

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



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