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INFORMATIVE REPORT MEMORANDUM FOR THE NATIONAL MARKETING COUNCIL As requested, information regarding the purchasing patterns of the consumers across the nation was gathered. The information contains the general expenditures by age of primary provider (family of four). The information included consumption of food, tobacco and liquor, housing, clothing, personal care, medical care, recreation, reading, education, transportation and other expenditures. The following table summarizes the consumption:   
Percentage distribution of expenditures of consumption   
Under 25   
25-34   
35-44   
45-54   
55-64   
65-74   
75 and Over   
Food   
21. 6   
23. 2   
24. 8   
24   
24. 9   
25. 7   
26. 7   
Tobacco and liquor   
3. 3   
3. 5   
3. 6   
3. 7   
3. 3   
2. 9   
1. 7   
Housing   
30. 7   
31. 3   
23. 5   
27. 2   
28. 8   
32. 6   
35. 9   
Clothing   
9. 5   
10. 0   
11. 3   
11. 4   
9. 8   
7. 7   
6. 4   
Personal Care   
2. 8   
2. 8   
2. 9   
2. 9   
2. 9   
2. 8   
2. 7   
Medical Care   
5. 7   
6. 0   
5. 8   
6. 0   
7. 4   
9. 4   
12. 0   
Recreation   
4. 6   
4. 5   
4. 4   
4. 1   
3. 5   
2. 7   
1. 7   
Reading   
0. 8   
0. 9   
0. 9   
0. 9   
1. 0   
1. 1   
1. 2   
Education   
1. 1   
0. 8   
1. 2   
1. 9   
0. 8   
0. 4   
0. 2   
Transportation   
18. 8   
15. 6   
14. 4   
15. 1   
14. 6   
12. 5   
8. 7   
Other expenditures   
1. 0   
1. 4   
2. 1   
2. 8   
2. 9   
2. 4   
2. 7   
Expenditures by age of primary provider (family of four)   
According to the table, the three major consumptions include housing followed by food, then transportation. Therefore, any business that focuses on these three products would highly prosper. A considerable number of people spend money on clothing and medical care at an almost equal rate. The reading level and education in this region is minimal; therefore, the business of selling books or opening schools would not prosper.