Diversity spreads to all corners of the U.S.



The number of nearly all-white communities has plummeted since 1980, dramatic evidence that the nation's growing racial and ethnic diversity has spread far beyond large metropolitan centers into smaller towns and rural parts of the heartland, new research shows.

> Communities where whites are the majority are still the norm (82.6%), but those where they dominate are gradually disappearing, according to an analysis of Census data by Penn State's Population Research Institute. In 1980, about two-thirds of all places were at least 90% white. By 2010, only a third were. The number of places where no group is a majority has more than quintupled.

By Rich Pedroncelli, AP The St. Vincent's Hill neighborhood is seen in

Vallejo, Calif. The city ranks among the most diverse in the nation, a study finds

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"This trend is pretty geographically pervasive, and even residents of small towns and rural areas are encountering diversity face to face," says Barrett Lee, Penn State sociologist and demographer and lead author of the study released today. "It's not something they just read about in the newspapers anymore."

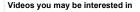
Places that have the most balanced mix of non-Hispanic whites. Hispanics, blacks, Asians and others are most prevalent in the West and South and other traditional immigrant magnets. Large cities and their suburbs - San Francisco; Washington, D.C.; New York; Los Angeles; Houston — have the greatest share of diversity.

"It's really the kids who are driving all this," says Kenneth Johnson, demographer at the University of New Hampshire's Carsey Institute. "As population continues to age and minority child population increases, these numbers are going to go up fast."

The impact is striking in rural areas where white populations are shrinking as young people leave and the elderly who stay die. When Hispanics and Asians move in, minority kids are born and alter the dynamics. Many rural schools have added English-as-a-second -language classes and social service agencies have hired translators.

"There are literally hundreds of American counties that would be losing population if it were not for minority growth," Johnson says. "This diversity is bringing them young people they had been losing for a long time and new opportunities."

Marketers have been tracking the changes through spikes in sales of ethnic food products - from soy sauce to tortillas. "Food is often an early indicator," says Jim Lucas, executive vice president for global retail insight and strategy at Draftfcb, a Chicago advertising and marketing company.



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Lucas' firm, which works with Kikkoman, Kraft, Oreo, Nivea and Kmart among others, has witnessed the rising diversity outside of traditional immigrant centers.

Lee warns that diversity does not end segregation. People of all races can live in the same Edition | USA TODAY for iPad | Kindle Edition | Subscribe city but still in separate neighborhoods.

The Penn State research (www.s4.brown.edu/us2010/Data/Data.htm), one in a series on

recent trends in American society by the US2010 Project, found that California cities dominate the list of most diverse places (Oakland, Vallejo and Suisin City). Most of the least diverse are Northeastern and Midwestern towns that are still predominantly white (Altoona, Pa.; Wheeling, W. Va.; Bangor, Maine) or in Texas cities where Hispanics dominate (Laredo, Muniz, Agua Dulce, Siesta Acres).

"Younger people who have grown up in diverse communities take this demographic profile as a given," the report says. "But older whites who have watched the 30-year increase find themselves having to adjust their notion of 'America' sometimes reluctantly."

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Robert Squire III · Top Commenter · Daytona Beach, Florida

"Younger people who have grown up in diverse communities take this demographic profile as a given," the report says. "But older whites who have watched the 30-year increase find themselves having to adjust their notion of 'America' sometimes reluctantly.

Is this what the far right conservative movement fear? Is this what they're fighting against when they say "take OUR country back"? Is this why a black president has sent them all into a fit? Unequvically, YES!

Awesome... god bless "a diverse" America.....

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Al Sanchez · Top Commenter · Los Angeles, California

YOU'RE AN IDIOT IF YOU THINK THAT MORE MEXICANS AND LATINOS ARE CONSIDERED DIVERSE! YOU MUST BE LICKIN' THE BROWN ONE ON A DAILY BASIS TO MAKE SUCH A STATEMENT AS YOU DID! I'M LATINO!!! DO YOU THINK I WANT TO NECESSARILY LIVE NEXT TO MY PEOPLE? THANK GOD I LIVE IN A PREDOMINANTLY WHITE NEIGHBORHOOD--I'M PROLID TO SAY! I'VE SEEN DIVERSITY HERE IN LOS ANGELES AND IT'S LIGHY! YOU ARE JUST TOO STUPID TO TALK TO OR TO EVEN UNDERSTAND THE RAMIFICATIONS OF THIS SO CALLED DIVERSITY THING. THE BROWN TIDAL WAVE WILL WIPE YOU OUT WITH NO APOLOGIES! THE ILLEGALS AND THE LATINOS DON'T GIVE A HOOT ABOUT YOU OR ANY OTHER NATIONALITY. THEY WANT STUPID WHITE PEOPLE LIKE YOU TO HELP THEM OUT BECAUSE THEY KNOW THAT THERE ARE SO MANY OF YOU! IDIOT!

A. SANCHEZ

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Al Sanchez · Top Commenter · Los Angeles, California

ACTUALLY, STUPID BLACK PEOPLE LIKE YOU!

Reply · Like · 10 hours ago



Cesar Sepulveda · Top Commenter

hey Al you need a new keyboard because it only types in CAPS.....

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Dale Yancy · Top Commenter · Univ. of California - Fullerton

For a liberal rag like USAToday, divesity is always about the color of your skin, never about diversity of thought or ideas. In their view, conservatives and the Tea Party crowd should have no place at the table.

13 · Like· 4 hours ago



Anthony Todd · Top Commenter

Key word "RAG." Best used to line bird cages.

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Phil Bowman · Top Commenter · University of Iowa

And how do you line a bird cage with an internet newspaper?

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Sam Wall · Artist/landlord, etc at Self

Rant on, Dale, but the first sentence of the article makes it clear that their topic is "racial and ethnic diversity", not political or intellectual diversity.

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Top Commenter · George Washington High school, New York, NY

The idea that without government intervention, certain groups would prosper at the expense of others/ladink here become ingrained in the liberal mentality of our day.

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Not even close, Preston.

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Joseph L Cooke · Top Commenter · Works at Tac56 Consulting

Right on the money, Preston. Reply · 1 · Like · 47 minutes ago



Theodosius Mandelbrot · Top Commenter · Works at All continents but Antarctica.

Joseph L Cooke -- funny how you folks think you know what other people think. You could star in "The Mentalist."

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