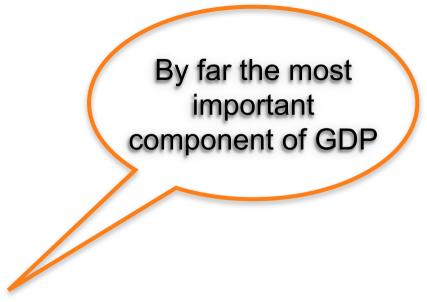
## 1.Consumption

#### Expenditures in consumer goods are 70% of GDP



#### Consumers make or break the economy

By far the most important component of GDP

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# What determines consumer spending?