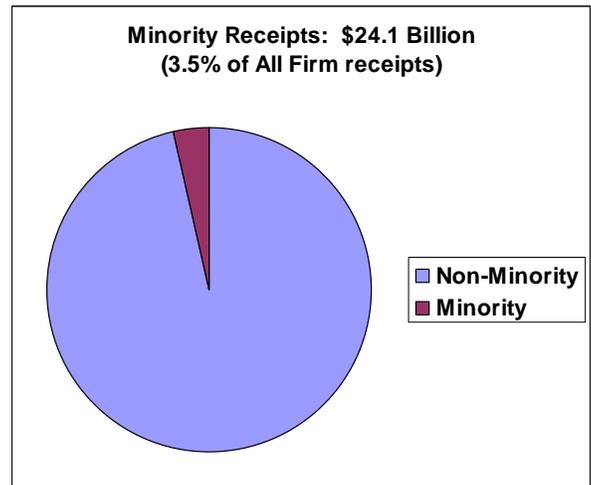


Demographic and Business Statistics

- 1997 Total Population: 8,054,078 persons
- Total Firms: 654,227 firms
- Annual sales of all firms in region: \$690.0 billion
- 1997 Total Minority Population: 2,454,200 persons
- Total Minority-Owned Firms: 102,295 firms
- Annual sales of minority-owned firms in region: \$24.1 billion
- Total African American-owned firms: 26,500 firms
- Annual sales of African American-owned firms: \$2.2 billion
- Asian & Pacific Islander-owned Firms: 41,432
- Annual sales of Asian & Pacific Islander-owned firms: \$16.7 billion
- Hispanic-owned Firms : 36,116 firms
- Annual sales of Hispanic-owned firms: \$5.1 billion
- American Indian & Alaska Natives-owned Firms: 2,375 firms
- Annual sales of American Indian & Alaska Natives-owned Firms: \$364.1 million

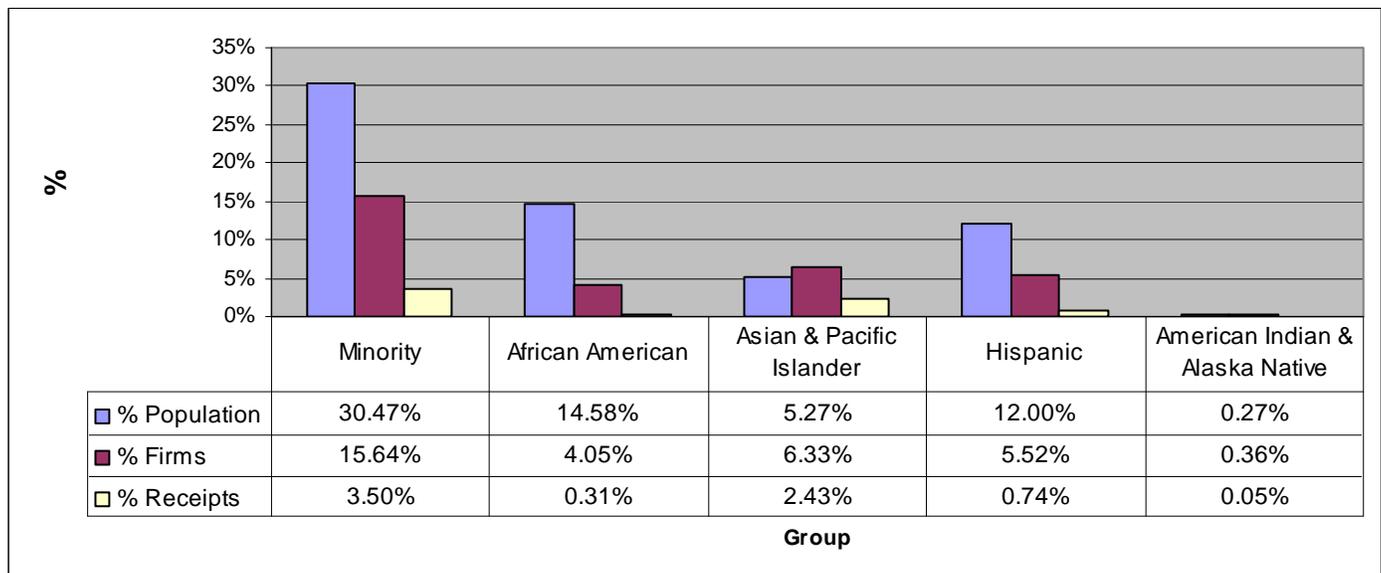


Business Participation¹

| Group | State BPR: New Jersey | National BPR |
|---------------------------------|--------------------------|-----------------|
| All | 81 | 78 |
| Non-Minority | 99 | 91 |
| Minority | 42 | 42 |
| African American | 23 | 24 |
| Asian & Pacific Islander | 98 | 90 |
| Hispanic | 37 | 41 |
| American Indian & Alaska Native | 111 | 85 |

Parity²:

In the State of New Jersey, Asian & Pacific Islanders and American Indian & Alaska Natives have achieved parity, in terms of population size and business ownership. (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 State of New Jersey

| 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 | 654,227 | | \$690,007,714 | 100.00% | 3,298,375 | | \$113,091,959 | |
| Agricultural services, forestry, fishing, and mining | 11,424 | 1.75% | \$1,653,104 | 0.24% | 17,476 | 0.53% | \$442,198 | 0.39% |
| Construction industries | 63,910 | 9.77% | \$27,895,080 | 4.04% | 142,816 | 4.33% | \$5,337,097 | 4.72% |
| Manufacturing | 18,856 | 2.88% | \$103,686,646 | 15.03% | 533,217 | 16.17% | \$23,769,621 | 21.02% |
| Transportation, communications, and utilities | 31,901 | 4.88% | \$42,017,559 | 6.09% | 260,240 | 7.89% | \$10,898,040 | 9.64% |
| Wholesale trade | 31,819 | 4.86% | \$235,576,385 | 34.14% | 310,659 | 9.42% | \$13,746,396 | 12.16% |
| Retail trade | 85,292 | 13.04% | \$87,270,486 | 12.65% | 632,190 | 19.17% | \$11,020,654 | 9.74% |
| Finance, insurance and real estate industries | 86,613 | 13.24% | \$91,613,314 | 13.28% | 259,146 | 7.86% | \$12,473,439 | 11.03% |
| Service industries | 271,943 | 41.57% | \$97,418,313 | 14.12% | 1,139,673 | 34.55% | \$35,278,983 | 31.19% |
| Industries not Classified | 53,239 | 8.14% | \$2,536,087 | 0.37% | 767 | 0.02% | \$23,946 | 0.02% |

Industries for Minority Groups in the State of New Jersey (Firms)

| | Minority Firms ¹ | 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 | 102,295 | 26,500 | 25.91% | 41,432 | 40.50% | 36,116 | 35.31% | 2,375 | 2.32% |
| Agricultural services, forestry, fishing, and mining | 602 | 194 | 0.19% | 76 | 0.07% | 298 | 0.29% | 45 | 0.04% |
| Construction industries | 5,375 | 1,362 | 1.33% | 762 | 0.74% | 3,049 | 2.98% | 421 | 0.41% |
| Manufacturing | 1,715 | 279 | 0.27% | 648 | 0.63% | 795 | 0.78% | 29 | 0.03% |
| Transportation, communications, and utilities | 9,134 | 3,205 | 3.13% | 1,776 | 1.74% | 4,399 | 4.30% | 49 | 0.05% |
| Wholesale trade | 4,226 | 386 | 0.38% | 2,877 | 2.81% | 915 | 0.89% | 99 | 0.10% |
| Retail trade | 17,174 | 3,035 | 2.97% | 8,669 | 8.47% | 6,211 | 6.07% | 111 | 0.11% |
| Finance, insurance and real estate industries | 6,585 | 1,554 | 1.52% | 3,347 | 3.27% | 1,827 | 1.79% | 15 | 0.01% |
| Service industries | 44,859 | 13,365 | 13.07% | 18,393 | 17.98% | 14,688 | 14.36% | 282 | 0.28% |
| Industries not Classified | 12,606 | 3,118 | 3.05% | 4,868 | 4.76% | 3,929 | 3.84% | 1,324 | 1.29% |

Industries for Minority Groups in the State of New Jersey (Sales in 1,000s)

| | Minority Sales ¹ | African American | % of Minority Sales | Asian & Pacific Islander | % of All Minority Sales | Hispanic | % of All Minority Sales | American Indian | % of Minority Sales |
|---|-----------------------------|--------------------|---------------------|--------------------------|-------------------------|--------------------|-------------------------|------------------|---------------------|
| All industries | \$24,138,905 | \$2,160,441 | 8.95% | \$16,734,070 | 69.32% | \$5,107,287 | 21.16% | \$364,056 | 1.51% |
| Agricultural services, forestry, fishing | \$40,542 | No Data | No Data | \$11,472 | 0.05% | \$14,916 | 0.06% | No Data | No Data |
| Construction industries | \$929,004 | \$166,450 | 0.69% | \$242,789 | 1.01% | \$475,650 | 1.97% | \$50,957 | 0.21% |
| Manufacturing | \$1,386,913 | \$135,668 | 0.56% | \$775,951 | 3.21% | \$461,212 | 1.91% | No Data | No Data |
| Transportation, communications, and utilities | \$698,747 | \$189,612 | 0.79% | \$211,440 | 0.88% | \$313,040 | 1.30% | No Data | No Data |
| Wholesale trade | \$9,707,983 | \$287,771 | 1.19% | \$8,234,953 | 34.11% | \$1,095,482 | 4.54% | \$124,661 | 0.52% |
| Retail trade | \$5,135,558 | \$332,513 | 1.38% | \$3,226,591 | 13.37% | \$1,587,495 | 6.58% | \$65,094 | 0.27% |
| Finance, insurance and real estate industries | \$669,958 | \$144,446 | 0.60% | \$415,286 | 1.72% | \$107,645 | 0.45% | No Data | No Data |
| Service industries | \$4,816,763 | \$714,228 | 2.96% | \$3,225,812 | 13.36% | \$900,196 | 3.73% | \$36,787 | 0.15% |
| Not Classified | \$750,063 | \$178,543 | 0.74% | \$387,027 | 1.60% | \$151,321 | 0.63% | \$54,195 | 0.22% |

¹ 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. 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 Sales¹ figure does not reflect official Bureau of the Census minority sales estimates as reported in the 1997 Survey of Minority-Owned Business Enterprise

