2021 STATE OF LATINO ENTREPRENEURSHIP

LAS VEGAS, NV METRO AREA

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 Las Vegas metropolitan area.

There are 2,460 Latino-owned businesses in the area. With 9 Latino-owned companies for every 100 White-owned businesses, the Las Vegas 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

15%

15% of LOBs in the Las Vegas metro Bay Area are tech firms, compared to 19% 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) 65% LOBs 63% WOBs
2. Businesses (B2B) 22% LOBs 29% WOBs
3. Nonprofit 10% LOBs * WOBs

INCOME-ORIENTED

1.2x

Latino-owned businesses are 1.2 times as likely as WOBs to report their primary goal as an entrepreneur is to operate a business that generates steady income.

EFFECT OF PANDEMIC

The COVID-19 pandemic was challenging for both Latino and White firms, although more Latino-owned firms reported negative impacts of the pandemic (60% LOBs vs 45% WOBs) in the Las Vegas metro area in 2021.

PROFITABILITY OF BUSINESS

LOBs are less likely than WOBs to be profitable (36% and 57%, respectively) in the Las Vegas metro area. Additionally, nearly 1 out of every 2 LOBs had losses in 2021.

LIQUIDITY

LOBs in the Las Vegas metro area report having more available cash to cover business operations than LOBs across the country.

OUTSTANDING BUSINESS DEBT

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

COLLATERAL REQUIREMENTS FOR LOANS

In the Las Vegas metro area, LOBs are more likely to be asked to provide collateral than WOBs when taking out loans, despite having similar credit characteristics.

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 +/- 7%).

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


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