

APPENDIX H.

Entry, Advancement, Ownership and Success in Airport Concessions Industries

Previous appendices discussed potential barriers to success in the construction and engineering industries. This appendix analyzes whether some of these barriers also exist within businesses providing goods and services in the San Diego Airport. The discussion begins with entry into the industry, continues with opportunities for advancement and ownership and concludes with business success. In this section the businesses in the industries that provide goods and services within the San Diego Airport will be referred to as “airport concessions”.

Defining Airport Concessions

In order to determine which types of businesses operate in the San Diego Airport, BBC created a list of all businesses that leased space in the San Diego Airport between 2003 and 2008. The majority of these businesses fell into one of six industries, as defined by the U.S. Census Bureau:

- Restaurants and other food services;
- Drinking places, alcoholic beverages;
- Gift, novelty and souvenir shops;
- Book stores and news dealers;
- Jewelry, luggage and leather goods stores; and
- Clothing and accessories, except shoe stores.

The study team defined airport concessions to be all businesses included in these industries.¹

The analysis discussed in this appendix is based on the 2000 Census 5 percent sample dataset for San Diego County.²

Education and Training

Appendix D discussed the importance of education and training in securing employment and advancement in the construction and engineering industries. The study team explored the role of education in employment and advancement in airport concessions to determine if education potentially creates barriers for some race/ethnicity or gender groups.

¹ Full descriptions and Census codes for the industries included in airport concessions can be found in Appendix I.

² The following discussion is limited to 2000 due to small sample sizes for the relevant industries in the 2007 ACS dataset.

In 2000, just 10.3 percent of workers in airport concessions had at least a four-year degree, compared with over 25 percent of workers in all industries in San Diego County. Alternatively, the percentage of workers without a high school diploma in airport concessions is much higher than the percentage for all workers, 32.1 percent versus 19.5 percent in 2000. These figures imply that educational attainment is not a prerequisite for employment in airport concessions.

As discussed in Appendix D, compared to non-Hispanic white workers, fewer African American and Hispanic American workers in San Diego County had completed a four year degree and more had not finished high school. Given the lower level of education necessary for employment in airport concessions, one would expect the percentages of African American and Hispanic American workers in these industries to be relatively higher than in all industries. Conversely, the higher levels of educational achievement by Asian Pacific-Americans and Subcontinent Asian Americans, presented in Appendix D, may lead to relatively low employment rates of these groups in airport concessions.

In the industries that make up airport concessions in the San Diego Airport, education does not appear to be a barrier to employment.

Employment

The study team examined the proportion of individuals working at airport concessions by race/ethnicity and gender. The results are presented in Figure H-1.

Based on 2000 Census data from San Diego County, 50.5 percent of workers in the industries that make up airport concessions were minorities, compared with only 42 percent of workers in all industries.

Figure H-1.
Demographics of workers in airport concessions and all industries in San Diego County, 2000.

Note:

** Denotes that the difference in proportions between airport concessions and all industry groups is statistically significant at the 95% confidence level.

Source:

BBC Research & Consulting from 2000 U.S. Census 5% sample data. The raw data extract was obtained through the IPUMS program of the MN Population Center: <http://usa.ipums.org/usa/>.

	San Diego County	
	Concessions (n=5,223)	All industries (n=76,744)
Race/ethnicity		
African American	4.4 % **	6.0 %
Asian-Pacific American	11.0 **	10.0
Subcontinent Asian American	0.5	0.5
Hispanic American	32.5 **	23.5
Native American	1.2	1.2
Other minority group	<u>1.0</u>	<u>0.7</u>
Total minority	50.5 %	42.0 %
Non-Hispanic white	<u>49.5</u> **	<u>58.0</u>
Total	100.0 %	100.0 %
Gender		
Female	52.8 % **	45.9 %
Male	<u>47.2</u> **	<u>54.1</u>
Total	100.0 %	100.0 %

Two minority groups composed higher percentages of workers in airport concessions relative to all industries.

- Hispanic Americans were 32.5 percent of airport concessions workers but only 23.5 percent of the entire workforce in San Diego County, a statistically significant difference. The combination of the education requirements for employment in airport concessions and the relatively low educational levels of Hispanic American workers may help explain the high percentages of Hispanic Americans in these industries.
- Asian Pacific Americans were 11 percent of concession workers but 10 percent of workers in all industries. This difference is statistically significant. Given the high levels of education for Asian-Pacific Americans in San Diego County, education requirements for airport concessions does not explain the overrepresentation.

On the other hand, African Americans in San Diego County made up a relatively low share of airport concessions workers (4.4%) compared to their share of workers in all industries (6.0%). This is a statistically significant difference. The education requirements for work in these industries imply that the underrepresentation of African American workers in airport concessions cannot be attributed to educational barriers.

Non-Hispanic whites also appear to be underrepresented in airport concessions in San Diego County. In 2000, non-Hispanic whites were only about 50 percent of airport concessions workers but 58 percent of all workers. Higher education levels of non-Hispanic whites (discussed in Appendix D) may explain the relatively low percentage of this group in airport concessions.

Figure H-1 also shows that the percentages of men and women in airport concessions differ from their representation in all industries. In 2000, men were over half of all workers in San Diego County, but only about 47 percent of airport concessions workers. Conversely, women represent 46 percent of the workforce but nearly 53 percent of airport concessions workers. Both of these differences are statistically significant. Since women in San Diego County had, on average, higher levels of education than men in 2000, educational requirements do little to explain this disparity.

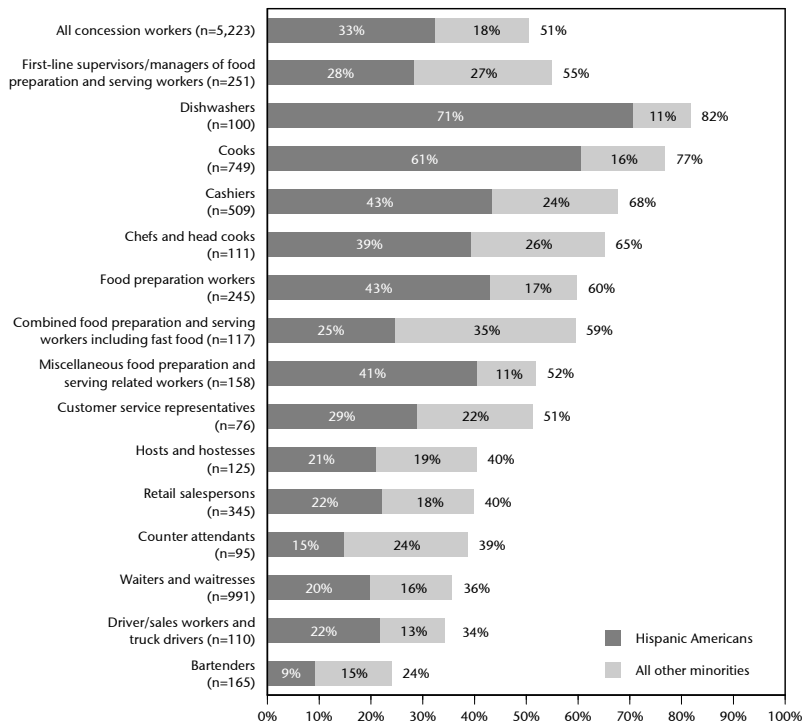
Advancement in Airport Concessions

In order to examine opportunities for advancement in airport concessions, the study team examined the representation of minorities and women in selected occupations. Full descriptions and 2000 Census codes for these occupations can be found in Appendix I.

Race and ethnic composition of airport concessions occupations. Figure H-2 summarizes the race/ethnicity of workers in airport concessions occupations in San Diego County, including higher skilled jobs such as first-line supervisors and lower skilled jobs such as dishwashers.

**Figure H-2.
Minorities as a
percentage of selected
airport concessions
occupations in San Diego
County, 2000**

Source:
BBC Research & Consulting from 2000 U.S.
Census 5% sample data. The raw data
extract was obtained through the IPUMS
program of the MN Population Center:
<http://usa.ipums.org/usa/>.



In 2000, minorities made up a relatively higher percentage of first-line supervisors (55%) than all workers in airport concessions (51%). This is not the case when only considering Hispanic American workers. Figure H-2 shows that Hispanic Americans were 33 percent of all airport concessions workers but only 28 percent of first-line supervisors. On the other hand, Hispanic American workers were a relatively high percentage of several other occupations, including:

- Dishwashers (71%);
- Cooks (61%);
- Cashiers (43%); and
- Food Preparation workers (43%).

Both Hispanic Americans and all other minorities are underrepresented in several occupations:

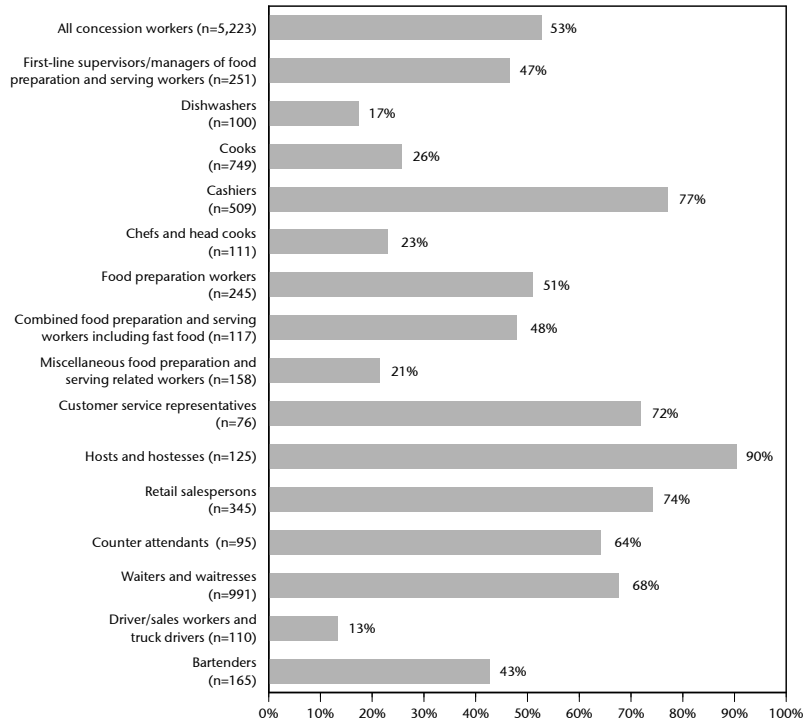
- Bartenders;
- Drivers, sales workers and truck drivers; and
- Waiters and waitresses.

Overall, analysis of Figure H-2 indicates that in San Diego County, Hispanic Americans may have more difficulty in gaining access to top positions such as first-line supervisors in airport concessions and are more likely to obtain jobs in lower skilled positions such as dishwashers. Other minority workers appear to have greater access to positions as first-line supervisors, but for these groups there may be barriers to jobs such as bartenders and waiters and waitresses.

Gender composition of airport concessions occupations. Figure H-3 summarizes the representation of women in airport concession occupations in San Diego County in 2000. While 53 percent of airport concessions workers are women, only 47 percent were first-line supervisors. In 2000, women were also relatively underrepresented as dishwashers, cooks, chefs, drivers and bartenders.

Figure H-3.
Women as a percentage
of selected airport
concessions occupations
in San Diego County,
2000

Source:
 BBC Research & Consulting from 2000 U.S. Census 5% sample data. The raw data extract was obtained through the IPUMS program of the MN Population Center: <http://usa.ipums.org/usa/>.



On the other hand women were well over half of airport concessions workers in San Diego County who were employed as:

- Cashiers (77%);
- Customer service representatives (72%);
- Hosts and hostesses (90%);
- Retail salespersons (74%); and
- Waiters and waitresses (68%).

The statistics presented in Figure H-3 indicate that, while women are more likely to be employed in different airport concessions occupations than men, there are not necessarily barriers to women advancing to higher positions within these industries.

Relative share of minorities and women in airport concessions who are managers. Figures H-2 and H-3 show the percentages of women and minorities working as first-line supervisors in airport concessions in San Diego County in 2000. The study team also analyzed employment of minorities and women as managers, a higher position than first-line supervisor. Manager positions also require higher education. In 2000, only about 7.0 percent of first-line supervisors in airport concessions had a four-year college degree, compared to 22.3 percent of airport concessions managers in San Diego County.

Figure H-4 displays the percentages of airport concession workers in San Diego County that reported their occupation to be a manager.

**Figure H-4.
Percentage of airport concessions workers who work as a manager in San Diego County, 2000.**

Note:

** Denotes that the difference in proportions between the minority and non-Hispanic white groups (or male and female gender groups) is statistically significant at the 95% confidence level.

Source:

BBC Research & Consulting from 2000 U.S. Census 5% sample data. The raw data extract was obtained through the IPUMS program of the MN Population Center: <http://usa.ipums.org/usa/>.

San Diego County	2000
Race/ethnicity	
African American	8.1 %
Asian-Pacific American	9.1
Subcontinent Asian American	3.6 **
Hispanic American	6.9 **
Native American	5.5 **
Other minority group	4.6 **
Non-Hispanic white	11.6
Gender	
Female	9.6 %
Male	9.3
All individuals	9.5 %

In 2000, 11.6 percent of non-Hispanic white airport concessions workers were managers. Compared to this figure, several minority groups were underrepresented as managers in airport concessions:

- Only 3.6 percent of Subcontinent Asian Americans were managers in 2000;
- About 7 percent of Hispanic Americans were managers; and
- Less than 6 percent of Native American airport concessions workers reported being a manager in 2000.

All these differences are statistically significant.

Both African Americans and Asian-Pacific Americans were less likely to be managers in airport concessions compared to non-Hispanic whites in 2000. However, these differences are not statistically significant. (This may be due to small sample sizes in the data set).

The higher education requirements for management positions, discussed above, may in part explain the low representation of African Americans and Hispanic Americans working as airport concessions managers. However, the relatively low percentages of Asian-Pacific American managers and Subcontinent Asian managers, despite generally having higher educational attainment (as discussed in Appendix D), indicates that for these groups, there may be barriers in advancement to management level positions in airport concessions.

Figure H-4 also shows that in 2000, women were about as likely as men to be employed as managers in airport concessions. In San Diego County, 9.6 percent of women working in airport concessions were managers, compared with 9.3 percent of men. The difference between the two is not statistically significant.

Business Ownership

BBC analyzed business ownership in airport concessions since disparities in ownership rates in past studies have been an important factor in determining DBE goals.³

Figure H-5 shows the percentage of San Diego County workers in airport concessions who were business owners in 2000.

Figure H-5.
Percentage of workers who were self-employed in airport concessions in San Diego County, 2000.

Note:

** Denotes that the difference in proportions between the minority and non-Hispanic white groups (or male and female gender groups) is statistically significant at the 95% confidence level.

Source:

BBC Research & Consulting from 2000 U.S. Census 5% sample data. The raw data extract was obtained through the IPUMS program of the MN Population Center: <http://usa.ipums.org/usa/>.

San Diego County	2000
Race/ethnicity	
African American	3.8 % **
Asian-Pacific American	7.0
Subcontinent Asian American	19.2
Hispanic American	4.3 **
Native American	2.1 **
Other minority group	10.9
Non-Hispanic white	7.1
Gender	
Female	5.3 % **
Male	6.9
All individuals	6.1 %

In 2000, about 7 percent of non-Hispanic whites in airport concessions reported owning their own business, compared to only 3.8 percent of African Americans, 4.3 percent of Hispanic Americans and 2.1 percent of Native Americans. All three differences are statistically significant.

On the other hand, Asian-Pacific Americans in airport concessions reported owning businesses at about the same rate as non-Hispanic whites. About 19 percent of Subcontinent Asian Americans in airport concessions owned businesses in 2000. Although, this ownership rate is very high compared to non-Hispanic whites, the difference is not statistically significant and may be due to small sample sizes for this group.

In San Diego County, 5.3 percent of women working in airport concessions were business owners in 2000, compared to 6.9 percent of men. This difference is statistically significant.

Due to small sample sizes for the industries included in airport concessions in the 2000 Census, the study team was unable to create regression models for business ownership in airport concessions. As a result, the impact of neutral factors on business ownership rates could not be analyzed. However, the statistics in Figure H-5 indicate the presence of disparities in business ownership rates in San Diego County for African Americans, Hispanic Americans, Native Americans and women.

³ National Economic Research Associates, Inc. 2004. *Disadvantaged Business Enterprise Availability Study*. Prepared for the Illinois Department of Transportation.

Business Earnings

In order to analyze the success of business in airport concessions in San Diego County, BBC used data on business earnings from the 2000 Census. Higher business earnings for non-Hispanic white-owned businesses than minority-owned businesses could be an indicator of barriers preventing successful business operation for minority groups in airport concessions.

Figure H-6, presented below, shows the average earnings of San Diego County businesses in airport concessions. Due to small sample sizes, the study team compared average earnings of non-Hispanic white-owned businesses to the average earnings of all minority-owned businesses combined. Average earnings from 1999 are also presented for women- and men-owned firms.

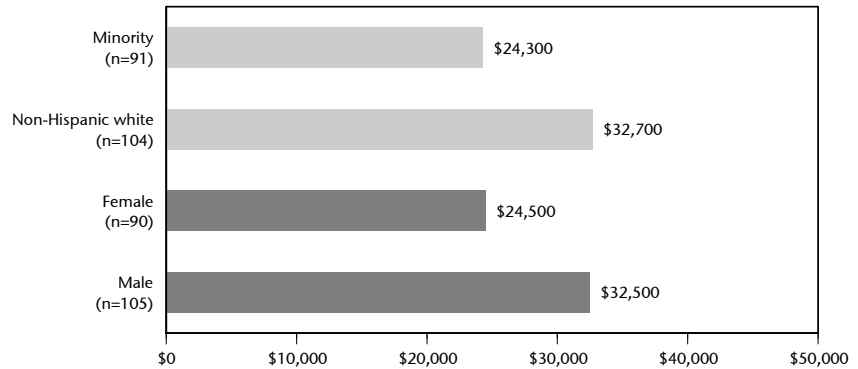
Figure H-6.
Mean annual business owner earnings for airport concession firms in San Diego County, 1999

Note:

The sample universe is business-owners between ages 16 and 65 who reported positive earnings.

Source:

BBC Research & Consulting from 2000 U.S. Census 5% sample data. The raw data extract was obtained through the IPUMS program of the MN Population Center:
<http://usa.ipums.org/usa/>.



In 1999, non-Hispanic white-owned airport concessions firms in San Diego County earned, on average, \$32,700 compared to only \$24,300 for minority-owned firms. This difference is not statistically significant, though this may be due to small sample sizes.

Firms owned by women also made less on average than firms owned by men, \$24,500 compared to \$32,500 in 1999. This difference also is not statistically significant, possibly a result of small sample sizes.

Due to small sample sizes for the industries included in airport concessions in the 2000 Census, the study team was unable to create regression models for business earnings. As a result, the impact of neutral factors on business earnings could not be analyzed. However, the numbers presented in Figure H-6 indicate that in airport concessions, earnings may be lower for minority-owned businesses than non-Hispanic white-owned businesses and for firms owned by women than firms owned by men.⁴

⁴ In Appendix E, several more data sources were used in order to further explore business success through contraction, expansion and closure rates, as well as total business receipts. Due to the small sample sizes of businesses in airport concessions, much of the data from these sources was not available to the public due to statistical quality issues or privacy issues. Thus further analysis of business success through these data sources is not presented in this Appendix.

Summary of Employment, Advancement, Ownership and Success in Airport Concessions in San Diego County in 2000

BBC's analysis in this Appendix suggests that barriers to advancement, business ownership and success in airport concessions may be present for certain minority groups. Key findings include:

- Among airport concessions workers, Hispanic Americans and women have been underrepresented as first-line supervisors.
- There is evidence that Subcontinent Asian Americans, Hispanic Americans, and Native Americans have been less likely than non-Hispanic whites to hold management positions in airport concessions.
- African American, Hispanic American and Native American airport concessions workers owned businesses at lower rates than non-Hispanic whites. Women have been less likely to own their own business than men.
- There was some evidence that average business earnings for minority-owned businesses were lower than for non-Hispanic white-owned businesses. Women-owned businesses may also earn less, on average, than men-owned businesses in airport concessions.