

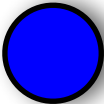


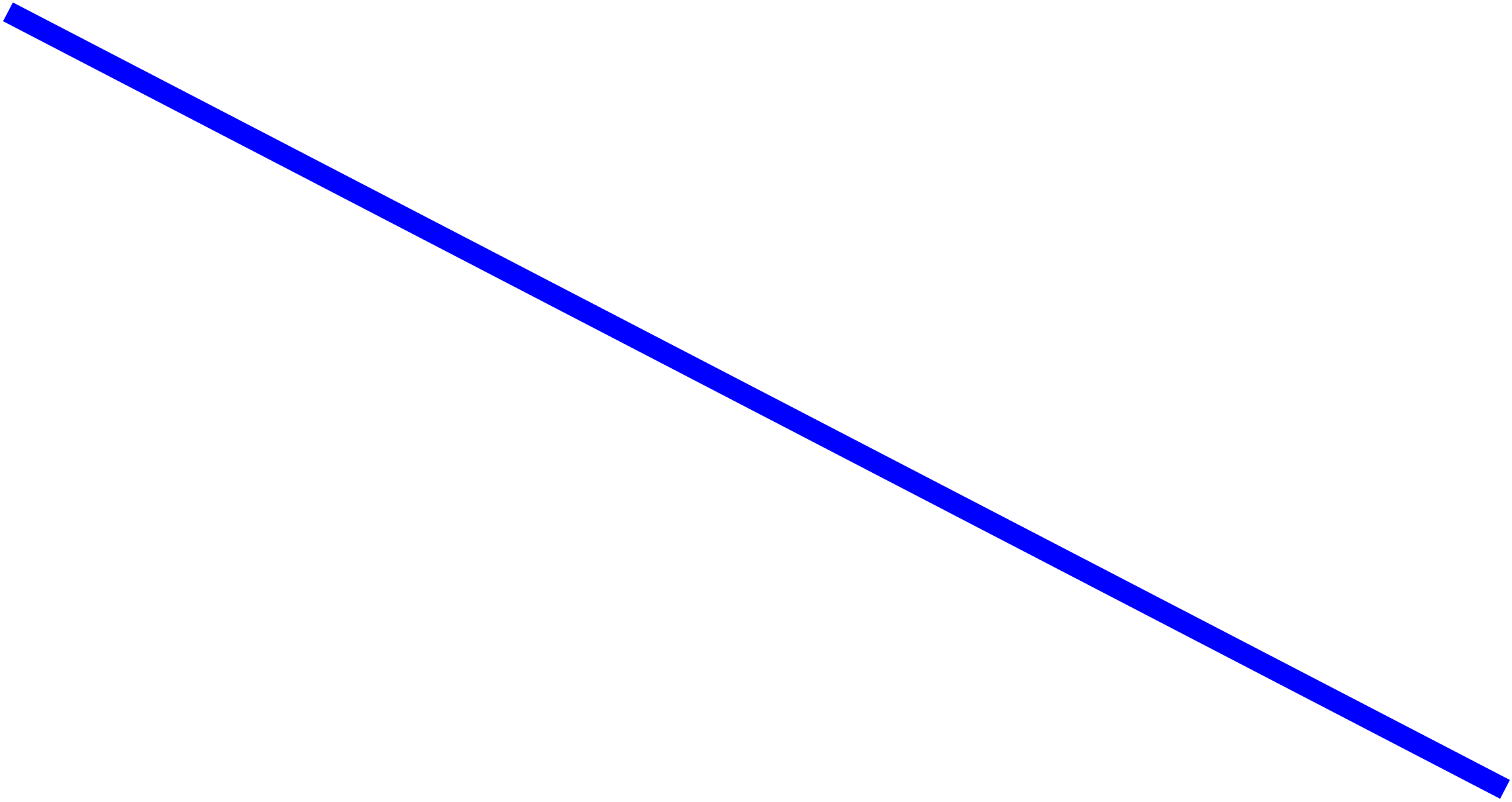


Price

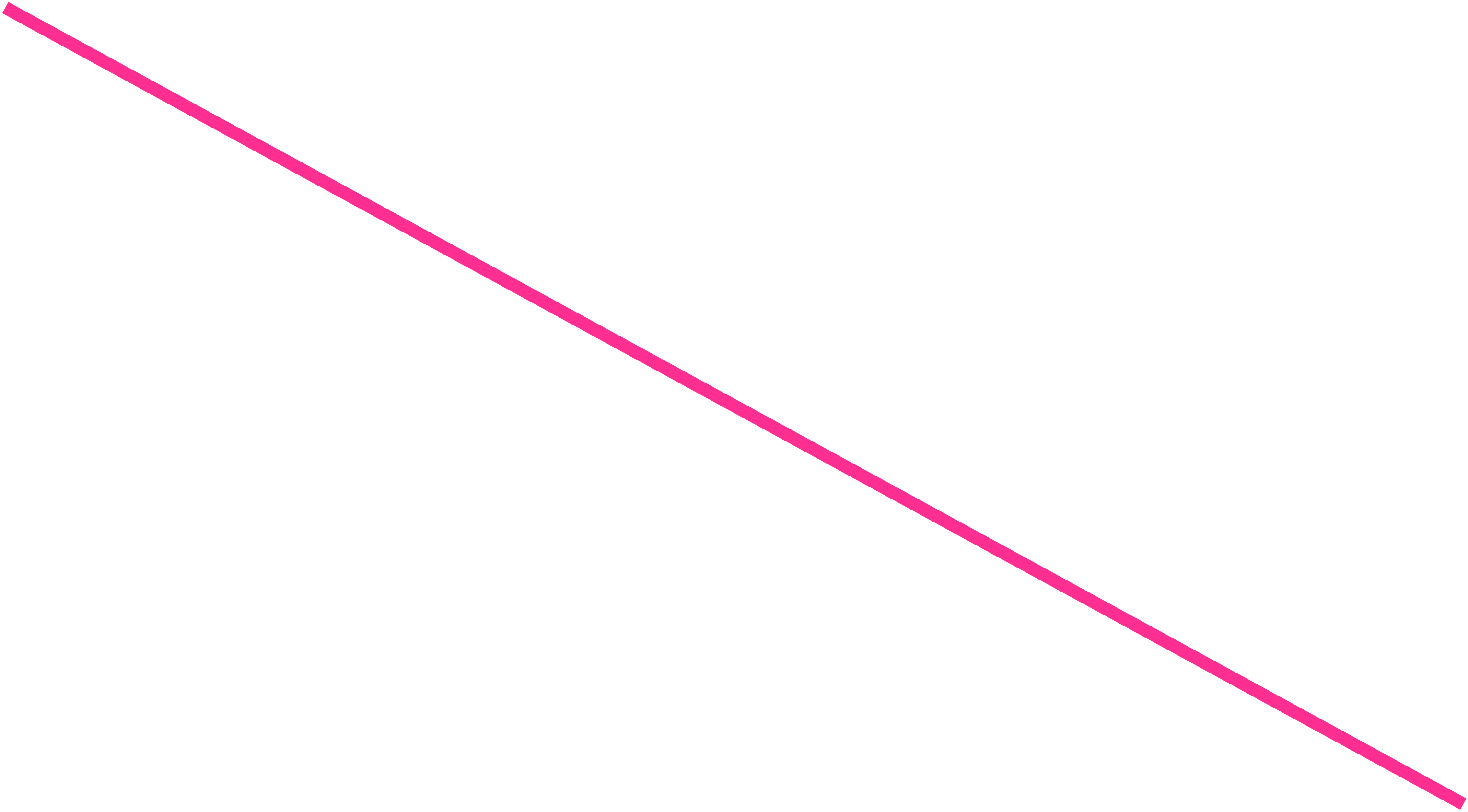
Consumers buy 10
units more at all prices

P = 10





Demand





$P = 15$



New Demand

$$Q^d = 30$$

$Q^d = 20 - 2P$

$$Q^d = 20$$



Parallel Shift

$$Q^d = (20 - 2P) + 10$$

+10



+10



+10



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

$$Q^d = (20 - 2P) + 10$$

