



*behavior research center's*

# *Latino Poll*

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SMALL BUSINESS OWNERSHIP REPORTED BY 17 PERCENT OF LATINOS;  
STRONGLY TIED TO PROSPERITY AND LANGUAGE SKILLS

Phoenix, Arizona, October 8, 2003. The great American dream of owning one's own business is alive and well in the Latino community in Arizona. Seventeen percent of Latino households here report that one or more persons in the family owns a small business on the side or as their principle occupation. And, as hope springs eternal, another 13 percent have dreams of starting their own business in the year to come.

What is more, a strong correlation between entrepreneurial spirit and economic prosperity and language skills is clearly evident in the data. For example, as business ownership rises, so does income, and dramatically so: only three percent of the lowest income groups are involved in business, but in the highest income segments, 26 percent of families own at least one business. Similarly, while ten percent of Spanish-language-dominant families own a business, the figure rises to 25 percent among English-language-dominant families.

Of equal interest in the findings is that not only do Latinos show a strong propensity to start small businesses but, as well, many have already had family members rise to the level of managing businesses owned by others: 13 percent fall into this category. Overall, 26 percent of families report that one or more of their members either own a business or manage a business for someone else. Among the highest income segments, the figure rises to 38 percent.

The survey also reveals that roughly a quarter of Latinos who own a business are sole proprietors, while the balance, 76 percent meet payrolls. Among those who have paid staff, the average number of employees is eight.

Business ownership rises noticeably among Latinos who live outside the Phoenix area. For example, it crests in Pima County (23%) which is one of the most acculturated regions of the state, with families dating back to pre-territorial days. Business ownership declines modestly in the rural counties to 19 percent and then tumbles to only 14 percent in Maricopa County where first and second-generation Latinos are a greater part of the Latino population base.

The findings outlined in this report are based on a survey of 400 Hispanic heads of household who self-identify as Hispanic or Latino across Arizona, conducted between September 23 through September 25, 2003, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit [www.brcpolls.com](http://www.brcpolls.com) to read this and other recent polls.

**EDITOR'S NOTE:** This Latino Poll (2003-III-14) is based on 400 telephone interviews with Hispanic heads of household who self-identify as Hispanic or Latino across Arizona, conducted from September 23 through September 25, 2003. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.4 percent of what they would have been had the entire Hispanic adult population been surveyed. The registered voter subsample includes 225 voters and has a margin of error estimated at plus or minus 6.5 percent. The Latino Poll is a part of the ongoing series of Rocky Mountain Polls conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

BELOW: Statistical data. For this and other polls. See [www.brcpolls.com/results](http://www.brcpolls.com/results)

**STATISTICAL DATA**

Behavior Research Center  
 Rocky Mountain Poll - Arizona  
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*“Do you or does anyone in your household...”*

	OWN A BUSINESS	MANAGE A BUSINESS THEY DO NOT OWN	PLAN TO START A BUSINESS NEXT YEAR
TOTAL	17%	13%	13%
<u>LANGUAGE SKILLS</u>			
Spanish-dominant	10	4	17
Bilingual	14	9	12
English-dominant	25	20	11
<u>INCOME</u>			
Under \$25,000	3	4	11
\$25,000 to \$35,999	21	17	11
\$36,000 +	26	18	16
<u>LOCATION</u>			
Maricopa	14	11	17
Pima	23	11	11
Rural	19	17	10

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