

- In two industries (construction and retail trade), Latina-owned employer establishments had higher survival rates than did women-owned employer establishments overall. The survival rate among Latina-owned employer establishments in construction was 79% from 1997 to 2000, compared to 74% among all women-owned employer establishments. Latina-owned retail-trade employer firms also had a 79% survival rate over the period, compared to 75% among all women-owned employer establishments. In all other industries, Latina-owned employer firms showed lower rates of survival than did all women-owned employer establishments.⁵
- Looking at those Latina-owned employer firms that were in business in 1997, there was a net loss of employment of 4.6% between 1997 and 2000, similar to the net loss of employment of 4.2% among all women-owned employer establishments over the same period.⁵
- Among those Latina-owned employer establishments that were still in business in 2000 (that is, those that “survived”), those that expanded employment greatly outnumbered those that shed jobs. More than four in ten establishments (42%) increased employment, while 27% saw a decrease in employment, and 31% of firms held their employee base. The net result is that, among the *surviving* Latina-owned employer establishments, there was a 17.0% increase in employment. This is slightly stronger than the 13.7% increase in employment among all surviving women-owned employer establishments.⁵

The National Women’s Business Council is a bi-partisan federal government council created to serve as an independent source of advice and counsel to the President, Congress, and the U.S. Small Business Administration on economic issues of importance to women business owners. Members of the Council are prominent women business owners and leaders of women’s business organizations. For more information about the Council, its mission and activities, contact: National Women’s Business Council, 409 3rd Street, SW, Suite 210, Washington, DC 20024; phone: 202-205-3850; fax: 202-205-6825; e-mail: info@nwbc.gov , Web site: /www.nwbc.gov.

¹ Center for Women’s Business Research, “Hispanic Women-Owned Businesses in the United States, 2002:

A Fact Sheet.”

(<http://www.womensbusinessresearch.org/minority/Hispanic.pdf>)

² Calculated by the National Women’s Business Council using data from the U.S. Census Bureau and Center for Women’s Business Research

³ From the Panel Study of Entrepreneurial Dynamics, a report sponsored by the Ewing Marion Kauffman Foundation (<http://projects.isr.umich.edu/PSED/> or <http://www.emkf.org/pages/316.cfm>)

⁴ Calculated by the National Women’s Business Council using data from the U.S. Census Bureau (www.census.gov)

⁵ National Women’s Business Council, “Trends in Latina-Owned Employer Establishments: 1997 to 2000.” (<http://www.nwbc.gov/publications/Issue-brief-Census-by-race-Latina.pdf>)