

Total Market ROI Watch

Q1' 2014 U.S. Labor Growth

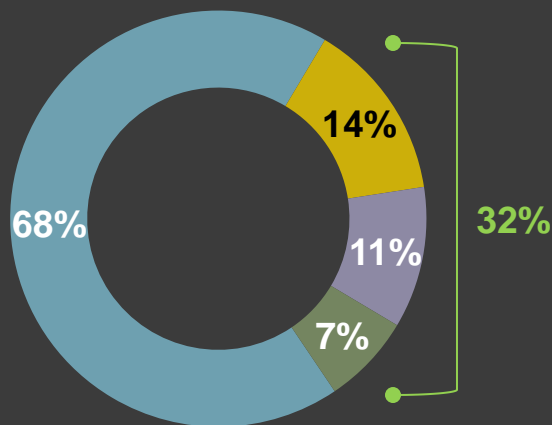
As part of a new series, SSG will analyze economic indicators from various sources, sharing growth insights that are vital signs of “new” economic opportunity.

The Base of Employed Is Vastly WNH

By 2020 the WNH share of employed will have dropped to 60%

Share of Total Employed Q1:10

■ WNH ■ HISP ■ AANH ■ AONH

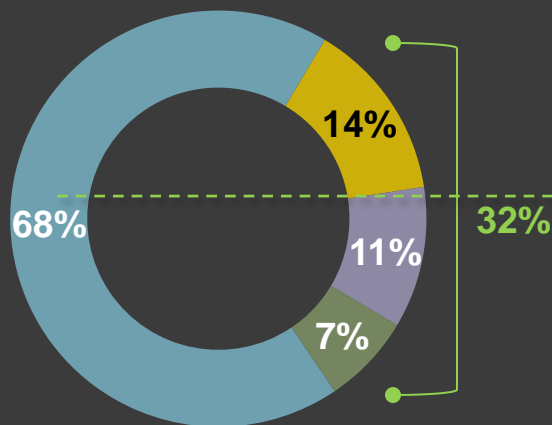


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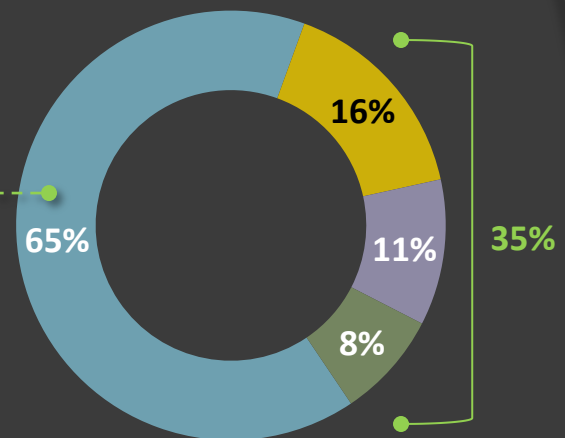
Share of Total Employed Q1:10

■ WNH ■ HISP ■ AANH ■ AONH



Share of Total Employed Q1:14

■ WNH ■ HISP ■ AANH ■ AONH

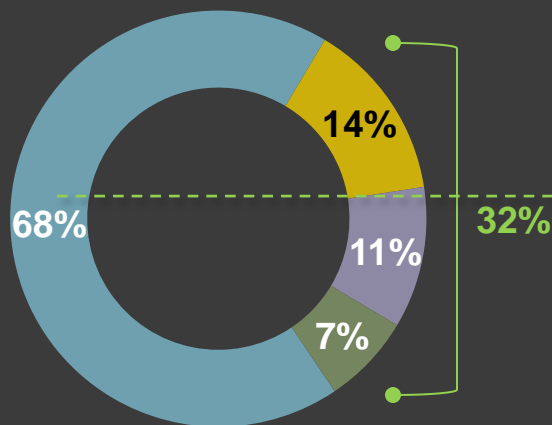


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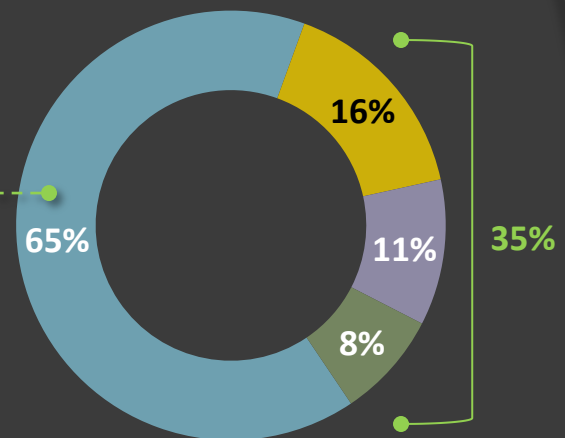
Share of Total Employed Q1:10

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Share of Total Employed Q1:14

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- From Q1:10-Q1:14, steady shift in employed workforce composition
- Shift comes from **increasing Multicultural share**
- **Hispanic share** of total employed has **increased** from **14% to 16%**
- **Asian share** of total employed grew slightly, from **7% to 8%**
- **African-American** held on to a **solid 11%** of the employed workforce

Current Growth Picture Is Exactly the Opposite



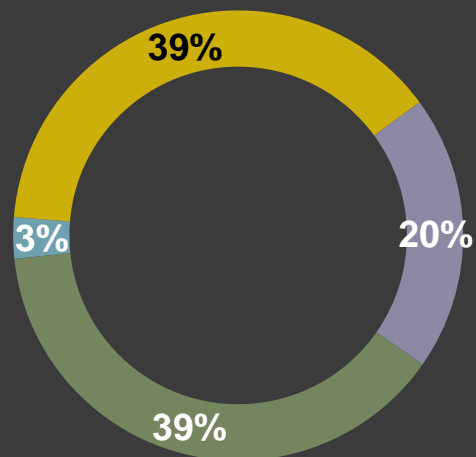
Multicultural segments are driving growth in employment today.

MC Share of Growth Remains Above 80%

Hispanics represent the largest share of employment growth

Share of Growth Q1: 2012-2013

■ WNH ■ HISP ■ AANH ■ AONH



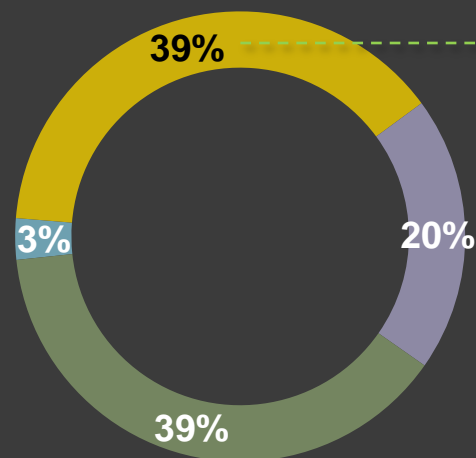
98% of the growth in Q1:12-Q1:13 was led by Multicultural Segments

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**Share of Growth
Q1: 2012-2013**

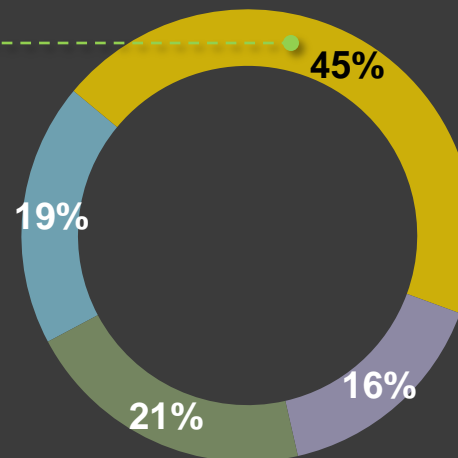
■ WNH ■ HISP ■ AANH ■ AONH



98% of the growth in Q1:12-Q1:13 was led by Multicultural Segments

**Share of Growth
Q1: 2013-2014**

■ WNH ■ HISP ■ AANH ■ AONH



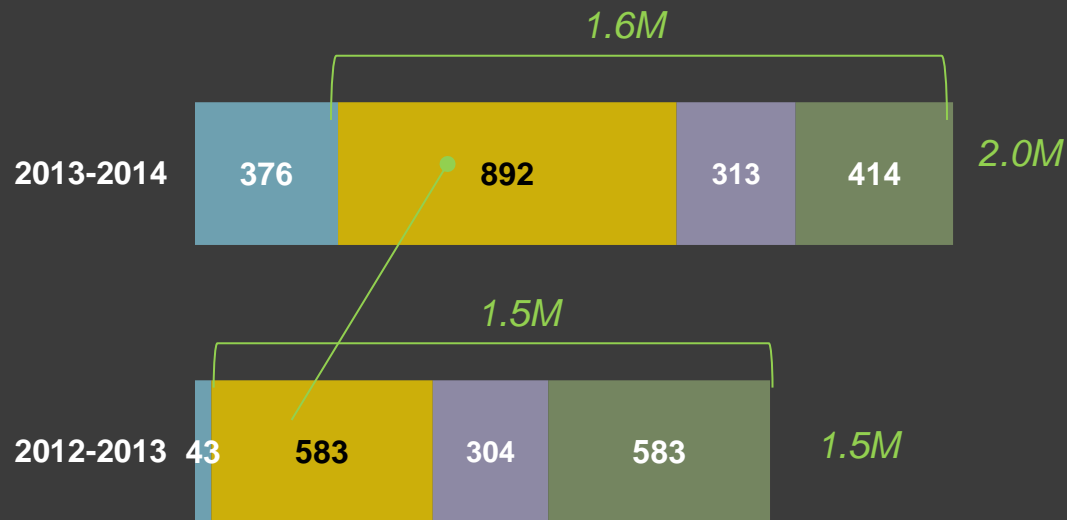
82% of the growth in Q1:13-Q1:14 was led by Multicultural Segments.

Hispanic share of total market growth increased to 45%

Bigger Gains in Labor Market; Especially Hispanic & White Non-Hispanic

Net Growth in Employment (000)

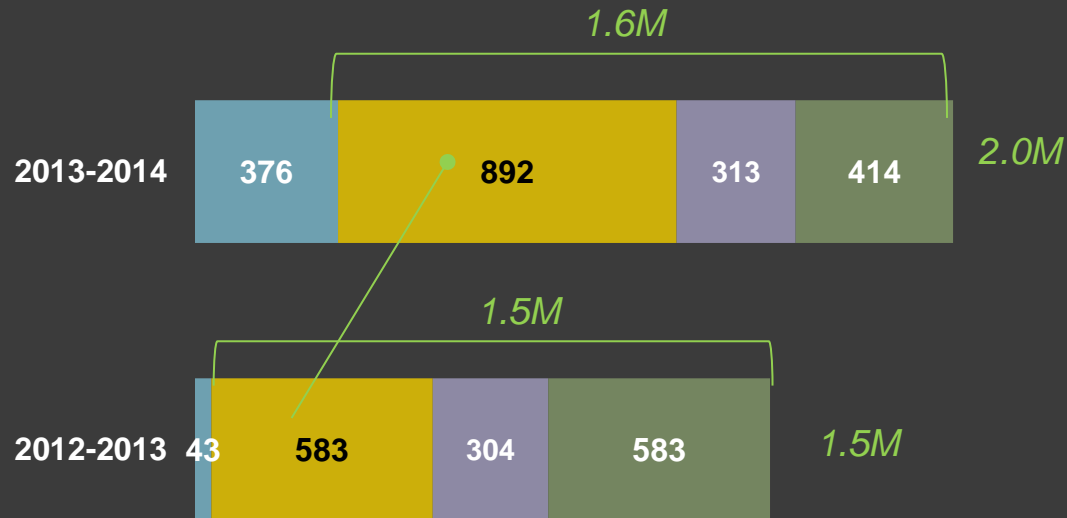
■ WNH Emp ■ HISP Emp ■ AANH Emp ■ AONH Emp



Bigger Gains in Labor Market; Especially Hispanic & White Non-Hispanic

Net Growth in Employment (000)

■ WNH Emp ■ HISP Emp ■ AANH Emp ■ AONH Emp

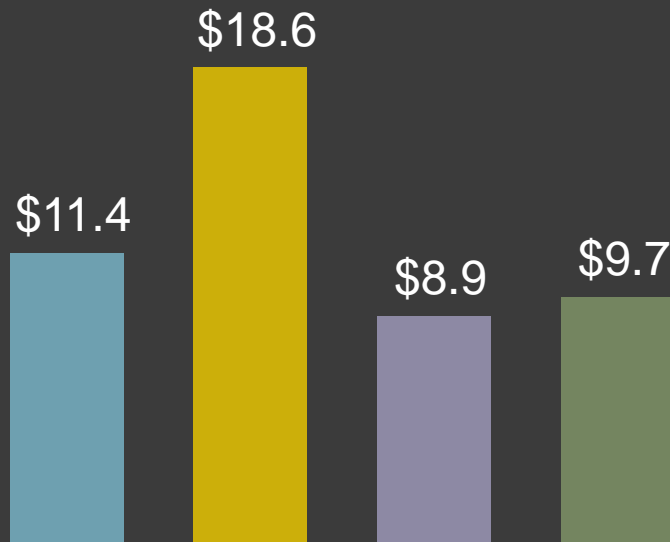


- In the most recent Q1 the **Total Market gained ground over previous years.**
- Q1:13-Q1:14 **employment grew by 2.0M vs 1.5M in the earlier period**
- For newly employed, the ability to count on consistent future income **increases financial security, enabling larger purchases**

Multicultural Generated \$37B of \$48B Total Market Incremental Q1 Employed Aggregate Income

Incremental Q1 Aggregate Income (\$ Billions)

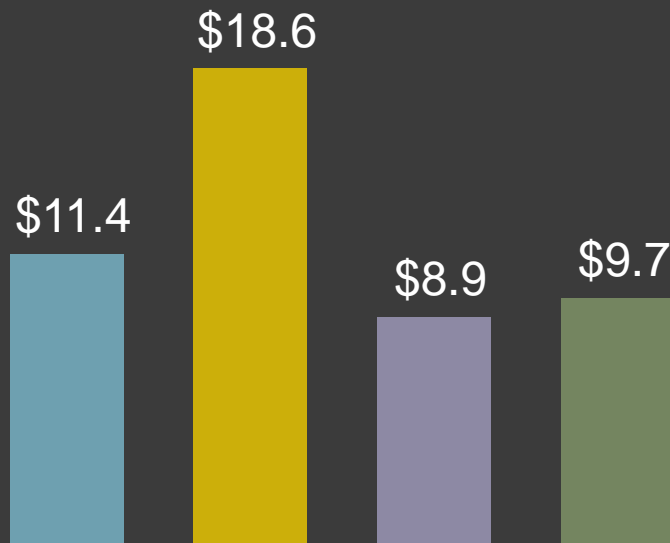
■ WNH ■ H ■ AA ■ A/O



Multicultural Generated \$37B of \$48B Total Market Incremental Q1 Employed Aggregate Income

Incremental Q1 Aggregate Income (\$ Billions)

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Despite having lower median income, **Hispanics** make up the lion's share of the incremental aggregate income to the U.S.

A solid Total Market strategy that puts the newly employed in the center will translate into real topline growth and increased ROI.