

Informative report

Business



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.