

# National Settlement Services Summit

## *How Good are your Resources for Addressing Special Needs in the Marketplace?*

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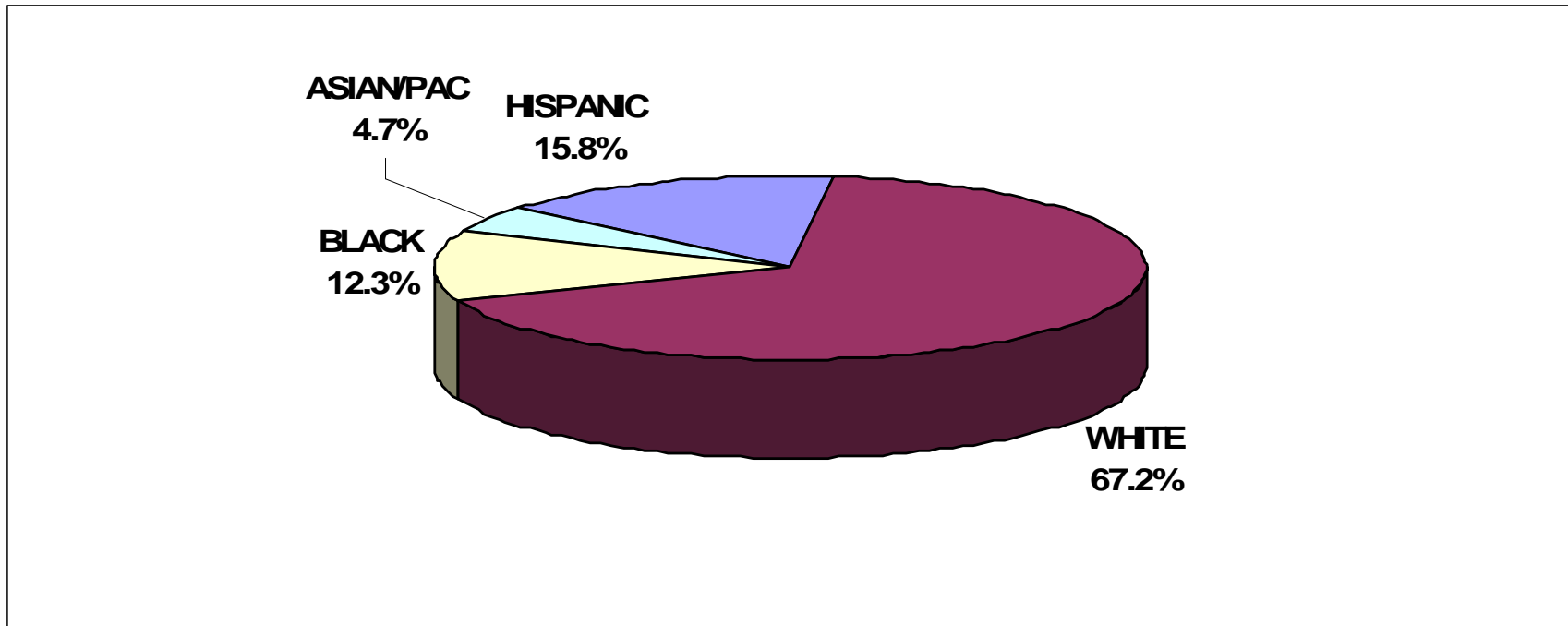


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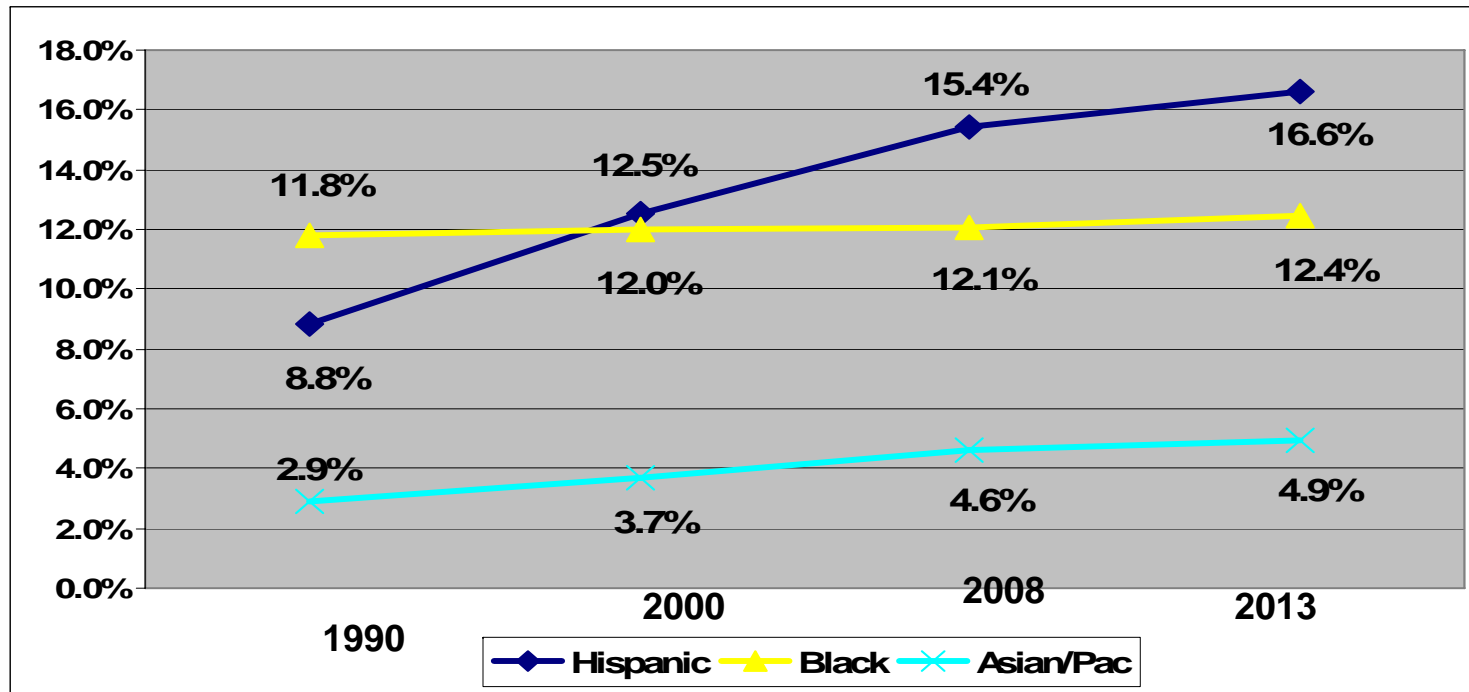
# 2008 US Population



*In 2008, approximately 1/3 of total US population are in the multicultural markets*



# Increasing Multicultural Market



	HISPANIC	BLACK	ASIAN/PAC	TOTAL US
1990	21,898,546	29,284,605	7,226,672	248,684,787
2000	35,238,481	33,707,230	10,410,556	281,421,906
2008	47,201,716	36,934,442	14,015,166	305,697,961
2013	53,255,730	39,934,982	15,805,231	320,825,182



## Population Boom in 2008-2013

Each year:

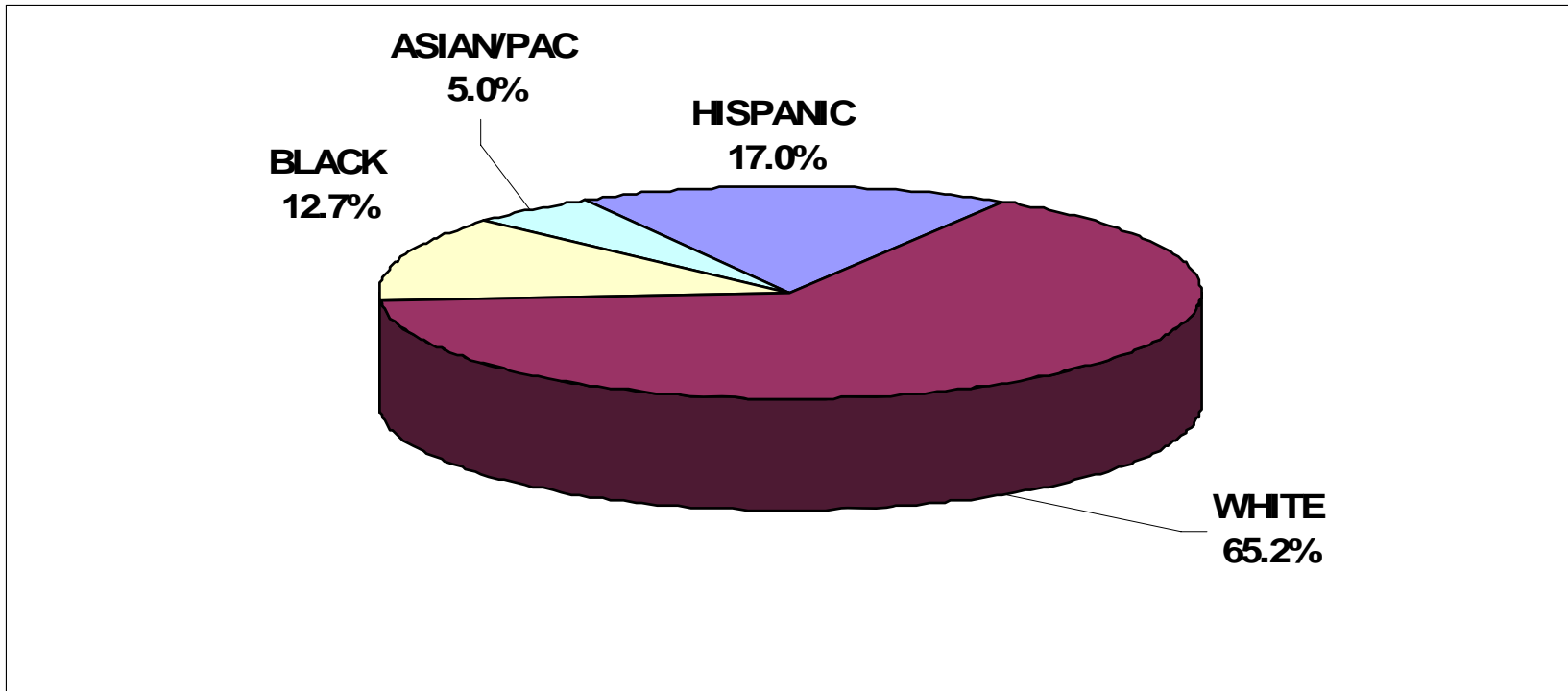
- 1,440,087 new Hispanic Americans
- 532,695 new African Americans
- 397,734 new Asian Americans



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# 2013 US Population



***By 2013, the Blacks, Asians, and Hispanics will be more than 109 million with Hispanics representing almost half of the multicultural market.***



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## Top 5 States for Hispanic Market

2008	TOTAL	HISPANIC	% HISPANIC
California	37,178,606	13,669,536	36.8%
Texas	24,455,766	8,959,500	36.6%
Florida	18,822,715	3,974,410	21.1%
New York	19,397,828	3,199,035	16.5%
Arizona	6,554,918	1,993,453	30.4%

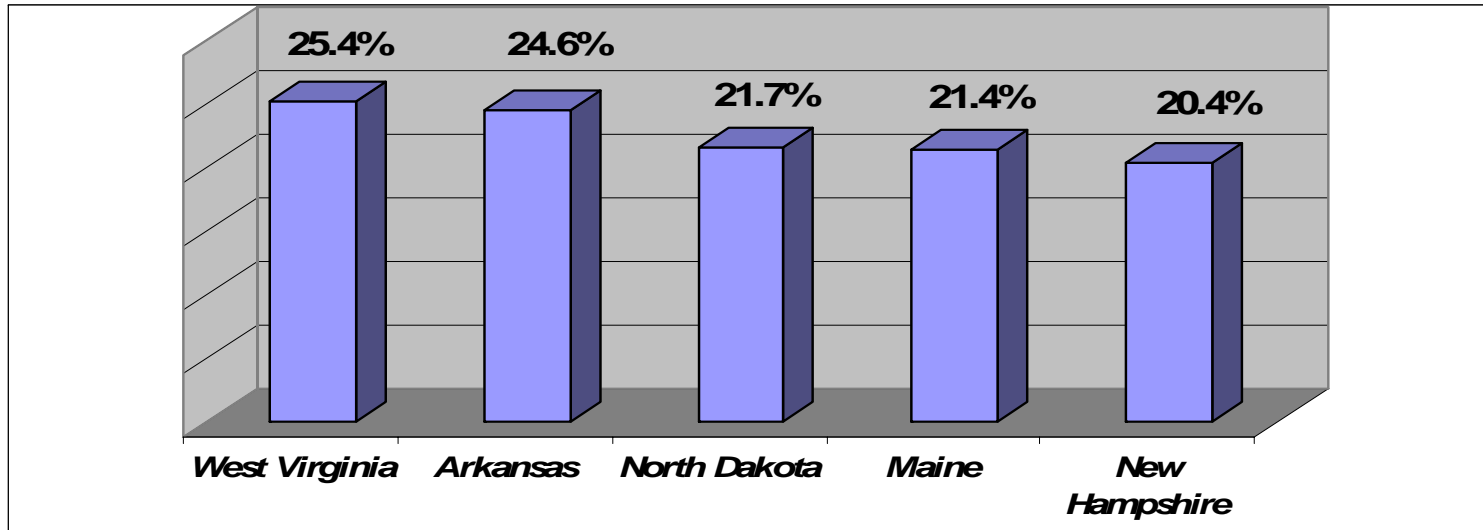


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# 2008-2013: Booming Hispanic Market



## FASTEST GROWING HISPANIC MARKETS

STATE	2008	2013	GROWTH
West Virginia	18,710	23,454	25.4%
Arkansas	161,059	200,720	24.6%
North Dakota	11,449	13,932	21.7%
Maine	14,740	17,900	21.4%
New Hampshire	32,400	39,011	20.4%



# Top 5 States for Asian Market

2008	STATE	TOTAL	ASIAN/PAC	% ASIAN/PAC
CA	California	37,178,606	4,463,088	12.0%
NY	New York	19,397,828	1,359,773	7.0%
TX	Texas	24,455,766	833,811	3.4%
NJ	New Jersey	8,788,123	682,352	7.8%
IL	Illinois	12,979,283	564,111	4.3%



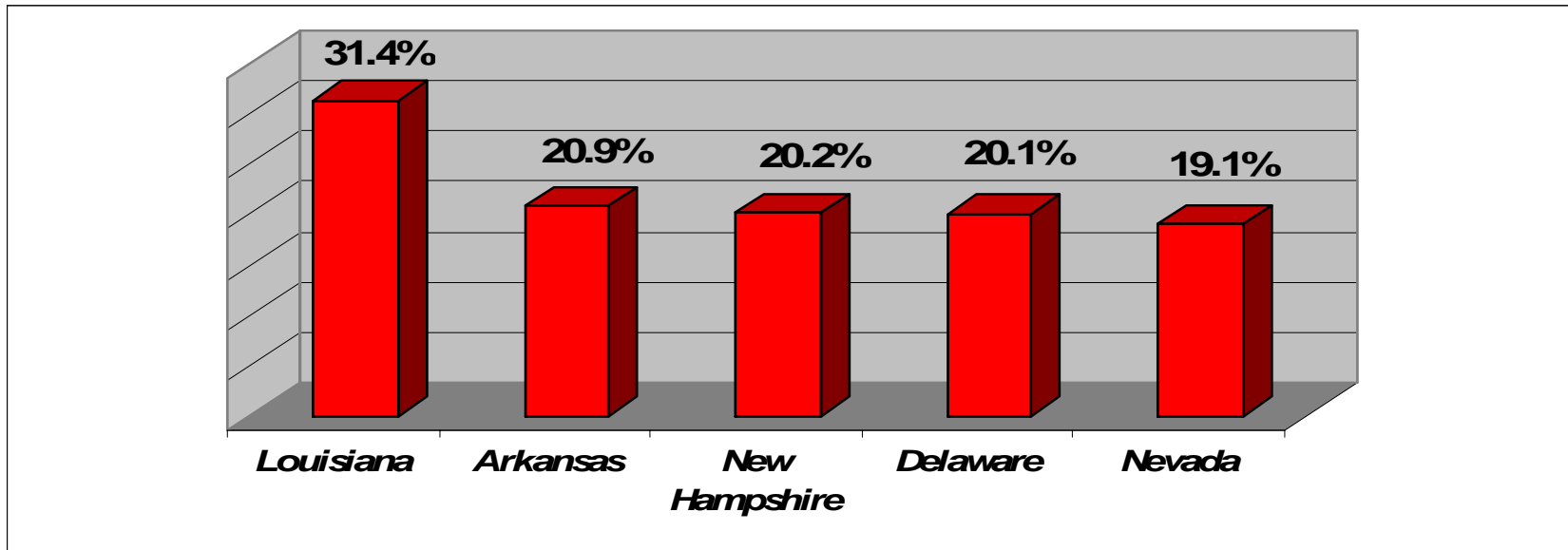
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# 2008- 2013: Growing Asian Market



## FASTEST GROWING STATES FOR ASIAN MARKET

STATE	2008	2013	GROWTH
Louisiana	63,639	83,603	31.4%
Arkansas	32,120	38,844	20.9%
New Hampshire	26,355	31,668	20.2%
Delaware	25,653	30,819	20.1%
Nevada	166,086	197,868	19.1%

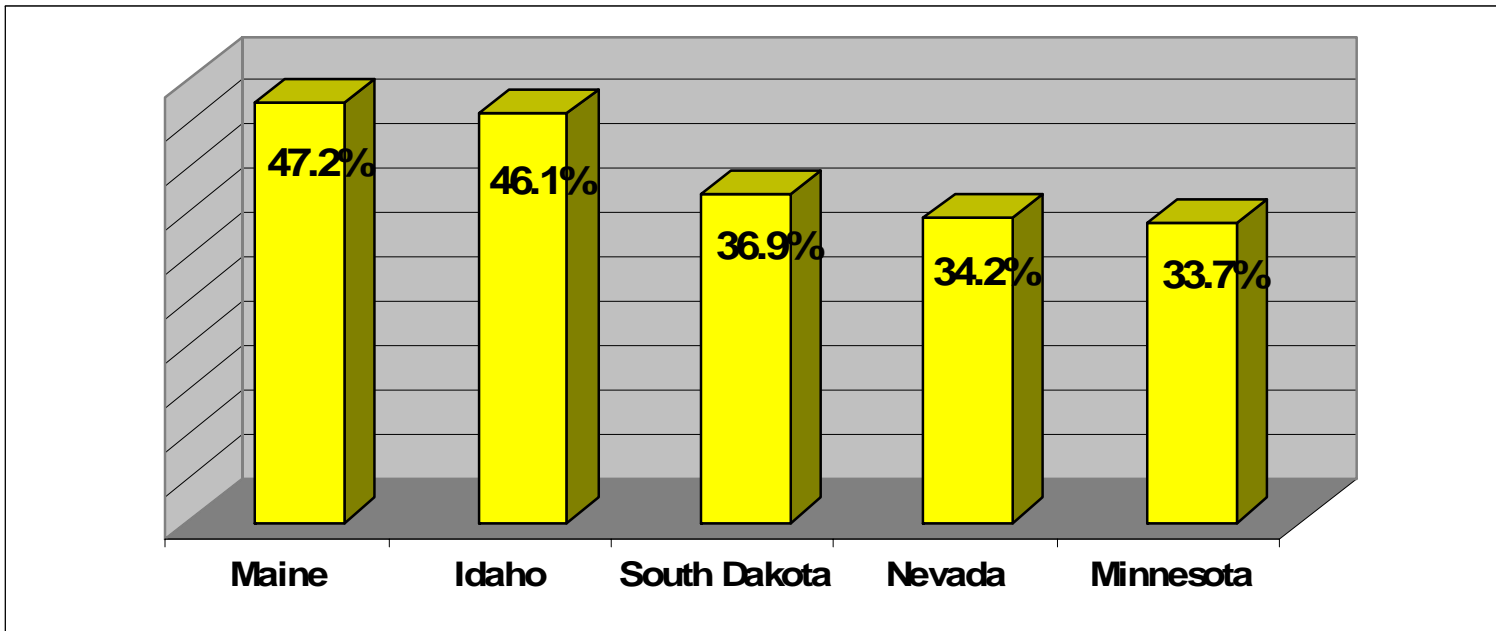


# Top 5 States for the African American Market

2008	TOTAL	BLACK	% BLACK
Georgia	9,719,139	2,867,706	30%
New York	19,397,828	2,858,753	15%
Florida	18,822,715	2,832,022	15%
Texas	24,455,766	2,643,455	11%
California	37,178,606	2,067,008	6%



# 2008-2013 Growing Black Market



## FASTEST GROWING STATES FOR AFRICAN AMERICAN MARKET

NAME	2008	2013	GROWTH
Maine	11,474	16,886	47.2%
Idaho	9,337	13,637	46.1%
South Dakota	7,871	10,777	36.9%
Nevada	186,024	249,678	34.2%
Minnesota	237,099	316,950	33.7%



**2008**

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