Ex: Sam’s speed started at $45\text{ mph}$ and went to $60\text{ mph}$. What was Sam's percent increase?

\[
\frac{60 - 45}{45} = \frac{15}{45} = 0.3 = 33.3\% \text{ increase}
\]

Solve:
During a sale the price was reduced from $100$ to $70$. What is the percent decrease?