

# Latino Entrepreneurship REGIONAL INSIGHTS

# SF BAY AREA CALIFORNIA

## About SF Bay Area-Based Latino Entrepreneurs

**44 years**

Average Owner Age

**34%**

Immigrant

**69%**

4 Yr. College Degree

**11 years**

Average Firm Age

## Sources of Capital for Growth

	SF Bay	CA	U.S.
Local/Regional Bank Loan	17%	14%	16%
National Bank Loan	9%	11%	13%
Government Loan	3%	4%	3%
Savings, Family, Friends	44%	53%	54%

## Organization Membership

	SF Bay	CA	U.S.
General Chamber of Commerce	24%	16%	17%
Hispanic Chamber of Commerce	16%	19%	23%
Trade Association	17%	20%	17%
Nonprofit Board	6%	9%	11%
Hispanic Nonprofit Board	16%	15%	14%

## Biggest Challenges to Growth for SF Bay Area-Based Latino Entrepreneurs

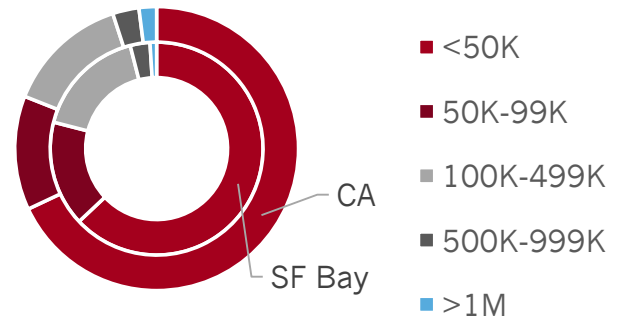
Finance: 44%

Customers: 43%

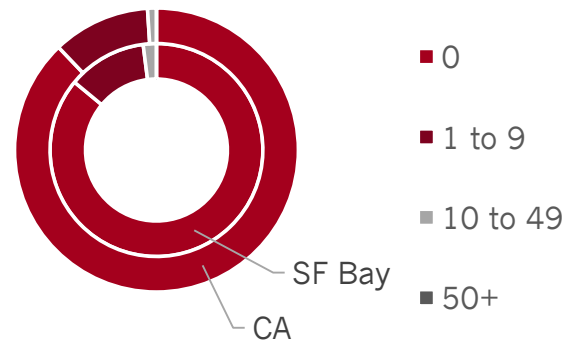
Economy: 37%

## About Latino-Owned Firms

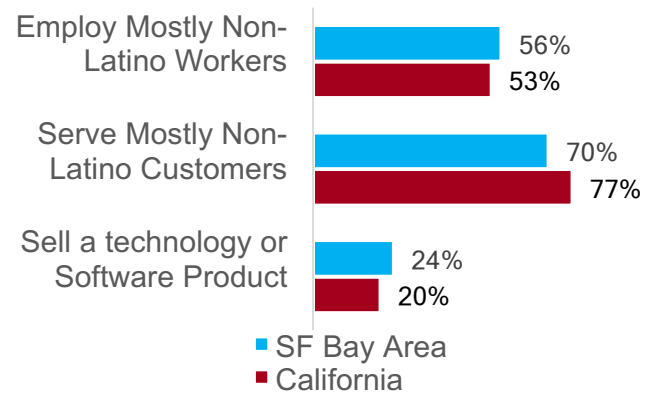
### Annual Revenue



### Employee Count



## Proportion of Latino-Owned Firms That:



Based on data from 211 SF Bay Area and 957 California Latino firms. Source: SLEI 2016 Survey of Latino Business Owners