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 Seattle metropolitan area.

There are 3,053 Latino-owned businesses in the Seattle metro area. With 5 Latino-owned companies for every 100 White-owned businesses, the Seattle 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**

LOBs are 2 times more likely to be in tech than WOBs in the Seattle metro area.

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

**TOP CUSTOMERS FOR BUSINESSES**

- 81% LOBs, 64% WOBs: Consumers (B2C)
- 16% LOBs, 33% WOBs: Businesses (B2B)
- 2% LOBs, * WOBs: Nonprofit

**FAMILY-ORIENTED**

Latino-owned businesses are 1.8 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**

The COVID-19 pandemic was challenging for Latino firms across the country, although more Latino-owned firms in the Seattle metro area reported negative impacts of the pandemic (70% LOBs in Seattle vs. 62% LOBs nationwide) in 2021.

**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 +/- 5%).

*Estimate does not meet publication standards. More information about data and methodologies can be found in the 2021 State of Latino Entrepreneurship national report.


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