

Answers to your questions about:

2010

American Consumers

- quick
- convenient
- at your fingertips

- concise
- clearly written
- easy to understand and use

We're the demographers - let us do the work for you

20
YEARS OF
EXCELLENCE
New Strategist
Publications

NEW for
2010

Who buys?
What do they buy?
How much do they spend?

These new titles give you the dollar-for-dollar answers you need for success in today's bumpy economy.

Household Spending
Who Spends How Much on What
14th Edition

AMERICAN INCOMES
Demographics of Who Has Money
7th Edition

BEST CUSTOMERS
DEMOGRAPHICS OF CONSUMER DEMAND
6th Edition

Who's Buying at Restaurants and Carry-Outs
6th Edition

Who's Buying Apparel
15th Edition

Who's Buying by Age
4th Edition

Who's Buying by Race and Hispanic Origin
5th Edition

Who's Buying Alcoholic and Nonalcoholic Beverages
6th Edition

Who's Buying Series

Get the demographics you need to target your markets with the **Who's Buying Series**.

These 14 volumes, which can be purchased individually or as a set, give you details 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. Go to www.newstrategist.com to see a table of contents for each book.

Who's Buying by Age, 4th ed.

The only published source for weekly and quarterly spending data on what households buy and how much they spend, and also how often they buy certain items.

\$59.95 (978-1-935114-22-2; 214 pgs.; paper; Dec. 2009)

Who's Buying Apparel, 5th ed.

Who buys apparel and shoes for boys and girls, men and women, plus jewelry, watches, sewing material, laundry and dry cleaning.

\$59.95 (978-1-935114-35-2; 108 pgs.; paper; Dec. 2009)

Who's Buying Alcoholic and Nonalcoholic Beverages, 6th ed.

Who buys alcoholic beverages (beer, wine, whiskey, and other alcoholic beverages) at home, on trips, and at restaurants and bars. Also who buys colas and noncolas, coffee and tea, fruit-flavored drinks, milk, etc.

\$59.95 (978-1-935114-34-5; 124 pgs.; paper; Dec. 2009)

Who's Buying Entertainment, 6th ed.

Who buys sports and photographic equipment, sound components and TVs, videogames, movie and theater tickets, and much more.

\$59.95 (978-1-935114-36-9; 132 pgs.; paper; Dec. 2009)

Who's Buying Groceries, 7th ed.

How much Americans spend on food for home consumption. The 87 items range from bacon to instant coffee, frozen vegetables to steak.

\$59.95 (978-1-935114-37-6; 288 pgs.; paper; Dec. 2009)

Who's Buying Health Care, 6th ed.

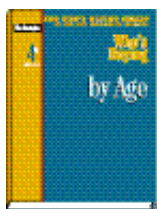
Who's spending out-of-pocket on health insurance, medical services, drugs, vitamins, medical supplies, etc.

\$59.95 (978-1-935114-38-3; 82 pgs.; paper; Dec. 2009)

Who's Buying Household Furnishings, Services, and Supplies, 7th ed.

Who's buying furniture, floor coverings, household textiles, appliances, day care, lawn care services, stationery, etc.

\$59.95 (978-1-935114-39-0; 134 pgs.; paper; Dec. 2009)



Who's Buying Information and Consumer Electronics, 2nd ed.

This newly expanded report looks at who's buying computers, PDAs, reading material, audio and video streaming and downloads, telephone service, televisions, etc.

\$59.95 (978-1-935114-40-6; 108 pgs.; paper; Dec. 2009)

Who's Buying for Pets, 7th ed.

Who's buying pet food, supplies and medicine, veterinary services, etc.

\$59.95 (978-1-935114-41-3; 62 pgs.; paper; Dec. 2009)

Who's Buying by Race and Hispanic Origin, 5th ed.

The demographics of spending by race and Hispanic origin on hundreds of products and services in ten major categories ranging from apparel to transportation.

\$59.95 (978-1-935114-33-8; 124 pgs.; paper; Dec. 2009)

Who's Buying at Restaurants and Carry-Outs, 7th ed.

Who's buying breakfast/brunch, lunch, dinner, and snacks at fast- and full-service restaurants, vending machines, school and work cafeterias.

\$59.95 (978-1-935114-42-0; 78 pgs.; paper; Dec. 2009)

Who's Buying Transportation, 6th ed.

Who's buying cars and trucks, gasoline and motor oil, public transportation, vehicle insurance, maintenance, etc.

\$59.95 (978-1-935114-43-7; 134 pgs.; paper; Dec. 2009)

Who's Buying for Travel, 6th ed.

Who's buying airline and ship fares, luggage, lodging, food, alcohol, auto rental, and recreational expenses on trips, etc.

\$59.95 (978-1-935114-44-4; 82 pgs.; paper; Dec. 2009)

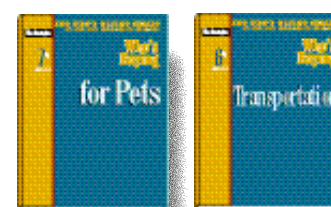
Who's Buying: Executive Summary of Household Spending, 5th ed.

A broad overview of spending that provides insights into consumer spending patterns and how those patterns differ by demographic characteristic.

\$59.95 (978-1-935114-32-1; 130 pgs.; paper; Dec. 2009)

SPECIAL OFFER: Buy the entire 14-volume series and save more than 5%, plus take an additional 15% discount at check-out. **\$750.00** (ISBN 978-1-935114-45-1; 14 volumes; paper; 2009)

The pdf of each New Strategist title includes links to spreadsheets of the book's data tables, perfect for doing your own analysis and using the data in PowerPoint presentations. You can order and download pdfs at www.newstrategist.com.



NEW EDITION

American Incomes

Demographics of Who Has Money, 7th ed.

BY THE EDITORS OF NEW STRATEGIST

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

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

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

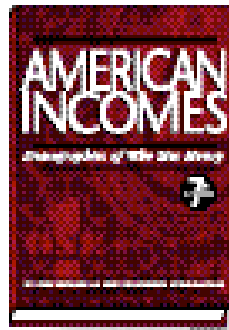
The United States is experiencing the worst economic downturn in a generation. Incomes are falling, poverty is rising, and net worth has declined. As the country adjusts to the new economic reality, it is vital to stay on top of these socioeconomic trends. The seventh edition of *American Incomes* is your map to the changing consumer landscape.

American Incomes has the facts you need to stay competitive in an unpredictable economy. It is a one-stop resource for understanding the economic status of Americans—how the incomes of men and women are changing, which households have money left over after paying for necessities (valuable discretionary income figures calculated just for this book), who is wealthy, and who is poor.

These accurate and reliable statistics on Americans' demographics and financial trends can be all yours without the drudgery of having to comb through hundreds of pages of online government spreadsheets.

You can see *American Incomes'* introduction, table of contents, bibliography, index, and sample pages at newstrategist.com, where you can also download it as a PDF that is linked to Excel spreadsheets of all its data tables.

Hardcover: **\$120.00** (978-1-935114-52-9)
Paperback: **\$89.95** (978-1-935114-24-6) 454 pgs.; Dec. 2009



The American Marketplace

Demographics and Spending Patterns, 9th ed.

BY THE EDITORS OF NEW STRATEGIST

"... should be on your bookshelf." —The Wall Street Journal

"... highly recommended." —American Reference Book Annual

Quick and easy access is the goal of *The American Marketplace*, which provides a population profile of the United States in one handy volume. Its hundreds of tables are organized into 11 chapters covering 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, where you can also download *The American Marketplace* as a PDF that is linked to Excel spreadsheets of all its data tables.

\$89.95 (978-1-935114-28-4; 594 pgs.; paper; June 2009)
AMERICAN CONSUMERS SERIES



Demographics of the U.S.

Trends and Projections, 3rd ed.

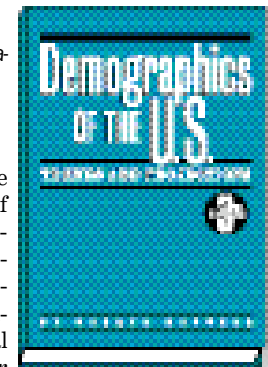
BY CHERYL RUSSELL

"Recommended for individuals and for 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 century and the first decade of the 21st. It includes comprehensive coverage of historical statistics on topics ranging from educational attainment, health insurance, homeownership, and household income to poverty rates, self-employment, marital status, immigration, and much more. No other volume contains the historical data that *Demographics of the U.S.* puts at your fingertips. For more details about this title, plus sample pages, introduction, table of contents, bibliography, and index go to newstrategist.com, where you can also download *Demographics of the U.S.* as a PDF that is linked to Excel spreadsheets of all its data tables.

\$89.95 (978-1-933588-28-5; 538 pgs.; paper; Dec. 2007)



sample pages

Married Couples Have the Highest Incomes

Among the nation's married couples, nearly one in three had an income of \$100,000 or more in 2008.

With a median income of \$71,010 in 2008, married couples are by far the most affluent household type. Behind the higher incomes of married couples is the fact that most are dual earners. Male-headed families rank second in income among household types, with a median of \$49,116. Female-headed families have a much lower median of \$33,073. Women who live alone have the lowest incomes, a median of \$22,018 in 2008.

By race and Hispanic origin, Asian households have the highest incomes—a median of \$65,567 in 2008. Asian married couples have a median income of \$81,622, significantly higher than the \$77,502 median of non-Hispanic white married couples. The median income of black households is only 62 percent as high as that of non-Hispanic whites, \$34,345 versus \$55,531 in 2008. Differences in household composition explain most of the gap. Married couples head the 53 percent majority of non-Hispanic white households. In contrast, couples head only 39 percent of black households. Female-headed families—one of the poorest household types—account for 28 percent of black households.

The median household income of Hispanics is higher than that of blacks for one reason only—married couples head a larger share of Hispanic households (51 percent), which boosts their overall median to \$75,913. In fact, however, Hispanic married couples have much lower incomes than black couples (\$48,702 for Hispanics versus \$61,617 for blacks). Hispanic couples have low incomes because they are less likely to be dual-earners than either whites or blacks and because many Hispanics are recent immigrants with little earning power.

■ The gap between the incomes of married couples and other household types may shrink in the years ahead as dual-income baby-boom couples retire and their incomes drop.

Women who live alone have the lowest incomes

(Median household income by household type, 2008)

Table 1.29 Households by Income and Household Type, 2008, Total Households

(Number and percent distribution of households by household income and household type, 2008; households in thousands as of 2008)

Total households	Total households		Total households		Total households	
	number	% of total	number	% of total	number	% of total
\$100,000 or more	117,881	8.818	14,400	5.252	20,437	17.899
\$75,000 to \$99,999	2,591	0.048	358	1.115	1,843	9.02
\$50,000 to \$74,999	4,818	0.092	902	1.15	2,675	2.088
\$25,000 to \$49,999	6,347	1.095	1,134	2.23	2,579	2.088
\$10,000 to \$24,999	6,720	1.099	1,280	2.78	2,197	2.295
\$5,000 to \$9,999	7,894	2.341	1,186	3.18	1,832	1.082
\$1,000 to \$4,999	8,429	2.225	1,031	3.65	1,431	1.515
\$10,000 to \$14,999	8,385	2.482	999	3.33	1,381	1.125
\$5,000 to \$9,999	8,488	2.522	952	2.91	1,187	1.062
\$0 to \$4,999	5,593	2.575	829	3.14	882	3.09
\$10,000 to \$14,999	4,249	2.299	618	2.62	759	6.02
\$5,000 to \$9,999	5,147	2.576	608	2.71	691	6.55
\$10,000 to \$14,999	4,497	2.247	484	2.17	449	3.21
\$5,000 to \$9,999	4,439	2.619	401	2.21	399	3.99
\$10,000 to \$14,999	5,399	2.633	379	1.44	399	3.09
\$5,000 to \$9,999	3,499	2.399	311	1.14	311	2.29
\$10,000 to \$14,999	5,399	2.376	293	1.14	279	1.14
\$5,000 to \$9,999	3,497	2.148	287	1.14	289	1.42
\$10,000 to \$14,999	3,759	1.423	249	1.14	187	1.14
\$5,000 to \$9,999	2,249	1.508	176	1.14	141	1.14
\$10,000 to \$14,999	3,174	1.486	143	1.14	136	1.14
\$5,000 to \$9,999	2,481	1.636	109	1.23	103	1.62
\$10,000 or more	188,283	876,013	829,075	838,243	1,268,411	822,040

Source: Bureau of Economic Analysis, 2009 Census Population Survey. Detailed data <http://www.consumers.gov/tables>. Copyright © 2009 by New Strategist, Inc. All rights reserved.

ORDER NOW

100% Money-Back Guarantee

If you are not 100% satisfied with the books you order, just return them in good condition within 15 days for a full refund.

Mail: New Strategist, P.O. Box 242, Ithaca, NY 14851 Fax: 607/277-5009 In a hurry? Download it now at www.newstrategist.com
 Online: www.newstrategist.com Toll free: 800/848-0842

1

SHIP TO

Name: _____
 Company: _____
 Street address: _____
 City _____ State _____ Zip _____
 Email (in case we have a question) _____

2

PAYMENT

Check enclosed *made payable to New Strategist (tax I.D. #16-1463795)*
 Charge to: MasterCard Visa American Express
 Card number: _____ Expiration date: ____/____/____
 Signature: _____ Security code: _____
 Bill me (libraries only) P.O. number: _____

3

QUANTITIES

Qty.	Title	ISBN	Price	Total
AMERICAN CONSUMERS SERIES				
___	American Attitudes, 5th ed.	978-1-933588-93-3	\$89.95	_____
___	American Generations, 6th ed.	978-1-933588-95-7	\$89.95	_____
___	American Health, 2nd ed.	978-1-933588-10-0	\$89.95	_____
___	American Marketplace, 9th ed.	978-1-935114-28-4	\$89.95	_____
___	American Men, 3rd ed.	978-1-933588-92-6	\$89.95	_____
___	American Women, 4th ed.	978-1-933588-94-0	\$89.95	_____
___	American Time Use	978-1-933588-27-8	\$89.95	_____
___	Demographics of the U.S., 3rd ed.	978-1-933588-28-5	\$89.95	_____
___	Racial and Ethnic Diversity, 6th ed.	978-1-935114-27-7	\$94.95	_____
THE OPPORTUNITY SERIES				
___	Ten Things You Need to Know about the Children's Market	978-1-933588-96-4	\$89.95	_____
___	Ten Things You Need to Know about the College Market	978-1-935114-00-0	\$89.95	_____
___	Ten Things You Need to Know about the Retirement Market	978-1-935114-01-7	\$89.95	_____
___	All 3 volumes	978-1-935114-08-6	\$245.00	_____
___	Bet You Didn't Know	978-1-59102-635-8	\$18.95	_____

The pdf of each New Strategist title includes links to spreadsheets of the book's data tables, perfect for doing your own analysis and using the data in PowerPoint presentations. You can order and download pdfs at www.newstrategist.com.

AMERICAN GENERATIONS SERIES

___	Millennials: Americans Born 1977 to 1994, 4th ed.	978-1-935114-15-4	\$69.95	_____
___	Generation X: Americans Born 1965 to 1976, 6th ed.	978-1-935114-16-1	\$69.95	_____
___	Baby Boom: Americans Born 1946 to 1964, 6th ed.	978-1-935114-17-8	\$69.95	_____
___	Older Americans: A Changing Market, 6th ed.	978-1-935114-26-0	\$69.95	_____
___	All 4 volumes	978-1-935114-23-9	\$265.00	_____

AMERICAN MONEY SERIES

___	American Incomes, 7th ed. (hardcover) NEW	978-1-935114-52-9	\$120.00	_____
___	American Incomes, 7th ed. (paper) NEW	978-1-935114-24-6	\$89.95	_____
___	Best Customers, 6th ed. (hardcover) NEW	978-1-935114-54-3	\$120.00	_____
___	Best Customers, 6th ed. (paper) NEW	978-1-935114-31-4	\$89.95	_____
___	Household Spending, 14th ed. (hardcover) NEW	978-1-935114-53-6	\$125.00	_____
___	Household Spending, 14th ed. (paper) NEW	978-1-935114-29-1	\$94.95	_____

WHO'S BUYING SERIES **NEW**

___	Who's Buying by Age, 4th ed.	978-1-935114-22-2	\$59.95	_____
___	Who's Buying: Exec. Summary of Household Spending, 5th ed.	978-1-935114-32-1	\$59.95	_____
___	Who's Buying by Race and Hispanic Origin, 5th ed.	978-1-935114-33-8	\$59.95	_____
___	Who's Buying Alcoholic and Nonalcoholic Beverages, 6th ed.	978-1-935114-34-5	\$59.95	_____
___	Who's Buying Apparel, 5th ed.	978-1-935114-35-2	\$59.95	_____
___	Who's Buying Entertainment, 6th ed.	978-1-935114-36-9	\$59.95	_____
___	Who's Buying Groceries, 7th ed.	978-1-935114-37-6	\$59.95	_____
___	Who's Buying Health Care, 6th ed.	978-1-935114-38-3	\$59.95	_____
___	Who's Buying Household Furnishings, Services, Supplies, 7th ed.	978-1-935114-39-0	\$59.95	_____
___	Who's Buying Information and Consumer Electronics, 2nd ed.	978-1-935114-40-6	\$59.95	_____
___	Who's Buying for Pets, 7th ed.	978-1-935114-41-3	\$59.95	_____
___	Who's Buying at Restaurants and Carry-Outs, 7th ed.	978-1-935114-42-0	\$59.95	_____
___	Who's Buying Transportation, 6th ed.	978-1-935114-43-7	\$59.95	_____
___	Who's Buying for Travel, 6th ed.	978-1-935114-44-4	\$59.95	_____
___	All 14 volumes in 2010 Who's Buying Series	978-1-935114-45-1	\$750.00	_____

WHO WE ARE SERIES

___	Who We Are: Asians	978-1-933588-79-7	\$89.95	_____
___	Who We Are: Blacks	978-1-933588-81-0	\$89.95	_____
___	Who We Are: Hispanics	978-1-933588-83-4	\$89.95	_____
___	All 3 volumes	978-1-933588-30-8	\$245.00	_____

Subtotal _____

If ordering 4 or more books, deduct: **15% SAVINGS** _____

\$7 for first book; \$1 for each add'l book **Shipping** _____

New York State deliveries add: **Sales Tax** _____

TOTAL _____

The Millennials: Americans Born 1977 to 1994, 4th ed.

BY THE EDITORS OF NEW STRATEGIST

with a special supplement about the iGeneration

"...convenient and user-friendly... recommended for academic and public libraries." —American Reference Books Annual

Each new generation of Americans is unique and surprising in its own way. *The Millennials* provides a demographic and socioeconomic profile of the Millennial generation, aged 16 to 33 in 2010, and the iGeneration, children under age 16. The two generations total 133 million people, or 44 percent of the total 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, where you can also download *The Millennials* as a PDF that is linked to Excel spreadsheets of all its data tables.

\$69.95 (978-1-935114-15-4; 496 pgs.; paper; June 2009)

AMERICAN GENERATIONS SERIES

Generation X Americans Born 1965 to 1976, 6th ed.

BY THE EDITORS OF NEW STRATEGIST

"...a convenient, user-friendly, and authoritative location for information on Generation X."

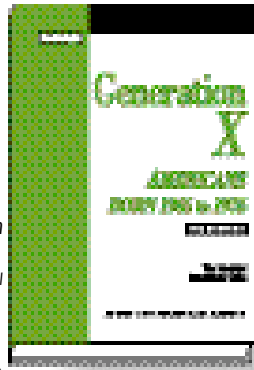
—American Reference Books Annual

"Recommended for all libraries." —CHOICE

Generation X tells the demographic and socioeconomic story of the small but vital generation spanning the ages of 34 to 45 in 2010—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 their 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, where you can also download *Generation X* as a PDF that is linked to Excel spreadsheets of all its data tables.

\$69.95 (978-1-935114-16-1; 352 pgs.; paper; June 2009)

AMERICAN GENERATIONS SERIES



Order all four new editions in the American Generations Series — **The Millennials, Generation X, The Baby Boom, and Older Americans**— and save!

Pay \$265.00 for all four books and get an extra 15% discount on checkout.

(ISBN 978-1-935114-23-9) **\$265.00**

The Baby Boom Americans Born 1946 to 1964, 6th ed.

BY CHERYL RUSSELL

"...a very helpful source ... highly recommended." —American Reference Books Annual

The Baby Boom, by Cheryl Russell, a nationally recognized authority on the baby boom, analyzes the demographic and spending data you need to fully understand this huge and influential generation. Designed for easy use, it examines their 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, where you can also download *The Baby Boom* as a PDF that is linked to Excel spreadsheets of all its data tables.

\$69.95 (978-1-935114-17-8; 352 pgs.; paper; June 2009)

Older Americans A Changing Market, 6th ed.

BY THE EDITORS OF NEW STRATEGIST

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

"...fascinating and useful ... Highly recommended." —CHOICE

"...a valuable tool... highly recommended." —American Reference Books Annual

Older Americans examines a rapidly expanding age group that is becoming increasingly sophisticated as it fills with well-educated baby boomers. It focuses on their attitudes, education, health, housing, income, labor force participation, living arrangements, population, spending, time use, and wealth. The economic downturn has hurt many men and women aged 55 or older, and *Older Americans* is a vital tool to understanding their wants and needs. For more details about this title, plus sample pages, introduction, table of contents, bibliography, and index go to newstrategist.com, where you can also download *Older Americans* as a PDF that is linked to Excel spreadsheets of all its data tables.

\$69.95 (978-1-935114-26-0; 392 pgs.; June 2009)

Bet You Didn't Know

BY CHERYL RUSSELL

Statistics maven Cheryl Russell—New Strategist's editorial director and author of *The Baby Boom*—has written *Bet You Didn't Know*, a fast-paced adventure in trend spotting. In it, she separates facts from fantasy to provide a deeper understanding of the processes at work in American society. (Please note that this title is published by Prometheus Books.)

\$18.95 (978-1-59102-635-8; 270 pgs.; paper; August 2008)



Racial and Ethnic Diversity

Asians, Blacks, Hispanics, Native Americans, and Whites, 6th ed.

BY THE EDITORS OF NEW STRATEGIST

"Convenient and provides easy comparisons ... recommended." —Library Journal

Racial and Ethnic Diversity is a profile of a U.S. population that is growing more diverse much faster than many had predicted. Designed for easy use, it is divided into five sections devoted to the major racial and ethnic groups: American Indians, Asians, Blacks, Hispanics, and Non-Hispanic Whites. A sixth section provides comparative data for the total population. Also included is a seventh section on attitudes by race and Hispanic origin. Within chapters, where data are available, identically structured tables appear for each racial group. For more details about this title, plus sample pages, introduction, table of contents, bibliography, and index go to newstrategist.com, where you can also download *Racial and Ethnic Diversity* as a PDF that is linked to Excel spreadsheets of all its data tables.

\$94.95 (978-1-935114-27-7; paper; 729 pgs.; June 2009)



Who We Are Series

- Who We Are: Asians
- Who We Are: Blacks
- Who We Are: Hispanics

BY THE EDITORS OF NEW STRATEGIST

"This set is highly recommended . . ." —American Reference Books Annual

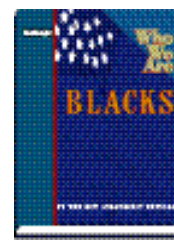
The *Who We Are Series* brings you, in three accessible volumes that can be purchased singly or as a set, the facts you need about the size and characteristics of the country's growing minority populations—Asians, Blacks, and Hispanics. Each volume examines their education, health, housing, income, labor force status, living arrangements, population, spending, time use, and wealth (except for Asians, for whom there are no data on wealth). For more details about the *Who We Are Series*, plus sample pages, introductions, tables of contents, bibliographies, and index go to newstrategist.com, where you can also download these titles as PDFs that are linked to Excel spreadsheets of all their data tables.

Who We Are Three-Volume Series \$245 (978-1-933588-30-8)

Who We Are: Asians \$89.95 (978-1-933588-79-7; 246 pgs.; paper; Dec. 2007)

Who We Are: Blacks \$89.95 (978-1-933588-81-0; 266 pgs.; paper; Dec. 2007)

Who We Are: Hispanics \$89.95 (978-1-933588-83-4; 274 pgs.; paper; Dec. 2007)



American Attitudes:

Who Thinks What about the Issues That Shape Our Lives, 5th ed.

BY THE EDITORS OF NEW STRATEGIST

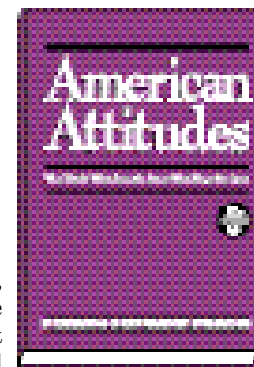
"Highly recommended." —CHOICE

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

"...extremely helpful." —Scranton University Library Newsletter

American Attitudes, according to American Reference Books Annual, "is an informative and thought-provoking way to quickly gain a picture of the overall opinions of American society. Like other New Strategist publications, the book is well-formatted, easy to browse, has good indexing, and contains informative charts." It reveals what the public thinks about hundreds of topics, broken out by the demographics that shape perspective—sex, age, race, and education. You can see the introduction, table of contents, index, and sample pages at newstrategist.com, where you can also download *American Attitudes* as a PDF that is linked to Excel spreadsheets of all its data tables.

\$89.95 (978-1-933588-93-3; 432 pgs.; paper; June 2008)



American Time Use

Who Spends How Long at What

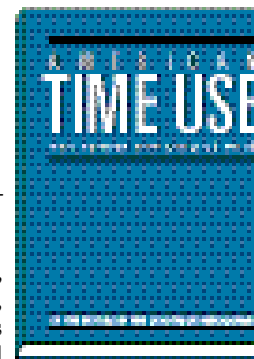
BY THE EDITORS OF NEW STRATEGIST

"Recommended." —CHOICE

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

American Time Use describes how much time people spend sleeping, going to work, watching television, playing games, attending church, volunteering—if we do it, *American Time Use* brings you the facts about it, all broken out by age. New Strategist's statisticians analyzed the raw time use data, which are not available on any website, to produce the percentages, indexes, and rankings, each of which reveals significant difference in time use by lifecycle stage. You can see *American Time Use's* introduction, table of contents, survey methodology, index, and sample pages at newstrategist.com, where you can also download it as a PDF that is linked to Excel spreadsheets of all its data tables.

\$89.95 (978-1-933588-27-8; 480 pgs.; hardcover; June 2007)



American Generations: Who They Are and How They Live, 6th ed.

BY THE EDITORS OF NEW STRATEGIST

"... Highly recommended." —CHOICE

"...an excellent reference for business and industry planners because of the wealth of information provided." —Journal of Consumer Marketing

American Generations is a superior resource for researchers who want to quickly and easily compare and contrast the five generations of living Americans—from Millennials to the World War II generation. It examines their attitudes and behavior; education, health, housing, incomes, labor force, living arrangements, population, spending, time use, and wealth. As *American Reference Books Annual* said, "Anyone who needs information on the existing generations will profit from one of the best publications on the area of interest, *American Generations*." You can see the introduction, table of contents, bibliography, index, and sample pages at newstrategist.com, where you can also download *American Generations* as a PDF that is linked to Excel spreadsheets of all its data tables.

\$89.95 (978-1-933588-95-7; 478 pgs.; paper; June 2008)

American Men: Who They Are and How They Live, 3rd ed.

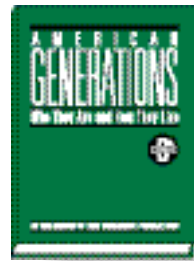
American Women: Who They Are and How They Live, 4th ed.

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, introduction, table of contents, bibliography, and index go to 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 Health Demographics and Spending of Health Care Consumers, 2nd ed.

BY THE EDITORS OF NEW STRATEGIST

"...useful to students, researchers, policymakers, and health care professionals." —American Reference Books Annual

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

American Health focuses on health care consumers and reveals future market and policy needs. Giving you more than twice as many tables as in the popular *Health, United States*, *American Health*'s 14 chapters examine the whole gamut of our physical and mental wellbeing, from addictions and aging to sexual behavior and weight. You can see its introduction, table of contents, bibliography, index, and sample pages at newstrategist.com, where you can also download *American Health* as a PDF that is linked to Excel spreadsheets of all its data tables.

\$89.95 (978-1-933588-10-0; 448 pgs.; hardcover; June 2007)

Ten Things You Need to Know about the Children's Market

Marketing to children today is a challenge because there are fewer of them and they are becoming more diverse in every way. *Ten Things You Need to Know about the Children's Market* is an essential resource for understanding demographic trends in the children's market.

\$89.95 (978-1-933588-96-4; 90 pgs.; paper; August 2008)

Ten Things You Need to Know about the College Market

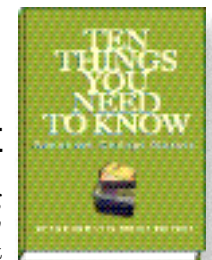
The size of the college market has peaked and college costs are rising beyond affordability for many families. *Ten Things You Need to Know about the College Market* will help you focus your efforts on the most important demographic trends occurring among college students.

\$89.95 (978-1-935114-00-0; 90 pgs.; paper; August 2008)

Ten Things You Need to Know about the Retirement Market

Aging baby boomers will surprise both businesses and policymakers with their retirement choices. *Ten Things You Need to Know about the Retirement Market* analyzes the crucial demographic trends occurring among retirees in the near future.

\$89.95 (978-1-635114-01-7; 100 pgs.; paper; August 2008)
• Buy all three volumes and save: \$240.00 (978-1-935114-08-6)



Dear Librarian,

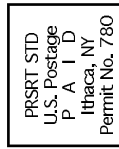
It has been 20 years since New Strategist Publications--a company dedicated to publishing reference tools on demographics and consumer spending--was founded.

Our commitment is to provide concise, clearly written, one-stop resources for understanding who American consumers are and how they spend their money--vital, cost-effective information in these economically uncertain times.

We're the demographers--let us do the work for you and your patrons!

Sincerely,
Cheryl Russell
Editorial Director

P.S. As an added benefit, every title is available in hardcopy and as a PDF linked to Excel spreadsheets of all its data tables so users can do their own analyses, create PowerPoint presentations, etc.



NEW EDITIONS

