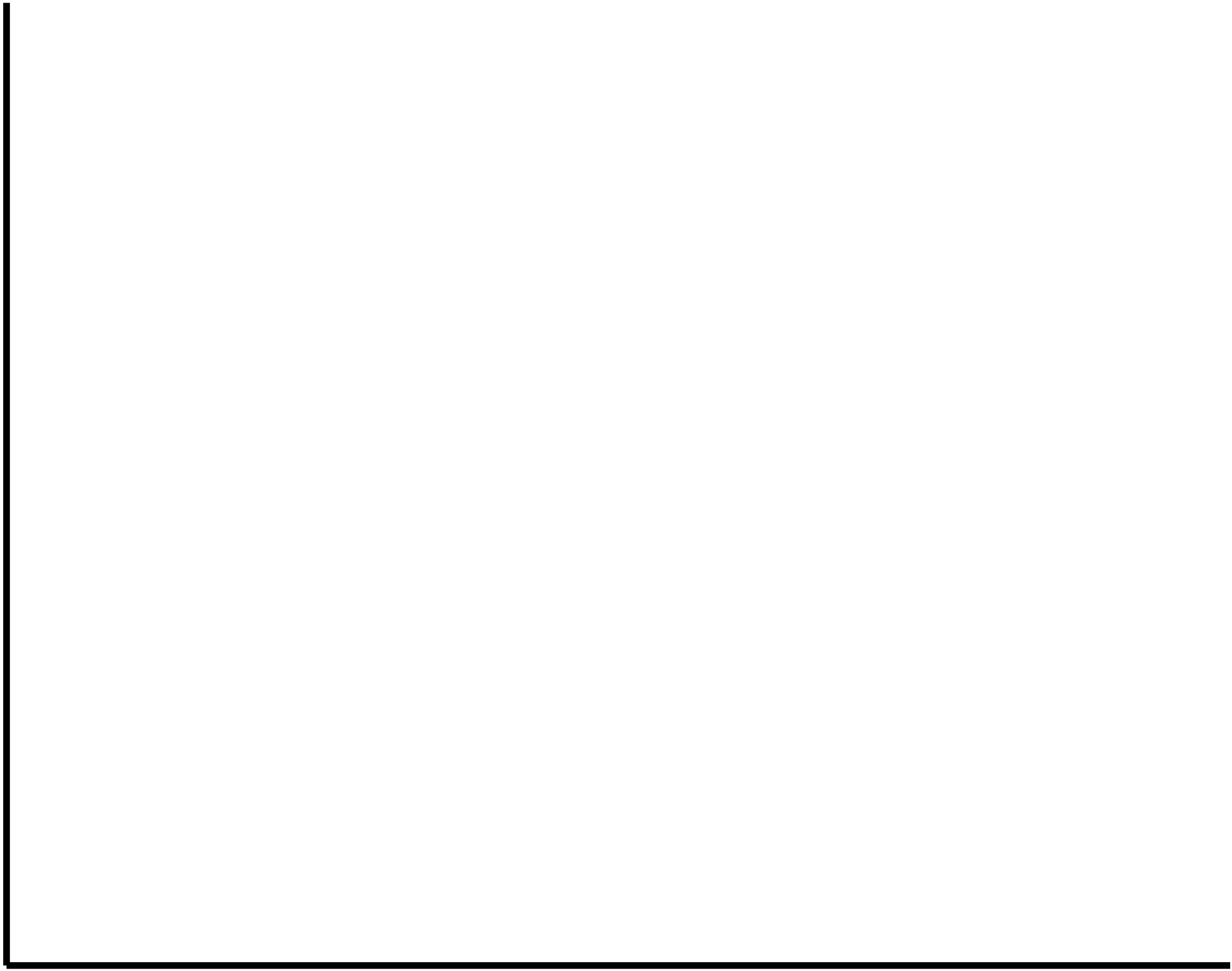
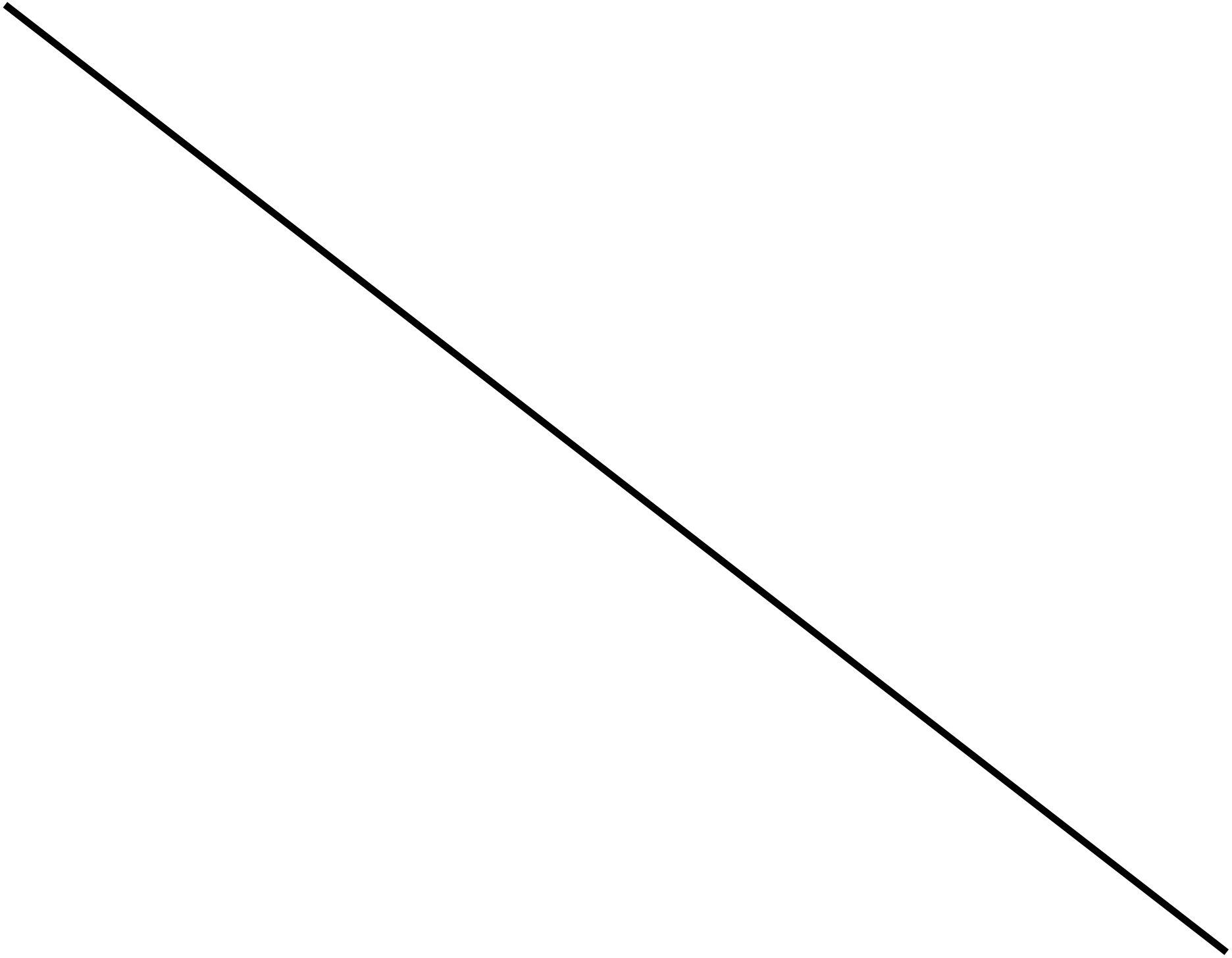




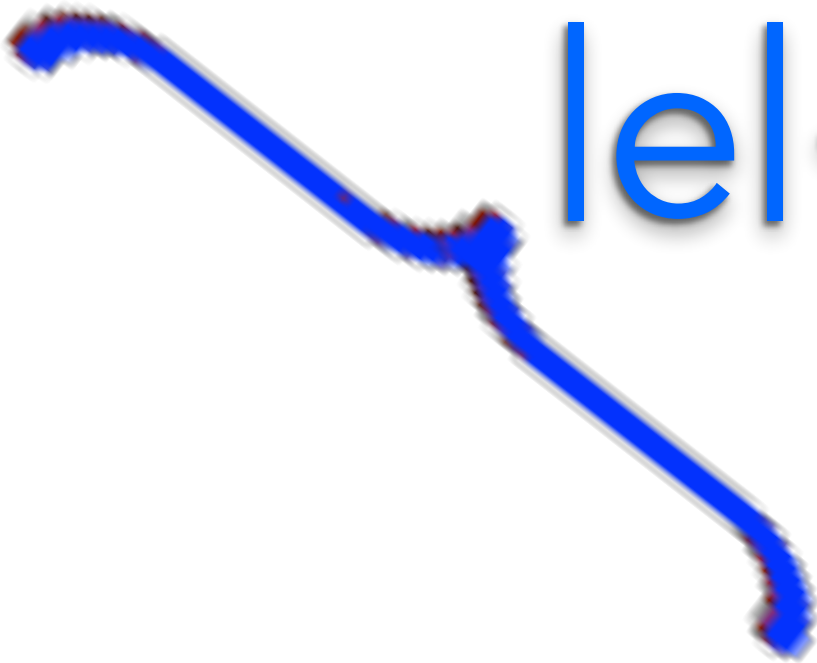
Elasticity **Changes Along** the Demand Line









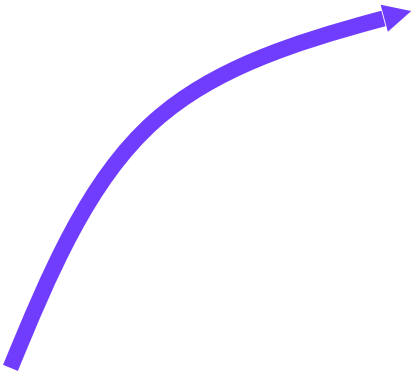


$|e| < 1$

$|e| > 1$







$|e| = 1$

Midpoint



**= 100**

$$1000/2=50$$



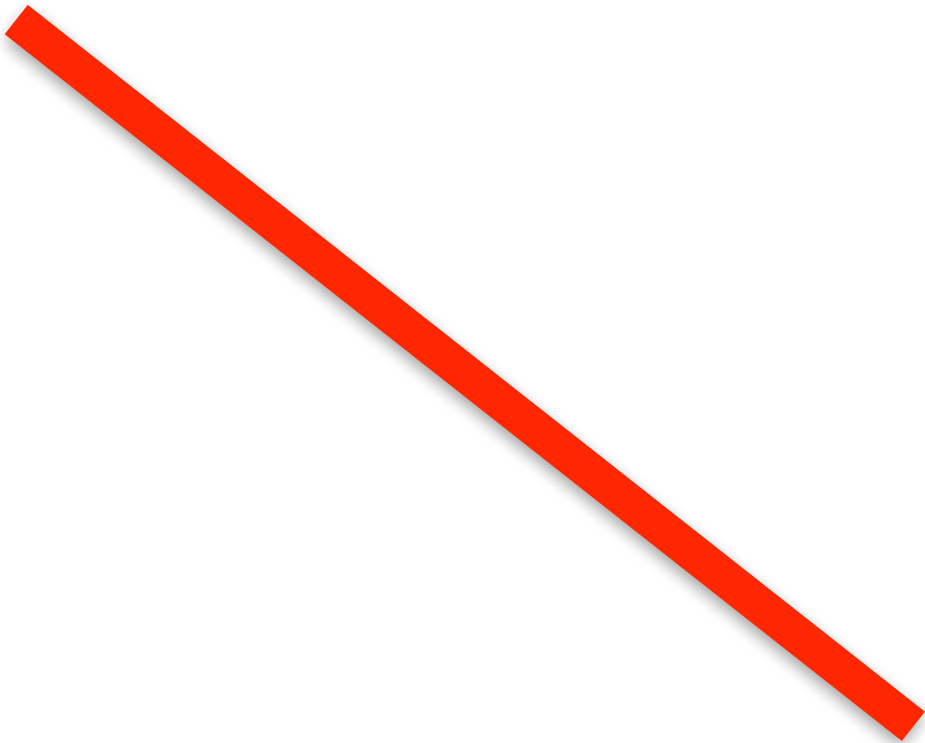
= 1000

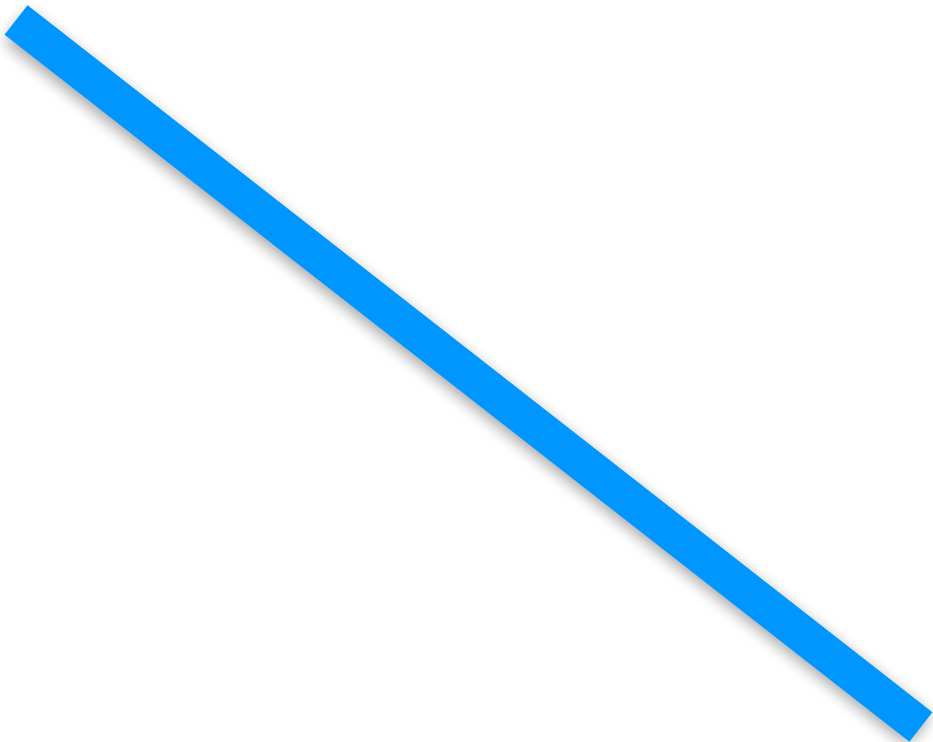


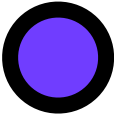
1000/2 = 500

Elastic

Inelastic







Quantity  
intercept

Quantity  
intercept  $\div 2$







A







h

e



m



d

p





n





o

e

m m

a

n

d



S



u

n





e



a

S









Midpoint



A

**b**







e



h

e

m



d



**P**





n





**D**





m

a

n

o



S

E





a

S







B









W



h

e

m



o



Р





n





D





m

a

n

o



S



n







a

S







At the midpoint  
demand is unit elastic



Above the midpoint:  
Demand is Elastic

# Elasticity **Changes Along** the Demand Line

