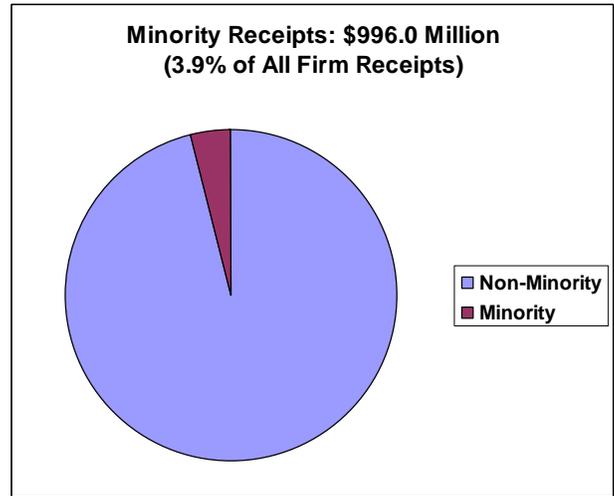


## Demographic and Business Statistics

- 1997 Total Population: 580,622 persons
- 1997 Total Minority Population: 320,819 persons
- All firms in region: 28,527
- Annual sales of all firms in region: \$25.5 billion
- Total minority-owned firms: 7,879
- Annual sales of minority-owned firms: \$996.0 million
- Total African American-owned firms: 759
- Annual sales of African American-owned firms: \$52.6 million
- Asian & Pacific Islander-owned Firms: 2,577
- Annual sales of Asian & Pacific Islander-owned firms: \$664.5 million
- Hispanic-owned Firms : 4,759
- Annual sales of Hispanic-owned firms: \$277.5 million
- American Indian & Alaska Natives-owned Firms: 163
- Annual sales of Asian & Pacific Islander-owned firms: \$48.6 million

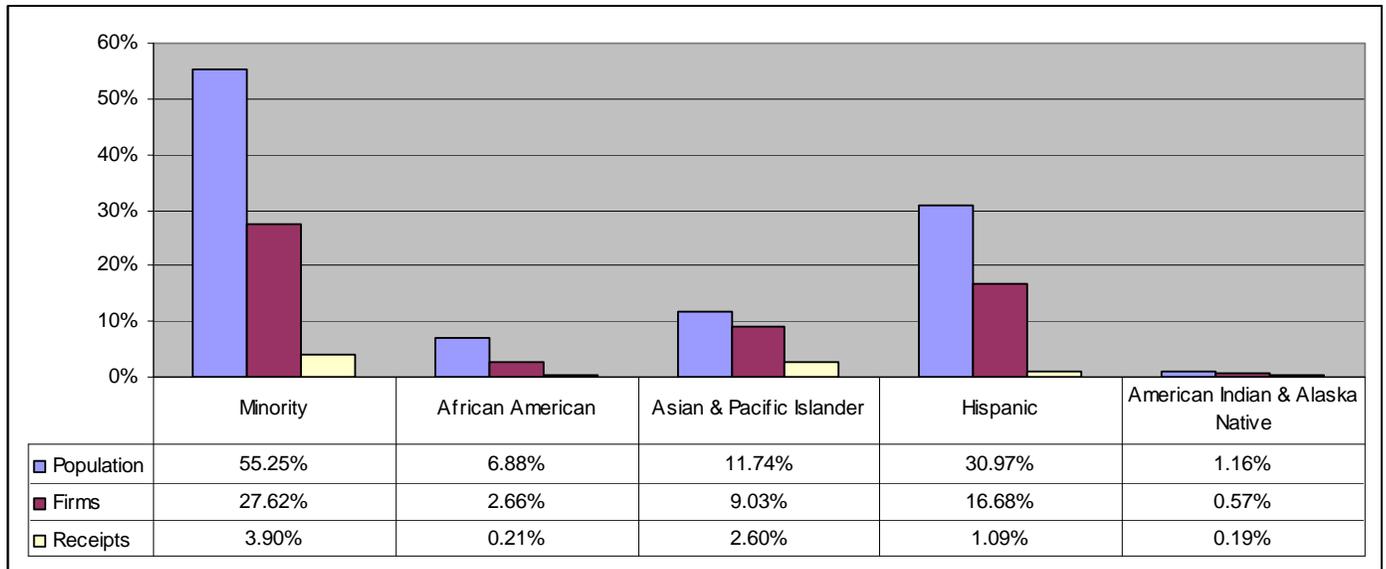


## Business Participation<sup>1</sup>

Group	MSA BPR: Stockton	National BPR
All	49	78
Non-Minority	62	91
Minority	25	42
African American	19	24
Asian & Pacific Islander	38	90
Hispanic	26	41
American Indian & Alaska Native	24	85

## Parity<sup>2</sup>:

In the Stockton-Lodi, CA MSA ic Islanders and American Indian & Alaska Natives 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).



<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 Stockton-Lodi, 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>28,527</b>		<b>25,536,058</b>		<b>140,771</b>		<b>3,443,099</b>	
Agricultural services, forestry, fishing, mining	1,030	3.61%	344,176	1.35%	2,021	1.44%	46,725	1.36%
Construction industries	2,620	9.18%	1,413,415	5.53%	8,666	6.16%	254,729	7.40%
Manufacturing	916	3.21%	5,927,187	23.21%	25,463	18.09%	774,220	22.49%
Transportation, communications, utilities	1,578	5.53%	1,346,335	5.27%	10,840	7.70%	337,702	9.81%
Wholesale trade	1,146	4.02%	8,069,312	31.60%	11,518	8.18%	370,389	10.76%
Retail trade	4,687	16.43%	3,814,573	14.94%	30,770	21.86%	454,960	13.21%
Finance, insurance and real estate industries	3,043	10.67%	1,917,528	7.51%	9,628	6.84%	278,334	8.08%
Service industries	12,072	42.32%	2,641,924	10.35%	41,817	29.71%	924,434	26.85%
Industries not Classified	1,511	5.30%	61,608	0.24%	48	0.03%	1,606	0.05%

### Industries for Minority Groups in the Stockton-Lodi, 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>7,879</b>	<b>759</b>	<b>9.63%</b>	<b>2,577</b>	<b>32.71%</b>	<b>4,759</b>	<b>60.40%</b>	<b>163</b>	<b>2.07%</b>
Agricultural services, forestry, fishing, and mining	No Data	9	0.11%	121	1.54%	118	1.50%	No Data	No Data
Construction industries	No Data	55	0.70%	No Data	No Data	280	3.55%	No Data	No Data
Manufacturing	192	6	0.08%	97	1.23%	71	0.90%	18	0.23%
Transportation, communications, and utilities	353	15	0.19%	296	3.76%	28	0.36%	14	0.18%
Wholesale trade	No Data	No Data	No Data	No Data	No Data	49	0.62%	5	0.06%
Retail trade	No Data	198	2.51%	No Data	No Data	No Data	No Data	3	0.04%
Finance, insurance and real estate industries	No Data	8	0.10%	No Data	No Data	No Data	No Data	17	0.22%
Service industries	No Data	No Data	No Data	No Data	No Data	2,980	37.82%	14	0.18%
Industries not Classified	879	97	1.23%	342	4.34%	348	4.42%	92	1.17%

### Industries for Minority Groups in the Stockton-Lodi, 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>\$1,043,181</b>	<b>52,611</b>	<b>5.28%</b>	<b>664,499</b>	<b>66.72%</b>	<b>277,518</b>	<b>27.86%</b>	<b>48,553</b>	<b>4.87%</b>
Agricultural services, forestry, fishing, mining	No Data	No Data	No Data	No Data	No Data	18,721	1.88%	No Data	No Data
Construction industries	No Data	No Data	No Data	No Data	No Data	11,888	1.19%	No Data	No Data
Manufacturing	No Data	No Data	No Data	No Data	No Data	26,861	2.70%	No Data	No Data
Transportation, communications, utilities	No Data	No Data	No Data	138,965	13.95%	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	No Data	No Data	No Data	No Data	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	No Data	No Data	No Data	No Data	113,872	11.43%	No Data	No Data
Industries not Classified	No Data	No Data	No Data	No Data	No Data	8,779	0.88%	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