REGIONAL INSIGHTS: RIVERSIDE, CA

PROFILES OF RIVERSIDE METROPOLITAN AREA-BASED LATINO ENTREPRENEURS

- 0.21 Latino Entrepreneurship Gap Score**
  Metro-Rank #20*
- 37% Immigrant
- 37% Female
- 31% Male
  (Ages 36 and younger)
- 43 years
  Average Owner Age
- 11%
  Four-Year College
  Degree
- 14 years
  Average Age
  of Firm
- 47%
  Low-to-Lower-
  Middle Income
  as Children
- 28%
  Latino-Oriented
  Products**
- 44%
  Family History of
  Entrepreneurship

SOURCES OF CAPITAL FOR GROWTH

<table>
<thead>
<tr>
<th></th>
<th>Riverside</th>
<th>CA</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line of Credit</td>
<td>&lt;1%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Local Bank Loan</td>
<td>&lt;1%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>National Bank Loan</td>
<td>&lt;1%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Gov’t Loan</td>
<td>&lt;1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Venture Cap.</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
<tr>
<td>Angel Investment</td>
<td>&lt;1%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Private Equity</td>
<td>9%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Hard Money</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
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PROFITABILITY, PREVIOUS 12 MONTHS

- 63% Profits
- 23% Break-Even
- 14% Losses

INDUSTRIES

- Natural Resources and Mining
- Financial Activities
- Trade, Transportation, and Utilities
- Leisure and Hospitality
- Information
- Manufacturing
- Construction
- Other Services
- Professional and Business Services
- Education and Health Services

CHALLENGES TO GROWTH

<table>
<thead>
<tr>
<th></th>
<th>Competition</th>
<th>Clients/Customers</th>
<th>General Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>53%</td>
<td>48%</td>
<td>34%</td>
</tr>
</tbody>
</table>

* Ranking based on the 50 largest U.S. metropolitan areas
** Difference in rate of Latino and non-Latino business owners (1 = rate is the same)
*** Latino-oriented products/services are targeted specifically to Latinos or stem from Latino influences.

Report based on data from 103 Riverside Metropolitan Area Latino firms and 940 California Latino firms.
Source: SLEI 2018 Survey of U.S. Latino Business Owners

Learn more: gsb.stanford.edu/SLEI