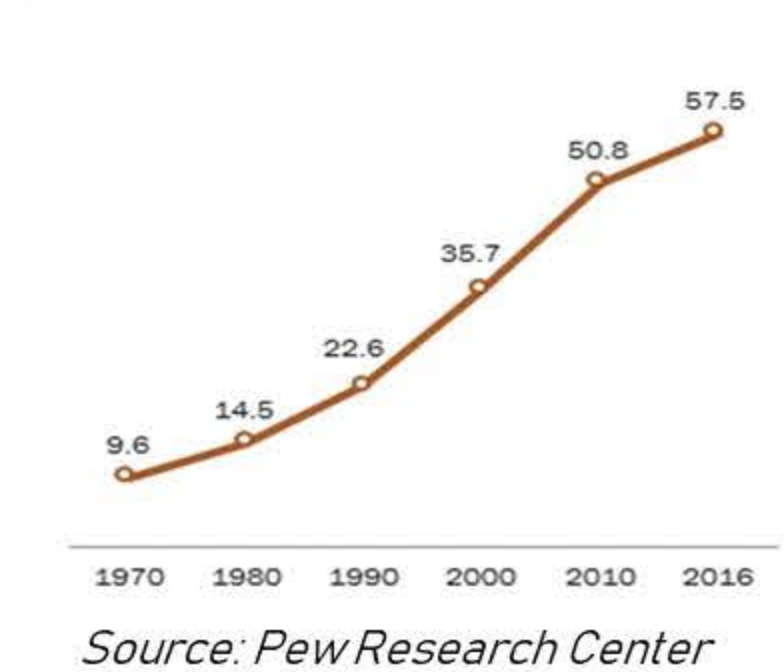


## Growth of the Hispanic population and its impact in the total U.S. population growth

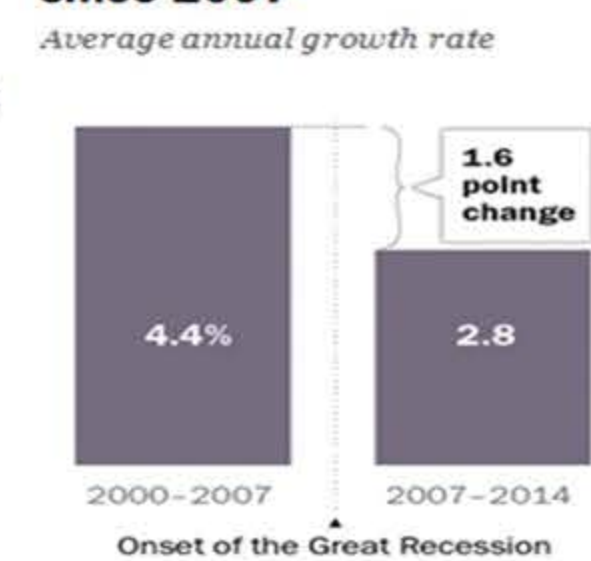
U.S. Hispanic population hits new high  
In millions



The Hispanic population growth accounted for 54% of the overall population growth between 2000 and 2014

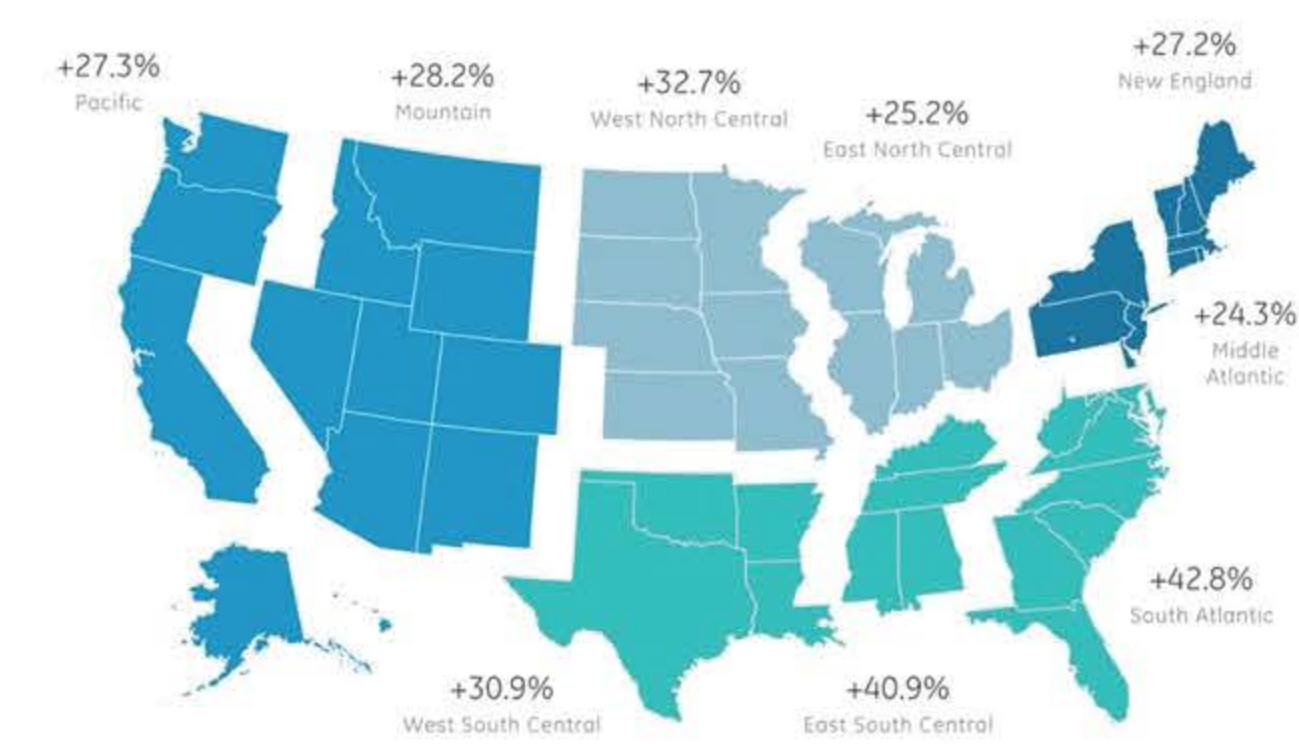
The growth rate of the Hispanic population has slowed down due to changes in immigration, birth rates, culture, and politics.

U.S. Hispanic population growth slows sharply since 2007



Source: Pew Research Center

## Growth of Hispanic-owned businesses in the United States



Growth of Hispanic-owned businesses increased in 2007-2012, while the overall growth of new businesses in the US remained unchanging

Texas has become a central area for Hispanic entrepreneurs.

- ❖ 30% growth of Hispanic owned businesses in Midwest South Central area
- ❖ Increase of immigration from CA and NY

Source: Geoscape's Hispanic Businesses and Entrepreneurs Drive Growth in the New Economy.

## Nacogdoches vs. United States Statistics

Hispanic population percentage

❖ 19.3% vs 17.8%

Minority owned firms percentage

❖ 25.46% vs 28.79%

Source: US Census Bureau Quick Facts

# Performance of the Hispanic-owned businesses in Nacogdoches

Researcher: Francia Olivares Briseno  
Sponsors: Dr. Joe Ballenger, and Dr. Cathy Henderson

### Hypothesis

"The Hispanic business owners have an increasing potential to become big businesses in the East Texas town because of the growth of the Hispanic population in town"

### Sources:

- ❖ Primary research over Hispanic population growth, Hispanic-owned businesses growth, and comparison of statistics of Nacogdoches vs USA
- ❖ Personal interviews in Spanish or English to 17 Hispanic-owned businesses in Nacogdoches, Texas

### Findings

Hispanic-owned businesses:

- Have a healthy growth and stability in comparison to other businesses in the United States
- Start their business with savings rather than loans

In Nacogdoches:

- 88% of them are involved in helping the community
- Customer Service is the most important aspect in their business
- The biggest challenge faced by the businesses are the city requirements

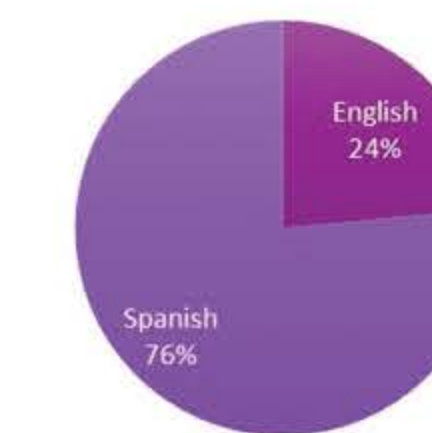
### Who's categorized as a Hispanic Person?

Hispanics are people with "Latin American or Iberian ancestry, fluent in Spanish". Their native language can be any language.

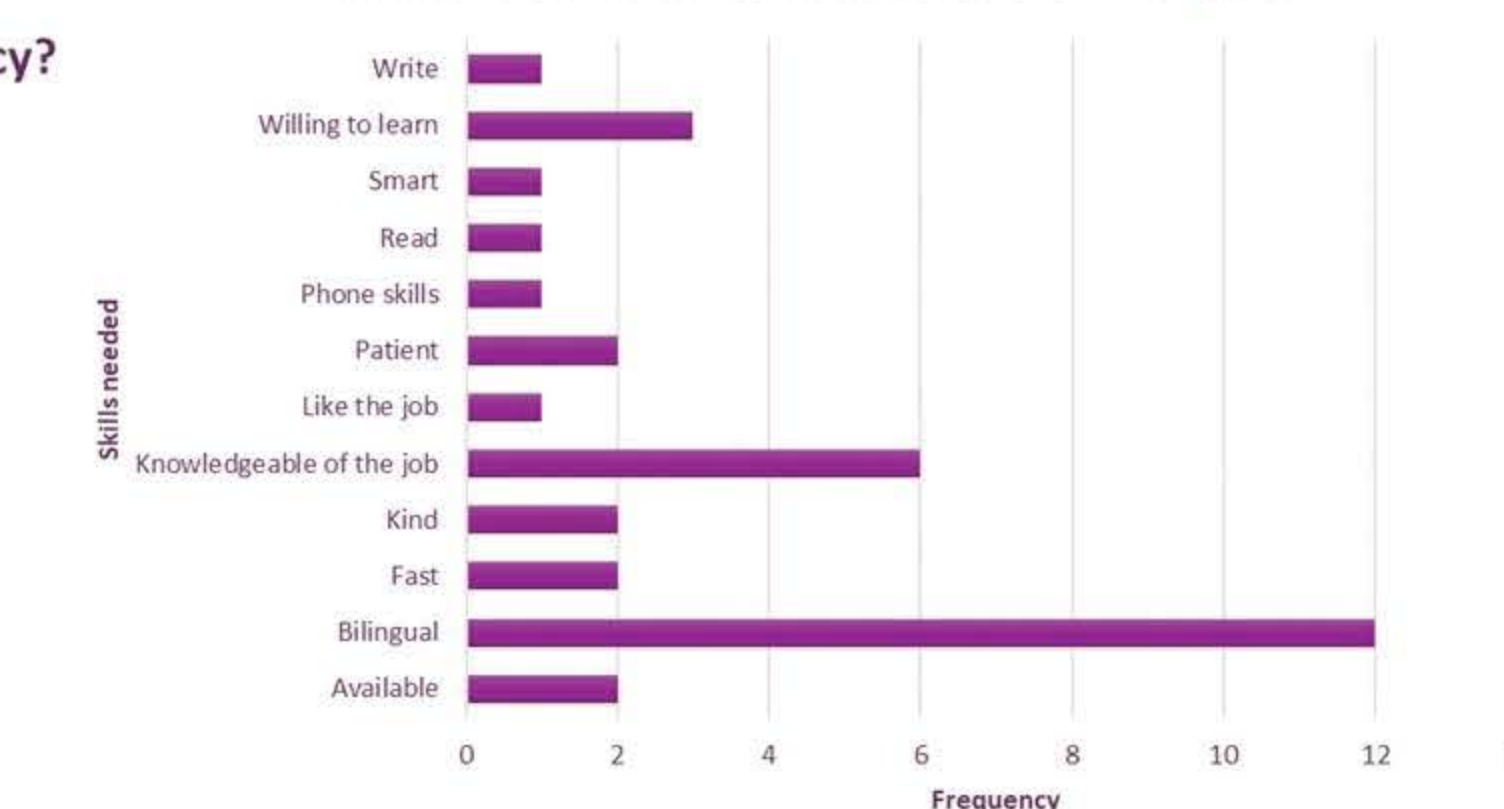
The categorization of a Hispanic used in this research will be the one used by the US Census Bureau which is defined by social and political considerations, not scientific ones.

## Involvement of Hispanic business owners in marketing to an international audience

What is your employees' language fluency?

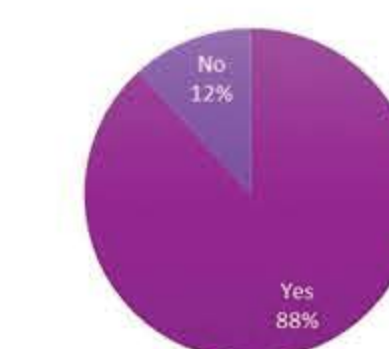


What are some skills needed to work for you?

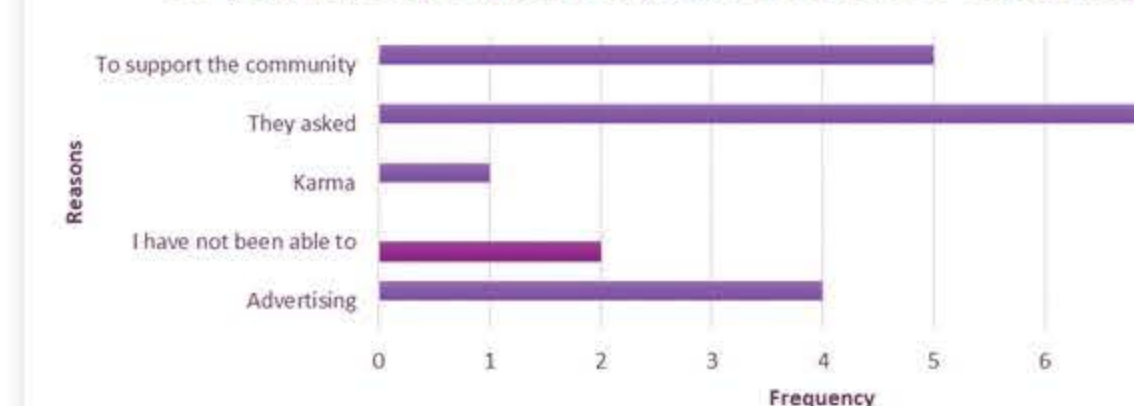


## The involvement of the Hispanic business owners in the community

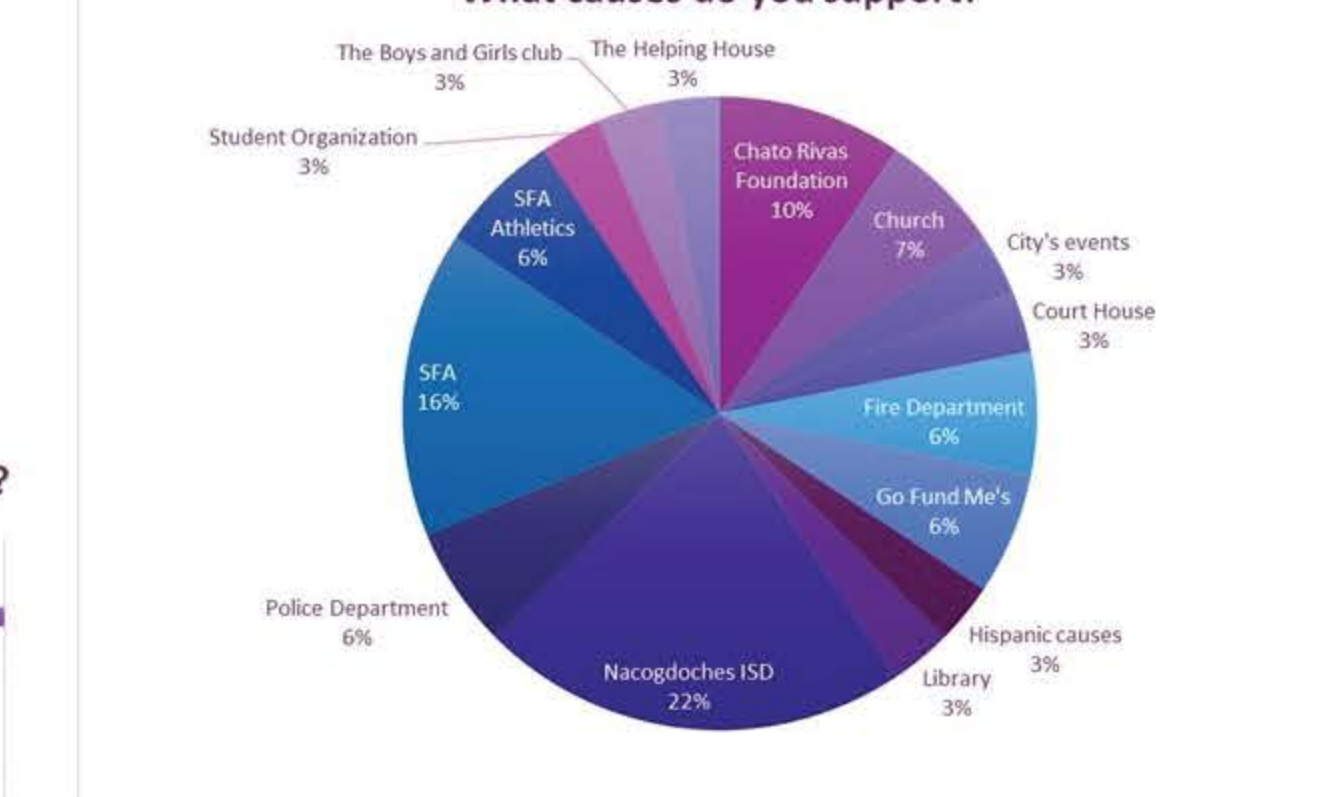
Do you actively support any causes in the community of Nacogdoches and/or SFA?



Do you actively support any causes in Nac or SFA?, Why?

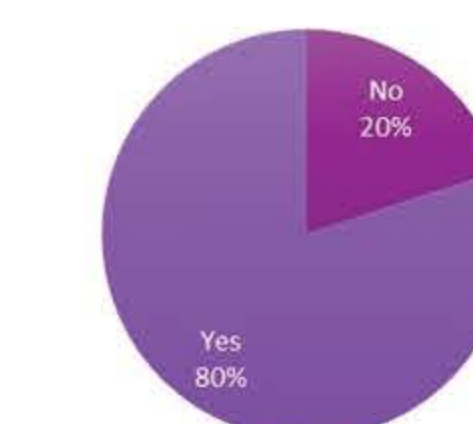
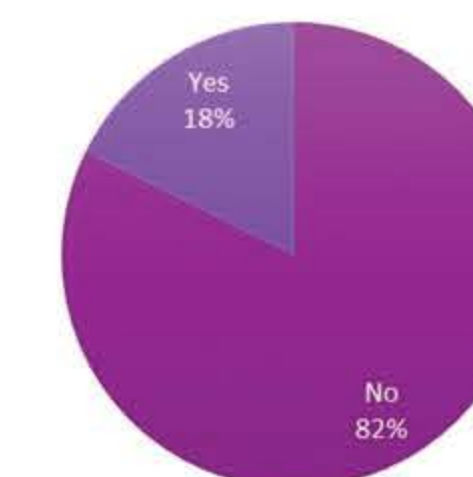


What causes do you support?



## Attitudes of Hispanic business owners' members of the Chamber of Commerce

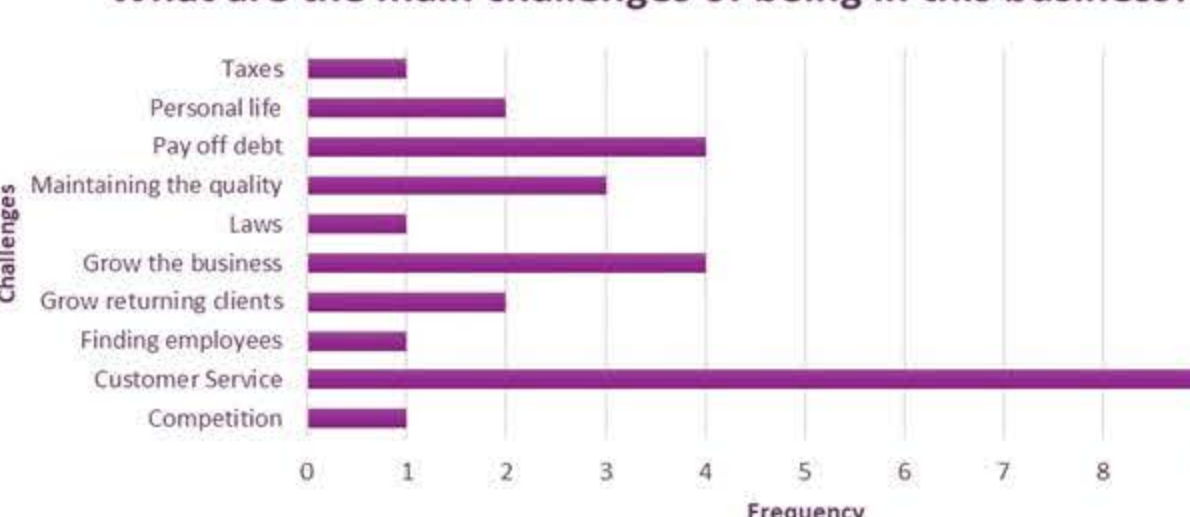
Are you a member of the Chamber of Commerce? Are there any downsides to being a member of the chamber of commerce in Nacogdoches?



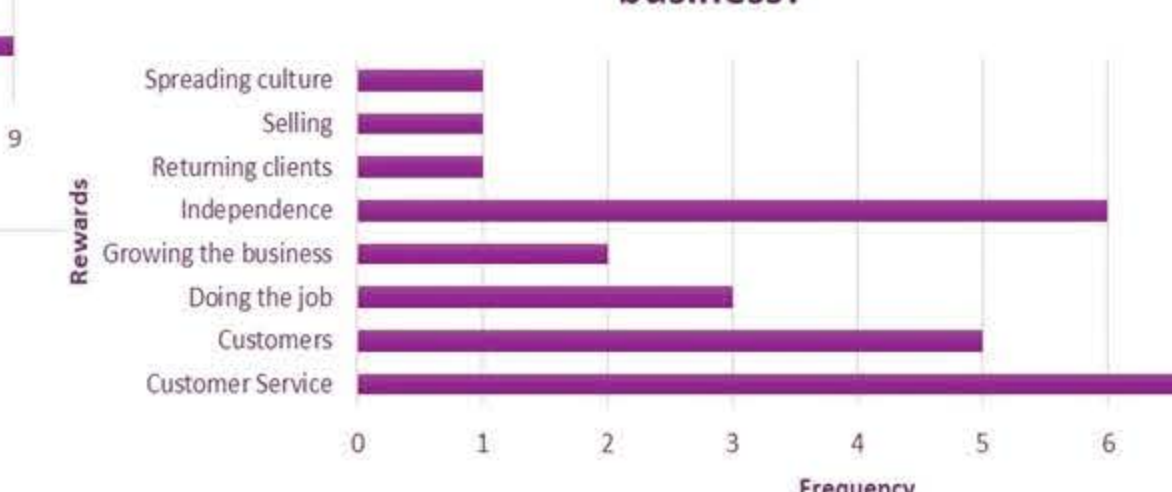
It's about who you know  
It's been run by the same people for a long time  
Discrimination  
There's not a lot of Hispanics

## Reasons for Hispanic entrepreneurs for owning a business

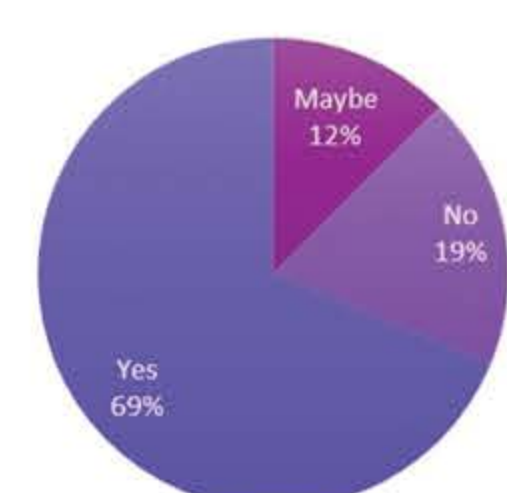
What are the main challenges of being in this business?



What is the most rewarding part of being in this business?

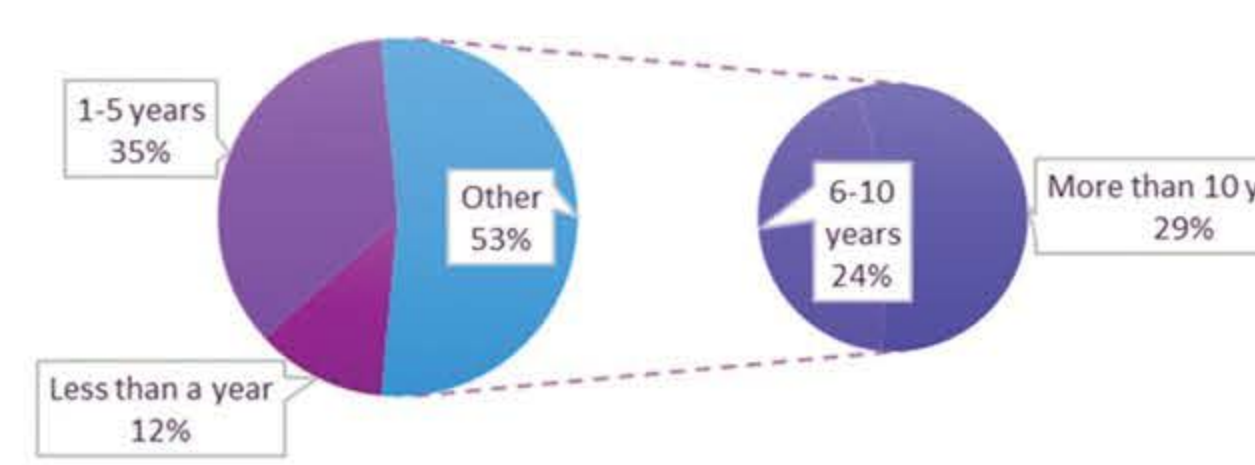


Do you have any plans to expand in the next 5 years?



"To be able to employ more people"

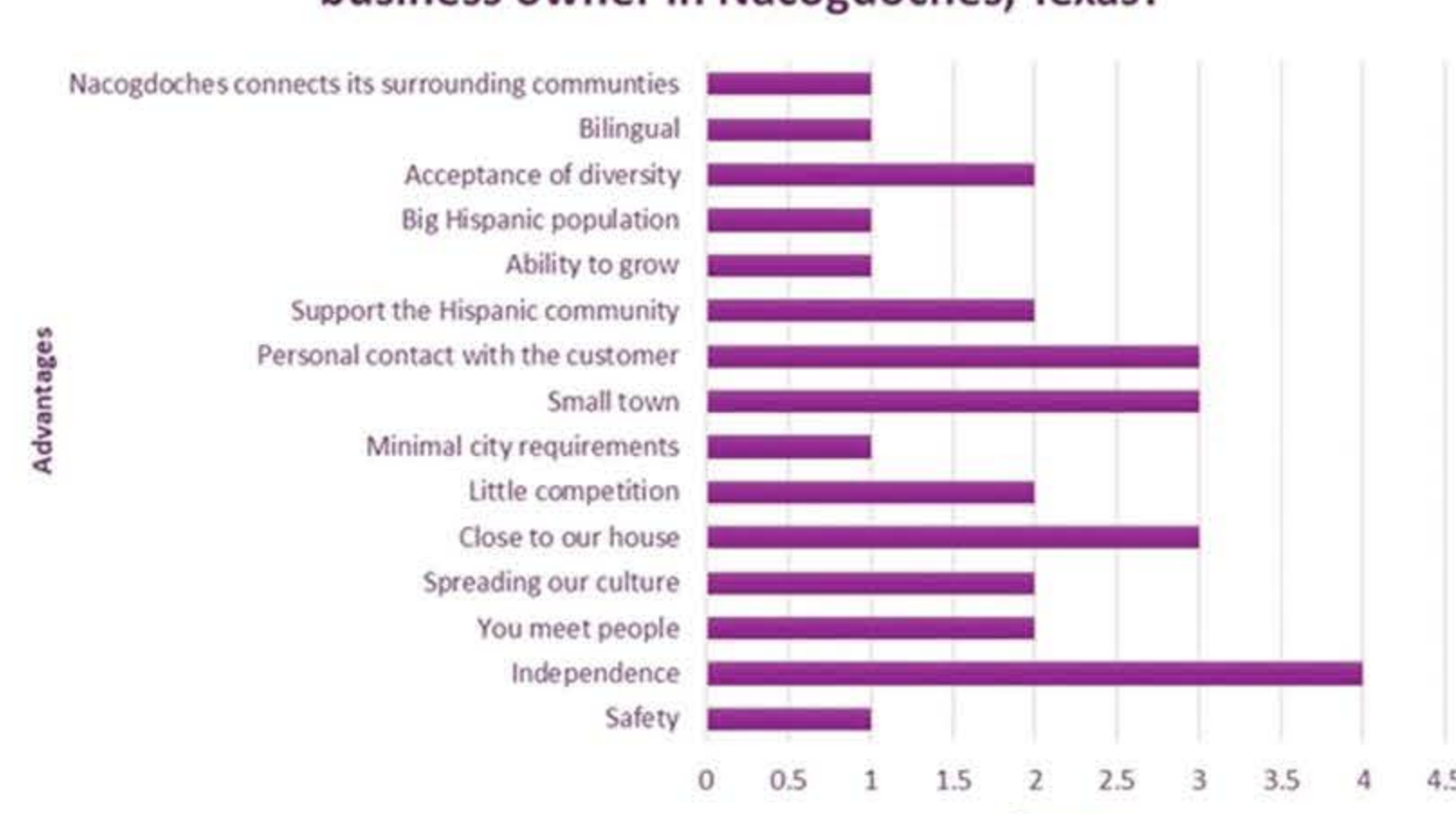
How long have you been in business?



"Successful throughout the years"

## The perception of Hispanic business owners toward owning a business in an East Texas Town

What are the main advantages of being a Hispanic business owner in Nacogdoches, Texas?



What are the main problems of being a Hispanic business owner in Nacogdoches, Texas?



## Economical standing of Hispanic-owned businesses

Did you have any challenges in receiving funding for your business?



Problems business had in receiving funding for their business

