Who's Buying by Race and Hispanic Origin (10th Edition)

Description: The tenth edition of Who's Buying by Race and Hispanic Origin is based on unpublished data collected by the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey, data you can't get online.

It presents detailed product-by-product household spending statistics for Asians, Blacks, Hispanics, and non-Hispanic Whites organized into ten chapters: apparel, entertainment, financial products and services, food and alcoholic beverages, gifts for people in other households, health care, household operations, shelter, transportation, and a chapter that looks at personal care, reading, education, and tobacco.

Intended Audience:
- Marketers
- Advertisers
- Small businesses
- Large corporations
- Entrepreneurs
- Consultants
- Business students
- Libraries

It is a one-of-a-kind resource for those who need to understand how growing diversity is changing the American marketplace.

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