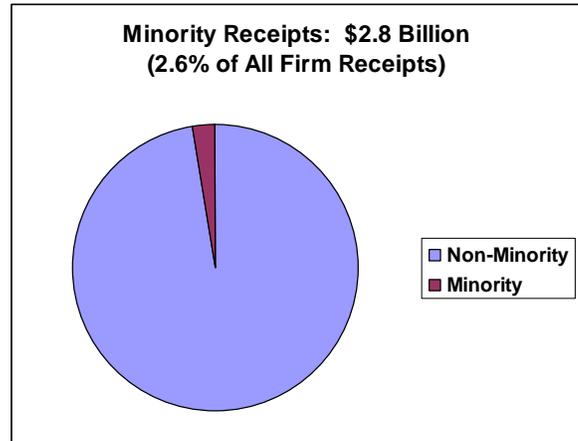


Demographic and Business Statistics

- 1997 Total Population: 1,467,552 persons
- 1997 Total Minority Population: 399,112 persons
- All firms in region: 126,014
- Annual sales of all firms in region: \$108.0 billion
- Total minority-owned firms: 21,082
- Annual sales of minority-owned firms: \$2.8 billion
- Total African American-owned firms: 4,858
- Annual sales of African American-owned firms: \$418.3 million
- Asian & Pacific Islander-owned Firms: 5,679
- Annual sales of Asian & Pacific Islander-owned firms: \$1.3 million
- Hispanic-owned Firms : 10,541
- Annual sales of Hispanic-owned firms: \$963.4 million
- American Indian & Alaska Natives-owned Firms: 783
- Annual sales of Asian & Pacific Islander-owned firms: \$113.8 million

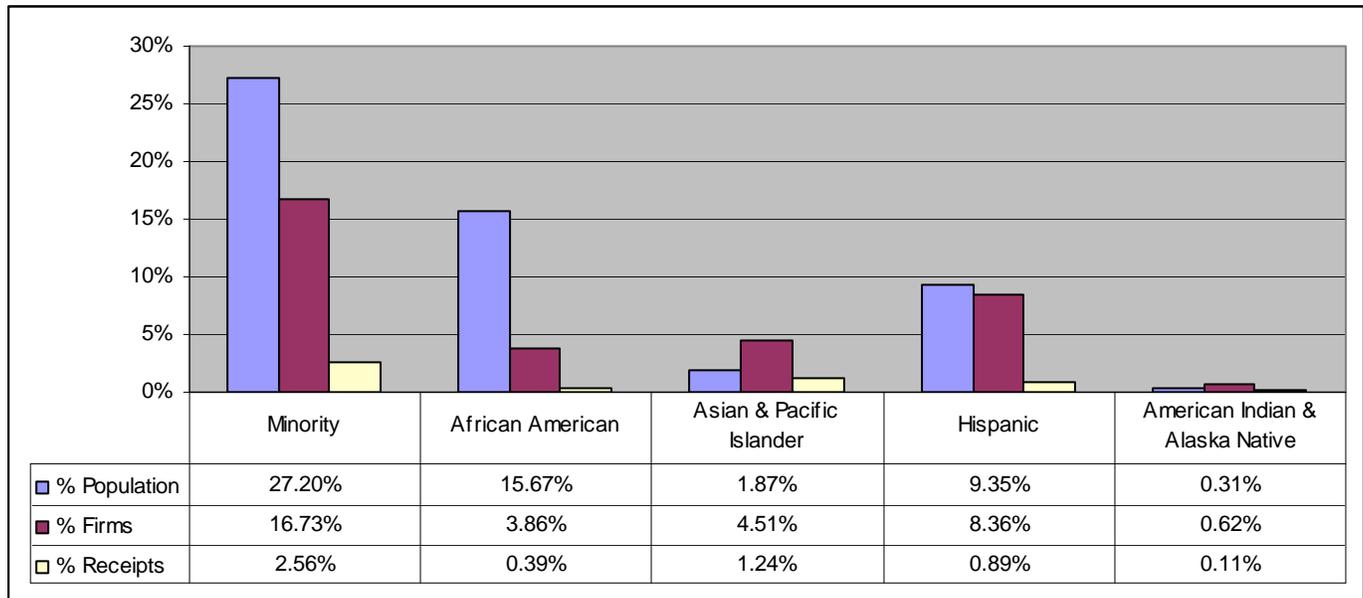


Business Participation¹

Group	MSA BPR: Orlando	National BPR
All	86	78
Non-Minority	98	91
Minority	53	42
African American	21	24
Asian & Pacific Islander	207	90
Hispanic	77	41
American Indian & Alaska Native	172	85

Parity²:

In the Orlando, FL MSA, the Asian & Pacific Islander group and the American Indian & Alaska Native group has achieved parity, in terms of population size and business ownership. In terms of population size and annual receipts, no groups have 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 Orlando, FL 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	126,014		\$108,039,019		686,503		\$16,943,550	
Agricultural services, forestry, fishing, mining	3,244	2.57%	\$551,085	0.51%	7,737	1.13%	\$141,797	0.84%
Construction industries	13,305	10.56%	\$7,999,412	7.40%	43,108	6.28%	\$1,215,307	7.17%
Manufacturing	3,004	2.38%	\$9,165,774	8.48%	55,410	8.07%	\$1,985,390	11.72%
Transportation, communications, utilities	6,231	4.94%	\$7,849,576	7.27%	38,278	5.58%	\$1,263,439	7.46%
Wholesale trade	6,082	4.83%	\$31,096,117	28.78%	43,026	6.27%	\$1,398,855	8.26%
Retail trade	16,289	12.93%	\$18,653,403	17.27%	158,783	23.13%	\$2,250,243	13.28%
Finance, insurance and real estate industries	15,904	12.62%	\$11,216,786	10.38%	46,408	6.76%	\$1,478,211	8.72%
Service industries	52,964	42.03%	\$21,169,130	19.59%	293,572	42.76%	\$7,205,562	42.53%
Industries not Classified	9,323	7.40%	\$337,736	0.31%	181	0.03%	\$4,746	0.03%

Industries for Minority Groups in the Orlando, FL 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	21,082	4,858	23.04%	5,679	26.94%	10,541	50.00%	783	3.71%
Agricultural services, forestry, fishing, and mining	329	170	0.81%	2	0.01%	147	0.70%	10	0.05%
Construction industries	1,802	454	2.15%	84	0.40%	1,132	5.37%	132	0.63%
Manufacturing	357	54	0.26%	89	0.42%	189	0.90%	25	0.12%
Transportation, communications, and utilities	2,088	614	2.91%	202	0.96%	1,235	5.86%	37	0.18%
Wholesale trade	251	9	0.04%	134	0.64%	84	0.40%	24	0.11%
Retail trade	No Data	510	2.42%	1,209	5.73%	1,453	6.89%	No Data	No Data
Finance, insurance and real estate industries	No Data	88	0.42%	270	1.28%	724	3.43%	No Data	No Data
Service industries	8,772	2,527	11.99%	1,879	8.91%	4,309	20.44%	57	0.27%
Industries not Classified	3,983	432	2.05%	1,811	8.59%	1,270	6.02%	470	2.23%

Industries for Minority Groups in the Orlando, FL 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	\$2,762,205	\$418,334	15.14%	\$1,341,963	48.58%	\$963,357	34.88%	\$113,847	4.12%
Agricultural services, forestry, fishing, mining	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
Construction industries	\$403,327	\$64,637	2.34%	\$90,927	3.29%	\$202,224	7.32%	\$45,539	1.65%
Manufacturing	No Data	No Data	No Data	\$49,982	1.81%	\$24,939	0.90%	No Data	No Data
Transportation, communications, utilities	No Data	\$94,710	3.43%	No Data	No Data	\$60,805	2.20%	No Data	No Data
Wholesale trade	No Data	No Data	No Data	\$84,488	3.06%	No Data	No Data	No Data	No Data
Retail trade	No Data	\$55,859	2.02%	\$429,115	15.54%	\$183,864	6.66%	No Data	No Data
Finance, insurance and real estate industries	No Data	No Data	No Data	\$32,602	1.18%	\$25,452	0.92%	No Data	No Data
Service industries	\$917,915	\$139,352	5.04%	\$402,610	14.58%	\$355,482	12.87%	\$20,471	0.74%
Industries not Classified	No Data	No Data	No Data	\$239,850	8.68%	No Data	No Data	\$20,421	0.74%

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