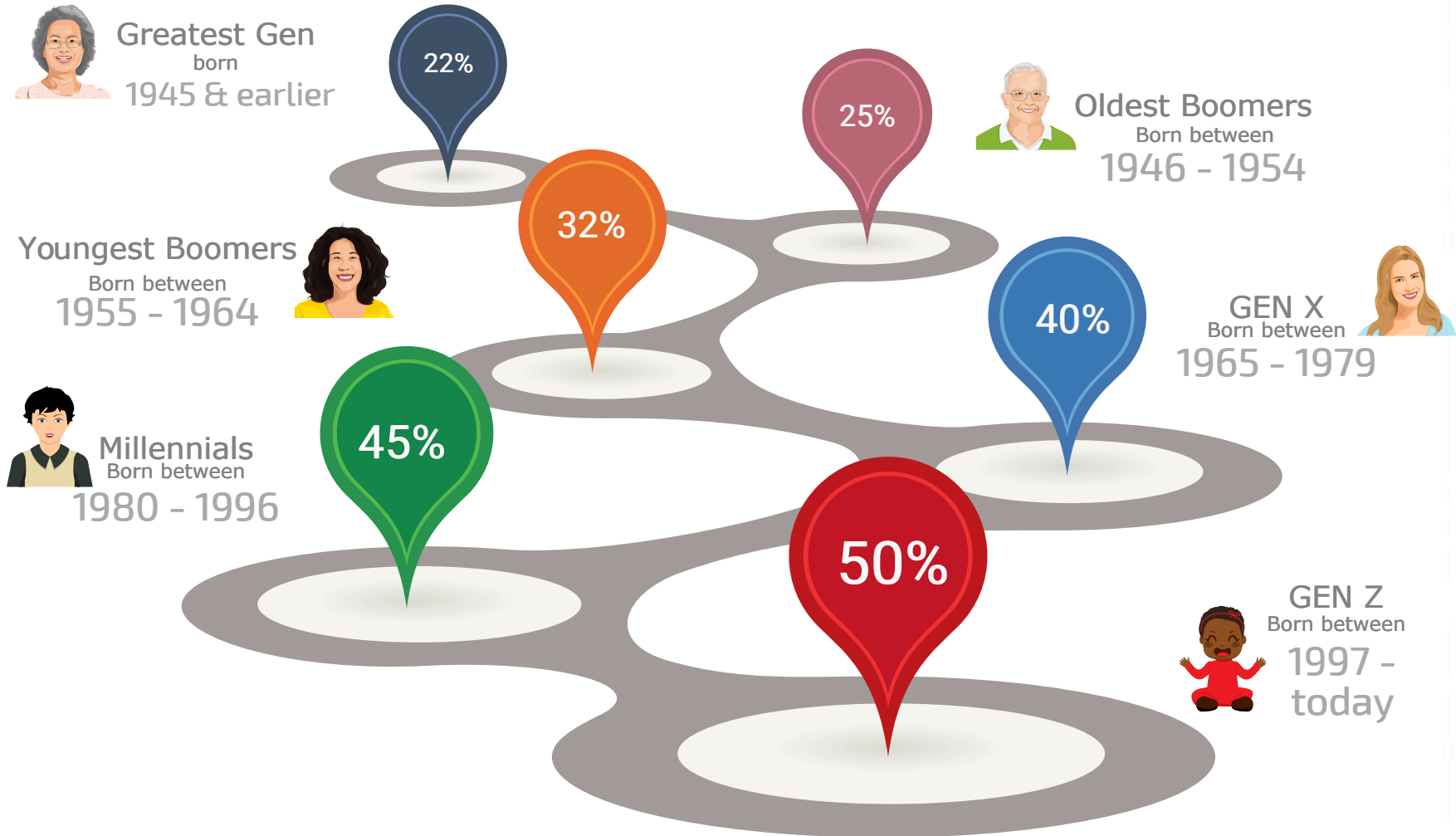


To Understand Our Differences

Start with Changes in Population Diversity

The era we were born into may well influence our views on diversity. Those born in the 1930s lived in an America where nearly 80% were of white European descent. Today, a full 50% of children born are non-White. See how the population of non-Whites in America has changed over the generations...and ushers in the need for more diverse thinking.

Percent of US non-White Population by Generation



Ages 76+

The oldest Americans grew up when nearly 80% of the population was White. Ethnic diversity was still decades away.



Ages 65 - 75

For the oldest Boomers, roughly 75% of the population was White, non-Hispanic. Still not very diverse.



Ages 55 - 64

The turning point in diversity began with the younger boomers. The population grew to nearly one-third non-White.



Ages 40 - 54

Population diversity soared with the GenXers. At 40% non-White, a richness of cultures came to most parts of the country.



Ages 23 - 39

Diversity continued to increase for Millennials. These young people are generally more aware of the benefits of a diverse melting pot.



Ages 1 - 22

We are a country now defined by equal numbers of Whites and non-Whites. There are wonderful differences to celebrate.