



## Methodology Statement: 2008 Diversity Index

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# Methodology Statement: 2008 Diversity Index

## An ESRI White Paper

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# Methodology Statement: 2008 Diversity Index

The escalation of immigration to the United States is rapidly changing the racial and ethnic structure of our population. In a nation built from more than 200 years of immigration, the number of intercultural marriages continues to rise, adding further complexity to our racial composition. In Census 2000, the U.S. Census Bureau began to measure racial composition with the option to report up to six different races. Tracking the growth of each racial and ethnic group is important; however, equally important is measuring each dimension of the development of minority populations.

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 since 2000. ESRI has applied an innovative approach to estimate the multiple race population in 1990, too.<sup>1</sup> The Diversity Index is, therefore, available for the census years 1990 and 2000 as well as for current-year estimate and five-year projections.

## 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 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 race/ethnic groups.

The 2008 Diversity Index for the United States stands at 60 but varies from 9.1 to 83 by state. A Diversity Index of 60 translates to a probability of 60 percent that two people randomly chosen from the U.S. population would belong to different race or ethnic groups. The reference table below presents a guide to the variation in Diversity Index for different levels of geography.

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<sup>1</sup> A more detailed discussion of ESRI's 1990–2000 race analysis is available from Sangita Vashi's paper, *Trends in the U.S. Multiracial Population 1990–2000*, presented at the 2001 Southern Demographic Association's Annual Meeting.

<i>Geography</i>	<i>Count</i>	<i>Mean</i>	<i>First Quartile</i>	<i>Median</i>	<i>Third Quartile</i>
State	51	44.9	32.2	46.6	59.4
County	3,141	31.4	11.0	27.0	50.0
Tract	65,334	40.6	16.5	37.9	61.4
Block Group	208,687	38.4	13.9	34.0	59.4
Core-Based Statistical Area	939	37.4	19.0	36.1	52.9
Place	25,150	27.8	8.0	19.8	45.5
ZIP Code	30,006	28.9	7.8	20.9	47.6

**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 has crafted data methodologies, such as the demographic update, segmentation, the Diversity Index, and the Retail MarketPlace data, that are now industry benchmarks.

For more information about the Diversity Index, please call 800-292-2224.



## ESRI

380 New York Street  
Redlands, California  
92373-8100 USA

Phone: 909-793-2853  
Fax: 909-793-5953  
E-mail: [info@esri.com](mailto:info@esri.com)

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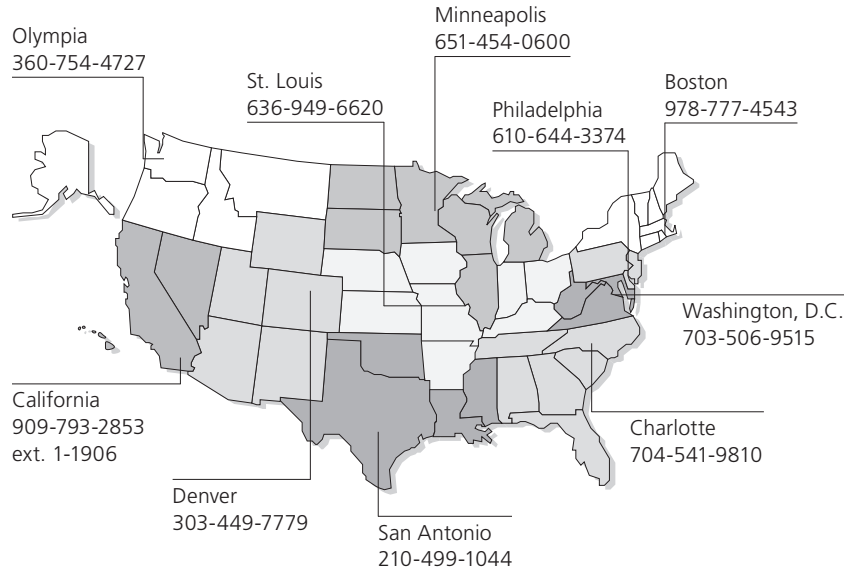
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