

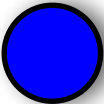


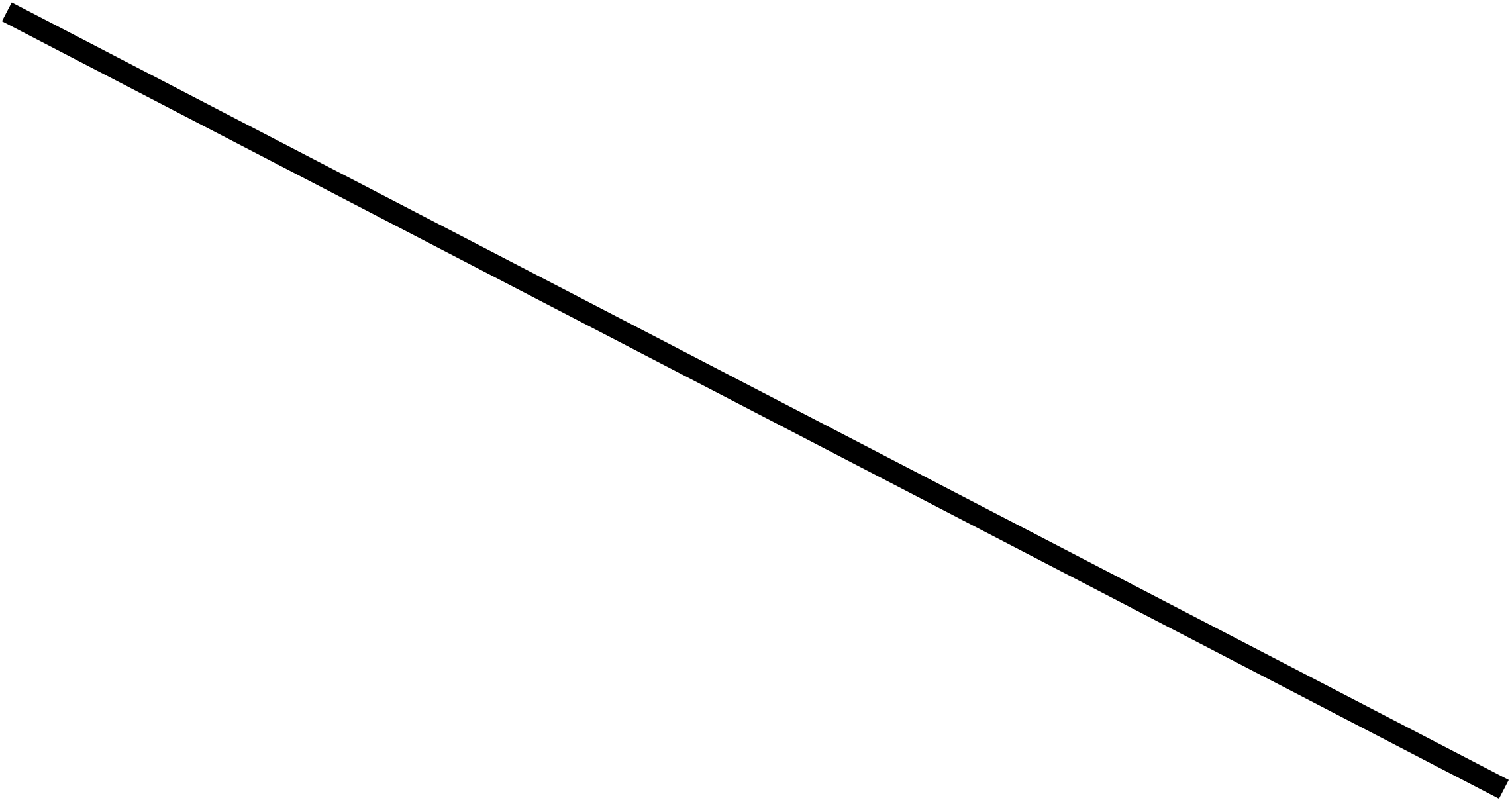




Demand Increase: Consumers  
buy 10 units more at all prices

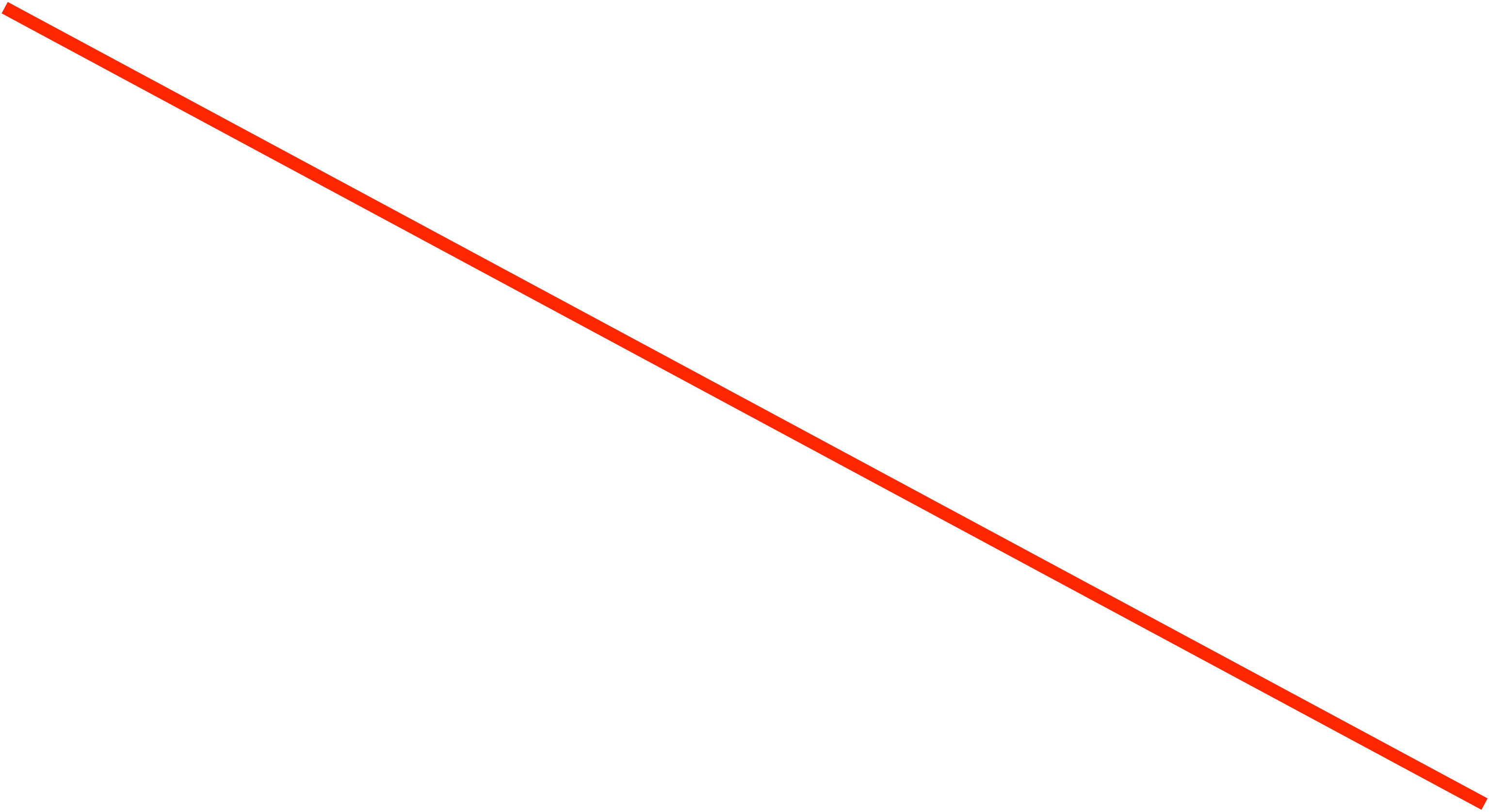
**P = 10**





Old Demand







P = 15



$$\text{New Demand} = \text{Old Demand} + 10$$



$$Q^d = 30$$

If  $P = 0$



NewQ<sup>d</sup> = 30-2P

If new Q<sup>d</sup> = 0

O=30-2P

2P = 30

$P = 30/2$

**P = 15**

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

$$Q^d = 20$$





If  $P = 0$

Parallel Shift

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

+10



+10




+10



$(P = 0; Q^d = 30)$



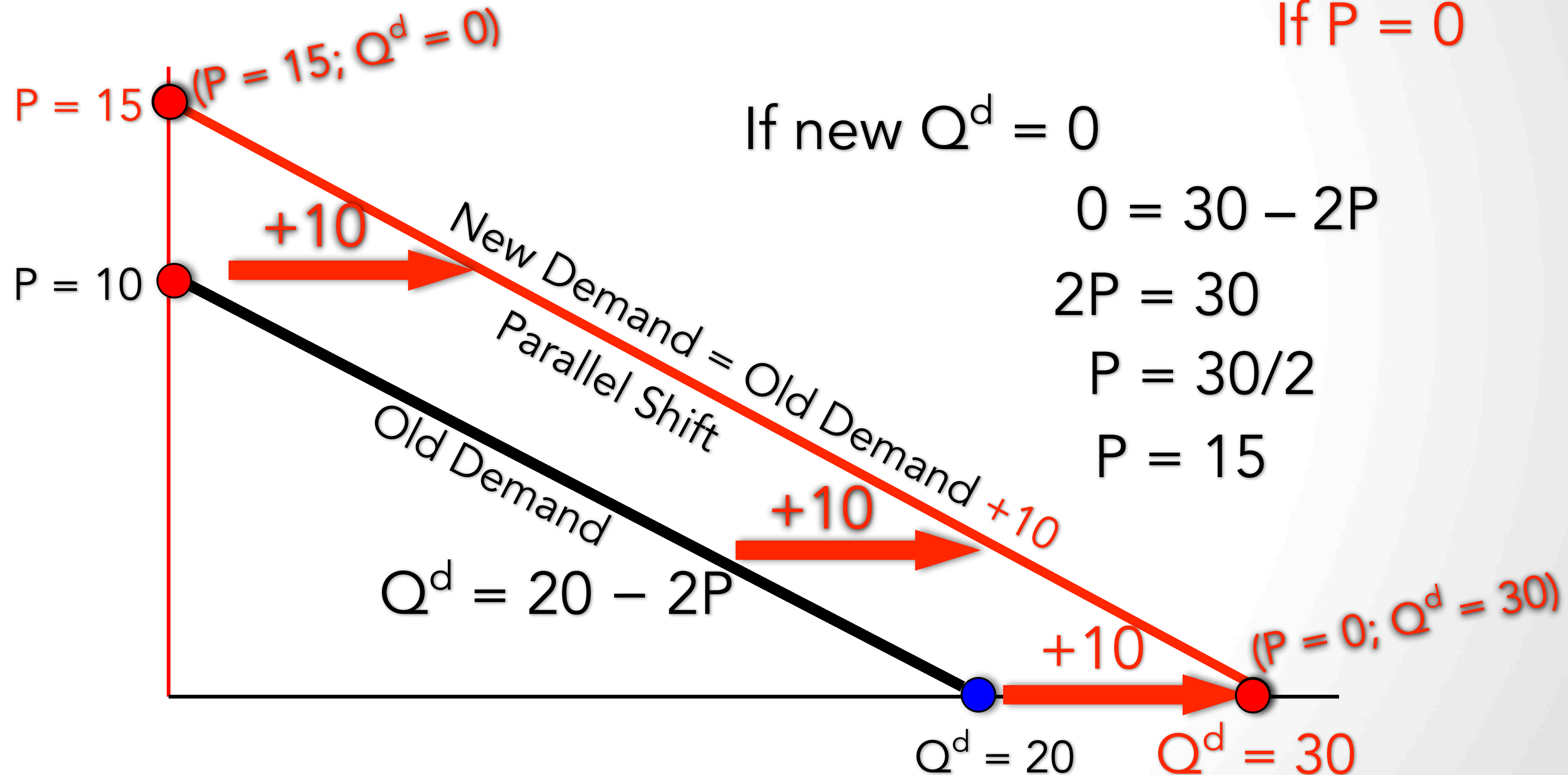



$$(P = 15; Q^d = 0)$$

Demand Increase: Consumers buy **10 units more** at all prices

$$\text{New } Q^d = 20 - 2P + 10$$
$$\text{New } Q^d = 30 - 2P$$

If  $P = 0$



If new  $Q^d = 0$

$$0 = 30 - 2P$$

$$2P = 30$$

$$P = 30/2$$

$$P = 15$$

