



THE
MULTICULTURAL
ECONOMY
2012

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CONTENTS

Part 1	
The Multicultural Economy, 1990-2017	5
Part 2	
Buying Power Statistics By State for All 50 States	61

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Part 1

**MULTICULTURAL
ECONOMY
1990-2017**



The Multicultural Economy



The Selig Center's estimates and projections of buying power show that minorities—African Americans, Asians, Native Americans, and Hispanics—wield formidable economic clout. The numbers are impressive. For example, in 2012, the \$1.2 trillion Hispanic market is larger than the entire economies (2010 GDP measured in U.S. dollars) of all but thirteen countries in the world—smaller than the GDP of Australia and larger than the GDP of Mexico.

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 and 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. Estimates are provided for 1990, 2000, 2010, 2012, and 2017. Majority—or white—buying power and multiracial buying power are also reported, but the estimates for these groups are not discussed.

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.

The Selig Center addresses this problem by providing estimates of black, Native American, Asian, white, Hispanic, and non-Hispanic buying power for the nation, the fifty states, and the District of Columbia. Due to funding limitations, the Selig Center no longer provides estimates for metropolitan areas and counties. 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 supersede those previously published by the Selig Center. The buying power estimates 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.

Total Buying Power Statistics

The Selig Center projects that the nation's total buying power will rise from \$4.2 trillion in 1990 to \$7.3 trillion in 2000, to \$11.2 trillion in 2010, to \$12.2 trillion in 2012, and to \$15.1 trillion for 2017. The percentage increase for 1990-2012 is 188 percent. From 2000-2012, total buying power will rise by 67 percent. From 2010 to 2012, total buying power will rise by 9.2 percent. The percentage gain in total buying power far outstrips cumulative inflation. For example, the U.S. Consumer Price Index for All Urban Consumers (CPI-U) will increase by approximately 76 percent during 1990-2012, which is about two fifths of the 188 percent increase in total buying power. From 2000 to 2012, the U.S. CPI-U increased by 33 percent whereas total buying power rose by 67 percent. Total buying power will expand by 8 percent from 2010 through 2012, and by 25 percent from 2012 through 2017.

Diverse forces support this substantial growth. The 28-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, a modest expansion from 2002-2007, and a severe recession that began late in 2007 and continued through mid-2009. As this is written, the U.S. economic conditions can accurately be described as expansionary, and the assumptions underlying the baseline forecast call for modest growth in 2012-2017.

Ranked by percentage change in total buying power between 2000 and 2012, the top ten states are the District of Columbia (120 percent), North Dakota (113 percent), Wyoming (109 percent), Arizona (91 percent), New Mexico (90 percent), Utah (89 percent), Texas (87 percent), Montana (86 percent), South Dakota (86 percent), and Alaska (86 percent). From 2000 through 2012, the five slowest growing states are Michigan (12 percent), Ohio (16 percent), Indiana (17 percent), Illinois (19 percent), and New Hampshire (20 percent).

That the state estimates show differing outcomes is not surprising, given the differences in labor market performance, industrial bases, the importance of exports, dependence on federal spending, real estate 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, educated workforces, and an abundance of natural resources will continue to attract domestic and international businesses.

Buying Power Statistics by Race

In 2012, the combined buying power of blacks, Asians, and Native Americans will be \$1.9 trillion—104 percent higher than its 2000 level of \$912 billion—which amounts to a gain of \$946 billion. In 2012, African Americans will account for 56 percent of combined spending, or slightly over \$1 trillion. From 2000 through 2012, the percentage gains in buying power vary considerably by race, from a gain of 164 percent for Asians to 156 percent for Native Americans to 73 percent for blacks. All of these target markets will grow much faster than the white market, where buying power will increase by 60 percent.

The combined buying power of African Americans, Asians, and Native Americans will account for 15.3 percent of the nation's total buying power in 2012, up from 12.5 percent in 2000 and from 10.6 percent in 1990. The 2000-to-2012 gain in combined market share of 2.8 percent amounts to an additional \$340 billion in buying power in 2012. 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. The combined buying power of these three racial groups will rise to \$2.5 trillion in 2017, accounting for 16.4 percent of the nation's total buying power.

■ Black Buying Power ■

In 2012, African Americans will constitute the nation's largest racial minority market, but the buying power of Hispanics—an ethnic group—is larger. Despite the severe impact of the Great Recession, blacks' economic clout continues to energize the U.S. consumer market. The Selig Center estimates that the nation's black buying power will rise from \$316 billion in 1990 to \$600 billion in 2000, to \$947 billion in 2010, to \$1 trillion in 2012, and to \$1.3 trillion in 2017.

The 73 percent increase between 2000 and 2012 outstrips the 60 percent rise in white buying power and the 67 percent increase in total buying power (all races combined). In 2012, the nation's share of total buying power that is black will be 8.5 percent, up from 8.2 percent in 2000 and from 7.5 percent in 1990. African-American consumers' share of the nation's total buying power will rise to 8.7 percent in 2017, 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 the many diverse supporting forces, one of the most important and enduring is the increasing

number of blacks who are starting and expanding their own businesses. The *2007 Survey of Business Owners* (released by the U.S. Census bureau in June 2011) shows that the number of black-owned firms was 61 percent higher in 2007 than in 2002, which more than three times the 18 percent gain in the number of all U.S. firms. Also, compared to the 1997-2002 period, the overall rate of growth in the number of black-owned firms accelerated—as did the rate of growth in the number of all U.S. firms. Between 2002 and 2007, the receipts of black-owned firms grew by 55 percent compared to the 34 percent increase in the receipts of all U.S. firms.

Still another positive factor underpinning the group's buying power is that African Americans continue to become more highly educated, which should allow proportionally more blacks to enter occupations with higher average salaries. Census data show that in 2010, 84 percent of blacks over 25 years of age had completed high school or college, far better than the 66 percent reported in 1990 and the 79 percent recorded in 2000. Despite this, the percentage of African Americans (84 percent) who are high school graduates or better was still lower than the percentage of whites (88 percent) and Asians (89 percent). Also, the *2010 Current Population Survey* indicates that 20 percent of blacks had a bachelor's, graduate, or professional

The Multicultural Dollar

Where Blacks Spend More

- phone services
- utilities
- groceries
- footwear

Where Blacks Spend Less

- used cars
- alcohol
- health care
- entertainment
- pensions

degree compared to 30 percent of whites and 52 percent of Asians. Nonetheless, the percentage of blacks who had completed college in 2010 (20 percent) was higher than in either 2000 (17 percent) or in 1990 (11 percent).

Favorable demographic trends help, too, since the black population continues to grow more rapidly than the total population. From 2000 to 2012, the nation's black population grew by 16 percent compared to 7.6 percent for the white population and 12.2 percent for the total population. From 2012 to 2017, the nation's black population is projected to grow by 6.9 percent, which exceeds the 5.7 percent growth estimated for the total U.S. population. Also, the black popula-

tion is younger: the 2010 *Current Population Survey* indicates that the median age of blacks is only 31.4 years compared to 38.2 years for the white population or 36.7 years for the total population. Compared to the older white population, larger proportions of blacks will enter the workforce for the first time or will move up from entry-level jobs. This will provide an extra push to the group's overall buying power. Conversely, smaller proportions of blacks have reached their career pinnacles or are of traditional retirement age. In 2010, only 8.6 percent of blacks were over 65, compared to 13.8 percent of whites or 12.7 percent of the total population. So, black buying power may be slightly more resistant to reforms of popular government entitlement programs for retirees (e.g., Social Security and Medicare), especially if those reforms focus benefit reductions on higher income households.

Because they are much younger, African-American consumers increasingly are setting trends for teens (and young adults) of every race and ethnic background. This isn't surprising given that 29.4 percent of the black population is under 18 years old compared to 23.3 percent of the white population or 24.6 percent of the total population.

The youthful profile of the black population does have its downside, however. Compared to people who are either more established in their careers or retired, young adults, regardless of their race or ethnicity, are more exposed to job losses in economic downturns. So, in this regard, black buying power is vulnerable to the effects of economic recessions, but over time the above-average growth of black buying power has more than compensated for that high cyclical exposure.

Due the unusual severity of the Great Recession, employment growth no longer can be cited as one of the main forces behind the above-average gains in black buying power. From January 2000 through January 2012 (the most recent data available at the time of this writing), the number of jobs held by blacks had increased by only 235,000, or a paltry 0.1 percent per year. Furthermore, from its pre-recession peak in July 2007 (when blacks held 16,307,000 jobs) through January 2012 (when blacks held 15,512,000 jobs), the number of employed African Americans dropped by 795,000. The black unemployment rate therefore soared from 8.9 percent (July 2007) to 14.2 percent (January 2012). In January 2012, the employment-to-population ratio for blacks stood at only 52.2 percent—it was 59.3 percent in July 2007.

The jobs losses have been very heavy because recessions with credit crunches and housing busts are always deeper and longer than other recessions. The financial panic didn't help. This unusual set of events brought the economy to its knees, and it erased a decade's worth of job growth for African Americans. At the time of this writing, it appears that the period of job losses is over, but the labor market's recovery is anemic, especially in states hit the hardest by the housing bust.

In 2012, the ten states with the largest African-American markets, in order, are New York (\$95 billion), Texas (\$86 billion), California (\$77 billion), Florida (\$74 billion), Georgia (\$73 billion), Maryland

(\$63 billion), North Carolina (\$48 billion), Illinois (\$47 billion), Virginia (\$45 billion), and New Jersey (\$40 billion). Of these, however, Maryland, North Carolina, and Georgia 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 2012, the five largest African-American markets account for 39 percent of black buying power. The five states with the largest total consumer markets account for 38 percent of total buying power. Similarly, the ten largest black markets account for 62 percent of the African-American market and the ten largest total consumer markets account for 55 percent of total buying power.

In order, the top ten states ranked by the rate of growth of black buying power between 2000 and 2012 are Vermont (205 percent), South Dakota (194 percent), Arizona (182 percent), North Dakota (174 percent), Nevada (131 percent), Iowa (131 percent), Rhode Island (130 percent), Minnesota (121 percent), Maine (117 percent), and New Mexico (116 percent). All have flourishing African-American consumer markets, but none is among the nation's ten largest black consumer markets.

In 2012, the ten states with the largest share of total buying power that is black are the District of Columbia (26.1 percent), Mississippi (23.5 percent), Maryland (23.1 percent), Georgia (21.8 percent), Louisiana (19.7 percent), South Carolina (17.7 percent), Alabama (17.4 percent), Delaware (15.3 percent), North Carolina (14.6 percent), and Virginia (12.9 percent).

The 2.5 percent, 2.2 percent, and 1.9 percent increases in African American's share of the consumer markets in Georgia, Maryland, and Delaware were the three biggest share shifts in the nation from 2000 to 2012, respectively. There also was a 1.5 percent advance in Florida and a 1.3 percent gain in both Rhode Island and Nevada.

Due to differences in per capita income, wealth, demographics, educational attainment, occupational distribution, geographic distribution, and culture, the spending habits of blacks 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 to developing and marketing products that meet the needs and match the preferences of black consumers.

Data from the 2010 Consumer Expenditure Survey indicate that the average black household spent in total only 72 percent as much as the average non-black household, reflecting blacks' lower median household incomes. The values are for money income, which differs somewhat from buying power, but nonetheless offers some insights into spending by black consumers.

Despite lower average household income levels, African Americans lead in some categories. For example, on average, black households spent more than non-black households on natural gas, electricity,

With a sizable population under 18, it is not surprising that blacks are consumer trendsetters.

telephone services, and footwear. Also, blacks spent a significantly higher proportion of their money on shelter, groceries, car insurance, and gasoline and motor oil. These findings strongly imply that energy utilities, telecom firms, automobile insurers, gas stations, grocers, and shoe stores would do well to market themselves directly to black consumers.

Blacks and non-blacks spent about the same proportion of their income for alcoholic beverages, housekeeping supplies, household textiles, furniture, floor coverings, appliances, clothing, public transportation, medical supplies, reading materials, education, and tobacco products. Compared to non-blacks, however, blacks spent much less of their total outlays on used vehicles, health insurance, medical services, fees and admissions, pets, toys, and pensions and Social Security.

The same survey indicates that black households are slightly more likely to have children under 18 (0.8 persons for blacks versus 0.6 persons for whites and others). Blacks have only 1.3 vehicles per household compared to two vehicles for white and other households.

■ Native American Buying Power ■

The Selig Center projects that the nation's Native American buying power will rise from \$20 billion in 1990, to \$40 billion in 2000, to \$87 billion in 2010, to \$103 billion in 2012, and to \$148 billion in 2017. Native American buying power in 2012 will be 156 percent greater than in 2000. The 2000-2012 percent gain is larger than the increases in buying power estimated for whites (60 percent), for the U.S. population as a whole (67 percent), for blacks (73 percent), and for Hispanics (142 percent). It is smaller than those estimated for Asians (164 percent), however. Despite this fast-paced growth, Native Americans will account for only 0.8 percent of all U.S. buying power in 2012, up only slightly from their 0.6 percent share in 2000, when they accounted for only \$40 billion in buying power.

Many forces support the continued growth of Native American buying power, but one of the most important is that the Native American population continues to grow much more rapidly than the total population. From 2000 through 2012, the Native American population grew by 51.5 percent, outpacing the projected gains of 16 percent for the black population, 12.2 percent for the total U.S. population, and 7.6 percent for the white population. From 2012 to 2017, the nation's Native American population is projected to grow by 20.5 percent, which far exceeds the 5.7 percent gain projected for the total population.

Historically, entrepreneurial activity has been a force powering the growth of Native American buying power. The *2007 Survey of Business Owners*, released by the U.S. Census Bureau in July 2010, shows that the number of Native American-owned firms increased by 18 percent from 2002 to 2007, which equals the 18 percent increase in the number of all U.S. firms. But, compared to the 1997-2002 period, the overall rate of growth in this group dropped sharply even as the rate of growth in the number of all U.S. firms accelerated. Between 2002 and 2007, their firms' receipts grew by only 28 percent compared to

the 34 percent increase in the receipts of all U.S. firms.

Although comprising only 1.3 percent of the country's population in 2012, Native Americans will control \$103 billion in disposable income, which makes this diverse group economically attractive to businesses. In 2012, the ten states with the largest Native American markets are California (\$20.7 billion), Oklahoma (\$9.1 billion), Texas (\$8.2 billion), Arizona (\$6 billion), New York (\$5.9 billion), New Mexico (\$4.4 billion), Washington (\$3.4 billion), North Carolina (\$3.2 billion), Florida (\$3 billion), and Alaska (\$2.8 billion). This market is slightly more focused on a few states than is the total U.S. consumer market. In 2012, for example, the five largest Native American markets account for 49 percent of this group's buying power, whereas the five largest total consumer markets account for 38 percent of U.S. buying power. Similarly, the ten largest Native American markets account for 65 percent of Native American buying power and the top ten total consumer markets account for 55 percent of total U.S. buying power.

Ranked by the rate of growth of Native American buying power over 2000-2012, the top ten states are the District of Columbia (389 percent), Wyoming (292 percent), New York (281 percent), Illinois (269 percent), Georgia (231 percent), Texas (212 percent), South Carolina (211 percent), California (208 percent), Pennsylvania (202 percent), and Massachusetts (197 percent). Many of these states have relatively small, flourishing markets, but California, Texas, and New York stand out as the first, third, and fifth largest Native American consumer markets in the nation, respectively.

In 2012, the ten states with the largest Native American shares of total buying power include Alaska (8.8 percent), Oklahoma (6.7 percent), New Mexico (6.3 percent), South Dakota (3.8 percent), Montana (3.1 percent), Arizona (2.7 percent), North Dakota (2.5 percent), Wyoming (2.2 percent), California (1.3 percent), and Nevada (1.2 percent). From 2000 to 2012, Native Americans' share of the market will rise the most in New Mexico, Oklahoma, Wyoming, California, and South Dakota.

■ Asian Buying Power ■

In 2012, over 17 million Americans—5.4 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, 3.9 percent, 5.1 percent, and 5.4 percent in 1990, 2000, 2010, and 2012, 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 climb from \$115 billion in 1990, to \$272 billion in 2000, to \$609 billion in 2010, to \$718 billion in 2012, and to just over \$1 trillion in 2017. The 164 percent gain from 2000 through 2012 exceeds the increases in buying power projected for whites (60 percent), the U.S. as a whole (69 percent), blacks (73 percent), Hispanics (142 percent),

and Native Americans (156 percent). At \$718 billion in 2012, the U.S. Asian market already outshines the entire economies of all but seventeen countries—it is smaller than the 2010 GDP of Turkey and larger than the GDP of Indonesia.

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

Despite the severity of the Great Recession, employment gains can still be cited as one of the forces supporting the growth of Asian buying power. From January 2000 through January 2012 (the most recent data available at this writing), the number of jobs held by Asians increased by 1,879,000. That cumulative gain is impressive when compared to

base of 11.1 million. This 55.3 percent gain in population exceeds that projected for any other racial group, yet in comparison, it equals the percent gain estimated for the Hispanics. From 2012 to 2017, the U.S. Asian population will grow by 21 percent.

Moreover, the Asian population of the U.S. is younger than the overall U.S. population: The *2010 Current Population Survey* indicates that the median age of Asians is 35.4 years compared to 36.7 years for the total population and 38.2 years for whites. Compared to whites, larger proportions of Asians are either entering the workforce for the first time or are moving up on their career ladders. Also, a much smaller proportion of Asians are of traditional retirement age. For example, in 2010, only 9.6 percent of Asians were over 65, compared to 13.8 percent of whites. Another factor contributing to Asian buying power is that nearly all Asians are urbanites.

The economic rewards of education also provide a big boost. Asians are much better educated than is the average American, and thus hold many top-level jobs in management, professional, and scientific specialties. Compared to the overall population, Asians are much less likely to hold jobs in agriculture, forestry, construction, and government. According to the *2010 Current Population Survey*, 52 percent of Asians over 25 had a bachelor's or advanced degree compared to 30 percent of whites.

The increasing number of successful Asian entrepreneurs also helps to increase the group's buying power. The *2007 Survey of Business Owners* (released in 2011) shows that the number of Asian-owned firms increased by 40 percent from 2002 to 2007, which is more than double the 18 percent increase in the number of all U.S. firms. Compared to the 1997-2002 period, the overall rate of growth in the number of Asian-owned firms accelerated—as it did for all U.S. firms. Between 2002 and 2007, the receipts of Asian-owned firms grew by 55 percent compared to the 34 percent increase in the receipts of all U.S. firms.

In 2012, the ten states with the largest Asian consumer markets, in order, are California (\$237 billion), New York (\$63 billion), Texas (\$49 billion), New Jersey (\$44 billion), Illinois (\$29 billion), Hawaii (\$27 billion), Washington (\$25 billion), Virginia (\$23 billion), Florida (\$21 billion), and Massachusetts (\$18 billion).

Compared to the overall consumer market, the group's spending is much more focused geographically. In 2012, the five and the ten states with the largest Asian consumer markets account for 59 percent and 75 percent of Asian buying power, respectively. In contrast, the five and the ten largest total consumer markets account for 38 percent and 55 percent of U.S. buying power, respectively. One positive implication of this extreme geographic concentration is lower marketing costs. Still, zip-code mailings, the use of selective media, the Internet, and other techniques can be used to reduce the costs of reaching Asians in states where the group's market share is slim.

In 2012, California stands out as the nation's only state-level minority racial market that exceeds \$100 billion (\$237 billion), and it alone accounts for 33 percent of the nation's Asian consumer market. The only state-level minority market that is larger is the Hispanic market in California, and it is defined based on ethnicity rather than race. Despite the geographic focus of this consumer market, Asian buying power is attaining critical mass in more states. In 2000, only six states

The Multicultural Dollar

Where Asians Spend More

- food
- housing
- clothing
- education
- personal insurance

Where Asians Spend Less

- utilities
- used vehicles
- alcohol and tobacco
- health care
- entertainment

the minuscule 260,000 jobs gains realized by whites (a much larger racial group). But, even though the number of jobs held by Asians is up considerably from where it was at the beginning of the decade, the Great Recession took its toll. From the peak in November 2007 (when Asians held 6,960,000 jobs) through January 2012 (when Asians held 6,431,000 jobs) the number of employed Asians dropped by 529,000. In January 2012, the employment-to-population ratio for Asians stood at 59.7 percent—it was 63 percent in January 2000. Meanwhile, the number of unemployed Asians has more than doubled: 6.7 percent of Asians were jobless in January 2012 compared to 3.2 percent in 2007. Nonetheless, in terms of jobs, Asians as a group are still well ahead of where they were at the beginning of the millennium.

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 2012, the Asian population will be 17.2 million, or 55.2 percent higher than its 2000

had over \$10 billion in Asian buying power. In 2012, fourteen states have reached this mark, and by 2017, twenty states will have done so.

Ranked by the rate of growth of Asian buying power over 2000-2012, the top ten states are Wyoming (363 percent), Arkansas (292 percent), Nevada (287 percent), Arizona (283 percent), the District of Columbia (277 percent), South Dakota (265 percent), Virginia (239 percent), Texas (220 percent), Georgia (213 percent), and North Carolina (212 percent). Texas (ranks 3) and Virginia (ranks 8) are the only two of these states that are among the nation's ten largest Asian consumer markets. Georgia (ranks 13), Nevada (at 16), Arizona (at 17), and North Carolina (ranks 18) are among the nation's rapidly emerging Asian markets, however.

Nationally, Asian consumers' share of the nation's total buying power will increase from 2.7 percent in 1990, to 3.7 percent in 2000, to 5.5 percent in 2010, to 5.9 percent in 2012, and to 6.8 percent in 2017. In order, the ten states with the largest shares of total buying power that is Asian in 2012 are Hawaii, where Asians account for 48.3 percent of the state's buying power, California (15.2 percent), New Jersey (10.3 percent), Nevada (9.5 percent), Washington (8.5 percent), New York (7.2 percent), Virginia (6.8 percent), Maryland (6.4 percent), Massachusetts (5.6 percent), and Illinois (5.4 percent). Except for Hawaii and Montana, where Asians' market shares dropped by 2.2 percent and 0.1 percent, respectively, the share of buying power controlled by Asian consumers rose in every state from 2000 to 2012. The 5.2 percent gain in Asians' share of California's consumer market (10 percent in 2000 to 15.2 percent in 2012) will be the largest share increase in the nation, followed by the 5 percent increase in market share in Nevada (4.5 percent to 9.5 percent). Asians' share of New Jersey's total buying power rose by 4.4 percent, from 5.9 percent in 2000 to 10.3 percent in 2012. Also noteworthy are the 3.4 percent increase in share estimated for Washington (5.1 percent to 8.5 percent) and the 3.1 percent gain in share estimated for Virginia (3.6 percent to 6.8 percent).

The *2010 Consumer Expenditure Survey* indicates that Asian households spent 21 percent more than the average U.S. household, reflecting their higher median household incomes. Asian households spent dramatically more than the average U.S. household on restaurants, housing, clothing, shoes, public transportation, education, and pensions and Social Security. Asians also spent more than the average household on groceries, furniture, new vehicles, and fees and admissions. Asian households spent less than average on alcoholic beverages, electricity, telephone services, housekeeping supplies, used vehicles, health care, TVs, pets, toys, tobacco products, and cash contributions.

The same survey indicates that there are 2.7 persons per Asian household compared to 2.5 persons for the average household. Asians have only 1.6 vehicles per household compared to 1.9 vehicles for the average household.

■ 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 \$1.2 trillion in spending power in 2012. One out of every six people 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.

Over the 28-year period, 1990-2017, the nation's Hispanic buying power will grow dramatically. In sheer dollar power, Hispanics' economic clout rose from \$210 billion in 1990, to \$488 billion in 2000, to \$1trillion in 2010, to \$1.2 trillion in 2012, and to \$1.7 trillion in 2017. The 2012 value will exceed the 2000 value by 142 percent--a gain that is far greater than either the 61 percent increase in non-Hispanic buying power or the 66 percent increase in the buying power of all consumers. U.S. Hispanic buying power will grow faster than African-American buying power (73 percent), but more slowly than both Native American buying power (156 percent), and Asian buying power (164 percent). In 2012, Hispanics account for 9.7 percent of all U.S. buying power, up from 9.1 percent in 2010, from 6.7 percent

The Multicultural Dollar

Where Hispanics Spend More

groceries
phone services
apparel
footware

Where Hispanics Spend Less

alcohol and tobacco
health care
entertainment
new vehicles
personal insurance

in 2000, and from 5 percent in 1990. In 2017, Hispanics will account for 11.1 percent of total U.S. buying power.

Of the myriad forces supporting this substantial and continued growth, by far 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 2000 and 2012, the Hispanic population increased by 55.2 percent compared to 6.1 percent for the non-Hispanic population and the 12.2 percent gain for the total population.

The relatively young Hispanic population, with proportionally more of them either entering the workforce for the first time or advanc-



ing 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 *2010 Current Population Survey*, 34.9 percent of the Hispanic population is under age 18 compared to 20.8 percent of the non-Hispanic population. Also, in 2010, only 5.8 percent of Hispanics were over 65, compared to 15.6 percent of the non-Hispanic population.

The increasing number of Hispanic business owners is another potent force powering this consumer market. Estimates from the *2007 Survey of Business Owners* show that the number of Hispanic-owned firms increased by 44 percent from 2002 to 2007, which is more than double the 15 percent increase in the number of non-Hispanic firms. Compared to the 1997-2002 period, the overall rate of growth in the number of Hispanic-owned firms accelerated—as it did for all U.S. firms. Between 2002 and 2007, the receipts of Hispanic-owned firms grew by 56 percent compared to the 24 percent increase in the receipts of non-Hispanic firms.

Increases in entrepreneurial activity and the rising level of educational attainment illustrate Hispanics' upward mobility. The *2010 Current Population Survey* shows that 62.9 percent of Hispanics over 25 were high school graduates (up from 57 percent in 2000 and 50.8 percent in 1990). The proportion with a bachelor's degree or above increased from 9.2 percent in 1990 to 10.6 percent in 2000 to 13.9 percent in 2010. 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.

As is the case for Asians, despite the recession's severity, employment gains can still be cited as one of the key forces supporting the growth of Hispanic buying power. From January 2000 through January 2012, the number of jobs held by Hispanics increased by an impressive 5,780,000 jobs, or 38 percent. But, even though the number of jobs held by Hispanics is up considerably from where it stood at the beginning of the decade, the recession hurt. For example, from its peak in November 2007 (when Hispanics held 20,701,000 jobs) to its trough in January 2010 (when Hispanics held 19,373,000 jobs) the number of employed Hispanics dropped by 1,328,000. That signifies the loss of one out of every four of the jobs (held by Hispanics) created between 2000 and November 2007. The heavy concentration of Hispanics in the construction and hospitality industries undoubtedly accounts for many of those lost jobs. Nonetheless, in terms of the overall job count, Hispanics are still well ahead of where they were at the start of the twenty-first century.

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. Three out of every five Hispanics living in the U.S. are born here, and among the foreign born the majority are of Mexican origin, which suggests that many Hispanics share similar backgrounds and cultures. Nonetheless, spending patterns differ significantly based on country

of origin, and the composition of the nation's Hispanic population is changing.

Hispanics will comprise 17.3 percent of the country's population in 2012, and will have disposable income of \$1.2 trillion. In 2012, the ten states with the largest Hispanic markets, in order, are California (\$310 billion), Texas (\$216 billion), Florida (\$122 billion), New York (\$85 billion), Illinois (\$46 billion), New Jersey (\$44 billion), Arizona (\$40 billion), New Mexico (\$24 billion), Colorado (\$22 billion), and Virginia (\$20 billion).

Hispanics and their buying power are much more geographically concentrated than non-Hispanics. California alone accounts for 26 percent of Hispanic buying power. In 2012, the five states and the ten states with the largest Hispanic markets account for 66 percent and 79 percent of Hispanic buying power, respectively. In contrast, the five states with the largest non-Hispanic markets account for only 35 percent of total buying power and the ten largest non-Hispanic markets account for only 53 percent of total buying power.

The top ten states, as ranked by the rate of growth of Hispanic buying power between 2000 and 2012, are Arkansas (258 percent), Vermont (254 percent), Virginia (240 percent), South Dakota (240 percent), Maryland (238 percent), Oklahoma (237 percent), Tennessee (236 percent), South Carolina (234 percent), Alabama (227 percent), and West Virginia (221 percent). Only Virginia (ranks 10) and Maryland (ranks 17) are among the nation's 25 largest Hispanic consumer markets in 2012, however.

The share of buying power controlled by Hispanic consumers will rise from 5 percent in 1990 to 6.7 percent in 2000, to 9.1 percent in 2010, to 9.7 percent in 2012, and to 11.1 percent in 2017. Their share will rise in every state. In 2012, the ten states with the largest Hispanic market shares will be New Mexico (33.9 percent), Texas (21.9 percent), California (19.9 percent), Arizona (17.6 percent), Florida (16.7 percent), Nevada (16.4 percent), Colorado (10.3 percent), New Jersey (10.2 percent), New York (9.7 percent), and Illinois (8.7 percent).

New Mexico's 6.9 percentage point shift in Hispanic market share, from 27 percent in 2000 to 33.9 percent in 2012, is the nation's largest. Nevada will see its Hispanic market share climb from 10.6 percent to 16.4 percent, a gain of 5.8 percentage points. Texas' Hispanic population will claim 21.9 percent of that state's buying power, a 5.5 percent advance over their 16.4 percent share in 2000. Arizona's Hispanics will claim 17.6 percent of that state's buying power in 2012, up 5.2 percentage points from their 12.4 percent share in 2000. Hispanics' share of California's consumer market will also rise by 5.2 percent, from 14.8 percent to 19.9 percent, which is remarkable for a state with such a large, established market. Hispanics' share of Florida's market will rise by 5.1 percent (from 11.6 percent in 2000 to 16.7 percent in 2012).

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 *2010 Consumer Expenditure Survey* indicates that Hispanic households spent in total only about 85 percent as much as the average non-Hispanic household.

Despite markedly lower average income levels, Hispanic households spent more on groceries, phone services, apparel, footwear, and

gasoline and motor oil. Also, Hispanics spent a higher proportion of their money on housing, utilities, and eating out. Hispanics spent about the same proportion of their total outlays as non-Hispanics on alcoholic beverages, housekeeping supplies, household textiles, floor coverings, furniture, appliances, used cars, car insurance, public transportation, and personal care products.

Hispanics spent substantially smaller proportions of total outlays (and substantially less money) on new cars, health care, tobacco products, entertainment, cash contributions, and personal insurance and pensions. The same survey found that Hispanic households are substantially larger than non-Hispanic households (3.3 persons per household versus 2.4 persons for non-Hispanics), and have nearly twice as many children under 18. On average, there are 1.6 vehicles per Hispanic household compared to two vehicles per non-Hispanic household. ■

METHODOLOGY

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

The Selig Center's estimates of disposable personal income (the total buying power of all groups, regardless of race or ethnicity) are reported in Table 5. Total buying power for 1990, 2000, and 2010 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 in September 2011. Based on the data provided by the Commerce Department, the Selig Center prepared projections of total buying power for 2012-2017.

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 2010, 90.3 percent of disposable personal income was used to purchase goods and services (personal consumption expenditures); the remaining 9.7 percent represents personal savings, non-mortgage interest paid by persons, or personal transfer payments to either government or to persons living abroad.

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 2000 and 2010, the Selig Center relied upon the population distributions provided by the U.S. Census Bureau's intercensal estimates of the resident population by race, sex, and Hispanic origin for the states and the United States. For 1990, the Selig Center used the U. S. Census Bureau's time series of intercensal population estimates that were revised in August 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. Because there are differences between the data series, there is a series break, which limits the comparability of the race-based estimates for 1990 to those for 2000 and 2010. The main difference is that the multiracial category first appears in 2000. There is no corresponding series break for Hispanics, however. Based on trends in the historical data, the Selig Center prepared independent population projections for 2012-2017.

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*. For more recent years, the Selig Center relied on data obtained from the Census Bureau's *2007-2009 American Community Survey* 3-year estimates.

The 2010 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 September 27, 2011. 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, 2010, 2012, and 2017**

	Buying Power (billions of dollars)				
	1990	2000	2010	2012	2017
Total	4,239.9	7,323.7	11,164.4	12,190.5	15,084.4
White	3,788.7	6,352.8	9,389.7	10,176.7	12,361.1
Black	316.3	599.8	946.6	1,037.7	1,306.6
American Indian	19.6	40.1	87.3	102.6	147.7
Asian	115.4	272.5	609.2	718.4	1,022.7
Multiracial	NA	58.6	131.6	155.1	246.3

	Percentage Change in Buying Power			
	1990-2000	2000-2010	2010-2012	2012-2017
Total	72.7	52.4	9.2	23.7
White	67.7	47.8	8.4	21.5
Black	89.6	57.8	9.6	25.9
American Indian	105.2	117.6	17.5	43.9
Asian	136.2	123.6	17.9	42.4
Multiracial	NA	124.7	17.8	58.9

	Market Share (percent)				
	1990	2000	2010	2012	2017
Total	100.0	100.0	100.0	100.0	100.0
White	89.4	86.7	84.1	83.5	81.9
Black	7.5	8.2	8.5	8.5	8.7
American Indian	0.5	0.5	0.8	0.8	1.0
Asian	2.7	3.7	5.5	5.9	6.8
Multiracial	NA	0.8	1.2	1.3	1.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 2

**U.S. Population Statistics by Race,
1990, 2000, 2010, 2012, and 2017**

	Population				
	1990	2000	2010	2012	2017
Total	249,622,814	281,424,600	309,349,689	315,884,065	333,978,405
White	209,366,661	228,106,498	242,295,420	245,357,790	253,368,779
Black	30,648,345	35,704,871	40,357,516	41,411,565	44,256,415
American Indian	2,058,726	2,663,851	3,753,858	4,035,205	4,861,252
Asian	7,549,082	11,051,658	15,916,664	17,157,449	20,765,109
Multiracial	NA	3,897,722	7,026,231	7,922,056	10,726,849

	Percentage Change in Population			
	1990-2000	2000-2010	2010-2012	2012-2017
Total	12.7	9.9	2.1	5.7
White	9.0	6.2	1.3	3.3
Black	16.5	13.0	2.6	6.9
American Indian	29.4	40.9	7.5	20.5
Asian	46.4	44.0	7.8	21.0
Multiracial	NA	80.3	12.7	35.4

	Share of Population (percent)				
	1990	2000	2010	2012	2017
Total	100.0	100.0	100.0	100.0	100.0
White	83.9	81.1	78.3	77.7	75.9
Black	12.3	12.7	13.0	13.1	13.3
American Indian	0.8	0.9	1.2	1.3	1.5
Asian	3.0	3.9	5.1	5.4	6.2
Multiracial	NA	1.4	2.3	2.5	3.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 3**U.S. Hispanic Market Statistics,
1990, 2000, 2010, 2012, and 2017**

	Buying Power (billions of dollars)				
	1990	2000	2010	2012	2017
Total	4,240.0	7,324.0	11,164.0	12,191.0	15,084.4
Hispanic	210.0	488.0	1,014.0	1,179.0	1,676.5
Non-Hispanic	4,030.0	6,836.0	10,150.0	11,012.0	13,407.9

	Percentage Change in Buying Power			
	1990-2000	2000-2010	2010-2012	2012-2017
Total	72.7	52.4	9.2	23.7
Hispanic	132.2	107.9	16.2	42.2
Non-Hispanic	69.6	48.5	8.5	21.8

	Market Share (percent)				
	1990	2000	2010	2012	2017
Total	100.0	100.0	100.0	100.0	100.0
Hispanic	5.0	6.7	9.1	9.7	11.1
Non-Hispanic	95.0	93.3	90.9	90.3	88.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 4

**U.S. Hispanic Population Statistics,
1990, 2000, 2010, 2012, and 2017**

	Population				
	1990	2000	2010	2012	2017
Total	249,622,814	281,424,600	309,349,689	315,884,065	333,978,405
Hispanic	22,572,838	35,306,376	50,810,213	54,799,929	66,497,599
Non-Hispanic	227,049,976	246,118,224	258,539,476	261,084,136	267,480,807
	Percentage Change in Population				
	1990-2000	2000-2010	2010-2012	2012-2017	
Total	12.7	9.9	2.1	5.7	
Hispanic	56.4	43.9	7.9	21.3	
Non-Hispanic	8.4	5.0	1.0	2.5	
	Share of Population (percent)				
	1990	2000	2010	2012	2017
Total	100.0	100.0	100.0	100.0	100.0
Hispanic	9.0	12.5	16.4	17.3	19.9
Non-Hispanic	91.0	87.5	83.6	82.7	80.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 5

**Total Buying Power by Place of Residence
for U.S. and the States, 1990, 2000, 2010, 2012, and 2017
(millions of dollars)**

Area	1990	2000	2010	2012	2017
United States	4,239,944	7,323,689	11,164,436	12,190,522	15,084,436
Alabama	56,468	95,077	147,942	160,219	199,858
Alaska	11,031	17,006	28,965	31,565	41,195
Arizona	55,013	118,518	204,985	226,424	297,778
Arkansas	30,467	53,656	87,866	96,011	122,864
California	557,669	940,429	1,417,347	1,558,972	1,913,874
Colorado	56,239	124,896	192,579	211,434	262,546
Connecticut	75,107	115,443	169,747	184,357	223,551
Delaware	12,227	20,782	31,896	34,891	43,226
District of Columbia	13,559	19,130	37,543	42,108	58,989
Florida	226,750	407,471	665,096	727,626	929,612
Georgia	100,453	202,509	308,236	335,879	414,383
Hawaii	21,046	30,889	51,846	56,684	73,437
Idaho	14,040	28,037	46,413	51,398	66,129
Illinois	208,224	346,727	488,005	530,858	629,791
Indiana	85,206	146,099	200,956	217,118	254,638
Iowa	42,634	70,675	106,188	117,461	143,978
Kansas	39,506	66,892	101,246	111,606	137,306
Kentucky	50,034	87,964	128,223	138,206	166,862
Louisiana	57,781	94,174	155,529	170,581	219,215
Maine	18,749	29,666	44,501	47,648	58,358
Maryland	93,211	155,236	251,680	275,020	350,182
Massachusetts	117,737	195,890	295,164	320,185	393,031
Michigan	152,408	251,724	313,679	337,700	376,975
Minnesota	75,168	137,065	203,836	224,028	273,199
Mississippi	30,788	55,516	86,159	93,017	115,878
Missouri	79,456	136,426	202,521	218,069	265,693
Montana	10,957	18,771	31,746	34,985	45,497
Nebraska	25,300	42,953	66,497	73,616	91,596
Nevada	21,438	54,253	91,762	99,607	129,543
New Hampshire	20,041	36,312	52,597	56,567	68,081
New Jersey	164,288	272,596	399,774	428,049	518,370
New Mexico	20,256	36,781	63,419	69,697	91,520
New York	367,093	543,786	811,077	874,759	1,068,330
North Carolina	100,924	195,950	304,257	329,023	409,991
North Dakota	9,170	14,825	26,508	31,635	42,302
Ohio	177,528	281,335	378,758	406,647	471,831
Oklahoma	44,618	75,031	122,301	136,447	174,204
Oregon	44,932	84,180	125,912	136,961	167,504
Pennsylvania	203,445	319,410	464,293	501,788	604,981
Rhode Island	17,558	26,625	40,238	43,371	53,318
South Carolina	49,172	89,183	138,848	151,063	188,490
South Dakota	10,265	18,047	30,167	33,634	43,485
Tennessee	73,436	136,938	207,981	226,196	278,763
Texas	263,742	527,136	879,604	986,064	1,273,759
Utah	22,733	48,150	82,382	91,134	119,206
Vermont	8,769	14,957	22,970	24,819	30,757
Virginia	110,256	190,258	316,782	347,254	448,080
Washington	85,552	165,225	264,753	289,513	366,482
West Virginia	23,138	35,805	54,346	58,664	72,273
Wisconsin	77,078	134,775	196,083	213,871	257,968
Wyoming	7,284	12,512	23,236	26,094	35,559

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 6

**White Buying Power by Place of Residence
for U.S. and the States, 1990, 2000, 2010, 2012, and 2017
(millions of dollars)**

Area	1990	2000	2010	2012	2017
United States	3,788,694	6,352,764	9,389,733	10,176,748	12,361,126
Alabama	47,872	77,543	118,452	127,741	157,622
Alaska	9,501	13,978	23,169	25,079	32,081
Arizona	51,950	109,866	182,918	200,061	257,305
Arkansas	27,514	47,294	76,447	83,253	105,483
California	482,829	782,563	1,103,275	1,193,906	1,427,385
Colorado	53,523	116,867	177,339	193,923	238,101
Connecticut	70,272	105,388	150,379	162,099	192,449
Delaware	10,738	17,276	25,263	27,312	32,707
District of Columbia	7,673	11,510	24,822	28,235	41,009
Florida	207,843	361,254	571,820	621,030	780,557
Georgia	83,071	157,335	226,881	244,092	291,771
Hawaii	8,408	10,762	17,192	18,588	23,987
Idaho	13,774	27,179	44,757	49,507	63,263
Illinois	184,866	299,269	414,253	448,662	525,108
Indiana	79,904	134,413	182,443	196,445	227,289
Iowa	41,841	68,467	101,684	112,163	136,127
Kansas	37,409	62,220	92,572	101,597	123,535
Kentucky	47,278	81,733	117,880	126,735	151,532
Louisiana	47,515	73,645	120,271	131,573	168,064
Maine	18,553	29,117	43,471	46,494	56,552
Maryland	74,202	115,267	175,380	188,823	231,670
Massachusetts	111,490	180,623	263,829	283,983	341,192
Michigan	136,044	218,531	270,894	291,134	321,925
Minnesota	72,993	129,734	188,230	205,570	246,254
Mississippi	24,611	41,942	64,335	69,280	85,399
Missouri	72,929	122,578	180,451	193,857	233,746
Montana	10,579	17,881	30,139	33,180	42,926
Nebraska	24,492	40,945	62,734	69,272	85,316
Nevada	19,770	47,855	75,501	80,453	99,863
New Hampshire	19,762	35,422	50,575	54,184	64,438
New Jersey	144,582	229,991	320,284	338,495	397,264
New Mexico	18,970	33,631	56,310	61,451	79,853
New York	315,131	450,714	653,711	700,181	838,248
North Carolina	85,681	162,509	247,025	265,726	326,010
North Dakota	8,937	14,236	25,253	30,083	39,806
Ohio	163,096	252,945	336,773	360,572	413,501
Oklahoma	39,888	64,184	102,036	113,162	142,146
Oregon	43,159	78,927	115,748	125,312	151,255
Pennsylvania	188,719	290,535	413,881	444,983	527,053
Rhode Island	16,857	25,055	36,877	39,490	47,768
South Carolina	40,293	71,075	110,218	119,753	148,971
South Dakota	9,920	17,193	28,336	31,484	40,263
Tennessee	65,659	118,923	178,250	193,211	235,494
Texas	239,364	464,307	749,217	832,981	1,056,299
Utah	22,118	46,182	78,242	86,349	112,032
Vermont	8,700	14,688	22,410	24,175	29,767
Virginia	94,891	156,690	251,431	273,015	343,698
Washington	79,820	148,651	228,854	247,763	306,300
West Virginia	22,409	34,373	51,955	56,027	68,645
Wisconsin	74,152	127,391	183,381	199,487	238,475
Wyoming	7,148	12,108	22,188	24,822	33,624

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 7

**Black Buying Power by Place of Residence
for U.S. and the States, 1990, 2000, 2010, 2012, and 2017
(millions of dollars)**

Area	1990	2000	2010	2012	2017
United States	316,327	599,750	946,559	1,037,732	1,306,642
Alabama	8,139	15,846	25,599	27,918	35,038
Alaska	330	499	762	812	1,031
Arizona	1,191	2,868	6,868	8,078	12,236
Arkansas	2,673	5,244	8,720	9,551	12,148
California	28,111	44,939	69,544	76,673	91,484
Colorado	1,636	3,528	5,219	5,679	7,274
Connecticut	3,669	6,362	10,578	11,756	15,083
Delaware	1,280	2,786	4,792	5,351	6,993
District of Columbia	5,636	6,883	10,362	10,969	13,310
Florida	16,069	35,605	66,329	74,423	98,806
Georgia	16,102	39,268	66,129	73,388	93,629
Hawaii	358	527	849	920	1,109
Idaho	35	96	182	207	330
Illinois	17,943	32,505	43,373	46,632	54,334
Indiana	4,465	8,995	12,574	13,619	16,735
Iowa	466	951	1,880	2,196	3,181
Kansas	1,460	2,647	4,040	4,456	5,590
Kentucky	2,414	4,727	7,191	7,814	9,758
Louisiana	9,621	18,431	30,585	33,566	42,927
Maine	60	120	231	261	470
Maryland	16,266	32,379	57,197	63,447	83,148
Massachusetts	3,974	7,499	13,132	14,657	19,787
Michigan	13,899	25,146	28,717	30,361	33,878
Minnesota	998	2,903	5,552	6,408	9,444
Mississippi	5,988	12,747	20,145	21,824	27,573
Missouri	5,664	10,742	15,290	16,315	20,195
Montana	21	49	62	65	98
Nebraska	583	1,136	1,796	1,995	2,671
Nevada	878	2,746	5,648	6,346	9,046
New Hampshire	103	204	367	411	614
New Jersey	13,859	24,419	37,153	39,967	48,422
New Mexico	305	609	1,173	1,317	1,836
New York	38,918	60,449	88,439	94,890	115,313
North Carolina	13,770	28,029	44,378	48,129	60,157
North Dakota	34	64	142	176	324
Ohio	12,326	22,261	29,865	32,024	38,420
Oklahoma	2,080	3,962	5,976	6,558	8,354
Oregon	458	989	1,632	1,809	2,363
Pennsylvania	12,274	21,429	32,226	35,026	44,312
Rhode Island	451	863	1,743	1,988	2,741
South Carolina	8,471	16,495	24,823	26,809	32,495
South Dakota	34	82	200	240	437
Tennessee	7,184	15,359	23,390	25,434	31,668
Texas	18,938	41,936	75,422	85,694	112,414
Utah	122	352	516	553	862
Vermont	19	49	125	149	256
Virginia	12,556	24,586	41,060	44,943	57,524
Washington	1,874	4,149	6,727	7,359	9,821
West Virginia	513	850	1,254	1,346	1,723
Wisconsin	2,066	4,361	6,464	7,073	9,062
Wyoming	40	82	137	150	218

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 8

**American Indian Buying Power by Place of Residence
for U.S. and the States, 1990, 2000, 2010, 2012, and 2017
(millions of dollars)**

Area	1990	2000	2010	2012	2017
United States	19,557	40,135	87,343	102,594	147,678
Alabama	166	382	809	932	1,344
Alaska	904	1,498	2,556	2,783	3,551
Arizona	1,128	2,523	5,276	6,040	7,957
Arkansas	132	307	564	631	925
California	3,533	6,708	17,000	20,686	30,029
Colorado	317	897	1,901	2,222	3,212
Connecticut	105	223	479	560	828
Delaware	33	55	129	153	250
District of Columbia	26	54	209	266	442
Florida	484	1,151	2,607	3,041	4,399
Georgia	169	480	1,302	1,589	2,570
Hawaii	80	88	186	212	301
Idaho	119	247	468	533	738
Illinois	311	702	2,060	2,593	4,298
Indiana	141	321	583	665	917
Iowa	58	144	220	244	351
Kansas	234	427	768	876	1,181
Kentucky	49	152	274	308	418
Louisiana	168	420	910	1,054	1,515
Maine	55	107	168	182	241
Maryland	202	421	1,050	1,248	2,067
Massachusetts	161	322	799	956	1,515
Michigan	616	1,085	1,711	1,929	2,303
Minnesota	409	862	1,322	1,460	1,887
Mississippi	58	172	371	428	623
Missouri	232	459	837	939	1,206
Montana	317	601	999	1,096	1,448
Nebraska	86	185	421	503	743
Nevada	237	516	1,099	1,244	1,702
New Hampshire	28	65	134	155	192
New Jersey	251	508	1,211	1,425	2,423
New Mexico	798	1,696	3,799	4,395	5,859
New York	804	1,556	4,762	5,923	9,628
North Carolina	769	1,611	2,862	3,176	4,368
North Dakota	159	341	661	801	1,137
Ohio	246	459	800	904	1,124
Oklahoma	2,225	3,936	7,846	9,104	12,341
Oregon	418	719	1,154	1,273	1,746
Pennsylvania	190	372	935	1,125	1,895
Rhode Island	43	71	154	178	272
South Carolina	99	262	678	815	1,236
South Dakota	282	579	1,115	1,277	1,722
Tennessee	122	361	750	869	1,302
Texas	878	2,635	6,735	8,210	12,981
Utah	156	375	766	878	1,183
Vermont	15	42	75	84	98
Virginia	232	492	1,014	1,158	1,894
Washington	897	1,574	2,987	3,372	4,499
West Virginia	16	64	112	124	157
Wisconsin	333	762	1,251	1,397	1,832
Wyoming	68	147	463	578	828

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 9

**Asian Buying Power by Place of Residence
for U.S. and the States, 1990, 2000, 2010, 2012, and 2017
(millions of dollars)**

Area	1990	2000	2010	2012	2017
United States	115,366	272,477	609,224	718,387	1,022,665
Alabama	291	792	1,971	2,344	3,785
Alaska	296	565	1,432	1,688	2,627
Arizona	743	2,432	7,526	9,318	15,209
Arkansas	148	428	1,346	1,675	2,859
California	43,196	94,272	201,296	236,690	317,981
Colorado	763	2,524	5,600	6,608	9,230
Connecticut	1,061	2,809	6,940	8,350	12,662
Delaware	176	541	1,364	1,644	2,528
District of Columbia	225	496	1,528	1,867	2,833
Florida	2,355	6,863	17,754	21,273	32,776
Georgia	1,112	4,268	11,033	13,339	20,452
Hawaii	12,199	15,595	25,244	27,366	34,704
Idaho	112	311	563	634	955
Illinois	5,103	12,427	24,681	28,732	39,402
Indiana	696	1,645	3,870	4,652	6,953
Iowa	269	865	1,845	2,188	3,190
Kansas	404	1,090	2,607	3,146	4,540
Kentucky	292	916	2,105	2,484	3,740
Louisiana	478	1,170	2,704	3,171	4,615
Maine	81	169	342	389	564
Maryland	2,542	5,970	14,779	17,539	26,398
Massachusetts	2,113	6,282	15,011	17,830	26,108
Michigan	1,849	5,138	9,451	10,991	14,269
Minnesota	769	2,759	6,909	8,416	12,148
Mississippi	130	425	864	985	1,439
Missouri	631	1,704	4,162	4,947	7,423
Montana	40	88	135	146	211
Nebraska	138	491	1,063	1,258	1,865
Nevada	553	2,435	7,702	9,432	15,435
New Hampshire	148	441	1,139	1,374	2,127
New Jersey	5,596	16,059	37,553	44,024	63,775
New Mexico	183	528	1,258	1,474	2,211
New York	12,241	27,006	55,204	63,328	88,847
North Carolina	704	2,864	7,459	8,936	13,908
North Dakota	40	112	266	337	606
Ohio	1,860	4,039	8,315	9,713	13,534
Oklahoma	425	967	2,407	2,921	4,295
Oregon	898	2,522	5,219	6,053	8,357
Pennsylvania	2,262	5,723	14,105	16,922	25,342
Rhode Island	206	453	982	1,136	1,571
South Carolina	309	950	2,277	2,699	4,046
South Dakota	29	93	272	339	560
Tennessee	471	1,530	3,936	4,753	7,100
Texas	4,562	15,244	39,837	48,775	74,685
Utah	338	926	2,095	2,450	3,583
Vermont	35	88	180	206	309
Virginia	2,577	6,935	19,351	23,472	36,853
Washington	2,960	8,463	20,771	24,685	35,947
West Virginia	200	336	644	728	1,014
Wisconsin	527	1,650	3,840	4,598	6,509
Wyoming	29	79	285	365	588

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 10

**Multiracial Buying Power by Place of Residence
for U.S. and the States, 2000, 2010, 2012, and 2017
(millions of dollars)**

Area	2000	2010	2012	2017
United States	58,563	131,576	155,060	246,325
Alabama	513	1,110	1,284	2,070
Alaska	464	1,045	1,203	1,906
Arizona	829	2,396	2,927	5,072
Arkansas	383	788	901	1,448
California	11,946	26,231	31,016	46,995
Colorado	1,080	2,520	3,004	4,729
Connecticut	663	1,371	1,592	2,529
Delaware	124	349	430	748
District of Columbia	187	622	771	1,396
Florida	2,598	6,586	7,859	13,074
Georgia	1,158	2,890	3,470	5,961
Hawaii	3,917	8,375	9,599	13,336
Idaho	204	443	517	844
Illinois	1,824	3,638	4,239	6,648
Indiana	726	1,485	1,736	2,744
Iowa	249	559	669	1,128
Kansas	507	1,259	1,531	2,461
Kentucky	437	773	865	1,413
Louisiana	507	1,058	1,216	2,094
Maine	153	288	323	530
Maryland	1,199	3,274	3,963	6,899
Massachusetts	1,164	2,394	2,759	4,429
Michigan	1,825	2,907	3,284	4,600
Minnesota	806	1,822	2,175	3,467
Mississippi	231	444	500	843
Missouri	943	1,781	2,011	3,124
Montana	152	411	497	814
Nebraska	195	484	588	1,001
Nevada	701	1,813	2,132	3,496
New Hampshire	180	382	444	710
New Jersey	1,619	3,572	4,139	6,487
New Mexico	318	879	1,060	1,762
New York	4,061	8,960	10,437	16,294
North Carolina	936	2,533	3,057	5,547
North Dakota	73	186	239	427
Ohio	1,631	3,005	3,433	5,251
Oklahoma	1,982	4,035	4,702	7,068
Oregon	1,024	2,159	2,514	3,783
Pennsylvania	1,351	3,146	3,732	6,380
Rhode Island	184	482	580	965
South Carolina	401	853	987	1,741
South Dakota	100	245	294	503
Tennessee	765	1,655	1,930	3,199
Texas	3,015	8,392	10,406	17,381
Utah	316	764	905	1,546
Vermont	89	180	206	327
Virginia	1,555	3,925	4,666	8,111
Washington	2,387	5,415	6,335	9,915
West Virginia	182	381	439	735
Wisconsin	610	1,147	1,316	2,091
Wyoming	96	163	179	302

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 11

**Hispanic Buying Power by Place of Residence
for U.S. and the States, 1990, 2000, 2010, 2012, and 2017
(millions of dollars)**

Area	1990	2000	2010	2012	2017
United States	210,101	487,890	1,014,434	1,178,800	1,676,477
Alabama	276	1,069	2,893	3,498	6,603
Alaska	230	459	1,123	1,314	2,001
Arizona	5,387	14,692	34,085	39,837	56,699
Arkansas	164	962	2,807	3,441	6,178
California	68,525	138,770	269,166	310,469	410,511
Colorado	3,936	10,983	19,368	21,825	29,896
Connecticut	2,312	4,838	11,287	13,424	19,485
Delaware	182	530	1,298	1,556	2,528
District of Columbia	472	883	2,193	2,566	3,654
Florida	19,746	47,265	104,808	121,767	180,618
Georgia	1,325	6,199	13,678	16,022	25,526
Hawaii	950	1,335	3,111	3,627	5,215
Idaho	394	1,105	2,860	3,463	5,348
Illinois	8,830	22,360	40,381	46,125	61,961
Indiana	1,045	3,197	6,718	7,894	12,114
Iowa	310	1,084	2,764	3,397	5,560
Kansas	876	2,494	5,609	6,686	10,114
Kentucky	228	844	2,146	2,584	4,497
Louisiana	1,195	1,992	5,039	6,017	10,294
Maine	77	160	321	363	592
Maryland	1,784	4,122	11,468	13,931	24,463
Massachusetts	2,533	5,950	13,117	15,331	22,512
Michigan	2,153	5,063	8,125	9,194	11,976
Minnesota	506	2,062	4,539	5,388	8,414
Mississippi	156	596	1,496	1,778	3,131
Missouri	726	1,862	4,189	4,898	7,744
Montana	85	225	515	603	947
Nebraska	337	1,266	3,026	3,652	5,890
Nevada	1,333	5,768	14,058	16,341	24,495
New Hampshire	145	362	840	992	1,554
New Jersey	8,935	19,134	38,418	43,684	60,839
New Mexico	4,933	9,931	20,722	23,631	32,605
New York	23,757	42,870	76,341	85,193	112,670
North Carolina	836	4,889	11,833	13,970	23,287
North Dakota	32	120	283	358	621
Ohio	1,550	3,430	7,061	8,249	12,184
Oklahoma	717	2,141	5,845	7,223	12,095
Oregon	917	3,183	7,163	8,448	12,530
Pennsylvania	2,110	5,334	13,407	16,148	25,936
Rhode Island	399	986	2,347	2,768	4,097
South Carolina	371	1,329	3,645	4,439	8,112
South Dakota	43	149	412	507	908
Tennessee	394	1,817	4,993	6,109	10,934
Texas	32,779	86,449	184,020	216,248	302,714
Utah	739	2,560	5,947	6,991	11,014
Vermont	46	104	301	369	590
Virginia	2,167	5,744	16,089	19,530	32,774
Washington	2,022	5,922	14,672	17,470	27,146
West Virginia	93	204	542	654	1,080
Wisconsin	778	2,585	6,034	7,230	11,245
Wyoming	263	512	1,331	1,597	2,577

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 12

**Non-Hispanic Buying Power by Place of Residence
for U.S. and the States, 1990, 2000, 2010, 2012, and 2017
(millions of dollars)**

Area	1990	2000	2010	2012	2017
United States	4,029,843	6,835,799	10,150,002	11,011,721	13,407,959
Alabama	56,192	94,008	145,050	156,721	193,256
Alaska	10,801	16,546	27,842	30,251	39,194
Arizona	49,626	103,825	170,900	186,587	241,079
Arkansas	30,303	52,693	85,059	92,570	116,685
California	489,144	801,659	1,148,181	1,248,503	1,503,363
Colorado	52,304	113,914	173,211	189,609	232,650
Connecticut	72,794	110,606	158,460	170,933	204,065
Delaware	12,046	20,252	30,598	33,336	40,698
District of Columbia	13,087	18,247	35,349	39,542	55,335
Florida	207,003	360,206	560,288	605,859	748,994
Georgia	99,128	196,310	294,557	319,856	388,857
Hawaii	20,095	29,554	48,735	53,057	68,223
Idaho	13,645	26,932	43,553	47,935	60,782
Illinois	199,394	324,367	447,623	484,733	567,830
Indiana	84,161	142,901	194,238	209,224	242,524
Iowa	42,323	69,592	103,424	114,063	138,418
Kansas	38,629	64,397	95,636	104,920	127,192
Kentucky	49,806	87,120	126,077	135,622	162,364
Louisiana	56,587	92,182	150,490	164,564	208,921
Maine	18,672	29,505	44,180	47,285	57,766
Maryland	91,427	151,113	240,212	261,089	325,718
Massachusetts	115,204	189,939	282,047	304,854	370,520
Michigan	150,255	246,661	305,555	328,506	364,999
Minnesota	74,662	135,003	199,297	218,640	264,785
Mississippi	30,632	54,920	84,663	91,239	112,747
Missouri	78,731	134,564	198,332	213,171	257,949
Montana	10,872	18,546	31,231	34,382	44,549
Nebraska	24,963	41,686	63,472	69,964	85,707
Nevada	20,104	48,484	77,704	83,266	105,047
New Hampshire	19,896	35,950	51,757	55,575	66,527
New Jersey	155,353	253,462	361,356	384,364	457,532
New Mexico	15,324	26,850	42,698	46,066	58,915
New York	343,336	500,916	734,736	789,566	955,660
North Carolina	100,087	191,062	292,424	315,053	386,703
North Dakota	9,138	14,706	26,225	31,278	41,680
Ohio	175,978	277,905	371,696	398,398	459,647
Oklahoma	43,901	72,890	116,456	129,224	162,109
Oregon	44,015	80,997	118,750	128,512	154,973
Pennsylvania	201,335	314,076	450,886	485,640	579,045
Rhode Island	17,159	25,640	37,890	40,604	49,221
South Carolina	48,800	87,853	135,202	146,624	180,377
South Dakota	10,221	17,898	29,755	33,126	42,577
Tennessee	73,042	135,121	202,989	220,087	267,829
Texas	230,963	440,687	695,584	769,817	971,046
Utah	21,994	45,591	76,435	84,143	108,193
Vermont	8,724	14,853	22,669	24,450	30,166
Virginia	108,089	184,514	300,692	327,724	415,306
Washington	83,529	159,303	250,082	272,044	339,336
West Virginia	23,046	35,602	53,805	58,010	71,193
Wisconsin	76,301	132,189	190,049	206,640	246,724
Wyoming	7,022	12,000	21,904	24,496	32,982

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 13

Percentage Change in Buying Power by Race, 1990-2000

Area	Total	White	Black	American Indian	Asian
United States	72.7	67.7	89.6	105.2	136.2
Alabama	68.4	62.0	94.7	130.0	171.8
Alaska	54.2	47.1	51.1	65.8	91.1
Arizona	115.4	111.5	140.8	123.6	227.2
Arkansas	76.1	71.9	96.2	133.3	188.5
California	68.6	62.1	59.9	89.9	118.2
Colorado	122.1	118.3	115.7	182.6	230.8
Connecticut	53.7	50.0	73.4	111.9	164.7
Delaware	70.0	60.9	117.6	66.4	206.6
District of Columbia	41.1	50.0	22.1	113.2	120.6
Florida	79.7	73.8	121.6	137.9	191.4
Georgia	101.6	89.4	143.9	184.8	283.9
Hawaii	46.8	28.0	47.0	10.1	27.8
Idaho	99.7	97.3	174.9	106.6	178.3
Illinois	66.5	61.9	81.2	125.5	143.5
Indiana	71.5	68.2	101.5	126.9	136.3
Iowa	65.8	63.6	104.1	147.4	222.1
Kansas	69.3	66.3	81.4	82.8	170.1
Kentucky	75.8	72.9	95.8	209.1	213.3
Louisiana	63.0	55.0	91.6	149.8	144.9
Maine	58.2	56.9	99.0	94.3	109.3
Maryland	66.5	55.3	99.1	108.4	134.8
Massachusetts	66.4	62.0	88.7	100.3	197.3
Michigan	65.2	60.6	80.9	76.0	177.8
Minnesota	82.3	77.7	191.0	111.0	258.7
Mississippi	80.3	70.4	112.9	194.8	226.8
Missouri	71.7	68.1	89.6	97.8	170.0
Montana	71.3	69.0	132.4	89.4	121.4
Nebraska	69.8	67.2	94.7	114.7	255.0
Nevada	153.1	142.1	212.9	117.6	340.3
New Hampshire	81.2	79.2	97.4	134.6	197.7
New Jersey	65.9	59.1	76.2	102.3	187.0
New Mexico	81.6	77.3	99.5	112.4	188.0
New York	48.1	43.0	55.3	93.6	120.6
North Carolina	94.2	89.7	103.6	109.7	306.9
North Dakota	61.7	59.3	87.0	114.5	181.5
Ohio	58.5	55.1	80.6	86.3	117.2
Oklahoma	68.2	60.9	90.5	76.9	127.6
Oregon	87.3	82.9	115.8	72.1	180.9
Pennsylvania	57.0	54.0	74.6	96.0	153.0
Rhode Island	51.6	48.6	91.3	66.1	119.1
South Carolina	81.4	76.4	94.7	165.6	207.2
South Dakota	75.8	73.3	137.8	105.5	224.3
Tennessee	86.5	81.1	113.8	196.9	225.1
Texas	99.9	94.0	121.4	200.0	234.2
Utah	111.8	108.8	189.5	140.1	173.9
Vermont	70.6	68.8	152.4	184.2	152.7
Virginia	72.6	65.1	95.8	111.6	169.0
Washington	93.1	86.2	121.4	75.5	185.9
West Virginia	54.7	53.4	65.7	297.7	68.1
Wisconsin	74.9	71.8	111.1	129.0	212.8
Wyoming	71.8	69.4	103.5	118.1	171.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 14

Percentage Change in Buying Power by Race, 2000-2010

Area	Total	White	Black	American Indian	Asian
United States	52.4	47.8	57.8	117.6	123.6
Alabama	55.6	52.8	61.6	111.9	148.9
Alaska	70.3	65.7	52.7	70.6	153.3
Arizona	73.0	66.5	139.5	109.1	209.5
Arkansas	63.8	61.6	66.3	84.0	214.7
California	50.7	41.0	54.8	153.4	113.5
Colorado	54.2	51.7	48.0	112.0	121.8
Connecticut	47.0	42.7	66.3	115.1	147.1
Delaware	53.5	46.2	72.0	134.1	152.0
District of Columbia	96.2	115.7	50.5	283.2	208.3
Florida	63.2	58.3	86.3	126.4	158.7
Georgia	52.2	44.2	68.4	171.2	158.5
Hawaii	67.8	59.7	61.2	109.9	61.9
Idaho	65.5	64.7	89.4	89.8	81.0
Illinois	40.7	38.4	33.4	193.5	98.6
Indiana	37.5	35.7	39.8	81.8	135.3
Iowa	50.2	48.5	97.8	52.9	113.2
Kansas	51.4	48.8	52.6	79.8	139.1
Kentucky	45.8	44.2	52.1	80.4	129.8
Louisiana	65.2	63.3	65.9	116.7	131.1
Maine	50.0	49.3	92.9	56.9	102.6
Maryland	62.1	52.2	76.6	149.4	147.6
Massachusetts	50.7	46.1	75.1	148.2	139.0
Michigan	24.6	24.0	14.2	57.7	83.9
Minnesota	48.7	45.1	91.2	53.3	150.4
Mississippi	55.2	53.4	58.0	116.3	103.3
Missouri	48.4	47.2	42.3	82.6	144.2
Montana	69.1	68.6	27.0	66.1	53.7
Nebraska	54.8	53.2	58.1	127.4	116.4
Nevada	69.1	57.8	105.7	113.0	216.3
New Hampshire	44.9	42.8	80.1	106.1	158.5
New Jersey	46.7	39.3	52.1	138.4	133.8
New Mexico	72.4	67.4	92.8	124.1	138.5
New York	49.2	45.0	46.3	206.1	104.4
North Carolina	55.3	52.0	58.3	77.6	160.4
North Dakota	78.8	77.4	120.2	93.8	138.6
Ohio	34.6	33.1	34.2	74.4	105.9
Oklahoma	63.0	59.0	50.8	99.3	148.9
Oregon	49.6	46.7	65.1	60.6	106.9
Pennsylvania	45.4	42.5	50.4	151.1	146.5
Rhode Island	51.1	47.2	101.9	116.6	116.9
South Carolina	55.7	55.1	50.5	158.5	139.7
South Dakota	67.2	64.8	144.8	92.3	193.1
Tennessee	51.9	49.9	52.3	108.0	157.2
Texas	66.9	61.4	79.9	155.6	161.3
Utah	71.1	69.4	46.5	104.5	126.3
Vermont	53.6	52.6	155.0	77.7	103.8
Virginia	66.5	60.5	67.0	106.3	179.1
Washington	60.2	54.0	62.2	89.7	145.4
West Virginia	51.8	51.2	47.5	75.1	91.8
Wisconsin	45.5	44.0	48.2	64.2	132.7
Wyoming	85.7	83.2	67.2	214.5	261.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 15

Percentage Change in Buying Power by Race, 2000-2012

Area	Total	White	Black	American Indian	Asian	Multiracial
United States	9.2	8.4	9.6	17.5	17.9	17.8
Alabama	8.3	7.8	9.1	15.1	18.9	15.6
Alaska	9.0	8.2	6.5	8.9	17.8	15.1
Arizona	10.5	9.4	17.6	14.5	23.8	22.1
Arkansas	9.3	8.9	9.5	11.8	24.4	14.3
California	10.0	8.2	10.3	21.7	17.6	18.2
Colorado	9.8	9.4	8.8	16.9	18.0	19.2
Connecticut	8.6	7.8	11.1	17.0	20.3	16.1
Delaware	9.4	8.1	11.7	18.8	20.5	23.3
District of Columbia	12.2	13.8	5.9	27.6	22.2	24.0
Florida	9.4	8.6	12.2	16.7	19.8	19.3
Georgia	9.0	7.6	11.0	22.1	20.9	20.1
Hawaii	9.3	8.1	8.3	14.2	8.4	14.6
Idaho	10.7	10.6	13.8	13.8	12.7	16.8
Illinois	8.8	8.3	7.5	25.9	16.4	16.5
Indiana	8.0	7.7	8.3	14.2	20.2	16.9
Iowa	10.6	10.3	16.8	10.9	18.6	19.8
Kansas	10.2	9.7	10.3	14.0	20.7	21.6
Kentucky	7.8	7.5	8.7	12.4	18.0	12.0
Louisiana	9.7	9.4	9.7	15.8	17.3	14.9
Maine	7.1	7.0	12.6	8.0	13.7	12.1
Maryland	9.3	7.7	10.9	18.8	18.7	21.0
Massachusetts	8.5	7.6	11.6	19.7	18.8	15.3
Michigan	7.7	7.5	5.7	12.8	16.3	13.0
Minnesota	9.9	9.2	15.4	10.4	21.8	19.3
Mississippi	8.0	7.7	8.3	15.3	13.9	12.6
Missouri	7.7	7.4	6.7	12.2	18.9	12.9
Montana	10.2	10.1	4.0	9.8	8.1	20.9
Nebraska	10.7	10.4	11.1	19.5	18.3	21.6
Nevada	8.5	6.6	12.4	13.2	22.5	17.6
New Hampshire	7.5	7.1	12.2	15.3	20.6	16.0
New Jersey	7.1	5.7	7.6	17.7	17.2	15.9
New Mexico	9.9	9.1	12.3	15.7	17.1	20.6
New York	7.9	7.1	7.3	24.4	14.7	16.5
North Carolina	8.1	7.6	8.5	11.0	19.8	20.7
North Dakota	19.3	19.1	24.4	21.2	26.4	28.2
Ohio	7.4	7.1	7.2	13.0	16.8	14.3
Oklahoma	11.6	10.9	9.7	16.0	21.3	16.5
Oregon	8.8	8.3	10.9	10.3	16.0	16.4
Pennsylvania	8.1	7.5	8.7	20.4	20.0	18.6
Rhode Island	7.8	7.1	14.1	15.7	15.7	20.2
South Carolina	8.8	8.7	8.0	20.3	18.5	15.7
South Dakota	11.5	11.1	20.3	14.6	24.7	20.2
Tennessee	8.8	8.4	8.7	15.7	20.8	16.7
Texas	12.1	11.2	13.6	21.9	22.4	24.0
Utah	10.6	10.4	7.2	14.6	16.9	18.5
Vermont	8.0	7.9	19.5	11.2	14.3	14.1
Virginia	9.6	8.6	9.5	14.2	21.3	18.9
Washington	9.4	8.3	9.4	12.9	18.8	17.0
West Virginia	7.9	7.8	7.3	11.1	13.1	15.1
Wisconsin	9.1	8.8	9.4	11.7	19.7	14.7
Wyoming	12.3	11.9	9.8	24.6	28.1	10.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 16

Percentage Change in Buying Power by Race, 2012-2017

Area	Total	White	Black	American Indian	Asian	Multiracial
United States	23.7	21.5	25.9	43.9	42.4	58.9
Alabama	24.7	23.4	25.5	44.2	61.5	61.3
Alaska	30.5	27.9	27.0	27.6	55.6	58.4
Arizona	31.5	28.6	51.5	31.7	63.2	73.3
Arkansas	28.0	26.7	27.2	46.6	70.7	60.7
California	22.8	19.6	19.3	45.2	34.3	51.5
Colorado	24.2	22.8	28.1	44.6	39.7	57.5
Connecticut	21.3	18.7	28.3	47.9	51.7	58.8
Delaware	23.9	19.8	30.7	62.7	53.8	73.7
District of Columbia	40.1	45.2	21.3	65.9	51.7	81.1
Florida	27.8	25.7	32.8	44.6	54.1	66.4
Georgia	23.4	19.5	27.6	61.7	53.3	71.8
Hawaii	29.6	29.0	20.6	41.8	26.8	38.9
Idaho	28.7	27.8	59.3	38.5	50.5	63.3
Illinois	18.6	17.0	16.5	65.8	37.1	56.8
Indiana	17.3	15.7	22.9	37.8	49.5	58.0
Iowa	22.6	21.4	44.9	43.8	45.8	68.5
Kansas	23.0	21.6	25.4	34.8	44.3	60.7
Kentucky	20.7	19.6	24.9	35.6	50.6	63.3
Louisiana	28.5	27.7	27.9	43.7	45.5	72.2
Maine	22.5	21.6	80.5	32.7	45.1	64.1
Maryland	27.3	22.7	31.1	65.6	50.5	74.1
Massachusetts	22.8	20.1	35.0	58.5	46.4	60.5
Michigan	11.6	10.6	11.6	19.4	29.8	40.0
Minnesota	21.9	19.8	47.4	29.2	44.3	59.4
Mississippi	24.6	23.3	26.3	45.5	46.2	68.7
Missouri	21.8	20.6	23.8	28.4	50.1	55.4
Montana	30.0	29.4	52.0	32.1	44.0	63.8
Nebraska	24.4	23.2	33.9	47.8	48.3	70.3
Nevada	30.1	24.1	42.5	36.9	63.6	64.0
New Hampshire	20.4	18.9	49.2	24.1	54.8	60.1
New Jersey	21.1	17.4	21.2	70.0	44.9	56.7
New Mexico	31.3	29.9	39.3	33.3	50.0	66.2
New York	22.1	19.7	21.5	62.6	40.3	56.1
North Carolina	24.6	22.7	25.0	37.6	55.6	81.4
North Dakota	33.7	32.3	84.3	42.0	80.0	78.8
Ohio	16.0	14.7	20.0	24.3	39.3	52.9
Oklahoma	27.7	25.6	27.4	35.6	47.1	50.3
Oregon	22.3	20.7	30.6	37.2	38.1	50.5
Pennsylvania	20.6	18.4	26.5	68.4	49.8	70.9
Rhode Island	22.9	21.0	37.9	53.2	38.3	66.5
South Carolina	24.8	24.4	21.2	51.6	49.9	76.5
South Dakota	29.3	27.9	81.9	34.9	65.3	71.0
Tennessee	23.2	21.9	24.5	50.0	49.4	65.8
Texas	29.2	26.8	31.2	58.1	53.1	67.0
Utah	30.8	29.7	55.9	34.8	46.2	70.9
Vermont	23.9	23.1	72.3	17.0	49.8	59.0
Virginia	29.0	25.9	28.0	63.6	57.0	73.8
Washington	26.6	23.6	33.5	33.4	45.6	56.5
West Virginia	23.2	22.5	28.1	26.4	39.2	67.6
Wisconsin	20.6	19.5	28.1	31.1	41.6	58.9
Wyoming	36.3	35.5	45.1	43.4	60.9	68.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 17

**White Share of Buying Power, for U.S. and the States,
1990, 2000, 2010, 2012, and 2017
(percent)**

Area	1990	2000	2010	2012	2017
United States	89.4	86.7	84.1	83.5	81.9
Alabama	84.8	81.6	80.1	79.7	78.9
Alaska	86.1	82.2	80.0	79.5	77.9
Arizona	94.4	92.7	89.2	88.4	86.4
Arkansas	90.3	88.1	87.0	86.7	85.9
California	86.6	83.2	77.8	76.6	74.6
Colorado	95.2	93.6	92.1	91.7	90.7
Connecticut	93.6	91.3	88.6	87.9	86.1
Delaware	87.8	83.1	79.2	78.3	75.7
District of Columbia	56.6	60.2	66.1	67.1	69.5
Florida	91.7	88.7	86.0	85.4	84.0
Georgia	82.7	77.7	73.6	72.7	70.4
Hawaii	40.0	34.8	33.2	32.8	32.7
Idaho	98.1	96.9	96.4	96.3	95.7
Illinois	88.8	86.3	84.9	84.5	83.4
Indiana	93.8	92.0	90.8	90.5	89.3
Iowa	98.1	96.9	95.8	95.5	94.5
Kansas	94.7	93.0	91.4	91.0	90.0
Kentucky	94.5	92.9	91.9	91.7	90.8
Louisiana	82.2	78.2	77.3	77.1	76.7
Maine	99.0	98.2	97.7	97.6	96.9
Maryland	79.6	74.3	69.7	68.7	66.2
Massachusetts	94.7	92.2	89.4	88.7	86.8
Michigan	89.3	86.8	86.4	86.2	85.4
Minnesota	97.1	94.7	92.3	91.8	90.1
Mississippi	79.9	75.5	74.7	74.5	73.7
Missouri	91.8	89.8	89.1	88.9	88.0
Montana	96.5	95.3	94.9	94.8	94.3
Nebraska	96.8	95.3	94.3	94.1	93.1
Nevada	92.2	88.2	82.3	80.8	77.1
New Hampshire	98.6	97.6	96.2	95.8	94.6
New Jersey	88.0	84.4	80.1	79.1	76.6
New Mexico	93.6	91.4	88.8	88.2	87.3
New York	85.8	82.9	80.6	80.0	78.5
North Carolina	84.9	82.9	81.2	80.8	79.5
North Dakota	97.5	96.0	95.3	95.1	94.1
Ohio	91.9	89.9	88.9	88.7	87.6
Oklahoma	89.4	85.5	83.4	82.9	81.6
Oregon	96.1	93.8	91.9	91.5	90.3
Pennsylvania	92.8	91.0	89.1	88.7	87.1
Rhode Island	96.0	94.1	91.6	91.1	89.6
South Carolina	81.9	79.7	79.4	79.3	79.0
South Dakota	96.6	95.3	93.9	93.6	92.6
Tennessee	89.4	86.8	85.7	85.4	84.5
Texas	90.8	88.1	85.2	84.5	82.9
Utah	97.3	95.9	95.0	94.7	94.0
Vermont	99.2	98.2	97.6	97.4	96.8
Virginia	86.1	82.4	79.4	78.6	76.7
Washington	93.3	90.0	86.4	85.6	83.6
West Virginia	96.8	96.0	95.6	95.5	95.0
Wisconsin	96.2	94.5	93.5	93.3	92.4
Wyoming	98.1	96.8	95.5	95.1	94.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 18

**Black Share of Buying Power, for U.S. and the States,
1990, 2000, 2010, 2012, and 2017
(percent)**

Area	1990	2000	2010	2012	2017
United States	7.5	8.2	8.5	8.5	8.7
Alabama	14.4	16.7	17.3	17.4	17.5
Alaska	3.0	2.9	2.6	2.6	2.5
Arizona	2.2	2.4	3.4	3.6	4.1
Arkansas	8.8	9.8	9.9	9.9	9.9
California	5.0	4.8	4.9	4.9	4.8
Colorado	2.9	2.8	2.7	2.7	2.8
Connecticut	4.9	5.5	6.2	6.4	6.7
Delaware	10.5	13.4	15.0	15.3	16.2
District of Columbia	41.6	36.0	27.6	26.1	22.6
Florida	7.1	8.7	10.0	10.2	10.6
Georgia	16.0	19.4	21.5	21.8	22.6
Hawaii	1.7	1.7	1.6	1.6	1.5
Idaho	0.2	0.3	0.4	0.4	0.5
Illinois	8.6	9.4	8.9	8.8	8.6
Indiana	5.2	6.2	6.3	6.3	6.6
Iowa	1.1	1.3	1.8	1.9	2.2
Kansas	3.7	4.0	4.0	4.0	4.1
Kentucky	4.8	5.4	5.6	5.7	5.8
Louisiana	16.7	19.6	19.7	19.7	19.6
Maine	0.3	0.4	0.5	0.5	0.8
Maryland	17.5	20.9	22.7	23.1	23.7
Massachusetts	3.4	3.8	4.4	4.6	5.0
Michigan	9.1	10.0	9.2	9.0	9.0
Minnesota	1.3	2.1	2.7	2.9	3.5
Mississippi	19.5	23.0	23.4	23.5	23.8
Missouri	7.1	7.9	7.5	7.5	7.6
Montana	0.2	0.3	0.2	0.2	0.2
Nebraska	2.3	2.6	2.7	2.7	2.9
Nevada	4.1	5.1	6.2	6.4	7.0
New Hampshire	0.5	0.6	0.7	0.7	0.9
New Jersey	8.4	9.0	9.3	9.3	9.3
New Mexico	1.5	1.7	1.9	1.9	2.0
New York	10.6	11.1	10.9	10.8	10.8
North Carolina	13.6	14.3	14.6	14.6	14.7
North Dakota	0.4	0.4	0.5	0.6	0.8
Ohio	6.9	7.9	7.9	7.9	8.1
Oklahoma	4.7	5.3	4.9	4.8	4.8
Oregon	1.0	1.2	1.3	1.3	1.4
Pennsylvania	6.0	6.7	6.9	7.0	7.3
Rhode Island	2.6	3.2	4.3	4.6	5.1
South Carolina	17.2	18.5	17.9	17.7	17.2
South Dakota	0.3	0.5	0.7	0.7	1.0
Tennessee	9.8	11.2	11.2	11.2	11.4
Texas	7.2	8.0	8.6	8.7	8.8
Utah	0.5	0.7	0.6	0.6	0.7
Vermont	0.2	0.3	0.5	0.6	0.8
Virginia	11.4	12.9	13.0	12.9	12.8
Washington	2.2	2.5	2.5	2.5	2.7
West Virginia	2.2	2.4	2.3	2.3	2.4
Wisconsin	2.7	3.2	3.3	3.3	3.5
Wyoming	0.6	0.7	0.6	0.6	0.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 19

**American Indian Share of Buying Power, for U.S. and the States,
1990, 2000, 2010, 2012, and 2017
(percent)**

Area	1990	2000	2010	2012	2017
United States	0.5	0.5	0.8	0.8	1.0
Alabama	0.3	0.4	0.5	0.6	0.7
Alaska	8.2	8.8	8.8	8.8	8.6
Arizona	2.1	2.1	2.6	2.7	2.7
Arkansas	0.4	0.6	0.6	0.7	0.8
California	0.6	0.7	1.2	1.3	1.6
Colorado	0.6	0.7	1.0	1.1	1.2
Connecticut	0.1	0.2	0.3	0.3	0.4
Delaware	0.3	0.3	0.4	0.4	0.6
District of Columbia	0.2	0.3	0.6	0.6	0.7
Florida	0.2	0.3	0.4	0.4	0.5
Georgia	0.2	0.2	0.4	0.5	0.6
Hawaii	0.4	0.3	0.4	0.4	0.4
Idaho	0.9	0.9	1.0	1.0	1.1
Illinois	0.1	0.2	0.4	0.5	0.7
Indiana	0.2	0.2	0.3	0.3	0.4
Iowa	0.1	0.2	0.2	0.2	0.2
Kansas	0.6	0.6	0.8	0.8	0.9
Kentucky	0.1	0.2	0.2	0.2	0.3
Louisiana	0.3	0.4	0.6	0.6	0.7
Maine	0.3	0.4	0.4	0.4	0.4
Maryland	0.2	0.3	0.4	0.5	0.6
Massachusetts	0.1	0.2	0.3	0.3	0.4
Michigan	0.4	0.4	0.5	0.6	0.6
Minnesota	0.5	0.6	0.6	0.7	0.7
Mississippi	0.2	0.3	0.4	0.5	0.5
Missouri	0.3	0.3	0.4	0.4	0.5
Montana	2.9	3.2	3.1	3.1	3.2
Nebraska	0.3	0.4	0.6	0.7	0.8
Nevada	1.1	1.0	1.2	1.2	1.3
New Hampshire	0.1	0.2	0.3	0.3	0.3
New Jersey	0.2	0.2	0.3	0.3	0.5
New Mexico	3.9	4.6	6.0	6.3	6.4
New York	0.2	0.3	0.6	0.7	0.9
North Carolina	0.8	0.8	0.9	1.0	1.1
North Dakota	1.7	2.3	2.5	2.5	2.7
Ohio	0.1	0.2	0.2	0.2	0.2
Oklahoma	5.0	5.2	6.4	6.7	7.1
Oregon	0.9	0.9	0.9	0.9	1.0
Pennsylvania	0.1	0.1	0.2	0.2	0.3
Rhode Island	0.2	0.3	0.4	0.4	0.5
South Carolina	0.2	0.3	0.5	0.5	0.7
South Dakota	2.7	3.2	3.7	3.8	4.0
Tennessee	0.2	0.3	0.4	0.4	0.5
Texas	0.3	0.5	0.8	0.8	1.0
Utah	0.7	0.8	0.9	1.0	1.0
Vermont	0.2	0.3	0.3	0.3	0.3
Virginia	0.2	0.3	0.3	0.3	0.4
Washington	1.0	1.0	1.1	1.2	1.2
West Virginia	0.1	0.2	0.2	0.2	0.2
Wisconsin	0.4	0.6	0.6	0.7	0.7
Wyoming	0.9	1.2	2.0	2.2	2.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 20

**Asian Share of Buying Power, for U.S. and the States,
1990, 2000, 2010, 2012, and 2017
(percent)**

Area	1990	2000	2010	2012	2017
United States	2.7	3.7	5.5	5.9	6.8
Alabama	0.5	0.8	1.3	1.5	1.9
Alaska	2.7	3.3	4.9	5.3	6.4
Arizona	1.4	2.1	3.7	4.1	5.1
Arkansas	0.5	0.8	1.5	1.7	2.3
California	7.7	10.0	14.2	15.2	16.6
Colorado	1.4	2.0	2.9	3.1	3.5
Connecticut	1.4	2.4	4.1	4.5	5.7
Delaware	1.4	2.6	4.3	4.7	5.8
District of Columbia	1.7	2.6	4.1	4.4	4.8
Florida	1.0	1.7	2.7	2.9	3.5
Georgia	1.1	2.1	3.6	4.0	4.9
Hawaii	58.0	50.5	48.7	48.3	47.3
Idaho	0.8	1.1	1.2	1.2	1.4
Illinois	2.5	3.6	5.1	5.4	6.3
Indiana	0.8	1.1	1.9	2.1	2.7
Iowa	0.6	1.2	1.7	1.9	2.2
Kansas	1.0	1.6	2.6	2.8	3.3
Kentucky	0.6	1.0	1.6	1.8	2.2
Louisiana	0.8	1.2	1.7	1.9	2.1
Maine	0.4	0.6	0.8	0.8	1.0
Maryland	2.7	3.8	5.9	6.4	7.5
Massachusetts	1.8	3.2	5.1	5.6	6.6
Michigan	1.2	2.0	3.0	3.3	3.8
Minnesota	1.0	2.0	3.4	3.8	4.4
Mississippi	0.4	0.8	1.0	1.1	1.2
Missouri	0.8	1.2	2.1	2.3	2.8
Montana	0.4	0.5	0.4	0.4	0.5
Nebraska	0.5	1.1	1.6	1.7	2.0
Nevada	2.6	4.5	8.4	9.5	11.9
New Hampshire	0.7	1.2	2.2	2.4	3.1
New Jersey	3.4	5.9	9.4	10.3	12.3
New Mexico	0.9	1.4	2.0	2.1	2.4
New York	3.3	5.0	6.8	7.2	8.3
North Carolina	0.7	1.5	2.5	2.7	3.4
North Dakota	0.4	0.8	1.0	1.1	1.4
Ohio	1.0	1.4	2.2	2.4	2.9
Oklahoma	1.0	1.3	2.0	2.1	2.5
Oregon	2.0	3.0	4.1	4.4	5.0
Pennsylvania	1.1	1.8	3.0	3.4	4.2
Rhode Island	1.2	1.7	2.4	2.6	2.9
South Carolina	0.6	1.1	1.6	1.8	2.1
South Dakota	0.3	0.5	0.9	1.0	1.3
Tennessee	0.6	1.1	1.9	2.1	2.5
Texas	1.7	2.9	4.5	4.9	5.9
Utah	1.5	1.9	2.5	2.7	3.0
Vermont	0.4	0.6	0.8	0.8	1.0
Virginia	2.3	3.6	6.1	6.8	8.2
Washington	3.5	5.1	7.8	8.5	9.8
West Virginia	0.9	0.9	1.2	1.2	1.4
Wisconsin	0.7	1.2	2.0	2.1	2.5
Wyoming	0.4	0.6	1.2	1.4	1.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 21

**Multiracial Share of Buying Power, for U.S. and the States,
2000, 2010, 2012, and 2017
(percent)**

Area	2000	2010	2012	2017
United States	0.8	1.2	1.3	1.6
Alabama	0.5	0.8	0.8	1.0
Alaska	2.7	3.6	3.8	4.6
Arizona	0.7	1.2	1.3	1.7
Arkansas	0.7	0.9	0.9	1.2
California	1.3	1.9	2.0	2.5
Colorado	0.9	1.3	1.4	1.8
Connecticut	0.6	0.8	0.9	1.1
Delaware	0.6	1.1	1.2	1.7
District of Columbia	1.0	1.7	1.8	2.4
Florida	0.6	1.0	1.1	1.4
Georgia	0.6	0.9	1.0	1.4
Hawaii	12.7	16.2	16.9	18.2
Idaho	0.7	1.0	1.0	1.3
Illinois	0.5	0.7	0.8	1.1
Indiana	0.5	0.7	0.8	1.1
Iowa	0.4	0.5	0.6	0.8
Kansas	0.8	1.2	1.4	1.8
Kentucky	0.5	0.6	0.6	0.8
Louisiana	0.5	0.7	0.7	1.0
Maine	0.5	0.6	0.7	0.9
Maryland	0.8	1.3	1.4	2.0
Massachusetts	0.6	0.8	0.9	1.1
Michigan	0.7	0.9	1.0	1.2
Minnesota	0.6	0.9	1.0	1.3
Mississippi	0.4	0.5	0.5	0.7
Missouri	0.7	0.9	0.9	1.2
Montana	0.8	1.3	1.4	1.8
Nebraska	0.5	0.7	0.8	1.1
Nevada	1.3	2.0	2.1	2.7
New Hampshire	0.5	0.7	0.8	1.0
New Jersey	0.6	0.9	1.0	1.3
New Mexico	0.9	1.4	1.5	1.9
New York	0.7	1.1	1.2	1.5
North Carolina	0.5	0.8	0.9	1.4
North Dakota	0.5	0.7	0.8	1.0
Ohio	0.6	0.8	0.8	1.1
Oklahoma	2.6	3.3	3.4	4.1
Oregon	1.2	1.7	1.8	2.3
Pennsylvania	0.4	0.7	0.7	1.1
Rhode Island	0.7	1.2	1.3	1.8
South Carolina	0.4	0.6	0.7	0.9
South Dakota	0.6	0.8	0.9	1.2
Tennessee	0.6	0.8	0.9	1.1
Texas	0.6	1.0	1.1	1.4
Utah	0.7	0.9	1.0	1.3
Vermont	0.6	0.8	0.8	1.1
Virginia	0.8	1.2	1.3	1.8
Washington	1.4	2.0	2.2	2.7
West Virginia	0.5	0.7	0.7	1.0
Wisconsin	0.5	0.6	0.6	0.8
Wyoming	0.8	0.7	0.7	0.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 22

**Hispanic Share of Buying Power, for U.S. and the States,
1990, 2000, 2010, 2012, and 2017
(percent)**

Area	1990	2000	2010	2012	2017
United States	5.0	6.7	9.1	9.7	11.1
Alabama	0.5	1.1	2.0	2.2	3.3
Alaska	2.1	2.7	3.9	4.2	4.9
Arizona	9.8	12.4	16.6	17.6	19.0
Arkansas	0.5	1.8	3.2	3.6	5.0
California	12.3	14.8	19.0	19.9	21.4
Colorado	7.0	8.8	10.1	10.3	11.4
Connecticut	3.1	4.2	6.6	7.3	8.7
Delaware	1.5	2.6	4.1	4.5	5.8
District of Columbia	3.5	4.6	5.8	6.1	6.2
Florida	8.7	11.6	15.8	16.7	19.4
Georgia	1.3	3.1	4.4	4.8	6.2
Hawaii	4.5	4.3	6.0	6.4	7.1
Idaho	2.8	3.9	6.2	6.7	8.1
Illinois	4.2	6.4	8.3	8.7	9.8
Indiana	1.2	2.2	3.3	3.6	4.8
Iowa	0.7	1.5	2.6	2.9	3.9
Kansas	2.2	3.7	5.5	6.0	7.4
Kentucky	0.5	1.0	1.7	1.9	2.7
Louisiana	2.1	2.1	3.2	3.5	4.7
Maine	0.4	0.5	0.7	0.8	1.0
Maryland	1.9	2.7	4.6	5.1	7.0
Massachusetts	2.2	3.0	4.4	4.8	5.7
Michigan	1.4	2.0	2.6	2.7	3.2
Minnesota	0.7	1.5	2.2	2.4	3.1
Mississippi	0.5	1.1	1.7	1.9	2.7
Missouri	0.9	1.4	2.1	2.2	2.9
Montana	0.8	1.2	1.6	1.7	2.1
Nebraska	1.3	2.9	4.6	5.0	6.4
Nevada	6.2	10.6	15.3	16.4	18.9
New Hampshire	0.7	1.0	1.6	1.8	2.3
New Jersey	5.4	7.0	9.6	10.2	11.7
New Mexico	24.4	27.0	32.7	33.9	35.6
New York	6.5	7.9	9.4	9.7	10.5
North Carolina	0.8	2.5	3.9	4.2	5.7
North Dakota	0.4	0.8	1.1	1.1	1.5
Ohio	0.9	1.2	1.9	2.0	2.6
Oklahoma	1.6	2.9	4.8	5.3	6.9
Oregon	2.0	3.8	5.7	6.2	7.5
Pennsylvania	1.0	1.7	2.9	3.2	4.3
Rhode Island	2.3	3.7	5.8	6.4	7.7
South Carolina	0.8	1.5	2.6	2.9	4.3
South Dakota	0.4	0.8	1.4	1.5	2.1
Tennessee	0.5	1.3	2.4	2.7	3.9
Texas	12.4	16.4	20.9	21.9	23.8
Utah	3.3	5.3	7.2	7.7	9.2
Vermont	0.5	0.7	1.3	1.5	1.9
Virginia	2.0	3.0	5.1	5.6	7.3
Washington	2.4	3.6	5.5	6.0	7.4
West Virginia	0.4	0.6	1.0	1.1	1.5
Wisconsin	1.0	1.9	3.1	3.4	4.4
Wyoming	3.6	4.1	5.7	6.1	7.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 23

**Non-Hispanic Share of Buying Power, for U.S. and the States,
1990, 2000, 2010, 2012, and 2017
(percent)**

Area	1990	2000	2010	2012	2017
United States	95.0	93.3	90.9	90.3	88.9
Alabama	99.5	98.9	98.0	97.8	96.7
Alaska	97.9	97.3	96.1	95.8	95.1
Arizona	90.2	87.6	83.4	82.4	81.0
Arkansas	99.5	98.2	96.8	96.4	95.0
California	87.7	85.2	81.0	80.1	78.6
Colorado	93.0	91.2	89.9	89.7	88.6
Connecticut	96.9	95.8	93.4	92.7	91.3
Delaware	98.5	97.4	95.9	95.5	94.2
District of Columbia	96.5	95.4	94.2	93.9	93.8
Florida	91.3	88.4	84.2	83.3	80.6
Georgia	98.7	96.9	95.6	95.2	93.8
Hawaii	95.5	95.7	94.0	93.6	92.9
Idaho	97.2	96.1	93.8	93.3	91.9
Illinois	95.8	93.6	91.7	91.3	90.2
Indiana	98.8	97.8	96.7	96.4	95.2
Iowa	99.3	98.5	97.4	97.1	96.1
Kansas	97.8	96.3	94.5	94.0	92.6
Kentucky	99.5	99.0	98.3	98.1	97.3
Louisiana	97.9	97.9	96.8	96.5	95.3
Maine	99.6	99.5	99.3	99.2	99.0
Maryland	98.1	97.3	95.4	94.9	93.0
Massachusetts	97.8	97.0	95.6	95.2	94.3
Michigan	98.6	98.0	97.4	97.3	96.8
Minnesota	99.3	98.5	97.8	97.6	96.9
Mississippi	99.5	98.9	98.3	98.1	97.3
Missouri	99.1	98.6	97.9	97.8	97.1
Montana	99.2	98.8	98.4	98.3	97.9
Nebraska	98.7	97.1	95.4	95.0	93.6
Nevada	93.8	89.4	84.7	83.6	81.1
New Hampshire	99.3	99.0	98.4	98.2	97.7
New Jersey	94.6	93.0	90.4	89.8	88.3
New Mexico	75.6	73.0	67.3	66.1	64.4
New York	93.5	92.1	90.6	90.3	89.5
North Carolina	99.2	97.5	96.1	95.8	94.3
North Dakota	99.6	99.2	98.9	98.9	98.5
Ohio	99.1	98.8	98.1	98.0	97.4
Oklahoma	98.4	97.1	95.2	94.7	93.1
Oregon	98.0	96.2	94.3	93.8	92.5
Pennsylvania	99.0	98.3	97.1	96.8	95.7
Rhode Island	97.7	96.3	94.2	93.6	92.3
South Carolina	99.2	98.5	97.4	97.1	95.7
South Dakota	99.6	99.2	98.6	98.5	97.9
Tennessee	99.5	98.7	97.6	97.3	96.1
Texas	87.6	83.6	79.1	78.1	76.2
Utah	96.7	94.7	92.8	92.3	90.8
Vermont	99.5	99.3	98.7	98.5	98.1
Virginia	98.0	97.0	94.9	94.4	92.7
Washington	97.6	96.4	94.5	94.0	92.6
West Virginia	99.6	99.4	99.0	98.9	98.5
Wisconsin	99.0	98.1	96.9	96.6	95.6
Wyoming	96.4	95.9	94.3	93.9	92.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 24

**Percentage Change in Total, Hispanic, and Non-Hispanic Buying Power
for U.S. and the States, 1990-2000**

Area	Total	Hispanic	Non-Hispanic
United States	72.7	132.2	69.6
Alabama	68.4	286.7	67.3
Alaska	54.2	100.0	53.2
Arizona	115.4	172.8	109.2
Arkansas	76.1	488.1	73.9
California	68.6	102.5	63.9
Colorado	122.1	179.1	117.8
Connecticut	53.7	109.2	51.9
Delaware	70.0	191.9	68.1
District of Columbia	41.1	87.1	39.4
Florida	79.7	139.4	74.0
Georgia	101.6	367.7	98.0
Hawaii	46.8	40.5	47.1
Idaho	99.7	180.3	97.4
Illinois	66.5	153.2	62.7
Indiana	71.5	205.9	69.8
Iowa	65.8	249.1	64.4
Kansas	69.3	184.7	66.7
Kentucky	75.8	270.3	74.9
Louisiana	63.0	66.7	62.9
Maine	58.2	108.7	58.0
Maryland	66.5	131.0	65.3
Massachusetts	66.4	134.9	64.9
Michigan	65.2	135.2	64.2
Minnesota	82.3	307.2	80.8
Mississippi	80.3	283.0	79.3
Missouri	71.7	156.6	70.9
Montana	71.3	163.3	70.6
Nebraska	69.8	276.1	67.0
Nevada	153.1	332.6	141.2
New Hampshire	81.2	149.1	80.7
New Jersey	65.9	114.1	63.2
New Mexico	81.6	101.3	75.2
New York	48.1	80.4	45.9
North Carolina	94.2	484.6	90.9
North Dakota	61.7	270.1	60.9
Ohio	58.5	121.3	57.9
Oklahoma	68.2	198.8	66.0
Oregon	87.3	247.1	84.0
Pennsylvania	57.0	152.8	56.0
Rhode Island	51.6	147.2	49.4
South Carolina	81.4	258.0	80.0
South Dakota	75.8	243.5	75.1
Tennessee	86.5	361.0	85.0
Texas	99.9	163.7	90.8
Utah	111.8	246.3	107.3
Vermont	70.6	127.4	70.3
Virginia	72.6	165.0	70.7
Washington	93.1	192.8	90.7
West Virginia	54.7	120.0	54.5
Wisconsin	74.9	232.5	73.2
Wyoming	71.8	94.8	70.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 25

**Percentage Change in Total, Hispanic, and Non-Hispanic Buying Power
for U.S. and the States, 2000-2010**

Area	Total	Hispanic	Non-Hispanic
United States	52.4	107.9	48.5
Alabama	55.6	170.7	54.3
Alaska	70.3	144.6	68.3
Arizona	73.0	132.0	64.6
Arkansas	63.8	191.7	61.4
California	50.7	94.0	43.2
Colorado	54.2	76.3	52.1
Connecticut	47.0	133.3	43.3
Delaware	53.5	144.8	51.1
District of Columbia	96.2	148.3	93.7
Florida	63.2	121.7	55.5
Georgia	52.2	120.6	50.0
Hawaii	67.8	133.0	64.9
Idaho	65.5	158.8	61.7
Illinois	40.7	80.6	38.0
Indiana	37.5	110.1	35.9
Iowa	50.2	155.1	48.6
Kansas	51.4	124.9	48.5
Kentucky	45.8	154.3	44.7
Louisiana	65.2	153.0	63.3
Maine	50.0	99.7	49.7
Maryland	62.1	178.2	59.0
Massachusetts	50.7	120.4	48.5
Michigan	24.6	60.5	23.9
Minnesota	48.7	120.1	47.6
Mississippi	55.2	150.9	54.2
Missouri	48.4	124.9	47.4
Montana	69.1	128.9	68.4
Nebraska	54.8	138.9	52.3
Nevada	69.1	143.7	60.3
New Hampshire	44.9	132.3	44.0
New Jersey	46.7	100.8	42.6
New Mexico	72.4	108.7	59.0
New York	49.2	78.1	46.7
North Carolina	55.3	142.1	53.1
North Dakota	78.8	136.8	78.3
Ohio	34.6	105.9	33.7
Oklahoma	63.0	173.1	59.8
Oregon	49.6	125.0	46.6
Pennsylvania	45.4	151.4	43.6
Rhode Island	51.1	138.2	47.8
South Carolina	55.7	174.2	53.9
South Dakota	67.2	176.0	66.3
Tennessee	51.9	174.8	50.2
Texas	66.9	112.9	57.8
Utah	71.1	132.3	67.7
Vermont	53.6	188.9	52.6
Virginia	66.5	180.1	63.0
Washington	60.2	147.8	57.0
West Virginia	51.8	166.0	51.1
Wisconsin	45.5	133.4	43.8
Wyoming	85.7	160.2	82.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 26

**Percentage Change in Total, Hispanic, and Non-Hispanic Buying Power
for U.S. and the States, 2010-2012**

Area	Total	Hispanic	Non-Hispanic
United States	9.2	16.2	8.5
Alabama	8.3	20.9	8.0
Alaska	9.0	17.0	8.7
Arizona	10.5	16.9	9.2
Arkansas	9.3	22.6	8.8
California	10.0	15.3	8.7
Colorado	9.8	12.7	9.5
Connecticut	8.6	18.9	7.9
Delaware	9.4	19.8	8.9
District of Columbia	12.2	17.0	11.9
Florida	9.4	16.2	8.1
Georgia	9.0	17.1	8.6
Hawaii	9.3	16.6	8.9
Idaho	10.7	21.1	10.1
Illinois	8.8	14.2	8.3
Indiana	8.0	17.5	7.7
Iowa	10.6	22.9	10.3
Kansas	10.2	19.2	9.7
Kentucky	7.8	20.4	7.6
Louisiana	9.7	19.4	9.4
Maine	7.1	13.4	7.0
Maryland	9.3	21.5	8.7
Massachusetts	8.5	16.9	8.1
Michigan	7.7	13.2	7.5
Minnesota	9.9	18.7	9.7
Mississippi	8.0	18.8	7.8
Missouri	7.7	16.9	7.5
Montana	10.2	17.0	10.1
Nebraska	10.7	20.7	10.2
Nevada	8.5	16.2	7.2
New Hampshire	7.5	18.1	7.4
New Jersey	7.1	13.7	6.4
New Mexico	9.9	14.0	7.9
New York	7.9	11.6	7.5
North Carolina	8.1	18.1	7.7
North Dakota	19.3	26.2	19.3
Ohio	7.4	16.8	7.2
Oklahoma	11.6	23.6	11.0
Oregon	8.8	17.9	8.2
Pennsylvania	8.1	20.4	7.7
Rhode Island	7.8	17.9	7.2
South Carolina	8.8	21.8	8.4
South Dakota	11.5	23.2	11.3
Tennessee	8.8	22.4	8.4
Texas	12.1	17.5	10.7
Utah	10.6	17.6	10.1
Vermont	8.0	22.6	7.9
Virginia	9.6	21.4	9.0
Washington	9.4	19.1	8.8
West Virginia	7.9	20.7	7.8
Wisconsin	9.1	19.8	8.7
Wyoming	12.3	20.0	11.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 27

**Percentage Change in Total, Hispanic, and Non-Hispanic Buying Power
for U.S. and the States, 2012-2017**

Area	Total	Hispanic	Non-Hispanic
United States	23.7	42.2	21.8
Alabama	24.7	88.8	23.3
Alaska	30.5	52.3	29.6
Arizona	31.5	42.3	29.2
Arkansas	28.0	79.6	26.1
California	22.8	32.2	20.4
Colorado	24.2	37.0	22.7
Connecticut	21.3	45.2	19.4
Delaware	23.9	62.5	22.1
District of Columbia	40.1	42.4	39.9
Florida	27.8	48.3	23.6
Georgia	23.4	59.3	21.6
Hawaii	29.6	43.8	28.6
Idaho	28.7	54.4	26.8
Illinois	18.6	34.3	17.1
Indiana	17.3	53.5	15.9
Iowa	22.6	63.7	21.4
Kansas	23.0	51.3	21.2
Kentucky	20.7	74.0	19.7
Louisiana	28.5	71.1	27.0
Maine	22.5	63.0	22.2
Maryland	27.3	75.6	24.8
Massachusetts	22.8	46.8	21.5
Michigan	11.6	30.3	11.1
Minnesota	21.9	56.2	21.1
Mississippi	24.6	76.1	23.6
Missouri	21.8	58.1	21.0
Montana	30.0	57.2	29.6
Nebraska	24.4	61.3	22.5
Nevada	30.1	49.9	26.2
New Hampshire	20.4	56.6	19.7
New Jersey	21.1	39.3	19.0
New Mexico	31.3	38.0	27.9
New York	22.1	32.3	21.0
North Carolina	24.6	66.7	22.7
North Dakota	33.7	73.8	33.3
Ohio	16.0	47.7	15.4
Oklahoma	27.7	67.4	25.4
Oregon	22.3	48.3	20.6
Pennsylvania	20.6	60.6	19.2
Rhode Island	22.9	48.0	21.2
South Carolina	24.8	82.7	23.0
South Dakota	29.3	79.0	28.5
Tennessee	23.2	79.0	21.7
Texas	29.2	40.0	26.1
Utah	30.8	57.5	28.6
Vermont	23.9	60.1	23.4
Virginia	29.0	67.8	26.7
Washington	26.6	55.4	24.7
West Virginia	23.2	65.2	22.7
Wisconsin	20.6	55.5	19.4
Wyoming	36.3	61.3	34.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 28

**Total Population Statistics for the U.S. and States,
1990, 2000, 2010, 2012, and 2017**

Area	1990	2000	2010	2012	2017
United States	249,622,814	281,424,600	309,349,689	315,884,065	333,978,405
Alabama	4,050,055	4,447,207	4,785,298	4,860,033	5,060,053
Alaska	553,290	626,933	713,985	734,412	791,078
Arizona	3,684,097	5,130,247	6,413,737	6,720,078	7,579,083
Arkansas	2,356,586	2,673,293	2,921,606	2,976,997	3,126,183
California	29,959,515	33,871,653	37,349,363	38,150,272	40,341,699
Colorado	3,307,618	4,302,086	5,049,071	5,218,877	5,679,483
Connecticut	3,291,967	3,405,650	3,577,073	3,619,224	3,739,556
Delaware	669,567	783,559	899,769	927,430	1,005,202
District of Columbia	605,321	572,086	604,453	614,213	644,328
Florida	13,033,307	15,982,571	18,843,326	19,496,985	21,276,431
Georgia	6,512,602	8,186,653	9,712,587	10,071,456	11,070,256
Hawaii	1,113,491	1,211,497	1,363,621	1,397,223	1,486,445
Idaho	1,012,384	1,293,957	1,571,450	1,635,114	1,808,596
Illinois	11,453,316	12,419,927	12,843,166	12,946,851	13,243,045
Indiana	5,557,798	6,080,827	6,490,621	6,584,076	6,839,822
Iowa	2,781,018	2,926,538	3,049,883	3,079,253	3,161,763
Kansas	2,481,349	2,688,925	2,859,169	2,897,891	3,003,517
Kentucky	3,694,048	4,042,193	4,346,266	4,413,936	4,596,091
Louisiana	4,221,532	4,469,035	4,544,228	4,562,361	4,613,700
Maine	1,231,719	1,274,779	1,327,567	1,340,303	1,376,739
Maryland	4,799,770	5,296,647	5,785,982	5,903,066	6,232,585
Massachusetts	6,022,639	6,349,364	6,557,254	6,612,621	6,776,391
Michigan	9,311,319	9,938,823	9,877,574	9,872,844	9,874,435
Minnesota	4,389,857	4,919,631	5,310,584	5,403,941	5,665,952
Mississippi	2,578,897	2,844,754	2,970,036	2,997,593	3,071,156
Missouri	5,128,880	5,596,564	5,996,231	6,084,850	6,322,347
Montana	800,204	902,200	990,898	1,010,297	1,061,702
Nebraska	1,581,660	1,711,230	1,830,429	1,857,682	1,932,347
Nevada	1,220,695	1,998,250	2,704,642	2,884,528	3,411,318
New Hampshire	1,112,384	1,235,807	1,316,759	1,335,455	1,387,090
New Jersey	7,762,963	8,414,764	8,801,624	8,901,838	9,196,024
New Mexico	1,521,574	1,819,017	2,065,932	2,120,802	2,267,524
New York	18,020,784	18,977,026	19,392,283	19,509,060	19,863,426
North Carolina	6,664,016	8,046,346	9,561,558	9,914,091	10,890,715
North Dakota	637,685	642,237	674,499	682,257	704,300
Ohio	10,864,162	11,353,336	11,536,182	11,584,414	11,727,053
Oklahoma	3,148,825	3,450,451	3,761,702	3,831,328	4,018,214
Oregon	2,860,375	3,421,524	3,838,957	3,932,731	4,185,317
Pennsylvania	11,903,299	12,280,548	12,709,630	12,819,826	13,144,215
Rhode Island	1,005,995	1,048,259	1,052,886	1,055,722	1,066,347
South Carolina	3,501,155	4,012,023	4,636,312	4,777,796	5,162,289
South Dakota	697,101	754,858	816,463	830,732	870,283
Tennessee	4,894,492	5,689,427	6,356,897	6,505,578	6,904,959
Texas	17,056,755	20,851,028	25,257,114	26,278,264	29,082,881
Utah	1,731,223	2,233,183	2,776,469	2,902,976	3,251,045
Vermont	564,798	608,613	625,960	630,194	642,299
Virginia	6,216,884	7,079,057	8,024,617	8,246,568	8,865,101
Washington	4,903,043	5,894,281	6,744,496	6,941,237	7,481,594
West Virginia	1,792,548	1,808,193	1,853,973	1,864,442	1,893,234
Wisconsin	4,904,562	5,363,757	5,691,047	5,764,276	5,961,606
Wyoming	453,690	493,786	564,460	580,069	621,587

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 29

**White Population Statistics for the U.S. and States,
1990, 2000, 2010, 2012, and 2017**

Area	1990	2000	2010	2012	2017
United States	209,366,661	228,106,498	242,295,420	245,357,790	253,368,779
Alabama	2,987,764	3,195,561	3,364,465	3,399,302	3,487,982
Alaska	423,276	446,431	485,944	494,257	515,666
Arizona	3,293,186	4,518,143	5,435,779	5,640,559	6,186,900
Arkansas	1,956,611	2,183,097	2,345,927	2,379,922	2,467,082
California	24,354,238	26,365,296	27,693,965	27,967,628	28,663,676
Colorado	3,077,815	3,903,965	4,466,745	4,588,685	4,908,297
Connecticut	2,949,149	2,933,101	2,951,850	2,955,614	2,965,046
Delaware	543,973	601,024	646,613	656,138	680,568
District of Columbia	191,834	197,177	252,131	264,838	299,478
Florida	11,042,189	13,036,815	14,839,169	15,228,502	16,247,114
Georgia	4,659,378	5,535,237	6,156,314	6,288,654	6,632,083
Hawaii	377,435	313,670	348,713	356,178	375,547
Idaho	985,151	1,239,176	1,479,357	1,532,714	1,674,677
Illinois	9,422,280	9,922,146	10,035,802	10,058,689	10,116,135
Indiana	5,072,268	5,428,653	5,642,662	5,686,466	5,797,469
Iowa	2,700,752	2,791,860	2,842,185	2,852,358	2,877,951
Kansas	2,282,199	2,414,864	2,505,412	2,523,925	2,570,808
Kentucky	3,407,136	3,667,953	3,868,991	3,910,502	4,016,238
Louisiana	2,859,186	2,894,426	2,907,540	2,910,170	2,916,755
Maine	1,214,008	1,240,091	1,268,725	1,274,531	1,289,161
Maryland	3,439,866	3,493,653	3,545,775	3,556,292	3,582,722
Massachusetts	5,533,629	5,604,673	5,530,026	5,515,216	5,478,365
Michigan	7,844,171	8,137,924	7,940,400	7,901,474	7,804,993
Minnesota	4,163,468	4,474,566	4,627,324	4,658,496	4,737,347
Mississippi	1,640,316	1,761,581	1,789,518	1,795,158	1,809,337
Missouri	4,516,213	4,804,663	5,042,425	5,091,371	5,215,825
Montana	746,412	824,269	892,610	906,944	943,793
Nebraska	1,499,293	1,585,587	1,652,413	1,666,112	1,700,860
Nevada	1,077,497	1,682,522	2,108,641	2,206,028	2,469,630
New Hampshire	1,093,515	1,195,977	1,248,246	1,258,971	1,286,188
New Jersey	6,386,168	6,587,980	6,549,429	6,541,746	6,522,578
New Mexico	1,336,983	1,553,005	1,726,766	1,763,785	1,859,841
New York	14,159,914	14,161,617	13,901,240	13,849,742	13,721,830
North Carolina	5,058,613	5,998,646	6,912,931	7,111,873	7,634,639
North Dakota	605,655	596,757	610,645	613,461	620,558
Ohio	9,588,185	9,749,239	9,659,665	9,641,849	9,597,453
Oklahoma	2,619,987	2,721,370	2,857,956	2,886,085	2,957,625
Oregon	2,700,987	3,127,419	3,408,941	3,468,216	3,620,953
Pennsylvania	10,636,478	10,674,562	10,664,819	10,662,871	10,658,004
Rhode Island	939,017	942,268	910,062	903,754	888,175
South Carolina	2,423,347	2,738,896	3,169,435	3,263,346	3,510,478
South Dakota	640,530	674,053	708,383	715,456	733,449
Tennessee	4,069,981	4,626,599	5,062,408	5,154,377	5,391,677
Texas	14,596,281	17,452,225	20,478,826	21,144,426	22,904,617
Utah	1,659,462	2,100,216	2,558,131	2,661,059	2,936,865
Vermont	558,134	591,213	598,607	600,097	603,838
Virginia	4,864,381	5,277,314	5,737,904	5,834,738	6,084,032
Washington	4,441,089	5,081,885	5,548,035	5,646,275	5,899,555
West Virginia	1,727,452	1,723,037	1,746,987	1,751,817	1,763,950
Wisconsin	4,561,903	4,864,671	5,038,904	5,074,492	5,164,567
Wyoming	437,906	469,425	529,679	542,628	576,402

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 30

**Black Population Statistics for the U.S. and States,
1990, 2000, 2010, 2012, and 2017**

Area	1990	2000	2010	2012	2017
United States	30,648,345	35,704,871	40,357,516	41,411,565	44,256,415
Alabama	1,024,198	1,158,988	1,262,341	1,284,092	1,340,124
Alaska	22,665	22,909	24,582	24,931	25,825
Arizona	115,796	168,952	281,942	312,348	403,494
Arkansas	375,370	420,516	455,438	462,763	481,595
California	2,322,371	2,381,132	2,491,119	2,513,719	2,571,119
Colorado	136,626	173,426	215,975	225,664	251,829
Connecticut	283,440	334,383	392,959	405,852	439,966
Delaware	114,248	153,584	196,778	206,777	234,055
District of Columbia	400,254	349,409	311,823	304,806	287,945
Florida	1,794,796	2,429,060	3,084,936	3,235,994	3,646,798
Georgia	1,763,068	2,370,827	3,003,873	3,149,473	3,545,102
Hawaii	27,844	23,334	22,654	22,520	22,190
Idaho	3,330	5,925	10,988	12,433	16,931
Illinois	1,711,998	1,901,825	1,906,506	1,907,444	1,909,790
Indiana	435,339	516,391	605,342	624,892	676,576
Iowa	48,262	63,367	91,905	99,000	119,226
Kansas	144,681	157,441	173,868	177,354	186,376
Kentucky	264,471	298,866	343,925	353,721	379,450
Louisiana	1,302,816	1,457,931	1,468,065	1,470,100	1,475,201
Maine	5,111	7,208	16,239	19,103	28,673
Maryland	1,203,347	1,499,612	1,736,441	1,788,118	1,924,141
Massachusetts	328,341	406,247	506,065	528,798	590,198
Michigan	1,302,647	1,426,328	1,417,247	1,415,438	1,410,925
Minnesota	96,863	179,938	281,651	308,056	385,410
Mississippi	918,137	1,035,639	1,105,267	1,119,745	1,156,774
Missouri	551,614	634,758	702,033	716,321	753,324
Montana	2,200	2,813	4,205	4,557	5,572
Nebraska	57,861	70,045	86,242	89,906	99,760
Nevada	81,467	140,125	231,613	256,102	329,258
New Hampshire	7,350	9,948	16,351	18,060	23,153
New Jersey	1,080,360	1,212,323	1,284,377	1,299,294	1,337,348
New Mexico	31,537	38,433	49,140	51,616	58,364
New York	3,075,556	3,345,937	3,384,085	3,391,767	3,411,047
North Carolina	1,471,373	1,752,636	2,096,403	2,172,858	2,376,418
North Dakota	3,366	4,157	8,252	9,465	13,335
Ohio	1,163,105	1,318,010	1,429,211	1,452,553	1,512,588
Oklahoma	236,142	264,244	285,399	289,829	301,207
Oregon	47,386	58,477	74,669	78,410	88,603
Pennsylvania	1,110,238	1,258,914	1,434,966	1,473,027	1,572,655
Rhode Island	43,674	59,931	75,196	78,687	88,140
South Carolina	1,046,915	1,190,021	1,307,425	1,332,261	1,396,434
South Dakota	3,090	4,960	10,550	12,269	17,893
Tennessee	782,830	938,231	1,071,277	1,100,070	1,175,483
Texas	2,055,356	2,454,219	3,081,825	3,225,425	3,614,384
Utah	12,085	19,376	34,072	38,144	50,581
Vermont	1,890	3,238	6,416	7,356	10,355
Virginia	1,174,876	1,410,793	1,585,613	1,623,095	1,720,723
Washington	154,374	199,176	253,407	265,910	299,934
West Virginia	56,068	57,790	64,006	65,327	68,751
Wisconsin	248,027	309,136	367,753	380,748	415,280
Wyoming	3,586	3,942	5,101	5,371	6,110

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 31

**American Indian Population Statistics for the U.S. and States,
1990, 2000, 2010, 2012, and 2017**

Area	1990	2000	2010	2012	2017
United States	2,058,726	2,663,851	3,753,858	4,035,205	4,861,252
Alabama	16,224	22,967	33,008	35,491	42,548
Alaska	87,214	98,743	106,911	108,624	113,027
Arizona	215,940	266,542	336,476	352,527	396,083
Arkansas	12,356	18,214	26,211	28,190	33,817
California	290,666	403,170	624,338	681,406	847,953
Colorado	31,030	49,581	78,649	86,252	108,632
Connecticut	6,996	10,760	16,794	18,358	22,935
Delaware	2,064	2,989	5,934	6,806	9,590
District of Columbia	1,547	1,961	3,271	3,623	4,680
Florida	37,187	59,401	89,551	97,213	119,361
Georgia	12,817	24,013	48,880	56,347	80,392
Hawaii	5,407	3,835	5,144	5,455	6,318
Idaho	14,568	18,440	25,854	27,662	32,754
Illinois	23,384	36,554	74,173	85,449	121,720
Indiana	12,202	16,658	24,575	26,562	32,263
Iowa	6,921	9,506	13,583	14,588	17,438
Kansas	22,457	25,995	33,151	34,803	39,303
Kentucky	4,907	8,942	12,138	12,903	15,033
Louisiana	18,276	26,086	33,160	34,790	39,225
Maine	5,950	7,173	8,736	9,087	10,029
Maryland	13,149	16,784	31,029	35,087	47,707
Massachusetts	12,952	17,516	30,072	33,505	43,901
Michigan	57,434	60,255	68,523	70,308	74,977
Minnesota	50,315	56,086	67,509	70,059	76,863
Mississippi	7,898	11,906	16,845	18,056	21,477
Missouri	19,470	25,797	30,689	31,774	34,656
Montana	47,757	56,355	63,604	65,162	69,226
Nebraska	12,211	15,628	23,451	25,434	31,156
Nevada	21,280	28,281	43,095	46,883	57,873
New Hampshire	2,082	3,072	3,491	3,581	3,818
New Jersey	15,899	24,019	50,130	58,077	83,903
New Mexico	138,011	178,870	209,287	215,965	233,607
New York	66,723	101,496	183,695	206,836	278,260
North Carolina	80,627	102,346	148,263	159,671	192,179
North Dakota	25,507	31,440	37,032	38,265	41,528
Ohio	20,327	25,570	29,760	30,677	33,095
Oklahoma	258,246	275,545	336,996	350,842	387,996
Oregon	40,743	47,627	67,045	71,791	85,178
Pennsylvania	14,940	19,772	39,921	45,944	65,284
Rhode Island	4,207	5,910	9,160	9,999	12,448
South Carolina	8,182	14,395	24,752	27,586	36,173
South Dakota	50,595	62,484	73,016	75,327	81,428
Tennessee	9,587	15,916	26,360	29,159	37,525
Texas	71,086	138,528	252,721	285,011	384,959
Utah	25,315	31,154	40,947	43,248	49,581
Vermont	1,588	2,482	2,270	2,230	2,132
Virginia	14,835	22,747	41,770	47,169	63,918
Washington	87,942	96,937	123,258	129,324	145,829
West Virginia	1,944	3,666	3,954	4,014	4,169
Wisconsin	40,255	48,325	60,238	62,952	70,285
Wyoming	9,506	11,412	14,438	15,133	17,022

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 32

**Asian Population Statistics for the U.S. and States,
1990, 2000, 2010, 2012, and 2017**

Area	1990	2000	2010	2012	2017
United States	7,549,082	11,051,658	15,916,664	17,157,449	20,765,109
Alabama	21,869	33,676	60,712	68,307	91,715
Alaska	20,135	29,120	46,918	51,614	65,515
Arizona	59,175	106,229	205,815	234,922	326,995
Arkansas	12,249	22,761	44,396	50,743	70,868
California	2,992,240	3,954,462	5,244,949	5,549,732	6,391,444
Colorado	62,147	104,282	154,424	167,038	203,268
Connecticut	52,382	88,085	144,643	159,726	204,679
Delaware	9,282	17,004	30,158	33,820	45,040
District of Columbia	11,686	16,172	22,574	24,131	28,510
Florida	159,135	289,842	495,774	551,961	721,887
Georgia	77,339	183,692	336,101	379,268	513,021
Hawaii	702,805	626,806	672,891	682,507	707,152
Idaho	9,335	13,835	22,911	25,343	32,613
Illinois	295,654	442,763	614,835	656,562	773,695
Indiana	37,989	63,199	109,621	122,386	161,184
Iowa	25,083	38,711	56,870	61,418	74,442
Kansas	32,012	49,869	72,881	78,627	95,052
Kentucky	17,534	32,083	53,660	59,474	76,915
Louisiana	41,254	57,408	74,876	78,962	90,178
Maine	6,650	9,724	14,156	15,260	18,412
Maryland	143,408	218,742	334,086	363,616	449,373
Massachusetts	147,717	250,781	367,532	396,730	480,281
Michigan	107,067	184,017	247,486	262,597	304,534
Minnesota	79,211	147,788	221,883	240,669	294,892
Mississippi	12,546	19,801	28,279	30,368	36,292
Missouri	41,583	66,410	107,944	118,957	151,661
Montana	3,835	5,294	7,104	7,534	8,728
Nebraska	12,295	23,521	35,543	38,602	47,453
Nevada	40,451	102,767	223,863	261,582	386,076
New Hampshire	9,437	16,704	29,548	33,118	44,048
New Jersey	280,536	500,077	757,462	823,049	1,012,949
New Mexico	15,043	23,298	34,523	37,348	45,463
New York	718,591	1,121,572	1,511,936	1,604,999	1,863,493
North Carolina	53,403	122,796	227,762	257,716	350,986
North Dakota	3,157	3,910	7,406	8,415	11,582
Ohio	92,545	138,763	202,980	219,023	264,898
Oklahoma	34,450	50,685	72,951	78,462	94,132
Oregon	71,259	112,637	160,631	172,448	205,936
Pennsylvania	141,643	229,846	367,119	403,163	509,525
Rhode Island	19,097	26,474	33,448	35,049	39,396
South Carolina	22,711	39,034	65,602	72,780	94,352
South Dakota	2,886	4,728	8,302	9,291	12,312
Tennessee	32,094	60,769	99,891	110,330	141,455
Texas	334,032	607,120	1,038,725	1,156,500	1,512,721
Utah	34,361	54,609	84,511	92,224	114,728
Vermont	3,186	5,508	8,250	8,944	10,947
Virginia	162,792	272,301	460,542	511,580	665,309
Washington	219,638	355,813	538,983	585,660	720,813
West Virginia	7,084	10,055	13,153	13,879	15,874
Wisconsin	54,377	92,882	134,910	145,367	175,196
Wyoming	2,692	3,233	5,144	5,645	7,120

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 33

**Multiracial Population Statistics for the U.S. and States,
2000, 2010, 2012, and 2017**

Area	2000	2010	2012	2017
United States	3,897,722	7,026,231	7,922,056	10,726,849
Alabama	36,015	64,772	72,840	97,683
Alaska	29,730	49,630	54,986	71,044
Arizona	70,381	153,725	179,722	265,611
Arkansas	28,705	49,634	55,379	72,821
California	767,593	1,294,992	1,437,786	1,867,507
Colorado	70,832	133,278	151,239	207,457
Connecticut	39,321	70,827	79,673	106,930
Delaware	8,958	20,286	23,889	35,949
District of Columbia	7,367	14,654	16,815	23,715
Florida	167,453	333,896	383,314	541,270
Georgia	72,884	167,419	197,715	299,658
Hawaii	243,852	314,219	330,563	375,238
Idaho	16,581	32,340	36,963	51,621
Illinois	116,639	211,850	238,707	321,705
Indiana	55,926	108,421	123,769	172,331
Iowa	23,094	45,340	51,889	72,706
Kansas	40,756	73,857	83,182	111,978
Kentucky	34,349	67,552	77,336	108,454
Louisiana	33,184	60,587	68,339	92,341
Maine	10,583	19,711	22,322	30,463
Maryland	67,856	138,651	159,952	228,643
Massachusetts	70,147	123,559	138,372	183,645
Michigan	130,299	203,918	223,028	279,007
Minnesota	61,253	112,217	126,662	171,439
Mississippi	15,827	30,127	34,266	47,277
Missouri	64,936	113,140	126,428	166,881
Montana	13,469	23,375	26,100	34,383
Nebraska	16,449	32,780	37,627	53,117
Nevada	44,555	97,430	113,934	168,481
New Hampshire	10,106	19,123	21,725	29,884
New Jersey	90,365	160,226	179,672	239,247
New Mexico	25,411	46,216	52,089	70,248
New York	246,404	411,327	455,717	588,796
North Carolina	69,922	176,199	211,973	336,493
North Dakota	5,973	11,164	12,652	17,297
Ohio	121,754	214,566	240,313	319,018
Oklahoma	138,607	208,400	226,110	277,253
Oregon	75,364	127,671	141,866	184,647
Pennsylvania	97,454	202,805	234,820	338,746
Rhode Island	13,676	25,020	28,233	38,187
South Carolina	29,677	69,098	81,823	124,853
South Dakota	8,633	16,212	18,390	25,200
Tennessee	47,912	96,961	111,642	158,820
Texas	198,936	405,017	466,901	666,201
Utah	27,828	58,808	68,301	99,290
Vermont	6,172	10,417	11,567	15,027
Virginia	95,902	198,788	229,987	331,119
Washington	160,470	280,813	314,067	415,464
West Virginia	13,645	25,873	29,405	40,491
Wisconsin	48,743	89,242	100,717	136,279
Wyoming	5,774	10,098	11,292	14,934

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 34

**Hispanic Population Statistics for the U.S. and States,
1990, 2000, 2010, 2012, and 2017**

Area	1990	2000	2010	2012	2017
United States	22,572,838	35,306,376	50,810,213	54,799,929	66,497,599
Alabama	24,107	75,821	186,847	223,782	351,296
Alaska	17,228	25,852	39,870	43,479	53,995
Arizona	697,660	1,295,616	1,908,914	2,062,758	2,503,822
Arkansas	19,208	86,862	187,475	218,658	321,235
California	7,779,607	10,966,547	14,089,415	14,813,496	16,790,712
Colorado	429,571	735,728	1,047,701	1,124,453	1,341,842
Connecticut	214,806	320,342	481,903	522,912	641,360
Delaware	16,031	37,281	73,842	84,658	119,145
District of Columbia	32,878	44,954	55,257	57,585	63,844
Florida	1,597,237	2,682,872	4,253,203	4,663,794	5,872,154
Georgia	109,286	435,227	859,895	985,352	1,385,020
Hawaii	81,378	87,703	121,001	129,046	151,576
Idaho	52,914	101,690	177,323	198,181	261,701
Illinois	911,704	1,530,320	2,039,055	2,159,525	2,492,767
Indiana	98,601	214,585	392,371	442,707	598,639
Iowa	31,923	82,480	152,696	172,712	234,997
Kansas	93,332	188,298	302,309	332,332	421,090
Kentucky	21,180	59,936	133,919	157,280	235,099
Louisiana	92,013	107,739	194,165	218,439	293,244
Maine	6,597	9,356	17,183	19,404	26,297
Maryland	126,350	227,908	473,849	548,550	790,963
Massachusetts	289,315	428,741	631,880	682,846	828,977
Michigan	202,246	323,910	438,551	465,950	542,172
Minnesota	53,704	143,394	252,008	282,092	373,966
Mississippi	14,801	39,569	82,041	94,922	136,680
Missouri	60,949	118,620	214,055	240,879	323,581
Montana	11,520	18,084	28,923	31,771	40,180
Nebraska	36,465	94,419	168,755	189,538	253,393
Nevada	127,751	393,966	720,066	812,372	1,098,277
New Hampshire	11,286	20,486	37,080	41,752	56,172
New Jersey	754,012	1,117,236	1,564,037	1,672,890	1,979,331
New Mexico	584,566	765,406	959,414	1,003,758	1,123,792
New York	2,230,090	2,867,682	3,435,220	3,561,552	3,898,083
North Carolina	77,118	378,889	806,065	937,436	1,367,322
North Dakota	4,174	7,789	13,747	15,401	20,461
Ohio	139,402	217,099	356,787	394,057	505,167
Oklahoma	85,463	179,294	334,594	379,061	517,827
Oregon	114,212	275,321	453,140	500,623	642,255
Pennsylvania	233,727	394,065	723,997	817,656	1,108,294
Rhode Island	46,250	90,821	131,383	141,452	170,132
South Carolina	30,367	95,088	237,473	285,175	450,667
South Dakota	4,617	10,906	22,457	25,947	37,233
Tennessee	32,411	123,828	292,156	346,876	532,810
Texas	4,380,366	6,669,633	9,537,028	10,244,135	12,249,852
Utah	85,534	201,558	361,958	406,921	545,304
Vermont	3,512	5,506	9,428	10,499	13,738
Virginia	160,703	329,573	636,766	726,416	1,009,717
Washington	217,833	441,511	761,491	849,199	1,115,247
West Virginia	7,775	12,273	22,610	25,549	34,677
Wisconsin	93,534	192,922	338,219	378,409	501,037
Wyoming	25,524	31,670	50,691	55,691	70,458

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 35

**Non-Hispanic Population Statistics for the U.S. and States,
1990, 2000, 2010, 2012, and 2017**

Area	1990	2000	2010	2012	2017
United States	227,049,976	246,118,224	258,539,476	261,084,136	267,480,807
Alabama	4,025,948	4,371,386	4,598,451	4,636,251	4,708,757
Alaska	536,062	601,081	674,115	690,933	737,083
Arizona	2,986,437	3,834,631	4,504,823	4,657,320	5,075,261
Arkansas	2,337,378	2,586,431	2,734,131	2,758,339	2,804,948
California	22,179,908	22,905,106	23,259,948	23,336,775	23,550,987
Colorado	2,878,047	3,566,358	4,001,370	4,094,424	4,337,641
Connecticut	3,077,161	3,085,308	3,095,170	3,096,312	3,098,197
Delaware	653,536	746,278	825,927	842,772	886,057
District of Columbia	572,443	527,132	549,196	556,628	580,484
Florida	11,436,070	13,299,699	14,590,123	14,833,191	15,404,277
Georgia	6,403,316	7,751,426	8,852,692	9,086,104	9,685,235
Hawaii	1,032,113	1,123,794	1,242,620	1,268,177	1,334,869
Idaho	959,470	1,192,267	1,394,127	1,436,933	1,546,895
Illinois	10,541,612	10,889,607	10,804,111	10,787,326	10,750,278
Indiana	5,459,197	5,866,242	6,098,250	6,141,369	6,241,183
Iowa	2,749,095	2,844,058	2,897,187	2,906,541	2,926,766
Kansas	2,388,017	2,500,627	2,556,860	2,565,559	2,582,427
Kentucky	3,672,868	3,982,257	4,212,347	4,256,656	4,360,992
Louisiana	4,129,519	4,361,296	4,350,063	4,343,922	4,320,456
Maine	1,225,122	1,265,423	1,310,384	1,320,899	1,350,442
Maryland	4,673,420	5,068,739	5,312,133	5,354,516	5,441,622
Massachusetts	5,733,324	5,920,623	5,925,374	5,929,775	5,947,414
Michigan	9,109,073	9,614,913	9,439,023	9,406,894	9,332,263
Minnesota	4,336,153	4,776,237	5,058,576	5,121,849	5,291,985
Mississippi	2,564,096	2,805,185	2,887,995	2,902,671	2,934,476
Missouri	5,067,931	5,477,944	5,782,176	5,843,971	5,998,767
Montana	788,684	884,116	961,975	978,526	1,021,522
Nebraska	1,545,195	1,616,811	1,661,674	1,668,144	1,678,954
Nevada	1,092,944	1,604,284	1,984,576	2,072,156	2,313,041
New Hampshire	1,101,098	1,215,321	1,279,679	1,293,703	1,330,919
New Jersey	7,008,951	7,297,528	7,237,587	7,228,947	7,216,693
New Mexico	937,008	1,053,611	1,106,518	1,117,045	1,143,731
New York	15,790,694	16,109,344	15,957,063	15,947,509	15,965,344
North Carolina	6,586,898	7,667,457	8,755,493	8,976,655	9,523,394
North Dakota	633,511	634,448	660,752	666,856	683,840
Ohio	10,724,760	11,136,237	11,179,395	11,190,357	11,221,886
Oklahoma	3,063,362	3,271,157	3,427,108	3,452,268	3,500,386
Oregon	2,746,163	3,146,203	3,385,817	3,432,108	3,543,062
Pennsylvania	11,669,572	11,886,483	11,985,633	12,002,170	12,035,920
Rhode Island	959,745	957,438	921,503	914,270	896,215
South Carolina	3,470,788	3,916,935	4,398,839	4,492,620	4,711,622
South Dakota	692,484	743,952	794,006	804,785	833,050
Tennessee	4,862,081	5,565,599	6,064,741	6,158,702	6,372,149
Texas	12,676,389	14,181,395	15,720,086	16,034,129	16,833,029
Utah	1,645,689	2,031,625	2,414,511	2,496,055	2,705,741
Vermont	561,286	603,107	616,532	619,695	628,560
Virginia	6,056,181	6,749,484	7,387,851	7,520,152	7,855,384
Washington	4,685,210	5,452,770	5,983,005	6,092,038	6,366,347
West Virginia	1,784,773	1,795,920	1,831,363	1,838,893	1,858,557
Wisconsin	4,811,028	5,170,835	5,352,828	5,385,867	5,460,569
Wyoming	428,166	462,116	513,769	524,378	551,129

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 36

**The Nation's Largest Consumer Markets in 2012
(billions of dollars)**

Rank		Total Buying Power
1	California	1,559.0
2	Texas	986.1
3	New York	874.8
4	Florida	727.6
5	Illinois	530.9
6	Pennsylvania	501.8
7	New Jersey	428.0
8	Ohio	406.6
9	Virginia	347.3
10	Michigan	337.7

Rank	White Buying Power	Black Buying Power	American Indian Buying Power
1	California 1,193.9	New York 94.9	California 20.7
2	Texas 833.0	Texas 85.7	Oklahoma 9.1
3	New York 700.2	California 76.7	Texas 8.2
4	Florida 621.0	Florida 74.4	Arizona 6.0
5	Illinois 448.7	Georgia 73.4	New York 5.9
6	Pennsylvania 445.0	Maryland 63.4	New Mexico 4.4
7	Ohio 360.6	North Carolina 48.1	Washington 3.4
8	New Jersey 338.5	Illinois 46.6	North Carolina 3.2
9	Michigan 291.1	Virginia 44.9	Florida 3.0
10	Massachusetts 284.0	New Jersey 40.0	Alaska 2.8

Rank	Asian Buying Power	Multiracial Buying Power	Hispanic Buying Power
1	California 236.7	California 31.0	California 310.5
2	New York 63.3	New York 10.4	Texas 216.2
3	Texas 48.8	Texas 10.4	Florida 121.8
4	New Jersey 44.0	Hawaii 9.6	New York 85.2
5	Illinois 28.7	Florida 7.9	Illinois 46.1
6	Hawaii 27.4	Washington 6.3	New Jersey 43.7
7	Washington 24.7	Oklahoma 4.7	Arizona 39.8
8	Virginia 23.5	Virginia 4.7	New Mexico 23.6
9	Florida 21.3	Illinois 4.2	Colorado 21.8
10	Massachusetts 17.8	New Jersey 4.1	Virginia 19.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 37

**The Nation's Fast-Growing Consumer Markets in 2010-2012
(percent)**

Rank	Percentage Change in Total Buying Power		Percentage Change in White Buying Power		Percentage Change in Black Buying Power	
1	North Dakota	19.3	North Dakota	19.1	North Dakota	24.4
2	Wyoming	12.3	District of Columbia	13.8	South Dakota	20.3
3	District of Columbia	12.2	Wyoming	11.9	Vermont	19.5
4	Texas	12.1	Texas	11.2	Arizona	17.6
5	Oklahoma	11.6	South Dakota	11.1	Iowa	16.8
6	South Dakota	11.5	Oklahoma	10.9	Minnesota	15.4
7	Idaho	10.7	Idaho	10.6	Rhode Island	14.1
8	Nebraska	10.7	Nebraska	10.4	Idaho	13.8
9	Utah	10.6	Utah	10.4	Texas	13.6
10	Iowa	10.6	Iowa	10.3	Maine	12.6

Rank	Percentage Change in American Indian Buying Power		Percentage Change in Asian Buying Power		Percentage Change in Hispanic Buying Power	
1	District of Columbia	27.6	Wyoming	28.1	North Dakota	26.2
2	Illinois	25.9	North Dakota	26.4	Oklahoma	23.6
3	Wyoming	24.6	South Dakota	24.7	South Dakota	23.2
4	New York	24.4	Arkansas	24.4	Iowa	22.9
5	Georgia	22.1	Arizona	23.8	Vermont	22.6
6	Texas	21.9	Nevada	22.5	Arkansas	22.6
7	California	21.7	Texas	22.4	Tennessee	22.4
8	North Dakota	21.2	District of Columbia	22.2	South Carolina	21.8
9	Pennsylvania	20.4	Minnesota	21.8	Maryland	21.5
10	South Carolina	20.3	Oklahoma	21.3	Virginia	21.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 38**The Nation's Most Concentrated Consumer Markets in 2012
(percent)**

Rank	White		Black		American Indian	
	State	Share of Total Buying Power	State	Share of Total Buying Power	State	Share of Total Buying Power
1	Maine	97.6	District of Columbia	26.1	Alaska	8.8
2	Vermont	97.4	Mississippi	23.5	Oklahoma	6.7
3	Idaho	96.3	Maryland	23.1	New Mexico	6.3
4	New Hampshire	95.8	Georgia	21.8	South Dakota	3.8
5	West Virginia	95.5	Louisiana	19.7	Montana	3.1
6	Iowa	95.5	South Carolina	17.7	Arizona	2.7
7	Wyoming	95.1	Alabama	17.4	North Dakota	2.5
8	North Dakota	95.1	Delaware	15.3	Wyoming	2.2
9	Montana	94.8	North Carolina	14.6	California	1.3
10	Utah	94.7	Virginia	12.9	Nevada	1.2

Rank	Asian		Multiracial		Hispanic	
	State	Share of Total Buying Power	State	Share of Total Buying Power	State	Share of Total Buying Power
1	Hawaii	48.3	Hawaii	16.9	New Mexico	33.9
2	California	15.2	Alaska	3.8	Texas	21.9
3	New Jersey	10.3	Oklahoma	3.4	California	19.9
4	Nevada	9.5	Washington	2.2	Arizona	17.6
5	Washington	8.5	Nevada	2.1	Florida	16.7
6	New York	7.2	California	2.0	Nevada	16.4
7	Virginia	6.8	Oregon	1.8	Colorado	10.3
8	Maryland	6.4	District of Columbia	1.8	New Jersey	10.2
9	Massachusetts	5.6	New Mexico	1.5	New York	9.7
10	Illinois	5.4	Maryland	1.4	Illinois	8.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 39

**States Ranked by the Dollar Value of Buying Power,
by Race and Hispanic Origin, in 2012**

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

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 40

**States Ranked by Percentage Change in Buying Power,
by Race and Hispanic Origin, 2010-2012**

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

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 41

States Ranked by Market Share, by Race and Hispanic Origin,
in 2012

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

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Table 42

**U.S. Average Annual Expenditures and Item Share
for All Consumers, 2010**

Item	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)
TOTAL ANNUAL EXPENDITURES	48,109	100.0
FOOD AT HOME	3,624	7.5
FOOD AWAY FROM HOME	2,505	5.2
ALCOHOLIC BEVERAGES	412	0.9
HOUSING	16,557	34.4
Shelter	9,812	20.4
Utilities, fuels, and public services	3,660	7.6
<i>Natural gas</i>	440	0.9
<i>Electricity</i>	1,413	2.9
<i>Fuel oil and other fuels</i>	140	0.3
<i>Telephone services</i>	1,178	2.4
<i>Water and other public services</i>	489	1.0
Household operations	1,007	2.1
Housekeeping supplies	612	1.3
Household furnishings and equipment	1,467	3.0
<i>Household textiles</i>	102	0.2
<i>Furniture</i>	355	0.7
<i>Floor coverings</i>	36	0.1
<i>Major appliances</i>	209	0.4
<i>Small appliances & misc. housewares</i>	107	0.2
<i>Miscellaneous household equipment</i>	657	1.4
APPAREL & SERVICES	1,700	3.5
<i>Men and boys</i>	382	0.8
<i>Women and girls</i>	663	1.4
<i>Children under 2</i>	91	0.2
<i>Footwear</i>	303	0.6
<i>Other apparel products and services</i>	261	0.5
TRANSPORTATION	7,677	16.0
Vehicle purchases (net outlay)	2,588	5.4
<i>Cars and trucks, new</i>	1,219	2.5
<i>Cars and trucks, used</i>	1,318	2.7
<i>Other vehicles</i>	51	0.1
Gasoline and motor oil	2,132	4.4
Other vehicle expenses	2,464	5.1
<i>Finance charges</i>	243	0.5
<i>Maintenance, repairs</i>	787	1.6
<i>Insurance</i>	1,010	2.1
<i>Rental, leases, licenses, other</i>	423	0.9
Public transportation	493	1.0
HEALTH CARE	3,157	6.6
<i>Health insurance</i>	1,831	3.8
<i>Medical services</i>	722	1.5
<i>Drugs</i>	485	1.0
<i>Medical supplies</i>	119	0.2
ENTERTAINMENT	2,504	5.2
<i>Fees and admissions</i>	581	1.2
<i>Television, radios, sound equipment</i>	954	2.0
<i>Pets, toys, and playground equipment</i>	606	1.3
<i>Other</i>	364	0.8
PERSONAL CARE PRODUCTS & SERVICES	582	1.2
READING	100	0.2
EDUCATION	1,074	2.2
TOBACCO PRODUCTS & SMOKING SUPPLIES	362	0.8
MISCELLANEOUS	849	1.8
CASH CONTRIBUTIONS	1,633	3.4
PERSONAL INSURANCE & PENSIONS	5,373	11.2
<i>Life and other personal insurance</i>	318	0.7
<i>Pensions and Social Security</i>	5,054	10.5

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, 2010.

Table 43

**U.S. Average Annual Spending and Item Share for
Black and Non-Black Consumers, 2010**

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)	
TOTAL ANNUAL EXPENDITURES	35,863	100.0	49,815	100.0	0.0
FOOD AT HOME	3,075	8.6	3,700	7.4	1.1
FOOD AWAY FROM HOME	1,721	4.8	2,613	5.2	-0.4
ALCOHOLIC BEVERAGES	203	0.6	441	0.9	-0.3
HOUSING	14,102	39.3	16,899	33.9	5.4
Shelter	8,132	22.7	10,046	20.2	2.5
Utilities, fuels, and public services	3,749	10.5	3,647	7.3	3.1
<i>Natural gas</i>	517	1.4	429	0.9	0.6
<i>Electricity</i>	1,513	4.2	1,399	2.8	1.4
<i>Fuel oil and other fuels</i>	49	0.1	153	0.3	-0.2
<i>Telephone services</i>	1,221	3.4	1,172	2.4	1.1
<i>Water and other public services</i>	449	1.3	495	1.0	0.3
Household operations	704	2.0	1,050	2.1	-0.1
Housekeeping supplies	449	1.3	634	1.3	-0.0
Household furnishings and equipment	1,068	3.0	1,522	3.1	-0.1
<i>Household textiles</i>	71	0.2	107	0.2	0.0
<i>Furniture</i>	324	0.9	360	0.7	0.2
<i>Floor coverings</i>	52	0.1	34	0.1	0.1
<i>Major appliances</i>	173	0.5	214	0.4	0.1
<i>Small appliances & misc. housewares</i>	60	0.2	113	0.2	-0.1
<i>Miscellaneous household equipment</i>	389	1.1	694	1.4	-0.3
APPAREL & SERVICES	1,429	4.0	1,737	3.5	0.5
<i>Men and boys</i>	289	0.8	395	0.8	0.0
<i>Women and girls</i>	558	1.6	677	1.4	0.2
<i>Children under 2</i>	80	0.2	92	0.2	0.0
<i>Footwear</i>	323	0.9	301	0.6	0.3
<i>Other apparel products and services</i>	180	0.5	273	0.5	0.0
TRANSPORTATION	5,724	16.0	7,950	16.0	0.0
Vehicle purchases (net outlay)	1,591	4.4	2,727	5.5	-1.0
<i>Cars and trucks, new</i>	764	2.1	1,283	2.6	-0.4
<i>Cars and trucks, used</i>	827	2.3	1,386	2.8	-0.5
<i>Other vehicles</i>	0	0.0	58	0.1	-0.1
Gasoline and motor oil	1,775	4.9	2,182	4.4	0.6
Other vehicle expenses	2,026	5.6	2,525	5.1	0.6
<i>Finance charges</i>	193	0.5	250	0.5	0.0
<i>Maintenance, repairs</i>	602	1.7	813	1.6	0.0
<i>Insurance</i>	946	2.6	1,019	2.0	0.6
<i>Rental, leases, licenses, other</i>	285	0.8	443	0.9	-0.1
Public transportation	333	0.9	515	1.0	-0.1
HEALTH CARE	1,734	4.8	3,355	6.7	-1.9
<i>Health insurance</i>	1,156	3.2	1,925	3.9	-0.6
<i>Medical services</i>	239	0.7	790	1.6	-0.9
<i>Drugs</i>	272	0.8	515	1.0	-0.3
<i>Medical supplies</i>	66	0.2	126	0.3	-0.1
ENTERTAINMENT	1,352	3.8	2,665	5.3	-1.6
<i>Fees and admissions</i>	195	0.5	635	1.3	-0.7
<i>Television, radios, sound equipment</i>	841	2.3	970	1.9	0.4
<i>Pets, toys, and playground equipment</i>	192	0.5	663	1.3	-0.8
<i>Other</i>	125	0.3	397	0.8	-0.4
PERSONAL CARE PRODUCTS & SERVICES	525	1.5	590	1.2	0.3
READING	41	0.1	108	0.2	-0.1
EDUCATION	441	1.2	1,163	2.3	-1.1
TOBACCO PRODUCTS & SMOKING SUPPLIES	231	0.6	380	0.8	-0.1
MISCELLANEOUS	549	1.5	891	1.8	-0.3
CASH CONTRIBUTIONS	1,334	3.7	1,675	3.4	0.4
PERSONAL INSURANCE & PENSIONS	3,401	9.5	5,647	11.3	-1.9
<i>Life and other personal insurance</i>	212	0.6	333	0.7	-0.1
<i>Pensions and Social Security</i>	3,189	8.9	5,315	10.7	-1.8

Source: Selig Center for Economic Growth, based on data from the Consumer Expenditure Survey, 2010.

Table 44

**U.S. Average Annual Spending and Item Share for
Asian and All Consumers, 2010**

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)	
TOTAL ANNUAL EXPENDITURES	58,376	100.0	48,109	100.0	0.0
FOOD AT HOME	3,953	6.8	3,624	7.5	-0.8
FOOD AWAY FROM HOME	3,703	6.3	2,505	5.2	1.1
ALCOHOLIC BEVERAGES	322	0.6	412	0.9	-0.3
HOUSING	20,549	35.2	16,557	34.4	0.8
Shelter	13,875	23.8	9,812	20.4	3.4
Utilities, fuels, and public services	3,285	5.6	3,660	7.6	-2.0
<i>Natural gas</i>	447	0.8	440	0.9	-0.1
<i>Electricity</i>	1,108	1.9	1,413	2.9	-1.0
<i>Fuel oil and other fuels</i>	44	0.1	140	0.3	-0.2
<i>Telephone services</i>	1,143	2.0	1,178	2.4	-0.5
<i>Water and other public services</i>	543	0.9	489	1.0	-0.1
Household operations	1,298	2.2	1,007	2.1	0.1
Housekeeping supplies	542	0.9	612	1.3	-0.3
Household furnishings and equipment	1,549	2.7	1,467	3.0	-0.4
<i>Household textiles</i>	89	0.2	102	0.2	-0.1
<i>Furniture</i>	378	0.6	355	0.7	-0.1
<i>Floor coverings</i>	29	0.0	36	0.1	-0.0
<i>Major appliances</i>	185	0.3	209	0.4	-0.1
<i>Small appliances & misc. housewares</i>	102	0.2	107	0.2	-0.0
<i>Miscellaneous household equipment</i>	766	1.3	657	1.4	-0.1
APPAREL & SERVICES	3,414	5.8	1,700	3.5	2.3
<i>Men and boys</i>	613	1.1	382	0.8	0.3
<i>Women and girls</i>	881	1.5	663	1.4	0.1
<i>Children under 2</i>	133	0.2	91	0.2	0.0
<i>Footwear</i>	493	0.8	303	0.6	0.2
<i>Other apparel products and services</i>	1,295	2.2	261	0.5	1.7
TRANSPORTATION	8,673	14.9	7,677	16.0	-1.1
Vehicle purchases (net outlay)	2,599	4.5	2,588	5.4	-0.9
<i>Cars and trucks, new</i>	1,646	2.8	1,219	2.5	0.3
<i>Cars and trucks, used</i>	909	1.6	1,318	2.7	-1.2
<i>Other vehicles</i>	44	0.1	51	0.1	-0.0
Gasoline and motor oil	2,098	3.6	2,132	4.4	-0.8
Other vehicle expenses	2,885	4.9	2,464	5.1	-0.2
<i>Finance charges</i>	189	0.3	243	0.5	-0.2
<i>Maintenance, repairs</i>	788	1.3	787	1.6	-0.3
<i>Insurance</i>	1,336	2.3	1,010	2.1	0.2
<i>Rental, leases, licenses, other</i>	572	1.0	423	0.9	0.1
Public transportation	1,092	1.9	493	1.0	0.8
HEALTH CARE	2,525	4.3	3,157	6.6	-2.2
<i>Health insurance</i>	1,685	2.9	1,831	3.8	-0.9
<i>Medical services</i>	499	0.9	722	1.5	-0.6
<i>Drugs</i>	254	0.4	485	1.0	-0.6
<i>Medical supplies</i>	86	0.1	119	0.2	-0.1
ENTERTAINMENT	2,192	3.8	2,504	5.2	-1.4
<i>Fees and admissions</i>	785	1.3	581	1.2	0.1
<i>Television, radios, sound equipment</i>	886	1.5	954	2.0	-0.5
<i>Pets, toys, and playground equipment</i>	267	0.5	606	1.3	-0.8
<i>Other</i>	254	0.4	364	0.8	-0.3
PERSONAL CARE PRODUCTS & SERVICES	593	1.0	582	1.2	-0.2
READING	89	0.2	100	0.2	-0.1
EDUCATION	2,854	4.9	1,074	2.2	2.7
TOBACCO PRODUCTS & SMOKING SUPPLIES	146	0.3	362	0.8	-0.5
MISCELLANEOUS	546	0.9	849	1.8	-0.8
CASH CONTRIBUTIONS	1,178	2.0	1,633	3.4	-1.4
PERSONAL INSURANCE & PENSIONS	7,640	13.1	5,373	11.2	1.9
<i>Life and other personal insurance</i>	333	0.6	318	0.7	-0.1
<i>Pensions and Social Security</i>	7,306	12.5	5,054	10.5	2.0

Source: Selig Center for Economic Growth, based on data from the Consumer Expenditure Survey, 2010.

Table 45

**U.S. Average Annual Spending and Item Share for
Hispanic and Non-Hispanic Consumers, 2010**

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)	
TOTAL ANNUAL EXPENDITURES	41,456	100.0	49,032	100.0	0.0
FOOD AT HOME	4,012	9.7	3,572	7.3	2.4
FOOD AWAY FROM HOME	2,474	6.0	2,509	5.1	0.9
ALCOHOLIC BEVERAGES	260	0.6	433	0.9	-0.3
HOUSING	15,432	37.2	16,713	34.1	3.1
Shelter	9,518	23.0	9,852	20.1	2.9
Utilities, fuels, and public services	3,471	8.4	3,686	7.5	0.9
<i>Natural gas</i>	379	0.9	448	0.9	0.0
<i>Electricity</i>	1,330	3.2	1,424	2.9	0.3
<i>Fuel oil and other fuels</i>	40	0.1	154	0.3	-0.2
<i>Telephone services</i>	1,244	3.0	1,169	2.4	0.6
<i>Water and other public services</i>	477	1.2	491	1.0	0.1
Household operations	673	1.6	1,054	2.1	-0.5
Housekeeping supplies	549	1.3	620	1.3	0.1
Household furnishings and equipment	1,222	2.9	1,500	3.1	-0.1
<i>Household textiles</i>	91	0.2	104	0.2	0.0
<i>Furniture</i>	301	0.7	363	0.7	-0.0
<i>Floor coverings</i>	23	0.1	38	0.1	-0.0
<i>Major appliances</i>	153	0.4	217	0.4	-0.1
<i>Small appliances & misc. housewares</i>	84	0.2	110	0.2	-0.0
<i>Miscellaneous household equipment</i>	570	1.4	669	1.4	0.0
APPAREL & SERVICES	1,998	4.8	1,659	3.4	1.4
<i>Men and boys</i>	415	1.0	377	0.8	0.2
<i>Women and girls</i>	696	1.7	658	1.3	0.3
<i>Children under 2</i>	150	0.4	83	0.2	0.2
<i>Footwear</i>	476	1.1	280	0.6	0.6
<i>Other apparel products and services</i>	261	0.6	261	0.5	0.1
TRANSPORTATION	6,629	16.0	7,822	16.0	0.0
Vehicle purchases (net outlay)	1,907	4.6	2,683	5.5	-0.9
<i>Cars and trucks, new</i>	637	1.5	1,300	2.7	-1.1
<i>Cars and trucks, used</i>	1,213	2.9	1,333	2.7	0.2
<i>Other vehicles</i>	58	0.1	50	0.1	0.0
Gasoline and motor oil	2,185	5.3	2,125	4.3	0.9
Other vehicle expenses	2,134	5.1	2,509	5.1	0.0
<i>Finance charges</i>	233	0.6	244	0.5	0.1
<i>Maintenance, repairs</i>	621	1.5	810	1.7	-0.2
<i>Insurance</i>	926	2.2	1,022	2.1	0.1
<i>Rental, leases, licenses, other</i>	354	0.9	433	0.9	-0.0
Public transportation	402	1.0	505	1.0	-0.1
HEALTH CARE	1,842	4.4	3,339	6.8	-2.4
<i>Health insurance</i>	971	2.3	1,950	4.0	-1.6
<i>Medical services</i>	519	1.3	750	1.5	-0.3
<i>Drugs</i>	284	0.7	513	1.0	-0.4
<i>Medical supplies</i>	68	0.2	126	0.3	-0.1
ENTERTAINMENT	1,644	4.0	2,623	5.3	-1.4
<i>Fees and admissions</i>	332	0.8	616	1.3	-0.5
<i>Television, radios, sound equipment</i>	802	1.9	975	2.0	-0.1
<i>Pets, toys, and playground equipment</i>	343	0.8	641	1.3	-0.5
<i>Other</i>	167	0.4	391	0.8	-0.4
PERSONAL CARE PRODUCTS & SERVICES	565	1.4	585	1.2	0.2
READING	37	0.1	108	0.2	-0.1
EDUCATION	803	1.9	1,112	2.3	-0.3
TOBACCO PRODUCTS & SMOKING SUPPLIES	165	0.4	389	0.8	-0.4
MISCELLANEOUS	507	1.2	896	1.8	-0.6
CASH CONTRIBUTIONS	1,074	2.6	1,711	3.5	-0.9
PERSONAL INSURANCE & PENSIONS	4,014	9.7	5,561	11.3	-1.7
<i>Life and other personal insurance</i>	149	0.4	342	0.7	-0.3
<i>Pensions and Social Security</i>	3,865	9.3	5,219	10.6	-1.3

Source: Selig Center for Economic Growth, based on data from the Consumer Expenditure Survey, 2010.

Part 2

**MULTICULTURAL
ECONOMY**

State Statistics



ALABAMA

Alabama

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Alabama</u>	<u>State Rank</u>
Total	12,190,521,527	160,218,615	25
White	10,176,748,435	127,741,217	25
Black	1,037,731,976	27,917,863	15
American Indian	102,594,032	932,003	28
Asian	718,386,908	2,343,855	33
Multiracial	155,060,176	1,283,678	29
Hispanic/ Latino	1,178,800,265	3,497,569	34
Non Hispanic	11,011,721,262	156,721,047	25

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Alabama

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Alabama</u>	<u>State Rank</u>
Total	11,164,436,000	147,942,154	25
White	9,389,733,436	118,451,663	25
Black	946,558,798	25,599,415	15
American Indian	87,342,994	809,441	27
Asian	609,224,347	1,971,276	33
Multiracial	131,576,425	1,110,359	29
Hispanic/ Latino	1,014,433,502	2,892,626	34
Non Hispanic	10,150,002,498	145,049,528	25

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Alabama

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Alabama 2010-2012</u>	<u>State Rank</u>
Total	9.2	8.3	36
White	8.4	7.8	32
Black	9.6	9.1	31
American Indian	17.5	15.1	26
Asian	17.9	18.9	23
Multiracial	17.8	15.6	36
Hispanic/ Latino	16.2	20.9	12
Non Hispanic	8.5	8.0	33

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Alabama

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Alabama</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	80.1	79.7
Black	8.5	8.5	17.3	17.4
American Indian	0.8	0.8	0.5	0.6
Asian	5.5	5.9	1.3	1.5
Multiracial	1.2	1.3	0.8	0.8
Hispanic/ Latino	9.1	9.7	2.0	2.2
Non Hispanic	90.9	90.3	98.0	97.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

ALASKA

Alaska

Table 1

Buying Power for 2012
(thousands of dollars)

Race	<u>U.S.</u>	<u>Alaska</u>	<u>State Rank</u>
Total	12,190,521,527	31,564,867	49
White	10,176,748,435	25,079,168	48
Black	1,037,731,976	811,504	42
American Indian	102,594,032	2,783,376	10
Asian	718,386,908	1,687,672	36
Multiracial	155,060,176	1,203,147	31
Hispanic/ Latino	1,178,800,265	1,314,289	44
Non Hispanic	11,011,721,262	30,250,578	49

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Alaska

Table 2

Buying Power for 2010
(thousands of dollars)

Race	<u>U.S.</u>	<u>Alaska</u>	<u>State Rank</u>
Total	11,164,436,000	28,964,963	48
White	9,389,733,436	23,168,589	48
Black	946,558,798	762,126	42
American Indian	87,342,994	2,556,476	10
Asian	609,224,347	1,432,274	36
Multiracial	131,576,425	1,045,498	31
Hispanic/ Latino	1,014,433,502	1,123,254	44
Non Hispanic	10,150,002,498	27,841,709	48

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Alaska

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Alaska 2010-2012</u>	<u>State Rank</u>
Total	9.2	9.0	27
White	8.4	8.2	27
Black	9.6	6.5	48
American Indian	17.5	8.9	50
Asian	17.9	17.8	33
Multiracial	17.8	15.1	38
Hispanic/ Latino	16.2	17.0	35
Non Hispanic	8.5	8.7	25

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Alaska

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2012</u>	<u>Alaska 2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	80.0	79.5
Black	8.5	8.5	2.6	2.6
American Indian	0.8	0.8	8.8	8.8
Asian	5.5	5.9	4.9	5.3
Multiracial	1.2	1.3	3.6	3.8
Hispanic/ Latino	9.1	9.7	3.9	4.2
Non Hispanic	90.9	90.3	96.1	95.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

ARIZONA

Arizona

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Arizona</u>	<u>State Rank</u>
Total	12,190,521,527	226,424,306	16
White	10,176,748,435	200,061,466	16
Black	1,037,731,976	8,078,181	25
American Indian	102,594,032	6,039,749	4
Asian	718,386,908	9,318,339	17
Multiracial	155,060,176	2,926,570	18
Hispanic/ Latino	1,178,800,265	39,837,138	7
Non Hispanic	11,011,721,262	186,587,168	22

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Arizona

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Arizona</u>	<u>State Rank</u>
Total	11,164,436,000	204,984,756	17
White	9,389,733,436	182,918,316	17
Black	946,558,798	6,867,934	26
American Indian	87,342,994	5,276,166	4
Asian	609,224,347	7,526,161	17
Multiracial	131,576,425	2,396,180	18
Hispanic/ Latino	1,014,433,502	34,085,213	7
Non Hispanic	10,150,002,498	170,899,543	22

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Arizona

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Arizona 2010-2012</u>	<u>State Rank</u>
Total	9.2	10.5	11
White	8.4	9.4	14
Black	9.6	17.6	4
American Indian	17.5	14.5	29
Asian	17.9	23.8	5
Multiracial	17.8	22.1	5
Hispanic/ Latino	16.2	16.9	38
Non Hispanic	8.5	9.2	16

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Arizona

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Arizona</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	89.2	88.4
Black	8.5	8.5	3.4	3.6
American Indian	0.8	0.8	2.6	2.7
Asian	5.5	5.9	3.7	4.1
Multiracial	1.2	1.3	1.2	1.3
Hispanic/ Latino	9.1	9.7	16.6	17.6
Non Hispanic	90.9	90.3	83.4	82.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.



ARKANSAS

Arkansas

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Arkansas</u>	<u>State Rank</u>
Total	12,190,521,527	96,010,810	33
White	10,176,748,435	83,253,270	33
Black	1,037,731,976	9,550,722	24
American Indian	102,594,032	630,813	36
Asian	718,386,908	1,674,987	37
Multiracial	155,060,176	901,018	35
Hispanic/ Latino	1,178,800,265	3,440,612	36
Non Hispanic	11,011,721,262	92,570,198	32

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Arkansas

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Arkansas</u>	<u>State Rank</u>
Total	11,164,436,000	87,866,098	33
White	9,389,733,436	76,446,856	33
Black	946,558,798	8,720,369	24
American Indian	87,342,994	564,452	36
Asian	609,224,347	1,346,159	38
Multiracial	131,576,425	788,262	34
Hispanic/ Latino	1,014,433,502	2,807,411	36
Non Hispanic	10,150,002,498	85,058,687	32

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Arkansas

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Arkansas 2010-2012</u>	<u>State Rank</u>
Total	9.2	9.3	25
White	8.4	8.9	18
Black	9.6	9.5	27
American Indian	17.5	11.8	41
Asian	17.9	24.4	4
Multiracial	17.8	14.3	43
Hispanic/ Latino	16.2	22.6	6
Non Hispanic	8.5	8.8	20

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Arkansas

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Arkansas</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	87.0	86.7
Black	8.5	8.5	9.9	9.9
American Indian	0.8	0.8	0.6	0.7
Asian	5.5	5.9	1.5	1.7
Multiracial	1.2	1.3	0.9	0.9
Hispanic/ Latino	9.1	9.7	3.2	3.6
Non Hispanic	90.9	90.3	96.8	96.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

CALIFORNIA

California

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>California</u>	<u>State Rank</u>
Total	12,190,521,527	1,558,971,679	1
White	10,176,748,435	1,193,905,992	1
Black	1,037,731,976	76,673,119	3
American Indian	102,594,032	20,686,491	1
Asian	718,386,908	236,689,800	1
Multiracial	155,060,176	31,016,277	1
Hispanic/ Latino	1,178,800,265	310,469,120	1
Non Hispanic	11,011,721,262	1,248,502,559	1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

California

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>California</u>	<u>State Rank</u>
Total	11,164,436,000	1,417,347,306	1
White	9,389,733,436	1,103,274,929	1
Black	946,558,798	69,544,351	3
American Indian	87,342,994	17,000,375	1
Asian	609,224,347	201,296,329	1
Multiracial	131,576,425	26,231,323	1
Hispanic/ Latino	1,014,433,502	269,165,903	1
Non Hispanic	10,150,002,498	1,148,181,403	1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

California

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>California 2010-2012</u>	<u>State Rank</u>
Total	9.2	10.0	14
White	8.4	8.2	28
Black	9.6	10.3	23
American Indian	17.5	21.7	7
Asian	17.9	17.6	34
Multiracial	17.8	18.2	22
Hispanic/ Latino	16.2	15.3	44
Non Hispanic	8.5	8.7	22

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

California

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>California</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	77.8	76.6
Black	8.5	8.5	4.9	4.9
American Indian	0.8	0.8	1.2	1.3
Asian	5.5	5.9	14.2	15.2
Multiracial	1.2	1.3	1.9	2.0
Hispanic/ Latino	9.1	9.7	19.0	19.9
Non Hispanic	90.9	90.3	81.0	80.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

COLORADO

Colorado

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Colorado</u>	<u>State Rank</u>
Total	12,190,521,527	211,434,358	22
White	10,176,748,435	193,922,504	19
Black	1,037,731,976	5,678,835	32
American Indian	102,594,032	2,221,965	12
Asian	718,386,908	6,607,537	21
Multiracial	155,060,176	3,003,518	17
Hispanic/ Latino	1,178,800,265	21,825,334	9
Non Hispanic	11,011,721,262	189,609,024	21

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Colorado

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Colorado</u>	<u>State Rank</u>
Total	11,164,436,000	192,579,328	22
White	9,389,733,436	177,338,542	21
Black	946,558,798	5,219,479	32
American Indian	87,342,994	1,900,523	12
Asian	609,224,347	5,600,489	21
Multiracial	131,576,425	2,520,295	17
Hispanic/ Latino	1,014,433,502	19,367,975	9
Non Hispanic	10,150,002,498	173,211,353	21

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Colorado

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Colorado 2010-2012</u>	<u>State Rank</u>
Total	9.2	9.8	17
White	8.4	9.4	15
Black	9.6	8.8	32
American Indian	17.5	16.9	17
Asian	17.9	18.0	32
Multiracial	17.8	19.2	18
Hispanic/ Latino	16.2	12.7	50
Non Hispanic	8.5	9.5	14

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Colorado

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Colorado</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	92.1	91.7
Black	8.5	8.5	2.7	2.7
American Indian	0.8	0.8	1.0	1.1
Asian	5.5	5.9	2.9	3.1
Multiracial	1.2	1.3	1.3	1.4
Hispanic/ Latino	9.1	9.7	10.1	10.3
Non Hispanic	90.9	90.3	89.9	89.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.



CONNECTICUT

Connecticut

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Connecticut</u>	<u>State Rank</u>
Total	12,190,521,527	184,356,762	23
White	10,176,748,435	162,098,846	23
Black	1,037,731,976	11,756,358	22
American Indian	102,594,032	560,053	38
Asian	718,386,908	8,349,544	20
Multiracial	155,060,176	1,591,961	26
Hispanic/ Latino	1,178,800,265	13,423,926	18
Non Hispanic	11,011,721,262	170,932,837	23

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Connecticut

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Connecticut</u>	<u>State Rank</u>
Total	11,164,436,000	169,747,218	23
White	9,389,733,436	150,379,404	23
Black	946,558,798	10,577,784	22
American Indian	87,342,994	478,627	37
Asian	609,224,347	6,940,206	19
Multiracial	131,576,425	1,371,197	26
Hispanic/ Latino	1,014,433,502	11,286,978	18
Non Hispanic	10,150,002,498	158,460,240	23

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Connecticut

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Connecticut 2010-2012</u>	<u>State Rank</u>
Total	9.2	8.6	33
White	8.4	7.8	34
Black	9.6	11.1	17
American Indian	17.5	17.0	16
Asian	17.9	20.3	17
Multiracial	17.8	16.1	32
Hispanic/ Latino	16.2	18.9	23
Non Hispanic	8.5	7.9	35

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Connecticut

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Connecticut</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	88.6	87.9
Black	8.5	8.5	6.2	6.4
American Indian	0.8	0.8	0.3	0.3
Asian	5.5	5.9	4.1	4.5
Multiracial	1.2	1.3	0.8	0.9
Hispanic/ Latino	9.1	9.7	6.6	7.3
Non Hispanic	90.9	90.3	93.4	92.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

DELAWARE

Delaware

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Delaware</u>	<u>State Rank</u>
Total	12,190,521,527	34,891,281	46
White	10,176,748,435	27,312,308	47
Black	1,037,731,976	5,351,258	33
American Indian	102,594,032	153,458	49
Asian	718,386,908	1,643,864	38
Multiracial	155,060,176	430,393	46
Hispanic/ Latino	1,178,800,265	1,555,759	43
Non Hispanic	11,011,721,262	33,335,522	46

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Delaware

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Delaware</u>	<u>State Rank</u>
Total	11,164,436,000	31,896,194	45
White	9,389,733,436	25,262,716	45
Black	946,558,798	4,791,534	33
American Indian	87,342,994	129,196	49
Asian	609,224,347	1,363,637	37
Multiracial	131,576,425	349,111	46
Hispanic/ Latino	1,014,433,502	1,298,130	43
Non Hispanic	10,150,002,498	30,598,064	46

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Delaware

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Delaware 2010-2012</u>	<u>State Rank</u>
Total	9.2	9.4	21
White	8.4	8.1	30
Black	9.6	11.7	15
American Indian	17.5	18.8	14
Asian	17.9	20.5	16
Multiracial	17.8	23.3	4
Hispanic/ Latino	16.2	19.8	18
Non Hispanic	8.5	8.9	18

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Delaware

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Delaware</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	79.2	78.3
Black	8.5	8.5	15.0	15.3
American Indian	0.8	0.8	0.4	0.4
Asian	5.5	5.9	4.3	4.7
Multiracial	1.2	1.3	1.1	1.2
Hispanic/ Latino	9.1	9.7	4.1	4.5
Non Hispanic	90.9	90.3	95.9	95.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.



DISTRICT OF COLUMBIA

District of Columbia

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>District of Columbia</u>	<u>State Rank</u>
Total	12,190,521,527	42,108,461	44
White	10,176,748,435	28,235,171	46
Black	1,037,731,976	10,969,292	23
American Indian	102,594,032	266,391	43
Asian	718,386,908	1,866,852	35
Multiracial	155,060,176	770,755	37
Hispanic/ Latino	1,178,800,265	2,566,165	40
Non Hispanic	11,011,721,262	39,542,296	44

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

District of Columbia

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>District of Columbia</u>	<u>State Rank</u>
Total	11,164,436,000	37,542,501	44
White	9,389,733,436	24,822,113	47
Black	946,558,798	10,362,068	23
American Indian	87,342,994	208,753	44
Asian	609,224,347	1,527,933	35
Multiracial	131,576,425	621,634	37
Hispanic/ Latino	1,014,433,502	2,193,296	39
Non Hispanic	10,150,002,498	35,349,205	44

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

District of Columbia

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>District of Columbia 2010-2012</u>	<u>State Rank</u>
Total	9.2	12.2	3
White	8.4	13.8	2
Black	9.6	5.9	49
American Indian	17.5	27.6	1
Asian	17.9	22.2	8
Multiracial	17.8	24.0	3
Hispanic/ Latino	16.2	17.0	36
Non Hispanic	8.5	11.9	2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

District of Columbia

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2012</u>	<u>District of Columbia 2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	66.1	67.1
Black	8.5	8.5	27.6	26.1
American Indian	0.8	0.8	0.6	0.6
Asian	5.5	5.9	4.1	4.4
Multiracial	1.2	1.3	1.7	1.8
Hispanic/ Latino	9.1	9.7	5.8	6.1
Non Hispanic	90.9	90.3	94.2	93.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

FLORIDA

Florida

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Florida</u>	<u>State Rank</u>
Total	12,190,521,527	727,625,630	4
White	10,176,748,435	621,029,796	4
Black	1,037,731,976	74,422,827	4
American Indian	102,594,032	3,041,045	9
Asian	718,386,908	21,272,948	9
Multiracial	155,060,176	7,859,014	5
Hispanic/ Latino	1,178,800,265	121,766,724	3
Non Hispanic	11,011,721,262	605,858,906	4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Florida

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Florida</u>	<u>State Rank</u>
Total	11,164,436,000	665,095,601	4
White	9,389,733,436	571,819,972	4
Black	946,558,798	66,328,967	4
American Indian	87,342,994	2,606,545	9
Asian	609,224,347	17,754,199	9
Multiracial	131,576,425	6,585,918	5
Hispanic/ Latino	1,014,433,502	104,807,809	3
Non Hispanic	10,150,002,498	560,287,792	4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Florida

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Florida 2010-2012</u>	<u>State Rank</u>
Total	9.2	9.4	20
White	8.4	8.6	21
Black	9.6	12.2	14
American Indian	17.5	16.7	18
Asian	17.9	19.8	20
Multiracial	17.8	19.3	17
Hispanic/ Latino	16.2	16.2	43
Non Hispanic	8.5	8.1	31

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Florida

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Florida</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	86.0	85.4
Black	8.5	8.5	10.0	10.2
American Indian	0.8	0.8	0.4	0.4
Asian	5.5	5.9	2.7	2.9
Multiracial	1.2	1.3	1.0	1.1
Hispanic/ Latino	9.1	9.7	15.8	16.7
Non Hispanic	90.9	90.3	84.2	83.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

GEORGIA

Georgia

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Georgia</u>	<u>State Rank</u>
Total	12,190,521,527	335,878,572	11
White	10,176,748,435	244,091,611	14
Black	1,037,731,976	73,388,005	5
American Indian	102,594,032	1,589,272	14
Asian	718,386,908	13,339,499	13
Multiracial	155,060,176	3,470,184	13
Hispanic/ Latino	1,178,800,265	16,022,255	14
Non Hispanic	11,011,721,262	319,856,317	11

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Georgia

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Georgia</u>	<u>State Rank</u>
Total	11,164,436,000	308,235,536	11
White	9,389,733,436	226,881,187	14
Black	946,558,798	66,129,279	5
American Indian	87,342,994	1,301,901	15
Asian	609,224,347	11,033,051	13
Multiracial	131,576,425	2,890,118	15
Hispanic/ Latino	1,014,433,502	13,678,152	13
Non Hispanic	10,150,002,498	294,557,384	11

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Georgia

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Georgia 2010-2012</u>	<u>State Rank</u>
Total	9.2	9.0	28
White	8.4	7.6	39
Black	9.6	11.0	19
American Indian	17.5	22.1	5
Asian	17.9	20.9	12
Multiracial	17.8	20.1	14
Hispanic/ Latino	16.2	17.1	33
Non Hispanic	8.5	8.6	26

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Georgia

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Georgia</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	73.6	72.7
Black	8.5	8.5	21.5	21.8
American Indian	0.8	0.8	0.4	0.5
Asian	5.5	5.9	3.6	4.0
Multiracial	1.2	1.3	0.9	1.0
Hispanic/ Latino	9.1	9.7	4.4	4.8
Non Hispanic	90.9	90.3	95.6	95.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

HAWAII

Hawaii

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Hawaii</u>	<u>State Rank</u>
Total	12,190,521,527	56,684,489	39
White	10,176,748,435	18,587,767	51
Black	1,037,731,976	919,674	41
American Indian	102,594,032	212,077	45
Asian	718,386,908	27,366,306	6
Multiracial	155,060,176	9,598,665	4
Hispanic/ Latino	1,178,800,265	3,627,357	33
Non Hispanic	11,011,721,262	53,057,132	39

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Hawaii

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Hawaii</u>	<u>State Rank</u>
Total	11,164,436,000	51,845,742	40
White	9,389,733,436	17,191,781	51
Black	946,558,798	849,023	41
American Indian	87,342,994	185,723	45
Asian	609,224,347	25,244,062	5
Multiracial	131,576,425	8,375,153	4
Hispanic/ Latino	1,014,433,502	3,110,902	32
Non Hispanic	10,150,002,498	48,734,840	39

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Hawaii

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Hawaii 2010-2012</u>	<u>State Rank</u>
Total	9.2	9.3	23
White	8.4	8.1	29
Black	9.6	8.3	38
American Indian	17.5	14.2	30
Asian	17.9	8.4	50
Multiracial	17.8	14.6	42
Hispanic/ Latino	16.2	16.6	41
Non Hispanic	8.5	8.9	19

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Hawaii

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2012</u>	<u>2010</u>	<u>Hawaii 2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	33.2	32.8
Black	8.5	8.5	1.6	1.6
American Indian	0.8	0.8	0.4	0.4
Asian	5.5	5.9	48.7	48.3
Multiracial	1.2	1.3	16.2	16.9
Hispanic/ Latino	9.1	9.7	6.0	6.4
Non Hispanic	90.9	90.3	94.0	93.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

IDAHO

Idaho

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Idaho</u>	<u>State Rank</u>
Total	12,190,521,527	51,397,871	41
White	10,176,748,435	49,506,683	40
Black	1,037,731,976	206,950	47
American Indian	102,594,032	533,004	39
Asian	718,386,908	634,273	45
Multiracial	155,060,176	516,961	41
Hispanic/ Latino	1,178,800,265	3,462,645	35
Non Hispanic	11,011,721,262	47,935,226	40

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Idaho

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Idaho</u>	<u>State Rank</u>
Total	11,164,436,000	46,412,596	41
White	9,389,733,436	44,757,100	40
Black	946,558,798	181,931	47
American Indian	87,342,994	468,387	38
Asian	609,224,347	562,663	45
Multiracial	131,576,425	442,515	42
Hispanic/ Latino	1,014,433,502	2,859,805	35
Non Hispanic	10,150,002,498	43,552,791	41

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Idaho

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Idaho 2010-2012</u>	<u>State Rank</u>
Total	9.2	10.7	7
White	8.4	10.6	7
Black	9.6	13.8	8
American Indian	17.5	13.8	34
Asian	17.9	12.7	49
Multiracial	17.8	16.8	26
Hispanic/ Latino	16.2	21.1	11
Non Hispanic	8.5	10.1	11

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Idaho

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2012</u>	<u>Idaho 2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	96.4	96.3
Black	8.5	8.5	0.4	0.4
American Indian	0.8	0.8	1.0	1.0
Asian	5.5	5.9	1.2	1.2
Multiracial	1.2	1.3	1.0	1.0
Hispanic/ Latino	9.1	9.7	6.2	6.7
Non Hispanic	90.9	90.3	93.8	93.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

ILLINOIS

Illinois

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Illinois</u>	<u>State Rank</u>
Total	12,190,521,527	530,857,827	5
White	10,176,748,435	448,662,007	5
Black	1,037,731,976	46,632,138	8
American Indian	102,594,032	2,592,632	11
Asian	718,386,908	28,731,971	5
Multiracial	155,060,176	4,239,078	9
Hispanic/ Latino	1,178,800,265	46,124,939	5
Non Hispanic	11,011,721,262	484,732,887	6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Illinois

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Illinois</u>	<u>State Rank</u>
Total	11,164,436,000	488,004,562	5
White	9,389,733,436	414,252,928	5
Black	946,558,798	43,372,980	8
American Indian	87,342,994	2,059,719	11
Asian	609,224,347	24,680,689	6
Multiracial	131,576,425	3,638,246	9
Hispanic/ Latino	1,014,433,502	40,381,296	5
Non Hispanic	10,150,002,498	447,623,266	6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Illinois

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Illinois 2010-2012</u>	<u>State Rank</u>
Total	9.2	8.8	30
White	8.4	8.3	24
Black	9.6	7.5	42
American Indian	17.5	25.9	2
Asian	17.9	16.4	40
Multiracial	17.8	16.5	29
Hispanic/ Latino	16.2	14.2	45
Non Hispanic	8.5	8.3	29

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Illinois

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Illinois</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	84.9	84.5
Black	8.5	8.5	8.9	8.8
American Indian	0.8	0.8	0.4	0.5
Asian	5.5	5.9	5.1	5.4
Multiracial	1.2	1.3	0.7	0.8
Hispanic/ Latino	9.1	9.7	8.3	8.7
Non Hispanic	90.9	90.3	91.7	91.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

INDIANA

Indiana

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Indiana</u>	<u>State Rank</u>
Total	12,190,521,527	217,118,080	20
White	10,176,748,435	196,444,807	18
Black	1,037,731,976	13,619,454	21
American Indian	102,594,032	665,392	35
Asian	718,386,908	4,652,097	25
Multiracial	155,060,176	1,736,330	25
Hispanic/ Latino	1,178,800,265	7,893,823	22
Non Hispanic	11,011,721,262	209,224,256	19

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Indiana

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Indiana</u>	<u>State Rank</u>
Total	11,164,436,000	200,955,518	20
White	9,389,733,436	182,442,589	18
Black	946,558,798	12,574,332	21
American Indian	87,342,994	582,905	35
Asian	609,224,347	3,870,228	25
Multiracial	131,576,425	1,485,464	25
Hispanic/ Latino	1,014,433,502	6,717,753	22
Non Hispanic	10,150,002,498	194,237,765	19

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Indiana

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S.</u> <u>2010-2012</u>	<u>Indiana</u> <u>2010-2012</u>	<u>State Rank</u>
Total	9.2	8.0	40
White	8.4	7.7	36
Black	9.6	8.3	39
American Indian	17.5	14.2	32
Asian	17.9	20.2	18
Multiracial	17.8	16.9	25
Hispanic/ Latino	16.2	17.5	32
Non Hispanic	8.5	7.7	40

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Indiana

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S.</u> <u>2012</u>	<u>Indiana</u> <u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	90.8	90.5
Black	8.5	8.5	6.3	6.3
American Indian	0.8	0.8	0.3	0.3
Asian	5.5	5.9	1.9	2.1
Multiracial	1.2	1.3	0.7	0.8
Hispanic/ Latino	9.1	9.7	3.3	3.6
Non Hispanic	90.9	90.3	96.7	96.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

IOWA

Iowa

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Iowa</u>	<u>State Rank</u>
Total	12,190,521,527	117,460,846	30
White	10,176,748,435	112,162,938	30
Black	1,037,731,976	2,196,086	35
American Indian	102,594,032	244,313	44
Asian	718,386,908	2,188,338	34
Multiracial	155,060,176	669,171	38
Hispanic/ Latino	1,178,800,265	3,397,451	37
Non Hispanic	11,011,721,262	114,063,395	30

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Iowa

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Iowa</u>	<u>State Rank</u>
Total	11,164,436,000	106,187,742	30
White	9,389,733,436	101,683,517	30
Black	946,558,798	1,880,061	35
American Indian	87,342,994	220,202	43
Asian	609,224,347	1,845,425	34
Multiracial	131,576,425	558,537	38
Hispanic/ Latino	1,014,433,502	2,764,201	37
Non Hispanic	10,150,002,498	103,423,541	30

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Iowa

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Iowa 2010-2012</u>	<u>State Rank</u>
Total	9.2	10.6	10
White	8.4	10.3	10
Black	9.6	16.8	5
American Indian	17.5	10.9	46
Asian	17.9	18.6	28
Multiracial	17.8	19.8	15
Hispanic/ Latino	16.2	22.9	4
Non Hispanic	8.5	10.3	7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Iowa

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Iowa</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	95.8	95.5
Black	8.5	8.5	1.8	1.9
American Indian	0.8	0.8	0.2	0.2
Asian	5.5	5.9	1.7	1.9
Multiracial	1.2	1.3	0.5	0.6
Hispanic/ Latino	9.1	9.7	2.6	2.9
Non Hispanic	90.9	90.3	97.4	97.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

KANSAS

Kansas

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Kansas</u>	<u>State Rank</u>
Total	12,190,521,527	111,606,099	31
White	10,176,748,435	101,597,281	31
Black	1,037,731,976	4,455,950	34
American Indian	102,594,032	875,900	31
Asian	718,386,908	3,145,668	28
Multiracial	155,060,176	1,531,299	27
Hispanic/ Latino	1,178,800,265	6,686,500	26
Non Hispanic	11,011,721,262	104,919,599	31

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Kansas

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Kansas</u>	<u>State Rank</u>
Total	11,164,436,000	101,245,750	31
White	9,389,733,436	92,571,820	31
Black	946,558,798	4,039,599	34
American Indian	87,342,994	768,389	30
Asian	609,224,347	2,606,679	28
Multiracial	131,576,425	1,259,264	27
Hispanic/ Latino	1,014,433,502	5,609,389	26
Non Hispanic	10,150,002,498	95,636,361	31

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Kansas

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

Race	U.S. 2010-2012	Kansas 2010-2012	State Rank
Total	9.2	10.2	12
White	8.4	9.7	12
Black	9.6	10.3	22
American Indian	17.5	14.0	33
Asian	17.9	20.7	14
Multiracial	17.8	21.6	6
Hispanic/ Latino	16.2	19.2	21
Non Hispanic	8.5	9.7	12

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Kansas

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

Race	U.S.		Kansas	
	2010	2012	2010	2012
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	91.4	91.0
Black	8.5	8.5	4.0	4.0
American Indian	0.8	0.8	0.8	0.8
Asian	5.5	5.9	2.6	2.8
Multiracial	1.2	1.3	1.2	1.4
Hispanic/ Latino	9.1	9.7	5.5	6.0
Non Hispanic	90.9	90.3	94.5	94.0

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

KENTUCKY

Kentucky

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Kentucky</u>	<u>State Rank</u>
Total	12,190,521,527	138,206,176	27
White	10,176,748,435	126,734,514	26
Black	1,037,731,976	7,813,622	26
American Indian	102,594,032	308,442	42
Asian	718,386,908	2,484,265	31
Multiracial	155,060,176	865,333	36
Hispanic/ Latino	1,178,800,265	2,584,335	39
Non Hispanic	11,011,721,262	135,621,841	27

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Kentucky

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Kentucky</u>	<u>State Rank</u>
Total	11,164,436,000	128,222,845	27
White	9,389,733,436	117,880,114	26
Black	946,558,798	7,190,632	25
American Indian	87,342,994	274,324	42
Asian	609,224,347	2,105,180	31
Multiracial	131,576,425	772,595	35
Hispanic/ Latino	1,014,433,502	2,146,074	40
Non Hispanic	10,150,002,498	126,076,771	27

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Kentucky

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Kentucky 2010-2012</u>	<u>State Rank</u>
Total	9.2	7.8	45
White	8.4	7.5	42
Black	9.6	8.7	35
American Indian	17.5	12.4	39
Asian	17.9	18.0	31
Multiracial	17.8	12.0	50
Hispanic/ Latino	16.2	20.4	16
Non Hispanic	8.5	7.6	42

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Kentucky

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Kentucky</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	91.9	91.7
Black	8.5	8.5	5.6	5.7
American Indian	0.8	0.8	0.2	0.2
Asian	5.5	5.9	1.6	1.8
Multiracial	1.2	1.3	0.6	0.6
Hispanic/ Latino	9.1	9.7	1.7	1.9
Non Hispanic	90.9	90.3	98.3	98.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

LOUISIANA

Louisiana

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Louisiana</u>	<u>State Rank</u>
Total	12,190,521,527	170,580,606	24
White	10,176,748,435	131,573,326	24
Black	1,037,731,976	33,566,437	12
American Indian	102,594,032	1,054,036	25
Asian	718,386,908	3,170,991	27
Multiracial	155,060,176	1,215,816	30
Hispanic/ Latino	1,178,800,265	6,016,799	28
Non Hispanic	11,011,721,262	164,563,808	24

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Louisiana

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Louisiana</u>	<u>State Rank</u>
Total	11,164,436,000	155,529,303	24
White	9,389,733,436	120,271,205	24
Black	946,558,798	30,585,237	12
American Indian	87,342,994	910,497	25
Asian	609,224,347	2,704,226	27
Multiracial	131,576,425	1,058,137	30
Hispanic/ Latino	1,014,433,502	5,038,907	27
Non Hispanic	10,150,002,498	150,490,396	24

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Louisiana

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Louisiana 2010-2012</u>	<u>State Rank</u>
Total	9.2	9.7	18
White	8.4	9.4	13
Black	9.6	9.7	25
American Indian	17.5	15.8	20
Asian	17.9	17.3	35
Multiracial	17.8	14.9	40
Hispanic/ Latino	16.2	19.4	20
Non Hispanic	8.5	9.4	15

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Louisiana

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2012</u>	<u>Louisiana 2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	77.3	77.1
Black	8.5	8.5	19.7	19.7
American Indian	0.8	0.8	0.6	0.6
Asian	5.5	5.9	1.7	1.9
Multiracial	1.2	1.3	0.7	0.7
Hispanic/ Latino	9.1	9.7	3.2	3.5
Non Hispanic	90.9	90.3	96.8	96.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.



MAINE

Maine

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Maine</u>	<u>State Rank</u>
Total	12,190,521,527	47,648,160	42
White	10,176,748,435	46,494,024	41
Black	1,037,731,976	260,574	45
American Indian	102,594,032	181,550	46
Asian	718,386,908	388,984	46
Multiracial	155,060,176	323,027	47
Hispanic/ Latino	1,178,800,265	363,425	50
Non Hispanic	11,011,721,262	47,284,735	41

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Maine

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Maine</u>	<u>State Rank</u>
Total	11,164,436,000	44,500,956	42
White	9,389,733,436	43,471,116	41
Black	946,558,798	231,466	45
American Indian	87,342,994	168,060	46
Asian	609,224,347	342,159	46
Multiracial	131,576,425	288,155	47
Hispanic/ Latino	1,014,433,502	320,577	49
Non Hispanic	10,150,002,498	44,180,379	40

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Maine

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Maine 2010-2012</u>	<u>State Rank</u>
Total	9.2	7.1	51
White	8.4	7.0	49
Black	9.6	12.6	10
American Indian	17.5	8.0	51
Asian	17.9	13.7	47
Multiracial	17.8	12.1	49
Hispanic/ Latino	16.2	13.4	48
Non Hispanic	8.5	7.0	50

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Maine

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2012</u>	<u>2010</u>	<u>Maine 2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	97.7	97.6
Black	8.5	8.5	0.5	0.5
American Indian	0.8	0.8	0.4	0.4
Asian	5.5	5.9	0.8	0.8
Multiracial	1.2	1.3	0.6	0.7
Hispanic/ Latino	9.1	9.7	0.7	0.8
Non Hispanic	90.9	90.3	99.3	99.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.



MARYLAND

Maryland

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Maryland</u>	<u>State Rank</u>
Total	12,190,521,527	275,020,018	15
White	10,176,748,435	188,823,148	22
Black	1,037,731,976	63,447,063	6
American Indian	102,594,032	1,248,252	20
Asian	718,386,908	17,538,849	11
Multiracial	155,060,176	3,962,706	11
Hispanic/ Latino	1,178,800,265	13,930,695	17
Non Hispanic	11,011,721,262	261,089,322	15

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Maryland

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Maryland</u>	<u>State Rank</u>
Total	11,164,436,000	251,680,285	15
White	9,389,733,436	175,380,072	22
Black	946,558,798	57,196,602	6
American Indian	87,342,994	1,050,317	21
Asian	609,224,347	14,778,956	11
Multiracial	131,576,425	3,274,339	11
Hispanic/ Latino	1,014,433,502	11,467,920	17
Non Hispanic	10,150,002,498	240,212,365	15

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Maryland

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Maryland 2010-2012</u>	<u>State Rank</u>
Total	9.2	9.3	24
White	8.4	7.7	37
Black	9.6	10.9	20
American Indian	17.5	18.8	13
Asian	17.9	18.7	27
Multiracial	17.8	21.0	8
Hispanic/ Latino	16.2	21.5	9
Non Hispanic	8.5	8.7	24

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Maryland

Table 4

Market Share in Buying Power, 2010 and 2010
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2012</u>	<u>Maryland 2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	69.7	68.7
Black	8.5	8.5	22.7	23.1
American Indian	0.8	0.8	0.4	0.5
Asian	5.5	5.9	5.9	6.4
Multiracial	1.2	1.3	1.3	1.4
Hispanic/ Latino	9.1	9.7	4.6	5.1
Non Hispanic	90.9	90.3	95.4	94.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

MASSACHUSETTS

Massachusetts

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Massachusetts</u>	<u>State Rank</u>
Total	12,190,521,527	320,184,942	13
White	10,176,748,435	283,982,584	10
Black	1,037,731,976	14,657,072	20
American Indian	102,594,032	956,048	26
Asian	718,386,908	17,829,947	10
Multiracial	155,060,176	2,759,292	19
Hispanic/ Latino	1,178,800,265	15,330,936	15
Non Hispanic	11,011,721,262	304,854,006	13

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Massachusetts

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Massachusetts</u>	<u>State Rank</u>
Total	11,164,436,000	295,164,377	13
White	9,389,733,436	263,828,528	10
Black	946,558,798	13,131,817	20
American Indian	87,342,994	798,810	29
Asian	609,224,347	15,011,348	10
Multiracial	131,576,425	2,393,874	19
Hispanic/ Latino	1,014,433,502	13,117,368	15
Non Hispanic	10,150,002,498	282,047,009	13

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Massachusetts

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Massachusetts 2010-2012</u>	<u>State Rank</u>
Total	9.2	8.5	35
White	8.4	7.6	38
Black	9.6	11.6	16
American Indian	17.5	19.7	11
Asian	17.9	18.8	26
Multiracial	17.8	15.3	37
Hispanic/ Latino	16.2	16.9	39
Non Hispanic	8.5	8.1	32

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Massachusetts

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2012</u>	<u>Massachusetts 2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	89.4	88.7
Black	8.5	8.5	4.4	4.6
American Indian	0.8	0.8	0.3	0.3
Asian	5.5	5.9	5.1	5.6
Multiracial	1.2	1.3	0.8	0.9
Hispanic/ Latino	9.1	9.7	4.4	4.8
Non Hispanic	90.9	90.3	95.6	95.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

MICHIGAN

Michigan

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Michigan</u>	<u>State Rank</u>
Total	12,190,521,527	337,700,268	10
White	10,176,748,435	291,134,494	9
Black	1,037,731,976	30,360,853	14
American Indian	102,594,032	1,929,273	13
Asian	718,386,908	10,991,232	14
Multiracial	155,060,176	3,284,416	15
Hispanic/ Latino	1,178,800,265	9,194,379	19
Non Hispanic	11,011,721,262	328,505,890	9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Michigan

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Michigan</u>	<u>State Rank</u>
Total	11,164,436,000	313,679,185	10
White	9,389,733,436	270,893,834	9
Black	946,558,798	28,717,117	14
American Indian	87,342,994	1,710,711	13
Asian	609,224,347	9,450,867	14
Multiracial	131,576,425	2,906,656	14
Hispanic/ Latino	1,014,433,502	8,124,603	19
Non Hispanic	10,150,002,498	305,554,582	9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Michigan

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Michigan 2010-2012</u>	<u>State Rank</u>
Total	9.2	7.7	47
White	8.4	7.5	43
Black	9.6	5.7	50
American Indian	17.5	12.8	38
Asian	17.9	16.3	41
Multiracial	17.8	13.0	46
Hispanic/ Latino	16.2	13.2	49
Non Hispanic	8.5	7.5	43

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Michigan

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Michigan</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	86.4	86.2
Black	8.5	8.5	9.2	9.0
American Indian	0.8	0.8	0.5	0.6
Asian	5.5	5.9	3.0	3.3
Multiracial	1.2	1.3	0.9	1.0
Hispanic/ Latino	9.1	9.7	2.6	2.7
Non Hispanic	90.9	90.3	97.4	97.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

MINNESOTA

Minnesota

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Minnesota</u>	<u>State Rank</u>
Total	12,190,521,527	224,028,033	18
White	10,176,748,435	205,569,521	15
Black	1,037,731,976	6,407,869	30
American Indian	102,594,032	1,459,765	15
Asian	718,386,908	8,416,174	19
Multiracial	155,060,176	2,174,704	21
Hispanic/ Latino	1,178,800,265	5,387,861	29
Non Hispanic	11,011,721,262	218,640,171	17

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Minnesota

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Minnesota</u>	<u>State Rank</u>
Total	11,164,436,000	203,835,629	18
White	9,389,733,436	188,230,007	15
Black	946,558,798	5,552,159	31
American Indian	87,342,994	1,322,013	14
Asian	609,224,347	6,909,324	20
Multiracial	131,576,425	1,822,126	21
Hispanic/ Latino	1,014,433,502	4,538,807	29
Non Hispanic	10,150,002,498	199,296,822	17

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Minnesota

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Minnesota 2010-2012</u>	<u>State Rank</u>
Total	9.2	9.9	15
White	8.4	9.2	16
Black	9.6	15.4	6
American Indian	17.5	10.4	47
Asian	17.9	21.8	9
Multiracial	17.8	19.3	16
Hispanic/ Latino	16.2	18.7	25
Non Hispanic	8.5	9.7	13

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Minnesota

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Minnesota</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	92.3	91.8
Black	8.5	8.5	2.7	2.9
American Indian	0.8	0.8	0.6	0.7
Asian	5.5	5.9	3.4	3.8
Multiracial	1.2	1.3	0.9	1.0
Hispanic/ Latino	9.1	9.7	2.2	2.4
Non Hispanic	90.9	90.3	97.8	97.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

MISSISSIPPI

Mississippi

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Mississippi</u>	<u>State Rank</u>
Total	12,190,521,527	93,016,580	34
White	10,176,748,435	69,280,159	35
Black	1,037,731,976	21,823,647	18
American Indian	102,594,032	428,233	41
Asian	718,386,908	984,695	43
Multiracial	155,060,176	499,846	42
Hispanic/ Latino	1,178,800,265	1,778,043	41
Non Hispanic	11,011,721,262	91,238,537	33

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Mississippi

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Mississippi</u>	<u>State Rank</u>
Total	11,164,436,000	86,159,067	34
White	9,389,733,436	64,334,592	35
Black	946,558,798	20,145,190	18
American Indian	87,342,994	371,259	41
Asian	609,224,347	864,287	43
Multiracial	131,576,425	443,739	41
Hispanic/ Latino	1,014,433,502	1,496,389	41
Non Hispanic	10,150,002,498	84,662,678	33

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Mississippi

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Mississippi 2010-2012</u>	<u>State Rank</u>
Total	9.2	8.0	41
White	8.4	7.7	35
Black	9.6	8.3	37
American Indian	17.5	15.3	24
Asian	17.9	13.9	46
Multiracial	17.8	12.6	48
Hispanic/ Latino	16.2	18.8	24
Non Hispanic	8.5	7.8	38

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Mississippi

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Mississippi</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	74.7	74.5
Black	8.5	8.5	23.4	23.5
American Indian	0.8	0.8	0.4	0.5
Asian	5.5	5.9	1.0	1.1
Multiracial	1.2	1.3	0.5	0.5
Hispanic/ Latino	9.1	9.7	1.7	1.9
Non Hispanic	90.9	90.3	98.3	98.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

MISSOURI

Missouri

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Missouri</u>	<u>State Rank</u>
Total	12,190,521,527	218,069,427	19
White	10,176,748,435	193,857,394	20
Black	1,037,731,976	16,315,396	19
American Indian	102,594,032	939,126	27
Asian	718,386,908	4,946,719	23
Multiracial	155,060,176	2,010,791	23
Hispanic/ Latino	1,178,800,265	4,898,090	30
Non Hispanic	11,011,721,262	213,171,337	18

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Missouri

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Missouri</u>	<u>State Rank</u>
Total	11,164,436,000	202,520,634	19
White	9,389,733,436	180,451,321	19
Black	946,558,798	15,289,694	19
American Indian	87,342,994	837,313	26
Asian	609,224,347	4,161,527	23
Multiracial	131,576,425	1,780,779	23
Hispanic/ Latino	1,014,433,502	4,188,833	30
Non Hispanic	10,150,002,498	198,331,801	18

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Missouri

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Missouri 2010-2012</u>	<u>State Rank</u>
Total	9.2	7.7	46
White	8.4	7.4	44
Black	9.6	6.7	47
American Indian	17.5	12.2	40
Asian	17.9	18.9	24
Multiracial	17.8	12.9	47
Hispanic/ Latino	16.2	16.9	37
Non Hispanic	8.5	7.5	44

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Missouri

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Missouri</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	89.1	88.9
Black	8.5	8.5	7.5	7.5
American Indian	0.8	0.8	0.4	0.4
Asian	5.5	5.9	2.1	2.3
Multiracial	1.2	1.3	0.9	0.9
Hispanic/ Latino	9.1	9.7	2.1	2.2
Non Hispanic	90.9	90.3	97.9	97.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

MONTANA

Montana

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Montana</u>	<u>State Rank</u>
Total	12,190,521,527	34,984,585	45
White	10,176,748,435	33,180,275	43
Black	1,037,731,976	64,641	51
American Indian	102,594,032	1,096,132	24
Asian	718,386,908	146,283	51
Multiracial	155,060,176	497,254	43
Hispanic/ Latino	1,178,800,265	602,648	47
Non Hispanic	11,011,721,262	34,381,936	45

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Montana

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Montana</u>	<u>State Rank</u>
Total	11,164,436,000	31,746,339	46
White	9,389,733,436	30,139,114	43
Black	946,558,798	62,137	51
American Indian	87,342,994	998,574	23
Asian	609,224,347	135,354	51
Multiracial	131,576,425	411,160	43
Hispanic/ Latino	1,014,433,502	514,933	47
Non Hispanic	10,150,002,498	31,231,406	45

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Montana

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Montana 2010-2012</u>	<u>State Rank</u>
Total	9.2	10.2	13
White	8.4	10.1	11
Black	9.6	4.0	51
American Indian	17.5	9.8	49
Asian	17.9	8.1	51
Multiracial	17.8	20.9	9
Hispanic/ Latino	16.2	17.0	34
Non Hispanic	8.5	10.1	9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Montana

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Montana</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	94.9	94.8
Black	8.5	8.5	0.2	0.2
American Indian	0.8	0.8	3.1	3.1
Asian	5.5	5.9	0.4	0.4
Multiracial	1.2	1.3	1.3	1.4
Hispanic/ Latino	9.1	9.7	1.6	1.7
Non Hispanic	90.9	90.3	98.4	98.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

NEBRASKA

Nebraska

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Nebraska</u>	<u>State Rank</u>
Total	12,190,521,527	73,615,673	36
White	10,176,748,435	69,272,092	36
Black	1,037,731,976	1,995,229	36
American Indian	102,594,032	502,749	40
Asian	718,386,908	1,257,725	41
Multiracial	155,060,176	587,879	39
Hispanic/ Latino	1,178,800,265	3,651,537	32
Non Hispanic	11,011,721,262	69,964,136	36

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Nebraska

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Nebraska</u>	<u>State Rank</u>
Total	11,164,436,000	66,497,262	36
White	9,389,733,436	62,734,202	36
Black	946,558,798	1,795,707	36
American Indian	87,342,994	420,739	40
Asian	609,224,347	1,063,010	41
Multiracial	131,576,425	483,604	39
Hispanic/ Latino	1,014,433,502	3,025,730	33
Non Hispanic	10,150,002,498	63,471,532	36

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Nebraska

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Nebraska 2010-2012</u>	<u>State Rank</u>
Total	9.2	10.7	8
White	8.4	10.4	8
Black	9.6	11.1	18
American Indian	17.5	19.5	12
Asian	17.9	18.3	30
Multiracial	17.8	21.6	7
Hispanic/ Latino	16.2	20.7	14
Non Hispanic	8.5	10.2	8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Nebraska

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Nebraska</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	94.3	94.1
Black	8.5	8.5	2.7	2.7
American Indian	0.8	0.8	0.6	0.7
Asian	5.5	5.9	1.6	1.7
Multiracial	1.2	1.3	0.7	0.8
Hispanic/ Latino	9.1	9.7	4.6	5.0
Non Hispanic	90.9	90.3	95.4	95.0

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

NEVADA

Nevada

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Nevada</u>	<u>State Rank</u>
Total	12,190,521,527	99,607,389	32
White	10,176,748,435	80,453,389	34
Black	1,037,731,976	6,345,907	31
American Indian	102,594,032	1,243,873	21
Asian	718,386,908	9,432,234	16
Multiracial	155,060,176	2,131,985	22
Hispanic/ Latino	1,178,800,265	16,341,140	12
Non Hispanic	11,011,721,262	83,266,248	35

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Nevada

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Nevada</u>	<u>State Rank</u>
Total	11,164,436,000	91,762,007	32
White	9,389,733,436	75,500,543	34
Black	946,558,798	5,647,546	30
American Indian	87,342,994	1,099,287	20
Asian	609,224,347	7,702,095	16
Multiracial	131,576,425	1,812,536	22
Hispanic/ Latino	1,014,433,502	14,057,815	12
Non Hispanic	10,150,002,498	77,704,192	34

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Nevada

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S.</u> <u>2010-2012</u>	<u>Nevada</u> <u>2010-2012</u>	<u>State Rank</u>
Total	9.2	8.5	34
White	8.4	6.6	50
Black	9.6	12.4	11
American Indian	17.5	13.2	35
Asian	17.9	22.5	6
Multiracial	17.8	17.6	23
Hispanic/ Latino	16.2	16.2	42
Non Hispanic	8.5	7.2	49

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Nevada

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Nevada</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	82.3	80.8
Black	8.5	8.5	6.2	6.4
American Indian	0.8	0.8	1.2	1.2
Asian	5.5	5.9	8.4	9.5
Multiracial	1.2	1.3	2.0	2.1
Hispanic/ Latino	9.1	9.7	15.3	16.4
Non Hispanic	90.9	90.3	84.7	83.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

NEW HAMPSHIRE

New Hampshire

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>New Hampshire</u>	<u>State Rank</u>
Total	12,190,521,527	56,567,391	40
White	10,176,748,435	54,183,884	39
Black	1,037,731,976	411,360	44
American Indian	102,594,032	154,513	48
Asian	718,386,908	1,374,133	40
Multiracial	155,060,176	443,502	44
Hispanic/ Latino	1,178,800,265	992,475	45
Non Hispanic	11,011,721,262	55,574,916	38

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

New Hampshire

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>New Hampshire</u>	<u>State Rank</u>
Total	11,164,436,000	52,597,452	39
White	9,389,733,436	50,575,359	39
Black	946,558,798	366,561	44
American Indian	87,342,994	134,020	48
Asian	609,224,347	1,139,072	40
Multiracial	131,576,425	382,441	44
Hispanic/ Latino	1,014,433,502	840,463	45
Non Hispanic	10,150,002,498	51,756,989	38

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

New Hampshire

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>New Hampshire 2010-2012</u>	<u>State Rank</u>
Total	9.2	7.5	48
White	8.4	7.1	45
Black	9.6	12.2	13
American Indian	17.5	15.3	25
Asian	17.9	20.6	15
Multiracial	17.8	16.0	33
Hispanic/ Latino	16.2	18.1	26
Non Hispanic	8.5	7.4	46

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

New Hampshire

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>New Hampshire</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	96.2	95.8
Black	8.5	8.5	0.7	0.7
American Indian	0.8	0.8	0.3	0.3
Asian	5.5	5.9	2.2	2.4
Multiracial	1.2	1.3	0.7	0.8
Hispanic/ Latino	9.1	9.7	1.6	1.8
Non Hispanic	90.9	90.3	98.4	98.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.



NEW JERSEY

New Jersey

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>New Jersey</u>	<u>State Rank</u>
Total	12,190,521,527	428,048,694	7
White	10,176,748,435	338,494,558	8
Black	1,037,731,976	39,967,079	10
American Indian	102,594,032	1,424,703	16
Asian	718,386,908	44,023,639	4
Multiracial	155,060,176	4,138,716	10
Hispanic/ Latino	1,178,800,265	43,684,380	6
Non Hispanic	11,011,721,262	384,364,314	8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

New Jersey

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>New Jersey</u>	<u>State Rank</u>
Total	11,164,436,000	399,773,703	7
White	9,389,733,436	320,284,368	8
Black	946,558,798	37,153,421	10
American Indian	87,342,994	1,210,621	17
Asian	609,224,347	37,553,336	4
Multiracial	131,576,425	3,571,958	10
Hispanic/ Latino	1,014,433,502	38,417,675	6
Non Hispanic	10,150,002,498	361,356,028	8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

New Jersey

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>New Jersey 2010-2012</u>	<u>State Rank</u>
Total	9.2	7.1	50
White	8.4	5.7	51
Black	9.6	7.6	41
American Indian	17.5	17.7	15
Asian	17.9	17.2	36
Multiracial	17.8	15.9	34
Hispanic/ Latino	16.2	13.7	47
Non Hispanic	8.5	6.4	51

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

New Jersey

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2012</u>	<u>New Jersey 2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	80.1	79.1
Black	8.5	8.5	9.3	9.3
American Indian	0.8	0.8	0.3	0.3
Asian	5.5	5.9	9.4	10.3
Multiracial	1.2	1.3	0.9	1.0
Hispanic/ Latino	9.1	9.7	9.6	10.2
Non Hispanic	90.9	90.3	90.4	89.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

NEW MEXICO

New Mexico

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>New Mexico</u>	<u>State Rank</u>
Total	12,190,521,527	69,697,084	37
White	10,176,748,435	61,451,121	37
Black	1,037,731,976	1,317,244	40
American Indian	102,594,032	4,394,995	6
Asian	718,386,908	1,473,659	39
Multiracial	155,060,176	1,060,064	32
Hispanic/ Latino	1,178,800,265	23,631,482	8
Non Hispanic	11,011,721,262	46,065,602	42

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

New Mexico

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>New Mexico</u>	<u>State Rank</u>
Total	11,164,436,000	63,419,218	37
White	9,389,733,436	56,309,533	37
Black	946,558,798	1,173,462	40
American Indian	87,342,994	3,799,355	6
Asian	609,224,347	1,258,149	39
Multiracial	131,576,425	878,720	32
Hispanic/ Latino	1,014,433,502	20,721,542	8
Non Hispanic	10,150,002,498	42,697,676	42

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

New Mexico

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>New Mexico 2010-2012</u>	<u>State Rank</u>
Total	9.2	9.9	16
White	8.4	9.1	17
Black	9.6	12.3	12
American Indian	17.5	15.7	23
Asian	17.9	17.1	37
Multiracial	17.8	20.6	11
Hispanic/ Latino	16.2	14.0	46
Non Hispanic	8.5	7.9	34

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

New Mexico

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>New Mexico</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	88.8	88.2
Black	8.5	8.5	1.9	1.9
American Indian	0.8	0.8	6.0	6.3
Asian	5.5	5.9	2.0	2.1
Multiracial	1.2	1.3	1.4	1.5
Hispanic/ Latino	9.1	9.7	32.7	33.9
Non Hispanic	90.9	90.3	67.3	66.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

NEW YORK

New York

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>New York</u>	<u>State Rank</u>
Total	12,190,521,527	874,759,036	3
White	10,176,748,435	700,180,591	3
Black	1,037,731,976	94,890,451	1
American Indian	102,594,032	5,922,706	5
Asian	718,386,908	63,328,302	2
Multiracial	155,060,176	10,436,985	2
Hispanic/ Latino	1,178,800,265	85,193,251	4
Non Hispanic	11,011,721,262	789,565,785	2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

New York

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>New York</u>	<u>State Rank</u>
Total	11,164,436,000	811,076,850	3
White	9,389,733,436	653,711,295	3
Black	946,558,798	88,439,123	1
American Indian	87,342,994	4,762,417	5
Asian	609,224,347	55,203,755	2
Multiracial	131,576,425	8,960,259	2
Hispanic/ Latino	1,014,433,502	76,340,776	4
Non Hispanic	10,150,002,498	734,736,074	2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

New York

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>New York 2010-2012</u>	<u>State Rank</u>
Total	9.2	7.9	43
White	8.4	7.1	46
Black	9.6	7.3	44
American Indian	17.5	24.4	4
Asian	17.9	14.7	44
Multiracial	17.8	16.5	30
Hispanic/ Latino	16.2	11.6	51
Non Hispanic	8.5	7.5	45

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

New York

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>New York</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	80.6	80.0
Black	8.5	8.5	10.9	10.8
American Indian	0.8	0.8	0.6	0.7
Asian	5.5	5.9	6.8	7.2
Multiracial	1.2	1.3	1.1	1.2
Hispanic/ Latino	9.1	9.7	9.4	9.7
Non Hispanic	90.9	90.3	90.6	90.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

NORTH CAROLINA

North Carolina

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>North Carolina</u>	<u>State Rank</u>
Total	12,190,521,527	329,023,244	12
White	10,176,748,435	265,725,719	12
Black	1,037,731,976	48,128,574	7
American Indian	102,594,032	3,175,667	8
Asian	718,386,908	8,935,854	18
Multiracial	155,060,176	3,057,430	16
Hispanic/ Latino	1,178,800,265	13,969,978	16
Non Hispanic	11,011,721,262	315,053,267	12

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

North Carolina

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>North Carolina</u>	<u>State Rank</u>
Total	11,164,436,000	304,256,768	12
White	9,389,733,436	247,024,973	12
Black	946,558,798	44,378,304	7
American Indian	87,342,994	2,861,747	8
Asian	609,224,347	7,458,916	18
Multiracial	131,576,425	2,532,828	16
Hispanic/ Latino	1,014,433,502	11,832,983	16
Non Hispanic	10,150,002,498	292,423,785	12

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

North Carolina

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>North Carolina 2010-2012</u>	<u>State Rank</u>
Total	9.2	8.1	37
White	8.4	7.6	40
Black	9.6	8.5	36
American Indian	17.5	11.0	45
Asian	17.9	19.8	21
Multiracial	17.8	20.7	10
Hispanic/ Latino	16.2	18.1	27
Non Hispanic	8.5	7.7	39

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

North Carolina

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>North Carolina</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	81.2	80.8
Black	8.5	8.5	14.6	14.6
American Indian	0.8	0.8	0.9	1.0
Asian	5.5	5.9	2.5	2.7
Multiracial	1.2	1.3	0.8	0.9
Hispanic/ Latino	9.1	9.7	3.9	4.2
Non Hispanic	90.9	90.3	96.1	95.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

NORTH DAKOTA

North Dakota

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>North Dakota</u>	<u>State Rank</u>
Total	12,190,521,527	31,635,407	48
White	10,176,748,435	30,082,506	45
Black	1,037,731,976	176,047	48
American Indian	102,594,032	801,040	34
Asian	718,386,908	336,844	49
Multiracial	155,060,176	238,969	49
Hispanic/ Latino	1,178,800,265	357,581	51
Non Hispanic	11,011,721,262	31,277,827	48

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

North Dakota

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>North Dakota</u>	<u>State Rank</u>
Total	11,164,436,000	26,507,950	49
White	9,389,733,436	25,252,909	46
Black	946,558,798	141,525	48
American Indian	87,342,994	660,652	34
Asian	609,224,347	266,487	49
Multiracial	131,576,425	186,378	49
Hispanic/ Latino	1,014,433,502	283,321	51
Non Hispanic	10,150,002,498	26,224,629	49

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

North Dakota

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>North Dakota 2010-2012</u>	<u>State Rank</u>
Total	9.2	19.3	1
White	8.4	19.1	1
Black	9.6	24.4	1
American Indian	17.5	21.2	8
Asian	17.9	26.4	2
Multiracial	17.8	28.2	1
Hispanic/ Latino	16.2	26.2	1
Non Hispanic	8.5	19.3	1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

North Dakota

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S. 2010</u>	<u>U.S. 2012</u>	<u>North Dakota 2010</u>	<u>North Dakota 2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	95.3	95.1
Black	8.5	8.5	0.5	0.6
American Indian	0.8	0.8	2.5	2.5
Asian	5.5	5.9	1.0	1.1
Multiracial	1.2	1.3	0.7	0.8
Hispanic/ Latino	9.1	9.7	1.1	1.1
Non Hispanic	90.9	90.3	98.9	98.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.



OHIO

Ohio

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Ohio</u>	<u>State Rank</u>
Total	12,190,521,527	406,646,667	8
White	10,176,748,435	360,571,741	7
Black	1,037,731,976	32,024,443	13
American Indian	102,594,032	904,016	29
Asian	718,386,908	9,713,202	15
Multiracial	155,060,176	3,433,265	14
Hispanic/ Latino	1,178,800,265	8,249,147	21
Non Hispanic	11,011,721,262	398,397,520	7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Ohio

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Ohio</u>	<u>State Rank</u>
Total	11,164,436,000	378,757,537	8
White	9,389,733,436	336,772,523	7
Black	946,558,798	29,865,187	13
American Indian	87,342,994	799,985	28
Asian	609,224,347	8,314,921	15
Multiracial	131,576,425	3,004,921	13
Hispanic/ Latino	1,014,433,502	7,061,338	21
Non Hispanic	10,150,002,498	371,696,199	7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Ohio

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Ohio 2010-2012</u>	<u>State Rank</u>
Total	9.2	7.4	49
White	8.4	7.1	48
Black	9.6	7.2	45
American Indian	17.5	13.0	36
Asian	17.9	16.8	39
Multiracial	17.8	14.3	44
Hispanic/ Latino	16.2	16.8	40
Non Hispanic	8.5	7.2	47

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Ohio

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Ohio</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	88.9	88.7
Black	8.5	8.5	7.9	7.9
American Indian	0.8	0.8	0.2	0.2
Asian	5.5	5.9	2.2	2.4
Multiracial	1.2	1.3	0.8	0.8
Hispanic/ Latino	9.1	9.7	1.9	2.0
Non Hispanic	90.9	90.3	98.1	98.0

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

OKLAHOMA

Oklahoma

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Oklahoma</u>	<u>State Rank</u>
Total	12,190,521,527	136,446,955	29
White	10,176,748,435	113,161,505	29
Black	1,037,731,976	6,558,237	29
American Indian	102,594,032	9,104,360	2
Asian	718,386,908	2,920,526	29
Multiracial	155,060,176	4,702,327	7
Hispanic/ Latino	1,178,800,265	7,222,910	24
Non Hispanic	11,011,721,262	129,224,045	28

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Oklahoma

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Oklahoma</u>	<u>State Rank</u>
Total	11,164,436,000	122,300,849	29
White	9,389,733,436	102,036,062	29
Black	946,558,798	5,975,962	29
American Indian	87,342,994	7,846,026	2
Asian	609,224,347	2,407,486	29
Multiracial	131,576,425	4,035,313	7
Hispanic/ Latino	1,014,433,502	5,844,967	25
Non Hispanic	10,150,002,498	116,455,882	29

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Oklahoma

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Oklahoma 2010-2012</u>	<u>State Rank</u>
Total	9.2	11.6	5
White	8.4	10.9	6
Black	9.6	9.7	26
American Indian	17.5	16.0	19
Asian	17.9	21.3	10
Multiracial	17.8	16.5	28
Hispanic/ Latino	16.2	23.6	2
Non Hispanic	8.5	11.0	5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Oklahoma

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Oklahoma</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	83.4	82.9
Black	8.5	8.5	4.9	4.8
American Indian	0.8	0.8	6.4	6.7
Asian	5.5	5.9	2.0	2.1
Multiracial	1.2	1.3	3.3	3.4
Hispanic/ Latino	9.1	9.7	4.8	5.3
Non Hispanic	90.9	90.3	95.2	94.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

OREGON

Oregon

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Oregon</u>	<u>State Rank</u>
Total	12,190,521,527	136,960,538	28
White	10,176,748,435	125,312,136	27
Black	1,037,731,976	1,808,758	38
American Indian	102,594,032	1,272,705	19
Asian	718,386,908	6,052,750	22
Multiracial	155,060,176	2,514,189	20
Hispanic/ Latino	1,178,800,265	8,448,147	20
Non Hispanic	11,011,721,262	128,512,391	29

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Oregon

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Oregon</u>	<u>State Rank</u>
Total	11,164,436,000	125,912,482	28
White	9,389,733,436	115,748,126	27
Black	946,558,798	1,631,670	38
American Indian	87,342,994	1,154,349	18
Asian	609,224,347	5,218,866	22
Multiracial	131,576,425	2,159,472	20
Hispanic/ Latino	1,014,433,502	7,162,923	20
Non Hispanic	10,150,002,498	118,749,559	28

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Oregon

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Oregon 2010-2012</u>	<u>State Rank</u>
Total	9.2	8.8	31
White	8.4	8.3	25
Black	9.6	10.9	21
American Indian	17.5	10.3	48
Asian	17.9	16.0	42
Multiracial	17.8	16.4	31
Hispanic/ Latino	16.2	17.9	28
Non Hispanic	8.5	8.2	30

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Oregon

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Oregon</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	91.9	91.5
Black	8.5	8.5	1.3	1.3
American Indian	0.8	0.8	0.9	0.9
Asian	5.5	5.9	4.1	4.4
Multiracial	1.2	1.3	1.7	1.8
Hispanic/ Latino	9.1	9.7	5.7	6.2
Non Hispanic	90.9	90.3	94.3	93.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

PENNSYLVANIA

Pennsylvania

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Pennsylvania</u>	<u>State Rank</u>
Total	12,190,521,527	501,787,529	6
White	10,176,748,435	444,982,940	6
Black	1,037,731,976	35,025,526	11
American Indian	102,594,032	1,125,342	23
Asian	718,386,908	16,921,625	12
Multiracial	155,060,176	3,732,096	12
Hispanic/ Latino	1,178,800,265	16,147,579	13
Non Hispanic	11,011,721,262	485,639,950	5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Pennsylvania

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Pennsylvania</u>	<u>State Rank</u>
Total	11,164,436,000	464,292,577	6
White	9,389,733,436	413,880,996	6
Black	946,558,798	32,226,197	11
American Indian	87,342,994	934,505	24
Asian	609,224,347	14,104,568	12
Multiracial	131,576,425	3,146,311	12
Hispanic/ Latino	1,014,433,502	13,406,606	14
Non Hispanic	10,150,002,498	450,885,971	5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Pennsylvania

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Pennsylvania 2010-2012</u>	<u>State Rank</u>
Total	9.2	8.1	38
White	8.4	7.5	41
Black	9.6	8.7	34
American Indian	17.5	20.4	9
Asian	17.9	20.0	19
Multiracial	17.8	18.6	20
Hispanic/ Latino	16.2	20.4	15
Non Hispanic	8.5	7.7	41

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Pennsylvania

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Pennsylvania</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	89.1	88.7
Black	8.5	8.5	6.9	7.0
American Indian	0.8	0.8	0.2	0.2
Asian	5.5	5.9	3.0	3.4
Multiracial	1.2	1.3	0.7	0.7
Hispanic/ Latino	9.1	9.7	2.9	3.2
Non Hispanic	90.9	90.3	97.1	96.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.



RHODE ISLAND

Rhode Island

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Rhode Island</u>	<u>State Rank</u>
Total	12,190,521,527	43,371,395	43
White	10,176,748,435	39,489,853	42
Black	1,037,731,976	1,988,208	37
American Indian	102,594,032	177,616	47
Asian	718,386,908	1,135,794	42
Multiracial	155,060,176	579,924	40
Hispanic/ Latino	1,178,800,265	2,767,656	38
Non Hispanic	11,011,721,262	40,603,740	43

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Rhode Island

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Rhode Island</u>	<u>State Rank</u>
Total	11,164,436,000	40,237,503	43
White	9,389,733,436	36,877,061	42
Black	946,558,798	1,742,941	37
American Indian	87,342,994	153,532	47
Asian	609,224,347	981,504	42
Multiracial	131,576,425	482,465	40
Hispanic/ Latino	1,014,433,502	2,347,331	38
Non Hispanic	10,150,002,498	37,890,172	43

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Rhode Island

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Rhode Island 2010-2012</u>	<u>State Rank</u>
Total	9.2	7.8	44
White	8.4	7.1	47
Black	9.6	14.1	7
American Indian	17.5	15.7	22
Asian	17.9	15.7	43
Multiracial	17.8	20.2	13
Hispanic/ Latino	16.2	17.9	29
Non Hispanic	8.5	7.2	48

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Rhode Island

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Rhode Island</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	91.6	91.1
Black	8.5	8.5	4.3	4.6
American Indian	0.8	0.8	0.4	0.4
Asian	5.5	5.9	2.4	2.6
Multiracial	1.2	1.3	1.2	1.3
Hispanic/ Latino	9.1	9.7	5.8	6.4
Non Hispanic	90.9	90.3	94.2	93.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

SOUTH CAROLINA

South Carolina

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>South Carolina</u>	<u>State Rank</u>
Total	12,190,521,527	151,062,926	26
White	10,176,748,435	119,752,971	28
Black	1,037,731,976	26,808,859	16
American Indian	102,594,032	815,409	33
Asian	718,386,908	2,699,082	30
Multiracial	155,060,176	986,605	33
Hispanic/ Latino	1,178,800,265	4,439,038	31
Non Hispanic	11,011,721,262	146,623,887	26

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

South Carolina

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>South Carolina</u>	<u>State Rank</u>
Total	11,164,436,000	138,847,725	26
White	9,389,733,436	110,217,910	28
Black	946,558,798	24,822,823	16
American Indian	87,342,994	677,563	33
Asian	609,224,347	2,276,906	30
Multiracial	131,576,425	852,522	33
Hispanic/ Latino	1,014,433,502	3,645,379	31
Non Hispanic	10,150,002,498	135,202,346	26

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

South Carolina

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>South Carolina 2010-2012</u>	<u>State Rank</u>
Total	9.2	8.8	29
White	8.4	8.7	20
Black	9.6	8.0	40
American Indian	17.5	20.3	10
Asian	17.9	18.5	29
Multiracial	17.8	15.7	35
Hispanic/ Latino	16.2	21.8	8
Non Hispanic	8.5	8.4	27

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

South Carolina

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2012</u>	<u>South Carolina 2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	79.4	79.3
Black	8.5	8.5	17.9	17.7
American Indian	0.8	0.8	0.5	0.5
Asian	5.5	5.9	1.6	1.8
Multiracial	1.2	1.3	0.6	0.7
Hispanic/ Latino	9.1	9.7	2.6	2.9
Non Hispanic	90.9	90.3	97.4	97.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

SOUTH DAKOTA

South Dakota

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>South Dakota</u>	<u>State Rank</u>
Total	12,190,521,527	33,633,619	47
White	10,176,748,435	31,483,514	44
Black	1,037,731,976	240,264	46
American Indian	102,594,032	1,277,194	18
Asian	718,386,908	338,564	48
Multiracial	155,060,176	294,083	48
Hispanic/ Latino	1,178,800,265	507,427	48
Non Hispanic	11,011,721,262	33,126,192	47

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

South Dakota

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>South Dakota</u>	<u>State Rank</u>
Total	11,164,436,000	30,166,899	47
White	9,389,733,436	28,336,387	44
Black	946,558,798	199,802	46
American Indian	87,342,994	1,114,563	19
Asian	609,224,347	271,586	48
Multiracial	131,576,425	244,561	48
Hispanic/ Latino	1,014,433,502	411,960	48
Non Hispanic	10,150,002,498	29,754,939	47

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

South Dakota

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S.</u> <u>2010-2012</u>	<u>South Dakota</u> <u>2010-2012</u>	<u>State Rank</u>
Total	9.2	11.5	6
White	8.4	11.1	5
Black	9.6	20.3	2
American Indian	17.5	14.6	28
Asian	17.9	24.7	3
Multiracial	17.8	20.2	12
Hispanic/ Latino	16.2	23.2	3
Non Hispanic	8.5	11.3	4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

South Dakota

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S.</u> <u>2012</u>	<u>South Dakota</u> <u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	93.9	93.6
Black	8.5	8.5	0.7	0.7
American Indian	0.8	0.8	3.7	3.8
Asian	5.5	5.9	0.9	1.0
Multiracial	1.2	1.3	0.8	0.9
Hispanic/ Latino	9.1	9.7	1.4	1.5
Non Hispanic	90.9	90.3	98.6	98.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.



TENNESSEE

Tennessee

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Tennessee</u>	<u>State Rank</u>
Total	12,190,521,527	226,196,046	17
White	10,176,748,435	193,210,647	21
Black	1,037,731,976	25,434,124	17
American Indian	102,594,032	868,553	32
Asian	718,386,908	4,752,732	24
Multiracial	155,060,176	1,929,991	24
Hispanic/ Latino	1,178,800,265	6,108,967	27
Non Hispanic	11,011,721,262	220,087,079	16

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Tennessee

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Tennessee</u>	<u>State Rank</u>
Total	11,164,436,000	207,981,320	16
White	9,389,733,436	178,250,246	20
Black	946,558,798	23,390,216	17
American Indian	87,342,994	750,475	32
Asian	609,224,347	3,935,870	24
Multiracial	131,576,425	1,654,513	24
Hispanic/ Latino	1,014,433,502	4,992,634	28
Non Hispanic	10,150,002,498	202,988,686	16

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Tennessee

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Tennessee 2010-2012</u>	<u>State Rank</u>
Total	9.2	8.8	32
White	8.4	8.4	23
Black	9.6	8.7	33
American Indian	17.5	15.7	21
Asian	17.9	20.8	13
Multiracial	17.8	16.7	27
Hispanic/ Latino	16.2	22.4	7
Non Hispanic	8.5	8.4	28

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Tennessee

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2012</u>	<u>Tennessee 2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	85.7	85.4
Black	8.5	8.5	11.2	11.2
American Indian	0.8	0.8	0.4	0.4
Asian	5.5	5.9	1.9	2.1
Multiracial	1.2	1.3	0.8	0.9
Hispanic/ Latino	9.1	9.7	2.4	2.7
Non Hispanic	90.9	90.3	97.6	97.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

TEXAS

Texas

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Texas</u>	<u>State Rank</u>
Total	12,190,521,527	986,064,367	2
White	10,176,748,435	832,980,726	2
Black	1,037,731,976	85,693,689	2
American Indian	102,594,032	8,209,604	3
Asian	718,386,908	48,774,692	3
Multiracial	155,060,176	10,405,656	3
Hispanic/ Latino	1,178,800,265	216,247,818	2
Non Hispanic	11,011,721,262	769,816,549	3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Texas

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Texas</u>	<u>State Rank</u>
Total	11,164,436,000	879,604,047	2
White	9,389,733,436	749,217,172	2
Black	946,558,798	75,422,263	2
American Indian	87,342,994	6,734,936	3
Asian	609,224,347	39,837,390	3
Multiracial	131,576,425	8,392,286	3
Hispanic/ Latino	1,014,433,502	184,019,792	2
Non Hispanic	10,150,002,498	695,584,255	3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Texas

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Texas 2010-2012</u>	<u>State Rank</u>
Total	9.2	12.1	4
White	8.4	11.2	4
Black	9.6	13.6	9
American Indian	17.5	21.9	6
Asian	17.9	22.4	7
Multiracial	17.8	24.0	2
Hispanic/ Latino	16.2	17.5	31
Non Hispanic	8.5	10.7	6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Texas

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2012</u>	<u>2010</u>	<u>Texas 2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	85.2	84.5
Black	8.5	8.5	8.6	8.7
American Indian	0.8	0.8	0.8	0.8
Asian	5.5	5.9	4.5	4.9
Multiracial	1.2	1.3	1.0	1.1
Hispanic/ Latino	9.1	9.7	20.9	21.9
Non Hispanic	90.9	90.3	79.1	78.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.



UTAH

Utah

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Utah</u>	<u>State Rank</u>
Total	12,190,521,527	91,134,379	35
White	10,176,748,435	86,348,692	32
Black	1,037,731,976	553,088	43
American Indian	102,594,032	877,940	30
Asian	718,386,908	2,449,731	32
Multiracial	155,060,176	904,928	34
Hispanic/ Latino	1,178,800,265	6,991,158	25
Non Hispanic	11,011,721,262	84,143,221	34

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Utah

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Utah</u>	<u>State Rank</u>
Total	11,164,436,000	82,382,242	35
White	9,389,733,436	78,241,682	32
Black	946,558,798	515,968	43
American Indian	87,342,994	766,129	31
Asian	609,224,347	2,094,831	32
Multiracial	131,576,425	763,631	36
Hispanic/ Latino	1,014,433,502	5,947,028	24
Non Hispanic	10,150,002,498	76,435,214	35

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Utah

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Utah 2010-2012</u>	<u>State Rank</u>
Total	9.2	10.6	9
White	8.4	10.4	9
Black	9.6	7.2	46
American Indian	17.5	14.6	27
Asian	17.9	16.9	38
Multiracial	17.8	18.5	21
Hispanic/ Latino	16.2	17.6	30
Non Hispanic	8.5	10.1	10

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Utah

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2012</u>	<u>2010</u>	<u>Utah 2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	95.0	94.7
Black	8.5	8.5	0.6	0.6
American Indian	0.8	0.8	0.9	1.0
Asian	5.5	5.9	2.5	2.7
Multiracial	1.2	1.3	0.9	1.0
Hispanic/ Latino	9.1	9.7	7.2	7.7
Non Hispanic	90.9	90.3	92.8	92.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.



VERMONT

Vermont

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Vermont</u>	<u>State Rank</u>
Total	12,190,521,527	24,818,762	51
White	10,176,748,435	24,174,600	50
Black	1,037,731,976	148,866	50
American Indian	102,594,032	83,559	51
Asian	718,386,908	206,083	50
Multiracial	155,060,176	205,654	50
Hispanic/ Latino	1,178,800,265	368,581	49
Non Hispanic	11,011,721,262	24,450,181	51

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Vermont

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Vermont</u>	<u>State Rank</u>
Total	11,164,436,000	22,969,908	51
White	9,389,733,436	22,409,709	49
Black	946,558,798	124,522	50
American Indian	87,342,994	75,132	51
Asian	609,224,347	180,298	50
Multiracial	131,576,425	180,247	50
Hispanic/ Latino	1,014,433,502	300,716	50
Non Hispanic	10,150,002,498	22,669,192	50

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Vermont

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Vermont 2010-2012</u>	<u>State Rank</u>
Total	9.2	8.0	39
White	8.4	7.9	31
Black	9.6	19.5	3
American Indian	17.5	11.2	43
Asian	17.9	14.3	45
Multiracial	17.8	14.1	45
Hispanic/ Latino	16.2	22.6	5
Non Hispanic	8.5	7.9	36

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Vermont

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2012</u>	<u>2010</u>	<u>Vermont 2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	97.6	97.4
Black	8.5	8.5	0.5	0.6
American Indian	0.8	0.8	0.3	0.3
Asian	5.5	5.9	0.8	0.8
Multiracial	1.2	1.3	0.8	0.8
Hispanic/ Latino	9.1	9.7	1.3	1.5
Non Hispanic	90.9	90.3	98.7	98.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

VIRGINIA

Virginia

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Virginia</u>	<u>State Rank</u>
Total	12,190,521,527	347,253,613	9
White	10,176,748,435	273,015,024	11
Black	1,037,731,976	44,942,666	9
American Indian	102,594,032	1,157,978	22
Asian	718,386,908	23,471,513	8
Multiracial	155,060,176	4,666,432	8
Hispanic/ Latino	1,178,800,265	19,529,849	10
Non Hispanic	11,011,721,262	327,723,764	10

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Virginia

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Virginia</u>	<u>State Rank</u>
Total	11,164,436,000	316,781,748	9
White	9,389,733,436	251,430,811	11
Black	946,558,798	41,060,197	9
American Indian	87,342,994	1,014,154	22
Asian	609,224,347	19,351,310	8
Multiracial	131,576,425	3,925,276	8
Hispanic/ Latino	1,014,433,502	16,089,296	10
Non Hispanic	10,150,002,498	300,692,452	10

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Virginia

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Virginia 2010-2012</u>	<u>State Rank</u>
Total	9.2	9.6	19
White	8.4	8.6	22
Black	9.6	9.5	28
American Indian	17.5	14.2	31
Asian	17.9	21.3	11
Multiracial	17.8	18.9	19
Hispanic/ Latino	16.2	21.4	10
Non Hispanic	8.5	9.0	17

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Virginia

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Virginia</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	79.4	78.6
Black	8.5	8.5	13.0	12.9
American Indian	0.8	0.8	0.3	0.3
Asian	5.5	5.9	6.1	6.8
Multiracial	1.2	1.3	1.2	1.3
Hispanic/ Latino	9.1	9.7	5.1	5.6
Non Hispanic	90.9	90.3	94.9	94.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

WASHINGTON

Washington

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Washington</u>	<u>State Rank</u>
Total	12,190,521,527	289,513,478	14
White	10,176,748,435	247,762,890	13
Black	1,037,731,976	7,358,706	27
American Indian	102,594,032	3,372,121	7
Asian	718,386,908	24,684,905	7
Multiracial	155,060,176	6,334,856	6
Hispanic/ Latino	1,178,800,265	17,469,733	11
Non Hispanic	11,011,721,262	272,043,746	14

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Washington

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Washington</u>	<u>State Rank</u>
Total	11,164,436,000	264,753,272	14
White	9,389,733,436	228,853,517	13
Black	946,558,798	6,726,926	27
American Indian	87,342,994	2,987,220	7
Asian	609,224,347	20,770,566	7
Multiracial	131,576,425	5,415,042	6
Hispanic/ Latino	1,014,433,502	14,671,711	11
Non Hispanic	10,150,002,498	250,081,561	14

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Washington

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Washington 2010-2012</u>	<u>State Rank</u>
Total	9.2	9.4	22
White	8.4	8.3	26
Black	9.6	9.4	30
American Indian	17.5	12.9	37
Asian	17.9	18.8	25
Multiracial	17.8	17.0	24
Hispanic/ Latino	16.2	19.1	22
Non Hispanic	8.5	8.8	21

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Washington

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S.</u>		<u>Washington</u>	
		<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0	100.0
White	84.1	83.5	86.4	85.6	85.6
Black	8.5	8.5	2.5	2.5	2.5
American Indian	0.8	0.8	1.1	1.2	1.2
Asian	5.5	5.9	7.8	8.5	8.5
Multiracial	1.2	1.3	2.0	2.2	2.2
Hispanic/ Latino	9.1	9.7	5.5	6.0	6.0
Non Hispanic	90.9	90.3	94.5	94.0	94.0

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

WEST VIRGINIA

West Virginia

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>West Virginia</u>	<u>State Rank</u>
Total	12,190,521,527	58,663,503	38
White	10,176,748,435	56,026,524	38
Black	1,037,731,976	1,345,784	39
American Indian	102,594,032	124,214	50
Asian	718,386,908	728,453	44
Multiracial	155,060,176	438,527	45
Hispanic/ Latino	1,178,800,265	653,882	46
Non Hispanic	11,011,721,262	58,009,621	37

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

West Virginia

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>West Virginia</u>	<u>State Rank</u>
Total	11,164,436,000	54,346,179	38
White	9,389,733,436	51,954,983	38
Black	946,558,798	1,254,160	39
American Indian	87,342,994	111,845	50
Asian	609,224,347	644,089	44
Multiracial	131,576,425	381,103	45
Hispanic/ Latino	1,014,433,502	541,564	46
Non Hispanic	10,150,002,498	53,804,615	37

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

West Virginia

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>West Virginia 2010-2012</u>	<u>State Rank</u>
Total	9.2	7.9	42
White	8.4	7.8	33
Black	9.6	7.3	43
American Indian	17.5	11.1	44
Asian	17.9	13.1	48
Multiracial	17.8	15.1	39
Hispanic/ Latino	16.2	20.7	13
Non Hispanic	8.5	7.8	37

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

West Virginia

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>West Virginia</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	95.6	95.5
Black	8.5	8.5	2.3	2.3
American Indian	0.8	0.8	0.2	0.2
Asian	5.5	5.9	1.2	1.2
Multiracial	1.2	1.3	0.7	0.7
Hispanic/ Latino	9.1	9.7	1.0	1.1
Non Hispanic	90.9	90.3	99.0	98.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

WISCONSIN

Wisconsin

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Wisconsin</u>	<u>State Rank</u>
Total	12,190,521,527	213,870,592	21
White	10,176,748,435	199,486,688	17
Black	1,037,731,976	7,073,491	28
American Indian	102,594,032	1,396,788	17
Asian	718,386,908	4,597,797	26
Multiracial	155,060,176	1,315,828	28
Hispanic/ Latino	1,178,800,265	7,230,295	23
Non Hispanic	11,011,721,262	206,640,297	20

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Wisconsin

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Wisconsin</u>	<u>State Rank</u>
Total	11,164,436,000	196,082,705	21
White	9,389,733,436	183,381,190	16
Black	946,558,798	6,464,476	28
American Indian	87,342,994	1,250,665	16
Asian	609,224,347	3,839,525	26
Multiracial	131,576,425	1,146,848	28
Hispanic/ Latino	1,014,433,502	6,034,202	23
Non Hispanic	10,150,002,498	190,048,503	20

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Wisconsin

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Wisconsin 2010-2012</u>	<u>State Rank</u>
Total	9.2	9.1	26
White	8.4	8.8	19
Black	9.6	9.4	29
American Indian	17.5	11.7	42
Asian	17.9	19.7	22
Multiracial	17.8	14.7	41
Hispanic/ Latino	16.2	19.8	19
Non Hispanic	8.5	8.7	23

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Wisconsin

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Wisconsin</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	93.5	93.3
Black	8.5	8.5	3.3	3.3
American Indian	0.8	0.8	0.6	0.7
Asian	5.5	5.9	2.0	2.1
Multiracial	1.2	1.3	0.6	0.6
Hispanic/ Latino	9.1	9.7	3.1	3.4
Non Hispanic	90.9	90.3	96.9	96.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.



WYOMING

Wyoming

Table 1

Buying Power for 2012
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Wyoming</u>	<u>State Rank</u>
Total	12,190,521,527	26,093,891	50
White	10,176,748,435	24,821,853	49
Black	1,037,731,976	149,986	49
American Indian	102,594,032	577,596	37
Asian	718,386,908	365,374	47
Multiracial	155,060,176	179,083	51
Hispanic/ Latino	1,178,800,265	1,597,436	42
Non Hispanic	11,011,721,262	24,496,455	50

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Wyoming

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Wyoming</u>	<u>State Rank</u>
Total	11,164,436,000	23,235,612	50
White	9,389,733,436	22,187,950	50
Black	946,558,798	136,557	49
American Indian	87,342,994	463,422	39
Asian	609,224,347	285,122	47
Multiracial	131,576,425	162,561	51
Hispanic/ Latino	1,014,433,502	1,331,246	42
Non Hispanic	10,150,002,498	21,904,366	51

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Wyoming

Table 3

Percentage Change in Buying Power, 2010-2012,
and State Rank

<u>Race</u>	<u>U.S. 2010-2012</u>	<u>Wyoming 2010-2012</u>	<u>State Rank</u>
Total	9.2	12.3	2
White	8.4	11.9	3
Black	9.6	9.8	24
American Indian	17.5	24.6	3
Asian	17.9	28.1	1
Multiracial	17.8	10.2	51
Hispanic/ Latino	16.2	20.0	17
Non Hispanic	8.5	11.8	3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.

Wyoming

Table 4

Market Share in Buying Power, 2010 and 2012
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Wyoming</u>	
	<u>2010</u>	<u>2012</u>	<u>2010</u>	<u>2012</u>
Total	100.0	100.0	100.0	100.0
White	84.1	83.5	95.5	95.1
Black	8.5	8.5	0.6	0.6
American Indian	0.8	0.8	2.0	2.2
Asian	5.5	5.9	1.2	1.4
Multiracial	1.2	1.3	0.7	0.7
Hispanic/ Latino	9.1	9.7	5.7	6.1
Non Hispanic	90.9	90.3	94.3	93.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2012.
