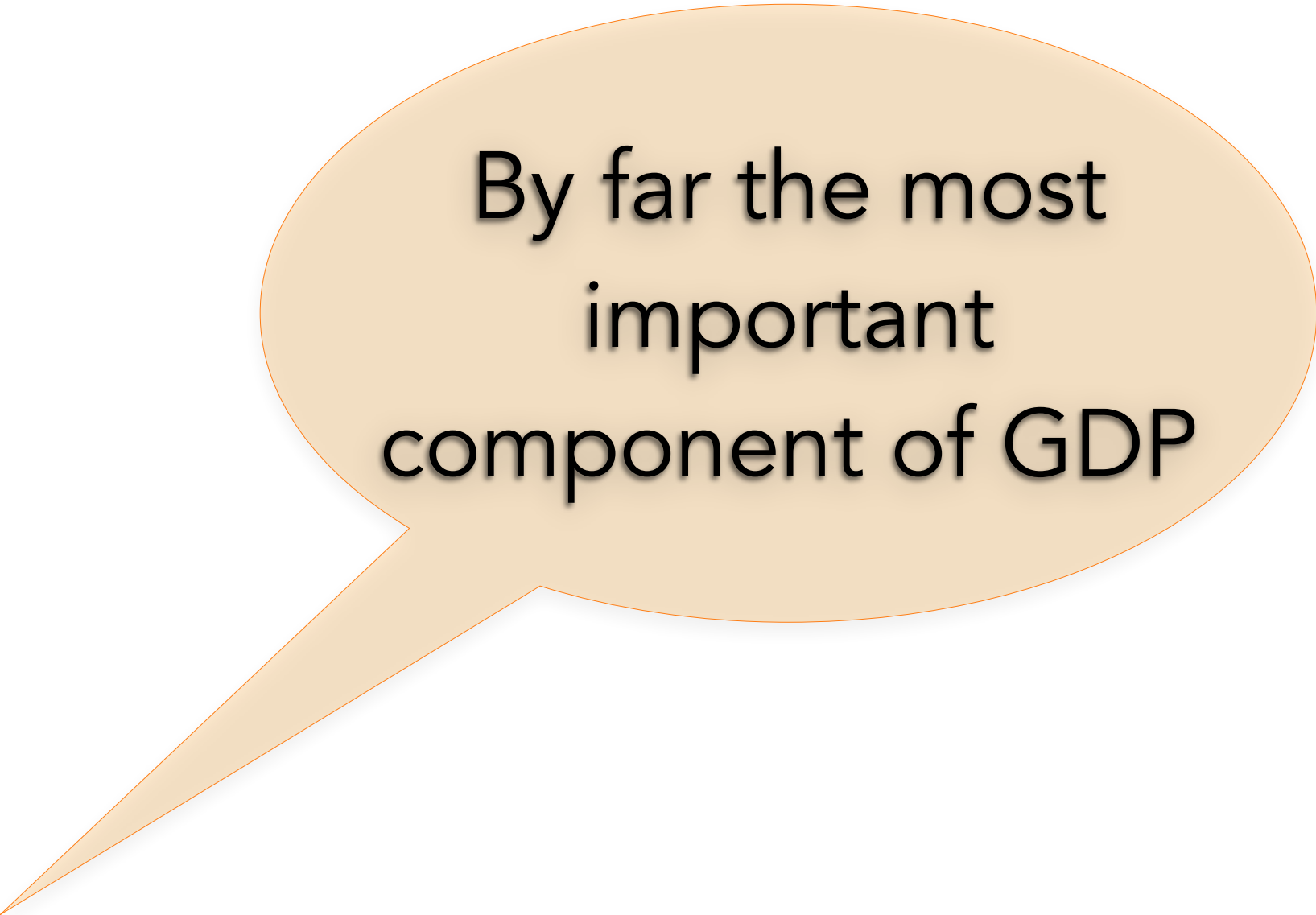




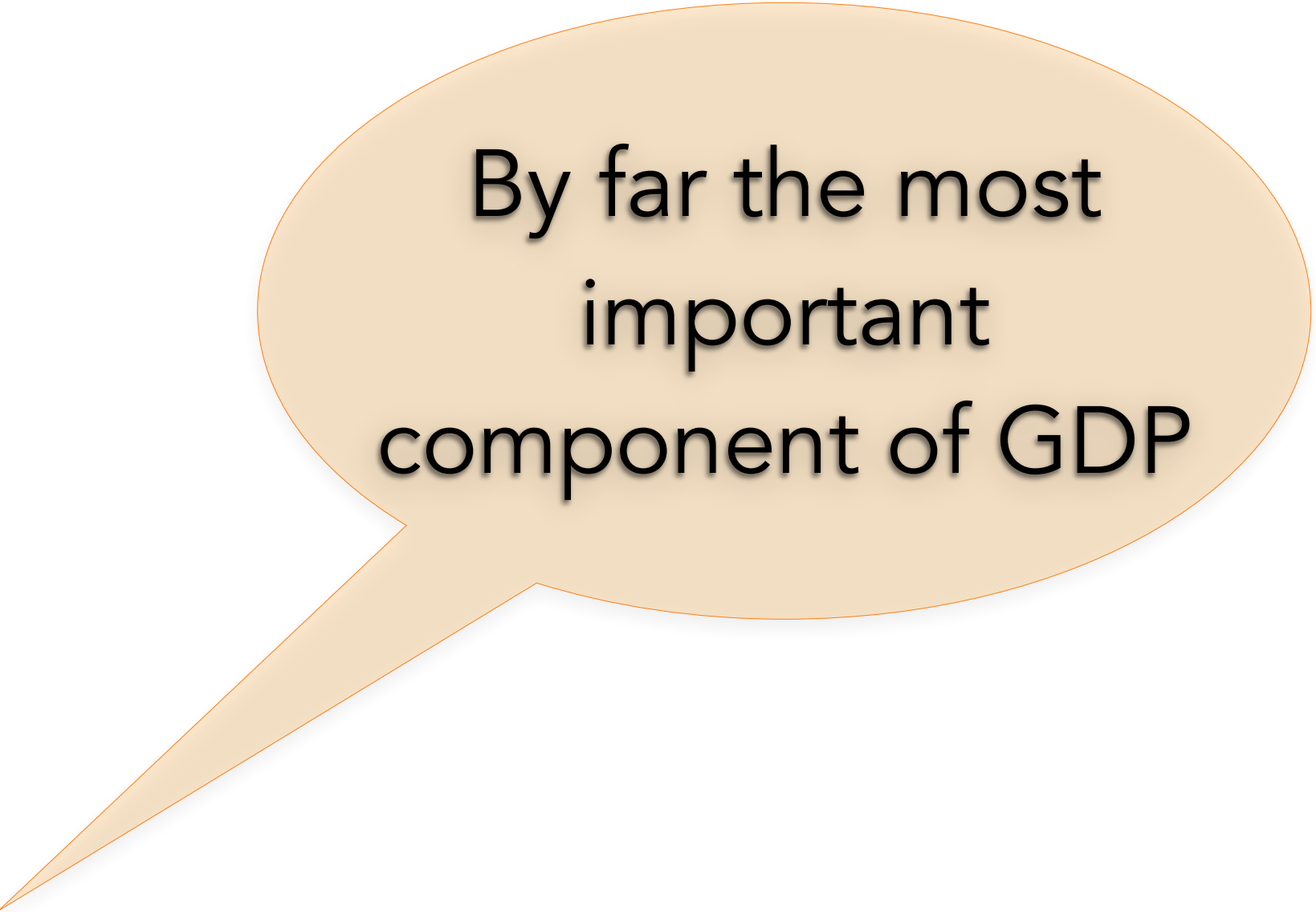
1. Consumption

Expenditures in consumer goods are 70% of GDP



By far the most
important
component of GDP

Consumers make or break the economy



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What determines consumer spending?