

Assignment - 5

Evaluate consumer indices relative to one another.

Age	Percent of total MuzIT 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

Formula

$$\text{Customer Index} = \frac{\% \text{ of purchasers}}{\% \text{ of population}} \times 100$$

Soln:

$$\begin{aligned}
 CI &= \frac{12}{8} \times 100 \\
 &= 1.5 \times 100 \\
 &= 150
 \end{aligned}$$

$$CI = 17\frac{1}{8} \times 100$$

$$= 2.125 \times 100$$

$$= 213$$

$$CI = 15\frac{1}{14} \times 100$$

$$= 107$$

$$CI = 14\frac{1}{15} \times 100 = 93$$

$$CI = 10\frac{1}{16} \times 100$$

$$= 63$$

$$CI = 14\frac{1}{15} \times 100$$

$$= 93$$

$$CI = 12\frac{1}{13} \times 100$$

$$= 92$$

$$CI = 6\frac{1}{11} \times 100$$

$$= 55\%$$

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