

# BLACK HISTORY MONTH *Facts & Figures*

## BLACKS IN MANAGEMENT 2012

U.S.  
**6.3%**  
DiversityInc  
Top 50  
**7.8%**

## BLACKS IN SENIOR MANAGEMENT 2012

U.S.  
**2.9%**  
DiversityInc  
Top 50  
**6.8%**

## THE DIVERSITYINC TOP 10 COMPANIES FOR BLACKS

- NO. 1 *Kaiser Permanente*
- NO. 2 *Northrop Grumman*
- NO. 3 *AT&T*
- NO. 4 *Sodexo*
- NO. 5 *Southern Company*
- NO. 6 *The Coca-Cola Company*
- NO. 7 *Marriott International*
- NO. 8 *Cox Communications*
- NO. 9 *Kraft Foods*
- NO. 10 *Prudential Financial*

## EDUCATION

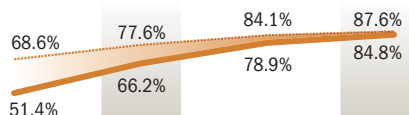
» Projected Increase in College Enrollment (2010–2020)

**Blacks 23.8%**  
**Latinos 41.5%**  
**American Indians -1.4%**  
**Asians 22.3%**  
**Whites 1.4%**

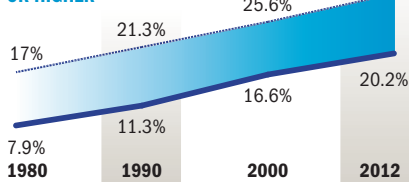
» Education Levels (Age 25 and Up)

— BLACKS ——— TOTAL U.S. POPULATION

WITH AT LEAST A HIGH-SCHOOL EDUCATION

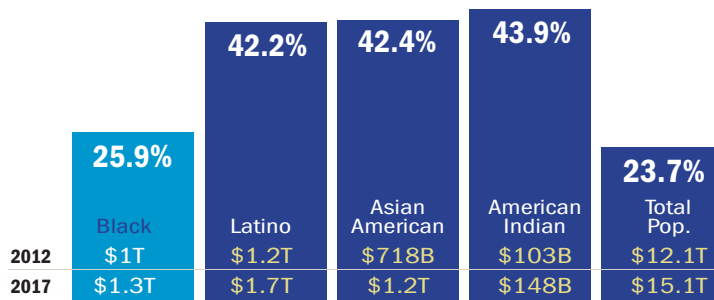


WITH A BACHELOR'S DEGREE OR HIGHER



## BUYING POWER

» Percent Change in Buying Power (2010–2017)



B=Billions, T=Trillions



» Where Blacks Spend More Money «  
Phone Services • Utilities • Groceries • Footwear

## BLACK U.S. POPULATION

2011 **39.0** MILLION  
12.8% of total population  
2050 **57.6** MILLION  
14.4% of total population (projected)

## BLACKS IN BUSINESS

» Six Fortune 500 companies have Black CEOs



**Kenneth Chenault**  
American Express  
No. 13 on The DiversityInc Top 50 Companies for Diversity



**Kenneth C. Frazier**  
Merck & Co.  
(No. 15)



**Clarence Otis Jr.**  
Darden Restaurants



**Ursula Burns**  
Xerox



**Don Thompson**  
McDonald's



**Roger Ferguson**  
TIAA-CREF

» 10 Areas With Largest Black Markets

District of Columbia	26.1%
Mississippi	23.5%
Maryland	23.1%
Georgia	21.8%
Louisiana	19.7%
South Carolina	17.7%
Alabama	17.4%
Delaware	15.3%
North Carolina	14.6%
Virginia	12.9%

» Median Household Income (2011)

Blacks	\$32,229	U.S. MEDIAN HOUSEHOLD INCOME
Latinos	\$38,624	\$50,054
Whites	\$55,412	
Asian Americans	\$65,129	

**DiversityInc**

FOR MORE FACTS AND FIGURES:  
[www.DiversityInc.com/diversity-facts](http://www.DiversityInc.com/diversity-facts)