

Percent Minority Population

The highest minority population concentrations are found in smaller metros in the southwest, and in large markets along the eastern seaboard.

Rank	County	MSA	Percent Minority Population
1	Webb, TX	Laredo, TX	98.1%
2	Hidalgo, TX	McAllen-Edinburg-Mission, TX	95.5%
3	Cameron, TX	Brownsville-Harlingen, TX	91.8%
4	El Paso, TX	El Paso, TX	89.3%
5	Imperial, CA	El Centro, CA	86.7%
6	Bronx, NY	New York-Northern New Jersey-Long Island, NY-NJ-PA	86.2%
7	Honolulu, HI	Honolulu, HI	81.8%
8	Miami-Dade, FL	Miami-Fort Lauderdale-Pompano Beach, FL	81.4%
9	Prince George's, MD	Washington-Arlington-Alexandria, DC-VA-MD-WV	80.0%
10	Clayton, GA	Atlanta-Sandy Springs-Marietta, GA	76.8%
11	Dona Ana, NM	Las Cruces, NM	73.7%
12	District of Columbia, DC	Washington-Arlington-Alexandria, DC-VA-MD-WV	70.6%
13	Hawaii, HI	Hilo, HI	70.4%
14	DeKalb, GA	Atlanta-Sandy Springs-Marietta, GA	70.4%
15	Baltimore city, MD	Baltimore-Towson, MD	70.3%
16	Los Angeles, CA	Los Angeles-Long Beach-Santa Ana, CA	69.5%
17	Nueces, TX	Corpus Christi, TX	67.7%
18	Queens, NY	New York-Northern New Jersey-Long Island, NY-NJ-PA	67.4%
19	Bexar, TX	San Antonio, TX	67.2%
20	Kings, NY	New York-Northern New Jersey-Long Island, NY-NJ-PA	66.8%
21	Hinds, MS	Jackson, MS	66.3%
22	Hudson, NJ	New York-Northern New Jersey-Long Island, NY-NJ-PA	65.4%
23	Tulare, CA	Visalia-Porterville, CA	65.3%
24	Orleans, LA	New Orleans-Metairie-Kenner, LA	65.2%
25	Essex, NJ	New York-Northern New Jersey-Long Island, NY-NJ-PA	65.0%

*Only counties with at least 50,000 households in 2010 are included

Demographics as of June 2010

THE ART OF POSITIONING

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