MULTICULTURAL MARKETING
Key to your brand's success

U.S. POPULATION STATISTICS

**U.S. HISPANIC**
Exceeding 58 million people and representing over 18% of the population.

**Asian American**
Representing 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 6.6 million 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.

Alcance Media Group | www.alcancemg.com | +1 (415) 797 - 4951