Demographic and Business Statistics

- 2000 Total Population: 46,514 persons
- 2000 Total Minority Population: 30,550 persons
- All firms in region (1997): 2,037
- Annual sales of all firms in region (1997): $3.1 billion
- Total minority-owned firms (1997): 366 firms
- Annual sales of minority-owned firms (1997): $96.2 million
- Total African American-owned firms (1997): 195 firms
- Annual sales of African American-owned firms (1997): $40.3 million
- Asian & Pacific Islander-owned Firms: No Data
- Annual sales of Asian & Pacific Islander-owned firms: No Data
- Hispanic-owned Firms: No Data
- Annual sales of Hispanic-owned firms: No Data
- American Indian & Alaska Natives-owned Firms: No Data
- Annual sales of American Indian & Alaska Natives-owned firms: No Data

Minority Receipts: $96.2 Million
(3.2% of All Firm Receipts)

Business Participation¹

<table>
<thead>
<tr>
<th>Group</th>
<th>MSA BPR: New Brunswick</th>
<th>National BPR</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>44</td>
<td>78</td>
</tr>
<tr>
<td>Non-Minority</td>
<td>105</td>
<td>91</td>
</tr>
<tr>
<td>Minority</td>
<td>12</td>
<td>42</td>
</tr>
<tr>
<td>African American</td>
<td>17</td>
<td>24</td>
</tr>
<tr>
<td>Asian &amp; Pacific Islander</td>
<td>No Data</td>
<td>90</td>
</tr>
<tr>
<td>Hispanic</td>
<td>No Data</td>
<td>41</td>
</tr>
<tr>
<td>American Indian &amp; Alaska Native</td>
<td>No Data</td>
<td>85</td>
</tr>
</tbody>
</table>

Parity²:
In New Brunswick, NJ, no groups 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.