STATE OF HISPANIC BUSINESS 2017

**Hispanic Business Owners**

- **Gender**:
  - Male (62.34%)
  - Female (32.47%)
  - Not Disclosed (5.19%)

- **Age**:
  - Age 18-34 (15.58%)
  - Age 35-54 (49.35%)
  - Age 55+ (20.78%)
  - Not Disclosed (14.29%)

- **Country of Origin**:
  - Born in the US (28.57%)
  - Born Elsewhere (71.43%)

**Hispanic Businesses**

- Professional Services (10%)
- Architecture & Construction (10%)
- Grocery (10%)
- Finance & Insurance (10%)
- Retail (13%)
- Something Else (47%)

- Business has fewer than 5 employees (55%)
- Business is less than 10 years old (65%)
- Business generates $100K or less in annual revenue (35%)
- Business is performing better than last year (57%)

**Business Capacity**

- % of business owners reporting that they have:
  - Commercial Bank Account: 86%
  - Insured: 74%
  - CPA-Prepared Financials: 70%
  - Website: 57%
  - Commercial Line of Credit: 44%
  - Written Business Plan: 38%
  - Written Value Proposition: 26%

**Business Challenges**

% of business owners identifying challenge as significant

- Access to Capital
- Attracting New Customers
- Providing Benefits
- Increasing Profits
- Cash Flow

Report prepared by FOX Center for Executive Education

For the use of Greater Philadelphia Hispanic Chamber of Commerce

Report based on survey of 77 Hispanic, Latina, or Spanish business owners

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