

Macro Roundup Article

Headline: [Latinos Are Starting U.S. Businesses at a Torrid Pace](#)

Article Link: <https://www.wsj.com/business/entrepreneurship/latinos-are-starting-u-s-businesses-at-a-torrid-pace-64773fc3>

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Tweet: Immigrants from Latin America accounted for 36% of new firm creation in 2023 and started businesses at twice the rate of the U.S. population as a whole. @WSJ

Summary: The jump in Latino entrepreneurship has driven up the overall share of new businesses owned by immigrants, who accounted for 36% of launches last year compared with 25% in 2019, according to a new analysis of Census Bureau data. New-business creation by white and native-born Americans has slowed in the past two years, following a broad surge early in the pandemic. Hispanic startups tend to be smaller according to the 2022 Federal Reserve Small Business Credit Survey, with 46% reporting more than \$100,000 in annual revenue compared with 62% of white-owned firms, according to the analysis, which looked at firms in operation for five years or less.

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Primary Topic: Startups

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