



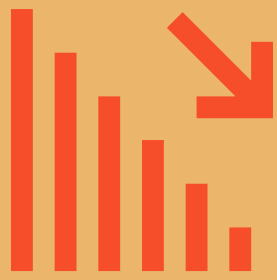
2020 Census Report Series



America's Only Growth Engine is Multicultural

THE U.S. GROWTH IS ON A DOWNWARD SLOPE STALLING AT 2ND SLOWEST RATE IN HISTORY

....aging population, slowing immigration, continued delays in marriage, increasing death rates while falling birthrates

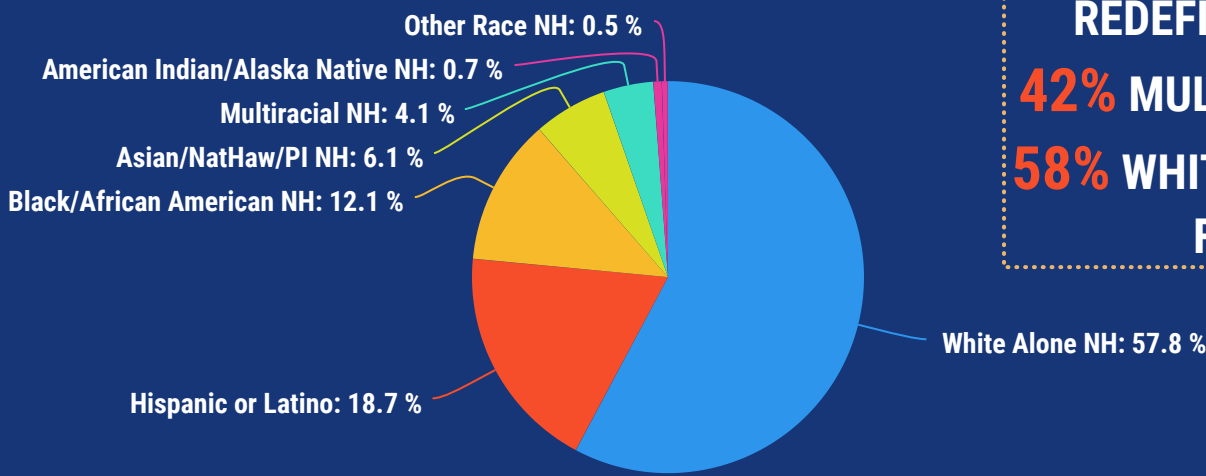


From 2010 to 2020, Total U.S. Population Only Grew by 22.7M at 0.7% annually

	2010	2020	%Change
Total Population	308,745,538	331,449,281	7.4%

A MULTICULTURAL NATION

U.S. Population By Race/Ethnicity



'GENERAL MARKET' REDEFINED BY A NATION
42% MULTICULTURAL AND 58% WHITE NON-HISPANIC
 FROM 64% IN 2010

WHITE ALONE NON-HISPANIC POPULATION DIPPED -3% SINCE 2010 AND THE DECLINE IS ACCELERATING

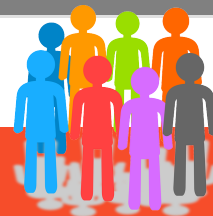
Hispanic
 pop increased **23%** to **62M**,
3x faster than Total

Black
 pop increased **6%** to **40M**

Asian PI
 pop increased **36%** to **20M**,
4x faster than Total

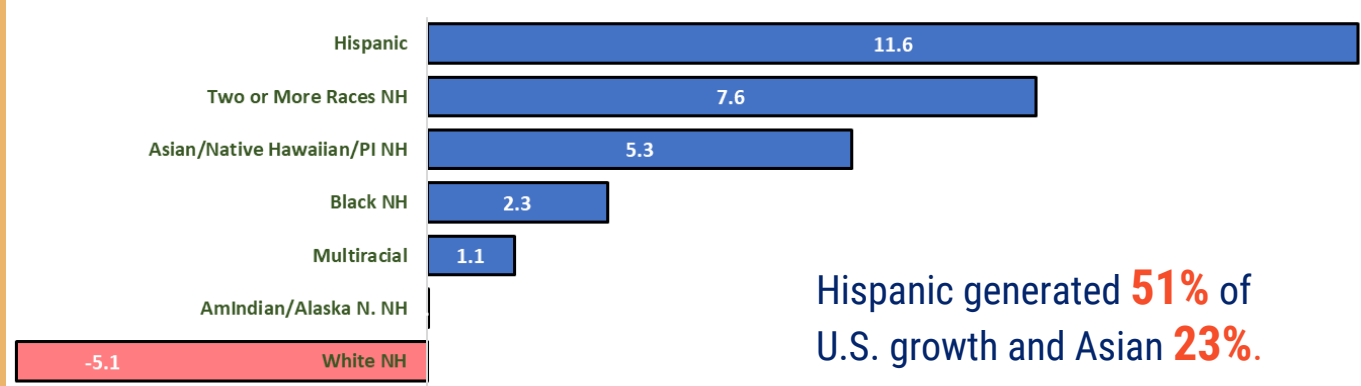
Multiracial
 pop increased **127%** to **14M**,
12x faster than Total

Race/Ethnicity	2020 Population	2010-2020 Pop Change
White NH	191,697,647	-3%
Hispanic	62,080,044	23%
Black/African American NH	39,940,338	6%
Asian/Native Hawaiian/Pacific Islander NH	20,240,737	36%
Multiracial NH	13,548,983	127%
American Indian/Alaskan Native NH	2,251,699	2%
Other Race NH	1,689,833	180%



DIVERSE SEGMENTS DROVE ALL U.S. POPULATION GROWTH ADDING 28M NEW CONSUMERS

US Population Change 2010 - 2020 In Millions (000,000)



Hispanic generated **51%** of U.S. growth and Asian **23%**.

WHITE ALONE NON-HISPANIC POPULATION DECLINED BY -5M REDUCING ITS SHARE OF POP FROM 64% TO 58%

V 1.1 Released: September 9, 2021

- 2020 Census Statistics Highlighting Population changes and Nation's Racial and Ethnic Diversity
- Race and Ethnicity in the US 2010 Census and 2020 Census
- Data users should use caution when comparing 2010 Census and 2020 Census race data because of improvements to the question design, data processing, and coding procedures for the 2020 Census
- Partial data currently available on the FTP site and the Redistricting Data Program's webpage

Source: SSG Analysis of Census 2020 Redistricting Population Tables - August 12, 2021 Release

For More information, please visit anaaimm.net

