



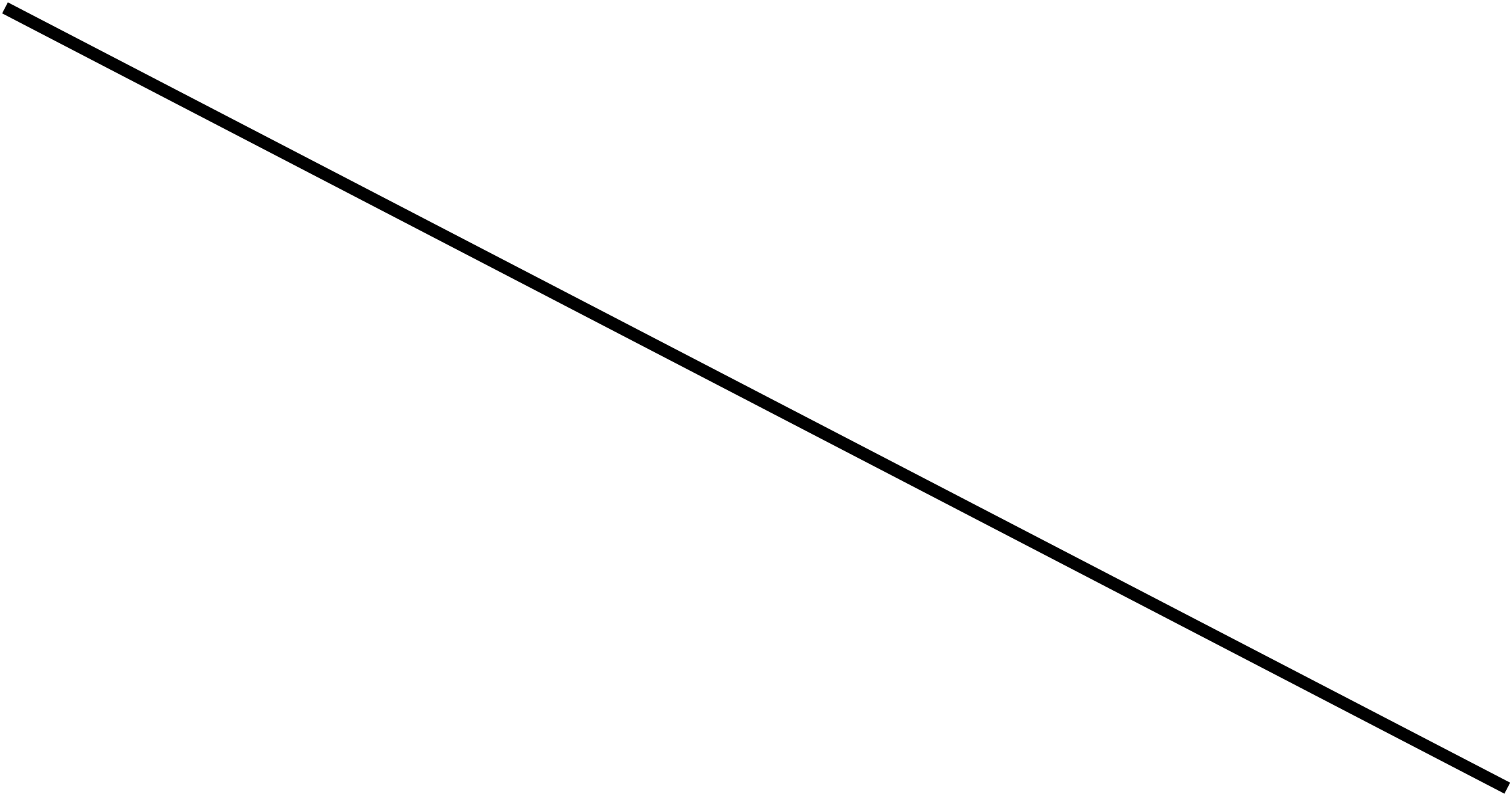




Consumers buy 10  
units less at all prices

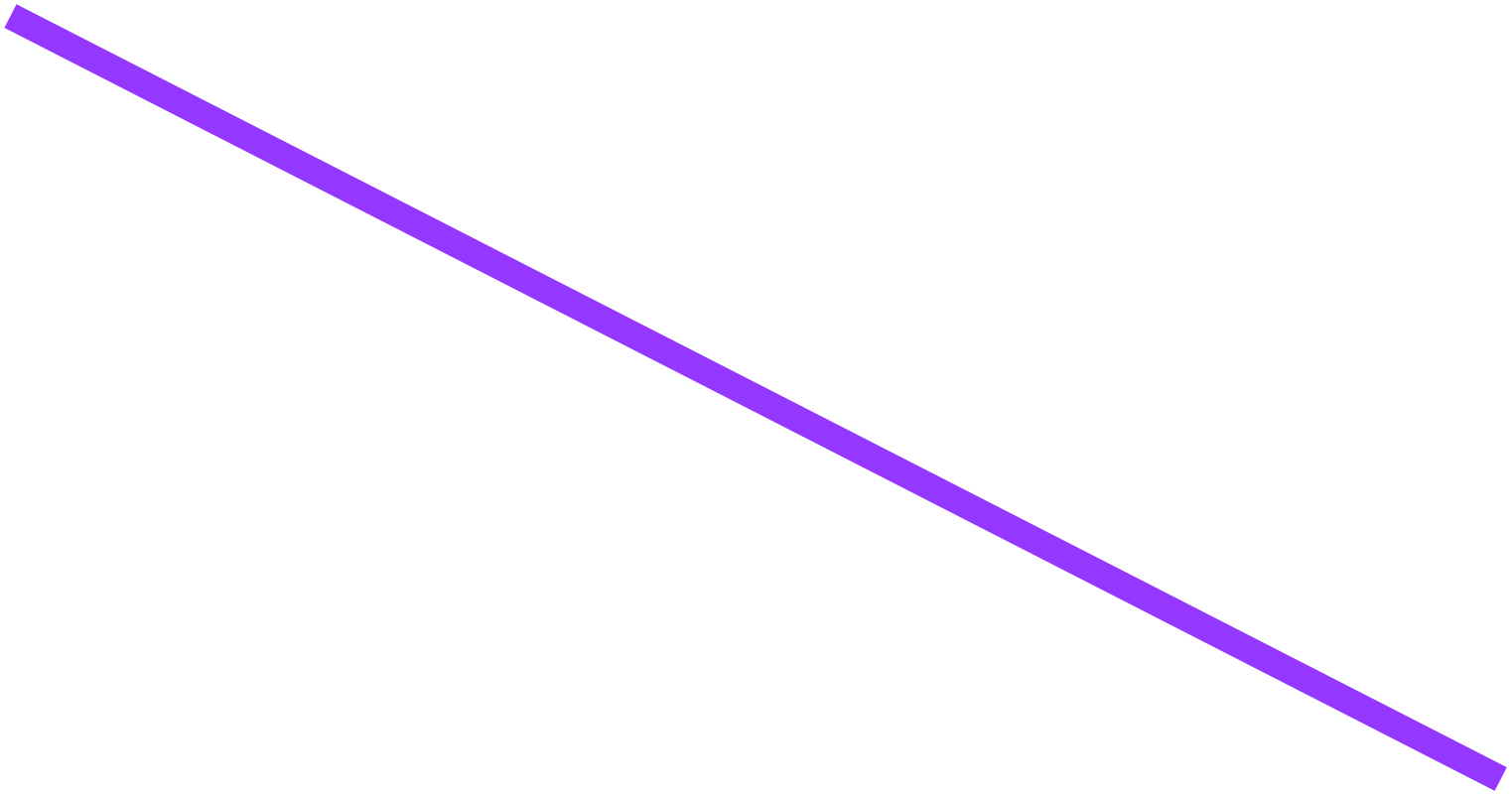
**P = 10**





Demand







P

=

5



New Demand

$$Q^d = 10$$

$$Q^d \equiv 20 - 2P$$

$$Q^d = 20$$





Parallel Shift

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

-10



-10



-10



Consumers buy 10  
units less at all prices

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

