









P_0



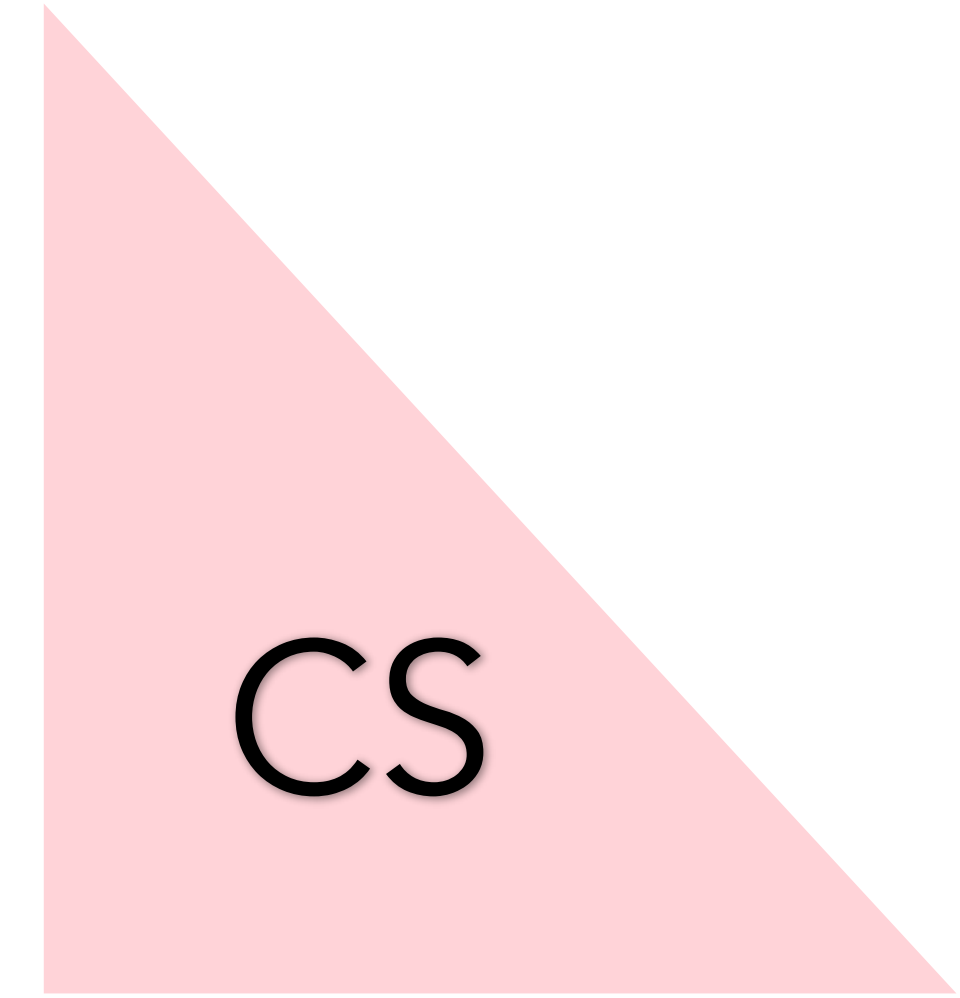
If the price is P_0

per unit



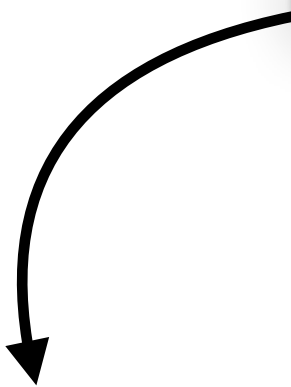
Willingness
to pay

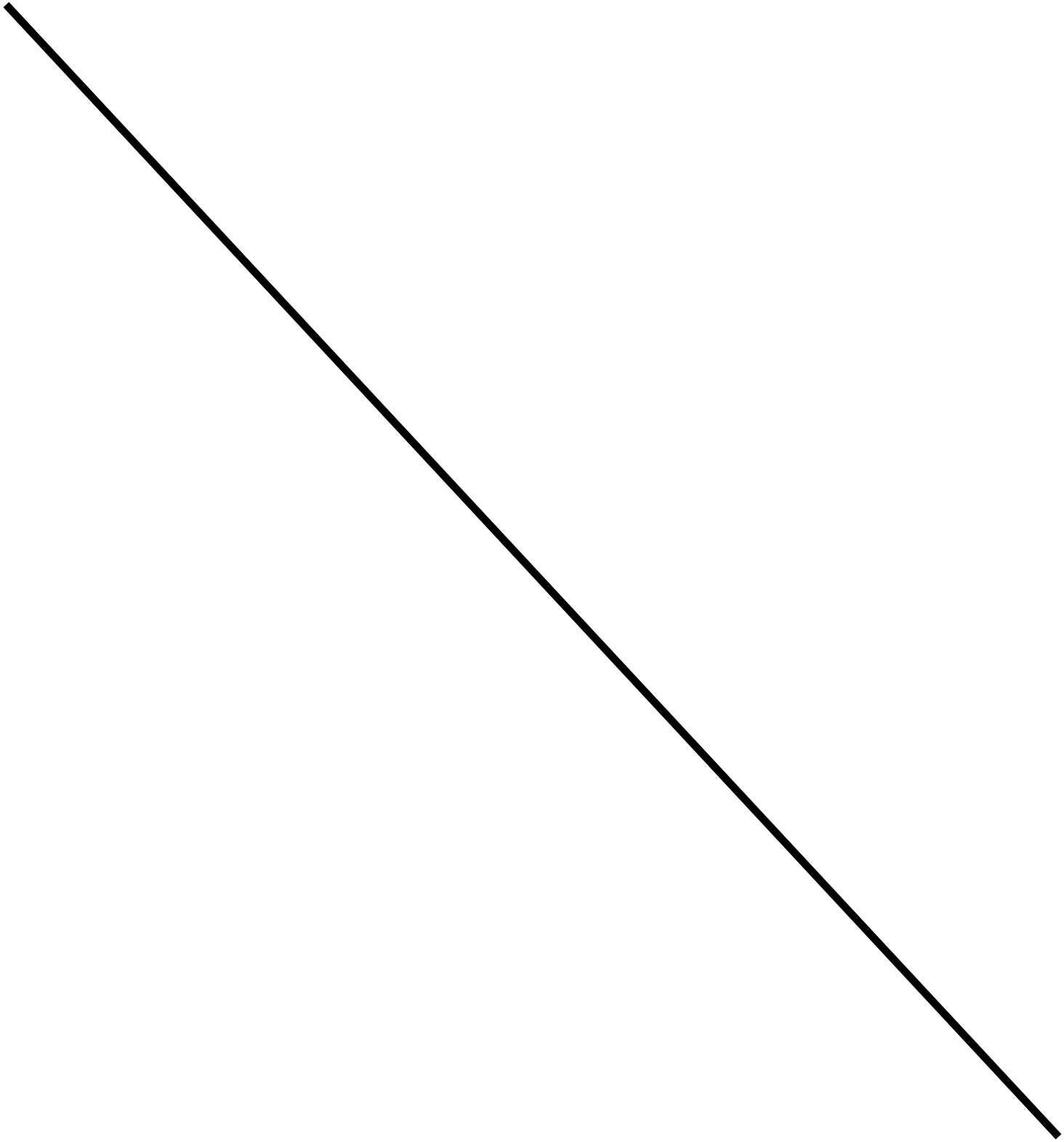
Consumer
Actually
pays $P_0 \times Q_0$



CS

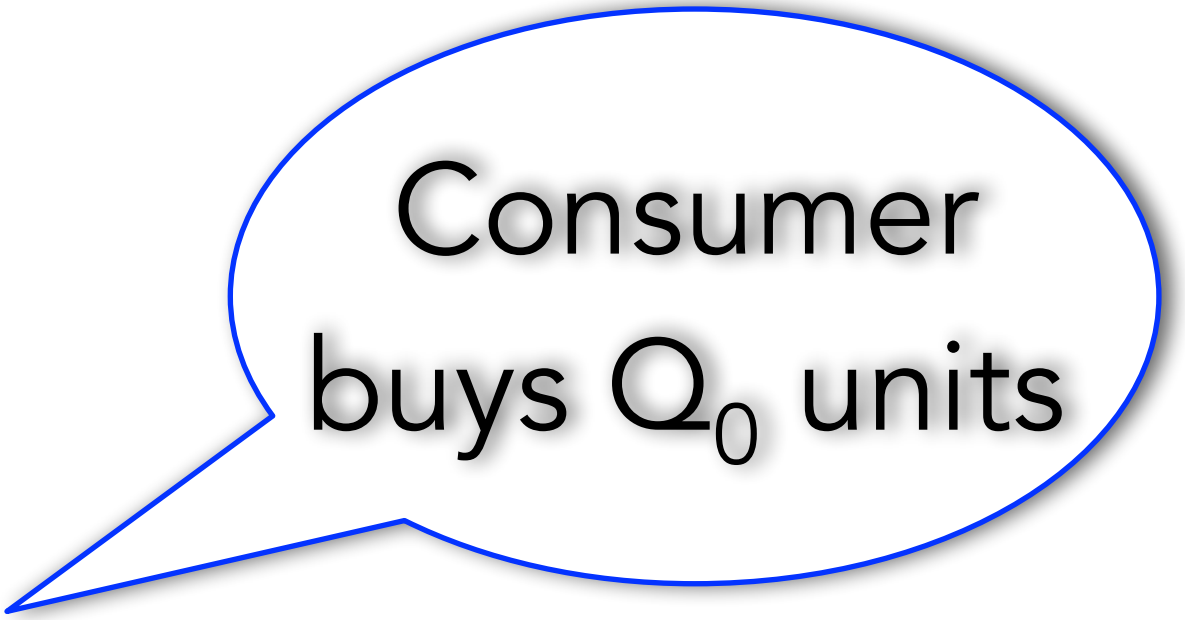
The difference between “value”
to the consumer and what s/he
actually pays is Consumer
Surplus







Q0

A blue speech bubble with a white fill and a blue outline. It has a tail pointing towards the bottom-left corner. Inside the bubble, the text "Consumer buys Q_0 units" is written in black.

Consumer
buys Q_0 units

The difference between “**value**”
to the consumer and what s/he
actually pays is Consumer
Surplus

