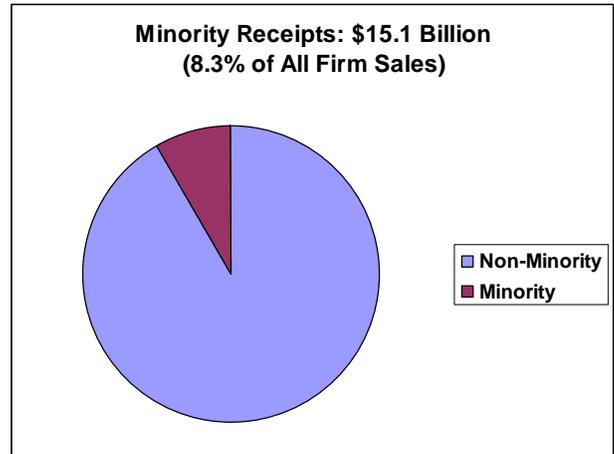


**Demographic and Business Statistics**

- 1997 Total Population: 1,863,820 persons
- 1997 Total Minority Population: 860,647 persons
- All firms in region: 197,461
- Annual sales of all firms in region: \$181.1 billion
- Total minority-owned firms: 54,724
- Annual sales of minority-owned firms: \$15.1 billion
- Total African American-owned firms: 4,423
- Annual sales of African American-owned firms: \$760.3 million
- Asian & Pacific Islander-owned Firms: 35,427
- Annual sales of Asian & Pacific Islander-owned firms: \$12.5 billion
- Hispanic-owned Firms : 14,712
- Annual sales of Hispanic-owned firms: \$1.8 billion
- American Indian & Alaska Natives-owned Firms: 821
- Annual sales of Asian & Pacific Islander-owned firms: \$123.9 million

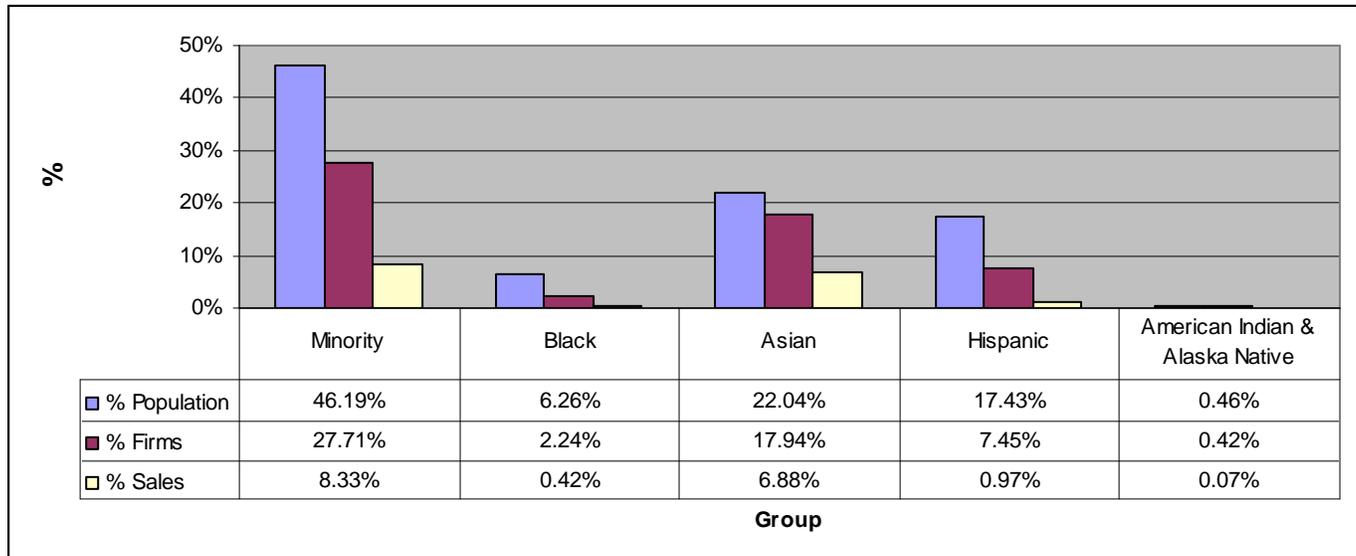


**Business Participation<sup>1</sup>**

| Group                           | MSA BPR:<br>San Francisco | National<br>BPR |
|---------------------------------|---------------------------|-----------------|
| All                             | 106                       | 78              |
| Non-Minority                    | 142                       | 91              |
| Minority                        | 64                        | 42              |
| African American                | 38                        | 24              |
| Asian & Pacific Islander        | 86                        | 90              |
| Hispanic                        | 45                        | 41              |
| American Indian & Alaska Native | 95                        | 85              |

**Parity<sup>2</sup>:**

In the San Francisco, CA 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).



<sup>1</sup> 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

<sup>2</sup> 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 San Francisco, CA 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 |
|--|-----------------------|----------------|------------------------------|-------------------------------|----------------|-------------------------------|--------------------------|-----------------------------|
| <b>All industries</b>                            | <b>197,461</b>        |                | <b>\$181,053,454</b>         |                               | <b>917,897</b> |                               | <b>\$36,459,357</b>      |                             |
| Agricultural services, forestry, fishing, mining | 3,214                 | 1.63%          | \$727,563                    | 0.40%                         | 6,754          | 0.74%                         | \$244,717                | 0.67%                       |
| Construction industries                          | 13,112                | 6.64%          | \$9,302,891                  | 5.14%                         | 37,808         | 4.12%                         | \$1,594,301              | 4.37%                       |
| Manufacturing                                    | 5,653                 | 2.86%          | \$14,790,666                 | 8.17%                         | 84,991         | 9.26%                         | \$3,659,627              | 10.04%                      |
| Transportation, communications, utilities        | 6,531                 | 3.31%          | \$15,869,108                 | 8.76%                         | 66,342         | 7.23%                         | \$2,960,734              | 8.12%                       |
| Wholesale trade                                  | 8,094                 | 4.10%          | \$30,489,080                 | 16.84%                        | 50,757         | 5.53%                         | \$2,423,178              | 6.65%                       |
| Retail trade                                     | 20,646                | 10.46%         | \$20,213,966                 | 11.16%                        | 171,967        | 18.73%                        | \$3,084,289              | 8.46%                       |
| Finance, insurance and real estate industries    | 23,643                | 11.97%         | \$46,852,950                 | 25.88%                        | 124,836        | 13.60%                        | \$7,983,950              | 21.90%                      |
| Service industries                               | 106,581               | 53.98%         | \$42,209,873                 | 23.31%                        | 374,131        | 40.76%                        | \$14,501,376             | 39.77%                      |
| Industries not Classified                        | 10,392                | 5.26%          | \$597,357                    | 0.33%                         | 311            | 0.03%                         | \$7,185                  | 0.02%                       |

## Industries for Minority Groups in the San Francisco, CA MSA (Firms)

|  | Minority Firms <sup>i</sup> | African American | % of All Minority Firms | Asian & Pacific Islander | % of All Minority Firms | Hispanic      | % of All Minority Firms | American Indian | % of All Minority Firms |
|--|-----------------------------|------------------|-------------------------|--------------------------|-------------------------|---------------|-------------------------|-----------------|-------------------------|
| <b>All industries</b>                                | <b>55,383</b>               | <b>4,423</b>     | <b>8.08%</b>            | <b>35,427</b>            | <b>64.74%</b>           | <b>14,712</b> | <b>26.88%</b>           | <b>821</b>      | <b>1.50%</b>            |
| Agricultural services, forestry, fishing, and mining | No Data                     | No Data          | No Data                 | 333                      | 0.61%                   | 521           | 0.95%                   | 89              | 0.16%                   |
| Construction industries                              | 3,548                       | 114              | 0.21%                   | 1,702                    | 3.11%                   | 1,709         | 3.12%                   | 23              | 0.04%                   |
| Manufacturing  | 1,034                       | 39               | 0.07%                   | 650                      | 1.19%                   | 317           | 0.58%                   | 28              | 0.05%                   |
| Transportation, communications, and utilities        | No Data                     | 91               | 0.17%                   | 1,719                    | 3.14%                   | 736           | 1.34%                   | No Data         | No Data                 |
| Wholesale trade                                      | 2,929                       | 34               | 0.06%                   | 2,667                    | 4.87%                   | 205           | 0.37%                   | 23              | 0.04%                   |
| Retail trade   | 6,841                       | 100              | 0.18%                   | 5,676                    | 10.37%                  | 1,048         | 1.92%                   | 17              | 0.03%                   |
| Finance, insurance and real estate industries        | 3,418                       | 118              | 0.22%                   | 2,574                    | 4.70%                   | 718           | 1.31%                   | 8               | 0.01%                   |
| Service industries                                   | 28,261                      | 3,066            | 5.60%                   | 17,391                   | 31.78%                  | 7,682         | 14.04%                  | 122             | 0.22%                   |
| Industries not Classified                            | 5,870                       | 860              | 1.57%                   | 2,721                    | 4.97%                   | 1,777         | 3.25%                   | 512             | 0.94%                   |

## Industries for Minority Groups in the San Francisco, CA MSA (Sales in 1,000s)

|  | Minority Sales <sup>ii</sup> | African American | % of All Minority Sales | Asian & Pacific Islander | % of All Minority Sales | Hispanic           | % of All Minority Sales | American Indian  | % of All Minority Sales |
|--|------------------------------|------------------|-------------------------|--------------------------|-------------------------|--------------------|-------------------------|------------------|-------------------------|
| <b>All industries</b>                            | <b>\$15,096,636</b>          | <b>\$760,358</b> | <b>5.04%</b>            | <b>\$12,456,194</b>      | <b>82.61%</b>           | <b>\$1,756,203</b> | <b>11.65%</b>           | <b>\$123,881</b> | <b>0.82%</b>            |
| Agricultural services, forestry, fishing, mining | No Data                      | No Data          | No Data                 | \$13,291                 | 0.09%                   | \$22,973           | 0.15%                   | \$1,548          | 0.01%                   |
| Construction industries                          | No Data                      | \$36,841         | 0.24%                   | \$305,667                | 2.03%                   | \$483,431          | 3.21%                   | D                | No Data                 |
| Manufacturing                                    | No Data                      | No Data          | No Data                 | \$695,586                | 4.61%                   | \$71,270           | 0.47%                   | D                | No Data                 |
| Transportation, communications, utilities        | No Data                      | \$8,200          | 0.05%                   | \$198,945                | 1.32%                   | \$86,099           | 0.57%                   | No Data          | No Data                 |
| Wholesale trade                                  | No Data                      | No Data          | No Data                 | \$3,653,840              | 24.23%                  | \$38,072           | 0.25%                   | D                | No Data                 |
| Retail trade                                     | No Data                      | \$2,580          | 0.02%                   | \$1,461,987              | 9.70%                   | \$338,518          | 2.25%                   | D                | No Data                 |
| Finance, insurance and real estate industries    | No Data                      | \$44,769         | 0.30%                   | \$752,260                | 4.99%                   | \$149,520          | 0.99%                   | D                | No Data                 |
| Service industries                               | No Data                      | \$145,171        | 0.96%                   | \$5,203,747              | 34.51%                  | \$472,839          | 3.14%                   | D                | No Data                 |
| Industries not Classified                        | \$784,377                    | \$489,945        | 3.25%                   | \$170,871                | 1.13%                   | \$93,481           | 0.62%                   | \$30,080         | 0.20%                   |

<sup>i</sup> 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 Sales<sup>ii</sup> figure does not reflect official Bureau of the Census minority sales estimates as reported in the 1997 Survey of Minority-Owned Business Enterprise