Assignment - 5

Consumer index

Age	Percent of total MinizT purchases	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

$$\text{customer index} = \frac{\% \text{ of purchasers}}{\% \text{ of population}} \times 100$$

$$10-19 = \frac{12\%}{8\%} \times 100 = 150$$

$$20-29 = \frac{17\%}{8\%} \times 100 = 213$$

$$30-39 = \frac{15\%}{14\%} \times 100 = 107$$

$$40-49 = \frac{14\%}{15\%} \times 100 = 93$$

$$50-59 = \frac{10\%}{16\%} \times 100 = 63$$

$$60-69 = \frac{14\%}{15\%} \times 100 = 93$$

$$70-79 = \frac{12\%}{13\%} \times 100 = 92$$

$$80-89 = \frac{6\%}{11\%} \times 100 = 15$$