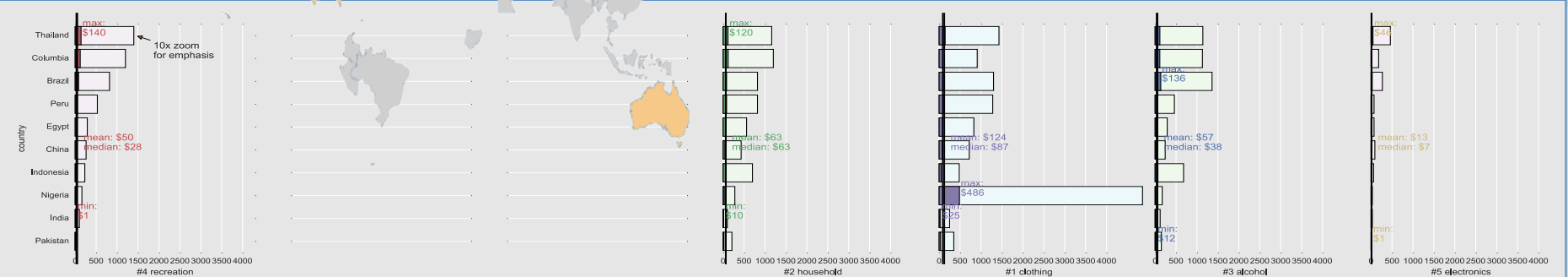
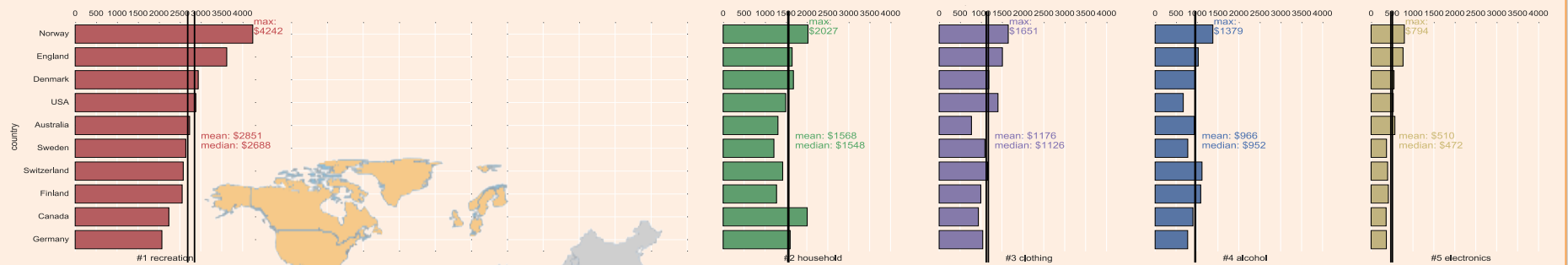
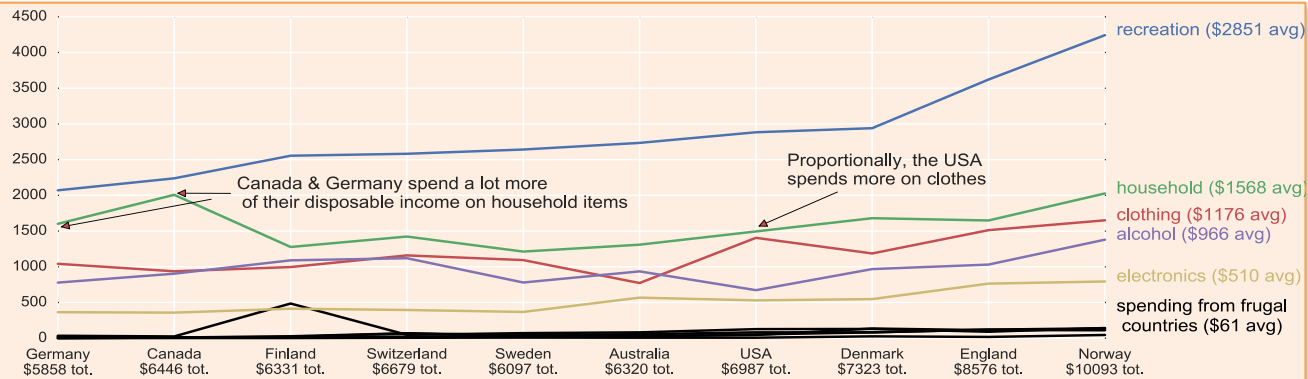


The Big Spenders

These 10 countries (in orange on the map) are the highest spenders. They all have high GDP per capita and disposable incomes. However, 3 countries spend less on recreation than their total \$ spend amount would suggest, namely Canada (#9), Finland (#8) and Switzerland (#7). Their ranking based on total would have been Finland (#7), Canada (#6), and Switzerland (#5), between Australia and USA



These 10 countries (in grey on the map) are the lowest spenders. Most of it is spent on needs (clothing, households) vs non essentials.

Recreation and electronics make the bottom of their spending list. Comparing with the top 10 countries, even if they spent an order of magnitude more in each category, only clothing would be in the same ball park as the spending levels from the Big Spenders.

The Frugals

Design: Francois Dion

