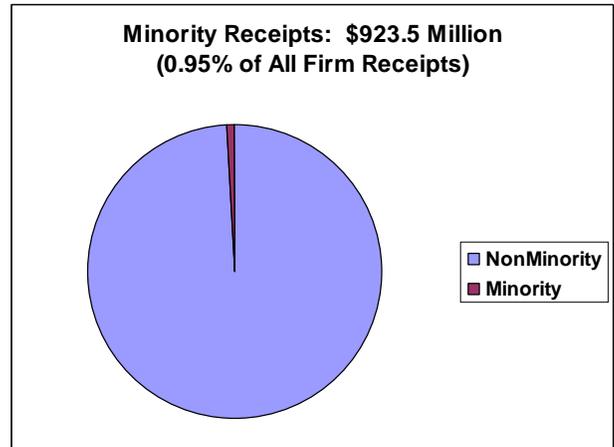


Demographic and Business Statistics

- 1997 Total Population: 999,647 persons
- 1997 Total Minority Population: 176,553 persons
- All firms in region: 77,000
- Annual sales of all firms in region: \$97.0 billion
- Total minority-owned firms: 5,072
- Annual sales of minority-owned firms: \$923.5 million
- Total African American-owned firms: 2,904
- Annual sales of African American-owned firms: \$334.7 million
- Asian & Pacific Islander-owned Firms: 889
- Annual sales of Asian & Pacific Islander-owned firms: \$420.5 million
- Hispanic-owned Firms : 536
- Annual sales of Hispanic-owned firms: \$122.6 million
- American Indian & Alaska Natives-owned Firms: 772
- Annual sales of Asian & Pacific Islander-owned firms: \$37.4 million

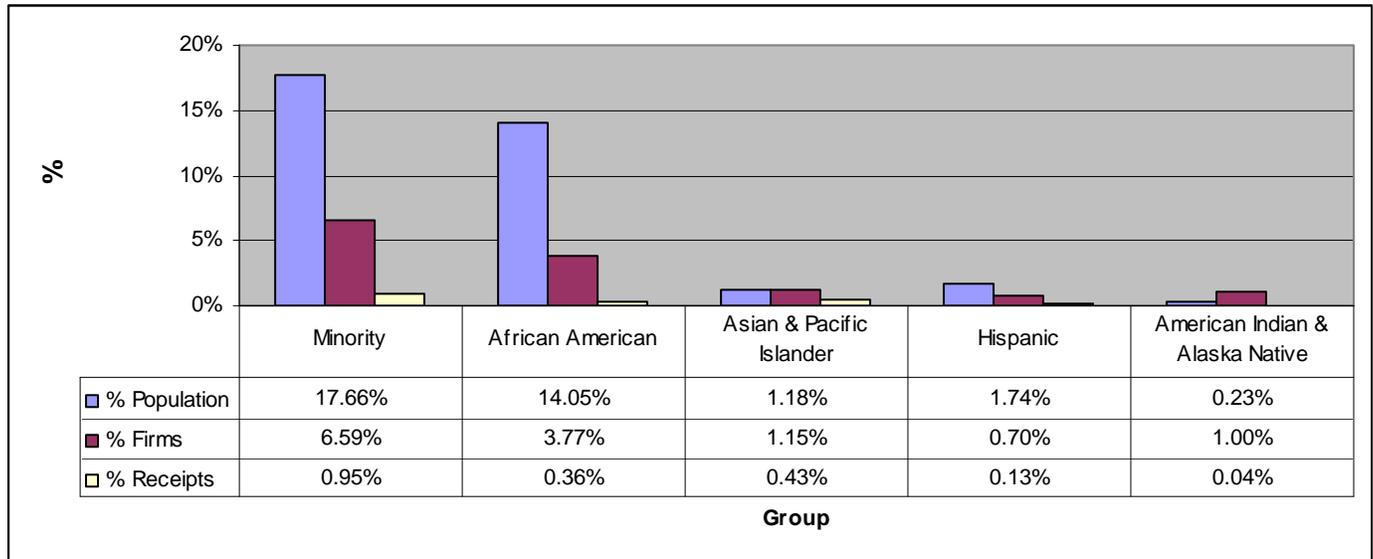


Business Participation¹

Group	MSA BPR: Louisville	National BPR
All	77	78
Non-Minority	87	91
Minority	29	42
African American	21	24
Asian & Pacific Islander	75	90
Hispanic	31	41
American Indian & Alaska Native	337	85

Parity²:

In the Louisville, KY-IN MSA, no groups have 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 Louisville, KY-IN 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	77,000		\$97,032,652		484,720		\$12,571,114	
Agricultural services, forestry, fishing, mining	1,649	2.14%	\$261,051	0.27%	3,045	0.63%	\$67,256	0.54%
Construction industries	9,550	12.40%	\$3,984,982	4.11%	29,037	5.99%	\$813,427	6.47%
Manufacturing	2,202	2.86%	\$34,624,645	35.68%	89,489	18.46%	\$3,302,238	26.27%
Transportation, communications, utilities	3,115	4.05%	\$9,749,748	10.05%	36,315	7.49%	\$1,238,086	9.85%
Wholesale trade	3,330	4.32%	\$18,448,075	19.01%	33,054	6.82%	\$1,083,769	8.62%
Retail trade	10,869	14.12%	\$10,336,789	10.65%	104,565	21.57%	\$1,416,736	11.27%
Finance, insurance and real estate industries	8,564	11.12%	\$9,530,693	9.82%	33,996	7.01%	\$1,115,070	8.87%
Service industries	31,570	41.00%	\$9,926,235	10.23%	155,125	32.00%	\$3,532,904	28.10%
Industries not Classified	6,399	8.31%	\$170,434	0.18%	94	0.02%	\$1,628	0.01%

Industries for Minority Groups in the Louisville, KY-IN 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	5,101	2,904	57.26%	889	17.53%	536	10.57%	772	15.22%
Agricultural services, forestry, fishing, and mining	66	15	0.30%	16	0.32%	13	0.26%	22	0.43%
Construction industries	433	255	5.03%	28	0.55%	44	0.87%	106	2.09%
Manufacturing	46	20	0.39%	10	0.20%	9	0.18%	7	0.14%
Transportation, communications, and utilities	262	198	3.90%	15	0.30%	16	0.32%	33	0.65%
Wholesale trade	No Data	31	0.61%	6	0.12%	10	0.20%	No Data	No Data
Retail trade	771	430	8.48%	258	5.09%	58	1.14%	25	0.49%
Finance, insurance and real estate industries	252	144	2.84%	28	0.55%	48	0.95%	32	0.63%
Service industries	2,208	1,413	27.86%	449	8.85%	252	4.97%	94	1.85%
Industries not Classified	1,015	399	7.87%	79	1.56%	87	1.72%	450	8.87%

Industries for Minority Groups in the Louisville, KY-IN 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	\$925,283	\$344,687	37.33%	\$420,542	45.54%	\$122,645	13.28%	\$37,409	4.05%
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	\$16,860	1.83%	\$56,515	6.12%	No Data	No Data	\$7,391	0.80%
Manufacturing	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
Transportation, communications, utilities	No Data	\$56,489	6.12%	No Data	No Data	No Data	No Data	No Data	No Data
Wholesale trade	No Data	\$11,193	1.21%	No Data	No Data	No Data	No Data	No Data	No Data
Retail trade	No Data	\$168,781	18.28%	\$63,696	6.90%	No Data	No Data	\$2,663	0.29%
Finance, insurance and real estate industries	No Data	\$9,908	1.07%	No Data	No Data	No Data	No Data	No Data	No Data
Service industries	\$260,646	\$70,159	7.60%	\$102,173	11.06%	\$81,976	8.88%	\$6,338	0.69%
Industries not Classified	No Data	No Data	No Data	No Data	No Data	No Data	No Data	\$11,028	1.19%

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