

Summarizing Price Elasticity of Demand

<i>Elasticity Coefficient</i>	<i>Term</i>	<i>Description</i>	<i>Impact on Total Revenue of</i>	
			<i>Price Increase</i>	<i>Price Decrease</i>
Greater than 1 $\epsilon_d > 1$	Elastic	Quantity demanded changes by a larger percentage than does price	Total revenue decreases	Total revenue increases
Equal to 1 $\epsilon_d = 1$	Unit elastic	Quantity demanded changes by the same percentage as does price	Total revenue is unchanged	Total revenue is unchanged
Less than 1 $\epsilon_d < 1$	Inelastic	Quantity demanded changes by a smaller percentage than does price	Total revenue increases	Total revenue decreases