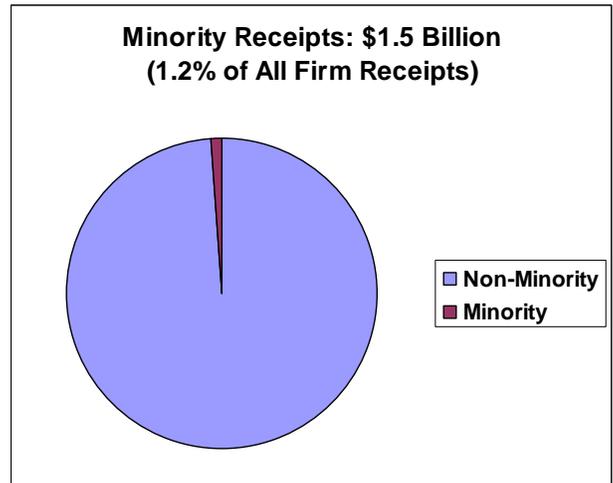


Demographic and Business Statistics

- 1997 Total Population: 1,507,002 persons
- 1997 Total Minority Population: 353,796 persons
- All firms in region: 97,581
- Annual sales of all firms in region: \$132.0 billion
- Total minority-owned firms: 7,193
- Annual sales of minority-owned firms: \$1.5 billion
- Total African American-owned firms: 3,872
- Annual sales of African American-owned firms: \$380.5 Million
- Asian & Pacific Islander-owned Firms: 1,675
- Annual sales of Asian & Pacific Islander-owned firms: \$555.7 Million
- Hispanic-owned Firms : 1,304
- Annual sales of Hispanic-owned firms: \$515.1 Million
- American Indian & Alaska Natives-owned Firms: 479
- Annual sales of Asian & Pacific Islander-owned firms: \$103.2 Million

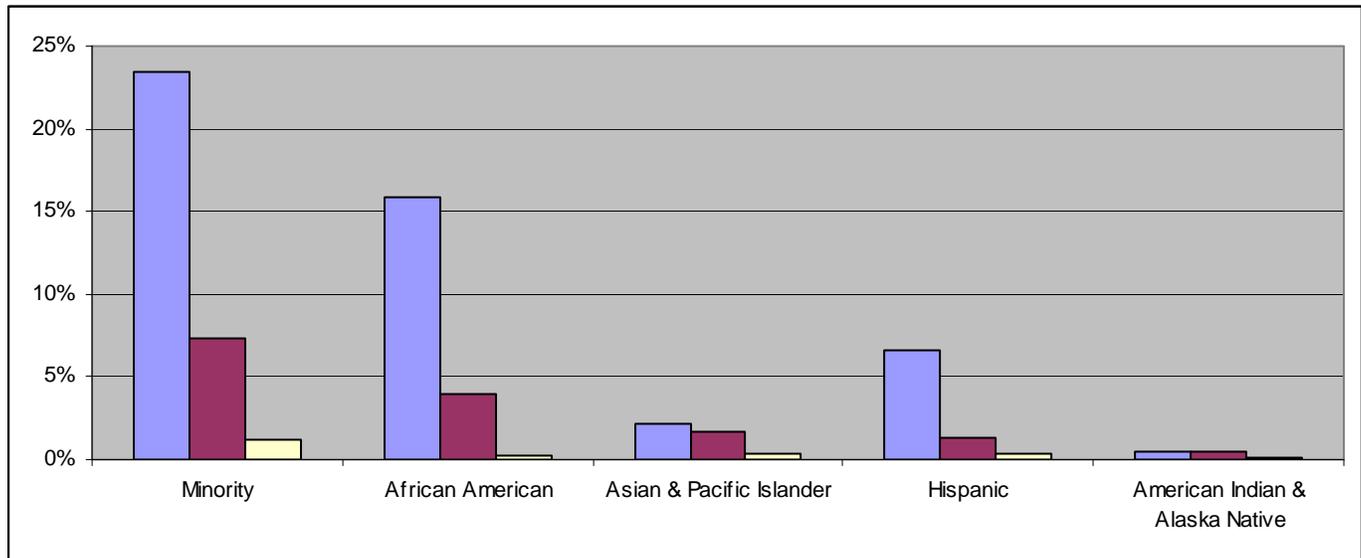


Business Participation¹

Group	MSA BPR: Milwaukee	National BPR
All	65	78
Non-Minority	78	91
Minority	20	42
African American	16	24
Asian & Pacific Islander	50	90
Hispanic	13	41
American Indian & Alaska Native	60	85

Parity²:

In the Milwaukee, WI MSA, no groups have achieved parity, in terms of population size and business ownership. (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 Milwaukee, WI 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	97,581		131,983,535		758,511		22,064,934	
Agricultural services, forestry, fishing, and mining	1,553	1.59%	322,880	0.24%	3,765	0.50%	95,685	0.43%
Construction industries	9,147	9.37%	5,398,720	4.09%	31,685	4.18%	1,238,236	5.61%
Manufacturing	4,486	4.60%	32,029,561	24.27%	179,582	23.68%	6,654,306	30.16%
Transportation, communications, and utilities	3,839	3.93%	6,104,363	4.63%	38,813	5.12%	1,269,074	5.75%
Wholesale trade	5,247	5.38%	27,688,616	20.98%	49,377	6.51%	1,866,155	8.46%
Retail trade	14,897	15.27%	15,068,564	11.42%	134,207	17.69%	1,876,682	8.51%
Finance, insurance and real estate industries	12,608	12.92%	28,717,861	21.76%	67,407	8.89%	2,763,378	12.52%
Service industries	40,690	41.70%	16,449,089	12.46%	253,502	33.42%	6,298,555	28.55%
Industries not Classified	5,497	5.63%	203,881	0.15%	173	0.02%	2,863	0.01%

Industries for Minority Groups in the Milwaukee, WI 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	7,193	3,872	53.83%	1,675	23.29%	1,304	18.13%	479	6.66%
Agricultural services, forestry, fishing, and mining	No Data	6	0.08%	11	0.15%	11	0.15%	No Data	No Data
Construction industries	348	194	2.70%	27	0.38%	75	1.04%	52	0.72%
Manufacturing	127	55	0.76%	28	0.39%	7	0.10%	37	0.51%
Transportation, communications, and utilities	441	311	4.32%	56	0.78%	52	0.72%	22	0.31%
Wholesale trade	121	41	0.57%	47	0.65%	25	0.35%	8	0.11%
Retail trade	1263	531	7.38%	497	6.91%	211	2.93%	24	0.33%
Finance, insurance and real estate industries	376	220	3.06%	93	1.29%	61	0.85%	2	0.03%
Service industries	3365	2,109	29.32%	733	10.19%	393	5.46%	130	1.81%
Industries not Classified	1263	406	5.64%	185	2.57%	468	6.51%	204	2.84%

Industries for Minority Groups in the Milwaukee, WI MSA (Sales)

	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	1,542,358	380,500	24.67%	555,689	36.03%	515,118	33.40%	103,224	6.69%
Agricultural services, forestry, fishing, and mining	No Data	No Data	No Data	No Data	No Data	No Data	0.15%	No Data	No Data
Construction industries	136,885	77,904	5.05%	No Data	No Data	33,468	2.17%	25,513	1.65%
Manufacturing	No Data	No Data	No Data	No Data	No Data	No Data	0.10%	No Data	No Data
Transportation, communications, and utilities	No Data	31,984	2.07%	No Data	No Data	No Data	0.72%	No Data	No Data
Wholesale trade	No Data	24,571	1.59%	46,186	2.99%	No Data	0.35%	No Data	No Data
Retail trade	387,895	96,818	6.28%	231,613	15.02%	39,359	2.55%	20,105	1.30%
Finance, insurance and real estate industries	No Data	6,188	0.40%	25,046	1.62%	No Data	0.85%	No Data	No Data
Service industries	No Data	118,655	7.69%	121,861	7.90%	122,762	7.96%	No Data	No Data
Industries not Classified	No Data	No Data	No Data	20,497	1.33%	No Data	6.51%	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

