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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

The new sixth edition of *Racial and Ethnic Diversity* is a profile of a U.S. population that is growing more diverse much faster than many had predicted. Hispanics are the largest minority, Asians are the most affluent, and blacks are making big gains in education and earnings.



New to this edition of *Racial and Ethnic Diversity* is a chapter on attitudes by race and Hispanic origin that is based on data from the recently released 2008 General Social Survey. You also get, in addition to detailed estimates and projections of the U.S. population by race and Hispanic origin, the latest socioeconomic data on blacks, Hispanics, Asians, and American Indians.

Also included are data on the spending of Asian, black, Hispanic, and non-Hispanic white households, plus the latest wealth data from the Survey of Consumer Finances. Unpublished data from the American Time Use Survey, broken out by race and Hispanic origin, reveal how each group, including Asians and American Indians, prioritize the average day. New population projections to 2025 are in this volume, as well as tables on college enrollment, retirement plan participation, and the use of alternative medicine.

Racial and Ethnic Diversity is 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 information 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.

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NEW EDITION

The American Marketplace

Demographics and Spending Patterns, 9th ed.

BY THE EDITORS OF NEW STRATEGIST

"The American Marketplace should be on your bookshelf."

—The Wall Street Journal

"The organization of the book is straightforward, and the index makes it easy for the user to locate needed data quickly. The type is clear and easy to read, and the charts and tables are well constructed for data clarity... Its price is relatively low, making it accessible for most libraries. This book is highly recommended."

—American Reference Book Annual

Quick and easy access is the goal of the new ninth edition of *The American Marketplace: Demographics and Spending Patterns*.

Designed for convenience, *The American Marketplace* draws on scores of government and proprietary sources to give you 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.

New to this edition of *The American Marketplace* is a chapter on attitudes based on data from the recently released 2008 General Social Survey. Also new is a chapter on time use that examines data from the 2007 American Time Use Survey. Plus, you get a look at the latest data on the changing housing market and demographic profiles of who owns those homes. Included are the latest income and labor force data and new projections of the Asian, black, and Hispanic populations to 2025. Data in the spending chapter reveal how spending patterns are changing. The wealth chapter has been updated with the latest and most timely findings from the Survey of Consumer Finances.

To see a detailed list of all the data tables in *The American Marketplace*, plus the book's introduction, index, bibliography, and sample pages, go to www.newstrategist.com

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

AMERICAN CONSUMERS SERIES



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NEW EDITION

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

BY THE EDITORS OF NEW STRATEGIST

with a special supplement about the iGeneration

“...the information is presented in a convenient and user-friendly manner that will encourage browsing as well as ready-reference use. This is a useful companion volume to **Generation X** and **The Baby Boom** and is recommended for academic and public libraries.” —American Reference Books Annual

The new fourth edition of **The Millennials: Americans Born 1977 to 1994** is two books in one—it provides a demographic and socioeconomic profile of the Millennial generation, which spanned the ages of 15 to 32 in 2009, and it includes a special supplement on the iGeneration, children under age 15. The two generations total 133 million people, or 44 percent of the total population.

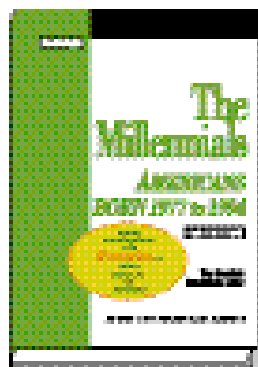
The Millennials: Americans Born 1977 to 1994 is designed for easy use. Its eleven chapters examine Millennials’ Attitudes, Education, Health, Housing, Income, Labor Force, Living Arrangements, Population, Spending, Time Use, and Wealth. The additional nine chapters in the special iGeneration supplement examine children and their families: Education, Health, Housing, Income, Labor Force, Living Arrangements, Population, Spending, and Time Use.

New to this edition is the Attitudes chapter, based on data from the recently release 2008 General Social Survey. Also new are tables on the use of alternative medicine, population projections to 2025, and estimates of household wealth. The chapter on time use shows how young adults and parents prioritize their time.

Each new generation of Americans is unique and surprising in its own way. With **The Millennials: Americans Born 1977 to 1994** on your bookshelf, you won’t be surprised by the unique characteristics of young adults, and you will be prepared for the generation that follows them. With this information in hand, you will be better able to cater to their wants and needs in this difficult economic time.

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

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BY THE EDITORS OF NEW STRATEGIST

“Although Generation X has received less publicity than its predecessor, the Baby Boom generation, it may well hold more critical insight into the future direction of the U.S. population ... This work is a convenient, user-friendly, and authoritative location for information on Generation X.”

—American Reference Books Annual

“Recommended for all libraries.” —Choice

The new sixth edition of **Generation X: Americans Born 1965 to 1976** tells the story of the small but vital generation spanning the ages of 33 to 44 in 2009.



Although their numbers are small, Generation X is a vital part of the nation’s commerce and culture. They account for the largest share of the nation’s parents. Many were new homebuyers and caught up in the

housing bubble. **Generation X** is your guide to how the economic downturn is affecting their incomes and spending.

New to the sixth edition of **Generation X** is a chapter on attitudes that is based on data from the recently released 2008 General Social Survey. You also get labor force data for 2008 and population projections to 2025, along with new estimates of household wealth. The health chapter includes new data on the use of alternative medicine, while the time use chapter presents unpublished, detailed data on how Generation X allocates its time.

Generation X: Americans Born 1965 to 1976 is designed for easy use. It is divided into 11 chap-

ters, organized alphabetically—Attitudes (a new chapter), Education, Health, Housing, Income, Labor Force, Living Arrangements, Population, Spending, Time Use, and Wealth.

One of the most distinct features of Generation X is its racial and ethnic diversity. **Generation X: Americans Born 1965 and 1976** shows how Gen Xers are changing and what to expect from them in the future.

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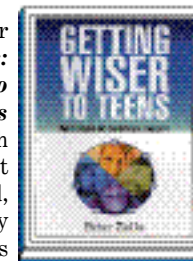
Getting Wiser to Teens: More Insights into Marketing to Teenagers

BY PETER ZOLLO

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Americans Born 1946 to 1964, 6th ed.

BY CHERYL RUSSELL

"The Baby Boom has been highly influential and their opinions and demographics are a barometer of where the entire nation stands today. **The Baby Boom** is a very helpful source ... highly recommended." —American Reference Books Annual

The new sixth edition of *The Baby Boom: Americans Born 1946 to 1964* is a definitive reference by a nationally recognized authority on the Baby Boom. In it Russell analyzes the demographic and spending data you need to fully understand this huge and influential generation whose top concerns are financial security and health care.

New to this edition is a chapter on attitudes that is based on data from the recently released 2008 General Social Survey. You also get the latest statistics on the labor force participation, living arrangements, incomes, health (including new data on the use of alternative medicine), spending, and wealth of the Baby Boom generation.

The Baby Boom: Americans Born 1946 to 1964 is designed for easy use. It is divided into 11 chapters, organized alphabetically—Attitudes, Education, Health, Housing, Income, Labor Force, Living Arrangements, Population, Spending, Time Use, and Wealth.

The Baby Boom's ?? million members are in their peak earning years and they spend more than any other age group on most products and services. At the same time, the economic downturn has driven home the fact that Boomers may have to endure an old age with inadequate health care and meager incomes. *The Baby Boom* is your guide to this all-important but beleaguered generation.

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BY THE EDITORS OF NEW STRATEGIST

"An incredibly easy reference, this should be one marketing book that does not collect dust on your shelf." —Journal of Consumer Marketing

"Although this fascinating and useful volume is directed toward businesses, it will be of interest to many other groups ... Highly recommended." —CHOICE

"This reference book continues to be a valuable tool for business researchers and others interested in demographic data and interpretation. It is highly recommended." —American Reference Books Annual

No segment of the population is changing as much as older Americans, an expanding age group that is becoming increasingly sophisticated as it fills with well-educated Boomers.

The new sixth edition of *Older Americans* includes the latest statistics on the health, living arrangements, incomes, spending, and wealth of the 55-plus age group. It presents labor force data for 2008, which reveal the rising labor force participation among men and women aged 55 and older. It presents new data on their health and includes tables on their use of alternative medicine. New population projections are in this volume, along with new data on household wealth from the Survey of Consumer Finances. Also new to this edition is a chapter about their attitudes, based on data from the recently released 2008 General Social Survey.

Older Americans: A Changing Market is designed for easy use. It is divided into 11 chapters, organized alphabetically—Attitudes, Education, Health, Housing, Income, Labor Force, Living Arrangements, Population, Spending, Time Use, and Wealth.

Because the economic downturn has hurt many older Americans, an understanding of their wants and needs is increasingly vital to both businesses and government. *Older Americans* tells you what you need to know about this market.

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Best Customers: Demographics of Consumer Demand, 5th ed.

BY THE EDITORS OF NEW STRATEGIST

"This is a book for the marketer, with information on the potential market for each service and product ... a must reference."
—American Reference Books Annual

"Useful for marketing and business development purposes, the data are as accessible to general as to academic readers." —CHOICE

Find out what's hot and what's not in **Best Customers: Demographics of Consumer Demand**, your one-stop resource for finding out who spends the most and who controls market share—often surprisingly different—for over 300 products.



Based on unpublished data—you can't find this on the Internet!—from the Bureau of Labor Statistics' Consumer Expenditure Survey, **Best Customers** brings you insights into household spending by age of householder, household income, household type, race and Hispanic origin of householder, region of residence, and educational attainment of householder.

Best Customers is divided into 21 chapters, each of which focuses on a major spending category: alcoholic beverages, consumer electronics, household furnishings, personal care products, restaurants, transportation, etc.—everything a consumer might buy.

What you get in Best Customers: 768 pages, Table of Contents, Appendix A: About the Survey Methodology; Appendix B: Percent Reporting Expenditure and Amount Spent, Average Quarter; Appendix C: Spending by Product Ranked by Amount Spent; Appendix D: Average Annual Spending of Households, 2000 and 2006; Glossary, Index.

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If Americans buy it, you can probably find out how much they spend on it in the 13th edition of **Household Spending: Who Spends How Much on What**. Based on unpublished data from the Bureau of Labor Statistics, **Household Spending** is your exclusive guide to dollar-for-dollar answers to the all-important questions, Who buys? What do they buy? How much do they spend?

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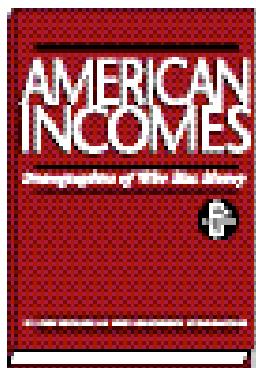
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American Incomes

Demographics of Who Has Money, 6th 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

American Incomes: Demographics of Who Has Money is your one-stop resource for understanding the economic status of Americans. You will benefit from the expert knowledge of the New Strategist editors as they bring you the facts about income trends by age of householder, household type, race and Hispanic origin, education, region of residence, and work status. It shows you how the incomes of men and women are changing and which households have discretionary income, or money left over after paying for necessities (figures calculated just for this book). Finally, you get the data on the wealth—and poverty—of American households.

American Incomes puts the federal government's most valuable databases at your fingertips. Their 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 spreadsheets.

What you get in American Incomes: Table of contents, list of 298 tables, list of 98 illustrations, glossary, bibliography, index.

\$89.95 (ISBN 978-1-933588-26-1; 448 pgs.; hardcover; June 2007)
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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

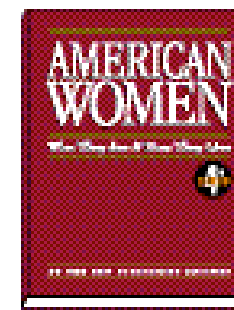
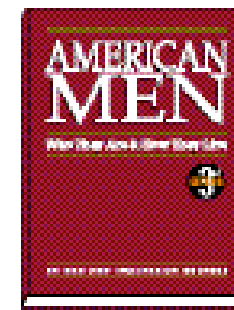
"These two volumes are highly recommended."
—American Reference Books Annual

The third edition of *American Men* and fourth edition of *American Women* examine the many dimensions of men's and women's lives as the first decade of the 21st century comes to a close.

Included in their pages are all-important demographic data showing the size of the male and female populations, their changing age distribution, rising educational attainment, and evolving racial composition. New to these editions is a chapter that compares the attitudes of men and women on a number of important issues and examines how their attitudes differ by age. Also included is a chapter profiling men's and women's time use based on the Bureau of Labor Statistics' invaluable American Time Use Survey. You also get the labor force projections from the Bureau of Labor Statistics, statistics on men's and women's incomes and living arrangements, and population projections from the Census Bureau.

While the government collected most of the data presented in *American Men* and *American Women*, their data tables are not reprints from government reports—as is the case in many reference books and reports. New Strategist's editors spent hundreds of hours scouring web sites, compiling numbers into meaningful statistics, and creating tables with calculations that reveal the trends.

American Men: \$89.95 (ISBN 978-1-933588-92-6; paper; Dec. 2008)
American Women: \$89.95 (ISBN 978-1-933588-94-0; paper. Dec. 2008)



A to Z Guide to American Consumers: Quick Links to Free Demographics

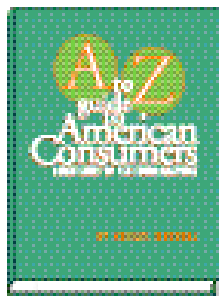
BY CHERYL RUSSELL

"Although there are many government surveys that are cited, this guide provides links directly to the report that the user is trying to obtain. . . Additionally, this resource provides an advantage over search engines in that it provides more exacting and credible resources. When comparing Web searches versus information in the guide, the guide was a much more efficient tool. The **A to Z Guide to American Consumers** is highly recommended for all libraries and may be a valuable addition to the ready-reference collection."

—American Reference Books Annual

Need a research assistant? Here is one that is reliable and does not have to be added to the payroll: **A to Z Guide to American Consumers**, which gives you the demographic information you need in just a few keystrokes. The **A to Z Guide** is your quick link to free information about topics ranging from Adoption to Zip Code Demographics. Plus, there is a contact list of 54 major surveys or data collection efforts ranging from the American Community Survey to the Youth Risk Behavior Surveillance System that provide demographic information about the U.S. population, all available for free or a nominal charge.

You will also benefit from author and demographer Cheryl Russell's insights into where to get the data you need and how to interpret what you find. Please note that the pdf of the book, which can be downloaded today at www.newstrategist.com, contains links that put the information you need literally a click away.



\$59.95 (ISBN 978-1-933588-97-1; 246 pgs.; paper; June 2008)
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Bet You Didn't Know

BY CHERYL RUSSELL

Statistics maven Cheryl Russell—editorial director of New Strategist Publications and the former editor-in-chief of American Demographics magazine—has spent a career tracking down facts. In **Bet You Didn't Know**, a fast-paced adventure in trend spotting, she separates facts from fantasy and applies a hefty dose of common sense to provide a deeper understanding of the processes at work in American society. Fans of Russell's popular American Consumers newsletter will love this book! (Please note that this title is published by Prometheus Books.)

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



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

BY THE EDITORS OF NEW STRATEGIST

"Especially valuable are **American Generations'** unique tables and graphs—compilations that otherwise would require the manipulation of data from various sources . . . Highly recommended."

—CHOICE

"This book serves as an excellent reference for business and industry planners because of the wealth of information provided."

—Journal of Consumer Marketing

"Anyone who needs information on the existing generations will profit from one of the best publications on the area of interest, **American Generations.**"

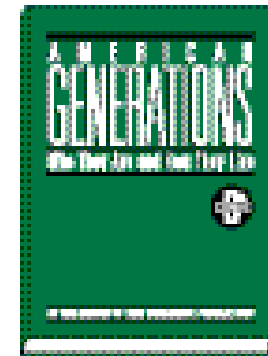
—American Reference Books Annual

The sixth edition of **American Generations: Who They Are and How They Live** is a superior resource for researchers who want to quickly and easily compare and contrast the five living generations—Millennial, Generation X, Baby Boom, Swing, and World War II. Opening with an in-depth overview of the demographics of the generations, **American Generations'** 11 following chapters examine their attitudes and behavior (a new chapter), education, health, housing, incomes, labor force, living arrangements, population, spending, time use, and wealth.

In the past, when the pace of change was slow, the concept of generations had little importance for society, public policy, or commerce. But today, the world changes rapidly and people who are as little as ten years apart in age can have very different experiences growing up—making them unlike one another in significant ways. **American Generations** reveals the differences and similarities among the generations of Americans.

Please note that the pdf of this title includes links to spreadsheets of all the book's 273 tables, perfect for doing your own analysis and using the data in PowerPoint presentations. You can order and download the pdf at www.newstrategist.com.

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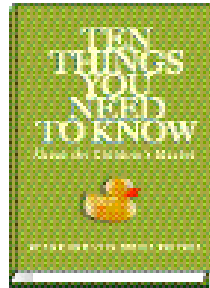
Innovative trend analysis for decision makers
The Opportunity Series

BY THE EDITORS OF NEW STRATEGIST

Wondering how to profit from demographic and spending trends? The New Strategist demographers, who have been tracking trends for more than two decades, show you what you need to know in the three-volume Opportunity Series.

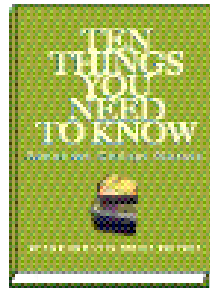
Ten Things You Need to Know about the Children's Market

Marketing to children today is a challenge. Not only are children harder to find in our aging nation, but children themselves are becoming more diverse in every way. *Ten Things You Need to Know about the Children's Market* is an essential resource for analysis of demographic trends in the children's industry.



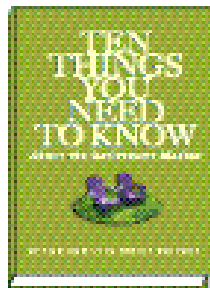
Ten Things You Need to Know about the College Market

The college market is large and, until recently, has been growing rapidly. But with college costs rising beyond affordability for most families, the size of the market has peaked. *Ten Things You Need to Know about the College Market* is designed to help you focus your efforts on the most important demographic trends occurring among college students.



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The retirement market is poised for rapid growth. But retiring boomers are likely to surprise both businesses and policymakers with their retirement choices. *Ten Things You Need to Know about the Retirement Market* is designed to help you focus your efforts on the most important demographic trends occurring among retirees during the next few years.



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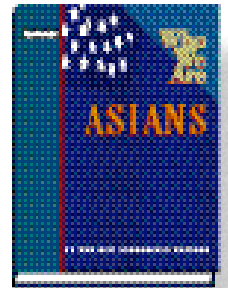
Who We Are Series

- **Who We Are: Asians**
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- **Who We Are: Hispanics**

BY THE EDITORS OF NEW STRATEGIST

"These books are fascinating to browse through and contain vital information for marketers and policy makers. The data give insight into what the future holds for the United States in the areas of retail, health care, education, and more. It should be noted that the tables presented here are not reprints from government reports. Instead, they have been created by the New Strategist editors to highlight consumer trends. This set is highly recommended . . ."

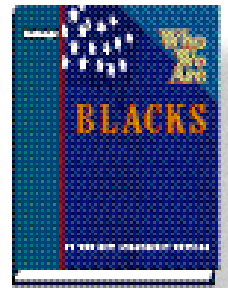
—American Reference Books Annual



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 contains chapters that examine 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).

Value added

New Strategist's demographers spent hundreds of hours scouring web sites, compiling numbers into meaningful statistics, and creating tables with calculations revealing the trends. New Strategist has done the work for you, delving into the data and providing insight and analysis, placing the important information about Asians, Blacks, and Hispanics at your fingertips.

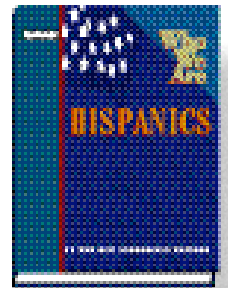


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- **Who We Are: Blacks \$89.95**; (978-1-933588-81-0; 266 pgs.; paper; Dec. 2007)
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American Attitudes: Who Thinks What about the Issues That Shape Our Lives, 5th ed.

BY THE EDITORS OF NEW STRATEGIST

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

"Highly recommended." —CHOICE

"It 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. . . . recommended. —American Reference Books Annual

"Students looking for excellent documentation of public opinion on virtually any current topic will find this work extremely helpful."
—Scranton University Library Newsletter

Researchers who want to explore Americans' changing attitudes will want *American Attitudes: Who Thinks What about the Issues That Shape Our Lives, 5th ed.* It reveals what the public thinks about topics ranging from premarital sex to global warming, their money and their marriages, hopes for their children, how often they socialize and with whom, their religious beliefs, political leanings, and working conditions. It shows those answers by the demographics that shape perspective—sex, age, race, and education. *American Attitudes* also compares attitudes in 2006 with 1996, examining how opinions have—and have not—changed during those ten years.

Please note that the pdf of this title includes links to spreadsheets of all the book's 321 tables, perfect for doing your own analysis and using the data in PowerPoint presentations. You can order and download the pdf at www.newstrategist.com.

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American Time Use Who Spends How Long at What

BY THE EDITORS OF NEW STRATEGIST

"Recommended." —Choice

"[*American Time Use*] should provide useful information to a broad spectrum of readers, particularly marketers and sociologists, as well as those simply interested in comparing their own time use to the average allocations of persons in a similar category. New Strategist has spared individuals considerable time and effort that would be required to find meaning in a labyrinth of original data.

—American Reference Books Annual

"With its engaging statistics and eye-friendly layout, *American Time Use* is a unique and reasonably priced title recommended for business collections." —Booklist

American Time Use: Who Spends How Long at What 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.

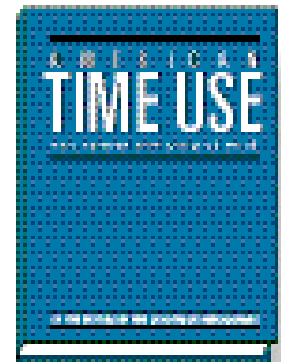
You can't get the numbers in *American Time Use* on any government web site, which makes this book especially valuable. New Strategist's statisticians analyzed the raw time use data to produce the percentages of people participating in activities, the indexes, and the rankings, each of which reveals significant differences in time use by lifecycle stage.

If you have ever wondered while watching TV why advertisers are so intent on selling snacks or sleep aids or cleaning products—or even why they spend so much money on television advertising at all—time use data has the answers. *American Time Use* shows you the answers. New Strategist has done the work for you, providing analysis and comparisons, placing the important American Time Use Survey at your fingertips.

What you get in American Time Use: table of contents, list of 174 tables, Appendix A: About the American Time Use Survey, Appendix B: Time Use Category Examples, glossary, index.

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American Health

Demographics and Spending of Health Care Consumers, 2nd ed.

BY THE EDITORS OF NEW STRATEGIST

"Information is provided in over 300 easy-to-read tables and graphs with explanatory text that includes historical data and calculations to better understand trends. A glossary, bibliography, and index are provided. This compendium of health services consumer statistics contains information useful to students, researchers, policymakers, and health care professionals."

—American Reference Books Annual

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

American Health: Demographics and Spending of Health Care Consumers focuses on health care consumers rather than industry statistics and reveals future market and policy needs. Drawing on over 60 government publications and websites and giving you more than twice as many tables as contained in the popular *Health, United States*, **American Health's** 14 chapters examine the whole gamut of our physical and mental wellbeing—addictions, aging, alternative medicine, births, deaths, disability, diseases, health care coverage, health care visits, hospital care, mental health, sexual attitudes and behavior, weight and exercise, and attitudes toward health care.

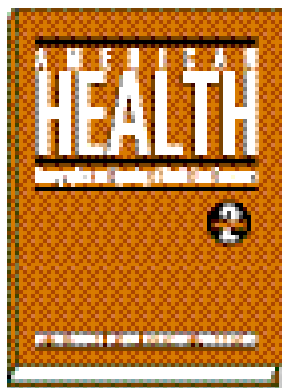
The book's hundreds of tables were individually compiled and created by New Strategist's editors and statisticians, who added historical data and calculations so you can instantly grasp the trends without having to do the work yourself.

What you get in American Health: 480 pages, table of contents, list of 324 tables, list of 110 illustrations, glossary, bibliography, index.

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

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Demographics of the U.S.

Trends and Projections, 3rd ed.

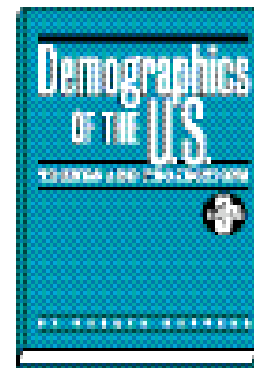
BY CHERYL RUSSELL

"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, including single-year data on many topics such as school enrollment, SAT scores, hospital admissions, employment status of men and women, living arrangements of children, marital status, and geographic mobility.

Demographics of the U.S. documents the trends of the past 50-plus years by compiling historical numbers that cannot be found in a single volume anywhere else.



Its ten chapters examine trends in Americans' attitudes and behavior, education, health, housing, income, labor force participation, living arrangements, population, spending, and wealth.

What you get in Demographics of the U.S.: 556 pages, table of contents, list of 330 tables, list of 91 illustrations, executive summary, glossary, bibliography, index.

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NEW STRATEGIST

Expert analysis.

The New Strategist editorial staff is headed by editorial director Cheryl Russell, a demographer and author who previously served as editor-in-chief of *American Demographics* magazine from 1984 to 1990, executive editor of *The Boomer Report*, and contributing editor to *Money* magazine. She holds an M.A. in Sociology/Demography from Cornell University.

Time-saving analyses and calculations.

The New Strategist editors do the work for you by combing the federal government's huge online spreadsheets for the most useful data, then figuring percent distribution, percentage point change, and other useful and thought-provoking calculations. All of the analysis and much of the data in New Strategist books aren't available online.

Comprehensive coverage.

Most of the data in New Strategist books are from the federal government, your best source for up-to-date, reliable information on the changing characteristics of Americans. The numbers come primarily from the Census Bureau, Bureau of Labor Statistics, National Center for Education Statistics, National Center for Health Statistics, and Federal Reserve Board. Attitudinal data are from the General Social Survey of the University of Chicago's National Opinion Research Center.

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