



Freedonia Focus Reports  
US Collection

# Demographics: United States

June 2020



CLICK TO ORDER  
FULL REPORT  
**BROCHURE**  
CLICK TO ORDER  
FULL REPORT

[www.freedoniafocusreports.com](http://www.freedoniafocusreports.com)

# Table of Contents

---

<b>1. Highlights</b>	<b>3</b>
<b>2. Market Environment</b>	<b>4</b>
Population & Household Trends	4
Births Outlook	6
Immigration Trends	8
<b>3. Segmentation &amp; Forecasts</b>	<b>10</b>
Resident Population	10
Under 5 Years	12
5-14 Years	13
15-24 Years	14
25-34 Years	15
35-44 Years	17
45-54 Years	17
55-64 Years	19
65 Years & Older	19
Resident Population by Region	21
Households	23
Labor Force & Unemployment	25
<b>4. Local Population Trends</b>	<b>27</b>
Large Metropolitan Statistical Areas	27
<b>5. About This Report</b>	<b>29</b>
Scope	29
Sources	30
Industry Codes	30
Freedonia Methodology	30
Resources	32

# List of Tables & Figures

---

Figure 1   Key Trends in US Resident Population, 2019 – 2024	3
Figure 2   US Resident Population Trends, 2009 – 2019	4
Figure 3   US Households Trends, 2009 – 2019	5
Figure 4   US Births, 1990 – 2024 (000 persons)	6
Table 1   US Births, 2009 – 2024 (000 persons)	6
Figure 5   US Lawful Permanent Resident New Arrivals, FY2009 – FY2019 (000 persons)	8
Table 2   US Lawful Permanent Resident New Arrivals, FY2009 – FY2019 (persons)	8
Figure 6   US Resident Population by Age Group Performance Index, 2009 – 2024 (2009=100)	10
Table 3   US Resident Population by Age Group, 2009 – 2019 (mil persons)	10
Table 4   US Resident Population by Age Group, 2019 – 2024 (mil persons)	11
Figure 7   US Birth Rates by Age of Mother, 2007 – 2017 (births/1000 women)	16
Table 5   US Birth Rates by Age of Mother, 2007 – 2017 (births/1000 women)	16
Figure 8   US Median Household Income by Age of Head, 2008 – 2018 (US\$ 000)	18
Table 6   US Median Household Income by Age of Head, 2008 – 2018 (US\$)	18
Figure 9   US Resident Population by Age Group, 2009 – 2024 (%)	20
Figure 10   US Resident Population by Region Performance Index, 2009 – 2024 (2009=100)	21
Table 7   US Resident Population by Region, 2009 – 2024 (mil persons)	21
Figure 11   US Households by Age of Head Performance Index, 2009 – 2024 (2009=100)	23
Table 8   US Households by Age of Head, 2009 – 2024 (mil)	23
Figure 12   US New Marriages & Marriage Rate, 2009 – 2024	24
Table 9   US New Marriages & Marriage Rate, 2009 – 2024	24
Figure 13   US Civilian Labor Force by Employment Status Performance Index, 2009 – 2024 (2009=100)	25
Table 10   US Civilian Labor Force by Employment Status, 2009 – 2024 (mil persons)	25
Figure 14   US Resident Population by Major Metropolitan Statistical Area Index, 2010 – 2019 (2010=100)	27
Table 11   US Resident Population by Major Metropolitan Statistical Area, 2010 – 2019	28
Table 12   NAICS & SIC Codes Related to Demographics	30

# About This Report

---

## Scope

This report forecasts to 2024 the US resident population, the number of households by age of head, the number of new marriages, and the size of the civilian labor force by employment status. The resident population is segmented by age group:

- under 5 years
- 5-14 years
- 15-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65 years and older
  - 65-74 years
  - 75-84 years
  - 85 years and older

The resident population encompasses any person residing in the 50 US states and the District of Columbia including foreign citizens and immigrants (regardless of legal status).

The resident population is also forecast by region:

- New England
- Middle Atlantic
- East North Central
- West North Central
- South Atlantic
- East South Central
- West South Central
- Mountain
- Pacific

To illustrate historical trends, the US resident population, the number of households, the number of new marriages, the size of the civilian labor force, and the various segments and regions are provided in annual series from 2009 to 2019.

## About This Report

To illustrate average historical spending and income differences among various age groups, this report references household income and spending on various goods and services for 2018 measured in nominal US dollars. The age group of a household is determined by the age of the reference person identified by the Consumer Expenditures Survey published by the Bureau of Labor Statistics.

A full outline of report items by page is available in the Table of Contents.

## Sources

*Demographics: United States* (FF95050) represents the synthesis and analysis of data from various secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 12 | NAICS & SIC Codes Related to Demographics

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
611	Education Services	72	Personal Services
62	Health Care and Social Assistance	80	Health Services
812	Personal and Laundry Services	82	Education Services

Source: US Census Bureau

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

## About This Report

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

## Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Disposable Medical Supplies in the US*  
*Global Housing*

#### Freedonia Focus Reports

*Amusement Parks: United States*  
*Beer: United States*  
*Beverages: United States*  
*Deathcare: United States*  
*E-Commerce: United States*  
*Education: United States*  
*Employment Services: United States*  
*Hair, Nail, & Skin Care Services: United States*  
*Healthcare: United States*  
*Housing: United States*  
*Insurance: United States*  
*Laundry & Linen Services: United States*  
*Macroeconomy: United States*  
*Manufacturing: United States*  
*Municipal Solid Waste: United States*  
*Public Transport: United States*  
*Recreation: United States*  
*Warehousing & Storage Services: United States*

#### Freedonia Custom Research

### Trade Publications

*Ad Age*  
*Chain Store Age*

### Agencies & Associations

International Monetary Fund  
United Nations  
United States Department of Commerce  
Bureau of Economic Analysis  
United States Census Bureau  
United States Department of Health and Human Services  
Centers for Disease Control and Prevention

## About This Report

National Center for Health Statistics  
United States Department of Homeland Security  
United States Department of Labor  
Bureau of Labor Statistics  
World Bank