



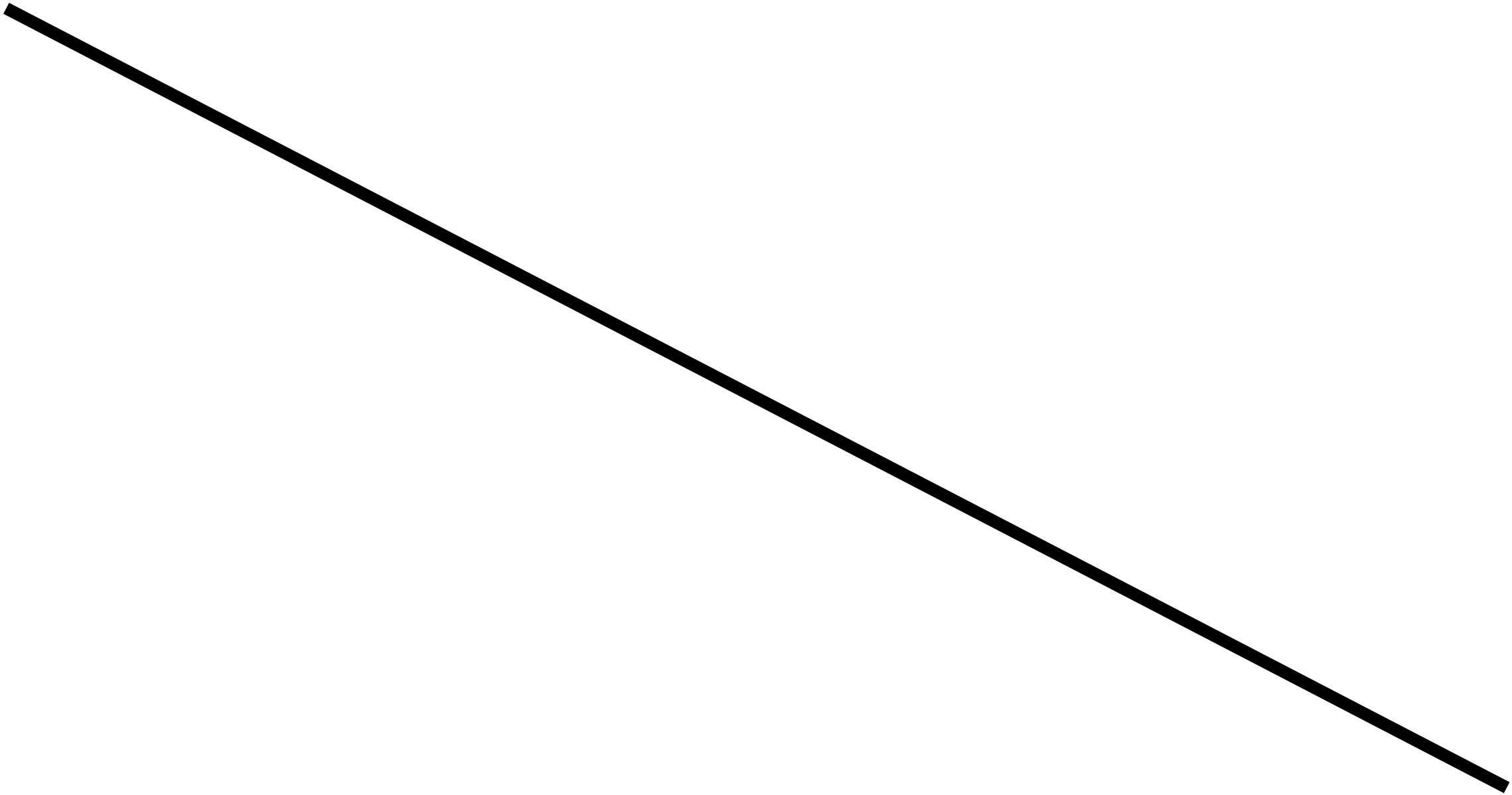


Price

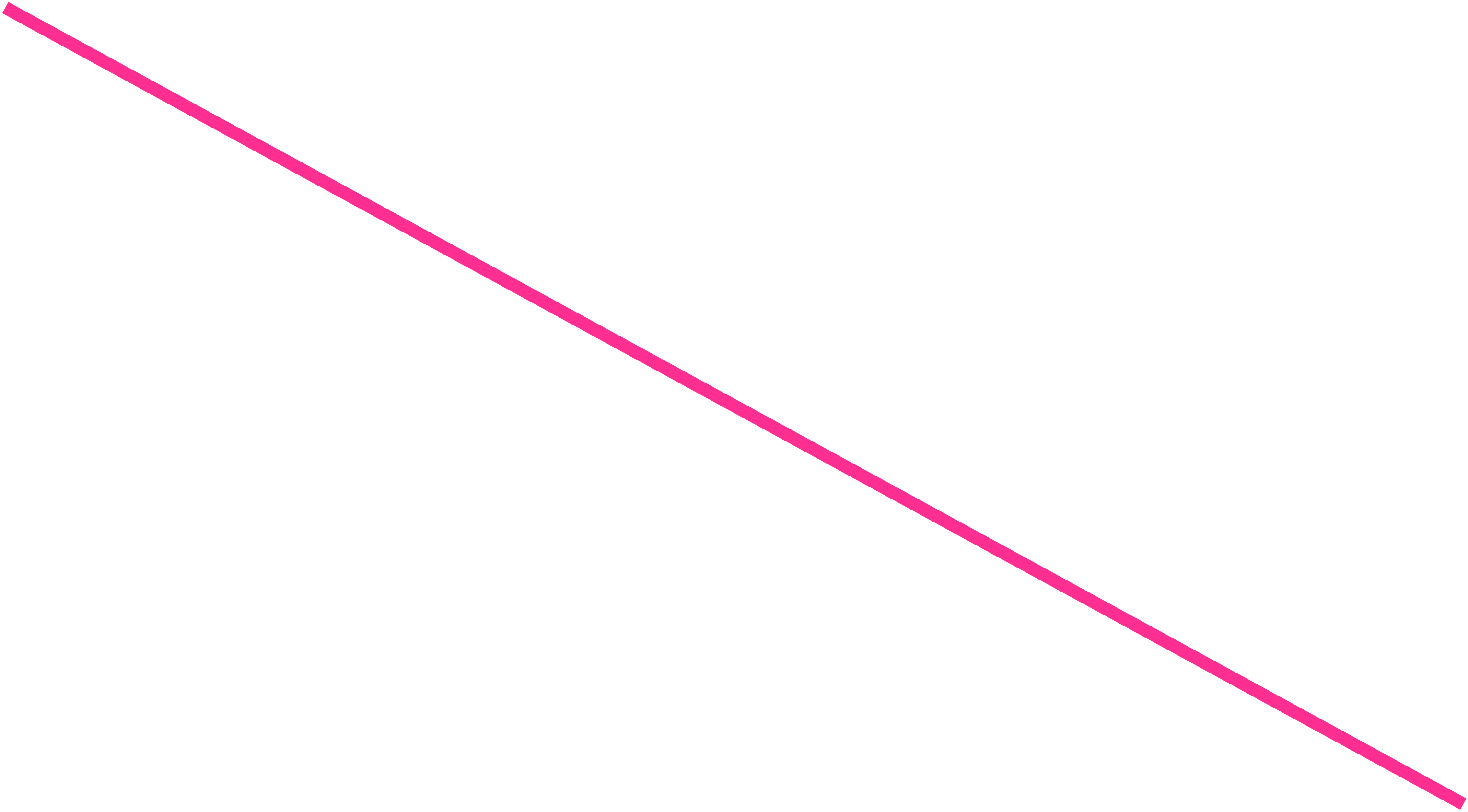
Consumers buy 10
units more at all prices

P = 10





Old Demand





P = 15





New Demand

$$Q^d = 30$$

$$Q^d = 20 - 2P$$

$$Q^d = 20$$



Parallel Shift

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

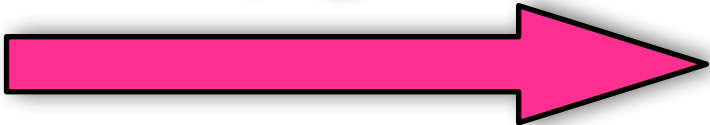
+10



+10



+10



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

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

