

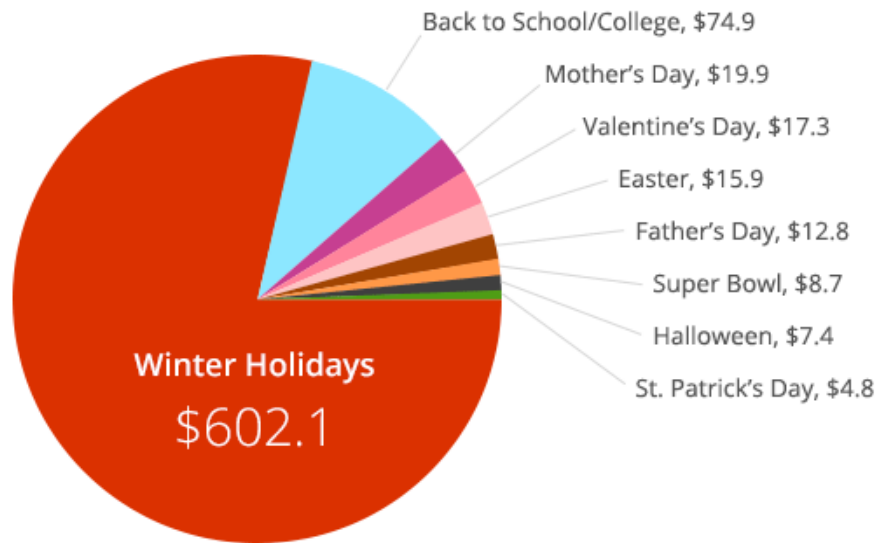
Data on Black Economics & Christmas Spending



The Honorable Minister Louis Farrakhan:

“Dr. Martin Luther King, Jr., in his [last public message](#) before he was assassinated talked about redistributing the pain through Economic Withdrawal. We have a purchasing power of over 1 trillion dollars but in our reckless and wasteful spending habits we have not been able to pool our resources in a collective manner. By strategically engaging in economic withdrawal we can begin putting power behind our demands and build a new and better reality. Let us start by not spending money during the Christmas season. Why should we make the merchants rich by their wicked manipulation and exploitation of the emotions of children, parents, families and those we love, with their pagan practices that have nothing to do with the celebration and observance of the righteous servant of God, Jesus.”

\$750 Billion: That's the total consumer spending on *all* holidays in the US in 2014. The winter holiday season alone accounted for \$602.1B of this \$750B pie. In fact, the National Retail Federation estimates that just two months—November and December—make up nearly 30% of a retailer's annual sales.



Source: Montly Consumer Survey

A Christmas Thought from Frederick Douglass:



"The holidays are part and parcel of the gross fraud, wrong, and inhumanity of slavery... From what I know of the effect of these holidays upon the slave, I believe them to be among the most effective means in the hands of the slaveholder in keeping down the spirit of insurrection... These holidays serve as conductors, or safety-valves, to carry off the rebellious spirit of enslaved humanity."

Rebel on Black Friday. Buy NOTHING throughout the Christmas Season. Justice Or Else!

Overview of the U.S. Christmas Season	Values
Retail industry sales in the U.S.	\$3.19tn
Holiday employment in the U.S.	800k
Holiday retail sales in the U.S.	\$619.9bn
Christmas holiday retail growth	4.1%
U.S. retail e-commerce holiday season sales	\$72.03bn
Percentage of retailers beginning holiday promotions on October 1st	15.4%

Christmas shopping in the U.S.	Values
Average Christmas expenditure on gifts	\$781bn
Average amount spent on Christmas cards	\$29.14
Amount of Cyber Monday shoppers in the U.S.	131m
Average number of holiday gifts expected by U.S. consumers	12.9
Percentage of U.S. consumers buying gifts online	45%
Christmas tree retail value in the U.S.	\$1.16bn

Boycott Black Friday, and beyond

The publicly available data is less than optimal and offers mostly general information.

Many whom we want participation from—churches, rappers, entertainers—may rely on Christmas shoppers buying their cds, and other product lines for stocking stuffers, etc. Better economic data will help shape marketing appeals and strategies.

Please see the document titled **“POWERFUL. GROWING. INFLUENTIAL. THE AFRICAN-AMERICAN CONSUMER,”** by the Nielson Company, which gives an overview of Black spending habits.

The next section tries to provide interesting information from readily available sources:

Economics of Christmas

Between Black Friday and Christmas day, retailers enter a dream world of profits and riches. In 2014, shoppers were expected to spend \$620 billion over the holidays, according to projections from the National Retail Federation, up 4.1% from 2013. Retailers make 25% of their yearly sales and 60% of their profits between Thanksgiving and Christmas. The business of promotion, advertising, decorations, music, and parades also gain financially each Christmas.

Most concerning to the enemies of Black freedom is that he depends on “minorities” spending the most.

Blacks lead the charge, saying they would spend 17% more than they had the previous year, and both Asian Americans and Hispanics said they planned to spend 13% more than the average. The poorer the household, the more they said they would spend.

Impact of Black Lives Matter

As Michael Brown lay in the street for four hours, and Ferguson’s Kevlar-clad police-army rolled its tanks and turrets in the street, the leaders of Black Lives Matter boldly and brilliantly targeted the shopping centers of America. They understood that holiday shopping is key for retailers, with sales in November and December accounting for about 19 percent of annual revenue. Using the hashtag #NotOneDime, they made deft use of social media and made headlines around the globe as they shut down whole malls on America’s busiest buying day—Black Friday. The result was devastating to a frail and impotent American economy teetering on the edge of collapse.



Six million shoppers stayed home, and sales plummeted by 11% on that 4-day weekend alone. That adds up to \$7 billion in lost revenue, according to the National Retail Federation.

And THIS \$7 billion BLM sledgehammer is why Hillary Clinton was forced to stand there and engage—even negotiate with—Black Lives Matter. In effect, Black Lives Matter carried out Martin Luther King’s blueprint for forcing real change in the American system. In his very last speech in Memphis, Tennessee, Dr. King said that when we Blacks feel pain, “we must kind of redistribute the pain.” He specifically said the targeting of the economy through boycotts and strategic buying forces results from a nation’s white leaders, who, like Hillary, understand nothing but money. The Rev. Dr. Martin Luther King said in 1968:

“We have an annual income of more than thirty billion dollars a year, which is more than all of the exports of the United States, and more than the national budget of Canada. Did you know that? That’s power right there, if we know how to pool it.”

King called this strategy Economic Withdrawal, and that is exactly what Black Lives Matter did last Christmas. They went to the American Retail “Bank”—IN UNITY—and made a \$7 billion withdrawal. And that is why Clinton could ignore the “Black leaders” but could not ignore Black Lives Matter; and that is why a photo of Hillary’s fateful encounter with BLM’s leaders is on the front page (above the fold) of the August 20th *New York Times*.

(source: <http://noirg.org/articles/hillary-clinton-meet-mr-jones/>)

Statistics on Black Friday

- According to the National Retail Federation survey, a record 226 million consumers visited stores and websites Black Friday weekend.
- 86.3 million consumers braved the crowds that day alone; 152 million for the weekend total.
- The average holiday shopper spent \$399 on Black Friday weekend.
- Total expenditure for Black Friday weekend is estimated to reach \$52.4 billion.

Statistics on Holiday Shopping

- A survey found that middle-income consumers — with household income under \$50,000 — say they will spend an average 12% more than last year on holiday items vs. 8% more for consumers with household incomes exceeding \$50,000.
- Asian Americans are expected to exceed all consumers in the use of online shopping. One in four Asian Americans said they will shop online; but about one in five mainstream consumers do.
- The amount spent on holiday purchases continues to grow year over year. In 2011, shoppers were anticipated to have spent an average of \$704.18 per person on gifts and seasonal items.
- Children claim a bulk of the holiday treasures at \$403.26 spent on average, followed by \$68.23 spent on friends, \$21.06 spent on co-workers and \$23.39 spent on miscellaneous gifts.

Psychology of Holiday Shopping

- In one study of children's letters to Santa, it was found that in all cases children asked for only material items in the 855 letters sent to Santa that arrived in a Seattle post office.
- A study found that children often received more gifts than requested, especially preschool children, who requested an average of 3.4 toys and received an average of 11.6 toys for Christmas.
- Decking the halls with the spirit of the season is also an important year-end tradition, as 87 percent of people surveyed say decorating improves their spirits during the holidays.
- Decorations account for about \$46.73 of spending, greeting cards average out at \$26.52, floral arrangements hold at \$18.23, and cherished Christmas trees average out to \$42 in consumer costs. Surprisingly, gift-wrapping costs for consumers equates to \$2.6 billion worldwide. Lastly, a generous slice of holiday costs is allocated to food and candy, contributing to \$96.75 of holiday expenses.
- 86 percent of adults surveyed believed in Santa Claus as a child, with the average age being at 8 years old when Santa is revealed that he "isn't real." Only 15 percent of children believe in Santa past the age of 10.

- The popularity of online shopping has also contributed to the rise in holiday expenses as online shoppers spend about 22 percent more on the web than in physical retail stores. Online holiday shopping statistics reveal Cyber Monday 2011 saw 33 percent more online sales compared to the preceding year, as average order values increased from \$193.24 to \$198.26, a 2.6 percent rise.
- Tremendous waste of gift-giving: Yale University economist Joel Waldfogel calculated that 10% of all gift giving (amounting to \$4 billion) is wasted. The gift is not wanted and will not be used, or will be thrown away, adding immensely to American clutter and waste. He determined that the most efficient gift is money, for the recipient can spend it on something he/she actually wants.

Top Holiday Gifts in 2011

Consumers are planning to buy a variety of gifts for the season:

- Clothing and accessories: 59%
- Gift cards: 57%
- Toys: 43%
- Electronics: 32%
- Food or candy: 30%
- Cosmetic and personal items: 24%
- Jewelry: 21%
- Home décor: 18%
- Sporting equipment: 18%

Holiday Shopping: When and Where

- A reported 38.9 percent of consumers shopped for holiday gifts before Halloween; while 51.4 percent of shoppers were in full shopping mode by mid-November.

Where Americans buy:

- Discount stores 66%
- Department stores 57%
- Grocery stores 49%
- Small business 38%
- Clothing stores 35%
- Drug stores 21%
- Craft stores 18%

How Black people spend their money

According to [a recent study](#) by the **Nielsen Company**, African Americans will have \$1.1 trillion in collective buying power by 2015 (increasing to about \$1.3 trillion by 2017), making Black spending more relevant than ever as a consumer group.

According to Nielsen:

- Blacks are more aggressive consumers of media and they shop more frequently.
- Blacks watch more television, make more shopping trips, purchase more ethnic beauty and grooming products, and read more financial magazines.
- Blacks make an average of 156 shopping trips per year, compared with 146 for the total market. Favoring smaller retail outlets, Blacks shop more frequently at drug stores, convenience stores, and Dollar stores.
- Beauty supply stores are also popular with the Black community, as they typically carry an abundance of ethnic hair and beauty aids that cater specifically to the unique needs of black hair textures.
- While the numbers indicate that Blacks are an important part of the buying public, companies spend just three percent (3%) of their advertising budgets marketing to Black consumers.
- Despite our collective buying power, statistical data reflect that much of that money is spent outside the Black community and not with Black-owned businesses.
- According to Cheryl Pearson McNeil, a Vice President at Nielsen, “The Black population is young, hip and highly influential. We are growing 64 percent faster than the general market.”
- Blacks tend to spend more on electronics, utilities, groceries, and footwear. They spend a lot less on new cars, alcohol, entertainment, health care, and pensions.

Black Spending from Target Market News “Buying Power” report

It is estimated that every year Blacks spend their dollars in the following ways:

Apparel Products and Services	\$26.9 billion
Appliances	2.2 billion
Beverages (Alcoholic)	2.8 billion
Beverages (Non-Alcoholic)	3.1 billion
Books	289 million
Cars and Trucks - New & Used	31.5 billion
Computers	3.5 billion
Consumer Electronics	4.5 billion
Contributions	11 billion
Education	71 billion
Entertainment and Leisure	2.8 billion
Food	65.3 billion
Gifts	3.5 billion
Health Care	23.9 billion
Households Furnishings and Equipment	12.9 billion
Housewares	836 million
Housing and Related Charges	166.3 billion
Insurance	19 billion
Media	8.3 billion
Miscellaneous	4.4 billion
Personal Care Products and Services	6.6 billion
Sports and Recreational Equipment	1 billion
Telephone Services	17.2 billion
Tobacco Products and Smoking Supplies	3.1 billion
Toys, Games and Pets	2.4 billion
Travel, Transportation and Lodging	6.4 billion

Compare these numbers about “dollar circulation” reported by the NAACP:

- 55 percent of African Americans are unbanked or under-banked, meaning they do not have a bank account or the appropriate bank account.
- “Blacks on the average are six times more likely than Whites to buy a Mercedes, and the average income of a Black who buys a Jaguar is about one-third less than that of a White purchaser of the luxury vehicle,” according to *Black Enterprise Magazine*
- Although Blacks make up 13 percent of the U.S. population, just seven percent (7%) of small business are owned by Blacks.
- Advertisers have repeatedly slighted the black media, spending only three percent, or \$2.24 billion, of the \$75 billion spent with all media last year.
- Each year, Blacks spend more than \$47 billion on Lincoln automobiles, \$3.7 billion on alcohol, \$2.5 billion on Toyotas, \$2 billion on athletic shoes, and \$600 million each year on McDonald’s and other fast foods, according to Target Market News Inc., a Chicago-based marketing research group.
- Blacks also spend wildly to keep up their appearances. The black hair care and cosmetics industry counts as a \$9 billion a year business.
- Beauty product lines designed for African Americans were once 100 percent owned and operated by Blacks; today other ethnic groups control more than 70 percent of the market.
- The current homeownership rate reveals that 74 percent of whites own homes, while approximately 44 percent of Blacks are homeowners, according to the Harvard Joint Center for Housing Studies State of the Nation report for 2013.
- Sixty percent of Blacks have less than \$50,000 saved in company retirement plans and only 23 percent have more than \$100,000.
- ***A 2013 study revealed that Black churches have collected more than \$420 billion in tithes and donations nationwide since 1980, an average of \$252 million a week.***

Facts & Stats

(Source: *How White Folks Got So Rich*)

The typical Black household earns **59 cents for every dollar** earned by a typical white household. And for every dollar of wealth owned by a white family, a Black or Latino family owns just 16 cents.

White families, on average, earn about \$2 for every \$1 that Black and Latino families earn, a ratio that has remained roughly constant for the last 30 years. But when it comes to wealth — as measured by assets, like cash savings, homes, and retirement accounts, minus debts, like mortgages and credit card balances — white families have far outpaced Black and Latino families. **Before the 2008 recession, white families, on average, were about 4 times as wealthy as “nonwhite” families. By 2010, whites were about six times as wealthy.**

The dollar value of that gap has grown, as well. According to the most recent data, the average white family had about \$632,000 in wealth, versus \$98,000 for Black families and \$110,000 for Latino families.

Single Black women (across all ages, from age 18 to 64) have a median wealth of \$100 and single **Latinas** have a median wealth of \$120. The figure for single white women? \$41,000.

Almost 50 million Americans live in officially defined poverty. The rate is higher, not lower, than in the late 1960s.

The government is now spending \$80 billion a year on its food stamp program—twice what it cost five years ago. Food stamp participation since 1980 has grown the fastest among workers with some college training. Formally called Supplemental Nutrition Assistance, or **SNAP**, the program now covers 1 in 7 Americans.

The **richest 1%** of America’s families owns 47% of the value of stocks, bonds, and other financial instruments, real estate, and businesses; and one-fifth of America’s families control 93%. America’s top 20% receives about 42% of all income. Meanwhile, the bottom 40 percent of the country is in debt.

The financial wealth of the bottom two-fifths of the population actually falls into the negative numbers; that is, family debt overshadows their assets. In 2009, 40% of Black households had **zero** or **negative net worth**. Nearly 3 in 10 American households have zero or negative financial wealth.

In 2011, about **one in four American Indians and Alaska Native communities** (26.4 percent) lived in poverty. In contrast, about one in 10 whites (11 percent) lived in poverty (U.S. Census Bureau 2013).

Black homeownership hit an all-time high in 2004, with 50% of Blacks owning their homes, according to census data. Today the Black homeownership rate is 43%, compared with 73% for whites.

Homes in **majority-Black neighborhoods** do not appreciate as much as homes in overwhelmingly white neighborhoods. This appreciation gap begins whenever a neighborhood is more than 10% Black, and it increases right along with the percentage of Black homeowners. Equalizing for income, Black homeowners received **18 percent less value** for their homes than white homeowners.

Blacks and Latinos are more likely to receive **high-cost mortgages**: Blacks (53 percent) and Latinos (43 percent), in comparison to whites (18 percent).

Home ownership gives whites \$60,000 more in wealth than it does for Blacks.

Whites were able to generate more than \$5 in new wealth for each new dollar of income, while Blacks generated 69 cents of new wealth for each new dollar of income.

While Blacks comprise 13% of the U.S. population, they account for 23% of payday loan borrowers. The number of billionaires in the world is 1,645, with the number of billionaires living in the U.S. at 492.

Just four hundred persons in the U.S. have as much in assets and income as the bottom 50% of Americans.

The richest 1% on the earth has accumulated some 48% of the world's total wealth, while the bottom 80% of the planet's inhabitants have just 6% between them.

The richest 80 people on earth have as much wealth as the poorest 3.5 billion.

Black children are **three times more likely to live in poverty** than white children. American Indian/Alaska Native, Latino, Pacific Islander, and Native Hawaiian families are more likely than white and Asian families to live in poverty.

In 2013, the unemployment rate was 3.9% for whites with at least a bachelor's degree and 7.1% for Blacks. The unemployment rate for Blacks with a four-year college degree has tripled from 1992. According to the 2012 Dept. of Labor special report on the Black labor force, unemployed Blacks with only a high school diploma experienced a **24.6% unemployment rate**, compared with 12.7% for whites with the same educational level.

The poverty rate of American Indians is 25%, and the unemployment rate on the **Blackfoot Reservation** in Montana is near 70%.

Black men working full time earn 72 percent of the average earnings of comparable white men and 85 percent of the earnings of white women.

Scriptures

But where did all these Christmas symbols originate?

Consider the customs associated with Christmas. What do decorated evergreen trees, holly, mistletoe, yule logs, a jolly plump man in a fur-lined red suit, sleighs and flying reindeer have to do with the birth of Jesus Christ? None of those things have anything to do with Jesus but all those things have a lot to do with ancient pagan festivals. Most of the pagans were sun worshippers. The round red, silver, and gold balls hung on millions of trees during the holidays represent the sun.

One can look no further than the **King James Bible, Jeremiah 10:1-5**, for what it says about chopping down and decorating a tree:

1 Hear ye the word which the Lord speaketh unto you, O house of Israel:

2 Thus saith the Lord, Learn not the way of the heathen, and be not dismayed at the signs of heaven; for the heathen are dismayed at them.

3 For the customs of the people are vain: for one cutteth a tree out of the forest, the work of the hands of the workman, with the axe.

4 They deck it with silver and with gold; they fasten it with nails and with hammers, that it move not.

5 They are upright as the palm tree, but speak not: they must needs be borne, because they cannot go. Be not afraid of them; for they cannot do evil, neither also is it in them to do good.

Millions of Bibles are in millions of American households. Yet how many people are familiar with the verses in Jeremiah? According to a State of the Bible in 2013 survey commissioned by the American Bible Society, 88 percent of Americans own a Bible but 61 percent wish they read it more.

(Source: "X-mas Hype and Hysteria: 6 Reasons Why It Isn't Worth It," BY STARLA MUHAMMAD: http://www.finalcall.com/artman/publish/National_News_2/article_101052.shtml)



Scriptures about merchants

Revelation 18:3

For all the nations have fallen from the wine of her immoral passion, and the kings of the earth have committed sexual immorality with her, and the merchants of the earth have gotten rich from the power of her sensual behavior.”

Revelation 18:11

Then the merchants of the earth will weep and mourn for her because no one buys their cargo any longer—

Revelation 18:15

The merchants who sold these things, who got rich from her, will stand a long way off because they are afraid of her torment. They will weep and mourn,

Revelation 18:23

Even the light from a lamp will never shine in you again! The voices of the bridegroom and his bride will never be heard in you again. For your merchants were the tycoons of the world, because all the nations were deceived by your magic spells!

Genesis 49:27

Benjamin is a ravenous wolf; in the morning he devours the prey, in the evening he divides the plunder.

Articles on Christmas:

Whose Christmas?, BY THE MOST HONORABLE ELIJAH MUHAMMAD

http://www.finalcall.com/artman/publish/Columns_4/Whose_Christmas_1197.shtml

‘Holy Day’ vs. ‘Holiday’: The Lie of ‘December 25th’

BY THE HONORABLE MINISTER LOUIS FARRAKHAN

http://www.finalcall.com/artman/publish/Minister_Louis_Farrakhan_9/article_101077.shtml

Black Folks’ Guide to Understanding Christmas

<http://noirg.org/articles/black-folks-guide-to-understanding-christmas/>

‘Redistributing pain’ for Christmas—boycotting holiday spending for justice, BY JAMES G. MUHAMMAD

http://www.finalcall.com/artman/publish/National_News_2/article_102615.shtml

On Christmas: What Would OUR Jesus Do?

http://www.finalcall.com/artman/publish/Perspectives_1/article_9464.shtml

X-MAS Comes with heavy price, BY STARLA MUHAMMAD

http://www.finalcall.com/artman/publish/National_News_2/article_7511.shtml

The Ghetto Economics of X-Mass, BY PAUL SCOTT

http://www.finalcall.com/artman/publish/Perspectives_1/The_Ghetto_Economics_of_X-Mass_4230.shtml

The Big Lie, Thanksgiving Day, and Consumer Spending, BY SAEED SHABAZZ

http://www.finalcall.com/artman/publish/National_News_2/article_100982.shtml

No justice, no profit! — Black Lives Matter say protestors as economic pressure is exerted in struggle, BY RICHARD B. MUHAMMAD

http://www.finalcall.com/artman/publish/National_News_2/article_101967.shtml

HILLARY CLINTON, MEET MR. JONES

<http://noirg.org/articles/hillary-clinton-meet-mr-jones/>

White Christmas and Black December, by Briallen Hopper

<https://lareviewofbooks.org/essay/white-christmas-black-december>