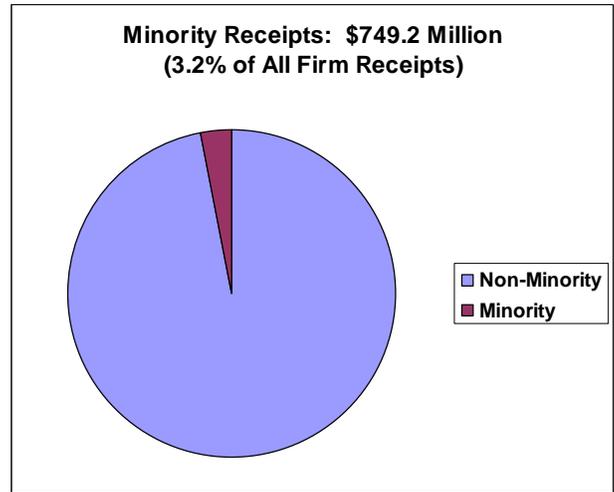


## Demographic and Business Statistics

- 1997 Total Population: 707,589 persons
- 1997 Total Minority Population: 501,658 persons
- All firms in region: 25,902
- Annual sales of all firms in region: \$23.7 billion
- Total minority-owned firms: 4,188 firms
- Annual sales of minority-owned firms: \$749.2 million
- Total African American-owned firms: 1,088 firms
- Annual sales of African American-owned firms: \$52.3 million
- Asian & Pacific Islander-owned Firms: 1,587 firms
- Annual sales of Asian & Pacific Islander-owned firms: \$579.7 million
- Hispanic-owned Firms : 1,527
- Annual sales of Hispanic-owned firms: \$114.9 million
- American Indian & Alaska Natives-owned Firms: No Data
- Annual sales of Asian & Pacific Islander-owned firms: No Data

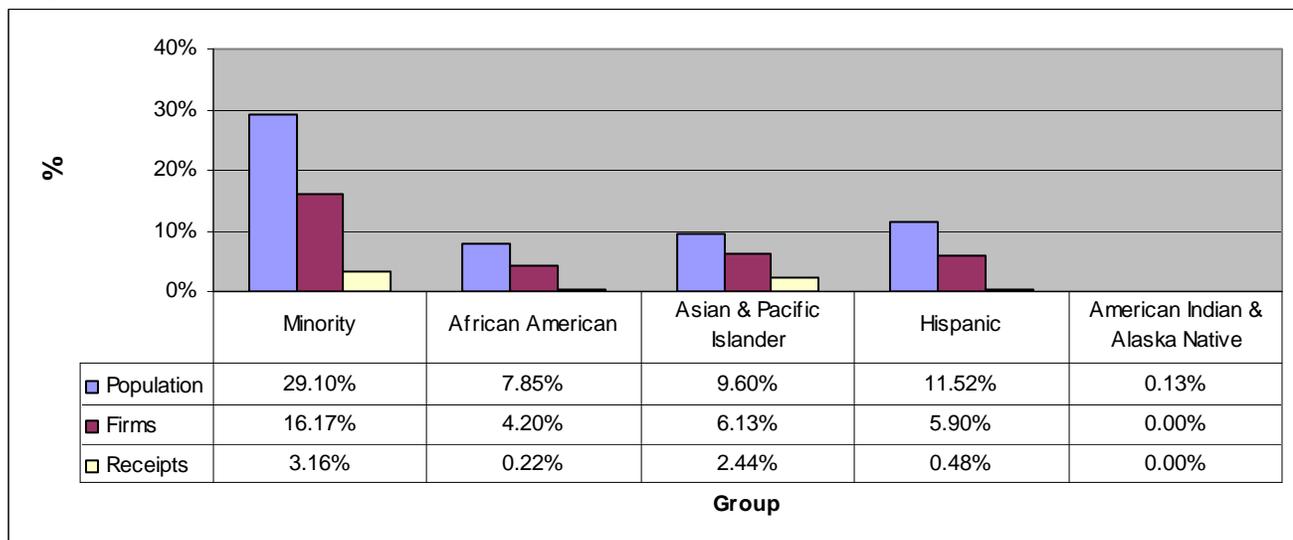


## Business Participation<sup>1</sup>

Group	MSA BPR: Trenton	National BPR
All	37	78
Non-Minority	43	91
Minority	20	42
African American	20	24
Asian & Pacific Islander	23	90
Hispanic	19	41
American Indian & Alaska Native	No Data	85

## Parity<sup>2</sup>:

In the Trenton, 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).



<sup>1</sup> 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

<sup>2</sup> 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 Trenton, 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
<b>All industries</b>	<b>25,902</b>		<b>\$23,731,972</b>		<b>152,297</b>		<b>\$5,292,524</b>	
Agricultural services, forestry, fishing, mining	495	1.91%	\$77,479	0.33%	851	0.56%	\$23,942	0.45%
Construction industries	2,364	9.13%	\$1,263,064	5.32%	4,564	3.00%	\$181,132	3.42%
Manufacturing	672	2.59%	\$2,750,305	11.59%	28,513	18.72%	\$1,362,449	25.74%
Transportation, communications, utilities	724	2.80%	\$1,059,082	4.46%	6,827	4.48%	\$244,024	4.61%
Wholesale trade	941	3.63%	\$4,566,178	19.24%	9,283	6.10%	\$317,423	6.00%
Retail trade	3,278	12.66%	\$3,439,368	14.49%	26,935	17.69%	\$423,165	8.00%
Finance, insurance and real estate industries	3,309	12.78%	\$4,302,086	18.13%	11,887	7.81%	\$570,055	10.77%
Service industries	12,464	48.12%	\$6,215,826	26.19%	63,417	41.64%	\$2,169,451	40.99%
Industries not Classified	1,720	6.64%	\$58,584	0.25%	20	0.01%	\$883	0.02%

## Industries for Minority Groups in the Trenton, NJ PMSA (Firms)

	Minority Firms <sup>i</sup>	African American	% of All Minority Firms	Asian & Pacific Islander	% of All Minority Firms	Hispanic	% of All Minority Firms	American Indian	% of All Minority Firms
<b>All industries</b>	<b>4,202</b>	<b>1,088</b>	<b>25.98%</b>	<b>1,587</b>	<b>37.89%</b>	<b>1,527</b>	<b>36.46%</b>	<b>No Data</b>	<b>No Data</b>
Agricultural services, forestry, fishing, and mining	No Data	18	0.43%	No Data	No Data	22	0.53%	No Data	No Data
Construction industries	275	51	1.22%	7	0.17%	217	5.18%	No Data	No Data
Manufacturing	55	12	0.29%	36	0.86%	7	0.17%	No Data	No Data
Transportation, communications, and utilities	No Data	62	1.48%	No Data	No Data	29	0.69%	No Data	No Data
Wholesale trade	114	9	0.21%	84	2.01%	21	0.50%	No Data	No Data
Retail trade	620	121	2.89%	271	6.47%	228	5.44%	No Data	No Data
Finance, insurance and real estate industries	205	40	0.96%	99	2.36%	66	1.58%	No Data	No Data
Service industries	2,302	684	16.33%	821	19.60%	797	19.03%	No Data	No Data
Industries not Classified	456	91	2.17%	226	5.40%	139	3.32%	No Data	No Data

## Industries for Minority Groups in the Trenton, NJ PMSA (Sales in 1,000s)

	Minority Sales <sup>ii</sup>	African American	% of All Minority Sales	Asian & Pacific Islander	% of All Minority Sales	Hispanic	% of All Minority Sales	American Indian	% of All Minority Sales
<b>All industries</b>	<b>\$747,190</b>	<b>\$221,266</b>	<b>4.44%</b>	<b>\$3,943,794</b>	<b>79.10%</b>	<b>\$840,502</b>	<b>16.86%</b>	<b>\$49,484</b>	<b>0.99%</b>
Agricultural services, forestry, fishing, mining	No Data	No Data	No Data	No Data	No Data	\$1,992	0.04%	No Data	No Data
Construction industries	No Data	\$14,215	0.29%	\$22,692	0.46%	\$65,863	1.32%	\$2,469	0.05%
Manufacturing	No Data	No Data	No Data	\$212,142	4.25%	\$92,104	1.85%	No Data	No Data
Transportation, communications, utilities	No Data	No Data	No Data	\$50,297	1.01%	\$54,812	1.10%	No Data	No Data
Wholesale trade	No Data	\$14,380	0.29%	\$2,102,416	42.17%	\$114,772	2.30%	No Data	No Data
Retail trade	No Data	\$47,078	0.94%	\$717,042	14.38%	\$186,427	3.74%	No Data	No Data
Finance, insurance and real estate industries	No Data	\$23,278	0.47%	\$111,074	2.23%	\$20,989	0.42%	No Data	No Data
Service industries	\$294,999	\$102,021	2.05%	\$677,463	13.59%	\$246,600	4.95%	\$1,326	0.03%
Industries not Classified	No Data	No Data	No Data	No Data	No Data	\$56,945	1.14%	\$7,924	0.16%

<sup>i</sup> 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 Sales<sup>ii</sup> figure does not reflect official Bureau of the Census minority sales estimates as reported in the 1997 Survey of Minority-Owned Business Enterprise.