

Mining the \$1.8 Trillion Multicultural Market

One Market at a Time

Buying Power Will Triple

Minority buying power will more than triple from its 1990 level through 2008, illustrating significant population growth and, for African Americans and Asians educational strides, according to a new study from the University of Georgia

Total buying power
during this period –which includes the longest
economic expansion in U.S. History–
will increase 148 percent

Most dramatic will be the rise in
Hispanic buying power: 356 percent
from its 1990 level through 2008.

In the past three years,
Hispanic buying power
increased nearly 30 percent –
more than any other U.S. group

Hispanics are now the nation's largest minority

But their buying power is still lower than that of African Americans.

In the past three years,

Asian buying power

grew nearly as fast as Hispanics, 28 percent.

African American buying power

increased by nearly 18 percent, compared with

Non-Hispanic White buying power

with an increase of 14 percent.

American Indian buying power

rose by 21.5 percent.