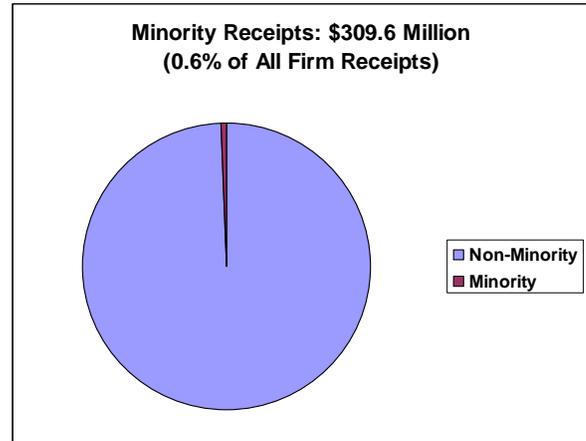


Demographic and Business Statistics

- 1997 Total Population: 2,474,658 persons
- 1997 Total Minority Population: 779,243 persons
- All firms in region: 36,236
- Annual sales of all firms in region: \$55.9 billion
- Total minority-owned firms: 1,440 firms
- Annual sales of minority-owned firms: \$309.6 million
- Total African American-owned firms: 460 firms
- Annual sales of African American-owned firms: \$146.9 million
- Asian & Pacific Islander-owned Firms: 542 firms
- Annual sales of Asian & Pacific Islander-owned firms: \$110.1 million
- Hispanic-owned Firms : 298
- Annual sales of Hispanic-owned firms: \$31.5 million
- American Indian & Alaska Natives-owned Firms: 298
- Annual sales of Asian & Pacific Islander-owned firms: \$23.2 million

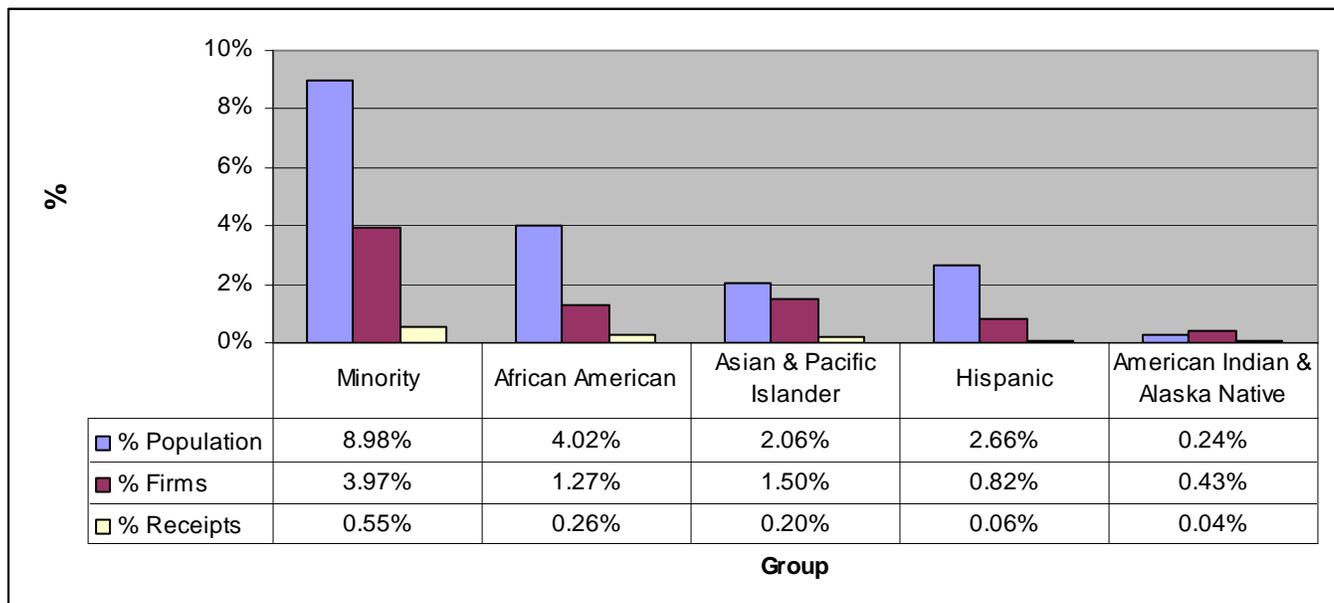


Business Participation¹

Group	MSA BPR: Des Moines	National BPR
All	84	78
Non-Minority	89	91
Minority	37	42
African American	26	24
Asian & Pacific Islander	61	90
Hispanic	26	41
American Indian & Alaska Native	150	85

Parity²:

In the Des Moines, IA 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 Des Moines, IA 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	36,236		\$55,931,664		239,540		\$6,604,860	
Agricultural services, forestry, fishing, mining	650	1.79%	\$166,310	0.30%	2,776	1.16%	\$59,920	0.91%
Construction industries	4,014	11.08%	\$1,974,680	3.53%	12,056	5.03%	\$415,413	6.29%
Manufacturing	875	2.41%	\$6,387,279	11.42%	25,789	10.77%	\$912,465	13.82%
Transportation, communications, utilities	1,408	3.89%	\$2,586,702	4.62%	16,454	6.87%	\$504,800	7.64%
Wholesale trade	1,733	4.78%	\$10,351,002	18.51%	18,760	7.83%	\$708,449	10.73%
Retail trade	5,451	15.04%	\$5,100,017	9.12%	47,213	19.71%	\$667,629	10.11%
Finance, insurance and real estate industries	4,674	12.90%	\$23,908,444	42.75%	39,843	16.63%	\$1,561,354	23.64%
Service industries	15,755	43.48%	\$5,338,757	9.55%	76,628	31.99%	\$1,773,822	26.86%
Industries not Classified	1,838	5.07%	\$118,473	0.21%	21	0.01%	\$1,008	0.02%

Industries for Minority Groups in the Des Moines, IA MSA (Firms)

	Minority Firms ¹	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	1,457	460	31.94%	542	37.64%	298	20.69%	157	10.90%
Agricultural services, forestry, fishing, and mining	No Data	11	0.76%	6	0.42%	No Data	No Data	11	0.76%
Construction industries	105	45	3.13%	9	0.63%	44	3.06%	7	0.49%
Manufacturing	No Data	32	2.22%	11	0.76%	2	0.14%	No Data	No Data
Transportation, communications, and utilities	No Data	6	0.42%	1	0.07%	No Data	No Data	7	0.49%
Wholesale trade	No Data	9	0.63%	6	0.42%	8	0.56%	No Data	No Data
Retail trade	No Data	42	2.92%	135	9.38%	40	2.78%	No Data	No Data
Finance, insurance and real estate industries	No Data	7	0.49%	48	3.33%	22	1.53%	No Data	No Data
Service industries	612	267	18.54%	197	13.68%	118	8.19%	30	2.08%
Industries not Classified	329	42	2.92%	128	8.89%	65	4.51%	94	6.53%

Industries for Minority Groups in the Des Moines, IA MSA (Sales in 1,000s)

	Minority Sales ¹	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	\$311,597	\$146,865	47.43%	\$110,081	35.55%	\$31,496	10.17%	\$23,155	7.48%
Agricultural services, forestry, fishing, mining	No Data	\$44	0.01%	No Data	No Data	No Data	No Data	No Data	No Data
Construction industries	No Data	\$29,652	9.58%	No Data	No Data	No Data	No Data	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, utilities	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
Wholesale trade	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
Retail trade	No Data	\$86,763	28.02%	\$24,620	7.95%	\$7,469	2.41%	No Data	No Data
Finance, insurance and real estate industries	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
Service industries	\$39,991	\$10,476	3.38%	\$20,453	6.61%	\$8,419	2.72%	\$643	0.21%
Industries not Classified	No Data	\$404	0.13%	No Data	No Data	No Data	No Data	No Data	No Data

¹ 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 Sales¹ figure does not reflect official Bureau of the Census minority sales estimates as reported in the 1997 Survey of Minority-Owned Business Enterprise