HEARTLAND EQUITY ATLAS:
REGIONAL DATA FOR EQUITABLE ENTREPRENEURSHIP
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CHANGING DEMOGRAPHICS

Race/ethnicity of population, Iowa, Kansas, Missouri, and Nebraska, and United States, 2013-2017

Source: U.S. Census Bureau; NHGIS; Woods & Poole Economics, Inc.
People of Color Population by State, Iowa, Kansas, Missouri, and Nebraska, 2000 to 2013-2017

Source: U.S. Census Bureau; NHGIS; Woods & Poole Economics, Inc.
Number of firms per 100 workers, ranked, All firms, 2012

Source: U.S. Census Bureau, 2007 and 2012 Survey of Business Owners, 2009 and 2014 American Community Survey 5-year Summary Files
BUSINESS GROWTH

Percent change in number of firms, ranked, People of Color, 2012

#1 Iowa – 80.9%

#3 Nebraska – 65.3%

#24 Missouri – 42.8%

#23 Kansas – 43.2%

Source: US Survey of Business Owners

Source: 2007 and 2012 Survey of Business Owners