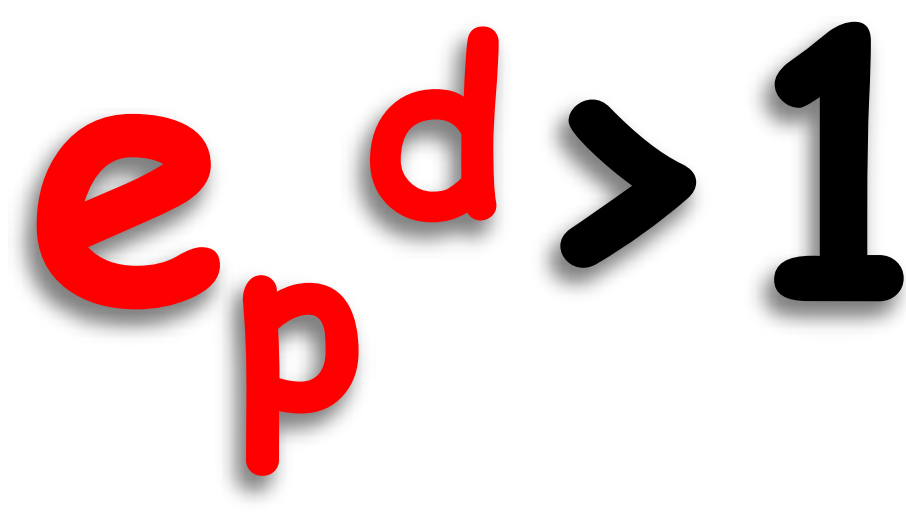
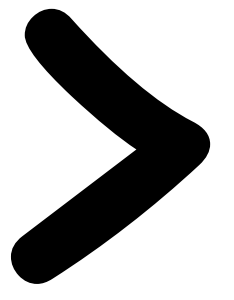

$e_p^d > 1$

% Change in Quantity

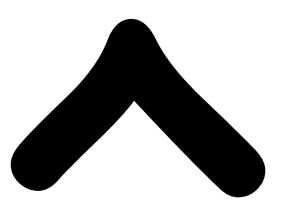
% Change in Price

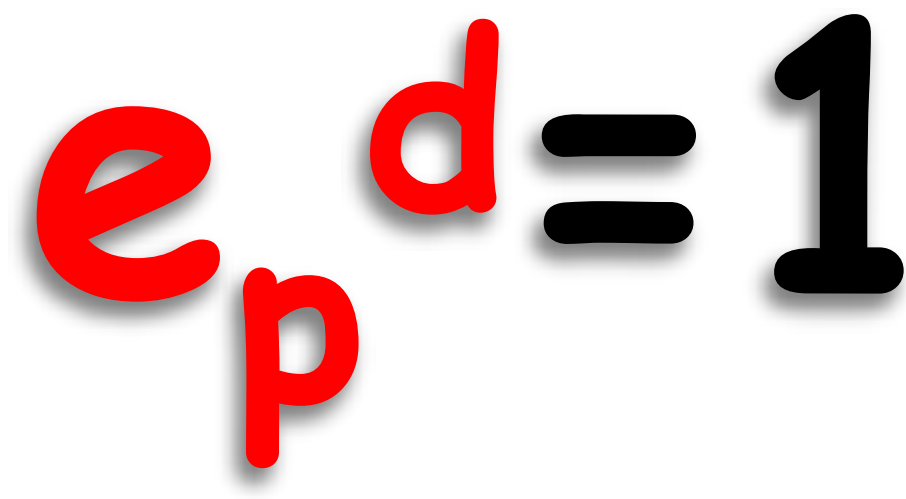



$e_p^d < 1$

% Change in Quantity

% Change in Price

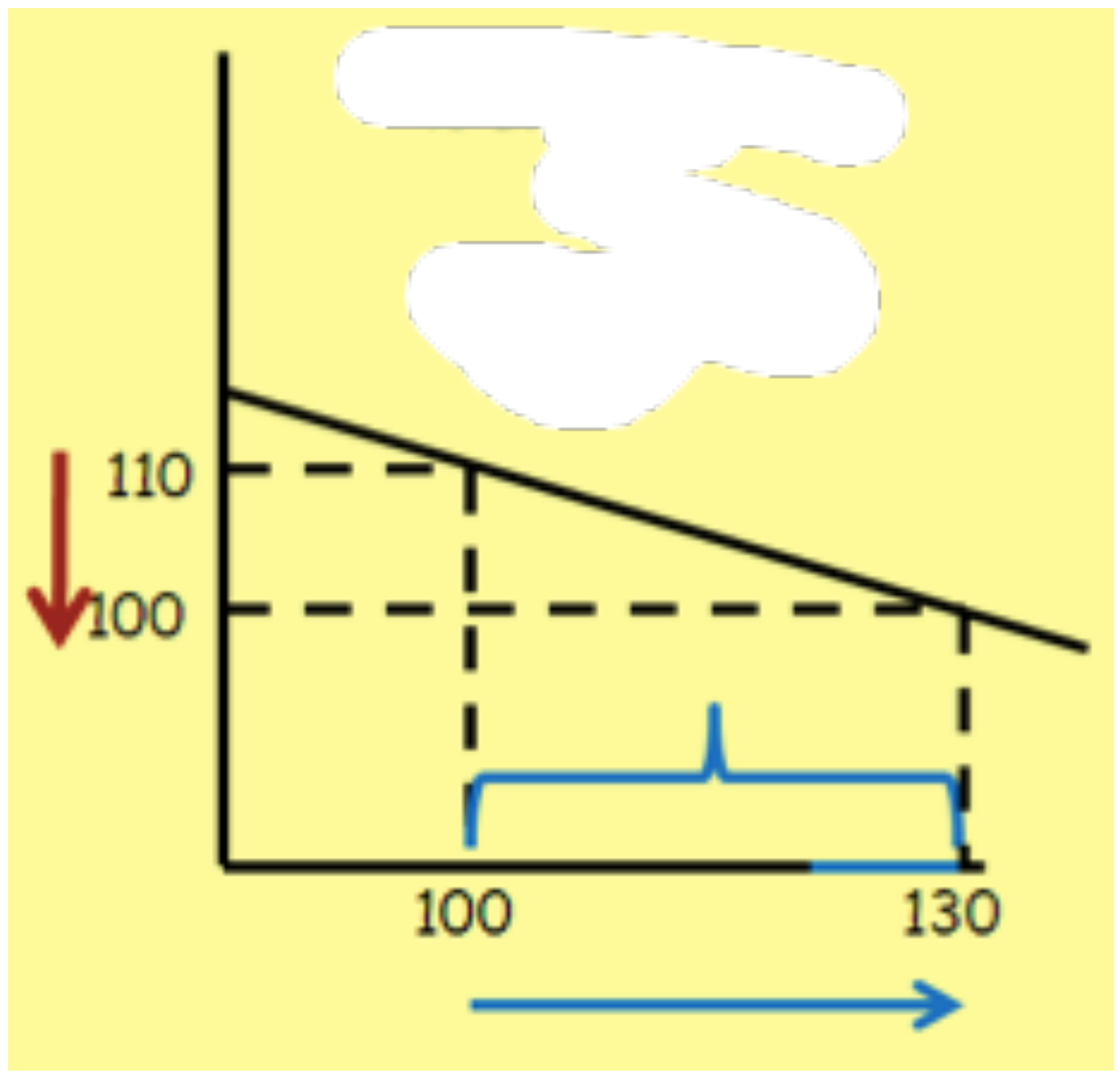


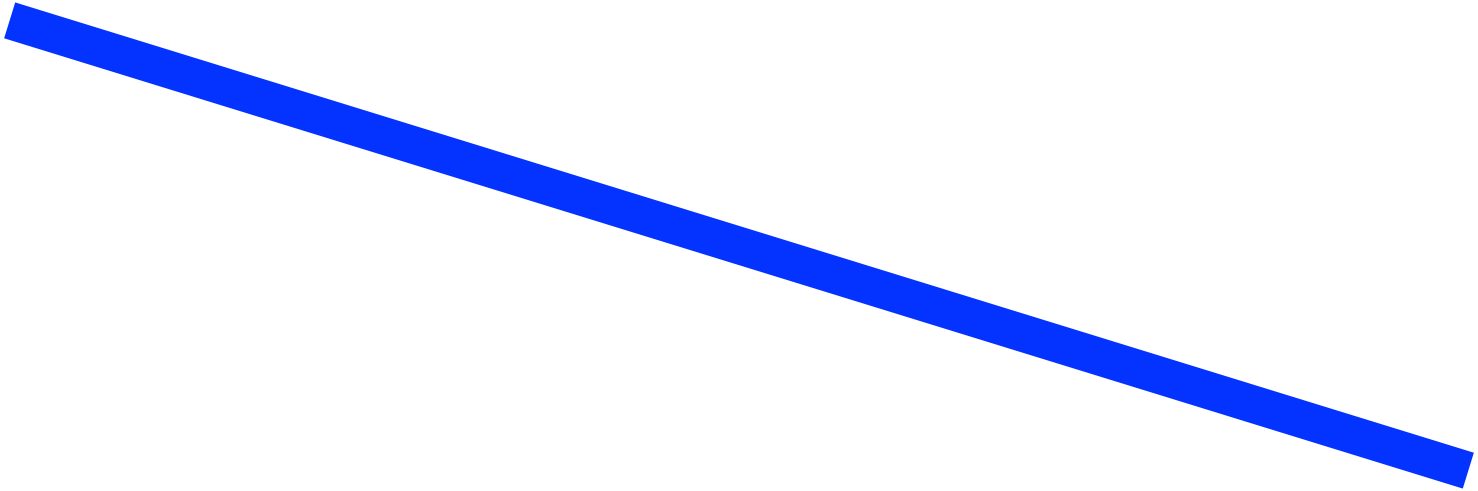

$e_p{}^d = 1$

% Change in Quantity

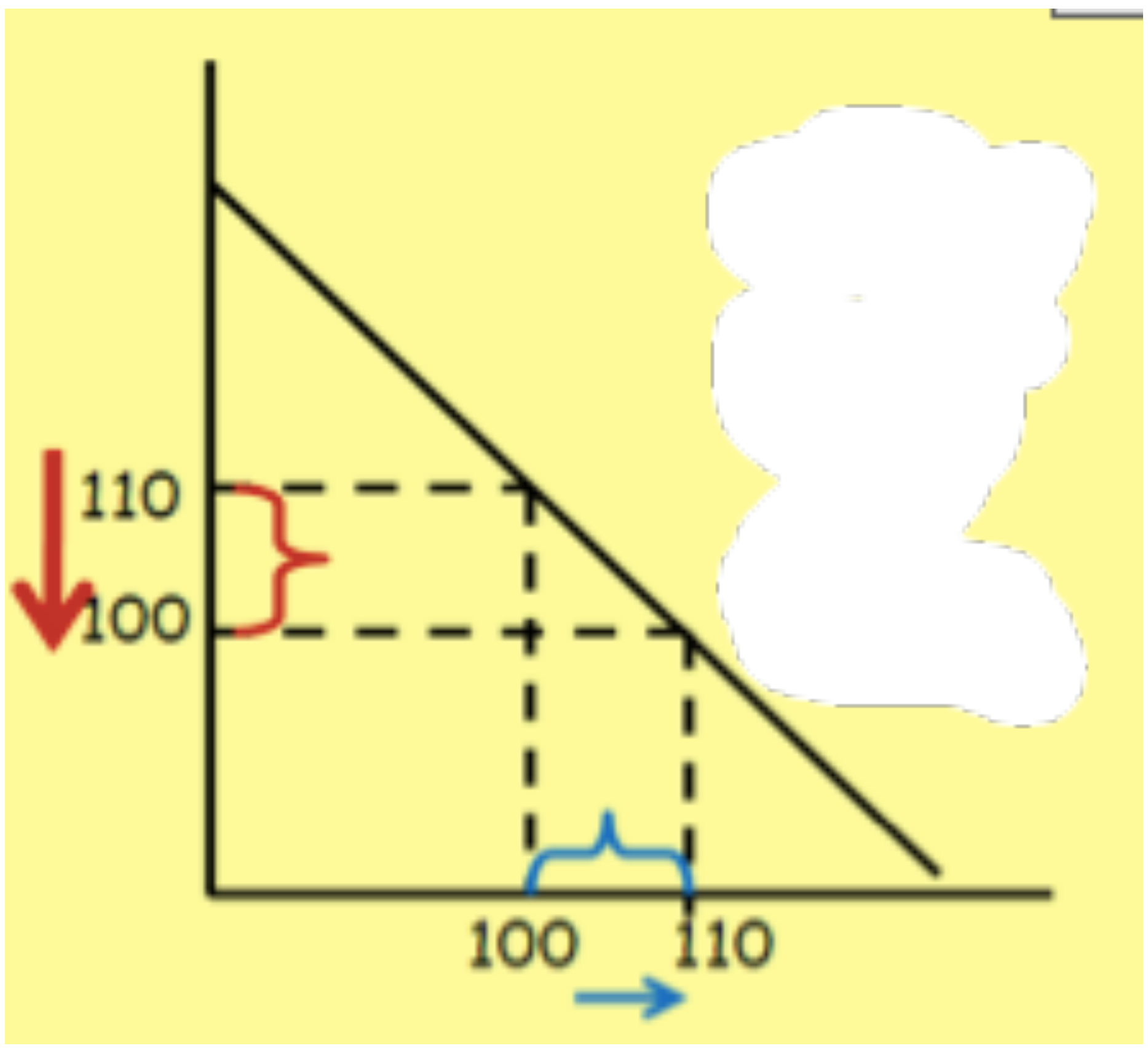
% Change in Price

Demand is UNIT Elastic

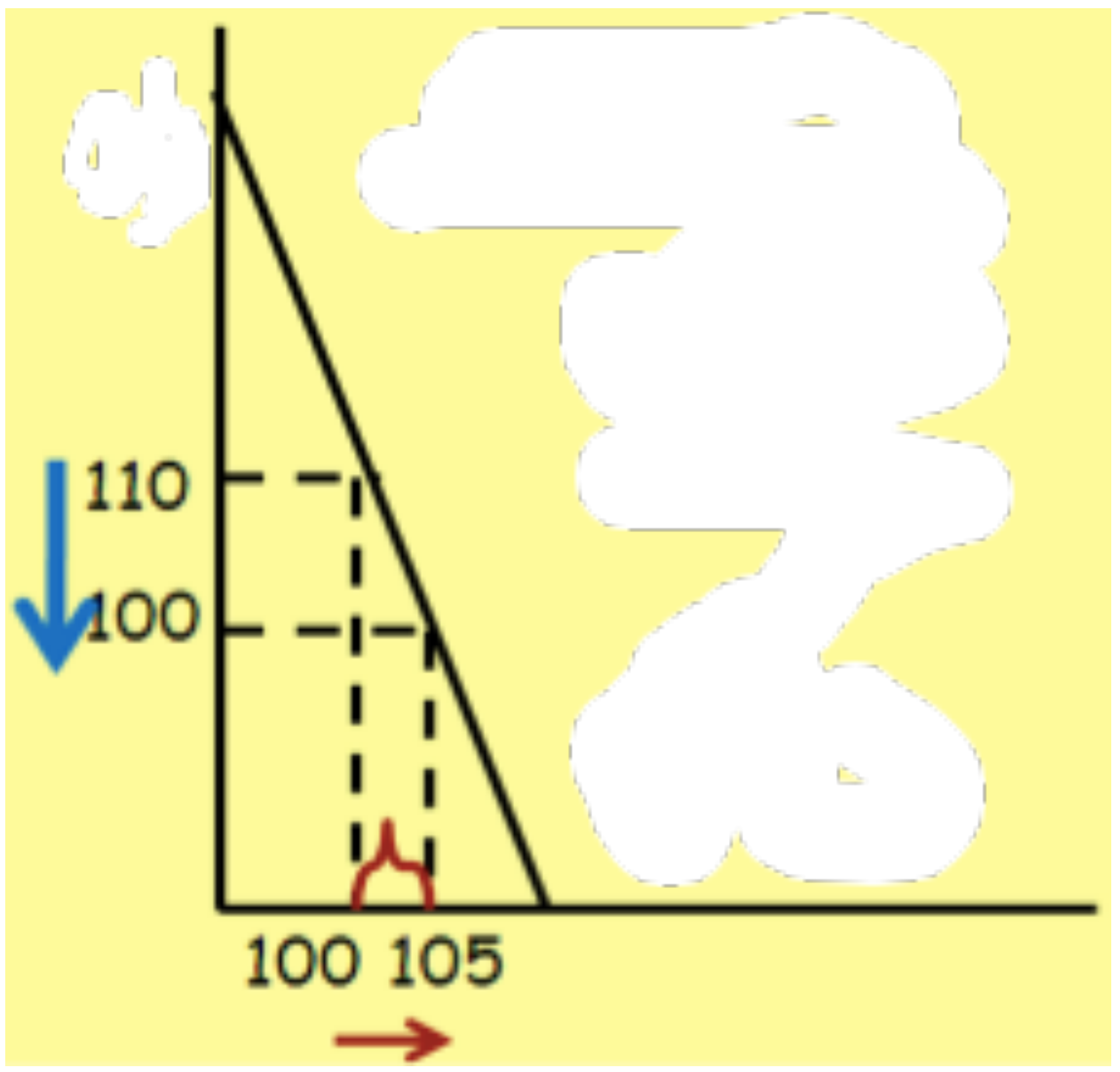

110
100
100
130

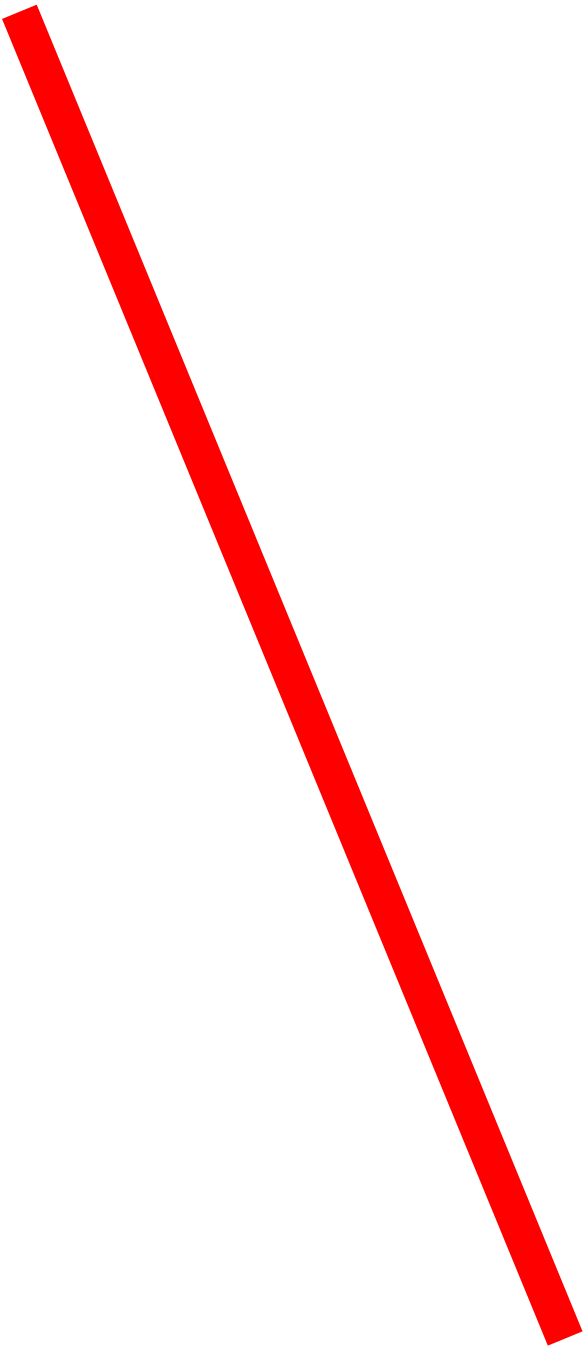


Consumers Over react: Demand is Elastic


110
100
100
110

The steeper Demand is, the more Inelastic

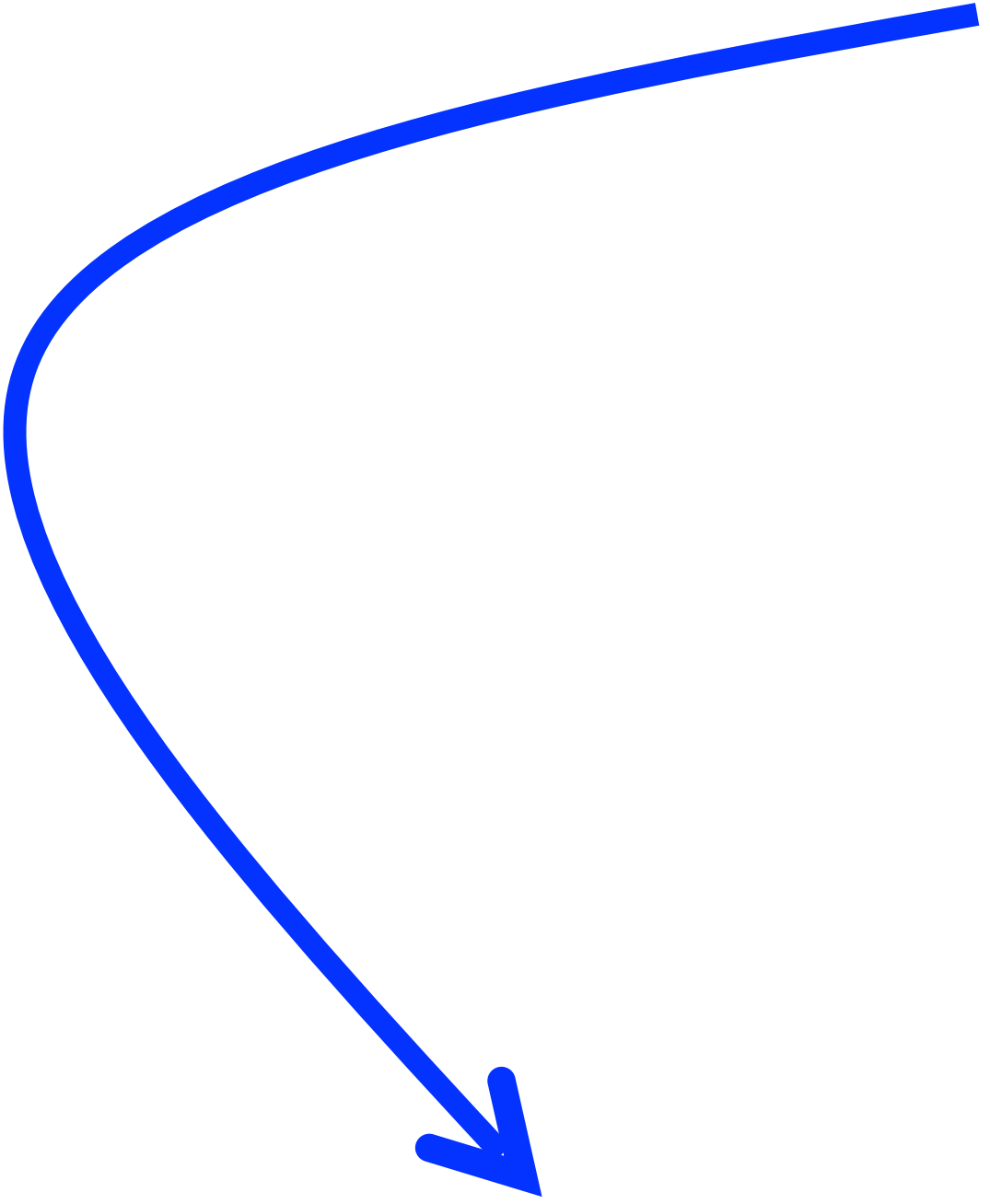

110
100
100 105

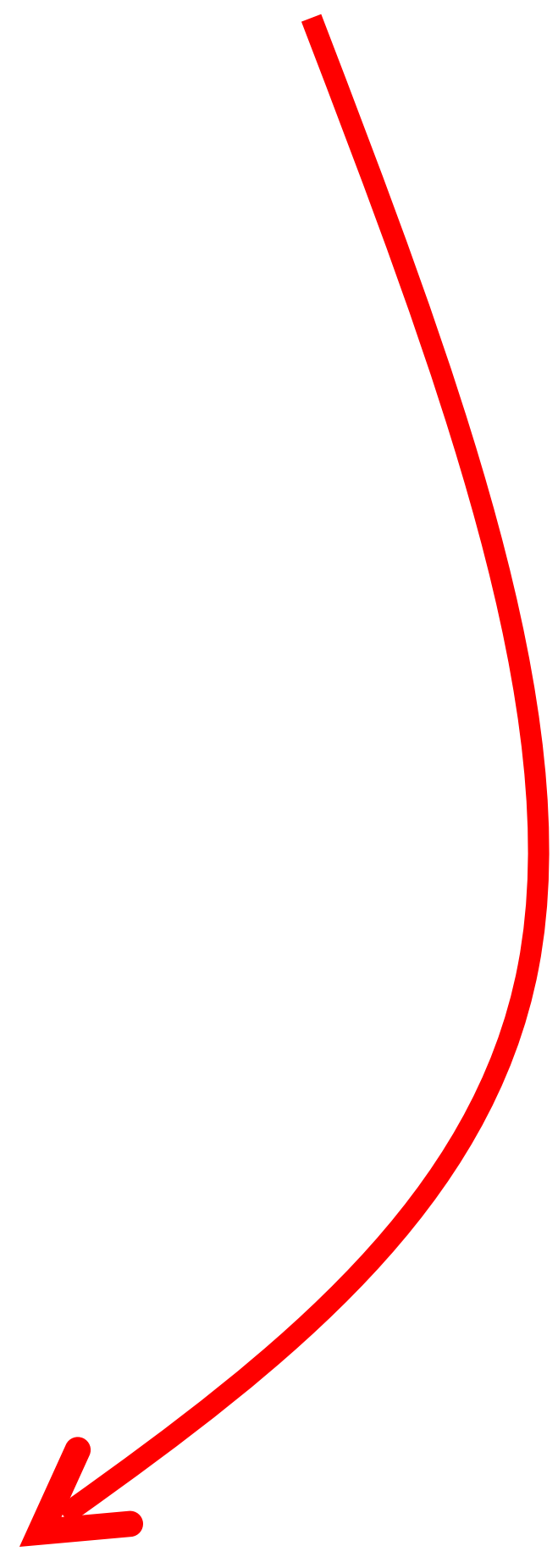


Consumers Under react: Demand is Inelastic

The steeper Demand is, the more Inelastic

The flatter Demand is, the more Elastic





$$e_p^d = \frac{\%\Delta Q^d}{\%\Delta P}$$

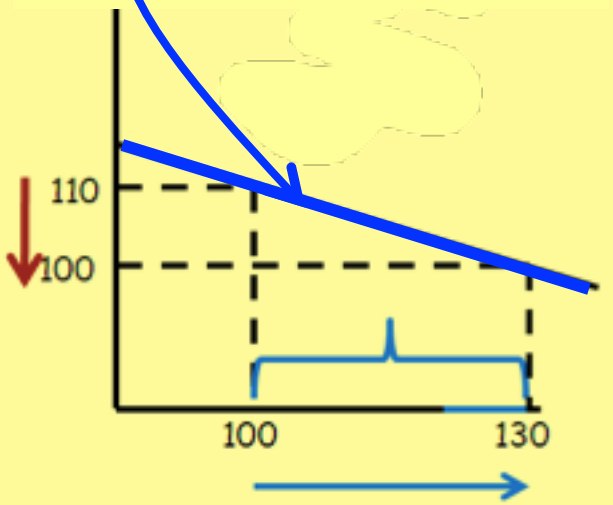
$$e_p^d = \frac{\%\Delta Q^d}{\%\Delta P}$$

$e_p^d > 1$ $\quad$ $e_p^d = 1$ $\quad$ $e_p^d < 1$

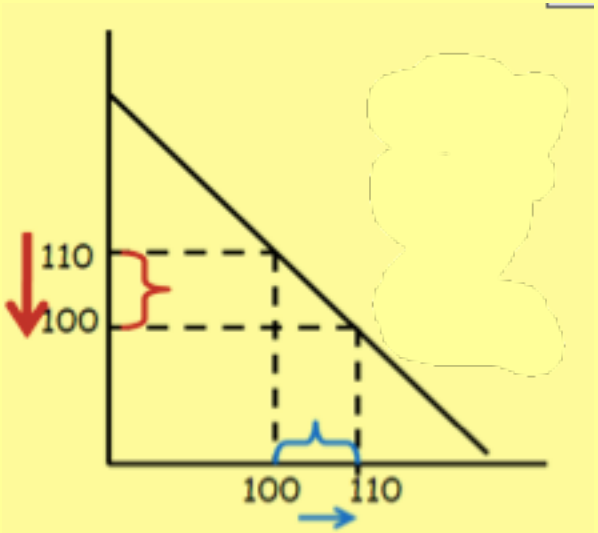
The steeper Demand is, the more Inelastic

The flatter Demand is, the more Elastic

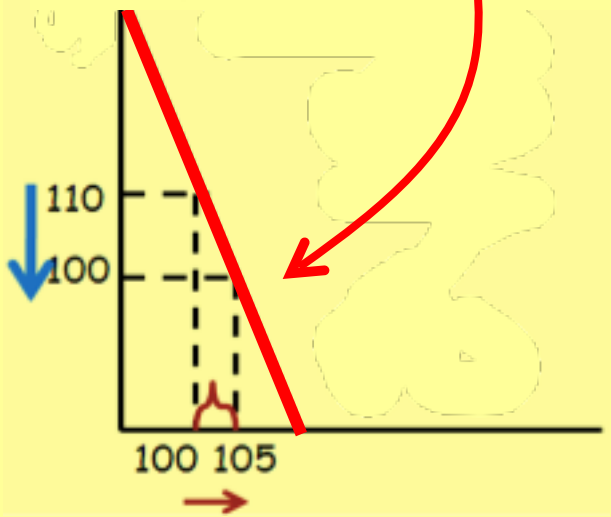
Consumers Over react:
Demand is Elastic



Demand is UNIT Elastic



Consumers Under react:
Demand is Inelastic



$$e_p^d = \frac{\%\Delta Q^d}{\%\Delta P}$$