



To measure a consumer's sensitivity to price changes

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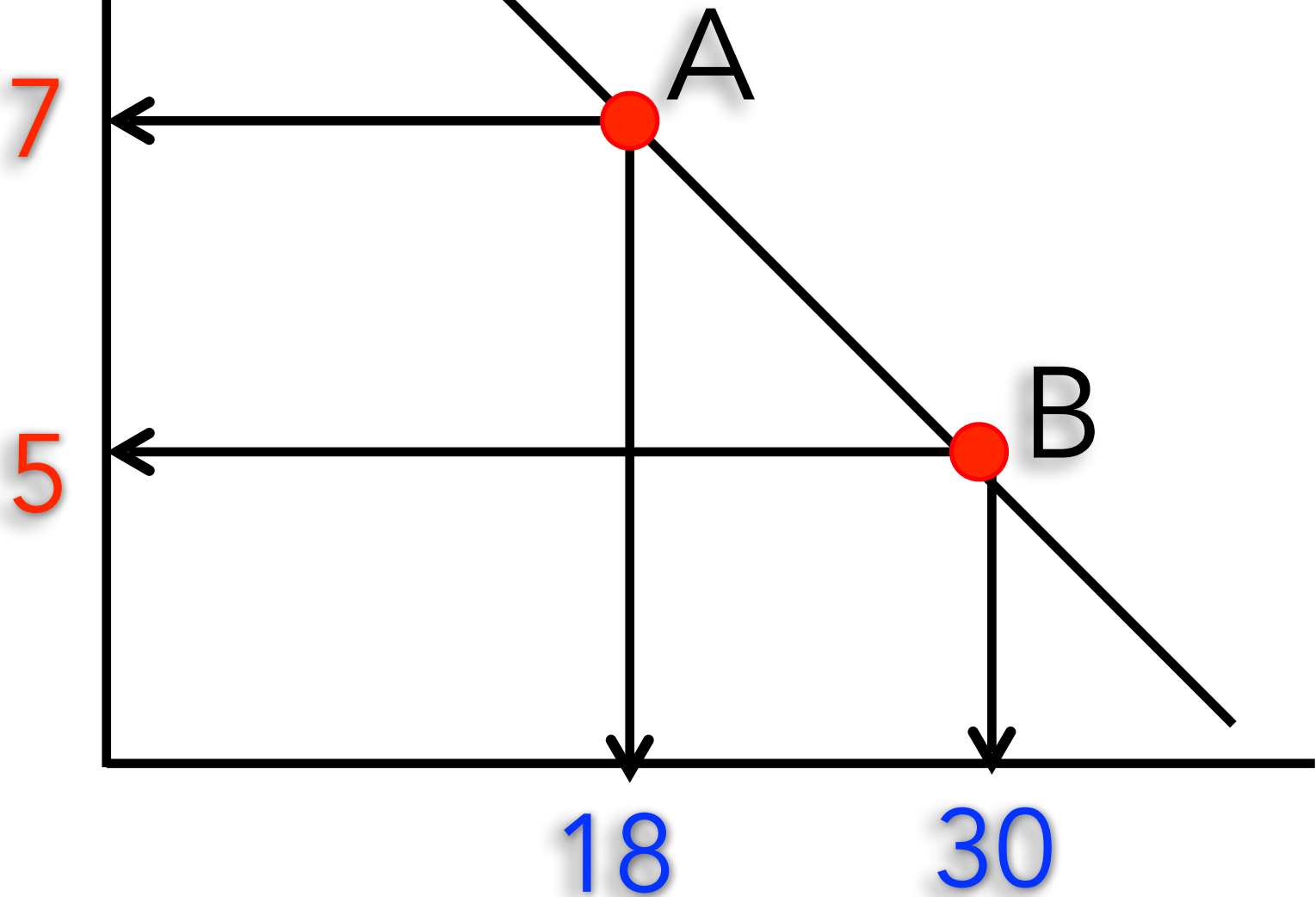


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We need to observe his/her  
reaction to a change in price

We need two points  
(price, quantity) along  
his/her demand line







elasticity

# elasticity

To measure a consumer's sensitivity to price changes

We need to observe his/her reaction to a change in price



We need two points (price, quantity) along his/her demand line

