

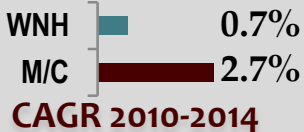
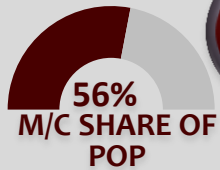
10 MOST INFLUENTIAL 'TOTAL MARKET' STATES

In these leading TM states, 2050 has almost happened. By 2020 Multicultural will officially become the 'new mainstream' in these 10 states as a group

1. TX

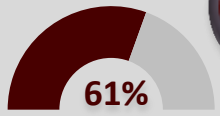
M/C Share of Growth

83%



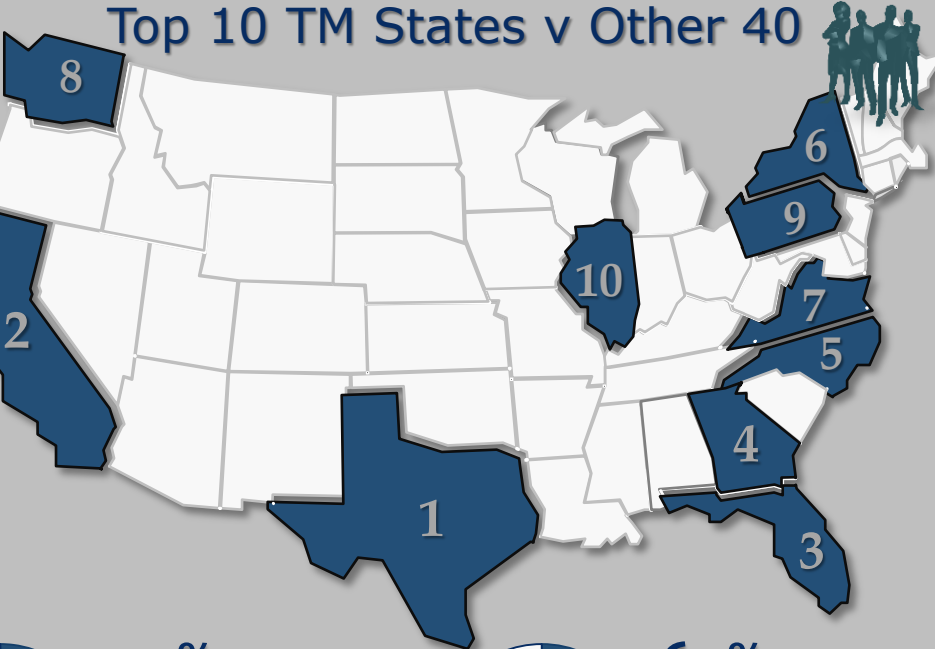
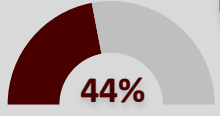
2. CA

107%

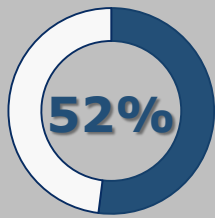


3. FL

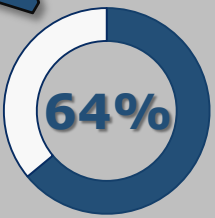
84%



Top 10 TM States v Other 40



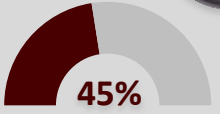
52% of 2013 US Pop resides in the Top 10 TM states - 165M



64% of 2010-2013 US growth generated by Top 10 TM states

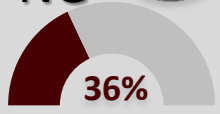
4. GA

80%



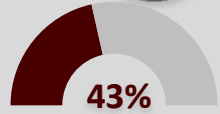
5. NC

69%



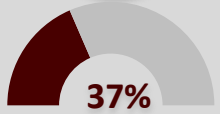
6. NY

139%



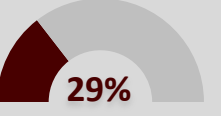
7. VA

74%



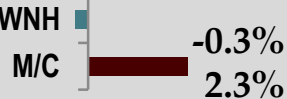
8. WA

71%



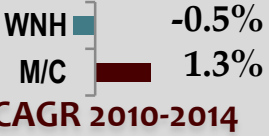
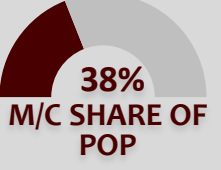
9. PA

192%



10. IL

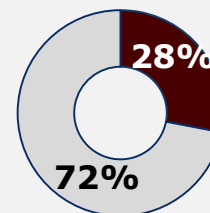
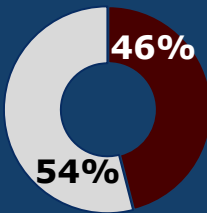
260%



TOP 10

Other 40

SHARE OF POP



TOP 10

Other 40

SHARE OF TOTAL GROWTH

