

THE MULTICULTURAL ECONOMY 2019

Jeffrey M. Humphreys



Selig Center for
Economic Growth

Terry College of Business

UNIVERSITY OF GEORGIA

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

Benjamin C. Ayers, Dean
Terry College of Business

Jeffrey M. Humphreys, Director
Selig Center

Lorena M. Akioka, Managing Editor
Beata D. Kochut, Senior Research Analyst
Alexandra P. Hill, Research Analyst
Seamus Murrock, Student Assistant

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Part 1

**MULTICULTURAL
ECONOMY
1990-2024**

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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 2019, the \$1.7 trillion Hispanic market is larger than the entire economies (2018 GDP measured in U.S. dollars) of all but nine countries in the world—smaller than the GDP of Brazil and larger than the GDP of Canada.

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. 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, 2019, and 2024. Majority—or white—buying power, multiracial buying power, and non-Hispanic 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. These current dollar (unadjusted for inflation) estimates and projections indicate the growing economic power of various racial or ethnic groups; measure the 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 \$4.3 trillion in 1990 to \$7.4 trillion in 2000, to \$11.3 trillion in 2010, to \$16.2 trillion in 2019, and to \$20.2 trillion in 2024. The percentage increase for 1990-2019 is 277 percent. From 2000-2019, total buying power will more than double. 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) increased by approximately 98 percent during 1990-2019, or about one third of the 277 percent increase in total buying power. From 2000 to 2019, the U.S. CPI-U increased by 48 percent whereas total buying power rose by 119 percent. Total buying power expanded by 43 percent from 2010 through 2019, and will expand by 25 percent from 2019 through 2024.

Diverse forces support this substantial growth. The 35-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, U.S. economic conditions are expansionary, and the assumptions underlying the baseline forecast call for modest growth in 2019-2024.

Ranked by percentage change in total buying power between 2010 and 2019, the top ten states are Utah (66 percent), Washington (64 percent), Colorado (63 percent), Idaho (55 percent), California (55 percent), Oregon (55 percent), District of Columbia (53 percent), Florida (51 percent), Texas (50 percent), and Arizona (50 percent). From 2010 through 2019, the five slowest growing states are Connecticut (21 percent), West Virginia (24 percent), Mississippi (26 percent), Louisiana (26 percent), and New Mexico (27 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 infrastructure, educated workforces, and abundant natural resources will continue to attract businesses.

Buying Power Statistics by Race

In 2019, the combined buying power of blacks, Asians, and Native Americans will be \$2.7 trillion—63 percent higher than its 2010 level of \$1.7 trillion—which amounts to a gain of \$1.1 trillion. In 2019, African Americans will account for 53 percent of combined spending, or \$1.4 trillion. From 2010 through 2019, the percentage gains in buying power vary considerably by race, from a gain of 90 percent for Asians to 52 percent for Native Americans to 48 percent for blacks. All of these target markets will grow much faster than the white market, where buying power will increase by 40 percent.

The combined buying power of African Americans, Asians, and Native Americans will account for 16.8 percent of the nation's total buying power in 2019, up from 14.7 percent in 2010 and from 12.5 percent in 2000. The 2010-to-2019 gain in combined market share of 2.1 percent amounts to an additional \$332 billion in buying power in 2019. 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 \$3.6 trillion in 2024, accounting for 17.7 percent of the nation's total buying power.

■ Black Buying Power ■

In 2019, 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 \$321 billion in 1990 to \$611 billion in 2000, to \$971 billion in 2010, to \$1.4 trillion in 2019, and to \$1.8 trillion in 2024.

The 48 percent increase between 2010 and 2019 outstrips the 40 percent rise in white buying power and the 43 percent increase in total buying power (all races combined). Cumulative inflation over this same period was only 17 percent. In 2019, the nation's share of total buying power that is black will be 8.9 percent, up from 8.6 percent in 2010 and from 7.5 percent in 1990. African-American consumers' share of the nation's total buying power will rise to 9 percent in 2024, accounting for 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 *2012 Survey of Business Owners* (released by the U.S. Census Bureau) shows that the number of black-owned firms was 34 percent higher in 2012 than in 2007, which is more than eleven times the 3 percent gain in the number 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

2018, 88 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 who are high school graduates or better was still lower than the percentage of whites (90 percent) and Asians (91 percent). Also, the *Current Population Survey* indicates that 25 percent of blacks had a bachelor's, graduate, or professional degree compared to 35 percent of whites and 57 percent of Asians. Nonetheless, the percentage of blacks who had completed college in 2018 (25 percent) was higher than in either 2010 (20 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 2010 to 2019, the nation's black population grew by 10.2 percent compared to 4 percent for the white population and 6.9 percent for the total population. From 2019 to 2024, the nation's black population is projected to grow by 5.8 percent, which exceeds the 4.1 percent growth estimated for the total U.S. population. Also, the black population is younger: the *2017 Current Population Survey* indicates that the median age of blacks is only 34.2 years compared to 38.1 years for the for the total population. Compared to the older total population, larger proportions of blacks will enter the workforce for the first time or will

The Multicultural Dollar

Where Blacks Spend More
natural gas
shoes

Where Blacks Spend Less
new cars
dining out
health care
entertainment
pensions

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 2017, only 11.2 percent of blacks were over 65, compared to 15.6 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 younger, African-American consumers set trends for teens (and young adults) of every race and ethnic background. This isn't surprising given that 24.9 percent of the black population is

under 18 years old compared to 22.6 percent of the total population.

The youthful profile of the black population has 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.

Despite the severity of the Great Recession, employment growth can be cited as one of the main forces behind the above-average gains in black buying power. From January 2000 through April 2019 (the most recent data available as this is written), the number of jobs held by blacks had increased by 4.1 million, or 1.3 percent per year. In contrast, the number of jobs held by whites increased by only 0.4 percent per year.

In 2019, the ten states with the largest African-American markets, in order, are New York (\$134 billion), Texas (\$131 billion), Georgia (\$106 billion), California (\$106 billion), Florida (\$106 billion), Maryland (\$82 billion), North Carolina (\$69 billion), Virginia (\$61 billion), Illinois (\$58 billion), and New Jersey (\$52 billion). Of these, however, Maryland and Virginia are the only ones that did not rank among the top ten markets for all consumers.

One characteristic that sets the African-American consumer market apart from the Hispanic and Asian markets is that this vibrant consumer market is very widespread, and therefore is an attractive customer segment in many of the states. In 2019, the five largest African-American markets account for 41 percent of black buying power. The five states with the largest total consumer markets account for 40 percent of total buying power. Similarly, the ten largest black markets account for 63 percent of the African-American market and the ten largest total consumer markets account for 56 percent of total buying power.

In order, the top ten states ranked by the rate of growth of black buying power between 2010 and 2019 are North Dakota (331 percent), South Dakota (117 percent), Idaho (102 percent), Hawaii (101 percent), Wyoming (98 percent), Washington (84 percent), Utah (79 percent), Arizona (79 percent), Nevada (78 percent), and Montana (77 percent). All have flourishing African-American consumer markets, but none is among the nation's ten largest black consumer markets.

In 2019, the ten states with the largest share of total buying power that is black are Mississippi (25.5 percent), Maryland (23.7 percent), Georgia (23.5 percent), District of Columbia (23.2 percent), Louisiana (20.6 percent), Alabama (18.7 percent), South Carolina (17.9 percent), Delaware (17.3 percent), North Carolina (15.3 percent), and Virginia (13.8 percent).

The 1.8 percent, 1.6 percent, and 1.4 percent increases in African Americans' share of the consumer markets in Georgia, North Dakota, and Delaware were the three biggest share shifts in the nation from 2010 to 2019, respectively. There also was a 1.2 percent advance in

Nevada. The District of Columbia saw African Americans' share drop by 4.3 percent between 2010 and 2019, however.

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 2018 *Consumer Expenditure Survey* indicate that the average black household spent in total only 70 percent as much as the average non-black household, reflecting blacks' lower mean 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 and footwear. Also, blacks spent a significantly higher proportion of their money on housing, electricity, cell phones, gasoline, and clothes. Blacks and non-blacks spent about the same proportion of their income for groceries,

housekeeping supplies, appliances, furniture, public transportation, and life insurance. Compared to non-blacks, however, blacks spent much less of their total outlays on restaurants, alcoholic beverages, new cars, health care, entertainment, and pensions and Social Security.

The same survey indicates that black households are slightly less likely to have older people (over 65 years of age). Blacks have only 1.3 vehicles per household compared to two vehicles for white and other households; and they are more likely to be renters rather than homeowners.

■ 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 \$84 billion in 2010, to \$127 billion in 2019, and to \$161 billion in 2024. Native American buying power in 2019 will be 52 percent greater than in 2010. The 2010-2019 gain is larger than the increases in buying power estimated for whites (40 percent), for the U.S. population as a whole (43 percent), and for blacks (48 percent). It is smaller than those estimated for Asians (90 percent) and Hispanics (69 percent), however. Despite this fast-paced growth, Native Americans will account for only 0.8 percent of all U.S. buying power in 2019, up only slightly from their 0.7 percent share in 2010, when they accounted for \$84 billion in buying power.

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

Many forces support this continued growth, but one of the most important is that, between 2010 and 2019, the Native American population grew by 12 percent, outpacing the projected gains of 10 percent for the black population, 7 percent for the total U.S. population, and 4 percent for the white population. From 2019 to 2024, the nation's Native American population is projected to grow by 7 percent, which exceeds both the 4 percent gain projected for the total population and the 3 percent gain projected for the white population.

Historically, entrepreneurial activity has been a force powering the growth of Native American buying power. The 2012 *Survey of Business Owners*, released by the U.S. Census Bureau in December 2015 shows that the number of American Indian- and Alaska native-owned firms increased by 15 percent from 2007 to 2012, which is five times greater than the 3 percent increase in the number of all U.S. firms.

Although comprising only 1.3 percent of the country's population in 2019, Native Americans control \$127 billion in disposable income, which makes this diverse group economically attractive to businesses. In 2019, the ten states with the largest Native American markets are California (\$23 billion), Oklahoma (\$11 billion), Texas (\$11 billion), Arizona (\$8 billion), New York (\$7 billion), New Mexico (\$5 billion), Washington (\$5 billion), North Carolina (\$4 billion), Florida (\$4 billion), and Alaska (\$3 billion). This market is slightly more focused on a few states than is the total U.S. consumer market. In 2019, the five largest American Indian markets account for 47 percent of Native American buying power, whereas the five largest total consumer markets account for 40 percent of U.S. buying power. Similarly, the ten largest Native American markets account for 64 percent of Native American buying power and the top ten total consumer markets account for 56 percent of total U.S. buying power.

Ranked by the rate of growth of Native American buying power over 2010-2019, the top ten states are Utah (81 percent), Washington (70 percent), Idaho (69 percent), Colorado (65 percent), Tennessee (64 percent), Arizona (64 percent), Florida (63 percent), Oregon (62 percent), Nebraska (62 percent), and Rhode Island (61 percent). Many of these states have relatively small, flourishing markets, but Arizona, Washington, and Florida stand out from the other leading states as the fourth, seventh, and ninth largest Native American consumer markets in the nation, respectively.

In 2019, the ten states with the largest Native American shares of total buying power include Alaska (8.3 percent), Oklahoma (6.6 percent), New Mexico (6.2 percent), South Dakota (3.2 percent), Montana (3.2 percent), Arizona (2.6 percent), North Dakota (2.5 percent), Wyoming (1.5 percent), Nevada (1.1 percent), and Oregon (1.1 percent). From 2010 to 2019, Native Americans' share of the market will increase the most in New Mexico and Oklahoma. South Dakota is the only state where Native Americans' market share declined, dropping from 3.3 percent in 2010 to 3.2 percent in 2019.

■ Asian Buying Power ■

In 2019, 21 million Americans—6.3 percent of the country's population—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, 4 percent, 5.2 percent, and 6.3 percent in 1990, 2000, 2010, and 2019, 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.

We project that the nation's Asian buying power will climb from \$117 billion in 1990, to \$278 billion in 2000, to \$607 billion in 2010, to \$1.2 trillion in 2019, and to \$1.6 trillion in 2024. The 90 percent gain from 2010 through 2019 exceeds the increases in buying power projected for whites (40 percent), the U.S. as a whole (43 percent), blacks (48 percent), Native Americans (52 percent), and Hispanics (69 percent). At \$1.2 trillion in 2019, the U.S. Asian market already outshines the entire economies of all but 15 countries—it is slightly smaller than the GDP of Mexico and slightly 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 many national ancestries, languages, and diverse cultures, firms that target specific subgroups—Chinese or Filipino, for example—may find niche markets particularly rewarding. Accordingly, the Selig Center provides 2019 buying power estimates for 17 selected groups of Asian consumers for which sufficient demographic data were available at the national level. These groups collectively account for 96 percent of the U.S. Asian population.

In terms of buying power, Asian Indians comprise the largest group and account for \$329 billion in buying power, or 29 percent of U.S. Asian buying power. The Chinese (except Taiwanese) are second, accounting for \$266 billion, or 23 percent of Asian buying power. They constitute the largest sub-group in population, however. Filipinos constitute the third largest group in terms of both population and buying power, accounting for \$162 billion in buying power or 14 percent of Asian buying power. Koreans are the fifth largest group in terms of population, but rank fourth in terms of buying power, accounting for \$90 billion, or 8 percent of the U.S. Asian market. Vietnamese rank fifth in terms of buying power (\$83 billion), but fourth in terms of population. Due to data limitations estimates could not be provided for several groups with relatively small populations (e.g., Bhutanese, Malaysian, Mongolian, Okinawan, and Sri Lankan), for persons who did not specify a category, or for those who specified two or more categories. The statistics for these groups are reported as "other," and represent only 4 percent of Asian buying power in 2019.

Employment gains are one of the forces supporting the growth of Asian buying power. From January 2000 through April 2019 (the most recent data available at the time of this writing), the number

of jobs held by Asians increased by 4.2 million, or 74 percent. While the percentage gain is very impressive, it falls short of the 86 percent increase in the U.S. Asian population over the same period.

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 2019, the Asian population is 21 million, or 30 percent higher than its 2010 base of 16 million. This gain in population exceeds that projected for any other racial group as well as Hispanics. From 2019 to 2024, the U.S. Asian population will grow by 14 percent, which is the highest of any group.

The Asian population of the U.S. is younger than the overall U.S. population. Compared to whites, more Asians are either entering the workforce for the first time or are moving up their career ladders. Also, fewer of them are of traditional retirement age. Another factor contributing to Asian buying power is that nearly all Asians are urbanites.

The Multicultural Dollar

Where Asians Spend More

- dining out
- housing
- new cars
- education
- clothing

Where Asians Spend Less

- utilities
- used cars
- cash contributions
- health care
- alcoholic beverages

The economic rewards of education also provide a big boost. Asians are much better educated than is the average American, and therefore 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 recent data, 56.5 percent of Asians over 25 had a bachelor's degree or higher compared to 35.2 percent of whites.

The increasing number of successful Asian entrepreneurs also helps to increase the group's buying power. The 2012 *Survey of Business Owners* shows that the number of Asian owned firms increased by 24 percent from 2007 to 2012, which is eight times greater than the 3 percent increase in the number of all U.S. firms.

In 2019, the ten states with the largest Asian consumer markets, in order, are California (\$383 billion), New York (\$105 billion), Texas

(\$88 billion), New Jersey (\$65 billion), Washington (\$46 billion), Illinois (\$44 billion), Virginia (\$35 billion), Florida (\$34 billion), Hawaii (\$34 billion), and Massachusetts (\$31 billion).

Compared to the overall consumer market, the group's spending is much more focused geographically. In 2019, the five and the ten states with the largest Asian consumer markets account for 60 percent and 75 percent of Asian buying power, respectively. In contrast, the five and the ten largest total consumer markets account for 40 percent and 56 percent of U.S. buying power, respectively.

In 2019, California stands out as the largest Asian consumer market (\$383 billion), but Asian buying power is attaining critical mass in a growing number of states. In 2000, only six states had over \$10 billion in Asian buying power. In 2019, twenty-one states have over \$10 billion in Asian buying power.

Ranked by the rate of growth of Asian buying power over 2010-2019, the top ten states are Vermont (129 percent), Washington (126 percent), Indiana (119 percent), South Dakota (118 percent), Utah (116 percent), North Carolina (116 percent), Texas (113 percent), Oregon (110 percent), Georgia (110 percent), and North Dakota (108 percent). Texas (ranks 3) and Washington (ranks 5) are among the nation's ten largest Asian consumer markets. Georgia (ranks 13) and North Carolina (ranks 15) 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 5.4 percent in 2010, to 7.1 percent in 2019, and to 7.9 percent in 2024. In order, the ten states with the largest shares of total buying power that is Asian in 2019 are Hawaii, where Asians account for 46.7 percent of the state's buying power, California (17 percent), New Jersey (11.9 percent), Washington (10.7 percent), Nevada (9.4 percent), New York (8.8 percent), Virginia (8 percent), Maryland (7.4 percent), Massachusetts (7.1 percent), and Illinois (6.7 percent). Except for Hawaii, where Asians' market shares dropped by 1.6 percent, the share of buying power controlled by Asian consumers rose in every state from 2010 to 2019. The 3.3 percent gain in Asians' share of California's consumer market is the largest share increase in the nation, followed by the 2.9 percent increase in market share in Washington.

The 2017-18 *Consumer Expenditure Survey* indicates that Asian households spent 23 percent more than the average U.S. household, reflecting their higher mean household incomes. Asian households spent far more than the average U.S. household on groceries, restaurants, housing, household operations, public transportation, education, and pensions and Social Security. They spent less than average on alcoholic beverages, utilities, vehicle purchases, tobacco products, and cash contributions. Compared to the average household, Asian households are much more likely to be renters than homeowners.

The same survey indicates that there are 2.8 persons per Asian household compared to 2.5 persons for the average household. Asians have only 1.7 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 \$1.7 trillion in spending power in 2019. More than one person in six 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 period, 1990-2024, the nation's Hispanic buying power will grow dramatically. In sheer dollar power, Hispanics' economic clout will rise from \$213 billion in 1990, to \$495 billion in 2000, to \$1 trillion in 2010, to \$1.7 trillion in 2019, and to \$2.3 trillion in 2024. The 2019 value exceeds the 2010 value by 69 percent—a percentage gain that is far greater than either the 41 percent increase in non-Hispanic buying power. U.S. Hispanic buying power will grow faster than black buying power (48 percent) and Native American buying power (52 percent), but more slowly than Asian buying power (90 percent). In 2019, Hispanics account for 10.8 percent of all U.S. buying power, up from 9.1 percent in 2010, from 6.7 percent in 2000, and from 5 percent in 1990. In 2024, Hispanics will account for 11.6 percent of total U.S. buying power.

The Selig Center provides 2019 buying power national-level estimates for seven selected groups of Hispanic consumers for which sufficient demographic data are available. These seven groups collectively account for 94 percent of the Hispanic population. Mexicans comprise the largest of the groups, and account for \$986 billion in buying power, or 57 percent of U.S. Hispanic buying power. Puerto Ricans are second largest group in terms of buying power, accounting for \$182 billion, or 10 percent of Hispanic buying power. Central Americans are the third largest, accounting for \$157 billion in buying power, or 9 percent of Hispanic buying power. South Americans rank fourth, accounting for \$156 billion, or 9 percent of the U.S. Hispanic market. Cubans rank fifth, accounting for \$93 billion.

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 much more rapidly than the total population, a trend that is projected to continue. Between 2010 and 2019, the Hispanic population increased by 21 percent compared to 4 percent for the non-Hispanic population and 7 percent for the total population.

The relatively young Hispanic population, with proportionally more Hispanics either entering the workforce for the first time or moving up their career ladders, also argues for additional gains in buying power. Hispanics' spending patterns already help to determine the success or failure of many youth-oriented products and services.

The increasing number of Hispanic business owners is another potent force powering this consumer market. Estimates from the 2012 *Survey of Business Owners* show that the number of Hispanic-owned firms increased by 46 percent from 2007 to 2012, which is fifteen times greater than the 3 percent increase in the number of all U.S. firms.

Increased entrepreneurial activity and a rising level of educational

attainment help Hispanics' upward mobility, too. The 2018 *Current Population Survey* indicates that 72 percent of Hispanics over 25 were high school graduates. (That compares to only 57 percent in 2000 and to 51 percent in 1990.) The proportion with four or more years of college increased from 9.2 percent in 1990 to 10.6 percent in 2000, and to 18.3 percent in 2018. 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.

Employment gains strongly support the growth of Hispanic buying power. From January 2000 through April 2018, the number of jobs held by Hispanics increased by 11.7 million jobs, or 75 percent. That cumulative gain is very impressive and it exceeds the 68 percent increase in the Hispanic population that occurred over the same time period.

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 vast majority are Mexican, which suggests that many Hispanics share similar backgrounds and cultural

The Multicultural Dollar

Where Hispanics Spend More

shoes
clothing
cell phone services
furniture

Where Hispanics Spend Less

alcoholic beverages
health care
entertainment
education
personal insurance

experiences. Nonetheless, spending patterns differ significantly based on country of origin, and the composition of the nation's Hispanic population is changing.

Hispanics will comprise 18.6 percent of the country's population in 2019, and will have disposable income of \$1.7 trillion. In 2019, the ten states with the largest Hispanic markets, in order, are California (\$453 billion), Texas (\$316 billion), Florida (\$191 billion), New York (\$130 billion), Illinois (\$63 billion), New Jersey (\$63 billion), Arizona (\$54 billion), Colorado (\$34 billion), New Mexico (\$29 billion), and Washington (\$28 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 2019, the five states and the ten states with the largest Hispanic markets account for 66 percent and 78 percent of Hispanic buying power, respectively. In contrast, the five states with the largest non-Hispanic markets account for only 37 percent of total buying power and the ten largest non-Hispanic markets account for only 54 percent of total buying power.

The top ten states, as ranked by the rate of growth of Hispanic buying power over 2010-2019, are North Dakota (179 percent), District of Columbia (105 percent), Montana (97 percent), Washington (94 percent), South Dakota (93 percent), New Hampshire (93 percent), Massachusetts (88 percent), Pennsylvania (87 percent), Idaho (86 percent), and Oregon (85 percent). Only Washington (ranks 10) is among the nation's ten largest Hispanic consumer markets in 2019, 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 10.8 percent in 2019, and to 11.6 percent in 2024. The group's share will rise in every state. In 2019, the ten states with the largest Hispanic market shares will be New Mexico (35.5 percent), Texas (23.6 percent), California (20.1 percent), Florida (19 percent), Arizona (18.1 percent), Nevada (17.1 percent), New Jersey (11.5 percent), Colorado (11.5 percent), New York (10.9 percent), and Illinois (9.5 percent).

From 2010 to 2019, New Mexico's, Florida's, and Texas' respective 3.8 percent, 3 percent, and 2.5 percent shifts in Hispanic market share are the nation's largest. Rhode Island will see a 2.2 percent advance in

Hispanic market share, while Hispanics' share of Arizona's consumer market also will rise by 2.2 percent. Hispanics' share of California's market will rise by 1.7 percent, which is remarkable for a state with such a large, established market.

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 *Consumer Expenditure Survey* indicates that the average Hispanic household spends in total only about 82 percent as much as the average non-Hispanic household.

Despite markedly lower average income levels, Hispanic households spent more on cell phone services, furniture, apparel, footwear, and gasoline. Also, they spent a higher proportion of their income (though less money) on groceries, housing, electricity, and used cars. Hispanics spent about the same proportion of their total outlays (but less money) as non-Hispanics on housekeeping supplies, appliances, public transportation, car insurance, personal care products, and reading materials.

Compared to non-Hispanics, Hispanics spent substantially smaller proportions of total outlays (and substantially less money) on health care, alcoholic beverages, entertainment, education, tobacco products, cash contributions, life insurance, and pensions and Social Security. The same survey found that Hispanic households are substantially larger than non-Hispanic households (3.1 persons per household versus 2.4 persons for non-Hispanics), and have twice as many children under 18. On average, there are 1.6 vehicles per Hispanic household compared to two vehicles per non-Hispanic household. Hispanics also are much more likely to be renters instead of homeowners. ■

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 7. Total buying power for 1990-2018 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 in March 2019. Based on the data provided by the Commerce Department, the Selig Center prepared projections of total buying power for 2019-2024.

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 2018, 90 percent of disposable personal income was used to purchase goods and services (personal consumption expenditures); the remaining 10 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 2010-2017, the Selig Center relied upon annual estimates of the resident population provided by the U.S. Census Bureau that were released in June 2018. For 2000 through 2009, 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 through 1999, 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 2018-2024, using Census Bureau projections (2017 to 2060), released in September 2018, but the Selig Center did not control total to these estimates.

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 *2013-2017 American Community Survey* 5-year estimates.

The expenditures data by item for African Americans, Hispanics, Asians, and the comparison groups were obtained directly from the third quarter 2017 through second quarter 2018 *Consumer Expenditure Survey* that was released by the Bureau of Labor Statistics in April 2019. 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, 2019, and 2024**

	Buying Power (billions of dollars)				
	1990	2000	2010	2019	2024
Total	4,304.5	7,415.1	11,306.0	16,215.9	20,190.7
White	3,846.6	6,425.9	9,497.5	13,245.8	16,264.8
Black	321.0	610.6	971.5	1,438.8	1,820.6
American Indian	19.9	40.4	83.6	126.8	160.9
Asian	117.0	277.6	607.2	1,150.5	1,588.6
Multiracial	0.0	60.5	146.3	253.9	355.8

	Percentage Change in Buying Power			
	1990-2000	2000-2010	2010-2019	2019-2024
Total	72.3	52.5	43.4	24.5
White	67.1	47.8	39.5	22.8
Black	90.2	59.1	48.1	26.5
American Indian	103.1	106.7	51.8	26.9
Asian	137.3	118.7	89.5	38.1
Multiracial	0.0	141.5	73.6	40.1

	Share of Market (percent)				
	1990	2000	2010	2019	2024
Total	100.0	100.0	100.0	100.0	100.0
White	89.4	86.7	84.0	81.7	80.6
Black	7.5	8.2	8.6	8.9	9.0
American Indian	0.5	0.5	0.7	0.8	0.8
Asian	2.7	3.7	5.4	7.1	7.9
Multiracial	0.0	0.8	1.3	1.6	1.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 2

**U.S. Population Statistics by Race,
1990, 2000, 2010, 2019, and 2024**

	Population				
	1990	2000	2010	2019	2024
Total	249,622,814	282,162,411	309,338,421	330,729,343	344,165,773
White	209,366,661	228,530,479	242,243,906	252,002,713	258,254,622
Black	30,648,345	35,814,706	40,357,609	44,458,185	47,023,973
American Indian	2,058,726	2,684,491	3,752,358	4,209,675	4,487,447
Asian	7,549,082	11,173,178	15,944,839	20,791,586	23,599,061
Multiracial	NA	3,959,557	7,039,709	9,267,184	10,800,670

	Percentage Change in Population			
	1990-2000	2000-2010	2010-2019	2019-2024
Total	13.0	9.6	6.9	4.1
White	9.2	6.0	4.0	2.5
Black	16.9	12.7	10.2	5.8
American Indian	30.4	39.8	12.2	6.6
Asian	48.0	42.7	30.4	13.5
Multiracial	NA	77.8	31.6	16.5

	Share of Population (percent)				
	1990	2000	2010	2019	2024
Total	100.0	100.0	100.0	100.0	100.0
White	83.9	81.0	78.3	76.2	75.0
Black	12.3	12.7	13.0	13.4	13.7
American Indian	0.8	1.0	1.2	1.3	1.3
Asian	3.0	4.0	5.2	6.3	6.9
Multiracial	NA	1.4	2.3	2.8	3.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 3**U.S. Hispanic Market Statistics,
1990, 2000, 2010, 2019, and 2024**

	Buying Power (billions of dollars)				
	1990	2000	2010	2019	2024
Total	4,305	7,415	11,306	16,216	20,191
Hispanic	213	495	1,031	1,743	2,344
Non-Hispanic	4,092	6,920	10,275	14,473	17,847

	Percentage Change in Buying Power			
	1990-2000	2000-2010	2010-2019	2019-2024
Total	72.3	52.5	43.4	24.5
Hispanic	132.7	108.2	69.1	34.4
Non-Hispanic	69.1	48.5	40.9	23.3

	Share of Market (percent)				
	1990	2000	2010	2019	2024
Total	100.0	100.0	100.0	100.0	100.0
Hispanic	4.9	6.7	9.1	10.7	11.6
Non-Hispanic	95.1	93.3	90.9	89.3	88.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 4

**U.S. Hispanic Population Statistics,
1990, 2000, 2010, 2019, and 2024**

	1990	2000	Population		2019	2024
			2010			
Total	249,622,814	282,162,411	309,338,421		330,729,343	344,165,773
Hispanic	22,572,838	35,661,885	50,752,801		61,524,300	68,556,173
Non-Hispanic	227,049,976	246,500,526	258,585,620		269,205,044	275,609,600
		Percentage Change in Population				
	1990-2000	2000-2010	2010-2019		2019-2024	
Total	13.0	9.6	6.9		4.1	
Hispanic	58.0	42.3	21.2		11.4	
Non-Hispanic	8.6	4.9	4.1		2.4	
		Share of Population (percent)				
	1990	2000	2010		2019	2024
Total	100.0	100.0	100.0		100.0	100.0
Hispanic	9.0	12.6	16.4		18.6	19.9
Non-Hispanic	91.0	87.4	83.6		81.4	80.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 5**U.S. Hispanic Market Statistics,
By Subgroup, 2019**

Subgroup	Population (number)	Buying Power (thousands of dollars)	Percentage of Total Hispanic Buying Power	Per Capita Buying Power (thousands of dollars)
Mexican	38,336,828	985,557,283	56.5	25.7
Puerto Rican	5,843,012	181,544,791	10.4	31.1
Central American	5,815,476	156,553,496	9.0	26.9
South American	3,890,516	155,982,858	8.9	40.1
Cuban	2,421,261	93,325,974	5.4	38.5
Other Hispanic or Latino	2,202,940	67,529,440	3.9	30.7
Dominican	2,176,147	60,380,955	3.5	27.7
Spaniard	838,120	42,223,499	2.4	50.4
Total	61,524,300	1,743,098,296	100.0	28.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 6**U.S. Asian Market Statistics,
By Subgroup, 2019**

Subgroup	Population (number)	Buying Power (thousands of dollars)	Percentage of Total Asian Buying Power	Per Capita Buying Power (thousands of dollars)
Chinese (except Taiwanese)	4,617,233	266,181,829	23.1	57.6
Asian Indian	4,522,631	328,919,927	28.6	72.7
Filipino	3,216,089	162,241,146	14.1	50.4
Vietnamese	2,018,014	82,846,977	7.2	41.1
Korean	1,631,735	90,116,214	7.8	55.2
Japanese	851,108	58,434,621	5.1	68.7
Others	769,124	42,722,685	3.7	55.5
Native Hawaiian / Pacific Islanders	671,810	22,266,220	1.9	33.1
Pakistani	551,281	25,691,998	2.2	46.6
Hmong	327,024	8,600,769	0.7	26.3
Cambodian	297,762	10,247,835	0.9	34.4
Laotian	234,504	8,442,486	0.7	36.0
Thai	233,485	9,652,272	0.8	41.3
Burmese	199,343	4,449,681	0.4	22.3
Bangladeshi	194,654	5,921,431	0.5	30.4
Nepalese	189,662	5,818,049	0.5	30.7
Taiwanese	182,025	14,045,351	1.2	77.2
Indonesian	84,105	3,921,981	0.3	46.6
Total	20,791,586	1,150,521,472	100.0	55.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 7

**Total Buying Power by Place of Residence
for U.S. and the States, 1990, 2000, 2010, 2019, and 2024
(millions of dollars)**

Area	1990	2000	2010	2019	2024
United States	4,304,512	7,415,075	11,305,991	16,215,910	20,190,650
Alabama	57,410	96,343	148,759	194,085	230,381
Alaska	11,370	17,861	32,492	41,698	48,104
Arizona	56,884	117,716	197,604	296,923	383,093
Arkansas	30,959	54,271	85,363	120,637	145,787
California	560,583	939,865	1,449,667	2,251,398	2,943,678
Colorado	57,787	125,026	182,962	298,758	387,278
Connecticut	75,738	119,413	194,779	236,158	279,899
Delaware	12,389	23,017	33,149	46,073	56,175
District of Columbia	13,625	20,761	33,830	51,855	67,417
Florida	230,870	411,595	667,273	1,006,365	1,341,556
Georgia	102,155	204,357	304,196	452,540	584,757
Hawaii	21,724	31,507	52,332	72,276	88,105
Idaho	14,586	28,542	46,146	71,679	92,545
Illinois	210,318	354,101	485,351	663,323	799,237
Indiana	86,911	150,166	208,948	290,989	349,696
Iowa	43,388	71,372	106,042	141,982	162,823
Kansas	40,489	66,420	102,143	134,196	148,440
Kentucky	50,933	88,439	131,051	172,920	203,982
Louisiana	58,575	95,824	157,086	198,241	224,743
Maine	19,411	30,605	45,893	60,188	72,806
Maryland	95,206	159,923	255,694	344,337	419,407
Massachusetts	119,641	198,099	305,748	431,252	542,344
Michigan	155,453	260,669	317,679	438,818	534,445
Minnesota	76,131	135,301	200,876	285,446	349,313
Mississippi	31,373	55,853	85,063	106,820	119,930
Missouri	81,147	137,150	200,974	263,112	308,955
Montana	11,048	18,518	32,533	46,921	57,966
Nebraska	26,139	43,832	68,262	93,201	108,317
Nevada	22,005	56,270	92,844	138,411	183,737
New Hampshire	20,530	38,089	57,244	77,808	94,578
New Jersey	167,342	277,826	400,627	544,668	664,282
New Mexico	20,987	37,688	64,048	81,579	96,385
New York	372,019	570,412	823,955	1,191,104	1,493,271
North Carolina	102,790	192,161	309,770	443,818	561,474
North Dakota	9,304	15,191	26,867	37,919	41,251
Ohio	177,952	281,072	382,224	521,379	619,323
Oklahoma	45,087	73,346	126,250	168,923	186,264
Oregon	45,665	83,381	124,172	192,748	255,883
Pennsylvania	204,949	323,762	480,638	651,103	779,521
Rhode Island	18,051	27,587	40,956	53,140	63,002
South Carolina	50,063	89,358	138,326	205,407	261,851
South Dakota	10,537	18,390	31,275	41,572	48,288
Tennessee	74,049	140,180	212,807	305,361	378,089
Texas	266,875	519,270	889,145	1,337,437	1,642,841
Utah	23,002	48,162	81,522	134,954	180,258
Vermont	9,098	15,386	23,627	31,152	36,434
Virginia	113,490	197,419	325,201	441,095	531,723
Washington	88,389	167,809	263,530	432,798	583,495
West Virginia	23,434	36,165	54,960	68,154	77,272
Wisconsin	79,267	137,047	200,482	270,724	322,967
Wyoming	7,389	12,556	23,630	32,464	37,282

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 8

**White Buying Power by Place of Residence
for U.S. and the States, 1990, 2000, 2010, 2019, and 2024
(millions of dollars)**

Area	1990	2000	2010	2019	2024
United States	3,846,599	6,425,870	9,497,487	13,245,785	16,264,765
Alabama	48,670	78,489	118,212	150,882	177,482
Alaska	9,793	14,672	26,048	32,570	36,960
Arizona	53,717	109,110	176,989	259,453	331,183
Arkansas	27,959	47,805	73,947	102,885	123,391
California	485,351	781,765	1,137,699	1,686,461	2,171,400
Colorado	54,996	116,929	168,243	271,303	349,472
Connecticut	70,862	108,964	172,640	204,191	238,397
Delaware	10,880	19,104	26,000	34,781	41,626
District of Columbia	7,710	12,491	22,483	35,860	47,801
Florida	211,619	364,828	573,947	849,459	1,125,713
Georgia	84,478	158,608	223,010	315,827	398,384
Hawaii	8,679	10,925	17,840	24,291	29,636
Idaho	14,309	27,650	44,235	68,162	87,557
Illinois	186,725	305,383	410,630	551,081	657,323
Indiana	81,502	138,081	189,386	259,823	308,583
Iowa	42,581	69,124	101,520	133,664	151,297
Kansas	38,340	61,760	93,479	121,267	133,172
Kentucky	48,128	82,131	120,166	156,612	183,174
Louisiana	48,167	74,869	120,948	149,938	168,750
Maine	19,208	30,025	44,607	58,182	70,076
Maryland	75,789	118,637	178,400	229,861	273,359
Massachusetts	113,292	182,519	272,550	370,959	457,248
Michigan	138,761	226,087	273,231	373,281	450,665
Minnesota	73,928	128,012	185,564	257,495	310,403
Mississippi	25,079	42,125	62,597	77,030	85,645
Missouri	74,480	123,114	178,090	230,771	269,115
Montana	10,667	17,632	30,814	44,184	54,373
Nebraska	25,305	41,758	64,120	86,282	99,278
Nevada	20,293	49,619	77,086	109,873	142,237
New Hampshire	20,245	37,147	55,008	73,898	89,176
New Jersey	147,270	234,253	321,648	419,544	501,489
New Mexico	19,654	34,474	57,146	71,155	83,289
New York	319,360	472,261	662,108	928,169	1,143,876
North Carolina	87,266	159,193	249,874	349,060	436,592
North Dakota	9,068	14,579	25,445	34,982	36,825
Ohio	163,485	252,545	339,151	455,626	534,550
Oklahoma	40,307	62,677	105,036	137,522	149,800
Oregon	43,863	78,117	113,687	172,503	226,414
Pennsylvania	190,114	294,295	427,484	568,255	671,757
Rhode Island	17,331	25,951	37,572	47,546	55,599
South Carolina	41,023	71,161	109,516	162,188	207,169
South Dakota	10,183	17,521	29,448	38,655	44,489
Tennessee	66,207	121,637	181,522	256,860	315,996
Texas	242,207	457,071	753,094	1,090,602	1,319,404
Utah	22,379	46,160	76,986	125,792	166,962
Vermont	9,026	15,104	22,968	29,931	34,740
Virginia	97,674	162,365	256,150	334,917	396,961
Washington	82,468	150,818	227,159	357,050	471,856
West Virginia	22,695	34,707	52,440	64,738	73,104
Wisconsin	76,258	129,467	186,879	249,479	295,662
Wyoming	7,250	12,153	22,686	30,885	35,356

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 9

**Black Buying Power by Place of Residence
for U.S. and the States, 1990, 2000, 2010, 2019, and 2024
(millions of dollars)**

Area	1990	2000	2010	2019	2024
United States	321,021	610,586	971,494	1,438,827	1,820,611
Alabama	8,274	16,110	26,282	36,264	43,699
Alaska	341	527	946	1,370	1,640
Arizona	1,232	2,845	6,524	11,650	16,462
Arkansas	2,716	5,316	8,570	12,547	15,284
California	28,258	44,713	68,948	105,918	135,912
Colorado	1,681	3,562	5,428	9,381	12,667
Connecticut	3,700	6,592	12,114	16,407	20,800
Delaware	1,297	3,107	5,267	7,966	10,026
District of Columbia	5,664	7,467	9,314	12,041	14,233
Florida	16,361	35,933	65,805	105,602	142,150
Georgia	16,375	39,705	65,853	106,169	141,908
Hawaii	370	526	837	1,683	2,355
Idaho	36	100	237	480	729
Illinois	18,124	33,240	43,612	58,061	69,455
Indiana	4,554	9,283	13,377	18,962	23,575
Iowa	474	960	1,815	3,112	4,328
Kansas	1,496	2,636	4,186	5,544	6,155
Kentucky	2,458	4,775	7,599	10,798	13,249
Louisiana	9,753	18,794	31,241	40,784	46,645
Maine	62	127	326	490	699
Maryland	16,614	33,378	57,912	81,775	102,196
Massachusetts	4,039	7,634	14,087	23,359	32,344
Michigan	14,177	26,171	30,284	39,646	47,727
Minnesota	1,011	2,886	5,655	9,890	14,265
Mississippi	6,102	12,887	20,739	27,229	31,038
Missouri	5,785	10,876	16,034	20,953	24,810
Montana	21	50	101	178	236
Nebraska	603	1,173	2,053	3,018	3,702
Nevada	901	2,851	5,737	10,185	15,009
New Hampshire	106	217	474	826	1,176
New Jersey	14,116	24,867	36,774	52,073	64,970
New Mexico	316	628	1,360	2,022	2,513
New York	39,440	63,541	90,757	133,825	170,424
North Carolina	14,025	27,572	46,097	68,517	87,302
North Dakota	35	68	209	900	1,944
Ohio	12,355	22,345	31,049	43,510	53,507
Oklahoma	2,102	3,897	6,697	9,296	10,494
Oregon	466	980	1,606	2,825	4,111
Pennsylvania	12,364	21,830	34,488	48,710	60,569
Rhode Island	464	895	1,700	2,690	3,558
South Carolina	8,625	16,570	25,157	36,693	45,358
South Dakota	35	85	253	547	819
Tennessee	7,244	15,795	24,862	36,688	45,652
Texas	19,163	41,394	79,109	130,969	165,298
Utah	123	366	775	1,386	2,027
Vermont	20	51	139	244	348
Virginia	12,924	25,596	43,315	60,727	74,022
Washington	1,936	4,245	7,256	13,366	19,302
West Virginia	520	868	1,418	1,839	2,146
Wisconsin	2,125	4,466	6,927	9,327	11,348
Wyoming	41	84	193	383	427

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 10

**American Indian Buying Power by Place of Residence
for U.S. and the States, 1990, 2000, 2010, 2019, and 2024
(millions of dollars)**

Area	1990	2000	2010	2019	2024
United States	19,901	40,427	83,557	126,834	160,942
Alabama	169	395	882	1,268	1,546
Alaska	931	1,564	2,639	3,453	4,110
Arizona	1,167	2,489	4,705	7,698	9,925
Arkansas	134	315	627	977	1,266
California	3,552	6,646	14,695	22,677	29,476
Colorado	326	899	1,728	2,856	3,765
Connecticut	106	231	506	692	906
Delaware	34	64	165	235	288
District of Columbia	26	57	112	163	221
Florida	493	1,158	2,465	4,018	5,506
Georgia	171	484	1,072	1,512	2,012
Hawaii	83	86	168	241	305
Idaho	124	253	482	813	1,079
Illinois	314	727	1,936	2,778	3,448
Indiana	144	333	616	932	1,192
Iowa	59	150	296	462	584
Kansas	240	428	811	1,126	1,272
Kentucky	50	154	279	393	488
Louisiana	171	429	896	1,255	1,490
Maine	57	112	182	250	321
Maryland	206	444	1,096	1,578	2,086
Massachusetts	163	330	798	1,187	1,563
Michigan	629	1,118	1,565	2,332	2,955
Minnesota	414	857	1,378	2,062	2,620
Mississippi	59	171	325	424	507
Missouri	237	459	774	1,183	1,496
Montana	320	594	1,023	1,485	1,859
Nebraska	89	190	426	688	869
Nevada	243	531	999	1,585	2,177
New Hampshire	28	67	110	171	223
New Jersey	256	533	1,375	1,910	2,455
New Mexico	827	1,713	3,354	5,048	6,301
New York	814	1,644	4,347	6,777	8,720
North Carolina	783	1,602	3,034	4,329	5,510
North Dakota	161	350	679	946	1,013
Ohio	247	455	718	1,118	1,425
Oklahoma	2,248	3,848	7,788	11,183	12,600
Oregon	424	727	1,364	2,203	2,970
Pennsylvania	191	385	975	1,517	2,056
Rhode Island	44	75	175	280	370
South Carolina	100	262	576	859	1,107
South Dakota	290	586	1,031	1,343	1,560
Tennessee	123	376	838	1,371	1,823
Texas	889	2,617	6,927	10,872	13,521
Utah	158	373	709	1,284	1,750
Vermont	15	42	57	77	94
Virginia	239	533	1,382	1,969	2,470
Washington	927	1,589	2,730	4,643	6,387
West Virginia	16	63	91	124	153
Wisconsin	342	780	1,334	1,989	2,511
Wyoming	69	143	320	497	592

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 11

**Asian Buying Power by Place of Residence
for U.S. and the States, 1990, 2000, 2010, 2019, and 2024
(millions of dollars)**

Area	1990	2000	2010	2019	2024
United States	116,991	277,644	607,202	1,150,521	1,588,579
Alabama	296	819	2,150	3,702	4,964
Alaska	305	598	1,527	2,416	3,072
Arizona	768	2,428	6,831	13,280	18,564
Arkansas	151	438	1,320	2,658	3,649
California	43,421	94,539	198,788	382,822	531,349
Colorado	784	2,530	4,889	9,857	13,709
Connecticut	1,070	2,929	7,821	12,518	16,621
Delaware	179	605	1,384	2,579	3,540
District of Columbia	226	540	1,309	2,682	3,647
Florida	2,397	6,999	17,927	33,979	48,191
Georgia	1,131	4,365	11,125	23,376	34,066
Hawaii	12,592	15,957	25,299	33,789	40,517
Idaho	116	324	657	1,201	1,690
Illinois	5,155	12,833	24,880	44,429	59,540
Indiana	710	1,707	3,914	8,551	12,570
Iowa	273	880	1,762	3,650	5,144
Kansas	414	1,085	2,438	4,421	5,588
Kentucky	298	923	1,967	3,504	4,861
Louisiana	484	1,202	2,703	4,335	5,311
Maine	84	178	410	717	956
Maryland	2,596	6,204	14,814	25,625	34,216
Massachusetts	2,147	6,410	15,452	30,586	43,492
Michigan	1,886	5,354	9,229	18,164	25,707
Minnesota	779	2,731	6,287	12,525	17,204
Mississippi	133	434	904	1,436	1,814
Missouri	645	1,729	4,009	6,978	9,173
Montana	40	91	195	377	525
Nebraska	143	508	1,113	2,274	3,200
Nevada	568	2,528	7,046	13,002	18,563
New Hampshire	152	467	1,201	2,201	3,019
New Jersey	5,700	16,488	36,950	64,713	86,469
New Mexico	190	543	1,261	1,927	2,434
New York	12,405	28,613	56,835	104,671	145,094
North Carolina	717	2,846	7,799	16,804	24,730
North Dakota	40	118	306	638	869
Ohio	1,864	4,055	7,886	15,643	22,335
Oklahoma	429	947	2,281	4,345	5,521
Oregon	913	2,525	5,249	11,033	16,206
Pennsylvania	2,279	5,842	13,965	26,369	36,342
Rhode Island	212	475	1,039	1,910	2,514
South Carolina	315	949	2,009	3,809	5,460
South Dakota	29	95	262	571	806
Tennessee	475	1,569	3,672	7,104	9,796
Texas	4,616	15,175	41,277	87,760	120,293
Utah	342	938	2,153	4,641	6,704
Vermont	36	95	253	580	831
Virginia	2,653	7,262	19,577	35,433	47,131
Washington	3,058	8,669	20,437	46,266	68,991
West Virginia	202	339	589	848	1,063
Wisconsin	542	1,693	3,875	7,541	10,172
Wyoming	29	76	178	284	356

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 12

**Multiracial Buying Power by Place of Residence
for U.S. and the States, 2000, 2010, 2019, and 2024
(millions of dollars)**

Area	2000	2010	2019	2024
United States	60,549	146,251	253,943	355,753
Alabama	530	1,233	1,969	2,690
Alaska	501	1,334	1,888	2,322
Arizona	844	2,554	4,842	6,959
Arkansas	397	900	1,569	2,197
California	12,202	29,538	53,520	75,541
Colorado	1,107	2,674	5,361	7,665
Connecticut	698	1,698	2,350	3,175
Delaware	138	333	512	696
District of Columbia	206	612	1,108	1,516
Florida	2,677	7,128	13,307	19,996
Georgia	1,196	3,136	5,656	8,387
Hawaii	4,013	8,188	12,272	15,294
Idaho	214	534	1,024	1,491
Illinois	1,918	4,293	6,974	9,470
Indiana	761	1,655	2,720	3,776
Iowa	258	649	1,093	1,471
Kansas	509	1,230	1,839	2,254
Kentucky	456	1,041	1,614	2,211
Louisiana	530	1,298	1,929	2,546
Maine	162	368	549	754
Maryland	1,260	3,473	5,499	7,550
Massachusetts	1,206	2,860	5,161	7,697
Michigan	1,939	3,371	5,395	7,390
Minnesota	815	1,992	3,474	4,822
Mississippi	237	498	700	926
Missouri	974	2,067	3,226	4,361
Montana	151	400	697	973
Nebraska	204	550	939	1,268
Nevada	741	1,978	3,767	5,750
New Hampshire	192	451	711	983
New Jersey	1,684	3,880	6,428	8,899
New Mexico	330	927	1,427	1,849
New York	4,353	9,907	17,661	25,157
North Carolina	948	2,966	5,108	7,341
North Dakota	77	228	454	600
Ohio	1,673	3,421	5,482	7,506
Oklahoma	1,977	4,448	6,577	7,848
Oregon	1,034	2,265	4,183	6,183
Pennsylvania	1,410	3,726	6,252	8,796
Rhode Island	191	471	714	960
South Carolina	416	1,068	1,859	2,756
South Dakota	104	281	456	614
Tennessee	802	1,914	3,339	4,823
Texas	3,014	8,738	17,235	24,325
Utah	324	900	1,852	2,815
Vermont	94	210	320	421
Virginia	1,664	4,777	8,049	11,140
Washington	2,489	5,947	11,472	16,959
West Virginia	188	421	605	806
Wisconsin	642	1,466	2,388	3,274
Wyoming	100	253	414	551

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 13

**Hispanic Buying Power by Place of Residence
for U.S. and the States, 1990, 2000, 2010, 2019, and 2024
(millions of dollars)**

Area	1990	2000	2010	2019	2024
United States	212,874	495,269	1,031,019	1,743,098	2,343,566
Alabama	281	1,119	3,535	4,970	6,454
Alaska	237	484	1,255	2,227	2,960
Arizona	5,570	14,603	31,365	53,613	71,880
Arkansas	166	992	3,037	5,307	7,233
California	68,883	138,942	266,527	452,644	607,701
Colorado	4,044	11,155	19,861	34,275	45,534
Connecticut	2,332	5,026	12,282	19,472	26,321
Delaware	184	600	1,508	2,491	3,307
District of Columbia	474	966	2,010	4,116	5,715
Florida	20,105	48,215	106,431	190,729	277,534
Georgia	1,348	6,400	15,525	25,659	35,596
Hawaii	981	1,353	2,881	4,955	6,651
Idaho	410	1,133	2,768	5,147	7,155
Illinois	8,919	23,058	40,825	62,738	80,487
Indiana	1,066	3,351	7,654	12,649	16,982
Iowa	316	1,109	2,844	4,785	6,272
Kansas	898	2,508	5,772	8,839	10,642
Kentucky	232	872	2,598	4,253	5,744
Louisiana	1,211	2,059	5,359	8,218	10,785
Maine	80	170	406	696	1,012
Maryland	1,823	4,323	12,493	21,411	30,563
Massachusetts	2,574	6,078	13,651	25,609	37,423
Michigan	2,196	5,302	8,481	13,619	18,216
Minnesota	513	2,068	4,747	7,797	10,583
Mississippi	159	613	1,666	2,356	2,988
Missouri	741	1,906	4,587	7,424	9,911
Montana	86	224	560	1,106	1,614
Nebraska	348	1,311	3,250	5,380	7,067
Nevada	1,369	6,004	13,891	23,680	33,416
New Hampshire	149	384	964	1,858	2,751
New Jersey	9,101	19,658	38,275	62,724	84,374
New Mexico	5,110	10,197	20,341	28,987	35,593
New York	24,076	45,416	78,824	129,659	172,598
North Carolina	852	4,904	13,469	21,831	30,153
North Dakota	33	125	332	924	1,470
Ohio	1,554	3,472	7,364	12,811	17,655
Oklahoma	724	2,116	6,153	10,360	13,001
Oregon	932	3,192	7,357	13,585	19,433
Pennsylvania	2,126	5,478	14,279	26,628	38,130
Rhode Island	410	1,027	2,345	4,205	5,840
South Carolina	378	1,368	4,285	7,095	9,827
South Dakota	45	155	492	951	1,316
Tennessee	397	1,898	5,606	9,598	13,482
Texas	33,169	85,755	187,506	315,519	398,452
Utah	748	2,593	6,123	10,959	15,416
Vermont	47	106	247	437	622
Virginia	2,231	6,027	16,652	27,697	37,463
Washington	2,090	6,076	14,665	28,413	41,590
West Virginia	94	205	494	813	1,119
Wisconsin	800	2,656	6,120	9,726	12,897
Wyoming	266	518	1,357	2,153	2,635

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 14

**Non-Hispanic Buying Power by Place of Residence
for U.S. and the States, 1990, 2000, 2010, 2019, and 2024
(millions of dollars)**

Area	1990	2000	2010	2019	2024
United States	4,091,637	6,919,806	10,274,972	14,472,812	17,847,084
Alabama	57,129	95,224	145,224	189,115	223,927
Alaska	11,133	17,378	31,237	39,471	45,144
Arizona	51,314	103,113	166,239	243,310	311,213
Arkansas	30,793	53,279	82,326	115,330	138,554
California	491,700	800,923	1,183,141	1,798,754	2,335,977
Colorado	53,743	113,871	163,101	264,483	341,744
Connecticut	73,406	114,388	182,497	216,685	253,577
Delaware	12,205	22,417	31,641	43,582	52,869
District of Columbia	13,150	19,795	31,819	47,738	61,702
Florida	210,765	363,379	560,842	815,636	1,064,022
Georgia	100,807	197,957	288,671	426,882	549,161
Hawaii	20,743	30,153	49,450	67,321	81,455
Idaho	14,176	27,409	43,378	66,532	85,391
Illinois	201,399	331,043	444,526	600,585	718,750
Indiana	85,844	146,815	201,294	278,340	332,714
Iowa	43,072	70,263	103,198	137,198	156,551
Kansas	39,591	63,912	96,371	125,358	137,798
Kentucky	50,701	87,567	128,453	168,667	198,238
Louisiana	57,364	93,765	151,727	190,023	213,958
Maine	19,331	30,435	45,487	59,492	71,794
Maryland	93,383	155,600	243,201	322,926	388,844
Massachusetts	117,067	192,021	292,096	405,643	504,920
Michigan	153,257	255,367	309,198	425,199	516,229
Minnesota	75,618	133,233	196,129	277,650	338,730
Mississippi	31,214	55,240	83,397	104,464	116,942
Missouri	80,405	135,245	196,387	255,687	299,043
Montana	10,962	18,294	31,973	45,815	56,352
Nebraska	25,792	42,522	65,012	87,821	101,249
Nevada	20,636	50,266	78,953	114,731	150,320
New Hampshire	20,381	37,705	56,280	75,950	91,827
New Jersey	158,241	258,168	362,351	481,944	579,908
New Mexico	15,876	27,491	43,707	52,592	60,792
New York	347,943	524,996	745,131	1,061,444	1,320,672
North Carolina	101,939	187,257	296,300	421,988	531,322
North Dakota	9,271	15,066	26,535	36,996	39,781
Ohio	176,398	277,600	374,861	508,568	601,668
Oklahoma	44,362	71,230	120,097	158,563	173,262
Oregon	44,733	80,190	116,814	179,163	236,450
Pennsylvania	202,823	318,285	466,359	624,475	741,391
Rhode Island	17,641	26,561	38,611	48,936	57,162
South Carolina	49,685	87,989	134,041	198,313	252,024
South Dakota	10,492	18,235	30,783	40,621	46,972
Tennessee	73,652	138,282	207,201	295,763	364,607
Texas	233,706	433,516	701,639	1,021,918	1,244,389
Utah	22,254	45,568	75,400	123,996	164,842
Vermont	9,050	15,280	23,380	30,715	35,812
Virginia	111,259	191,392	308,549	413,397	494,261
Washington	86,300	161,733	248,865	404,385	541,904
West Virginia	23,340	35,960	54,466	67,341	76,154
Wisconsin	78,468	134,391	194,362	260,999	310,070
Wyoming	7,122	12,038	22,273	30,311	34,646

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 15

Percentage Change in Buying Power by Race, 1990-2000

Area	Total	White	Black	American Indian	Asian
United States	72.3	67.1	90.2	103.1	137.3
Alabama	67.8	61.3	94.7	133.8	176.5
Alaska	57.1	49.8	54.8	67.9	96.1
Arizona	106.9	103.1	131.0	113.3	215.9
Arkansas	75.3	71.0	95.7	135.9	190.8
California	67.7	61.1	58.2	87.1	117.7
Colorado	116.4	112.6	111.9	175.8	222.6
Connecticut	57.7	53.8	78.2	118.0	173.7
Delaware	85.8	75.6	139.6	89.9	238.2
District of Columbia	52.4	62.0	31.8	121.1	139.2
Florida	78.3	72.4	119.6	135.0	191.9
Georgia	100.0	87.8	142.5	182.5	286.1
Hawaii	45.0	25.9	42.3	3.6	26.7
Idaho	95.7	93.2	175.1	104.0	179.4
Illinois	68.4	63.5	83.4	131.4	149.0
Indiana	72.8	69.4	103.8	131.2	140.4
Iowa	64.5	62.3	102.6	152.7	221.8
Kansas	64.0	61.1	76.2	78.8	162.4
Kentucky	73.6	70.7	94.3	206.8	210.2
Louisiana	63.6	55.4	92.7	151.4	148.1
Maine	57.7	56.3	104.1	95.5	113.6
Maryland	68.0	56.5	100.9	114.9	138.9
Massachusetts	65.6	61.1	89.0	101.9	198.6
Michigan	67.7	62.9	84.6	77.8	183.9
Minnesota	77.7	73.2	185.6	107.1	250.6
Mississippi	78.0	68.0	111.2	189.0	227.2
Missouri	69.0	65.3	88.0	93.9	168.1
Montana	67.6	65.3	135.1	85.6	126.0
Nebraska	67.7	65.0	94.7	113.2	255.0
Nevada	155.7	144.5	216.5	117.9	345.3
New Hampshire	85.5	83.5	105.1	134.2	207.7
New Jersey	66.0	59.1	76.2	108.6	189.3
New Mexico	79.6	75.4	98.5	107.2	186.0
New York	53.3	47.9	61.1	101.9	130.7
North Carolina	86.9	82.4	96.6	104.6	297.0
North Dakota	63.3	60.8	95.6	117.0	193.0
Ohio	57.9	54.5	80.9	84.1	117.5
Oklahoma	62.7	55.5	85.4	71.2	120.6
Oregon	82.6	78.1	110.4	71.2	176.6
Pennsylvania	58.0	54.8	76.6	101.2	156.4
Rhode Island	52.8	49.7	92.9	71.0	123.6
South Carolina	78.5	73.5	92.1	160.4	201.4
South Dakota	74.5	72.1	140.9	102.5	222.5
Tennessee	89.3	83.7	118.0	207.0	230.6
Texas	94.6	88.7	116.0	194.5	228.7
Utah	109.4	106.3	197.2	136.4	174.3
Vermont	69.1	67.3	152.5	173.8	162.2
Virginia	74.0	66.2	98.1	122.8	173.7
Washington	89.9	82.9	119.2	71.4	183.5
West Virginia	54.3	52.9	67.0	289.6	67.8
Wisconsin	72.9	69.8	110.2	127.9	212.1
Wyoming	69.9	67.6	106.8	108.3	158.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 16

Percentage Change in Buying Power by Race, 2000-2010

Area	Total	White	Black	American Indian	Asian	Multiracial
United States	52.5	47.8	59.1	106.7	118.7	141.5
Alabama	54.4	50.6	63.1	123.5	162.4	132.4
Alaska	81.9	77.5	79.5	68.8	155.3	166.3
Arizona	67.9	62.2	129.3	89.1	181.4	202.8
Arkansas	57.3	54.7	61.2	98.9	201.3	126.6
California	54.2	45.5	54.2	121.1	110.3	142.1
Colorado	46.3	43.9	52.4	92.2	93.3	141.6
Connecticut	63.1	58.4	83.8	119.4	167.0	143.4
Delaware	44.0	36.1	69.5	158.5	128.9	141.4
District of Columbia	62.9	80.0	24.7	96.8	142.4	197.1
Florida	62.1	57.3	83.1	112.9	156.1	166.3
Georgia	48.9	40.6	65.9	121.3	154.9	162.3
Hawaii	66.1	63.3	58.9	95.2	58.5	104.1
Idaho	61.7	60.0	137.7	90.5	102.5	149.2
Illinois	37.1	34.5	31.2	166.2	93.9	123.8
Indiana	39.1	37.2	44.1	84.7	129.3	117.4
Iowa	48.6	46.9	88.9	97.8	100.3	152.0
Kansas	53.8	51.4	58.8	89.5	124.6	141.4
Kentucky	48.2	46.3	59.1	81.5	113.0	128.3
Louisiana	63.9	61.5	66.2	109.0	125.0	144.8
Maine	50.0	48.6	155.6	63.1	130.0	126.9
Maryland	59.9	50.4	73.5	146.9	138.8	175.5
Massachusetts	54.3	49.3	84.5	142.2	141.1	137.1
Michigan	21.9	20.9	15.7	40.0	72.4	73.8
Minnesota	48.5	45.0	96.0	60.8	130.2	144.4
Mississippi	52.3	48.6	60.9	89.4	108.5	110.7
Missouri	46.5	44.7	47.4	68.7	131.9	112.3
Montana	75.7	74.8	101.5	72.3	115.0	164.5
Nebraska	55.7	53.6	75.0	124.4	119.2	169.9
Nevada	65.0	55.4	101.2	88.2	178.7	166.7
New Hampshire	50.3	48.1	118.7	64.8	157.4	134.4
New Jersey	44.2	37.3	47.9	157.8	124.1	130.4
New Mexico	69.9	65.8	116.7	95.8	132.2	181.2
New York	44.4	40.2	42.8	164.4	98.6	127.6
North Carolina	61.2	57.0	67.2	89.4	174.0	212.9
North Dakota	76.9	74.5	206.1	94.0	159.5	197.5
Ohio	36.0	34.3	38.9	58.0	94.5	104.5
Oklahoma	72.1	67.6	71.8	102.4	140.7	125.0
Oregon	48.9	45.5	63.9	87.7	107.9	119.2
Pennsylvania	48.5	45.3	58.0	153.4	139.0	164.3
Rhode Island	48.5	44.8	89.9	132.7	118.9	145.9
South Carolina	54.8	53.9	51.8	120.0	111.8	156.9
South Dakota	70.1	68.1	197.8	75.8	177.4	170.9
Tennessee	51.8	49.2	57.4	122.6	134.0	138.7
Texas	71.2	64.8	91.1	164.7	172.0	189.9
Utah	69.3	66.8	111.7	89.9	129.5	177.5
Vermont	53.6	52.1	174.8	33.7	166.2	123.5
Virginia	64.7	57.8	69.2	159.3	169.6	187.2
Washington	57.0	50.6	70.9	71.8	135.8	139.0
West Virginia	52.0	51.1	63.4	44.3	73.5	124.3
Wisconsin	46.3	44.3	55.1	71.1	128.9	128.5
Wyoming	88.2	86.7	129.5	124.1	133.6	151.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 17

Percentage Change in Buying Power by Race, 2010-2019

Area	Total	White	Black	American Indian	Asian	Multiracial
United States	43.4	39.5	48.1	51.8	89.5	73.6
Alabama	30.5	27.6	38.0	43.7	72.2	59.7
Alaska	28.3	25.0	44.9	30.9	58.2	41.6
Arizona	50.3	46.6	78.6	63.6	94.4	89.6
Arkansas	41.3	39.1	46.4	55.8	101.3	74.4
California	55.3	48.2	53.6	54.3	92.6	81.2
Colorado	63.3	61.3	72.8	65.3	101.6	100.5
Connecticut	21.2	18.3	35.4	36.5	60.1	38.4
Delaware	39.0	33.8	51.2	42.4	86.4	54.0
District of Columbia	53.3	59.5	29.3	46.0	105.0	81.0
Florida	50.8	48.0	60.5	63.0	89.5	86.7
Georgia	48.8	41.6	61.2	41.1	110.1	80.4
Hawaii	38.1	36.2	101.2	43.8	33.6	49.9
Idaho	55.3	54.1	101.9	68.6	82.9	91.7
Illinois	36.7	34.2	33.1	43.5	78.6	62.5
Indiana	39.3	37.2	41.8	51.4	118.5	64.3
Iowa	33.9	31.7	71.5	56.1	107.2	68.3
Kansas	31.4	29.7	32.4	38.8	81.4	49.5
Kentucky	31.9	30.3	42.1	40.8	78.1	55.1
Louisiana	26.2	24.0	30.5	40.1	60.4	48.6
Maine	31.1	30.4	50.4	37.5	74.7	49.1
Maryland	34.7	28.8	41.2	44.0	73.0	58.3
Massachusetts	41.0	36.1	65.8	48.6	97.9	80.4
Michigan	38.1	36.6	30.9	49.0	96.8	60.0
Minnesota	42.1	38.8	74.9	49.6	99.2	74.4
Mississippi	25.6	23.1	31.3	30.6	58.8	40.5
Missouri	30.9	29.6	30.7	52.8	74.1	56.1
Montana	44.2	43.4	77.3	45.2	93.3	74.4
Nebraska	36.5	34.6	47.0	61.6	104.4	70.9
Nevada	49.1	42.5	77.5	58.7	84.5	90.5
New Hampshire	35.9	34.3	74.2	55.9	83.3	57.8
New Jersey	36.0	30.4	41.6	39.0	75.1	65.7
New Mexico	27.4	24.5	48.7	50.5	52.9	53.9
New York	44.6	40.2	47.5	55.9	84.2	78.3
North Carolina	43.3	39.7	48.6	42.7	115.5	72.2
North Dakota	41.1	37.5	331.1	39.3	108.3	99.3
Ohio	36.4	34.3	40.1	55.6	98.4	60.3
Oklahoma	33.8	30.9	38.8	43.6	90.5	47.9
Oregon	55.2	51.7	75.9	61.6	110.2	84.7
Pennsylvania	35.5	32.9	41.2	55.6	88.8	67.8
Rhode Island	29.8	26.5	58.3	60.5	83.8	51.6
South Carolina	48.5	48.1	45.9	49.2	89.6	74.0
South Dakota	32.9	31.3	116.5	30.3	117.6	62.1
Tennessee	43.5	41.5	47.6	63.6	93.5	74.4
Texas	50.4	44.8	65.6	57.0	112.6	97.2
Utah	65.5	63.4	78.9	81.2	115.6	105.7
Vermont	31.8	30.3	75.3	36.1	128.7	52.7
Virginia	35.6	30.8	40.2	42.5	81.0	68.5
Washington	64.2	57.2	84.2	70.1	126.4	92.9
West Virginia	24.0	23.5	29.7	35.4	44.1	43.7
Wisconsin	35.0	33.5	34.6	49.1	94.6	62.9
Wyoming	37.4	36.1	98.3	55.5	59.3	63.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 18

Percentage Change in Buying Power by Race, 2019-2024

Area	Total	White	Black	American Indian	Asian	Multiracial
United States	24.5	22.8	26.5	26.9	38.1	40.1
Alabama	18.7	17.6	20.5	22.0	34.1	36.6
Alaska	15.4	13.5	19.7	19.0	27.2	23.0
Arizona	29.0	27.6	41.3	28.9	39.8	43.7
Arkansas	20.8	19.9	21.8	29.5	37.3	40.1
California	30.7	28.8	28.3	30.0	38.8	41.1
Colorado	29.6	28.8	35.0	31.9	39.1	43.0
Connecticut	18.5	16.8	26.8	31.1	32.8	35.1
Delaware	21.9	19.7	25.9	22.8	37.3	35.8
District of Columbia	30.0	33.3	18.2	35.5	36.0	36.8
Florida	33.3	32.5	34.6	37.0	41.8	50.3
Georgia	29.2	26.1	33.7	33.0	45.7	48.3
Hawaii	21.9	22.0	39.9	26.3	19.9	24.6
Idaho	29.1	28.5	52.0	32.7	40.7	45.6
Illinois	20.5	19.3	19.6	24.1	34.0	35.8
Indiana	20.2	18.8	24.3	27.8	47.0	38.8
Iowa	14.7	13.2	39.1	26.3	40.9	34.6
Kansas	10.6	9.8	11.0	12.9	26.4	22.6
Kentucky	18.0	17.0	22.7	24.3	38.7	37.0
Louisiana	13.4	12.5	14.4	18.8	22.5	32.0
Maine	21.0	20.4	42.7	28.4	33.4	37.4
Maryland	21.8	18.9	25.0	32.2	33.5	37.3
Massachusetts	25.8	23.3	38.5	31.7	42.2	49.1
Michigan	21.8	20.7	20.4	26.7	41.5	37.0
Minnesota	22.4	20.5	44.2	27.1	37.4	38.8
Mississippi	12.3	11.2	14.0	19.3	26.3	32.2
Missouri	17.4	16.6	18.4	26.5	31.4	35.2
Montana	23.5	23.1	32.5	25.2	39.3	39.4
Nebraska	16.2	15.1	22.6	26.2	40.7	35.0
Nevada	32.7	29.5	47.4	37.4	42.8	52.7
New Hampshire	21.6	20.7	42.4	30.7	37.1	38.2
New Jersey	22.0	19.5	24.8	28.5	33.6	38.4
New Mexico	18.1	17.1	24.2	24.8	26.3	29.6
New York	25.4	23.2	27.3	28.7	38.6	42.4
North Carolina	26.5	25.1	27.4	27.3	47.2	43.7
North Dakota	8.8	5.3	116.1	7.1	36.3	32.1
Ohio	18.8	17.3	23.0	27.5	42.8	36.9
Oklahoma	10.3	8.9	12.9	12.7	27.0	19.3
Oregon	32.8	31.3	45.5	34.8	46.9	47.8
Pennsylvania	19.7	18.2	24.3	35.5	37.8	40.7
Rhode Island	18.6	16.9	32.3	32.1	31.6	34.5
South Carolina	27.5	27.7	23.6	28.9	43.3	48.3
South Dakota	16.2	15.1	49.6	16.2	41.2	34.7
Tennessee	23.8	23.0	24.4	33.0	37.9	44.5
Texas	22.8	21.0	26.2	24.4	37.1	41.1
Utah	33.6	32.7	46.2	36.3	44.5	52.0
Vermont	17.0	16.1	42.4	22.2	43.3	31.5
Virginia	20.5	18.5	21.9	25.5	33.0	38.4
Washington	34.8	32.2	44.4	37.6	49.1	47.8
West Virginia	13.4	12.9	16.7	23.2	25.4	33.2
Wisconsin	19.3	18.5	21.7	26.2	34.9	37.1
Wyoming	14.8	14.5	11.4	19.0	25.5	33.0

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 19

**White Share of Buying Power, for U.S. and the States,
1990, 2000, 2010, 2019, and 2024
(percent)**

Area	1990	2000	2010	2019	2024
United States	89.4	86.7	84.0	81.7	80.6
Alabama	84.8	81.5	79.5	77.7	77.0
Alaska	86.1	82.1	80.2	78.1	76.8
Arizona	94.4	92.7	89.6	87.4	86.4
Arkansas	90.3	88.1	86.6	85.3	84.6
California	86.6	83.2	78.5	74.9	73.8
Colorado	95.2	93.5	92.0	90.8	90.2
Connecticut	93.6	91.2	88.6	86.5	85.2
Delaware	87.8	83.0	78.4	75.5	74.1
District of Columbia	56.6	60.2	66.5	69.2	70.9
Florida	91.7	88.6	86.0	84.4	83.9
Georgia	82.7	77.6	73.3	69.8	68.1
Hawaii	40.0	34.7	34.1	33.6	33.6
Idaho	98.1	96.9	95.9	95.1	94.6
Illinois	88.8	86.2	84.6	83.1	82.2
Indiana	93.8	92.0	90.6	89.3	88.2
Iowa	98.1	96.9	95.7	94.1	92.9
Kansas	94.7	93.0	91.5	90.4	89.7
Kentucky	94.5	92.9	91.7	90.6	89.8
Louisiana	82.2	78.1	77.0	75.6	75.1
Maine	99.0	98.1	97.2	96.7	96.2
Maryland	79.6	74.2	69.8	66.8	65.2
Massachusetts	94.7	92.1	89.1	86.0	84.3
Michigan	89.3	86.7	86.0	85.1	84.3
Minnesota	97.1	94.6	92.4	90.2	88.9
Mississippi	79.9	75.4	73.6	72.1	71.4
Missouri	91.8	89.8	88.6	87.7	87.1
Montana	96.5	95.2	94.7	94.2	93.8
Nebraska	96.8	95.3	93.9	92.6	91.7
Nevada	92.2	88.2	83.0	79.4	77.4
New Hampshire	98.6	97.5	96.1	95.0	94.3
New Jersey	88.0	84.3	80.3	77.0	75.5
New Mexico	93.6	91.5	89.2	87.2	86.4
New York	85.8	82.8	80.4	77.9	76.6
North Carolina	84.9	82.8	80.7	78.6	77.8
North Dakota	97.5	96.0	94.7	92.3	89.3
Ohio	91.9	89.9	88.7	87.4	86.3
Oklahoma	89.4	85.5	83.2	81.4	80.4
Oregon	96.1	93.7	91.6	89.5	88.5
Pennsylvania	92.8	90.9	88.9	87.3	86.2
Rhode Island	96.0	94.1	91.7	89.5	88.3
South Carolina	81.9	79.6	79.2	79.0	79.1
South Dakota	96.6	95.3	94.2	93.0	92.1
Tennessee	89.4	86.8	85.3	84.1	83.6
Texas	90.8	88.0	84.7	81.5	80.3
Utah	97.3	95.8	94.4	93.2	92.6
Vermont	99.2	98.2	97.2	96.1	95.4
Virginia	86.1	82.2	78.8	75.9	74.7
Washington	93.3	89.9	86.2	82.5	80.9
West Virginia	96.8	96.0	95.4	95.0	94.6
Wisconsin	96.2	94.5	93.2	92.2	91.5
Wyoming	98.1	96.8	96.0	95.1	94.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 20

**Black Share of Buying Power, for U.S. and the States,
1990, 2000, 2010, 2019, and 2024
(percent)**

Area	1990	2000	2010	2019	2024
United States	7.5	8.2	8.6	8.9	9.0
Alabama	14.4	16.7	17.7	18.7	19.0
Alaska	3.0	3.0	2.9	3.3	3.4
Arizona	2.2	2.4	3.3	3.9	4.3
Arkansas	8.8	9.8	10.0	10.4	10.5
California	5.0	4.8	4.8	4.7	4.6
Colorado	2.9	2.8	3.0	3.1	3.3
Connecticut	4.9	5.5	6.2	6.9	7.4
Delaware	10.5	13.5	15.9	17.3	17.8
District of Columbia	41.6	36.0	27.5	23.2	21.1
Florida	7.1	8.7	9.9	10.5	10.6
Georgia	16.0	19.4	21.6	23.5	24.3
Hawaii	1.7	1.7	1.6	2.3	2.7
Idaho	0.2	0.3	0.5	0.7	0.8
Illinois	8.6	9.4	9.0	8.8	8.7
Indiana	5.2	6.2	6.4	6.5	6.7
Iowa	1.1	1.3	1.7	2.2	2.7
Kansas	3.7	4.0	4.1	4.1	4.1
Kentucky	4.8	5.4	5.8	6.2	6.5
Louisiana	16.7	19.6	19.9	20.6	20.8
Maine	0.3	0.4	0.7	0.8	1.0
Maryland	17.5	20.9	22.6	23.7	24.4
Massachusetts	3.4	3.9	4.6	5.4	6.0
Michigan	9.1	10.0	9.5	9.0	8.9
Minnesota	1.3	2.1	2.8	3.5	4.1
Mississippi	19.5	23.1	24.4	25.5	25.9
Missouri	7.1	7.9	8.0	8.0	8.0
Montana	0.2	0.3	0.3	0.4	0.4
Nebraska	2.3	2.7	3.0	3.2	3.4
Nevada	4.1	5.1	6.2	7.4	8.2
New Hampshire	0.5	0.6	0.8	1.1	1.2
New Jersey	8.4	9.0	9.2	9.6	9.8
New Mexico	1.5	1.7	2.1	2.5	2.6
New York	10.6	11.1	11.0	11.2	11.4
North Carolina	13.6	14.3	14.9	15.4	15.5
North Dakota	0.4	0.4	0.8	2.4	4.7
Ohio	6.9	8.0	8.1	8.3	8.6
Oklahoma	4.7	5.3	5.3	5.5	5.6
Oregon	1.0	1.2	1.3	1.5	1.6
Pennsylvania	6.0	6.7	7.2	7.5	7.8
Rhode Island	2.6	3.2	4.1	5.1	5.6
South Carolina	17.2	18.5	18.2	17.9	17.3
South Dakota	0.3	0.5	0.8	1.3	1.7
Tennessee	9.8	11.3	11.7	12.0	12.1
Texas	7.2	8.0	8.9	9.8	10.1
Utah	0.5	0.8	1.0	1.0	1.1
Vermont	0.2	0.3	0.6	0.8	1.0
Virginia	11.4	13.0	13.3	13.8	13.9
Washington	2.2	2.5	2.8	3.1	3.3
West Virginia	2.2	2.4	2.6	2.7	2.8
Wisconsin	2.7	3.3	3.5	3.4	3.5
Wyoming	0.6	0.7	0.8	1.2	1.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 21

**American Indian Share of Buying Power, for U.S. and the States,
1990, 2000, 2010, 2019, and 2024
(percent)**

Area	1990	2000	2010	2019	2024
United States	0.5	0.5	0.7	0.8	0.8
Alabama	0.3	0.4	0.6	0.7	0.7
Alaska	8.2	8.8	8.1	8.3	8.5
Arizona	2.1	2.1	2.4	2.6	2.6
Arkansas	0.4	0.6	0.7	0.8	0.9
California	0.6	0.7	1.0	1.0	1.0
Colorado	0.6	0.7	0.9	1.0	1.0
Connecticut	0.1	0.2	0.3	0.3	0.3
Delaware	0.3	0.3	0.5	0.5	0.5
District of Columbia	0.2	0.3	0.3	0.3	0.3
Florida	0.2	0.3	0.4	0.4	0.4
Georgia	0.2	0.2	0.4	0.3	0.3
Hawaii	0.4	0.3	0.3	0.3	0.3
Idaho	0.9	0.9	1.0	1.1	1.2
Illinois	0.1	0.2	0.4	0.4	0.4
Indiana	0.2	0.2	0.3	0.3	0.3
Iowa	0.1	0.2	0.3	0.3	0.4
Kansas	0.6	0.6	0.8	0.8	0.9
Kentucky	0.1	0.2	0.2	0.2	0.2
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	0.5
Massachusetts	0.1	0.2	0.3	0.3	0.3
Michigan	0.4	0.4	0.5	0.5	0.6
Minnesota	0.5	0.6	0.7	0.7	0.7
Mississippi	0.2	0.3	0.4	0.4	0.4
Missouri	0.3	0.3	0.4	0.4	0.5
Montana	2.9	3.2	3.1	3.2	3.2
Nebraska	0.3	0.4	0.6	0.7	0.8
Nevada	1.1	0.9	1.1	1.1	1.2
New Hampshire	0.1	0.2	0.2	0.2	0.2
New Jersey	0.2	0.2	0.3	0.4	0.4
New Mexico	3.9	4.5	5.2	6.2	6.5
New York	0.2	0.3	0.5	0.6	0.6
North Carolina	0.8	0.8	1.0	1.0	1.0
North Dakota	1.7	2.3	2.5	2.5	2.5
Ohio	0.1	0.2	0.2	0.2	0.2
Oklahoma	5.0	5.2	6.2	6.6	6.8
Oregon	0.9	0.9	1.1	1.1	1.2
Pennsylvania	0.1	0.1	0.2	0.2	0.3
Rhode Island	0.2	0.3	0.4	0.5	0.6
South Carolina	0.2	0.3	0.4	0.4	0.4
South Dakota	2.7	3.2	3.3	3.2	3.2
Tennessee	0.2	0.3	0.4	0.4	0.5
Texas	0.3	0.5	0.8	0.8	0.8
Utah	0.7	0.8	0.9	1.0	1.0
Vermont	0.2	0.3	0.2	0.2	0.3
Virginia	0.2	0.3	0.4	0.4	0.5
Washington	1.0	0.9	1.0	1.1	1.1
West Virginia	0.1	0.2	0.2	0.2	0.2
Wisconsin	0.4	0.6	0.7	0.7	0.8
Wyoming	0.9	1.1	1.4	1.5	1.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 22

**Asian Share of Buying Power, for U.S. and the States,
1990, 2000, 2010, 2019, and 2024
(percent)**

Area	1990	2000	2010	2019	2024
United States	2.7	3.7	5.4	7.1	7.9
Alabama	0.5	0.9	1.4	1.9	2.2
Alaska	2.7	3.3	4.7	5.8	6.4
Arizona	1.4	2.1	3.5	4.5	4.8
Arkansas	0.5	0.8	1.5	2.2	2.5
California	7.7	10.1	13.7	17.0	18.1
Colorado	1.4	2.0	2.7	3.3	3.5
Connecticut	1.4	2.5	4.0	5.3	5.9
Delaware	1.4	2.6	4.2	5.6	6.3
District of Columbia	1.7	2.6	3.9	5.2	5.4
Florida	1.0	1.7	2.7	3.4	3.6
Georgia	1.1	2.1	3.7	5.2	5.8
Hawaii	58.0	50.6	48.3	46.7	46.0
Idaho	0.8	1.1	1.4	1.7	1.8
Illinois	2.5	3.6	5.1	6.7	7.4
Indiana	0.8	1.1	1.9	2.9	3.6
Iowa	0.6	1.2	1.7	2.6	3.2
Kansas	1.0	1.6	2.4	3.3	3.8
Kentucky	0.6	1.0	1.5	2.0	2.4
Louisiana	0.8	1.3	1.7	2.2	2.4
Maine	0.4	0.6	0.9	1.2	1.3
Maryland	2.7	3.9	5.8	7.4	8.2
Massachusetts	1.8	3.2	5.1	7.1	8.0
Michigan	1.2	2.1	2.9	4.1	4.8
Minnesota	1.0	2.0	3.1	4.4	4.9
Mississippi	0.4	0.8	1.1	1.3	1.5
Missouri	0.8	1.3	2.0	2.7	3.0
Montana	0.4	0.5	0.6	0.8	0.9
Nebraska	0.5	1.2	1.6	2.4	3.0
Nevada	2.6	4.5	7.6	9.4	10.1
New Hampshire	0.7	1.2	2.1	2.8	3.2
New Jersey	3.4	5.9	9.2	11.9	13.0
New Mexico	0.9	1.4	2.0	2.4	2.5
New York	3.3	5.0	6.9	8.8	9.7
North Carolina	0.7	1.5	2.5	3.8	4.4
North Dakota	0.4	0.8	1.1	1.7	2.1
Ohio	1.0	1.4	2.1	3.0	3.6
Oklahoma	1.0	1.3	1.8	2.6	3.0
Oregon	2.0	3.0	4.2	5.7	6.3
Pennsylvania	1.1	1.8	2.9	4.0	4.7
Rhode Island	1.2	1.7	2.5	3.6	4.0
South Carolina	0.6	1.1	1.5	1.9	2.1
South Dakota	0.3	0.5	0.8	1.4	1.7
Tennessee	0.6	1.1	1.7	2.3	2.6
Texas	1.7	2.9	4.6	6.6	7.3
Utah	1.5	1.9	2.6	3.4	3.7
Vermont	0.4	0.6	1.1	1.9	2.3
Virginia	2.3	3.7	6.0	8.0	8.9
Washington	3.5	5.2	7.8	10.7	11.8
West Virginia	0.9	0.9	1.1	1.2	1.4
Wisconsin	0.7	1.2	1.9	2.8	3.1
Wyoming	0.4	0.6	0.8	0.9	1.0

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 23

**Multiracial Share of Buying Power, for U.S. and the States,
2000, 2010, 2019, and 2024
(percent)**

Area	2000	2010	2019	2024
United States	0.8	1.3	1.6	1.8
Alabama	0.6	0.8	1.0	1.2
Alaska	2.8	4.1	4.5	4.8
Arizona	0.7	1.3	1.6	1.8
Arkansas	0.7	1.1	1.3	1.5
California	1.3	2.0	2.4	2.6
Colorado	0.9	1.5	1.8	2.0
Connecticut	0.6	0.9	1.0	1.1
Delaware	0.6	1.0	1.1	1.2
District of Columbia	1.0	1.8	2.1	2.2
Florida	0.7	1.1	1.3	1.5
Georgia	0.6	1.0	1.2	1.4
Hawaii	12.7	15.6	17.0	17.4
Idaho	0.8	1.2	1.4	1.6
Illinois	0.5	0.9	1.1	1.2
Indiana	0.5	0.8	0.9	1.1
Iowa	0.4	0.6	0.8	0.9
Kansas	0.8	1.2	1.4	1.5
Kentucky	0.5	0.8	0.9	1.1
Louisiana	0.6	0.8	1.0	1.1
Maine	0.5	0.8	0.9	1.0
Maryland	0.8	1.4	1.6	1.8
Massachusetts	0.6	0.9	1.2	1.4
Michigan	0.7	1.1	1.2	1.4
Minnesota	0.6	1.0	1.2	1.4
Mississippi	0.4	0.6	0.7	0.8
Missouri	0.7	1.0	1.2	1.4
Montana	0.8	1.2	1.5	1.7
Nebraska	0.5	0.8	1.0	1.2
Nevada	1.3	2.1	2.7	3.1
New Hampshire	0.5	0.8	0.9	1.0
New Jersey	0.6	1.0	1.2	1.3
New Mexico	0.9	1.4	1.7	1.9
New York	0.8	1.2	1.5	1.7
North Carolina	0.5	1.0	1.2	1.3
North Dakota	0.5	0.8	1.2	1.5
Ohio	0.6	0.9	1.1	1.2
Oklahoma	2.7	3.5	3.9	4.2
Oregon	1.2	1.8	2.2	2.4
Pennsylvania	0.4	0.8	1.0	1.1
Rhode Island	0.7	1.1	1.3	1.5
South Carolina	0.5	0.8	0.9	1.1
South Dakota	0.6	0.9	1.1	1.3
Tennessee	0.6	0.9	1.1	1.3
Texas	0.6	1.0	1.3	1.5
Utah	0.7	1.1	1.4	1.6
Vermont	0.6	0.9	1.0	1.2
Virginia	0.8	1.5	1.8	2.1
Washington	1.5	2.3	2.7	2.9
West Virginia	0.5	0.8	0.9	1.0
Wisconsin	0.5	0.7	0.9	1.0
Wyoming	0.8	1.1	1.3	1.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 24

**Hispanic Share of Buying Power, for U.S. and the States,
1990, 2000, 2010, 2019, and 2024
(percent)**

Area	1990	2000	2010	2019	2024
United States	4.9	6.7	9.1	10.7	11.6
Alabama	0.5	1.2	2.4	2.6	2.8
Alaska	2.1	2.7	3.9	5.3	6.2
Arizona	9.8	12.4	15.9	18.1	18.8
Arkansas	0.5	1.8	3.6	4.4	5.0
California	12.3	14.8	18.4	20.1	20.6
Colorado	7.0	8.9	10.9	11.5	11.8
Connecticut	3.1	4.2	6.3	8.2	9.4
Delaware	1.5	2.6	4.5	5.4	5.9
District of Columbia	3.5	4.7	5.9	7.9	8.5
Florida	8.7	11.7	16.0	19.0	20.7
Georgia	1.3	3.1	5.1	5.7	6.1
Hawaii	4.5	4.3	5.5	6.9	7.5
Idaho	2.8	4.0	6.0	7.2	7.7
Illinois	4.2	6.5	8.4	9.5	10.1
Indiana	1.2	2.2	3.7	4.3	4.9
Iowa	0.7	1.6	2.7	3.4	3.9
Kansas	2.2	3.8	5.7	6.6	7.2
Kentucky	0.5	1.0	2.0	2.5	2.8
Louisiana	2.1	2.1	3.4	4.1	4.8
Maine	0.4	0.6	0.9	1.2	1.4
Maryland	1.9	2.7	4.9	6.2	7.3
Massachusetts	2.2	3.1	4.5	5.9	6.9
Michigan	1.4	2.0	2.7	3.1	3.4
Minnesota	0.7	1.5	2.4	2.7	3.0
Mississippi	0.5	1.1	2.0	2.2	2.5
Missouri	0.9	1.4	2.3	2.8	3.2
Montana	0.8	1.2	1.7	2.4	2.8
Nebraska	1.3	3.0	4.8	5.8	6.5
Nevada	6.2	10.7	15.0	17.1	18.2
New Hampshire	0.7	1.0	1.7	2.4	2.9
New Jersey	5.4	7.1	9.6	11.5	12.7
New Mexico	24.4	27.1	31.8	35.5	36.9
New York	6.5	8.0	9.6	10.9	11.6
North Carolina	0.8	2.6	4.3	4.9	5.4
North Dakota	0.4	0.8	1.2	2.4	3.6
Ohio	0.9	1.2	1.9	2.5	2.9
Oklahoma	1.6	2.9	4.9	6.1	7.0
Oregon	2.0	3.8	5.9	7.0	7.6
Pennsylvania	1.0	1.7	3.0	4.1	4.9
Rhode Island	2.3	3.7	5.7	7.9	9.3
South Carolina	0.8	1.5	3.1	3.5	3.8
South Dakota	0.4	0.8	1.6	2.3	2.7
Tennessee	0.5	1.4	2.6	3.1	3.6
Texas	12.4	16.5	21.1	23.6	24.3
Utah	3.3	5.4	7.5	8.1	8.6
Vermont	0.5	0.7	1.0	1.4	1.7
Virginia	2.0	3.1	5.1	6.3	7.0
Washington	2.4	3.6	5.6	6.6	7.1
West Virginia	0.4	0.6	0.9	1.2	1.4
Wisconsin	1.0	1.9	3.1	3.6	4.0
Wyoming	3.6	4.1	5.7	6.6	7.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 25

**Non-Hispanic Share of Buying Power, for U.S. and the States,
1990, 2000, 2010, 2019, and 2024
(percent)**

Area	1990	2000	2010	2019	2024
United States	95.1	93.3	90.9	89.3	88.4
Alabama	99.5	98.8	97.6	97.4	97.2
Alaska	97.9	97.3	96.1	94.7	93.8
Arizona	90.2	87.6	84.1	81.9	81.2
Arkansas	99.5	98.2	96.4	95.6	95.0
California	87.7	85.2	81.6	79.9	79.4
Colorado	93.0	91.1	89.1	88.5	88.2
Connecticut	96.9	95.8	93.7	91.8	90.6
Delaware	98.5	97.4	95.5	94.6	94.1
District of Columbia	96.5	95.3	94.1	92.1	91.5
Florida	91.3	88.3	84.0	81.0	79.3
Georgia	98.7	96.9	94.9	94.3	93.9
Hawaii	95.5	95.7	94.5	93.1	92.5
Idaho	97.2	96.0	94.0	92.8	92.3
Illinois	95.8	93.5	91.6	90.5	89.9
Indiana	98.8	97.8	96.3	95.7	95.1
Iowa	99.3	98.4	97.3	96.6	96.1
Kansas	97.8	96.2	94.3	93.4	92.8
Kentucky	99.5	99.0	98.0	97.5	97.2
Louisiana	97.9	97.9	96.6	95.9	95.2
Maine	99.6	99.4	99.1	98.8	98.6
Maryland	98.1	97.3	95.1	93.8	92.7
Massachusetts	97.8	96.9	95.5	94.1	93.1
Michigan	98.6	98.0	97.3	96.9	96.6
Minnesota	99.3	98.5	97.6	97.3	97.0
Mississippi	99.5	98.9	98.0	97.8	97.5
Missouri	99.1	98.6	97.7	97.2	96.8
Montana	99.2	98.8	98.3	97.6	97.2
Nebraska	98.7	97.0	95.2	94.2	93.5
Nevada	93.8	89.3	85.0	82.9	81.8
New Hampshire	99.3	99.0	98.3	97.6	97.1
New Jersey	94.6	92.9	90.4	88.5	87.3
New Mexico	75.6	72.9	68.2	64.5	63.1
New York	93.5	92.0	90.4	89.1	88.4
North Carolina	99.2	97.4	95.7	95.1	94.6
North Dakota	99.6	99.2	98.8	97.6	96.4
Ohio	99.1	98.8	98.1	97.5	97.1
Oklahoma	98.4	97.1	95.1	93.9	93.0
Oregon	98.0	96.2	94.1	93.0	92.4
Pennsylvania	99.0	98.3	97.0	95.9	95.1
Rhode Island	97.7	96.3	94.3	92.1	90.7
South Carolina	99.2	98.5	96.9	96.5	96.2
South Dakota	99.6	99.2	98.4	97.7	97.3
Tennessee	99.5	98.6	97.4	96.9	96.4
Texas	87.6	83.5	78.9	76.4	75.7
Utah	96.7	94.6	92.5	91.9	91.4
Vermont	99.5	99.3	99.0	98.6	98.3
Virginia	98.0	96.9	94.9	93.7	93.0
Washington	97.6	96.4	94.4	93.4	92.9
West Virginia	99.6	99.4	99.1	98.8	98.6
Wisconsin	99.0	98.1	96.9	96.4	96.0
Wyoming	96.4	95.9	94.3	93.4	92.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 26

**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	72.3	132.7	69.1
Alabama	67.8	298.2	66.7
Alaska	57.1	104.3	56.1
Arizona	106.9	162.2	100.9
Arkansas	75.3	496.5	73.0
California	67.7	101.7	62.9
Colorado	116.4	175.8	111.9
Connecticut	57.7	115.5	55.8
Delaware	85.8	226.1	83.7
District of Columbia	52.4	103.6	50.5
Florida	78.3	139.8	72.4
Georgia	100.0	374.8	96.4
Hawaii	45.0	38.0	45.4
Idaho	95.7	176.5	93.3
Illinois	68.4	158.5	64.4
Indiana	72.8	214.3	71.0
Iowa	64.5	251.0	63.1
Kansas	64.0	179.3	61.4
Kentucky	73.6	275.7	72.7
Louisiana	63.6	70.0	63.5
Maine	57.7	113.2	57.4
Maryland	68.0	137.2	66.6
Massachusetts	65.6	136.1	64.0
Michigan	67.7	141.5	66.6
Minnesota	77.7	303.3	76.2
Mississippi	78.0	286.4	77.0
Missouri	69.0	157.1	68.2
Montana	67.6	160.2	66.9
Nebraska	67.7	276.8	64.9
Nevada	155.7	338.6	143.6
New Hampshire	85.5	158.2	85.0
New Jersey	66.0	116.0	63.1
New Mexico	79.6	99.5	73.2
New York	53.3	88.6	50.9
North Carolina	86.9	475.8	83.7
North Dakota	63.3	281.0	62.5
Ohio	57.9	123.5	57.4
Oklahoma	62.7	192.3	60.6
Oregon	82.6	242.5	79.3
Pennsylvania	58.0	157.7	56.9
Rhode Island	52.8	150.5	50.6
South Carolina	78.5	261.9	77.1
South Dakota	74.5	247.8	73.8
Tennessee	89.3	377.5	87.8
Texas	94.6	158.5	85.5
Utah	109.4	246.8	104.8
Vermont	69.1	123.0	68.8
Virginia	74.0	170.2	72.0
Washington	89.9	190.8	87.4
West Virginia	54.3	119.1	54.1
Wisconsin	72.9	232.2	71.3
Wyoming	69.9	94.6	69.0

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



Table 27

**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	52.5	108.2	48.5
Alabama	54.4	215.9	52.5
Alaska	81.9	159.6	79.8
Arizona	67.9	114.8	61.2
Arkansas	57.3	206.2	54.5
California	54.2	91.8	47.7
Colorado	46.3	78.0	43.2
Connecticut	63.1	144.4	59.5
Delaware	44.0	151.2	41.1
District of Columbia	62.9	108.1	60.7
Florida	62.1	120.7	54.3
Georgia	48.9	142.6	45.8
Hawaii	66.1	112.9	64.0
Idaho	61.7	144.4	58.3
Illinois	37.1	77.1	34.3
Indiana	39.1	128.4	37.1
Iowa	48.6	156.5	46.9
Kansas	53.8	130.2	50.8
Kentucky	48.2	198.1	46.7
Louisiana	63.9	160.3	61.8
Maine	50.0	139.2	49.5
Maryland	59.9	189.0	56.3
Massachusetts	54.3	124.6	52.1
Michigan	21.9	60.0	21.1
Minnesota	48.5	129.5	47.2
Mississippi	52.3	171.7	51.0
Missouri	46.5	140.7	45.2
Montana	75.7	149.9	74.8
Nebraska	55.7	148.0	52.9
Nevada	65.0	131.4	57.1
New Hampshire	50.3	150.9	49.3
New Jersey	44.2	94.7	40.4
New Mexico	69.9	99.5	59.0
New York	44.4	73.6	41.9
North Carolina	61.2	174.6	58.2
North Dakota	76.9	165.4	76.1
Ohio	36.0	112.1	35.0
Oklahoma	72.1	190.8	68.6
Oregon	48.9	130.5	45.7
Pennsylvania	48.5	160.7	46.5
Rhode Island	48.5	128.4	45.4
South Carolina	54.8	213.2	52.3
South Dakota	70.1	217.2	68.8
Tennessee	51.8	195.3	49.8
Texas	71.2	118.7	61.8
Utah	69.3	136.1	65.5
Vermont	53.6	133.5	53.0
Virginia	64.7	176.3	61.2
Washington	57.0	141.3	53.9
West Virginia	52.0	140.6	51.5
Wisconsin	46.3	130.4	44.6
Wyoming	88.2	161.8	85.0

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 28

**Percentage Change in Total, Hispanic, and Non-Hispanic Buying Power
for U.S. and the States, 2010-2019**

Area	Total	Hispanic	Non-Hispanic
United States	43.4	69.1	40.9
Alabama	30.5	40.6	30.2
Alaska	28.3	77.4	26.4
Arizona	50.3	70.9	46.4
Arkansas	41.3	74.7	40.1
California	55.3	69.8	52.0
Colorado	63.3	72.6	62.2
Connecticut	21.2	58.5	18.7
Delaware	39.0	65.2	37.7
District of Columbia	53.3	104.8	50.0
Florida	50.8	79.2	45.4
Georgia	48.8	65.3	47.9
Hawaii	38.1	72.0	36.1
Idaho	55.3	86.0	53.4
Illinois	36.7	53.7	35.1
Indiana	39.3	65.3	38.3
Iowa	33.9	68.2	32.9
Kansas	31.4	53.1	30.1
Kentucky	31.9	63.7	31.3
Louisiana	26.2	53.3	25.2
Maine	31.1	71.5	30.8
Maryland	34.7	71.4	32.8
Massachusetts	41.0	87.6	38.9
Michigan	38.1	60.6	37.5
Minnesota	42.1	64.2	41.6
Mississippi	25.6	41.4	25.3
Missouri	30.9	61.8	30.2
Montana	44.2	97.4	43.3
Nebraska	36.5	65.6	35.1
Nevada	49.1	70.5	45.3
New Hampshire	35.9	92.7	35.0
New Jersey	36.0	63.9	33.0
New Mexico	27.4	42.5	20.3
New York	44.6	64.5	42.5
North Carolina	43.3	62.1	42.4
North Dakota	41.1	178.6	39.4
Ohio	36.4	74.0	35.7
Oklahoma	33.8	68.4	32.0
Oregon	55.2	84.6	53.4
Pennsylvania	35.5	86.5	33.9
Rhode Island	29.8	79.3	26.7
South Carolina	48.5	65.6	47.9
South Dakota	32.9	93.3	32.0
Tennessee	43.5	71.2	42.7
Texas	50.4	68.3	45.6
Utah	65.5	79.0	64.5
Vermont	31.8	76.9	31.4
Virginia	35.6	66.3	34.0
Washington	64.2	93.8	62.5
West Virginia	24.0	64.6	23.6
Wisconsin	35.0	58.9	34.3
Wyoming	37.4	58.6	36.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 29

**Percentage Change in Total, Hispanic, and Non-Hispanic Buying Power
for U.S. and the States, 2019-2024**

Area	Total	Hispanic	Non-Hispanic
United States	24.5	34.4	23.3
Alabama	18.7	29.8	18.4
Alaska	15.4	33.0	14.4
Arizona	29.0	34.1	27.9
Arkansas	20.8	36.3	20.1
California	30.7	34.3	29.9
Colorado	29.6	32.9	29.2
Connecticut	18.5	35.2	17.0
Delaware	21.9	32.7	21.3
District of Columbia	30.0	38.8	29.2
Florida	33.3	45.5	30.5
Georgia	29.2	38.7	28.6
Hawaii	21.9	34.2	21.0
Idaho	29.1	39.0	28.3
Illinois	20.5	28.3	19.7
Indiana	20.2	34.3	19.5
Iowa	14.7	31.1	14.1
Kansas	10.6	20.4	9.9
Kentucky	18.0	35.0	17.5
Louisiana	13.4	31.2	12.6
Maine	21.0	45.4	20.7
Maryland	21.8	42.7	20.4
Massachusetts	25.8	46.1	24.5
Michigan	21.8	33.8	21.4
Minnesota	22.4	35.7	22.0
Mississippi	12.3	26.8	11.9
Missouri	17.4	33.5	17.0
Montana	23.5	45.9	23.0
Nebraska	16.2	31.4	15.3
Nevada	32.7	41.1	31.0
New Hampshire	21.6	48.1	20.9
New Jersey	22.0	34.5	20.3
New Mexico	18.1	22.8	15.6
New York	25.4	33.1	24.4
North Carolina	26.5	38.1	25.9
North Dakota	8.8	59.2	7.5
Ohio	18.8	37.8	18.3
Oklahoma	10.3	25.5	9.3
Oregon	32.8	43.0	32.0
Pennsylvania	19.7	43.2	18.7
Rhode Island	18.6	38.9	16.8
South Carolina	27.5	38.5	27.1
South Dakota	16.2	38.4	15.6
Tennessee	23.8	40.5	23.3
Texas	22.8	26.3	21.8
Utah	33.6	40.7	32.9
Vermont	17.0	42.3	16.6
Virginia	20.5	35.3	19.6
Washington	34.8	46.4	34.0
West Virginia	13.4	37.6	13.1
Wisconsin	19.3	32.6	18.8
Wyoming	14.8	22.4	14.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 30

**Total Population Statistics for the U.S. and States,
1990, 2000, 2010, 2019, and 2024**

Area	1990	2000	2010	2019	2024
United States	249,622,814	282,162,411	309,338,421	330,729,343	344,165,773
Alabama	4,050,055	4,452,173	4,785,579	4,899,478	4,964,382
Alaska	553,290	627,963	714,015	742,924	751,541
Arizona	3,684,097	5,160,586	6,407,002	7,226,362	7,785,686
Arkansas	2,356,586	2,678,588	2,921,737	3,027,461	3,088,240
California	29,959,515	33,987,977	37,327,690	40,139,032	41,714,878
Colorado	3,307,618	4,326,921	5,048,029	5,796,775	6,302,018
Connecticut	3,291,967	3,411,777	3,580,171	3,581,873	3,570,821
Delaware	669,567	786,373	899,712	981,081	1,031,646
District of Columbia	605,321	572,046	605,040	720,722	794,309
Florida	13,033,307	16,047,515	18,846,461	21,722,288	23,690,693
Georgia	6,512,602	8,227,303	9,712,696	10,648,221	11,229,765
Hawaii	1,113,491	1,213,519	1,363,817	1,441,759	1,478,657
Idaho	1,012,384	1,299,430	1,570,912	1,772,739	1,921,373
Illinois	11,453,316	12,434,161	12,841,196	12,762,307	12,673,201
Indiana	5,557,798	6,091,866	6,490,029	6,721,734	6,869,759
Iowa	2,781,018	2,929,067	3,050,223	3,176,635	3,263,456
Kansas	2,481,349	2,693,681	2,858,403	2,923,980	2,953,357
Kentucky	3,694,048	4,049,021	4,347,948	4,483,860	4,562,571
Louisiana	4,221,532	4,471,885	4,544,871	4,718,238	4,806,132
Maine	1,231,719	1,277,072	1,327,568	1,339,170	1,348,254
Maryland	4,799,770	5,311,034	5,788,099	6,115,698	6,284,464
Massachusetts	6,022,639	6,361,104	6,564,943	6,941,792	7,166,355
Michigan	9,311,319	9,952,450	9,876,731	9,991,345	10,073,149
Minnesota	4,389,857	4,933,692	5,310,711	5,661,775	5,893,703
Mississippi	2,578,897	2,848,353	2,970,437	2,983,848	2,984,677
Missouri	5,128,880	5,607,285	5,995,681	6,151,176	6,250,115
Montana	800,204	903,773	990,507	1,071,418	1,126,063
Nebraska	1,581,660	1,713,820	1,829,956	1,948,258	2,023,328
Nevada	1,220,695	2,018,741	2,702,797	3,105,592	3,398,835
New Hampshire	1,112,384	1,239,882	1,316,700	1,352,000	1,376,483
New Jersey	7,762,963	8,430,621	8,803,708	9,048,783	9,168,151
New Mexico	1,521,574	1,821,204	2,064,607	2,089,361	2,093,731
New York	18,020,784	19,001,780	19,405,185	19,925,201	20,139,433
North Carolina	6,664,016	8,081,614	9,574,247	10,497,341	11,088,715
North Dakota	637,685	642,023	674,518	782,569	870,019
Ohio	10,864,162	11,363,543	11,539,282	11,702,361	11,826,417
Oklahoma	3,148,825	3,454,365	3,759,529	3,979,484	4,106,931
Oregon	2,860,375	3,429,708	3,837,073	4,252,141	4,542,577
Pennsylvania	11,903,299	12,284,173	12,711,063	12,815,162	12,854,732
Rhode Island	1,005,995	1,050,268	1,053,169	1,062,161	1,070,144
South Carolina	3,501,155	4,024,223	4,635,834	5,160,841	5,522,282
South Dakota	697,101	755,844	816,227	886,229	930,889
Tennessee	4,894,492	5,703,719	6,355,882	6,831,658	7,133,628
Texas	17,056,755	20,944,499	25,241,648	29,292,512	31,946,102
Utah	1,731,223	2,244,502	2,775,260	3,214,378	3,516,018
Vermont	564,798	609,618	625,842	622,681	621,030
Virginia	6,216,884	7,105,817	8,025,206	8,585,263	8,889,947
Washington	4,903,043	5,910,512	6,741,386	7,626,856	8,220,374
West Virginia	1,792,548	1,807,021	1,854,315	1,798,692	1,757,287
Wisconsin	4,904,562	5,373,999	5,690,403	5,825,693	5,905,933
Wyoming	453,690	494,300	564,376	580,439	583,521

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 31

**White Population Statistics for the U.S. and States,
1990, 2000, 2010, 2019, and 2024**

Area	1990	2000	2010	2019	2024
United States	209,366,661	228,530,479	242,243,906	252,002,713	258,254,622
Alabama	2,987,764	3,196,875	3,365,673	3,375,778	3,379,900
Alaska	423,276	446,506	485,997	484,039	477,393
Arizona	3,293,186	4,542,461	5,428,232	5,972,139	6,348,642
Arkansas	1,956,611	2,186,443	2,346,175	2,391,155	2,415,052
California	24,354,238	26,421,365	27,674,285	28,868,098	29,520,582
Colorado	3,077,815	3,924,356	4,465,381	5,042,672	5,433,382
Connecticut	2,949,149	2,936,355	2,953,268	2,851,125	2,780,778
Delaware	543,973	602,544	646,382	678,128	697,547
District of Columbia	191,834	197,141	253,474	332,434	385,741
Florida	11,042,189	13,084,373	14,833,800	16,767,582	18,141,476
Georgia	4,659,378	5,556,989	6,152,808	6,400,262	6,548,869
Hawaii	377,435	311,643	349,544	370,197	379,484
Idaho	985,151	1,244,029	1,478,916	1,647,279	1,772,193
Illinois	9,422,280	9,926,774	10,035,362	9,794,606	9,620,951
Indiana	5,072,268	5,435,770	5,641,364	5,706,950	5,747,201
Iowa	2,700,752	2,793,299	2,841,632	2,871,721	2,889,441
Kansas	2,282,199	2,417,833	2,504,408	2,519,518	2,520,372
Kentucky	3,407,136	3,672,766	3,869,748	3,918,885	3,943,798
Louisiana	2,859,186	2,894,096	2,908,026	2,960,403	2,984,035
Maine	1,214,008	1,242,070	1,268,687	1,264,328	1,263,289
Maryland	3,439,866	3,498,455	3,545,496	3,565,695	3,558,244
Massachusetts	5,533,629	5,610,140	5,533,570	5,585,518	5,607,561
Michigan	7,844,171	8,143,698	7,941,536	7,910,789	7,901,724
Minnesota	4,163,468	4,484,113	4,625,331	4,735,696	4,805,102
Mississippi	1,640,316	1,762,713	1,790,110	1,757,176	1,732,976
Missouri	4,516,213	4,811,076	5,042,312	5,094,459	5,129,666
Montana	746,412	825,459	892,161	952,040	993,905
Nebraska	1,499,293	1,587,253	1,651,450	1,716,266	1,755,339
Nevada	1,077,497	1,697,938	2,106,203	2,287,445	2,422,225
New Hampshire	1,093,515	1,199,618	1,248,090	1,260,870	1,271,085
New Jersey	6,386,168	6,593,966	6,548,852	6,464,030	6,401,015
New Mexico	1,336,983	1,555,012	1,724,816	1,707,999	1,689,086
New York	14,159,914	14,162,802	13,908,576	13,743,458	13,585,565
North Carolina	5,058,613	6,019,940	6,923,898	7,397,346	7,707,003
North Dakota	605,655	596,394	610,440	675,116	711,154
Ohio	9,588,185	9,752,216	9,662,231	9,558,376	9,506,496
Oklahoma	2,619,987	2,721,397	2,854,872	2,939,143	2,984,000
Oregon	2,700,987	3,132,686	3,406,695	3,683,132	3,879,181
Pennsylvania	10,636,478	10,670,718	10,663,825	10,448,585	10,302,052
Rhode Island	939,017	943,392	909,957	885,776	873,138
South Carolina	2,423,347	2,745,477	3,170,735	3,539,029	3,798,864
South Dakota	640,530	674,595	707,991	748,461	773,815
Tennessee	4,069,981	4,635,849	5,061,723	5,350,982	5,541,169
Texas	14,596,281	17,525,167	20,457,286	23,043,633	24,723,430
Utah	1,659,462	2,109,989	2,557,055	2,912,894	3,157,653
Vermont	558,134	592,031	598,504	585,980	578,097
Virginia	4,864,381	5,291,975	5,738,448	5,940,020	6,029,830
Washington	4,441,089	5,089,730	5,543,875	6,010,061	6,328,923
West Virginia	1,727,452	1,721,633	1,747,377	1,679,651	1,631,598
Wisconsin	4,561,903	4,871,484	5,037,641	5,068,431	5,087,331
Wyoming	437,906	469,875	529,688	537,360	537,271

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 32

**Black Population Statistics for the U.S. and States,
1990, 2000, 2010, 2019, and 2024**

Area	1990	2000	2010	2019	2024
United States	30,648,345	35,814,706	40,357,609	44,458,185	47,023,973
Alabama	1,024,198	1,161,454	1,261,274	1,321,542	1,355,459
Alaska	22,665	22,843	24,637	28,031	29,152
Arizona	115,796	170,022	282,176	373,490	439,522
Arkansas	375,370	421,693	455,040	475,974	488,264
California	2,322,371	2,384,908	2,486,482	2,572,935	2,622,176
Colorado	136,626	174,461	215,964	266,328	300,817
Connecticut	283,440	335,609	393,586	436,753	462,523
Delaware	114,248	154,406	197,060	226,314	244,818
District of Columbia	400,254	349,214	311,054	330,555	340,112
Florida	1,794,796	2,439,447	3,091,949	3,683,969	4,048,657
Georgia	1,763,068	2,384,774	3,006,099	3,472,463	3,764,972
Hawaii	27,844	22,938	22,726	33,228	39,061
Idaho	3,330	5,929	10,984	16,576	21,096
Illinois	1,711,998	1,904,071	1,903,928	1,861,069	1,833,348
Indiana	435,339	518,311	605,198	663,680	699,656
Iowa	48,262	63,677	92,437	130,854	161,743
Kansas	144,681	157,776	173,883	180,385	182,440
Kentucky	264,471	299,914	344,511	381,017	402,257
Louisiana	1,302,816	1,459,999	1,467,778	1,542,920	1,580,430
Maine	5,111	7,231	16,416	22,567	26,720
Maryland	1,203,347	1,504,746	1,737,551	1,898,305	1,990,682
Massachusetts	328,341	408,355	507,729	633,169	714,077
Michigan	1,302,647	1,429,866	1,414,726	1,406,337	1,400,684
Minnesota	96,863	181,181	282,719	394,687	479,165
Mississippi	918,137	1,037,743	1,105,036	1,131,485	1,144,049
Missouri	551,614	637,132	701,164	729,460	745,790
Montana	2,200	2,797	4,236	6,406	7,200
Nebraska	57,861	70,299	86,362	100,488	109,546
Nevada	81,467	141,698	231,800	317,540	382,767
New Hampshire	7,350	9,980	16,505	22,764	27,072
New Jersey	1,080,360	1,214,799	1,284,211	1,364,826	1,410,709
New Mexico	31,537	38,255	49,273	53,653	56,320
New York	3,075,556	3,352,839	3,385,113	3,540,885	3,616,887
North Carolina	1,471,373	1,761,665	2,096,260	2,334,852	2,478,109
North Dakota	3,366	4,167	8,469	32,037	69,275
Ohio	1,163,105	1,321,574	1,428,486	1,529,745	1,594,774
Oklahoma	236,142	264,137	285,346	312,382	328,686
Oregon	47,386	58,647	74,543	95,890	111,960
Pennsylvania	1,110,238	1,261,602	1,435,117	1,542,369	1,599,650
Rhode Island	43,674	60,320	75,453	91,143	101,619
South Carolina	1,046,915	1,194,520	1,305,331	1,393,618	1,447,723
South Dakota	3,090	4,985	10,752	20,800	27,960
Tennessee	782,830	941,527	1,070,512	1,169,688	1,225,135
Texas	2,055,356	2,461,903	3,082,882	3,758,735	4,207,153
Utah	12,085	19,465	34,031	46,411	55,425
Vermont	1,890	3,251	6,511	9,147	11,068
Virginia	1,174,876	1,416,671	1,583,805	1,709,846	1,784,996
Washington	154,374	199,718	253,619	328,350	377,822
West Virginia	56,068	57,767	63,999	65,048	65,293
Wisconsin	248,027	310,480	367,712	390,106	401,993
Wyoming	3,586	3,940	5,174	7,363	7,162

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 33

**American Indian Population Statistics for the U.S. and States,
1990, 2000, 2010, 2019, and 2024**

Area	1990	2000	2010	2019	2024
United States	2,058,726	2,684,491	3,752,358	4,209,675	4,487,447
Alabama	16,224	23,262	32,888	34,625	35,952
Alaska	87,214	98,931	106,712	114,529	118,460
Arizona	215,940	268,184	336,625	384,312	412,644
Arkansas	12,356	18,311	26,248	30,773	33,567
California	290,666	407,152	623,224	658,590	679,910
Colorado	31,030	50,135	78,453	92,678	102,218
Connecticut	6,996	10,891	16,843	20,199	22,116
Delaware	2,064	3,071	5,923	6,364	6,716
District of Columbia	1,547	1,974	3,278	4,422	5,215
Florida	37,187	59,690	89,349	109,307	122,283
Georgia	12,817	24,509	48,695	55,306	59,684
Hawaii	5,407	3,684	5,034	5,707	6,055
Idaho	14,568	18,599	25,933	31,267	34,753
Illinois	23,384	37,313	73,881	76,533	78,223
Indiana	12,202	16,850	24,523	28,167	30,530
Iowa	6,921	9,540	13,712	16,988	19,066
Kansas	22,457	26,173	33,130	35,059	36,065
Kentucky	4,907	9,008	12,169	13,623	14,566
Louisiana	18,276	26,224	33,171	37,439	39,824
Maine	5,950	7,226	8,776	9,753	10,385
Maryland	13,149	17,161	30,992	36,887	40,923
Massachusetts	12,952	17,822	30,015	34,290	36,782
Michigan	57,434	60,595	68,524	74,511	78,094
Minnesota	50,315	56,350	67,754	77,457	82,841
Mississippi	7,898	11,964	16,835	18,597	19,686
Missouri	19,470	25,897	30,737	35,874	39,168
Montana	47,757	56,528	63,730	71,615	76,055
Nebraska	12,211	15,767	23,675	29,285	32,863
Nevada	21,280	28,597	43,037	52,099	58,551
New Hampshire	2,082	3,088	3,540	4,120	4,498
New Jersey	15,899	24,509	50,040	56,074	59,708
New Mexico	138,011	178,825	209,574	232,022	244,713
New York	66,723	103,311	183,407	195,680	201,944
North Carolina	80,627	103,736	148,031	164,713	174,619
North Dakota	25,507	31,455	37,150	42,749	45,795
Ohio	20,327	25,652	29,780	34,035	36,790
Oklahoma	258,246	276,836	337,403	370,736	389,326
Oregon	40,743	47,926	67,041	77,036	83,327
Pennsylvania	14,940	20,164	40,085	50,392	56,958
Rhode Island	4,207	5,994	9,273	11,431	12,734
South Carolina	8,182	14,589	24,694	28,262	30,613
South Dakota	50,595	62,763	73,017	79,803	83,273
Tennessee	9,587	16,125	26,357	32,300	36,155
Texas	71,086	140,047	251,955	298,793	329,544
Utah	25,315	31,370	40,899	49,662	55,273
Vermont	1,588	2,490	2,319	2,450	2,543
Virginia	14,835	23,233	41,680	47,230	50,758
Washington	87,942	97,315	123,388	146,831	160,956
West Virginia	1,944	3,672	3,990	4,556	4,829
Wisconsin	40,255	48,554	60,404	68,557	73,285
Wyoming	9,506	11,429	14,465	15,987	16,614

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 34

**Asian Population Statistics for the U.S. and States,
1990, 2000, 2010, 2019, and 2024**

Area	1990	2000	2010	2019	2024
United States	7,549,082	11,173,178	15,944,839	20,791,586	23,599,061
Alabama	21,869	34,152	60,867	80,733	92,138
Alaska	20,135	29,497	47,102	60,201	66,541
Arizona	59,175	108,016	206,037	283,613	330,178
Arkansas	12,249	23,086	44,690	62,465	72,211
California	2,992,240	3,994,168	5,246,376	6,438,713	7,097,819
Colorado	62,147	105,800	154,626	211,611	246,185
Connecticut	52,382	89,128	145,433	184,991	205,194
Delaware	9,282	17,257	30,290	43,425	51,232
District of Columbia	11,686	16,317	22,719	32,866	38,900
Florida	159,135	293,663	496,571	676,046	782,797
Georgia	77,339	186,698	337,292	483,610	571,693
Hawaii	702,805	629,428	671,056	686,884	692,035
Idaho	9,335	14,030	22,923	32,101	37,834
Illinois	295,654	447,626	615,701	767,754	847,297
Indiana	37,989	64,124	110,463	177,038	220,661
Iowa	25,083	39,178	57,162	94,167	117,943
Kansas	32,012	50,459	73,147	98,752	113,701
Kentucky	17,534	32,496	53,979	78,983	94,284
Louisiana	41,254	58,019	75,101	93,659	102,779
Maine	6,650	9,841	14,220	17,823	19,718
Maryland	143,408	221,533	335,072	433,214	485,389
Massachusetts	147,717	253,669	369,286	509,106	589,625
Michigan	107,067	186,058	247,795	344,962	403,932
Minnesota	79,211	149,713	222,628	305,859	353,619
Mississippi	12,546	19,999	28,405	35,902	40,236
Missouri	41,583	67,319	108,307	142,608	161,857
Montana	3,835	5,371	7,202	10,425	12,316
Nebraska	12,295	23,828	35,859	57,115	71,436
Nevada	40,451	104,907	224,114	306,268	357,683
New Hampshire	9,437	16,967	29,658	39,932	45,750
New Jersey	280,536	505,611	759,509	954,343	1,056,422
New Mexico	15,043	23,453	34,636	40,632	43,349
New York	718,591	1,132,653	1,514,950	1,913,033	2,127,031
North Carolina	53,403	124,685	228,968	354,479	434,542
North Dakota	3,157	3,985	7,469	14,483	19,758
Ohio	92,545	140,369	203,840	300,241	363,408
Oklahoma	34,450	51,250	73,196	105,615	125,064
Oregon	71,259	113,888	160,964	225,613	265,930
Pennsylvania	141,643	232,527	368,368	499,452	574,136
Rhode Island	19,097	26,757	33,599	42,774	47,469
South Carolina	22,711	39,475	65,958	97,620	117,597
South Dakota	2,886	4,779	8,435	14,978	18,997
Tennessee	32,094	61,548	100,180	139,764	162,239
Texas	334,032	615,076	1,042,842	1,576,749	1,916,707
Utah	34,361	55,409	84,566	119,468	140,950
Vermont	3,186	5,611	8,282	12,532	15,266
Virginia	162,792	276,219	461,917	616,012	701,773
Washington	219,638	360,114	539,365	769,150	913,917
West Virginia	7,084	10,156	13,248	16,082	17,341
Wisconsin	54,377	94,007	135,279	181,039	206,836
Wyoming	2,692	3,259	5,187	6,701	7,345

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 35

**Multiracial Population Statistics for the U.S. and States,
2000, 2010, 2019, and 2024**

Area	2000	2010	2019	2024
United States	3,959,557	7,039,709	9,267,184	10,800,670
Alabama	36,430	64,877	86,799	100,932
Alaska	30,186	49,567	56,122	59,996
Arizona	71,903	153,932	212,807	254,700
Arkansas	29,055	49,584	67,095	79,146
California	780,384	1,297,323	1,600,698	1,794,391
Colorado	72,169	133,605	183,486	219,418
Connecticut	39,794	71,041	88,806	100,211
Delaware	9,095	20,057	26,851	31,333
District of Columbia	7,400	14,515	20,446	24,341
Florida	170,342	334,792	485,383	595,480
Georgia	74,333	167,802	236,580	284,546
Hawaii	245,826	315,457	345,742	362,022
Idaho	16,843	32,156	45,515	55,497
Illinois	118,377	212,324	262,346	293,382
Indiana	56,811	108,481	145,899	171,712
Iowa	23,373	45,280	62,904	75,263
Kansas	41,440	73,835	90,267	100,780
Kentucky	34,837	67,541	91,352	107,665
Louisiana	33,547	60,795	83,816	99,064
Maine	10,704	19,469	24,699	28,143
Maryland	69,139	138,988	181,597	209,225
Massachusetts	71,118	124,343	179,710	218,311
Michigan	132,233	204,150	254,746	288,716
Minnesota	62,335	112,279	148,076	172,975
Mississippi	15,934	30,051	40,688	47,730
Missouri	65,861	113,161	148,776	173,634
Montana	13,618	23,178	30,932	36,587
Nebraska	16,673	32,610	45,105	54,145
Nevada	45,601	97,643	142,240	177,609
New Hampshire	10,229	18,907	24,314	28,078
New Jersey	91,736	161,096	209,510	240,297
New Mexico	25,659	46,308	55,054	60,264
New York	250,175	413,139	532,145	608,004
North Carolina	71,588	177,090	245,952	294,441
North Dakota	6,022	10,990	18,184	24,037
Ohio	123,732	214,945	279,964	324,949
Oklahoma	140,745	208,712	251,607	279,856
Oregon	76,561	127,830	170,470	202,180
Pennsylvania	99,162	203,668	274,364	321,937
Rhode Island	13,805	24,887	31,037	35,185
South Carolina	30,162	69,116	102,312	127,485
South Dakota	8,722	16,032	22,186	26,845
Tennessee	48,670	97,110	138,923	168,930
Texas	202,306	406,683	614,601	769,269
Utah	28,269	58,709	85,942	106,716
Vermont	6,235	10,226	12,573	14,055
Virginia	97,719	199,356	272,154	322,590
Washington	163,635	281,139	372,464	438,756
West Virginia	13,793	25,701	33,355	38,226
Wisconsin	49,474	89,367	117,560	136,488
Wyoming	5,797	9,862	13,028	15,129

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 36

**Hispanic Population Statistics for the U.S. and States,
1990, 2000, 2010, 2019, and 20234**

Area	1990	2000	2010	2019	2024
United States	22,572,838	35,661,885	50,752,801	61,524,300	68,556,173
Alabama	24,107	77,016	186,409	219,674	242,784
Alaska	17,228	25,963	40,045	55,361	63,971
Arizona	697,660	1,309,389	1,903,619	2,301,466	2,569,731
Arkansas	19,208	87,804	187,376	240,588	276,174
California	7,779,607	11,054,553	14,067,534	15,879,834	16,932,557
Colorado	429,571	745,292	1,044,740	1,258,733	1,398,775
Connecticut	214,806	323,852	482,819	607,662	686,172
Delaware	16,031	37,834	73,697	94,386	107,684
District of Columbia	32,878	45,266	55,850	82,551	99,771
Florida	1,597,237	2,717,081	4,252,565	5,754,567	6,836,418
Georgia	109,286	441,576	858,266	1,054,621	1,186,823
Hawaii	81,378	87,989	122,126	157,522	177,648
Idaho	52,914	103,038	177,014	228,890	266,454
Illinois	911,704	1,544,165	2,034,983	2,258,431	2,385,993
Indiana	98,601	217,326	391,570	491,273	559,254
Iowa	31,923	83,414	152,918	201,792	235,137
Kansas	93,332	190,633	302,233	360,538	395,430
Kentucky	21,180	60,730	133,931	173,608	201,729
Louisiana	92,013	108,997	194,193	261,506	307,378
Maine	6,597	9,421	16,995	23,757	28,651
Maryland	126,350	231,155	475,209	660,228	790,807
Massachusetts	289,315	433,611	633,555	872,043	1,037,951
Michigan	202,246	327,050	437,746	525,733	581,776
Minnesota	53,704	145,301	251,717	317,912	363,237
Mississippi	14,801	40,032	81,926	98,926	111,257
Missouri	60,949	119,859	213,905	274,310	316,192
Montana	11,520	18,191	28,852	43,165	53,432
Nebraska	36,465	95,505	169,141	224,398	262,009
Nevada	127,751	400,260	718,997	915,751	1,057,066
New Hampshire	11,286	20,697	36,925	53,966	66,748
New Jersey	754,012	1,128,903	1,566,182	1,921,919	2,141,768
New Mexico	584,566	769,988	957,926	1,033,418	1,072,075
New York	2,230,090	2,894,316	3,433,430	3,913,195	4,178,242
North Carolina	77,118	385,209	806,775	1,028,376	1,183,162
North Dakota	4,174	7,834	13,803	33,739	53,745
Ohio	139,402	219,498	356,665	469,176	548,101
Oklahoma	85,463	181,095	333,278	444,728	520,167
Oregon	114,212	278,259	452,375	571,601	656,126
Pennsylvania	233,727	398,374	726,277	1,009,881	1,206,128
Rhode Island	46,250	91,654	131,758	174,678	204,502
South Carolina	30,367	96,470	236,678	304,322	354,243
South Dakota	4,617	10,995	22,488	35,801	44,522
Tennessee	32,411	125,572	291,462	391,963	463,461
Texas	4,380,366	6,739,868	9,516,600	11,673,654	13,073,820
Utah	85,534	204,356	360,660	459,082	527,437
Vermont	3,512	5,556	9,292	13,012	15,733
Virginia	160,703	334,268	638,193	843,512	977,147
Washington	217,833	446,953	761,471	1,000,531	1,167,006
West Virginia	7,775	12,347	22,382	31,091	36,798
Wisconsin	93,534	195,371	337,715	417,732	469,148
Wyoming	25,524	31,999	50,535	59,700	63,833

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 37

**Non-Hispanic Population Statistics for the U.S. and States,
1990, 2000, 2010, 2019, and 2024**

Area	1990	2000	2010	2019	2024
United States	227,049,976	246,500,526	258,585,620	269,205,044	275,609,600
Alabama	4,025,948	4,375,157	4,599,170	4,679,804	4,721,598
Alaska	536,062	602,000	673,970	687,563	687,570
Arizona	2,986,437	3,851,197	4,503,383	4,924,896	5,215,955
Arkansas	2,337,378	2,590,784	2,734,361	2,786,873	2,812,066
California	22,179,908	22,933,424	23,260,156	24,259,199	24,782,321
Colorado	2,878,047	3,581,629	4,003,289	4,538,042	4,903,243
Connecticut	3,077,161	3,087,925	3,097,352	2,974,211	2,884,649
Delaware	653,536	748,539	826,015	886,695	923,962
District of Columbia	572,443	526,780	549,190	638,171	694,538
Florida	11,436,070	13,330,434	14,593,896	15,967,721	16,854,275
Georgia	6,403,316	7,785,727	8,854,430	9,593,600	10,042,942
Hawaii	1,032,113	1,125,530	1,241,691	1,284,237	1,301,009
Idaho	959,470	1,196,392	1,393,898	1,543,848	1,654,919
Illinois	10,541,612	10,889,996	10,806,213	10,503,876	10,287,208
Indiana	5,459,197	5,874,540	6,098,459	6,230,461	6,310,505
Iowa	2,749,095	2,845,653	2,897,305	2,974,843	3,028,320
Kansas	2,388,017	2,503,048	2,556,170	2,563,442	2,557,927
Kentucky	3,672,868	3,988,291	4,214,017	4,310,253	4,360,841
Louisiana	4,129,519	4,362,888	4,350,678	4,456,732	4,498,754
Maine	1,225,122	1,267,651	1,310,573	1,315,413	1,319,603
Maryland	4,673,420	5,079,879	5,312,890	5,455,470	5,493,657
Massachusetts	5,733,324	5,927,493	5,931,388	6,069,749	6,128,404
Michigan	9,109,073	9,625,400	9,438,985	9,465,612	9,491,373
Minnesota	4,336,153	4,788,391	5,058,994	5,343,864	5,530,466
Mississippi	2,564,096	2,808,321	2,888,511	2,884,922	2,873,420
Missouri	5,067,931	5,487,426	5,781,776	5,876,866	5,933,923
Montana	788,684	885,582	961,655	1,028,253	1,072,631
Nebraska	1,545,195	1,618,315	1,660,815	1,723,860	1,761,320
Nevada	1,092,944	1,618,481	1,983,800	2,189,841	2,341,769
New Hampshire	1,101,098	1,219,185	1,279,775	1,298,034	1,309,735
New Jersey	7,008,951	7,301,718	7,237,526	7,126,864	7,026,383
New Mexico	937,008	1,051,216	1,106,681	1,055,942	1,021,657
New York	15,790,694	16,107,464	15,971,755	16,012,006	15,961,191
North Carolina	6,586,898	7,696,405	8,767,472	9,468,965	9,905,553
North Dakota	633,511	634,189	660,715	748,829	816,273
Ohio	10,724,760	11,144,045	11,182,617	11,233,185	11,278,316
Oklahoma	3,063,362	3,273,270	3,426,251	3,534,756	3,586,764
Oregon	2,746,163	3,151,449	3,384,698	3,680,540	3,886,451
Pennsylvania	11,669,572	11,885,799	11,984,786	11,805,281	11,648,603
Rhode Island	959,745	958,614	921,411	887,483	865,642
South Carolina	3,470,788	3,927,753	4,399,156	4,856,519	5,168,039
South Dakota	692,484	744,849	793,739	850,428	886,368
Tennessee	4,862,081	5,578,147	6,064,420	6,439,695	6,670,167
Texas	12,676,389	14,204,631	15,725,048	17,618,858	18,872,282
Utah	1,645,689	2,040,146	2,414,600	2,755,296	2,988,581
Vermont	561,286	604,062	616,550	609,669	605,296
Virginia	6,056,181	6,771,549	7,387,013	7,741,751	7,912,799
Washington	4,685,210	5,463,559	5,979,915	6,626,324	7,053,368
West Virginia	1,784,773	1,794,674	1,831,933	1,767,601	1,720,490
Wisconsin	4,811,028	5,178,628	5,352,688	5,407,960	5,436,785
Wyoming	428,166	462,301	513,841	520,740	519,688

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 38

**The Nation's Largest Consumer Markets in 2019
(billions of dollars)**

Rank	Total Buying Power	
1	California	2,251.0
2	Texas	1,337.0
3	New York	1,191.0
4	Florida	1,006.0
5	Illinois	663.0
6	Pennsylvania	651.0
7	New Jersey	545.0
8	Ohio	521.0
9	Georgia	453.0
10	North Carolina	444.0

Rank	White Buying Power		Black Buying Power		American Indian Buying Power	
1	California	1,686.5	Texas	133.8	California	22.7
2	Texas	1,090.6	New York	131.0	Oklahoma	11.2
3	New York	928.2	Georgia	106.2	Texas	10.9
4	Florida	849.5	California	105.9	Arizona	7.7
5	Pennsylvania	568.3	Florida	105.6	New York	6.8
6	Illinois	551.1	Maryland	81.8	New Mexico	5.0
7	Ohio	455.6	North Carolina	68.5	Washington	4.6
8	New Jersey	419.5	Virginia	60.7	North Carolina	4.3
9	Michigan	373.3	Illinois	58.1	Florida	4.0
10	Massachusetts	371.0	New Jersey	52.1	Alaska	3.5

Rank	Asian Buying Power		Multiracial Buying Power		Hispanic Buying Power	
1	California	382.8	California	53.5	California	452.6
2	New York	104.7	New York	17.7	Texas	315.5
3	Texas	87.8	Texas	17.2	Florida	190.7
4	New Jersey	64.7	Florida	13.3	New York	129.7
5	Washington	46.3	Hawaii	12.3	Illinois	62.7
6	Illinois	44.4	Washington	11.5	New Jersey	62.7
7	Virginia	35.4	Virginia	8.0	Arizona	53.6
8	Florida	34.0	Illinois	7.0	Colorado	34.3
9	Hawaii	33.8	Oklahoma	6.6	New Mexico	29.0
10	Massachusetts	30.6	New Jersey	6.4	Washington	28.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 39

**The Nation's Fast-Growing Consumer Markets in 2010-2019
(percent)**

Rank	Percentage Change in Total Buying Power		Percentage Change in White Buying Power		Percentage Change in Black Buying Power	
1	Utah	65.5	Utah	63.4	North Dakota	331.1
2	Washington	64.2	Colorado	61.3	South Dakota	116.5
3	Colorado	63.3	District of Columbia	59.5	Idaho	101.9
4	Idaho	55.3	Washington	57.2	Hawaii	101.2
5	California	55.3	Idaho	54.1	Wyoming	98.3
6	Oregon	55.2	Oregon	51.7	Washington	84.2
7	District of Columbia	53.3	California	48.2	Utah	78.9
8	Florida	50.8	South Carolina	48.1	Arizona	78.6
9	Texas	50.4	Florida	48.0	Nevada	77.5
10	Arizona	50.3	Arizona	46.6	Montana	77.3

Rank	Percentage Change in American Indian Buying Power		Percentage Change in Asian Buying Power		Percentage Change in Hispanic Buying Power	
1	Utah	81.2	Vermont	128.7	North Dakota	178.6
2	Washington	70.1	Washington	126.4	District of Columbia	104.8
3	Idaho	68.6	Indiana	118.5	Montana	97.4
4	Colorado	65.3	South Dakota	117.6	Washington	93.8
5	Tennessee	63.6	Utah	115.6	South Dakota	93.3
6	Arizona	63.6	North Carolina	115.5	New Hampshire	92.7
7	Florida	63.0	Texas	112.6	Massachusetts	87.6
8	Oregon	61.6	Oregon	110.2	Pennsylvania	86.5
9	Nebraska	61.6	Georgia	110.1	Idaho	86.0
10	Rhode Island	60.5	North Dakota	108.3	Oregon	84.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 40

**The Nation's Most Concentrated Consumer Markets in 2019
(percent)**

Rank	White		Black		American Indian	
	Share of	Total Buying Power	Share of	Total Buying Power	Share of	Total Buying Power
1	Maine	96.7	Mississippi	25.5	Alaska	8.3
2	Vermont	96.1	Maryland	23.7	Oklahoma	6.6
3	Wyoming	95.1	Georgia	23.5	New Mexico	6.2
4	Idaho	95.1	District of Columbia	23.2	South Dakota	3.2
5	West Virginia	95.0	Louisiana	20.6	Montana	3.2
6	New Hampshire	95.0	Alabama	18.7	Arizona	2.6
7	Montana	94.2	South Carolina	17.9	North Dakota	2.5
8	Iowa	94.1	Delaware	17.3	Wyoming	1.5
9	Utah	93.2	North Carolina	15.4	Nevada	1.1
10	South Dakota	93.0	Virginia	13.8	Oregon	1.1

Rank	Asian		Multiracial		Hispanic	
	Share of	Total Buying Power	Share of	Total Buying Power	Share of	Total Buying Power
1	Hawaii	46.7	Hawaii	17.0	New Mexico	35.5
2	California	17.0	Alaska	4.5	Texas	23.6
3	New Jersey	11.9	Oklahoma	3.9	California	20.1
4	Washington	10.7	Nevada	2.7	Florida	19.0
5	Nevada	9.4	Washington	2.7	Arizona	18.1
6	New York	8.8	California	2.4	Nevada	17.1
7	Virginia	8.0	Oregon	2.2	New Jersey	11.5
8	Maryland	7.4	District of Columbia	2.1	Colorado	11.5
9	Massachusetts	7.1	Virginia	1.8	New York	10.9
10	Illinois	6.7	Colorado	1.8	Illinois	9.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 41

**States Ranked by the Dollar Value of Buying Power,
by Race and Hispanic Origin, in 2019**

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

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 42

**States Ranked by Percentage Change in Buying Power,
by Race and Hispanic Origin, 2010-2019**

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

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 43**States Ranked by Market Share, by Race and Hispanic Origin,
in 2019**

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

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Table 44

**Average Annual Spending Per Household and Item Share
for All Consumers, 2017-2018**

Item	Average Spending per Household, All Consumers (dollars)	Item Share (percent)
AVERAGE ANNUAL EXPENDITURES	60,815	100.0
FOOD AT HOME	4,445	7.3
FOOD AWAY FROM HOME	3,424	5.6
ALCOHOLIC BEVERAGES	574	0.9
HOUSING	20,001	32.9
Shelter	11,807	19.4
Utilities, fuels, and public services	3,956	6.5
<i>Natural gas</i>	406	0.7
<i>Electricity</i>	1,462	2.4
<i>Fuel oil and other fuels</i>	112	0.2
<i>Telephone services, VOIP, phone cards</i>	231	0.4
<i>Cellular phone services</i>	1,151	1.9
<i>Water and other public services</i>	594	1.0
Household operations	1,490	2.5
Housekeeping supplies	750	1.2
Household furnishings and equipment	1,998	3.3
<i>Household textiles</i>	107	0.2
<i>Furniture</i>	518	0.9
<i>Floor coverings</i>	30	0.0
<i>Major appliances</i>	289	0.5
<i>Small appliances & misc. housewares</i>	121	0.2
<i>Miscellaneous household equipment</i>	933	1.5
APPAREL & SERVICES	1,850	3.0
<i>Men and boys</i>	442	0.7
<i>Women and girls</i>	698	1.1
<i>Children under 2</i>	81	0.1
<i>Footwear</i>	387	0.6
<i>Other apparel products and services</i>	244	0.4
TRANSPORTATION	9,735	16.0
Vehicle purchases (net outlay)	4,134	6.8
<i>Cars and trucks, new</i>	1,985	3.3
<i>Cars and trucks, used</i>	2,068	3.4
<i>Other vehicles</i>	81	0.1
Gasoline and motor oil	2,055	3.4
Other vehicle expenses	2,771	4.6
<i>Finance charges</i>	218	0.4
<i>Maintenance, repairs</i>	892	1.5
<i>Insurance</i>	925	1.5
<i>Rental, leases, licenses, other</i>	735	1.2
<i>Public transportation</i>	776	1.3
HEALTH CARE	4,924	8.1
<i>Health insurance</i>	3,395	5.6
<i>Medical services</i>	873	1.4
<i>Drugs</i>	489	0.8
<i>Medical supplies</i>	167	0.3
ENTERTAINMENT	3,379	5.6
<i>Fees and admissions</i>	753	1.2
<i>Television, radios, sound equipment</i>	1,055	1.7
<i>Pets, toys, hobbies, playground equipment</i>	845	1.4
<i>Other</i>	725	1.2
PERSONAL CARE PRODUCTS & SERVICES	764	1.3
READING	108	0.2
EDUCATION	1,505	2.5
TOBACCO PRODUCTS & SMOKING SUPPLIES	336	0.6
MISCELLANEOUS	1,027	1.7
CASH CONTRIBUTIONS	1,840	3.0
PERSONAL INSURANCE & PENSIONS	6,904	11.4
<i>Life and other personal insurance</i>	429	0.7
<i>Pensions and Social Security</i>	6,474	10.6

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, 2019.

Table 45

**Average Annual Spending Per Household and Shares
for Black and Non-Black Consumers, 2017-2018**

Item	Black Consumers		Non-Black Consumers		Difference in Share (percent)
	Average Spending Per Household (dollars)	Share of Total (percent)	Average Spending Per Household (dollars)	Share of Total (percent)	
AVERAGE ANNUAL EXPENDITURES	44,258	100.0	63,325	100.0	0.0
FOOD AT HOME	3,286	7.4	4,616	7.3	0.1
FOOD AWAY FROM HOME	2,228	5.0	3,601	5.7	-0.7
ALCOHOLIC BEVERAGES	256	0.6	621	1.0	-0.4
HOUSING	16,202	36.6	20,579	32.5	4.1
Shelter	9,777	22.1	12,119	19.1	3.0
Utilities, fuels, and public services	3,668	8.3	4,001	6.3	2.0
<i>Natural gas</i>	425	1.0	404	0.6	0.3
<i>Electricity</i>	1,427	3.2	1,467	2.3	0.9
<i>Fuel oil and other fuels</i>	38	0.1	124	0.2	-0.1
<i>Telephone services, VOIP, phone cards</i>	231	0.5	231	0.4	0.2
<i>Cellular phone services</i>	1,059	2.4	1,165	1.8	0.6
<i>Water and other public services</i>	488	1.1	610	1.0	0.1
Household operations	1,072	2.4	1,554	2.5	-0.0
Housekeeping supplies	556	1.3	778	1.2	0.0
Household furnishings and equipment	1,129	2.6	2,128	3.4	-0.8
<i>Household textiles</i>	49	0.1	116	0.2	-0.1
<i>Furniture</i>	361	0.8	542	0.9	-0.0
<i>Floor coverings</i>	13	0.0	33	0.1	-0.0
<i>Major appliances</i>	189	0.4	305	0.5	-0.1
<i>Small appliances & misc. housewares</i>	67	0.2	128	0.2	-0.1
<i>Miscellaneous household equipment</i>	450	1.0	1,004	1.6	-0.6
APPAREL & SERVICES	1,610	3.6	1,885	3.0	0.7
<i>Men and boys</i>	352	0.8	455	0.7	0.1
<i>Women and girls</i>	539	1.2	721	1.1	0.1
<i>Children under 2</i>	55	0.1	85	0.1	-0.0
<i>Footwear</i>	406	0.9	384	0.6	0.3
<i>Other apparel products and services</i>	258	0.6	241	0.4	0.2
TRANSPORTATION	6,967	15.7	10,158	16.0	-0.3
Vehicle purchases (net outlay)	2,592	5.9	4,370	6.9	-1.0
<i>Cars and trucks, new</i>	914	2.1	2,149	3.4	-1.3
<i>Cars and trucks, used</i>	1,622	3.7	2,136	3.4	0.3
<i>Other vehicles</i>	56	0.1	85	0.1	-0.0
Gasoline and motor oil	1,693	3.8	2,110	3.3	0.5
Other vehicle expenses	2,122	4.8	2,869	4.5	0.3
<i>Finance charges</i>	197	0.4	222	0.4	0.1
<i>Maintenance, repairs</i>	638	1.4	931	1.5	-0.0
<i>Insurance</i>	723	1.6	955	1.5	0.1
<i>Rental, leases, licenses, other</i>	563	1.3	762	1.2	0.1
Public transportation	560	1.3	809	1.3	-0.0
HEALTH CARE	3,069	6.9	5,207	8.2	-1.3
<i>Health insurance</i>	2,427	5.5	3,544	5.6	-0.1
<i>Medical services</i>	339	0.8	955	1.5	-0.7
<i>Drugs</i>	227	0.5	528	0.8	-0.3
<i>Medical supplies</i>	76	0.2	181	0.3	-0.1
ENTERTAINMENT	1,667	3.8	3,637	5.7	-2.0
<i>Fees and admissions</i>	307	0.7	821	1.3	-0.6
<i>Television, radios, sound equipment</i>	929	2.1	1,074	1.7	0.4
<i>Pets, toys, and playground equipment</i>	323	0.8	924	1.5	-0.7
<i>Other</i>	108	0.2	819	1.3	-1.0
PERSONAL CARE PRODUCTS & SERVICES	705	1.6	772	1.2	0.4
READING	50	0.1	116	0.2	-0.1
EDUCATION	997	2.3	1,582	2.5	-0.2
TOBACCO PRODUCTS & SMOKING SUPPLIES	280	0.6	345	0.5	0.1
MISCELLANEOUS	735	1.7	1,071	1.7	-0.0
CASH CONTRIBUTIONS	1,391	3.1	1,909	3.0	0.1
PERSONAL INSURANCE & PENSIONS	4,816	10.9	7,224	11.4	-0.5
<i>Life and other personal insurance</i>	362	0.8	440	0.7	0.1
<i>Pensions and Social Security</i>	4,454	10.1	6,784	10.7	-0.6

Source: Selig Center for Economic Growth, based on data from the Consumer Expenditure Survey, 2019.

Table 46

**Average Annual Spending Per Household and Shares
for Asian and All Consumers, 2017-2018**

Item	Asian Consumers		All Consumers		Difference in Share (percent)
	Average Spending Per Household (dollars)	Share of Total (percent)	Average Spending Per Household (dollars)	Share of Total (percent)	
AVERAGE ANNUAL EXPENDITURES	75,103	100.0	60,815	100.0	0.0
FOOD AT HOME	5,257	7.0	4,445	7.3	-0.3
FOOD AWAY FROM HOME	4,472	6.0	3,424	5.6	0.3
ALCOHOLIC BEVERAGES	405	0.5	574	0.9	-0.4
HOUSING	26,414	35.2	20,001	32.9	2.3
Shelter	17,789	23.7	11,807	19.4	4.3
Utilities, fuels, and public services	3,824	5.1	3,956	6.5	-1.4
<i>Natural gas</i>	452	0.6	406	0.7	-0.1
<i>Electricity</i>	1,253	1.7	1,462	2.4	-0.7
<i>Fuel oil and other fuels</i>	79	0.1	112	0.2	-0.1
<i>Telephone services, VOIP, phone cards</i>	166	0.2	231	0.4	-0.2
<i>Cellular phone services</i>	1,181	1.6	1,151	1.9	-0.3
<i>Water and other public services</i>	692	0.9	594	1.0	-0.1
Household operations	2,060	2.7	1,490	2.5	0.3
Housekeeping supplies	522	0.7	750	1.2	-0.5
Household furnishings and equipment	2,218	3.0	1,998	3.3	-0.3
<i>Household textiles</i>	100	0.1	107	0.2	-0.0
<i>Furniture</i>	651	0.9	518	0.9	0.0
<i>Floor coverings</i>	8	0.0	30	0.0	-0.0
<i>Major appliances</i>	312	0.4	289	0.5	-0.1
<i>Small appliances & misc. housewares</i>	118	0.2	121	0.2	-0.0
<i>Miscellaneous household equipment</i>	1,029	1.4	933	1.5	-0.2
APPAREL & SERVICES	2,663	3.5	1,850	3.0	0.5
<i>Men and boys</i>	678	0.9	442	0.7	0.2
<i>Women and girls</i>	943	1.3	698	1.1	0.1
<i>Children under 2</i>	154	0.2	81	0.1	0.1
<i>Footwear</i>	521	0.7	387	0.6	0.1
<i>Other apparel products and services</i>	367	0.5	244	0.4	0.1
TRANSPORTATION	11,666	15.5	9,735	16.0	-0.5
Vehicle purchases (net outlay)	5,044	6.7	4,134	6.8	-0.1
<i>Cars and trucks, new</i>	3,794	5.1	1,985	3.3	1.8
<i>Cars and trucks, used</i>	1,123	1.5	2,068	3.4	-1.9
<i>Other vehicles</i>	127	0.2	81	0.1	0.0
Gasoline and motor oil	2,121	2.8	2,055	3.4	-0.6
Other vehicle expenses	2,733	3.6	2,771	4.6	-0.9
<i>Finance charges</i>	167	0.2	218	0.4	-0.1
<i>Maintenance, repairs</i>	778	1.0	892	1.5	-0.4
<i>Insurance</i>	686	0.9	925	1.5	-0.6
<i>Rental, leases, licenses, other</i>	1,102	1.5	735	1.2	0.3
Public transportation	1,768	2.4	776	1.3	1.1
HEALTH CARE	4,343	5.8	4,924	8.1	-2.3
<i>Health insurance</i>	3,259	4.3	3,395	5.6	-1.2
<i>Medical services</i>	685	0.9	873	1.4	-0.5
<i>Drugs</i>	265	0.4	489	0.8	-0.5
<i>Medical supplies</i>	135	0.2	167	0.3	-0.1
ENTERTAINMENT	2,937	3.9	3,379	5.6	-1.6
<i>Fees and admissions</i>	1,349	1.8	753	1.2	0.6
<i>Television, radios, sound equipment</i>	857	1.1	1,055	1.7	-0.6
<i>Pets, toys, and playground equipment</i>	421	0.6	845	1.4	-0.8
<i>Other</i>	310	0.4	725	1.2	-0.8
PERSONAL CARE PRODUCTS & SERVICES	746	1.0	764	1.3	-0.3
READING	94	0.1	108	0.2	-0.1
EDUCATION	3,776	5.0	1,505	2.5	2.6
TOBACCO PRODUCTS & SMOKING SUPPLIES	126	0.2	336	0.6	-0.4
MISCELLANEOUS	957	1.3	1,027	1.7	-0.4
CASH CONTRIBUTIONS	1,538	2.0	1,840	3.0	-1.0
PERSONAL INSURANCE & PENSIONS	9,708	12.9	6,904	11.4	1.6
<i>Life and other personal insurance</i>	482	0.6	429	0.7	-0.1
<i>Pensions and Social Security</i>	9,227	12.3	6,474	10.6	1.6

Source: Selig Center for Economic Growth, based on data from the Consumer Expenditure Survey, 2019.

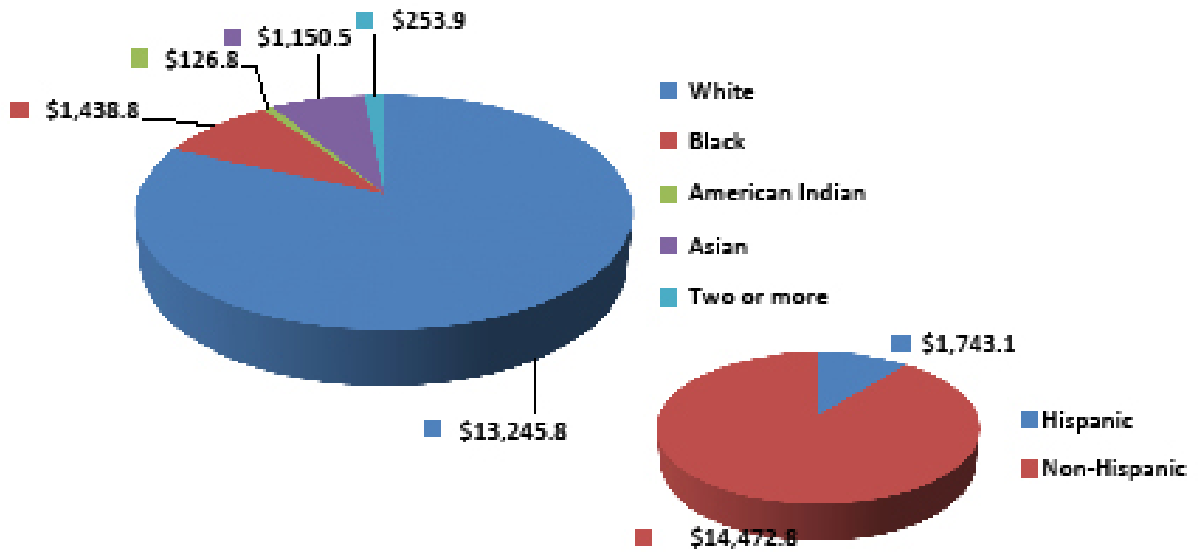
Table 47

**Average Annual Spending Per Household and Shares
for Hispanic and Non-Hispanic Consumers, 2017-2018**

Item	Hispanic Consumers		Non-Hispanic Consumers		Difference in Share (percent)
	Average Spending Per Consumer (dollars)	Share of Total (percent)	Average Spending Per Consumer (dollars)	Share of Total (percent)	
AVERAGE ANNUAL EXPENDITURES	50,891	100.0	62,365	100.0	0.0
FOOD AT HOME	4,300	8.4	4,468	7.2	1.3
FOOD AWAY FROM HOME	3,272	6.4	3,447	5.5	0.9
ALCOHOLIC BEVERAGES	343	0.7	610	1.0	-0.3
HOUSING	18,695	36.7	20,205	32.4	4.3
Shelter	11,545	22.7	11,848	19.0	3.7
Utilities, fuels, and public services	3,751	7.4	3,989	6.4	1.0
<i>Natural gas</i>	331	0.7	418	0.7	-0.0
<i>Electricity</i>	1,337	2.6	1,481	2.4	0.3
<i>Fuel oil and other fuels</i>	47	0.1	123	0.2	-0.1
<i>Telephone services, VOIP, phone cards</i>	133	0.3	246	0.4	-0.1
<i>Cellular phone services</i>	1,313	2.6	1,125	1.8	0.8
<i>Water and other public services</i>	589	1.2	595	1.0	0.2
Household operations	1,053	2.1	1,558	2.5	-0.4
Housekeeping supplies	628	1.2	769	1.2	0.0
Household furnishings and equipment	1,717	3.4	2,041	3.3	0.1
<i>Household textiles</i>	101	0.2	108	0.2	0.0
<i>Furniture</i>	612	1.2	503	0.8	0.4
<i>Floor coverings</i>	12	0.0	33	0.1	-0.0
<i>Major appliances</i>	315	0.6	285	0.5	0.2
<i>Small appliances & misc. housewares</i>	81	0.2	127	0.2	-0.0
<i>Miscellaneous household equipment</i>	597	1.2	985	1.6	-0.4
APPAREL & SERVICES	2,097	4.1	1,812	2.9	1.2
<i>Men and boys</i>	554	1.1	424	0.7	0.4
<i>Women and girls</i>	641	1.3	706	1.1	0.1
<i>Children under 2</i>	125	0.2	74	0.1	0.1
<i>Footwear</i>	532	1.0	364	0.6	0.5
<i>Other apparel products and services</i>	245	0.5	243	0.4	0.1
TRANSPORTATION	8,210	16.1	9,973	16.0	0.1
Vehicle purchases (net outlay)	2,994	5.9	4,312	6.9	-1.0
<i>Cars and trucks, new</i>	864	1.7	2,160	3.5	-1.8
<i>Cars and trucks, used</i>	2,061	4.0	2,069	3.3	0.7
<i>Other vehicles</i>	68	0.1	83	0.1	0.0
Gasoline and motor oil	2,258	4.4	2,023	3.2	1.2
Other vehicle expenses	2,283	4.5	2,847	4.6	-0.1
<i>Finance charges</i>	205	0.4	221	0.4	0.0
<i>Maintenance, repairs</i>	734	1.4	917	1.5	-0.0
<i>Insurance</i>	775	1.5	949	1.5	0.0
<i>Rental, leases, licenses, other</i>	568	1.1	761	1.2	-0.1
Public transportation	675	1.3	791	1.3	0.1
HEALTH CARE	3,059	6.0	5,215	8.4	-2.4
<i>Health insurance</i>	2,197	4.3	3,583	5.7	-1.4
<i>Medical services</i>	538	1.1	925	1.5	-0.4
<i>Drugs</i>	237	0.5	528	0.8	-0.4
<i>Medical supplies</i>	87	0.2	180	0.3	-0.1
ENTERTAINMENT	2,134	4.2	3,573	5.7	-1.5
<i>Fees and admissions</i>	447	0.9	801	1.3	-0.4
<i>Television, radios, sound equipment</i>	914	1.8	1,077	1.7	0.1
<i>Pets, toys, and playground equipment</i>	460	0.9	905	1.5	-0.5
<i>Other</i>	313	0.6	790	1.3	-0.7
PERSONAL CARE PRODUCTS & SERVICES	695	1.4	774	1.2	0.1
READING	54	0.1	116	0.2	-0.1
EDUCATION	884	1.7	1,602	2.6	-0.8
TOBACCO PRODUCTS & SMOKING SUPPLIES	142	0.3	367	0.6	-0.3
MISCELLANEOUS	644	1.3	1,087	1.7	-0.5
CASH CONTRIBUTIONS	942	1.9	1,980	3.2	-1.3
PERSONAL INSURANCE & PENSIONS	5,420	10.7	7,136	11.4	-0.8
<i>Life and other personal insurance</i>	231	0.5	480	0.8	-0.3
<i>Pensions and Social Security</i>	5,189	10.2	6,675	10.7	-0.5

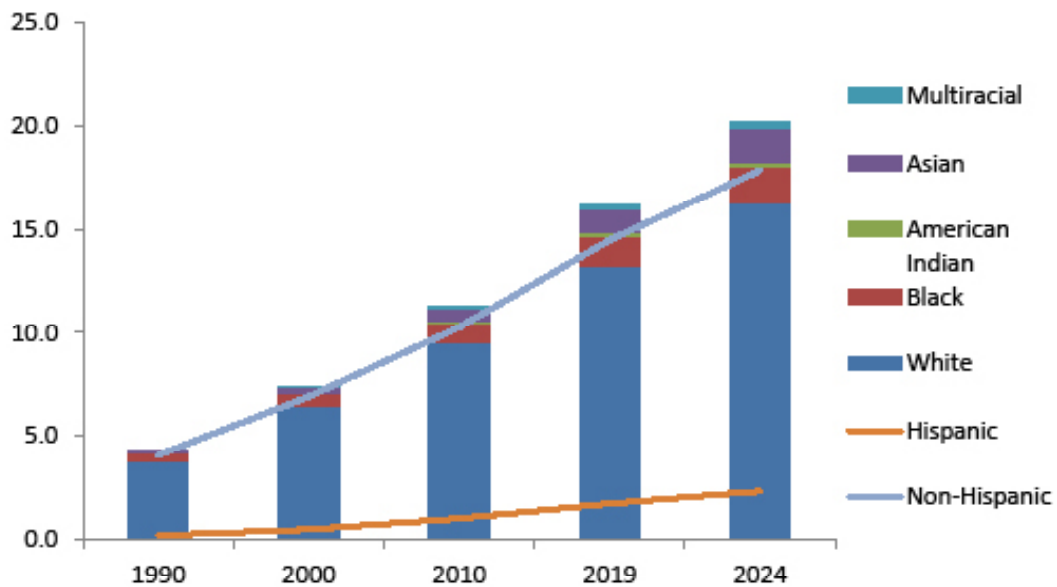
Source: Selig Center for Economic Growth, based on data from the Consumer Expenditure Survey, 2019.

Buying Power by Race and Hispanic Origin, United States, 2019
(billions of dollars)



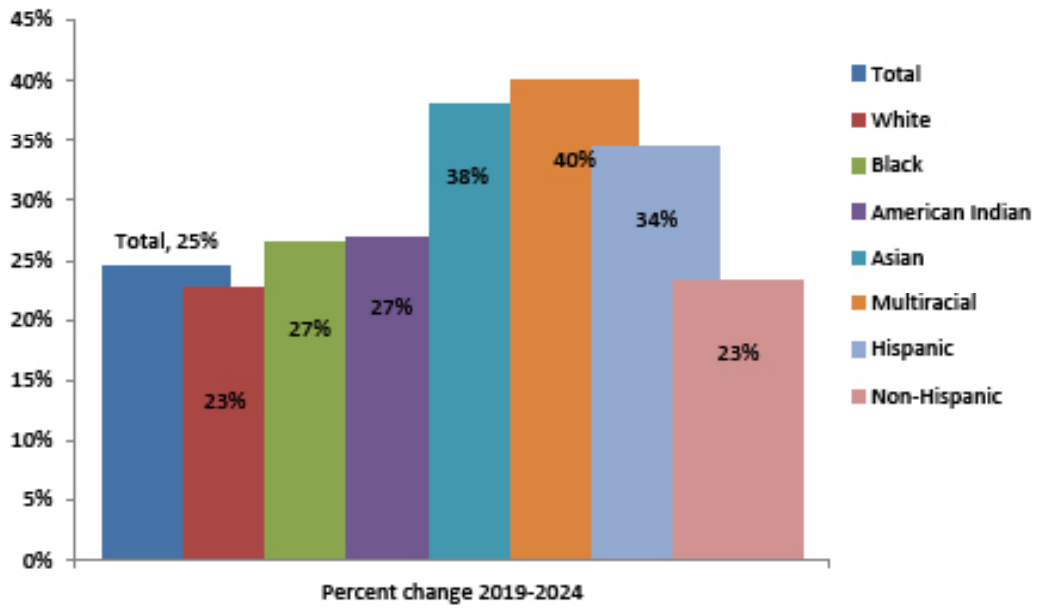
Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Buying Power by Race and Hispanic Origin, United States, 1990-2024, Selected Years
(trillions of dollars)



Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Projected Change in Buying Power, by Race and Hispanic Origin, United States, 2019-2024



Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



Part 2

**MULTICULTURAL
ECONOMY**

State Statistics

The Multicultural Economy
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ALABAMA

Alabama

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Alabama</u>	<u>State Rank</u>
Total	16,215,910,296	194,085,303	26
White	13,245,784,818	150,882,181	27
Black	1,438,827,491	36,264,071	17
American Indian	126,833,693	1,267,695	27
Asian	1,150,521,472	3,702,404	32
Multiracial	253,942,822	1,968,951	28
Hispanic/ Latino	1,743,098,296	4,970,325	35
Non Hispanic	14,472,812,000	189,114,977	26

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	148,758,800	25
White	9,497,487,101	118,211,841	26
Black	971,493,505	26,281,938	15
American Indian	83,557,368	882,225	26
Asian	607,201,613	2,149,675	31
Multiracial	146,251,114	1,233,120	30
Hispanic/ Latino	1,031,018,949	3,534,557	32
Non Hispanic	10,274,971,751	145,224,243	25

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Alabama

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Alabama 2010-2019</u>	<u>State Rank</u>
Total	43.4	30.5	44
White	39.5	27.6	44
Black	48.1	38.0	41
American Indian	51.8	43.7	33
Asian	89.5	72.2	43
Multiracial	73.6	59.7	34
Hispanic/ Latino	69.1	40.6	51
Non Hispanic	40.9	30.2	42

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Alabama

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2019</u>	<u>Alabama 2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	79.5	77.7
Black	8.6	8.9	17.7	18.7
American Indian	0.7	0.8	0.6	0.7
Asian	5.4	7.1	1.4	1.9
Multiracial	1.3	1.6	0.8	1.0
Hispanic/ Latino	9.1	10.7	2.4	2.6
Non Hispanic	90.9	89.3	97.6	97.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

ALASKA

Alaska

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Alaska</u>	<u>State Rank</u>
Total	16,215,910,296	41,697,744	47
White	13,245,784,818	32,570,160	48
Black	1,438,827,491	1,370,149	43
American Indian	126,833,693	3,453,417	10
Asian	1,150,521,472	2,415,853	38
Multiracial	253,942,822	1,888,165	30
Hispanic/ Latino	1,743,098,296	2,226,527	43
Non Hispanic	14,472,812,000	39,471,217	48

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Alaska

Table 2

Buying Power for 2010
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Alaska</u>	<u>State Rank</u>
Total	11,305,990,700	32,492,400	47
White	9,497,487,101	26,047,652	45
Black	971,493,505	945,887	41
American Indian	83,557,368	2,638,696	9
Asian	607,201,613	1,526,648	35
Multiracial	146,251,114	1,333,518	28
Hispanic/ Latino	1,031,018,949	1,255,096	44
Non Hispanic	10,274,971,751	31,237,304	47

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Alaska

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Alaska 2010-2019</u>	<u>State Rank</u>
Total	43.4	28.3	46
White	39.5	25.0	46
Black	48.1	44.9	32
American Indian	51.8	30.9	49
Asian	89.5	58.2	48
Multiracial	73.6	41.6	49
Hispanic/ Latino	69.1	77.4	14
Non Hispanic	40.9	26.4	46

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Alaska

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2019</u>	<u>Alaska 2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	80.2	78.1
Black	8.6	8.9	2.9	3.3
American Indian	0.7	0.8	8.1	8.3
Asian	5.4	7.1	4.7	5.8
Multiracial	1.3	1.6	4.1	4.5
Hispanic/ Latino	9.1	10.7	3.9	5.3
Non Hispanic	90.9	89.3	96.1	94.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

ARIZONA

Arizona

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Arizona</u>	<u>State Rank</u>
Total	16,215,910,296	296,922,902	18
White	13,245,784,818	259,453,049	17
Black	1,438,827,491	11,650,128	26
American Indian	126,833,693	7,698,051	4
Asian	1,150,521,472	13,279,523	17
Multiracial	253,942,822	4,842,151	19
Hispanic/ Latino	1,743,098,296	53,612,705	7
Non Hispanic	14,472,812,000	243,310,197	22

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	197,603,900	21
White	9,497,487,101	176,989,033	21
Black	971,493,505	6,524,492	29
American Indian	83,557,368	4,705,314	4
Asian	607,201,613	6,830,827	19
Multiracial	146,251,114	2,554,233	19
Hispanic/ Latino	1,031,018,949	31,365,118	7
Non Hispanic	10,274,971,751	166,238,782	22

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Arizona

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Arizona 2010-2019</u>	<u>State Rank</u>
Total	43.4	50.3	10
White	39.5	46.6	10
Black	48.1	78.6	8
American Indian	51.8	63.6	6
Asian	89.5	94.4	21
Multiracial	73.6	89.6	8
Hispanic/ Latino	69.1	70.9	23
Non Hispanic	40.9	46.4	10

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Arizona

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Arizona</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	89.6	87.4
Black	8.6	8.9	3.3	3.9
American Indian	0.7	0.8	2.4	2.6
Asian	5.4	7.1	3.5	4.5
Multiracial	1.3	1.6	1.3	1.6
Hispanic/ Latino	9.1	10.7	15.9	18.1
Non Hispanic	90.9	89.3	84.1	81.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



ARKANSAS

Arkansas

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Arkansas</u>	<u>State Rank</u>
Total	16,215,910,296	120,636,874	34
White	13,245,784,818	102,885,092	34
Black	1,438,827,491	12,547,455	24
American Indian	126,833,693	977,262	33
Asian	1,150,521,472	2,658,249	36
Multiracial	253,942,822	1,568,817	35
Hispanic/ Latino	1,743,098,296	5,306,658	33
Non Hispanic	14,472,812,000	115,330,216	33

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	85,363,200	33
White	9,497,487,101	73,946,596	34
Black	971,493,505	8,569,703	24
American Indian	83,557,368	627,068	34
Asian	607,201,613	1,320,224	37
Multiracial	146,251,114	899,609	36
Hispanic/ Latino	1,031,018,949	3,037,176	34
Non Hispanic	10,274,971,751	82,326,024	33

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Arkansas

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Arkansas 2010-2019</u>	<u>State Rank</u>
Total	43.4	41.3	19
White	39.5	39.1	18
Black	48.1	46.4	30
American Indian	51.8	55.8	16
Asian	89.5	101.3	15
Multiracial	73.6	74.4	19
Hispanic/ Latino	69.1	74.7	16
Non Hispanic	40.9	40.1	19

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Arkansas

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Arkansas</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	86.6	85.3
Black	8.6	8.9	10.0	10.4
American Indian	0.7	0.8	0.7	0.8
Asian	5.4	7.1	1.5	2.2
Multiracial	1.3	1.6	1.1	1.3
Hispanic/ Latino	9.1	10.7	3.6	4.4
Non Hispanic	90.9	89.3	96.4	95.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

CALIFORNIA

California

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>California</u>	<u>State Rank</u>
Total	16,215,910,296	2,251,397,918	1
White	13,245,784,818	1,686,461,414	1
Black	1,438,827,491	105,917,580	4
American Indian	126,833,693	22,676,677	1
Asian	1,150,521,472	382,822,220	1
Multiracial	253,942,822	53,520,026	1
Hispanic/ Latino	1,743,098,296	452,643,912	1
Non Hispanic	14,472,812,000	1,798,754,006	1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	1,449,667,200	1
White	9,497,487,101	1,137,698,708	1
Black	971,493,505	68,947,745	3
American Indian	83,557,368	14,695,190	1
Asian	607,201,613	198,787,654	1
Multiracial	146,251,114	29,537,903	1
Hispanic/ Latino	1,031,018,949	266,526,515	1
Non Hispanic	10,274,971,751	1,183,140,685	1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

California

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>California 2010-2019</u>	<u>State Rank</u>
Total	43.4	55.3	5
White	39.5	48.2	7
Black	48.1	53.6	22
American Indian	51.8	54.3	20
Asian	89.5	92.6	24
Multiracial	73.6	81.2	11
Hispanic/ Latino	69.1	69.8	25
Non Hispanic	40.9	52.0	6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

California

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>California</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	78.5	74.9
Black	8.6	8.9	4.8	4.7
American Indian	0.7	0.8	1.0	1.0
Asian	5.4	7.1	13.7	17.0
Multiracial	1.3	1.6	2.0	2.4
Hispanic/ Latino	9.1	10.7	18.4	20.1
Non Hispanic	90.9	89.3	81.6	79.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

COLORADO

Colorado

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Colorado</u>	<u>State Rank</u>
Total	16,215,910,296	298,757,975	17
White	13,245,784,818	271,303,050	15
Black	1,438,827,491	9,380,953	30
American Indian	126,833,693	2,855,737	11
Asian	1,150,521,472	9,856,771	22
Multiracial	253,942,822	5,361,465	16
Hispanic/ Latino	1,743,098,296	34,274,820	8
Non Hispanic	14,472,812,000	264,483,156	19

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	182,961,700	23
White	9,497,487,101	168,243,451	23
Black	971,493,505	5,427,923	32
American Indian	83,557,368	1,727,825	12
Asian	607,201,613	4,888,616	22
Multiracial	146,251,114	2,673,886	18
Hispanic/ Latino	1,031,018,949	19,860,521	9
Non Hispanic	10,274,971,751	163,101,179	23

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Colorado

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Colorado 2010-2019</u>	<u>State Rank</u>
Total	43.4	63.3	3
White	39.5	61.3	2
Black	48.1	72.8	15
American Indian	51.8	65.3	4
Asian	89.5	101.6	14
Multiracial	73.6	100.5	2
Hispanic/ Latino	69.1	72.6	18
Non Hispanic	40.9	62.2	3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Colorado

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Colorado</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	92.0	90.8
Black	8.6	8.9	3.0	3.1
American Indian	0.7	0.8	0.9	1.0
Asian	5.4	7.1	2.7	3.3
Multiracial	1.3	1.6	1.5	1.8
Hispanic/ Latino	9.1	10.7	10.9	11.5
Non Hispanic	90.9	89.3	89.1	88.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

CONNECTICUT

Connecticut

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Connecticut</u>	<u>State Rank</u>
Total	16,215,910,296	236,157,876	23
White	13,245,784,818	204,190,790	23
Black	1,438,827,491	16,407,454	22
American Indian	126,833,693	691,508	38
Asian	1,150,521,472	12,517,737	20
Multiracial	253,942,822	2,350,387	27
Hispanic/ Latino	1,743,098,296	19,472,459	18
Non Hispanic	14,472,812,000	216,685,417	23

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	194,778,700	22
White	9,497,487,101	172,639,556	22
Black	971,493,505	12,113,817	22
American Indian	83,557,368	506,472	37
Asian	607,201,613	7,820,899	16
Multiracial	146,251,114	1,697,956	25
Hispanic/ Latino	1,031,018,949	12,282,085	18
Non Hispanic	10,274,971,751	182,496,615	21

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Connecticut

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Connecticut 2010-2019</u>	<u>State Rank</u>
Total	43.4	21.2	51
White	39.5	18.3	51
Black	48.1	35.4	42
American Indian	51.8	36.5	46
Asian	89.5	60.1	45
Multiracial	73.6	38.4	51
Hispanic/ Latino	69.1	58.5	45
Non Hispanic	40.9	18.7	51

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Connecticut

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Connecticut</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	88.6	86.5
Black	8.6	8.9	6.2	6.9
American Indian	0.7	0.8	0.3	0.3
Asian	5.4	7.1	4.0	5.3
Multiracial	1.3	1.6	0.9	1.0
Hispanic/ Latino	9.1	10.7	6.3	8.2
Non Hispanic	90.9	89.3	93.7	91.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

DELAWARE

Delaware

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Delaware</u>	<u>State Rank</u>
Total	16,215,910,296	46,073,411	46
White	13,245,784,818	34,781,481	47
Black	1,438,827,491	7,965,731	33
American Indian	126,833,693	234,857	47
Asian	1,150,521,472	2,578,875	37
Multiracial	253,942,822	512,468	47
Hispanic/ Latino	1,743,098,296	2,491,131	41
Non Hispanic	14,472,812,000	43,582,280	46

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	33,148,500	45
White	9,497,487,101	25,999,627	46
Black	971,493,505	5,267,286	33
American Indian	83,557,368	164,940	47
Asian	607,201,613	1,383,826	36
Multiracial	146,251,114	332,821	47
Hispanic/ Latino	1,031,018,949	1,507,993	42
Non Hispanic	10,274,971,751	31,640,507	46

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Delaware

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Delaware 2010-2019</u>	<u>State Rank</u>
Total	43.4	39.0	23
White	39.5	33.8	30
Black	48.1	51.2	23
American Indian	51.8	42.4	38
Asian	89.5	86.4	29
Multiracial	73.6	54.0	39
Hispanic/ Latino	69.1	65.2	34
Non Hispanic	40.9	37.7	23

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Delaware

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Delaware</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	78.4	75.5
Black	8.6	8.9	15.9	17.3
American Indian	0.7	0.8	0.5	0.5
Asian	5.4	7.1	4.2	5.6
Multiracial	1.3	1.6	1.0	1.1
Hispanic/ Latino	9.1	10.7	4.5	5.4
Non Hispanic	90.9	89.3	95.5	94.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



DISTRICT OF COLUMBIA

District of Columbia

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>District of Columbia</u>	<u>State Rank</u>
Total	16,215,910,296	51,854,825	44
White	13,245,784,818	35,859,947	45
Black	1,438,827,491	12,041,246	25
American Indian	126,833,693	163,015	49
Asian	1,150,521,472	2,682,407	35
Multiracial	253,942,822	1,108,210	37
Hispanic/ Latino	1,743,098,296	4,116,416	40
Non Hispanic	14,472,812,000	47,738,409	44

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	33,829,600	44
White	9,497,487,101	22,482,564	50
Black	971,493,505	9,314,356	23
American Indian	83,557,368	111,672	48
Asian	607,201,613	1,308,786	38
Multiracial	146,251,114	612,222	38
Hispanic/ Latino	1,031,018,949	2,010,124	40
Non Hispanic	10,274,971,751	31,819,476	45

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

District of Columbia

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>District of Columbia 2010-2019</u>	<u>State Rank</u>
Total	43.4	53.3	7
White	39.5	59.5	3
Black	48.1	29.3	51
American Indian	51.8	46.0	29
Asian	89.5	105.0	12
Multiracial	73.6	81.0	12
Hispanic/ Latino	69.1	104.8	2
Non Hispanic	40.9	50.0	7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

District of Columbia

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2019</u>	<u>District of Columbia 2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	66.5	69.2
Black	8.6	8.9	27.5	23.2
American Indian	0.7	0.8	0.3	0.3
Asian	5.4	7.1	3.9	5.2
Multiracial	1.3	1.6	1.8	2.1
Hispanic/ Latino	9.1	10.7	5.9	7.9
Non Hispanic	90.9	89.3	94.1	92.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



FLORIDA

Florida

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Florida</u>	<u>State Rank</u>
Total	16,215,910,296	1,006,364,918	4
White	13,245,784,818	849,459,120	4
Black	1,438,827,491	105,601,594	5
American Indian	126,833,693	4,018,336	9
Asian	1,150,521,472	33,978,921	8
Multiracial	253,942,822	13,306,946	4
Hispanic/ Latino	1,743,098,296	190,729,128	3
Non Hispanic	14,472,812,000	815,635,790	4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	667,272,800	4
White	9,497,487,101	573,947,129	4
Black	971,493,505	65,804,583	5
American Indian	83,557,368	2,465,387	10
Asian	607,201,613	17,927,237	9
Multiracial	146,251,114	7,128,463	5
Hispanic/ Latino	1,031,018,949	106,431,008	3
Non Hispanic	10,274,971,751	560,841,792	4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Florida

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Florida 2010-2019</u>	<u>State Rank</u>
Total	43.4	50.8	8
White	39.5	48.0	9
Black	48.1	60.5	20
American Indian	51.8	63.0	7
Asian	89.5	89.5	27
Multiracial	73.6	86.7	9
Hispanic/ Latino	69.1	79.2	12
Non Hispanic	40.9	45.4	12

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Florida

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Florida</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	86.0	84.4
Black	8.6	8.9	9.9	10.5
American Indian	0.7	0.8	0.4	0.4
Asian	5.4	7.1	2.7	3.4
Multiracial	1.3	1.6	1.1	1.3
Hispanic/ Latino	9.1	10.7	16.0	19.0
Non Hispanic	90.9	89.3	84.0	81.0

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

GEORGIA

Georgia

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Georgia</u>	<u>State Rank</u>
Total	16,215,910,296	452,540,194	9
White	13,245,784,818	315,826,773	14
Black	1,438,827,491	106,169,126	3
American Indian	126,833,693	1,512,074	22
Asian	1,150,521,472	23,375,727	13
Multiracial	253,942,822	5,656,495	12
Hispanic/ Latino	1,743,098,296	25,658,554	13
Non Hispanic	14,472,812,000	426,881,640	9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	304,195,500	13
White	9,497,487,101	223,009,786	14
Black	971,493,505	65,852,925	4
American Indian	83,557,368	1,071,790	20
Asian	607,201,613	11,124,733	13
Multiracial	146,251,114	3,136,266	15
Hispanic/ Latino	1,031,018,949	15,524,671	11
Non Hispanic	10,274,971,751	288,670,829	13

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Georgia

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Georgia 2010-2019</u>	<u>State Rank</u>
Total	43.4	48.8	12
White	39.5	41.6	14
Black	48.1	61.2	19
American Indian	51.8	41.1	39
Asian	89.5	110.1	9
Multiracial	73.6	80.4	14
Hispanic/ Latino	69.1	65.3	32
Non Hispanic	40.9	47.9	9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Georgia

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Georgia</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	73.3	69.8
Black	8.6	8.9	21.6	23.5
American Indian	0.7	0.8	0.4	0.3
Asian	5.4	7.1	3.7	5.2
Multiracial	1.3	1.6	1.0	1.2
Hispanic/ Latino	9.1	10.7	5.1	5.7
Non Hispanic	90.9	89.3	94.9	94.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



HAWAII

Hawaii

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Hawaii</u>	<u>State Rank</u>
Total	16,215,910,296	72,275,622	39
White	13,245,784,818	24,290,740	51
Black	1,438,827,491	1,682,952	41
American Indian	126,833,693	241,240	46
Asian	1,150,521,472	33,788,800	9
Multiracial	253,942,822	12,271,890	5
Hispanic/ Latino	1,743,098,296	4,954,905	36
Non Hispanic	14,472,812,000	67,320,717	39

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	52,331,500	40
White	9,497,487,101	17,840,209	51
Black	971,493,505	836,558	42
American Indian	83,557,368	167,735	46
Asian	607,201,613	25,298,937	5
Multiracial	146,251,114	8,188,062	4
Hispanic/ Latino	1,031,018,949	2,881,218	35
Non Hispanic	10,274,971,751	49,450,282	39

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Hawaii

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Hawaii 2010-2019</u>	<u>State Rank</u>
Total	43.4	38.1	25
White	39.5	36.2	23
Black	48.1	101.2	4
American Indian	51.8	43.8	32
Asian	89.5	33.6	51
Multiracial	73.6	49.9	43
Hispanic/ Latino	69.1	72.0	19
Non Hispanic	40.9	36.1	25

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Hawaii

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2019</u>	<u>2010</u>	<u>Hawaii 2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	34.1	33.6
Black	8.6	8.9	1.6	2.3
American Indian	0.7	0.8	0.3	0.3
Asian	5.4	7.1	48.3	46.7
Multiracial	1.3	1.6	15.6	17.0
Hispanic/ Latino	9.1	10.7	5.5	6.9
Non Hispanic	90.9	89.3	94.5	93.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

IDAHO

Idaho

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Idaho</u>	<u>State Rank</u>
Total	16,215,910,296	71,679,180	40
White	13,245,784,818	68,161,658	39
Black	1,438,827,491	479,507	48
American Indian	126,833,693	813,063	37
Asian	1,150,521,472	1,200,815	44
Multiracial	253,942,822	1,024,136	39
Hispanic/ Latino	1,743,098,296	5,147,431	34
Non Hispanic	14,472,812,000	66,531,749	40

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	46,146,000	41
White	9,497,487,101	44,235,302	41
Black	971,493,505	237,465	47
American Indian	83,557,368	482,276	38
Asian	607,201,613	656,592	44
Multiracial	146,251,114	534,365	40
Hispanic/ Latino	1,031,018,949	2,767,895	37
Non Hispanic	10,274,971,751	43,378,105	42

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Idaho

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Idaho 2010-2019</u>	<u>State Rank</u>
Total	43.4	55.3	4
White	39.5	54.1	5
Black	48.1	101.9	3
American Indian	51.8	68.6	3
Asian	89.5	82.9	34
Multiracial	73.6	91.7	6
Hispanic/ Latino	69.1	86.0	9
Non Hispanic	40.9	53.4	4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Idaho

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2019</u>	<u>2010</u>	<u>Idaho 2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	95.9	95.1
Black	8.6	8.9	0.5	0.7
American Indian	0.7	0.8	1.0	1.1
Asian	5.4	7.1	1.4	1.7
Multiracial	1.3	1.6	1.2	1.4
Hispanic/ Latino	9.1	10.7	6.0	7.2
Non Hispanic	90.9	89.3	94.0	92.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

ILLINOIS

Illinois

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Illinois</u>	<u>State Rank</u>
Total	16,215,910,296	663,323,165	5
White	13,245,784,818	551,081,088	6
Black	1,438,827,491	58,061,419	9
American Indian	126,833,693	2,778,198	12
Asian	1,150,521,472	44,428,550	6
Multiracial	253,942,822	6,973,910	8
Hispanic/ Latino	1,743,098,296	62,738,013	5
Non Hispanic	14,472,812,000	600,585,152	6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	485,350,800	5
White	9,497,487,101	410,630,367	6
Black	971,493,505	43,611,539	8
American Indian	83,557,368	1,936,069	11
Asian	607,201,613	24,880,280	6
Multiracial	146,251,114	4,292,545	9
Hispanic/ Latino	1,031,018,949	40,824,639	5
Non Hispanic	10,274,971,751	444,526,161	6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Illinois

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Illinois 2010-2019</u>	<u>State Rank</u>
Total	43.4	36.7	27
White	39.5	34.2	29
Black	48.1	33.1	44
American Indian	51.8	43.5	35
Asian	89.5	78.6	37
Multiracial	73.6	62.5	30
Hispanic/ Latino	69.1	53.7	46
Non Hispanic	40.9	35.1	28

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Illinois

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Illinois</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	84.6	83.1
Black	8.6	8.9	9.0	8.8
American Indian	0.7	0.8	0.4	0.4
Asian	5.4	7.1	5.1	6.7
Multiracial	1.3	1.6	0.9	1.1
Hispanic/ Latino	9.1	10.7	8.4	9.5
Non Hispanic	90.9	89.3	91.6	90.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

INDIANA

Indiana

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Indiana</u>	<u>State Rank</u>
Total	16,215,910,296	290,989,020	19
White	13,245,784,818	259,822,758	16
Black	1,438,827,491	18,962,156	21
American Indian	126,833,693	932,259	35
Asian	1,150,521,472	8,551,416	23
Multiracial	253,942,822	2,720,431	25
Hispanic/ Latino	1,743,098,296	12,649,039	22
Non Hispanic	14,472,812,000	278,339,981	17

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	208,947,900	17
White	9,497,487,101	189,385,944	15
Black	971,493,505	13,376,567	21
American Indian	83,557,368	615,732	35
Asian	607,201,613	3,914,185	24
Multiracial	146,251,114	1,655,472	26
Hispanic/ Latino	1,031,018,949	7,654,011	20
Non Hispanic	10,274,971,751	201,293,889	17

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Indiana

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Indiana 2010-2019</u>	<u>State Rank</u>
Total	43.4	39.3	22
White	39.5	37.2	21
Black	48.1	41.8	34
American Indian	51.8	51.4	22
Asian	89.5	118.5	3
Multiracial	73.6	64.3	27
Hispanic/ Latino	69.1	65.3	33
Non Hispanic	40.9	38.3	22

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Indiana

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2019</u>	<u>Indiana 2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	90.6	89.3
Black	8.6	8.9	6.4	6.5
American Indian	0.7	0.8	0.3	0.3
Asian	5.4	7.1	1.9	2.9
Multiracial	1.3	1.6	0.8	0.9
Hispanic/ Latino	9.1	10.7	3.7	4.3
Non Hispanic	90.9	89.3	96.3	95.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

IOWA

Iowa

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Iowa</u>	<u>State Rank</u>
Total	16,215,910,296	141,982,350	30
White	13,245,784,818	133,664,493	30
Black	1,438,827,491	3,112,433	35
American Indian	126,833,693	462,411	41
Asian	1,150,521,472	3,650,471	33
Multiracial	253,942,822	1,092,541	38
Hispanic/ Latino	1,743,098,296	4,784,767	37
Non Hispanic	14,472,812,000	137,197,584	30

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	106,041,900	30
White	9,497,487,101	101,519,745	30
Black	971,493,505	1,814,635	36
American Indian	83,557,368	296,203	42
Asian	607,201,613	1,762,008	34
Multiracial	146,251,114	649,309	37
Hispanic/ Latino	1,031,018,949	2,844,386	36
Non Hispanic	10,274,971,751	103,197,514	30

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Iowa

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Iowa 2010-2019</u>	<u>State Rank</u>
Total	43.4	33.9	36
White	39.5	31.7	33
Black	48.1	71.5	16
American Indian	51.8	56.1	13
Asian	89.5	107.2	11
Multiracial	73.6	68.3	24
Hispanic/ Latino	69.1	68.2	28
Non Hispanic	40.9	32.9	35

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Iowa

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Iowa</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	95.7	94.1
Black	8.6	8.9	1.7	2.2
American Indian	0.7	0.8	0.3	0.3
Asian	5.4	7.1	1.7	2.6
Multiracial	1.3	1.6	0.6	0.8
Hispanic/ Latino	9.1	10.7	2.7	3.4
Non Hispanic	90.9	89.3	97.3	96.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

KANSAS

Kansas

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Kansas</u>	<u>State Rank</u>
Total	16,215,910,296	134,196,486	33
White	13,245,784,818	121,267,356	32
Black	1,438,827,491	5,543,690	34
American Indian	126,833,693	1,125,922	31
Asian	1,150,521,472	4,420,799	28
Multiracial	253,942,822	1,838,718	33
Hispanic/ Latino	1,743,098,296	8,838,813	27
Non Hispanic	14,472,812,000	125,357,672	31

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	102,143,300	31
White	9,497,487,101	93,479,178	31
Black	971,493,505	4,185,511	34
American Indian	83,557,368	811,345	28
Asian	607,201,613	2,437,600	28
Multiracial	146,251,114	1,229,666	31
Hispanic/ Latino	1,031,018,949	5,772,279	26
Non Hispanic	10,274,971,751	96,371,021	31

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Kansas

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Kansas 2010-2019</u>	<u>State Rank</u>
Total	43.4	31.4	41
White	39.5	29.7	41
Black	48.1	32.4	45
American Indian	51.8	38.8	44
Asian	89.5	81.4	35
Multiracial	73.6	49.5	44
Hispanic/ Latino	69.1	53.1	48
Non Hispanic	40.9	30.1	44

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Kansas

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Kansas</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	91.5	90.4
Black	8.6	8.9	4.1	4.1
American Indian	0.7	0.8	0.8	0.8
Asian	5.4	7.1	2.4	3.3
Multiracial	1.3	1.6	1.2	1.4
Hispanic/ Latino	9.1	10.7	5.7	6.6
Non Hispanic	90.9	89.3	94.3	93.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

KENTUCKY

Kentucky

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Kentucky</u>	<u>State Rank</u>
Total	16,215,910,296	172,919,932	28
White	13,245,784,818	156,611,883	26
Black	1,438,827,491	10,797,817	27
American Indian	126,833,693	392,696	43
Asian	1,150,521,472	3,503,586	34
Multiracial	253,942,822	1,613,949	34
Hispanic/ Latino	1,743,098,296	4,253,273	38
Non Hispanic	14,472,812,000	168,666,659	28

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	131,051,000	27
White	9,497,487,101	120,165,543	25
Black	971,493,505	7,598,906	25
American Indian	83,557,368	278,897	43
Asian	607,201,613	1,967,109	33
Multiracial	146,251,114	1,040,545	33
Hispanic/ Latino	1,031,018,949	2,598,390	38
Non Hispanic	10,274,971,751	128,452,610	27

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Kentucky

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

Race	U.S. 2010-2019	Kentucky 2010-2019	State Rank
Total	43.4	31.9	39
White	39.5	30.3	39
Black	48.1	42.1	33
American Indian	51.8	40.8	40
Asian	89.5	78.1	38
Multiracial	73.6	55.1	38
Hispanic/ Latino	69.1	63.7	39
Non Hispanic	40.9	31.3	40

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Kentucky

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

Race	U.S.		Kentucky	
Race	2010	2019	2010	2019
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	91.7	90.6
Black	8.6	8.9	5.8	6.2
American Indian	0.7	0.8	0.2	0.2
Asian	5.4	7.1	1.5	2.0
Multiracial	1.3	1.6	0.8	0.9
Hispanic/ Latino	9.1	10.7	2.0	2.5
Non Hispanic	90.9	89.3	98.0	97.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



LOUISIANA

Louisiana

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Louisiana</u>	<u>State Rank</u>
Total	16,215,910,296	198,240,993	25
White	13,245,784,818	149,937,815	28
Black	1,438,827,491	40,784,355	13
American Indian	126,833,693	1,254,783	28
Asian	1,150,521,472	4,334,757	30
Multiracial	253,942,822	1,929,283	29
Hispanic/ Latino	1,743,098,296	8,217,712	28
Non Hispanic	14,472,812,000	190,023,281	25

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	157,085,700	24
White	9,497,487,101	120,948,248	24
Black	971,493,505	31,240,613	12
American Indian	83,557,368	895,671	25
Asian	607,201,613	2,702,961	27
Multiracial	146,251,114	1,298,207	29
Hispanic/ Latino	1,031,018,949	5,358,908	28
Non Hispanic	10,274,971,751	151,726,792	24

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Louisiana

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Louisiana 2010-2019</u>	<u>State Rank</u>
Total	43.4	26.2	48
White	39.5	24.0	48
Black	48.1	30.5	49
American Indian	51.8	40.1	41
Asian	89.5	60.4	44
Multiracial	73.6	48.6	46
Hispanic/ Latino	69.1	53.3	47
Non Hispanic	40.9	25.2	48

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Louisiana

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Louisiana</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	77.0	75.6
Black	8.6	8.9	19.9	20.6
American Indian	0.7	0.8	0.6	0.6
Asian	5.4	7.1	1.7	2.2
Multiracial	1.3	1.6	0.8	1.0
Hispanic/ Latino	9.1	10.7	3.4	4.1
Non Hispanic	90.9	89.3	96.6	95.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



MAINE

Maine

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Maine</u>	<u>State Rank</u>
Total	16,215,910,296	60,188,184	42
White	13,245,784,818	58,182,127	41
Black	1,438,827,491	489,901	47
American Indian	126,833,693	250,207	45
Asian	1,150,521,472	716,971	46
Multiracial	253,942,822	548,979	46
Hispanic/ Latino	1,743,098,296	696,185	50
Non Hispanic	14,472,812,000	59,491,999	41

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	45,893,400	42
White	9,497,487,101	44,607,246	40
Black	971,493,505	325,727	45
American Indian	83,557,368	181,924	44
Asian	607,201,613	410,348	46
Multiracial	146,251,114	368,155	46
Hispanic/ Latino	1,031,018,949	406,016	49
Non Hispanic	10,274,971,751	45,487,384	40

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Maine

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Maine 2010-2019</u>	<u>State Rank</u>
Total	43.4	31.1	42
White	39.5	30.4	38
Black	48.1	50.4	24
American Indian	51.8	37.5	45
Asian	89.5	74.7	40
Multiracial	73.6	49.1	45
Hispanic/ Latino	69.1	71.5	20
Non Hispanic	40.9	30.8	41

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Maine

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Maine</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	97.2	96.7
Black	8.6	8.9	0.7	0.8
American Indian	0.7	0.8	0.4	0.4
Asian	5.4	7.1	0.9	1.2
Multiracial	1.3	1.6	0.8	0.9
Hispanic/ Latino	9.1	10.7	0.9	1.2
Non Hispanic	90.9	89.3	99.1	98.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

MARYLAND

Maryland

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Maryland</u>	<u>State Rank</u>
Total	16,215,910,296	344,337,062	15
White	13,245,784,818	229,860,727	22
Black	1,438,827,491	81,775,135	6
American Indian	126,833,693	1,577,961	20
Asian	1,150,521,472	25,624,680	12
Multiracial	253,942,822	5,498,559	13
Hispanic/ Latino	1,743,098,296	21,411,310	17
Non Hispanic	14,472,812,000	322,925,753	15

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	255,693,900	15
White	9,497,487,101	178,400,341	19
Black	971,493,505	57,911,753	6
American Indian	83,557,368	1,095,757	19
Asian	607,201,613	14,813,542	11
Multiracial	146,251,114	3,472,507	12
Hispanic/ Latino	1,031,018,949	12,493,081	17
Non Hispanic	10,274,971,751	243,200,819	15

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Maryland

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Maryland 2010-2019</u>	<u>State Rank</u>
Total	43.4	34.7	35
White	39.5	28.8	43
Black	48.1	41.2	37
American Indian	51.8	44.0	31
Asian	89.5	73.0	42
Multiracial	73.6	58.3	35
Hispanic/ Latino	69.1	71.4	21
Non Hispanic	40.9	32.8	36

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Maryland

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Maryland</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	69.8	66.8
Black	8.6	8.9	22.6	23.7
American Indian	0.7	0.8	0.4	0.5
Asian	5.4	7.1	5.8	7.4
Multiracial	1.3	1.6	1.4	1.6
Hispanic/ Latino	9.1	10.7	4.9	6.2
Non Hispanic	90.9	89.3	95.1	93.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

MASSACHUSETTS

Massachusetts

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Massachusetts</u>	<u>State Rank</u>
Total	16,215,910,296	431,251,788	14
White	13,245,784,818	370,959,210	10
Black	1,438,827,491	23,359,134	19
American Indian	126,833,693	1,186,612	29
Asian	1,150,521,472	30,586,212	10
Multiracial	253,942,822	5,160,620	17
Hispanic/ Latino	1,743,098,296	25,608,764	14
Non Hispanic	14,472,812,000	405,643,024	13

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	305,747,900	12
White	9,497,487,101	272,550,125	10
Black	971,493,505	14,086,535	20
American Indian	83,557,368	798,423	29
Asian	607,201,613	15,452,445	10
Multiracial	146,251,114	2,860,373	17
Hispanic/ Latino	1,031,018,949	13,651,446	15
Non Hispanic	10,274,971,751	292,096,454	12

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Massachusetts

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Massachusetts 2010-2019</u>	<u>State Rank</u>
Total	43.4	41.0	21
White	39.5	36.1	25
Black	48.1	65.8	17
American Indian	51.8	48.6	28
Asian	89.5	97.9	18
Multiracial	73.6	80.4	13
Hispanic/ Latino	69.1	87.6	7
Non Hispanic	40.9	38.9	21

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Massachusetts

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Massachusetts</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	89.1	86.0
Black	8.6	8.9	4.6	5.4
American Indian	0.7	0.8	0.3	0.3
Asian	5.4	7.1	5.1	7.1
Multiracial	1.3	1.6	0.9	1.2
Hispanic/ Latino	9.1	10.7	4.5	5.9
Non Hispanic	90.9	89.3	95.5	94.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

MICHIGAN

Michigan

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Michigan</u>	<u>State Rank</u>
Total	16,215,910,296	438,817,839	12
White	13,245,784,818	373,280,687	9
Black	1,438,827,491	39,646,187	14
American Indian	126,833,693	2,332,434	13
Asian	1,150,521,472	18,163,680	14
Multiracial	253,942,822	5,394,851	15
Hispanic/ Latino	1,743,098,296	13,619,303	19
Non Hispanic	14,472,812,000	425,198,536	10

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	317,679,300	10
White	9,497,487,101	273,230,633	9
Black	971,493,505	30,283,702	14
American Indian	83,557,368	1,565,004	13
Asian	607,201,613	9,228,981	14
Multiracial	146,251,114	3,370,980	14
Hispanic/ Latino	1,031,018,949	8,481,391	19
Non Hispanic	10,274,971,751	309,197,909	9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Michigan

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Michigan 2010-2019</u>	<u>State Rank</u>
Total	43.4	38.1	24
White	39.5	36.6	22
Black	48.1	30.9	47
American Indian	51.8	49.0	27
Asian	89.5	96.8	19
Multiracial	73.6	60.0	33
Hispanic/ Latino	69.1	60.6	42
Non Hispanic	40.9	37.5	24

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Michigan

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Michigan</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	86.0	85.1
Black	8.6	8.9	9.5	9.0
American Indian	0.7	0.8	0.5	0.5
Asian	5.4	7.1	2.9	4.1
Multiracial	1.3	1.6	1.1	1.2
Hispanic/ Latino	9.1	10.7	2.7	3.1
Non Hispanic	90.9	89.3	97.3	96.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

MINNESOTA

Minnesota

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Minnesota</u>	<u>State Rank</u>
Total	16,215,910,296	285,446,239	20
White	13,245,784,818	257,495,064	18
Black	1,438,827,491	9,890,214	29
American Indian	126,833,693	2,061,805	15
Asian	1,150,521,472	12,524,889	19
Multiracial	253,942,822	3,474,267	22
Hispanic/ Latino	1,743,098,296	7,796,509	29
Non Hispanic	14,472,812,000	277,649,730	18

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	200,875,900	19
White	9,497,487,101	185,564,032	17
Black	971,493,505	5,655,485	31
American Indian	83,557,368	1,377,971	15
Asian	607,201,613	6,286,515	20
Multiracial	146,251,114	1,991,897	22
Hispanic/ Latino	1,031,018,949	4,747,077	29
Non Hispanic	10,274,971,751	196,128,823	19

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Minnesota

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Minnesota 2010-2019</u>	<u>State Rank</u>
Total	43.4	42.1	18
White	39.5	38.8	19
Black	48.1	74.9	13
American Indian	51.8	49.6	24
Asian	89.5	99.2	16
Multiracial	73.6	74.4	16
Hispanic/ Latino	69.1	64.2	37
Non Hispanic	40.9	41.6	18

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Minnesota

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Minnesota</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	92.4	90.2
Black	8.6	8.9	2.8	3.5
American Indian	0.7	0.8	0.7	0.7
Asian	5.4	7.1	3.1	4.4
Multiracial	1.3	1.6	1.0	1.2
Hispanic/ Latino	9.1	10.7	2.4	2.7
Non Hispanic	90.9	89.3	97.6	97.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

MISSISSIPPI

Mississippi

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Mississippi</u>	<u>State Rank</u>
Total	16,215,910,296	106,819,994	35
White	13,245,784,818	77,029,883	36
Black	1,438,827,491	27,229,360	18
American Indian	126,833,693	424,460	42
Asian	1,150,521,472	1,435,891	43
Multiracial	253,942,822	700,400	43
Hispanic/ Latino	1,743,098,296	2,356,409	42
Non Hispanic	14,472,812,000	104,463,584	35

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	85,063,300	34
White	9,497,487,101	62,597,127	36
Black	971,493,505	20,738,730	18
American Indian	83,557,368	324,898	40
Asian	607,201,613	904,123	43
Multiracial	146,251,114	498,423	41
Hispanic/ Latino	1,031,018,949	1,666,286	41
Non Hispanic	10,274,971,751	83,397,014	32

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Mississippi

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Mississippi 2010-2019</u>	<u>State Rank</u>
Total	43.4	25.6	49
White	39.5	23.1	50
Black	48.1	31.3	46
American Indian	51.8	30.6	50
Asian	89.5	58.8	47
Multiracial	73.6	40.5	50
Hispanic/ Latino	69.1	41.4	50
Non Hispanic	40.9	25.3	47

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Mississippi

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Mississippi</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	73.6	72.1
Black	8.6	8.9	24.4	25.5
American Indian	0.7	0.8	0.4	0.4
Asian	5.4	7.1	1.1	1.3
Multiracial	1.3	1.6	0.6	0.7
Hispanic/ Latino	9.1	10.7	2.0	2.2
Non Hispanic	90.9	89.3	98.0	97.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

MISSOURI

Missouri

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Missouri</u>	<u>State Rank</u>
Total	16,215,910,296	263,111,708	22
White	13,245,784,818	230,771,040	21
Black	1,438,827,491	20,953,136	20
American Indian	126,833,693	1,182,747	30
Asian	1,150,521,472	6,978,488	26
Multiracial	253,942,822	3,226,297	24
Hispanic/ Latino	1,743,098,296	7,424,439	30
Non Hispanic	14,472,812,000	255,687,269	21

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	200,974,000	18
White	9,497,487,101	178,089,631	20
Black	971,493,505	16,034,236	19
American Indian	83,557,368	774,104	30
Asian	607,201,613	4,008,838	23
Multiracial	146,251,114	2,067,191	21
Hispanic/ Latino	1,031,018,949	4,587,322	30
Non Hispanic	10,274,971,751	196,386,678	18

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Missouri

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Missouri 2010-2019</u>	<u>State Rank</u>
Total	43.4	30.9	43
White	39.5	29.6	42
Black	48.1	30.7	48
American Indian	51.8	52.8	21
Asian	89.5	74.1	41
Multiracial	73.6	56.1	37
Hispanic/ Latino	69.1	61.8	41
Non Hispanic	40.9	30.2	43

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Missouri

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Missouri</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	88.6	87.7
Black	8.6	8.9	8.0	8.0
American Indian	0.7	0.8	0.4	0.4
Asian	5.4	7.1	2.0	2.7
Multiracial	1.3	1.6	1.0	1.2
Hispanic/ Latino	9.1	10.7	2.3	2.8
Non Hispanic	90.9	89.3	97.7	97.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

MONTANA

Montana

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Montana</u>	<u>State Rank</u>
Total	16,215,910,296	46,921,249	45
White	13,245,784,818	44,183,520	43
Black	1,438,827,491	178,335	51
American Indian	126,833,693	1,485,056	23
Asian	1,150,521,472	376,843	50
Multiracial	253,942,822	697,495	44
Hispanic/ Latino	1,743,098,296	1,105,973	46
Non Hispanic	14,472,812,000	45,815,276	45

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	32,533,000	46
White	9,497,487,101	30,814,494	43
Black	971,493,505	100,587	51
American Indian	83,557,368	1,023,069	22
Asian	607,201,613	194,903	50
Multiracial	146,251,114	399,947	45
Hispanic/ Latino	1,031,018,949	560,223	46
Non Hispanic	10,274,971,751	31,972,777	44

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Montana

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Montana 2010-2019</u>	<u>State Rank</u>
Total	43.4	44.2	15
White	39.5	43.4	12
Black	48.1	77.3	10
American Indian	51.8	45.2	30
Asian	89.5	93.3	23
Multiracial	73.6	74.4	18
Hispanic/ Latino	69.1	97.4	3
Non Hispanic	40.9	43.3	14

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Montana

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Montana</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	94.7	94.2
Black	8.6	8.9	0.3	0.4
American Indian	0.7	0.8	3.1	3.2
Asian	5.4	7.1	0.6	0.8
Multiracial	1.3	1.6	1.2	1.5
Hispanic/ Latino	9.1	10.7	1.7	2.4
Non Hispanic	90.9	89.3	98.3	97.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

NEBRASKA

Nebraska

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Nebraska</u>	<u>State Rank</u>
Total	16,215,910,296	93,201,239	36
White	13,245,784,818	86,281,633	35
Black	1,438,827,491	3,018,125	36
American Indian	126,833,693	688,190	39
Asian	1,150,521,472	2,274,178	39
Multiracial	253,942,822	939,112	40
Hispanic/ Latino	1,743,098,296	5,380,301	32
Non Hispanic	14,472,812,000	87,820,938	36

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	68,261,800	36
White	9,497,487,101	64,119,949	35
Black	971,493,505	2,053,450	35
American Indian	83,557,368	425,982	39
Asian	607,201,613	1,112,842	41
Multiracial	146,251,114	549,577	39
Hispanic/ Latino	1,031,018,949	3,249,703	33
Non Hispanic	10,274,971,751	65,012,097	36

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Nebraska

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Nebraska 2010-2019</u>	<u>State Rank</u>
Total	43.4	36.5	28
White	39.5	34.6	26
Black	48.1	47.0	29
American Indian	51.8	61.6	9
Asian	89.5	104.4	13
Multiracial	73.6	70.9	22
Hispanic/ Latino	69.1	65.6	30
Non Hispanic	40.9	35.1	29

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Nebraska

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Nebraska</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	93.9	92.6
Black	8.6	8.9	3.0	3.2
American Indian	0.7	0.8	0.6	0.7
Asian	5.4	7.1	1.6	2.4
Multiracial	1.3	1.6	0.8	1.0
Hispanic/ Latino	9.1	10.7	4.8	5.8
Non Hispanic	90.9	89.3	95.2	94.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

NEVADA

Nevada

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Nevada</u>	<u>State Rank</u>
Total	16,215,910,296	138,411,108	31
White	13,245,784,818	109,872,703	33
Black	1,438,827,491	10,184,837	28
American Indian	126,833,693	1,584,835	19
Asian	1,150,521,472	13,001,763	18
Multiracial	253,942,822	3,766,969	21
Hispanic/ Latino	1,743,098,296	23,679,705	15
Non Hispanic	14,472,812,000	114,731,403	34

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	92,844,200	32
White	9,497,487,101	77,085,613	32
Black	971,493,505	5,736,712	30
American Indian	83,557,368	998,532	23
Asian	607,201,613	7,045,599	18
Multiracial	146,251,114	1,977,744	23
Hispanic/ Latino	1,031,018,949	13,890,819	14
Non Hispanic	10,274,971,751	78,953,381	34

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Nevada

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Nevada 2010-2019</u>	<u>State Rank</u>
Total	43.4	49.1	11
White	39.5	42.5	13
Black	48.1	77.5	9
American Indian	51.8	58.7	11
Asian	89.5	84.5	30
Multiracial	73.6	90.5	7
Hispanic/ Latino	69.1	70.5	24
Non Hispanic	40.9	45.3	13

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Nevada

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Nevada</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	83.0	79.4
Black	8.6	8.9	6.2	7.4
American Indian	0.7	0.8	1.1	1.1
Asian	5.4	7.1	7.6	9.4
Multiracial	1.3	1.6	2.1	2.7
Hispanic/ Latino	9.1	10.7	15.0	17.1
Non Hispanic	90.9	89.3	85.0	82.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



NEW HAMPSHIRE

New Hampshire

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>New Hampshire</u>	<u>State Rank</u>
Total	16,215,910,296	77,807,963	38
White	13,245,784,818	73,898,127	37
Black	1,438,827,491	826,051	45
American Indian	126,833,693	170,909	48
Asian	1,150,521,472	2,201,409	40
Multiracial	253,942,822	711,467	42
Hispanic/ Latino	1,743,098,296	1,857,754	45
Non Hispanic	14,472,812,000	75,950,209	37

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	57,243,600	38
White	9,497,487,101	55,008,135	38
Black	971,493,505	474,118	44
American Indian	83,557,368	109,649	49
Asian	607,201,613	1,200,710	40
Multiracial	146,251,114	450,989	43
Hispanic/ Latino	1,031,018,949	963,938	45
Non Hispanic	10,274,971,751	56,279,662	37

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

New Hampshire

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>New Hampshire 2010-2019</u>	<u>State Rank</u>
Total	43.4	35.9	31
White	39.5	34.3	28
Black	48.1	74.2	14
American Indian	51.8	55.9	15
Asian	89.5	83.3	33
Multiracial	73.6	57.8	36
Hispanic/ Latino	69.1	92.7	6
Non Hispanic	40.9	35.0	30

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

New Hampshire

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>New Hampshire</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	96.1	95.0
Black	8.6	8.9	0.8	1.1
American Indian	0.7	0.8	0.2	0.2
Asian	5.4	7.1	2.1	2.8
Multiracial	1.3	1.6	0.8	0.9
Hispanic/ Latino	9.1	10.7	1.7	2.4
Non Hispanic	90.9	89.3	98.3	97.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



NEW JERSEY

New Jersey

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>New Jersey</u>	<u>State Rank</u>
Total	16,215,910,296	544,668,122	7
White	13,245,784,818	419,544,419	8
Black	1,438,827,491	52,072,875	10
American Indian	126,833,693	1,910,225	18
Asian	1,150,521,472	64,712,999	4
Multiracial	253,942,822	6,427,605	10
Hispanic/ Latino	1,743,098,296	62,723,907	6
Non Hispanic	14,472,812,000	481,944,216	8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	400,626,500	7
White	9,497,487,101	321,647,925	8
Black	971,493,505	36,773,985	10
American Indian	83,557,368	1,374,629	16
Asian	607,201,613	36,950,145	4
Multiracial	146,251,114	3,879,816	10
Hispanic/ Latino	1,031,018,949	38,275,011	6
Non Hispanic	10,274,971,751	362,351,489	8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

New Jersey

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>New Jersey 2010-2019</u>	<u>State Rank</u>
Total	43.4	36.0	30
White	39.5	30.4	37
Black	48.1	41.6	35
American Indian	51.8	39.0	43
Asian	89.5	75.1	39
Multiracial	73.6	65.7	26
Hispanic/ Latino	69.1	63.9	38
Non Hispanic	40.9	33.0	34

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

New Jersey

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>New Jersey</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	80.3	77.0
Black	8.6	8.9	9.2	9.6
American Indian	0.7	0.8	0.3	0.4
Asian	5.4	7.1	9.2	11.9
Multiracial	1.3	1.6	1.0	1.2
Hispanic/ Latino	9.1	10.7	9.6	11.5
Non Hispanic	90.9	89.3	90.4	88.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

NEW MEXICO

New Mexico

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>New Mexico</u>	<u>State Rank</u>
Total	16,215,910,296	81,578,747	37
White	13,245,784,818	71,154,929	38
Black	1,438,827,491	2,022,208	39
American Indian	126,833,693	5,047,758	6
Asian	1,150,521,472	1,927,127	41
Multiracial	253,942,822	1,426,725	36
Hispanic/ Latino	1,743,098,296	28,986,813	9
Non Hispanic	14,472,812,000	52,591,934	42

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	64,048,100	37
White	9,497,487,101	57,146,493	37
Black	971,493,505	1,359,601	40
American Indian	83,557,368	3,354,222	6
Asian	607,201,613	1,260,731	39
Multiracial	146,251,114	927,053	34
Hispanic/ Latino	1,031,018,949	20,341,310	8
Non Hispanic	10,274,971,751	43,706,790	41

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

New Mexico

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>New Mexico 2010-2019</u>	<u>State Rank</u>
Total	43.4	27.4	47
White	39.5	24.5	47
Black	48.1	48.7	25
American Indian	51.8	50.5	23
Asian	89.5	52.9	49
Multiracial	73.6	53.9	40
Hispanic/ Latino	69.1	42.5	49
Non Hispanic	40.9	20.3	50

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

New Mexico

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>New Mexico</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	89.2	87.2
Black	8.6	8.9	2.1	2.5
American Indian	0.7	0.8	5.2	6.2
Asian	5.4	7.1	2.0	2.4
Multiracial	1.3	1.6	1.4	1.7
Hispanic/ Latino	9.1	10.7	31.8	35.5
Non Hispanic	90.9	89.3	68.2	64.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



NEW YORK

New York

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>New York</u>	<u>State Rank</u>
Total	16,215,910,296	1,191,103,692	3
White	13,245,784,818	928,169,157	3
Black	1,438,827,491	133,825,259	1
American Indian	126,833,693	6,777,440	5
Asian	1,150,521,472	104,671,084	2
Multiracial	253,942,822	17,660,753	2
Hispanic/ Latino	1,743,098,296	129,659,382	4
Non Hispanic	14,472,812,000	1,061,444,311	2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	823,954,600	3
White	9,497,487,101	662,108,494	3
Black	971,493,505	90,756,904	1
American Indian	83,557,368	4,346,926	5
Asian	607,201,613	56,835,295	2
Multiracial	146,251,114	9,906,980	2
Hispanic/ Latino	1,031,018,949	78,824,069	4
Non Hispanic	10,274,971,751	745,130,531	2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

New York

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>New York 2010-2019</u>	<u>State Rank</u>
Total	43.4	44.6	14
White	39.5	40.2	16
Black	48.1	47.5	28
American Indian	51.8	55.9	14
Asian	89.5	84.2	31
Multiracial	73.6	78.3	15
Hispanic/ Latino	69.1	64.5	36
Non Hispanic	40.9	42.5	16

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

New York

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>New York</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	80.4	77.9
Black	8.6	8.9	11.0	11.2
American Indian	0.7	0.8	0.5	0.6
Asian	5.4	7.1	6.9	8.8
Multiracial	1.3	1.6	1.2	1.5
Hispanic/ Latino	9.1	10.7	9.6	10.9
Non Hispanic	90.9	89.3	90.4	89.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

NORTH CAROLINA

North Carolina

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>North Carolina</u>	<u>State Rank</u>
Total	16,215,910,296	443,818,427	10
White	13,245,784,818	349,060,175	12
Black	1,438,827,491	68,517,025	7
American Indian	126,833,693	4,329,135	8
Asian	1,150,521,472	16,804,276	15
Multiracial	253,942,822	5,107,816	18
Hispanic/ Latino	1,743,098,296	21,830,704	16
Non Hispanic	14,472,812,000	421,987,724	11

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	309,769,500	11
White	9,497,487,101	249,873,547	12
Black	971,493,505	46,097,052	7
American Indian	83,557,368	3,033,827	7
Asian	607,201,613	7,798,707	17
Multiracial	146,251,114	2,966,367	16
Hispanic/ Latino	1,031,018,949	13,469,116	16
Non Hispanic	10,274,971,751	296,300,384	11

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

North Carolina

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S.</u> <u>2010-2019</u>	<u>North Carolina</u> <u>2010-2019</u>	<u>State Rank</u>
Total	43.4	43.3	17
White	39.5	39.7	17
Black	48.1	48.6	26
American Indian	51.8	42.7	36
Asian	89.5	115.5	6
Multiracial	73.6	72.2	21
Hispanic/ Latino	69.1	62.1	40
Non Hispanic	40.9	42.4	17

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

North Carolina

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>North Carolina</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	80.7	78.6
Black	8.6	8.9	14.9	15.4
American Indian	0.7	0.8	1.0	1.0
Asian	5.4	7.1	2.5	3.8
Multiracial	1.3	1.6	1.0	1.2
Hispanic/ Latino	9.1	10.7	4.3	4.9
Non Hispanic	90.9	89.3	95.7	95.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

NORTH DAKOTA

North Dakota

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>North Dakota</u>	<u>State Rank</u>
Total	16,215,910,296	37,919,336	49
White	13,245,784,818	34,982,115	46
Black	1,438,827,491	899,507	44
American Indian	126,833,693	945,901	34
Asian	1,150,521,472	637,652	47
Multiracial	253,942,822	454,162	49
Hispanic/ Latino	1,743,098,296	923,620	48
Non Hispanic	14,472,812,000	36,995,717	49

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	26,866,800	49
White	9,497,487,101	25,445,318	47
Black	971,493,505	208,657	48
American Indian	83,557,368	678,906	33
Asian	607,201,613	306,063	47
Multiracial	146,251,114	227,856	50
Hispanic/ Latino	1,031,018,949	331,569	50
Non Hispanic	10,274,971,751	26,535,231	49

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

North Dakota

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>North Dakota 2010-2019</u>	<u>State Rank</u>
Total	43.4	41.1	20
White	39.5	37.5	20
Black	48.1	331.1	1
American Indian	51.8	39.3	42
Asian	89.5	108.3	10
Multiracial	73.6	99.3	3
Hispanic/ Latino	69.1	178.6	1
Non Hispanic	40.9	39.4	20

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

North Dakota

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>North Dakota</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	94.7	92.3
Black	8.6	8.9	0.8	2.4
American Indian	0.7	0.8	2.5	2.5
Asian	5.4	7.1	1.1	1.7
Multiracial	1.3	1.6	0.8	1.2
Hispanic/ Latino	9.1	10.7	1.2	2.4
Non Hispanic	90.9	89.3	98.8	97.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

OHIO

Ohio

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Ohio</u>	<u>State Rank</u>
Total	16,215,910,296	521,378,771	8
White	13,245,784,818	455,626,440	7
Black	1,438,827,491	43,509,788	12
American Indian	126,833,693	1,117,503	32
Asian	1,150,521,472	15,643,111	16
Multiracial	253,942,822	5,481,930	14
Hispanic/ Latino	1,743,098,296	12,811,166	21
Non Hispanic	14,472,812,000	508,567,605	7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	382,224,200	8
White	9,497,487,101	339,150,848	7
Black	971,493,505	31,048,595	13
American Indian	83,557,368	718,059	31
Asian	607,201,613	7,886,138	15
Multiracial	146,251,114	3,420,559	13
Hispanic/ Latino	1,031,018,949	7,363,643	21
Non Hispanic	10,274,971,751	374,860,557	7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Ohio

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Ohio 2010-2019</u>	<u>State Rank</u>
Total	43.4	36.4	29
White	39.5	34.3	27
Black	48.1	40.1	39
American Indian	51.8	55.6	17
Asian	89.5	98.4	17
Multiracial	73.6	60.3	32
Hispanic/ Latino	69.1	74.0	17
Non Hispanic	40.9	35.7	27

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Ohio

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Ohio</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	88.7	87.4
Black	8.6	8.9	8.1	8.3
American Indian	0.7	0.8	0.2	0.2
Asian	5.4	7.1	2.1	3.0
Multiracial	1.3	1.6	0.9	1.1
Hispanic/ Latino	9.1	10.7	1.9	2.5
Non Hispanic	90.9	89.3	98.1	97.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

OKLAHOMA

Oklahoma

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Oklahoma</u>	<u>State Rank</u>
Total	16,215,910,296	168,922,904	29
White	13,245,784,818	137,521,862	29
Black	1,438,827,491	9,296,075	32
American Indian	126,833,693	11,182,962	2
Asian	1,150,521,472	4,345,433	29
Multiracial	253,942,822	6,576,571	9
Hispanic/ Latino	1,743,098,296	10,360,397	24
Non Hispanic	14,472,812,000	158,562,507	29

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	126,250,000	28
White	9,497,487,101	105,036,390	29
Black	971,493,505	6,696,880	28
American Indian	83,557,368	7,788,373	2
Asian	607,201,613	2,280,696	29
Multiracial	146,251,114	4,447,662	8
Hispanic/ Latino	1,031,018,949	6,152,651	23
Non Hispanic	10,274,971,751	120,097,349	28

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Oklahoma

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Oklahoma 2010-2019</u>	<u>State Rank</u>
Total	43.4	33.8	37
White	39.5	30.9	35
Black	48.1	38.8	40
American Indian	51.8	43.6	34
Asian	89.5	90.5	25
Multiracial	73.6	47.9	47
Hispanic/ Latino	69.1	68.4	26
Non Hispanic	40.9	32.0	37

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Oklahoma

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Oklahoma</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	83.2	81.4
Black	8.6	8.9	5.3	5.5
American Indian	0.7	0.8	6.2	6.6
Asian	5.4	7.1	1.8	2.6
Multiracial	1.3	1.6	3.5	3.9
Hispanic/ Latino	9.1	10.7	4.9	6.1
Non Hispanic	90.9	89.3	95.1	93.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

OREGON

Oregon

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Oregon</u>	<u>State Rank</u>
Total	16,215,910,296	192,747,951	27
White	13,245,784,818	172,503,272	24
Black	1,438,827,491	2,825,425	37
American Indian	126,833,693	2,203,409	14
Asian	1,150,521,472	11,032,624	21
Multiracial	253,942,822	4,183,221	20
Hispanic/ Latino	1,743,098,296	13,585,325	20
Non Hispanic	14,472,812,000	179,162,625	27

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	124,171,500	29
White	9,497,487,101	113,686,988	27
Black	971,493,505	1,606,143	38
American Indian	83,557,368	1,363,745	17
Asian	607,201,613	5,249,156	21
Multiracial	146,251,114	2,265,468	20
Hispanic/ Latino	1,031,018,949	7,357,341	22
Non Hispanic	10,274,971,751	116,814,159	29

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Oregon

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Oregon 2010-2019</u>	<u>State Rank</u>
Total	43.4	55.2	6
White	39.5	51.7	6
Black	48.1	75.9	11
American Indian	51.8	61.6	8
Asian	89.5	110.2	8
Multiracial	73.6	84.7	10
Hispanic/ Latino	69.1	84.6	10
Non Hispanic	40.9	53.4	5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Oregon

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Oregon</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	91.6	89.5
Black	8.6	8.9	1.3	1.5
American Indian	0.7	0.8	1.1	1.1
Asian	5.4	7.1	4.2	5.7
Multiracial	1.3	1.6	1.8	2.2
Hispanic/ Latino	9.1	10.7	5.9	7.0
Non Hispanic	90.9	89.3	94.1	93.0

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

PENNSYLVANIA

Pennsylvania

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Pennsylvania</u>	<u>State Rank</u>
Total	16,215,910,296	651,102,778	6
White	13,245,784,818	568,254,828	5
Black	1,438,827,491	48,709,546	11
American Indian	126,833,693	1,517,368	21
Asian	1,150,521,472	26,368,799	11
Multiracial	253,942,822	6,252,237	11
Hispanic/ Latino	1,743,098,296	26,628,062	12
Non Hispanic	14,472,812,000	624,474,716	5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	480,638,000	6
White	9,497,487,101	427,483,748	5
Black	971,493,505	34,488,190	11
American Indian	83,557,368	975,217	24
Asian	607,201,613	13,964,886	12
Multiracial	146,251,114	3,725,959	11
Hispanic/ Latino	1,031,018,949	14,278,537	13
Non Hispanic	10,274,971,751	466,359,463	5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Pennsylvania

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Pennsylvania 2010-2019</u>	<u>State Rank</u>
Total	43.4	35.5	33
White	39.5	32.9	32
Black	48.1	41.2	36
American Indian	51.8	55.6	18
Asian	89.5	88.8	28
Multiracial	73.6	67.8	25
Hispanic/ Latino	69.1	86.5	8
Non Hispanic	40.9	33.9	33

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Pennsylvania

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Pennsylvania</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	88.9	87.3
Black	8.6	8.9	7.2	7.5
American Indian	0.7	0.8	0.2	0.2
Asian	5.4	7.1	2.9	4.0
Multiracial	1.3	1.6	0.8	1.0
Hispanic/ Latino	9.1	10.7	3.0	4.1
Non Hispanic	90.9	89.3	97.0	95.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



RHODE ISLAND

Rhode Island

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Rhode Island</u>	<u>State Rank</u>
Total	16,215,910,296	53,140,394	43
White	13,245,784,818	47,546,492	42
Black	1,438,827,491	2,690,090	38
American Indian	126,833,693	280,346	44
Asian	1,150,521,472	1,909,638	42
Multiracial	253,942,822	713,829	41
Hispanic/ Latino	1,743,098,296	4,204,752	39
Non Hispanic	14,472,812,000	48,935,641	43

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	40,955,800	43
White	9,497,487,101	37,571,773	42
Black	971,493,505	1,699,582	37
American Indian	83,557,368	174,653	45
Asian	607,201,613	1,039,017	42
Multiracial	146,251,114	470,775	42
Hispanic/ Latino	1,031,018,949	2,344,752	39
Non Hispanic	10,274,971,751	38,611,048	43

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Rhode Island

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Rhode Island 2010-2019</u>	<u>State Rank</u>
Total	43.4	29.8	45
White	39.5	26.5	45
Black	48.1	58.3	21
American Indian	51.8	60.5	10
Asian	89.5	83.8	32
Multiracial	73.6	51.6	42
Hispanic/ Latino	69.1	79.3	11
Non Hispanic	40.9	26.7	45

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Rhode Island

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Rhode Island</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	91.7	89.5
Black	8.6	8.9	4.1	5.1
American Indian	0.7	0.8	0.4	0.5
Asian	5.4	7.1	2.5	3.6
Multiracial	1.3	1.6	1.1	1.3
Hispanic/ Latino	9.1	10.7	5.7	7.9
Non Hispanic	90.9	89.3	94.3	92.1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



SOUTH CAROLINA

South Carolina

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>South Carolina</u>	<u>State Rank</u>
Total	16,215,910,296	205,407,334	24
White	13,245,784,818	162,187,824	25
Black	1,438,827,491	36,692,658	15
American Indian	126,833,693	858,752	36
Asian	1,150,521,472	3,809,171	31
Multiracial	253,942,822	1,858,930	31
Hispanic/ Latino	1,743,098,296	7,094,739	31
Non Hispanic	14,472,812,000	198,312,596	24

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	138,326,100	26
White	9,497,487,101	109,516,210	28
Black	971,493,505	25,157,271	16
American Indian	83,557,368	575,511	36
Asian	607,201,613	2,008,987	32
Multiracial	146,251,114	1,068,122	32
Hispanic/ Latino	1,031,018,949	4,285,463	31
Non Hispanic	10,274,971,751	134,040,637	26

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

South Carolina

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>South Carolina 2010-2019</u>	<u>State Rank</u>
Total	43.4	48.5	13
White	39.5	48.1	8
Black	48.1	45.9	31
American Indian	51.8	49.2	25
Asian	89.5	89.6	26
Multiracial	73.6	74.0	20
Hispanic/ Latino	69.1	65.6	31
Non Hispanic	40.9	47.9	8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

South Carolina

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>South Carolina</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	79.2	79.0
Black	8.6	8.9	18.2	17.9
American Indian	0.7	0.8	0.4	0.4
Asian	5.4	7.1	1.5	1.9
Multiracial	1.3	1.6	0.8	0.9
Hispanic/ Latino	9.1	10.7	3.1	3.5
Non Hispanic	90.9	89.3	96.9	96.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

SOUTH DAKOTA

South Dakota

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>South Dakota</u>	<u>State Rank</u>
Total	16,215,910,296	41,571,991	48
White	13,245,784,818	38,654,697	44
Black	1,438,827,491	547,263	46
American Indian	126,833,693	1,342,771	25
Asian	1,150,521,472	571,219	49
Multiracial	253,942,822	456,042	48
Hispanic/ Latino	1,743,098,296	950,961	47
Non Hispanic	14,472,812,000	40,621,030	47

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	31,275,300	48
White	9,497,487,101	29,448,044	44
Black	971,493,505	252,784	46
American Indian	83,557,368	1,030,679	21
Asian	607,201,613	262,481	48
Multiracial	146,251,114	281,312	48
Hispanic/ Latino	1,031,018,949	492,069	48
Non Hispanic	10,274,971,751	30,783,231	48

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

South Dakota

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S.</u> <u>2010-2019</u>	<u>South Dakota</u> <u>2010-2019</u>	<u>State Rank</u>
Total	43.4	32.9	38
White	39.5	31.3	34
Black	48.1	116.5	2
American Indian	51.8	30.3	51
Asian	89.5	117.6	4
Multiracial	73.6	62.1	31
Hispanic/ Latino	69.1	93.3	5
Non Hispanic	40.9	32.0	38

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

South Dakota

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>South Dakota</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	94.2	93.0
Black	8.6	8.9	0.8	1.3
American Indian	0.7	0.8	3.3	3.2
Asian	5.4	7.1	0.8	1.4
Multiracial	1.3	1.6	0.9	1.1
Hispanic/ Latino	9.1	10.7	1.6	2.3
Non Hispanic	90.9	89.3	98.4	97.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



TENNESSEE

Tennessee

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Tennessee</u>	<u>State Rank</u>
Total	16,215,910,296	305,360,650	16
White	13,245,784,818	256,859,710	19
Black	1,438,827,491	36,688,027	16
American Indian	126,833,693	1,370,701	24
Asian	1,150,521,472	7,103,547	25
Multiracial	253,942,822	3,338,666	23
Hispanic/ Latino	1,743,098,296	9,597,958	26
Non Hispanic	14,472,812,000	295,762,692	16

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	212,807,300	16
White	9,497,487,101	181,522,082	18
Black	971,493,505	24,861,737	17
American Indian	83,557,368	837,656	27
Asian	607,201,613	3,671,665	26
Multiracial	146,251,114	1,914,160	24
Hispanic/ Latino	1,031,018,949	5,605,800	27
Non Hispanic	10,274,971,751	207,201,500	16

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Tennessee

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Tennessee 2010-2019</u>	<u>State Rank</u>
Total	43.4	43.5	16
White	39.5	41.5	15
Black	48.1	47.6	27
American Indian	51.8	63.6	5
Asian	89.5	93.5	22
Multiracial	73.6	74.4	17
Hispanic/ Latino	69.1	71.2	22
Non Hispanic	40.9	42.7	15

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Tennessee

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Tennessee</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	85.3	84.1
Black	8.6	8.9	11.7	12.0
American Indian	0.7	0.8	0.4	0.4
Asian	5.4	7.1	1.7	2.3
Multiracial	1.3	1.6	0.9	1.1
Hispanic/ Latino	9.1	10.7	2.6	3.1
Non Hispanic	90.9	89.3	97.4	96.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



TEXAS

Texas

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Texas</u>	<u>State Rank</u>
Total	16,215,910,296	1,337,437,020	2
White	13,245,784,818	1,090,601,936	2
Black	1,438,827,491	130,968,606	2
American Indian	126,833,693	10,871,950	3
Asian	1,150,521,472	87,759,532	3
Multiracial	253,942,822	17,234,996	3
Hispanic/ Latino	1,743,098,296	315,519,409	2
Non Hispanic	14,472,812,000	1,021,917,610	3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	889,144,600	2
White	9,497,487,101	753,094,158	2
Black	971,493,505	79,108,577	2
American Indian	83,557,368	6,926,971	3
Asian	607,201,613	41,277,020	3
Multiracial	146,251,114	8,737,875	3
Hispanic/ Latino	1,031,018,949	187,505,923	2
Non Hispanic	10,274,971,751	701,638,677	3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Texas

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S.</u> <u>2010-2019</u>	<u>Texas</u> <u>2010-2019</u>	<u>State Rank</u>
Total	43.4	50.4	9
White	39.5	44.8	11
Black	48.1	65.6	18
American Indian	51.8	57.0	12
Asian	89.5	112.6	7
Multiracial	73.6	97.2	4
Hispanic/ Latino	69.1	68.3	27
Non Hispanic	40.9	45.6	11

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Texas

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Texas</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	84.7	81.5
Black	8.6	8.9	8.9	9.8
American Indian	0.7	0.8	0.8	0.8
Asian	5.4	7.1	4.6	6.6
Multiracial	1.3	1.6	1.0	1.3
Hispanic/ Latino	9.1	10.7	21.1	23.6
Non Hispanic	90.9	89.3	78.9	76.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



UTAH

Utah

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Utah</u>	<u>State Rank</u>
Total	16,215,910,296	134,954,122	32
White	13,245,784,818	125,791,554	31
Black	1,438,827,491	1,385,990	42
American Indian	126,833,693	1,284,019	26
Asian	1,150,521,472	4,640,917	27
Multiracial	253,942,822	1,851,642	32
Hispanic/ Latino	1,743,098,296	10,958,556	23
Non Hispanic	14,472,812,000	123,995,567	32

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	81,522,200	35
White	9,497,487,101	76,985,875	33
Black	971,493,505	774,816	43
American Indian	83,557,368	708,619	32
Asian	607,201,613	2,152,588	30
Multiracial	146,251,114	900,302	35
Hispanic/ Latino	1,031,018,949	6,122,508	24
Non Hispanic	10,274,971,751	75,399,692	35

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Utah

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Utah 2010-2019</u>	<u>State Rank</u>
Total	43.4	65.5	1
White	39.5	63.4	1
Black	48.1	78.9	7
American Indian	51.8	81.2	1
Asian	89.5	115.6	5
Multiracial	73.6	105.7	1
Hispanic/ Latino	69.1	79.0	13
Non Hispanic	40.9	64.5	1

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Utah

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>2010</u>	<u>U.S. 2019</u>	<u>2010</u>	<u>Utah 2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	94.4	93.2
Black	8.6	8.9	1.0	1.0
American Indian	0.7	0.8	0.9	1.0
Asian	5.4	7.1	2.6	3.4
Multiracial	1.3	1.6	1.1	1.4
Hispanic/ Latino	9.1	10.7	7.5	8.1
Non Hispanic	90.9	89.3	92.5	91.9

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



VERMONT

Vermont

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Vermont</u>	<u>State Rank</u>
Total	16,215,910,296	31,152,064	51
White	13,245,784,818	29,931,131	50
Black	1,438,827,491	244,107	50
American Indian	126,833,693	76,913	51
Asian	1,150,521,472	579,572	48
Multiracial	253,942,822	320,340	51
Hispanic/ Latino	1,743,098,296	437,162	51
Non Hispanic	14,472,812,000	30,714,902	50

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	23,626,900	51
White	9,497,487,101	22,967,949	48
Black	971,493,505	139,236	50
American Indian	83,557,368	56,517	51
Asian	607,201,613	253,461	49
Multiracial	146,251,114	209,737	51
Hispanic/ Latino	1,031,018,949	247,137	51
Non Hispanic	10,274,971,751	23,379,763	50

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Vermont

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Vermont 2010-2019</u>	<u>State Rank</u>
Total	43.4	31.8	40
White	39.5	30.3	40
Black	48.1	75.3	12
American Indian	51.8	36.1	47
Asian	89.5	128.7	1
Multiracial	73.6	52.7	41
Hispanic/ Latino	69.1	76.9	15
Non Hispanic	40.9	31.4	39

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Vermont

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Vermont</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	97.2	96.1
Black	8.6	8.9	0.6	0.8
American Indian	0.7	0.8	0.2	0.2
Asian	5.4	7.1	1.1	1.9
Multiracial	1.3	1.6	0.9	1.0
Hispanic/ Latino	9.1	10.7	1.0	1.4
Non Hispanic	90.9	89.3	99.0	98.6

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

VIRGINIA

Virginia

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Virginia</u>	<u>State Rank</u>
Total	16,215,910,296	441,094,774	11
White	13,245,784,818	334,916,669	13
Black	1,438,827,491	60,727,367	8
American Indian	126,833,693	1,968,535	17
Asian	1,150,521,472	35,432,823	7
Multiracial	253,942,822	8,049,380	7
Hispanic/ Latino	1,743,098,296	27,697,301	11
Non Hispanic	14,472,812,000	413,397,473	12

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	325,201,000	9
White	9,497,487,101	256,149,948	11
Black	971,493,505	43,314,760	9
American Indian	83,557,368	1,381,612	14
Asian	607,201,613	19,577,381	8
Multiracial	146,251,114	4,777,299	7
Hispanic/ Latino	1,031,018,949	16,652,405	10
Non Hispanic	10,274,971,751	308,548,595	10

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Virginia

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Virginia 2010-2019</u>	<u>State Rank</u>
Total	43.4	35.6	32
White	39.5	30.8	36
Black	48.1	40.2	38
American Indian	51.8	42.5	37
Asian	89.5	81.0	36
Multiracial	73.6	68.5	23
Hispanic/ Latino	69.1	66.3	29
Non Hispanic	40.9	34.0	32

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Virginia

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Virginia</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	78.8	75.9
Black	8.6	8.9	13.3	13.8
American Indian	0.7	0.8	0.4	0.4
Asian	5.4	7.1	6.0	8.0
Multiracial	1.3	1.6	1.5	1.8
Hispanic/ Latino	9.1	10.7	5.1	6.3
Non Hispanic	90.9	89.3	94.9	93.7

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

WASHINGTON

Washington

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Washington</u>	<u>State Rank</u>
Total	16,215,910,296	432,797,892	13
White	13,245,784,818	357,050,114	11
Black	1,438,827,491	13,366,479	23
American Indian	126,833,693	4,643,120	7
Asian	1,150,521,472	46,266,322	5
Multiracial	253,942,822	11,471,858	6
Hispanic/ Latino	1,743,098,296	28,413,331	10
Non Hispanic	14,472,812,000	404,384,561	14

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	263,529,900	14
White	9,497,487,101	227,159,041	13
Black	971,493,505	7,256,481	26
American Indian	83,557,368	2,729,596	8
Asian	607,201,613	20,437,323	7
Multiracial	146,251,114	5,947,459	6
Hispanic/ Latino	1,031,018,949	14,664,671	12
Non Hispanic	10,274,971,751	248,865,229	14

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Washington

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Washington 2010-2019</u>	<u>State Rank</u>
Total	43.4	64.2	2
White	39.5	57.2	4
Black	48.1	84.2	6
American Indian	51.8	70.1	2
Asian	89.5	126.4	2
Multiracial	73.6	92.9	5
Hispanic/ Latino	69.1	93.8	4
Non Hispanic	40.9	62.5	2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Washington

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Washington</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	86.2	82.5
Black	8.6	8.9	2.8	3.1
American Indian	0.7	0.8	1.0	1.1
Asian	5.4	7.1	7.8	10.7
Multiracial	1.3	1.6	2.3	2.7
Hispanic/ Latino	9.1	10.7	5.6	6.6
Non Hispanic	90.9	89.3	94.4	93.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

WEST VIRGINIA

West Virginia

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>West Virginia</u>	<u>State Rank</u>
Total	16,215,910,296	68,154,156	41
White	13,245,784,818	64,737,714	40
Black	1,438,827,491	1,838,976	40
American Indian	126,833,693	123,848	50
Asian	1,150,521,472	848,345	45
Multiracial	253,942,822	605,273	45
Hispanic/ Latino	1,743,098,296	813,155	49
Non Hispanic	14,472,812,000	67,341,000	38

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	54,959,600	39
White	9,497,487,101	52,439,747	39
Black	971,493,505	1,418,158	39
American Indian	83,557,368	91,464	50
Asian	607,201,613	588,878	45
Multiracial	146,251,114	421,352	44
Hispanic/ Latino	1,031,018,949	493,936	47
Non Hispanic	10,274,971,751	54,465,664	38

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

West Virginia

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S.</u> <u>2010-2019</u>	<u>West Virginia</u> <u>2010-2019</u>	<u>State Rank</u>
Total	43.4	24.0	50
White	39.5	23.5	49
Black	48.1	29.7	50
American Indian	51.8	35.4	48
Asian	89.5	44.1	50
Multiracial	73.6	43.7	48
Hispanic/ Latino	69.1	64.6	35
Non Hispanic	40.9	23.6	49

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

West Virginia

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>West Virginia</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	95.4	95.0
Black	8.6	8.9	2.6	2.7
American Indian	0.7	0.8	0.2	0.2
Asian	5.4	7.1	1.1	1.2
Multiracial	1.3	1.6	0.8	0.9
Hispanic/ Latino	9.1	10.7	0.9	1.2
Non Hispanic	90.9	89.3	99.1	98.8

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



WISCONSIN

Wisconsin

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Wisconsin</u>	<u>State Rank</u>
Total	16,215,910,296	270,724,398	21
White	13,245,784,818	249,479,094	20
Black	1,438,827,491	9,326,770	31
American Indian	126,833,693	1,989,240	16
Asian	1,150,521,472	7,540,846	24
Multiracial	253,942,822	2,388,448	26
Hispanic/ Latino	1,743,098,296	9,725,816	25
Non Hispanic	14,472,812,000	260,998,582	20

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	200,482,200	20
White	9,497,487,101	186,878,850	16
Black	971,493,505	6,927,359	27
American Indian	83,557,368	1,334,427	18
Asian	607,201,613	3,875,378	25
Multiracial	146,251,114	1,466,185	27
Hispanic/ Latino	1,031,018,949	6,120,257	25
Non Hispanic	10,274,971,751	194,361,943	20

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Wisconsin

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Wisconsin 2010-2019</u>	<u>State Rank</u>
Total	43.4	35.0	34
White	39.5	33.5	31
Black	48.1	34.6	43
American Indian	51.8	49.1	26
Asian	89.5	94.6	20
Multiracial	73.6	62.9	29
Hispanic/ Latino	69.1	58.9	43
Non Hispanic	40.9	34.3	31

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Wisconsin

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Wisconsin</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	93.2	92.2
Black	8.6	8.9	3.5	3.4
American Indian	0.7	0.8	0.7	0.7
Asian	5.4	7.1	1.9	2.8
Multiracial	1.3	1.6	0.7	0.9
Hispanic/ Latino	9.1	10.7	3.1	3.6
Non Hispanic	90.9	89.3	96.9	96.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.



WYOMING

Wyoming

Table 1

Buying Power for 2019
(thousands of dollars)

<u>Race</u>	<u>U.S.</u>	<u>Wyoming</u>	<u>State Rank</u>
Total	16,215,910,296	32,463,713	50
White	13,245,784,818	30,885,119	49
Black	1,438,827,491	383,220	49
American Indian	126,833,693	497,383	40
Asian	1,150,521,472	283,552	51
Multiracial	253,942,822	414,440	50
Hispanic/ Latino	1,743,098,296	2,152,542	44
Non Hispanic	14,472,812,000	30,311,171	51

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

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	11,305,990,700	23,629,900	50
White	9,497,487,101	22,685,867	49
Black	971,493,505	193,254	49
American Indian	83,557,368	319,940	41
Asian	607,201,613	177,977	51
Multiracial	146,251,114	252,862	49
Hispanic/ Latino	1,031,018,949	1,356,891	43
Non Hispanic	10,274,971,751	22,273,009	51

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Wyoming

Table 3

Percentage Change in Buying Power, 2010-2019,
and State Rank

<u>Race</u>	<u>U.S. 2010-2019</u>	<u>Wyoming 2010-2019</u>	<u>State Rank</u>
Total	43.4	37.4	26
White	39.5	36.1	24
Black	48.1	98.3	5
American Indian	51.8	55.5	19
Asian	89.5	59.3	46
Multiracial	73.6	63.9	28
Hispanic/ Latino	69.1	58.6	44
Non Hispanic	40.9	36.1	26

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

Wyoming

Table 4

Market Share in Buying Power, 2010 and 2019
(percentage)

<u>Race</u>	<u>U.S.</u>		<u>Wyoming</u>	
	<u>2010</u>	<u>2019</u>	<u>2010</u>	<u>2019</u>
Total	100.0	100.0	100.0	100.0
White	84.0	81.7	96.0	95.1
Black	8.6	8.9	0.8	1.2
American Indian	0.7	0.8	1.4	1.5
Asian	5.4	7.1	0.8	0.9
Multiracial	1.3	1.6	1.1	1.3
Hispanic/ Latino	9.1	10.7	5.7	6.6
Non Hispanic	90.9	89.3	94.3	93.4

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.
