

Diversity Index Statement 2012

An Esri® White Paper
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Contents	Page
Introduction.....	1
Definition of Diversity Index.....	1

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Introduction

Hispanic population growth accounted for more than half of all US population growth from 2000 to 2010. This influx of Hispanics is younger and experiences higher fertility rates than non-Hispanic whites. The result of these two factors was evident in 2011, when racial and ethnic diversification in America reached a new milestone. Estimates show that now more than half of all births are minorities—defined as any race/ethnicity other than non-Hispanic white.

These births, many of which are the children and grandchildren of recent Hispanic immigrants, will continue to affect the diversity of America for decades to come. However, the sustained rate of Hispanic growth is questionable. Fertility rates for Hispanic women are beginning to descend, and some reports are showing that immigration from Mexico to the United States is at a historically low level, if not a standstill.

Geographically, the largest gains in diversity are occurring in areas that previously had the least diversity. Micropolitan and rural areas are experiencing higher rates of diversification than metropolitan areas. Regionally, diversification in the Northeast and Midwest is outpacing that of the West and the South. These trends are likely to continue as the population of minority race/ethnic groups expands into areas that are currently dominated by the non-Hispanic white population.

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, which summarizes racial and ethnic diversity for the 2000 population, 2010 population, current-year estimates, and five-year projections. 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 was 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 and racial diversity are included in 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 of 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.

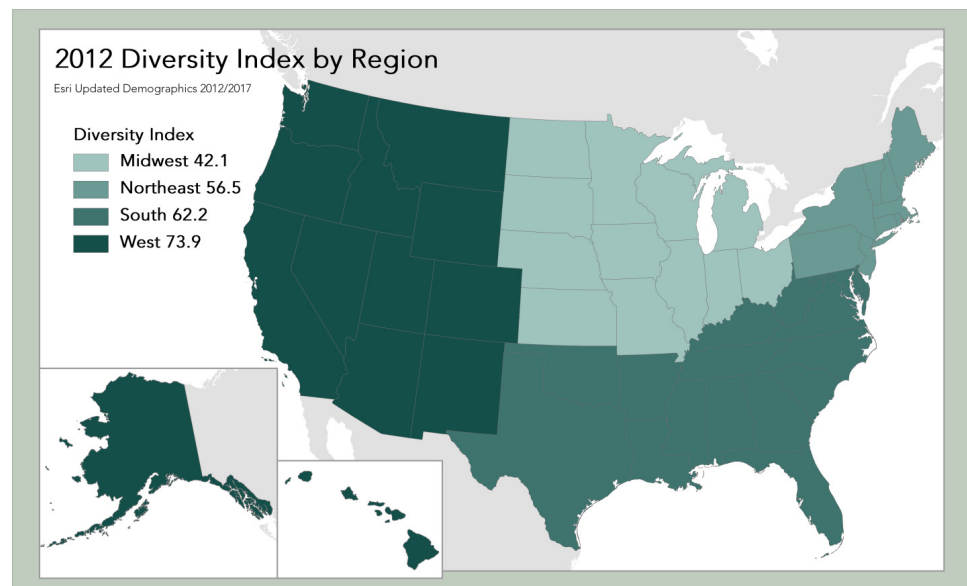
The Diversity Index based on counts from Census 2010 for the United States is 60.59. The Diversity Index based on 2012 updates stands at 61.43, a 1.39 percent increase. A Diversity Index of 61.39 translates to a probability of 61.39 percent that two people randomly chosen from the US population would 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 Diversity Index by region. Maps 2 and 3 show the Diversity Index by state and county.

Table 1
Diversity Index 2012 by Geography

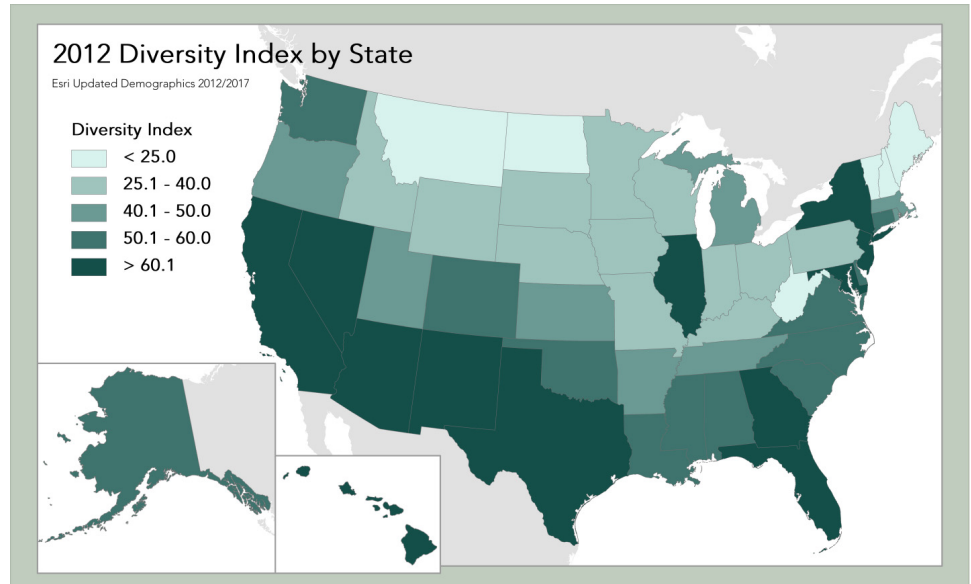
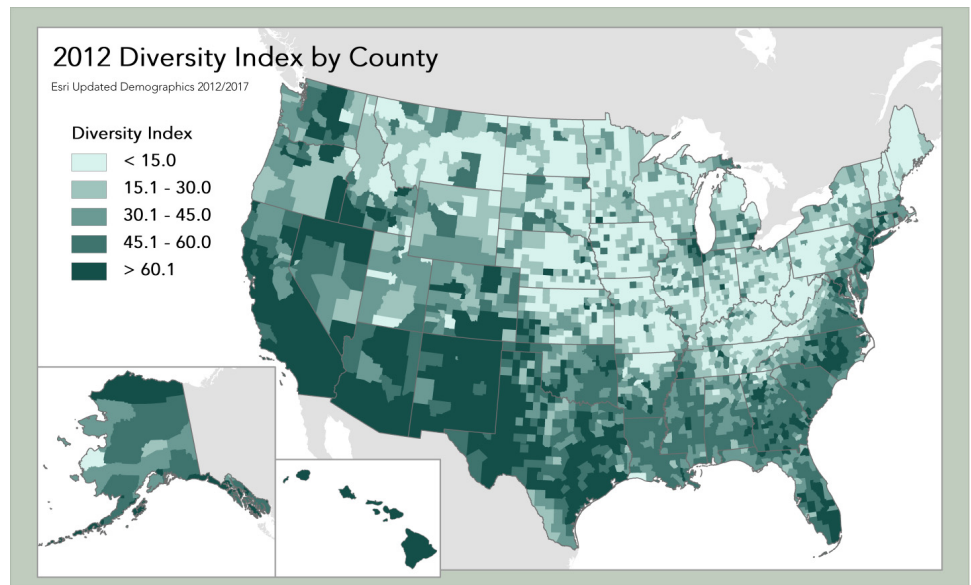
Geography	Census 2010	Update 2012	Percent Change
US	60.59	61.43	1.39
Midwest	41.44	42.14	1.69
Northeast	55.51	56.48	1.75
South	61.36	62.18	1.33
West	73.25	73.89	0.89
Metropolitan areas*	63.82	64.61	1.24
Micropolitan areas*	41.29	42.38	2.64
Rural areas*	35.45	36.32	2.45

* based on CBSA status

Map 1



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Map 2**Map 3**

Esri Data Development Team

Led by chief demographer Lynn Wombold, the Esri data development team has a 35-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 has crafted data methodologies such as the demographic update, segmentation, diversity index, and Retail MarketPlace that are now industry benchmarks. The accuracy of Esri's methodologies was proved in a blind, independent study, *Vendor Accuracy Study – 2010 Estimates versus Census 2010*, in which Esri demographics were deemed to be most accurate.

The Diversity Index variable is included in Esri's 2012/2017 Updated Demographics database.

For more information, 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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