

PROFILES OF U.S. LATINO ENTREPRENEURS



42 YearsAverage Owner Age



35% Immigrant



39% Female



39% Millennial (Ages 21-36)



3% Scaled Firms (\$1M+)



17% Four-Year College Degree



9 Years
Average Age
of Firm



53% Low- to Lower-Middle Income as Children

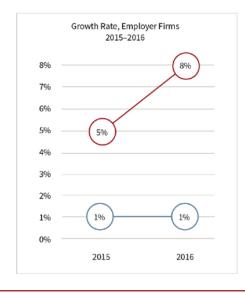


30% Latino-Oriented Products*



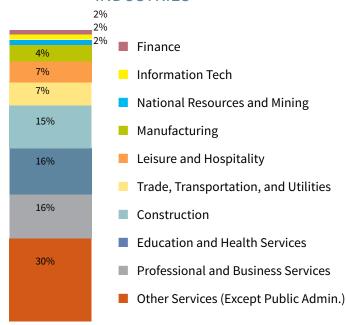
45% Family History of Entrepreneurship

GROWTH RATE IN NUMBER OF FIRMS AND AVERAGE SALES, EMPLOYER FIRMS





INDUSTRIES



The growth-rate in the number of U.S.
Latino-owned businesses continues to rise.
This is not a trend that was initiated in recent years.

^{*} Latino-oriented products/services are targeted specifically to Latinos or stem from Latino influences. Source: SLEI 2018 Survey of U.S. Latino Business Owners