

Buying Power Is Substantial

	1990	2000	2005	2010	1990-2010 Change
Hispanic	\$222	\$504	\$736	\$1,087	389%
African Am.	\$318	\$585	\$761	\$1,023	222%
Asian Am.	\$118	\$269	\$397	\$579	391%
Native Am.	\$19	\$37	\$51	\$69	264%
The Rest	\$3,600	\$5,215	\$7,157	\$9,089	152%
Total USA	\$4,277	\$6,610	\$9,101	\$11,847	177%
Hispanic %	5%	8%	8%	9%	

Dollar figures are in billions

SOURCE: Selig Center 2005 forecast

Latino Print Network Has Great Research

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