**FE LAB – Assignment**

**Analysis of Graph and Critical Report**

**Introduction:**

The bar graph provided illustrates the spending on six consumer goods across four European countries, measured in pounds sterling.

**Overview:**

The overall trend in the graph indicates that Britain had the highest spending on all six consumer goods, followed by France, Italy, and Germany. However, there are variations in spending patterns among the countries. For instance, Britain spent significantly more on photographic film and personal stereos compared to the other three countries. France led in spending on photographic film and CDs, while Italy allocated the highest budget to toys. Lastly, Germany evenly distributed expenditures among photographic film, perfumes, and tennis racquets.

**Detail:**

To delve into specifics, Britain's highest spending was on photographic film, averaging £170 per person, followed by France with £165. Italy and Germany reported lower expenditures on photographic film, with figures of £155 and £150 per person, respectively. This might be linked to the increasing popularity of digital photography in 2010, with Britain potentially slower to adopt this technological shift.

Additionally, Britain topped the spending on toys, with an average of £167 per person, surpassing France and Italy at £158 per person each. Germany, however, reported a lower budget for toys, averaging £145 per person.

Furthermore, Britain led in spending on CDs, with an average of £165 per person, while France trailed with £158. Italy and Germany reported lower expenditures on CDs, with figures of £150 and £145 per person, respectively. This might be attributed to the varying popularity of music streaming services across the four countries in 2010.

Moreover, Britain secured the highest position in spending on perfumes, averaging £160 per person, followed by Italy with £155. Germany and France reported lower expenditures on perfumes, with figures standing at £150 and £147 per person, respectively. This could be linked to France's renowned perfume industry, leading to a preference for domestic perfume brands among French consumers.

Additionally, both Britain and Italy led in spending on tennis racquets, averaging £160 per person, followed by Germany with £150. France reported a lower expenditure on tennis racquets, averaging £145 per person. This disparity may be associated with the varying popularity of tennis across the four countries.

Lastly, Britain emerged as the top spender on personal stereos, averaging £155 per person, followed by Italy with £150. France and Germany reported lower expenditures on personal stereos, with figures of £147 per person. This could be attributed to the surging popularity of portable MP3 players in 2010, with Britain potentially exhibiting a swifter adoption of this novel technology.