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## EthniFacts Newly Released America Reimagined Insight Details the Hidden Diversity of White Americans

Dallas and New York (July 15, 2014) -- America is becoming more ethnically and racially diverse, a transformative statistical fact with far-reaching social implications. The EthniFacts Interethnic Proximity Index Countdown Clock has identified the tipping point for a majority interethnic society. But what has gone largely unnoticed is another equally game-changing trend: the growing diversity of “white” Americans.

While some have speculated that if Hispanics ultimately identify as white Americans, then whites will remain a numerical majority into the foreseeable future, the question that begs to be addressed is: what do we mean by “white”? The answer, it turns out, is much more complex—and eye-opening—than most Americans might think.

“Since the founding of our Republic the definition of “American” has changed and enlarged as diverse groups have joined the mainstream. What this America Reimagined Insight shows is that the definition of “white” has likewise changed and enlarged as immigrants and multicultural Americans have opted to define themselves as “white” too, without denying—or suppressing—their cultural and ethnic heritage” said EthniFacts Chief Methodologist, Carlos Arce.

“For many Hispanics and others, the ability to be emphatically from here AND from there – the Ambicultural phenomenon – is becoming not just acceptable but desirable. In the new America Reimagined, being racially “white” and having some degree of self-identification to a culture or country of origin is increasingly prevalent—and also quintessentially American” said EthniFacts CEO, Mike Lakusta.

EthniFacts will continue to release statistically driven new paradigms and fresh insights for an emerging America through the [Insights Center](#) on the [America Reimagined](#) website as the U.S., Metro Areas, and States approach the interethnic tipping point in 2014. Click here to access [Insight 02: The Hidden Diversity of White Americans](#).