

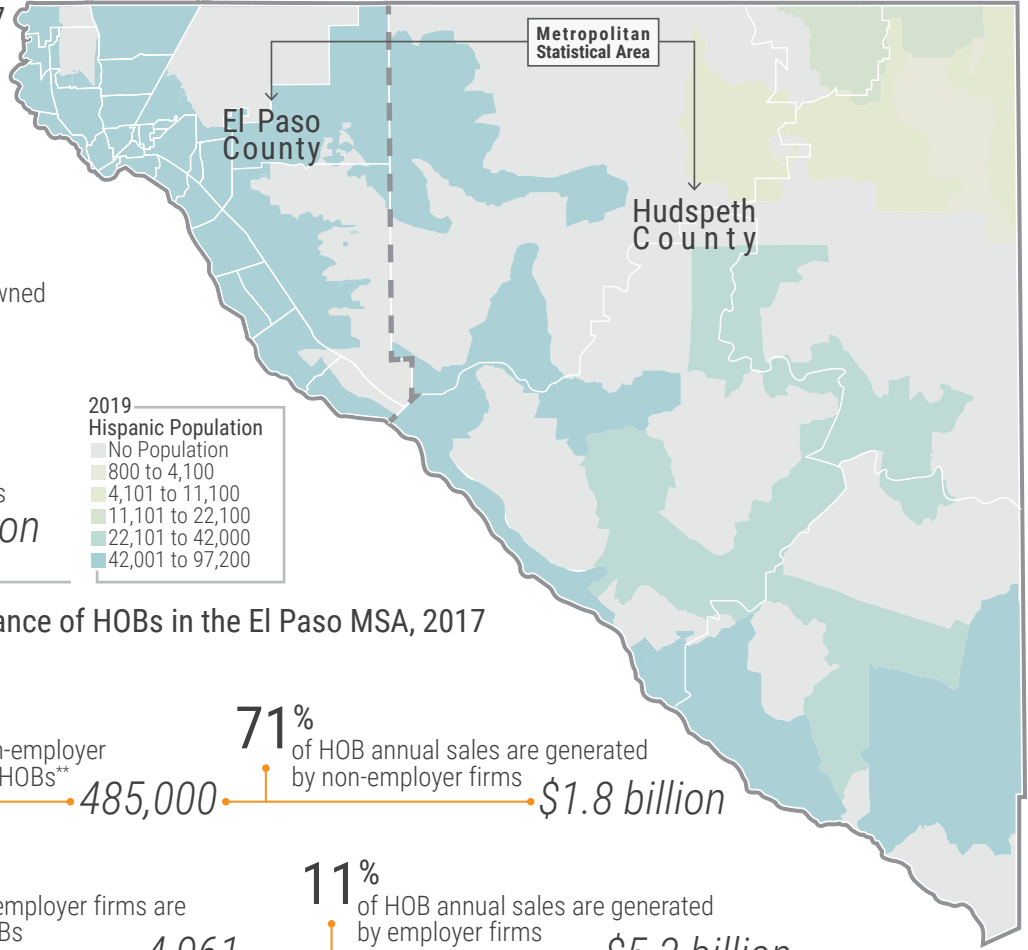
The State of Hispanic-Owned Businesses in the El Paso MSA*

Hispanic-Owned Business Profile, 2017

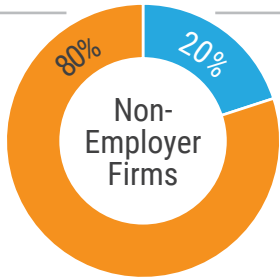
82% of the El Paso MSA population is Hispanic
689,269

74% of the El Paso MSA firms are Hispanic-owned businesses
53,461

14% of the El Paso MSAs annual sales were generated by Hispanic-owned businesses
\$7.1 billion



Performance of HOBs in the El Paso MSA, 2017

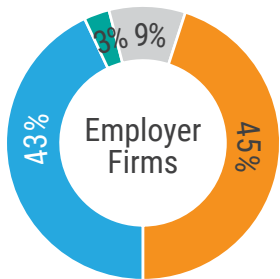


80% of the non-employer firms are HOBs**
485,000

71% of HOB annual sales are generated by non-employer firms
\$1.8 billion

45% of employer firms are HOBs
4,961

11% of HOB annual sales are generated by employer firms
\$5.3 billion



-4% Growth rate of HOBs
2012-2017

11% increase in HOB revenue despite HOB ownership declining

31% Growth rate of Non-Hispanic-Owned Businesses
2012-2017

-3% Revenue of non-HOBs declined against increase in non-HOB ownership

Share of Business Employment

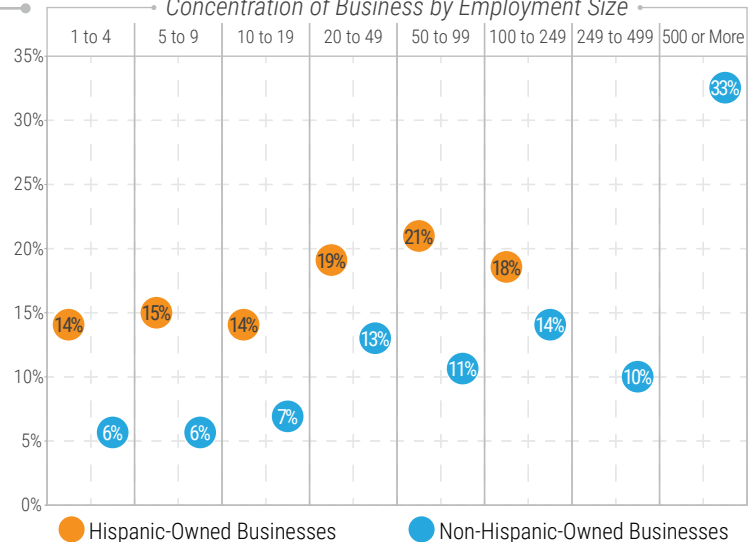
Employees of HOBs

48,191 (2012) → **-14% Decrease** → 41,463 (2017)

Employees of non-HOBs

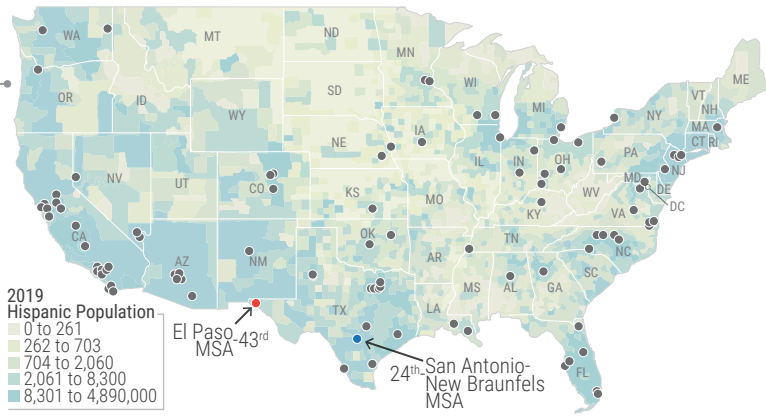
71,968 (2012) → **9% Increase** → 78,330 (2017)

Concentration of Business by Employment Size



Note: Hispanic population brackets as per Hispanic population quintile estimates. *The El Paso MSA (Metropolitan Statistical Area) consists of all of two counties—El Paso and Hudspeth County in Texas. The U.S. Census Bureau defines MSAs. ** HOBs are Hispanic-owned businesses. No data available at time of publication for the HOBs with 250 to 499 employees or with 500 or more employees.
Source: Hunt Institute using the U.S. Census Bureau data. The data includes only employer firms.

Index of HOBs for the Top 100 Metro Areas



2019 Hispanic Population

- 0 to 261
- 262 to 703
- 704 to 2,060
- 2,061 to 8,300
- 8,301 to 4,890,000

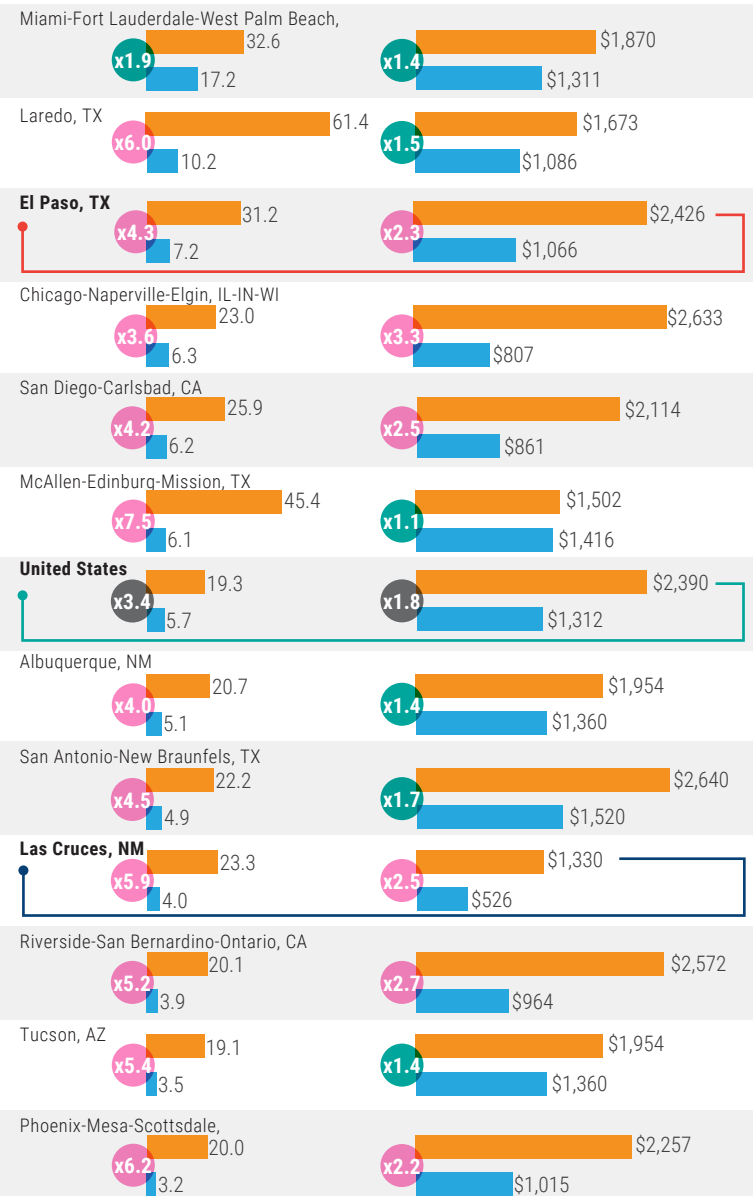
- 1 - Miami-Fort Lauderdale-West Palm Beach, FL
- 8 - San Diego-Carlsbad, CA
- 20 - McAllen-Edinburg-Mission, TX
- 23 - Albuquerque, NM
- 24 - San Antonio-New Braunfels, TX
- 43 - El Paso, TX
- 54 - Phoenix-Mesa-Scottsdale, AZ
- 71 - Riverside-San Bernardino-Ontario, CA
- 72 - Chicago-Naperville-Elgin, IL-IN-WI
- 76 - Tucson, AZ

El Paso MSA's Comparative Position

■ Non-Hispanic Businesses
 ■ Hispanic Businesses
 ● Gaps Bigger than National Average
 ● Gaps Less than National Average

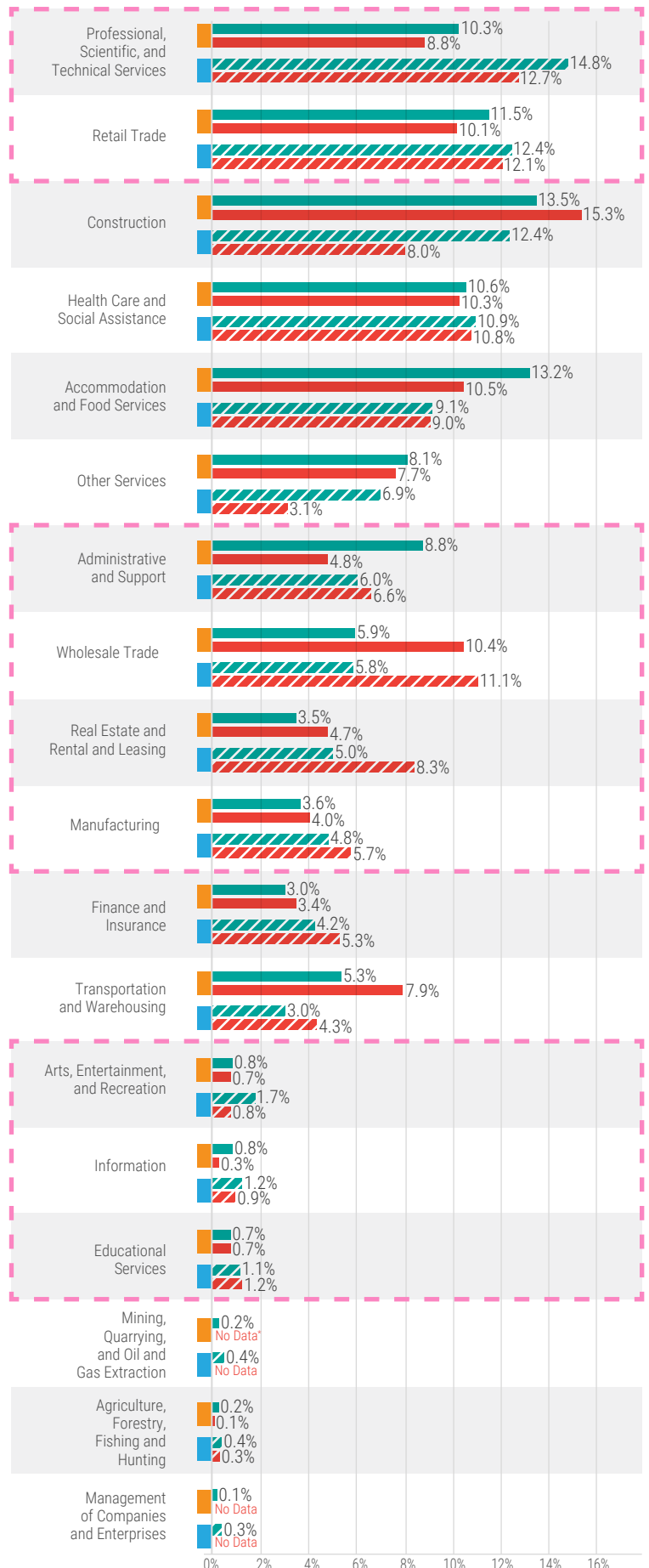
Business Density

Average Annual Sales (\$1,000s)



Concentration of Businesses by Employment Sector, 2017

■ Non-Hispanic-Owned Businesses
 ■ Hispanic-Owned Businesses
 ■ United States
 ■ El Paso, TX - MSA



Note: Hispanic population brackets as per Hispanic population quintile estimates. Business density is the number of employer businesses from the selected groups per 1,000 residents of the same group. This data includes only employer firms based off of the 2012 Survey of Business Owners data. *No data available at time of publication for selected industries.

Source: Hunt Institute using data from the U.S. Census Bureau, 2012 Survey of Business Owners, and Small Business Equity Tool data.