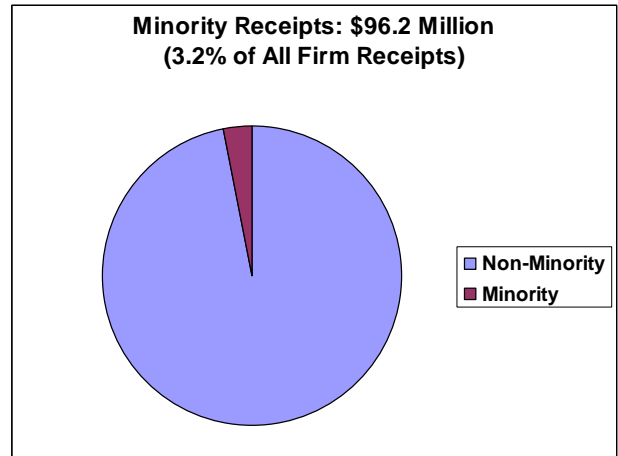


The State of Minority Business in New Brunswick, NJ (Non-Metropolitan Area)

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 Asian & Pacific Islander-owned firms: No Data

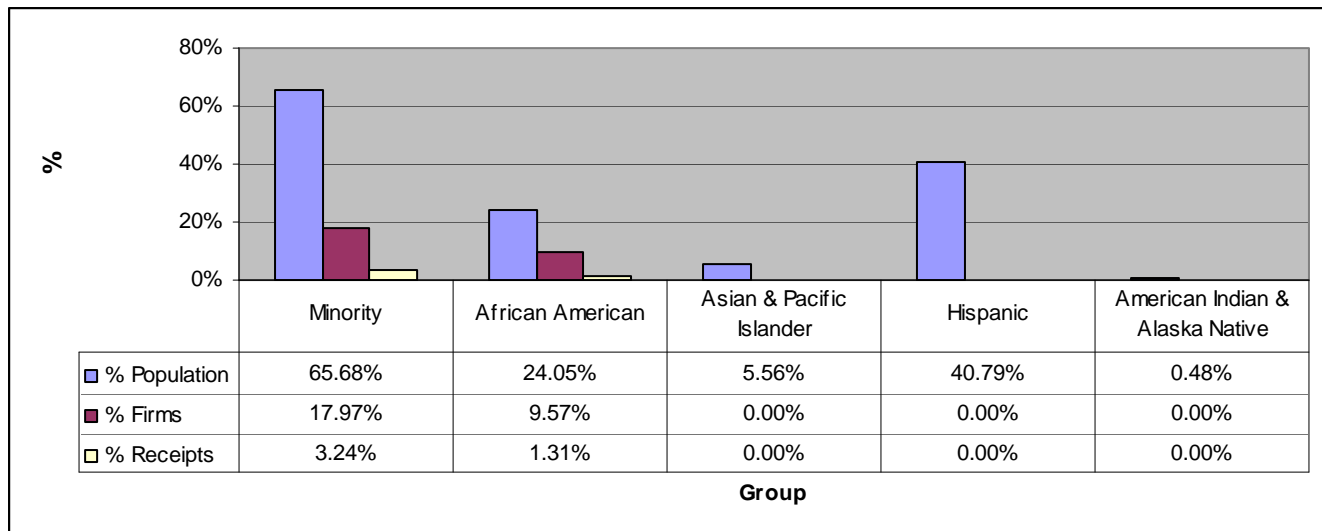


Business Participation¹

Group	MSA BPR: New Brunswick	National BPR
All	44	78
Non-Minority	105	91
Minority	12	42
African American	17	24
Asian & Pacific Islander	No Data	90
Hispanic	No Data	41
American Indian & Alaska Native	No Data	85

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.

