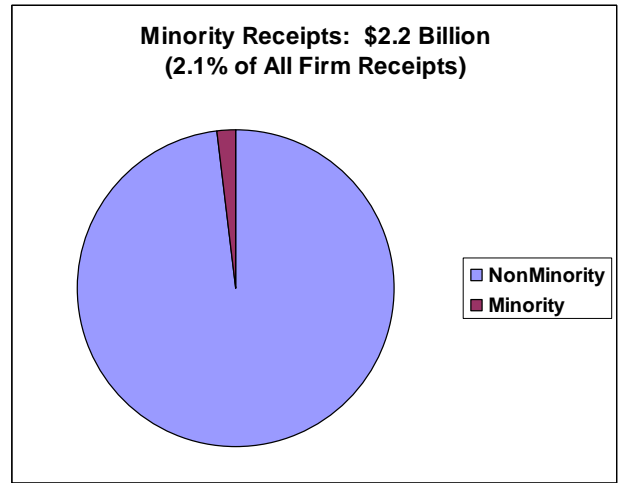


Demographic and Business Statistics

- 1997 Total Population: 1,391,782 persons
- 1997 Total Minority Population: 789,551 persons
- All firms in region: 98,166
- Annual sales of all firms in region: \$102.7 billion
- Total minority-owned firms: 18,044
- Annual sales of minority-owned firms: \$2.2 billion
- Total African American-owned firms: 9,474
- Annual sales of African American-owned firms: \$877.3 million
- Asian & Pacific Islander-owned Firms: 3,210
- Annual sales of Asian & Pacific Islander-owned firms: \$701.8 million
- Hispanic-owned Firms : 4,202
- Annual sales of Hispanic-owned firms: \$564.9 million
- American Indian & Alaska Natives-owned Firms: 885
- Annual sales of Asian & Pacific Islander-owned firms: \$49.4 million

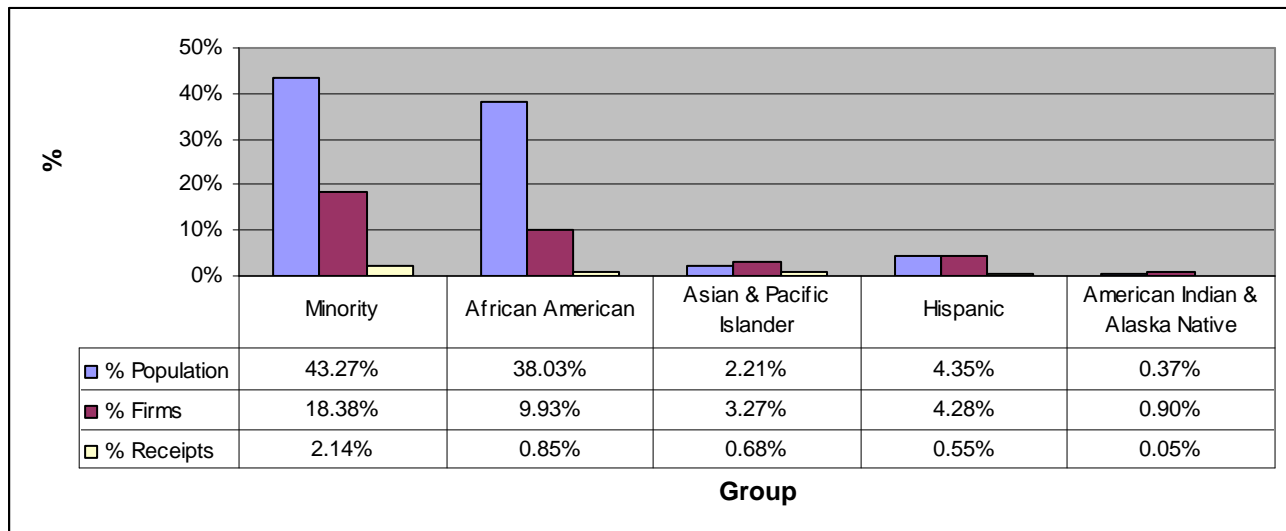


Business Participation¹

Group	MSA BPR: New Orleans	National BPR
All	71	78
Non-Minority	101	91
Minority	30	42
African American	18	24
Asian & Pacific Islander	104	90
Hispanic	69	41
American Indian & Alaska Native	170	85

Parity²:

In the New Orleans, MSA, Asian & Pacific 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 group has 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 New Orleans, LA 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	98,166		102,685,185		505,010		12,800,678	
Agricultural services, forestry, fishing, mining	4,495	4.58%	4,506,458	4.39%	11,685	2.31%	605,260	4.73%
Construction industries	9,535	9.71%	3,889,983	3.79%	28,657	5.67%	833,863	6.51%
Manufacturing	1,888	1.92%	26,787,085	26.09%	47,078	9.32%	1,847,408	14.43%
Transportation, communications, utilities	5,520	5.62%	7,516,359	7.32%	44,162	8.74%	1,451,071	11.34%
Wholesale trade	3,947	4.02%	25,756,537	25.08%	30,984	6.14%	1,025,298	8.01%
Retail trade	12,220	12.45%	12,388,284	12.06%	117,200	23.21%	1,520,978	11.88%
Finance, insurance and real estate industries	10,413	10.61%	8,038,622	7.83%	32,127	6.36%	1,069,267	8.35%
Service industries	42,740	43.54%	13,578,288	13.22%	193,043	38.23%	4,444,934	34.72%
Industries not Classified	7,689	7.83%	223,569	0.22%	74	0.01%	2,599	0.02%

Industries for Minority Groups in the New Orleans, LA MSA (Firms)

	Minority Firms ¹	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	18,044	9,747	54.83%	3,210	18.06%	4,202	23.64%	885	4.98%
Agricultural services, forestry, fishing, and mining	974	288	1.62%	427	2.40%	86	0.48%	173	0.97%
Construction industries	1,826	1,060	5.96%	45	0.25%	591	3.32%	130	0.73%
Manufacturing	235	110	0.62%	44	0.25%	80	0.45%	1	0.01%
Transportation, communications, and utilities	1,789	1,323	7.44%	125	0.70%	285	1.60%	56	0.32%
Wholesale trade	309	109	0.61%	82	0.46%	108	0.61%	10	0.06%
Retail trade	2,185	991	5.57%	912	5.13%	262	1.47%	20	0.11%
Finance, insurance and real estate industries	No Data	441	2.48%	56	0.32%	153	0.86%	No Data	No Data
Service industries	8,046	4,699	26.43%	1,256	7.07%	1,884	10.60%	207	1.16%
Industries not Classified	2,016	726	4.08%	263	1.48%	755	4.25%	272	1.53%

Industries for Minority Groups in the New Orleans, LA MSA (Sales)

	Minority Sales ¹	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	\$2,193,426	\$877,307	40.45%	\$701,788	32.36%	\$564,929	26.05%	\$49,402	2.28%
Agricultural services, forestry, fishing, mining	No Data	\$2,732	0.13%	\$13,366	0.62%	No Data	No Data	\$4,054	0.19%
Construction industries	No Data	\$101,528	4.68%	No Data	No Data	\$44,759	2.06%	\$17,148	0.79%
Manufacturing	No Data	\$8,387	0.39%	No Data	No Data	\$23,687	1.09%	No Data	No Data
Transportation, communications, utilities	No Data	\$209,796	9.67%	No Data	No Data	\$26,611	1.23%	\$7,989	0.37%
Wholesale trade	No Data	\$69,005	3.18%	\$214,941	9.91%	\$205,555	9.48%	No Data	No Data
Retail trade	No Data	\$123,679	5.70%	\$209,480	9.66%	\$89,156	4.11%	No Data	No Data
Finance, insurance and real estate industries	No Data	\$35,995	1.66%	No Data	No Data	No Data	No Data	No Data	No Data
Service industries	\$588,930	\$314,645	14.51%	\$167,173	7.71%	\$97,862	4.51%	\$9,250	0.43%
Industries not Classified	No Data	\$11,540	0.53%	No Data	No Data	\$54,165	2.50%	\$8,983	0.41%

¹ 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 Sales¹ figure does not reflect official Bureau of the Census minority sales estimates as reported in the 1997 Survey of Minority-Owned Business Enterprise