

Latino Entrepreneurship REGIONAL INSIGHTS

2016

AUSTIN, TEXAS

About Austin-Based Latino Entrepreneurs

43 years
Average Owner Age

27%
Immigrant

62%
4 Yr. College Degree

12 years
Average Firm Age

Sources of Capital for Growth

	Austin	TX	U.S.
Local/Regional Bank Loan	3%	17%	16%
National Bank Loan	11%	15%	13%
Government Loan	1%	3%	3%
Savings, Family, Friends	59%	57%	54%

Organization Membership

	Austin	TX	U.S.
General Chamber of Commerce	7%	26%	17%
Hispanic Chamber of Commerce	55%	33%	23%
Trade Association	26%	24%	17%
Nonprofit Board	44%	16%	11%
Hispanic Nonprofit Board	40%	13%	14%

Biggest Challenges to Growth for Austin-Based Latino Entrepreneurs

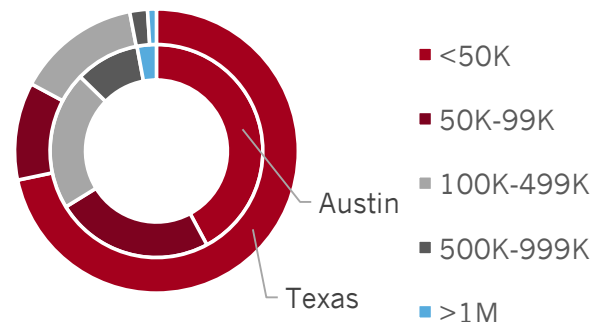
Marketing: 65%

Customers: 59%

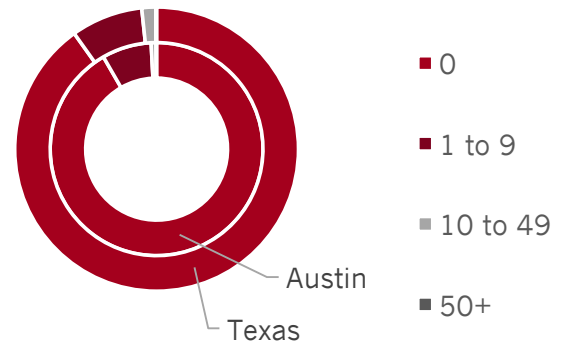
Economy: 54%

About Latino-Owned Firms

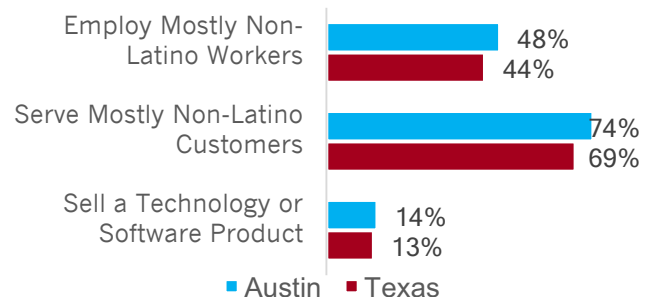
Annual Revenue



Employee Count



Proportion of Latino-Owned Firms That:



Based on data from 68 Austin and 486 Texas Latino firms. Source: 2016 Survey of Latino Business Owners