

Latino Entrepreneurship REGIONAL INSIGHTS

NEW YORK CITY NEW YORK

About New York City-Based Latino Entrepreneurs

35 years
Average Owner Age

30%
Immigrant

51%
4 Yr. College Degree

9 years
Average Firm Age

Sources of Capital for Growth

	NYC	NY	U.S.
Local/Regional Bank Loan	2%	1%	16%
National Bank Loan	22%	16%	13%
Government Loan	24%	22%	3%
Savings, Family, Friends	51%	50%	54%

Organization Membership

	NYC	NY	U.S.
General Chamber of Commerce	13%	15%	17%
Hispanic Chamber of Commerce	12%	20%	23%
Trade Association	13%	13%	17%
Nonprofit Board	8%	6%	11%
Hispanic Nonprofit Board	15%	15%	14%

Biggest Challenges to Growth for New York City-Based Entrepreneurs

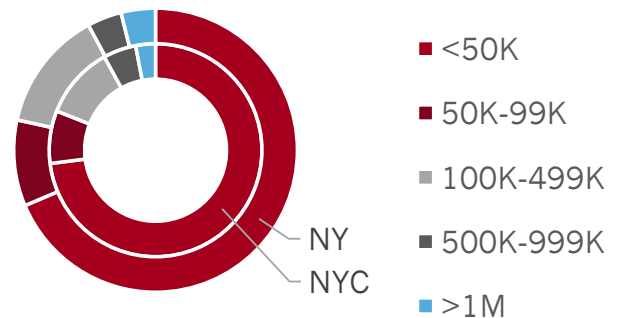
Finances: 63%

Customers: 59%

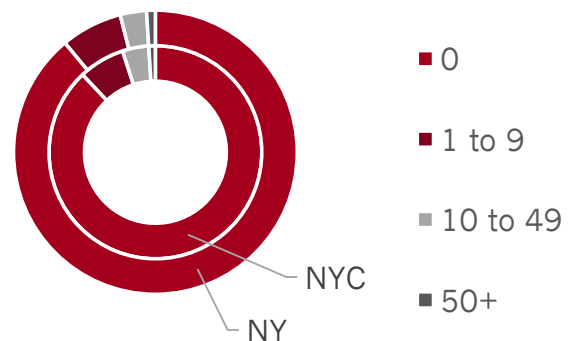
Competition: 43%

About Latino-Owned Firms

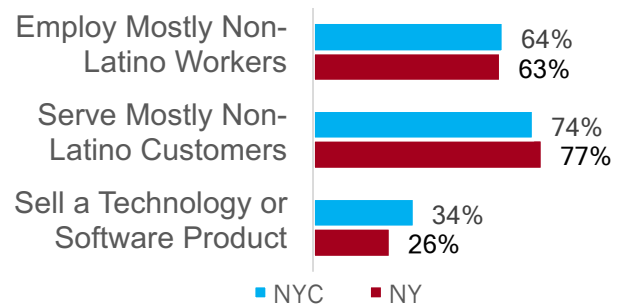
Annual Revenue



Employee Count



Proportion of Latino-Owned Firms That:



Based on data from 286 New York City and 433 New York Latino firms. Source: SLEI 2016 Survey of Latino Business Owners