

REGIONAL INSIGHTS: HOUSTON

PROFILES OF HOUSTON METROPOLITAN AREA-BASED LATINO ENTREPRENEURS



0.22
Latino Entrepreneurship
Gap Score**
Metro-Rank #18*



43% Immigrant



40% Female



33% Millennial (Ages 36 and younger)



43 years Average Owner Age



13% Four-Year College Degree



6 years
Average Age
of Firm



51% Low- to Lower-Middle Income as Children



23% Latino-Oriented Products***



35% Family History of Entrepreneurship

SOURCES OF CAPITAL FOR GROWTH

	Houston	TX	U.S.
Line of Credit	5%	8%	8%
Local Bank Loan	3%	6%	5%
National Bank Loan	2%	3%	3%
Gov't Loan	3%	2%	1%
Venture Cap.	2%	1%	1%
Angel Investment	4%	2%	5%
Private Equity	3%	2%	3%
Hard Money	8%	4%	3%

CHALLENGES TO GROWTH



PROFITABILITY, PREVIOUS 12 MONTHS

	49%	22%	29%			
	Profits	Break-Even	Losses			
	<1% 5%	INDUSTRIES				
	5% 5%	■ Financial Activities	■ Financial Activities			
	5%	Information	Information			
	16%	■ Leisure and Hospitality				
		Construction				
28%	Manufacturing					
	Natural Resources and Mining					
		Trade, Transportation, and Utilities				
35%	■ Professional and Business Services					
	Other Services					
		■ Education and Health Services				

- * 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 212 Houston Metropolitan Area Latino firms and 666 Texas Latino firms. Source: SLEI 2018 Survey of U.S. Latino Business Owners



Latino Entrepreneurship Initiative