

Methodology Statement: 2011 Diversity Index



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Methodology Statement: 2011 Diversity Index

An Esri White Paper

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Methodology Statement: 2011 Diversity Index

Estimates for 2011 show that the nation continues to diversify in all geographies. Although the non-Hispanic White population is still the largest race/ethnic group both numerically and proportionally, it is also the slowest growing. And while the proportion of non-Hispanic Whites is still large in some areas, overall it is declining over time. This makes for a more diverse society. Census 2010 showed that the Hispanic population is the primary driver of the diversity of our nation. Hispanic population growth accounted for more than half of all US population growth from 2000 to 2010. In addition to Hispanic growth, interstate migration has also contributed to increasing diversity as Sunbelt states continue to entice the Black population. Other areas continue to diversify through gentrification, immigration, and migration for scarce job opportunities.

Growth in the diversity of an area is a powerful measure of change. Esri's race and ethnic origin database is supplemented with a Diversity Index that summarizes racial and ethnic diversity for the 2000 population, 2010 population, current-year estimates, and five-year projection. Census 2000 allowed the reporting of six race categories and any combination of the six, as well as Hispanic or Latino ethnicity. Race and ethnicity are separate but overlapping concepts. This practice continued in Census 2010. Tracking the growth of each racial and ethnic group is important; however, equally important is measuring the development of the racial and ethnic composition as a whole.

Definition of Diversity Index

The Diversity Index from Esri represents the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. Ethnic diversity, as well as racial diversity, is included in our definition of the Diversity Index. Esri's diversity calculations accommodate up to seven race groups: six single-race groups (White, Black, American Indian, Asian, Pacific Islander, Some Other Race) and one multiple-race group (two or more races). Each race group is divided into two ethnic origins, Hispanic and non-Hispanic. If an area is ethnically diverse, then racial diversity is compounded.

The Diversity Index is available down to the block group level geography and ranges from 0 (no diversity) to 100 (complete diversity). If an area's entire population belongs to one race group and one ethnic group, then an area has zero diversity. An area's diversity index increases to 100 when the population is evenly divided into two or more race/ethnic groups.

The Diversity Index for the United States is 60.59, based on counts from Census 2010. Currently, the Diversity Index based on 2011 updates stands at 60.85, a 0.44 percent increase. A Diversity Index of 60.85 translates to a probability of 60.85 percent that two people randomly chosen from the US population would belong to different race or ethnic groups. The Diversity Index varies widely by geography. Variation in the Diversity Index

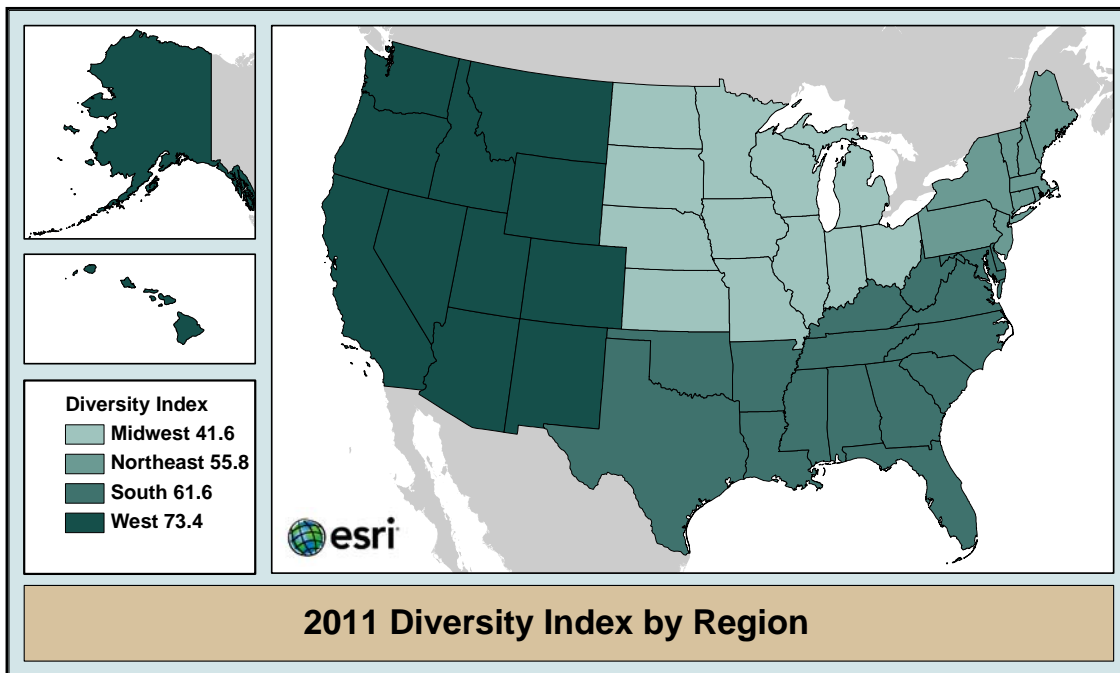
for different levels of geography is shown in table 1. Map 1 shows the distribution of the 2011 Diversity Index by region. Maps 2 and 3 show the 2011 Diversity Index by state and county, respectively.

Table 1
Diversity Index 2011 by Geography

Geography	Census 2010	Update 2011	Percent Change
US	60.59	60.85	0.44
Midwest	41.44	41.64	0.49
Northeast	55.51	55.77	0.47
South	61.36	61.64	0.46
West	73.25	73.41	0.23
Metropolitan areas*	63.82	64.07	0.40
Micropolitan areas*	41.29	41.53	0.59
Rural areas*	35.45	35.55	0.30

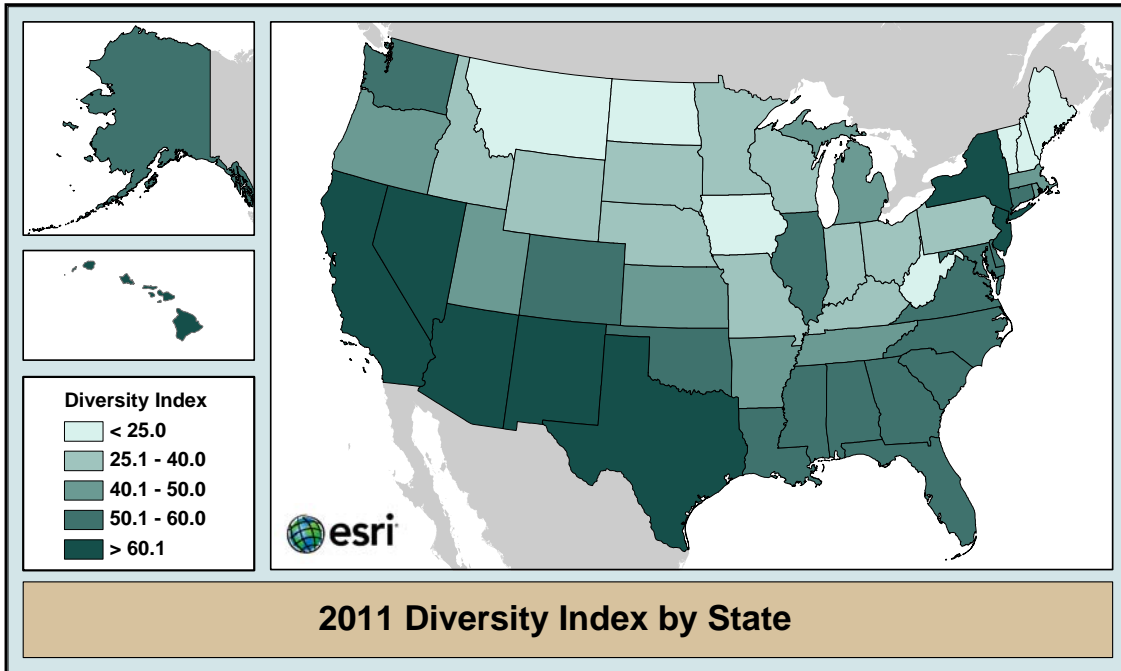
*Based on core-based statistical area status

Map 1

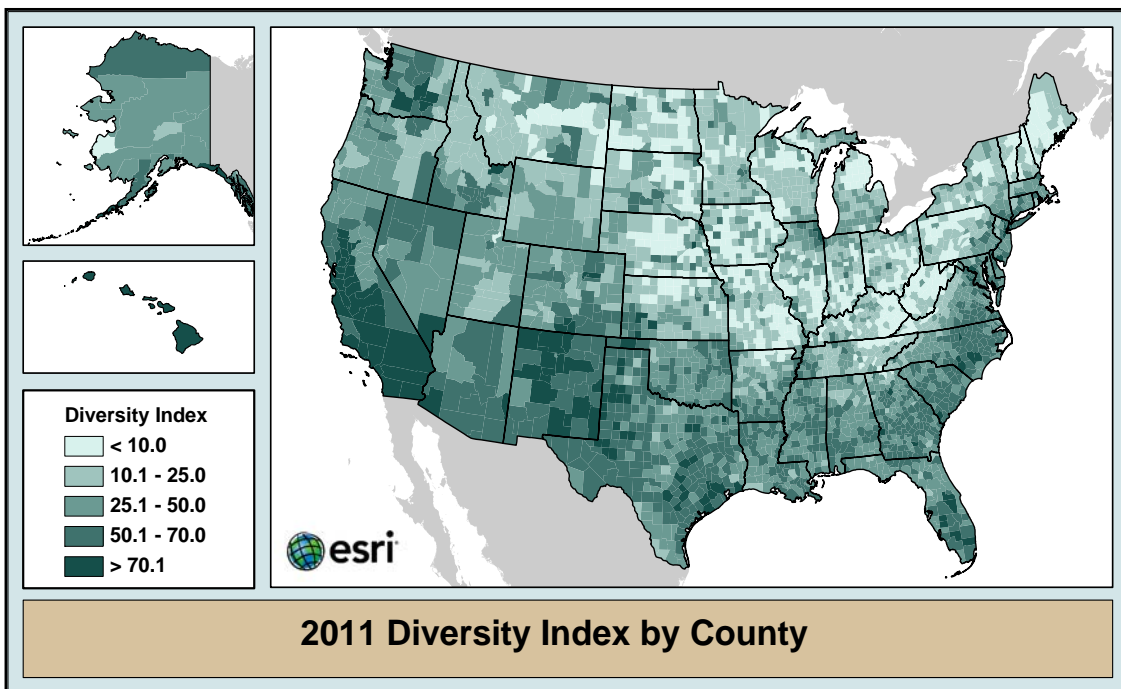


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Map 2



Map 3



**Esri's Data
Development Team**

Led by chief demographer Lynn Wombold, Esri's data development team has a 30-year history of excellence in market intelligence. The combined expertise of the team's economists, statisticians, demographers, geographers, and analysts totals nearly a century of data and segmentation development experience. The team develops datasets, including the demographic update, Tapestry™ Segmentation, consumer spending, market potential, and Retail MarketPlace, that are now industry benchmarks.

For more information about the Diversity Index, please call 1-800-447-9778. To learn more about Esri® Updated Demographics, visit esri.com/demographicdata.



Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth's most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.



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