

B. New England Business Population

Most non-consumer EPS would be targeted at manufacturing companies (SIC Groups 20 thru 39) and state agencies and local municipalities, since these typically have the largest sales or contract potential. Other business/institutional targets could include medical facilities, colleges and universities, laboratories, federal government facilities, certain retail establishments and military installations.

Canadian EPS potential in the New England states can be assessed in a variety of ways. Due to the extensive needs for EPS by such major industries as public utilities, industrial power plants, chemicals, paper, petrochemicals and primary metals, an analysis of the number of manufacturers within each SIC group by state can provide an idea of the raw number of prospective firms for a given EPS product.

Total Number of New England Manufacturers by Industry and State

SIC	Industry	US	NE	ME	MA	NH	RI	VT
20	Food Products	23,285	826	171	471	40	89	55
21	Tobacco	210	1	0	1	0	0	0
22	Textiles	5,949	523	49	253	50	159	12
23	Apparel	15,980	697	43	538	50	41	25
24	Lumber & Wood	17,765	820	238	312	126	35	109
25	Furniture	10,409	426	35	297	41	23	30
26	Paper	11,296	664	40	506	45	49	214
27	Printing/Publishg	102,377	4,256	337	2,987	404	329	199
28	Chemicals	13,379	587	35	422	43	71	16
29	Petroleum	2,203	78	13	46	5	13	1
30	Rubber/Plastic	18,574	983	50	716	91	98	28
31	Leather	2,178	398	79	225	56	28	10
32	Stone/Glass/Clay	15,491	609	69	313	85	48	94
33	Primary Metals	9,651	459	14	298	47	89	11
34	Fabricated Metals	39,292	1,889	99	1,227	178	338	47
35	Industl Machnry	68,088	3,012	208	1,984	381	332	107
36.	Elect Equipt	16,107	1,108	57	766	161	80	44
37	Trnsptn Equipt	9,118	329	83	174	23	36	13
38	Instruments	7,725	668	20	481	72	74	21
39	Misc Mfg	36,562	2,015	157	1,031	132	604	91
	Totals	381,916	18,086	1,590	11,669	1,774	2,223	830
	% of US	100	4.8	0.4	3.1	0.5	0.6	0.2

* Excludes Connecticut

Source: Dun & Bradstreet