Evaluate Consumer indices Relative to one another.

Age	Percent of Total Mini ZT 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

$$\underline{\frac{Customer}{Index}} = \frac{\text{·/. of Purchases}}{\text{·/. of Population}} \times 100$$

Sol

$$CI = \frac{12}{8} \times 100$$

$$= 1.5 \times 100$$

$$= 150$$

$$CI = \frac{17}{8} \times 100$$
$$= 2.125 \times 100$$
$$= 213$$

$$CI = \frac{15}{14} \times 100$$
$$= 107$$

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

$$CI = \frac{10}{16} \times 100$$
$$= 63$$

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

$$CI = \frac{12}{13} \times 100$$
$$= 92$$

$$CI = \frac{6}{11} \times 100$$
$$= 55 \%$$