

# Latino Entrepreneurship REGIONAL INSIGHTS

## PHOENIX, ARIZONA

### About Phoenix-Based Latino Entrepreneurs

**32 years**  
Average Owner Age

**33%**  
Immigrant

**80%**  
4 Yr. College Degree

**6 years**  
Average Firm Age

### Sources of Capital for Growth

|                          | Phoenix | AZ. | U.S. |
|--------------------------|---------|-----|------|
| Local/Regional Bank Loan | 4%      | 5%  | 16%  |
| National Bank Loan       | 2%      | 7%  | 13%  |
| Government Loan          | <1%     | 1%  | 3%   |
| Savings, Family, Friends | 55%     | 49% | 54%  |

### Organization Membership

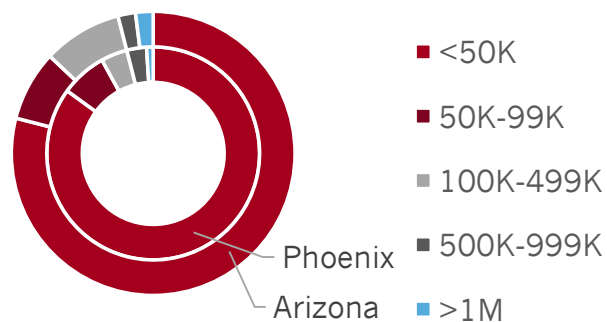
|                              | Phoenix | AZ. | U.S. |
|------------------------------|---------|-----|------|
| General Chamber of Commerce  | 10%     | 21% | 17%  |
| Hispanic Chamber of Commerce | 41%     | 35% | 23%  |
| Trade Association            | 1%      | 8%  | 17%  |
| Nonprofit Board              | 25%     | 16% | 11%  |
| Hispanic Nonprofit Board     | 27%     | 14% | 14%  |

### Biggest Challenges to Growth for Phoenix-Based Latino Entrepreneurs

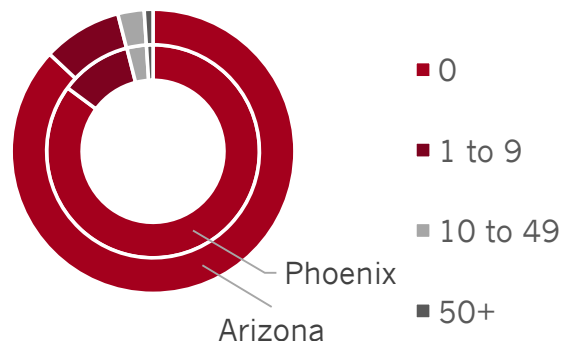
Marketing: 56%  
Competition: 47%  
Finance: 46%

### About Latino-Owned Firms

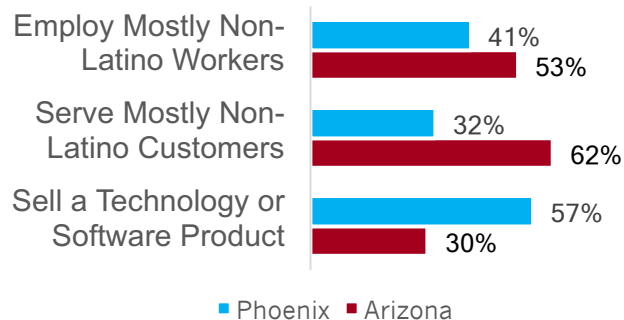
#### Annual Revenue



#### Employee Count



### Proportion of Latino-Owned Firms That:



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