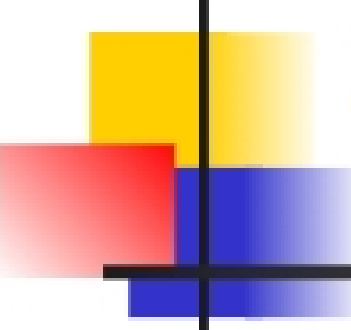


Chapter 3: Diversity

Targeting an ever-changing marketplace



The U.S. population

- In October 2006, U.S. population officially surpassed 300 million people
 - 35 million are foreign-born (more than 11%)
 - Median age of citizens = 36.2 years
- 1/3 of Americans are people of color
- California, Texas, Hawaii, New Mexico are “majority-minority” states (more than half of population are not non-Hispanic whites)



Economics

- Selig Venter for Economic Growth predicts the combined buying power of ethnic minorities will exceed \$1.7 trillion by 2010
- Other consumers are influenced by fashion, dining, sports, entertainment, music tastes of minority communities