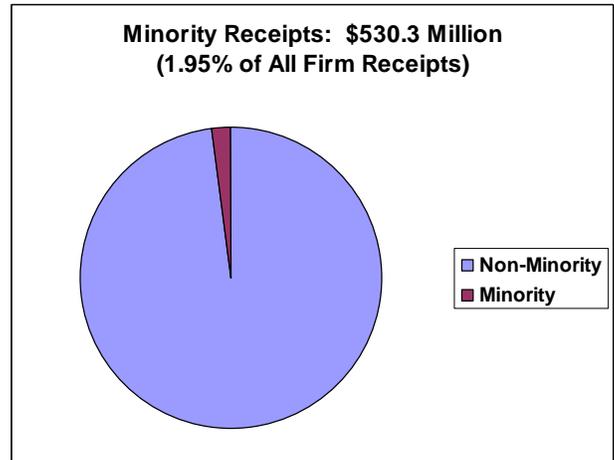


Demographic and Business Statistics

- 1997 Total Population: 425,335 persons
- 1997 Total Minority Population: 188,637 persons
- All firms in region: 31,772 firms
- Annual sales of all firms in region: \$27.2 billion
- Total minority-owned firms: 5,527 firms
- Annual sales of minority-owned firms in region: \$530.3 million
- Total African American-owned firms: 4,940 firms
- Annual sales of African American-owned firms: \$283.5 million
- Asian & Pacific Islander-owned Firms: 387 firms
- Annual sales of Asian & Pacific Islander-owned firms: \$216.7 million
- Hispanic-owned Firms : 176 firms
- Annual sales of Hispanic-owned firms: \$23.3 million
- American Indian & Alaska Natives-owned Firms: No Data
- Annual sales of Asian & Pacific Islander-owned firms: No Data

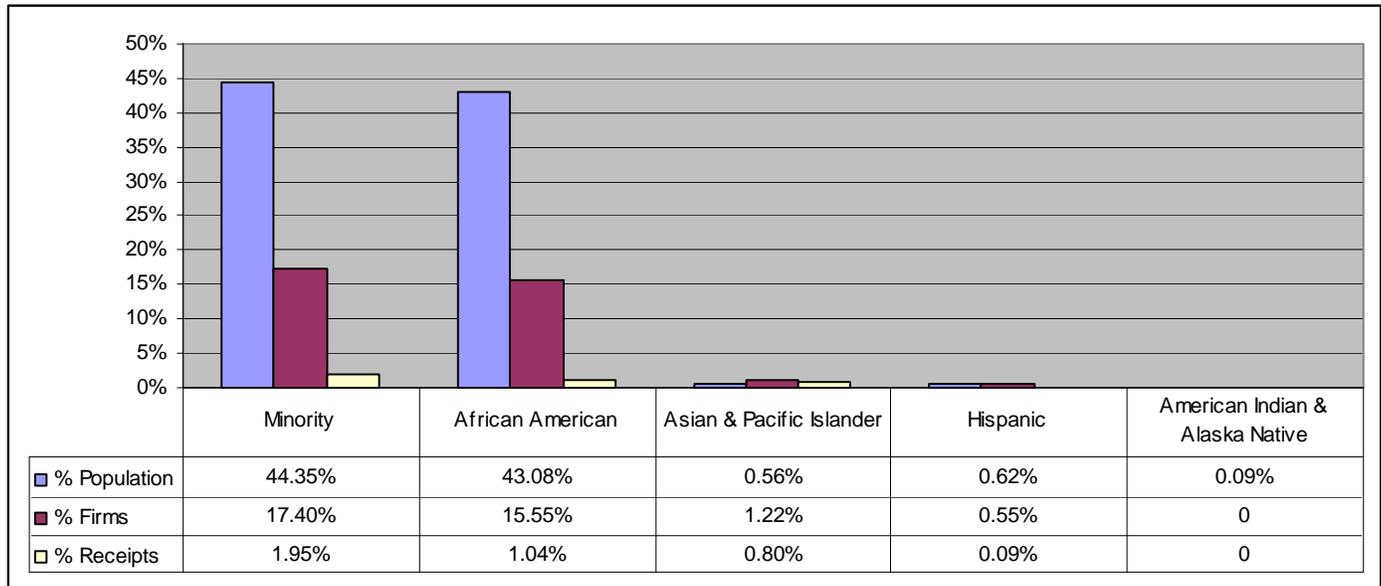


Business Participation¹

Group	MSA BPR: Jackson	National BPR
All	75	78
Non-Minority	111	91
Minority	29	42
African American	27	24
Asian & Pacific Islander	162	90
Hispanic	67	41
American Indian & Alaska Native	No Data	85

Parity²:

In the Jackson, MS 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 Jackson, MS 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	31,772		\$27,166,167		179,553		\$4,323,391	
Agricultural services, forestry, fishing, and mining	1,270	4.00%	No Data	No Data	1,000 to 2,499	No Data	No Data	No Data
Construction industries	3,488	10.98%	\$1,612,178	5.93%	10,000 to 24,999	No Data	No Data	No Data
Manufacturing	803	2.53%	\$4,057,223	14.93%	20,649	11.50%	\$558,748	12.92%
Transportation, communications, and utilities	1,259	3.96%	\$2,869,099	10.56%	14,689	8.18%	\$521,573	12.06%
Wholesale trade	1,451	4.57%	\$5,635,533	20.74%	14,117	7.86%	\$440,405	10.19%
Retail trade	4,337	13.65%	\$4,454,281	16.40%	41,216	22.95%	\$573,568	13.27%
Finance, insurance and real estate industries	4,150	13.06%	\$4,488,357	16.52%	15,122	8.42%	\$494,208	11.43%
Service industries	12,758	40.15%	\$3,699,981	13.62%	60,851	33.89%	\$1,396,864	32.31%
Industries not Classified	2,348	7.39%	No Data	No Data	36	0.02%	\$903	0.02%

Industries for Minority Groups in the Jackson, MS 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	5,527	4,940	89.38%	387	7.00%	176	3.18%	No Data	No Data
Agricultural services, forestry, fishing, and mining	No Data	64	1.16%	No Data	No Data	15	0.27%	No Data	No Data
Construction industries	No Data	521	9.43%	No Data	No Data	29	0.52%	No Data	No Data
Manufacturing	No Data	178	3.22%	2	0.04%	5	0.09%	No Data	No Data
Transportation, communications, and utilities	No Data	302	5.46%	No Data	No Data	22	0.40%	No Data	No Data
Wholesale trade	No Data	46	0.83%	2	0.04%	5	0.09%	No Data	No Data
Retail trade	No Data	614	11.11%	127	2.30%	13	0.24%	No Data	No Data
Finance, insurance and real estate industries	No Data	295	5.34%	29	0.52%	No Data	No Data	No Data	No Data
Service industries	No Data	2,338	42.30%	184	3.33%	72	1.30%	No Data	No Data
Industries not Classified	No Data	582	10.53%	44	0.80%	14	0.25%	No Data	No Data

Industries for Minority Groups in the Jackson, MS 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	\$530,291	\$283,453	53.45%	\$216,704	40.87%	\$23,279	4.39%	No Data	No Data
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	\$57,789	10.90%	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, and utilities	No Data	\$29,745	5.61%	No Data	No Data	\$2,842	0.54%	No Data	No Data
Wholesale trade	No Data	\$1,524	0.29%	No Data	No Data	No Data	No Data	No Data	No Data
Retail trade	No Data	\$55,045	10.38%	\$74,942	14.13%	No Data	No Data	No Data	No Data
Finance, insurance and real estate industries	No Data	\$17,518	3.30%	\$5,714	1.08%	No Data	No Data	No Data	No Data
Service industries	No Data	\$98,138	18.51%	\$30,737	5.80%	No Data	No Data	No Data	No Data
Industries not Classified	No Data	No Data	No Data	No Data	No Data	No Data	No Data	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.

