REGIONAL INSIGHTS: SAN ANTONIO
PROFILES OF SAN ANTONIO METROPOLITAN AREA-BASED LATINO ENTREPRENEURS

- **Latino Entrepreneurship Gap Score**: 0.25
- **Immigrant**: 17%
- **Female**: 35%
- **Millennial (Ages 36 and younger)**: 43%
- **Average Owner Age**: 47 years
- **Four-Year College Degree**: 14%
- **Average Age of Firm**: 11 years
- **Low-to-Lower-Middle Income as Children**: 48%
- **Latino-Oriented Products**: 33%
- **Family History of Entrepreneurship**: 56%

**SOURCES OF CAPITAL FOR GROWTH**

<table>
<thead>
<tr>
<th>Source</th>
<th>San Antonio</th>
<th>TX</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line of Credit</td>
<td>12%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Local Bank Loan</td>
<td>7%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>National Bank Loan</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Gov’t Loan</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Venture Cap.</td>
<td>&lt;1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Angel Investment</td>
<td>&lt;1%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Private Equity</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Hard Money</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**PROFITABILITY, PREVIOUS 12 MONTHS**

- **Profits**: 66%
- **Break-Even**: 30%
- **Losses**: 5%

**INDUSTRIES**

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

**CHALLENGES TO GROWTH**

- **Marketing**: 45%
- **Clients/Customers**: 44%
- **Competition**: 41%

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*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 113 San Antonio Metropolitan Area Latino firms and 666 Texas Latino firms.

Source: SLEI 2018 Survey of U.S. Latino Business Owners