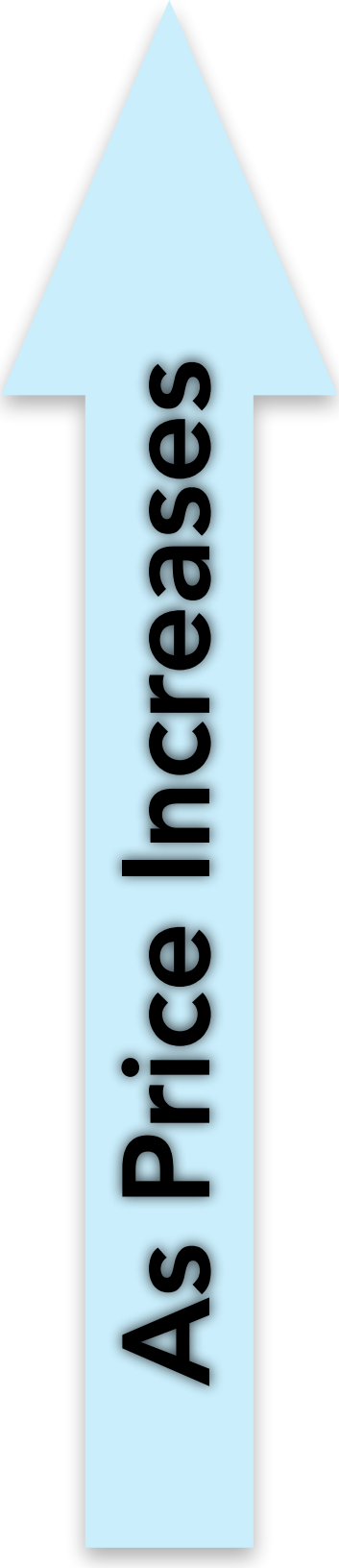
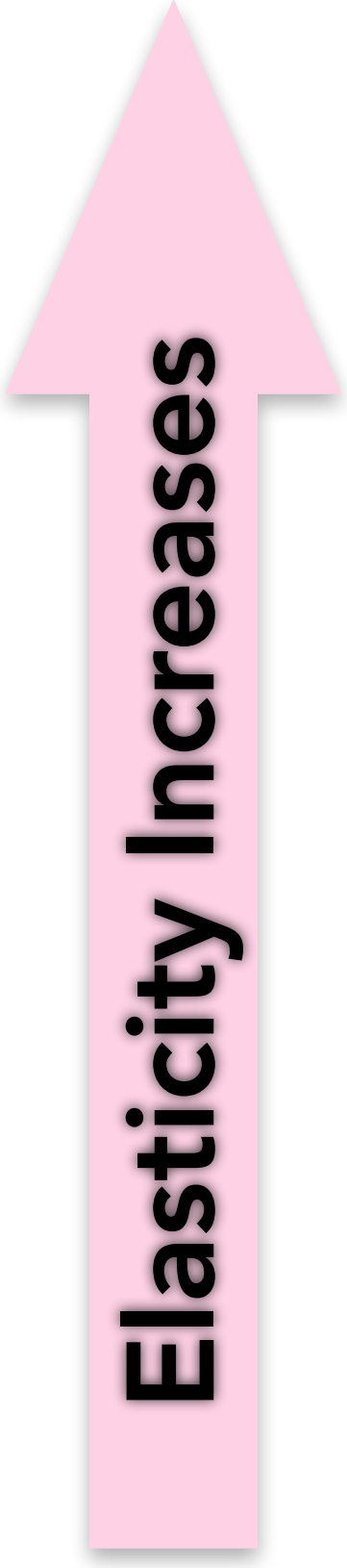


| Price | Q demanded | Elasticity |
|-------|------------|------------|
| 140 | 0 | |
| 130 | 5 | |
| 120 | 10 | |
| 110 | 15 | |
| 100 | 20 | |
| 90 | 25 | |
| 80 | 30 | |
| 70 | 35 | |
| 60 | 40 | |
| 50 | 45 | |
| 40 | 50 | |
| 30 | 55 | |
| 20 | 60 | |
| 10 | 65 | |
| 0 | 70 | |



As Price Increases



Elasticity Increases

-13.00

-6.00

-3.67

-2.50

-1.80

-1.33

-1.00

-0.75

-0.56

-0.40

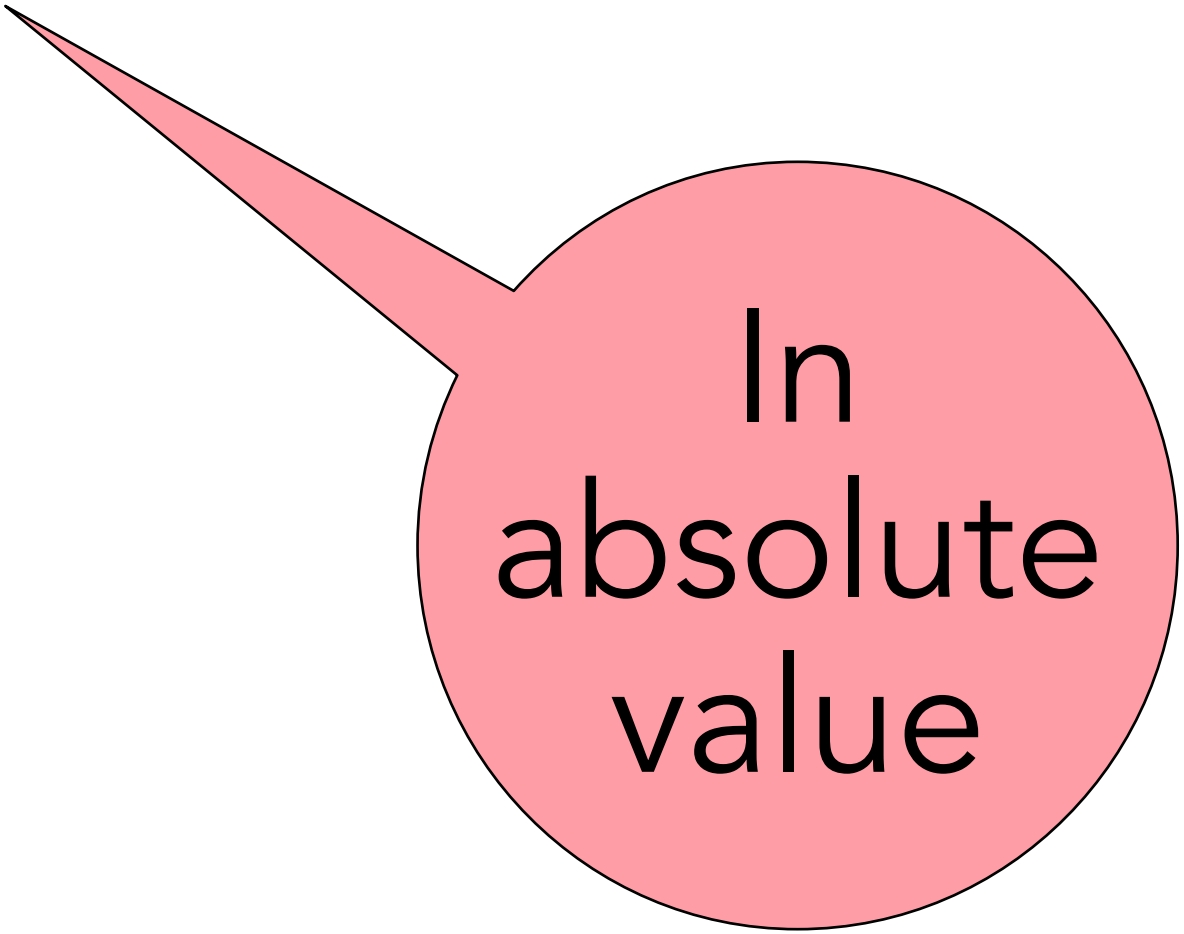
-0.27

-0.17

-0.08



Ignoring
the sign



In
absolute
value

If we calculate the
elasticity at all points
along a demand line:

13.00

6.00

3.67

2.50

1.80

1.33

1.00

0.75

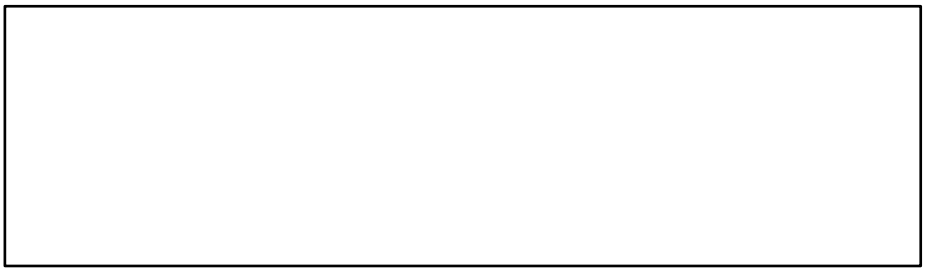
0.56

0.40

0.27

0.17

0.08









lel

If we calculate the elasticity at all points along a demand line:

| Price | Q demanded | e |
|-------|------------|------------|
| 140 | 0 | |
| 130 | 5 | 13.00 |
| 120 | 10 | 6.00 |
| 110 | 15 | 3.67 |
| 100 | 20 | 2.50 |
| 90 | 25 | 1.80 |
| 80 | 30 | 1.33 |
| 70 | 35 | 1.00 |
| 60 | 40 | 0.75 |
| 50 | 45 | 0.56 |
| 40 | 50 | 0.40 |
| 30 | 55 | 0.27 |
| 20 | 60 | 0.17 |
| 10 | 65 | 0.08 |
| 0 | 70 | |

As Price Increases

Elasticity Increases

In absolute value

Ignoring the sign

