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Demographic & Psychographic Sources for Consumer Profiles & Consumer Behavior

Demographic -- All kinds of data (age, income, ethnicity, etc.)

U.S. Census Bureau

www.census.gov -- see, especially, "American FactFinder"

Demographic/Psychographic - Ethnic

Who we are: Asians / by the New Strategist editors. Ithaca, N.Y. : New Strategist Publications, Inc.
REFERENCE E184.A75 W48 2007

Who we are: Blacks / by the New Strategist editors. Ithaca, New York : New Strategist Publications, Inc.
REFERENCE E185.615 .W46 2007

Racial and ethnic diversity: Asians, Blacks, Hispanics, native Americans, and whites / by Cheryl Russell.
Ithaca, N.Y.: New Strategist Publications.
REFERENCE E184.A1 .R78 2002

Demographic/Psychographic – Age

The baby boom: Americans born 1946 to 1964 / by Cheryl Russell. Ithaca, N.Y. : New Strategist Publications.
REFERENCE HN60 .R84 2006

Older Americans: a changing market / by the New Strategist editors. Ithaca, N.Y. : New Strategist Publications.
REFERENCE HQ1064.U5 O64 2006

Generation X: Americans born 1965 to 1976 / by the New Strategist editors. Ithaca, N.Y. : New Strategist Publications.
REFERENCE HC110.C6 G46 2006

The Millennials: Americans under age 25 / by the New Strategist editors. Ithaca, N.Y. : New Strategist Publications.

REFERENCE HC110.C6 M55 2001

Wise up to teens: insights into marketing and advertising to teenagers / by Peter Zollo. Ithaca, N.Y.: New Strategist Publications.

ASK AT FRONT DESK for COURSE RESERVES/WEINSTEIN (when not on reserve may be found in MAIN COLLECTION HF5415.32 .Z65 1999)

American generations: who they are, how they live, what they think / by Susan Mitchell. Ithaca, N.Y.: New Strategist Publications.

REFERENCE HC110.C6 M545 1998

Demographic – Income

American incomes : demographics of who has money / by the editors of New Strategist Publications. Ithaca, N.Y. : New Strategist

REFERENCE HC110.I5 O43 2007

Demographic – Geographic Location

Regional markets : the demographics of growth and decline / by Thomas G. Exter. Ithaca, N.Y. : New Strategist Publications

REFERENCE HA214 .E94 1999

Demographic/Psychographic – Products & Spending

Best customers. Ithaca, N.Y. : New Strategist

REFERENCE HC110.C6 B47 2006

The American marketplace : demographics and spending patterns. Ithaca, N.Y. : New Strategist Publications.

REFERENCE HA203 .A635 2007

Consumer Expenditure Survey, by U.S. Department of Labor, Bureau of Labor Statistics
online: <http://www.bls.gov/cex/>

Household spending : who spends how much on what. Ithaca, N.Y. : New Strategist Publications.

REFERENCE HC110.C6 O34 2007

RLS:2/6/2009