

BUYING POWER

2010-2015

THE GUIDE TO AFRICAN AMERICAN,
NATIVE AMERICAN, ASIAN AND HISPANIC BUYING POWER
IN NORTH CAROLINA AND THE UNITED STATES



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2010-2015

The Guide to African American,
Native American, Asian and Hispanic Buying Power
in North Carolina and the United States

Estimates for 1990-2010 | Projections through 2015

By

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2010 Edition

Prepared for



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Message from the President

Rapidly shifting demographics and globalization have opened vast new markets for businesses. Business people who understand these new markets and how to attract them gain competitive advantage.

NCIMED's *Buying Power 2010-2015* provides market intelligence that competitive businesses can use to assess new opportunities for startups or expansion, quantify market potential for products and services, and guide targeted advertising campaigns.

Buying power is the total personal income of residents that is available, after taxes, for spending on goods and services – that is, the disposable personal income of the residents of a specified geographic area.

This one-of-a-kind guide provides estimates of African American, Native American,

Asian, White and Hispanic buying power for all 15 metropolitan areas and 100 counties of North Carolina, as well as U.S. spending by demographic groups on a wide range of consumer items.

These estimates and projections indicate the growing economic power of racial and ethnic groups and represent significant market opportunity for savvy business people.

NCIMED, as always, stands ready to help companies and communities build on this data to analyze new markets, develop business plans and strategies, and promote greater business and economic success through diversity.

Andrea L. Harris
President, NCIMED

About the Author

Dr. Jeffrey M. Humphreys, is Director of the Selig Center for Economic Growth and Director of Economic Forecasting in the Terry College of Business at the University of Georgia. The Selig Center is an endowed economic forecasting and market research center. Dr. Humphreys has published over 300 applied and academic studies regarding, economic forecasting, market research, retailing, economic impacts, transportation, energy economics, regional economics, economic development, and immigration. Dr. Humphreys has received many grants/contracts from private corporations and government agencies, including U.S. Department of Education, U.S & Georgia Departments of Transportation, Instituto de Mexico, Georgia Biomedical Partnership, Georgia World Congress Center Authority, and Georgia Ports Authority.

In Georgia, Dr. Humphreys is best known for his economic forecasts. He is a member of the Governor's Council of Economic Advisors for the State of Georgia and is a monthly columnist for Georgia Trend Magazine. He also serves on the 2010 Special Council on Tax Reform and Fairness for Georgians.

Nationally, Dr. Humphreys is best known for his detailed studies of minority buying power. He was selected by the editors of American Demographics as a “demographic diamond” – one of the 25 people who have made the most significant contributions to the understanding of consumer trends for business leaders in the last 25 years.

Dr. Humphreys received his B.A. and Ph.D. (Economics) from the University of Georgia. He is a member of Phi Beata Kappa and Phi Kappa Phi.

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Part 1

Introduction

Introduction

North Carolina's consumers will continue to experience substantial but varying annual gains in after-tax income, which powers their spending on goods and services. The estimates and projections of buying power show that African Americans, Native Americans, Asians, and Hispanics definitely share in this success, and wield formidable economic clout.

As African Americans, Native Americans, Asians, and Hispanics increase in number and purchasing power, their growing shares of the North Carolina consumer market draw avid attention from producers, retailers, and service providers alike. The buying power data presented here and differences in spending by race and/or ethnicity suggest that as North Carolina's consumer market becomes more diverse, advertising, products, and media must be tailored for each segment. Targeted advertisements that are relevant to a specific racial or ethnic group may be more likely to be noticed by consumers who are constantly bombarded with messages. With this in mind, new entrepreneurs, established businesses, marketing specialists, economic development organizations, and chambers of commerce now seek estimates of the buying power of major racial and ethnic minority groups. Going beyond the intuitive approaches often used, this report's estimates provide a timely, cost-efficient, and quantitative way to assess the size and vitality of North Carolina's racial and ethnic markets.

This study provides a comprehensive statistical overview of the buying power of African Americans, Native Americans, Asians, and Hispanics for North Carolina. Although, this discussion emphasizes the estimates for 2000 and 2010, the excel files that accompany this written report provide annual estimates and projections for 1990-2015. Also, majority, White, buying power is reported, but is not discussed. Similarly, Non-Hispanic buying power is reported, but is not separately discussed. Researchers should note that multiracial buying power is estimated only as a residual, and therefore the estimates are not discussed and should be used with extreme caution. Throughout this document, the terms African American and Black are used interchangeably as well as Native American and American Indian.

Simply defined, buying power is the total personal income of residents that is available, after taxes, for spending on goods and services – that is, the disposable personal income of the residents of a specified geographic area. Unfortunately, there are no geographically precise surveys of annual expenditures and income of the nation's major racial and ethnic groups. Even estimates of expenditures by race or ethnicity are difficult to find, especially for individual states and counties.

This study addresses this problem by providing estimates of African American, Native American, Asian, White, and Hispanic buying power for North Carolina. Detailed estimates for North Carolina's 15 metropolitan areas and 100 counties are presented here. These current dollar (not adjusted for inflation) estimates and projections indicate the growing economic power of various racial or ethnic groups; measure the relative vitality of geographic markets; help to judge business opportunities for start-ups or expansions; gauge a business's annual sales growth against potential market increases; indicate the market potential of new and existing products; and guide targeted advertising campaigns.

The estimates supersede those previously published by the North Carolina Institute of Minority Business Development (NCIMED). The estimates and projections 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.

In this report, buying power estimates are reported only for selected years, but annual data for the entire period, 1990-2015, are available in MS Excel files. Similarly, population data are reported only for selected years, but annual population data for the entire period, 1990-2015, are available in MS Excel files.

Part 2

Buying Power in North Carolina

Buying Power in North Carolina

North Carolina enjoys solid growth in total buying power, climbing from \$101 billion in 1990, to \$195 billion in 2000, to \$303 billion in 2010, and to \$386 billion in 2015. Total buying power is the buying power of all persons living in North Carolina regardless of their race or ethnicity, but does not include spending by visitors to the state (e.g., tourists). Buying power is a function of both population and per capita disposable personal income.

The percentage increase in North Carolina's total buying power for the period, 2000-2010, is 55 percent, which is slightly higher than the 52 percent advance in the nation's total buying power. North Carolina is the nation's twelfth largest consumer market.

Black Buying Power in North Carolina

Based on size (ranks eighth) and market share (ranks ninth) North Carolina is one of the nation's most important African-American markets. North Carolina's African American consumer market is on both the "largest" and the "most concentrated" top ten lists. The size of the state's African-American market is very attractive to businesses that cater to the needs of African-American consumers. Market concentration – the market share claimed by a group of consumers – is important because the higher the market share, the lower the costs of reaching a potential buyer in the group. In 2010, black purchases account for one out of every seven dollars that is spent in North Carolina. Market share (or concentration) is the percentage of total buying power in a particular area controlled by a particular racial or ethnic group. The terms market share and concentration are used interchangeably throughout this report.

Estimates indicate that the state's black buying power will climb from \$28 billion in 2000 to \$44 billion in 2010. Clearly, North Carolina's black consumers are a substantial economic force throughout the state. This expansion will allow North Carolina to place eighth in the 2010 national rankings (based on size of the African-American consumer market), which is the same as the 2000 national rankings. The black

consumer market in North Carolina is larger than the total buying power of all consumers – all races combined – living in any one of the following states: Alaska, Delaware, the District of Columbia, Montana, North Dakota, Rhode Island, South Dakota, Vermont, or Wyoming. The percentage increase for the eleven-year period is 57 percent, which is slightly higher than the 55 percent increase in the state's total buying power. North Carolina's 57 percent gain in black buying power is slightly lower than the 60 percent increase in black buying power posted by the U.S. as a whole, however.

North Carolina ranks ninth among the states in concentration, with African-American consumers accounting for 14.5 percent of the state's total buying power, or nearly 15 cents out of every dollar that residents of the state have to spend. The market share is higher only in the District of Columbia, Mississippi, Maryland, Georgia, Louisiana, South Carolina, Alabama, and Delaware.

In North Carolina, blacks' market share in 2010 is up 0.2 percentage points from their 2000 share of 14.3 percent. The increased market share alone accounts for a \$607 million in spending in 2010 as compared to 2000. Clearly for many of North Carolina's businesses, capturing black spending can make the difference between success and failure. Nationally, black consumers account for 8.6 percent of total buying power in 2010, or about nine cents out of each dollar that consumers have to spend. That's higher than their 8.2 percent market share in 2000.

American Indian Buying Power in North Carolina

In 2010, American Indian buying power is expected to equal \$2.5 billion, up from \$1.6 billion in 2000. North Carolina's American Indian consumer market currently is the nation's eighth largest, down two places from sixth in 2000. Native American consumers' economic clout is larger only in California, Oklahoma, Texas, Arizona, New Mexico, Washington, and Florida.

The 2000-to-2010 percentage change in the state's Native American buying power will be only 53 percent, which is substantially lower than the 69 percent increase estimated for the nation as a whole. North Carolina places 48th in the rankings by rate of growth of the Native American consumer market.

American Indians living in North Carolina will account for 0.8 percent of the state's overall consumer market in 2010, which is the same share as in 2000. Compared to other states, this market segment is more concentrated. Nationally, American Indians account for 0.6 percent of total buying power. The state ranks 14th in terms of the share of total buying power controlled by Native Americans.

Asian Buying Power in North Carolina

Over 2000-2010, North Carolina is home to the nation's 12th fastest growing Asian consumer market. In 2010, the state's Asian market will rank 16th in size. The estimates show that North Carolina's Asian buying power will rise to \$6.9 billion in 2010, up from \$2.9 billion in 2000. The impressive 137 percent increase in Asians' buying power is much higher than the 98 percent increase estimated for the nation as a whole. Asians' share of North Carolina's consumer market will be 2.3 percent in 2010, up from 1.5 percent in 2000. In comparison, Asians' share of U.S. buying power will be 4.9 percent in 2010, up from 3.7 percent in 2000. North Carolina ranks 26th among the states in terms of the share of total buying power that is Asian buying power. One caution with respect to the Asian market is that changes in U.S. immigration laws and/or the enforcement of those laws could substantially alter the prospects for future growth.

Hispanic Buying Power in North Carolina

North Carolina's Hispanic consumer market has expanded rapidly, energizing the state's economy as never before. In 2010, North Carolina's Hispanic buying power – \$14.2 billion – will exceed its 2000 value – \$5.1 billion – by 179 percent, a percentage gain that is substantially higher than the 108 percent increase in U.S. Hispanic buying power. Despite the nearly three-fold increase in eleven years, North Carolina ranks 16th in the rankings of the nation's "fastest growing" Hispanic markets. One caution with respect to the Hispanic market is that changes in U.S. immigration laws and/or the enforcement of those laws could substantially alter the prospects for future growth.

As noted above, buying power in the state's Hispanic market soar from \$5.1 billion in 2000 to \$14.2 billion in 2010. This large increase in dollar power will make North Carolina the 15th largest Hispanic market in the U.S., which compares extremely well to its 2000 rank of 17th. A two place advance in the national rankings is a noteworthy achievement.

Market share is increasingly concentrated, too. It will climb from 2.6 percent in 2000 to 4.7 percent in 2010. This is smaller than Hispanics' 9.3 percent share of U.S. buying power, however. In 2010, North Carolina ranks 26th in terms of the percentage of total buying power that is Hispanic.

Part 3

Buying Power in North Carolina's MSAs

Buying Power in North Carolina's MSAs

Note: The following analysis is based on the new definitions of North Carolina's metropolitan statistic areas that were released by the Executive Office of the President, Office of Management and Budget. The definitions were published on December 1, 2009 in the OMB Bulletin No. 10-02. This bulletin is available electronically from the OMB web site at <http://www.whitehouse.gov/OMB>.

Asheville, NC MSA

Asheville is North Carolina's seventh largest metropolitan consumer market, and consists of Buncombe, Haywood, Henderson, and Madison counties. Total buying power will rise from \$8.7 billion in 2000 to \$13.0 billion in 2010, which is a 50 percent increase. The Asheville MSA's consumer market therefore is growing at about the same pace at that of the nation (52 percent), but slightly slower than that of the state (55 percent). Buncombe County accounts for approximately 57 percent of the area's total buying power, and is the state's seventh largest county-level consumer market. The Asheville MSA is the state's least diverse racially, with the combined market shares of African Americans, Native Americans, and Asians comprising only 4.1 percent of the area's total buying power. In contrast, the combined market share of African Americans, Native Americans, and Asians for the entire state is 17.6 percent.

Black Buying Power

In 2010, African American buying power in the Asheville MSA will rise to \$375 million, up from \$269 million in 2000. This amounts to a 39 percent increase in black buying power, which is substantially below both the nation's 60 percent gain and the state's 57 percent gain. Among North Carolina's MSAs, Asheville is the fourth slowest growing black consumer market. Due to the relatively slow growth of the black consumer market, blacks' share of the MSA's total buying power will decline from 3.1 percent in 2000 to 2.9 percent in 2010.

The MSA's African American consumer market is concentrated in Buncombe County, which accounts for 78 percent of the area's black buying power. Blacks' share of Buncombe County's total buying power will be 3.9 percent in 2010, which is lower than the group's 2000 share of 4.5 percent. Market shares rose in Henderson, Haywood, and Madison counties. The African American market in Madison County is very small – \$4 million in 2010, but it is the MSA's fastest growing county-level black consumer market. The county's black buying power will rise by 149 percent from 2000-2010. That percentage gain is well above the nation's 60 percent gain and the state's 57 percent gain. Madison County has the state's third fastest growing black consumer market.

American Indian Buying Power

In 2010, Native American buying power in the Asheville MSA will be \$30 million, up from \$21 million in 2000. This amounts to a 42 percent increase in Native American buying power, which is smaller than both the nation's 69 percent gain and the state's 53 percent gain. Native Americans' share of the MSA's total buying power is only 0.2 percent in 2010, which is low relative to both the state (0.8 percent) and the nation (0.6 percent). Buncombe County accounts for 51 percent of the MSA's American Indian consumer market, but growth is much faster in Henderson, Haywood, and Madison counties.

Asian Buying Power

In 2010, Asian buying power in the Asheville MSA will be \$129 million, up from \$48 million in 2000. This amounts to a 170 percent increase in Asian buying power, which is higher than the state's 137 percent gain, and the nation's 98 percent gain. Despite this fast-paced growth, Asians' share of the MSA's total buying power will be only 1.0 percent in 2010, which is low relative to both the state (2.3 percent) and the nation (4.9 percent). Buncombe County accounts for 60 percent of the MSA's Asian consumer market, but growth is fastest in Madison County. Madison County accounts for only 2 percent of the MSA's Asian consumer market, however.

Hispanic Buying Power

This four-county MSA is the state's eighth largest Hispanic metropolitan market. In 2010, Hispanic buying power in the Asheville MSA will be \$403 million, up from only \$144 million in 2000. This amounts to a 180 percent increase in Hispanic buying power, which is substantially higher than the nation's 108 percent gain. The MSA's 2000-2010 percentage increase in Hispanic buying power essentially matches the state's 179 percent increase, however. Due to the fast-paced growth of the Hispanic consumer market, Hispanics' share of area's total buying power will expand from 1.7 percent in 2000 to 3.1 percent in 2010. The market share controlled by Hispanics will expand in all four of the MSAs counties.

The Hispanic consumer market is focused on Buncombe County, which accounts for 55 percent of the MSA's Hispanic buying power. Hispanics' share of Buncombe County's total buying power is 3.0 percent. Henderson County accounts for 38 percent of the area's Hispanic buying power, and the group's 4.5 percent share of the county's total buying power is the highest in the MSA. Henderson County will see the MSA's fastest growth in Hispanic buying power.

Burlington, NC MSA

The Burlington MSA consists of a single County, Alamance County. Total buying will rise from \$3.1 billion in 2000 to \$4.2 billion in 2010, which is a 38 percent increase. Burlington's consumer market therefore is growing much slower than that of either the nation (52 percent) or the state (55 percent). The MSA's consumer market is diverse, especially with respect to Hispanic and African-American buying power.

Black Buying Power

In 2010, African American buying power in the Burlington MSA will be \$560 million, up from \$407 million in 2000. This amounts to a 38 percent increase in black buying power, which falls short of both the nation's 60 percent gain in black buying power and the state's 57 percent increase in black spending power. It is the same as the MSA's 38 percent increase in total buying power, however. Consequently, blacks' share

of the Burlington MSA's total buying power will be 13.3 percent in 2010, which is the same as it was in 2000. Blacks' 2010 share of the area's market is substantially higher than their share of the U.S. consumer market (8.6 percent), but lower than their share of the North Carolina consumer market (14.5 percent).

American Indian Buying Power

In 2010, Native American buying power in the Burlington MSA will be \$22 million, up from \$13 million in 2000. This amounts to a 65 percent increase in Native American buying power, which is slightly lower than the nation's 69 percent gain, but higher than the state's 53 percent gain. Native Americans' share of the MSA's total buying power will be 0.5 percent in 2010, which is up slightly from 0.4 percent in 2000. Native American's share of the Burlington market therefore is lower than that of both the nation (0.6 percent) and the state (0.8 percent).

Asian Buying Power

In 2010, Asian buying power in the Burlington MSA will rise to \$57 million, up from \$26 million in 2000. This amounts to a 117 percent increase in Asian buying power, which exceeds that of the nation (98 percent), but is smaller than that of the state (137 percent). Despite the fast-paced growth, Asians' share of the MSA's total buying power will be only 1.3 percent in 2010, which is low relative to the group's share of total buying power in both the state (2.3 percent) and the nation (4.9 percent).

Hispanic Buying Power

This one-county MSA is North Carolina's eleventh largest Hispanic market. In 2010, Hispanic buying power in the Burlington MSA will rise to \$265 million, up from \$101 million in 2000. This 163 percent increase in Hispanic buying power is the fifth largest estimated for any of the state's MSAs. Due to the fast-paced growth of the Hispanic consumer market and very slow growth of the MSA's Non-Hispanic market, Hispanics' share of area's total buying power will rise from 3.3 percent in 2000 to 6.3 percent in 2010, which exceeds the group's 4.7 percent share of the state's 2010 total buying power. The 2000 to 2010 shift in Hispanics share of total buying power of 3.0

percentage points is the second largest posted by any of the state's 15 MSAs. In 2010, the Burlington MSA will have the highest Hispanic market share in the state.

Charlotte-Gastonia-Concord, NC-SC MSA

By far North Carolina's largest metropolitan consumer market, the North Carolina portion of the Charlotte-Gastonia-Concord MSA (hereinafter abbreviated as Charlotte MSA) consists of Anson, Cabarrus, Gaston, Mecklenburg, and Union counties. Readers should take note that the buying power and population estimates reported in this study do not include the South Carolina portion of the Charlotte MSA, which consists of York County.

The Charlotte MSA's total buying power will rise from \$34.8 billion in 2000 to \$56.8 billion in 2010, which is a 63 percent increase. The Charlotte MSA's consumer market therefore is growing substantially faster than that of both the nation (52 percent) and the state (55 percent). The MSA is the state's sixth fastest growing metropolitan consumer market. The city of Charlotte is centered in Mecklenburg County, which accounts for 67 percent of the area's total buying power. Mecklenburg County is also the largest county-level consumer market in the state, accounting for 12.5 percent of the state's total buying power. Union is the state's tenth largest county-level consumer market. Also, the city of Gastonia is in Gaston County, which is the state's eleventh largest county-level consumer market.

The Charlotte MSA's consumer market is both racially and ethnically diverse, especially with respect to African-American, Asian, and Hispanic buying power. The combined market shares of African Americans, Native Americans, and Asians account for 18.5 percent of the area's total buying power. In contrast, the combined market shares of African Americans, Native Americans, and Asians for the entire state is 17.6 percent.

Black Buying Power

In 2010, African American buying power in the Charlotte MSA will be \$8.6 billion, up from \$5.0 billion in 2000. This amounts to a 74 percent increase in black

buying power, which is above both the nationwide gain of 60 percent and the statewide gain of 57 percent. Given the large size Charlotte's black consumer market in 2000, this fast-paced growth is very impressive. Due to fast growth off a large base, black consumers account for a substantial and growing share of the area's overall buying power. In 2010, African Americans will control 15.2 percent of the MSA's total buying power, up from 14.2 percent in 2000.

The MSA's African American consumer market is heavily concentrated in Mecklenburg County, accounting for \$6.7 billion or 77 percent of the area's black buying power. In contrast, Mecklenburg County accounts for only 67 percent of the MSA's total buying power (all races combined). By a wide margin, Mecklenburg County is the state's largest county-level African American consumer market. Blacks' share of Mecklenburg County's total buying power will be 17.6 percent in 2010, which is much higher than the group's 2000 share of 16.4 percent. From 2000-2010, Mecklenburg County's black buying power grew by 73 percent. Gaston County is the second largest black consumer market in the MSA (\$675 million). Within the MSA, blacks' share of the county's total buying power is largest in Anson County (35 percent). Ranked by share of total buying power controlled by black consumers, Anson County is North Carolina's eighth most concentrated black county-level market. Union County is MSA's fastest growing black consumer market, ranking sixth among North Carolina's counties in terms of the rate of growth of black buying power.

American Indian Buying Power

In 2010, Native American buying power in the Charlotte MSA will be \$172 million, up from \$89 million in 2000. This amounts to a 94 percent increase in Native American buying power, which is well above both the nation's 69 percent gain and the state's 53 percent gain. Charlotte is second only to Fayetteville in terms of the size of its Native American consumer market. Native Americans' share of the MSA's total buying power will be only 0.3 percent in 2010, which is low relative to both the state (0.8 percent) and the nation (0.6 percent). Mecklenburg County accounts for 67 percent of the MSA's American Indian consumer market (the state's fourth largest county-level Native American market), but growth is fastest in Union County.

Asian Buying Power

In 2010, Asian buying power in the Charlotte MSA will be \$1.8 billion, up from \$741 million in 2000. This amounts to a 136 percent increase in Asian buying power, which matches that of the state and exceeds the nation's 98 percent gain. The Charlotte MSA is second only to the Raleigh MSA in terms of the size of its Asian buying power. Asians' share of the MSA's total buying power will be 3.1 percent in 2010, which is high relative to the state (2.3 percent), but low relative to the nation (4.9 percent).

Mecklenburg County accounts for 84 percent of the MSA's Asian consumer market, or \$1.5 billion. The county is the state's second largest Asian consumer market. Asians' share of total buying power in Mecklenburg County is the highest in the MSA. Growth is fastest in Union County, however, which is the third fastest county-level Asian consumer market in North Carolina.

Hispanic Buying Power

As North Carolina's largest Hispanic metropolitan market, Charlotte's Hispanic buying power will increase from \$1.0 billion in 2000 to \$3.4 billion in 2010, or by 230 percent. The MSA's percentage gain is well above those predicted for both the state (179 percent) and the nation (108 percent). The MSA is the state's second fastest growing Hispanic metropolitan market, and Hispanic consumers account for a growing share of the area's total buying power. In 2010, Hispanic consumers will control 6.1 percent of the area's total buying power, up from 3.0 percent in 2000. All of the MSA's counties will experience fast-paced growth in Hispanic buying power.

The Charlotte MSA's Hispanic consumer market is concentrated in Mecklenburg County, which accounts for 69 percent of the area's Hispanic buying power, or \$2.4 billion. The county is North Carolina's largest county-level Hispanic consumer market, and it accounts for 17 percent of the state's Hispanic buying power. Hispanics' share of Mecklenburg County's total buying power is 6.3 percent, up from 3.2 percent in 2000. From 2000-2010, Mecklenburg County's Hispanic buying power will grow by 219 percent.

In 2010, Hispanic buying power in Union County will total \$462 million, making this county both the state's seventh largest and second fastest growing county-level

Hispanic market. Gaston County will claim \$312 in Hispanic buying power, which places the county tenth in the state rankings by size. There is a \$279 million Hispanic market in Cabarrus County, which is growing rapidly. Hispanic buying power also will expand at an excellent pace in the MSA's other counties. In 2010, Hispanics' share of Union County's total buying power will be 7.1 percent, the highest in the Charlotte MSA, and the ninth highest in the entire state.

Durham, NC MSA

Durham is North Carolina's fourth largest MSA-level consumer market. The MSA consists of Chatham, Durham, Orange, and Person counties. Total buying power will rise from \$11.7 billion in 2000 to \$18.9 billion in 2010, or by 62 percent. The area's total buying power is growing faster than that of both the nation (52 percent) and the state (55 percent). Chatham and Orange counties are experiencing relatively fast-paced growth in total buying power (74 percent and 78 percent, respectively). The urban consumer market in Durham County accounts for \$9.5 billion, or 50 percent of the MSA's total buying power, and is the state's sixth largest county-level consumer market. The Durham MSA's consumer market is racially and ethnically diverse, particularly with respect to African American, Asian, and Hispanic buying power. The combined market share of African Americans, Native Americans, and Asians accounts for 20.7 percent of the area's total buying power. Among North Carolina's 15 MSAs, that is the fifth highest combined market share. In contrast, the combined market share of African Americans, Native Americans, and Asians for the entire state is 17.6 percent.

Black Buying Power

In 2010, African American buying power in the Durham MSA will rise to \$3.1 billion, up from \$2.2 billion in 2000. This amounts to a 38 percent increase in black buying power, which is well below both the nation's 60 percent gain and the state's 57 percent gain. The Durham MSA is the state's fifth largest MSA-level black consumer market. Since the MSA's black buying power is growing more slowly than its total

buying power, black consumers' share of area's total buying power declined from 19.1 percent in 2000 to 16.2 percent in 2010.

Geographically, the area's black consumer market is focused primarily on Durham County, which is North Carolina's fifth largest county-level African American consumer market. In 2010, Durham County's black buying power will be \$2.2 billion, which accounts for 72 percent of the MSA's black buying power. Black buying power is very concentrated, accounting for 23.5 percent of the Durham County's total buying power, but the market share was higher – 26.5 percent – in 2000. The market shares of African Americans also declined in Chatham and Orange counties. More specifically, blacks' share of total buying power in Chatham County dropped from 10.2 percent in 2000 to 6.8 percent in 2010. Blacks' share of total buying power in Orange County dropped from 8.1 percent in 2000 to 7.4 percent in 2010. In contrast, African Americans' share of Person County's total buying power rose from 22.9 percent in 2000 to 23.3 percent in 2010.

American Indian Buying Power

In 2010, Native American buying power in the Durham MSA will be \$62 million, up from \$38 million in 2000. This represents a 63 percent increase in Native American buying power, which exceeds the state's 53 percent gain, but falls short of the nation's 69 percent gain. Native Americans' share of the MSA's total buying power will be only 0.3 percent in 2010, which is low relative to both the state (0.8 percent) and the nation (0.6 percent). It is the same as the 0.3 percent share estimated for the MSA for 2000. Durham County accounts for 45 percent of the MSA's American Indian consumer market, but growth is fastest in Orange County. Native Americans' share of Person County's total buying power is 0.7 percent, which is the highest in the MSA.

Asian Buying Power

This four-county MSA is the state's third largest Asian consumer market. In 2010, Asian buying power in the Durham MSA will be \$770 million, up from \$309 million in 2000. This amounts to a 150 percent increase in Asian buying power. The gain exceeds the state's 137 percent gain. In 2010, Asians' share of the area's total

buying power is estimated at 4.1 percent, which is well above that of the state (2.3 percent), but lower than that of the nation (4.9 percent).

In 2010, the Durham MSA's Asian market is primarily located in Durham and Orange counties. Asian buying power in Durham County will total \$429 million. Durham County therefore will be the state's fourth largest Asian market in 2010. Asians control 4.5 percent of this county's total buying power, which is the third highest Asian market share in the state. In Orange County, Asian buying power will be \$267 million. This represents 4.7 percent of the county's total buying power, which is the second highest Asian market share in the state. Among North Carolina's counties, Orange County ranks sixth in terms of the size of its Asian buying power. Within the Durham MSA the fastest growth, however, is found in the MSA's two smaller Asian markets, Chatham and Person counties. Chatham County is the state's second fastest growing county-level Asian consumer market.

Hispanic Buying Power

The Durham MSA is the state's third largest Hispanic market. In 2010, Hispanic buying power will rise to \$1.2 billion from \$433 million in 2000. The 167 percent increase is substantially larger than the nation's 108 percent gain, but less than the state's 179 percent gain. Hispanics' share of area's total buying power will rise from 3.7 percent in 2000 to 6.1 percent in 2010.

The metropolitan area's Hispanic market is focused on Durham County, which is the state's third largest county-level Hispanic market. In 2010, Durham County's Hispanic buying power will be \$780 million, which constitutes 68 percent of the metropolitan area's Hispanic buying power. The county is the MSA's second fastest growing Hispanic market. In 2010, Hispanics' share of Durham County's total buying power will be 8.2 percent, which is the highest in the MSA and also is the fourth highest in the entire state.

Fayetteville, NC MSA

The Fayetteville MSA consists of Cumberland and Hoke counties. It is the state's sixth largest consumer market. In 2010, total buying power will be \$13.3 billion, up 90 percent from its 2000 level of \$7.0 billion. The estimates indicate that the area's consumer market is growing faster than that of the nation (52 percent) and that of the state (55 percent). The consumer market is very diverse, with market shares that exceed the state average for African Americans, Native Americans, Asians, and Hispanics. Cumberland County accounts for 91 percent of the area's total buying power. The combined market share of African Americans, Native Americans, and Asians accounts for 34.3 percent of the area's total buying power, which is the highest among the state's 15 MSAs.

Black Buying Power

The Fayetteville MSA's black buying power will rise from \$2.0 billion in 2000 to \$4.0 billion in 2010, a gain of 100 percent, which is substantially larger than both the nationwide increase of 60 percent and the statewide increase of 57 percent. The Fayetteville MSA will continue to be the state's second most concentrated MSA-level African American consumer market. The black share of total buying power will rise from 28.3 percent in 2000 to 29.9 percent in 2010. African Americans' share of the area's total buying power (29.9 percent) therefore will be about twice that of the state as a whole (14.5 percent). Cumberland County, which is the state's third largest county-level African American consumer market, accounts for 93 percent of the area's black buying power.

American Indian Buying Power

Fayetteville is the largest Native American MSA-level consumer market in the state. The Fayetteville MSA also is the state's most concentrated Native American consumer market. Native American buying power in the Fayetteville MSA will rise to \$243 million in 2010 from \$139 million in 2000. The 75 percent gain is larger than the 53 percent gain in the state's Native American buying power. Native Americans' share

of the area's total buying power will be 1.8 percent, which exceeds that of both the state (0.8 percent) and the nation (0.6 percent). Approximately 70 percent of the area's Native American buying power is in Cumberland County, which is the state's second largest county-level Native American consumer market. Hoke County accounts for \$73 million of the MSA's Native American buying power, which is North Carolina's eighth largest Native American market.

Asian Buying Power

In 2010, Asian buying power in the Fayetteville MSA will rise to \$337 million, up from \$144 million in 2000. The 134 percent gain is slightly smaller than the 137 percent gain estimated for the state as a whole, but exceeds the nationwide increase of 98 percent. Asians' share of the MSA's total buying power will rise from 2.1 percent in 2000 to 2.5 percent in 2010. The 2010 market share in the Fayetteville MSA exceeds the group's share of the state's total buying power (2.3 percent), but is smaller than the group's share of the nation's total buying power (4.9 percent). About 95 percent of the MSA's Asian buying power is in Cumberland County, which is the state's fifth largest county-level Asian market.

Hispanic Buying Power

The Fayetteville MSA's Hispanic market will rise from \$355 million in 2000 to \$699 million in 2010. Fayetteville is the state's sixth largest MSA-level Hispanic consumer market. The estimated 97 percent gain in Hispanic buying power is much smaller than the statewide gain of 179 percent, and it is also smaller than the nationwide gain of 108 percent. Nonetheless, because the MSA's Hispanic buying power is growing faster than its Non-Hispanic buying power, Hispanics' share of the area's total buying power will rise from 5.1 percent in 2000 to 5.3 percent in 2010. Cumberland County accounts for 85 percent of the area's Hispanic buying power, but Hoke County's Hispanic market is growing much faster and is much more concentrated. Among North Carolina's 100 counties, Hoke County ranks fourth in terms of the percentage of total buying power that is Hispanic.

Goldsboro, NC MSA

With the exception of the North Carolina portion of the Virginia Beach MSA, the Goldsboro MSA is the state's smallest MSA-level consumer market. It consists of a single county, Wayne County. Total buying power will rise from \$2.2 billion in 2000 to \$3.3 billion in 2010. The 46 percent gain in total buying power is small compared to those projected for many of the state's other MSAs, but the MSA's consumer market is diverse. African Americans' and Asians' shares of the area's total buying power are higher than their share of the state's total buying power. The combined market share of African Americans, Native Americans, and Asians accounts for 26.8 percent of the area's total buying power.

Black Buying Power

The Goldsboro MSA's black buying power will rise from \$552 million in 2000 to \$786 million in 2010, a gain of 42 percent, which is smaller than both the nationwide increase of 60 percent and the statewide increase of 57 percent. Since black buying power is growing more slowly than the MSA's total buying power, blacks' share of the total buying power will decline from 24.8 percent in 2000 to 24.2 percent in 2010. The market is very concentrated, with African Americans accounting for nearly one dollar in four. Blacks' 2010 share of the area's buying power is substantially higher than their shares at both the state (14.5 percent) and national levels (8.6 percent).

American Indian Buying Power

Native American buying power in the Goldsboro MSA will rise from \$5.5 million in 2000 to \$7.6 million in 2010. The 39 percent increase in Native American buying power is smaller than both the state's 53 percent gain and nation's 69 percent gain. Native Americans share of total buying power in the MSA will be 0.2 percent in 2010, which is the same as in 2000. Native Americans' 0.2 percent share of the area's total buying power is smaller than their shares at both the state level (0.8 percent) and national level (0.6 percent).

Asian Buying Power

Asian buying power in the Goldsboro MSA will be \$80 million in 2010, up from \$43 million in 2000. The 87 percent increase is much smaller than that of both the state (137 percent) and the nation (98 percent). Asians' share of the MSA's total buying power therefore will rise from 1.9 percent in 2000 to 2.4 percent in 2010. The 2010 market share is higher than the group's share of North Carolina's total buying power (2.3 percent), but is still lower than Asians' share of the nation's total buying power (4.9 percent).

Hispanic Buying Power

The Goldsboro MSA's Hispanic buying power will rise from \$55 million in 2000 to \$133 million in 2010. The 143 percent gain is much smaller than the statewide gain of 179 percent, but it is substantially higher than the 108 percent increase in the nation's Hispanic buying power. Due to the fast-paced growth of the Hispanic consumer market, Hispanics' share of area's total buying power will rise from 2.5 percent in 2000 to 4.1 percent in 2010, which will be slightly lower than the group's 4.7 percent share of the state's 2010 total buying power.

Greensboro-High Point, NC MSA

The Greensboro-High Point MSA (hereinafter abbreviated as Greensboro MSA) is North Carolina's third largest consumer market. The MSA consists of Guilford, Randolph, and Rockingham counties. Total buying power will rise from \$16.2 billion in 2000 to \$22.8 billion in 2010, an increase of 40 percent. The area's total buying power is growing more slowly than that of the nation (52 percent) and the state (55 percent). Guilford County accounts for 73 percent of the area's total buying power, and is the state's third largest county-level consumer market. The area's consumer market is racially diverse. The combined market shares of African Americans, Native Americans, and Asians account for 20.1 percent of the area's total buying power, which exceeds the 17.6 percent combined share reported for the state as a whole.

Black Buying Power

In 2010, African American buying power in the Greensboro MSA will approach \$4.0 billion, a 54 percent increase from the area's 2000 base of \$2.6 billion. This percentage gain is slightly lower than the state's 57 percent gain and the nation's 60 percent gain. Greensboro is the state's third largest MSA-level black consumer market. In 2010, black consumers will account for 17.5 percent of the area's total buying power, which is up considerably from 16.0 percent in 2000. Almost 87 percent of the area's black buying power is in Guilford County, and this also is the county within the MSA in which the black market share is the highest (20.8 percent) and black buying power is growing the fastest. Guilford County is the state's fourth largest county-level African American consumer market.

American Indian Buying Power

In terms of American Indian buying power, Greensboro is the fourth largest MSA-level market in the state. Native American buying power in the Greensboro MSA will rise from \$55 million in 2000 to \$81 million in 2010. This represents a 47 percent increase in Native American buying power, which is lower than both the state's 53 percent gain and the nation's 69 percent gain. Native Americans' share of the MSA's total buying power is only 0.4 percent in 2010, which is low relative to both the state (0.8 percent) and the nation (0.6 percent). Guilford County accounts for 71 percent of the MSA's American Indian consumer market, but growth is faster in Randolph County.

Asian Buying Power

Greensboro's Asian market is the fourth largest MSA-level market in the state. Asian buying power was \$246 million in 2000 and will be \$517 million in 2010. The 110 percent gain is smaller than the statewide gain of 137 percent, but is greater than the nationwide gain of 98 percent. In 2010, Asians' share of total buying power will reach 2.3 percent. It was only 1.5 percent in 2000. The 2010 market share is the same as that of the state (2.3 percent), but lower than that of the nation (4.9 percent). Almost 92 percent of the area's Asian buying power is located in Guilford County. Asians' share of total buying power is very low in both Randolph and Rockingham counties.

Hispanic Buying Power

The Greensboro MSA is the state's fourth largest Hispanic consumer market. In 2010, Hispanic buying power will rise to \$971 million from \$355 million in 2000. The 174 percent increase is substantially larger than the nation's 108 percent gain and also exceeds the state's 179 percent gain. Due to fast-paced growth, Hispanics' share of area's total buying power will rise from 2.2 percent in 2000 to 4.3 percent in 2010.

Both Guilford and Randolph counties are relatively large county-level Hispanic markets. In 2010, Guilford County's Hispanic buying power will be \$664 million, which represents 68 percent of the MSA's Hispanic market. Guilford County is the state's fifth largest county-level Hispanic market. In Randolph County, Hispanic buying power will be \$232 million, which accounts for 24 percent of the area's Hispanic market. Hispanics' share of Randolph County's total buying power is 6.4 percent, which is the highest in the MSA. Rockingham County accounts for the remaining 8 percent of the Greensboro MSA's Hispanic market.

Greenville, NC MSA

The Greenville MSA consists of Greene and Pitt counties. In 2010, total buying power will be \$5.3 billion, up 62 percent from its 2000 level of \$3.3 billion. The 62 percent increase in the area's total buying power is larger than that of the nation (52 percent) and that of the state (55 percent). Pitt County accounts for 90 percent of the area's total buying power. The area's consumer market is racially diverse, with market shares that exceed the state average for African Americans. The combined market share of African Americans, Native Americans, and Asians accounts for 23.5 percent of the area's total buying power, which is the fourth highest among the state's MSAs.

Black Buying Power

African American buying power in the Greenville MSA's will rise from \$704 million in 2000 to \$1.2 billion in 2010, a gain of 64 percent, which is larger than the nationwide increase of 60 percent and the statewide increase of 57 percent. The

Greenville MSA is one of the state's fourth most concentrated MSA-level African American consumer markets. The black share of total buying power will rise from 21.4 percent in 2000 to 21.6 percent in 2010. African Americans share of the area's total buying power (21.6 percent) therefore is much higher than either that of the state as a whole (14.5 percent) or the nation (8.6 percent). Pitt County accounts for 87 percent of the area's black buying power. Black buying power is growing much faster in Pitt County than in Greene County, but blacks' share of total buying power is much higher in Greene County.

American Indian Buying Power

The Greenville MSA's Native American market is relatively small and it is growing very slowly. Native American buying power in the Greenville MSA will rise to \$11.5 million in 2010 from \$7.8 million in 2000. The 47 percent gain is smaller than the 53 percent gain in the state's Native American buying power. Native Americans' share of the area's total buying power is only 0.2 percent, which is much lower than of both the state (0.8 percent) and the nation (0.6 percent). Over 88 percent of the area's Native American buying power is in Pitt County.

Asian Buying Power

In 2010, Asian buying power in the Greenville MSA will rise to \$89 million, up from \$45 million in 2000. The 97 percent gain is slightly smaller than the 137 percent gain posted by the state as a whole, but nearly equals that of the nation (98 percent). Asians' share of the MSA's total buying power will rise from 1.4 percent in 2000 to 1.7 percent in 2010. The 2010 market share is lower than the group's share of total buying power in both the state (2.3 percent) and the nation (4.9 percent). Almost 100 percent of the MSA's Asian buying power is in Pitt County.

Hispanic Buying Power

The Greenville MSA's Hispanic market will rise from \$59 million in 2000 to \$161 million in 2010. The 174 percent gain in Hispanic buying power is slightly smaller than the statewide gain of 179 percent, but it is much higher than the nationwide gain of

108 percent. Hispanics' share of the area's total buying power will rise from 1.8 percent in 2000 to 3.0 percent in 2010, which is below the group's 4.7 percent share of the state's total buying power. Pitt County accounts for 76 percent of the area's Hispanic buying power, but Hispanics' 7.4 percent share of Green County's total buying power is much higher than their 2.6 percent share of Pitt County's total buying power.

Hickory-Lenoir-Morganton, NC MSA

The Hickory-Lenoir-Morganton MSA (hereinafter abbreviated as Hickory MSA) consists of Alexander, Burke, Caldwell, and Catawba counties. The MSA is the state's ninth largest MSA-level consumer market. The Hickory MSA's total buying power will rise from \$7.7 billion in 2000 to \$9.9 billion in 2010, which is only a 28 percent increase. The Hickory MSA's consumer market therefore is growing more slowly than that of the nation (52 percent) and the state (55 percent). No single county accounts for the majority of the MSAs total buying power. The city of Hickory is in Catawba County, which accounts for 46 percent of the area's total buying power. The city of Morganton is in Burke County, which accounts for 24 percent of the MSA's total buying power. The city of Lenoir is in Caldwell County, which accounts for 20 percent of the MSA's total buying power. Alexander County accounts for 10 percent of the MSA's total buying power. The Hickory MSA's total buying power therefore is dispersed geographically, but it is not very diverse racially. African Americans, Native Americans, and Asians combined account for only 6.1 percent of the MSA's total buying power. That combined market share is the second lowest among the state's 15 MSAs.

Black Buying Power

In 2010, African American buying power in the Hickory MSA will be \$446 million, up from \$344 million in 2000. This amounts to a 30 percent increase, which is the smallest percentage gain that is estimated for any of the state's MSAs. It is smaller than both the nationwide gain of 60 percent and the statewide gain of 57 percent. Due to slow growth, black consumers' share of the area's total buying power will remain at 4.5 percent in 2010. Catawba County accounts for 53 percent of the area's black buying

power. The growth rate is highest in Alexander County (79 percent) and lowest in Burke County (19 percent).

American Indian Buying Power

In 2010, Native American buying power in the Hickory MSA will be \$25 million, up from \$17 million in 2000. This amounts to a 45 percent increase in Native American buying power, which is below both the state's 53 percent gain and the nation's 69 percent gain. Native Americans' share of the MSA's total buying power will be only 0.3 percent in 2010. No single county dominates the area's Native American market, but Burke and Caldwell counties have the highest market shares.

Asian Buying Power

In 2010, Asian buying power in the Hickory MSA will be \$135 million, up from \$110 million in 2000. This amounts to a 22 percent increase in Asian buying power, which is the slowest among the state's 15 MSAs. Asians' share of the MSA's total buying power will be 1.4 percent in 2010. Catawba County accounts for 57 percent of the MSA's Asian consumer market, but growth is fastest in Caldwell County.

Hispanic Buying Power

The Hickory MSA's Hispanic buying power will increase from \$179 million in 2000 to \$425 million in 2010, or by 138 percent. The MSA's percentage gain is below that predicted for the state (179 percent), but above that predicted for the nation (108 percent). Hispanic consumers account for a growing share of the area's overall consumer market. In 2010, Hispanic consumer's share of total buying power will rise to 4.3 percent from 2.3 percent in 2000. All of the MSA's counties will experience fast-paced growth in Hispanic buying power. The Hickory MSA's Hispanic consumer market is concentrated in Catawba County, which accounts for 62 percent of the area's Hispanic buying power. Hispanics' 2010 share of Catawba County's total buying power is 5.9 percent, up from 3.1 percent in 2000.

Jacksonville, NC MSA

The Jacksonville MSA consists of a single county, Onslow County. Total buying power will rise from \$3.1 billion in 2000 to \$6.6 billion in 2010. The 118 percent gain in total buying power is much higher than the 55 percent gain expected for the state. The MSA's consumer market is diverse. The combined market share of African Americans, Native Americans, and Asians accounts for 15.9 percent of the area's total buying power. Moreover, Hispanics' share of the area's total buying power is higher than their share of the state's total buying power.

Black Buying Power

The Jacksonville MSA's black buying power will rise from \$461 million in 2000 to \$877 million in 2010, a gain of 90 percent, which exceeds the nationwide increase of 60 percent and the statewide increase of 57 percent. Since black buying power is growing more slowly than the MSA's total buying power, blacks' share of total buying power will decline from 15.1 percent in 2000 to 13.2 percent in 2010. The market still is concentrated, however, with blacks' 2010 share of the area's buying power only slightly lower than their share of total buying power at the state level (14.5 percent) and well above their share at the national level (8.6 percent).

American Indian Buying Power

Native American buying power in the Jacksonville MSA will rise from \$23 million in 2000 to \$53 million in 2010. The 129 percent increase in Native American buying power is much larger than both the state's 53 percent gain and nation's 69 percent gain. Native Americans' share of total buying power in the MSA will be 0.8 percent in 2010. Native Americans' 0.8 percent share of the area's total buying power is larger than their share at the national level (0.6 percent) and equal to their shares at the state level (0.8 percent).

Asian Buying Power

Asian buying power in the Jacksonville MSA will reach \$129 million in 2010, up from \$48 million in 2000. The area's 171 percent gain in Asian buying power exceeds that of the state (179 percent) and the nation (98 percent). Asians' share of the MSA's total buying power therefore will rise from 1.6 percent in 2000 to 1.9 percent in 2010. The 2010 market share is slightly lower than Asians' share of North Carolina's total buying power (2.3 percent), but is much lower than the group's 4.9 percent share of the nation's total buying power.

Hispanic Buying Power

The Jacksonville MSA's Hispanic buying power will rise from \$165 million in 2000 to \$375 million in 2010. The 127 percent gain is much smaller than the statewide gain of 179 percent, but exceeds the MSA's 118 percent gain in total buying power. Hispanics' share of area's total buying power therefore will rise from 5.4 percent in 2000 to 5.6 percent in 2010, which is higher than the group's 4.7 percent share of the state's 2010 total buying power.

Raleigh-Cary, NC MSA

The Raleigh-Cary MSA (hereinafter referred to as the Raleigh MSA) is North Carolina's second largest MSA-level consumer market. The MSA contains a dynamic urban market in Wake County and two strong suburban markets in Franklin and Johnston counties. The cities of Raleigh and Cary are centered in Wake County – the urban core of the MSA.

Total buying power in the Raleigh MSA will rise from \$24.3 billion in 2000 to \$41.1 billion in 2010, or by 69 percent. The area's total buying power is growing faster than that of the nation (52 percent) and the state (55 percent). The MSA is racially and ethnically diverse, containing the state's largest Asian market, second largest African American market, and second largest Hispanic market. The MSA also contains the state's third largest MSA-level Native American consumer market. African Americans,

Native Americans, and Asians account for a combined market share of 17.8 percent of the MSA's total buying power.

In 2010, Wake County's total buying power will be \$34.4 billion, which is 84 percent of the area's total buying power. Wake County is the second largest county-level consumer market in the state, accounting for 11 percent of the state's total buying power.

Black Buying Power

In 2010, African American buying power in the Raleigh MSA will rise to \$5.2 billion, up from \$3.0 billion in 2000. This amounts to a 73 percent increase in black buying power, which is well above both the nation's 60 percent gain and the state's 57 percent gain. The Raleigh MSA is the state's second largest MSA-level black consumer market. Black consumers account for 12.6 percent of the area's total buying power, which is higher than their 12.4 percent share in 2000. African Americans' share of the MSA's total buying power (12.6 percent) is quite a bit higher than their share of the nation's total buying power (8.6 percent), but it is lower than their share of North Carolina's total buying power (14.5 percent).

Geographically, the area's black consumer market is focused primarily on Wake County. Wake County is North Carolina's second largest county-level African American consumer market, behind only Mecklenburg County in the Charlotte MSA. In 2010, Wake County's black buying power will be \$4.4 billion, which accounts for 84 percent of the MSA's black buying power – and nearly 10 percent of the state's black buying power. The estimated 75 percent increase in black buying power for 2000-2010 is very impressive for such a large market. African American's share of the Wake County's total buying power will rise from 12.2 percent in 2000 to 12.7 percent in 2010. Black buying power is more concentrated in Franklin County, where black consumers account for nearly one out of every five dollars of total buying power.

American Indian Buying Power

In 2010, Native American buying power in the Raleigh MSA will be \$147 million, up from \$72 million in 2000. This represents a 104 percent increase in Native American buying power, which greatly exceeds both the state's 53 percent gain and the

nation's 69 percent gain. Despite this growth, Native Americans' share of the MSA's total buying power will be only 0.4 percent in 2010, which is low relative to both the state (0.8 percent) and the nation (0.6 percent). Wake County accounts for 83 percent of the MSA's American Indian consumer market. Wake County is the state's third largest county-level Native American consumer market, and growth is faster here than in either Franklin or Johnston counties.

Asian Buying Power

This three-county MSA is the state's largest Asian consumer market. In 2010, Asian buying power in the Raleigh MSA will be \$2.0 billion, up from \$714 million in 2000. This amounts to a 174 percent increase in Asian buying power. The gain is much larger than both the nation's 98 percent gain and the state's 137 percent gain. In 2010, Asians' share of the area's total buying power is estimated at 4.8 percent, which is more than twice that of the state (2.3 percent), but slightly lower than that of the nation (4.9 percent). Wake County accounts for 98 percent of the MSA's Asian buying power, and is the state's largest county-level Asian consumer market.

Hispanic Buying Power

The Raleigh MSA is the state's second largest Hispanic market. In 2010, Hispanic buying power will rise to \$2.2 billion from \$695 million in 2000. The 212 percent increase is substantially larger than the nation's 108 percent gain and the state's 179 percent gain. Due to fast-paced growth, Hispanics' share of area's total buying power will rise from 2.9 percent in 2000 to 5.3 percent in 2010. The metropolitan area's Hispanic market is focused on Wake County. In 2010, Wake County's Hispanic buying power will be \$1.7 billion, which constitutes 80 percent of the metropolitan area's Hispanic buying power. In 2010, Hispanics' share of Wake County's total buying will be 5.0 percent. Wake County also is the MSA's fastest growing Hispanic market.

Rocky Mount, NC MSA

The Rocky Mount MSA consists of Edgecombe and Nash counties. In 2010, total buying power will be \$4.2 billion, up 36 percent from its 2000 level of \$3.1 billion. The estimates indicate that the area's consumer market is growing much more slowly than that of the nation (52 percent) and the state (55 percent). Nash County accounts for 68 percent of the area's total buying power, and total buying power is growing faster in Nash County (43 percent) than in Edgecombe County (24 percent). The area's consumer market is racially diverse. The combined market share of African Americans, Native Americans, and Asians accounts for 33.5 percent of the area's total buying power, which is the second highest combined share among the state's 15 MSAs.

Black Buying Power

Rocky Mount is the MSA in which black buying power is most concentrated, with 32.1 percent of total buying power controlled by African Americans. The African American market share was 30.8 percent in 2000. Black buying power will increase from \$945 million in 2000 to \$1.3 billion in 2010, a gain of 42 percent. The percentage gain in the MSA's black buying power is lower than that predicted for both the nation (60 percent) and the state (57 percent), but it is growing much faster than the MSA's total buying power (36 percent).

In 2010, Nash County will account for 54 percent of the area's black buying power. Black buying power is growing much faster in Nash County (64 percent) than in Edgecombe County (22 percent). Blacks' 2010 share of total buying power is much higher in Edgecombe County (45.3 percent) than in Nash County (25.9 percent). African Americans' 45.3 percent share of Edgecombe County's total buying power is the fourth highest among North Carolina's 100 counties.

American Indian Buying Power

The MSA is the state's fifth fastest growing MSA-level Native American consumer market. Native American buying power in the Rocky Mount MSA will rise to \$22 million in 2010 from \$13 million in 2000. The 76 percent gain is larger than the 53

percent gain in the state's Native American buying power. Due to this relatively fast-paced growth, Native Americans' share of the area's total buying power will rise from 0.4 percent in 2000 to 0.5 percent in 2010. The share is still lower than of both the state (0.8 percent) and the nation (0.6 percent), however. Almost 91 percent of the area's Native American buying power is in Nash County. The Native American market also is growing much faster in Nash County (82 percent) than in Edgecombe County (34 percent).

Asian Buying Power

In 2010, Asian buying power in the Rocky Mount MSA will rise to \$33 million from \$17 million in 2000. The 94 percent gain is smaller than both the 137 percent gain estimated for the state and the 98 percent gain estimated for the nation. Asians' share of the MSA's total buying power will rise from 0.5 percent in 2000 to 0.8 percent in 2010. Almost 89 percent of MSA's Asian buying power is in Nash County.

Hispanic Buying Power

The Rocky Mount MSA's Hispanic market rose from \$47 million 2000 to \$111 million in 2010. The 135 percent gain in Hispanic buying power is smaller than the statewide gain of 179 percent, but it is higher than the nationwide gain of 108 percent. Hispanics' share of the area's total buying power rose from 1.5 percent in 2000 to 2.7 percent in 2010, which is below the group's 4.7 percent share of the state's total buying power. Nash County accounts for 61 percent of the area's Hispanic buying power, and Hispanic buying power is growing faster in Nash than in Edgecombe County.

Virginia Beach-Norfolk-Newport News, VA-NC MSA

Currituck County is the only county in North Carolina that is a part of the Virginia Beach-Norfolk-Newport News MSA. The estimates reported in the tables that accompany this text therefore only include data for Currituck County. Since this MSA is not based in North Carolina, it is not discussed in this report.

Wilmington NC, MSA

The Wilmington MSA consists of Brunswick, New Hanover, and Pender counties. Total buying power will rise from \$6.5 billion in 2000 to \$11.3 billion in 2010, which is a 74 percent increase. The Wilmington MSA's consumer market therefore is growing faster than that of both the nation (52 percent) and the state (55 percent). New Hanover County accounts for 59 percent of the area's total buying power, and is the state's ninth largest county-level consumer market. Within the MSA, Brunswick County will see the fastest growth in total buying power (112 percent).

Black Buying Power

In 2010, African American buying power in the Wilmington MSA will rise to \$1.0 billion, up from \$679 million in 2000. This amounts to a 50 percent increase in black buying power, which is below both the nation's 60 percent gain and the state's 53 percent gain. Due to the relatively slow growth of the black consumer market, blacks' share of the MSA's total buying power will decline from 10.5 percent in 2000 to 9.0 percent in 2010. New Hanover County accounts for 57 percent of the MSA's black buying power, but blacks' share of total buying power is much higher in Pender County. Within the MSA, Brunswick County will see the fastest growth in black buying power.

American Indian Buying Power

In 2010, Native American buying power in the Wilmington MSA will be \$44 million, up from \$26 million in 2000. This amounts to a 67 percent increase in Native American buying power, which is much higher than the state's 53 percent gain. Native Americans' share of the MSA's total buying power will be 0.4 percent in 2010, which is low relative to the state (0.8 percent). New Hanover County accounts for 64 percent of the MSA's American Indian buying power. The fastest growth also will be found in New Hanover County.

Asian Buying Power

In 2010, Asian buying power in the Wilmington MSA will be \$100 million, up from \$40 million in 2000. This amounts to a 151 percent increase in Asian buying power, which exceeds both the state's 137 percent gain and the nation's 98 percent gain. Asians' share of the MSA's total buying power will be 0.9 percent in 2010, which is lower than the group's share of both the state's total buying power (2.3 percent) and the nation's total buying power (4.9 percent). New Hanover County accounts for 65 percent of the MSA's Asian consumer market, but growth is much faster in both Brunswick and Pender counties. Brunswick County accounts for 25 percent of the MSA's Asian consumer market.

Hispanic Buying Power

In 2010, Hispanic buying power in the Wilmington MSA will be \$280 million, up from \$88 million in 2000. This amounts to a 218 percent increase in Hispanic buying power, which is substantially higher than the nation's 108 percent gain. The percentage gain also exceeds the 179 percent gain in Hispanic buying power for the state as a whole. Due to the fast-paced growth of the Hispanic consumer market, Hispanics' share of area's total buying power will expand from 1.4 percent in 2000 to 2.5 percent in 2010. Hispanics' market share in the MSA is still much lower than the group's 4.7 percent share of the state's total buying power. New Hanover County accounts for 60 percent of the MSA's Hispanic buying power. Hispanics' share of total buying power in New Hanover County is 2.5 percent, which is lower than the group's 2.9 percent share of total buying power in Pender County.

Winston Salem, NC MSA

Winston Salem is North Carolina's fifth largest MSA-level consumer market. The MSA consists of Davie, Forsyth, Stokes, and Yadkin counties. Total buying power will rise from \$11.1 billion in 2000 to \$15.7 billion in 2010, or by 41 percent. The area's total buying power is growing slower than that of the nation (52 percent) and the state (55 percent). Davie County is experiencing somewhat faster growth in total buying power

(51 percent), however. The urban consumer market in Forsyth County accounts for \$12.1 billion, or 77 percent of the MSA's total buying power, and is the state's fifth largest county-level consumer market. Davie County's total buying power is \$1.4 billion, and it accounts for 9 percent of the area's total buying power. The Winston Salem MSA's consumer market is racially and ethnically diverse, particularly with respect to African American and Hispanic buying power. The combined market share of African Americans, Native Americans, and Asians accounts for 15.1 percent of the area's total buying power.

Black Buying Power

In 2010, African American buying power in the Winston Salem MSA will rise to \$2.1 billion, up from \$1.5 billion in 2000. This amounts to a 42 percent increase in black buying power, which nearly matches the 41 percent increase in the area's total buying power. The 42 percent gain in black buying power, however, is below both the nation's 60 percent gain and the state's 57 percent gain. In 2010, black consumers will account for 13.4 percent of the area's total buying power, up only slightly from 13.3 percent in 2000.

Geographically, the area's black consumer market is focused primarily on Forsyth County, which is North Carolina's sixth largest county-level African American consumer market. In 2010, Forsyth County's black buying power will be \$1.9 billion, which accounts for 92 percent of the MSA's black buying power. Black buying power will account for 16.0 percent of Forsyth County's total buying power.

American Indian Buying Power

In 2010, Native American buying power in the Winston Salem MSA will be \$40 million, up from \$26 million in 2000. This represents a 52 percent increase in Native American buying power, which almost equals the state's 53 percent gain, but falls short of the nation's 69 percent gain. Native Americans' share of the MSA's total buying power will be only 0.3 percent in 2010, which is lower than that of the state (0.8 percent) and the nation (0.6 percent). Forsyth County accounts for 83 percent of the MSA's American Indian consumer market, but growth is fastest in Stokes County.

Asian Buying Power

In 2010, Asian buying power in the Winston Salem MSA will be \$229 million, up from \$97 million in 2000. This amounts to a 136 percent increase in Asian buying power. The gain almost equals the state's 137 percent gain, and it is much higher than the nation's 98 percent gain. In 2010, Asians' share of the area's total buying power is estimated at 1.5 percent, which is lower than that of the state (2.3 percent) and the nation (4.9 percent). In 2010, the Winston Salem MSA's Asian market is primarily located in Forsyth County, which accounts for 94 percent of the group's buying power within the MSA. Forsyth County is the state's seventh largest county-level Asian consumer market.

Hispanic Buying Power

The Winston Salem MSA is the state's fifth largest Hispanic market. In 2010, Hispanic buying power will rise to \$819 million from \$300 million in 2000. The 173 percent increase is substantially larger than the nation's 108 percent gain and is only slightly smaller than the state's 179 percent gain. Due to fast-paced growth, Hispanics' share of area's total buying power will rise from 2.7 percent in 2000 to 5.2 percent in 2010. The metropolitan area's Hispanic market is focused on Forsyth County. In 2010, Forsyth County's Hispanic buying power will be \$694 million, which constitutes 85 percent of the metropolitan area's Hispanic buying power. Forsyth County is the fourth largest county-level Hispanic market in North Carolina. Hispanics' share of Forsyth County's total buying power will be 5.7 percent, which is the highest in the MSA.

Part 4

Buying Power in North Carolina's Counties

Buying Power in North Carolina's Counties

In 2010, North Carolina's ten largest consumer markets at the county level will be Mecklenburg County, Wake County, Guilford County, Cumberland County, Forsyth County, Durham County, Buncombe County, Onslow County, New Hanover County, and Union County. These ten counties account for 49 percent of the state's total buying power. From 2000 to 2010, the ten counties with largest estimated percentage gains in total buying power are Hoke County, Union County, Onslow County, Brunswick County, Camden County, Currituck County, Cumberland County, Pender County, Lincoln County, and Johnston County. Cumberland and Onslow stand out as is the only counties that place on both top-10 lists. Eight of the state's fastest growing counties are part of an MSA. In 2010, approximately 75 percent of North Carolina's total buying power will be in metropolitan areas. From 2000-2010, 95 of North Carolina's 100 counties will experience gains in total buying power that exceed the rate of inflation (26 percent).

Black Buying Power in North Carolina's Counties

In 2010, North Carolina's ten largest black markets at the county level will be Mecklenburg County, Wake County, Cumberland County, Guilford County, Durham County, Forsyth County, Pitt County, Onslow County, Wayne County, and Nash County. Seven of these counties also are in rank among the top ten in terms of total buying power. The others are Pitt, Wayne, and Nash counties, and they rank 15th, 24th, and 29th, respectively.

North Carolina's black buying power is more concentrated geographically than its total buying power. For example, in 2010, the state's ten largest county-level African American markets will account for 59 percent of the state's black buying power, but the state's ten largest county level markets in terms of total buying power will account for only 49 percent of the state's total buying power. On the other hand, African-American buying power is not significantly more concentrated in North Carolina's metropolitan areas. For example, 76 percent of the state's black buying power is in metropolitan areas compared to 75 percent of its total buying power.

The extremes in percentage change in black buying power are most clearly visible at the county level. From 2000 to 2010, 90 counties will experience gains in black buying power that exceed the rate of inflation (cumulative inflation was 26 percent from 2000 through 2010). Of North Carolina's 100 counties, 38 will see black buying power grow faster than the national rate of increase in total buying power – the buying power of all U.S. consumers increased by 52 percent. North Carolina's most concentrated county-level black markets are Bertie and Hertford counties, where 52 cents and 48 cents out of every dollar are in the hands of black consumers, respectively. Black consumers also control at least four dollars in ten in Northampton, Edgecombe, and Warren counties. In 58 of the state's 100 counties, blacks' shares of total buying power are higher than blacks' 8.6 percent share of the nation's total buying power. From 2000-2010, African Americans share of total buying power rose in 45 counties, stayed the same in nine counties, and declined in 46 counties. The counties where African Americans share of total buying power increased the most are Nash, Hertford, Halifax, Cabarrus, and Cumberland.

Native American Buying Power in North Carolina's Counties

In 2010, North Carolina's ten largest Native American consumer markets at the county level will be Robeson County, Cumberland County, Wake County, Mecklenburg County, Jackson County, Harnett County, Swain County, Hoke County, Guilford County, and Scotland County. Only four of these counties – Cumberland, Wake, Mecklenburg, and Guilford counties – rank among the top ten in terms of total buying power. North Carolina's Native American buying power is much more concentrated geographically than its total buying power. For example, in 2010, the state's ten largest county-level American Indian markets account for 69 percent of the state's American Indian buying power, but the state's ten largest county level markets in terms of total buying power account for only 49 percent of the state's total buying power. North Carolina's Native American buying power is concentrated in non-metropolitan counties. For example, 61 percent the state's Native American buying power is in nonmetropolitan counties compared to only 25 percent of the state's total buying power.

The extremes in percentage change in Native American buying power are most clearly visible at the county level. From 2000 to 2010, 85 counties will experience gains in Native American buying power that exceed the rate of inflation (cumulative inflation was 26 percent from 2000 through 2010). Of North Carolina's 100 counties, 49 will see Native American buying power grow faster than the national rate of increase in total buying power – the buying power of all U.S. consumers increased by 52 percent. North Carolina's most concentrated county-level Native American market is Robeson County, where 32 cents out of every dollar is in the hands of Native American consumers. Native American consumers control 23 cents out of every dollar in Swain County. Also, Native American consumers control at least five cents out of every dollar in Jackson, Hoke, Scotland, and Graham counties.

In 22 of the state's 100 counties, Native Americans' shares of total buying power are higher than Native Americans' 0.6 percent share of the nation's total buying power. From 2000-2010, Native Americans' share of total buying power will rise in 26 counties, remain the same in 60 counties, and decrease in 14 counties. The largest increase in market share will be realized in Northampton County, where Native Americans' share of total buying power will rise by 0.6 percentage points (from 0.6 percent to 1.3 percent).

Asian Buying Power in North Carolina's Counties

In 2010, North Carolina's ten largest Asian consumer markets at the county level will be Wake County, Mecklenburg County, Guilford County, Durham County, Cumberland County, Orange County, Forsyth County, Onslow County, Union, and Cabarrus County. Eight of these counties also are in rank among the top ten in terms of total buying power. The others are Orange and Cabarrus, and they rank 12th and 13th, respectively). North Carolina's Asian buying power is much more concentrated geographically than its total buying power. For example, in 2010, the state's ten largest county-level Asian markets account for 79 percent of the state's Asian buying power, but the state's ten largest county level markets in terms of total buying power account for only 49 percent of the state's total buying power. The state's Asians buying power is heavily concentrated in urban areas. For example, metropolitan counties account for 92

percent of NC's Asian buying power versus only 75 percent of the state's total buying power.

From 2000 to 2010, 91 counties will experience gains in Asian buying power that exceed the rate of inflation (cumulative inflation was 26 percent from 2000 through 2010). Of North Carolina's 100 counties, 82 will see Asian buying power grow faster than the national rate of increase in total buying power – the buying power of all U.S. consumers increased by 52 percent. North Carolina's most concentrated county-level Asian markets are Wake and Orange counties, where 5.6 cents and 4.7 cents out of every dollar are in the hands of Asian consumers, respectively. Wake County also is the state's largest county-level Asian consumer market, accounting for \$1.9 billion, or 28 percent, of the state's Asian buying power. Wake is the only North Carolina counties where Asians' share of total buying power is higher than Asians' 4.9 percent share of the nation's total buying power. Although Asians' market shares are relatively low, they are on the increase. From 2000 to 2010, 70 of North Carolina's 100 counties will experienced an increase in the share of total buying power claimed by Asians.

Hispanic Buying Power in North Carolina's Counties

In 2010, North Carolina's ten largest Hispanic markets at the county level will be Mecklenburg County, Wake County, Durham County, Forsyth County, Guilford County, Cumberland County, Union County, Onslow County, Johnston County, and Gaston County. Eight of these counties also are in rank among the top ten in terms of total buying power. The others are Gaston and Johnston counties, and they rank 11th and 14th, respectively. North Carolina's Hispanic buying power is more concentrated geographically than its total buying power. For example, in 2010, the state's ten largest county-level Hispanic markets account for 59 percent of the state's Hispanic buying power, but the state's ten largest county level markets in terms of total buying power account for only 49 percent of the state's total buying power.

From 2000 to 2010, all of the state's 100 counties will experience gains in Hispanic buying power that exceed the rate of inflation (cumulative inflation was 26 percent from 2000 through 2010). Also, all of the state's 100 counties will see Hispanic

buying power grow faster than the national rate of increase in total buying power – the buying power of all U.S. consumers increased by 52 percent. Also, in 89 of North Carolina’s 100 counties, the percentage increase in Hispanic buying power will be larger than the 108 percent increase in the nation’s Hispanic buying power.

The estimates for 2010 indicate that North Carolina’s most concentrated county-level Hispanic market is Duplin County, where 13 cents out of every dollar is in the hands of Hispanic consumers. The second most concentrated market is Sampson County, where Hispanics’ share of the county’s total buying power is 9.6 percent. All of the state’s remaining counties report Hispanic market shares that are below the nationwide average of 9.3 percent. Nonetheless, Hispanics share of total buying power rose in 99 of North Carolina’s 100 counties. The largest increase in market share will be realized in Duplin County, where Hispanics’ share of total buying power will rise by 4.6 percentage points (from 7.8 percent to 12.5 percent). Hispanics’ share of total buying power will rise by 4.1 percentage points in Sampson County (from 5.5 percent to 9.6 percent) and by 3.8 percentage points in Hoke County (from 8.8 percent to 10.4 percent).

Part 5

Gaining Perspective on Black, Asian, and Hispanic Buying Power

Perspectives on Size

Sometimes it is difficult to put your hands around a number as large as \$43.9 billion in African American buying power, or \$14.2 billion in Hispanic buying power, or \$6.9 billion in Asian buying power. The following comparisons are provided to help provide some perspective to the estimates of the buying power of these three groups of consumers.

How important is \$43.9 billion African American Buying Power?

- It is 10 percent greater than the contribution that banks, insurance companies, and other financial services companies make to the state's economy (\$40.0 billion in gross state product in 2008).
- It is larger than the total buying power (buying power of the entire population) of any one of the following nine states: Rhode Island, the District of Columbia, Delaware, Montana, Alaska, South Dakota, North Dakota, Vermont, and Wyoming.
- It exceeds the size of the state's budget from all sources (\$43.2 billion in FY 2009-10).
- Exceeds all wage & salary disbursements in North Carolina's manufacturing and health care industries combined (estimated at \$41.4 billion in 2009).
- It will buy 220,689 single-family homes in the Charlotte MSA or 196,415 single-family homes in the Raleigh MSA (On average, existing single-family homes in Charlotte sold for \$199,100. In Raleigh the average home sold for \$223,700).

How important is \$14.2 billion in Hispanic Buying Power?

- It exceeds the contribution that the information industry makes to the state's economy (\$12.1 billion in gross state product in 2007)
- It exceeds the State of North Carolina's general fund annual appropriations for education (\$11.2 billion in appropriations for the public schools, community colleges, and the university system in FY2009-10).

- Equals all wage and salary disbursements in North Carolina's retail and insurance industries (estimated at \$14.2 billion in 2009).
- It will buy 71,449 single-family homes in the Charlotte MSA or 63,592 single-family homes in the Raleigh MSA.

How important is \$6.9 billion in Asian Buying Power?

- It approaches the contribution that utilities make to the state's economy (\$7.4 billion in gross state product in 2008).
- It is more than double the total contribution that the state's arts, entertainment, and recreation industry makes to the state's economy (\$3.1 billion in 2008).
- Exceeds all wage and salary disbursements in North Carolina's Information Industry and Food and Beverage manufacturing industries combined (estimated at \$6.8 billion in 2009).
- It will buy 34,505 single-family homes in the Charlotte MSA or 30,711 single-family homes in the Raleigh MSA.

Perspectives on Fast-Paced Growth

Not only are North Carolina's Hispanic, and Asian markets large, their rates of growth are very compelling. The economic clout of Hispanics and Asians is soaring. From 2000 to 2010, Hispanic buying power increased by 179 percent and Asian buying power increased by 137 percent. The following comparisons for 2000 through 2010 are provided to help provide some perspective.

- Total wages disbursed in North Carolina rose by only 35 percent (from \$129 billion to \$174 billion).
- The state's total retail sales rose by only 28 percent (from \$89 billion in 2000 to \$114 billion in 2010).
- North Carolina's gross state product (nominal GSP) increased by 50 percent (from \$274 billion to an estimated \$412 billion).
- Inflation rose by 26 percent.

The state's Hispanic and Asian markets offer opportunities to tap into the type of fast-paced growth that typically is only found in rapidly developing countries. Moreover, tapping into one or more of these niche markets is likely to be far less risky than tapping into overseas markets. For example, when a business taps into North Carolina's "multicultural" economy there is no risk associated with currency fluctuations. Also, in North Carolina, the political and legal systems are understood and are relatively stable, as are fiscal and monetary policies. The state's Asian and Hispanic consumer markets therefore may offer relatively safe opportunities for fast-paced business expansion. One caution with respect to the Hispanic and Asian markets is that changes in U.S. immigration laws and/or the enforcement of those laws could substantially alter the prospects for future growth.

Marketing Implications

Estimates of buying power by race and ethnicity for North Carolina, its MSAs, and its counties suggest that marketing to African American, American Indian, Asian, or Hispanic consumers can contribute significantly to both top- and bottom-line growth. Already, these markets are attracting more and more attention from businesses large and small. For example, the explosion of black and Hispanic media – whether magazines, radio stations, television, or on the Internet – reflects the increasing number of advertising dollars targeted towards African-Americans and Hispanics. The competition is catching on, however. Therefore, it might be wise to move rapidly to establish market share. It is just a matter of time before the African-American, Native American, Asian, and Hispanic markets are just as saturated with advertising messages and products as is the mass market.

The following insights may help consumer-oriented businesses operating in North Carolina tap into the state's African American, Asian, and Hispanic consumer markets.

African-American Buying Power: Selected Market Insights

- A large, concentrated, well-established market, characterized by average growth in terms of buying power.
- The state's two largest MSA-level African American markets are Charlotte and Raleigh. Black buying power in both MSAs is growing faster than it is for either the state as a whole or for metropolitan counties as a group. This finding is especially impressive given that it is often much more for larger consumer markets to post higher percentage gains than smaller markets. African Americans' share of total buying power is 15.2 percent in Charlotte versus 12.6 percent in Raleigh. The Charlotte MSA therefore stands out as perhaps the state's most attractive MSA-level African American market.
- The Fayetteville MSA is perhaps the state's most attractive mid-sized African American consumer market. African American buying power is growing relatively quickly and blacks' share of the area's total buying power is 30.7 percent (the second highest among the state's MSAs).
- Rising levels of educational attainment will generate opportunities for businesses that alter their products and services to appeal to a more educated African-American consumer.
- The black population is younger than the white population, which implies that larger proportions of blacks will be entering the workforce for the first time or moving up from entry-level jobs. Conversely, smaller proportions are at career pinnacles or of retirement age. These trends not only bode well for the continued growth of black buying power, but will affect the types of products and services purchased.
- The youthful profile of the black population does have its downside, however. Compared to people who are either more established in their careers or retired, young people, 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.
- Young blacks will continue to set trends for young adults of every race.

- Compared to non-blacks, the average black household spends more on telephone services, children's clothing, women's clothing, and footwear. Firms that sell these goods or services might do well to focus their marketing efforts on black consumers.
- Compared to non-blacks, the average black household spends a higher proportion of their income on shelter, gasoline, and motor oil.
- Compared to non-blacks, the average black household spending a smaller proportion of their income on eating out, alcoholic beverages, health care, entertainment, education, and pensions.
- Compared to non-black households, blacks are less likely to be homeowners, creating an immediate opportunity for those who lease property.

Asian Buying Power: Selected Market Insights

- This is an extremely fast growing market, characterized by substantially above average growth in terms of both buying power and population. Nonetheless, North Carolina's Asian market has yet to truly reach critical mass. Asians share of the state's total buying power is still relatively low.
- Nearly all Asians are urbanites. Asian buying power therefore is much more concentrated in urban areas than is total buying power. Metropolitan counties account for 92 percent of North Carolina's Asian buying power versus only 75 percent of the state's total buying power. This urban concentration will help to determine how Asians exercise their buying power. One positive implication of this extreme geographic focus is to lower marketing costs, which helps to offset increased marketing costs associated with the group's low overall share of the state's total buying power.
- Asian buying power in the Raleigh MSA, which is the state's largest MSA-level Asian market, is growing much faster than it is at either the state level or for metropolitan counties as a group. Since Asians' share of total buying power is much higher in Raleigh is the highest among the state's MSAs (and more than double the statewide average), Raleigh stands out as a particularly attractive Asian market.

- The Durham MSA stands out as one of the mid-sized Asian markets where the both the growth rate and the market share are respectable.
- The Asian population is relatively young, which implies that larger proportions of Asians will be entering the workforce for the first time or moving up their career ladders. Also, fewer are of retirement age. These trends not only bode well for continued above-average growth in buying power, but will affect the types of products and services purchased.
- Compared to the overall population, the Asian population is highly educated, which helps to determine the types of goods and services that are purchased.
- Compared to African American and Hispanic youths, young Asians comprise too small a share of the state's overall population to set trends for young adults of all races.
- Compared to the average household, Asian consumers spend more on food (groceries and dining out), furniture, appliances, clothing, public transportation, education, insurance, and pensions. Firms that sell these goods or services might do well to focus more of their marketing efforts on Asian consumers.
- Compared to the average household, Asian consumers spend much less of their budgets on vehicle purchases, alcoholic beverages, tobacco, and health care.
- Compared to the average household, Asians are less likely to be homeowners, creating an immediate opportunity for those who lease property.

Hispanic Buying Power: Selected Market Insights

- Extremely fast growing market, characterized by substantially above average growth in terms of both buying power and population. North Carolina's Hispanic market has reached critical mass. Hispanics' market share is increasingly concentrated, but is still only about half that of the nation as a whole.
- Hispanic buying power is slightly more concentrated in urban areas than is Non-Hispanic buying power. Metropolitan counties account for 80 percent of NC's Hispanic buying power versus only 75 percent of the state's Non-Hispanic buying power.

- The state's two largest MSA-level Hispanic markets are Charlotte and Raleigh. These two markets are growing much faster than either the state as a whole or metropolitan counties as a group. This finding is especially impressive given that it is often much more for larger consumer markets to post higher percentage gains than smaller markets.
- The Hispanic population is much younger than the Non-Hispanic population, which implies that larger proportions of Hispanics will be entering the workforce for the first time or moving up from entry-level jobs. Conversely, smaller proportions are at career pinnacles or of retirement age. These trends not only bode well for continued above-average growth in buying power, but will affect the types of products and services purchased.
- Young Hispanics will continue to set trends for young adults of every race and ethnicity.
- Compared to Non-Hispanics, the average Hispanic household spends more on groceries, telephone services, apparel, and footwear. Firms that sell these goods or services might do well to focus more of their marketing efforts on Hispanic consumers.
- Compared to Non-Hispanics, the average Hispanic household spends a higher proportion of their income on housing (primarily rental housing), and transportation.
- Compared to Non-Hispanics, the average Hispanic household spends a smaller proportion of their income on health care, entertainment, education, tobacco, and personal insurance and pensions.
- Compared to non-Hispanics, Hispanics are less likely to be homeowners, creating an immediate opportunity for those who lease property.

Part 6

Buying Power in the U.S.

Buying Power in the U.S.

Total Buying Power Statistics

The Selig Center projects that the nation's total buying power will rise from \$4.2 trillion in 1990 to \$7.3 trillion in 2000, to \$11.1 trillion in 2010, and to \$14.1 trillion in 2015. The percentage increase for 1990-2015 is 233 percent. From 1990-2010, total buying power will rise by 162 percent, which far outstrips cumulative inflation. For example, the U.S. Consumer Price Index for All Urban Consumers (CPI-U) will increase by approximately 68 percent during the same period. Total buying power will expand by 52 percent from 2000 through 2010, and by 27 percent from 2010 through 2015. From 2000 to 2010, the U.S. CPI-U will increase by about 26%.

Diverse forces support this substantial growth. The 26-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 approximately mid-2009. As this is written, the U.S. economic conditions can accurately be described as expansionary, and the assumption underlying the baseline forecast call for moderate growth in 2010 persisting through 2015.

Ranked by percentage change in total buying power between 2000 and 2010, the top ten states are the District of Columbia (92 percent), Wyoming (77 percent), Nevada (73 percent), New Mexico (73 percent), Arizona (71 percent), Alaska (68 percent), Virginia (68 percent), Montana (66 percent), Hawaii (66 percent), and Idaho (64 percent). From 2000 through 2010, the five slowest growing states are Michigan (28 percent), Ohio (35 percent), Indiana (40 percent), Illinois (42 percent), and Wisconsin (43 percent).

That the state estimates show differing outcomes is not surprising, given the differences in industrial bases, the importance of exports, dependence on defense spending, real estate markets, labor markets, immigration rates, domestic migration rates, and natural resources. As always, states with low costs of doing business, favorable regulatory environments, updated transportation and telecommunications infrastructure, educated workforces, and an abundance of natural resources will continue to attract domestic and international businesses.

Buying Power Statistics by Race

In 2010, the combined buying power of Blacks, Asians, and Native Americans will be \$1.6 trillion – 72 percent higher than its 2000 level of \$915 billion – which amounts to a gain of \$654 billion. In 2010, African Americans will account for 61 percent of combined spending, or \$957 billion. Over 2000 through 2010, the percentage gains in minority buying power vary considerably by race, from a gain of 98 percent for Asians to 69 percent for American Indians to 60 percent for blacks. All of these target markets will grow much faster than the white market, where buying power will increase by 49 percent.

The combined buying power of these three minority racial groups will account for 14.1 percent of the nation's total buying power in 2010, up from 12.5 percent in 2000 and from 10.6 percent in 1990. The 1990 to 2010 gain in combined market share of 3.5 percent amounts to an additional \$385 billion in buying power in 2010. 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 minority racial groups will rise to \$2.1 trillion in 2015, accounting for 15.0 percent of the nation's total buying power.

Black Buying Power

In 2010, 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 2007-2009 recession, black's economic clout will continue to energize the U.S. consumer market. The Selig Center projects that the nation's black buying power will rise from \$316 billion in 1990 to \$600 billion in 2000, to \$957 billion in 2010, and to \$1,247 billion in 2015.

The 2000 to 2010 gain of 60 percent outstrips the 49 percent increase in white buying power and the 52 percent increase in total buying power (all races combined). In 2010, the nation's share of total buying power that is black will be 8.6 percent, up from 8.2 percent in 2000 and from 7.5 percent in 1990. African-American consumers' share of the nation's total buying power will rise to 8.8 percent in 2015, accounting for almost nine cents out of every dollar that is spent.

The gains in black buying power reflect much more than just population growth and inflation. Of the many diverse supporting forces, one of the most important is the increasing number of blacks who are starting and expanding their own businesses. The *Survey of Business Owners: Black-Owned Firms: 2002* released by the Census Bureau in on April 18, 2006 showed that the number of black-owned firms increased by 45 percent from 1997 to 2002, or about four and one-half times faster than the 10 percent increase in the number of all U.S. businesses. Also, their receipts grew slightly faster than those of all others. This reconfirms the trend reported in *The Survey of Minority-Owned Business Enterprises* released by the Census Bureau in 2001, which showed that the number of black-owned firms increased almost four times faster than the number of all U.S. firms, although during those years (1992-1997) their receipts grew more slowly than all the others.

The preliminary estimates from *The 2007 Survey of Business Owners* were released by the U.S. Census Bureau on July 13, 2010, but the detailed estimates for Black-Owned Businesses are not scheduled for release until February 2011. Nonetheless, the preliminary estimates show that the number of black owned firms increased by 61 percent from 2002, which more than three times greater than the 18 percent increase in the number of all U.S. firms. Compared to the 1997-2002 period, the overall rate of growth in the number of black-owned firms accelerated – as did the rate of growth in the number of all U.S. firms. Between 2002 and 2007, the receipts of black-owned firms grew by 55 percent compared to the 34 percent increase in the receipts of all U.S. firms. It should be noted that these results are preliminary and are subject to change and will be superseded by data released in 2011.

Still another positive factor pushing up the group's buying power is that African Americans continue to experience rising levels of educational attainment, which should allow proportionally more blacks to enter occupations with higher average salaries. Census data show that the percent of blacks 25 years and over who have completed high school or college rose from 66 percent in 1990 to 79 percent in 2000 and to 84 percent in 2009. Despite these impressive gains, the percentage of African-Americans (84 percent) who are high school graduates or better was still lower than the percentage of Whites (87 percent) or Asians (88 percent). Also, the *2009 Current Population Survey* indicates that

19 percent of blacks had a bachelor, graduate, or professional degree compared to 30 percent of whites or 52 percent of Asians. Nonetheless, the percentage of blacks who had completed college in 2009 (19 percent) was higher than in either 2000 (17 percent) or in 1990 (11 percent).

Favorable demographic trends help, too, since the black population continues to grow more rapidly than the total population. From 2000 to 2010, the nation's black population grew by 11.9 percent compared to 7.7 percent for the white population and 9.8 percent for the total population. Also, the black population is younger: The *2008 American Community Survey* indicates that the median age of blacks is only 32.1 years compared to 39.1 years for the white population or 36.9 years for the total population. Compared to the older white population, larger proportions of blacks will be entering the workforce for the first time or will be moving up from entry-level jobs. For example, 25.7 percent of blacks are 18 to 34 years old, compared to only 22.0 percent of whites or 23.1 percent of the total population. This will provide an extra push to the group's overall buying power. Conversely, smaller proportions of blacks have reached their career pinnacles, where the annual percentage increases in wage and salaries often begin to decelerate, or are of traditional retirement age. In 2008, only 8.7 percent of blacks were 65 years and over, compared to 14.5 percent of whites or 12.8 percent of the total population. Because blacks are so much younger, African-American consumers increasingly are setting trends for young adults of every race, and ethnic background. This isn't surprising given that 28.1 percent of the black population is under 18 years old compared to 22.5 percent of the white population or 24.3 percent of the total population.

The youthful profile of the black population does have its downside, however. Compared to people who are either more established in their careers or retired, young people, 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 overtime the above-average growth of black buying power more than compensates for that high cyclical exposure.

Due the unusual severity of the recession that began in December 2007, employment growth can no longer be cited as one of the forces supporting the gains in black buying power. From January 2000 through July 2010 (the most recent data available at the time

of this writing), the number of jobs held by blacks has decreased by 270,000. And, from its pre-recession peak in January of 2007 (when blacks held 16,206,000 jobs) through July of 2010 (when blacks held 14,896,000 jobs), the number of employed African Americans dropped by over 1.3 million. The black unemployment rate soared from 8.0 percent to 15.6 percent. In July of 2010, the employment to population ratio for blacks stood at only 51.9 percent – it was 60.0 percent in January of 2000.

The jobs losses have been very heavy because recessions with credit crunches and housing busts are always deeper and longer than other recessions. Then, add a financial panic on top of that and you have the so called “Great Recession.” The financial panic that we witnessed in mid-September of 2008 was a very rare event. For a week or two we were literally on the edge of a financial abyss. This unusual set of events brought the economy to its knees. This recession was the worst since the Great Depression, and it erased a decade’s worth of job growth for African Americans. At the time of this writing, it appears that the period of truly heavy job losses is over, but the labor market will be very slow to recover.

In 2010, the ten states with the largest African-American markets, in order, are New York (\$91 billion), Texas (\$72 billion), Georgia (\$66 billion), California (\$64 billion), Florida (\$63 billion), Maryland (\$57 billion), Illinois (\$46 billion), North Carolina (\$44 billion), Virginia (\$42 billion), and New Jersey (\$36 billion). Of these, however, Maryland, North Carolina, and Georgia are the only ones that did not rank among the top ten markets for all consumers.

One characteristic that sets the African-American consumer market apart from the Hispanic and Asian markets is that it is not concentrated in a handful of states. This vibrant consumer market is very widespread, and therefore is an attractive customer segment in many of the states. In 2010, the five largest African-American markets account for 37 percent of black buying power. The five states with the largest total consumer markets account for 38 percent of total buying power. Similarly, the ten largest black markets account for 61 percent of the African-American market and the ten largest total consumer markets account for 55 percent of total buying power.

In order, the top ten states ranked by the rate of growth of black buying power over 2000-2010 are Montana (364 percent), Idaho (294 percent), Wyoming (250 percent),

Maine (235 percent), North Dakota (217 percent), South Dakota (205 percent), Hawaii (189 percent), Utah (186 percent), Vermont (184 percent), and New Mexico (172 percent). All have flourishing African-American consumer markets, but none are among the nation's ten largest black consumer markets.

In 2010, the ten states with the largest share of total buying power that is black are the District of Columbia (28.4 percent), Mississippi (24.9 percent), Maryland (22.4 percent), Georgia (21.3 percent), Louisiana (19.8 percent), South Carolina (17.8 percent), Alabama (17.6 percent), Delaware (15.2 percent), North Carolina (14.5 percent), and Virginia (13.3 percent).

The 1.9 percentage point, 1.9 percentage point, and 1.8 percentage point increases in African American's share of the consumer markets in Georgia, Mississippi, and Delaware were the three biggest share shifts in the nation from 2000 to 2010, respectively. There also was a 1.6 percentage point advance in Maryland and a 1.4 percentage point advance in Nevada. Indeed, the share of buying power controlled by black consumers will rise in all but five states: District of Columbia (-7.5 percent), South Carolina (-0.7 percent), New York (-0.3 percent), California (-0.2 percent), and Illinois (-0.1 percent).

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 (e.g., white and other races combined). Thus, as African Americans' share of the nation's total buying power expands, business-to-consumer firms can be expected to devote more resources towards developing and marketing products that meet the needs and match the preferences of black consumers.

Data from the *2008 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 median household incomes. The values are for money income, which differs somewhat from buying power, but nonetheless offers some insights into spending by black consumers.

Despite their lower average household income levels, African Americans lead in some categories. For example, on average, black households' spent more than non-black households on electricity, telephone services, women's and girl's clothing, children's

clothing, and footwear. Also, blacks spent a significantly higher proportion of their money on shelter and gasoline & motor oil. These findings strongly imply that telecom firms, clothing stores, and shoe stores would do well to market themselves directly to black consumers.

Blacks and non-blacks spent about the same proportion of their money income for groceries, housekeeping supplies, household textiles, furniture, floor coverings, appliances, men's and boys' clothing, vehicle purchases, medical supplies, smoking products, and life & other personal insurance. Compared to non-blacks, however, blacks spent much smaller proportions (and substantially less money) of their total outlays on eating out, alcoholic beverages, health care, entertainment, education, and pensions & Social Security.

The same survey indicates that black households are slightly more likely to have children under 18 (0.8 persons for blacks versus 0.5 persons for whites and others). Blacks have only 1.3 vehicles per household compared to 2.1 vehicles for white and other households. The *2008 American Community Survey* reports that 7.5 percent of the black population is less than 5 years of age compared to 6.2 percent of the white population.

According to the *2008 American Community Survey*, 19.8 percent of black households do not own or lease at least one vehicle compared to 8.8 percent of total U.S. households or 6.7 percent of white households. The same survey shows that black workers (16 years old and older) are much more likely to use public transportation to commute to work (11.8 percent) compared to all workers (5.0 percent) or to white workers (3.3 percent). Blacks were less significantly less likely to work at home, however.

The *2008 American Community Survey* indicates that owner-occupied housing units account for 45.6 percent of the housing units that blacks live in compared to 66.6 percent for the total population or 71.6 percent for whites. Once the current housing markets normalize and the labor market recovers, this substantial gap in homeownership rates may represent an opportunity for market expansion. The median value of homes owned by African American was \$144,800, which is 27 percent lower than the median value reported for the total population (\$197,600).

Native American Buying Power

The Selig Center projects that the nation's Native American buying power will rise from \$19.6 billion in 1990, to \$40.0 billion in 2000, to \$67.7 billion in 2010, and to \$90.3 billion in 2015. Native American buying power in 2010 will be 69 percent greater than in 2000. The 2000-2010 percentage gain is larger than the increases in buying power estimated for whites (49 percent), for the U.S. population as a whole (52 percent), and for blacks (60 percent). It is smaller than those estimated for Asians (98 percent) and for Hispanics (108 percent), however. Despite this fast-paced growth, Native Americans will account for only 0.6 percent of all U.S. buying power in 2010, up only slightly from their 0.5 percent share in 1990, when they accounted for only \$19.6 billion in buying power.

Many forces support the continued growth of Native American buying power, but one of the most important is that the Native American population is growing much more rapidly than the total population, and is expected to continue to do so. From 2000 through 2010, the Native American population grew by 19.8 percent, outpacing the projected gains of 11.9 percent for the black population, 9.8 percent for the total U.S. population, and 7.7 percent for the white population. Also, the Native American population is relatively young. The *2008 American Community Survey* indicates that the median age of Native Americans is 31.2 years compared to 39.1 years for the white population or 36.9 years for the total population. The implication is that labor force entry and the climbing of career ladders should provide an extra boost the group's buying power in future years.

Historically, entrepreneurial activity has been a force powering the growth of Native American buying power. The *Survey of Business Owners: American Indians and Alaska Native-Owned Firms: 2002* released by the Census Bureau on June 20, 2006 showed that the number of the number of American Indian-owned firms increased by 67 percent from 1997 to 2002 whereas the number of all U.S. businesses increased by only 10 percent.

The preliminary estimates from *The 2007 Survey of Business Owners* were released by the U.S. Census Bureau on July 13, 2010, with detailed estimates for American Indian- and Alaska Native-Owned Businesses scheduled for release in March 2011. The preliminary results show that the number of American Indian- and Alaska Native-Owned

firms increased by 18 percent from 2002, which equals the 18 percent increase in the number of all U.S. firms. Compared to the 1997-2002 period, the overall rate of growth in the number of American Indian- and Alaska Native-Owned firms decelerated sharply even as the rate of growth in the number of all U.S. firms accelerated. Between 2002 and 2007, the receipts of American Indian- and Alaska Native-Owned firms grew by only 28 percent compared to the 34 percent increase in the receipts of all U.S. firms. It should be noted that these results are preliminary and are subject to change and will be superseded by data released in 2011.

Although comprising one percent of the country's population in 2010, Native Americans will control \$67.7 billion in disposable income, which makes this diverse group economically attractive to businesses. In order, the ten states with the largest Native American markets are California (\$9.7 billion), Oklahoma (\$6.5 billion), Texas (\$4.9 billion), Arizona (\$4.2 billion), New Mexico (\$2.9 billion), Washington (\$2.6 billion), Florida (\$2.6 billion), North Carolina (\$2.5 billion), Alaska (\$2.5 billion), and New York (\$2.4 billion). This market is only slightly more focused on a few states than is the total U.S. consumer market. For example, in 2010, the five largest American Indian markets account for 42 percent of Native American buying power, whereas the five largest total consumer markets account for 38 percent of U.S. buying power. Similarly, the ten largest Native American markets account for 60 percent of Native American buying power and the top ten total consumer markets account for 55 percent of total U.S. buying power.

Ranked by the rate of growth of Native American buying power over 2000-2010, the top ten states are Hawaii (230 percent), Florida (123 percent), Iowa (118 percent), the District of Columbia (114 percent), Arkansas (112 percent), Mississippi (111 percent), Pennsylvania (109 percent), Wyoming (108 percent), West Virginia (107 percent), and Maryland (100 percent). Many of these states have relatively small, flourishing markets, but Texas and Florida stand out from the other leading states as the third and seventh largest Native American consumer markets in the nation, respectively.

In 2010, the ten states with the largest Native American shares of total buying power include Alaska (8.6 percent), Oklahoma (5.4 percent), New Mexico (4.5 percent), Montana (3.4 percent), South Dakota (3.3 percent), North Dakota (2.8 percent), Arizona

(2.1 percent), Wyoming (1.3 percent), Nevada (1.0 percent), and Washington (1.0 percent). Compared to 2000, Native Americans' share of the market will rise the most in North Dakota, Hawaii, Wyoming, Arkansas, and Montana, but will decline slightly in Alaska.

Asian Buying Power

In 2010, 15 million Americans – 4.8 percent of the country's population – will claim Asian ancestry, which makes the group a powerful force in the U.S. consumer market. This racial group's shares of the population were 3 percent and 4 percent in 1990 and 2000, respectively; and their enormous economic clout continues to attract more attention from businesses and advertisers. (The Selig Center's data for Asians combines two race categories, including those who identified themselves as Asian or as Native Hawaiian and Other Pacific Islander.)

The Selig Center projects that the nation's Asian buying power will climb from \$115 billion in 1990, to \$274 billion in 2000, to \$544 billion in 2010, and to \$775 billion in 2015. The 98 percent gain from 2000 through 2010 is substantially greater than the increases in buying power projected for whites (49 percent), the U.S. as a whole (52 percent), blacks (60 percent), and Native Americans (69 percent), but is lower than the 108 percent gain projected for Hispanics. At \$544 billion in 2010, the U.S. Asian market already outshines the entire economies of all but twenty-three countries – it is smaller than the 2009 GDP of Argentina and larger than the GDP of Thailand (CIA World Factbook).

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

Despite the severity of the 2007-09 recession, employment gains can still be cited as one of the forces supporting the growth of Asian-American buying power. From January 2000 through July 2010 (the most recent data available at the time of this writing), the number of jobs held by Asians increased by 1,013,000. That cumulative gain is

impressive when compared to the minuscule 298,000 jobs gains realized by Whites and the job losses realized by African Americans. But, even though the number of jobs held by Asian Americans is up considerably from where it was at the beginning of the decade, the recession is hitting Asian Americans very hard. From its peak in July of 2008 (when Asians held 7,030,000 jobs) through July of 2010 (when Asians held 6,742,000) the number of employed Asians dropped by 288,000. In July of 2010, the employment to population ratio for Asians stood at only 60.2 percent – it was 63.0 percent in January of 2000. The 288,000 jobs lost since employment peaked in July 2008 signify the loss of more than one in five of the new jobs (held by Asians) created in the previous eight and a half years. The heavy concentration of Asians in manufacturing (especially durable goods) industries undoubtedly accounts for many of those lost jobs. Meanwhile, the number of unemployed Asians has more than doubled. The Asian unemployment rate rose from 4.0 percent (July 2008) to 8.2 percent (July 2010). Nonetheless, in terms of jobs, Asian Americans as a group are still well ahead of where they were at the beginning of the millennium.

Demographics are a key, too. The Asian population is growing more rapidly than the total population, mostly because of strong immigration, a trend that is expected to continue. In 2010, the Asian population will exceed 15 million, or 34.6 percent higher than its 2000 base of 11.2 million. This 34.6 percent gain in population exceeds that projected for any other racial group, yet in comparison; it falls well below the 39.8 percent gain estimated for the Hispanic population.

The Asian population of the U.S. is younger than the overall U.S. population: The *2008 American Community Survey* indicates that the median age of Asians is 36.1 years compared to 36.9 years for the total population or 39.1 years for whites. Compared to whites, larger proportions of Asians are either entering the workforce for the first time or are moving up on their career ladders. Also, a much smaller proportion of Asians are of traditional retirement age. For example, in 2008, only 9.6 percent of Asians were 65 years and over, compared to 14.5 percent of whites.

Another factor contributing to Asian buying power is that nearly all Asians are urbanites. Data show that 95 percent of Asians lived in metro areas in 2002 compared to only 78 percent of non-Hispanic whites. The economic rewards of education also provide

a big boost. Asians are much better educated than is the average American, and therefore Asians hold many top-level jobs in management, professional, and scientific specialties. Compared to the overall population, Asians are much less likely to hold jobs in agriculture, forestry, construction, and government. According to the *2009 Current Population Survey*, 52 percent of Asians age 25 and over had a bachelor's degree or higher compared to 30 percent of whites.

The increasing number of successful Asian entrepreneurs also helps to increase the group's buying power. According to the *Survey of Business Owners: Asian-Owned Firms: 2002*, the number of Asian-owned firms rose by 24 percent between 1997 and 2002, which substantially exceeds the 10 percent gain reported for all U.S. businesses.

The preliminary estimates from *The 2007 Survey of Business Owners* were released by the U.S. Census Bureau on July 13, 2010, but the detailed estimates for Asian-Owned Businesses are not scheduled for release until February 2011. The preliminary results show that the number of Asian owned firms increased by 41 percent from 2002, which more than double the 18 percent increase in the number of all U.S. firms. Compared to the 1997-2002 period, the overall rate of growth in the number of Asian-owned firms accelerated – as did the rate of growth in the number of all U.S. firms. Between 2002 and 2007, the receipts of Asian-owned firms grew by 57 percent compared to the 34 percent increase in the receipts of all U.S. firms. It should be noted that these results are preliminary and are subject to change and will be superseded by data released in 2011.

In 2010, the ten states with the largest Asian consumer markets, in order, are California (\$172 billion), New York (\$54 billion), Texas (\$34 billion), New Jersey (\$34 billion), Illinois (\$24 billion), Hawaii (\$23 billion), Washington (\$18 billion), Florida (\$17 billion), Virginia (\$17 billion), and Massachusetts (\$14 billion).

Compared to the overall consumer market, the group's spending is much more focused geographically. In 2010, the five and the ten states with the largest Asian consumer markets account for 58 percent and 75 percent of Asian buying power, respectively. In contrast, the five and the ten largest total consumer markets account for 38 percent and 55 percent of U.S. buying power, respectively. One positive implication of this extreme geographic concentration is lower marketing costs. Still, zip-code

mailings, the use of selective media, the Internet, and other techniques can be used to reduce the costs of reaching Asians in states where the group's market share is slim.

In 2010, California stands out as the nation's only state-level minority racial market that exceeds \$100 billion (\$172 billion), and it alone accounts for 32 percent of the nation's Asian consumer market. The only state-level minority markets that are larger are the Hispanic markets in California and Texas, and they are defined based on ethnicity rather than race. Despite the geographic focus of this consumer market, Asian buying power is attaining critical mass in a growing number of states. In 2000, only six states had over \$10 billion in Asian buying power. In 2010, twelve states have over \$10 billion in Asian buying power, and by 2015, seventeen states will have reached this benchmark.

Ranked by the rate of growth of Asian buying power over 2000-2010, the top ten states are Wyoming (207 percent), South Dakota (177 percent), North Dakota (175 percent), Nevada (165 percent), Arizona (165 percent), Arkansas (159 percent), Alabama (149 percent), New Mexico (146 percent), Florida (142 percent), and South Carolina (142 percent). Florida (ranks eighth) is the only of these states that are among the nation's ten largest Asian consumer markets, but Nevada ranks seventeenth and Arizona ranks eighteenth. From a business-to-consumer perspective, these two states are among the nation's rapidly emerging Asian markets.

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 4.9 percent in 2010. In order, the ten states with the largest shares of total buying power that is Asian in 2010 are Hawaii, where Asians account for 45.8 percent of the state's buying power, California (12.1 percent), New Jersey (8.5 percent), Nevada (6.9 percent), Washington (6.9 percent), New York (6.5 percent), Maryland (5.3 percent), Virginia (5.3 percent), Illinois (4.8 percent), and Massachusetts (4.6 percent). Except for Hawaii, where Asians' market share dropped by 5.1 percentage points, the share of buying power controlled by Asian consumers rose in every state from 2000 to 2010. The 2.5 percentage point gain in Asians' share of New Jersey's consumer market (5.9 percent in 2000 to 8.5 percent in 2010) will be the largest share increase in the nation, followed by the 2.4 percentage point increase in market share in Nevada (4.5 percent to 6.9 percent). Also noteworthy is

the 2.1 percentage point gain in share estimated for California (10.0 percent to 12.1 percent).

The *2008 Consumer Expenditure Survey* indicates that Asian households spent in total nearly 10 percent more than the average U.S. household, reflecting their higher median household incomes. Asian households spent dramatically more than the average U.S. household on shelter, public transportation, pets/toys/playground equipment, education, and pensions and social security. Asians also spent more than the average household on food (groceries and dining out) and apparel. Asian households spent less than average on alcoholic beverages, utilities, household operations, housekeeping supplies, children's clothing, vehicle purchases, gasoline & motor oil, healthcare, personal care products & services, reading, tobacco, and cash contributions.

The same survey indicates that there are 2.7 persons per Asian household compared to 2.5 persons for the average household. Asians have only 1.5 vehicles per household compared to 2.0 vehicles for the average household. There also is a modest gap in homeownership rates. According to *2008 American Community Survey*, 59.4 percent of Asians are homeowners compared to 66.6 percent for the total population or 71.6 percent for whites. The median value of homes owned by Asian households is \$393,700, which is nearly double the median value reported for the typical U.S. homeowner (\$197,600). In addition to higher household incomes, the huge median home price differential reflects the fact that Asians are much more likely to live in new homes in urban areas in states where home prices are relatively high.

Hispanic Buying Power

The immense buying power of the nation's Hispanic consumers continues to energize the nation's consumer market, and Selig Center projections reveal that Hispanics will control \$1,036 billion in spending power in 2010. Nearly 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 26-year period, 1990-2015, the nation's Hispanic buying power will grow dynamically. In sheer dollar power, Hispanics' economic clout will rise from \$210 billion

in 1990, to \$499 billion in 2000, to \$1,036 billion in 2010, and to \$1,482 billion in 2015. The 2010 value will exceed the 2000 value by 108 percent – a percentage gain that is far greater than either the 48 percent increase in non-Hispanic buying power or the 52 percent increase in the buying power of all consumers. U.S. Hispanic buying power will grow faster than African-American buying power (60 percent), Native American buying power (69 percent), and Asian buying power (98 percent).

In 2010, Hispanics account for 9.3 percent of all U.S. buying power, up from 6.8 percent in 2000 and from 5.0 percent in 1990. Due to this brisk growth, Hispanic buying power essentially pulled even with African American buying power in 2005, and surpassed it in 2006. The estimates show that gap between the two groups' total buying power expanded in 2010 and will widen further in future years.

Of the myriad forces supporting this substantial and continued growth, by far the most important is favorable demographics. Because of both higher rates of natural increase and strong immigration, the Hispanic population is growing more rapidly than the total population, a trend that is projected to continue. Between 2000 and 2010, the Hispanic population increases by 39.8 percent compared to 5.5 percent for the non-Hispanic population and the 9.8 percent gain for the total population.

The relatively young Hispanic population, with proportionally more Hispanics either entering the workforce for the first time or moving up on 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. According to the *2008 American Community Survey*, 34.2 percent of the Hispanic population is under age 18 compared to 22.5 percent of the non-Hispanic population. Also, in 2008, only 5.6 percent of Hispanics were over 65 years and over, compared to 14.1 percent of the non-Hispanic population.

The increasing number of Hispanic business owners is another potent force powering this consumer market. The *Survey of Business Owners: Hispanic-Owned Firms: 2002* released by the Census Bureau on March 21, 2006 showed that the number of Hispanic firms grew by 31 percent between 1997 and 2002, which is more than three times faster than the 10 percent increase in the number of all U.S. firms.

The preliminary estimates from *The 2007 Survey of Business Owners* were released by the U.S. Census Bureau on July 13, 2010, but the detailed estimates for Hispanic-Owned Businesses are not scheduled for release until September 2011. The preliminary results show that the number of Hispanic-owned firms increased by 44 percent from 2002, which more than double the 18 percent increase in the number of all U.S. firms. Compared to the 1997-2002 period, the overall rate of growth in the number of Hispanic-owned firms accelerated – as did the rate of growth in the number of all U.S. firms. Between 2002 and 2007, the receipts of Hispanic-owned firms grew by 56 percent compared to the 34 percent increase in the receipts of all U.S. firms. It should be noted that these results are preliminary and are subject to change and will be superseded by data released in 2011.

Increases in entrepreneurial activity coupled with a rising level of educational attainment, illustrates Hispanics' upward mobility. The *2009 Current Population Survey* indicates that 61.9 percent of Hispanics age 25 and over had a high school diploma. That compares to only 57.0 percent in 2000 and to 50.8 percent in 1990. The proportion with a bachelor's degree or more increased from 9.2 percent in 1990 to 10.6 percent in 2000 to 13.2 percent in 2009. The Census Bureau cautions, however, that levels of educational attainment for Hispanics are lower than those for non-Hispanic whites, blacks, and Asians largely because of the vast number of less educated foreign-born Hispanics

As was the case for Asian Americans, despite the severity of the 2007-2009 recession, employment gains can still be cited as one of the key forces supporting the growth of Hispanic buying power. From January 2000 through July 2010, the number of jobs held by Hispanics increased by 4,358,000 jobs, or 28 percent. That cumulative gain is impressive. But, even though the number of jobs held by Hispanics is up considerably from where it stood at the beginning of the decade, the 2007-2009 recession hit Hispanics very hard. For example, from its peak in May of 2008 (when Hispanics held 20,611,000 jobs) through July of 2010 (when Hispanics held 19,987,000 jobs) the number of employed Hispanics has dropped by 624,000 jobs. That signifies the loss of one out of every eight of the new jobs (held by Hispanics) created in the previous eight and a half years. The heavy concentration of Hispanics in the construction and hospitality industries undoubtedly accounts for many of those lost jobs. Nonetheless, in terms of the

overall job count, Hispanics are still well ahead of where they were at the turn of the millennia.

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 (native), and among the foreign born the vast majority are of Mexican origin, which suggests that a great many Hispanics share similar backgrounds and cultural experiences. Nonetheless, spending patterns differ significantly based on country of origin, and the composition of the nation's Hispanic population is changing.

Hispanics will comprise 16.1 percent of the country's population in 2010; will have disposable income of \$1,036 billion. In 2010, the ten states with the largest Hispanic markets, in order, are California (\$265 billion), Texas (\$176 billion), Florida (\$107 billion), New York (\$81 billion), Illinois (\$44 billion), New Jersey (\$39 billion), Arizona (\$34 billion), Colorado (\$22 billion), New Mexico (\$20 billion), and Georgia (\$17 billion).

Hispanics and their buying power are much more geographically concentrated than non-Hispanics. California alone accounts for 26 percent of Hispanic buying power. The five states and the ten states with the largest Hispanic markets account for 65 percent and 78 percent of Hispanic buying power, respectively. In contrast, the five states with the largest non-Hispanic markets account for only 36 percent of total buying power and the ten largest non-Hispanic markets account for only 53 percent of total buying power.

The top ten states, as ranked by the rate of growth of Hispanic buying power over 2000-2010, are South Dakota (253 percent), North Dakota (237 percent), Arkansas (229 percent), Alabama (228 percent), South Carolina (226 percent), Maine (222 percent), Tennessee (220 percent), West Virginia (211 percent), Mississippi (206 percent), and Maryland (204 percent). Only Maryland (ranks 17th) is among the nation's 25 largest Hispanic consumer markets, however.

The share of buying power controlled by Hispanic consumers will rise from 5 percent in 1990 to 6.8 percent in 2000 and to 9.3 percent in 2010, and the group's share will rise

in every state. In 2010, the ten states with the largest Hispanic market shares will be New Mexico (31.5 percent), Texas (20.7 percent), California (18.7 percent), Arizona (16.7 percent), Florida (16.4 percent), Nevada (15.9 percent), Colorado (11.6 percent), New Jersey (9.8 percent), New York (9.7 percent), and Illinois (8.9 percent).

Nevada's 5.1 percentage point shift in Hispanic market share, from 10.8 percent in 2000 to 15.9 percent in 2010, is the nation's largest. Florida will see its Hispanic market share climb from 11.9 percent to 16.4 percent, a gain of 4.5 percentage points. New Mexico's Hispanic population will claim 31.5 percent of that state's buying power, a 4.2 percentage point advance over their 27.3 percent share in 2000. Arizona's Hispanics will claim 16.7 percent of the state's buying power, up 4.1 percentage points from their 12.6 percent share in 2000. Hispanics' share of Texas' consumer market will rise by 4.0 percentage points, from 16.7 percent to 20.7 percent, which is a remarkable for a state with such a large, established market. Hispanics' share of California's market will rise by 3.7 percentage points (from 15.0 percent in 2000 to 18.7 percent in 2010).

Because of differences in per capita income, wealth, demographics, and culture, the spending habits of Hispanics as a group are not the same as those of the average U.S. consumer. The most recent *Consumer Expenditure Survey* indicates that Hispanic households spent in total only about 84 percent as much as the average non-Hispanic household.

Despite markedly lower average income levels, Hispanic households spent more on groceries, telephone services, apparel, footwear, and gasoline & motor oil. Also, Hispanics spent a higher proportion of their money on dining out, shelter, utilities, and transportation. Hispanics spent about the same proportion of their total outlays as non-Hispanics on alcoholic beverages, household operations, housekeeping supplies, household textiles, floor coverings, furniture, appliances, public transportation, televisions, and personal care products and services.

Compared to the non-Hispanic population, Hispanics spent substantially smaller proportions of total outlays (and substantially less money) on health care, entertainment, education, cash contributions, and personal insurance and pensions.

The same survey found that Hispanic households are substantially larger than non-Hispanic households (3.2 persons per household versus 2.4 persons for non-Hispanics),

and have nearly twice as many children under 18. On average, there are 1.6 vehicles per Hispanic household compared to 2.0 vehicles per non-Hispanic household. According to the *2008 American Community Survey*, 12.8 percent of Hispanic households do not own or lease at least one vehicle compared to 8.3 percent of non-Hispanic households.

The *2008 American Community Survey* indicates that 49.1 percent of Hispanics are homeowners compared to 68.8 percent of non-Hispanics. Once the housing market normalizes and the labor market recovers, this substantial gap in homeownership rates may represent an opportunity for market expansion. The median value of homes owned by Hispanic households is \$199,900, which is almost the same as the median value reported for the non-Hispanic population (\$197,400).

Part 7

Methodology

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.

Estimating Disposable Personal Income

The Selig Center's estimates of disposable personal income (the total buying power of all groups, regardless of race or ethnicity) are reported in Table 5. Total buying power for 1990-2009 equals disposable personal income as reported in the National Income and Product Accounts tables by the U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System (March 2010). Based on the data provided by the Commerce Department, the Selig Center prepared projections of total buying power for 2010-2015.

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 2009, 90.6 percent of disposable personal income was used to purchase goods and services (personal consumption expenditures); the remaining 9.4 percent represents personal savings, non-mortgage interest paid by persons, or personal transfer payments to either government or to persons living abroad.

Because the Selig Center defines buying power as disposable personal income, the state-by-state estimates of the total buying power of all consumers for 1990-2009 are identical to the estimates of disposable personal income issued by the U.S. Bureau of Economic Analysis (BEA) in 2009. Based on trends in the historical data, the Selig

Center prepared independent estimates of total buying power (disposable personal income) for 2010-2015.

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.

Allocating Disposable Personal Income

The Selig Center's estimates of total buying power were allocated to each racial group and Hispanics based on population estimates and variances in per capita personal income by race or ethnicity. For 1990-1999, the Selig Center used the U.S. Census Bureau's time series of intercensal population estimates that were last revised on August 5, 2004. The Census Bureau indicates that these estimates were developed to take into account differences between the postcensal time series population estimates for the 1990s and Census 2000 results. For 2000-2009, the Selig Center relied upon the population distributions provided by the Census Bureau's *Annual Estimates of the Resident Population for the United States, Regions, States, and Puerto Rico: April 1 to July 1 2009* that were released in June 2010. Because there are differences between these two data series there is a series break between 1999 and 2000, which limits the comparability of the race-based estimates for 1990-1999 to those for 2000-2015. The main difference is that the multiracial category first appears in 2000. There is not a corresponding series

break for Hispanics, however. Based on trends in the historical data, the Selig Center prepared independent population projections for 2010-2015.

On August 14, 2008, the Census Bureau released *Population by Sex, Race, and Hispanic Origin for the United States: 2010 to 2050*. The Selig Center's population estimates for 2010 through 2015 were not constrained to match the interim projections, though they were taken into consideration when we produced our independent projections.

The Census Bureau also has modified the definitions of the racial categories, by assigning persons who selected "some other race" to a specified race (e.g., White, Black or African American, American Indian and Alaska Native, Asian, Native Hawaiian and other Pacific Islander). This included persons who selected "some other race" in combination with a specified race. This was done to reconcile the Census 2000 race categories with those race categories that appear in the data from administrative records, which are used to produce the Census Bureau's population estimates and projections. Approximately 18.5 million people identified "some other race" as part of, or as their only, race response.

For 1990-2015, a relative income adjustment factor was estimated for each group for each geographic area to compensate for the variation in per capita personal income (and by extension, in per capita disposable personal income) that is accounted for by race or ethnicity. These factors were calculated on an annual basis using Summary File 3 (SF 3) data regarding income by race and Hispanic origin from Census 2000 and per capita money income data by race for local areas that were gathered during the *1990 Census of Population and Housing*. Also, the Selig Center relied on data obtained from the Census Bureau's *Current Population Survey* and the *American Community Survey*.

The 2008 expenditures data by item for African Americans, Hispanics, Asians, and the comparison groups were obtained directly from the *Consumer Expenditure Survey* that was released by the Bureau of Labor Statistics on October 6, 2009. The amounts are direct out-of-pocket expenditures, and do not include reimbursements, such as for medical care or car repairs covered by insurance.

Part 8

Tables 1-41, North Carolina Statistics

North Carolina

Table 1

North Carolina and U.S. Buying Power for 2010 and State Rank
(thousands of dollars)

Race	North Carolina	State Rank	U.S.
Total	303,438,618	12	11,123,529,676
White	247,911,156	12	9,439,335,270
Black	43,938,102	8	957,257,354
Native American	2,494,403	8	67,676,551
Asian	6,869,798	16	543,713,928
Multiracial	2,225,159	17	115,546,573
Hispanic/ Latino	14,225,559	15	1,035,642,587
Non Hispanic	289,213,059	12	10,087,887,089

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

North Carolina

Table 2

North Carolina and U.S. Buying Power for 2000 and State Rank
(thousands of dollars)

Race	North Carolina	State Rank	U.S.
Total	195,950,150	11	7,323,689,000
White	162,419,330	11	6,349,566,831
Black	28,038,572	8	600,180,451
Native American	1,626,312	6	39,962,346
Asian	2,902,131	16	274,398,121
Multiracial	963,806	20	59,581,251
Hispanic/ Latino	5,105,721	17	499,113,096
Non Hispanic	190,844,429	11	6,824,575,904

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

North Carolina

Table 3

Percentage Change in Buying Power, 2000-2010,
and State Rank

<u>Race</u>	<u>North Carolina 2000-2010</u>	<u>State Rank</u>	<u>U.S. 2000-2010</u>
Total	54.9	24	51.9
White	52.6	24	48.7
Black	56.7	40	59.5
Native Indian	53.4	48	69.4
Asian	136.7	12	98.1
Multiracial	130.9	10	93.9
Hispanic/ Latino	178.6	16	107.5
Non Hispanic	51.5	28	47.8

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

North Carolina

Table 4

Market Share in Buying Power, 2000 and 2010
(percentage)

Race	North Carolina		U.S.	
	2000	2010	2000	2010
Total	100.0	100.0	100.0	100.0
White	82.9	81.7	86.7	84.9
Black	14.3	14.5	8.2	8.6
Native Indian	0.8	0.8	0.5	0.6
Asian	1.5	2.3	3.7	4.9
Multiracial	0.5	0.7	0.8	1.0
Hispanic/ Latino	2.6	4.7	6.8	9.3
Non Hispanic	97.4	95.3	93.2	90.7

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 5

**Total Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Total Buying Power in 1990	Total Buying Power in 2000	Total Buying Power in 2010	Total Buying Power in 2015
North Carolina, Total	100,923,661	195,950,150	303,438,618	386,239,512
MSAs, Total	72,129,462	143,071,391	226,997,544	292,603,275
Asheville	4,661,534	8,669,302	12,993,805	16,105,051
Burlington	1,650,806	3,071,746	4,229,895	5,032,984
Charlotte	16,159,862	34,839,353	56,789,669	74,337,788
Durham	6,026,044	11,664,269	18,852,027	24,459,348
Fayetteville	3,877,121	6,985,504	13,257,096	18,319,852
Goldsboro	1,300,631	2,224,196	3,251,894	3,967,437
Greensboro	9,130,440	16,225,255	22,781,541	27,340,557
Greenville	1,768,860	3,290,555	5,324,174	6,892,922
Hickory	4,300,548	7,685,431	9,862,355	11,351,030
Jacksonville	1,734,460	3,052,159	6,646,091	9,676,327
Raleigh	10,059,848	24,295,552	41,060,501	54,874,909
Rocky Mount	1,830,152	3,071,430	4,173,252	4,928,648
Virginia Beach	188,098	423,766	824,029	1,169,177
Wilmington	2,859,965	6,450,259	11,250,795	15,173,589
Winston Salem	6,581,093	11,122,615	15,700,418	18,973,654
Counties				
Alamance	1,650,806	3,071,746	4,229,895	5,032,984
Alexander	378,331	731,451	969,280	1,134,349
Alleghany	116,814	238,204	268,322	286,612
Anson	290,490	491,338	603,464	683,786
Ashe	258,884	501,864	656,223	762,144
Avery	178,660	360,993	442,411	501,372
Beaufort	549,634	924,055	1,392,573	1,747,328
Bertie	223,935	352,895	506,186	604,335
Bladen	312,825	629,050	852,465	1,035,042
Brunswick	634,579	1,504,984	3,190,988	4,684,107

(continued)

Table 5 (Continued)

**Total Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010 and 2015**
(thousands of dollars)

Area	Total Buying Power in 1990	Total Buying Power in 2000	Total Buying Power in 2010	Total Buying Power in 2015
Buncombe	2,729,870	4,969,869	7,412,248	9,156,875
Burke	1,041,930	1,823,108	2,385,043	2,757,772
Cabarrus	1,570,301	3,480,485	5,593,813	7,253,083
Caldwell	937,239	1,651,488	1,991,121	2,215,371
Camden	71,643	159,206	320,499	464,789
Carteret	698,618	1,397,024	2,250,529	2,879,427
Caswell	227,099	454,716	612,826	722,311
Catawba	1,943,048	3,479,383	4,516,911	5,243,538
Chatham	631,486	1,531,842	2,657,986	3,580,051
Cherokee	214,692	405,577	611,610	764,056
Chowan	173,688	298,433	425,264	518,950
Clay	80,507	168,250	263,601	334,737
Cleveland	1,165,171	1,958,543	2,651,693	3,127,339
Columbus	572,247	1,061,914	1,472,293	1,793,164
Craven	1,135,714	2,133,993	3,265,694	4,113,344
Cumberland	3,647,650	6,471,736	12,101,226	16,567,961
Currituck	188,098	423,766	824,029	1,169,177
Dare	326,667	746,386	1,223,747	1,605,312
Davidson	1,831,083	3,528,701	4,504,276	5,190,007
Davie	469,028	921,571	1,394,272	1,758,494
Duplin	503,592	929,787	1,399,699	1,821,364
Durham	3,237,478	6,189,578	9,452,800	11,926,014
Edgecombe	668,716	1,091,607	1,347,865	1,539,429
Forsyth	5,186,769	8,538,011	12,089,852	14,624,863
Franklin	453,754	1,035,644	1,587,506	1,993,585
Gaston	2,538,262	4,466,068	6,142,912	7,286,330
Gates	110,069	185,498	273,545	332,960
Graham	65,144	138,930	195,858	238,135
Granville	471,395	969,208	1,469,081	1,854,189
Greene	203,747	354,143	511,944	636,898

(continued)

Table 5 (Continued)

**Total Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Total Buying Power in 1990	Total Buying Power in 2000	Total Buying Power in 2010	Total Buying Power in 2015
Guilford	6,462,650	11,658,773	16,682,980	20,245,560
Halifax	631,148	1,019,302	1,362,978	1,598,853
Harnett	794,961	1,798,638	2,948,980	3,843,232
Haywood	622,694	1,125,283	1,639,987	2,000,195
Henderson	1,120,038	2,210,051	3,429,636	4,332,576
Hertford	238,394	401,993	573,419	703,302
Hoke	229,471	513,767	1,155,871	1,751,891
Hyde	64,259	105,301	133,598	155,970
Iredell	1,376,363	2,974,296	4,789,383	6,121,016
Jackson	318,276	634,644	1,014,302	1,305,508
Johnston	1,141,555	2,843,398	5,069,100	6,929,442
Jones	99,596	196,685	295,635	383,024
Lee	622,912	1,101,870	1,685,751	2,074,164
Lenoir	774,316	1,236,284	1,641,243	1,909,944
Lincoln	711,462	1,318,738	2,352,853	3,166,937
McDowell	424,488	783,082	999,584	1,141,081
Macon	296,223	629,410	923,998	1,152,192
Madison	188,931	364,098	511,934	615,406
Martin	301,648	466,171	649,336	771,860
Mecklenburg	10,505,906	23,452,811	37,928,485	49,244,808
Mitchell	163,875	273,884	368,441	432,101
Montgomery	275,060	513,199	653,806	746,804
Moore	1,066,206	2,121,584	3,087,532	3,800,110
Nash	1,161,436	1,979,823	2,825,386	3,389,219
New Hanover	1,869,538	4,156,433	6,620,182	8,518,486
Northampton	225,591	402,450	570,446	696,418
Onslow	1,734,460	3,052,159	6,646,091	9,676,327
Orange	1,755,419	3,211,485	5,715,185	7,719,406
Pamlico	140,585	269,910	404,288	500,160
Pasquotank	403,567	655,324	1,022,556	1,283,890

(continued)

Table 5 (Continued)

**Total Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Total Buying Power in 1990	Total Buying Power in 2000	Total Buying Power in 2010	Total Buying Power in 2015
Pender	355,848	788,843	1,439,625	1,970,995
Perquimans	113,249	208,827	343,838	447,904
Person	401,661	731,364	1,026,056	1,233,877
Pitt	1,565,114	2,936,413	4,812,229	6,256,025
Polk	259,543	496,765	701,584	831,467
Randolph	1,496,103	2,740,225	3,614,679	4,174,333
Richmond	528,493	819,783	1,118,784	1,316,372
Robeson	1,079,553	2,000,985	2,870,500	3,486,324
Rockingham	1,171,686	1,826,256	2,483,882	2,920,665
Rowan	1,540,099	2,793,106	3,898,407	4,670,059
Rutherford	711,485	1,200,050	1,579,930	1,834,119
Sampson	632,481	1,097,942	1,702,220	2,222,351
Scotland	386,544	660,464	873,300	1,007,307
Stanly	712,609	1,208,328	1,609,844	1,886,620
Stokes	501,399	916,664	1,215,760	1,419,598
Surry	877,538	1,478,111	1,937,813	2,227,164
Swain	104,558	203,718	328,992	415,545
Transylvania	368,092	685,804	924,152	1,089,881
Tyrrell	46,141	67,610	95,316	117,408
Union	1,254,902	2,948,651	6,520,995	9,869,781
Vance	488,315	810,459	1,143,406	1,371,637
Wake	8,464,539	20,416,510	34,403,896	45,951,882
Warren	170,846	302,640	431,021	517,447
Washington	168,055	253,494	348,680	417,186
Watauga	462,098	869,001	1,357,630	1,713,013
Wayne	1,300,631	2,224,196	3,251,894	3,967,437
Wilkes	812,400	1,403,361	1,913,800	2,265,538
Wilson	948,345	1,563,105	2,327,844	2,860,169
Yadkin	423,897	746,369	1,000,535	1,170,698
Yancey	166,742	309,216	397,490	455,248

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 6

**Hispanic Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Hispanic Buying Power in 1990	Hispanic Buying Power in 2000	Hispanic Buying Power in 2010	Hispanic Buying Power in 2015
North Carolina, Total	836,205	5,105,721	14,225,559	22,577,032
MSAs, Total	681,412	4,023,494	11,416,631	18,275,807
Asheville	26,856	144,013	403,197	630,425
Burlington	7,306	100,940	265,366	391,763
Charlotte	134,272	1,044,113	3,442,409	5,881,330
Durham	54,850	433,116	1,154,834	1,765,864
Fayetteville	136,142	355,479	699,316	995,046
Goldsboro	12,992	54,716	132,892	194,417
Greensboro	50,756	354,795	970,860	1,505,997
Greenville	10,507	58,743	160,816	247,971
Hickory	18,171	178,662	425,007	604,373
Jacksonville	71,425	165,279	375,067	525,021
Raleigh	102,913	695,140	2,166,707	3,636,207
Rocky Mount	8,791	47,263	110,960	159,983
Virginia Beach	884	2,794	10,253	19,747
Wilmington	11,408	87,987	279,761	476,317
Winston Salem	34,140	300,454	819,187	1,241,345
Counties				
Alamance	7,306	100,940	265,366	391,763
Alexander	1,507	11,420	23,436	30,306
Alleghany	766	5,129	13,810	20,554
Anson	384	2,220	5,782	8,117
Ashe	1,447	5,938	14,290	21,386
Avery	484	5,063	12,065	17,779
Beaufort	1,856	17,628	44,548	71,774
Bertie	488	2,327	5,480	7,087
Bladen	1,069	15,025	39,654	60,746
Brunswick	2,689	20,683	70,295	119,570

(continued)

Table 6 (Continued)

**Hispanic Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Hispanic Buying Power in 1990	Hispanic Buying Power in 2000	Hispanic Buying Power in 2010	Hispanic Buying Power in 2015
Buncombe	15,752	80,253	222,392	348,897
Burke	2,303	33,456	77,815	113,163
Cabarrus	4,700	82,671	278,953	468,599
Caldwell	3,175	25,371	59,174	81,170
Camden	325	1,901	9,391	15,047
Carteret	3,299	15,534	39,437	63,172
Caswell	880	5,482	12,600	17,552
Catawba	11,186	108,415	264,582	379,735
Chatham	9,078	61,812	153,864	224,958
Cherokee	903	3,963	8,215	11,868
Chowan	533	2,504	6,277	9,810
Clay	135	751	2,566	4,428
Cleveland	2,744	14,566	37,063	60,331
Columbus	1,208	11,416	27,780	42,952
Craven	16,521	50,595	80,658	105,681
Cumberland	134,392	329,623	597,415	812,816
Currituck	884	2,794	10,253	19,747
Dare	1,723	8,801	28,032	49,753
Davidson	6,192	55,693	156,791	237,022
Davie	1,637	17,017	56,422	89,930
Duplin	8,022	72,920	174,638	267,011
Durham	28,457	289,159	779,565	1,192,608
Edgecombe	2,545	19,117	43,037	61,204
Forsyth	28,752	251,265	693,932	1,053,700
Franklin	8,948	24,079	69,408	108,629
Gaston	9,424	100,226	312,287	506,576
Gates	138	426	1,175	1,903
Graham	167	710	2,091	3,346
Granville	2,562	17,438	53,728	85,971
Greene	719	14,080	37,946	56,268

(continued)

Table 6 (Continued)

**Hispanic Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Hispanic Buying Power in 1990	Hispanic Buying Power in 2000	Hispanic Buying Power in 2010	Hispanic Buying Power in 2015
Guilford	39,220	233,481	663,552	1,050,687
Halifax	2,458	7,180	14,474	18,802
Harnett	9,249	60,259	168,410	262,340
Haywood	2,684	7,033	18,365	28,071
Henderson	8,126	52,198	153,113	240,894
Hertford	290	4,424	9,601	13,629
Hoke	1,750	25,856	101,902	182,230
Hyde	148	1,901	3,549	4,118
Iredell	6,567	50,262	163,246	274,516
Jackson	1,606	7,666	22,294	38,326
Johnston	11,279	122,080	362,451	595,447
Jones	150	3,068	8,120	12,812
Lee	6,738	60,245	150,682	225,313
Lenoir	3,349	20,020	51,547	77,895
Lincoln	4,642	38,786	113,088	168,597
McDowell	846	11,835	28,542	40,314
Macon	521	5,664	22,960	45,266
Madison	294	4,529	9,327	12,563
Martin	914	5,375	14,297	22,380
Mecklenburg	113,202	748,222	2,383,775	4,021,767
Mitchell	440	3,529	11,418	18,755
Montgomery	3,582	21,821	50,396	71,542
Moore	5,866	34,660	88,510	133,601
Nash	6,246	28,145	67,923	98,778
New Hanover	7,245	54,123	167,723	287,552
Northampton	767	8,141	19,532	28,014
Onslow	71,425	165,279	375,067	525,021
Orange	14,619	72,982	201,567	321,541
Pamlico	314	1,632	2,758	3,211
Pasquotank	2,824	5,700	19,920	34,939

(continued)

Table 6 (Continued)

**Hispanic Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Hispanic Buying Power in 1990	Hispanic Buying Power in 2000	Hispanic Buying Power in 2010	Hispanic Buying Power in 2015
Pender	1,474	13,180	41,744	69,196
Perquimans	177	1,795	6,268	12,783
Person	2,695	9,163	19,838	26,756
Pitt	9,788	44,663	122,869	191,703
Polk	1,058	5,078	12,449	18,185
Randolph	6,935	94,522	231,972	337,357
Richmond	1,870	17,539	45,797	69,773
Robeson	4,795	67,986	202,652	318,594
Rockingham	4,601	26,792	75,336	117,954
Rowan	5,301	62,605	161,061	244,100
Rutherford	2,915	17,519	34,005	47,513
Sampson	8,460	59,964	162,726	260,212
Scotland	2,491	9,376	16,802	21,145
Stanly	2,371	18,174	44,800	63,940
Stokes	1,274	10,182	20,691	30,763
Surry	5,219	45,728	102,127	143,500
Swain	398	1,618	5,974	9,840
Transylvania	869	3,306	7,982	11,775
Tyrrell	34	900	3,377	5,627
Union	6,562	110,774	461,611	876,272
Vance	2,226	17,404	42,571	62,523
Wake	82,686	548,981	1,734,848	2,932,132
Warren	325	2,800	8,915	15,474
Washington	323	3,788	11,322	19,019
Watauga	2,102	8,390	20,540	31,309
Wayne	12,992	54,716	132,892	194,417
Wilkes	5,262	24,520	61,092	89,544
Wilson	5,071	43,784	111,893	166,019
Yadkin	2,477	21,990	48,142	66,953
Yancey	793	3,980	12,943	20,804

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 7

**Non-Hispanic Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Non-Hispanic Buying Power in 1990	Non-Hispanic Buying Power in 2000	Non-Hispanic Buying Power in 2010	Non-Hispanic Buying Power in 2015
North Carolina, Total	100,087,456	190,844,429	289,213,059	363,662,481
MSAs, Total	71,448,050	139,047,897	215,580,913	274,327,468
Asheville	4,634,678	8,525,288	12,590,609	15,474,626
Burlington	1,643,500	2,970,806	3,964,529	4,641,221
Charlotte	16,025,590	33,795,240	53,347,260	68,456,458
Durham	5,971,194	11,231,154	17,697,193	22,693,484
Fayetteville	3,740,979	6,630,025	12,557,780	17,324,807
Goldsboro	1,287,639	2,169,481	3,119,003	3,773,021
Greensboro	9,079,684	15,870,459	21,810,682	25,834,560
Greenville	1,758,354	3,231,813	5,163,358	6,644,951
Hickory	4,282,378	7,506,769	9,437,348	10,746,658
Jacksonville	1,663,035	2,886,880	6,271,025	9,151,306
Raleigh	9,956,935	23,600,412	38,893,795	51,238,701
Rocky Mount	1,821,361	3,024,167	4,062,292	4,768,665
Virginia Beach	187,214	420,972	813,776	1,149,430
Wilmington	2,848,557	6,362,272	10,971,034	14,697,272
Winston Salem	6,546,953	10,822,161	14,881,231	17,732,309
Counties				
Alamance	1,643,500	2,970,806	3,964,529	4,641,221
Alexander	376,824	720,031	945,843	1,104,044
Alleghany	116,048	233,075	254,511	266,057
Anson	290,106	489,117	597,681	675,670
Ashe	257,437	495,926	641,933	740,758
Avery	178,176	355,931	430,346	483,593
Beaufort	547,778	906,427	1,348,025	1,675,554
Bertie	223,448	350,568	500,706	597,247
Bladen	311,756	614,024	812,811	974,296
Brunswick	631,890	1,484,300	3,120,693	4,564,538

(continued)

Table 7 (Continued)

**Non-Hispanic Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Non-Hispanic Buying Power in 1990	Non-Hispanic Buying Power in 2000	Non-Hispanic Buying Power in 2010	Non-Hispanic Buying Power in 2015
Buncombe	2,714,118	4,889,616	7,189,856	8,807,978
Burke	1,039,627	1,789,652	2,307,228	2,644,609
Cabarrus	1,565,601	3,397,814	5,314,860	6,784,484
Caldwell	934,065	1,626,117	1,931,947	2,134,202
Camden	71,318	157,305	311,109	449,742
Carteret	695,319	1,381,490	2,211,092	2,816,255
Caswell	226,219	449,234	600,226	704,759
Catawba	1,931,862	3,370,969	4,252,329	4,863,803
Chatham	622,407	1,470,030	2,504,122	3,355,092
Cherokee	213,789	401,614	603,396	752,188
Chowan	173,155	295,930	418,986	509,140
Clay	80,373	167,499	261,035	330,309
Cleveland	1,162,426	1,943,976	2,614,630	3,067,008
Columbus	571,040	1,050,499	1,444,514	1,750,212
Craven	1,119,193	2,083,398	3,185,036	4,007,662
Cumberland	3,513,258	6,142,114	11,503,811	15,755,145
Currituck	187,214	420,972	813,776	1,149,430
Dare	324,943	737,586	1,195,716	1,555,559
Davidson	1,824,891	3,473,009	4,347,485	4,952,985
Davie	467,391	904,555	1,337,849	1,668,564
Duplin	495,569	856,867	1,225,061	1,554,353
Durham	3,209,021	5,900,419	8,673,236	10,733,406
Edgecombe	666,170	1,072,490	1,304,828	1,478,225
Forsyth	5,158,017	8,286,746	11,395,920	13,571,164
Franklin	444,806	1,011,565	1,518,098	1,884,956
Gaston	2,528,838	4,365,842	5,830,625	6,779,754
Gates	109,931	185,072	272,370	331,057
Graham	64,977	138,220	193,768	234,788
Granville	468,833	951,770	1,415,352	1,768,217
Greene	203,027	340,062	473,998	580,630

(continued)

Table 7 (Continued)

**Non-Hispanic Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Non-Hispanic Buying Power in 1990	Non-Hispanic Buying Power in 2000	Non-Hispanic Buying Power in 2010	Non-Hispanic Buying Power in 2015
Guilford	6,423,430	11,425,292	16,019,428	19,194,873
Halifax	628,690	1,012,121	1,348,504	1,580,051
Harnett	785,712	1,738,379	2,780,570	3,580,892
Haywood	620,010	1,118,250	1,621,622	1,972,123
Henderson	1,111,912	2,157,854	3,276,523	4,091,682
Hertford	238,104	397,568	563,818	689,673
Hoke	227,721	487,911	1,053,969	1,569,662
Hyde	64,111	103,400	130,048	151,852
Iredell	1,369,795	2,924,034	4,626,137	5,846,500
Jackson	316,669	626,978	992,008	1,267,182
Johnston	1,130,276	2,721,318	4,706,649	6,333,995
Jones	99,446	193,617	287,515	370,212
Lee	616,174	1,041,625	1,535,069	1,848,850
Lenoir	770,967	1,216,264	1,589,697	1,832,048
Lincoln	706,820	1,279,952	2,239,765	2,998,340
McDowell	423,642	771,247	971,041	1,100,767
Macon	295,703	623,746	901,038	1,106,927
Madison	188,637	359,569	502,608	602,843
Martin	300,734	460,797	635,038	749,480
Mecklenburg	10,392,704	22,704,589	35,544,710	45,223,041
Mitchell	163,435	270,355	357,023	413,346
Montgomery	271,478	491,378	603,410	675,262
Moore	1,060,340	2,086,924	2,999,023	3,666,509
Nash	1,155,190	1,951,677	2,757,463	3,290,441
New Hanover	1,862,293	4,102,310	6,452,460	8,230,935
Northampton	224,824	394,309	550,914	668,403
Onslow	1,663,035	2,886,880	6,271,025	9,151,306
Orange	1,740,799	3,138,503	5,513,618	7,397,865
Pamlico	140,271	268,278	401,530	496,949
Pasquotank	400,744	649,624	1,002,636	1,248,951

(continued)

Table 7 (Continued)

**Non-Hispanic Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Non-Hispanic Buying Power in 1990	Non-Hispanic Buying Power in 2000	Non-Hispanic Buying Power in 2010	Non-Hispanic Buying Power in 2015
Pender	354,374	775,662	1,397,881	1,901,800
Perquimans	113,073	207,032	337,570	435,121
Person	398,966	722,201	1,006,218	1,207,121
Pitt	1,555,326	2,891,750	4,689,360	6,064,321
Polk	258,486	491,687	689,134	813,282
Randolph	1,489,169	2,645,703	3,382,707	3,836,976
Richmond	526,623	802,244	1,072,987	1,246,599
Robeson	1,074,759	1,932,998	2,667,848	3,167,730
Rockingham	1,167,085	1,799,464	2,408,547	2,802,711
Rowan	1,534,799	2,730,500	3,737,346	4,425,959
Rutherford	708,569	1,182,531	1,545,924	1,786,606
Sampson	624,021	1,037,978	1,539,494	1,962,138
Scotland	384,053	651,088	856,497	986,161
Stanly	710,238	1,190,154	1,565,043	1,822,680
Stokes	500,125	906,482	1,195,069	1,388,835
Surry	872,320	1,432,383	1,835,686	2,083,664
Swain	104,160	202,100	323,019	405,705
Transylvania	367,222	682,498	916,171	1,078,106
Tyrrell	46,107	66,710	91,940	111,780
Union	1,248,341	2,837,877	6,059,384	8,993,510
Vance	486,089	793,055	1,100,835	1,309,114
Wake	8,381,853	19,867,529	32,669,047	43,019,750
Warren	170,521	299,841	422,106	501,973
Washington	167,732	249,706	337,358	398,167
Watauga	459,996	860,611	1,337,090	1,681,704
Wayne	1,287,639	2,169,481	3,119,003	3,773,021
Wilkes	807,138	1,378,841	1,852,707	2,175,994
Wilson	943,274	1,519,321	2,215,951	2,694,150
Yadkin	421,420	724,379	952,393	1,103,746
Yancey	165,949	305,236	384,547	434,444

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 8**Percentage Change in Total, Hispanic,
and Non-Hispanic Buying Power
in North Carolina, 2000-2010**

Area	Percentage Change in Total 2000-2010	Percentage Change in Hispanic 2000-2010	Percentage Change in Non-Hispanic 2000-2010
North Carolina, Total	54.9	178.6	51.5
MSAs, Total	58.7	183.7	55.0
Asheville	49.9	180.0	47.7
Burlington	37.7	162.9	33.4
Charlotte	63.0	229.7	57.9
Durham	61.6	166.6	57.6
Fayetteville	89.8	96.7	89.4
Goldsboro	46.2	142.9	43.8
Greensboro	40.4	173.6	37.4
Greenville	61.8	173.8	59.8
Hickory	28.3	137.9	25.7
Jacksonville	117.8	126.9	117.2
Raleigh	69.0	211.7	64.8
Rocky Mount	35.9	134.8	34.3
Virginia Beach	94.5	267.0	93.3
Wilmington	74.4	218.0	72.4
Winston Salem	41.2	172.6	37.5
Counties			
Alamance	37.7	162.9	33.4
Alexander	32.5	105.2	31.4
Alleghany	12.6	169.2	9.2
Anson	22.8	160.4	22.2
Ashe	30.8	140.7	29.4
Avery	22.6	138.3	20.9
Beaufort	50.7	152.7	48.7
Bertie	43.4	135.4	42.8
Bladen	35.5	163.9	32.4
Brunswick	112.0	239.9	110.2

(continued)

Table 8 (Continued)**Percentage Change in Total, Hispanic,
and Non-Hispanic Buying Power
in North Carolina, 2000-2010**

Area	Percentage Change in Total 2000-2010	Percentage Change in Hispanic 2000-2010	Percentage Change in Non-Hispanic 2000-2010
Buncombe	49.1	177.1	47.0
Burke	30.8	132.6	28.9
Cabarrus	60.7	237.4	56.4
Caldwell	20.6	133.2	18.8
Camden	101.3	394.0	97.8
Carteret	61.1	153.9	60.1
Caswell	34.8	129.8	33.6
Catawba	29.8	144.0	26.1
Chatham	73.5	148.9	70.3
Cherokee	50.8	107.3	50.2
Chowan	42.5	150.7	41.6
Clay	56.7	241.8	55.8
Cleveland	35.4	154.4	34.5
Columbus	38.6	143.3	37.5
Craven	53.0	59.4	52.9
Cumberland	87.0	81.2	87.3
Currituck	94.5	267.0	93.3
Dare	64.0	218.5	62.1
Davidson	27.6	181.5	25.2
Davie	51.3	231.6	47.9
Duplin	50.5	139.5	43.0
Durham	52.7	169.6	47.0
Edgecombe	23.5	125.1	21.7
Forsyth	41.6	176.2	37.5
Franklin	53.3	188.3	50.1
Gaston	37.5	211.6	33.6
Gates	47.5	175.9	47.2
Graham	41.0	194.6	40.2
Granville	51.6	208.1	48.7
Greene	44.6	169.5	39.4

(continued)

Table 8 (Continued)**Percentage Change in Total, Hispanic,
and Non-Hispanic Buying Power
in North Carolina, 2000-2010**

Area	Percentage Change in Total 2000-2010	Percentage Change in Hispanic 2000-2010	Percentage Change in Non-Hispanic 2000-2010
Guilford	43.1	184.2	40.2
Halifax	33.7	101.6	33.2
Harnett	64.0	179.5	60.0
Haywood	45.7	161.1	45.0
Henderson	55.2	193.3	51.8
Hertford	42.6	117.0	41.8
Hoke	125.0	294.1	116.0
Hyde	26.9	86.8	25.8
Iredell	61.0	224.8	58.2
Jackson	59.8	190.8	58.2
Johnston	78.3	196.9	73.0
Jones	50.3	164.7	48.5
Lee	53.0	150.1	47.4
Lenoir	32.8	157.5	30.7
Lincoln	78.4	191.6	75.0
McDowell	27.6	141.2	25.9
Macon	46.8	305.4	44.5
Madison	40.6	105.9	39.8
Martin	39.3	166.0	37.8
Mecklenburg	61.7	218.6	56.6
Mitchell	34.5	223.6	32.1
Montgomery	27.4	130.9	22.8
Moore	45.5	155.4	43.7
Nash	42.7	141.3	41.3
New Hanover	59.3	209.9	57.3
Northampton	41.7	139.9	39.7
Onslow	117.8	126.9	117.2
Orange	78.0	176.2	75.7
Pamlico	49.8	69.0	49.7
Pasquotank	56.0	249.5	54.3

(continued)

Table 8 (Continued)**Percentage Change in Total, Hispanic,
and Non-Hispanic Buying Power
in North Carolina, 2000-2010**

Area	Percentage Change in Total 2000-2010	Percentage Change in Hispanic 2000-2010	Percentage Change in Non-Hispanic 2000-2010
Pender	82.5	216.7	80.2
Perquimans	64.7	249.2	63.1
Person	40.3	116.5	39.3
Pitt	63.9	175.1	62.2
Polk	41.2	145.2	40.2
Randolph	31.9	145.4	27.9
Richmond	36.5	161.1	33.7
Robeson	43.5	198.1	38.0
Rockingham	36.0	181.2	33.8
Rowan	39.6	157.3	36.9
Rutherford	31.7	94.1	30.7
Sampson	55.0	171.4	48.3
Scotland	32.2	79.2	31.5
Stanly	33.2	146.5	31.5
Stokes	32.6	103.2	31.8
Surry	31.1	123.3	28.2
Swain	61.5	269.3	59.8
Transylvania	34.8	141.4	34.2
Tyrrell	41.0	275.0	37.8
Union	121.2	316.7	113.5
Vance	41.1	144.6	38.8
Wake	68.5	216.0	64.4
Warren	42.4	218.5	40.8
Washington	37.5	198.9	35.1
Watauga	56.2	144.8	55.4
Wayne	46.2	142.9	43.8
Wilkes	36.4	149.2	34.4
Wilson	48.9	155.6	45.9
Yadkin	34.1	118.9	31.5
Yancey	28.5	225.2	26.0

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 9**Percentage Change in Total, Hispanic,
and Non-Hispanic Buying Power
in North Carolina, 2010-2015**

Area	Percentage Change in Total 2010-2015	Percentage Change in Hispanic 2010-2015	Percentage Change in Non-Hispanic 2010-2015
North Carolina, Total	27.3	58.7	25.7
MSAs, Total	28.9	60.1	27.3
Asheville	23.9	56.4	22.9
Burlington	19.0	47.6	17.1
Charlotte	30.9	70.8	28.3
Durham	29.7	52.9	28.2
Fayetteville	38.2	42.3	38.0
Goldsboro	22.0	46.3	21.0
Greensboro	20.0	55.1	18.4
Greenville	29.5	54.2	28.7
Hickory	15.1	42.2	13.9
Jacksonville	45.6	40.0	45.9
Raleigh	33.6	67.8	31.7
Rocky Mount	18.1	44.2	17.4
Virginia Beach	41.9	92.6	41.2
Wilmington	34.9	70.3	34.0
Winston Salem	20.8	51.5	19.2
Counties			
Alamance	19.0	47.6	17.1
Alexander	17.0	29.3	16.7
Alleghany	6.8	48.8	4.5
Anson	13.3	40.4	13.0
Ashe	16.1	49.7	15.4
Avery	13.3	47.4	12.4
Beaufort	25.5	61.1	24.3
Bertie	19.4	29.3	19.3
Bladen	21.4	53.2	19.9
Brunswick	46.8	70.1	46.3

(continued)

Table 9 (Continued)**Percentage Change in Total, Hispanic,
and Non-Hispanic Buying Power
in North Carolina, 2010-2015**

Area	Percentage Change in Total 2010-2015	Percentage Change in Hispanic 2010-2015	Percentage Change in Non-Hispanic 2010-2015
Buncombe	23.5	56.9	22.5
Burke	15.6	45.4	14.6
Cabarrus	29.7	68.0	27.7
Caldwell	11.3	37.2	10.5
Camden	45.0	60.2	44.6
Carteret	27.9	60.2	27.4
Caswell	17.9	39.3	17.4
Catawba	16.1	43.5	14.4
Chatham	34.7	46.2	34.0
Cherokee	24.9	44.5	24.7
Chowan	22.0	56.3	21.5
Clay	27.0	72.6	26.5
Cleveland	17.9	62.8	17.3
Columbus	21.8	54.6	21.2
Craven	26.0	31.0	25.8
Cumberland	36.9	36.1	37.0
Currituck	41.9	92.6	41.2
Dare	31.2	77.5	30.1
Davidson	15.2	51.2	13.9
Davie	26.1	59.4	24.7
Duplin	30.1	52.9	26.9
Durham	26.2	53.0	23.8
Edgecombe	14.2	42.2	13.3
Forsyth	21.0	51.8	19.1
Franklin	25.6	56.5	24.2
Gaston	18.6	62.2	16.3
Gates	21.7	62.0	21.5
Graham	21.6	60.1	21.2
Granville	26.2	60.0	24.9
Greene	24.4	48.3	22.5

(continued)

Table 9 (Continued)**Percentage Change in Total, Hispanic,
and Non-Hispanic Buying Power
in North Carolina, 2010-2015**

Area	Percentage Change in Total 2010-2015	Percentage Change in Hispanic 2010-2015	Percentage Change in Non-Hispanic 2010-2015
Guilford	21.4	58.3	19.8
Halifax	17.3	29.9	17.2
Harnett	30.3	55.8	28.8
Haywood	22.0	52.9	21.6
Henderson	26.3	57.3	24.9
Hertford	22.7	42.0	22.3
Hoke	51.6	78.8	48.9
Hyde	16.7	16.0	16.8
Iredell	27.8	68.2	26.4
Jackson	28.7	71.9	27.7
Johnston	36.7	64.3	34.6
Jones	29.6	57.8	28.8
Lee	23.0	49.5	20.4
Lenoir	16.4	51.1	15.2
Lincoln	34.6	49.1	33.9
McDowell	14.2	41.2	13.4
Macon	24.7	97.2	22.9
Madison	20.2	34.7	19.9
Martin	18.9	56.5	18.0
Mecklenburg	29.8	68.7	27.2
Mitchell	17.3	64.3	15.8
Montgomery	14.2	42.0	11.9
Moore	23.1	50.9	22.3
Nash	20.0	45.4	19.3
New Hanover	28.7	71.4	27.6
Northampton	22.1	43.4	21.3
Onslow	45.6	40.0	45.9
Orange	35.1	59.5	34.2
Pamlico	23.7	16.4	23.8
Pasquotank	25.6	75.4	24.6

(continued)

Table 9 (Continued)**Percentage Change in Total, Hispanic,
and Non-Hispanic Buying Power
in North Carolina, 2010-2015**

Area	Percentage Change in Total 2010-2015	Percentage Change in Hispanic 2010-2015	Percentage Change in Non-Hispanic 2010-2015
Pender	36.9	65.8	36.0
Perquimans	30.3	104.0	28.9
Person	20.3	34.9	20.0
Pitt	30.0	56.0	29.3
Polk	18.5	46.1	18.0
Randolph	15.5	45.4	13.4
Richmond	17.7	52.4	16.2
Robeson	21.5	57.2	18.7
Rockingham	17.6	56.6	16.4
Rowan	19.8	51.6	18.4
Rutherford	16.1	39.7	15.6
Sampson	30.6	59.9	27.5
Scotland	15.3	25.8	15.1
Stanly	17.2	42.7	16.5
Stokes	16.8	48.7	16.2
Surry	14.9	40.5	13.5
Swain	26.3	64.7	25.6
Transylvania	17.9	47.5	17.7
Tyrrell	23.2	66.7	21.6
Union	51.4	89.8	48.4
Vance	20.0	46.9	18.9
Wake	33.6	69.0	31.7
Warren	20.1	73.6	18.9
Washington	19.6	68.0	18.0
Watauga	26.2	52.4	25.8
Wayne	22.0	46.3	21.0
Wilkes	18.4	46.6	17.4
Wilson	22.9	48.4	21.6
Yadkin	17.0	39.1	15.9
Yancey	14.5	60.7	13.0

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 10

**Percentage Change in Total, Hispanic,
and Non-Hispanic Buying Power
in North Carolina, 2000-2015**

Area	Percentage Change in Total 2000-2015	Percentage Change in Hispanic 2000-2015	Percentage Change in Non-Hispanic 2000-2015
North Carolina, Total	97.1	342.2	90.6
MSAs, Total	104.5	354.2	97.3
Asheville	85.8	337.8	81.5
Burlington	63.8	288.1	56.2
Charlotte	113.4	463.3	102.6
Durham	109.7	307.7	102.1
Fayetteville	162.3	179.9	161.3
Goldsboro	78.4	255.3	73.9
Greensboro	68.5	324.5	62.8
Greenville	109.5	322.1	105.6
Hickory	47.7	238.3	43.2
Jacksonville	217.0	217.7	217.0
Raleigh	125.9	423.1	117.1
Rocky Mount	60.5	238.5	57.7
Virginia Beach	175.9	606.8	173.0
Wilmington	135.2	441.3	131.0
Winston Salem	70.6	313.2	63.9
Counties			
Alamance	63.8	288.1	56.2
Alexander	55.1	165.4	53.3
Alleghany	20.3	300.7	14.2
Anson	39.2	265.6	38.1
Ashe	51.9	260.2	49.4
Avery	38.9	251.2	35.9
Beaufort	89.1	307.2	84.9
Bertie	71.3	204.5	70.4
Bladen	64.5	304.3	58.7
Brunswick	211.2	478.1	207.5

(continued)

Table 10 (Continued)

**Percentage Change in Total, Hispanic,
and Non-Hispanic Buying Power
in North Carolina, 2000-2015**

Area	Percentage Change in Total 2000-2015	Percentage Change in Hispanic 2000-2015	Percentage Change in Non-Hispanic 2000-2015
Buncombe	84.2	334.7	80.1
Burke	51.3	238.2	47.8
Cabarrus	108.4	466.8	99.7
Caldwell	34.1	219.9	31.2
Camden	191.9	691.5	185.9
Carteret	106.1	306.7	103.9
Caswell	58.8	220.2	56.9
Catawba	50.7	250.3	44.3
Chatham	133.7	263.9	128.2
Cherokee	88.4	199.5	87.3
Chowan	73.9	291.9	72.0
Clay	99.0	490.0	97.2
Cleveland	59.7	314.2	57.8
Columbus	68.9	276.3	66.6
Craven	92.8	108.9	92.4
Cumberland	156.0	146.6	156.5
Currituck	175.9	606.8	173.0
Dare	115.1	465.3	110.9
Davidson	47.1	325.6	42.6
Davie	90.8	428.5	84.5
Duplin	95.9	266.2	81.4
Durham	92.7	312.4	81.9
Edgecombe	41.0	220.1	37.8
Forsyth	71.3	319.4	63.8
Franklin	92.5	351.1	86.3
Gaston	63.1	405.4	55.3
Gates	79.5	346.8	78.9
Graham	71.4	371.5	69.9
Granville	91.3	393.0	85.8
Greene	79.8	299.6	70.7

(continued)

Table 10 (Continued)**Percentage Change in Total, Hispanic,
and Non-Hispanic Buying Power
in North Carolina, 2000-2015**

Area	Percentage Change in Total 2000-2015	Percentage Change in Hispanic 2000-2015	Percentage Change in Non-Hispanic 2000-2015
Guilford	73.7	350.0	68.0
Halifax	56.9	161.8	56.1
Harnett	113.7	335.4	106.0
Haywood	77.8	299.1	76.4
Henderson	96.0	361.5	89.6
Hertford	75.0	208.1	73.5
Hoke	241.0	604.8	221.7
Hyde	48.1	116.6	46.9
Iredell	105.8	446.2	99.9
Jackson	105.7	400.0	102.1
Johnston	143.7	387.8	132.8
Jones	94.7	317.6	91.2
Lee	88.2	274.0	77.5
Lenoir	54.5	289.1	50.6
Lincoln	140.1	334.7	134.3
McDowell	45.7	240.6	42.7
Macon	83.1	699.2	77.5
Madison	69.0	177.4	67.7
Martin	65.6	316.4	62.6
Mecklenburg	110.0	437.5	99.2
Mitchell	57.8	431.5	52.9
Montgomery	45.5	227.9	37.4
Moore	79.1	285.5	75.7
Nash	71.2	251.0	68.6
New Hanover	104.9	431.3	100.6
Northampton	73.0	244.1	69.5
Onslow	217.0	217.7	217.0
Orange	140.4	340.6	135.7
Pamlico	85.3	96.8	85.2
Pasquotank	95.9	513.0	92.3

(continued)

Table 10 (Continued)**Percentage Change in Total, Hispanic,
and Non-Hispanic Buying Power
in North Carolina, 2000-2015**

Area	Percentage Change in Total 2000-2015	Percentage Change in Hispanic 2000-2015	Percentage Change in Non-Hispanic 2000-2015
Pender	149.9	425.0	145.2
Perquimans	114.5	612.1	110.2
Person	68.7	192.0	67.1
Pitt	113.0	329.2	109.7
Polk	67.4	258.1	65.4
Randolph	52.3	256.9	45.0
Richmond	60.6	297.8	55.4
Robeson	74.2	368.6	63.9
Rockingham	59.9	340.3	55.8
Rowan	67.2	289.9	62.1
Rutherford	52.8	171.2	51.1
Sampson	102.4	333.9	89.0
Scotland	52.5	125.5	51.5
Stanly	56.1	251.8	53.1
Stokes	54.9	202.1	53.2
Surry	50.7	213.8	45.5
Swain	104.0	508.3	100.7
Transylvania	58.9	256.2	58.0
Tyrrell	73.7	525.0	67.6
Union	234.7	691.0	216.9
Vance	69.2	259.2	65.1
Wake	125.1	434.1	116.5
Warren	71.0	452.7	67.4
Washington	64.6	402.1	59.5
Watauga	97.1	273.2	95.4
Wayne	78.4	255.3	73.9
Wilkes	61.4	265.2	57.8
Wilson	83.0	279.2	77.3
Yadkin	56.9	204.5	52.4
Yancey	47.2	422.7	42.3

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 11

**Hispanic Share of Total Buying Power and Shift in Hispanic Share
of Total Buying Power in North Carolina,
1990, 2000, 2010, 2015, and from 2000-2010
(percentage)**

Area	Hispanic Share in 1990	Hispanic Share in 2000	Hispanic Share in 2010	Hispanic Share in 2015	Hispanic Shift in Share 2000-2010
North Carolina, Total	0.8	2.6	4.7	5.8	2.1
MSAs, Total	0.9	2.8	5.0	6.2	2.2
Asheville	0.6	1.7	3.1	3.9	1.4
Burlington	0.4	3.3	6.3	7.8	3.0
Charlotte	0.8	3.0	6.1	7.9	3.1
Durham	0.9	3.7	6.1	7.2	2.4
Fayetteville	3.5	5.1	5.3	5.4	0.2
Goldsboro	1.0	2.5	4.1	4.9	1.6
Greensboro	0.6	2.2	4.3	5.5	2.1
Greenville	0.6	1.8	3.0	3.6	1.2
Hickory	0.4	2.3	4.3	5.3	2.0
Jacksonville	4.1	5.4	5.6	5.4	0.2
Raleigh	1.0	2.9	5.3	6.6	2.4
Rocky Mount	0.5	1.5	2.7	3.2	1.1
Virginia Beach	0.5	0.7	1.2	1.7	0.6
Wilmington	0.4	1.4	2.5	3.1	1.1
Winston Salem	0.5	2.7	5.2	6.5	2.5
Counties					
Alamance	0.4	3.3	6.3	7.8	3.0
Alexander	0.4	1.6	2.4	2.7	0.9
Alleghany	0.7	2.2	5.1	7.2	3.0
Anson	0.1	0.5	1.0	1.2	0.5
Ashe	0.6	1.2	2.2	2.8	1.0
Avery	0.3	1.4	2.7	3.5	1.3
Beaufort	0.3	1.9	3.2	4.1	1.3
Bertie	0.2	0.7	1.1	1.2	0.4
Bladen	0.3	2.4	4.7	5.9	2.3
Brunswick	0.4	1.4	2.2	2.6	0.8

(continued)

Table 11 (Continued)

**Hispanic Share of Total Buying Power and Shift in Hispanic Share
of Total Buying Power in North Carolina,
1990, 2000, 2010, 2015, and from 2000-2010**
(percentage)

Area	Hispanic Share in 1990	Hispanic Share in 2000	Hispanic Share in 2010	Hispanic Share in 2015	Hispanic Shift in Share 2000-2010
Buncombe	0.6	1.6	3.0	3.8	1.4
Burke	0.2	1.8	3.3	4.1	1.4
Cabarrus	0.3	2.4	5.0	6.5	2.6
Caldwell	0.3	1.5	3.0	3.7	1.4
Camden	0.5	1.2	2.9	3.2	1.7
Carteret	0.5	1.1	1.8	2.2	0.6
Caswell	0.4	1.2	2.1	2.4	0.9
Catawba	0.6	3.1	5.9	7.2	2.7
Chatham	1.4	4.0	5.8	6.3	1.8
Cherokee	0.4	1.0	1.3	1.6	0.4
Chowan	0.3	0.8	1.5	1.9	0.6
Clay	0.2	0.4	1.0	1.3	0.5
Cleveland	0.2	0.7	1.4	1.9	0.7
Columbus	0.2	1.1	1.9	2.4	0.8
Craven	1.5	2.4	2.5	2.6	0.1
Cumberland	3.7	5.1	4.9	4.9	-0.2
Currituck	0.5	0.7	1.2	1.7	0.6
Dare	0.5	1.2	2.3	3.1	1.1
Davidson	0.3	1.6	3.5	4.6	1.9
Davie	0.3	1.8	4.0	5.1	2.2
Duplin	1.6	7.8	12.5	14.7	4.6
Durham	0.9	4.7	8.2	10.0	3.6
Edgecombe	0.4	1.8	3.2	4.0	1.4
Forsyth	0.6	2.9	5.7	7.2	2.8
Franklin	2.0	2.3	4.4	5.4	2.0
Gaston	0.4	2.2	5.1	7.0	2.8
Gates	0.1	0.2	0.4	0.6	0.2
Graham	0.3	0.5	1.1	1.4	0.6
Granville	0.5	1.8	3.7	4.6	1.9
Greene	0.4	4.0	7.4	8.8	3.4

(continued)

Table 11 (Continued)

**Hispanic Share of Total Buying Power and Shift in Hispanic Share
of Total Buying Power in North Carolina,
1990, 2000, 2010, 2015, and from 2000-2010**
(percentage)

Area	Hispanic Share in 1990	Hispanic Share in 2000	Hispanic Share in 2010	Hispanic Share in 2015	Hispanic Shift in Share 2000-2010
Guilford	0.6	2.0	4.0	5.2	2.0
Halifax	0.4	0.7	1.1	1.2	0.4
Harnett	1.2	3.4	5.7	6.8	2.4
Haywood	0.4	0.6	1.1	1.4	0.5
Henderson	0.7	2.4	4.5	5.6	2.1
Hertford	0.1	1.1	1.7	1.9	0.6
Hoke	0.8	5.0	8.8	10.4	3.8
Hyde	0.2	1.8	2.7	2.6	0.9
Iredell	0.5	1.7	3.4	4.5	1.7
Jackson	0.5	1.2	2.2	2.9	1.0
Johnston	1.0	4.3	7.2	8.6	2.9
Jones	0.2	1.6	2.7	3.3	1.2
Lee	1.1	5.5	8.9	10.9	3.5
Lenoir	0.4	1.6	3.1	4.1	1.5
Lincoln	0.7	2.9	4.8	5.3	1.9
McDowell	0.2	1.5	2.9	3.5	1.3
Macon	0.2	0.9	2.5	3.9	1.6
Madison	0.2	1.2	1.8	2.0	0.6
Martin	0.3	1.2	2.2	2.9	1.0
Mecklenburg	1.1	3.2	6.3	8.2	3.1
Mitchell	0.3	1.3	3.1	4.3	1.8
Montgomery	1.3	4.3	7.7	9.6	3.5
Moore	0.6	1.6	2.9	3.5	1.2
Nash	0.5	1.4	2.4	2.9	1.0
New Hanover	0.4	1.3	2.5	3.4	1.2
Northampton	0.3	2.0	3.4	4.0	1.4
Onslow	4.1	5.4	5.6	5.4	0.2
Orange	0.8	2.3	3.5	4.2	1.3
Pamlico	0.2	0.6	0.7	0.6	0.1
Pasquotank	0.7	0.9	1.9	2.7	1.1

(continued)

Table 11 (Continued)

**Hispanic Share of Total Buying Power and Shift in Hispanic Share
of Total Buying Power in North Carolina,
1990, 2000, 2010, 2015, and from 2000-2010**
(percentage)

Area	Hispanic Share in 1990	Hispanic Share in 2000	Hispanic Share in 2010	Hispanic Share in 2015	Hispanic Shift in Share 2000-2010
Pender	0.4	1.7	2.9	3.5	1.2
Perquimans	0.2	0.9	1.8	2.9	1.0
Person	0.7	1.3	1.9	2.2	0.7
Pitt	0.6	1.5	2.6	3.1	1.0
Polk	0.4	1.0	1.8	2.2	0.8
Randolph	0.5	3.4	6.4	8.1	3.0
Richmond	0.4	2.1	4.1	5.3	2.0
Robeson	0.4	3.4	7.1	9.1	3.7
Rockingham	0.4	1.5	3.0	4.0	1.6
Rowan	0.3	2.2	4.1	5.2	1.9
Rutherford	0.4	1.5	2.2	2.6	0.7
Sampson	1.3	5.5	9.6	11.7	4.1
Scotland	0.6	1.4	1.9	2.1	0.5
Stanly	0.3	1.5	2.8	3.4	1.3
Stokes	0.3	1.1	1.7	2.2	0.6
Surry	0.6	3.1	5.3	6.4	2.2
Swain	0.4	0.8	1.8	2.4	1.0
Transylvania	0.2	0.5	0.9	1.1	0.4
Tyrrell	0.1	1.3	3.5	4.8	2.2
Union	0.5	3.8	7.1	8.9	3.3
Vance	0.5	2.1	3.7	4.6	1.6
Wake	1.0	2.7	5.0	6.4	2.4
Warren	0.2	0.9	2.1	3.0	1.1
Washington	0.2	1.5	3.2	4.6	1.8
Watauga	0.5	1.0	1.5	1.8	0.5
Wayne	1.0	2.5	4.1	4.9	1.6
Wilkes	0.6	1.7	3.2	4.0	1.4
Wilson	0.5	2.8	4.8	5.8	2.0
Yadkin	0.6	2.9	4.8	5.7	1.9
Yancey	0.5	1.3	3.3	4.6	2.0

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 12

**Total Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Total Buying Power in 1990	Total Buying Power in 2000	Total Buying Power in 2010	Total Buying Power in 2015
North Carolina, Total	100,923,661	195,950,150	303,438,618	386,239,512
MSAs, Total	72,129,462	143,071,391	226,997,544	292,603,275
Asheville	4,661,534	8,669,302	12,993,805	16,105,051
Burlington	1,650,806	3,071,746	4,229,895	5,032,984
Charlotte	16,159,862	34,839,353	56,789,669	74,337,788
Durham	6,026,044	11,664,269	18,852,027	24,459,348
Fayetteville	3,877,121	6,985,504	13,257,096	18,319,852
Goldsboro	1,300,631	2,224,196	3,251,894	3,967,437
Greensboro	9,130,440	16,225,255	22,781,541	27,340,557
Greenville	1,768,860	3,290,555	5,324,174	6,892,922
Hickory	4,300,548	7,685,431	9,862,355	11,351,030
Jacksonville	1,734,460	3,052,159	6,646,091	9,676,327
Raleigh	10,059,848	24,295,552	41,060,501	54,874,909
Rocky Mount	1,830,152	3,071,430	4,173,252	4,928,648
Virginia Beach	188,098	423,766	824,029	1,169,177
Wilmington	2,859,965	6,450,259	11,250,795	15,173,589
Winston Salem	6,581,093	11,122,615	15,700,418	18,973,654
Counties				
Alamance	1,650,806	3,071,746	4,229,895	5,032,984
Alexander	378,331	731,451	969,280	1,134,349
Alleghany	116,814	238,204	268,322	286,612
Anson	290,490	491,338	603,464	683,786
Ashe	258,884	501,864	656,223	762,144
Avery	178,660	360,993	442,411	501,372
Beaufort	549,634	924,055	1,392,573	1,747,328
Bertie	223,935	352,895	506,186	604,335
Bladen	312,825	629,050	852,465	1,035,042
Brunswick	634,579	1,504,984	3,190,988	4,684,107

(continued)

Table 12 (Continued)

**Total Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Total Buying Power in 1990	Total Buying Power in 2000	Total Buying Power in 2010	Total Buying Power in 2015
Buncombe	2,729,870	4,969,869	7,412,248	9,156,875
Burke	1,041,930	1,823,108	2,385,043	2,757,772
Cabarrus	1,570,301	3,480,485	5,593,813	7,253,083
Caldwell	937,239	1,651,488	1,991,121	2,215,371
Camden	71,643	159,206	320,499	464,789
Carteret	698,618	1,397,024	2,250,529	2,879,427
Caswell	227,099	454,716	612,826	722,311
Catawba	1,943,048	3,479,383	4,516,911	5,243,538
Chatham	631,486	1,531,842	2,657,986	3,580,051
Cherokee	214,692	405,577	611,610	764,056
Chowan	173,688	298,433	425,264	518,950
Clay	80,507	168,250	263,601	334,737
Cleveland	1,165,171	1,958,543	2,651,693	3,127,339
Columbus	572,247	1,061,914	1,472,293	1,793,164
Craven	1,135,714	2,133,993	3,265,694	4,113,344
Cumberland	3,647,650	6,471,736	12,101,226	16,567,961
Currituck	188,098	423,766	824,029	1,169,177
Dare	326,667	746,386	1,223,747	1,605,312
Davidson	1,831,083	3,528,701	4,504,276	5,190,007
Davie	469,028	921,571	1,394,272	1,758,494
Duplin	503,592	929,787	1,399,699	1,821,364
Durham	3,237,478	6,189,578	9,452,800	11,926,014
Edgecombe	668,716	1,091,607	1,347,865	1,539,429
Forsyth	5,186,769	8,538,011	12,089,852	14,624,863
Franklin	453,754	1,035,644	1,587,506	1,993,585
Gaston	2,538,262	4,466,068	6,142,912	7,286,330
Gates	110,069	185,498	273,545	332,960
Graham	65,144	138,930	195,858	238,135
Granville	471,395	969,208	1,469,081	1,854,189
Greene	203,747	354,143	511,944	636,898

(continued)

Table 12 (Continued)

**Total Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Total Buying Power in 1990	Total Buying Power in 2000	Total Buying Power in 2010	Total Buying Power in 2015
Guilford	6,462,650	11,658,773	16,682,980	20,245,560
Halifax	631,148	1,019,302	1,362,978	1,598,853
Harnett	794,961	1,798,638	2,948,980	3,843,232
Haywood	622,694	1,125,283	1,639,987	2,000,195
Henderson	1,120,038	2,210,051	3,429,636	4,332,576
Hertford	238,394	401,993	573,419	703,302
Hoke	229,471	513,767	1,155,871	1,751,891
Hyde	64,259	105,301	133,598	155,970
Iredell	1,376,363	2,974,296	4,789,383	6,121,016
Jackson	318,276	634,644	1,014,302	1,305,508
Johnston	1,141,555	2,843,398	5,069,100	6,929,442
Jones	99,596	196,685	295,635	383,024
Lee	622,912	1,101,870	1,685,751	2,074,164
Lenoir	774,316	1,236,284	1,641,243	1,909,944
Lincoln	711,462	1,318,738	2,352,853	3,166,937
McDowell	424,488	783,082	999,584	1,141,081
Macon	296,223	629,410	923,998	1,152,192
Madison	188,931	364,098	511,934	615,406
Martin	301,648	466,171	649,336	771,860
Mecklenburg	10,505,906	23,452,811	37,928,485	49,244,808
Mitchell	163,875	273,884	368,441	432,101
Montgomery	275,060	513,199	653,806	746,804
Moore	1,066,206	2,121,584	3,087,532	3,800,110
Nash	1,161,436	1,979,823	2,825,386	3,389,219
New Hanover	1,869,538	4,156,433	6,620,182	8,518,486
Northampton	225,591	402,450	570,446	696,418
Onslow	1,734,460	3,052,159	6,646,091	9,676,327
Orange	1,755,419	3,211,485	5,715,185	7,719,406
Pamlico	140,585	269,910	404,288	500,160
Pasquotank	403,567	655,324	1,022,556	1,283,890

(continued)

Table 12 (Continued)

**Total Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Total Buying Power in 1990	Total Buying Power in 2000	Total Buying Power in 2010	Total Buying Power in 2015
Pender	355,848	788,843	1,439,625	1,970,995
Perquimans	113,249	208,827	343,838	447,904
Person	401,661	731,364	1,026,056	1,233,877
Pitt	1,565,114	2,936,413	4,812,229	6,256,025
Polk	259,543	496,765	701,584	831,467
Randolph	1,496,103	2,740,225	3,614,679	4,174,333
Richmond	528,493	819,783	1,118,784	1,316,372
Robeson	1,079,553	2,000,985	2,870,500	3,486,324
Rockingham	1,171,686	1,826,256	2,483,882	2,920,665
Rowan	1,540,099	2,793,106	3,898,407	4,670,059
Rutherford	711,485	1,200,050	1,579,930	1,834,119
Sampson	632,481	1,097,942	1,702,220	2,222,351
Scotland	386,544	660,464	873,300	1,007,307
Stanly	712,609	1,208,328	1,609,844	1,886,620
Stokes	501,399	916,664	1,215,760	1,419,598
Surry	877,538	1,478,111	1,937,813	2,227,164
Swain	104,558	203,718	328,992	415,545
Transylvania	368,092	685,804	924,152	1,089,881
Tyrrell	46,141	67,610	95,316	117,408
Union	1,254,902	2,948,651	6,520,995	9,869,781
Vance	488,315	810,459	1,143,406	1,371,637
Wake	8,464,539	20,416,510	34,403,896	45,951,882
Warren	170,846	302,640	431,021	517,447
Washington	168,055	253,494	348,680	417,186
Watauga	462,098	869,001	1,357,630	1,713,013
Wayne	1,300,631	2,224,196	3,251,894	3,967,437
Wilkes	812,400	1,403,361	1,913,800	2,265,538
Wilson	948,345	1,563,105	2,327,844	2,860,169
Yadkin	423,897	746,369	1,000,535	1,170,698
Yancey	166,742	309,216	397,490	455,248

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 13

**African American Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	African American Buying Power in 1990	African American Buying Power in 2000	African American Buying Power in 2010	African American Buying Power in 2015
North Carolina, Total	13,770,125	28,038,572	43,938,102	56,103,233
MSAs, Total	9,795,540	20,615,939	33,512,583	43,541,304
Asheville	168,237	269,348	374,679	440,023
Burlington	205,058	407,074	560,498	665,383
Charlotte	2,075,255	4,954,778	8,604,031	11,555,271
Durham	1,165,947	2,223,390	3,062,844	3,652,621
Fayetteville	941,704	1,980,267	3,960,854	5,626,146
Goldsboro	297,147	552,069	785,821	943,166
Greensboro	1,249,768	2,588,920	3,990,964	5,012,045
Greenville	336,608	703,926	1,151,159	1,499,719
Hickory	193,729	343,590	445,607	514,962
Jacksonville	282,459	461,034	876,534	1,167,909
Raleigh	1,232,572	3,007,719	5,191,708	6,946,384
Rocky Mount	482,307	944,629	1,341,465	1,631,659
Virginia Beach	10,228	22,769	52,828	80,955
Wilmington	332,567	678,927	1,016,942	1,267,457
Winston Salem	821,953	1,477,500	2,096,650	2,537,602
Counties				
Alamance	205,058	407,074	560,498	665,383
Alexander	16,966	25,347	45,339	59,919
Alleghany	1,288	1,853	2,367	2,754
Anson	92,322	172,390	210,507	239,770
Ashe	1,676	2,048	3,068	3,456
Avery	447	3,479	6,159	8,246
Beaufort	102,220	147,246	188,827	217,177
Bertie	99,561	173,237	255,775	312,529
Bladen	80,241	174,217	222,527	265,106
Brunswick	68,037	151,953	263,746	348,825

(continued)

Table 13 (Continued)

**African American Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	African American Buying Power in 1990	African American Buying Power in 2000	African American Buying Power in 2010	African American Buying Power in 2015
Buncombe	140,449	221,226	292,246	331,946
Burke	47,655	79,688	95,156	102,696
Cabarrus	119,079	274,942	573,081	817,361
Caldwell	29,722	58,535	70,271	78,070
Camden	12,293	26,261	53,562	79,852
Carteret	27,799	57,467	104,205	141,880
Caswell	74,217	127,723	149,307	162,649
Catawba	99,385	180,019	234,841	274,277
Chatham	95,249	156,347	181,149	200,779
Cherokee	3,588	4,322	6,791	8,527
Chowan	39,432	68,877	89,579	103,151
Clay	498	1,563	3,354	4,757
Cleveland	163,304	306,512	417,166	496,345
Columbus	112,742	218,841	292,951	348,072
Craven	176,287	353,973	502,333	608,056
Cumberland	870,166	1,835,937	3,687,374	5,246,697
Currituck	10,228	22,769	52,828	80,955
Dare	6,102	10,368	21,327	29,689
Davidson	113,675	214,628	276,445	311,068
Davie	27,327	52,079	86,246	117,361
Duplin	111,473	194,817	253,965	306,024
Durham	814,097	1,639,696	2,216,794	2,630,091
Edgecombe	272,042	499,096	610,640	696,943
Forsyth	762,342	1,373,194	1,936,806	2,332,585
Franklin	101,587	227,292	308,873	371,118
Gaston	215,673	441,120	675,123	844,528
Gates	35,700	58,193	76,276	86,909
Graham	0	159	297	423
Granville	125,811	242,599	342,151	415,216
Greene	53,685	104,604	150,835	193,087

(continued)

Table 13 (Continued)

**African American Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	African American Buying Power in 1990	African American Buying Power in 2000	African American Buying Power in 2010	African American Buying Power in 2015
Guilford	1,022,991	2,199,703	3,465,875	4,397,725
Halifax	191,888	381,193	542,994	657,465
Harnett	114,750	273,127	430,101	542,924
Haywood	6,477	9,892	16,786	20,677
Henderson	20,512	36,753	61,965	81,872
Hertford	97,575	183,079	276,683	339,167
Hoke	71,539	144,330	273,480	379,448
Hyde	11,183	22,408	30,521	37,928
Iredell	123,799	249,676	357,477	427,818
Jackson	3,539	7,873	17,187	22,074
Johnston	123,974	298,572	529,281	706,605
Jones	27,870	60,823	85,258	105,150
Lee	86,554	157,276	238,832	296,497
Lenoir	202,698	347,596	464,266	542,429
Lincoln	35,172	54,807	97,524	130,247
McDowell	11,823	22,240	26,007	27,681
Macon	1,927	3,863	10,104	16,037
Madison	800	1,477	3,682	5,528
Martin	84,472	151,867	204,425	239,775
Mecklenburg	1,540,165	3,849,079	6,668,002	8,922,264
Mitchell	62	775	3,217	5,935
Montgomery	39,539	56,063	58,006	60,925
Moore	100,414	150,853	185,661	205,866
Nash	210,264	445,533	730,825	934,716
New Hanover	202,537	404,688	579,340	714,039
Northampton	97,019	190,824	264,381	324,048
Onslow	282,459	461,034	876,534	1,167,909
Orange	174,385	260,207	425,452	533,301
Pamlico	22,677	38,075	47,364	52,036
Pasquotank	87,069	179,071	272,453	336,276

(continued)

Table 13 (Continued)

**African American Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	African American Buying Power in 1990	African American Buying Power in 2000	African American Buying Power in 2010	African American Buying Power in 2015
Pender	61,993	122,286	173,856	204,593
Perquimans	22,332	48,266	79,489	106,806
Person	82,217	167,140	239,448	288,450
Pitt	282,924	599,322	1,000,324	1,306,633
Polk	9,088	19,104	26,551	32,301
Randolph	57,086	110,578	155,225	188,161
Richmond	98,972	158,998	210,472	240,406
Robeson	172,942	357,316	500,312	603,774
Rockingham	169,691	278,639	369,863	426,160
Rowan	163,274	311,255	429,119	512,465
Rutherford	50,844	101,315	135,853	160,113
Sampson	134,078	235,878	338,520	423,552
Scotland	96,297	170,266	229,228	263,573
Stanly	51,001	91,573	124,263	145,026
Stokes	20,561	33,768	47,359	55,989
Surry	25,929	46,023	60,473	71,279
Swain	876	3,374	7,229	8,847
Transylvania	10,446	16,805	27,411	35,164
Tyrrell	11,558	14,529	19,184	21,717
Union	108,017	217,246	477,319	731,348
Vance	143,810	277,079	402,532	487,724
Wake	1,007,012	2,481,855	4,353,553	5,868,661
Warren	70,933	125,537	173,361	203,762
Washington	50,469	84,296	117,839	139,925
Watauga	5,724	9,390	20,197	29,886
Wayne	297,147	552,069	785,821	943,166
Wilkes	26,551	41,965	54,555	62,177
Wilson	200,240	388,471	584,970	726,965
Yadkin	11,723	18,460	26,239	31,666
Yancey	838	1,324	3,068	4,304

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 14

**Native American Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Native American Buying Power in 1990	Native American Buying Power in 2000	Native American Buying Power in 2010	Native American Buying Power in 2015
North Carolina, Total	768,589	1,626,312	2,494,403	3,127,382
MSAs, Total	241,485	547,846	961,755	1,278,298
Asheville	10,832	21,387	30,353	36,473
Burlington	4,664	13,279	21,854	27,306
Charlotte	38,227	88,823	172,005	236,990
Durham	13,496	37,991	61,937	80,188
Fayetteville	74,284	139,018	242,876	321,365
Goldsboro	2,911	5,509	7,647	8,610
Greensboro	30,613	55,029	80,690	96,705
Greenville	5,502	7,782	11,463	13,222
Hickory	6,627	17,307	25,052	31,299
Jacksonville	9,019	23,009	52,645	78,897
Raleigh	22,264	71,841	146,754	208,432
Rocky Mount	3,660	12,633	22,251	29,632
Virginia Beach	770	1,685	2,322	2,916
Wilmington	8,170	26,336	43,944	56,479
Winston Salem	10,447	26,219	39,963	49,785
Counties				
Alamance	4,664	13,279	21,854	27,306
Alexander	667	775	1,439	2,013
Alleghany	35	476	456	429
Anson	497	2,279	4,099	5,555
Ashe	88	411	513	589
Avery	362	660	521	534
Beaufort	217	932	1,519	1,883
Bertie	595	575	911	1,106
Bladen	3,913	8,653	11,481	13,330
Brunswick	2,540	8,368	13,390	16,112

(continued)

Table 14 (Continued)

**Native American Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Native American Buying Power in 1990	Native American Buying Power in 2000	Native American Buying Power in 2010	Native American Buying Power in 2015
Buncombe	7,344	12,450	15,622	17,163
Burke	828	4,616	8,318	11,048
Cabarrus	3,599	9,086	15,764	20,746
Caldwell	1,134	5,537	8,652	11,632
Camden	44	171	239	289
Carteret	2,059	5,944	11,742	17,138
Caswell	177	851	1,294	1,655
Catawba	3,998	6,379	6,643	6,606
Chatham	1,424	5,204	7,620	9,463
Cherokee	3,827	6,552	8,515	10,244
Chowan	62	323	449	540
Clay	250	536	812	1,040
Cleveland	1,229	3,376	6,038	8,414
Columbus	14,304	26,364	33,990	39,157
Craven	4,126	6,442	7,893	8,759
Cumberland	50,066	93,343	170,066	227,943
Currituck	770	1,685	2,322	2,916
Dare	339	748	929	1,166
Davidson	4,135	11,159	14,904	17,538
Davie	1,590	2,998	4,188	5,177
Duplin	818	870	1,449	2,014
Durham	6,528	17,591	27,735	35,179
Edgecombe	1,119	1,567	2,104	2,195
Forsyth	8,168	21,446	33,272	41,357
Franklin	1,083	3,961	4,517	4,772
Gaston	5,971	12,997	19,499	23,566
Gates	53	228	266	282
Graham	3,058	7,122	10,579	13,086
Granville	1,001	2,444	5,678	8,065
Greene	92	733	1,326	1,938

(continued)

Table 14 (Continued)

**Native American Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Native American Buying Power in 1990	Native American Buying Power in 2000	Native American Buying Power in 2010	Native American Buying Power in 2015
Guilford	23,955	40,160	58,001	68,483
Halifax	15,162	30,814	46,077	57,345
Harnett	5,482	34,834	75,669	95,425
Haywood	1,912	4,300	6,464	7,919
Henderson	1,534	4,385	7,904	10,941
Hertford	1,440	3,229	4,291	5,135
Hoke	24,218	45,674	72,810	93,422
Hyde	8	106	164	211
Iredell	2,539	6,247	9,439	11,426
Jackson	20,651	47,326	76,923	101,697
Johnston	1,716	10,915	20,414	29,174
Jones	108	1,395	1,806	2,142
Lee	2,769	2,912	4,580	5,423
Lenoir	794	2,108	3,574	4,689
Lincoln	1,266	3,670	6,164	8,050
McDowell	588	1,602	2,040	2,350
Macon	346	2,399	6,321	11,530
Madison	42	253	362	450
Martin	126	998	1,520	1,880
Mecklenburg	25,485	57,289	115,468	161,720
Mitchell	161	1,279	1,733	2,046
Montgomery	953	1,094	1,392	1,715
Moore	3,352	8,366	11,641	13,642
Nash	2,542	11,066	20,147	27,437
New Hanover	5,025	16,235	28,111	37,564
Northampton	152	2,530	7,267	9,398
Onslow	9,019	23,009	52,645	78,897
Orange	3,467	10,114	19,330	26,597
Pamlico	300	726	942	1,010
Pasquotank	352	2,376	3,941	5,363

(continued)

Table 14 (Continued)

**Native American Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Native American Buying Power in 1990	Native American Buying Power in 2000	Native American Buying Power in 2010	Native American Buying Power in 2015
Pender	606	1,733	2,443	2,802
Perquimans	64	208	250	255
Person	2,077	5,081	7,251	8,949
Pitt	5,410	7,049	10,137	11,284
Polk	158	958	1,286	1,474
Randolph	4,902	10,995	17,126	21,468
Richmond	4,592	11,935	19,172	24,790
Robeson	361,375	680,396	912,950	1,069,990
Rockingham	1,756	3,875	5,563	6,754
Rowan	2,544	6,770	8,762	9,932
Rutherford	1,071	4,673	8,551	11,555
Sampson	8,008	18,230	29,976	41,425
Scotland	21,352	39,830	53,095	60,837
Stanly	863	2,180	3,431	4,533
Stokes	249	1,282	2,077	2,761
Surry	709	2,678	3,193	3,463
Swain	21,700	52,273	75,041	91,095
Transylvania	295	1,107	2,007	2,868
Tyrrell	0	213	267	279
Union	2,675	7,171	17,175	25,403
Vance	331	1,380	2,977	4,896
Wake	19,466	56,965	121,823	174,486
Warren	3,996	9,539	14,509	18,389
Washington	16	43	59	70
Watauga	537	2,701	6,063	9,659
Wayne	2,911	5,509	7,647	8,610
Wilkes	458	781	928	981
Wilson	1,716	3,440	3,744	3,707
Yadkin	439	493	426	489
Yancey	78	279	725	1,152

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 15

**Asian Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Asian Buying Power in 1990	Asian Buying Power in 2000	Asian Buying Power in 2010	Asian Buying Power in 2015
North Carolina, Total	703,888	2,902,131	6,869,798	10,583,787
MSAs, Total	616,267	2,629,608	6,316,805	9,782,828
Asheville	11,457	47,691	128,812	213,792
Burlington	5,431	26,280	57,006	83,483
Charlotte	154,605	740,845	1,750,129	2,687,191
Durham	85,034	308,693	770,057	1,145,343
Fayetteville	56,369	144,104	337,442	512,126
Goldsboro	6,409	42,530	79,569	101,578
Greensboro	58,586	246,493	517,226	727,386
Greenville	11,105	45,048	88,641	127,808
Hickory	20,149	110,675	135,196	139,482
Jacksonville	21,256	47,722	129,262	203,240
Raleigh	138,464	714,368	1,957,162	3,267,191
Rocky Mount	5,345	16,878	32,685	44,310
Virginia Beach	320	1,202	3,969	7,647
Wilmington	11,561	40,011	100,419	171,537
Winston Salem	30,175	97,066	229,228	350,715
Counties				
Alamance	5,431	26,280	57,006	83,483
Alexander	823	4,992	6,058	5,981
Alleghany	18	243	584	774
Anson	183	2,248	4,713	6,341
Ashe	345	979	1,121	1,167
Avery	58	1,137	3,178	5,778
Beaufort	579	1,228	1,919	2,192
Bertie	153	675	1,221	1,567
Bladen	91	829	1,890	2,669
Brunswick	1,248	6,576	24,771	57,218

(continued)

Table 15 (Continued)

**Asian Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Asian Buying Power in 1990	Asian Buying Power in 2000	Asian Buying Power in 2010	Asian Buying Power in 2015
Buncombe	7,922	27,427	76,941	122,677
Burke	7,720	36,676	41,645	40,215
Cabarrus	6,348	31,654	97,258	174,001
Caldwell	1,179	6,082	10,376	12,657
Camden	92	251	648	962
Carteret	2,083	5,708	11,185	15,390
Caswell	166	1,172	1,807	2,180
Catawba	10,427	62,925	77,118	80,629
Chatham	1,219	11,122	69,427	116,128
Cherokee	347	824	1,136	1,257
Chowan	433	291	379	442
Clay	14	123	176	206
Cleveland	5,051	11,381	16,566	19,300
Columbus	346	3,164	7,716	12,602
Craven	5,909	16,389	36,913	54,952
Cumberland	55,552	138,532	319,300	479,761
Currituck	320	1,202	3,969	7,647
Dare	914	2,830	6,828	10,594
Davidson	3,989	24,108	44,068	61,173
Davie	319	2,069	5,734	9,617
Duplin	376	2,478	6,315	11,179
Durham	48,663	197,654	428,842	613,472
Edgecombe	399	1,485	3,736	5,884
Forsyth	29,338	91,674	216,537	330,468
Franklin	644	4,017	10,370	15,596
Gaston	10,438	39,180	76,275	109,769
Gates	113	525	2,648	5,257
Graham	8	316	2,582	6,743
Granville	1,267	2,517	4,327	5,145
Greene	37	192	307	348

(continued)

Table 15 (Continued)

**Asian Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Asian Buying Power in 1990	Asian Buying Power in 2000	Asian Buying Power in 2010	Asian Buying Power in 2015
Guilford	48,467	221,650	474,247	673,786
Halifax	2,475	5,662	9,099	10,762
Harnett	2,021	9,315	29,372	53,679
Haywood	461	1,464	2,761	3,776
Henderson	2,924	18,095	47,067	83,849
Hertford	334	631	1,232	1,668
Hoke	817	5,572	18,142	32,365
Hyde	20	212	212	261
Iredell	4,853	28,752	64,198	93,229
Jackson	1,005	2,855	8,101	12,997
Johnston	3,091	9,455	33,741	57,330
Jones	70	526	875	1,196
Lee	2,644	8,606	15,954	21,391
Lenoir	3,181	3,889	5,438	5,866
Lincoln	2,678	3,922	8,128	12,106
McDowell	6,163	6,329	6,576	5,937
Macon	1,196	1,167	1,639	2,139
Madison	150	705	2,042	3,491
Martin	1,288	3,905	7,957	11,083
Mecklenburg	132,485	649,106	1,464,357	2,151,693
Mitchell	221	809	807	762
Montgomery	776	4,570	8,834	12,198
Moore	2,441	8,710	19,925	31,680
Nash	4,946	15,394	28,949	38,426
New Hanover	9,786	31,149	65,536	92,036
Northampton	21	212	522	792
Onslow	21,256	47,722	129,262	203,240
Orange	34,978	98,270	266,769	406,877
Pamlico	48	498	1,446	2,474
Pasquotank	3,744	5,625	11,334	14,998

(continued)

Table 15 (Continued)

**Asian Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Asian Buying Power in 1990	Asian Buying Power in 2000	Asian Buying Power in 2010	Asian Buying Power in 2015
Pender	526	2,286	10,112	22,283
Perquimans	79	148	205	234
Person	173	1,648	5,019	8,866
Pitt	11,068	44,856	88,334	127,461
Polk	136	3,574	5,731	6,813
Randolph	7,112	20,098	33,656	41,306
Richmond	2,142	5,226	8,612	10,616
Robeson	3,211	11,847	36,233	59,890
Rockingham	3,007	4,746	9,323	12,293
Rowan	6,460	20,745	28,716	32,624
Rutherford	1,487	5,615	9,905	12,657
Sampson	2,061	3,920	5,422	5,934
Scotland	614	4,047	8,652	13,388
Stanly	3,883	11,144	12,362	12,180
Stokes	339	2,143	5,002	8,190
Surry	1,012	2,868	2,938	3,305
Swain	86	1,412	3,483	5,607
Transylvania	705	3,402	8,870	15,406
Tyrrell	36	1,385	3,176	5,495
Union	5,150	18,658	107,527	245,388
Vance	1,788	4,478	9,792	12,778
Wake	134,729	700,896	1,913,051	3,194,265
Warren	101	519	1,426	2,347
Washington	343	1,182	4,577	8,400
Watauga	1,746	3,134	5,480	6,502
Wayne	6,409	42,530	79,569	101,578
Wilkes	1,369	4,377	12,833	19,784
Wilson	2,767	9,738	28,962	49,200
Yadkin	180	1,180	1,955	2,440
Yancey	64	398	765	1,050

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 16

**Multiracial Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Multiracial Buying Power in 1990	Multiracial Buying Power in 2000	Multiracial Buying Power in 2010	Multiracial Buying Power in 2015
North Carolina, Total	NA	963,806	2,225,159	3,355,139
MSAs, Total	NA	743,722	1,760,228	2,685,312
Asheville	NA	45,582	87,293	119,628
Burlington	NA	10,994	20,230	26,709
Charlotte	NA	147,473	412,439	682,791
Durham	NA	67,719	137,311	193,339
Fayetteville	NA	83,168	203,131	310,262
Goldsboro	NA	10,227	20,972	29,348
Greensboro	NA	71,225	152,792	218,979
Greenville	NA	9,919	22,998	33,869
Hickory	NA	30,671	60,379	82,549
Jacksonville	NA	47,309	124,128	193,153
Raleigh	NA	133,966	336,721	530,724
Rocky Mount	NA	6,857	13,296	17,816
Virginia Beach	NA	2,625	6,692	10,836
Wilmington	NA	29,031	65,821	99,125
Winston Salem	NA	46,955	96,025	136,184
Counties				
Alamance	NA	10,994	20,230	26,709
Alexander	NA	2,587	4,673	6,291
Alleghany	NA	1,117	2,040	2,651
Anson	NA	564	1,284	1,836
Ashe	NA	479	790	1,033
Avery	NA	947	1,415	1,739
Beaufort	NA	2,376	5,592	8,465
Bertie	NA	426	1,055	1,503
Bladen	NA	2,024	4,359	6,340
Brunswick	NA	6,456	16,245	25,576

(continued)

Table 16 (Continued)

**Multiracial Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Multiracial Buying Power in 1990	Multiracial Buying Power in 2000	Multiracial Buying Power in 2010	Multiracial Buying Power in 2015
Buncombe	NA	29,517	56,391	76,837
Burke	NA	6,625	13,010	17,299
Cabarrus	NA	10,722	32,513	54,693
Caldwell	NA	4,820	9,577	13,207
Camden	NA	758	2,201	3,739
Carteret	NA	6,581	13,722	19,356
Caswell	NA	2,446	4,989	6,773
Catawba	NA	16,640	33,119	45,752
Chatham	NA	7,654	16,806	23,353
Cherokee	NA	2,704	4,686	6,036
Chowan	NA	1,159	2,300	3,282
Clay	NA	222	379	503
Cleveland	NA	5,194	10,446	14,422
Columbus	NA	5,574	11,800	17,041
Craven	NA	13,431	27,175	37,904
Cumberland	NA	78,934	190,443	289,344
Currituck	NA	2,625	6,692	10,836
Dare	NA	3,926	8,654	13,031
Davidson	NA	12,503	22,616	29,724
Davie	NA	3,056	6,308	9,166
Duplin	NA	2,394	5,449	8,516
Durham	NA	36,147	66,645	90,369
Edgecombe	NA	1,445	2,976	4,019
Forsyth	NA	40,357	81,867	115,415
Franklin	NA	3,648	7,570	10,859
Gaston	NA	16,695	35,244	49,151
Gates	NA	661	1,223	1,591
Graham	NA	674	1,468	2,171
Granville	NA	2,656	5,418	7,782
Greene	NA	1,391	2,469	3,310

(continued)

Table 16 (Continued)

**Multiracial Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Multiracial Buying Power in 1990	Multiracial Buying Power in 2000	Multiracial Buying Power in 2010	Multiracial Buying Power in 2015
Guilford	NA	53,920	118,116	170,876
Halifax	NA	5,955	12,041	16,372
Harnett	NA	12,167	29,186	45,918
Haywood	NA	6,044	11,639	15,927
Henderson	NA	8,807	16,947	23,837
Hertford	NA	3,010	6,048	8,662
Hoke	NA	4,233	12,689	20,918
Hyde	NA	534	991	1,296
Iredell	NA	10,569	28,723	47,011
Jackson	NA	5,539	12,220	18,068
Johnston	NA	12,360	37,298	61,816
Jones	NA	1,368	2,872	4,506
Lee	NA	2,625	6,105	9,266
Lenoir	NA	2,644	6,216	9,344
Lincoln	NA	2,621	7,249	11,776
McDowell	NA	2,598	4,603	6,039
Macon	NA	1,690	3,778	5,686
Madison	NA	1,214	2,315	3,026
Martin	NA	897	3,054	5,375
Mecklenburg	NA	106,068	290,502	472,439
Mitchell	NA	969	3,424	6,220
Montgomery	NA	2,081	3,807	5,040
Moore	NA	7,512	15,888	22,674
Nash	NA	5,413	10,320	13,797
New Hanover	NA	19,053	41,854	62,103
Northampton	NA	1,735	3,565	5,231
Onslow	NA	47,309	124,128	193,153
Orange	NA	21,169	48,483	72,179
Pamlico	NA	1,302	2,834	4,213
Pasquotank	NA	3,723	6,848	8,916

(continued)

Table 16 (Continued)

**Multiracial Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	Multiracial Buying Power in 1990	Multiracial Buying Power in 2000	Multiracial Buying Power in 2010	Multiracial Buying Power in 2015
Pender	NA	3,522	7,722	11,446
Perquimans	NA	921	1,860	2,578
Person	NA	2,749	5,377	7,438
Pitt	NA	8,528	20,529	30,559
Polk	NA	2,442	4,427	5,861
Randolph	NA	11,647	22,963	31,661
Richmond	NA	5,459	10,873	15,166
Robeson	NA	12,962	27,527	39,576
Rockingham	NA	5,659	11,713	16,442
Rowan	NA	11,925	21,432	28,384
Rutherford	NA	4,048	8,560	11,784
Sampson	NA	5,071	12,360	19,351
Scotland	NA	3,582	7,210	10,174
Stanly	NA	3,764	7,274	9,804
Stokes	NA	2,300	4,367	5,909
Surry	NA	3,594	6,466	8,263
Swain	NA	5,098	10,533	14,652
Transylvania	NA	3,871	7,067	9,367
Tyrrell	NA	140	280	382
Union	NA	13,425	52,898	104,673
Vance	NA	2,024	4,829	7,146
Wake	NA	117,958	291,853	458,049
Warren	NA	2,343	4,252	5,624
Washington	NA	680	1,385	1,978
Watauga	NA	4,940	12,625	19,091
Wayne	NA	10,227	20,972	29,348
Wilkes	NA	2,282	5,059	7,289
Wilson	NA	5,745	11,408	15,308
Yadkin	NA	1,242	3,482	5,694
Yancey	NA	1,402	2,270	2,836

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 17

**White Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	White Buying Power in 1990	White Buying Power in 2000	White Buying Power in 2010	White Buying Power in 2015
North Carolina, Total	85,681,060	162,419,330	247,911,156	313,069,972
MSAs, Total	61,476,170	118,534,277	184,446,173	235,315,532
Asheville	4,471,007	8,285,294	12,372,668	15,295,135
Burlington	1,435,652	2,614,120	3,570,307	4,230,104
Charlotte	13,891,775	28,907,434	45,851,064	59,175,544
Durham	4,761,567	9,026,477	14,819,879	19,387,857
Fayetteville	2,804,763	4,638,947	8,512,793	11,549,954
Goldsboro	994,164	1,613,861	2,357,886	2,884,736
Greensboro	7,791,474	13,263,586	18,039,870	21,285,443
Greenville	1,415,645	2,523,881	4,049,913	5,218,304
Hickory	4,080,043	7,183,188	9,196,121	10,582,739
Jacksonville	1,421,726	2,473,085	5,463,523	8,033,129
Raleigh	8,666,547	20,367,658	33,428,156	43,922,177
Rocky Mount	1,338,841	2,090,432	2,763,555	3,205,230
Virginia Beach	176,781	395,485	758,218	1,066,822
Wilmington	2,507,668	5,675,955	10,023,669	13,578,991
Winston Salem	5,718,517	9,474,874	13,238,553	15,899,368
Counties				
Alamance	1,435,652	2,614,120	3,570,307	4,230,104
Alexander	359,875	697,750	911,771	1,060,145
Alleghany	115,473	234,516	262,875	280,003
Anson	197,488	313,858	382,860	430,285
Ashe	256,775	497,947	650,730	755,900
Avery	177,793	354,771	431,139	485,075
Beaufort	446,619	772,273	1,194,716	1,517,612
Bertie	123,626	177,982	247,225	287,630
Bladen	228,580	443,327	612,208	747,597
Brunswick	562,755	1,331,631	2,872,835	4,236,377

(continued)

Table 17 (Continued)

**White Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	White Buying Power in 1990	White Buying Power in 2000	White Buying Power in 2010	White Buying Power in 2015
Buncombe	2,574,156	4,679,249	6,971,047	8,608,251
Burke	985,727	1,695,504	2,226,915	2,586,515
Cabarrus	1,441,275	3,154,080	4,875,198	6,186,281
Caldwell	905,204	1,576,514	1,892,244	2,099,805
Camden	59,214	131,765	263,851	379,946
Carteret	666,676	1,321,324	2,109,674	2,685,663
Caswell	152,539	322,524	455,429	549,054
Catawba	1,829,238	3,213,420	4,165,191	4,836,274
Chatham	533,594	1,351,515	2,382,984	3,230,327
Cherokee	206,929	391,175	590,482	737,991
Chowan	133,761	227,784	332,556	411,535
Clay	79,745	165,806	258,880	328,231
Cleveland	995,587	1,632,079	2,201,478	2,588,858
Columbus	444,856	807,971	1,125,837	1,376,292
Craven	949,392	1,743,758	2,691,381	3,403,673
Cumberland	2,671,866	4,324,990	7,734,043	10,324,216
Currituck	176,781	395,485	758,218	1,066,822
Dare	319,313	728,514	1,186,009	1,550,832
Davidson	1,709,284	3,266,303	4,146,243	4,770,504
Davie	439,792	861,369	1,291,796	1,617,172
Duplin	390,924	729,227	1,132,521	1,493,631
Durham	2,368,190	4,298,491	6,712,784	8,556,904
Edgecombe	395,156	588,014	728,410	830,388
Forsyth	4,386,921	7,011,340	9,821,369	11,805,038
Franklin	350,440	796,725	1,256,175	1,591,240
Gaston	2,306,180	3,956,076	5,336,772	6,259,316
Gates	74,202	125,890	193,133	238,922
Graham	62,079	130,660	180,932	215,711
Granville	343,316	718,993	1,111,507	1,417,981
Greene	149,933	247,222	357,007	438,216

(continued)

Table 17 (Continued)

**White Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	White Buying Power in 1990	White Buying Power in 2000	White Buying Power in 2010	White Buying Power in 2015
Guilford	5,367,237	9,143,341	12,566,741	14,934,690
Halifax	421,623	595,677	752,768	856,909
Harnett	672,707	1,469,194	2,384,652	3,105,287
Haywood	613,845	1,103,584	1,602,337	1,951,894
Henderson	1,095,069	2,142,011	3,295,752	4,132,077
Hertford	139,044	212,043	285,165	348,671
Hoke	132,897	313,957	778,750	1,225,738
Hyde	53,049	82,041	101,708	116,273
Iredell	1,245,172	2,679,052	4,329,546	5,541,532
Jackson	293,081	571,050	899,872	1,150,672
Johnston	1,012,775	2,512,096	4,448,365	6,074,516
Jones	71,549	132,572	204,824	270,030
Lee	530,945	930,451	1,420,279	1,741,587
Lenoir	567,643	880,047	1,161,749	1,347,616
Lincoln	672,347	1,253,719	2,233,789	3,004,757
McDowell	405,915	750,313	960,357	1,099,074
Macon	292,754	620,290	902,157	1,116,800
Madison	187,938	360,450	503,532	602,912
Martin	215,763	308,504	432,380	513,746
Mecklenburg	8,807,772	18,791,269	29,390,157	37,536,692
Mitchell	163,432	270,052	359,260	417,138
Montgomery	233,792	449,391	581,767	666,926
Moore	959,999	1,946,144	2,854,417	3,526,249
Nash	943,685	1,502,418	2,035,145	2,374,842
New Hanover	1,652,190	3,685,308	5,905,341	7,612,744
Northampton	128,399	207,149	294,711	356,948
Onslow	1,421,726	2,473,085	5,463,523	8,033,129
Orange	1,542,589	2,821,725	4,955,152	6,680,452
Pamlico	117,560	229,309	351,703	440,427
Pasquotank	312,403	464,529	727,979	918,337

(continued)

Table 17 (Continued)

**White Buying Power in North Carolina, by MSA and County,
1990, 2000, 2010, and 2015**
(thousands of dollars)

Area	White Buying Power in 1990	White Buying Power in 2000	White Buying Power in 2010	White Buying Power in 2015
Pender	292,723	659,015	1,245,492	1,729,871
Perquimans	90,774	159,284	262,033	338,030
Person	317,195	554,745	768,959	920,173
Pitt	1,265,712	2,276,658	3,692,906	4,780,088
Polk	250,161	470,687	663,589	785,018
Randolph	1,427,004	2,586,908	3,385,709	3,891,737
Richmond	422,789	638,166	869,655	1,025,394
Robeson	542,025	938,465	1,393,478	1,713,094
Rockingham	997,233	1,533,337	2,087,421	2,459,016
Rowan	1,367,821	2,442,410	3,410,377	4,086,653
Rutherford	658,082	1,084,399	1,417,061	1,638,010
Sampson	488,333	834,843	1,315,942	1,732,088
Scotland	268,280	442,739	575,114	659,335
Stanly	656,862	1,099,667	1,462,514	1,715,077
Stokes	480,249	877,171	1,156,956	1,346,750
Surry	849,889	1,422,948	1,864,742	2,140,854
Swain	81,896	141,560	232,706	295,345
Transylvania	356,646	660,619	878,797	1,027,075
Tyrrell	34,547	51,342	72,410	89,535
Union	1,139,060	2,692,152	5,866,077	8,762,969
Vance	342,386	525,498	723,277	859,093
Wake	7,303,332	17,058,836	27,723,615	36,256,422
Warren	95,817	164,702	237,474	287,326
Washington	117,226	167,293	224,820	266,814
Watauga	454,091	848,835	1,313,264	1,647,875
Wayne	994,164	1,613,861	2,357,886	2,884,736
Wilkes	784,023	1,353,954	1,840,424	2,175,307
Wilson	743,622	1,155,711	1,698,759	2,064,990
Yadkin	411,555	724,994	968,432	1,130,408
Yancey	165,762	305,813	390,661	445,905

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 18**Percentage Change in Total, African American, Native American, Asian, and White Buying Power in North Carolina, 2000-2010**

Area	Percentage Change in Total 2000-2010	Percentage Change in African American 2000-2010	Percentage Change in Native American 2000-2010	Percentage Change in Asian 2000-2010	Percentage Change in White 2000-2010
North Carolina, Total	54.9	56.7	53.4	136.7	52.6
MSAs, Total	58.7	62.6	75.6	140.2	55.6
Asheville	49.9	39.1	41.9	170.1	49.3
Burlington	37.7	37.7	64.6	116.9	36.6
Charlotte	63.0	73.7	93.6	136.2	58.6
Durham	61.6	37.8	63.0	149.5	64.2
Fayetteville	89.8	100.0	74.7	134.2	83.5
Goldsboro	46.2	42.3	38.8	87.1	46.1
Greensboro	40.4	54.2	46.6	109.8	36.0
Greenville	61.8	63.5	47.3	96.8	60.5
Hickory	28.3	29.7	44.8	22.2	28.0
Jacksonville	117.8	90.1	128.8	170.9	120.9
Raleigh	69.0	72.6	104.3	174.0	64.1
Rocky Mount	35.9	42.0	76.1	93.7	32.2
Virginia Beach	94.5	132.0	37.8	230.1	91.7
Wilmington	74.4	49.8	66.9	151.0	76.6
Winston Salem	41.2	41.9	52.4	136.2	39.7
Counties					
Alamance	37.7	37.7	64.6	116.9	36.6
Alexander	32.5	78.9	85.7	21.4	30.7
Alleghany	12.6	27.7	-4.2	140.7	12.1
Anson	22.8	22.1	79.9	109.7	22.0
Ashe	30.8	49.8	25.0	14.5	30.7
Avery	22.6	77.0	-21.1	179.5	21.5
Beaufort	50.7	28.2	62.9	56.2	54.7
Bertie	43.4	47.6	58.3	80.9	38.9
Bladen	35.5	27.7	32.7	127.9	38.1
Brunswick	112.0	73.6	60.0	276.7	115.7

(continued)

Table 18 (Continued)

Percentage Change in Total, African American, Native American, Asian, and White Buying Power in North Carolina, 2000-2010

Area	Percentage Change in Total 2000-2010	Percentage Change in African American 2000-2010	Percentage Change in Native American 2000-2010	Percentage Change in Asian 2000-2010	Percentage Change in White 2000-2010
Buncombe	49.1	32.1	25.5	180.5	49.0
Burke	30.8	19.4	80.2	13.5	31.3
Cabarrus	60.7	108.4	73.5	207.3	54.6
Caldwell	20.6	20.0	56.3	70.6	20.0
Camden	101.3	104.0	39.2	158.5	100.2
Carteret	61.1	81.3	97.6	95.9	59.7
Caswell	34.8	16.9	52.1	54.1	41.2
Catawba	29.8	30.5	4.1	22.6	29.6
Chatham	73.5	15.9	46.4	524.2	76.3
Cherokee	50.8	57.1	30.0	37.8	51.0
Chowan	42.5	30.1	39.2	30.5	46.0
Clay	56.7	114.6	51.6	42.6	56.1
Cleveland	35.4	36.1	78.9	45.5	34.9
Columbus	38.6	33.9	28.9	143.9	39.3
Craven	53.0	41.9	22.5	125.2	54.3
Cumberland	87.0	100.8	82.2	130.5	78.8
Currituck	94.5	132.0	37.8	230.1	91.7
Dare	64.0	105.7	24.2	141.3	62.8
Davidson	27.6	28.8	33.6	82.8	26.9
Davie	51.3	65.6	39.7	177.1	50.0
Duplin	50.5	30.4	66.5	154.8	55.3
Durham	52.7	35.2	57.7	117.0	56.2
Edgecombe	23.5	22.3	34.2	151.6	23.9
Forsyth	41.6	41.0	55.1	136.2	40.1
Franklin	53.3	35.9	14.0	158.1	57.7
Gaston	37.5	53.0	50.0	94.7	34.9
Gates	47.5	31.1	16.3	404.2	53.4
Graham	41.0	87.1	48.5	718.4	38.5
Granville	51.6	41.0	132.3	71.9	54.6
Greene	44.6	44.2	80.9	59.8	44.4

(continued)

Table 18 (Continued)

Percentage Change in Total, African American, Native American, Asian, and White Buying Power in North Carolina, 2000-2010

Area	Percentage Change in Total 2000-2010	Percentage Change in African American 2000-2010	Percentage Change in Native American 2000-2010	Percentage Change in Asian 2000-2010	Percentage Change in White 2000-2010
Guilford	43.1	57.6	44.4	114.0	37.4
Halifax	33.7	42.4	49.5	60.7	26.4
Harnett	64.0	57.5	117.2	215.3	62.3
Haywood	45.7	69.7	50.3	88.6	45.2
Henderson	55.2	68.6	80.3	160.1	53.9
Hertford	42.6	51.1	32.9	95.4	34.5
Hoke	125.0	89.5	59.4	225.6	148.0
Hyde	26.9	36.2	55.8	0.1	24.0
Iredell	61.0	43.2	51.1	123.3	61.6
Jackson	59.8	118.3	62.5	183.7	57.6
Johnston	78.3	77.3	87.0	256.9	77.1
Jones	50.3	40.2	29.5	66.2	54.5
Lee	53.0	51.9	57.3	85.4	52.6
Lenoir	32.8	33.6	69.6	39.8	32.0
Lincoln	78.4	77.9	67.9	107.2	78.2
McDowell	27.6	16.9	27.4	3.9	28.0
Macon	46.8	161.5	163.5	40.5	45.4
Madison	40.6	149.3	43.4	189.8	39.7
Martin	39.3	34.6	52.3	103.8	40.2
Mecklenburg	61.7	73.2	101.6	125.6	56.4
Mitchell	34.5	315.2	35.4	-0.2	33.0
Montgomery	27.4	3.5	27.2	93.3	29.5
Moore	45.5	23.1	39.1	128.8	46.7
Nash	42.7	64.0	82.1	88.1	35.5
New Hanover	59.3	43.2	73.2	110.4	60.2
Northampton	41.7	38.5	187.2	146.2	42.3
Onslow	117.8	90.1	128.8	170.9	120.9
Orange	78.0	63.5	91.1	171.5	75.6
Pamlico	49.8	24.4	29.7	190.1	53.4
Pasquotank	56.0	52.1	65.9	101.5	56.7

(continued)

Table 18 (Continued)

Percentage Change in Total, African American, Native American, Asian, and White Buying Power in North Carolina, 2000-2010

Area	Percentage Change in Total 2000-2010	Percentage Change in African American 2000-2010	Percentage Change in Native American 2000-2010	Percentage Change in Asian 2000-2010	Percentage Change in White 2000-2010
Pender	82.5	42.2	41.0	342.4	89.0
Perquimans	64.7	64.7	20.2	37.9	64.5
Person	40.3	43.3	42.7	204.6	38.6
Pitt	63.9	66.9	43.8	96.9	62.2
Polk	41.2	39.0	34.2	60.4	41.0
Randolph	31.9	40.4	55.8	67.5	30.9
Richmond	36.5	32.4	60.6	64.8	36.3
Robeson	43.5	40.0	34.2	205.8	48.5
Rockingham	36.0	32.7	43.6	96.5	36.1
Rowan	39.6	37.9	29.4	38.4	39.6
Rutherford	31.7	34.1	83.0	76.4	30.7
Sampson	55.0	43.5	64.4	38.3	57.6
Scotland	32.2	34.6	33.3	113.8	29.9
Stanly	33.2	35.7	57.4	10.9	33.0
Stokes	32.6	40.2	62.0	133.4	31.9
Surry	31.1	31.4	19.2	2.5	31.0
Swain	61.5	114.2	43.6	146.6	64.4
Transylvania	34.8	63.1	81.2	160.7	33.0
Tyrrell	41.0	32.0	24.9	129.3	41.0
Union	121.2	119.7	139.5	476.3	117.9
Vance	41.1	45.3	115.8	118.7	37.6
Wake	68.5	75.4	113.9	172.9	62.5
Warren	42.4	38.1	52.1	174.9	44.2
Washington	37.5	39.8	37.4	287.2	34.4
Watauga	56.2	115.1	124.5	74.8	54.7
Wayne	46.2	42.3	38.8	87.1	46.1
Wilkes	36.4	30.0	18.8	193.2	35.9
Wilson	48.9	50.6	8.8	197.4	47.0
Yadkin	34.1	42.1	-13.6	65.6	33.6
Yancey	28.5	131.8	159.7	92.2	27.7

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 19**Percentage Change in Total, African American, Native American, Asian, and White Buying Power in North Carolina, 2010-2015**

Area	Percentage Change in Total 2010-2015	Percentage Change in African American 2010-2015	Percentage Change in Native American 2010-2015	Percentage Change in Asian 2010-2015	Percentage Change in White 2010-2015
North Carolina, Total	27.3	27.7	25.4	54.1	26.3
MSAs, Total	28.9	29.9	32.9	54.9	27.6
Asheville	23.9	17.4	20.2	66.0	23.6
Burlington	19.0	18.7	24.9	46.4	18.5
Charlotte	30.9	34.3	37.8	53.5	29.1
Durham	29.7	19.3	29.5	48.7	30.8
Fayetteville	38.2	42.0	32.3	51.8	35.7
Goldsboro	22.0	20.0	12.6	27.7	22.3
Greensboro	20.0	25.6	19.8	40.6	18.0
Greenville	29.5	30.3	15.3	44.2	28.8
Hickory	15.1	15.6	24.9	3.2	15.1
Jacksonville	45.6	33.2	49.9	57.2	47.0
Raleigh	33.6	33.8	42.0	66.9	31.4
Rocky Mount	18.1	21.6	33.2	35.6	16.0
Virginia Beach	41.9	53.2	25.6	92.7	40.7
Wilmington	34.9	24.6	28.5	70.8	35.5
Winston Salem	20.8	21.0	24.6	53.0	20.1
Counties					
Alamance	19.0	18.7	24.9	46.4	18.5
Alexander	17.0	32.2	39.9	-1.3	16.3
Alleghany	6.8	16.4	-5.8	32.5	6.5
Anson	13.3	13.9	35.5	34.5	12.4
Ashe	16.1	12.6	14.7	4.1	16.2
Avery	13.3	33.9	2.6	81.8	12.5
Beaufort	25.5	15.0	23.9	14.2	27.0
Bertie	19.4	22.2	21.5	28.4	16.3
Bladen	21.4	19.1	16.1	41.2	22.1
Brunswick	46.8	32.3	20.3	131.0	47.5

(continued)

Table 19 (Continued)**Percentage Change in Total, African American, Native American, Asian, and White Buying Power in North Carolina, 2010-2015**

Area	Percentage Change in Total 2010-2015	Percentage Change in African American 2010-2015	Percentage Change in Native American 2010-2015	Percentage Change in Asian 2010-2015	Percentage Change in White 2010-2015
Buncombe	23.5	13.6	9.9	59.4	23.5
Burke	15.6	7.9	32.8	-3.4	16.1
Cabarrus	29.7	42.6	31.6	78.9	26.9
Caldwell	11.3	11.1	34.4	22.0	11.0
Camden	45.0	49.1	21.1	48.5	44.0
Carteret	27.9	36.2	46.0	37.6	27.3
Caswell	17.9	8.9	27.9	20.6	20.6
Catawba	16.1	16.8	-0.5	4.6	16.1
Chatham	34.7	10.8	24.2	67.3	35.6
Cherokee	24.9	25.6	20.3	10.7	25.0
Chowan	22.0	15.2	20.2	16.5	23.7
Clay	27.0	41.8	28.0	17.5	26.8
Cleveland	17.9	19.0	39.3	16.5	17.6
Columbus	21.8	18.8	15.2	63.3	22.2
Craven	26.0	21.0	11.0	48.9	26.5
Cumberland	36.9	42.3	34.0	50.3	33.5
Currituck	41.9	53.2	25.6	92.7	40.7
Dare	31.2	39.2	25.5	55.1	30.8
Davidson	15.2	12.5	17.7	38.8	15.1
Davie	26.1	36.1	23.6	67.7	25.2
Duplin	30.1	20.5	39.0	77.0	31.9
Durham	26.2	18.6	26.8	43.1	27.5
Edgecombe	14.2	14.1	4.3	57.5	14.0
Forsyth	21.0	20.4	24.3	52.6	20.2
Franklin	25.6	20.2	5.6	50.4	26.7
Gaston	18.6	25.1	20.9	43.9	17.3
Gates	21.7	13.9	6.2	98.6	23.7
Graham	21.6	42.3	23.7	161.1	19.2
Granville	26.2	21.4	42.0	18.9	27.6
Greene	24.4	28.0	46.1	13.1	22.7

(continued)

Table 19 (Continued)**Percentage Change in Total, African American, Native American, Asian, and White Buying Power in North Carolina, 2010-2015**

Area	Percentage Change in Total 2010-2015	Percentage Change in African American 2010-2015	Percentage Change in Native American 2010-2015	Percentage Change in Asian 2010-2015	Percentage Change in White 2010-2015
Guilford	21.4	26.9	18.1	42.1	18.8
Halifax	17.3	21.1	24.5	18.3	13.8
Harnett	30.3	26.2	26.1	82.8	30.2
Haywood	22.0	23.2	22.5	36.8	21.8
Henderson	26.3	32.1	38.4	78.1	25.4
Hertford	22.7	22.6	19.7	35.3	22.3
Hoke	51.6	38.7	28.3	78.4	57.4
Hyde	16.7	24.3	28.5	23.1	14.3
Iredell	27.8	19.7	21.1	45.2	28.0
Jackson	28.7	28.4	32.2	60.4	27.9
Johnston	36.7	33.5	42.9	69.9	36.6
Jones	29.6	23.3	18.6	36.7	31.8
Lee	23.0	24.1	18.4	34.1	22.6
Lenoir	16.4	16.8	31.2	7.9	16.0
Lincoln	34.6	33.6	30.6	49.0	34.5
McDowell	14.2	6.4	15.2	-9.7	14.4
Macon	24.7	58.7	82.4	30.5	23.8
Madison	20.2	50.1	24.1	70.9	19.7
Martin	18.9	17.3	23.7	39.3	18.8
Mecklenburg	29.8	33.8	40.1	46.9	27.7
Mitchell	17.3	84.5	18.1	-5.6	16.1
Montgomery	14.2	5.0	23.2	38.1	14.6
Moore	23.1	10.9	17.2	59.0	23.5
Nash	20.0	27.9	36.2	32.7	16.7
New Hanover	28.7	23.3	33.6	40.4	28.9
Northampton	22.1	22.6	29.3	51.9	21.1
Onslow	45.6	33.2	49.9	57.2	47.0
Orange	35.1	25.3	37.6	52.5	34.8
Pamlico	23.7	9.9	7.3	71.1	25.2
Pasquotank	25.6	23.4	36.1	32.3	26.1

(continued)

Table 19 (Continued)**Percentage Change in Total, African American, Native American, Asian, and White Buying Power in North Carolina, 2010-2015**

Area	Percentage Change in Total 2010-2015	Percentage Change in African American 2010-2015	Percentage Change in Native American 2010-2015	Percentage Change in Asian 2010-2015	Percentage Change in White 2010-2015
Pender	36.9	17.7	14.7	120.4	38.9
Perquimans	30.3	34.4	2.0	14.6	29.0
Person	20.3	20.5	23.4	76.6	19.7
Pitt	30.0	30.6	11.3	44.3	29.4
Polk	18.5	21.7	14.6	18.9	18.3
Randolph	15.5	21.2	25.4	22.7	14.9
Richmond	17.7	14.2	29.3	23.3	17.9
Robeson	21.5	20.7	17.2	65.3	22.9
Rockingham	17.6	15.2	21.4	31.9	17.8
Rowan	19.8	19.4	13.4	13.6	19.8
Rutherford	16.1	17.9	35.1	27.8	15.6
Sampson	30.6	25.1	38.2	9.4	31.6
Scotland	15.3	15.0	14.6	54.7	14.6
Stanly	17.2	16.7	32.1	-1.5	17.3
Stokes	16.8	18.2	32.9	63.7	16.4
Surry	14.9	17.9	8.4	12.5	14.8
Swain	26.3	22.4	21.4	61.0	26.9
Transylvania	17.9	28.3	42.9	73.7	16.9
Tyrrell	23.2	13.2	4.7	73.0	23.6
Union	51.4	53.2	47.9	128.2	49.4
Vance	20.0	21.2	64.5	30.5	18.8
Wake	33.6	34.8	43.2	67.0	30.8
Warren	20.1	17.5	26.7	64.6	21.0
Washington	19.6	18.7	18.2	83.5	18.7
Watauga	26.2	48.0	59.3	18.7	25.5
Wayne	22.0	20.0	12.6	27.7	22.3
Wilkes	18.4	14.0	5.7	54.2	18.2
Wilson	22.9	24.3	-1.0	69.9	21.6
Yadkin	17.0	20.7	14.9	24.8	16.7
Yancey	14.5	40.3	58.9	37.1	14.1

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 20**Percentage Change in Total, African American, Native American, Asian, and White Buying Power in North Carolina, 2000-2015**

Area	Percentage Change in Total 2000-2015	Percentage Change in African American 2000-2015	Percentage Change in Native American 2000-2015	Percentage Change in Asian 2000-2015	Percentage Change in White 2000-2015
North Carolina, Total	97.1	100.1	92.3	264.7	92.8
MSAs, Total	104.5	111.2	133.3	272.0	98.5
Asheville	85.8	63.4	70.5	348.3	84.6
Burlington	63.8	63.5	105.6	217.7	61.8
Charlotte	113.4	133.2	166.8	262.7	104.7
Durham	109.7	64.3	111.1	271.0	114.8
Fayetteville	162.3	184.1	131.2	255.4	149.0
Goldsboro	78.4	70.8	56.3	138.8	78.7
Greensboro	68.5	93.6	75.7	195.1	60.5
Greenville	109.5	113.1	69.9	183.7	106.8
Hickory	47.7	49.9	80.8	26.0	47.3
Jacksonville	217.0	153.3	242.9	325.9	224.8
Raleigh	125.9	131.0	190.1	357.4	115.6
Rocky Mount	60.5	72.7	134.6	162.5	53.3
Virginia Beach	175.9	255.5	73.1	536.0	169.8
Wilmington	135.2	86.7	114.5	328.7	139.2
Winston Salem	70.6	71.7	89.9	261.3	67.8
Counties					
Alamance	63.8	63.5	105.6	217.7	61.8
Alexander	55.1	136.4	159.7	19.8	51.9
Alleghany	20.3	48.6	-9.8	218.9	19.4
Anson	39.2	39.1	143.7	182.1	37.1
Ashe	51.9	68.8	43.5	19.1	51.8
Avery	38.9	137.0	-19.1	408.1	36.7
Beaufort	89.1	47.5	102.0	78.5	96.5
Bertie	71.3	80.4	92.3	132.2	61.6
Bladen	64.5	52.2	54.1	221.9	68.6
Brunswick	211.2	129.6	92.6	770.1	218.1

(continued)

Table 20 (Continued)

Percentage Change in Total, African American, Native American, Asian, and White Buying Power in North Carolina, 2000-2015

Area	Percentage Change in Total 2000-2015	Percentage Change in African American 2000-2015	Percentage Change in Native American 2000-2015	Percentage Change in Asian 2000-2015	Percentage Change in White 2000-2015
Buncombe	84.2	50.0	37.9	347.3	84.0
Burke	51.3	28.9	139.3	9.6	52.6
Cabarrus	108.4	197.3	128.3	449.7	96.1
Caldwell	34.1	33.4	110.1	108.1	33.2
Camden	191.9	204.1	68.6	283.9	188.4
Carteret	106.1	146.9	188.3	169.6	103.3
Caswell	58.8	27.3	94.5	85.9	70.2
Catawba	50.7	52.4	3.6	28.1	50.5
Chatham	133.7	28.4	81.8	944.2	139.0
Cherokee	88.4	97.3	56.4	52.4	88.7
Chowan	73.9	49.8	67.3	52.1	80.7
Clay	99.0	204.4	94.1	67.5	98.0
Cleveland	59.7	61.9	149.2	69.6	58.6
Columbus	68.9	59.1	48.5	298.3	70.3
Craven	92.8	71.8	36.0	235.3	95.2
Cumberland	156.0	185.8	144.2	246.3	138.7
Currituck	175.9	255.5	73.1	536.0	169.8
Dare	115.1	186.4	55.9	274.3	112.9
Davidson	47.1	44.9	57.2	153.7	46.1
Davie	90.8	125.4	72.7	364.8	87.7
Duplin	95.9	57.1	131.4	351.1	104.8
Durham	92.7	60.4	100.0	210.4	99.1
Edgecombe	41.0	39.6	40.0	296.3	41.2
Forsyth	71.3	69.9	92.8	260.5	68.4
Franklin	92.5	63.3	20.5	288.3	99.7
Gaston	63.1	91.5	81.3	180.2	58.2
Gates	79.5	49.3	23.5	901.1	89.8
Graham	71.4	166.3	83.7	2,036.9	65.1
Granville	91.3	71.2	230.0	104.4	97.2
Greene	79.8	84.6	164.4	80.8	77.3

(continued)

Table 20 (Continued)**Percentage Change in Total, African American, Native American, Asian, and White Buying Power in North Carolina, 2000-2015**

Area	Percentage Change in Total 2000-2015	Percentage Change in African American 2000-2015	Percentage Change in Native American 2000-2015	Percentage Change in Asian 2000-2015	Percentage Change in White 2000-2015
Guilford	73.7	99.9	70.5	204.0	63.3
Halifax	56.9	72.5	86.1	90.1	43.9
Harnett	113.7	98.8	173.9	476.3	111.4
Haywood	77.8	109.0	84.2	158.0	76.9
Henderson	96.0	122.8	149.5	363.4	92.9
Hertford	75.0	85.3	59.0	164.4	64.4
Hoke	241.0	162.9	104.5	480.8	290.4
Hyde	48.1	69.3	100.3	23.2	41.7
Iredell	105.8	71.3	82.9	224.3	106.8
Jackson	105.7	180.4	114.9	355.2	101.5
Johnston	143.7	136.7	167.3	506.4	141.8
Jones	94.7	72.9	53.5	127.2	103.7
Lee	88.2	88.5	86.2	148.6	87.2
Lenoir	54.5	56.1	122.5	50.8	53.1
Lincoln	140.1	137.6	119.3	208.7	139.7
McDowell	45.7	24.5	46.7	-6.2	46.5
Macon	83.1	315.1	380.6	83.3	80.0
Madison	69.0	274.2	77.9	395.2	67.3
Martin	65.6	57.9	88.4	183.8	66.5
Mecklenburg	110.0	131.8	182.3	231.5	99.8
Mitchell	57.8	666.0	59.9	-5.8	54.5
Montgomery	45.5	8.7	56.7	166.9	48.4
Moore	79.1	36.5	63.1	263.7	81.2
Nash	71.2	109.8	147.9	149.6	58.1
New Hanover	104.9	76.4	131.4	195.5	106.6
Northampton	73.0	69.8	271.5	274.0	72.3
Onslow	217.0	153.3	242.9	325.9	224.8
Orange	140.4	105.0	163.0	314.0	136.8
Pamlico	85.3	36.7	39.1	396.4	92.1
Pasquotank	95.9	87.8	125.8	166.6	97.7

(continued)

Table 20 (Continued)

Percentage Change in Total, African American, Native American, Asian, and White Buying Power in North Carolina, 2000-2015

Area	Percentage Change in Total 2000-2015	Percentage Change in African American 2000-2015	Percentage Change in Native American 2000-2015	Percentage Change in Asian 2000-2015	Percentage Change in White 2000-2015
Pender	149.9	67.3	61.7	874.8	162.5
Perquimans	114.5	121.3	22.6	58.0	112.2
Person	68.7	72.6	76.1	438.1	65.9
Pitt	113.0	118.0	60.1	184.2	110.0
Polk	67.4	69.1	53.8	90.6	66.8
Randolph	52.3	70.2	95.3	105.5	50.4
Richmond	60.6	51.2	107.7	103.2	60.7
Robeson	74.2	69.0	57.3	405.5	82.5
Rockingham	59.9	52.9	74.3	159.0	60.4
Rowan	67.2	64.6	46.7	57.3	67.3
Rutherford	52.8	58.0	147.3	125.4	51.1
Sampson	102.4	79.6	127.2	51.4	107.5
Scotland	52.5	54.8	52.7	230.8	48.9
Stanly	56.1	58.4	108.0	9.3	56.0
Stokes	54.9	65.8	115.3	282.2	53.5
Surry	50.7	54.9	29.3	15.3	50.5
Swain	104.0	162.2	74.3	297.0	108.6
Transylvania	58.9	109.3	159.0	352.9	55.5
Tyrrell	73.7	49.5	30.8	296.6	74.4
Union	234.7	236.6	254.3	1,215.2	225.5
Vance	69.2	76.0	254.9	185.4	63.5
Wake	125.1	136.5	206.3	355.7	112.5
Warren	71.0	62.3	92.8	352.7	74.5
Washington	64.6	66.0	62.4	610.7	59.5
Watauga	97.1	218.3	257.5	107.5	94.1
Wayne	78.4	70.8	56.3	138.8	78.7
Wilkes	61.4	48.2	25.6	352.0	60.7
Wilson	83.0	87.1	7.8	405.2	78.7
Yadkin	56.9	71.5	-0.7	106.7	55.9
Yancey	47.2	225.2	312.7	163.6	45.8

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 21

**African American Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	African American Share in 1990	African American Share in 2000	African American Share in 2010	African American Share in 2015
North Carolina, Total	13.6	14.3	14.5	14.5
MSAs, Total	13.6	14.4	14.8	14.9
Asheville	3.6	3.1	2.9	2.7
Burlington	12.4	13.3	13.3	13.2
Charlotte	12.8	14.2	15.2	15.5
Durham	19.3	19.1	16.2	14.9
Fayetteville	24.3	28.3	29.9	30.7
Goldsboro	22.8	24.8	24.2	23.8
Greensboro	13.7	16.0	17.5	18.3
Greenville	19.0	21.4	21.6	21.8
Hickory	4.5	4.5	4.5	4.5
Jacksonville	16.3	15.1	13.2	12.1
Raleigh	12.3	12.4	12.6	12.7
Rocky Mount	26.4	30.8	32.1	33.1
Virginia Beach	5.4	5.4	6.4	6.9
Wilmington	11.6	10.5	9.0	8.4
Winston Salem	12.5	13.3	13.4	13.4
Counties				
Alamance	12.4	13.3	13.3	13.2
Alexander	4.5	3.5	4.7	5.3
Alleghany	1.1	0.8	0.9	1.0
Anson	31.8	35.1	34.9	35.1
Ashe	0.6	0.4	0.5	0.5
Avery	0.3	1.0	1.4	1.6
Beaufort	18.6	15.9	13.6	12.4
Bertie	44.5	49.1	50.5	51.7
Bladen	25.7	27.7	26.1	25.6
Brunswick	10.7	10.1	8.3	7.4

(continued)

Table 21 (Continued)

**African American Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	African American Share in 1990	African American Share in 2000	African American Share in 2010	African American Share in 2015
Buncombe	5.1	4.5	3.9	3.6
Burke	4.6	4.4	4.0	3.7
Cabarrus	7.6	7.9	10.2	11.3
Caldwell	3.2	3.5	3.5	3.5
Camden	17.2	16.5	16.7	17.2
Carteret	4.0	4.1	4.6	4.9
Caswell	32.7	28.1	24.4	22.5
Catawba	5.1	5.2	5.2	5.2
Chatham	15.1	10.2	6.8	5.6
Cherokee	1.7	1.1	1.1	1.1
Chowan	22.7	23.1	21.1	19.9
Clay	0.6	0.9	1.3	1.4
Cleveland	14.0	15.7	15.7	15.9
Columbus	19.7	20.6	19.9	19.4
Craven	15.5	16.6	15.4	14.8
Cumberland	23.9	28.4	30.5	31.7
Currituck	5.4	5.4	6.4	6.9
Dare	1.9	1.4	1.7	1.8
Davidson	6.2	6.1	6.1	6.0
Davie	5.8	5.7	6.2	6.7
Duplin	22.1	21.0	18.1	16.8
Durham	25.1	26.5	23.5	22.1
Edgecombe	40.7	45.7	45.3	45.3
Forsyth	14.7	16.1	16.0	15.9
Franklin	22.4	21.9	19.5	18.6
Gaston	8.5	9.9	11.0	11.6
Gates	32.4	31.4	27.9	26.1
Graham	0.0	0.1	0.2	0.2
Granville	26.7	25.0	23.3	22.4
Greene	26.3	29.5	29.5	30.3

(continued)

Table 21 (Continued)

**African American Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	African American Share in 1990	African American Share in 2000	African American Share in 2010	African American Share in 2015
Guilford	15.8	18.9	20.8	21.7
Halifax	30.4	37.4	39.8	41.1
Harnett	14.4	15.2	14.6	14.1
Haywood	1.0	0.9	1.0	1.0
Henderson	1.8	1.7	1.8	1.9
Hertford	40.9	45.5	48.3	48.2
Hoke	31.2	28.1	23.7	21.7
Hyde	17.4	21.3	22.8	24.3
Iredell	9.0	8.4	7.5	7.0
Jackson	1.1	1.2	1.7	1.7
Johnston	10.9	10.5	10.4	10.2
Jones	28.0	30.9	28.8	27.5
Lee	13.9	14.3	14.2	14.3
Lenoir	26.2	28.1	28.3	28.4
Lincoln	4.9	4.2	4.1	4.1
McDowell	2.8	2.8	2.6	2.4
Macon	0.7	0.6	1.1	1.4
Madison	0.4	0.4	0.7	0.9
Martin	28.0	32.6	31.5	31.1
Mecklenburg	14.7	16.4	17.6	18.1
Mitchell	0.0	0.3	0.9	1.4
Montgomery	14.4	10.9	8.9	8.2
Moore	9.4	7.1	6.0	5.4
Nash	18.1	22.5	25.9	27.6
New Hanover	10.8	9.7	8.8	8.4
Northampton	43.0	47.4	46.3	46.5
Onslow	16.3	15.1	13.2	12.1
Orange	9.9	8.1	7.4	6.9
Pamlico	16.1	14.1	11.7	10.4
Pasquotank	21.6	27.3	26.6	26.2

(continued)

Table 21 (Continued)**African American Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	African American Share in 1990	African American Share in 2000	African American Share in 2010	African American Share in 2015
Pender	17.4	15.5	12.1	10.4
Perquimans	19.7	23.1	23.1	23.8
Person	20.5	22.9	23.3	23.4
Pitt	18.1	20.4	20.8	20.9
Polk	3.5	3.8	3.8	3.9
Randolph	3.8	4.0	4.3	4.5
Richmond	18.7	19.4	18.8	18.3
Robeson	16.0	17.9	17.4	17.3
Rockingham	14.5	15.3	14.9	14.6
Rowan	10.6	11.1	11.0	11.0
Rutherford	7.1	8.4	8.6	8.7
Sampson	21.2	21.5	19.9	19.1
Scotland	24.9	25.8	26.2	26.2
Stanly	7.2	7.6	7.7	7.7
Stokes	4.1	3.7	3.9	3.9
Surry	3.0	3.1	3.1	3.2
Swain	0.8	1.7	2.2	2.1
Transylvania	2.8	2.5	3.0	3.2
Tyrrell	25.0	21.5	20.1	18.5
Union	8.6	7.4	7.3	7.4
Vance	29.5	34.2	35.2	35.6
Wake	11.9	12.2	12.7	12.8
Warren	41.5	41.5	40.2	39.4
Washington	30.0	33.3	33.8	33.5
Watauga	1.2	1.1	1.5	1.7
Wayne	22.8	24.8	24.2	23.8
Wilkes	3.3	3.0	2.9	2.7
Wilson	21.1	24.9	25.1	25.4
Yadkin	2.8	2.5	2.6	2.7
Yancey	0.5	0.4	0.8	0.9

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 22

**Native American Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	Native American Share in 1990	Native American Share in 2000	Native American Share in 2010	Native American Share in 2015
North Carolina, Total	0.8	0.8	0.8	0.8
MSAs, Total	0.3	0.4	0.4	0.4
Asheville	0.2	0.2	0.2	0.2
Burlington	0.3	0.4	0.5	0.5
Charlotte	0.2	0.3	0.3	0.3
Durham	0.2	0.3	0.3	0.3
Fayetteville	1.9	2.0	1.8	1.8
Goldsboro	0.2	0.2	0.2	0.2
Greensboro	0.3	0.3	0.4	0.4
Greenville	0.3	0.2	0.2	0.2
Hickory	0.2	0.2	0.3	0.3
Jacksonville	0.5	0.8	0.8	0.8
Raleigh	0.2	0.3	0.4	0.4
Rocky Mount	0.2	0.4	0.5	0.6
Virginia Beach	0.4	0.4	0.3	0.2
Wilmington	0.3	0.4	0.4	0.4
Winston Salem	0.2	0.2	0.3	0.3
Counties				
Alamance	0.3	0.4	0.5	0.5
Alexander	0.2	0.1	0.1	0.2
Alleghany	0.0	0.2	0.2	0.1
Anson	0.2	0.5	0.7	0.8
Ashe	0.0	0.1	0.1	0.1
Avery	0.2	0.2	0.1	0.1
Beaufort	0.0	0.1	0.1	0.1
Bertie	0.3	0.2	0.2	0.2
Bladen	1.3	1.4	1.3	1.3
Brunswick	0.4	0.6	0.4	0.3

(continued)

Table 22 (Continued)

**Native American Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	Native American Share in 1990	Native American Share in 2000	Native American Share in 2010	Native American Share in 2015
Buncombe	0.3	0.3	0.2	0.2
Burke	0.1	0.3	0.3	0.4
Cabarrus	0.2	0.3	0.3	0.3
Caldwell	0.1	0.3	0.4	0.5
Camden	0.1	0.1	0.1	0.1
Carteret	0.3	0.4	0.5	0.6
Caswell	0.1	0.2	0.2	0.2
Catawba	0.2	0.2	0.1	0.1
Chatham	0.2	0.3	0.3	0.3
Cherokee	1.8	1.6	1.4	1.3
Chowan	0.0	0.1	0.1	0.1
Clay	0.3	0.3	0.3	0.3
Cleveland	0.1	0.2	0.2	0.3
Columbus	2.5	2.5	2.3	2.2
Craven	0.4	0.3	0.2	0.2
Cumberland	1.4	1.4	1.4	1.4
Currituck	0.4	0.4	0.3	0.2
Dare	0.1	0.1	0.1	0.1
Davidson	0.2	0.3	0.3	0.3
Davie	0.3	0.3	0.3	0.3
Duplin	0.2	0.1	0.1	0.1
Durham	0.2	0.3	0.3	0.3
Edgecombe	0.2	0.1	0.2	0.1
Forsyth	0.2	0.3	0.3	0.3
Franklin	0.2	0.4	0.3	0.2
Gaston	0.2	0.3	0.3	0.3
Gates	0.0	0.1	0.1	0.1
Graham	4.7	5.1	5.4	5.5
Granville	0.2	0.3	0.4	0.4
Greene	0.0	0.2	0.3	0.3

(continued)

Table 22 (Continued)

**Native American Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	Native American Share in 1990	Native American Share in 2000	Native American Share in 2010	Native American Share in 2015
Guilford	0.4	0.3	0.3	0.3
Halifax	2.4	3.0	3.4	3.6
Harnett	0.7	1.9	2.6	2.5
Haywood	0.3	0.4	0.4	0.4
Henderson	0.1	0.2	0.2	0.3
Hertford	0.6	0.8	0.7	0.7
Hoke	10.6	8.9	6.3	5.3
Hyde	0.0	0.1	0.1	0.1
Iredell	0.2	0.2	0.2	0.2
Jackson	6.5	7.5	7.6	7.8
Johnston	0.2	0.4	0.4	0.4
Jones	0.1	0.7	0.6	0.6
Lee	0.4	0.3	0.3	0.3
Lenoir	0.1	0.2	0.2	0.2
Lincoln	0.2	0.3	0.3	0.3
McDowell	0.1	0.2	0.2	0.2
Macon	0.1	0.4	0.7	1.0
Madison	0.0	0.1	0.1	0.1
Martin	0.0	0.2	0.2	0.2
Mecklenburg	0.2	0.2	0.3	0.3
Mitchell	0.1	0.5	0.5	0.5
Montgomery	0.3	0.2	0.2	0.2
Moore	0.3	0.4	0.4	0.4
Nash	0.2	0.6	0.7	0.8
New Hanover	0.3	0.4	0.4	0.4
Northampton	0.1	0.6	1.3	1.3
Onslow	0.5	0.8	0.8	0.8
Orange	0.2	0.3	0.3	0.3
Pamlico	0.2	0.3	0.2	0.2
Pasquotank	0.1	0.4	0.4	0.4

(continued)

Table 22 (Continued)

**Native American Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	Native American Share in 1990	Native American Share in 2000	Native American Share in 2010	Native American Share in 2015
Pender	0.2	0.2	0.2	0.1
Perquimans	0.1	0.1	0.1	0.1
Person	0.5	0.7	0.7	0.7
Pitt	0.3	0.2	0.2	0.2
Polk	0.1	0.2	0.2	0.2
Randolph	0.3	0.4	0.5	0.5
Richmond	0.9	1.5	1.7	1.9
Robeson	33.5	34.0	31.8	30.7
Rockingham	0.1	0.2	0.2	0.2
Rowan	0.2	0.2	0.2	0.2
Rutherford	0.2	0.4	0.5	0.6
Sampson	1.3	1.7	1.8	1.9
Scotland	5.5	6.0	6.1	6.0
Stanly	0.1	0.2	0.2	0.2
Stokes	0.0	0.1	0.2	0.2
Surry	0.1	0.2	0.2	0.2
Swain	20.8	25.7	22.8	21.9
Transylvania	0.1	0.2	0.2	0.3
Tyrrell	0.0	0.3	0.3	0.2
Union	0.2	0.2	0.3	0.3
Vance	0.1	0.2	0.3	0.4
Wake	0.2	0.3	0.4	0.4
Warren	2.3	3.2	3.4	3.6
Washington	0.0	0.0	0.0	0.0
Watauga	0.1	0.3	0.4	0.6
Wayne	0.2	0.2	0.2	0.2
Wilkes	0.1	0.1	0.0	0.0
Wilson	0.2	0.2	0.2	0.1
Yadkin	0.1	0.1	0.0	0.0
Yancey	0.0	0.1	0.2	0.3

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 23

**Asian Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	Asian Share in 1990	Asian Share in 2000	Asian Share in 2010	Asian Share in 2015
North Carolina, Total	0.7	1.5	2.3	2.7
MSAs, Total	0.9	1.8	2.8	3.3
Asheville	0.2	0.6	1.0	1.3
Burlington	0.3	0.9	1.3	1.7
Charlotte	1.0	2.1	3.1	3.6
Durham	1.4	2.6	4.1	4.7
Fayetteville	1.5	2.1	2.5	2.8
Goldsboro	0.5	1.9	2.4	2.6
Greensboro	0.6	1.5	2.3	2.7
Greenville	0.6	1.4	1.7	1.9
Hickory	0.5	1.4	1.4	1.2
Jacksonville	1.2	1.6	1.9	2.1
Raleigh	1.4	2.9	4.8	6.0
Rocky Mount	0.3	0.5	0.8	0.9
Virginia Beach	0.2	0.3	0.5	0.7
Wilmington	0.4	0.6	0.9	1.1
Winston Salem	0.5	0.9	1.5	1.8
Counties				
Alamance	0.3	0.9	1.3	1.7
Alexander	0.2	0.7	0.6	0.5
Alleghany	0.0	0.1	0.2	0.3
Anson	0.1	0.5	0.8	0.9
Ashe	0.1	0.2	0.2	0.2
Avery	0.0	0.3	0.7	1.2
Beaufort	0.1	0.1	0.1	0.1
Bertie	0.1	0.2	0.2	0.3
Bladen	0.0	0.1	0.2	0.3
Brunswick	0.2	0.4	0.8	1.2

(continued)

Table 23 (Continued)

**Asian Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	Asian Share in 1990	Asian Share in 2000	Asian Share in 2010	Asian Share in 2015
Buncombe	0.3	0.6	1.0	1.3
Burke	0.7	2.0	1.7	1.5
Cabarrus	0.4	0.9	1.7	2.4
Caldwell	0.1	0.4	0.5	0.6
Camden	0.1	0.2	0.2	0.2
Carteret	0.3	0.4	0.5	0.5
Caswell	0.1	0.3	0.3	0.3
Catawba	0.5	1.8	1.7	1.5
Chatham	0.2	0.7	2.6	3.2
Cherokee	0.2	0.2	0.2	0.2
Chowan	0.2	0.1	0.1	0.1
Clay	0.0	0.1	0.1	0.1
Cleveland	0.4	0.6	0.6	0.6
Columbus	0.1	0.3	0.5	0.7
Craven	0.5	0.8	1.1	1.3
Cumberland	1.5	2.1	2.6	2.9
Currituck	0.2	0.3	0.5	0.7
Dare	0.3	0.4	0.6	0.7
Davidson	0.2	0.7	1.0	1.2
Davie	0.1	0.2	0.4	0.5
Duplin	0.1	0.3	0.5	0.6
Durham	1.5	3.2	4.5	5.1
Edgecombe	0.1	0.1	0.3	0.4
Forsyth	0.6	1.1	1.8	2.3
Franklin	0.1	0.4	0.7	0.8
Gaston	0.4	0.9	1.2	1.5
Gates	0.1	0.3	1.0	1.6
Graham	0.0	0.2	1.3	2.8
Granville	0.3	0.3	0.3	0.3
Greene	0.0	0.1	0.1	0.1

(continued)

Table 23 (Continued)**Asian Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	Asian Share in 1990	Asian Share in 2000	Asian Share in 2010	Asian Share in 2015
Guilford	0.7	1.9	2.8	3.3
Halifax	0.4	0.6	0.7	0.7
Harnett	0.3	0.5	1.0	1.4
Haywood	0.1	0.1	0.2	0.2
Henderson	0.3	0.8	1.4	1.9
Hertford	0.1	0.2	0.2	0.2
Hoke	0.4	1.1	1.6	1.8
Hyde	0.0	0.2	0.2	0.2
Iredell	0.4	1.0	1.3	1.5
Jackson	0.3	0.4	0.8	1.0
Johnston	0.3	0.3	0.7	0.8
Jones	0.1	0.3	0.3	0.3
Lee	0.4	0.8	0.9	1.0
Lenoir	0.4	0.3	0.3	0.3
Lincoln	0.4	0.3	0.3	0.4
McDowell	1.5	0.8	0.7	0.5
Macon	0.4	0.2	0.2	0.2
Madison	0.1	0.2	0.4	0.6
Martin	0.4	0.8	1.2	1.4
Mecklenburg	1.3	2.8	3.9	4.4
Mitchell	0.1	0.3	0.2	0.2
Montgomery	0.3	0.9	1.4	1.6
Moore	0.2	0.4	0.6	0.8
Nash	0.4	0.8	1.0	1.1
New Hanover	0.5	0.7	1.0	1.1
Northampton	0.0	0.1	0.1	0.1
Onslow	1.2	1.6	1.9	2.1
Orange	2.0	3.1	4.7	5.3
Pamlico	0.0	0.2	0.4	0.5
Pasquotank	0.9	0.9	1.1	1.2

(continued)

Table 23 (Continued)

**Asian Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	Asian Share in 1990	Asian Share in 2000	Asian Share in 2010	Asian Share in 2015
Pender	0.1	0.3	0.7	1.1
Perquimans	0.1	0.1	0.1	0.1
Person	0.0	0.2	0.5	0.7
Pitt	0.7	1.5	1.8	2.0
Polk	0.1	0.7	0.8	0.8
Randolph	0.5	0.7	0.9	1.0
Richmond	0.4	0.6	0.8	0.8
Robeson	0.3	0.6	1.3	1.7
Rockingham	0.3	0.3	0.4	0.4
Rowan	0.4	0.7	0.7	0.7
Rutherford	0.2	0.5	0.6	0.7
Sampson	0.3	0.4	0.3	0.3
Scotland	0.2	0.6	1.0	1.3
Stanly	0.5	0.9	0.8	0.6
Stokes	0.1	0.2	0.4	0.6
Surry	0.1	0.2	0.2	0.1
Swain	0.1	0.7	1.1	1.3
Transylvania	0.2	0.5	1.0	1.4
Tyrrell	0.1	2.0	3.3	4.7
Union	0.4	0.6	1.6	2.5
Vance	0.4	0.6	0.9	0.9
Wake	1.6	3.4	5.6	7.0
Warren	0.1	0.2	0.3	0.5
Washington	0.2	0.5	1.3	2.0
Watauga	0.4	0.4	0.4	0.4
Wayne	0.5	1.9	2.4	2.6
Wilkes	0.2	0.3	0.7	0.9
Wilson	0.3	0.6	1.2	1.7
Yadkin	0.0	0.2	0.2	0.2
Yancey	0.0	0.1	0.2	0.2

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 24

**White Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	White Share in 1990	White Share in 2000	White Share in 2010	White Share in 2015
North Carolina, Total	84.9	82.9	81.7	81.1
MSAs, Total	85.2	82.8	81.3	80.4
Asheville	95.9	95.6	95.2	95.0
Burlington	87.0	85.1	84.4	84.0
Charlotte	86.0	83.0	80.7	79.6
Durham	79.0	77.4	78.6	79.3
Fayetteville	72.3	66.4	64.2	63.0
Goldsboro	76.4	72.6	72.5	72.7
Greensboro	85.3	81.7	79.2	77.9
Greenville	80.0	76.7	76.1	75.7
Hickory	94.9	93.5	93.2	93.2
Jacksonville	82.0	81.0	82.2	83.0
Raleigh	86.1	83.8	81.4	80.0
Rocky Mount	73.2	68.1	66.2	65.0
Virginia Beach	94.0	93.3	92.0	91.2
Wilmington	87.7	88.0	89.1	89.5
Winston Salem	86.9	85.2	84.3	83.8
Counties				
Alamance	87.0	85.1	84.4	84.0
Alexander	95.1	95.4	94.1	93.5
Alleghany	98.9	98.5	98.0	97.7
Anson	68.0	63.9	63.4	62.9
Ashe	99.2	99.2	99.2	99.2
Avery	99.5	98.3	97.5	96.7
Beaufort	81.3	83.6	85.8	86.9
Bertie	55.2	50.4	48.8	47.6
Bladen	73.1	70.5	71.8	72.2
Brunswick	88.7	88.5	90.0	90.4

(continued)

Table 24 (Continued)

**White Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	White Share in 1990	White Share in 2000	White Share in 2010	White Share in 2015
Buncombe	94.3	94.2	94.0	94.0
Burke	94.6	93.0	93.4	93.8
Cabarrus	91.8	90.6	87.2	85.3
Caldwell	96.6	95.5	95.0	94.8
Camden	82.7	82.8	82.3	81.7
Carteret	95.4	94.6	93.7	93.3
Caswell	67.2	70.9	74.3	76.0
Catawba	94.1	92.4	92.2	92.2
Chatham	84.5	88.2	89.7	90.2
Cherokee	96.4	96.4	96.5	96.6
Chowan	77.0	76.3	78.2	79.3
Clay	99.1	98.5	98.2	98.1
Cleveland	85.4	83.3	83.0	82.8
Columbus	77.7	76.1	76.5	76.8
Craven	83.6	81.7	82.4	82.7
Cumberland	73.2	66.8	63.9	62.3
Currituck	94.0	93.3	92.0	91.2
Dare	97.7	97.6	96.9	96.6
Davidson	93.3	92.6	92.1	91.9
Davie	93.8	93.5	92.7	92.0
Duplin	77.6	78.4	80.9	82.0
Durham	73.1	69.4	71.0	71.7
Edgecombe	59.1	53.9	54.0	53.9
Forsyth	84.6	82.1	81.2	80.7
Franklin	77.2	76.9	79.1	79.8
Gaston	90.9	88.6	86.9	85.9
Gates	67.4	67.9	70.6	71.8
Graham	95.3	94.0	92.4	90.6
Granville	72.8	74.2	75.7	76.5
Greene	73.6	69.8	69.7	68.8

(continued)

Table 24 (Continued)

**White Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	White Share in 1990	White Share in 2000	White Share in 2010	White Share in 2015
Guilford	83.1	78.4	75.3	73.8
Halifax	66.8	58.4	55.2	53.6
Harnett	84.6	81.7	80.9	80.8
Haywood	98.6	98.1	97.7	97.6
Henderson	97.8	96.9	96.1	95.4
Hertford	58.3	52.7	49.7	49.6
Hoke	57.9	61.1	67.4	70.0
Hyde	82.6	77.9	76.1	74.5
Iredell	90.5	90.1	90.4	90.5
Jackson	92.1	90.0	88.7	88.1
Johnston	88.7	88.3	87.8	87.7
Jones	71.8	67.4	69.3	70.5
Lee	85.2	84.4	84.3	84.0
Lenoir	73.3	71.2	70.8	70.6
Lincoln	94.5	95.1	94.9	94.9
McDowell	95.6	95.8	96.1	96.3
Macon	98.8	98.6	97.6	96.9
Madison	99.5	99.0	98.4	98.0
Martin	71.5	66.2	66.6	66.6
Mecklenburg	83.8	80.1	77.5	76.2
Mitchell	99.7	98.6	97.5	96.5
Montgomery	85.0	87.6	89.0	89.3
Moore	90.0	91.7	92.4	92.8
Nash	81.3	75.9	72.0	70.1
New Hanover	88.4	88.7	89.2	89.4
Northampton	56.9	51.5	51.7	51.3
Onslow	82.0	81.0	82.2	83.0
Orange	87.9	87.9	86.7	86.5
Pamlico	83.6	85.0	87.0	88.1
Pasquotank	77.4	70.9	71.2	71.5

(continued)

Table 24 (Continued)

**White Share of Total Buying Power in North Carolina,
1990, 2000, 2010, and 2015**
(percentage)

Area	White Share in 1990	White Share in 2000	White Share in 2010	White Share in 2015
Pender	82.3	83.5	86.5	87.8
Perquimans	80.2	76.3	76.2	75.5
Person	79.0	75.9	74.9	74.6
Pitt	80.9	77.5	76.7	76.4
Polk	96.4	94.8	94.6	94.4
Randolph	95.4	94.4	93.7	93.2
Richmond	80.0	77.8	77.7	77.9
Robeson	50.2	46.9	48.5	49.1
Rockingham	85.1	84.0	84.0	84.2
Rowan	88.8	87.4	87.5	87.5
Rutherford	92.5	90.4	89.7	89.3
Sampson	77.2	76.0	77.3	77.9
Scotland	69.4	67.0	65.9	65.5
Stanly	92.2	91.0	90.8	90.9
Stokes	95.8	95.7	95.2	94.9
Surry	96.8	96.3	96.2	96.1
Swain	78.3	69.5	70.7	71.1
Transylvania	96.9	96.3	95.1	94.2
Tyrrell	74.9	75.9	76.0	76.3
Union	90.8	91.3	90.0	88.8
Vance	70.1	64.8	63.3	62.6
Wake	86.3	83.6	80.6	78.9
Warren	56.1	54.4	55.1	55.5
Washington	69.8	66.0	64.5	64.0
Watauga	98.3	97.7	96.7	96.2
Wayne	76.4	72.6	72.5	72.7
Wilkes	96.5	96.5	96.2	96.0
Wilson	78.4	73.9	73.0	72.2
Yadkin	97.1	97.1	96.8	96.6
Yancey	99.4	98.9	98.3	97.9

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 25

**Shift in Share of Total Buying Power in North Carolina,
African American, Native American, Asian, White,
from 2000 to 2010
(percentage)**

Area	African American Shift in Share	Native American Shift in Share	Asian Shift in Share	White Shift in Share
North Carolina, Total	0.2	0.0	0.8	-1.2
MSAs, Total	0.4	0.0	0.9	-1.6
Asheville	-0.2	0.0	0.4	-0.4
Burlington	0.0	0.1	0.5	-0.7
Charlotte	0.9	0.0	1.0	-2.2
Durham	-2.8	0.0	1.4	1.2
Fayetteville	1.5	-0.2	0.5	-2.2
Goldsboro	-0.7	0.0	0.5	-0.1
Greensboro	1.6	0.0	0.8	-2.6
Greenville	0.2	0.0	0.3	-0.6
Hickory	0.0	0.0	-0.1	-0.2
Jacksonville	-1.9	0.0	0.4	1.2
Raleigh	0.3	0.1	1.8	-2.4
Rocky Mount	1.4	0.1	0.2	-1.8
Virginia Beach	1.0	-0.1	0.2	-1.3
Wilmington	-1.5	0.0	0.3	1.1
Winston Salem	0.1	0.0	0.6	-0.9
Counties				
Alamance	0.0	0.1	0.5	-0.7
Alexander	1.2	0.0	-0.1	-1.3
Alleghany	0.1	0.0	0.1	-0.5
Anson	-0.2	0.2	0.3	-0.4
Ashe	0.1	0.0	0.0	-0.1
Avery	0.4	-0.1	0.4	-0.8
Beaufort	-2.4	0.0	0.0	2.2
Bertie	1.4	0.0	0.0	-1.6
Bladen	-1.6	0.0	0.1	1.3
Brunswick	-1.8	-0.1	0.3	1.5

(continued)

Table 25 (Continued)

**Shift in Share of Total Buying Power in North Carolina,
African American, Native American, Asian, White,
from 2000 to 2010
(percentage)**

Area	African American Shift in Share	Native American Shift in Share	Asian Shift in Share	White Shift in Share
Buncombe	-0.5	0.0	0.5	-0.1
Burke	-0.4	0.1	-0.3	0.4
Cabarrus	2.3	0.0	0.8	-3.5
Caldwell	0.0	0.1	0.2	-0.4
Camden	0.2	0.0	0.0	-0.4
Carteret	0.5	0.1	0.1	-0.8
Caswell	-3.7	0.0	0.0	3.4
Catawba	0.0	0.0	-0.1	-0.1
Chatham	-3.4	-0.1	1.9	1.4
Cherokee	0.0	-0.2	0.0	0.1
Chowan	-2.0	0.0	0.0	1.9
Clay	0.3	0.0	0.0	-0.3
Cleveland	0.1	0.1	0.0	-0.3
Columbus	-0.7	-0.2	0.2	0.4
Craven	-1.2	-0.1	0.4	0.7
Cumberland	2.1	0.0	0.5	-2.9
Currituck	1.0	-0.1	0.2	-1.3
Dare	0.4	0.0	0.2	-0.7
Davidson	0.1	0.0	0.3	-0.5
Davie	0.5	0.0	0.2	-0.8
Duplin	-2.8	0.0	0.2	2.5
Durham	-3.0	0.0	1.3	1.6
Edgecombe	-0.4	0.0	0.1	0.2
Forsyth	-0.1	0.0	0.7	-0.9
Franklin	-2.5	-0.1	0.3	2.2
Gaston	1.1	0.0	0.4	-1.7
Gates	-3.5	0.0	0.7	2.7
Graham	0.0	0.3	1.1	-1.7
Granville	-1.7	0.1	0.0	1.5
Greene	-0.1	0.1	0.0	-0.1

(continued)

Table 25 (Continued)

**Shift in Share of Total Buying Power in North Carolina,
African American, Native American, Asian, White,
from 2000 to 2010
(percentage)**

Area	African American Shift in Share	Native American Shift in Share	Asian Shift in Share	White Shift in Share
Guilford	1.9	0.0	0.9	-3.1
Halifax	2.4	0.4	0.1	-3.2
Harnett	-0.6	0.6	0.5	-0.8
Haywood	0.1	0.0	0.0	-0.4
Henderson	0.1	0.0	0.6	-0.8
Hertford	2.7	-0.1	0.1	-3.0
Hoke	-4.4	-2.6	0.5	6.3
Hyde	1.6	0.0	0.0	-1.8
Iredell	-0.9	0.0	0.4	0.3
Jackson	0.5	0.1	0.3	-1.3
Johnston	-0.1	0.0	0.3	-0.6
Jones	-2.1	-0.1	0.0	1.9
Lee	-0.1	0.0	0.2	-0.2
Lenoir	0.2	0.0	0.0	-0.4
Lincoln	0.0	0.0	0.0	-0.1
McDowell	-0.2	0.0	-0.2	0.3
Macon	0.5	0.3	0.0	-0.9
Madison	0.3	0.0	0.2	-0.6
Martin	-1.1	0.0	0.4	0.4
Mecklenburg	1.2	0.1	1.1	-2.6
Mitchell	0.6	0.0	-0.1	-1.1
Montgomery	-2.1	0.0	0.5	1.4
Moore	-1.1	0.0	0.2	0.7
Nash	3.4	0.2	0.2	-3.9
New Hanover	-1.0	0.0	0.2	0.5
Northampton	-1.1	0.6	0.0	0.2
Onslow	-1.9	0.0	0.4	1.2
Orange	-0.7	0.0	1.6	-1.2
Pamlico	-2.4	0.0	0.2	2.0
Pasquotank	-0.7	0.0	0.2	0.3

(continued)

Table 25 (Continued)**Shift in Share of Total Buying Power in North Carolina,
African American, Native American, Asian, White,
from 2000 to 2010
(percentage)**

Area	African American Shift in Share	Native American Shift in Share	Asian Shift in Share	White Shift in Share
Pender	-3.4	0.0	0.4	3.0
Perquimans	0.0	0.0	0.0	-0.1
Person	0.5	0.0	0.3	-0.9
Pitt	0.4	0.0	0.3	-0.8
Polk	-0.1	0.0	0.1	-0.2
Randolph	0.3	0.1	0.2	-0.7
Richmond	-0.6	0.3	0.1	-0.1
Robeson	-0.4	-2.2	0.7	1.6
Rockingham	-0.4	0.0	0.1	0.1
Rowan	-0.1	0.0	0.0	0.0
Rutherford	0.2	0.2	0.2	-0.7
Sampson	-1.6	0.1	0.0	1.3
Scotland	0.5	0.0	0.4	-1.2
Stanly	0.1	0.0	-0.2	-0.2
Stokes	0.2	0.0	0.2	-0.5
Surry	0.0	0.0	0.0	0.0
Swain	0.5	-2.9	0.4	1.2
Transylvania	0.5	0.1	0.5	-1.2
Tyrrell	-1.4	0.0	1.3	0.0
Union	0.0	0.0	1.0	-1.3
Vance	1.0	0.1	0.3	-1.6
Wake	0.5	0.1	2.1	-3.0
Warren	-1.3	0.2	0.2	0.7
Washington	0.5	0.0	0.8	-1.5
Watauga	0.4	0.1	0.0	-0.9
Wayne	-0.7	0.0	0.5	-0.1
Wilkes	-0.1	0.0	0.4	-0.3
Wilson	0.3	-0.1	0.6	-1.0
Yadkin	0.1	0.0	0.0	-0.3
Yancey	0.3	0.1	0.1	-0.6

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 26**Total Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Total Population in 1990	Total Population in 2000	Total Population in 2010	Total Population in 2015
North Carolina, Total	6,664,016	8,079,383	9,560,474	10,518,330
MSAs, Total	4,438,771	5,509,641	6,781,975	7,622,985
Asheville	309,502	370,492	418,015	444,654
Burlington	108,695	131,521	152,932	165,954
Charlotte	898,597	1,174,694	1,568,799	1,845,797
Durham	346,907	426,151	511,468	564,423
Fayetteville	298,784	336,893	362,382	372,245
Goldsboro	104,896	113,297	113,747	113,067
Greensboro	542,612	645,536	724,717	774,831
Greenville	124,494	153,156	183,445	202,653
Hickory	293,489	343,120	368,206	381,745
Jacksonville	150,098	149,774	175,409	187,074
Raleigh	548,874	804,436	1,172,430	1,432,883
Rocky Mount	133,668	143,045	147,038	148,959
Virginia Beach	13,799	18,286	24,720	27,326
Wilmington	201,497	275,827	365,613	426,855
Winston Salem	362,859	423,413	493,052	534,518
Counties				
Alamance	108,695	131,521	152,932	165,954
Alexander	27,652	33,674	37,095	38,645
Alleghany	9,622	10,687	11,005	11,187
Anson	23,498	25,310	24,942	24,294
Ashe	22,206	24,449	25,953	26,589
Avery	14,925	17,328	17,944	17,966
Beaufort	42,374	44,997	46,633	47,608
Bertie	20,390	19,715	19,352	19,313
Bladen	28,676	32,240	32,263	31,770
Brunswick	51,271	73,756	112,456	143,643

(continued)

Table 26 (Continued)**Total Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Total Population in 1990	Total Population in 2000	Total Population in 2010	Total Population in 2015
Buncombe	175,204	206,991	234,613	250,388
Burke	76,046	89,325	89,688	90,112
Cabarrus	99,590	132,225	178,243	211,537
Caldwell	70,846	77,606	80,199	81,404
Camden	5,937	6,922	10,027	11,624
Carteret	52,687	59,383	64,950	67,437
Caswell	20,671	23,550	22,906	22,362
Catawba	118,945	142,515	161,224	171,584
Chatham	39,216	49,721	66,466	75,522
Cherokee	20,226	24,372	26,526	27,567
Chowan	13,540	14,118	14,871	15,271
Clay	7,167	8,817	10,511	11,417
Cleveland	85,221	96,461	99,530	100,490
Columbus	49,559	54,713	54,208	53,964
Craven	82,131	91,654	99,377	103,424
Cumberland	275,834	303,033	315,712	317,175
Currituck	13,799	18,286	24,720	27,326
Dare	22,929	30,176	34,457	35,172
Davidson	127,175	147,664	159,789	165,450
Davie	28,032	35,061	42,193	46,141
Duplin	40,116	49,189	53,589	55,601
Durham	183,145	224,635	275,780	307,219
Edgecombe	56,608	55,338	51,398	49,007
Forsyth	266,855	307,007	366,678	402,819
Franklin	36,571	47,610	61,552	69,273
Gaston	175,132	190,796	212,270	228,985
Gates	9,337	10,496	11,984	13,119
Graham	7,191	7,992	8,000	7,981
Granville	38,465	48,844	58,648	63,798
Greene	15,440	19,026	20,804	21,478

(continued)

Table 26 (Continued)**Total Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Total Population in 1990	Total Population in 2000	Total Population in 2010	Total Population in 2015
Guilford	349,135	422,519	488,825	531,967
Halifax	55,671	57,238	54,280	52,598
Harnett	68,030	91,414	119,073	136,792
Haywood	47,003	54,107	57,357	58,438
Henderson	70,268	89,696	105,493	114,769
Hertford	22,355	22,948	23,247	22,980
Hoke	22,950	33,860	46,670	55,071
Hyde	5,406	5,828	5,163	4,912
Iredell	93,711	123,617	162,872	188,270
Jackson	26,926	33,274	37,165	38,446
Johnston	81,925	123,309	174,657	208,322
Jones	9,392	10,380	10,047	9,921
Lee	41,548	49,434	61,726	68,165
Lenoir	57,376	59,497	56,082	54,405
Lincoln	50,790	64,107	77,838	87,216
McDowell	35,770	42,248	44,188	45,067
Macon	23,623	29,964	33,605	35,440
Madison	17,027	19,698	20,551	21,059
Martin	25,049	25,494	23,103	21,925
Mecklenburg	515,605	700,786	943,560	1,105,295
Mitchell	14,469	15,723	15,585	15,336
Montgomery	23,489	26,925	27,868	28,412
Moore	59,347	75,195	88,739	96,850
Nash	77,060	87,707	95,641	99,953
New Hanover	121,140	160,842	199,014	219,246
Northampton	21,032	22,054	19,924	18,833
Onslow	150,098	149,774	175,409	187,074
Orange	94,232	116,049	131,375	143,039
Pamlico	11,395	12,934	12,394	12,228
Pasquotank	31,403	34,905	42,522	47,438

(continued)

Table 26 (Continued)**Total Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Total Population in 1990	Total Population in 2000	Total Population in 2010	Total Population in 2015
Pender	29,086	41,229	54,143	63,966
Perquimans	10,477	11,393	12,972	14,191
Person	30,314	35,746	37,847	38,643
Pitt	109,054	134,130	162,641	181,175
Polk	14,544	18,399	19,346	19,746
Randolph	107,194	131,018	143,578	150,497
Richmond	44,608	46,545	45,927	45,564
Robeson	105,543	123,356	130,382	134,087
Rockingham	86,283	91,999	92,315	92,368
Rowan	110,999	130,686	142,295	149,527
Rutherford	57,196	62,962	63,504	63,758
Sampson	47,499	60,302	64,058	65,653
Scotland	33,865	36,008	36,210	35,690
Stanly	51,906	58,255	60,074	61,293
Stokes	37,396	44,832	46,330	47,099
Surry	61,969	71,294	72,636	73,108
Swain	11,306	13,031	13,461	13,714
Transylvania	25,547	29,342	30,393	31,284
Tyrrell	3,856	4,120	4,061	3,967
Union	84,772	125,577	209,785	275,686
Vance	39,042	43,123	43,000	42,587
Wake	430,378	633,517	936,221	1,155,288
Warren	17,303	19,991	19,323	18,759
Washington	14,012	13,686	12,765	12,305
Watauga	37,047	42,808	45,941	48,191
Wayne	104,896	113,297	113,747	113,067
Wilkes	59,502	65,778	66,588	66,596
Wilson	66,238	73,933	78,949	81,730
Yadkin	30,576	36,513	37,851	38,458
Yancey	15,459	17,784	18,671	19,255

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 27**White Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	White Population in 1990	White Population in 2000	White Population in 2010	White Population in 2015
North Carolina, Total	5,058,613	6,020,224	7,043,941	7,711,936
MSAs, Total	3,399,196	4,109,648	4,961,504	5,529,252
Asheville	289,902	344,490	386,357	409,922
Burlington	86,910	103,781	119,798	129,850
Charlotte	688,311	864,565	1,108,648	1,279,804
Durham	238,437	282,402	341,413	379,317
Fayetteville	185,382	192,273	199,619	202,558
Goldsboro	69,726	72,828	73,695	73,937
Greensboro	419,115	474,294	509,293	532,335
Greenville	80,657	96,643	115,273	127,663
Hickory	269,640	307,296	327,885	339,512
Jacksonville	115,364	113,284	134,669	145,443
Raleigh	421,238	609,834	862,816	1,040,345
Rocky Mount	76,944	79,166	79,320	79,665
Virginia Beach	12,184	16,647	22,342	24,669
Wilmington	157,624	222,517	303,210	358,743
Winston Salem	287,762	329,628	377,166	405,488
Counties				
Alamance	86,910	103,781	119,798	129,850
Alexander	25,921	31,460	33,799	34,756
Alleghany	9,447	10,419	10,619	10,723
Anson	12,265	12,599	12,377	12,023
Ashe	22,024	24,046	25,412	25,980
Avery	14,753	16,469	16,688	16,499
Beaufort	29,060	31,467	33,669	34,881
Bertie	7,793	7,223	6,923	6,806
Bladen	16,974	19,045	19,720	19,743
Brunswick	41,670	61,707	97,154	125,765

(continued)

Table 27 (Continued)**White Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	White Population in 1990	White Population in 2000	White Population in 2010	White Population in 2015
Buncombe	159,574	187,033	211,249	225,303
Burke	69,893	78,790	79,202	79,950
Cabarrus	85,938	113,271	144,296	166,386
Caldwell	66,736	72,413	74,494	75,474
Camden	4,480	5,598	8,207	9,581
Carteret	47,726	53,992	58,515	60,573
Caswell	12,230	14,669	14,964	14,962
Catawba	107,090	124,633	140,391	149,331
Chatham	30,077	40,206	55,702	64,271
Cherokee	19,411	23,240	25,200	26,136
Chowan	8,403	8,605	9,362	9,820
Clay	7,112	8,650	10,252	11,097
Cleveland	66,802	74,740	77,043	77,841
Columbus	32,916	35,502	35,277	35,330
Craven	59,630	65,732	72,499	76,293
Cumberland	175,643	176,145	174,226	170,788
Currituck	12,184	16,647	22,342	24,669
Dare	22,013	28,909	32,576	33,060
Davidson	113,907	131,107	140,710	145,564
Davie	25,431	32,207	38,517	41,949
Duplin	26,571	34,284	39,266	41,777
Durham	110,817	124,083	156,292	176,294
Edgecombe	24,724	22,960	21,707	20,948
Forsyth	197,884	220,202	259,273	283,129
Franklin	23,534	32,539	44,400	51,158
Gaston	151,034	160,354	173,905	185,208
Gates	5,136	6,209	7,573	8,579
Graham	6,744	7,336	7,178	7,063
Granville	23,296	30,833	37,879	41,787
Greene	8,858	10,938	12,190	12,573

(continued)

Table 27 (Continued)**White Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	White Population in 1990	White Population in 2000	White Population in 2010	White Population in 2015
Guilford	250,841	280,420	304,869	322,093
Halifax	26,032	24,583	22,284	21,325
Harnett	51,660	68,044	88,301	101,561
Haywood	46,120	52,705	55,500	56,399
Henderson	67,360	85,419	99,672	107,929
Hertford	9,199	8,820	8,386	8,369
Hoke	9,739	16,128	25,394	31,771
Hyde	3,631	3,708	3,196	2,974
Iredell	78,179	103,763	137,576	159,443
Jackson	23,692	28,684	31,294	32,098
Johnston	66,926	102,029	143,560	171,413
Jones	5,722	6,497	6,662	6,833
Lee	31,698	38,346	47,999	53,032
Lenoir	34,495	34,685	32,261	31,124
Lincoln	46,361	59,145	71,516	79,989
McDowell	34,031	39,664	41,367	42,177
Macon	23,114	29,225	32,316	33,830
Madison	16,848	19,333	19,937	20,292
Martin	13,801	13,633	12,738	12,287
Mecklenburg	368,345	470,780	601,592	688,226
Mitchell	14,439	15,480	15,108	14,687
Montgomery	17,168	20,223	21,399	21,877
Moore	47,958	61,985	73,805	80,918
Nash	52,220	56,206	57,612	58,717
New Hanover	95,826	129,958	162,740	180,120
Northampton	8,450	8,698	8,173	7,837
Onslow	115,364	113,284	134,669	145,443
Orange	76,575	93,045	102,752	111,237
Pamlico	8,423	9,548	9,409	9,433
Pasquotank	0919,502	20,040	24,942	28,359

(continued)

Table 27 (Continued)**White Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	White Population in 1990	White Population in 2000	White Population in 2010	White Population in 2015
Pender	20,128	30,852	43,315	52,859
Perquimans	7,037	8,084	9,544	10,614
Person	20,968	25,068	26,667	27,516
Pitt	71,799	85,705	103,083	115,090
Polk	13,468	17,125	18,087	18,491
Randolph	99,952	121,117	131,279	136,761
Richmond	30,941	30,690	29,882	29,590
Robeson	38,114	43,139	46,967	49,221
Rockingham	68,322	72,757	73,145	73,480
Rowan	92,374	107,356	116,868	122,936
Rutherford	50,442	55,069	55,396	55,630
Sampson	30,732	40,192	44,103	46,105
Scotland	19,106	18,688	17,795	17,137
Stanly	45,516	49,932	51,094	52,051
Stokes	35,210	42,296	43,450	44,086
Surry	59,003	67,302	68,541	68,940
Swain	8,008	8,712	9,281	9,638
Transylvania	24,207	27,593	28,058	28,591
Tyrrell	2,322	2,397	2,312	2,267
Union	70,729	107,561	176,479	227,962
Vance	21,245	21,678	20,938	20,548
Wake	330,778	475,266	674,856	817,774
Warren	6,635	7,921	7,879	7,836
Washington	7,572	6,832	6,133	5,856
Watauga	36,028	41,474	43,966	45,834
Wayne	69,726	72,828	73,695	73,937
Wilkes	56,530	62,350	62,677	62,447
Wilson	40,853	43,697	46,482	48,082
Yadkin	29,237	34,923	35,926	36,324
Yancey	15,301	17,499	18,170	18,619

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 28**African American Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	African American Population in 1990	African American Population in 2000	African American Population in 2010	African American Population in 2015
North Carolina, Total	1,471,373	1,761,123	2,061,984	2,241,202
MSAs, Total	972,456	1,209,783	1,498,768	1,676,366
Asheville	17,582	19,289	21,317	22,157
Burlington	20,995	24,908	28,592	30,525
Charlotte	196,944	268,701	380,076	454,638
Durham	101,612	124,444	138,164	146,039
Fayetteville	99,435	120,996	134,444	139,475
Goldsboro	34,056	37,758	36,971	35,947
Greensboro	116,824	150,573	182,458	201,771
Greenville	42,876	53,347	63,318	69,072
Hickory	21,520	23,957	26,086	27,071
Jacksonville	30,554	28,695	30,249	30,024
Raleigh	117,465	160,503	235,805	285,543
Rocky Mount	56,149	61,900	64,816	65,925
Virginia Beach	1,510	1,326	1,855	1,990
Wilmington	42,391	47,986	53,281	56,015
Winston Salem	72,543	85,400	101,335	110,174
Counties				
Alamance	20,995	24,908	28,592	30,525
Alexander	1,650	1,570	2,377	2,817
Alleghany	170	151	188	217
Anson	11,143	12,346	12,010	11,647
Ashe	141	172	265	310
Avery	146	652	984	1,168
Beaufort	13,243	13,109	12,328	11,970
Bertie	12,548	12,317	12,189	12,237
Bladen	11,223	12,289	11,410	10,820
Brunswick	9,285	10,688	12,835	14,239

(continued)

Table 28 (Continued)**African American Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	African American Population in 1990	African American Population in 2000	African American Population in 2010	African American Population in 2015
Buncombe	14,373	15,657	16,480	16,629
Burke	5,206	6,066	5,807	5,588
Cabarrus	12,968	16,288	27,504	34,954
Caldwell	3,902	4,252	4,272	4,229
Camden	1,440	1,199	1,586	1,746
Carteret	4,405	4,208	4,877	5,135
Caswell	8,410	8,637	7,608	7,033
Catawba	10,762	12,069	13,630	14,436
Chatham	8,932	8,597	8,339	8,170
Cherokee	378	400	524	603
Chowan	5,101	5,357	5,310	5,228
Clay	32	78	145	191
Cleveland	17,930	20,313	20,597	20,525
Columbus	15,215	17,005	16,405	15,971
Craven	21,417	23,353	23,296	23,020
Cumberland	89,503	108,096	119,093	122,796
Currituck	1,510	1,326	1,855	1,990
Dare	806	809	1,190	1,306
Davidson	12,394	13,631	14,986	15,153
Davie	2,475	2,411	2,970	3,322
Duplin	13,384	14,365	13,484	12,792
Durham	68,557	89,523	101,790	109,300
Edgecombe	31,752	31,941	29,003	27,266
Forsyth	66,712	79,613	94,687	103,079
Franklin	12,902	14,388	16,011	16,698
Gaston	22,779	26,695	32,599	36,560
Gates	4,184	4,132	4,134	4,158
Graham	0	36	49	58
Granville	14,970	17,200	19,270	20,068
Greene	6,568	7,901	8,339	8,574

(continued)

Table 28 (Continued)**African American Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	African American Population in 1990	African American Population in 2000	African American Population in 2010	African American Population in 2015
Guilford	92,770	124,997	156,498	175,808
Halifax	27,766	30,164	29,143	28,294
Harnett	15,452	20,818	26,153	28,901
Haywood	647	693	906	965
Henderson	2,423	2,770	3,600	4,126
Hertford	12,847	13,593	14,237	13,941
Hoke	9,932	12,900	15,351	16,679
Hyde	1,773	2,044	1,876	1,842
Iredell	14,977	17,083	19,840	21,171
Jackson	422	596	929	971
Johnston	14,651	19,554	27,056	30,955
Jones	3,660	3,738	3,200	2,872
Lee	9,484	10,169	12,182	13,157
Lenoir	22,669	24,181	22,899	22,188
Lincoln	4,148	4,200	5,084	5,615
McDowell	1,475	1,768	1,730	1,660
Macon	382	364	677	861
Madison	139	169	330	437
Martin	11,206	11,601	9,916	9,053
Mecklenburg	136,561	197,497	282,080	337,789
Mitchell	11	56	145	198
Montgomery	6,066	5,920	5,356	5,227
Moore	10,930	11,741	12,543	12,854
Nash	24,397	29,959	35,813	38,660
New Hanover	24,263	27,509	30,641	32,086
Northampton	12,547	13,141	11,460	10,665
Onslow	30,554	28,695	30,249	30,024
Orange	14,968	16,163	17,572	18,271
Pamlico	2,932	3,186	2,715	2,482
Pasquotank	11,672	14,041	16,259	17,416

(continued)

Table 28 (Continued)**African American Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	African American Population in 1990	African American Population in 2000	African American Population in 2010	African American Population in 2015
Pender	8,843	9,789	9,805	9,689
Perquimans	3,423	3,192	3,275	3,404
Person	9,155	10,161	10,464	10,297
Pitt	36,308	45,446	54,979	60,498
Polk	1,044	1,081	1,017	987
Randolph	6,428	7,460	8,500	9,137
Richmond	12,962	14,276	14,039	13,746
Robeson	26,411	31,056	30,893	30,846
Rockingham	17,626	18,116	17,460	16,825
Rowan	17,914	20,778	22,250	23,093
Rutherford	6,557	7,125	6,971	6,819
Sampson	15,791	18,253	17,576	16,887
Scotland	12,249	13,492	13,885	13,717
Stanly	5,995	6,728	7,054	7,120
Stokes	2,064	2,109	2,306	2,360
Surry	2,820	2,998	2,978	2,992
Swain	198	235	251	207
Transylvania	1,175	1,251	1,641	1,889
Tyrrell	1,531	1,636	1,633	1,565
Union	13,493	15,875	25,883	33,688
Vance	17,684	20,941	21,177	20,924
Wake	89,912	126,561	192,738	237,890
Warren	9,896	10,926	10,210	9,657
Washington	6,410	6,720	6,400	6,155
Watauga	807	697	988	1,173
Wayne	34,056	37,758	36,971	35,947
Wilkes	2,820	2,765	2,688	2,584
Wilson	25,138	29,258	30,909	31,736
Yadkin	1,292	1,267	1,372	1,413
Yancey	136	115	209	255

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 29**Native American Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Native American Population in 1990	Native American Population in 2000	Native American Population in 2010	Native American Population in 2015
North Carolina, Total	80,627	102,963	119,211	128,165
MSAs, Total	20,571	29,715	40,786	47,668
Asheville	879	1,437	1,779	1,964
Burlington	301	527	774	894
Charlotte	3,044	4,569	8,001	10,341
Durham	1,031	1,754	2,282	2,579
Fayetteville	7,822	8,826	9,348	9,407
Goldsboro	271	434	502	514
Greensboro	2,250	2,982	3,902	4,395
Greenville	226	465	716	877
Hickory	502	952	1,201	1,335
Jacksonville	997	1,179	1,455	1,559
Raleigh	1,447	3,281	6,453	8,913
Rocky Mount	287	543	707	770
Virginia Beach	60	87	94	97
Wilmington	750	1,408	1,850	2,054
Winston Salem	704	1,271	1,723	1,968
Counties				
Alamance	301	527	774	894
Alexander	34	50	108	167
Alleghany	3	28	29	28
Anson	65	114	145	151
Ashe	14	79	87	90
Avery	15	63	76	81
Beaufort	24	83	112	124
Bertie	39	93	110	117
Bladen	462	675	765	778
Brunswick	241	538	701	779

(continued)

Table 29 (Continued)**Native American Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Native American Population in 1990	Native American Population in 2000	Native American Population in 2010	Native American Population in 2015
Buncombe	490	835	1,020	1,125
Burke	133	328	420	446
Cabarrus	309	482	754	934
Caldwell	100	183	217	238
Camden	10	29	32	33
Carteret	264	268	321	342
Caswell	18	45	52	55
Catawba	235	391	456	484
Chatham	123	221	268	285
Cherokee	400	397	388	388
Chowan	15	37	38	37
Clay	20	29	38	45
Cleveland	107	146	191	215
Columbus	1,378	1,721	1,803	1,816
Craven	322	410	437	452
Cumberland	4,628	4,878	5,135	5,069
Currituck	60	87	94	97
Dare	36	86	102	111
Davidson	397	573	669	704
Davie	74	88	105	115
Duplin	111	163	218	252
Durham	439	800	1,141	1,352
Edgecombe	66	113	162	177
Forsyth	558	1,007	1,415	1,638
Franklin	73	209	246	261
Gaston	392	545	720	820
Gates	7	44	45	45
Graham	445	547	627	662
Granville	103	238	556	785
Greene	11	72	113	146

(continued)

Table 29 (Continued)**Native American Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Native American Population in 1990	Native American Population in 2000	Native American Population in 2010	Native American Population in 2015
Guilford	1,653	2,095	2,737	3,074
Halifax	1,731	1,829	1,925	1,931
Harnett	613	846	1,057	1,162
Haywood	175	268	325	348
Henderson	199	280	372	424
Hertford	221	286	281	276
Hoke	3,194	3,948	4,213	4,339
Hyde	1	19	22	24
Iredell	193	343	489	577
Jackson	2,706	3,414	3,967	4,184
Johnston	178	577	863	1,052
Jones	3	41	47	52
Lee	169	226	399	517
Lenoir	66	121	160	183
Lincoln	114	188	216	229
McDowell	68	131	154	168
Macon	69	85	113	130
Madison	15	54	62	68
Martin	14	79	88	91
Mecklenburg	1,984	2,912	5,368	7,095
Mitchell	12	72	82	87
Montgomery	84	130	198	251
Moore	309	535	676	740
Nash	221	430	545	594
New Hanover	434	653	862	944
Northampton	33	71	76	77
Onslow	997	1,179	1,455	1,559
Orange	292	507	632	697
Pamlico	27	68	77	79
Pasquotank	52	134	151	161

(continued)

Table 29 (Continued)**Native American Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Native American Population in 1990	Native American Population in 2000	Native American Population in 2010	Native American Population in 2015
Pender	75	217	287	331
Perquimans	7	20	21	21
Person	177	226	241	245
Pitt	215	393	603	731
Polk	9	41	47	49
Randolph	451	613	824	937
Richmond	513	786	936	1,015
Robeson	40,778	47,345	49,292	49,850
Rockingham	146	274	340	384
Rowan	268	444	477	482
Rutherford	101	130	144	146
Sampson	894	1,129	1,233	1,273
Scotland	2,430	3,218	3,651	3,800
Stanly	149	144	153	155
Stokes	50	115	135	144
Surry	58	183	199	205
Swain	3,086	3,794	3,520	3,392
Transylvania	73	83	94	99
Tyrrell	0	8	9	9
Union	294	516	1,014	1,341
Vance	55	91	122	147
Wake	1,196	2,495	5,344	7,600
Warren	763	968	990	985
Washington	2	7	7	7
Watauga	61	115	157	186
Wayne	271	434	502	514
Wilkes	54	96	110	116
Wilson	67	211	246	267
Yadkin	22	61	68	70
Yancey	13	63	146	215

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 30**Asian Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Asian Population in 1990	Asian Population in 2000	Asian Population in 2010	Asian Population in 2015
North Carolina, Total	53,403	124,278	210,047	273,244
MSAs, Total	46,548	107,789	185,258	242,784
Asheville	1,139	2,260	4,057	5,239
Burlington	489	1,295	2,144	2,702
Charlotte	10,298	27,695	50,765	69,311
Durham	5,827	12,989	22,573	27,981
Fayetteville	6,145	7,335	8,357	8,629
Goldsboro	843	1,216	1,020	861
Greensboro	4,423	12,360	19,723	24,321
Greenville	735	1,614	2,172	2,511
Hickory	1,827	8,681	9,250	9,127
Jacksonville	3,183	2,981	3,729	3,916
Raleigh	8,724	23,003	49,829	72,414
Rocky Mount	288	657	1,005	1,202
Virginia Beach	45	80	161	224
Wilmington	732	1,829	3,521	5,078
Winston Salem	1,850	3,794	6,954	9,269
Counties				
Alamance	489	1,295	2,144	2,702
Alexander	47	364	458	481
Alleghany	2	22	54	75
Anson	25	161	240	260
Ashe	27	60	61	61
Avery	11	42	64	75
Beaufort	47	126	167	187
Bertie	10	26	31	33
Bladen	17	53	71	70
Brunswick	75	243	664	1,321

(continued)

Table 30 (Continued)**Asian Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Asian Population in 1990	Asian Population in 2000	Asian Population in 2010	Asian Population in 2015
Buncombe	767	1,493	2,909	3,816
Burke	814	3,527	3,306	3,013
Cabarrus	375	1,324	3,466	5,829
Caldwell	108	347	492	542
Camden	7	41	81	96
Carteret	292	388	464	492
Caswell	13	50	55	54
Catawba	858	4,443	4,996	5,092
Chatham	84	337	1,515	2,027
Cherokee	37	72	76	74
Chowan	21	42	43	42
Clay	3	14	14	14
Cleveland	382	710	821	857
Columbus	50	142	188	207
Craven	762	1,010	1,427	1,643
Cumberland	6,060	6,985	7,695	7,739
Currituck	45	80	161	224
Dare	74	126	201	236
Davidson	477	1,396	1,910	2,221
Davie	52	119	199	243
Duplin	50	136	202	247
Durham	3,332	7,768	12,772	15,683
Edgecombe	66	111	179	216
Forsyth	1,701	3,467	6,510	8,769
Franklin	62	176	342	426
Gaston	927	1,956	2,858	3,598
Gates	10	29	107	186
Graham	2	14	53	82
Granville	96	203	323	380
Greene	3	20	29	31

(continued)

Table 30 (Continued)**Asian Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Asian Population in 1990	Asian Population in 2000	Asian Population in 2010	Asian Population in 2015
Guilford	3,871	11,109	17,734	21,911
Halifax	142	326	424	467
Harnett	305	694	1,554	2,349
Haywood	61	140	191	224
Henderson	286	580	873	1,092
Hertford	88	101	125	137
Hoke	85	350	662	891
Hyde	1	25	26	27
Iredell	362	1,655	3,184	4,409
Jackson	106	185	350	444
Johnston	170	467	1,486	2,424
Jones	7	25	25	24
Lee	197	400	568	660
Lenoir	146	246	310	338
Lincoln	167	226	346	461
McDowell	196	425	549	604
Macon	58	130	217	257
Madison	25	47	83	107
Martin	28	74	110	131
Mecklenburg	8,715	23,426	40,238	51,159
Mitchell	7	34	33	31
Montgomery	171	481	650	741
Moore	150	405	775	1,135
Nash	222	546	826	985
New Hanover	617	1,497	2,595	3,297
Northampton	2	32	58	69
Onslow	3,183	2,981	3,729	3,916
Orange	2,397	4,826	8,173	10,120
Pamlico	13	53	79	96
Pasquotank	177	319	610	837

(continued)

Table 30 (Continued)**Asian Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Asian Population in 1990	Asian Population in 2000	Asian Population in 2010	Asian Population in 2015
Pender	40	89	262	461
Perquimans	10	29	30	29
Person	14	58	113	150
Pitt	732	1,594	2,144	2,480
Polk	23	50	52	53
Randolph	363	934	1,465	1,755
Richmond	192	342	405	428
Robeson	240	559	1,205	1,663
Rockingham	189	317	523	655
Rowan	443	1,206	1,394	1,480
Rutherford	96	229	305	330
Sampson	82	344	472	541
Scotland	80	193	243	273
Stanly	246	1,121	1,266	1,366
Stokes	72	116	140	151
Surry	88	476	434	422
Swain	14	29	46	60
Transylvania	92	123	179	213
Tyrrell	3	53	71	85
Union	256	828	3,964	8,465
Vance	58	200	394	512
Wake	8,492	22,360	48,001	69,564
Warren	9	31	56	75
Washington	28	50	117	161
Watauga	151	286	402	455
Wayne	843	1,216	1,020	861
Wilkes	98	252	579	793
Wilson	180	351	694	931
Yadkin	25	92	105	106
Yancey	9	27	37	42

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 31**Multiracial Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Multiracial Population in 1990	Multiracial Population in 2000	Multiracial Population in 2010	Multiracial Population in 2015
North Carolina, Total	NA	70,795	125,291	163,784
MSAs, Total	NA	52,706	95,659	126,915
Asheville	NA	3,016	4,505	5,371
Burlington	NA	1,010	1,625	1,983
Charlotte	NA	9,164	21,309	31,703
Durham	NA	4,562	7,036	8,508
Fayetteville	NA	7,463	10,614	12,175
Goldsboro	NA	1,061	1,559	1,808
Greensboro	NA	5,327	9,341	12,010
Greenville	NA	1,087	1,966	2,530
Hickory	NA	2,234	3,783	4,701
Jacksonville	NA	3,635	5,308	6,132
Raleigh	NA	7,815	17,527	25,668
Rocky Mount	NA	779	1,191	1,397
Virginia Beach	NA	146	270	346
Wilmington	NA	2,087	3,752	4,964
Winston Salem	NA	3,320	5,875	7,619
Counties				
Alamance	NA	1,010	1,625	1,983
Alexander	NA	230	353	425
Alleghany	NA	67	115	143
Anson	NA	90	171	213
Ashe	NA	92	127	148
Avery	NA	102	131	144
Beaufort	NA	212	357	445
Bertie	NA	56	99	120
Bladen	NA	178	297	358
Brunswick	NA	580	1,102	1,539

(continued)

Table 31 (Continued)**Multiracial Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Multiracial Population in 1990	Multiracial Population in 2000	Multiracial Population in 2010	Multiracial Population in 2015
Buncombe	NA	1,973	2,956	3,515
Burke	NA	614	954	1,115
Cabarrus	NA	860	2,223	3,434
Caldwell	NA	411	724	921
Camden	NA	55	121	168
Carteret	NA	527	771	894
Caswell	NA	149	227	258
Catawba	NA	979	1,751	2,240
Chatham	NA	360	642	768
Cherokee	NA	263	339	366
Chowan	NA	77	118	144
Clay	NA	46	62	71
Cleveland	NA	552	877	1,052
Columbus	NA	343	536	640
Craven	NA	1,149	1,718	2,016
Cumberland	NA	6,929	9,564	10,784
Currituck	NA	146	270	346
Dare	NA	246	388	459
Davidson	NA	957	1,514	1,808
Davie	NA	236	402	513
Duplin	NA	241	418	533
Durham	NA	2,461	3,785	4,590
Edgecombe	NA	213	346	400
Forsyth	NA	2,718	4,793	6,205
Franklin	NA	298	554	730
Gaston	NA	1,246	2,187	2,799
Gates	NA	82	125	150
Graham	NA	59	94	116
Granville	NA	370	620	779
Greene	NA	95	135	153

(continued)

Table 31 (Continued)

**Multiracial Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Multiracial Population in 1990	Multiracial Population in 2000	Multiracial Population in 2010	Multiracial Population in 2015
Guilford	NA	3,898	6,986	9,080
Halifax	NA	336	504	582
Harnett	NA	1,012	2,007	2,819
Haywood	NA	301	435	502
Henderson	NA	647	977	1,199
Hertford	NA	148	217	257
Hoke	NA	534	1,051	1,392
Hyde	NA	32	43	46
Iredell	NA	773	1,783	2,670
Jackson	NA	395	624	748
Johnston	NA	682	1,691	2,477
Jones	NA	79	114	140
Lee	NA	293	578	799
Lenoir	NA	264	452	571
Lincoln	NA	348	676	922
McDowell	NA	260	388	459
Macon	NA	160	281	362
Madison	NA	95	138	155
Martin	NA	107	251	363
Mecklenburg	NA	6,171	14,282	21,027
Mitchell	NA	81	217	334
Montgomery	NA	171	265	316
Moore	NA	529	939	1,203
Nash	NA	566	845	997
New Hanover	NA	1,225	2,175	2,800
Northampton	NA	112	157	185
Onslow	NA	3,635	5,308	6,132
Orange	NA	1,508	2,246	2,714
Pamlico	NA	79	114	137
Pasquotank	NA	371	561	665

(continued)

Table 31 (Continued)**Multiracial Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Multiracial Population in 1990	Multiracial Population in 2000	Multiracial Population in 2010	Multiracial Population in 2015
Pender	NA	282	475	625
Perquimans	NA	68	102	123
Person	NA	233	362	436
Pitt	NA	992	1,831	2,377
Polk	NA	102	143	166
Randolph	NA	894	1,510	1,907
Richmond	NA	451	664	786
Robeson	NA	1,257	2,024	2,508
Rockingham	NA	535	846	1,023
Rowan	NA	902	1,307	1,536
Rutherford	NA	409	689	832
Sampson	NA	384	674	847
Scotland	NA	417	636	762
Stanly	NA	330	507	601
Stokes	NA	196	300	357
Surry	NA	335	484	548
Swain	NA	261	361	416
Transylvania	NA	292	421	492
Tyrrell	NA	26	37	40
Union	NA	797	2,446	4,229
Vance	NA	213	369	456
Wake	NA	6,835	15,282	22,461
Warren	NA	145	188	206
Washington	NA	77	108	126
Watauga	NA	236	427	543
Wayne	NA	1,061	1,559	1,808
Wilkes	NA	315	534	656
Wilson	NA	416	618	714
Yadkin	NA	170	380	544
Yancey	NA	80	109	123

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 32**Hispanic Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Hispanic Population in 1990	Hispanic Population in 2000	Hispanic Population in 2010	Hispanic Population in 2015
North Carolina, Total	77,118	383,590	762,110	1,029,212
MSAs, Total	59,345	285,108	583,153	801,123
Asheville	2,352	11,774	23,142	30,327
Burlington	756	8,951	18,269	23,946
Charlotte	9,104	66,381	162,971	241,535
Durham	4,214	28,130	52,858	67,762
Fayetteville	13,602	23,472	25,562	27,249
Goldsboro	1,367	5,632	8,687	10,110
Greensboro	4,334	27,834	55,414	73,916
Greenville	1,145	5,760	10,739	13,718
Hickory	1,759	13,972	26,013	32,583
Jacksonville	8,021	10,915	12,626	12,684
Raleigh	7,222	46,502	113,990	169,952
Rocky Mount	862	4,508	7,316	8,835
Virginia Beach	100	261	616	904
Wilmington	1,564	6,791	15,266	21,899
Winston Salem	2,943	24,225	49,683	65,704
Counties				
Alamance	756	8,951	18,269	23,946
Alexander	169	842	1,336	1,490
Alleghany	66	530	1,188	1,625
Anson	61	211	404	476
Ashe	79	591	1,064	1,361
Avery	84	413	768	969
Beaufort	191	1,459	2,361	3,016
Bertie	24	195	293	311
Bladen	142	1,200	2,213	2,706
Brunswick	373	1,978	4,536	6,582

(continued)

Table 32 (Continued)**Hispanic Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Hispanic Population in 1990	Hispanic Population in 2000	Hispanic Population in 2010	Hispanic Population in 2015
Buncombe	1,192	5,798	11,375	15,011
Burke	342	3,198	5,265	6,467
Cabarrus	493	6,736	17,184	25,449
Caldwell	308	1,938	3,638	4,443
Camden	12	60	218	280
Carteret	430	1,036	1,679	2,133
Caswell	119	415	647	729
Catawba	940	7,994	15,775	20,183
Chatham	573	4,812	8,520	10,258
Cherokee	121	303	430	504
Chowan	78	213	365	470
Clay	32	73	176	253
Cleveland	350	1,438	2,576	3,499
Columbus	221	1,270	2,002	2,455
Craven	1,811	3,698	3,914	4,151
Cumberland	13,387	21,037	19,880	19,384
Currituck	100	261	616	904
Dare	189	668	1,370	1,836
Davidson	606	4,810	10,550	13,925
Davie	125	1,218	2,995	4,041
Duplin	1,043	7,481	12,161	14,563
Durham	2,142	17,262	34,699	45,649
Edgecombe	247	1,555	2,468	2,887
Forsyth	2,194	19,792	41,765	55,791
Franklin	276	2,117	4,866	6,727
Gaston	866	5,771	13,706	19,727
Gates	16	81	154	218
Graham	26	60	118	152
Granville	350	1,964	4,352	5,825
Greene	163	1,517	2,876	3,472

(continued)

Table 32 (Continued)**Hispanic Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Hispanic Population in 1990	Hispanic Population in 2000	Hispanic Population in 2010	Hispanic Population in 2015
Guilford	2,985	16,242	33,496	45,745
Halifax	231	579	777	826
Harnett	1,169	5,399	11,210	15,005
Haywood	231	766	1,330	1,645
Henderson	855	4,944	10,048	13,235
Hertford	72	360	513	578
Hoke	215	2,435	5,683	7,865
Hyde	37	131	161	148
Iredell	674	4,246	10,414	15,395
Jackson	151	578	1,100	1,481
Johnston	1,303	9,619	21,082	29,460
Jones	45	285	466	557
Lee	815	5,780	10,851	14,176
Lenoir	442	1,890	3,130	3,813
Lincoln	561	3,695	6,772	8,161
McDowell	106	1,221	2,228	2,727
Macon	152	454	1,312	2,132
Madison	74	266	388	436
Martin	88	528	860	1,061
Mecklenburg	6,995	45,848	108,741	159,203
Mitchell	44	312	699	938
Montgomery	549	2,817	4,769	5,829
Moore	453	3,008	5,622	7,281
Nash	615	2,953	4,848	5,948
New Hanover	925	3,311	7,509	10,771
Northampton	89	161	256	288
Onslow	8,021	10,915	12,626	12,684
Orange	1,298	5,307	8,476	10,539
Pamlico	47	171	169	152
Pasquotank	224	429	1,115	1,717

(continued)

Table 32 (Continued)**Hispanic Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Hispanic Population in 1990	Hispanic Population in 2000	Hispanic Population in 2010	Hispanic Population in 2015
Pender	266	1,502	3,221	4,546
Perquimans	21	68	171	298
Person	201	749	1,162	1,316
Pitt	982	4,243	7,863	10,245
Polk	115	552	905	1,102
Randolph	752	8,753	16,503	21,154
Richmond	280	1,322	2,325	2,903
Robeson	703	6,040	12,267	15,995
Rockingham	597	2,839	5,415	7,017
Rowan	658	5,415	10,079	13,042
Rutherford	328	1,137	1,620	1,924
Sampson	747	6,528	11,316	13,944
Scotland	296	424	535	555
Stanly	285	1,241	2,224	2,693
Stokes	241	838	1,243	1,571
Surry	603	4,648	7,434	8,888
Swain	64	192	427	560
Transylvania	148	298	507	633
Tyrrell	9	150	336	427
Union	689	7,815	22,936	36,680
Vance	270	1,967	3,042	3,568
Wake	5,643	34,766	88,042	133,765
Warren	86	317	637	881
Washington	42	311	575	756
Watauga	251	626	991	1,226
Wayne	1,367	5,632	8,687	10,110
Wilkes	345	2,282	3,894	4,677
Wilson	538	4,483	7,480	9,131
Yadkin	383	2,377	3,680	4,302
Yancey	45	479	1,169	1,639

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 33**Non-Hispanic Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Non-Hispanic Population in 1990	Non-Hispanic Population in 2000	Non-Hispanic Population in 2010	Non-Hispanic Population in 2015
North Carolina, Total	6,586,898	7,695,793	8,798,364	9,489,118
MSAs, Total	4,379,426	5,224,533	6,198,822	6,821,861
Asheville	307,150	358,718	394,873	414,327
Burlington	107,939	122,570	134,663	142,009
Charlotte	889,493	1,108,313	1,405,829	1,604,262
Durham	342,693	398,021	458,610	496,661
Fayetteville	285,182	313,421	336,820	344,996
Goldsboro	103,529	107,665	105,061	102,957
Greensboro	538,278	617,702	669,303	700,915
Greenville	123,349	147,396	172,706	188,935
Hickory	291,730	329,148	342,193	349,162
Jacksonville	142,077	138,859	162,783	174,390
Raleigh	541,652	757,934	1,058,439	1,262,931
Rocky Mount	132,806	138,537	139,723	140,124
Virginia Beach	13,699	18,025	24,104	26,422
Wilmington	199,933	269,036	350,347	404,956
Winston Salem	359,916	399,188	443,369	468,814
Counties				
Alamance	107,939	122,570	134,663	142,009
Alexander	27,483	32,832	35,760	37,156
Alleghany	9,556	10,157	9,817	9,562
Anson	23,437	25,099	24,537	23,818
Ashe	22,127	23,858	24,889	25,227
Avery	14,841	16,915	17,176	16,997
Beaufort	42,183	43,538	44,272	44,592
Bertie	20,366	19,520	19,059	19,002
Bladen	28,534	31,040	30,050	29,064
Brunswick	50,898	71,778	107,920	137,060

(continued)

Table 33 (Continued)**Non-Hispanic Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Non-Hispanic Population in 1990	Non-Hispanic Population in 2000	Non-Hispanic Population in 2010	Non-Hispanic Population in 2015
Buncombe	174,012	201,193	223,238	235,377
Burke	75,704	86,127	84,423	83,645
Cabarrus	99,097	125,489	161,059	186,088
Caldwell	70,538	75,668	76,561	76,961
Camden	5,925	6,862	9,809	11,343
Carteret	52,257	58,347	63,272	65,305
Caswell	20,552	23,135	22,259	21,633
Catawba	118,005	134,521	145,449	151,401
Chatham	38,643	44,909	57,946	65,264
Cherokee	20,105	24,069	26,096	27,062
Chowan	13,462	13,905	14,506	14,801
Clay	7,135	8,744	10,335	11,164
Cleveland	84,871	95,023	96,954	96,992
Columbus	49,338	53,443	52,207	51,509
Craven	80,320	87,956	95,463	99,273
Cumberland	262,447	281,996	295,832	297,791
Currituck	13,699	18,025	24,104	26,422
Dare	22,740	29,508	33,087	33,336
Davidson	126,569	142,854	149,239	151,525
Davie	27,907	33,843	39,198	42,101
Duplin	39,073	41,708	41,428	41,038
Durham	181,003	207,373	241,080	261,571
Edgecombe	56,361	53,783	48,929	46,119
Forsyth	264,661	287,215	324,913	347,029
Franklin	36,295	45,493	56,686	62,546
Gaston	174,266	185,025	198,564	209,258
Gates	9,321	10,415	11,830	12,900
Graham	7,165	7,932	7,882	7,829
Granville	38,115	46,880	54,296	57,973
Greene	15,277	17,509	17,928	18,006

(continued)

Table 33 (Continued)**Non-Hispanic Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Non-Hispanic Population in 1990	Non-Hispanic Population in 2000	Non-Hispanic Population in 2010	Non-Hispanic Population in 2015
Guilford	346,150	406,277	455,329	486,222
Halifax	55,440	56,659	53,503	51,772
Harnett	66,861	86,015	107,863	121,787
Haywood	46,772	53,341	56,027	56,793
Henderson	69,413	84,752	95,445	101,534
Hertford	22,283	22,588	22,734	22,402
Hoke	22,735	31,425	40,987	47,205
Hyde	5,369	5,697	5,002	4,764
Iredell	93,037	119,371	152,459	172,875
Jackson	26,775	32,696	36,065	36,965
Johnston	80,622	113,690	153,575	178,861
Jones	9,347	10,095	9,582	9,365
Lee	40,733	43,654	50,876	53,989
Lenoir	56,934	57,607	52,952	50,592
Lincoln	50,229	60,412	71,066	79,055
McDowell	35,664	41,027	41,960	42,340
Macon	23,471	29,510	32,293	33,307
Madison	16,953	19,432	20,163	20,623
Martin	24,961	24,966	22,242	20,864
Mecklenburg	508,610	654,938	834,819	946,092
Mitchell	14,425	15,411	14,886	14,398
Montgomery	22,940	24,108	23,099	22,582
Moore	58,894	72,187	83,116	89,569
Nash	76,445	84,754	90,793	94,005
New Hanover	120,215	157,531	191,505	208,475
Northampton	20,943	21,893	19,668	18,544
Onslow	142,077	138,859	162,783	174,390
Orange	92,934	110,742	122,899	132,500
Pamlico	11,348	12,763	12,225	12,076
Pasquotank	31,179	34,476	41,408	45,721

(continued)

Table 33 (Continued)**Non-Hispanic Population in North Carolina,
1990, 2000, 2010, and 2015**

Area	Non-Hispanic Population in 1990	Non-Hispanic Population in 2000	Non-Hispanic Population in 2010	Non-Hispanic Population in 2015
Pender	28,820	39,727	50,922	59,420
Perquimans	10,456	11,325	12,801	13,893
Person	30,113	34,997	36,685	37,327
Pitt	108,072	129,887	154,778	170,930
Polk	14,429	17,847	18,441	18,643
Randolph	106,442	122,265	127,074	129,342
Richmond	44,328	45,223	43,602	42,661
Robeson	104,840	117,316	118,114	118,092
Rockingham	85,686	89,160	86,899	85,351
Rowan	110,341	125,271	132,216	136,484
Rutherford	56,868	61,825	61,884	61,834
Sampson	46,752	53,774	52,742	51,708
Scotland	33,569	35,584	35,675	35,135
Stanly	51,621	57,014	57,850	58,600
Stokes	37,155	43,994	45,087	45,529
Surry	61,366	66,646	65,201	64,220
Swain	11,242	12,839	13,034	13,154
Transylvania	25,399	29,044	29,887	30,651
Tyrrell	3,847	3,970	3,725	3,540
Union	84,083	117,762	186,849	239,006
Vance	38,772	41,156	39,957	39,018
Wake	424,735	598,751	848,178	1,021,523
Warren	17,217	19,674	18,686	17,878
Washington	13,970	13,375	12,189	11,549
Watauga	36,796	42,182	44,949	46,965
Wayne	103,529	107,665	105,061	102,957
Wilkes	59,157	63,496	62,694	61,918
Wilson	65,700	69,450	71,469	72,599
Yadkin	30,193	34,136	34,171	34,156
Yancey	15,414	17,305	17,502	17,616

Source: Prepared by Jeffrey M. Humphreys for NCIMED, 2010.

Table 34

**U.S. Buying Power Statistics by Race,
1990, 2000, 2010, and 2015**

	Buying Power (billions of dollars)			
	1990	2000	2010	2015
Total	4,239.9	7,323.7	11,123.5	14,118.7
White	3,788.7	6,349.6	9,439.3	11,841.3
Black	316.3	600.2	957.3	1,247.4
American Indian	19.6	40.0	67.7	90.3
Asian	115.4	274.4	543.7	775.1
Multiracial	0	59.6	115.5	164.6

	1990-2010	Percentage Change in Buying Power		2010-2015
		1990-2015	2000-2010	
Total	162.4	233.0	51.9	26.9
White	149.1	212.5	48.7	25.4
Black	202.6	294.4	59.5	30.3
American Indian	246.0	361.5	69.4	33.4
Asian	371.3	571.9	98.1	42.6
Multiracial	NA	NA	93.9	42.5

	Market Share (percentage)			
	1990	2000	2010	2015
Total	100.0	100.0	100.0	100.0
White	89.4	86.7	84.9	83.9
Black	7.5	8.2	8.6	8.8
American Indian	0.5	0.5	0.6	0.6
Asian	2.7	3.7	4.9	5.5
Multiracial	NA	0.8	1.0	1.2

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, 2010.

Table 35

**U.S. Population Statistics by Race,
1990, 2000, 2010, and 2015**

	Population			
	1990	2000	2010	2015
Total	249,622,814	282,171,957	309,947,198	325,560,221
White	209,366,661	228,602,436	246,159,054	255,874,748
Black	30,648,345	35,807,824	40,078,628	42,413,165
American Indian	2,058,726	2,675,900	3,206,010	3,449,123
Asian	7,549,082	11,152,926	15,006,984	17,304,994
Multiracial	NA	3,932,871	5,496,522	6,468,191

	Percentage Change in Population			
	1990-2010	1990-2015	2000-2010	2010-2015
Total	24.2	30.4	9.8	5.0
White	17.6	22.2	7.7	3.9
Black	30.8	38.4	11.9	5.8
American Indian	55.7	70.0	19.8	9.1
Asian	98.8	129.2	34.6	15.3
Multiracial	NA	NA	39.8	17.7

	Share of Population (percentage)			
	1990	2000	2010	2015
Total	100.0	100.0	100.0	100.0
White	83.9	81.0	79.4	78.6
Black	12.3	12.7	12.9	13.0
American Indian	0.8	0.9	1.0	1.1
Asian	3.0	4.0	4.8	5.3
Multiracial	NA	1.4	1.8	2.0

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, 2010.

Table 36

**U.S. Hispanic Market Statistics,
1990, 2000, 2010, and 2015**

	Buying Power (billions of dollars)			
	1990	2000	2010	2015
Total	4,240.0	7,324.0	11,124.0	14,119.0
Hispanic	210.0	499.0	1,036.0	1,482.0
Non-Hispanic	4,030.0	6,825.0	10,088.0	12,637.0

	Percentage Change in Buying Power			
	1990-2010	1990-2015	2000-2010	2010-2015
Total	162.4	233.0	51.9	26.9
Hispanic	392.9	605.3	107.5	43.1
Non-Hispanic	150.3	213.6	47.8	25.3

	Market Share (percentage)			
	1990	2000	2010	2015
Total	100.0	100.0	100.0	100.0
Hispanic	5.0	6.8	9.3	10.5
Non-Hispanic	95.0	93.2	90.7	89.5

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, 2010.

Table 37

**U.S. Hispanic Population Statistics,
1990, 2000, 2010, and 2015**

	Population			
	1990	2000	2010	2015
Total	249,622,814	282,171,957	309,947,198	325,560,221
Hispanic	22,572,838	35,642,379	49,841,463	57,746,063
Non-Hispanic	227,049,976	246,529,578	260,105,735	267,814,157

	Percentage Change in Population			
	1990-2010	1990-2015	2000-2010	2010-2015
Total	23.0	30.4	9.8	5.0
Hispanic	120.8	155.8	39.8	15.9
Non-Hispanic	14.6	18.0	5.5	3.0

	Share of Population (percentage)			
	1990	2000	2010	2015
Total	100.0	100.0	100.0	100.0
Hispanic	9.0	12.6	16.1	17.7
Non-Hispanic	91.0	87.4	83.9	82.3

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, 2010.

Table 38

**U.S. Average Annual Expenditures and Item Share
for All Consumers, 2008**

Item	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)
TOTAL ANNUAL EXPENDITURES	50,486	100.0
FOOD AT HOME	3,744	7.4
FOOD AWAY FROM HOME	2,698	5.3
ALCOHOLIC BEVERAGES	444	0.9
HOUSING	17,109	33.9
Shelter	10,183	20.2
Utilities, fuels, and public services	3,649	7.2
<i>Natural gas</i>	531	1.1
<i>Electricity</i>	1,353	2.7
<i>Fuel oil and other fuels</i>	192	0.4
<i>Telephone services</i>	1,127	2.2
<i>Water and other public services</i>	446	0.9
Household operations	998	2.0
Housekeeping supplies	654	1.3
Household furnishings and equipment	1,624	3.2
<i>Household textiles</i>	126	0.2
<i>Furniture</i>	388	0.8
<i>Floor coverings</i>	45	0.1
<i>Major appliances</i>	204	0.4
<i>Small appliances & misc. housewares</i>	113	0.2
<i>Miscellaneous household equipment</i>	749	1.5
APPAREL & SERVICES	1,801	3.6
<i>Men and boys</i>	427	0.8
<i>Women and girls</i>	718	1.4
<i>Children under 2</i>	93	0.2
<i>Footwear</i>	314	0.6
<i>Other apparel products and services</i>	248	0.5
TRANSPORTATION	8,604	17.0
Vehicle purchases (net outlay)	2,755	5.5
Gasoline and motor oil	2,715	5.4
Other vehicle expenses	2,621	5.2
Public transportation	513	1.0
HEALTH CARE	2,976	5.9
<i>Health insurance</i>	1,653	3.3
<i>Medical services</i>	727	1.4
<i>Drugs</i>	482	1.0
<i>Medical supplies</i>	114	0.2
ENTERTAINMENT	2,835	5.6
<i>Fees and admissions</i>	616	1.2
<i>Television, radios, sound equipment</i>	1,036	2.1
<i>Pets, toys, and playground equipment</i>	704	1.4
<i>Other</i>	479	0.9
PERSONAL CARE PRODUCTS & SERVICES	616	1.2
READING	116	0.2
EDUCATION	1,046	2.1
TOBACCO PRODUCTS & SMOKING SUPPLIES	317	0.8
MISCELLANEOUS	840	1.7
CASH CONTRIBUTIONS	1,737	3.4
PERSONAL INSURANCE & PENSIONS	5,605	11.1
<i>Life and other personal insurance</i>	317	0.6
<i>Pensions and Social Security</i>	5,288	10.5

Source: Shares were calculated by the Selig Center for Economic Growth, based on data obtained from the U.S. Department of Labor, Bureau of Labor Statistics, Consumer Expenditure Survey, 2008.

Table 39

**U.S. Average Annual Spending and Item Share for
Black and Non- Black Consumers, 2008**

Item	Black Consumers		Non-Black Consumers		Difference in Share of Total (percentage points)
	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)	
TOTAL ANNUAL EXPENDITURES	36,721	100.0	52,397	100.0	0.0
FOOD AT HOME	2,825	7.7	3,868	7.4	0.3
FOOD AWAY FROM HOME	1,768	4.8	2,824	5.4	-0.6
ALCOHOLIC BEVERAGES	205	0.6	476	0.9	-0.4
HOUSING	13,770	37.5	17,574	33.5	4.0
Shelter	7,985	21.7	10,491	20.0	1.7
Utilities, fuels, and public services	3,598	9.8	3,656	7.0	2.8
<i>Natural gas</i>	533	1.5	531	1.0	0.4
<i>Electricity</i>	1,439	3.9	1,341	2.6	1.4
<i>Fuel oil and other fuels</i>	58	0.2	211	0.4	-0.2
<i>Telephone services</i>	1,168	3.2	1,121	2.1	1.0
<i>Water and other public services</i>	400	1.1	452	0.9	0.2
Household operations	610	1.7	1,052	2.0	-0.3
Housekeeping supplies	461	1.3	680	1.3	-0.0
Household furnishings and equipment	1,116	3.0	1,694	3.2	-0.2
<i>Household textiles</i>	116	0.3	128	0.2	0.1
<i>Furniture</i>	339	0.9	394	0.8	0.2
<i>Floor coverings</i>	21	0.1	48	0.1	-0.0
<i>Major appliances</i>	121	0.3	216	0.4	-0.1
<i>Small appliances & misc. housewares</i>	61	0.2	120	0.2	-0.1
<i>Miscellaneous household equipment</i>	458	1.2	789	1.5	-0.3
APPAREL & SERVICES	1,983	5.4	1,776	3.4	2.0
<i>Men and boys</i>	413	1.1	429	0.8	0.3
<i>Women and girls</i>	778	2.1	710	1.4	0.8
<i>Children under 2</i>	100	0.3	92	0.2	0.1
<i>Footwear</i>	478	1.3	292	0.6	0.7
<i>Other apparel products and services</i>	214	0.6	253	0.5	0.1
TRANSPORTATION	6,520	17.8	8,895	17.0	0.8
Vehicle purchases (net outlay)	1,969	5.4	2,865	5.5	-0.1
Gasoline and motor oil	2,257	6.1	2,779	5.3	0.8
Other vehicle expenses	2,033	5.5	2,703	5.2	0.4
Public transportation	261	0.7	548	1.0	-0.3
HEALTH CARE	1,595	4.3	3,169	6.0	-1.7
<i>Health insurance</i>	1,015	2.8	1,743	3.3	-0.6
<i>Medical services</i>	292	0.8	787	1.5	-0.7
<i>Drugs</i>	252	0.7	514	1.0	-0.3
<i>Medical supplies</i>	36	0.1	124	0.2	-0.1
ENTERTAINMENT	1,478	4.0	3,022	5.8	-1.7
<i>Fees and admissions</i>	210	0.6	672	1.3	-0.7
<i>Television, radios, sound equipment</i>	894	2.4	1,056	2.0	0.4
<i>Pets, toys, and playground equipment</i>	242	0.7	767	1.5	-0.8
<i>Other</i>	133	0.4	527	1.0	-0.6
PERSONAL CARE PRODUCTS & SERVICES	528	1.4	628	1.2	0.2
READING	47	0.1	126	0.2	-0.1
EDUCATION	508	1.4	1,121	2.1	-0.8
TOBACCO PRODUCTS & SMOKING SUPPLIES	223	0.6	330	0.6	-0.0
MISCELLANEOUS	565	1.5	878	1.7	-0.1
CASH CONTRIBUTIONS	1,171	3.2	1,816	3.5	-0.3
PERSONAL INSURANCE & PENSIONS	3,532	9.6	5,895	11.3	-1.6
<i>Life and other personal insurance</i>	254	0.7	326	0.6	0.1
<i>Pensions and Social Security</i>	3,278	8.9	5,570	10.6	-1.7

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, 2008.

Table 40

**U.S. Average Annual Spending and Item Share for
Asian and All Consumers, 2008**

Item	Asian Consumers		All Consumers		Difference in Share of Total (percentage points)
	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)	
TOTAL ANNUAL EXPENDITURES	55,430	100.0	50,486	100.0	0.0
FOOD AT HOME	3,943	7.1	3,744	7.4	-0.3
FOOD AWAY FROM HOME	3,147	5.7	2,698	5.3	0.3
ALCOHOLIC BEVERAGES	300	0.5	444	0.9	-0.3
HOUSING	20,138	36.3	17,109	33.9	2.4
Shelter	13,703	24.7	10,183	20.2	4.6
Utilities, fuels, and public services	3,275	5.9	3,649	7.2	-1.3
<i>Natural gas</i>	536	1.0	531	1.1	-0.1
<i>Electricity</i>	1,119	2.0	1,353	2.7	-0.7
<i>Fuel oil and other fuels</i>	55	0.1	192	0.4	-0.3
<i>Telephone services</i>	1,118	2.0	1,127	2.2	-0.2
<i>Water and other public services</i>	447	0.8	446	0.9	-0.1
Household operations	931	1.7	998	2.0	-0.3
Housekeeping supplies	494	0.9	654	1.3	-0.4
Household furnishings and equipment	1,735	3.1	1,624	3.2	-0.1
<i>Household textiles</i>	107	0.2	126	0.2	-0.1
<i>Furniture</i>	393	0.7	388	0.8	-0.1
<i>Floor coverings</i>	14	0.0	45	0.1	-0.1
<i>Major appliances</i>	225	0.4	204	0.4	0.0
<i>Small appliances & misc. housewares</i>	129	0.2	113	0.2	0.0
<i>Miscellaneous household equipment</i>	866	1.6	749	1.5	0.1
APPAREL & SERVICES	1,997	3.6	1,801	3.6	0.0
<i>Men and boys</i>	513	0.9	427	0.8	0.1
<i>Women and girls</i>	828	1.5	718	1.4	0.1
<i>Children under 2</i>	67	0.1	93	0.2	-0.1
<i>Footwear</i>	313	0.6	314	0.6	-0.1
<i>Other apparel products and services</i>	277	0.5	248	0.5	0.0
TRANSPORTATION	9,049	16.3	8,604	17.0	-0.7
Vehicle purchases (net outlay)	2,414	4.4	2,755	5.5	-1.1
Gasoline and motor oil	2,539	4.6	2,715	5.4	-0.8
Other vehicle expenses	2,815	5.1	2,621	5.2	-0.1
Public transportation	1,280	2.3	513	1.0	1.3
HEALTH CARE	2,233	4.0	2,976	5.9	-1.9
<i>Health insurance</i>	1,425	2.6	1,653	3.3	-0.7
<i>Medical services</i>	412	0.7	727	1.4	-0.7
<i>Drugs</i>	298	0.5	482	1.0	-0.4
<i>Medical supplies</i>	97	0.2	114	0.2	-0.1
ENTERTAINMENT	3,447	6.2	2,835	5.6	0.6
<i>Fees and admissions</i>	680	1.2	616	1.2	0.0
<i>Television, radios, sound equipment</i>	863	1.6	1,036	2.1	-0.5
<i>Pets, toys, and playground equipment</i>	1,709	3.1	704	1.4	1.7
<i>Other</i>	195	0.4	479	0.9	-0.6
PERSONAL CARE PRODUCTS & SERVICES	584	1.1	616	1.2	-0.2
READING	90	0.2	116	0.2	-0.1
EDUCATION	1,676	3.0	1,046	2.1	1.0
TOBACCO PRODUCTS & SMOKING SUPPLIES	166	0.3	317	0.6	-0.3
MISCELLANEOUS	736	1.3	840	1.7	-0.3
CASH CONTRIBUTIONS	1,165	2.1	1,737	3.4	-1.3
PERSONAL INSURANCE & PENSIONS	6,760	12.2	5,605	11.1	1.1
<i>Life and other personal insurance</i>	332	0.6	317	0.6	-0.0
<i>Pensions and Social Security</i>	6,428	11.6	5,288	10.5	1.1

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, 2008.

Table 41

**U.S. Average Annual Spending and Item Share for
Hispanic and Non-Hispanic Consumers, 2008**

Item	Hispanic Consumers		Non-Hispanic Consumers		Difference in Share of Total (percentage points)
	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)	Average Spending Per Consumer Unit (dollars)	Share of Total (percent)	
TOTAL ANNUAL EXPENDITURES	43,052	100.0	51,457	100.0	0.0
FOOD AT HOME	4,039	9.4	3,707	7.2	2.2
FOOD AWAY FROM HOME	2,556	5.9	2,716	5.3	0.7
ALCOHOLIC BEVERAGES	297	0.7	463	0.9	-0.2
HOUSING	15,582	36.2	17,307	33.6	2.6
Shelter	9,688	22.5	10,248	19.9	2.6
Utilities, fuels, and public services	3,457	8.0	3,674	7.1	0.9
<i>Natural gas</i>	424	1.0	545	1.1	-0.1
<i>Electricity</i>	1,305	3.0	1,360	2.6	0.4
<i>Fuel oil and other fuels</i>	51	0.1	210	0.4	-0.3
<i>Telephone services</i>	1,231	2.9	1,113	2.2	0.7
<i>Water and other public services</i>	446	1.0	446	0.9	0.2
Household operations	797	1.9	1,024	2.0	-0.1
Housekeeping supplies	542	1.3	669	1.3	-0.0
Household furnishings and equipment	1,098	2.6	1,692	3.3	-0.7
<i>Household textiles</i>	93	0.2	131	0.3	-0.0
<i>Furniture</i>	266	0.6	404	0.8	-0.2
<i>Floor coverings</i>	15	0.0	48	0.1	-0.1
<i>Major appliances</i>	164	0.4	209	0.4	-0.0
<i>Small appliances & misc. housewares</i>	91	0.2	116	0.2	-0.0
<i>Miscellaneous household equipment</i>	468	1.1	785	1.5	-0.4
APPAREL & SERVICES	2,119	4.9	1,760	3.4	1.5
<i>Men and boys</i>	468	1.1	422	0.8	0.3
<i>Women and girls</i>	878	2.0	698	1.4	0.7
<i>Children under 2</i>	146	0.3	86	0.2	0.2
<i>Footwear</i>	395	0.9	304	0.6	0.3
<i>Other apparel products and services</i>	231	0.5	251	0.5	0.0
TRANSPORTATION	7,986	18.5	8,684	16.9	1.7
Vehicle purchases (net outlay)	2,554	5.9	2,781	5.4	0.5
Gasoline and motor oil	2,717	6.3	2,715	5.3	1.0
Other vehicle expenses	2,335	5.4	2,658	5.2	0.3
Public transportation	380	0.9	530	1.0	-0.1
HEALTH CARE	1,571	3.6	3,160	6.1	-2.5
<i>Health insurance</i>	816	1.9	1,763	3.4	-1.5
<i>Medical services</i>	407	0.9	768	1.5	-0.5
<i>Drugs</i>	274	0.6	509	1.0	-0.4
<i>Medical supplies</i>	75	0.2	119	0.2	-0.1
ENTERTAINMENT	1,787	4.2	2,971	5.8	-1.6
<i>Fees and admissions</i>	364	0.8	648	1.3	-0.4
<i>Television, radios, sound equipment</i>	851	2.0	1,060	2.1	-0.1
<i>Pets, toys, and playground equipment</i>	380	0.9	745	1.4	-0.6
<i>Other</i>	192	0.4	517	1.0	-0.6
PERSONAL CARE PRODUCTS & SERVICES	545	1.3	625	1.2	0.1
READING	38	0.1	126	0.2	-0.2
EDUCATION	669	1.6	1,095	2.1	-0.6
TOBACCO PRODUCTS & SMOKING SUPPLIES	143	0.3	339	0.7	-0.3
MISCELLANEOUS	586	1.4	873	1.7	-0.3
CASH CONTRIBUTIONS	1,010	2.3	1,832	3.6	-1.2
PERSONAL INSURANCE & PENSIONS	4,124	9.8	5,799	11.3	-1.7
<i>Life and other personal insurance</i>	116	0.3	343	0.7	-0.4
<i>Pensions and Social Security</i>	4,007	9.3	5,456	10.6	-1.3

Source: Shares were calculated by the Selig Center for Economic Growth, based on data obtained from the U.S. Department of Labor, Bureau of Labor Statistics, Consumer Expenditure Survey, 2008.



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