







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

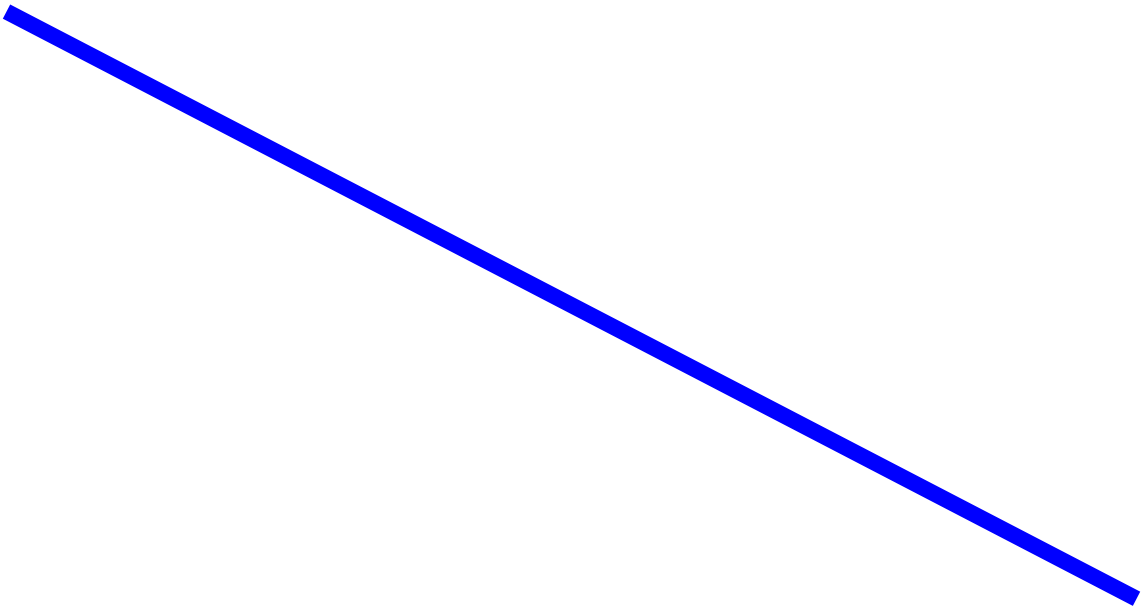
**P**

**=**

**1**

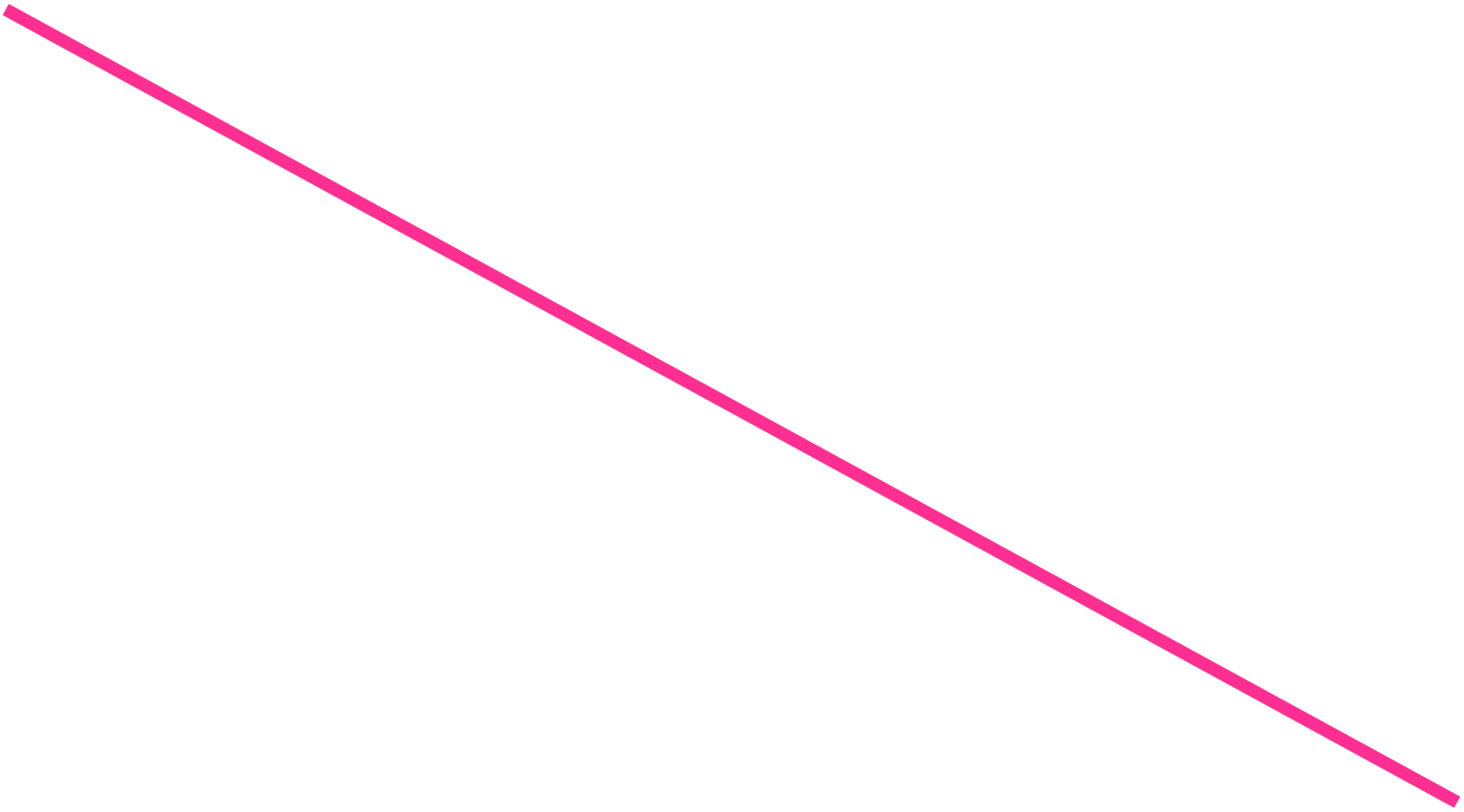
**0**





**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

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

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

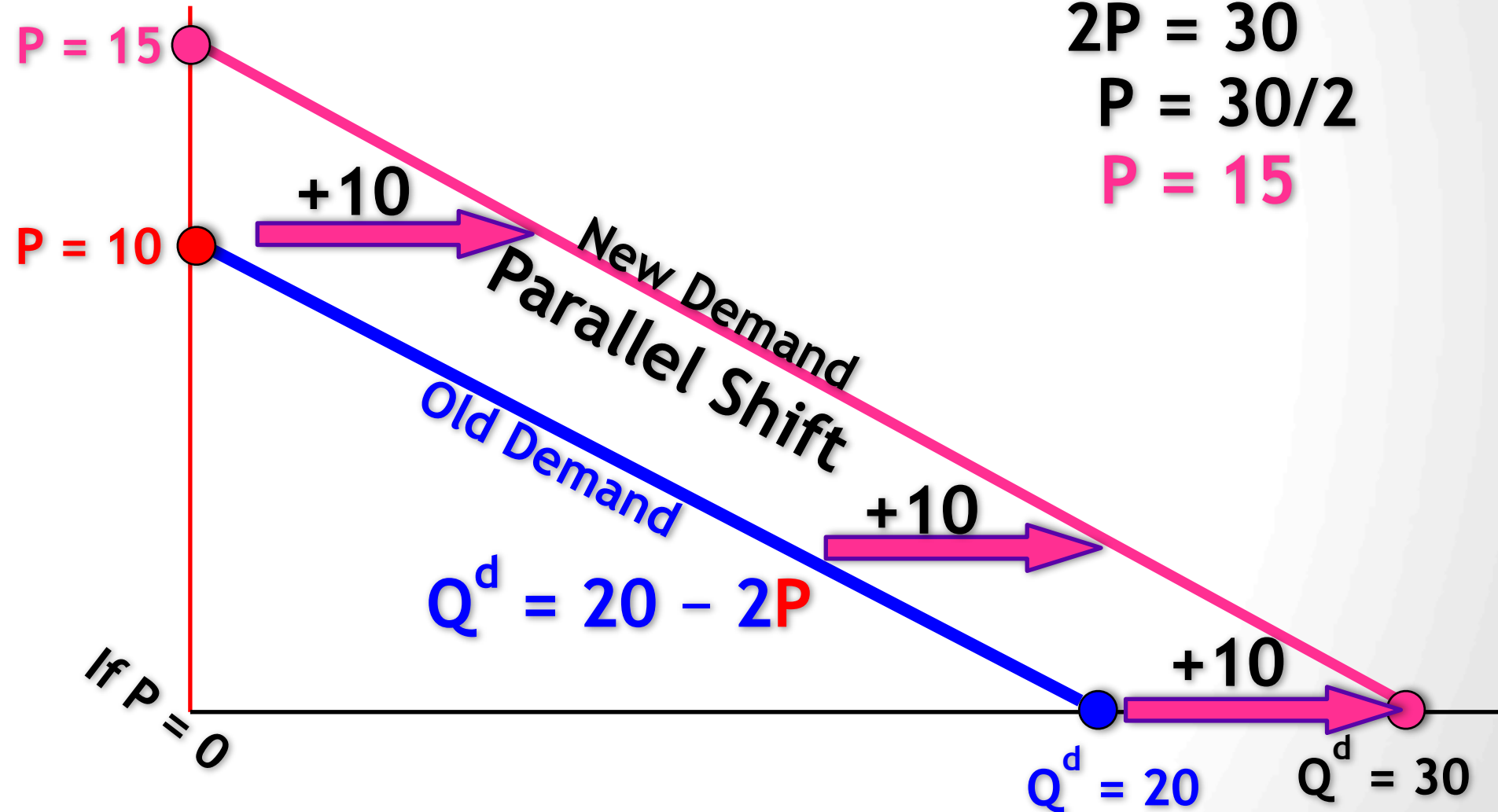
If  $Q^d = 0$

$$0 = 30 - 2P$$

$$2P = 30$$

$$P = 30/2$$

$$P = 15$$





Price

$P = 10$

$Q^d = 20 - 2P$

$Q^d = 20$

