

Madison Public Market's MarketReady Program



MarketReady Applicant Demographics Report | August 3, 2017

83 businesses applied for MarketReady on time (by July 5th) and were offered the opportunity for 1:1 interviews with Ian Aley and Adam Haen. Based on criteria evaluated during those interviews, 53 of those applicants have been offered the chance to record a business pitch. The following data reflects the demographics of those 53 applicants and the change in demographics from the initial 83 applicants.

Total Applicants:		53		
		#	%	% Change from July
	Female	34	63%*	+4%
	First-generation Immigrant	15	28%*	-1%
Race[^]				
	American Indian or Alaskan Native	2	4%	0%
	Asian	8	15%	+1%
	Black or African-American	18	34%	+5%
	Hispanic or Latino	12	23%	+5%
	White	16	30%	-8%
	Other/Prefer not to disclose	1	2%	-2%

Change in Applicant Demographics: Race/Ethnicity

*The percent of applicants identifying as female or as a first-generation immigrant do not sum to 100 when added to the percent of applicants identifying as male or as non-immigrants because some applicants chose not to disclose this information.

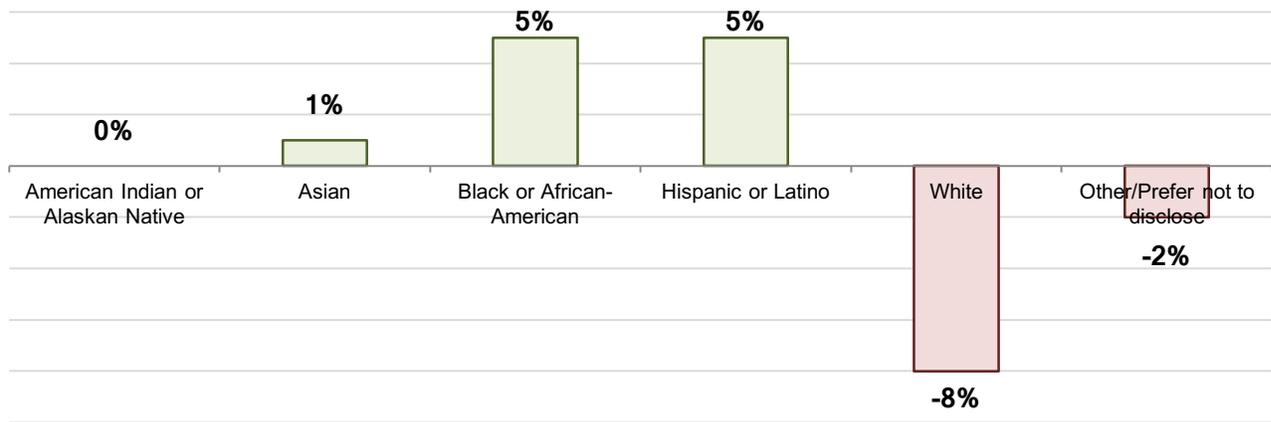
[^]The percentages will sum to greater than 100 because some applicants identify as bi-racial.



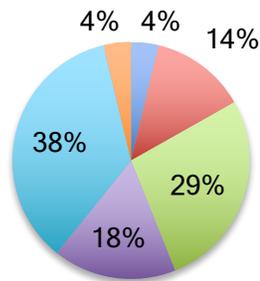
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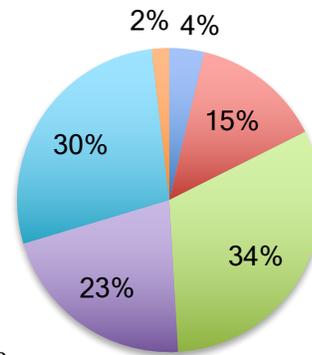
Percent Change from All Applicant to Applicants Recording Video Pitch



MarketReady Applicants (July)



Applicants Recording Video Pitch (August)



- American Indian or Alaskan Native
- Asian
- Black or African-American
- Hispanic or Latino
- White
- Other/Prefer not to disclose

