





**Consumers buy 10 units
more at all prices**

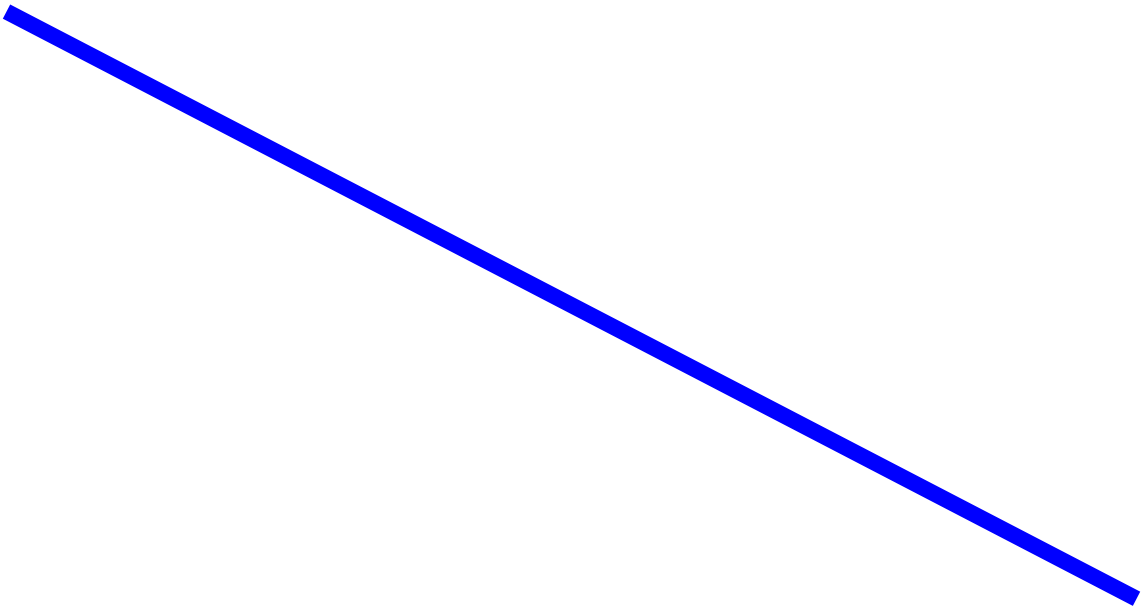
P

=

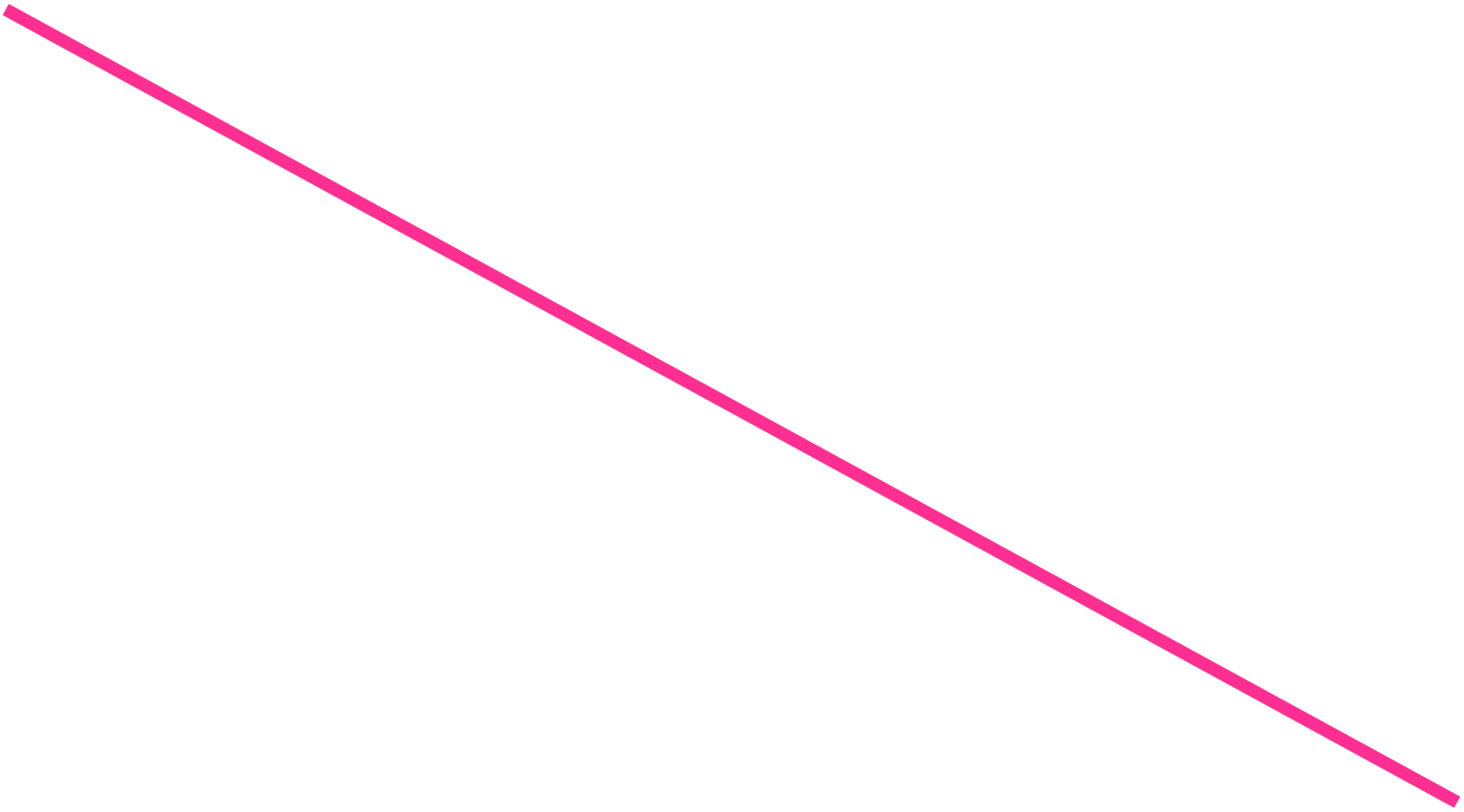
1

0





Old Demand





P

=

1

5



New Demand



$$q_d = 30$$

If $P = 0$

$$\text{New } Q^d = 30 - 2P$$

If $q_d = 0$

O

=

30

-

2P

2P

=

30

P

=

30/2

P

=

1

5

$$q^d = 20 - 2P$$

$$q_d = 20$$



$$\text{If } P = 0$$

Parallel Shift

$$\text{New } Q^d = 20 - 2P + 10$$

+10



+10



+

1

0

Consumers buy 10 units more at all prices

$$\text{New } Q^d = 20 - 2P + 10$$

$$\text{New } Q^d = 30 - 2P$$

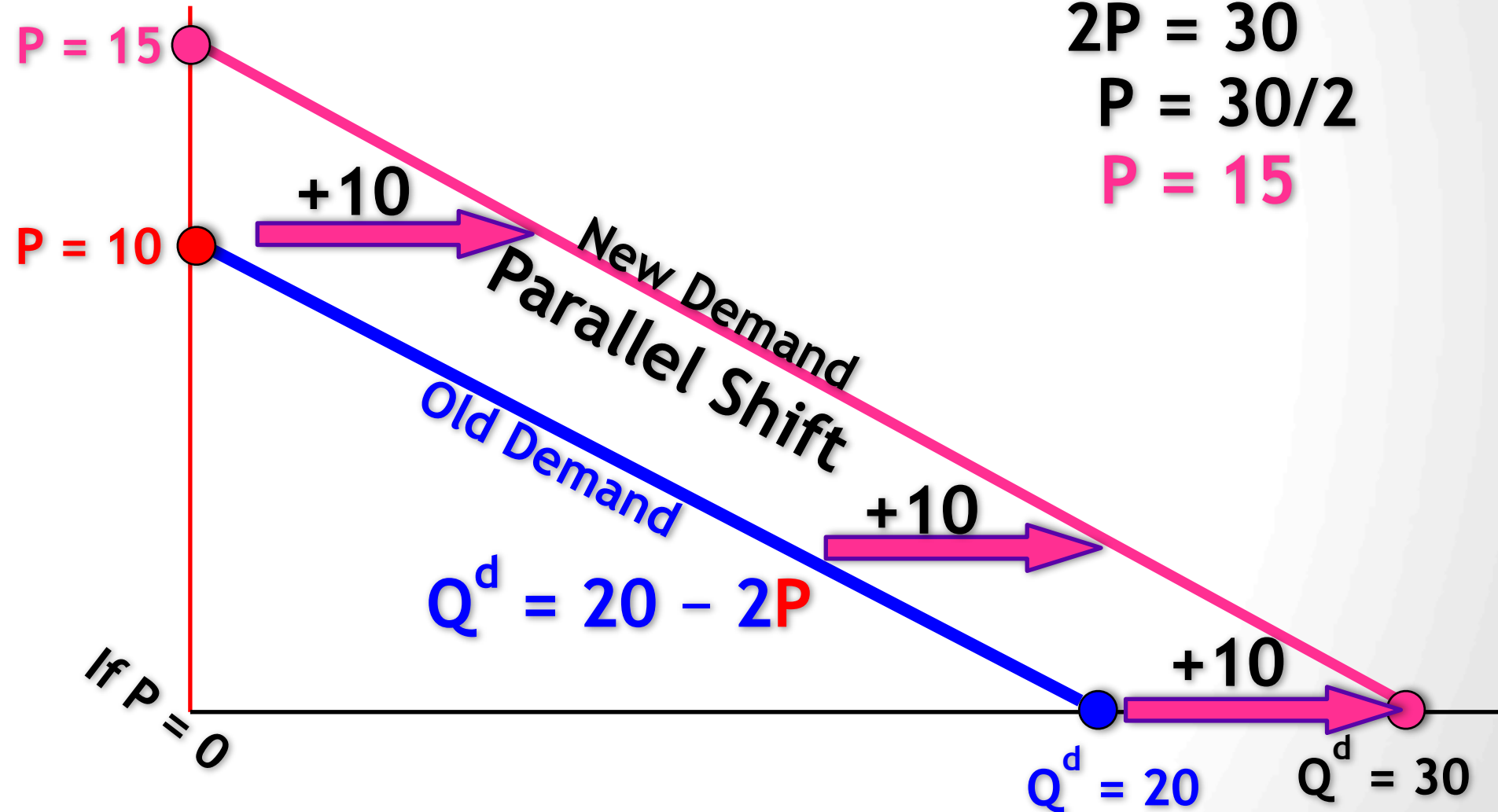
If $Q^d = 0$

$$0 = 30 - 2P$$

$$2P = 30$$

$$P = 30/2$$

$$P = 15$$



Price

$P = 10$

$Q^d = 20 - 2P$

$Q^d = 20$

