





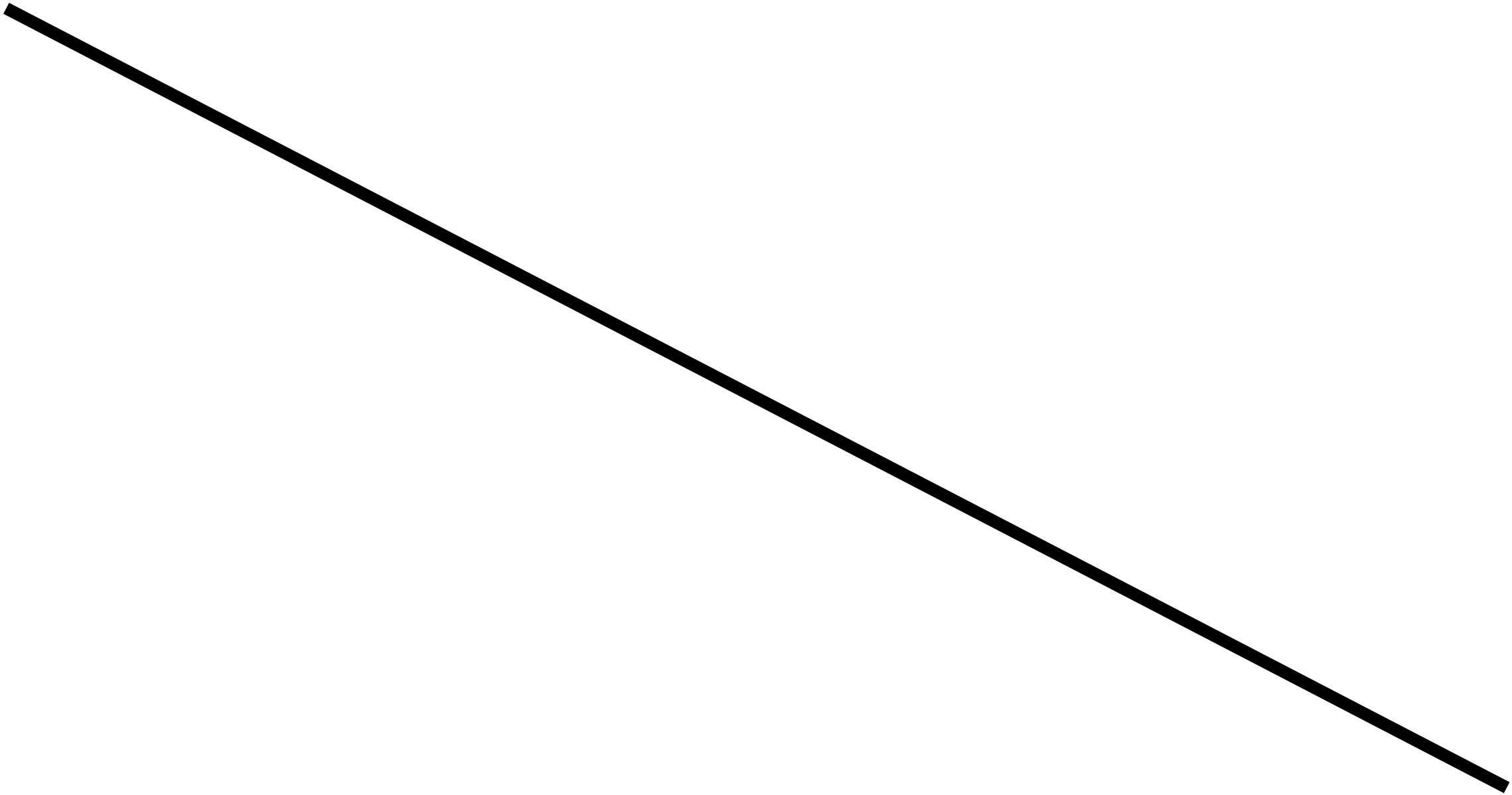


Price

Consumers buy 10  
units more at all prices

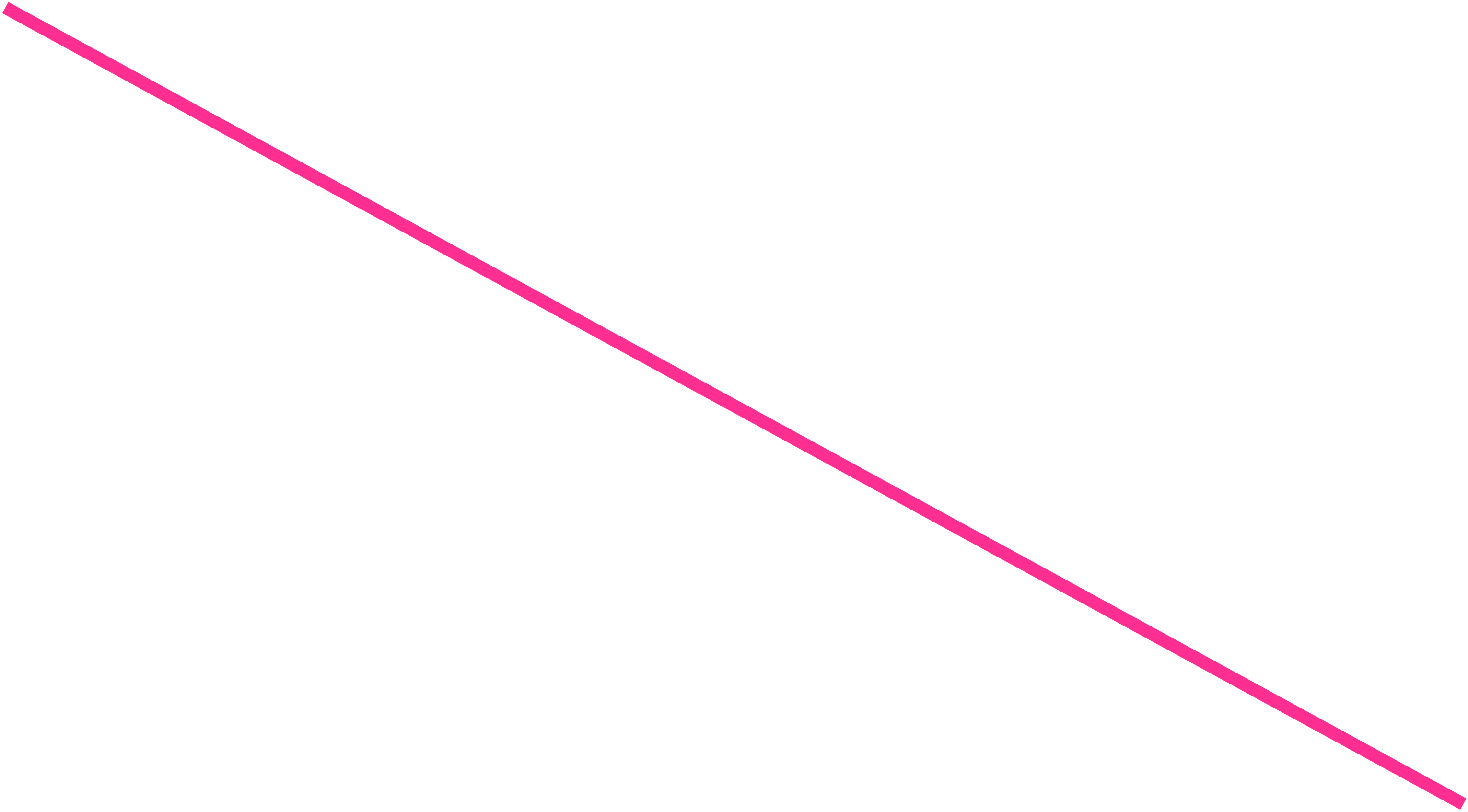
**P = 10**







Old Demand





P = 15





New Demand

$$Q^d = 30$$

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



$$Q^d = 20$$



Parallel Shift

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

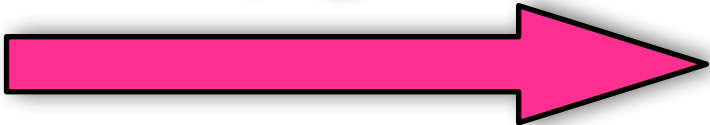
+10



+10



+10



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

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

