

1. Record Nr.	UNINA9910795057803321
Titolo	Best customers : demographics of consumer demand // by the New Strategist editors
Pubbl/distr/stampa	New York : , : New Strategist Press, LLC, , [2017] 2017
ISBN	1-937737-41-1
Edizione	[Twelfth edition.]
Descrizione fisica	1 online resource (xiv, 795 pages) : illustrations
Collana	Gale eBooks
Disciplina	339.470973
Soggetti	Consumers - United States Consumer behavior - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	ch. 1. Alcoholic beverages -- ch. 2. Apparel -- ch. 3. Computers -- ch. 4. Education -- ch. 5. Entertainment -- ch. 6. Financial services -- ch. 7. Furnishings and equipment -- ch. 8. Gifts for people in other households -- ch. 9. Groceries -- ch. 10. Health care -- ch. 11. Household services -- ch. 12. Housekeeping supplies -- ch. 13. Personal care products and services -- ch. 14. Reading material -- ch. 15. Restaurants and carry-outs -- ch. 16. Shelter -- ch. 17. Telephone service and equipment -- ch. 18. Tobacco products -- ch. 19. Transportation -- ch. 20. Travel -- ch. 21. Utilities.
Sommario/riassunto	Based on data collected from the Bureau of Labor Statistics' 2014 Consumer Expenditure Survey, this report analyzes the demographics of household spending on hundreds of products and services. Identifies which households spend the most on those products and services, and which control the largest share of spending. Also included is a product-by-product analysis of spending trends before and after the Great Recession, and a prediction of future trends.