

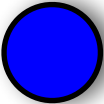


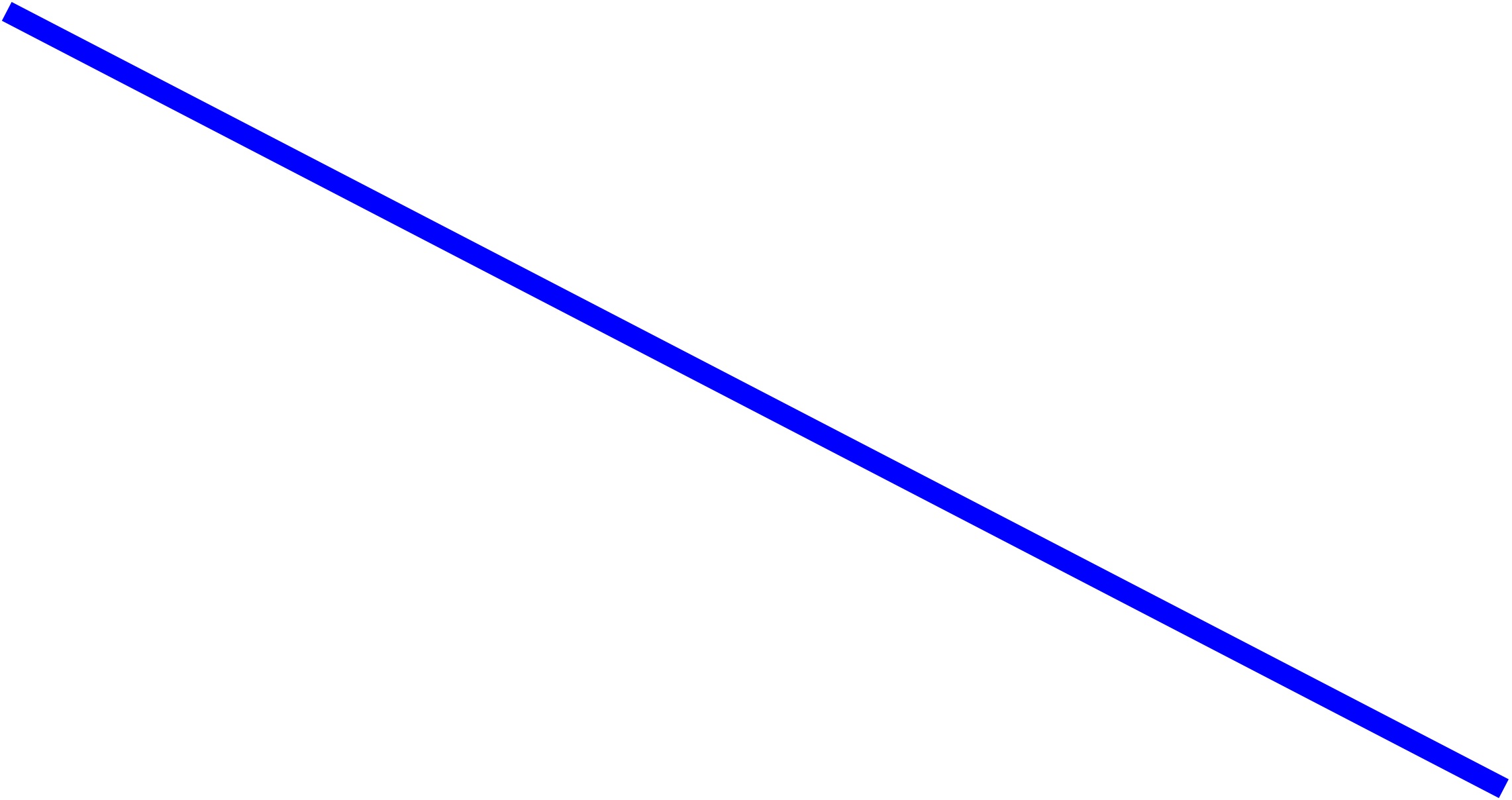




Consumers buy 10  
units less at all prices

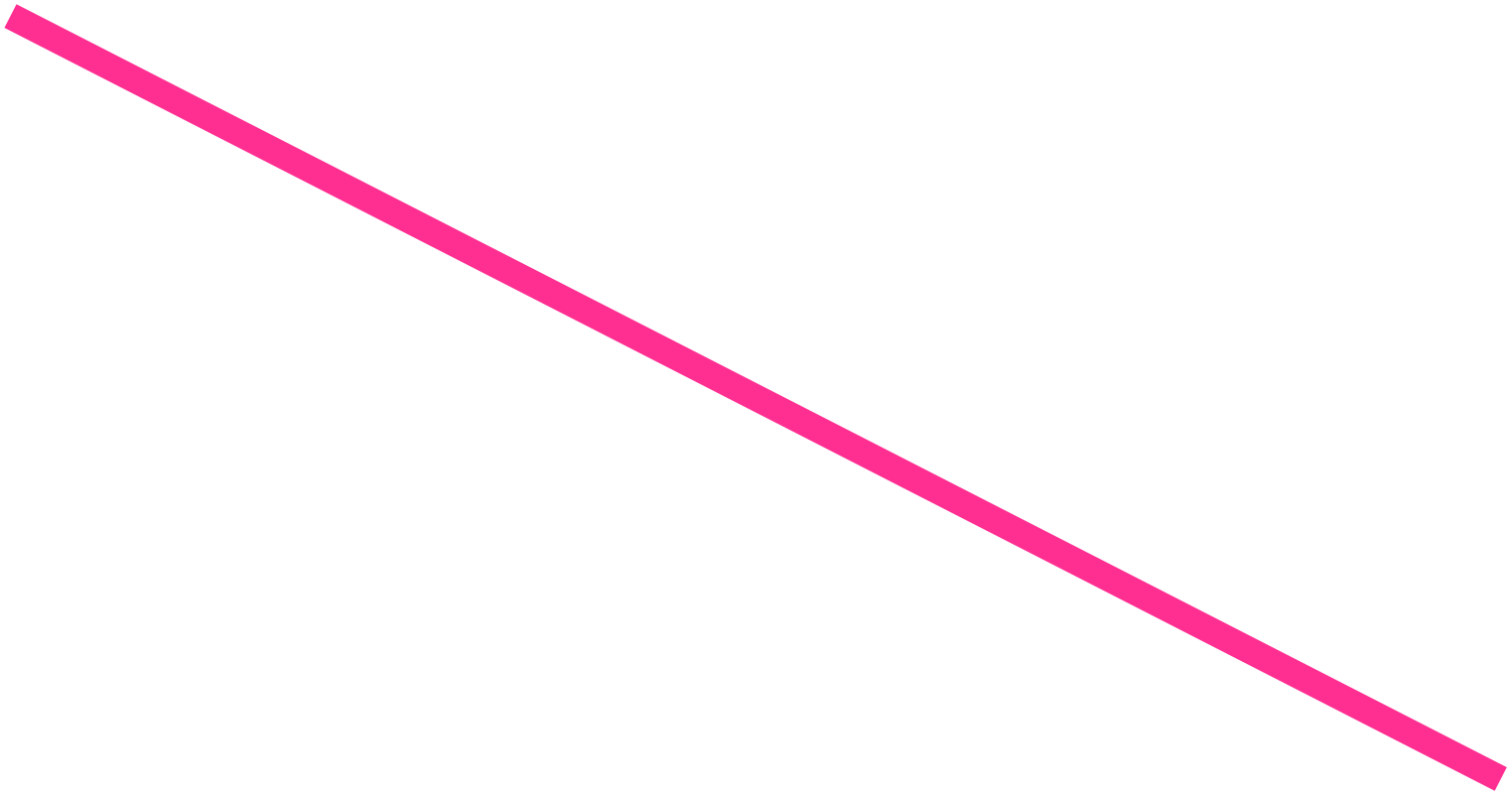
P = 10





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

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

