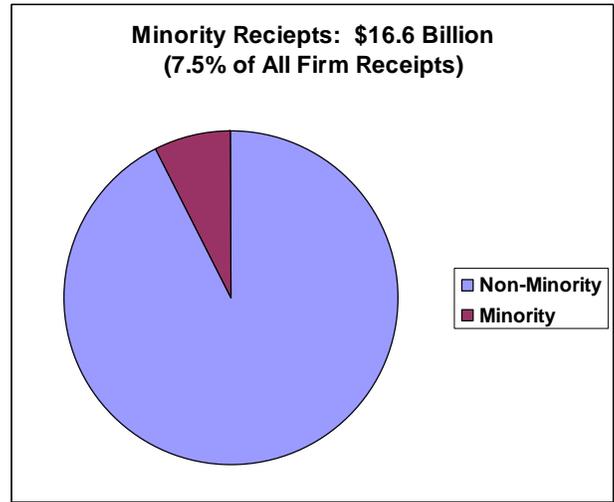


# The State of Minority Business in the San Jose, CA MSA

Note: Coincides with Santa Clara County, CA

## Demographic and Business Statistics

- 1997 Total Population: 1,621,660 persons
- 1997 Total Minority Population: 798,595 persons
- All firms in region: 133,489
- Annual sales of all firms in region: \$220.1 billion
- Total minority-owned firms: 40,394
- Annual sales of minority-owned firms: \$16.6 billion
- Total African American-owned firms: 1,665
- Annual sales of African American-owned firms: \$151.1 million
- Asian & Pacific Islander-owned Firms: 26,477
- Annual sales of Asian & Pacific Islander-owned firms: \$11.5 billion
- Hispanic-owned Firms : 12,927
- Annual sales of Hispanic-owned firms: \$4.9 billion
- American Indian & Alaska Natives-owned Firms: 794
- Annual sales of Asian & Pacific Islander-owned firms: \$178.8 million

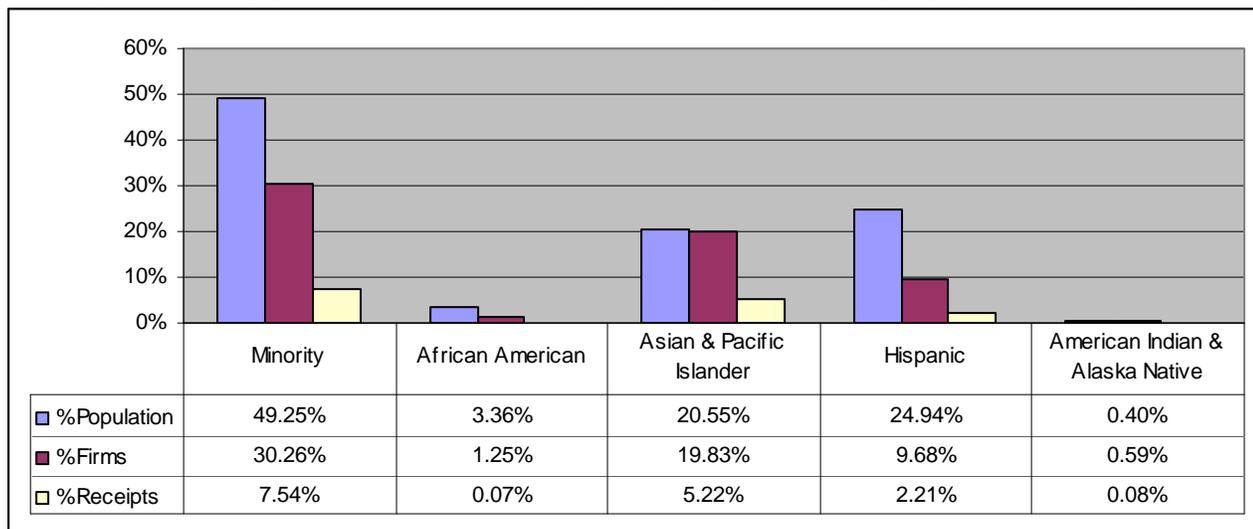


## Business Participation<sup>1</sup>

Group	MSA BPR: San Jose	National BPR
All	82	78
Non-Minority	113	91
Minority	51	42
African American	31	24
Asian & Pacific Islander	79	90
Hispanic	32	41
American Indian & Alaska Native	121	85

## Parity<sup>2</sup>:

In the San Jose, CA MSA, 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 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 Jose, 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>133,489</b>		<b>\$220,130,952</b>		<b>913,472</b>		<b>\$40,588,276</b>	
Agricultural services, forestry, fishing, mining	2,549	1.91%	\$427,095	0.19%	5,940	0.65%	\$129,043	0.32%
Construction industries	8,423	6.31%	\$7,422,513	3.37%	39,151	4.29%	\$1,632,958	4.02%
Manufacturing	5,920	4.43%	\$74,228,264	33.72%	288,726	31.61%	\$16,739,601	41.24%
Transportation, communications, utilities	3,723	2.79%	\$4,548,844	2.07%	26,214	2.87%	\$976,782	2.41%
Wholesale trade	6,085	4.56%	\$70,194,147	31.89%	76,423	8.37%	\$4,579,599	11.28%
Retail trade	15,836	11.86%	\$18,570,287	8.44%	131,522	14.40%	\$2,233,781	5.50%
Finance, insurance and real estate industries	14,391	10.78%	\$10,052,916	4.57%	31,205	3.42%	\$1,269,777	3.13%
Service industries	69,817	52.30%	\$34,293,223	15.58%	314,034	34.38%	\$13,020,991	32.08%
Industries not Classified	7,052	5.28%	\$393,663	0.18%	257	0.03%	\$5,744	0.01%

## Industries for Minority Groups in the San Jose, 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>41,863</b>	<b>1,665</b>	<b>4.12%</b>	<b>26,477</b>	<b>65.55%</b>	<b>12,927</b>	<b>32.00%</b>	<b>794</b>	<b>1.97%</b>
Agricultural services, forestry, fishing, and mining	956	4	0.01%	358	0.89%	559	1.38%	35	0.09%
Construction industries	No Data	64	0.16%	411	1.02%	1,087	2.69%	No Data	No Data
Manufacturing	1,462	81	0.20%	989	2.45%	383	0.95%	9	0.02%
Transportation, communications, and utilities	No Data	No Data	No Data	1,009	2.50%	No Data	No Data	12	0.03%
Wholesale trade	No Data	19	0.05%	1,655	4.10%	No Data	No Data	1	0.00%
Retail trade	4,631	25	0.06%	3,145	7.79%	1,455	3.60%	6	0.01%
Finance, insurance and real estate industries	4,002	82	0.20%	2,795	6.92%	1,104	2.73%	21	0.05%
Service industries	22,144	1,227	3.04%	14,230	35.23%	6,592	16.32%	95	0.24%
Industries not Classified	No Data	No Data	No Data	1,893	4.69%	1,167	2.89%	548	1.36%

## Industries for Minority Groups in the San Jose, 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>\$16,683,566</b>	<b>\$151,107</b>	<b>0.91%</b>	<b>\$11,485,048</b>	<b>69.20%</b>	<b>\$4,868,656</b>	<b>29.33%</b>	<b>\$178,755</b>	<b>1.08%</b>
Agricultural services, forestry, fishing, mining	No Data	No Data	No Data	No Data	No Data	\$20,805	0.13%	No Data	No Data
Construction industries	No Data	\$14,773	0.09%	No Data	No Data	\$521,293	3.14%	No Data	No Data
Manufacturing	\$5,293,392	\$16,179	0.10%	\$1,833,761	11.05%	\$3,404,305	20.51%	\$39,147	0.24%
Transportation, communications, utilities	No Data	No Data	No Data	\$272,272	1.64%	No Data	No Data	No Data	No Data
Wholesale trade	No Data	No Data	No Data	\$4,733,174	28.52%	No Data	No Data	No Data	No Data
Retail trade	No Data	No Data	No Data	\$1,218,745	7.34%	\$186,868	1.13%	No Data	No Data
Finance, insurance and real estate industries	No Data	\$3,961	0.02%	\$143,903	0.87%	\$38,894	0.23%	No Data	No Data
Service industries	\$3,571,954	\$103,167	0.62%	\$2,865,116	17.26%	\$567,758	3.42%	\$35,913	0.22%
Industries not Classified	No Data	No Data	No Data	\$332,681	2.00%	\$8,252	0.05%	\$73,255	0.44%

<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