

Top 10 Most Influential Total Market States Series

Gen Z Is Now, Kid!



PART 2
GEN Z

Our nation's future is here. Boosted by Hispanic & Asian births & immigration, Gen Z will be the first American generation that is equally Multicultural and White Non-Hispanic. In the top 10 Total Market (TM) states, 6 in 10 Gen Z are of Multicultural background vs 4 in 10 in the other 40 states. Half of all Gen Z reside in the Top 10 TM states.



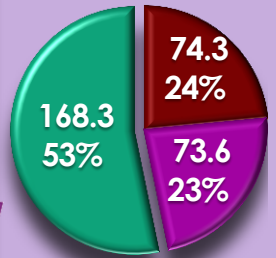
Z Pop by Segment Ranked by 2013
1. CA

GEN Y
1979-1995

GEN Z
1996-2013

Gen X to Gen Y to Gen Z demographic changes will effect deeper societal and consumerism attitudes & behavior.

Share of U.S. Generations
(Millions, %)



■ Gen Y
■ Gen Z
■ Other Gens.

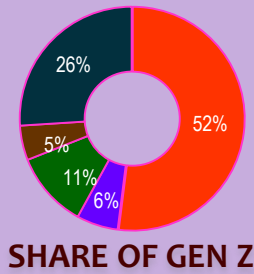
USA

74.1M

73.6M

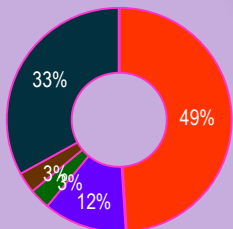
Millions	Race/Ethn.*	Millions
41.9	WNH	38.4
15.3	Hisp	17.7
10.1	AA	10.1
4.3	AsianHPI	3.4
2.5	Other	3.9

Top 10 Total Market States



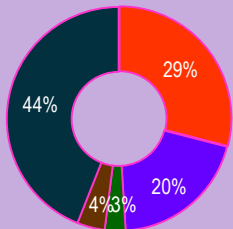
SHARE OF GEN Z

2. TX



SHARE OF GEN Z

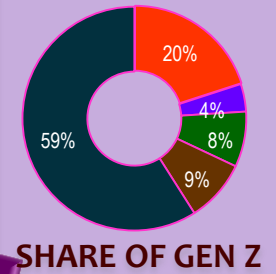
4. FL



39.3M
53% of US Mill

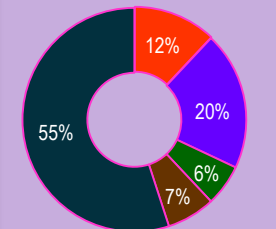
38.5M
52% of US GenZ

Millions	Race/Ethn.*	Millions
18.7	WNH	16.4
11.0	Hisp	12.6
5.6	AA	5.5
2.9	AsianHPI	2.3
1.1	Other	1.7



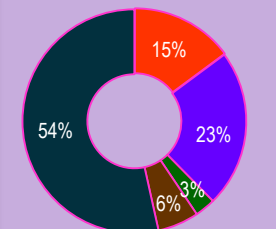
SHARE OF GEN Z

9. VA



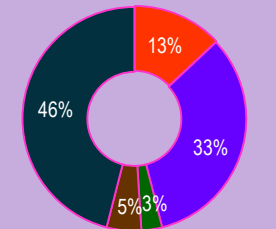
SHARE OF GEN Z

8. NC



SHARE OF GEN Z

7. GA



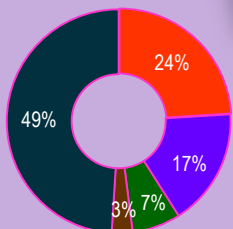
Other 40

34.9M

35.1M

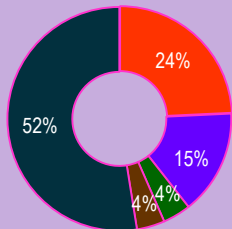
Millions	Race/Ethn.*	Millions
23.2	WNH	22.0
4.3	Hisp	5.1
4.6	AA	4.7
1.4	AsianHPI	1.1
1.4	Other	2.2

3. NY



SHARE OF GEN Z

5. IL



6. PA

