



**THE**  
**MULTICULTURAL**  
**ECONOMY**  
**2008**

*Jeffrey M. Humphreys*

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Selig Center for Economic Growth  
Terry College of Business  
The University of Georgia

**Robert T. Sumichrast**, Dean  
Terry College of Business

**Jeffrey M. Humphreys**, Director  
Selig Center

**Lorena M. Akioka**, Editor  
**Beata D. Kochut**, Research Analyst  
**Ian Armit**, Data Manager  
**Mary T. Evans**, Administrative Specialist

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**Part 1**

**The Multicultural Economy  
1990 - 2013**



# The Multicultural Economy

**B**acked 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 1990-2013 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 2007, both the African-American market (\$913 billion) and the Hispanic market (\$951 billion) are larger than the entire economies (2007 GDP measured in U.S. dollars) of all but thirteen countries 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 1990-2013. Majority—or White—buying power also is reported. [Researchers should note that multiracial 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 1990-2008 for the nation, the fifty states, and the District of Columbia. Also, five-year projections (2009-2013) 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 1990-2008 supersede those previously published by the Selig Center. The revised data for those years, as well as the preliminary estimates for 2000-2013, 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 e-book only reports buying power estimates and population data for 1990, 2000, 2008, and 2013, but annual data for the entire period, 1990-2013, are available in other files on this CD.

## 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 \$10.7 trillion in 2008, and to \$14 trillion in 2013. The percentage increase for 1990-2013 is 228 percent. From 1990-2008, total buying power will rise by 151 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.) Total buying power will expand by 49 percent from 2000 through 2008, and by 31 percent from 2008 through 2013.

Diverse forces support this substantial growth. The 24-year span encompasses a mild recession in 1990-91, the longest economic expansion in the nation's history from 1991-2000, another mild recession in 2001, and moderate expansion from 2002-2007. As this is written, U.S. economic conditions can be accurately described as recessionary, but the assumption underlying the baseline forecast calls for moderate growth through 2013.

Ranked by percentage change in total buying power between 1990 and 2008, the top ten states are Nevada (349 percent), Arizona (255 percent), Utah (238 percent), Colorado (225 percent), Texas (220 percent), Idaho (210 percent), Georgia (194 percent), New Mexico (190 percent), Wyoming (190 percent), and Florida (188 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 2008, the combined buying power of African Americans, Asians, and Native Americans will be \$1.5 trillion—more than triple its 1990 level of \$454 billion—which amounts to a gain of \$1,030 billion or 227 percent. In 2008, African Americans will account for 62 percent of combined spending, or \$913 billion. Over this 19-year period, the percentage gains in minority buying power vary considerably by race, from a gain of 337 percent for Asians to 213 percent for American Indians to 187 percent for blacks. All of these target markets will grow much faster than the white market, where buying power will increase by 139 percent.

The combined buying power of these three minority racial groups will account for 13.8 percent of the nation's total buying power in 2008, up from 10.6 percent in 1990. This 3.2 percent gain in combined market share amounts to an additional \$343 billion in buying power in 2008. 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 2008, African Americans will constitute the nation's largest racial 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 \$913 billion in 2008, and to \$1.2 trillion in 2013. The 1990 to 2008 percentage gain of 187 percent outstrips the 139 percent increase in white buying power and the 151 percent increase in total buying power (all races combined). In 2008, the nation's share of total buying power that is black will be 8.5 percent, up from 7.4 percent in 1990. African-American consumers' share of the nation's total buying power will rise to 8.8 percent in 2013, accounting 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 *2002 Survey of Business Owners* released by the Census Bureau in 2006 showed that the number

of black-owned firms increased by 45 percent from 1997 to 2002, or about four and one-half times faster than the 10 percent increase in the number of all U.S. businesses. Also, their receipts grew slightly faster than those of all others. This reconfirms the trend reported in the *Survey of Minority-Owned Business Enterprises* released by the Census Bureau in 2001, which showed that the number of black-owned firms increased almost four times faster than the number of all U.S. firms, although during those years (1992-1997) their receipts grew more slowly than all the others.

Another positive factor pushing up the group's buying power is that African Americans are becoming more educated. Census data show that the proportion of blacks who have completed high school rose by 7.4 percent from 1997 to 2007, and that gain was the largest reported for any group. Despite these impressive gains, the percentage of African Americans (82.3 percent) who are high school graduates was still lower than the percentage of whites (86.2 percent) or Asians (87.8 percent) who are high school graduates. Also, in 2006, only 16.9 percent of blacks had a bachelor's degree compared to 28.6 percent of whites.

Favorable demographic trends help, too, since the black population continues to grow more rapidly than the total population. From 1990 to 2008, the nation's black population will grow by 28.3 percent

## The Multicultural Dollar

Where Blacks Spend More  
phone services  
utilities  
apparel  
footwear  
groceries

compared to 16 percent for the white population and 22.1 percent for the total population. Also, the black population is younger: The American Community Survey from the U.S. Census Bureau indicates that the median age of blacks is only 31.4 years compared to 40.6 years for non-Hispanic whites or 36.4 years for the total population. Compared to the older white population, more blacks will be entering the workforce for the first time or will be moving up from entry-level jobs. For example, 25.3 percent of blacks are between the ages of 18 and 34, compared to only 21 percent of non-Hispanic whites. This will provide an extra push to the group's overall buying power. Conversely, fewer blacks are at their career pinnacles, where the annual percentage increases in wages and salaries often begin to slow down, or are of traditional retirement age. In 2006, only 8.4 percent of blacks were over 65, compared to 15.2 percent of non-Hispanic whites or 12.4 percent of the total population. Also, blacks increasingly are setting trends for young adults of every race. This is not surprising given that

29.5 percent of the black population is under 18 years old compared to 21.3 percent of the non-Hispanic white population or 24.6 percent of the total population.

In 2008, the ten states with the largest African-American markets, in order, are New York (\$87 billion), Texas (\$72 billion), Florida (\$63 billion), Georgia (\$63 billion), California (\$62 billion), Maryland (\$52 billion), Illinois (\$44 billion), North Carolina (\$41 billion), Virginia (\$38 billion), and New Jersey (\$35 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 2008, the five largest African-American markets account for 38 percent of black buying power. The five states with the largest total consumer markets account for 39 percent of total buying power. Similarly, the ten largest black markets account for 61 percent of the African-American market and the ten largest total consumer markets account for 56 percent of total buying power.

In order, the top ten states ranked by the rate of growth of black buying power over 1990-2008 are Idaho (612 percent), Nevada (591 percent), Montana (533 percent), Utah (531 percent), South Dakota (461 percent), Minnesota (442 percent), Vermont (408 percent), Arizona (388 percent), Maine (378 percent), and Wyoming (363 percent). All have flourishing African-American consumer markets, but none of these states is among the nation's ten largest black consumer markets. Nevada and Arizona rank highest (29 and 30, respectively) in terms of the size of their black consumer markets.

In 2008, the ten states (including the District of Columbia) with the largest share of total buying power that is black are the District of Columbia (30.3 percent), Mississippi (24.7 percent), Maryland (22.4 percent), Georgia (21.1 percent), Louisiana (19 percent), South Carolina (18.3 percent), Alabama (17.4 percent), Delaware (15.2 percent), North Carolina (14.5 percent), and Virginia (13.2 percent).

The 5.2 percent, 5.1 percent, and 5 percent increases in African Americans' share of the consumer markets in Mississippi, Georgia, and Maryland were the three biggest share shifts in the nation from 1990 to 2008, respectively, followed by a 4.7 percent advance in Delaware and a 3 percent advance in Alabama. The share of buying power controlled by black consumers will rise everywhere except for the District of Columbia (-11.2 percent) and California (-0.6 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. 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 2006) indicate that the average black household spent in total only 69 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 spent more than non-blacks on natural gas, electricity, telephone services, children's clothing, and footwear. Also, blacks spent a higher proportion of their money on groceries. Blacks and non-blacks spent about the same proportion of their money income for housekeeping supplies, furniture, floor coverings, appliances, men's and boys' clothing, transportation, and life and other personal insurance. Compared to non-blacks, however, blacks spent less on eating out, health care, entertainment, and pensions and Social Security.

The same survey indicates that black households are slightly more likely to have children under 18. They have fewer wage earners per household (1.2 wage earners) than white and other households (1.4 wage earners), and have only 1.3 vehicles per household compared to 2 vehicles for white and other households. According to the American Community Survey, 20 percent of blacks do not own or lease at least one vehicle compared to 8.8 percent of the total population or 6.2 percent of the non-Hispanic white population. Moreover, there is a substantial gap in homeownership rates. The 2006 data indicate that 46.3 percent of blacks are homeowners compared to 67.3 percent of the total population or 74 percent of the non-Hispanic white population. The median value of homes owned by African Americans is \$130,400, which is 30 percent lower than the median value (\$185,200) reported for the total population.

## ■ 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 \$61.8 billion in 2008, and to \$84.6 billion in 2013. This group's buying power in 2008 will be 213 percent greater than it was in 1990. The 1990-2008 percentage gain is much greater than the increases in buying power estimated for whites (139 percent), for the U.S. population as a whole (151 percent), and for blacks (187 percent). It is smaller than those estimated for Asians (337 percent) and for Hispanics (349 percent), however. Despite this fast-paced growth, Native Americans will account for only 0.6 percent of all U.S. buying power in 2008, up only 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 2008, the Native American population will grow by 45 percent, outpacing the projected gains of 28 percent for the black population, 22 percent for the total U.S. population, and 16 percent for the white population. Also, the Native American population is relatively young. The 2006 American Community Survey indicates that the median age of Native Americans is

31.2 years compared to 40.6 years for non-Hispanic whites and 36.4 years for the total population.

Entrepreneurial activity is another major force powering the growth of Native American buying power. The *2002 Survey of Business Owners* showed that the number of American Indian-owned firms increased by 67 percent from 1997 to 2002 whereas the number of all U.S. businesses increased by only 10 percent.

Although comprising one percent of the country's population in 2008, Native Americans will control \$61.8 billion in disposable income, which makes this diverse group economically attractive to businesses. In order, the ten states with the largest Native American markets are California (\$9 billion), Oklahoma (\$6.3 billion), Texas (\$4.5 billion), Arizona (\$3.9 billion), New Mexico (\$2.7 billion), Florida (\$2.4 billion), North Carolina (\$2.3 billion), Washington (\$2.3 billion), Alaska (\$2.3 billion), and New York (\$2.2 billion). Moreover, this market is only slightly more focused on a few states than is the total U.S. consumer market. For example, in 2008, the five largest American Indian markets account for 43 percent of Native American buying power, whereas the five largest total consumer markets account for 39 percent of U.S. buying power. Similarly, the ten largest Native American markets account for 61 percent of Native American buying power and the top ten total consumer markets account for 56 percent of total U.S. buying power.

Ranked by the rate of growth of Native American buying power over 1990-2008, the top ten states are West Virginia (581 percent), Mississippi (443 percent), Tennessee (408 percent), Texas (405 percent), Florida (386 percent), Georgia (382 percent), Kentucky (381 percent), Iowa (346 percent), Louisiana (328 percent), and Arkansas (324 percent). Many of these states have relatively small, flourishing markets, but Texas and Florida stand out from the other leading states as the third and sixth largest Native American consumer markets in the nation, respectively.

In 2008, the ten states with the largest Native American shares of total buying power include Alaska (8.7 percent), Oklahoma (5.3 percent), New Mexico (4.5 percent), Montana (3.4 percent), South Dakota (3.4 percent), North Dakota (2.7 percent), Arizona (2 percent), Wyoming (1.3 percent), Nevada (1 percent), and Washington (0.9 percent). Compared to 1990, Native Americans' share of the market will rise the most in North Dakota, South Dakota, New Mexico, Montana, and Alaska, but will decline slightly in Nevada, Washington, Arizona, and Oregon.

## ■ Asian Buying Power ■

In 2008, 14 million Americans—4.8 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 more than quintuple, climbing from \$116 billion in 1990 to \$269 billion in 2000, to \$509 billion in 2008, and to \$752 billion in 2013. The 337 percent gain from 1990 through 2008 is substantially greater than the increases in buying power projected for whites (139 percent), the U.S. as a whole (151 percent), blacks (187 percent), and Native Americans (213 percent), but is lower than the 349 percent gain projected for Hispanics. At \$509 billion in 2008, the U.S. Asian market already outshines the entire economies of all but seventeen countries—it is smaller than the 2007 GDP of Turkey but larger than the GDP of Sweden.

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 sub-groups—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 continue. In 2008, the Asian population will exceed 14.5 million, or 92 percent more than its 1990 base of 7.5 million. This population gain exceeds that projected for any other racial group, yet in comparison, it falls well below the 107 percent gain expected for Hispanics.

The Asian population of the U.S. is relatively young: the 2006 American Community Survey indicates that the median age of Asians is 35.2 years compared to 40.6 years for non-Hispanic whites or 36.4 years for the total population. Compared to non-Hispanic white, significant larger proportions of Asians are either entering the workforce for the first time or are advancing in their careers. Also, fewer of them are of traditional retirement age: in 2006, only 9 percent of Asians were over 65, compared to 15.2 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 they hold many top-level jobs in management or professional specialties. According to the 2006 American Community Survey, 49.2 percent of Asians over age 25 had a bachelor's degree or higher compared to only 29.9 percent of non-Hispanic whites. The increasing number of successful Asian entrepreneurs also helps to increase the group's buying power.

In 2008, the ten states with the largest Asian consumer markets, in order, are California (\$163 billion), New York (\$51 billion), Texas (\$33 billion), New Jersey (\$32 billion), Illinois (\$22 billion), Hawaii (\$22 billion), Washington (\$16 billion), Florida (\$16 billion), Virginia (\$15 billion), and Massachusetts (\$13 billion).



Compared to the overall consumer market, the group's spending is much more focused geographically. In 2008, 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 39 percent and 56 percent of U.S. buying power, respectively.

In 2008, California reigns as the nation's only state-level minority racial market that exceeds \$100 billion (\$163 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 they are defined based on ethnicity rather than race. Despite the geographic focus of this consumer market, Asian buying power is attaining critical mass in a growing number of states. In 2000, only six states had over \$10 billion in Asian buying power. In 2008, twelve states are at this level, and by 2013, sixteen states will have reached this benchmark.

## The Multicultural Dollar

### Where Asians Spend More

**food**  
**housing**  
**major appliances**  
**telecom services**  
**education**  
**personal insurance**

Ranked by the rate of growth of Asian buying power over 1990-2008, the top ten states are Nevada (1,020 percent), North Carolina (730 percent), Georgia (699 percent), Arizona (664 percent), Nebraska (635 percent), Texas (610 percent), South Dakota (585 percent), Delaware (584 percent), Minnesota (582 percent), and Florida (567 percent). Of these, only Texas (ranks third) and Florida (ranks eighth) are among the nation's ten largest Asian consumer markets, but Georgia ranks fourteenth, Nevada ranks sixteenth, North Carolina ranks eighteenth, Arizona ranks nineteenth, and Minnesota is twentieth. From a business-to-consumer perspective, these 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 4.7 percent in 2008. In order, the ten states with the largest shares of total buying power that is Asian in 2008 are Hawaii, where Asians account for 47.2 percent of the state's buying power, California (11.8 percent), New Jersey (8.3 percent), Washington (6.6 percent), Nevada (6.4 percent), New York (6.4 percent), Maryland (5.1 percent), Virginia (5.1 percent), Illinois (4.7 percent), and Massachusetts (4.6 percent). Except for Hawaii, where Asians' market share dropped by 10.8 percent, the share of buying power controlled by Asian consumers rose in every state. The 4.9 percent gain in Asians' share of New Jersey's consumer market (3.4 percent in 1990 to 8.3 percent in

2008) will be the largest share increase in the nation, followed by the 4.1 percent increase in market share in California (7.7 percent to 11.8 percent). Also noteworthy is the 3.9 percent gain in share estimated for Nevada (2.6 percent share in 1990 to 6.4 percent in 2008).

Asian consumers spend dramatically more than the average U.S. household on homes, education, and public transportation. Thanks to their higher average income levels, Asians also spend more than the average household on food (groceries and dining out), telecom services, furniture, floor coverings, major appliances, clothing, cars, and personal insurance and pensions. They spend much less of their budgets on electricity, gas and motor oil, health care, tobacco products, and entertainment.

The same survey indicates that there are 2.7 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 1.7 vehicles per household compared to 2 vehicles for the average household. There also is a small gap in homeownership rates. According to 2006 data, 60.3 percent of Asians are homeowners compared to 67.3 percent for the total population. The median value of homes owned by Asians is \$396,700, which is more than double the \$185,200 median value reported for the typical U.S. homeowner. In addition to higher household incomes, the huge median home price differential reflects the fact that Asians are much more likely to live in new homes in urban areas where home prices are relatively high.

## ■ 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 \$951 billion in spending power in 2008. In fact, the 2006 American Community Survey showed that one out of every seven 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 2013, one person out of every six in the U.S. will be Hispanic.

In sheer dollar power, Hispanics' economic clout will rise from \$212 billion in 1990, to \$490 billion in 2000, to \$951 billion in 2008, and to almost \$1.4 trillion in 2013. The 2008 value will exceed the 1990 value by 349 percent—a percentage gain that surpasses both the 141 percent increase in non-Hispanic buying power and the 151 percent increase in the buying power of all consumers. U.S. Hispanic buying power will grow faster than African-American buying power (187 percent), Native American buying power (213 percent), and Asian buying power (337 percent).

In 2008, Hispanics account for 8.9 percent of all U.S. buying power, up from only 5 percent in 1990. Due to this brisk growth, Hispanic buying power essentially pulled even with African American buying power in 2006 and surpassed it in 2007. The gap between the two groups' buying power will continue to widen in future years.

Of the myriad forces supporting this substantial and continued growth, the most important is favorable demographics. 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 2008, the Hispanic population increased by 107 percent compared to 14 percent for the non-Hispanic population and the 22 percent gain for the total population.

The relatively young Hispanic population, with more of them either entering the workforce for the first time or advancing in their careers, 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. According to the 2006 American Community Survey, 33.8 percent of the Hispanic population is under age 18 compared to 21.3 percent of non-Hispanic whites. Also, in 2006, only 5.3 percent of Hispanics were over 65, compared to 15.2 percent of the non-Hispanic whites.

The increasing number of Hispanic business owners is another potent force powering this consumer market. Census Bureau data released in 2006 showed that the number of Hispanic firms grew by 31 percent between 1997 and 2002, which is more than three times faster than the 10 percent increase in the number of all U.S. firms. This jump in entrepreneurial activity, coupled with a rising level of educational attainment, illustrates Hispanics' upward mobility. The data indicate that, in 2006, 60 percent of Hispanics over age 25 had a high school diploma compared to 53 percent in 1993. The proportion with a bachelor's degree increased from 9 percent to 12 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.

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. In 2004, the majority of Hispanics living in the U.S. were of Mexican origin (64 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.

Hispanics will comprise 15.3 percent of the country's population in 2008, and will have \$951 billion in disposable income. In 2008, the ten states with the largest Hispanic markets, in order, are California (\$249 billion), Texas (\$171 billion), Florida (\$101 billion), New York (\$75 billion), Illinois (\$41 billion), New Jersey (\$36 billion), Arizona (\$31 billion), Colorado (\$21 billion), New Mexico (\$18 billion), and Georgia (\$15 billion).

Hispanics and their buying power are much more geographically concentrated than non-Hispanics. California alone accounts for 26 percent of Hispanic buying power. The five states and the ten states with the largest Hispanic markets account for 67 percent and 80 percent of Hispanic buying power, respectively. In contrast, the five states with the largest non-Hispanic markets account for only 39 percent of

total buying power and the ten largest non-Hispanic markets account for only 56 percent of total buying power.

The top ten states, as ranked by the rate of growth of Hispanic buying power over 1990-2008, are Arkansas (1,563 percent), North Carolina (1,314 percent), Tennessee (1,053 percent), Georgia (1,037 percent), Nevada (965 percent), Alabama (890 percent), South Carolina (797 percent), Minnesota (768 percent), South Dakota (768 percent), and North Dakota (755 percent). In market size, Georgia, Nevada, and North Carolina also rank tenth, eleventh, and fourteenth, respectively, so these states are three of the most attractive Hispanic markets in the nation.

Between 1990 and 2008, the share of buying power controlled by Hispanic consumers will rise from 5 percent to 8.9 percent, and the group's share will rise in every state. In 2008, the ten states with the largest Hispanic market shares will be New Mexico (30.2 percent), Texas (20.1 percent), California (18.1 percent), Arizona (15.8 percent), Florida (15.4 percent), Nevada (14.8 percent), Colorado (11.3 percent), New York (9.4 percent), New Jersey (9.3 percent), and Illinois (8.7 percent). Nevada's 8.5 percent shift in Hispanic market share, from 6.2 percent in 1990 to 14.8 percent in 2008, is the nation's largest. Texas will see its Hispanic market share climb from 12.4 percent to 20.1 percent, a

## The Multicultural Dollar

### Where Hispanics Spend More

groceries  
phone services  
furniture  
gasoline  
clothing  
footwear

gain of 7.6 percent, which is remarkable for a state with such a large, established market. Hispanics' share of Florida's market will rise by 6.7 percent, from 8.7 percent to 15.4 percent. Arizona's Hispanics will claim 15.8 percent of the state's buying power, up 6 percentage points from their 9.8 percent share in 1990. New Mexico's Hispanic population will claim 30.2 percent of that state's buying power, a 5.8 percent advance over their 24.4 percent share in 1990. Similarly, Hispanics' share of California's market will rise by 5.8 percent (from 12.3 percent in 1990 to 18.1 percent in 2008).

Because of differences in per capita income, wealth, demographics, and culture, the spending habits of Hispanics as a group are not the same as those of the average U.S. consumer. The most recent *Consumer Expenditure Survey* indicates that Hispanic consumers spent in total only about 88 percent as much as the average non-Hispanic consumer.

Despite markedly lower average income levels, Hispanic households spent more on groceries, telephone services, clothing, footwear,

and gas and motor oil. Also, Hispanics spent a higher proportion of their money on housing and vehicle purchases. They spent about the same proportion of their total outlays as non-Hispanics on restaurants, housekeeping supplies, furniture, appliances, household textiles, public transportation, and personal care products and services. Compared to non-Hispanics, they 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 substantially larger than non-Hispanic households (3.2 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, 2006 data show that 49.3 percent of Hispanics are homeowners compared to 69.4 percent of non-Hispanics. The median value of Hispanic-owned homes is \$208,100, which is 13 percent higher than the \$183,700 median value reported for the non-Hispanic population, however.

## METHODOLOGY

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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 1990-2007 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 26, 2008. Based on the data provided by the Commerce Department, the Selig Center prepared projections of total buying power for 2008-2013.

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 2007, 95.6 percent of disposable personal income was used to purchase goods and services (personal consumption expenditures); the remaining 4.4 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 1990-2007 are identical to the estimates of disposable personal income issued by the U.S. Bureau of Economic Analysis (BEA) in 2008. Based on trends in the historical data, the Selig Center prepared independent estimates of total buying power (disposable personal income) for 2008-2013.

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 2000-2006, the Selig Center relied upon the population distributions provided by the Census Bureau's Population Estimates Program that were released on May 17, 2007. 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 2000-2012. 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 2007-2013.

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

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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 1990-2013, 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 2006 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 October 26, 2007. 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, 2008, and 2013**

	Buying Power (billions of dollars)			
	1990	2000	2008	2013
Total	4,270.5	7,187.6	10,721.0	14,013.7
White	3,816.2	6,231.1	9,135.7	11,796.0
Black	318.1	590.2	913.1	1,239.5
American Indian	19.7	39.1	61.8	84.6
Asian	116.5	268.9	509.1	752.3
Multiracial	0.0	58.3	101.2	141.2

	Percentage Change in Buying Power			
	1990-2008	1990-2013	2000-2008	2008-2013
Total	151.0	228.1	49.2	30.7
White	139.4	209.1	46.6	29.1
Black	187.0	289.6	54.7	35.7
American Indian	213.3	329.0	58.2	36.9
Asian	337.1	545.9	89.3	47.8
Multiracial	NA	NA	73.6	39.5

	Market Share (percentage)			
	1990	2000	2008	2013
Total	100.0	100.0	100.0	100.0
White	89.4	86.7	85.2	84.2
Black	7.4	8.2	8.5	8.8
American Indian	0.5	0.5	0.6	0.6
Asian	2.7	3.7	4.7	5.4
Multiracial	0.0	0.8	0.9	1.0

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

**Table 2**

**U.S. Population Statistics by Race,  
1990, 2000, 2008, and 2013**

	Population			
	1990	2000	2008	2013
Total	249,622,814	282,216,952	304,706,703	318,903,870
White	209,366,661	228,637,204	242,944,137	251,297,292
Black	30,648,345	35,814,967	39,328,291	42,025,992
American Indian	2,058,726	2,673,624	2,992,860	3,237,075
Asian	7,549,082	11,162,564	14,513,074	16,840,467
Multiracial	NA	3,928,593	4,928,341	5,503,044

	Percentage Change in Population			
	1990-2008	1990-2013	2000-2008	2008-2013
Total	22.1	27.8	8.0	4.7
White	16.0	20.0	6.3	3.4
Black	28.3	37.1	9.8	6.9
American Indian	45.4	57.2	11.9	8.2
Asian	92.2	123.1	30.0	16.0
Multiracial	NA	NA	25.4	11.7

	Share of Population (percent)			
	1990	2000	2008	2013
Total	100.0	100.0	100.0	100.0
White	83.9	81.0	79.7	78.8
Black	12.3	12.7	12.9	13.2
American Indian	0.8	0.9	1.0	1.0
Asian	3.0	4.0	4.8	5.3
Multiracial	NA	1.4	1.6	1.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

**Table 3****U.S. Hispanic Market Statistics,  
1990, 2000, 2008, and 2013**

	Buying Power (billions of dollars)			
	1990	2000	2008	2013
Total	4,270.5	7,187.6	10,721.0	14,013.7
Hispanic	211.9	489.5	951.0	1,386.2
Non-Hispanic	4,058.7	6,698.1	9,770.0	12,627.5

	Percentage Change in Buying Power			
	1990-2008	1990-2013	2000-2008	2008-2013
Total	151.0	228.1	49.2	30.7
Hispanic	348.9	554.3	94.3	45.8
Non-Hispanic	140.7	211.1	45.9	29.2

	Market Share (percentage)			
	1990	2000	2008	2013
Total	100.0	100.0	100.0	100.0
Hispanic	5.0	6.8	8.9	9.9
Non-Hispanic	95.0	93.2	91.1	90.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

**Table 4**

**U.S. Hispanic Population Statistics,  
1990, 2000, 2008, and 2013**

	Population			
	1990	2000	2008	2013
Total	249,622,814	282,216,952	304,706,703	318,903,870
Hispanic	22,572,838	35,659,724	46,632,009	53,045,708
Non-Hispanic	227,049,976	246,557,228	258,074,694	265,858,162
	Percentage Change in Population			
	1990-2008	1990-2013	2000-2008	2008-2013
Total	22.1	27.8	8.0	4.7
Hispanic	106.6	135.0	30.8	13.8
Non-Hispanic	13.7	17.1	4.7	3.0
	Share of Population (percentage)			
	1990	2000	2008	2013
Total	100.0	100.0	100.0	100.0
Hispanic	9.0	12.6	15.3	16.6
Non-Hispanic	91.0	87.4	84.7	83.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 5

**Total Buying Power by Place of Residence  
for U.S. and the States, 1990, 2000, 2008, and 2013  
(thousands of dollars)**

Area	1990	2000	2008	2013
United States	4,270,546,000	7,187,588,000	10,720,975,953	14,013,694,091
Alabama	56,892,094	93,705,340	141,583,419	182,567,251
Alaska	11,146,891	16,582,016	26,312,178	34,425,178
Arizona	55,744,215	115,336,078	197,687,185	281,630,748
Arkansas	30,604,138	51,896,680	80,787,885	105,065,021
California	565,376,110	908,421,421	1,376,253,899	1,824,153,474
Colorado	56,893,189	122,175,115	185,129,868	253,531,694
Connecticut	76,112,391	113,910,086	163,180,645	208,720,663
Delaware	12,369,781	20,665,960	32,271,907	43,357,487
District of Columbia	13,836,194	19,077,560	32,813,143	44,628,819
Florida	228,406,282	398,171,543	657,415,408	903,390,219
Georgia	100,713,305	197,964,309	296,539,126	394,172,188
Hawaii	21,455,557	30,111,430	46,380,439	58,974,416
Idaho	14,161,345	27,239,511	43,865,450	59,627,145
Illinois	208,084,531	340,995,806	472,830,786	589,919,069
Indiana	85,413,705	144,059,123	198,615,060	249,194,690
Iowa	42,741,469	68,495,981	98,020,326	122,411,265
Kansas	39,630,790	64,751,475	94,757,612	121,200,267
Kentucky	50,317,464	86,422,615	123,457,237	157,735,843
Louisiana	57,786,904	91,956,619	143,442,735	185,754,733
Maine	18,952,143	28,727,638	41,196,521	52,193,323
Maryland	94,031,126	152,970,399	232,908,507	309,911,043
Massachusetts	119,217,310	192,839,055	281,612,626	365,414,488
Michigan	154,298,844	253,237,498	327,566,772	397,163,554
Minnesota	75,960,736	134,132,209	194,564,510	252,632,556
Mississippi	30,715,121	53,940,038	81,607,851	105,416,020
Missouri	79,684,604	132,734,215	187,582,109	235,736,977
Montana	11,038,689	18,280,780	29,338,149	38,964,582
Nebraska	25,355,028	41,271,287	60,533,272	77,016,224
Nevada	21,809,482	53,123,247	97,905,388	144,606,938
New Hampshire	20,347,691	35,438,019	51,156,695	66,983,012
New Jersey	165,978,303	269,957,676	383,524,665	488,446,542
New Mexico	20,409,014	35,660,986	59,267,998	79,442,136
New York	363,717,112	548,702,197	802,547,505	1,022,536,648
North Carolina	101,265,797	189,004,196	281,581,611	367,190,209
North Dakota	9,219,127	14,487,082	21,226,700	27,447,671
Ohio	178,669,921	275,725,462	364,632,946	440,729,660
Oklahoma	44,964,884	74,326,510	116,968,551	156,744,858
Oregon	45,260,613	82,018,788	118,955,258	152,024,971
Pennsylvania	206,454,745	314,199,399	441,321,323	551,588,915
Rhode Island	17,744,308	26,330,056	38,438,183	48,893,888
South Carolina	49,347,434	86,508,979	128,177,802	167,340,194
South Dakota	10,332,176	17,504,911	25,856,225	33,348,743
Tennessee	74,014,663	133,501,176	196,383,098	253,922,231
Texas	266,483,516	522,985,766	853,193,761	1,184,724,160
Utah	22,846,381	46,661,059	77,263,847	106,537,273
Vermont	8,900,488	14,644,579	21,279,203	27,566,110
Virginia	111,106,619	186,231,945	289,655,376	384,490,078
Washington	86,667,670	161,428,707	246,562,811	327,786,085
West Virginia	23,240,552	35,307,979	50,351,259	62,507,352
Wisconsin	77,499,111	131,662,787	185,209,251	233,957,557
Wyoming	7,326,437	12,104,707	21,261,868	29,969,924

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 6

**White Buying Power by Place of Residence  
for U.S. and the States, 1990, 2000, 2008, and 2013  
(thousands of dollars)**

Area	1990	2000	2008	2013
United States	3,816,201,735	6,231,108,152	9,135,730,454	11,796,026,465
Alabama	48,231,478	76,397,414	113,694,343	144,653,265
Alaska	9,600,996	13,612,324	21,387,005	27,799,151
Arizona	52,640,841	106,956,560	180,454,042	253,517,339
Arkansas	27,637,831	45,726,981	70,378,164	90,636,398
California	489,501,727	756,318,770	1,123,785,681	1,473,041,524
Colorado	54,145,549	114,253,431	171,676,562	233,805,774
Connecticut	71,212,417	103,924,923	146,147,773	184,551,445
Delaware	10,862,714	17,168,632	25,833,056	33,647,047
District of Columbia	7,829,519	11,475,233	21,357,783	30,222,957
Florida	209,360,967	353,079,428	571,030,933	771,245,904
Georgia	83,285,977	153,760,613	221,918,377	285,646,790
Hawaii	8,571,503	10,406,100	17,814,882	24,132,636
Idaho	13,892,954	26,388,088	42,212,914	57,065,441
Illinois	184,742,485	294,015,446	402,247,637	497,304,968
Indiana	80,098,655	132,418,767	180,231,716	223,962,032
Iowa	41,946,689	66,320,227	93,977,722	116,458,292
Kansas	37,527,250	60,206,113	87,258,011	110,874,120
Kentucky	47,545,755	80,243,223	113,626,494	144,186,718
Louisiana	47,519,271	71,875,994	112,287,527	145,676,129
Maine	18,753,881	28,176,591	40,180,480	50,685,899
Maryland	74,854,115	113,509,504	165,752,097	214,175,805
Massachusetts	112,891,159	177,657,505	254,146,681	325,428,988
Michigan	137,731,118	219,527,216	280,605,060	337,246,298
Minnesota	73,762,242	126,874,980	181,019,575	232,254,021
Mississippi	24,552,958	40,697,582	59,837,868	75,385,017
Missouri	73,138,483	119,120,533	166,651,096	207,823,174
Montana	10,657,705	17,403,016	27,761,325	36,698,013
Nebraska	24,545,265	39,313,855	57,072,935	72,076,994
Nevada	20,112,701	46,841,848	83,001,158	118,702,383
New Hampshire	20,064,536	34,555,044	49,334,449	64,105,759
New Jersey	146,069,799	227,625,151	313,421,904	391,151,489
New Mexico	19,112,718	32,648,415	53,617,647	71,171,425
New York	312,232,836	454,149,432	654,268,372	826,936,610
North Carolina	85,971,522	156,650,764	230,674,754	297,569,384
North Dakota	8,984,908	13,900,280	20,127,630	25,775,107
Ohio	164,144,997	247,635,175	323,382,570	387,454,862
Oklahoma	40,198,449	63,535,209	99,019,357	131,703,331
Oregon	43,473,906	76,842,478	110,010,153	139,383,142
Pennsylvania	191,511,141	285,501,714	394,895,609	488,390,940
Rhode Island	17,036,342	24,770,649	35,788,722	45,247,186
South Carolina	40,436,801	68,926,776	101,634,974	131,773,083
South Dakota	9,984,953	16,673,307	24,417,444	31,283,296
Tennessee	66,176,754	115,844,443	167,615,283	213,766,142
Texas	241,851,887	460,769,826	737,867,676	1,009,096,245
Utah	22,227,604	44,719,824	73,476,684	100,767,873
Vermont	8,830,217	14,375,261	20,807,094	26,887,005
Virginia	95,622,753	153,256,160	232,969,274	303,943,113
Washington	80,861,416	145,111,373	217,094,721	284,793,619
West Virginia	22,508,229	33,873,722	48,059,959	59,464,532
Wisconsin	74,556,868	124,358,459	173,479,479	217,843,004
Wyoming	7,188,891	11,713,791	20,417,803	28,614,794

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 7

**Black Buying Power by Place of Residence  
for U.S. and the States, 1990, 2000, 2008, and 2013  
(thousands of dollars)**

Area	1990	2000	2008	2013
United States	318,127,486	590,210,656	913,076,570	1,239,492,591
Alabama	8,199,747	15,611,969	24,672,997	33,166,067
Alaska	333,854	490,212	825,084	1,141,831
Arizona	1,206,968	2,778,317	5,888,056	9,980,761
Arkansas	2,685,237	5,066,475	8,168,461	11,053,382
California	28,499,732	42,940,443	61,790,313	80,245,060
Colorado	1,654,758	3,486,736	5,477,544	7,748,353
Connecticut	3,718,254	6,281,795	9,478,866	12,528,166
Delaware	1,295,001	2,775,247	4,891,500	7,212,838
District of Columbia	5,751,387	6,864,187	9,948,472	12,176,488
Florida	16,186,117	34,609,770	62,898,605	94,223,672
Georgia	16,143,660	38,348,777	62,610,849	90,062,576
Hawaii	365,288	502,740	1,081,395	1,702,606
Idaho	35,249	95,988	250,994	471,561
Illinois	17,931,212	32,055,046	43,968,068	54,927,257
Indiana	4,475,644	8,958,060	13,544,709	18,262,813
Iowa	467,042	927,630	1,571,673	2,200,011
Kansas	1,464,189	2,573,025	3,924,256	5,201,140
Kentucky	2,428,144	4,671,974	6,982,382	9,290,750
Louisiana	9,621,584	17,997,471	27,215,909	34,417,759
Maine	60,968	122,899	291,670	513,359
Maryland	16,408,631	31,875,505	52,258,926	73,406,327
Massachusetts	4,024,280	7,428,324	12,001,945	16,534,329
Michigan	14,071,481	25,568,696	33,493,488	41,165,101
Minnesota	1,008,260	2,884,681	5,467,521	8,433,905
Mississippi	5,974,309	12,416,745	20,130,074	27,557,562
Missouri	5,680,518	10,546,600	15,458,111	20,063,198
Montana	21,215	50,721	134,293	248,910
Nebraska	584,691	1,106,706	1,802,585	2,460,068
Nevada	892,789	2,688,935	6,166,272	10,939,083
New Hampshire	104,720	203,585	413,127	667,100
New Jersey	14,001,262	24,128,573	34,757,508	44,786,494
New Mexico	307,446	588,723	1,276,198	2,064,762
New York	38,559,939	61,089,123	87,637,222	110,368,870
North Carolina	13,816,806	27,056,903	40,937,623	54,852,523
North Dakota	34,540	65,950	133,536	212,439
Ohio	12,405,169	22,021,385	30,868,391	38,899,773
Oklahoma	2,096,289	3,956,766	6,562,563	9,221,322
Oregon	461,524	966,448	1,618,631	2,311,604
Pennsylvania	12,455,162	21,260,772	31,992,366	41,930,671
Rhode Island	456,139	850,748	1,397,803	1,906,821
South Carolina	8,501,356	15,989,200	23,435,909	30,858,305
South Dakota	34,557	82,018	193,863	337,013
Tennessee	7,241,064	15,032,153	23,569,753	32,268,145
Texas	19,135,040	41,377,173	71,999,633	107,365,330
Utah	122,299	358,900	772,000	1,306,025
Vermont	19,635	48,492	99,781	161,919
Virginia	12,652,391	24,068,234	38,166,070	52,116,711
Washington	1,898,621	4,095,265	6,876,505	9,864,669
West Virginia	515,546	849,635	1,290,268	1,685,754
Wisconsin	2,077,392	4,314,109	6,496,026	8,654,778
Wyoming	40,380	80,827	186,776	316,630

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

**Table 8**

**American Indian Buying Power by Place of Residence  
for U.S. and the States, 1990, 2000, 2008, and 2013  
(thousands of dollars)**

Area	1990	2000	2008	2013
United States	19,729,427	39,068,052	61,810,268	84,629,537
Alabama	167,299	377,091	579,791	764,666
Alaska	913,052	1,454,911	2,286,987	3,014,618
Arizona	1,143,305	2,411,764	3,886,766	5,544,033
Arkansas	132,125	302,493	559,768	819,871
California	3,581,884	6,363,696	8,986,503	11,379,952
Colorado	320,907	877,425	1,340,019	1,868,350
Connecticut	106,436	220,725	364,403	507,893
Delaware	33,551	55,833	89,094	119,362
District of Columbia	26,068	54,646	98,032	141,456
Florida	487,332	1,119,569	2,369,729	3,866,532
Georgia	169,010	469,222	815,059	1,192,979
Hawaii	81,959	86,516	232,376	424,154
Idaho	120,479	239,863	394,367	552,137
Illinois	310,996	687,305	1,048,248	1,385,812
Indiana	141,690	318,774	493,300	673,174
Iowa	58,370	144,164	260,245	382,549
Kansas	234,470	414,686	628,589	824,948
Kentucky	49,473	150,134	237,952	324,745
Louisiana	168,215	409,419	720,567	1,013,861
Maine	55,722	105,381	156,806	203,732
Maryland	203,946	420,518	696,888	989,898
Massachusetts	162,677	318,410	500,350	673,377
Michigan	624,002	1,082,469	1,413,374	1,740,514
Minnesota	413,021	850,860	1,348,900	1,892,335
Mississippi	58,101	166,947	315,553	481,619
Missouri	232,453	443,286	656,899	847,002
Montana	319,687	587,099	1,001,481	1,397,326
Nebraska	86,384	175,879	287,654	397,073
Nevada	241,306	500,694	931,216	1,423,565
New Hampshire	28,149	61,940	95,330	131,049
New Jersey	253,607	514,762	825,028	1,123,497
New Mexico	804,248	1,602,588	2,684,482	3,628,882
New York	796,113	1,552,145	2,233,715	2,786,299
North Carolina	771,195	1,569,292	2,324,597	3,066,287
North Dakota	159,795	332,995	571,878	824,261
Ohio	247,888	445,897	632,365	793,239
Oklahoma	2,241,921	3,871,456	6,256,166	8,610,780
Oregon	420,609	712,641	1,013,301	1,283,449
Pennsylvania	192,680	372,477	666,646	976,288
Rhode Island	43,133	71,113	110,622	144,946
South Carolina	99,019	251,844	410,353	572,733
South Dakota	283,901	558,684	868,230	1,162,656
Tennessee	122,489	355,675	621,733	914,217
Texas	887,232	2,611,790	4,480,949	6,471,433
Utah	156,841	358,605	584,794	832,788
Vermont	15,101	40,534	55,299	69,283
Virginia	234,138	496,074	816,590	1,123,517
Washington	908,904	1,531,809	2,310,832	3,075,076
West Virginia	16,131	63,187	109,839	160,745
Wisconsin	334,479	746,338	1,167,754	1,617,681
Wyoming	67,937	136,426	268,848	412,896

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 9

**Asian Buying Power by Place of Residence  
for U.S. and the States, 1990, 2000, 2008, and 2013  
(thousands of dollars)**

Area	1990	2000	2008	2013
United States	116,487,353	268,891,873	509,125,239	752,341,334
Alabama	293,570	799,505	1,701,410	2,684,675
Alaska	298,989	563,607	1,067,451	1,489,668
Arizona	753,102	2,374,693	5,754,936	9,978,505
Arkansas	148,946	418,963	971,919	1,562,322
California	43,792,767	91,172,665	162,774,361	233,696,120
Colorado	771,976	2,487,935	4,794,953	7,454,016
Connecticut	1,075,285	2,810,445	6,027,107	9,513,576
Delaware	178,515	541,146	1,221,251	2,034,768
District of Columbia	229,219	495,387	1,058,989	1,594,332
Florida	2,371,866	6,785,173	15,812,642	26,101,751
Georgia	1,114,658	4,226,252	8,903,874	13,889,283
Hawaii	12,436,807	15,357,636	21,889,213	26,108,141
Idaho	112,664	311,384	619,049	975,533
Illinois	5,099,837	12,394,882	22,453,008	32,065,280
Indiana	697,716	1,628,068	3,079,893	4,547,162
Iowa	269,367	855,326	1,745,603	2,716,231
Kansas	404,881	1,061,927	2,112,140	3,162,319
Kentucky	294,092	907,025	1,832,158	2,855,745
Louisiana	477,835	1,157,469	2,215,206	3,204,322
Maine	81,572	168,421	302,680	423,748
Maryland	2,564,434	5,962,398	11,954,363	18,085,193
Massachusetts	2,139,193	6,253,939	12,864,836	19,799,798
Michigan	1,872,243	5,171,263	9,230,308	13,359,418
Minnesota	777,213	2,718,071	5,298,835	8,018,053
Mississippi	129,753	424,131	842,864	1,283,902
Missouri	633,150	1,676,604	3,221,290	4,834,915
Montana	40,082	90,682	175,956	255,332
Nebraska	138,688	483,250	1,019,997	1,591,429
Nevada	562,686	2,397,524	6,303,380	11,210,499
New Hampshire	150,286	436,089	990,769	1,614,447
New Jersey	5,653,636	16,056,853	31,669,096	47,409,365
New Mexico	184,602	512,078	1,070,135	1,677,665
New York	12,128,224	27,745,830	51,385,506	72,898,004
North Carolina	706,274	2,800,006	5,859,380	9,116,351
North Dakota	39,884	114,730	256,197	436,246
Ohio	1,871,867	3,973,925	7,113,007	10,109,137
Oklahoma	428,226	965,031	1,979,268	2,997,105
Oregon	904,574	2,485,739	4,710,203	6,928,845
Pennsylvania	2,295,762	5,694,102	11,279,378	16,790,679
Rhode Island	208,694	453,277	817,992	1,148,927
South Carolina	310,258	934,062	1,911,213	2,990,968
South Dakota	28,765	91,868	196,895	311,161
Tennessee	474,356	1,499,935	3,156,177	4,952,406
Texas	4,609,357	15,221,366	32,729,597	52,526,202
Utah	339,637	909,908	1,802,319	2,698,201
Vermont	35,535	90,134	173,691	252,467
Virginia	2,597,337	6,851,413	14,736,116	23,018,405
Washington	2,998,729	8,323,903	16,276,507	24,507,897
West Virginia	200,645	334,805	566,715	753,371
Wisconsin	530,371	1,625,240	3,012,294	4,393,235
Wyoming	29,229	75,809	183,114	314,215

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 10

**Multiracial Buying Power by Place of Residence  
for U.S. and the States, 2000, 2008, 2013  
(thousands of dollars)**

Area	2000	2008	2013
United States	58,309,267	101,233,422	141,204,163
Alabama	519,361	934,877	1,298,578
Alaska	460,962	745,651	979,910
Arizona	814,745	1,703,385	2,610,110
Arkansas	381,768	709,574	993,047
California	11,625,847	18,917,042	25,790,818
Colorado	1,069,588	1,840,789	2,655,201
Connecticut	672,198	1,162,497	1,619,583
Delaware	125,103	237,006	343,472
District of Columbia	188,107	349,868	493,586
Florida	2,577,603	5,303,499	7,952,361
Georgia	1,159,444	2,290,968	3,380,560
Hawaii	3,758,437	5,362,574	6,606,879
Idaho	204,188	388,126	562,473
Illinois	1,843,127	3,113,826	4,235,752
Indiana	735,454	1,265,441	1,749,509
Iowa	248,633	465,083	654,182
Kansas	495,723	834,617	1,137,739
Kentucky	450,259	778,251	1,077,885
Louisiana	516,267	1,003,525	1,442,661
Maine	154,346	264,885	366,584
Maryland	1,202,473	2,246,233	3,253,819
Massachusetts	1,180,877	2,098,814	2,977,997
Michigan	1,887,854	2,824,543	3,652,223
Minnesota	803,617	1,429,680	2,034,242
Mississippi	234,633	481,491	707,920
Missouri	947,193	1,594,713	2,168,688
Montana	149,262	265,095	365,001
Nebraska	191,598	350,100	490,659
Nevada	694,245	1,503,361	2,331,408
New Hampshire	181,360	323,021	464,657
New Jersey	1,632,338	2,851,128	3,975,697
New Mexico	309,181	619,535	899,403
New York	4,165,667	7,022,690	9,546,865
North Carolina	927,230	1,785,257	2,585,664
North Dakota	73,127	137,458	199,618
Ohio	1,649,081	2,636,612	3,472,648
Oklahoma	1,998,047	3,151,198	4,212,321
Oregon	1,011,482	1,602,970	2,117,930
Pennsylvania	1,370,335	2,487,323	3,500,337
Rhode Island	184,269	323,044	446,008
South Carolina	407,097	785,353	1,145,103
South Dakota	99,034	179,793	254,616
Tennessee	768,971	1,420,153	2,021,321
Texas	3,005,610	6,115,906	9,264,950
Utah	313,822	628,051	932,386
Vermont	90,158	143,338	195,435
Virginia	1,560,064	2,967,327	4,288,333
Washington	2,366,357	4,004,246	5,544,825
West Virginia	186,630	324,478	442,950
Wisconsin	618,641	1,053,699	1,448,859
Wyoming	97,854	205,327	311,389

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 11

**Hispanic Buying Power by Place of Residence  
for U.S. and the States, 1990, 2000, 2008, and 2013  
(thousands of dollars)**

Area	1990	2000	2008	2013
United States	211,863,832	489,502,004	950,988,122	1,386,237,898
Alabama	278,480	1,110,386	2,756,400	4,411,376
Alaska	232,064	456,571	1,102,691	1,723,972
Arizona	5,458,218	14,522,076	31,270,683	47,911,027
Arkansas	164,378	965,916	2,688,948	4,503,565
California	69,471,625	136,442,230	248,954,130	353,154,693
Colorado	3,981,346	11,111,110	20,993,194	31,211,992
Connecticut	2,343,362	4,881,635	9,251,700	13,247,361
Delaware	183,803	547,577	1,268,160	1,987,438
District of Columbia	481,835	898,658	1,666,029	2,270,412
Florida	19,890,651	47,284,841	101,334,450	153,357,384
Georgia	1,328,827	6,326,695	15,112,814	24,069,123
Hawaii	968,823	1,310,481	2,284,780	3,046,154
Idaho	397,649	1,094,106	2,331,608	3,529,898
Illinois	8,824,148	22,626,281	40,961,271	56,870,987
Indiana	1,047,786	3,271,735	6,790,742	10,147,403
Iowa	311,146	1,084,125	2,381,734	3,565,111
Kansas	878,992	2,485,682	4,917,320	7,128,499
Kentucky	229,242	862,465	1,898,830	2,923,970
Louisiana	1,194,799	2,017,762	4,039,953	5,828,051
Maine	77,736	163,778	363,357	555,273
Maryland	1,800,176	4,216,793	10,172,111	16,506,930
Massachusetts	2,565,150	6,033,049	11,479,494	16,563,506
Michigan	2,179,643	5,250,853	8,798,762	11,823,872
Minnesota	511,730	2,097,409	4,443,829	6,728,587
Mississippi	155,382	605,741	1,328,328	1,997,795
Missouri	727,854	1,877,116	3,897,267	5,765,095
Montana	86,081	226,109	501,236	754,902
Nebraska	337,423	1,259,819	2,768,925	4,164,001
Nevada	1,356,519	5,764,316	14,448,723	23,671,724
New Hampshire	147,481	365,417	804,793	1,256,602
New Jersey	9,027,175	19,439,955	35,583,642	50,082,569
New Mexico	4,969,794	9,749,588	17,882,272	24,560,328
New York	23,538,612	44,424,381	75,334,130	101,445,618
North Carolina	839,039	4,922,883	11,865,525	18,868,389
North Dakota	32,498	122,755	277,865	434,843
Ohio	1,559,838	3,465,372	6,099,521	8,312,598
Oklahoma	722,078	2,185,330	5,127,173	8,125,687
Oregon	923,722	3,186,821	6,562,822	9,656,048
Pennsylvania	2,141,223	5,414,831	11,337,735	16,945,569
Rhode Island	402,884	999,437	2,104,695	3,119,653
South Carolina	372,682	1,350,637	3,344,219	5,419,286
South Dakota	43,741	150,529	379,684	612,919
Tennessee	397,301	1,846,356	4,581,000	7,425,225
Texas	33,119,947	87,381,186	171,136,518	251,977,653
Utah	742,793	2,561,138	5,752,845	8,928,726
Vermont	46,451	102,993	205,342	302,928
Virginia	2,183,950	5,773,241	13,467,528	21,180,849
Washington	2,048,884	5,944,798	12,181,586	18,195,945
West Virginia	92,952	206,317	439,663	656,443
Wisconsin	781,772	2,606,259	5,291,368	7,795,475
Wyoming	264,144	506,467	1,020,728	1,514,442

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 12

**Non-Hispanic Buying Power by Place of Residence  
for U.S. and the States, 1990, 2000, 2008, and 2013  
(thousands of dollars)**

Area	1990	2000	2008	2013
United States	4,058,682,168	6,698,085,996	9,769,987,830	12,627,456,193
Alabama	56,613,614	92,594,954	138,827,019	178,155,875
Alaska	10,914,827	16,125,445	25,209,487	32,701,206
Arizona	50,285,997	100,814,002	166,416,503	233,719,722
Arkansas	30,439,760	50,930,764	78,098,938	100,561,456
California	495,904,485	771,979,191	1,127,299,769	1,470,998,781
Colorado	52,911,843	111,064,005	164,136,674	222,319,702
Connecticut	73,769,029	109,028,451	153,928,945	195,473,302
Delaware	12,185,978	20,118,383	31,003,747	41,370,049
District of Columbia	13,354,359	18,178,902	31,147,114	42,358,407
Florida	208,515,631	350,886,702	556,080,958	750,032,835
Georgia	99,384,478	191,637,614	281,426,312	370,103,065
Hawaii	20,486,734	28,800,949	44,095,659	55,928,262
Idaho	13,763,696	26,145,405	41,533,843	56,097,248
Illinois	199,260,383	318,369,525	431,869,515	533,048,082
Indiana	84,365,919	140,787,388	191,824,319	239,047,287
Iowa	42,430,323	67,411,856	95,638,592	118,846,154
Kansas	38,751,798	62,265,793	89,840,292	114,071,768
Kentucky	50,088,222	85,560,150	121,558,407	154,811,873
Louisiana	56,592,105	89,938,857	139,402,782	179,926,682
Maine	18,874,407	28,563,860	40,833,164	51,638,050
Maryland	92,230,950	148,753,606	222,736,395	293,404,114
Massachusetts	116,652,160	186,806,006	270,133,132	348,850,983
Michigan	152,119,201	247,986,645	318,768,010	385,339,681
Minnesota	75,449,006	132,034,800	190,120,681	245,903,969
Mississippi	30,559,739	53,334,297	80,279,523	103,418,225
Missouri	78,956,750	130,857,099	183,684,842	229,971,882
Montana	10,952,608	18,054,671	28,836,913	38,209,680
Nebraska	25,017,605	40,011,468	57,764,346	72,852,223
Nevada	20,452,963	47,358,931	83,456,665	120,935,214
New Hampshire	20,200,210	35,072,602	50,351,903	65,726,410
New Jersey	156,951,128	250,517,721	347,941,023	438,363,973
New Mexico	15,439,220	25,911,398	41,385,726	54,881,808
New York	340,178,500	504,277,816	727,213,375	921,091,030
North Carolina	100,426,758	184,081,313	269,716,086	348,321,820
North Dakota	9,186,629	14,364,327	20,948,835	27,012,827
Ohio	177,110,083	272,260,090	358,533,425	432,417,061
Oklahoma	44,242,806	72,141,180	111,841,379	148,619,171
Oregon	44,336,891	78,831,967	112,392,436	142,368,923
Pennsylvania	204,313,522	308,784,568	429,983,588	534,643,345
Rhode Island	17,341,424	25,330,619	36,333,488	45,774,235
South Carolina	48,974,752	85,158,342	124,833,583	161,920,907
South Dakota	10,288,435	17,354,382	25,476,541	32,735,824
Tennessee	73,617,362	131,654,820	191,802,098	246,497,006
Texas	233,363,569	435,604,580	682,057,244	932,746,507
Utah	22,103,588	44,099,921	71,511,002	97,608,548
Vermont	8,854,037	14,541,586	21,073,862	27,263,182
Virginia	108,922,669	180,458,704	276,187,848	363,309,229
Washington	84,618,786	155,483,909	234,381,225	309,590,140
West Virginia	23,147,600	35,101,662	49,911,596	61,850,909
Wisconsin	76,717,339	129,056,528	179,917,882	226,162,082
Wyoming	7,062,293	11,598,240	20,241,140	28,455,482

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 13

## Percentage Change in Buying Power by Race, 1990-2008

Area	Total	White	Black	American Indian	Asian
United States	151.0	139.4	187.0	213.3	337.1
Alabama	148.9	135.7	200.9	246.6	479.6
Alaska	136.0	122.8	147.1	150.5	257.0
Arizona	254.6	242.8	387.8	240.0	664.2
Arkansas	164.0	154.6	204.2	323.7	552.5
California	143.4	129.6	116.8	150.9	271.7
Colorado	225.4	217.1	231.0	317.6	521.1
Connecticut	114.4	105.2	154.9	242.4	460.5
Delaware	160.9	137.8	277.7	165.6	584.1
District of Columbia	137.2	172.8	73.0	276.1	362.0
Florida	187.8	172.7	288.6	386.3	566.7
Georgia	194.4	166.5	287.8	382.3	698.8
Hawaii	116.2	107.8	196.0	183.5	76.0
Idaho	209.8	203.8	612.1	227.3	449.5
Illinois	127.2	117.7	145.2	237.1	340.3
Indiana	132.5	125.0	202.6	248.2	341.4
Iowa	129.3	124.0	236.5	345.9	548.0
Kansas	139.1	132.5	168.0	168.1	421.7
Kentucky	145.4	139.0	187.6	381.0	523.0
Louisiana	148.2	136.3	182.9	328.4	363.6
Maine	117.4	114.3	378.4	181.4	271.1
Maryland	147.7	121.4	218.5	241.7	366.2
Massachusetts	136.2	125.1	198.2	207.6	501.4
Michigan	112.3	103.7	138.0	126.5	393.0
Minnesota	156.1	145.4	442.3	226.6	581.8
Mississippi	165.7	143.7	236.9	443.1	549.6
Missouri	135.4	127.9	172.1	182.6	408.8
Montana	165.8	160.5	533.0	213.3	339.0
Nebraska	138.7	132.5	208.3	233.0	635.5
Nevada	348.9	312.7	590.7	285.9	1,020.2
New Hampshire	151.4	145.9	294.5	238.7	559.3
New Jersey	131.1	114.6	148.2	225.3	460.2
New Mexico	190.4	180.5	315.1	233.8	479.7
New York	120.7	109.5	127.3	180.6	323.7
North Carolina	178.1	168.3	196.3	201.4	729.6
North Dakota	130.2	124.0	286.6	257.9	542.4
Ohio	104.1	97.0	148.8	155.1	280.0
Oklahoma	160.1	146.3	213.1	179.1	362.2
Oregon	162.8	153.0	250.7	140.9	420.7
Pennsylvania	113.8	106.2	156.9	246.0	391.3
Rhode Island	116.6	110.1	206.4	156.5	292.0
South Carolina	159.7	151.3	175.7	314.4	516.0
South Dakota	150.2	144.5	461.0	205.8	584.5
Tennessee	165.3	153.3	225.5	407.6	565.4
Texas	220.2	205.1	276.3	405.0	610.1
Utah	238.2	230.6	531.2	272.9	430.7
Vermont	139.1	135.6	408.2	266.2	388.8
Virginia	160.7	143.6	201.7	248.8	467.4
Washington	184.5	168.5	262.2	154.2	442.8
West Virginia	116.7	113.5	150.3	580.9	182.4
Wisconsin	139.0	132.7	212.7	249.1	468.0
Wyoming	190.2	184.0	362.5	295.7	526.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 14

## Percentage Change in Buying Power by Race, 1990-2013

Area	Total	White	Black	American Indian	Asian
United States	228.1	209.1	289.6	329.0	545.9
Alabama	220.9	199.9	304.5	357.1	814.5
Alaska	208.8	189.5	242.0	230.2	398.2
Arizona	405.2	381.6	726.9	384.9	1,225.0
Arkansas	243.3	227.9	311.6	520.5	948.9
California	222.6	200.9	181.6	217.7	433.6
Colorado	345.6	331.8	368.2	482.2	865.6
Connecticut	174.2	159.2	236.9	377.2	784.7
Delaware	250.5	209.7	457.0	255.8	1,039.8
District of Columbia	222.6	286.0	111.7	442.6	595.6
Florida	295.5	268.4	482.1	693.4	1,000.5
Georgia	291.4	243.0	457.9	605.9	1,146.1
Hawaii	174.9	181.5	366.1	417.5	109.9
Idaho	321.1	310.8	1,237.8	358.3	765.9
Illinois	183.5	169.2	206.3	345.6	528.8
Indiana	191.8	179.6	308.0	375.1	551.7
Iowa	186.4	177.6	371.1	555.4	908.4
Kansas	205.8	195.4	255.2	251.8	681.0
Kentucky	213.5	203.3	282.6	556.4	871.0
Louisiana	221.4	206.6	257.7	502.7	570.6
Maine	175.4	170.3	742.0	265.6	419.5
Maryland	229.6	186.1	347.4	385.4	605.2
Massachusetts	206.5	188.3	310.9	313.9	825.6
Michigan	157.4	144.9	192.5	178.9	613.6
Minnesota	232.6	214.9	736.5	358.2	931.6
Mississippi	243.2	207.0	361.3	728.9	889.5
Missouri	195.8	184.2	253.2	264.4	663.6
Montana	253.0	244.3	1,073.3	337.1	537.0
Nebraska	203.8	193.6	320.7	359.7	1,047.5
Nevada	563.0	490.2	1,125.3	489.9	1,892.3
New Hampshire	229.2	219.5	537.0	365.6	974.3
New Jersey	194.3	167.8	219.9	343.0	738.6
New Mexico	289.3	272.4	571.6	351.2	808.8
New York	181.1	164.8	186.2	250.0	501.1
North Carolina	262.6	246.1	297.0	297.6	1,190.8
North Dakota	197.7	186.9	515.1	415.8	993.8
Ohio	146.7	136.0	213.6	220.0	440.1
Oklahoma	248.6	227.6	339.9	284.1	599.9
Oregon	235.9	220.6	400.9	205.1	666.0
Pennsylvania	167.2	155.0	236.7	406.7	631.4
Rhode Island	175.5	165.6	318.0	236.0	450.5
South Carolina	239.1	225.9	263.0	478.4	864.0
South Dakota	222.8	213.3	875.2	309.5	981.7
Tennessee	243.1	223.0	345.6	646.4	944.0
Texas	344.6	317.2	461.1	629.4	1,039.6
Utah	366.3	353.3	967.9	431.0	694.4
Vermont	209.7	204.5	724.7	358.8	610.5
Virginia	246.1	217.9	311.9	379.9	786.2
Washington	278.2	252.2	419.6	238.3	717.3
West Virginia	169.0	164.2	227.0	896.5	275.5
Wisconsin	201.9	192.2	316.6	383.6	728.3
Wyoming	309.1	298.0	684.1	507.8	975.0

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 15

## Percentage Change in Buying Power by Race, 2000-2008

Area	Total	White	Black	American Indian	Asian	Multiracial
United States	49.2	46.6	54.7	58.2	89.3	73.6
Alabama	51.1	48.8	58.0	53.8	112.8	80.0
Alaska	58.7	57.1	68.3	57.2	89.4	61.8
Arizona	71.4	68.7	111.9	61.2	142.3	109.1
Arkansas	55.7	53.9	61.2	85.1	132.0	85.9
California	51.5	48.6	43.9	41.2	78.5	62.7
Colorado	51.5	50.3	57.1	52.7	92.7	72.1
Connecticut	43.3	40.6	50.9	65.1	114.5	72.9
Delaware	56.2	50.5	76.3	59.6	125.7	89.4
District of Columbia	72.0	86.1	44.9	79.4	113.8	86.0
Florida	65.1	61.7	81.7	111.7	133.0	105.8
Georgia	49.8	44.3	63.3	73.7	110.7	97.6
Hawaii	54.0	71.2	115.1	168.6	42.5	42.7
Idaho	61.0	60.0	161.5	64.4	98.8	90.1
Illinois	38.7	36.8	37.2	52.5	81.1	68.9
Indiana	37.9	36.1	51.2	54.7	89.2	72.1
Iowa	43.1	41.7	69.4	80.5	104.1	87.1
Kansas	46.3	44.9	52.5	51.6	98.9	68.4
Kentucky	42.9	41.6	49.5	58.5	102.0	72.8
Louisiana	56.0	56.2	51.2	76.0	91.4	94.4
Maine	43.4	42.6	137.3	48.8	79.7	71.6
Maryland	52.3	46.0	63.9	65.7	100.5	86.8
Massachusetts	46.0	43.1	61.6	57.1	105.7	77.7
Michigan	29.4	27.8	31.0	30.6	78.5	49.6
Minnesota	45.1	42.7	89.5	58.5	94.9	77.9
Mississippi	51.3	47.0	62.1	89.0	98.7	105.2
Missouri	41.3	39.9	46.6	48.2	92.1	68.4
Montana	60.5	59.5	164.8	70.6	94.0	77.6
Nebraska	46.7	45.2	62.9	63.6	111.1	82.7
Nevada	84.3	77.2	129.3	86.0	162.9	116.5
New Hampshire	44.4	42.8	102.9	53.9	127.2	78.1
New Jersey	42.1	37.7	44.1	60.3	97.2	74.7
New Mexico	66.2	64.2	116.8	67.5	109.0	100.4
New York	46.3	44.1	43.5	43.9	85.2	68.6
North Carolina	49.0	47.3	51.3	48.1	109.3	92.5
North Dakota	46.5	44.8	102.5	71.7	123.3	88.0
Ohio	32.2	30.6	40.2	41.8	79.0	59.9
Oklahoma	57.4	55.8	65.9	61.6	105.1	57.7
Oregon	45.0	43.2	67.5	42.2	89.5	58.5
Pennsylvania	40.5	38.3	50.5	79.0	98.1	81.5
Rhode Island	46.0	44.5	64.3	55.6	80.5	75.3
South Carolina	48.2	47.5	46.6	62.9	104.6	92.9
South Dakota	47.7	46.4	136.4	55.4	114.3	81.5
Tennessee	47.1	44.7	56.8	74.8	110.4	84.7
Texas	63.1	60.1	74.0	71.6	115.0	103.5
Utah	65.6	64.3	115.1	63.1	98.1	100.1
Vermont	45.3	44.7	105.8	36.4	92.7	59.0
Virginia	55.5	52.0	58.6	64.6	115.1	90.2
Washington	52.7	49.6	67.9	50.9	95.5	69.2
West Virginia	42.6	41.9	51.9	73.8	69.3	73.9
Wisconsin	40.7	39.5	50.6	56.5	85.3	70.3
Wyoming	75.6	74.3	131.1	97.1	141.5	109.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 16

## Percentage Change in Buying Power by Race, 2008-2013

Area	Total	White	Black	American Indian	Asian	Multiracial
United States	30.7	29.1	35.7	36.9	47.8	39.5
Alabama	28.9	27.2	34.4	31.9	57.8	38.9
Alaska	30.8	30.0	38.4	31.8	39.6	31.4
Arizona	42.5	40.5	69.5	42.6	73.4	53.2
Arkansas	30.1	28.8	35.3	46.5	60.7	39.9
California	32.5	31.1	29.9	26.6	43.6	36.3
Colorado	36.9	36.2	41.5	39.4	55.5	44.2
Connecticut	27.9	26.3	32.2	39.4	57.8	39.3
Delaware	34.4	30.2	47.5	34.0	66.6	44.9
District of Columbia	36.0	41.5	22.4	44.3	50.6	41.1
Florida	37.4	35.1	49.8	63.2	65.1	49.9
Georgia	32.9	28.7	43.8	46.4	56.0	47.6
Hawaii	27.2	35.5	57.4	82.5	19.3	23.2
Idaho	35.9	35.2	87.9	40.0	57.6	44.9
Illinois	24.8	23.6	24.9	32.2	42.8	36.0
Indiana	25.5	24.3	34.8	36.5	47.6	38.3
Iowa	24.9	23.9	40.0	47.0	55.6	40.7
Kansas	27.9	27.1	32.5	31.2	49.7	36.3
Kentucky	27.8	26.9	33.1	36.5	55.9	38.5
Louisiana	29.5	29.7	26.5	40.7	44.7	43.8
Maine	26.7	26.1	76.0	29.9	40.0	38.4
Maryland	33.1	29.2	40.5	42.0	51.3	44.9
Massachusetts	29.8	28.0	37.8	34.6	53.9	41.9
Michigan	21.2	20.2	22.9	23.1	44.7	29.3
Minnesota	29.8	28.3	54.3	40.3	51.3	42.3
Mississippi	29.2	26.0	36.9	52.6	52.3	47.0
Missouri	25.7	24.7	29.8	28.9	50.1	36.0
Montana	32.8	32.2	85.3	39.5	45.1	37.7
Nebraska	27.2	26.3	36.5	38.0	56.0	40.1
Nevada	47.7	43.0	77.4	52.9	77.8	55.1
New Hampshire	30.9	29.9	61.5	37.5	62.9	43.8
New Jersey	27.4	24.8	28.9	36.2	49.7	39.4
New Mexico	34.0	32.7	61.8	35.2	56.8	45.2
New York	27.4	26.4	25.9	24.7	41.9	35.9
North Carolina	30.4	29.0	34.0	31.9	55.6	44.8
North Dakota	29.3	28.1	59.1	44.1	70.3	45.2
Ohio	20.9	19.8	26.0	25.4	42.1	31.7
Oklahoma	34.0	33.0	40.5	37.6	51.4	33.7
Oregon	27.8	26.7	42.8	26.7	47.1	32.1
Pennsylvania	25.0	23.7	31.1	46.4	48.9	40.7
Rhode Island	27.2	26.4	36.4	31.0	40.5	38.1
South Carolina	30.6	29.7	31.7	39.6	56.5	45.8
South Dakota	29.0	28.1	73.8	33.9	58.0	41.6
Tennessee	29.3	27.5	36.9	47.0	56.9	42.3
Texas	38.9	36.8	49.1	44.4	60.5	51.5
Utah	37.9	37.1	69.2	42.4	49.7	48.5
Vermont	29.5	29.2	62.3	25.3	45.4	36.3
Virginia	32.7	30.5	36.6	37.6	56.2	44.5
Washington	32.9	31.2	43.5	33.1	50.6	38.5
West Virginia	24.1	23.7	30.7	46.3	32.9	36.5
Wisconsin	26.3	25.6	33.2	38.5	45.8	37.5
Wyoming	41.0	40.1	69.5	53.6	71.6	51.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 17

Share of Buying Power by Race, 1990 and 2008  
(percent)

Area	White 1990	White 2008	Black 1990	Black 2008	American Indian 1990	American Indian 2008	Asian 1990	Asian 2008
United States	89.4	85.2	7.4	8.5	0.5	0.6	2.7	4.7
Alabama	84.8	80.3	14.4	17.4	0.3	0.4	0.5	1.2
Alaska	86.1	81.3	3.0	3.1	8.2	8.7	2.7	4.1
Arizona	94.4	91.3	2.2	3.0	2.1	2.0	1.4	2.9
Arkansas	90.3	87.1	8.8	10.1	0.4	0.7	0.5	1.2
California	86.6	81.7	5.0	4.5	0.6	0.7	7.7	11.8
Colorado	95.2	92.7	2.9	3.0	0.6	0.7	1.4	2.6
Connecticut	93.6	89.6	4.9	5.8	0.1	0.2	1.4	3.7
Delaware	87.8	80.0	10.5	15.2	0.3	0.3	1.4	3.8
District of Columbia	56.6	65.1	41.6	30.3	0.2	0.3	1.7	3.2
Florida	91.7	86.9	7.1	9.6	0.2	0.4	1.0	2.4
Georgia	82.7	74.8	16.0	21.1	0.2	0.3	1.1	3.0
Hawaii	40.0	38.4	1.7	2.3	0.4	0.5	58.0	47.2
Idaho	98.1	96.2	0.2	0.6	0.9	0.9	0.8	1.4
Illinois	88.8	85.1	8.6	9.3	0.1	0.2	2.5	4.7
Indiana	93.8	90.7	5.2	6.8	0.2	0.2	0.8	1.6
Iowa	98.1	95.9	1.1	1.6	0.1	0.3	0.6	1.8
Kansas	94.7	92.1	3.7	4.1	0.6	0.7	1.0	2.2
Kentucky	94.5	92.0	4.8	5.7	0.1	0.2	0.6	1.5
Louisiana	82.2	78.3	16.7	19.0	0.3	0.5	0.8	1.5
Maine	99.0	97.5	0.3	0.7	0.3	0.4	0.4	0.7
Maryland	79.6	71.2	17.5	22.4	0.2	0.3	2.7	5.1
Massachusetts	94.7	90.2	3.4	4.3	0.1	0.2	1.8	4.6
Michigan	89.3	85.7	9.1	10.2	0.4	0.4	1.2	2.8
Minnesota	97.1	93.0	1.3	2.8	0.5	0.7	1.0	2.7
Mississippi	79.9	73.3	19.5	24.7	0.2	0.4	0.4	1.0
Missouri	91.8	88.8	7.1	8.2	0.3	0.4	0.8	1.7
Montana	96.5	94.6	0.2	0.5	2.9	3.4	0.4	0.6
Nebraska	96.8	94.3	2.3	3.0	0.3	0.5	0.5	1.7
Nevada	92.2	84.8	4.1	6.3	1.1	1.0	2.6	6.4
New Hampshire	98.6	96.4	0.5	0.8	0.1	0.2	0.7	1.9
Area		Multi- racial 2008	Hispanic 1990	Hispanic 2008	Non- Hispanic 1990	Non- Hispanic 2008		
United States		0.9	5.0	8.9	95.0	91.1		
Alabama		0.7	0.5	1.9	99.5	98.1		
Alaska		2.8	2.1	4.2	97.9	95.8		
Arizona		0.9	9.8	15.8	90.2	84.2		
Arkansas		0.9	0.5	3.3	99.5	96.7		
California		1.4	12.3	18.1	87.7	81.9		
Colorado		1.0	7.0	11.3	93.0	88.7		
Connecticut		0.7	3.1	5.7	96.9	94.3		
Delaware		0.7	1.5	3.9	98.5	96.1		
District of Columbia		1.1	3.5	5.1	96.5	94.9		
Florida		0.8	8.7	15.4	91.3	84.6		
Georgia		0.8	1.3	5.1	98.7	94.9		
Hawaii		11.6	4.5	4.9	95.5	95.1		
Idaho		0.9	2.8	5.3	97.2	94.7		
Illinois		0.7	4.2	8.7	95.8	91.3		
Indiana		0.6	1.2	3.4	98.8	96.6		
Iowa		0.5	0.7	2.4	99.3	97.6		
Kansas		0.9	2.2	5.2	97.8	94.8		
Kentucky		0.6	0.5	1.5	99.5	98.5		
Louisiana		0.7	2.1	2.8	97.9	97.2		
Maine		0.6	0.4	0.9	99.6	99.1		
Maryland		1.0	1.9	4.4	98.1	95.6		
Massachusetts		0.7	2.2	4.1	97.8	95.9		
Michigan		0.9	1.4	2.7	98.6	97.3		
Minnesota		0.7	0.7	2.3	99.3	97.7		
Mississippi		0.6	0.5	1.6	99.5	98.4		
Missouri		0.9	0.9	2.1	99.1	97.9		
Montana		0.9	0.8	1.7	99.2	98.3		
Nebraska		0.6	1.3	4.6	98.7	95.4		
Nevada		1.5	6.2	14.8	93.8	85.2		
New Hampshire		0.6	0.7	1.6	99.3	98.4		

(continued)

**Table 17 (continued)**

**Share of Buying Power by Race, 1990 and 2008  
(percent)**

Area	White 1990	White 2008	Black 1990	Black 2008	American Indian 1990	American Indian 2008	Asian 1990	Asian 2008
New Jersey	88.0	81.7	8.4	9.1	0.2	0.2	3.4	8.3
New Mexico	93.6	90.5	1.5	2.2	3.9	4.5	0.9	1.8
New York	85.8	81.5	10.6	10.9	0.2	0.3	3.3	6.4
North Carolina	84.9	81.9	13.6	14.5	0.8	0.8	0.7	2.1
North Dakota	97.5	94.8	0.4	0.6	1.7	2.7	0.4	1.2
Ohio	91.9	88.7	6.9	8.5	0.1	0.2	1.0	2.0
Oklahoma	89.4	84.7	4.7	5.6	5.0	5.3	1.0	1.7
Oregon	96.1	92.5	1.0	1.4	0.9	0.9	2.0	4.0
Pennsylvania	92.8	89.5	6.0	7.2	0.1	0.2	1.1	2.6
Rhode Island	96.0	93.1	2.6	3.6	0.2	0.3	1.2	2.1
South Carolina	81.9	79.3	17.2	18.3	0.2	0.3	0.6	1.5
South Dakota	96.6	94.4	0.3	0.7	2.7	3.4	0.3	0.8
Tennessee	89.4	85.4	9.8	12.0	0.2	0.3	0.6	1.6
Texas	90.8	86.5	7.2	8.4	0.3	0.5	1.7	3.8
Utah	97.3	95.1	0.5	1.0	0.7	0.8	1.5	2.3
Vermont	99.2	97.8	0.2	0.5	0.2	0.3	0.4	0.8
Virginia	86.1	80.4	11.4	13.2	0.2	0.3	2.3	5.1
Washington	93.3	88.0	2.2	2.8	1.0	0.9	3.5	6.6
West Virginia	96.8	95.4	2.2	2.6	0.1	0.2	0.9	1.1
Wisconsin	96.2	93.7	2.7	3.5	0.4	0.6	0.7	1.6
Wyoming	98.1	96.0	0.6	0.9	0.9	1.3	0.4	0.9

Area	Multi- racial 2008	Hispanic 1990	Hispanic 2008	Non- Hispanic 1990	Non- Hispanic 2008
New Jersey	0.7	5.4	9.3	94.6	90.7
New Mexico	1.0	24.4	30.2	75.6	69.8
New York	0.9	6.5	9.4	93.5	90.6
North Carolina	0.6	0.8	4.2	99.2	95.8
North Dakota	0.6	0.4	1.3	99.6	98.7
Ohio	0.7	0.9	1.7	99.1	98.3
Oklahoma	2.7	1.6	4.4	98.4	95.6
Oregon	1.3	2.0	5.5	98.0	94.5
Pennsylvania	0.6	1.0	2.6	99.0	97.4
Rhode Island	0.8	2.3	5.5	97.7	94.5
South Carolina	0.6	0.8	2.6	99.2	97.4
South Dakota	0.7	0.4	1.5	99.6	98.5
Tennessee	0.7	0.5	2.3	99.5	97.7
Texas	0.7	12.4	20.1	87.6	79.9
Utah	0.8	3.3	7.4	96.7	92.6
Vermont	0.7	0.5	1.0	99.5	99.0
Virginia	1.0	2.0	4.6	98.0	95.4
Washington	1.6	2.4	4.9	97.6	95.1
West Virginia	0.6	0.4	0.9	99.6	99.1
Wisconsin	0.6	1.0	2.9	99.0	97.1
Wyoming	1.0	3.6	4.8	96.4	95.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 18

**Percentage Change in Total, Hispanic, and Non-Hispanic Buying Power  
for U.S. and the States, 1990-2008**

Area	Total	Hispanic	Non-Hispanic
United States	151.0	348.9	140.7
Alabama	148.9	889.8	145.2
Alaska	136.0	375.2	131.0
Arizona	254.6	472.9	230.9
Arkansas	164.0	1,535.8	156.6
California	143.4	258.4	127.3
Colorado	225.4	427.3	210.2
Connecticut	114.4	294.8	108.7
Delaware	160.9	590.0	154.4
District of Columbia	137.2	245.8	133.2
Florida	187.8	409.5	166.7
Georgia	194.4	1,037.3	183.2
Hawaii	116.2	135.8	115.2
Idaho	209.8	486.3	201.8
Illinois	127.2	364.2	116.7
Indiana	132.5	548.1	127.4
Iowa	129.3	665.5	125.4
Kansas	139.1	459.4	131.8
Kentucky	145.4	728.3	142.7
Louisiana	148.2	238.1	146.3
Maine	117.4	367.4	116.3
Maryland	147.7	465.1	141.5
Massachusetts	136.2	347.5	131.6
Michigan	112.3	303.7	109.6
Minnesota	156.1	768.4	152.0
Mississippi	165.7	754.9	162.7
Missouri	135.4	435.4	132.6
Montana	165.8	482.3	163.3
Nebraska	138.7	720.6	130.9
Nevada	348.9	965.1	308.0
New Hampshire	151.4	445.7	149.3
New Jersey	131.1	294.2	121.7
New Mexico	190.4	259.8	168.1
New York	120.7	220.0	113.8
North Carolina	178.1	1,314.2	168.6
North Dakota	130.2	755.0	128.0
Ohio	104.1	291.0	102.4
Oklahoma	160.1	610.1	152.8
Oregon	162.8	610.5	153.5
Pennsylvania	113.8	429.5	110.5
Rhode Island	116.6	422.4	109.5
South Carolina	159.7	797.3	154.9
South Dakota	150.2	768.0	147.6
Tennessee	165.3	1,053.0	160.5
Texas	220.2	416.7	192.3
Utah	238.2	674.5	223.5
Vermont	139.1	342.1	138.0
Virginia	160.7	516.7	153.6
Washington	184.5	494.5	177.0
West Virginia	116.7	373.0	115.6
Wisconsin	139.0	576.8	134.5
Wyoming	190.2	286.4	186.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 19

**Percentage Change in Total, Hispanic, and Non-Hispanic Buying Power  
for U.S. and the States, 1990-2013**

Area	Total	Hispanic	Non-Hispanic
United States	228.1	554.3	211.1
Alabama	220.9	1,484.1	214.7
Alaska	208.8	642.9	199.6
Arizona	405.2	777.8	364.8
Arkansas	243.3	2,639.8	230.4
California	222.6	408.3	196.6
Colorado	345.6	684.0	320.2
Connecticut	174.2	465.3	165.0
Delaware	250.5	981.3	239.5
District of Columbia	222.6	371.2	217.2
Florida	295.5	671.0	259.7
Georgia	291.4	1,711.3	272.4
Hawaii	174.9	214.4	173.0
Idaho	321.1	787.7	307.6
Illinois	183.5	544.5	167.5
Indiana	191.8	868.5	183.3
Iowa	186.4	1,045.8	180.1
Kansas	205.8	711.0	194.4
Kentucky	213.5	1,175.5	209.1
Louisiana	221.4	387.8	217.9
Maine	175.4	614.3	173.6
Maryland	229.6	817.0	218.1
Massachusetts	206.5	545.7	199.1
Michigan	157.4	442.5	153.3
Minnesota	232.6	1,214.9	225.9
Mississippi	243.2	1,185.7	238.4
Missouri	195.8	692.1	191.3
Montana	253.0	777.0	248.9
Nebraska	203.8	1,134.1	191.2
Nevada	563.0	1,645.0	491.3
New Hampshire	229.2	752.0	225.4
New Jersey	194.3	454.8	179.3
New Mexico	289.3	394.2	255.5
New York	181.1	331.0	170.8
North Carolina	262.6	2,148.8	246.8
North Dakota	197.7	1,238.1	194.0
Ohio	146.7	432.9	144.2
Oklahoma	248.6	1,025.3	235.9
Oregon	235.9	945.3	221.1
Pennsylvania	167.2	691.4	161.7
Rhode Island	175.5	674.3	164.0
South Carolina	239.1	1,354.1	230.6
South Dakota	222.8	1,301.2	218.2
Tennessee	243.1	1,768.9	234.8
Texas	344.6	660.8	299.7
Utah	366.3	1,102.0	341.6
Vermont	209.7	552.1	207.9
Virginia	246.1	869.8	233.5
Washington	278.2	788.1	265.9
West Virginia	169.0	606.2	167.2
Wisconsin	201.9	897.2	194.8
Wyoming	309.1	473.3	302.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 20

**Percentage Change in Total, Hispanic, and Non-Hispanic Buying Power  
for U.S. and the States, 2000-2008**

Area	Total	Hispanic	Non-Hispanic
United States	49.2	94.3	45.9
Alabama	51.1	148.2	49.9
Alaska	58.7	141.5	56.3
Arizona	71.4	115.3	65.1
Arkansas	55.7	178.4	53.3
California	51.5	82.5	46.0
Colorado	51.5	88.9	47.8
Connecticut	43.3	89.5	41.2
Delaware	56.2	131.6	54.1
District of Columbia	72.0	85.4	71.3
Florida	65.1	114.3	58.5
Georgia	49.8	138.9	46.9
Hawaii	54.0	74.3	53.1
Idaho	61.0	113.1	58.9
Illinois	38.7	81.0	35.7
Indiana	37.9	107.6	36.3
Iowa	43.1	119.7	41.9
Kansas	46.3	97.8	44.3
Kentucky	42.9	120.2	42.1
Louisiana	56.0	100.2	55.0
Maine	43.4	121.9	43.0
Maryland	52.3	141.2	49.7
Massachusetts	46.0	90.3	44.6
Michigan	29.4	67.6	28.5
Minnesota	45.1	111.9	44.0
Mississippi	51.3	119.3	50.5
Missouri	41.3	107.6	40.4
Montana	60.5	121.7	59.7
Nebraska	46.7	119.8	44.4
Nevada	84.3	150.7	76.2
New Hampshire	44.4	120.2	43.6
New Jersey	42.1	83.0	38.9
New Mexico	66.2	83.4	59.7
New York	46.3	69.6	44.2
North Carolina	49.0	141.0	46.5
North Dakota	46.5	126.4	45.8
Ohio	32.2	76.0	31.7
Oklahoma	57.4	134.6	55.0
Oregon	45.0	105.9	42.6
Pennsylvania	40.5	109.4	39.3
Rhode Island	46.0	110.6	43.4
South Carolina	48.2	147.6	46.6
South Dakota	47.7	152.2	46.8
Tennessee	47.1	148.1	45.7
Texas	63.1	95.9	56.6
Utah	65.6	124.6	62.2
Vermont	45.3	99.4	44.9
Virginia	55.5	133.3	53.0
Washington	52.7	104.9	50.7
West Virginia	42.6	113.1	42.2
Wisconsin	40.7	103.0	39.4
Wyoming	75.6	101.5	74.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 21

**Percentage Change in Total, Hispanic, and Non-Hispanic Buying Power  
for U.S. and the States, 2008-2013**

Area	Total	Hispanic	Non-Hispanic
United States	30.7	45.8	29.2
Alabama	28.9	60.0	28.3
Alaska	30.8	56.3	29.7
Arizona	42.5	53.2	40.4
Arkansas	30.1	67.5	28.8
California	32.5	41.9	30.5
Colorado	36.9	48.7	35.4
Connecticut	27.9	43.2	27.0
Delaware	34.4	56.7	33.4
District of Columbia	36.0	36.3	36.0
Florida	37.4	51.3	34.9
Georgia	32.9	59.3	31.5
Hawaii	27.2	33.3	26.8
Idaho	35.9	51.4	35.1
Illinois	24.8	38.8	23.4
Indiana	25.5	49.4	24.6
Iowa	24.9	49.7	24.3
Kansas	27.9	45.0	27.0
Kentucky	27.8	54.0	27.4
Louisiana	29.5	44.3	29.1
Maine	26.7	52.8	26.5
Maryland	33.1	62.3	31.7
Massachusetts	29.8	44.3	29.1
Michigan	21.2	34.4	20.9
Minnesota	29.8	51.4	29.3
Mississippi	29.2	50.4	28.8
Missouri	25.7	47.9	25.2
Montana	32.8	50.6	32.5
Nebraska	27.2	50.4	26.1
Nevada	47.7	63.8	44.9
New Hampshire	30.9	56.1	30.5
New Jersey	27.4	40.7	26.0
New Mexico	34.0	37.3	32.6
New York	27.4	34.7	26.7
North Carolina	30.4	59.0	29.1
North Dakota	29.3	56.5	28.9
Ohio	20.9	36.3	20.6
Oklahoma	34.0	58.5	32.9
Oregon	27.8	47.1	26.7
Pennsylvania	25.0	49.5	24.3
Rhode Island	27.2	48.2	26.0
South Carolina	30.6	62.0	29.7
South Dakota	29.0	61.4	28.5
Tennessee	29.3	62.1	28.5
Texas	38.9	47.2	36.8
Utah	37.9	55.2	36.5
Vermont	29.5	47.5	29.4
Virginia	32.7	57.3	31.5
Washington	32.9	49.4	32.1
West Virginia	24.1	49.3	23.9
Wisconsin	26.3	47.3	25.7
Wyoming	41.0	48.4	40.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 22

**Hispanic and Non-Hispanic Market Share for  
U.S. and the States, 1990 and 2008  
(percent)**

Area	Hispanic 1990	Hispanic 2008	Non-Hispanic 1990	Non-Hispanic 2008
United States	5.0	8.9	95.0	91.1
Alabama	0.5	1.9	99.5	98.1
Alaska	2.1	4.2	97.9	95.8
Arizona	9.8	15.8	90.2	84.2
Arkansas	0.5	3.3	99.5	96.7
California	12.3	18.1	87.7	81.9
Colorado	7.0	11.3	93.0	88.7
Connecticut	3.1	5.7	96.9	94.3
Delaware	1.5	3.9	98.5	96.1
District of Columbia	3.5	5.1	96.5	94.9
Florida	8.7	15.4	91.3	84.6
Georgia	1.3	5.1	98.7	94.9
Hawaii	4.5	4.9	95.5	95.1
Idaho	2.8	5.3	97.2	94.7
Illinois	4.2	8.7	95.8	91.3
Indiana	1.2	3.4	98.8	96.6
Iowa	0.7	2.4	99.3	97.6
Kansas	2.2	5.2	97.8	94.8
Kentucky	0.5	1.5	99.5	98.5
Louisiana	2.1	2.8	97.9	97.2
Maine	0.4	0.9	99.6	99.1
Maryland	1.9	4.4	98.1	95.6
Massachusetts	2.2	4.1	97.8	95.9
Michigan	1.4	2.7	98.6	97.3
Minnesota	0.7	2.3	99.3	97.7
Mississippi	0.5	1.6	99.5	98.4
Missouri	0.9	2.1	99.1	97.9
Montana	0.8	1.7	99.2	98.3
Nebraska	1.3	4.6	98.7	95.4
Nevada	6.2	14.8	93.8	85.2
New Hampshire	0.7	1.6	99.3	98.4
New Jersey	5.4	9.3	94.6	90.7
New Mexico	24.4	30.2	75.6	69.8
New York	6.5	9.4	93.5	90.6
North Carolina	0.8	4.2	99.2	95.8
North Dakota	0.4	1.3	99.6	98.7
Ohio	0.9	1.7	99.1	98.3
Oklahoma	1.6	4.4	98.4	95.6
Oregon	2.0	5.5	98.0	94.5
Pennsylvania	1.0	2.6	99.0	97.4
Rhode Island	2.3	5.5	97.7	94.5
South Carolina	0.8	2.6	99.2	97.4
South Dakota	0.4	1.5	99.6	98.5
Tennessee	0.5	2.3	99.5	97.7
Texas	12.4	20.1	87.6	79.9
Utah	3.3	7.4	96.7	92.6
Vermont	0.5	1.0	99.5	99.0
Virginia	2.0	4.6	98.0	95.4
Washington	2.4	4.9	97.6	95.1
West Virginia	0.4	0.9	99.6	99.1
Wisconsin	1.0	2.9	99.0	97.1
Wyoming	3.6	4.8	96.4	95.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 23

**Total Population Statistics for the U.S. and States,  
1990, 2000, 2008, and 2013**

Area	1990	2000	2008	2013
United States	249,622,814	282,216,952	304,706,703	318,903,870
Alabama	4,050,055	4,452,375	4,648,863	4,777,246
Alaska	553,290	627,533	683,825	719,727
Arizona	3,684,097	5,166,693	6,496,559	7,411,997
Arkansas	2,356,586	2,678,610	2,854,367	2,967,772
California	29,959,515	34,008,499	37,131,267	38,887,096
Colorado	3,307,618	4,327,409	4,868,860	5,171,357
Connecticut	3,291,967	3,412,539	3,533,037	3,609,651
Delaware	669,567	786,505	876,555	938,767
District of Columbia	605,321	571,042	581,823	584,477
Florida	13,033,307	16,050,166	18,756,144	20,555,518
Georgia	6,512,602	8,230,550	9,744,205	10,780,573
Hawaii	1,113,491	1,212,113	1,309,549	1,375,486
Idaho	1,012,384	1,299,811	1,518,853	1,659,333
Illinois	11,453,316	12,440,970	12,941,251	13,226,652
Indiana	5,557,798	6,092,375	6,382,501	6,562,783
Iowa	2,781,018	2,928,703	3,000,535	3,049,254
Kansas	2,481,349	2,692,947	2,785,923	2,842,449
Kentucky	3,694,048	4,049,260	4,255,107	4,381,798
Louisiana	4,221,532	4,469,529	4,221,562	4,063,183
Maine	1,231,719	1,277,483	1,334,146	1,367,431
Maryland	4,799,770	5,311,695	5,713,041	5,972,512
Massachusetts	6,022,639	6,362,604	6,454,161	6,505,054
Michigan	9,311,319	9,956,689	10,129,521	10,220,915
Minnesota	4,389,857	4,934,275	5,236,514	5,423,399
Mississippi	2,578,897	2,848,634	2,933,253	2,992,029
Missouri	5,128,880	5,606,532	5,914,614	6,100,878
Montana	800,204	903,531	958,343	993,857
Nebraska	1,581,660	1,713,426	1,786,038	1,832,185
Nevada	1,220,695	2,018,456	2,653,749	3,104,003
New Hampshire	1,112,384	1,240,664	1,335,173	1,389,011
New Jersey	7,762,963	8,434,216	8,809,507	9,040,533
New Mexico	1,521,574	1,821,656	1,999,220	2,116,986
New York	18,020,784	19,000,135	19,383,301	19,591,960
North Carolina	6,664,016	8,078,909	9,103,332	9,755,708
North Dakota	637,685	641,193	636,268	637,877
Ohio	10,864,162	11,364,401	11,513,639	11,609,809
Oklahoma	3,148,825	3,454,508	3,620,068	3,725,263
Oregon	2,860,375	3,431,530	3,781,087	3,991,652
Pennsylvania	11,903,299	12,286,905	12,500,655	12,663,558
Rhode Island	1,005,995	1,050,836	1,071,494	1,081,947
South Carolina	3,501,155	4,023,565	4,417,619	4,669,689
South Dakota	697,101	755,793	790,833	814,499
Tennessee	4,894,492	5,703,299	6,147,639	6,432,241
Texas	17,056,755	20,951,848	24,310,560	26,456,561
Utah	1,731,223	2,243,490	2,644,613	2,897,755
Vermont	564,798	609,986	627,798	637,962
Virginia	6,216,884	7,104,587	7,812,166	8,261,000
Washington	4,903,043	5,912,036	6,539,992	6,920,530
West Virginia	1,792,548	1,807,528	1,824,527	1,840,140
Wisconsin	4,904,562	5,374,747	5,610,682	5,750,391
Wyoming	453,690	494,166	522,367	541,418

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 24

**White Population Statistics for the U.S. and States,  
1990, 2000, 2008, and 2013**

Area	1990	2000	2008	2013
United States	209,366,661	228,637,204	242,944,137	251,297,292
Alabama	2,987,764	3,196,951	3,301,615	3,365,090
Alaska	423,276	446,433	482,035	503,666
Arizona	3,293,186	4,549,526	5,643,396	6,357,283
Arkansas	1,956,611	2,186,624	2,308,767	2,382,702
California	24,354,238	26,452,789	28,463,586	29,540,926
Colorado	3,077,815	3,925,745	4,376,981	4,621,583
Connecticut	2,949,149	2,937,733	2,972,374	2,987,898
Delaware	543,973	602,929	646,065	671,622
District of Columbia	191,834	196,682	229,757	247,466
Florida	11,042,189	13,089,269	14,927,018	16,039,622
Georgia	4,659,378	5,560,475	6,330,877	6,782,484
Hawaii	377,435	311,867	383,996	429,338
Idaho	985,151	1,244,595	1,443,644	1,568,463
Illinois	9,422,280	9,933,705	10,231,788	10,387,992
Indiana	5,072,268	5,437,274	5,614,981	5,715,162
Iowa	2,700,752	2,793,397	2,829,500	2,852,315
Kansas	2,282,199	2,417,742	2,475,467	2,508,868
Kentucky	3,407,136	3,672,936	3,830,045	3,923,114
Louisiana	2,859,186	2,892,437	2,776,100	2,711,553
Maine	1,214,008	1,242,472	1,287,909	1,311,996
Maryland	3,439,866	3,500,392	3,590,307	3,631,598
Massachusetts	5,533,629	5,613,189	5,548,185	5,497,367
Michigan	7,844,171	8,147,784	8,207,724	8,229,759
Minnesota	4,163,468	4,486,012	4,648,079	4,730,245
Mississippi	1,640,316	1,762,550	1,774,410	1,781,463
Missouri	4,516,213	4,811,291	5,022,057	5,141,701
Montana	746,412	825,455	868,879	896,316
Nebraska	1,499,293	1,587,380	1,633,719	1,661,642
Nevada	1,077,497	1,698,666	2,142,212	2,425,549
New Hampshire	1,093,515	1,200,376	1,274,938	1,313,744
New Jersey	6,386,168	6,598,328	6,678,750	6,712,268
New Mexico	1,336,983	1,555,620	1,686,005	1,769,083
New York	14,159,914	14,167,883	14,225,141	14,237,885
North Carolina	5,058,613	6,019,249	6,717,026	7,131,250
North Dakota	605,655	595,808	582,118	577,154
Ohio	9,588,185	9,754,354	9,743,901	9,734,280
Oklahoma	2,619,987	2,723,045	2,828,841	2,892,541
Oregon	2,700,987	3,135,118	3,410,728	3,571,476
Pennsylvania	10,636,478	10,675,470	10,659,742	10,658,757
Rhode Island	939,017	944,124	946,442	944,975
South Carolina	2,423,347	2,744,927	3,024,378	3,194,263
South Dakota	640,530	674,836	696,288	709,429
Tennessee	4,069,981	4,635,534	4,922,223	5,091,924
Texas	14,596,281	17,536,279	20,018,178	21,505,178
Utah	1,659,462	2,109,388	2,466,963	2,688,507
Vermont	558,134	592,409	606,195	613,380
Virginia	4,864,381	5,292,266	5,693,806	5,921,394
Washington	4,441,089	5,093,089	5,514,037	5,753,780
West Virginia	1,727,452	1,722,028	1,729,099	1,737,657
Wisconsin	4,561,903	4,873,037	5,035,405	5,125,841
Wyoming	437,906	469,736	492,462	507,742

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 25

**Black Population Statistics for the U.S. and States,  
1990, 2000, 2008, and 2013**

Area	1990	2000	2008	2013
United States	30,648,345	35,814,967	39,328,291	42,025,992
Alabama	1,024,198	1,162,057	1,230,673	1,279,724
Alaska	22,665	22,942	25,980	28,296
Arizona	115,796	169,927	260,064	347,197
Arkansas	375,370	421,725	450,341	471,475
California	2,322,371	2,385,074	2,464,163	2,512,143
Colorado	136,626	174,387	203,399	223,203
Connecticut	283,440	335,297	366,602	388,451
Delaware	114,248	154,266	187,942	214,690
District of Columbia	400,254	348,638	320,892	302,482
Florida	1,794,796	2,438,549	3,038,344	3,520,762
Georgia	1,763,068	2,385,888	2,966,567	3,428,783
Hawaii	27,844	23,242	34,820	43,818
Idaho	3,330	5,944	11,224	16,879
Illinois	1,711,998	1,905,920	1,934,617	1,950,872
Indiana	435,339	518,123	580,233	625,555
Iowa	48,262	63,441	77,083	88,057
Kansas	144,681	157,747	167,043	173,554
Kentucky	264,471	300,276	323,269	339,635
Louisiana	1,302,816	1,459,624	1,314,999	1,214,118
Maine	5,111	7,246	12,611	18,085
Maryland	1,203,347	1,504,667	1,712,774	1,861,641
Massachusetts	328,341	407,632	460,460	496,686
Michigan	1,302,647	1,431,088	1,446,870	1,452,935
Minnesota	96,863	180,751	251,595	311,299
Mississippi	918,137	1,038,176	1,097,413	1,140,082
Missouri	551,614	636,704	686,501	721,249
Montana	2,200	2,824	4,624	6,267
Nebraska	57,861	70,186	80,350	87,556
Nevada	81,467	141,383	220,611	296,239
New Hampshire	7,350	10,010	15,512	20,390
New Jersey	1,080,360	1,215,257	1,281,292	1,323,779
New Mexico	31,537	38,362	53,825	67,514
New York	3,075,556	3,350,158	3,349,085	3,339,630
North Carolina	1,471,373	1,761,760	1,983,377	2,147,466
North Dakota	3,366	4,172	5,733	7,101
Ohio	1,163,105	1,321,505	1,396,568	1,446,290
Oklahoma	236,142	264,615	284,333	298,520
Oregon	47,386	58,630	72,455	83,039
Pennsylvania	1,110,238	1,261,357	1,365,863	1,442,722
Rhode Island	43,674	60,180	69,875	76,671
South Carolina	1,046,915	1,194,719	1,275,776	1,334,194
South Dakota	3,090	4,988	8,481	11,972
Tennessee	782,830	941,974	1,049,569	1,128,600
Texas	2,055,356	2,461,853	2,945,264	3,327,534
Utah	12,085	19,451	28,629	36,999
Vermont	1,890	3,241	4,798	6,204
Virginia	1,174,876	1,416,968	1,560,338	1,666,446
Washington	154,374	199,826	238,607	267,549
West Virginia	56,068	57,891	61,262	64,010
Wisconsin	248,027	310,383	340,377	361,448
Wyoming	3,586	3,943	5,210	6,178

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 26

**American Indian Population Statistics for the U.S. and States,  
1990, 2000, 2008, and 2013**

Area	1990	2000	2008	2013
United States	2,058,726	2,673,624	2,992,860	3,237,075
Alabama	16,224	23,064	24,143	25,025
Alaska	87,214	98,797	105,389	110,273
Arizona	215,940	268,298	305,419	335,610
Arkansas	12,356	18,301	22,956	26,623
California	290,666	405,023	426,939	441,250
Colorado	31,030	49,949	56,189	60,296
Connecticut	6,996	10,809	13,154	14,953
Delaware	2,064	3,009	3,636	4,134
District of Columbia	1,547	2,030	2,216	2,360
Florida	37,187	59,811	89,171	115,626
Georgia	12,817	24,193	33,619	41,534
Hawaii	5,407	3,889	7,515	11,325
Idaho	14,568	18,504	21,805	24,253
Illinois	23,384	36,684	42,937	47,516
Indiana	12,202	16,737	19,317	21,225
Iowa	6,921	9,529	11,759	13,448
Kansas	22,457	26,062	27,860	29,112
Kentucky	4,907	8,981	10,316	11,184
Louisiana	18,276	26,151	27,278	27,876
Maine	5,950	7,218	7,678	7,922
Maryland	13,149	16,869	19,227	20,934
Massachusetts	12,952	17,607	19,516	20,749
Michigan	57,434	60,463	60,995	61,435
Minnesota	50,315	56,180	62,120	66,388
Mississippi	7,898	11,954	14,599	16,757
Missouri	19,470	25,931	29,196	31,473
Montana	47,757	56,316	62,456	67,002
Nebraska	12,211	15,534	17,732	19,406
Nevada	21,280	28,597	37,391	44,702
New Hampshire	2,082	3,096	3,603	3,992
New Jersey	15,899	24,143	29,412	33,351
New Mexico	138,011	178,665	194,928	205,572
New York	66,723	101,892	105,934	108,471
North Carolina	80,627	102,995	114,357	122,790
North Dakota	25,507	31,237	35,411	38,658
Ohio	20,327	25,678	28,172	29,800
Oklahoma	258,246	275,999	292,323	304,134
Oregon	40,743	47,838	52,467	55,748
Pennsylvania	14,940	19,866	25,821	30,756
Rhode Island	4,207	5,957	6,826	7,499
South Carolina	8,182	14,460	17,825	20,519
South Dakota	50,595	62,492	68,324	72,656
Tennessee	9,587	15,998	19,825	22,842
Texas	71,086	139,308	172,952	199,181
Utah	25,315	31,279	34,759	37,656
Vermont	1,588	2,499	2,340	2,229
Virginia	14,835	22,903	27,212	30,437
Washington	87,942	97,383	107,136	114,282
West Virginia	1,944	3,710	4,188	4,567
Wisconsin	40,255	48,330	53,356	57,075
Wyoming	9,506	11,406	13,159	14,472

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 27

**Asian Population Statistics for the U.S. and States,  
1990, 2000, 2008, and 2013**

Area	1990	2000	2008	2013
United States	7,549,082	11,162,564	14,513,074	16,840,467
Alabama	21,869	33,995	47,078	56,939
Alaska	20,135	29,429	37,146	42,340
Arizona	59,175	107,698	178,169	237,355
Arkansas	12,249	22,991	35,365	45,547
California	2,992,240	3,992,520	4,865,618	5,409,412
Colorado	62,147	105,683	140,799	163,958
Connecticut	52,382	89,052	131,574	163,637
Delaware	9,282	17,245	26,694	34,189
District of Columbia	11,686	16,299	20,328	22,901
Florida	159,135	293,408	456,233	586,785
Georgia	77,339	186,263	298,214	386,622
Hawaii	702,805	629,068	632,779	636,336
Idaho	9,335	14,009	19,081	22,835
Illinois	295,654	447,178	582,482	673,349
Indiana	37,989	63,850	94,353	117,474
Iowa	25,083	39,071	51,085	59,840
Kansas	32,012	50,336	66,716	77,814
Kentucky	17,534	32,412	47,367	58,550
Louisiana	41,254	57,909	63,289	66,456
Maine	6,650	9,859	12,615	14,526
Maryland	143,408	221,329	300,936	356,512
Massachusetts	147,717	253,408	339,094	394,833
Michigan	107,067	185,962	259,006	309,659
Minnesota	79,211	149,499	194,833	225,307
Mississippi	12,546	20,032	24,459	27,514
Missouri	41,583	67,103	94,578	114,587
Montana	3,835	5,371	6,487	7,190
Nebraska	12,295	23,771	32,792	39,375
Nevada	40,451	104,585	183,834	251,934
New Hampshire	9,437	16,927	27,532	35,385
New Jersey	280,536	505,400	703,098	839,802
New Mexico	15,043	23,488	30,713	36,088
New York	718,591	1,132,061	1,411,592	1,592,110
North Carolina	53,403	124,300	185,553	231,405
North Dakota	3,157	3,978	5,398	6,410
Ohio	92,545	140,165	194,934	234,639
Oklahoma	34,450	51,169	67,728	79,166
Oregon	71,259	113,868	153,820	181,347
Pennsylvania	141,643	232,033	320,579	384,950
Rhode Island	19,097	26,776	31,567	34,501
South Carolina	22,711	39,496	56,448	69,412
South Dakota	2,886	4,806	6,648	7,951
Tennessee	32,094	61,450	90,501	113,231
Texas	334,032	613,713	883,055	1,078,247
Utah	34,361	55,240	74,188	87,316
Vermont	3,186	5,600	7,455	8,666
Virginia	162,792	275,686	400,547	492,664
Washington	219,638	359,817	481,929	566,518
West Virginia	7,084	10,150	13,061	15,149
Wisconsin	54,377	93,819	119,498	136,866
Wyoming	2,692	3,287	4,223	4,868

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 28

**Multiracial Population Statistics for the U.S. and States,  
2000, 2008, and 2013**

Area	2000	2008	2013
United States	3,928,593	4,928,341	5,503,044
Alabama	36,308	45,354	50,468
Alaska	29,932	33,274	35,152
Arizona	71,244	109,510	134,552
Arkansas	28,969	36,938	41,426
California	773,093	910,961	983,365
Colorado	71,645	91,492	102,317
Connecticut	39,648	49,333	54,712
Delaware	9,056	12,218	14,132
District of Columbia	7,393	8,630	9,267
Florida	169,129	245,378	292,723
Georgia	73,731	114,927	141,150
Hawaii	244,047	250,439	254,669
Idaho	16,759	23,099	26,903
Illinois	117,483	149,428	166,924
Indiana	56,391	73,618	83,367
Iowa	23,265	31,108	35,595
Kansas	41,060	48,837	53,101
Kentucky	34,655	44,111	49,315
Louisiana	33,408	39,896	43,181
Maine	10,688	13,333	14,901
Maryland	68,438	89,798	101,826
Massachusetts	70,768	86,905	95,418
Michigan	131,392	154,926	167,127
Minnesota	61,833	79,886	90,159
Mississippi	15,922	22,372	26,213
Missouri	65,503	82,282	91,867
Montana	13,565	15,897	17,081
Nebraska	16,555	21,446	24,206
Nevada	45,225	69,700	85,578
New Hampshire	10,255	13,588	15,500
New Jersey	91,088	116,955	131,333
New Mexico	25,521	33,749	38,729
New York	248,141	291,549	313,864
North Carolina	70,605	103,019	122,797
North Dakota	5,998	7,607	8,553
Ohio	122,699	150,064	164,800
Oklahoma	139,680	146,843	150,901
Oregon	76,076	91,617	100,043
Pennsylvania	98,179	128,650	146,374
Rhode Island	13,799	16,785	18,301
South Carolina	29,963	43,192	51,302
South Dakota	8,671	11,091	12,491
Tennessee	48,343	65,521	75,645
Texas	200,695	291,110	346,421
Utah	28,132	40,075	47,277
Vermont	6,237	7,010	7,484
Virginia	96,764	130,262	150,061
Washington	161,921	198,282	218,401
West Virginia	13,749	16,917	18,757
Wisconsin	49,178	62,045	69,160
Wyoming	5,794	7,312	8,158

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 29

**Hispanic Population Statistics for the U.S. and States,  
1990, 2000, 2008, and 2013**

Area	1990	2000	2008	2013
United States	22,572,838	35,659,724	46,632,009	53,045,708
Alabama	24,107	76,514	125,014	157,812
Alaska	17,228	26,040	40,875	50,540
Arizona	697,660	1,313,254	1,942,785	2,340,290
Arkansas	19,208	87,665	157,553	207,748
California	7,779,607	11,063,642	13,579,746	14,930,920
Colorado	429,571	745,515	981,899	1,111,441
Connecticut	214,806	323,520	409,461	456,781
Delaware	16,031	37,733	58,448	71,786
District of Columbia	32,878	45,219	47,969	48,459
Florida	1,597,237	2,716,062	3,904,705	4,633,067
Georgia	109,286	441,128	781,534	1,017,536
Hawaii	81,378	87,955	102,700	110,705
Idaho	52,914	102,834	149,097	178,080
Illinois	911,704	1,544,689	1,973,712	2,208,523
Indiana	98,601	216,841	324,211	390,839
Iowa	31,923	83,207	123,257	147,548
Kansas	93,332	190,004	249,845	283,809
Kentucky	21,180	60,393	93,210	114,196
Louisiana	92,013	108,662	128,009	137,272
Maine	6,597	9,473	14,643	17,847
Maryland	126,350	230,360	368,765	460,735
Massachusetts	289,315	433,025	529,596	579,060
Michigan	202,246	326,931	409,095	451,466
Minnesota	53,704	144,950	209,513	247,085
Mississippi	14,801	39,912	57,063	67,416
Missouri	60,949	119,821	176,409	211,073
Montana	11,520	18,227	25,246	29,202
Nebraska	36,465	95,194	139,701	166,267
Nevada	127,751	400,588	672,129	856,382
New Hampshire	11,286	20,804	32,337	39,426
New Jersey	754,012	1,128,346	1,424,168	1,584,435
New Mexico	584,566	770,204	883,929	944,815
New York	2,230,090	2,890,729	3,196,411	3,343,359
North Carolina	77,118	383,411	656,418	843,053
North Dakota	4,174	7,846	11,421	13,645
Ohio	139,402	219,048	280,095	313,504
Oklahoma	85,463	180,838	265,872	318,154
Oregon	114,212	278,198	406,647	484,793
Pennsylvania	233,727	397,497	564,285	669,528
Rhode Island	46,250	91,801	124,252	142,270
South Carolina	30,367	96,121	167,934	218,007
South Dakota	4,617	10,976	18,411	23,240
Tennessee	32,411	125,173	215,850	279,308
Texas	4,380,366	6,740,877	8,820,928	10,012,081
Utah	85,534	204,162	309,180	375,317
Vermont	3,512	5,567	7,521	8,580
Virginia	160,703	333,378	521,624	643,742
Washington	217,833	446,129	617,955	719,850
West Virginia	7,775	12,422	18,030	21,618
Wisconsin	93,534	194,920	275,767	323,537
Wyoming	25,524	31,919	36,784	39,559

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 30

**Non-Hispanic Population Statistics for the U.S. and States,  
1990, 2000, 2008, and 2013**

Area	1990	2000	2008	2013
United States	227,049,976	246,557,228	258,074,694	265,858,162
Alabama	4,025,948	4,375,861	4,523,849	4,619,433
Alaska	536,062	601,493	642,950	669,188
Arizona	2,986,437	3,853,439	4,553,774	5,071,707
Arkansas	2,337,378	2,590,945	2,696,814	2,760,024
California	22,179,908	22,944,857	23,551,521	23,956,176
Colorado	2,878,047	3,581,894	3,886,961	4,059,915
Connecticut	3,077,161	3,089,019	3,123,576	3,152,870
Delaware	653,536	748,772	818,107	866,981
District of Columbia	572,443	525,823	533,855	536,017
Florida	11,436,070	13,334,104	14,851,439	15,922,450
Georgia	6,403,316	7,789,422	8,962,670	9,763,038
Hawaii	1,032,113	1,124,158	1,206,849	1,264,781
Idaho	959,470	1,196,977	1,369,757	1,481,253
Illinois	10,541,612	10,896,281	10,967,539	11,018,129
Indiana	5,459,197	5,875,534	6,058,290	6,171,944
Iowa	2,749,095	2,845,496	2,877,278	2,901,706
Kansas	2,388,017	2,502,943	2,536,078	2,558,640
Kentucky	3,672,868	3,988,867	4,161,897	4,267,602
Louisiana	4,129,519	4,360,867	4,093,553	3,925,911
Maine	1,225,122	1,268,010	1,319,503	1,349,584
Maryland	4,673,420	5,081,335	5,344,276	5,511,777
Massachusetts	5,733,324	5,929,579	5,924,565	5,925,993
Michigan	9,109,073	9,629,758	9,720,427	9,769,449
Minnesota	4,336,153	4,789,325	5,027,001	5,176,314
Mississippi	2,564,096	2,808,722	2,876,190	2,924,613
Missouri	5,067,931	5,486,711	5,738,205	5,889,805
Montana	788,684	885,304	933,097	964,655
Nebraska	1,545,195	1,618,232	1,646,337	1,665,919
Nevada	1,092,944	1,617,868	1,981,619	2,247,621
New Hampshire	1,101,098	1,219,860	1,302,836	1,349,585
New Jersey	7,008,951	7,305,870	7,385,339	7,456,098
New Mexico	937,008	1,051,452	1,115,291	1,172,171
New York	15,790,694	16,109,406	16,186,891	16,248,601
North Carolina	6,586,898	7,695,498	8,446,914	8,912,654
North Dakota	633,511	633,347	624,847	624,232
Ohio	10,724,760	11,145,353	11,233,544	11,296,304
Oklahoma	3,063,362	3,273,670	3,354,196	3,407,109
Oregon	2,746,163	3,153,332	3,374,440	3,506,859
Pennsylvania	11,669,572	11,889,408	11,936,370	11,994,030
Rhode Island	959,745	959,035	947,242	939,677
South Carolina	3,470,788	3,927,444	4,249,685	4,451,682
South Dakota	692,484	744,817	772,422	791,258
Tennessee	4,862,081	5,578,126	5,931,789	6,152,933
Texas	12,676,389	14,210,971	15,489,631	16,444,479
Utah	1,645,689	2,039,328	2,335,433	2,522,438
Vermont	561,286	604,419	620,276	629,382
Virginia	6,056,181	6,771,209	7,290,542	7,617,258
Washington	4,685,210	5,465,907	5,922,036	6,200,680
West Virginia	1,784,773	1,795,106	1,806,497	1,818,523
Wisconsin	4,811,028	5,179,827	5,334,915	5,426,854
Wyoming	428,166	462,247	485,584	501,859

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

**Table 31**

**The Nation's Largest Consumer Markets in 2008  
(billions of dollars)**

Rank	Total Buying Power	
1	California	1,376.2
2	Texas	853.2
3	New York	802.5
4	Florida	657.4
5	Illinois	472.8
6	Pennsylvania	441.3
7	New Jersey	383.5
8	Ohio	364.6
9	Michigan	327.6
10	Georgia	296.5

Rank	White Buying Power		Black Buying Power		American Indian Buying Power	
1	California	1,123.8	New York	87.6	California	9.0
2	Texas	737.9	Texas	72.0	Oklahoma	6.3
3	New York	654.3	Florida	62.9	Texas	4.5
4	Florida	571.0	Georgia	62.6	Arizona	3.9
5	Illinois	402.2	California	61.8	New Mexico	2.7
6	Pennsylvania	394.9	Maryland	52.3	Florida	2.4
7	Ohio	323.4	Illinois	44.0	North Carolina	2.3
8	New Jersey	313.4	North Carolina	40.9	Washington	2.3
9	Michigan	280.6	Virginia	38.2	Alaska	2.3
10	Massachusetts	254.1	New Jersey	34.8	New York	2.2

Rank	Asian Buying Power		Multiracial Buying Power		Hispanic Buying Power	
1	California	162.8	California	18.9	California	249.0
2	New York	51.4	New York	7.0	Texas	171.1
3	Texas	32.7	Texas	6.1	Florida	101.3
4	New Jersey	31.7	Hawaii	5.4	New York	75.3
5	Illinois	22.5	Florida	5.3	Illinois	41.0
6	Hawaii	21.9	Washington	4.0	New Jersey	35.6
7	Washington	16.3	Oklahoma	3.2	Arizona	31.3
8	Florida	15.8	Illinois	3.1	Colorado	21.0
9	Virginia	14.7	Virginia	3.0	New Mexico	17.9
10	Massachusetts	12.9	New Jersey	2.9	Georgia	15.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

**Table 32**

**The Nation's Fast-Growing Consumer Markets in 1990-2008  
(percent)**

Rank	Percentage Change in Total Buying Power		Percentage Change in White Buying Power		Percentage Change in Black Buying Power	
1	Nevada	349	Nevada	313	Idaho	612
2	Arizona	255	Arizona	243	Nevada	591
3	Utah	238	Utah	231	Montana	533
4	Colorado	225	Colorado	217	Utah	531
5	Texas	220	Texas	205	South Dakota	461
6	Idaho	210	Idaho	204	Minnesota	442
7	Georgia	194	Wyoming	184	Vermont	408
8	New Mexico	190	New Mexico	181	Arizona	388
9	Wyoming	190	District of Columbia	173	Maine	378
10	Florida	188	Florida	173	Wyoming	363

Rank	Percentage Change in American Indian Buying Power		Percentage Change in Asian Buying Power		Percentage Change in Hispanic Buying Power	
1	West Virginia	581	Nevada	1,020	Arkansas	1,536
2	Mississippi	443	North Carolina	730	North Carolina	1,314
3	Tennessee	408	Georgia	699	Tennessee	1,053
4	Texas	405	Arizona	664	Georgia	1,037
5	Florida	386	Nebraska	635	Nevada	965
6	Georgia	382	Texas	610	Alabama	890
7	Kentucky	381	South Dakota	584	South Carolina	797
8	Iowa	346	Delaware	584	Minnesota	768
9	Louisiana	328	Minnesota	582	South Dakota	768
10	Arkansas	324	Florida	567	North Dakota	755

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

**Table 33**

**The Nation's Most Concentrated Consumer Markets in 2008  
(percent)**

Rank	White Share of Total Buying Power	Black Share of Total Buying Power	American Indian Share of Total Buying Power
1	Vermont 97.8	District of Columbia 30.3	Alaska 8.7
2	Maine 97.5	Mississippi 24.7	Oklahoma 5.3
3	New Hampshire 96.4	Maryland 22.4	New Mexico 4.5
4	Idaho 96.2	Georgia 21.1	Montana 3.4
5	Wyoming 96.0	Louisiana 19.0	South Dakota 3.4
6	Iowa 95.9	South Carolina 18.3	North Dakota 2.7
7	West Virginia 95.4	Alabama 17.4	Arizona 2.0
8	Utah 95.1	Delaware 15.2	Wyoming 1.3
9	North Dakota 94.8	North Carolina 14.5	Nevada 1.0
10	Montana 94.6	Virginia 13.2	Washington 0.9

Rank	Asian Share of Total Buying Power	Multiracial Share of Total Buying Power	Hispanic Share of Total Buying Power
1	Hawaii 47.2	Hawaii 11.6	New Mexico 30.2
2	California 11.8	Alaska 2.8	Texas 20.1
3	New Jersey 8.3	Oklahoma 2.7	California 18.1
4	Washington 6.6	Washington 1.6	Arizona 15.8
5	Nevada 6.4	Nevada 1.5	Florida 15.4
6	New York 6.4	California 1.4	Nevada 14.8
7	Maryland 5.1	Oregon 1.3	Colorado 11.3
8	Virginia 5.1	District of Columbia 1.1	New York 9.4
9	Illinois 4.7	New Mexico 1.0	New Jersey 9.3
10	Massachusetts 4.6	Virginia 1.0	Illinois 8.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 34

**States Ranked by the Dollar Value of Buying Power,  
by Race and Hispanic Origin, in 2008**

Area	Total	White	Black	American Indian	Asian	Multiracial	Hispanic
Alabama	25	24	15	31	34	29	33
Alaska	47	46	42	9	37	33	43
Arizona	17	16	30	4	19	19	7
Arkansas	34	34	24	33	41	34	34
California	1	1	5	1	1	1	1
Colorado	22	19	31	13	21	17	8
Connecticut	23	23	23	38	17	26	18
Delaware	45	44	33	50	35	47	42
District of Columbia	44	47	22	48	38	41	40
Florida	4	4	3	6	8	5	3
Georgia	10	13	4	22	14	14	10
Hawaii	40	51	41	44	6	4	37
Idaho	41	40	46	37	44	39	36
Illinois	5	5	7	15	5	8	5
Indiana	16	17	20	35	25	25	20
Iowa	30	30	37	42	33	38	35
Kansas	32	31	34	28	28	30	26
Kentucky	27	25	25	43	31	32	39
Louisiana	24	26	14	23	27	28	29
Maine	42	41	45	45	46	46	49
Maryland	15	22	6	24	11	15	17
Massachusetts	12	10	21	34	10	16	15
Michigan	9	9	11	11	13	11	19
Minnesota	19	15	32	12	20	23	28
Mississippi	33	35	18	39	42	37	41
Missouri	20	21	19	26	23	21	30
Montana	46	43	49	17	50	45	46
Nebraska	36	36	35	40	39	40	32
Nevada	31	32	29	18	16	22	11
New Hampshire	38	38	44	49	40	44	45
New Jersey	7	8	10	20	4	10	6
New Mexico	37	37	40	5	36	36	9
New York	3	3	1	10	2	2	4
North Carolina	13	12	8	7	18	18	14
North Dakota	51	50	50	32	47	51	50
Ohio	8	7	13	27	15	12	22
Oklahoma	29	29	27	2	29	7	25
Oregon	28	27	36	16	22	20	21
Pennsylvania	6	6	12	25	12	13	16
Rhode Island	43	42	38	46	43	43	38
South Carolina	26	28	17	36	30	31	31
South Dakota	48	45	47	19	48	49	48
Tennessee	18	20	16	29	24	24	27
Texas	2	2	2	3	3	3	2
Utah	35	33	43	30	32	35	23
Vermont	49	48	51	51	51	50	51
Virginia	11	11	9	21	9	9	12
Washington	14	14	26	8	7	6	13
West Virginia	39	39	39	47	45	42	47
Wisconsin	21	18	28	14	26	27	24
Wyoming	50	49	48	41	49	48	44

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 35

**States Ranked by Percentage Change in Buying Power,  
by Race and Hispanic Origin, 1990-2008**

Area	Total	White	Black	American Indian	Asian	Hispanic
Alabama	25	28	32	22	23	6
Alaska	36	39	46	49	49	35
Arizona	2	2	8	26	4	25
Arkansas	16	15	29	10	13	1
California	29	33	50	48	47	47
Colorado	4	4	22	11	19	31
Connecticut	48	49	42	24	26	42
Delaware	18	26	16	44	8	18
District of Columbia	34	9	51	15	40	48
Florida	10	10	13	5	10	34
Georgia	7	13	14	6	3	4
Hawaii	47	47	35	38	51	51
Idaho	6	6	1	31	28	23
Illinois	42	41	47	28	42	38
Indiana	38	36	30	21	41	20
Iowa	41	37	21	8	15	15
Kansas	30	32	40	43	31	27
Kentucky	28	25	36	7	18	12
Louisiana	26	27	37	9	38	49
Maine	44	43	9	40	48	37
Maryland	27	40	24	25	37	26
Massachusetts	35	35	33	35	21	39
Michigan	50	50	48	51	34	41
Minnesota	22	21	6	32	9	8
Mississippi	14	23	20	2	14	11
Missouri	37	34	39	39	33	29
Montana	13	14	3	34	43	24
Nebraska	33	31	27	30	5	13
Nevada	1	1	2	14	1	5
New Hampshire	23	20	12	27	12	28
New Jersey	39	42	45	33	27	43
New Mexico	8	8	11	29	22	46
New York	43	46	49	41	44	50
North Carolina	12	12	34	37	2	2
North Dakota	40	38	15	18	16	10
Ohio	51	51	44	46	46	44
Oklahoma	20	19	25	42	39	17
Oregon	17	17	19	50	32	16
Pennsylvania	49	48	41	23	35	30
Rhode Island	46	45	28	45	45	32
South Carolina	21	18	38	12	20	7
South Dakota	24	22	5	36	7	9
Tennessee	15	16	23	3	11	3
Texas	5	5	17	4	6	33
Utah	3	3	4	16	30	14
Vermont	31	29	7	17	36	40
Virginia	19	24	31	20	25	21
Washington	11	11	18	47	29	22
West Virginia	45	44	43	1	50	36
Wisconsin	32	30	26	19	24	19
Wyoming	9	7	10	13	17	45

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

**Table 36**

**States Ranked by Market Share, by Race and Hispanic Origin,  
in 2008**

Area	White	Black	American Indian	Asian	Multiracial	Hispanic
Alabama	43	7	26	44	44	37
Alaska	41	32	1	11	11	2
Arizona	20	33	7	18	18	20
Arkansas	29	14	17	43	43	17
California	39	27	19	2	2	6
Colorado	16	35	15	21	21	11
Connecticut	24	24	43	15	15	33
Delaware	44	8	38	14	14	29
District of Columbia	50	1	34	16	16	8
Florida	30	15	29	23	23	24
Georgia	47	4	39	17	17	25
Hawaii	51	39	23	1	1	1
Idaho	4	49	11	41	41	15
Illinois	34	16	44	9	9	38
Indiana	21	22	42	37	37	42
Iowa	6	41	40	31	31	51
Kansas	18	29	18	25	25	16
Kentucky	19	25	47	40	40	45
Louisiana	46	5	22	38	38	34
Maine	2	47	28	50	50	41
Maryland	49	3	33	7	7	13
Massachusetts	23	28	49	10	10	26
Michigan	32	13	25	19	19	19
Minnesota	15	36	16	20	20	28
Mississippi	48	2	27	46	46	47
Missouri	26	20	30	32	32	21
Montana	10	51	4	51	51	14
Nebraska	12	34	24	34	34	48
Nevada	35	23	9	5	5	5
New Hampshire	3	45	48	29	29	44
New Jersey	38	17	46	3	3	27
New Mexico	22	40	3	30	30	9
New York	40	12	37	6	6	18
North Carolina	37	9	13	27	27	43
North Dakota	9	48	6	42	42	39
Ohio	27	18	50	28	28	31
Oklahoma	36	26	2	33	33	3
Oregon	17	42	12	12	12	7
Pennsylvania	25	21	51	22	22	50
Rhode Island	14	30	35	26	26	22
South Carolina	45	6	31	39	39	46
South Dakota	11	46	5	49	49	35
Tennessee	33	11	32	36	36	30
Texas	31	19	21	13	13	32
Utah	8	43	14	24	24	23
Vermont	1	50	41	48	48	36
Virginia	42	10	36	8	8	10
Washington	28	37	10	4	4	4
West Virginia	7	38	45	45	45	40
Wisconsin	13	31	20	35	35	49
Wyoming	5	44	8	47	47	12

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

Table 37

**U.S. Average Annual Expenditures and Item Share  
for All Consumers, 2006**

Item	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)
<b>TOTAL ANNUAL EXPENDITURES</b>	48,398	100.0
<b>FOOD AT HOME</b>	3,417	7.1
<b>FOOD AWAY FROM HOME</b>	2,694	5.6
<b>ALCOHOLIC BEVERAGES</b>	497	1.0
<b>HOUSING</b>	16,366	33.8
<b>Shelter</b>	9,673	20.0
<b>Utilities, fuels, and public services</b>	3,397	7.0
<i>Natural gas</i>	509	1.1
<i>Electricity</i>	1,266	2.6
<i>Fuel oil and other fuels</i>	138	0.3
<i>Telephone services</i>	1,087	2.2
<i>Water and other public services</i>	397	0.8
<b>Household operations</b>	948	2.0
<b>Housekeeping supplies</b>	640	1.3
<b>Household furnishings and equipment</b>	1,708	3.5
<i>Household textiles</i>	154	0.3
<i>Furniture</i>	463	1.0
<i>Floor coverings</i>	48	0.1
<i>Major appliances</i>	241	0.5
<i>Small appliances &amp; misc. housewares</i>	109	0.2
<i>Miscellaneous household equipment</i>	693	1.4
<b>APPAREL &amp; SERVICES</b>	1,874	3.9
<i>Men and boys</i>	444	0.9
<i>Women and girls</i>	751	1.6
<i>Children under 2</i>	96	0.2
<i>Footwear</i>	304	0.6
<i>Other apparel products and services</i>	280	0.6
<b>TRANSPORTATION</b>	8,508	17.6
<b>Vehicle purchases (net outlay)</b>	3,421	7.1
<b>Gasoline and motor oil</b>	2,227	4.6
<b>Other vehicle expenses</b>	2,355	4.9
<b>Public transportation</b>	505	1.0
<b>HEALTH CARE</b>	2,766	5.7
<i>Health insurance</i>	1,465	3.0
<i>Medical services</i>	670	1.4
<i>Drugs</i>	514	1.1
<i>Medical supplies</i>	117	0.2
<b>ENTERTAINMENT</b>	2,376	4.9
<i>Fees and admissions</i>	606	1.3
<i>Television, radios, sound equipment</i>	906	1.9
<i>Pets, toys, and playground equipment</i>	412	0.9
<i>Other</i>	451	0.9
<b>PERSONAL CARE PRODUCTS &amp; SERVICES</b>	585	1.2
<b>READING</b>	117	0.2
<b>EDUCATION</b>	888	1.8
<b>TOBACCO PRODUCTS &amp; SMOKING SUPPLIES</b>	327	0.7
<b>MISCELLANEOUS</b>	846	1.7
<b>CASH CONTRIBUTIONS</b>	1,869	3.9
<b>PERSONAL INSURANCE &amp; PENSIONS</b>	5,270	10.9
<i>Life and other personal insurance</i>	322	0.7
<i>Pensions and Social Security</i>	4,948	10.2

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, 2006.

Table 38

**U.S. Average Annual Spending and Item Share for  
Black and Non-Black Consumers, 2006**

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>	34,583	100.0	50,287	100.0	0.0
<b>FOOD AT HOME</b>	2,796	8.1	3,503	7.0	1.1
<b>FOOD AWAY FROM HOME</b>	1,735	5.0	2,826	5.6	-0.6
<b>ALCOHOLIC BEVERAGES</b>	210	0.6	537	1.1	-0.5
<b>HOUSING</b>	12,754	36.9	16,859	33.5	3.4
<b>Shelter</b>	7,378	21.3	9,986	19.9	1.5
<b>Utilities, fuels, and public services</b>	3,461	10.0	3,388	6.7	3.3
<i>Natural gas</i>	593	1.7	497	1.0	0.7
<i>Electricity</i>	1,333	3.9	1,257	2.5	1.4
<i>Fuel oil and other fuels</i>	39	0.1	152	0.3	-0.2
<i>Telephone services</i>	1,154	3.3	1,078	2.1	1.2
<i>Water and other public services</i>	342	1.0	405	0.8	0.2
<b>Household operations</b>	545	1.6	1,003	2.0	-0.4
<b>Housekeeping supplies</b>	482	1.4	661	1.3	0.1
<b>Household furnishings and equipment</b>	888	2.6	1,820	3.6	-1.1
<i>Household textiles</i>	87	0.3	163	0.3	-0.1
<i>Furniture</i>	300	0.9	485	1.0	-0.1
<i>Floor coverings</i>	10	0.0	53	0.1	-0.1
<i>Major appliances</i>	119	0.3	258	0.5	-0.2
<i>Small appliances &amp; misc. housewares</i>	52	0.2	117	0.2	-0.1
<i>Miscellaneous household equipment</i>	319	0.9	745	1.5	-0.6
<b>APPAREL &amp; SERVICES</b>	1,762	5.1	1,889	3.8	1.3
<i>Men and boys</i>	385	1.1	452	0.9	0.2
<i>Women and girls</i>	636	1.8	767	1.5	0.3
<i>Children under 2</i>	108	0.3	94	0.2	0.1
<i>Footwear</i>	391	1.1	292	0.6	0.5
<i>Other apparel products and services</i>	241	0.7	285	0.6	0.1
<b>TRANSPORTATION</b>	6,130	17.7	8,832	17.6	0.2
<b>Vehicle purchases (net outlay)</b>	2,362	6.8	3,565	7.1	-0.3
<b>Gasoline and motor oil</b>	1,740	5.0	2,294	4.6	0.5
<b>Other vehicle expenses</b>	1,742	5.0	2,439	4.9	0.2
<b>Public transportation</b>	286	0.8	535	1.1	-0.2
<b>HEALTH CARE</b>	1,497	4.3	2,940	5.8	-1.5
<i>Health insurance</i>	927	2.7	1,538	3.1	-0.4
<i>Medical services</i>	248	0.7	728	1.4	-0.7
<i>Drugs</i>	272	0.8	547	1.1	-0.3
<i>Medical supplies</i>	49	0.1	127	0.3	-0.1
<b>ENTERTAINMENT</b>	1,172	3.4	2,540	5.1	-1.7
<i>Fees and admissions</i>	192	0.6	663	1.3	-0.8
<i>Television, radios, sound equipment</i>	747	2.2	928	1.8	0.3
<i>Pets, toys, and playground equipment</i>	143	0.4	450	0.9	-0.5
<i>Other</i>	91	0.3	500	1.0	-0.7
<b>PERSONAL CARE PRODUCTS &amp; SERVICES</b>	519	1.5	594	1.2	0.3
<b>READING</b>	46	0.1	127	0.3	-0.1
<b>EDUCATION</b>	495	1.4	941	1.9	-0.4
<b>TOBACCO PRODUCTS &amp; SMOKING SUPPLIES</b>	187	0.5	346	0.7	-0.1
<b>MISCELLANEOUS</b>	544	1.6	887	1.8	-0.2
<b>CASH CONTRIBUTIONS</b>	1,384	4.0	1,935	3.8	0.2
<b>PERSONAL INSURANCE &amp; PENSIONS</b>	3,354	9.7	5,531	11.0	-1.3
<i>Life and other personal insurance</i>	245	0.7	333	0.7	0.0
<i>Pensions and Social Security</i>	3,109	9.0	5,198	10.3	-1.3

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, 2006.

Table 39

**U.S. Average Annual Spending and Item Share for  
Asian and All Consumers, 2006**

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>	57,544	100.0	48,398	100.0	0.0
<b>FOOD AT HOME</b>	3,947	6.9	3,417	7.1	-0.2
<b>FOOD AWAY FROM HOME</b>	3,463	6.0	2,694	5.6	0.5
<b>ALCOHOLIC BEVERAGES</b>	302	0.5	497	1.0	-0.5
<b>HOUSING</b>	21,332	37.1	16,366	33.8	3.3
Shelter	14,782	25.7	9,673	20.0	5.7
<b>Utilities, fuels, and public services</b>	3,221	5.6	3,397	7.0	-1.4
<i>Natural gas</i>	475	0.8	509	1.1	-0.2
<i>Electricity</i>	1,063	1.8	1,266	2.6	-0.8
<i>Fuel oil and other fuels</i>	54	0.1	138	0.3	-0.2
<i>Telephone services</i>	1,176	2.0	1,087	2.2	-0.2
<i>Water and other public services</i>	453	0.8	397	0.8	0.0
<b>Household operations</b>	1,005	1.7	948	2.0	-0.2
<b>Housekeeping supplies</b>	557	1.0	640	1.3	-0.4
<b>Household furnishings and equipment</b>	1,767	3.1	1,708	3.5	-0.5
<i>Household textiles</i>	249	0.4	154	0.3	0.1
<i>Furniture</i>	552	1.0	463	1.0	0.0
<i>Floor coverings</i>	15	0.0	48	0.1	-0.1
<i>Major appliances</i>	261	0.5	241	0.5	0.0
<i>Small appliances &amp; misc. housewares</i>	94	0.2	109	0.2	-0.1
<i>Miscellaneous household equipment</i>	596	1.0	693	1.4	-0.4
<b>APPAREL &amp; SERVICES</b>	2,117	3.7	1,874	3.9	-0.2
<i>Men and boys</i>	514	0.9	444	0.9	0.0
<i>Women and girls</i>	814	1.4	751	1.6	-0.1
<i>Children under 2</i>	80	0.1	96	0.2	-0.1
<i>Footwear</i>	380	0.7	304	0.6	0.0
<i>Other apparel products and services</i>	329	0.6	280	0.6	0.0
<b>TRANSPORTATION</b>	9,722	16.9	8,508	17.6	-0.7
<b>Vehicle purchases (net outlay)</b>	3,823	6.6	3,421	7.1	-0.4
Gasoline and motor oil	2,191	3.8	2,227	4.6	-0.8
Other vehicle expenses	2,519	4.4	2,355	4.9	-0.5
Public transportation	1,189	2.1	505	1.0	1.0
<b>HEALTH CARE</b>	2,262	3.9	2,766	5.7	-1.8
Health insurance	1,363	2.4	1,465	3.0	-0.7
Medical services	523	0.9	670	1.4	-0.5
Drugs	286	0.5	514	1.1	-0.6
Medical supplies	89	0.2	117	0.2	-0.1
<b>ENTERTAINMENT</b>	1,941	3.4	2,376	4.9	-1.5
Fees and admissions	675	1.2	606	1.3	-0.1
Television, radios, sound equipment	937	1.6	906	1.9	-0.2
Pets, toys, and playground equipment	202	0.4	412	0.9	-0.5
Other	127	0.2	451	0.9	-0.7
<b>PERSONAL CARE PRODUCTS &amp; SERVICES</b>	772	1.3	585	1.2	0.1
<b>READING</b>	100	0.2	117	0.2	-0.1
<b>EDUCATION</b>	2,332	4.1	888	1.8	2.2
<b>TOBACCO PRODUCTS &amp; SMOKING SUPPLIES</b>	181	0.3	327	0.7	-0.4
<b>MISCELLANEOUS</b>	670	1.2	846	1.7	-0.6
<b>CASH CONTRIBUTIONS</b>	1,568	2.7	1,869	3.9	-1.1
<b>PERSONAL INSURANCE &amp; PENSIONS</b>	6,837	11.9	5,270	10.9	1.0
Life and other personal insurance	410	0.7	322	0.7	0.0
Pensions and Social Security	6,428	11.2	4,948	10.2	0.9

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, 2006.

Table 40

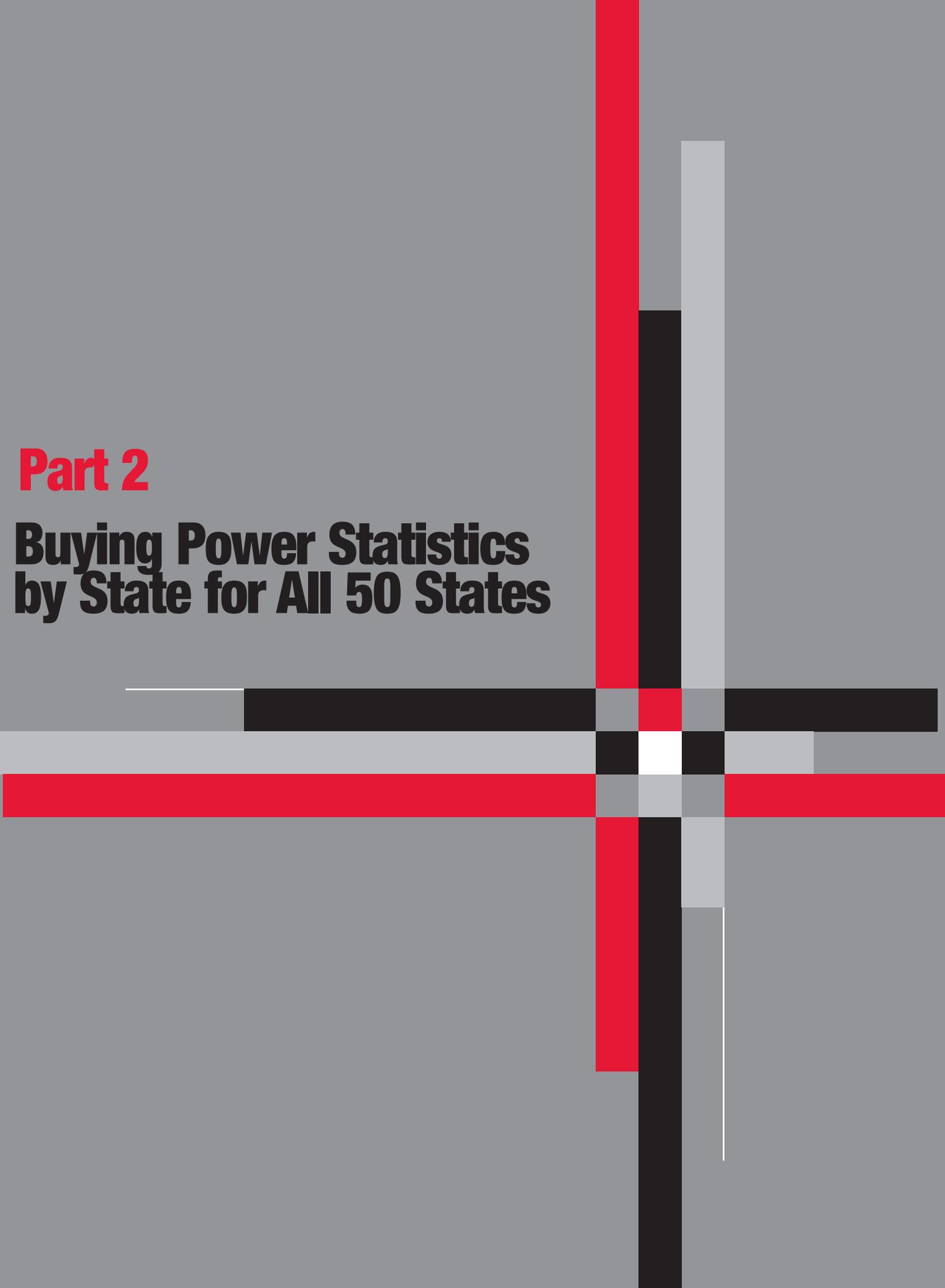
**U.S. Average Annual Spending and Item Share for  
Hispanic and Non-Hispanic Consumers, 2006**

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>	43,053	100.0	49,093	100.0	0.0
<b>FOOD AT HOME</b>	3,719	8.6	3,377	6.9	1.8
<b>FOOD AWAY FROM HOME</b>	2,451	5.7	2,726	5.6	0.1
<b>ALCOHOLIC BEVERAGES</b>	326	0.8	520	1.1	-0.3
<b>HOUSING</b>	15,412	35.8	16,490	33.6	2.2
Shelter	9,639	22.4	9,678	19.7	2.7
<b>Utilities, fuels, and public services</b>	3,224	7.5	3,419	7.0	0.5
Natural gas	377	0.9	526	1.1	-0.2
Electricity	1,203	2.8	1,274	2.6	0.2
Fuel oil and other fuels	40	0.1	151	0.3	-0.2
Telephone services	1,202	2.8	1,072	2.2	0.6
Water and other public services	403	0.9	397	0.8	0.1
Household operations	661	1.5	985	2.0	-0.5
Housekeeping supplies	529	1.2	654	1.3	-0.1
Household furnishings and equipment	1,359	3.2	1,754	3.6	-0.4
Household textiles	154	0.4	154	0.3	0.0
Furniture	424	1.0	468	1.0	0.0
Floor coverings	26	0.1	50	0.1	0.0
Major appliances	205	0.5	246	0.5	0.0
Small appliances & misc. housewares	84	0.2	112	0.2	0.0
Miscellaneous household equipment	465	1.1	723	1.5	-0.4
<b>APPAREL &amp; SERVICES</b>	2,278	5.3	1,821	3.7	1.6
Men and boys	603	1.4	423	0.9	0.5
Women and girls	844	2.0	739	1.5	0.5
Children under 2	143	0.3	90	0.2	0.1
Footwear	427	1.0	288	0.6	0.4
Other apparel products and services	262	0.6	282	0.6	0.0
<b>TRANSPORTATION</b>	8,286	19.2	8,537	17.4	1.9
Vehicle purchases (net outlay)	3,400	7.9	3,423	7.0	0.9
Gasoline and motor oil	2,319	5.4	2,216	4.5	0.9
Other vehicle expenses	2,152	5.0	2,381	4.8	0.1
Public transportation	414	1.0	516	1.1	-0.1
<b>HEALTH CARE</b>	1,659	3.9	2,910	5.9	-2.1
Health insurance	780	1.8	1,554	3.2	-1.4
Medical services	504	1.2	692	1.4	-0.2
Drugs	305	0.7	541	1.1	-0.4
Medical supplies	69	0.2	124	0.3	-0.1
<b>ENTERTAINMENT</b>	1,568	3.6	2,481	5.1	-1.4
Fees and admissions	401	0.9	633	1.3	-0.4
Television, radios, sound equipment	772	1.8	924	1.9	-0.1
Pets, toys, and playground equipment	207	0.5	439	0.9	-0.4
Other	188	0.4	485	1.0	-0.6
<b>PERSONAL CARE PRODUCTS &amp; SERVICES</b>	537	1.2	591	1.2	0.0
<b>READING</b>	43	0.1	127	0.3	-0.2
<b>EDUCATION</b>	633	1.5	921	1.9	-0.4
<b>TOBACCO PRODUCTS &amp; SMOKING SUPPLIES</b>	150	0.3	350	0.7	-0.4
<b>MISCELLANEOUS</b>	575	1.3	881	1.8	-0.5
<b>CASH CONTRIBUTIONS</b>	1,343	3.1	1,937	3.9	-0.8
<b>PERSONAL INSURANCE &amp; PENSIONS</b>	4,074	9.5	5,425	11.1	-1.6
Life and other personal insurance	151	0.4	344	0.7	-0.3
Pensions and Social Security	3,923	9.1	5,081	10.3	-1.2

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, 2006.

## Part 2

# Buying Power Statistics by State for All 50 States



# ALABAMA

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## Alabama

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Alabama</u>	<u>State Rank</u>
Total	10,720,975,953	141,583,419	25
White	9,135,730,454	113,694,343	24
Black	913,076,570	24,672,997	15
American Indian	61,810,268	579,791	31
Asian	509,125,239	1,701,410	34
Multiracial	101,233,422	934,877	29
Hispanic/ Latino	950,988,122	2,756,400	33
Non Hispanic	9,769,987,830	138,827,019	25

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Alabama

Table 2

Buying Power for 1990  
(thousands of dollars)

---

<u>Race</u>	<u>U.S.</u>	<u>Alabama</u>	<u>State Rank</u>
Total	4,270,546,000	56,892,094	24
White	3,816,201,735	48,231,478	24
Black	318,127,486	8,199,747	16
American Indian	19,729,427	167,299	29
Asian	116,487,353	293,570	34
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	278,480	38
Non Hispanic	4,058,682,168	56,613,614	22

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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**Alabama**

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>Alabama</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	148.9	25
White	139.4	135.7	28
Black	187.0	200.9	32
American Indian	213.3	246.6	22
Asian	337.1	479.6	23
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	889.8	6
Non Hispanic	140.7	145.2	26

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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**Alabama**

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Alabama</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	84.8	80.3
Black	7.4	8.5	14.4	17.4
American Indian	0.5	0.6	0.3	0.4
Asian	2.7	4.7	0.5	1.2
Multiracial	NA	0.9	NA	0.7
Hispanic/ Latino	5.0	8.9	0.5	1.9
Non Hispanic	95.0	91.1	99.5	98.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# ALASKA

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## Alaska

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Alaska</u>	<u>State Rank</u>
Total	10,720,975,953	26,312,178	47
White	9,135,730,454	21,387,005	46
Black	913,076,570	825,084	42
American Indian	61,810,268	2,286,987	9
Asian	509,125,239	1,067,451	37
Multiracial	101,233,422	745,651	33
Hispanic/ Latino	950,988,122	1,102,691	43
Non Hispanic	9,769,987,830	25,209,487	48

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Alaska

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Alaska</u>	<u>State Rank</u>
Total	4,270,546,000	11,146,891	46
White	3,816,201,735	9,600,996	46
Black	318,127,486	333,854	41
American Indian	19,729,427	913,052	4
Asian	116,487,353	298,989	32
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	232,064	40
Non Hispanic	4,058,682,168	10,914,827	47

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Alaska

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Alaska 1990-2008</u>	<u>State Rank</u>
Total	151.0	136.0	36
White	139.4	122.8	39
Black	187.0	147.1	46
American Indian	213.3	150.5	49
Asian	337.1	257.0	49
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	375.2	35
Non Hispanic	140.7	131.0	35

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Alaska

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S. 1990</u>	<u>U.S. 2008</u>	<u>Alaska 1990</u>	<u>Alaska 2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	86.1	81.3
Black	7.4	8.5	3.0	3.1
American Indian	0.5	0.6	8.2	8.7
Asian	2.7	4.7	2.7	4.1
Multiracial	NA	0.9	NA	2.8
Hispanic/ Latino	5.0	8.9	2.1	4.2
Non Hispanic	95.0	91.1	97.9	95.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# ARIZONA

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## Arizona

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Arizona</u>	<u>State Rank</u>
Total	10,720,975,953	197,687,185	17
White	9,135,730,454	180,454,042	16
Black	913,076,570	5,888,056	30
American Indian	61,810,268	3,886,766	4
Asian	509,125,239	5,754,936	19
Multiracial	101,233,422	1,703,385	19
Hispanic/ Latino	950,988,122	31,270,683	7
Non Hispanic	9,769,987,830	166,416,503	21

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Arizona

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Arizona</u>	<u>State Rank</u>
Total	4,270,546,000	55,744,215	25
White	3,816,201,735	52,640,841	23
Black	318,127,486	1,206,968	32
American Indian	19,729,427	1,143,305	3
Asian	116,487,353	753,102	20
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	5,458,218	7
Non Hispanic	4,058,682,168	50,285,997	25

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Arizona

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Arizona 1990-2008</u>	<u>State Rank</u>
Total	151.0	254.6	2
White	139.4	242.8	2
Black	187.0	387.8	8
American Indian	213.3	240.0	26
Asian	337.1	664.2	4
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	472.9	25
Non Hispanic	140.7	230.9	2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Arizona

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>1990</u>	<u>U.S. 2008</u>	<u>1990</u>	<u>Arizona 2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	94.4	91.3
Black	7.4	8.5	2.2	3.0
American Indian	0.5	0.6	2.1	2.0
Asian	2.7	4.7	1.4	2.9
Multiracial	NA	0.9	NA	0.9
Hispanic/ Latino	5.0	8.9	9.8	15.8
Non Hispanic	95.0	91.1	90.2	84.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

# ARKANSAS

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## Arkansas

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Arkansas</u>	<u>State Rank</u>
Total	10,720,975,953	80,787,885	34
White	9,135,730,454	70,378,164	34
Black	913,076,570	8,168,461	24
American Indian	61,810,268	559,768	33
Asian	509,125,239	971,919	41
Multiracial	101,233,422	709,574	34
Hispanic/ Latino	950,988,122	2,688,948	34
Non Hispanic	9,769,987,830	78,098,938	34

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Arkansas

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Arkansas</u>	<u>State Rank</u>
Total	4,270,546,000	30,604,138	33
White	3,816,201,735	27,637,831	32
Black	318,127,486	2,685,237	24
American Indian	19,729,427	132,125	34
Asian	116,487,353	148,946	42
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	164,378	43
Non Hispanic	4,058,682,168	30,439,760	33

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Arkansas

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>Arkansas</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	164.0	16
White	139.4	154.6	15
Black	187.0	204.2	29
American Indian	213.3	323.7	10
Asian	337.1	552.5	13
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	1535.8	1
Non Hispanic	140.7	156.6	16

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Arkansas

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Arkansas</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	90.3	87.1
Black	7.4	8.5	8.8	10.1
American Indian	0.5	0.6	0.4	0.7
Asian	2.7	4.7	0.5	1.2
Multiracial	NA	0.9	NA	0.9
Hispanic/ Latino	5.0	8.9	0.5	3.3
Non Hispanic	95.0	91.1	99.5	96.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# CALIFORNIA

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## California

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>California</u>	<u>State Rank</u>
Total	10,720,975,953	1,376,253,899	1
White	9,135,730,454	1,123,785,681	1
Black	913,076,570	61,790,313	5
American Indian	61,810,268	8,986,503	1
Asian	509,125,239	162,774,361	1
Multiracial	101,233,422	18,917,042	1
Hispanic/ Latino	950,988,122	248,954,130	1
Non Hispanic	9,769,987,830	1,127,299,769	1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## California

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>California</u>	<u>State Rank</u>
Total	4,270,546,000	565,376,110	1
White	3,816,201,735	489,501,727	1
Black	318,127,486	28,499,732	2
American Indian	19,729,427	3,581,884	1
Asian	116,487,353	43,792,767	1
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	69,471,625	1
Non Hispanic	4,058,682,168	495,904,485	1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## California

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>California 1990-2008</u>	<u>State Rank</u>
Total	151.0	143.4	29
White	139.4	129.6	33
Black	187.0	116.8	50
American Indian	213.3	150.9	48
Asian	337.1	271.7	47
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	258.4	47
Non Hispanic	140.7	127.3	39

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## California

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>California</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	86.6	81.7
Black	7.4	8.5	5.0	4.5
American Indian	0.5	0.6	0.6	0.7
Asian	2.7	4.7	7.7	11.8
Multiracial	NA	0.9	NA	1.4
Hispanic/ Latino	5.0	8.9	12.3	18.1
Non Hispanic	95.0	91.1	87.7	81.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# COLORADO

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## Colorado

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Colorado</u>	<u>State Rank</u>
Total	10,720,975,953	185,129,868	22
White	9,135,730,454	171,676,562	19
Black	913,076,570	5,477,544	31
American Indian	61,810,268	1,340,019	13
Asian	509,125,239	4,794,953	21
Multiracial	101,233,422	1,840,789	17
Hispanic/ Latino	950,988,122	20,993,194	8
Non Hispanic	9,769,987,830	164,136,674	22

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Colorado

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Colorado</u>	<u>State Rank</u>
Total	4,270,546,000	56,893,189	23
White	3,816,201,735	54,145,549	22
Black	318,127,486	1,654,758	29
American Indian	19,729,427	320,907	15
Asian	116,487,353	771,976	19
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	3,981,346	9
Non Hispanic	4,058,682,168	52,911,843	24

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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**Colorado**

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Colorado 1990-2008</u>	<u>State Rank</u>
Total	151.0	225.4	4
White	139.4	217.1	4
Black	187.0	231.0	22
American Indian	213.3	317.6	11
Asian	337.1	521.1	19
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	427.3	31
Non Hispanic	140.7	210.2	4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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**Colorado**

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Colorado</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	95.2	92.7
Black	7.4	8.5	2.9	3.0
American Indian	0.5	0.6	0.6	0.7
Asian	2.7	4.7	1.4	2.6
Multiracial	NA	0.9	NA	1.0
Hispanic/ Latino	5.0	8.9	7.0	11.3
Non Hispanic	95.0	91.1	93.0	88.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# CONNECTICUT

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## Connecticut

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Connecticut</u>	<u>State Rank</u>
Total	10,720,975,953	163,180,645	23
White	9,135,730,454	146,147,773	23
Black	913,076,570	9,478,866	23
American Indian	61,810,268	364,403	38
Asian	509,125,239	6,027,107	17
Multiracial	101,233,422	1,162,497	26
Hispanic/ Latino	950,988,122	9,251,700	18
Non Hispanic	9,769,987,830	153,928,945	23

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Connecticut

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Connecticut</u>	<u>State Rank</u>
Total	4,270,546,000	76,112,391	19
White	3,816,201,735	71,212,417	20
Black	318,127,486	3,718,254	23
American Indian	19,729,427	106,436	37
Asian	116,487,353	1,075,285	16
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	2,343,362	11
Non Hispanic	4,058,682,168	73,769,029	20

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Connecticut

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Connecticut 1990-2008</u>	<u>State Rank</u>
Total	151.0	114.4	48
White	139.4	105.2	49
Black	187.0	154.9	42
American Indian	213.3	242.4	24
Asian	337.1	460.5	26
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	294.8	42
Non Hispanic	140.7	108.7	50

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Connecticut

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Connecticut</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	93.6	89.6
Black	7.4	8.5	4.9	5.8
American Indian	0.5	0.6	0.1	0.2
Asian	2.7	4.7	1.4	3.7
Multiracial	NA	0.9	NA	0.7
Hispanic/ Latino	5.0	8.9	3.1	5.7
Non Hispanic	95.0	91.1	96.9	94.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

# DELAWARE

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## Delaware

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Delaware</u>	<u>State Rank</u>
Total	10,720,975,953	32,271,907	45
White	9,135,730,454	25,833,056	44
Black	913,076,570	4,891,500	33
American Indian	61,810,268	89,094	50
Asian	509,125,239	1,221,251	35
Multiracial	101,233,422	237,006	47
Hispanic/ Latino	950,988,122	1,268,160	42
Non Hispanic	9,769,987,830	31,003,747	45

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Delaware

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Delaware</u>	<u>State Rank</u>
Total	4,270,546,000	12,369,781	45
White	3,816,201,735	10,862,714	43
Black	318,127,486	1,295,001	31
American Indian	19,729,427	33,551	47
Asian	116,487,353	178,515	40
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	183,803	42
Non Hispanic	4,058,682,168	12,185,978	45

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Delaware

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Delaware 1990-2008</u>	<u>State Rank</u>
Total	151.0	160.9	18
White	139.4	137.8	26
Black	187.0	277.7	16
American Indian	213.3	165.6	44
Asian	337.1	584.1	8
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	590.0	18
Non Hispanic	140.7	154.4	18

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Delaware

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Delaware</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	87.8	80.0
Black	7.4	8.5	10.5	15.2
American Indian	0.5	0.6	0.3	0.3
Asian	2.7	4.7	1.4	3.8
Multiracial	NA	0.9	NA	0.7
Hispanic/ Latino	5.0	8.9	1.5	3.9
Non Hispanic	95.0	91.1	98.5	96.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# DISTRICT OF COLUMBIA

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## District of Columbia

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>District of Columbia</u>	<u>State Rank</u>
Total	10,720,975,953	32,813,143	44
White	9,135,730,454	21,357,783	47
Black	913,076,570	9,948,472	22
American Indian	61,810,268	98,032	48
Asian	509,125,239	1,058,989	38
Multiracial	101,233,422	349,868	41
Hispanic/ Latino	950,988,122	1,666,029	40
Non Hispanic	9,769,987,830	31,147,114	44

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## District of Columbia

Table 2

Buying Power for 1990  
(thousands of dollars)

---

<u>Race</u>	<u>U.S.</u>	<u>District of Columbia</u>	<u>State Rank</u>
Total	4,270,546,000	13,836,194	44
White	3,816,201,735	7,829,519	50
Black	318,127,486	5,751,387	19
American Indian	19,729,427	26,068	49
Asian	116,487,353	229,219	36
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	481,835	31
Non Hispanic	4,058,682,168	13,354,359	44

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## District of Columbia

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>District of Columbia</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	137.2	34
White	139.4	172.8	9
Black	187.0	73.0	51
American Indian	213.3	276.1	15
Asian	337.1	362.0	40
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	245.8	48
Non Hispanic	140.7	133.2	31

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## District of Columbia

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>District of Columbia</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	56.6	65.1
Black	7.4	8.5	41.6	30.3
American Indian	0.5	0.6	0.2	0.3
Asian	2.7	4.7	1.7	3.2
Multiracial	NA	0.9	NA	1.1
Hispanic/ Latino	5.0	8.9	3.5	5.1
Non Hispanic	95.0	91.1	96.5	94.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# FLORIDA

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## Florida

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Florida</u>	<u>State Rank</u>
Total	10,720,975,953	657,415,408	4
White	9,135,730,454	571,030,933	4
Black	913,076,570	62,898,605	3
American Indian	61,810,268	2,369,729	6
Asian	509,125,239	15,812,642	8
Multiracial	101,233,422	5,303,499	5
Hispanic/ Latino	950,988,122	101,334,450	3
Non Hispanic	9,769,987,830	556,080,958	4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Florida

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Florida</u>	<u>State Rank</u>
Total	4,270,546,000	228,406,282	4
White	3,816,201,735	209,360,967	4
Black	318,127,486	16,186,117	6
American Indian	19,729,427	487,332	11
Asian	116,487,353	2,371,866	10
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	19,890,651	4
Non Hispanic	4,058,682,168	208,515,631	4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Florida

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Florida 1990-2008</u>	<u>State Rank</u>
Total	151.0	187.8	10
White	139.4	172.7	10
Black	187.0	288.6	13
American Indian	213.3	386.3	5
Asian	337.1	566.7	10
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	409.5	34
Non Hispanic	140.7	166.7	12

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Florida

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Florida</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	91.7	86.9
Black	7.4	8.5	7.1	9.6
American Indian	0.5	0.6	0.2	0.4
Asian	2.7	4.7	1.0	2.4
Multiracial	NA	0.9	NA	0.8
Hispanic/ Latino	5.0	8.9	8.7	15.4
Non Hispanic	95.0	91.1	91.3	84.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# GEORGIA

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## Georgia

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Georgia</u>	<u>State Rank</u>
Total	10,720,975,953	296,539,126	10
White	9,135,730,454	221,918,377	13
Black	913,076,570	62,610,849	4
American Indian	61,810,268	815,059	22
Asian	509,125,239	8,903,874	14
Multiracial	101,233,422	2,290,968	14
Hispanic/ Latino	950,988,122	15,112,814	10
Non Hispanic	9,769,987,830	281,426,312	10

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Georgia

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Georgia</u>	<u>State Rank</u>
Total	4,270,546,000	100,713,305	13
White	3,816,201,735	83,285,977	13
Black	318,127,486	16,143,660	7
American Indian	19,729,427	169,010	27
Asian	116,487,353	1,114,658	15
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	1,328,827	19
Non Hispanic	4,058,682,168	99,384,478	13

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

**Georgia**

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Georgia 1990-2008</u>	<u>State Rank</u>
Total	151.0	194.4	7
White	139.4	166.5	13
Black	187.0	287.8	14
American Indian	213.3	382.3	6
Asian	337.1	698.8	3
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	1037.3	4
Non Hispanic	140.7	183.2	8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

**Georgia**

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Georgia</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	82.7	74.8
Black	7.4	8.5	16.0	21.1
American Indian	0.5	0.6	0.2	0.3
Asian	2.7	4.7	1.1	3.0
Multiracial	NA	0.9	NA	0.8
Hispanic/ Latino	5.0	8.9	1.3	5.1
Non Hispanic	95.0	91.1	98.7	94.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

# HAWAII

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## Hawaii

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Hawaii</u>	<u>State Rank</u>
Total	10,720,975,953	46,380,439	40
White	9,135,730,454	17,814,882	51
Black	913,076,570	1,081,395	41
American Indian	61,810,268	232,376	44
Asian	509,125,239	21,889,213	6
Multiracial	101,233,422	5,362,574	4
Hispanic/ Latino	950,988,122	2,284,780	37
Non Hispanic	9,769,987,830	44,095,659	39

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Hawaii

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Hawaii</u>	<u>State Rank</u>
Total	4,270,546,000	21,455,557	38
White	3,816,201,735	8,571,503	49
Black	318,127,486	365,288	40
American Indian	19,729,427	81,959	40
Asian	116,487,353	12,436,807	2
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	968,823	22
Non Hispanic	4,058,682,168	20,486,734	37

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Hawaii

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Hawaii 1990-2008</u>	<u>State Rank</u>
Total	151.0	116.2	47
White	139.4	107.8	47
Black	187.0	196.0	35
American Indian	213.3	183.5	38
Asian	337.1	76.0	51
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	135.8	51
Non Hispanic	140.7	115.2	45

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Hawaii

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S. 1990</u>	<u>U.S. 2008</u>	<u>Hawaii 1990</u>	<u>Hawaii 2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	40.0	38.4
Black	7.4	8.5	1.7	2.3
American Indian	0.5	0.6	0.4	0.5
Asian	2.7	4.7	58.0	47.2
Multiracial	NA	0.9	NA	11.6
Hispanic/ Latino	5.0	8.9	4.5	4.9
Non Hispanic	95.0	91.1	95.5	95.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# IDAHO

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## Idaho

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Idaho</u>	<u>State Rank</u>
Total	10,720,975,953	43,865,450	41
White	9,135,730,454	42,212,914	40
Black	913,076,570	250,994	46
American Indian	61,810,268	394,367	37
Asian	509,125,239	619,049	44
Multiracial	101,233,422	388,126	39
Hispanic/ Latino	950,988,122	2,331,608	36
Non Hispanic	9,769,987,830	41,533,843	40

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Idaho

Table 2

Buying Power for 1990  
(thousands of dollars)

---

<u>Race</u>	<u>U.S.</u>	<u>Idaho</u>	<u>State Rank</u>
Total	4,270,546,000	14,161,345	43
White	3,816,201,735	13,892,954	42
Black	318,127,486	35,249	47
American Indian	19,729,427	120,479	36
Asian	116,487,353	112,664	45
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	397,649	33
Non Hispanic	4,058,682,168	13,763,696	43

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Idaho

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Idaho 1990-2008</u>	<u>State Rank</u>
Total	151.0	209.8	6
White	139.4	203.8	6
Black	187.0	612.1	1
American Indian	213.3	227.3	31
Asian	337.1	449.5	28
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	486.3	23
Non Hispanic	140.7	201.8	5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Idaho

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Idaho</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	98.1	96.2
Black	7.4	8.5	0.2	0.6
American Indian	0.5	0.6	0.9	0.9
Asian	2.7	4.7	0.8	1.4
Multiracial	NA	0.9	NA	0.9
Hispanic/ Latino	5.0	8.9	2.8	5.3
Non Hispanic	95.0	91.1	97.2	94.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# ILLINOIS

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## Illinois

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Illinois</u>	<u>State Rank</u>
Total	10,720,975,953	472,830,786	5
White	9,135,730,454	402,247,637	5
Black	913,076,570	43,968,068	7
American Indian	61,810,268	1,048,248	15
Asian	509,125,239	22,453,008	5
Multiracial	101,233,422	3,113,826	8
Hispanic/ Latino	950,988,122	40,961,271	5
Non Hispanic	9,769,987,830	431,869,515	5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Illinois

Table 2

Buying Power for 1990  
(thousands of dollars)

---

<u>Race</u>	<u>U.S.</u>	<u>Illinois</u>	<u>State Rank</u>
Total	4,270,546,000	208,084,531	5
White	3,816,201,735	184,742,485	6
Black	318,127,486	17,931,212	4
American Indian	19,729,427	310,996	17
Asian	116,487,353	5,099,837	5
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	8,824,148	6
Non Hispanic	4,058,682,168	199,260,383	6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Illinois

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Illinois 1990-2008</u>	<u>State Rank</u>
Total	151.0	127.2	42
White	139.4	117.7	41
Black	187.0	145.2	47
American Indian	213.3	237.1	28
Asian	337.1	340.3	42
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	364.2	38
Non Hispanic	140.7	116.7	42

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Illinois

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Illinois</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	88.8	85.1
Black	7.4	8.5	8.6	9.3
American Indian	0.5	0.6	0.1	0.2
Asian	2.7	4.7	2.5	4.7
Multiracial	NA	0.9	NA	0.7
Hispanic/ Latino	5.0	8.9	4.2	8.7
Non Hispanic	95.0	91.1	95.8	91.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# INDIANA

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## Indiana

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Indiana</u>	<u>State Rank</u>
Total	10,720,975,953	198,615,060	16
White	9,135,730,454	180,231,716	17
Black	913,076,570	13,544,709	20
American Indian	61,810,268	493,300	35
Asian	509,125,239	3,079,893	25
Multiracial	101,233,422	1,265,441	25
Hispanic/ Latino	950,988,122	6,790,742	20
Non Hispanic	9,769,987,830	191,824,319	16

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Indiana

Table 2

Buying Power for 1990  
(thousands of dollars)

---

<u>Race</u>	<u>U.S.</u>	<u>Indiana</u>	<u>State Rank</u>
Total	4,270,546,000	85,413,705	16
White	3,816,201,735	80,098,655	15
Black	318,127,486	4,475,644	21
American Indian	19,729,427	141,690	33
Asian	116,487,353	697,716	22
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	1,047,786	21
Non Hispanic	4,058,682,168	84,365,919	16

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Indiana

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Indiana 1990-2008</u>	<u>State Rank</u>
Total	151.0	132.5	38
White	139.4	125.0	36
Black	187.0	202.6	30
American Indian	213.3	248.2	21
Asian	337.1	341.4	41
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	548.1	20
Non Hispanic	140.7	127.4	38

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Indiana

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Indiana</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	93.8	90.7
Black	7.4	8.5	5.2	6.8
American Indian	0.5	0.6	0.2	0.2
Asian	2.7	4.7	0.8	1.6
Multiracial	NA	0.9	NA	0.6
Hispanic/ Latino	5.0	8.9	1.2	3.4
Non Hispanic	95.0	91.1	98.8	96.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# IOWA

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## Iowa

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Iowa</u>	<u>State Rank</u>
Total	10,720,975,953	98,020,326	30
White	9,135,730,454	93,977,722	30
Black	913,076,570	1,571,673	37
American Indian	61,810,268	260,245	42
Asian	509,125,239	1,745,603	33
Multiracial	101,233,422	465,083	38
Hispanic/ Latino	950,988,122	2,381,734	35
Non Hispanic	9,769,987,830	95,638,592	30

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Iowa

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Iowa</u>	<u>State Rank</u>
Total	4,270,546,000	42,741,469	30
White	3,816,201,735	41,946,689	28
Black	318,127,486	467,042	37
American Indian	19,729,427	58,370	42
Asian	116,487,353	269,367	35
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	311,146	37
Non Hispanic	4,058,682,168	42,430,323	30

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Iowa

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Iowa 1990-2008</u>	<u>State Rank</u>
Total	151.0	129.3	41
White	139.4	124.0	37
Black	187.0	236.5	21
American Indian	213.3	345.9	8
Asian	337.1	548.0	15
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	665.5	15
Non Hispanic	140.7	125.4	40

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Iowa

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Iowa</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	98.1	95.9
Black	7.4	8.5	1.1	1.6
American Indian	0.5	0.6	0.1	0.3
Asian	2.7	4.7	0.6	1.8
Multiracial	NA	0.9	NA	0.5
Hispanic/ Latino	5.0	8.9	0.7	2.4
Non Hispanic	95.0	91.1	99.3	97.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

# KANSAS

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## Kansas

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Kansas</u>	<u>State Rank</u>
Total	10,720,975,953	94,757,612	32
White	9,135,730,454	87,258,011	31
Black	913,076,570	3,924,256	34
American Indian	61,810,268	628,589	28
Asian	509,125,239	2,112,140	28
Multiracial	101,233,422	834,617	30
Hispanic/ Latino	950,988,122	4,917,320	26
Non Hispanic	9,769,987,830	89,840,292	31

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Kansas

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Kansas</u>	<u>State Rank</u>
Total	4,270,546,000	39,630,790	31
White	3,816,201,735	37,527,250	31
Black	318,127,486	1,464,189	30
American Indian	19,729,427	234,470	22
Asian	116,487,353	404,881	29
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	878,992	24
Non Hispanic	4,058,682,168	38,751,798	31

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Kansas

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Kansas 1990-2008</u>	<u>State Rank</u>
Total	151.0	139.1	30
White	139.4	132.5	32
Black	187.0	168.0	40
American Indian	213.3	168.1	43
Asian	337.1	421.7	31
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	459.4	27
Non Hispanic	140.7	131.8	33

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Kansas

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Kansas</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	94.7	92.1
Black	7.4	8.5	3.7	4.1
American Indian	0.5	0.6	0.6	0.7
Asian	2.7	4.7	1.0	2.2
Multiracial	NA	0.9	NA	0.9
Hispanic/ Latino	5.0	8.9	2.2	5.2
Non Hispanic	95.0	91.1	97.8	94.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# KENTUCKY

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## Kentucky

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Kentucky</u>	<u>State Rank</u>
Total	10,720,975,953	123,457,237	27
White	9,135,730,454	113,626,494	25
Black	913,076,570	6,982,382	25
American Indian	61,810,268	237,952	43
Asian	509,125,239	1,832,158	31
Multiracial	101,233,422	778,251	32
Hispanic/ Latino	950,988,122	1,898,830	39
Non Hispanic	9,769,987,830	121,558,407	27

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Kentucky

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Kentucky</u>	<u>State Rank</u>
Total	4,270,546,000	50,317,464	26
White	3,816,201,735	47,545,755	25
Black	318,127,486	2,428,144	25
American Indian	19,729,427	49,473	45
Asian	116,487,353	294,092	33
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	229,242	41
Non Hispanic	4,058,682,168	50,088,222	26

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Kentucky

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Kentucky 1990-2008</u>	<u>State Rank</u>
Total	151.0	145.4	28
White	139.4	139.0	25
Black	187.0	187.6	36
American Indian	213.3	381.0	7
Asian	337.1	523.0	18
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	728.3	12
Non Hispanic	140.7	142.7	27

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Kentucky

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Kentucky</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	94.5	92.0
Black	7.4	8.5	4.8	5.7
American Indian	0.5	0.6	0.1	0.2
Asian	2.7	4.7	0.6	1.5
Multiracial	NA	0.9	NA	0.6
Hispanic/ Latino	5.0	8.9	0.5	1.5
Non Hispanic	95.0	91.1	99.5	98.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

# LOUISIANA

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## Louisiana

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Louisiana</u>	<u>State Rank</u>
Total	10,720,975,953	143,442,735	24
White	9,135,730,454	112,287,527	26
Black	913,076,570	27,215,909	14
American Indian	61,810,268	720,567	23
Asian	509,125,239	2,215,206	27
Multiracial	101,233,422	1,003,525	28
Hispanic/ Latino	950,988,122	4,039,953	29
Non Hispanic	9,769,987,830	139,402,782	24

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Louisiana

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Louisiana</u>	<u>State Rank</u>
Total	4,270,546,000	57,786,904	22
White	3,816,201,735	47,519,271	26
Black	318,127,486	9,621,584	14
American Indian	19,729,427	168,215	28
Asian	116,487,353	477,835	26
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	1,194,799	20
Non Hispanic	4,058,682,168	56,592,105	23

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Louisiana

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>Louisiana</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	148.2	26
White	139.4	136.3	27
Black	187.0	182.9	37
American Indian	213.3	328.4	9
Asian	337.1	363.6	38
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	238.1	49
Non Hispanic	140.7	146.3	25

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Louisiana

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Louisiana</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	82.2	78.3
Black	7.4	8.5	16.7	19.0
American Indian	0.5	0.6	0.3	0.5
Asian	2.7	4.7	0.8	1.5
Multiracial	NA	0.9	NA	0.7
Hispanic/ Latino	5.0	8.9	2.1	2.8
Non Hispanic	95.0	91.1	97.9	97.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

# MAINE

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## Maine

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Maine</u>	<u>State Rank</u>
Total	10,720,975,953	41,196,521	42
White	9,135,730,454	40,180,480	41
Black	913,076,570	291,670	45
American Indian	61,810,268	156,806	45
Asian	509,125,239	302,680	46
Multiracial	101,233,422	264,885	46
Hispanic/ Latino	950,988,122	363,357	49
Non Hispanic	9,769,987,830	40,833,164	42

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Maine

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Maine</u>	<u>State Rank</u>
Total	4,270,546,000	18,952,143	41
White	3,816,201,735	18,753,881	40
Black	318,127,486	60,968	45
American Indian	19,729,427	55,722	44
Asian	116,487,353	81,572	46
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	77,736	48
Non Hispanic	4,058,682,168	18,874,407	40

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Maine

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>Maine</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	117.4	44
White	139.4	114.3	43
Black	187.0	378.4	9
American Indian	213.3	181.4	40
Asian	337.1	271.1	48
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	367.4	37
Non Hispanic	140.7	116.3	43

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Maine

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Maine</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	99.0	97.5
Black	7.4	8.5	0.3	0.7
American Indian	0.5	0.6	0.3	0.4
Asian	2.7	4.7	0.4	0.7
Multiracial	NA	0.9	NA	0.6
Hispanic/ Latino	5.0	8.9	0.4	0.9
Non Hispanic	95.0	91.1	99.6	99.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# MARYLAND

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## Maryland

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Maryland</u>	<u>State Rank</u>
Total	10,720,975,953	232,908,507	15
White	9,135,730,454	165,752,097	22
Black	913,076,570	52,258,926	6
American Indian	61,810,268	696,888	24
Asian	509,125,239	11,954,363	11
Multiracial	101,233,422	2,246,233	15
Hispanic/ Latino	950,988,122	10,172,111	17
Non Hispanic	9,769,987,830	222,736,395	15

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Maryland

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Maryland</u>	<u>State Rank</u>
Total	4,270,546,000	94,031,126	14
White	3,816,201,735	74,854,115	16
Black	318,127,486	16,408,631	5
American Indian	19,729,427	203,946	25
Asian	116,487,353	2,564,434	9
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	1,800,176	16
Non Hispanic	4,058,682,168	92,230,950	14

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Maryland

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>Maryland</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	147.7	27
White	139.4	121.4	40
Black	187.0	218.5	24
American Indian	213.3	241.7	25
Asian	337.1	366.2	37
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	465.1	26
Non Hispanic	140.7	141.5	28

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Maryland

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Maryland</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	79.6	71.2
Black	7.4	8.5	17.5	22.4
American Indian	0.5	0.6	0.2	0.3
Asian	2.7	4.7	2.7	5.1
Multiracial	NA	0.9	NA	1.0
Hispanic/ Latino	5.0	8.9	1.9	4.4
Non Hispanic	95.0	91.1	98.1	95.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# MASSACHUSETTS

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## Massachusetts

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Massachusetts</u>	<u>State Rank</u>
Total	10,720,975,953	281,612,626	12
White	9,135,730,454	254,146,681	10
Black	913,076,570	12,001,945	21
American Indian	61,810,268	500,350	34
Asian	509,125,239	12,864,836	10
Multiracial	101,233,422	2,098,814	16
Hispanic/ Latino	950,988,122	11,479,494	15
Non Hispanic	9,769,987,830	270,133,132	12

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Massachusetts

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Massachusetts</u>	<u>State Rank</u>
Total	4,270,546,000	119,217,310	10
White	3,816,201,735	112,891,159	10
Black	318,127,486	4,024,280	22
American Indian	19,729,427	162,677	30
Asian	116,487,353	2,139,193	12
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	2,565,150	10
Non Hispanic	4,058,682,168	116,652,160	10

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Massachusetts

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>Massachusetts</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	136.2	35
White	139.4	125.1	35
Black	187.0	198.2	33
American Indian	213.3	207.6	35
Asian	337.1	501.4	21
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	347.5	39
Non Hispanic	140.7	131.6	34

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Massachusetts

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Massachusetts</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	94.7	90.2
Black	7.4	8.5	3.4	4.3
American Indian	0.5	0.6	0.1	0.2
Asian	2.7	4.7	1.8	4.6
Multiracial	NA	0.9	NA	0.7
Hispanic/ Latino	5.0	8.9	2.2	4.1
Non Hispanic	95.0	91.1	97.8	95.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

# MICHIGAN

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## Michigan

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Michigan</u>	<u>State Rank</u>
Total	10,720,975,953	327,566,772	9
White	9,135,730,454	280,605,060	9
Black	913,076,570	33,493,488	11
American Indian	61,810,268	1,413,374	11
Asian	509,125,239	9,230,308	13
Multiracial	101,233,422	2,824,543	11
Hispanic/ Latino	950,988,122	8,798,762	19
Non Hispanic	9,769,987,830	318,768,010	9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Michigan

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Michigan</u>	<u>State Rank</u>
Total	4,270,546,000	154,298,844	9
White	3,816,201,735	137,731,118	9
Black	318,127,486	14,071,481	8
American Indian	19,729,427	624,002	10
Asian	116,487,353	1,872,243	13
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	2,179,643	13
Non Hispanic	4,058,682,168	152,119,201	9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Michigan

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Michigan 1990-2008</u>	<u>State Rank</u>
Total	151.0	112.3	50
White	139.4	103.7	50
Black	187.0	138.0	48
American Indian	213.3	126.5	51
Asian	337.1	393.0	34
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	303.7	41
Non Hispanic	140.7	109.6	48

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Michigan

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Michigan</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	89.3	85.7
Black	7.4	8.5	9.1	10.2
American Indian	0.5	0.6	0.4	0.4
Asian	2.7	4.7	1.2	2.8
Multiracial	NA	0.9	NA	0.9
Hispanic/ Latino	5.0	8.9	1.4	2.7
Non Hispanic	95.0	91.1	98.6	97.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# MINNESOTA

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## Minnesota

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Minnesota</u>	<u>State Rank</u>
Total	10,720,975,953	194,564,510	19
White	9,135,730,454	181,019,575	15
Black	913,076,570	5,467,521	32
American Indian	61,810,268	1,348,900	12
Asian	509,125,239	5,298,835	20
Multiracial	101,233,422	1,429,680	23
Hispanic/ Latino	950,988,122	4,443,829	28
Non Hispanic	9,769,987,830	190,120,681	18

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Minnesota

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Minnesota</u>	<u>State Rank</u>
Total	4,270,546,000	75,960,736	20
White	3,816,201,735	73,762,242	18
Black	318,127,486	1,008,260	33
American Indian	19,729,427	413,021	13
Asian	116,487,353	777,213	18
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	511,730	30
Non Hispanic	4,058,682,168	75,449,006	19

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Minnesota

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Minnesota 1990-2008</u>	<u>State Rank</u>
Total	151.0	156.1	22
White	139.4	145.4	21
Black	187.0	442.3	6
American Indian	213.3	226.6	32
Asian	337.1	581.8	9
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	768.4	8
Non Hispanic	140.7	152.0	22

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Minnesota

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Minnesota</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	97.1	93.0
Black	7.4	8.5	1.3	2.8
American Indian	0.5	0.6	0.5	0.7
Asian	2.7	4.7	1.0	2.7
Multiracial	NA	0.9	NA	0.7
Hispanic/ Latino	5.0	8.9	0.7	2.3
Non Hispanic	95.0	91.1	99.3	97.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# MISSISSIPPI

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## Mississippi

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Mississippi</u>	<u>State Rank</u>
Total	10,720,975,953	81,607,851	33
White	9,135,730,454	59,837,868	35
Black	913,076,570	20,130,074	18
American Indian	61,810,268	315,553	39
Asian	509,125,239	842,864	42
Multiracial	101,233,422	481,491	37
Hispanic/ Latino	950,988,122	1,328,328	41
Non Hispanic	9,769,987,830	80,279,523	33

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Mississippi

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Mississippi</u>	<u>State Rank</u>
Total	4,270,546,000	30,715,121	32
White	3,816,201,735	24,552,958	33
Black	318,127,486	5,974,309	18
American Indian	19,729,427	58,101	43
Asian	116,487,353	129,753	44
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	155,382	44
Non Hispanic	4,058,682,168	30,559,739	32

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Mississippi

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Mississippi 1990-2008</u>	<u>State Rank</u>
Total	151.0	165.7	14
White	139.4	143.7	23
Black	187.0	236.9	20
American Indian	213.3	443.1	2
Asian	337.1	549.6	14
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	754.9	11
Non Hispanic	140.7	162.7	14

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Mississippi

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Mississippi</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	79.9	73.3
Black	7.4	8.5	19.5	24.7
American Indian	0.5	0.6	0.2	0.4
Asian	2.7	4.7	0.4	1.0
Multiracial	NA	0.9	NA	0.6
Hispanic/ Latino	5.0	8.9	0.5	1.6
Non Hispanic	95.0	91.1	99.5	98.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# MISSOURI

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## Missouri

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Missouri</u>	<u>State Rank</u>
Total	10,720,975,953	187,582,109	20
White	9,135,730,454	166,651,096	21
Black	913,076,570	15,458,111	19
American Indian	61,810,268	656,899	26
Asian	509,125,239	3,221,290	23
Multiracial	101,233,422	1,594,713	21
Hispanic/ Latino	950,988,122	3,897,267	30
Non Hispanic	9,769,987,830	183,684,842	19

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Missouri

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Missouri</u>	<u>State Rank</u>
Total	4,270,546,000	79,684,604	17
White	3,816,201,735	73,138,483	19
Black	318,127,486	5,680,518	20
American Indian	19,729,427	232,453	24
Asian	116,487,353	633,150	23
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	727,854	28
Non Hispanic	4,058,682,168	78,956,750	17

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Missouri

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>Missouri</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	135.4	37
White	139.4	127.9	34
Black	187.0	172.1	39
American Indian	213.3	182.6	39
Asian	337.1	408.8	33
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	435.4	29
Non Hispanic	140.7	132.6	32

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Missouri

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Missouri</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	91.8	88.8
Black	7.4	8.5	7.1	8.2
American Indian	0.5	0.6	0.3	0.4
Asian	2.7	4.7	0.8	1.7
Multiracial	NA	0.9	NA	0.9
Hispanic/ Latino	5.0	8.9	0.9	2.1
Non Hispanic	95.0	91.1	99.1	97.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# MONTANA

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## Montana

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Montana</u>	<u>State Rank</u>
Total	10,720,975,953	29,338,149	46
White	9,135,730,454	27,761,325	43
Black	913,076,570	134,293	49
American Indian	61,810,268	1,001,481	17
Asian	509,125,239	175,956	50
Multiracial	101,233,422	265,095	45
Hispanic/ Latino	950,988,122	501,236	46
Non Hispanic	9,769,987,830	28,836,913	46

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Montana

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Montana</u>	<u>State Rank</u>
Total	4,270,546,000	11,038,689	47
White	3,816,201,735	10,657,705	44
Black	318,127,486	21,215	50
American Indian	19,729,427	319,687	16
Asian	116,487,353	40,082	47
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	86,081	47
Non Hispanic	4,058,682,168	10,952,608	46

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Montana

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Missouri 1990-2008</u>	<u>State Rank</u>
Total	151.0	165.8	13
White	139.4	160.5	14
Black	187.0	533.0	3
American Indian	213.3	213.3	34
Asian	337.1	339.0	43
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	482.3	24
Non Hispanic	140.7	163.3	13

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Montana

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Montana</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	96.5	94.6
Black	7.4	8.5	0.2	0.5
American Indian	0.5	0.6	2.9	3.4
Asian	2.7	4.7	0.4	0.6
Multiracial	NA	0.9	NA	0.9
Hispanic/ Latino	5.0	8.9	0.8	1.7
Non Hispanic	95.0	91.1	99.2	98.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

# NEBRASKA

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## Nebraska

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Nebraska</u>	<u>State Rank</u>
Total	10,720,975,953	60,533,272	36
White	9,135,730,454	57,072,935	36
Black	913,076,570	1,802,585	35
American Indian	61,810,268	287,654	40
Asian	509,125,239	1,019,997	39
Multiracial	101,233,422	350,100	40
Hispanic/ Latino	950,988,122	2,768,925	32
Non Hispanic	9,769,987,830	57,764,346	36

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Nebraska

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Nebraska</u>	<u>State Rank</u>
Total	4,270,546,000	25,355,028	34
White	3,816,201,735	24,545,265	34
Black	318,127,486	584,691	35
American Indian	19,729,427	86,384	39
Asian	116,487,353	138,688	43
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	337,423	36
Non Hispanic	4,058,682,168	25,017,605	34

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Nebraska

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>Nebraska</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	138.7	33
White	139.4	132.5	31
Black	187.0	208.3	27
American Indian	213.3	233.0	30
Asian	337.1	635.5	5
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	720.6	13
Non Hispanic	140.7	130.9	36

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Nebraska

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Nebraska</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	96.8	94.3
Black	7.4	8.5	2.3	3.0
American Indian	0.5	0.6	0.3	0.5
Asian	2.7	4.7	0.5	1.7
Multiracial	NA	0.9	NA	0.6
Hispanic/ Latino	5.0	8.9	1.3	4.6
Non Hispanic	95.0	91.1	98.7	95.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# NEVADA

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## Nevada

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Nevada</u>	<u>State Rank</u>
Total	10,720,975,953	97,905,388	31
White	9,135,730,454	83,001,158	32
Black	913,076,570	6,166,272	29
American Indian	61,810,268	931,216	18
Asian	509,125,239	6,303,380	16
Multiracial	101,233,422	1,503,361	22
Hispanic/ Latino	950,988,122	14,448,723	11
Non Hispanic	9,769,987,830	83,456,665	32

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Nevada

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Nevada</u>	<u>State Rank</u>
Total	4,270,546,000	21,809,482	37
White	3,816,201,735	20,112,701	37
Black	318,127,486	892,789	34
American Indian	19,729,427	241,306	21
Asian	116,487,353	562,686	24
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	1,356,519	18
Non Hispanic	4,058,682,168	20,452,963	38

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Nevada

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>Nevada</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	348.9	1
White	139.4	312.7	1
Black	187.0	590.7	2
American Indian	213.3	285.9	14
Asian	337.1	1020.2	1
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	965.1	5
Non Hispanic	140.7	308.0	1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Nevada

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Nevada</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	92.2	84.8
Black	7.4	8.5	4.1	6.3
American Indian	0.5	0.6	1.1	1.0
Asian	2.7	4.7	2.6	6.4
Multiracial	NA	0.9	NA	1.5
Hispanic/ Latino	5.0	8.9	6.2	14.8
Non Hispanic	95.0	91.1	93.8	85.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# NEW HAMPSHIRE

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## New Hampshire

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>New Hampshire</u>	<u>State Rank</u>
Total	10,720,975,953	51,156,695	38
White	9,135,730,454	49,334,449	38
Black	913,076,570	413,127	44
American Indian	61,810,268	95,330	49
Asian	509,125,239	990,769	40
Multiracial	101,233,422	323,021	44
Hispanic/ Latino	950,988,122	804,793	45
Non Hispanic	9,769,987,830	50,351,903	37

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## New Hampshire

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>New Hampshire</u>	<u>State Rank</u>
Total	4,270,546,000	20,347,691	40
White	3,816,201,735	20,064,536	38
Black	318,127,486	104,720	44
American Indian	19,729,427	28,149	48
Asian	116,487,353	150,286	41
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	147,481	45
Non Hispanic	4,058,682,168	20,200,210	39

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## New Hampshire

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>New Hampshire</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	151.4	23
White	139.4	145.9	20
Black	187.0	294.5	12
American Indian	213.3	238.7	27
Asian	337.1	559.3	12
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	445.7	28
Non Hispanic	140.7	149.3	23

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## New Hampshire

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>New Hampshire</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	98.6	96.4
Black	7.4	8.5	0.5	0.8
American Indian	0.5	0.6	0.1	0.2
Asian	2.7	4.7	0.7	1.9
Multiracial	NA	0.9	NA	0.6
Hispanic/ Latino	5.0	8.9	0.7	1.6
Non Hispanic	95.0	91.1	99.3	98.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# NEW JERSEY

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## New Jersey

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>New Jersey</u>	<u>State Rank</u>
Total	10,720,975,953	383,524,665	7
White	9,135,730,454	313,421,904	8
Black	913,076,570	34,757,508	10
American Indian	61,810,268	825,028	20
Asian	509,125,239	31,669,096	4
Multiracial	101,233,422	2,851,128	10
Hispanic/ Latino	950,988,122	35,583,642	6
Non Hispanic	9,769,987,830	347,941,023	8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## New Jersey

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>New Jersey</u>	<u>State Rank</u>
Total	4,270,546,000	165,978,303	8
White	3,816,201,735	146,069,799	8
Black	318,127,486	14,001,262	9
American Indian	19,729,427	253,607	19
Asian	116,487,353	5,653,636	4
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	9,027,175	5
Non Hispanic	4,058,682,168	156,951,128	8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## New Jersey

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>New Jersey</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	131.1	39
White	139.4	114.6	42
Black	187.0	148.2	45
American Indian	213.3	225.3	33
Asian	337.1	460.2	27
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	294.2	43
Non Hispanic	140.7	121.7	41

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## New Jersey

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>New Jersey</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	88.0	81.7
Black	7.4	8.5	8.4	9.1
American Indian	0.5	0.6	0.2	0.2
Asian	2.7	4.7	3.4	8.3
Multiracial	NA	0.9	NA	0.7
Hispanic/ Latino	5.0	8.9	5.4	9.3
Non Hispanic	95.0	91.1	94.6	90.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# NEW MEXICO

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## New Mexico

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>New Mexico</u>	<u>State Rank</u>
Total	10,720,975,953	59,267,998	37
White	9,135,730,454	53,617,647	37
Black	913,076,570	1,276,198	40
American Indian	61,810,268	2,684,482	5
Asian	509,125,239	1,070,135	36
Multiracial	101,233,422	619,535	36
Hispanic/ Latino	950,988,122	17,882,272	9
Non Hispanic	9,769,987,830	41,385,726	41

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## New Mexico

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>New Mexico</u>	<u>State Rank</u>
Total	4,270,546,000	20,409,014	39
White	3,816,201,735	19,112,718	39
Black	318,127,486	307,446	42
American Indian	19,729,427	804,248	7
Asian	116,487,353	184,602	39
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	4,969,794	8
Non Hispanic	4,058,682,168	15,439,220	42

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## New Mexico

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>New Mexico 1990-2008</u>	<u>State Rank</u>
Total	151.0	190.4	8
White	139.4	180.5	8
Black	187.0	315.1	11
American Indian	213.3	233.8	29
Asian	337.1	479.7	22
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	259.8	46
Non Hispanic	140.7	168.1	11

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## New Mexico

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>New Mexico</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	93.6	90.5
Black	7.4	8.5	1.5	2.2
American Indian	0.5	0.6	3.9	4.5
Asian	2.7	4.7	0.9	1.8
Multiracial	NA	0.9	NA	1.0
Hispanic/ Latino	5.0	8.9	24.4	30.2
Non Hispanic	95.0	91.1	75.6	69.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# NEW YORK

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## New York

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>New York</u>	<u>State Rank</u>
Total	10,720,975,953	802,547,505	3
White	9,135,730,454	654,268,372	3
Black	913,076,570	87,637,222	1
American Indian	61,810,268	2,233,715	10
Asian	509,125,239	51,385,506	2
Multiracial	101,233,422	7,022,690	2
Hispanic/ Latino	950,988,122	75,334,130	4
Non Hispanic	9,769,987,830	727,213,375	2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## New York

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>New York</u>	<u>State Rank</u>
Total	4,270,546,000	363,717,112	2
White	3,816,201,735	312,232,836	2
Black	318,127,486	38,559,939	1
American Indian	19,729,427	796,113	8
Asian	116,487,353	12,128,224	3
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	23,538,612	3
Non Hispanic	4,058,682,168	340,178,500	2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## New York

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>New York 1990-2008</u>	<u>State Rank</u>
Total	151.0	120.7	43
White	139.4	109.5	46
Black	187.0	127.3	49
American Indian	213.3	180.6	41
Asian	337.1	323.7	44
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	220.0	50
Non Hispanic	140.7	113.8	46

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## New York

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>New York</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	85.8	81.5
Black	7.4	8.5	10.6	10.9
American Indian	0.5	0.6	0.2	0.3
Asian	2.7	4.7	3.3	6.4
Multiracial	NA	0.9	NA	0.9
Hispanic/ Latino	5.0	8.9	6.5	9.4
Non Hispanic	95.0	91.1	93.5	90.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

# NORTH CAROLINA

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## North Carolina

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>North Carolina</u>	<u>State Rank</u>
Total	10,720,975,953	281,581,611	13
White	9,135,730,454	230,674,754	12
Black	913,076,570	40,937,623	8
American Indian	61,810,268	2,324,597	7
Asian	509,125,239	5,859,380	18
Multiracial	101,233,422	1,785,257	18
Hispanic/ Latino	950,988,122	11,865,525	14
Non Hispanic	9,769,987,830	269,716,086	13

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## North Carolina

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>North Carolina</u>	<u>State Rank</u>
Total	4,270,546,000	101,265,797	12
White	3,816,201,735	85,971,522	12
Black	318,127,486	13,816,806	10
American Indian	19,729,427	771,195	9
Asian	116,487,353	706,274	21
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	839,039	25
Non Hispanic	4,058,682,168	100,426,758	12

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## North Carolina

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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Race	U.S. 1990-2008	North Carolina 1990-2008	State Rank
Total	151.0	178.1	12
White	139.4	168.3	12
Black	187.0	196.3	34
American Indian	213.3	201.4	37
Asian	337.1	729.6	2
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	1314.2	2
Non Hispanic	140.7	168.6	10

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## North Carolina

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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Race	U.S.		North Carolina	
	1990	2008	1990	2008
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	84.9	81.9
Black	7.4	8.5	13.6	14.5
American Indian	0.5	0.6	0.8	0.8
Asian	2.7	4.7	0.7	2.1
Multiracial	NA	0.9	NA	0.6
Hispanic/ Latino	5.0	8.9	0.8	4.2
Non Hispanic	95.0	91.1	99.2	95.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# NORTH DAKOTA

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## North Dakota

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>North Dakota</u>	<u>State Rank</u>
Total	10,720,975,953	21,226,700	51
White	9,135,730,454	20,127,630	50
Black	913,076,570	133,536	50
American Indian	61,810,268	571,878	32
Asian	509,125,239	256,197	47
Multiracial	101,233,422	137,458	51
Hispanic/ Latino	950,988,122	277,865	50
Non Hispanic	9,769,987,830	20,948,835	50

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## North Dakota

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>North Dakota</u>	<u>State Rank</u>
Total	4,270,546,000	9,219,127	49
White	3,816,201,735	8,984,908	47
Black	318,127,486	34,540	49
American Indian	19,729,427	159,795	31
Asian	116,487,353	39,884	48
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	32,498	51
Non Hispanic	4,058,682,168	9,186,629	49

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## North Dakota

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>North Dakota</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	130.2	40
White	139.4	124.0	38
Black	187.0	286.6	15
American Indian	213.3	257.9	18
Asian	337.1	542.4	16
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	755.0	10
Non Hispanic	140.7	128.0	37

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## North Dakota

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>North Dakota</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	97.5	94.8
Black	7.4	8.5	0.4	0.6
American Indian	0.5	0.6	1.7	2.7
Asian	2.7	4.7	0.4	1.2
Multiracial	NA	0.9	NA	0.6
Hispanic/ Latino	5.0	8.9	0.4	1.3
Non Hispanic	95.0	91.1	99.6	98.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# OHIO

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## Ohio

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Ohio</u>	<u>State Rank</u>
Total	10,720,975,953	364,632,946	8
White	9,135,730,454	323,382,570	7
Black	913,076,570	30,868,391	13
American Indian	61,810,268	632,365	27
Asian	509,125,239	7,113,007	15
Multiracial	101,233,422	2,636,612	12
Hispanic/ Latino	950,988,122	6,099,521	22
Non Hispanic	9,769,987,830	358,533,425	7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Ohio

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Ohio</u>	<u>State Rank</u>
Total	4,270,546,000	178,669,921	7
White	3,816,201,735	164,144,997	7
Black	318,127,486	12,405,169	13
American Indian	19,729,427	247,888	20
Asian	116,487,353	1,871,867	14
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	1,559,838	17
Non Hispanic	4,058,682,168	177,110,083	7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Ohio

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>Ohio</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	104.1	51
White	139.4	97.0	51
Black	187.0	148.8	44
American Indian	213.3	155.1	46
Asian	337.1	280.0	46
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	291.0	44
Non Hispanic	140.7	102.4	51

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Ohio

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Ohio</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	91.9	88.7
Black	7.4	8.5	6.9	8.5
American Indian	0.5	0.6	0.1	0.2
Asian	2.7	4.7	1.0	2.0
Multiracial	NA	0.9	NA	0.7
Hispanic/ Latino	5.0	8.9	0.9	1.7
Non Hispanic	95.0	91.1	99.1	98.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# OKLAHOMA

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## Oklahoma

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Oklahoma</u>	<u>State Rank</u>
Total	10,720,975,953	116,968,551	29
White	9,135,730,454	99,019,357	29
Black	913,076,570	6,562,563	27
American Indian	61,810,268	6,256,166	2
Asian	509,125,239	1,979,268	29
Multiracial	101,233,422	3,151,198	7
Hispanic/ Latino	950,988,122	5,127,173	25
Non Hispanic	9,769,987,830	111,841,379	29

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Oklahoma

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Oklahoma</u>	<u>State Rank</u>
Total	4,270,546,000	44,964,884	29
White	3,816,201,735	40,198,449	30
Black	318,127,486	2,096,289	26
American Indian	19,729,427	2,241,921	2
Asian	116,487,353	428,226	28
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	722,078	29
Non Hispanic	4,058,682,168	44,242,806	29

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Oklahoma

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Oklahoma 1990-2008</u>	<u>State Rank</u>
Total	151.0	160.1	20
White	139.4	146.3	19
Black	187.0	213.1	25
American Indian	213.3	179.1	42
Asian	337.1	362.2	39
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	610.1	17
Non Hispanic	140.7	152.8	21

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Oklahoma

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Oklahoma</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	89.4	84.7
Black	7.4	8.5	4.7	5.6
American Indian	0.5	0.6	5.0	5.3
Asian	2.7	4.7	1.0	1.7
Multiracial	NA	0.9	NA	2.7
Hispanic/ Latino	5.0	8.9	1.6	4.4
Non Hispanic	95.0	91.1	98.4	95.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

# OREGON

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## Oregon

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Oregon</u>	<u>State Rank</u>
Total	10,720,975,953	118,955,258	28
White	9,135,730,454	110,010,153	27
Black	913,076,570	1,618,631	36
American Indian	61,810,268	1,013,301	16
Asian	509,125,239	4,710,203	22
Multiracial	101,233,422	1,602,970	20
Hispanic/ Latino	950,988,122	6,562,822	21
Non Hispanic	9,769,987,830	112,392,436	28

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Oregon

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Oregon</u>	<u>State Rank</u>
Total	4,270,546,000	45,260,613	28
White	3,816,201,735	43,473,906	27
Black	318,127,486	461,524	38
American Indian	19,729,427	420,609	12
Asian	116,487,353	904,574	17
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	923,722	23
Non Hispanic	4,058,682,168	44,336,891	28

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Oregon

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Oregon 1990-2008</u>	<u>State Rank</u>
Total	151.0	162.8	17
White	139.4	153.0	17
Black	187.0	250.7	19
American Indian	213.3	140.9	50
Asian	337.1	420.7	32
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	610.5	16
Non Hispanic	140.7	153.5	20

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Oregon

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Oregon</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	96.1	92.5
Black	7.4	8.5	1.0	1.4
American Indian	0.5	0.6	0.9	0.9
Asian	2.7	4.7	2.0	4.0
Multiracial	NA	0.9	NA	1.3
Hispanic/ Latino	5.0	8.9	2.0	5.5
Non Hispanic	95.0	91.1	98.0	94.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

# PENNSYLVANIA

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## Pennsylvania

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Pennsylvania</u>	<u>State Rank</u>
Total	10,720,975,953	441,321,323	6
White	9,135,730,454	394,895,609	6
Black	913,076,570	31,992,366	12
American Indian	61,810,268	666,646	25
Asian	509,125,239	11,279,378	12
Multiracial	101,233,422	2,487,323	13
Hispanic/ Latino	950,988,122	11,337,735	16
Non Hispanic	9,769,987,830	429,983,588	6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Pennsylvania

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Pennsylvania</u>	<u>State Rank</u>
Total	4,270,546,000	206,454,745	6
White	3,816,201,735	191,511,141	5
Black	318,127,486	12,455,162	12
American Indian	19,729,427	192,680	26
Asian	116,487,353	2,295,762	11
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	2,141,223	14
Non Hispanic	4,058,682,168	204,313,522	5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Pennsylvania

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>Pennsylvania</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	113.8	49
White	139.4	106.2	48
Black	187.0	156.9	41
American Indian	213.3	246.0	23
Asian	337.1	391.3	35
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	429.5	30
Non Hispanic	140.7	110.5	47

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Pennsylvania

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Pennsylvania</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	92.8	89.5
Black	7.4	8.5	6.0	7.2
American Indian	0.5	0.6	0.1	0.2
Asian	2.7	4.7	1.1	2.6
Multiracial	NA	0.9	NA	0.6
Hispanic/ Latino	5.0	8.9	1.0	2.6
Non Hispanic	95.0	91.1	99.0	97.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# RHODE ISLAND

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## Rhode Island

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Rhode Island</u>	<u>State Rank</u>
Total	10,720,975,953	38,438,183	43
White	9,135,730,454	35,788,722	42
Black	913,076,570	1,397,803	38
American Indian	61,810,268	110,622	46
Asian	509,125,239	817,992	43
Multiracial	101,233,422	323,044	43
Hispanic/ Latino	950,988,122	2,104,695	38
Non Hispanic	9,769,987,830	36,333,488	43

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Rhode Island

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Rhode Island</u>	<u>State Rank</u>
Total	4,270,546,000	17,744,308	42
White	3,816,201,735	17,036,342	41
Black	318,127,486	456,139	39
American Indian	19,729,427	43,133	46
Asian	116,487,353	208,694	37
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	402,884	32
Non Hispanic	4,058,682,168	17,341,424	41

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Rhode Island

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Rhode Island 1990-2008</u>	<u>State Rank</u>
Total	151.0	116.6	46
White	139.4	110.1	45
Black	187.0	206.4	28
American Indian	213.3	156.5	45
Asian	337.1	292.0	45
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	422.4	32
Non Hispanic	140.7	109.5	49

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Rhode Island

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Rhode Island</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	96.0	93.1
Black	7.4	8.5	2.6	3.6
American Indian	0.5	0.6	0.2	0.3
Asian	2.7	4.7	1.2	2.1
Multiracial	NA	0.9	NA	0.8
Hispanic/ Latino	5.0	8.9	2.3	5.5
Non Hispanic	95.0	91.1	97.7	94.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# SOUTH CAROLINA

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## South Carolina

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>South Carolina</u>	<u>State Rank</u>
Total	10,720,975,953	128,177,802	26
White	9,135,730,454	101,634,974	28
Black	913,076,570	23,435,909	17
American Indian	61,810,268	410,353	36
Asian	509,125,239	1,911,213	30
Multiracial	101,233,422	785,353	31
Hispanic/ Latino	950,988,122	3,344,219	31
Non Hispanic	9,769,987,830	124,833,583	26

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## South Carolina

Table 2

Buying Power for 1990  
(thousands of dollars)

---

<u>Race</u>	<u>U.S.</u>	<u>South Carolina</u>	<u>State Rank</u>
Total	4,270,546,000	49,347,434	27
White	3,816,201,735	40,436,801	29
Black	318,127,486	8,501,356	15
American Indian	19,729,427	99,019	38
Asian	116,487,353	310,258	31
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	372,682	35
Non Hispanic	4,058,682,168	48,974,752	27

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## South Carolina

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>South Carolina 1990-2008</u>	<u>State Rank</u>
Total	151.0	159.7	21
White	139.4	151.3	18
Black	187.0	175.7	38
American Indian	213.3	314.4	12
Asian	337.1	516.0	20
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	797.3	7
Non Hispanic	140.7	154.9	17

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## South Carolina

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>South Carolina</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	81.9	79.3
Black	7.4	8.5	17.2	18.3
American Indian	0.5	0.6	0.2	0.3
Asian	2.7	4.7	0.6	1.5
Multiracial	NA	0.9	NA	0.6
Hispanic/ Latino	5.0	8.9	0.8	2.6
Non Hispanic				

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# SOUTH DAKOTA

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## South Dakota

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>South Dakota</u>	<u>State Rank</u>
Total	10,720,975,953	25,856,225	48
White	9,135,730,454	24,417,444	45
Black	913,076,570	193,863	47
American Indian	61,810,268	868,230	19
Asian	509,125,239	196,895	48
Multiracial	101,233,422	179,793	49
Hispanic/ Latino	950,988,122	379,684	48
Non Hispanic	9,769,987,830	25,476,541	47

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## South Dakota

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>South Dakota</u>	<u>State Rank</u>
Total	4,270,546,000	10,332,176	48
White	3,816,201,735	9,984,953	45
Black	318,127,486	34,557	48
American Indian	19,729,427	283,901	18
Asian	116,487,353	28,765	51
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	43,741	50
Non Hispanic	4,058,682,168	10,288,435	48

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## South Dakota

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>South Dakota</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	150.2	24
White	139.4	144.5	22
Black	187.0	461.0	5
American Indian	213.3	205.8	36
Asian	337.1	584.5	7
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	768.0	9
Non Hispanic	140.7	147.6	24

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## South Dakota

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>	<u>South Dakota</u>		
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	96.6	94.4
Black	7.4	8.5	0.3	0.7
American Indian	0.5	0.6	2.7	3.4
Asian	2.7	4.7	0.3	0.8
Multiracial	NA	0.9	NA	0.7
Hispanic/ Latino	5.0	8.9	0.4	1.5
Non Hispanic	95.0	91.1	99.6	98.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# TENNESSEE

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## Tennessee

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Tennessee</u>	<u>State Rank</u>
Total	10,720,975,953	196,383,098	18
White	9,135,730,454	167,615,283	20
Black	913,076,570	23,569,753	16
American Indian	61,810,268	621,733	29
Asian	509,125,239	3,156,177	24
Multiracial	101,233,422	1,420,153	24
Hispanic/ Latino	950,988,122	4,581,000	27
Non Hispanic	9,769,987,830	191,802,098	17

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Tennessee

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Tennessee</u>	<u>State Rank</u>
Total	4,270,546,000	74,014,663	21
White	3,816,201,735	66,176,754	21
Black	318,127,486	7,241,064	17
American Indian	19,729,427	122,489	35
Asian	116,487,353	474,356	27
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	397,301	34
Non Hispanic	4,058,682,168	73,617,362	21

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Tennessee

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Tennessee 1990-2008</u>	<u>State Rank</u>
Total	151.0	165.3	15
White	139.4	153.3	16
Black	187.0	225.5	23
American Indian	213.3	407.6	3
Asian	337.1	565.4	11
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	1053.0	3
Non Hispanic	140.7	160.5	15

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Tennessee

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Tennessee</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	89.4	85.4
Black	7.4	8.5	9.8	12.0
American Indian	0.5	0.6	0.2	0.3
Asian	2.7	4.7	0.6	1.6
Multiracial	NA	0.9	NA	0.7
Hispanic/ Latino	5.0	8.9	0.5	2.3
Non Hispanic	95.0	91.1	99.5	97.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# TEXAS

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## Texas

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Texas</u>	<u>State Rank</u>
Total	10,720,975,953	853,193,761	2
White	9,135,730,454	737,867,676	2
Black	913,076,570	71,999,633	2
American Indian	61,810,268	4,480,949	3
Asian	509,125,239	32,729,597	3
Multiracial	101,233,422	6,115,906	3
Hispanic/ Latino	950,988,122	171,136,518	2
Non Hispanic	9,769,987,830	682,057,244	3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Texas

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Texas</u>	<u>State Rank</u>
Total	4,270,546,000	266,483,516	3
White	3,816,201,735	241,851,887	3
Black	318,127,486	19,135,040	3
American Indian	19,729,427	887,232	6
Asian	116,487,353	4,609,357	6
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	33,119,947	2
Non Hispanic	4,058,682,168	233,363,569	3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Texas

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>Texas</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	220.2	5
White	139.4	205.1	5
Black	187.0	276.3	17
American Indian	213.3	405.0	4
Asian	337.1	610.1	6
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	416.7	33
Non Hispanic	140.7	192.3	6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Texas

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Texas</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	90.8	86.5
Black	7.4	8.5	7.2	8.4
American Indian	0.5	0.6	0.3	0.5
Asian	2.7	4.7	1.7	3.8
Multiracial	NA	0.9	NA	0.7
Hispanic/ Latino	5.0	8.9	12.4	20.1
Non Hispanic	95.0	91.1	87.6	79.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# UTAH

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## Utah

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Utah</u>	<u>State Rank</u>
Total	10,720,975,953	77,263,847	35
White	9,135,730,454	73,476,684	33
Black	913,076,570	772,000	43
American Indian	61,810,268	584,794	30
Asian	509,125,239	1,802,319	32
Multiracial	101,233,422	628,051	35
Hispanic/ Latino	950,988,122	5,752,845	23
Non Hispanic	9,769,987,830	71,511,002	35

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Utah

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Utah</u>	<u>State Rank</u>
Total	4,270,546,000	22,846,381	36
White	3,816,201,735	22,227,604	36
Black	318,127,486	122,299	43
American Indian	19,729,427	156,841	32
Asian	116,487,353	339,637	30
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	742,793	27
Non Hispanic	4,058,682,168	22,103,588	36

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Utah

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Utah 1990-2008</u>	<u>State Rank</u>
Total	151.0	238.2	3
White	139.4	230.6	3
Black	187.0	531.2	4
American Indian	213.3	272.9	16
Asian	337.1	430.7	30
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	674.5	14
Non Hispanic	140.7	223.5	3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Utah

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Utah</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	97.3	95.1
Black	7.4	8.5	0.5	1.0
American Indian	0.5	0.6	0.7	0.8
Asian	2.7	4.7	1.5	2.3
Multiracial	NA	0.9	NA	0.8
Hispanic/ Latino	5.0	8.9	3.3	7.4
Non Hispanic	95.0	91.1	96.7	92.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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# VERMONT

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## Vermont

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Vermont</u>	<u>State Rank</u>
Total	10,720,975,953	21,279,203	49
White	9,135,730,454	20,807,094	48
Black	913,076,570	99,781	51
American Indian	61,810,268	55,299	51
Asian	509,125,239	173,691	51
Multiracial	101,233,422	143,338	50
Hispanic/ Latino	950,988,122	205,342	51
Non Hispanic	9,769,987,830	21,073,862	49

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Vermont

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Vermont</u>	<u>State Rank</u>
Total	4,270,546,000	8,900,488	50
White	3,816,201,735	8,830,217	48
Black	318,127,486	19,635	51
American Indian	19,729,427	15,101	51
Asian	116,487,353	35,535	49
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	46,451	49
Non Hispanic	4,058,682,168	8,854,037	50

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Vermont

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

Race	U.S.		State Rank
	1990-2008	Vermont 1990-2008	
Total	151.0	139.1	31
White	139.4	135.6	29
Black	187.0	408.2	7
American Indian	213.3	266.2	17
Asian	337.1	388.8	36
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	342.1	40
Non Hispanic	140.7	138.0	29

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Vermont

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

Race	U.S.		Vermont	
	1990	2008	1990	2008
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	99.2	97.8
Black	7.4	8.5	0.2	0.5
American Indian	0.5	0.6	0.2	0.3
Asian	2.7	4.7	0.4	0.8
Multiracial	NA	0.9	NA	0.7
Hispanic/ Latino	5.0	8.9	0.5	1.0
Non Hispanic	95.0	91.1	99.5	99.0

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# VIRGINIA

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## Virginia

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Virginia</u>	<u>State Rank</u>
Total	10,720,975,953	289,655,376	11
White	9,135,730,454	232,969,274	11
Black	913,076,570	38,166,070	9
American Indian	61,810,268	816,590	21
Asian	509,125,239	14,736,116	9
Multiracial	101,233,422	2,967,327	9
Hispanic/ Latino	950,988,122	13,467,528	12
Non Hispanic	9,769,987,830	276,187,848	11

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Virginia

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Virginia</u>	<u>State Rank</u>
Total	4,270,546,000	111,106,619	11
White	3,816,201,735	95,622,753	11
Black	318,127,486	12,652,391	11
American Indian	19,729,427	234,138	23
Asian	116,487,353	2,597,337	8
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	2,183,950	12
Non Hispanic	4,058,682,168	108,922,669	11

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Virginia

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Virginia 1990-2008</u>	<u>State Rank</u>
Total	151.0	160.7	19
White	139.4	143.6	24
Black	187.0	201.7	31
American Indian	213.3	248.8	20
Asian	337.1	467.4	25
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	516.7	21
Non Hispanic	140.7	153.6	19

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Virginia

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Virginia</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	86.1	80.4
Black	7.4	8.5	11.4	13.2
American Indian	0.5	0.6	0.2	0.3
Asian	2.7	4.7	2.3	5.1
Multiracial	NA	0.9	NA	1.0
Hispanic/ Latino	5.0	8.9	2.0	4.6
Non Hispanic	95.0	91.1	98.0	95.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

# WASHINGTON

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## Washington

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Washington</u>	<u>State Rank</u>
Total	10,720,975,953	246,562,811	14
White	9,135,730,454	217,094,721	14
Black	913,076,570	6,876,505	26
American Indian	61,810,268	2,310,832	8
Asian	509,125,239	16,276,507	7
Multiracial	101,233,422	4,004,246	6
Hispanic/ Latino	950,988,122	12,181,586	13
Non Hispanic	9,769,987,830	234,381,225	14

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Washington

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Washington</u>	<u>State Rank</u>
Total	4,270,546,000	86,667,670	15
White	3,816,201,735	80,861,416	14
Black	318,127,486	1,898,621	28
American Indian	19,729,427	908,904	5
Asian	116,487,353	2,998,729	7
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	2,048,884	15
Non Hispanic	4,058,682,168	84,618,786	15

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Washington

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Washington 1990-2008</u>	<u>State Rank</u>
Total	151.0	184.5	11
White	139.4	168.5	11
Black	187.0	262.2	18
American Indian	213.3	154.2	47
Asian	337.1	442.8	29
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	494.5	22
Non Hispanic	140.7	177.0	9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Washington

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Washington</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	93.3	88.0
Black	7.4	8.5	2.2	2.8
American Indian	0.5	0.6	1.0	0.9
Asian	2.7	4.7	3.5	6.6
Multiracial	NA	0.9	NA	1.6
Hispanic/ Latino	5.0	8.9	2.4	4.9
Non Hispanic	95.0	91.1	97.6	95.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# WEST VIRGINIA

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## West Virginia

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>West Virginia</u>	<u>State Rank</u>
Total	10,720,975,953	50,351,259	39
White	9,135,730,454	48,059,959	39
Black	913,076,570	1,290,268	39
American Indian	61,810,268	109,839	47
Asian	509,125,239	566,715	45
Multiracial	101,233,422	324,478	42
Hispanic/ Latino	950,988,122	439,663	47
Non Hispanic	9,769,987,830	49,911,596	38

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## West Virginia

Table 2

Buying Power for 1990  
(thousands of dollars)

---

<u>Race</u>	<u>U.S.</u>	<u>West Virginia</u>	<u>State Rank</u>
Total	4,270,546,000	23,240,552	35
White	3,816,201,735	22,508,229	35
Black	318,127,486	515,546	36
American Indian	19,729,427	16,131	50
Asian	116,487,353	200,645	38
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	92,952	46
Non Hispanic	4,058,682,168	23,147,600	35

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## West Virginia

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>West Virginia</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	116.7	45
White	139.4	113.5	44
Black	187.0	150.3	43
American Indian	213.3	580.9	1
Asian	337.1	182.4	50
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	373.0	36
Non Hispanic	140.7	115.6	44

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## West Virginia

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>West Virginia</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	96.8	95.4
Black	7.4	8.5	2.2	2.6
American Indian	0.5	0.6	0.1	0.2
Asian	2.7	4.7	0.9	1.1
Multiracial	NA	0.9	NA	0.6
Hispanic/ Latino	5.0	8.9	0.4	0.9
Non Hispanic	95.0	91.1	99.6	99.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# WISCONSIN

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## Wisconsin

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Wisconsin</u>	<u>State Rank</u>
Total	10,720,975,953	185,209,251	21
White	9,135,730,454	173,479,479	18
Black	913,076,570	6,496,026	28
American Indian	61,810,268	1,167,754	14
Asian	509,125,239	3,012,294	26
Multiracial	101,233,422	1,053,699	27
Hispanic/ Latino	950,988,122	5,291,368	24
Non Hispanic	9,769,987,830	179,917,882	20

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Wisconsin

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Wisconsin</u>	<u>State Rank</u>
Total	4,270,546,000	77,499,111	18
White	3,816,201,735	74,556,868	17
Black	318,127,486	2,077,392	27
American Indian	19,729,427	334,479	14
Asian	116,487,353	530,371	25
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	781,772	26
Non Hispanic	4,058,682,168	76,717,339	18

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Wisconsin

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

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<u>Race</u>	<u>U.S.</u> <u>1990-2008</u>	<u>Wisconsin</u> <u>1990-2008</u>	<u>State Rank</u>
Total	151.0	139.0	32
White	139.4	132.7	30
Black	187.0	212.7	26
American Indian	213.3	249.1	19
Asian	337.1	468.0	24
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	576.8	19
Non Hispanic	140.7	134.5	30

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Wisconsin

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

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<u>Race</u>	<u>U.S.</u>		<u>Wisconsin</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	96.2	93.7
Black	7.4	8.5	2.7	3.5
American Indian	0.5	0.6	0.4	0.6
Asian	2.7	4.7	0.7	1.6
Multiracial	NA	0.9	NA	0.6
Hispanic/ Latino	5.0	8.9	1.0	2.9
Non Hispanic	95.0	91.1	99.0	97.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.



# WYOMING

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## Wyoming

Table 1

Buying Power for 2008  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Wyoming</u>	<u>State Rank</u>
Total	10,720,975,953	21,261,868	50
White	9,135,730,454	20,417,803	49
Black	913,076,570	186,776	48
American Indian	61,810,268	268,848	41
Asian	509,125,239	183,114	49
Multiracial	101,233,422	205,327	48
Hispanic/ Latino	950,988,122	1,020,728	44
Non Hispanic	9,769,987,830	20,241,140	51

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

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## Wyoming

Table 2

Buying Power for 1990  
(thousands of dollars)

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<u>Race</u>	<u>U.S.</u>	<u>Wyoming</u>	<u>State Rank</u>
Total	4,270,546,000	7,326,437	51
White	3,816,201,735	7,188,891	51
Black	318,127,486	40,380	46
American Indian	19,729,427	67,937	41
Asian	116,487,353	29,229	50
Multiracial	NA	NA	NA
Hispanic/ Latino	211,863,832	264,144	39
Non Hispanic	4,058,682,168	7,062,293	51

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Wyoming

Table 3

Percentage Change in Buying Power, 1990-2008,  
and State Rank

<u>Race</u>	<u>U.S. 1990-2008</u>	<u>Wyoming 1990-2008</u>	<u>State Rank</u>
Total	151.0	190.2	9
White	139.4	184.0	7
Black	187.0	362.5	10
American Indian	213.3	295.7	13
Asian	337.1	526.5	17
Multiracial	NA	NA	NA
Hispanic/ Latino	348.9	286.4	45
Non Hispanic	140.7	186.6	7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

## Wyoming

Table 4

Market Share in Buying Power, 1990 and 2008  
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Wyoming</u>	
	<u>1990</u>	<u>2008</u>	<u>1990</u>	<u>2008</u>
Total	100.0	100.0	100.0	100.0
White	89.4	85.2	98.1	96.0
Black	7.4	8.5	0.6	0.9
American Indian	0.5	0.6	0.9	1.3
Asian	2.7	4.7	0.4	0.9
Multiracial	NA	0.9	NA	1.0
Hispanic/ Latino	5.0	8.9	3.6	4.8
Non Hispanic	95.0	91.1	96.4	95.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2008.

