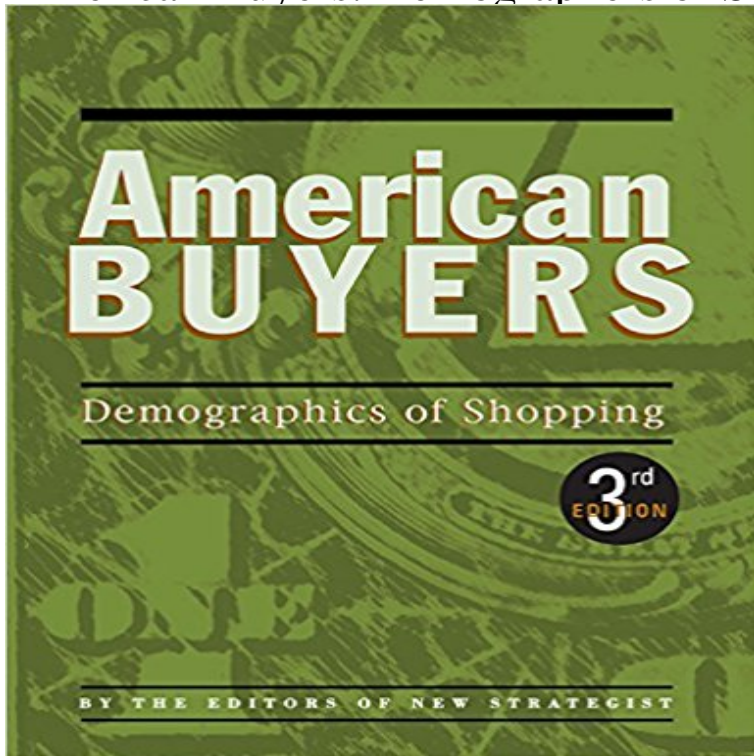


American Buyers: Demographers of Shopping, 3rd Edition



American Buyers: Demographics of Shopping presents 2012 spending data in a groundbreaking guide to buying patterns, essential information in these difficult economic times. While most businesses have a feel for what is happening in their own establishment, American Buyers lets them see the big picture beyond their walls or web site. Its unique weekly and quarterly spending data, which are not available online, show the percentage of households that buy individual products and services and how much buyers pay for them, all broken down by the demographics that count age, household income, household type, race and Hispanic origin, region of residence, and education. American Buyers includes weekly and quarterly buying data for hundreds of items organized into 10 chapters apparel, entertainment, financial, food and alcohol, gifts, health care, household operations, shelter and utilities, transportation, and a chapter encompassing personal care, reading, education, and tobacco. The raw spending data in American Buyers are not available on any government website. They were obtained by special request from the Bureau of Labor Statistics and provide a unique look at household shopping behavior in the United States. New Strategist's created hundreds of tables to reveal how much buyers spend during the average quarter or week. INTENDED AUDIENCE American Buyers is an invaluable resource for marketers, advertisers, small businesses, large corporations, entrepreneurs, consultants, business students, and the libraries that serve them. It is a one-of-a-kind resource for those who need to know the American shopper.

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