Stanford Latino Entrepreneurship Initiative surveyed 15,000 employer businesses in 2021 as part of its annual national survey to assess the current state of U.S. Latino entrepreneurship. We have compiled some of the most pressing insights about Latino-owned employer businesses in the Portland metropolitan area.

There are 2,310 Latino-owned businesses in the area. With 5 Latino-owned companies for every 100 White-owned businesses, the Portland metro area has a lower concentration of Latino-owned businesses than the United States at large (8 LOBs for every 100 WOBs).

**LATINOS IN TECH**

**3.7x**

LOBs are 3.7 times more likely to be in tech than WOBs in the Portland metro area.

At the national level, LOBs are 1.4x more likely to be in tech than WOBs.

**TOP CUSTOMERS FOR BUSINESSES**

1. **Businesses (B2B)**
   - LOBs: 47%
   - WOBs: 32%

2. **Consumers (B2C)**
   - LOBs: 44%
   - WOBs: 66%

3. **Other**
   - LOBs: 5%
   - WOBs: 2%

**FAMILY-ORIENTED**

**8x**

Latino-owned businesses are 8 times as likely as WOBs to report their primary goal as an entrepreneur is to operate a business that can be inherited by their family.

**EFFECT OF PANDEMIC**

LOBs in the Portland metro area report having substantially more available cash to cover business operations than LOBs across the country.

**NOTES:**

- All data reported are for Latino-owned employer businesses (LOBs) and non-Hispanic White-owned employer businesses (WOBs).
- Our research focuses on employer firms earning over $10,000 in revenue to resemble Census parameters (MOE +/- 7%).

For more information, visit gsb.stanford.edu/slei