2018 RESEARCH FINDINGS

STATE OF LATINO ENTREPRENEURSHIP

PROFILES OF U.S. LATINO ENTREPRENEURS

42 Years Average 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

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.

INDUSTRIES

- Finance
- Information Tech
- National Resources and Mining
- Manufacturing
- Leisure and Hospitality
- Trade, Transportation, and Utilities
- Construction
- Education and Health Services
- Professional and Business Services
- Other Services (Except Public Admin.)

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

Learn more: gsb.stanford.edu/SLEI