



**COMPARISON OF WHAT PERCENTAGE OF COMMUNITY INCOME
IS SPENT WITHIN THE RESPECTIVE COMMUNITY**

Ethnicity	Population	Amt Spent (billions)	Bus. Revenues (billions)	% of Amount
Blacks	39,472,041	\$910	\$136	15%
Hispanics	48,232,635	978	350	36%
Asians	14,506,692	509	506	99%
Whites	244,493,339	9,125	24,061	263%

In 2009, approximately 39 million Blacks spent approximately \$910 billion (spending and population data is from the Selig Center for Economic Growth, Terry College of Business, The University of Georgia; July 2009 issue). However, according to the U.S. Census Bureau, the revenue of Black businesses in 2007 (data from the closest year available) approximated \$136 billion, only 15 percent of that amount.

During 2009, approximately 48 million Hispanics spent approximately \$978 billion. (spending and population data is from the Selig Center for Economic Growth, Terry College of Business, The University of Georgia; July 2009 issue). According to the U.S. Census Bureau, in 2007, the revenue of Hispanic businesses approximated \$350 billion, which is 36 percent of that amount. During 2009, approximately 14 million Asians spent approximately \$509 billion. According to the U.S. Census Bureau, in 2007 the revenue of Asian businesses approximated \$506 billion, which is 99 percent of that amount.

During 2009, Whites spent approximately \$9 trillion, 125 billion. According to the U.S. Census Bureau, in 2007 the revenue of White businesses approximated \$24 trillion, which is 263 percent of that amount. (The article intends to be as

accurate as possible. In addition to businesses identified as specifically owned by Whites, publicly held businesses¹ are included. It is assumed that Whites own well more than 90 percent. If you disagree, make your own adjustment, the difference will make no distinction in the point of this article.)

This is the empirical evidence which shows where we are.

Blacks spend more than any ethnic group other than Whites and Hispanics, but we spend very little of it with our own businesses. The churches, businesses and consumers have begun to recognize that these are not mere statistics but a reflection of a dire state in which we, as a people, have grown accustomed to supporting businesses owned by others and neglecting our own. This minimizes the circulation of the dollar in the Black community leaving the community dependent on the prerogatives of others.

¹ The 2007 census report did not report the publicly held amount as the 2002 report did. For purposes of this report the 2002 amount was used. Obviously use of the 2002 amount substantially understates the revenues of Whites.