

SOUTHERN ARIZONA HISPANIC CHAMBER'S

HISPANIC MARKET OUTLOOK REPORT

PRESENTED BY

Vantage West CREDIT UNION

IN PARTNERSHIP WITH

T40 TELEMUNDO

2026



WELCOME
TO HISPANIC MARKET OUTLOOK

Every year, the *Hispanic Market Outlook* is created with a simple purpose: to equip business and community leaders with meaningful information that helps them make informed decisions. Whether you're an entrepreneur launching a new venture, a business owner planning for growth, or a community leader shaping the future of our region, we hope the data and insights within these pages provide practical value that you can apply long after today's program concludes.

This publication would not be possible without the partnership of organizations that share our belief in investing in Southern Arizona's future. We are deeply grateful to **Telemundo Arizona** for their continued collaboration in compiling and presenting the economic trends that help us better understand our changing marketplace. We also extend our sincere appreciation to our Presenting Sponsor, **Vantage West Credit Union**, whose commitment to strengthening our communities extends far beyond today's event. We are fortunate to work alongside organizations that understand that when we invest in one another, we create opportunities that benefit us all.

This year's program also gives us an opportunity to pause and reflect.

As we commemorate the **25th anniversary of September 11, 2001**, we are honored to welcome **retired FDNY Chief Richard Picciotto**, the highest-ranking firefighter to survive the collapse of the World Trade Center. On one of the darkest days in our nation's history, Chief Picciotto demonstrated extraordinary courage, selfless leadership, and an unwavering commitment to serving others. His story is one of resilience in the face of unimaginable adversity, but it is also a reminder of the strength that emerges when ordinary people choose to do extraordinary things for those around them.

While the events of September 11 will forever remain etched in our nation's memory, Chief Picciotto's message is ultimately one of hope. It reminds us that resilience is not defined by the challenges we encounter, but by how we respond to them. As business leaders and members of our community, that lesson is just as relevant today as it was twenty-five years ago. Every challenge presents an opportunity to lead with courage, serve with purpose, and build something stronger for those who follow.

Thank you for joining us for this important conversation. We hope you leave today with new knowledge, fresh perspectives, and a renewed sense of optimism about the future of Southern Arizona.

With gratitude,

Rob Elias
President & CEO, Southern Arizona Hispanic Chamber of Commerce

Vantage West
CREDIT UNION

ENTER FOR A CHANCE TO WIN
$750 PROFESSIONAL HEADSHOT SESSION

with acclaimed local photographer Carlos Chavez.*

Whether you're growing a business or building your personal brand, *we see the big in you!*

SCAN TO ENTER



*Open to attendees of the Hispanic Market Outlook & Mercadito. The promotional period begins on September 9, 2026, at 12:00 a.m. Mountain Standard Time (MST) and ends on September 9, 2026, at 11:59 p.m. MST ("Promotional Period"). Prize must be redeemed within 90 days of September 9, 2026. Mountain Standard Time governs all aspects of the promotion. The Sponsor's system clock shall be the official timekeeping device for the promotion. Review official giveaway rules for eligibility requirements, entry details, restrictions, and giveaway dates. See the official rules for more detail. Federally insured by NCUA. RITM0065812



WELCOME
FROM TELEMUNDO TUCSON/KHRR

¡Bienvenidos!

On behalf of Telemundo Arizona, we are proud to partner with the Tucson Hispanic Chamber of Commerce in their 12th annual Southern Arizona Hispanic Market Outlook! This year is especially important as we commemorate the 25th anniversary of 9/11 and the incredible, selfless actions of our first responders.

The Southern Arizona Hispanic Market Outlook is an event we proudly support for its commitment to informing the local business community. The success of the business communities of Tucson, Southern Arizona and Northern Mexico is of primary importance to us and it gives us great pleasure to provide you with highly valued information on the fastest growing population in the region.

Telemundo KHRR-TV has been a part of Tucson for over 34 years, and we take great pride in helping to further the growth of businesses that serve Southern Arizona. By helping you achieve your long-term success, all our communities win.

Best regards,

Andrew Deschapelles
President & General Manager
Telemundo Tucson / KHRR

NOTICIERO ARIZONA

SIEMPRE CONTIGO

THE LEADER IN LOCAL NEWS IN ENGLISH Y ESPAÑOL



SHEILA VARELA | PAOLA MORALES | LEÓN FELIPE GONZÁLEZ | MARÍA DE LOS ÁNGELES FRANCO

LUNES A VIERNES 11AM | 4 | 4:30 | 5 | 10PM
SÁBADOS Y DOMINGOS 5 | 10PM

AD SALES CONTACT: ALICE.SOLIS@NBCUNI.COM

TELEMUNDO ARIZONA

@TELEMUNDOAZ

DESCARGA LA APLICACIÓN
TelemundoArizona.com

REPORT
TABLE OF CONTENTS

TOPIC	PAGE
POPULATION TRENDS	8
PURCHASING POWER	18
INCOME & EMPLOYMENT	23
HEALTHCARE	29
ENTERTAINMENT & TRAVEL	39
EDUCATION	53
VOTING	61
HOUSING	66
MEDIA & LANGUAGE	71
AUTOMOTIVE	81
BANKING & FINANCE	89
GROCERY & FOOD	98
RESTAURANT	106
RETAIL SHOPPING	113
HOME IMPROVEMENT	120
WIRELESS TELEPHONE	124
LEGAL SERVICES	129

Pima County:
Where opportunity crosses borders

Connecting international businesses with a prime location, skilled workforce, and broad growth capabilities.

Pima County is strategically located for business expansion:

130 MILES
of shared border with Mexico

65 MILES
to the Nogales Port of Entry

$28.6 BILLION
in Arizona-Mexico trade in 2025



Many companies are establishing manufacturing operations in Mexico and Pima County to access the skilled workforce in this dynamic binational megaregion. Pima County leads in investment opportunities across vital sectors: transportation, distribution, logistics, clean energy, and advanced technologies.

Discover the opportunities for doing business in Pima County #PimaGlobal

Sources: Arizona Commerce Authority, University of Arizona Eller College of Management and Pima County.

PIMA COUNTY
ECONOMIC DEVELOPMENT

SOUTHERN ARIZONA
HISPANIC CHAMBER of COMMERCE



POPULATION TRENDS

POPULATION TRENDS

The Tucson Area is a Top Hispanic Market

2025	2026
1,248,709	**1,268,099**
TOTAL PERSONS 2+	TOTAL PERSONS 2+
485,566	**497,491**
HISPANIC 2+	HISPANIC 2+
39%	**39%**
HISPANIC SHARE	HISPANIC SHARE

Source: Claritas 360, Consumer Concentration: 2026 Estimates

#28 Hispanic DMA

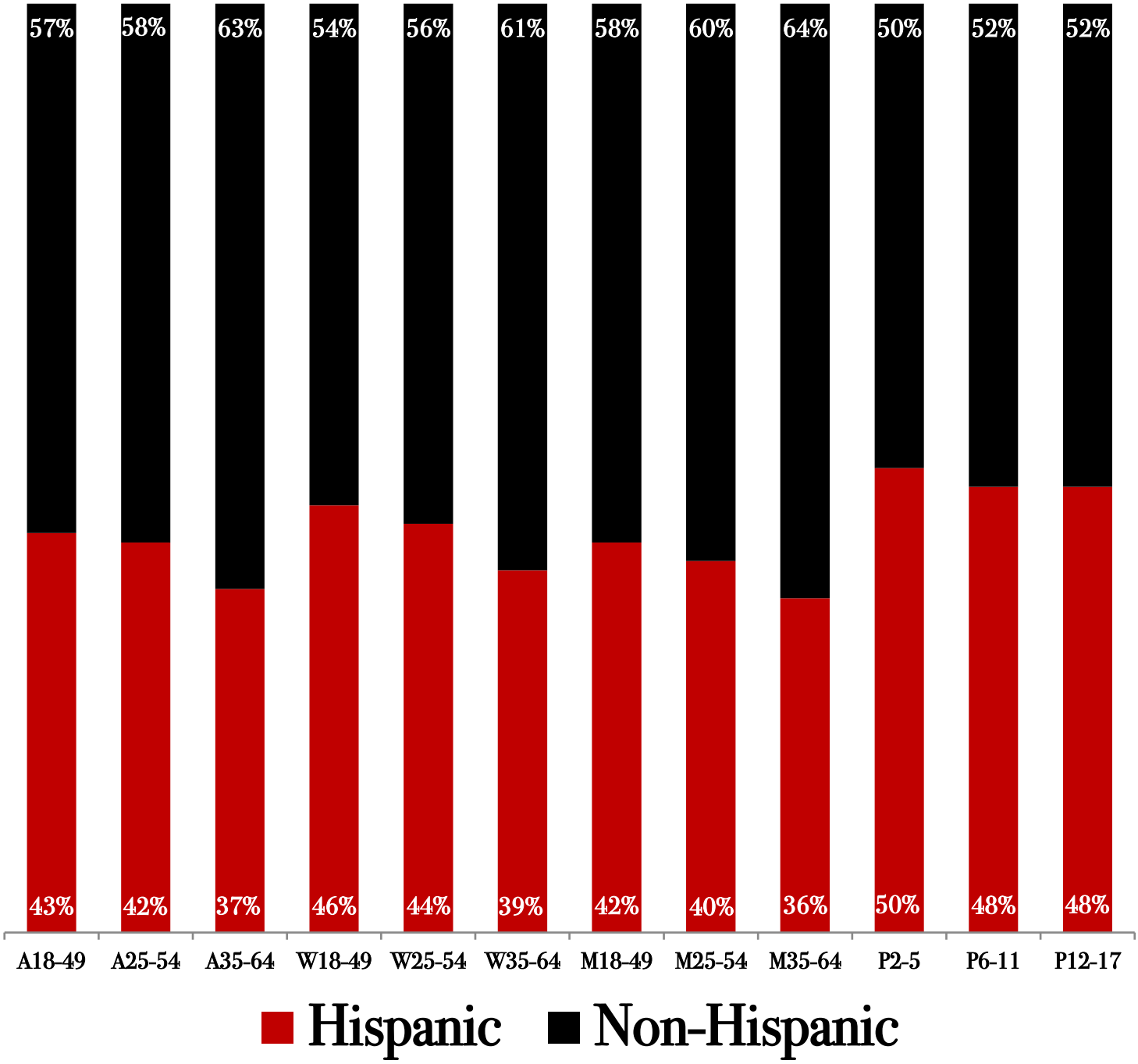
(Ranked by Hispanic TV Households)

#64 Total DMA

Source: Nielsen 2025-2026 Universal Estimates

POPULATION TRENDS

Tucson Area Hispanics Represent a Large Share of Key Demographics



Source: Nielsen 2025-2026 Universal Estimates

POPULATION TRENDS

Children are Prominent in Tucson Area Hispanic Households

Hispanics Who Live in a Household with Children 2-5



10%

Non-Hispanic: 4%

Hispanics Who Live in a Household with Children 6-11



13%

Non-Hispanic: 8%

Hispanics Who Live in a Household with Children 12-17



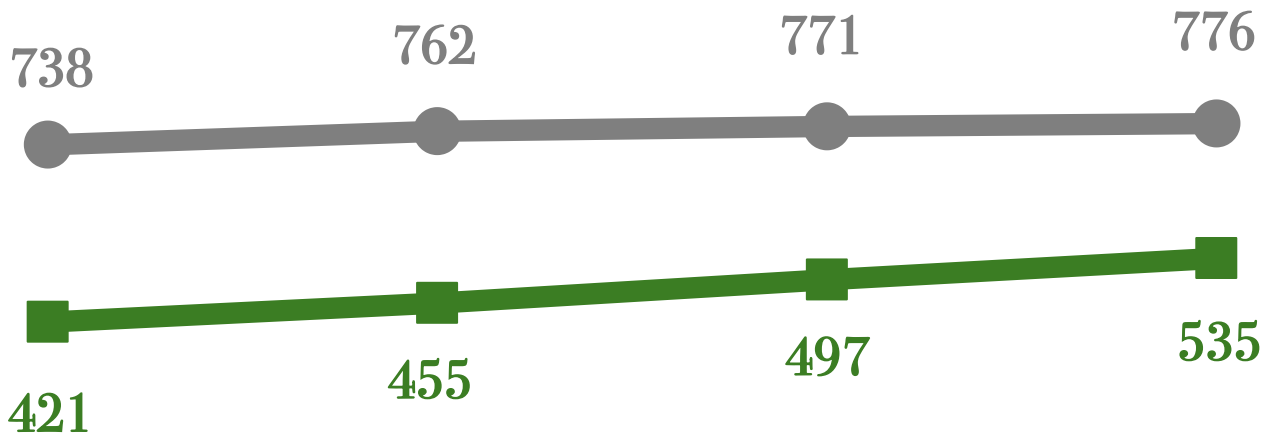
20%

Non-Hispanic: 9%

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

POPULATION TRENDS

Tucson Area Hispanics Population Growth Trends & Projections (000's)



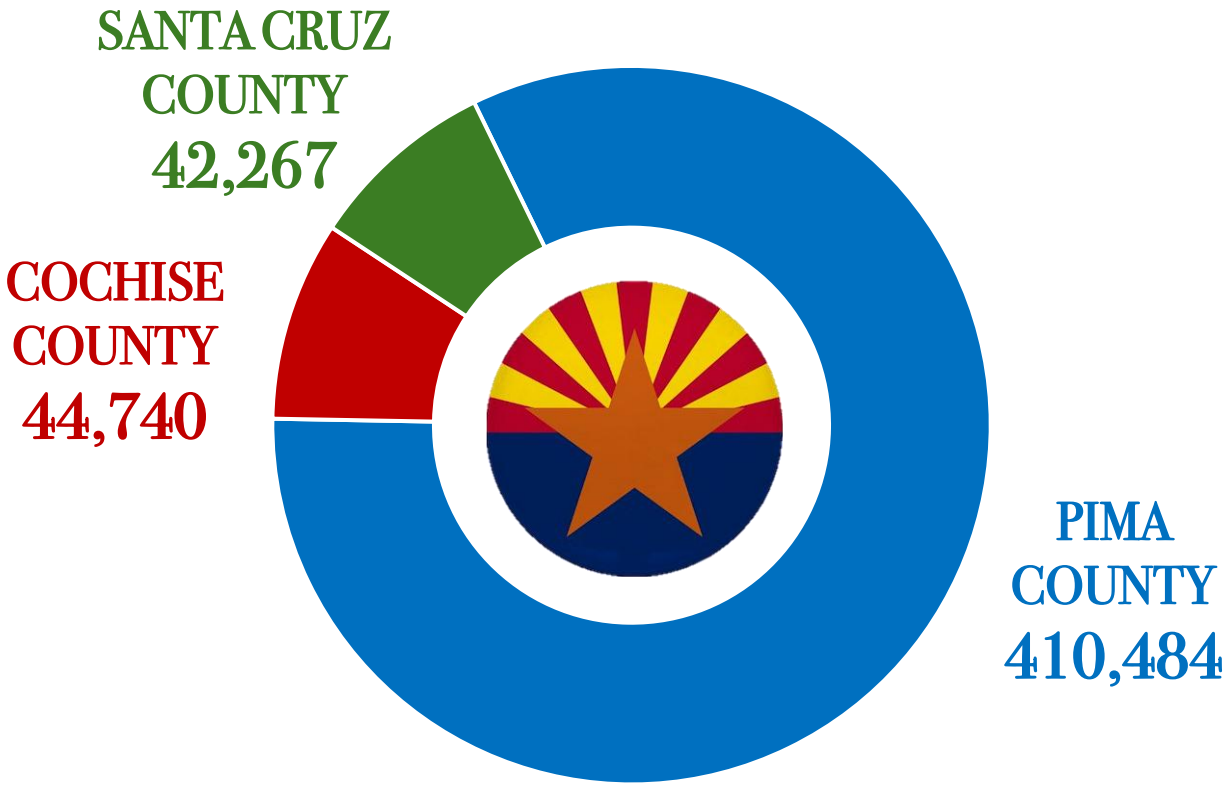
+8% — In the next 5 years, the Hispanic population in the Tucson area is projected to grow by 8%

+1% — In the next 5 years, the non-Hispanic population in the Tucson area is projected to grow by 1%

Source: Claritas 360, Consumer Concentration: 2010, 2020, 2026 & 2031 Estimates

POPULATION TRENDS

Tucson Area Hispanics Represent a Large Share of the Population



COUNTY	% HISPANIC
PIMA	38%
COCHISE	36%
SANTA CRUZ	82%

Source: Claritas 360, Consumer Concentration: 2026 Estimates

POPULATION TRENDS

Tucson Area Hispanics Represent a Large Share of the Population



Since 2010, the number of Hispanics in the Tucson DMA has grown **15%.**

Source: Claritas 360, Consumer Concentration: 2026 Estimates



Hispanics in the Tucson DMA have larger households, averaging **3.3** persons per home compared to the non-Hispanic average of **2.4**.

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+



88% of Hispanics in the Tucson DMA are of Mexican descent

Source: Claritas 360, Consumer Concentration: 2026 Estimates

POPULATION TRENDS

A Large Share of Tucson Area Hispanics Are of Mexican Descent

Country of Origin Among Tucson Area Hispanics by County

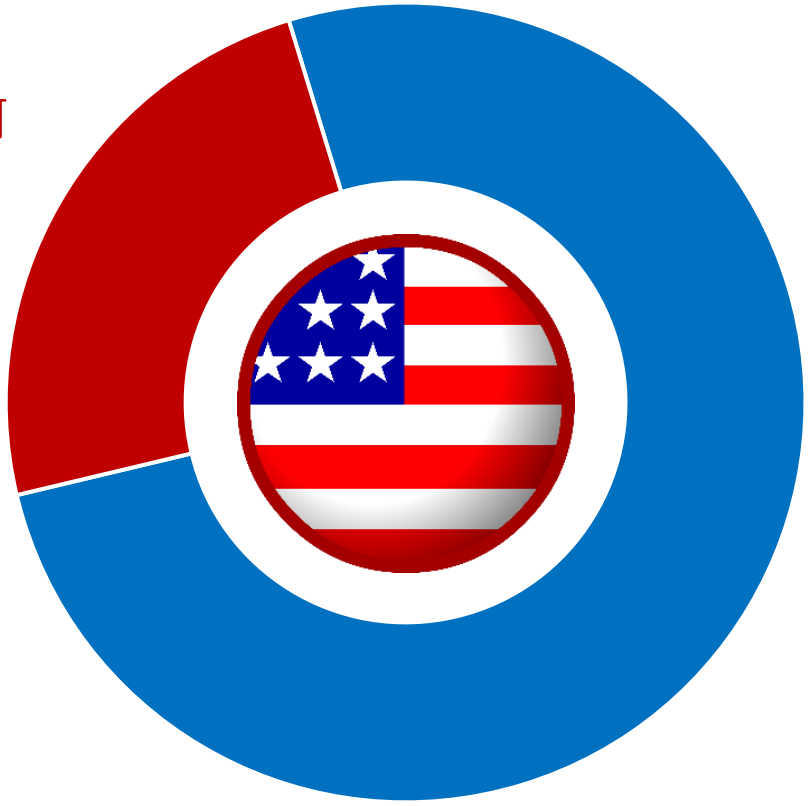
COUNTRY	PIMA	COCHISE	SANTA CRUZ
MEXICO	89%	88%	97%
PUERTO RICO	2%	4%	1%
OTHER	9%	8%	2%



Source: Claritas 360, Consumer Concentration: 2026 Estimates

POPULATION TRENDS

Share of Tucson Area Hispanics Born in the U.S.A.



270,391

Tucson Area Hispanics Were Born in the United States

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

POPULATION TRENDS

Mexican Americans Embrace the Tradition of American Culture

Adults of Mexican Origin Who Agree With the Following Statements Regarding American Culture

78%	I often celebrate U.S. National Holidays (Fourth of July, etc.)
73%	Being part of American culture is important to me
59%	Speaking English in our home is a priority
57%	I try to keep up with American Music, News or Sports
47%	I consider myself more American than Hispanic/Latino

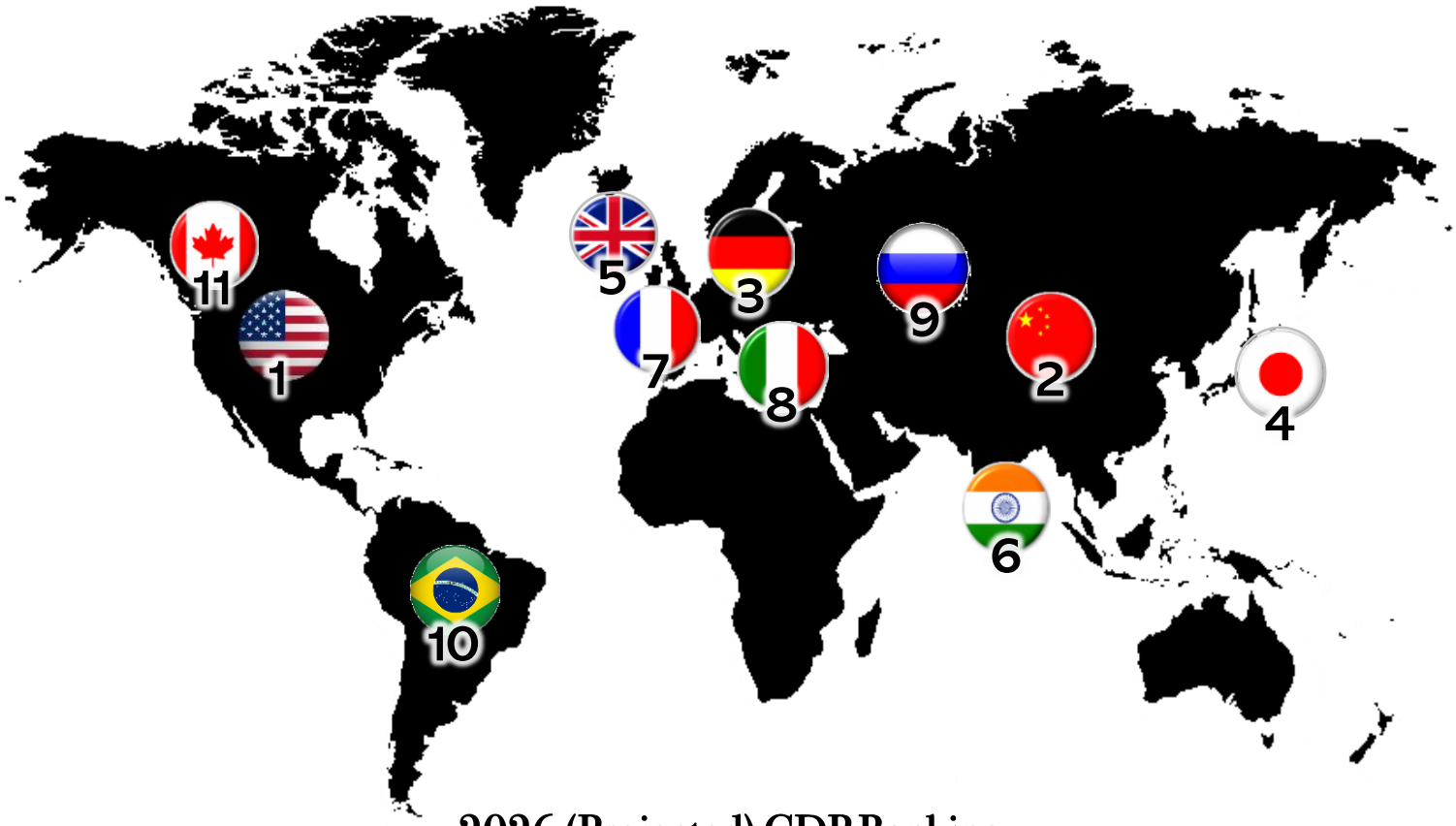
Source: 2026 Spring MRI-Simmons USA. Adults 18+



PURCHASING POWER

PURCHASING POWER

The Purchasing Power of U.S. Hispanics is Projected to be Higher Than All but Three Nations in 2026



2026 (Projected) GDP Ranking

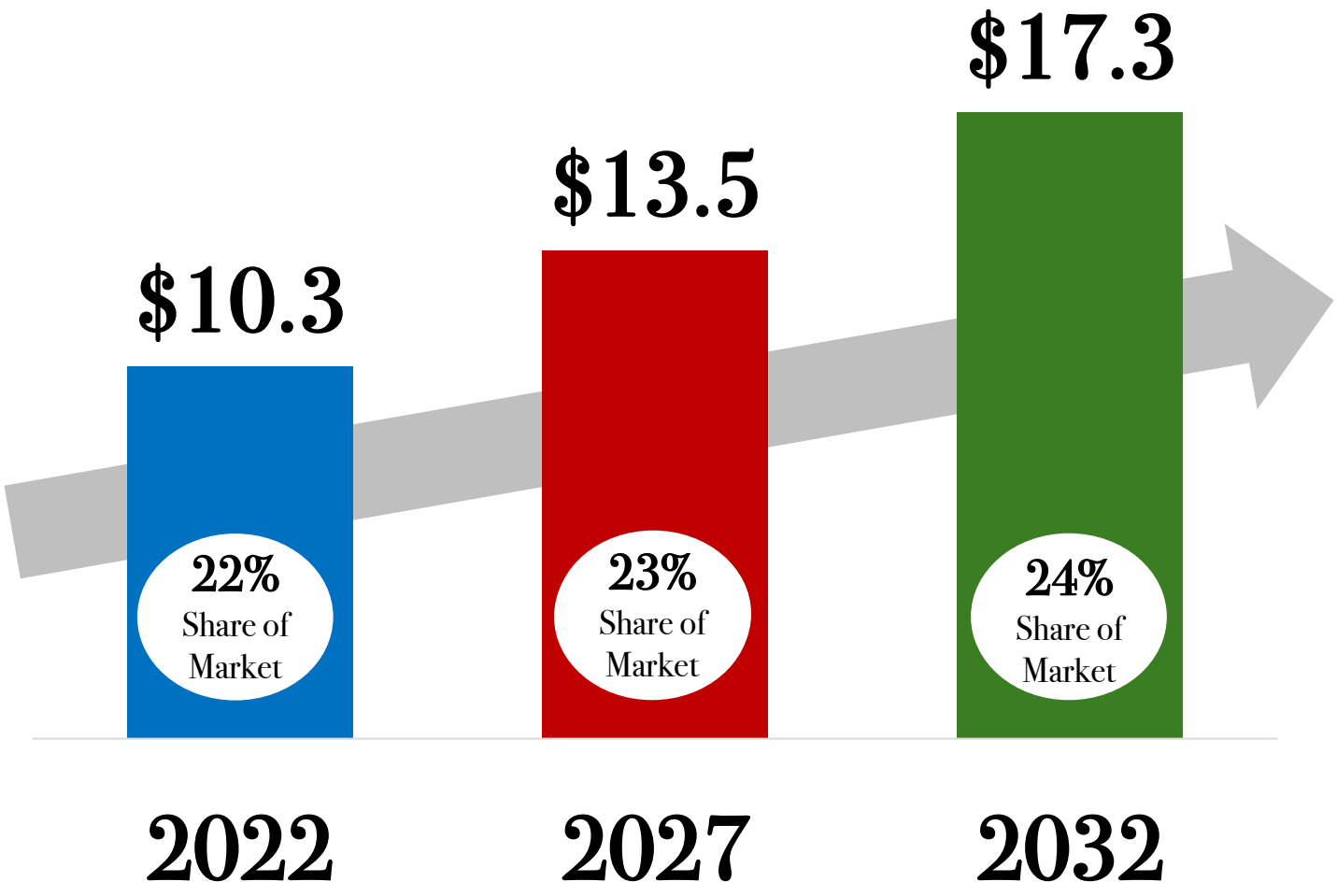
COUNTRY	GDP (Trillions)	COUNTRY	GDP (Trillions)
1 United States	$32.38	6 India	$4.15
2 China	$20.85	7 France	$3.60
3 Germany	$5.45	8 Italy	$2.74
U.S. Hispanics	$4.60	9 Russia	$2.66
4 Japan	$4.38	10 Brazil	$2.64
5 United Kingdom	$4.26	11 Canada	$2.51

2026 U.S. Latino GDP Report & IMF World Economic Outlook (April 2026) nominal GDP projections.

PURCHASING POWER

The Hispanic Purchasing Power in the Tucson Area is Projected to Grow

Tucson Area Hispanic Purchasing Power Estimates (in Billions)



The Hispanic Purchasing Power in the Tucson Area Will Grow 68% in the Next 10 Years

Source: S&P Global Market Intelligence: Hispanic Market Monitor, Tucson DMA

PURCHASING POWER

Hispanics in the Tucson Area Spend Millions on Products & Services

Tucson Area 2027 Projected Hispanic Consumer Spending (in Millions)

SPENDING CATEGORY	DOLLARS SPENT
Shelter (Mortgage & Rent)	$3,331
Food at Home	$1,210
Food Away From Home	$959
Auto Aftermarket (Gasoline, Parts & Maintenance)	$892
Healthcare	$835
Miscellaneous Personal Expenses	$665
Automotive (New, Used & Motorcycles)	$657
Clothing (Except Footwear)	$492
Entertainment	$491
Utilities	$485

Source: S&P Global Market Intelligence: Hispanic Market Monitor, Tucson DMA

PURCHASING POWER

Tucson Area Hispanics Spend Millions of Dollars on Basic Food Items

Tucson Area 2027 Projected Hispanic Consumer Food Spending (in Millions)



MEAT, POULTRY & EGGS

$260M

32% of Total Category



FRUITS & VEGETABLES

$196M

31% of Total Category

BAKERY PRODUCTS

$107M

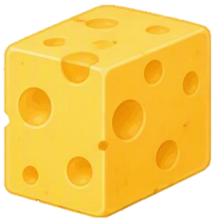
27% of Total Category



DAIRY PRODUCTS

$100M

28% of Total Category



Tucson Area Hispanics are responsible for nearly one third of the dollars spent on basic food items

Source: S&P Global Market Intelligence: Hispanic Market Monitor, Tucson DMA



INCOME & EMPLOYMENT

INCOME & EMPLOYMENT

Tucson Area Hispanics Are a Leader in Affluent Household Growth

2021



2026

TUCSON AREA AFFLUENT HISPANIC HOUSEHOLDS earning > $100K annually **are growing significantly over the past five years**

UPSCALE Hispanic HH's $50K+ increased by

38,935

from 2021-2026

AFFLUENT Hispanic HH's $100K+ increased by

60,115

from 2021-2026

In Fact, in the Past 5 Years, Both Tucson Area Upscale & Affluent Hispanic Households Have Grown

UPSCALE HISPANIC HOUSEHOLDS +26%

NON-HISPANIC GROWTH: +23%

AFFLUENT HISPANIC HOUSEHOLDS +151%

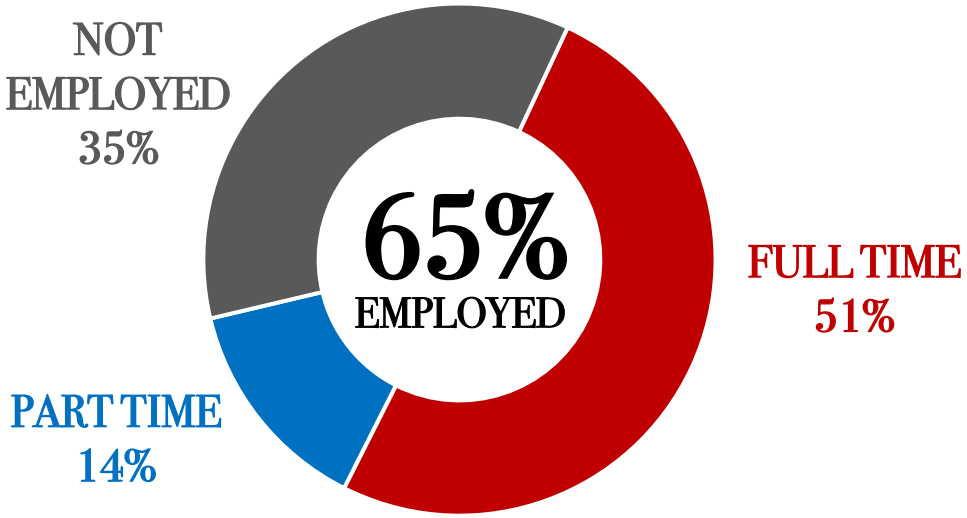
NON-HISPANIC GROWTH: +83%

Source: Scarborough, 2022-2026 Release 1 (Feb 2021-Jan 2026) Tucson DMA. Adults 18+

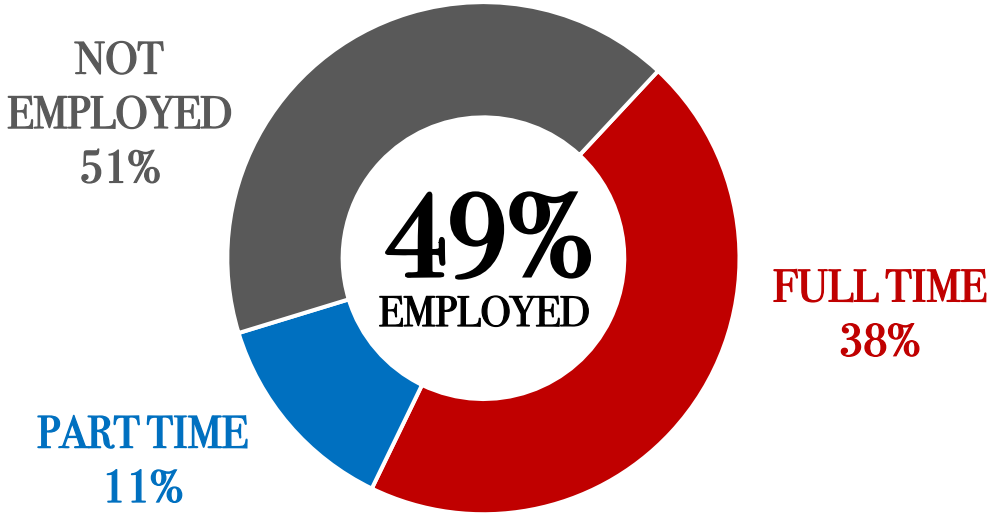
INCOME & EMPLOYMENT

Employment Status Among Adults in the Tucson Area

HISPANIC



NON-HISPANIC



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

INCOME & EMPLOYMENT

Tucson Area Hispanics Work in Many Different Industries

Occupations Among Employed Hispanics in the Tucson Area

OCCUPATION CODE	TOTAL HISPANICS	% OF HISPANICS	INDEX
Management	30,175	13%	84
Sales and Related Occupations	23,074	10%	107
Office and Administrative Support	19,430	8%	108
Educational Instruction	17,761	8%	80
Protective Service	15,392	7%	127
Healthcare Practitioners	14,549	6%	137
Computer and Mathematical	13,690	6%	87
Food Preparation and Serving	13,183	6%	149
Production	12,825	6%	154
Architecture and Engineering	10,884	5%	128



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+
(Employed includes both Full-time and Part-time employees)

INCOME & EMPLOYMENT

Tucson Area Hispanics Are Unemployed for Various Reasons

Reason Not Employment Among Tucson Area Adults

HISPANIC

REASON NOT EMPLOYED	SHARE
Job Searching	35%
Retired	22%
Homemaker	15%
Student	9%
Other	9%
Disabled	8%
Laid-off	2%

NON-HISPANIC

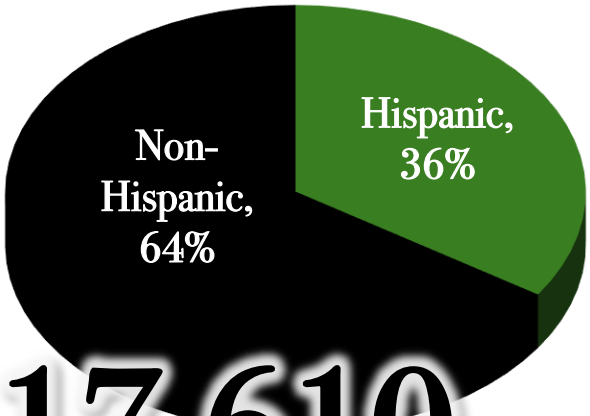
REASON NOT EMPLOYED	SHARE
Retired	68%
Job Searching	9%
Disabled	9%
Homemaker	6%
Other	4%
Student	3%
Laid-off	1%

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

INCOME & EMPLOYMENT

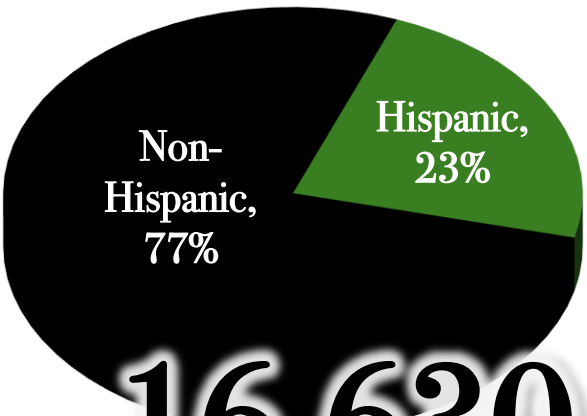
Hispanic Business Owners Make Their Mark in the Tucson Area

Adults Who Are Self-Employed or a Small Business Owner



17,610

Tucson Area Hispanic Small Business Owners



16,630

Tucson Area Hispanic Self Employed







As of 2023, Latino entrepreneurs have established a staggering five million businesses across the United States, collectively generating over

$800 Billion in Annual Revenue

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+
& Forbes.com, The Unstoppable Growth Rate Of Latino-Owned Businesses In America, Kori Hale (4/2/24)

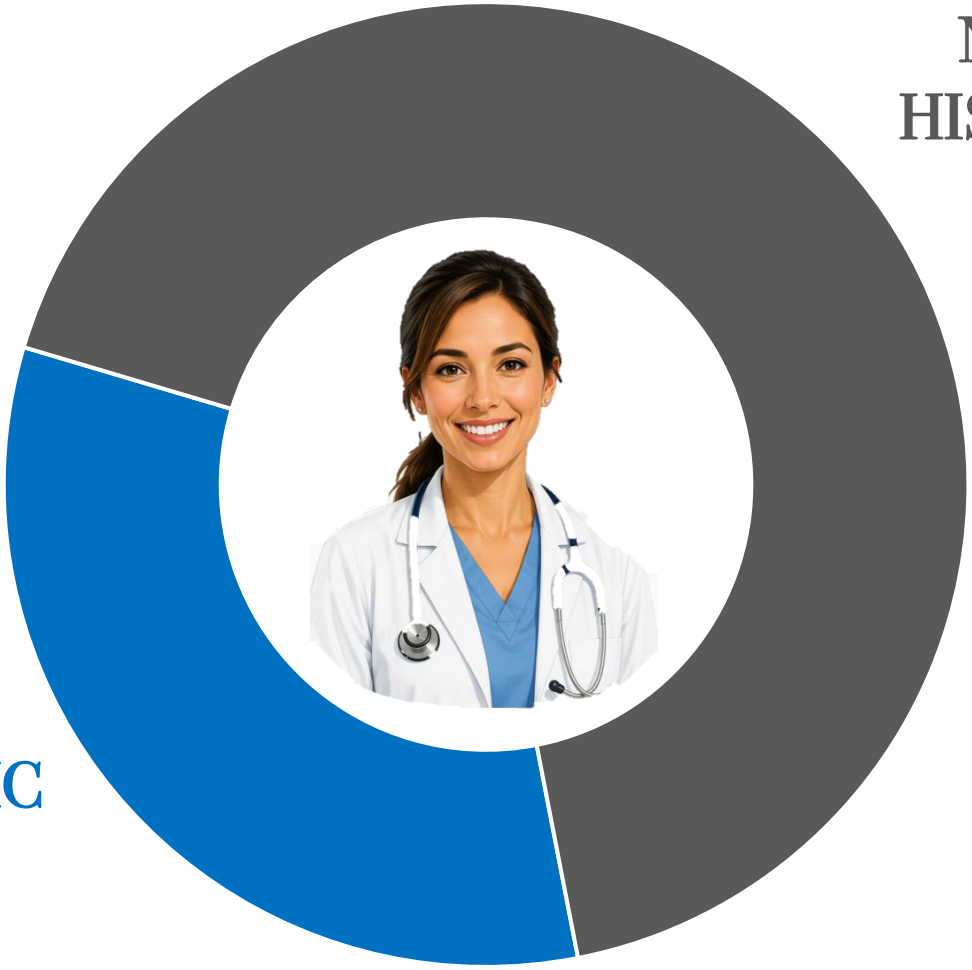


HEALTHCARE

HEALTHCARE

Tucson Area Hispanics Represent a Large Share of Medical Service Recipients

Adults Whose Households Have Received Medical Services in the Past 3 Years



THAT TRANSLATES TO 239,900 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

HEALTHCARE

Tucson Area Hispanics Represent a Growth Opportunity for Medical Service Providers

Medical Services Received by Hispanic Households in the Past 3 Years

MEDICAL SERVICE RECEIVED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Other medical service	114,570	32%	94
Hospital emergency room	83,144	23%	87
Urgent care facility	63,112	18%	77
Cancer/oncology	37,959	11%	83
Pediatrics	37,611	11%	136
Pain management	36,570	10%	89
Mental healthcare	31,841	9%	92
Same-day outpatient surgery	26,642	8%	54
Cardiac care	22,558	6%	54
Orthopedics	22,071	6%	49



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

HEALTHCARE

Tucson Area Hispanics Are More Likely to Use Many Hospitals and Medical Centers

Hospitals/Medical Centers Used by Hispanic Households in the Past 3 Years

HOSPITALS/MEDICAL CENTERS USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Banner University - Tucson Campus	101,310	28%	121
Tucson Medical Center	77,038	22%	91
Banner University - South Campus	65,926	18%	138
Northwest Medical Center	37,837	11%	80
St. Joseph's Hospital	30,143	8%	113
St. Mary's Hospital	25,826	7%	100
Other hospital	23,219	7%	82
VA Medical Center	14,067	4%	78
Carondelet Heart & Vascular Institute	9,035	3%	102
Northwest Medical Center Houghton	5,573	2%	42



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

HEALTHCARE

Tucson Area Hispanics Represent a Large Share of Adults Using Healthcare Specialists

Healthcare Specialists Used by Hispanics in the Past 12 Months

HEALTHCARE SPECIALIST USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Primary Care Doctor	191,295	54%	83
Dentist/Oral hygienist	106,391	30%	66
Nurse Practitioner	56,327	16%	58
Psychologist/Therapist	32,751	9%	102
Gynecologist	30,897	9%	95
Dermatologist	27,618	8%	45
Optometrist	26,092	7%	52
Cardiologist	25,173	7%	48
Gastroenterologist	24,812	7%	78
Chiropractor	24,394	7%	101



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

HEALTHCARE

Tucson Area Hispanics Are More Likely to Treat Many Health Conditions

Health Conditions Treated by Hispanics in the Past 12 Months

HEALTH CONDITIONS TREATED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Cold/Cough/Flu	222,875	62%	111
Pain	203,733	57%	90
Allergies/Allergic reaction	129,811	36%	100
Sinus Congestion/Headache	94,048	26%	97
Migraine Headache	89,528	25%	130
Eye Disease/Vision Issues	72,693	20%	65
Anxiety Disorder	63,330	18%	108
Depression	62,628	18%	102
Sleep Disorders - Insomnia	58,855	17%	114
High Blood Pressure	52,385	15%	57



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

HEALTHCARE

Tucson Area Hispanics Are More Likely to Use Many Prescription Medications

Hispanic Health Conditions Treated With Prescription Medication in the Past 12 Months

CONDITIONS TREATED WITH RX MEDICATION	TOTAL HISPANICS	% OF HISPANICS	INDEX
High Blood Pressure	44,137	12%	54
Pain	41,510	12%	82
Anxiety Disorder	39,987	11%	96
Depression	38,330	11%	86
Cold/Cough/Flu	33,455	9%	118
High Cholesterol	31,252	9%	45
Migraine Headache	27,698	8%	94
ADD/ADHD	26,928	8%	163
Allergies/Allergic reaction	22,759	6%	82
Eczema/Atopic Dermatitis	22,908	6%	131



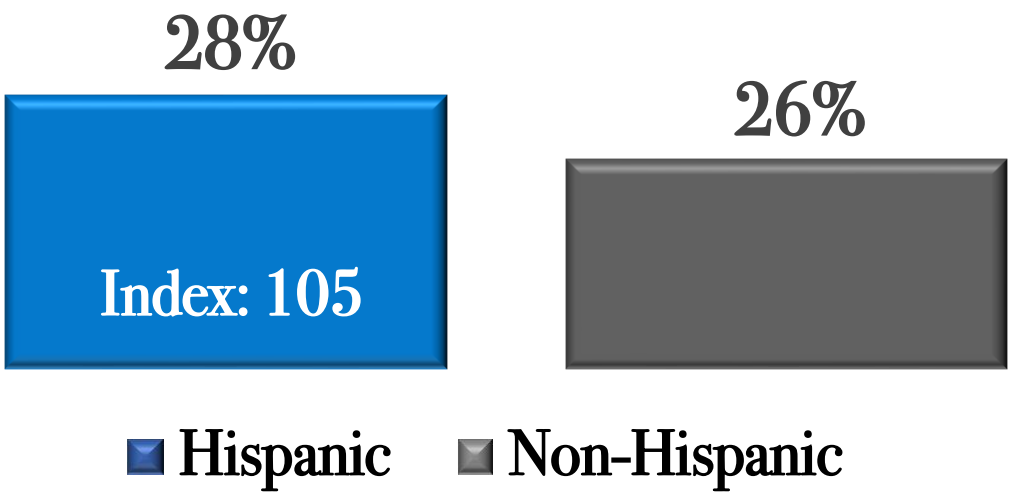
Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

HEALTHCARE

Tucson Area Hispanics Respond Positively to Health-Related Advertising

Actions Taken as a Result of a Health Ad in the Past 12 Months

MADE AN APPOINTMENT TO SEE A DOCTOR





Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

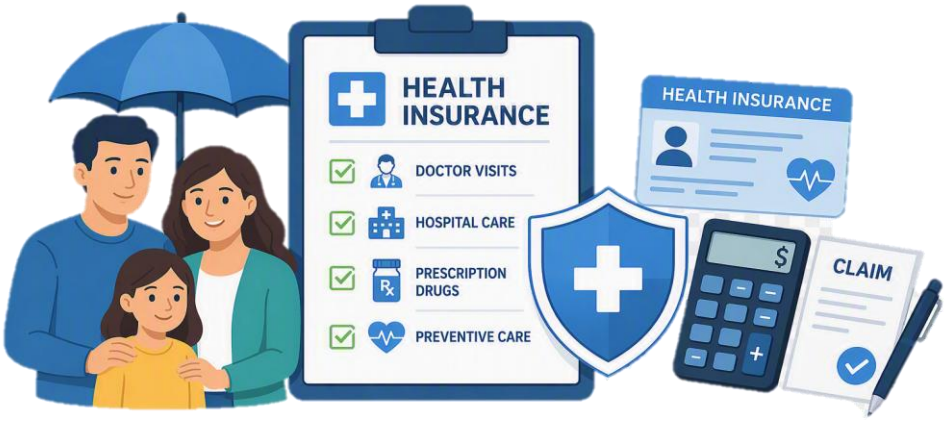
HEALTHCARE

Many Tucson Area Hispanics Are in Need of Health Insurance

Type of Health Insurance Used By Hispanics in the Tucson Area

TYPE OF HEALTH INSURANCE USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Group insurance through your employer	100,523	28%	88
Individually purchased insurance	49,746	14%	106
Medicaid	39,754	11%	100
Original Medicare	35,704	10%	56
Other type of health insurance	29,031	8%	156
Medicare Advantage	20,339	6%	36
Medicare Part D	16,619	5%	53
None	93,001	26%	189

Hispanics Are 89% More Likely Than the Total Market to Not Have Health Insurance



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

HEALTHCARE

Tucson Area Hispanics Use Many Different Health Insurance Providers

Health Insurance Providers (All Types) Used by Tucson Area Hispanics

HEALTH INSURANCE PROVIDERS USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
BlueCross BlueShield	75,211	21%	97
UnitedHealthcare	72,294	20%	73
Aetna/Coventry Health Care	47,510	13%	90
Other carrier	43,999	12%	70
Cigna	16,392	5%	64
Humana	7,837	2%	55
State Farm	5,527	2%	157
Ambetter/Centene	4,790	1%	92

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+



ENTERTAINMENT & TRAVEL

ENTERTAINMENT & TRAVEL

Tucson Area Hispanics Take Advantage of Many Local Events and Places

Events Attended/Places Visited by Hispanics in the Past 12 Months

EVENTS/PLACES VISITED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Reid Park Zoo	150,587	42%	119
Pima County Fair	97,153	27%	144
Old Tucson	87,421	25%	136
Rock concert	78,291	22%	107
High school sports event	73,376	21%	148
Tombstone	68,998	19%	100
Arizona-Sonora Desert Museum	66,064	19%	85
Arizona Wildcats football game	65,725	18%	158
Country music concert	64,859	18%	148
Live theater	57,247	16%	86

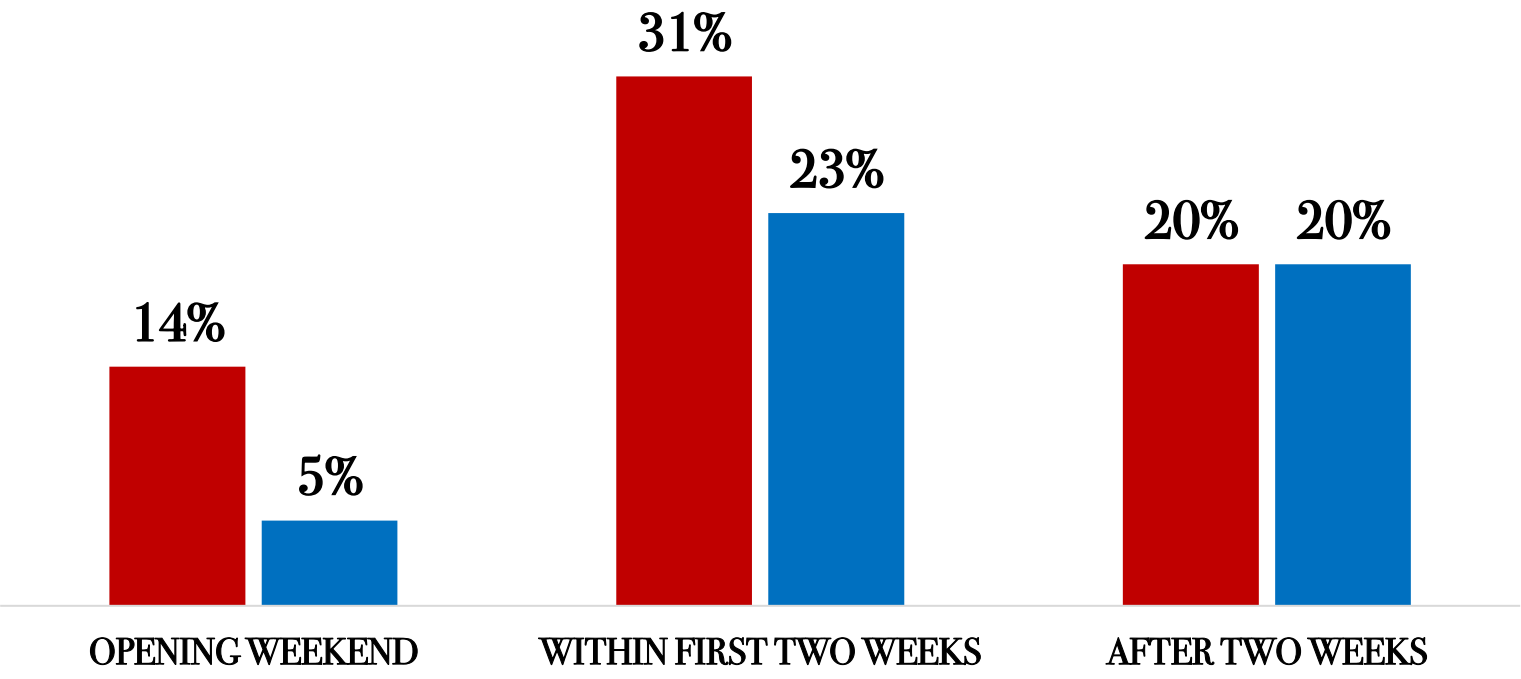


Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

ENTERTAINMENT & TRAVEL

Tucson Area Hispanics Are More Likely to See a Movie on Opening Weekend

When Tucson Area Adults Saw a New Movie in the Past 12 Months





Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

ENTERTAINMENT & TRAVEL

Tucson Area Hispanics Live Life to the Fullest with Many Leisure Activities

Leisure Activities Done by Hispanics in the Past 12 Months

LEISURE ACTIVITIES DONE	TOTAL HISPANICS	% OF HISPANICS	INDEX
Grilling - outdoor cooking	219,402	61%	104
Gardening	144,587	40%	93
Other jogging - running	122,124	34%	153
Swimming	110,635	31%	104
Lawn care	97,072	27%	93
Hiking - backpacking	95,812	27%	96
Volunteer work	78,537	22%	99
Camping	75,310	21%	112
Bicycling	70,175	20%	93
Bowling	64,511	18%	139



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

ENTERTAINMENT & TRAVEL

Tucson Area Hispanics Are More Likely to Watch Many Professional Sports

Likelihood (Index) of **Watching** Professional Sports on Broadcast or Cable Television in the Past 12 Months

Phoenix Suns

	2025	2026
HISPANIC INDEX:	141	121
NON-HISPANIC INDEX:	78	89

Arizona Cardinals

	2025	2026
HISPANIC INDEX:	70	89
NON-HISPANIC INDEX:	116	106

Arizona Diamondbacks

	2025	2026
HISPANIC INDEX:	104	113
NON-HISPANIC INDEX:	98	93

Premier League

	2025	2026
HISPANIC INDEX:	132	109
NON-HISPANIC INDEX:	83	95

Liga MX

	2025	2026
HISPANIC INDEX:	246	258
NON-HISPANIC INDEX:	22	14

Major League Soccer

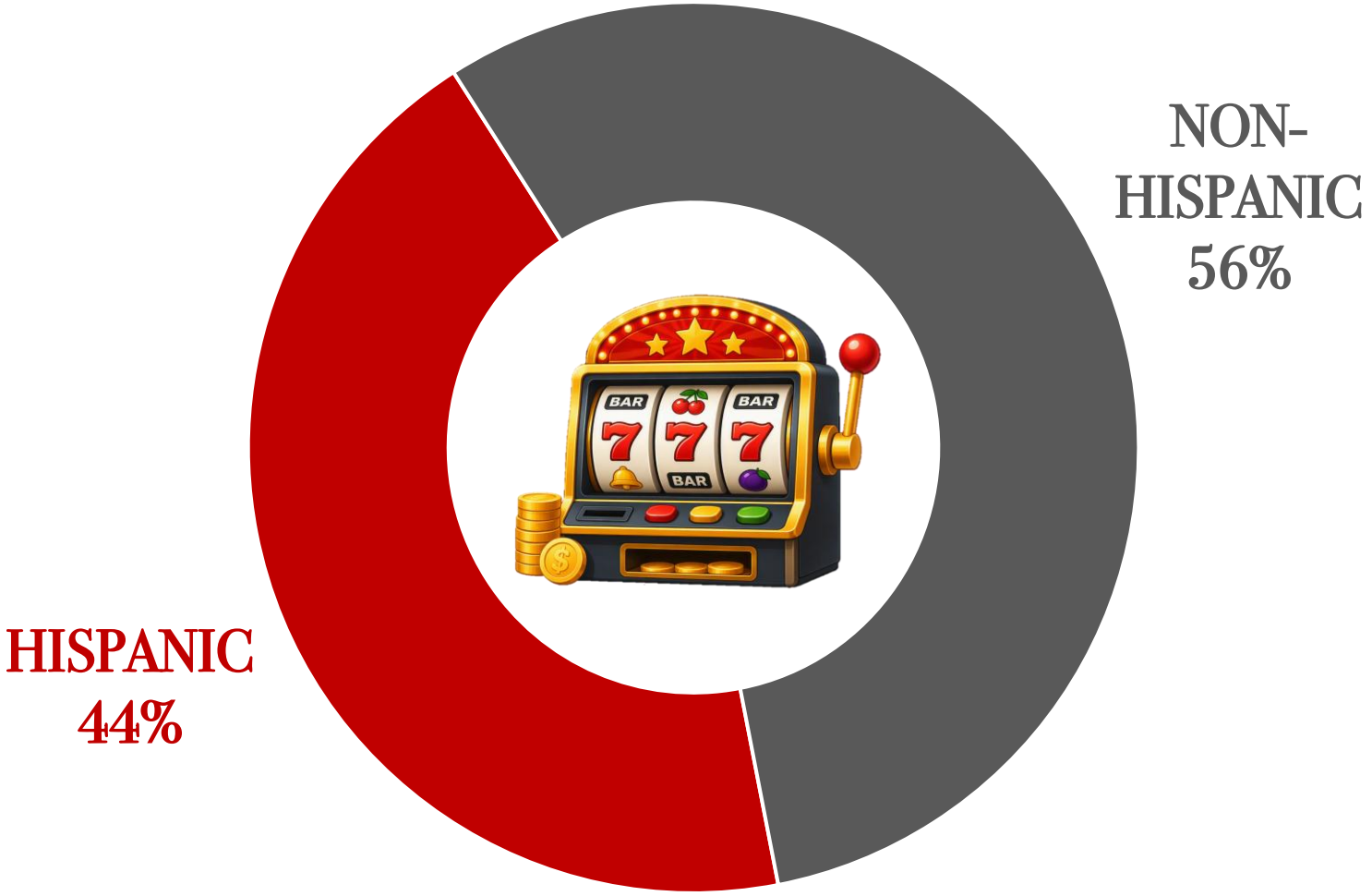
	2025	2026
HISPANIC INDEX:	193	167
NON-HISPANIC INDEX:	50	64

Source: Scarborough, 2025 & 2026 Release 1 (Jan 2023-Jan 2025) Tucson DMA Adults 18+

ENTERTAINMENT & TRAVEL

Tucson Area Hispanics Represent a Significant Share of Local Casino Visitors

Adults Who Have Visited a Local Casino in the Past 12 Months



THAT TRANSLATES TO 190,153 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 21+

ENTERTAINMENT & TRAVEL

Tucson Area Hispanics Are More Likely to Visit a Local Casino

Index (Likeliness) of Hispanics to Have Visited a Local Casino in the Past 12 Months

Index: 129

Non-Hispanic Index: 85

Hispanics Are More Likely Than Non-Hispanics to Have Visited a Local Casino in the Past 12 Months.



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 21+

ENTERTAINMENT & TRAVEL

Tucson Area Hispanics Visit Many Local Area Casinos

Local Casinos Used by Hispanic Casino Visitors in the Past 12 Months

LOCAL CASINO VISITED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Casino Del Sol	139,537	73%	244
Desert Diamond Casino (Tucson)	92,009	48%	250
Desert Diamond Casino (Sahuarita)	52,410	28%	195
Casino of the Sun	28,762	15%	235
Other casino	24,224	13%	141



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 21+

ENTERTAINMENT & TRAVEL

Tucson Area Hispanics Enjoy the Entire Casino Experience

Casino Activities Done by Hispanic Casino Visitors in the Past 12 Months

CASINO ACTIVITIES DONE	TOTAL HISPANICS	% OF HISPANICS	INDEX
Slot machines	125,979	66%	214
Bar/nightclub	71,890	38%	337
Other type of restaurant	67,707	36%	205
Stage show/concert	55,661	29%	240
Table games (craps, poker, etc.)	53,976	28%	259
Upscale restaurant	40,430	21%	229
Sporting event	39,820	21%	428
Video poker machines	26,679	14%	170
Sports betting	24,510	13%	224
Spa	11,070	6%	262



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 21+

ENTERTAINMENT & TRAVEL

Tucson Area Hispanics Take Advantage of Many Vacation Opportunities

Types of Vacations Hispanics Plan to Take in the Next 12 Months

TYPES OF VACATIONS	TOTAL HISPANICS	% OF HISPANICS	INDEX
Family vacation	162,816	46%	108
Beach or lake vacation	132,643	37%	121
Get-away weekend trip	107,436	30%	98
Theme park vacation	75,621	21%	159
Local day trip	66,896	19%	85
Mountain vacation	52,208	15%	88
Staycation	49,243	14%	111
Adventure vacation	44,460	12%	110
Gambling/casino trip	32,017	9%	107
Other type of vacation	29,835	8%	70



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

ENTERTAINMENT & TRAVEL

Thousands of Tucson Area Hispanics Have Traveled Via Commercial Airlines

Hispanics Who Have Used Any Airline For Vacation/Personal Travel in the Past 12 Months

185,612

Total Market Air Travelers:

564,980

33% Hispanic Share



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

ENTERTAINMENT & TRAVEL

Tucson Area Hispanics Represent a Growth Opportunity for Major Airlines

Airlines Used by Hispanics for Vacation/Personal Travel in the Past 12 Months

AIRLINE USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Southwest	83,661	23%	93
American	80,089	22%	82
Delta	45,172	13%	93
Alaska Airlines	34,130	10%	89
Other foreign airline	29,455	8%	108
United	28,061	8%	74
Other domestic airline	8,164	2%	58
JetBlue	5,432	2%	110
Sun Country	1,373	1%	88



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

ENTERTAINMENT & TRAVEL

Tucson Area Hispanics Are More Likely to Use the Top Cruise Lines

Cruise Line Used by Hispanics Who Have Taken a Cruise in the Past 3 Years

CRUISE LINE USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Carnival	22,708	38%	102
Disney	21,593	37%	210
Royal Caribbean	10,244	17%	88
Celebrity	9,858	17%	138
Other cruise line	4,552	8%	43
Princess	3,644	6%	52
Viking	3,394	6%	64
NCL (Norwegian)	3,140	5%	45



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

ENTERTAINMENT & TRAVEL

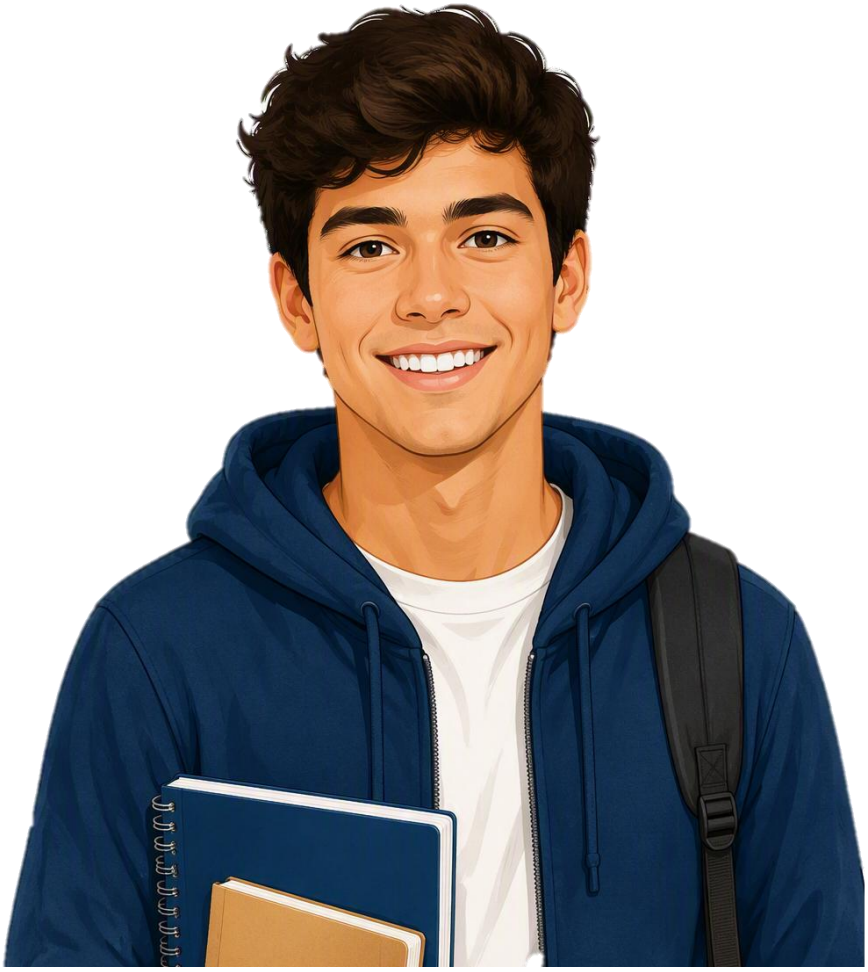
Mexico is a Major Travel Destination for Tucson Area Hispanics

Places Visited Overnight or Longer by Hispanics in the Past 12 Months

PLACES VISITED OVERNIGHT	TOTAL HISPANICS	% OF HISPANICS	INDEX
Phoenix	188,491	53%	126
Mexico	100,051	28%	213
Las Vegas	82,905	23%	122
Los Angeles	71,222	20%	137
Scottsdale	60,000	17%	126
San Diego	54,576	15%	103
Sedona	46,429	13%	129
New Mexico	45,207	13%	107
Flagstaff - Snowbowl	36,351	10%	115
Puerto Peñasco/Rocky Point	35,031	10%	207



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

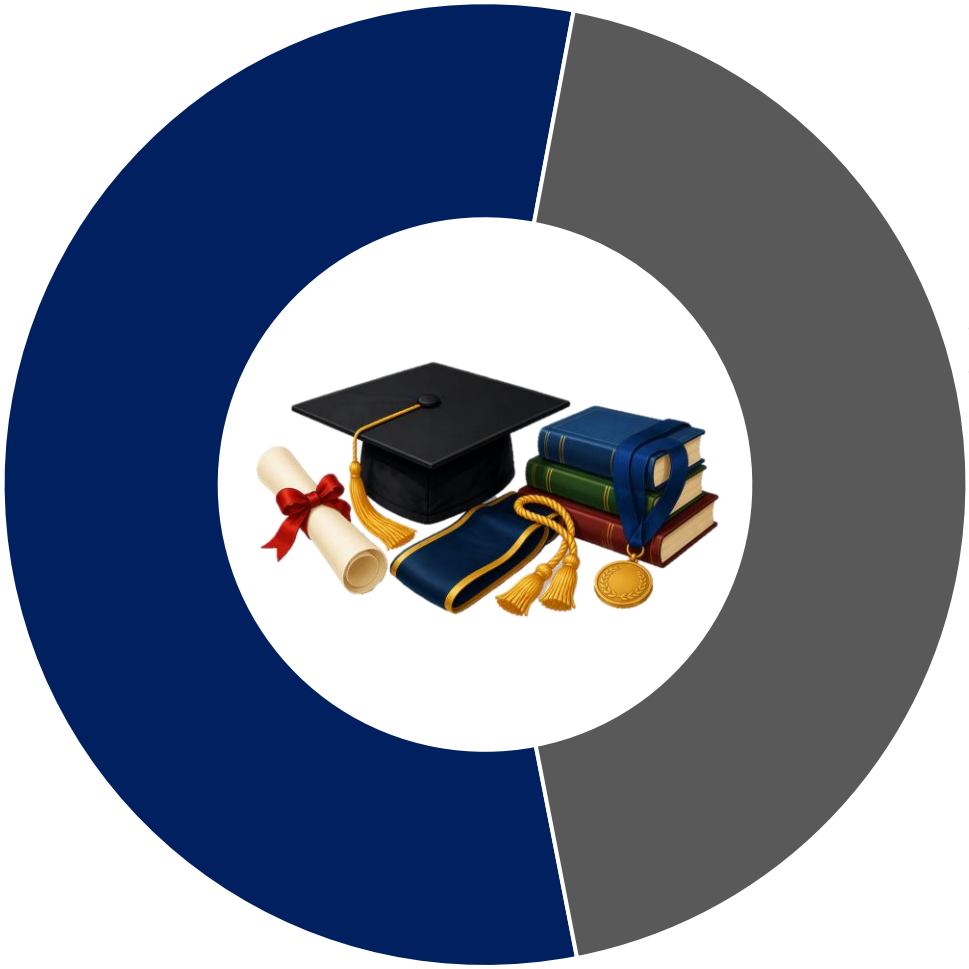


EDUCATION

EDUCATION

Over Half of Tucson Area Adults Who Plan on Going Back to School are Hispanic

Adults Who Plan on Going Back to School in the Next 12 Months



THAT TRANSLATES TO 63,998 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

EDUCATION

Tucson Area Hispanics Are More Likely to Continue Their Education

Index (Likeliness) of Hispanics Going Back to School in the Next 12 Months

Index: 160

Non-Hispanic Index: 67

Hispanics Are More Likely Than Non-Hispanics to Be Planning on Going Back to School in the Next 12 Months.

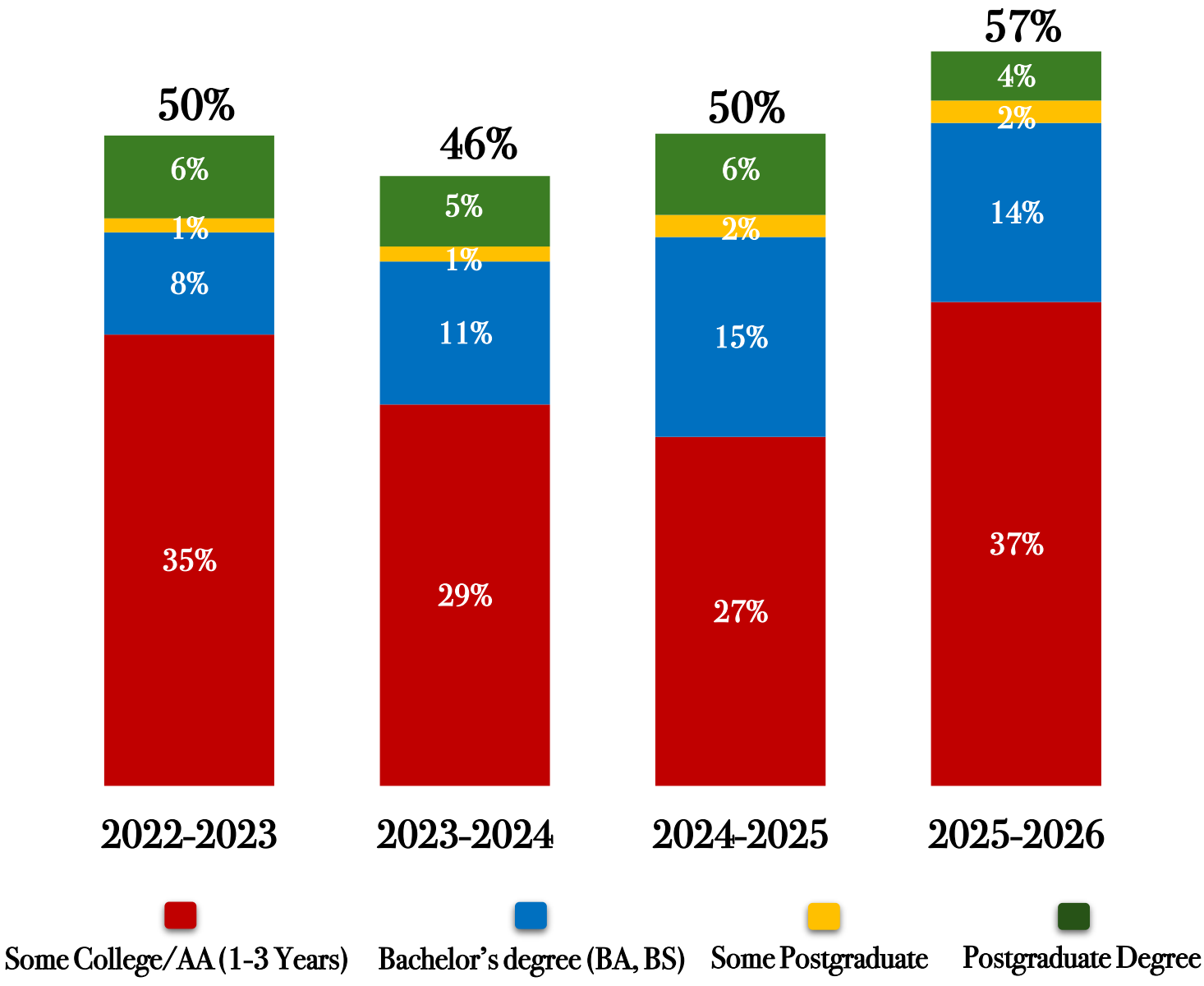


Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

EDUCATION

Over Half of Tucson Area Hispanics Have Attended College

Share of Hispanics Who Have Attended College

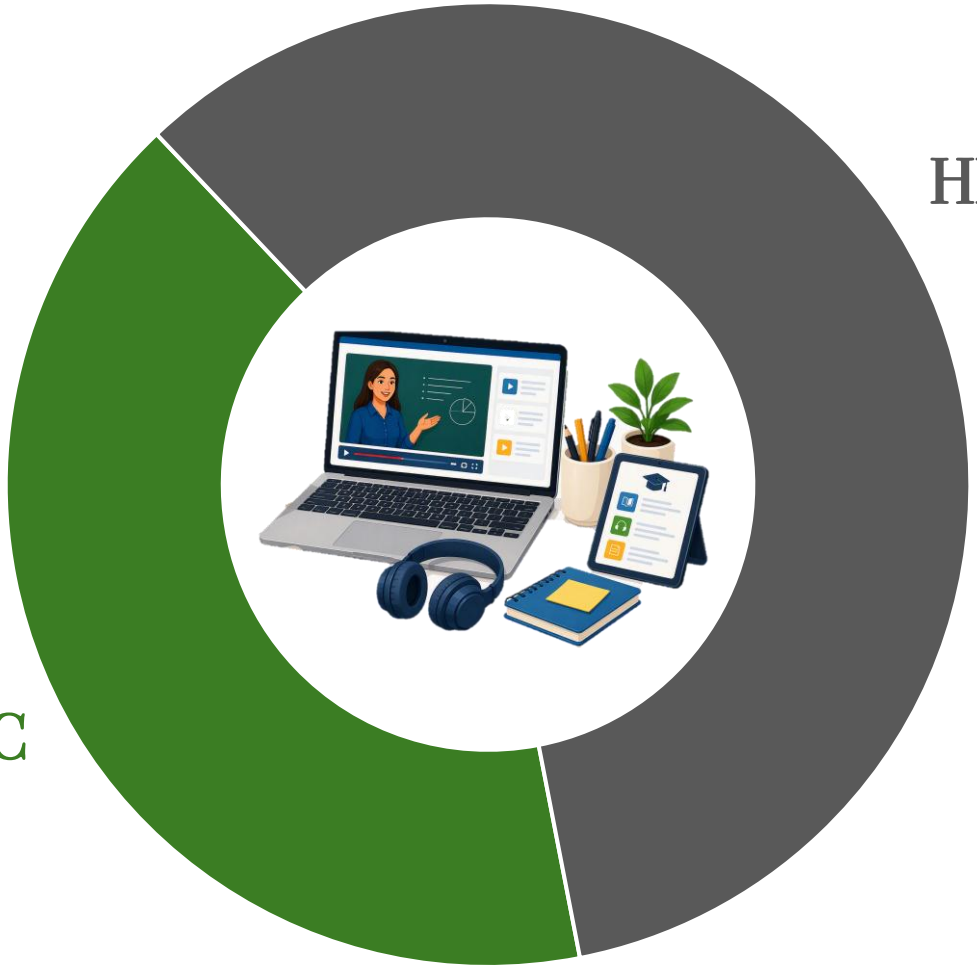


Source: Scarborough, 2023-2026 Release 1 (Feb 2022-Jan 2026) Tucson DMA. Adults 18+

EDUCATION

A Large Share of Tucson Area Hispanics Are Taking Online Classes

Adults Who Have Taken an Online Class in the Past 30 Days



THAT TRANSLATES TO 75,552 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

EDUCATION

Hispanics Are Very Prominent at Tucson Area Colleges and Universities

Share of Hispanics Enrolled at Tucson Area Universities and Colleges

University / College	THE UNIVERSITY OF ARIZONA	PimaCommunity College	COCHISE COLLEGE
Undergrad Enrollment	44,848	16,283	3,905
Online Exclusive	20%	32%	31%
Hispanic %	27%	50%	48%
Hispanic Graduation Rate	64%*	25%^	30%^



Source: National Center of Education Statistics: College Navigator (Fall 2024)

*Graduation Rate based on students who began their studies in Fall 2018 ^Graduation Rate based on students who began their studies in Fall 2021 in pursuit of their Undergraduate program or degree

EDUCATION

The Share of Tucson Area Hispanics Within Unified School Districts is Strong

2025-2026 Enrollment & Graduation Rates Among
Top 10 Tucson Area Unified School Districts

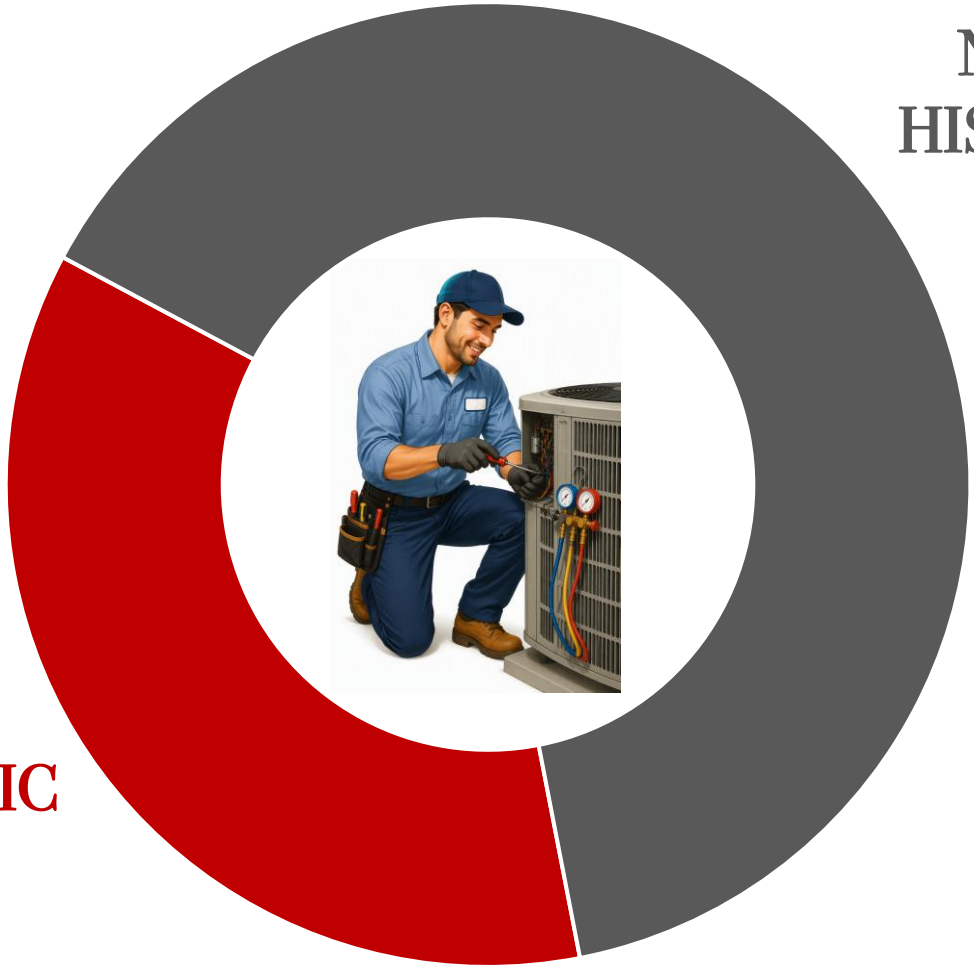
School District	Enrollment	Hispanic Share	Hispanic Grad. Rate
Tucson Unified	37,008	65%	81%
Vail Unified	15,072	41%	93%
Sunnyside Unified	13,410	90%	85%
Marana Unified	12,854	43%	90%
Amphitheater Unified	11,027	45%	84%
Sahuarita Unified	6,185	62%	92%
Nogales Unified	5,447	99%	85%
Catalina Foothills Unified	5,041	30%	95%
Flowing Wells Unified	5,006	75%	91%
Sierra Vista Unified	3,679	43%	91%

Source: Arizona Department of Education, 2025-26 Enrollment & 2025 4-Year Graduation Rates

EDUCATION

Many Tucson Area Hispanics Have Attended a Technical/Trade/Vocational School

Adults Who Have Attended a Technical/Trade/Vocational School



THAT TRANSLATES TO 82,672 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

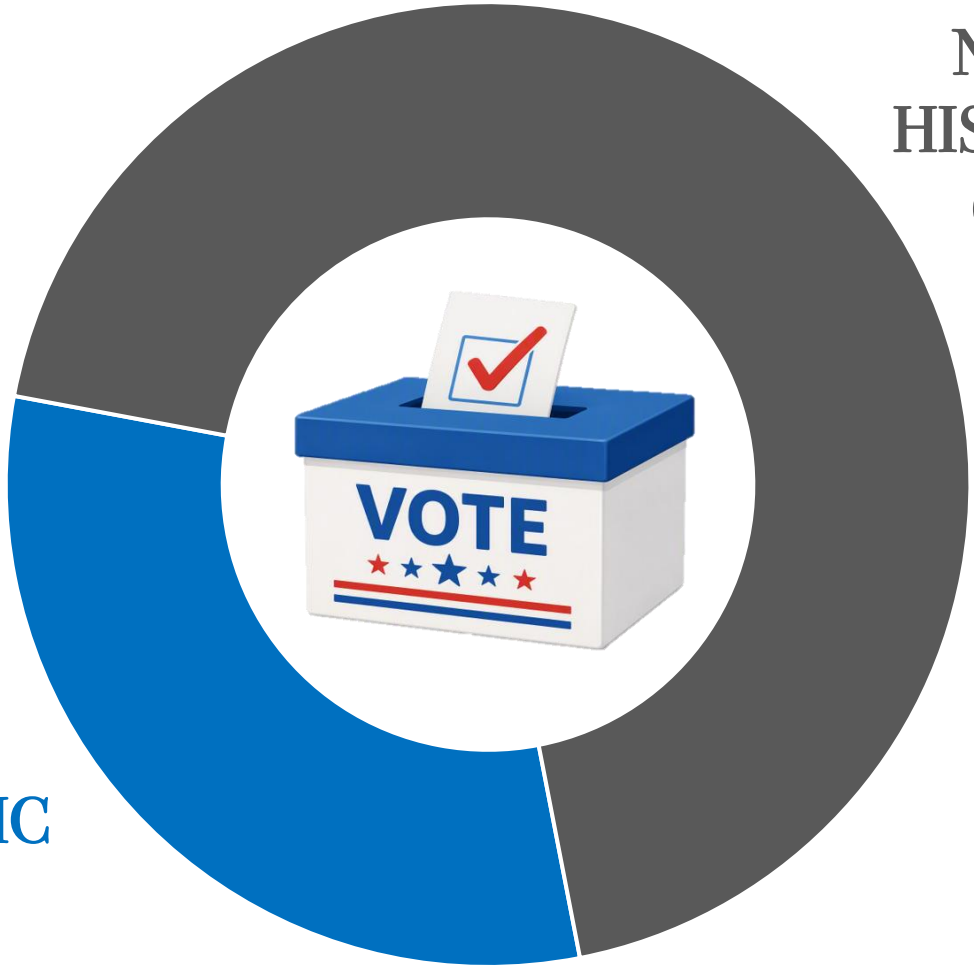


VOTING

VOTING

Tucson Area Hispanics Represent a Significant Share of Registered Voters

Adults Who Are Registered to Vote in Their District of Residence



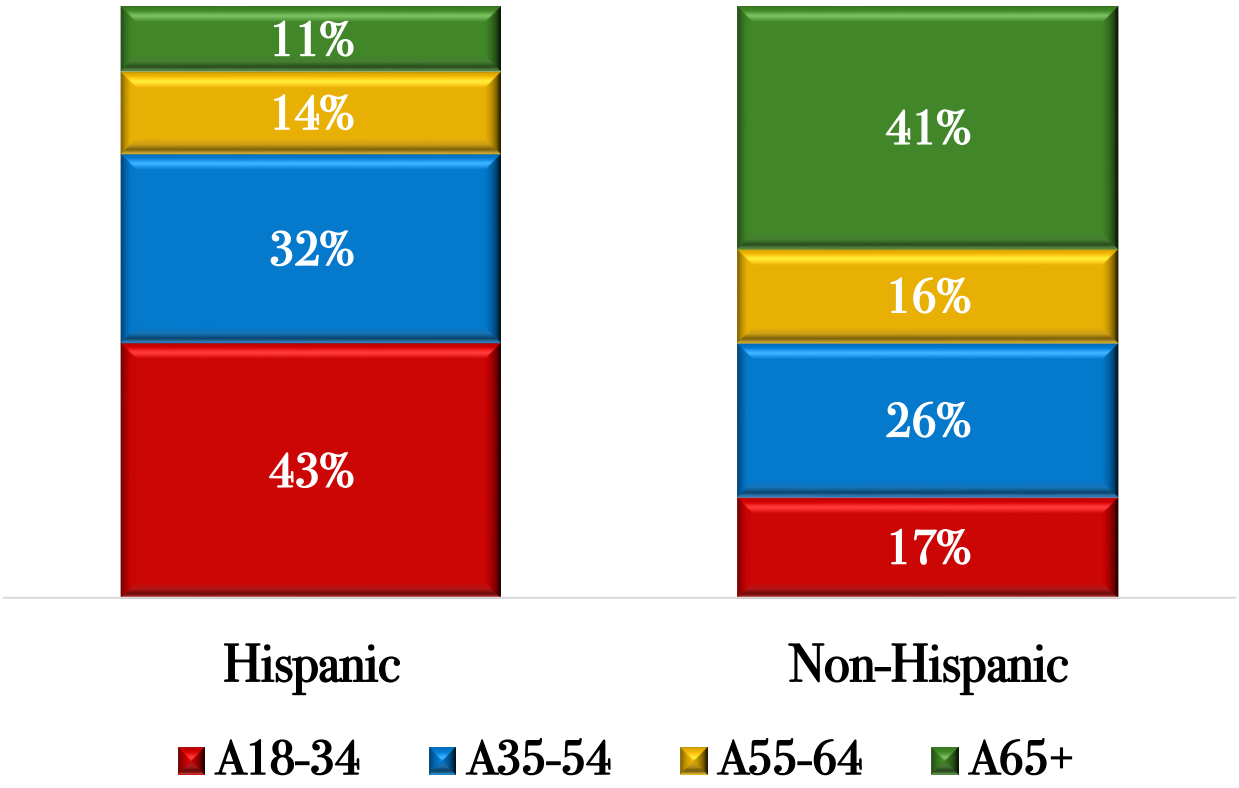
THAT TRANSLATES TO 267,475 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

VOTING

Tucson Area Hispanics Represent a Significantly Younger Voice at Election Time

Age Demographics of Registered Voters in the Tucson Area



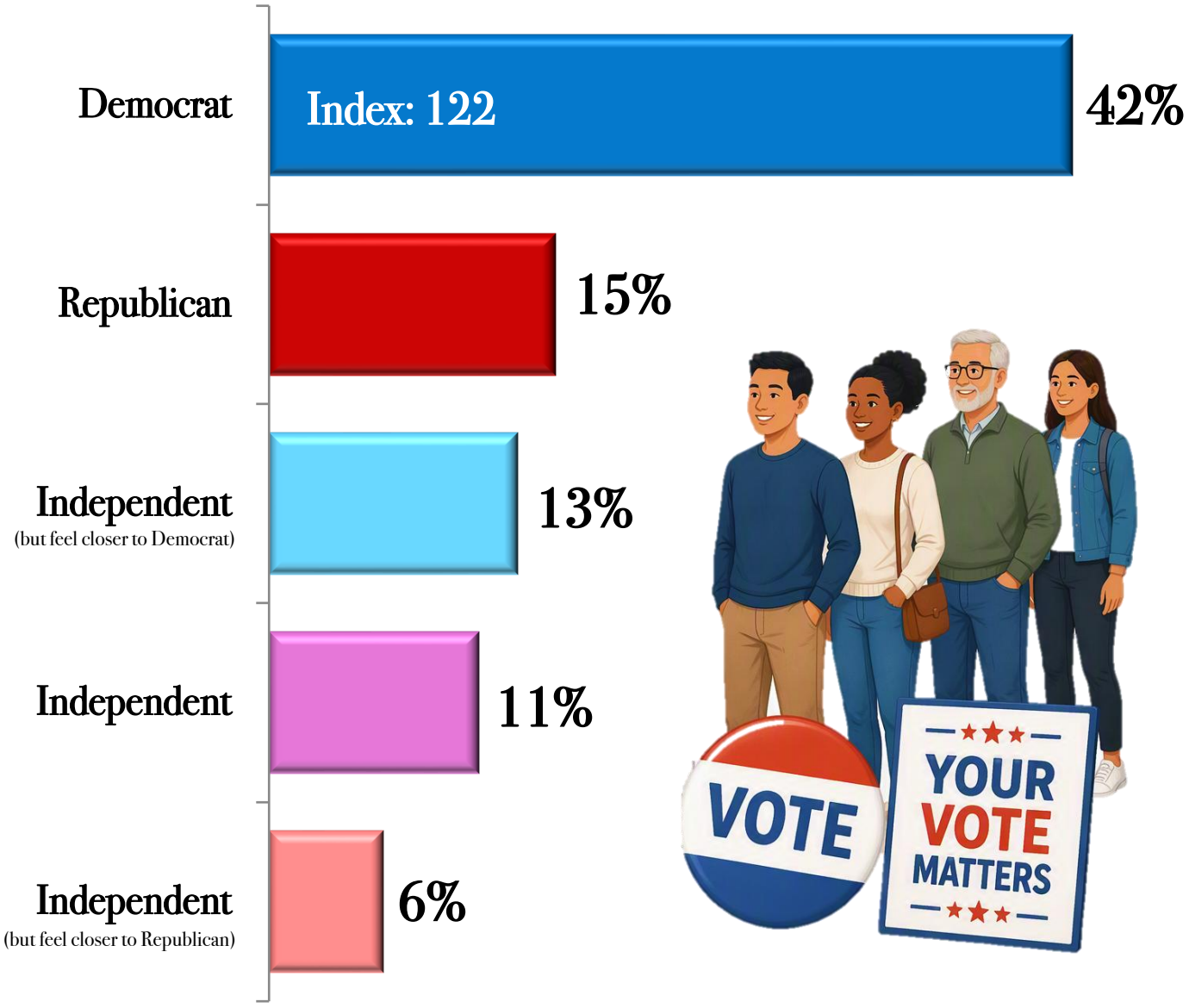


Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

VOTING

Tucson Area Hispanics Are More Likely to be Registered Democrats

Political Party Affiliation Among Hispanics Registered to Vote

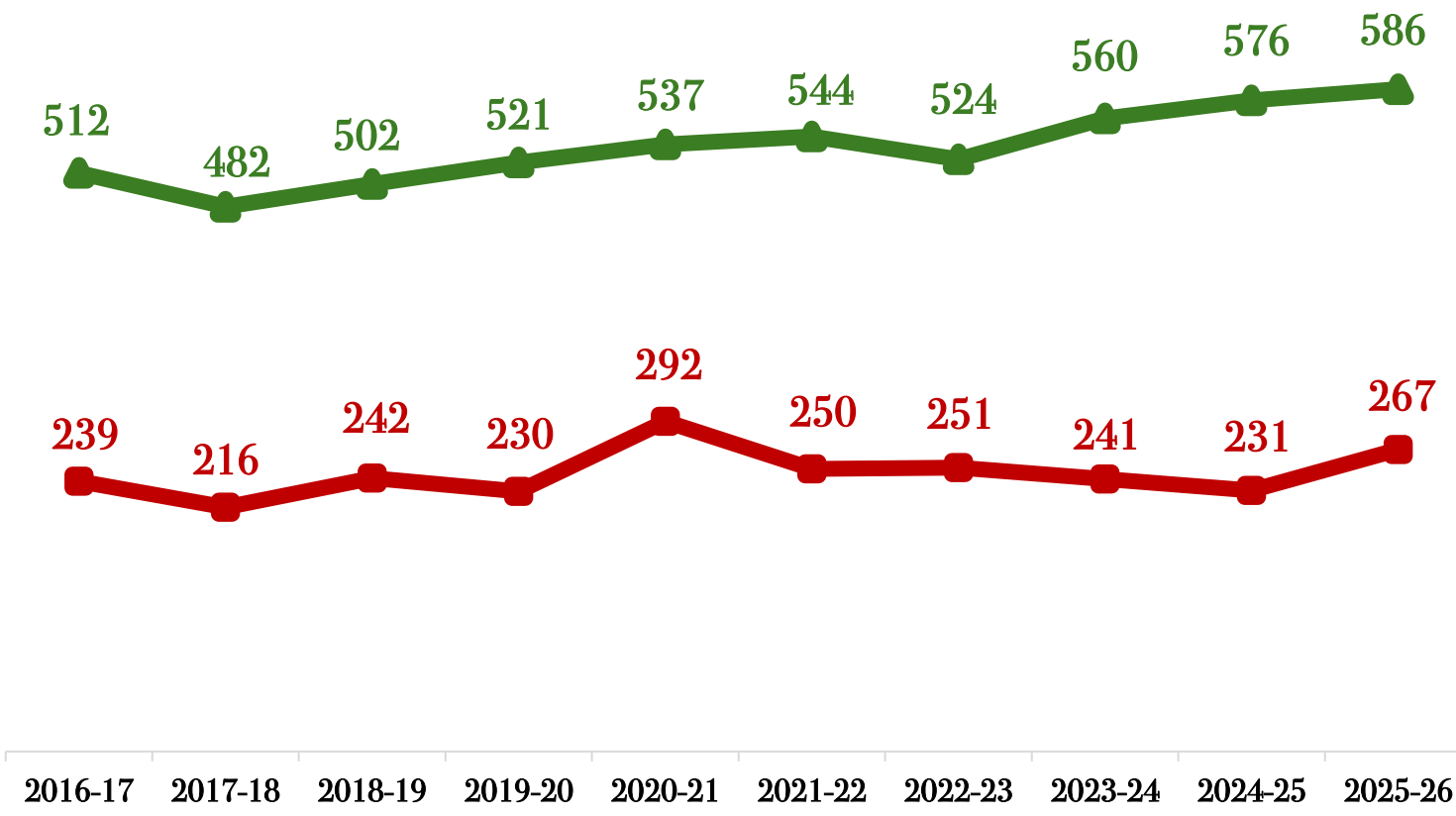


Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

VOTING

Tucson Area Hispanic Registered Voters Have Grown in the Past 10 Years

Adults Who Are Registered to Vote in Their District of Residence (000's)



In the Past 10 Years, Tucson Area Hispanics Who Are Registered to Vote Have Grown 12%

Source: Scarborough, 2017-2026 Release 1 (Jan 2016- Jan 2026) Tucson DMA Adults 18+

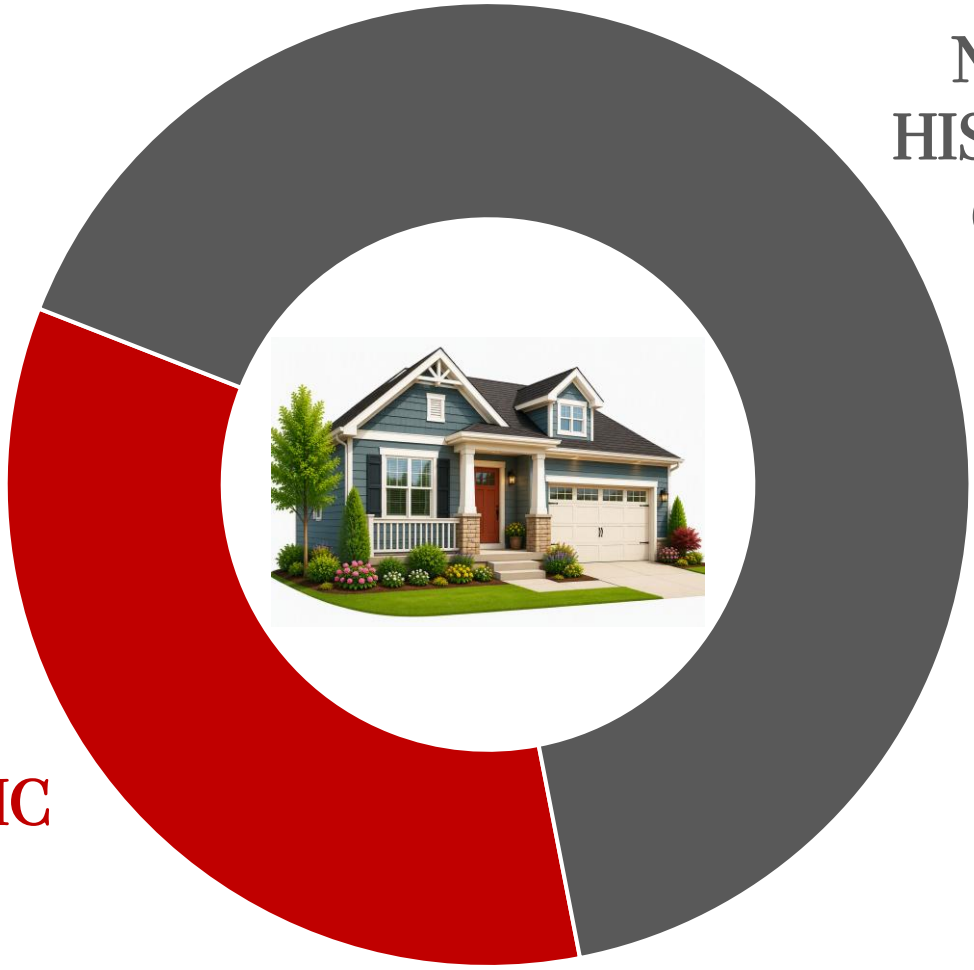


HOUSING

HOUSING

Home Ownership Among Tucson Area Hispanics is Strong

Adults in the Tucson Area Who Own Their Home



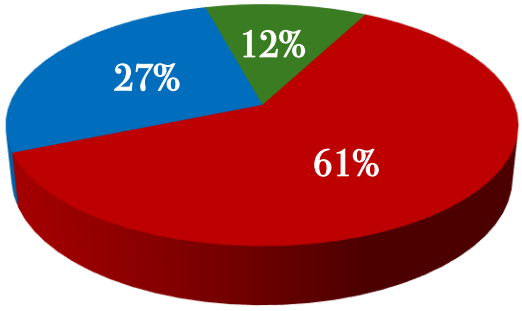
THAT TRANSLATES TO 219,886 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

HOUSING

Housing Summary Among Tucson Area Hispanics

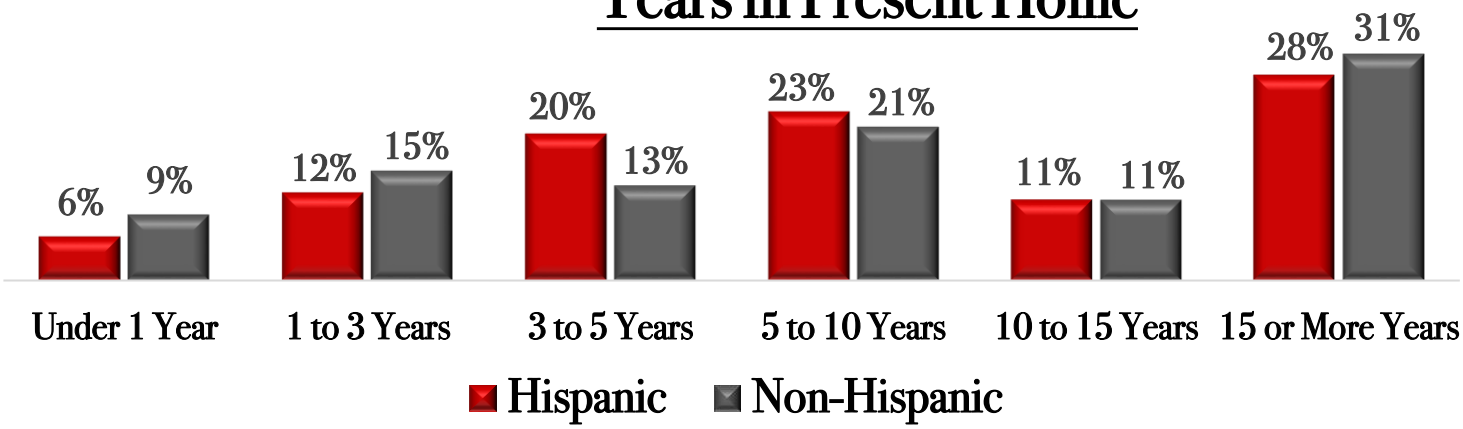
Home Ownership



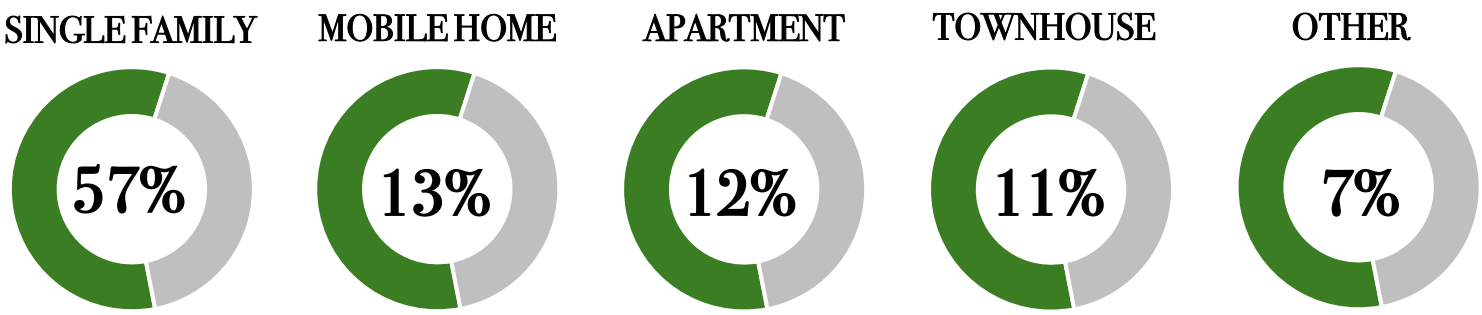
Own Rent Other



Years in Present Home



Type of Home

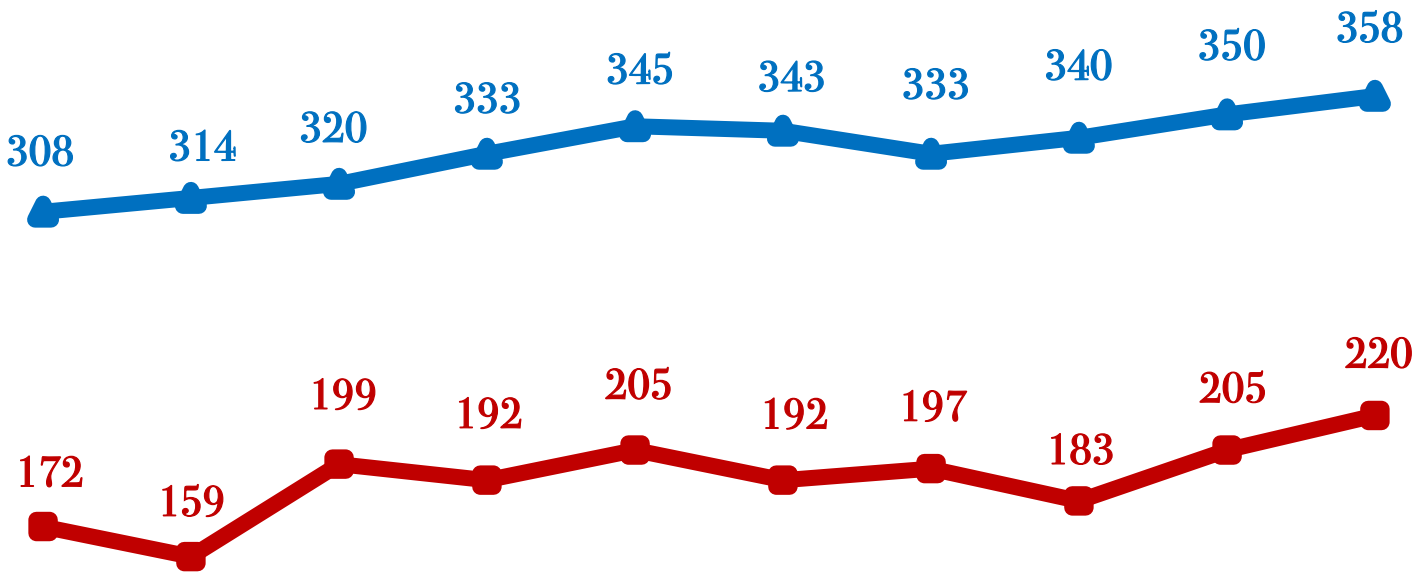


Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

HOUSING

Home Ownership Among Tucson Area Hispanics Continues to Grow

Adults Whose Households Own Their Residence (000's)



In the Past 10 Years, Home Ownership Among Tucson Area Hispanics Has Grown **28%**

Non-Hispanic: 16%

2016-17 2017-18 2018-19 2019-20 2020-21 2021-22 2022-23 2023-24 2024-25 2025-26

Non-Hispanic Hispanic

Source: Scarborough, 2017-2026 Release 1 (Jan 2016- Jan 2026) Tucson DMA Adults 18+

HOUSING

Home Value Growth Among Tucson Area Hispanics Keeps Pace With the Total Market

Average Market Value of Owned Home (000's)



Source: Scarborough, 2017-2026 Release 1 (Jan 2016- Jan 2026) Tucson DMA Adults 18+

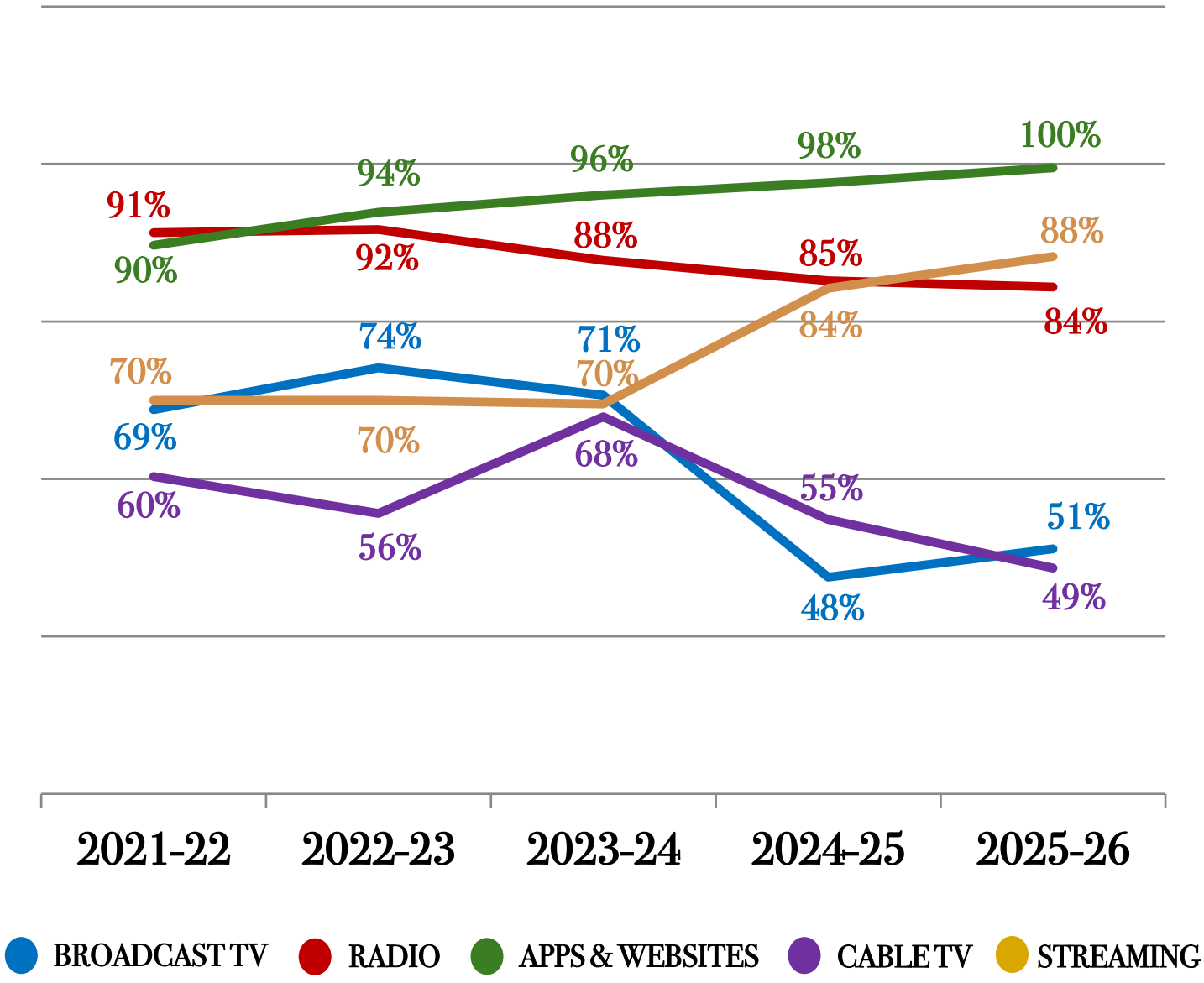


MEDIA & LANGUAGE

MEDIA & LANGUAGE

The Media Usage Among Tucson Area Hispanics is Changing Significantly

Share of Media Usage Among Tucson Area Hispanics

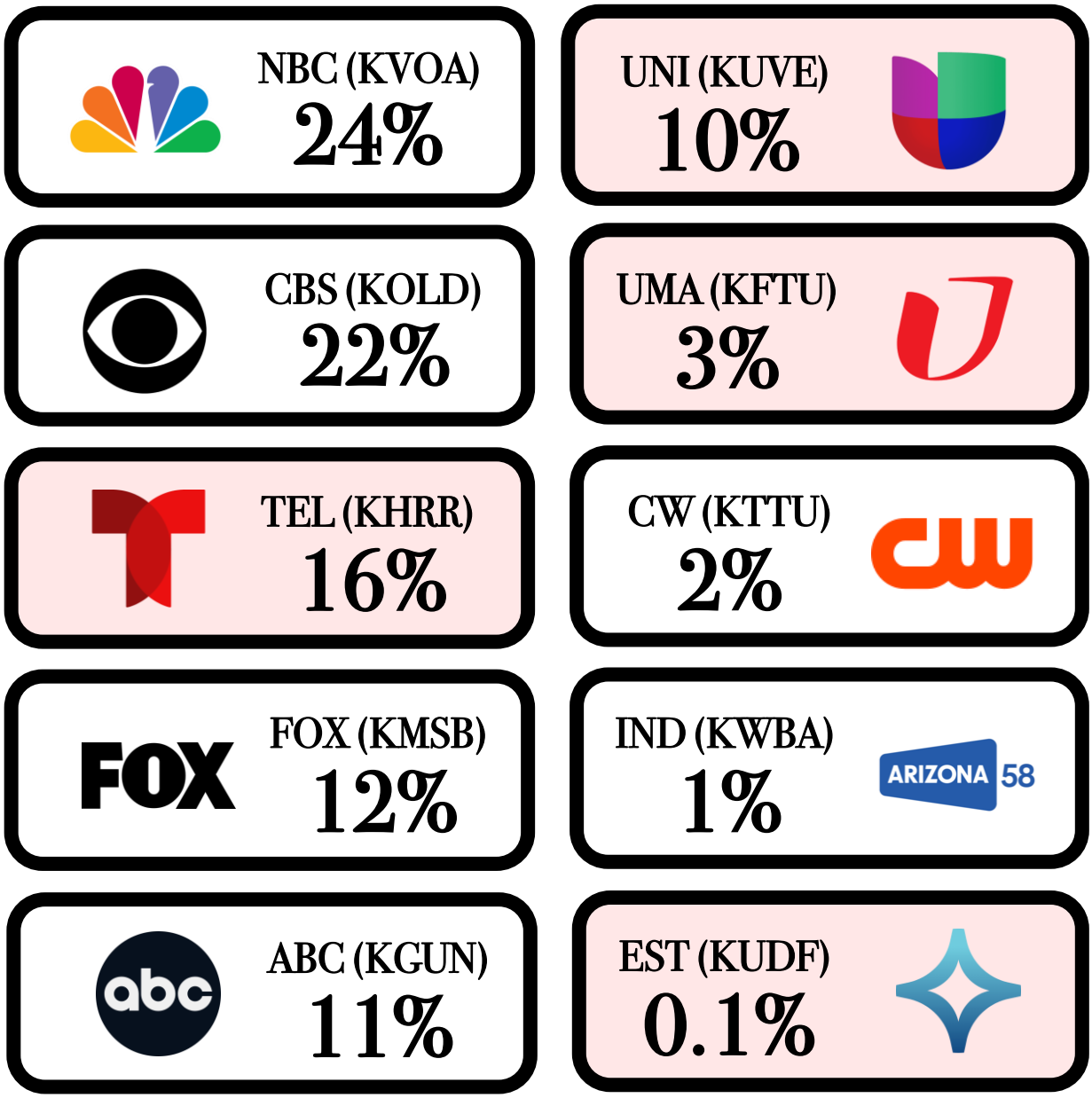


Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

MEDIA & LANGUAGE

Spanish-Language Television Captures a Large Share of Tucson Area Hispanics

Total Day (M-Su, 6a-2a) May 2026 Broadcast Share of Viewing Among Adults 18-49

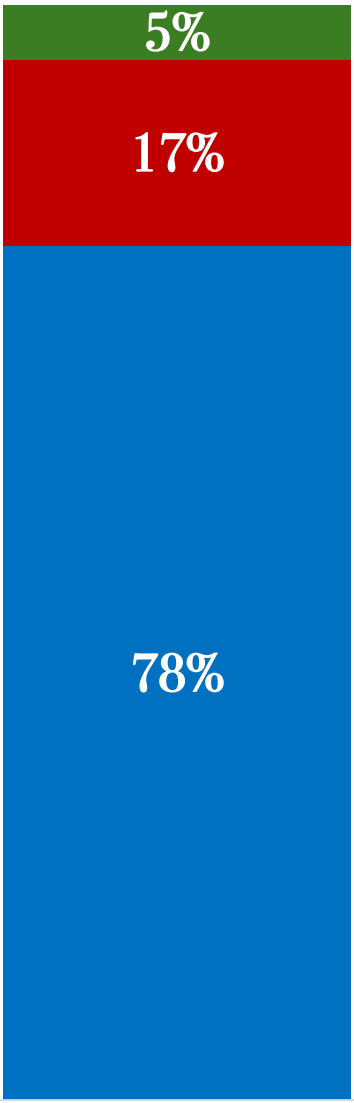


Source: Nielsen, NSI (Live+SD) May 2026 Total Day (M-Su, 6a-2a), Tucson DMA. Shares based on Average Impressions Among A18-49

MEDIA & LANGUAGE

Cox Communications Remains the Top Cable Provider in the Tucson Area

Cable Television Provider Share Among Hispanic Households That Subscribe



TOP CABLE NETWORKS AMONG HISPANICS (Watched in the Past 7 days)		
NETWORK	TOTAL HISPANICS	SHARE
ESPN	47,909	13%
HBO	41,915	12%
Disney Channel	34,686	10%
Paramount Network	32,877	9%
CNN	30,888	9%
FX	28,527	8%
History	28,242	8%
Discovery Channel	26,581	7%
FOX News Channel	26,126	7%
ESPN2	25,522	7%
Adult Swim	23,624	7%
A&E	22,621	6%
TBS	22,598	6%
TNT	21,854	6%
Hallmark Channel	21,026	6%

■ COX ■ Xfinity ■ Other

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

MEDIA & LANGUAGE

Tucson Area Hispanics Have an Eclectic Choice of Listening Preferences

Tucson Area Radio Station Total Hispanic Listeners (M-Su, 6a-12a)

Radio Station	Total Hispanics	% of Hispanics	Index
KRQQ FM	98,111	27%	167
KCMT FM	49,701	14%	235
KOHT FM	44,093	12%	183
KIIM FM	43,522	12%	93
KMXZ FM	38,984	11%	88
KSZR FM	34,988	10%	167
KLPX FM	34,042	10%	89
KHYT FM	31,602	9%	81
KTGV FM	28,332	8%	152
KHUD FM	26,292	7%	100

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

MEDIA & LANGUAGE

Newspaper Usage Remains Strong Among Tucson Area Hispanics

Share of Adults Who Have Read the Arizona Daily Star (Print Edition) or Have Used Tucson.com (E-Edition) in the Past 7 Days

Arizona Daily Star

tucson.com



Hispanic

38%

68,575 Readers/Users

Non-Hispanic

62%

109,886 Readers/Users

HISPANIC SHARE OF USAGE IN THE PAST 7 DAYS (BY EDITION)

DAILY	SUNDAY	TUCSON.COM
11%	14%	5%
39,601 Readers	49,177 Readers	17,008 Users

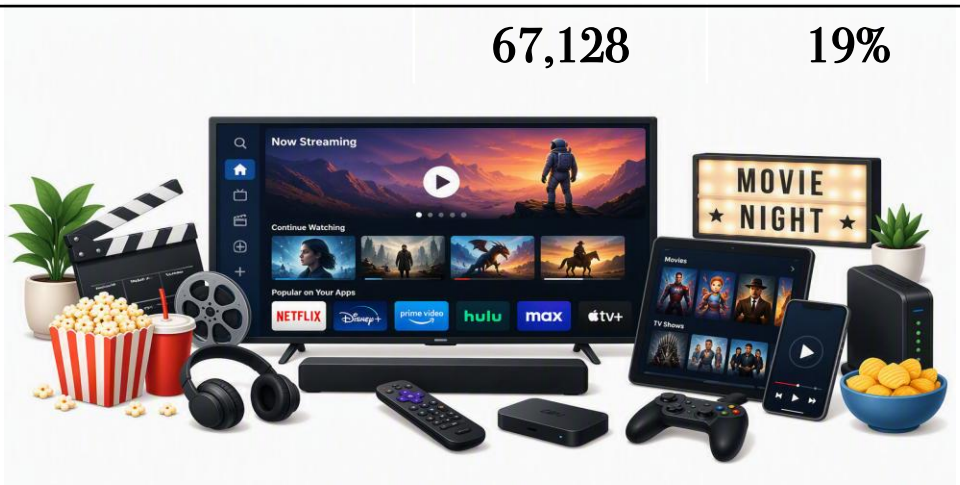
Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

MEDIA & LANGUAGE

Tucson Area Hispanics Are More Likely to Use Many Video Streaming Services

Video Streaming Services Used by Hispanics in the Past 30 Days

VIDEO STREAMING SERVICE USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Netflix	254,258	71%	113
Amazon Prime Video	190,679	53%	98
YouTube (free)	187,427	52%	105
Hulu/Hulu + Live TV	168,456	47%	109
Hulu	157,456	44%	112
Disney+	152,751	43%	122
Paramount+	120,031	34%	108
HBO Max	117,501	33%	116
Peacock	113,908	32%	118
Tubi	67,128	19%	101



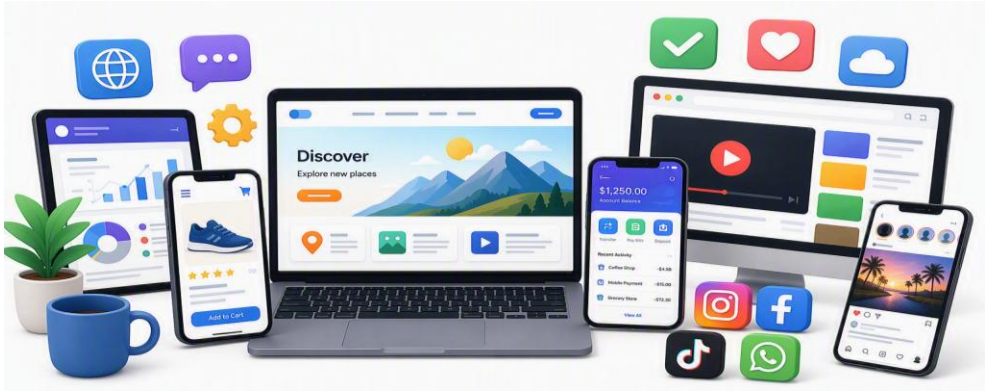
Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

MEDIA & LANGUAGE

Tucson Area Hispanics Are More Likely to Use Many Websites or Apps

Websites/Apps Used by Hispanics in the Past 30 Days

WEBSITES/APPS USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Google	292,336	82%	96
Facebook	249,564	70%	94
Google Maps	249,583	70%	100
Instagram	213,160	60%	115
TikTok	129,003	36%	139
WhatsApp	116,409	33%	157
Indeed	113,838	32%	144
eBay	111,356	31%	125
X (formerly Twitter)	96,359	27%	128
The Weather Channel	94,057	26%	87



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

MEDIA & LANGUAGE

Tucson Area Hispanics Are More Likely to Watch Many Television Programs

Type of TV Programs Watched by Hispanic Adults (Broadcast, Cable or Stream)

TELEVISION PROGRAMS WATCHED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Comedies	236,557	66%	108
Movies	224,633	63%	100
Dramas	176,206	49%	100
Documentaries	157,979	44%	97
Sports	129,780	36%	96
Food/cooking shows	122,085	34%	102
Mystery/suspense/crime	111,622	31%	87
Game shows	94,523	26%	102
Science fiction	93,414	26%	97
Kids shows	90,667	25%	140

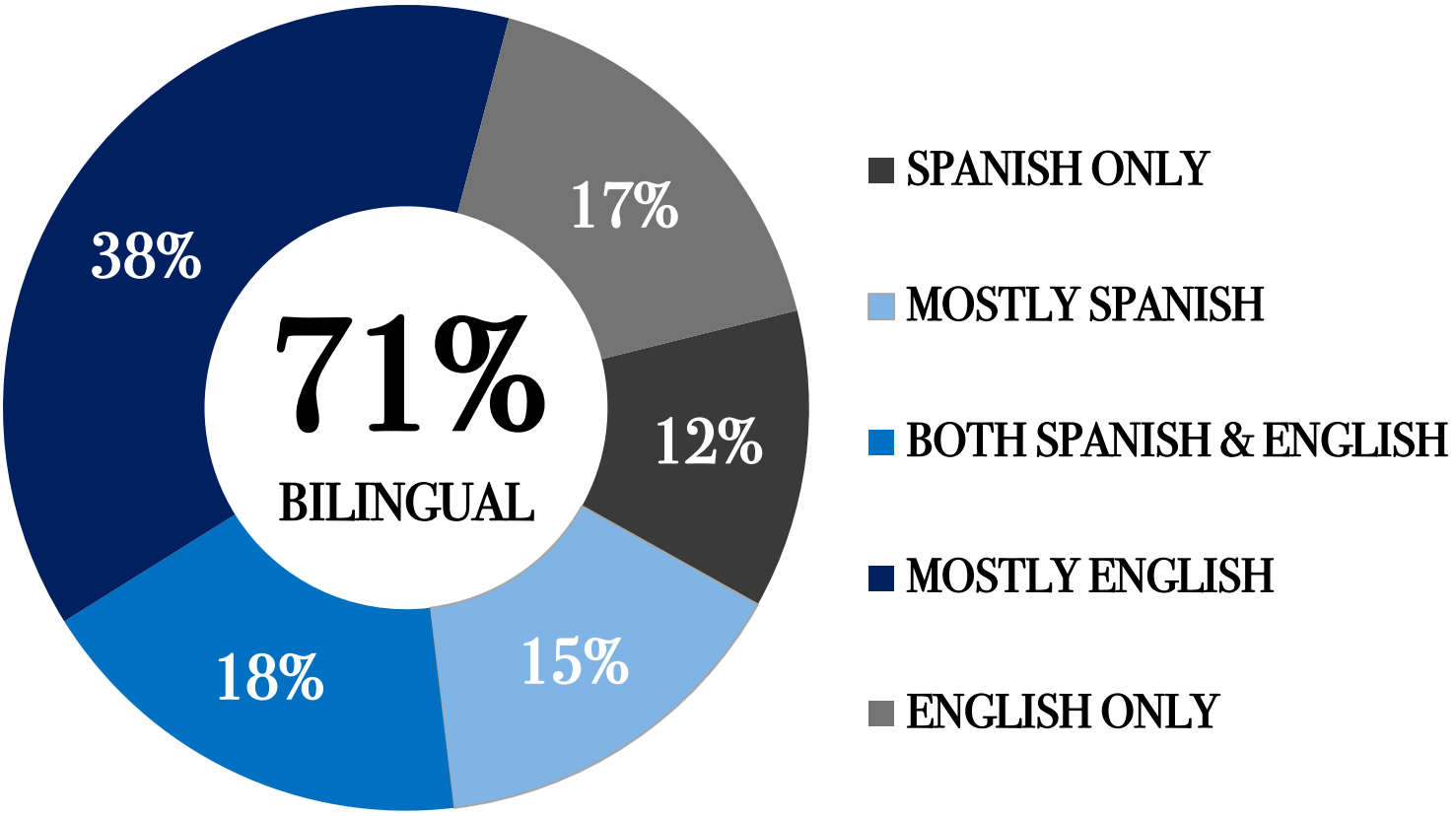


Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

MEDIA & LANGUAGE

Many Tucson Area Hispanics are Bilingual

2025-2026 Language Strata % Among Hispanic TV Households





Source: Nielsen 2025-2026 Universal Estimates
Bilingual Hispanics Defined as Speaking More Spanish than English, Spanish & English Equally or More English than Spanish



AUTOMOTIVE

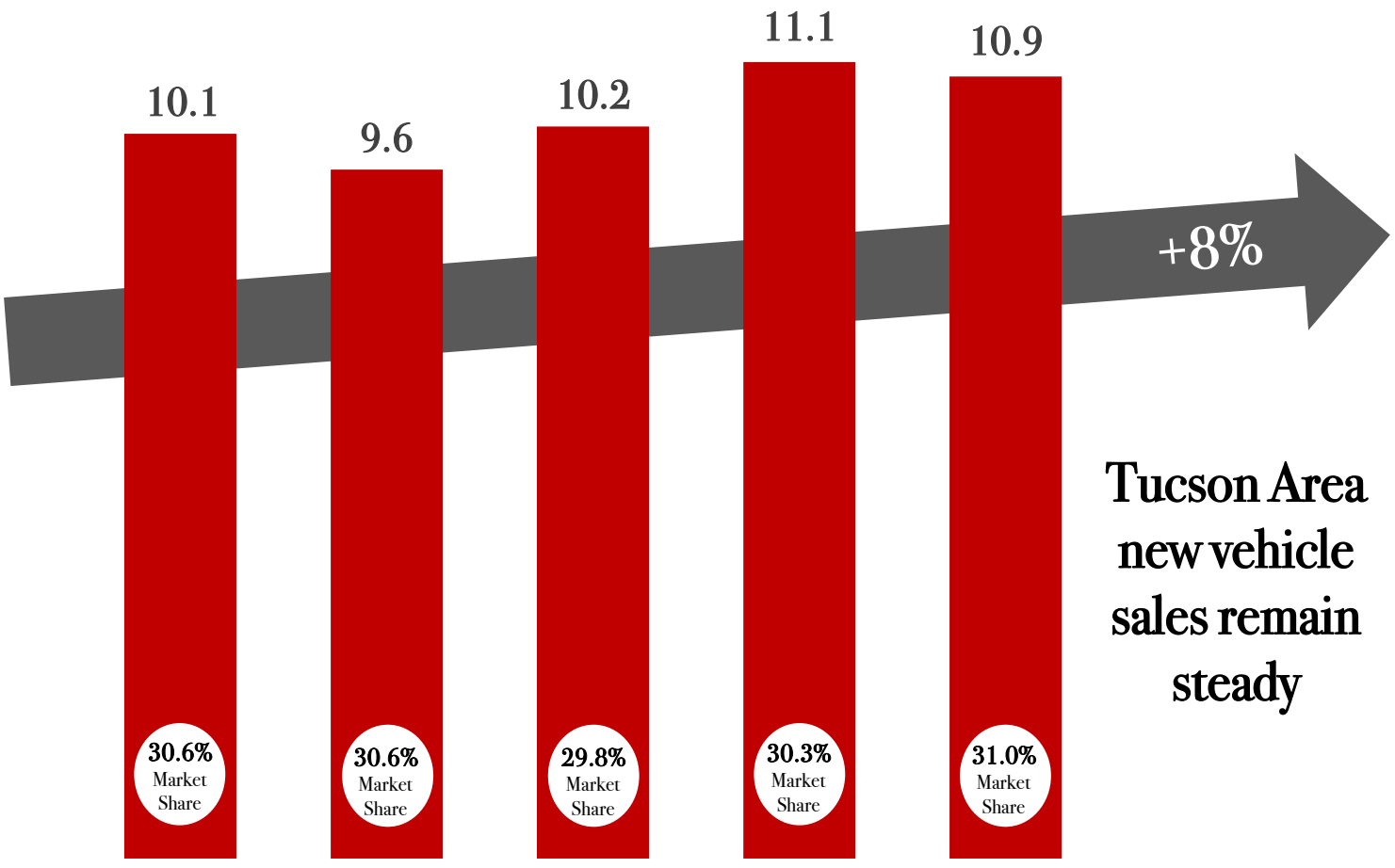
AUTOMOTIVE

The Tucson Area Hispanic Share of New Vehicle Sales Has Grown

Hispanic New Vehicle Total Sales Trends & Growth

Tucson Total Non-Hispanic New Vehicle Units Sold (May 22 RYTD-May 26 RYTD) 000's

May 22 (RYTD)	May 23 (RYTD)	May 24 (RYTD)	May 25 (RYTD)	May 26 (RYTD)	4 Year Diff %
23.0	21.8	24.0	25.5	24.4	+6%



Tucson Area new vehicle sales remain steady

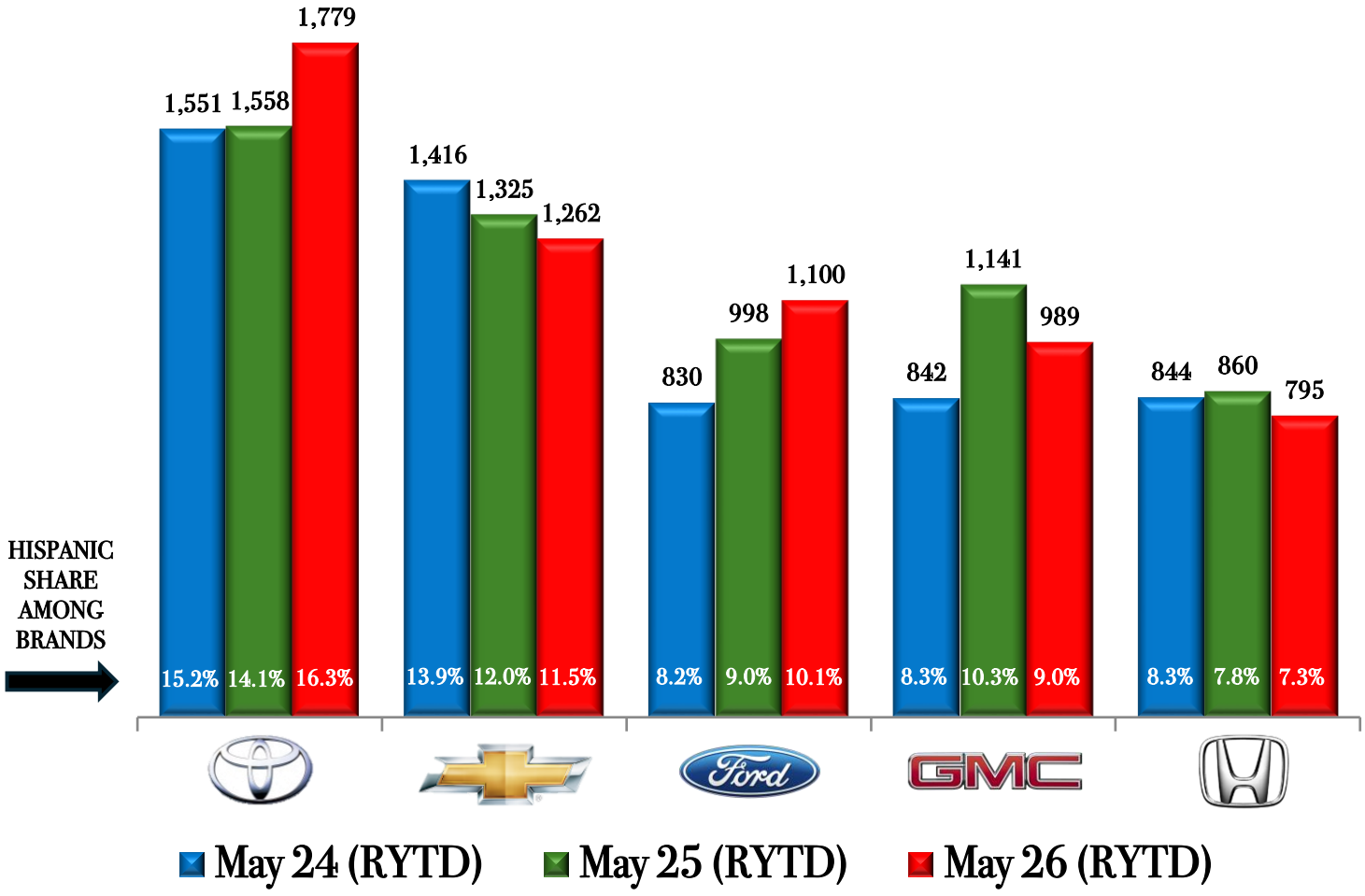
Tucson Total Hispanic New Vehicle Units Sold (May 22 RYTD-May 26 RYTD) 000's

Source: S&P Global Mobility Catalyst for Insight New Vehicle Personal Registrations (includes Leases), Enhanced Ethic Data. May 2022-2026 (RYTD), Tucson DMA

AUTOMOTIVE

Sales Among the Top Five Hispanic New Auto Brands Are Growing

Hispanic Automotive Year-to-Year Sales Trends (May 24 RYTD-May 26 RYTD)



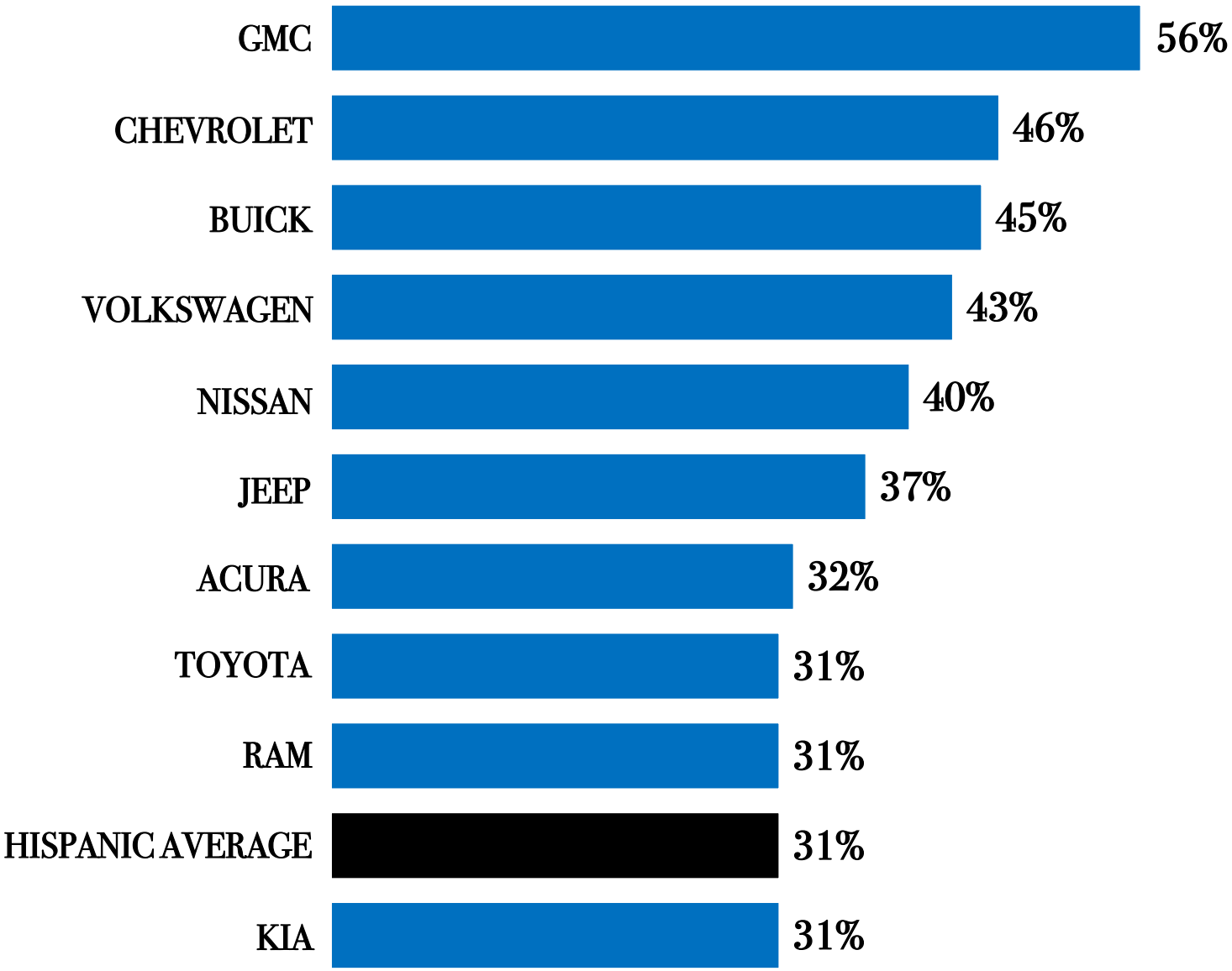


Source: S&P Global Mobility Catalyst for Insight New Vehicle Personal Registrations (includes Leases), Enhanced Ethic Data. May 2024-2026 (RYTD), Tucson DMA

AUTOMOTIVE

The Hispanic Share of New Cars Sold to Tucson Area Hispanics is Strong

Hispanic Share of New Vehicle Sales Among Brands



Source: S&P Global Mobility Catalyst for Insight New Vehicle Personal Registrations (includes Leases), Enhanced Ethic Data. May 2026 (RYTD), Tucson DMA

AUTOMOTIVE

Tucson Area Hispanics Are More Likely to Be in the Market for a Used Vehicle

Index (Likeliness) of Hispanics Purchasing a Used Vehicle in the Next 12 Months

Index: 118

Non-Hispanic Index: 90

Hispanic Households Are More Likely Than Non-Hispanic Households, To Be in the Market for a Used Vehicle in the Next 12 Months



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

AUTOMOTIVE

Tucson Area Hispanics Are More Likely to Receive Many Automotive Services

Auto Repair/Service (Paid Labor) Hispanic Households Had Done in the Past 12 Months

AUTO REPAIR/SERVICE RECEIVED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Oil filter/oil change	140,640	39%	82
New tires	139,569	39%	95
Car battery	63,074	18%	96
Tune-up/spark plugs	32,390	9%	106
Auto glass replacement/repair	27,065	8%	114
Brake repair	26,460	7%	69
Anti-freeze/coolant	23,013	6%	75
Other car repair	20,990	6%	56
Shocks/struts	19,209	5%	99
Paint/body work	15,626	4%	129



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

AUTOMOTIVE

Many Auto Repair/Service Stores Are Popular Among Tucson Area Hispanics

Auto Repair/Stores Shopped by Hispanics in the Past 12 Months

AUTO REPAIR/STORES SHOPPED	TOTAL HISPANICS	% OF HISPANICS	INDEX
AutoZone	170,386	48%	131
O'Reilly Auto Parts	69,716	20%	97
Walmart	69,416	19%	115
Discount Tire Co.	55,395	16%	83
Auto dealership	36,480	10%	85
Costco	35,025	10%	84
Big O Tires	30,944	9%	123
Other store	30,685	9%	68
NAPA Auto Parts	18,428	5%	114
Advance Auto Parts	14,606	4%	90



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

AUTOMOTIVE

Tucson Area Hispanics Use Many Auto Insurance Providers

Auto Insurance Providers Used by Hispanic Households

AUTO INSURANCE PROVIDER USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Progressive	85,102	24%	112
GEICO	47,653	13%	106
Allstate	33,446	9%	130
Other provider	33,347	9%	97
State Farm	32,027	9%	53
Farmers Insurance Group	17,015	5%	93
AAA Insurance	15,939	5%	95
USAA	12,167	3%	41
American Family Insurance	9,577	3%	89
Liberty Mutual	6,729	2%	84



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+



BANKING & FINANCE



A hometown favorite.

Supporting the local community for more than 74 years.

Hughes shares your passion for the community—it's why we created a suite of exclusive, locally-inspired debit card designs. Choose your favorite and pair it with a free checking account that earns dividends with no monthly fees, no minimum balance, and convenient 24/7 online and mobile banking.

HughesFCU.org/Debit

We take you further.

Hughes
Federal Credit Union

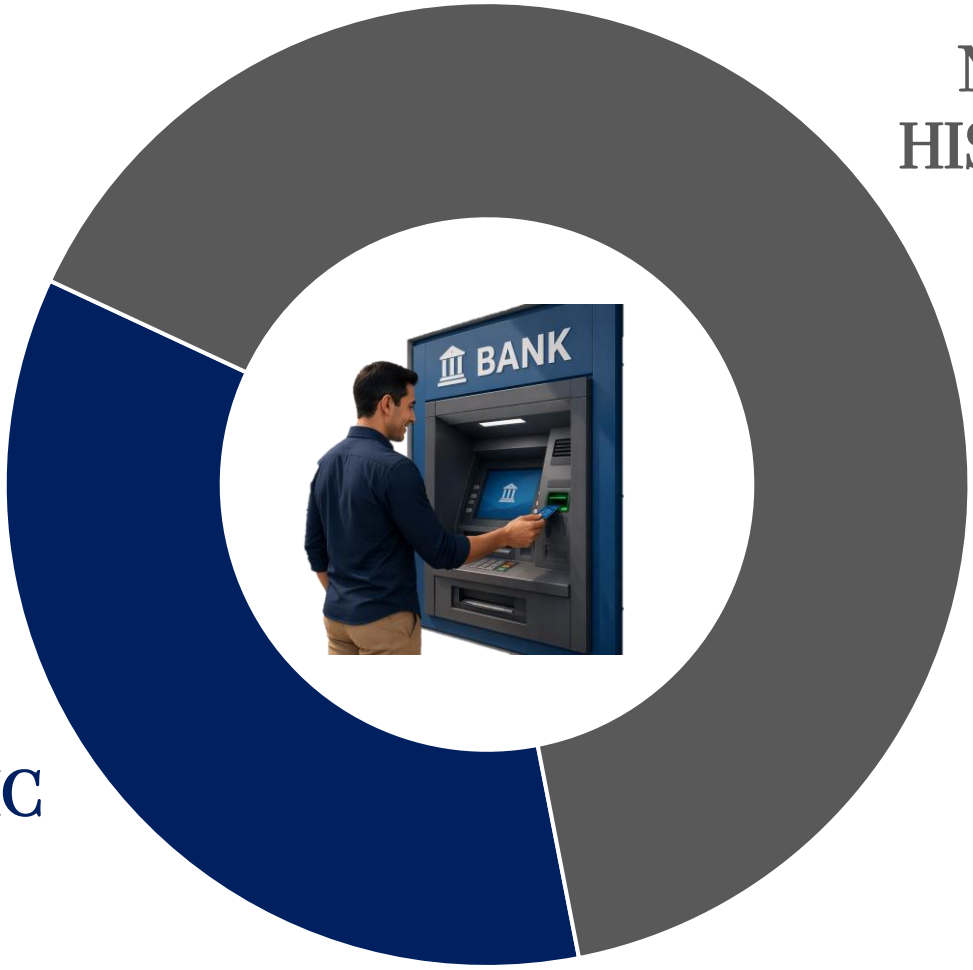
HughesFCU.org
520-794-8341

Insured by NCUA. Certain restrictions apply.

BANKING & FINANCE

Many Tucson Area Hispanics Are Members of a Bank or Credit Union

Adults Whose Households Use a Bank or Credit Union



THAT TRANSLATES TO 340,717 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

BANKING & FINANCE

Local Banks and Credit Unions Are Popular Among Tucson Area Hispanics

Banks/Credit Unions Used by Hispanic Households

BANK/CREDIT UNION USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Chase	132,820	37%	104
Wells Fargo	92,165	26%	106
Bank of America	88,677	25%	110
Other credit union	46,119	13%	77
Vantage West Credit Union	45,438	13%	105
Other bank	42,278	12%	75
Hughes Federal Credit Union	24,675	7%	73
Pima Federal Credit Union	24,378	7%	115
Tucson Federal Credit Union	24,103	7%	105
PNC Bank	17,032	5%	90



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

BANKING & FINANCE

Many Tucson Area Hispanics Take Advantage of Financial Services

Financial Services Used by Hispanic Households

FINANCIAL SERVICES USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Debit or ATM card	292,264	82%	98
Checking account	267,893	75%	88
Savings account	229,846	64%	87
Credit card	183,717	51%	78
Mobile banking	102,328	29%	75
Online banking	97,506	27%	61
Home mortgage	73,412	21%	84
Online bill paying	71,611	20%	53
Auto loan	68,740	19%	97
Student loan	31,518	9%	108



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

BANKING & FINANCE

Professional Service Providers Have Room to Grow with Tucson Area Hispanics

Professional Services Used by Hispanic Households in the Past 12 Months

PROFESSIONAL SERVICES USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Tax preparation service	46,841	13%	69
Financial planner	28,160	8%	52
Online investing/stock trading	22,282	6%	52
Wire transfer	14,928	4%	93
Accountant	13,994	4%	53
Local insurance agent	7,755	2%	30
Real estate agent	7,553	2%	74
Estate planning	6,691	2%	45
Other attorney	6,685	2%	57
Personal injury attorney	5,554	2%	110



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

BANKING & FINANCE

Many Tucson Area Hispanics Are in Need of Homeowners/Renters Insurance

Homeowners/Renters Insurance Providers Used by Hispanic Households

INSURANCE PROVIDER USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Other provider	40,326	11%	85
State Farm	30,217	9%	57
Progressive	28,974	8%	92
Allstate	25,026	7%	93
GEICO	21,913	6%	119
American Family Insurance	19,158	5%	132
Farmers Insurance Group	14,675	4%	71
AAA Insurance	14,276	4%	109
USAA	11,410	3%	45
None	132,671	37%	157



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

BANKING & FINANCE

Tucson Area Hispanics Use Many Different Mobile Payment Services

Mobile Payment Services Used by Hispanics in the Past 3 Months

MOBILE PAYMENT SERVICE USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Zelle	187,720	53%	133
PayPal	186,968	52%	110
Cash App	132,478	37%	156
Venmo	111,584	31%	82
Apple Pay	101,241	28%	100
Google Pay	91,449	26%	115
Samsung Wallet	53,770	15%	198
Facebook Messenger	42,316	12%	134
Amazon Pay	38,778	11%	108
Other mobile payment service	15,267	4%	91



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

BANKING & FINANCE

Investment Providers Have Room to Grow with Tucson Area Hispanics

Investments That Hispanic Households Use

INVESTMENTS USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
401k plan	115,013	32%	88
IRA (Individual Retirement Account)	67,655	19%	59
Stocks or stock options	50,334	14%	60
Other security or investment	29,423	8%	67
Money market funds	20,135	6%	48
Mutual funds	20,119	6%	39
Second home/real estate property	13,230	4%	53
Bonds	12,073	3%	42
529 plan/college savings plan	8,102	2%	43



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+



GROCERY & FOOD

GROCERY & FOOD

Tucson Area Hispanics Represent a Significant Share of Grocery Shoppers

Adults Whose Households Have Shopped for Groceries in the Past 7 Days



THAT TRANSLATES TO 346,505 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

GROCERY & FOOD

Tucson Area Hispanics Are More Likely to Spend More on Their Weekly Groceries

Average Amount Hispanic Households Spent on Groceries in the Past 7 Days

$218.95

Non-Hispanic: $198.96



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

GROCERY & FOOD

Grocery Stores Compete for Business Among Tucson Area Hispanics

Grocery Stores Shopped by Hispanic Households in the Past 7 Days

GROCERY STORES SHOPPED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Walmart Supercenter	192,079	54%	113
Fry's - Fry's Marketplace	173,632	49%	93
Safeway	137,879	39%	93
Costco	126,792	36%	95
Food City	125,609	35%	180
Walmart Neighborhood Market	89,568	25%	119
Target/SuperTarget	51,899	15%	119
Sam's Club	49,510	14%	125
Sprouts	40,037	11%	85
Albertsons	39,713	11%	81



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

GROCERY & FOOD

Tucson Area Hispanics Are More Likely to Purchase Many Different Food Items

Food Products Used by Hispanic Households in the Past 7 Days

FOOD PRODUCTS PURCHASED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Fruits or vegetables	308,829	86%	102
Fresh meat	272,365	76%	102
Coffee	267,710	75%	109
Tortillas	253,844	71%	125
Packaged meat	212,923	60%	96
Ice cream, frozen juice bars, etc.	209,063	59%	98
Yogurt (not frozen)	198,377	56%	100
Candy	194,607	54%	93
Pretzels, chips, popcorn	177,875	50%	84
Nuts	176,542	49%	96



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

GROCERY & FOOD

Tucson Area Hispanics Consume Many Different Non-Alcoholic Beverages

Beverages Consumed by Hispanics in the Past 7 Days

BEVERAGES CONSUMED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Regular Soda	246,129	69%	119
Bottled Water	235,047	66%	111
Fruit Juice	167,434	47%	113
Orange Juice	166,146	47%	123
Sports Drinks	156,869	44%	120
Bottled/Canned Tea	146,980	41%	123
Diet Soda	127,940	36%	99
Energy Drinks	116,350	33%	127



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

GROCERY & FOOD

Tucson Area Hispanics Consume Different Types of Alcoholic Beverages

Types of Alcoholic Beverages Drank by Hispanics in the Past 30 Days

ALCOHOLIC BEVRAGES CONSUMED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Domestic/imported beer	170,094	48%	98
Wine	145,313	41%	87
Liquor (spirits)	142,794	40%	93
Hard seltzer	95,756	27%	148
Hard lemonade/tea	46,091	13%	141
Microbrew/craft beer	33,536	9%	67
Canned cocktails	30,596	9%	140
Hard cider	23,038	6%	103
Non-alcoholic beer	13,701	4%	86
Wine coolers	11,635	3%	86



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

GROCERY & FOOD

Tucson Area Hispanics Are Likely to Purchase Many Convenience Store Items

Convenience Store Items Purchased by Hispanics in the Past 7 Days

CONVENIENCE ITEMS PURCHASED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Gasoline	216,506	61%	122
Snacks-candy	135,209	38%	150
Beverage (Non-alcoholic)	95,344	27%	113
Other Food	58,716	16%	132
Lottery Tickets	48,119	14%	144
Alcohol	48,052	13%	167
Cigarettes-tobacco	34,389	10%	118
Other Item	16,320	5%	145



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

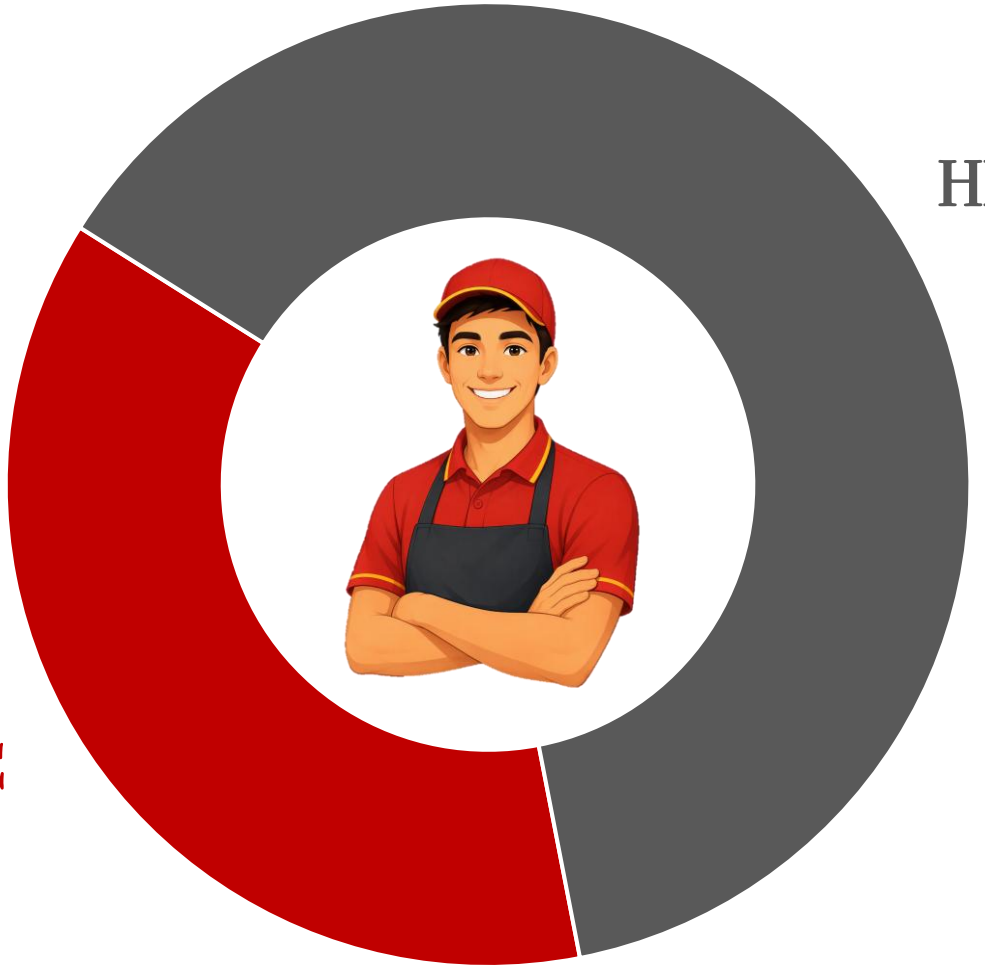


RESTAURANT

RESTAURANT

A Large Share of Tucson Area Hispanics Dine at Quick Service Restaurants

Adults Who Have Dined at a Quick Service Restaurant in the Past 30 Days



THAT TRANSLATES TO 304,053 HISPANICS

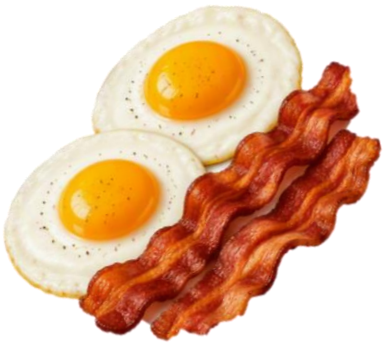
Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

RESTAURANT

Quick Service Restaurants Are Popular Among Tucson Area Hispanics

Share of Hispanics Who Have Dined at a Quick Service Restaurant in the Past 30 Days

BREAKFAST



33%

Index: 135

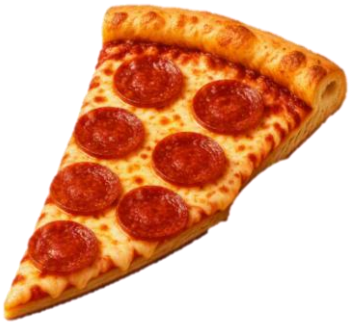
LUNCH



60%

Index: 110

DINNER



60%

Index: 105

Hispanics Are Over the Market Average When it Comes to Dining at Quick Service Restaurants for Breakfast, Lunch & Dinner

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

RESTAURANT

Tucson Area Hispanics Are More Likely to Use Quick Service Restaurants

Quick Service Restaurants Used by Hispanics in the Past 30 Days

Q;UICK SERVICE RESTAURANT USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
McDonald's	128,948	36%	119
In-N-Out Burger	87,833	25%	127
Chick-fil-A	76,686	21%	137
Little Caesars	68,223	19%	163
Taco Bell	66,267	19%	97
Starbucks	65,759	18%	114
Burger King	59,127	17%	118
Raising Cane's	52,229	15%	143
Jack in the box	51,412	14%	137
Chipotle	49,423	14%	121



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

RESTAURANT

Tucson Area Hispanics Use Quick Service Restaurants Frequently

Number of Times Hispanics Have Used Quick Service Restaurants in the Past 30 Days





Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

RESTAURANT

A Large Share of Tucson Area Hispanics Dine at Sit-Down Restaurants

Adults Who Have Dined at a Sit-Down Restaurant in the Past 30 Days



THAT TRANSLATES TO 245,516 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

RESTAURANT

Tucson Area Hispanics Are More Likely to Use Many Sit-Down Restaurants

Sit-Down Restaurants Used by Hispanics in the Past 30 Days

SIT-DOWN RESTAURANT USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Other sit-down restaurant	123,404	35%	87
Texas Roadhouse	39,005	11%	120
Olive Garden	30,038	8%	109
Denny's	29,685	8%	107
IHOP	28,888	8%	179
Chili's	28,698	8%	103
Buffalo Wild Wings	26,588	7%	168
The Cheesecake Factory	20,747	6%	167
Applebee's	13,705	4%	85
Oregano's	11,250	3%	135



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+



RETAIL SHOPPING

RETAIL SHOPPING

Tucson Area Hispanics Represent a Significant Share of Retail Store Shoppers

Adults Who Have Shopped at Any Retail Store in the Past 3 Months



THAT TRANSLATES TO 351,084 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

RETAIL SHOPPING

Retail Stores Compete for Business Among Tucson Area Hispanics

Retail Stores Shopped In-Store by Hispanics in the Past 3 Months

RETAIL STORE SHOPPED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Walmart	268,412	75%	98
Costco	172,787	48%	89
Target	169,011	47%	104
Dollar Tree	167,584	47%	107
The Home Depot	158,173	44%	89
Ross Dress For Less	126,494	35%	133
Bath & Body Works	106,584	30%	144
Family Dollar	106,343	30%	165
Lowe's	100,156	28%	74
Ace Hardware	95,399	27%	65



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

RETAIL SHOPPING

Tucson Area Hispanics Are More Likely to Shop at Many Types of Retail Stores

Types of Retail Stores Shopped by Hispanics in the Past 3 Months

TYPE OF RETAIL STORE SHOPPED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Clothing store	314,775	88%	103
Home accessory store	274,987	77%	104
Shoe store	250,880	70%	104
Hardware/lawn/garden store	221,411	62%	89
Pet supply store	218,313	61%	95
Game/toy store	185,213	52%	121
Office supply/service store	179,862	50%	102
Consumer electronic store	179,289	50%	94
Bookstore	155,269	43%	92
Sporting goods store	137,225	38%	123



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

RETAIL SHOPPING

Tucson Area Hispanics Have Many Shopping Malls to Choose From

Malls Shopped/Visited by Hispanics in the Past 3 Months

MALLS SHOPPED/VISITED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Tucson Mall	223,773	63%	126
Park Place	185,381	52%	125
Tucson Spectrum	168,799	47%	172
El Con Mall	142,345	40%	122
Tucson Premium Outlets	136,870	38%	148
La Encantada	68,704	19%	84
Foothills Mall	59,983	17%	97
Other shopping center or area	56,304	16%	85
Oro Valley Marketplace	27,478	8%	56
Casas Adobes Plaza	24,120	7%	68

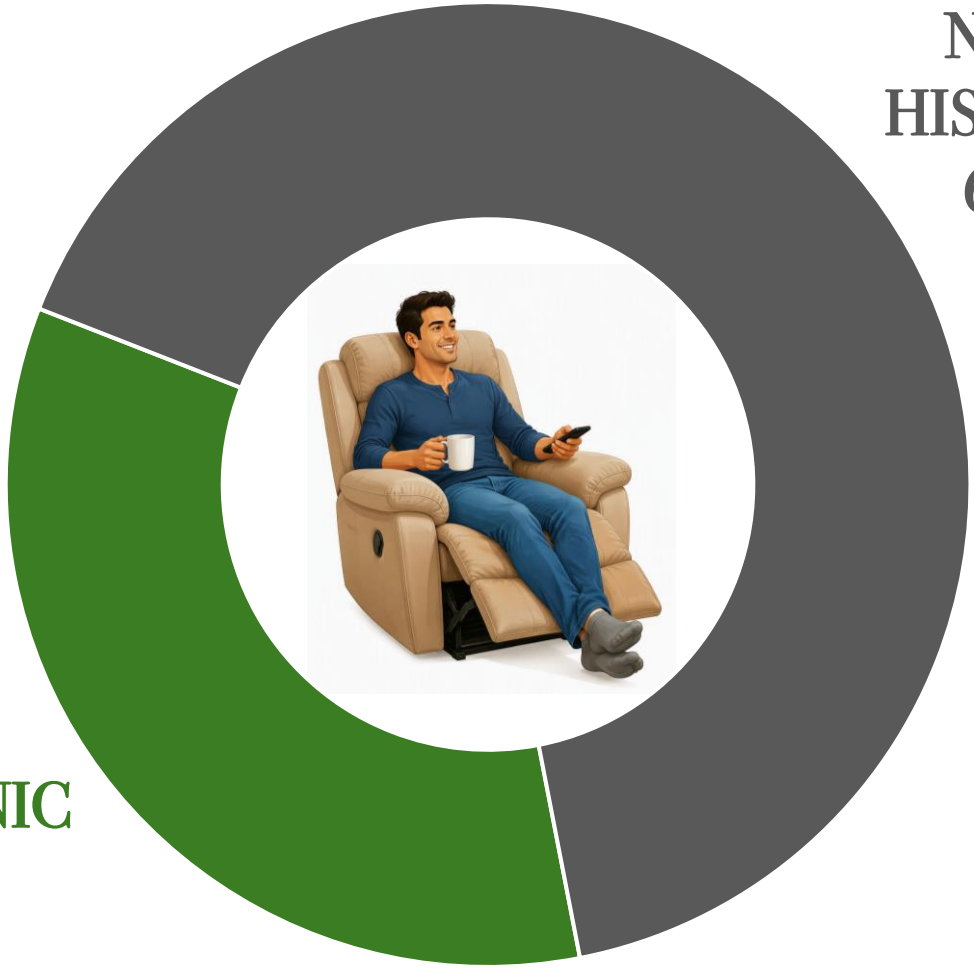


Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

RETAIL SHOPPING

A Large Share of Tucson Area Hispanics Shop For Furniture/Mattresses

Adults Whose Households Have Shopped
Any Furniture/Mattress Store in the Past 12 Months



THAT TRANSLATES TO 129,086 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

RETAIL SHOPPING

Tucson Area Hispanics Choose From Many Furniture/Mattress Stores

Furniture/Mattress Stores Shopped by Hispanics in the Past 12 Months

FURNITURE/MATTRESS STORE SHOPPED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Other store (Furniture)	40,625	11%	71
Costco (Furniture)	38,336	11%	93
Other store (Mattress)	28,600	8%	115
Ashley HomeStore (Furniture)	24,682	7%	98
Costco (Mattress)	13,687	4%	95
Mattress Firm	11,863	3%	85
Curacao (Furniture)	6,581	2%	123
JCPenney (Furniture)	5,286	2%	163
La-Z-Boy Furniture	4,714	1%	48
Curacao (Mattress)	4,362	1%	148



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

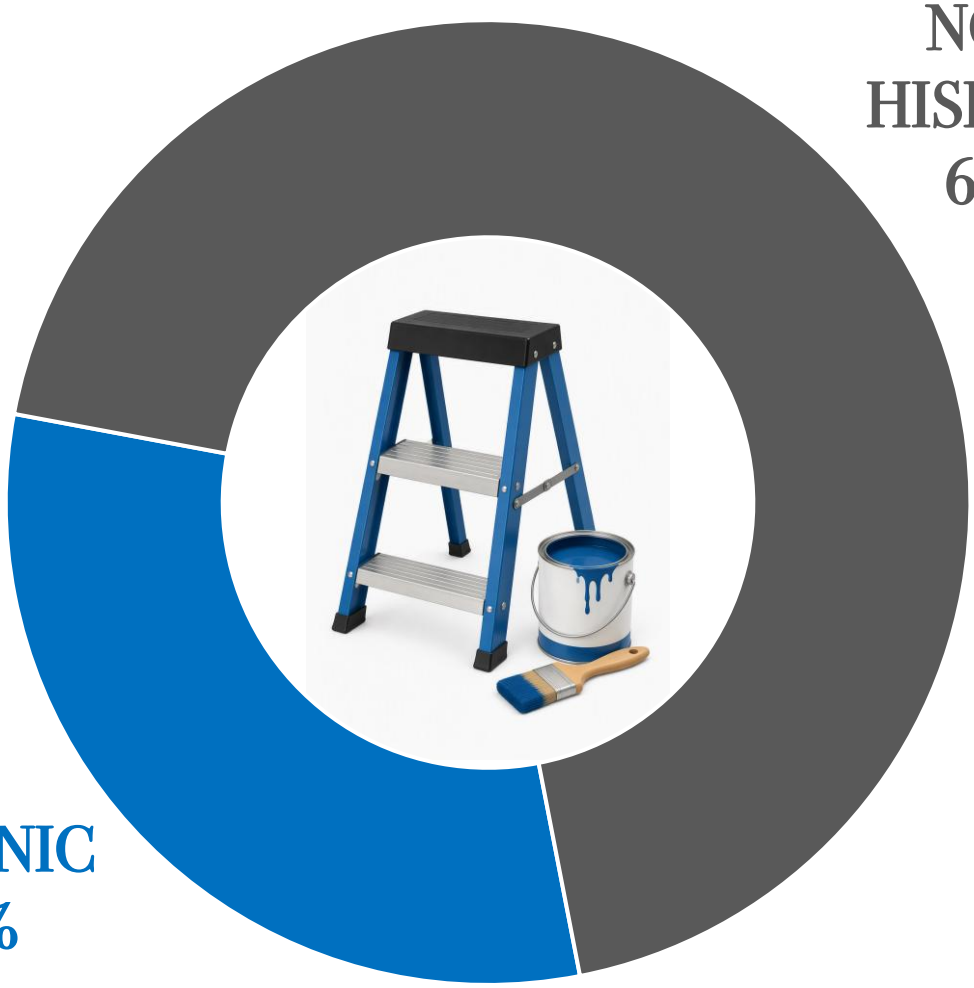


HOME IMPROVEMENT

HOME IMPROVEMENT

Tucson Area Hispanics Represent a Large Share of Adults Doing Home Improvement Projects

Adults Whose Households Have Done Home Improvements in the Past 12 Months



THAT TRANSLATES TO 132,034 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

HOME IMPROVEMENT

Tucson Area Hispanics Are More Likely to Do Many Home Improvement Projects

Home Improvements Done by Hispanic Households in the Past 12 Months

HOME IMPROVEMENT DONE	TOTAL HISPANICS	% OF HISPANICS	INDEX
Landscaping	52,292	15%	83
Interior paint or wallpaper	39,879	11%	108
Plumbing	31,263	9%	98
Remodel bathroom	27,309	8%	116
Other home improvement	24,198	7%	68
Heating or air conditioning	22,041	6%	82
Remodel kitchen	21,539	6%	166
Electrical/lighting	20,940	6%	81
Replace or repair roof	18,760	5%	73
Exterior paint	16,431	5%	62



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

HOME IMPROVEMENT

Tucson Area Hispanics Shop at Many Different Hardware/Lawn/Garden Stores

Hardware/Lawn/Garden Stores Shopped by Hispanics in the Past 12 Months

HARDWARE STORES SHOPPED	TOTAL HISPANICS	% OF HISPANICS	INDEX
The Home Depot	158,173	44%	89
Lowe's	100,156	28%	74
Ace Hardware	95,399	27%	65
Walmart	81,593	23%	102
Harbor Freight Tools	58,541	16%	86
Other store	17,580	5%	97
Target	11,867	3%	82
Sherwin-Williams	5,625	2%	66
Mesquite Valley Growers Nursery	3,362	1%	26
Tucson Window & Door	2,082	1%	88



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

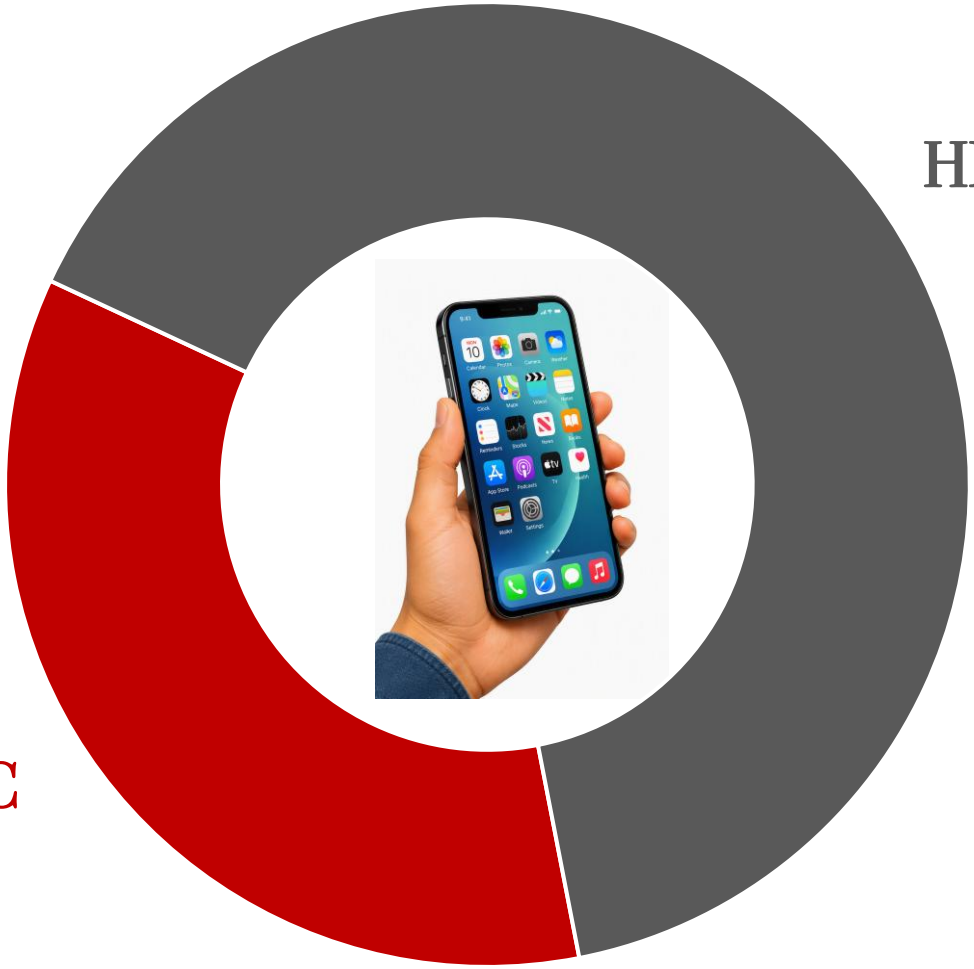


WIRELESS TELEPHONE

WIRELESS TELEPHONE

Tucson Area Hispanics Represent a Large Share of Wireless Telephone Users

Adults Who Use a Wireless Telephone Service



THAT TRANSLATES TO 348,957 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

WIRELESS TELEPHONE

Tucson Area Hispanics Choose From Many Wireless Telephone Providers

Wireless/Cell Phone Providers Used by Hispanics

CELL PHONE PROVIDER USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
T-Mobile	112,114	31%	126
Verizon Wireless	93,246	26%	87
Cricket	46,499	13%	178
AT&T	34,090	10%	69
Other carrier	24,231	7%	69
Metro by T-Mobile	18,564	5%	196
Boost Mobile	10,320	3%	179
Straight Talk	8,170	2%	94
Google Fi	6,391	2%	174
Mint Mobile	6,014	2%	67



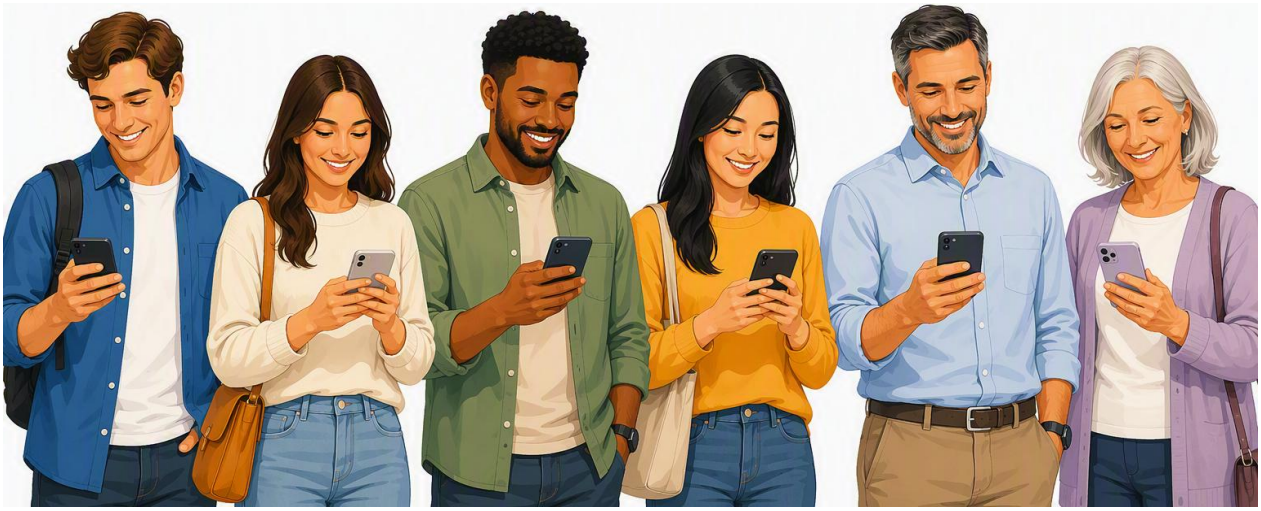
Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

WIRELESS TELEPHONE

Tucson Area Hispanics Choose From Many Wireless Telephone Brands

Wireless/Cell Phone Brand Providers Used by Hispanics

CELL PHONE BRAND USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Apple (iPhone)	191,127	54%	107
Samsung	113,122	32%	99
Motorola	25,082	7%	88
Other brand	17,284	5%	90
Google	17,197	5%	94
HTC	4,432	1%	284
ZTE	2,546	1%	271



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

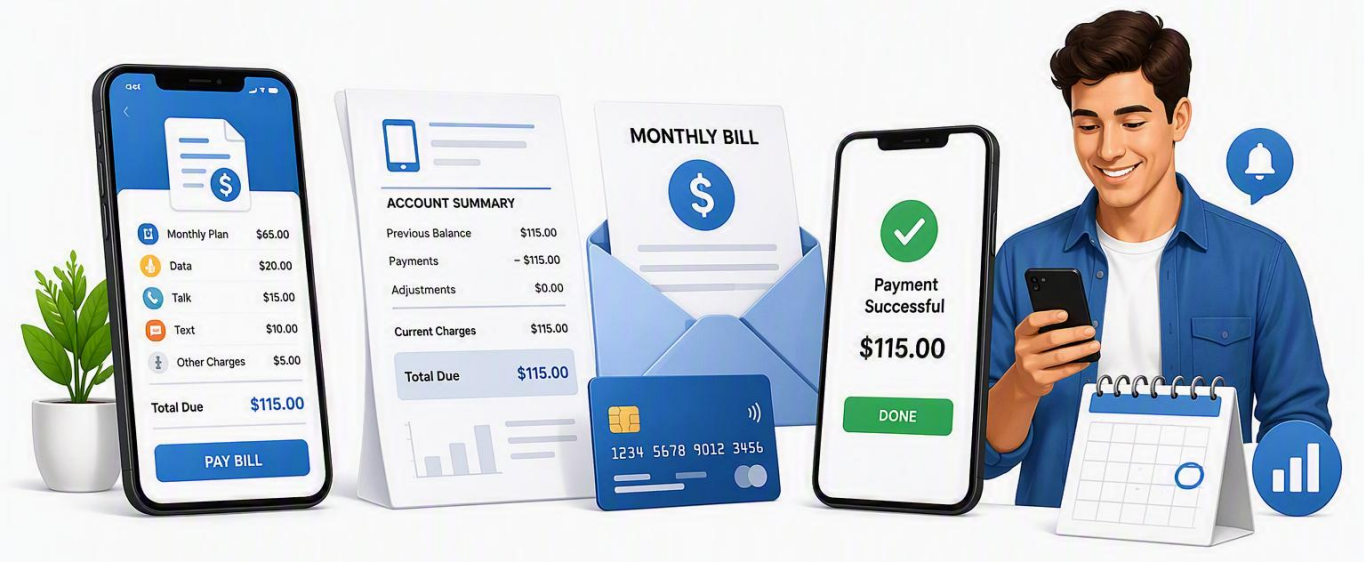
WIRELESS TELEPHONE

Tucson Area Hispanics Spend More For Their Wireless Telephone Service

Average Amount Hispanics Spend on Wireless Telephone Services in the Past 30 Days

$88.99

Non-Hispanic: $84.26



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

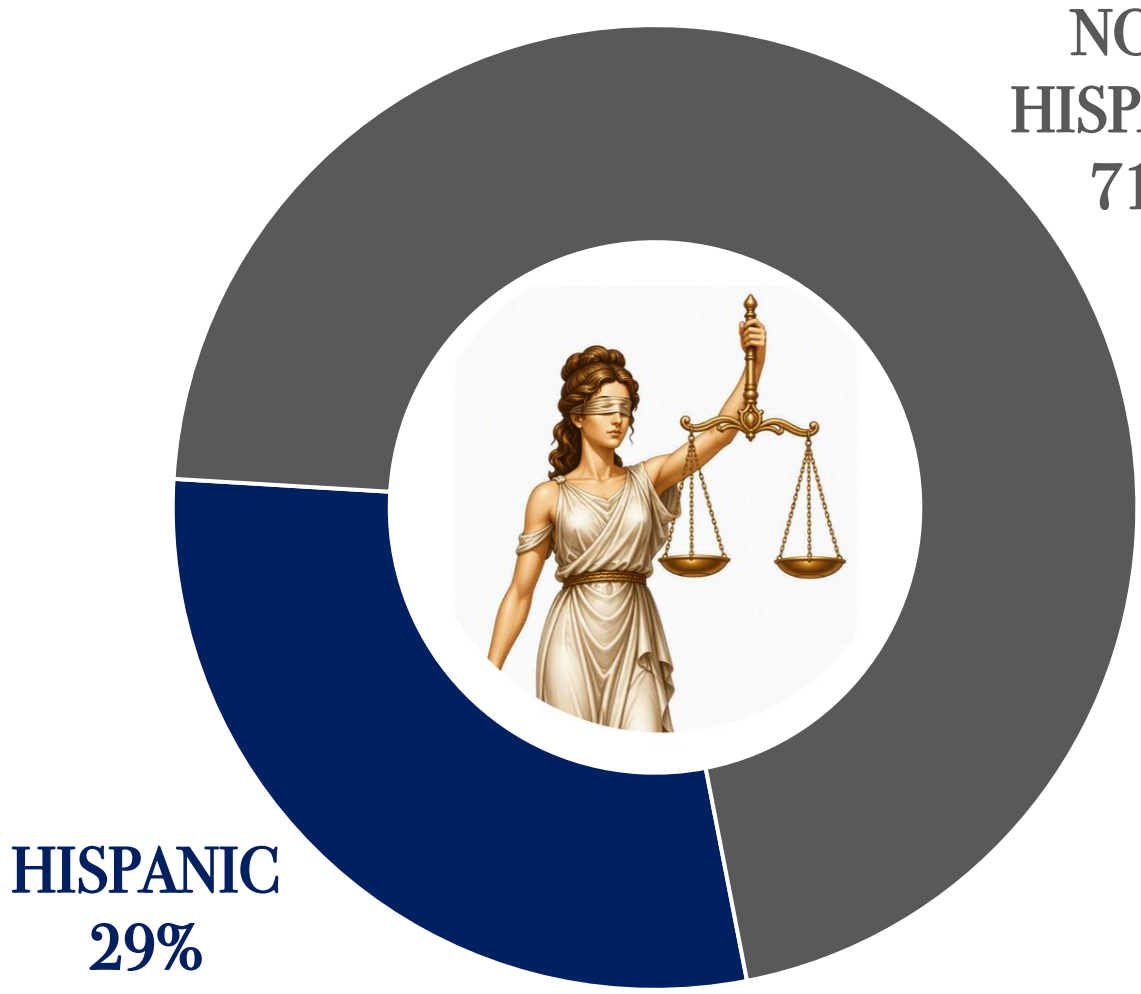


LEGAL SERVICES

LEGAL SERVICES

Tucson Area Hispanics Represent a Significant Share of Adults Who Have Used an Attorney

Adults Whose Households Have Used an Attorney in the Past 12 Months



THAT TRANSLATES TO 18,157 HISPANICS

Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+

LEGAL SERVICES

Tucson Area Hispanics Are More Likely to Use Many Legal Services

Type of Attorney Used by Hispanic Households
Who Have Used an Attorney in the Past 12 Months

TYPE OF ATTORNEY USED	TOTAL HISPANICS	% OF HISPANICS	INDEX
Other attorney	6,685	37%	70
Personal injury attorney	5,554	31%	135
Divorce/family attorney	4,932	27%	128
Immigration attorney*	1,152	8%	170
Bankruptcy attorney	410	2%	52



Source: Scarborough, 2026 Release 1 (Jan 2025-Jun 2025/Jul 2025-Jan 2026) Tucson DMA. Adults 18+
*Scarborough, 2026 Release 1 Current (Jul 2025-Jan 2026) Tucson DMA. Adults 18+