

# Average weekly spending by families

## SAMPLE ESSAY

## NOTES

### INTRO

The chart illustrates the weekly expenditure patterns of families in 1968 and 2018. It compares the percentage of weekly income allocated to various categories of spending, highlighting notable changes over the 50-year period.

### OVERVIEW

Overall, the data reveals significant shifts in family expenditure over the half-century, with certain trends, such as spending on household goods, remained stable, while others, particularly in food and leisure, underwent dramatic changes.

### DETAIL 1

The most significant decline in spending was observed in food expenditure, which fell sharply from 35% in 1968 to between 15% and 20% in 2018. Other categories, such as clothing and personal goods, also experienced modest decreases, maintaining relatively low expenditure levels of 5%, while fuel and power costs remained the least prioritized items in both years accounted for 4% to 6%.

### DETAIL 2

Conversely, the most striking increases in expenditure occurred in the housing, transport, and leisure sectors. In 2018, families allocated almost 20% of their weekly income to housing and 14% to transportation, marking a rise from approximately half of those percentages in 1968. Similarly, spending on leisure activities saw a substantial boost, soaring by approximately 15% over the past five decades.