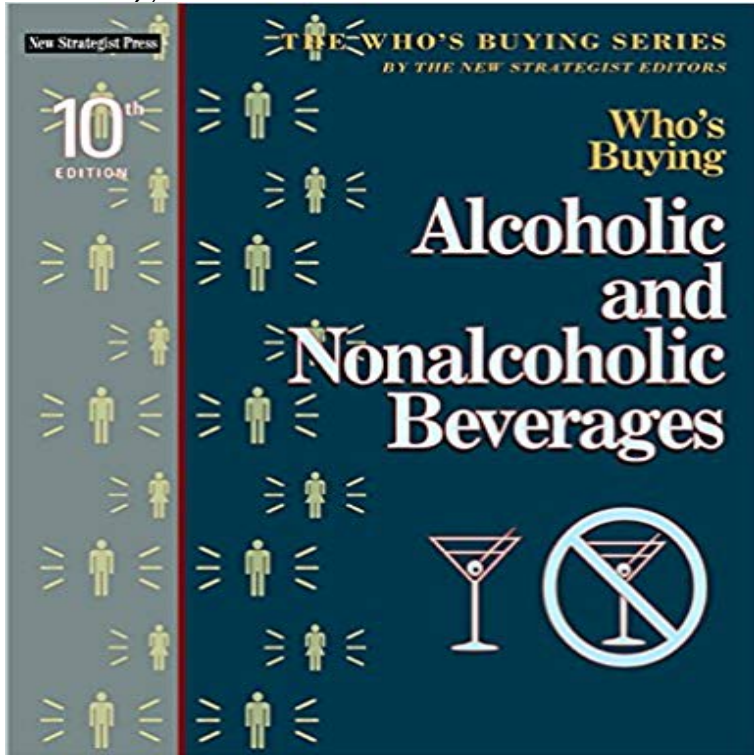


## Whos Buying Alcoholic and Nonalcoholic Beverages (Whos Buying Series), 10th ed.



**ABOUT THE BOOK**The tenth edition of Who's Buying Alcoholic and Nonalcoholic Beverages is based on unpublished data collected by the Bureau of Labor Statistics 2012 Consumer Expenditure Survey you can't get these data online. It examines how much Americans spend on alcoholic and other beverages by the demographics that count age, income, high-income households, household type, race and Hispanic origin, region of residence, and education. To round out the spending picture, it also presents who-are-the-best-customers analyses of the data, showing the best and biggest customers at a glance. It looks at who buys beer, wine, whiskey, and other alcoholic beverages at home, on trips, and at restaurants and bars. It also examines who buys colas and noncolas, coffee and tea, sports drinks, milk, bottled water, etc. New to this edition is a unique analysis of spending before (2000 to 2006) and after (2006 to 2012) the Great Recession.**INTENDED AUDIENCE:** Marketers, advertisers, small businesses, large corporations, entrepreneurs, consultants, business students, and the libraries that serve them. It is a one-of-a-kind resource for those who need to understand the dynamics of the beverage market.

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