

Methodology Statement: 2013/2018 Esri US Diversity Index

An Esri® White Paper
August 2013



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Methodology Statement:

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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 Hispanic population is younger and experiences higher fertility rates than non-Hispanic Whites. 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 descending, and some reports are showing that migration between Mexico and the United States is close to net zero.

More than half of all children under the age of one in the United States are minorities¹, defined as any race/ethnicity other than non-Hispanic White. Births, rather than immigration, are currently the primary driver of diversification in the United States. Minorities accounted for 30.9 percent of the population in 2000 and are expected to make up 40.1 percent of the population by 2018. During the same time, non-Hispanic Whites are expected to drop from 69.1 percent of the population to 59.9 percent. Given these rates, we can expect to see the transition to a "majority-minority" total population around 2040. For the younger population, this transition will happen much sooner.

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 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 that summarizes racial and ethnic diversity for the 2000 population, 2010 population, current-year estimates, and five-year projections. Census 2000 allowed the reporting of up to six race categories, 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 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.

¹ U.S. Census Bureau, www.census.gov/newsroom/releases/archives/population/cb12-90.html.

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 based on counts from Census 2010 for the United States is 60.6. The Diversity Index based on 2013 updates stands at 62.1, and it is expected to rise to 64.8 in 2018. A Diversity Index of 64.8 translates to a probability of 64.8 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. Variations in the Diversity Index for different geographic areas and the annual rate of change are shown in tables 1 and 2. The state-level Diversity Index is shown in table 3. Maps 1, 2, and 3 show the distribution of the Diversity Index by county. You can also explore Diversity Index maps and content on ArcGISSM Online (ArcGIS.com).

Table 1. 2010–2013 Diversity Index Annual Change by Geography

| Geography | Census 2010 | Update 2013 | Annual Change |
|---------------------|--------------------|--------------------|----------------------|
| US | 60.6 | 62.1 | 0.8% |
| Midwest | 41.4 | 43.0 | 1.1% |
| Northeast | 55.5 | 57.1 | 0.8% |
| South | 61.4 | 63.0 | 0.8% |
| West | 73.2 | 74.3 | 0.4% |
| Metropolitan areas* | 63.8 | 65.0 | 0.7% |
| Micropolitan areas* | 41.3 | 42.6 | 1.5% |
| Rural areas* | 35.4 | 38.1 | 1.7% |

*Based on 2013 CBSA status

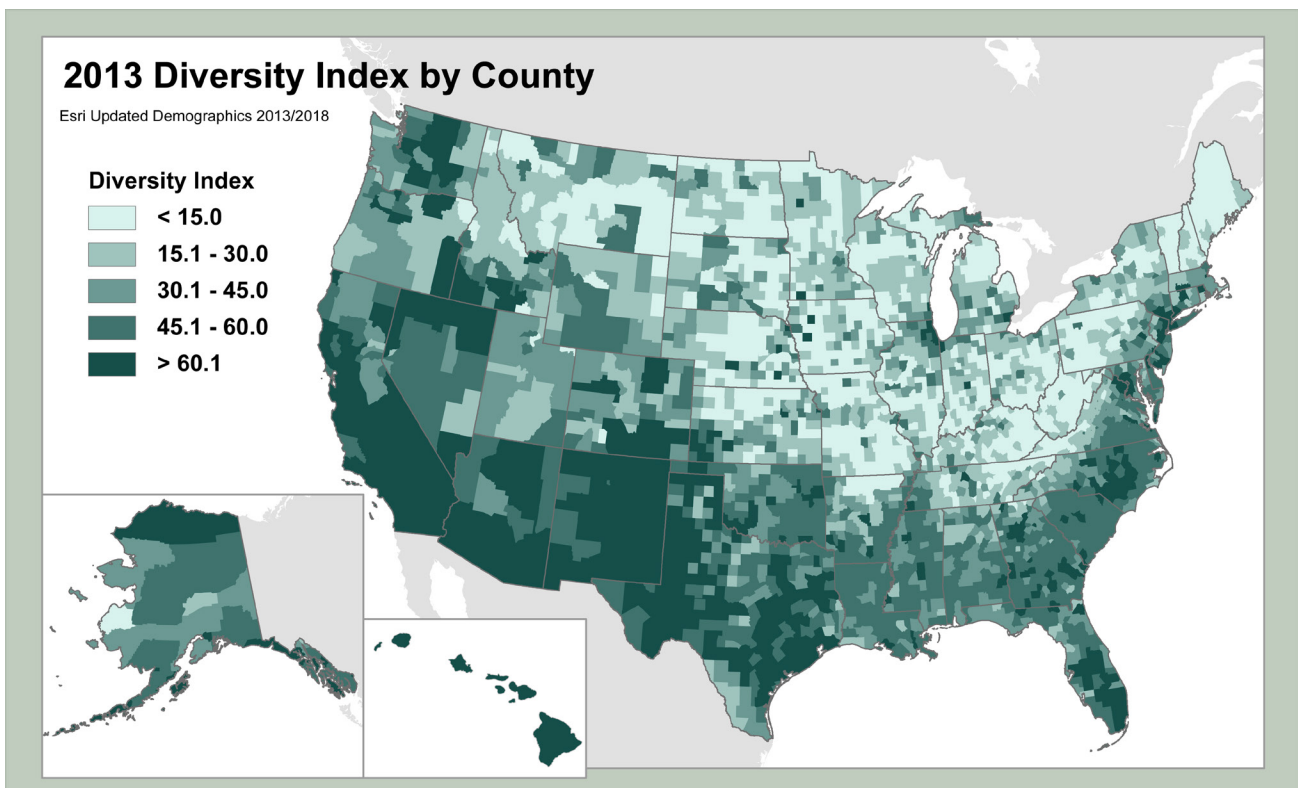
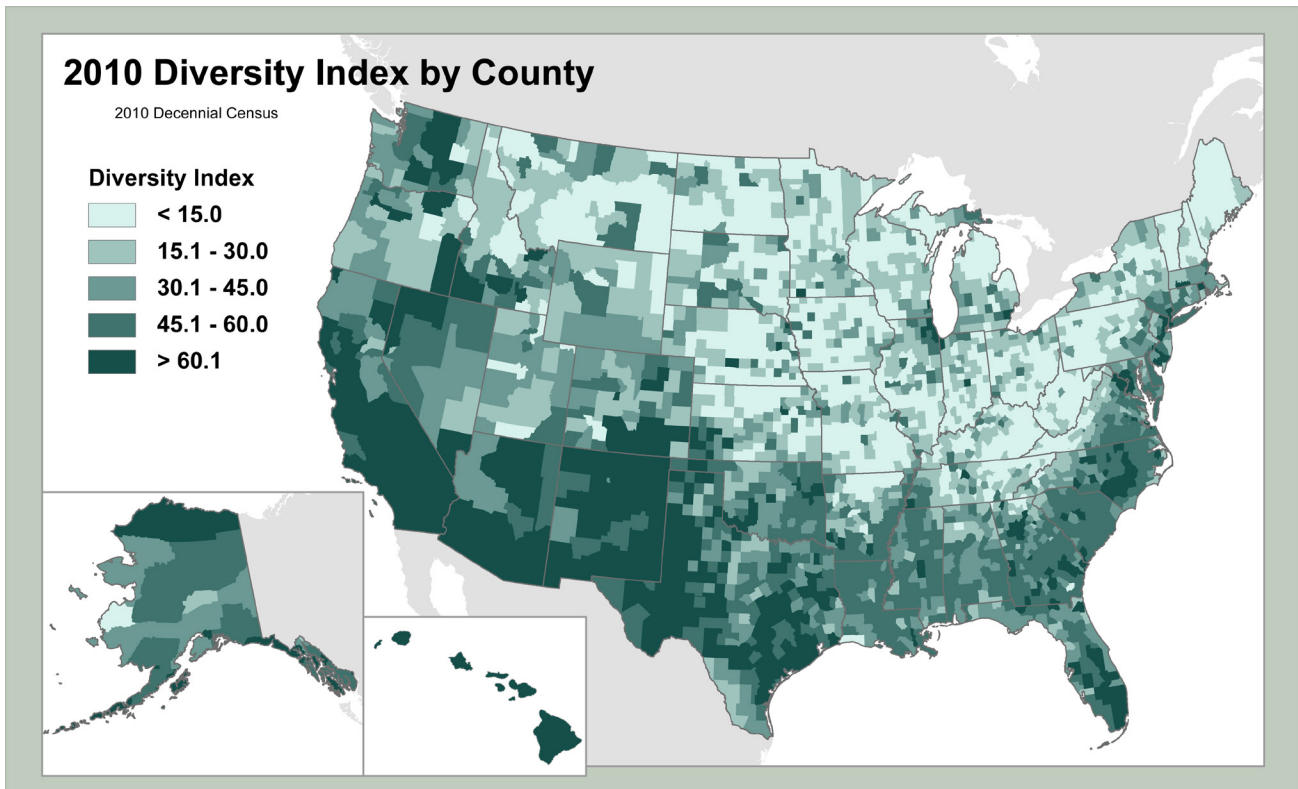
Table 2. 2013–2018 Diversity Index Annual Change by Geography

| Geography | Update 2013 | Update 2018 | Annual Change |
|---------------------|--------------------|--------------------|----------------------|
| US | 62.1 | 64.8 | 0.8% |
| Midwest | 43.0 | 45.9 | 1.3% |
| Northeast | 57.1 | 59.8 | 0.9% |
| South | 63.0 | 65.9 | 0.9% |
| West | 74.3 | 75.9 | 0.4% |
| Metropolitan areas* | 65.0 | 67.5 | 0.8% |
| Micropolitan areas* | 42.6 | 45.9 | 1.5% |
| Rural areas* | 38.1 | 40.8 | 1.4% |

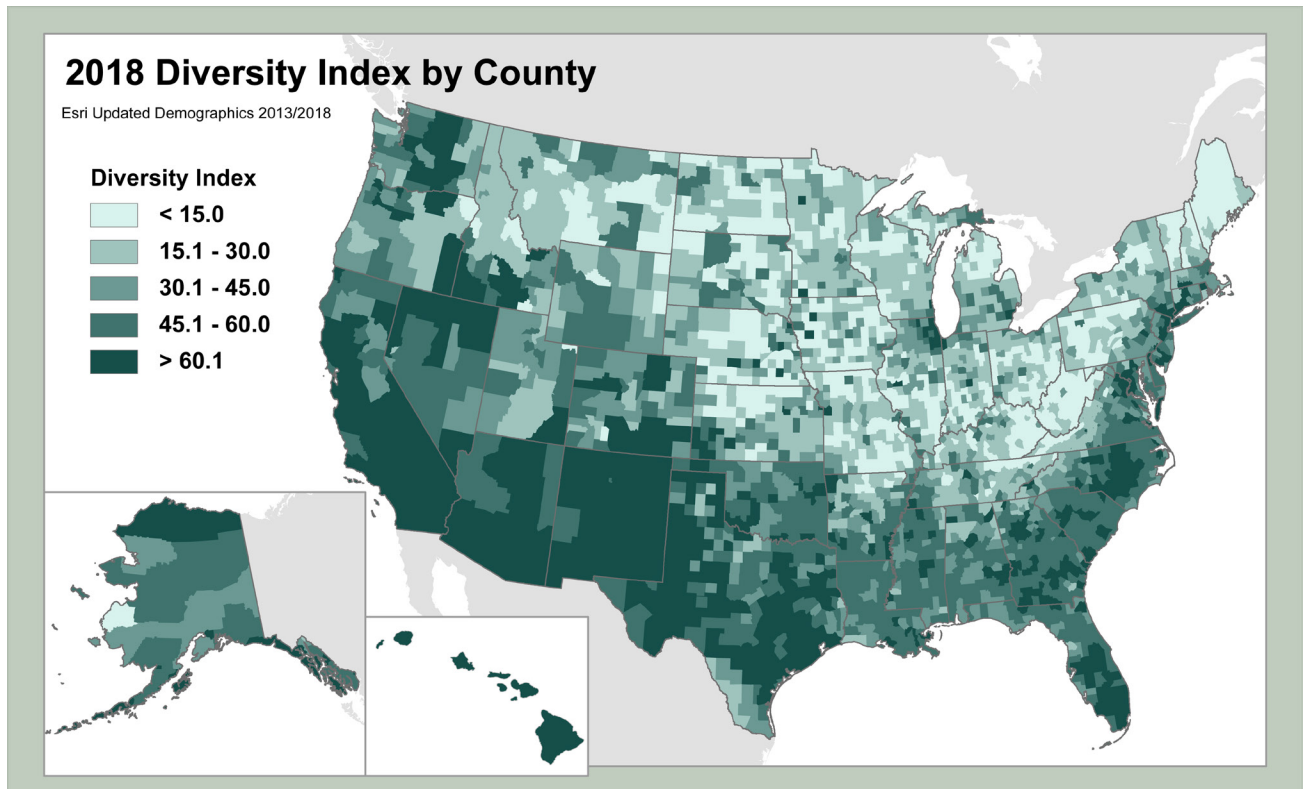
*Based on 2013 CBSA status

Table 3. 2010, 2013, 2018 Diversity Index by State

| State | Census 2010 | Update 2013 | Update 2018 |
|----------------------|--------------------|--------------------|--------------------|
| Alabama | 50.2 | 51.9 | 55.0 |
| Alaska | 57.9 | 58.9 | 61.2 |
| Arizona | 68.7 | 69.9 | 71.7 |
| Arkansas | 45.7 | 48.1 | 52.4 |
| California | 81.3 | 82.0 | 83.0 |
| Colorado | 55.4 | 57.0 | 59.8 |
| Connecticut | 52.9 | 55.0 | 58.5 |
| Delaware | 55.7 | 57.4 | 60.7 |
| District of Columbia | 66.1 | 67.0 | 68.6 |
| Florida | 61.6 | 63.2 | 65.9 |
| Georgia | 62.2 | 63.8 | 66.8 |
| Hawaii | 81.5 | 82.1 | 83.3 |
| Idaho | 36.4 | 38.9 | 42.8 |
| Illinois | 60.7 | 62.1 | 64.4 |
| Indiana | 36.2 | 38.2 | 42.2 |
| Iowa | 24.4 | 26.6 | 30.3 |
| Kansas | 42.7 | 44.9 | 48.6 |
| Kentucky | 26.9 | 28.7 | 32.2 |
| Louisiana | 54.6 | 55.9 | 58.3 |
| Maine | 11.6 | 12.5 | 14.5 |
| Maryland | 63.6 | 65.2 | 68.4 |
| Massachusetts | 45.9 | 47.9 | 51.3 |
| Michigan | 41.0 | 42.2 | 44.4 |
| Minnesota | 33.4 | 35.1 | 38.6 |
| Mississippi | 53.9 | 55.1 | 57.1 |
| Missouri | 34.9 | 36.2 | 38.9 |
| Montana | 24.1 | 25.5 | 28.4 |
| Nebraska | 38.0 | 40.5 | 44.4 |
| Nevada | 72.6 | 74.2 | 77.1 |
| New Hampshire | 16.6 | 18.1 | 20.7 |
| New Jersey | 64.9 | 66.6 | 69.3 |
| New Mexico | 76.0 | 76.7 | 77.4 |
| New York | 67.2 | 68.2 | 70.0 |
| North Carolina | 56.4 | 58.3 | 61.8 |
| North Dakota | 21.8 | 23.1 | 26.0 |
| Ohio | 34.3 | 35.4 | 37.8 |
| Oklahoma | 55.2 | 57.3 | 61.0 |
| Oregon | 44.4 | 46.7 | 50.5 |
| Pennsylvania | 38.9 | 40.8 | 44.2 |
| Rhode Island | 47.8 | 49.6 | 52.9 |
| South Carolina | 53.4 | 55.0 | 57.9 |
| South Dakota | 29.4 | 31.0 | 34.1 |
| Tennessee | 42.5 | 44.3 | 47.9 |
| Texas | 72.9 | 73.8 | 75.2 |
| Utah | 42.5 | 45.2 | 49.7 |
| Vermont | 11.8 | 12.9 | 14.8 |
| Virginia | 56.3 | 58.3 | 61.8 |
| Washington | 51.7 | 54.0 | 58.1 |
| West Virginia | 13.8 | 15.1 | 17.3 |
| Wisconsin | 33.6 | 35.4 | 38.9 |
| Wyoming | 31.0 | 33.8 | 38.5 |



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Esri's Data Development Team

Led by chief demographer Lynn Wombold, Esri's 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 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.



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.



Contact Esri

380 New York Street
Redlands, California 92373-8100 USA

1 800 447 9778
T 909 793 2853
F 909 793 5953
info@esri.com
esri.com

Offices worldwide
esri.com/locations