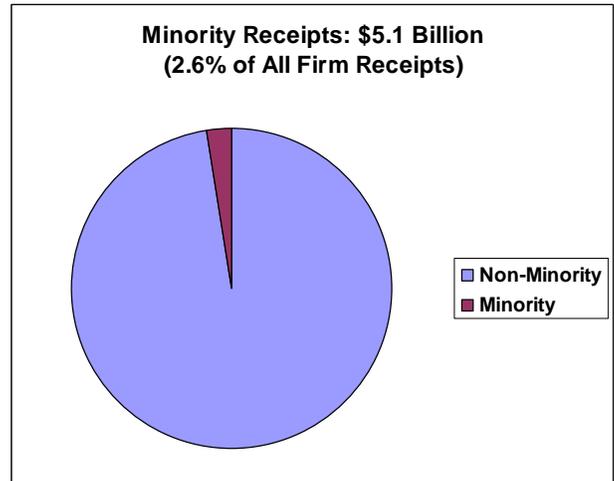


Demographic and Business Statistics

- 1997 Total Population: 1,465,678 persons
- 1997 Total Minority Population: 539,617 persons
- All firms in region: 164,708
- Annual sales of all firms in region: \$194.9 billion
- Total minority-owned firms: 27,669 firms
- Annual sales of minority-owned firms: \$5.1 billion
- Total African American-owned firms: 10,521 firms
- Annual sales of African American-owned firms: \$760.8 million
- Asian & Pacific Islander-owned Firms: 8,039 firms
- Annual sales of Asian & Pacific Islander-owned firms: \$2.9 billion
- Hispanic-owned Firms : 9,216
- Annual sales of Hispanic-owned firms: \$1.4 billion
- American Indian & Alaska Natives-owned Firms: 506 firms
- Annual sales of Asian & Pacific Islander-owned firms: \$87.2 million

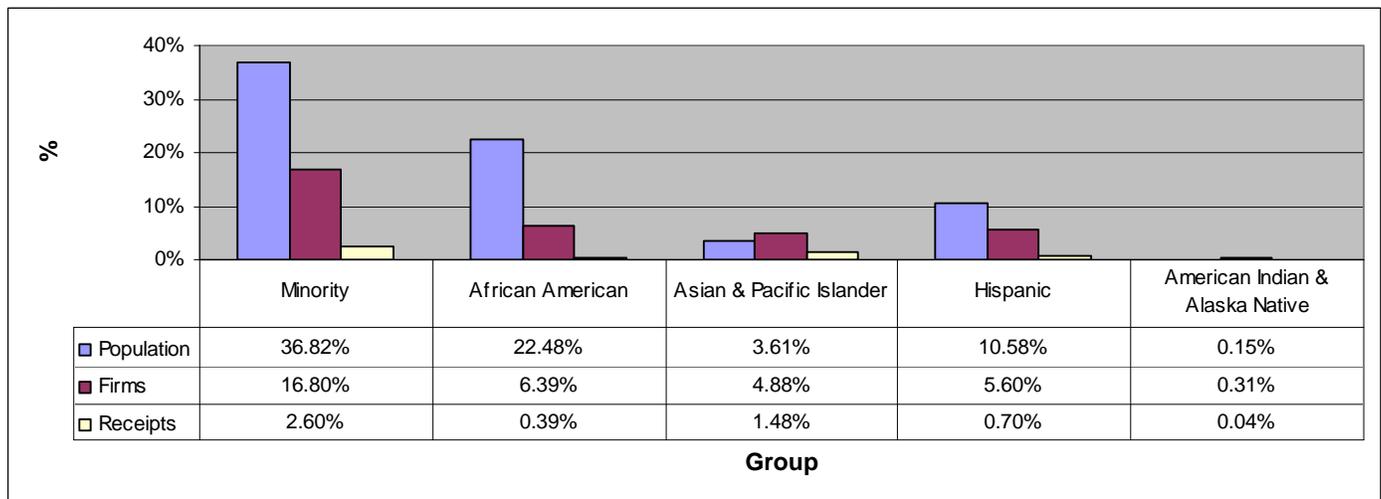


Business Participation¹

Group	MSA BPR: Newark	National BPR
All	112	78
Non-Minority	148	91
Minority	51	42
African American	32	24
Asian & Pacific Islander	152	90
Hispanic	59	41
American Indian & Alaska Native	230	85

Parity²:

In the Newark, NJ PMSA, Asian & Pacific Islanders and American Indian & Alaska Natives 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 Newark, 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	164,708		\$194,905,701		845,117		\$31,395,917	
Agricultural services, forestry, fishing, mining	2,675	1.62%	\$450,965	0.23%	4,388	0.52%	\$133,746	0.43%
Construction industries	15,514	9.42%	\$7,257,697	3.72%	34,611	4.10%	\$1,343,060	4.28%
Manufacturing	5,072	3.08%	\$34,227,614	17.56%	145,693	17.24%	\$7,286,631	23.21%
Transportation, communications, utilities	8,352	5.07%	\$12,264,472	6.29%	76,378	9.04%	\$3,122,709	9.95%
Wholesale trade	7,750	4.71%	\$61,024,746	31.31%	77,582	9.18%	\$3,682,422	11.73%
Retail trade	20,367	12.37%	\$18,861,040	9.68%	132,187	15.64%	\$2,289,943	7.29%
Finance, insurance and real estate industries	22,797	13.84%	\$33,922,202	17.40%	82,667	9.78%	\$4,054,361	12.91%
Service industries	69,355	42.11%	\$26,128,589	13.41%	291,417	34.48%	\$9,476,899	30.19%
Industries not Classified	13,173	8.00%	\$768,376	0.39%	194	0.02%	\$6,146	0.02%

Industries for Minority Groups in the Newark, 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	28,282	10,521	38.02%	8,039	29.05%	9,216	33.31%	506	1.83%
Agricultural services, forestry, fishing, and mining	202	59	0.21%	27	0.10%	107	0.39%	9	0.03%
Construction industries	1,639	466	1.68%	169	0.61%	878	3.17%	126	0.46%
Manufacturing	460	102	0.37%	149	0.54%	197	0.71%	12	0.04%
Transportation, communications, and utilities	3,247	1,728	6.25%	244	0.88%	1,264	4.57%	11	0.04%
Wholesale trade	No Data	106	0.38%	640	2.31%	235	0.85%	No Data	No Data
Retail trade	4,815	1,122	4.06%	2,005	7.25%	1,681	6.08%	7	0.03%
Finance, insurance and real estate industries	1,503	607	2.19%	500	1.81%	395	1.43%	1	0.00%
Service industries	11,629	4,747	17.16%	3,504	12.66%	3,334	12.05%	44	0.16%
Industries not Classified	3,782	1,584	5.72%	800	2.89%	1,125	4.07%	273	0.99%

Industries for Minority Groups in the Newark, 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	\$5,100,526	\$760,764	15.00%	2,886,015	56.89%	\$1,366,538	26.94%	\$87,209	1.72%
Agricultural services, forestry, fishing, mining	No Data	No Data	No Data	428	0.01%	\$4,373	0.09%	No Data	No Data
Construction industries	No Data	No Data	No Data	113,816	2.24%	\$140,261	2.76%	\$10,031	0.20%
Manufacturing	No Data	\$51,939	1.02%	179,935	3.55%	\$127,337	2.51%	No Data	No Data
Transportation, communications, utilities	No Data	\$101,081	1.99%	50,151	0.99%	\$120,206	2.37%	No Data	No Data
Wholesale trade	No Data	\$44,121	0.87%	1,353,920	26.69%	\$212,525	4.19%	No Data	No Data
Retail trade	No Data	\$143,730	2.83%	553,984	10.92%	\$486,429	9.59%	No Data	No Data
Finance, insurance and real estate industries	No Data	\$76,163	1.50%	167,444	3.30%	\$40,827	0.80%	No Data	No Data
Service industries	No Data	\$239,728	4.73%	432,694	8.53%	\$213,892	4.22%	No Data	No Data
Industries not Classified	\$128,381	\$54,673	1.08%	33,643	0.66%	\$20,690	0.41%	\$19,375	0.38%

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