

Appendix I: 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 2023, provided below.

Total population of the United States: 334,914,895.

STATE	POPULATION	%	RANK
Alabama	5,108,468	1.5	24
Alaska	733,406	0.2	48
Arizona	7,431,344	2.2	14
Arkansas	3,067,732	0.9	33
California	38,965,193	11.6	1
Colorado	5,877,610	1.8	21
Connecticut	3,617,176	1.1	29
Delaware	1,031,890	0.3	45
District of Columbia	678,972	0.2	49
Florida	22,610,726	6.8	3
Georgia	11,029,227	3.3	8
Hawaii	1,435,138	0.4	40
Idaho	1,964,726	0.6	38
Illinois	12,549,689	3.7	6
Indiana	6,862,199	2.0	17
Iowa	3,207,004	1.0	31
Kansas	2,940,546	0.9	34
Kentucky	4,526,154	1.4	26
Louisiana	4,573,749	1.4	25
Maine	1,395,722	0.4	42
Maryland	6,180,253	1.8	19
Massachusetts	7,001,399	2.1	16
Michigan	10,037,261	3.0	10
Minnesota	5,737,915	1.7	22
Mississippi	2,939,690	0.9	35
Missouri	6,196,156	1.9	18

STATE	POPULATION	%	RANK
Montana	1,132,812	0.3	43
Nebraska	1,978,379	0.6	37
Nevada	3,194,176	1.0	32
New Hampshire	1,402,054	0.4	41
New Jersey	9,290,841	2.8	11
New Mexico	2,114,371	0.6	36
New York	19,571,216	5.8	4
North Carolina	10,835,491	3.2	9
North Dakota	783,926	0.2	47
Ohio	11,785,935	3.5	7
Oklahoma	4,053,824	1.2	28
Oregon	4,233,358	1.3	27
Pennsylvania	12,961,683	3.9	5
Rhode Island	1,095,962	0.3	44
South Carolina	5,373,555	1.6	23
South Dakota	919,318	0.3	46
Tennessee	7,126,489	2.1	15
Texas	30,503,301	9.1	2
Utah	3,417,734	1.0	30
Vermont	647,464	0.2	50
Virginia	8,715,698	2.6	12
Washington	7,812,880	2.3	13
West Virginia	1,770,071	0.5	39
Wisconsin	5,910,955	1.8	20
Wyoming	584,057	0.2	51

Annual Estimates of the Resident Population for the United States, Regions, States, District of Columbia, and Puerto Rico: April 1, 2020 to July 1, 2023 (NST-EST2023-POP)

Source: U.S. Census Bureau, Population Division

Release Date: December 2023

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

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