MULTICULTURAL MARKETING

KEY TO YOUR BRANDS SUCCESS -

U.S. POPULATION STATISTICS

U.S.HISPANIC

exceeding 58 million people and representing over 18% of the population



ASIAN AMERICAN

20

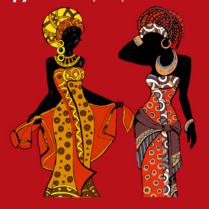
million people, is one of the fastest growing yet most diverse multicultural segments in the U.S.



AFRICAN AMERICAN

At 14.6%

This segment represents over 47 million people in the U.S.



NATIVE AMERICAN

At 6.6million people, while represented in each state, this group represents up to 19% in certain states and should not be overlooked



ARAB **AMERICAN**

Representing over 3.7 million people with roots from 22 diverse countries this group is key in certain metropolitan areas.



