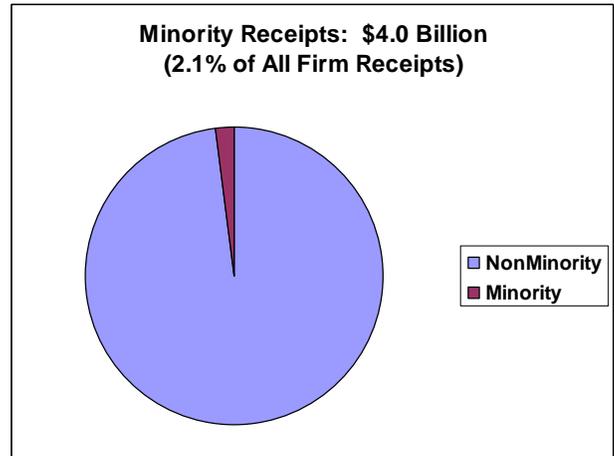


Demographic and Business Statistics

- 1997 Total Population: 2,834,494 persons
- 1997 Total Minority Population: 463,613 persons
- All firms in region: 212,077
- Annual sales of all firms in region: \$190.8 billion
- Total minority-owned firms: 23,946
- Annual sales of minority-owned firms: \$4.0 billion
- Total African American-owned firms: 2,507
- Annual sales of African American-owned firms: \$253.7 million
- Asian & Pacific Islander-owned Firms: 4,890
- Annual sales of Asian & Pacific Islander-owned firms: \$1.5 billion
- Hispanic-owned Firms : 15,412
- Annual sales of Hispanic-owned firms: \$1.9 billion
- American Indian & Alaska Natives-owned Firms: 1,992
- Annual sales of Asian & Pacific Islander-owned firms: \$330.1 million

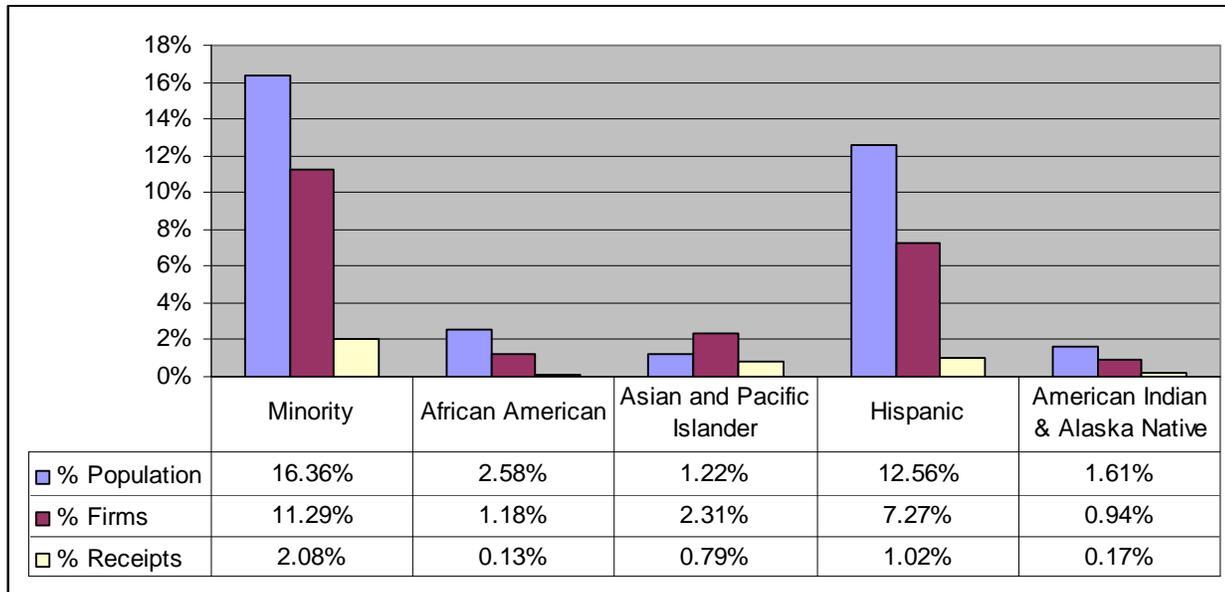


Business Participation¹

Group	MSA BPR: Phoenix-Mesa	National BPR
All	75	78
Non-Minority	106	91
Minority	52	42
African American	34	24
Asian & Pacific Islander	142	90
Hispanic	43	41
American Indian & Alaska Native	44	85

Parity²:

In the Phoenix—Mesa, AZ MSA, Asian & Pacific Islanders 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 Phoenix-Mesa, AZ 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	212,077		\$190,820,069		1,202,340		\$31,776,232	
Agricultural services, forestry, fishing, mining	4,856	2.29%	\$1,321,833	0.69%	16,058	1.34%	\$411,357	1.29%
Construction industries	18,029	8.50%	\$15,876,851	8.32%	99,648	8.29%	\$2,829,611	8.90%
Manufacturing	6,751	3.18%	\$36,404,753	19.08%	163,458	13.59%	\$6,164,717	19.40%
Transportation, communications, utilities	7,778	3.67%	\$11,841,710	6.21%	77,329	6.43%	\$2,398,213	7.55%
Wholesale trade	9,583	4.52%	\$42,428,179	22.23%	73,972	6.15%	\$2,671,536	8.41%
Retail trade	26,091	12.30%	\$31,786,583	16.66%	247,850	20.61%	\$3,860,736	12.15%
Finance, insurance and real estate industries	30,779	14.51%	\$22,836,017	11.97%	89,071	7.41%	\$3,100,206	9.76%
Service industries	95,232	44.90%	\$27,845,208	14.59%	434,198	36.11%	\$10,333,516	32.52%
Industries not Classified	13,494	6.36%	\$478,935	0.25%	756	0.06%	\$6,340	0.02%

Industries for Minority Groups in the Phoenix-Mesa, AZ 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	24,801	2,507	10.47%	4,890	20.42%	15,412	64.36%	1,992	8.32%
Agricultural services, forestry, fishing, and mining	826	11	0.05%	86	0.36%	668	2.79%	61	0.25%
Construction industries	2,174	125	0.52%	85	0.35%	1,704	7.12%	260	1.09%
Manufacturing	592	25	0.10%	119	0.50%	364	1.52%	84	0.35%
Transportation, communications, and utilities	1,005	186	0.78%	92	0.38%	678	2.83%	49	0.20%
Wholesale trade	544	47	0.20%	168	0.70%	296	1.24%	33	0.14%
Retail trade	4,110	233	0.97%	1,195	4.99%	2,414	10.08%	268	1.12%
Finance, insurance and real estate industries	1,460	210	0.88%	395	1.65%	793	3.31%	62	0.26%
Service industries	11,539	1,460	6.10%	2,472	10.32%	6,987	29.18%	620	2.59%
Industries not Classified	2,552	209	0.87%	278	1.16%	1,510	6.31%	555	2.32%

Industries for Minority Groups in the Phoenix-Mesa, AZ 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	\$4,028,868	\$253,695	6.40%	\$1,500,951	37.85%	\$1,943,940	49.03%	\$330,102	8.33%
Agricultural services, forestry, fishing, mining	No Data	No Data	No Data	No Data	No Data	\$49,180	1.24%	No Data	No Data
Construction industries	\$618,603	\$15,558	0.39%	\$27,976	0.71%	\$465,029	11.73%	\$110,040	2.78%
Manufacturing	No Data	No Data	No Data	\$74,392	1.88%	\$256,441	6.47%	No Data	No Data
Transportation, communications, utilities	No Data	No Data	No Data	No Data	No Data	\$44,622	1.13%	\$63,844	1.61%
Wholesale trade	No Data	No Data	No Data	\$587,409	14.81%	\$179,796	4.53%	\$28,166	0.71%
Retail trade	\$904,316	\$47,782	1.21%	\$423,444	10.68%	\$396,992	10.01%	\$36,098	0.91%
Finance, insurance and real estate industries	\$149,612	\$15,075	0.38%	\$36,588	0.92%	\$82,458	2.08%	\$15,491	0.39%
Service industries	\$895,902	\$128,204	3.23%	\$298,134	7.52%	\$419,746	10.59%	\$49,818	1.26%
Industries not Classified	No Data	No Data	No Data	\$20,170	0.51%	\$49,675	1.25%	\$11,904	0.30%

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