

Assignment-5

Evaluate Consumer in dices Relative to One another.

| Age | Percent of total Minizt purchase | Percent of total Population | Index |
|-------|----------------------------------|-----------------------------|-------|
| 10-19 | 12% | 8% | 150 |
| 20-29 | 17% | 8% | 213 |
| 30-39 | 15% | 14% | 107 |
| 40-49 | 14% | 15% | 93 |
| 50-59 | 10% | 16% | 63 |
| 60-69 | 14% | 15% | 93 |
| 70-79 | 12% | 13% | 92 |
| 80-89 | 6% | 11% | 55 |

Formula:-

$$\frac{\text{Consumer Index}}{\text{Index}} = \frac{\% \text{ of Purchases}}{\% \text{ of Population}} \times 100$$

$$CI = 12/8 \times 100$$

$$= 1.5 \times 100$$

$$= 150\%$$

$$CI = 17/8 \times 100$$

$$= 2.125 \times 100$$

$$= 213$$

$$CI = 15/14 \times 100$$

$$= 1.07 \times 100$$

$$= 107$$

$$CI = 14/15 \times 100$$

$$= 0.93 \times 100$$

$$= 93$$

$$CI = 10/16 \times 100$$

$$= 0.625 \times 100$$

$$= 63$$

$$CI = 12/13 \times 100$$

$$= 0.92 \times 100$$

$$= 92$$

$$CI = 14/15 \times 100$$

$$= 0.93 \times 100$$

$$= 93$$

$$CI = 6/11 \times 100$$

$$= 0.545 \times 100$$

$$= 55$$

8.2