



Best customers : demographics of consumer demand /

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Statistics

Monografía

Analyzes household spending in the United States on numerous products and services by age, income, household type, race and Hispanic origin, region of residence, and educational attainment of householder. 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)

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Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es