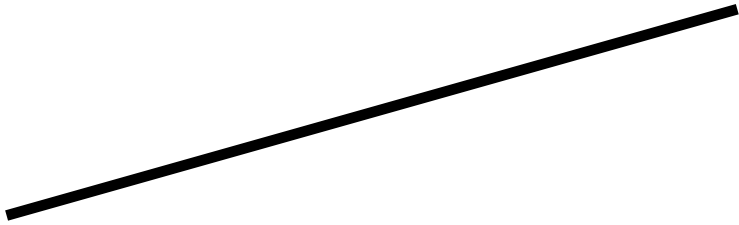
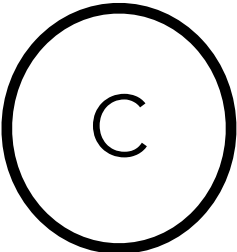


Use  
points C  
and D









30



10

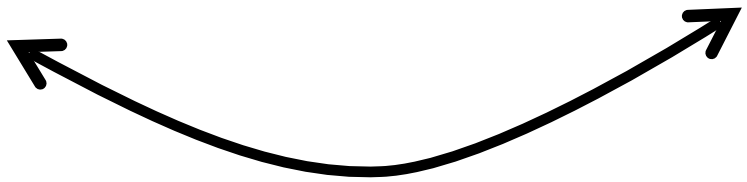




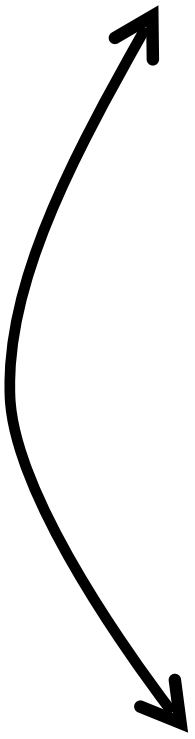
40



80



Use these two quantities

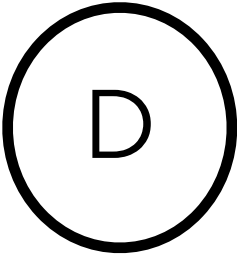


Use these two  
prices

To calculate the elasticity at one point:

Make "B" the Midpoint by using **any** two points which are the **same distance**  
from **B**







%Δ Qd =

$$(80-40) \div [(80+40)]/2$$
$$= 40 \div 60 = 0.67$$

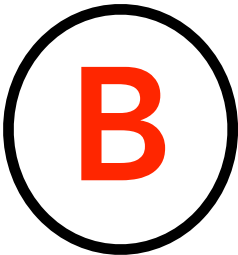
$\% \Delta \text{ Price} =$

$$(30-10) \div [(30+10)]/2$$

$$= 20 \div 20 = 1$$

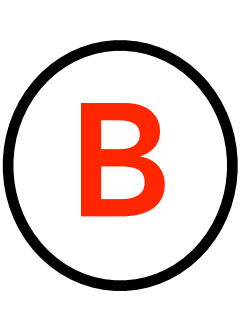
Price Elasticity of Demand at  
point B =  $0.67/1$   
=  $-0.67$







Always Negative:  
add a negative  
sign



To calculate the elasticity at one point: **B**

Make "B" the Midpoint by using **any** two points which are the **same distance** from **B**

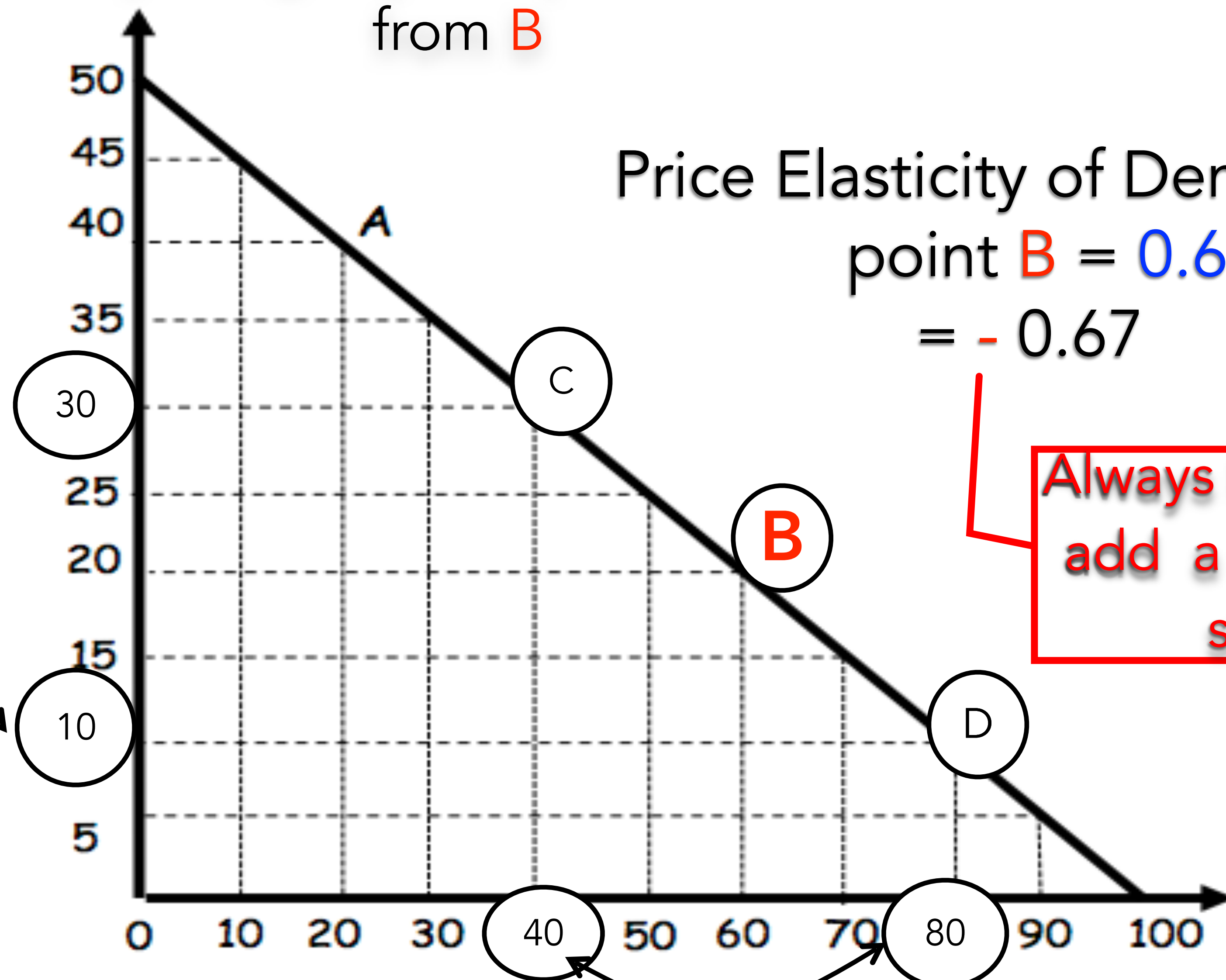
$\% \Delta Q^d =$

$$(80 - 40) \div [(80 + 40)] / 2 \\ = 40 \div 60 = 0.67$$

Use these two  
prices

$\% \Delta \text{Price} =$

$$(30 - 10) \div [(30 + 10)] / 2 \\ = 20 \div 20 = 1$$



Price Elasticity of Demand at  
point **B** =  $0.67 / 1$   
=  $-0.67$

Always Negative:  
add a negative  
sign

Use these two quantities

To calculate the Elasticity at point B

