NCERA–216 Webinar Series
Which Latino-Owned Businesses Survive? 
A Comprehensive Picture from Restricted-Access U.S. Census Data
By Dr. Craig Carpenter & Dr. Scott Loveridge

Join us on January 19 1pm CST / 2pm EST

We use 127,000 observations developed with a Census Research Data Center that merge three limited-access Census Bureau data sets by individual firm and establishment level to investigate the factors associated with the Latino-owned Business dynamics over time using a Cox proportional hazard model.

The merged data set allows us to control for a wide array of personal, business, and regional characteristics, and address prior contradictory findings in the literature. Some notable findings include: (1) owner education does not affect the likelihood of survival; (2) the only significant coefficient on start-up capital source is personal savings and it increases the odds of survival of a Latino business by 4%; (3) on average, having Puerto Rican ancestry decreases the odds of business survival; and (4) the low-barrier industries of construction and food service do not have significantly lower survival rates relative to other industries.

Further, our results not only indicate that entrepreneurship promotion in the absence of higher education policies in general may be less effective, but also that anti-dropout initiatives in higher education institutions in particular may be important. The findings should be useful to researchers and policy makers.

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