













The price elasticity of demand = -5

If the price drops 15%, calculate the  
resulting change in  $Q^d$





$$\% \Delta Q^d = +75$$









h

e



p

**r**





e

d

**r**





p

S

**b**

Y



5









h

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Q

u

a

n









Y

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o



o



n



r

e



a

S

e

**b**

Y

7

5





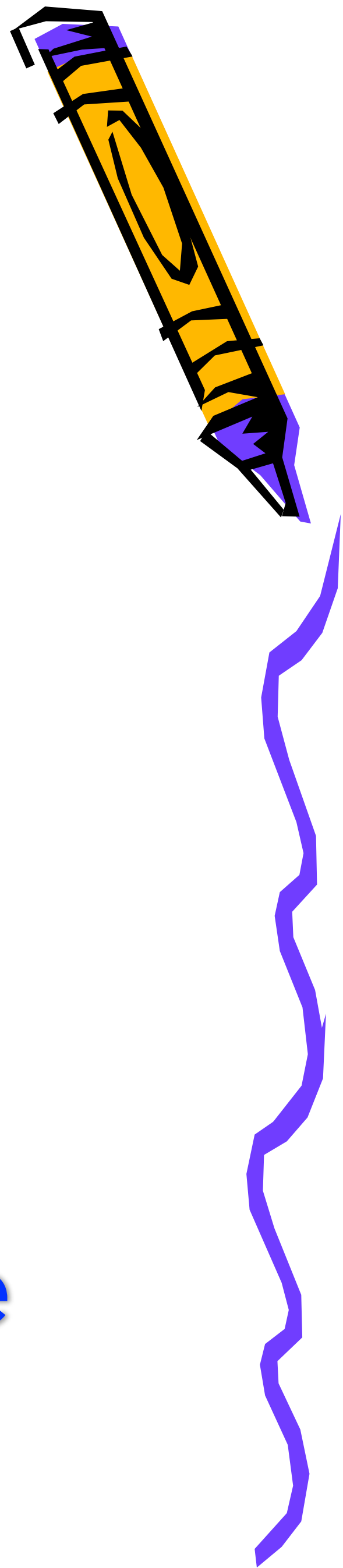
$$e_{pd} = \frac{\% \Delta Q_d}{\% \Delta P}$$

$$\% \Delta Q^d = e_p^d \times \% \Delta P$$

$$\% \Delta Q^d = -5 \times -15$$

A large, light red arrow pointing to the right, centered on a white background. The arrow has a black outline and a slight drop shadow. The word "Rearrange" is written in a large, black, sans-serif font across the middle of the arrow.

Rearrange


$$e_p^d = \frac{\% \Delta Q^d}{\% \Delta P} \quad \text{Rearrange} \quad \% \Delta Q^d = e_p^d \times \% \Delta P$$

The price elasticity of demand = -5

If the price drops 15%, calculate the resulting change in  $Q^d$

?

$$\% \Delta Q^d = -5 \times -15$$

$$\% \Delta Q^d = +75$$

If the price drops by 15%, the quantity demanded increase by 75%

If we calculate the elasticity at all points along a demand line:

Price	Q demanded	Elasticity
140	0	
130	5	
120	10	
110	15	
100	20	
90	25	
80	30	
70	35	
60	40	
50	45	
40	50	
30	55	
20	60	
10	65	
0	70	