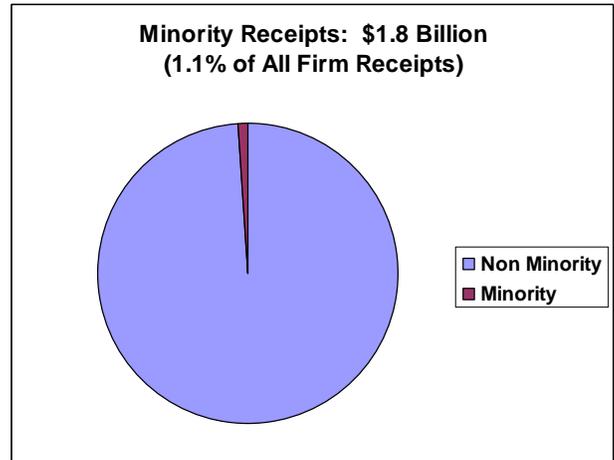


**Demographic and Business Statistics**

- 1997 Total Population: 1,801,223 persons
- 1997 Total Minority Population: 405,533persons
- All firms in region: 135,306
- Annual sales of all firms in region: \$159.3 billion
- Total minority-owned firms: 9,973
- Annual sales of minority-owned firms: \$1.8 billion
- Total African American-owned firms: 5,047
- Annual sales of African American-owned firms: \$599.4 million
- Asian & Pacific Islander-owned Firms: 1,938
- Annual sales of Asian & Pacific Islander-owned firms: \$696.8 million
- Hispanic-owned Firms : 1,995
- Annual sales of Hispanic-owned firms: \$259.1 million
- American Indian & Alaska Natives-owned Firms: 1,109
- Annual sales of Asian & Pacific Islander-owned firms: \$261.4 million

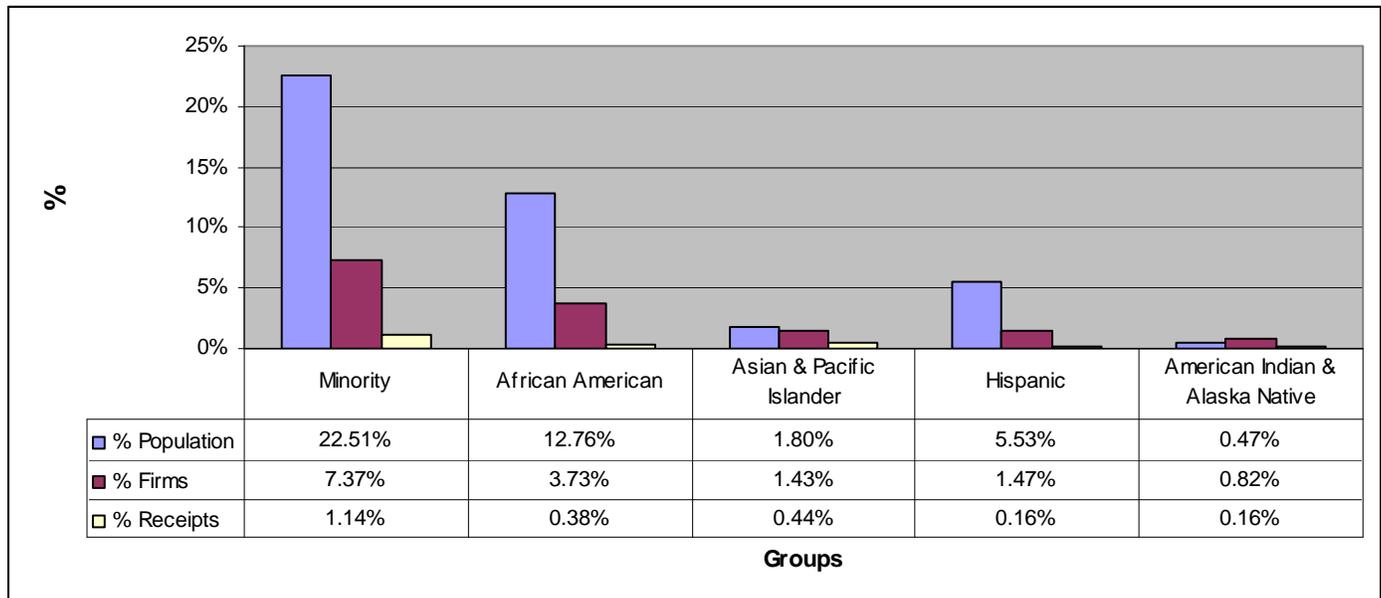


**Business Participation<sup>1</sup>**

Group	MSA BPR: Kansas City	National BPR
All	75	78
Non-Minority	86	91
Minority	25	42
African American	22	24
Asian & Pacific Islander	60	90
Hispanic	20	41
<b>American Indian &amp; Alaska Native</b>	<b>131</b>	<b>85</b>

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

In the Kansas City MO-KS MSA, American Indian & Alaska Natives 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 Kansas City, MO-KS 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>	135,306		\$159,336,210		773,837		\$21,914,960	
Agricultural services, forestry, fishing, mining	2,974	2.20%	\$437,351	0.27%	5,917	0.76%	\$127,967	0.58%
Construction industries	15,009	11.09%	\$8,403,415	1921.43%	49,247	832.30%	\$1,610,695	1258.68%
Manufacturing	3,905	2.89%	\$33,085,939	393.72%	111,622	226.66%	\$4,007,998	248.84%
Transportation, communications, utilities	5,056	3.74%	\$10,197,320	30.82%	61,378	54.99%	\$2,291,704	57.18%
Wholesale trade	6,590	4.87%	\$47,598,884	466.78%	63,756	103.87%	\$2,363,336	103.13%
Retail trade	17,761	13.13%	\$18,989,325	39.89%	156,163	244.94%	\$2,312,974	97.87%
Finance, insurance and real estate industries	16,142	11.93%	\$22,099,794	116.38%	66,098	42.33%	\$2,414,308	104.38%
Service industries	59,423	43.92%	\$18,278,270	82.71%	259,525	392.64%	\$6,783,542	280.97%
Industries not Classified	8,940	6.61%	\$245,912	1.35%	131	0.05%	\$2,436	0.04%

### Industries for Minority Groups in the Kansas City, MO-KS 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>10,089</b>	5,047	50.61%	1,938	19.43%	1,995	20.00%	1,109	11.12%
Agricultural services, forestry, fishing, and mining	49	12	0.12%	11	0.11%	28	0.28%	1	0.01%
Construction industries	856	357	3.58%	47	0.47%	317	3.18%	135	1.35%
Manufacturing	194	68	0.68%	47	0.47%	60	0.60%	19	0.19%
Transportation, communications, and utilities	459	366	3.67%	17	0.17%	58	0.58%	18	0.18%
Wholesale trade	179	73	0.73%	65	0.65%	26	0.26%	15	0.15%
Retail trade	1425	477	4.78%	615	6.17%	242	2.43%	91	0.91%
Finance, insurance and real estate industries	478	257	2.58%	95	0.95%	91	0.91%	35	0.35%
Service industries	4,452	2,601	26.08%	846	8.48%	795	7.97%	210	2.11%
Industries not Classified	1998	837	8.39%	195	1.96%	380	3.81%	586	5.88%

### Industries for Minority Groups in the Kansas City, MO-KS MSA (Sales in 1,000s)

	Minority Sales <sup>i</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>\$1,816,783</b>	\$599,358	33.13%	\$696,763	38.51%	\$259,081	14.32%	\$261,401	14.45%
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	\$232,323	\$85,408	4.72%	\$11,412	0.63%	\$79,685	4.40%	\$55,818	3.08%
Manufacturing	No Data	\$17,183	0.95%	\$74,856	4.14%	No Data	No Data	\$4,602	0.25%
Transportation, communications, utilities	No Data	\$119,578	6.61%	No Data	No Data	\$3,566	0.20%	No Data	No Data
Wholesale trade	No Data	\$69,833	3.86%	\$273,594	15.12%	\$1,139	0.06%	No Data	No Data
Retail trade	\$364,082	\$153,586	8.49%	\$163,598	9.04%	\$30,410	1.68%	\$16,488	0.91%
Finance, insurance and real estate industries	No Data	No Data	No Data	No Data	No Data	\$4,796	0.27%	No Data	No Data
Service industries	No Data	\$198,192	17.86%	\$112,704	10.16%	\$74,556	4.12%	\$117,726	6.51%
Industries not Classified	No Data	\$9,067	0.82%	No Data	No Data	No Data	No Data	\$36,625	2.02%

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