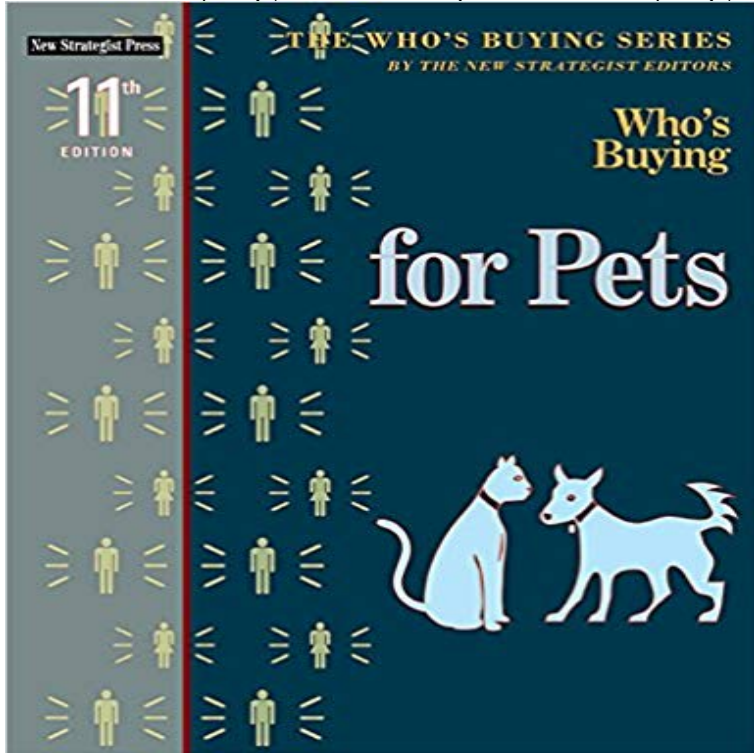


Whos Buying for Pets (Whos Buying Series), 11th ed,



The eleventh edition of Who's Buying for Pets is based on unpublished data collected by the Bureau of Labor Statistics 2012 Consumer Expenditure Survey you can't get these data online.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 pets 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 demographics of the best and biggest customers at a glance. The categories examined in this report are pet food; pet purchase, supplies, and medicine; pet services (e.g., grooming and dog walking); and veterinary services. 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 pet market in the United States.

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