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Find out how the American marketplace has been transformed by the Great Recession in the new 11th edition of Best Customers: Demographics of Consumer Demand, with all-important 2013 spending data. Best Customers is a unique look at who the best and biggest customers are for hundreds of individual products and services. The new edition of Best Customers includes analyses of spending trends before (2000 to 2006) and after (2006 to 2013) the Great Recession, product by product. Best Customers analyzes household spending on more than 300 products and services by age of householder, household income, household type, race and Hispanic origin of householder, region of residence, and educational attainment of householder. Based on unpublished data from the 2013 Consumer Expenditure Survey you can t find this on the Internet Best Customers identifies which households spend the most on a product or service (the best customers) and which control the largest share of spending (the biggest customers). Best Customers is divided into 21 chapters, arranged alphabetically. Within each chapter, individual products and services are arranged alphabetically. The chapters are: alcoholic beverages, apparel, computers, education, entertainment, financial products and services, household furnishings, gifts to non-household members, groceries, health care, household services, housekeeping supplies, personal care products and services, reading material, restaurants and carry-outs, shelter and utilities, telephone, tobacco, transportation, travel, and utilities. Each table in Best Customers analyzes household spending on a particular product or service and is accompanied by text identifying the best and biggest customers, analyzing spending patterns, describing spending trends before and after the Great Recession, and predicting future trends based on the nation's changing demographics.

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