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 Dallas metropolitan area.

There are 9,215 Latino-owned employer businesses in the area. With 11 Latino-owned companies for every 100 White-owned businesses, the Dallas metro area has a higher concentration of Latino-owned businesses than the United States at large (8 LOBs for every 100 WOBs).

### Latinos in Tech

16% of LOBs in the Dallas metro area are tech firms, compared to 17% among WOBs. At the national level, LOBs are more likely to be in tech than WOBs (19% and 14%, respectively).

### Top Customers for Businesses

1. **Consumers (B2C)**
   - 70% LOBs
   - 50% WOBs
2. **Businesses (B2B)**
   - 25% LOBs
   - 37% WOBs
3. **Government (B2G)**
   - 4% LOBs
   - 3% WOBs

### Family-Oriented

2.6x LOBs in the Dallas metro area are 2.6 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 (61% LOBs vs. 68% WOBs) in the Dallas metro area in 2021.

### Profitability of Business

LOBs are less likely than WOBs to be profitable (42% and 46%, respectively) in the Dallas metro area. This trend is consistent with national patterns (43% LOBs and 49% WOBs).

### Liquidity

LOBs report having less available cash to cover business operations than WOBs in the Dallas metro area. While this pattern is consistent with national trends, the gap is substantially larger in the Dallas metro area.

### Outstanding Business Debt

LOBs have higher outstanding debt on average than WOBs in the Dallas metro area. Additionally, 10% LOBs in the Dallas metro area have large debts over $250,000, compared to 4% LOBs across the country.

### Collateral Requirements for Loans

In the Dallas metro area, 17% of LOBs were not asked to provide collateral when taking out a loan, compared to 24% of WOBs. In other words, LOBs are more likely to be asked to provide collateral than WOBs.

### 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 survey parameters (MOE +/- 5%).


For more information, visit gsb.stanford.edu/slei