



## **NOW AVAILABLE: CONSUMER DIMENSIONS**

**Consumer Dimensions is a fully revised and updated report on how advertising reaches American consumers and their changing demographic makeup.**

**Consumer Dimensions** is divided into two chapters. *Chapter One: Profiling the U.S. Population* provides an extensive portrait of the changing demographics of the American consumer: the aging of America, how the work force has changed over the years, the racial/ethnic makeup of the population, and many other variables that have a bearing on how marketers define their targets. Many tables include long term trending and projections to provide a complete picture.

*Chapter Two: Consumers, The Media & Advertising* features consumer profiles on television, including average minute viewership and weekly consumption by platform and by TV genre, reach by platform, and heavy viewer and sports viewer profiles. Demographic profiles for social media, podcasts and radio are also included. The chapter concludes with consumer buying styles, attitudes towards advertising and attentiveness to 30- and 15-second TV ads by demographics. Altogether, they present a useful companion piece to Chapter 1, and a helpful jumping off point for further inquiry on this vitally important aspect of marketing.

**A complete table of contents is available [here](#).**

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