

Small Business Profile: NEW JERSEY

Small businesses make a significant contribution to the U.S. economy, and in 2003, they were the engine of New Jersey's economic performance. Nationally, half of U.S. non-farm private output and employment is generated by small firms with 500 or fewer employees; in New Jersey, small business owners—including women, minorities, and home based individuals—were leaders in the state's economy in 2003. The Office of Advocacy's *Small Business Profile* reports on small businesses in the state using the most currently available data.

Number of Businesses. The estimated total number of small businesses in New Jersey in 2003 was 759,000.¹ Of the 268,203 employer firms in 2003, 98.4 percent or an estimated 263,900 were small firms. The estimated number of employer businesses decreased by 2.5 percent in 2003. The most recent data available show that non-employer businesses numbered 495,109 in 2001. Self-employment increased by 5 percent, from 200,797 in 2002 to 210,889 in 2003. (Source: U.S. Dept. of Labor, Employment and Training Administration; U.S. Dept. of Commerce, Census Bureau; U.S. Dept. of Labor, Bureau of Labor Statistics.)

Women-Owned Businesses. Self-employment by women increased by 19.4 percent, from 67,166 in 2002 to 80,229 in 2003 and represented 37.9 percent of self-employed persons in the state. Women-owned businesses generated \$30 billion in revenues, employed 247,040 workers, and constituted 155,300 firms or 23.7 percent of all firms in 1997. (Sources: U.S. Dept. of Labor, Bureau of Labor Statistics; U.S. Dept. of Commerce, Census Bureau.)

Minority-Owned Businesses. In 1997, 25 percent or 25,600 of the minority-owned businesses in the state were employer firms, and they generated 88.9 percent of the total minority-owned business revenue of \$24.1 billion. There were 36,100 Hispanic-owned businesses; 26,500 Black-owned businesses; 41,400 Asian and Pacific Islander-owned businesses; and 2,400 American Indian and Alaskan Native-owned businesses in 1997. (Source: U.S. Dept. of Commerce, Census Bureau.)

Business Turnover. The estimated number of new employer businesses was 29,236 in 2003, which is 2.3 percent less than

the previous year. Business bankruptcies increased by 6.5 percent, and totaled 734 in 2003. Business terminations increased by 16.6 percent and numbered 36,827 in 2003. (Source: U.S. Dept. of Labor, Employment and Training Administration; Administrative Office of the U.S. Courts; U.S. Dept. of Commerce, Census Bureau.)

Employment. Small businesses with fewer than 500 employees numbered 198,983 in 2001 and employed 1,822,060 people or 50.3 percent of the state's non-farm private workforce (Table 1).² Total net employment gain in the state amounted to 69,916 between 2000 and 2001.

During the same time period, firms with fewer than 20 employees gained 37,528 jobs. (Source: U.S. Dept. of Commerce, Census Bureau, Statistics of U.S. Businesses. Note: Urban (MSA) and rural (non-MSA) employment data is available at: www.sba.gov/advo/stats/data.html.)

Small Business Income. Small business proprietors' income in 2003 increased by 5.6 percent, from \$28.3 billion in 2002 to \$29.9 billion in 2003. (Source: U.S. Dept. of Commerce.)

Finance. Small firms typically use commercial bank lenders and rely on local bank services. Over the last five years there has been a gradual decline in the number of banks in New Jersey (Table 3). The Office of Advocacy has identified banks in each state that make the most loans to small businesses. This information is available in its banking studies available at www.sba.gov/advo/stats.

To learn more about the Office of Advocacy's research, data, and analyses of small businesses, visit www.sba.gov/advo, call (202) 205-6533 or email advocacy@sba.gov.

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¹ The Office of Advocacy's estimate of the total number of state small businesses is based on the percent of small businesses (2001 Census Bureau firm size data) multiplied by the total number of employer businesses in 2003 (Dept. of Labor). To this total, we add the 2001 number of non-employer firms (Census Bureau).

² The number of employers listed in Table 1 is not directly comparable to the figures listed in the *Number of Businesses* section due to different data sources.

Table 1. Firms and Employment in New Jersey by Industry and Firm Size, 2001 (Thousands)

Industry	Non-employer Firms	Employer Firms			Employment		
		Total	< 100	< 500	Total	< 100	< 500
Total	495.11	202.24	195.18	198.98	3,622.79	1,324.45	1,822.06
Agriculture, forestry, fishing, and hunting	2.26	0.25	0.25	0.25	0.85	0.85	0.85
Mining	0.07	0.11	0.09	0.1	2.55	*	1.23
Utilities	0.25	0.12	0.08	0.08	20.56	*	0.88
Construction	48.46	22.79	22.54	22.71	167.98	122.04	148.24
Manufacturing	6.2	10.38	9.25	9.88	379.65	128.51	214.06
Wholesale trade	13.82	15.64	14.35	14.89	281	14.35	166.04
Retail trade	43.15	26.48	25.64	25.97	434.01	25.64	188.37
Transportation and warehousing	26.8	6.16	5.7	5.94	161.74	5.7	74.47
Information	8.42	2.63	2.34	2.44	130.14	18.75	29.58
Finance and insurance	24.23	5.98	5.51	5.69	221.27	36.35	54
Real estate; rental and leasing	71.63	7.46	7.24	7.32	58.39	34.57	58.39
Professional, scientific, and technical services	90.16	29.48	28.63	29.07	282.87	142.27	183.53
Management of companies and enterprises	N/A	0.96	0.25	0.46	159.46	2.38	10.18
Admin., support, waste mngt., and remed., services	27.85	12.3	11.62	11.95	312.92	11.62	128.83
Educational services	10.54	2.43	2.26	2.39	80.11	28.06	47.5
Health care and social assistance	38.11	19.56	18.94	19.34	433.35	148.01	217.22
Arts, entertainment, and recreation	24.65	2.96	2.87	2.93	38.78	24.49	34.2
Accommodation and food services	6.96	14.45	14.13	14.29	253.63	118.78	140.89
Other services	51.56	21.69	21.38	21.55	153.39	117.82	136.29
Auxiliary, except corp, subsidiary, and regional managing offices	N/A	0.34	0.05	0.12	47.09	0.73	2.72
Unclassified	N/A	2.49	2.49	3.05	3.05	3.05	3.05

*Data suppressed to protect the confidentiality of individual firms.

Source: U.S. Department of Commerce, Census Bureau.

Table 2. Non-farm Establishment Job Gains and Losses by Firm Size, 2000–2001 (Thousands)

	Firm Size (Number of Employees)			
	Total	1–19	1–499	500+
Job Gains:				
New establishments	198.11	56.15	105.74	92.37
Expanding establishments	398.56	100.06	228.76	169.8
Job Losses:				
Downsized establishments	-343.08	-66.8	-168.99	-174.09
Closed establishments	-183.67	-51.89	-99.58	-84.1
Net change in employment	69.92	37.53	65.94	3.98

Source: U.S. Department of Commerce, Bureau of the Census, Statistics of U.S. Businesses, 2001.

Table 3. Number of Banks in New Jersey by Asset Size, 1995 – 2003

Number of Banks Per Year					Number of Banks by Asset Size, 2003				
1995	2000	2001	2002	2003	Below \$100M	\$100M–\$500M	\$500–\$1B	\$1B–\$10B	Over \$10B
85	79	80	82	79	15	41	8	13	2

Source: U.S. Small Business Administration, Office of Advocacy, from data collected by the Federal Reserve Board.

The full list of small-business-friendly banks can be found on the Office of Advocacy's website at www.sba.gov/advocacy/lending.