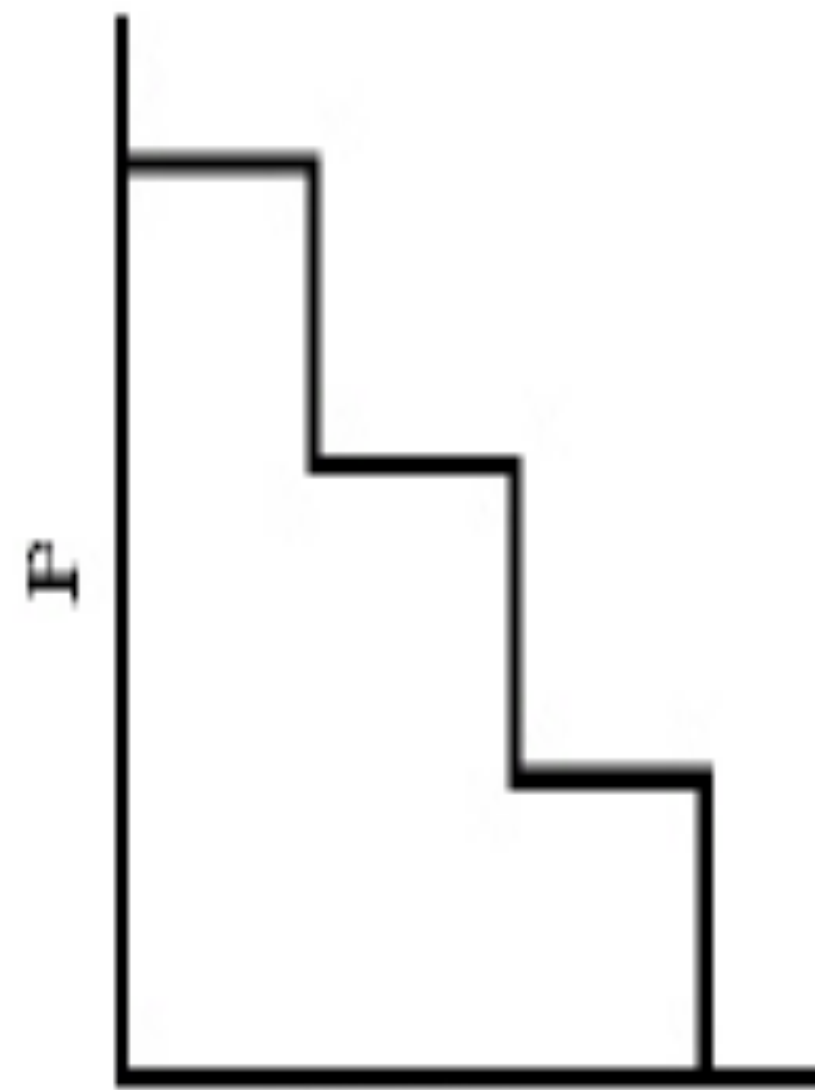


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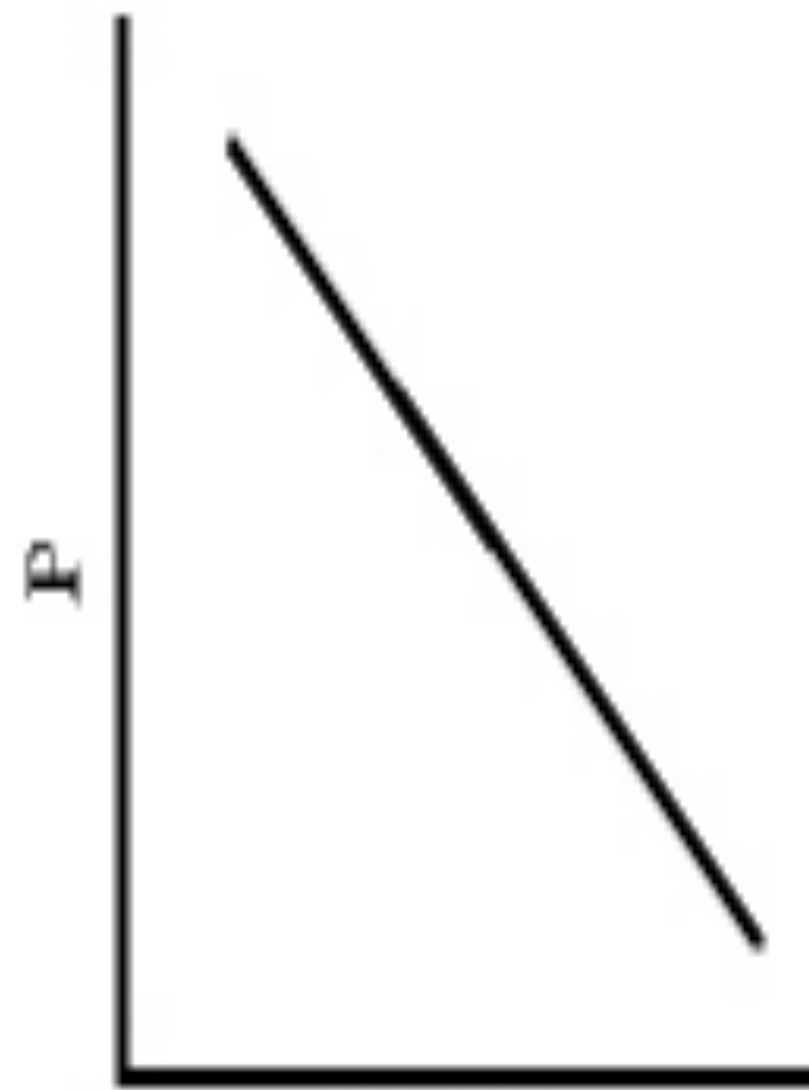


Quantity Demanded is the same if price is less than \$3

"Demand for cable service is price sensitive and there comes a point where people won't pay the price." Which demand curve best illustrates this situation?



A



B



C



D