

Problem Solving

An advertising firm runs an ad on TV and radio; 21 percent of people heard it on the radio and 33 percent of people saw it on TV. Just 10 percent of the population both heard the ad on the radio and saw it on TV.

(a) What percent of the people in the area has neither seen nor heard the ad?

(b) What percent of the people in the area only heard the ad on the radio or only saw the ad on TV?