

Appendix C: U.S. Resident Population

If California specific sales data are not available, sales may be estimated by prorating national or regional sales figures by population using population estimates from 2018, provided below.

Total population of the United States: 327,167,434.

STATE	POPULATION	%	RANK
Alabama	4,887,871	1.5%	24
Alaska	737,438	0.2%	48
Arizona	7,171,646	2.2%	14
Arkansas	3,013,825	0.9%	33
California	39,557,045	12.1%	1
Colorado	5,695,564	1.7%	21
Connecticut	3,572,665	1.1%	29
Delaware	967,171	0.3%	45
District of Columbia	702,455	0.2%	(X)
Florida	21,299,325	6.5%	3
Georgia	10,519,475	3.2%	8
Hawaii	1,420,491	0.4%	40
Idaho	1,754,208	0.5%	39
Illinois	12,741,080	3.9%	6
Indiana	6,691,878	2.0%	17
Iowa	3,156,145	1.0%	31
Kansas	2,911,505	0.9%	35
Kentucky	4,468,402	1.4%	26
Louisiana	4,659,978	1.4%	25
Maine	1,338,404	0.4%	42
Maryland	6,042,718	1.8%	19
Massachusetts	6,902,149	2.1%	15
Michigan	9,995,915	3.1%	10
Minnesota	5,611,179	1.7%	22
Mississippi	2,986,530	0.9%	34
Missouri	6,126,452	1.9%	18
Montana	1,062,305	0.3%	43
Nebraska	1,929,268	0.6%	37
Nevada	3,034,392	0.9%	32
New Hampshire	1,356,458	0.4%	41
New Jersey	8,908,520	2.7%	11
New Mexico	2,095,428	0.6%	36
New York	19,542,209	6.0%	4
North Carolina	10,383,620	3.2%	9
North Dakota	760,077	0.2%	47
Ohio	11,689,442	3.6%	7
Oklahoma	3,943,079	1.2%	28
Oregon	4,190,713	1.3%	27
Pennsylvania	12,807,060	3.9%	5
Rhode Island	1,057,315	0.3%	44

STATE	POPULATION	%	RANK
South Carolina	5,084,127	1.6%	23
South Dakota	882,235	0.3%	46
Tennessee	6,770,010	2.1%	16
Texas	28,701,845	8.8%	2
Utah	3,161,105	1.0%	30
Vermont	626,299	0.2%	49
Virginia	8,517,685	2.6%	12
Washington	7,535,591	2.3%	13
West Virginia	1,805,832	0.6%	38
Wisconsin	5,813,568	1.8%	20
Wyoming	577,737	0.2%	50
Total	327,167,434	100.0%	(X)

Source: U.S. Census Bureau, Population Division. (2018). Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2018.

Note: X = Not Applicable

Example calculation of CA sales for a sample region (Arizona, California, Nevada, Oregon, & Washington):

$$\text{CA Sales} = [\text{Sample region total sales}] \times \frac{[\text{CA population}]}{[\text{AZ pop} + \text{CA pop} + \text{NV pop} + \text{OR pop} + \text{WA pop}]}$$