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 Miami metropolitan area.

There are 48,219 Latino-owned businesses in the area. With 48 Latino-owned companies for every 100 White-owned businesses, the Miami 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**

18% of LOBs in the Miami metro area are tech firms, compared to 22% 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) 67% LOBs 66% WOBs
2. Businesses (B2B) 28% LOBs 29% WOBs
3. Government (B2G) 1% LOBs 2% WOBs

**Family-Oriented**

3x

Latino-owned businesses are 3 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-owned firms, although more Latino-owned firms reported negative impacts of the pandemic (65% LOBs vs. 58% WOBs respectively) in the Miami metro area in 2021.

**Profitability Of Business**

LOBs are less likely to be profitable than WOBs (42% and 53%, respectively) in the Miami metro area. This trend is consistent with national patterns (43% LOBs and 49% WOBs).

**Liquidity**

LOBs report having less available cash on average to cover business operations than WOBs in the Miami metro area.

**Outstanding Business Debt**

On average, businesses in the Miami metro area have more outstanding debt than businesses across the country. LOBs are twice as likely to carry debt over $250,000 than WOBs in the Miami metro area.

**Collateral Requirements For Loans**

In the Miami metro area, LOBs are slightly more likely not to be asked to provide collateral when taking out a loan than WOBs (25% LOBs, 23% WOBs). This trend differs from national patterns as LOBs are more likely to be asked to provide collateral than WOBs across the country.

**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%).

**Sources:**


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