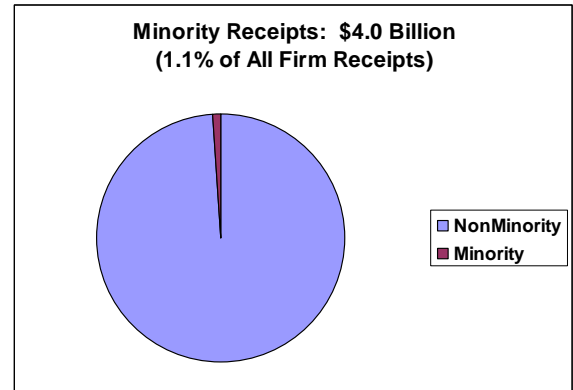


Demographic and Business Statistics

- 1997 Total Population: 5,20,235 persons
- Total Firms: 366,436 firms
- Annual sales of all firms in the State: \$367.8 billion
- 1997 Total Minority Population: 521,771 persons
- Total Minority-Owned Firms: 13,692 firms
- Annual sales of Minority-owned firms in State: \$4.0 billion
- Total African American-owned firms: 4,848 firms
- Annual sales from African American-owned firms: \$550.1 million
- Asian & Pacific Islander-owned firms: 3,753 firms
- Annual sales of Asian & Pacific Islander-owned firms: \$1.5 billion
- Hispanic-owned Firms : 3,020 firms
- Annual sales of Hispanic-owned firms: \$816.8 million
- American Indian & Alaska Natives-owned firms: 2,338 firms
- Annual sales of American Indian & Alaska Natives-owned firms: \$1.1 billion

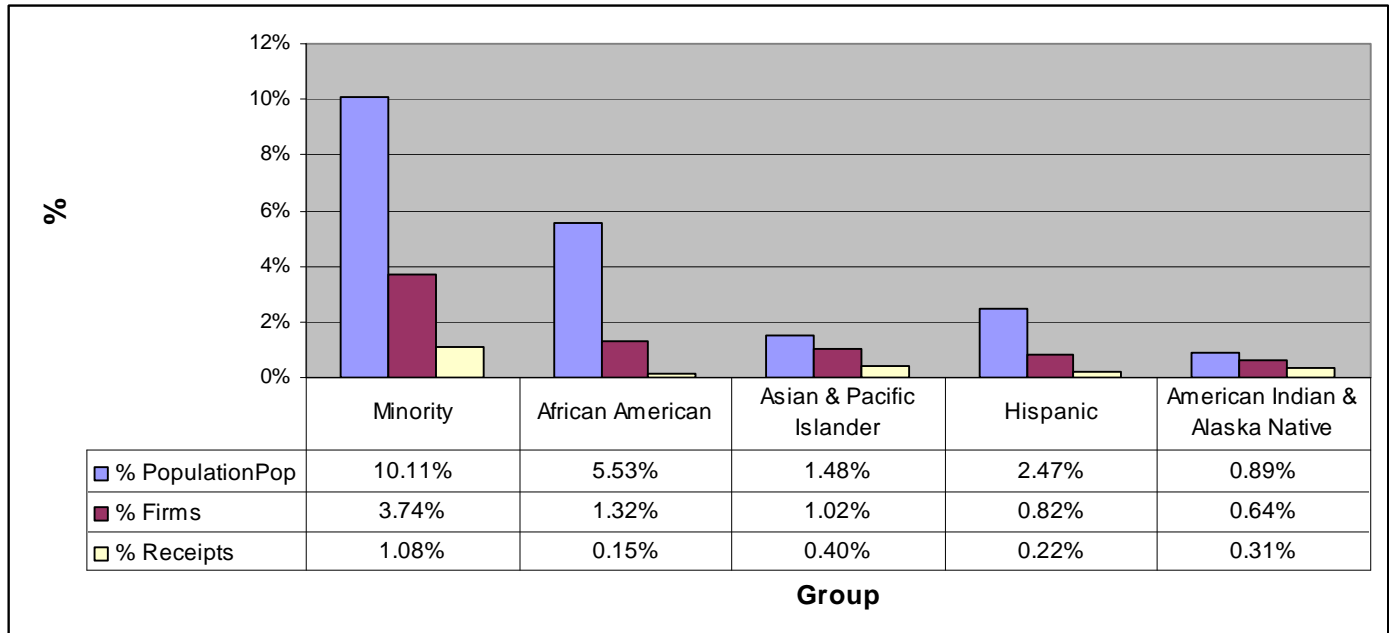


Business Participation¹

Group	State BPR: Wisconsin	National BPR
All	70	78
Non-Minority	79	91
Minority	26	42
African American	17	24
Asian & Pacific Islander	49	90
Hispanic	24	41
American Indian & Alaska Native	51	85

Parity²:

In the State of Wisconsin no group has achieved parity, in terms of population size and business ownership. (See below chart). 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 State of Wisconsin

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	366,436		\$367,841,279		2,246,488		\$59,198,866	
Agricultural services, forestry, fishing, mining	8,268	2.26%	\$997,040	0.27%	11,968	0.53%	\$280,018	0.47%
Construction industries	43,243	11.80%	\$18,492,960	5.03%	112,858	5.02%	\$3,961,064	6.69%
Manufacturing	18,347	5.01%	\$120,395,923	32.73%	609,649	27.14%	\$20,931,535	35.36%
Transportation, communications, and utilities	18,091	4.94%	\$18,578,582	5.05%	115,665	5.15%	\$3,583,941	6.05%
Wholesale trade	15,054	4.11%	\$62,255,931	16.92%	133,146	5.93%	\$4,432,689	7.49%
Retail trade	63,989	17.46%	\$52,467,941	14.26%	471,034	20.97%	\$6,124,503	10.35%
Finance, insurance and real estate industries	40,010	10.92%	\$55,571,979	15.11%	153,185	6.82%	\$5,372,898	9.08%
Service industries	139,893	38.18%	\$38,073,979	10.35%	636,274	28.32%	\$14,409,513	24.34%
Industries not Classified	20,259	5.53%	\$584,193	0.16%	335	0.01%	\$6,396	0.01%

Industries for Minority Groups in the State of Wisconsin (Firms)

	Minority Firms ⁱ	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	13,692	4,848	35.41%	3,752	27.40%	3,020	22.06%	2,338	17.08%
Agricultural services, forestry, fishing, and mining	142	23	0.17%	43	0.31%	36	0.26%	48	0.35%
Construction industries	784	237	1.73%	67	0.49%	229	1.67%	258	1.88%
Manufacturing	307	73	0.53%	71	0.52%	60	0.44%	113	0.83%
Transportation, communications, and utilities	688	384	2.80%	115	0.84%	109	0.80%	97	0.71%
Wholesale trade	242	54	0.39%	72	0.53%	72	0.53%	47	0.34%
Retail trade	2,360	621	4.54%	1,109	8.10%	479	3.50%	218	1.59%
Finance, insurance and real estate industries	643	250	1.83%	207	1.51%	131	0.96%	67	0.49%
Service industries	5,639	2,685	19.61%	1,587	11.59%	909	6.64%	543	3.97%
Industries not Classified	2,887	521	3.81%	482	3.52%	994	7.26%	947	6.92%

Industries for Minority Groups in the State of Wisconsin (Sales)

	Minority Sales ⁱⁱ	African American	% of Minority Sales	Asian & Pacific Islander	% of Minority Sales	Hispanic	% of Minority Sales	American Indian	% of Minority Sales
All industries	\$3,969,840	\$550,114	13.86%	\$1,487,807	37.48%	\$816,817	20.58%	\$1,135,975	28.62%
Agricultural services, forestry, fishing, mining	\$6,551	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
Construction industries	\$262,897	\$97,120	2.45%	\$35,253	0.89%	\$54,618	1.38%	\$77,636	1.96%
Manufacturing	\$590,753	No Data	No Data	\$178,999	4.51%	\$187,181	4.72%	\$210,062	5.29%
Transportation, communications, utilities	\$91,219	\$55,417	1.40%	No Data	No Data	No Data	No Data	No Data	No Data
Wholesale trade	\$427,697	\$25,047	0.63%	\$167,687	4.22%	\$189,251	4.77%	\$46,168	1.16%
Retail trade	\$755,933	\$159,972	4.03%	\$435,851	10.98%	\$109,386	2.76%	\$62,640	1.58%
Finance, insurance and real estate industries	\$93,785	\$12,247	0.31%	\$38,919	0.98%	\$39,966	1.01%	No Data	No Data
Service industries	\$1,476,568	\$167,407	4.22%	\$545,320	13.74%	\$173,774	4.38%	No Data	No Data
Industries not Classified	\$264,402	\$17,264	0.43%	\$77,489	1.95%	\$56,834	1.43%	\$116,607	2.94%

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