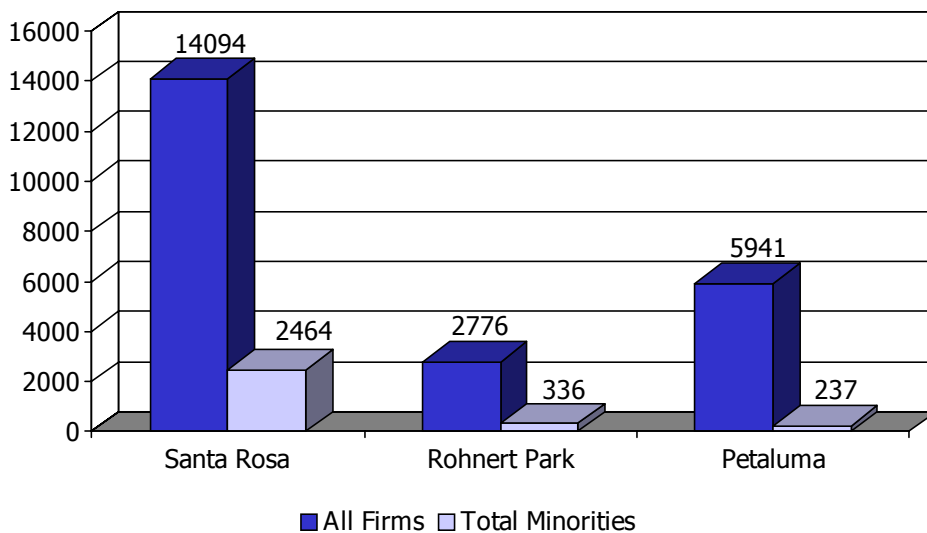


Sonoma County Minority Economic & Demographic Profile



**Minority-Owned Businesses in Sonoma County
Cities (1997)**



According to the last Economic Census, a survey conducted every four years by the U.S. Census Bureau, more than 4,000 businesses in Sonoma County were owned by members of minority groups in 1997.

Total sales and receipts at minority-owned businesses accounted for over \$454 million.

Sales and receipts at Hispanic-owned businesses totaled more than \$200 million.

Minority-Owned Businesses in Sonoma County (1997)

Group	Firms	Sales and Receipts (\$Thousands)	Employees	Payroll (\$Thousands)
Universe (All Firms)	45,295	23,255,319	142,335	3,916,808
Total Minorities*	4,094	454,916	2,444	54,345
Hispanic	2,173	200,022	1,308	28,089
Asian/Pacific Islander	1,412	201,435	727	18,075
American Indian/Alaska Natives	306	43,113	254	5,862

* Total Minorities refers to businesses owned by African Americans, Hispanics, Asians, Pacific Islanders, American Indians, and Alaska Natives

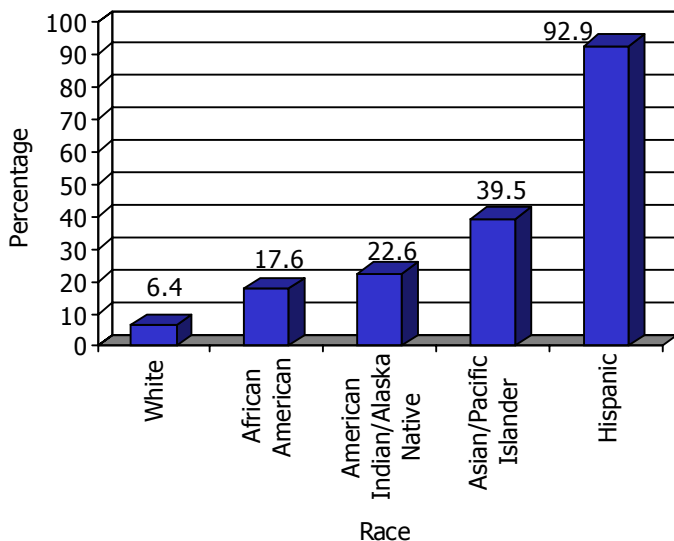
Source: United States Census Bureau

Population by Race in Sonoma County (2000)

	Total	% of Total Population	California*
White	341,686	74.5	46.7
Hispanic	79,511	17.3	32.4
Asian	13,786	3.0	10.9
African American	6,116	1.3	6.7
American Indian/Alaska Native	3,477	0.8	1.0
Native Hawaiian/Other Pacific Islander	828	0.2	0.3
Some Other Race	921	0.2	2.0
Two or More Races	12,289	2.7	
Total	458,614	100	100

*Estimates for comparison only. This column does not reflect multiple-race responses in the 2000 Census

Population Growth Rates in Sonoma County (1990-2000)



Minority populations have experienced significant growth in Sonoma County over the past decade.

According to estimates in the 2000 Census, Sonoma County's Hispanic community has grown to nearly 80,000 members, a growth rate of nearly 93% since 1990.

In addition, minority citizens reside in relatively larger average households.

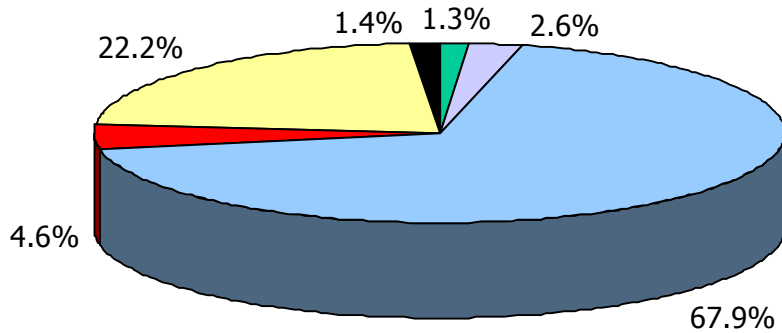
The average household size for Hispanics in Sonoma County is more than four people per residence.

Household and Household Population by Race in Sonoma County (2000)

Householder	Households	Population in Households	Average Household Size
White	144,001	342,336	2.38
Hispanic	17,168	72,593	4.23
Asian	4,154	13,023	3.14
African American	2,001	5,810	2.9
American Indian/Alaska Native	1,616	5,238	3.24
Native Hawaiian/Other Pacific Islander	264	875	3.31
Other	7,902	36,872	4.67
Two or More Races	4,787	14,493	3.03

Source: United States Census Bureau

Racial and Ethnic Diversity of K-12 Students in Sonoma County Public Schools (2000-01)



Minority students comprise almost one-third of the K-12 population in the Sonoma County public school system.

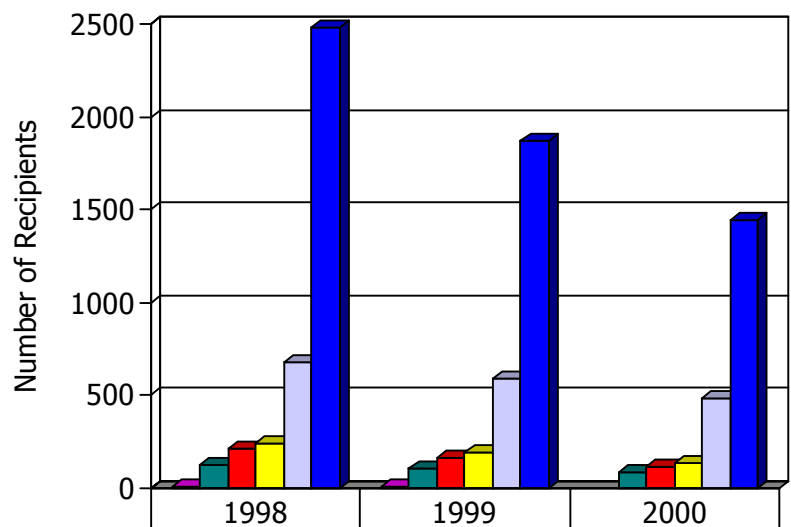
Hispanics represent the largest minority population, totaling 3,363 students or more than 22% of the K-12 student body.

By comparison, Hispanic students comprise more than 43% of the statewide K-12 population in public schools.

Public Assistance Recipients (CalWORKS) in Sonoma County 1998-2000

The number of public assistance recipients in Sonoma County has been steadily declining across all ethnic groups.

From 1998 to 2000, the number of Hispanics in Sonoma County receiving public assistance decreased by nearly 42%.



Race/Ethnicity	1998	1999	2000
Filipino	10	10	< 5
American Indian	130	110	90
Asian/Pacific Islander	210	160	120
African American	240	190	140
Hispanic	680	590	480
White	2480	1870	1440