

Assign 5

Evaluate Consumer or other selection in area 100

Age	Percent of Total Purchases	Percent of total Population	
10-19	12%	8%	150
20-29	17%	8%	212.5
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:

$$\left. \begin{array}{l} \text{Consumer} \\ \text{Index} \end{array} \right\} = \frac{\% \text{ of Purchases}}{\% \text{ of Population}} \times 100$$

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

$$\begin{aligned} CI &= 14/15 \times 100 \\ &= 93 \end{aligned}$$

$$\begin{aligned} CI &= 17/8 \times 100 \\ &= 2.125 \times 100 \\ &= 213 \end{aligned}$$

$$\begin{aligned} CI &= 12/13 \times 100 \\ &= 92 \end{aligned}$$

$$\begin{aligned} CI &= 6/11 \times 100 \\ &= 55\% \end{aligned}$$

$$CI = 14/15 \times 100 = 93$$

$$\begin{aligned} CI &= 10/16 \times 100 \\ &= 63 \end{aligned}$$