

# MULTICULTURAL MILLENNIALS –A MAJORITY IN THE 10 MOST INFLUENTIAL ‘TOTAL MARKET’ STATES

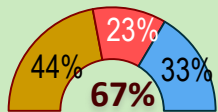
In 2013, a majority (52%) of Millennials in the Top 10 Total Market (TM) states were of Multicultural background compared to 1 in 3 of Millennials in the remaining 40 states. Between 2010 and 2013, the U.S. Millennial population grew at 0.6% annually due to net positive migration. Multicultural Millennials generated the vast majority (76%) of the Millennial growth in these top 10 TM states, growing 3 times faster than White Non-Hispanic Millennials. The top 10 TM states represented 53% of all U.S. Millennials and fueled 72% of the U.S. Millennial growth.

Ranked by 2013 Millennial Population

## 1. CA

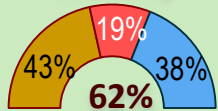


Hisp AA,A/O WNH



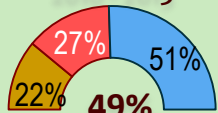
SHARE OF M/C MILL POP '13

## 2. TX



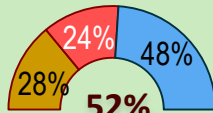
SHARE OF M/C MILL POP '13

## 3. NY

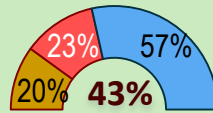


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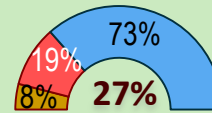
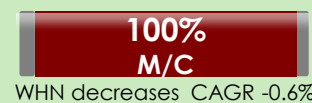
## 4. FL



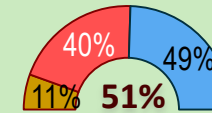
## 5. IL



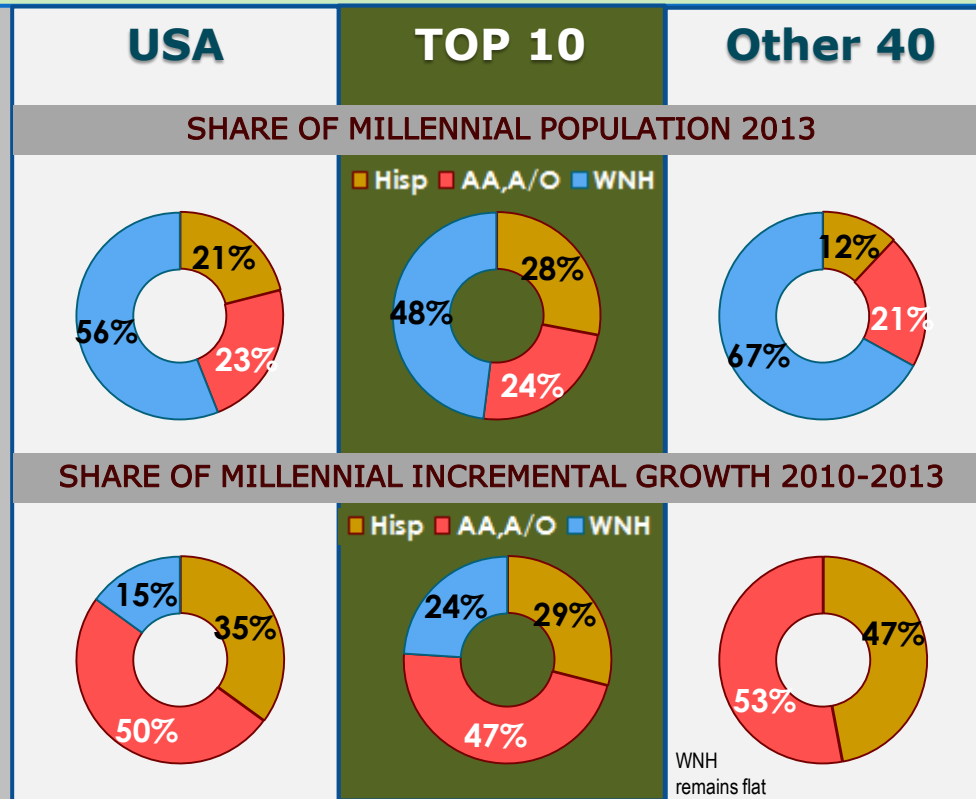
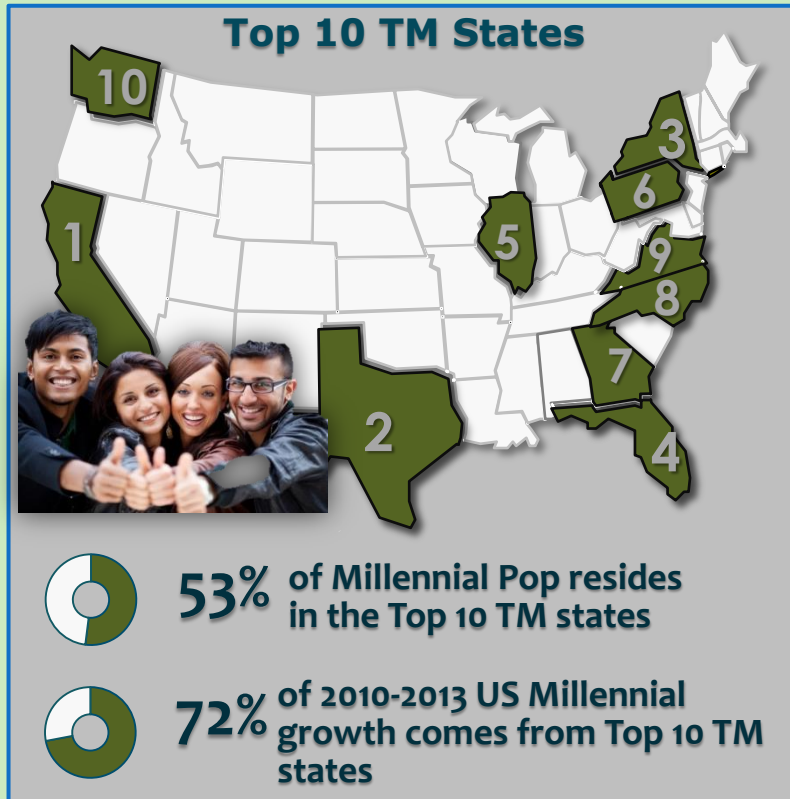
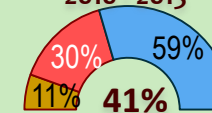
## 6. PA



## 7. GA



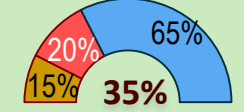
## 8. NC



## 10. WA

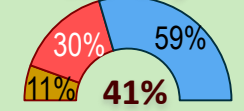


Hisp AA,A/O WNH



SHARE OF M/C MILL POP '13

## 9. VA



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