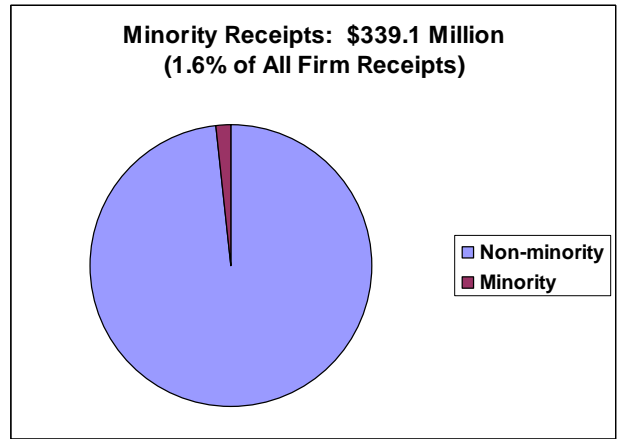


**Demographic and Business Statistics**

- 1997 Total Population: 393,656 persons
- 1997 Total Minority Population: 160,454 persons
- All firms in region: 25,997
- Annual sales of all firms in region: \$21.9 billion
- Total minority-owned firms: 3,541
- Annual sales of minority-owned firms: \$339.1 million
- Total African American-owned firms: 2,784
- Annual sales of African American-owned firms: \$129.3 million
- Asian & Pacific Islander-owned Firms: 332
- Annual sales of Asian & Pacific Islander-owned firms: \$103.3 million
- Hispanic-owned Firms : 236
- Annual sales of Hispanic-owned firms: \$53.5 million
- American Indian & Alaska Natives-owned Firms: 116
- Annual sales of Asian & Pacific Islander-owned firms: \$53.1 million

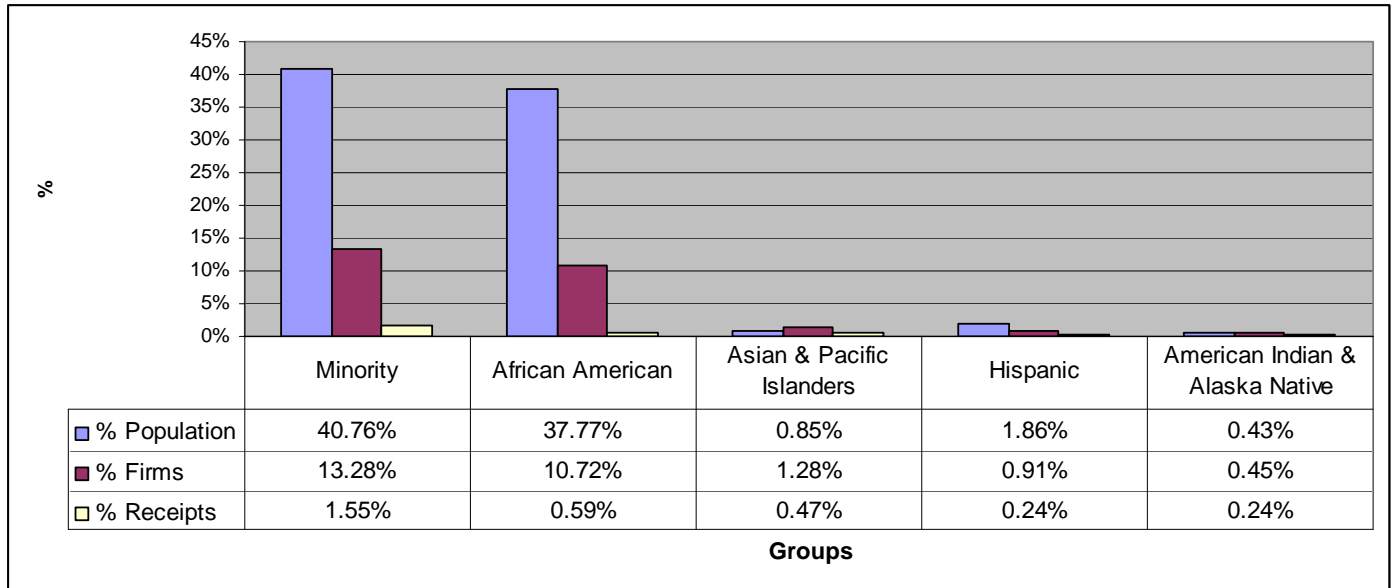


**Business Participation<sup>1</sup>**

Group	MSA BPR: Shreveport	National BPR
All	66	78
Non-Minority	97	91
Minority	22	42
African American	19	24
Asian & Pacific Islander	100	90
Hispanic	32	41
American Indian & Alaska Native	68	85

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

In the Shreveport—Bossier City, LA 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).



<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 Shreveport—Bossier City, 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
<b>All industries</b>	<b>25,977</b>		<b>\$21,903,570</b>		<b>136,986</b>		<b>\$3,082,396</b>	
Agricultural services, forestry, fishing, mining	2,384	9.18%	\$684,617	3.13%	3,005	2.19%	\$88,586	2.87%
Construction industries	2,537	9.77%	\$1,101,749	5.03%	8,468	6.18%	\$211,423	6.86%
Manufacturing	630	2.43%	\$5,531,009	25.25%	18,791	13.72%	\$635,321	20.61%
Transportation, communications, utilities	964	3.71%	\$2,287,375	10.44%	8,950	6.53%	\$329,481	10.69%
Wholesale trade	1,056	4.07%	\$4,315,322	19.70%	8,766	6.40%	\$250,827	8.14%
Retail trade	3,609	13.89%	\$3,725,727	17.01%	31,264	22.82%	\$400,374	12.99%
Finance, insurance and real estate industries	3,105	11.95%	\$1,173,554	5.36%	6,089	4.44%	\$157,523	5.11%
Service industries	10,172	39.16%	\$3,040,823	13.88%	51,585	37.66%	\$1,008,368	32.71%
Industries not Classified	1,593	6.13%	\$43,394	0.20%	68	0.05%	\$493	0.02%

### Industries for Minority Groups in the Shreveport—Bossier City, LA 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
All industries	3,468	2,784	80.67%	332	9.62%	236	6.84%	116	3.36%
Agricultural services, forestry, fishing, and mining	No Data	121	3.51%	No Data	No Data	22	0.64%	14	0.41%
Construction industries	316	226	6.55%	14	0.41%	31	0.90%	45	1.30%
Manufacturing	No Data	46	1.33%	16	0.46%	No Data	No Data	3	0.09%
Transportation, communications, and utilities	No Data	267	7.74%	No Data	No Data	No Data	No Data	No Data	No Data
Wholesale trade	No Data	8	0.23%	6	0.17%	18	0.52%	No Data	No Data
Retail trade	394	265	7.68%	88	2.55%	27	0.78%	14	0.41%
Finance, insurance and real estate industries	No Data	190	5.51%	No Data	No Data	No Data	No Data	3	0.09%
Service industries	1,754	1,443	41.81%	171	4.96%	102	2.96%	38	1.10%
Industries not Classified	No Data	218	6.32%	38	1.10%	23	0.67%	No Data	No Data

### Industries for Minority Groups in the Shreveport—Bossier City, LA MSA (Sales in 1,000s)

	Minority Sales <sup>i</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>\$1,816,783</b>	<b>\$129,306</b>	<b>38.13%</b>	<b>\$103,319</b>	<b>30.47%</b>	<b>\$53,547</b>	<b>15.79%</b>	<b>\$53,134</b>	<b>15.67%</b>
Agricultural services, forestry, fishing, mining	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
Construction industries	No Data	\$50,601	14.92%	No Data	No Data	No Data	No Data	\$8,754	2.58%
Manufacturing	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
Transportation, communications, utilities	No Data	\$22,277	6.57%	No Data	No Data	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	\$8,674	2.56%	\$23,531	6.94%	\$19,963	5.89%	No Data	No Data
Finance, insurance and real estate industries	No Data	\$4,663	1.38%	No Data	No Data	No Data	No Data	No Data	No Data
Service industries	95,070	\$26,306	7.76%	\$43,947	12.96%	\$15,001	4.42%	\$9,816	2.89%
Industries not Classified	No Data	No Data	No Data	No Data	No Data	No Data	No Data	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