



# DATOS

THE STATE OF ARIZONA'S  
HISPANIC MARKET

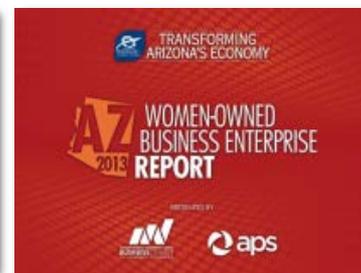
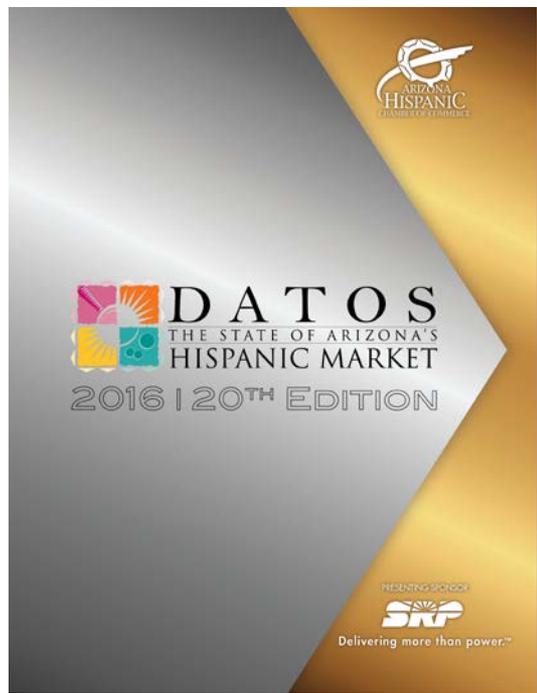
20<sup>TH</sup> EDITION  
2016



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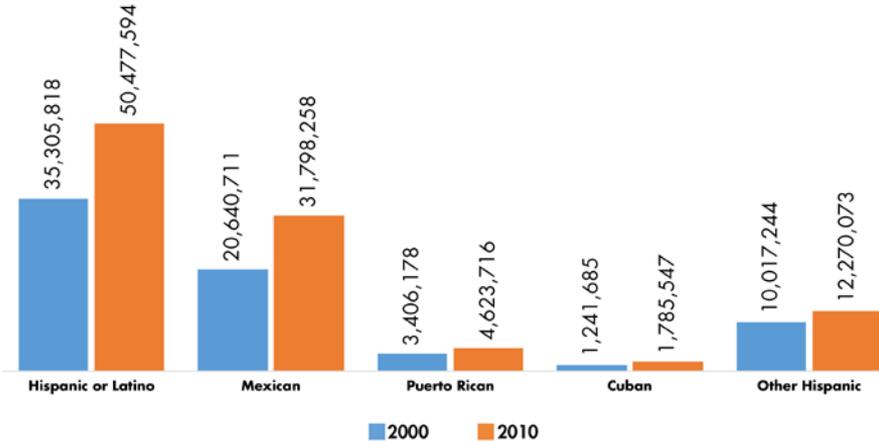
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@AZHCC

# Research Publications



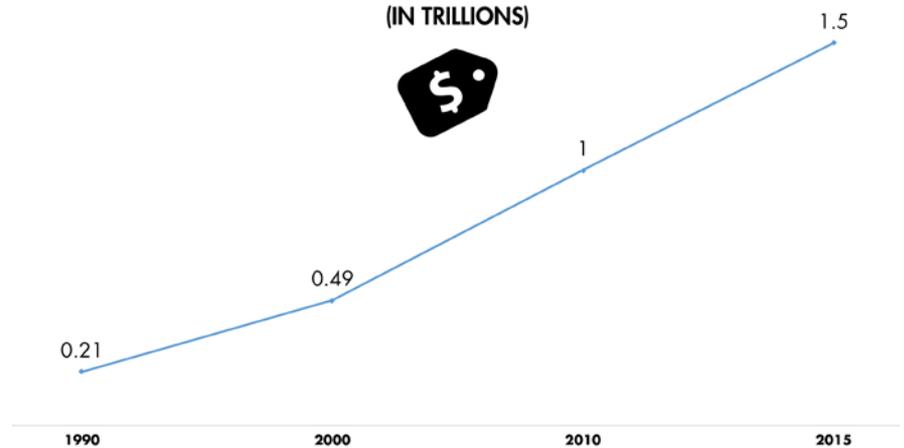
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# U.S. HISPANIC POPULATION



Source: 2010 Census Briefs  
[www.census.gov/prod/cen2010/briefs/c2010br-04.pdf](http://www.census.gov/prod/cen2010/briefs/c2010br-04.pdf)

**SINCE 1990, U.S. HISPANIC PURCHASING POWER GREW EXPONENTIALLY FROM \$21 BILLION TO \$1.5 TRILLION IN 2015**

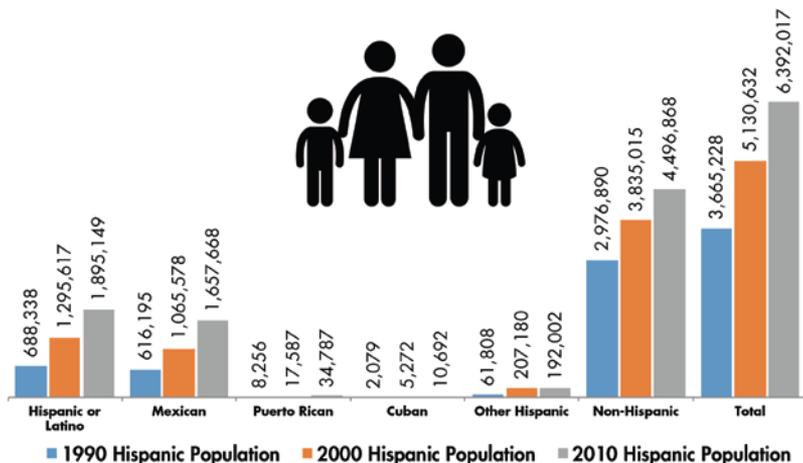


Source: Statista  
[www.statista.com/statistics/251438/hispanics-buying-power-in-the-us/](http://www.statista.com/statistics/251438/hispanics-buying-power-in-the-us/)

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# AZ HISPANIC POPULATION

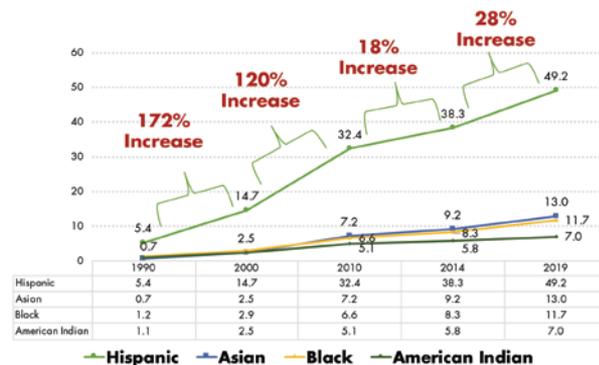
## STATE OF ARIZONA HISPANIC POPULATION



Source: U.S. Census Bureau  
[www2.census.gov/library/publications/decennial/1990/cp-1/cp-1-4.pdf](http://www2.census.gov/library/publications/decennial/1990/cp-1/cp-1-4.pdf)  
[www.census.gov/prod/cen2000/phc-1-4.pdf](http://www.census.gov/prod/cen2000/phc-1-4.pdf)  
[www.census.gov/prod/cen2010/cph-1-4.pdf](http://www.census.gov/prod/cen2010/cph-1-4.pdf)

## FROM 2014 TO 2019 ARIZONA'S HISPANIC PURCHASING POWER IS PROJECTED TO GROW BY 28%

### BUYING POWER BY RACE/ETHNICITY -1990-2019 (BILLIONS OF DOLLARS)



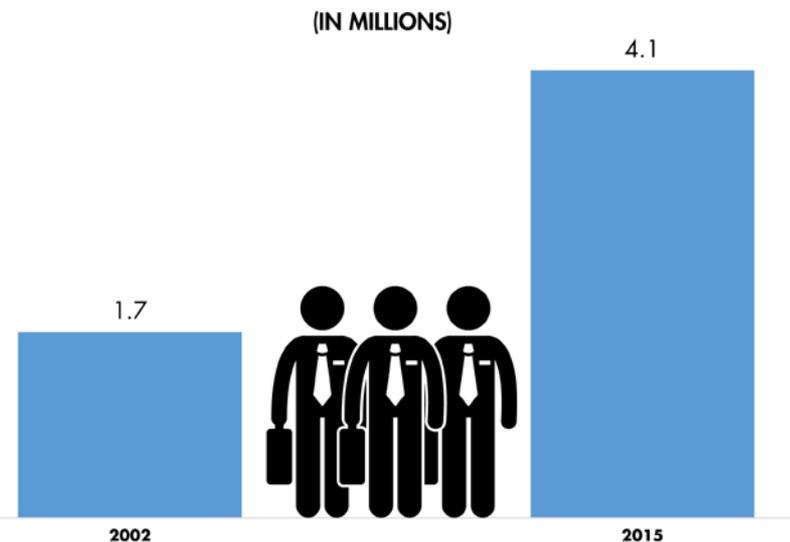
The Selig Center had previously predicted that Hispanic purchasing power in Arizona would grow 48 percent from 2010 to 2015 and reach \$50 billion. But in its June 2014 report, Selig revised its calculations downward and now puts Hispanic purchasing power in Arizona at about \$40.3 billion, while estimating growth of 28 percent between 2014 and 2019.

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2014.

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# U.S. HISPANIC BUSINESSES

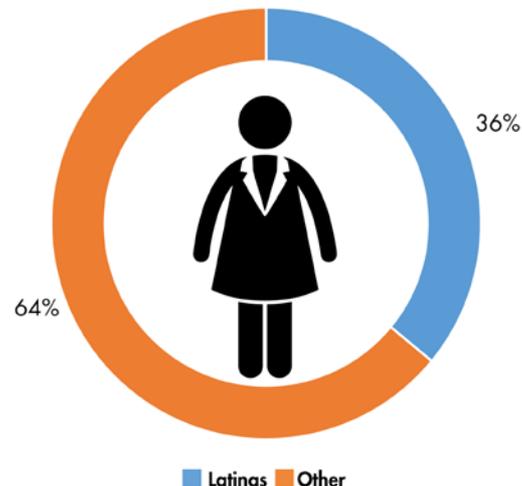
**SINCE 2002, HISPANIC-OWNED BUSINESSES HAVE MORE THAN DOUBLED**



Source: Hispanic Wealth Project, 2015 State of Hispanic Homeownership Report, 2016  
[hispanicwealthproject.org/state-of-hispanic-homeownership-report/](http://hispanicwealthproject.org/state-of-hispanic-homeownership-report/)

**LATINAS OWN OVER 1/3 OF ALL BUSINESSES OWNED BY MINORITY WOMEN**

U.S. BUSINESS OWNED BY MINORITY WOMEN



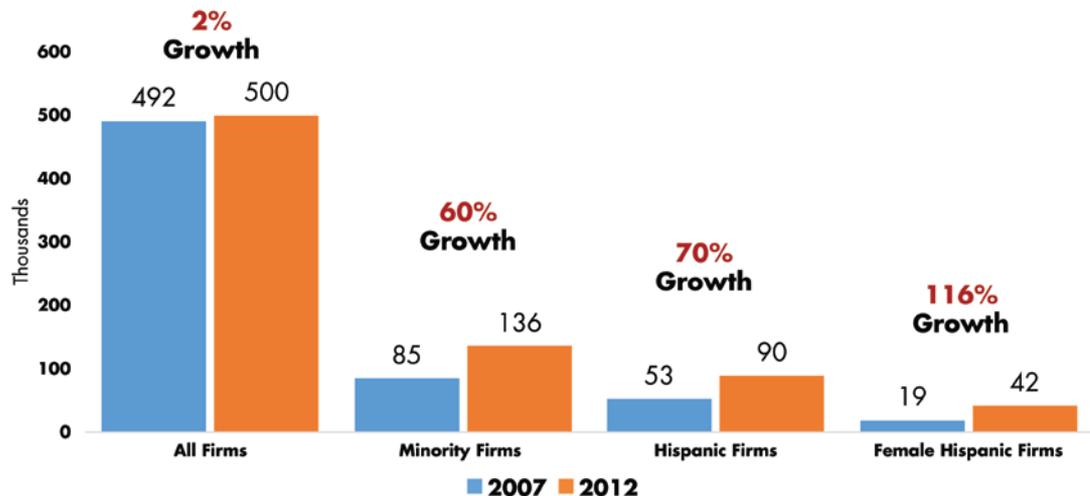
Source: Hispanic Wealth Project, 2015 State of Hispanic Homeownership Report, 2016  
[hispanicwealthproject.org/state-of-hispanic-homeownership-report/](http://hispanicwealthproject.org/state-of-hispanic-homeownership-report/)

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# AZ HISPANIC BUSINESSES

**IN ARIZONA, FEMALE HISPANIC FIRMS ARE GROWING AT A RATE OF 116%,  
114 PERCENTAGE POINTS HIGHER THAN THE RATE FOR ALL FIRMS**

NUMBER OF FIRMS IN ARIZONA

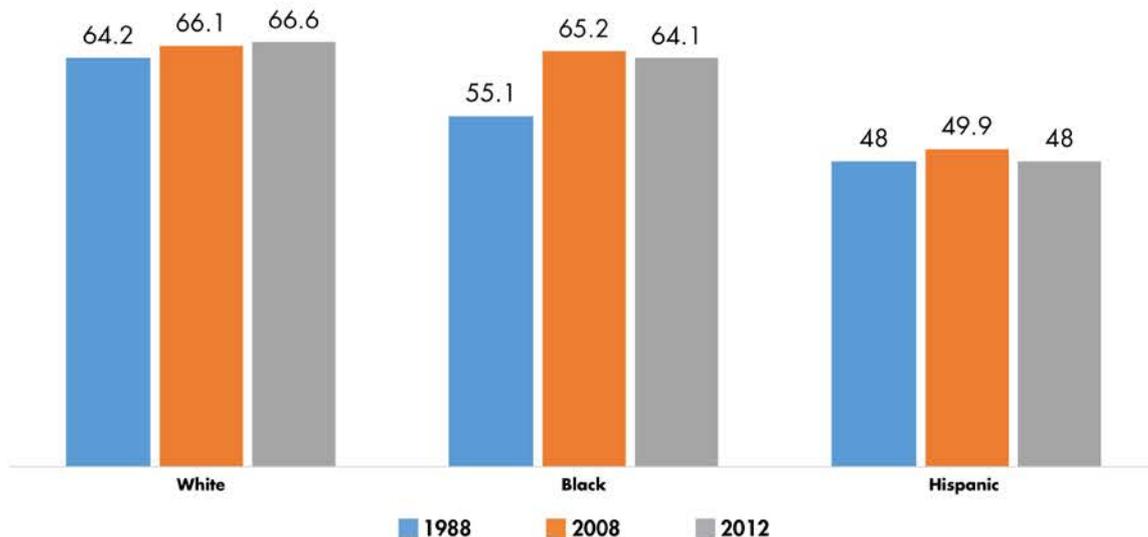


Source: U.S. Census Bureau Survey, 2012; Released August 2015

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# U.S. VOTER TURNOUT

SINCE 1988



\*Percentage of Eligible Voters Who Said They Voted

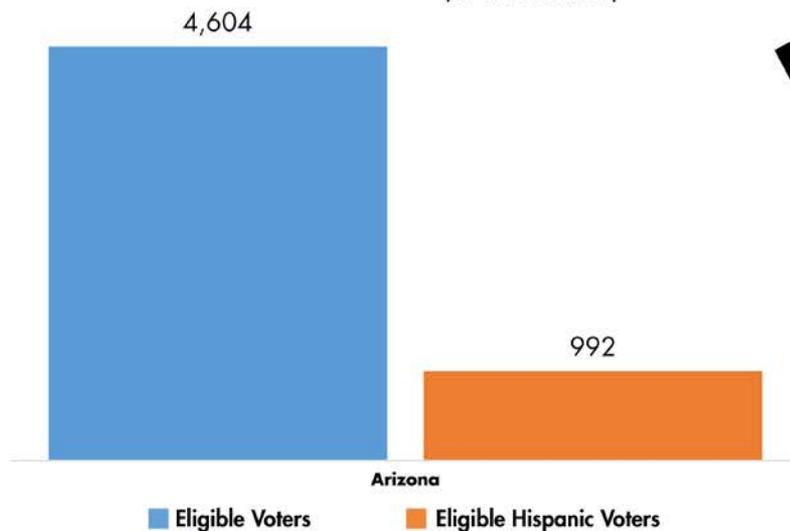
Source: PEW Research Center  
[www.pewhispanic.org/2016/01/19/looking-forward-to-2016-the-changing-latino-electorate/](http://www.pewhispanic.org/2016/01/19/looking-forward-to-2016-the-changing-latino-electorate/)

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# AZ ELIGIBLE VOTERS

IN 2014

(IN THOUSANDS)

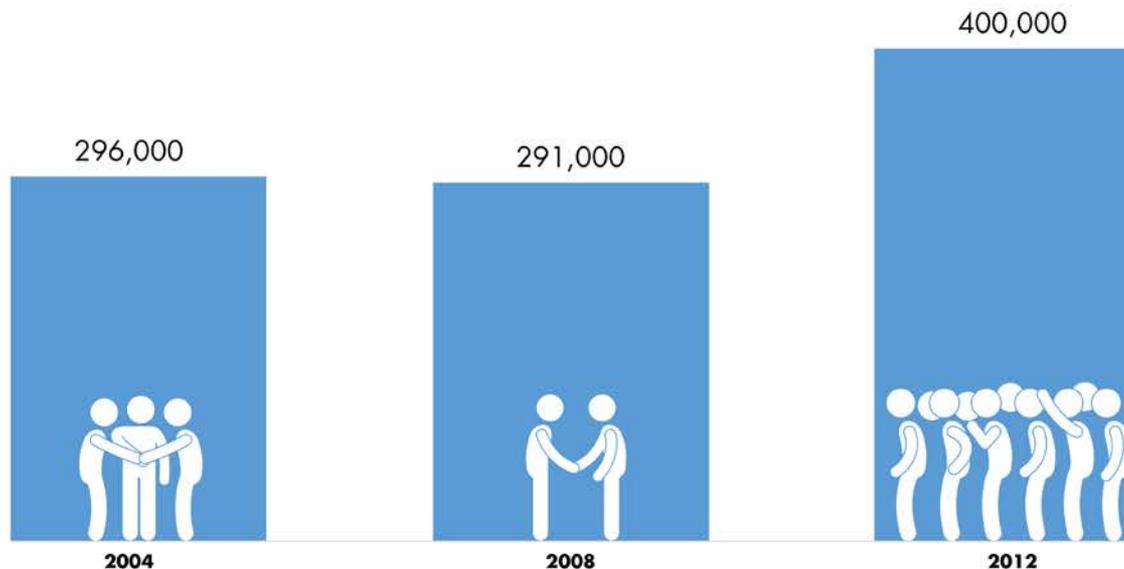


Source: PEW Research Center  
[www.pewhispanic.org/fact-sheets/2016-state-election-fact-sheets/latinos-in-the-2016-election-arizona/](http://www.pewhispanic.org/fact-sheets/2016-state-election-fact-sheets/latinos-in-the-2016-election-arizona/)

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# AZ LATINO VOTER TURNOUT

## IN PAST 3 PRESIDENTIAL ELECTIONS

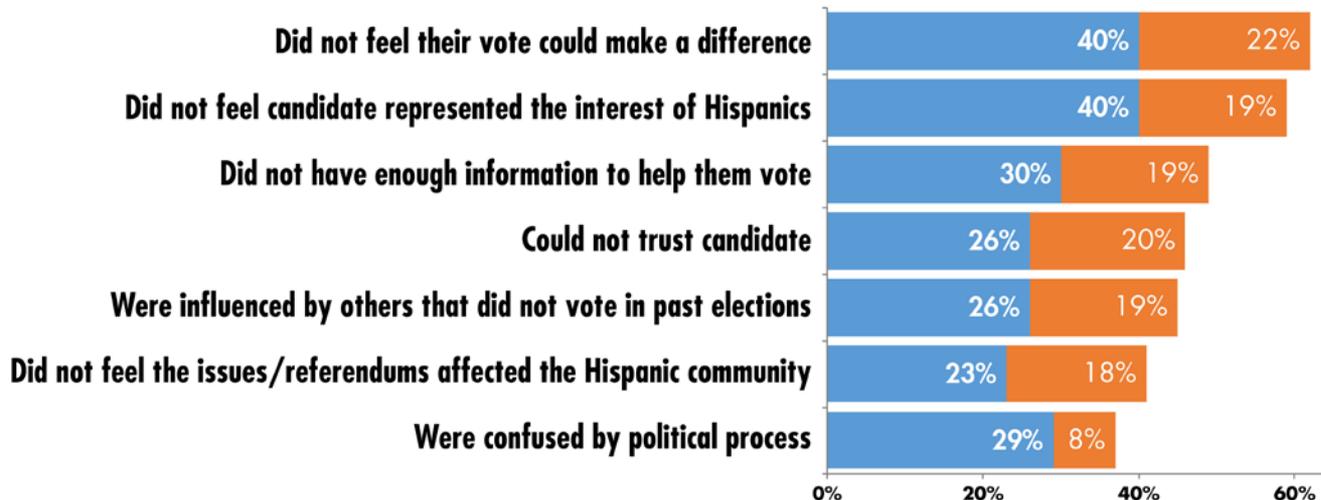


Source: NALEO | AZ Latino Voter Fact Sheet: 2016 Election  
[www.naleo.org/election2016](http://www.naleo.org/election2016)

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# REASONS HISPANICS DO NOT VOTE ARIZONA HISPANIC HEADS OF HOUSEHOLDS

JULY/AUGUST 2016



Percent Feeling Statement Has An Impact on Not Voting (4/5 on 5 Pt Scale)

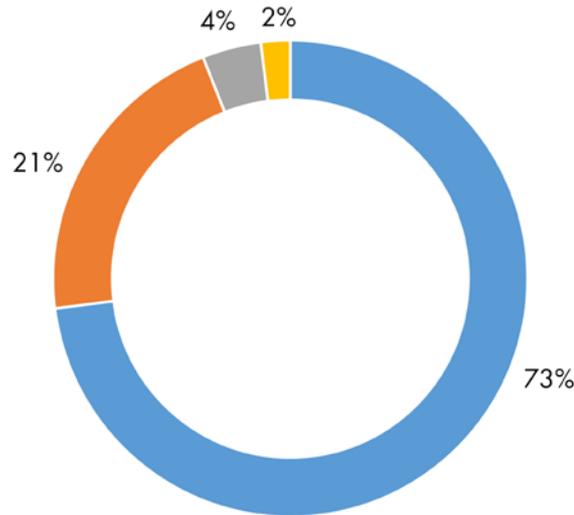
COURTESY OF  
WestGroup  
RESEARCH

Please rate how much of an impact you believe each of the following reasons is in causing Hispanics not to vote. A 5 means the reason had a big impact, a 1 means it does not have any impact.

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**Concerns that voting would not help choose the right candidate.** As a follow up to this research, the OYE! Report for Latino Vote provided some additional insights into what Hispanics meant when they said they “did not feel their vote could make a difference.”

**I'm not voting...  
(because)**



This (analysis) matches with the question, “Did not feel that their vote could make a difference.” OYE! did this by searching “I’m not voting” OR “I will not vote” OR “No voy a votar porque” and left it open-ended to see how Hispanics finished this sentence.



■ Candidates 
 ■ Bernie Sanders 
 ■ Political Issues 
 ■ Don't care

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# BREAKING THE CYCLE...

**Hispanic voters  
who do not feel  
they are  
taken seriously  
are not as likely  
to vote.**

**A low turnout  
does not motivate  
politicians  
to invest as much  
into Hispanic  
voters.**

**THANK YOU!**

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