

## The multicultural economy 2005 America's minority buying power

Jeffrey M. Humphreys

Backed by fundamentally strong national and regional economies, U.S. consumers will continue to have substantial but varying annual gains in after-tax income, which powers their spending on goods and services. The Selig Center's estimates and projections of buying power for 1990-2010 show that minorities—African Americans, Asians, Native Americans, and Hispanics—definitely share in this success, and together wield formidable economic clout.

The numbers are impressive. In fact, both the African-American and the Hispanic consumer markets already are larger than the entire economies (GDP measured in US dollars) of all but nine countries in the world. Moreover, by 2010, it is very likely that the buying power of African Americans and Hispanics will exceed the GDP of Canada—which is the ninth largest economy in the world.

The buying power data presented here and differences in spending by race and/or ethnicity suggest that as the U.S. consumer market becomes more diverse, advertising, products, and media must be tailored to each market segment. With this in mind, entrepreneurs, established businesses, marketing specialists, economic development organizations, and chambers of commerce now seek estimates of the buying power of the nation's major racial and ethnic minority groups. Going beyond the intuitive approaches often used, the Selig Center's estimates provide a timely, cost-efficient, and quantitative way to assess the size and vitality of the

national, state, and sub-state racial and ethnic markets. This study provides a comprehensive statistical overview of the buying power of African Americans, Asians, Native Americans, and Hispanics for the U.S. and all the states. Data are provided for 1990-2010. Majority—or White—buying power also is reported. [Researchers should note that multi-racial buying power is estimated only as a residual, and therefore the estimates are not discussed and should be used very cautiously.]

Simply defined, buying power is the total personal income of residents that is available, after taxes, for spending on virtually everything that they buy, but it does not include dollars that are borrowed or that were saved in previous years. It is not a measure of wealth, and it does not include what tourists spend during their visits. Unfortunately, there are no geographically precise surveys of annual expenditures and income of all the nation's major racial and ethnic groups. Even estimates of expenditures by race or ethnicity are difficult to find, especially for individual states and counties.

The Selig Center addresses this problem by providing estimates of African American, Native American, Asian, White, Hispanic, and non-Hispanic buying power from 1990-2005 for the nation, the fifty states, and the District of Columbia. Also, five-year projections (2006-2010) are provided for all groups. Estimates for Georgia's metropolitan areas and counties and for Florida's metropolitan areas and counties also are included. These current dollar (unadjusted



for inflation) estimates and projections indicate the growing economic power of various racial or ethnic groups; measure the relative vitality of geographic markets; help to judge business opportunities for start-ups or expansions; gauge a business's annual sales growth against potential market increases; indicate the market potential of new and existing products; and guide targeted advertising campaigns.

The estimates for 1990-2004 supersede those previously published by the Selig Center. The revised data for those years, as well as the preliminary estimates for 2005-2010, should be considered only as the first step toward a more comprehensive analysis of the market. Anyone considering the investment of substantial capital in a new enterprise, a new product line, or a new advertising campaign will need extensive feasibility analysis to determine market opportunities more precisely.

This article only reports buying power estimates and population data for 1990, 2000, 2005, and 2010, but annual data for the entire period, 1990-2010, are available on the CD that is included in the full package.

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## **Total Buying Power Statistics**

The Selig Center projects that the nation's total buying power will rise from \$4.3 trillion in 1990 to \$7.2 trillion in 2000, to \$9.1 trillion in 2005, and to \$11.8 trillion in 2010. The percentage increase for 1990-2010 is 177 percent, which far outstrips cumulative inflation. (For example, the U.S. Consumer Price Index for All Urban Consumers (CPI-U) will increase by approximately 68 percent during the same period.) From 1990-2005, total buying power will rise by 113 percent and the consumer price index will rise by 48.9 percent. Total buying power will expand by 27 percent from 2000 through 2005, and by 30 percent from 2005 through 2010. By comparison, the percentage change in the consumer price index for 2000-2005 and for 2005-2010 will be 13.1 percent and 12.6 percent, respectively.

Diverse forces support this substantial growth. The 21-year span encompasses a mild recession in 1990-91, the longest economic expansion in the nation's history from 1991-2000, and another mild recession in 2001. As this is written, GDP again is expanding and the baseline assumption calls for moderate growth through 2010. Although U.S. buying power will grow, the state-level buying power estimates show an uneven expansion. Buying power is rising much faster in the Mountain and Southern states than in the Middle Atlantic and Central states. Ranked by percentage change in total buying power between 1990 and 2005, the top ten states are Nevada (249 percent), Arizona (185 percent), Colorado (178 percent), Utah (168 percent), Idaho (158 percent), Georgia (150 percent), Texas (149 percent), Washington (145 percent), New Mexico (135 percent), and Tennessee (134 percent).

That the state estimates show differing outcomes is not surprising, given the differences in industrial bases, the importance of exports, dependence on defense spending, construction markets, labor markets, immigration rates, domestic migration rates, and natural resources. As always, states with low costs of doing business, favorable regulatory environments, updated transportation and telecommunications infrastructure, and educated workforces will continue to attract domestic and international businesses.

## **Buying Power Statistics by Race**

In 2010, the combined buying power of African Americans, Asians, and Native Americans will be \$1.7 trillion—more than triple its 1990 level of \$454 billion—which amounts to a gain of \$1.2 trillion or 268 percent. In 2010, African Americans will account for 61 percent of combined spending, or \$1 trillion. Over this 21-year period, the percentage gains in minority buying power vary considerably by race, from a gain of 397 percent for Asians to 251 percent for American Indians to 222 percent for blacks. All of these target markets will grow much faster than the white market, where buying power will increase by 177 percent.

The combined buying power of these three minority racial groups will account for 14.1 percent of the nation's total buying power in 2010, up from 10.6 percent in 1990. This 3.5 percent gain in combined market share amounts to an additional \$411 billion in buying power in 2010. The market share claimed by a targeted group of consumers is important because the higher their market share, the lower the average cost of reaching a potential buyer in the group.

## ■ Black Buying Power ■

In 2005, African Americans will constitute the nation's largest minority market, and their economic clout will energize the U.S. consumer market as never before. The Selig Center projects that the nation's black buying power will rise from \$318 billion in 1990 to \$590 billion in 2000, to \$761 billion in 2005, to \$1 trillion in 2010, up by 222 percent in 21 years. This overall percentage gain outstrips the 164 percent increase in white buying power and the 177 percent increase in total buying power (all races combined). In 2010, the nation's share of total buying power that is black will be 8.6 percent, up from 8.4 percent in 2005 and up from 7.4 percent in 1990. Nationally, African-American consumers will account for almost nine cents out of every dollar that is spent.

The gains in black buying power reflect much more than just population growth and inflation. Of all the diverse supporting forces, one of the most important is the increased number of jobs across the nation. Compared to 1990, employment opportunities have improved for everyone, including African-Americans. The increasing number of blacks who are starting and expanding their own businesses also contributes to the gains in buying power. *The Survey of Minority-Owned Business Enterprises* released by the Census Bureau in 2001 showed that the number of black-owned firms increased almost four times faster than the number of all U.S. firms, although their receipts grew more slowly than all the others. Still another positive factor pushing up the group's buying power is that African Americans are benefiting from rising levels of educational attainment. Census data show that the proportion of blacks with high school diplomas rose by 10 percent from 1993 to 2003, and that gain was the largest reported for any group.

Favorable demographic trends help, too, since the black population continues to grow more rapidly than the total population. From 1990 to 2010, the nation's black population will grow by 32.4 percent compared to 17.6 percent for the white population and 24.2 percent for the total population. Also, the black population is younger: Census 2000 data indicate that the median age of blacks is only 30.2 years compared to 37.7 years for the white population. Compared to the older white population, larger proportions of blacks will be entering the workforce for the first time or will be moving up from entry-level jobs. Conversely, smaller proportions of blacks have reached their career pinnacles, where the annual percentage increases in wage and salaries often

begin to decelerate, or are of traditional retirement age. In 2004, only 8.1 percent of blacks were over 65, compared to 13.5 percent of whites. Also, blacks increasingly are setting trends for young adults of every race. This is not surprising given that 30 percent of the black population was under 18 years old compared to 24 percent of the white population in 2004.

In 2005, the ten states with the largest African-American markets, in order, will be New York (\$74.9 billion), California (\$54.1 billion), Texas (\$51.8 billion), Florida (\$50.4 billion), Georgia (\$48.8 billion), Maryland (\$41.8 billion), Illinois (\$37.8 billion), North Carolina (\$34.3 billion), Virginia (\$32.4 billion), and Michigan (\$30.9 billion). Of these, however, Maryland, North Carolina, and Virginia are the only ones that did not rank among the top ten markets for all consumers.

One characteristic that sets the African-American consumer market apart from the Hispanic and Asian markets is that it is not concentrated in a handful of states. This vibrant consumer market is very widespread, and therefore is an attractive customer segment in many of the states. In 2005,

### The Multicultural Dollar

#### Where Blacks Spend More

telephone services  
public utilities  
children's apparel  
footwear  
groceries

the five largest African-American markets account for 37 percent of black buying power. The five states with the largest total consumer markets account for 38 percent of total buying power. Similarly, the ten largest black markets account for 60 percent of the African-American market and the ten largest total consumer markets account for 55 percent of total buying power.

In order, the top ten states ranked by the rate of growth of black buying power over 1990-2005 are Idaho (412 percent), South Dakota (375 percent), Utah (370 percent), Montana (356 percent), Nevada (331 percent), Minnesota (315 percent), North Dakota (298 percent), Vermont (296 percent), Wyoming (279 percent), and Arizona (228 percent). All have flourishing African-American consumer markets, but none of these states is among the nation's ten largest black consumer markets. Minnesota ranks highest (30) in terms of the size of its black consumer market.

From 1990 to 2005, the ten states (including the District of Columbia) with the largest share of total buying power that is black are the District of Columbia (32.4 percent), Missis-

issippi (24 percent), Maryland (20.7 percent), Louisiana (20.1 percent), Georgia (19.4 percent), South Carolina (19.1 percent), Alabama (17.3 percent), North Carolina (14.5 percent), Delaware (13.4 percent), and Virginia (13.1 percent).

The 4.6 percent increase in African Americans' share of Mississippi's consumer market (from 19.5 percent in 1990 to 24 percent in 2005) was the biggest share shift in the nation, followed by a 3.5 percent advance in Louisiana (from 16.7 percent to 20.1 percent), a 3.4 percent increase in share in Georgia (16 percent to 19.4 percent), a 3.2 percent increase in share in Maryland (17.5 percent to 20.7 percent, and a 3 percent increase in Delaware (from 10.5 percent to 13.4 percent). The share of buying power controlled by black consumers will rise everywhere except for the District of Columbia (-9.1 percent) and California (-0.4 percent).

Due to differences in per capita income, wealth, demographics, and culture, the spending habits of African Americans as a group are not the same as those of non-black consumers (e.g., white and other races combined). Thus, as African Americans' share of the nation's total buying power expands, business-to-consumer firms can be expected to devote more resources towards developing and marketing products that meet the needs and match the preferences of black consumers. The most recent *Consumer Expenditure Survey* data (for 2003) indicate that the average black household spent in total only 68 percent as much as the average non-black household, reflecting blacks' lower incomes. The values are for money income, which differs somewhat from buying power, but nonetheless offers some insights into spending by black consumers.

Despite their lower average income levels, African Americans lead in some categories. For example, they spent more than non-blacks on natural gas and electricity, telephone services, children's apparel, and footwear. Also, blacks spent a higher proportion of their money on groceries, housing, and women's and girls' clothing. These findings strongly imply that utilities, telecom firms, and clothing and shoe stores would do well to market themselves directly to black consumers.

Blacks and non-blacks spent about the same for household operations, housekeeping supplies, men's and boys' clothing, public transportation, reading materials, and tobacco products. Compared to non-blacks, however, blacks spent less on eating out, vehicle purchases, health care, entertainment, and pensions and Social Security.

The same survey indicates that black households are only slightly larger than the average non-black household (2.6 persons for blacks versus 2.5 persons for whites and others). Black households also are more likely to have children under 18 (0.9 persons for blacks versus 0.6 persons for whites and others). They have approximately the same number of wage earners per household (1.2 wage earners) as white and other households (1.3 wage earners), but have only 1.3 vehicles per household compared to 2 vehicles for white and other households. Only 73 percent of black households own or lease at least one vehicle compared to 90 percent of non-black households.

Moreover, there is a substantial gap in homeownership rates, which suggests a possible opportunity for market expansion in the years ahead. The 2004 data indicate that 49 percent of blacks are homeowners compared to 73 percent for whites. A decade ago, only 42 percent of blacks owned homes.

## ■ Native American Buying Power ■

The Selig Center projects that the nation's Native American buying power will rise from \$19.7 billion in 1990, to \$39.1 billion in 2000, to \$51.1 billion in 2005, and to \$69.2 billion in 2010. If these projections hold, this group's buying power in 2010 will be 251 percent greater than in 1990. The 1990-2010 percentage gain is much greater than the increases in buying power projected for whites (164 percent), for the U.S. population as a whole (177 percent), and for blacks (222 percent). It is smaller than those projected for Asians (397 percent) and for Hispanics (413 percent), however. Despite this fast-paced growth, Native Americans will account for only 0.6 percent of all U.S. buying power in 2010, up slightly from their 0.5 percent share in 1990, when they accounted for only \$19.7 billion in buying power.

Many forces support the continued growth of Native American buying power, but perhaps the most important is gradually improving employment opportunities for all Americans. Added reinforcement comes from the fact that the Native American population is growing much more rapidly than the total population, and is expected to continue to do so. From 1990 through 2010, the Native American population will grow by 51.4 percent, outpacing the projected gains of 32.4 percent for the black population, 24.2 percent for the total U.S. population, and 17.6 percent for the white population. Also, the Native American population is relatively young. Census 2000 indicates that the median age of Native Americans is 28 years compared to 37.7 for the white population. The implication is that labor force entry and the climbing of career ladders should provide a relatively large boost the group's buying power in future years. Also, in 2004, only 6.4 percent of Native Americans had reached traditional retirement age (65 and over) compared to 13.5 percent of whites.

Entrepreneurial activity is another major force powering the growth of Native American buying power. *The Survey of Minority-Owned Business Enterprises* released by the Census Bureau in 2001 showed that the number of the number of American Indian-owned firms increased twelve times faster than the number of all U.S. firms, and their receipts rose four and one-half times faster than those of all firms. In terms of growth rates, American Indian-owned firms — which primarily are centered in the business services, personal services, and construction industries — outperformed all other groups.

Although comprising less than one percent of the country's population in 2005, Native Americans will control \$51 billion in disposable income, which makes this diverse

group economically attractive to businesses. The nation's 2.9 million Native Americans (including Eskimos and Aleuts) will see their buying power climb from \$19.7 billion in 1990 to \$51.1 billion in 2005, an increase of 159 percent.

In 2005, in order, the ten states with the largest Native American markets are California (\$7.9 billion), Oklahoma (\$5 billion), Arizona (\$3.5 billion), Texas (\$3.3 billion), New Mexico (\$2.3 billion), North Carolina (\$2 billion), Washington (\$2 billion), Alaska (\$1.9 billion), New York (\$1.9 billion), and Florida (\$1.7 billion). This market is slightly more focused on a few states than is the total U.S. consumer market. For example, in 2005, the five largest American Indian markets account for 43 percent of Native American buying power, whereas the five largest total consumer markets account for 38 percent of U.S. buying power. Similarly, the ten largest Native American markets account for 62 percent of Native American buying power and the top ten total consumer markets account for 55 percent of total U.S. buying power.

Ranked by the rate of growth of Native American buying power over 1990-2005, the top ten states are West Virginia (389 percent), Mississippi (307 percent), Kentucky (304 percent), Tennessee (295 percent), Georgia (278 percent), Texas (274 percent), Florida (257 percent), Iowa (252 percent), Colorado (241 percent), and South Carolina (231 percent). Many of these states have relatively small, flourishing markets, but Texas and Florida stand out from the other leading states as the fourth and tenth largest Native American consumer markets in the nation, respectively.

In 2005, the ten states with the largest Native American shares of total buying power include Alaska (8.9 percent), Oklahoma (5.2 percent), New Mexico (4.7 percent), Montana (3.5 percent), South Dakota (3.3 percent), North Dakota (2.3 percent), Arizona (2.2 percent), Wyoming (1.2 percent), Nevada (1.0 percent), and Washington (0.9 percent). Compared to 1990, Native Americans' share of the market will rise the most in New Mexico, Alaska, Montana, North Dakota, and South Dakota, but will decline slightly in Hawaii, Nevada, Oregon, and Washington.

## ■ Asian Buying Power ■

In 2010, 15.3 million Americans—4.9 percent of the country's population—will claim Asian ancestry, which makes the group a powerful force in the U.S. consumer market. This racial group's shares of the population were 3 percent and 4 percent in 1990 and 2000, respectively; and their enormous economic clout continues to attract more attention from businesses and advertisers. (The Selig Center's data for Asians combines two race categories, including those who identified themselves as Asian or as Native Hawaiian and Other Pacific Islander.)

The Selig Center projects that the nation's Asian buying power will nearly quintuple, climbing from \$117 billion in 1990 to \$269 billion in 2000, to \$397 billion in 2005, and to \$579 billion in 2010. The 397 percent gain from 1990

through 2010 is substantially greater than the increases in buying power projected for whites (164 percent), the U.S. as a whole (177 percent), blacks (222 percent), and Native Americans (251 percent), but is lower than the 413 percent gain projected for Hispanics. At \$397 billion in 2005, the U.S. Asian market already outshines the entire economies of all but sixteen countries—it is smaller than the GDP of Russia and larger than the GDP of Switzerland.

The group's fast-paced growth in buying power demonstrates the increasing importance of Asian consumers and should create great opportunities for businesses that pay attention to their needs. Because the group includes consumers of so many national ancestries, languages, and such diverse cultures, firms that target specific subgroups—Chinese or Filipino, for example—may find niche markets particularly rewarding.

Demographics are a key, too. The Asian population is growing more rapidly than the total population, mostly because of strong immigration, a trend that is expected to

### The Multicultural Dollar

#### Where Asians Spend More

- food
- housing
- household appliances
- telecom services
- education
- personal insurance

continue. In 2010, the Asian population will reach 15.3 million, or more than double its 1990 base of 7.5 million. This 102 percent gain in population exceeds that projected for any other racial group, yet in comparison; it falls well below the 119 percent gain expected for the Hispanic population.

The Asian population of the U.S. is relatively young: Census 2000 indicates that the median age of Asians is 32.7 years compared to 37.7 years for whites. Thus, a larger proportion of Asians is either entering the workforce for the first time or is moving up on their career ladders. Also, a much smaller proportion of them are of traditional retirement age. For example, in 2004, only 8.4 percent of Asians were over 65, compared to 13.5 percent of non-Hispanic whites.

Another factor contributing to Asian buying power is that nearly all Asians are urbanites. Data show that 95 percent of Asians lived in metro areas in 2002 compared to only 78 percent of non-Hispanic whites. The economic rewards of education also provide a big boost. Asians are much better educated than is the average American, and therefore Asians hold many top-level jobs in management or professional specialties. According the U.S. Census Bureau, in 2003, 50 percent of Asians over age 25 had a bachelor's

degree or higher compared to only 30 percent of whites. Moreover, the Census Bureau estimates that over a working lifetime the payoff for a bachelor's degree compared to a high school diploma is between \$700,000 and \$1 million; and the payoff for an advanced degree compared to a high school diploma is about \$2 million.

The increasing number of successful Asian entrepreneurs also helps to increase the group's buying power. According to the 2001 *Survey of Minority-Owned Business Enterprises*, the number of Asian-owned businesses—which mostly center on business services, personal services, and retailing—increased more than four times faster than the number of all U.S. firms. The 2002 *Survey of Business Owners* (Advance Report) indicates that 5.9 percent of U.S. business owners are Asian, which is much higher than the group's 4.4 percent share of the U.S. population.

In 2005, the ten states with the largest Asian consumer markets, in order, are California (\$128.8 billion), New York (\$40.1 billion), New Jersey (\$23.7 billion), Texas (\$22.6 billion), Hawaii (\$19.2 billion), Illinois (\$18.2 billion), Washington (\$12.5 billion), Virginia (\$10.9 billion), Florida (\$10.7 billion), and Massachusetts (\$10.1 billion).

Compared to the overall consumer market, the group's spending is much more focused geographically. In 2005, the five and the ten states with the largest Asian consumer markets account for 59 percent and 75 percent of Asian buying power, respectively. In contrast, the five and the ten largest total consumer markets account for 38 percent and 55 percent of U.S. buying power, respectively. One positive implication of this extreme geographic concentration is lower marketing costs. Still, zip-code mailings, the use of selective media, the Internet, and other techniques can be used to reduce the costs of reaching Asians in states where the group's market share is slim.

In 2005, California stands out as the nation's only state-level minority racial market that exceeds \$100 billion (\$128.8 billion), and it alone accounts for 32 percent of the nation's Asian consumer market. The only state-level minority markets that are larger are the Hispanic markets in California and Texas, and those markets are defined based on ethnicity rather than race. From 1990-2005, California will account for 30 percent of the expected increase in the nation's Asian buying power, or \$85 billion of the \$280 billion gain. Despite the geographic focus of this consumer market, Asian buying power is attaining critical mass in a growing number of states. In 2000, only eight states had over \$10 billion in Asian buying power. By 2005, ten states had over \$10 billion in Asian buying power, and by 2010, thirteen states will have reached this benchmark.

Ranked by the rate of growth of Asian buying power over 1990-2005, the top ten states are North Carolina (536 percent), Nevada (533 percent), Nebraska (513 percent), South Dakota (512 percent), Georgia (481 percent), Iowa (478 percent), Minnesota (459 percent), Mississippi (455 percent), North Dakota (451 percent), and Tennessee (434 percent). None of these states is among the nation's ten largest Asian markets, but Georgia ranks fourteenth, North

Carolina ranks seventeenth, and Minnesota ranks eighteenth. From a business-to-consumer perspective, these three states are among the nation's rapidly emerging Asian markets.

Nationally, Asian consumers' share of the market will increase from 2.7 percent in 1990 to 4.4 percent in 2005. In order, the ten states with the largest shares of total buying power that is Asian in 2005 are Hawaii, where Asians account for 50.7 percent of the state's buying power, California (10.9 percent), New Jersey (7.2 percent), New York (6.1 percent), Washington (5.9 percent), Nevada (4.7 percent), Maryland (4.6 percent), Illinois (4.5 percent), Virginia (4.4 percent), and Massachusetts (4.1 percent). Except for Hawaii, where Asians' market share will drop by 7.2 percent, the share of buying power controlled by Asian consumers will rise in every state. The 3.8 percent gain in Asians' share of New Jersey's consumer market (3.4 percent in 1990 to 7.2 percent in 2005) will be the largest share increase in the nation, followed by the 3.2 percent increase in market share in California (7.7 percent to 10.9 percent). Also noteworthy is the 2.8 percent gain in share expected in New York (3.3 percent share in 1990 to 6.1 percent in 2005).

Thanks to their higher average income levels, Asian consumers spend more than the average U.S. household on food (groceries and dining out), housing, household operations, telecom services, household appliances, children's clothing, public transportation, education, and personal insurance and pensions. They spend much less of their budgets on electricity, vehicle purchases, health care, tobacco products, and entertainment.

The same survey indicates that there are 2.8 persons per Asian household compared to 2.5 persons for the average household. Asians have more wage earners (1.5) per household, but have only 1.6 vehicles per household compared to 1.9 vehicles for the average household. Only 83 percent of Asian households own or lease at least one vehicle compared to 88 percent of all households.

There also is a moderate gap in homeownership rates. According to 2004 data, 60 percent of Asians are homeowners compared to 73 percent for whites. The homeownership rate for Asians was only 52 percent in 1994, however.

## ■ Hispanic Buying Power ■

The immense buying power of the nation's Hispanic consumers continues to energize the nation's consumer market, and Selig Center projections reveal that Hispanics will control about \$736 billion in spending power in 2005. In fact, Census 2000 showed that more than one person in eight who lives in the U.S. is of Hispanic origin, and the U.S. Hispanic population continues to grow much more rapidly than the non-Hispanic population. By 2010, nearly one person out of every six living in the U.S. will be of Hispanic origin.

Over the twenty-year period, 1990-2010, the nation's Hispanic buying power will grow dynamically. In sheer

dollar power, Hispanics' economic clout will rise from \$212 billion in 1990, to \$490 billion in 2000, to \$736 billion in 2005, and to \$1,087 billion in 2010. The 2010 value will exceed the 1990 value by 413 percent—a percentage gain that is far greater than either the 165 percent increase in non-Hispanic buying power or the 177 percent increase in the buying power of all consumers. U.S. Hispanic buying power will grow faster than African-American buying power (222 percent), Native American buying power (251 percent), and Asian buying power (397 percent).

In 2010, Hispanics will account for 9.2 percent of all U.S. buying power, up from 5 percent in 1990. Due to this brisk growth, Hispanic buying power (\$860 billion) will exceed African American buying power (\$856 billion) in 2007.

Of the myriad forces supporting this substantial and continued growth, the most important is favorable demographics, but better employment opportunities also help to increase the group's buying power. Because of both higher rates of natural increase and strong immigration, the Hispanic population is growing more rapidly than the total population, a trend that is projected to continue. Between 1990 and 2010, the Hispanic population will increase by 118.9 percent compared to 14.8 percent for the non-Hispanic population and the 24.2 percent gain for the total population.

The relatively young Hispanic population, with more of them either entering the workforce for the first time or moving up on their career ladders, also argues for additional gains in buying power. Hispanics' spending patterns already help to determine the success or failure of many youth-oriented products and services. In 2004, 34 percent of the Hispanic population was under age 18 compared to 25 percent of the total population. Also, in 2004, only 5.2 percent of Hispanics were over 65, compared to 12.4 percent of the total population.

The increasing number of Hispanic business owners is another potent force powering this consumer market. *The Survey of Minority-Owned Business Enterprises* released by the U.S. Department of Commerce showed that the number of Hispanic firms is growing more than four times faster than the number of all U.S. firms, and that their receipts also rose more quickly than those of all firms. This jump in entrepreneurial activity, coupled with a rising level of educational attainment, illustrates Hispanics' upward mobility. The U.S. Census Bureau indicates that, in 2003, 57 percent of Hispanics over age 25 had a high school diploma compared to 53 percent a decade ago. The proportion with a bachelor's degree increased from 9 percent to 11 percent. The Census Bureau cautions, however, that levels of educational attainment for Hispanics are lower than those for non-Hispanic whites, blacks, and Asians largely because of the vast number of less educated foreign-born Hispanics. Only 45 percent of foreign-born Hispanics have a high school diploma compared to 74 percent of U.S.-born Hispanics.

Hispanic refers to a person of Mexican, Puerto Rican, Cuban or other Spanish/Hispanic/Latino culture or origin, and is considered an ethnic category rather than a racial group. Persons of Hispanic origin therefore may be of any

race, and since their culture varies with the country of origin, the Spanish language often is the uniting factor. Census 2000 indicates that the majority of Hispanics living in the U.S. are of Mexican origin (58.5 percent), which suggests that a great many Hispanics share similar backgrounds and cultural experiences. Nonetheless, spending patterns differ significantly based on country of origin, and the composition of the nation's Hispanic population is changing. The proportion of Mexicans is dropping, while the numbers of people from Cuba, Central and South America, and other Spanish-speaking areas continues to rise.

This major group, which will comprise 14.3 percent of the country's population in 2005, will have disposable income of \$736 billion. In 2005, the ten states with the largest Hispanic markets, in order, are California (\$202.7 billion),

## The Multicultural Dollar

### Where Hispanics Spend More

**groceries**  
**phone services**  
**major appliances**  
**furniture**  
**children's clothing**  
**footwear**

Texas (\$127.4 billion), Florida (\$75.1 billion), New York (\$62.7 billion), Illinois (\$32.8 billion), New Jersey (\$28.4 billion), Arizona (\$24.2 billion), Colorado (\$17.1 billion), New Mexico (\$14.2 billion), and Georgia (\$10.6 billion).

Hispanics and their buying power are much more geographically concentrated than non-Hispanics. California alone accounts for 28 percent of Hispanic buying power. The five states and the ten states with the largest Hispanic markets account for 68 percent and 81 percent of Hispanic buying power, respectively. In contrast, the five states with the largest non-Hispanic markets account for only 38 percent of total buying power and the ten largest non-Hispanic markets account for only 55 percent of total buying power.

The top ten states, as ranked by the rate of growth of Hispanic buying power over 1990-2005, are North Carolina (882 percent), Arkansas (868 percent), Georgia (696 percent), Tennessee (668 percent), Nevada (641 percent), Alabama (569 percent), Minnesota (547 percent), Kentucky (527 percent), North Dakota (499 percent) and South Carolina (498 percent). In market size, Georgia, Nevada, and North Carolina also rank tenth, eleventh, and fifteenth, respectively, so, these states are three of the most attractive Hispanic markets in the nation.

Between 1990 and 2005, the share of buying power controlled by Hispanic consumers will rise from 5 percent to

8.1 percent, and the group's share will rise in every state. In 2005, the ten states with the largest Hispanic market shares will be New Mexico (29.5 percent), Texas (19.2 percent), California (17.2 percent), Arizona (15.2 percent), Florida (14.3 percent), Nevada (13.2 percent), Colorado (10.8 percent), New York (9.5 percent), New Jersey (8.6 percent), and Illinois (8.1 percent). Nevada's 7 percent shift in Hispanic market share, from 6.2 percent in 1990 to 13.2 percent in 2005 will be the nation's largest. Texas will see its Hispanic market share climb from 12.4 percent to 19.2 percent, a gain of 6.8 percent, which is a remarkable for a state with such a large, established market. Hispanics' share of Florida's market will rise by 5.6 percent, from 8.7 percent to 14.3 percent. Arizona's Hispanics will claim 15.2 percent of the state's buying power, up 5.4 percentage points from their 9.8 percent share in 1990. New Mexico's Hispanic population will claim 29.5 percent of that state's buying power, 5.2 percent more than their 24.4 percent share in 1990.

Because of differences in per capita income, wealth, demographics, and culture, the spending habits of Hispanics as a group differ from the average U.S. consumer. The most recent *Consumer Expenditure Survey* indicates that Hispanic consumers spent in total only about 83 percent as much as the average non-Hispanic consumer and spent a much higher

proportion of their after-tax income on goods and services.

Despite their lower average income levels, Hispanic households spent more on groceries, telephone services, furniture, major appliances, men's and boys' clothing, children's clothing, and footwear. Also, Hispanics spent a higher proportion of their money on eating out, housing, and gas and motor oil. They spent about the same amounts as non-Hispanics on alcoholic beverages, natural gas and electricity, housekeeping supplies, women's and girls' clothing, public transportation, and personal care products and services.

Compared to the non-Hispanic population, Hispanics spent substantially smaller proportions of total outlays (and substantially less money) on health care, entertainment, education, and personal insurance and pensions.

The same survey found that Hispanic households are larger than non-Hispanic households (3.3 persons per household versus 2.4 persons for non-Hispanics), and have twice as many children under 18. On average, there are 1.6 vehicles per Hispanic household compared to 2 vehicles per non-Hispanic household. Also, 2004 data show that only 48 percent of Hispanics are homeowners compared to 72 percent of non-Hispanics. In 1994, only 41 percent of Hispanics were homeowners. ■

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## Methodology

Because there are no direct measures of the buying power of African Americans, Native Americans, Asians, Whites, and Hispanics, these estimates were calculated using national and regional economic models, univariate forecasting techniques, and data from various U.S. government sources. The model developed by the Selig Center integrates statistical methods used in regional economics with those of market research. In general, the estimation process has two parts: estimating disposable personal income and allocating that estimate by race or ethnicity based on both population estimates and variances in per capita income.

The Selig Center's estimates of disposable personal income (the total buying power of all groups, regardless of race or ethnicity) are reported in Table 5. Total buying power for 1990-2004 equals disposable personal income as reported in the National Income and Product Accounts tables by the U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System on March 28, 2005. Based on the data provided by the Commerce Department, the Selig Center prepared projections of total buying power for 2005-2010.

Defined as the share of total personal income that is available for spending on personal consumption, personal interest payments, and savings, disposable personal income measures the total buying power held by residents of an area. In 2004, 95.2 percent of disposable personal income was used to purchase goods and services (personal consumption expenditures); the remaining 4.8 percent represents personal savings, non-mortgage interest paid by persons, or personal transfer payments to either government or to persons living abroad.

Because the Selig Center defines buying power as disposable personal income, the state-by-state estimates of the total buying power of all consumers for 1990-2004 are identical to the estimates of disposable personal income issued by the U.S. Bureau of Economic Analysis (BEA) in 2005. Based on trends in the historical data, the Selig Center prepared independent estimates of total buying power (disposable personal income) for 2005-2010.

The Selig Center's estimates are consistent with the concepts and definitions used in the National Income and Product Accounts (NIPA). Readers should note that buying power is not the equivalent of aggregate money income as defined by the Census Bureau. Because the Selig Center's estimates are based on disposable personal income data obtained from the BEA, rather than money income values issued by the Census Bureau, the result is significantly higher estimates of buying power. There are several reasons for this lack of correspondence. First, the income definition used by the BEA is not the same as the definition used by the Census Bureau. Second, Census income data are gathered through a nationwide survey sample of households, and respondents tend to underreport their income, which accounts for much of the discrepancy. Finally, the population universe for the Census money income estimates differs from the universe used by the BEA. It should also be emphasized that the Selig Center's estimates are not equivalent to aggregate consumer expenditures as reported in the *Consumer Expenditure Survey* that is conducted each year by the U.S. Bureau of Labor Statistics.

The Selig Center's estimates of total buying power were allocated to each racial group and Hispanics based on population estimates and variances in per capita personal income by race or ethnicity. For 1990-1999, the Selig Center used the U.S. Census Bureau's time series of intercensal population estimates that were last revised on August 5, 2004. The Census Bureau indicates that these estimates were developed to take into account differences between the postcensal time series population estimates for the 1990s and Census 2000 results. For 2000-2003, the Selig Center relied upon the population distributions provided by the Census Bureau's Population Estimates Program that were released on September 30, 2004. Because there are differences between these two data series there is a series break between 1999 and 2000, which limits the comparability of the estimates for 1990-1999 to those for 2000-2010. Perhaps the most important difference is that the multiracial category first appears in 2000. Based on trends in the historical data, the Selig Center prepared independent population projections for 2004-2010.

On March 18, 2004, the Census Bureau released interim projections of the U.S. population by age, race, sex, and Hispanic origin, but the data were only provided for decennial census years (2000, 2010, 2020, 2030, 2040, and 2050). Due to these considerations, the Selig Center's population estimates were not constrained to match the interim projections, though they were taken into consideration when we produced our independent projections.

The Census Bureau also has modified the definitions of the racial categories, by assigning persons who selected "some other race" to a specified race (e.g., White, Black or African America, American Indian and Alaska Native, Asian, Native Hawaiian and other Pacific Islander). This included persons who selected "some other race" in combination with a specified race. This was done to reconcile the Census 2000 race categories with those race categories that appear in the data from administrative records, which are used to produce the Census Bureau's population estimates and projections. Approximately 18.5 million people identified "some other race" as part of, or as their only, race response.

For 1990-2010, a relative income adjustment factor was estimated for each group for each geographic area to compensate for the variation in per capita personal income (and by extension, in per capita disposable personal income) that is accounted for by race or ethnicity. These factors were calculated on an annual basis using Summary File 3 (SF 3) data regarding income by race and Hispanic origin from Census 2000 and per capita money income data by race for local areas that were gathered during the *1990 Census of Population and Housing*. Also, the Selig Center relied on national-level data obtained from the Census Bureau's Current Population Surveys. The absence of current detailed data at the state and sub-state level clearly makes the buying power estimates and projections for all of the racial or ethnic groups less precise, increasing their statistical error.

The 2003 expenditures data by item for African Americans, Hispanics, Asians, and the comparison groups were obtained directly from the *Consumer Expenditure Survey* that was released by the Bureau of Labor Statistics on November 30, 2004. The amounts are direct out-of-pocket expenditures, and do not include reimbursements, such as for medical care or car repairs covered by insurance.

Table 1

**U.S. Buying Power Statistics by Race,  
1990, 2000, 2005, and 2010**

	Buying Power (billions of dollars)			
	1990	2000	2005	2010
Total	4,270.5	7,187.6	9,100.8	11,847.0
White	3,816.2	6,231.2	7,811.9	10,063.9
Black	318.1	590.2	760.7	1,023.4
American Indian	19.7	39.1	51.1	69.2
Asian	116.5	268.8	396.5	578.8
Multiracial	NA	58.3	80.6	111.7

	Percentage Change in Buying Power			
	1990-2005	1990-2010	2000-2005	2005-2010
Total	113.1	177.4	26.6	30.2
White	104.7	163.7	25.4	28.8
Black	139.1	221.7	28.9	34.5
American Indian	158.9	250.9	30.8	35.5
Asian	240.4	396.9	47.5	46.0
Multiracial	NA	NA	38.2	38.5

	Market Share (percentage)			
	1990	2000	2005	2010
Total	100.0	100.0	100.0	100.0
White	89.4	86.7	85.8	84.9
Black	7.4	8.2	8.4	8.6
American Indian	0.5	0.5	0.6	0.6
Asian	2.7	3.7	4.4	4.9
Multiracial	NA	0.8	0.9	0.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, May 2005.

Table 2

**U.S. Population Statistics by Race,  
1990, 2000, 2005, and 2010**

	Population			
	1990	2000	2005	2010
Total	249,622,814	282,177,754	296,096,445	310,149,226
White	209,366,661	228,609,471	237,512,442	246,169,724
Black	30,648,345	35,809,870	38,045,287	40,585,724
American Indian	2,058,726	2,673,258	2,874,812	3,116,085
Asian	7,549,082	11,156,348	13,163,615	15,253,209
Multiracial	NA	3,928,807	4,500,289	5,024,484
	Percentage Change in Population			
	1990-2005	1990-2010	2000-2005	2005-2010
Total	18.6	24.2	4.9	4.7
White	13.4	17.6	3.9	3.6
Black	24.1	32.4	6.2	6.7
American Indian	39.6	51.4	7.5	8.4
Asian	74.4	102.1	18.0	15.9
Multiracial	NA	NA	14.5	11.6
	Share of Population (percentage)			
	1990	2000	2005	2010
Total	100.0	100.0	100.0	100.0
White	83.9	81.0	80.2	79.4
Black	12.3	12.7	12.8	13.1
American Indian	0.8	0.9	1.0	1.0
Asian	3.0	4.0	4.4	4.9
Multiracial	NA	1.4	1.5	1.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, May 2005.

Table 3

**U.S. Hispanic Market Statistics,  
1990, 2000, 2005, and 2010**

	Buying Power (billions of dollars)			
	1990	2000	2005	2010
Total	4,270.5	7,187.6	9,100.8	11,847.0
Hispanic	211.9	489.5	735.6	1,086.5
Non-Hispanic	4,058.7	6,698.1	8,365.3	10,760.6
	Percentage Change in Buying Power			
	1990-2005	1990-2010	2000-2005	2005-2010
Total	113.1	177.4	26.6	30.2
Hispanic	247.2	412.8	50.3	47.7
Non-Hispanic	106.1	165.1	24.9	28.6
	Market Share (percentage)			
	1990	2000	2005	2010
Total	100.0	100.0	100.0	100.0
Hispanic	5.0	6.8	8.1	9.2
Non-Hispanic	95.0	93.2	91.9	90.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, May 2005.

Table 4

**U.S. Hispanic Population Statistics,  
1990, 2000, 2005, and 2010**

	Population			
	1990	2000	2005	2010
Total	249,622,814	282,177,754	296,096,445	310,149,226
Hispanic	22,572,838	35,650,061	42,395,215	49,401,042
Non-Hispanic	227,049,976	246,527,693	253,701,230	260,748,184
	Percentage Change in Population			
	1990-2005	1990-2010	2000-2005	2005-2010
Total	18.6	24.2	4.9	4.7
Hispanic	87.8	118.9	18.9	16.5
Non-Hispanic	11.7	14.8	2.9	2.8
	Share of Population (percentage)			
	1990	2000	2005	2010
Total	100.0	100.0	100.0	100.0
Hispanic	9.0	12.6	14.3	15.9
Non-Hispanic	91.0	87.4	85.7	84.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, May 2005.

Table 5

**Total Buying Power by Place of Residence  
for U.S. and the States, 1990, 2000, 2005, and 2010  
(thousands of dollars)**

Area	1990	2000	2005	2010
United States	4,270,546,000	7,187,588,000	9,100,834,023	11,847,038,118
Alabama	56,892,094	93,705,340	121,023,634	155,279,564
Alaska	11,146,891	16,582,016	21,638,217	27,560,805
Arizona	55,744,215	115,336,078	158,886,502	226,444,281
Arkansas	30,604,138	51,896,680	67,820,317	86,776,900
California	565,376,110	908,421,421	1,176,559,852	1,564,114,186
Colorado	56,893,189	122,175,115	158,418,170	221,117,162
Connecticut	76,112,391	113,910,086	142,044,185	182,533,855
Delaware	12,369,781	20,665,960	28,134,254	38,029,831
District of Columbia	13,836,194	19,077,560	26,428,103	34,705,026
Florida	228,406,282	398,171,543	525,827,806	703,526,558
Georgia	100,713,305	197,964,309	251,408,763	334,655,105
Hawaii	21,455,557	30,111,430	37,834,044	46,026,948
Idaho	14,161,345	27,239,511	36,477,901	48,889,945
Illinois	208,084,531	340,995,806	406,067,442	501,780,705
Indiana	85,413,705	144,059,123	177,500,003	225,541,799
Iowa	42,741,469	68,495,981	85,856,568	107,284,181
Kansas	39,630,790	64,751,475	79,670,924	100,569,650
Kentucky	50,317,464	86,422,615	108,833,346	140,904,748
Louisiana	57,786,904	91,956,619	119,633,399	151,922,794
Maine	18,952,143	28,727,638	38,259,355	50,177,250
Maryland	94,031,126	152,970,399	201,962,767	270,195,005
Massachusetts	119,217,310	192,839,055	244,879,393	320,300,881
Michigan	154,298,844	253,237,498	303,287,559	376,678,431
Minnesota	75,960,736	134,132,209	170,961,967	225,798,011
Mississippi	30,715,121	53,940,038	69,737,877	90,094,397
Missouri	79,684,604	132,734,215	166,882,549	213,160,747
Montana	11,038,689	18,280,780	23,724,336	30,547,988
Nebraska	25,355,028	41,271,287	51,671,320	64,210,815
Nevada	21,809,482	53,123,247	76,110,668	111,958,145
New Hampshire	20,347,691	35,438,019	46,027,595	61,241,298
New Jersey	165,978,303	269,957,676	330,648,222	420,704,098
New Mexico	20,409,014	35,660,986	48,014,017	62,526,048
New York	363,717,112	548,702,197	656,514,403	809,725,643
North Carolina	101,265,797	189,004,196	236,247,977	307,939,620
North Dakota	9,219,127	14,487,082	19,354,825	24,773,495
Ohio	178,669,921	275,725,462	334,726,897	415,025,889
Oklahoma	44,964,884	74,326,510	94,779,571	123,882,597
Oregon	45,260,613	82,018,788	100,124,248	126,535,819
Pennsylvania	206,454,745	314,199,399	386,213,270	481,395,223
Rhode Island	17,744,308	26,330,056	34,091,140	43,865,093
South Carolina	49,347,434	86,508,979	109,514,396	143,549,184
South Dakota	10,332,176	17,504,911	23,315,676	30,249,425
Tennessee	74,014,663	133,501,176	173,145,265	227,026,721
Texas	266,483,516	522,985,766	662,627,244	898,547,135
Utah	22,846,381	46,661,059	61,263,604	83,177,336
Vermont	8,900,488	14,644,579	19,528,863	26,172,241
Virginia	111,106,619	186,231,945	247,214,454	330,105,861
Washington	86,667,670	161,428,707	212,241,222	286,523,268
West Virginia	23,240,552	35,307,979	44,927,853	56,073,563
Wisconsin	77,499,111	131,662,787	166,036,130	214,089,839
Wyoming	7,326,437	12,104,707	16,735,930	23,123,010

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, May 2005.

Table 6

**White Buying Power by Place of Residence  
for U.S. and the States, 1990, 2000, 2005, and 2010  
(thousands of dollars)**

Area	1990	2000	2005	2010
United States	3,816,201,735	6,231,229,789	7,811,891,834	10,063,948,619
Alabama	48,231,478	76,403,086	97,604,330	123,276,730
Alaska	9,600,996	13,614,359	17,620,127	22,251,230
Arizona	52,640,841	106,955,731	146,307,950	206,726,833
Arkansas	27,637,831	45,725,718	59,135,804	74,654,316
California	489,501,727	756,329,591	970,248,165	1,280,903,338
Colorado	54,145,549	114,251,545	146,969,328	203,439,558
Connecticut	71,212,417	103,930,359	128,188,708	162,966,820
Delaware	10,862,714	17,170,934	23,144,951	30,828,168
District of Columbia	7,829,519	11,487,722	16,645,865	22,808,691
Florida	209,360,967	353,059,037	459,081,289	602,529,287
Georgia	83,285,977	153,767,914	193,849,004	254,841,314
Hawaii	8,571,503	10,400,219	13,019,684	16,112,777
Idaho	13,892,954	26,388,020	35,175,900	46,863,513
Illinois	184,742,485	294,018,615	346,715,610	424,029,722
Indiana	80,098,655	132,418,998	162,199,087	204,669,086
Iowa	41,946,689	66,320,097	82,476,452	102,035,837
Kansas	37,527,250	60,204,772	73,473,307	91,917,396
Kentucky	47,545,755	80,248,003	100,264,520	128,558,638
Louisiana	47,519,271	71,878,097	92,422,323	115,504,098
Maine	18,753,881	28,179,378	37,425,218	48,953,308
Maryland	74,854,115	113,504,248	148,545,206	196,803,693
Massachusetts	112,891,159	177,667,814	222,339,481	286,602,892
Michigan	137,731,118	219,542,331	260,783,411	320,541,793
Minnesota	73,762,242	126,883,460	160,160,215	209,388,271
Mississippi	24,552,958	40,699,809	51,679,086	64,974,339
Missouri	73,138,483	119,120,364	148,577,424	187,983,796
Montana	10,657,705	17,403,376	22,454,516	28,697,051
Nebraska	24,545,265	39,312,252	48,856,612	60,191,707
Nevada	20,112,701	46,841,036	66,876,071	97,906,226
New Hampshire	20,064,536	34,557,834	44,593,353	58,932,969
New Jersey	146,069,799	227,638,644	273,774,010	342,338,624
New Mexico	19,112,718	32,651,132	43,609,060	56,208,255
New York	312,232,836	454,162,974	533,938,626	648,409,820
North Carolina	85,971,522	156,645,171	194,108,960	250,113,777
North Dakota	8,984,908	13,901,016	18,440,580	23,349,211
Ohio	164,144,997	247,640,605	298,471,696	367,041,668
Oklahoma	40,198,449	63,543,945	80,341,994	103,927,965
Oregon	43,473,906	76,842,500	92,939,393	116,348,099
Pennsylvania	191,511,141	285,506,868	348,242,162	430,758,857
Rhode Island	17,036,342	24,774,000	31,831,983	40,676,758
South Carolina	40,436,801	68,926,487	86,145,647	110,980,764
South Dakota	9,984,953	16,673,305	22,066,322	28,392,466
Tennessee	66,176,754	115,849,222	148,756,808	192,490,086
Texas	241,851,887	460,761,633	580,709,786	781,745,207
Utah	22,227,604	44,717,896	58,360,191	78,735,468
Vermont	8,830,217	14,377,397	19,118,363	25,554,356
Virginia	95,622,753	153,257,909	200,894,989	264,560,095
Washington	80,861,416	145,117,118	188,575,304	251,854,120
West Virginia	22,508,229	33,875,857	42,911,760	53,321,871
Wisconsin	74,556,868	124,367,085	155,708,839	199,146,025
Wyoming	7,188,891	11,714,303	16,112,362	22,101,729

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, May 2005.

Table 7

**Black Buying Power by Place of Residence  
for U.S. and the States, 1990, 2000, 2005, and 2010  
(thousands of dollars)**

Area	1990	2000	2005	2010
United States	318,127,486	590,190,293	760,732,160	1,023,393,006
Alabama	8,199,747	15,609,000	20,899,887	28,303,974
Alaska	333,854	489,417	711,237	1,030,058
Arizona	1,206,968	2,777,530	3,958,119	5,974,686
Arkansas	2,685,237	5,068,897	7,054,996	9,824,691
California	28,499,732	42,943,298	54,117,133	71,016,622
Colorado	1,654,758	3,485,724	4,842,508	7,313,268
Connecticut	3,718,254	6,281,487	8,106,600	10,778,075
Delaware	1,295,001	2,774,766	3,779,347	5,211,532
District of Columbia	5,751,387	6,855,888	8,569,782	10,084,663
Florida	16,186,117	34,635,710	50,361,854	76,040,677
Georgia	16,143,660	38,342,285	48,786,472	66,748,412
Hawaii	365,288	500,209	921,749	1,744,451
Idaho	35,249	95,713	180,574	347,640
Illinois	17,931,212	32,051,359	37,807,032	46,828,436
Indiana	4,475,644	8,954,318	11,276,805	14,887,163
Iowa	467,042	926,549	1,255,953	1,694,658
Kansas	1,464,189	2,571,832	3,317,251	4,443,022
Kentucky	2,428,144	4,664,886	6,194,238	8,585,302
Louisiana	9,621,584	17,999,546	24,052,745	31,838,238
Maine	60,968	122,048	196,048	311,376
Maryland	16,408,631	31,885,197	41,752,028	56,063,841
Massachusetts	4,024,280	7,427,007	10,244,905	14,496,500
Michigan	14,071,481	25,555,977	30,851,405	39,089,535
Minnesota	1,008,260	2,878,472	4,180,004	6,290,726
Mississippi	5,974,309	12,415,854	16,762,867	23,107,348
Missouri	5,680,518	10,545,044	13,784,606	18,497,395
Montana	21,215	50,478	96,722	193,257
Nebraska	584,691	1,106,532	1,455,862	1,915,137
Nevada	892,789	2,690,343	3,847,764	5,906,655
New Hampshire	104,720	203,120	324,433	528,990
New Jersey	14,001,262	24,135,935	30,173,254	39,456,928
New Mexico	307,446	588,839	907,330	1,376,122
New York	38,559,939	61,111,544	74,914,453	94,935,439
North Carolina	13,816,806	27,062,660	34,333,202	46,113,703
North Dakota	34,540	65,367	137,341	277,272
Ohio	12,405,169	22,010,738	27,083,857	34,326,378
Oklahoma	2,096,289	3,955,644	5,333,900	7,512,658
Oregon	461,524	965,863	1,296,619	1,849,272
Pennsylvania	12,455,162	21,255,666	26,558,750	33,747,793
Rhode Island	456,139	850,091	1,173,708	1,602,739
South Carolina	8,501,356	15,990,444	20,939,958	28,846,998
South Dakota	34,557	81,706	164,181	320,925
Tennessee	7,241,064	15,027,588	20,246,101	28,147,963
Texas	19,135,040	41,382,869	51,840,510	71,542,768
Utah	122,299	358,120	574,317	988,106
Vermont	19,635	48,207	77,732	125,683
Virginia	12,652,391	24,066,384	32,380,223	44,553,572
Washington	1,898,621	4,090,129	5,839,004	8,726,521
West Virginia	515,546	848,294	1,127,335	1,484,915
Wisconsin	2,077,392	4,304,958	5,786,524	8,060,044
Wyoming	40,380	80,761	152,934	300,880

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, May 2005.



Table 8

**American Indian Buying Power by Place of Residence  
for U.S. and the States, 1990, 2000, 2005, and 2010  
(thousands of dollars)**

Area	1990	2000	2005	2010
United States	19,729,427	39,064,332	51,082,116	69,237,161
Alabama	167,299	376,571	462,458	567,004
Alaska	913,052	1,456,007	1,930,171	2,535,015
Arizona	1,143,305	2,411,654	3,505,898	5,496,777
Arkansas	132,125	302,448	399,271	519,910
California	3,581,884	6,359,404	7,862,780	9,899,090
Colorado	320,907	877,174	1,094,187	1,487,610
Connecticut	106,436	220,811	290,976	392,334
Delaware	33,551	55,652	72,850	91,522
District of Columbia	26,068	52,854	73,241	98,282
Florida	487,332	1,118,552	1,738,466	2,785,865
Georgia	169,010	468,734	638,359	914,074
Hawaii	81,959	86,123	99,115	113,381
Idaho	120,479	240,278	331,514	466,094
Illinois	310,996	687,647	883,989	1,174,652
Indiana	141,690	318,554	413,035	560,672
Iowa	58,370	143,858	205,318	301,479
Kansas	234,470	414,393	500,534	620,839
Kentucky	49,473	150,055	199,670	276,943
Louisiana	168,215	409,228	528,729	677,861
Maine	55,722	104,984	136,923	178,213
Maryland	203,946	421,288	568,237	792,641
Massachusetts	162,677	318,387	426,686	584,279
Michigan	624,002	1,082,287	1,248,760	1,508,232
Minnesota	413,021	852,167	1,119,978	1,570,221
Mississippi	58,101	166,969	236,307	344,597
Missouri	232,453	443,116	535,433	650,041
Montana	319,687	588,385	826,763	1,169,167
Nebraska	86,384	177,374	233,699	309,733
Nevada	241,306	500,965	772,791	1,266,115
New Hampshire	28,149	61,747	80,886	108,412
New Jersey	253,607	514,679	688,254	947,065
New Mexico	804,248	1,601,766	2,254,695	3,111,594
New York	796,113	1,551,820	1,913,049	2,391,047
North Carolina	771,195	1,568,434	2,004,510	2,707,301
North Dakota	159,795	334,554	453,026	591,536
Ohio	247,888	446,195	543,304	671,264
Oklahoma	2,241,921	3,872,282	4,950,267	6,559,028
Oregon	420,609	712,850	853,415	1,055,335
Pennsylvania	192,680	372,611	513,791	721,211
Rhode Island	43,133	70,867	90,789	112,169
South Carolina	99,019	251,646	327,821	440,332
South Dakota	283,901	559,490	768,522	1,030,746
Tennessee	122,489	355,241	483,300	681,063
Texas	887,232	2,610,645	3,321,668	4,532,463
Utah	156,841	359,316	497,576	740,216
Vermont	15,101	40,421	49,352	61,485
Virginia	234,138	495,861	668,513	903,200
Washington	908,904	1,530,508	2,002,774	2,700,730
West Virginia	16,131	62,461	78,812	102,468
Wisconsin	334,479	748,221	1,004,082	1,425,272
Wyoming	67,937	136,800	197,570	290,582

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, May 2005.

Table 9

**Asian Buying Power by Place of Residence  
for U.S. and the States, 1990, 2000, 2005, and 2010  
(thousands of dollars)**

Area	1990	2000	2005	2010
United States	116,487,353	268,787,215	396,538,903	578,803,785
Alabama	293,570	799,239	1,335,742	2,156,180
Alaska	298,989	561,254	785,508	1,007,223
Arizona	753,102	2,375,720	3,896,893	6,424,442
Arkansas	148,946	419,343	693,287	1,052,239
California	43,792,767	91,144,883	128,761,953	181,198,820
Colorado	771,976	2,489,493	3,997,106	6,632,553
Connecticut	1,075,285	2,807,705	4,506,250	7,045,063
Delaware	178,515	540,435	943,308	1,610,160
District of Columbia	229,219	494,306	847,111	1,290,827
Florida	2,371,866	6,782,362	10,744,296	16,432,010
Georgia	1,114,658	4,225,783	6,473,290	9,753,598
Hawaii	12,436,807	15,354,584	19,200,250	22,539,604
Idaho	112,664	311,279	498,197	805,451
Illinois	5,099,837	12,392,593	18,151,821	26,317,919
Indiana	697,716	1,628,561	2,546,026	3,897,539
Iowa	269,367	855,263	1,555,996	2,744,728
Kansas	404,881	1,062,475	1,713,450	2,692,132
Kentucky	294,092	907,207	1,512,538	2,522,048
Louisiana	477,835	1,156,489	1,895,741	2,904,228
Maine	81,572	167,860	280,921	428,831
Maryland	2,564,434	5,958,025	9,311,783	13,931,841
Massachusetts	2,139,193	6,252,211	10,103,779	15,983,516
Michigan	1,872,243	5,169,618	7,922,644	12,236,277
Minnesota	777,213	2,712,871	4,346,962	6,882,119
Mississippi	129,753	423,749	720,228	1,193,133
Missouri	633,150	1,680,287	2,674,184	4,228,579
Montana	40,082	90,209	146,726	225,230
Nebraska	138,688	483,285	849,933	1,414,663
Nevada	562,686	2,396,125	3,559,736	5,288,372
New Hampshire	150,286	435,830	762,808	1,280,248
New Jersey	5,653,636	16,038,624	23,700,857	34,670,613
New Mexico	184,602	511,191	807,009	1,244,110
New York	12,128,224	27,722,233	40,099,282	56,279,742
North Carolina	706,274	2,800,621	4,491,480	7,142,668
North Dakota	39,884	113,548	219,902	415,139
Ohio	1,871,867	3,975,396	6,316,919	9,787,210
Oklahoma	428,226	965,447	1,624,986	2,605,102
Oregon	904,574	2,487,098	3,727,870	5,566,640
Pennsylvania	2,295,762	5,692,541	8,930,295	13,396,051
Rhode Island	208,694	452,474	727,877	1,096,881
South Carolina	310,258	934,142	1,516,751	2,442,506
South Dakota	28,765	91,275	176,008	314,219
Tennessee	474,356	1,500,292	2,532,302	4,092,530
Texas	4,609,357	15,217,260	22,629,903	34,849,781
Utah	339,637	911,220	1,387,699	2,081,140
Vermont	35,535	89,538	156,427	251,597
Virginia	2,597,337	6,849,641	10,910,003	16,625,338
Washington	2,998,729	8,323,083	12,519,963	18,595,323
West Virginia	200,645	334,705	541,401	794,899
Wisconsin	530,371	1,622,686	2,654,507	4,211,407
Wyoming	29,229	75,155	128,997	221,317

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, May 2005.

Table 10

**Hispanic Buying Power by Place of Residence  
for U.S. and the States, 1990, 2000, 2005, and 2010  
(thousands of dollars)**

Area	1990	2000	2005	2010
United States	211,863,832	489,459,007	735,553,345	1,086,465,402
Alabama	278,480	1,110,858	1,862,205	2,914,683
Alaska	232,064	456,176	732,190	1,087,687
Arizona	5,458,218	14,524,000	24,159,121	39,161,166
Arkansas	164,378	966,786	1,590,855	2,413,447
California	69,471,625	136,404,080	202,662,920	293,967,399
Colorado	3,981,346	11,114,821	17,070,137	26,783,522
Connecticut	2,343,362	4,878,770	7,144,828	10,212,027
Delaware	183,803	546,720	905,198	1,401,736
District of Columbia	481,835	897,290	1,704,801	2,837,382
Florida	19,890,651	47,290,616	75,139,176	114,691,209
Georgia	1,328,827	6,325,963	10,581,091	17,292,614
Hawaii	968,823	1,313,037	1,821,609	2,385,000
Idaho	397,649	1,095,166	1,787,177	2,756,797
Illinois	8,824,148	22,620,129	32,764,335	46,609,329
Indiana	1,047,786	3,272,047	4,866,103	7,108,853
Iowa	311,146	1,083,964	1,663,785	2,412,552
Kansas	878,992	2,486,785	3,753,138	5,504,849
Kentucky	229,242	865,269	1,437,289	2,312,688
Louisiana	1,194,799	2,018,199	3,027,523	4,250,076
Maine	77,736	163,278	257,939	385,099
Maryland	1,800,176	4,216,503	6,708,825	10,268,748
Massachusetts	2,565,150	6,028,810	9,342,383	14,069,543
Michigan	2,179,643	5,252,376	7,382,988	10,267,867
Minnesota	511,730	2,096,925	3,310,176	5,116,736
Mississippi	155,382	606,089	910,881	1,299,313
Missouri	727,854	1,877,360	2,745,183	3,902,119
Montana	86,081	226,026	338,338	480,636
Nebraska	337,423	1,261,102	1,935,592	2,793,076
Nevada	1,356,519	5,767,634	10,049,916	16,950,441
New Hampshire	147,481	364,141	561,372	845,621
New Jersey	9,027,175	19,432,056	28,441,715	41,044,568
New Mexico	4,969,794	9,747,602	14,186,470	19,240,500
New York	23,538,612	44,424,260	62,684,891	86,777,340
North Carolina	839,039	4,923,816	8,235,928	13,387,831
North Dakota	32,498	122,224	194,587	283,336
Ohio	1,559,838	3,467,517	4,759,608	6,413,503
Oklahoma	722,078	2,185,563	3,327,397	4,926,688
Oregon	923,722	3,188,025	4,962,438	7,506,750
Pennsylvania	2,141,223	5,412,958	7,653,415	10,484,082
Rhode Island	402,884	997,863	1,582,388	2,348,759
South Carolina	372,682	1,350,520	2,228,081	3,565,217
South Dakota	43,741	150,534	227,607	320,851
Tennessee	397,301	1,846,731	3,051,850	4,804,429
Texas	33,119,947	87,381,314	127,357,273	188,710,726
Utah	742,793	2,562,784	4,010,351	6,178,457
Vermont	46,451	102,845	150,944	215,827
Virginia	2,183,950	5,772,974	9,761,247	15,662,825
Washington	2,048,884	5,941,814	9,537,000	14,849,525
West Virginia	92,952	205,556	273,756	349,702
Wisconsin	781,772	2,604,626	3,921,057	5,734,306
Wyoming	264,144	506,504	788,269	1,177,968

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, May 2005.

Table 11

**The Nation's Largest Consumer Markets in 2005**  
(billions of dollars)

Rank	Total Buying Power	
1	California	1,176.6
2	Texas	662.6
3	New York	656.5
4	Florida	525.8
5	Illinois	406.1
6	Pennsylvania	386.2
7	Ohio	334.7
8	New Jersey	330.6
9	Michigan	303.3
10	Georgia	251.4

Rank	White Buying Power	Black Buying Power	American Indian Buying Power
1	California 970.2	New York 74.9	California 7.9
2	Texas 580.7	California 54.1	Oklahoma 5.0
3	New York 533.9	Texas 51.8	Arizona 3.5
4	Florida 459.1	Florida 50.4	Texas 3.3
5	Pennsylvania 348.2	Georgia 48.8	New Mexico 2.3
6	Illinois 346.7	Maryland 41.8	North Carolina 2.0
7	Ohio 298.5	Illinois 37.8	Washington 2.0
8	New Jersey 273.8	North Carolina 34.3	Alaska 1.9
9	Michigan 260.8	Virginia 32.4	New York 1.9
10	Massachusetts 222.3	Michigan 30.9	Florida 1.7

Rank	Asian Buying Power	Multiracial Buying Power	Hispanic Buying Power
1	California 128.8	California 15.6	California 202.7
2	New York 40.1	New York 5.6	Texas 127.4
3	New Jersey 23.7	Hawaii 4.6	Florida 75.1
4	Texas 22.6	Texas 4.1	New York 62.7
5	Hawaii 19.2	Florida 3.9	Illinois 32.8
6	Illinois 18.2	Washington 3.3	New Jersey 28.4
7	Washington 12.5	Oklahoma 2.5	Arizona 24.2
8	Virginia 10.9	Illinois 2.5	Colorado 17.1
9	Florida 10.7	Michigan 2.5	New Mexico 14.2
10	Massachusetts 10.1	Virginia 2.4	Georgia 10.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, May 2005.

Table 12

**The Nation's Fast-Growing Consumer Markets in 1990-2005  
(percent)**

Rank	Percentage Change in Total Buying Power		Percentage Change in White Buying Power		Percentage Change in Black Buying Power	
1	Nevada	249.0	Nevada	232.5	Idaho	412.3
2	Arizona	185.0	Arizona	177.9	South Dakota	375.1
3	Colorado	178.4	Colorado	171.4	Utah	369.6
4	Utah	168.2	Utah	162.6	Montana	355.9
5	Idaho	157.6	Idaho	153.2	Nevada	331.0
6	Georgia	149.6	Texas	140.1	Minnesota	314.6
7	Texas	148.7	Washington	133.2	North Dakota	297.6
8	Washington	144.9	Georgia	132.8	Vermont	295.9
9	New Mexico	135.3	New Mexico	128.2	Wyoming	278.7
10	Tennessee	133.9	North Carolina	125.8	Arizona	227.9

Rank	Percentage Change in American Indian Buying Power		Percentage Change in Asian Buying Power		Percentage Change in Hispanic Buying Power	
1	West Virginia	388.6	North Carolina	535.9	North Carolina	881.6
2	Mississippi	306.7	Nevada	532.6	Arkansas	867.8
3	Kentucky	303.6	Nebraska	512.8	Georgia	696.3
4	Tennessee	294.6	South Dakota	511.9	Tennessee	668.1
5	Georgia	277.7	Georgia	480.7	Nevada	640.9
6	Texas	274.4	Iowa	477.6	Alabama	568.7
7	Florida	256.7	Minnesota	459.3	Minnesota	546.9
8	Iowa	251.8	Mississippi	455.1	Kentucky	527.0
9	Colorado	241.0	North Dakota	451.3	North Dakota	498.8
10	South Carolina	231.1	Tennessee	433.8	South Carolina	497.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, May 2005.

Table 13

**The Nation's Most Concentrated Consumer Markets in 2005  
(percent)**

Rank	White Share of Total Buying Power		Black Share of Total Buying Power		American Indian Share of Total Buying Power	
1	Vermont	97.9	District of Columbia	32.4	Alaska	8.9
2	Maine	97.8	Mississippi	24.0	Oklahoma	5.2
3	New Hampshire	96.9	Maryland	20.7	New Mexico	4.7
4	Idaho	96.4	Louisiana	20.1	Montana	3.5
5	Wyoming	96.3	Georgia	19.4	South Dakota	3.3
6	Iowa	96.1	South Carolina	19.1	North Dakota	2.3
7	West Virginia	95.5	Alabama	17.3	Arizona	2.2
8	North Dakota	95.3	North Carolina	14.5	Wyoming	1.2
9	Utah	95.3	Delaware	13.4	Nevada	1.0
10	Montana	94.6	Virginia	13.1	Washington	0.9

Rank	Asian Share of Total Buying Power		Multiracial Share of Total Buying Power		Hispanic Share of Total Buying Power	
1	Hawaii	50.7	Hawaii	12.1	New Mexico	29.5
2	California	10.9	Alaska	2.7	Texas	19.2
3	New Jersey	7.2	Oklahoma	2.7	California	17.2
4	New York	6.1	Washington	1.6	Arizona	15.2
5	Washington	5.9	Nevada	1.4	Florida	14.3
6	Nevada	4.7	California	1.3	Nevada	13.2
7	Maryland	4.6	Oregon	1.3	Colorado	10.8
8	Illinois	4.5	District of Columbia	1.1	New York	9.5
9	Virginia	4.4	Colorado	1.0	New Jersey	8.6
10	Massachusetts	4.1	Virginia	1.0	Illinois	8.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, May 2005.

Table 14

**U.S. Average Annual Expenditures and Item Share  
for All Consumers, 2003**

Item	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)
<b>TOTAL ANNUAL EXPENDITURES</b>	40,817	100.0
<b>FOOD AT HOME</b>	3,129	8.3
<b>FOOD AWAY FROM HOME</b>	2,211	5.5
<b>ALCOHOLIC BEVERAGES</b>	391	0.9
<b>HOUSING</b>	13,432	32.4
<b>APPAREL &amp; SERVICES</b>	1,640	5.0
<b>TRANSPORTATION</b>	7,781	18.5
<b>HEALTH CARE</b>	2,416	5.3
<b>ENTERTAINMENT</b>	2,060	5.2
<b>PERSONAL CARE PRODUCTS &amp; SERVICES</b>	527	1.5
<b>READING</b>	127	0.5
<b>EDUCATION</b>	783	1.6
<b>TOBACCO PRODUCTS &amp; SMOKING SUPPLIES</b>	290	0.8
<b>MISCELLANEOUS</b>	606	2.4
<b>CASH CONTRIBUTIONS</b>	1,370	2.9
<b>PERSONAL INSURANCE &amp; PENSIONS</b>	4,055	9.3

Note: Estimates for additional sub-categories are available only in **The Multicultural Economy 2005** package. To order, see page 8.

Source: Shares were calculated by the Selig Center for Economic Growth, based on data obtained from the U.S. Department of Labor, Bureau of Labor Statistics, *Consumer Expenditure Survey*, 2003.

Table 15

**U.S. Average Annual Spending and Item Share for  
Black and Non- Black Consumers, 2003**

Item	Black Consumers		Non-Black Consumers		Difference in Share of Total (percentage points)
	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)	
<b>TOTAL ANNUAL EXPENDITURES</b>	28,708	100.0	42,451	100.0	0.0
<b>FOOD AT HOME</b>	2,664	9.3	3,191	7.5	1.8
<b>FOOD AWAY FROM HOME</b>	1,343	4.7	2,327	5.5	-0.8
<b>ALCOHOLIC BEVERAGES</b>	169	0.6	421	1.0	-0.4
<b>HOUSING</b>	10,622	37.0	13,811	32.5	4.5
<b>APPAREL &amp; SERVICES</b>	1,601	5.6	1,645	3.9	1.7
<b>TRANSPORTATION</b>	5,074	17.7	8,147	19.2	-1.5
<b>HEALTH CARE</b>	1,309	4.6	2,566	6.0	-1.5
<b>ENTERTAINMENT</b>	1,007	3.5	2,202	5.2	-1.7
<b>PERSONAL CARE PRODUCTS &amp; SERVICES</b>	461	1.6	536	1.3	0.3
<b>READING</b>	52	0.2	137	0.3	-0.1
<b>EDUCATION</b>	442	1.5	829	2.0	-0.4
<b>TOBACCO PRODUCTS &amp; SMOKING SUPPLIES</b>	180	0.6	305	0.7	-0.1
<b>MISCELLANEOUS</b>	447	1.6	627	1.5	0.1
<b>CASH CONTRIBUTIONS</b>	832	2.9	1,443	3.4	-0.5
<b>PERSONAL INSURANCE &amp; PENSIONS</b>	2,504	8.7	4,265	10.0	-1.3

Note: Estimates for additional sub-categories are available only in **The Multicultural Economy 2005** package. To order, see page 8.

Source: Shares were calculated by the Selig Center for Economic Growth, based on data obtained from the U.S. Department of Labor, Bureau of Labor Statistics, *Consumer Expenditure Survey*, 2003.



Table 16

**U.S. Average Annual Spending and Item Share for  
Asian and All Consumers, 2003**

Item	Asian Consumers		All Consumers		Difference in Share of Total (percentage points)
	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)	
<b>TOTAL ANNUAL EXPENDITURES</b>	44,923	100.0	40,817	100.0	0.0
<b>FOOD AT HOME</b>	3,302	7.4	3,129	7.7	-0.3
<b>FOOD AWAY FROM HOME</b>	2,983	6.6	2,211	5.4	1.2
<b>ALCOHOLIC BEVERAGES</b>	308	0.7	391	1.0	-0.3
<b>HOUSING</b>	16,326	36.3	13,432	32.9	3.4
<b>APPAREL &amp; SERVICES</b>	1,736	3.9	1,640	4.0	-0.2
<b>TRANSPORTATION</b>	7,454	16.6	7,781	19.1	-2.5
<b>HEALTH CARE</b>	1,955	4.4	2,416	5.9	-1.6
<b>ENTERTAINMENT</b>	1,713	3.8	2,060	5.0	-1.2
<b>PERSONAL CARE PRODUCTS &amp; SERVICES</b>	520	1.2	527	1.3	-0.1
<b>READING</b>	111	0.2	127	0.3	-0.1
<b>EDUCATION</b>	1,890	4.2	783	1.9	2.3
<b>TOBACCO PRODUCTS &amp; SMOKING SUPPLIES</b>	119	0.3	290	0.7	-0.4
<b>MISCELLANEOUS</b>	432	1.0	606	1.5	-0.5
<b>CASH CONTRIBUTIONS</b>	1,311	2.9	1,370	3.4	-0.4
<b>PERSONAL INSURANCE &amp; PENSIONS</b>	4,762	10.6	4,055	9.9	0.7

Note: Estimates for additional sub-categories are available only in **The Multicultural Economy 2005** package. To order, see page 8.

Source: Shares were calculated by the Selig Center for Economic Growth, based on data obtained from the U.S. Department of Labor, Bureau of Labor Statistics, *Consumer Expenditure Survey*, 2003.

Table 17

**U.S. Average Annual Spending and Item Share for  
Hispanic and Non-Hispanic Consumers, 2003**

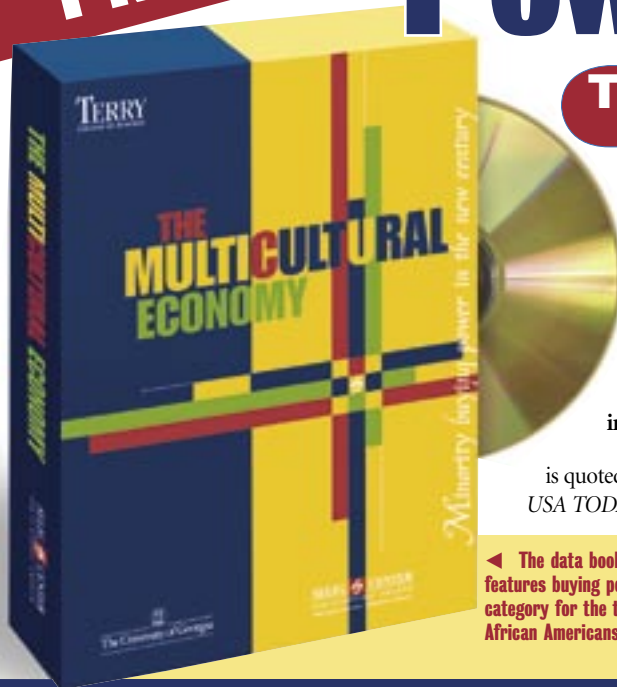
Item	Hispanic Consumers		Non-Hispanic Consumers		Difference in Share of Total (percentage points)
	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)	
<b>TOTAL ANNUAL EXPENDITURES</b>	34,575	100.0	41,521	100.0	0.0
<b>FOOD AT HOME</b>	3,597	10.4	3,070	7.4	3.0
<b>FOOD AWAY FROM HOME</b>	2,120	6.1	2,221	5.3	0.8
<b>ALCOHOLIC BEVERAGES</b>	315	0.9	401	1.0	-0.1
<b>HOUSING</b>	12,300	35.6	13,562	32.7	2.9
<b>APPAREL &amp; SERVICES</b>	1,756	5.1	1,626	3.9	1.2
<b>TRANSPORTATION</b>	6,780	19.6	7,894	19.0	0.6
<b>HEALTH CARE</b>	1,439	4.2	2,527	6.1	-1.9
<b>ENTERTAINMENT</b>	1,245	3.6	2,153	5.2	-1.6
<b>PERSONAL CARE PRODUCTS &amp; SERVICES</b>	490	1.4	531	1.3	0.1
<b>READING</b>	48	0.1	136	0.3	-0.2
<b>EDUCATION</b>	477	1.4	818	2.0	-0.6
<b>TOBACCO PRODUCTS &amp; SMOKING SUPPLIES</b>	171	0.5	303	0.7	-0.2
<b>MISCELLANEOUS</b>	419	1.2	627	1.5	-0.3
<b>CASH CONTRIBUTIONS</b>	594	1.7	1,458	3.5	-1.8
<b>PERSONAL INSURANCE &amp; PENSIONS</b>	2,824	8.2	4,195	10.1	-1.9

Note: Estimates for additional sub-categories are available only in **The Multicultural Economy 2005** package. To order, see page 8.

Source: Shares were calculated by the Selig Center for Economic Growth, based on data obtained from the U.S. Department of Labor, Bureau of Labor Statistics, *Consumer Expenditure Survey*, 2003.

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