

95 Million Ethnic Individuals

America is not so much a melting pot as it is a rich ethnic stew, with diverse cultures maintaining their own cultural identities. Now you can capitalize on the unique interests and spending patterns of more than 100 different ethnic groups. These cultural segments hold tremendous potential for specialty food stores, institutions of higher education, fraternal organizations and clubs, scholarship and translating services, telephone/long distance carriers, restaurants, bakers, caterers and many others.

Ethnic America

| Ethnicity | Total U.S. | Ethnicity | Total U.S. |
|-----------|------------|-----------|------------|
| Arab | 1,146,466 | Irish | 13,293,778 |
| Chinese | 1,879,825 | Italian | 8,674,491 |
| Dutch | 3,945,970 | Japanese | 720,754 |
| British | 69,725,519 | Polish | 2,687,620 |
| French | 6,096,971 | Russian | 971,334 |
| German | 16,737,224 | Scottish | 16,334,023 |
| Hispanic | 18,805,744 | Swedish | 2,328,220 |
| Indian | 1,129,216 | | |

More selections available.



Ethnicity Counts by State

| STATE | Arab | British | Chinese | French | German | STATE | Arab | British | Chinese | French | German |
|----------------------|---------|-----------|---------|---------|-----------|----------------|------------------|-------------------|------------------|------------------|-------------------|
| Alabama | 6,292 | 1,664,190 | 6,780 | 65,575 | 125,815 | Montana | 597 | 263,769 | 1,454 | 22,056 | 91,210 |
| Alaska | 1,352 | 277,447 | 3,942 | 21,350 | 65,901 | Nebraska | 2,582 | 367,161 | 3,177 | 23,626 | 201,463 |
| Arizona | 16,296 | 1,195,559 | 20,318 | 95,496 | 317,065 | Nevada | 8,908 | 580,997 | 20,232 | 46,459 | 130,214 |
| Arkansas | 3,261 | 1,149,156 | 4,934 | 44,169 | 115,032 | New Hampshire | 3,162 | 363,757 | 3,335 | 145,336 | 46,756 |
| California | 173,199 | 5,170,881 | 640,307 | 436,146 | 1,223,808 | New Jersey | 64,423 | 1,109,394 | 76,919 | 114,677 | 425,404 |
| Colorado | 10,154 | 1,221,623 | 17,473 | 90,100 | 366,796 | New Mexico | 2,594 | 316,524 | 3,514 | 23,266 | 61,716 |
| Connecticut | 14,471 | 654,056 | 16,403 | 165,588 | 156,281 | New York | 145,787 | 2,791,140 | 249,244 | 341,534 | 971,111 |
| Delaware | 3,504 | 281,232 | 4,175 | 15,931 | 53,913 | North Carolina | 22,547 | 3,506,467 | 26,217 | 186,928 | 374,049 |
| District of Columbia | 4,396 | 48,547 | 2,960 | 4,256 | 18,321 | North Dakota | 818 | 110,846 | 1,037 | 15,225 | 108,070 |
| Florida | 75,228 | 4,257,369 | 57,314 | 465,464 | 940,031 | Ohio | 41,679 | 3,518,541 | 32,725 | 196,254 | 1,076,474 |
| Georgia | 29,466 | 2,592,005 | 31,879 | 127,520 | 260,674 | Oklahoma | 7,193 | 1,396,598 | 8,121 | 61,196 | 179,218 |
| Hawaii | 1,420 | 124,092 | 37,500 | 12,190 | 30,741 | Oregon | 7,301 | 1,073,242 | 19,795 | 70,471 | 268,906 |
| Idaho | 1,332 | 435,103 | 2,640 | 23,572 | 94,854 | Pennsylvania | 36,761 | 2,481,173 | 44,906 | 169,540 | 1,127,623 |
| Illinois | 62,657 | 2,086,946 | 57,414 | 156,350 | 826,110 | Rhode Island | 3,342 | 198,955 | 4,109 | 90,314 | 27,894 |
| Indiana | 9,718 | 1,798,885 | 12,332 | 91,175 | 466,670 | South Carolina | 6,239 | 1,351,755 | 6,753 | 69,980 | 152,162 |
| Iowa | 4,186 | 733,259 | 5,705 | 43,225 | 354,169 | South Dakota | 868 | 145,930 | 963 | 12,892 | 104,856 |
| Kansas | 4,935 | 752,829 | 7,002 | 42,288 | 233,426 | Tennessee | 11,326 | 2,156,668 | 11,378 | 90,227 | 200,475 |
| Kentucky | 5,856 | 1,480,754 | 6,388 | 57,811 | 190,669 | Texas | 79,774 | 5,076,726 | 101,522 | 337,933 | 787,337 |
| Louisiana | 8,317 | 1,065,139 | 6,892 | 441,991 | 149,318 | Utah | 3,847 | 788,297 | 7,715 | 32,719 | 117,064 |
| Maine | 1,942 | 485,833 | 2,427 | 146,342 | 43,344 | Vermont | 924 | 208,438 | 1,164 | 60,423 | 29,442 |
| Maryland | 32,366 | 1,225,385 | 42,513 | 80,567 | 316,655 | Virginia | 48,566 | 2,303,557 | 39,319 | 132,825 | 327,336 |
| Massachusetts | 34,816 | 1,334,344 | 74,785 | 422,826 | 209,203 | Washington | 15,912 | 1,632,898 | 56,180 | 120,221 | 408,731 |
| Michigan | 81,941 | 2,598,253 | 32,743 | 271,132 | 770,480 | West Virginia | 2,396 | 679,883 | 2,095 | 26,133 | 88,208 |
| Minnesota | 17,630 | 909,549 | 25,418 | 111,045 | 623,163 | Wisconsin | 9,051 | 946,127 | 19,434 | 123,350 | 874,915 |
| Mississippi | 3,024 | 898,308 | 3,708 | 44,086 | 68,115 | Wyoming | 413 | 152,554 | 585 | 9,001 | 42,034 |
| Missouri | 11,697 | 1,763,378 | 13,980 | 98,190 | 494,002 | Total | 1,146,466 | 69,725,519 | 1,879,825 | 6,096,971 | 16,737,224 |

95 Million Ethnic Individuals (Continued)

| STATE | Hispanic | Indian | Irish | Italian | Japanese | STATE | Dutch | Polish | Russian | Scottish | Swedish |
|----------------------|-------------------|------------------|-------------------|------------------|----------------|----------------------|------------------|------------------|----------------|-------------------|------------------|
| Alabama | 52,053 | 5,232 | 217,319 | 33,442 | 2,186 | Alabama | 45,427 | 7,576 | 4,346 | 371,923 | 17,998 |
| Alaska | 29,481 | 1,009 | 47,999 | 13,603 | 2,290 | Alaska | 16,685 | 6,606 | 6,803 | 66,723 | 15,990 |
| Arizona | 639,068 | 13,377 | 224,080 | 136,919 | 10,384 | Arizona | 71,839 | 41,168 | 15,488 | 286,919 | 54,276 |
| Arkansas | 53,465 | 2,703 | 149,323 | 20,258 | 1,317 | Arkansas | 36,601 | 6,544 | 2,865 | 258,321 | 15,439 |
| California | 4,860,418 | 211,327 | 1,007,504 | 816,031 | 225,150 | California | 301,281 | 116,248 | 103,883 | 1,265,978 | 213,261 |
| Colorado | 398,393 | 8,963 | 230,230 | 109,361 | 12,178 | Colorado | 82,336 | 32,640 | 15,063 | 289,130 | 58,812 |
| Connecticut | 217,265 | 18,107 | 230,520 | 362,609 | 5,345 | Connecticut | 33,007 | 96,244 | 23,025 | 162,718 | 28,195 |
| Delaware | 32,618 | 4,932 | 63,881 | 40,784 | 1,130 | Delaware | 11,811 | 15,191 | 3,059 | 66,979 | 5,086 |
| District of Columbia | 21,387 | 2,429 | 12,281 | 8,203 | 1,239 | District of Columbia | 4,773 | 1,984 | 1,741 | 12,742 | 3,092 |
| Florida | 1,939,682 | 66,679 | 839,496 | 748,023 | 19,158 | Florida | 221,706 | 143,254 | 65,548 | 1,025,029 | 114,163 |
| Georgia | 234,525 | 32,461 | 361,731 | 89,220 | 7,963 | Georgia | 79,170 | 24,641 | 13,011 | 595,745 | 40,341 |
| Hawaii | 76,062 | 1,463 | 24,278 | 19,180 | 142,463 | Hawaii | 6,559 | 3,083 | 1,480 | 29,004 | 4,981 |
| Idaho | 54,800 | 1,320 | 61,629 | 16,630 | 2,908 | Idaho | 23,666 | 5,084 | 2,437 | 101,963 | 23,565 |
| Illinois | 711,611 | 64,838 | 491,241 | 337,593 | 21,545 | Illinois | 165,375 | 300,899 | 47,136 | 492,657 | 112,626 |
| Indiana | 130,389 | 10,950 | 264,524 | 56,770 | 4,751 | Indiana | 111,283 | 52,219 | 11,145 | 391,467 | 34,242 |
| Iowa | 46,287 | 3,712 | 140,905 | 21,172 | 1,654 | Iowa | 96,738 | 9,940 | 5,676 | 169,147 | 53,443 |
| Kansas | 85,743 | 5,040 | 119,938 | 21,264 | 2,136 | Kansas | 47,568 | 8,048 | 4,794 | 172,182 | 26,196 |
| Kentucky | 38,978 | 4,880 | 208,054 | 26,995 | 2,831 | Kentucky | 51,167 | 8,091 | 3,893 | 324,283 | 16,321 |
| Louisiana | 108,375 | 6,042 | 173,805 | 95,682 | 2,206 | Louisiana | 36,876 | 5,718 | 4,878 | 260,670 | 16,427 |
| Maine | 11,594 | 906 | 96,767 | 32,308 | 895 | Maine | 12,880 | 7,156 | 2,641 | 105,825 | 10,287 |
| Maryland | 177,696 | 32,461 | 240,236 | 122,422 | 8,803 | Maryland | 63,950 | 46,826 | 20,601 | 285,947 | 27,050 |
| Massachusetts | 435,565 | 34,714 | 690,221 | 512,761 | 13,128 | Massachusetts | 52,496 | 100,120 | 35,893 | 345,536 | 51,646 |
| Michigan | 221,778 | 36,992 | 444,361 | 235,765 | 15,941 | Michigan | 296,129 | 275,366 | 39,604 | 610,461 | 95,894 |
| Minnesota | 83,679 | 11,617 | 191,978 | 49,902 | 6,290 | Minnesota | 110,531 | 62,171 | 18,815 | 241,354 | 242,020 |
| Mississippi | 26,604 | 2,751 | 119,155 | 20,043 | 750 | Mississippi | 25,446 | 2,953 | 2,392 | 214,759 | 11,471 |
| Missouri | 82,880 | 9,053 | 288,656 | 75,082 | 4,316 | Missouri | 101,732 | 25,749 | 10,350 | 392,942 | 35,727 |
| Montana | 11,383 | 542 | 51,120 | 11,848 | 1,210 | Montana | 19,480 | 5,202 | 2,793 | 64,214 | 22,045 |
| Nebraska | 46,185 | 2,371 | 70,370 | 17,174 | 1,681 | Nebraska | 36,638 | 17,020 | 4,444 | 86,005 | 29,745 |
| Nevada | 298,585 | 6,115 | 107,196 | 92,998 | 11,492 | Nevada | 30,009 | 17,723 | 8,011 | 142,361 | 22,774 |
| New Hampshire | 19,971 | 3,330 | 105,299 | 55,450 | 1,181 | New Hampshire | 12,726 | 14,034 | 3,711 | 82,702 | 10,305 |
| New Jersey | 615,927 | 106,371 | 430,446 | 818,029 | 15,791 | New Jersey | 96,762 | 160,732 | 53,033 | 282,749 | 34,005 |
| New Mexico | 329,120 | 2,261 | 53,704 | 32,386 | 3,215 | New Mexico | 17,325 | 5,525 | 2,297 | 74,560 | 9,200 |
| New York | 1,425,827 | 135,357 | 944,694 | 1,579,124 | 35,591 | New York | 213,554 | 284,960 | 139,822 | 680,299 | 83,079 |
| North Carolina | 227,530 | 25,683 | 475,913 | 124,042 | 6,877 | North Carolina | 117,038 | 34,367 | 14,826 | 767,862 | 46,089 |
| North Dakota | 5,354 | 597 | 17,439 | 3,086 | 515 | North Dakota | 13,885 | 5,471 | 2,300 | 29,041 | 28,219 |
| Ohio | 185,233 | 32,294 | 598,815 | 295,005 | 14,270 | Ohio | 214,451 | 132,468 | 49,555 | 787,787 | 61,486 |
| Oklahoma | 103,648 | 4,730 | 193,963 | 26,859 | 2,449 | Oklahoma | 52,498 | 8,568 | 4,514 | 321,225 | 22,467 |
| Oregon | 145,709 | 7,614 | 179,477 | 53,879 | 11,038 | Oregon | 65,854 | 15,130 | 12,898 | 255,480 | 56,264 |
| Pennsylvania | 285,276 | 38,472 | 655,301 | 615,425 | 13,165 | Pennsylvania | 191,637 | 215,452 | 85,783 | 581,631 | 56,650 |
| Rhode Island | 80,966 | 2,088 | 79,855 | 123,811 | 1,150 | Rhode Island | 7,429 | 11,757 | 2,814 | 48,673 | 7,104 |
| South Carolina | 66,891 | 6,868 | 201,727 | 52,536 | 2,425 | South Carolina | 47,625 | 14,327 | 6,723 | 322,088 | 20,740 |
| South Dakota | 6,797 | 543 | 26,132 | 3,462 | 492 | South Dakota | 25,929 | 3,659 | 1,547 | 35,412 | 22,787 |
| Tennessee | 80,746 | 9,801 | 293,359 | 48,215 | 3,810 | Tennessee | 68,413 | 14,528 | 6,017 | 482,133 | 28,827 |
| Texas | 3,338,075 | 76,259 | 756,294 | 320,859 | 22,847 | Texas | 190,647 | 75,083 | 32,456 | 1,224,620 | 100,774 |
| Utah | 113,779 | 2,736 | 88,141 | 27,752 | 6,698 | Utah | 32,847 | 6,323 | 3,201 | 176,888 | 52,215 |
| Vermont | 6,737 | 797 | 46,733 | 22,869 | 602 | Vermont | 8,577 | 6,121 | 2,024 | 46,228 | 4,537 |
| Virginia | 243,019 | 37,162 | 366,911 | 126,320 | 9,856 | Virginia | 91,628 | 36,037 | 16,263 | 501,655 | 41,364 |
| Washington | 250,471 | 21,565 | 290,300 | 88,973 | 28,999 | Washington | 105,155 | 30,180 | 25,138 | 401,940 | 114,754 |
| West Virginia | 14,432 | 1,787 | 102,230 | 24,743 | 898 | West Virginia | 30,813 | 6,213 | 2,987 | 140,737 | 6,973 |
| Wisconsin | 116,713 | 9,502 | 194,430 | 81,626 | 4,954 | Wisconsin | 138,821 | 158,689 | 20,512 | 220,592 | 108,811 |
| Wyoming | 16,974 | 413 | 23,817 | 5,998 | 591 | Wyoming | 9,197 | 2,532 | 1,098 | 36,737 | 8,457 |
| Total | 18,805,744 | 1,129,216 | 13,293,778 | 8,674,491 | 720,754 | Total | 3,945,970 | 2,687,620 | 971,334 | 16,334,023 | 2,328,220 |