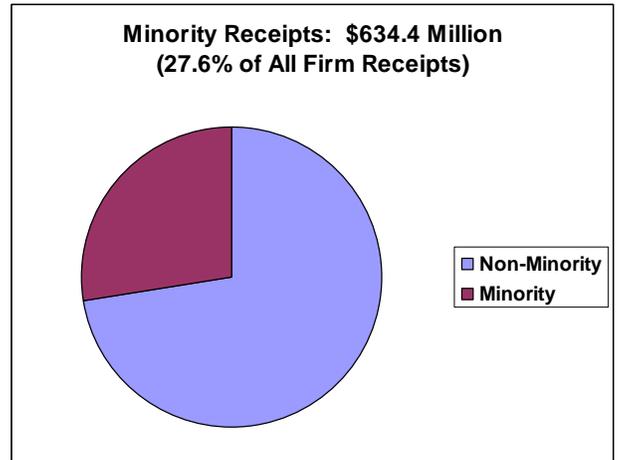


Demographic and Business Statistics

- 1997 Total Population: 873,115 persons
- 1997 Total Minority Population: 634,438 persons
- All firms in region: 63,386
- Annual sales of all firms in region: \$43.5 billion
- Total minority-owned firms: 41,271
- Annual sales of minority-owned firms: \$12.0 billion
- Total African American-owned firms: 549
- Annual sales of African American-owned firms: \$30.4 million
- Asian & Pacific Islander-owned Firms: 39,252
- Annual sales of Asian & Pacific Islander-owned firms: \$11.9 billion
- Hispanic-owned Firms : 2,268
- Annual sales of Hispanic-owned firms: \$167.7 million
- American Indian & Alaska Natives-owned Firms: 184
- Annual sales of Asian & Pacific Islander-owned firms: \$19.1 million

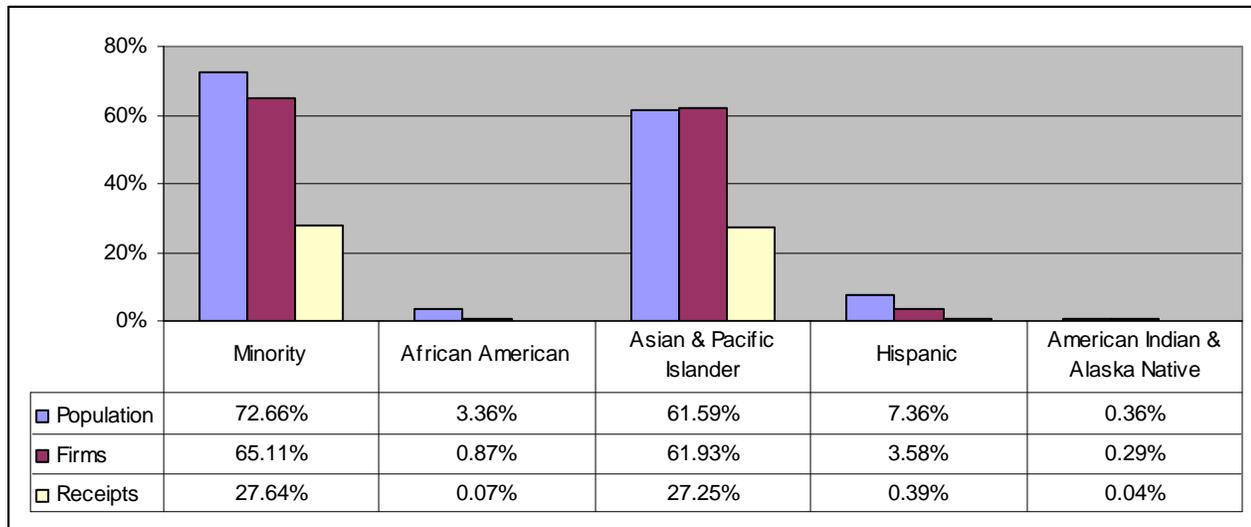


Business Participation¹

Group	MSA BPR: Honolulu	National BPR
All	73	78
Non-Minority	93	91
Minority	65	42
African American	19	24
Asian & Pacific Islander	73	90
Hispanic	35	41
American Indian & Alaska Native	59	85

Parity²:

In the Honolulu, HI MSA, the Asian & Pacific Islander group has 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 Honolulu, HI 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	63,386		\$43,541,740		306,947		\$8,073,243	
Agricultural services, forestry, fishing, mining	1,482	2.34%	\$171,310	0.39%	1,738	0.57%	\$42,773	0.53%
Construction industries	4,072	6.42%	\$3,420,085	7.85%	16,902	5.51%	\$705,284	8.74%
Manufacturing	1,789	2.82%	\$2,935,254	6.74%	12,840	4.18%	\$391,340	4.85%
Transportation, communications, utilities	3,002	4.74%	\$3,590,880	8.25%	27,830	9.07%	\$879,236	10.89%
Wholesale trade	3,529	5.57%	\$6,664,472	15.31%	17,781	5.79%	\$552,221	6.84%
Retail trade	9,975	15.74%	\$9,660,594	22.19%	83,869	27.32%	\$1,344,245	16.65%
Finance, insurance and real estate industries	8,752	13.81%	\$7,836,336	18.00%	29,444	9.59%	\$988,051	12.24%
Service industries	27,675	43.66%	\$9,111,266	20.93%	116,500	37.95%	\$3,169,371	39.26%
Industries not Classified	3,355	5.29%	\$151,543	0.35%	43	0.01%	\$722	0.01%

Industries for Minority Groups in the Honolulu, HI 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	41,271	549	0.87%	39,252	61.93%	2,268	3.58%	184	0.29%
Agricultural services, forestry, fishing, and mining	No Data	No Data	No Data	1,066	1.68%	No Data	No Data	No Data	No Data
Construction industries	2,828	18	0.03%	2,599	4.10%	191	0.30%	20	0.03%
Manufacturing	1,075	1	0.00%	1,041	1.64%	27	0.04%	6	0.01%
Transportation, communications, and utilities	No Data	7	0.01%	2,200	3.47%	49	0.08%	No Data	No Data
Wholesale trade	No Data	No Data	No Data	1,940	3.06%	84	0.13%	6	0.01%
Retail trade	7,434	57	0.09%	7,291	11.50%	77	0.12%	9	0.01%
Finance, insurance and real estate industries	4,598	16	0.03%	4,538	7.16%	39	0.06%	5	0.01%
Service industries	16,878	242	0.38%	16,182	25.53%	391	0.62%	63	0.10%
Industries not Classified	4,157	186	0.29%	2,501	3.95%	1,395	2.20%	75	0.12%

Industries for Minority Groups in the Honolulu, HI 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	\$12,032,842	\$30,359	0.07%	\$11,864,805	27.25%	\$167,744	0.39%	\$19,059	0.04%
Agricultural services, forestry, fishing, mining	No Data	No Data	No Data	\$123,800	0.28%	No Data	No Data	No Data	No Data
Construction industries	No Data	No Data	No Data	\$1,829,223	4.20%	\$33,467	0.08%	No Data	No Data
Manufacturing	No Data	No Data	No Data	\$372,842	0.86%	No Data	No Data	No Data	No Data
Transportation, communications, utilities	No Data	No Data	No Data	\$614,539	1.41%	\$8,905	0.02%	No Data	No Data
Wholesale trade	No Data	No Data	No Data	\$1,650,754	3.79%	No Data	No Data	No Data	No Data
Retail trade	No Data	No Data	No Data	\$3,529,985	8.11%	\$17,810	0.04%	No Data	No Data
Finance, insurance and real estate industries	No Data	No Data	No Data	\$1,127,746	2.59%	\$5,044	0.01%	No Data	No Data
Service industries	No Data	\$13,316	0.03%	\$2,527,152	5.80%	\$22,303	0.05%	No Data	No Data
Industries not Classified	No Data	No Data	No Data	\$88,764	0.20%	\$40,995	0.09%	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