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If the price is \$11 consumer  
would buy one unit

If the price is \$10 the consumer would buy TWO units: unit 1 which is worth more than \$10 and unit 2 which is worth \$10

**\$10**

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If the price is \$1 the  
consumer would buy  
10 units



Unit 1's value to  
consumer is \$11

Unit 2's value to  
consumer is \$10

**Unit 10's value to  
consumer is \$1**



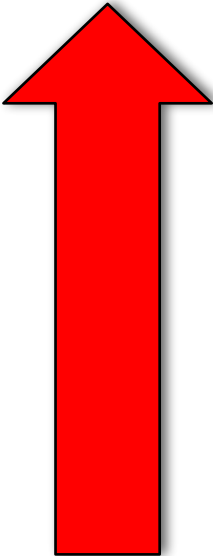
**\$12**



**If the price is \$12 consumer  
would buy zero units**

Gives us the **Value**  
of each unit to  
consumer





The **distance**  
to the Demand  
curve

