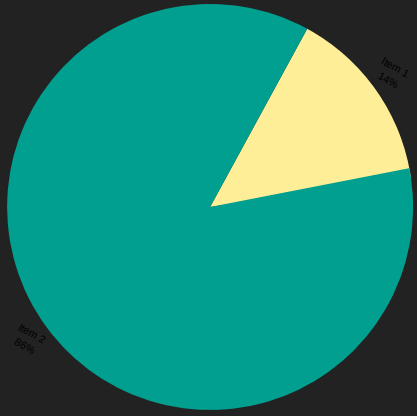


# BLACK POWER

# IN THE US



**14%**  
of the  
population

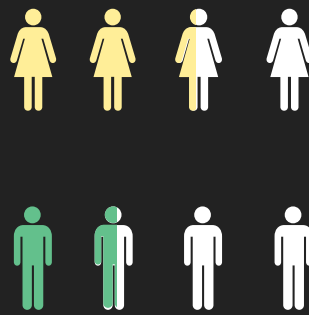


**\$1.2**  
trillion in  
purchases  
annually

Did you know Canada's (as an entire country) purchasing power is only a bit more than Black Americans' at \$1.7 trillion?!

**2.6M**

Black or  
African-American  
owned businesses



59% of African American  
small business owners  
are female

39%  
are male

\*Equally male/female owned are not represented\*



**29%**

of the Black population 16 and older,  
work in management, business, science,  
and arts occupations

**2.1 million**

Black military veterans  
in the US nationwide



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