



Let's Build Our Community

We account for 13% of the population. If we are serious about improving our communities, improving our schools, providing jobs (black businesses are the 2nd highest employer of African Americans after the government), we must advance and strengthen black owned businesses.

The Nielsen Company released "The State of the African American Consumer", a report projecting African Americans buying power at 1.1 Trillion dollars annually. If African Americans' purchasing power equated to a country's GDP, we would be the 16th largest country in the world!

Currently, a dollar circulates in Asian communities for a month, in Jewish communities approximately 20 days and white communities 17 days. In black communities 6 hours!!! Only 2 cents of every dollar an African American spends in this country goes to black owned businesses.

It may be unrealistic to expect the African American consumer to exclusively patronize black owned businesses for various reasons. But in those instances where you do have options, I challenge you to answer our call to action to try to be a conscious consumer. Because if we don't support black owned businesses, it becomes that much harder to demand anyone else to.

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