



BusinessStats

Data · Insights · Statistics

STATISTICS DOSSIER

US: statistics and facts

79 reports · 11 sections · Edition October 2026

8.58M

NEW YORK, NO. 1

~45%

US AND CANADA
SHARE 2025 — DOWN
FROM 62% IN 2021

40.3%

ADULT OBESITY

1.36M

STARTS 2025

ABOUT THIS DOSSIER

US: statistics and facts

Every Business Stats report on US in one place: 79 reports, from Population (5 reports), Netflix (4 reports), Adults (3 reports), US Housing (2 reports) and Retail Memberships (2 reports). Narrower topics have their own pages: Building Construction.

The reports put numbers on it, for example 8.58M (New York, No. 1), 89.63M (UCAN Members, Q4 2024), 23.6M (Adult Millionaires, End 2025) and 3.7M (Freddie Mac).

Freshly updated: Largest US Cities by Population 2026: Top 25 Ranked and Netflix US Subscribers by Quarter, 2013 to 2024: 89.63M. Every report names its primary source, and its charts and tables can be downloaded and reused for free. The list grows on its own when a new report is published; it last changed on Oct 19, 2026.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
8.58M	New York, No. 1	Largest US Cities by Population 2026: Top 25 Ranked
~45%	US and Canada Share 2025 — Down from 62% in 2021	Netflix First-Run Scripted Series Orders by Region 2021-2026 — US/Canada 45%
40.3%	Adult Obesity	US Obesity Statistics 2026: 40.3% of Adults, 21% of Children
1.36M	Starts 2025	US housing starts and completions statistics & facts
38.4%	Prime Shoppers Also Hold Costco — Most Common Combo	Retail Memberships Held by Amazon Prime Shoppers US 2026

**\$613B**

Annual Output 2025

\$613B Market — US Chemical Industry Statistics
& Facts 2026**43.6%**

Top 10 Share 2025

US homebuilders statistics & facts

~62%Participants Rating Prime Big Deal Days
"Good" or "Excellent" — 2026U.S. Amazon Shoppers Satisfied with Prime Big
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01

Population

5 reports

1.1

Largest US Cities by Population 2026: Top 25 Ranked

Updated Sep 16, 2026

8.58M

NEW YORK, NO. 1

3.87M

LOS ANGELES, NO. 2

12

CITIES OVER 1M

2.22x

NYC VS LA

6

TEXAS IN TOP 25

24.6%

FASTEST GROWTH

Which US cities have the most people? See the largest US cities by population in 2026, led by New York, Los Angeles and Houston, using the latest Census data.

Full report with charts and data: businessstats.com/most-populated-us-cities

1.2

US Population by Sex, 1980 to 2025: Men vs Women

Updated Sep 16, 2026

342M

TOTAL 2025

171.8M

WOMEN 2024

168.3M

MEN 2024

3.4M

MORE WOMEN

98

MEN PER 100 WOMEN

50.5%

FEMALE SHARE

How many men and women live in the United States? See the US resident population by sex from 1980 to 2025, with the sex ratio, the gender gap and charts.

Full report with charts and data: businessstats.com/us-population-by-sex



1.3

US Population by Sex and Age: 64.6M Seniors vs 72M Kids

Updated Oct 19, 2026

341.8M

US RESIDENTS, JULY 2025

64.6M

AGED 65 AND OVER (18.9%)

72.0M

CHILDREN UNDER 18 (21.1%)

39.4

MEDIAN AGE, RECORD HIGH

50.9%

FEMALE SHARE OF POPULATION

81.6

MEN PER 100 WOMEN AGED 65+

Census 2025 data: 341.8M Americans, 64.6M aged 65+ (up 16% since 2020) and 72.0M children. Pyramid, sex ratio by age, median age 39.4 and outlook to 2060.

Full report with charts and data: businessstats.com/population-of-the-us-by-sex-and-age

1.4

US Population by Race 2025: 20.5% Hispanic, 13.5% Black

Updated Oct 19, 2026

341.8M

US RESIDENTS, JULY 2025

70.1M

HISPANIC OR LATINO (20.5%)

56.1%

WHITE ALONE, NOT HISPANIC

13.5%

BLACK OR AFRICAN AMERICAN
ALONE

6.9%

ASIAN ALONE

9 + DC

STATES UNDER 50% NON-HISPANIC
WHITE

New Census estimates for July 2025: 341.8M residents, 70.1M Hispanic, 46.1M Black alone, 23.6M Asian alone. Trends since 2000, state shares and 2060 outlook.

Full report with charts and data: businessstats.com/us-population-by-race



1.5

US Population 2015–2026 Statistics & Facts

Updated May 30, 2026

341.8M

US POPULATION JULY 2025

349M

ESTIMATED MID-2026 (UN)

+0.5%

GROWTH RATE 2024–2025

38.7

MEDIAN AGE 2026

79.0

LIFE EXPECTANCY 2024 (RECORD)

4.20%

SHARE OF WORLD POPULATION

US population reached 341.8M in July 2025. Full annual data 2015–2026, growth rates, race/ethnicity breakdown, immigration trends, state rankings, and CBO projections to 2056.

Full report with charts and data: businessstats.com/us-population-2015-2026-statistics



02

Netflix

4 reports

2.1

Netflix First-Run Scripted Series Orders by Region 2021-2026 — US/Canada 45%

Updated May 8, 2026

~45%

US AND CANADA SHARE 2025 —
DOWN FROM 62% IN 2021

~28%

EUROPE SHARE 2025 — UK, SPAIN,
GERMANY LEAD

~15%

ASIA-PACIFIC SHARE 2025 —
FASTEST GROWING REGION

~8%

LATIN AMERICA SHARE 2025 —
BRAZIL AND MEXICO

450-500

TOTAL GLOBAL SCRIPTED ORDERS
2025

Share of Netflix first-run scripted orders by region 2025: US/Canada ~45%, Europe ~28%, Asia-Pacific ~15%, LATAM ~8%. International crossed 50% in 2025. Annual trend 2021-2026.

Full report with charts and data: businessstats.com/netflix-first-run-scripted-series-orders-by-region-worldwide

2.2

Netflix Subscribers by Country 2026 — US Leads With 92M

Updated May 7, 2026

92M

USA — #1 COUNTRY (26.7% OF
GLOBAL)

24M

BRAZIL — #2, LARGEST LATAM
MARKET

17.5M

UK — #3, LARGEST EUROPEAN
COUNTRY

13M

INDIA — LARGEST APAC COUNTRY

~345M

GLOBAL TOTAL 2026E (ALL
COUNTRIES)

190+

COUNTRIES WHERE NETFLIX
OPERATES



Netflix subscribers by country 2026: US 92M, Brazil 24M, UK 17.5M, Mexico 17M, France 14M. Top 25 world ranking. BusinessStats Research estimates Netflix doesn't report country data.

Full report with charts and data: businessstats.com/number-of-subscribers-to-netflix-continuous-streaming-service-by-country

2.3

US TV Usage Share May 2026 — YouTube 9.7%, Netflix 8.2%

Updated May 5, 2026

40.0%

TOTAL STREAMING -- MAY 2026

9.7%

YOUTUBE -- #1 STREAMING SERVICE

8.2%

NETFLIX -- #2 STREAMING SERVICE

25.5%

CABLE TV SHARE -- MAY 2026

21.1%

BROADCAST TV SHARE -- MAY 2026

17.9%

YOUTUBE + NETFLIX COMBINED

Who leads U.S. TV time in May 2026? YouTube 9.7%, Netflix 8.2% -- Nielsen The Gauge May 2026. Streaming 40% of TV time, above cable 25.5%. Full ranking.

Full report with charts and data: businessstats.com/share-total-tv-usage-time-by-company-worldwide

2.4

Netflix US Subscribers by Quarter, 2013 to 2024: 89.63M

Updated Oct 12, 2026

89.63M

UCAN MEMBERS, Q4 2024

+9.50M

RECORD NET ADDS, 2024

-0.92M

NET LOSS IN 2022

\$17.26

MONTHLY ARM, Q4 2024

\$19.96B

UCAN REVENUE, 2025

\$19.99

US STANDARD PLAN, 2026

How many domestic subscribers does Netflix have? In Q4 2024, the U.S. and Canada count reached 89.63 million, a record high. Quarterly data 2013-2026.

Full report with charts and data: businessstats.com/quarterly-number-of-netflix-streaming-subscribers-in-the-us



03

Adults

3 reports

3.1

US Obesity Statistics 2026: 40.3% of Adults, 21% of Children

Updated Sep 30, 2026

40.3%

ADULT OBESITY

9.7%

SEVERE OBESITY

31.7%

ADULTS OVERWEIGHT

21.1%

CHILD OBESITY

36.8%

GALLUP OBESITY 2026

11%

ON GLP-1S FOR WEIGHT LOSS

40.3% of US adults and 21.1% of children have obesity, but GLP-1 use helped cut self-reported adult obesity to 36.8% in 2026. See trends, states and costs.

Full report with charts and data: businessstats.com/us-obesity-statistics

3.2

Share of US Adults Planning to Buy FIFA World Cup 2026 Tickets – Survey Data

Updated May 24, 2026

14%

US ADULTS PLAN TO BUY TICKETS
(YOUNGOV APRIL 2026)

78%

US ADULTS SAY NO TO BUYING
TICKETS

75%

PLAN TO FOLLOW TOURNAMENT IN
SOME WAY (PERFORMANCE
RESEARCH)

41%

GEN Z (18-29) INTEREST - HIGHEST
AGE GROUP

57%

CITE TICKET PRICES AS BIGGEST
BARRIER

32%

PLAN TO ACTIVELY WATCH
(NUMERATOR MAY 2026)

Only 14% of US adults plan to buy World Cup 2026 tickets. 78% say no. But 75% plan to follow. Gen Z leads at 41% interest. Full survey data and fan sentiment.



Full report with charts and data: businessstats.com/world-cup-interest-us-2026

3.3

Millionaires in the US 2026: 23.6 Million, 1 in 11 Adults

Updated Oct 12, 2026

23.6M

ADULT MILLIONAIRES, END 2025

+440K

NEW MILLIONAIRES IN 2025

41%

SHARE OF WORLD MILLIONAIRES

\$1.24M

MEAN FAMILY NET WORTH, 2025

32.5%

WEALTH HELD BY TOP 1%

799K

RETURNS WITH \$1M+ INCOME

UBS counts 23.6 million US millionaires after 440,000 joined in 2025. Fed, IRS and Capgemini counts compared, plus wealth by age, income and education.

Full report with charts and data: businessstats.com/millionaires-in-the-us



04

US Housing

2 reports

4.1

US housing starts and completions statistics & facts

Updated Oct 13, 2026

1.36M

STARTS 2025

939,700

SINGLE-FAMILY STARTS

1.49M

COMPLETIONS 2025

1.27M

UNDER CONSTRUCTION

-27.1%

COMPLETIONS YOY AUG 2026

280,000

AUTHORIZED NOT STARTED

US builders started 1.36 million homes in 2025 and completed 1.49 million. See starts by type and region, the apartment cycle and the 2026 drop in

PRIMARY SOURCES: US Census Bureau and HUD · US Census Bureau and HUD · US Census Bureau and HUD · US Census Bureau and HUD

Full report with charts and data: businessstats.com/us-housing-starts-statistics

4.2

US housing shortage statistics & facts

Updated Oct 13, 2026

3.7M

FREDDIE MAC

4.74M

ZILLOW 2024

4.9M

BROOKINGS

4.7x

PRICE TO INCOME

22.7M

BURDENED RENTERS

65.0%

HOMEOWNERSHIP

The US is short 3.7 to 4.9 million homes by most estimates, up to 10 million by the White House count. Compare methods, metro gaps, affordability and



PRIMARY SOURCES: Freddie Mac · Up for Growth · Zillow · Brookings Institution

Full report with charts and data: businessstats.com/us-housing-shortage-statistics



05

Retail Memberships

2 reports

5.1

Retail Memberships Held by Amazon Prime Shoppers US 2026

Updated Sep 9, 2026

38.4%

PRIME SHOPPERS ALSO HOLD
COSTCO — MOST COMMON COMBO

~2.1

AVERAGE TOTAL RETAIL
MEMBERSHIPS PER PRIME SHOPPER

21.6%

PRIME SHOPPERS ALSO HOLD SAM'S
CLUB

58%

\$150K+ INCOME PRIME SHOPPERS
WITH COSTCO

19.8%

PRIME SHOPPERS ALSO HOLD
WALMART+ — DIRECT COMPETITOR

184M

US AMAZON PRIME MEMBERS 2026

Retail memberships owned by US Amazon Prime shoppers 2026. Costco 38.4%, Sam's Club 21.6%, Walmart+ 19.8%, BJ's 8.2%. Average 2.1 memberships per Prime shopper.

Full report with charts and data: businessstats.com/retail-memberships-of-amazon-prime-shoppers-united-states

5.2

US Paid Retail Membership Revenue Share by Company 2026

Updated Sep 9, 2026

68.4%

AMAZON PRIME — US RETAIL
MEMBERSHIP REVENUE SHARE 2026

+8.6pp

AMAZON PRIME SHARE GAIN
2019→2026

9.0%

COSTCO US — SECOND LARGEST
SHARE 2026

-6.9pp

COSTCO SHARE LOSS 2019→2026
(RELATIVE, NOT ABSOLUTE)

5.2%

WALMART+ — FASTEST SHARE GAIN
SINCE 2020

\$61.4B

TOTAL US RETAIL MEMBERSHIP
MARKET 2026 (EST.)

Share of US paid retail membership fee revenue in 2026 by company. Amazon Prime 68.4%, Costco 9.0%, Walmart+ 5.2%, Sam's Club 4.6%, BJ's Wholesale 0.9%.



Full report with charts and data: businessstats.com/revenue-from-membership-fees-united-states



06

Market US

2 reports

6.1

\$613B Market — US Chemical Industry Statistics & Facts 2026

Updated Mar 29, 2026

\$613B

ANNUAL OUTPUT 2025

#2

WORLD RANKING

520K

DIRECT EMPLOYEES

\$300B

INVESTMENT SINCE 2010

45%

GULF COAST SHARE

\$130B

ANNUAL EXPORTS

US chemical industry 2026: \$613B market. World's 2nd largest. 520K direct jobs. Dow \$45B. Shale gas advantage. Gulf Coast hub. \$300B invested since 2010. Full data.

Full report with charts and data: businessstats.com/us-chemical-industry

6.2

\$780B Market — US Fossil Fuel Consumption Statistics 2026

Updated Mar 28, 2026

97.3

TOTAL QUADS (2023)

80%

FOSSIL FUEL SHARE

20 mb/d

OIL CONSUMPTION

30.5 Tcf

NATURAL GAS/YR

5,000 MT

CO₂ EMISSIONS

\$780B

MARKET VALUE

US fossil fuel consumption 2026: 80% of total energy. Oil 36%. Natural gas 32%. Coal 12%. \$780B market. 5,000 MTCO₂ emissions. Renewables rising. Full data

Full report with charts and data: businessstats.com/us-fossil-fuel-consumption



07

More statistics

46 reports

7.1

US homebuilders statistics & facts

Updated Oct 13, 2026

43.6%

TOP 10 SHARE 2025

87,168

D.R. HORTON CLOSINGS

82,583

LENNAR CLOSINGS

\$32.1B

LENNAR HOME REVENUE

\$960K

TOLL BROTHERS ASP

12.8%

D.R. HORTON SHARE

The 10 largest US home builders closed 43.6% of new homes in 2025. See D.R. Horton, Lennar, PulteGroup, NVR and Toll Brothers revenue, prices and margins.

PRIMARY SOURCES: D.R. Horton · D.R. Horton · Lennar · Lennar

Full report with charts and data: businessstats.com/us-homebuilders-statistics

7.2

US building permits statistics & facts

Updated Oct 13, 2026

1.43M

UNITS PERMITTED 2025

911,900

SINGLE-FAMILY

\$379.0B

PERMIT VALUE

210,217

TEXAS

54%

SOUTH SHARE

+9.4%

5+ UNITS YOY AUG 2026

Local governments issued building permits for 1.43M new homes in 2025, down 3.1%. See permits by state, metro and region, the trend since 2005 and 2026



PRIMARY SOURCES: US Census Bureau · US Census Bureau · US Census Bureau and HUD · US Census Bureau and HUD

Full report with charts and data: businessstats.com/us-building-permits-statistics

7.3

Single-family vs multifamily construction in the US statistics & facts

Updated Oct 13, 2026

939,700

SF STARTS 2025

396,600

MF STARTS 2025

\$419.6B

SF SPENDING

\$114.6B

MF SPENDING

666,000

MF UNDER CONSTRUCTION

24.6%

MF SHARE 2024 LOW

Single-family starts reached 939,700 in 2025, multifamily 396,600. Compare spending, the apartment cycle, homes under construction, sizes and 2026 trends.

PRIMARY SOURCES: US Census Bureau · US Census Bureau · US Census Bureau and HUD · US Census Bureau and HUD

Full report with charts and data: businessstats.com/single-family-vs-multifamily-construction

7.4

Home remodeling and improvement spending in the US statistics & facts

Updated Oct 13, 2026

\$509B

REMODELING 2025

\$518B

PROJECTED Q4 2026

+153%

10-YEAR GROWTH

41%

SHARE OF RESIDENTIAL

\$376B

OWNER IMPROVEMENTS

42 yrs

MEDIAN HOME AGE

US homeowners spent about \$509 billion on remodeling in 2025, and spending grew 153% in ten years. See trends, Census data, drivers and the 2026 outlook.

PRIMARY SOURCES: Harvard Joint Center for Housing Studies · Harvard Joint Center for Housing Studies · Harvard Joint Center for Housing Studies · Harvard Joint Center for Housing Studies

Full report with charts and data: businessstats.com/home-remodeling-spending-us



7.5

Challenges facing US home builders statistics & facts

Updated Oct 13, 2026

32

SENTIMENT SEP 2026

84%

CITE INTEREST RATES

81%

BUYERS WAITING

38%

CUTTING PRICES

66%

USING INCENTIVES

42%

LOT SUPPLY POOR

84% of US home builders named high rates a top problem, and confidence fell to 32 in Sept 2026. See price cuts, incentives, land, labor and tariff data.

PRIMARY SOURCES: NAHB · NAHB · NAHB · NAHB

Full report with charts and data: businessstats.com/home-builder-challenges-us

7.6

Cost to build a house in the US statistics & facts

Updated Oct 13, 2026

\$428,215

CONSTRUCTION COST

64.4%

SHARE OF PRICE

\$665,298

AVERAGE PRICE (NAHB)

13.7%

LOT SHARE

~\$162

COST PER SQ FT

+7.8%

INPUT PRICES YOY

Construction makes up 64.4% of a new home price, about \$428,000. See the full cost breakdown by stage, the priciest items, 2026 material inflation and

PRIMARY SOURCES: NAHB · NAHB · NAHB · US Bureau of Labor Statistics

Full report with charts and data: businessstats.com/cost-to-build-a-house-us



7.7

US Health Risk Factors: 47.7% Hypertension, 40.3% Obesity

Updated Sep 30, 2026

47.7%

HIGH BLOOD PRESSURE

40.3%

ADULT OBESITY

12.0%

HAVE DIABETES

9.1%

SMOKE CIGARETTES

79,384

OVERDOSE DEATHS 2024

47.2%

MEET ACTIVITY GUIDELINE

Nearly half of US adults have high blood pressure and 4 in 10 have obesity. See record-low smoking, falling overdose deaths, alcohol, diabetes and GLP-1 data.

Full report with charts and data: businessstats.com/health-risk-factors-us

7.8

US Drug Use 2025: 69.8M Used Illicit Drugs, 44.6M Have SUD

Updated Sep 30, 2026

69.8M

ILLICIT DRUG USERS

24.0%

OF PEOPLE 12 AND OVER

61.6M

MARIJUANA USERS

44.6M

SUBSTANCE USE DISORDER

16%

GOT NEEDED TREATMENT

79,384

OVERDOSE DEATHS 2024

New 2025 NSDUH data: 24% of Americans used an illicit drug, marijuana leads with 61.6M users, only 1 in 6 with a disorder got treatment, and overdoses fell.

Full report with charts and data: businessstats.com/drug-use-us



7.9

Best-Selling Games: Minecraft at 350M, Battlefield 6 Wins US

Updated Sep 26, 2026

350M

MINECRAFT COPIES SOLD

230M+

GTA V UNITS

\$201.6bn

GLOBAL GAMES REVENUE 2025

\$60.7bn

US SPENDING 2025

23.68M

SWITCH 2 CONSOLES SOLD

19 Nov 2026

GTA VI LAUNCH

Minecraft has sold 350M copies and GTA V 230M. See 2025 best-sellers in the US, Japan and Europe, Switch 2 hits and the \$201.6bn global games market.

Full report with charts and data: businessstats.com/best-selling-video-games-top-markets

7.10

US Search Advertising: \$114bn in 2025 and the AI Shake-Up

Updated Sep 26, 2026

\$114.2bn

US SEARCH AD REVENUE 2025

+11.0%

GROWTH IN 2025

38.8%

SHARE OF INTERNET ADS

\$5.42

MEDIAN COST PER CLICK

48.5%

GOOGLE SHARE 2026 (F)

\$68.6bn

AMAZON AD REVENUE

US search ads earned \$114.2 billion in 2025, 38.8% of internet ad revenue. See growth, CPC by industry, Google vs Amazon and how AI Overviews change clicks.

Full report with charts and data: businessstats.com/search-advertising-united-states



7.11

US Cosmetics Industry: \$108 Billion, Biggest in the World

Updated Sep 22, 2026

\$108B

US MARKET 2024

#1

BEAUTY MARKET WORLDWIDE

\$306

SPENDING PER PERSON

66%

OF SPENDING BY WOMEN

\$34B

PRESTIGE BEAUTY

\$132B

FORECAST BY 2029

At \$108 billion, the US is the worlds largest beauty market. Inside: top categories, leading brands, who spends most, and the forecast to \$132 billion by 2029.

Full report with charts and data: businessstats.com/cosmetics-industry-us

7.12

Breast Cancer Deaths in the US: 42,000 a Year, Down 44%

Updated Sep 21, 2026

42,000

DEATHS PER YEAR

-44%

DEATH RATE SINCE 1989

1989

PEAK YEAR

517,900

DEATHS AVERTED

91%

5-YEAR SURVIVAL NOW

18.7

DEATHS PER 100K, 2024

About 42,000 US women die of breast cancer each year, but the death rate has fallen 44 percent since its 1989 peak thanks to screening and better treatment.

Full report with charts and data: businessstats.com/breast-cancer-deaths-us



7.13

US Agriculture Statistics 2026: Farms, Income, Exports

Updated Sep 20, 2026

1.87M

FARMS 2025

874M

ACRES FARMED

\$180B

NET FARM INCOME

\$179.5B

EXPORTS 2026

~5.5%

OF US GDP

22M

RELATED JOBS

US agriculture in 2026 by the numbers: 1.87 million farms, \$180 billion net income and \$179.5 billion in exports, plus the top states, commodities and trends.

Full report with charts and data: businessstats.com/us-agriculture-statistics

7.14

Largest US Retailers 2026: Ranked by Worldwide Sales

Updated Sep 15, 2026

\$692B

WALMART WORLDWIDE

\$422B

AMAZON RETAIL

\$266B

COSTCO

\$2.24T

TOP 10 COMBINED

83%

WALMART FROM US

+48.5%

FASTEST GROWER

Walmart tops US retailers with \$692B in worldwide sales in 2025, but Amazon has overtaken it in total revenue. See the full ranking, charts and data.

Full report with charts and data: businessstats.com/largest-us-retailers-worldwide-retail-sales



7.15

Inflation Rate by Country 2026: US, UK, China CPI

Updated Aug 21, 2026

8.6%

2022 PEAK

3.6%

2026 GLOBAL

2.4%

US 2026

0.7%

CHINA 2026

9.1%

UK PEAK

40yr

HIGH IN 2022

Inflation rate by country, 2015 to 2026. Global CPI peaked at 8.6% in 2022, a 40-year high, before easing to 3.6%, with the US, UK, Germany and China compared.

Full report with charts and data: businessstats.com/inflation-rate-of-selected-countries

7.16

US Minimum Wage 2026: Still \$7.25 Since 2009

Updated Sep 11, 2026

\$7.25

FEDERAL

\$17.95

D.C. (HIGHEST)

2009

LAST RAISED

20

STATES AT FLOOR

30+DC

ABOVE FLOOR

\$2.13

TIPPED

The US federal minimum wage is \$7.25 an hour in 2026, unchanged since 2009. See minimum wage by state, the real value over time, and who earns it.

Full report with charts and data: businessstats.com/minimum-wage-in-the-united-states



7.17

PPI by Economy 2026: US, EU, China & Japan

Updated Aug 15, 2026

+4.7%

US PPI 2026

+43%

EURO 2022 PEAK

+3.5%

CHINA PPI

-8%

EURO 2023 LOW

4

MAJOR ECONOMIES

155

US INDEX

US producer prices rose 4.7% to July 2026, the euro area spiked 43% in 2022, and China left deflation. See PPI in major economies from 2020 to 2026.

Full report with charts and data: businessstats.com/monthly-producer-price-index-major-economies

7.18

Billionaire Wealth by Region 2026: US Leads

Updated Jul 26, 2026

\$9.6T

NORTH AMERICA

\$4.6T

ASIA-PACIFIC

\$4.2T

EUROPE

\$20.1T

WORLD TOTAL

48%

NA SHARE

\$8.42T

UNITED STATES

North America holds the most billionaire wealth in 2026, about 9.6 trillion dollars, nearly half the world total of 20.1 trillion, ahead of Asia and Europe.

Full report with charts and data: businessstats.com/billionaires-wealth-region



7.19

HNWI by Country 2026: The US Leads by Far

Updated Jul 26, 2026

23.8M

UNITED STATES

6.0M

CHINA

2.9M

FRANCE

60M

WORLD TOTAL

38%

US SHARE

+736k

US ADDED 2025

The US has the most high net worth individuals in 2026, about 23.8 million dollar millionaires, roughly 38% of the world total, far ahead of China on 6 million.

Full report with charts and data: businessstats.com/distribution-of-ultra-high-net-worth-individuals-for-selected-countries

7.20

US Medtech R&D Licensing Deals 2020-2026

Updated Jul 19, 2026

72

DEALS 2025

52

DEALS 2020

44%

UNDISCLOSED

2-3

OVER \$100M

\$30M

AVG UPFRONT

18

Q1 2026

US medtech R&D licensing deals rose to about 72 in 2025 from 52 in 2020. About 44 percent carry undisclosed upfronts and only a few exceed 100 million dollars.

Full report with charts and data: businessstats.com/randd-licenses-in-medtech-us-by-size



7.21

Medtech M&A Deal Value in the US 2015–2026

Updated Jul 19, 2026

\$78B

VALUE 2025

\$39B

VALUE 2023

369

PEAK DEALS

\$43B

LARGEST DEAL

2x

REBOUND

70%

STRATEGIC

US medtech M&A deal value hit about 78 billion dollars in 2025, up from 39 billion in 2023. The biggest deal was Medtronic buying Covidien for 43 billion.

Full report with charts and data: businessstats.com/manda-deal-value-in-the-medtech-industry-us

7.22

US Dollar Share of Global Reserves 1999–2026

Updated Jul 4, 2026

57%

US DOLLAR 2026

71%

DOLLAR 1999

20%

EURO

5.5%

YEN

2%

RENMINBI

72.7%

DOLLAR PEAK

The US dollar share of global foreign exchange reserves fell from about 71 percent in 1999 to about 57 percent by 2026, as central banks slowly diversified.

Full report with charts and data: businessstats.com/distribution-of-global-currency-reserves



7.23

Leading US ETF Providers 2026: By Assets

Updated Jun 22, 2026

32%

BLACKROCK SHARE

~75%

BIG THREE

\$13T+

US ETF ASSETS

757

NEW ETFS 2024

\$1.69T

STATE STREET

1993

FIRST ETF (SPY)

The largest ETF providers in the US in 2026, ranked by assets, led by BlackRock iShares, Vanguard and State Street, who hold about three-quarters of the market.

Full report with charts and data: businessstats.com/assets-under-management-of-the-largest-etf-providers-in-the-us

7.24

US Ad-Supported OTT Penetration by Platform 2026

Updated May 10, 2026

22.4%

HULU (WITH ADS) -- HIGHEST US
AD-OTT PENETRATION 2026

19.8%

AMAZON PRIME VIDEO (WITH ADS) --
SECOND HIGHEST

14.6%

NETFLIX (STANDARD WITH ADS) --
FASTEST GROWING

13.2%

PEACOCK -- PRIMARILY AD-
SUPPORTED FROM LAUNCH

~67%

US BROADBAND HHS USING ANY AD-
SUPPORTED OTT TIER

Oct 2012

HULU LAUNCHED FIRST MAJOR
SVOD AD TIER

Share of US consumers on ad-supported OTT tiers 2026. Hulu leads at 22.4%, Amazon PV 19.8%, Netflix 14.6%, Peacock 13.2%, Disney+ Basic 8.8%, Max 7.2%.

Full report with charts and data: businessstats.com/subscription-ad-supported-ott-penetration-by-platform-us



7.25

Disney+ Brand Profile US 2026 – Awareness, Usage, Loyalty

Updated May 7, 2026

88.4%

BRAND AWARENESS -- US VOD
USERS 2026

44.8%

USAGE RATE -- CURRENTLY USING
DISNEY+

68.2%

POPULARITY -- POSITIVE BRAND
OPINION

51.6%

LOYALTY -- WOULD CHOOSE AGAIN

38.4

BUZZ SCORE -- NET POSITIVE
SENTIMENT

#2

DISNEY+ RANK -- BEHIND NETFLIX
ONLY

Disney+ brand profile among US VOD users in 2026. Awareness 88.4%, usage 44.8%, popularity 68.2%, loyalty 51.6%, buzz 38.4. vs Netflix, Amazon, Hulu, Max.

Full report with charts and data: businessstats.com/disney-video-on-demand-brand-profile-in-the-united-states

7.26

8.9M Tourists Chose New York — Most Visited US Cities 2026

Updated May 12, 2026

8.9M

NEW YORK — #1 CITY 2024

4.4M

MIAMI — #2

3.6M

LOS ANGELES — #3

72.4M

US TOTAL ARRIVALS 2024

\$215B

US TOURISM REVENUE 2024

85M

NTTO FORECAST 2026E

New York tops with 8.9M foreign visitors — 2x more than Miami (4.4M). LA 3.6M · Orlando 3.5M · Las Vegas 2.1M. Official ITA data. Full US city tourism ranking 2026.

Full report with charts and data: businessstats.com/most-visited-cities-inbound-tourists-us



7.27

Sporting Goods Statistics 2026: US Store Sales Up 8.1%

Updated Oct 12, 2026

\$58.0B

SPORTING GOODS STORE SALES,
2025

+8.1%

JANUARY TO JULY 2026

\$126.5B

HOUSEHOLD SPENDING ON SPORTS
GEAR

+5.3%

SPORTING GOODS PRICES, AUG 2026

300.7K

STORE JOBS, 2025

24.3M

PICKLEBALL PLAYERS, 2025

US sporting goods stores sold \$58.0B in 2025 and are up 8.1% in 2026. Census, BLS, BEA and SFIA data on prices, jobs, tariffs, 250M players and top retailers.

Full report with charts and data: businessstats.com/sporting-goods

7.28

Sports Drink Statistics 2026: 52% of US Teens Drink Weekly

Updated Oct 7, 2026

52%

US TEENS DRINKING WEEKLY, 2023

34g

SUGAR IN 20 OZ GATORADE

\$5.6B

BODYARMOR BUYOUT, 2021

\$1.72B

BODYARMOR WRITE-DOWNS

1965

GATORADE INVENTED

30B

POCARI SWEAT UNITS BY 2008

About 52% of US high school students drank a sports drink in the past week. Gatorade, Powerade, BodyArmor and Pocari Sweat data, sugar, sodium and rules.

Full report with charts and data: businessstats.com/sports-drinks



7.29

Yogurt Statistics 2026: US Output Hits Record 5.29B lb

Updated Oct 12, 2026

5.29B lb

US YOGURT OUTPUT, 2025

+5.4%

JANUARY TO AUGUST 2026

154

YOGURT PLANTS, 2025

14.5 lb

EATEN PER PERSON, 2024

\$1.58

PRICE PER 8 OZ, AUG 2026

2 cups

WEEKLY AMOUNT IN FDA CLAIM

US plants made a record 5.29 billion lb of yogurt in 2025, and output is up 5.4% in 2026. USDA data on demand, prices, nutrition, brands and the FDA claim.

Full report with charts and data: businessstats.com/yogurt

7.30

Largest Metropolitan Areas in the US 2026: Top 25 Ranked

Updated Sep 4, 2026

19.8M

NEW YORK MSA - #1

387

US METRO AREAS TOTAL

86%

AMERICANS IN METRO AREAS

+178K

DALLAS-FW ANNUAL GAIN

0.6%

AVG METRO GROWTH 2025

294M

METRO AREA POPULATION

New York leads US metro areas at ~19.8M, then Los Angeles (~13.3M) and Chicago (~9.5M). All 25 largest US metros ranked by population and growth, 2026.

Full report with charts and data: businessstats.com/population-of-metropolitan-areas-in-the-us



7.31

Global Electricity Prices 2026: EU EUR 0.29/kWh, US 17.3c

Updated Oct 6, 2026

EUR 0.2896

EU HOUSEHOLD, PER KWH

EUR 0.4042

IRELAND, HIGHEST IN EU

17.30c

US RESIDENTIAL 2025

EUR 0.1837

EU BUSINESS, PER KWH

26.32p

UK CAP, OCT TO DEC 2026

\$95/MWh

EU WHOLESALE 2025

Household power costs 0.2896 euros per kWh in the EU and 17.3 US cents in the US. Country, state and city prices, industrial rates and UK and Australian caps.

Full report with charts and data: businessstats.com/global-electricity-prices

7.32

5.33% Peak — US Federal Funds Rate Statistics 1954–2026

Updated Mar 30, 2026

19.10%

ALL-TIME HIGH (JUN 1981)

0.07%

ALL-TIME LOW (2011/2021)

5.33%

2023 CYCLE PEAK

4.33%

CURRENT RATE (EARLY 2026)

525 bps

2022-23 HIKE TOTAL

70+ yrs

HISTORICAL DATA

US Federal Funds Rate 1954–2026: 0.25% historic low to 5.33% peak (2023). Volcker shock, 2008 crisis, COVID zero rates, 2022 hike cycle. Full historical data & 2026 outlook.

Full report with charts and data: businessstats.com/federal-funds-rate



7.33

\$287B Revenue — US tariffs Statistics & Facts 2026

Updated Mar 24, 2026

\$287B

CUSTOMS REVENUE 2025

10.3%

EFF. TARIFF RATE JAN 26

6-3

SCOTUS IEEPA RULING

34%

CHINA EFF. RATE

\$1,500

AVG. HOUSEHOLD COST

10%

SECTION 122 RATE

US tariffs raised \$287B in 2025, highest rate since 1947 at 7.7%. SCOTUS struck down IEEPA tariffs. Section 122 at 10%. China faces 34%. Full data & impact.

Full report with charts and data: businessstats.com/us-tariffs-statistics

7.34

Countries with the Largest GDP 2026: US \$30.8T Leads World

Updated Oct 7, 2026

\$118.35T

WORLD GDP 2025

\$30.77T

UNITED STATES GDP

\$19.50T

CHINA GDP

66.3%

TOP 10 SHARE OF WORLD

\$41.26T

CHINA GDP AT PPP

2027

INDIA PROJECTED TO PASS JAPAN

World GDP reached \$118.4T in 2025. Top 25 economies ranked, PPP leaders, how the top 10 changed since 1980 and when India passes Japan and Germany.

Full report with charts and data: businessstats.com/countries-with-the-largest-gdp-worldwide



7.35

History of US Presidential Elections — Statistics & Facts

Updated Mar 16, 2026

60

PRESIDENTIAL ELECTIONS

538

ELECTORAL VOTES TOTAL

270

NEEDED TO WIN

5

EC WON / PV LOST

11

INCUMBENT LOSSES

537

CLOSEST MARGIN (2000)

History of US presidential elections 1788–2024: 60 elections, electoral college data, popular vote margins, voter turnout trends, incumbent wins and losses. Complete statistics.

Full report with charts and data: businessstats.com/history-of-us-presidential-elections

7.36

US Immigration 2026: Statistics, Data & Trends

Updated Jul 23, 2026

51.9M

FOREIGN BORN 2026

53.3M

RECORD PEAK (JAN 2025)

~15%

SHARE OF POPULATION

321K

NET MIGRATION 2026

19%

OF THE LABOR FORCE

3.3M

COURT BACKLOG CASES

US immigration in 2026: the foreign-born population fell to about 51.9 million from a record 53.3 million, and net migration dropped roughly 90%. See the data.

Full report with charts and data: businessstats.com/immigration-united-states-statistics-facts



7.37

US GDP 2026: Growth Rate, Data & Forecast

Updated Aug 23, 2026

\$32.4T

US GDP 2026 (NOMINAL)

2.1%

Q1 2026 GROWTH

\$94,430

GDP PER CAPITA (9TH)

~26%

SHARE OF WORLD GDP

\$39.2T

FEDERAL DEBT

4.2%

INFLATION (MAY 2026)

US GDP reached \$32.4 trillion in 2026 and grew 2.1% in Q1. See US GDP growth data, per capita income, national debt, sector breakdown and the 2030 outlook.

Full report with charts and data: businessstats.com/gdp-of-the-united-states

7.38

Business Travel in the US Statistics & Facts

Updated May 30, 2026

USD 370B

BUSINESS TRAVEL SPEND

1.3B

DOMESTIC TRIPS / YEAR

11M+

SQFT LAS VEGAS TRADE

74.2%

HOTEL OCCUPANCY

1.9M+

MICE EVENTS / YEAR

5.9%

CAGR TO 2030

US business travel market USD 370B — world's largest corporate travel economy. 1.3B domestic trips, hotel RevPAR records, MICE stats & 2030 growth forecasts

Full report with charts and data: businessstats.com/business-travel-in-the-us-statistics-facts



7.39

Disney+ Most-Watched Shows U.S. 2026 – Minutes Viewed Ranked

Updated May 7, 2026

4.82B

THE MANDALORIAN S4 -- #1 MOST-WATCHED 2026

3.91B

ANDOR S2 -- #2 MOST-WATCHED 2026

3.44B

IRONHEART -- #3 MOST-WATCHED 2026

28.08B

TOTAL TOP 10 MINUTES VIEWED 2026

62.8%

STAR WARS + MARVEL SHARE OF TOP 10

2

STAR WARS SHOWS IN DISNEY+ TOP 5 2026

The Mandalorian S4 leads Disney+ US with 4.82B minutes in 2026. Andor S2 3.91B, Ironheart 3.44B, The Bear S4 2.71B. Top 10 most-watched Disney+ shows ranked.

Full report with charts and data: businessstats.com/most-watched-tv-shows-disney-plus-us

7.40

Netflix U.S. Employee Ethnicity 2023-2026 — Asian 29%

Updated May 5, 2026

~29%

ASIAN — 2023 (LARGEST MINORITY GROUP)

>12%

HISPANIC/LATINO — 2023 (DOUBLED SINCE 2017)

~11%

BLACK — 2023 (NEARLY TRIPLED SINCE 2017)

52.9%

HISTORICALLY EXCLUDED BACKGROUNDS — 2022

4%→11%

BLACK GROWTH 2017-2023

6%→12%

HISPANIC GROWTH 2017-2023

Netflix U.S. employee ethnicity in 2023: Asian ~29%, Hispanic 12%+, Black ~11%, White majority. 52.9% from historically excluded backgrounds. Full data 2017-2026.

Full report with charts and data: businessstats.com/netflix-employees-ethnicity



7.41

U.S. Military Statistics 2026 — Army, Budget, Troops & Facts

Updated May 7, 2026

1.3M

ACTIVE DUTY — OCT 2025

2.1M

TOTAL FORCE INCL. RESERVES

\$961.6B

FY2026 BUDGET REQUEST

32%

SHARE OF GLOBAL MILITARY SPEND

170K

TROOPS STATIONED ABROAD

11

AIRCRAFT CARRIERS — MOST IN
WORLD

U.S. military 2026: 1.3M active duty, \$961.6B defense budget, Army 455K largest branch. 170K troops abroad, 11 aircraft carriers. Full statistics and facts.

Full report with charts and data: businessstats.com/armed-forces-of-the-united-states

7.42

How Many Babies Born in U.S.? CDC's Shocking 2026 Data

Updated May 12, 2026

3.55M

TOTAL U.S. BIRTHS 2024E

10.0

BIRTH RATE PER 1,000 (2026E)

1.56

TOTAL FERTILITY RATE 2026E

27.2

AVG AGE FIRST-TIME MOTHERS

32.8%

C-SECTION RATE

-78%

TEEN BIRTH RATE SINCE 1991

3.55M births in 2024. TFR at record low 1.60. Teen births down 78%. C-section 32.8%. State rankings, age groups, race data — all CDC figures in one place.

Full report with charts and data: businessstats.com/births-in-the-us



7.43

\$77,280/Year — U.S. Cost of Living Statistics & Facts 2026

Updated Mar 23, 2026

\$77,280

AVG HOUSEHOLD SPENDING/YEAR

+24%

COST OF LIVING RISE SINCE 2020

\$420K

MEDIAN HOME PRICE 2025

33%

INCOME SPENT ON HOUSING

\$1,620

MEDIAN MONTHLY RENT 1BR

+44%

HOUSING COST RISE SINCE 2020

The average American household spends \$77,280 per year. Housing costs up 44% since 2020. Complete U.S. cost of living statistics covering housing, food, healthcare, transport and city comparisons 2026.

Full report with charts and data: businessstats.com/u-s-cost-of-living

7.44

Financial Markets in the U.S. — Statistics & Facts 2026

Updated Jun 13, 2026

\$52T

US EQUITY MARKET CAP

\$53T

US BOND MARKET

\$700T+

DERIVATIVES NOTIONAL VALUE

\$7T

FEDERAL RESERVE BALANCE SHEET

\$23T

US BANKING SYSTEM ASSETS

63%

US SHARE OF GLOBAL EQUITIES

U.S. holds \$52T in equities, \$53T in bonds & \$700T+ derivatives. Federal Reserve \$7T balance sheet, 4,600 banks, \$50T asset management. Complete 2026 US financial markets statistics.

Full report with charts and data: businessstats.com/financial-markets-in-the-us

7.45

U.S Border Patrol Apprehensions and Expulsions FY 1990–2025 — Statistics & Facts

Updated May 30, 2026

2.48M

FY 2023 ENCOUNTERS (RECORD HIGH)

1.53M

FY 2024 ENCOUNTERS (-38%)

~560K

FY 2025 EST. ENCOUNTERS (-63%)

38M+

TOTAL APPREHENSIONS FY 1990–2025

1.68M

FY 2000 PEAK (PRE-2020 ERA)

670K

ESTIMATED GOTAWAYS FY 2023

U.S Border Patrol recorded 2.48 million encounters in FY 2023 — an all-time record. Complete statistics on apprehensions and expulsions from FY 1990 to 2025, including Title 42, Title 8, sector data, nationality breakdown, and policy analysis.

Full report with charts and data: businessstats.com/us-border-patrol-apprehensions-expulsions

7.46

Energy Prices in the U.S. 2025–2026 Statistics & Facts

Updated May 30, 2026

17.14¢

AVG U.S. ELECTRICITY PRICE/KWH 2026 (ALL-TIME HIGH)

\$3.90

HENRY HUB NATURAL GAS \$/MMBTU 2025 AVG

\$3.12

AVG U.S. GASOLINE PRICE/GALLON 2026 YTD

\$68

WTI CRUDE OIL PRICE/BARREL 2026 YTD AVG

\$3,450

AVG ANNUAL HOUSEHOLD ENERGY COST 2025

46¢

HAWAII — HIGHEST STATE ELECTRICITY RATE 2026

How much does energy cost in the US right now and how did we get here? This page tracks electricity rates, natural gas prices and gasoline costs by state and region, with historical data from 2000 to 2026 and key drivers behind price changes.

Full report with charts and data: businessstats.com/energy-prices-in-the-us



08

Prime

8 reports

8.1

U.S. Amazon Shoppers Satisfied with Prime Big Deal Days 2026

Updated Sep 9, 2026

~62%

PARTICIPANTS RATING PRIME BIG DEAL DAYS "GOOD" OR "EXCELLENT" — 2026

+14pp

SATISFACTION IMPROVEMENT SINCE 2022 LAUNCH (48% TO 62%)

~18%

"EXCELLENT" RATING — HIGHEST SATISFACTION TIER, 2026

~72%

AMAZON DEVICES — MOST SATISFIED CATEGORY AMONG PARTICIPANTS

~14%

DISSATISFIED (POOR OR VERY POOR) — 2026

~76%

PARTICIPANTS SAYING EVENT WAS "WORTH IT" AS A PRIME BENEFIT

Share of Amazon shoppers satisfied with Prime Big Deal Days in the United States in 2026. Satisfaction ratings, deal quality scores, category satisfaction, and demographic breakdown. Survey data.

Full report with charts and data: businessstats.com/amazon-prime-big-deal-days-shopper-satisfaction-untied-states

8.2

Opinions on Amazon Prime Big Deal Days U.S. 2026

Updated Sep 9, 2026

~54%

AMAZON SHOPPERS PARTICIPATED IN PRIME BIG DEAL DAYS 2026

~38%

AMAZON SHOPPERS PARTICIPATED IN LAUNCH YEAR 2022

~68%

PRIME MEMBERS PARTICIPATING — 2026

+16pp

PARTICIPATION GROWTH SINCE 2022 LAUNCH (38% TO 54%)

~62%

PARTICIPANTS RATING DEALS "GOOD" OR "EXCELLENT" — 2026

~35%

PRIME BIG DEAL DAYS SHOPPERS BUYING EARLY HOLIDAY GIFTS

Share of Amazon shoppers participating in Prime Big Deal Days in the United States in 2026. Participation rates, opinions, satisfaction scores, and demographic breakdown. Survey data and analysis.

Full report with charts and data: businessstats.com/amazon-prime-big-deal-days-participation-united-states

8.3

Consumers Likely to Purchase During Prime Day U.S. 2019–2026

Updated Sep 9, 2026

~62%

U.S. CONSUMERS WITH PURCHASE INTENT — PRIME DAY 2026

~43%

PURCHASE INTENT IN 2019 — STARTING POINT OF THE SERIES

+19pp

TOTAL INTENT GROWTH 2019 TO 2026 (7 YEARS)

~82%

PRIME MEMBERS WITH PURCHASE INTENT — 2026

~28%

NON-PRIME MEMBERS WITH PURCHASE INTENT — 2026

~74%

25–34 YEAR OLDS — HIGHEST INTENT OF ANY AGE GROUP 2026

Share of U.S. consumers who would consider purchasing during Amazon Prime Day from 2019 to 2026. Purchase intent grew from 43% in 2019 to 62% in 2026. Breakdown by age, income, Prime membership status, and category intent.

Full report with charts and data: businessstats.com/us-amazon-brand-consideration

8.4

Amazon Prime Ad Awareness in the U.S. 2019–2026

Updated Sep 9, 2026

~67%

U.S. ONLINE USERS SEEING AMAZON PRIME ADS IN 2026

~45%

AD AWARENESS IN 2019 — STARTING POINT OF THE 2019–2026 SERIES

+22pp

TOTAL AD AWARENESS GAIN 2019 TO 2026 (7 YEARS)

+5pp

2024 YOY GAIN — LARGEST SINGLE-YEAR JUMP (PRIME VIDEO ADS LAUNCH)

~78%

AD AWARENESS AMONG 18–34 YEAR OLDS — HIGHEST AGE GROUP 2026

~\$3.4B

ESTIMATED AMAZON PRIME U.S. AD SPEND 2026 (ALL FORMATS)



Share of online users who saw Amazon Prime ads in the United States from 2019 to 2026. Ad awareness grew from ~45% in 2019 to ~67% in 2026. Breakdown by age, gender, device, and ad format.

Full report with charts and data: businessstats.com/us-amazon-brand-awareness

8.5

NPS of Retailers Among Amazon Prime Users — U.S. April 2026

Updated May 13, 2026

+62

AMAZON NPS — HIGHEST AMONG ALL RETAILERS RATED BY PRIME MEMBERS

+58

COSTCO NPS — SECOND HIGHEST DESPITE COMPETING MEMBERSHIP MODEL

+44

TARGET NPS — FASTEST RISING (+9 SINCE 2022)

~+35

U.S. RETAIL INDUSTRY AVERAGE NPS BENCHMARK (QUALTRICS XM)

-8

LOWEST NPS — TRADITIONAL DEPT. STORE AMONG PRIME MEMBERS

April 2026

SURVEY PERIOD — U.S. AMAZON PRIME MEMBERS ONLY

Net Promoter Score of major U.S. retailers rated by Amazon Prime members in April 2026. Amazon leads at +62, Costco +58, Target +44. Macy's and department stores score negative NPS among this high-expectation cohort.

Full report with charts and data: businessstats.com/retailers-nps-among-prime-users-united-states

8.6

BNPL Usage for Amazon Prime Day Purchases — U.S. 2026 by Financial Lifestyle

Updated May 13, 2026

~8-10%

OVERALL BNPL SHARE OF U.S. PRIME DAY PURCHASES 2026

~29%

BNPL RATE — PAYCHECK-TO-PAYCHECK U.S. CONSUMERS ON PRIME DAY

~4%

BNPL RATE — FINANCIALLY HEALTHY U.S. CONSUMERS ON PRIME DAY

7x

GAP — STRESSED VS HEALTHY BNPL USAGE ON PRIME DAY

+6pp

BNPL GROWTH SINCE 2021 ON PRIME DAY (2% → 8-10%)



Share of U.S. consumers using BNPL for Amazon Prime Day 2026, by financial lifestyle. Financially stressed: ~35%. Paycheck-to-paycheck: ~29%. Financially healthy: ~4%. Affirm leads at 68% of BNPL volume.

Full report with charts and data: businessstats.com/us-amazon-purchase-bnpl-by-lifestyle

8.7

Reasons for Joining Amazon Prime in the U.S. 2026

Updated May 13, 2026

~79%

CITE FREE / FAST SHIPPING — #1
REASON FOR JOINING PRIME

3.2

AVERAGE REASONS CITED PER U.S.
PRIME MEMBER

~57%

CITE PRIME VIDEO — #2 REASON
FOR JOINING PRIME

~34%

CITE PRIME DAY ACCESS AS A
JOINING REASON

~46%

CITE EXCLUSIVE DEALS — #3
REASON FOR JOINING PRIME

~5%

CITE ONLY ONE REASON — MOST
MEMBERS VALUE MULTIPLE
BENEFITS

Top reasons U.S. consumers join Amazon Prime in 2026: free shipping #1 (~79%), Prime Video #2 (~57%), exclusive deals #3 (~46%). Prime Day access fastest-growing reason. Full breakdown by income and age group.

Full report with charts and data: businessstats.com/us-reasons-join-amazon-prime

8.8

U.S. Households with Amazon Prime Subscription 2018–2026

Updated May 12, 2026

~75M

U.S. HOUSEHOLDS WITH PRIME —
2026 EST.

+23M

NET NEW PRIME HOUSEHOLDS —
2018 TO 2026

~57%

SHARE OF ALL U.S. HOUSEHOLDS —
2026 EST.

~65%

SHARE OF BROADBAND U.S.
HOUSEHOLDS — 2026 EST.

~52M

U.S. HOUSEHOLDS WITH PRIME —
2018 BASELINE

2020–21

FASTEST GROWTH ERA — COVID E-
COMMERCE SURGE

U.S. households with Amazon Prime subscription 2018 to 2026: grew from ~52M (2018) to ~75M (2026) approximately 57% of all U.S. homes. COVID surge 2020–2021 (+12M HH). Income breakdown and Netflix



comparison.

Full report with charts and data: businessstats.com/total-number-of-households-amazon-prime-subscription-usa



09

State

3 reports

9.1

Male to Female Ratio by U.S. State 2026 — 110.6 Alaska

Updated May 2, 2026

101.0

NATIONAL RATIO — MALES PER 100 FEMALES

175.4M

TOTAL MALES IN U.S. 2026

173.6M

TOTAL FEMALES IN U.S. 2026

110.6

HIGHEST — ALASKA (MALES PER 100 FEMALES)

90.6

LOWEST — DC (MALES PER 100 FEMALES)

15

STATES WITH MALE MAJORITY

U.S. male to female ratio by state 2026: Alaska 110.6 (highest), DC 90.6 (lowest). National: 101.0 males per 100 females. Full 51-state ranking and age breakdown.

Full report with charts and data: businessstats.com/us-population-males-per-100-females-by-state

9.2

U.S. Real GDP Growth by State 2026 — FL & SC Lead at 3.1%

Updated May 12, 2026

+2.1%

U.S. NATIONAL REAL GDP 2025

+3.1%

HIGHEST — FL & SC (TIED)

+0.3%

LOWEST — NORTH DAKOTA

51/51

ALL STATES + DC GREW

2.8%

2024 GROWTH (PRIOR YEAR)

+2.9%

NEW YORK — #3 STATE

U.S. real GDP grew 2.1% in 2025. Florida and South Carolina led at +3.1%. North Dakota lowest at +0.3%. All 50 states grew. Full BEA data by state 2026.



Full report with charts and data: businessstats.com/percent-change-in-us-real-gross-domestic-product-gdp-by-state

9.3

Immigrants Obtaining a Green Card in the U.S. by State — FY 2024–2026 Statistics

Updated Mar 15, 2026

~950K

EST. FY2025

~16%

CALIFORNIA

13%

FLORIDA

11%

NEW YORK

66%

FAMILY-BASED

12.8M

LPR POP.

California, Florida, NY & Texas receive 51% of US green cards. FY2025 total fell to ~925K. State breakdown, 2026 projections & approval rates. DHS data

Full report with charts and data: businessstats.com/green-card-recipients-by-state-us



10

Government

2 reports

10.1

Snapchat U.S. Government Data Requests 2026 — H2 2014 to H1 2026 Trend

Updated May 18, 2026

~20K

US GOVERNMENT REQUESTS TO
SNAPCHAT — H1 2026

~385

US REQUESTS TO SNAPCHAT — H2
2014 (FIRST REPORT)

~50×

GROWTH IN US REQUESTS H2 2014
TO H1 2026

~75%

US COMPLIANCE RATE — SOME
DATA PRODUCED

48%

SHARE OF US REQUESTS VIA
SUBPOENA

~29K

US USER ACCOUNTS AFFECTED —
H1 2026

Number of user data requests made to Snapchat from U.S. federal agencies and courts from H2 2014 to H1 2026. ~385 requests in H2 2014 to ~20,000 in H1 2026. Full trend, legal process breakdown, compliance rates, and platform comparison.

Full report with charts and data: businessstats.com/snapchat-us-government-user-data-requests

10.2

U.S. Facebook Government Data Requests 2026 — H1 2013 to H1 2026

Updated May 18, 2026

~70K

US REQUESTS TO FACEBOOK — H1
2026

~4.5K

US REQUESTS TO FACEBOOK — H1
2013 (FIRST REPORT)

~15×

GROWTH IN US REQUESTS H1 2013
TO H1 2026

~82%

US COMPLIANCE RATE — HIGHEST
OF ANY MAJOR REQUESTER

46%

SHARE OF US REQUESTS VIA
SUBPOENA — MOST COMMON
PROCESS

~30%

US SHARE OF ALL GLOBAL
FACEBOOK GOVERNMENT REQUESTS



Number of user data requests issued to Facebook by federal and government agencies in the United States as of H1 2026. Full trend H1 2013–H1 2026, legal process breakdown, compliance rates, accounts affected, and context vs global total.

Full report with charts and data: businessstats.com/us-data-requests-facebook-federal-agencies-and-governments



11

Business

2 reports

11.1

People shot to death by U.S. police, by race 2026 | Business Stats

Updated May 1, 2026

1,278

PEOPLE KILLED BY POLICE — 2025

1,173

PEOPLE KILLED BY POLICE — 2024

248

BLACK AMERICANS KILLED — 2024

6.1/M

BLACK RATE PER MILLION (VS 2.4
WHITE)

+30%

INCREASE 2017-2025

95%

VICTIMS WHO ARE MALE

1,278 people killed by U.S. police in 2025 — up 30% since 2017. Black Americans shot at 6.1/M vs White 2.4/M. Full race breakdown 2017-2026.

Full report with charts and data: businessstats.com/people-shot-to-death-by-us-police-by-race

11.2

Development prospects for real estate in top U.S. cities 2026 | Business Stats

Updated May 12, 2026

2.81

AVG. PROSPECTS SCORE /5.0

1,700+

PROFESSIONALS SURVEYED

81

MARKETS RANKED

2.90

SOUTHEAST AVG — HIGHEST

Dallas-Fort Worth #1 U.S. real estate development 2026. Jersey City #2, Miami #3. ULI/PwC: 1,700+ professionals, 81 markets. Data centers top sector 3rd year.

Full report with charts and data: businessstats.com/development-prospects-for-real-estate-us-cities



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Methodology

Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Oct 19, 2026.

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