



California Association for
Micro Enterprise Opportunity

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2008 Annual Survey Findings 8/28/09

68% response rate = 46 out of 68 nonprofit members

1. The number of businesses served increased by 20% over 2007 – from 20,000 to 24,000.
2. The number of jobs created by client businesses increased 58%, from 9,000 in 2007 to 14,200 in 2008.
3. Gross sales are estimated at almost \$2 billion (24,000 businesses @ avg. \$75,000 in sales)
4. 85% of those served were of low and moderate incomes – 57% were low income.
5. Ages:

young adults-under 35 yrs.	26%
36-50 yrs	45%
Over 50 yrs	20%
6. Services to Latinos: Latinos represent 36% of client base overall. It was not possible by the way the question was phrased whether an MDO increased the actual number of Latinos served. (i.e. percentage served might decrease while overall numbers of Latinos served increased.)
7. Serving Rural Regions: 29 MDOs serving most rural regions in State; reporting services to 4200 clients in 2008. Rural micro enterprises represent 18% of all clients served by CAMEO members.
8. The biggest barriers to expansion of client businesses are:
Capital, Training and Marketing
9. The average Micro Enterprise services budget is \$574,000, up 19% over 2007. Therefore growth and income are largely parallel.
10. Source of Funding:

Government = 34% of budget
Private Sector contributions = 45%
Program Income = 17%
11. Use of Social media tools: 17 out of 26 responses use social media tools such as Facebook, Linked in, blogs, photo sharing, etc. CAMEO needs to find out how often these tools are used and assess their potential for linking CAMEO members more effectively.
12. Micro Loan Activity: loans under \$25,000

2008: 1600 loans for \$14 million in total volume
2007: 1,000 loans for \$10 million in total volume



5, or 17% of 30 micro lenders, made more than 100 loans over 12 month period.
The largest number – 20, or 67%- made fewer than 30 loans each last year.

Loss rates: currently avg. is 12-18%; at end of 2008 avg. 10%; in 2007 avg. 5%

16 (51%) of micro lenders are CDFIs
44% offer loans to clients with ITINS

Issues: CAMEO needs to address the lack of efficiencies in micro lending delivery systems. Perhaps the definition of “micro” loan needs to be expanded to include loans up to \$50,000.