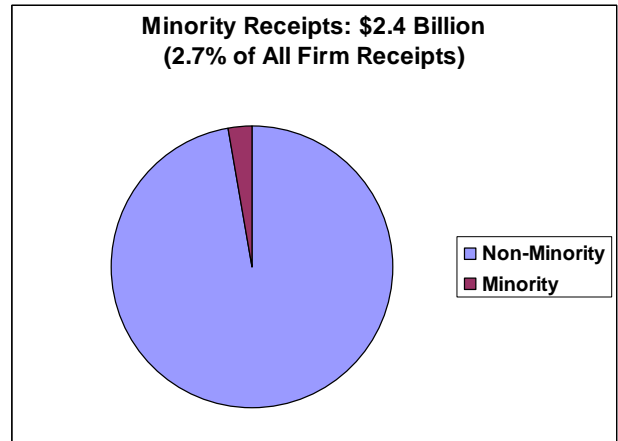


**Demographic and Business Statistics**

- 1997 Total Population: 826,379 persons
- 1997 Total Minority Population: 327,325 persons
- All firms in region: 99,563
- Annual sales of all firms in region: \$87.1 billion
- Total minority-owned firms: 167,000
- Annual sales of minority-owned firms: \$2.4 billion
- Total African American-owned firms: 2,517
- Annual sales of African American-owned firms: \$186.3 million
- Asian & Pacific Islander-owned Firms: 2,717
- Annual sales of Asian & Pacific Islander-owned firms: \$758.7 million
- Hispanic-owned Firms : 11,130
- Annual sales of Hispanic-owned firms: \$1.3 billion
- American Indian & Alaska Natives-owned Firms: 518
- Annual sales of Asian & Pacific Islander-owned firms: \$88.8 million

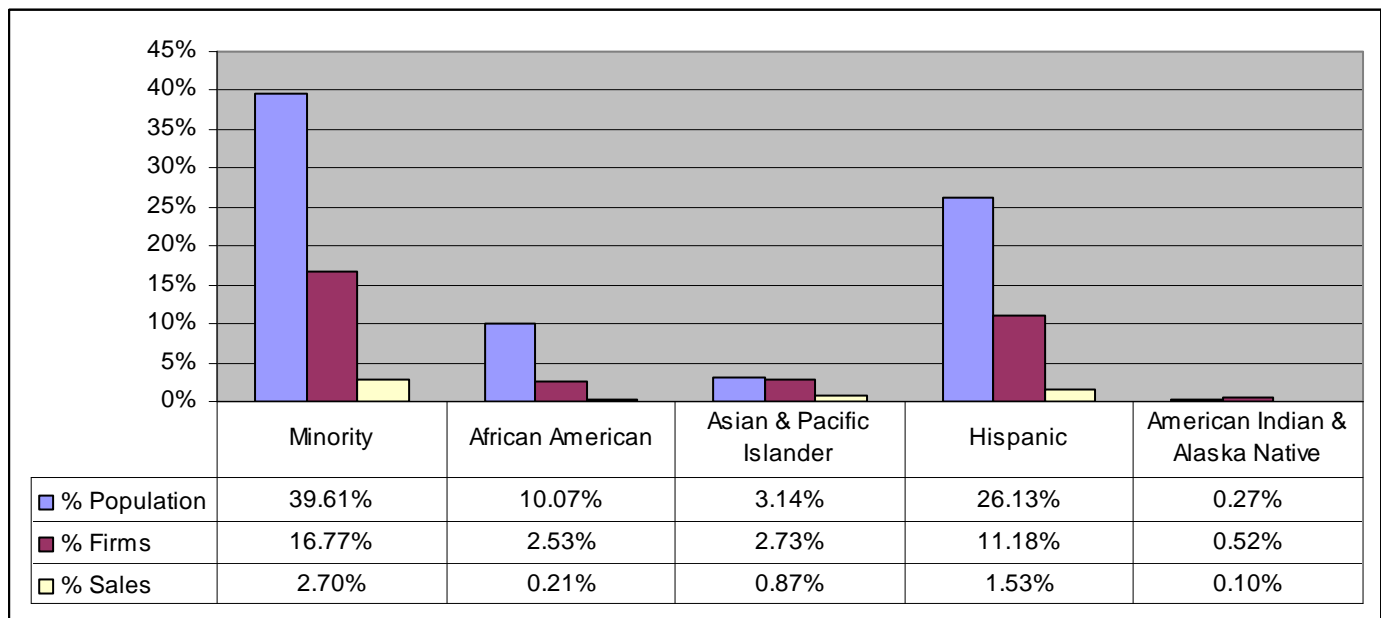


**Business Participation<sup>1</sup>**

Group	MSA BPR: Anchorage	National BPR
All	120	78
Non-Minority	166	91
Minority	51	42
African American	30	24
Asian & Pacific Islander	105	90
Hispanic	52	41
American Indian & Alaska Native	233	85

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

In the Austin-San Marcos, TX MSA, no groups 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 Austin-San Marcos, TX 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>	99,563		\$87,102,088		444,496		\$12,500,589	
Agricultural services, forestry, fishing, mining	3,351	3.37%	\$499,264	0.57%	4,743	1.07%	\$100,655	0.81%
Construction industries	11,414	11.46%	\$4,770,238	5.48%	27,920	6.28%	\$821,065	6.57%
Manufacturing	2,688	2.70%	\$25,340,517	29.09%	73,749	16.59%	\$2,900,146	23.20%
Transportation, communications, utilities	3,121	3.13%	\$3,219,491	3.70%	17,836	4.01%	\$589,030	4.71%
Wholesale trade	3,275	3.29%	\$10,800,639	12.40%	24,449	5.50%	\$906,653	7.25%
Retail trade	11,197	11.25%	\$19,924,041	22.87%	99,454	22.37%	\$1,540,008	12.32%
Finance, insurance and real estate industries	12,341	12.40%	\$9,844,069	11.30%	32,638	7.34%	\$1,129,329	9.03%
Service industries	46,238	46.44%	\$12,318,957	14.14%	163,572	36.80%	\$4,511,248	36.09%
Industries not Classified	6,137	6.16%	\$384,872	0.44%	135	0.03%	\$2,455	0.02%

### Industries for Minority Groups in the Austin-San Marcos, TX 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>Minority</b>	<b>2,517</b>	<b>15.07%</b>	<b>2,717</b>	<b>16.27%</b>	<b>11,130</b>	<b>66.65%</b>	<b>518</b>	<b>3.10%</b>
Agricultural services, forestry, fishing, and mining	16,882	46	0.28%	No Data	No Data	183	1.10%	10	0.06%
Construction industries	No Data	244	1.46%	9	0.05%	3,900	23.35%	112	0.67%
Manufacturing	4,265	19	0.11%	36	0.22%	291	1.74%	6	0.04%
Transportation, communications, and utilities	352	155	0.93%	No Data	No Data	No Data	No Data	1	0.01%
Wholesale trade	No Data	29	0.17%	98	0.59%	133	0.80%	20	0.12%
Retail trade	280	110	0.66%	679	4.07%	768	4.60%	35	0.21%
Finance, insurance and real estate industries	1,592	No Data	No Data	8	0.05%	684	4.10%	No Data	No Data
Service industries	No Data	1,387	8.31%	1,659	9.93%	4,243	25.41%	63	0.38%
Industries not Classified	7,352	338	2.02%	188	1.13%	No Data	No Data	272	1.63%

### Industries for Minority Groups in the Austin-San Marcos, TX 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>\$2,370,198</b>	<b>\$186,353</b>	<b>7.91%</b>	<b>\$758,653</b>	<b>32.21%</b>	<b>\$1,336,367</b>	<b>56.73%</b>	<b>\$88,825</b>	<b>3.77%</b>
Agricultural services, forestry, fishing, mining	No Data	No Data	No Data	No Data	No Data	\$4,200	0.18%	No Data	No Data
Construction industries	No Data	\$22,837	0.97%	No Data	No Data	\$673,627	28.60%	No Data	No Data
Manufacturing	No Data	No Data	No Data	\$3,494	0.15%	\$96,921	4.11%	No Data	No Data
Transportation, communications, utilities	No Data	\$13,947	0.59%	No Data	No Data	No Data	No Data	No Data	No Data
Wholesale trade	No Data	No Data	No Data	\$146,549	6.22%	\$27,122	1.15%	No Data	No Data
Retail trade	No Data	No Data	No Data	\$253,492	10.76%	\$115,665	4.91%	No Data	No Data
Finance, insurance and real estate industries	No Data	No Data	No Data	No Data	No Data	\$63,671	2.70%	No Data	No Data
Service industries	\$629,812	\$43,978	1.87%	\$250,501	10.63%	\$328,271	13.94%	\$7,062	0.30%
Industries not Classified	No Data	\$13,775	0.58%	\$8,101	0.34%	No Data	No Data	\$2,695	0.11%

<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