

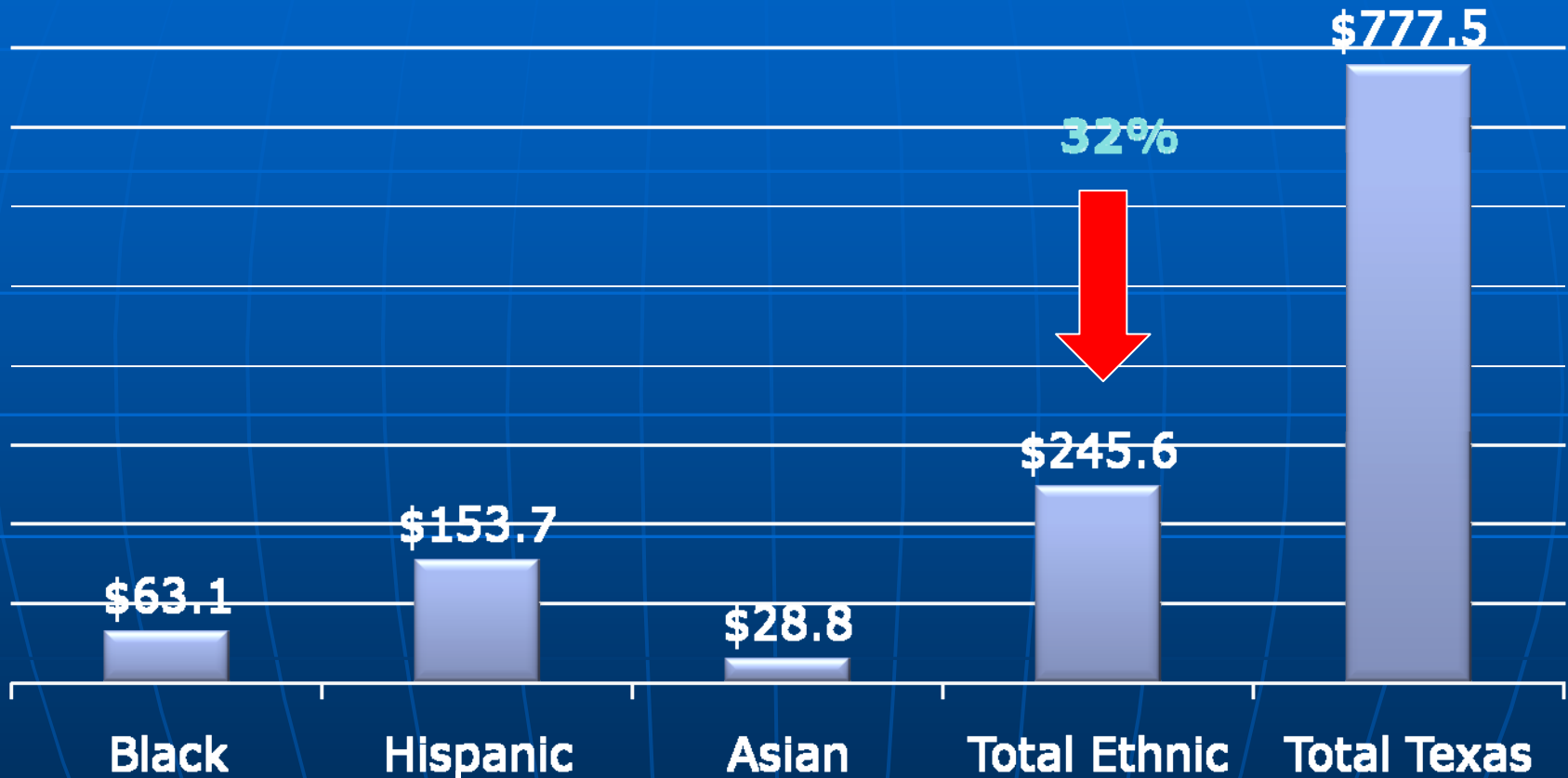
Economic Snapshot for DFW Blacks and Hispanics

Presentation to the Minority Leadership
Summit 2020

The Hispanic Leadership Forum and The
Southern Christian Leadership Conference

Ethnic Buying Power in Texas 2007

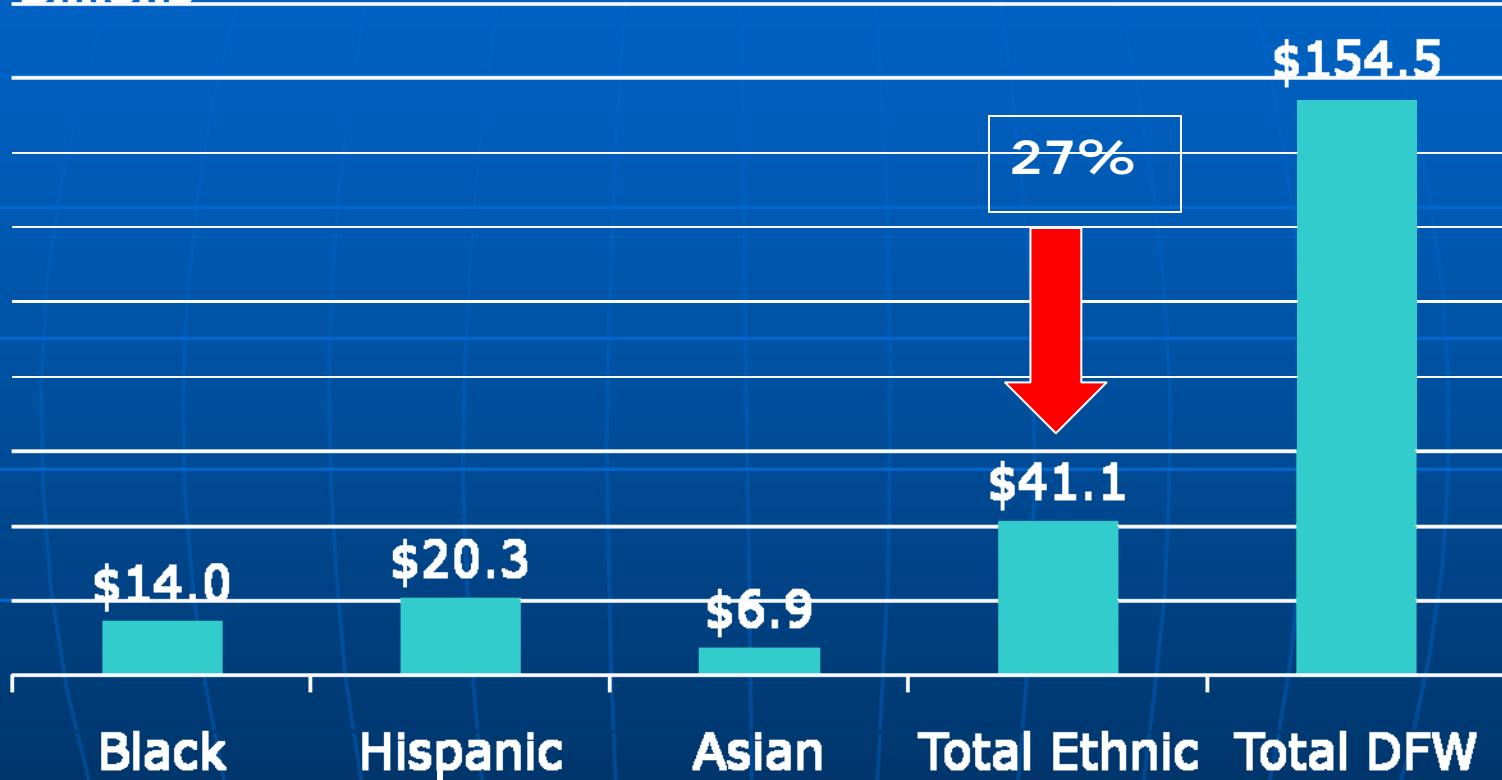
Billions



Source: Selig Center for Economic Growth, 2007.

Ethnic Buying Power in DFW Metro 2006

Billions

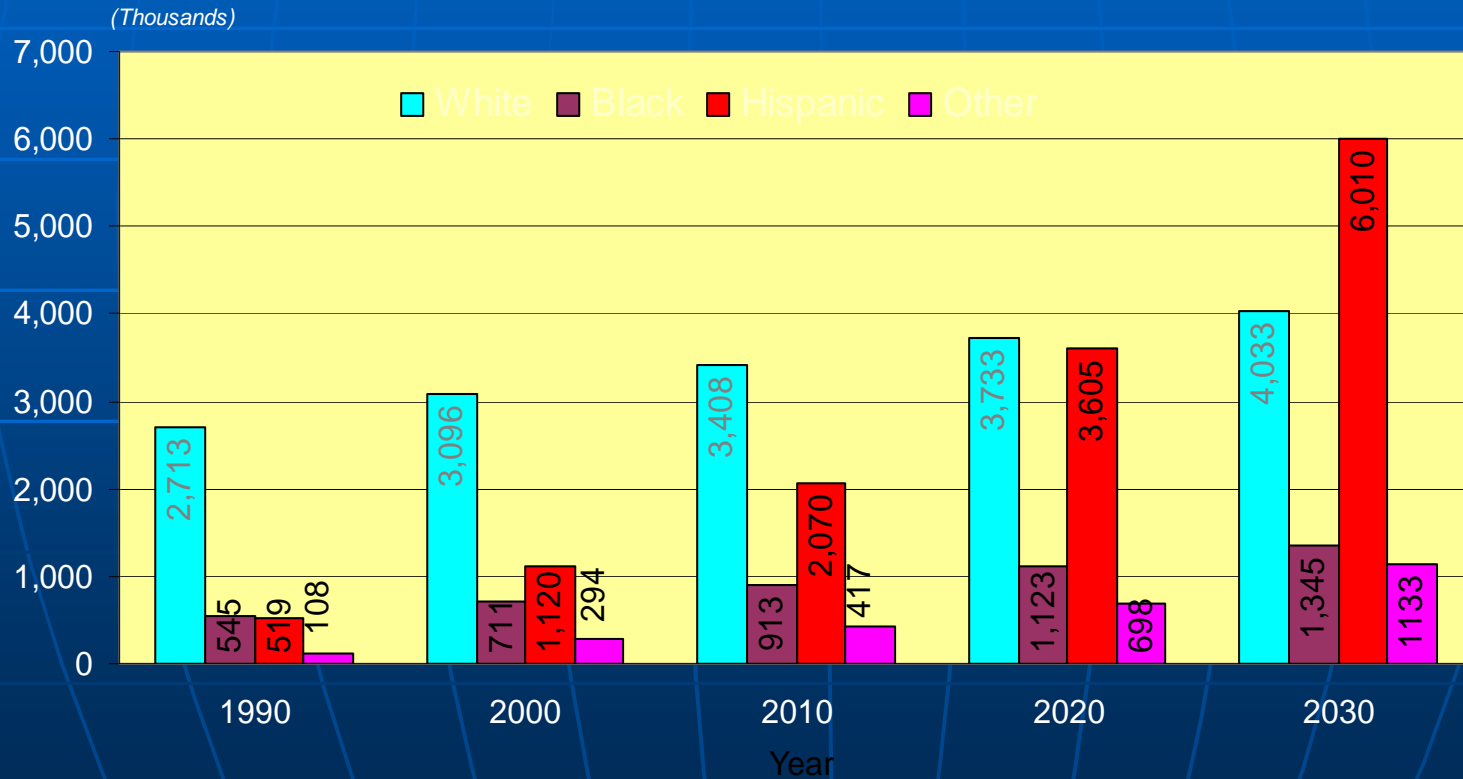


Source: Census Bureau, American Community Survey, 2006.

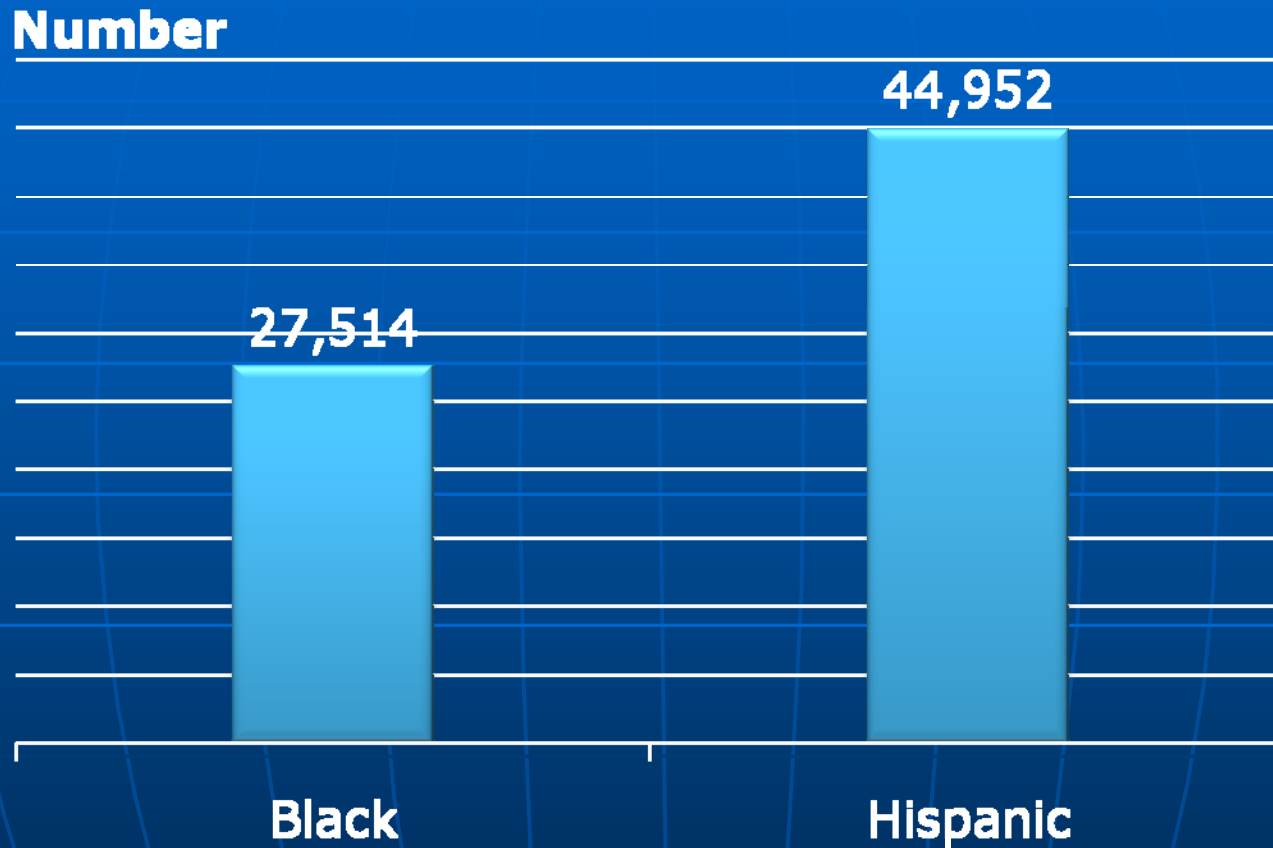
Ethnic consumers in DFW, especially Latinos will grow substantially over the next 30 years.

Projections of Dallas/Ft. Worth Population
by Race/Ethnicity, 1990-2030

Source: Texas State Data Center, 2005.

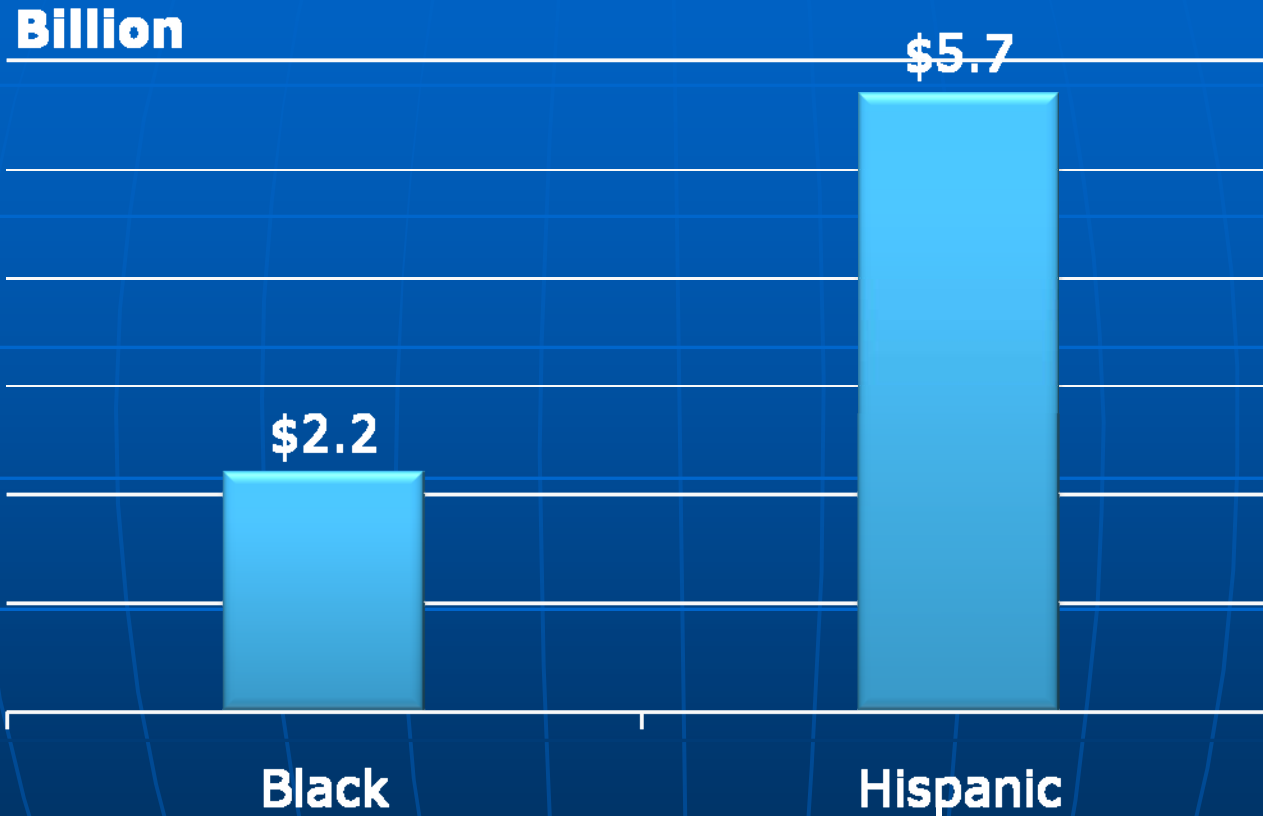


Number of Ethnic-Owned Firms in DFW, 2002



Source: Census Bureau, Survey of Minority-Owned Businesses, 2002.

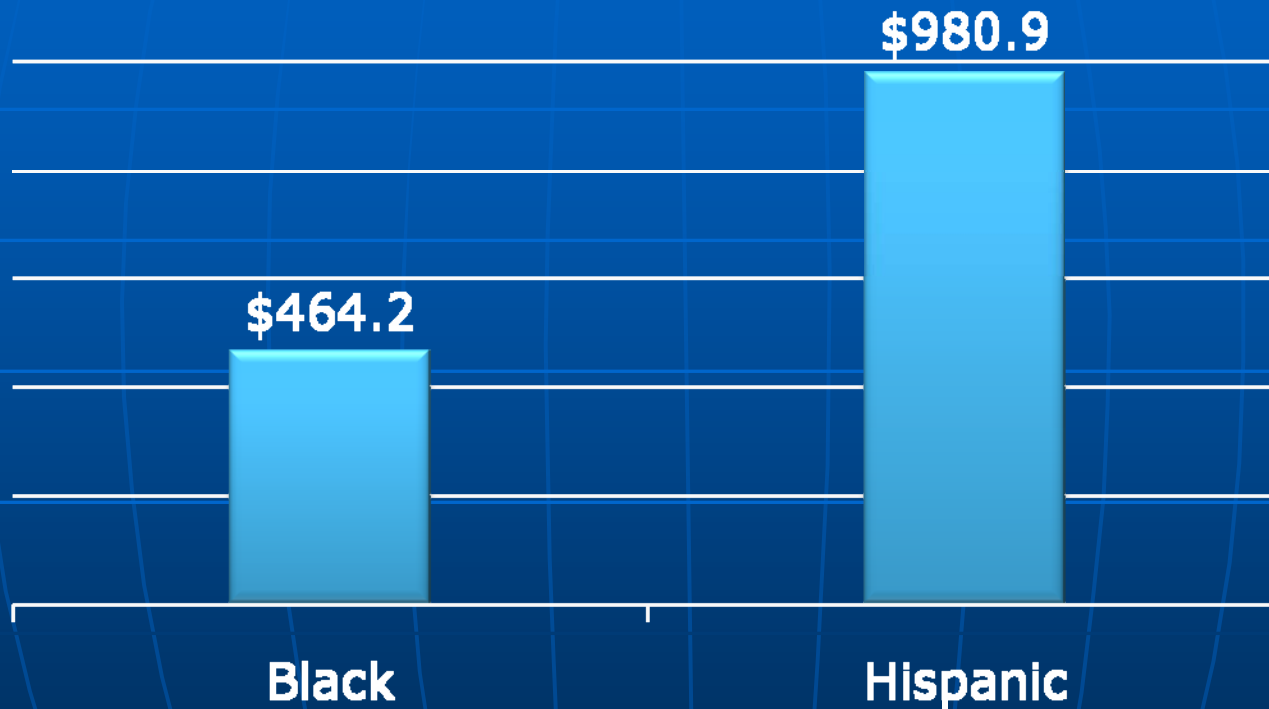
Sales & Receipts of Ethnic-Owned Firms in DFW, 2002



Source: Census Bureau, Survey of Minority-Owned Businesses, 2002.

Annual Payrolls of Ethnic-Owned Firms in DFW, 2002

Million



Source: Census Bureau, Survey of Minority-Owned Businesses, 2002.

Where DFW Hispanics shop

Category	Top 2 Choices
Banking	Bank of America (25.6%), Chase (16.5%)
Home Furniture	Rooms-To-Go (11.4%), FAMSA (6.0%)
Home Appliances	Sears (18.8%), Wal-Mart (14.6%)
Children's Clothes	Wal-Mart (20.2%), JC Penney (14.6%)
Groceries	Wal-Mart stores (23.5%), Fiesta (22.8%)
Automobiles	Chevrolet (25.3%), Ford (21.3%)
Preferred location for new home	Dallas (23.0%), Ft. Worth (14.3%), other cities in DFW metro (35.8%)

Source: DFW Latino Trendline 2007, Rincon & Associates.

Ethnic economic power is influenced by.....

- Unbalanced media coverage
- Absence of ethnic consumer curriculum in higher education
- Retailers that discourage ethnic consumers
- Financial institutions that assume ethnic persons are risky investments
- Outsourcing and disparity studies

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