





Quantity Demanded is the same if price is less than \$3

Princ

**Demand is Vertical
below \$3**

The price of candy bars does not affect the quantity purchased until the price rises above \$3 when consumers refuse to purchase any amount



2

20

3

20

1

20



**Demand is Vertical
above \$3**



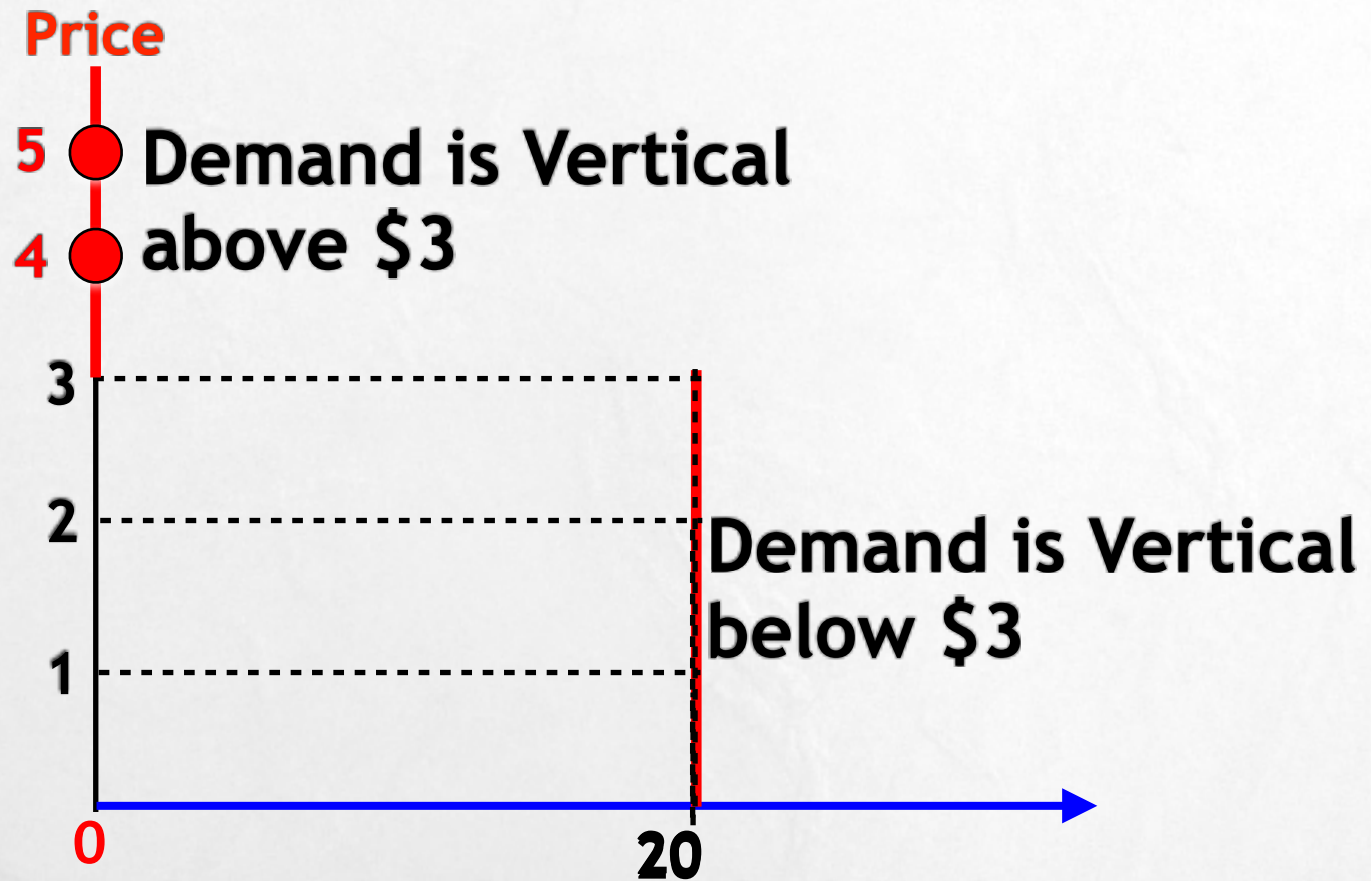








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Quantity Demanded is the same if price is less than \$3

If the price is 50 cents/ unit, **Ana**, **John** and **Mark**
purchase 60 units