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Titolo	Leisure market research handbook
Pubbl/distr/stampa	Loganville, GA, : Richard K. Miller
Descrizione fisica	1 online resource
Disciplina	790.1
Soggetti	Leisure - Research - United States Recreation - Research - United States Consumer behavior - United States Consumers' preferences - United States Marketing research - United States Consumer behavior Consumers' preferences Leisure - Research Marketing research Recreation - Research Handbooks and manuals. Periodicals. Statistics. United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Sommario/riassunto	Handbook identifies 51 segments in the leisure marketplace where consumers spend their non-working time and discretionary income. Has statistics on expenditures and participation, market characteristics and trends, demographics and lists of resources.