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# Winter 2013

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NEW EDITION

# Household Spending

Who Spends How Much on What, 17th ed.

BY THE EDITORS OF NEW STRATEGIST

"A unique reference source, the first time the valuable Consumer Expenditure Survey has been so readily accessible and easy to read." —Booklist

"The editors have been meticulous in explaining their methodology and they give careful instruction on how to interpret the data. These pluses, along with the broad scope and in-depth data, make this title a useful, authoritative supplement to the Statistical Abstract of the United States." —American Reference Books Annual

Starting a new business? Repositioning your products? Looking for customers? Americans are still spending money, but only those who are on top of the trends will know who the spenders are. The just-published 17th edition of **Household Spending: Who Spends How Much on What** reveals who is spending and the products and services they are buying. New to this edition is the latest comparison of spending before (2000–06) and after (2006–10) the Great Recession.

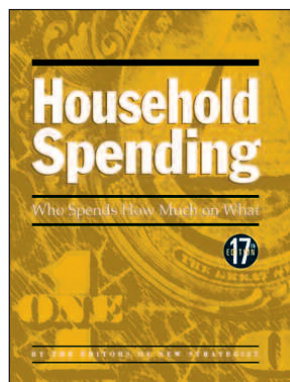
The annual spending data in **Household Spending**, the first edition of which was published more than twenty years ago in 1991, allow you to compare and contrast spending by a host of demographic characteristics. With this vital information, you can determine market potential and the dollar size of each market, identify your best customers, and understand which segments account for the largest share of spending.

You get the answers by the demographics that count—age, income, household type, high-income households, region of residence, race and Hispanic origin, and education.

You can see **Household Spending's** introduction, table of contents, index, and sample pages at [newstrategist.com](http://newstrategist.com), where you can also download this title as a PDF linked to Excel spreadsheets of all data tables.

Hardcover: \$125.00 (978-1-937737-12-2; 612 pgs.; Jan. 2013)

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NEW EDITION

# Best Customers

Demographics of Consumer Demand, 9th ed.

BY THE EDITORS OF NEW STRATEGIST

"This is a book for the marketer, with information on the potential market for each service and product...a must reference." —American Reference Books Annual

"Useful for marketing and business development purposes, the data are as accessible to general as to academic readers." —CHOICE

Find out how the American marketplace has been transformed by the Great Recession in the new ninth edition of **Best Customers: Demographics of Consumer Demand**, with all-important 2010 spending data.

In **Best Customers**, experts and novices alike can see at a glance who spends the most and who controls the largest market share—often surprisingly different—on over 300 products and services organized into 21 chapters such as Entertainment, Groceries, Transportation, Telephones, etc.—everything a consumer might buy. Based on unpublished data—you can't find this on the Internet—from the Bureau of Labor Statistics' valuable Consumer Expenditure Survey, **Best Customers** brings you insight into household spending by age, income, household type, race and Hispanic origin, region of residence, and educational attainment.

Each product and service data table is accompanied by text that identifies the best customers, analyzes spending patterns, describes spending trends before and after the Great Recession, and predicts future trends based on changing demographics.

You can see **Best Customers'** introduction, table of contents, index, and sample pages at [newstrategist.com](http://newstrategist.com), where you can also download this title as a PDF linked to Excel spreadsheets of all data tables.

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NEW EDITION

## American Buyers

### Demographics of Shopping, 2nd ed.

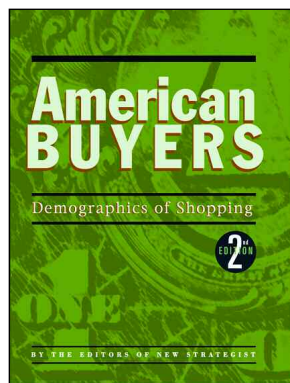
BY THE EDITORS OF NEW STRATEGIST

The new 2nd edition of *American Buyers: Demographics of Shopping* presents 2010 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 establishments, *American Buyers* lets them see the big picture beyond their walls or website. 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.

*American Buyers* can tell you the percentage of households that buy fast-food lunches during an average week and how much the buyers spend on them. It can tell you the percentage of households that buy airline tickets during an average quarter and how much the buyers spend on them. Even better, these vital spending data are detailed by the demographics that count—age, income, household type, race and Hispanic origin, region of residence, and education. You can see *American Buyers'* introduction, table of contents, index, and sample pages at [newstrategist.com](http://newstrategist.com), where you can also download the title as a PDF linked to Excel spreadsheets of all data tables.

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## Americans and Their Homes

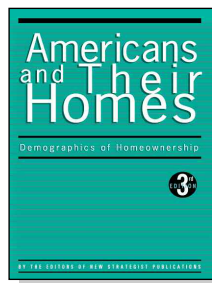
### Demographics of Homeownership, 3rd ed.

BY THE EDITORS OF NEW STRATEGIST

“Highly recommended.” —American Reference Books Annual

The third edition of *Americans and Their Homes: Demographics of Homeownership* brings you a look at homeownership and the housing market through 2010. In *Americans and Their Homes* you get the demographic data profiling the nation's homeowners and renters. You will also learn about their homes—heating, cooling, large appliances, purchase price and value, and much more. You can see *Americans and Their Homes'* introduction, table of contents, index, and sample pages at [newstrategist.com](http://newstrategist.com), where you can also download the title as a PDF that is linked to excel spreadsheets of all its data tables.

**Hardcover: \$120.00** (978-1-935775-29-4; 624 pgs.; June 2011)  
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## The American Marketplace

### Demographics and Spending Patterns, 10th ed.

BY THE EDITORS OF NEW STRATEGIST

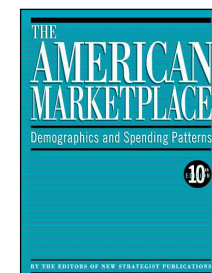
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## Demographics of the U.S.

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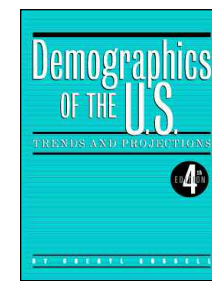
BY CHERYL RUSSELL

“Recommended for individuals and libraries serving all age and educational groups.” —American Reference Books Annual

“A good source of data.” —CHOICE

*Demographics of the U.S.: Trends and Projections* is a unique source for details about the socioeconomic trends of the last half of the 20th and the first decade of the 21st centuries. It includes comprehensive coverage of historical statistics, including single-year data on many topics such as school enrollment, SAT scores, hospital admissions, employment status of men and women, living arrangements of children, marital status, and geographic mobility. The result is a compilation of statistics that cannot be found in a single volume anywhere else, documenting the demographic and socioeconomic trends that have transformed the United States since 1950. You can see *Demographics of the U.S.'* introduction, table of contents, index, and sample pages at [newstrategist.com](http://newstrategist.com), where you can also download the title as a PDF that is linked to excel spreadsheets of all its data tables.

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Get the demographics you need to target your markets with the 14-volume **Who's Buying Series**, which can be purchased individually or as a set. Each volume gives you the facts about consumer spending by age, income, household type, race and Hispanic origin, region of residence, and education. To round out the spending picture, you also get who-are-the-best-customers analyses of the data. These new editions are must-haves, updated with 2010 data, and reveal spending trends before (2000–06) and after (2006–10) the Great Recession, product by product. Go to [newstrategist.com](http://newstrategist.com) to see sample pages and a table of contents for each title.

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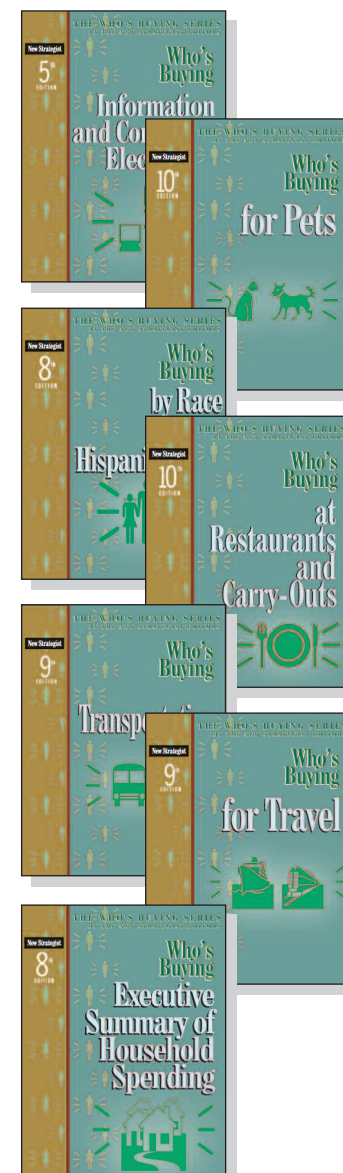
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Americans Born 1977 to 1994, 5th ed.

BY THE EDITORS OF NEW STRATEGIST

*With a special section about the iGeneration, Americans born after 1994*

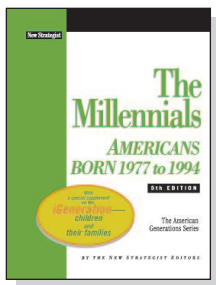
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The fifth edition of ***The Millennials: Americans Born 1977 to 1994*** is two books in one: it provides a demographic and socioeconomic profile of the Millennial generation, which spanned the ages of 18 to 35 in 2012, and it includes a special supplement on the iGeneration—children under age 18. The Millennial generation numbers 76 million and accounts for over 25 percent of the total population—almost equal to the Baby-Boom's share. The iGeneration numbers 65 million and accounts for another 21 percent of the population

Designed for easy use, ***The Millennials*** examines their attitudes, education, health, housing, income, labor force, living arrangements, population, spending, and time use. For more details about this title, plus sample pages, introduction, table of contents, bibliography, and index go to [newstrategist.com](http://newstrategist.com), where you can also download ***The Millennials*** as a PDF that is linked to Excel spreadsheets of all its data tables.

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# Generation X

Americans Born 1965 to 1976, 7th ed.

BY THE EDITORS OF NEW STRATEGIST

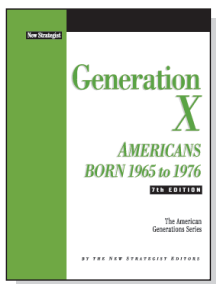
*"This work is a convenient, user-friendly, and authoritative location for information on Generation X." —American Reference Books Annual*

*"Recommended for all libraries." —CHOICE*

The new seventh edition of ***Generation X: Americans Born 1965 to 1976*** tells the demographic and socioeconomic story of the small but vital generation spanning the ages of 36 to 47 in 2012—they are racially and ethnically diverse, account for the largest share of the nation's parents, and have been greatly affected by the economic downturn. ***Generation X*** examines attitudes, education, health, housing, income, labor force, living arrangements, population, spending, time use, and wealth. For more details about this title, plus sample pages, introduction, table of contents, bibliography, and index go to [newstrategist.com](http://newstrategist.com), where you can also download ***Generation X*** as a PDF that is linked to Excel spreadsheets of all its data tables.

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BY CHERYL RUSSELL

*"The Baby Boom has been highly influential and their opinions and demographics are a barometer of where the entire nation stands today. The Baby Boom is a very helpful source...highly recommended." —American Reference Books Annual*

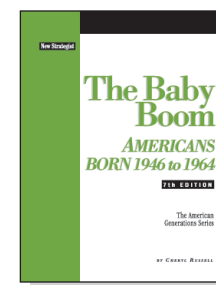
The new seventh edition of ***The Baby Boom: Americans Born 1946 to 1964*** is a definitive reference by a nationally recognized authority on the Baby Boom. In it Russell analyzes the demographic and spending data you need to fully understand this huge and influential generation whose top concerns are financial security, health care, and retirement.

New to this edition is all-important 2010 census population data, a unique comparison of the attitudes of the four generations of American adults based on the General Social Survey, homeownership rates, time use by age and sex, trends in household spending and wealth since the Great Recession, and labor force statistics with projections to 2020.

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# Older Americans

A Changing Market, 7th ed.

BY THE EDITORS OF NEW STRATEGIST

*"An incredibly easy reference..." —Journal of Consumer Marketing*

*"Although this fascinating and useful volume is directed toward businesses, it will be of interest to many other groups...Highly recommended." —CHOICE*

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# Who We Are: Asians, 2nd ed. Who We Are: Blacks, 2nd ed. Who We Are: Hispanics, 2nd ed.

BY THE EDITORS OF NEW STRATEGIST

"Recommended." —CHOICE

"These books are fascinating to browse through and contain vital information for marketers and policy makers. The data give insight into what the future holds for the United States in the areas of retail, health care, education, and more. It should be noted that the tables presented here are not reprints from government reports. Instead, they have been created by the New Strategist editors to highlight consumer trends. This set is highly recommended . . ." —American Reference Book Annual

"[Who We Are: Blacks is] an amazing book. It is the must-have reference guide." —Cynthia Perkins-Roberts, Founder, ReachingBlackConsumers.com and VP, Multicultural Marketing & Sales Development, Cabletelevision Advertising Bureau

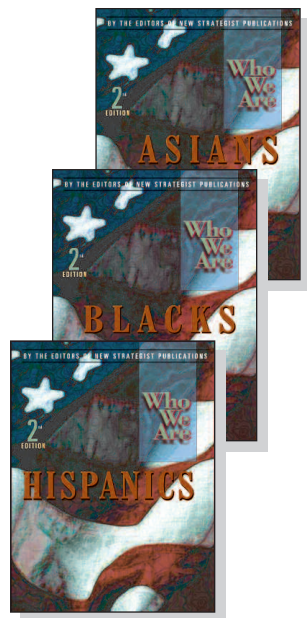
The **Who We Are Series** brings you, in three accessible volumes that can be purchased singly or as a set, the facts you need about the size and characteristics of the country's Asians, blacks, and Hispanics—the most rapidly growing segments of the consumer marketplace. Each volume contains chapters that examine their attitudes (a new chapter), education, health, housing, income, labor force status, living arrangements, population, spending, time use, and wealth (except for Asians, for whom there are no data on wealth).

New Strategist's demographers spent hundreds of hours scouring web sites, compiling numbers into meaningful statistics, and creating tables with calculations that reveal the trends. New Strategist has done the work for you, delving into the data and providing insight and analysis, placing the important information about Asians, blacks, and Hispanics at your fingertips.

New to the second edition of the **Who We Are Series** is a chapter on the attitudes of Asians, blacks, Hispanics, and whites on issues ranging from happiness and trust in others to religious beliefs, political identification, and support for gay marriage. The population chapter includes 2010 census data showing the numbers nationally and by state. The time use chapter examines how Asians, blacks, and Hispanics prioritized their time. Also included in these volumes is the most recent information on the spending, incomes, labor force participation, educational attainment, school enrollment, and living arrangements of Asians, blacks, and Hispanics.

You can see these titles' introductions, tables of contents, indexes, and sample pages at [newstrategist.com](http://newstrategist.com), where you can also download each title as a PDF that is linked to Excel spreadsheets of all its data tables.

- **Who We Are Three-Volume Series** (June 2011) **Hardcover: \$325.00** (978-1-935775-37-9); **Paper: \$245.00** (978-1-935775-38-6)
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# American Attitudes Who Thinks What about the Issues That Shape Our Lives, 6th ed.

BY THE EDITORS OF NEW STRATEGIST

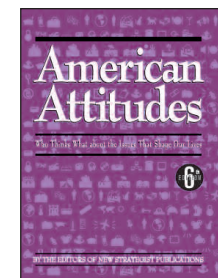
"Could be called...the political strategist's bible."  
—The Wall Street Journal

"...well-formatted, easy to browse, has good indexing, and contains informative charts...recommended." —American Reference Books Annual

The sixth edition of **American Attitudes: Who Thinks What about the Issues That Shape Our Lives** coaxes the results of the General Social Survey out of the shadows of academia and makes them readily available for researchers who want to explore Americans' changing attitudes on topics ranging from gay marriage to the American Dream. It presents the data by the demographics that shape perspective—sex, age, race, Hispanic origin, and education. **American Attitudes** also compares attitudes in 2008 with 1998, 1988, and (if available) 1978, examining how opinions have changed during those three decades.

You can see **American Attitudes'** introduction, table of contents, index, and sample pages at [newstrategist.com](http://newstrategist.com), where you can also download the title as a PDF linked to spreadsheets of all its data tables.

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# American Time Use Who Spends How Long at What, 2nd ed.

BY THE EDITORS OF NEW STRATEGIST

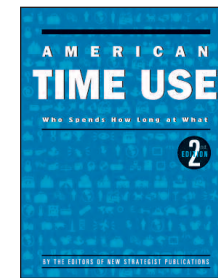
"Recommended." —CHOICE

"...a unique and reasonably priced title recommended for business collections." —Booklist

**American Time Use** shows you how long people spend doing what—from teens (15- to 19-year-olds) to young adults (20- to 24-year-olds), from parents (25- to 34- and 35- to 44-year-olds) to emptynesters (45- to 54- and 55- to 64-year-olds) and from the go-go elderly to the slow-go elderly (65- to 74-year-olds and those aged 75 or older). The time use of men and women in each age group is compared and contrasted as well. The data in **American Time Use**, obtained by special request from the Bureau of Labor Statistics, were analyzed by New Strategist's statisticians, who produced the valuable comparisons of time use by lifecycle stage.

You can see **American Time Use's** introduction, table of contents, index, and sample pages at [newstrategist.com](http://newstrategist.com), where you can also download this title as a PDF linked to spreadsheets of all its data tables.

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# American Generations

Who They Are and How They Live, 7th ed.

BY THE EDITORS OF NEW STRATEGIST

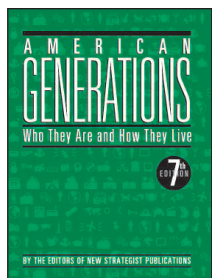
"One of the best publications on the area of interest."  
—American Reference Books Annual

"Highly recommended." —CHOICE

"An excellent reference." —Journal of Consumer Marketing

The seventh edition of *American Generations: Who They Are and How They Live* is a superior resource for researchers who want to quickly and easily compare the six living generations—iGeneration, Millennial, Generation X, Baby Boom, Swing, and World War II. Opening with an overview of the demographics of each generation, *American Generations'* chapters examine attitudes, education, health, housing, income, labor force, living arrangements, population, spending, time use, and wealth. You can see *American Generations'* introduction, table of contents, bibliography, index, and sample pages at [newstrategist.com](http://newstrategist.com), where you can also download it as a PDF linked to spreadsheets of all its data tables.

**Hardcover: \$120.00** (978-1-935114-78-9; 478 pgs.; June 2010)  
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# American Health

Demographics and Spending of Health Care Consumers, 3rd ed.

BY THE EDITORS OF NEW STRATEGIST

"Information is provided in over 300 easy-to-read tables and graphs with explanatory text...to better understand trends."  
—American Reference Books Annual

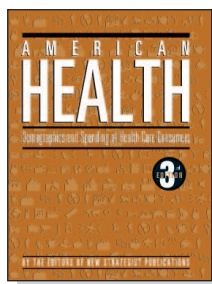
"...a welcome addition to the marketing and health collections of public and academic libraries." —Library Journal

The third edition of *American Health: Demographics and Spending of Health Care Consumers* provides a comprehensive look at the demographics of health care consumers and the services they use, ranging from fish oil supplements to doctor visits.

*American Health* is divided into 14 chapters, each examining a different facet of health care—addictions, aging, alternative medicine, attitudes toward health care, births, coverage and cost, deaths, disability, diseases and conditions, health care visits, hospital care, mental health, sexual attitudes and behavior, and weight and exercise.

You can see *American Health's* introduction, table of contents, bibliography, index, and sample pages at [newstrategist.com](http://newstrategist.com), where you can also download it as a PDF linked to spreadsheets of all its data tables.

**Hardcover: \$120.00** (978-1-935114-81-9; 448 pgs.; June 2010)  
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# American Men

Who They Are and How They Live, 3rd ed.

# American Women

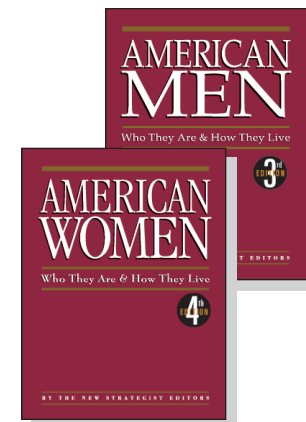
Who They Are and How They Live, 4th ed.

BY THE EDITORS OF NEW STRATEGIST

"These two volumes are highly recommended."  
—American Reference Books Annual

Understanding the evolving roles of men and women in the workplace and family has become more important than ever as the nation copes with economic uncertainty. *American Men* and its companion volume *American Women* examine the many dimensions of men's and women's lives: population size, age distribution, educational attainment, and racial composition. Chapters also compare and contrast their attitudes, time use, incomes, and living arrangements. For more details about these titles, plus sample pages, introductions, tables of contents, bibliographies, and indexes, go to [newstrategist.com](http://newstrategist.com), where you can also download these titles as PDFs that are linked to Excel spreadsheets of all their data tables.

*American Men: \$89.95* (978-1-933588-92-6; 344 pgs.; paper; Dec. 2008)  
*American Women: \$89.95* (978-1-933588-94-0; 360 pgs.; paper; Dec. 2008)



# American Incomes

Demographics of Who Has Money, 8th ed.

BY THE EDITORS OF NEW STRATEGIST

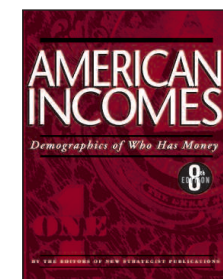
The first edition of *American Incomes* was selected as a Best Reference Source by Library Journal.

"Market researchers, social policy analysts, and informed citizens will find this book indispensable for their libraries. Highly recommended."  
—CHOICE

"...patrons will be delighted with access to hard-to-find numbers..."  
—American Reference Books Annual

The United States is struggling to recover from the worst economic downturn in a generation. Incomes have fallen, poverty has grown, and net worth has declined. As the country adjusts to the new economic reality, it is vital to stay on top of the socioeconomic trends. The eighth edition of *American Incomes: Demographics of Who Has Money* is your map to the changing consumer landscape. This edition includes detailed estimates of household incomes in 2010 up to \$200,000-plus, as well as the incomes and earnings of men and women.

**Hardcover: \$120.00** (978-1-935775-43-0; 454 pgs.; Dec. 2011)  
**Paperback: \$89.95** (978-1-935775-44-7)





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