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Description: The tenth edition of Who's Buying by Race and Hispanic Origin is based on unpublished data collected by the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey, data you can't get online.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

Contents:
About the Data in Who's Buying by Race and Hispanic Origin
Household Spending Trends, 2000 to 2013
1. Household spending trends, 2000 to 2013

Spending Overview, 2013
2. Average spending by race and Hispanic origin of householder, 2013
3. Indexed spending by race and Hispanic origin of householder, 2013

4. Total spending by race and Hispanic origin of householder, 2013
5. Market shares by race and Hispanic origin, 2013

Spending on Apparel, 2013
6. Apparel: Average spending by race and Hispanic origin of householder, 2013
7. Apparel: Indexed spending by race and Hispanic origin of householder, 2013
8. Apparel: Total spending by race and Hispanic origin of householder, 2013
9. Apparel: Market shares by race and Hispanic origin, 2013

Spending on Entertainment, 2013
10. Entertainment: Average spending by race and Hispanic origin of householder, 2013
12. Entertainment: Total spending by race and Hispanic origin of householder, 2013

Spending on Financial Products and Services, 2013
15. Financial Products and Services: Indexed spending by race and Hispanic origin of householder, 2013
16. Financial Products and Services: Total spending by race and Hispanic origin of householder, 2013
17. Financial Products and Services: Market shares by race and Hispanic origin, 2013

18. Food and Alcohol: Average spending by race and Hispanic origin of householder, 2013
19. Food and Alcohol: Indexed spending by race and Hispanic origin of householder, 2013
20. Food and Alcohol: Total spending by race and Hispanic origin of householder, 2013
21. Food and Alcohol: Market shares by race and Hispanic origin, 2013

22. Gifts for People in Other Households: Average spending by race and Hispanic origin of householder, 2013
23. Gifts for People in Other Households: Indexed spending by race and Hispanic origin of householder, 2013
24. Gifts for People in Other Households: Total spending by race and Hispanic origin of householder, 2013
25. Gifts for People in Other Households: Market shares by race and Hispanic origin, 2013

26. Health Care: Average spending by race and Hispanic origin of householder, 2013
27. Health Care: Indexed spending by race and Hispanic origin of householder, 2013
28. Health Care: Total spending by race and Hispanic origin of householder, 2013
29. Health Care: Market shares by race and Hispanic origin, 2013

32. Housing: Household Operations: Total spending by race and Hispanic origin of householder, 2013

34. Housing: Shelter and Utilities: Average spending by race and Hispanic origin of householder, 2013
35. Housing: Shelter and Utilities: Indexed spending by race and Hispanic origin of householder, 2013
36. Housing: Shelter and Utilities: Total spending by race and Hispanic origin of householder, 2013
37. Housing: Shelter and Utilities: Market shares by race and Hispanic origin, 2013

38. Personal Care, Reading, Education, and Tobacco: Average spending by race and Hispanic origin of householder, 2013
40. Personal Care, Reading, Education, and Tobacco: Total spending by race and Hispanic origin of
41. Personal Care, Reading, Education, and Tobacco: Market shares by race and Hispanic origin, 2013

Spending on Transportation, 2013
42. Transportation: Average spending by race and Hispanic origin of householder, 2013
43. Transportation: Indexed spending by race and Hispanic origin of householder, 2013
44. Transportation: Total spending by race and Hispanic origin of householder, 2013
45. Transportation: Market shares by race and Hispanic origin, 2013

Appendix A: About the Consumer Expenditure Survey
Appendix B: Mortgage Principal and Capital Improvements, 2013
Appendix C: Percent Reporting Expenditure and Amount Spent, Average Quarter, 2013
Appendix D: Spending by Product and Service Ranked by Amount Spent, 2013

Glossary

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3340133/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Who's Buying by Race and Hispanic Origin (10th Edition)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3340133/">http://www.researchandmarkets.com/reports/3340133/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCPL17AQ</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy</td>
<td>USD 69 + USD 28 Shipping/Handling</td>
</tr>
<tr>
<td>E-Book (PDF) -</td>
<td>USD 69</td>
</tr>
<tr>
<td>Single User:</td>
<td></td>
</tr>
<tr>
<td>E-Book (PDF) -</td>
<td>USD 205</td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td></td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
</tr>
<tr>
<td>Email Address: [ ]*</td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World