

gum in the lecture. If I get \$92.66 for mentioning it 10 times, how many times would I have to mention it to get \$100?

(Note: It doesn't matter which log we use; we'll get different constants of proportionality but the same answer.) If we use \ln , then she pays $f(x) = k \ln(x)$. Plug in $f(10) = 92.66$ and solve to get $k \approx 40.243$. Now set $f(x) = 40.243 \ln(x) = 100$ and solve: $\ln(x) = 100/40.243 \approx 2.485$, so $x \approx e^{2.485} \approx 12$. **So I need to mention it 12 times. If we use \log_{10} , then the calculations are similar, but $k = 92.66$.**

5. Let $f(t)$ be the number of new cars and trucks sold in the United States in year t . We have the following data (from econstats.com and NADA).

t	$f(t)$
2001	17,121,900
2002	16,817,500
2003	16,634,700
2004	16,866,500

(a) Estimate $f'(2004)$.

(b) Use your answer to (a) to estimate the number of new cars and trucks sold in the United States in 2006.

(a) We'll use the average rate of change from 2003 to 2004, namely $(16,866,500 - 16,634,700)/(2004-2003)=231,800$. (b) We want $f(2006)$. The number sold is increasing by roughly $f'(2004) \approx 231,800$ per year, so in the two years from 2004 to 2006 it will increase by roughly $2 \cdot 231,800=463,600$, so $f(2006)$ is roughly $16,866,500 + 463,600 = 17,330,100$.