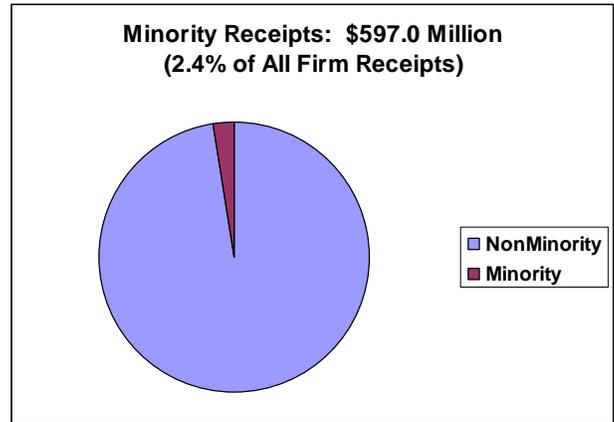


Demographic and Business Statistics

- 1997 Total Population: 492,553 persons
- 1997 Total Minority Population: 93,356 persons
- All firms in region: 41,386
- Annual sales of all firms in region: \$24.8 billion
- Total minority-owned firms: 4,041
- Annual sales of minority-owned firms: \$597.0 million
- Total African American-owned firms: 704
- Annual sales of African American-owned firms: \$67.9 million
- Asian & Pacific Islander-owned Firms: 796
- Annual sales of Asian & Pacific Islander-owned firms: \$134.9 million
- Hispanic-owned Firms : 2,040
- Annual sales of Hispanic-owned firms: \$268.9 Million
- American Indian & Alaska Natives-owned Firms: 636
- Annual sales of Asian & Pacific Islander-owned firms: \$131.6 million

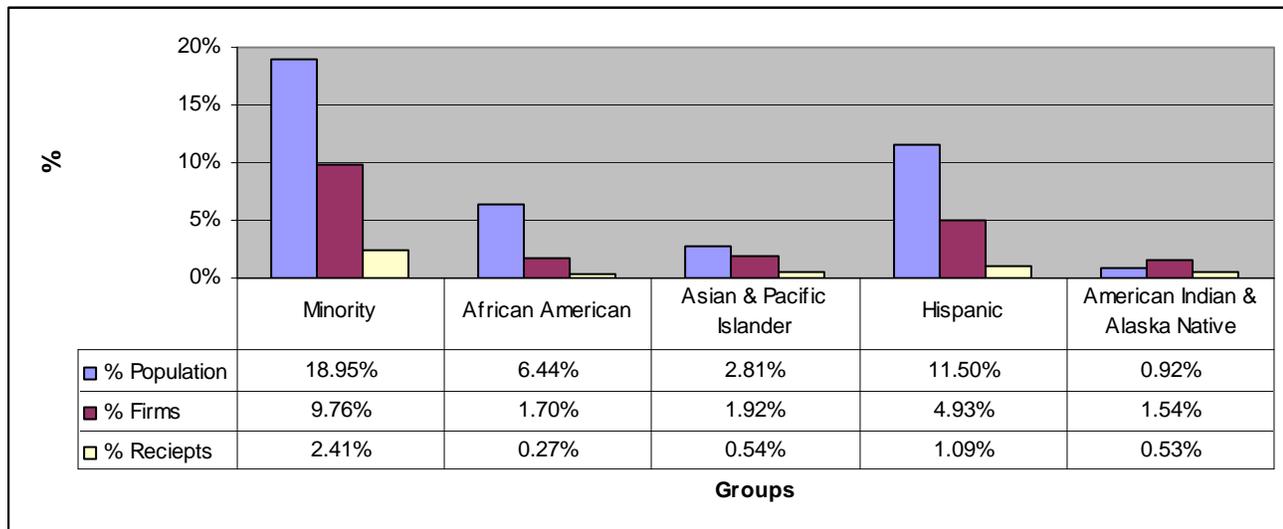


Business Participation¹

Group	MSA BPR: Colorado Springs	National BPR
All	84	78
Non-Minority	94	91
Minority	43	42
African American	22	24
Asian & Pacific Islander	58	90
Hispanic	36	41
American Indian & Alaska Native	140	85

Parity²:

In the Colorado Springs, CO MSA, American Indian & Alaska Natives have achieved parity, in terms of population size and business ownership. In terms of population size and annual receipts, no group has achieved parity. (See below chart).



¹ 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

² 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 Colorado Springs, CO 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
All industries	41,386		24,762,575		172,697		4,458,581	
Agricultural services, forestry, fishing, and mining	883	2.13%	96,758	0.39%	1,493	0.86%	29,208	0.66%
Construction industries	4,602	11.12%	1,990,013	8.04%	12,215	7.07%	352,106	7.90%
Manufacturing	1,179	2.85%	6,021,447	24.32%	24,325	14.09%	799,791	17.94%
Transportation, communications, and utilities	1,310	3.17%	2,431,211	9.82%	9,787	5.67%	412,168	9.24%
Wholesale trade	1,290	3.12%	1,825,162	7.37%	8,175	4.73%	262,208	5.88%
Retail trade	6,028	14.57%	5,355,777	21.63%	44,217	25.60%	619,368	13.89%
Finance, insurance and real estate industries	5,235	12.65%	2,590,832	10.46%	10,942	6.34%	343,300	7.70%
Service industries	18,732	45.26%	4,388,569	17.72%	61,522	35.62%	1,639,707	36.78%
Industries not Classified	2,203	5.32%	62,806	0.25%	21	0.01%	725	0.02%

Industries for Minority Groups in the Colorado Springs, CO MSA (Firms)

	Minority Firms ⁱ	African American	% of All Minority Firms	Asian & Pacific Islander	% of All Minority Firms	Hispanic	% of All Minority Firms	American Indian	% of All Minority Firms
All industries	4041	704	17.42%	796	19.70%	2,040	50.48%	636	15.74%
Agricultural services, forestry, fishing, and mining	56	5	0.12%	4	0.10%	26	0.64%	21	0.52%
Construction industries	461	82	2.03%	33	0.82%	269	6.66%	77	1.91%
Manufacturing	56	8	0.20%	13	0.32%	26	0.64%	9	0.22%
Transportation, communications, and utilities	142	64	1.58%	7	0.17%	64	1.58%	7	0.17%
Wholesale trade	56	6	0.15%	9	0.22%	40	0.99%	1	0.02%
Retail trade	886	190	4.70%	274	6.78%	332	8.22%	90	2.23%
Finance, insurance and real estate industries	218	55	1.36%	22	0.54%	115	2.85%	26	0.64%
Service industries	1624	230	5.69%	378	9.35%	915	22.64%	101	2.50%
Industries not Classified	680	65	1.61%	57	1.41%	255	6.31%	303	7.50%

Industries for Minority Groups in the Colorado Springs, CO MSA (Sales in 1,000s)

	Minority Sales ⁱⁱ	African American	% of All Minority Sales	Asian & Pacific Islander	% of All Minority Sales	Hispanic	% of All Minority Sales	American Indian	% of All Minority Sales
All industries	\$596,926	\$67,931	11.38%	\$134,935	22.60%	\$268,873	45.04%	\$131,631	22.05%
Agricultural services, forestry, fishing, and mining	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
Construction industries	No Data	\$7,056	1.18%	\$3,821	0.64%	\$66,913	11.21%	No Data	No Data
Manufacturing	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
Transportation, communications, and utilities	No Data	\$3,090	0.52%	No Data	No Data	\$8,725	1.46%	No Data	No Data
Wholesale trade	No Data	No Data	No Data	No Data	No Data	\$8,256	1.38%	No Data	No Data
Retail trade	No Data	No Data	No Data	\$57,918	9.70%	\$32,570	5.46%	No Data	No Data
Finance, insurance and real estate industries	No Data	No Data	No Data	No Data	No Data	\$7,671	1.29%	No Data	No Data
Service industries	\$259,077	\$49,094	8.22%	\$36,755	6.16%	\$126,255	21.15%	\$46,973	7.87%
Industries not Classified	No Data	\$1,159	0.19%	No Data	No Data	\$1,836	0.31%	No Data	No Data

ⁱ 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 Salesⁱⁱ figure does not reflect official Bureau of the Census minority sales estimates as reported in the 1997 Survey of Minority-Owned Business Enterprise

