

Introduction

Demographic change is slow and steady, but not always. In the United States today, the racial and ethnic composition of the population is changing rapidly—fast enough to surprise census takers in 2010 and to be felt in neighborhoods, schools, and communities across the country. A number of factors are behind our rapidly growing diversity including immigration, higher fertility rates among blacks and Hispanics, and the more fluid racial categories introduced in 2000.

The 2000 census was the first in modern history to allow respondents to place themselves in more than one racial category. The results of that census documented the enormous complexity of racial and Hispanic-origin identities in the United States. Following the 2000 census, the government's many surveys adopted the new racial definitions and kept us well informed about the changing demographics of the population—or so we thought until the 2010 census surprised us. It counted 3 million fewer non-Hispanic whites than the Census Bureau had estimated. Our population was changing even faster than the government's number crunchers had suspected.

As we work our way through the second decade of the 21st century, something has changed in the United States. We have crossed a threshold from what will be to what is—we are now the multicultural nation that had been forecast for so many decades. More than 100 million Americans are Hispanic, African American, or Asian. Minorities account for more than one-third of the population and can determine the success or failure of everything from marketing plans to political campaigns. Hispanics are the largest minority. Asians are the most-affluent segment of the population—more so than non-Hispanic whites. Most African Americans are middle class, having made significant gains in education and earning power over the past few decades. Each of these growing segments of the population is of vital importance to policymakers and businesspeople searching for success.

The seventh edition of *Racial and Ethnic Diversity: Asians, Blacks, Hispanics, Native Americans, and Whites* reveals what you need to know about the multicultural United States. It is a family portrait of the new America. It is a reference tool that profiles the social and economic wellbeing of each racial and Hispanic origin group. *Racial and Ethnic Diversity* provides an all-important look at our demographics, revealing patterns of change that can no longer be ignored. The future has arrived.

In addition to detailed estimates and projections of the U.S. population by race and Hispanic origin, the seventh edition of *Racial and Ethnic Diversity* includes an Attitudes chapter that reveals what blacks, Hispanics, and non-Hispanic whites think about a range of issues from the American Dream to gay marriage. It presents the latest housing, income, labor force, and living arrangement data on American Indians, Asians, blacks, Hispanics, and non-Hispanic whites. This edition of *Racial and Ethnic Diversity* includes 2011 household spending data by race and Hispanic origin. It includes

state and metropolitan area data for each race and Hispanic origin group, with numbers from the invaluable American Community Survey—which has replaced the census long form. Results from the 2011 American Time Use Survey are also included in these pages, profiling the similarities and differences in how people allocate their time by race and Hispanic origin.

Understanding the demographics, lifestyles, and attitudes of racial and ethnic groups is of vital importance to researchers and policymakers. *Racial and Ethnic Diversity* provides the key to understanding both the similarities and differences among non-Hispanic whites, blacks, Hispanics, Asians, and American Indians. Whenever possible, the tables in *Racial and Ethnic Diversity* include data that allow researchers to compare characteristics across racial groups.

There's no doubt Americans are more alike than different, and *Racial and Ethnic Diversity* documents our many similarities. But there are also important differences among racial and ethnic groups that, if not taken into account, can derail public policy efforts and business strategies. The living arrangements of Hispanics differ from those of non-Hispanic whites or blacks, for example, and those differences affect not only political attitudes but also consumer behavior. The educational level of Asians distinguishes them from other minorities. The educational and occupational gains made by African Americans over the past few decades are contrary to media portrayals and popular perception, but they are of utmost importance to policymakers and business leaders.

Racial and Ethnic Diversity is as complete and up-to-date as possible given the constraints of the data. In a perfect world, the tabulations for each racial and ethnic group would be identical, but this is impossible because the government does not collect some types of information for smaller racial and ethnic groups. There are no spending or wealth data for American Indians, for example. The sample size of the General Social Survey is not large enough to include reliable attitudinal data for Asians. Despite these limitations, the scope of data provided in the seventh edition of *Racial and Ethnic Diversity* provides not only a comprehensive portrait of each major racial group and Hispanics but also insightful comparisons among groups.

Racial Classification

The 2000 census transformed racial classification in the United States. The census allowed Americans, for the first time in modern history, to identify themselves as belonging to more than one racial group. This made the analysis of racial and ethnic diversity more complex—and more rewarding—than ever before. The 2010 census followed the same classification system, and most government surveys do as well.

Here's how it works. Three terms are used to distinguish one group from another. The “race alone” population consists of people who identify themselves as being of only one race. The “race in combination” population consists of people who identify themselves as being of more than one race, such as white and black. The “race, alone or in combination” population includes both those who identify themselves as being of one race and those who identify themselves as being of more than one race. For example, the “black, alone or in combination” population includes those who say

they are black alone and those who say they are black and white and those who say they are black, white, and Asian, and so on.

While the new classification system is a goldmine for researchers, the numbers no longer add up. This may frustrate some, but it provides a more accurate picture of each racial group than the previous methodology, which required the multiracial to align with only one race. Under the new scheme, however, tables showing the “race alone” population exclude the multiracial. Tables showing the “race in combination” population count some people more than once. To make matters even more complex, Hispanics are considered an ethnic group rather than a race and can be American Indian, Asian, black, or white. In addition, the non-Hispanic white category is a combination of race and ethnicity. Non-Hispanic whites are those who identify their race as white alone and who are not Hispanic. Keep these factors in mind as you examine the numbers.

Whenever possible, the tables in *Racial and Ethnic Diversity* show the “race alone or in combination” populations. We prefer this classification because it includes everyone who identifies with a particular racial group and does not exclude the multiracial. American Indians are the only exception. Because it is a point of pride for many in the United States to claim having American Indian ancestry, the “American Indian alone or in combination” population is too diluted by American Indian wannabes for meaningful analysis. Therefore, in this reference, the American Indian numbers shown include only those who identify themselves as American Indian alone. Another caveat: In some tables, the “race alone or in combination” population figures are unavailable. In these cases, the “race alone” population is shown. Racial classifications are noted at the bottom of each table. Some data sources, however, do not specify their racial classifications.

How to Use This Book

Racial and Ethnic Diversity is designed for easy use. It is divided into seven sections. The first section, Attitudes, shows what African Americans, Hispanics, and non-Hispanic whites think about a broad range of issues, based on the 2012 General Social Survey. Sections two through six are devoted to the major racial and ethnic groups: American Indians, Asians, Blacks, Hispanics, and Non-Hispanic Whites. A seventh section provides comparative information for the Total Population if total figures do not appear in individual race/Hispanic tables.

In each of the race/Hispanic sections, nine chapters are arranged alphabetically: Education, Health, Housing, Income, Labor Force, Living Arrangements, Population, Spending, and Wealth. Each chapter includes introductory text describing the most-important trends for the race/Hispanic group. There are no wealth or spending chapters for American Indians because data are unavailable. Within chapters, identically structured tables appear for each race/Hispanic group. If a table is structured differently, it is because equivalent data were unavailable.

The Total Population section allows readers to compare a group’s numbers with those for the nation as a whole. If total population statistics appear within an individual racial/Hispanic table, however, a repetition of the same statistics is usually omitted from the Total Population chapter.

Most of the tables in *Racial and Ethnic Diversity* are based on data collected by the federal government, in particular the Census Bureau, the Bureau of Labor Statistics, the National Center for Education Statistics, and the National Center for Health Statistics. The federal government continues to be the best source of up-to-date, reliable information on the changing characteristics of Americans.

Several government surveys are of particular importance to *Racial and Ethnic Diversity*. One is the Census Bureau's Current Population Survey. The CPS is a nationally representative survey of the civilian noninstitutional population aged 15 or older. The Census Bureau takes it monthly, collecting information from 60,000 households on employment and unemployment. Each year, the March survey includes a demographic supplement that is the source of most national data on the characteristics of Americans, such as their educational attainment, living arrangements, and incomes. CPS data appear in many tables of this book.

The American Community Survey is another important source of data for *Racial and Ethnic Diversity*. The ACS is an ongoing nationwide survey of 250,000 households per month, providing detailed demographic data at the community level. Designed to replace the census long-form questionnaire, the ACS includes more than 60 questions that formerly appeared on the long form, such as language spoken at home, income, and education. ACS data are available for the nation, regions, states, counties, metropolitan areas, and places. Many of the tables in the American Indian section are from the American Community Survey.

The Consumer Expenditure Survey is the data source for the Spending chapters. Sponsored by the Bureau of Labor Statistics, the CEX is an ongoing study of the day-to-day spending of American households. The data collected by the survey are used to update prices for the Consumer Price Index. The CEX includes an interview survey and a diary survey administered to two separate, nationally representative samples. The average spending figures shown in the Spending chapters of this book are the integrated data from both the diary and interview components of the survey. For the interview survey, about 7,500 consumer units are interviewed on a rotating panel basis each quarter for five consecutive quarters. For the diary survey, another 7,500 consumer units keep weekly diaries of spending for two consecutive weeks. Spending data are unavailable for American Indians.

Most of the data in the Attitudes chapter are from the 2012 General Social Survey, a biennial survey of the attitudes of Americans taken by the University of Chicago's National Opinion Research Center. NORC conducts the GSS through face-to-face interviews with an independently drawn, representative sample of 1,500 to 3,000 noninstitutionalized people aged 18 or older who live in the United States.

While the government collected most of the data in *Racial and Ethnic Diversity*, the tables published here are not simple reproductions of the government's spreadsheets—as is the case in many reference books. Instead, New Strategist's editors spent hundreds of hours scouring web sites, compiling numbers into meaningful statistics, and creating tables with calculations that reveal trends. Researchers who want more information can use the source listed at the bottom of each table

to locate the original data. The book contains a comprehensive table list to help readers locate the information they need. For a more detailed search, use the index at the back of the book. Also at the back of the book is the glossary, which defines most of the terms commonly used in the tables and text and describes the many surveys from which the data come.

Since we published the first edition of *Racial and Ethnic Diversity*, the Internet has reshaped the reference industry. The government's detailed demographic data, once published in printed reports, are now available almost exclusively online. The government's web sites, which house enormous spreadsheets of data, are of great value to researchers with the time to search for, download, and analyze information themselves. But the shift from printed reports to databases on the Internet has outsourced demographic analysis to the market researcher, student, or library patron sitting at a keyboard. In short, despite the abundance of data available on the Internet, it has become more time-consuming than ever to get no-nonsense answers to questions about the ever-changing demographics of the American population. In *Racial and Ethnic Diversity*, New Strategist has done the work for you, showing trends, producing indexes and other calculations, and providing analysis.

Racial and Ethnic Diversity has the answers. Thumbing through its pages, you can gain more insight into the multicultural dynamics of the U.S. population than you could by spending all afternoon surfing databases on the Internet. By having *Racial and Ethnic Diversity* on your bookshelf, you can get answers to your questions faster than you can online. For even more convenience, download *Racial and Ethnic Diversity* to your computer to access the Excel version of each table in the book.

Racial and Ethnic Diversity is a reference tool that will help you discover the many ways Americans are the same—and different. You will gain a critical understanding of the multicultural nation we are today.

