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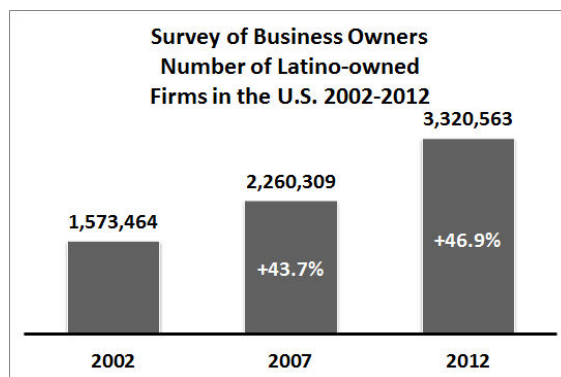
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Latino-owned Business Growth Outpaces Total US Business Growth

By Angelo Falcón (November 23, 2015)

According to preliminary results from the Census Bureau's [2012 Survey of Business Owners \(SBO\)](#), Latino-owned businesses in the United States increased by 46.9 percent in 2007-2012 compared to 0.7 percent in total business growth in this same period. These economic surveys are conducted once every five years and 2012 is the latest available.

The [2012 survey](#) found 3.3 million Latino-owned businesses, with receipts totaling over \$517 billion. These Latino-owned businesses made up 12 percent of total businesses. Among the Latino-owned businesses, Mexican-owned firms were 49.1 percent of the total, Cuban 8.5 percent, Puerto Rican 7.8 percent, and other Latinos 34.0 percent.



2012 Survey of Business Owners						
Latino and Non-Latino Owned Businesses						
	Number of firms with or without paid employees			Sales, receipts, or value of shipments of firms with or without paid employees (\$1,000)		
	Number	Percent of Total Firms	Percent of Latino-owned Firms	Amount	Percent of Total Firms	Percent of Latino-owned Firms
Latino-owned Firms	3,320,563	12.2%	100.0%	\$ 517,362,008	3.6%	100.0%
Female-Owned	1,475,829	5.4%	44.4%	\$ 83,635,557	0.6%	16.2%
Male-Owned	1,710,329	6.3%	51.5%	\$ 396,454,987	2.8%	76.6%
Male-Female Owned	134,405	0.5%	4.0%	\$ 37,271,464	0.3%	7.2%
Race of Latino Owners						
White	2,177,982	8.0%	65.6%	\$ 420,748,364	3.0%	81.3%
Black	112,788	0.4%	3.4%	\$ 5,970,197	0.0%	1.2%
American Indian	53,488	0.2%	1.6%	\$ 2,499,958	0.0%	0.5%
Asian	31,557	0.1%	1.0%	\$ 5,386,016	0.0%	1.0%
Native Hawaiian/PI	9,152	0.0%	0.3%	\$ 735,021	0.0%	0.1%
Some Other Race	1,093,903	4.0%	32.9%	\$ 92,639,906	0.6%	17.9%
Mexican	1,631,016	6.0%	49.1%	\$ 239,785,955	1.7%	46.3%
Female-Owned	696,655	2.6%	21.0%	\$ 38,967,206	0.3%	7.5%
Male-Owned	869,981	3.2%	26.2%	\$ 181,436,082	1.3%	35.1%
Male-Female Owned	64,380	0.2%	1.9%	\$ 19,382,667	0.1%	3.7%
Puerto Rican	259,299	1.0%	7.8%	\$ 32,821,733	0.2%	6.3%
Female-Owned	137,415	0.5%	4.1%	\$ 6,227,125	0.0%	1.2%
Male-Owned	118,586	0.4%	3.6%	\$ 25,725,188	0.2%	5.0%
Male-Female-owned	3,298	0.0%	0.1%	\$ 869,419	0.0%	0.2%
Cuban	283,483	1.0%	8.5%	\$ 95,523,481	0.7%	18.5%
Female-Owned	110,452	0.4%	3.3%	\$ 9,543,807	0.1%	1.8%
Male-Owned	161,192	0.6%	4.9%	\$ 81,745,411	0.6%	15.8%
Male-Female Owned	11,839	0.0%	0.4%	\$ 4,234,263	0.0%	0.8%
Other Latino	1,127,356	4.1%	34.0%	\$ 140,673,358	1.0%	27.2%
Female-Owned	530,256	1.9%	16.0%	\$ 28,356,320	0.2%	5.5%
Male-Owned	557,254	2.0%	16.8%	\$ 103,394,440	0.7%	20.0%
Male-Female-owned	39,847	0.1%	1.2%	\$ 8,922,597	0.1%	1.7%
Non-Latino-owned Firms	23,969,564	87.8%		\$ 13,739,559,960	96.4%	
Race						
White	19,474,584	71.4%		\$ 12,521,756,400	87.8%	
Black	2,479,295	9.1%		\$ 181,549,097	1.3%	
American Indian	220,593	0.8%		\$ 39,674,760	0.3%	
Asian	1,904,673	7.0%		\$ 787,759,168	5.5%	
Native Hawaiian/PI	45,823	0.2%		\$ 7,836,523	0.1%	
Some Other Race	84,301	0.3%		\$ 29,026,175	0.2%	
Gender						
Female-owned	8,450,891	31.0%		\$ 1,530,401,463	10.7%	
Male-owned	13,262,448	48.6%		\$ 10,922,671,352	76.6%	
Male-Female-owned	2,256,225	8.3%		\$ 1,286,487,145	9.0%	
TOTAL	27,290,127	100.0%		\$ 14,256,921,968	100.0%	

More than two-thirds (72.5 percent) of Latino-owned businesses were concentrated in only four states. These were: California (24.9 percent), Texas (21.0 percent), Florida (18.5 percent) and New York (8.1 percent).

2012 Survey of Business Owners					
Latino-owned Firm for Top 20 States					
	Number of firms with or without paid employees	Percent of total Latino-owned firms	Sales, receipts, or value of shipments of firms with or without paid employees (\$1,000)	Percent of total Latino-owned firms' Receipts	Average Receipts
California	818,485	24.9%	108,298,767	21.2%	\$ 132,316
Texas	689,928	21.0%	99,811,283	19.5%	\$ 144,669
Florida	607,884	18.5%	95,731,138	18.7%	\$ 157,483
New York	267,869	8.1%	24,106,164	4.7%	\$ 89,992
New Jersey	93,802	2.9%	13,224,361	2.6%	\$ 140,982
Illinois	92,632	2.8%	17,337,484	3.4%	\$ 187,165
Arizona	89,673	2.7%	9,893,762	1.9%	\$ 110,332
Georgia	56,543	1.7%	7,433,416	1.5%	\$ 131,465
Colorado	51,382	1.6%	6,404,468	1.3%	\$ 124,644
New Mexico	46,679	1.4%	7,250,250	1.4%	\$ 155,321
Virginia	43,981	1.3%	9,003,952	1.8%	\$ 204,724
Maryland	37,447	1.1%	5,366,410	1.0%	\$ 143,307
Pennsylvania	34,987	1.1%	5,150,928	1.0%	\$ 147,224
Nevada	33,903	1.0%	6,006,329	1.2%	\$ 177,162
Massachusetts	30,158	0.9%	4,442,163	0.9%	\$ 147,296
Washington	24,599	0.7%	35,090,634	6.9%	\$1,426,507
Connecticut	24,092	0.7%	3,088,544	0.6%	\$ 128,198
Michigan	20,051	0.6%	6,230,345	1.2%	\$ 310,725
Ohio	16,117	0.5%	3,456,500	0.7%	\$ 214,463
Oregon	15,528	0.5%	2,267,715	0.4%	\$ 146,040

In terms of average receipts, they were only \$155,806 for Latino firms compared to \$573,209 for non-Latino firms. There was a wide variation in average receipts for Latino firms by state, from a low of \$59,779 in Rhode Island, to a high of \$1,426,507 in the state of Washington. Among the four states with the largest number of Latino firms, the average receipts in New York were the lowest at \$89,992, compared to \$157,483 in Florida.

The majority of Latino-owned businesses were male-owned (51.5 percent), compared to 55.3 percent of non-Latino firms. Female-owned businesses were better represented among Latino firms (44.4 percent) than non-Latino firms (35.3 percent).

Racially, 80.4 percent of non-Latino firms were owned by those identifying as White, compared to 65.6 percent of White Latinos who owned Latino firms. Black Latinos owned 3.4% of Latino firms, compared to 10.2 percent of non-Latino firms owned by Blacks.

The survey also has limited data by industry.

2012 SURVEY OF BUSINESS OWNERS

The Bureau of the Census has released preliminary results from its *2012 Survey of Business Owners (SBO)*. Approximately 1.75 million businesses were selected for the 2012 SBO asking for information about characteristics of the businesses and their owners. The preliminary SBO data are available for:

- Gender, ethnicity, race, and veteran status
- Geography (U.S. and states)

- Industry (2-digit NAICS for selected geographies)

The final revised data is [scheduled to be released in December 2015](#) and will include expanded geography (U.S., states, metropolitan area, counties and places) and industry (2- through 6-digit NAICS) detail.

To be notified upon the release of the final revised data, please sign up to [get email updates](#).

Related

[Hispanic Businesses & Entrepreneurs Drive Growth in the New Economy](#), 3rd Annual Report 2015 (Geoscape)

"What Limits Hispanic Entrepreneurs" By Karen E. Klein, [Bloomberg Business](#) (September 4, 2012)

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