Selected Information Sources for
AEE and TSM Projects and Class Assignments
MSU Gast Business Library

Demographic/Psychographic


**County and city extra : annual metro, city, and county data book.** Publisher Lanham, MD : Bernan Press, c1992- HA203 .C68 Location BUS LIB REFERENCE COLL LIB. HAS (1997,1999-2005) Older editions in BUSINESS LIBRARY Latest Received: 2001 An annual publication providing the most up-to-date statistical information available for every state county, metropolitan area, congressional district and for all cities in the US with a 1990 population of 25,000 or more.

**The Sourcebook of county demographics.** Publisher [Fairfax, VA] : CACI Marketing Systems, c1990- HA203 .S650 Location BUS LIB REFERENCE COLL LIB. HAS 5- (1990-) Older editions in BUSINESS LIBRARY Latest Received: 2000 Demographic information for the U.S. arranged by county, including market potential indexes.


**The official guide to household spending : the number one guide to who spends how much on what / by Hoai Huong Tran.** Publisher Ithaca, N.Y. : New Strategist, c1995. BUS LIB REFERENCE COLL HC110.C6 A666 1995 Spending trends -- Spending on apparel -- Spending on entertainment -- Spending on financial products and services, cash contributions, and miscellaneous -- Spending on food and alcoholic beverages -- Spending on gifts -- Spending on health care -- Spending on housing: household operations -- Spending on housing: shelter and utilities -- Spending on personal care, reading, education, and tobacco -- Spending on transportation -- Appendix A: History and description of the Consumer expenditure survey -- Appendix B: Reduction of mortgage principle -- Glossary


**Encyclopedia of associations.** Publisher Detroit, Gale Research Co., 1961- HS17 .E5 Location MAIN LIBRARY LIB. HAS 3- (1961-) Latest edition in CLOSED REFERENCE Also available online as part of Associations unlimited – must access through MSU IP number. Association and non-profit listings.

**Who's buying for the home : who spends how much on products and services for the home / by Alison Stein Wellner.** Publisher Ithaca, N.Y. : New Strategist, c1996. BUS LIB REFERENCE COLL HC110.C6 W46 1996 Nationwide demographic statistics on products and services for the home.

**The official guide to American incomes : the demographics of who does and who doesn't have money : with a special section on discretionary income / by Thomas G. Exter ; foreword by Robert J. Samuelson.** Publisher Ithaca, N.Y. : New Strategist Publications, c1996. BUS LIB REFERENCE COLL HC110.I5 E87 1996 Demographics of the haves and have nots, with a section on discretionary income.

Note: ** Of particular relevance to AEE projects.

**Demographics USA.** Publisher New York: Market Statistics, HF5415.1 .D462 Location BUSINESS LIBRARY LIB. HAS (1997) BUS LIB REFERENCE COLL HF5415.1 .D462 Contains demographic, economic and commercial/industrial date, and buying power indices for every US city/town (over 2,500 population), all counties, metropolitan areas and DMA’s.


**The Lifestyle zip code analyst.** Publisher Wilmette, IL: Standard Rate & Data Service, c1991- HF5415.33.U6 L56 Location BUSINESS LIBRARY LIB. HAS (1993)


**Editor & publisher market guide.** Publisher New York, N.Y.: Editor & Publisher Co., HF5905 .E38 Location BUS LIB REFERENCE COLL LIB. HAS Latest edition only Latest Received: 2005 Provides detailed statistical information for U.S. and Canadian cities publishing one or more daily newspapers.

**The mid-youth market: baby boomers in their peak earning and spending years** / by Cheryl Russell. Publisher Ithaca, N.Y.: New Strategist Publications, c1996. BUS LIB REFERENCE COLL HN60 .R87 1996 National demographic information on 35-54 year olds in 1997. The youth market is defined as a state of mind, so this is the mid-youth market rather than the middle-aged market. Includes attitude and behavior information.


**Americans 55 & older: a changing market** / edited by Sharon Yntema. Publisher Ithaca, N.Y.: New Strategist Publications, c2001. BUS LIB REFERENCE COLL HQ1064.U5 A6455 2001 Statistical information on the 55+ group which is growing rapidly, and has the most disposable income of any demographic in America.

**Advertising Rates**

**Editor & publisher market guide.** Publisher New York, N.Y.: Editor & Publisher Co., HF5905 .E38 Location BUS LIB REFERENCE COLL LIB. HAS Latest edition only Latest Received: 2005 This multi-volume set provides information on cost and technical requirements for advertising in various media. These include business to business publications, consumer publications, newspapers, radio, TV and cable.

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