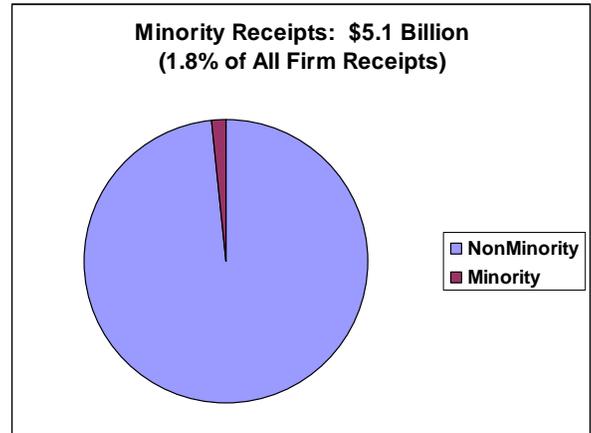


Demographic and Business Statistics

- 1997 Total Population: 4,351,390 persons
- Total Firms: 295,679 firms
- Annual sales of all firms in the State: \$285.0 billion
- 1997 Total Minority Population: 1,568,591 persons
- Total Minority-Owned Firms: 41,734 firms
- Annual sales of Minority-owned firms in State: \$5.1billion
- Total African American-owned firms: 25,782 firms
- Annual sales from African American-owned firms: \$1.9 billion
- Asian & Pacific Islander-owned firms: 6,490 firms
- Annual sales of Asian & Pacific Islander-owned firms: \$1.4 billion
- Hispanic-owned Firms : 6,645 firms
- Annual sales of Hispanic-owned firms: \$1.3 billion
- American Indian & Alaska Natives-owned firms: 3,230 firms
- Annual sales of American Indian & Alaska Natives-owned firms: \$561.2 million

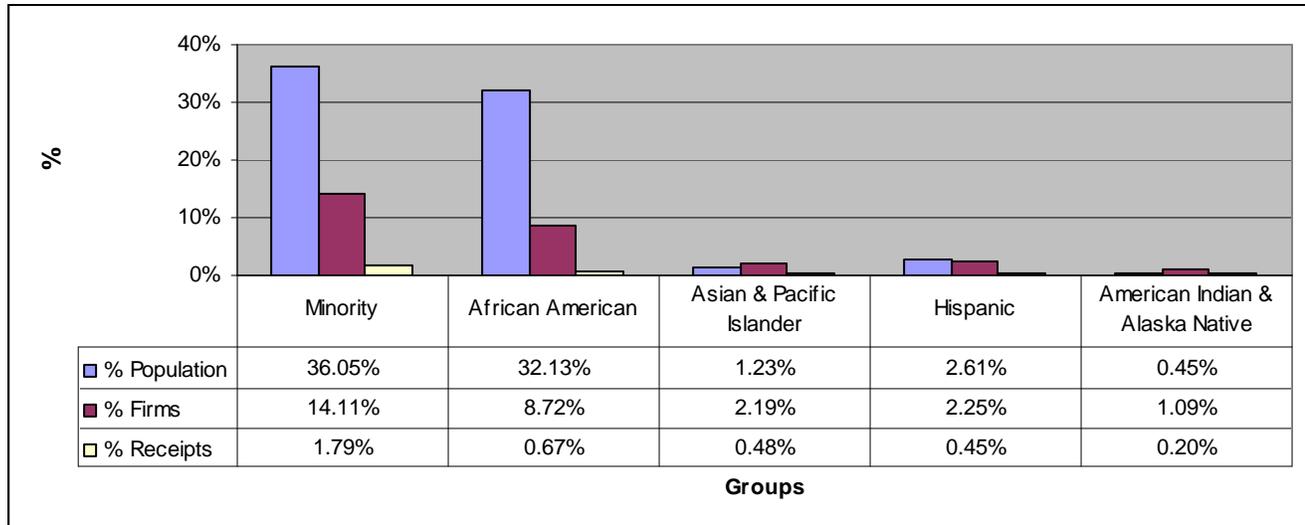


Business Participation¹

Group	State BPR: Louisiana	National BPR
All	76	78
Non-Minority	93	91
Minority	39	42
African American	24	24
Asian & Pacific Islander	92	90
Hispanic	23	41
American Indian & Alaska Native	147	85

Parity²:

In the State of Louisiana, Asian & Pacific Islanders and American Indian & Alaska Natives have achieved parity, in terms of population size and business ownership. (See below chart). 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 State of Louisiana

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	295,679		\$285,022,192		1,474,855		36,288,317	
Agricultural services, forestry, fishing, mining	11,387	3.85%	\$958,464	0.34%	8,108	0.55%	145,169	0.40%
Construction industries	32,593	11.02%	\$12,671,870	4.45%	110,218	7.47%	3,045,948	8.39%
Manufacturing	7,809	2.64%	\$81,998,734	28.77%	178,656	12.11%	6,507,835	17.93%
Transportation, communications, and utilities	15,702	5.31%	\$20,217,482	7.09%	108,046	7.33%	3,538,474	9.75%
Wholesale trade	10,654	3.60%	\$49,759,938	17.46%	89,221	6.05%	2,714,568	7.48%
Retail trade	41,129	13.91%	\$38,387,203	13.47%	342,584	23.23%	4,249,635	11.71%
Finance, insurance and real estate industries	29,074	9.83%	\$19,133,769	6.71%	83,614	5.67%	2,516,661	6.94%
Service industries	120,719	40.83%	\$32,854,983	11.53%	491,408	33.32%	10,773,919	29.69%
Industries not Classified	21,394	7.24%	\$598,229	0.21%	378	0.03%	6,411	0.02%

Industries for Minority Groups in the State of Louisiana (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	41,734	25,782	61.78%	6,490	15.55%	6,645	15.92%	3,230	7.74%
Agricultural services, forestry, fishing, and mining	2,213	737	1.77%	943	2.26%	182	0.44%	360	0.86%
Construction industries	4,172	2,828	6.78%	95	0.23%	901	2.16%	406	0.97%
Manufacturing	606	390	0.93%	72	0.17%	117	0.28%	75	0.18%
Transportation, communications, and utilities	3,273	2,736	6.56%	131	0.31%	329	0.79%	123	0.29%
Wholesale trade	552	213	0.51%	137	0.33%	173	0.41%	47	0.11%
Retail trade	5,439	2,951	7.07%	1,784	4.27%	508	1.22%	212	0.51%
Finance, insurance and real estate industries	1,609	1,119	2.68%	151	0.36%	290	0.69%	83	0.20%
Service industries	18,509	12,595	30.18%	2,641	6.33%	2,893	6.93%	682	1.63%
Industries not Classified	5,267	2,197	5.26%	523	1.25%	1,221	2.93%	1,208	2.89%

Industries for Minority Groups in the State of Louisiana (Sales)

	Minority Sales ⁱⁱ	African American	% of Minority Sales	Asian & Pacific Islander	% of All Minority Sales	Hispanic	% of All Minority Sales	American Indian	% of Minority Sales
All industries	\$5,104,762	\$1,917,295	37.56%	\$1,372,933	26.90%	\$1,282,958	25.13%	\$561,178	10.99%
Agricultural services, forestry, fishing, mining	\$77,479	No Data	No Data	No Data	No Data	No Data	No Data	\$6,148	0.12%
Construction industries	\$515,663	\$252,553	4.95%	No Data	No Data	\$125,543	2.46%	\$110,422	2.16%
Manufacturing	\$319,113	\$63,583	1.25%	\$55,922	1.10%	\$187,116	3.67%	\$66,495	1.30%
Transportation, communications, utilities	\$436,312	\$315,070	6.17%	No Data	No Data	\$53,498	1.05%	\$35,014	0.69%
Wholesale trade	\$768,419	\$97,087	1.90%	\$278,736	5.46%	\$373,795	7.32%	\$18,990	0.37%
Retail trade	\$1,155,301	\$332,308	6.51%	\$387,589	7.59%	\$226,544	4.44%	\$213,057	4.17%
Finance, insurance and real estate industries	\$141,995	\$67,426	1.32%	\$40,774	0.80%	No Data	No Data	\$10,159	0.20%
Service industries	\$1,445,273	\$741,922	14.53%	\$453,867	8.89%	\$207,242	4.06%	\$48,371	0.95%
Industries not Classified	\$231,526	\$37,705	0.74%	No Data	No Data	\$67,391	1.32%	\$43,545	0.85%

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