

Consumer Dimensions 2025

Editorial Outline

Introduction

I. Profiling The U.S. Population

An Overview Of The U.S. Population

Population Growth

U.S. Population Growth: 1950-2040

Median Age Of The Resident Population: 1850-2024

Trends & Projections In Life Expectancy At Selected Ages By Sex: 1900-2030

Annual Births And Deaths: 1950-2024

Profile Of The Resident Population By Age Group: 1950-2060

Profile Of The Resident Adult Population By Sex & Age: 2025-45

Marital Status

Profile Of The Adult Population By Marital Status: 1960-2024

Marital Status Of The Population Aged 15+ By Age And Sex: 2024

Distribution Of The Population Aged 15+ By Age & Marital Status: 2024

Median Age By Sex At First Marriage: 1950-2024

Adult Population That Has Never Married: 1950-2024

Adult Population That Has Never Married By Sex And Age: 1970 vs. 2024

Annual Marriages And Divorces: 1950-2023

Educational Attainment

College And University Enrollment For Public And Private Schools: 1950-2023

Profile Of The Adult Population By Education Level: 1960-2024

Educational Attainment Of The Adult Population By Sex And Age: 2024

Distribution Of The Adult Population By Age Within Education: 1960s-2020s

Bachelor's Degrees Earned By Field And By Sex: 1971, 2001 & 2021

Employment & Occupation

Employed Persons Aged 16+ By Sex: 1950-2024

Adults By Employment Status And Age: 2024

Employed Workers Aged 18+ By Hours Worked Weekly: 2024

Employed Males & Females Aged 20+ By Occupation: 2024

Profile Of The Population Aged 16+ By Occupation: 1995-2024
Demographic Profile Of Persons Aged 16+ Employed By Detailed Occupation (2024):
 Managerial & Professional Fields
 Sales, Administrative And Service Fields
 Blue Collar Professions

Income

Median Household Income Trends: 1950-2024
Trends In The Number Of Persons & Income Earners Per Household: 1950-2024
Distribution Of Households By Income Level: 1950-2024
Median And Mean Household Income By Selected Characteristics: 2024
Median And Mean Household Income By Education Of Household Head: 2024
Median Income Of Employed Persons Aged 15+ By Sex: 1960-2024
Males And Females Aged 15+ With Incomes And Median Income: 2024
Mean Annual Earnings Of Persons Aged 15+ Employed Full-Time
 In Selected Occupations: 2024

Race & Ethnicity

Population That Is Foreign Born: 1900-2024
Distribution Of Immigrants By Geographic Origin: 1900-2023
Top 25 Population Groups By Ancestry: 1990-2024
Profile Of The Resident Population By Racial Origin: 1950-2060
Age Profile Of The Resident Population By Racial Origin: 2024
Profile Of Adults By Racial Origin: 2024
Racial Profile Of Households By Age Of Head, HH Size & HH Type: 2024
Household Income By Race: 2024
Consumer Expenditures By Race Of Household Head: 2023

Household Consumption Profiles

Households By Family Status: 1950-2024
Growth Of Households And Number Of Persons Per Home: 1950-2024
Profile Of Households By Age Of Head: 1950-2024
Household Unit Profile And Income/Expenditures By Age Of Household Head: 2023
Household Unit Profile And Income/Expenditures By Household Income: 2023
Annual Expenditures By Households By Select Demos (2023):
 Food At Home & Away From Home
 Food Products By Type
 Personal Care Products & Apparel
 Health Care & Pensions/Social Security
 Entertainment
 Vehicles & Vehicle Maintenance
 Housekeeping Supplies, Furnishings & Equipment
 Housing & Utilities
Detailed Average Annual Expenditures Per Household Unit: 2010 vs. 2023

How Americans Spend Their Time

Average Hours Per Day Spent With Select Activities: 2003-24

Average Hours Per Day Spent With Select Activities By Demographics: 2024

Population Engaging In Select Activities By Time Of Day: 2024

Regionality

Growth Rate Of The Resident Population By Region: 1970-2030

Regional Population By Household Income: 2024

Population Growth Of Large Metropolitan Areas: 1990-2024

II. Consumer, The Media & Advertising

Overview

Average Minute TV Viewer Profile For TV/Video Venues: 2024

Exclusive And Duplicated Monthly Reach Of Ad-supported TV Platforms By Age: 2024

Ad-supported TV's Reach By Platform And Age Group: 2024

Composition Of TV's Heaviest Viewers By Age And Household Income: 1950-2024

Average Daily Hours Of TV Viewing By Source For Adults By Age & Income: 2024

Average TV Home Adult's Weekly Consumption Of Program Genres By Age: 2024

Demographic Profile Of Average Telecast Adult TV Sports Viewers: 2024

Average Adult's Hourly Media Consumption Per Day By Age And Household Income: 2024

How Adults Access News By Demographics: 2025

Use Of Online Platforms By Demographics: 2023

Radio Listening By Format And Age: 2024

Podcast Consumption & Audio Brand Usage By Age: 2024

Profile Of U.S. Adults Who Strongly Agree With Buying Style Statements: 2023

Profile Of U.S. Adults Who Strongly Agree With Statements About TV Ads: 2023

Average TV Commercial Attentiveness Levels For 30- & 15-Second Units By Demographics: 2023