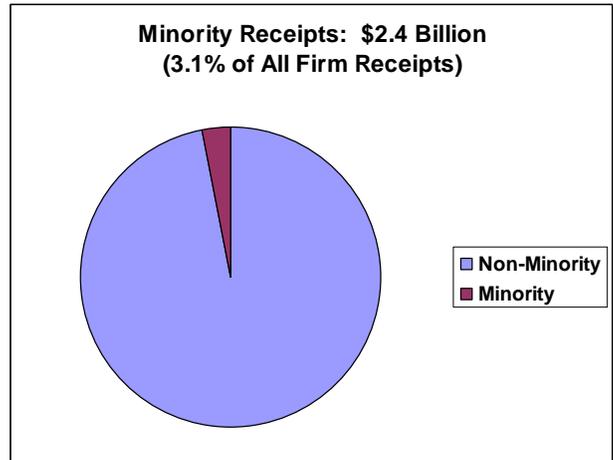


**Demographic and Business Statistics**

- 1997 Total Population: 1,923,795 persons
- 1997 Total Minority Population: 737,158 persons
- All firms in region: 114,812
- Annual sales of all firms in region: \$78.9 billion
- Total minority-owned firms: 22,794
- Annual sales of minority-owned firms: \$2.4 billion
- Total African American-owned firms: 2,028
- Annual sales of African American-owned firms: \$168.8 million
- Asian & Pacific Islander-owned Firms: 10,409
- Annual sales of Asian & Pacific Islander-owned firms: \$1.5 billion
- Hispanic-owned Firms : 9,091
- Annual sales of Hispanic-owned firms: \$620.7 million
- American Indian & Alaska Natives-owned Firms: 2,133
- Annual sales of Asian & Pacific Islander-owned firms: \$154.1 million

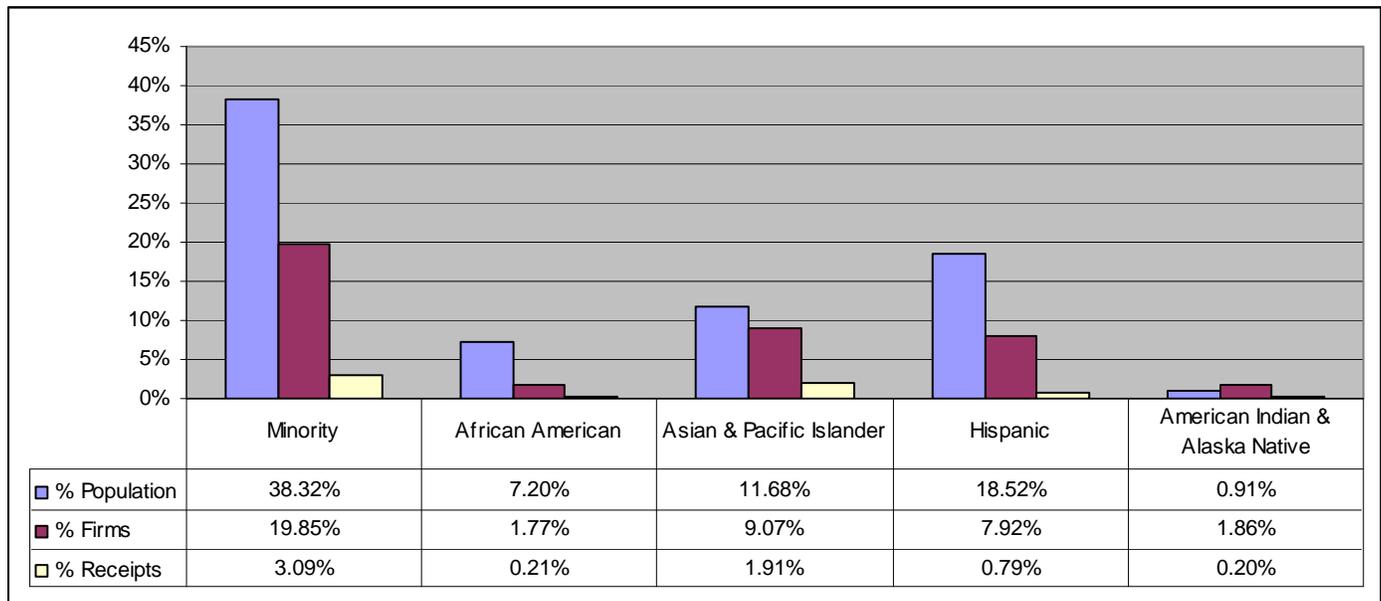


**Business Participation<sup>1</sup>**

Group	MSA BPR: Sacramento	National BPR
All	60	78
Non-Minority	78	91
Minority	31	42
African American	15	24
Asian & Pacific Islander	46	90
Hispanic	26	41
American Indian & Alaska Native	122	85

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

In the Sacramento, 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 groups have 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 Sacramento, 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>114,812</b>		<b>\$78,907,377</b>		<b>482,082</b>		<b>\$13,281,149</b>	
Agricultural services, forestry, fishing, mining	2,822	2.46%	\$403,432	0.51%	5,269	1.09%	\$112,684	0.85%
Construction industries	12,240	10.66%	\$6,084,869	7.71%	33,454	6.94%	\$1,069,001	8.05%
Manufacturing	3,172	2.76%	\$13,559,661	17.18%	50,194	10.41%	\$2,094,774	15.77%
Transportation, communications, utilities	3,407	2.97%	\$5,644,643	7.15%	29,921	6.21%	\$1,009,428	7.60%
Wholesale trade	3,895	3.39%	\$11,663,160	14.78%	26,971	5.59%	\$921,425	6.94%
Retail trade	16,257	14.16%	\$14,071,433	17.83%	113,678	23.58%	\$1,725,843	12.99%
Finance, insurance and real estate industries	12,472	10.86%	\$13,792,534	17.48%	53,461	11.09%	\$1,716,749	12.93%
Service industries	54,042	47.07%	\$13,442,362	17.04%	169,039	35.06%	\$4,628,605	34.85%
Industries not Classified	6,728	5.86%	\$245,283	0.31%	95	0.02%	\$2,640	0.02%

## Industries for Minority Groups in the Sacramento, 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>22,794</b>	<b>2,028</b>	<b>8.90%</b>	<b>10,409</b>	<b>45.67%</b>	<b>9,091</b>	<b>39.88%</b>	<b>2,133</b>	<b>9.36%</b>
Agricultural services, forestry, fishing, and mining	671	33	0.14%	278	1.22%	294	1.29%	66	0.29%
Construction industries	1,469	113	0.50%	346	1.52%	808	3.54%	202	0.89%
Manufacturing	346	12	0.05%	161	0.71%	121	0.53%	52	0.23%
Transportation, communications, and utilities	381	7	0.03%	276	1.21%	79	0.35%	19	0.08%
Wholesale trade	No Data	16	0.07%	No Data	No Data	240	1.05%	2	0.01%
Retail trade	No Data	No Data	No Data	1,575	6.91%	1,033	4.53%	25	0.11%
Finance, insurance and real estate industries	2,826	87	0.38%	2,137	9.38%	584	2.56%	18	0.08%
Service industries	11,651	1,161	5.09%	4,802	21.07%	5,618	24.65%	70	0.31%
Industries not Classified	No Data	394	1.73%	624	2.74%	315	1.38%	No Data	No Data

## Industries for Minority Groups in the Sacramento, 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>2,436,730</b>	<b>\$168,760</b>	<b>6.93%</b>	<b>\$1,503,746</b>	<b>61.71%</b>	<b>\$620,740</b>	<b>25.47%</b>	<b>\$154,089</b>	<b>6.32%</b>
Agricultural services, forestry, fishing, mining	No Data	No Data	No Data	\$19,995	0.82%	\$9,968	0.41%	No Data	No Data
Construction industries	282,013	\$10,533	0.43%	\$66,003	2.71%	\$124,997	5.13%	\$80,480	3.30%
Manufacturing	No Data	No Data	No Data	\$200,443	8.23%	\$19,534	0.80%	\$11,118	0.46%
Transportation, communications, utilities	No Data	No Data	No Data	No Data	No Data	\$14,249	0.58%	No Data	No Data
Wholesale trade	No Data	No Data	No Data	No Data	No Data	\$155,615	6.39%	No Data	No Data
Retail trade	No Data	No Data	No Data	\$398,899	16.37%	\$70,923	2.91%	No Data	No Data
Finance, insurance and real estate industries	No Data	\$14,902	0.61%	\$68,921	2.83%	\$33,740	1.38%	No Data	No Data
Service industries	737,768	\$56,532	2.32%	\$485,980	19.94%	\$183,312	7.52%	\$11,944	0.49%
Industries not Classified	No Data	No Data	No Data	No Data	No Data	\$8,403	0.34%	No Data	No Data

<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