

Latino Entrepreneurship REGIONAL INSIGHTS

About Los Angeles-Based Latino Entrepreneurs

40 years

Average Owner Age

48%

Immigrant

52%

4 Yr. College Degree

30 years

Average Firm Age

Sources of Capital for Growth

	L.A.	CA	U.S.
Local/Regional Bank Loan	11%	14%	16%
National Bank Loan	20%	11%	13%
Government Loan	5%	4%	3%
Savings, Family, Friends	50%	53%	54%

Organization Membership

	L.A.	CA	U.S.
General Chamber of Commerce	12%	16%	17%
Hispanic Chamber of Commerce	24%	19%	23%
Trade Association	21%	20%	17%
Nonprofit Board	9%	9%	11%
Hispanic Nonprofit Board	21%	15%	14%

Biggest Challenges to Growth for Los Angeles-Based Latino Entrepreneurs

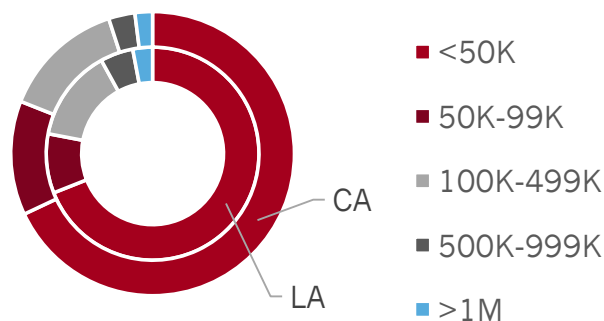
Finance: 51%

Competition: 50%

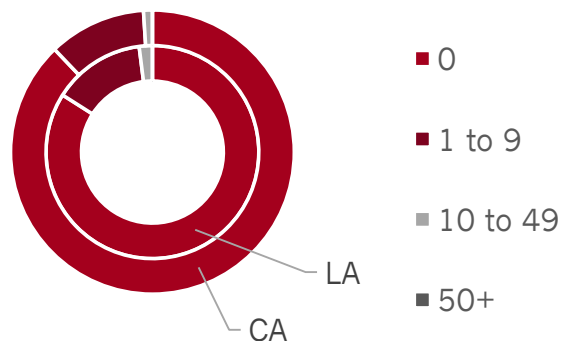
Customers: 48%

About Latino-Owned Firms

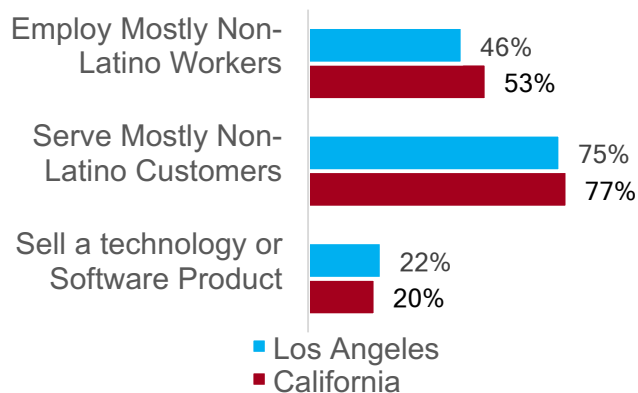
Annual Revenue



Employee Count



Proportion of Latino-Owned Firms That:



Based on data from 364 LA and 957 California Latino firms. Source: SLEI 2016 Survey of Latino Business Owners