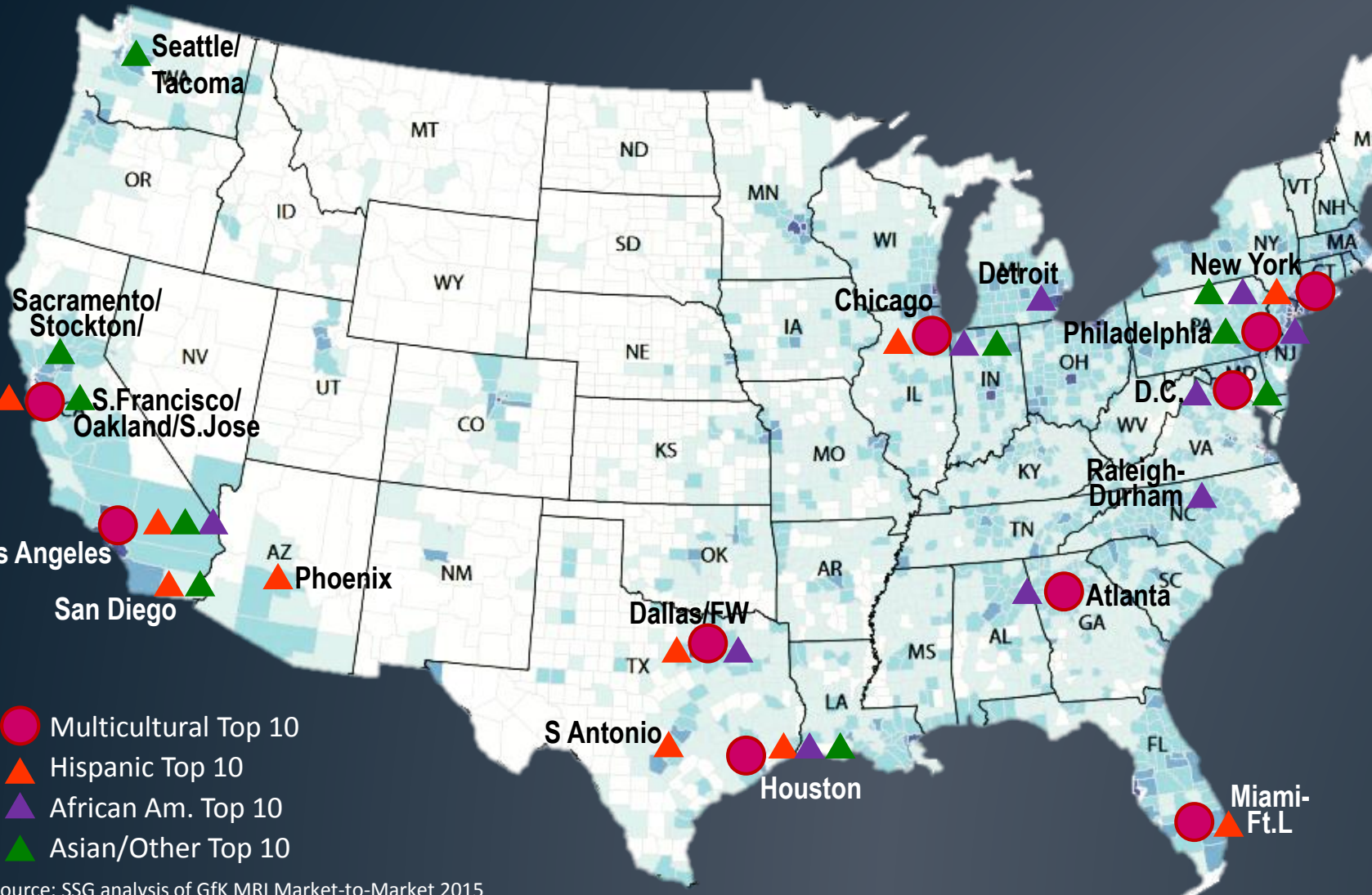


TOP 10 MULTICULTURAL MILLENNIALS DMAs

9 of the 10 Top 10 Multicultural (MC) Millennial DMAs are among the Top 10 Overall Millennial DMAs in the U.S. Of the Top 10 MC DMAs, 6 rank among the Top 10 Hispanic Millennial DMAs, 8 rank among the Top 10 African American DMAs and 7 rank among the Top 10 Asian/Other DMAs. NY, LA, Chicago and Houston are the most diverse DMAs, ranking on the Top 10 for all Multicultural segments.



- Multicultural Top 10
- ▲ Hispanic Top 10
- ▲ African Am. Top 10
- ▲ Asian/Other Top 10

Share of Segment in DMA*

Top DMA Ranked by Overall Millennial Population	Hisp Mill.	Af.Am. Mill.	Asian/ O Mill.	M/C Millen nials
New York	25%▲	19%▲	10%▲	54%●
Los Angeles	48%▲	8%▲	11%▲	67%●
Chicago	22%▲	20%▲	6%▲	48%●
Dallas-Ft. Worth	33%▲	14%▲	4%	52%●
Philadelphia	13%	19%▲	8%▲	40%●
S.Francisco-Oak-S.Jose	25%▲	7%	33%▲	65%●
Houston	40%▲	12%▲	6%▲	59%●
Washington D.C.	17%	20%▲	17%▲	54%●
Atlanta	15%	30%▲	6%	51%●
Boston	10%	6%	7%	23%
Phoenix	32%▲	3%	7%	42%
Seattle-Tacoma	13%	4%	18%▲	35%
Miami-Ft. Lauderdale	61%▲	13%	2%	75%●
Detroit	5%	21%▲	7%	33%
Sacramnto-Stkton	30%	9%	20%▲	58%
San Diego	38%▲	5%	13%▲	56%
Raleigh-Durham	12%	31%▲	7%	50%
San Antonio	60%▲	4%	3%	67%