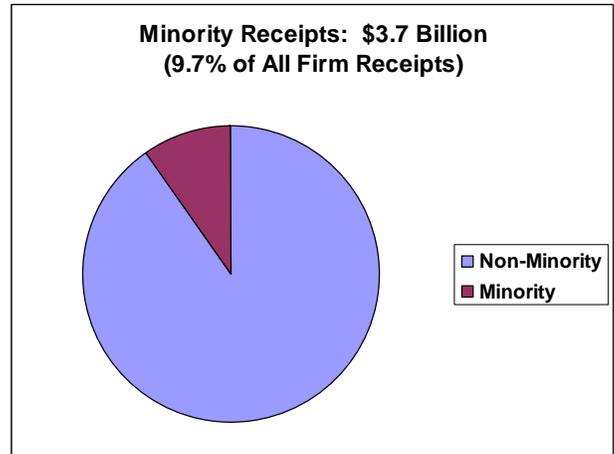


Demographic and Business Statistics

- 1997 Total Population: 616,808 persons
- 1997 Total Minority Population: 386,624 persons
- All firms in region: 38,831
- Annual sales of all firms in region: \$37.8 billion
- Total minority-owned firms: 14,852 firms
- Annual sales of minority-owned firms: \$3.7 billion
- Total African American-owned firms: 2,341 firms
- Annual sales of African American-owned firms: \$304.8 million
- Asian & Pacific Islander-owned Firms: 4,642 firms
- Annual sales of Asian & Pacific Islander-owned firms: \$1.7 billion
- Hispanic-owned Firms : 8,955
- Annual sales of Hispanic-owned firms: \$1.7 billion
- American Indian & Alaska Natives-owned Firms: 136
- Annual sales of Asian & Pacific Islander-owned firms: \$11.4 million

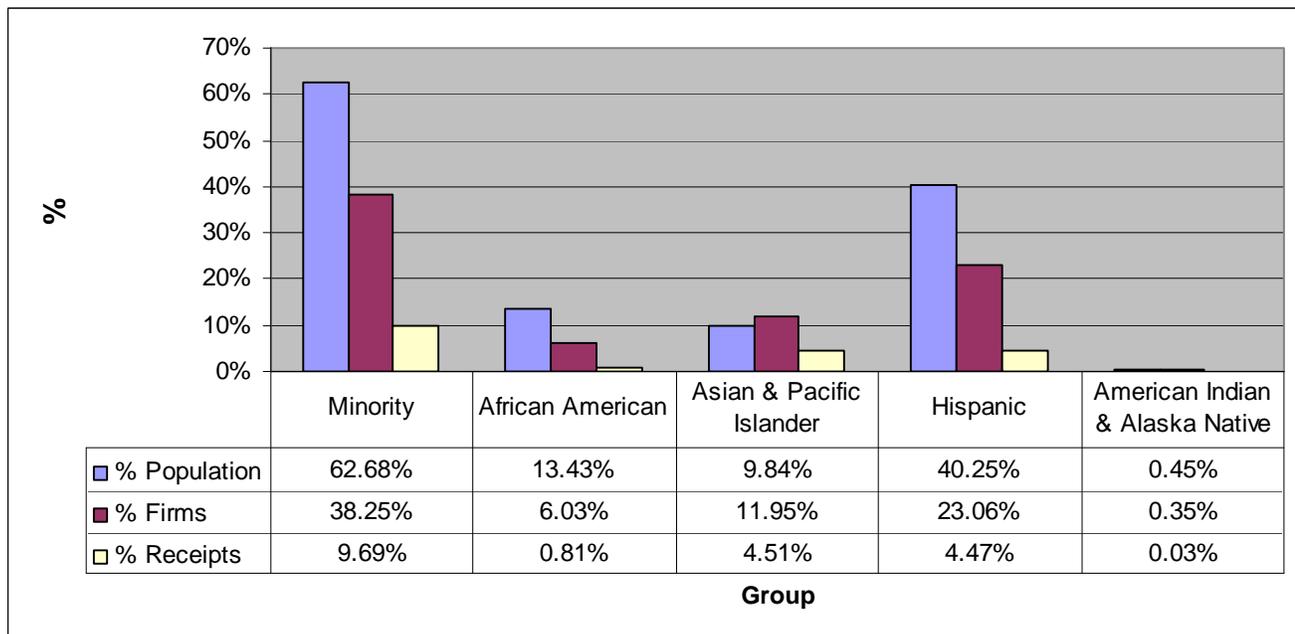


Business Participation¹

Group	MSA BPR: Jersey City	National BPR
All	63	78
Non-Minority	71	91
Minority	38	42
African American	28	24
Asian & Pacific Islander	76	90
Hispanic	36	41
American Indian & Alaska Native	49	85

Parity²:

In the Jersey City, NJ PMSA, Asian & Pacific Islanders have achieved parity, in terms of population size and business ownership. In terms of population size and annual receipts, no group has achieved parity. (See below chart).



¹ Business Participation Rate (BPR) is the number of business owners in a specific race/ethnic group for every 1,000 persons in that same group

² Parity is defined as the proportionality between the population percentage and the percent share of number of firms owned by the group.

Industry Breakdown for All Firms in the Jersey City, NJ PMSA

Industry Description	Total number of firms	% of All Firms	Sales of all firms (\$1,000)	% of All Sales from All Firms	Employees	% of Employees from All Firms	Annual payroll (\$1,000)	% of Payroll from All Firms
All industries	38,831		\$37,770,580		206,870		\$7,156,444	
Agricultural services, forestry, fishing, mining	119	0.31%	\$13,400	0.04%	149	0.07%	\$4,060	0.06%
Construction industries	2,320	5.97%	\$882,897	2.34%	5,707	2.76%	\$202,855	2.83%
Manufacturing	1,448	3.73%	\$4,869,408	12.89%	31,003	14.99%	\$1,018,086	14.23%
Transportation, communications, utilities	4,058	10.45%	\$3,687,949	9.76%	28,876	13.96%	\$980,610	13.70%
Wholesale trade	1,822	4.69%	\$11,210,269	29.68%	23,725	11.47%	\$940,049	13.14%
Retail trade	6,179	15.91%	\$4,252,341	11.26%	36,067	17.43%	\$663,184	9.27%
Finance, insurance and real estate industries	4,219	10.87%	\$8,132,412	21.53%	27,306	13.20%	\$1,792,584	25.05%
Service industries	15,054	38.77%	\$4,593,040	12.16%	53,954	26.08%	\$1,552,413	21.69%
Industries not Classified	3,702	9.53%	\$128,864	0.34%	83	0.04%	\$2,603	0.04%

Industries for Minority Groups in the Jersey City, NJ PMSA (Firms)

	Minority Firms ⁱ	African American	% of All Minority Firms	Asian & Pacific Islander	% of All Minority Firms	Hispanic	% of All Minority Firms	American Indian	% of All Minority Firms
All industries	16,074	2,341	15.76%	4,642	31.26%	8,955	60.29%	136	0.92%
Agricultural services, forestry, fishing, and mining	No Data	No Data	No Data	9	0.06%	No Data	No Data	No Data	No Data
Construction industries	519	76	0.51%	67	0.45%	373	2.51%	3	0.02%
Manufacturing	No Data	20	0.13%	105	0.71%	311	2.09%	No Data	No Data
Transportation, communications, and utilities	2,079	234	1.58%	431	2.90%	1,407	9.47%	7	0.05%
Wholesale trade	639	30	0.20%	388	2.61%	212	1.43%	9	0.06%
Retail trade	3,232	359	2.42%	919	6.19%	1,948	13.12%	6	0.04%
Finance, insurance and real estate industries	No Data	7	0.05%	386	2.60%	355	2.39%	No Data	No Data
Service industries	6,236	1,327	8.93%	1,503	10.12%	3,388	22.81%	18	0.12%
Industries not Classified	2,148	289	1.95%	835	5.62%	930	6.26%	94	0.63%

Industries for Minority Groups in the Jersey City, NJ PMSA (Sales in 1,000s)

	Minority Sales ⁱ	African American	% of All Minority Sales	Asian & Pacific Islander	% of All Minority Sales	Hispanic	% of All Minority Sales	American Indian	% of All Minority Sales
All industries	3,708,044	\$304,776	8.33%	\$1,703,566	46.55%	\$1,688,337	46.14%	\$11,365	0.31%
Agricultural services, forestry, fishing, mining	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
Construction industries	No Data	No Data	No Data	No Data	No Data	\$18,888	0.52%	No Data	No Data
Manufacturing	No Data	No Data	No Data	\$112,178	3.07%	\$104,773	2.86%	No Data	No Data
Transportation, communications, utilities	No Data	\$9,458	0.26%	\$64,487	1.76%	\$89,950	2.46%	No Data	No Data
Wholesale trade	No Data	No Data	No Data	\$1,033,911	28.25%	\$578,987	15.82%	No Data	No Data
Retail trade	No Data	\$13,711	0.37%	\$230,462	6.30%	\$669,668	18.30%	No Data	No Data
Finance, insurance and real estate industries	No Data	No Data	No Data	No Data	No Data	\$16,281	0.44%	No Data	No Data
Service industries	No Data	\$43,058	1.18%	\$197,381	5.39%	\$169,097	4.62%	No Data	No Data
Industries not Classified	No Data	No Data	No Data	\$35,401	0.97%	\$40,424	1.10%	No Data	No Data

ⁱ In this column, minority firms do not reflect official Bureau of the Census minority firm estimates as reported in the 1997 Survey of Minority-Owned Business Enterprise, but represents the summation of minority firms for each industry. The sample size at this level does not allow for estimates of minority firms by industry and by metropolitan statistical area (MSA). Also, a Hispanic firm may be of any race, and therefore, may be included in one or more minority group. The Minority Salesⁱ figure does not reflect official Bureau of the Census minority sales estimates as reported in the 1997 Survey of Minority-Owned Business Enterprise.