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## **ETHNIFACTS ANNOUNCES LAUNCH OF AMERICA REIMAGINED ON NPR's LATINO USA**

**New tipping point for multicultural America revealed with unveiling of EthniFacts' CulturEdge Countdown Clock on [AmericaReimagined.com](http://AmericaReimagined.com)**

**NPR's Maria Hinojosa and EthniFacts' Guy Garcia discuss the demographic and social implications of the CulturEdge Clock and the evolution of the American Dream on Latino USA in "Heartland" episode to air on June 6<sup>th</sup>**

New York (June 3, 2014) -- EthniFacts, a next generation consumer research consultancy and insights provider based in Texas, New York and Washington D.C., announced today the launch of the America Reimagined website and CulturEdge Countdown Clock, which sets the tipping point moment for the U.S. to pass 50% in its multicultural mix on August 22, 2014 at 7:56 PM EDT. Existing projections for a multicultural America, using only individual race and Hispanic origin status, put the minority-majority tipping point at 2043. The new EthniFacts tipping point was calculated by using the Interethnic Proximity Index (IPI), a proprietary algorithm that takes into account multiracial populations, intermarried couples, mixed households, and residence location among other factors to provide a truer indicator of multicultural influence in American society and New Mainstream consumer markets.

In addition to the U.S. Countdown clock, the America Reimagined site also features clocks showing the next state (South Carolina) and next metro area (Seattle/Tacoma) projected to cross the multicultural tipping point, August 1<sup>st</sup> and July 19<sup>th</sup>, respectively.

"The U.S. is at a point of transformative demographic change and it's clear that census projections only tell part of the story," said EthniFacts CEO Mike Lakusta. "Factoring in intermarriage and the steep growth of multiracial and interethnic households, along with

the growing percentage of non-Hispanic whites who are related to and/or cohabitate with people of other races and ethnicities, in addition to close proximity neighborhoods, is a much more accurate way to measure the true breadth and depth of the nation's economic, cultural and social shift."

The America Reimagined website also features a map of all U.S. States comparing the IPI Index to the U.S. Census multicultural percentages, and eye-opening EthniFacts Insight reports on the demographic imperative for multicultural civic and social engagement, the substantial diversity of the white population, evolving ethnic identities, and other cultural and consumer-oriented research.

America Reimagined ([www.americareimagined.com](http://www.americareimagined.com)) will launch in conjunction with Latino USA's "Heartland" report, which includes an in-depth conversation about the social and cultural implications of the CulturEdge Countdown Clock between Latino USA Host Maria Hinojosa and Guy Garcia, President of New Mainstream Initiatives for EthniFacts. On the program, which will air on NPR stations on June 6<sup>th</sup>, Garcia and Hinojosa explore the issues facing an increasingly multicultural society and how immigrants and others are invigorating and reimagining the American Dream.

"The future of America is a lot closer and clearer," said Garcia. "Maria Hinojosa and Latino USA are the perfect partners to help us spread the word about America Reimagined, not just because of the historic nature of what the CulturEdge Countdown Clock says about the rising influence and empowerment of Latinos and other multicultural groups, but also because of our shared perspective that the numbers count, and that accelerating demographic and cultural change in this country brings challenges and opportunities for all Americans. The time has come for us to re-imagine who we are as a nation and how we can move forward together."

## ABOUT ETHNIFACTS

**ETHNIFACTS** is a knowledge and insights consultancy with a comprehensive perspective on evolving consumer culture and civic and social engagement in the new multicultural America. By combining next-generation quantitative and qualitative statistical methods with ground-breaking culturally-acute concepts, EthniFacts delivers best-practice custom research and market insights while developing new areas of behavior forecasting and synthetic data modeling. For more information about America Reimagined and the CulturEdge Countdown Clock contact Mike Lakusta, 972.870.4408, [mlakusta@ethnifacts.com](mailto:mlakusta@ethnifacts.com) and visit [www.americareimagined.com](http://www.americareimagined.com).