

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 2025, provided below.

Total population of the United States: 341,784,857.

STATE	POPULATION	%	RANK
Alabama	5,193,088	1.5	24
Alaska	737,270	0.2	48
Arizona	7,623,818	2.2	14
Arkansas	3,114,791	0.9	33
California	39,355,309	11.5	1
Colorado	6,012,561	1.8	20
Connecticut	3,688,496	1.1	29
Delaware	1,059,952	0.3	45
District of Columbia	693,645	0.2	49
Florida	23,462,518	6.9	3
Georgia	11,302,748	3.3	8
Hawaii	1,432,820	0.4	40
Idaho	2,029,733	0.6	37
Illinois	12,719,141	3.7	6
Indiana	6,973,333	2.0	17
Iowa	3,238,387	0.9	32
Kansas	2,977,220	0.9	34
Kentucky	4,606,864	1.3	26
Louisiana	4,618,189	1.4	25
Maine	1,414,874	0.4	42
Maryland	6,265,347	1.8	19
Massachusetts	7,154,084	2.1	16
Michigan	10,127,884	3.0	10
Minnesota	5,830,405	1.7	22
Mississippi	2,954,160	0.9	35
Missouri	6,270,541	1.8	18

STATE	POPULATION	%	RANK
Montana	1,144,694	0.3	43
Nebraska	2,018,006	0.6	38
Nevada	3,282,188	1.0	31
New Hampshire	1,415,342	0.4	41
New Jersey	9,548,215	2.8	11
New Mexico	2,125,498	0.6	36
New York	20,002,427	5.9	4
North Carolina	11,197,968	3.3	9
North Dakota	799,358	0.2	47
Ohio	11,900,510	3.5	7
Oklahoma	4,123,288	1.2	28
Oregon	4,273,586	1.3	27
Pennsylvania	13,059,432	3.8	5
Rhode Island	1,114,521	0.3	44
South Carolina	5,570,274	1.6	23
South Dakota	935,094	0.3	46
Tennessee	7,315,076	2.1	15
Texas	31,709,821	9.3	2
Utah	3,538,904	1.0	30
Vermont	644,663	0.2	50
Virginia	8,880,107	2.6	12
Washington	8,001,020	2.3	13
West Virginia	1,766,147	0.5	39
Wisconsin	5,972,787	1.7	21
Wyoming	588,753	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, 2025 (NST-EST2025-POP)
Source: U.S. Census Bureau, Population Division
Release Date: January 2026

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

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