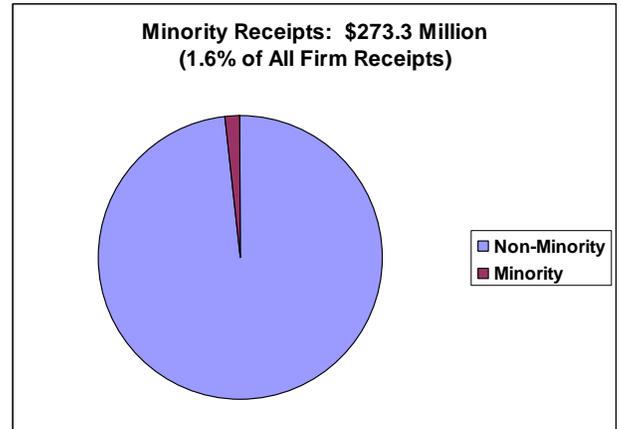


Demographic and Business Statistics

- 1997 Total Population: 283,677 persons
- 1997 Total Minority Population: 114,104 persons
- All firms in region: 19,299
- Annual sales of all firms in region: \$16.8 billion
- Total minority-owned firms: 2,934
- Annual sales of minority-owned firms: \$273.3 million
- Total African American-owned firms: 2,172
- Annual sales of African American-owned firms: \$96.6 million
- Asian & Pacific Islander-owned Firms: 447
- Annual sales of Asian & Pacific Islander-owned firms: \$106.9 million
- Hispanic-owned Firms : 123
- Annual sales of Hispanic-owned firms: \$52.1 million
- American Indian & Alaska Natives-owned Firms: 193
- Annual sales of Asian & Pacific Islander-owned firms: \$17.6 million

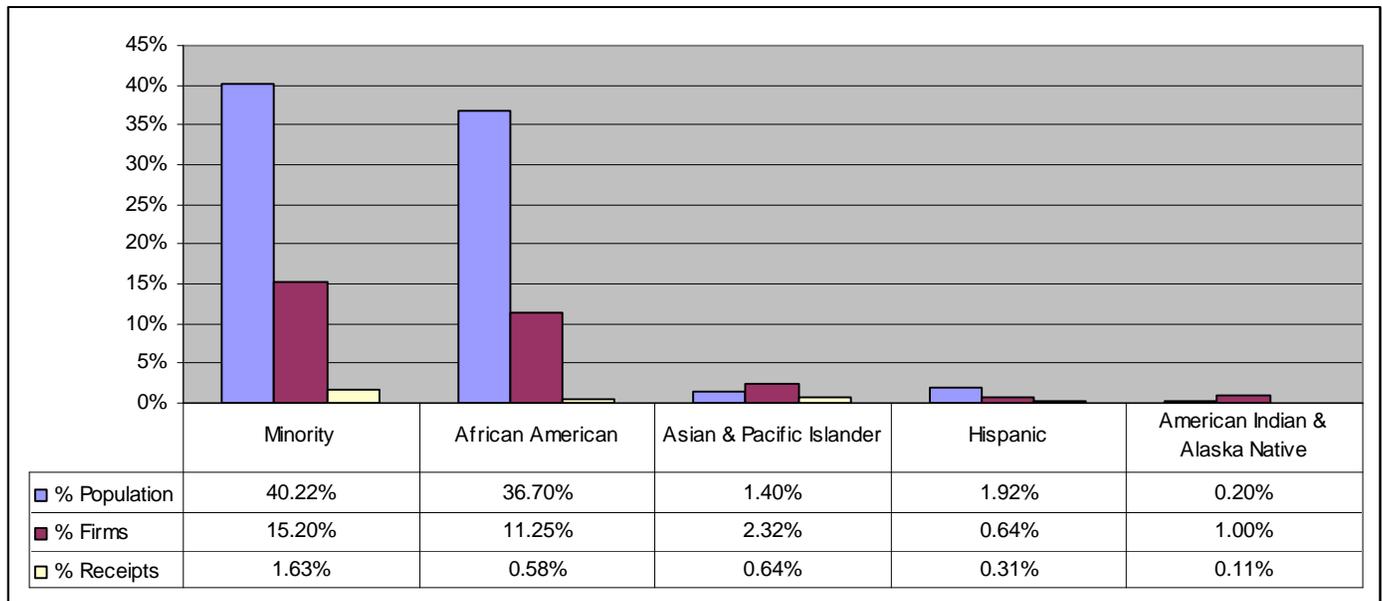


Business Participation¹

| Group | MSA BPR: Savannah | National BPR |
|---------------------------------|----------------------|--------------|
| All | 68 | 78 |
| Non-Minority | 97 | 91 |
| Minority | 26 | 42 |
| African American | 21 | 24 |
| Asian & Pacific Islander | 113 | 90 |
| Hispanic | 23 | 41 |
| American Indian & Alaska Native | 343 | 85 |

Parity²:

In the Savannah, GA 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 Savannah, GA 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 | 19,299 | | \$16,772,578 | | 108,025 | | \$2,650,018 | |
| Agricultural services, forestry, fishing, mining | 492 | 2.55% | \$46,133 | 0.28% | 680 | 0.63% | \$11,009 | 0.42% |
| Construction industries | 2,298 | 11.91% | \$1,012,717 | 6.04% | 7,293 | 6.75% | \$179,973 | 6.79% |
| Manufacturing | 432 | 2.24% | \$5,420,445 | 32.32% | 15,890 | 14.71% | \$658,075 | 24.83% |
| Transportation, communications, utilities | 1,342 | 6.95% | \$1,121,253 | 6.69% | 8,989 | 8.32% | \$241,420 | 9.11% |
| Wholesale trade | 692 | 3.59% | \$2,696,342 | 16.08% | 5,580 | 5.17% | \$177,810 | 6.71% |
| Retail trade | 3,003 | 15.56% | \$2,947,497 | 17.57% | 27,942 | 25.87% | \$357,967 | 13.51% |
| Finance, insurance and real estate industries | 2,101 | 10.89% | \$1,137,451 | 6.78% | 5,225 | 4.84% | \$162,722 | 6.14% |
| Service industries | 7,705 | 39.92% | \$2,343,365 | 13.97% | 36,421 | 33.72% | \$860,539 | 32.47% |
| Industries not Classified | 1,301 | 6.74% | \$47,375 | 0.28% | 5 | 0.00% | \$503 | 0.02% |

Industries for Minority Groups in the Savannah, GA 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 | 2,935 | 2,172 | 74.03% | 447 | 15.24% | 123 | 4.19% | 193 | 6.58% |
| Agricultural services, forestry, fishing, and mining | No Data | 36 | 1.23% | 2 | 0.07% | 8 | 0.27% | No Data | No Data |
| Construction industries | No Data | 250 | 8.52% | No Data | No Data | 9 | 0.31% | No Data | No Data |
| Manufacturing | No Data | 7 | 0.24% | No Data | No Data | 5 | 0.17% | 1 | 0.03% |
| Transportation, communications, and utilities | 235 | 217 | 7.40% | 5 | 0.17% | 7 | 0.24% | 6 | 0.20% |
| Wholesale trade | 39 | 25 | 0.85% | 7 | 0.24% | 3 | 0.10% | 4 | 0.14% |
| Retail trade | 450 | 162 | 5.52% | 253 | 8.62% | 19 | 0.65% | 16 | 0.55% |
| Finance, insurance and real estate industries | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data |
| Service industries | 1,387 | 1,192 | 40.63% | 105 | 3.58% | 71 | 2.42% | 19 | 0.65% |
| Industries not Classified | 345 | 173 | 5.90% | 24 | 0.82% | No Data | No Data | 148 | 5.04% |

Industries for Minority Groups in the Savannah, GA 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 | \$273,290 | \$96,576 | 35.34% | \$106,944 | 39.13% | \$52,123 | 19.07% | \$17,647 | 6.46% |
| 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 | No Data | \$17,605 | 6.44% | No Data | No Data | No Data | No Data | No Data | No Data |
| Manufacturing | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data |
| Transportation, communications, utilities | No Data | \$12,497 | 4.57% | No Data | No Data | No Data | No Data | No Data | No Data |
| Wholesale trade | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data |
| Retail trade | No Data | \$11,386 | 4.17% | \$80,602 | 29.49% | No Data | No Data | No Data | No Data |
| Finance, insurance and real estate industries | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data |
| Service industries | No Data | \$41,506 | 15.19% | \$4,601 | 1.68% | \$28,624 | 10.47% | No Data | No Data |
| Industries not Classified | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data |

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