





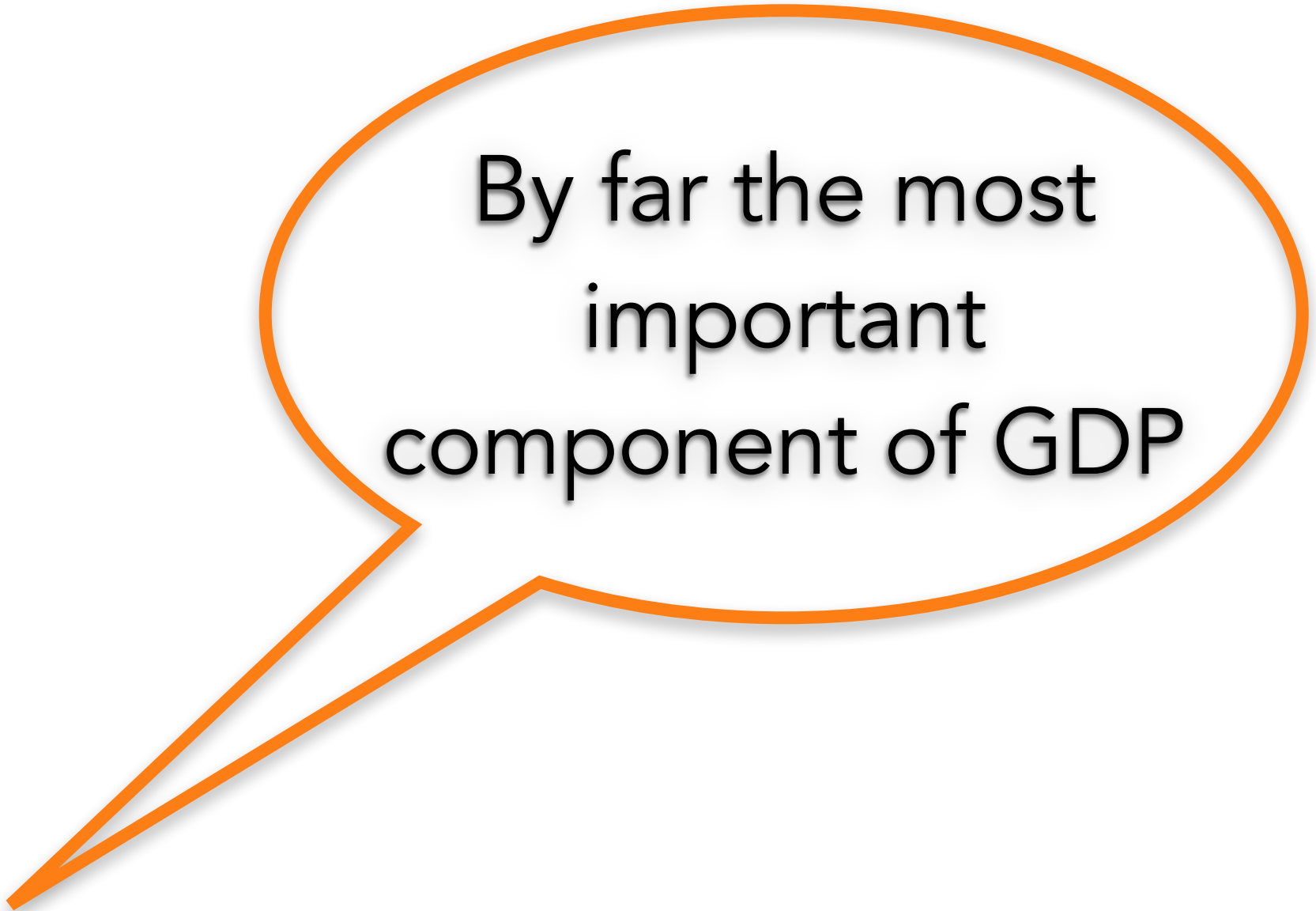
# 1. Consumption

Expenditures in consumer goods are 70%  
of GDP



By far the most  
important  
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Consumers make or break the economy



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What determines consumer  
spending?