

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



Dr. Craig Wesley Carpenter is an Assistant Professor of Agricultural Economics and an Extension Specialist at Texas A&M University. He recently completed his dissertation “Immigrants, Self Employment, Ethnicity, and Growth in the United States” at Michigan State University in Agricultural, Food, and Resource Economics. His dissertation utilized work at a Federal Statistical Research Data Center in which he used limit-access federal administrative data to investigate Latino-owned business. He has also published reports on Latino-owned business and immigration for economic development organizations including the National Agricultural and Rural Development Center and the North Central Regional Center for Rural Development.



Dr. Scott Loveridge is Professor of Agricultural, Food, and Resource Economics and an Extension Specialist at Michigan State University. In the past five years his articles have appeared in *International Regional Science Review*, *Choices*, *CD Practice*, *Applied Economics Letters*, *Applied Economic Perspectives and Policy*, *Journal of Comparative Economics*, *Energy Economics*, *Journal of Regional Science*, *Economic Development Quarterly*, *Journal of Family and Economic Issues*, *Journal of Regional Analysis and Policy*, *Social Science Quarterly*, and *Development in Practice*.

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