

From the Founding Editor-in-Chief:



Women-CONNECT is a quarterly publication that will reflect the diversity and rich cultures of successful women all around us who will inspire and motivate us to live not only successfully but also significantly by making differences in the lives of each other. The mission of Women-CONNECT is to embrace, celebrate and share ideas and experiences by making connections and creating relationships with diverse women everywhere. The stories that you will read will be of remarkable women from different cultures and various walks of life, each with unique backgrounds and experiences.

There is something wonderful happening around the world as we begin to embrace the many cultures. I believe we all have something to offer, and when we begin to appreciate and value the differences in others, we enhance our own lives.

I hope to see you in Women-CONNECT! Remember that we can all grow as we learn and share our own experiences...and celebrate one another's successes!

Pat

Patricia L. Gadsden



Purchasing Power and Economic Clout of Women

NATIONAL BUYING POWER OF A DIVERSE NATION

African-American – Buying power will increase from \$318.1 billion in 1990 to \$1.2 trillion in 2013, an increase of 289.6%.

Asian-American – Buying power will increase from \$117 billion in 1990 to \$752.3 billion in 2013, an increase of 545.9%.

Native American/Alaska Native – Buying power will increase from \$19.7 million in 1990 to \$84.6 million in 2013, an increase of 329.0%.

Latinas – Buying power will increase from \$212 billion in 1990 to \$1.3 trillion in 2013, an increase of 554.3%.

- ❖ 50% of U.S. Workforce is women.
- ❖ 66% of home-based businesses are owned by women.
- ❖ New businesses started by women are twice those started by men. Women of color businesses are growing at four times that rate.
- ❖ 70% of caregivers are women.
- ❖ Women Purchase or influence the purchase of 80% of all products and services.
- ❖ 86% of all personal wealth is controlled by women.
- ❖ 8 out of 10 women are the principle purchasers of their homes.
- ❖ 62% of all shareholders are women.
- ❖ 60% of all new cars are purchased by women.
- ❖ Since 1964, women have been the majority voters.