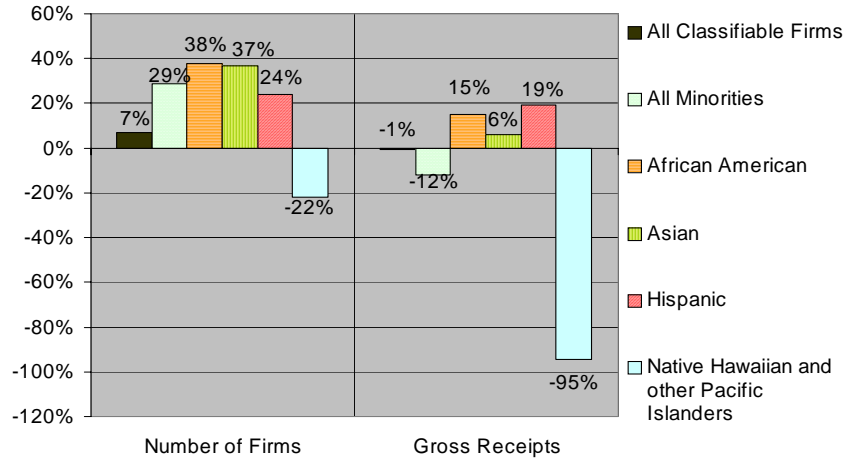


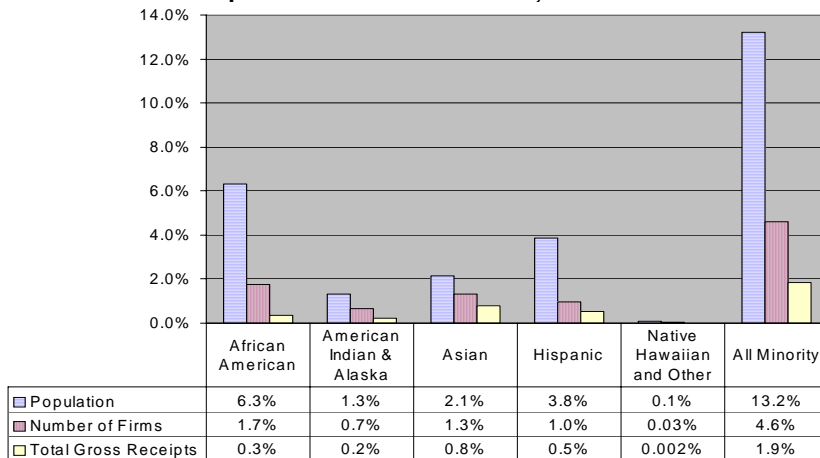
- In 2002, there were about 17,650 minority firms in Wisconsin generating nearly \$3.5 billion in gross receipts.
- These firms also employed over 31,000 workers.
- Minority firms represented 4.6% of all 'classifiable' firms located in the state.
- The number of minority firms in Wisconsin increased by 29% between 1997 and 2002, compared to 7% for all 'classifiable' firms in the state.
- Wisconsin had the 30th largest minority population, numbering about 720,000 or 13.2% of the Wisconsin's total population in 2002.

Change in Number of Firms and Gross Receipts for Firms in Wisconsin 1997 - 2002



Summary Statistics by Group in Wisconsin - 2002					
Group	Number of Firms	Total Gross Receipts (\$1,000)	Average Gross Receipts (\$1,000)	Firms with Paid Employees	Paid Employees
African American	6,685	\$633,444	\$95	861	8,789
American Indian & Alaska Native	2,517	\$420,348	\$167	399	2,178
Asian	4,957	\$1,498,515	\$302	1,809	11,603
Hispanic	3,750	\$975,457	\$260	869	9,011
Native Hawaiian and Other Pacific Islander	104	\$3,952	\$38	7	54
All Minority	17,643	\$3,488,311	\$198	3,930	31,091
Classifiable Firms	382,172	\$187,724,026	\$491	103,648	1,238,017
All U.S. Firms (includes publicly held)	393,241	\$435,933,626	\$1,109	112,589	2,312,702

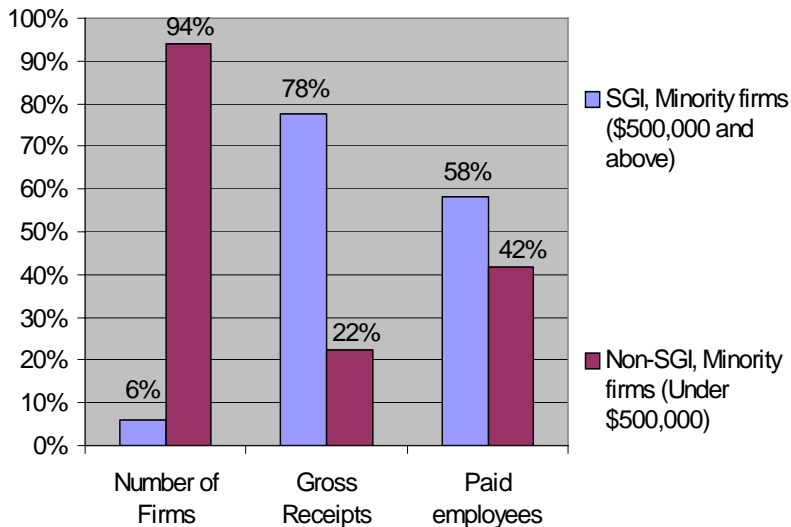
Percentage of Minority Population, Number of Firms and Gross Receipts Compared to Classifiable Firms, Wisconsin - 2002



- In Wisconsin, no minority group reached parity in number of firms and total gross receipts when compared to the group's representation in the state's population.
- If minority business activity in Wisconsin matched the state's minority population percentage in 2002, the number of minority firms in the state would have exceeded 50,500 and they would have generated over \$24.8 billion in gross receipts and employed nearly 164,000 workers.

Source: U.S. Census Bureau's 2007 Special Tabulation for Minority Firms in 2002, Survey of Business Owners, Company Summary, September 2006; 1997 Survey of Minority- and Women-Owned Business Enterprises, July 2001. Table 2: Estimates of the Total Population of States by Race and Hispanic Origin: July 1, 2002. All U.S. Firms include publicly held, foreign-owned and non-profit firms. Statistics for All Minority, Classifiable Firms and all groups do not include publicly held, foreign-owned and non-profit entities. Classifiable Firms include minority-owned and non-minority-owned firms. These are firms whose ownership can be classified by race, gender of Hispanic origin. S = Estimates are suppressed when publication standards are not met. Total numbers for Classifiable Firms represent MBDA estimates. Hispanics may be of any race, because business owners were allowed to identify with more than one race category. Due to the exclusion of tribally held governments in 2002, data for American Indian and Alaska Native firms for 1997 and 2002 are not directly comparable. Population estimates for 2002 were for all ages.

Minority Firms in Wisconsin, by Gross Receipts Size, 2002



- While smaller in number, Strategic Growth Initiative (SGI) minority-owned firms, which have annual receipts of \$500,000 or more, generate a much larger percentage of all the group's revenues and paid employment than firms with receipts under \$500,000.
- In 2002, minority-owned firms with receipts of \$500,000 or more generated about 78% of all receipts grossed by all minority firms in Wisconsin and employed 58% of all paid workers employed by minority firms in that state.
- Minority-owned firms in Wisconsin were most concentrated in the following industries: health care and social assistance; other services; retail trade; and professional, scientific, and technical services.

Number of Minority Firms in Wisconsin, by Industry - 2002

Industry	African American	American Indian and Alaska Native	Asian	Hispanic	Native Hawaiian and Other Pacific Islander	All Minority	% of All Minority Firms
Forestry, Fishing and Hunting, and Agricultural Support Services	1	22	23	26	0	67	0.4%
Mining	0	1	0	1	0	2	0.01%
Utilities	0	1	0	1	0	2	0.01%
Construction	276	292	107	358	S	1,004	5.7%
Manufacturing	19	56	104	101	1	273	1.5%
Wholesale Trade	60	S	169	S	1	334	1.9%
Retail Trade	681	264	732	623	S	2,266	12.8%
Transportation and Warehousing	298	104	204	146	0	726	4.1%
Information	S	17	S	S	0	286	1.6%
Finance and Insurance	150	41	168	107	0	462	2.6%
Real Estate and Rental and Leasing	198	S	154	166	1	611	3.5%
Professional, Scientific, and Technical Services	452	185	588	474	S	1,671	9.5%
Management of Companies and Enterprises	3	0	7	0	0	10	0.1%
Administrative Support, Waste Management, and Remediation Services	360	259	152	322	S	1,079	6.1%
Educational Services	178	79	108	S	1	435	2.5%
Health Care and Social Assistance	1,990	S	665	418	S	3,457	19.6%
Arts, Entertainment, and Recreation	S	299	246	160	2	1,068	6.1%
Accommodation and Food Services	284	56	846	273	0	1,438	8.2%
Other Services	1,210	298	610	345	1	2,453	13.9%
Unclassified	0	0	S	0	0	10	0.1%
All minority firms in Wisconsin	6,685	2,517	4,957	3,750	104	17,643	100.1%

Source: U.S. Census Bureau's 2007 Special Tabulation for all minority firms in 2002, *2002 Survey of Business Owners, Company Summary*, September 2006; *1997 Survey of Minority- and Women-Owned Business Enterprises*, July 2001. Statistics for All Minority firms by receipts size represent MBDA estimates. Hispanics may be of any race, because business owners were allowed to identify with more than one race category. Other Services includes firms not provided for elsewhere in the classification system which are engaged in activities such as equipment and machinery repairing, promoting religious activities, grant-making, advocacy, providing dry-cleaning and laundry services, personal care services and dating services. S = Estimates are suppressed when publication standards are not met. Total percentages for minority firms by industry may exceed 100% because some firms may be classified in more than one industry. For more information on MBDA methodology, please review *The State of Minority Business Enterprises* at www.mbda.gov/minoritybizfacts. For information on Census' data methodology and standard errors, please visit www.census.gov/csd/sbo/index.html. Prepared by MBDA's Office of Knowledge Management, Office of Business Development, May 2008.