

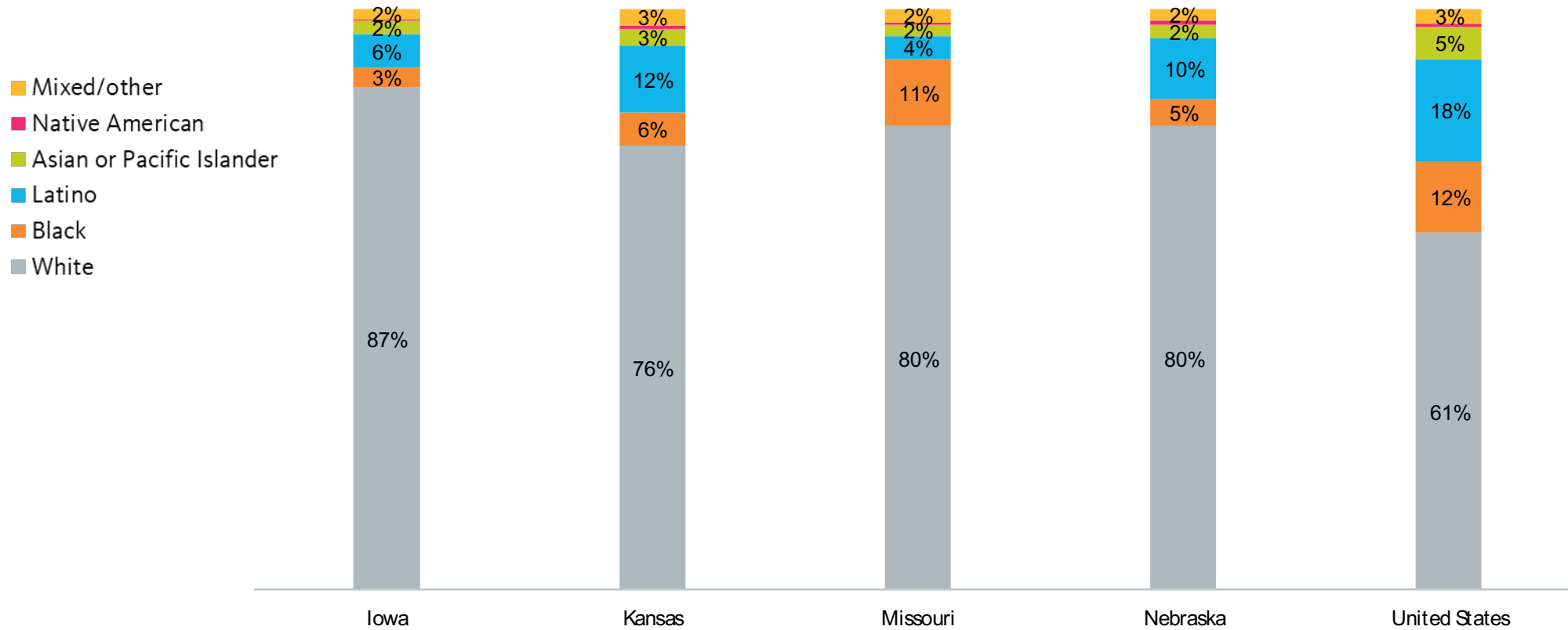
HEARTLAND EQUITY ATLAS:

REGIONAL DATA FOR EQUITABLE ENTREPRENEURSHIP

PREPARED BY: ARPITA SHARMA, SAMEER NAIR-DESAI &
JENNIFER ITO

CHANGING DEMOGRAPHICS

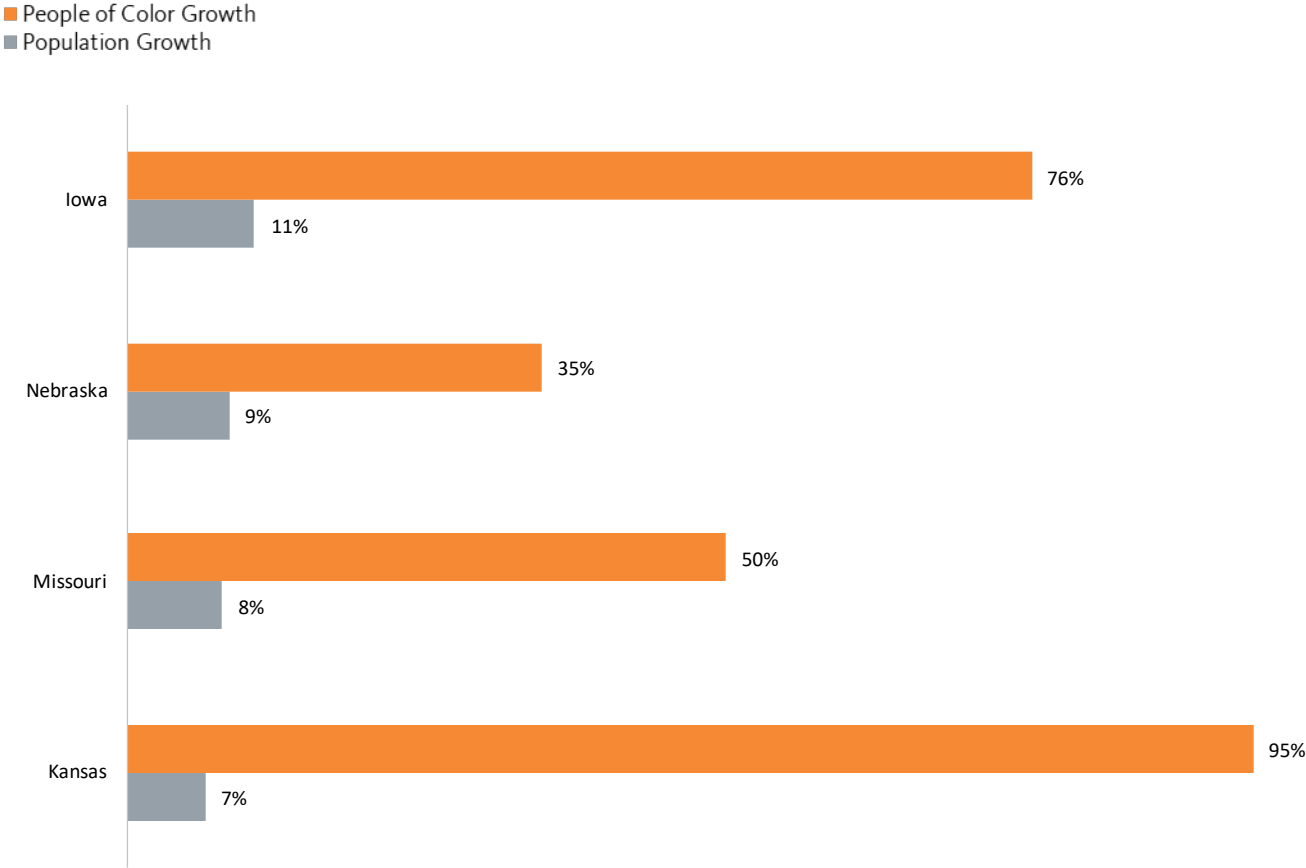
Race/ethnicity of population,
Iowa, Kansas, Missouri, and Nebraska, and United States, 2013-2017



Source: U.S. Census Bureau; NHGIS; Woods & Poole Economics, Inc.

CHANGING DEMOGRAPHICS

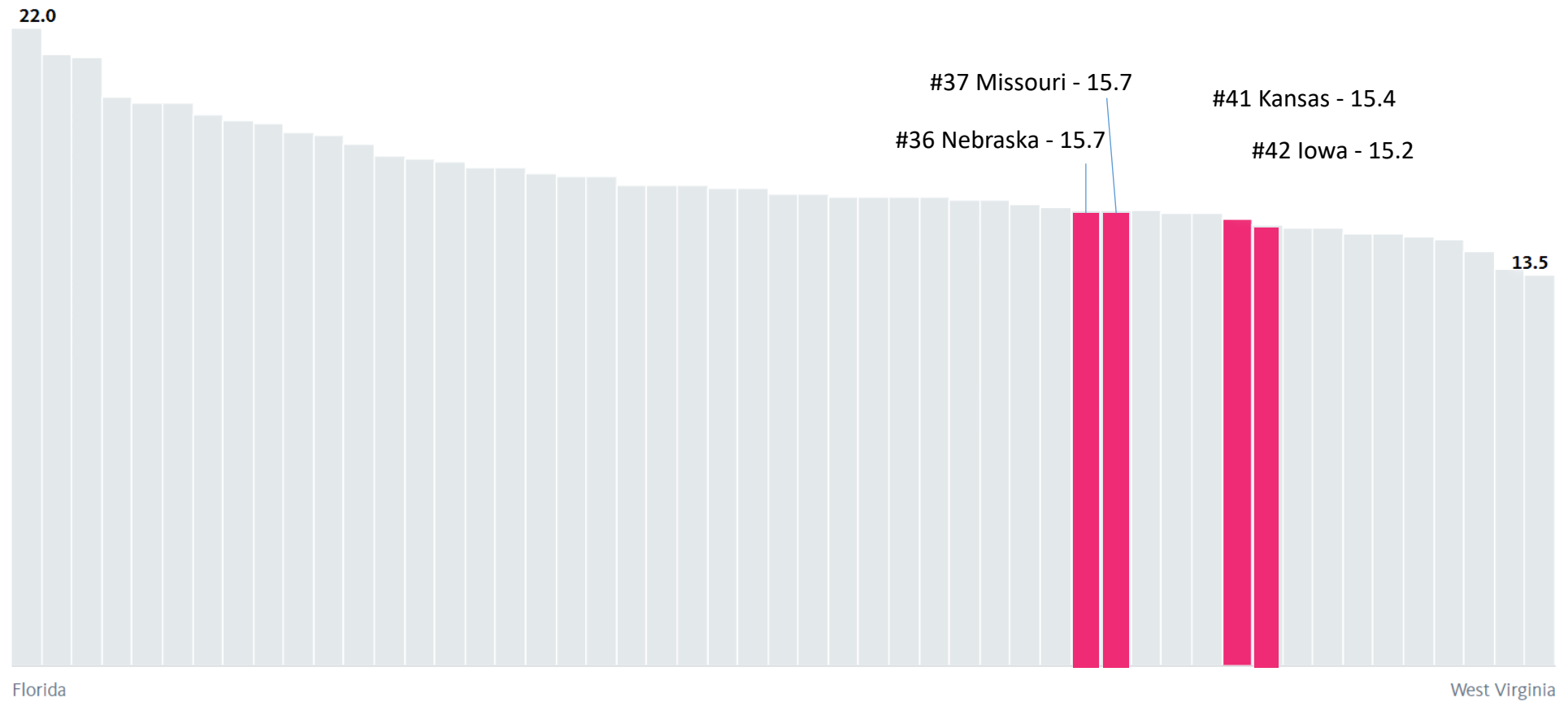
People of Color Population by State,
Iowa, Kansas, Missouri, and Nebraska, 2000 to 2013-2017



Source: U.S. Census Bureau; NHGIS; Woods & Poole Economics, Inc.

FIRM DIVERSITY

Number of firms per 100 workers, ranked, All firms, 2012

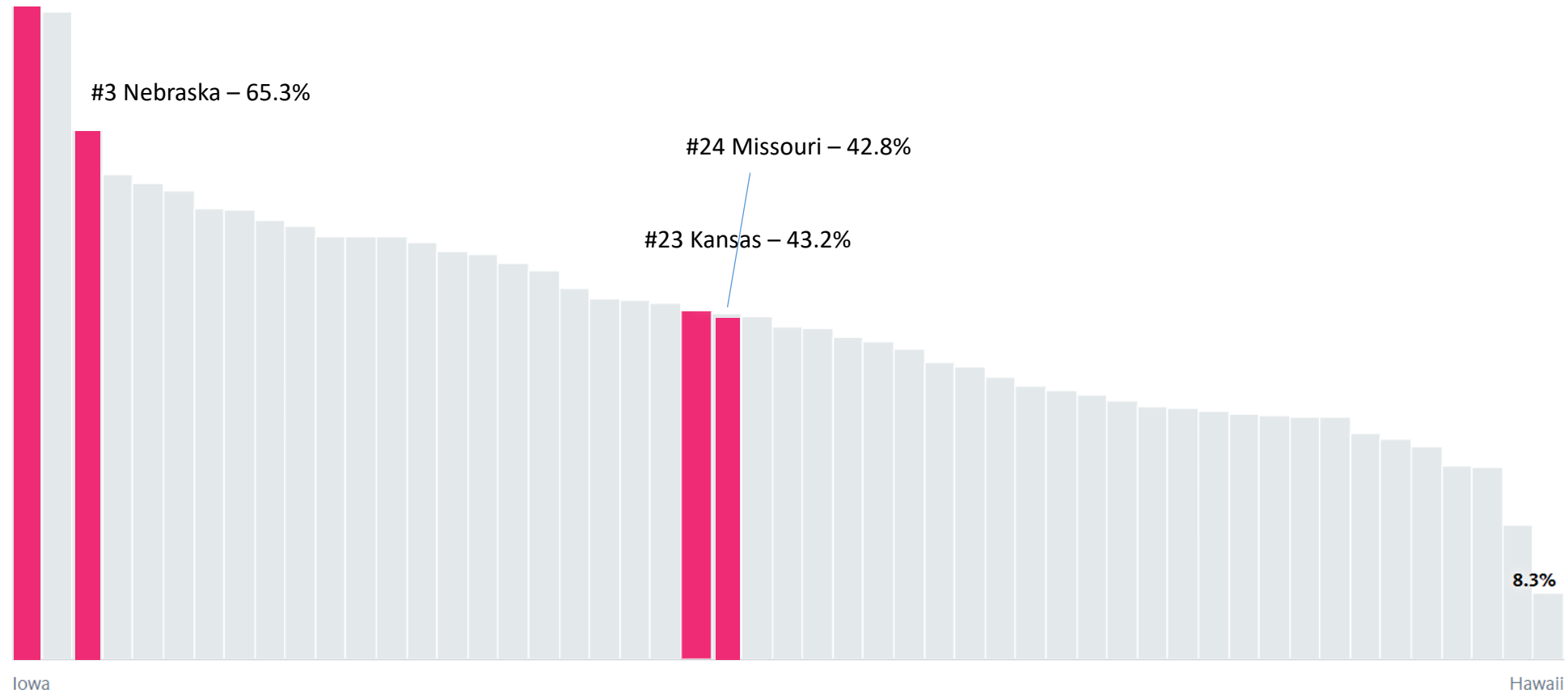


Source: U.S. Census Bureau, 2007 and 2012 Survey of Business Owners, 2009 and 2014 American Community Survey 5-year Summary Files

BUSINESS GROWTH

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

#1 Iowa – 80.9%



Source: US Survey of Business Owners

Source: 2007 and 2012 Survey of Business Owners