





Big base

Height

Small base

$$\text{Area} = \frac{(\text{Big base} + \text{Small base}) \times \text{height}}{2}$$

To calculate how much the consumer is willing to pay for 7 hours of cell phone service, we calculate this area:

The formula to calculate this area is:

To calculate how much the consumer is willing to pay for 7 hours of cell phone service, we calculate this area:

The formula to calculate this area is:

$$\text{Area} = \frac{(\text{Big base} + \text{Small base}) \times \text{height}}{2}$$



