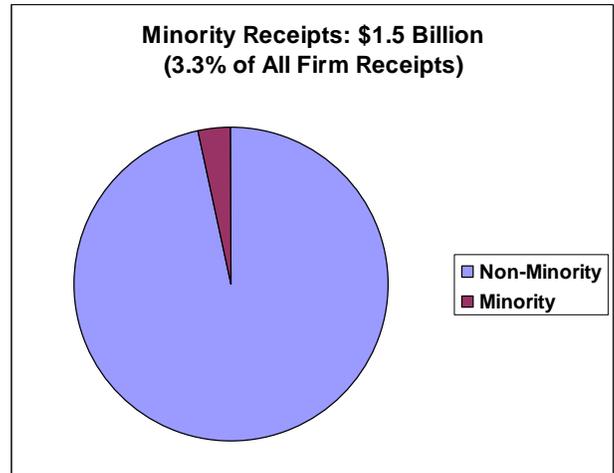


Demographic and Business Statistics

- 1997 Total Population: 1,231,911 persons
- 1997 Total Minority Population: 246,220 persons
- All firms in region: 88,939
- Annual sales of all firms in region: \$46.1 billion
- Total minority-owned firms: 7,219 firms
- Annual sales of minority-owned firms: \$1.5 billion
- Total African American-owned firms: 1,561 firms
- Annual sales of African American-owned firms: \$100.1 million
- Asian & Pacific Islander-owned Firms: 3,098 firms
- Annual sales of Asian & Pacific Islander-owned firms: \$1.1 billion
- Hispanic-owned Firms : 2,553
- Annual sales of Hispanic-owned firms: \$329.1 million
- American Indian & Alaska Natives-owned Firms: 301 firms
- Annual sales of Asian & Pacific Islander-owned firms: \$42.1 million

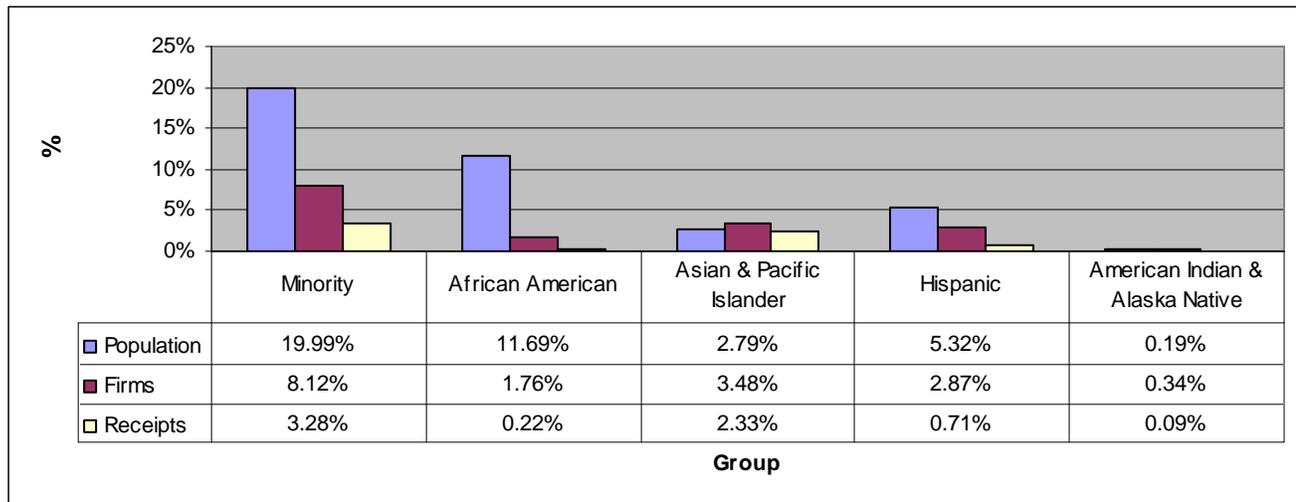


Business Participation¹

Group	MSA BPR: Monmouth- Ocean	National BPR
All	72	78
Non-Minority	83	91
Minority	29	42
African American	11	24
Asian & Pacific Islander	90	90
Hispanic	39	41
American Indian & Alaska Native	131	85

Parity²:

In the Monmouth-Ocean, 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 Monmouth-Ocean, 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	88,939		\$46,079,151		305,265		\$8,441,776	
Agricultural services, forestry, fishing, mining	2,462	2.77%	\$321,019	0.70%	2,803	0.92%	\$71,775	0.85%
Construction industries	10,990	12.36%	\$4,339,191	9.42%	18,449	6.04%	\$663,012	7.85%
Manufacturing	1,766	1.99%	\$3,570,890	7.75%	26,095	8.55%	\$1,017,939	12.06%
Transportation, communications, utilities	3,392	3.81%	\$3,465,370	7.52%	19,420	6.36%	\$868,503	10.29%
Wholesale trade	3,697	4.16%	\$7,997,964	17.36%	15,876	5.20%	\$634,216	7.51%
Retail trade	11,989	13.48%	\$11,831,164	25.68%	83,882	27.48%	\$1,292,975	15.32%
Finance, insurance and real estate industries	12,190	13.71%	\$5,480,038	11.89%	17,491	5.73%	\$724,979	8.59%
Service industries	35,249	39.63%	\$8,778,830	19.05%	121,155	39.69%	\$3,165,019	37.49%
Industries not Classified	7,291	8.20%	\$294,685	0.64%	94	0.03%	\$3,358	0.04%

Industries for Minority Groups in the Monmouth-Ocean, 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	7,513	1,561	21.62%	3,098	42.91%	2,553	35.37%	301	4.17%
Agricultural services, forestry, fishing, and mining	No Data	9	0.12%	17	0.24%	36	0.50%	No Data	No Data
Construction industries	805	98	1.36%	45	0.62%	565	7.83%	97	1.34%
Manufacturing	No Data	22	0.30%	44	0.61%	26	0.36%	No Data	No Data
Transportation, communications, and utilities	No Data	60	0.83%	No Data	No Data	180	2.49%	No Data	No Data
Wholesale trade	290	9	0.12%	151	2.09%	95	1.32%	35	0.48%
Retail trade	1,180	193	2.67%	802	11.11%	175	2.42%	10	0.14%
Finance, insurance and real estate industries	559	97	1.34%	361	5.00%	93	1.29%	8	0.11%
Service industries	3,475	948	13.13%	1,300	18.01%	1,159	16.05%	68	0.94%
Industries not Classified	752	125	1.73%	319	4.42%	225	3.12%	83	1.15%

Industries for Minority Groups in the Monmouth-Ocean, NJ PMSA (Sales in 1,000s)

	Minority Sales ⁱⁱ	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	\$1,543,365	\$100,147	6.62%	\$1,071,959	70.84%	\$329,129	21.75%	\$42,130	2.78%
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	\$196,394	\$5,594	0.37%	\$27,864	1.84%	\$152,544	10.08%	\$10,392	0.69%
Manufacturing	No Data	\$10,926	0.72%	\$28,153	1.86%	No Data	No Data	No Data	No Data
Transportation, communications, utilities	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
Wholesale trade	No Data	No Data	No Data	No Data	No Data	No Data	No Data	\$16,304	1.08%
Retail trade	No Data	No Data	No Data	\$237,512	15.70%	\$36,346	2.40%	No Data	No Data
Finance, insurance and real estate industries	No Data	No Data	No Data	\$22,945	1.52%	No Data	No Data	No Data	No Data
Service industries	\$586,695	\$67,267	4.45%	\$441,962	29.21%	\$65,203	4.31%	\$12,263	0.81%
Industries not Classified	No Data	No Data	No Data	No Data	No Data	\$19,256	1.27%	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 Salesⁱⁱ figure does not reflect official Bureau of the Census minority sales estimates as reported in the 1997 Survey of Minority-Owned Business Enterprise.