USA

Share of U.S. household consumer expenditures by major categories, 2016

Category	%
Housing	33.0
Transportation	15.8
Food	12.6
Personal insurance, pensions	11.9
Healthcare	8.0
Entertainment, alcoholic beverages	5.9
Other	3.5
Apparel	3.1
Savings	3.6
Education	2.5

Note: "Other" includes personal care products, tobacco, and miscellaneous expenditures.
Source: USDA, Economic Research Service using data from the U.S. Bureau of Labor Statistics, Consumer Expenditure Survey, 2016.

EUROPE

2016

- Housing, water, electricity, gas and other fuels — 24.5 %
- Transport — 12.9 %
- Food and non-alcoholic beverages — 12.2 %
- Miscellaneous goods and services — 11.5 %
- Restaurants and hotels — 8.6 %
- Recreation and culture — 8.5 %
- Furnishings, household equipment and routine household mainten. — 5.5 %
- Clothing and footwear — 4.9 %
- Alcoholic beverages, tobacco and narcotics — 3.9 %
- Health — 3.9 %
- Communications — 2.5 %
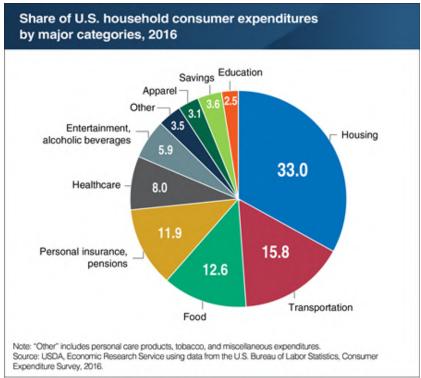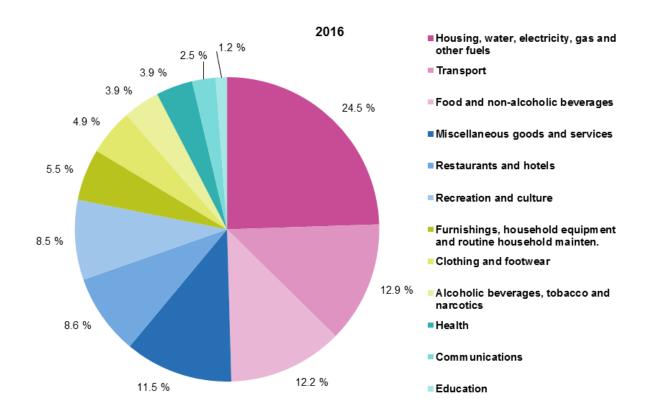- Education — 1.2 %

Option A

- **General message (Summary)**

- **Number of triangles in the pie chart**

- **Is code colouring important?**

- **Similarities between regions / countries / continents**

- **Differences between regions**

- **Information that catches your attention:**

  The biggest difference is …

  Something that catches my attention is…

  It's important to mention …

  The diagram also explains that ...

- These two pie charts show the expenditure of an average family in 2016 both in the USA and Europe.

- Each pie chart uses different code colouring to show several concepts such as housing, transportation health and so on…

- We are going to analyse similarities and differences between both charts.

- As for the similarities , in both regions housing , transportation and food take the biggest part of households income.

- But differences between both regions are more numerous :

  * People in the Usa set more money aside for insurance and pension schemes.

  * The American average family also uses more money for health matters.

  * On the other side , European spend more on clothing and footwear.

  * In both areas the concept on which least money is spent is education ,however Americans spend double than Europeans.

- This poster explains how the industry of clothing is affecting the planet and some people badly.
- This industry has become the one that needs most workers in the world. In fact, 40 million people are working producing clothes all over the world. Globally speaking, 1 out of 6 people works in this field.
- Only in Bangladesh can we find 5ooo factories with 4 million people working so as Western people can have their garments as fast as possible..
- The poster also highlights the fact that 85% of these workers are women and they usually receive a salary of 3$ a day.