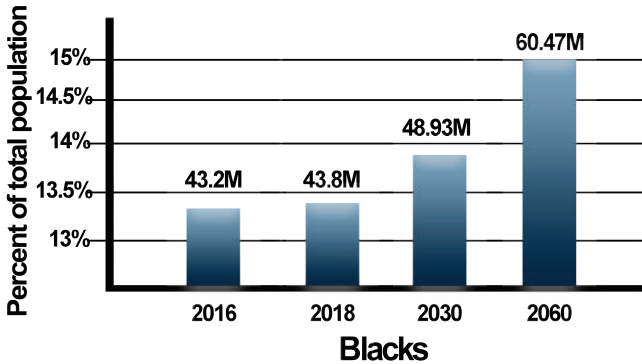
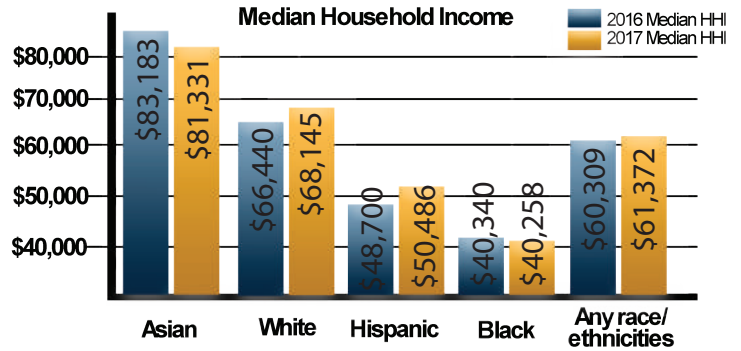


Facts & Figures

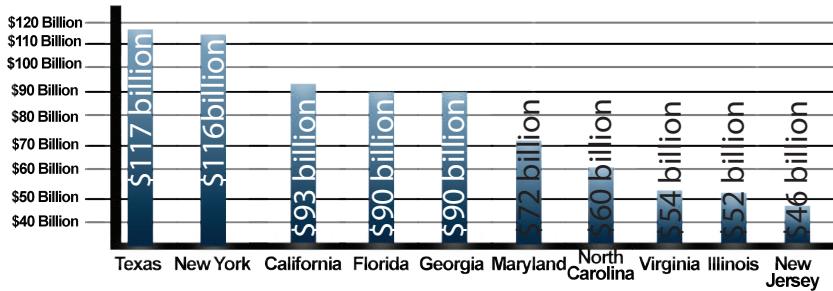
DEMOGRAPHICS



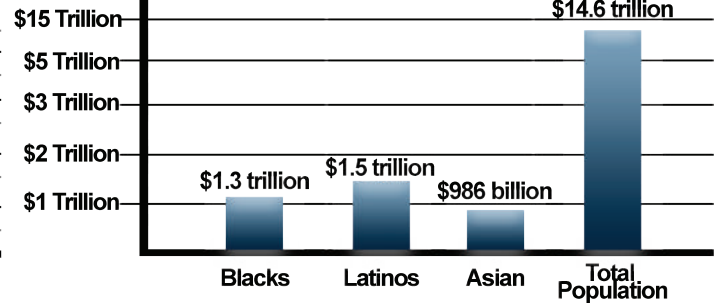
FINANCES



10 States With the Largest African-American Consumer Markets in 2017



Buying Power (2017)



Where are Black Americans spending more?

- Natural gas
- Electricity
- Shoes
- Phone services

Where are Black Americans spending less?

- New cars
- Furniture
- Health care
- Education
- Pensions

BUSINESS

Blacks in Executive/Senior-Level Management

DiversityInc Top 10: 9%
U.S. (EEOC): 3.2%

Blacks on Boards of Directors

DiversityInc Top 10: 10.8%
Fortune 500: 8.6%

EDUCATION

