

^1H qNMR of 1-bromo-3,5-bis(1-hydroxy-1-methylethyl)benzene (**2**) (500 MHz, CDCl_3)

$$\text{Molar ratio} = \frac{(I_{\text{cpd}}/nH_{\text{cpd}})}{(I_{\text{std}}/nH_{\text{std}})} = \frac{(1.00/1)}{(8.36/9)} = 1.08$$

$$\text{wt}\% = \frac{\text{mg}_{\text{std}} \times \text{MW}_{\text{cpd}} \times \text{molar ratio} \times P_{\text{std}}}{\text{mg}_{\text{cpd}} \times \text{MW}_{\text{std}}} = \frac{7.9 \times 273.17 \times 1.08 \times 1.00}{14.3 \times 168.19} = 97\%$$

