



DIVERSITY **in America**

A portrait of our melting pot, with
projections for the black,
Hispanic, Asian, white and
Native American populations
to the year 2007.

PLUS: A look at the income
and buying power for
racial and ethnic groups.

By Alison Stein Wellner



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A more multicultural America offers riches to marketers who understand how to connect with diverse consumers.
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Our True COLORS

The **multicultural market** is fast becoming a multibillion dollar marketplace.

By **Alison Stein Wellner**
Maps by John Fetto

By 2007, Hispanics will wield more than \$900 billion in spending power, an increase of 315 percent since 1990. By that same year, African Americans' spending will top the \$850 billion mark, and Asians' spending power will have soared 287 percent since 1990, to \$455 billion—far outpacing total U.S. growth in buying power, according to projections from the Selig Center for Economic Growth at the University of Georgia.

For companies that want a share of these billions, it's important to get to know each segment of the multicultural marketplace. Where can you find these consumers? Who are they demographically? How much do they spend? How much do they earn?

This report will answer those questions and more. In the pages that follow, you'll find a comprehensive primer on the latest information available for blacks, Hispanics, Asians, Native Americans and multiracials. (To put all this into context, we've also included a section on tomorrow's racial minority: whites.) We pored over and analyzed reams of data from Census 2000, and updated that information with projections

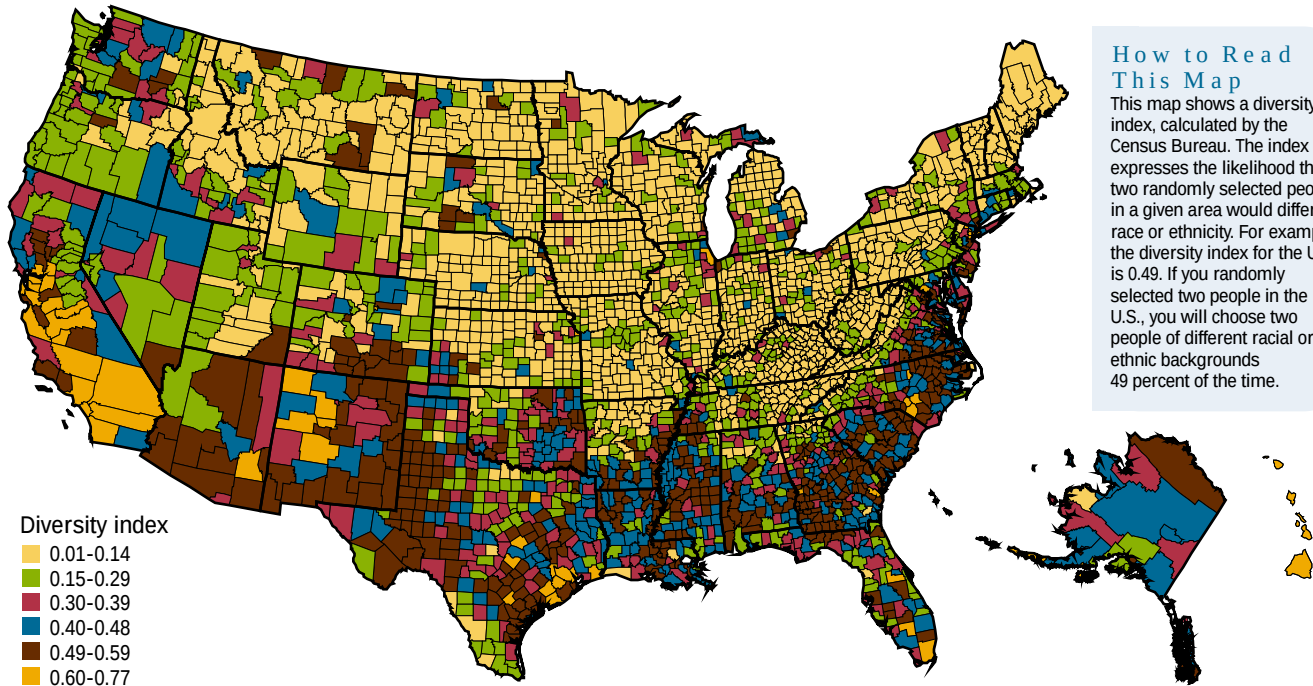
for 2002 through 2007, with the help of MapInfo Corporation, a research firm in Troy, N.Y. Because the Census doesn't include information on spending, we tracked down data from the Bureau of Labor Statistics' 2000 Consumer Expenditure Survey (CES). And because the economy has changed dramatically since 2000, we included just-released income stats from the 2001 Current Population Survey (CPS). We also present the first data of its kind in a decade on Native American household income and educational attainment, and the first stats on these subjects in history for the multiracial market—both courtesy of just-released Census 2000 statistics. (Multiracials were not counted as a separate category prior to Census 2000.)

Because each of these surveys defines race in idiosyncratic ways, each offers slightly different categories of racial or ethnic data. For example, in Census 2000, Asians are defined as people who have roots in Asian countries, like China or Japan. In the CPS, the definition is broader and includes people who are from Pacific islands, like Guam or Samoa. The CES doesn't offer separate information on Asians, but includes them in its "white and other" category. We've tried to provide facts from each survey that are consistent with the others.

In the following pages you'll find the most up-to-date and complete demographic portrait of each group that's available today—which is, after all, the foundation of a nuanced multicultural marketing strategy.

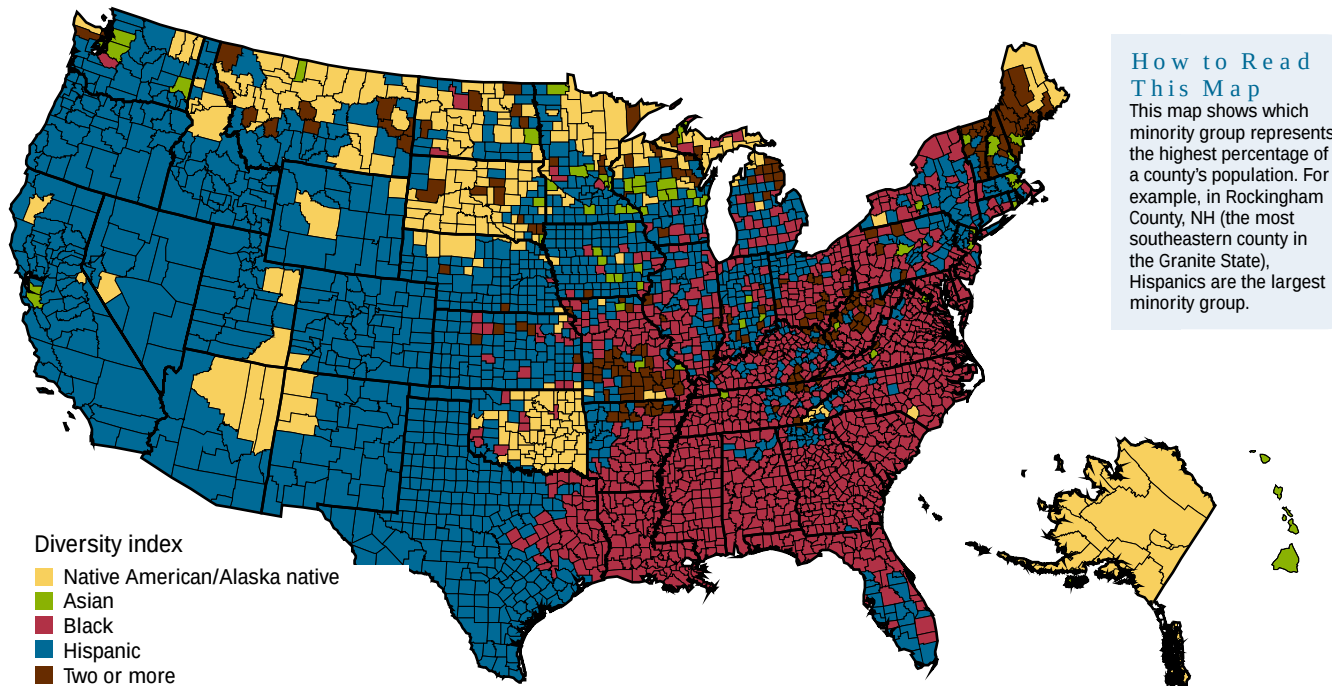
Look Who's Coming Over

Across a wide swath of the interior Northeast and Midwest, it's likely that a person's neighbors will identify with the same racial or ethnic group. However, on the coasts, particularly in the South and West, counties are far more likely to include a mix of residents with different racial or ethnic identities.



The Melting Pot Coagulates

In this map, which excludes whites, every county in the U.S. is dominated by one racial or ethnic group. Hispanics are the largest minority group in the western half of the country, but African Americans dominate in the Southeast and Midwest. The Native American population is clustered in the "four corners" region, where Arizona, New Mexico, Colorado and Utah meet, as well as in Oklahoma and several Northern Plains states.

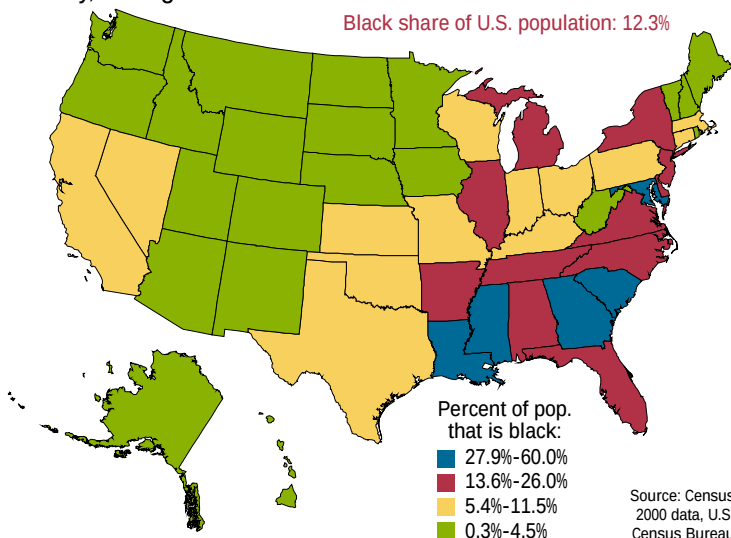




POPULATION

Southern Exposure

The states with the largest share of African Americans are south of the Mason-Dixon line, while other population centers include states in the Northeast and Midwest: New York, New Jersey, Michigan and Illinois.



Lone Star Surprise?

Over the next five years, the black population will grow in places where it has been concentrated for decades: Atlanta, Washington, D.C., Philadelphia and Detroit. Texas will also see rapid growth in the black population: In Dallas, the number of blacks is expected to increase by nearly 100,000 people.

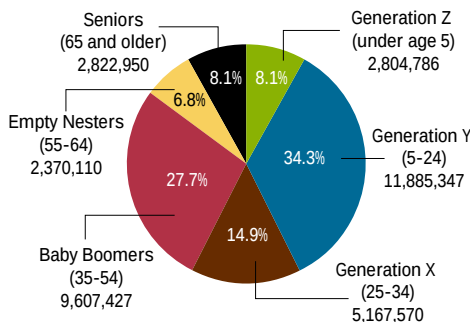
METRO	BLACK POP* 2002	BLACK POP* 2007	GROWTH 2002-2007
1 Atlanta, GA	1,265,077	1,483,542	218,465
2 Washington, DC-MD-VA-WV	1,319,069	1,486,776	167,707
3 New York, NY	2,303,375	2,462,562	159,187
4 Chicago, IL	1,577,055	1,714,859	137,804
5 Houston, TX	762,008	884,941	122,933
6 Los Angeles-Long Beach, CA	940,889	1,042,863	101,974
7 Dallas, TX	552,713	648,104	95,391
8 Fort Lauderdale, FL	356,058	444,350	88,292
9 Philadelphia, PA-NJ	1,036,058	1,120,986	84,928
10 Detroit, MI	1,027,098	1,103,203	76,105

*Black or African American alone.

Source: MapInfo projections

Young Tilt

Four in 10 blacks are under age 24. In fact, it's Gen Ys, not Baby Boomers, that make up the largest share of the black population. Those ages 5 to 24 make up more than one-third of all African Americans.



Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

The Old Neighborhood

Metros in the South—and traditional black metros like New York, Philadelphia and Chicago—are still black population centers.

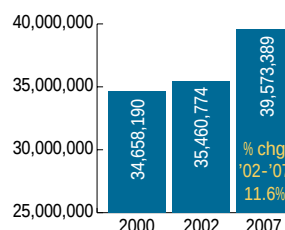
METRO	TOTAL POP.	BLACK, PERCENT
Memphis, TN-AR-MS MSA	1,135,614	43.4%
New Orleans, LA MSA	1,337,726	37.5%
Norfolk-Virginia Beach-Newport News, VA-NC MSA	1,569,541	30.9%
Atlanta, GA MSA	4,112,198	28.9%
Baltimore, MD PMSA	2,552,994	27.4%
Washington-Baltimore, DC-MD-VA-WV CMSA	7,608,070	26.2%
Washington, DC-MD-VA-WV PMSA	4,923,153	26.0%
New York, NY PMSA	9,314,235	24.6%
Detroit, MI PMSA	4,441,551	22.9%
Raleigh-Durham-Chapel Hill, NC MSA	1,187,941	22.7%
Newark, NJ PMSA	2,032,989	22.3%
Jacksonville, FL MSA	1,100,491	21.7%
Detroit-Ann Arbor-Flint, MI CMSA	5,456,428	21.1%
Fort Lauderdale, FL PMSA	1,623,018	20.5%
Charlotte-Gastonia-Rock Hill, NC-SC MSA	1,499,293	20.5%
Miami-Fort Lauderdale, FL CMSA	3,876,380	20.4%
Miami, FL PMSA	2,253,362	20.3%
Greensboro-Winston Salem-High Point, NC MSA	1,251,509	20.2%
Philadelphia, PA-NJ PMSA	5,100,931	20.1%
Philadelphia-Atlantic City-Wilmington, PA-NJ-DE-MD CMSA	6,188,463	19.6%
Chicago, IL PMSA	8,272,768	18.9%
Chicago-Gary-Kenosha, IL-IN-WI CMSA	9,157,540	18.6%
Cleveland-Lorain-Elyria, OH PMSA	2,250,871	18.5%
St. Louis, MO-IL MSA	2,603,607	18.3%
Houston, TX PMSA	4,177,646	17.5%
New York-Long Island-Northern New Jersey, NY-NJ-CT-PA CMSA	21,199,865	17.2%
Houston-Galveston-Brazoria, TX CMSA	4,669,571	16.9%
Cleveland-Akron, OH CMSA	2,945,831	16.8%
Milwaukee-Waukesha, WI PMSA	1,500,741	15.7%
Nashville, TN MSA	1,231,311	15.6%
Dallas, TX PMSA	3,519,176	15.1%
Milwaukee-Racine, WI CMSA	1,689,572	15.1%
Orlando, FL MSA	1,644,561	13.9%
Indianapolis, IN MSA	1,607,486	13.9%
Louisville, KY-IN MSA	1,025,598	13.9%
Dallas-Fort Worth, TX CMSA	5,221,801	13.8%
West Palm Beach-Boca Raton, FL MSA	1,131,184	13.8%
Columbus, OH MSA	1,540,157	13.4%
Cincinnati, OH-KY-IN PMSA	1,646,395	13.0%
Kansas City, MO-KS MSA	1,776,062	12.8%
Oakland, CA PMSA	2,392,557	12.7%

Note: Analysis includes metros whose population is 1 million or more. Data is shown for metros whose share of blacks is higher than the national average.

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

Strength in Numbers

The black population is projected to grow faster than the white population over the next five years, at a rate that falls between that for Asians and Hispanics.



Sources: MapInfo projections; Census 2000 data, U.S. Census Bureau

\$ SPENDING & INCOME

Good Looks, Good Food

For the average African American household, there are two clear priorities in the budget: buying food to eat with the family at home, and buying clothes to look really, really good. Although black households have a smaller budget to spend than whites, they devote a larger proportion of their budgets than average to food and to items that enhance personal appearance. For example, black households devote 75 percent more than average of their budget to pork and poultry, and well above average to other foodstuffs, like eggs, cereal and cereal products, and fresh milk and cream. Black households also devote a larger-than-average proportion of their budgets to clothing for their children, but black adults also spend big to look good: Black men spend more on their clothing than men of other racial and ethnic groups, and black households spend 11 percent more than average on personal services, such as manicures or hair styling, and 47 percent more than average on personal care products.

African Americans are able to spend big on food and personal appearance because they're spending less on the line items that come from homeownership. They spend 24 percent less than average on household furnishings and equipment, for example, and 33 percent less than average on household textiles. Blacks are also spending less of their budgets than average on transportation, because many of them live in cities that have public transportation systems.

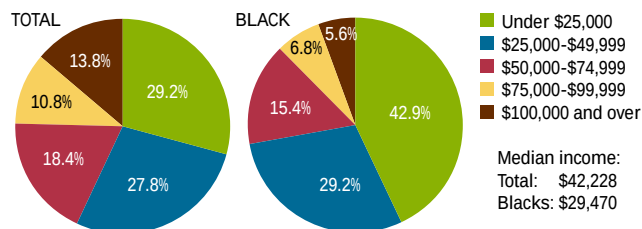
CATEGORY	OVER INDEX	CATEGORY	UNDER INDEX
Eggs	200	Household furnishings and equipment	76
Rented dwelling	191	Reading materials	75
Pork	175	Cars and trucks, new	74
Poultry	175	Entertainment	73
Fish and seafood	167	Drugs	73
Apparel, boys, ages 2 to 15	167	Health care	72
Apparel, girls, ages 2 to 15	167	Alcoholic beverages	70
Meats, poultry, fish and eggs	152	Miscellaneous household equipment	68
Telephone services	152	Fuel oil and other fuels	67
Cereals and cereal products	150	Other household products	67
Processed vegetables	150	Postage and stationery	67
Fats and oils	150	Household textiles	67
Natural gas	150	Other household expenses	67
Apparel, children under age 2	150	Pets, toys and playground equipment	67
Personal care products and services	147	Miscellaneous expenses	64
Footwear	144	Other lodging	62
Utilities, fuels and public services	140	Housewares	50
Electricity	138	Medical services	47
Beef	133	Fees and admissions	43
Other meats	133	Other entertainment supplies, equipment and services	40
Fresh milk and cream	133	Medical supplies	33
Processed fruits	133		
Laundry and cleaning supplies	133		
Life and other personal insurance	130		
Other apparel products and services	129		
Fresh fruits	125		
Fresh vegetables	125		
Television, radios and sound equipment	125		
Apparel and services	122		
Food at home	122		
Cereals and bakery products	117		
Apparel, men and boys, ages 16+	117		
Vehicle insurance	115		
Fruits and vegetables, all kinds	114		
Water and other public services	113		
Tobacco products and smoking supplies	113		
Personal services	111		
Vehicle finance charges	111		
Apparel, women and girls, ages 16+	111		

Sources: MapInfo; American Demographics analysis of 2000 Consumer Expenditure Survey, Bureau of Labor Statistics

How to read this chart: These numbers represent an index of spending in a given category, compared with the average household. Average equals 100. For example, black households allocate 100 percent more of their budget to spending for eggs, compared with the average household, but 25 percent less than average to reading materials.

The Growing Middle Class

African American households earn less than the average, and are overrepresented among the lowest income groups. However, the share of black households that earn between \$25,000 and \$74,999 (44.6 percent) is larger than the share that earn less than \$25,000 (42.9 percent).



Source: American Demographics analysis of 2001 Current Population Survey data, U.S. Census Bureau



EDUCATION

Uplifting Education?

Blacks lag behind the U.S. average in academic attainment: Just over 950,000 African Americans hold advanced degrees. However, over the past decades, African American educational attainment has improved markedly, so it is likely that this trend will change.

EDUCATION LEVEL (AGE 25+)	POPULATION, U.S.	PERCENT
TOTAL	182,211,639	100.0%
Less than HS graduate	35,715,625	19.6%
HS graduate (includes equivalency)	52,168,981	28.6%
Some college, no degree	38,351,595	21.0%
Associate's degree	11,512,833	6.3%
Bachelor's degree	28,317,792	15.5%
Graduate or professional degree	16,144,813	8.9%

EDUCATION LEVEL (AGE 25+)	POPULATION, BLACKS ALONE	PERCENT
TOTAL	19,858,095	100.0%
Less than HS graduate	5,507,694	27.7%
HS graduate (includes equivalency)	5,909,783	29.8%
Some college, no degree	4,464,348	22.5%
Associate's degree	1,145,001	5.8%
Bachelor's degree	1,877,471	9.5%
Graduate or professional degree	953,798	4.8%

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau



HOUSEHOLD TYPE

Living Single, With Kids

African Americans are less likely to live in a married-couple household than the general population. Less than one-third (31 percent) of blacks are in such households, compared with 52 percent of the population as a whole. Black women are far more likely to be single parents compared to the population as a whole. Some 19 percent of black house-holds consist of an unmarried woman with children under 18 present, compared with 7 percent of the general population.

HOUSEHOLD TYPE	POP., U.S.	PERCENT
TOTAL	105,480,101	100%
One-person household	27,230,075	26%
Two-or-more-person household	78,250,026	74%
Married-couple family	54,493,232	52%
With own children under 18	24,835,505	24%
Single woman with own children under 18	7,561,874	7%

HOUSEHOLD TYPE	POPULATION, BLACK ALONE	PERCENT
TOTAL	12,055,082	100%
One-person household	3,260,813	27%
Two-or-more-person household	8,794,269	73%
Married-couple family	3,775,069	31%
With own children under 18	1,926,734	16%
Single woman with own children under 18	2,325,407	19%

Note: Selected household types are not mutually exclusive. Percentages add to more than 100.

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

What Do We Mean by "Black"?

FOR TABLES WITH CENSUS 2000 AS THE ORIGINAL DATA SOURCE:

The Census Bureau defines "black" as people who have origins in any of the black racial groups of Africa. It includes people who indicated their race or races as "black, African American or Negro," or wrote in entries such as African American, Afro American, Nigerian or Haitian. It also includes some people of Hispanic origin, who can be of any race.

For the first time in 2000, the bureau allowed people to identify with more than one race. The vast majority of the population (98 percent) did not take advantage of this opportunity, and identified with just one race. Therefore, this report includes people who selected "black alone" on their Census forms.

Since there's more than one way to define "black" using Census 2000 data, here's how the definitions stack up with the numbers:

Black alone, non-Hispanic	33,947,837
Percent of total U.S. population	12.1%
Black alone*	34,658,190
Percent of total U.S. population	12.3%
Black, alone or in combination with other races	36,419,434
Percent of total U.S. population	12.9%

*This is the definition used in this report.

FOR TABLES WITH THE BUREAU OF LABOR STATISTICS AS THE ORIGINAL DATA SOURCE:

The data from the Bureau of Labor Statistics used in this report is from the 2000 Consumer Expenditure Survey. In this case, race refers to the racial identity of the "reference" person, or the head of the household. The "black" category in this report also includes some people of Hispanic origin, who can be of any race.

FOR TABLES WITH THE CURRENT POPULATION SURVEY AS THE ORIGINAL DATA SOURCE:

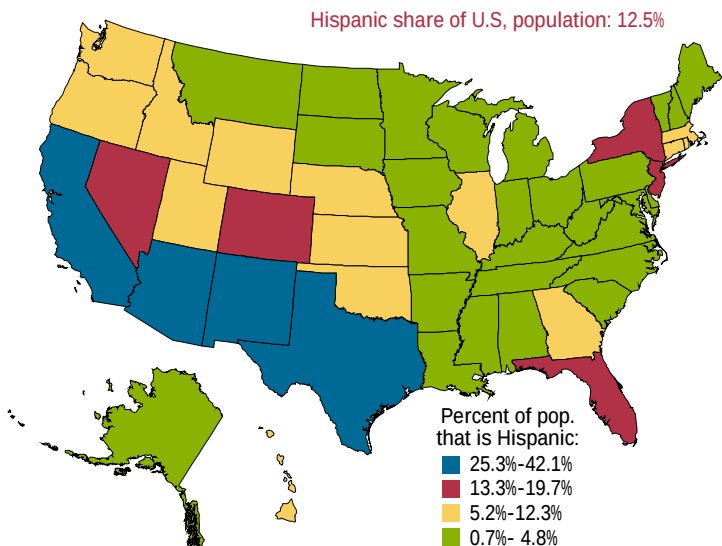
The Current Population Survey, an annual sample-based survey conducted by the Census Bureau, offers two categories for blacks: "black" and "black, non-Hispanic." For consistency with Census 2000 numbers, this report uses data for the "black" category, which therefore includes some people of Hispanic origin. Current Population Survey data for non-Hispanic blacks is available on the Census Bureau's Web site, www.census.gov.



POPULATION

Latino Locales

Just nine states are home to a higher-than-average share of Latinos. Some of these states are close to the Mexico-United States border (New Mexico, California, Texas and Arizona, for example), while others are noted for their large, diverse populations (Florida, New York and New Jersey).



Deeper Roots

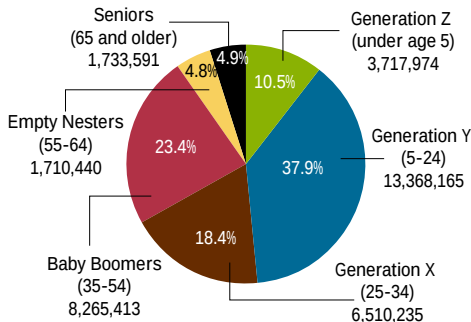
The bulk of the Hispanic population is expected to continue growing over the next five years and to remain in current Hispanic hot zones, like Los Angeles, Phoenix, Houston, Dallas and Las Vegas.

METRO	HISP. POP., 2002	HISP. POP., 2007	GROWTH, 2002-2007
1 Los Angeles-Long Beach, CA	4,463,467	4,788,846	325,379
2 Riverside-San Bernardino, CA	1,351,618	1,600,577	248,959
3 Phoenix-Mesa, AZ	917,790	1,108,291	190,501
4 Houston, TX	1,354,676	1,516,187	161,511
5 Dallas, TX	882,833	1,018,602	135,769
6 Las Vegas, NV-AZ	377,974	503,691	125,717
7 Chicago, IL	1,488,237	1,610,985	122,748
8 Orange County, CA	936,427	1,054,640	118,213
9 San Diego, CA	803,976	900,840	96,864
10 McAllen-Edinburg-Mission, TX	547,860	628,464	80,604

Source: MapInfo projections

Youth Power

Unlike the nation as a whole, Boomers do not make up the largest share of the Hispanic population. Hispanic Boomers are dwarfed by Hispanic Gen Ys (38 percent of the population).



Hispanic Home Turf

Although Mexicans are the nation's largest Hispanic group, it's Cuban Miami that's home to the largest share of Hispanic Americans. The Mexican American influence is felt more in large metros in California and Texas.

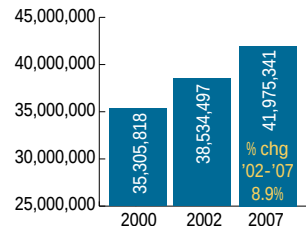
METRO	TOTAL POP.	HISPANIC, PERCENT
Miami, FL PMSA	2,253,362	57.3%
San Antonio, TX MSA	1,592,383	51.2%
Los Angeles-Long Beach, CA PMSA	9,519,338	44.6%
Los Angeles-Riverside-Orange County, CA CMSA	16,373,645	40.3%
Miami-Fort Lauderdale, FL CMSA	3,876,380	40.3%
Riverside-San Bernardino, CA PMSA	3,254,821	37.8%
Orange County, CA PMSA	2,846,289	30.8%
Houston, TX PMSA	4,177,646	29.9%
Houston-Galveston-Brazoria, TX CMSA	4,669,571	28.9%
San Diego, CA MSA	2,813,833	26.7%
Austin-San Marcos, TX MSA	1,249,763	26.2%
New York, NY PMSA	9,314,235	25.1%
Phoenix-Mesa, AZ MSA	3,251,876	25.1%
San Jose, CA PMSA	1,682,585	24.0%
Dallas, TX PMSA	3,519,176	23.0%
Dallas-Fort Worth, TX CMSA	5,221,801	21.5%
Las Vegas, NV-AZ MSA	1,563,282	20.6%
San Francisco-Oakland-San Jose, CA CMSA	7,039,362	19.7%
Denver, CO PMSA	2,109,282	18.8%
Denver-Boulder-Greeley, CO CMSA	2,581,506	18.5%
Oakland, CA PMSA	2,392,557	18.5%
New York-Long Island-Northern New Jersey, NY-NJ-CT-PA CMSA	21,199,865	18.2%
Fort Worth-Arlington, TX PMSA	1,702,625	18.2%
Bergen-Passaic, NJ PMSA	1,373,167	17.3%
Chicago, IL PMSA	8,272,768	17.1%
San Francisco, CA PMSA	1,731,183	16.8%
Fort Lauderdale, FL PMSA	1,623,018	16.7%
Orlando, FL MSA	1,644,561	16.5%
Chicago-Gary-Kenosha, IL-IN-WI CMSA	9,157,540	16.4%
Sacramento-Yolo, CA CMSA	1,796,857	15.5%
Sacramento, CA PMSA	1,628,197	14.4%
Newark, NJ PMSA	2,032,989	13.3%

Note: Analysis includes metros whose population is 1 million or more. Data is shown for metros whose share of Hispanics is higher than the national average.

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

Population Prospects

The Hispanic population posted eyebrow-raising growth between 1990 and 2000, and it is expected to grow at a robust rate over the next five years. Between 2002 and 2007, the Hispanic population is expected to grow by nearly 9 percent, far faster than the white population but slower than both the African American and Asian populations.



Hispanic Heritage

The Latino population, heavily populated by recent immigrants, is segmented by region or country of origin, Mexicans, Puerto Ricans and Cubans are the largest Hispanic groups in the U.S. today, but fast-growing smaller groups include "New Latinos" from Central and Southern America as well as from the Dominican Republic.

COUNTRY OF ORIGIN	CENSUS 2000
Hispanic total	35,305,818
Mexican	20,640,711
Puerto Rican	3,406,178
Cuban	1,241,685
Dominican	764,945
Central American	1,686,937
Salvadoran	655,165
Guatemalan	372,487
Honduran	217,569
Nicaraguan	177,684
Other Central American	103,721
Panamanian	91,723
Costa Rican	68,588
South American	1,353,562
Colombian	470,684
Ecuadorean	260,559
Peruvian	233,926
Argentinean	100,864
Venezuelan	91,507
Chilean	68,849
Other South American	57,532
Bolivian	42,068
Uruguayan	18,804
Paraguayan	8,769
Other Hispanic	6,211,800

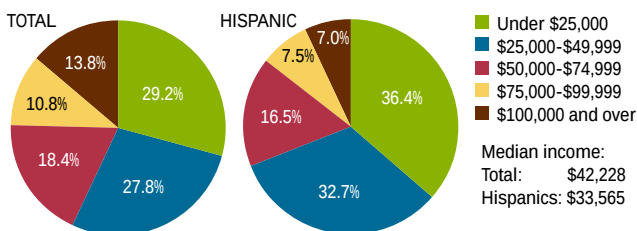
Source: Census 2000 data, U.S. Census Bureau



SPENDING & INCOME

Diversity in the Dough

Hispanic households brought in about \$9,000 less in income than the average U.S. household in 2001, and the largest share of Hispanic households, 36.4 percent, earned less than \$25,000. Despite this, a substantial share of Hispanics are solidly middle-class, with 31 percent earning \$50,000 a year or more.



Source: American Demographics analysis of 2001 Current Population Survey data, U.S. Census Bureau

Casa, Familia, Comida

The spending priorities of Hispanic consumers—one of the nation's fastest-growing demographic groups—are fast becoming the priorities of corporate America.

CATEGORY	OVER INDEX
Eggs	200
Apparel, children under 2	200
Rented dwelling	191
Footwear	178
Pork	175
Fresh fruits	175
Fresh vegetables	175
Beef	167
Fresh milk and cream	167
Laundry and cleaning supplies	167
Apparel, girls, ages 2 to 15	167
Meats, poultry, fish and eggs	152
Cereals and cereal products	150
Poultry	150
Processed vegetables	150
Fats and oils	150
Fruits and vegetables, all kinds	143
Furniture	140
Food at home	135
Cars and trucks, used	134
Other meats	133
Fish and seafood	133
Processed fruits	133
Apparel, boys, ages 2 to 15	133
Nonalcoholic beverages	129
Apparel and services	129
Cereals and bakery products	125
Men and boys	125
Dairy products	122
Apparel, men and boys, ages 16+	122
Other food at home	121
Food	121
Other dairy products	120
Telephone services	117
Other household products	117
Other apparel products and services	114
Personal care products and services	113
Bakery products	113

CATEGORY	UNDER INDEX
Owned dwelling	74
Entertainment	73
Medical services	73
Maintenance repairs, insurance and other expenses	73
Health care	70
Health insurance	69
Postage and stationery	67
Medical supplies	67
Property taxes	67
Other household expenses	67
Education	65
Cash contributions	65
Tobacco products and smoking supplies	63
Life and other personal insurance	60
Fees and admissions	57
Drugs	55
Other entertainment supplies, equipment and services	50
Reading materials	50
Other lodging	46

How to read this chart: These numbers represent an index of spending in a given category, compared with the average household. Average equals 100. For example, Hispanic households allocate 100 percent more of their budget to spending for eggs, compared with the average household, but 30 percent less than average for health care.

Sources: MapInfo; American Demographics analysis, 2000 Consumer Expenditure Survey, Bureau of Labor Statistics



EDUCATION

Education Gap

Hispanics' income lags behind the U.S. average, in no small part because their educational attainment is below the U.S. average. At every higher level of educational attainment, there is a smaller share of Hispanics compared with the nation as a whole. This is because many Latino immigrants arrived in the United States with less education, generally. This trend, however, may change as a largely immigrant population becomes a native population.

EDUCATION LEVEL (AGE 25+)	POPULATION, U.S.	PERCENT
TOTAL	182,211,639	100.0%
Less than HS graduate	35,715,625	19.6%
HS graduate (includes equivalency)	52,168,981	28.6%
Some college, no degree	38,351,595	21.0%
Associate's degree	11,512,833	6.3%
Bachelor's degree	28,317,792	15.5%
Graduate or professional degree	16,144,813	8.9%

EDUCATION LEVEL (AGE 25+)	POPULATION, HISPANIC	PERCENT
TOTAL	18,270,377	100.0%
Less than HS graduate	8,693,346	47.6%
HS graduate (includes equivalency)	4,038,959	22.1%
Some college, no degree	2,847,623	15.6%
Associate's degree	782,410	4.3%
Bachelor's degree	1,216,124	6.7%
Graduate or professional degree	691,915	3.8%

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau



HOUSEHOLD TYPE

Family Headquarters

Hispanics are more likely to live in traditional settings: Married-couple families make up a solid majority of Hispanic households, and a larger share than the population as a whole. Hispanic married couples are also far more likely than average to have children at home—36 percent, compared with 24 percent in the total U.S. population.

HOUSEHOLD TYPE	POP., U.S.	PERCENT
TOTAL	105,480,101	100%
One-person household	27,230,075	26%
Two-or-more-person household	78,250,026	74%
Married-couple family	54,493,232	52%
With own children under 18	24,835,505	24%
Single woman with own children under 18	7,561,874	7%

HOUSEHOLD TYPE	POPULATION, HISPANIC	PERCENT
TOTAL	9,222,402	100%
One-person household	1,283,466	14%
Two-or-more-person household	7,938,936	86%
Married-couple family	4,973,284	54%
With own children under 18	3,303,575	36%
Single woman with own children under 18	1,083,611	12%

Note: Selected household types are not mutually exclusive. Percentages add to more than 100.

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

What Do We Mean by "Hispanic"?

FOR TABLES WITH CENSUS 2000 AS THE ORIGINAL DATA SOURCE:

The Census Bureau defines Hispanics as people who indicate that they were born in a Hispanic country or area, or have a heritage tracing back to a Hispanic country or area. Hispanic countries or areas include Mexico, Puerto Rico, Cuba, Central America and South America.

Hispanics may be of any race. Nearly half of Hispanics (47.9 percent) identify themselves as "white alone." A slightly smaller share (42.2 percent) identify themselves as "some other race," which is a separate category in Census 2000 and is not included as a separate race group in this report. About 6 percent of Hispanics (6.3 percent) identify as "multiracial." Another 2 percent identify with "black alone" or "African American alone." The remaining 1.6 percent of Hispanics identify as "Native American alone," "Asian alone" or "Native Hawaiian and other Pacific Islander alone."

The data presented here does not include an additional 3.8 million Hispanics who live in the Commonwealth of Puerto Rico. It also does not include information on Hispanics from other outlying areas from which Census 2000 collects data: the U.S. Virgin Islands, Guam, American Samoa and the Commonwealth of the Northern Mariana Islands.

FOR TABLES WITH THE BUREAU OF LABOR STATISTICS AS THE ORIGINAL DATA SOURCE:

The data from the Bureau of Labor Statistics used in this report is from the 2000 Consumer Expenditure Survey. In this case, "Hispanic" refers to the ethnic identity of the "reference" person, or the head of the household. Hispanics may be of any race.

FOR TABLES WITH THE CURRENT POPULATION SURVEY AS THE ORIGINAL DATA SOURCE:

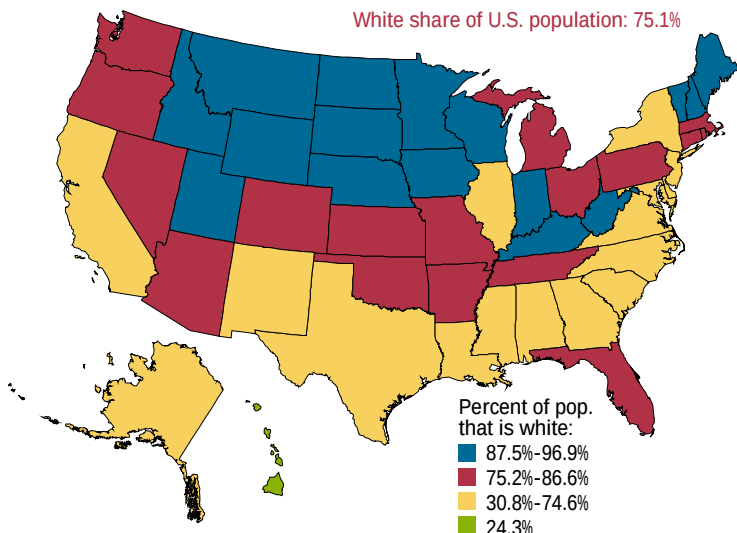
This annual sample-based survey conducted by the Census Bureau provides data for people who self-identify as Hispanic. This includes people who identify themselves as Mexican American, Chicano, Mexican, Mexicano, Puerto Rican, Cuban, Central American or South American, or other Hispanic. Hispanics may be of any race.



POPULATION

White Whereabouts

Three-quarters (75.1 percent) of the U.S. population identified as "white alone" on the 2000 Census, but Arizona and Nevada are the only states that have a nationally representative share of people who identify as "white alone." To find the largest white populations, think interior states like Montana and Wyoming.



Source: Census 2000 data, U.S. Census Bureau

Heat Makes the Market Grow

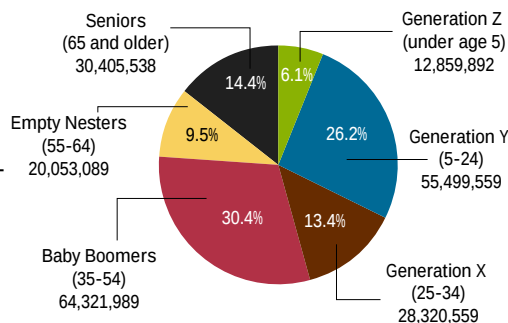
All but two of the fastest-growing white metros—Denver and Portland, Oregon—are in warmer climates.

METRO	WHITE POP. 2002	WHITE POP. 2007	GROWTH 2002-2007
1 Phoenix-Mesa, AZ	2,668,022	2,962,153	294,131
2 Dallas, TX	2,493,375	2,714,048	220,673
3 Atlanta, GA	2,746,630	2,964,536	217,906
4 Las Vegas, NV-AZ	1,283,642	1,494,948	211,306
5 Denver, CO	1,761,678	1,939,730	178,052
6 Riverside-San Bernardino, CA	2,101,546	257,891	156,345
7 Austin-San Marcos, TX	976,918	1,122,741	145,823
8 Houston, TX	2,655,228	2,799,924	144,696
9 Orlando, FL	1,300,991	1,413,511	112,520
10 Portland-Vancouver, OR-WA	1,684,446	1,775,967	91,521

Source: MapInfo projections

Defining the Generations

Due to the large size of the white population, the generations are largely defined by white consumers—a large middle-age population, thanks to the Baby Boom, and an Echo Boom of teenagers.



Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

Majority Metros

The largest metros in the United States are not home to equally large shares of whites. New York, Los Angeles and Chicago have a less-than-average share of the white population. Of all metro areas with at least 1 million people, Pittsburgh tops the list for having the largest share of whites—nearly 90 percent of the Iron City's residents identified as "white alone" on the Census.

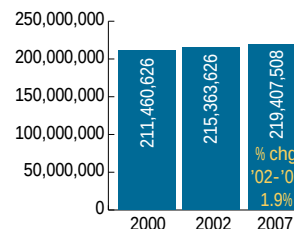
METRO	TOTAL POP.	WHITE PERCENT
Pittsburgh, PA MSA	2,358,695	89.5%
Monmouth-Ocean County, NJ PMSA	1,126,217	88.3%
Salt Lake City-Ogden, UT MSA	1,333,914	87.6%
Providence-Warwick-Fall River, RI-MA MSA	1,188,613	86.2%
Minneapolis-St. Paul, MN-WI MSA	2,968,806	86.1%
Grand Rapids-Muskegon-Holland, MI MSA	1,088,514	85.7%
Cincinnati-Hamilton, OH-KY-IN CMSA	1,979,202	85.3%
Boston-Worcester-Lawrence, MA-NH-ME-CT CMSA	5,819,100	85.1%
Portland-Vancouver, OR-WA PMSA	1,918,009	84.5%
Portland-Salem, OR-WA CMSA	2,265,223	84.3%
Cincinnati, OH-KY-IN PMSA	1,646,395	84.1%
Rochester, NY MSA	1,098,201	84.0%
Buffalo-Niagara Falls, NY MSA	1,170,111	83.8%
Tampa-St. Petersburg-Clearwater, FL MSA	2,395,997	82.9%
Louisville, KY-IN MSA	1,025,598	82.8%
Boston, MA-NH PMSA	3,406,829	82.5%
Indianapolis, IN MSA	1,607,486	82.1%
Nassau-Suffolk, NY PMSA	2,753,913	82.0%
Columbus, OH MSA	1,540,157	81.3%
Kansas City, MO-KS MSA	1,776,062	80.8%
Hartford, CT MSA	1,183,110	80.7%
Denver-Boulder-Greeley, CO CMSA	2,581,506	80.6%
Denver, CO PMSA	2,109,282	79.4%
Nashville, TN MSA	1,231,311	79.4%
Seattle-Tacoma-Bremerton, WA CMSA	3,554,760	79.3%
West Palm Beach-Boca Raton, FL MSA	1,131,184	79.1%
Cleveland-Akron, OH CMSA	2,945,831	79.0%
Seattle-Bellevue-Everett, WA PMSA	2,414,616	78.6%
St. Louis, MO-IL MSA	2,603,607	78.3%
Milwaukee-Racine, WI CMSA	1,689,572	77.8%
Milwaukee-Waukesha, WI PMSA	1,500,741	77.1%
Phoenix-Mesa, AZ MSA	3,251,876	77.0%
Cleveland-Lorain-Elyria, OH PMSA	2,250,871	76.9%
Oklahoma City, OK MSA	1,083,346	75.7%

Note: Analysis includes metros whose population is 1 million or more. Data is shown for metros whose share of the white population is higher than the national average.

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

Barely a Boost

The white population is projected to grow by less than 2 percent between 2002 and 2007. Minority groups will grow at far faster rates.



Sources: MapInfo projections; Census 2000 data, U.S. Census Bureau

SPENDING & INCOME

The White Budget

Whites spend more than any other race group on most items in the household budget. Because this group represents some 75 percent of the U.S. population, white spending tends to describe overall spending trends in the United States. However, because the white population skews older, whites are likely to spend more than the average household on items relating to health care. White households devote 7 percent more than average of their budget to medical services, and 4 percent more to health care overall. And because many whites have higher incomes, they often spend more on eating out of the house, instead of purchasing fixings for meals in their own dining rooms. Whites spend 2 percent more than average for food to be eaten outside the home, and 1 percent under average on food to be eaten at home.

CATEGORY	OVER INDEX
Other household expenses	111
Entertainment supplies, equipment and services	110
Miscellaneous foods	109
Vehicle rental, licenses, leases and other charges	107
Medical services	107
Miscellaneous household equipment	105
Health care	104
Property taxes	103
Cash contributions	103
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Owned dwelling	102
Household furnishings and equipment	102
Cars and trucks, new	102
Entertainment	102
Food away from home	102
Pensions and Social Security	101
Personal insurance and pensions	101
Vehicle purchase, net outlay	101
Transportation	101

CATEGORY	UNDER INDEX
Food at home	99
Apparel and services	98
Cars and trucks, used	98
Utilities, fuels and public services	97
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Telephone services	96
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Personal care products and services	93
Fruits and vegetables	93
Rented dwelling	92
Apparel, men and boys	92
Personal services	89
Vehicle finance charges	89
Apparel, Boys, 2 to 15	67

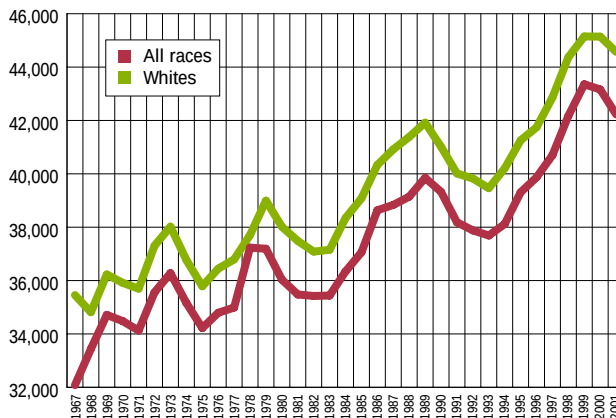
Note: Includes information for whites and "other."

How to read this chart: These numbers represent an index of spending in a given category, compared to the average household. Average equals 100. For example, white households allocate 2 percent more of their budget to spending for entertainment, compared with the average household, but 2 percent less than average on apparel and services.

Source: MapInfo: American Demographics analysis of 2000 Consumer Expenditure Survey data. Bureau of Labor Statistics

The White Income Wave

Over the past four decades, whites have doubled their incomes, and continue to earn more than the national average.

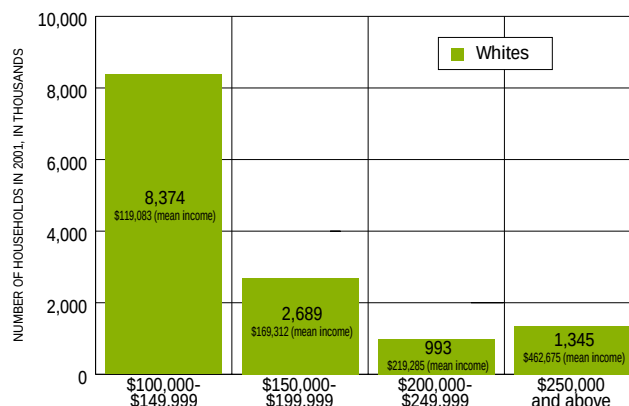


Note: Median household income in 2001 dollars, as of March of the previous year.

Source: 2001 Current Population Survey data, U.S. Census Bureau

It's Lonely at the Top

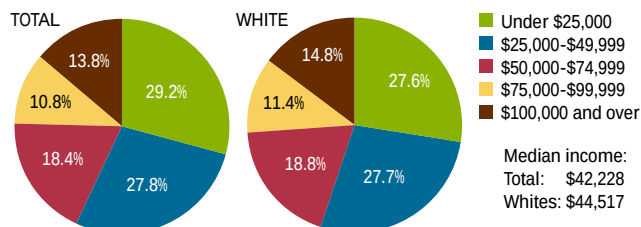
The largest share of affluent whites earn between \$100,000 and \$149,999. Only a tiny share earn \$250,000 or more.



Source: American Demographics analysis of 2001 Current Population Survey data, U.S. Census Bureau

White Bread Winners

Whites are more likely to have higher household incomes than the population as a whole—their median income is \$44,517, which is \$2,000 more than the population as a whole. A substantial share of white households (26.2 percent) have incomes of \$75,000 and over.



Source: American Demographics analysis of 2001 Current Population Survey data, U.S. Census Bureau



EDUCATION

The Ivory Tower

Whites are more likely than average to hold a Bachelor's degree or higher. Nearly 17 percent of whites have a four-year college degree, compared to about 16 percent of the population as whole. Whites are also slightly more likely to spend more than four years in college: nearly 10 percent of whites hold an advanced degree, nearly one point higher than the population as a whole.

EDUCATION LEVEL (AGE 25+)	POPULATION, U.S.	PERCENT
TOTAL	182,211,639	100%
Less than HS graduate	35,715,625	19.6%
HS graduate (includes equivalency)	52,168,981	28.6%
Some college, no degree	38,351,595	21.0%
Associate's degree	11,512,833	6.3%
Bachelor's degree	28,317,792	15.5%
Graduate or professional degree	16,144,813	8.9%

EDUCATION LEVEL (AGE 25+)	POPULATION, WHITE	PERCENT
TOTAL	143,085,659	100%
Less than HS graduate	23,498,237	16.4%
HS graduate (includes equivalency)	42,216,532	29.5%
Some college, no degree	30,763,729	21.5%
Associate's degree	9,315,598	6.5%
Bachelor's degree	23,734,685	16.6%
Graduate or professional degree	13,556,878	9.5%

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau



HOUSEHOLD TYPE

White Wedding Albums, but Fewer Toys

Whites are more likely to live alone than the population as a whole. However, when whites live with another person, they're more likely to have walked down the aisle with their housemate. Children are less likely than average to be a part of a white household.

HOUSEHOLD TYPE	POP., U.S.	PERCENT
TOTAL	105,480,101	100%
One-person households	27,230,075	26%
Two-or-more-person households	78,250,026	74%
Married-couple family	54,493,232	52%
With own children under 18	24,835,505	24%
Single woman with own children under 18	7,561,874	7%

HOUSEHOLD TYPE	POP., WHITE	PERCENT
TOTAL	83,764,021	100%
One-person household	22,361,223	27%
Two-or-more-person household	61,402,798	73%
Married-couple family	45,532,432	54%
With own children under 18	19,609,051	23%
Single woman with own children under 18	4,273,145	5%

Note: Selected household types are not mutually exclusive. Percentages add to more than 100.

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

What Do We Mean by "White"?

FOR TABLES WITH CENSUS 2000 AS THE ORIGINAL DATA SOURCE:

The Census Bureau defines "white" as people who have origins in any of the original peoples of Europe, the Middle East or North Africa. It includes people who indicated their race as "white" on their Census forms or who wrote in entries such as Irish, German, Italian, Lebanese, Near Easterner, Arab or Polish. It also includes some people of Hispanic origin, who may be of any race.

For the first time in 2000, the bureau allowed people to identify with more than one race. The vast majority of the population (98 percent) did not take advantage of this opportunity, and identified with just one race. Therefore, this report includes people who selected "white alone" on their Census forms.

Since there's more than one way to define "white" using Census 2000 data, here's how the definitions stack up with the numbers:

White alone, non-Hispanic	194,552,774
Percent of total population	69.1%
White alone*	211,460,626
Percent of total population	75.1%
White, alone or in combination with other races	216,930,975
Percent of total population	77.1%

*This is the definition used in this report.

FOR TABLES WITH THE BUREAU OF LABOR STATISTICS AS THE ORIGINAL DATA SOURCE:

The data from the Bureau of Labor Statistics used in this report is from the 2000 Current Expenditure Survey. In this case, race refers to the racial identity of the "reference" person, or the head of the household. The "white" category in this report also includes people who are of "other" races: Native Americans, Alaska natives, and Asian and Pacific Islanders. And it includes people who are of Hispanic origin, who may be of any race.

FOR TABLES WITH THE CURRENT POPULATION SURVEY AS THE ORIGINAL DATA SOURCE:

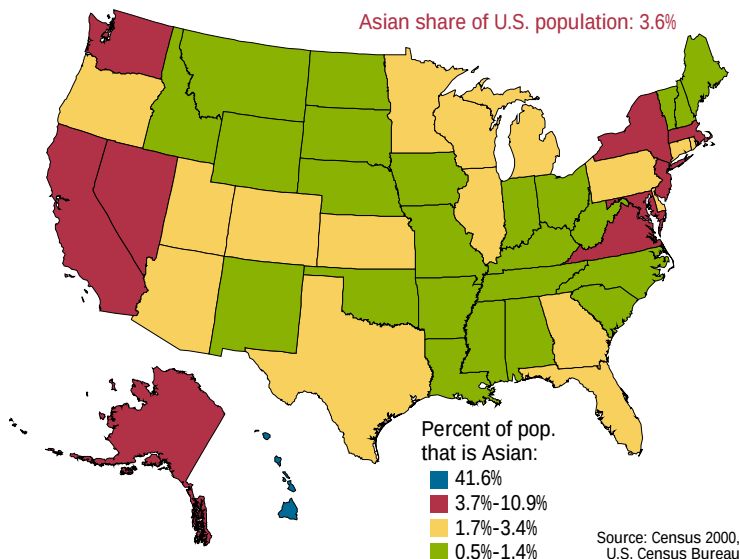
The Current Population Survey, an annual sample-based survey conducted by the Census Bureau, offers two categories of white: "white" and "white, non-Hispanic." For consistency with Census 2000 numbers, this report uses data for the whites, which includes people of Hispanic origin. Current Population Survey data for non-Hispanic whites is available on the Census Bureau's Web site, www.census.gov.



POPULATION

Asian Atlas

Only 10 states have a higher than average share of Asians. Among them are states that are likely to have a high diversity quotient, including California, New York and Maryland.



Consistently California

The Asian market will grow quickly in established markets, but will also grow in a less expected locale: Chicago. The growth in Chicago's Asian population is expected to top the growth of the communities in traditional Asian strongholds, like San Francisco and San Diego.

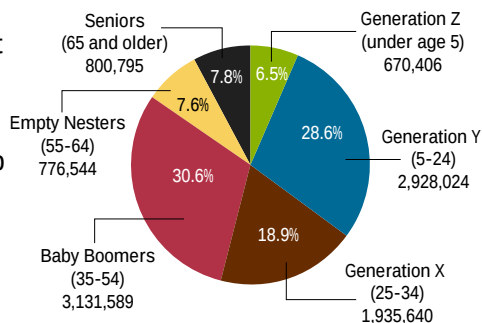
METRO	ASIAN POP. 2002	ASIAN POP. 2007	GROWTH 2002-2007
1 Los Angeles-Long Beach, CA	1,195,494	1,496,134	300,640
2 New York, NY	869,186	1,063,013	193,827
3 Orange County, CA	415,663	547,810	132,147
4 San Jose, CA	453,839	576,669	122,830
5 Oakland, CA	429,136	543,919	114,783
6 Chicago, IL	394,580	489,675	95,095
7 Washington, DC-MD-VA-WV	346,335	441,097	94,762
8 San Francisco, CA	415,355	498,442	83,087
9 San Diego, CA	274,054	352,852	78,798
10 Houston, TX	231,736	308,331	76,595

Note: Asian is defined as Asian, Hawaiian or other Pacific Islander alone.

Source: MapInfo projections

Harmony Through the Ages?

Differences in generation size are not as pronounced in the Asian American market. While Gen Y and Boomers make up the largest share of this market, Gen X makes up a larger share than among other groups.



Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

The Golden State Group

California metros are where the Asian population congregates. Seven of the top 10 Asian metros in 2000 are located in the Golden State.

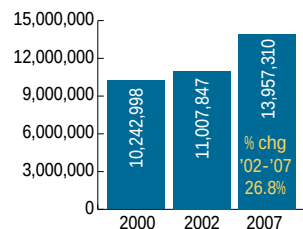
METRO	TOTAL POP.	ASIAN, PERCENT
San Jose, CA PMSA	1,682,585	25.6%
San Francisco, CA PMSA	1,731,183	22.7%
San Francisco-Oakland-San Jose, CA CMSA	7,039,362	18.4%
Oakland, CA PMSA	2,392,557	16.7%
Orange County, CA PMSA	2,846,289	13.6%
Los Angeles-Long Beach, CA PMSA	9,519,338	11.9%
Middlesex-Somerset-Hunterdon County, NJ PMSA	1,169,641	11.2%
Los Angeles-Riverside-Orange County, CA CMSA	16,373,645	10.4%
Seattle-Bellevue-Everett, WA PMSA	2,414,616	9.4%
New York, NY PMSA	9,314,235	9.1%
Sacramento-Yolo, CA CMSA	1,796,857	9.0%
San Diego, CA MSA	2,813,833	8.9%
Sacramento, CA PMSA	1,628,197	8.9%
Bergen-Passaic County, NJ PMSA	1,373,167	8.2%
Seattle-Tacoma-Bremerton, WA CMSA	3,554,760	7.9%
New York-Northern New Jersey-Long Island, NY-NJ-CT-PA CMSA	21,199,865	6.8%
Washington, DC-MD-VA-WV PMSA	4,923,153	6.7%
Washington-Baltimore, DC-MD-VA-WV CMSA	7,608,070	5.3%
Houston, TX PMSA	4,177,646	5.2%
Houston-Galveston-Brazoria, TX CMSA	4,669,571	4.9%
Boston, MA-NH PMSA	3,406,829	4.9%
Las Vegas, NV-AZ MSA	1,563,282	4.7%
Chicago, IL PMSA	8,272,768	4.6%
Portland-Vancouver, OR-WA PMSA	1,918,009	4.6%
Chicago-Gary-Kenosha, IL-IN-WI CMSA	9,157,540	4.2%
Riverside-San Bernardino, CA PMSA	3,254,821	4.2%
Minneapolis-St. Paul, MN-WI MSA	2,968,806	4.1%
Portland-Salem, OR-WA CMSA	2,265,223	4.1%
Boston-Worcester-Lawrence, MA-NH-ME-CT CMSA	5,819,100	4.0%
Dallas, TX PMSA	3,519,176	4.0%
Newark, NJ PMSA	2,032,989	4.0%
Dallas-Fort Worth, TX CMSA	5,221,801	3.7%
Nassau-Suffolk County, NY PMSA	2,753,913	3.6%

Note: Analysis includes metros whose population is 1 million or more. Data is shown for metros whose share of the Asian population is higher than the national average.

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

Asian Amplification

The Asian population is poised to explode over the next five years. By 2007, the number of Asians is expected to soar by 27 percent, a faster rate than other groups.



Sources: MapInfo projections; Census 2000 data, U.S. Census Bureau

Age and Assimilation

Young Asians (ages 5 to 17) are the most likely to speak only English or, if they speak other languages, are likely to speak English "very well." But the difference in English language use is surprisingly small between language use of adult Asians (ages 18 to 64) and older Asians (ages 65 and older).

ASIANS	PERCENT OF AGE GROUP
5 to 17 years	1,782,276
Speak only English	30.6%
Speak other languages	69.4%
Speak English "very well"	44.7%
Speak English "well"	17.6%
Speak English "not well"	6.5%
Speak English "not at all"	0.5%

ASIANS	PERCENT OF AGE GROUP
18 to 64 years	6,954,935
Speak only English	18.9%
Speak other languages	81.1%
Speak English "very well"	40.1%
Speak English "well"	24.3%
Speak English "not well"	14.1%
Speak English "not at all"	2.7%

ASIANS	PERCENT OF AGE GROUP
65 years and over	782,994
Speak only English	18.6%
Speak other languages	81.4%
Speak English "very well"	21.8%
Speak English "well"	18.7%
Speak English "not well"	24.3%
Speak English "not at all"	16.6%

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

Inside Asian America

"Asian American" is a blanket term for the various Asian heritages that are at home in the United States. The two largest groups are Asian Americans from China and those from the Philippines. Other large Asian American subgroups with more than one million in population include the nation's 1.9 million Asian Indians, the fastest-growing Asian subgroup in the country. Between 1990 and 2000, the number of Asian Indians climbed to 1.9 million, an increase of 106 percent. By comparison, growth among Asian Americans overall was 48 percent.

ASIAN SUBGROUPS	POPULATION OF SUBGROUP, ALONE OR IN ANY COMBINATION*
Chinese	2,734,841
Filipino	2,364,815
Asian Indian	1,899,599
Korean	1,228,427
Vietnamese	1,223,736
Japanese	1,148,932
Other Asian, not specified**	369,430
Cambodian	206,052
Pakistani	204,309
Laotian	198,203
Hmong	186,310
Thai	150,283
Taiwanese	144,795
Indonesian	63,073
Bangladeshi	57,412
Sri Lankan	24,587
Malaysian	18,566
Burmese	16,720
Okinawan	10,599
Nepalese	9,399
Singaporean	2,394
Bhutanese	212
Indo Chinese	199
Iwo Jiman	78
Maldivian	51

* This category does not add to the total population, as people identifying with several Asian groups were counted several times. For example, a person reporting "Korean and Filipino" would be included in the Korean subgroup as well as in the Filipino.

**Includes people who selected the "other Asian" category on the Census questionnaire or wrote in a generic term, such as "Asian" or "Asiatic."

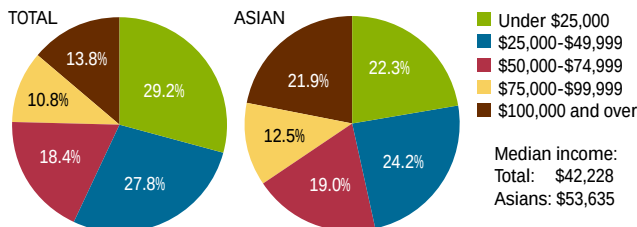
Sources: American Demographics analysis of Census 2000 data, U.S. Census Bureau



SPENDING & INCOME

Crowning Cash Flow

Asian households make more money than any other ethnic group and are overrepresented in the top income brackets. A large share of Asian American households (21.9 percent) earn \$100,000 a year or more.



Source: American Demographics analysis of 2001 Current Population Survey data, U.S. Census



HOUSEHOLD TYPE

The New Traditionalists

Asian Americans conform most closely to the concept of a "nuclear family." In fact, 81 percent of Asian Americans live with two or more people, and of these, most are in married-couple families, with children present.

HOUSEHOLD TYPE	POP., U.S.	PERCENT
TOTAL	105,480,101	100%
One-person household	27,230,075	26%
Two-or-more-person household	78,250,026	74%
Married-couple family	54,493,232	52%
With own children under 18	24,835,505	24%
Single woman with own children under 18	7,561,874	7%

HOUSEHOLD TYPE	POPULATION, ASIAN	PERCENT
TOTAL	3,130,263	100%
One-person household	583,928	19%
Two-or-more-person household	2,546,335	81%
Married-couple family	1,895,696	61%
With own children under 18	1,078,801	34%
Single woman with own children under 18	131,157	4%

Note: Selected household types are not mutually exclusive. Percentages add to more than 100.

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau



EDUCATION

Asian American Excellence

An amazing 44 percent of Asian Americans hold a Bachelor's degree or higher, 20 points above the national average and well above the rate of any other racial or ethnic group.

EDUCATION LEVEL (AGE 25+)	POPULATION, U.S.	PERCENT	EDUCATION LEVEL (AGE 25+)	POPULATION, ASIAN ALONE	PERCENT
Total	182,211,639	100%	Total	6,640,671	100%
Less than HS graduate	35,715,625	19.6%	Less than HS graduate	1,299,750	19.6%
HS graduate (includes equivalency)	52,168,981	28.6%	HS graduate (includes equivalency)	1,051,190	15.8%
Some college, no degree	38,351,595	21%	Some college, no degree	927,788	14.0%
Associate's degree	11,512,833	6.3%	Associate's degree	436,200	6.6%
Bachelor's degree	28,317,792	15.5%	Bachelor's degree	1,771,798	26.7%
Graduate or professional degree	16,144,813	8.9%	Graduate or professional degree	1,153,945	17.4%

Source: American Demographics analysis of Current Population Survey data, U.S. Census Bureau

What Do We Mean by "Asian"?

FOR TABLES WITH CENSUS 2000 AS THE ORIGINAL DATA SOURCE:

The Census Bureau defines "Asian" as people who have origins in any of the original peoples of the Far East, Southeast Asia or the Indian subcontinent. This includes people who indicated their races as Asian Indian, Chinese, Filipino, Korean, Japanese, Vietnamese or "other Asian," as well as people who wrote in entries such as Burmese, Hmong, Pakistani or Thai. It also includes some people of Hispanic origin, who may be of any race.

For the first time in 2000, the Census Bureau allowed people to identify with more than one race. The vast majority of the population (98 percent) did not take advantage of this opportunity, and identified with just one race. Therefore, this report includes people who selected "Asian alone" on their Census forms.

Because there's more than one way to define "Asian" using Census 2000 data, here's how the definitions stack up with the numbers:

Asian alone, non-Hispanic	10,123,169
Percent of total population	3.6%
Asian alone*	10,242,998
Percent of total population	3.6%
Asian, alone or in combination with other races	11,898,828
Percent of total population	4.2%

*This is the definition used in this report.

Projections for 2002 and 2007 by MapInfo Corporation combine data for people who selected "Asian alone," and for people who identified with a separate race group—such as "Native Hawaiian or other Pacific Islanders," which encompasses people from Guam and Samoa. There were 398,835 people who identified as Native Hawaiian or other Pacific Islander in 2000.

FOR TABLES WITH THE BUREAU OF LABOR STATISTICS AS THE ORIGINAL DATA SOURCE:

The Current Population Survey, an annual sample-based survey conducted by the Census Bureau, offers data for Asians and Pacific Islanders. Note that this is a slightly different definition than used in Census 2000, where Pacific Islanders are included in a separate race category, "Native Hawaiian and other Pacific Islanders."

WHY IS INFORMATION ON CONSUMER SPENDING FOR ASIANS MISSING?

Statistics on consumer spending are provided for whites, blacks and Hispanics in this report, but not for Asians. The data from the Bureau of Labor Statistics used in this report is from the 2000 Consumer Expenditure Survey, which does not offer separate data for Asians due to its sample size and the relatively small size of the Asian population.

However, The Selig Center for Economic Growth at the University of Georgia offers its own assessment and projection of Asian American buying power—the total personal income available, after taxes, for spending on goods and services. The Selig Center reports Asian Americans had \$117.6 billion to spend in 1990 and \$254.6 billion in 2002. It projects that Asian Americans will spend \$454.9 billion in 2007, a whopping 287 percent increase over 1990. For the same time period, the Selig Center projects the buying power of the general U.S. population to increase by 131 percent.

For more information, go to the Selig Center's Web site: <http://www.selig.uga.edu/>.

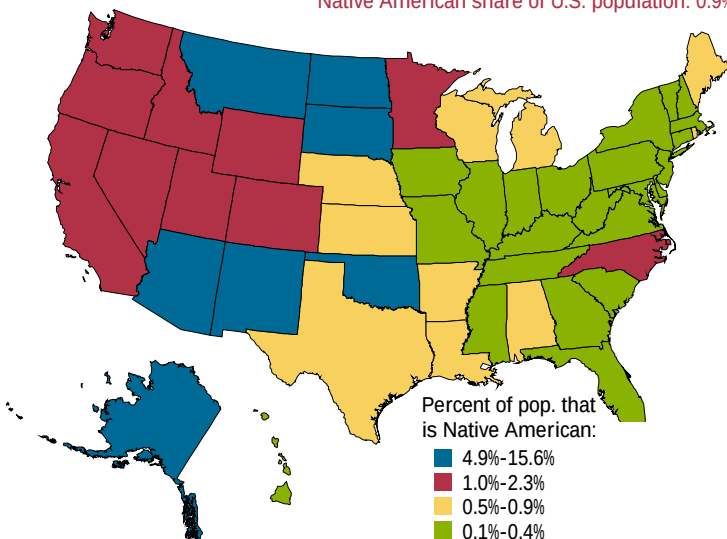


POPULATION

Western Quarters

Native Americans lend diversity to the populations of otherwise lily-white states, such as North and South Dakota. They tend to cluster in states that have large Native American reservations.

Native American share of U.S. population: 0.9%



Source: Census 2000 data, U.S. Census Bureau

Native Regrowth

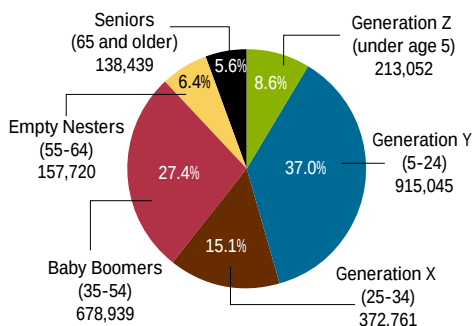
The Native American population is growing the fastest in places outside its current strongholds: New York, Houston and Dallas, for example.

METRO	NATIVE POP. 2002	NATIVE POP. 2007	GROWTH 2002-2007
1 Los Angeles-Long Beach, CA	78,860	94,116	15,256
2 Phoenix-Mesa, AZ	76,918	90,802	13,884
3 Riverside-San Bernardino, CA	40,157	49,763	9,606
4 Tulsa, OK	56,764	62,207	5,443
5 New York, NY	44,779	50,030	5,251
6 Albuquerque, NM	41,196	46,311	5,115
7 Fresno, CA	16,842	21,215	4,373
8 Orange County, CA	20,539	24,889	4,350
9 Houston, TX	19,033	23,251	4,218
10 Dallas, TX	20,536	24,636	4,100

Source: MapInfo projections

Population Boom Ahead?

The Native American population skews young: 37 percent are between the ages of 5 and 24. This may lead to stronger population growth in the years ahead.



Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

Native Neighborhoods

Many Native Americans live outside metro areas, but those who live in metros with more than a million in population tend to be in the West. Oklahoma City, for example, is home to four times the national average of Native Americans.

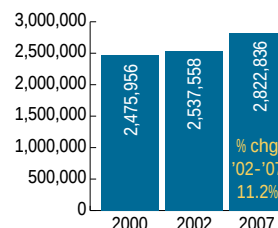
METRO	TOTAL POP.	NATIVE AMERICANS, PERCENT
Oklahoma City, OK MSA	1,083,346	4.2%
Phoenix-Mesa, AZ MSA	3,251,876	2.2%
Seattle-Tacoma-Bremerton, WA CMSA	3,554,760	1.2%
Riverside-San Bernardino, CA PMSA	3,254,821	1.2%
Sacramento-Yolo, CA CMSA	1,796,857	1.1%
Sacramento, CA PMSA	1,628,197	1.1%
Seattle-Bellevue-Everett, WA PMSA	2,414,616	1.0%
Portland-Salem, OR-WA CMSA	2,265,223	1.0%
Las Vegas, NV-AZ MSA	1,563,282	1.0%
Los Angeles-Riverside-Orange County, CA CMSA	16,373,645	0.9%
San Diego, CA MSA	2,813,833	0.9%
Denver-Boulder-Greeley, CO CMSA	2,581,506	0.9%
Denver, CO PMSA	2,109,282	0.9%
Portland-Vancouver, OR-WA PMSA	1,918,009	0.9%

Note: Analysis includes metros whose population is 1 million or more. Data is shown for metros whose share of the Native American population is higher than the national average.

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

Small, But Fast-Growing

Native American population growth is expected to outpace Hispanic growth during the next five years.



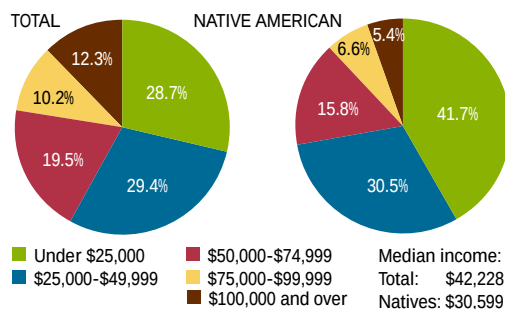
Sources: MapInfo projections; Census 2000 data, U.S. Census Bureau



INCOME

Money Matters

The largest share of Native American households (41.7 percent) earn less than \$25,000 annually, a far greater share than the national average (29.4 percent). The lower middle class is also a large share of this community.



Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau



EDUCATION

Progress in Education?

Native Americans lag behind the national average when it comes to higher education: Just 7.6 percent have a Bachelor's degree, compared with 15.5 percent of the total population. Less than 4 percent have an advanced degree, compared with 9 percent of the total population. However, this may change: A higher share of Natives have high school and Associate's degrees than the population as a whole.

EDUCATION LEVEL (AGE 25+)	POPULATION, U.S.	PERCENT
TOTAL	182,211,639	100.0%
Less than HS graduate	35,715,625	19.6%
HS graduate (includes equivalency)	52,168,981	28.6%
Some college, no degree	38,351,595	21%
Associate's degree	11,512,833	6.3%
Bachelor's degree	28,317,792	15.5%
Graduate or professional degree	16,144,813	8.9%

EDUCATION LEVEL (AGE 25+)	POPULATION, NATIVE AMERICAN	PERCENT
TOTAL	1,350,998	100.0%
Less than HS graduate	392,920	29.1%
HS graduate (includes equivalency)	395,041	29.2%
Some college, no degree	319,250	23.6%
Associate's degree	88,718	6.6%
Bachelor's degree	102,552	7.6%
Graduate or professional degree	52,517	3.9%

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau



HOUSEHOLD TYPE

Not Under One Roof

Native Americans are less likely to live alone than the population as a whole and are also less likely to live in married-couple households than average. In the Native American community, there are more single mother households than in the population as a whole.

HOUSEHOLD TYPE	POP., U.S.	PERCENT
TOTAL	105,480,101	100%
One-person household	27,230,075	26%
Two-or-more-person household	78,250,026	74%
Married-couple family	54,493,232	52%
With own children under 18	24,835,505	24%
Single woman with own children under 18	7,561,874	7%

HOUSEHOLD TYPE	POP., NATIVE AM.	PERCENT
TOTAL	768,778	100%
One-person household	157,717	21%
Two-or-more-person household	611,061	79%
Married-couple family	341,198	44%
With own children under 18	191,908	25%
Single woman with own children under 18	102,843	13%

Note: Selected household types are not mutually exclusive. Percentages add to more than 100.

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

What Do We Mean by "Native American"?

FOR TABLES WITH CENSUS 2000 AS THE ORIGINAL DATA SOURCE:

The Census Bureau uses the term "American Indian and Alaska Native," which refers to people whose ancestors were any of the original inhabitants of North America, Central America and South America, and who maintain tribal affiliation or community attachment. The group includes people who indicated their race(s) by marking this category, or by writing in their principal or enrolled tribe, such as Chippewa or Navajo. It also includes some people of Hispanic origin, who can be of any race.

For the first time in 2000, the bureau allowed people to identify with more than one race. The number of Native Americans who identified with more than one race was far larger than the number of people who identified as Native American alone. However, since the majority of the U.S. population (98 percent) identified with just one race, the rest of this report relies on single-race data. Therefore, for consistency's sake, data for Native Americans includes only those people who selected "American Indian or Alaska Native" alone.

Since there's more than one way to define "Native American" using Census 2000 data, here's how the definitions stack up with the numbers:

Native American, non-Hispanic	2,068,883
Percent of total U.S. population	0.7%
Native American alone*	2,475,956
Percent of total U.S. population	0.9%
Native American, alone or in combination with other races	4,119,301
Percent of total U.S. population:	1.5%

*This is the definition used in this report.

WHY IS INFORMATION ON CONSUMER SPENDING MISSING FOR NATIVE AMERICANS?

Statistics on consumer spending are provided for whites, blacks and Hispanics in this report, but not for Native Americans. We obtained our data on consumer spending from the Bureau of Labor Statistics' Current Expenditure Survey 2000, which does not offer separate data for Native Americans because of the small sample size and because the Native American population is relatively small.

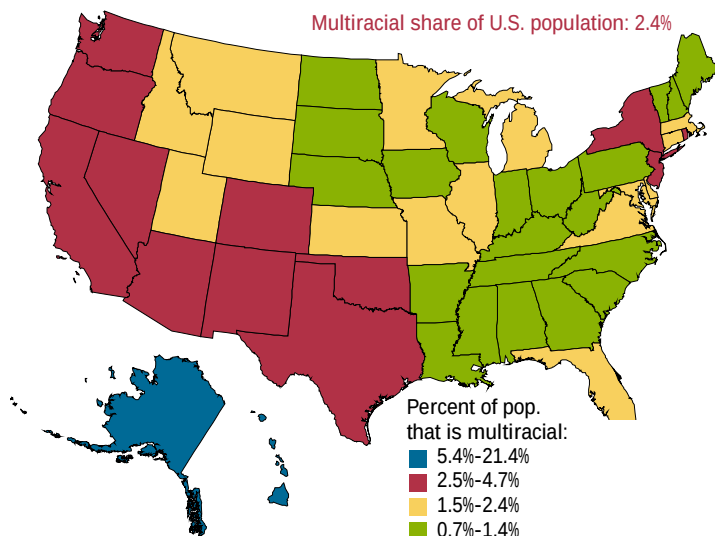
Please note that the income data presented for Native Americans is from Census 2000, not from the 2001 Current Population Survey (CPS), as it is for other race groups. This is because the CPS does not produce stable single-year income data for Native Americans.



POPULATION

The Multiracial Map

The largest share of people who identify with two or more races live in Alaska and Hawaii. But in the continental United States, it's California and Oklahoma that are home to the largest share of multiracials.



Source: Census 2000 data, U.S. Census Bureau

Dissecting "Two or More Races"

The most common multiracial identity includes the nation's largest race group, whites. More than half of multiracials identify with white along with another race.

RACE	POP. MULTIRACE	% OF U.S. POP.	% OF MULTIRACE POP.
Two or more races	6,826,228	2.4	
Two races	6,368,075	2.3	93.3%
White; some other race	2,206,251	0.8	32.3%
White; American Indian or Alaska Native	1,082,683	0.4	15.9%
White; Asian	868,395	0.3	12.7%
White; black or African American	784,764	0.3	11.5%
Black or African American; some other race	417,249	0.1	6.1%
Asian; some other race	249,108	0.1	3.6%
Black or African American; American Indian or Alaska Native	182,494	0.1	2.7%
Asian; Native Hawaiian, other Pacific Islander	138,802	—	2.0%
White; Native Hawaiian, other Pacific Islander	112,964	—	1.7%
Black or African American; Asian	106,782	—	1.6%
American Indian or Alaska Native; some other race	93,842	—	1.4%
American Indian or Alaska Native; Asian	52,429	—	0.8%
Native Hawaiian or other Pacific Islander; some other race	35,108	—	0.5%
Black or African American; Native Hawaiian or other Pacific Islander	29,876	—	0.4%
American Indian or Alaska Native; Native Hawaiian or other Pacific Islander	7,328	—	0.1%
Three or more races	458,153	0.2	6.7%

Source: Census 2000, U.S. Census Bureau

Blended Metros

Multiracials cluster in large metros, in states with a large, diverse population. California dominates the list of top multiracial metros, but ethnic centers like New York and Miami are also home to larger than average multiracial populations.

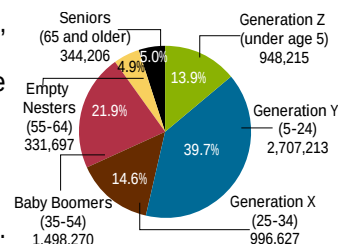
METRO	TOTAL POP.	MULTIRACE, PERCENT
Oakland, CA PMSA	2,392,557	5.4%
Sacramento-Yolo, CA CMSA	1,796,857	5.2%
Sacramento, CA PMSA	1,628,197	5.2%
Los Angeles-Long Beach, CA PMSA	9,519,338	4.9%
San Francisco-Oakland-San Jose, CA CMSA	7,039,362	4.9%
Los Angeles-Riverside-Orange County, CA CMSA	16,373,645	4.7%
Riverside-San Bernardino, CA PMSA	3,254,821	4.7%
San Diego, CA MSA	2,813,833	4.7%
San Jose, CA PMSA	1,682,585	4.7%
New York, NY PMSA	9,314,235	4.6%
San Francisco, CA PMSA	1,731,183	4.5%
Seattle-Tacoma-Bremerton, WA CMSA	3,554,760	4.2%
Orange County, CA PMSA	2,846,289	4.1%
Las Vegas, NV-AZ MSA	1,563,282	4.0%
Seattle-Bellevue-Everett, WA PMSA	2,414,616	3.9%
Oklahoma City, OK MSA	1,083,346	3.9%
Miami, FL PMSA	2,253,362	3.8%
Miami-Fort Lauderdale, FL CMSA	3,876,380	3.6%
San Antonio, TX MSA	1,592,383	3.5%
New York-L.I.-Northern New Jersey, NY-NJ-CT-PA CMSA	21,199,865	3.4%
Fort Lauderdale, FL PMSA	1,623,018	3.4%
Portland-Salem, OR-WA CMSA	2,265,223	3.3%
Portland-Vancouver, OR-WA PMSA	1,918,009	3.3%
Denver, CO PMSA	2,109,282	3.0%
Washington, DC-MD-VA-WV PMSA	4,923,153	2.9%
Phoenix-Mesa, AZ MSA	3,251,876	2.9%
Denver-Boulder-Greeley, CO CMSA	2,581,506	2.9%
Orlando, FL MSA	1,644,561	2.9%
Bergen-Passaic, NJ PMSA	1,373,167	2.9%
Houston, TX PMSA	4,177,646	2.8%
Houston-Galveston-Brazoria, TX CMSA	4,669,571	2.7%
Newark, NJ PMSA	2,032,989	2.7%
Austin-San Marcos, TX MSA	1,249,763	2.6%
Providence-Warwick-Fall River, RI-MA MSA	1,188,613	2.6%
Washington-Baltimore, DC-MD-VA-WV CMSA	7,608,070	2.4%
Dallas-Fort Worth, TX CMSA	5,221,801	2.4%
Dallas, TX PMSA	3,519,176	2.4%
Boston, MA-NH PMSA	3,406,829	2.4%
Fort Worth-Arlington, TX PMSA	1,702,625	2.4%
Salt Lake City-Ogden, UT MSA	1,333,914	2.4%
West Palm Beach-Boca Raton, FL MSA	1,131,184	2.4%

Note: Analysis includes metros whose population is one million or more. Data is shown for metros whose share of the multiracial population is higher than the national average.

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

Boomers Are Bust

Among multiracials, youth rules. This population structure bodes well for strong growth in the multiracial community over the coming decades.



Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau



EDUCATION

They Lag Behind...for Now

The share of people who identify with more than one race and did not finish high school (26.7 percent) is 7 points higher than the national average, while the share with an advanced degree is smaller than the total population. But because the largest share of multiracials is younger than 25, these trends could change in the next 10 years.

EDUCATION LEVEL (AGE 25+)	POPULATION, U.S.	PERCENT
TOTAL	182,211,639	100.0%
Less than HS graduate	35,715,625	19.6%
HS graduate (includes equivalency)	52,168,981	28.6%
Some college, no degree	38,351,595	21.0%
Associate's degree	11,512,833	6.3%
Bachelor's degree	28,317,792	15.5%
Graduate or professional degree	16,144,813	8.9%

EDUCATION LEVEL (AGE 25+)	POPULATION MULTIRACIAL	PERCENT
TOTAL	3,458,420	100%
Less than HS graduate	923,294	26.7%
HS graduate (includes equivalency)	870,179	25.2%
Some college, no degree	760,385	22.0%
Associate degree	226,716	6.6%
Bachelor's degree	435,297	12.6%
Graduate or professional degree	242,549	7%

Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau



HOUSEHOLD TYPE

Multiracial Unmarried

Multiracial men and women are more likely to live with another person than to live alone, but they are less likely than the average household to live in wedded bliss. Just 45 percent of multiracial households include a married couple, compared with 52 percent of the population as a whole. Multiracial women are also more likely to raise a child alone.

HOUSEHOLD TYPE	POP., U.S.	PERCENT
TOTAL	105,480,101	100%
One-person households	27,230,075	26%
Two-or-more-person households	78,250,026	74%
Married-couple family	54,493,232	52%
With own children under 18	24,835,505	24%
Single woman with own children under 18	7,561,874	7.0%

HOUSEHOLD TYPE	POP., MULTIRACIAL	PERCENT
TOTAL	1,859,771	100%
One-person households	424,785	23%
Two-or-more-person households	1,434,986	77%
Married-couple family	845,237	45%
With own children under 18	497,616	27%
Single woman with own children under 18	202,286	11%

Note: Selected household types are not mutually exclusive. Percentages add to more than 100.

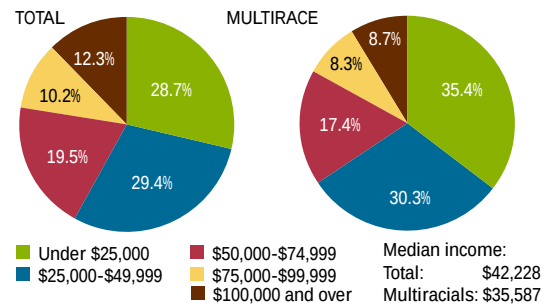
Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau



INCOME

Middle-Class Might

Nearly 50 percent of multiracial households have an income of \$25,000 to \$74,999. An additional 17 percent have incomes of \$75,000 or higher.



Source: American Demographics analysis of Census 2000 data, U.S. Census Bureau

What Do We Mean by "Multiracial"?

FOR TABLES WITH CENSUS 2000 AS THE ORIGINAL DATA SOURCE:

For the first time, in Census 2000 the Census Bureau allowed people to identify with more than one race. The multiracial category includes all people who reported more than one race on their Census forms. It includes people of Hispanic origin, who may be of any race.

Since there's more than one way to define "multirace" using Census 2000 data, here's how the definitions stack up with the numbers:

Multirace, non-Hispanic	4,602,146
Percent of total population	1.6%
Multirace*	6,826,228
Percent of total population	2.4%

*This is the definition used in this report.

WHY ARE POPULATION PROJECTIONS AND INFORMATION ON CONSUMER SPENDING MISSING FOR MULTIRACIALS?

Statistics on consumer spending are provided for whites, blacks and Hispanics in this report, but not for the multiracial population. Our data on consumer spending came from the Bureau of Labor Statistics' Current Expenditure Survey 2000, which does not offer separate data for the multiracial population. Please note that data presented on income for multiracials is from Census 2000, not from the 2001 Current Population Survey (CPS), as it is for other race groups. This is because the CPS, also a sample-based survey, does not produce data for the multiracial population. MapInfo did not produce separate projections for multiracials.