

# HISPANIC MARKET OUTLOOK REPORT

PRESENTED BY  **Vantage West**  
CREDIT UNION

DATA PROVIDED BY  **40**  
TELEMUNDO

KEYNOTE SPEAKER

---

**GINGER KERRICK**  
FIRST LATINA FLIGHT DIRECTOR FOR NASA







## FROM THE PRESIDENT/CEO

Dear Friends,

It is with great excitement that I welcome you to the 2025 Hispanic Market Outlook Report. Each year, this publication offers us an opportunity to better understand the trends, opportunities, and challenges shaping the Hispanic market...one of the fastest-growing and most influential populations in our region and across the nation.

Our hope is that you find the information presented here not only fascinating, but also deeply valuable as you shape your strategies, marketing plans, and efforts to authentically connect with the Hispanic community. This report, prepared in partnership with Telemundo with leading researchers and organizations, highlights critical economic data, purchasing power, consumer behaviors, and cultural insights that can help guide your work in meaningful and effective ways.

At the Southern Arizona Hispanic Chamber of Commerce, we believe that intentional engagement with this community is not just good for business...it is essential for building a stronger, more inclusive economy that benefits us all.

Thank you for taking the time to review this report and for your commitment to understanding and serving a community that continues to drive innovation, growth, and opportunity. We look forward to working alongside you as we embrace the future together.

With gratitude,

Rob Elias  
President & CEO  
Southern Arizona Hispanic Chamber of Commerce



**70<sup>TH</sup>**  
ANNIVERSARY

SERVING MEMBERS SINCE 1955

## **Up to \$500 Cash Bonus\*** **Open a New Business** **Checking Account!**

Whether you're just starting out or scaling up, you  
deserve banking that's built for your business.

Put your money where it matters!  
**[Go.VantageWest.org/BusinessChecking](https://Go.VantageWest.org/BusinessChecking)**



Promotion runs May 1, 2025 – October 31, 2025, and all qualifying activities must be completed within the stated time frames. See terms and conditions for more details. Federally insured by NCUA.





EL ÚNICO NOTICIERO LOCAL EN ESPAÑOL CON UN EQUIPO  
DE PERIODISTAS CUBRIENDO TUCSON Y LA FRONTERA



JESÚS HIRAM GONZÁLEZ



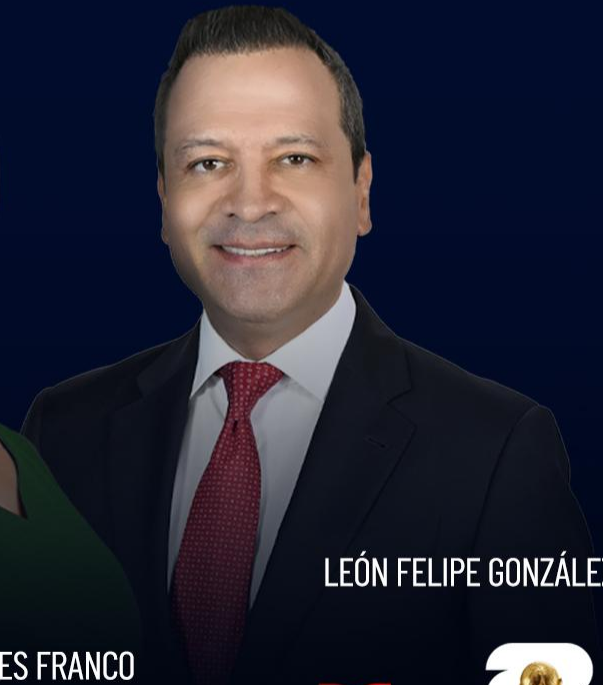
ANA MAFUD



PAOLA MORALES



MARÍA DE LOS ÁNGELES FRANCO



LEÓN FELIPE GONZÁLEZ



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

TELEMUNDO 40.1 | COX 10 | DIRECTV 40 | DISH 40



CADENAS OFICIALES





## Welcome from Telemundo Tucson / KHRR

¡Bienvenidos!

On behalf of Telemundo Arizona, we are proud to once again partner with the Tucson Hispanic Chamber of Commerce in their Southern Arizona Hispanic Market Outlook!

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 33 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,

A stylized, handwritten signature in black ink, appearing to read 'Andrew Deschappelles'.

Andrew Deschappelles  
President & General Manager  
Telemundo Tucson / KHRR



# REPORT

## TABLE OF CONTENTS

TOPIC	PAGE
POPULATIONS TRENDS	7
PURCHASING POWER	19
INCOME & EMPLOYMENT	24
HEALTHCARE	30
ENTERTAINMENT & TRAVEL	39
EDUCATION	49
VOTING	58
HOUSING	63
MEDIA & LANGUAGE	68
AUTOMOTIVE	78
FINANCIAL	86
GROCERY & FOOD	95
RESTAURANT	103
RETAIL	110
HOME IMPROVEMENT	117
WIRELESS TELEPHONE	121





# POPULATION TRENDS



# THE TUCSON AREA IS A TOP HISPANIC MARKET

2025

1,248,709

TOTAL PERSONS 2+

485,970

HISPANICS 2+

39%

HISPANIC SHARE

#28

Hispanic DMA

(Ranked by Hispanic TV Households)

Source: Nielsen 2024-2025 Universal Estimates

#65

Total DMA

# THE TUCSON AREA IS A TOP HISPANIC MARKET

## 2024

1,242,628

TOTAL PERSONS 2+

481,519

HISPANICS 2+

39%

HISPANIC SHARE

## 2025

1,248,709

TOTAL PERSONS 2+

485,970

HISPANICS 2+

39%

HISPANIC SHARE



# TUCSON AREA U.S. CENSUS DATA, 2010 VS. 2020

**+5%**

Total Population Growth  
2010-2020

**+8%**

Total Hispanic Growth  
2010-2020

**60%**

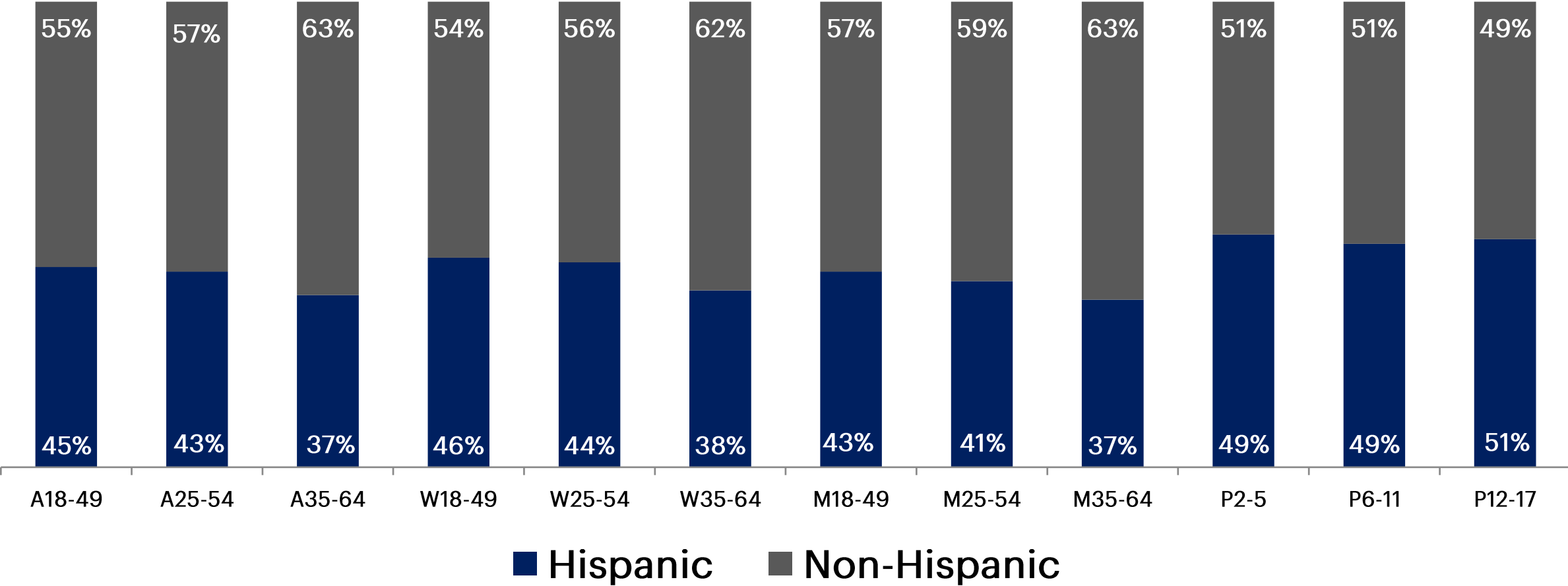
Hispanic Share of Total  
Population Growth

**37%**

Hispanic Density  
vs. 36% in 2010

# TUCSON AREA HISPANICS REPRESENT A LARGE SHARE OF KEY DEMOGRAPHICS

Share of Tucson Area Target Demos in Television Households





# CHILDREN ARE PROMINENT IN TUCSON AREA HISPANIC HOMES

**HISPANIC:**

Live in a Household with  
Children 2-5

11%

NON-HISPANIC: 4%

**HISPANIC:**

Live in a Household with  
Children 6-11

21%

NON-HISPANIC: 8%

**HISPANIC:**

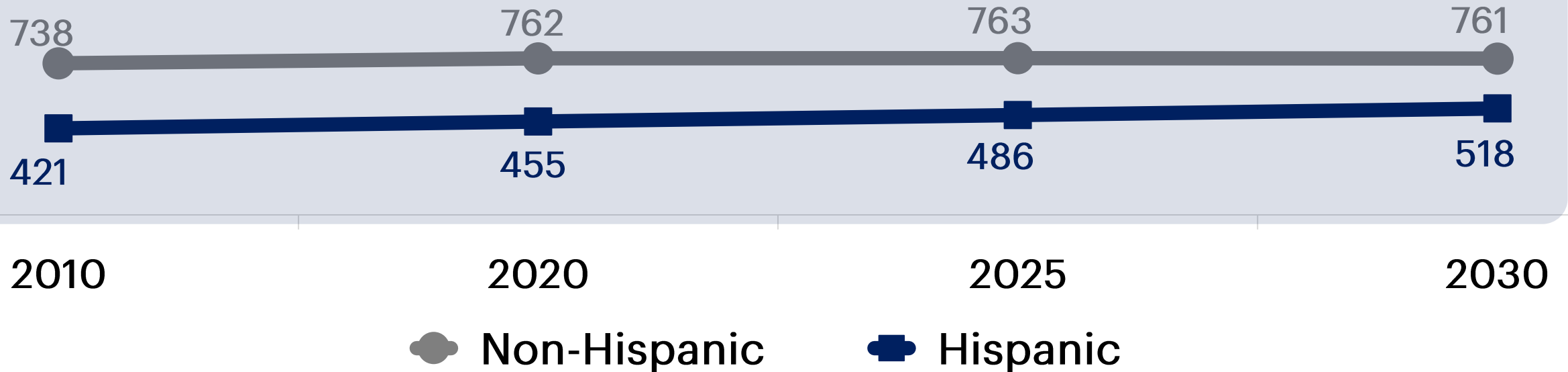
Live in a Household with  
Children 12-17

22%

NON-HISPANIC: 9%

# THE HISPANIC POPULATION IN THE TUCSON AREA CONTINUES TO GROW

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



**+7%**

In the next 5 years, the Hispanic population in the Tucson area is projected to grow by 7%

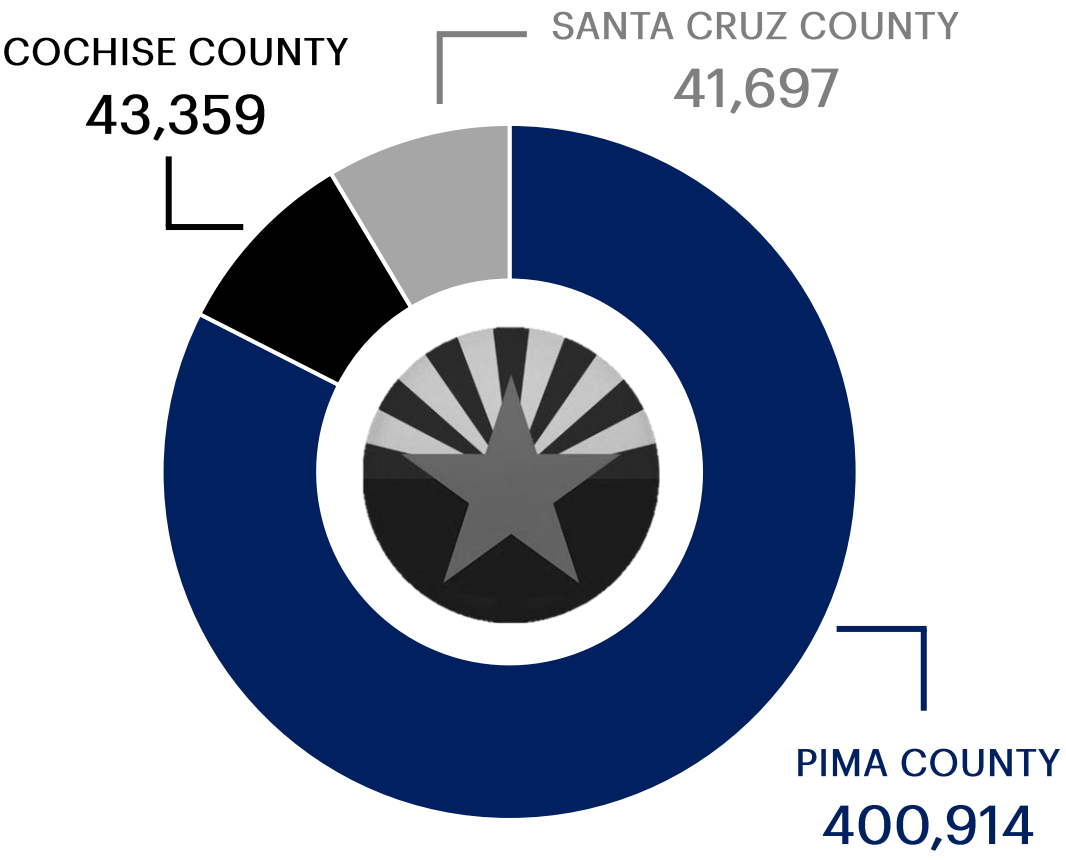
**-1%**

In the next 5 years, the non-Hispanic population in the Tucson area is projected to decline -1%



# TUCSON AREA HISPANICS REPRESENT A LARGE SHARE OF THE TOTAL POPULATION

COUNTY	% HISPANIC
PIMA	37%
COCHISE	35%
SANTA CRUZ	83%



# COUNTRY OF ORIGIN AMONG TUCSON AREA HISPANICS

COUNTRY OF ORIGIN	MEXICO	PUERTO RICO	ALL OTHER
PIMA COUNTY	88%	3%	9%
COCHISE COUNTY	88%	4%	8%
SANTA CRUZ COUNTY	97%	1%	2%

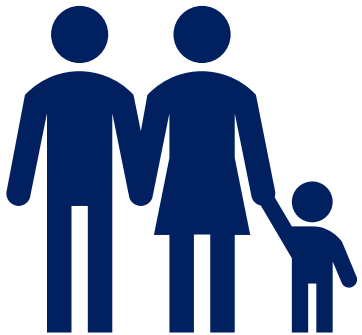


## THE HISPANIC POPULATION IN THE TUCSON AREA CONTINUES TO GROW



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

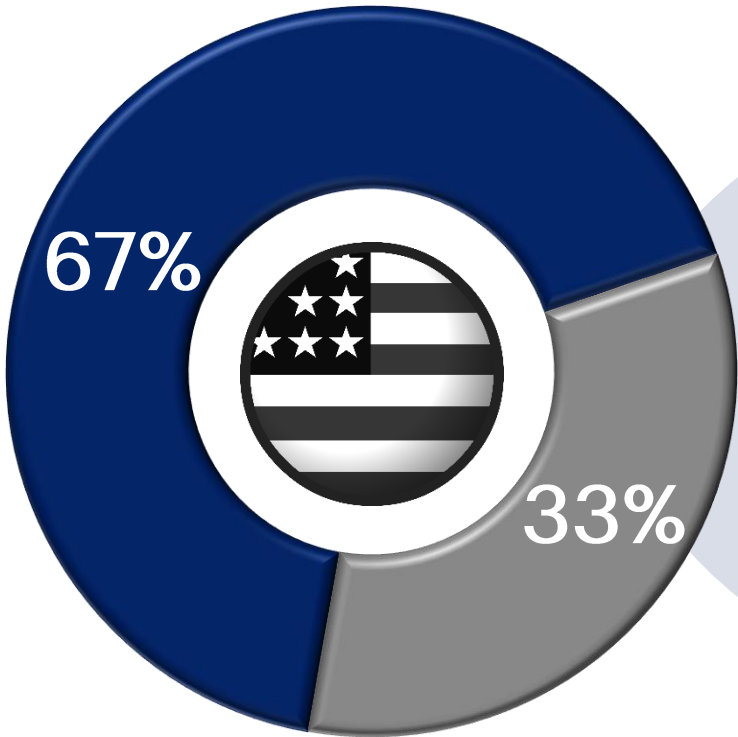
Source: Claritas 360, Consumer Concentration: 2025 Estimates



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, 2025 Release 1 (Jan-Aug 2024/Jul 2024-Jan 2025) Tucson DMA

# TWO THIRDS OF TUCSON AREA HISPANICS WERE BORN IN THE UNITED STATES



■ Born in the United States   ■ Foreign Born

That Translates Into

235,295

Tucson Area Hispanics  
Who Were Born in the  
United States

# MOST MEXICAN AMERICANS EMBRACE THE TRADITIONS OF AMERICAN CULTURE

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

81%	I often celebrate U.S. National Holidays (Fourth of July, etc.)
71%	Being part of American culture is important to me
57%	Speaking English in our home is a priority
56%	I try to keep up with American Music, News or Sports
47%	I consider myself more American than Hispanic/Latino



# **PURCHASING POWER**



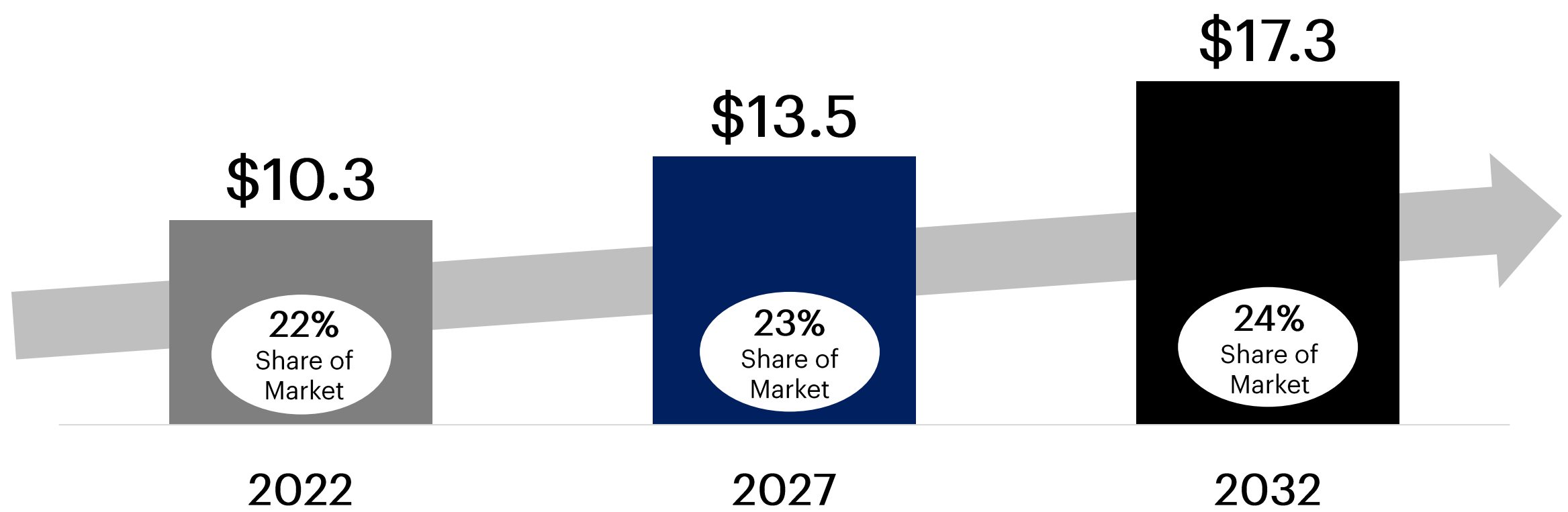
# THE PURCHASING POWER OF U.S. HISPANICS WAS GREATER THAN ALL BUT SIX NATIONS IN 2024

COUNTRY	GDP
United States	\$29.2 Trillion
China	\$18.7 Trillion
Germany	\$4.7 Trillion
Japan	\$4.0 Trillion
India	\$3.9 Trillion
United Kingdom	\$3.6 Trillion
<b>U.S. Hispanics</b>	<b>\$3.6 Trillion</b>
France	\$3.1 Trillion
Italy	\$2.4 Trillion
Canada	\$2.2 Trillion
Brazil	\$2.2 Trillion



# THE HISPANIC PURCHASING POWER IN THE TUCSON AREA IS PROJECTED 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

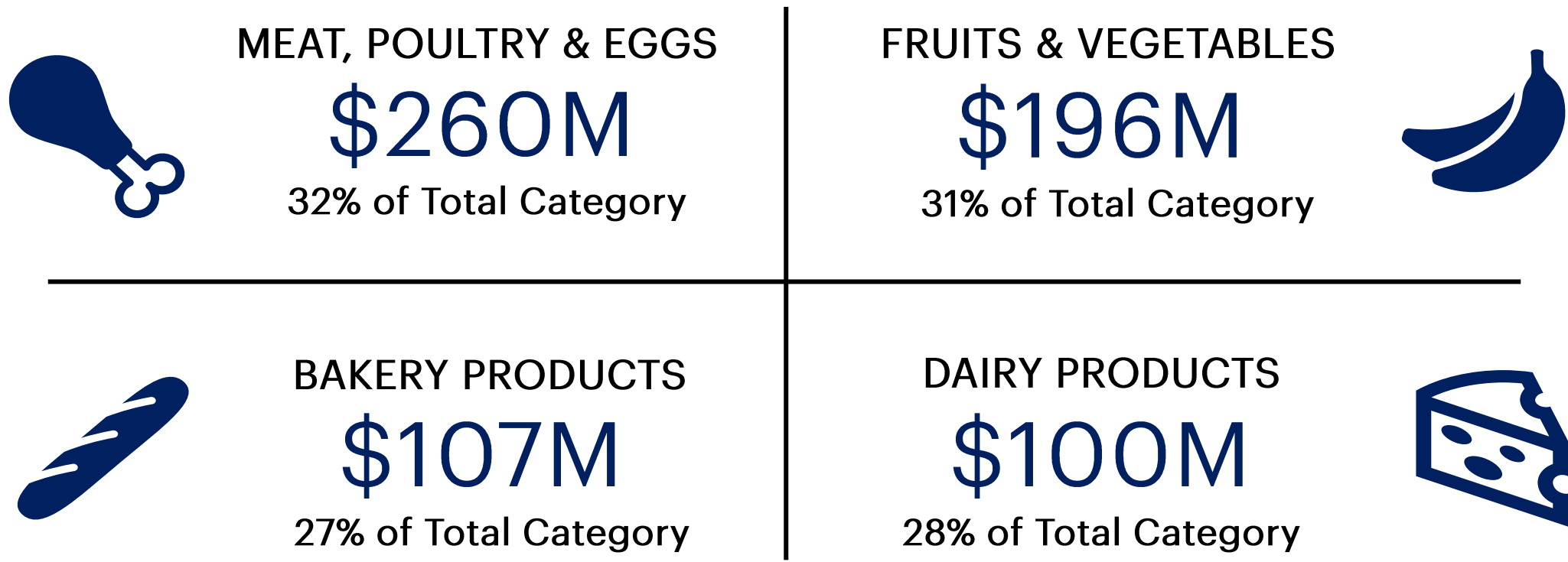
# HISPANICS IN THE TUCSON AREA SPEND MILLIONS ON PRODUCTS & SERVICES

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

# TUCSON AREA HISPANICS SPEND MILLIONS OF DOLLARS ON BASIC FOOD ITEMS

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



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





# **INCOME & EMPLOYMENT**

# TUCSON AREA HISPANICS ARE A LEADER IN AFFLUENT HOUSEHOLD GROWTH



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

UPSCALE Hispanic HH \$50K+ increased by **39,921 from 2020-2025**

AFFLUENT Hispanic HH \$100K+ increased by **34,096 from 2020-2025**

IN FACT, IN THE PAST 5 YEARS, BOTH TUCSON AREA UPSCALE & AFFLUENT HISPANIC HOUSEHOLDS HAVE GROWN

UPSCALE  
HISPANIC  
HOUSEHOLDS **+29%**

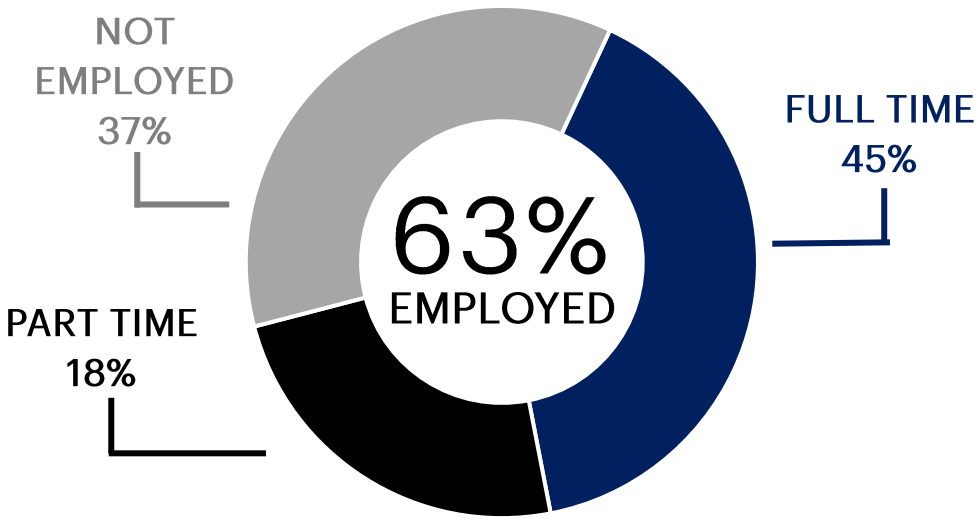
NON-HISPANIC GROWTH: +21%

AFFLUENT  
HISPANIC  
HOUSEHOLDS **+70%**

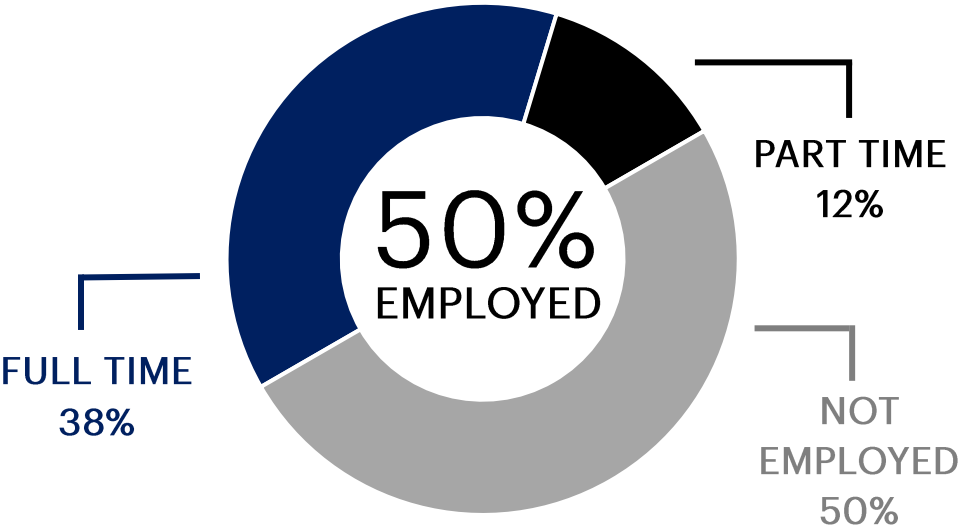
NON-HISPANIC GROWTH: +104%

# EMPLOYMENT STATUS AMONG ADULTS IN THE TUCSON MARKET

## HISPANIC



## NON-HISPANIC



### HISPANIC OCCUPATION SUMMARY AMONG THOSE EMPLOYED



# TUCSON AREA HISPANICS WORK IN MANY DIFFERENT INDUSTRIES

Occupations Among Employed Hispanics in the Tucson Area

OCCUPATION CODE	% OF HISPANICS	INDEX
Management	13%	78
Building and Grounds Cleaning & Maintenance	12%	184
Office and Administrative Support	10%	132
Healthcare Practitioners and Technical	9%	132
Sales and Related Occupations	9%	96
Construction and Extraction	6%	135
Educational Instruction and Library	6%	89
Computer and Mathematical	5%	85
Protective Service	4%	77
Transportation and Material Moving	3%	110

# HISPANICS ARE UNEMPLOYED FOR VARIOUS REASONS

Reason Not Employment Among Tucson Area Adults

## HISPANIC

REASON NOT EMPLOYED	SHARE
Retired.....	31%
Job Searching.....	19%
Disabled.....	14%
Student.....	14%
Homemaker.....	11%
Other.....	10%
Laid-Off.....	1%

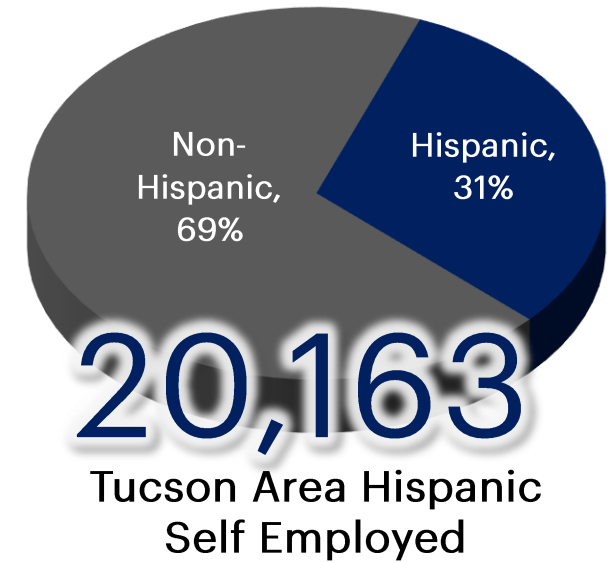
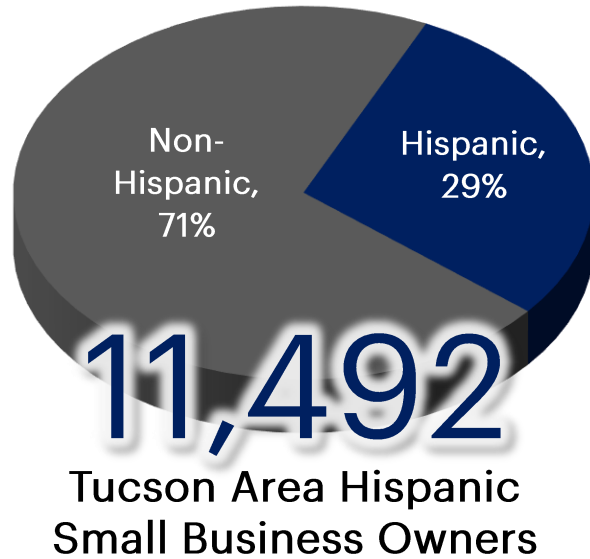
## NON-HISPANIC

REASON NOT EMPLOYED	SHARE
Retired.....	67%
Disabled.....	15%
Job Searching.....	7%
Homemaker.....	6%
Student.....	3%
Other.....	2%
Laid-Off.....	0%



# HISPANIC BUSINESS OWNERS MAKE THEIR MARK IN THE TUCSON AREA

Adults Who Are Self-Employed or a Small Business Owner



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

**\$800 Billion in Annual Revenue**

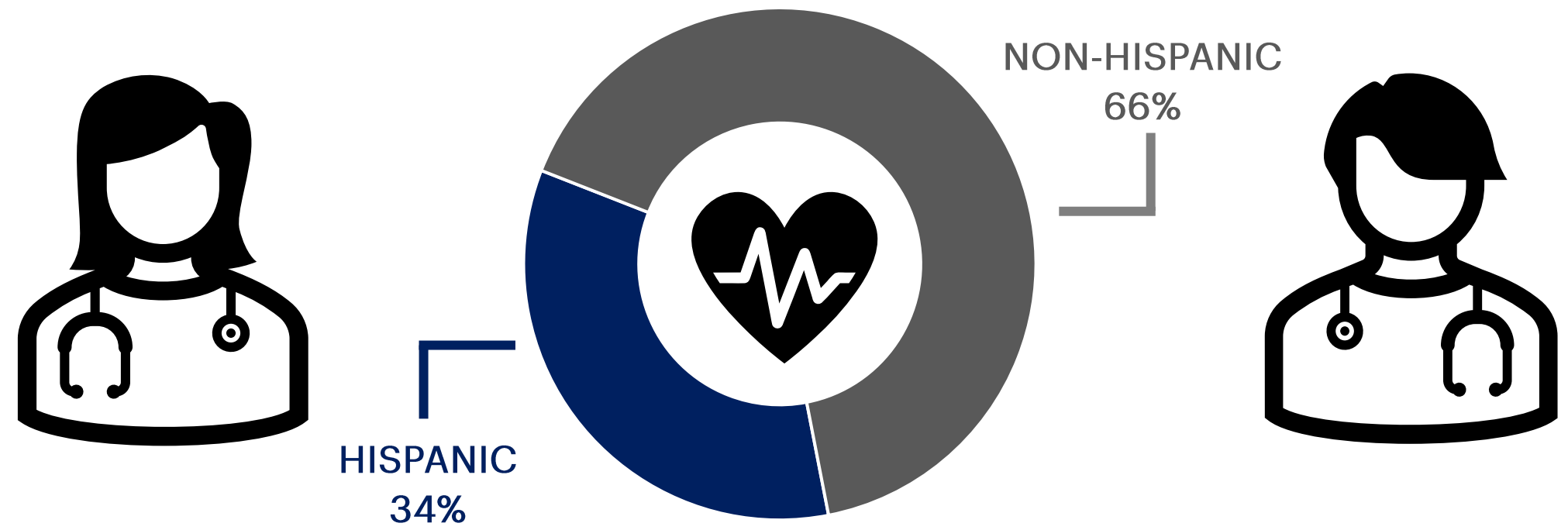




**HEALTHCARE**

# TUCSON AREA HISPANICS REPRESENT A LARGE SHARE OF MEDICAL SERVICE RECIPIENTS

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



THAT TRANSLATES TO **258,065** HISPANICS

# TUCSON AREA HISPANICS ARE MORE LIKELY TO USE MANY MEDICAL SERVICES

Medical Services Received by Hispanic Households in the Past 3 Years

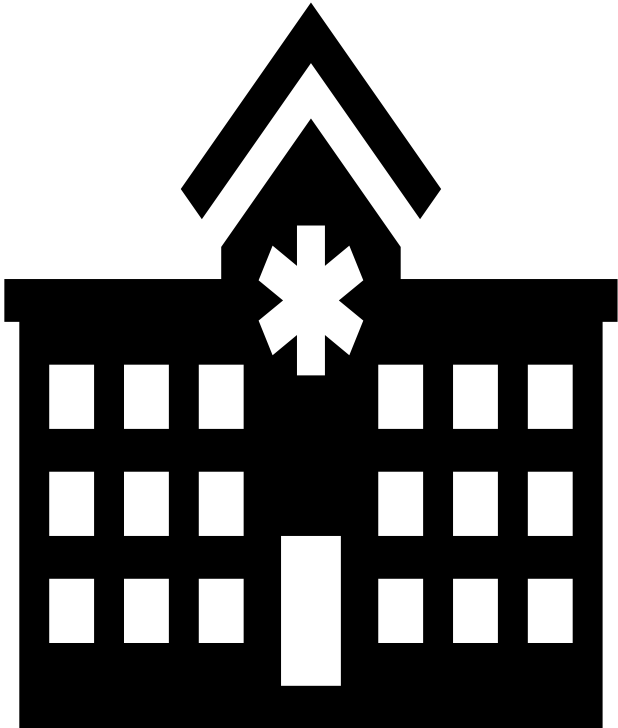


MEDICAL SERVICE RECEIVED	% OF HISPANICS	INDEX
Other medical service	40%	112
Hospital emergency room	24%	94
Urgent care facility	19%	85
Pediatrics	14%	145
Same-day outpatient surgery	12%	95
Mental healthcare	12%	103
Neurology	11%	154
Cancer/oncology	10%	106
Cardiac care	9%	72
Orthopedics	9%	80

# TUCSON AREA HISPANICS USE MANY HOSPITALS AND MEDICAL CENTERS

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

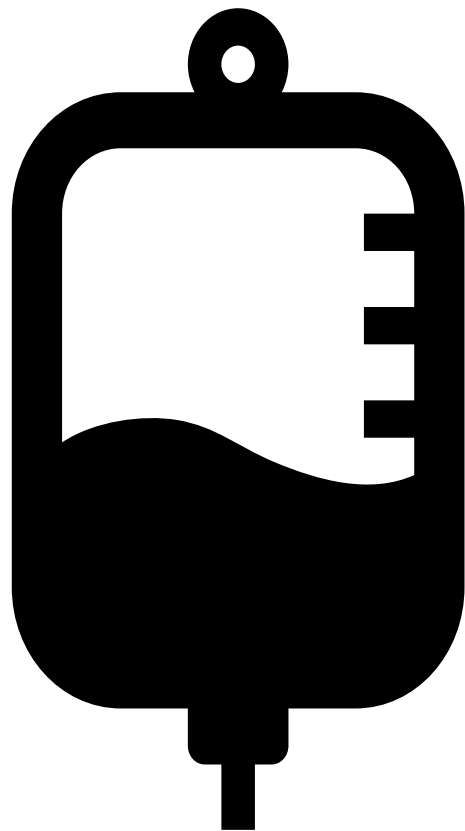
HOSPITALS/MEDICAL CENTERS USED	% OF HISPANICS	INDEX
Tucson Medical Center	27%	102
Banner Medical Center - Tucson	25%	107
Banner Medical Center - South	23%	161
Northwest Medical Center	12%	82
St. Mary's Hospital	11%	142
St. Joseph's Hospital	7%	96
VA Medical Center	6%	98
Other hospital	5%	55
Carondelet Heart & Vascular	3%	136
Northwest Medical Center Houghton	3%	58





# TUCSON AREA HISPANICS ARE MORE LIKELY TO TREAT MANY HEALTH CONDITIONS

Health Conditions Treated by Hispanics in the Past 12 Months



HEALTH CONDITION TREATED	% OF HISPANICS	INDEX
Cold/Cough/Flu	66%	108
Pain	58%	94
Allergies/Allergic reaction	48%	113
Sleeping difficulty/insomnia	26%	108
Migraine Headache	26%	144
Sinus Congestion/Sinus Headache	25%	94
Eye Disease/Vision Issues	24%	69
Depression	21%	120
Women's Health - Menstrual /PMS	20%	175
Anxiety Disorder (e.g., GAD, SAD)	20%	119

# TUCSON AREA HISPANICS ARE MORE LIKELY TO USE MANY PRESCRIPTION MEDICATIONS

Health Conditions Treated by Hispanics With Prescription Medication in the Past 12 Months

CONDITION TREATED WITH RX MEDICATION	% OF HISPANICS	INDEX
Pain	18%	106
Anxiety Disorder (e.g., GAD, SAD)	13%	118
Hypertension/High Blood Pressure	13%	58
Depression	13%	109
Allergies/Allergic reaction	12%	107
Cold/Cough/Flu	12%	116
Migraine Headache	11%	163
Sleeping difficulty/insomnia	9%	113
High Cholesterol	8%	49
Asthma	7%	152

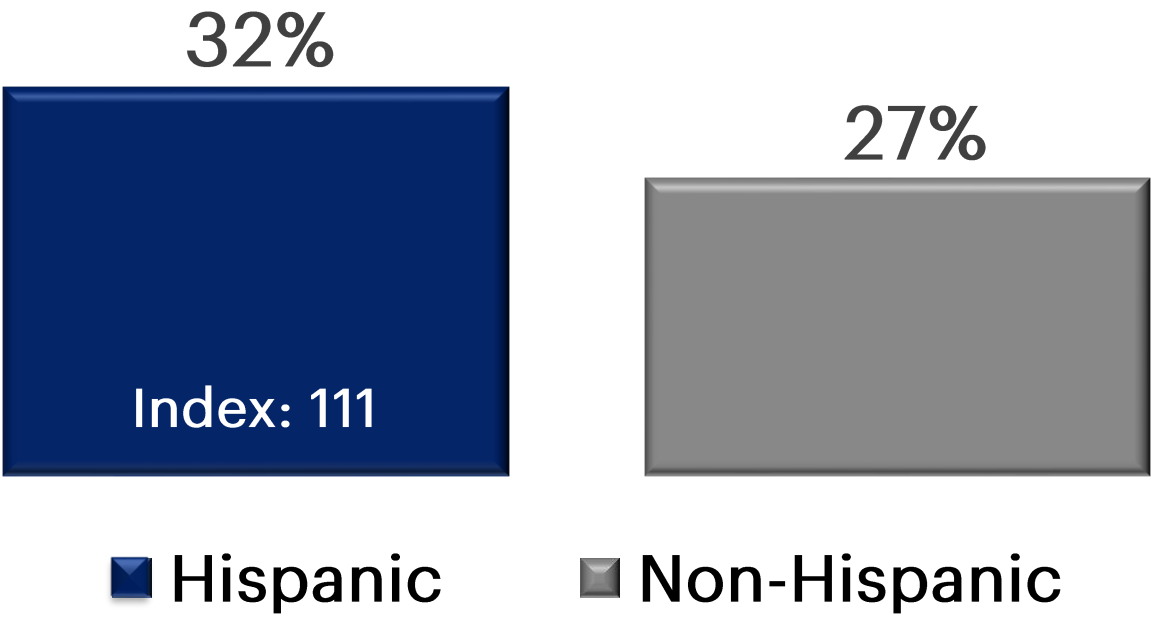


# TUCSON AREA HISPANICS RESPOND POSITIVELY TO HEALTH-RELATED ADVERTISING

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



## MADE AN APPOINTMENT TO SEE A DOCTOR



# MANY TUCSON AREA HISPANICS ARE IN NEED OF HEALTH INSURANCE COVERAGE

Type of Health Insurance Used By Hispanics in the Tucson Area

TYPE OF MEDICAL INSURANCE USED	% OF HISPANICS	INDEX
Group insurance through your, spouse's, or parent's employer	31%	92
Individually purchased insurance for you and/or your family	22%	108
Original Medicare from federal government	14%	67
Medicaid	12%	114
Other type of health insurance	11%	152
Medicare Part D (prescription drug benefit)	6%	54
Military (TRICARE/VA)	6%	64
None	19%	171

Hispanics Are **71%** More Likely Than the Total Market to Not Have Health Insurance.

# TUCSON AREA HISPANICS USE MANY DIFFERENT HEALTH INSURANCE PROVIDERS

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

HEALTH INSURANCE PROVIDER USED	% OF HISPANICS	INDEX
UnitedHealthcare	29%	91
BlueCross BlueShield	23%	99
Other carrier	20%	97
Aetna/Coventry Health Care	11%	90
Cigna	6%	78
Humana	5%	103
State Farm	4%	188
Ambetter/Centene	3%	116





# **ENTERTAINMENT & TRAVEL**



# TUCSON AREA HISPANICS TAKE ADVANTAGE OF MANY LOCAL EVENTS AND PLACES

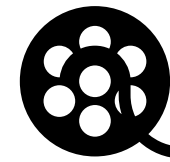
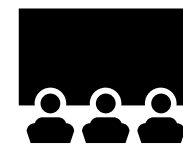
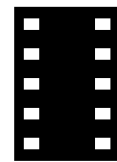
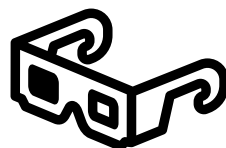
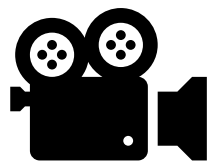
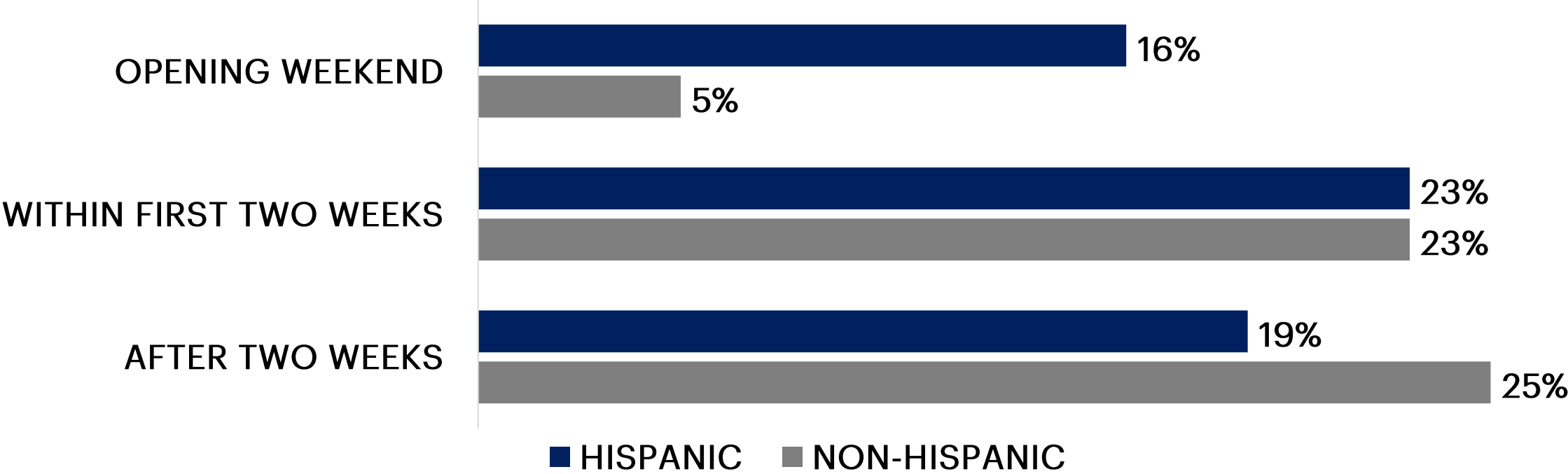
Events Attended/Places Visited by Hispanics in the Past 12 Months



EVENTS ATTENDED/PLACES VISITED	% OF HISPANICS	INDEX
Reid Park Zoo	44%	117
Pima County Fair	30%	140
Rock concert	21%	105
Old Tucson	21%	121
Tombstone	19%	86
High school sports event	18%	145
Arizona-Sonora Desert Museum	18%	83
Tucson Rodeo	18%	176
Arizona Diamondbacks baseball	13%	181
Arizona Wildcats football	13%	133

# 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



# TUCSON AREA HISPANICS LIVE LIFE TO THE FULLEST WITH MANY LEISURE ACTIVITIES

Leisure Activities Done by Hispanics in the Past 12 Months

LEISURE ACTIVITY DONE	% OF HISPANICS	INDEX
Grilling - outdoor cooking	63%	110
Gardening	42%	94
Swimming	34%	107
Lawn care	27%	96
Bicycling	24%	87
Camping	23%	103
Other jogging - running	22%	119
Hiking - backpacking	21%	72
Group fitness class	19%	126
Fishing	17%	127



# TUCSON AREA HISPANICS ARE MORE LIKELY TO WATCH MANY SPORTS BROADCASTS

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



	2024	2025
HISPANIC INDEX:	139	141
NON-HISPANIC INDEX:	80	78



	2024	2025
HISPANIC INDEX:	114	70
NON-HISPANIC INDEX:	93	116



	2024	2025
HISPANIC INDEX:	131	104
NON-HISPANIC INDEX:	84	98



	2024	2025
HISPANIC INDEX:	219	132
NON-HISPANIC INDEX:	38	83



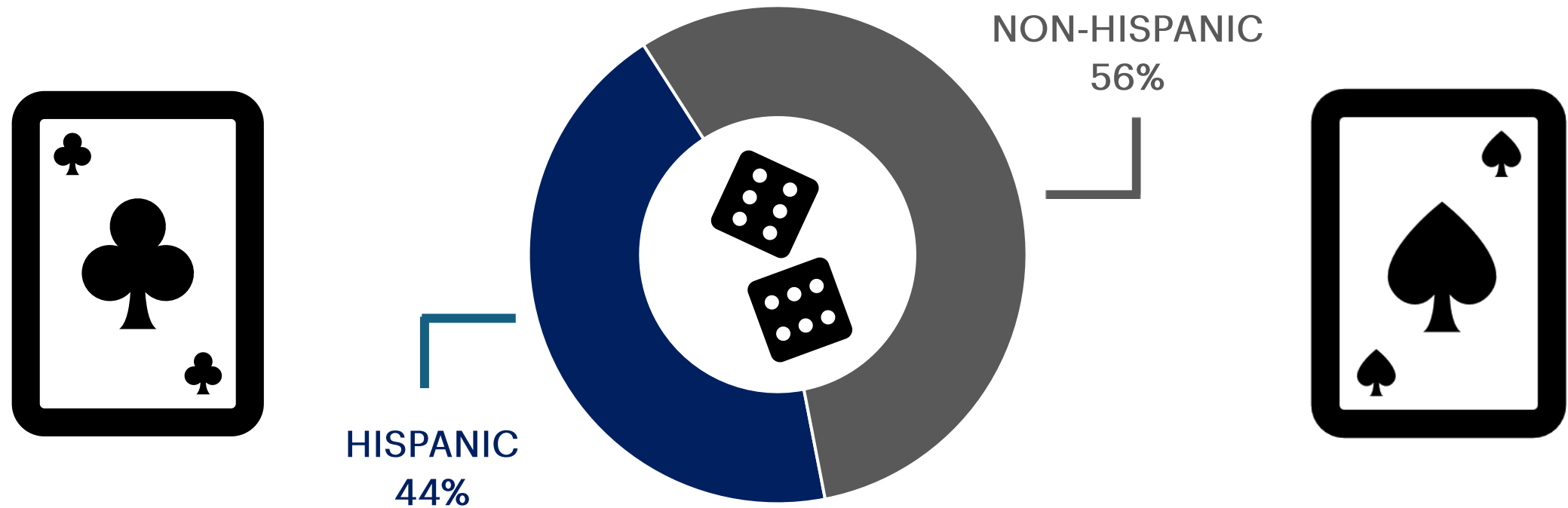
	2024	2025
HISPANIC INDEX:	276	246
NON-HISPANIC INDEX:	8	22



	2024	2025
HISPANIC INDEX:	196	193
NON-HISPANIC INDEX:	50	50

# TUCSON AREA HISPANICS REPRESENT A SIGNIFICANT SHARE OF CASINO VISITORS

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



THAT TRANSLATES TO **175,603** HISPANICS

# TUCSON AREA HISPANICS VISIT MANY LOCAL AREA CASINOS

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

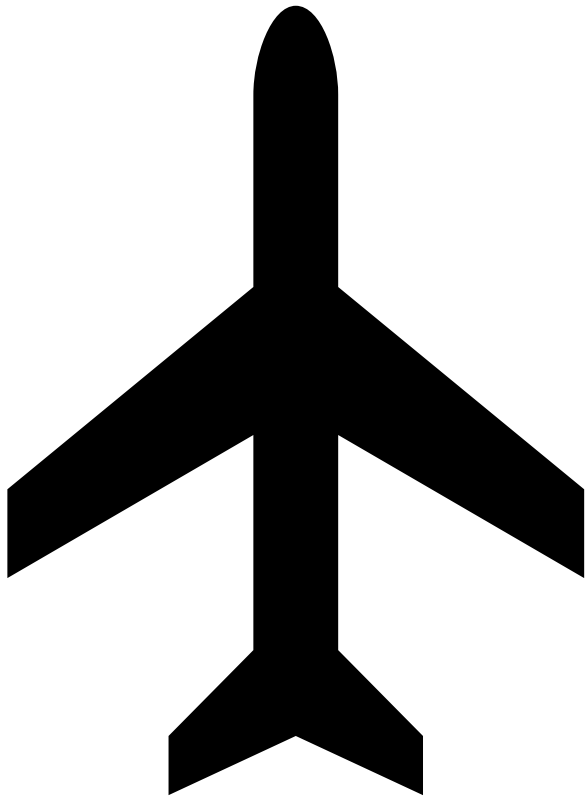
LOCAL CASINO VISITED	% OF HISPANICS	INDEX
Casino Del Sol	79%	107
Desert Diamond Casino (Tucson)	46%	116
Desert Diamond Casino (Sahuarita)	38%	111
Casino of the Sun	26%	154
Other casino	20%	94





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



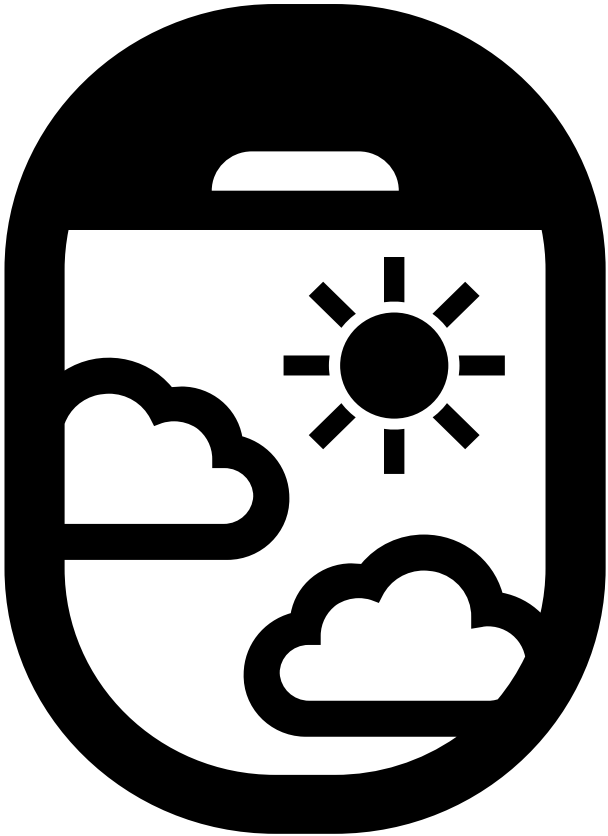
TOTAL MARKET AIR TRAVELERS:  
525,490

HISPANIC SHARE:  
32%

# TUCSON AREA HISPANICS REPRESENT A GROWTH OPPORTUNITY FOR MAJOR AIRLINES

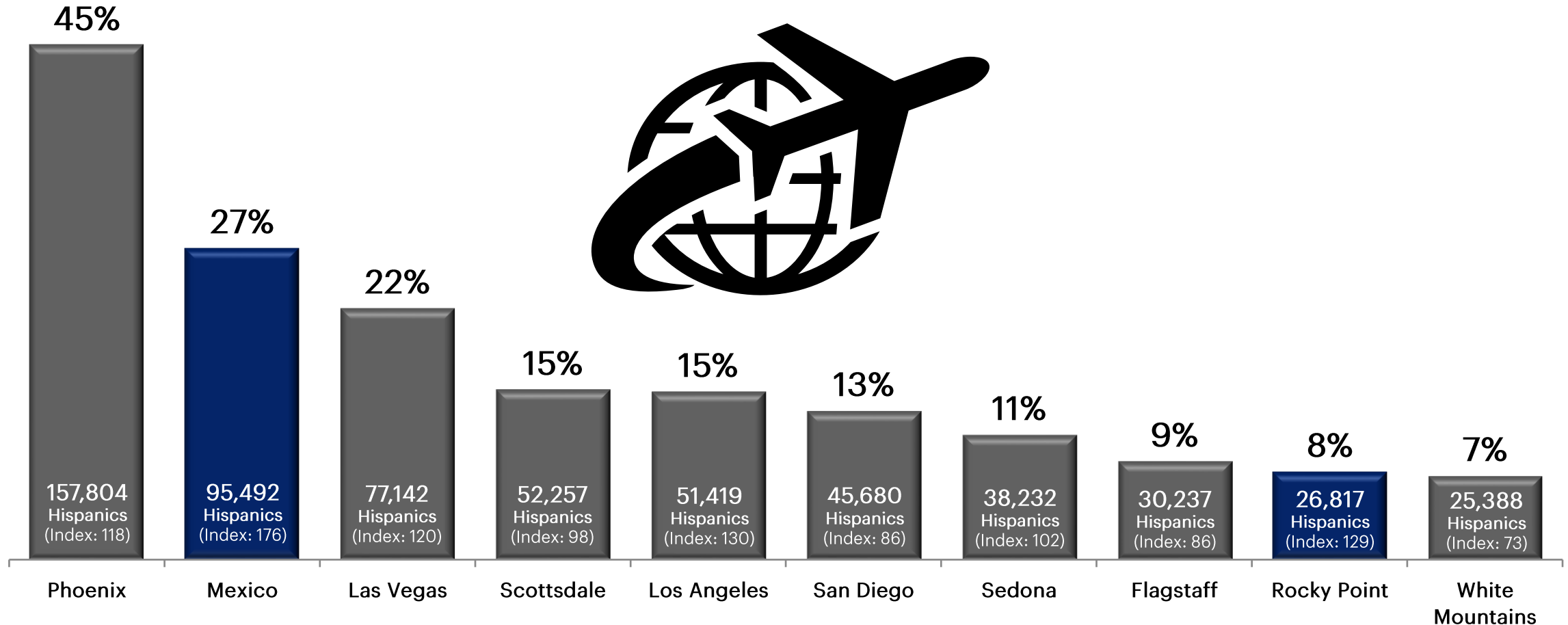
Airlines Used by Hispanics for Vacation/Personal Travel in the Past 12 Months

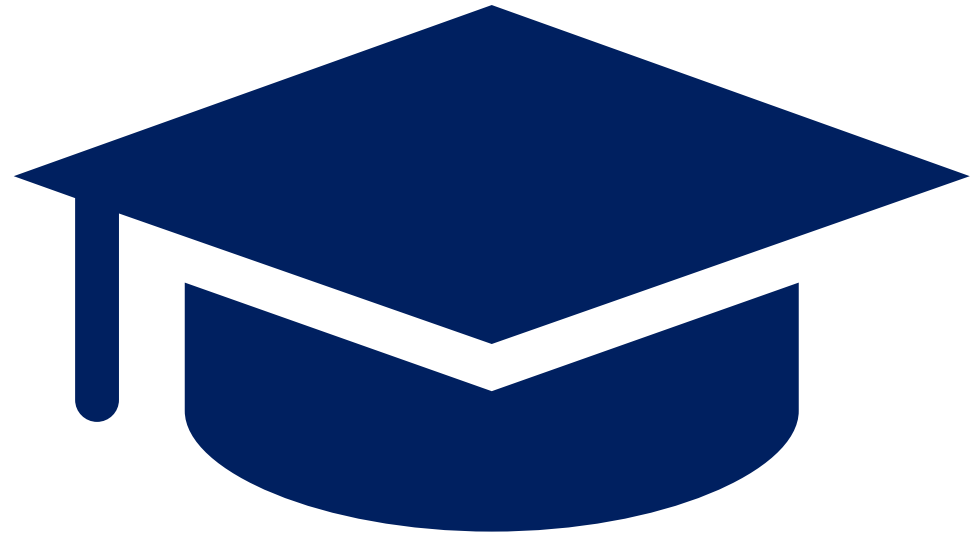
AIRLINE USED	% OF HISPANICS	INDEX
American	24%	90
Southwest	24%	91
Delta	11%	81
United	9%	85
Alaska Airlines	7%	98
Other foreign airline	5%	90
Other domestic airline	3%	63



# MEXICO IS A MAJOR TRAVEL DESTINATION FOR TUCSON AREA HISPANICS

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





**EDUCATION**

# SECURING THE FUTURE OF SPACE

For more than half a century, the University of Arizona has advanced the boundaries of space, from Apollo 11 to OSIRIS-REx to the discoveries yet to come. Today, the U of A is developing the technologies, training the talent, and creating the systems that protect the future of space operations.

Driven by our land-grant mission and commitment to Arizona's future, we turn discovery into opportunity, ensuring that education, innovation, and impact extend across the state, the nation, and the world.

## #2

ASTRONOMY  
& ASTROPHYSICS

## #4

SPACE SCIENCES

## #6

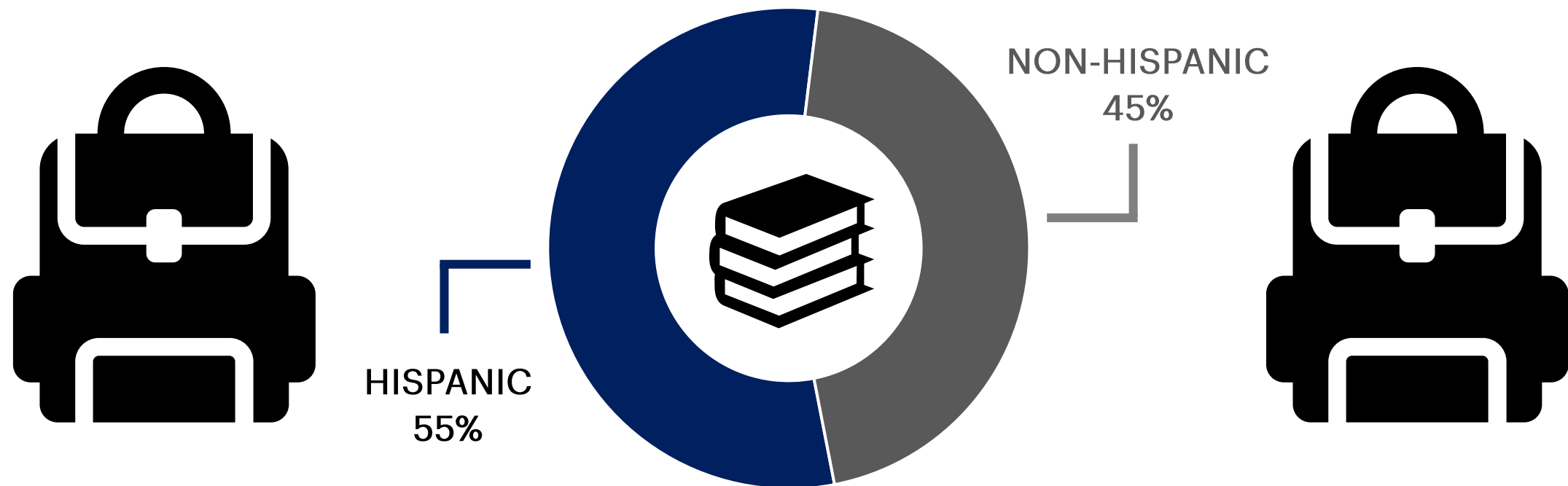
NASA-FUNDED  
ACTIVITY

[ARIZONA.EDU/SPACE](https://arizona.edu/space)



# MANY TUCSON AREA HISPANICS PLAN ON GOING BACK TO SCHOOL FOR DEGREE

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



THAT TRANSLATES TO 46,942 HISPANICS

# THE SHARE OF TUCSON AREA HISPANICS WITHIN UNIFIED SCHOOL DISTRICTS

2024-2025 Enrollment & Graduation Rates Among Top 10 Tucson Area Unified School Districts

	TUCSON UNIFIED	VAIL UNIFIED	SUNNYSIDE UNIFIED	MARANA UNIFIED	AMPHITHEATER UNIFIED
ENROLLMENT	40,209	14,941	13,962	12,824	11,256
HISPANIC SHARE	65%	40%	89%	42%	44%
HISPANIC GRAD. RATE	83%	94%	80%	88%	82%
TOTAL GRAD. RATE	82%	93%	76%	90%	85%

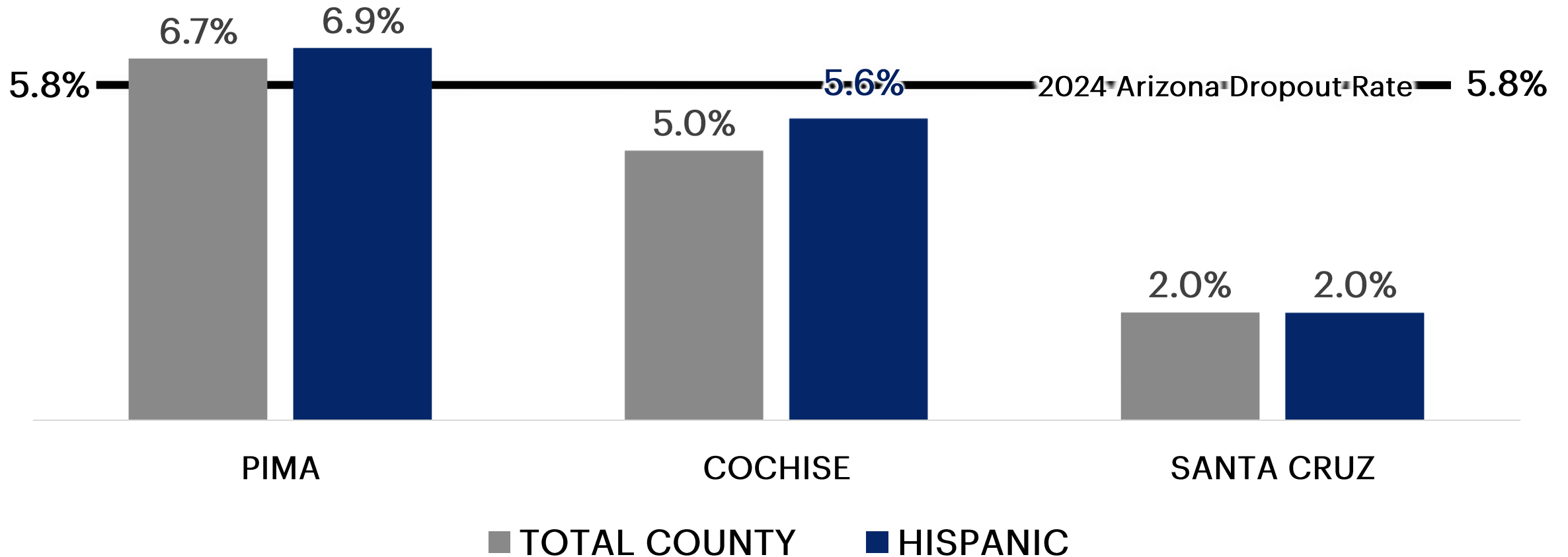
  

	SAHUARITA UNIFIED	NOGALES UNIFIED	CATALINA FOOTHILLS UNIFIED	SANTA CRUZ VALLEY UNIFIED	DOUGLAS UNIFIED
ENROLLMENT	6,327	5,192	5,085	3,606	3,601
HISPANIC SHARE	61%	78%	30%	97%	90%
HISPANIC GRAD. RATE	92%	84%	91%	90%	88%
TOTAL GRAD. RATE	89%	84%	93%	89%	84%



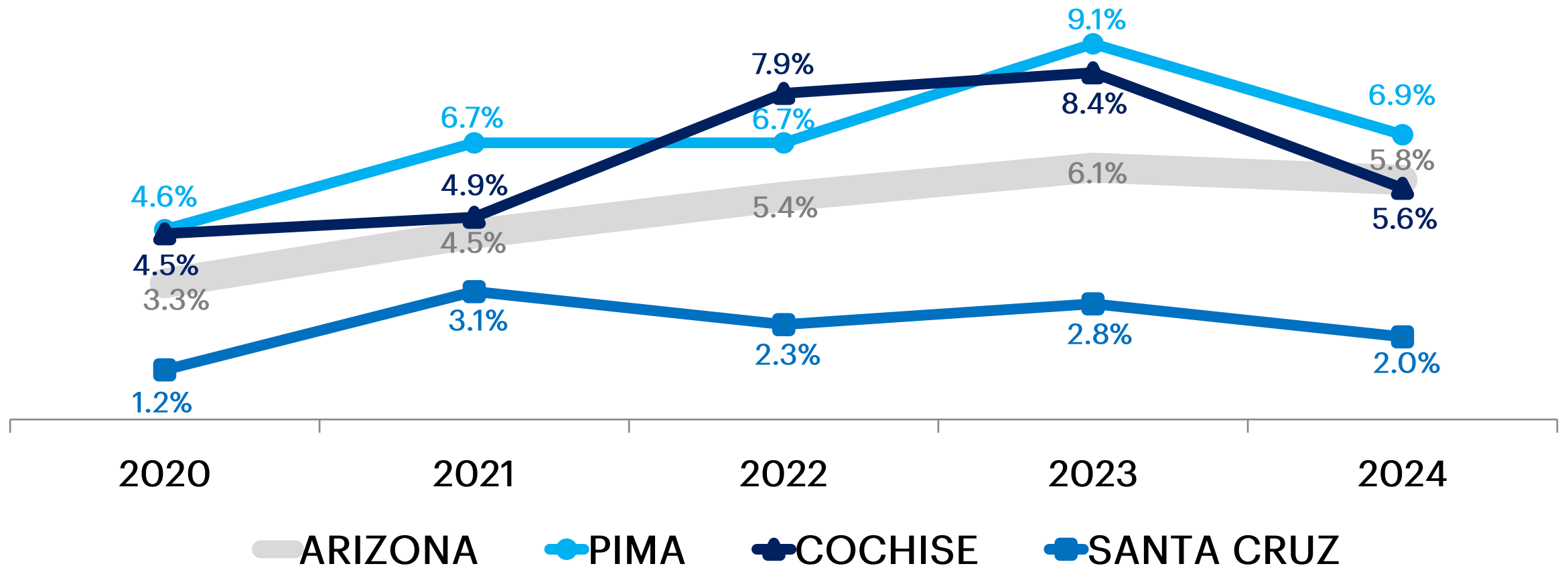
# THE DROPOUT RATES ARE HIGHEST IN PIMA COUNTY

2024 Tucson Area Dropout Rates by County



# THE HISPANIC DROP OUT RATE IN PIMA COUNTY HAS DECLINED

Dropout Rate Trends Among Hispanics in the Tucson Area (by County)



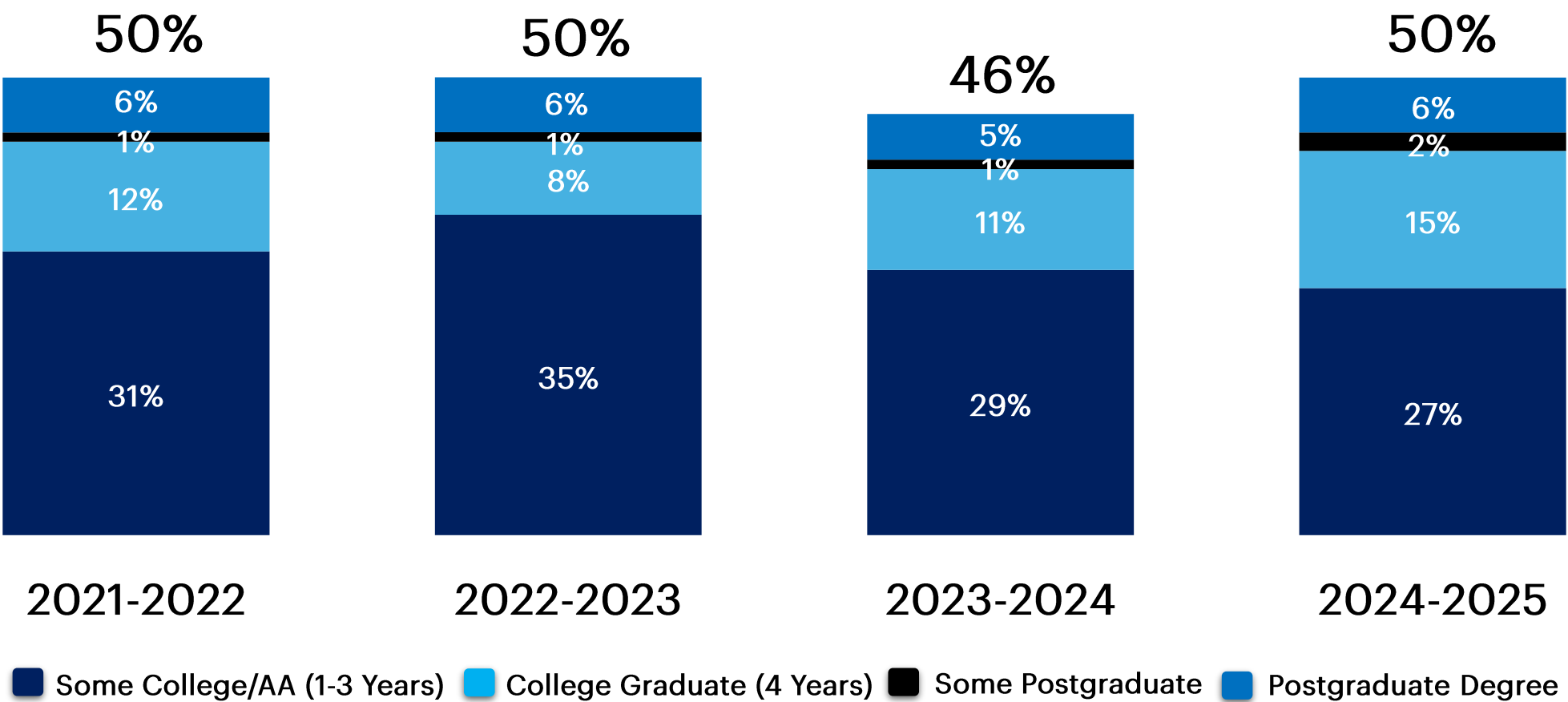
# HISPANICS ARE VERY PROMINENT AT TUCSON AREA COLLEGES & UNIVERSITIES

Share of Hispanics Enrolled at Tucson Area Universities and Colleges (Fall 2023)

UNIVERSITY/COLLEGE	UNDERGRAD ENROLLMENT	ONLINE EXCLUSIVE	% HISPANIC	HISPANIC GRAD. RATE
UNIVERSITY OF ARIZONA	41,899	31%	27%	62%*
PIMA COMMUNITY COLLEGE	15,819	32%	50%	21%†
COCHISE COLLEGE	3,782	31%	49%	30%†

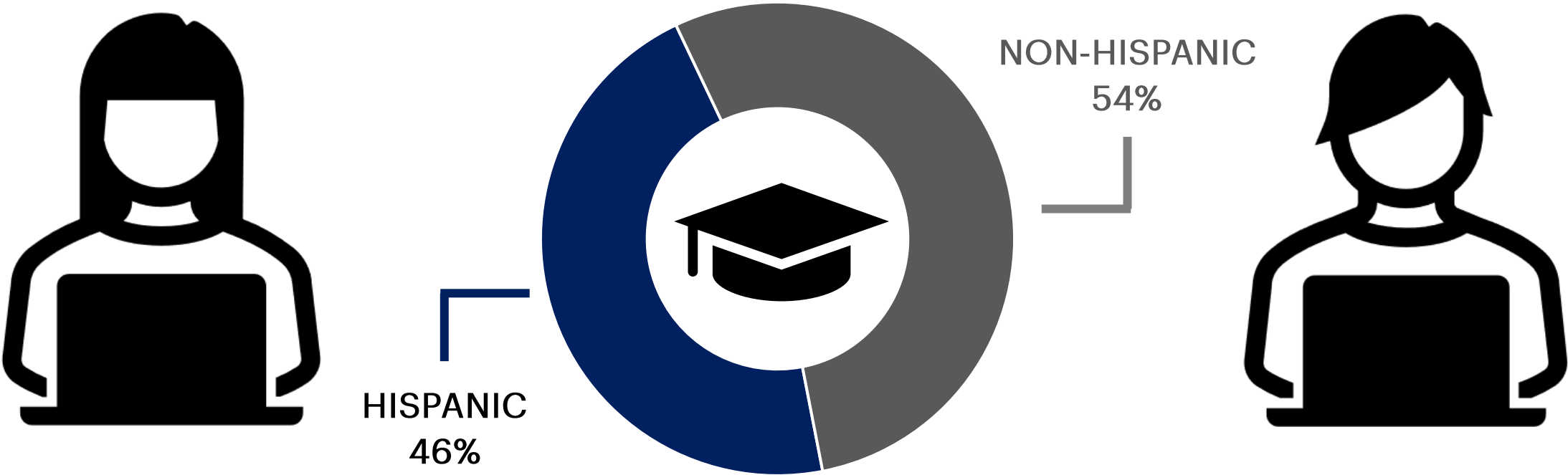
# HALF OF TUCSON AREA HISPANICS HAVE ATTENDED COLLEGE

Share Trends Among Hispanics Who Have Attended College

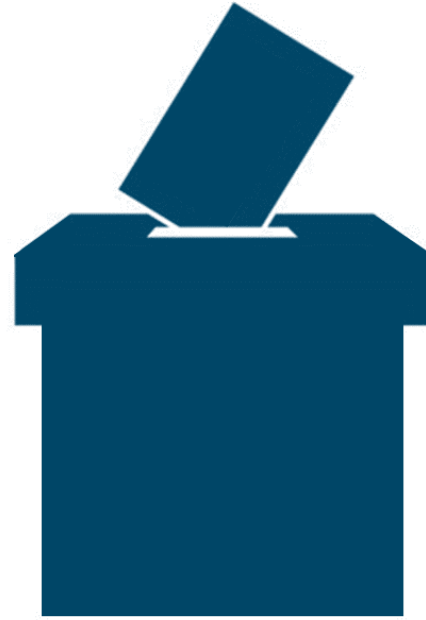


# NEARLY HALF OF TUCSON AREA ADULTS TAKING ONLINE CLASSES ARE HISPANIC

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



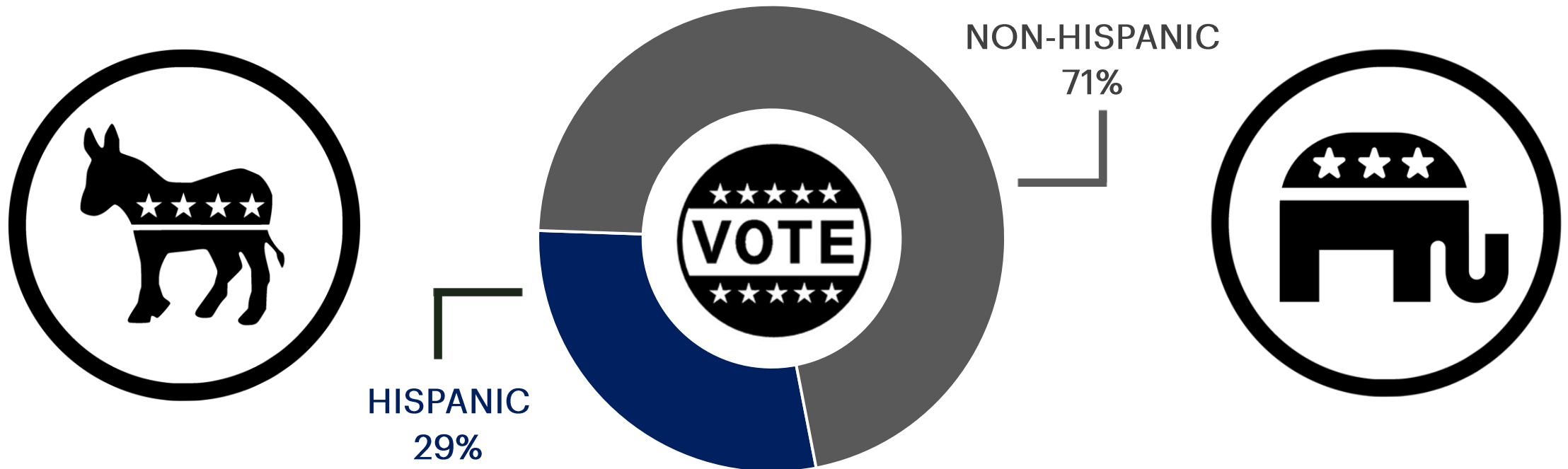
THAT TRANSLATES TO 82,856 HISPANICS



**VOTING**

# TUCSON AREA HISPANICS REPRESENT A SIGNIFICANT SHARE OF REGISTERED VOTERS

Adults Who Are Registered to Vote in Their District of Residence

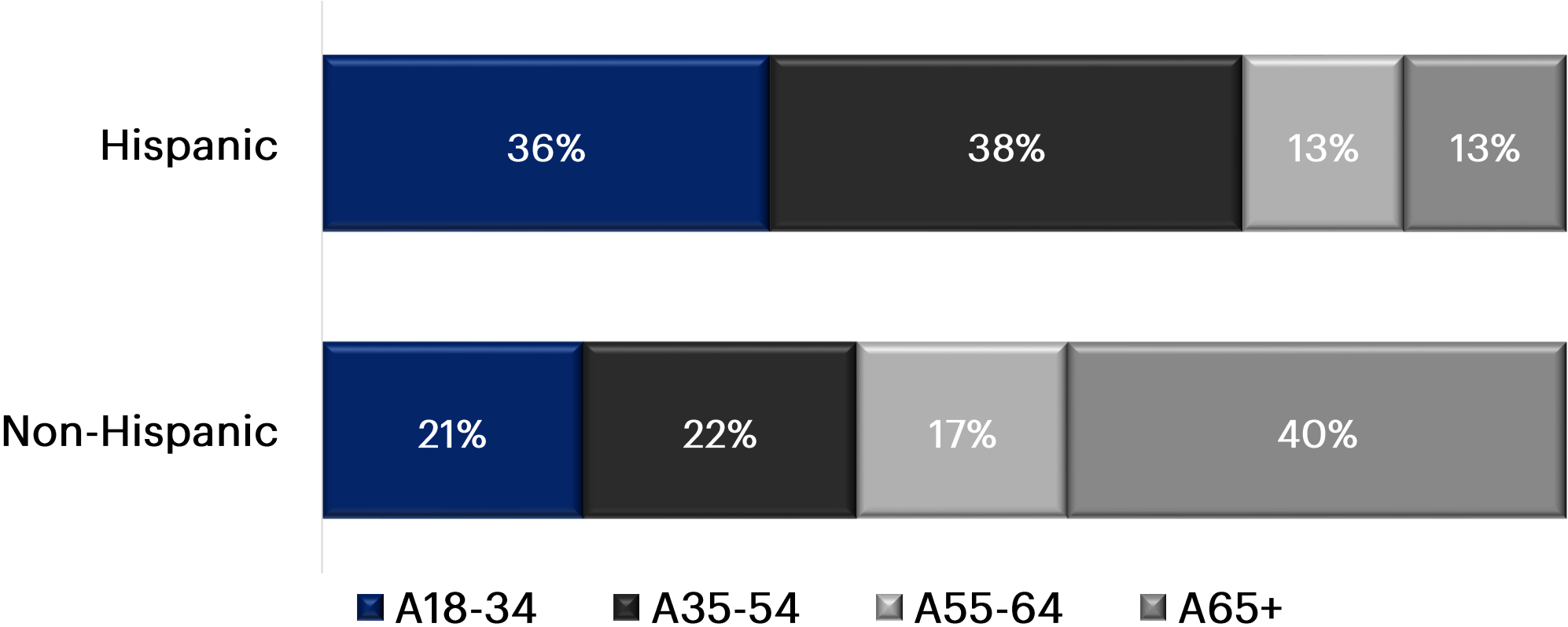


THAT TRANSLATES TO **231,370** HISPANICS



# TUCSON AREA HISPANICS REPRESENT A YOUNGER VOICE AT ELECTION TIME

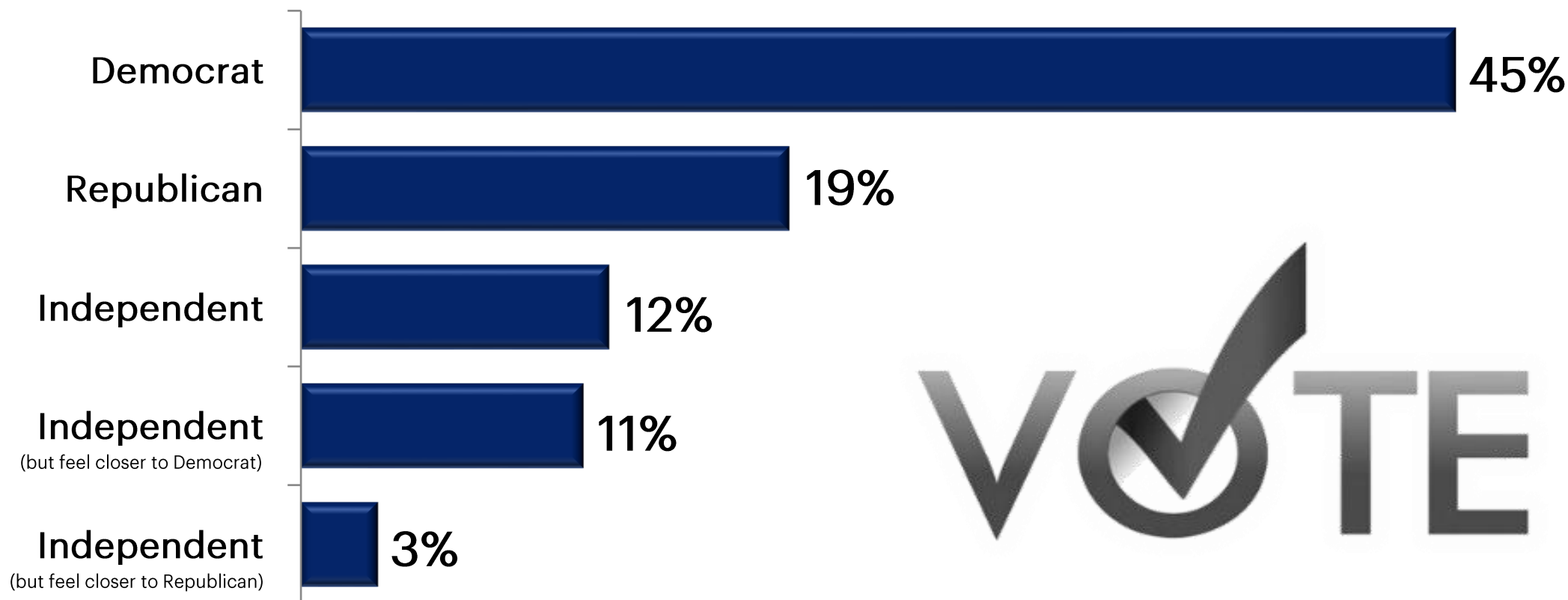
Age Demographics of Registered Voters in the Tucson Area



Young Adults (A18-34) Represent Over One Third of All Hispanic Registered Voters in the Tucson Area

# TUCSON AREA HISPANICS ARE MORE LIKELY TO BE REGISTERED DEMOCRATS

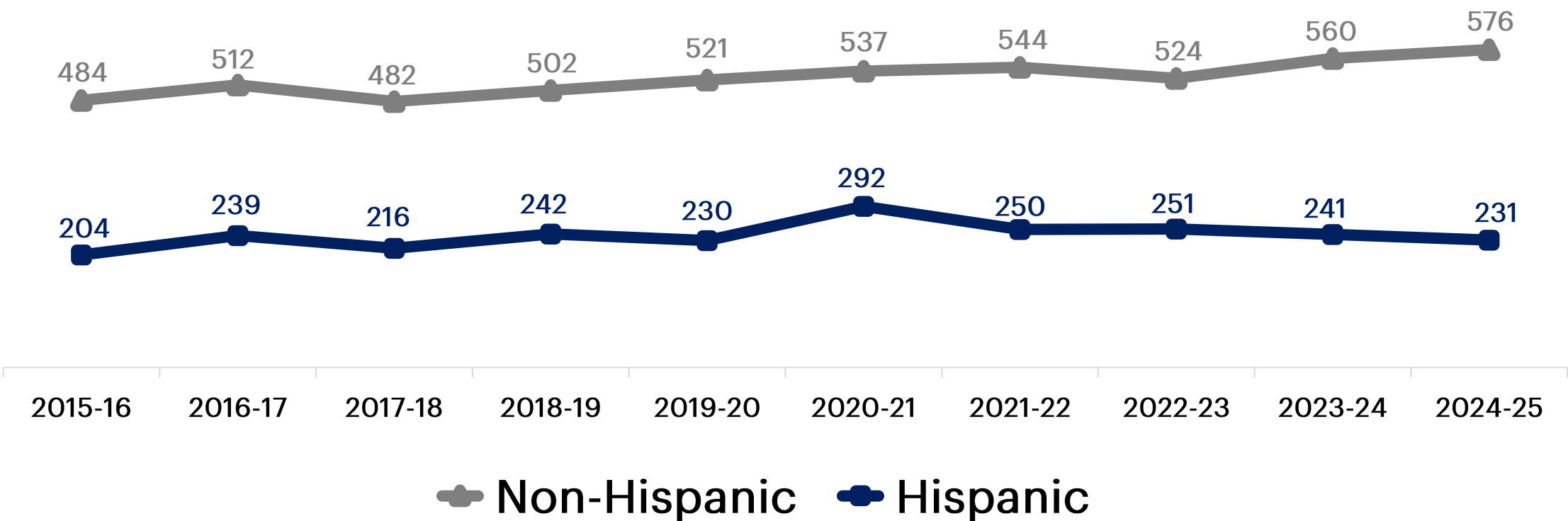
Political Party Affiliation Shares Among Hispanics Registered to Vote



Hispanics are 38% Above the Market Average to be Registered Democrats in Their Voting District

# 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)



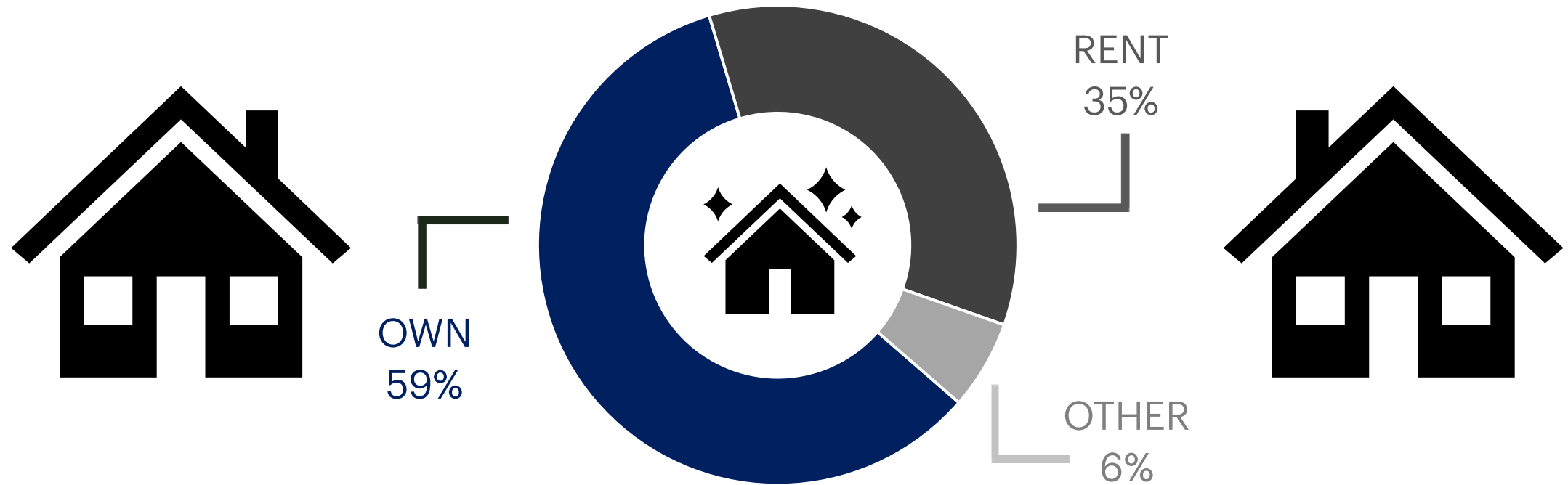
In the Past 10 Years, Tucson Area Hispanics Who Are Registered to Vote Have Grown 13%



**HOUSING**

# HOME OWNERSHIP AMONG TUCSON AREA HISPANICS IS STRONG

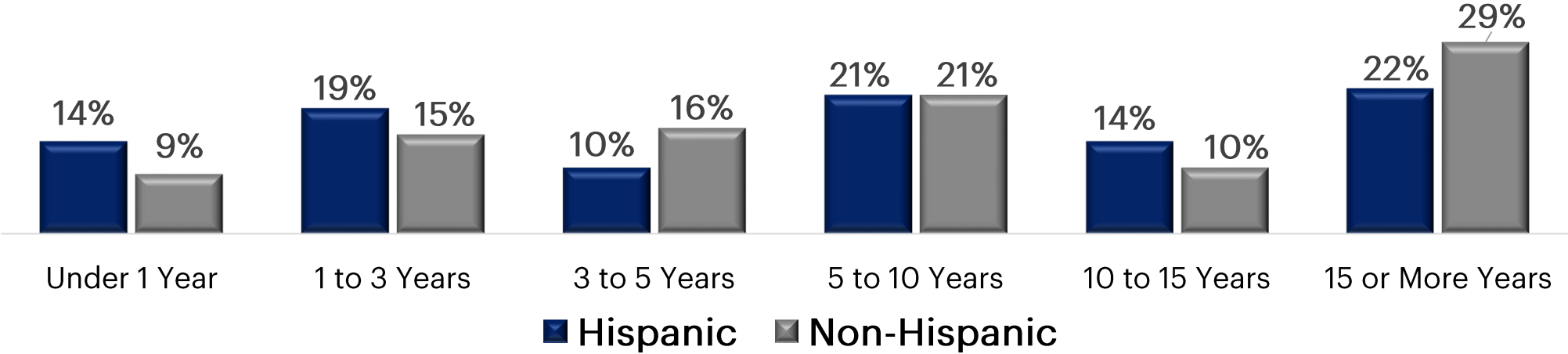
Share of Tucson Area Hispanics Who Own Their Home



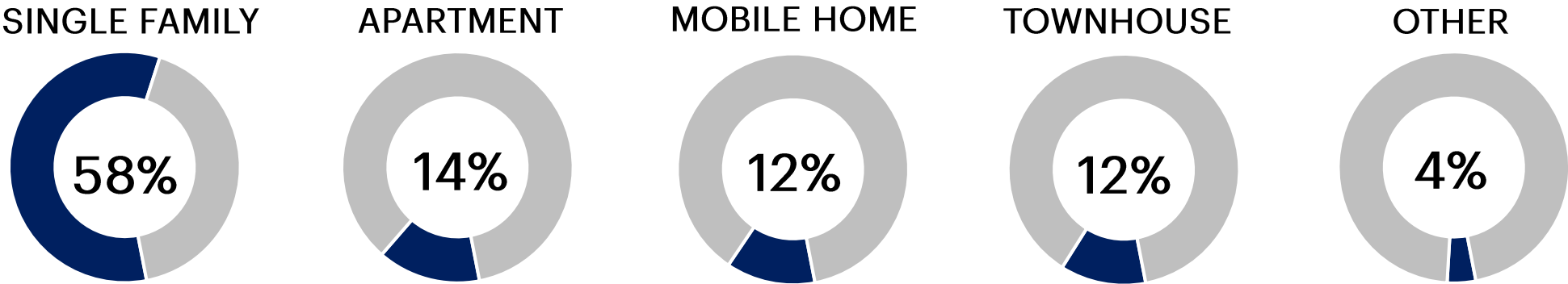
THAT TRANSLATES TO **204,742** HISPANICS

# HOUSING SUMMARY AMONG TUCSON AREA HISPANICS

Years in Present Home (By Percentage)

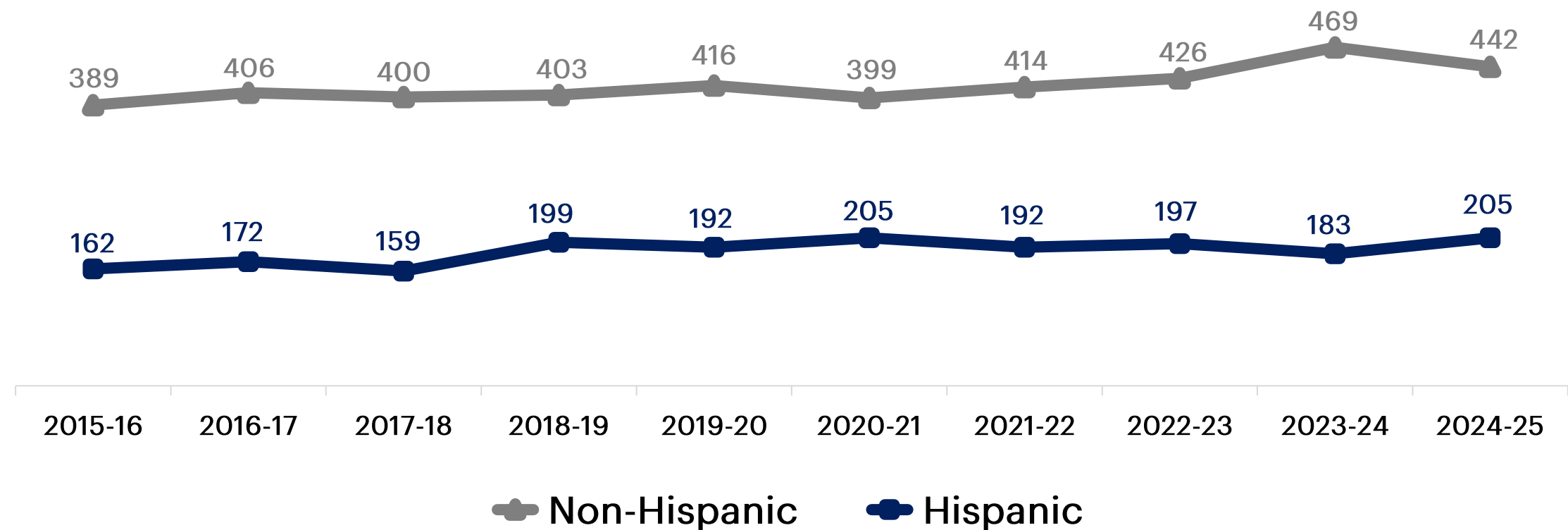


Type of Home (By Percentage)



# HOME OWNERSHIP AMONG TUCSON AREA HISPANICS CONTINUES TO GROW

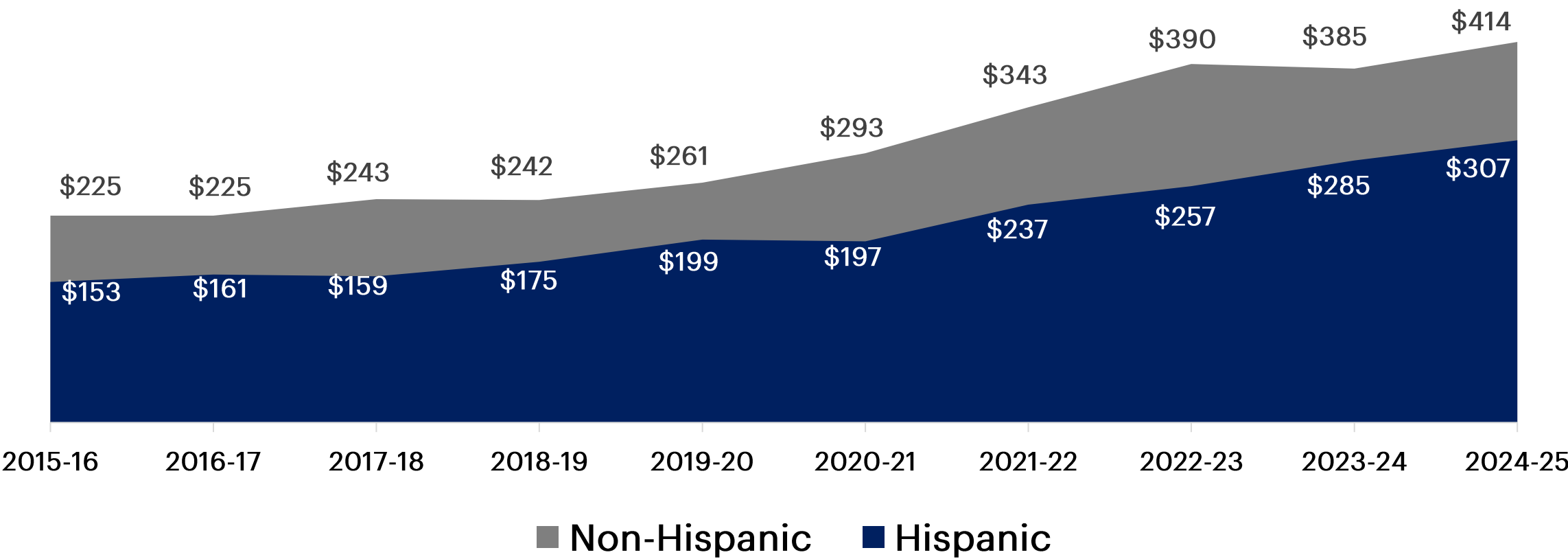
Adults Whose Households Own Their Residence (000's)



In the Past 10 Years, Tucson Area Hispanics Whose Households Own Their Home Have Grown 27%

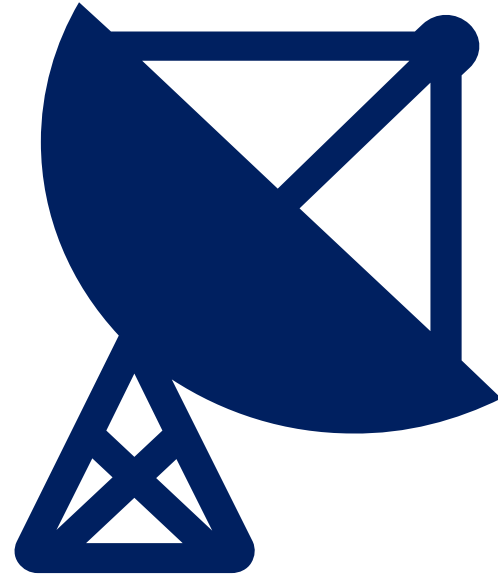
# HOME VALUE GROWTH AMONG TUCSON AREA HISPANICS CONTINUES TO GROW

Average Market Value of Owned Home (000's)



In the Past 10 Years, Home Values Among Tucson Area Hispanics Have Grown 101%

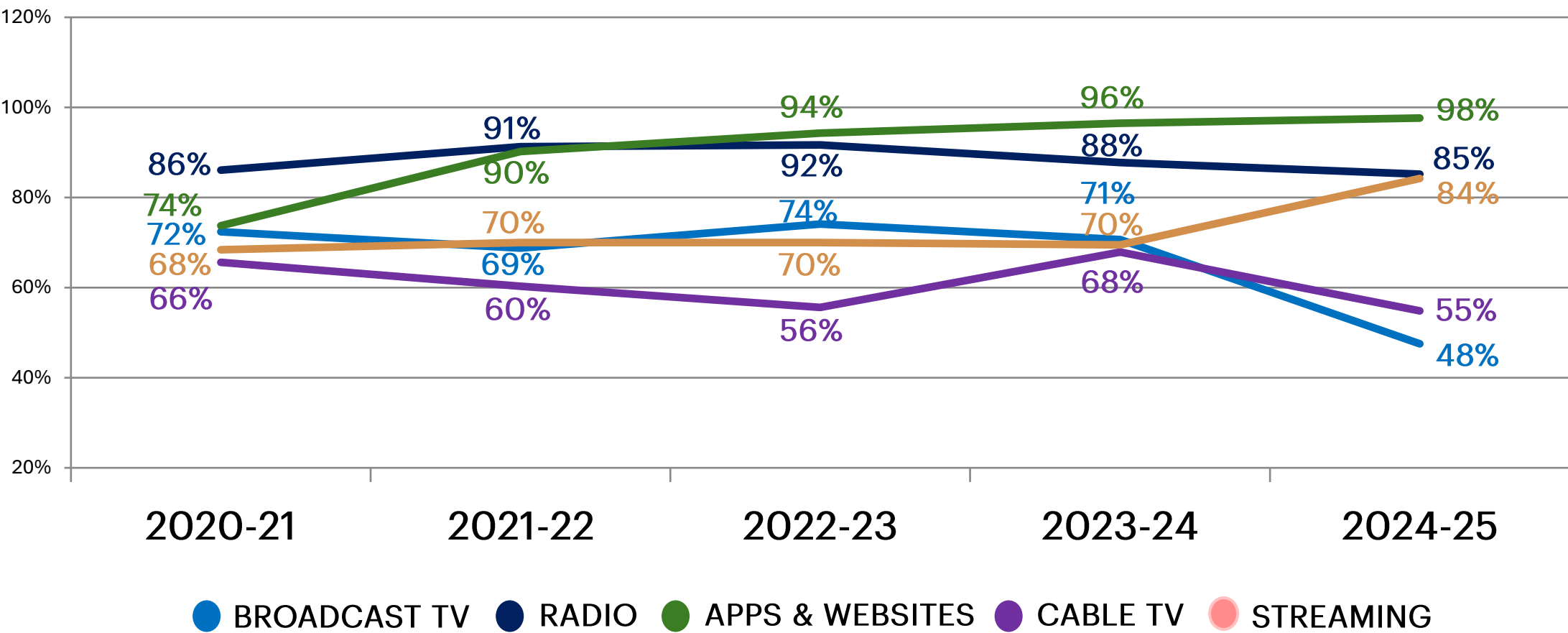




# **MEDIA & LANGUAGE**

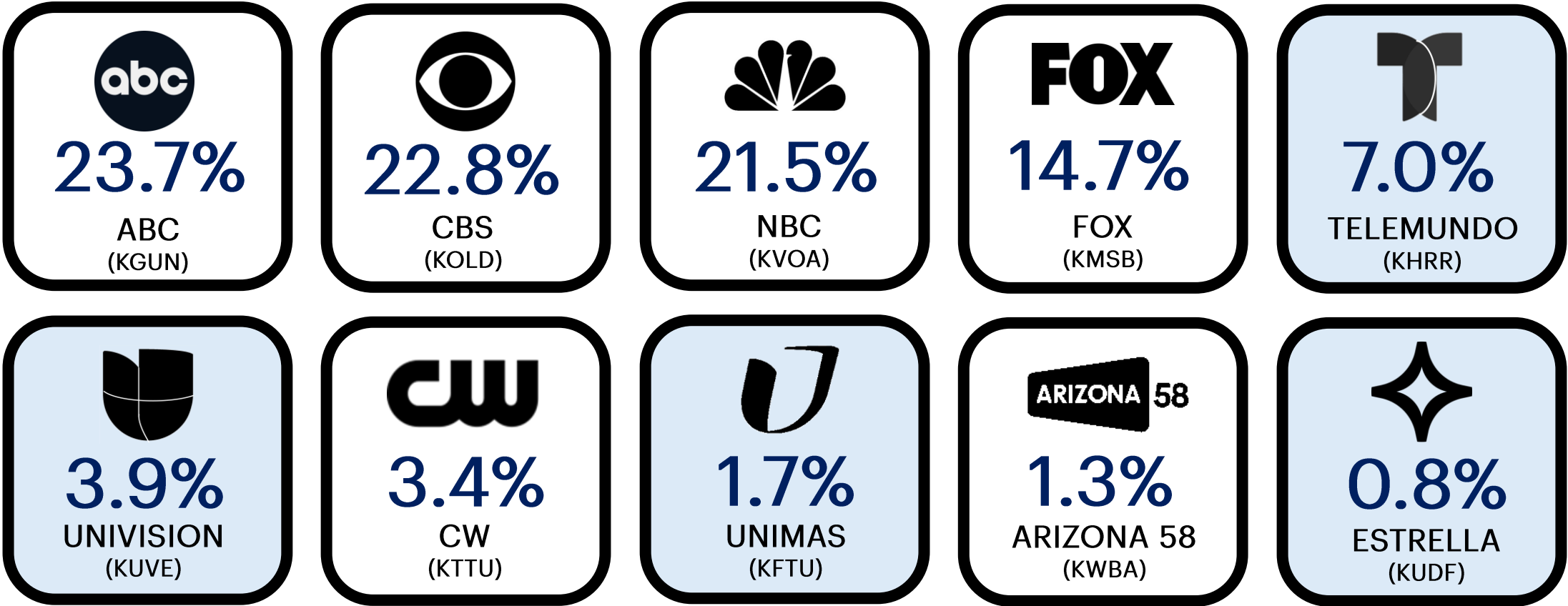
# THE MEDIA USAGE OF TUCSON AREA HISPANICS IS CHANGING SIGNIFICANTLY

Share of Media Usage Among Tucson Area Hispanics



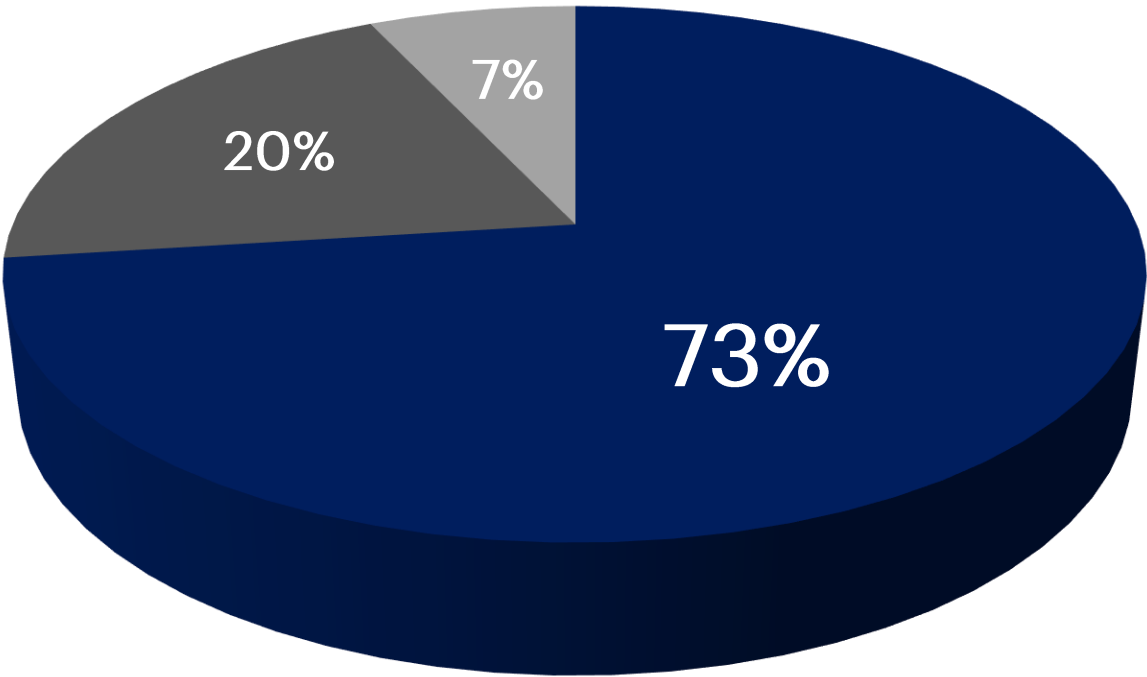
# SPANISH-LANGUAGE TELEVISION CAPTURES A LARGE SHARE OF TUCSON AREA VIEWERS

Total Day (M-Su, 6a-2a) June 2025 Broadcast Share of Viewing Among Adults 18-49



# COX COMMUNICATIONS REMAINS THE TOP CABLE PROVIDER IN THE TUCSON AREA

Cable Television Provider Among Hispanic Households That Subscribe

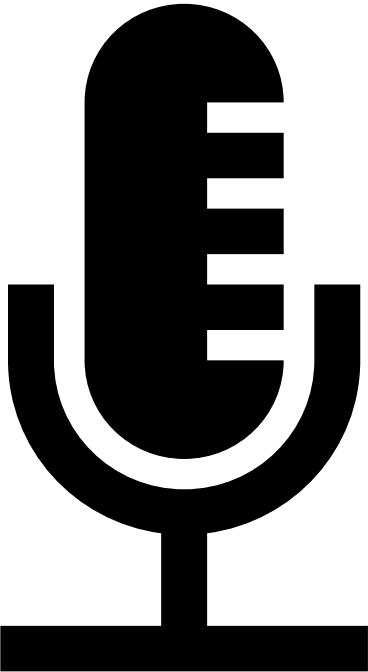
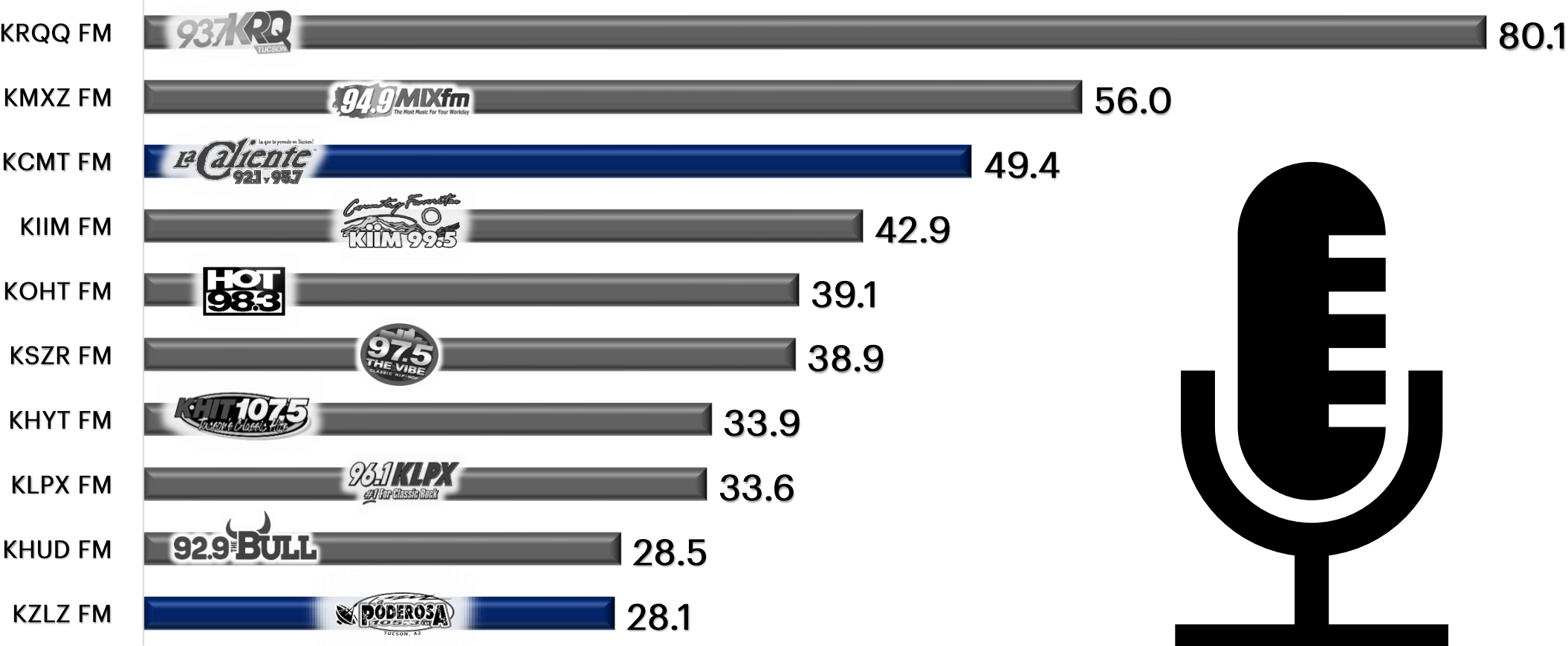


■ COX   ■ Xfinity   ■ Other

TOP CABLE NETWORKS AMONG HISPANICS (Watched in the past 7 days)	
NETWORK	SHARE
ESPN	23%
Food Network	20%
Discovery Channel	18%
CNN	17%
TNT	17%
Lifetime	16%
History	16%
National Geographic	14%
A&E	13%
TBS	13%

# TUCSON AREA HISPANICS HAVE AN ECLECTIC CHOICE OF LISTENING PREFERENCES

Tucson Area Radio Station Total Hispanic Listeners (M-Su, 6a-12a) 000's



# 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



Hispanic

34%

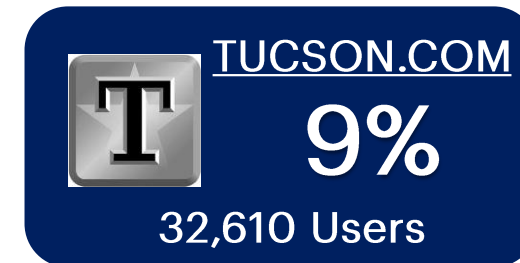
79,799 Readers/Users

Non-Hispanic

66%

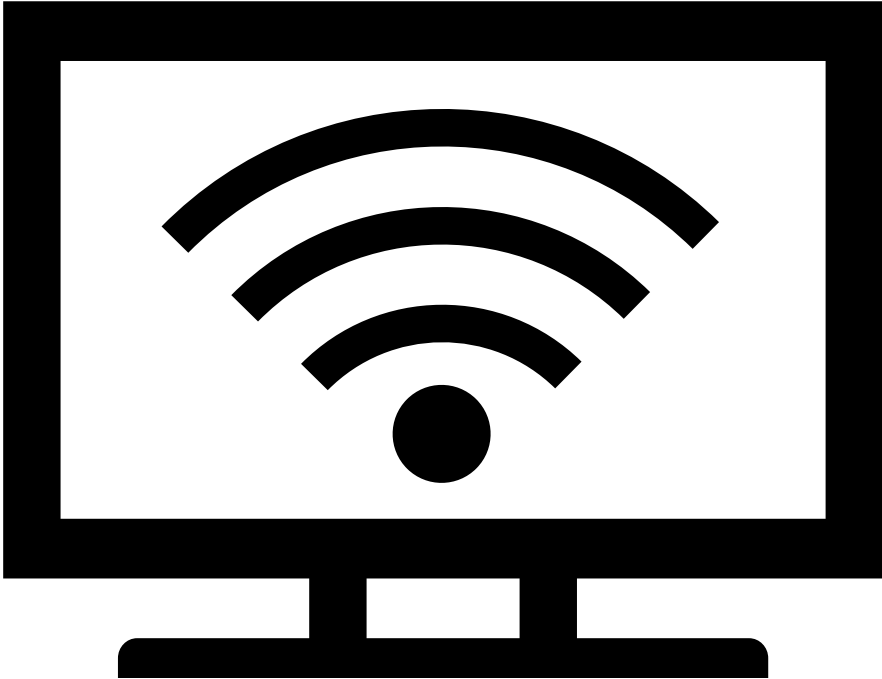
110,738 Readers/Users

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



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	% OF HISPANICS	INDEX
Netflix	67%	118
YouTube (free)	57%	106
Amazon Prime Video	47%	92
Hulu/Hulu + Live TV	39%	105
Hulu	38%	105
Disney+	37%	121
Peacock	27%	104
Max	26%	114
Tubi	19%	123
Paramount+	18%	70

# TUCSON AREA HISPANICS ARE MORE LIKELY TO USE MANY WEBSITES OR APPS

Websites/Apps Used by Hispanics in the Past 30 Days

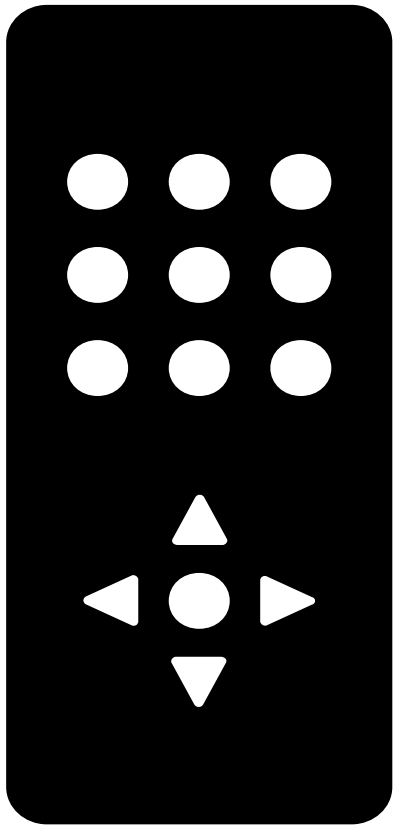
WEBSITE/APP USED	% OF HISPANICS	INDEX
Google	82%	98
Google Maps	72%	99
Facebook	66%	94
Instagram	56%	113
TikTok	41%	143
WhatsApp	31%	192
Wikipedia	30%	87
KOLD.com/KOLD CBS	28%	100
Zillow	25%	98
Pinterest	25%	114





# TUCSON AREA HISPANICS ARE MORE LIKELY TO WATCH MANY TV PROGRAMS

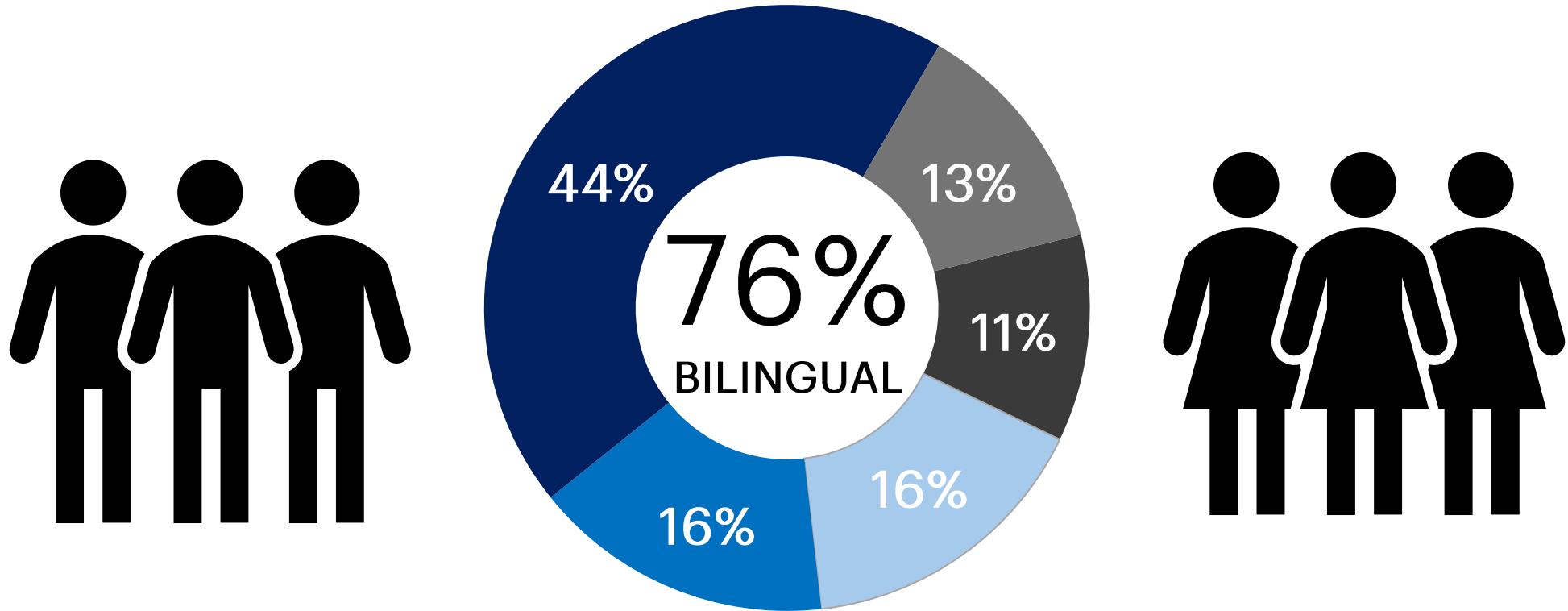
Type of Television Programs Watched by Hispanic Adults (Broadcast, Cable or Stream)



TELEVISION PROGRAMS WATCHED	% OF HISPANICS	INDEX
Movies	61%	94
Comedies	60%	104
Documentaries	46%	102
Dramas	42%	95
Mystery/suspense/crime	36%	90
Sports	32%	92
Food/cooking shows	29%	98
Science fiction	25%	90
Local news - evening	25%	84
Kids shows	22%	160

# MANY TUCSON AREA HISPANICS ARE BILINGUAL

2024-2025 Language Strata % Among Hispanic TV Households



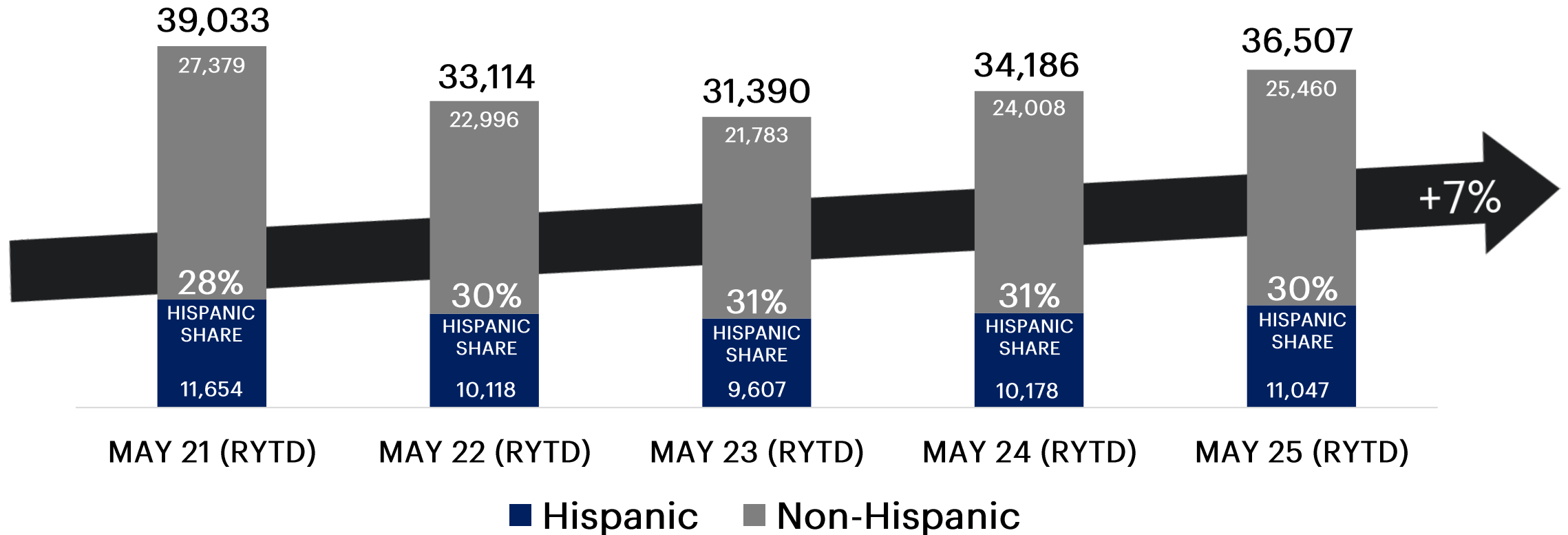
■ SPANISH ONLY ■ MOSTLY SPANISH ■ BOTH SPANISH & ENGLISH ■ MOSTLY ENGLISH ■ ENGLISH ONLY



**AUTOMOTIVE**

# HISPANIC SHARE OF NEW VEHICLE SALES HAS GROWN

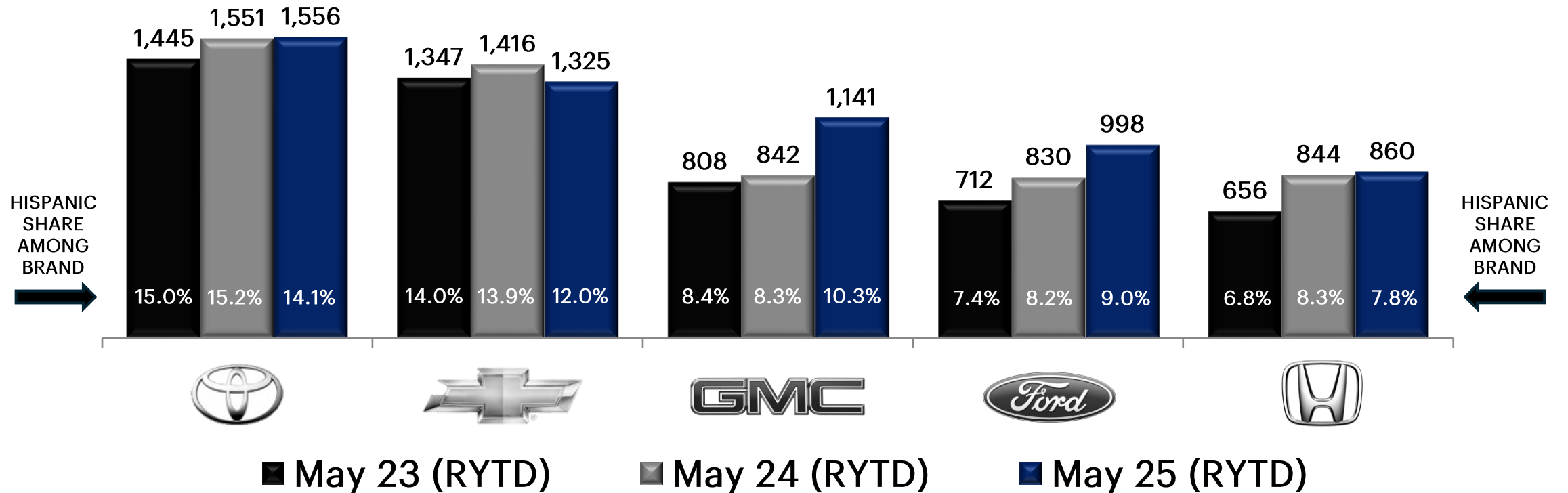
Total New Vehicle Sales Trends and Growth in the Tucson Area



The Hispanic share of New Cars sold has grown 7% from this time four years ago

# SALES AMONG THE TOP FIVE HISPANIC NEW AUTO BRANDS ARE GROWING

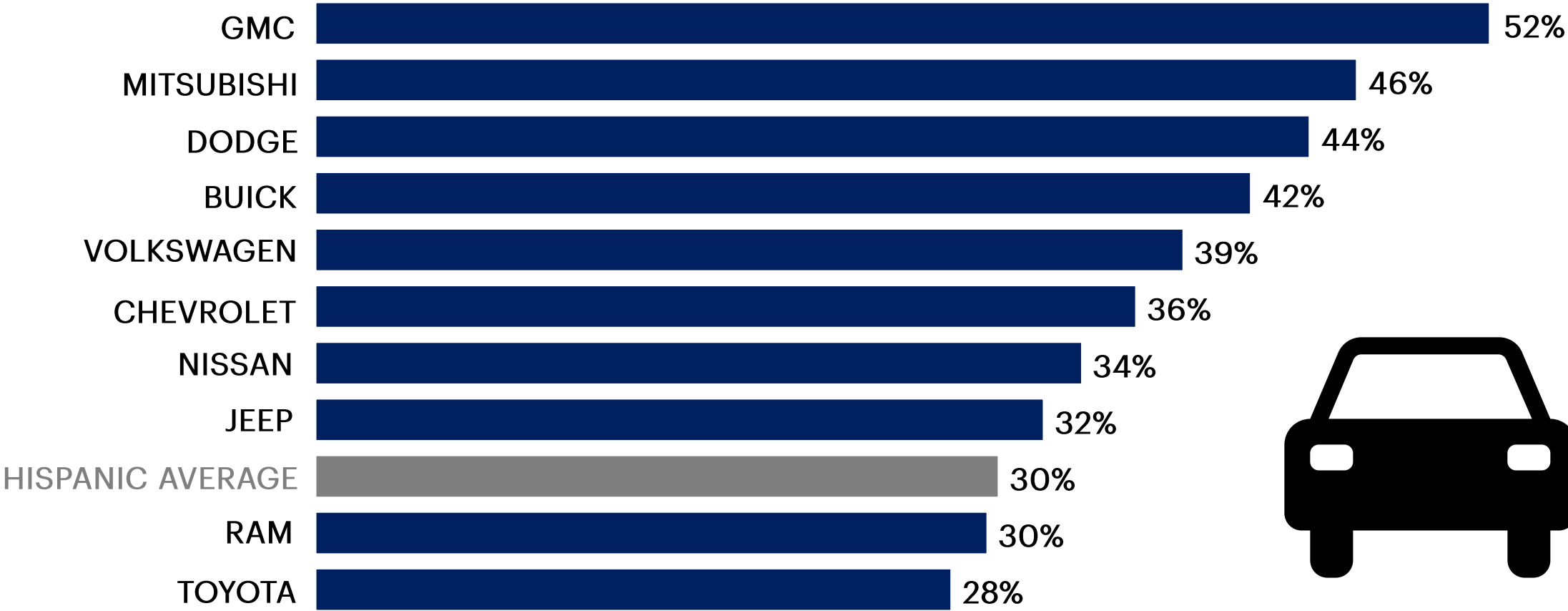
Hispanic Automotive Year-to-Year Sales Trends (May 23 RYTD-May 25 RYTD)



Many of the Top 5 Hispanic Brands Were Up in Total Sales From Year Prior. GMC & Ford Were the Only Makes That Improved Their Hispanic Market Share From Year Prior

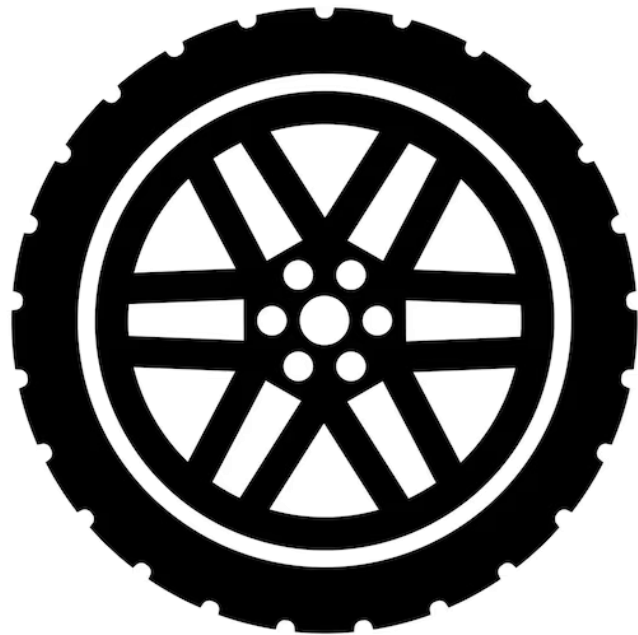
# HISPANIC SHARE OF NEW CARS SOLD TO TUCSON AREA HISPANICS IS STRONG

Hispanic Share of Tucson Area New Vehicle Sales



## TUCSON AREA HISPANICS ARE MORE LIKELY TO BE IN THE MARKET FOR A USED VEHICLE

Likelihood of Hispanics Purchasing Any Used Vehicle in the Next 12 Months



# INDEX: 131

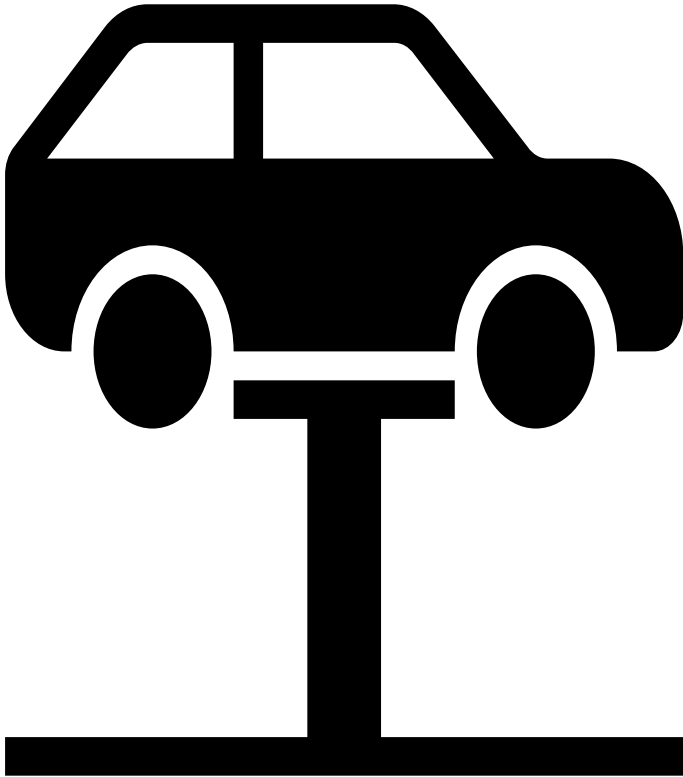
## NON-HISPANIC INDEX: 83

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

# 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	% OF HISPANICS	INDEX
Oil filter/oil change	48%	99
New tires	39%	104
Car battery	23%	119
Anti-freeze/coolant	15%	164
Brake repair	14%	122
Auto glass replacement/repair	11%	129
Other car repair	8%	66
Tune-up/spark plugs	8%	81
Shocks/struts	7%	131
Transmission repair	4%	159





# 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	% OF HISPANICS	INDEX
AutoZone	50%	131
O'Reilly Auto Parts	23%	111
Discount Tire Co.	21%	95
Walmart	21%	128
Other store	14%	128
Auto dealership	9%	88
Costco	8%	97
Big O Tires	8%	113
Jiffy Lube	5%	105
Advance Auto Parts	5%	119

# TUCSON AREA HISPANICS USE MANY AUTO INSURANCE PROVIDERS

Auto Insurance Providers Used by Hispanic Households

INSURANCE PROVIDER USED	% OF HISPANICS	INDEX
Other provider	22%	148
Progressive	14%	90
State Farm	14%	96
GEICO	12%	96
Allstate	9%	153
USAA	5%	53
American Family Insurance	4%	98
Farmers Insurance Group	4%	117
AAA Insurance	3%	63
The Hartford	1%	72





**FINANCIAL**



# Homeownership is Opportunity.

## NOVA is Here to Help You Realize It.

As proud sponsors of the **Southern Arizona Hispanic Market Outlook**, NOVA® Home.Loans recognizes the growing strength and importance of the Hispanic community in driving Arizona's economic future.

We are committed to providing a smarter, faster, and more personalized home loan experience, one that understands the unique financial stories of our borrowers.

Whether you're a first-time homebuyer or planning your next move, NOVA is ready to help you build wealth through responsible homeownership.

NOVA®  
HOME LOANS

**Home Starts Here.**

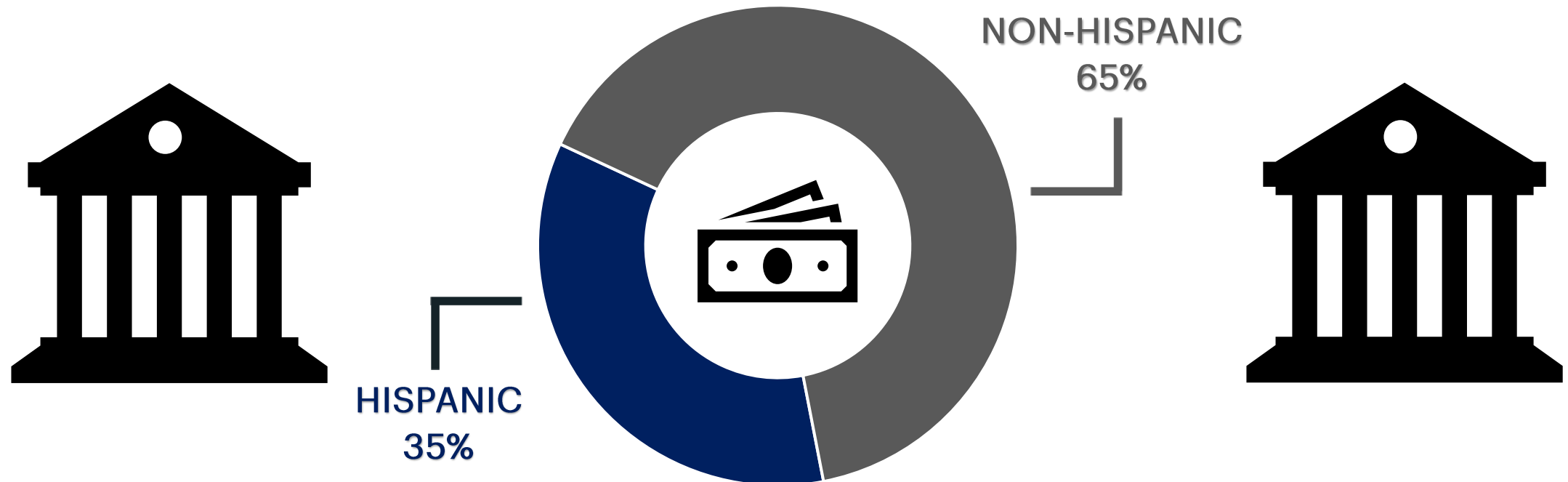
**[novahomeloans.com](https://novahomeloans.com) | 800.955.9125**





# MANY TUCSON AREA HISPANICS WHO USE A BANK OR CREDIT UNION

Adults Whose Households Use a Bank or Credit Union



THAT TRANSLATES TO **329,246** HISPANICS

# LOCAL BANKS & CREDIT UNIONS ARE POPULAR AMONG TUCSON AREA HISPANICS

Banks/Credit Unions Used by Hispanic Households

BANK/CREDIT UNION USED	% OF HISPANICS	INDEX
Chase	37%	108
Wells Fargo	32%	116
Bank of America	21%	102
Other credit union	15%	85
Other bank	14%	100
Vantage West Credit Union	13%	97
Pima Federal Credit Union	9%	135
Tucson Federal Credit Union	8%	121
Hughes Federal Credit Union	7%	77
Internet bank	4%	67



# MANY TUCSON AREA HISPANICS TAKE ADVANTAGE OF FINANCIAL SERVICES

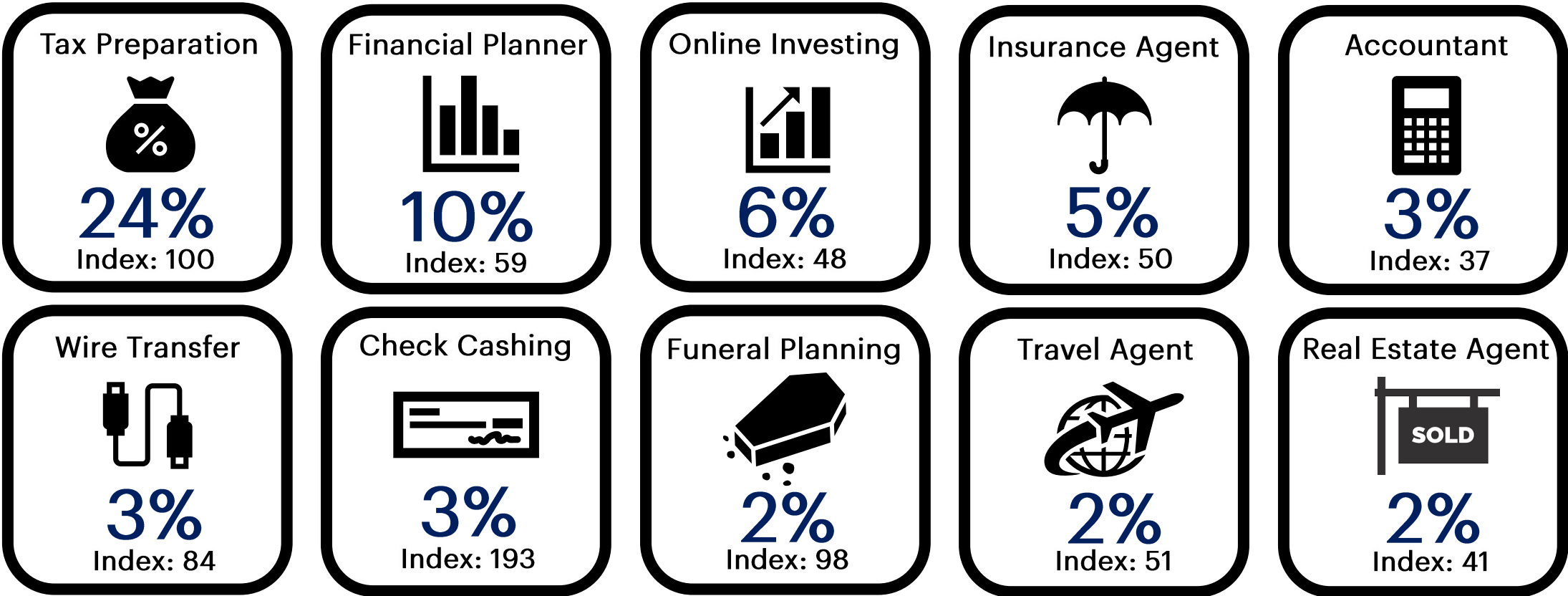
## Financial Services Used by Hispanic Households



FINANCIAL SERVICE USED	% OF HISPANICS	INDEX
Debit or ATM card	84%	98
Checking account	76%	88
Savings account	63%	85
Credit card	50%	77
Online banking	28%	67
Mobile banking	28%	76
Online bill paying	22%	64
Home mortgage	21%	84
Auto loan	21%	102
Personal loan	10%	112

# FINANCIAL SERVICE PROVIDERS HAVE ROOM TO GROW WITH TUCSON AREA HISPANICS

Professional Services Used by Hispanic Households in the Past 12 Months





# MANY TUCSON AREA HISPANICS ARE IN NEED OF HOMEOWNERS/RENTERS INSURANCE

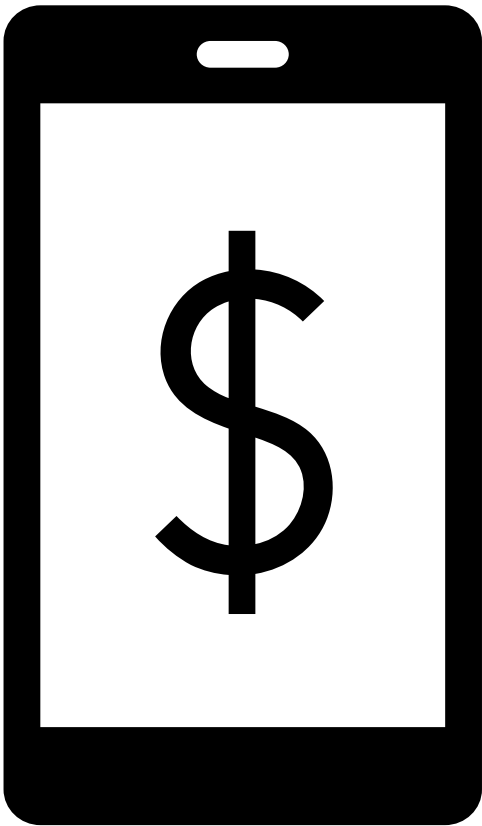
## Homeowners/Renters Insurance Providers Used by Hispanic Households

INSURANCE PROVIDER USED	% OF HISPANICS	INDEX
Other provider	18%	101
State Farm	12%	82
Allstate	11%	164
Progressive	6%	84
GEICO	5%	96
USAA	5%	52
Farmers Insurance Group	4%	97
Travelers	3%	108
AAA Insurance	2%	59
None	28%	131



# TUCSON AREA HISPANICS USE MANY MOBILE PAYMENT SERVICES

Mobile Payment Services Used by Hispanics in the Past 3 Months



MOBILE PAYMENT SERVICE USED	% OF HISPANICS	INDEX
Zelle	52%	140
PayPal	45%	100
Venmo	34%	90
Apple Pay	31%	131
Cash App	27%	136
Google Pay	24%	104
Amazon Pay	12%	112
Facebook Messenger	11%	114
Samsung Pay	6%	124
Other payment service	5%	107

# INVESTMENT PROVIDERS HAVE ROOM TO GROW WITH TUCSON AREA HISPANICS

## Investments That Hispanic Households Use

INVESTMENTS USED	% OF HISPANICS	INDEX
401k plan	42%	106
IRA	18%	51
Stocks or stock options	9%	40
Other security or investment	7%	63
Mutual funds	6%	39
Second home or real estate	5%	62
Bonds	4%	41
Money market funds	3%	29
529 plan/college savings plan	2%	57





**GROCERIES & FOOD**

# TUCSON AREA HISPANICS REPRESENT A LARGE SHARE OF GROCERY SHOPPERS

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



THAT TRANSLATES TO **344,058** HISPANICS

# TUCSON AREA HISPANICS SPEND 27% MORE ON GROCERIES EACH WEEK

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

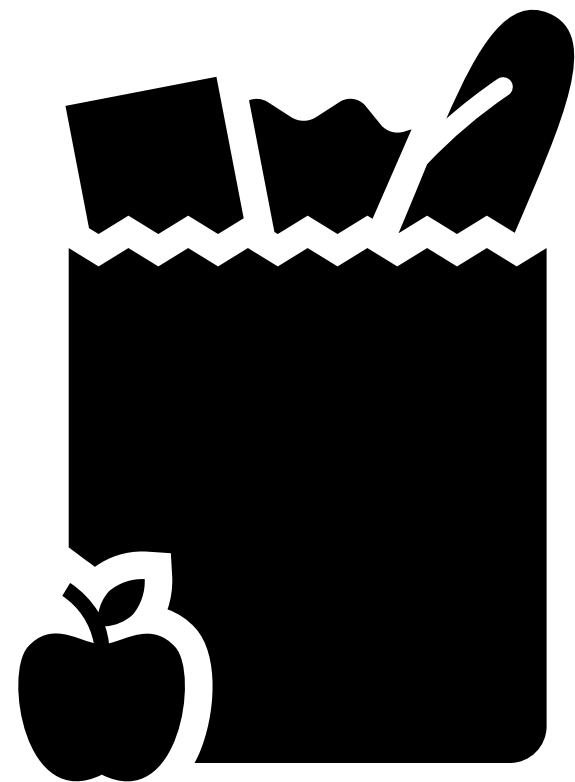
**\$254.63**

Non-Hispanic: \$199.93

Hispanic Households Spend More on Groceries Per Week than Non-Hispanic Households

# GROCERY STORES COMPETE FOR BUSINESS AMONG TUCSON AREA HISPANICS

Grocery Stores Shopped by Hispanic Households in the Past 7 Days

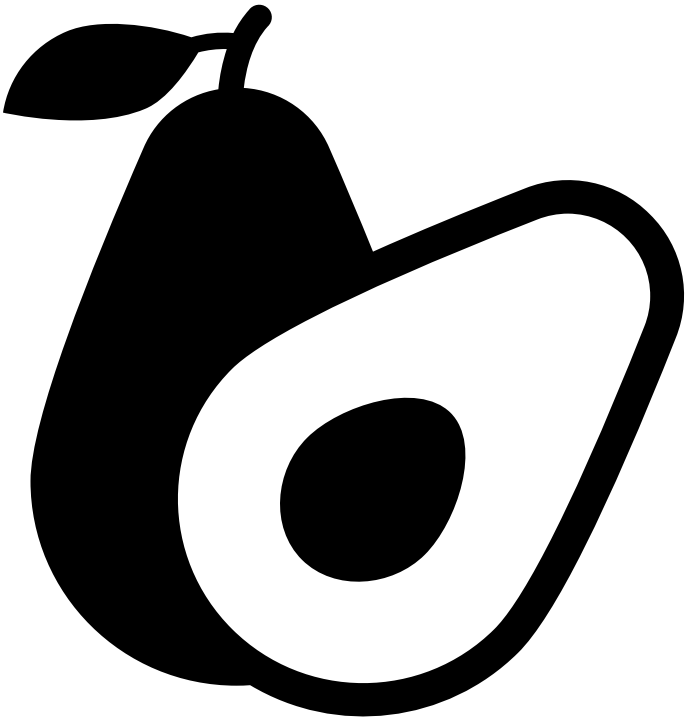


GROCERY STORES SHOPPED	% OF HISPANICS	INDEX
Walmart Supercenter	56%	114
Fry's - Fry's Marketplace	56%	102
Costco	39%	106
Safeway	35%	80
Food City	34%	183
Walmart Neighborhood Market	29%	119
Target/SuperTarget	18%	101
Other Hispanic grocery store	18%	250
Sprouts	16%	107
Sam's Club	13%	132

# TUCSON AREA HISPANICS ARE MORE LIKELY TO PURCHASE MANY FOOD ITEMS

Food Products Used by Hispanic Households in the Past 7 Days

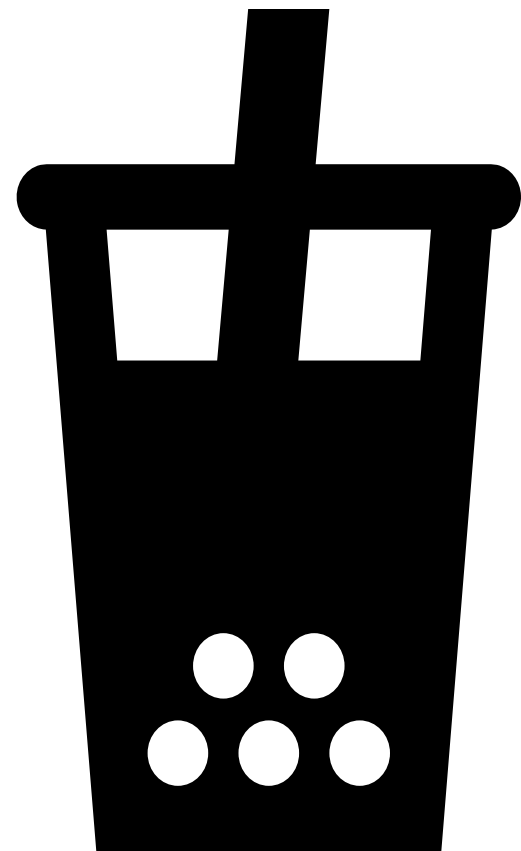
FOOD PRODUCTS USED	% OF HISPANICS	INDEX
Fruits or vegetables	80%	95
Fresh meat	76%	102
Coffee	70%	106
Tortillas	67%	121
Ice cream, frozen juice bars	63%	103
Packaged meat	62%	98
Pretzels, chips, popcorn	61%	96
Yogurt (not frozen)	58%	113
Candy	57%	98
Nuts	55%	99





# MANY BEVERAGES ARE LIKELY TO BE CONSUMED BY TUCSON AREA HISPANICS

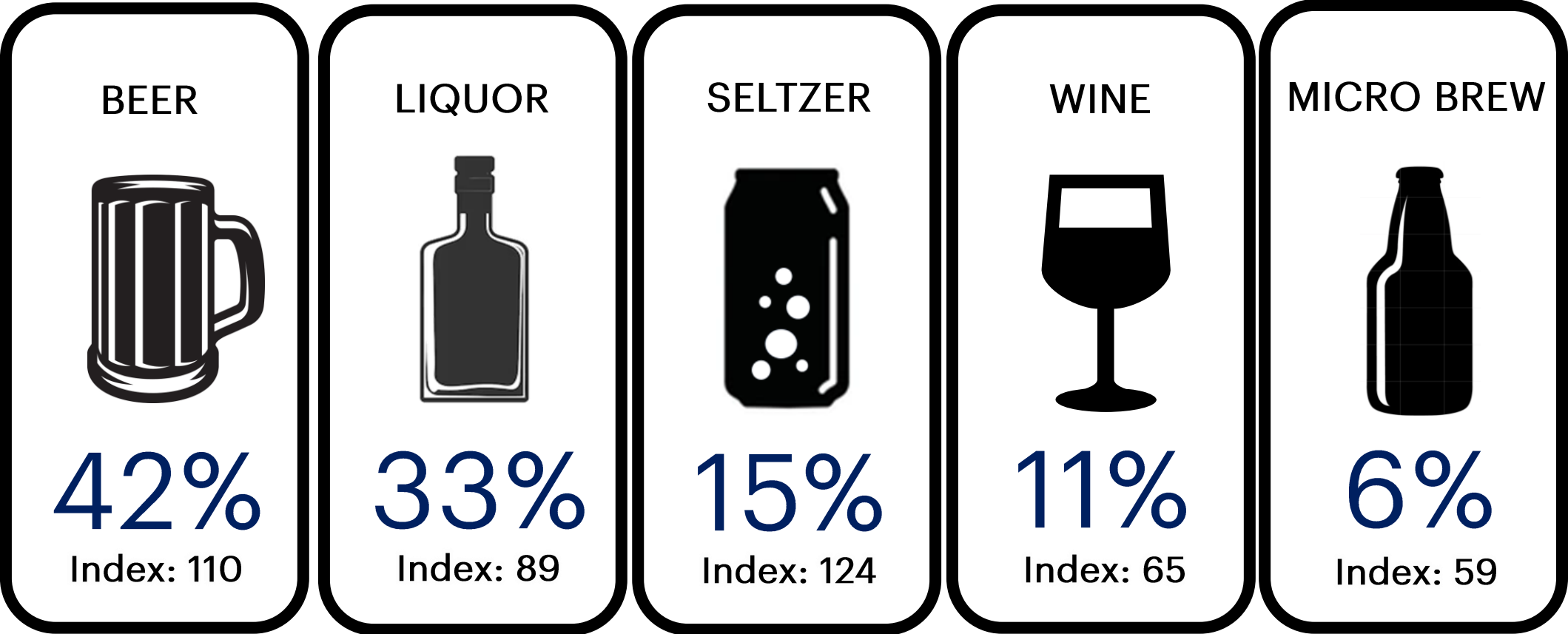
Beverages Consumed by Hispanics in the Past 7 Days



BEVERAGES CONSUMED	% OF HISPANICS	INDEX
Regular Soda	67%	121
Bottled Water	64%	121
Bottled/Canned Tea	45%	133
Fruit Juice	42%	124
Orange Juice	42%	123
Sports Drinks	40%	117
Diet Soda	29%	93
Energy Drinks	22%	110

# TUCSON AREA HISPANICS CONSUME DIFFERENT TYPES OF ALCOHOLIC BEVERAGES

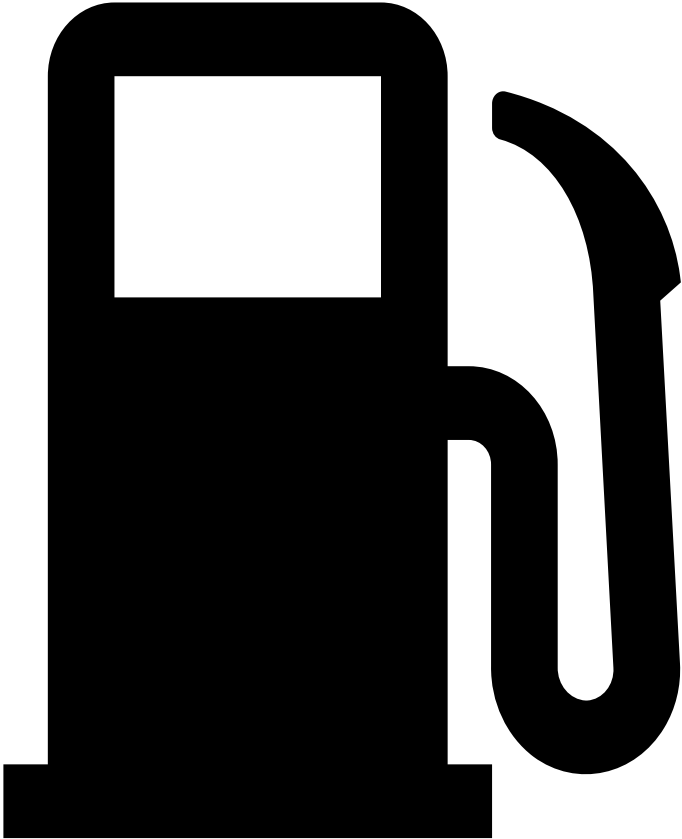
Alcoholic Beverages Consumed by Hispanics in the Past 30 Days



TUCSON AREA HISPANICS ARE LIKELY TO PURCHASE MANY CONVENIENCE STORE ITEMS

Convenience Store Items Purchased by Hispanics in the Past 7 Days

ITEMS PURCHASED	% OF HISPANICS	INDEX
Gasoline	74%	120
Snacks-candy	46%	141
Beverage (Non-alcoholic)	37%	124
Lottery tickets	25%	153
Other food	18%	126
Alcohol	15%	158
Cigarettes-tobacco	10%	110
Other item	4%	98

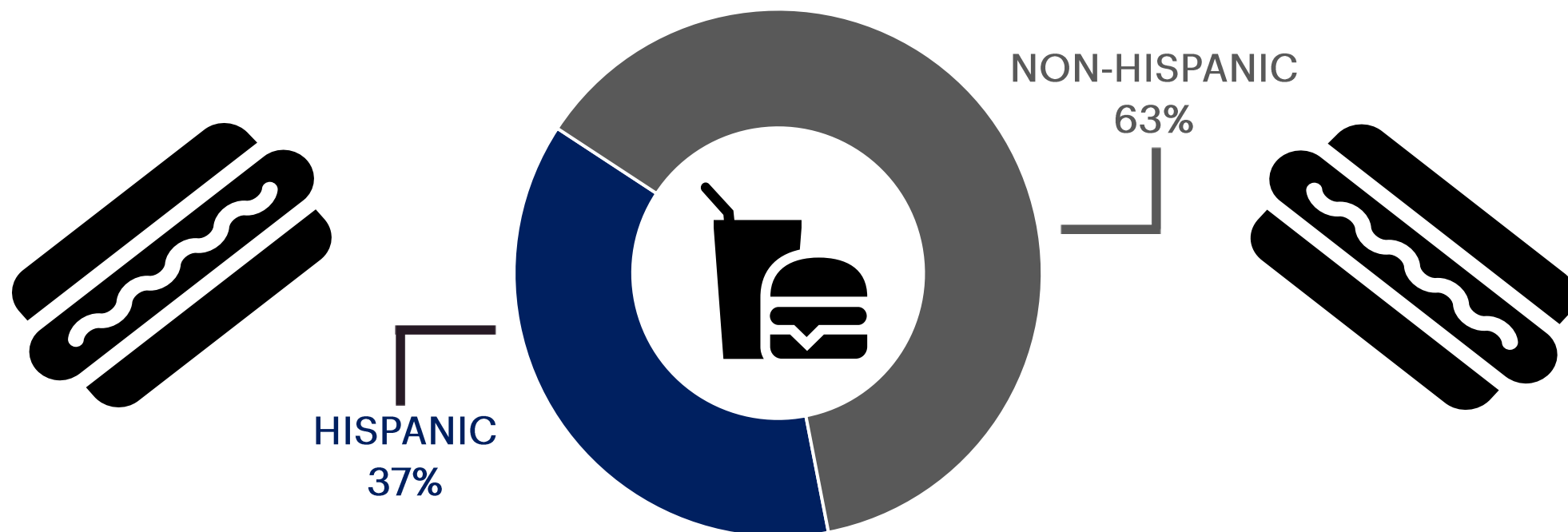




**RESTARANT**

# 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 **319,064** HISPANICS

# 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



Lunch



Dinner



# TUCSON AREA HISPANICS ARE MORE LIKELY TO USE QUICK SERVICE RESTAURANTS

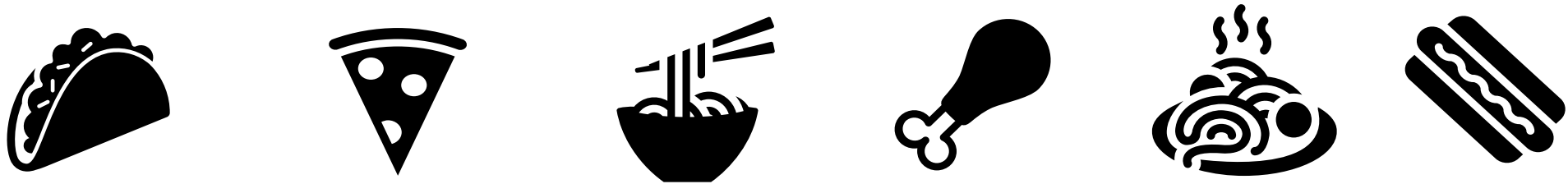
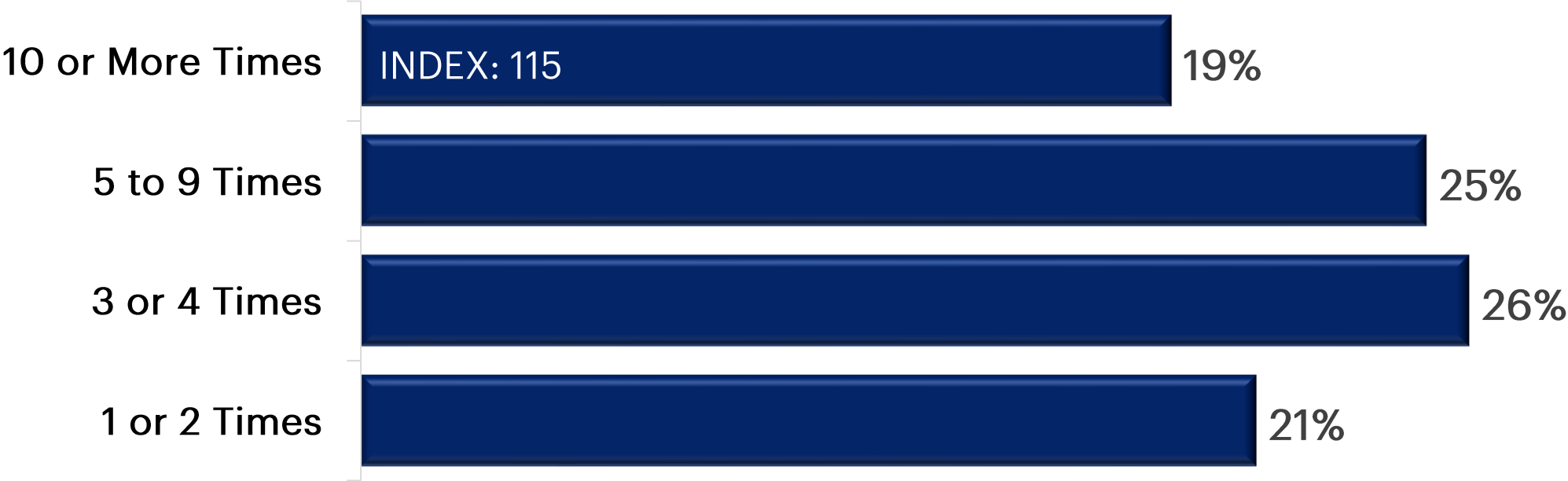
Quick Service Restaurants Used by Hispanics in the Past 30 Days

QUICK SERVICE RESTAURANT USED	% OF HISPANICS	INDEX
McDonald's	44%	129
Little Caesars	27%	173
Burger King	24%	130
In-N-Out Burger	22%	130
Other restaurant	21%	118
Jack in the box	20%	146
Starbucks	17%	110
Taco Bell	17%	88
Subway	16%	111
Eegee's	15%	117



# TUCSON AREA HISPANICS ARE FREQUENT USERS OF QUICK SERVICE RESTAURANTS

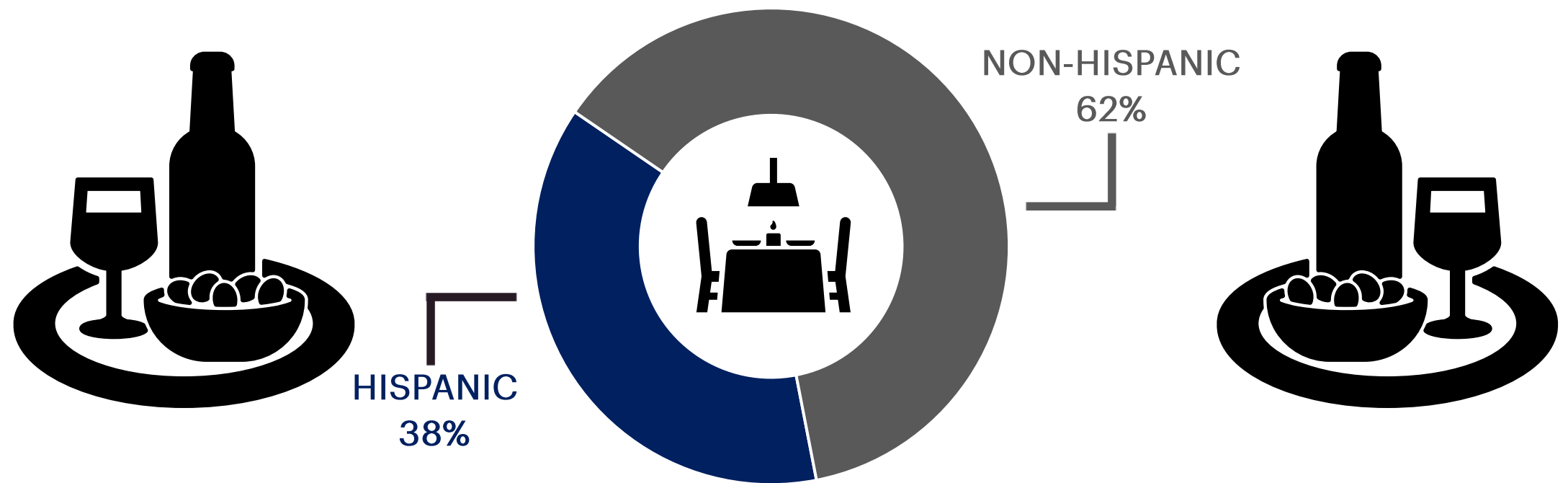
Number of Times Hispanics Have Used Quick Service Restaurants in the Past 30 Days





# 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 **275,049** HISPANICS

# TUCSON AREA HISPANICS ARE MORE LIKELY TO USE MANY SIT-DOWN RESTAURANTS

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



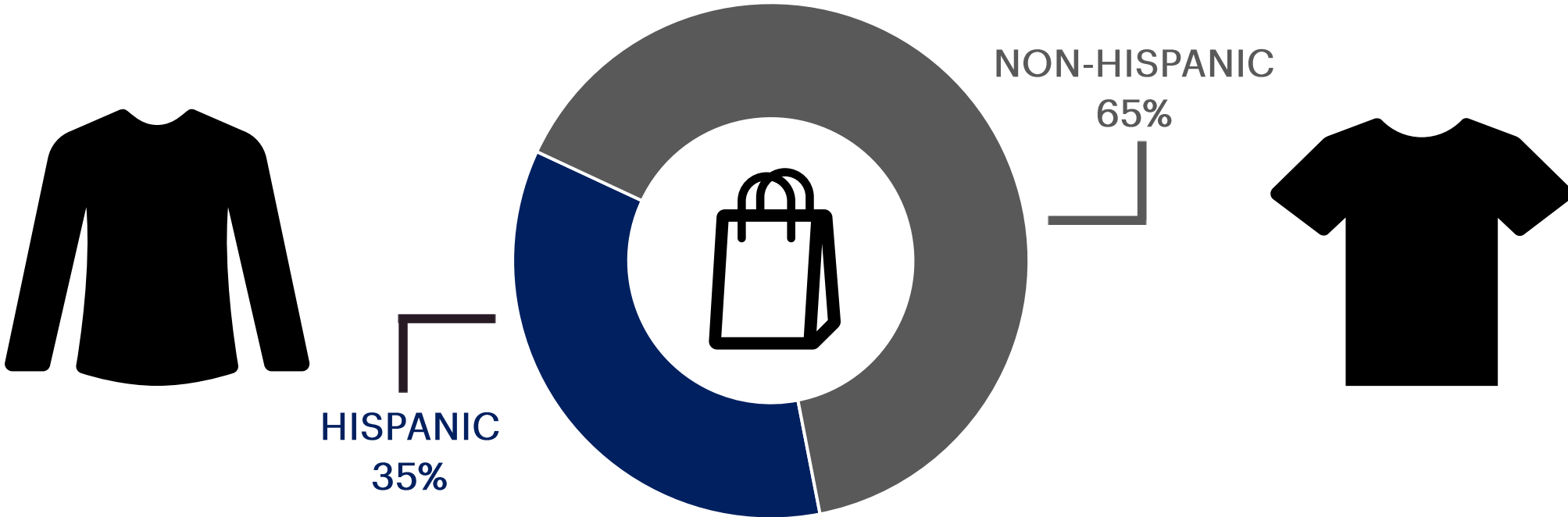
SIT-DOWN RESTAURANT USED	% OF HISPANICS	INDEX
Other sit-down restaurant	30%	78
Texas Roadhouse	16%	124
IHOP	15%	203
Olive Garden	12%	135
Denny's	12%	135
Chili's	9%	131
Golden Corral	7%	123
Buffalo Wild Wings	6%	147
Oregano's	6%	126
The Cheesecake Factory	5%	132



**RETAIL**

# TUCSON AREA HISPANICS REPRESENT OVER ONE THIRD OF RETAIL STORE SHOPPERS

Adults Who Have Shopped Any Store/Service in the Past 3 Months

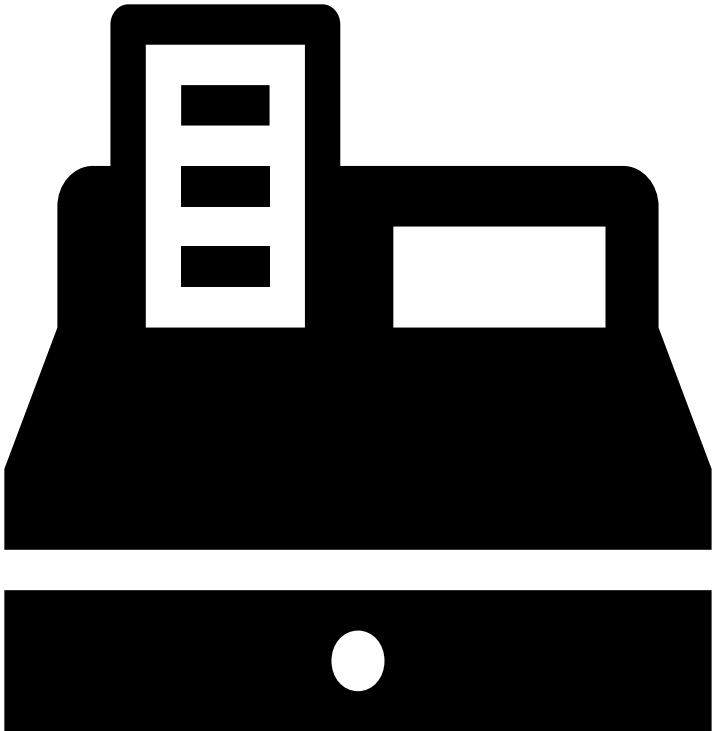


THAT TRANSLATES TO **344,383** HISPANICS

# TUCSON AREA HISPANICS ARE 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	% OF HISPANICS	INDEX
Consumer electronic store	64%	100
Clothing store	58%	141
Furniture/mattress store	51%	114
Home accessory store	43%	107
Large appliance store	36%	113
Sporting goods store	30%	123
Pet supply store	27%	92
Shoe store	26%	116
Thrift store	25%	88
Bookstore	22%	87



# TUCSON AREA HISPANICS ARE LIKELY TO SHOP AT MANY DIFFERENT RETAIL STORES

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

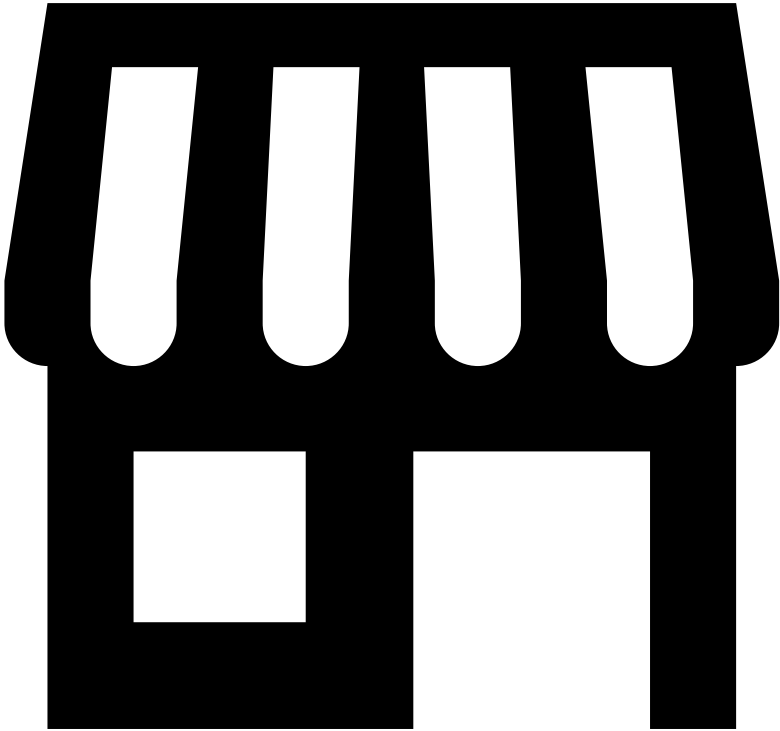


RETAIL STORE SHOPPED	% OF HISPANICS	INDEX
Walmart	76%	108
Amazon	66%	90
Costco	60%	106
Dollar Tree	55%	128
Target	45%	96
Ross Dress For Less	39%	164
99 Cents Only Stores	39%	152
Family Dollar	36%	152
Dollar General	34%	135
JCPenney	31%	176

# TUCSON AREA HISPANICS HAVE MANY SHOPPING MALLS TO CHOOSE FROM

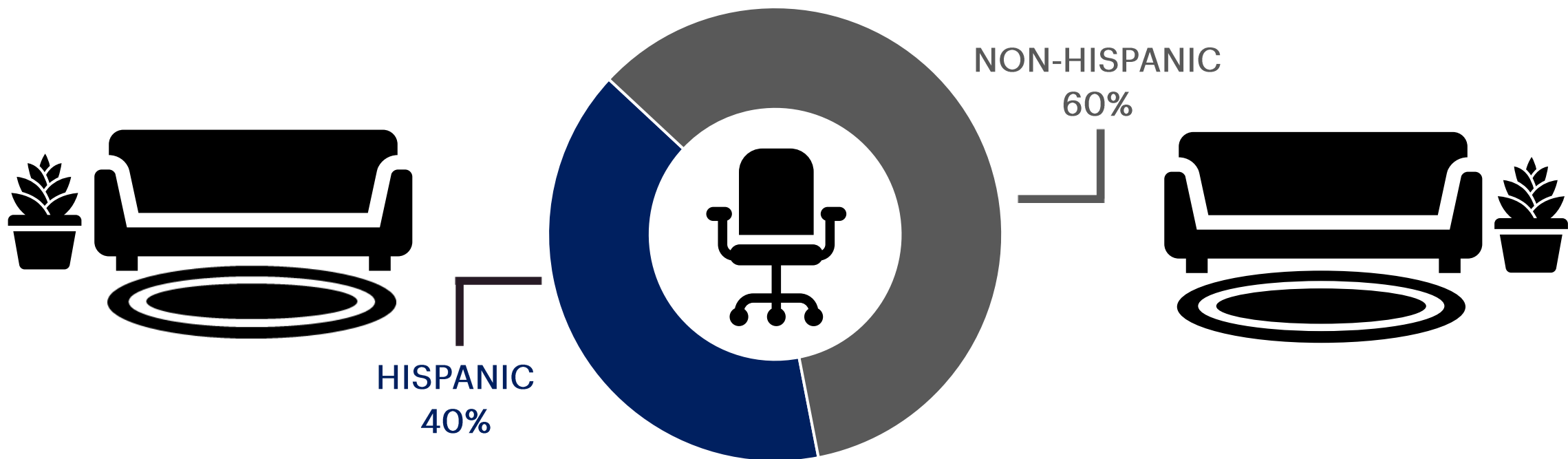
Malls Shopped/Visited by Hispanics in the Past 3 Months

LOCAL MALL SHOPPED	% OF HISPANICS	INDEX
Tucson Mall	59%	133
Park Place	51%	123
Tucson Spectrum	48%	177
El Con Mall	37%	130
Tucson Premium Outlets	29%	148
La Encantada	17%	97
Other shopping center	17%	78
Foothills Mall	15%	105
Oro Valley Marketplace	11%	89
The Mall at Sierra Vista	10%	148



# 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

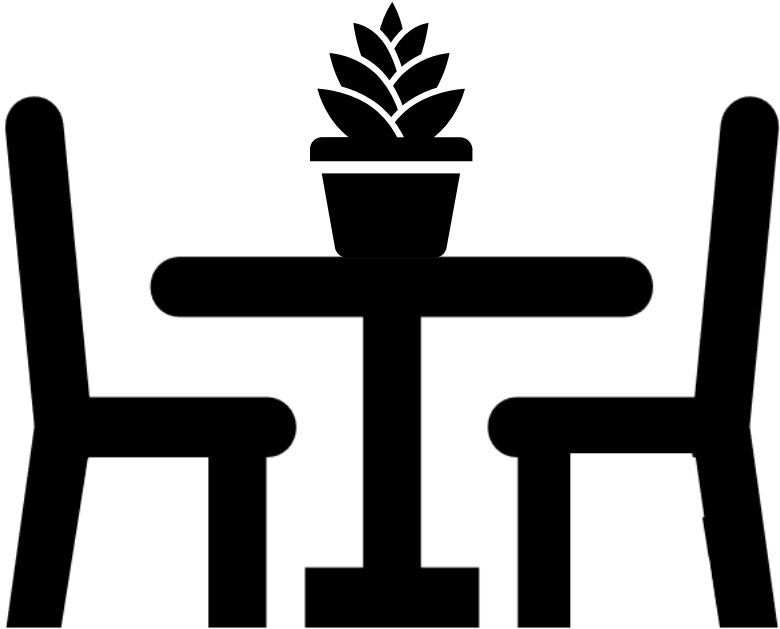


THAT TRANSLATES TO **179,742** HISPANICS



# TUCSON AREA HISPANICS CHOOSE FROM MANY FURNITURE/MATTRESS STORES

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



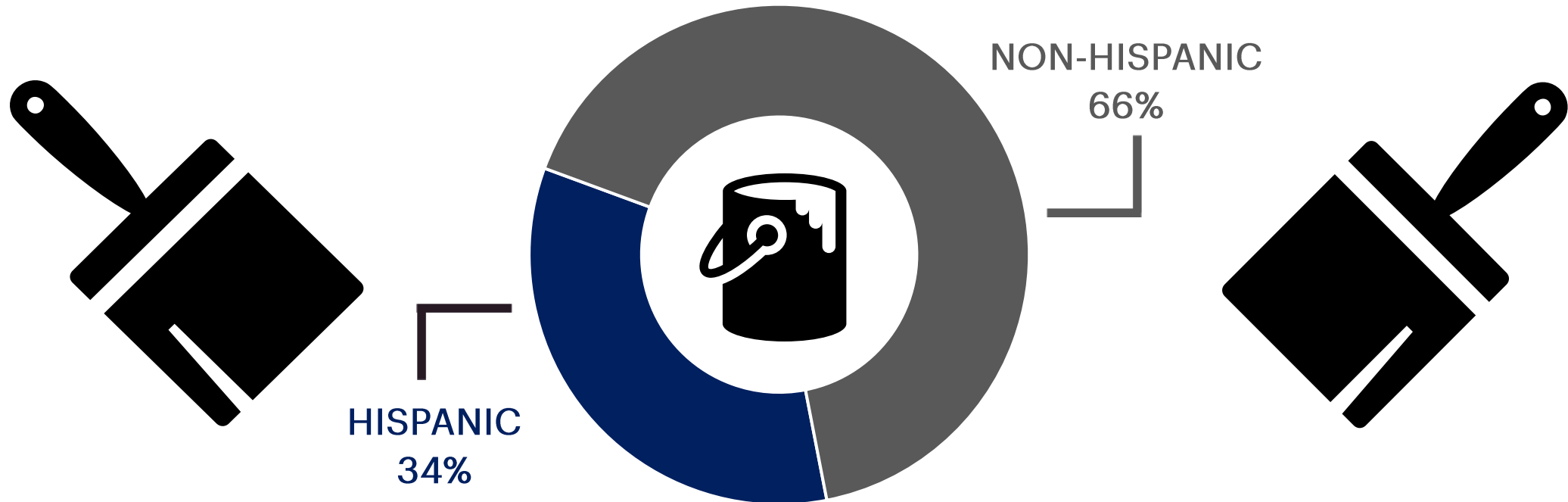
FURNITURE/MATTRESS STORE SHOPPED	% OF HISPANICS	INDEX
Costco	22%	98
Sam Levitz	12%	146
Other store	12%	80
JCPenney	11%	156
Ashley HomeStore	6%	112
Sam's Furniture Outlet	6%	131
Curacao	6%	210
Mattress Firm	4%	107
Conn's HomePlus	1%	179
La-Z-Boy Furniture	1%	53



# HOME IMPROVEMENT

# TUCSON AREA HISPANICS REPRESENT MANY ADULTS DOING HOME IMPROVEMENTS

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

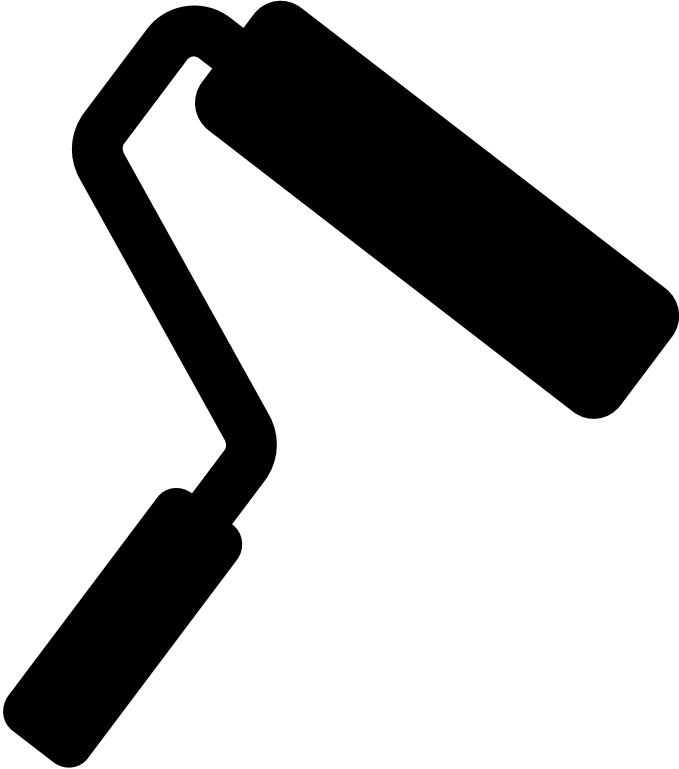


THAT TRANSLATES TO **156,508** HISPANICS

# HOME IMPROVEMENT PROVIDERS HAVE ROOM TO GROW WITH TUCSON AREA HISPANICS

Home Improvements Done by Hispanic Households in the Past 12 Months

HOME IMPROVEMENT DONE	% OF HISPANICS	INDEX
Plumbing	13%	105
Landscaping	12%	68
Heating or air conditioning	12%	106
Interior paint or wallpaper	11%	109
Remodel bathroom	8%	117
Replace windows or doors	8%	155
Other home improvement	7%	69
Carpeting or floor covering	6%	125
Other remodeling	6%	110
Exterior paint	5%	65



# TUCSON AREA HISPANICS SHOP AT MANY DIFFERENT HARDWARE STORES

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



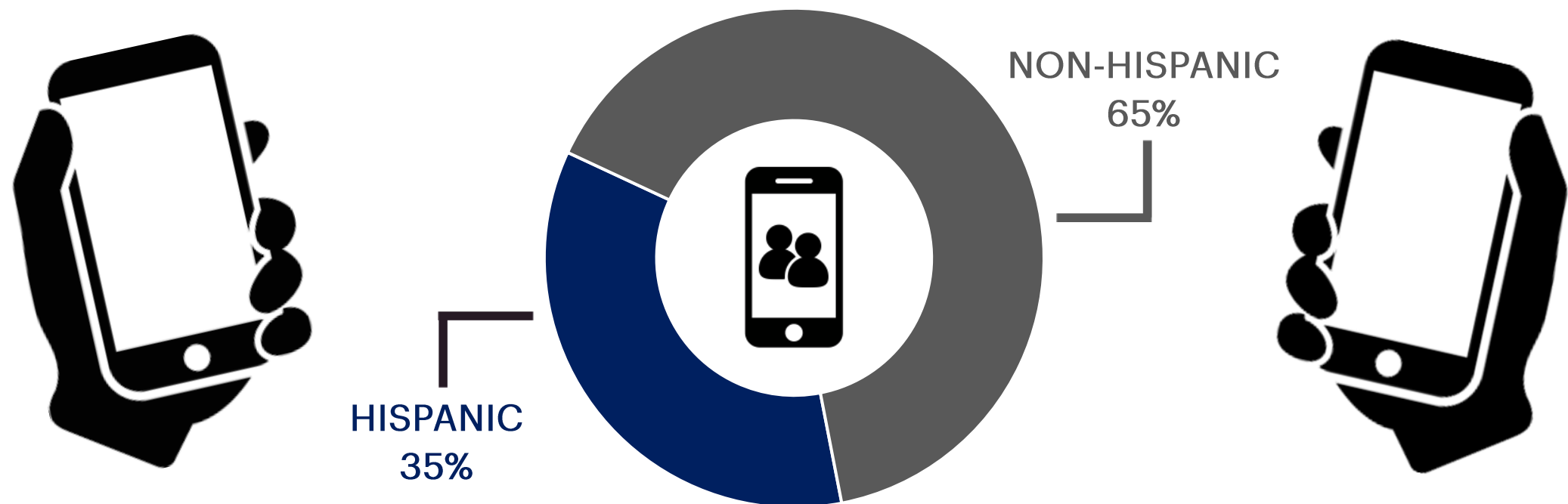
HARDWARE/GARDEN STORE SHOPPED	% OF HISPANICS	INDEX
The Home Depot	50%	95
Ace Hardware	35%	77
Walmart	31%	105
Lowe's	29%	72
Harbor Freight Tools	15%	85
Target	13%	119
Other store	5%	76
Mesquite Valley Growers Nursery	3%	65
Sherwin-Williams	2%	71
True Value	1%	25



**WIRELESS TELEPHONE**

TUCSON AREA HISPANICS REPRESENT OVER A THIRD OF WIRELESS TELEPHONE USERS

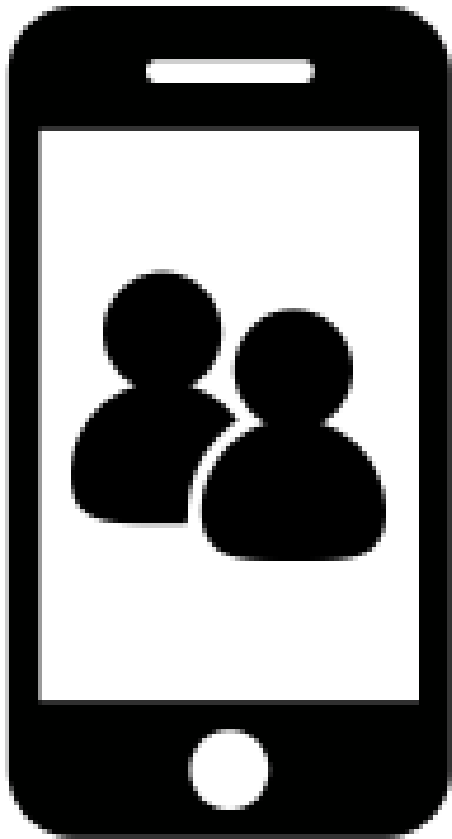
Adults Who Use a Wireless Telephone Service



THAT TRANSLATES TO **345,435** HISPANICS

# TUCSON AREA HISPANICS CHOOSE FROM MANY WIRELESS TELEPHONE PROVIDERS

## Wireless/Cell Phone Providers Used by Hispanics

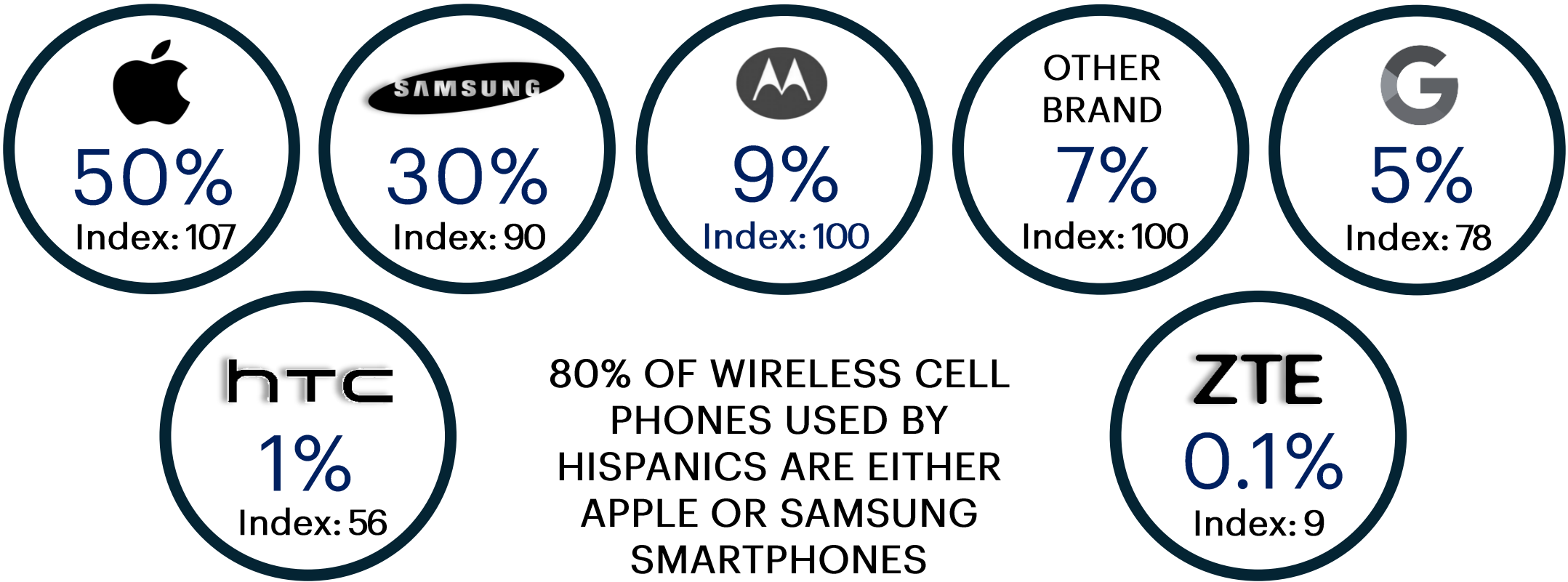


WIRELESS PROVIDER USED	% OF HISPANICS	INDEX
T-Mobile	32%	122
Verizon Wireless	24%	77
AT&T	15%	98
Cricket	14%	211
Other carrier	4%	50
Metro by T-Mobile	4%	153
Boost Mobile	2%	134
Xfinity Mobile	2%	86



# TUCSON AREA HISPANICS CHOOSE FROM MANY WIRELESS TELEPHONE BRANDS

Wireless/Cell Phone Brand Providers Used by Hispanics



# TUCSON AREA HISPANICS SPEND MORE FOR THEIR WIRELESS TELEPHONE SERVICE

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

**\$95.02**

Non-Hispanic: \$83.73

**HISPANICS SPEND MORE PER MONTH ON WIRELESS TELEPHONE  
SERVICES THAN NON-HISPANIC HOUSEHOLDS**