Two Variable Coloring+Shading on Polygon Maps

I need to put two variables on the same polygon map.

For example, for each state I want to color by sales volume, but use different cross hatches to indicate top profit states, at the same time, on the same map. This way you could see two variables on the same map. Works best if one variable is true/false.

Visual example: http://blogs.mathworks.com/images/pick/jiro/potw_hatchfill/potw_hatchfill_02.png