

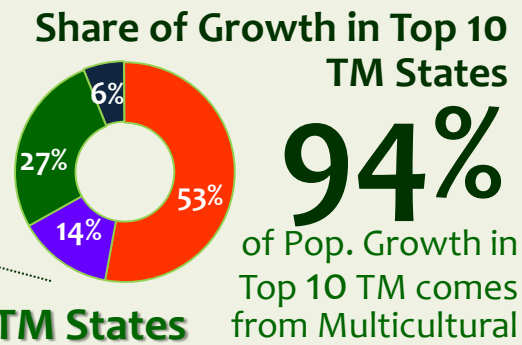
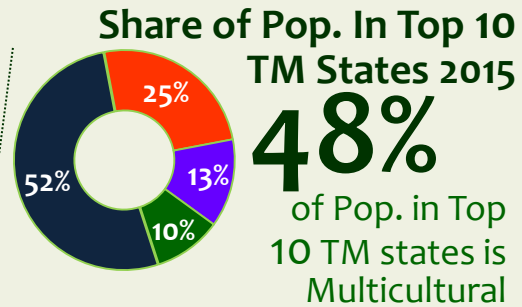
# The New Multicultural Economy Boosts The U.S. Total Economy

In the 10 states that constitute half of the consumer Buying Power and the US GDP, Multicultural (M/C) segments are near HALF of the overall population, they generate over 90% of the population growth and almost 40% of the growth in Buying Power, that's why we call them the 'Top 10 Total Market (TM) States'. Over 75% of the U.S. newly employed & incremental personal income generated in the entire U.S. in 2014 was also generated by Multicultural; concentrated in White & Gray collar jobs.

## 2015 MULTICULTURAL SHARE IN TOP 10 TOTAL MARKET STATES<sup>1</sup>

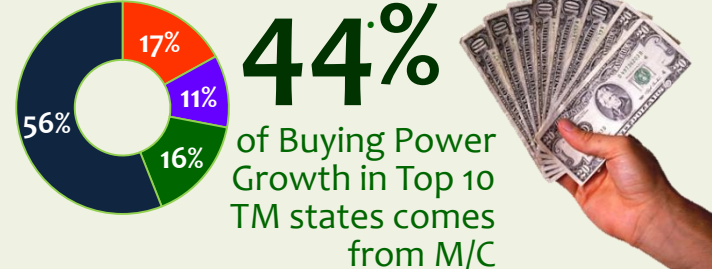
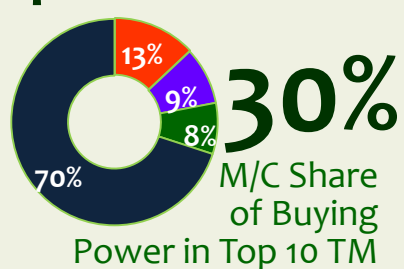
| State             | Overall Pop (M) | % M/C |
|-------------------|-----------------|-------|
| 1. California     | 39.3            | 62%   |
| 2. Texas          | 27.5            | 57%   |
| 3. Florida        | 20.1            | 45%   |
| 4. New York       | 19.9            | 44%   |
| 5. Illinois       | 12.9            | 38%   |
| 6. Pennsylvania   | 12.9            | 23%   |
| 7. Georgia        | 10.3            | 46%   |
| 8. North Carolina | 10.1            | 37%   |
| 9. Virginia       | 8.5             | 38%   |
| 10. Washington    | 7.2             | 30%   |

**Top 10 TM States 168.7M 48%**



**52% of U.S. Population in Top 10 TM States**

## \$2.1 Trillion 2015 MULTICULTURAL BUYING POWER IN TOP 10 TM STATES<sup>2</sup>



67% of the Multicultural purchase power in the U.S. (\$3.2 Trillion) is concentrated in the Top 10 TM states vs. 52% of the White Non-Hisp.

## 2014 EMPLOYMENT & INCOME IN OVERALL U.S.

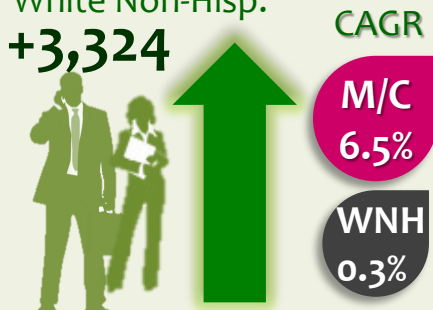
8 in 10 of newly employed in the U.S. were Multicultural, nearly Half were Hispanics<sup>3</sup>

Multicultural segments generated 75% of the 2014 incremental personal income in the U.S.<sup>3</sup>

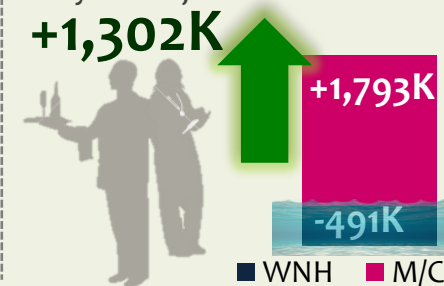


## EMPLOYMENT OCCUPATION CHANGE 2011-2014<sup>4</sup>

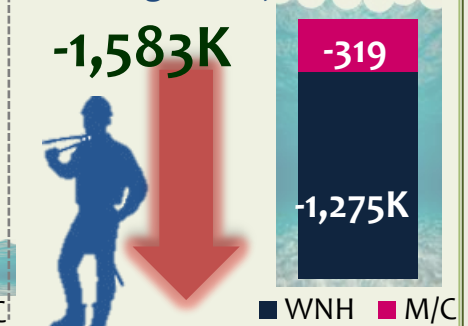
**WHITE COLLAR**  
Since 2011, Multiculturals have gained White-collar jobs at **21 times** the rate of White Non-Hisp.



**GRAY COLLAR**  
For every WNH leaving a gray collar job there were **3.7** Multiculturals landing a Gray collar job.



**BLUE COLLAR**  
In a declining Blue-collar sector, Multiculturals are retaining more jobs.



1: "SSG 10 Most Influential States In TM" is based on SSG proprietary model which includes Census, BLS, and other state data. 2: SSG Analysis of the 'Multicultural Economy' 2010-13 Reports by Selig Center for Economic Growth 4: BLS Quarterly Census of Employment & Wages and Annual Social & Economic Supplement 5: Scarborough USA+ 2011 & 2014 18+. WNH:White non-Hisp Hisp:Hispanics AA: African American A/O: Asian Other

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