



2025 Multicultural Demographics

Size Your Brand's Opportunities with
Updated Demographic Insights

January 2025



Decennial Census vs. American Community Survey

Collage Group primarily uses ACS estimates for more robust year-over-year demographic data

	Decennial Census	American Community Survey (ACS)
	Conducted every ten years	Conducted every month, every year
	Counts every person living in the U.S. and U.S. territories	Sent to a sample of about 3.5 million
	Topics include demographics and owner/renter status	Topics include education, employment, internet access, and transportation
	Provides an official count of the population	Provides current information/estimates to communities every year



Source: [Census Bureau](#)

The 2020 Census made updates to demographic questions

The American Community Survey uses these updated questions

Hispanic, Latino, or Spanish Origin

→ **NOTE: Please answer BOTH Question 5 about Hispanic origin and Question 6 about race. For this survey, Hispanic origins are not races.**

5 Is Person 1 of Hispanic, Latino, or Spanish origin?

- ☐ No, not of Hispanic, Latino, or Spanish origin
- ☐ Yes, Mexican, Mexican Am., Chicano
- ☐ Yes, Puerto Rican
- ☐ Yes, Cuban
- ☐ Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

Improved example groups within race and ethnicity categories

Race

6 What is Person 1's race?

Mark (X) one or more boxes **AND** print origins.

- ☐ White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.*
- ☐ Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*
- ☐ American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.*

Added dedicated write-in response areas for White and Black categories

- | | | |
|---|--|--|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Korean | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Chamorro |
| <input type="checkbox"/> Other Asian – <i>Print, for example, Pakistani, Cambodian, Hmong, etc.</i> | <input type="checkbox"/> Other Pacific Islander – <i>Print, for example, Tongan, Fijian, Marshallese, etc.</i> | |

☐ Some other race – *Print race or origin.*

Added “or origin” to “some other race” to better solicit responses





1

Multicultural Demographics

2

Hispanics

3

Black Americans

4

Asian Americans

1

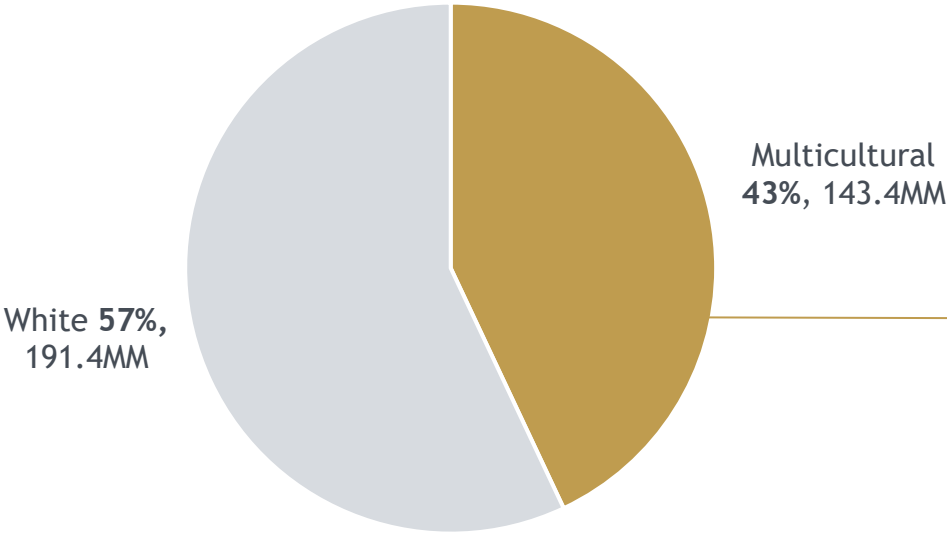
Multicultural Demographics



Multicultural Americans account for 43% of the U.S. population

The Multicultural population has increased by over 2 million since 2022

Population, 2023



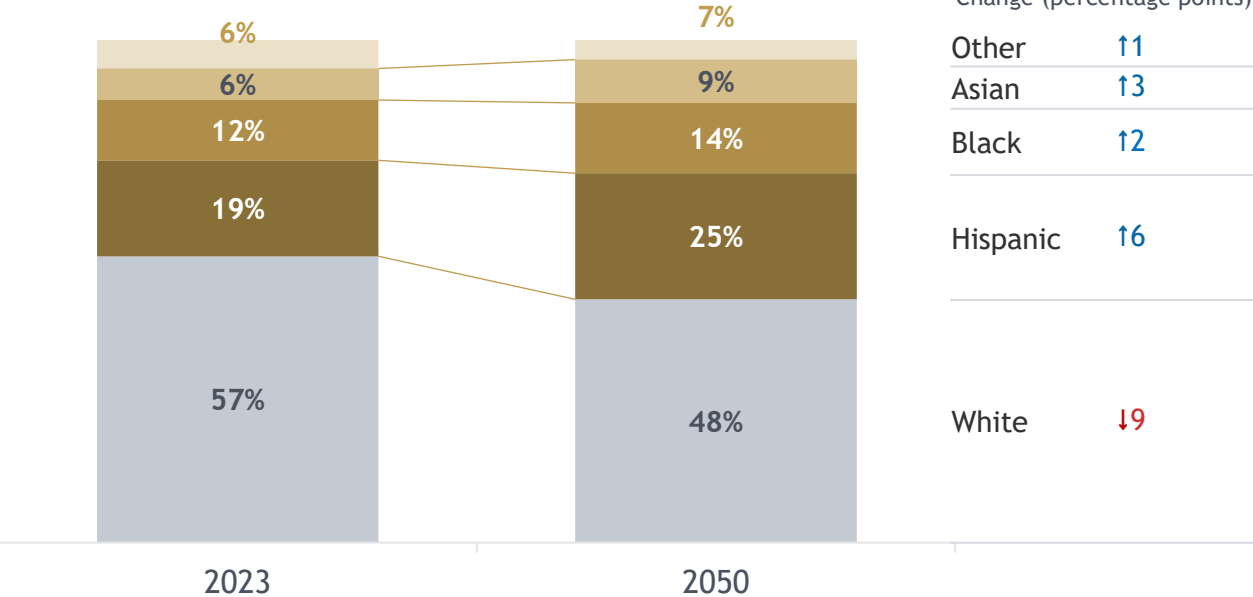
Multicultural segments		
Hispanic	19%	65.1MM
Black	12%	39.6MM
Asian ¹	6%	20.3MM
Multiracial	4%	14.8MM
Other race	1%	2.1MM
American Indian or Alaska Native	<1%	1.5MM



Source: American Community Survey 2023 1-Year Data
¹ Asian includes Native Hawaiian/Pacific Islander

The Multicultural U.S. population is projected to be the majority by 2050

Projected population distribution by race and Hispanic



Multicultural America is already the majority in several states.

Adult populations:
Hawaii, California, Nevada, Texas, Washington, D.C., and Maryland are majority Multicultural.

Under-18 populations:
19 states are majority Multicultural.



Source: [U.S. Census Bureau, 2023 National Population Projections](#) and American Community Survey, 2023, [U.S. Census Bureau](#)

Asian includes Native Hawaiian/Pacific Islander

¹ Other includes American Indian or Alaska Native, Multiracial, and other races

America is becoming more diverse with a growing Multiracial population

358%

growth in **Multiracial population** between
2013 and 2023

Factors contributing to growth:

1. More Multiracial babies are being born.
2. Americans are rethinking their identities as more fluid based on shifts in culture and society.
3. 2020 Census improved race and ethnicity questions and higher quality ways in which the data is coded.

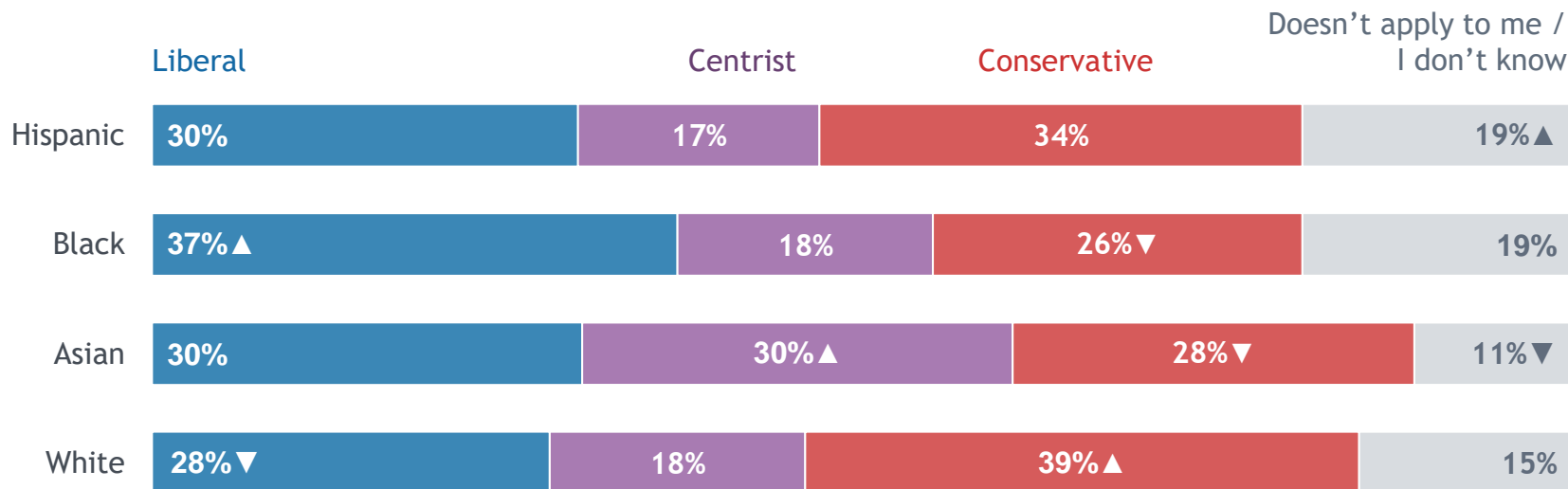


Multicultural Americans' political views have changed since last year

Hispanics are least aligned with a political view and Asian Americans are growing centrists

Which of the following best describes your political views?

▲ ▼ Significantly over/under Total Population. Confidence level 95%






















Source: Collage Group America Now Survey, August 2024, (18-78 population), weighted data

Americans' typical occupations vary by race and ethnicity

Occupation by ethnicity, 2023 (millions)

↑↓ Rank change from 2022

	Hispanic	Black	Asian	White
1	 Transportation 3.8MM ↑	 Transportation 2.9MM	 Computers 1.5MM	 Managers 15.2MM
2	 Office 3.8MM ↓	 Office 2.8MM	 Managers 1.4MM	 Office 12.4MM
3	 Construction 3.4MM ↑	 Sales 2.0MM	 Medical 1.2MM	 Sales 11.6MM
4	 Sales 3.2MM ↓	 Managers 1.8MM	 Office 1.1MM	 Education 8.5MM
5	 Food Service 2.9MM	 Health Services 1.5MM	 Sales 1.0MM	 Medical 7.9MM ↑

Office work and transportation lead job type for Hispanics and Black Americans.

Asian Americans are more likely to work in computers.

White Americans - as managers.



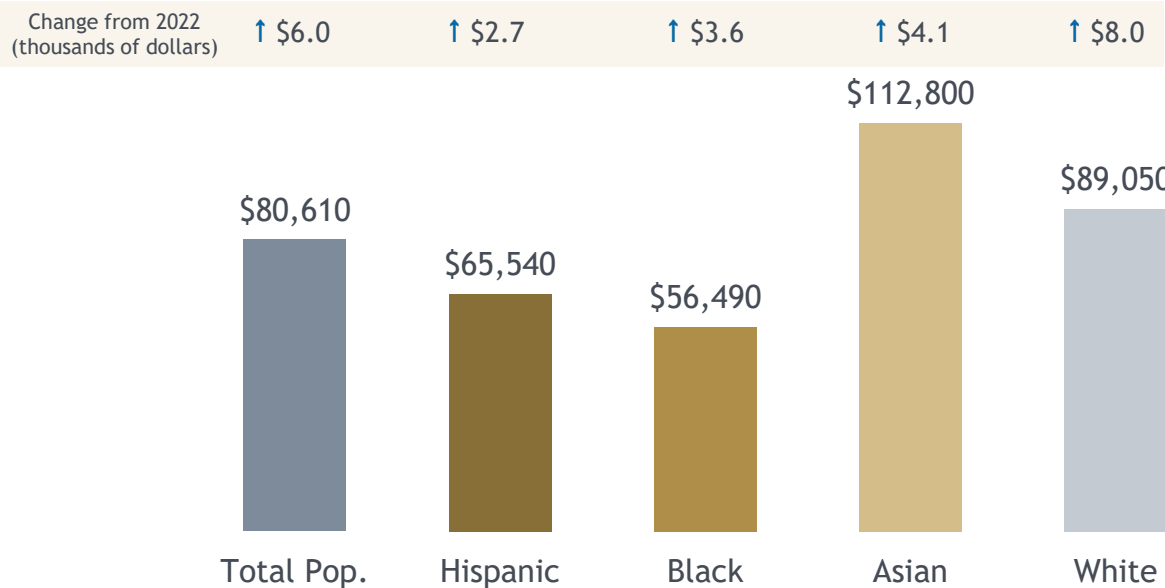
Source: American Community Survey 2023 1-Year Data

¹ Does not include answer option "Not in Labor Force who last worked more than 5 years ago or never worked / Less than 16 years old"

Asian includes Native Hawaiian/Pacific Islander

Asian Americans are the highest earners in the U.S. by race and ethnicity

Real median household income by race and Hispanic origin, 2023¹



Hispanics and Black Americans earn less than the total population median.

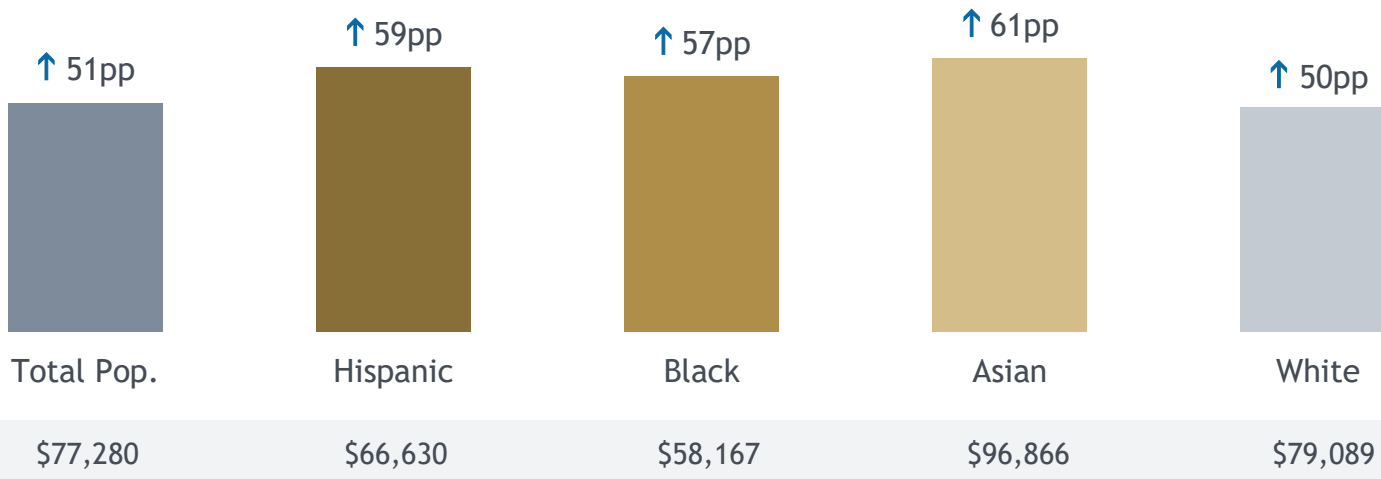
Higher-paying degrees, household size, and cost of living are factors of Asian Americans' income. However, there are income disparities within the Asian American segment too.



Source: [CPS 2023](#), [Pew Research Center, October 2022](#), [Pew Research Center, April 2022](#)
Asian includes Native Hawaiian/Pacific Islander

Multicultural Americans have seen the greatest growth in average annual expenditures

Change in average annual expenditures by race and Hispanic origin from 2013-2023

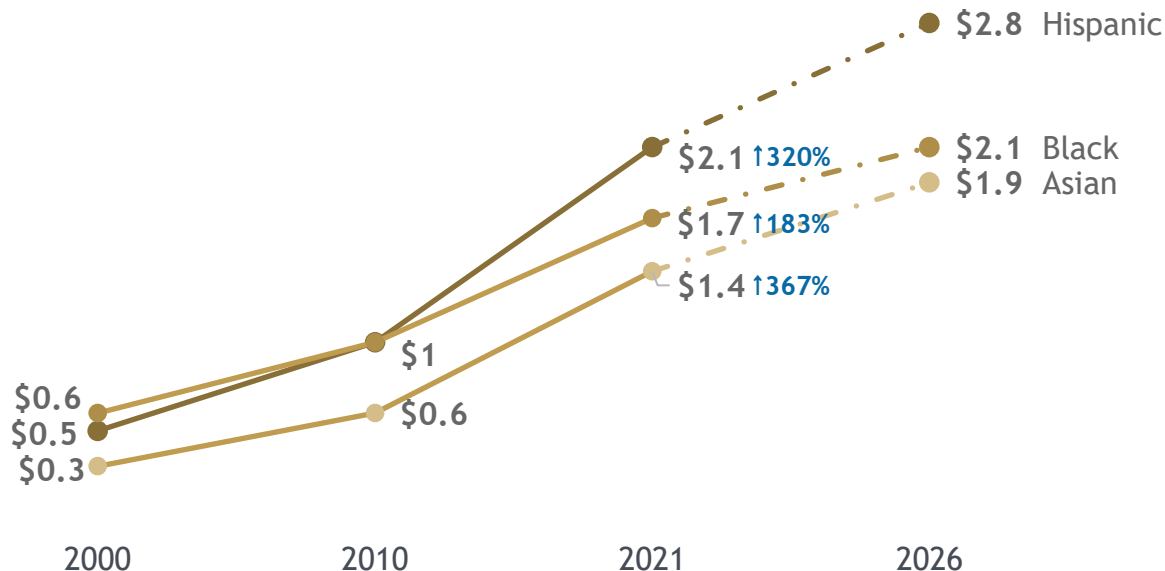


Source: Consumer Expenditure Survey 2013, 2023

Each Multicultural segment is growing substantially in purchasing power

U.S. Buying Power by Race/Ethnicity, 2000-2026 (trillions)

↑↓ Growth 2000-2021



White American buying power is growing at a much slower rate than Multicultural Americans.

In 2021, White American buying power was \$14.9 trillion. The segment's buying power has grown by 133% since 2000.



Source: UGA, The Multicultural Economy 2022

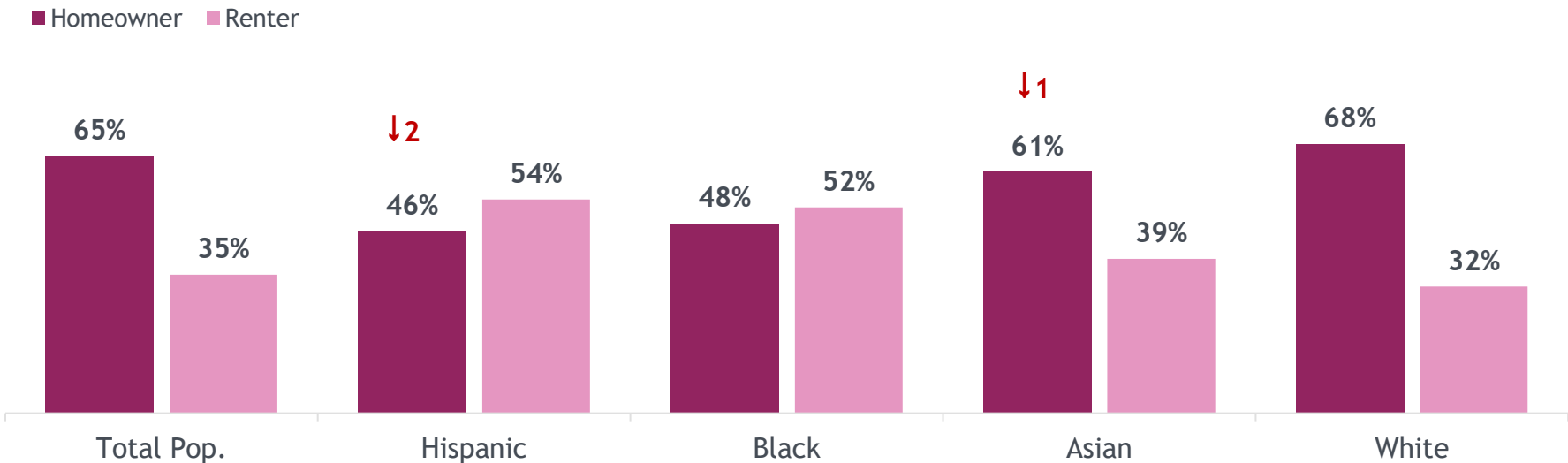
¹ Buying Power Estimates: Total disposable personal income allocated by race or ethnicity based on population estimates and variances in per capita income

Asian and White Americans are most likely to own their home

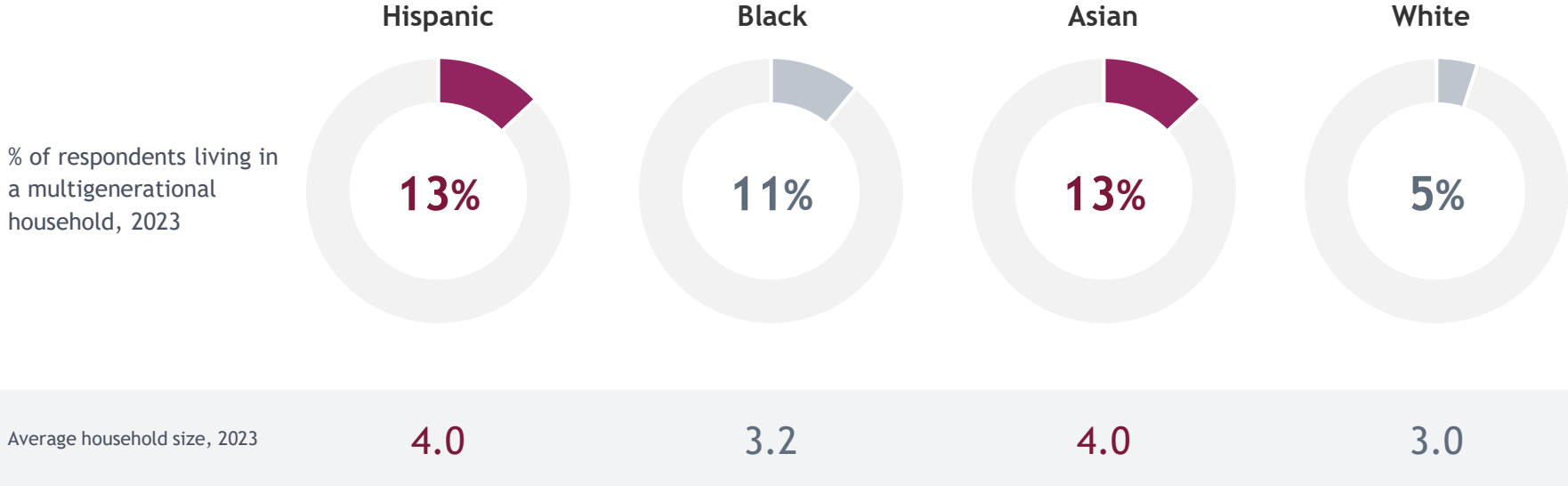
Over half of Hispanics and Black Americans rent

2023 housing tenure: Homeowners vs. Renters

↑↓ Change from 2022 (percentage points)



Hispanics and Asian Americans are the most likely to live in a multigenerational household



2

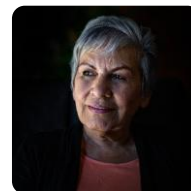
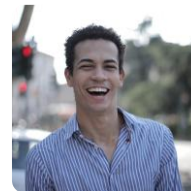
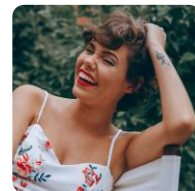
Hispanics



Multiple terms are used for Americans from the Latin-American diaspora

Collage identifies the segment as Hispanic and defines the audience as people from Spanish speaking Latin-American countries

Terminology	Meaning and Context
Hispanic	<ul style="list-style-type: none">• Focused on language• Refers to anyone with heritage from Spanish-speaking countries
Latino/a	<ul style="list-style-type: none">• Focused on geography• Refers to individuals with heritage from Latin America or the Caribbean, regardless of language
Latinx/Latine	<ul style="list-style-type: none">• Emergence coincides with a global movement to introduce gender-neutral nouns and pronouns into romance languages• Spanish-speaking countries often use the term Latine
Person of Color	<ul style="list-style-type: none">• Emphasizes the experiences of being “not white” in modern society.• Term has evolved to include Hispanic and the AAPI communities.



Source: [Hispanic vs. Latino vs. Latinx: A Brief History of How These Words Originated](#), Remezcla, [Pew Research Center](#)

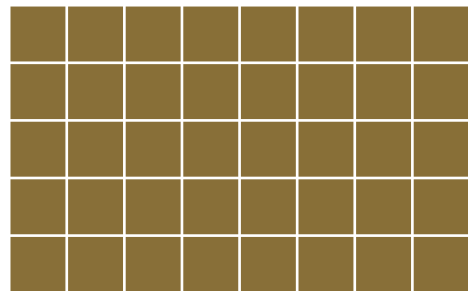
The plurality of Hispanics today are Bicultural

But the share of Heritage Leaning (*Unacculturated*) Hispanics has grown the fastest since 2022

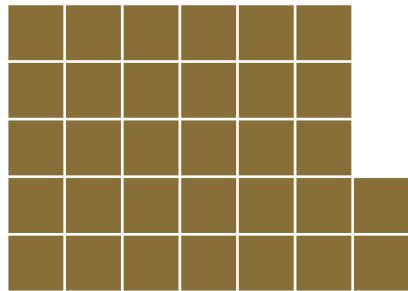
Hispanic Population by Identity, 2023

□ = 1%

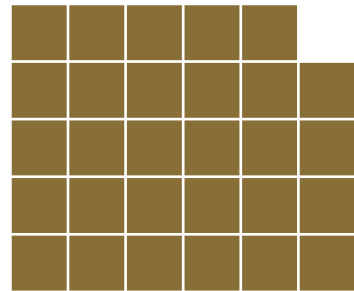
Bicultural
39.8% 23.8MM **↑0.4MM**



U.S. Leaning
(*Acculturated*)
31.6% 18.9MM **↑0.2MM**



Heritage Leaning
(*Unacculturated*)
28.6% 17.1MM **↑0.8MM**



Hispanic Identity

U.S. Leaning (*Acculturated*):
primarily English speakers that identify themselves as American over Hispanic

Bicultural: use both English and Spanish languages and have a shared Hispanic and American identity

Heritage Leaning (*Unacculturated*):
primarily Spanish speakers that identify themselves as Hispanic over American



The difference between “Ethnicity” and “Race”

The U.S. Census Bureau asks respondents to identify their race and ethnicity in separate questions



Ethnicity

focuses on group cultural
identity and expression

(e.g., Hispanic or Latino)

vs.



Race

focuses on physical and
biogenetic traits

(e.g., Black, White, Asian, etc.)

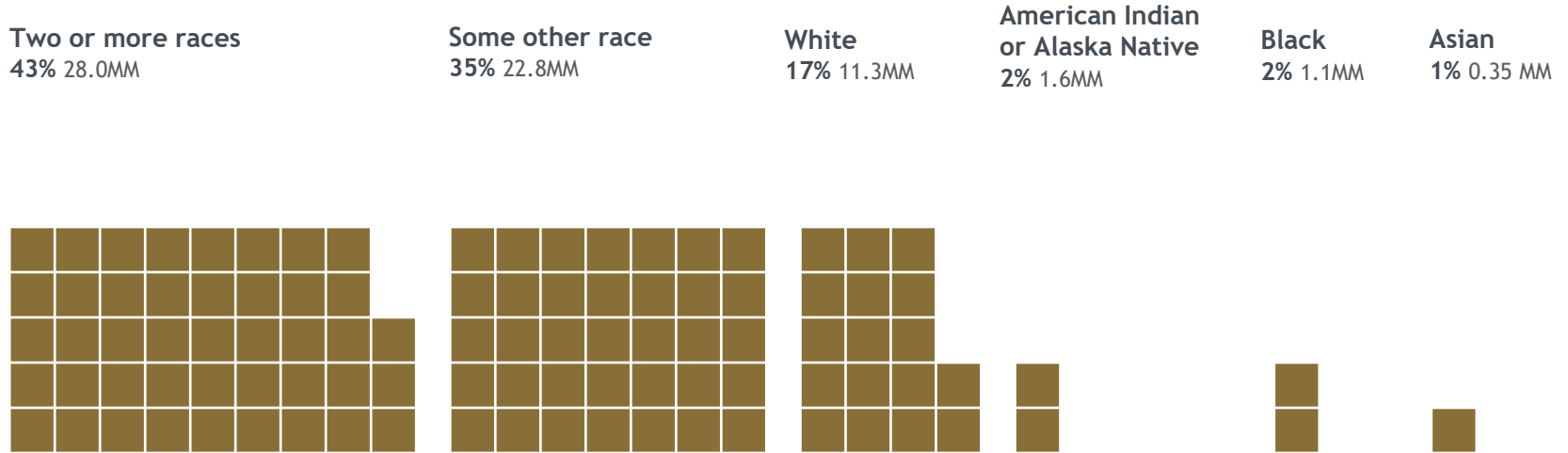


There are 65.1 million Hispanics in the U.S.

Most identify as Multiracial or some other race, viewing their Hispanicity as their race

Hispanic by Race, 2023


□ = 1%

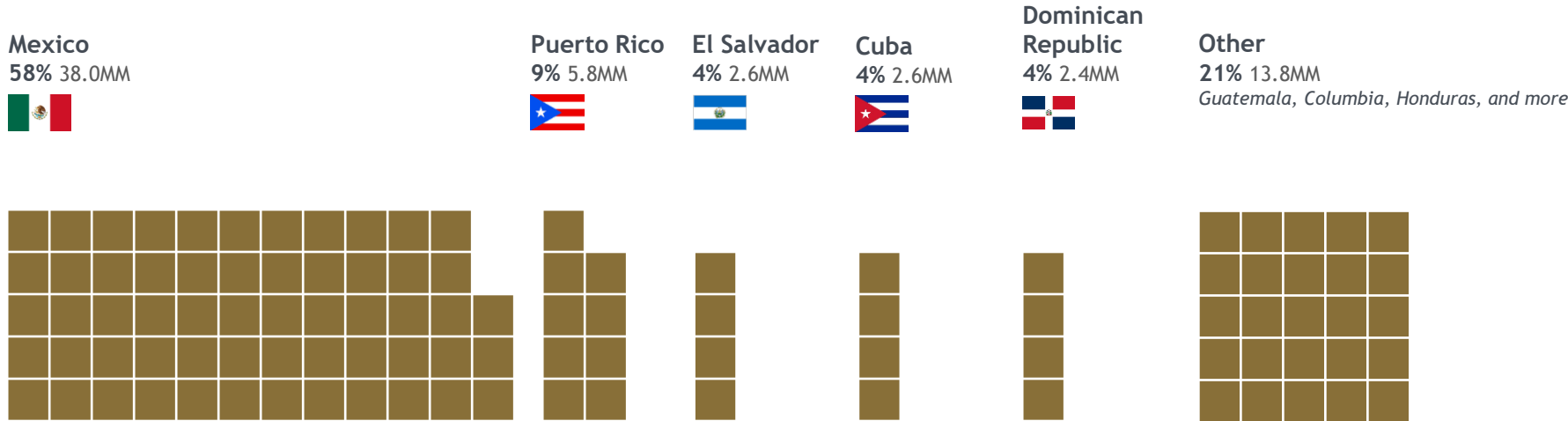


Source: American Community Survey 2023 1-Year Data, [NPR](#)
¹ Asian includes Native Hawaiian/Pacific Islander

Mexican Americans account for the majority of the Hispanic population in the U.S.

Hispanic country of origin, 2023

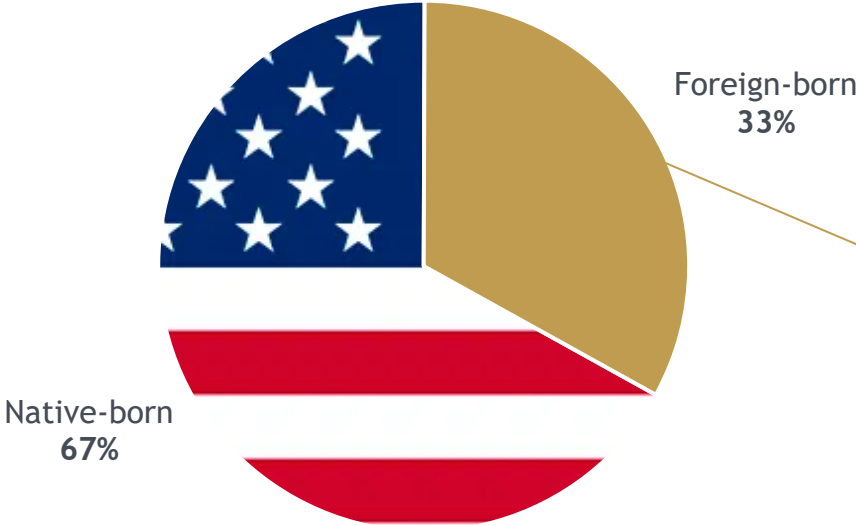
 = 1%



Source: American Community Survey 2023 1-Year Data

2 in 3 Hispanics are U.S. Native-Born

Mexico is the top birthplace for Foreign-Born Hispanics



Top birthplaces for Hispanic immigrants to the U.S. (2023)		
1	Mexico	10.83MM
2	El Salvador	1.48MM
3	Cuba	1.42MM
4	Dominican Republic	1.25MM
5	Guatemala	1.25MM



Source: American Community Survey 2023 1-Year Data

Most Hispanics speak Spanish at home and are proficient in English

63%

of Hispanics **speak Spanish at home**

76%

of Hispanics ages 5 and older **speak English well or very well**

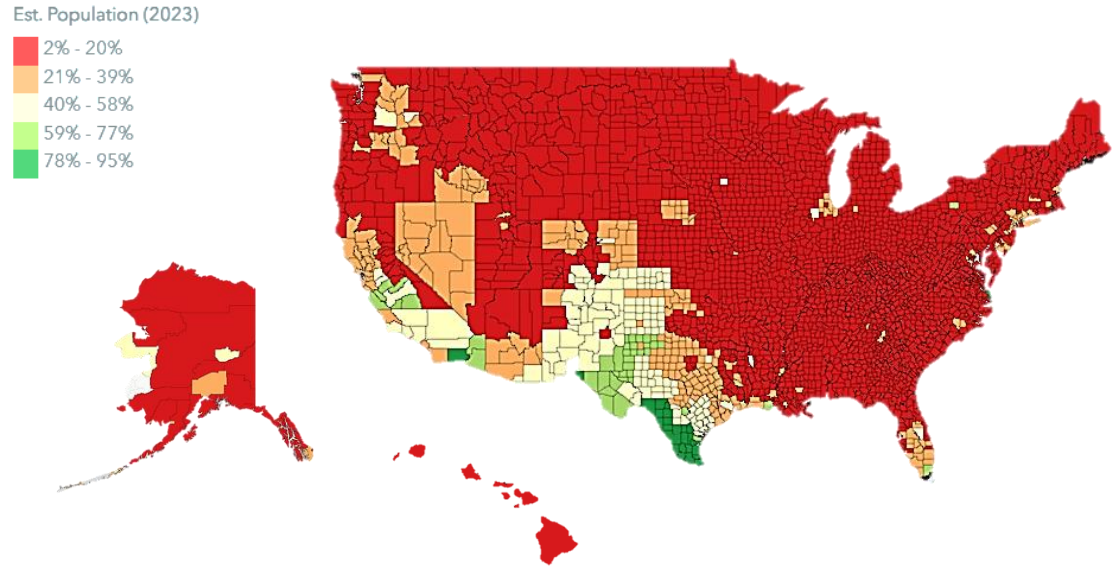


Source: American Community Survey 2023 1-Year Data

The Hispanic population is concentrated in the Southwestern United States

There are large populations in major metropolitan areas including Los Angeles, New York, and Houston

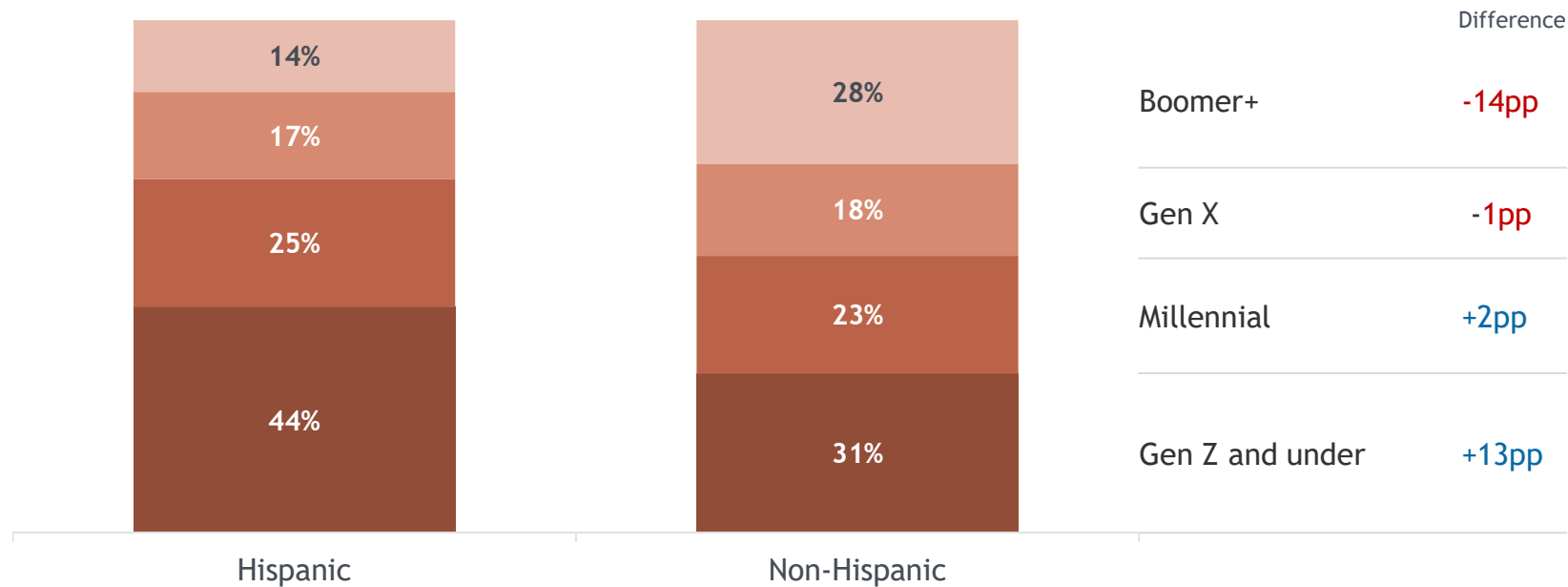
Hispanic population % by county, 2023



Top 10 Hispanic Metropolitan Areas		
1	Los Angeles, CA	5.77MM
2	New York, NY	5.02MM
3	Houston, TX	2.87MM
4	Miami, FL	2.87MM
5	Riverside, CA	2.52MM
6	Dallas, TX	2.41MM
7	Chicago, IL	2.27MM
8	Phoenix, AZ	1.59MM
9	San Antonio, TX	1.48MM
10	Washington, DC	1.15MM



The Hispanic population skews younger than Non-Hispanic segments



Source: American Community Survey 2023 1-Year Data

3

Black Americans



Why Collage Group uses the term *Black* to define this segment

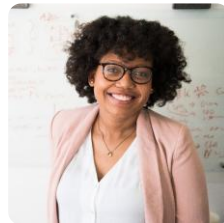
Black emphasizes the **global cultural heritage shared** across many communities of African origin.

This term is **more inclusive** with respect to recent immigration from Africa and the Caribbean.

African American emphasizes the **unique experiences** of Americans of African descent whose family stories interweave with the **history and legacy of American slavery**.

Person of Color emphasizes the experience of being “**not white**” in modern society.

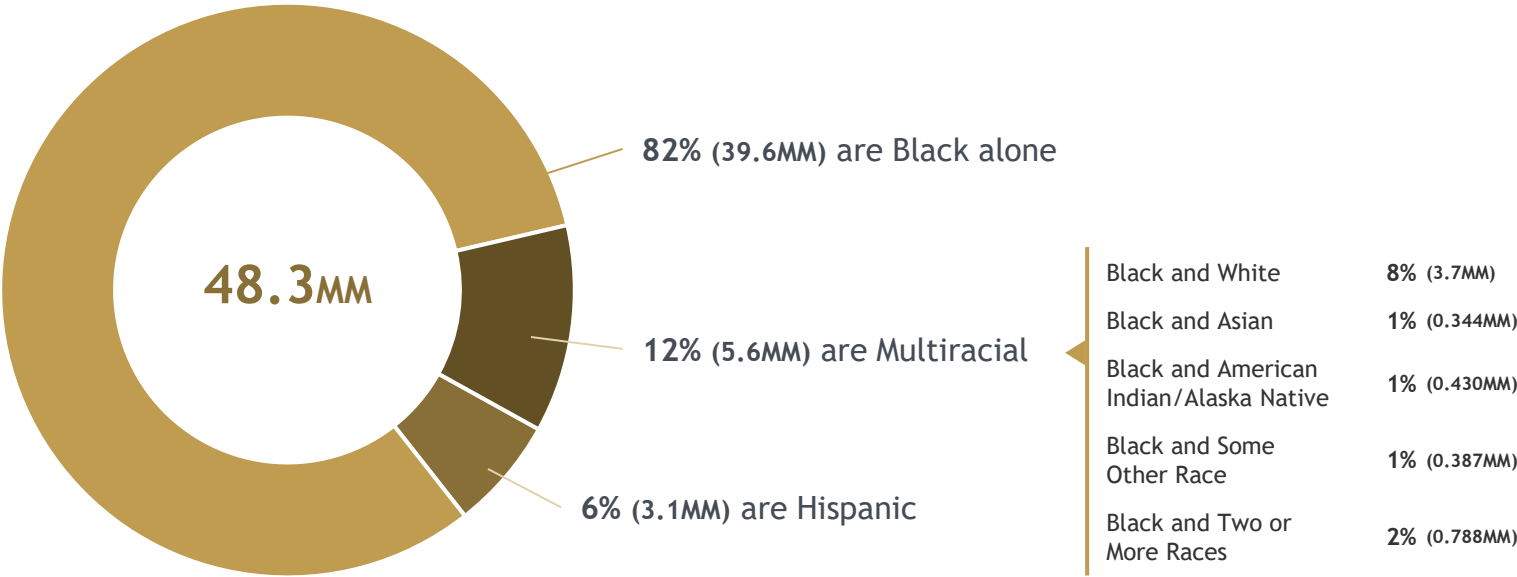
In recent decades, this term has evolved to **include Hispanic and Asian/Pacific Islander** communities.



Source: [Merriam-Webster](https://www.merriam-webster.com/dictionary/Black)

48.23 million Americans identify as Black

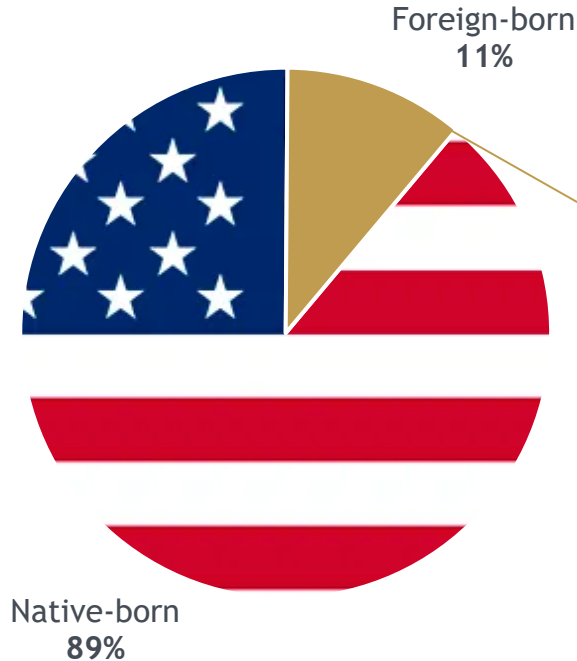
5.6 million in the segment identify as Multiracial and 3.1 million identify as Hispanic



Source: American Community Survey 2023 1-Year Data
Multiracial includes Black + Another Race

1 in 10 Black Americans are Foreign-Born

Haitian and Nigerian immigration has grown the fastest, while Ethiopian immigration has slowed since last year



Top birthplaces for Black immigrants to the U.S. (2023)

1	Jamaica	774K	↑10K
2	Haiti	747K	↑47K
3	Nigeria	477K	↑33K
4	Ethiopia	273K	↓27K
5	Ghana	230K	↑11K



Nearly 1 in 10 Black Americans speak a non-English language at home

9%

of Black Americans **speak a non-English language at home**

Top 5 Black American Languages and Number Who Speak Language at Home		
1	Haitian	0.92MM
2	French	0.40MM
3	Spanish	0.35MM
4	Amharic ¹	0.25MM
5	Yoruba ²	0.21MM



Source: American Community Survey 2023 1-Year Data, [Boston University](#), [Brown University](#)

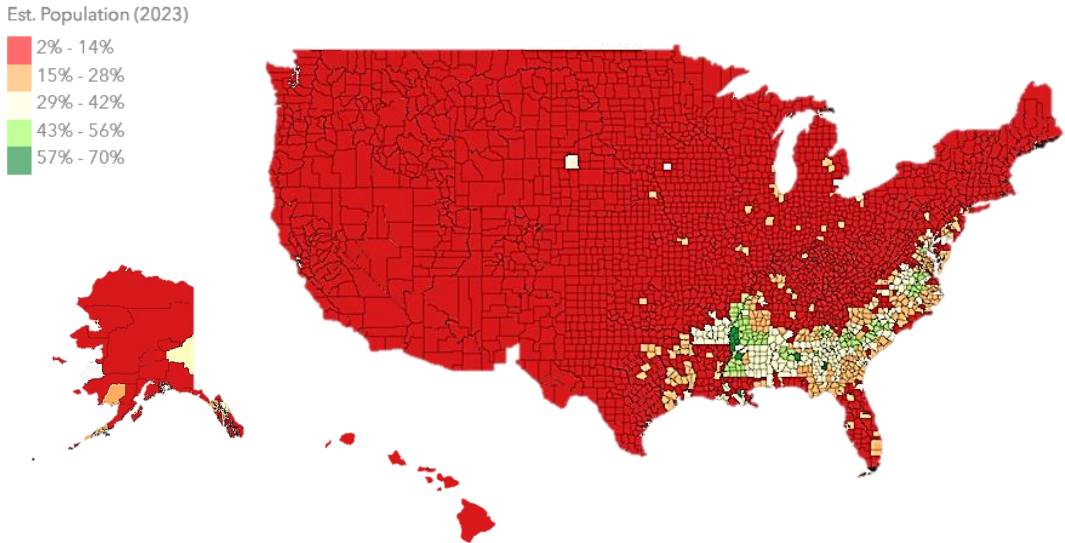
¹ Amharic is the official and working language of Ethiopia and is also spoken in Eritrea

² Yoruba is a major West African language spoken and taught predominantly in Nigeria and in West African countries like Togo, Benin, and Ghana

The Black American population primarily resides in the Southern U.S.

There are large populations in coastal metropolitan areas

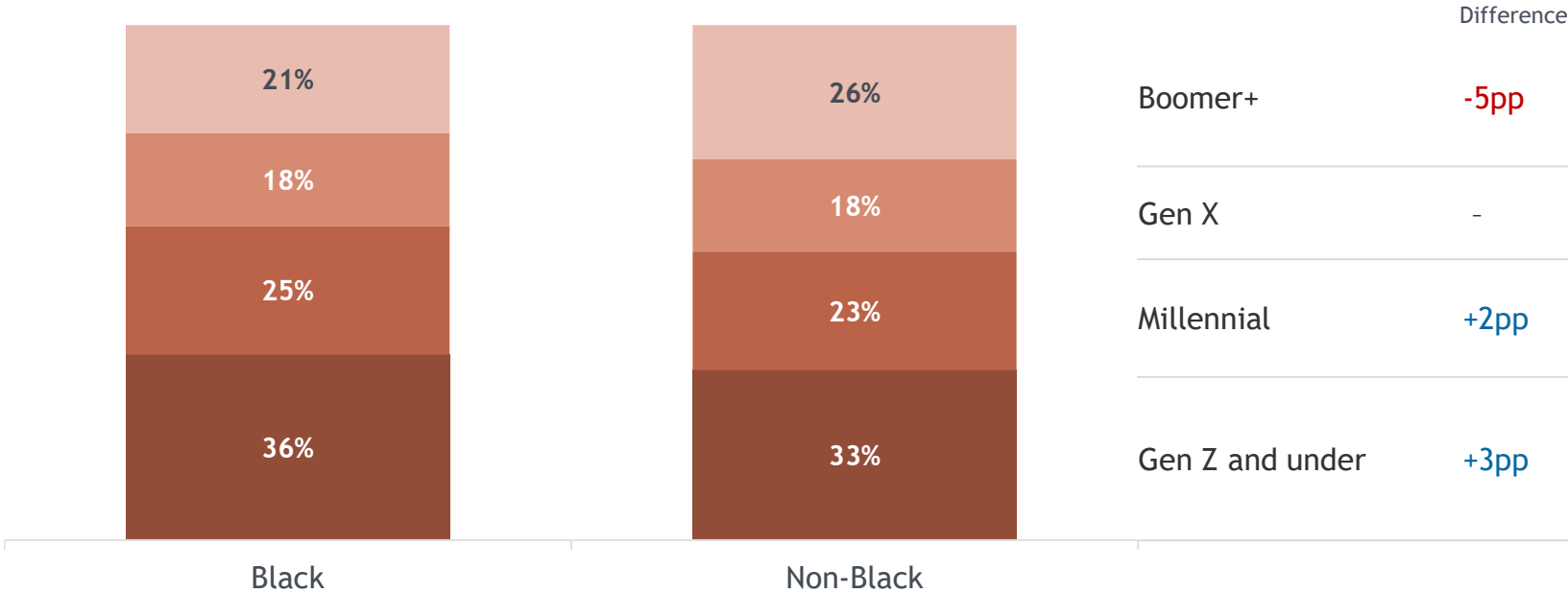
Black population % by county, 2023



Top 10 Black Metropolitan Areas		
1	New York, NY	2.87MM
2	Atlanta, GA	2.10MM
3	Washington, DC	1.54MM
4	Chicago, IL	1.44MM
5	Dallas, TX	1.31MM
6	Houston, TX	1.29MM
7	Philadelphia, PA	1.21MM
8	Miami, FL	1.17MM
9	Detroit, MI	0.92MM
10	Baltimore, MD	0.80MM



The Black population skews slightly younger than Non-Black segments



Source: American Community Survey 2023 1-Year Data

4

Asian Americans



Collage Group follows the U.S. Census Bureau's definitions for the Asian American population

Asian

A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.

Native Hawaiian or Other Pacific Islander

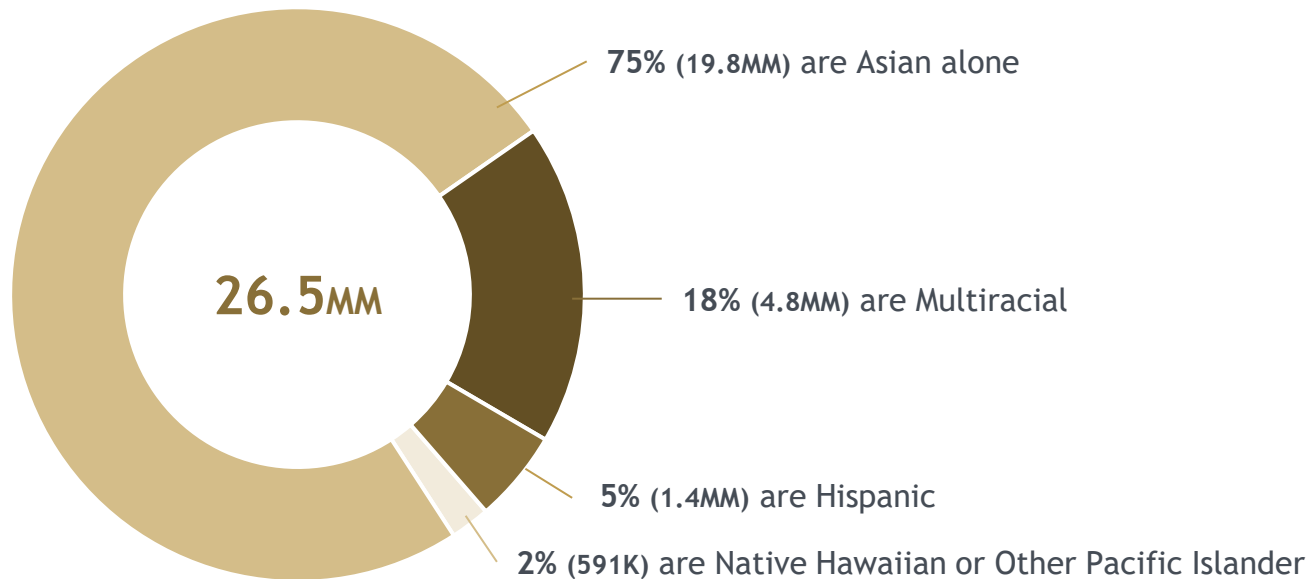
A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.



Source: U.S. Census Bureau


There are 26.5 million Asian Americans in the U.S.

4.8 million in the segment identify as Multiracial and 1.4 million identify as Hispanic



Indian and Chinese Americans account for the plurality of the Asian American population in the U.S.

Asian country of origin, 2023

 = 1%

India
23% 4.7MM



China
21% 4.2MM



Philippines
15% 3.0MM



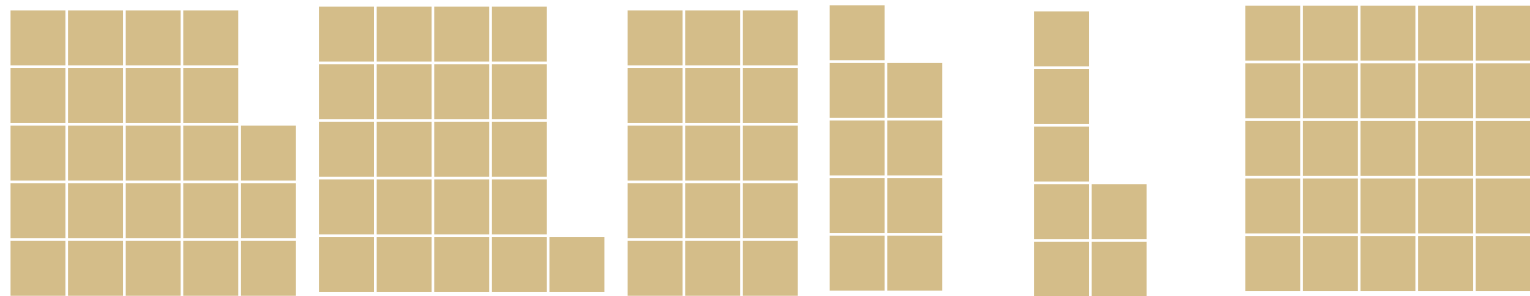
Vietnam
9% 1.9MM



Korea
7% 1.5MM



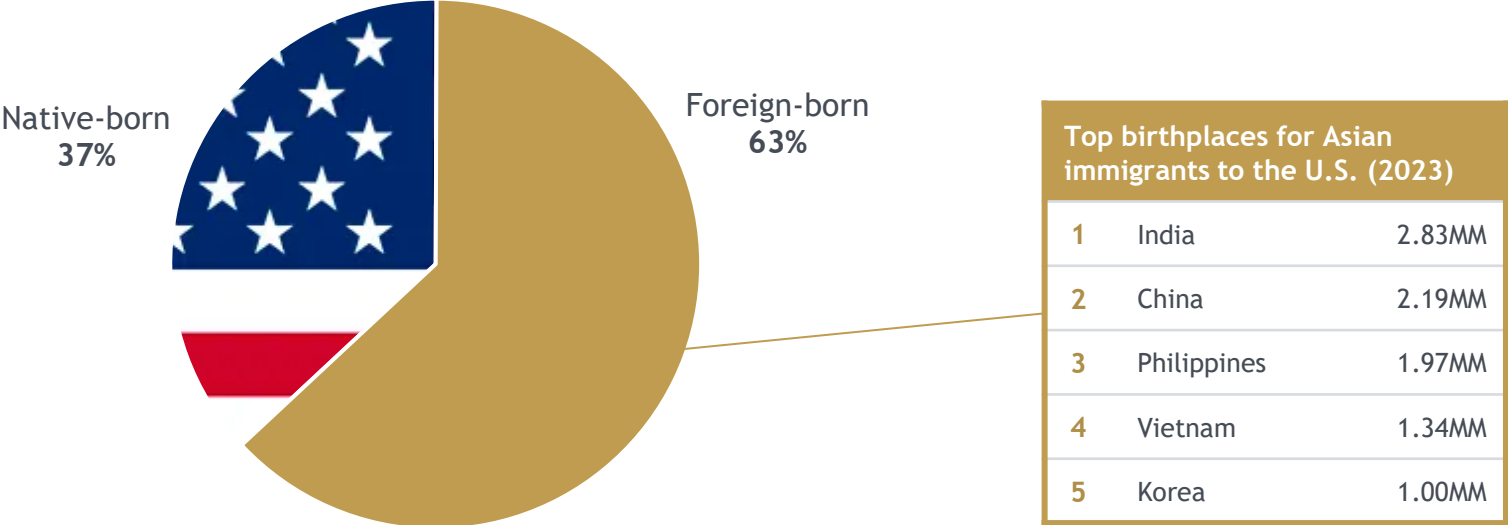
Other
25% 5.1MM
Japan, Pakistan, Hmong, Cambodia, Taiwan, and more



Source: American Community Survey 2023 1-Year Data

Nearly two-thirds of Asian Americans are Foreign-Born

India and China are the top birthplaces for Foreign-Born Asian Americans



Most Asian Americans speak a non-English language at home

Language largely corresponds with the top foreign-born birthplaces for Asian Americans

69%

of Asian Americans **speak a non-English language at home**

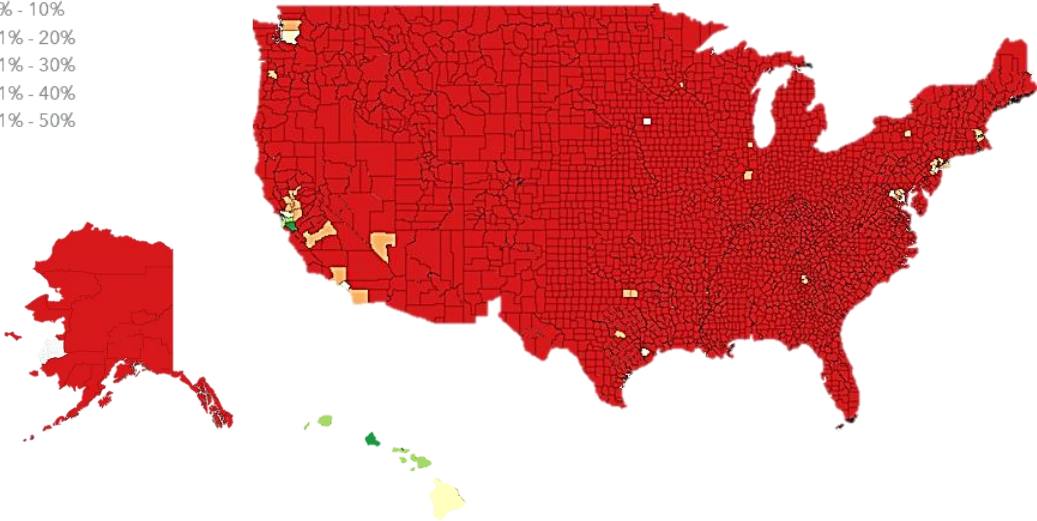
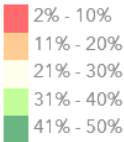
Top 5 Asian American Languages and Number Who Speak Language at Home		
1	Chinese	2.06MM
2	Vietnamese	1.53MM
3	Tagalog	1.31MM
4	Korean	1.01MM
5	Hindi	0.90MM



The Asian American population makes up a significant portion of many coastal metropolitan areas

Asian¹ population % by county, 2023

Est. Population (2023)

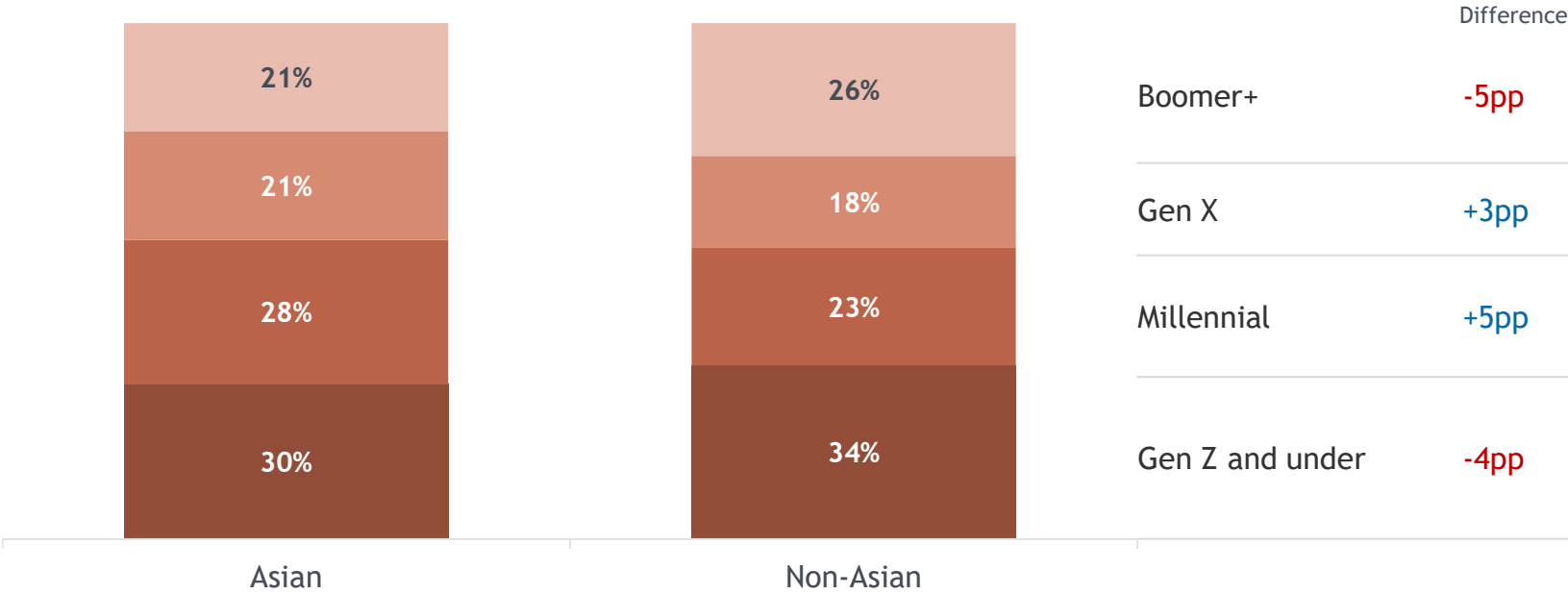


Top 10 Asian Metropolitan Areas		
1	New York, NY	2.35MM
2	Los Angeles, CA	2.19MM
3	San Francisco, CA	1.32MM
4	San Jose, CA	0.78MM
5	Dallas, TX	0.69MM
6	Seattle, WA	0.69MM
7	Chicago, IL	0.68MM
8	Washington, DC	0.68MM
9	Houston, TX	0.63MM
10	Honolulu, HI	0.49MM



Source: American Community Survey 2022 1-Year Data
¹ Includes Asian and Hawaiian/Pacific Islander

The Asian American population shares a similar age distribution with Non-Asian Americans



Source: American Community Survey 2023 1-Year Data



Appendix



Data & Methodology

Collage Group primarily uses American Census Bureau estimates for demographics.

Weighted Estimates

The American Census Bureau (ACS) uses a **weighting method** to ensure the ACS estimates are consistent with official Census Bureau population estimates by **age, sex, race, and Hispanic origin**.

Caveat

The 2020 Census **undercounted** the Black and Hispanic populations, and **overcounted** the Asian and White populations in the U.S.

However, the data is still usable and recommended for use by the Census Bureau.





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