

## **Census Bureau Demographic Report**

**Estimates find nation's population growing older, more diverse.**

The U.S. Census Bureau released national population estimates in May of this year. In order for our business plans to adjust for future planning, we need to be aware of this demographic report, especially if your business is to the consumer population.

Here are the basic statistics found:

- Our nation is becoming older and more racially and ethnically diverse.
- Nearly half (47%) of our children younger than five were a minority in 2008, with 25% being Hispanic.
- For all children under 18, 44% were a minority and 22% were Hispanic.
- The nation's overall minority population on July 1, 2008, was 104.6 million, or 34% of the total population.
- Minorities, defined as any group other than single-race, non-Hispanic white, increased by 2.3% from 2007 to 2008.
- The largest and fastest-growing minority group was Hispanics, who reached 46.9 million in 2008, up by 3.2% from 2007. In 2008, nearly one in six U.S. residents was Hispanic.
- The Bureau estimates the number of Asians at 15.5 million in 2008. Asian were the second fastest-growing minority group from 2007 to 2008, increasing by 2.7%.
- Following Asians in growth were Native Hawaiians and other Pacific Islanders (increasing 2.4% to 1.1 million), American Indians and Alaska Natives (increasing 1.7% to 4.9 million) and blacks or African-Americans (increasing 1.3% to 41.1 million). The population of non-Hispanic whites who indicated no other race increased by 0.2% to 199.5 million).
- There were 5.2 million people who were of two or more races in 2008, up 3.4% from 2007.
- The U.S. population is also growing older: the median age reached 36.8 in 2008, up 1.5 years since 2000. There were 38.9 million people 65 and older in 2008, comprising 12.8% of the total population. Of this group, 5.7 million were 85 years old and older. In 2000, 12.4% of the total population was 65 and older.
- There are relatively more women than men, as the population ages. For those under age 18, 51.2% are male, but the percentage declines to 42.4% for the population age 65 and older, and to just 32.6% for the population 85 and older. Women represent 50.7% of the total population.
- The total number of children under age 5 was 21 million in 2008, or 6.9% of the total population, compared with 19.2 million and 6.8% in 2000.
- The number of elementary school-age children (age 5 to 13) was 36 million (11.8% of the total population) in 2008, down 1.3% points (1 million) from 2000. In contrast, the number of high school-age children (age 14 to 17) increased, from 16.1 million and 5.7% of the total population in 2000 to 16.9 million, or 5.6% of the total population, in 2008.
- There were 191.2 million working-age adults (age 18 to 64) in 2008, representing 62.9% of the total population, an increase of 17.1 million and 1% point from 2000.

Other highlights:

~ Hispanics

- The Hispanic population is much younger than the population as a whole, with a median age of 27.7 years in 2008, compared with 36.8 for the total U.S. population.
- Thirty-four percent of the Hispanic population was under 18 and 6% age 65 or older. The corresponding percentages for the total population were 24% and 13%.

~ Blacks

- The median age for blacks was 30.3 in 2008.
- About 35% of the black population was under age 18, while 8% was 65 or older.

(Continues on Page 2)

~ Asians

- The median age for Asians was 34.2 as of 2008.
- Almost 26% of the Asian population was under age 18, while 9% was 65 or older.

~ American Indians and Alaska Natives

- The median age for American Indians and Alaska Natives in 2008 was 29.7.
- More than 30% of the American Indian and Alaska Native population was under 18, while 8% was 65 or older.

~ Native Hawaiians and Other Pacific Islanders

- The median age for Native Hawaiians and Other Pacific Islanders was 27.7 in 2008.
- Almost 34% of the Native Hawaiian and Other Pacific Islander population was under 18, under 6% was 65 or older.

~ Non-Hispanic Single-Race White

- The single-race, non-Hispanic white population was much older than the population as a whole, with a median age in 2008 of 41.1.
- About 21% of the non-Hispanic single-race white population was under 18, while 16% was 65 or older.

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