

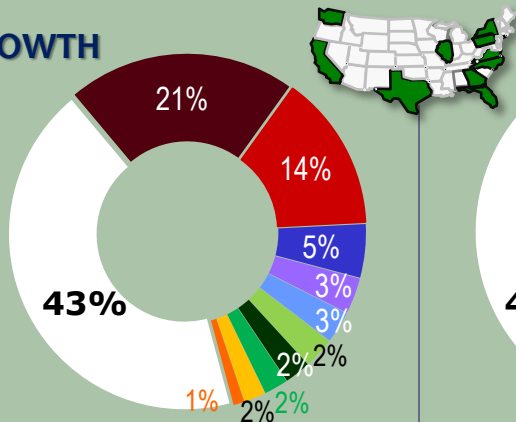
10 MOST INFLUENTIAL TOTAL MARKET STATES

Part III: Gross Domestic Product 2010-13

As the U.S. GDP inched up 2% annually since 2010 to \$15.5T in 2013, the 10 most influential Total Market (TM) states yielded the brunt of the economic expansion. In fact, these 10 TM states generated nearly 60% of the country's net GDP growth. Fueled by a population base that is 60% Multicultural, TX & CA account for a third of the total U.S. GDP growth. NY, FL, & GA are next in line to become majority Multicultural by 2025. On average, Multicultural segments are growing 22 times faster than non-Multicultural in the top 10 TM states.

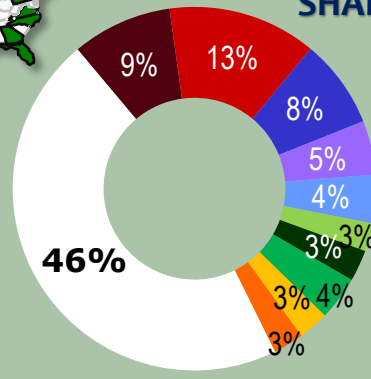
SHARE OF GDP GROWTH

57% of the incremental U.S. GDP since 2010, \$0.5 Trillion, was generated by the Top 10 TM states.



SHARE OF TOTAL GDP

54% of U.S. Total GDP, \$8.4T comes from the Top 10 TM states; the remaining 40 states generate 46% of the U.S. GDP.



Legend: TX (dark red), CA (red), NY (blue), FL (purple), IL (light blue), WA (green), NC (dark green), PA (medium green), GA (yellow), VA (orange), All Other 40 States (white)

Top 10 TM States listed according to share of U.S. incremental GDP growth since 2010

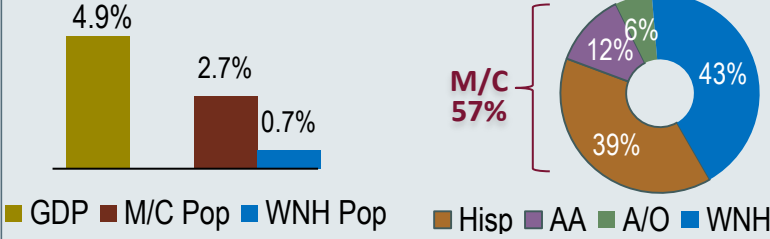
TEXAS



GDP: \$1.4 T

CAGR 2010-13

Share of Population



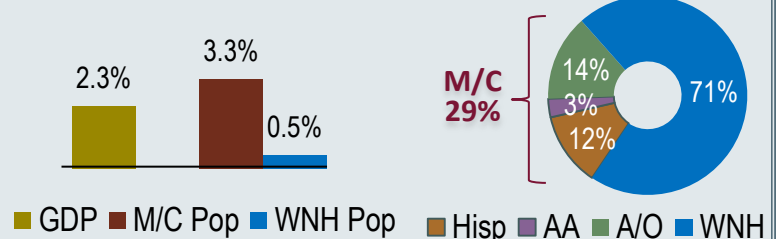
WASHINGTON



GDP: \$0.4 T

CAGR 2010-13

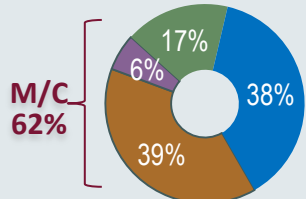
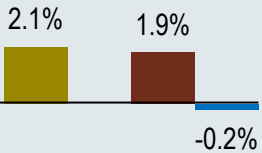
Share of Population



CALIFORNIA



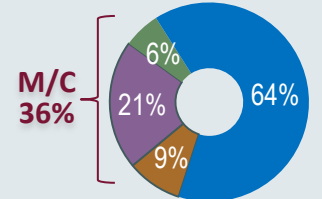
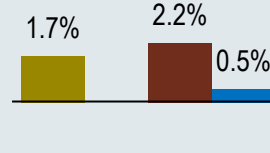
GDP: \$2.1 T



NORTH CAROLINA



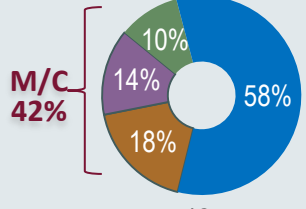
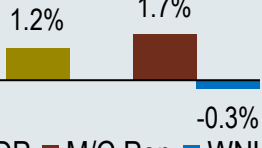
GDP: \$0.4 T



NEW YORK



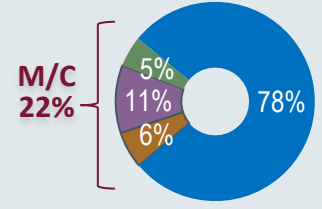
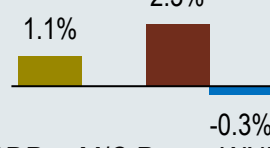
GDP: \$1.2 T



PENNSYLVANIA



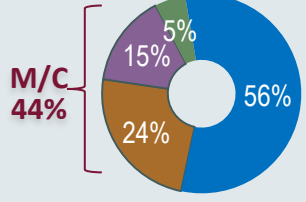
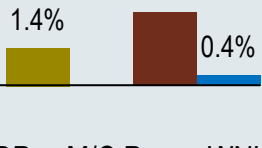
GDP: \$0.6 T



FLORIDA



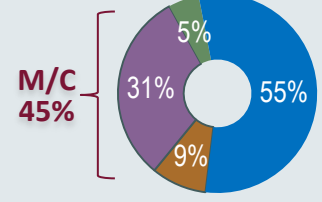
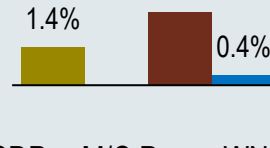
GDP: \$0.8 T



GEORGIA



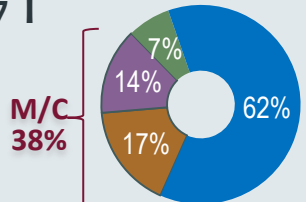
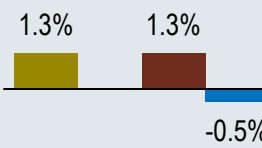
GDP: \$0.4 T



ILLINOIS



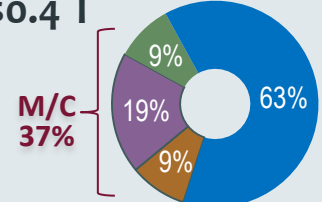
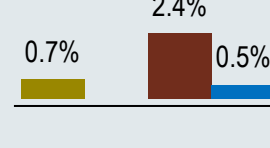
GDP: \$0.7 T



VIRGINIA



GDP: \$0.4 T



CAGR = Compound Annual Growth Rate M/C = Multicultural Population, Hisp = Hispanic, AA = African Am, A/O = Asian/Other, WNH = White non-Hispanic
Source: SSG Longitudinal Analysis of GDP - Bureau of Economic Analysis 2010-2013 Real GDP (chained 2009 dollars)
* "SSG Ten Most Influential States In Total Market" is based on a proprietary model which includes Census, BLS, Selig and other state data.

Learn More on Total Market at www.SantiagoSolutionsGroup.com/Media-Center/Infographics/

For questions or comments please call SSG at 818-763-5661