

# LATINO BUSINESS REPORT



2023



NEBRASKA  
COMMISSION  
ON LATINO-  
AMERICANS





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# Nebraska Commission on Latino-Americans

## Commissioners:

**Maria Whitmore**  
Chair

**Leticia Rodriguez**  
Vice-Chair

**Lali Sage**  
Governors Rep.

**Jaime Suarez**  
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**Sandra Lopez**  
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**Aida Evans**  
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The Nebraska Commission on Latino-Americans (originally Mexican-American Commission) was created by LB 1081 of the second session of the Eighty-second Legislature in March of 1972.

On February 2010, LB 139 changed the name to the Nebraska Commission on Latino-Americans in order to reflect more inclusiveness of the increasingly diverse Latino population in Nebraska.

It was the first such Commission in the United States and remains as the only one created by statute.

The vision of the Latino American Commission is that all Latino Americans/Latinos have the opportunity to utilize their fullest potential to participate in the Good life of Nebraska.

The mission of the Nebraska Commission on Latino-Americans is to serve as a link between the Nebraska State Government and Latino Americans/Latinos and as a voice in State Government.

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# Introduction

Currently, there are 966 Hispanic-owned firms in Nebraska, employing nearly 4,600 Nebraskans, with an annual payroll of \$136 million, generating sales<sup>1</sup> between \$500 million to \$1 billion (ABS, 2020)<sup>2</sup>.



This report provides an analysis of businesses owned by Hispanics in Nebraska, using data from the Survey Business Owners (SBO), and the Annual Business Survey (ABS) conducted by the U.S. Census Bureau. Nebraska has a growing Hispanic population, and Hispanic-owned businesses play an important role in the state's economy. The report examines the number of Hispanic-owned businesses, their distribution across industries, and their characteristics such as size and employment.

Additionally, the report analyzes changes in the number of Hispanic-owned businesses and employment over time, comparing data from the most recent ABS (2020) with the last Survey of Business Owners (SBO) conducted in 2012. The findings of this report offer insights into the economic contributions of Hispanic-owned businesses in Nebraska and provide a basis for further research and policy considerations.

<sup>1</sup>General Definition: "Includes the total sales, shipments, receipts, revenue, or business done by domestic establishments (excludes foreign subsidiaries) with paid employees and within the scope of the survey."

<sup>2</sup> According to the 2018 Annual Business Survey (ABS), Nebraska's Hispanic-owned businesses reported sales of \$555 million.



# Main Findings

**.01** Employment in businesses owned by Hispanics in Nebraska increased by 12% between 2012 and 2018, from 5,034 to 5,636 employees.

On average, the number of employees from firms owned by Hispanic females is 2.2 times higher when compared to firms owned by Hispanic males.

**.02** Construction, Accommodation and food services, and Administrative and support and waste management and remediation services are the top three industries with the highest number of Hispanic-owned employer firms in Nebraska. They represent 53.7% of all firms owned by Hispanic owners in Nebraska.

**.03** Over the eight-year period from 2012 to 2020, the number of Hispanic-owned businesses in Nebraska increased by 71%, rising from 565 in 2012 to 966 in 2020. This significant growth demonstrates the entrepreneurial spirit and economic contribution of the Hispanic community in the state.

**.04** Hispanic-owned firms in the Accommodation and food services, Administrative and support services, and Construction industries emerge as the leading sectors for employees in Nebraska, collectively comprising 69% of the total workforce.

**.05** Between 2012 and 2018, the total sales, value of shipments, or revenue of employer Hispanic firms in Nebraska increased by 157%, from \$216 million to \$555 million.

The three largest sources of revenue for Hispanic firms in Nebraska are Accommodation and food services (21.0%), Construction (19.1%), and Retail trade (18.1%). These three sectors alone account for nearly 60% of the total revenue generated by Hispanic firms in Nebraska.

**.06** The annual payroll of Hispanic-owned businesses in Nebraska increased by 13.9% between 2012 and 2020, rising from \$120 million to \$136 million.

# Limitations of the datasets

## Survey on Business Owners (SBO) vs. Annual Business Owners (ABS)

This study of business-owned by Hispanic in Nebraska was conducted using three national surveys: The 2012 Survey of Business Owners (SBO 2012), the 2018 Annual Business Survey (ABS 2018), and the 2020 Annual Business Survey (ABS 2020). The ABS is a continuation of the Survey of Business Owners (SBO) and the Annual Survey of Entrepreneurs (ASE) with the ASE recently being created to supplement the SBO on an annual basis.

The Survey of Business Owners (SBO) was last conducted in 2012, and has since been replaced by the Annual Business Survey (ABS), which was first conducted in 2017. Because of differences in methodology, not all data fields from the SBO are available or directly comparable to the ABS. While the SBO was conducted every five years, the ABS is conducted annually, but it does not collect as much detailed information on business owners as the SBO did.

## Robustness of the surveys

To identify the most comprehensive Annual Business Survey (ABS) available for Hispanic-owned businesses in Nebraska, the U.S. Census Bureau was contacted and their Public Information Office informed us that the ABS 2018 was the most robust dataset available for Nebraska that includes Hispanic-owned businesses. Although data from the ABS 2020 was also used in the analysis, many data fields were suppressed due to its small sample size and were therefore not available for analysis in this report<sup>3</sup>.

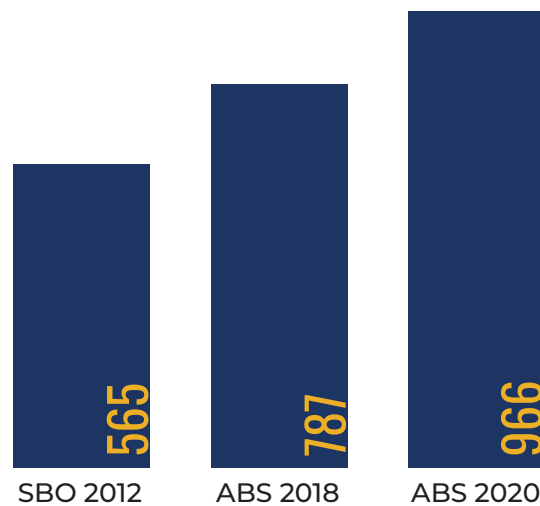
<sup>3</sup>Although a more recent survey, ABS 2021, is also available, the data for all fields related to Hispanic business owners in Nebraska were suppressed with the note: "Estimate does not meet publication standards because of high sampling variability, poor response quality, or other concerns about the estimate quality."



# Hispanic firms in Nebraska

The percentage change in the total number of Hispanic-owned businesses in Nebraska between 2012 and 2020 grew 71%. This indicates that the number of Hispanic-owned businesses in Nebraska has significantly increased over the eight-year period. Figure 1.

**figure 1:** Number of Hispanic Firms in nebraska (2012 to 2020)



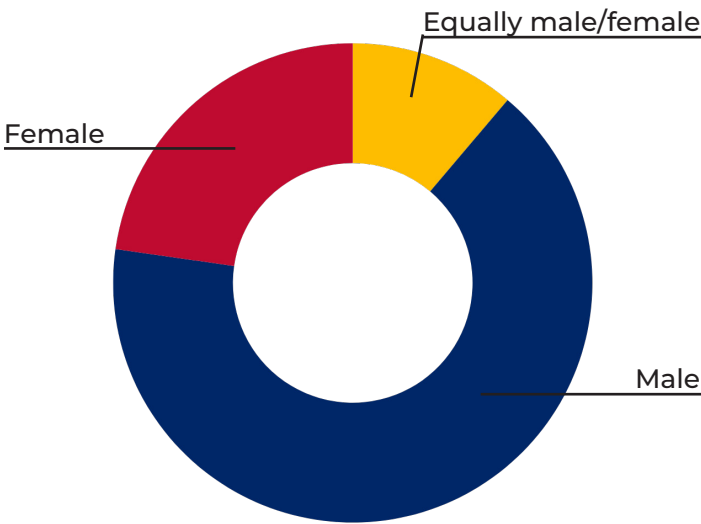
## Hispanic firms by gender (ABS 2018)

According to the ABS 2018, there were 787 employer firms owned by Hispanics in Nebraska<sup>4</sup>. Among these firms, 520 (66.1%) are owned by males, 179 (22.7%) are owned by females, and 88 (11.2%) have an equal representation of male and female ownership. Males account for the majority of employer firms, constituting approximately two-thirds of the total. Female-owned firms make up about one-fourth of the total, while those with equal male and female ownership represent a smaller portion. Figure 2.

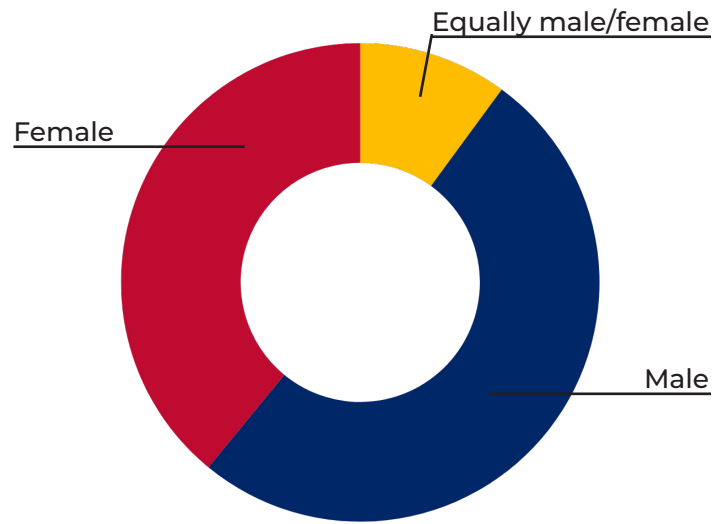
<sup>4</sup> As the 2020 ABS dataset lacks demographic information on Hispanic-owned businesses in Nebraska, we relied on data from ABS 2018 for our analysis.



**figure 2:**  
Gender Distribution of Hispanic Employer Firms in Nebraska



**figure 3:**  
Hispanic-owned firms by gender, and number & percentage of employees (ABS 2018)



Despite representing only 22.7% of the total number of Hispanic-owned firms in Nebraska (Figure 2), businesses owned by Hispanic females employ a substantial 39% of the workforce. See Table 1. On average, these female-owned firms have 2.2 times more employees compared to firms owned by Hispanic males. Specifically, the average number of employees in firms owned by Hispanic females is 12.3 workers, whereas firms owned by Hispanic males employ an average of 5.5 workers. (See last row on Table 1).

Figure 3 shows the distribution of employees based on the gender of the Hispanic-owned firms, presenting both the numerical count and the corresponding percentage.

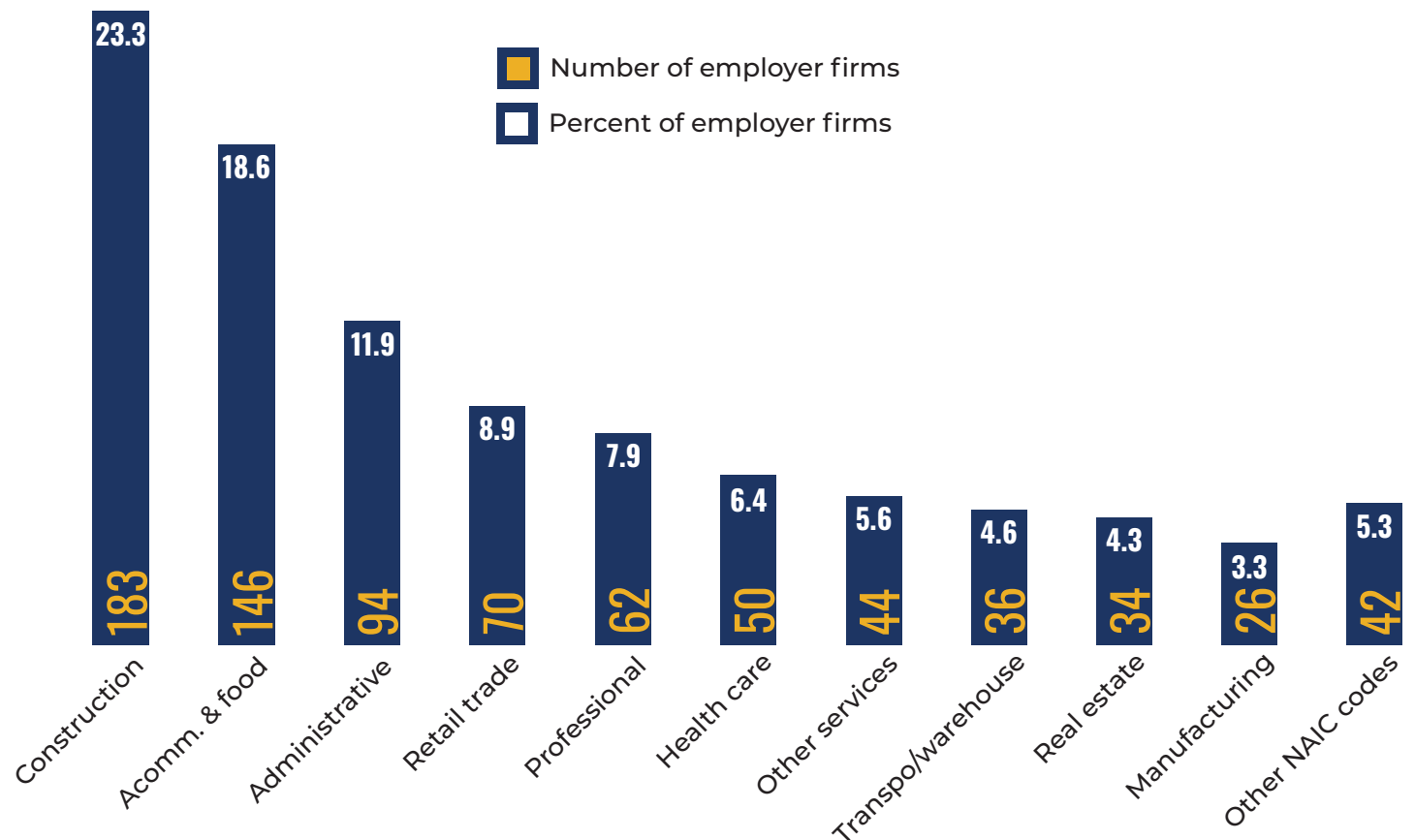
**Table 1:**  
Average Number of Employees in Hispanic-owned Firms by Gender

Hispanic-owned employer firm by gender	Male	Female	Equally male and female	Total
Number of employees	2,867	2,202	568	5,637
Percentage of employees	51%	39%	10%	100%
Number of employer firms	787	520	179	88
Average number of employees by employer firm based on gender	5.5	12.3	6.5	7.2

## Hispanic firms by industry (ABS 2018)

Figure 4 (based on the ABS 2018 ) provides information on the Hispanic-owned businesses in Nebraska broken down by their NAICS (North American Industry Classification System) code, the number of employer firms, and the percentage of employer firms.

**figure 4:** Number and percentage of Hispanic employer firms by NAIC Code (ABS 2018)



The data shows that the Construction industry has the highest number of Hispanic-owned employer firms with 183 firms, accounting for 23.3% of the total employer firms. Accommodation and food services come second with 146 firms, making up 18.6% of the employer firms, followed by Administrative and support and waste management and remediation services with 94 firms (11.9%).

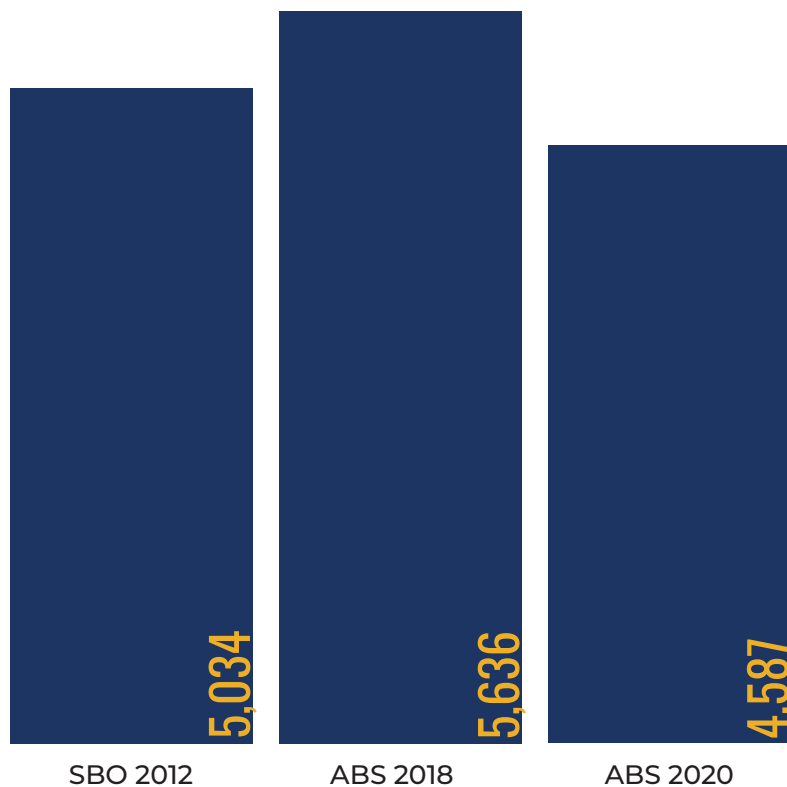
# Number of employees

The total number of employees in Nebraska increased from 787,654 in 2012 to 875,463 in 2018, before declining slightly to 839,188 in 2020.

The number of employees in Hispanic-owned firms in Nebraska grew by 12% from 2012 to 2018, reaching 5,636. However, this growth trend was not sustained and saw a significant drop to 4,587 in 2020, representing an 18.6% decline from 2018. Figure 5.

It is important to note that this Figure offers a snapshot of the general trend and does not provide specific information regarding the industries or regions where these changes took place.

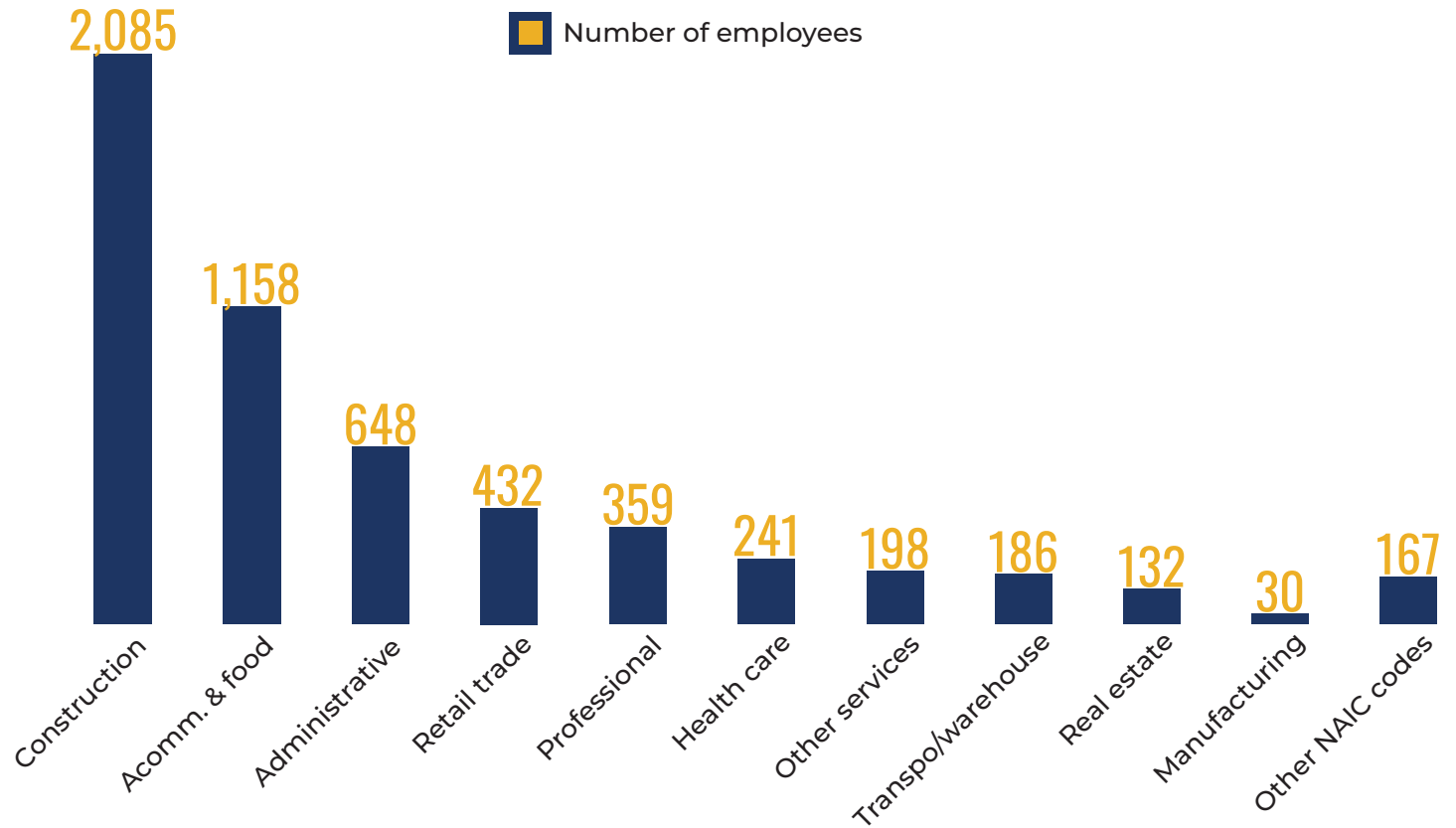
**figure 5:** Number of employees in Hispanic-owned firms (SBO 2012, ABS 2018, ABS 2020)



## Number of employees by industry (ABS 2018)

In Nebraska, Hispanic-owned firms collectively employ a workforce of 5,636 individuals across various sectors. Significantly, a substantial number of these employees are involved in the Accommodation and food services industry, as indicated by ABS 2018 data. When considering all employees, the top three industries within Hispanic-owned firms are Accommodation and food services, which employs 2,085 individuals (37% of the total); followed by Administrative and support and waste management and remediation services, employing 1,158 workers (20.5% of the total); and Construction, which employs 648 individuals (11.5% of the total). Together, these three industries account for 69% of the overall Hispanic employment in the state. Figure 6.

figure 6: Hispanic Employment Distribution by Industry in Nebraska (ADS 2018)



## Industry distribution of Hispanic-owned firms based on gender (ABS 2018)

### Female Hispanic-owned firms

Among female Hispanic employers, Accommodation and Food Services emerges as the industry with the highest employment, employing 809 workers (36.7%), closely followed by Administrative and Support and Waste Management and Remediation Services with 745 workers (33.8%). Together, these two industries account for a significant portion of the total employment offered by female Hispanic employers, representing 70.6%. However, in terms of payroll amount, these industries contribute only 55.5% to the overall payroll and 50.3% of total sales among industries owned by female Hispanic employers. Table 2.

**Table 2: Characteristics of the industries owned by female Hispanic employers (ABS 2018)**

2017 NAICS code	Number of employer firms	Sales, value of shipment, or revenue of employer firms (\$1,000)	Number and percent of employees	Annual payroll (\$1,000)
Accommodation and food services	13	\$35,363	809 (36.7%)	\$10,069
Administrative and support and waste management and remediation services	52	\$63,639	745 (33.8%)	\$14,617
Other industries*	114	\$66,049	648 (29.4%)	\$19,827
Total for all sectors	179	\$133,051	2,202	\$44,513

(\*) Data from other industries were suppressed. These industries included: Construction, Manufacturing, Wholesale trade, Retail trade, Finance and insurance (662), Professional, scientific, and technical services, Management of companies and enterprises, Educational services, Health care and social assistance, and Other services (except public administration) (663).

### Male Hispanic-owned firms

Among Hispanic male employers, the Accommodation and Food Services industry leads with the highest employment, employing 1,227 workers (42.8%), followed by Construction with 602 workers (21.0%). Together, these two industries account for 63.8% of the total employment offered by Hispanic male employers. In terms of payroll amount, these industries contribute 54.1% to the overall payroll and 49.7% to total sales among industries owned by Hispanic male employers. Please refer to Table 3 on the next page for more details.

**Table 2: Characteristics of the industries owned by male Hispanic employers (ABS 2018)**

2017 NAICS code	Number of employer firms	Sales, value of shipmentst, or revenue of employer firms (\$1,000)	Number and percent of employees	Annual payroll (\$1,000)
Accommodation and food services	112	\$77,393	1,227 (42.8%)	\$24,126
Construction	168	\$96,308	602 (21.0%)	\$20,570
Retail trade	36	\$57,235	196 (6.8%)	\$4,829
Professional, scientific, and technical services	30	\$17,134	108 (3.8%)	\$9,547
Health care and social assistance	12	\$6,561	99 (3.5%)	\$2,421
Other services (except public administration) (663)	27	\$14,954	85 (3.0%)	\$2,961
manufacturing	20	\$18,933	74 (2.6%)	\$3,995
Real estate and rental and leasing	28	\$4,392	18 (0.6%)	\$772
Other Industries*	87	\$56,796	458(16%)	\$13,343
Total for all sectors	520	349,706	2,867	\$82,564

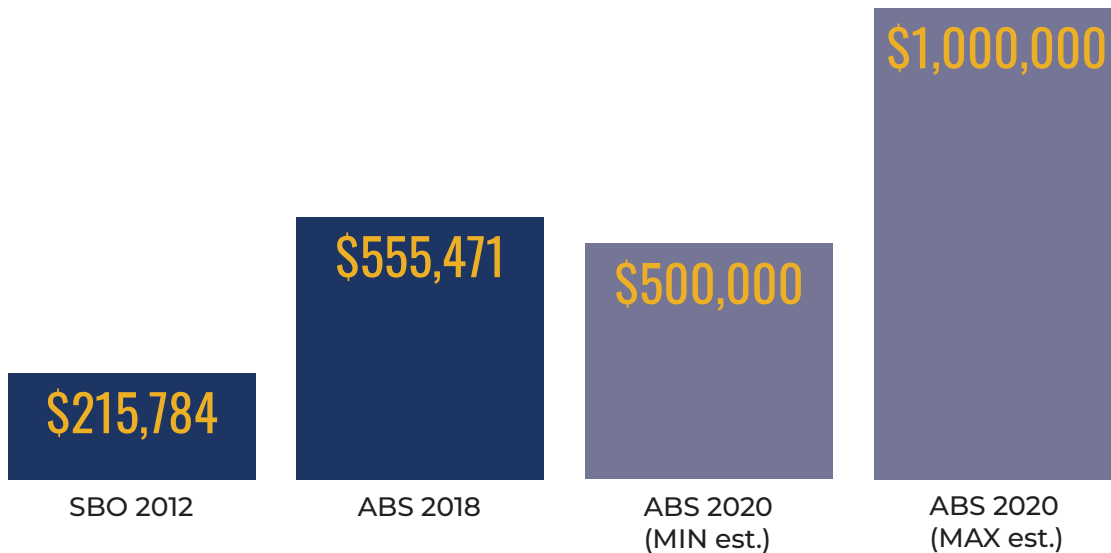
(\*) Data from other industries were suppressed. These industries included: Agriculture, forestry, fishing and hunting (660), Wholesale trade, Transportation and warehousing (661), Information, Finance and insurance (662), and Administrative and support and waste management and remediation services.

# Sales, Shipments, and Revenue of Hispanic-owned Employer Firms

Figure 7 below shows a significant increase in the total sales, shipments, receipts, revenue, or business done by domestic establishments owned by Hispanics in Nebraska between 2012 and 2018. The total sales increased by \$340 million, or 157%, during that period. This increase is consistent with the growth in the number of Hispanic-owned businesses and the increase in the number of employees and annual payroll between 2012 and 2018. The ABS 2018 data shows that the total sales of Hispanic-owned businesses in Nebraska reached \$555 million, which is a substantial contribution to the state’s economy.

While data from ABS 2020 is not available, the accompanying notes in the table indicate that the total sales for Hispanic-owned businesses in Nebraska during that year were between \$500 million (min est.) and less than \$1 billion (max est.). Figure 7.

**figure 7:** Total Sales, Shipments, Receipts, or Revenue of Hispanic-Owned firms in Nebraska (\$1,000): SBO 2012 vs. ABS 2018 & 2020 Estimates



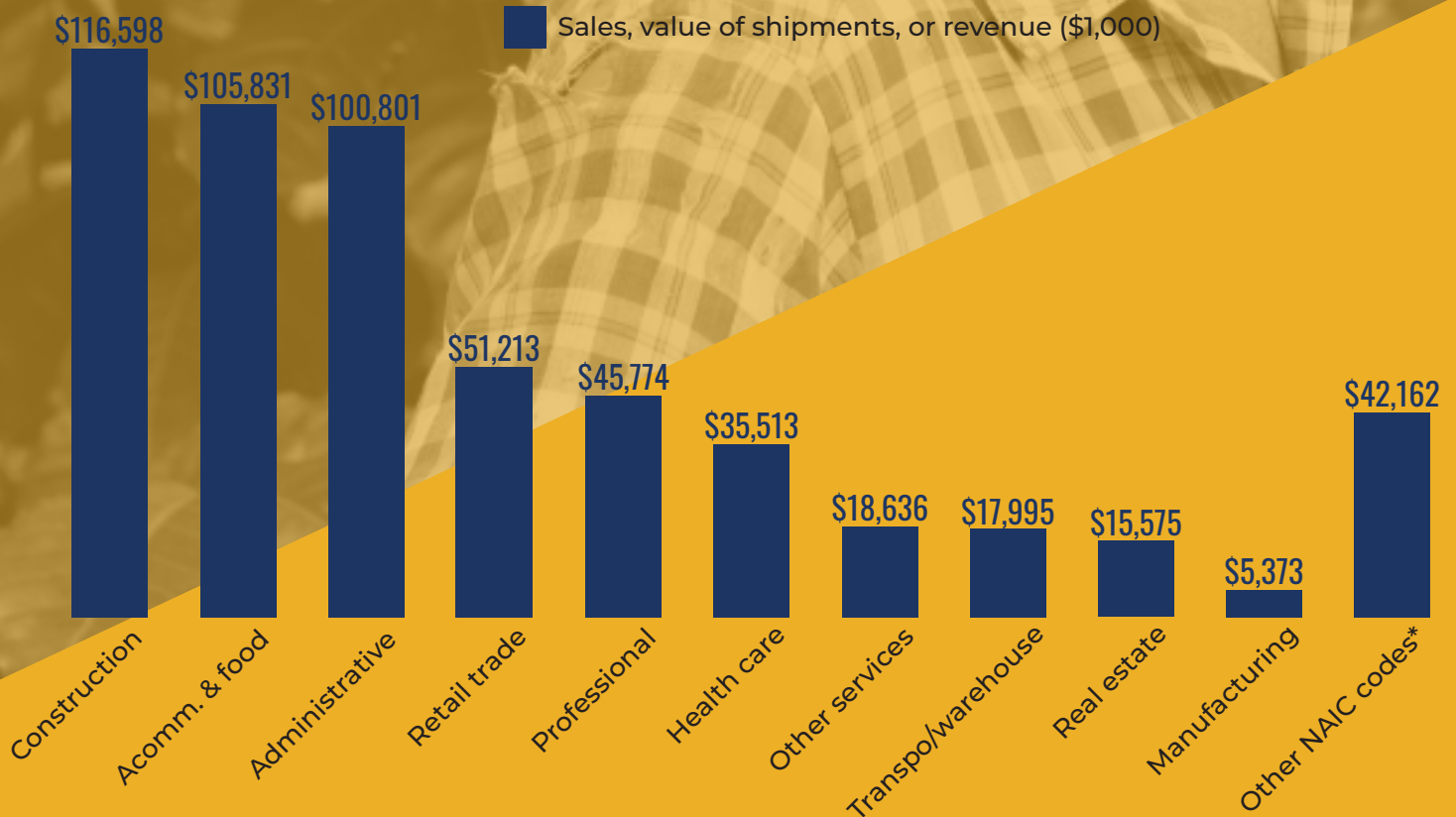
## Sales, value or shipments, or revenue of employer firms by Hispanic industry in Nebraska

The top three industries among Hispanic firms in Nebraska, based on sales, value of shipments, or revenue, are as follows:

1. Accommodation and food services sector, which generated \$116.6 million in sales, accounting for 21.0% of the total sales/revenue of Hispanic firms in Nebraska.
2. Construction industry, with sales amounting to \$105.8 million, representing 19.1% of the total sales/revenue.
3. Retail trade sector, which recorded sales of \$100.8 million, contributing 18.1% of the total sales/revenue.

These three industries collectively account for 58.1% of all sales/revenue in the state, with a total sales/revenue of \$323 million. Figure 8.

**figure 8:** Hispanic Employment Distribution by Industry in Nebraska (ADS 2018)



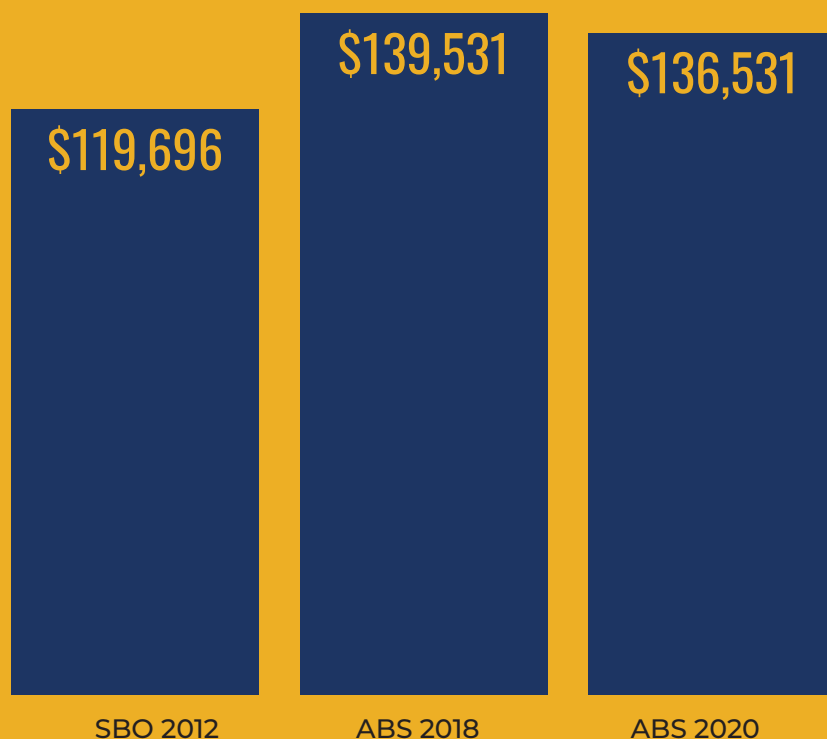
(\*) Agriculture, wholesale trade, information, finance & insurance, management of companies and enterprises, and educational services



# Annual Payroll

The annual payroll of Hispanic-owned businesses increased from \$119.7 million in 2012 to \$139.5 million in 2018, representing an increase of approximately 16.6%. However, the annual payroll decreased slightly in 2020 to \$136.3 million, representing a decrease of approximately 2.3% compared to 2018. Overall, between 2012 and 2020, the annual payroll among workers employed by Hispanic-owned firms in Nebraska increased by 13.9%. Figure 9.

Number of employees in Hispanic-owned firms (SBO 2012, ABS 2018, ABS 2020)



## Average salary (ABS 2018)<sup>5</sup>

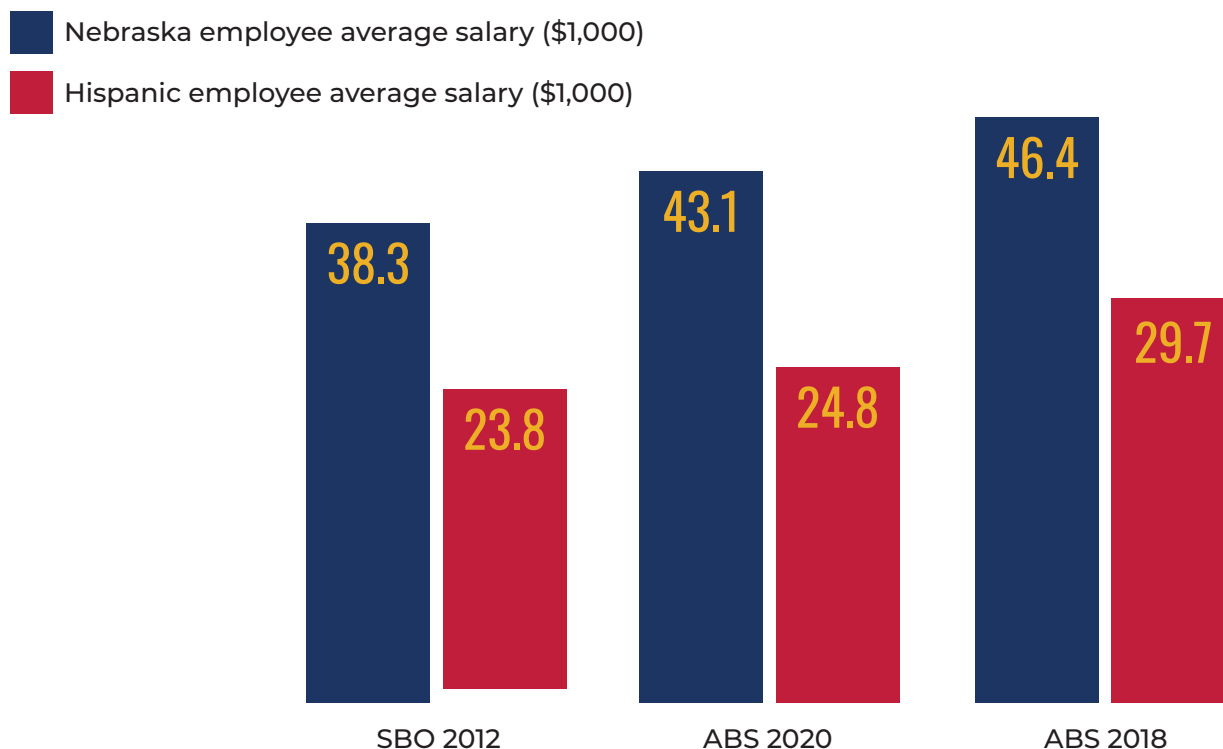
The annual average salary per Nebraska employee increased from \$38,300 in 2012 to \$43,100 in 2018. It further rose to \$46,400 in 2020. This suggests a consistent upward trend in average salaries for all employees in Nebraska during this period.

The annual average salary of employees in Hispanic-owned firms was \$23,800 in 2012, which increased marginally to \$24,800 in 2018. However, there was a significant rise to \$29,700 in 2020. This indicates that the annual average salary for employees experienced a more notable increase between 2018 and 2020 compared to the previous years. Figure 10.

While the annual average salary in Hispanic-owned businesses has improved, it remains lower than the state average. This highlights potential wage disparities between workers employed in Hispanic-owned businesses and the overall workforce in Nebraska.

<sup>5</sup> Not official numbers. Based on total number of employees and annual payroll data (SBO 2012, ABS 2018 and ABS 2020).

**figure 10:** Number of employees in Hispanic-owned firms (SBO 2012, ABS 2018, ABS 2020)



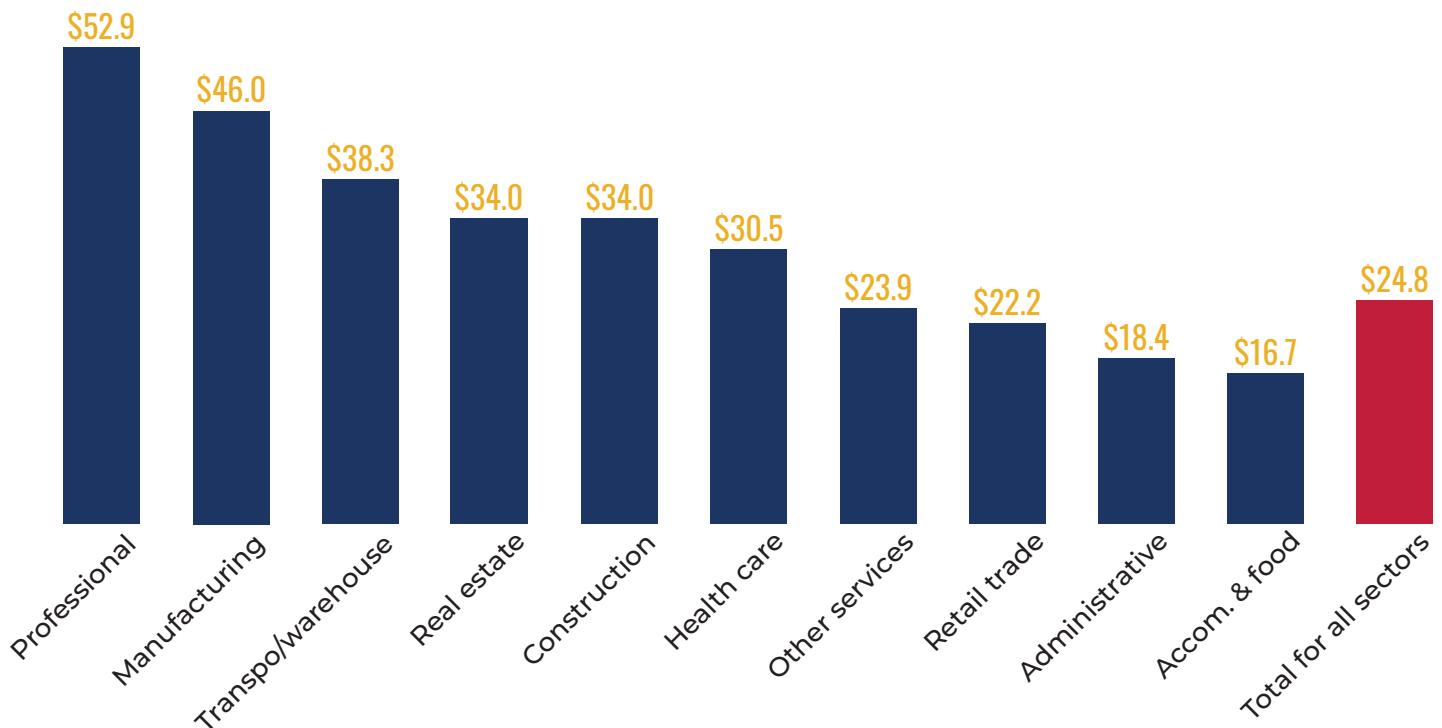
## Average annual salary of employees in Hispanic-owned firms by industry (ABS 2018)<sup>6</sup>

The Professional, Scientific, and Technical Services industry leads with the highest average salary for employees in Hispanic-owned firms, reaching \$52,900 (not official). Manufacturing follows with an average salary of \$46,000, while Transportation and Warehousing ranks third with an average salary of \$38,300.

<sup>6</sup> It is important to note that these figures are not official and should be taken as approximate values. Additionally, factors such as job roles, experience levels, and geographic location can influence salary variations within each industry.

The average salaries for workers in Hispanic-owned firms employed in Other services (except public administration) (\$23,900), Retail trade (\$22,200), Administrative and support and waste management and remediation services (\$18,400), and Accommodation and food services (\$16,700) are lower than the average employee salary (\$24,800). Figure 11.

**figure 11:** Average Annual Salaries of Employees in Hispanic-Owned Firms by Industry (Not Official) in \$1,000 (ABS 2018)

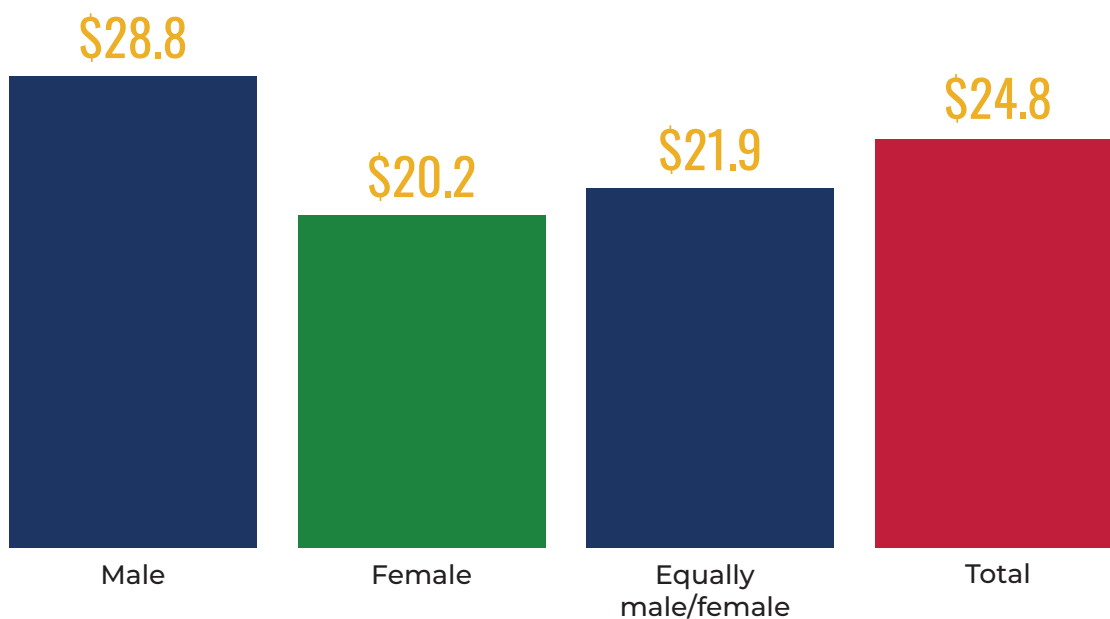


## Average annual salary of employees based on gender of Hispanic employer<sup>7</sup>

The average annual salary for employees in Hispanic male-owned firms is \$28,800, which is significantly higher by \$8,600 compared to employees working for Hispanic female-owned firms, who earn an average annual salary of \$20,200. Meanwhile, employees of firms with equal male/female ownership have an average annual salary of \$21,900. The total average annual salary for employees in Hispanic-owned firms is \$24,800. These findings underscore a pronounced gender-based salary disparity within Hispanic-owned firms. Figure 12.

<sup>7</sup> Annual average salary is not official.

**figure 12:** Average Annual Salary of Employees by Gender of Hispanic-Owned Firms (not official) in \$1,000 (ABS 2018)



# Location of Hispanic Firms in Nebraska

## Economic impact of Hispanic businesses by county (ABS 2018)

Douglas and Lancaster counties are the focal point for Hispanic firms in Nebraska, accounting for 58% of all Hispanic firms, 60% of total sales, 56% of the employed workforce, and 57% of the annual payroll among Hispanic-owned businesses in the state. Table 4.

<sup>8</sup>The ABS 2018 data set shows suppressed (S) Hispanic business data for 28 counties. The number of employees does show data within ranges for these counties (i.e., 20 to 900 employees; 100 to 249 employees). More details in Appendix.

Out of the 93 counties in Nebraska, six counties—Dakota, Dawson, Douglas, Hall, Lancaster, and Sarpy—have available data on Hispanic-owned businesses. These counties collectively represent approximately three-fourths of all Hispanic employer firms, sales, number of employees, and annual payroll.<sup>8</sup> Table 4. For comprehensive county-level data on Hispanic-owned firms, please refer to the Appendix for detailed information.

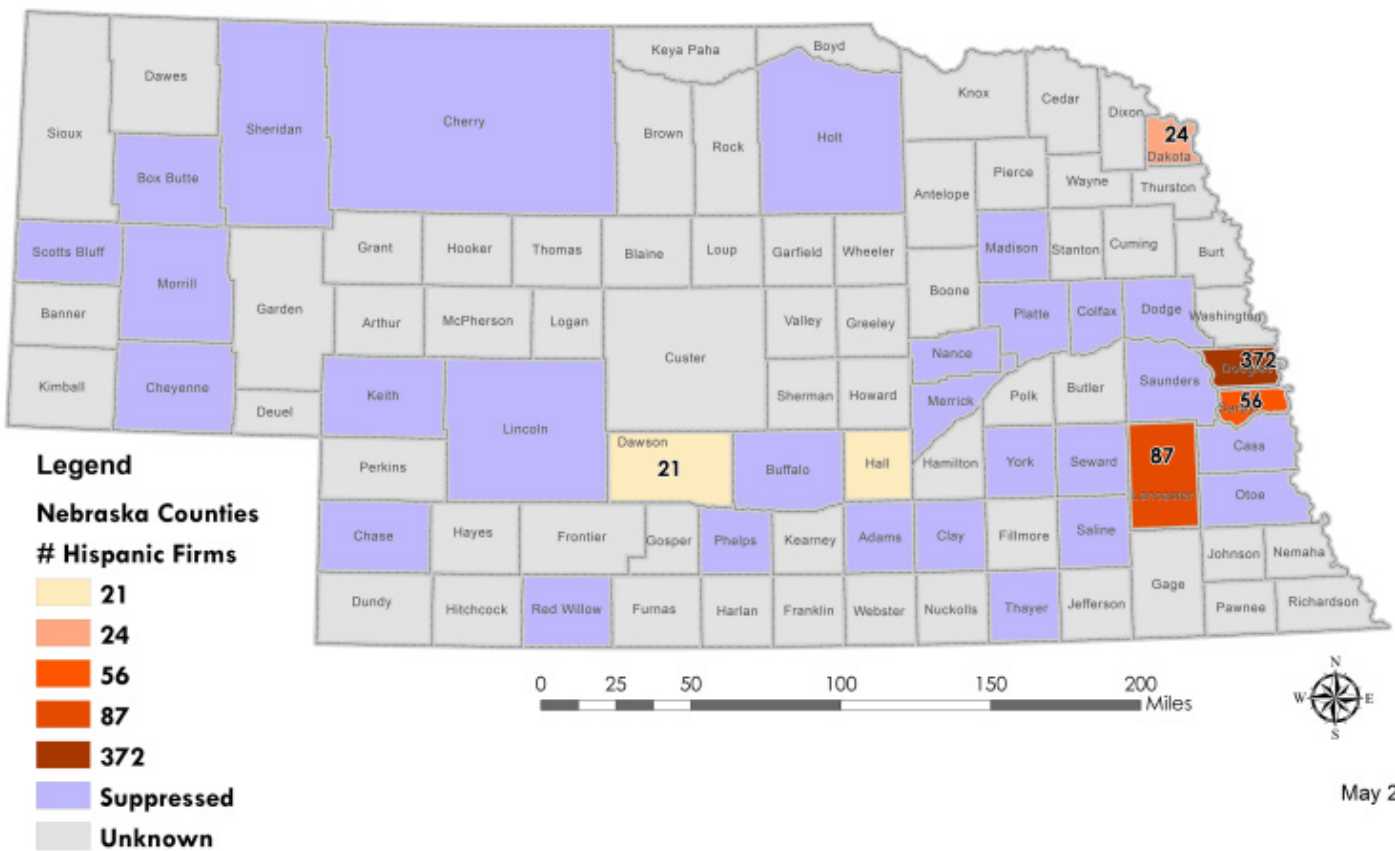
**Table 4: Characteristics of the industries owned by male Hispanic employers (ABS 2018)**

2017 NAICS code	Number of employer firms	Sales/revenue of employer firms (\$1,000)	Number of employees	Annual payroll (\$1,000)
Lancaster & Douglas	459	332,217	3,159	79,542
Percentage	58%	60%	56%	57%
Dakota, Dawson, Douglas, Hall, Lancaster & Sarpy	581	423,713	4,250	106,636
Percentage	74%	76%	75%	76%
counties in nebraska with available Hispanic business data				
Dakota	24	27,814	164	3,337
Dawson	21	3,519	45	651
Douglas	372	226,144	2,362	56,953
Hall	21	10,503	74	2,038
Lancaster	87	106,073	797	22,589
Sarpy	56	49,660	808	21,068
All Hispanic Firms in Nebraska	787	3,519	5,636	139,531

## Location of Hispanic-owned businesses by county (ABS 2018)

Figure 13 illustrates the total number of Hispanic-owned firms by county based on ABS 2018 data. Counties with suppressed data are highlighted in purple, while counties without available data are represented in gray. The metropolitan areas in Nebraska, located in Dakota, Lancaster, Douglas, and Hall counties, and the micropolitan area in Dawson county, together account for 75% of all Hispanic business activities within the state. Please refer to the figure and the Appendix for more detailed information on the county-level data.

figure 12: Number of Hispanic-owned firms by county (ABS 2018)



# Appendix

## surveys (data sources)

Survey	Table
SBO 2018	SB1200CSA01 Statistics for All U.S. Firms by Industry, Gender, Ethnicity, and Race for the U.S., States, Metro Areas, Counties, and Places: 2012
ABS 2018	AB1700CSA01 Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, Metro Areas, Counties, and Places: 2017
ABS 2018 (counties in Nebraska)	AB1700CSA01 Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, Metro Areas, Counties, and Places: 2017
ABS 2020	AB1900CSA01 Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas: 2019

## 2017 NAICS codes and abbreviations used

2017 NAICS code	Table
Accommodation and food service	Accom. & food
Administrative and support and waste management and remediation services	Administrative
Construction	Construction
Retail trade	Retail trade
Professional, scientific, and technical services	Professional
Health care and social assistance	Health care
Manufacturing	Manufacturing
Other services (except public administration) (663)	Other services
Transportation and warehousing (661)	Transp/warehouse
Real estate and rental and leasing	Real estate



## Hispanic county-level business data (ABS 2018)

County	Number of employer firms	Sales, value of shipments, or revenue of employer firms (\$1,000)	Number of employees	Annual payroll (\$1,000)
Adams	S	S	20 to 99 employees	S
Box butte	S	S	0 to 19 employees	S
Buffalo	S	S	20 to 99 employees	S
Cass	S	S	0 to 19 employees	S
Chase	S	S	0 to 19 employees	S
Cherry	S	S	0 to 19 employees	S
Cheyenne	S	S	0 to 19 employees	S
Clay	S	S	0 to 19 employees	S
Colfax	S	S	20 to 99 employees	S
Dakota	24	\$27,814	164	\$3,337
Dawson	21	\$3,519	45	\$651
Dodge	S	S	20 to 99 employees	S
Douglas	372	\$226,144	2362	\$59,953
Hall	21	\$10,503	74	\$2,038
Holt	S	S	0 to 19 employees	S
Keith	S	S	0 to 19 employees	S
Lancaster	S	S	250 to 499 employees	S
Lincoln	S	S	250 to 499 employees	S
Madison	S	S	250 to 499 employees	S
Merrick	S	S	0 to 19 employees	S

County	Number of employer firms	Sales, value of shipments, or revenue of employer firms (\$1,000)	Number of employees	Annual payroll (\$1,000)
Morrill	S	S	0 to 19 employees	S
Nance	S	S	0 to 19 employees	S
Otoe	S	S	0 to 19 employees	S
Phelps	S	S	20 to 99 employees	S
Platte	S	S	20 to 99 employees	S
Red Willow	S	S	0 to 19 employees	S
Saline	S	S	100 to 249 employees	S
Sarpy	56	\$49,660	808	\$21,068
Saunders	S	S	0 to 19 employees	S
Scotts Bluff	S	S	20 to 99 employees	S
Seward	S	S	20 to 99 employees	S
Sheridan	S	S	20 to 99 employees	S
thayer	S	S	0 to 19 employees	S
York	S	S	20 to 99 employees	S
<b>Total</b>	<b>787</b>	<b>\$555,471</b>	<b>5,636</b>	<b>\$139,531</b>

**S = Suppressed**

## Definitions

**Firm:** A firm is a business organization or entity consisting of one domestic establishment (location) or more under common ownership or control. A firm with paid employees includes workers on the payroll excluding sole proprietors and partners. All establishments of subsidiary firms are included as part of the owning or controlling firm. For the economic census, the terms “firm” and “company” are synonymous.

**Sales, value of shipments, or revenue of employer firms (\$1,000):** Includes the total sales, shipments, receipts, revenue, or business done by domestic establishments (excludes foreign subsidiaries) with paid employees and within the scope of the survey.

**Number of employers:** This definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Forms 941 or 944. Paid employees consist of full- and part-time employees, including salaried officers and executives of corporations and salaried members of professional service organizations or associations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations.

**Annual payroll (\$1,000):** This definition of payroll is the same as that used by the Internal Revenue Service (IRS) on Forms 941 or 944 as taxable Medicare Wages and Tips (even if not subject to income or FICA tax). If an employee works at more than one location, the payroll is included in the one location where they spend most of their time. Payroll includes all forms of compensation paid during the reporting year to all employees, such as salaries, wages, tips and gratuities, commissions, bonuses, vacation allowances, sick leave pay, dismissal pay, the spread on stock options that is taxable to employees as income (except for the manufacturing and mining industries who include this in fringe benefits), and employee contributions to qualified pension plans. For corporations, payroll includes amounts paid to officers and executives.



## Highlights

The number of Hispanic-owned businesses in Nebraska increased by 71%, rising from 565 in 2012 to 966 in 2020

Revenue of employer Hispanic firms in Nebraska increased by 157%, from \$216 million in 2012 to \$555 million in 2018

Accommodation and food services, Administrative and support services, and Construction are the leading industries in terms of workforce participation, comprising 69% of the total labor force engaged in Hispanic-owned businesses.

Female-owned firms have 2.2 times more employees compared to firms owned by Hispanic males.

nebraska has a growing Hispanic population, and Hispanic-owned businesses play an important role in the state's economy.

Hispanic-owned firms generate in sales (2018)

**\$555 million**

Number of Hispanic companies (2020)

**966**

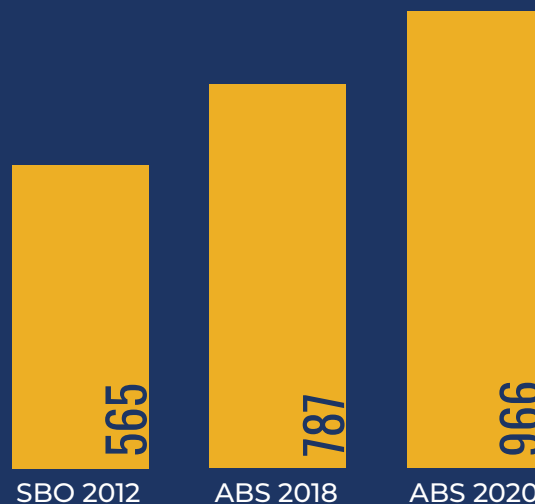
Hispanic-owned firms employ (2020)

**4,600 Nebraskans**

Annual payroll (2020)

**\$136 million**

## Number of Hispanic Firms in nebraska (2012 to 2020)





NEBRASKA  
COMMISSION  
ON LATINO-  
AMERICANS

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