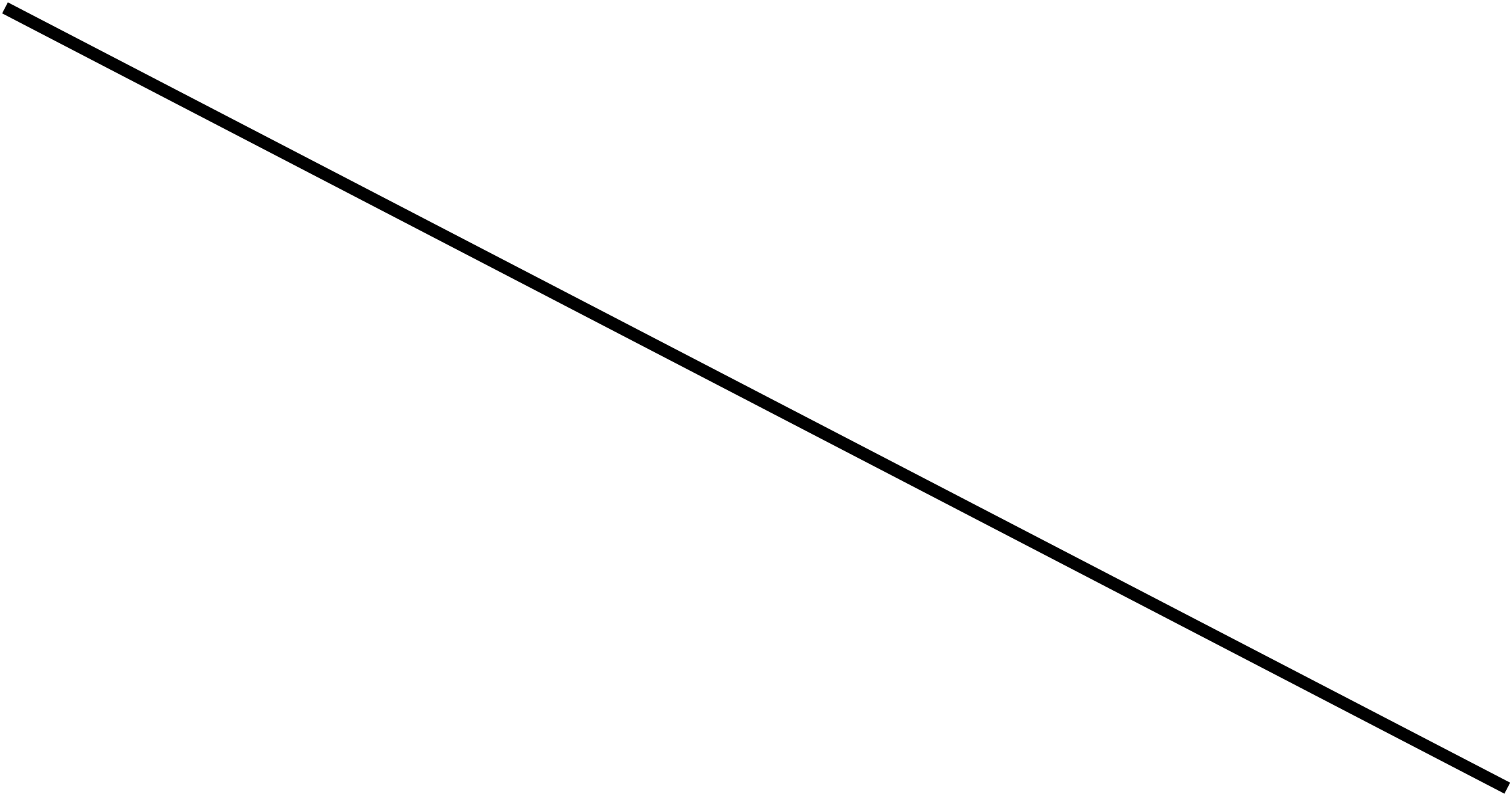




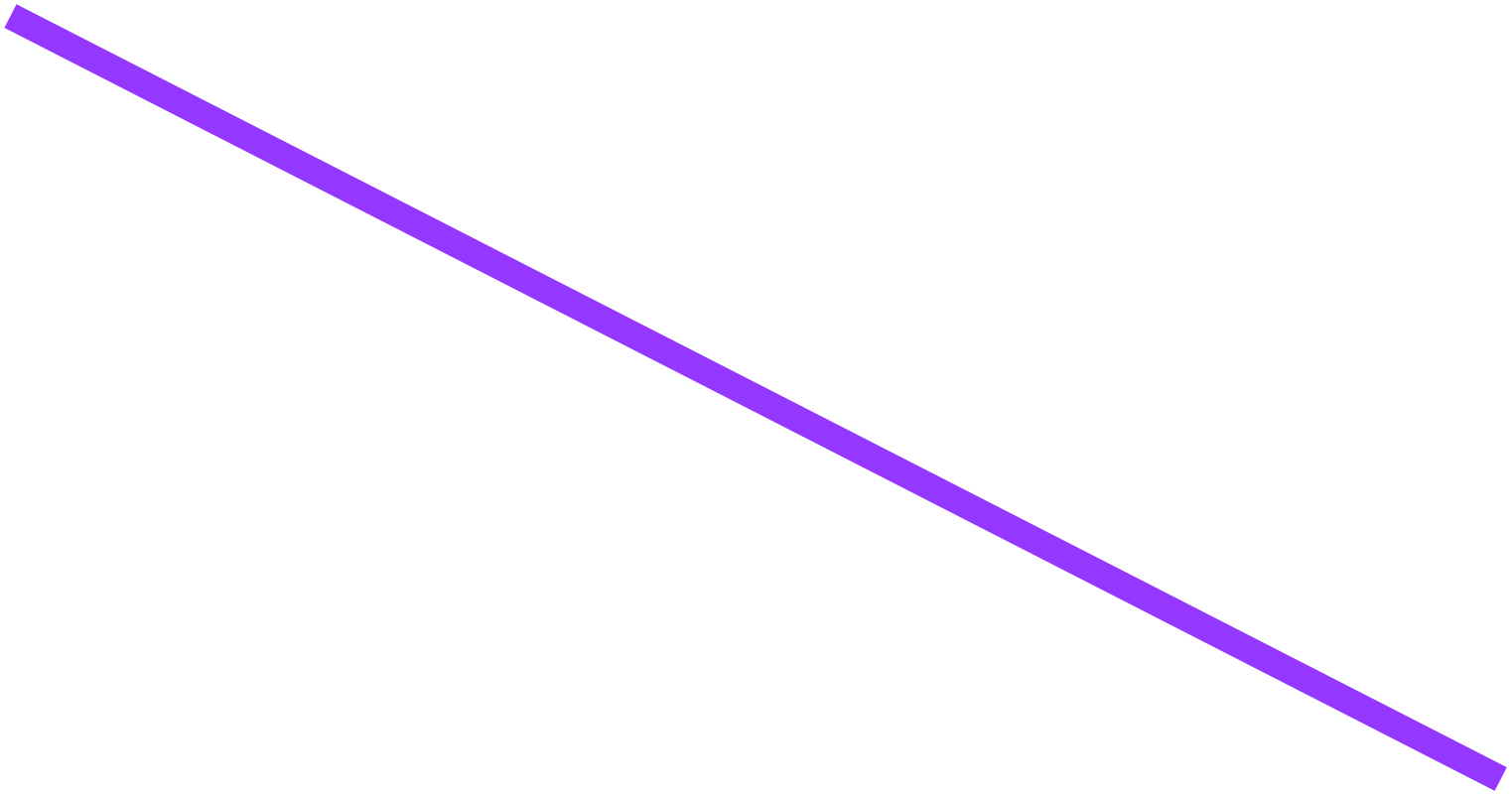
Consumers buy 10
units less at all prices

P = 10





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



Consumers buy 10
units less at all prices

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

