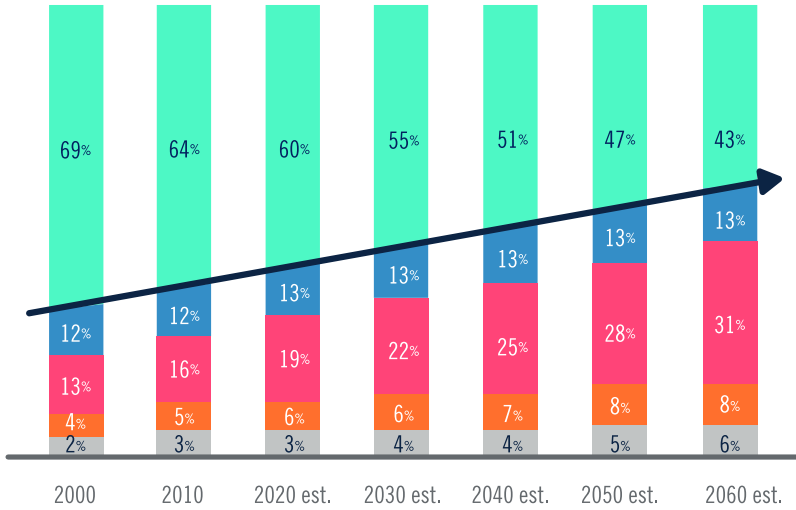


# MULTICULTURAL AMERICA: AN OVERVIEW OF THE DEMOGRAPHIC SHIFTS AND ECONOMIC OPPORTUNITY OF TODAY'S MARKET

## THE FUTURE IS MULTICULTURAL



### U.S. POPULATION

White Black Hispanic Asian All other



**100%**

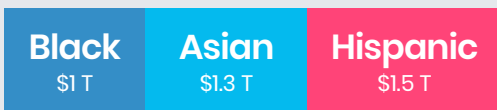
U.S. POPULATION GROWTH IS 100% DRIVEN BY MULTICULTURAL SEGMENTS<sup>1</sup>



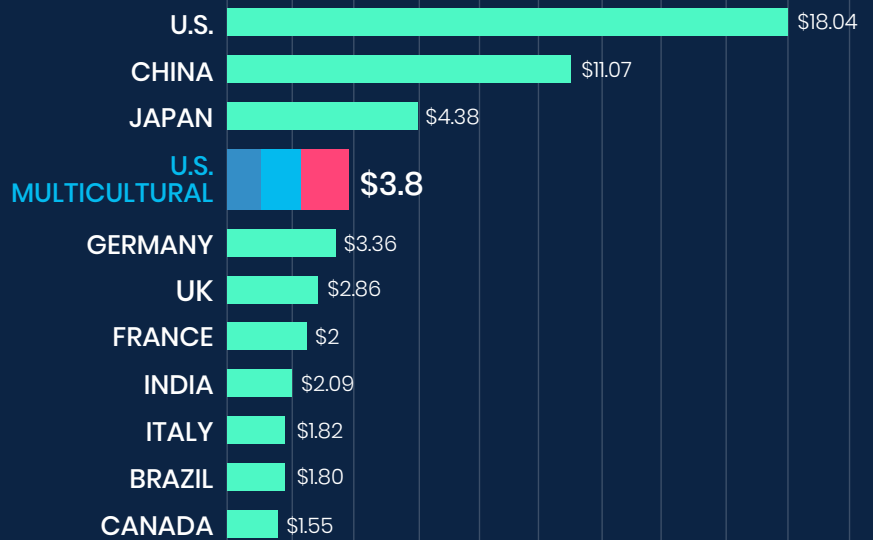
BY 2023 MULTICULTURAL PURCHASING POWER GROWTH WILL BE

**24%** VS 16% OVERALL

IF THE U.S. MULTICULTURAL MARKET\* WERE A COUNTRY IT WOULD BE THE WORLD'S 4<sup>TH</sup> LARGEST ECONOMY<sup>2</sup>



Combined purchasing power by segment = \$3.8 Trillion\*  
\*Multicultural (MC) = U.S. Hispanic, Black and Asian



## THE SHIFT IN THE U.S. WORKFORCE<sup>4</sup>

FROM 2014  
U.S. MULTICULTURAL WORKFORCE

**53M**

**34%** OF THE U.S. LABOR FORCE WAS STRICTLY MULTICULTURAL BY 2014<sup>3</sup>

HISPANIC	BLACK	ASIAN
25.3M	18.8M	8.7M
16.3%	12.1%	5.6%

TO 2024  
U.S. MULTICULTURAL WORKFORCE

**64M**

**40%** OF THE U.S. LABOR FORCE WILL BE BY MULTICULTURAL BY 2024<sup>3</sup>

HISPANIC	BLACK	ASIAN
32.5M	20.8M	10.8M
19.8%	12.7%	6.6%

**100%** of the growth of the u.s. labor force will be driven by multicultural talents

HISPANIC +28%    BLACK +10.1%    ASIAN +23.2%  
VS. -3% FOR NH WHITE

**SOURCES:**

<sup>1</sup> Population data - U.S. Census data and Geoscape proprietary projections, 2019  
<sup>2</sup> Multicultural Economic power - SSG Total Market; The Multicultural Economy 2018; United States  
<sup>3</sup> Census Bureau; Nielsen; Pew Research Center; UCLA Williams Institute; Buzzangle  
<sup>4</sup> Workforce: BLS (2017) Labor Force Characteristics by Age, Gender, Race and Ethnicity. Online resource.