





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

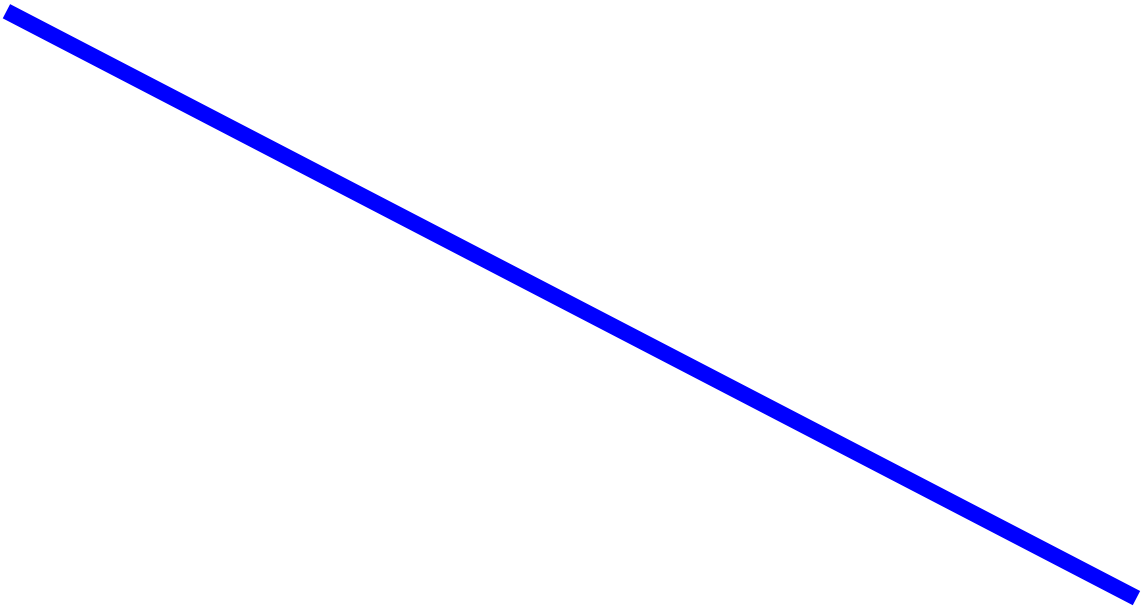
P

=

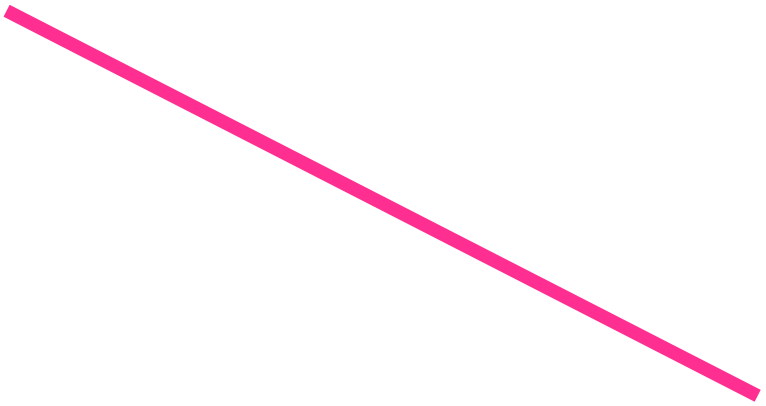
1

0





Demand





P

=

5





New Demand

$$Q_d = 10$$

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

q_d

$=$

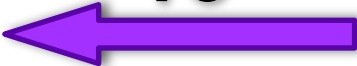
20



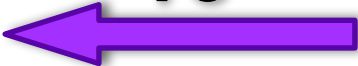
Parallel Shift

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

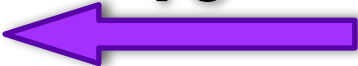
-10



-10



-10



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units less at all prices

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

