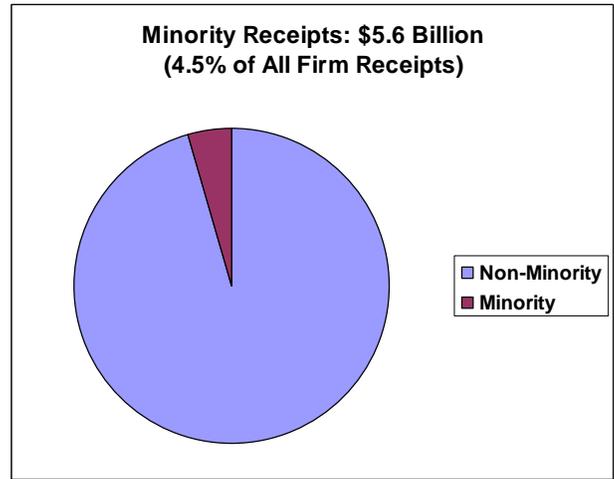


The State of Minority Business in the Middlesex- Hunterdon-Somerset, NJ PMSA

Demographic and Business Statistics

- 1997 Total Population: 1,602,656 persons
- 1997 Total Minority Population: 352,119 persons
- All firms in region: 92,187
- Annual sales of all firms in region: \$126.1 billion
- Total minority-owned firms: 14,246 firms
- Annual sales of minority-owned firms: \$5.6 billion
- Total African American-owned firms: 2,634 firms
- Annual sales of African American-owned firms: \$240.5 million
- Asian & Pacific Islander-owned Firms: 8,827 firms
- Annual sales of Asian & Pacific Islander-owned firms: \$5.0 billion
- Hispanic-owned Firms : 2,872
- Annual sales of Hispanic-owned firms: \$327.7 million
- American Indian & Alaska Natives-owned Firms: 332 firms
- Annual sales of Asian & Pacific Islander-owned firms: \$96.4 million

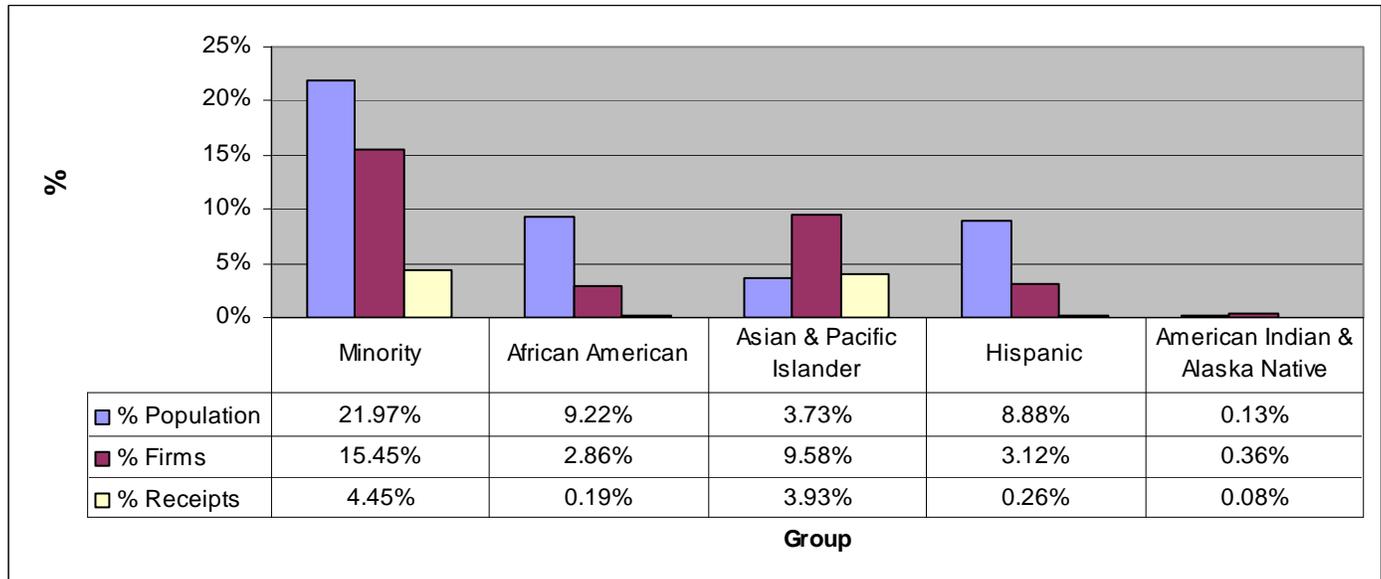


Business Participation¹

Group	MSA BPR: Middlesex- Hunterdon-Somerset	National BPR
All	58	78
Non-Minority	62	91
Minority	40	42
African American	18	24
Asian & Pacific Islander	148	90
Hispanic	20	41
American Indian & Alaska Native	154	85

Parity²:

In the Middlesex-Hunterdon-Somerset, 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 Middlesex-Hunterdon-Somerset, 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	92,187		\$126,109,949		567,090		\$21,536,165	
Agricultural services, forestry, fishing, mining	1,635	1.77%	\$377,123	0.30%	3,825	0.67%	\$111,972	0.52%
Construction industries	8,480	9.20%	\$4,425,158	3.51%	22,754	4.01%	\$885,545	4.11%
Manufacturing	2,556	2.77%	\$21,043,262	16.69%	99,262	17.50%	\$4,954,958	23.01%
Transportation, communications, utilities	4,618	5.01%	\$7,300,908	5.79%	51,553	9.09%	\$2,533,875	11.77%
Wholesale trade	4,746	5.15%	\$44,752,712	35.49%	58,902	10.39%	\$2,655,561	12.33%
Retail trade	11,502	12.48%	\$15,107,167	11.98%	99,441	17.54%	\$1,858,976	8.63%
Finance, insurance and real estate industries	11,716	12.71%	\$16,858,465	13.37%	46,520	8.20%	\$2,309,222	10.72%
Service industries	39,790	43.16%	\$15,847,271	12.57%	184,738	32.58%	\$6,223,159	28.90%
Industries not Classified	7,390	8.02%	\$397,883	0.32%	95	0.02%	\$2,897	0.01%

Industries for Minority Groups in the Middlesex-Hunterdon-Somerset, NJ PMSA (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	14,665	2,634	18.49%	8,827	61.96%	2,872	20.16%	332	2.33%
Agricultural services, forestry, fishing, and mining	No Data	18	0.13%	No Data	No Data	37	0.26%	1	0.01%
Construction industries	607	126	0.88%	133	0.93%	288	2.02%	60	0.42%
Manufacturing	207	33	0.23%	118	0.83%	53	0.37%	3	0.02%
Transportation, communications, and utilities	1,038	374	2.63%	306	2.15%	358	2.51%	No Data	No Data
Wholesale trade	808	79	0.55%	652	4.58%	60	0.42%	17	0.12%
Retail trade	2,220	235	1.65%	1,561	10.96%	391	2.74%	33	0.23%
Finance, insurance and real estate industries	1,019	168	1.18%	525	3.69%	326	2.29%	No Data	No Data
Service industries	6,885	1,151	8.08%	4,516	31.70%	1,189	8.35%	29	0.20%
Industries not Classified	1,808	450	3.16%	1,001	7.03%	169	1.19%	188	1.32%

Industries for Minority Groups in the Middlesex-Hunterdon-Somerset, NJ PMSA (Sales in 1,000s)

	Minority Sales ¹	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	\$5,624,716	\$240,511	4.29%	\$4,960,162	88.40%	\$327,657	5.84%	\$96,386	1.72%
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	\$44,082	0.79%	\$37,773	0.67%	\$20,841	0.37%
Manufacturing	No Data	\$32,156	0.57%	\$210,423	3.75%	\$92,140	1.64%	No Data	No Data
Transportation, communications, utilities	\$77,000	\$23,046	0.41%	\$36,343	0.65%	\$17,611	0.31%		0.00%
Wholesale trade	No Data	No Data	No Data	\$3,036,435	54.12%	\$52,083	0.93%	No Data	No Data
Retail trade	No Data	\$15,733	0.28%	\$630,711	11.24%	\$41,565	0.74%	No Data	No Data
Finance, insurance and real estate industries	No Data	No Data	No Data	\$58,267	1.04%	\$17,341	0.31%		0.00%
Service industries	No Data	\$49,206	0.88%	\$734,793	13.10%	\$59,676	1.06%	No Data	No Data
Industries not Classified	No Data	No Data	No Data	\$205,494	3.66%	No Data	No Data	No Data	No Data

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, 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.