Stanford Latino Entrepreneurship Initiative surveyed 15,000 employer businesses in 2021 as part of its annual national survey to assess the current state of U.S. Latino entrepreneurship. We have compiled some of the most pressing insights about Latino-owned employer businesses in the Atlanta metropolitan area.

There are 4,460 Latino-owned businesses in the area. With 6 Latino-owned companies for every 100 White-owned businesses, the Atlanta metro area has a lower concentration of Latino-owned businesses than the United States at large (8 LOBs for every 100 WOBs).

LATINOS IN TECH

1.3x

LOBs are 1.3 times more likely to be in tech than WOBs in the Atlanta metro area.

TOP CUSTOMERS FOR BUSINESSES

Consumers (B2C) 65% LOBs 62% WOBs
Businesses (B2B) 18% LOBs 32% WOBs
Government (B2G) 16% LOBs S* WOBs

FAMILY-ORIENTED

5x

Latino-owned businesses in the Atlanta metro area are 5 times as likely as WOBs to report their primary goal as an entrepreneur is to operate a business that can be inherited by their family.

EFFECT OF PANDEMIC

The COVID-19 pandemic was challenging for both Latino and White firms, although fewer Latino-owned firms reported negative impacts of the pandemic (42% LOBs vs. 54% WOBs) in the Atlanta metro area in 2021.

PROFITABILITY OF BUSINESS

LOBs are more likely to be profitable than WOBs in the Atlanta metro area (62% vs 42%, respectively). This trend is opposite from national patterns.

Additionally, LOBs in the Atlanta metro area are more likely to be profitable than LOBs across the country (62% and 43%).

LIQUIDITY

Contrary to the national trend, LOBs in the Atlanta metro area report having more available cash on average to cover business operations than WOBs.

OUTSTANDING BUSINESS DEBT

Businesses in the Atlanta metro area have less outstanding debt than businesses across the country. Concurring with national trends, LOBs in the Atlanta metro area have higher outstanding debt on average than WOBs.

COLLATERAL REQUIREMENTS FOR LOANS

LOBs in the Atlanta metro area are more likely to be asked to provide collateral than WOBs when taking out loans, despite having similar credit characteristics. The gaps occur across all types of collateral requested.

NOTES: All data reported are for Latino-owned employer businesses (LOBs) and non-Hispanic White-owned employer businesses (WOBs). Our research focuses on employer firms earning over $10,000 in revenue to resemble Census parameters (MOE +/- 6%).

*Estimate does not meet publication standards. More information about data and methodologies can be found in the 2021 State of Latino Entrepreneurship national report.