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 San Francisco Bay Area.

There are 10,209 Latino-owned businesses in the Bay Area. With 13 Latino-owned companies for every 100 White-owned businesses, the Bay Area has a higher concentration of Latino-owned businesses than the United States at large (8 LOBs for every 100 WOBs).

**TOP CUSTOMERS FOR BUSINESSES**

- **1. Consumers (B2C)**: 51% LOBs, 62% WOBs
- **2. Businesses (B2B)**: 41% LOBs, 32% WOBs
- **3. Nonprofit**: 2% LOBs, 4% WOBs

**LATINOS IN TECH**

17% of LOBs in the Bay Area are tech firms, compared to 20% among WOBs.

At the national level, LOBs are more likely to be in tech than WOBs (19% and 14%, respectively).

**FAMILY-ORIENTED**

2.9x Latino-owned businesses are 2.9 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 more Latino-owned firms reported negative impacts of the pandemic (73% LOBs vs. 54% WOBs) in the Bay Area in 2021.

**PROFITABILITY OF BUSINESS**

LOBs are less likely to be profitable than WOBs in the Bay Area (31% and 42%, respectively).

**LIQUIDITY**

LOBs in the Bay Area report having more available cash to cover business operations than LOBs across the country.

**OUTSTANDING BUSINESS DEBT**

Contrary to national trends, LOBs in the Bay Area have similar levels of debt as WOBs. Nationally, LOBs have higher outstanding debt on average than WOBs.

**COLLATERAL REQUIREMENTS FOR LOANS**

In the Bay Area, 25% of LOBs were not asked to provide collateral when taking out a loan, compared to 32% 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%).

**SOURCES:**


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