



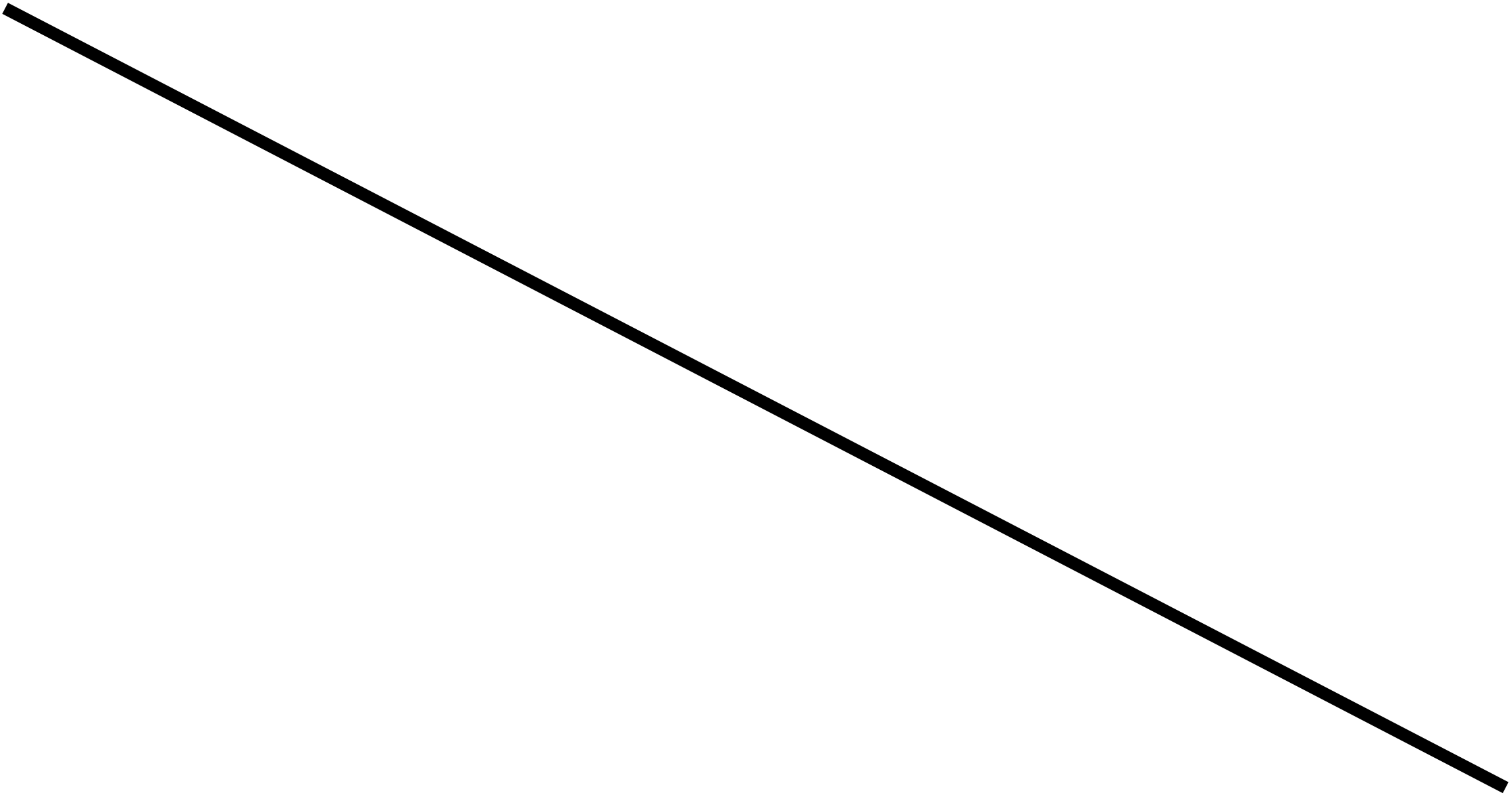




Consumers buy 20% more at all prices

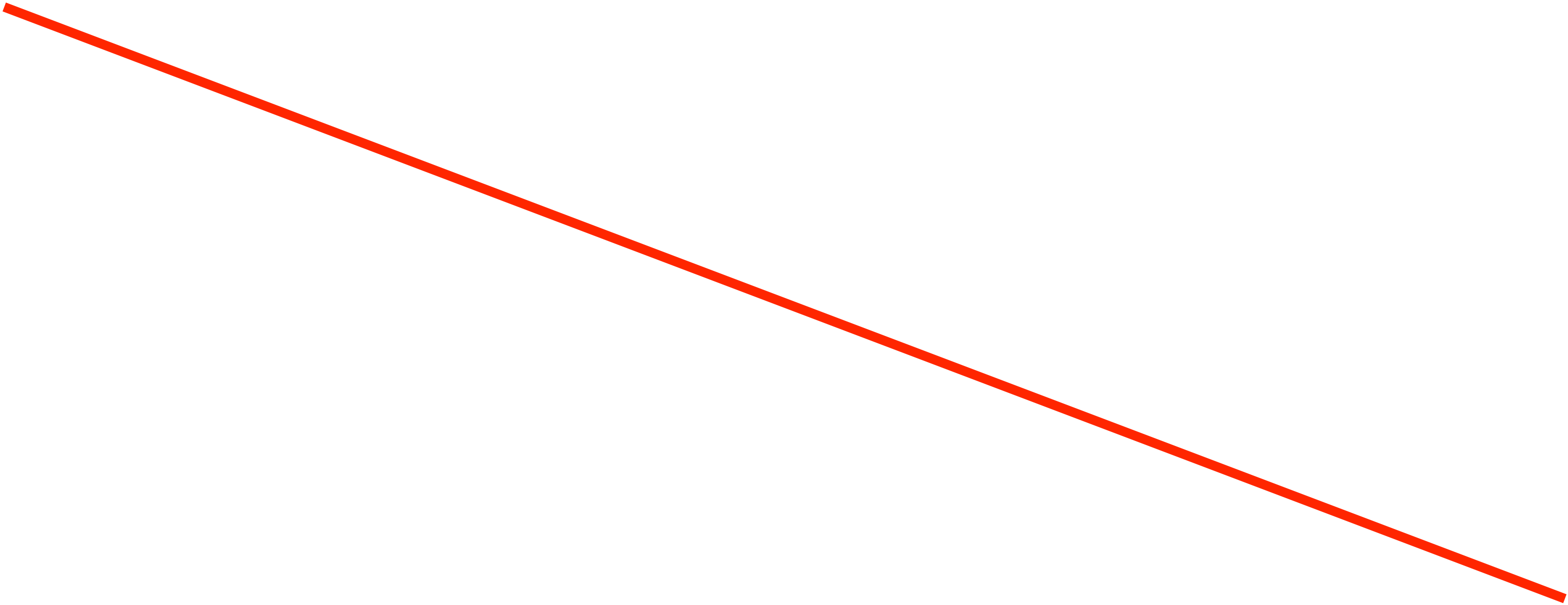
**P = 10**





Demand





P = 10



New Demand



$$Q^d = 20(1.2)$$

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

$$Q^d = 20$$







NOT Parallel Shift

$$Q^d \equiv (20 - 2P)(1.2)$$

Consumers buy 20% more at all prices

$$Q^d = (20 - 2P)(1.2)$$

