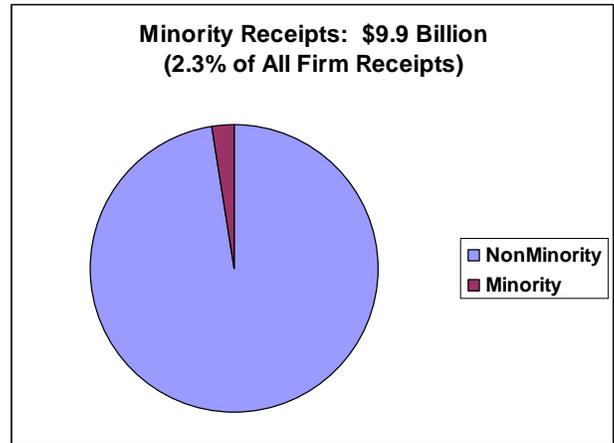


**Demographic and Business Statistics**

- 1997 Total Population: 3,796,944 persons
- 1997 Total Minority Population: 849,299 persons
- All firms in region: 327,053
- Annual sales of all firms in region: \$387.5 billion
- Total minority-owned firms: 58,776
- Annual sales of minority-owned firms: \$9.9 billion
- Total African American-owned firms: 34,592
- Annual sales of African American-owned firms: \$3.0 billion
- Asian & Pacific Islander-owned Firms: 14,337
- Annual sales of Asian & Pacific Islander-owned firms: \$5.2 billion
- Hispanic-owned Firms : 8,543
- Annual sales of Hispanic-owned firms: \$1.5 billion
- American Indian & Alaska Natives-owned Firms: 2,227
- Annual sales of Asian & Pacific Islander-owned firms: \$224.8 million

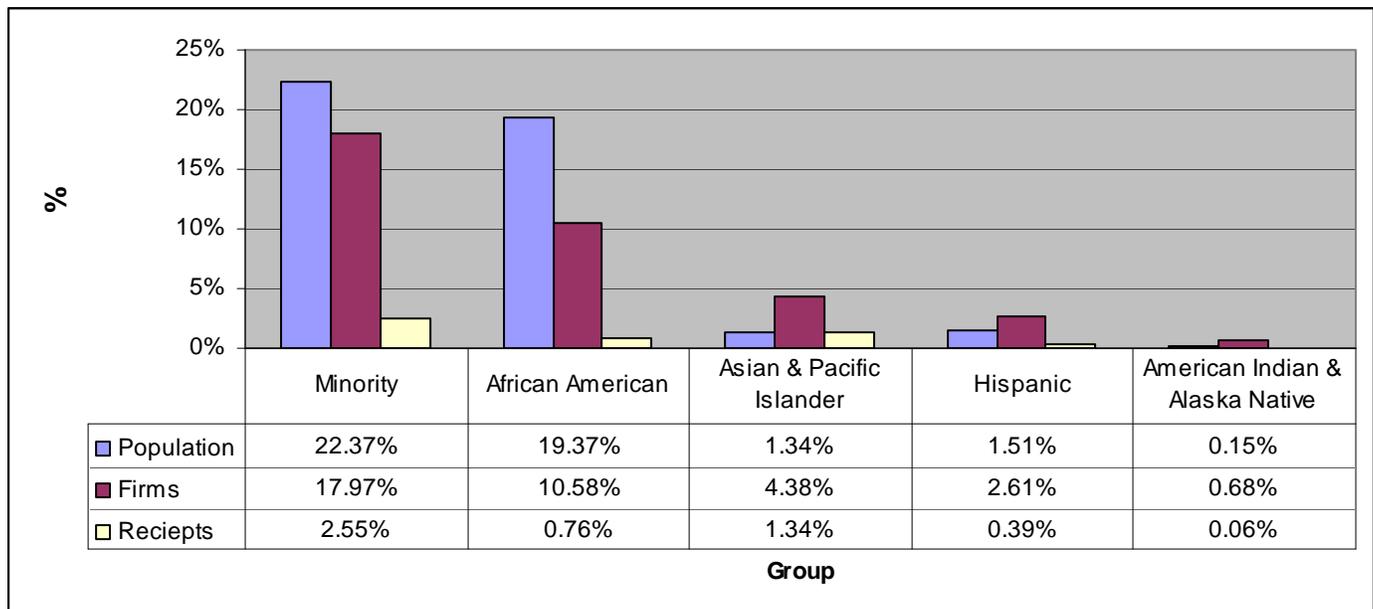


**Business Participation<sup>1</sup>**

Group	MSA BPR: Atlanta	National BPR
All	86	78
Non-Minority	91	91
Minority	69	42
African American	47	24
Asian & Pacific Islander	281	90
Hispanic	149	41
American Indian & Alaska Native	390	85

**Parity<sup>2</sup>:**

In the Atlanta, GA MSA, Asian & Pacific Islanders, Hispanics and American Indian & Alaska Natives have achieved parity, in terms of population size and business ownership. In terms of population size and annual receipts, Asian & Pacific Islanders have achieved parity. (See below chart).



<sup>1</sup> Business Participation Rate (BPR) is the number of business owners in a specific race/ethnic group for every 1,000 persons in that same group

<sup>2</sup> Parity is defined as the proportionality between the population percentage and the percent share of number of firms owned by the group.

## Industry Breakdown for All Firms in the Atlanta, GA MSA

Industry Description	Total number of firms	% of All Firms	Sales of all firms (\$1,000)	% of All Sales from All Firms	Employees	% of Employees from All Firms	Annual payroll (\$1,000)	% of Payroll from All Firms
<b>All industries</b>	<b>327,053</b>		<b>\$387,465,384</b>		<b>1,805,780</b>		<b>\$54,485,888</b>	
Agricultural services, forestry, fishing, mining	5,953	1.82%	\$1,145,077	0.30%	14,172	0.78%	\$313,751	0.58%
Construction industries	42,827	13.09%	\$23,368,864	6.03%	101,528	5.62%	\$3,212,397	5.90%
Manufacturing	8,227	2.52%	\$52,106,764	13.45%	241,469	13.37%	\$8,894,909	16.33%
Transportation, communications, utilities	13,314	4.07%	\$26,113,420	6.74%	137,223	7.60%	\$5,382,006	9.88%
Wholesale trade	16,581	5.07%	\$143,614,242	37.07%	166,074	9.20%	\$7,126,127	13.08%
Retail trade	36,142	11.05%	\$42,824,687	11.05%	369,715	20.47%	\$5,723,731	10.50%
Finance, insurance and real estate industries	35,371	10.82%	\$46,562,092	12.02%	135,234	7.49%	\$5,706,915	10.47%
Service industries	143,903	44.00%	\$50,562,560	13.05%	639,972	35.44%	\$18,114,122	33.25%
Industries not Classified	25,691	7.86%	\$1,167,678	0.30%	393	0.02%	\$11,930	0.02%

## Industries for Minority Groups in the Atlanta, GA MSA (Firms)

	Minority Firms <sup>1</sup>	African American	% of All Minority Firms	Asian & Pacific Islander	% of All Minority Firms	Hispanic	% of All Minority Firms	American Indian	% of All Minority Firms
<b>All industries</b>	<b>59,699</b>	<b>34,592</b>	<b>58.85%</b>	<b>14,337</b>	<b>24.39%</b>	<b>8,543</b>	<b>14.53%</b>	<b>2,227</b>	<b>3.79%</b>
Agricultural services, forestry, fishing, and mining	680	500	0.85%	40	0.07%	89	0.15%	51	0.09%
Construction industries	5,217	2,421	4.12%	310	0.53%	1,914	3.26%	572	0.97%
Manufacturing	901	438	0.75%	270	0.46%	118	0.20%	75	0.13%
Transportation, communications, and utilities	3,906	3,246	5.52%	297	0.51%	311	0.53%	52	0.09%
Wholesale trade	1,365	433	0.74%	674	1.15%	200	0.34%	58	0.10%
Retail trade	8,461	4,013	6.83%	3,608	6.14%	687	1.17%	153	0.26%
Finance, insurance and real estate industries	3,090	2,269	3.86%	528	0.90%	213	0.36%	80	0.14%
Service industries	29,475	17,932	30.51%	7,692	13.09%	3,409	5.80%	442	0.75%
Industries not Classified	6,608	3,343	5.69%	921	1.57%	1,601	2.72%	743	1.26%

## Industries for Minority Groups in the Atlanta, GA MSA (Sales in 1,000s)

	Minority Sales <sup>1</sup>	African American	% of All Minority Sales	Asian & Pacific Islander	% of All Minority Sales	Hispanic	% of All Minority Sales	American Indian	% of All Minority Sales
<b>All industries</b>	<b>\$9,914,169</b>	<b>\$2,959,189</b>	<b>29.93%</b>	<b>\$5,206,147</b>	<b>52.65%</b>	<b>\$1,504,077</b>	<b>15.21%</b>	<b>\$244,756</b>	<b>2.48%</b>
Agricultural services, forestry, fishing, mining	No Data	\$17,909	0.18%	\$2,995	0.03%	\$2,950	0.03%	No Data	No Data
Construction industries	\$644,411	\$350,172	3.54%	\$51,804	0.52%	\$176,270	1.78%	\$66,165	0.67%
Manufacturing	No Data	\$76,185	0.77%	\$1,350,894	13.66%	\$160,349	1.62%	No Data	No Data
Transportation, communications, utilities	No Data	\$199,387	2.02%	\$30,708	0.31%	\$49,977	0.51%	No Data	No Data
Wholesale trade	\$1,836,222	\$174,939	1.77%	\$1,425,513	14.42%	\$221,016	2.24%	\$14,754	0.15%
Retail trade	\$2,575,821	\$968,809	9.80%	\$1,097,855	11.10%	\$475,247	4.81%	\$33,910	0.34%
Finance, insurance and real estate industries	\$260,935	\$167,526	1.69%	\$62,357	0.63%	\$15,831	0.16%	\$15,221	0.15%
Service industries	\$2,429,408	\$925,068	9.36%	\$1,105,147	11.18%	\$336,686	3.41%	\$62,507	0.63%
Industries not Classified	\$257,875	\$79,193	0.80%	\$78,873	0.80%	\$65,751	0.66%	\$34,058	0.34%

<sup>1</sup> In this column, minority firms do not reflect official Bureau of the Census minority firm estimates as reported in the 1997 Survey of Minority-Owned Business Enterprise. The sample size at this level does not allow for estimates of minority firms by industry and by metropolitan statistical area (MSA). Also, a Hispanic firm may be of any race, and therefore, may be included in one or more minority group. The Minority Sales<sup>1</sup> figure does not reflect official Bureau of the Census minority sales estimates as reported in the 1997 Survey of Minority-Owned Business Enterprise