Latino Entrepreneurship
REGIONAL INSIGHTS

About Phoenix-Based Latino Entrepreneurs

- 32 years
  Average Owner Age
- 80%
  4 Yr. College Degree
- 33%
  Immigrant
- 6 years
  Average Firm Age

Sources of Capital for Growth

<table>
<thead>
<tr>
<th>Source of Capital</th>
<th>Phoenix</th>
<th>AZ</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local/Regional Bank Loan</td>
<td>4%</td>
<td>5%</td>
<td>16%</td>
</tr>
<tr>
<td>National Bank Loan</td>
<td>2%</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>Government Loan</td>
<td>&lt;1%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Savings, Family, Friends</td>
<td>55%</td>
<td>49%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Organization Membership

<table>
<thead>
<tr>
<th>Organization Membership</th>
<th>Phoenix</th>
<th>AZ</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Chamber of Commerce</td>
<td>10%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Hispanic Chamber of Commerce</td>
<td>41%</td>
<td>35%</td>
<td>23%</td>
</tr>
<tr>
<td>Trade Association</td>
<td>1%</td>
<td>8%</td>
<td>17%</td>
</tr>
<tr>
<td>Nonprofit Board</td>
<td>25%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Hispanic Nonprofit Board</td>
<td>27%</td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Biggest Challenges to Growth for Phoenix-Based Latino Entrepreneurs

- Marketing: 56%
- Competition: 47%
- Finance: 46%

About Latino-Owned Firms

Annual Revenue

- <50K
- 50K-99K
- 100K-499K
- 500K-999K
- >1M

Employee Count

- 0
- 1 to 9
- 10 to 49
- 50+

Proportion of Latino-Owned Firms That:

- Employ Mostly Non-Latino Workers
  - Phoenix: 41%
  - Arizona: 53%
- Serve Mostly Non-Latino Customers
  - Phoenix: 32%
  - Arizona: 62%
- Sell a Technology or Software Product
  - Phoenix: 30%
  - Arizona: 57%

Based on data from 50 Phoenix and 134 Arizona Latino firms. Source: SLEI 2016 Survey of Latino Business Owners

©2017 | gsb.stanford.edu