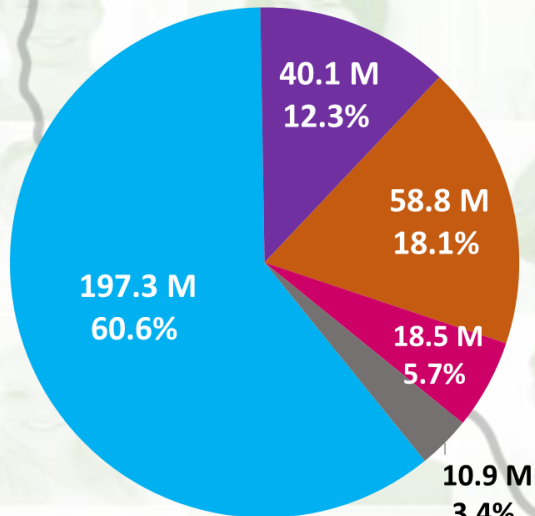


# Multicultural Segments Growth Surges 58% In New ACS Estimate ♦ Non-Hispanic White Segment Decline Accelerates

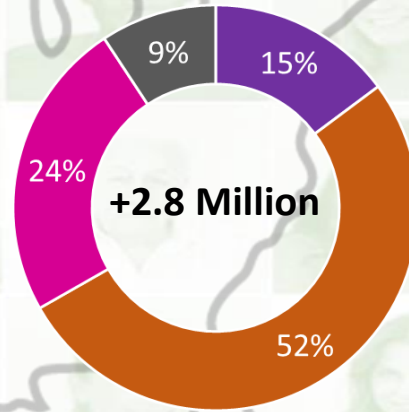
Multicultural segments jumped 2.8M from 2016 to 2017 compared to a 1.8M increase from 2015 to 16.

AA/Black Hispanic Asian/NHPI Other/Mixed Races White NH

**2017 U.S. Population: 325.7M**

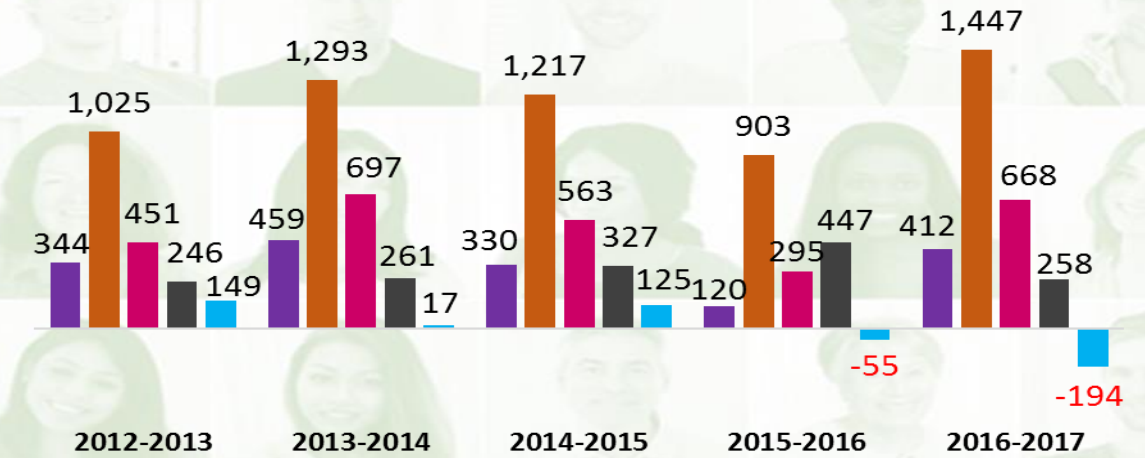


**Share of Growth 2016-17**



Multicultural segments yielded 100% of the US population growth. Hispanic compromised half of the overall growth.

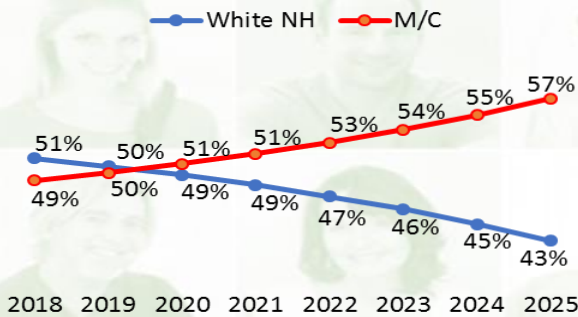
**Year Over Year Population Change (000's)**



From 2016 to 2017, White non-Hispanic segment recorded its second year of consecutive decline dipping 3.5 times more than from 2015-16, from -55K to -194K.

## MC Births about to Become Majority by 2020

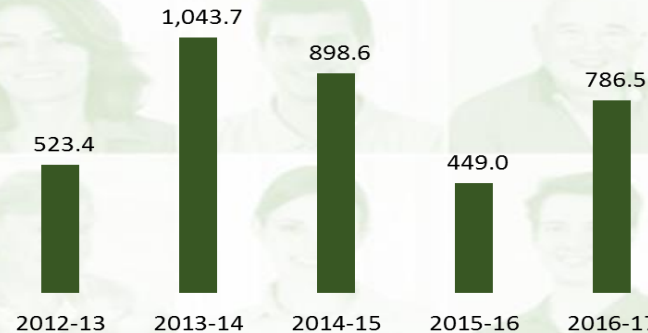
Projected Share of Births



- MC births are projected to surpass Non-Hispanic White births by 2020.
- Yet, number of births decreased across all segments compared to previous year by -92K.

## Immigrant Population Gain Rebounds After 3 Years of Decline

YOY Change (000's)



- Immigration gain soared in 2017 by almost +800K after consistent retractions since 2014.
- Rise driven by surge from Asia (41%), Latin American (21% South America, 7% Central America, except Mexico), and Africa (14%).

