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# DATOS

THE STATE OF ARIZONA'S
HISPANIC MARKET

# 2018

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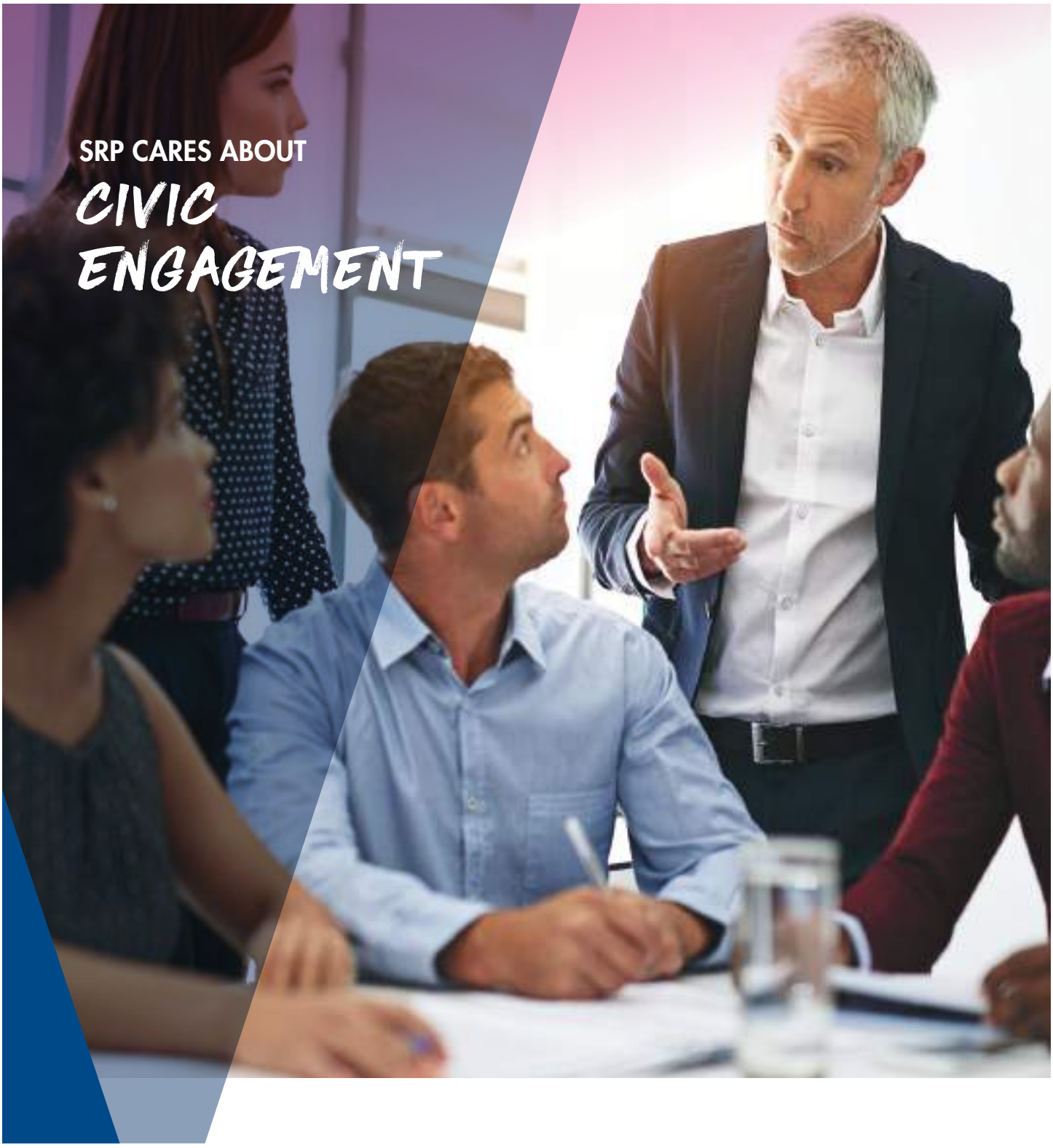


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At SRP, we embrace the diverse perspectives within our community. Civic engagement is essential to building a strong community and vibrant future. That's why we support organizations like the Arizona Hispanic Chamber of Commerce that are committed to making an impact in the community.

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# WELCOME TO DATOS 2018

"SRP takes great pride in the longstanding relationship between SRP and the Arizona Hispanic Chamber of Commerce. We commend the Chamber's profound impact on Hispanic-owned businesses which are growing faster than any other market and will continue to be significant drivers of our future economy. We congratulate the Chamber on the 22nd anniversary release of *DATOS: The State of Arizona's Hispanic Market* that connects businesses to much needed resources."

–MIKE HUMMEL, General Manager and CEO, Salt River Project.

## 22ND ANNUAL DATOS DETAILS "ELEMENTS OF A HEALTH COMMUNITY"

This year, the Arizona Hispanic Chamber of Commerce takes a fresh approach to our annual *DATOS: The State of Arizona's Hispanic Market report.* Because we know "a marketplace" is just biz-speak for "a community", the 22nd annual edition of *DATOS* offers up its usual comprehensive collection of data under the theme: "Elements of a Healthy Community".

This new approach was inspired by our partnership with Vitalyst Health Foundation, which is committed to "connect, support and inform efforts to improve the health of individuals and communities in Arizona." The elements are inspired by the work of the World Health Organization and the Centers for Disease Control and Prevention. To learn more, please visit LiveWellAZ.org.

Vitalyst and the AZHCC believe that everyone deserves an opportunity to live in a safe and healthy environment, and that the measure of a community's health is not tied solely to issues of health care.

With that in mind, the "elements" included in this year's report run the gamut from affordable housing to community safety, economic opportunity, educational opportunity, environmental quality, food affordability, community design, parks and recreation, social/cultural cohesion, social justice, transportation, and, yes, access to affordable healthcare. Viewed collectively, it's easy to envision how the health of a community is shaped by addressing, or failing to address, one or more of these vital elements.

Yet, our motivation for publishing *DATOS* for more than 20 years remains the same. As in years past, our talented team of writers, editors and researchers behind *DATOS* have documented and interpreted the implications of the major market trends in Arizona's increasingly diverse communities. We do this work because it's important for Arizona to know that Latinos account for 1 of 3 residents statewide and nearly half of all children in our public schools. It matters to Arizona that the rate of growth for Hispanic women entrepreneurs is 3 times faster than the general market. It matters that Latinos will one day be a majority of the state's total population and workforce.

This is the type of data that helps define the "Elements of a Healthy Community" and whether Arizona will remain healthy or falter. Either way, we need to be prepared.

Thank you again for joining us to mark the 22nd anniversary of *DATOS: The State of Arizona's Hispanic Market.* Enjoy the conference!

GONZALO A. DE LA MELENA, JR.
President & CEO
Arizona Hispanic Chamber of Commerce

YOLANDA FRANCE
Director, Customer Billing and Accounting
Salt River Project (SRP)

# EDITOR'S LETTER

*"There is no power for change greater than a community discovering what it cares about."* – *MARGARET J. WHEATLEY.*

Welcome to the 22nd edition of *DATOS: The State of Arizona's Hispanic Market.*

This year's report explores our community's interconnectedness and embraces the power of wellness in all its aspects. It's a vision inspired by our new partnership with Vitalyst Health Foundation.

For more than two years, the Arizona Hispanic Chamber of Commerce and Vitalyst have discussed how to migrate their Elements of a Healthy Community to the *DATOS* platform. With that in mind, we have reorganized the content in *DATOS* to match the societal factors underlying community wellness. By doing so, we hope that this book will not only be a reliable and compelling resource when it comes to the facts about Arizona Latinos, but also a strong call to action for every one of us to make wellness a priority in our respective spheres of influence.

Throughout the report you will find case studies and profiles of the good work being done by and for Latinos in the Valley. You may even recognize a colleague or neighbor in this edition – proving that we're all connected!

You can depend on the information we provide because our *DATOS* committee is made up of subject matter experts who lend their time, energy and resources to the publication. We also recruit the best and brightest interns from local universities to help us innovate our market intelligence tools. Our numerous collaborations have always been at the heart of our success, and this year is no different.

I hope you enjoy this year's report and encourage you to share it with others who care about Arizona's Latino community.

Information is power. Use the power of DATOS to create change.

Sincerely,

**MÓNICA S. VILLALOBOS**
Vice-President, AZ Hispanic Chamber of Commerce
Editor, *DATOS: The State of Arizona's Hispanic Market*

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IN DATOS 2018, THE TERMS HISPANIC AND LATINO ARE USED SYNONYMOUSLY, AS ARE NATIVE AMERICAN AND AMERICAN INDIAN AND AFRICAN-AMERICAN AND BLACK. WHITE, NON-HISPANIC IS SOMETIMES REFERRED TO AS NON-HISPANIC WHITE. HISPANICS MAY BE OF ANY RACE.

THE INFORMATION PRESENTED HERE WAS SELECTED FROM STANDARD SECONDARY SOURCES. HOWEVER, DATA CHANGES QUICKLY AND IS NOT ALWAYS COLLECTED ANNUALLY. DATA OFTEN OFFERS A STATIC PICTURE OF AN EVER-CHANGING SITUATION. THE NUMBERS CALCULATED FOR ANY STATISTIC DEPEND ON THE DEFINITIONS AND ASSUMPTIONS USED TO PRODUCE THEM.

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# PARTNERSHIP

Vitalyst HEALTH FOUNDATION

Given how often data ends up challenging conventional wisdom, it's almost funny how surprising an accumulation of facts and framing can be. This has held true with Hispanics and *DATOS*, and it similarly applies to health.

Conventional thinking holds that health is the product of health care, subject to the influence of genes and personal choice. But the data tell a different story. The consensus finding of the World Health Organization (WHO) is that health care represents only about 10-20 percent of overall health. The science of epigenetics is clarifying that genetic profiles actually do not predetermine our individual fates. Meanwhile, public health officials worldwide agree that the choices we make are predicated by the choices we have.

In other words, health goes beyond health care. Health is everywhere – shaped by the contexts in which we live, work, learn and play. Many of health's data experts assert that the strongest predictor of health and well-being is not your genetic code, but rather your zip code. In fact, conditions in neighborhoods separated by just a 10-20 minute drive in Phoenix have the capacity to affect life expectancy by up to 10-14 years. Phoenix is not an anomaly. Cities all over the U.S. share similar profiles.

These facts are not just attention-getting, they are also perception-shifting and empowering. They tell us that we have new options to improve health and well-being. We can call upon partnership with sectors like food, housing or transportation. We can delve into the health impacts of education and economic opportunity. We can extend ourselves toward impacting the visceral effect that social factors like isolation or toxic stress have on health. We can study how all of these factors are rooted by the cross-cutting issues of equity and resilience. We can use that knowledge to collaborate and integrate efforts among and across sectors. In so doing, we can be more powerful, more effective, and more impactful in improving community health and well-being.

We are humbled to be partnered with the Arizona Hispanic Chamber of Commerce in order to more thoroughly understand what this approach can mean for the well-being of Hispanics. Part of the DATOS mission is to align perceptions of Arizona Hispanics with a data-based reality. Vitalyst's Live Well Arizona goal is to realign perceptions with the facts as well – and to capitalize on that new understanding with cross-sector investments of time, talent and treasure that can propel Arizona to a more equitable, healthier future.

When it comes to honoring the Hispanic community's unique assets and strengths within this new health paradigm, we couldn't be more grateful to partner with DATOS – for 2018 and beyond.

Here's to a future of working together to improve community health and well-being for us all.

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The Elements of a Healthy Community wheel was designed and produced by Vitalyst Health Foundation in collaboration with community partners.

The elements are inspired by the work of the World Health Organization and the Centers for Disease Control and Prevention.

To learn more, please visit LiveWellAZ.org.

# WHAT COMPRISES A HEALTHY COMMUNITY?

"A healthy community is one where people have the opportunity to make healthy choices, in environments that are safe, free from violence, and designed to promote health. Factors that influence health range from early childhood education to quality housing and jobs, and include many other areas of community development such as financial inclusion, access to health clinics and healthy food, sustainable energy, and transportation."*

## ELEMENTS OF A HEALTHY COMMUNITY

### ACCESS TO HEALTH CARE AND COVERAGE

- Affordable, accessible and high quality health care and coverage
- Integrated, coordinated systems of care
- Culturally appropriate health professionals and practices
- Access to mental health services

**HEALTH IMPACTS:** Disease prevention and treatment, physical and mental health, economic stability

### AFFORDABLE QUALITY HOUSING

- Affordable, high quality, socially-integrated non-discriminatory housing
- Located near public transportation
- Avoid displacement as neighborhoods are revitalized
- Designed to encourage social interaction

**HEALTH IMPACTS:** Economic stability, disease prevention, air quality, mental health, early brain development, injury prevention, exposure to extreme climate, exposure to lead

### COMMUNITY SAFETY

- Socially-connected communities, free of crime and violence
- Designed to encourage social interaction
- Policies and practices that are inclusive of all community members

**HEALTH IMPACTS:** Mental health, injury prevention, physical activity

### ECONOMIC OPPORTUNITY

- Access to capital for entrepreneurship
- Access to affordable and diverse commercial spaces
- Job training and mentorship/accelerator space
- Local talent development
- Clustering of commerce and integration with residential use
- Living wages
- Access to internet

**HEALTH IMPACTS:** Economic stability/access, air quality, walkability/physical activity, mental health

### EDUCATIONAL OPPORTUNITY

- Opportunities for high quality and accessible education
- Investment in behavioral, mental, emotional support
- Opportunities for developmentally-appropriate and affordable childcare
- Access to a variety of post-secondary opportunities

**HEALTH IMPACTS:** Greater educational achievement, economic stability, food access

### ENVIRONMENTAL QUALITY

- Clean air and waterways
- Healthy and clean soil
- Water supply protection and water security
- Tobacco- and smoke-free spaces
- Minimized toxins, greenhouse gas emissions and waste
- Affordable and sustainable energy use

**HEALTH IMPACTS:** Disease prevention, early brain development, asthma and other respiratory diseases, exposure to environmental contaminants including lead

## QUALITY AFFORDABLE FOOD

- Strengthening local food systems
- Affordable, accessible and nutritious food
- Promoting a variety of healthy food access opportunities
- Food security
- Sustainable agriculture practices

**HEALTH IMPACTS:** Nutrition, obesity, disease prevention, mental health, early brain development

## SOCIAL AND CULTURAL COHESION

- Robust social and civic engagement
- Supportive relationships, families, homes, pets and neighborhoods
- Support for mental health
- Opportunities for engagement with arts, music and culture
- Community empowerment that can lead to systems change

**HEALTH IMPACTS:** Economic stability, mental health, community well-being

## HEALTHY COMMUNITY DESIGN

- Mixed-use development
- Equitable transit-oriented development
- Environments free of excessive noise
- Vacant land and adaptive reuse opportunities
- Access to cool and shaded spaces
- Access to green and open spaces, including healthy tree canopy and agricultural land

**HEALTH IMPACTS:** Economic stability, mental health, physical activity, air quality, injury prevention, obesity, heat-related illness

## SOCIAL JUSTICE

- Addresses historical trauma and structural racism
- Promotes restorative and transformational practices
- Addresses incarceration polices and practices, including diversion programs
- Resolves the social and physical differences adversely affecting socially disadvantaged groups
- Pursues fair distribution of resources

**HEALTH IMPACTS:** Longevity, physical and mental health, economic stability, intact families, community well-being, social cohesion

## PARKS AND RECREATIONAL OPPORTUNITIES

- Access to affordable and safe opportunities for physical activity
- Shared use opportunities with schools, libraries and community centers

**HEALTH IMPACTS:** Physical activity, disease prevention, mental health, early brain development, air quality

## TRANSPORTATION OPTIONS

- Safe, sustainable, accessible and affordable transportation options
- Connects people with places including parks, retail, schools
- Promoting built environments that encourage walking, biking and taking transit

**HEALTH IMPACTS:** Obesity, disease prevention, physical activity, mental health, economic stability, air quality, injury prevention

## CROSS CUTTING LENS

**Equity:** "Health equity is achieved when everyone, regardless of race, neighborhood, sexual orientation or financial status, has the opportunity for health – physical, mental, economic, and social well-being."**

**Resiliency:** Ability to bounce back from adverse events (i.e. social and/or environmental trauma). We seek social-ecological resilience to crisis or extreme events caused by climate change, such as drought, heat, and flood. We define indicators of social-ecological resilience in a variety of ways, including:

- Social coherence and other coping, anticipation, preparation, adaptation and response mechanisms
- Water and food security

* http://www.buildhealthyplaces.org/network_resources, ** http://www.policylink.org/focus-areas/health-equity-and-place/about-the-center#What_is_Health_Equity

Live Well Arizona stakeholders are connecting and collaborating to develop healthier, more livable communities.

At it's core, the effort starts with the notion that embracing shared understanding and building collective momentum can enable all involved to reach a higher level of success.

## LIVE WELL ARIZONA GOALS

### GOAL #1: IDENTIFY

**Identify, lift up and celebrate** efforts to help Arizonans be healthier and live well.

### GOAL #2: CONNECT

**Facilitate connections** between groups and sectors.

### GOAL #3: SHIFT

**Shift the health paradigm** – health is more than health care.

### GOAL #4: INFLUENCE

**Influence** policies and systems for change.

## FOR UPCOMING EVENTS AND MORE INFORMATION, VISIT LIVEWELLAZ.ORG

# HIGHLIGHTS

## CHAPTER HIGHLIGHTS

### POPULATION

1. From 2016 to 2017, Hispanics accounted for 51% of the United States total population growth.
2. Maricopa County has the fifth largest Hispanic population in the United States at 1.3 million.
3. Hispanic population in Arizona increased 62.4% from 2005 to 2015.
4. Hispanics represent 31 percent of the Arizona population.
5. Hispanics represent 17 percent of the U.S. population.

### ECONOMIC OPPORTUNITY

1. Thirty-three percent of Hispanics believe rising prices in the U.S. is the greatest economic issue.
2. In 2017, all Hispanic buying power in Arizona was over $45 billion. Nationwide, Hispanic buying power was nearly $1.5 trillion.
3. In 2015, Hispanic immigrants living in Arizona contributed $1.4 Billion to Medicare and Social Security. Also, in 2015, U.S. Hispanic immigrants contributed $57.5 billion to Medicare and Social Security.
4. In 2015, there were an estimated 123,000 Hispanic-owned businesses in Arizona, a majority of which are owned by Hispanic women.

### EDUCATIONAL OPPORTUNITY

1. In 2016, seventy-nine percent of Hispanics were enrolled in college compared to 86% of Whites.
2. From 2004 to 2014, Hispanic college enrollment has increased by 246,000 while White college enrollment has decreased by 144,000.
3. From 2000-2016, Hispanic high school completion rate increased 18 percentage points, from 63% to 81%.
4. Fifty-seven percent of Hispanic children in the United States attend public schools where at least half of the total student population are in the same racial/ethnic group as them. This compares to 81.6% of White children and 44.1% of Black students.

### AFFORDABLE QUALITY HOUSING

1. In 2015, the most cited reason why U.S. Hispanics were turned down for mortgages was due to debt to income ratio.
2. From 2000-2017, Hispanic-owned households in the United States increased by 76%, going from approximately 4 million to 7 million.
3. In 2016, Arizona ranked 6th for the highest Hispanic household income of Hispanic dense states with a median household income of $43,657.

*Note: Hispanic dense states are states with a Hispanic homeownership rate of at least 50% and where Hispanics account for at least 10% of the population.

### QUALITY AFFORDABLE FOOD

1. In 2016, nineteen percent of all U.S. Latino households had food insecurities while 21.9% of U.S. Latinos households with children had food insecurities.

*Note: The U.S. Department of Agriculture (USDA) defines food insecurity as limited or uncertain availability of nutritionally adequate foods or uncertain ability to acquire these foods in socially acceptable ways.

2. In U.S. counties with large Hispanic populations, 29% of people reported having low access to grocery stores compared to 21% of people in all counties.
3. In 2015, the Supplemental Nutrition Assistance Program (SNAP), lifted 2.5 million Latinos above the poverty line.

### ENVIRONMENTAL QUALITY

1. Seventy percent of U.S. Latinos believe that global warming is mostly human caused.
2. Eighty-five percent of U.S. Latinos support schools teaching children about global warming.
3. Fifty-three percent of U.S. Latinos report that they have personally experienced the effects of global warming.

# HIGHLIGHTS

## ACCESS TO CARE

1. From 2012 to 2016, the percentage of obese Hispanics in Arizona increased from 30.9% to 35.2% while the percentage of obese Whites in Arizona increased from 23.1% to 26.2%.
2. From 2012 to 2016, the percentage of Hispanic adults with health insurance has increased from 62.4% to 77.2% while the percentage of White adults with health insurance has increased from 84.1% to 91.6%.
3. In 2016, 24.4% of Hispanics in Arizona reported fair or poor health status compared to 20.3% of Blacks and 15.4% of Whites.

## COMMUNITY SAFETY

1. In 2015, despite that Hispanics represented 41.3% of the total population in Phoenix, Hispanics only represented 16.9% of the total Phoenix police force.
2. In 2015, 27.2% of Hispanic students in grades 9-12 reported that illegal drugs were available on school property.
3. Forty-two percent of working Hispanics reported that they do not know how to file for workers' compensation.

## TRANSPORTATION OPTIONS

1. From 2012-2016, within Arizona, 2.9% of Hispanics rely on public transit compared to 6.5% of Blacks and 1.5% of Whites.
2. In 2015, within the United States, 15% of Hispanics relied on public transit compared to 23% of Blacks and 7% of Whites.
3. Among all transit users in the United States, 85% speak English as their primary language, while 12% speak Spanish as their primary language and 3% speak other languages.

## PARKS AND RECREATION

1. Eighty-five percent of U.S. parks and recreation agencies host multicultural community programs specifically for refugees and immigrants.
2. Fifty-seven percent of U.S. parks and recreation agencies claim insufficient funding as the greatest challenge to keeping parks and recreation from being inclusive to all members of the community.
3. Only one-third of the Latino population in the United States live within walking distance of a park compared to almost half of the White population.

## COMMUNITY DESIGN

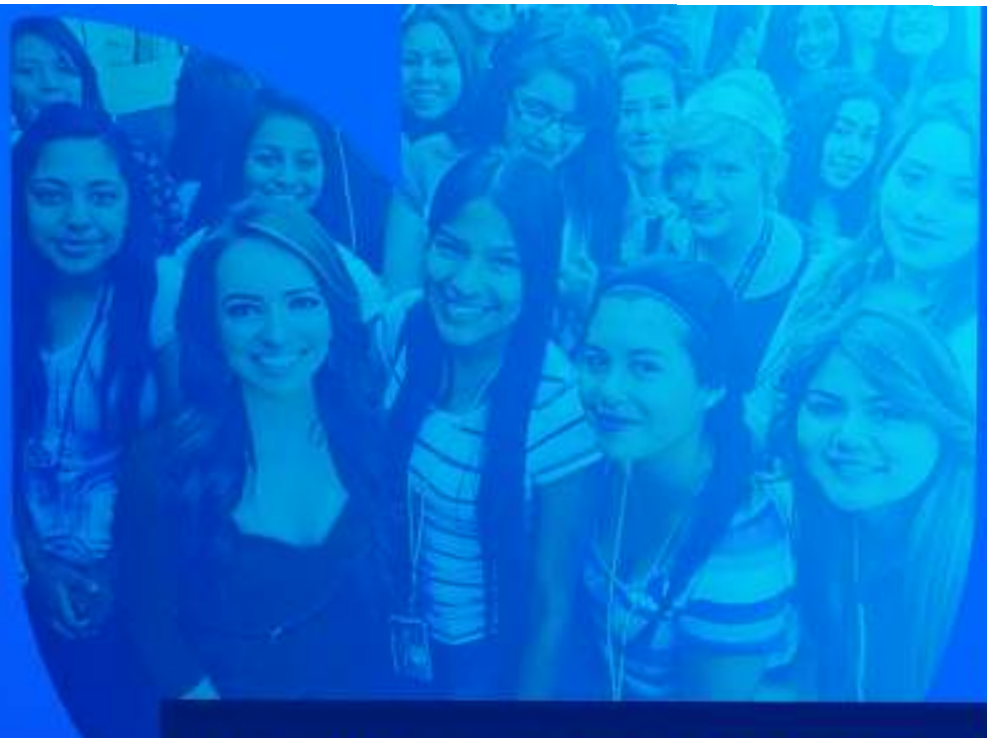
1. In 2016, 36.5% of Hispanic children in Maricopa County lived below the poverty level compared to 30.8% of African-American children and 10.7% of White children.
2. In 2015, Forty-six percent of Hispanic teens in Arizona participated and played on a sports team compared to 50.4% of White teens.
3. Since 2012, Maricopa County's food insecurity rate has decreased from 15.7% to 14.3%. *Note: The U.S. Department of Agriculture (USDA) defines food insecurity as limited or uncertain availability of nutritionally adequate foods or uncertain ability to acquire these foods in socially acceptable ways.

## SOCIAL/CULTURAL COHESION

1. Seventy-seven percent of U.S. Hispanics, 73% of Blacks, and 53% of Whites oppose expansion of the border wall.
2. In 2016, the United States sent $28.1B worth of remittances to Mexico while the United States received $1.8B worth of remittances from Mexico.
3. In 2015, among foreign-born U.S. Hispanics parents, 97% spoke Spanish to their children compared to only 71% of Second-generation U.S. Hispanics parents and 49% of Third or higher generation U.S. Hispanics parents.

## SOCIAL JUSTICE

1. Sixty-six percent of foreign-born Hispanics say deportation is a serious concern for them and their families.
2. Fifty-eight percent of U.S. Latinos support rehabilitation programs to help reduce crime.
3. Among U.S.-born Latinos, 39% report that dealing with the issue of immigration should be a top priority compared to 52% of foreign-born Latinos.



# WHEN IT COMES TO **COMMUNITY**, WE SPEAK THE LANGUAGE.

Univision Arizona is where Hispanics are informed, entertained and empowered to build strong families, businesses and communities.

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Contact: Alejandra Santamaria (VP, General Manager)
asantamaria@univision.net | 602-232-3519

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# LATINO POPULATION MEGA-BOOM TAPERS, BUT GROWTH STILL ROBUST

JAMES E. GARCIA, ASSOCIATE EDITOR

Arizona's Latino population tripled between 1990 and 2015 from about 700,000 to nearly 2.1 million.

While the rate of growth among Hispanics has gradually slowed since the early 2000s, the increase among Latinos still outpaces Whites in Arizona and nationwide according to the United States Census. In Arizona, between 2000 and 2015 Arizona's Hispanic population grew 62 percent. Meanwhile, from 2000 and 2015 Arizona's White population grew 15 percent.

Consider also that between 2016 and 2017, Hispanics accounted for more than half of the nation's total population increase, at 2 percent growth that year, according to Pew Research Center. During that same period the White population actually decreased by .1 percent in the U.S. Contrary to popular belief, Hispanics are not the fastest growing population. Nationwide, Asians are the fastest growing ethnic group at 3 percent between 2016 and 2017.

There are nearly 59 million Hispanics in the country today, a third of whom are under 18. Arizona is home to nearly 2.3 million Latinos in 2018, or 31 percent of the state's total population. Arizona is also one of nine states in the U.S. with at least 1 million Hispanics, while Maricopa County has the fifth largest Hispanic population in the nation.

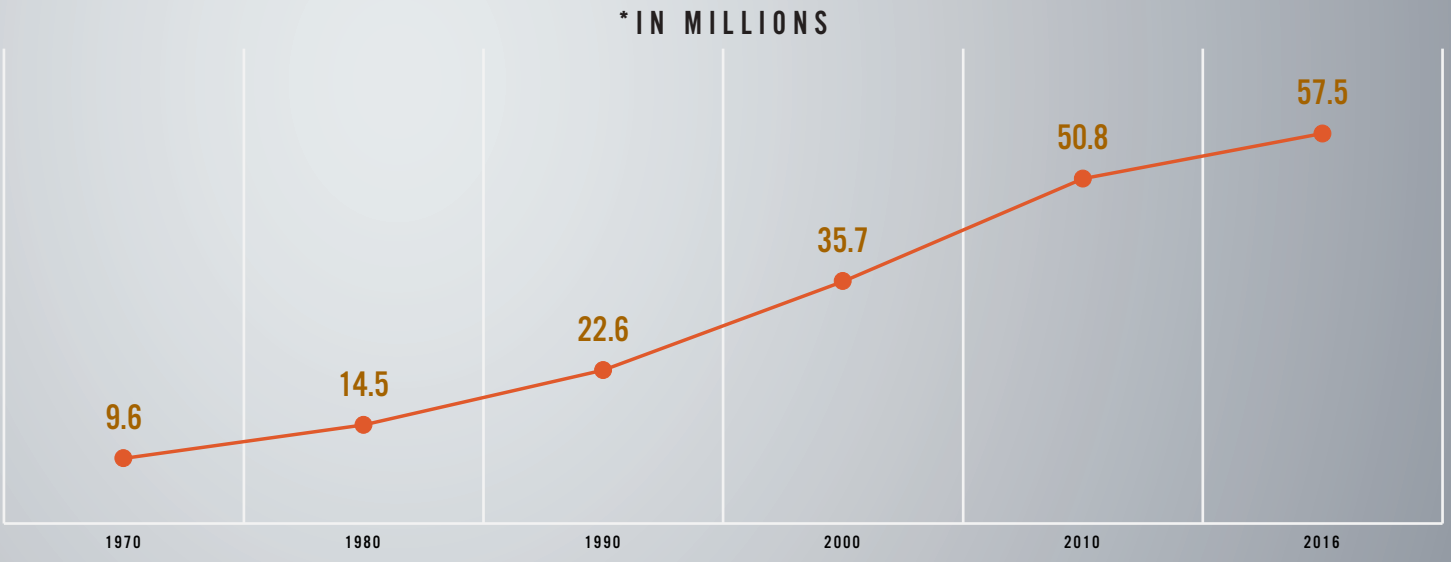
The recent tapering of the U.S. Hispanic population is tied to two main factors, say researchers, a drop in fertility rates among Hispanics in the U.S. and a major decline in immigration, especially from Mexico. "Fertility rates declined from a peak of 98.3 births per 1,000 Hispanic women [in the U.S.] in 2006 to 71.7 in 2015," Pew reports. Not coincidentally, educational achievement has increased among Hispanics in recent decades. Experts say people with more education tend to have fewer children.

On the immigration front, "the foreign born accounted for 40 percent of Hispanic annual population growth in 2006," but that "share dropped to 34 percent by 2015." In 2013, immigration from Mexico was calculated at net zero. That is to say, as many Mexicans emigrated that year from the U.S. as immigrated.

While stepped-up border enforcement gets some of the credit for the drop in Mexican immigration, the country's improving economy has also convinced many to remain in their homeland instead of crossing north in search of jobs. Mexico is now the world's 15th largest economy.

# IN 2016, THE U.S. HISPANIC POPULATION REACHED 57.5 MILLION

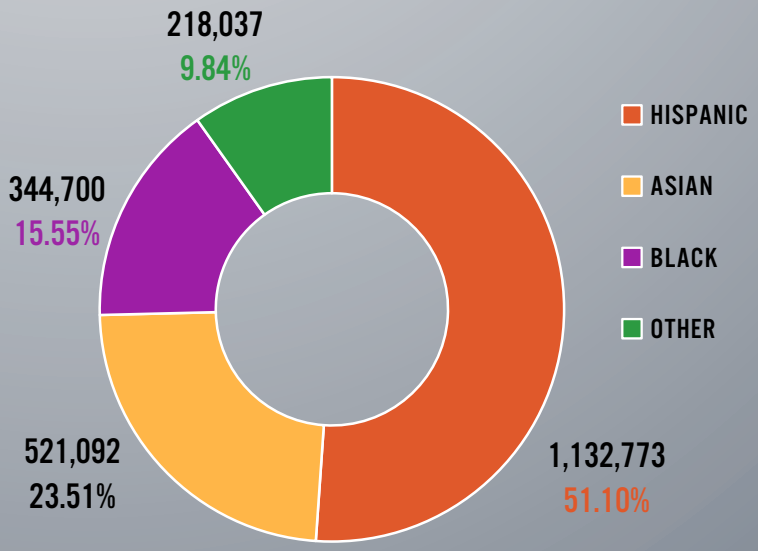
## U.S. HISPANIC POPULATION (1970-2016)




Source: PEW Research Center, How the U.S. Hispanic Population is Changing, 2017
www.pewresearch.org/fact-tank/2017/09/18/how-the-u-s-hispanic-population-is-changing/

# FROM 2016 TO 2017, HISPANICS ACCOUNTED FOR MORE THAN HALF OF U.S. POPULATION INCREASE

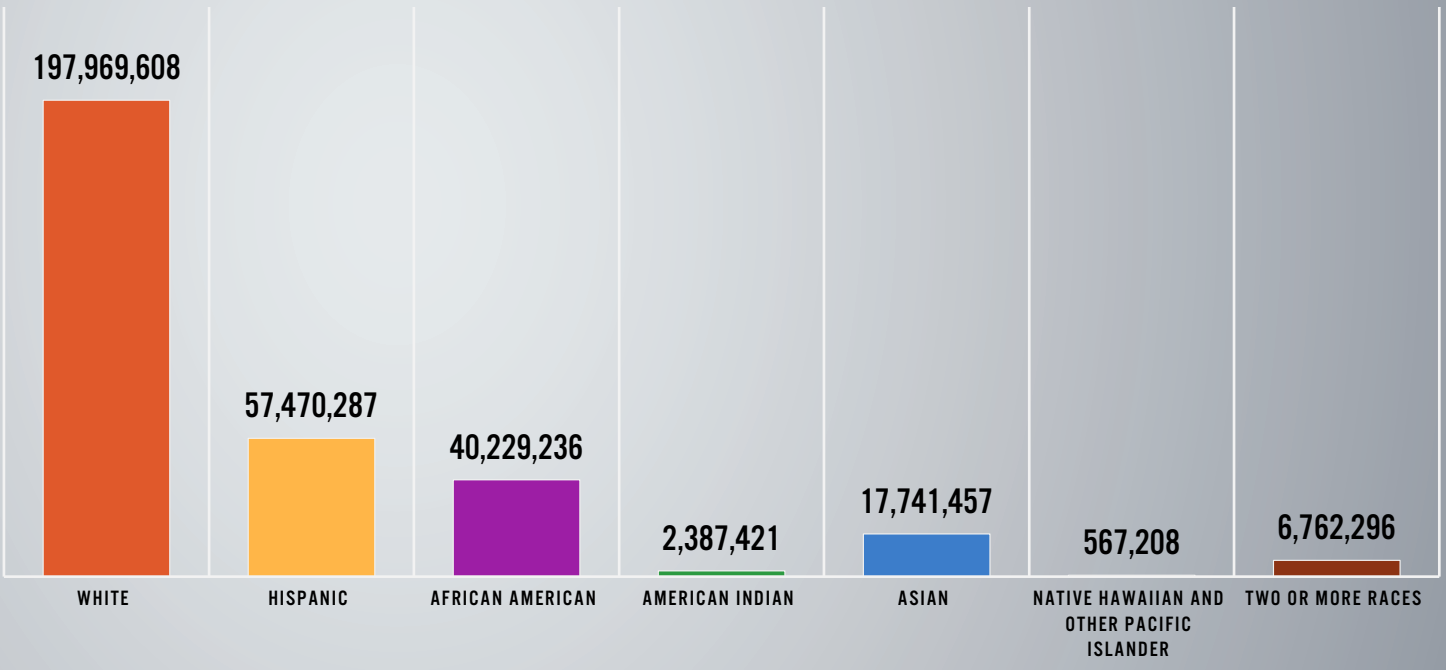
## SHARE OF TOTAL US POPULATION INCREASE FROM 2016-2017: 2,216,602




NOTE: FROM 2016-2017, THE WHITE POPULATION IN THE U.S. DECREASED BY 9,736 INDIVIDUALS

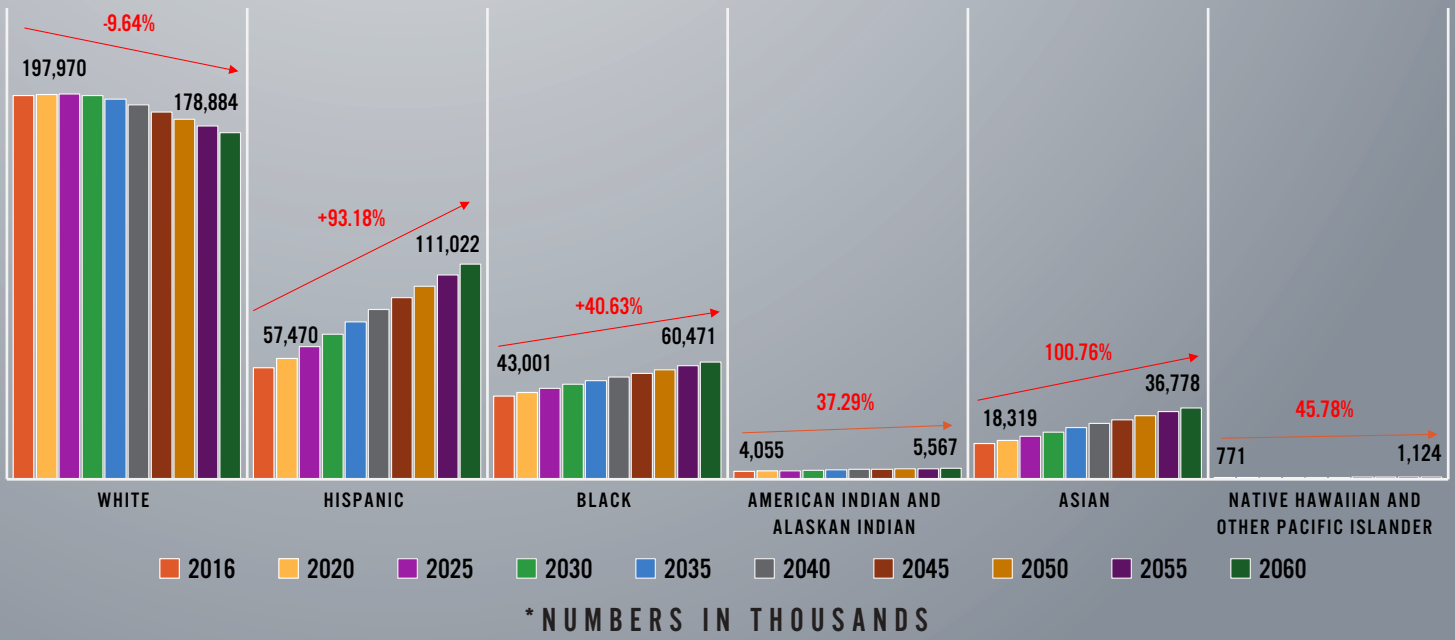
Source: Pew Research Center, U.S. Hispanic Population Growth Has Leveled Off, 2017
www.pewresearch.org/fact-tank/2017/08/03/u-s-hispanic-population-growth-has-leveled-off/

# HISPANICS LEAD MINORITY GROWTH IN THE U.S.




Source: U.S. Census Bureau, Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin: April 1, 2010 to July 1, 2016
www.census.gov/data/tables/2017/demo/popest/nation-detail.html#par_textimage_1537638156

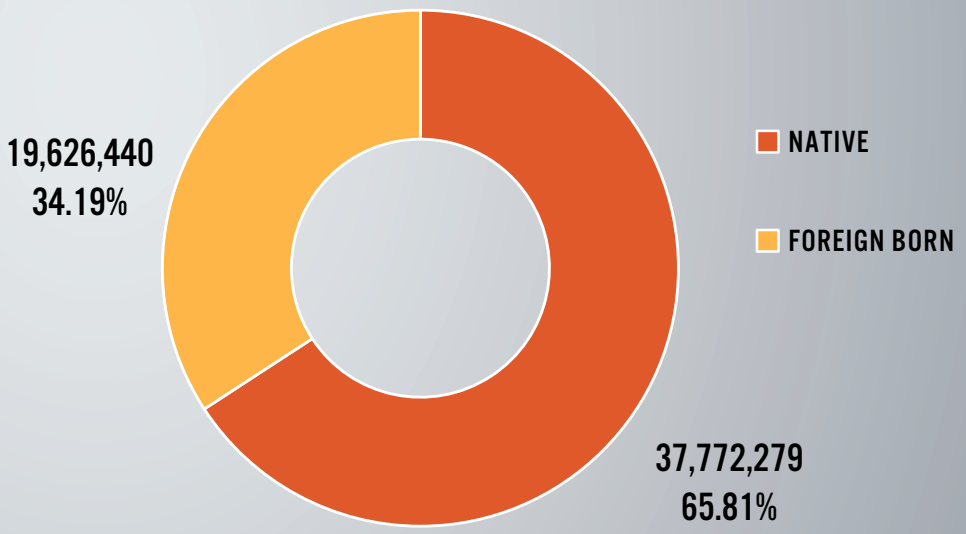
# FROM 2015-2060, THE U.S. HISPANIC POPULATION IS EXPECTED TO INCREASE BY 93%




Source: U.S. Census Bureau, 2017 National Population Projections Tables: Projected Race and Hispanic Origin, 2017, Table 8
www.census.gov/data/tables/2017/demo/popproj/2017-summary-tables.html

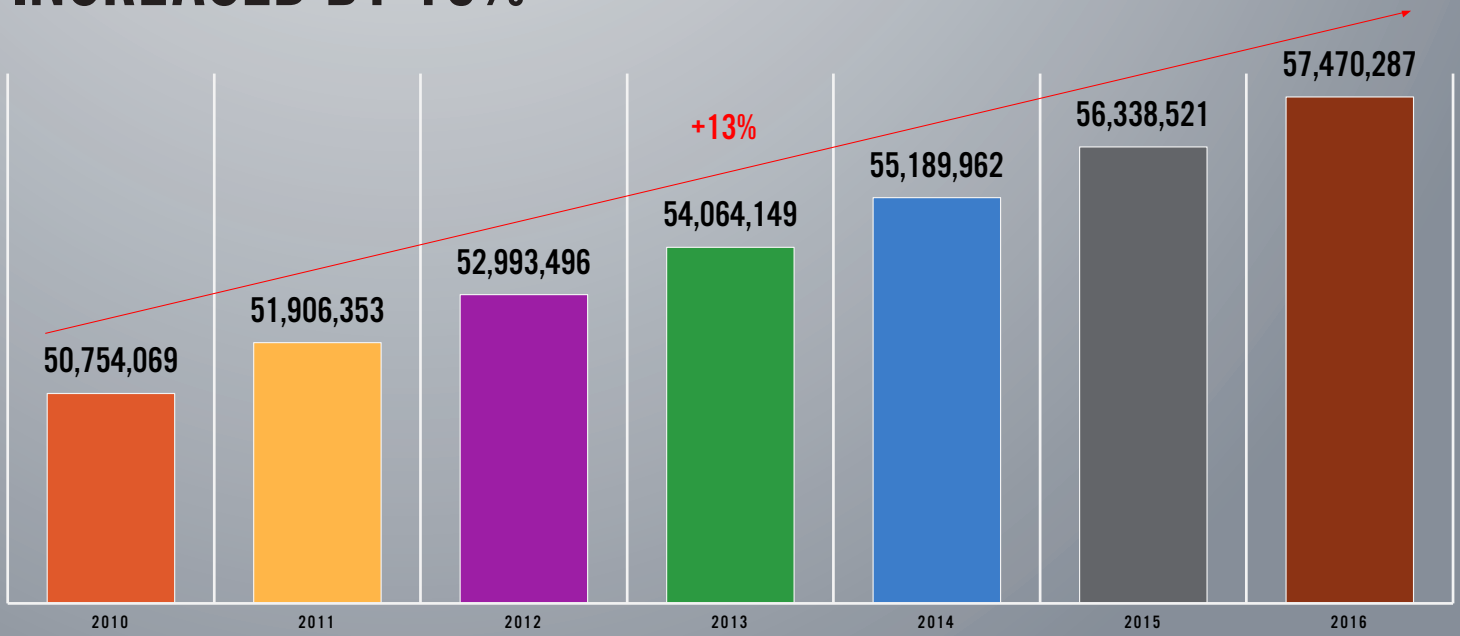
# THE MAJORITY OF U.S. HISPANICS IN THE U.S. ARE NATIVE-BORN CITIZENS

## U.S. HISPANIC POPULATION BY NATIVITY



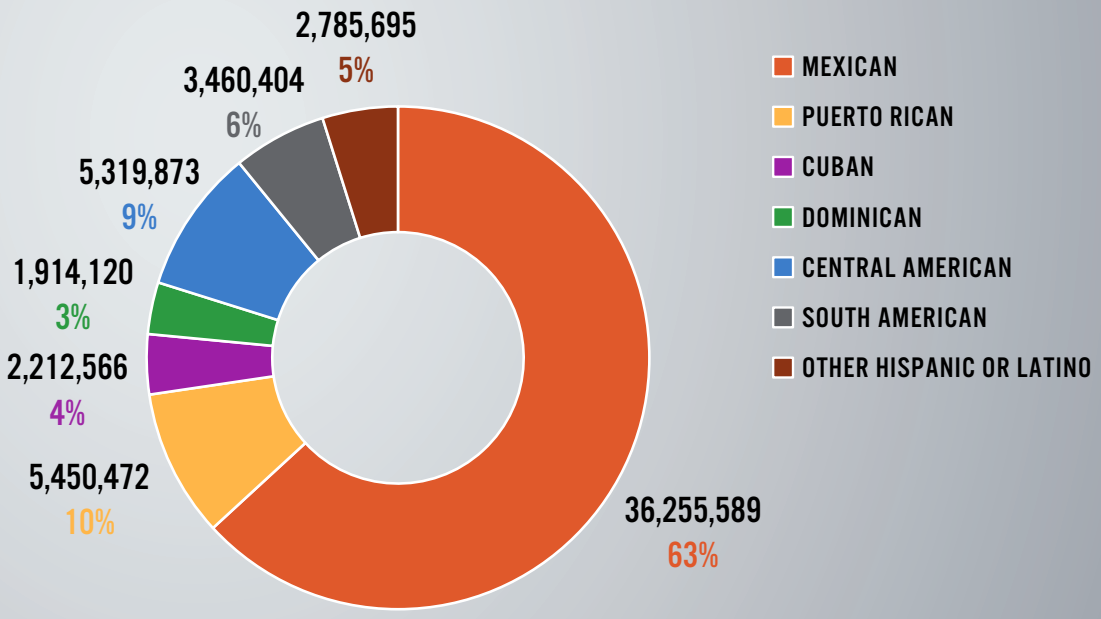

Source: U.S. Census Bureau, Sex By Age By Nativity and Citizenship Status (Hispanic or Latino), 2016
factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_16_1YR_B05003I&prodType=table

# FROM 2010-2016, U.S. HISPANIC POPULATION INCREASED BY 13%



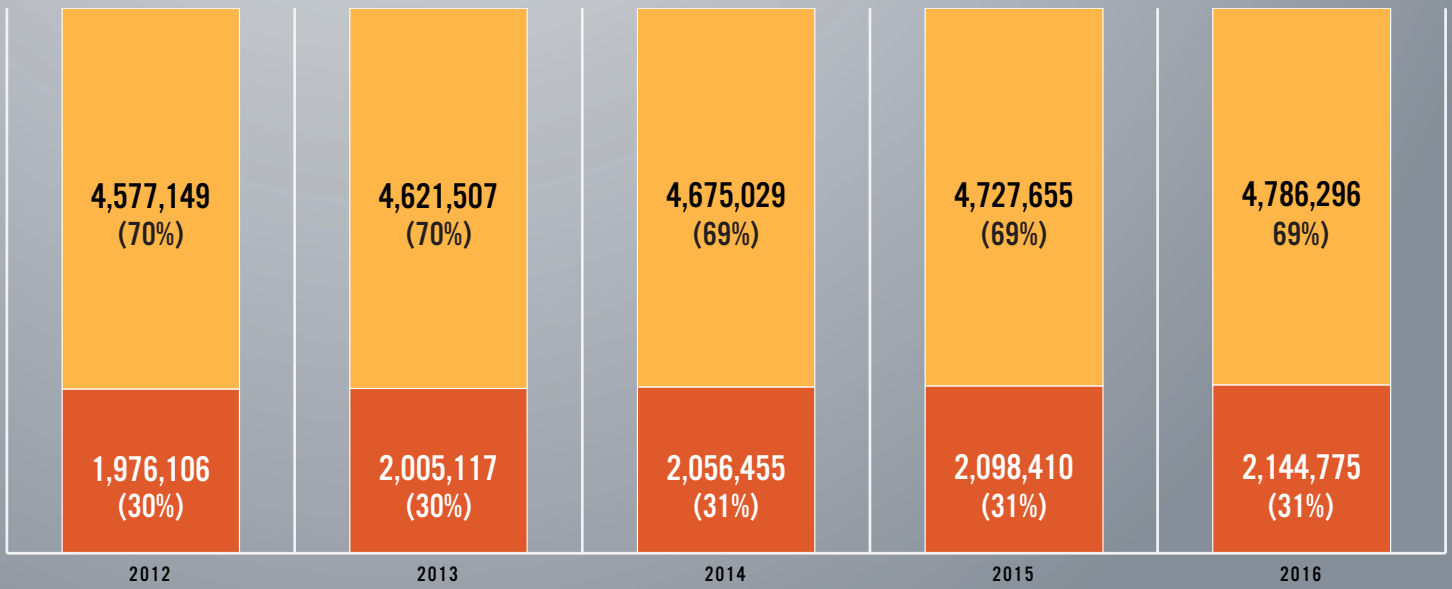

Source: U.S. Census Bureau, Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin: April 1, 2010 to July 1, 2016
www.census.gov/data/tables/2017/demo/popest/nation-detail.html#par_textimage_1537638156

# MORE THAN 60% OF U.S. HISPANICS ARE OF MEXICAN ORIGIN (2016)




Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates, Hispanic or Latino Origin by Specific Origin: Total Population
factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk

# AT LEAST 30% OF ARIZONA'S POPULATION HAS BEEN HISPANIC SINCE 2012




Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates, Hispanic or Latino Origin by Specific Origin: Total Population
factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk

# Together, we create a better community.

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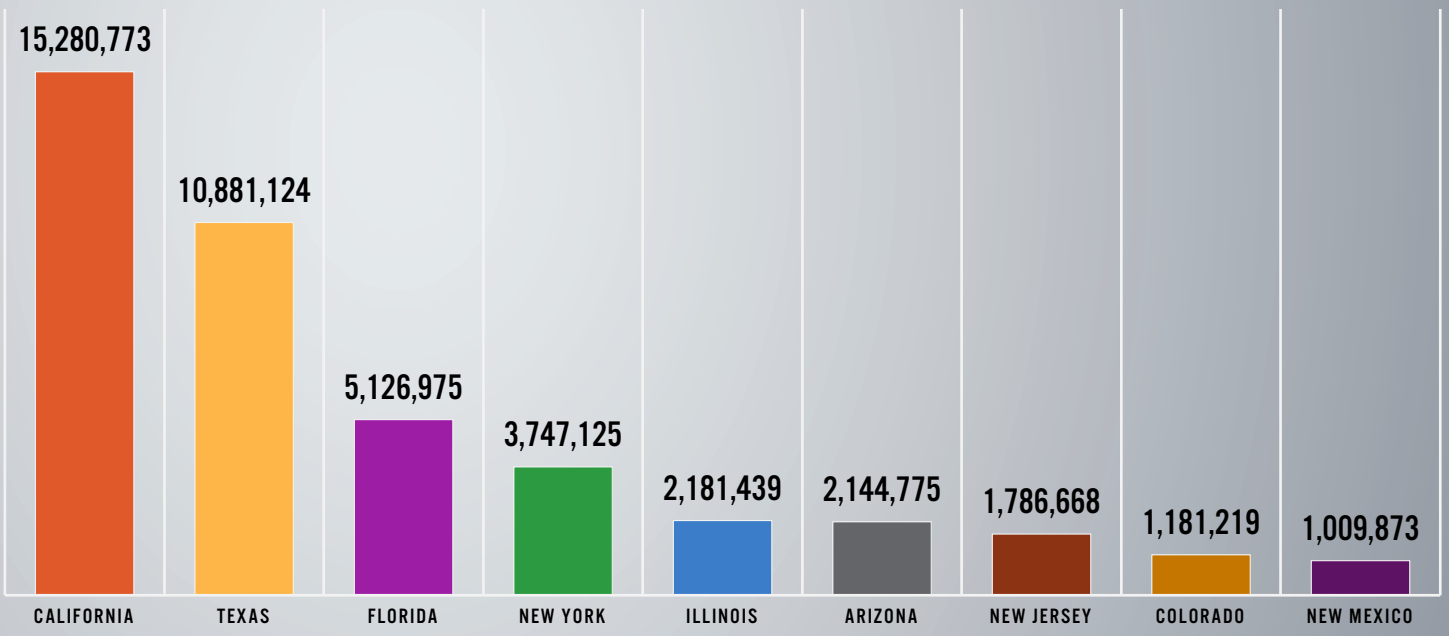
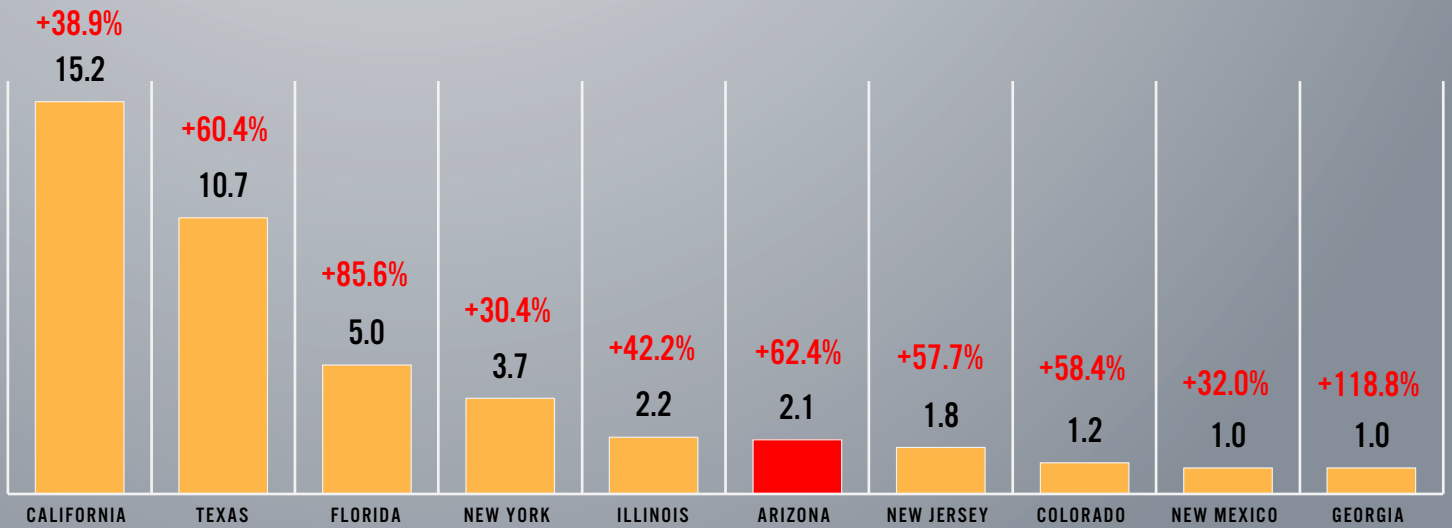
# ARIZONA IS AMONG NINE U.S. STATES THAT HAVE A HISPANIC POPULATION OVER 1 MILLION




Source: U.S. Census Bureau, Annual Estimates of the Resident Population by Sex, Age, Race, and Hispanic Origin for the United States and States, 2016
factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk

# HISPANIC POPULATION IN ARIZONA INCREASED MORE THAN 60% (2000 – 2015)

## STATES WITH THE FASTEST-GROWING LATINO POPULATIONS (2015)*




*IN MILLIONS & % CHANGE SINCE 2000

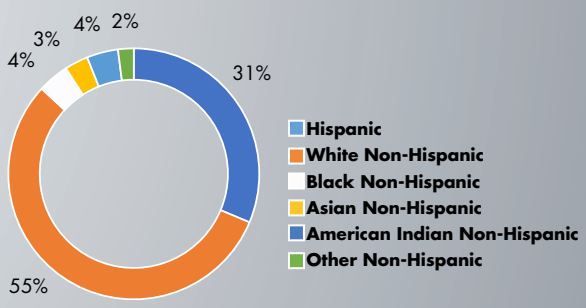
Source: PEW Research Center, How the U.S. Hispanic Population is Changing, 2017
www.pewresearch.org/fact-tank/2017/09/18/how-the-u-s-hispanic-population-is-changing/

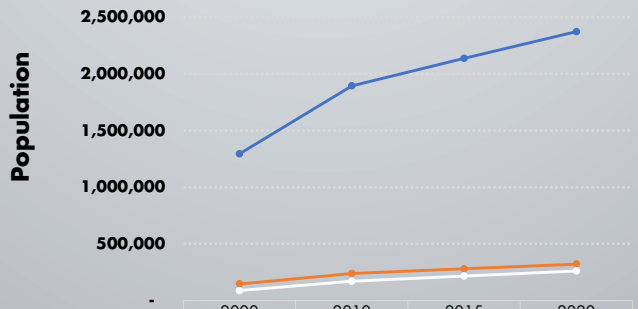
# ARIZONA
## MARKET SNAPSHOT

The Arizona Hispanic population continues to represent a substantial portion of the local population, accounting for close to one-third of Arizona residents. The 2015 statewide Hispanic population exceeds 2 million individuals. Arizona Hispanics are primarily of Mexican ancestry. A total of 52% of all Hispanics may be considered bicultural or less acculturated. Aggregate household expenditures among Hispanic households (all consumer products and categories) exceed $25 billion annually, 19% of total.

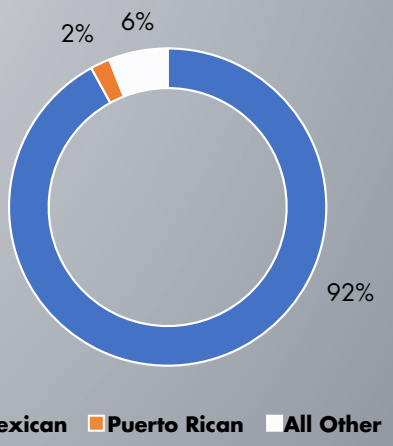
| POPULATION | % OF POPULATION | 2015 POPULATION |
|---|---|---|
| Total | 100% | 6,796,459 |
| Hispanic | 31% | 2,136,185 |
| White Non-Hispanic | 55% | 3,757,632 |
| Black Non-Hispanic | 4% | 280,390 |
| Asian Non-Hispanic | 3% | 215,412 |
| American Indian Non-Hispanic | 4% | 259,226 |
| Other Non-Hispanic | 2% | 147,614 |

**HISPANICS REPRESENT THE SECOND-LARGEST POPULATION GROUP IN THE STATE AT CLOSE TO ONE-THIRD OF TOTAL.**

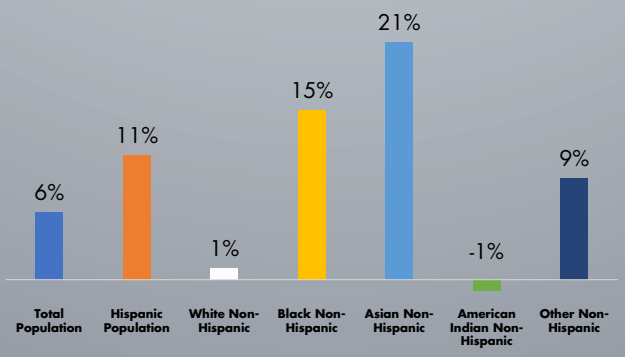


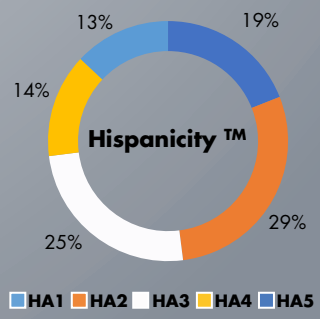

| | 2000 | 2010 | 2015 | 2020 |
|---|---|---|---|---|
| Hispanic | 1,295,317 | 1,895,149 | 2,136,185 | 2,372,777 |
| Black Non-Hispanic | 146,183 | 239,101 | 280,390 | 321,361 |
| Asian Non-Hispanic | 88,856 | 170,509 | 215,412 | 261,133 |




**PROJECTED PERCENT CHANGE 2015 V. 2020**




**1 out of 4** Hispanics in Arizona are bicultural, ranked as HA3 of the Hispanicity™ segments. However, **27%** of the Hispanic population fall into the **HA4** and **HA5** Hispancity™ segments.




**Hispanicity: See next page for HA1-HA5 definitions.**

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Source: Geoscape American Marketscape DataStream™ Series 2015

ARIZONA

**HISPANICITY**

**HA1: Americanizado**

- English dominant (nearly no Spanish)
- Born in U.S.; 3rd+ generation
- Few Hispanic cultural practices

**HA2: Nueva Latina**

- English preferred (some Spanish)
- Born in U.S.; 2nd generation
- Some Hispanic cultural practices
- often "retro-acculturate"

**HA3: Bicultural**

- Bilingual (equal or nearly)
- Immigrant as child or young adult
- Many Hispanic cultural practices

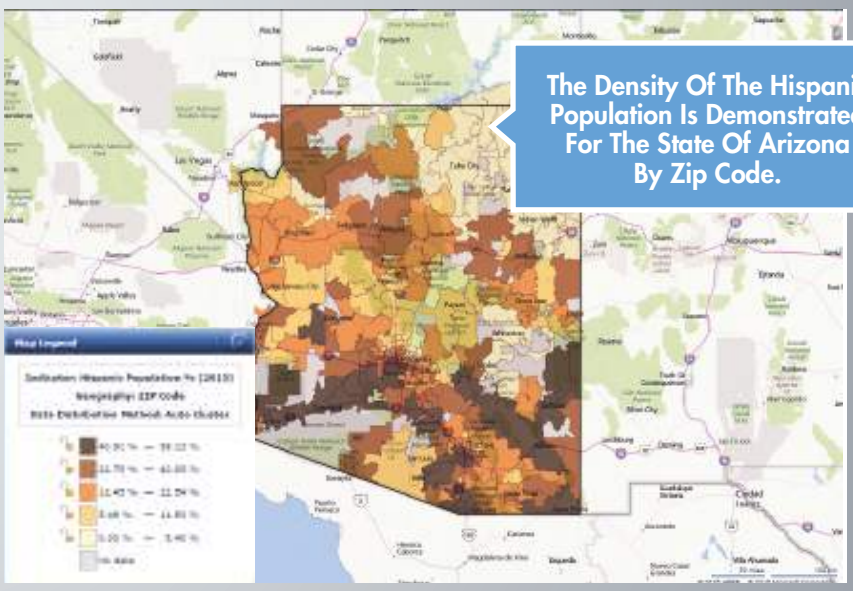
**HA4: Hispano**

- Spanish preferred (some English)
- Immigrant as adult,
- In U.S. 10+ years
- Predominant Hispanic cultural practices

**HA5: Latinoamericana**

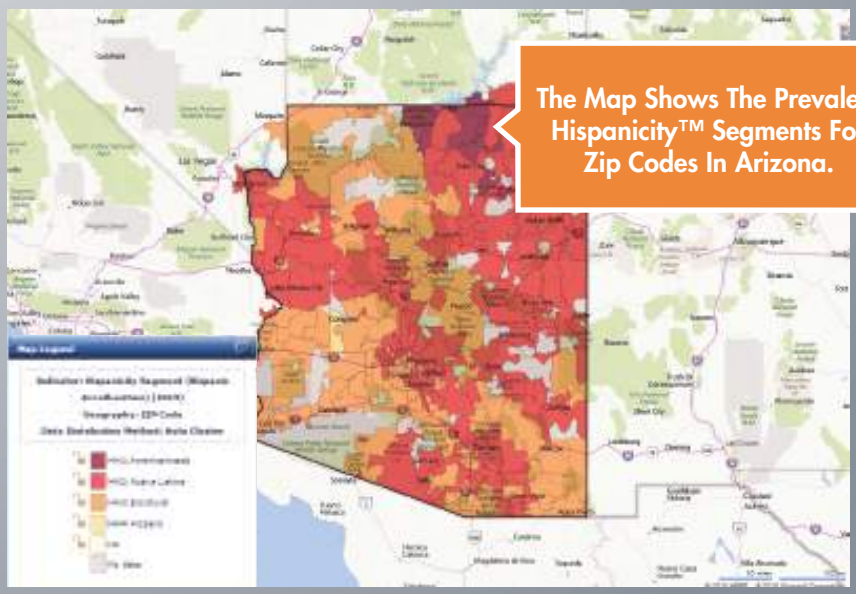
- Spanish dominant (nearly no English)
- Recent immigrant as adult (less than 10 years ago)
- Primarily Hispanic cultural practices
- Identify with home country more so than U.S.

## HISPANIC POPULATION % BY ZIP CODE



The Density Of The Hispanic Population Is Demonstrated For The State Of Arizona By Zip Code.

## HA4 AND HA5 HISPANICITY™ SEGMENTS BY ZIP CODE



The Map Shows The Prevalent Hispanicity™ Segments For Zip Codes In Arizona.

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Source: Geoscape American Marketscape DataStream™ and/or Consumer Spending Dynamix™ Series 2015

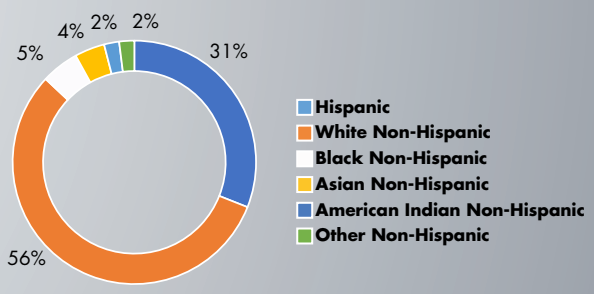
# PHOENIX

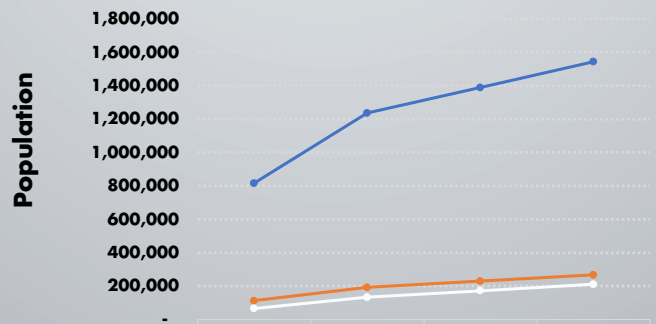
## MARKET SNAPSHOT

The population in the Phoenix metropolitan area has a strong Hispanic influence accounting for one out of every three residents for a total of close to 1.4 million individuals. Roughly 29% of the 1.4 million Hispanics in Phoenix area fall into the HA4 and HA5 Hispanicity™ segments, accounting for more than 400,000 individuals. Approximately $17.2 billion is spent by Hispanics on household expenditures (all consumer products and categories), accounting for 18% of total household expenditures.

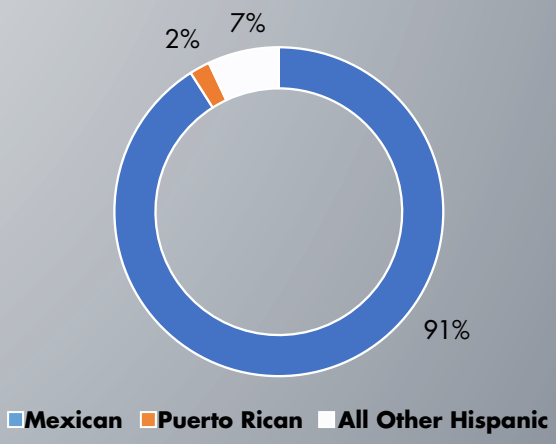
| POPULATION | % OF POPULATION | 2015 POPULATION |
|---|---|---|
| Total | 100% | 4,471,779 |
| Hispanic | 31% | 1,389,987 |
| White Non-Hispanic | 56% | 2,500,712 |
| Black Non-Hispanic | 5% | 230,244 |
| Asian Non-Hispanic | 4% | 172,384 |
| American Indian Non-Hispanic | 2% | 76,254 |
| Other Non-Hispanic | 2% | 102,198 |

**HISPANICS REPRESENT THE SECOND-LARGEST POPULATION GROUP IN THE PHOENIX METROPOLITAN AREA AT CLOSE TO ONE-THIRD OF TOTAL**

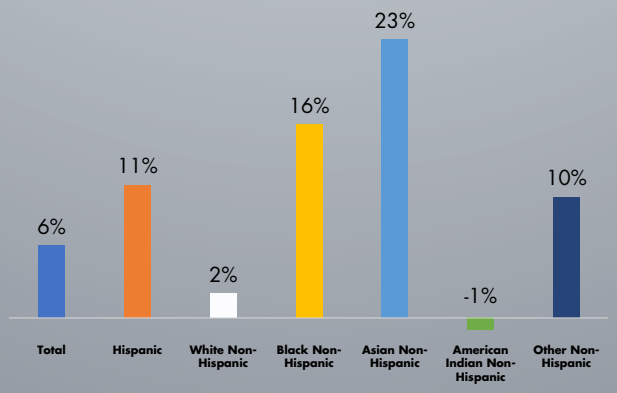


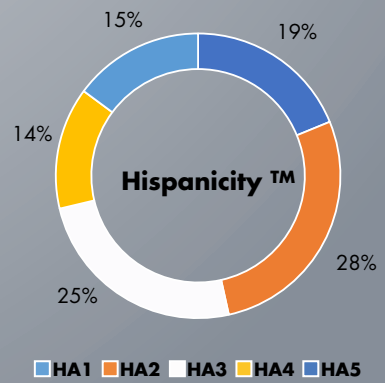

| | 2000 | 2010 | 2015 | 2020 |
|---|---|---|---|---|
| Hispanic | 817,021 | 1,235,718 | 1,389,987 | 1,543,188 |
| Black Non-Hispanic | 113,185 | 193,497 | 230,244 | 267,065 |
| Asian Non-Hispanic | 65,557 | 134,415 | 172,384 | 211,310 |




**PROJECTED PERCENT CHANGE 2015 V. 2020**




Over half of Hispanics in the Phoenix metropolitan area fall into the **H3** to **HA5** Hispanicity™ Segments.




**Hispanicity: See next page for HA1-HA5 definitions.**

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Source: Geoscape American Marketscape DataStream™ Series 2015

PHOENIX

**HISPANICITY**

**HA1: Americanizado**

- English dominant (nearly no Spanish)
- Born in U.S.; 3rd+ generation
- Few Hispanic cultural practices

**HA2: Nueva Latina**

- English preferred (some Spanish)
- Born in U.S.; 2nd generation
- Some Hispanic cultural practices
- often "retro-acculturate"

**HA3: Bicultural**

- Bilingual (equal or nearly)
- Immigrant as child or young adult
- Many Hispanic cultural practices

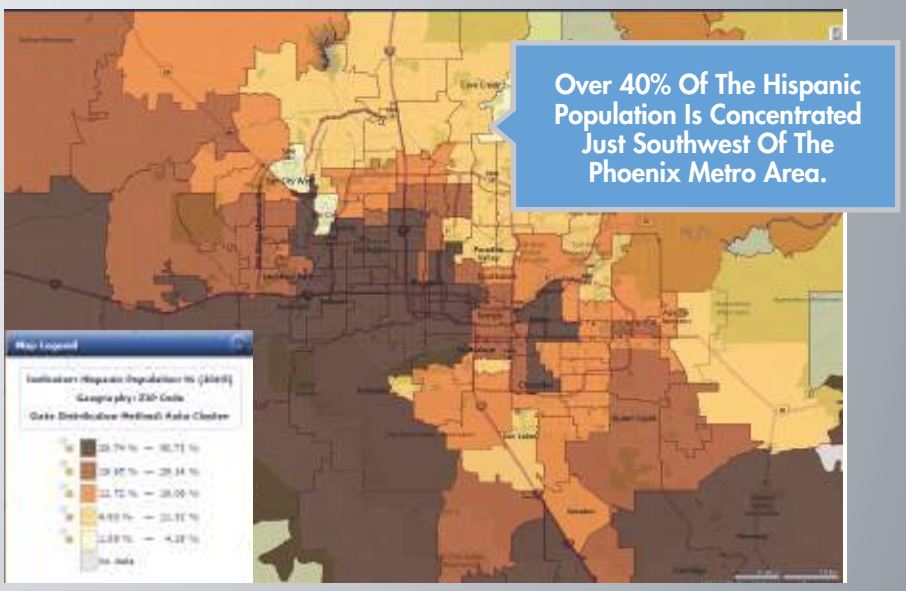
**HA4: Hispano**

- Spanish preferred (some English)
- Immigrant as adult,
- In U.S. 10+ years
- Predominant Hispanic cultural practices

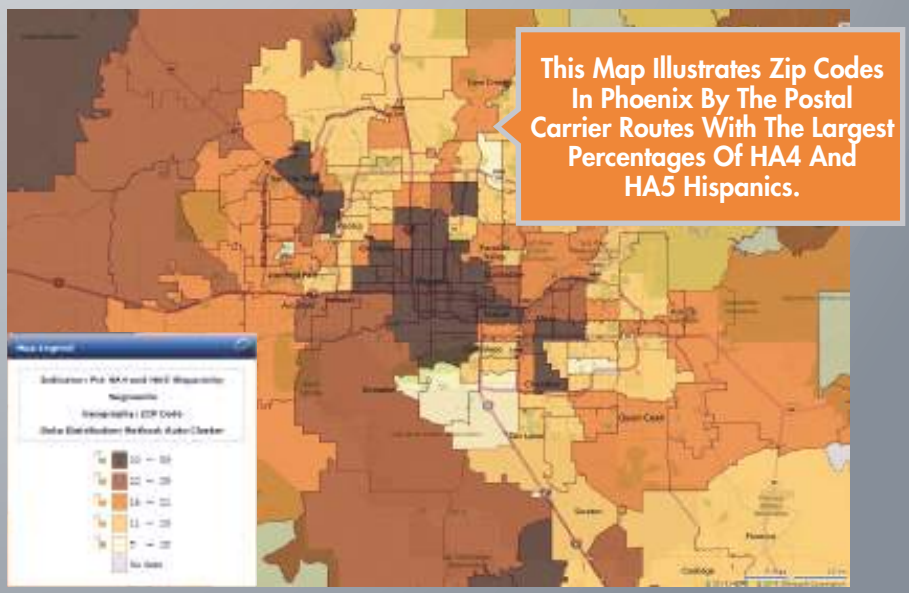
**HA5: Latinoamericana**

- Spanish dominant (nearly no English)
- Recent immigrant as adult (less than 10 years ago)
- Primarily Hispanic cultural practices
- Identify with home country more so than U.S.

## HISPANIC POPULATION % ZIP CODES BY CARRIER ROUTE




## HA4 AND HA5 HISPANICITY ™ SEGMENTS ZIP CODES BY CARRIER ROUTE

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Source: Geoscape American Marketscape DataStream™ Series 2015

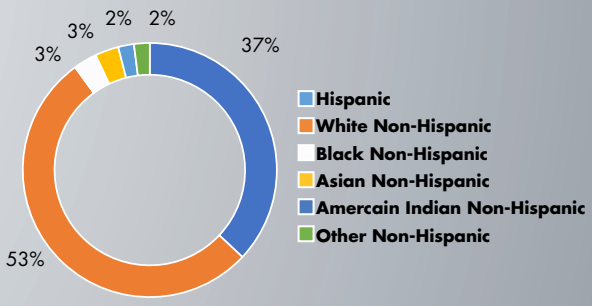
# TUCSON, AZ

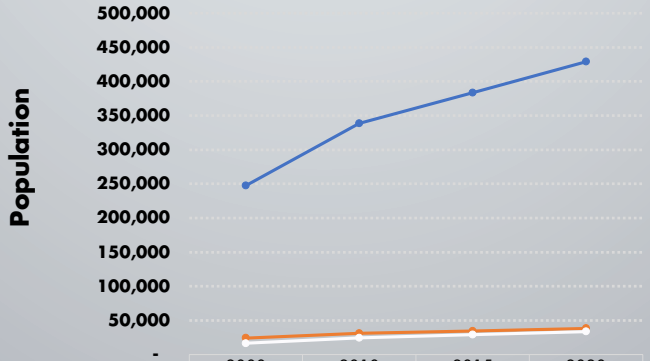
## MARKET SNAPSHOT

The Hispanic population in Tucson continues to represent a substantial portion of the local population, accounting for more than 37% of Tucson residents. More than 300,000 Hispanics call Tucson home and it is a figure that has been increasing and expected to continue to grow in the next five years. The Tucson Hispanic population is primarily bicultural, accounting for one out of three individuals. However, over 20% of the Hispanic population in the Tucson metropolitan area falls into the HA4 and HA5 Hispanicity™ segments. Aggregate household expenditures (all consumer products and categories) among Tucson households exceed $4.7 billion annually, with Hispanics accounting for more than one out of every five dollars spent.

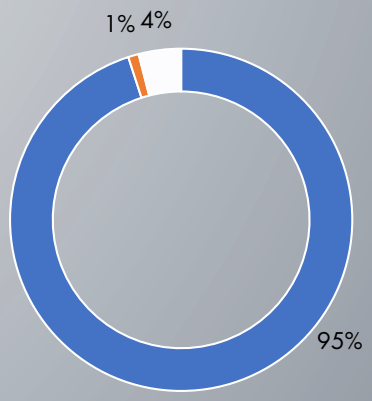
| POPULATION | % OF POPULATION | 2015 POPULATION |
|---|---|---|
| Total | 100% | 1,039,345 |
| Hispanic | 37% | 383,508 |
| White Non-Hispanic | 53% | 546,738 |
| Black Non-Hispanic | 3% | 34,704 |
| Asian Non-Hispanic | 3% | 29,093 |
| American Indian Non-Hispanic | 2% | 23,036 |
| Other Non-Hispanic | 2% | 22,266 |

HISPANICS REPRESENT THE SECOND-LARGEST POPULATION GROUP IN THE TUCSON METROPOLITAN

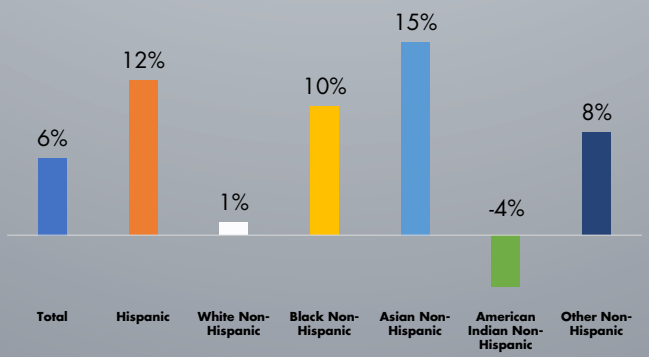


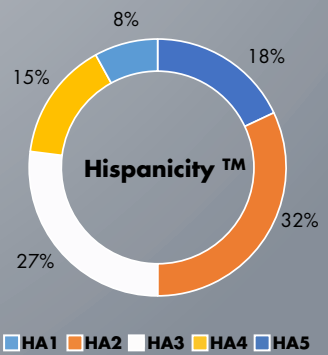

| | 2000 | 2010 | 2015 | 2020 |
|---|---|---|---|---|
| Hispanic | 247,577 | 338,802 | 383,508 | 428,975 |
| Black Non-Hispanic | 24,045 | 31,075 | 34,704 | 38,179 |
| Asian Non-Hispanic | 16,595 | 24,592 | 29,093 | 33,521 |




PROJECTED PERCENT CHANGE 2015 V. 2020




One out of three Hispanics in the Tucson metropolitan area fall into the **HA3** Hispanicity™ Segment. However, one out of five Hispanics fall into the **HA4** to **HA5** unacculturated segments.




**Hispanicity: See next page for HA1-HA5 definitions.**

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Source: Geoscape American Marketscape DataStream™ Series 2015

TUCSON, AZ

**HISPANICITY**

**HA1: Americanizado**

- English dominant (nearly no Spanish)
- Born in U.S.; 3rd+ generation
- Few Hispanic cultural practices

**HA2: Nueva Latina**

- English preferred (some Spanish)
- Born in U.S.; 2nd generation
- Some Hispanic cultural practices
- often "retro-acculturate"

**HA3: Bicultural**

- Bilingual (equal or nearly)
- Immigrant as child or young adult
- Many Hispanic cultural practices

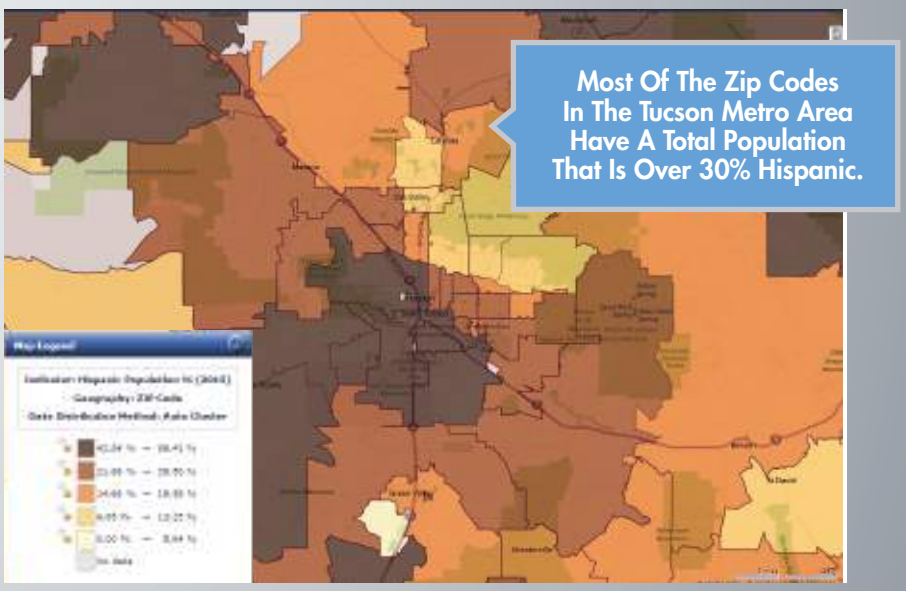
**HA4: Hispano**

- Spanish preferred (some English)
- Immigrant as adult,
- In U.S. 10+ years
- Predominant Hispanic cultural practices

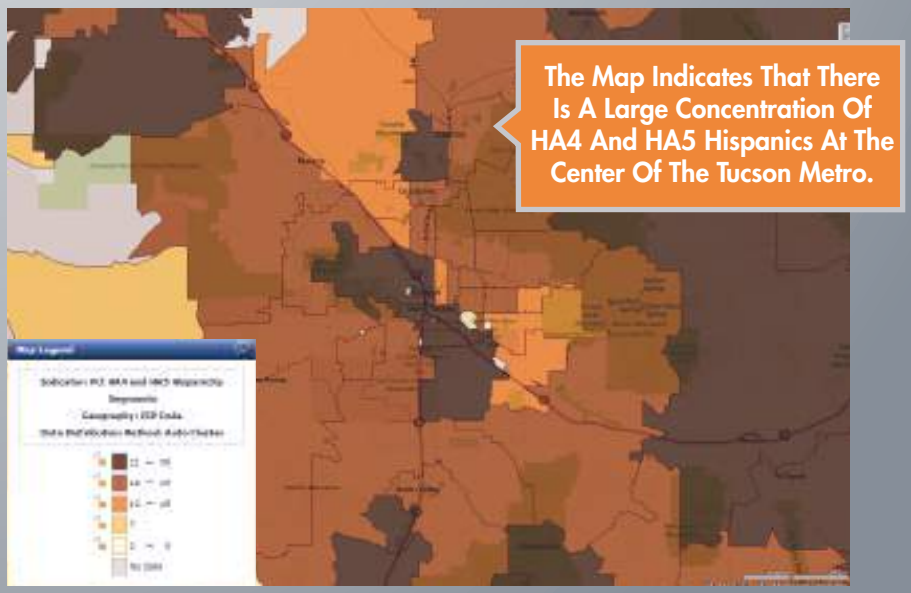
**HA5: Latinoamericana**

- Spanish dominant (nearly no English)
- Recent immigrant as adult (less than 10 years ago)
- Primarily Hispanic cultural practices
- Identify with home country more so than U.S.

## HISPANIC POPULATION % ZIP CODES BY CARRIER ROUTES




## HA4 AND HA5 HISPANICITY™ SEGMENTS ZIP CODES BY CARRIER ROUTE

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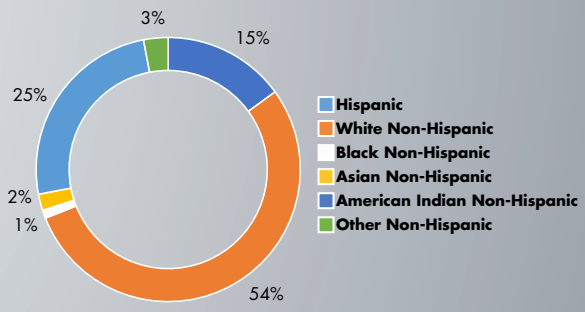
# FLAGSTAFF, AZ

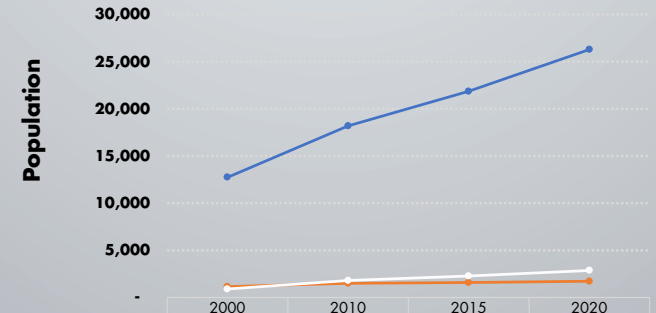
## MARKET SNAPSHOT

The population in Flagstaff has a modest Hispanic influence, accounting for 15% of the metro's 140,000 residents and is the second fastest-growing population behind Asians. Over half of the Hispanic population in the Flagstaff metropolitan area are acculturated, falling into the HA1 and HA2 Hispanicity™ segments that account for just over 10,000 residents. Hispanics in Flagstaff spend more than $240 million on household expenditures, accounting for roughly 10% of total household spending.

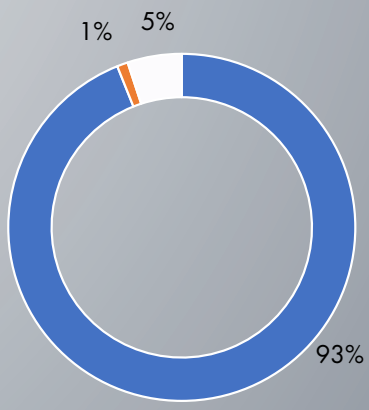
| POPULATION | % OF POPULATION | 2015 POPULATION |
|---|---|---|
| Total | 100% | 143,710 |
| Hispanic | 15% | 21,834 |
| White Non-Hispanic | 54% | 78,296 |
| Black Non-Hispanic | 1% | 1,581 |
| Asian Non-Hispanic | 2% | 2,283 |
| American Indian Non-Hispanic | 25% | 36,094 |
| Other Non-Hispanic | 3% | 3,622 |

### HISPANICS REPRESENT THE THIRD-LARGEST POPULATION GROUP IN THE FLAGSTAFF METROPOLITAN AREA

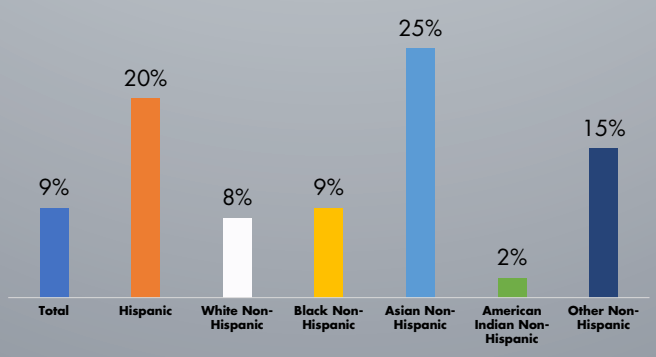


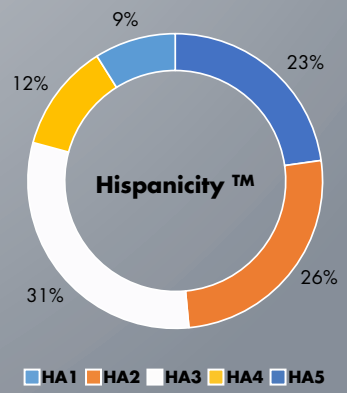

| | 2000 | 2010 | 2015 | 2020 |
|---|---|---|---|---|
| Hispanic | 12,728 | 18,166 | 21,834 | 26,279 |
| Black Non-Hispanic | 1,150 | 1,495 | 1,581 | 1,716 |
| Asian Non-Hispanic | 895 | 1,787 | 2,283 | 2,857 |




### PROJECTED PERCENT CHANGE 2015 V. 2020




Close to **50%** of Hispanics in the Flagstaff metropolitan area fall into the **HA1** and **HA2** Hispanicity™ Segment.




**Hispanicity: See next page for HA1-HA5 definitions.**

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FLAGSTAFF, AZ

**HISPANICITY**

**HA1: Americanizado**

- English dominant (nearly no Spanish)
- Born in U.S.; 3rd+ generation
- Few Hispanic cultural practices

**HA2: Nueva Latina**

- English preferred (some Spanish)
- Born in U.S.; 2nd generation
- Some Hispanic cultural practices
- often "retro-acculturate"

**HA3: Bicultural**

- Bilingual (equal or nearly)
- Immigrant as child or young adult
- Many Hispanic cultural practices

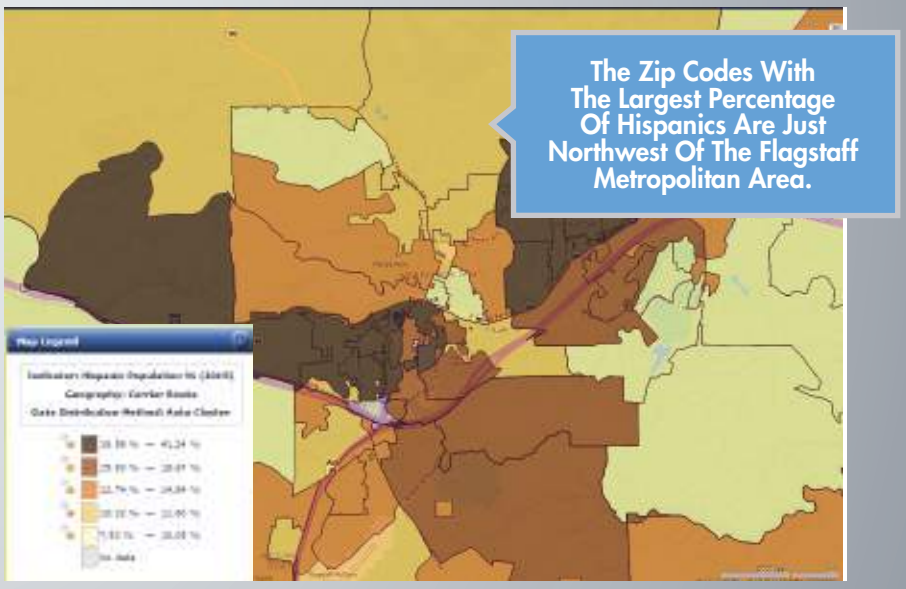
**HA4: Hispano**

- Spanish preferred (some English)
- Immigrant as adult,
- In U.S. 10+ years
- Predominant Hispanic cultural practices

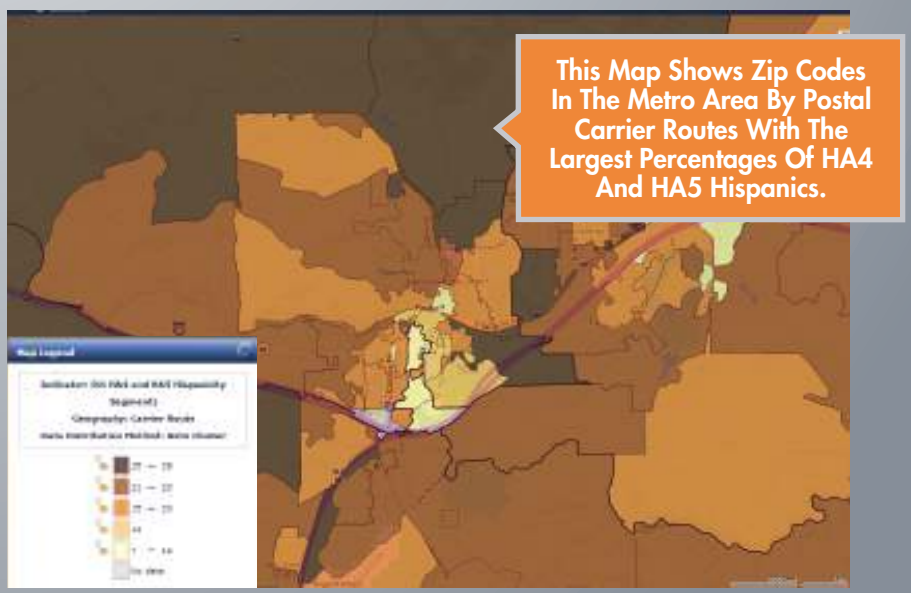
**HA5: Latinoamericana**

- Spanish dominant (nearly no English)
- Recent immigrant as adult (less than 10 years ago)
- Primarily Hispanic cultural practices
- Identify with home country more so than U.S.

## HISPANIC POPULATION % ZIP CODES BY CARRIER ROUTE




## HA4 AND HA5 HISPANICITY™ SEGMENTS ZIP CODES BY CARRIER ROUTE

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Source: Geoscape American Marketscape DataStream™ Series 2015

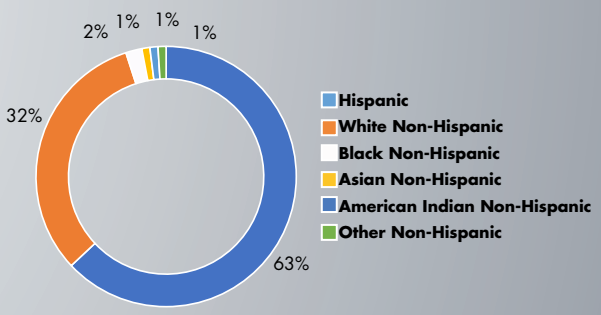
# YUMA, AZ

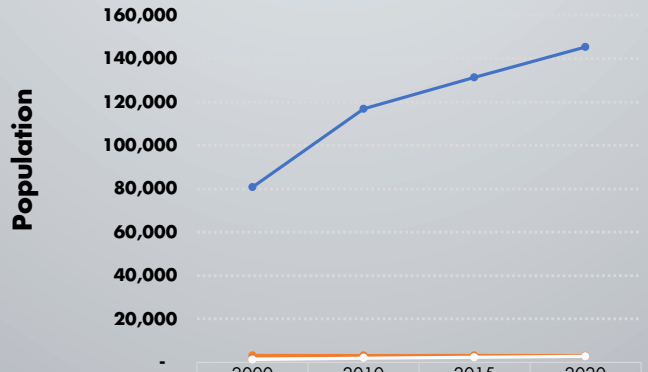
## MARKET SNAPSHOT

Roughly six out of 10 residents in the Yuma Metropolitan area are Hispanic, accounting for over 130,000 individuals. The Hispanic population is projected to increase by over 14,000 individuals or 11% by 2020. Yuma Hispanics are primarily of Mexican ancestry. One out of three Hispanics in the Yuma metropolitan area fall into the HA4 and HA5 Hispanicity™ segments. Aggregate household expenditures (all consumer products and categories) among Yuma's Hispanics exceed $1.3 billion annually, or 45% of total households.

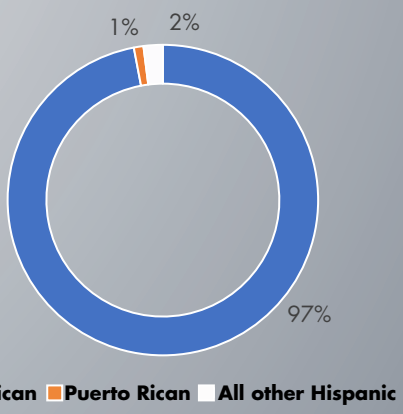
| POPULATION | % OF POPULATION | 2015 POPULATION |
|---|---|---|
| Total | 100% | 207,527 |
| Hispanic | 63% | 131,256 |
| White Non-Hispanic | 32% | 65,915 |
| Black Non-Hispanic | 2% | 3,154 |
| Asian Non-Hispanic | 1% | 2,428 |
| American Indian Non-Hispanic | 1% | 1,862 |
| Other Non-Hispanic | 1% | 2,912 |

### HISPANICS REPRESENT THE LARGEST POPULATION GROUP IN THE YUMA METROPOLITAN AREA




| | 2000 | 2010 | 2015 | 2020 |
|---|---|---|---|---|
| Hispanic | 80,774 | 116,912 | 131,256 | 145,377 |
| Black Non-Hispanic | 3,136 | 3,169 | 3,154 | 3,088 |
| Asian Non-Hispanic | 1,362 | 2,041 | 2,428 | 2,805 |

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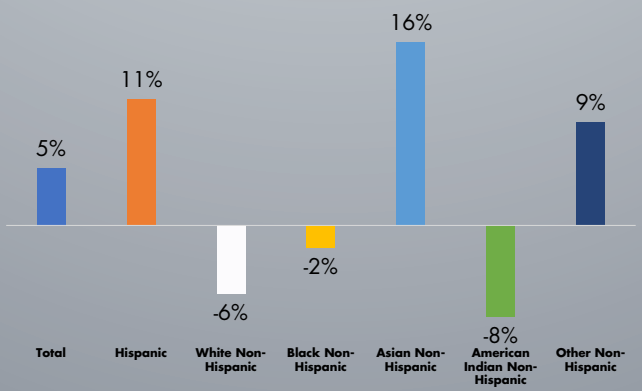
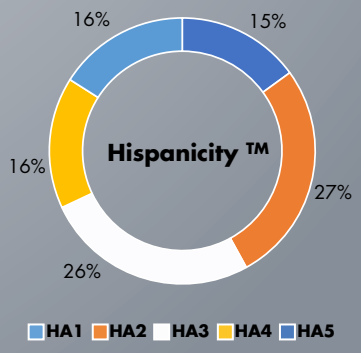



Close to **30%** of Hispanics in the Yuma metropolitan area fall into the **HA4** and **HA5** Hispanicity™ Segment.




**Hispanicity: See next page for HA1-HA5 definitions.**

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YUMA, AZ

**HISPANICITY**

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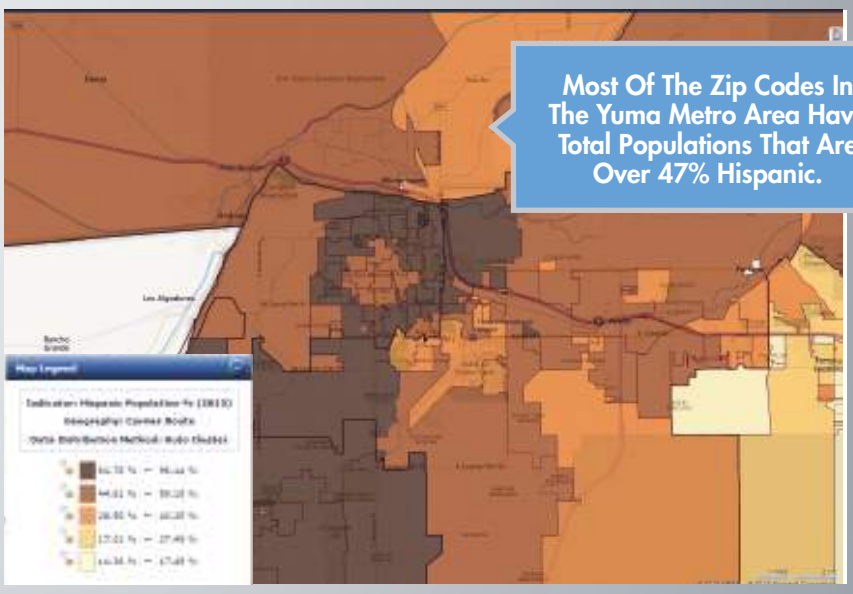
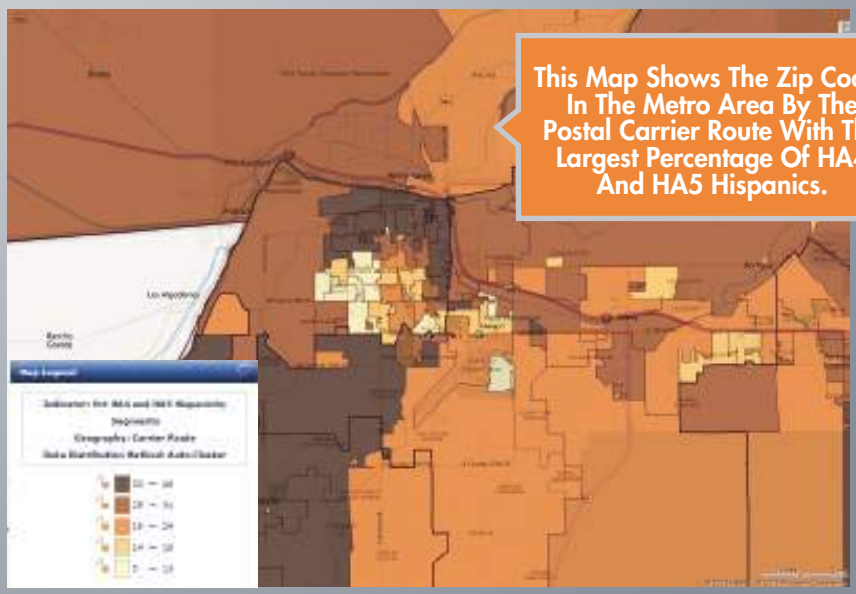
## HISPANIC POPULATION % ZIP CODES BY CARRIER ROUTE



Most Of The Zip Codes In The Yuma Metro Area Have Total Populations That Are Over 47% Hispanic.

## HA4 AND HA5 HISPANICITY™ SEGMENTS ZIP CODES BY CARRIER ROUTE



This Map Shows The Zip Codes In The Metro Area By The Postal Carrier Route With The Largest Percentage Of HA4 And HA5 Hispanics.

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# LOS D-BACKS IS BUILDING ITS FAN BASE IN OUR COMUNIDAD

BY DINA DE LEÓN

¡Viva Los D-Backs!

Los D-backs, in case you're wondering, is the Spanglish-language abbreviation for Arizona Diamondbacks, and part of the team's major push to expand its marketing efforts among its growing Latino fan base.

"We've tried to create a very significant presence that is visually and culturally in our ballpark on an everyday basis to show how Hispanic/Latino culture can emerge," said Kenny Farrell, VP of Marketing & Analytics for the D-Backs, who adds that the organization's overall marketing strategy since 2010 has been committed to creating a bicultural experience for its fans.

During the 2015 season, the D-Backs added accents to Latino players' jerseys, an initiative that's since been incorporated throughout Major League Baseball and led to MLB's first Hispanic-themed campaign "Ponle Acento".

In 2016, SOL La Terraza was launched at Chase Field. The unique food and entertainment court offers fans a chance to experience authentic Latino culture, including Latin music, food and drink, art and décor on the weekends and during select D-Backs home games. SOL La Terraza has become one of the most popular destinations inside Chase Field and the perfect platform for corporate partners wanting to enjoy Latino culture.

Also, in 2016, the D-Backs hosted the first-ever visit by the Mexican Pacific League (Liga Mexicana del Pacífico) and its eight teams to a MLB park. The event attracted fans from across the Southwest and México. The event has become an annual tradition at Chase Field as LMP returned for a third consecutive season this year as part of the D-Backs Hispanic Heritage Day celebration.

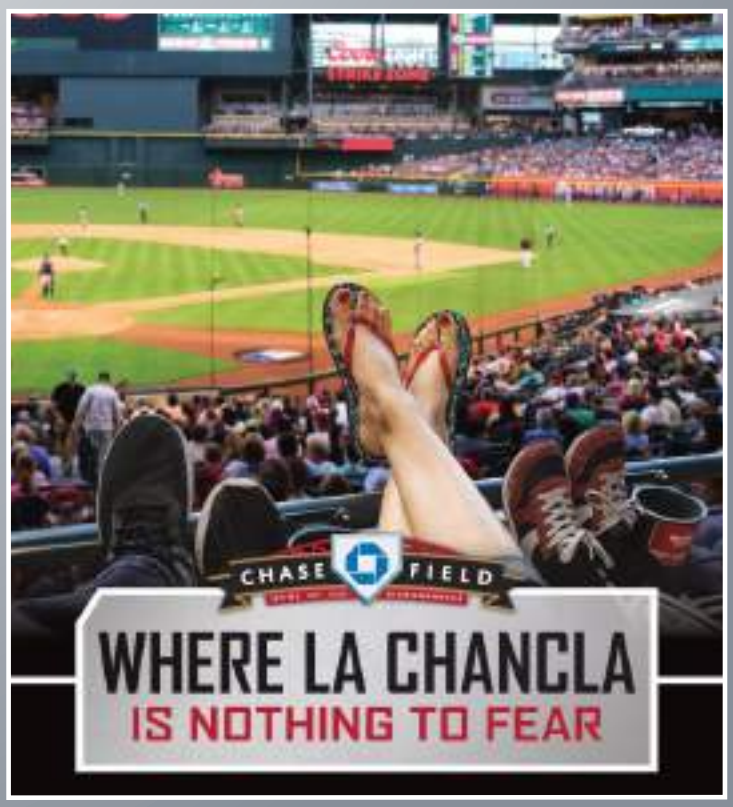
Thanks to the team's innovative approach to reach the Latino fan base, the D-Backs have become industry leaders in this category. The team was named Corporation of the Year in 2017 by the Arizona Hispanic Chamber of Commerce for its business success and engagement in the Hispanic community.

Earlier this year, the team released its first ever Spanglish ad campaign, which highlights common situations and traditions in the Latino culture that connects to the rich experience Chase Field has to offer. The messaging targets multiple generations of Latinos in a way that all fans can understand, no matter their cultural background or language preference.

To help shape its marketing strategies, the D-Backs also formed a special focus group of Latino community business leaders called Los D-Backs Ambassadors Council. Its members help generate ideas for culturally conscious promotions and serves as the team's "eyes and ears" in the Latino community.

It's through this unique combination of culturally authentic, family-oriented initiatives, on and off the field, that the Arizona Diamondbacks have become an integral part of our comunidad.

*Dina de León is the Communications Specialist at the Arizona Hispanic Chamber of Commerce.*



# FOR ELISA DE LA VARA, GIVING BACK IS A WAY OF LIFE

BY JAMES E. GARCIA

Back in 50s, Somerton, Arizona was the sort of town where everybody knew each other.

"You gave directions," Elisa de la Vara recalls, by saying, "go to that salt cedar tree...the one that has the broken branch...then go all the way to the water tank..."

Now a bustling farm town of 15,000 on the U.S.-Mexico border, Somerton lies in the heart of one of the most productive agricultural breadbaskets in the world. But de la Vara's small town experience growing up has stayed with her throughout her life.

Today, de la Vara serves as Chief Community Officer at the Arizona Community Foundation (ACF), the largest grant maker in the state and one of the top 25 largest community foundations in the nation. While de la Vara admits she came late to the world of philanthropy, she learned the value of giving back to the community through her father's example.

The family owned a neighborhood grocery store in Somerton. Because her father, an Army veteran, was fully bilingual and could type, people in town respected him and often turned to him for help to fill out government forms and other needs.

"He was the kind of person who if somebody needed help at the Social Security office or with immigration papers, he helped guide them. Sometimes he would send us kids to help translate for people."

Since joining ACF in 2015, de la Vara says she's come to realize her job is at "the intersection of everything I've ever done throughout my career."

And she's done a lot.

De la Vara came to Phoenix in 1971 at the height of the Chicano Movement. She describes the move from her border hamlet to the Valley as a culture shock.

Soon after arriving in Phoenix, de la Vara joined the League of United Latin American Citizens (LULAC), the nation's oldest Hispanic advocacy group. LULAC, had its national office in the Valley at the time and was deeply involved in the civil rights struggle.

After a short time at LULAC, de La Vara worked for almost a decade at Chicanos Por La Causa, rising to become an executive vice president and the highest-ranked female employee at the time.

In the early 1980s, she went to work as a Special Assistant to Gov. Bruce Babbitt. Among her duties, de la Vara was chief planner for the 1984 binational border governor's conference, where she learned to navigate the challenges of cross-border diplomacy. In 1988, she joined Babbitt, during his short-lived presidential run, as the campaign's comptroller. Babbitt came up short, but de la Vara said the once-in-a-lifetime experience of being part of a presidential campaign was inspiring.

Soon after Babbitt's campaign folded, de la Vara said she reconnected with Tommy Espinoza, the former CEO of CPLC, who had gone on to form Espinoza Development Corporation, a successful property management firm. She later formed her own company, Enterprise 2000, with Danny Valenzuela. Her experience in housing led to an executive career with Fannie Mae, where she spent a decade before taking early retirement.

Bored with retirement, de la Vara accepted a position as District Director for Congressman Ed Pastor. The fast-paced job of working for a Member of Congress was gratifying, said de la Vara, who spent most of her time responding to constituency concerns. In addition to getting to know Ed and Verma Pastor as friends, "What I really liked about working for the Congressman was the focus we had on our citizenship efforts. I can probably bet cookies to donuts there are over 2,000 people who became citizens because of Ed Pastor."

Now 67, de la Vara says she looks forward to retiring someday, though she plans to spend her next few years at ACF spreading the word about the importance of philanthropy, especially in communities of color. "As more Latinos move into the middle and entrepreneurial classes," says de la Vara, "they're starting to join the ranks of the philanthropic world." It's a trend she hopes to impact. There's a need to create internships, de la Vara says that expose more women and people of color to careers in philanthropy.

"Just getting to know about philanthropy is the biggest step you can take."

She should know. Taking big steps and giving back is something de la Vara's been doing her entire life.

*James E. Garcia is associate editor for DATOS: The State of Arizona's Hispanic Market.*

# THE HEALTH OF ARIZONA COMMUNITIES – RESIDENTS' PERSPECTIVE

The purpose of this report is to summarize the results of a study that assessed the health of Arizona communities from the residents' perspective. A telephone survey of 973 Arizona residents was conducted during May/June 2018 and asked them to evaluate the "Elements of a Healthy Community," which was the focus of the 2018 DATOS report. These survey results provide a residents' eye view in addition to the economic data, community indicators, and case studies provided in DATOS.

West Group Research contacted heads of households throughout Arizona and asked them to rate their communities from three perspectives:

1. **Overall health of their community.**
2. **Importance/Prioritization of the "12 Elements of a Healthy Community" developed from research conducted by the Vitalyst Health Foundation*.**
3. **Rating the health of their community by each of the 12 Elements.**

* The 12 Elements of a Healthy Community covered a wide range factors, such as affordable housing, social justice, educational opportunities and reasonably-priced food. A description of the development of the 12 Elements of a Healthy Community can be found at the Live Well website - http://livewellaz.org/. Arizona Hispanic Chamber of Commerce used this work from the Vitalyst Health Foundation as a framework for this year's DATOS report.

This study serves as a benchmark to more targeted community assessments in the future. Results were broken down geographically whenever possible in order to provide insights into cities or specific parts of the state.

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## STUDY HIGHLIGHTS

**Room for improvement** – Arizonans had mixed opinions about the health of their communities. Approximately one-third gave their neighborhood an "unhealthy" rating due to a wide range of issues, including drugs, health/obesity, crime, infrastructure funding (schools, roads), crime, and homelessness.

**Healthy communities** – A total of 20% gave a "healthy" rating and 44% gave a "middle tier" rating which was based on a mix of positive, neutral, and negative comments. The top reasons for rating the community in the healthy range included overall appearance/ upkeep, friendliness/relationships, and activities available for residents.

**Most important** – When asked to rate the 12 Elements of a Healthy Community, **education, healthcare, and economic opportunities/jobs** were considered the most important in the residents' assessment. **Safety** and **affordable housing** were considered "second" tier, but were also relatively high in importance.

**Top and bottom** – The top rated element was **parks/recreation.** The lowest rated element was **social justice.**

**Top priorities** – The elements that received lower ratings, but were higher in importance were **affordable housing and economic opportunities/jobs.**

# CONCLUSIONS/RECOMMENDATIONS

1. **Preliminary results** – This research serves as a benchmark for future community assessments with these elements. The research was not designed to provide results to a large number of individual communities, zip codes or neighborhoods. The sample sizes for some of the cities/areas listed in these findings are relatively small (some are less than 50) and should be considered when deciding to take specific actions based on this data. A more robust study or one involving a range of studies targeted to specific areas could be used to evaluate residents' assessment of individual communities.
2. **Community problems, regional/state issues** –Ratings for some of these measures seem to reflect negatively on individual communities when, in actuality, they have a bigger scope that will require regional and even national involvement to reach solutions. For example, **social justice** was consistently the lowest rated of the 12 Elements of a Healthy Community. Solutions will clearly require more than individual cities alone trying to fix the problem.
3. **Community "Hierarchy of Needs"** – A number of factors had an impact when asked to choose the top three most important of the 12 Elements. It is not that **social justice or a healthy environment** were least important (even though they ranked near the bottom of the 12), a type of hierarchy of needs seemed to surface when asked to identify which were **most** important. **Education, healthcare,** and **economic/jobs** were most essential in defining a healthy community before anything else. **Safety** and **housing** were in the next tier. **Community design**, though ranked lowest of the 12, has a significant impact on several of the other 11 elements, but seemed to be in line after the other issues are addressed. Elements affecting the bigger picture of the community tended to rank further along this hierarchy of needs than the more pressing issues affecting individuals.
4. **Where to start** – Elements that were considered the most important, but received lower ratings are a natural place to focus. **Economic opportunities/job issues** and **affordable housing** were consistently in this higher importance/lower ratings category across most geographic areas. In addition, looking at the bottom of the ratings - **social justice** and **transportation** – is another starting point to consider.

# SUMMARY OF FINDINGS

## *HOW DO ARIZONANS RATE THE OVERALL HEALTH OF THEIR COMMUNITIES?*

### SUMMARY

- Arizonans gave mixed reviews when it came to the overall health of their communities. Over one-third (36%) gave what can be considered an "unhealthy" rating. On the other hand, 20% gave a top mark (9/10 on a 10-point scale) and 44% gave a "middle tier" rating which consisted of a mix of positive, neutral, and negative comments.
- Further breakdown of the results geographically highlighted one expected trend. Those living in suburban communities tended to give higher ratings than those living in major cities. Those living in major cities tended to give higher ratings than those in outlying/ rural areas. While this might indicate that ratings were only economically-driven, a review of respondents' comments highlighted a range of factors (e.g., friendliness, available services, and lifestyle) that influenced opinions.

### RESULTS

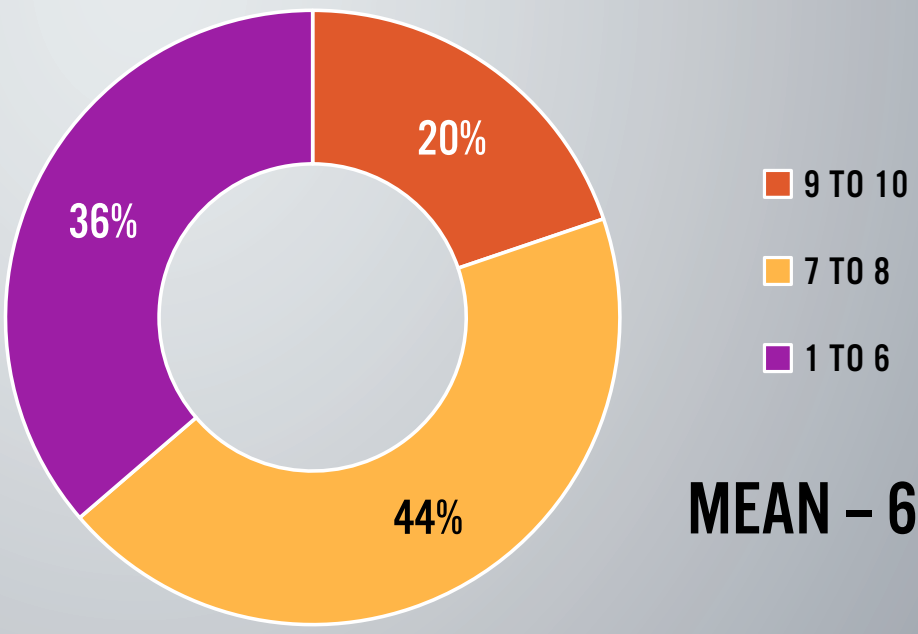
***A healthy community is one that embraces the belief that health is more than merely an absence of disease; a healthy community includes those elements that enable people to maintain a high quality of life and productivity.***

***Using that definition, how would you rate the community that you live in using a 1 through 10 scale with 10 meaning very healthy and 1 meaning very unhealthy?***

THE HEALTH OF ARIZONA COMMUNITIES – RESIDENTS' PERSPECTIVE

# RATING OVERALL HEALTHY COMMUNITY ARIZONA

(1=VERY UNHEALTHY, 10=VERY HEALTHY)




**MEAN – 6.91**

Statewide, the average/mean rating given by all respondents was 6.91 on the 10-point scale. Since this was the first time WestGroup asked these questions, a key determinant in analyzing the data is identifying what ratings can be used to determine "healthy" or "unhealthy" communities. The next section of this report provides a review of open-ended comments answering a follow up question, "Why did you give this rating?" and highlighted three natural breaks in the 1 through 10 responses:

- 9/10 generally meant that the respondent felt the community was very healthy – e.g. quiet, friendly, crime-free, safe, good health benefits.
- 7/8 were mostly positive but also included "neutral" comments – e.g., "things can always be better" and some negative comments.
- 1 through 6 ratings were mostly negative about the community – e.g., drug problems, homelessness, racism, low income, obesity.

Additional analyses were conducted to identify natural groupings of responses in the 1 through 10 ratings. For this reporting, the percent 9/10 ratings were considered healthy communities and 1 – 6 ratings were unhealthy communities. The 7/8 ratings were considered more "middle tier" and were a mix of positive, neutral and negative residents.

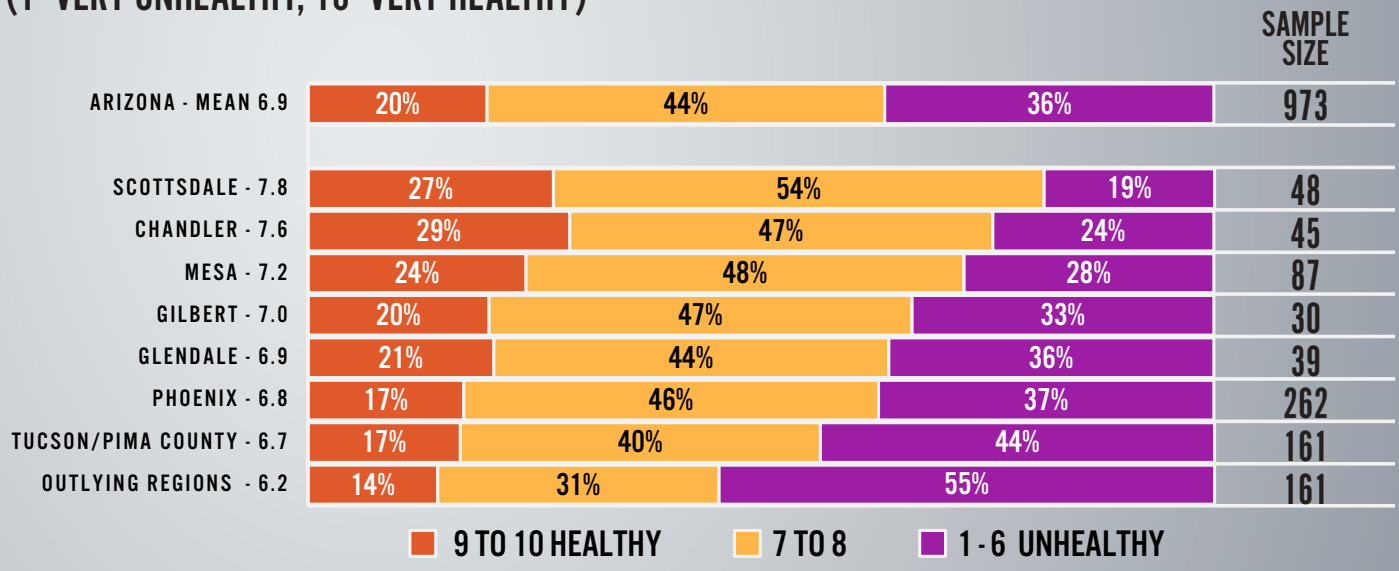
In Arizona, overall, 20% gave healthy marks to their community (9/10 ratings), 44% gave a mix of positive/neutral/negative marks (7/8 ratings) and 36% felt they live in an unhealthy community (1 through 6 ratings).

The following table highlights the ratings for each of the individual communities or geographic areas that had at least 30 responses from the WestTrack Market Monitor during May-June 2018.

THE HEALTH OF ARIZONA COMMUNITIES –RESIDENTS' PERSPECTIVE

# RATING HEALTHY COMMUNITIES

## (1=VERY UNHEALTHY, 10=VERY HEALTHY)




Analyses were conducted to determine which of these communities' ratings were considered "significantly different" than each other. The results tended to follow an expected pattern that placed suburbs as the healthiest, followed by the major cities, and then rural areas.

The following areas were identified as being statistically different.

- All of the communities were significantly different compared to the 6.2 mean rating for the Outlying regions (i.e. outside of Phoenix or Tucson areas).
- Scottsdale (7.8 mean rating) was significantly different than Glendale (6.9), Phoenix (6.8), Tucson/Pima County (6.7) and Outlying regions (6.2)
- Chandler (7.6 mean rating) was also significantly different than Tucson (6.7) and the Outlying regions (6.2)

## *WHAT DID ARIZONANS SAY ABOUT THEIR COMMUNITIES?*

### SUMMARY

- **Top reasons for healthy ratings** – appearance, friendliness of community, variety of available activities
- **Top reasons for unhealthy ratings** – drugs, obesity, lack of funding for education/infrastructure

### RESULTS

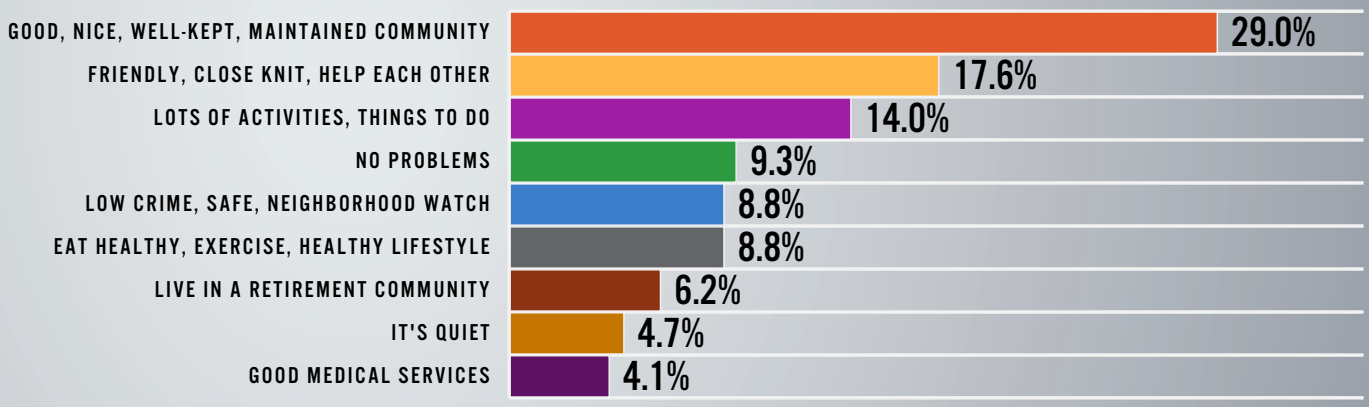
After providing their overall community ratings, respondents were asked, "Why did you give this rating?" which was also used to determine the 9/10, 7/8, and 1 – 6 categories.

### HEALTHY

Those giving 9 or 10 ratings mentioned the **overall appearance, friendships/relationships** and **variety of activities** as the top three reasons for their healthy community.

THE HEALTH OF ARIZONA COMMUNITIES –RESIDENTS' PERSPECTIVE

# TOP REASONS* FOR 9/10 OVERALL COMMUNITY RATINGS – HEALTHY COMMUNITY



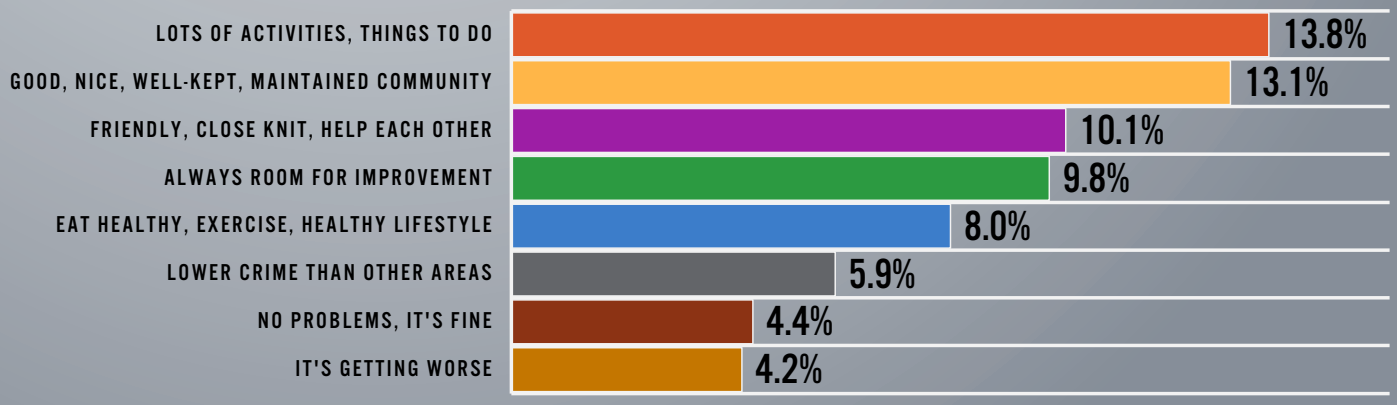

* AT LEAST 4% MENTIONED N=193

## POSITIVE WITH ROOM FOR IMPROVEMENT

The same top three comments were mentioned for 7/8 ratings as the 9/10 ratings, but to a lesser degree. For example, 13.1% of those giving 7/8 ratings mentioned the **appearance** of the community as a reason for their rating compared to 29.0% of those who gave a 9/10 rating. Having an **abundance of activities** was the top reason mentioned for the 7/8 ratings (13.8%). Among the top four reasons was a more neutral comment "there is always room for improvement" (9.8%).

There was also a wider range of both positive and negative issues for the 7/8 ratings compared to the 9/10 ratings. These ratings tend to indicate that there was not a strong, dominant reason for this more "neutral" or "middle" response.

# TOP REASONS* FOR 7/8 OVERALL COMMUNITY RATINGS – HEALTHY COMMUNITY




* AT LEAST 4% MENTIONED N=427

THE HEALTH OF ARIZONA COMMUNITIES –RESIDENTS' PERSPECTIVE

## UNHEALTHY

Those giving a 1 – 6 rating to their community were likely to mention **drugs, obesity,** or **lack of funding for education/infrastructure** as a reason for their lower rating. Virtually all of the specific reasons for the 1 – 6 ratings were mentioned by 10% or less of the respondents, which indicates that there was not one overriding dominant issue driving the unhealthy ratings.

# TOP REASONS* FOR 1 - 6 OVERALL COMMUNITY RATINGS – UNHEALTHY COMMUNITY

* AT LEAST 4% MENTIONED N=353

## GEOGRAPHIC DIFFERENCES

Reasons mentioned for the various ratings were similarly spread throughout Arizona. One exception was that the Tucson area was more likely to attribute heathy communities (9/10 ratings) to **friendships/relationships** and **less** to **appearance of the neighborhoods** compared to healthy communities in the Phoenix or Outlying Regions.

## *WHAT IS MOST IMPORTANT TO LIVING IN A "HEALTHY COMMUNITY?"*

## SUMMARY

Arizonans were read a list of elements that make up a healthy community based on research conducted by Vitalyst Health Foundation and asked to pick which were the most important. It is critical to note that **all elements were considered important** to specific subgroups and communities. For the purposes of this research, these results highlight a type of "hierarchy of needs" which focused on which element should be immediate priorities for communities/regions to examine.

From the 12 Elements, importance ratings were split into the following:

- Most important to a healthy community –**educational opportunities, healthcare/health insurance,** and **economy/jobs.** Note: Education ratings were possibly influenced by the "Red for Ed" teacher protest marches that occurred during the first month of interviewing.
- Second tier importance consisted of **safe communities** and **affordable housing.**
- Third tier consisted of **parks/recreation, quality, reasonably priced food, social/culture, transportation, social justice, environment and community design.**

THE HEALTH OF ARIZONA COMMUNITIES –RESIDENTS' PERSPECTIVE

## RESULTS

Respondents were asked to rate and rank the importance of 12 Elements of a Healthy Community based on the following descriptions.

A. Having access to **healthcare and health insurance** coverage
B. Having **economic opportunities**, such as the ability to make a living wage, start a business or receive job training
C. Having access to **reasonably priced quality housing**
D. Having access to a variety of appropriate and high-quality **educational opportunities**
E. Living in a **safe community**
F. Living in an **environmentally healthy** community
G. Having access to high-**quality, reasonably priced food**
H. Being **socially and culturally healthy** which connects individuals and families to each other, their neighborhood and the broader community
I. **Having a healthy community design** that considers how we design and build our communities and factors in things like transportation, shopping areas, housing, and green spaces
J. **Focusing on social justice** and tries to address racism and why people are disadvantaged
K. Providing access to places where people can be active, like **parks and recreational** areas
L. Providing safe, reliable, affordable **transportation options**

In order to reduce respondent fatigue, respondents were asked to rate six of these 12 measures. The measures were randomized so different combinations of six of the 12 elements were presented to each respondent. The order of their presentation was also randomized.

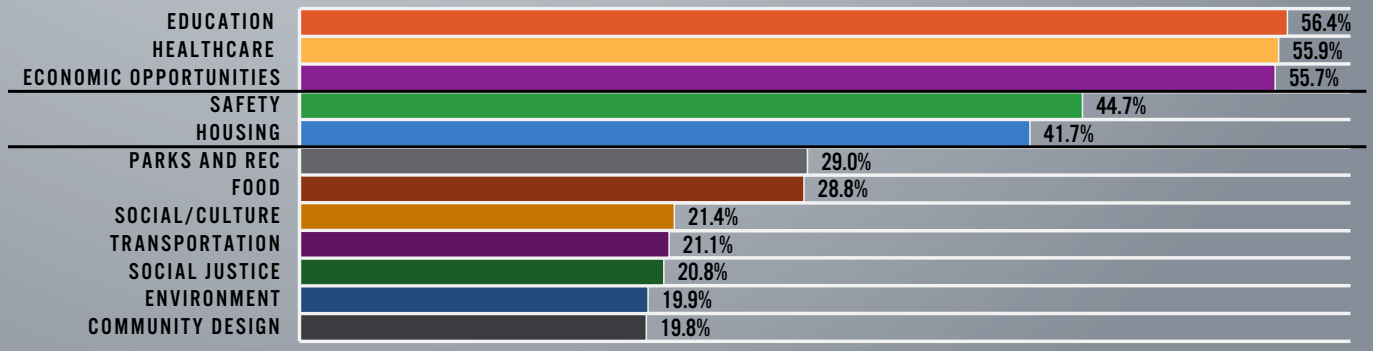
Arizonans were asked, "What are the top three you consider the most important in developing a healthy community?"

It is critical to note that **all of the elements were considered important.** The order of importance was affected by a number of factors including respondents' ability to understand some of the concepts being presented, the descriptions of the elements, and the methodology used by asking to choose the top three elements.

The following chart lists the percentage who mentioned this as one of the top three choices.

# MOST IMPORTANT ELEMENTS OF A HEALTHY COMMUNITY ELEMENTS ARIZONA

## PERCENT MENTIONED AS TOP THREE MOST IMPORTANT ELEMENTS




*WHAT ARE THE TOP THREE FROM THIS LIST YOU CONSIDER THE MOST IMPORTANT IN DEVELOPING A HEALTHY COMMUNITY?*

THE HEALTH OF ARIZONA COMMUNITIES – RESIDENTS' PERSPECTIVE

## TOP TIER

1. Having access to a variety of appropriate and high quality **educational opportunities** (56.4% - mentioned as top three)
2. Having access to **healthcare and health insurance** coverage (55.9%)
3. Having **economic opportunities**, such as the ability to make a living wage, start a business or receive job training (55.7%)

**Highest needs** - The most essential needs in defining a healthy community are education, healthcare, and jobs. Communities lacking in these areas will generally receive lower marks for being a healthy community overall.

The "Red for Ed" movement was highly publicized at the time of the data collection so that might have influenced the position of "education" as the most important of all of the 12 elements.

## SECOND TIER

4. Living in a **safe community** (44.7% mentioned as a top three)
5. Having access to **reasonably-priced quality housing** (41.7%)

Safety and affordable housing also received relatively high importance marks. One of the reasons that safety did not fall into the top tier was that most respondents felt that they lived in a safe neighborhood. Safety is clearly an essential attribute, but received the second highest rating of the 12 attributes when respondents rated their community.

On the other hand, affordable housing fell into the second tier as one of the more important elements of a healthy community. In this case, affordable housing received one of the lowest ratings by respondents and fell into a "high importance/low rating" category.

## THIRD TIER

6. Providing access to places where people can be active, like **parks and recreational** areas (29.0% mentioned as a top three)
7. Having access to high-**quality, reasonably priced food** (28.8%)
8. Being socially and **culturally healthy** which connects individuals and families to each other, their neighborhood and the broader community (21.4%).
9. Providing safe, reliable, affordable **transportation options** (21.1%)
10. **Focusing on social justice** and tries to address racism and why people are disadvantaged (20.8%)
11. Living in an **environmentally healthy** community (19.9%)
12. **Having a healthy community design** that considers how we design and build our communities and factors in things like transportation, shopping areas, housing, and green spaces (19.8%)

The remaining elements received similar "importance" ratings. The third tier was considered important, but the first two tiers were higher priorities in these respondents' minds. One element that seemed confusing to respondents was "focusing on **social** justice and tries to address racism and why people are disadvantaged." This element received the highest "don't know" or non-responses (87 out of 699 respondents who were asked this question).

THE HEALTH OF ARIZONA COMMUNITIES – RESIDENTS' PERSPECTIVE

## GEOGRAPHIC DIFFERENCES

These importance ratings were consistent across all geographic comparisons. Each area had at least four of the top five elements by importance in common.

## *HOW DID ARIZONANS RATE THE 12 ELEMENTS OF A HEALTHY COMMUNITY?*

### SUMMARY

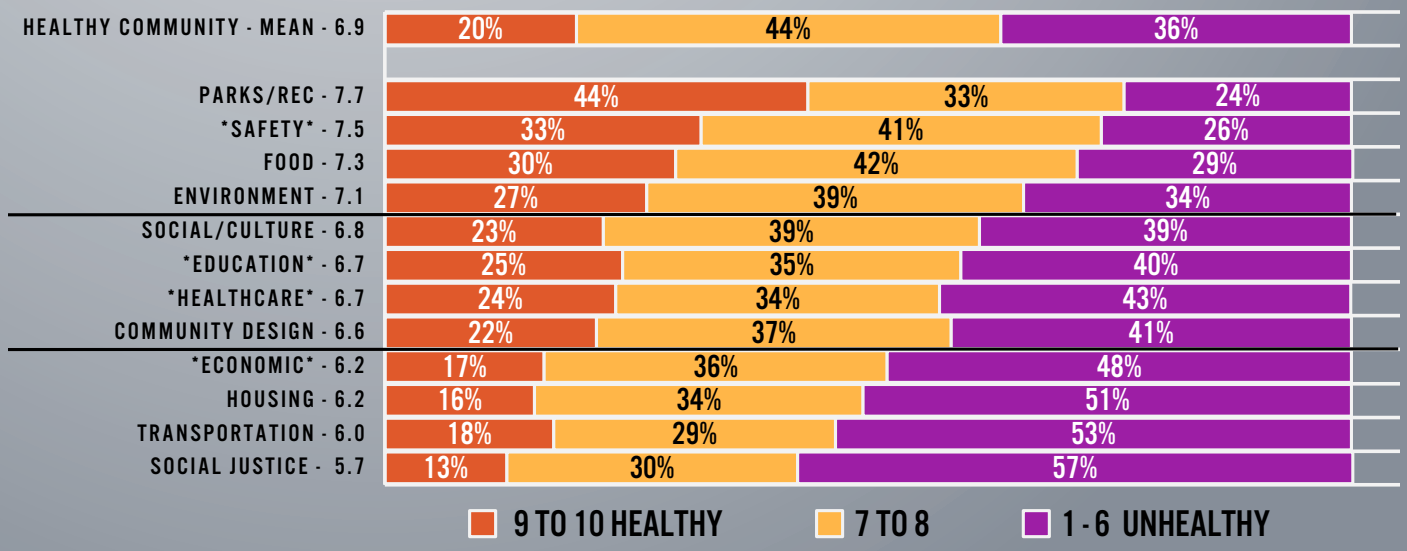
- Highest rated of the 12 elements was **parks/recreation** with 44% give this a 9 or 10 rating; only 24% gave an unhealthy rating.
- **Living in a safe community** was the second highest rated element and was also considered one of the most important, which indicates that Arizona does well in this high priority area.
- Lowest rated of all the 12 elements was **social justice** with 57% giving an unhealthy rating.
- **Affordable housing** and **economic/jobs** were in the lower rated elements and also among the most important. These lower rated/higher importance elements tended to highlight the most immediate priorities for communities to focus.

### RESULTS

The following chart illustrates how Arizonan's rated their communities on the 12 Elements. Those elements marked with the *asterisks* were also considered among the top five in importance. Results were ranked by mean/average ratings and split into top third tier, middle third tier, and bottom third tier.

# RATING HEALTHY COMMUNITY ELEMENTS ARIZONA

(1=VERY UNHEALTHY, 10=VERY HEALTHY)



THE HEALTH OF ARIZONA COMMUNITIES –RESIDENTS' PERSPECTIVE

Statewide results placed **parks and recreation, safety, affordable food,** and **heathy environment** (mean rating of 7.0 or higher) among the top four rated elements of Arizona.

Arizonans' placed **social/culture, education, healthcare** and **community design** in the middle tier of elements of healthy community.

Lower third of the ratings were **social justice, transportation, housing, and economic/jobs.**

The lower third highlighted that the greatest challenges to a healthy community affects a wide range of issues that impact individuals (e.g. jobs/economic opportunities), neighborhoods (e.g. housing and transportation), and societal values/rights (social justice).

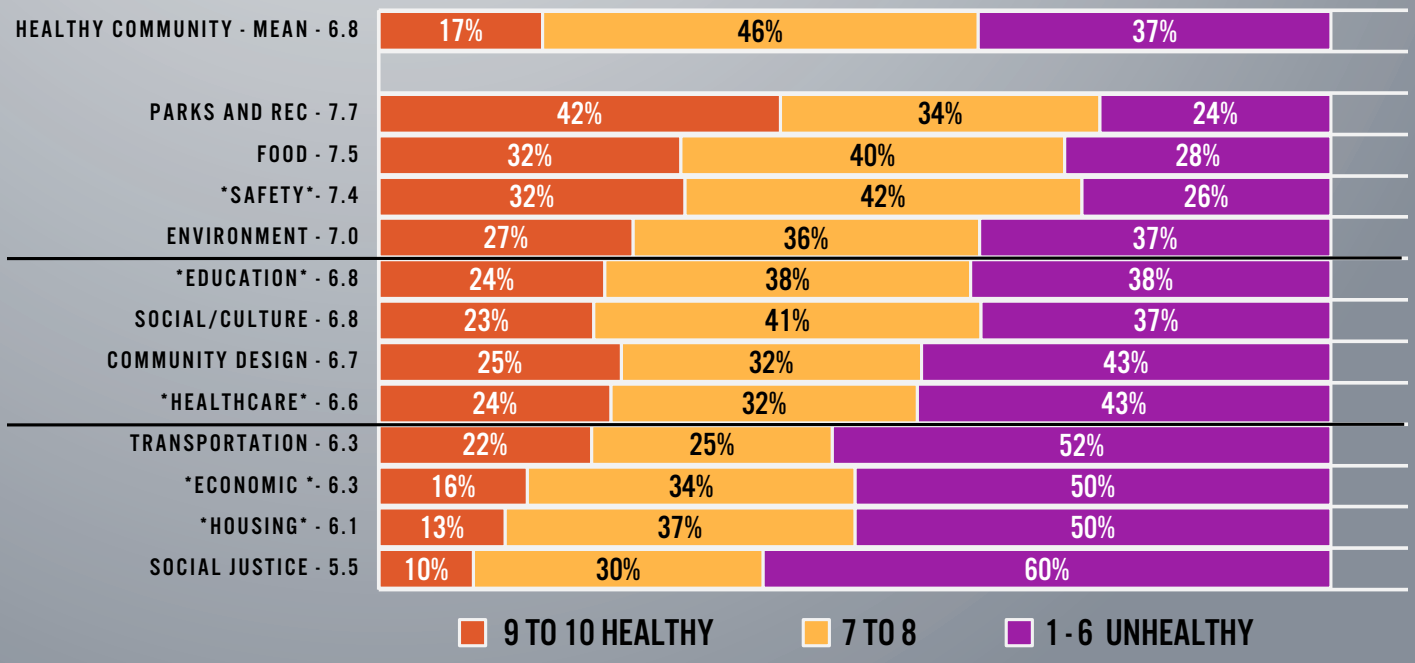
## RESULTS BY COMMUNITIES/REGIONS

The responsibilities to addressing these elements range from individual communities (e.g. parks and recreation) to regions (e.g., transportation, economic/jobs) to combinations of communities/regions/state (e.g. social justice). As a result, **low or high ratings for these elements should not be solely attributed to the success or failure of the neighborhoods or cities.**

## COMMUNITY HEALTH – PHOENIX (N=262)

# RATING HEALTHY COMMUNITY ELEMENTS PHOENIX

(1=VERY UNHEALTHY, 10=VERY HEALTHY)



THE HEALTH OF ARIZONA COMMUNITIES – RESIDENTS' PERSPECTIVE

**Highest Ratings:** Parks and Recreation, Healthy Food

**Strengths** (Higher Importance/Higher Ratings): Safe Community

**Lowest Ratings:** Social Justice, Housing

**Opportunities** (Higher Importance/Lower Ratings): Housing, Economic/Job

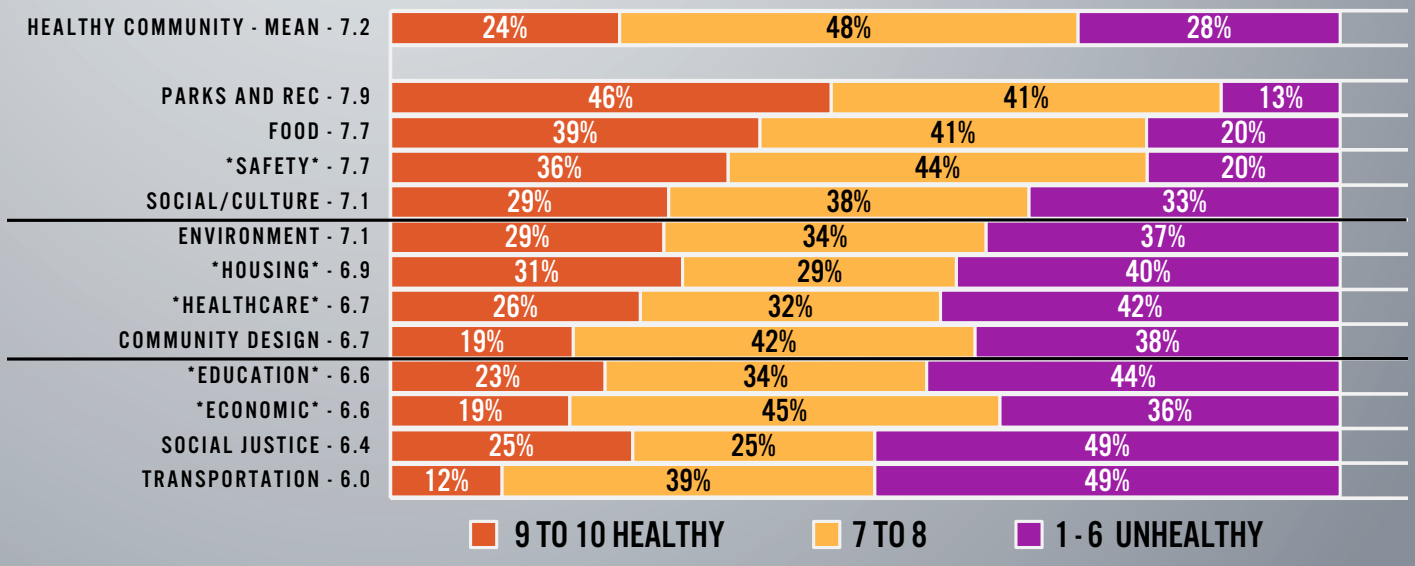
**Community Rating** (Compared to other neighborhoods): Middle level (6.8)

- For perspective, those elements that were considered among the top five most important were marked by *asterisks.*

## COMMUNITY HEALTH – MESA (N=87)

# RATING HEALTHY COMMUNITY ELEMENTS MESA

(1=VERY UNHEALTHY, 10=VERY HEALTHY)




**Highest Ratings:** Parks and Recreation, Healthy Food

**Strengths** (Higher Importance/Higher Ratings): Safe Community

**Lowest Ratings:** Transportation, Social Justice

**Opportunities** (Higher Importance/Lower Ratings): Economic/Job, Education

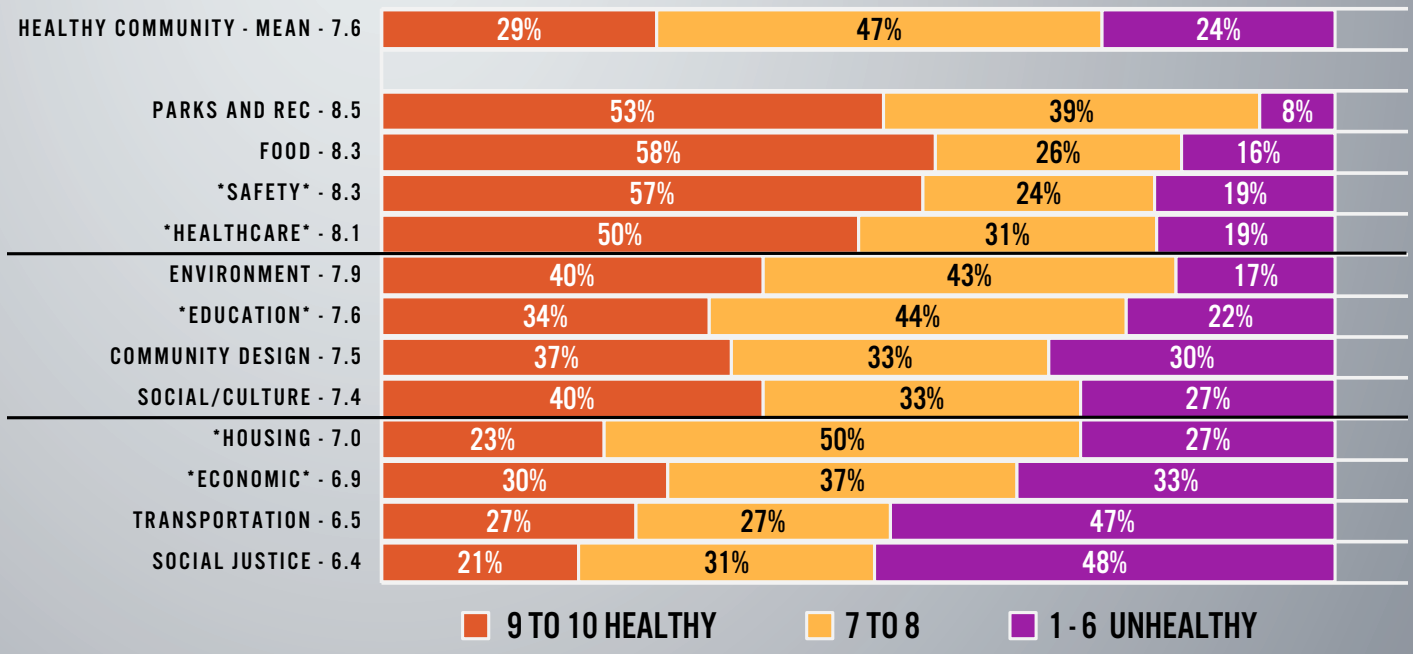
**Community Rating** (Compared to other neighborhoods): Higher (7.2)

- For perspective, those elements that were considered among the top five most important were marked by *asterisks.*

## COMMUNITY HEALTH – CHANDLER (N=45)

# RATING HEALTHY COMMUNITY ELEMENTS CHANDLER

(1=VERY UNHEALTHY, 10=VERY HEALTHY)




**Highest Ratings:** Parks and Recreation, Healthy Food

**Strengths** (Higher Importance/Higher Ratings): Safe Community, Healthcare

**Lowest Ratings:** Social Justice, Transportation

**Opportunities** (Higher Importance/Lower Ratings): Economic/Jobs, Housing

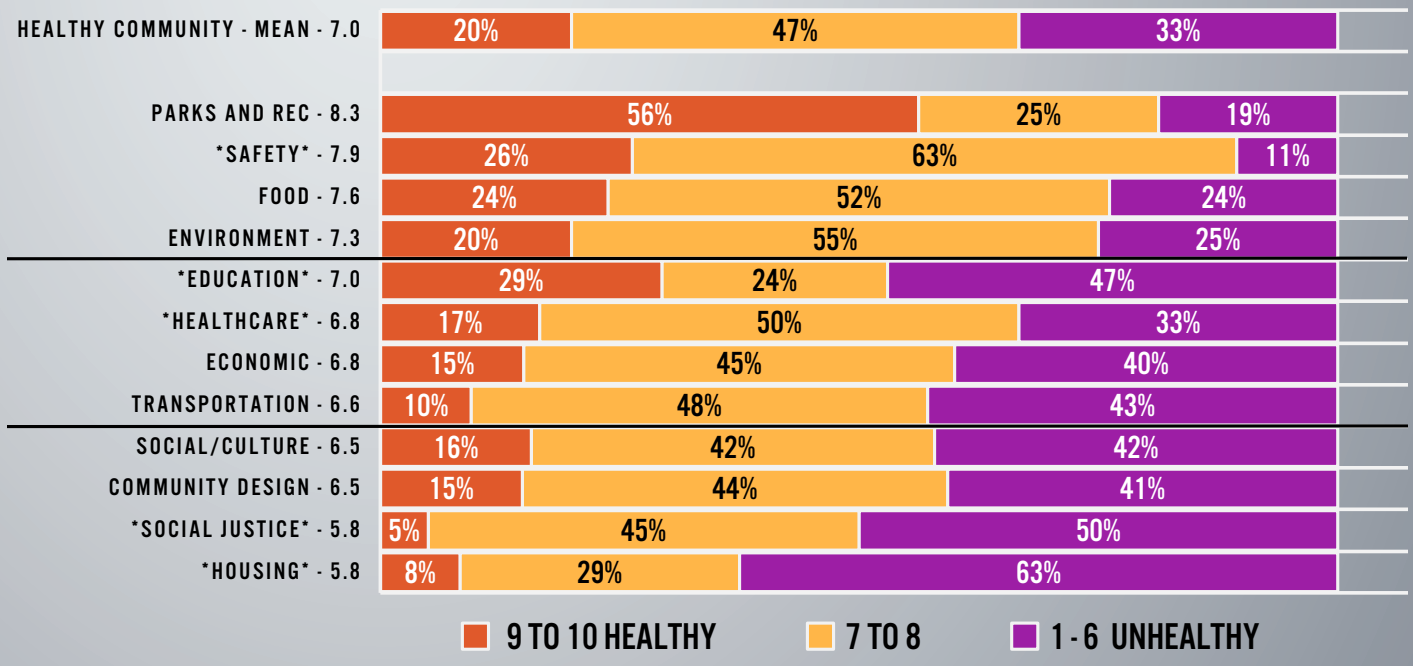
**Community Rating** (Compared to other neighborhoods): Higher (7.6)

- For perspective, those elements that were considered among the top five most important were marked by *asterisks.*

## COMMUNITY HEALTH – GILBERT (N=30)

# RATING HEALTHY COMMUNITY ELEMENTS GILBERT

(1=VERY UNHEALTHY, 10=VERY HEALTHY)




**Highest Ratings:** Parks and Recreation, Safe Community

**Strengths** (Higher Importance/Higher Ratings): Safe Community

**Lowest Ratings:** Housing, Social Justice

**Opportunities** (Higher Importance/Lower Ratings): Housing, Social Justice

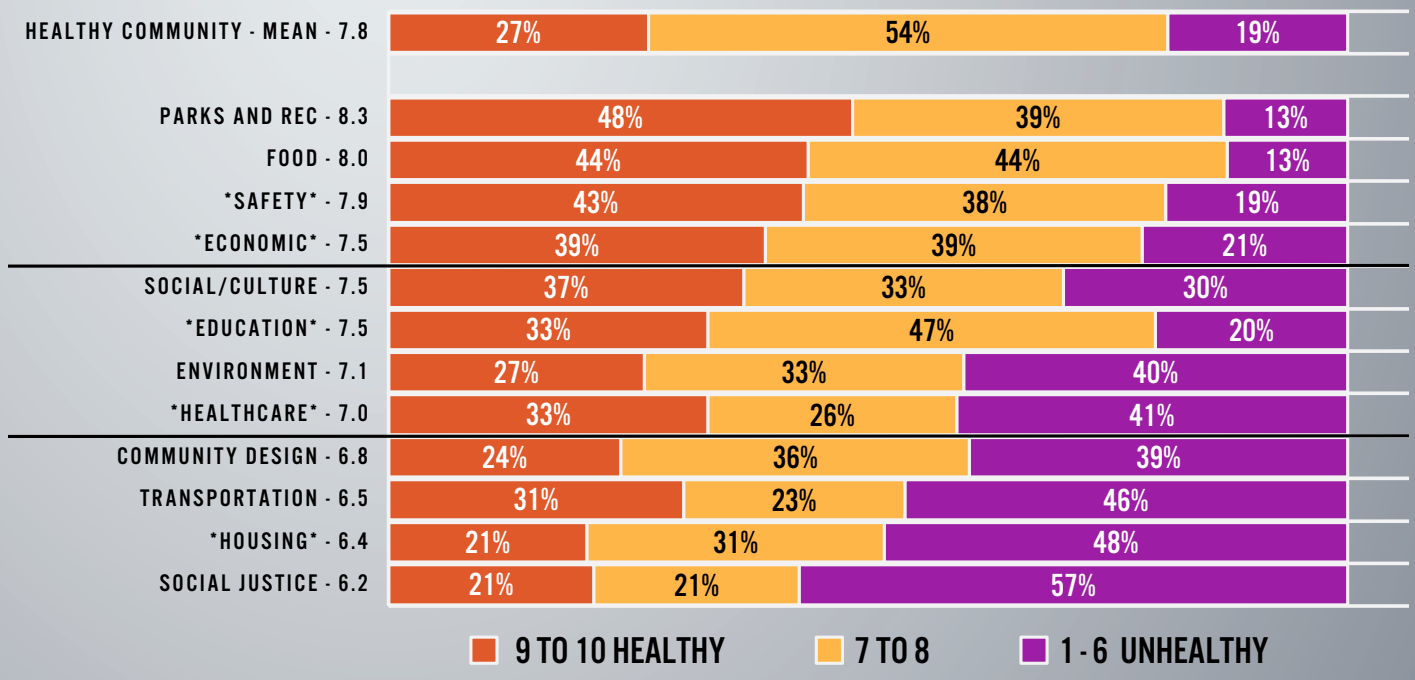
**Community Rating** (Compared to other neighborhoods): Higher (7.0)

- For perspective, those elements that were considered among the top five most important were marked by *asterisks. Gilbert was one neighborhood that placed social **justice among the top five important elements while economic/jobs was not listed in the top five** (as in other areas).

## COMMUNITY HEALTH – SCOTTSDALE (N=48)

# RATING HEALTHY COMMUNITY ELEMENTS SCOTTSDALE

(1=VERY UNHEALTHY, 10=VERY HEALTHY)




**Highest Ratings:** Parks and Recreation, Healthy Food

**Strengths** (Higher Importance/Higher Ratings): Safe Community, Economic/Jobs

**Lowest Ratings:** Social Justice, Housing

**Opportunities** (Higher Importance/Lower Ratings): Housing

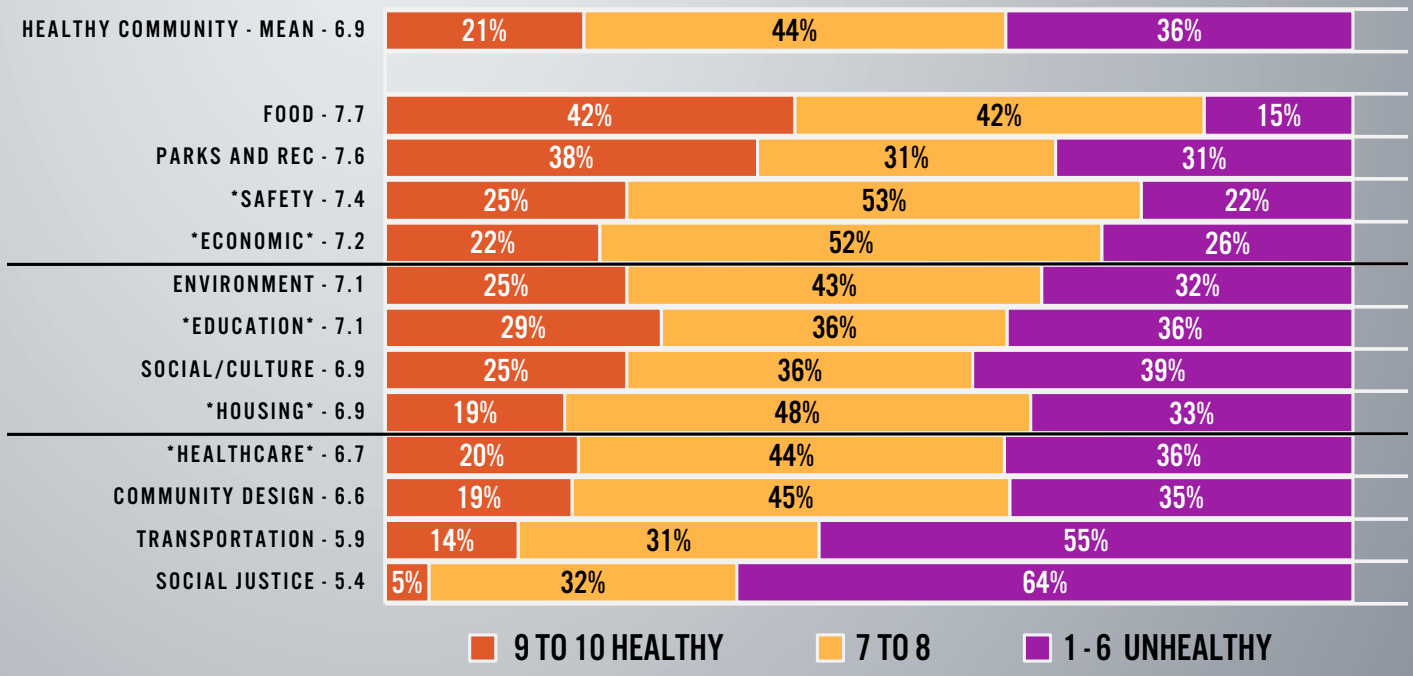
**Community Rating** (Compared to other neighborhoods): Highest (7.8)

- For perspective, those elements that were considered among the top five most important were marked by *asterisks.*

## COMMUNITY HEALTH – GLENDALE (N=39)

# RATING HEALTHY COMMUNITY ELEMENTS GLENDALE

(1=VERY UNHEALTHY, 10=VERY HEALTHY)




**Highest Ratings:** Healthy Foods, Parks and Recreation

**Strengths** (Higher Importance/Higher Ratings): Safe Community, Economic/Jobs

**Lowest Ratings:** Social Justice, Transportation

**Opportunities** (Higher Importance/Lower Ratings): Healthcare

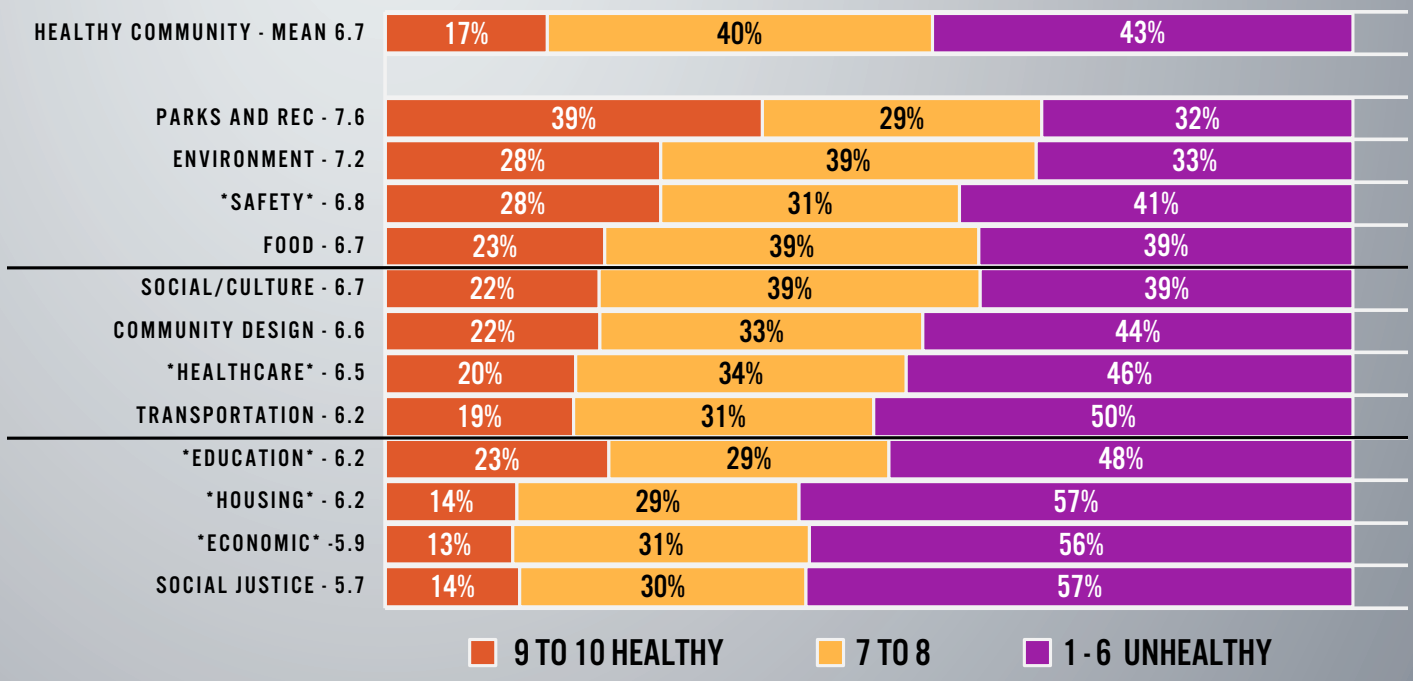
**Community Rating** (Compared to other neighborhoods): Middle level (6.9)

- For perspective, those elements that were considered among the top five most important were marked by *asterisks.*

## COMMUNITY HEALTH – TUCSON/PIMA COUNTY (N=161)

# RATING HEALTHY COMMUNITY ELEMENTS TUCSON/PIMA COUNTY

(1=VERY UNHEALTHY, 10=VERY HEALTHY)




**Highest Ratings:** Parks and Recreation, Environmentally Healthy

**Strengths** (Higher Importance/Higher Ratings): Safe Community

**Lowest Ratings:** Social Justice, Economic/Jobs

**Opportunities** (Higher Importance/Lower Ratings): Economic/Jobs, Housing, Educational Opportunities

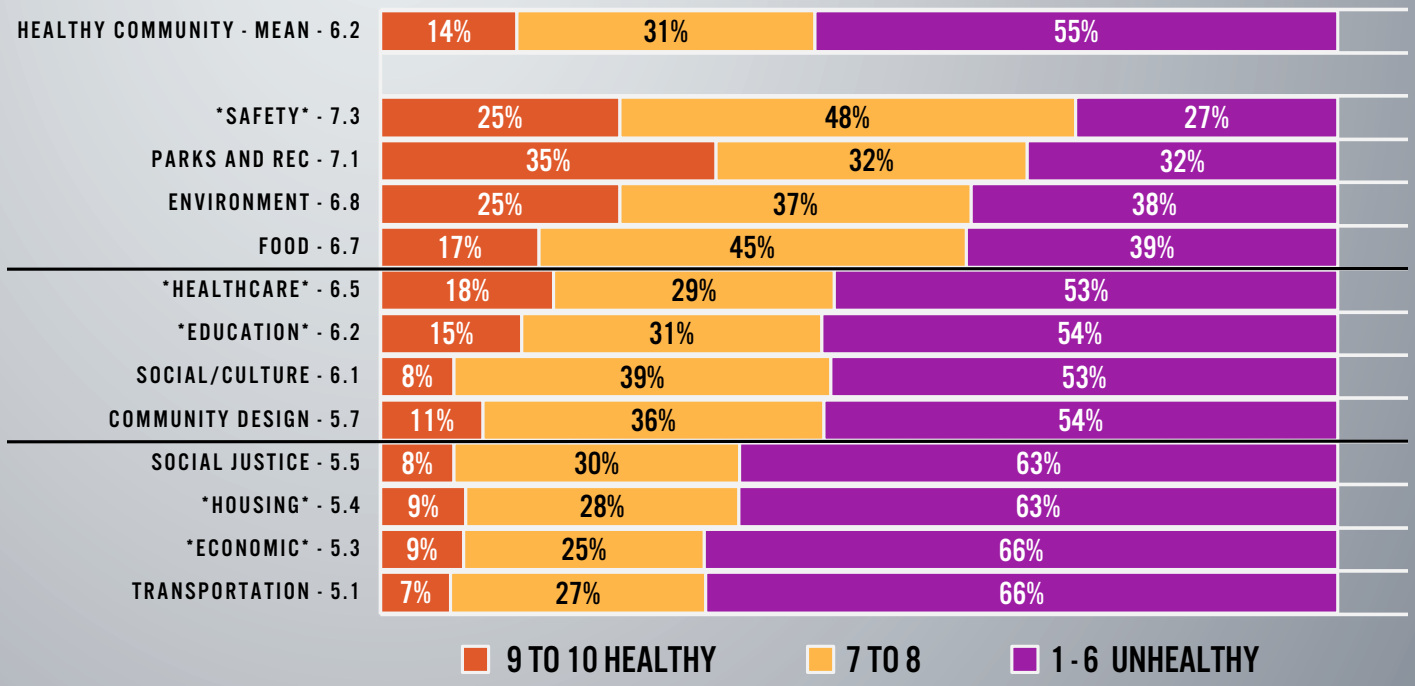
**Community Rating** (Compared to other neighborhoods): Lower (6.7)

- For perspective, those elements that were considered among the top five most important were marked by *asterisks.*

## COMMUNITY HEALTH – OUTLYING REGIONS (N=161)

# RATING HEALTHY COMMUNITY ELEMENTS OUTLYING REGIONS – OUTSIDE PHOENIX/TUCSON AREAS

(1=VERY UNHEALTHY, 10=VERY HEALTHY)




**Highest Ratings:** Safe Community, Parks and Recreation

**Strengths** (Higher Importance/Higher Ratings): Safe Community

**Lowest Ratings:** Transportation, Economic/Jobs

**Opportunities** (Higher Importance/Lower Ratings): Economic/Jobs, Housing

**Community Rating** (Compared to other neighborhoods): Lowest (6.2)

- For perspective, those elements that were considered among the top five most important were marked by *asterisks.*

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# HISPANIC CONSUMER SPENDING TO REACH $47 BIL THIS YEAR, AND $57 BIL BY 2022

JAMES E. GARCIA, ASSOCIATE EDITOR

Total Hispanic purchasing power in Arizona in 2018 will reach an estimated $47 billion, and is predicted to rise by about $2.5 billion annually between now and 2022, according to the Selig Center for Economic Growth.

Put another way, spending among Arizona Hispanics in 2018 is nearly equal to the Gross Domestic Product of Panama. Nationally, Hispanic purchasing power will top $1.5 trillion this year, a figure roughly equivalent to the GDP of Russia. The Selig Center predicts that total consumer spending by U.S. Hispanics could exceed $2 trillion in the next five years.

The steady surge in Hispanic spending power is tied in large part to the growth of the Hispanic population. Between 2000 and 2015, Arizona's Hispanic population grew 64 percent. Hispanics now account for almost 2.3 million, or 31 percent, of the state's nearly 7 million residents. Although the population growth rate among Hispanics has slowed in recent years, it continues to significantly outpace population increases among non-Hispanics.

While increases in high school and college graduation rates among Hispanics are offering better career opportunities, poverty remains a serious problem in the community. In 2016, 23 percent of the Arizona's Hispanic population lived in poverty, according to the Henry J. Kaiser Family Foundation, as compared to 25 percent of Blacks and 10 percent of Whites.

One effect of the Great Recession was a narrowing of the wealth gap by nearly half between low-income Whites and low income-Hispanics, a Pew Research report found. Gaps between Hispanic and non-Hispanic middle-income earners did not see a similar narrowing. According to Pew, "In 2016, the median wealth of white households was $171,000. That's 10 times the wealth of black households ($17,100) – a larger gap than in 2007 – and eight times that of Hispanic households ($20,600), about the same gap as in 2007."

Entrepreneurship remains a strong trend in the Hispanic community. Arizona is home to an estimated 123,000 Hispanic-owned businesses, according U.S. Census figures, with a majority of those companies owned by Hispanic women. Nationwide, there are about 4.4 million Hispanic-owned businesses in 2017, according to Geoscape.

"The growth rate of Latino businesses in the United States, both non-employer and employer firms (those that have paid employees), has outpaced the growth rate of all other groups," according to the Stanford Graduate School of Business, Latino Entrepreneurship Initiative, *State of Latino Entrepreneurship 2017* report.

A substantial amount of that growth occurred during the Great Recession and "despite the fact that Latino businesses have the lowest rate of financial institution-based loans among all other groups of employer firms," the Stanford study found.

# FORMER SRP ENGINEER TURNS TO TILLING VINEYARDS

BY DINA DE LEÓN

CAMP VERDE, AZ – Life in Phoenix can be exhausting. The air is polluted, traffic is congested, and for months on end it's just plain hot!

But Phoenicians know relaxing vacation getaway destinations are always close at hand. Located about 100 miles north is Camp Verde, a great place to enjoy a taste of life in the countryside –and annual average temperature of 62 degrees.

The community of 11,000 is a favorite stop for tourists from across the state and around the world. It's also home to Clear Creek Vineyard & Winery, founded by Ignacio Mesa in 2007 after a 37-year career in engineering with the Salt River Project (SRP).

Mesa studied viticulture, the science of grape cultivation, in his early 20s and dreamed of making wine, but he got sidetracked by engineering. "I understood early on that I could not have a business because I did not have money and that I needed to have a job first."

Although he imagined owning a commercial winery, Mesa is steadily growing a vineyard into a successful business with help from the Yavapai College Small Business Development Center in Prescott.

This year, he was awarded the Yavapai County SBDC 2018 Success Award Winner for the innovative, sustainable business practices.

Richard Hernandez, director of the Regional Economic Development Center, said Yavapai College offers a full range of resources free to its 480 current clients to help start and grow small businesses. SBDC coaches, he said, "will work with you from the first time you sit down and meet with them all the way to [like Mesa] owning a winery."

Mesa credits the success of his winery to his love of viticulture and the support he has received from the SBDC. A planned expansion of the winery will soon include a separate building for lodging, a solar-powered structure, and a larger tasting room overlooking the vineyard.

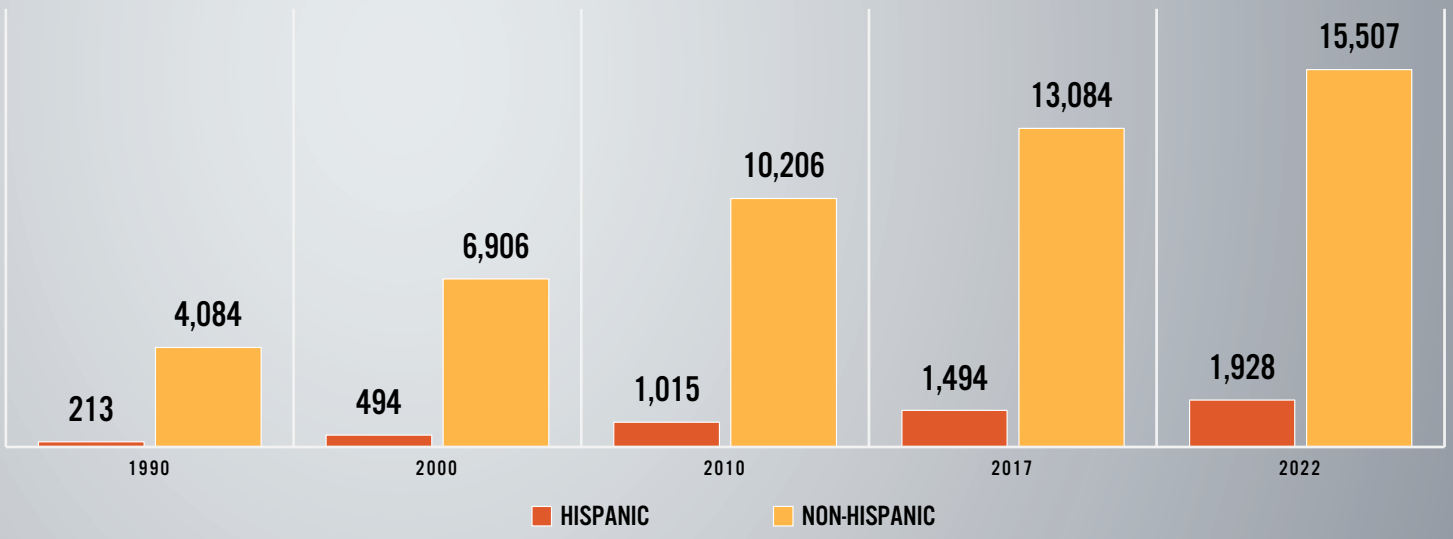
The winery, located at 4053 E. State Route 260, is open Wednesday through Sunday, 11 a.m. to 5 p.m., for wine tastings, tours, events and live musical entertainment.

Did we mention the average annual temperature is 62 degrees?

*Dina de León is the Communications Specialist at the Arizona Hispanic Chamber of Commerce.*

# U.S. HISPANIC BUYING POWER WILL REACH NEARLY $2 TRILLION BY 2022!

*FIGURES IN BILLIONS OF DOLLARS, 1990-2022

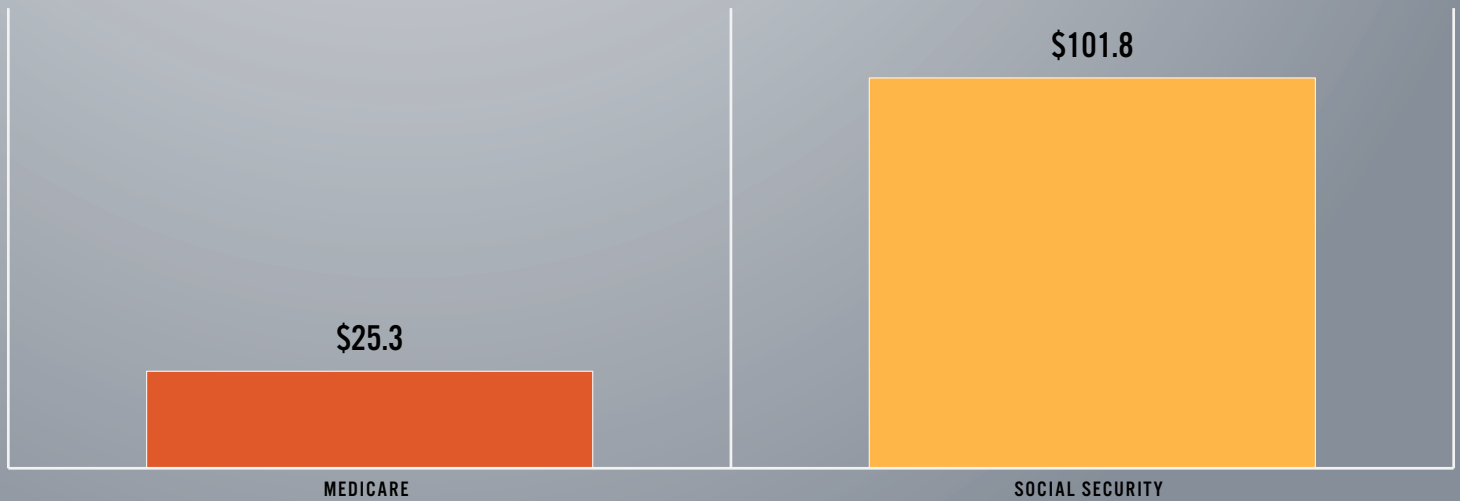



Source: Selig Center for Economic Growth, Terry College School of Business, University of Georgia, The Multicultural Economy 2017
www.terry.uga.edu/about/centers-institutes/selig/publications

# IN 2015, U.S. HISPANICS CONTRIBUTED $127.1 BILLION TO MEDICARE AND SOCIAL SECURITY

## U.S. HISPANIC CONTRIBUTION TO ENTITLEMENT PROGRAMS (2015)

*NUMBERS IN BILLIONS

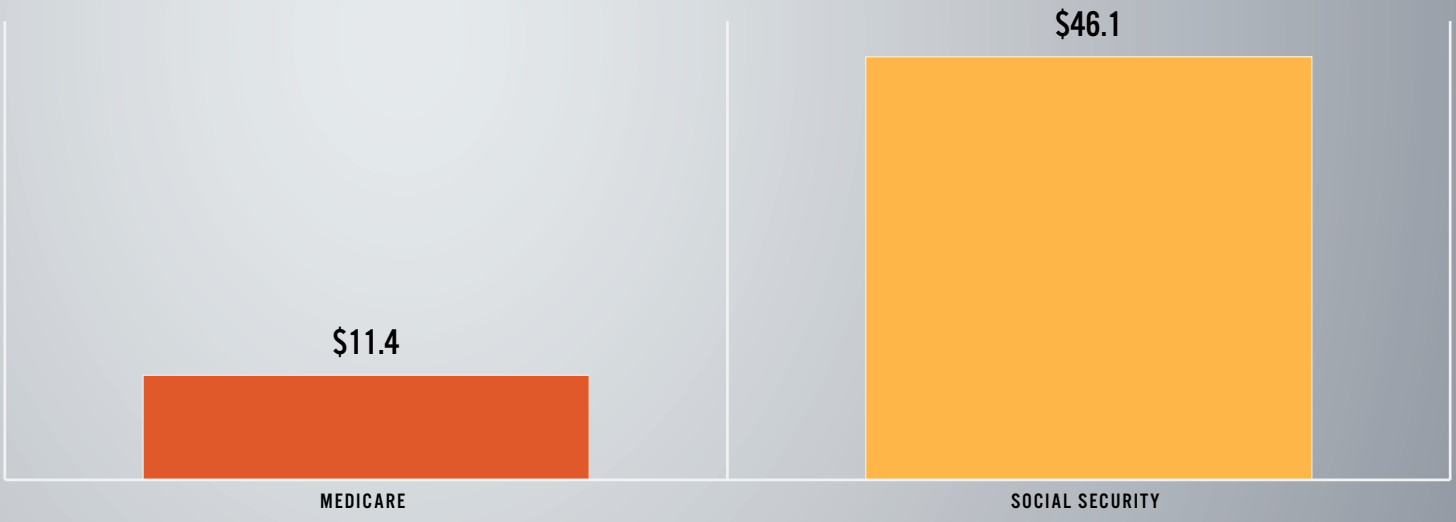



Source: New American Economy & UnidosUS, How Hispanics Contribute to the U.S. Economy, 2017
research.newamericaneconomy.org/wp-content/uploads/sites/2/2017/12/Hispanic_V5.pdf

# IN 2015, U.S. HISPANIC IMMIGRANTS CONTRIBUTED $57.5 BILLION TO MEDICARE AND SOCIAL SECURITY

## HISPANIC IMMIGRANT CONTRIBUTIONS TO ENTITLEMENT PROGRAMS (2015)

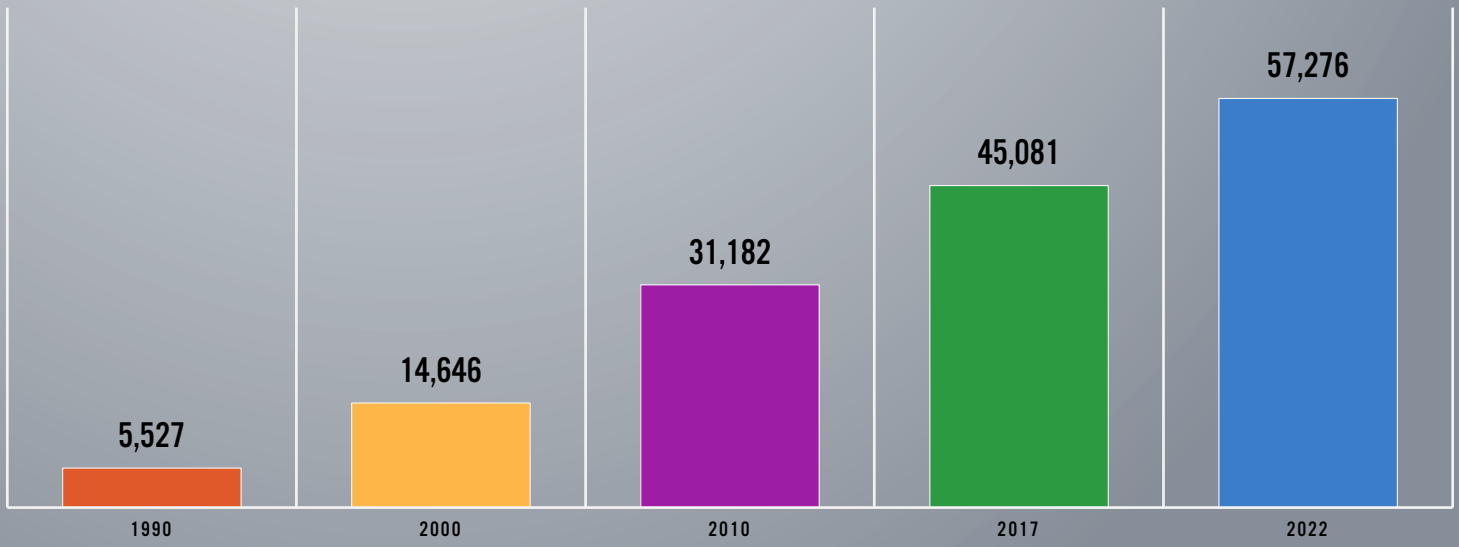
*NUMBERS IN BILLIONS




Source: New American Economy & UnidosUS, How Hispanics Contribute to the U.S. Economy, 2017
research.newamericaneconomy.org/wp-content/uploads/sites/2/2017/12/Hispanic_V5.pdf

# HISPANIC BUYING POWER IN ARIZONA WILL SURPASS $57 BILLION BY 2022!

*FIGURES IN MILLIONS OF DOLLARS, 1990-2022

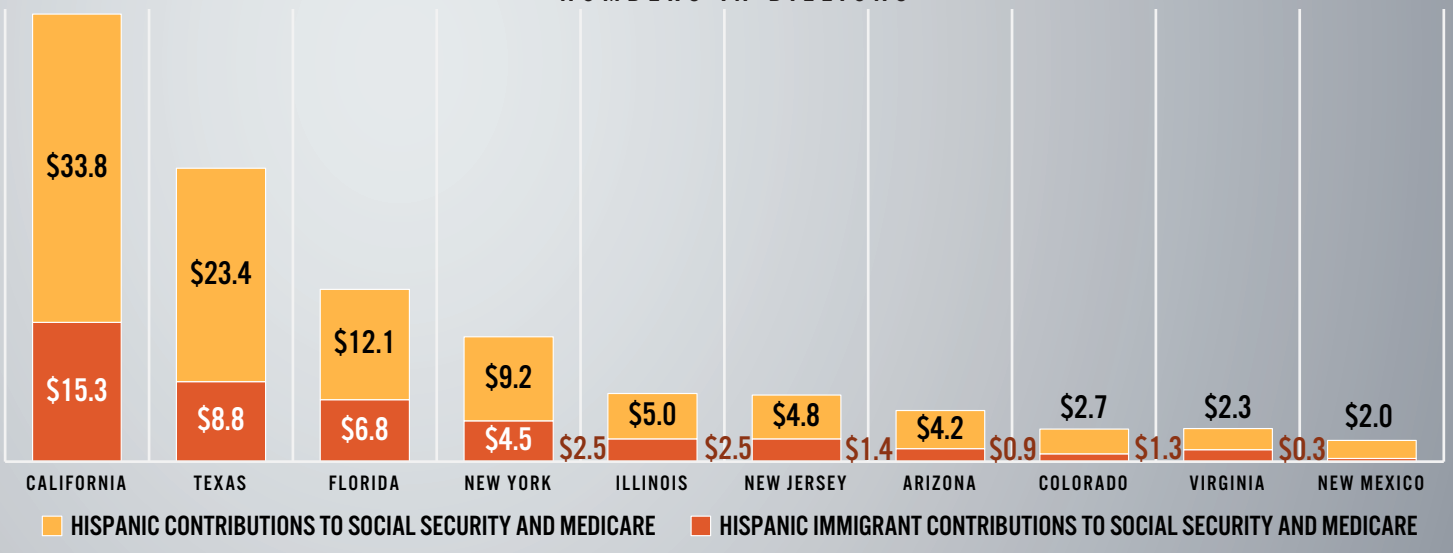



Source: Selig Center for Economic Growth, Terry College School of Business, University of Georgia, The Multicultural Economy 2017
www.terry.uga.edu/about/centers-institutes/selig/publications

# IN 2015, ALL HISPANICS IN ARIZONA CONTRIBUTED $5.6 BILLION TO MEDICARE AND SOCIAL SECURITY

## AMOUNT CONTRIBUTED BY HISPANICS TO ENTITLEMENT PROGRAMS IN TOP STATES (2015)

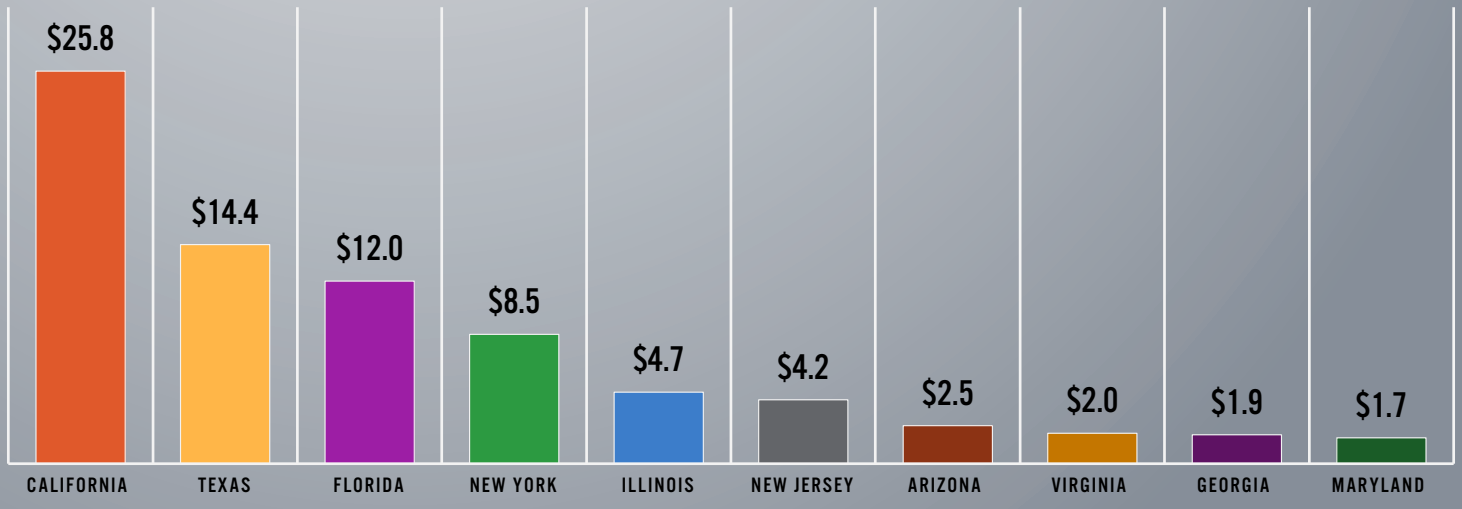
*NUMBERS IN BILLIONS




Source: New American Economy & UnidosUS, How Hispanics Contribute to the U.S. Economy, 2017
research.newamericaneconomy.org/wp-content/uploads/sites/2/2017/12/Hispanic_V5.pdf

# IN 2015, HISPANIC IMMIGRANTS IN ARIZONA PAID OVER $2 BILLION IN TAX REVENUE

## STATES WHERE HISPANIC IMMIGRANT HOUSEHOLDS PAY THE MOST IN TAX REVENUE (2015)




*NUMBERS IN BILLIONS

Source: New American Economy & UnidosUS, How Hispanics Contribute to the U.S. Economy, 2017
research.newamericaneconomy.org/wp-content/uploads/sites/2/2017/12/Hispanic_V5.pdf

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# THE VALUE IN THE HISPANIC CONSUMER

"In one way or another practically all Hispanics have some responsibility for purchasing groceries for their households. As Hispanics live in larger households than the average American, they need more things and may need to do more with less. In this context, **Hispanics are value-oriented consumers, with a spending on groceries estimated to be at $83.8 billion in 2017, which is 14% more than in 2012."**

**$83.8 BILLION**

COURTESY OF UNIVISION COMMUNICATIONS INC

MINTEL

Hispanics & Shopping for Groceries
Mintel Report, October 2017

# HISPANICS ACCOUNT FOR $45 BILLION IN FOOD SALES

**$45.1B** HISPANIC TOTAL FOOD SALES

GREW **+0.4%** CY 2017

vs. +0.1% non-Hispanic sales

**$27.5B** HISPANIC GROCERY FOOD SALES

FELL **–2.5%** CY 2017

vs. -1.2% non-Hispanic sales

COURTESY OF UNIVISION COMMUNICATIONS INC

## TOP 8 HISPANIC FOOD CATEGORIES

| SALTY SNACKS | SOFT DRINKS | CANDY | CHEESE |
|---|---|---|---|
| $2.7B | $2.3B | $1.9B | $1.9B |
| +4.2% YOY GROWTH | -0.5% YOY DECLINE | +2.6% YOY GROWTH | -0.6% YOY DECLINE |
| VS. +2.1% NH GROWTH | VS. +1.3% NH DECLINE | VS. +1.3% NH GROWTH | VS. -1.4% NH DECLINE |

| MILK | WATER | RTE CEREAL | FROZEN ENTREES |
|---|---|---|---|
| $1.9B | $1.5B | $1.1B | $1.1B |
| -1.8% YOY DECLINE | +5.4% YOY GROWTH | -2.9% YOY DECLINE | +1.7% YOY GROWTH |
| VS. -2.1% NH DECLINE | VS. +4.7% NH GROWTH | VS. -3.2% NH DECLINE | VS. +2.0% NH GROWTH |

Source: Nielsen Target Track CY 2017; GROCERY, DAIRY, FROZEN FOODS, MEAT and DELI departments and categories.

# $2.3 BILLION

## AMOUNT SPENT BY PHOENIX HISPANICS ON "FOOD AT HOME" IN 2014

Representing 22% of all "Food at Home" spending in Phoenix

COURTESY OF UNIVISION COMMUNICATIONS INC

IHS Global Insight - 2015 Hispanic Market Monitor, Phoenix DMA
Total consumer dollars spending: Food at Home

## HISPANIC SHARE OF CONSUMER SPENDING: PHOENIX

| | | | | |
|---|---|---|---|---|
| **FOOD AT HOME** $2.3 Billion or 22.2% of the Total | **NON ALCOHOLIC BEVERAGES** $267 Million or 22.3% of the Total | **CEREALS** $146 Million or 23.1% of the Total | **BAKERY PRODUCTS** $237 Million or 20.1% of the Total | **BEEF** $143 Million or 26.7% of the Total |
| **PORK** $91 Million or 24.3% of the Total | **POULTRY & EGGS** $239 Million or 27.6% of the Total | **FISH & SEAFOOD** $46 Million or 25.1% of the Total | **DAIRY PRODUCTS** $211 Million or 22.0% of the Total | **FRESH FRUITS & VEGETABLES** $295 Million or 24.2% of the Total |
| **PROCESSED FRUITS & VEGETABLES** $84 Million or 22.4% of the Total | **SUGAR & SWEETS** $106 Million or 18.3% of the Total | **FATS & OILS** $54 Million or 23.5% of the Total | **OTHER FOOD PRODUCTS** $422 Million or 19.1% of the Total | **ALCOHOLIC BEV. AT HOME** $306 Million or 17.2% of the Total |

COURTESY OF UNIVISION COMMUNICATIONS INC

IHS Global Insight - 2015 Hispanic Market Monitor, Phoenix DMA
Total consumer dollars spending: Food at Home

# TOP GROCERY STORES IN PHOENIX

COURTESY OF UNIVISION COMMUNICATIONS INC

**RANKED BY % OF HISPANIC ADULTS 18+ THAT SHOPPED AT EACH STORE IN LAST 7 DAYS**

| HISPANIC RANK | GROCERY STORE | % OF HISPANIC | % OF NON-HISPANICS | HISPANIC INDEX (VS. TOTAL) |
|---|---|---|---|---|
| #1 | FRY'S - FRY'S MARKETPLACE | 65.3% | 69.3% | 96 |
| #2 | WALMART SUPERCENTER | 64.9% | 52.2% | 117 |
| #3 | FOOD CITY | 33.3% | 10.6% | 205 |
| #4 | COSTCO | 30.7% | 33.5% | 94 |
| #5 | SAFEWAY | 27.1% | 36.5% | 79 |
| #6 | TARGET/SUPERTARGET | 19.8% | 19.0% | 103 |
| #7 | SAM'S CLUB | 17.8% | 13.6% | 122 |
| #8 | WALMART NEIGHBORHOOD MARKET | 17.1% | 18.8% | 93 |
| #9 | LOS ALTOS RANCH MARKET | 14.1% | 2.5% | 262 |
| #10 | SPROUTS | 13.7% | 24.8% | 62 |
| #11 | ALBERTSONS | 10.1% | 18.9% | 61 |
| #11 | WINCO FOODS | 10.1% | 11.5% | 90 |
| #13 | BASHAS' | 9.7% | 19.1% | 58 |
| #14 | OTHER HISPANIC GROCERY STORE | 9.0% | 0.9% | 309 |
| #15 | WHOLE FOODS MARKET | 4.8% | 6.9% | 74 |
| #16 | TRADER JOE'S | 4.1% | 12.5% | 39 |
| #17 | OTHER GROCERY STORE | 3.6% | 6.4% | 62 |
| #18 | SMART & FINAL | 2.9% | 2.0% | 129 |
| #19 | AJ'S FINE FOODS | 1.7% | 4.3% | 46 |

Source: Hispanic Scarborough, 2018 Release 1 (Jan 2017 – Jan 2018), Phoenix DMA, Base: Adults 18+

**$757 MILLION**

## AMOUNT SPENT BY TUCSON HISPANICS ON "FOOD AT HOME" IN 2014

Representing 31% of all "Food at Home" spending in Tucson

COURTESY OF UNIVISION COMMUNICATIONS INC

IHS Global Insight - 2015 Hispanic Market Monitor, Tucson DMA
Total consumer dollars spending: Food at Home

## HISPANIC SHARE OF CONSUMER SPENDING: TUCSON

| FOOD AT HOME | NON ALCOHOLIC BEVERAGES | CEREALS | BAKERY PRODUCTS | BEEF |
|---|---|---|---|---|
| $757 Million or 31.3% of the Total | $86 Million or 31.5% of the Total | $47 Million or 32.4% of the Total | $77 Million or 28.7% of the Total | $46 Million or 36.8% of the Total |
| **PORK** | **POULTRY & EGGS** | **FISH & SEAFOOD** | **DAIRY PRODUCTS** | **FRESH FRUITS & VEGETABLES** |
| $30 Million or 33.9% of the Total | $77 Million or 37.8% of the Total | $15 Million or 34.9% of the Total | $68 Million or 31.1% of the Total | $95 Million or 33.8% of the Total |
| **PROCESSED FRUITS & VEGETABLES** | **SUGAR & SWEETS** | **FATS & OILS** | **OTHER FOOD PRODUCTS** | **ALCOHOLIC BEV. AT HOME** |
| $27 Million or 31.6% of the Total | $34 Million or 26.3% of the Total | $18 Million or 32.9% of the Total | $136 Million or 27.4% of the Total | $99 Million or 24.8% of the Total |

IHS Global Insight - 2015 Hispanic Market Monitor, Tucson DMA
Total consumer dollars spending: Food at Home

COURTESY OF UNIVISION COMMUNICATIONS INC

# TOP GROCERY STORES IN TUCSON

## RANKED BY % OF HISPANIC ADULTS 18+ THAT SHOPPED AT EACH STORE IN LAST 7 DAYS

| HISPANIC RANK | GROCERY STORE | % OF HISPANIC | % OF NON-HISPANICS | HISPANIC INDEX (VS. TOTAL) |
|---|---|---|---|---|
| #1 | FRY'S | 61.3% | 61.6% | 100 |
| #2 | WALMART SUPERCENTER | 55.8% | 43.2% | 118 |
| #3 | FOOD CITY | 53.1% | 12.7% | 202 |
| #4 | SAFEWAY | 44.0% | 43.9% | 100 |
| #5 | COSTCO | 34.6% | 32.1% | 105 |
| #6 | WALMART NEIGHBORHOOD MARKET | 34.1% | 26.9% | 116 |
| #7 | TARGET/SUPERTARGET | 25.5% | 16.9% | 129 |
| #8 | EL SUPER | 19.1% | 1.4% | 259 |
| #9 | SPROUTS | 17.1% | 26.6% | 73 |
| #10 | ALBERTSONS | 14.2% | 18.3% | 84 |
| #11 | OTHER HISPANIC GROCERY STORE | 11.4% | 1.2% | 245 |
| #12 | TRADER JOE'S | 10.3% | 16.6% | 71 |
| #13 | OTHER GROCERY STORE | 9.9% | 6.1% | 134 |
| #14 | WHOLE FOODS MARKET | 9.5% | 4.8% | 149 |
| #15 | SAM'S CLUB | 8.5% | 5.9% | 125 |
| #16 | BASHAS' | 7.5% | 8.1% | 95 |
| #17 | NATURAL GROCERS | 2.2% | 3.4% | 73 |
| #18 | JOHNNY GIBSON'S DOWNTOWN MARKET | 1.3% | 0.8% | 135 |
| #19 | AJ'S FINE FOODS | 0.9% | 2.3% | 49 |

Source: Scarborough, 2017 Release 1 (Feb 2016 – Jan 2017), Tucson DMA, Base: Adults 18+

COURTESY OF UNIVISION COMMUNICATIONS INC

# COMPASS CLUB CEO USES BUSINESS TRAINING PROGRAM TO HELP BUILD COMMUNITY

BY DINA DE LEÓN

Arizona Native, Edgar Olivo, is revolutionizing bilingual training for local small business owners by providing a roadmap for becoming self-sustainable and philanthropic.

As the oldest of 11 siblings, Olivo is a first-generation college graduate who came from humble beginnings. His parents are working-class immigrants from Mexico. Growing up in Maricopa, Olivo recalls the mobile home where they lived didn't have a front door for a time.

Still, he grew-up with an appreciation for a love of family and the strong work ethic his parents taught him.

With a background in both business and accounting, Olivo said he decided several years ago, as he approached his mid-twenties, "I could probably invest in myself and do something to help the world."

He began to pursue his dream of becoming a leader in bilingual business consulting. In 2011, he founded Compass Career & Business Solutions, LLC, and went from a job as a supervisor at Casino Arizona to become a bilingual business development strategist and training consultant.

As the CEO of Compass, Olivo created the Compass Club, which provides its members with technical training, advocacy, and professional networking opportunities. The six-month curriculum includes training based on the most frequently asked questions regarding how to grow a business. Members are held to the highest ethical and participation standards as they're taught to profit from their business for 30 days without the presence of the owner.

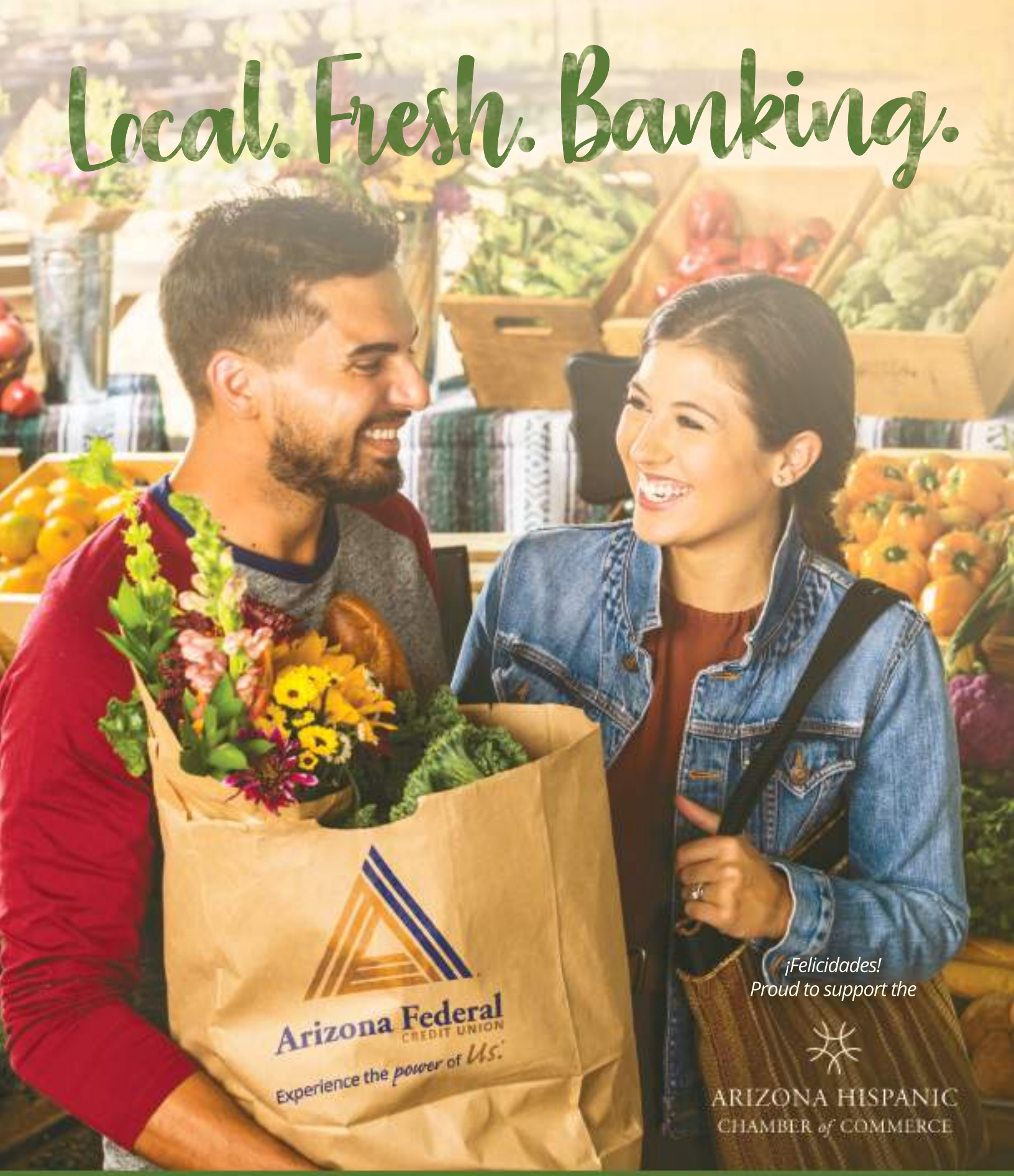
Because business owners enter the Compass Club at all different stages, said Olivo, the roadmap includes various levels ranging from Pioneer to Voyager. Upon graduating and receiving certification from the program, each business works with Compass to create its own team, sales goals, and marketing strategies. Olivo said his vision is to create a sea of certificates that will build the community. This year, Compass will host its first ever banquet and awards dinner to highlight the progress and achievements of its members.

Leading training sessions at Compass CBS, Olivo said he often flashes back to when he was helping his siblings with their homework or guiding his Spanish speaking parents through their careers as self-employed workers.

"The goal [of Compass CBS] is to become a mainstream bilingual education resource," said Olivo, who wants all of the businesses associated with Compass to serve as a resource for the community through profit and reinvestment into the causes they care about.

Driven by his passion for education, training and writing (he is a published author), Olivo plans to attend law school soon so he can serve as an on-site business attorney for Compass, even as he continues serving the wider Hispanic community.

*Dina de León is the Communications Specialist at the Arizona Hispanic Chamber of Commerce*

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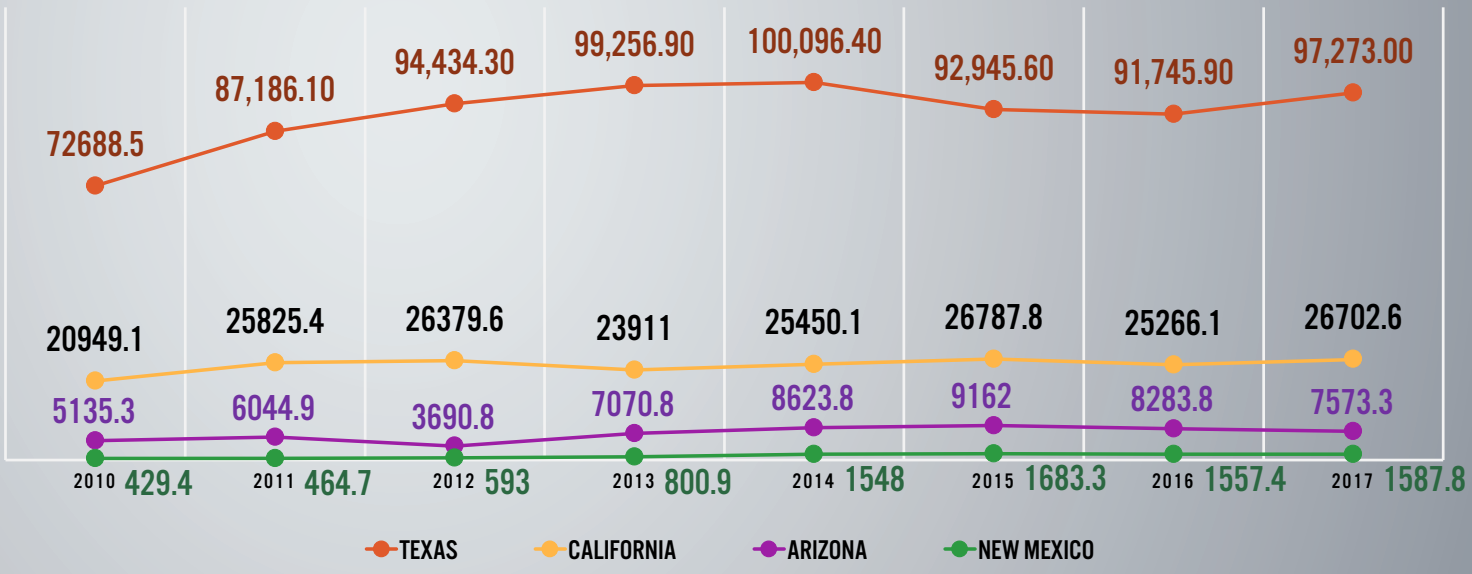
# EXPORTS TO MEXICO BY U.S. BORDER STATES (2010-2017)

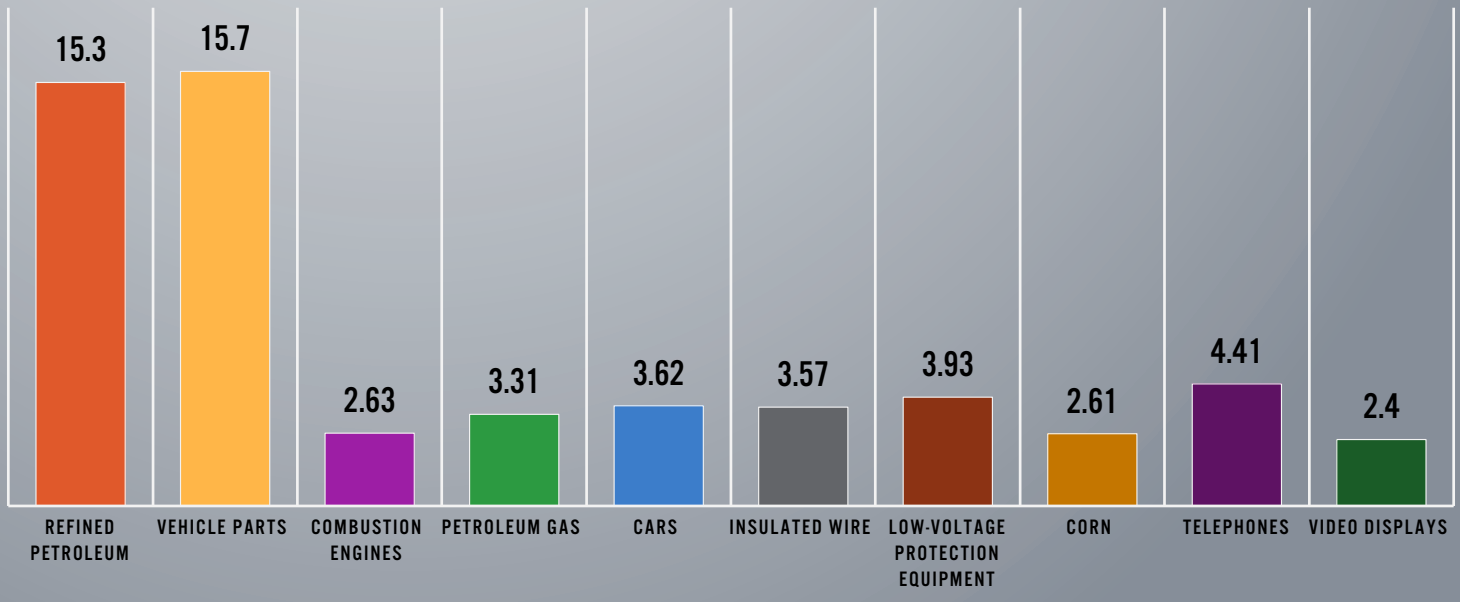
*ALL FIGURES ARE IN MILLIONS (USD)




Source: United States Census Bureau, Trade in Goods with Mexico, 2017
www.census.gov/foreign-trade/balance/c2010.html

# U. S. EXPORTS TO MEXICO (2016)

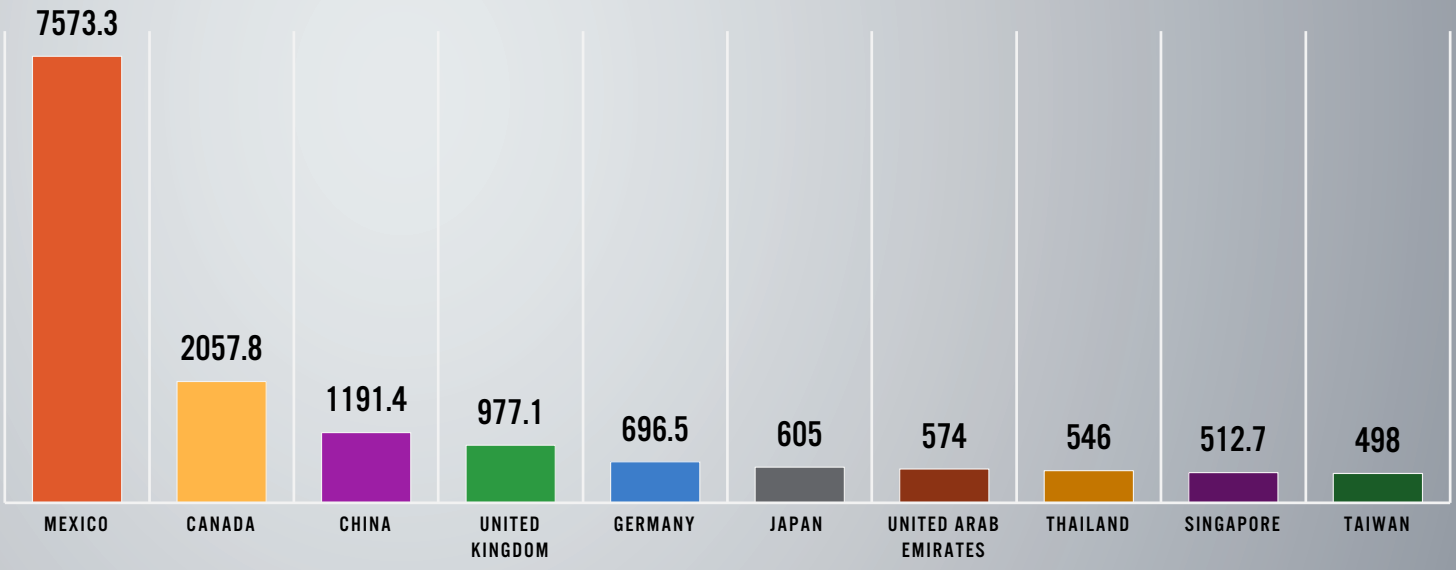
*ALL FIGURES ARE IN BILLIONS (USD)




Source: The Observatory of Economic Complexity, MIT Media Lab, What Does Mexico Import From the United States, 2016
atlas.media.mit.edu/en/visualize/tree_map/hs92/import/mex/usa/show/2016/

# ARIZONA'S TOP 10 COUNTRIES BY EXPORT VALUE

*ALL FIGURES ARE IN MILLIONS (USD)



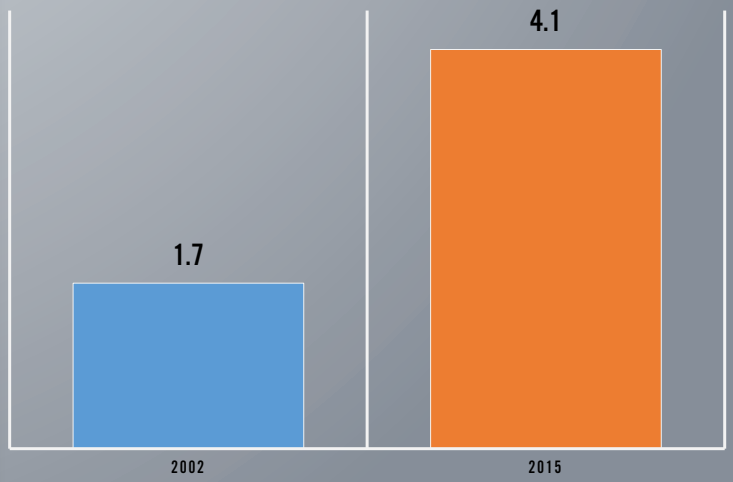

Source: United States Census Bureau, Trade in Goods with Mexico, 2017
www.census.gov/foreign-trade/balance/c2010.html

'LATINOS NOW ACCOUNT FOR ONE OUT OF EVERY FIVE NEW ENTREPRENEURS IN THE UNITED STATES'

Source: Center For American Progress, "Latinos Are Shaping The Future of the United States," November 2015
cdn.americanprogress.org/wp-content/uploads/2015/11/23114334/CAP-CIDE-report2-WEB.pdf

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

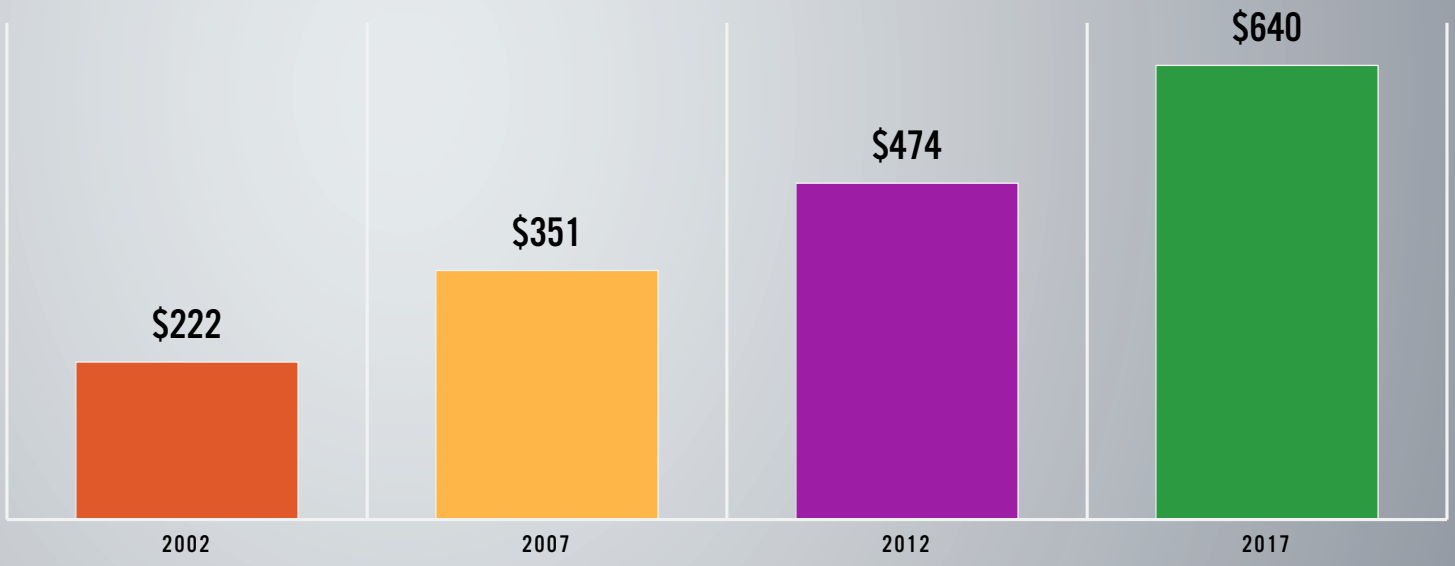
(IN MILLIONS)




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

# TOTAL SALES RECEIPTS OF U.S. HISPANIC-OWNED BUSINESSES

FIGURES IN BILLIONS OF DOLLARS

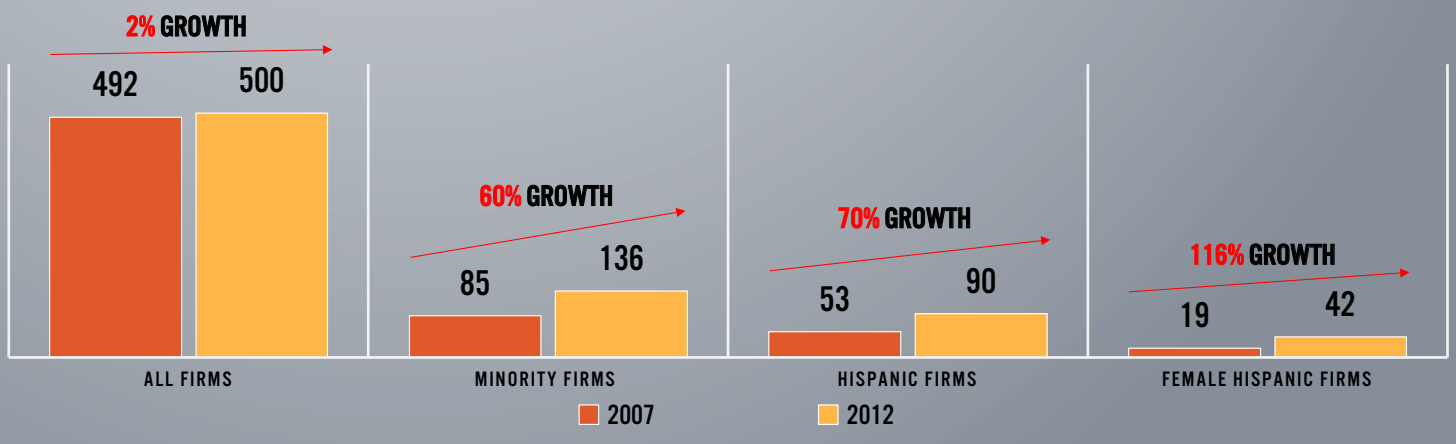



Source: Business Journals, SMB Insights Report, 2017
go.bizjournals.com/1/162121/2016-07-20/3vjc7

# 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

THOUSANDS




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

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# OWNING IT

## HOW HISPANIC ENTREPRENEURS ARE GROWING ARIZONA'S ECONOMY

*On a blistering hot June day in 2017, Maria Mazon surveyed the new home of Boca Tacos, the Mexican restaurant she opened in 2010. Mazon had only two weeks until the opening and there was still plenty of work to be done.*

**"I RAN OUT of money after buying the new building and had to replace the air conditioning and the roof after we opened," she says. "I couldn't imagine what those Yelp reviews were going to look like."**

Mazon says the quick renovation process was "excruciating," but she got it done with the help of her staff—who she endearingly refers to as her "kids"—and the Tucson Fire Department, who helped her figure out which repairs she would need to make. Despite the challenges, Mazon says that it reinforces her belief that she can never stop trying to make things better.

"If you're content, then you're never going to evolve," she says. "I always tell myself that Saturday is going to be better than Friday."

Change is never easy and, oftentimes, neither is growth. But Mazon has never been one to shy away from new opportunities. Her culinary journey began when she was given the chance to cook at Papagayo Cantina in the Foothills of Tucson, where she worked as a server. Mazon started cooking when she was a child growing up in Navojoa, Sonora, but her experience at Papagayo was the first time she was offered center stage.

Papagayo led to a rollercoaster of a decade that saw Mazon opening up her own catering company at age 22, then parlaying that into an opportunity to open the original Boca Tacos location on Speedway Boulevard with the help of her business partner.

The new, larger location on 4th Avenue came about when Mazon realized that the University of Arizona was buying up much of the property surrounding the restaurant. She put out feelers to find a new location and, finding herself desperate, almost committed to another spot on Speedway at one point—until opportunity rang. Mazon was told that Delectables on 4th Ave. was closing and the building was available. She jumped at the chance.

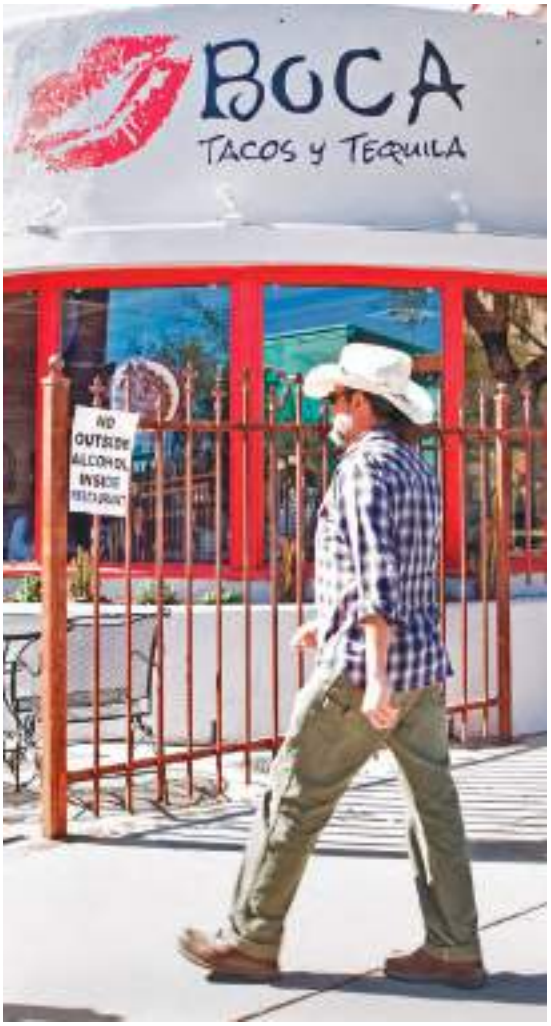
Since opening on 4th Ave., Boca Tacos has been busier than ever. Stop by on Exotic Taco Wednesday—when Mazon unveils her specialty tacos featuring meats like python, alligator, and kangaroo—and you'll find a restaurant filled wall-to-wall with happy, hungry customers.

### The Rise of Arizona's Hispanic Businesses

Boca Tacos is just one example of the recent growth experienced by Hispanic-owned businesses in Arizona. As the U.S. economy steadily bounces back from the effects of the 2008 Great Recession, Hispanic business

owners have been especially fortunate to see record business growth.

Market research firm Nielsen Scarborough found that Hispanic-owned businesses grew by 44% nationally—compared to the 15% growth by non-Hispanic businesses—over the past five years. In Arizona, this number was even higher. Hispanic-owned businesses in the state saw a 70% growth rate, while female Hispanic-owned businesses experienced a 116% growth rate from 2007 to 2015. Meanwhile, non-Hispanic businesses in Arizona grew by just 2% over the same period, according to the Arizona Hispanic Chamber of Commerce's DATOS, a report on the state of Arizona's Hispanic market.




James Garcia, Director of Communications and Public Policy at the Arizona Hispanic Chamber of Commerce (AHCC), credits the growth to a number of factors. The most obvious reason is the relatively high proportion of Arizona Hispanics—Garcia says Arizona's Hispanic population tripled from 1990 to 2015.

But Garcia also pointed to a second reason for the tremendous rates of business growth. He says that the high school dropout rates of Hispanic students have fallen compared to those of non-Hispanic students, and that more Hispanics are graduating college. The National Center for Education Statistics reported a record high graduation rate (77.8%) among Arizona Hispanic students during the 2014/2015 school year. Garcia says that entrepreneurs tend to be more educated, and thus, these increased high school and college completion rates are likely a part of what has led to more businesses being created.

Hispanic women led the charge, according to DATOS, with high school graduation rates up 20% from 2010 to 2015, and female college graduates growing by 40% over the same period. Garcia says that more female Hispanic business owners ultimately means having more of a seat at the table when it comes to economic issues.

"These women serve as role models and encourage younger women to be leaders in the community," he says. "The power of the purse now focuses on women-led businesses. As a result, we're seeing a lot of female Hispanic business leaders who are now getting involved in politics."

## Hispanic Women on the Rise

**LISA URIAS** is one such individual. As the founder of Urias Communications and co-founder of CoNecs, Urias' resume is only overshadowed by her to-do list.

Before founding her own agency, Urias spent 12 years in international marketing, working with corporate and governmental clients such as USAID. While she says the experience was "wonderful and exciting," she grew tired of the endless travel required by the job. This was especially true after she had her second child.

Urias decided to strike out on her own and soon realized that her Hispanic heritage was a valuable asset for advising other marketing agencies.

"I looked around and woke up to the fact that there

were a lot of general industry marketing agencies, but few that could address the rapidly emerging Hispanic market," she says. "I was fortunate to have a strong reputation in the region, so I got a couple of corporate clients right off the bat."

Less than a year ago, Urias partnered up with Jaime Molera and Ruben Alvarez, who ran a successful government affairs firm, and formed CoNecs, a firm that combines advertising, digital, and PR campaigns to connect businesses with government agencies.

While CoNecs began with only three employees, the team expanded to 16 over the past year. Urias says the growth is due to her firm's first-hand knowledge of the Hispanic market. The firm is able to provide direction for businesses and government agencies aiming to engage with the Hispanic community, which she says was missing in the industry.

"These diverse markets in the U.S. are different, but you see the same old, white men running these agencies," she says. "That's why you see campaigns that shock people, like that infamous Pepsi ad [which featured Kendall Jenner bringing police and protestors together with a Pepsi]. It happens because no one knows whether it's culturally relevant or offensive because there's no diversity in the decision making."

Beyond running CoNecs, Urias also serves on a number of community boards to further provide diversity in leadership. She says Hispanic participation is "important to help shape the direction of the state and the region, and to keep the Latino community at the forefront of decisions."

*Lisa Urias*

***After the station manager opened the door, she said, "My name is Mary Rabago and I want to be a DJ." When asked what she knew about radio broadcasting, she replied, "Nothing, but I'm a fast learner."***

**SERVING THE** community was also the catalyst for Mary Rabago, who served as an anchor at Univision for 15 years before starting her own media company, Mary Rabago Productions.

Rabago worked her way up from the bottom after immigrating from Sonora in 1990. She was taught hard work by her father, who "worked in the fields" of Mexico, and her mother, who took care of their 9 children.

Soon after arriving in the U.S., a desire to be on the radio led Rabago to the front door of a Phoenix-area station. After the station manager opened the door, she said, "My name is Mary Rabago and I want to be a DJ." When asked what she knew about radio broadcasting, she replied, "Nothing, but I'm a fast learner." Radio led to television, which led to an eventual career at Univision, where Rabago anchored for national shows such as Noticiero Univision and Primer Impacto.

After 20 years, Rabago decided to leave her comfortable position at Univision, saying she was "sick of seeing campaigns that targeted the Hispanic market that had nothing to do with our culture." Rabago also saw some of the same social problems in her surrounding community that she witnessed as a child in Sonora, such as a lack of education and financial literacy.

This need to solve problems in her community led to Rabago establishing her own media agency under the

*Mary Rabago started her own media company after 15 years at Univision.*

slogan, "Journalism with a purpose." But after leaving her steady job at Univision, Rabago found that running her own business was a different beast altogether. She says over the past five years, she's made every mistake in the book, but still persevered.

"I didn't know anything when I started out," she says, "but I got a good lawyer, a good accountant, and I had my passion."

Five years later, Mary Rabago Productions is doing better than ever. Her five-person staff runs a completely in-house marketing agency specializing in bilingual campaigns. Rabago was also one of the pioneers of streaming live via social media. Her show, Con Mary Rabago, began streaming on Facebook, Twitter, and YouTube back in 2013, well before the practice became standard. Rabago says that the show serves as her community service, since she's able to "help the community learn about finance and how to participate more actively in the political process."

## The Mexican Connection

MEXICO STANDS as an invaluable economic partner to the U.S. and especially so for Arizona. According to the U.S. Trade Administration, Mexican tourism contributes about $2.5 billion per year to the state's economy and supports about 30,000 jobs. Mexico also accounts for nearly 37% of Arizona's exports, with total trade reaching $15.7 billion in 2016 with 90,000 jobs supported by trade.

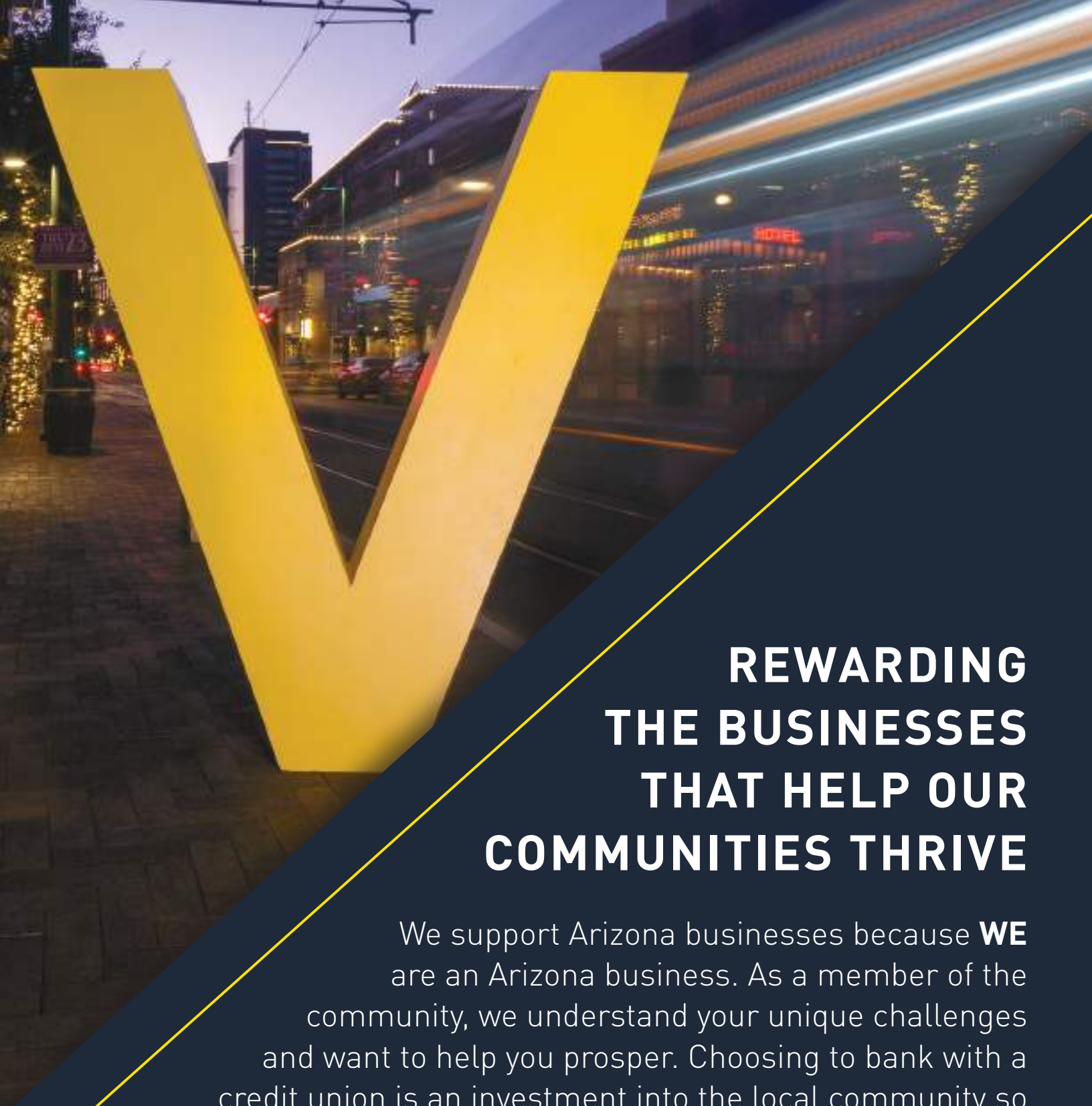
Mexico additionally serves as a key bridge for many small businesses trying to establish themselves in the U.S. Jose Dabdoub, who runs a Tucson-based real estate management and brokerage firm, has built his career on helping Mexican businesses gain a foothold in the U.S. market.

Dabdoub grew up in Nogales, Sonora, to a family of Palestinian immigrants. Being so close to the U.S. border, Dabdoub always had a familiarity with both worlds. After receiving his bachelor's degree from the University of Arizona, he returned home to start a business, but due to persistent violence in the area, found himself back north in Nogales, Arizona, a binational town that depends on cooperation between the U.S. and Mexico.

In Nogales, Dabdoub earned his real estate license and soon had a family friend asking him for help in relocating to the U.S. Due to his knowledge of both countries' cultures, legal systems, and inspection codes, he was the perfect person for the job. He soon gained a reputation for being the bridge that helped Mexican businesses navigate the U.S.'s relatively complex systems. He says that many businesses in Mexico have a hard time understanding U.S. laws and regulations and often get discouraged from expanding across the border.

"The biggest challenge is educating these businesses, helping them understand a very different culture," he says. "For example, the cost of labor is so different and health department and building codes are much more rigid."

Dabdoub's big score came when Hermosillo-based chain Suspiros Cakes came calling for help. Dabdoub says that Suspiros already had good infrastructure and an established brand. They sought out Dabdoub because he was bilingual and understood the U.S.



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market, which would allow them to make a smooth transition into the country.

Eight years later, Dabdoub Commercial now holds about $20 million in assets with over 90,000 square feet under his management. He says that his success came from being able to find a niche within the commercial real estate and brokerage industries.

Along with finding a niche, he also advises that those looking to start a business find a mentor. "A good mentor helps lay the groundwork for your future," he says. "Once you've learned the ropes, then you can focus on exactly what area you want to pursue."

In the meantime, Dabdoub says that he's seeing overwhelming interest in Mexican businesses looking to invest in the U.S. He says that Tucson Mayor Jonathan Rothschild has done an excellent job of bridging gaps between Mexico and the U.S., and that he aims to continue helping to facilitate the cross-border relationship.

## The Elements of Success

THESE INDIVIDUALS represent just a small sample of the growth experienced by Hispanic business owners in Arizona over the past few years. While each has a unique story, a number of common themes emerged in their journey toward success.

All of the featured Hispanic entrepreneurs emphasize the importance of finding a mentor, which included teachers, business partners, and family. Whomever that mentor might be, it's essential to have someone to help guide you through the perilous experience of running your own business.

Another repeated theme was the value of community engagement. Each entrepreneur leveraged surrounding individuals and organizations to help them achieve their goals. These included groups such as the Hispanic Chamber of Commerce, Fuerza Local, Compass Career and Business Solutions, and the Pima County Office of Economic Development. Family and friends also often played an important role in their success.

Regardless of the path taken, these stories remind us that starting and running a business takes grit, resourcefulness, and hard work, a combination people often confuse with luck. Success comes to those who are willing to adapt, those who work harder and smarter than the others, and those who recognize the value of the community around them.

***"The biggest challenge is educating these businesses, helping them understand a very different culture," Dabdoub says. "For example, the cost of labor is so different and health department and building codes are much more rigid."***

***Jose Dabdoub found his niche as a connection between Tucson and Mexico.***

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College Success Arizona & the Arizona Hispanic Chamber of Commerce, working together to increase our attainment rate, and improve Arizona's economy.

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## NOTES

# AMID NOTEWORTHY GAINS, HISPANIC EDUCATIONAL ACHIEVEMENT REMAINS VITAL TO ARIZONA'S ECONOMIC FUTURE

JAMES E. GARCIA, ASSOCIATE EDITOR

Nearly 50 percent of all K-12 students enrolled statewide in public schools are Hispanic, according to the Arizona Department of Education.

You don't have to be a demographer or economist to figure out that as the Hispanic population continues to grow as a percentage of the overall population that Latinos will also make up a growing segment of Arizona's workforce.

In other words, Hispanic educational achievement is critical to success of Arizona's future economy. That was the central thesis of *Dropped?*, a 2012 report issued by the ASU Morrison Institute for Public Policy. According to *Dropped?*: "Updated data and new projections warn that interventions to correct the education attainment gap are essential if Arizona is to remain fiscally healthy and capable of competing in the global economy."

While many of the problems pointed out in *Dropped?* remain, there have been a number of positive developments in Hispanic education in recent years.

For instance, Latinos are now graduating from high school and attending college at higher rates, though still not at parity with non-Hispanics.

From 2000-2016, the Hispanic high school completion rate in the nation jumped an astonishing 18 percentage points. The gain was impressive, going from 63 to 81 percent. Still, Blacks (91 percent), Whites (95 percent) and Asians (97 percent) continue to tally significantly higher graduation rates, while 83 percent of Native Americans earn high school degrees.

Not surprisingly, the uptick in high school graduation among Hispanics has helped boost their rate of college enrollment. According to a 2017 Georgetown University report, *Latino Education and Economic Progress,* "Latino college enrollment almost caught up to the share of the Latino college-age population" between 2004 and 2014. Latinos accounted for 19 percent of college enrollment and 21 percent of the college-age population in 2014. Whites and Blacks, meanwhile, enrolled in college at shares equivalent to their share of the population.

The Georgetown study also found that over the past decade, "Latino first-time enrollees at two- and four-year colleges and universities increased by almost 250,000 students nationwide, while White enrollment" dropped in the same period. A National Center for Education Statistics report, *The Condition of Education 2017,* concluded that college enrollments rates for Hispanics increased 15 percent from 2000 to 2015.

Notably, Hispanic women have higher completion rates "at every level of postsecondary education" as compared to Hispanic men. The Georgetown study found that 47 percent of Hispanic women who pursue a bachelor's earn their degrees, as compared to 37 percent of Hispanic men. The study also found that Latinas complete certificate programs and associate degrees at markedly higher rates than Hispanic men. Hispanic girls graduate from high school are higher rates than boys as well.

Experts say higher educational attainment rates among Latinas may also be fueling an explosion of entrepreneurialism among Hispanic women. Latinas now make up a majority of Hispanic business owners in Arizona.

# COLLEGE PREP PROGRAM HELPS AGUILITAS SOAR

BY JAMES E. GARCIA

AGUILA Youth Leadership Institute is not just another college preparatory program. That's because Rosemary Ybarra-Hernandez designed it that way.

"We work to serve the students in a way that they understand how they can really make a difference, not just in their own lives but in the community," she said.

Her approach is working. Ybarra-Hernandez created the program in 2004 to address a dire need. While her program is open to anyone interested in college, her inspiration for creating Aguila was the growing number of Hispanic youth graduating from high school ill prepared for the rigors of higher education.

While an increasing rate of Hispanics now graduate from high school and attend college, higher education completion rates for Hispanics still lag far behind other communities. As the nation's largest minority group, only 15 percent of U.S. Hispanics in 2014 had earned bachelor's degrees as compared to 41 percent of non-Hispanic whites and 65 percent of Asians, according to the Pew Research Center.

More Hispanics are going to college, but significant barriers remain. Too often, said Ybarra-Hernandez, students who are qualified do not receive the guidance or encouragement they need. Sometimes it's a matter of having grown up in a family where no one attended college. Financial obstacles may also exist. The Hispanic middle class is growing, but poverty rates are still high. Still other students simply don't receive the advice or tools they need from school counselors to pursue higher education.

AGUILA works to address all of these issues and more, said Ybarra-Hernandez.

The program promotes civic engagement, community leadership, self-esteem, mental health awareness, healthy relationships, cultural awareness, and academic success. There are a wide range of guidance and training opportunities: seminars taught by professionals, educators, artists, activists and community leaders; college entrance exam preparation; a writing camp; academic counseling; mentoring; financial literacy, college tours and more.

Yet, the most important element of AGUILA's success may be Ybarra-Hernandez, who's a combination cheerleader, den mother, drill sergeant, life coach and armchair guru.

To say that Ybarra-Hernandez is invested heart-and-soul in her students' success would be a colossal understatement. It's not unusual for her to take phone calls from troubled students at all hours of the night to help them through personal struggles that go far beyond academic achievement. A few years ago, she helped raise money to cover the funeral expenses of a former student.

Students who join AGUILA are, as she describes them, her 'Aguilitas", or little eagles.

The term of endearment speaks to Ybarra-Hernandez's desire for them to succeed. Her goal, as schmaltzy as it sounds, is to help them fly.

One measure of the program's success: AGUILA alum have received tens of millions in scholarships over the years. Graduates of the program have gone on to attend some of the nation's most prestigious universities and found work at major corporations. Some are pursuing careers in politics.

The flagship of the organization is its summer leadership symposium, held in July, where hundreds of area high-schoolers gather for several days of training and team building. The symposium kicks off AGUILA's year-round program for the students. AGUILA graduates like Salvador Macias, who is now a Phoenix attorney, often return to volunteer and serve as mentors at the summer symposium. "As an immigrant kid growing up in Arizona, I was constantly told by peers that I would have no future," Macias says, "AGUILA was there to lift me past the naysayers. They taught me that I come from a history of strong and hardworking people, and that I will overcome. I am now an attorney working with our immigrant community and married to a fellow Aguilita!"

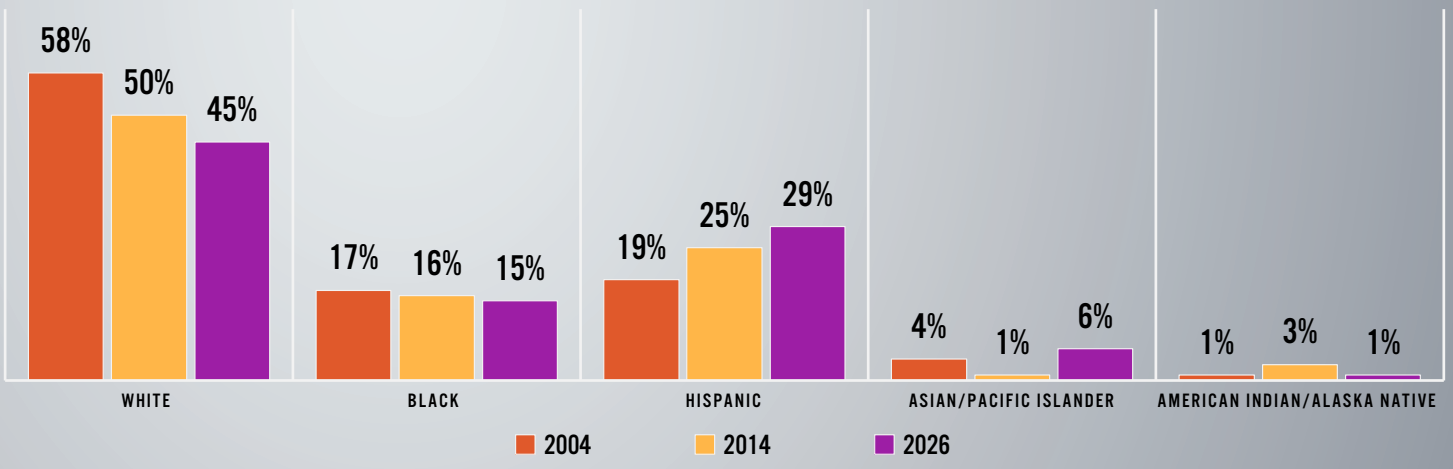
That's because Rosemary Ybarra-Hernandez designed it that way.

To learn more about Aguila Youth Leadership, contact 602-518-0612 or info@aguilayouth.org.

*James E. Garcia is associate editor for DATOS: The State of Arizona's Hispanic Market.*

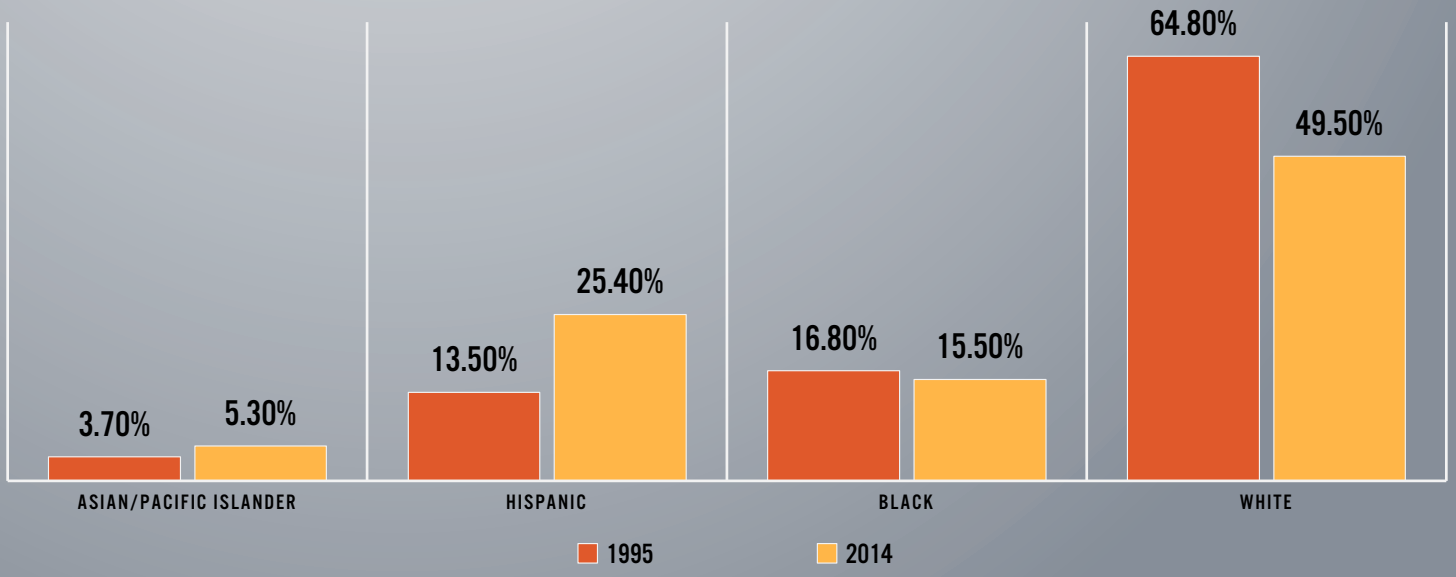
# BY 2026, THE SHARE OF HISPANIC STUDENTS ENROLLED IN U.S. PUBLIC SCHOOLS IS EXPECTED TO BE ALMOST 30%

## PERCENTAGE DISTRIBUTION OF STUDENTS ENROLLED IN PUBLIC ELEMENTARY AND SECONDARY SCHOOLS BY RACE/ETHNICITY



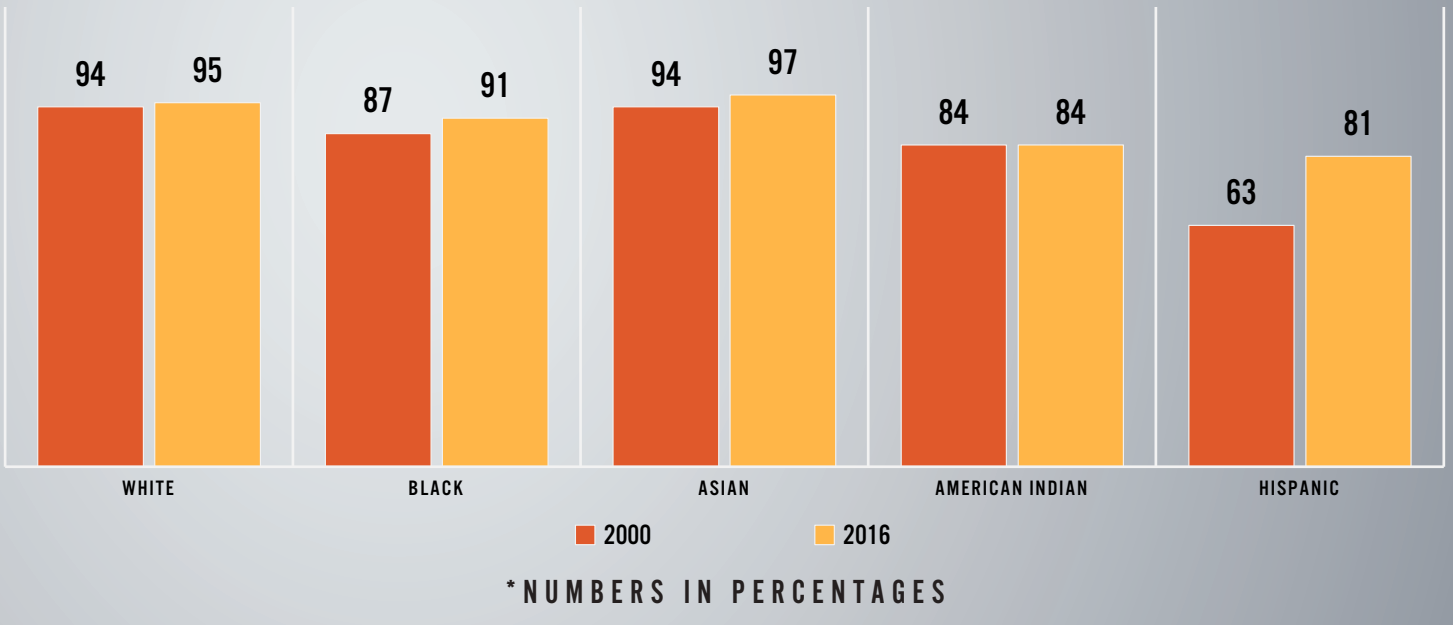

Source: U.S. Department of Education & National Center For Education Statistics, The Condition of Education 2017, May 2017
nces.ed.gov/pubs2017/2017144.pdf

# FROM 1995-2014, HISPANIC ENROLLMENT IN PUBLIC SCHOOLS GREW NEARLY 12 PERCENTAGE POINTS



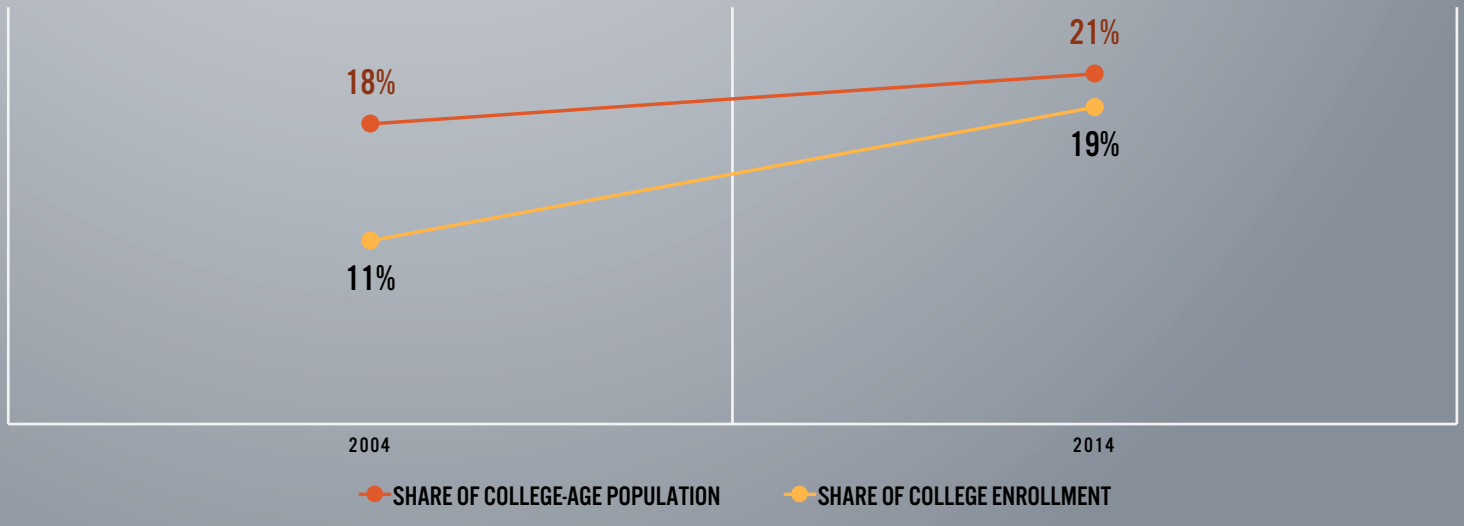

Source: PEW Research Center, Many minority students go to Schools where at least half of their peers are their race or ethnicity, October 2017
www.pewresearch.org/fact-tank/2017/10/25/many-minority-students-go-to-schools-where-at-least-half-of-their-peers-are-their-race-or-ethnicity

# FROM 2000-2016, HISPANIC HIGH SCHOOL COMPLETION RATE INCREASED 18 PERCENTAGE POINTS



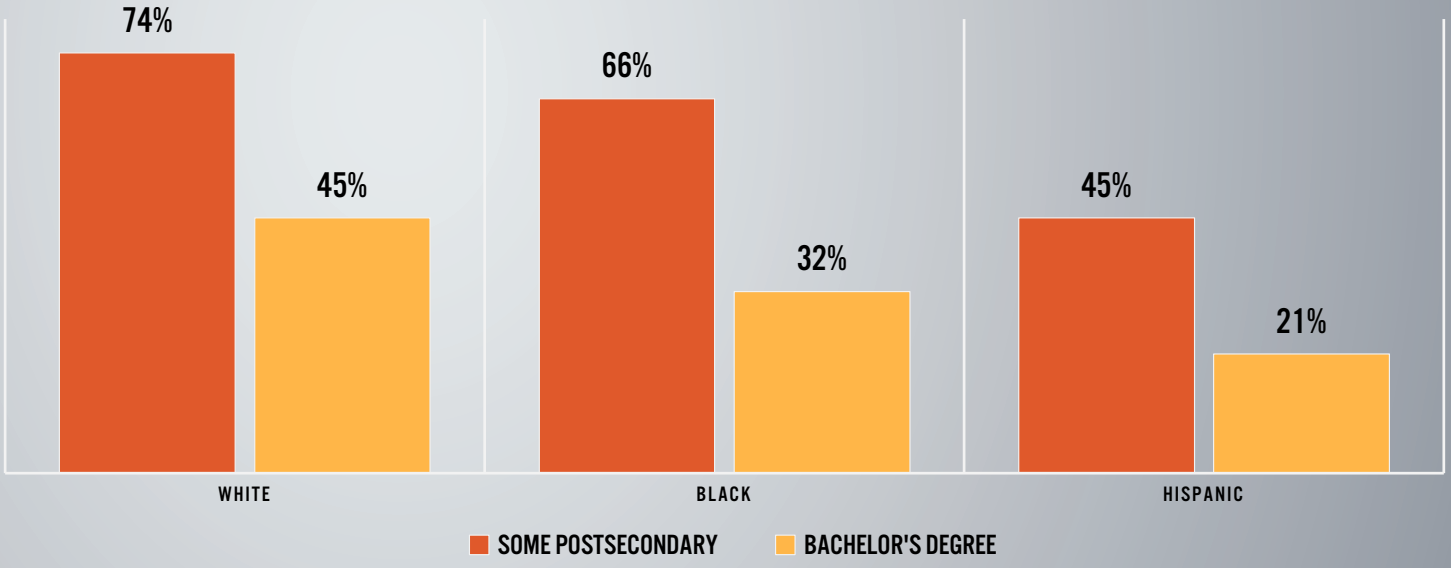

Source: U.S. Department of Education & National Center For Education Statistics, The Condition of Education 2017, May 2017
nces.ed.gov/pubs2017/2017144.pdf

# LATINO SHARE OF COLLEGE ENROLLMENT HAS NEARLY CAUGHT UP TO LATINO SHARE OF COLLEGE-AGE POPULATION



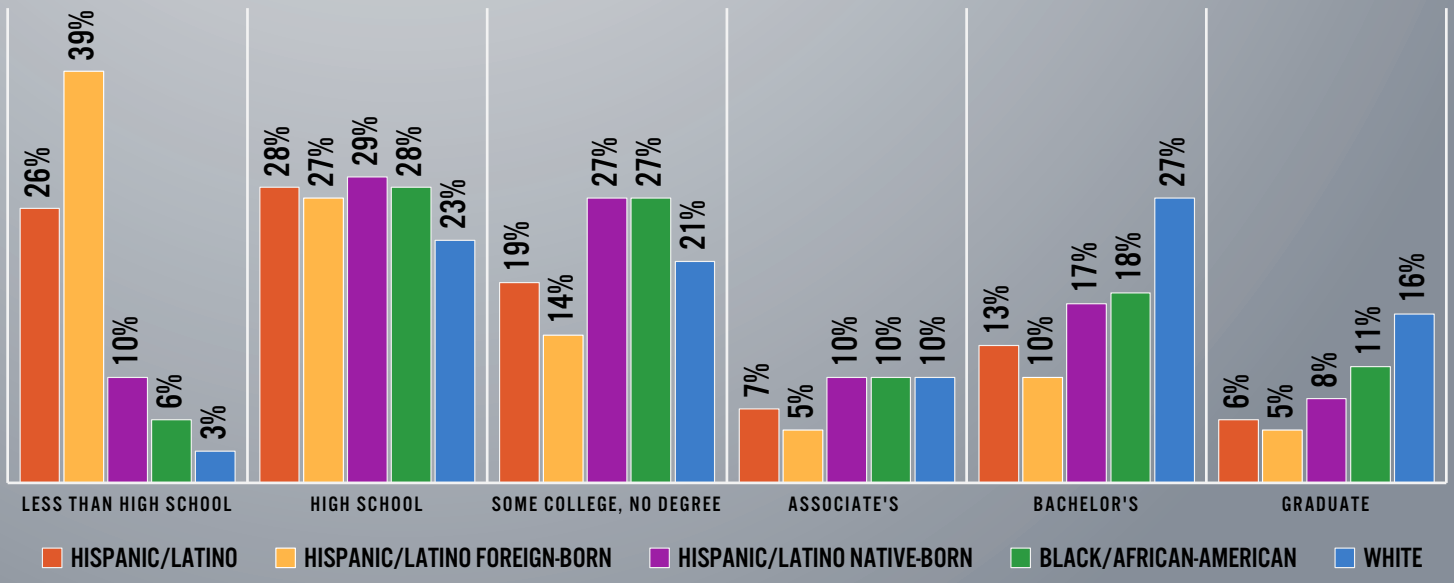

Source: Georgetown University, Latino Education and Economic Progress, 2017
cew.georgetown.edu/wp-content/uploads/Latinos-FR.pdf

# HISPANIC EDUCATIONAL ATTAINMENT IS HALF THAT OF WHITES



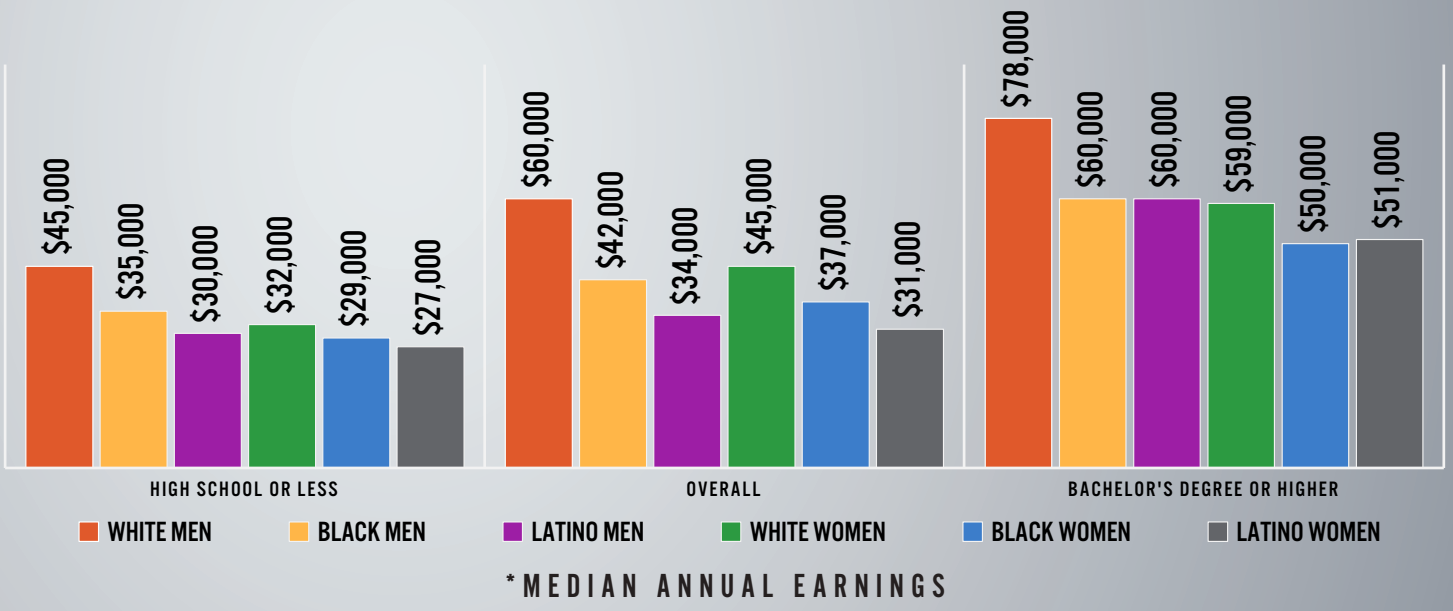

Source: Georgetown University, Latino Education and Economic Progress, 2017
cew.georgetown.edu/wp-content/uploads/Latinos-FR.pdf

# RATES OF POSTSECONDARY EDUCATION BY VARIOUS LATINO/HISPANIC ORIGINS



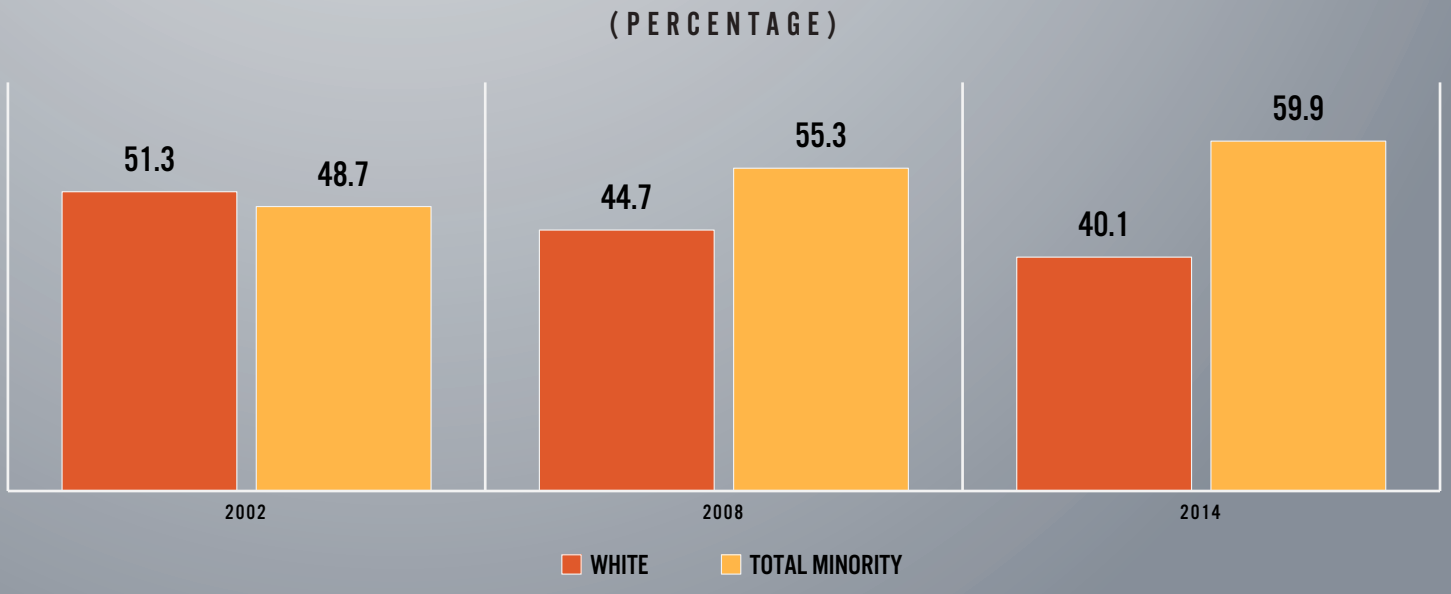

Source: Georgetown University, Latino Education and Economic Progress, 2017
cew.georgetown.edu/wp-content/uploads/Latinos-FR.pdf

# EDUCATIONAL ATTAINMENT AND WAGES* BASED ON RACE/ETHNICITY AND GENDER



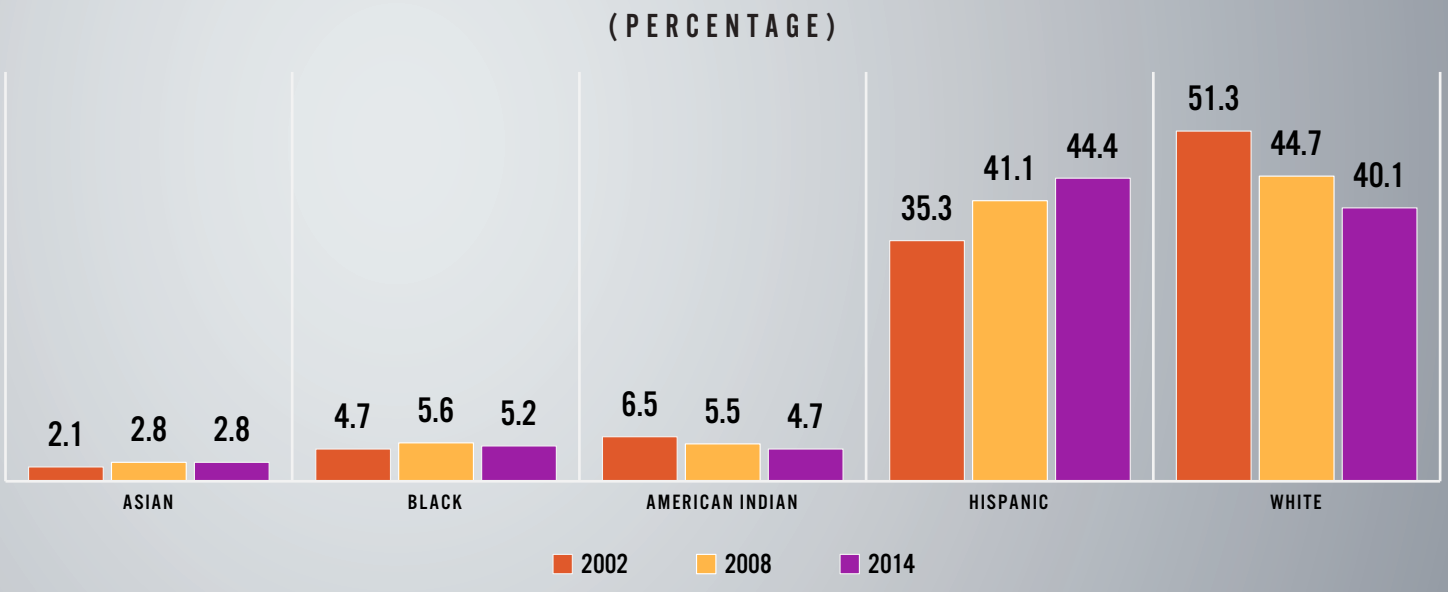

Source: Georgetown University, Latino Education and Economic Progress, 2017
cew.georgetown.edu/wp-content/uploads/Latinos-FR.pdf

# MAJORITY OF P-12 STUDENTS IN ARIZONA HAVE BEEN FROM MINORITY GROUPS SINCE 2008



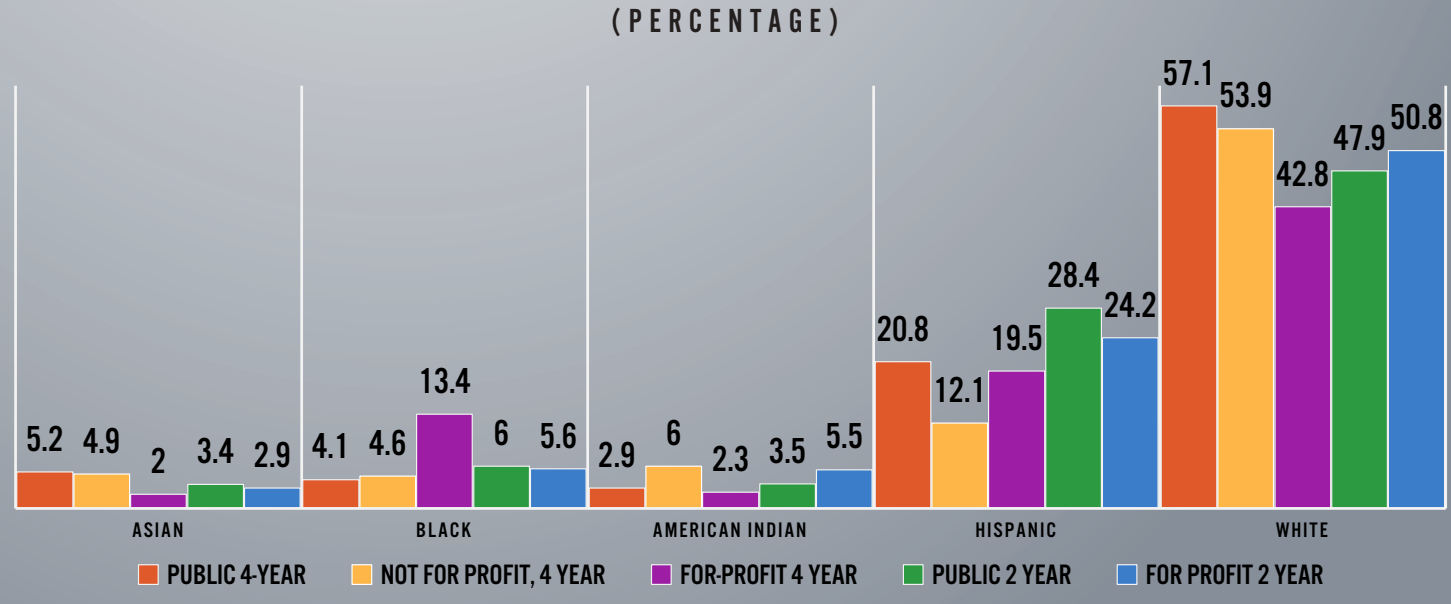

Source: Milem, J.F., Salazar, K. and Bryan, W.P. (2016). *Arizona Minority Student Progress Report 2016: The Transformation Continues.*
Phoenix: Arizona Minority Education Policy Analysis Center.

# HISPANICS WILL SOON BE MAJORITY OF AZ P-12 COLLEGES




Source: Milem, J.F., Salazar, K. and Bryan, W.P. (2016). *Arizona Minority Student Progress Report 2016: The Transformation Continues.* Phoenix: Arizona Minority Education Policy Analysis Center.

# MORE HISPANICS ARE ENROLLED IN ARIZONA COLLEGES THAN ANY OTHER MINORITY




Source: Milem, J.F., Salazar, K. and Bryan, W.P. (2016). *Arizona Minority Student Progress Report 2016: The Transformation Continues.* Phoenix: Arizona Minority Education Policy Analysis Center.

# ASU MORRISON INSTITUTE'S NEW DIRECTOR INSPIRED BY COMMITMENT TO CIVIC ENGAGEMENT

BY DINA DE LEÓN

Andrea Whitsett often thinks of her grandmother's guiding words: "You will not be idle."

As the new director of Morrison Institute for Public Policy at Arizona State University,

Whitsett said she was brought up in a family that has always valued education and civic engagement.

Her late grandmother, Julieta Saucedo Bencomo, was a fiercely dedicated activist and community leader in the Valley. In 1979, Bencomo was appointed to serve as the first Latina on the Arizona State Board of Education, and in 1985 ASU named her one of Arizona's 100 Most Influential People.

"I would characterize her more as an activist at heart," said Whitsett, explaining how her grandmother's integrity, civic-minded nature, and passion for education have served personally as a guiding force. "I spent so much time at her house growing up, and if I wasn't busy I was going to be asked to clip and sort coupons or shell pecans."

With a bachelor's degree in American Studies from Yale University and a master's in Nonprofit Studies from ASU, Whitsett started her career at Morrison Institute as a research assistant 10 years ago. She now oversees one of the state's premier think tanks for independent, non-partisan research, analysis and public outreach.

"I have always felt that it is a position of strength and privilege to be able to communicate in a meaningful, credible way to people of all different political persuasions," said Whitsett. "I personally prefer having an impact and voice through that type of organization."

Given the growing influence of the state's fast-growing Latino population, Whitsett, who is half-Latina, said Morrison Institute plans to grow its Latino Center for Public Policy, which examines the state's changing workforce, education, electorate and leadership.

Joseph Garcia, who runs the Latino Center and also serves as the Institute's director of communication and community impact, said there is a dire need for the Center, especially given Arizona's changing demographics and its impact on the Institute's major research areas.

"The future of Arizona is Latino," said Garcia. "We're going to be a minority-majority state much sooner than the rest of the nation by about 15 years. So, what's happening here in Arizona the rest the country is going to be going through later."

Meanwhile, Whitsett's wider goal is to "strive to make Morrison Institute's work timely and relevant to ongoing policy conversations in such a way that our objective research and analysis is on the table when important decisions are being made – whether the decision is that of a voter, an elected official or a business, education, nonprofit or community leader."

Whitsett adds that she's committed to leading Morrison Institute buoyed by her own desire to make a difference and leave a lasting legacy, not unlike the legacy of her beloved grandmother.

*Dina de León is the Communications Specialist at the Arizona Hispanic Chamber of Commerce.*

ASU Morrison Institute for Public Policy
ARIZONA STATE UNIVERSITY

# CAREER OF UNIVERSITY OF PHOENIX EXECUTIVE STRETCHES FROM PUERTO RICO TO THE PHOENIX VALLEY

BY DINA DE LEÓN

Dennis Bonilla has three pieces of advice he always shares with college students and recent graduates.

First, find your purpose in life and define your goal. Next, never forget how important your family is to you. And third, remember to always give back to the community.

As the Executive Dean of the School of Business, the College of Information Systems & Technology and the College of Criminal Justice at the University of Phoenix, Bonilla believes everyone is born with a capacity for greatness.

"It's how you choose to live your life that determines whether you'll ever realize that capacity to its fullest," said Bonilla, who adds that a person's ability to face adversity has everything to do with their attitude.

At the university's graduation ceremonies, Bonilla likes to share these ideas with not only students but also their friends and families.

Born in the Bronx, Bonilla is half Irish and half Puerto Rican. He attended elementary school in New York City and was raised by his grandmother. On a summer visit to Puerto Rico, Bonilla fell in love with music and guitar, and convinced his grandmother to stay on the island, where he attended high school and then the University of Puerto Rico to study Biology.

Despite feeling like an outsider when he first arrived, Bonilla traveled throughout Puerto Rico playing in a Latin rock band while attending school.

After six years in the U.S. Navy, his love for music morphed into a love for teaching STEM, eventually leading to a second bachelor's in nuclear engineering technology from Excelsior College and an MBA from the Lubin School of Business at Pace University.

Looking back, Bonilla said he never imagined doing the job he has now, though he was always passionate about teaching. In the Navy, he served as a training instructor and was a leader in the ship's nuclear engineering department. His first job as a civilian was teaching for Westinghouse, a major nuclear engineering company. Later, he held jobs in education, curriculum development and consulting for various industry verticals. He managed to fit in getting his private pilot's license too.

Offered a chance to join the University of Phoenix, Bonilla said it proved to be a great fit because it resonated with his belief in higher education and community service, and his interest in developing an educated workforce to grow the economy.

The University of Phoenix offers a wide range of opportunities for high quality, accessible education to a diverse student body from across the country. In 2017, the Phoenix campus was ranked fourth on the list of Top 100 Producers of bachelor degrees for minority students.

Since joining the university, Bonilla has helped develop its Hispanic initiative goals, which include developing strategies and actions to address the educational attainment of the state's fast-growing Latino community. He also volunteers as a board member for the Arizona Hispanic Chamber of Commerce and the AZ Diamondbacks, Los Dbacks Hispanic Advisory Council.

*Dina de León is the Communications Specialist at the Arizona Hispanic Chamber of Commerce.*

University of Phoenix®

# AZHCC SCHOLARS LOOK TO THE FUTURE

BY DINA DE LEÓN

The Arizona Hispanic Chamber of Commerce's (AZHCC) Future Business Leaders Scholarship is designed to offer students opportunities at a variety of Arizona educational institutions ranging from community college to graduate level programs.

The scholarship fund provides $5000 awards to incoming juniors in business majors at NCA Accredited schools in Arizona. The students are paired with a mentor from College Success Arizona and given opportunities to participate in internships with the AZHCC and chamber partners.

By investing in their education, the AZHCC is supporting and guiding the next generation of business owners, managers and leaders for a betterment of our state. In this year's DATOS report, the AZHCC would like to honor four of our scholars, all of whom are recent graduates from the state's most prominent universities: Grand Canyon University, Arizona State University, and the University of Arizona.

## GENESIS LOPEZ

Genesis Lopez, 21, graduated with a Bachelor of Science in Finance, Accounting, and Economics from GCU, Colangelo College of Business. She is the first in her family to graduate from college and is originally from Phoenix, AZ.

Genesis recently accepted a full-time position as a Bilingual Claims Adjuster at Farmers Insurance. She served as the finance intern at the AZHCC throughout her junior and senior year of her undergraduate degree.

"My experience with the organization helped me break out of my comfort zone, learn new skills, and give back to the Hispanic community," she said. She hopes to continue growing with her company and looks forward to the opportunity of attending the GCU Master of Business Administration program in the next few years.

## CAROLINA AGUIRRE

Carolina Aguirre, 22, graduated with a Bachelor of Science in Accounting from ASU, W.P. Carey School of Business. She is a first generation college graduate.

Aguirre held various positions throughout her undergraduate years, including an auditor internship at Arizona Auditor General, accounting assistant for Sun Devil Athletics Business Office, and an Undergraduate Assistant for the American Association of Hispanics in Higher Education (AAHHE). Carolina is currently a Doc Intake Specialist for Maricopa Community College in Mesa, AZ.

Aguirre said, "the AZHCC has been the greatest support group

GENESIS LOPEZ

CAROLINA AGUIRRE

AZHCC SCHOLARS LOOK TO THE FUTURE BY DINA DE LEÓN

throughout my academic studies and has welcomed me into an amazing group of peers and mentors who I now consider to be lifelong friends."

## PAUL PADILLA

Paul Padilla, 23, also graduated from ASU, W.P. Carey School of Business with a Bachelor of Science in Business Data Analytics.

At ASU, Paul was involved in the Hispanic Business Students Association (HBSA) and served various roles on their student executive leadership board. He also mentored first-generation college students as an ASU First Year Success Coach in order to help students navigate their freshman year of college.

Paul served as a DATOS Research Analyst Intern for the AZHCC throughout his junior and senior years of college. He has since transitioned into a full-time role as a Data Analytics Specialist for the organization.

"The chamber has taught me how to be a true professional," said Paul. "As an intern, being surrounded by such accomplished and supportive role models on a consistent basis demonstrated to me that anything is possible. I have learned that through hard work and maintaining meaningful relationships, any task no matter how large it is, can be conquered."

## MIGUEL PUGMIRE

Miguel Pugmire, 22, recently graduated from the University of Arizona Eller College of Business with a Bachelor of Science in Mining Engineering and Bachelor of Science in Business Administration. Miguel is from a small mining town in the Atacama Desert of Chile.

"As a Latino who immigrated to the United States," Pugmire said, "I support all the effort that AZHCC does to promote the Hispanic community in Arizona."

He said having the honor of being chosen as a scholar motivated him and his determination to graduate with a double major.

He served as the President of the UofA Society for Mining, Metallurgy & Exploration (SME) Student Chapter and helped student members further their early professional careers by having them attend local industry dinners, conferences and assisting them in early-career preparation. Miguel has previously interned with MISOM Technologies Inc. and Freeport-McMoRan. He is currently interning at CODELCO - Corporacion Nacional del Cobre in El Teniente Mine, Chile and will return to pursue his Master of Science in Engineering at UofA in Fall 2018.

*For more information about AZHCC scholarships, please contact our organization at 602- 294.6082.*

*Dina de León is the Communications Specialist at the Arizona Hispanic Chamber of Commerce.*

PAUL PADILLA

MIGUEL PUGMIRE

¡Excelencia! IN EDUCATION INFORM ORGANIZE EXCEL

# LATINO COLLEGE COMPLETION: ARIZONA

## For the U.S. to regain the top ranking in the world for college degree attainment, Latinos will need to earn 6.1 million more degrees by 2020.

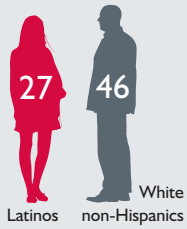
## FAST FACTS

### STATE RANKING
Arizona had the 6th largest Latino population in the U.S.[1]

### K-12 POPULATION
In Arizona, 44% of the K-12 population was Latino.[2]

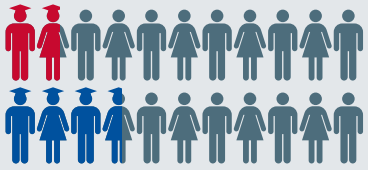
### STATE POPULATION
In Arizona, 31% of the state population was Latino.[3] Projections show a continued increase.

### MEDIAN AGE
The median age of Latinos in Arizona was 27, compared to 46 for White non-Hispanics.[4]




### DEGREE ATTAINMENT
In Arizona, 17% of Latino adults (25 and older) had earned an associate degree or higher, compared to 36% of all adults.[5]

**Latino Adults = 1.7 of 10**



**All Adults = 3.6 of 10**

To reach the degree attainment goal by 2020, the U.S. can: 1) close the equity gap in college completion; 2) increase the number of degrees conferred; and, 3) scale up programs and initiatives that work for Latino and other students. The following is a framework for tracking Latino degree attainment in Arizona.

**ENROLLING: Top 5 institutions (Hispanic Undergraduates) in Arizona, 2014-15**

| | Institution | Sector | Grand Total | Hispanic Total | % Hispanic |
|---|---|---|---|---|---|
| 1 | Pima Community College | Public, 2-year | 28,070 | 11,576 | 41 |
| 2 | University of Arizona | Public, 4-year | 32,987 | 8,310 | 25 |
| 3 | Arizona State University- Tempe | Public, 4-year | 39,961 | 7,404 | 19 |
| 4 | Glendale Community College | Public, 2-year | 20,506 | 6,690 | 33 |
| 5 | Phoenix College | Public, 2-year | 12,107 | 5,496 | 45 |

**ASSOCIATE DEGREES: Top 5 institutions awarding to Hispanics in 2014-15**

| | Institution | Sector | Grand Total | Hispanic Total | % Hispanic |
|---|---|---|---|---|---|
| 1 | Pima Community College | Public, 2-year | 2,848 | 1,039 | 36 |
| 2 | Arizona Western College | Public, 2-year | 885 | 540 | 61 |
| 3 | Phoenix College | Public, 2-year | 1,122 | 532 | 47 |
| 4 | Glendale Community College | Public, 2-year | 1,763 | 529 | 30 |
| 5 | Estrella Mountain Community College | Public, 2-year | 1,093 | 430 | 39 |

**BACHELOR DEGREES: Top 5 institutions awarding to Hispanics in 2014-15**

| | Institution | Sector | Grand Total | Hispanic Total | % Hispanic |
|---|---|---|---|---|---|
| 1 | Arizona State University–Tempe | Public, 4-year | 9,053 | 1,557 | 17 |
| 2 | University of Arizona | Public, 4-year | 6,600 | 1,512 | 23 |
| 3 | Grand Canyon University | Private, For-profit, 4-year | 9,000 | 1,149 | 13 |
| 4 | Northern Arizona University | Public, 4-year | 4,954 | 919 | 19 |
| 5 | Arizona State University–Downtown Phoenix | Public, 4-year | 2,395 | 630 | 26 |

Source: *Excelencia* in Education analysis using Institutional Postsecondary Education Data System (IPEDS), 2014-2015 enrollment and completions data, National Center for Education Statistics (NCES), U.S. Department of Education

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# SAY YEA! TO YOUNG ENTREPRENEURS!

BY JAMES E. GARCIA

Entrepreneurs, by nature, are dreamers and risk-takers. Traits that teenagers tend to possess in spades.

But starting your own business also takes know-how and a lot of hard work, said Lynda Bishop. She should know. A successful entrepreneur in her own right, Bishop's been teaching teens what it takes to create, plan, launch and run a business as director of the Phoenix chapter of the Young Entrepreneurs Academy (YEA!) for the past six years.

YEA! is a national program that trains middle- and high-schoolers in entrepreneurship by helping them start real, registered and funded businesses of their own! Founded 15 years ago, YEA! now has nearly 100 YEA! programs across the country. Students enrolled in the program explore their passions and skills or a problem they would like to solve. Then they conduct market research, generate business plans, pitch ideas to prospective investors, and launch their own companies. Along the way, the students are also mentored by professionals and small business owners.

YEA! Phoenix has been sponsored since 2014 by the Arizona Hispanic Chamber of Commerce, and draws most of the students for its 20-week program from the Phoenix Union High School District. The Phoenix program was the first YEA! Program launched in Arizona and the AZ Hispanic Chamber of Commerce was the first Hispanic Chamber to launch a program in the country. Students of YEA! Phoenix – there's also a program in the Ahwatukee Foothills and Tucson – meet for a three-hour class once a week at Phoenix College, and also participate in related field trips.

Contrary to what most might assume, Bishop says YEA!'s main objective is not to produce a crop of teenage whiz kids ready to strike gold in the business world. "The goal really isn't to create a big money-making venture," she said. "It's more experiential and educational. It is a means to gain experience and understand taking a concept into the real world while connecting young people to community. This program builds a level of confidence that helps them see a path to higher education and a brighter future for themselves well beyond our time together."

Ezequias Fuentes is a case in point. The teen who once had to spend a night in a park with his mother and nine siblings is a recent YEA! graduate. He credits the program with helping to build his self-esteem, get his passion organized into action and is now looking forward to attending college. "A lot of us at certain times when we go through certain things... we put ourselves down" Fuentes told 12 News in a recent interview. "Those kind of moments can tear someone apart if they don't remember where they came from. Everyone has a story and even our hard-luck stories can be used to move us ahead and give us a survivors perspective." Based on his experience and the training he received in YEA!, Fuentes hopes to create a nonprofit that inspires other young people to overcome life's hardships and honor their struggles as fuel to grow from and pursue college and careers.

YEA! Phoenix admits up to 24 students a year per class, but Bishop says demand for the program has grown.

"We've been around long enough now that students either know us or know somebody who's been through it, and they want to apply."

YEA! Phoenix may add a second class, though that will depend on the availability of funding, said Bishop.

If you'd like to support YEA! Phoenix or volunteer for the program, contact Bishop at 623-215-6587 or lynda@lyndabishop.com.

*James E. Garcia is associate editor for DATOS: The State of Arizona's Hispanic Market.*

# HISPANIC HOMEOWNERSHIP CONTINUES TO BUILD UP

JAMES E. GARCIA, ASSOCIATE EDITOR

The rate of Hispanic homeownership nationwide is growing, but experts say significant barriers to Latino home purchases remain.

About 46 percent of Latino households in the U.S. owned their own home in 2017, and the rate of Hispanic homeownership increased for three consecutive years, according to the State of Hispanic Homeownership Report, released earlier this year by the National Association of Hispanic Real Estate Professionals (NAHREP). The report found that the overall rate of U.S. homeownership for the same period was relatively stagnant.

Additionally, the long-term forecast for Hispanic homeownership is strong. From 2000-2017, the number of Hispanic-owned households increased 76 percent. Driven by steady population growth, especially among Millennials, and growing overall incomes, Latinos are predicted to make up a slight majority of all new homebuyers in the U.S. between 2010 and 2030.

In Arizona, the Hispanic homeownership rate was higher than the national average at 50.6 percent in 2017. New Mexico had the highest Hispanic homeownership rate at nearly 65 percent.

Yet Hispanic homeownership lags far below the general population. Overall, nearly 64 percent of all U.S. households own their own homes, as compared to 46 percent of Hispanic households.

While the rate of homeownership among Hispanics peaked in 2006-2007 at nearly 50 percent, the economic crash of the Great Recession took a comparatively harder toll on Latino households. In 2009 and 2010, tens of thousands of Hispanics lost their homes and the total number of Hispanic homeowners dipped from about 6.3 to 6.2 million. Hispanic homeownership began to rebound in 2011 and by 2017 there were nearly 7.5 million Hispanic homeowners.

The main barriers to Hispanic homeownership are lower income, lack of a down payment, and an insufficient credit history, though discriminatory lending practices remain an issue. More than half of U.S. Hispanics believe it would be difficult to get a home mortgage, even though about 80 percent of those surveyed believe buying a home is a good investment.

"African Americans and Latinos continue to be routinely denied conventional mortgage loans at rates sometimes far higher than their white neighbors," according to a year-long study by WUNC, The Center for Investigative Reporting's Reveal Show, and the Associated Press.

The report found that not being able to purchase a home stymies a family's ability to build household wealth. The U.S. Census Bureau shows the net worth of a Latino family at $12,000 as compared to $132,000 for a white family.

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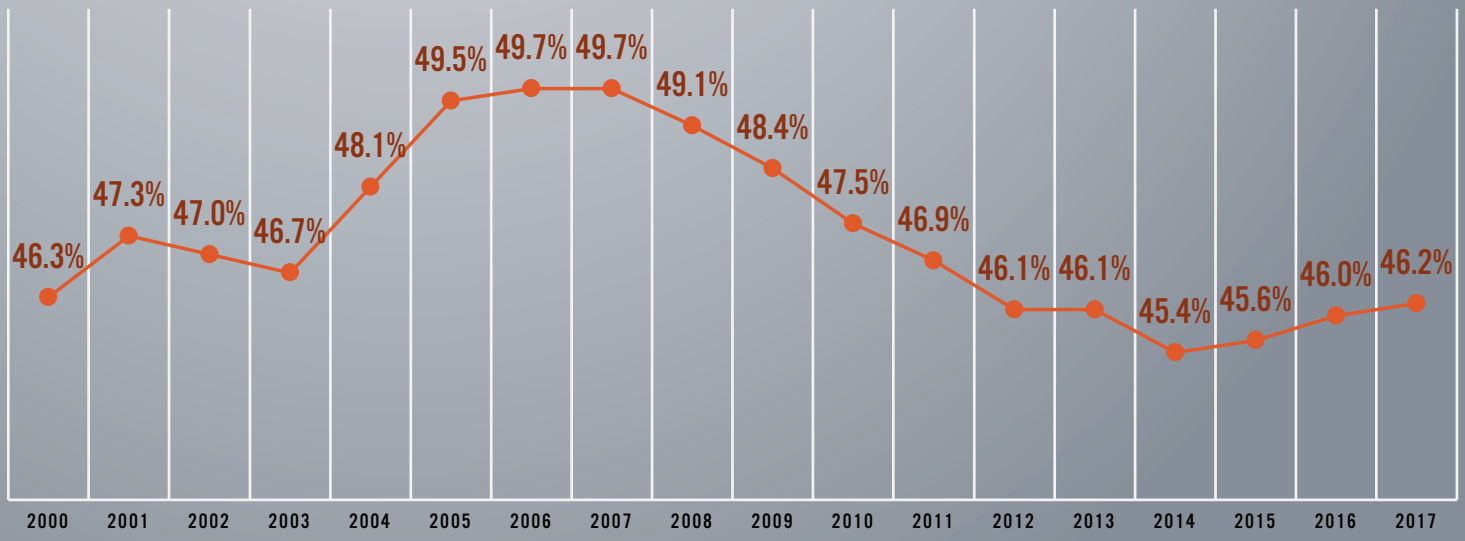
"WHILE THE OVERALL HOMEOWNERSHIP RATE REMAINS STAGNANT NATIONWIDE, THE PACE OF HOME PURCHASES BY THOSE IN THE HISPANIC COMMUNITY ROSE."

– Hispanic Wealth Project and National Association of Hispanic Real Estate Professionals

Source: Placester, 2017 Real Estate News, Trends, and Stats: The Year in Review, December 2017
placester.com/real-estate-marketing-academy/2017-real-estate-news/

# HISPANIC HOMEOWNERSHIP RATE PEAKED IN 2006-2007 AT 49.7%

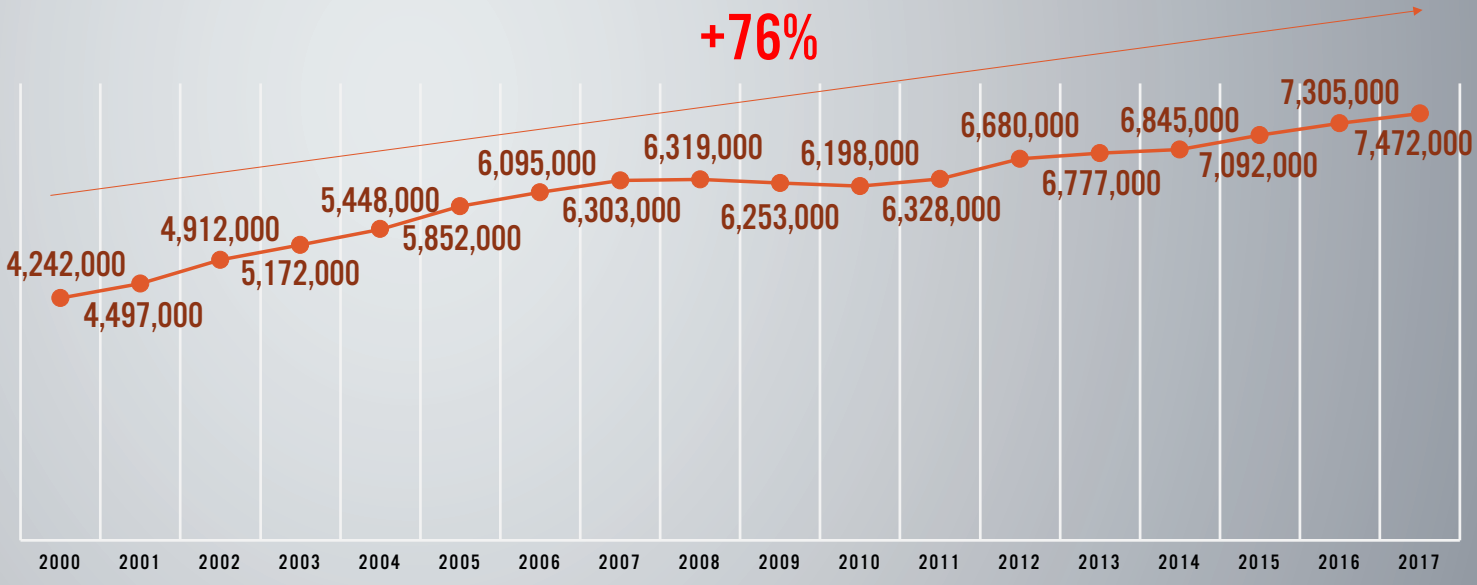
## HISPANIC RATE OF HOMEOWNERSHIP




Source: Hispanic Real Estate Professionals (NAHREP) and the Hispanic Wealth Project (HWP), The 2017 State of Hispanic Homeownership Report
hispanicwealthproject.org/shhr/2017-state-of-hispanic-homeownership-report.pdf

# FROM 2000-2017, HISPANIC-OWNED HOUSEHOLDS INCREASED BY 76% IN THE U.S.

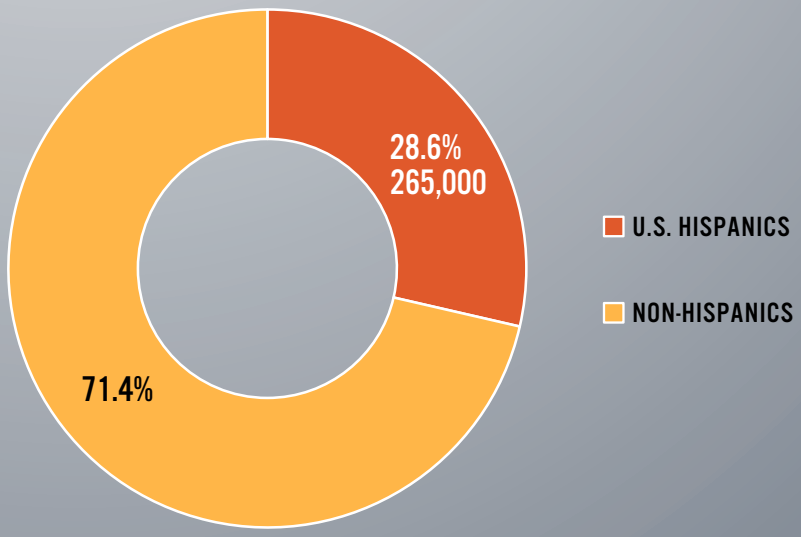
## NUMBER OF HISPANIC-OWNED HOUSEHOLDS




Source: Hispanic Real Estate Professionals (NAHREP) and the Hispanic Wealth Project (HWP), The 2017 State of Hispanic Homeownership Report
hispanicwealthproject.org/shhr/2017-state-of-hispanic-homeownership-report.pdf

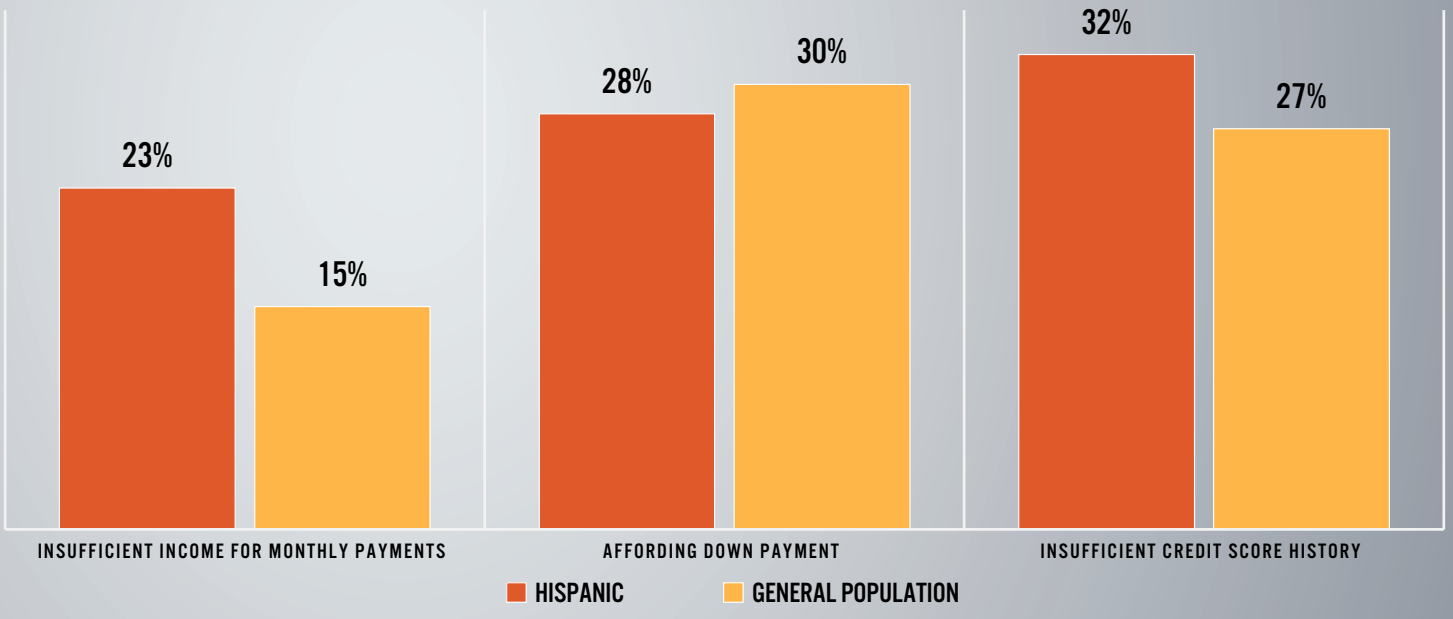
# IN 2017, HISPANICS ACCOUNTED FOR 28.6% OF ALL HOUSEHOLD FORMATIONS IN THE U.S.

## 2017 U.S. HOUSEHOLD FORMATIONS




Source: Hispanic Real Estate Professionals (NAHREP) and the Hispanic Wealth Project (HWP), The 2017 State of Hispanic Homeownership Report
hispanicwealthproject.org/shhr/2017-state-of-hispanic-homeownership-report.pdf

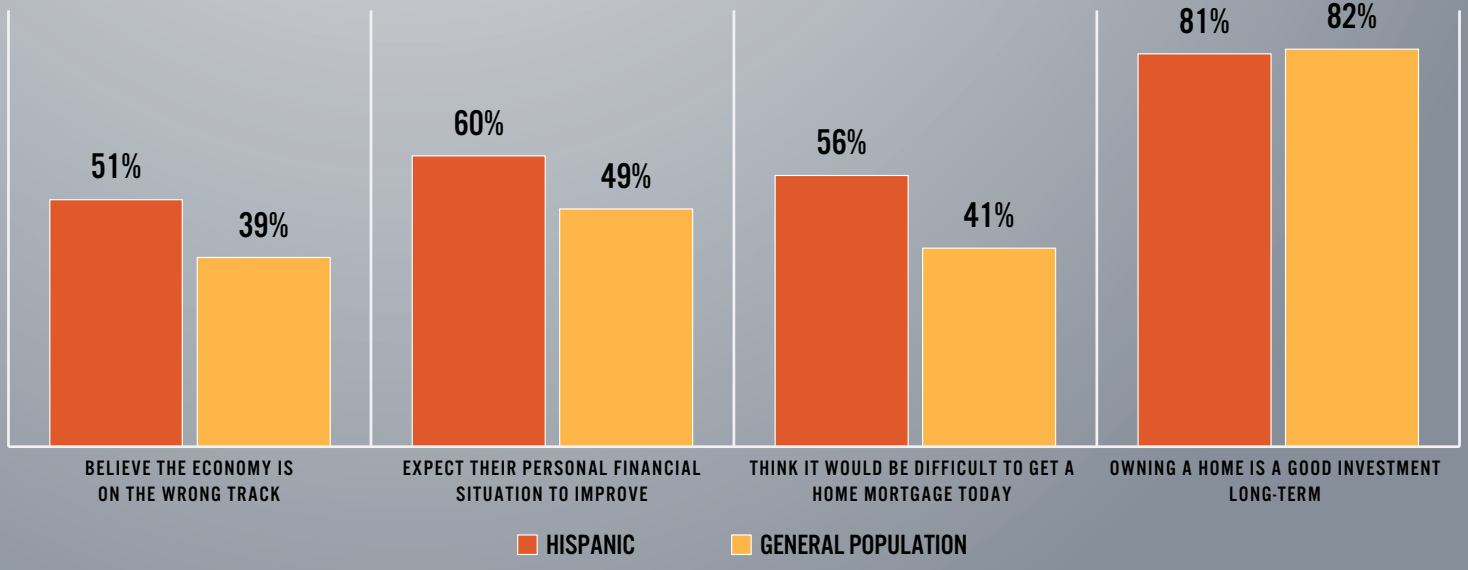
# HISPANICS FACE THREE MAJOR OBSTACLES WHEN TRYING TO GET A MORTGAGE




Source: Hispanic Real Estate Professionals (NAHREP) and the Hispanic Wealth Project (HWP), The 2017 State of Hispanic Homeownership Report
hispanicwealthproject.org/shhr/2017-state-of-hispanic-homeownership-report.pdf

# MORE THAN HALF OF HISPANICS BELIEVE IT WOULD BE DIFFICULT TO GET A HOME MORTGAGE

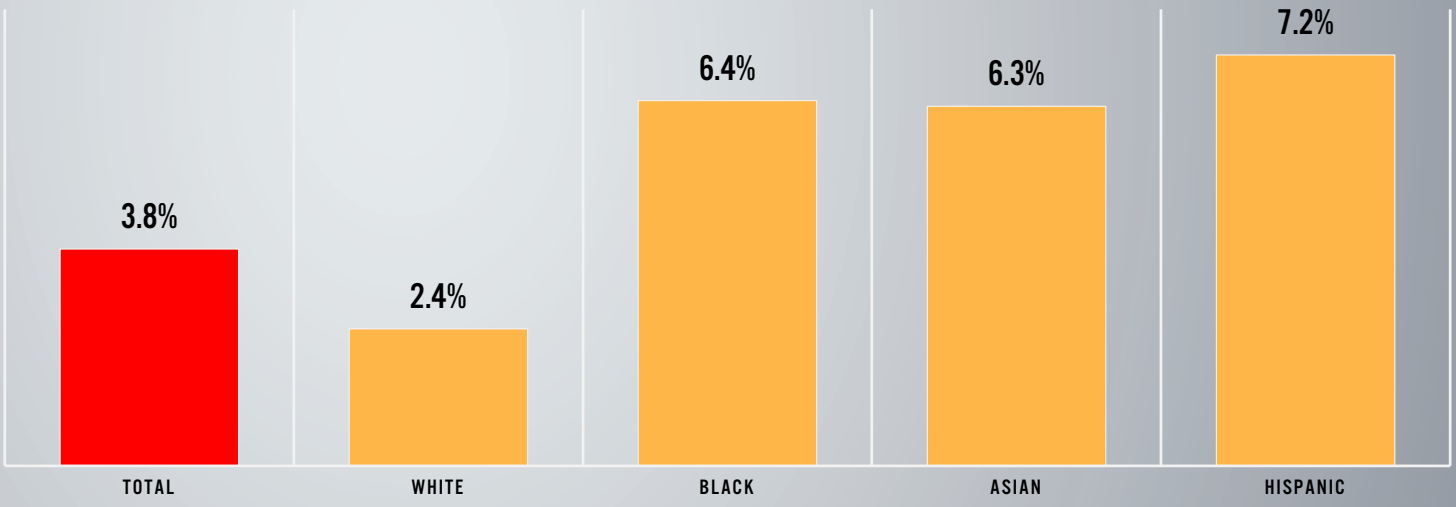
## CONSUMER ATTITUDES TOWARD HOMEOWNERSHIP




Source: Hispanic Real Estate Professionals (NAHREP) and the Hispanic Wealth Project (HWP), The 2017 State of Hispanic Homeownership Report
hispanicwealthproject.org/shhr/2017-state-of-hispanic-homeownership-report.pdf

# MORE U.S. HISPANIC HOUSEHOLDS HAVE OTHER RELATIVES* IN THE HOME

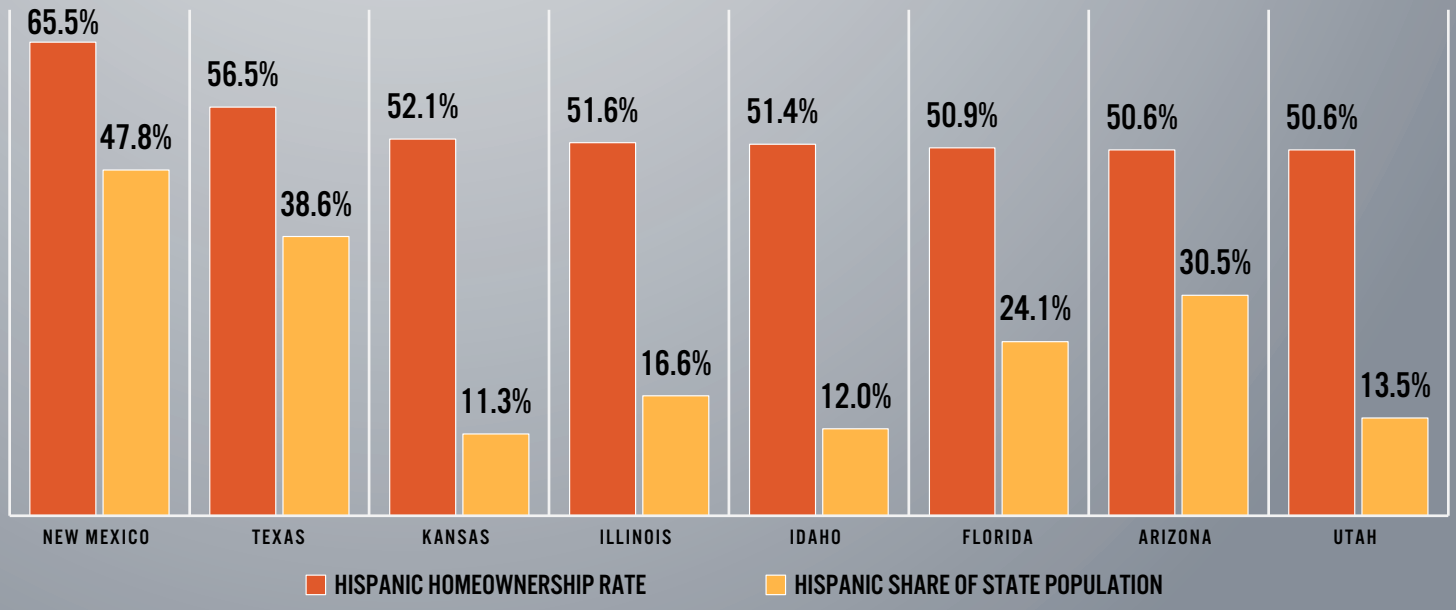
## PERCENTAGE OF HOUSEHOLDS LIVING WITH OTHER RELATIVES BY RACE/ETHNICITY




*WHERE THE OTHER RELATIVE IS NOT THE HOUSEHOLDER'S SPOUSE OR THE HOUSEHOLDER'S BIOLOGICAL, STEP, OR ADOPTED CHILD

Source: U.S. Census Bureau, Households by Race and Hispanic Origin of Household Reference Person and Detailed Type, 2016
www.census.gov/data/tables/2016/demo/families/cps-2016.html

# HISPANIC HOMEOWNERSHIP RATE BY STATE*

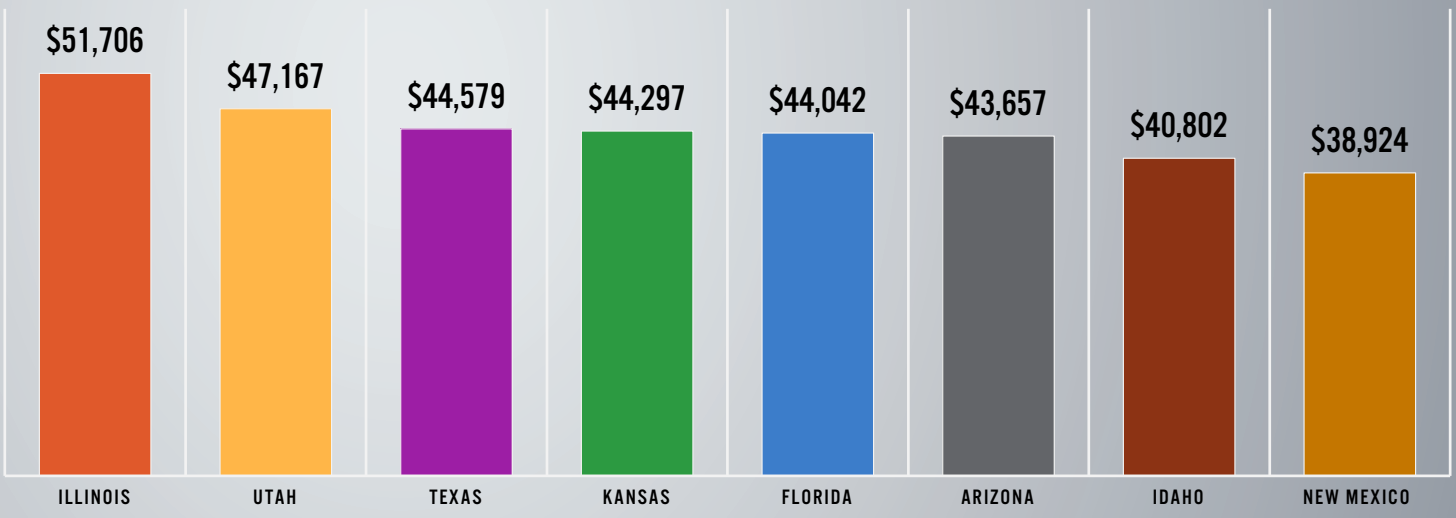



*STATES WITH A HISPANIC HOMEOWNERSHIP RATE OF AT LEAST 50% WHERE HISPANICS ACCOUNT FOR AT LEAST 10% OF THE POPULATION

Source: Hispanic Real Estate Professionals (NAHREP) and the Hispanic Wealth Project (HWP), The 2017 State of Hispanic Homeownership Report
hispanicwealthproject.org/shhr/2017-state-of-hispanic-homeownership-report.pdf

# ARIZONA RANKED 6TH FOR HIGHEST HISPANIC HOUSEHOLD INCOME OF HISPANIC DENSE STATES*

## HISPANIC MEDIAN HOUSEHOLD INCOME




*STATES WITH A HISPANIC HOMEOWNERSHIP RATE OF AT LEAST 50% WHERE HISPANICS ACCOUNT FOR AT LEAST 10% OF THE POPULATION

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hispanicwealthproject.org/shhr/2017-state-of-hispanic-homeownership-report.pdf

## NOTES

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# WEST PHOENIX HOUSING COMPLEX OFFERS INDEPENDENT SENIOR LIVING IN A SOCIALLY SUPPORTIVE ENVIRONMENT

BY DINA DE LEON

People need to be with other people. It's human nature. It's also good for your health.

The staff at Casa de Primavera Senior Living Facility understands that and has created an environment for residents that lets them socialize and live as independently as possible.

"I learn so much," says one Primavera resident. "The activities help me learn so much personally, physically, mentally.... I love the Zumba."

Casa de Primavera is a 162-unit senior living facility in West Phoenix. The complex, managed by Chicanos Por La Causa, is at 45th Avenue and McDowell Road. Qualified residents must earn less than 30 percent of the Area Median Income ($49,328) and be at least 62. CPLC runs a total of eight senior living/housing facilities across the valley located in Maricopa County, Tucson, and Safford.

CPLC impacts over 300,000 people annually in Arizona, Nevada, and New Mexico, offering a comprehensive range of bilingual and bi-cultural services in health and human services, housing, education and economic development.

CPLC's Director of Research and Evaluation Karen Armknecht says 87 percent of the residents at Primavera are Hispanic. About half are of Mexican descent. Most other residents there are of Central American, South American, Caribbean and Filipino.

Armknecht said there's a long waiting period for affordable housing for people in need of independent senior living rental assistance. Applicants may wait up to two years. At Casa de Primavera, the waitlist ranges from 12 to 18 months. Communities that don't have rental assistance are readily available, but usually unaffordable to seniors whose only income is social security.

Citing a Health Outcomes Research Study funded by the Robert Wood Johnson Foundation, Armknecht said holistic solutions that address non-medical issues boost residents' well-being and mental health. That's another way of saying "people need be with other people." Not surprisingly, residents involved in Primavera's many social activities are less likely to be depressed.

The staff encourages residents to participate in coffee and tea parties, potlucks, arts & crafts, and walking clubs. The CPLC staff communicates coping mechanisms by encouraging conversation around topics such as emotional health and diabetes management.

The oldest resident at Primavera is 95 and 9 residents are in their 90's. For now, Casa de Primavera is an independent living community and does not offer nursing or additional health services, but the facility is in the process of launching the CPLC's AZRA Elderly Home Health Care program on-site.

For more information about Casa de Primavera, please visit casadeprimaveraapts.com or call: (602) 269-6245.

*Dina de Leon is a communications specialist at the Arizona Hispanic Chamber of Commerce.*

# PASSION TO OFFER HEALTHY FOOD OPTIONS INSPIRES COUPLE TO OPEN MI VEGANA MADRE

## GLENDALE EATERY STARTED AS A FOOD TRAILER FOUR YEARS AGO

GLENDALE - On a cold Arizona evening in December 2013, Jose and Leticia Gamiz were about to go shopping at their local Fry's supermarket when they spotted a dog rummaging through the store's trash cans.

The dog was visibly weak and injured. The couple decided to rescue the dog, so Jose went in to buy dog food and rope for a leash. After an unsuccessful try at lifting the dog onto the bed of the couple's pick-up truck, Jose walked the dog home.

The couple did not plan to keep the dog, but Jose said he bonded with the German Shepherd (now named Rex) during the two-mile walk.

"I fell in love with the dog," said Jose, who didn't grow up around pets, though Leticia has always been an animal lover. He said that when he looked into Rex's eyes, he realized the animal had a soul.

Jose said it was their mutual love for animals that inspired the Gamiz's veganism, meaning they do not eat meat or dairy products. The vegan lifestyle also inspired the couple's new restaurant, *Mi Vegana Madre.*

The Mexican-Vegan restaurant, which started as a food trailer in 2014, is in Historic Downtown Glendale. To help get the business started, the couple has participated in business accelerator and coaching programs through ASU Prepped, Seed Spot, Vendeme Tu Sueño, Mapa Para Su Negocio, and Fuerza Local.

Jose and Leticia say their latest business venture aims to provide the community with healthy food options that align with the couple's personal philosophy on life. "We previously owned a tax office and a *mole* business," said Jose, "but our mission in life never aligned itself with our businesses."

Growing up, Jose said eating meat was reserved for special occasions and viewed as a luxury in his working class family. Plants were the easiest food to eat because they were outside of their doors. And plants, not pills, were used in his family as remedies for various illnesses.

"Our culture is so misunderstood," said Jose, "particularly when it comes to food in the Southwest." Jose adds that Mexican food is often mistaken for Tex-Mex cuisine, a fusion of Mexican and American foods, when, actually, the heart and soul of Mexican food is rooted in Central and Southern Mexico.

The Aztec Indians, Jose points out, built floating gardens (chinampas), not floating slaughterhouses. He believes people need to rediscover the history of the plant-based diet and lifestyle in Mexico because it is a culturally relevant, healthy and easily accessed food option.

The ingredients used in Mi Vegana Madre and the couple's kitchen at home are simple, said Jose, coming from area grocery stores like Costco, Food City, WinCo, and Sprouts.

In other words, a vegan lifestyle isn't hard to achieve. All of the ingredients are available in your local produce department. All you need to add is a splash of healthy inspiration.

# FOOD INSECURITY AMONG LATINOS TIED TO HIGHER THAN AVERAGE POVERTY RATES

JAMES E. GARCIA, ASSOCIATE EDITOR

High school and college graduation rates among U.S. Latinos are up. The growth rate for Hispanic-owned businesses is greater than the national average. The Latino middle class is growing, along with its overall economic, cultural and political influence.

Yet, poverty remains a serious issue in the Hispanic community, and higher poverty rates lead to more food insecurity, including widespread hunger rates, say experts.

"Latinos are more likely to live in poverty and lack regular, reliable access to food needed for good health than other people in the U.S.," a 2017 report by Bread for the World found.

The poverty rate was 9 percent for non-Hispanic Whites but more than double that, 20 percent, for Hispanics in the U.S. in 2016, according to the Census Bureau.

Among Latino families, the rate of food-insecurity is higher than the national average. In Hispanic households, 18.5 percent face food insecurity, as compared to 12 percent of non-Hispanic White-led households. Nearly 22 percent of Latino children face food insecurity as compared to 16 percent of non-Hispanic White children.

According to the U.S. Census Bureau, about 27 percent of Latino children live below the poverty line, compared with 18 percent of all U.S. children. At the other end of the age spectrum, about 17 percent of Latino adults aged 60 and over lived below in poverty, compared with 10 percent of all U.S. adults in that age group.

A key federal food program to combat hunger nationwide, SNAP, may face budget cuts in the coming year, even though supporters say it has helped lift millions of over poverty. Eligibility is based on annual income and the size of a family.

"In a typical month of 2016, SNAP helped about 10 million Latinos put sufficient food on the table," according to a report by the Center for Budget Priorities. "Its benefits lifted about 2.5 million Latinos, including 1.2 million children, out of poverty in 2015."

Latinos represent more than one-fifth of all SNAP participants.

In addition to not having enough food, Latinos are also less likely to have access to healthy food choices, according to research by UnidosUS in 2016, the most influential Hispanic advocacy group in the country.

"Hispanic neighborhoods, particularly those in nonurban areas, have almost one-third fewer chain supermarkets but more convenience stores [where food costs more and tends to be less healthy] than non-Hispanic neighborhoods," the UnidosUS report found. "Latino children and low-income people are at particular risk."

"In a national survey, more than 10 percent of Hispanics reported difficulty in accessing affordable fresh fruits and vegetables–a higher rate than any other racial/ethnic group."

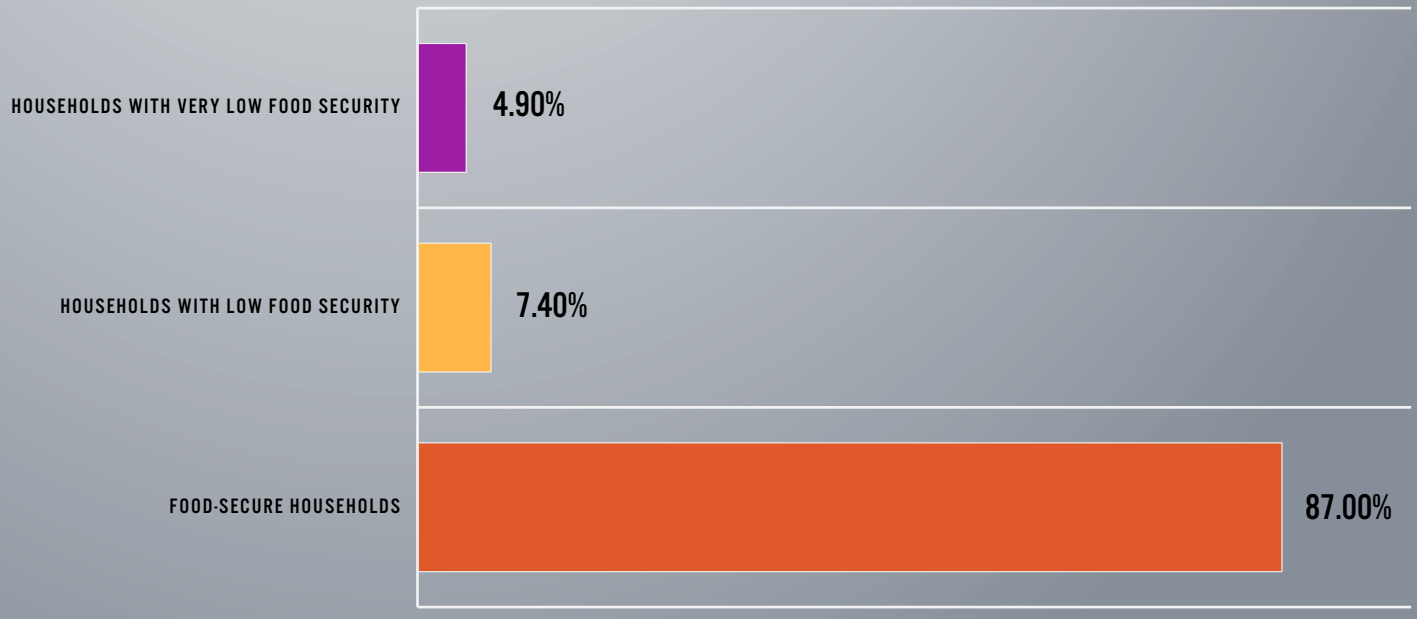
# 5 QUALITY AFFORDABLE FOOD

"21% OF COUNTIES WITH A MAJORITY-LATINO POPULATION FALL INTO THE 10% OF COUNTIES WITH THE HIGHEST CHILDHOOD FOOD-INSECURITY RATES."

"LATINO CHILDREN ARE NEARLY TWICE AS LIKELY TO LACK ACCESS TO SUFFICIENT NUTRITIOUS FOOD AS NON-LATINO WHITE CHILDREN (24% VS. 14%)."

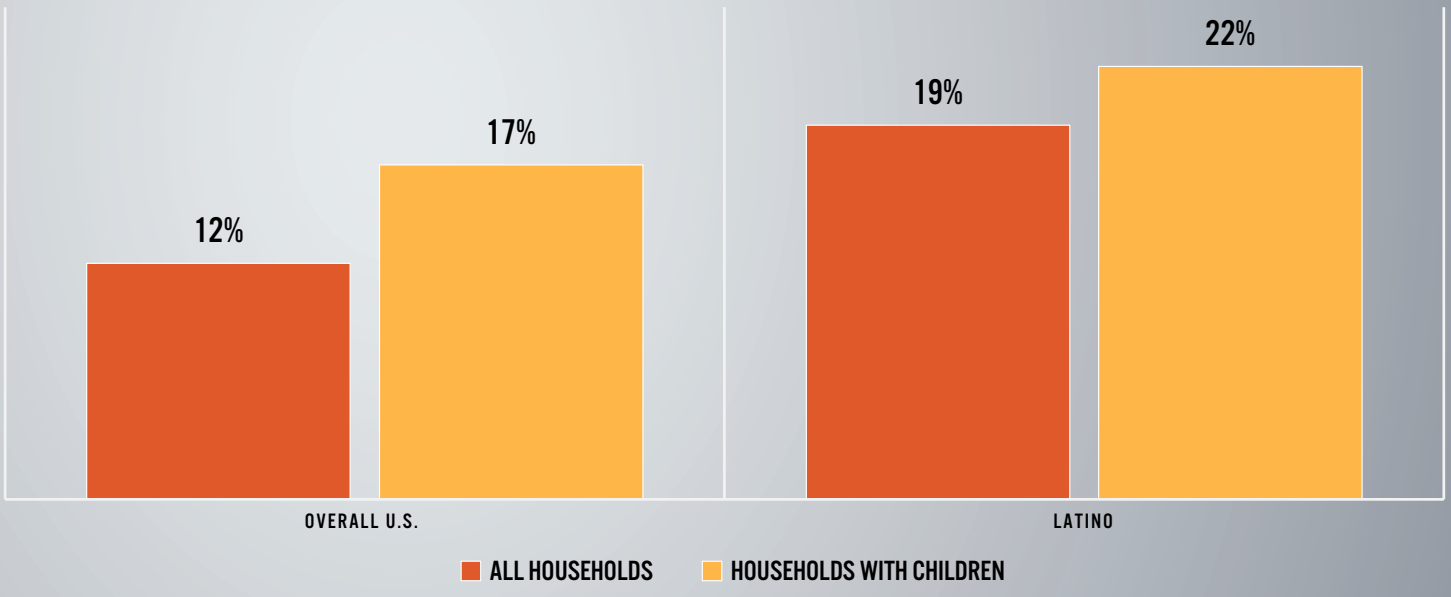
Source: Bread for the World, Hunger and Poverty in the Latino Community, September 2017
www.bread.org/sites/default/files/hunger-poverty-latino-community-september-2017.pdf

## NEARLY 90% OF U.S. HOUSEHOLDS ARE LABELED 'FOOD SECURE'



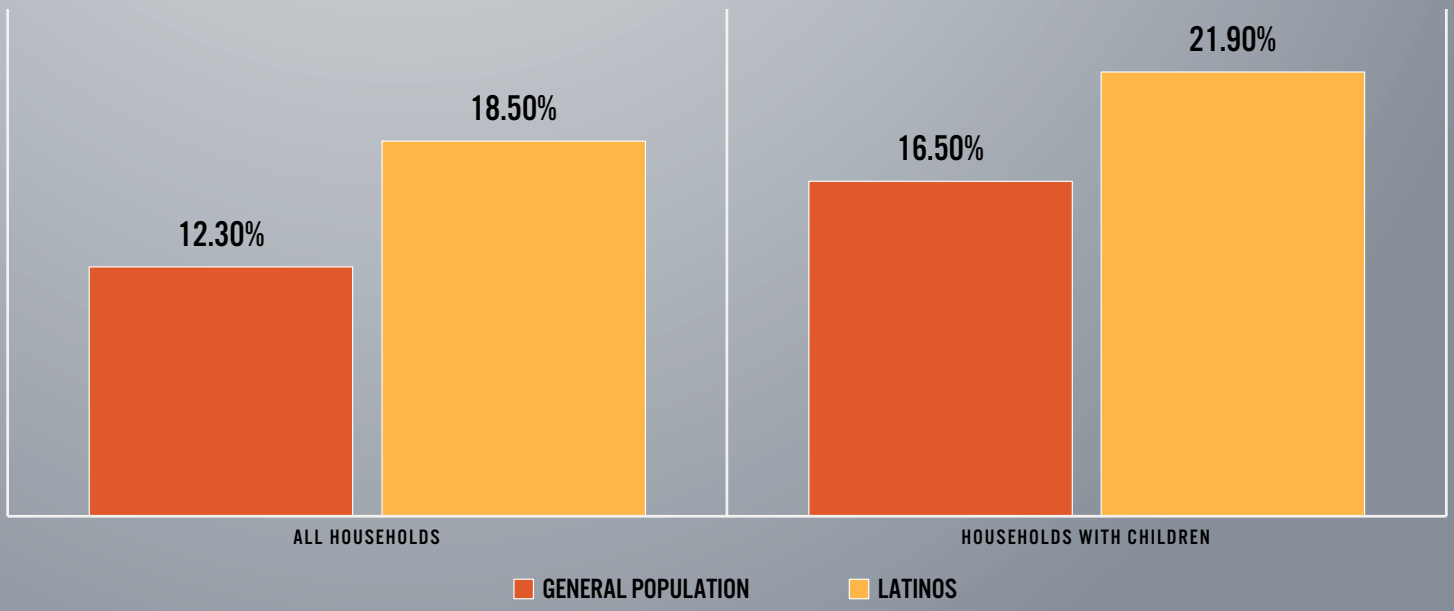

Source: USDA, Household Food Security in the United States, 2016
www.ers.usda.gov/webdocs/publications/84973/err-237.pdf?v=42979

# LATINO HOUSEHOLDS HAVE HIGHER FOOD INSECURITY THAN THE NATION AS A WHOLE



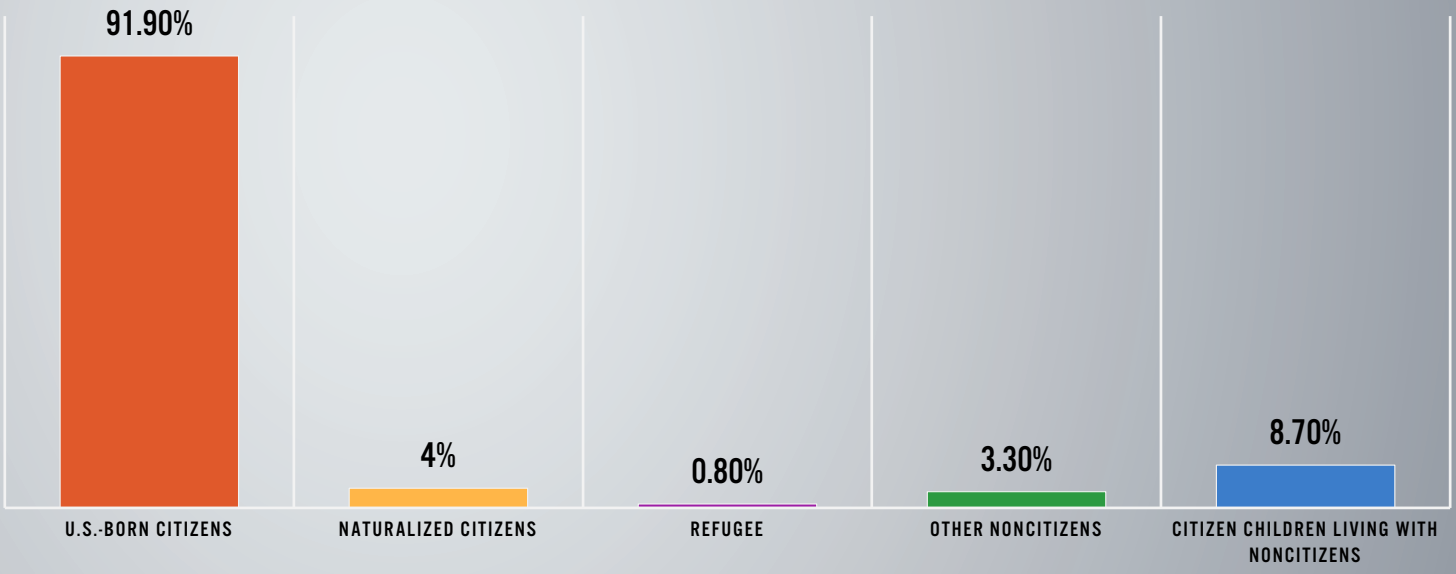

Source: Center on Budget and Policy Priorities, SNAP Helps Millions of Latinos, February 2018
www.cbpp.org/research/food-assistance/snap-helps-millions-of-latinos

# HOUSEHOLDS WITH CHILDREN SUFFER MORE FOOD INSECURITY




Source: Bread for the World, Hunger and Poverty in the Latino Community, September 2017
www.bread.org/sites/default/files/hunger-poverty-latino-community-september-2017.pdf

# OVER 90% OF SNAP* RECIPIENTS IN 2015 WERE U.S. CITIZENS




*SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM

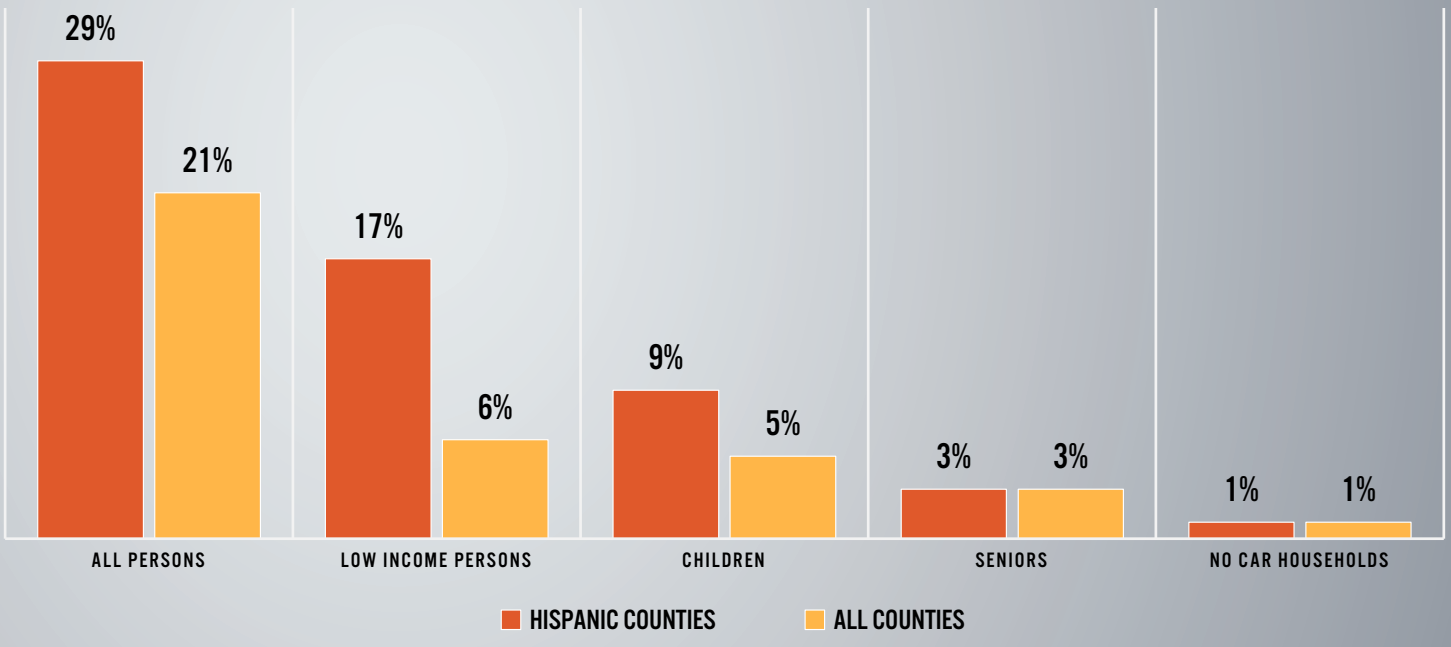
Source: NPR, Deportation Fears Prompt Immigrants to Cancel Food Stamps, 2017
www.npr.org/sections/thesalt/2017/03/28/521823480/deportation-fears-prompt-immigrants-to-cancel-food-stamps

"MORE THAN 10% OF HISPANICS REPORT DIFFICULTY IN ACCESSING AFFORDABLE FRESH FRUIT AND VEGETABLES, WHICH WAS THE HIGHEST RATE OF ALL RACIAL/ETHNIC GROUPS IN A NATIONAL SURVEY. THE SURVEY ALSO SHOWED THAT ACCESS TO FRESH PRODUCE WAS LINKED WITH HEALTH: CHALLENGES TO ACCESS WERE FOUR TIMES GREATER AMONG THOSE REPORTING POOR HEALTH THAN PEOPLE REPORTING EXCELLENT HEALTH (20% VS. 5%)."

Source: UnidosUS, The Food Environment and Latinos' Access to Healthy Food, 2015
www.unidosus.org/Assets/uploads/Publications/Nutrition-Profiles/2015plh_issue4_61115.pdf

# HISPANICS HAVE LESS ACCESS TO GROCERY STORES

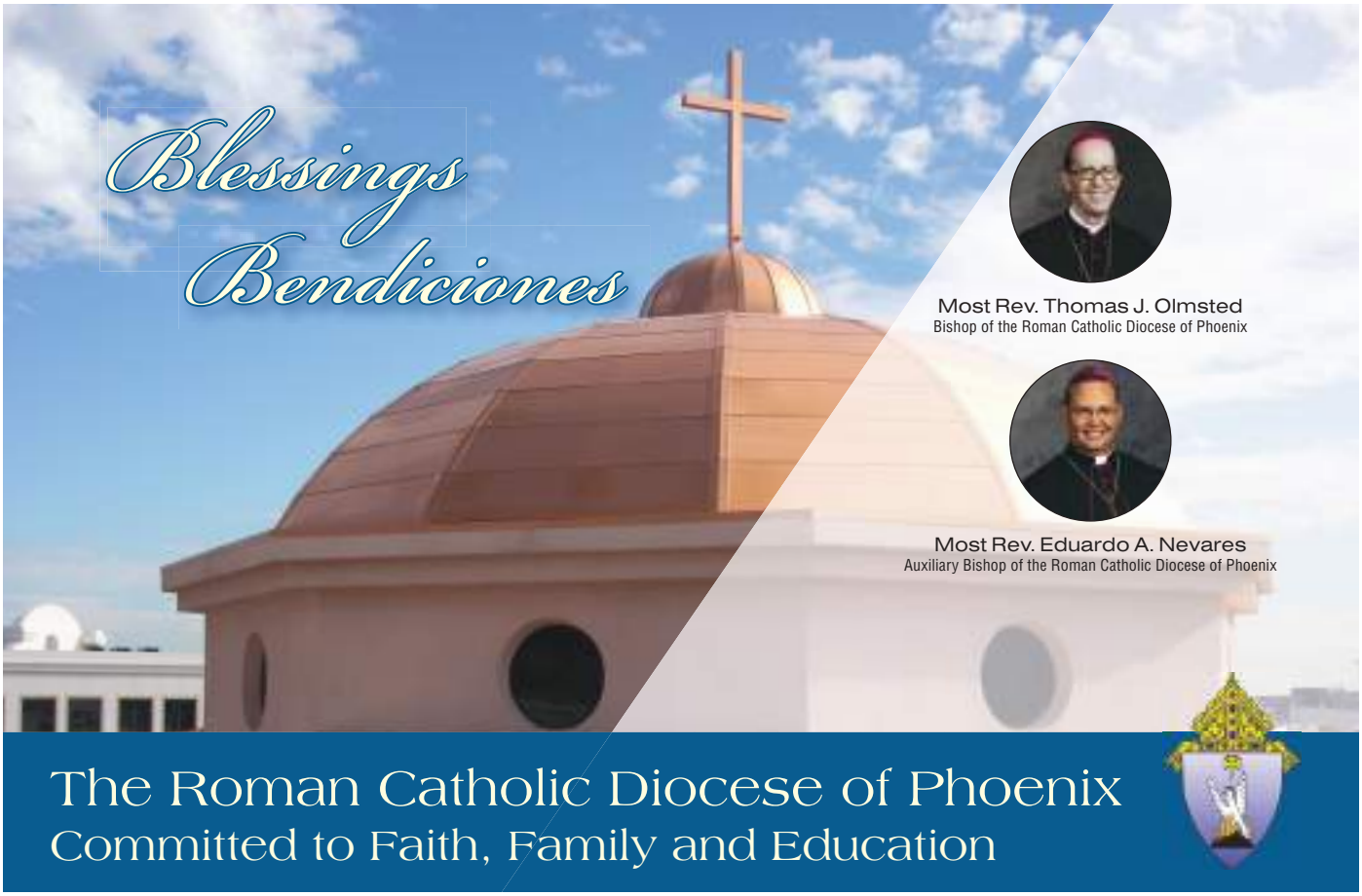
## PERCENT OF PEOPLE WITH LOW ACCESS TO GROCERY STORES (2010)




Source: Bread for the World, For Latinos, access to healthy foods can be sporadic, 2016
www.bread.org/blog/latinos-access-healthy-foods-can-be-sporadic

"... STATEWIDE LATINO ENROLLMENT IN THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP, FORMERLY KNOWN AS THE FOOD STAMP PROGRAM) HAS BEEN DECLINING RELATIVE TO NON-LATINO ENROLLMENT AND DECLINING IN ABSOLUTE TERMS SINCE DECEMBER 2009."

Source: Hunger Center, Around a Common Table, 2011
www.hungercenter.org/wp-content/uploads/2011/07/SNAP-Outreach-for-Latino-HHs-in-AZ-Lawrence.pdf






Most Rev. Thomas J. Olmsted
Bishop of the Roman Catholic Diocese of Phoenix



Most Rev. Eduardo A. Nevares
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Arizona State University

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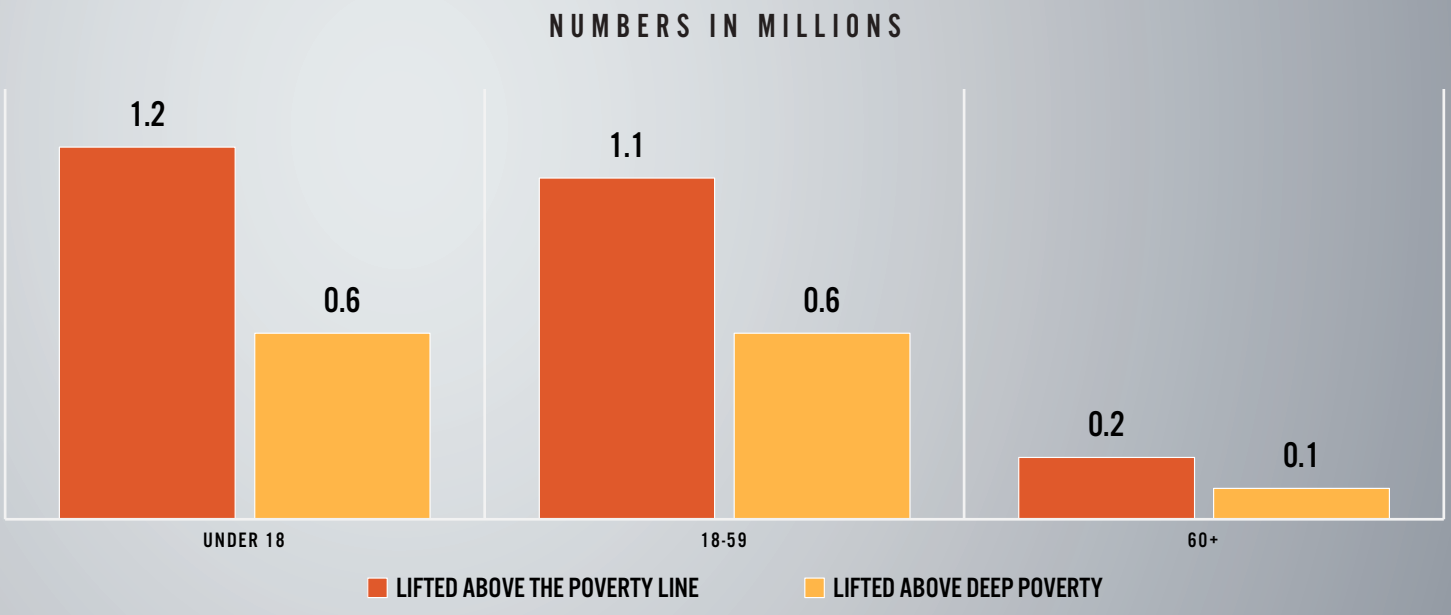
*Through partnerships, publications and public outreach, the **Latino Public Policy Center at Morrison Institute** seeks to improve Arizona's understanding of Latino-related issues and challenges. Public-policy decisions on education, community and economic opportunity will affect future generations not just for Latinos but for all Arizonans.*

***Latinos and Arizona: One and the same.***

*Director: Joseph Garcia · Joseph.C.Garcia@asu.edu · 602.496.0205*
*MorrisonInstitute.asu.edu/Latinos*

# SNAP LIFTED MILLIONS OF LATINOS OUT OF POVERTY AND 'DEEP POVERTY'




Source: Center on Budget and Policy Priorities, SNAP Helps Millions of Latinos, February 2018
www.cbpp.org/research/food-assistance/snap-helps-millions-of-latinos

"MORE THAN A FIFTH OF SNAP BENEFITS – ABOUT $16 BILLION IN 2016 – WENT TO LATINO HOUSEHOLDS."

"ON AVERAGE, LATINO HOUSEHOLDS THAT PARTICIPATE IN SNAP RECEIVE $290 IN SNAP EACH MONTH."

"A TYPICAL PARTICIPATING LATINO FAMILY OF THREE HAS AN AVERAGE MONTHLY INCOME OF $980, OR 59 PERCENT OF THE POVERTY LINE. WHEN THEIR $400 SNAP BENEFIT – THE AVERAGE FOR A FAMILY OF THREE – IS ADDED TO THEIR CASH INCOME, TOTAL MONTHLY RESOURCES RISE BY 29 PERCENT, TO $1,380."

Source: Center on Budget and Policy Priorities, SNAP Helps Millions of Latinos, February 2018
www.cbpp.org/research/food-assistance/snap-helps-millions-of-latinos

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Bachelor of Science in Nursing, 2006
Master of Science in Nursing, 2009
Doctor of Health Administration, Current Student
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# MYTH: U.S. HISPANICS DON'T CARE ABOUT THE ENVIRONMENT

JAMES E. GARCIA, ASSOCIATE EDITOR

"Hispanic children are twice as likely to die from asthma than non-Hispanic white children."

That stark conclusion can be found in *Nuestro Futuro: Climate Change and U.S. Latinos*, published in 2016 by the Natural Resources Defense Council, one of the nation's leading environmental organizations.

While the tragically high incidence of asthma among Latino children is an urgent concern in the Hispanic community, comprehensive research about the impact of environmental pollution on U.S. Latinos is still a relatively recent phenomenon.

Why the sudden interest? The rapid growth in the Hispanic population, along with its increasing economic and political clout are among the main reasons. In Arizona, for instance, the Latino population grew 64 percent from 2000 to 2016 and total spending power in 2018 is expected to reach $47 billion. Latinos are also becoming more educated and more influential in policy making circles. And while environmental groups still tend to be run by older non-Hispanic whites, more people of color, including younger Hispanics, are joining the ranks of leading environmental activists.

In Tucson, for instance, Regina Romero of the Center for Biological Diversity is an important voice on the environment, and a member of the Tucson City Council. In Phoenix, Chispa Arizona is led by Laura Dent, who is raising that organization's profile as part of the statewide push to boost renewable energy resources. While Romero and Dent may still be a distinct minority among the ranks of the environmental movement, the nation's diverse population of millennials has become a ready pool of recruits for environmental organizations.

In short, the idea that U.S. Latinos don't care about the environment is a fading stereotype.

"Latinos care deeply–in fact, more than non-Hispanics–about environmental and public health protections," the NRDC report asserts. "In 2014, 9 in 10 Latinos polled said they wanted the government to take action to protect future generations from the dangers of climate change."

So why do Hispanic children suffer from asthma at higher rates? The answer is simple. They tend to live in more polluted communities. For instance, "More than 1.81 million Latinos live within a half mile of existing oil and gas facilities and the number is growing every year," according to the Clean Air Task Force. Many working class or poor Latinos reside in toxic urban environments, like Phoenix, where ozone and carbon dioxide levels routinely exceed clean air standards.

Yet, according to *Climate Change in the Latino Mind,* a 2017 Yale study:

- 80 percent of Latinos believe global warming is real
- 70 percent of Latinos believe global warming is caused by human activity
- 50 percent of Latinos believe people in the U.S. are harmed by global warming

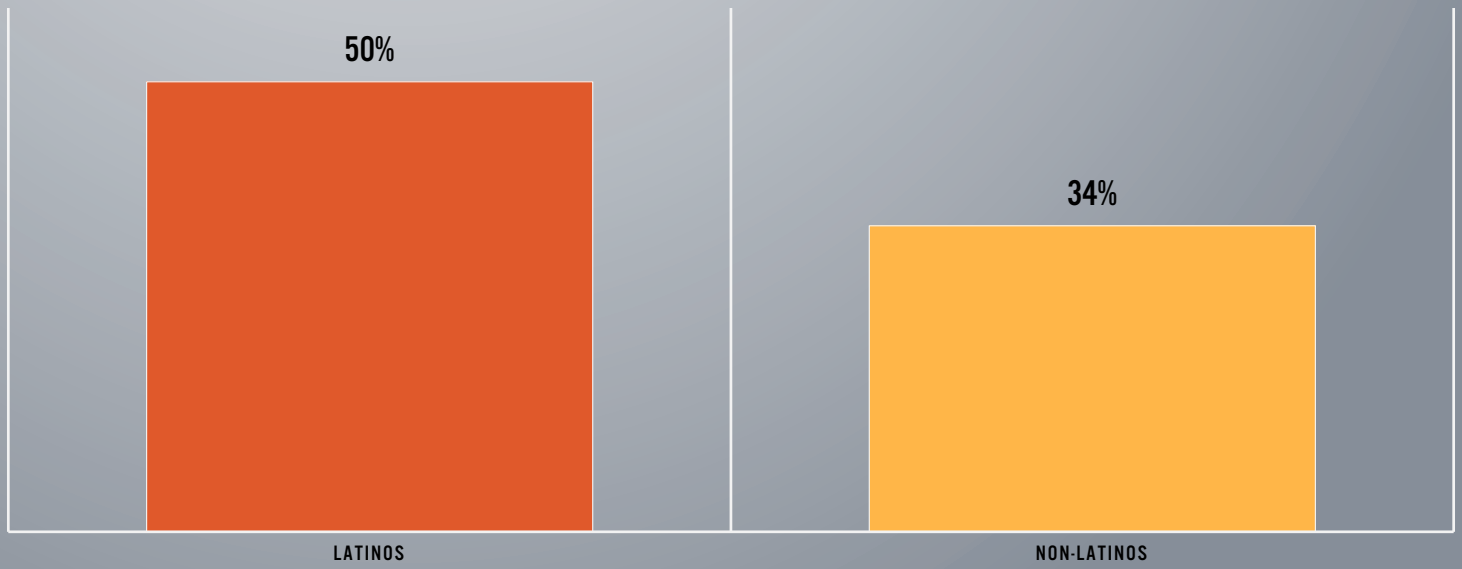
Why aren't these facts more commonly known? That may have to do with this factoid: 70 percent of Latinos have never been asked about global warming.

"MORE THAN 1.81 MILLION LATINOS LIVE WITHIN A HALF MILE OF EXISTING OIL AND GAS FACILITIES AND THE NUMBER IS GROWING EVERY YEAR."

Source: Clean Air Task Force, Latino Communities at Risk: The Impact of Air Pollution from the Oil and Gas Industry, 2016
www.catf.us/resources/publications/files/Latino_Communities_at_Risk.pdf

# HALF OF LATINOS THINK PEOPLE IN THE U.S. ARE BEING HARMED BY GLOBAL WARMING

## % WHO THINK GLOBAL WARMING IS HARMING PEOPLE RIGHT NOW

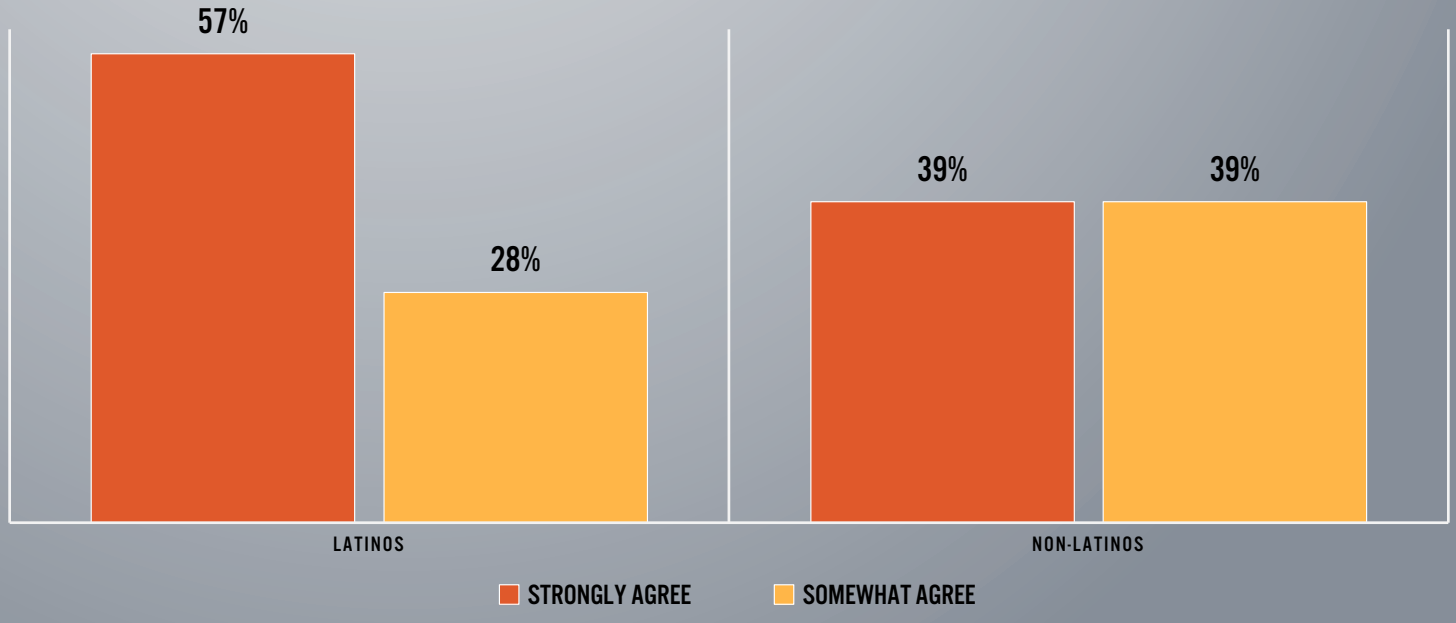



Source: Yale University, Climate Change in the Latino Mind, 2017
climatecommunication.yale.edu/wp-content/uploads/2017/09/Climate-Change-Latino-mind-May-2017.pdf

"THE LATINO POPULATION IS BURDENED BY 153,000 ASTHMA ATTACKS AND 112,000 LOST SCHOOL DAYS ATTRIBUTABLE TO OIL AND GAS AIR POLLUTION EACH YEAR."

Source: Clean Air Task Force, Latino Communities at Risk: The Impact of Air Pollution from the Oil and Gas Industry, 2016
www.catf.us/resources/publications/files/Latino_Communities_at_Risk.pdf

## SHOULD SCHOOLS TEACH CHILDREN ABOUT GLOBAL WARMING?

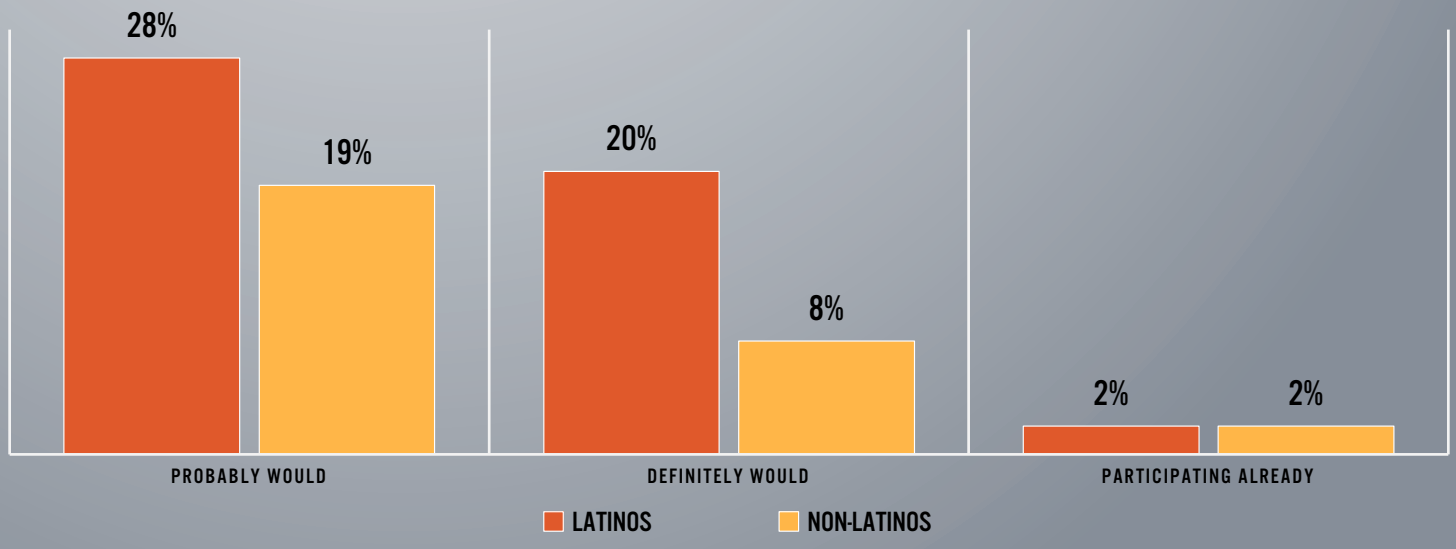



Source: Yale University, Climate Change in the Latino Mind, 2017
climatecommunication.yale.edu/wp-content/uploads/2017/09/Climate-Change-Latino-mind-May-2017.pdf

"HISPANIC CHILDREN ARE TWICE AS LIKELY TO DIE FROM ASTHMA THAN NON-HISPANIC WHITE CHILDREN."

Source: National Resources Defense Council (NRDC), Nuestro Futuro: Climate Change and U.S. Latinos, 2016
www.nrdc.org/sites/default/files/nuestro-futuro-climate-change-latinos-report.pdf

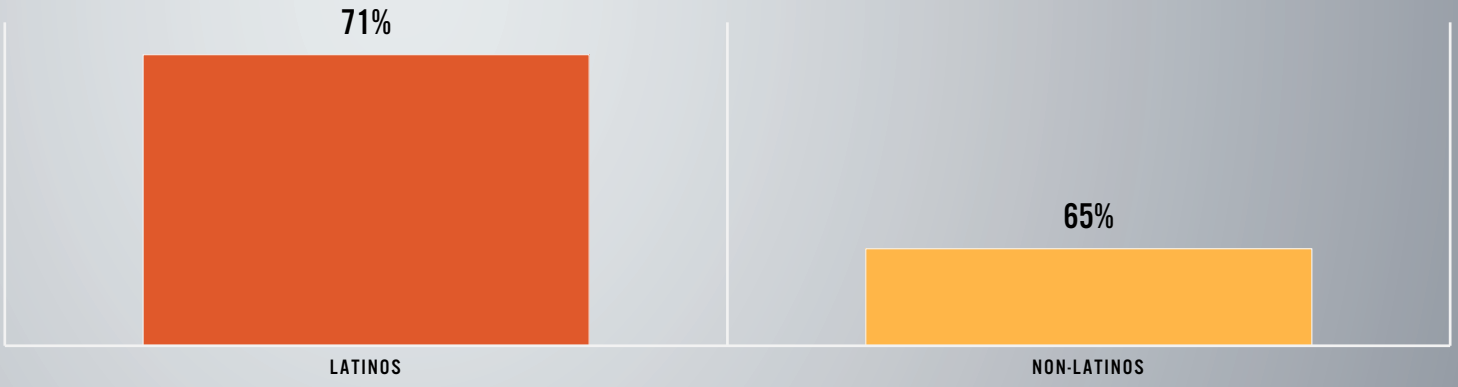
# 50% OF LATINOS WOULD PARTICIPATE IN A CAMPAIGN TO CONVINCE ELECTED OFFICIALS TO TAKE ACTION TO REDUCE GLOBAL WARMING



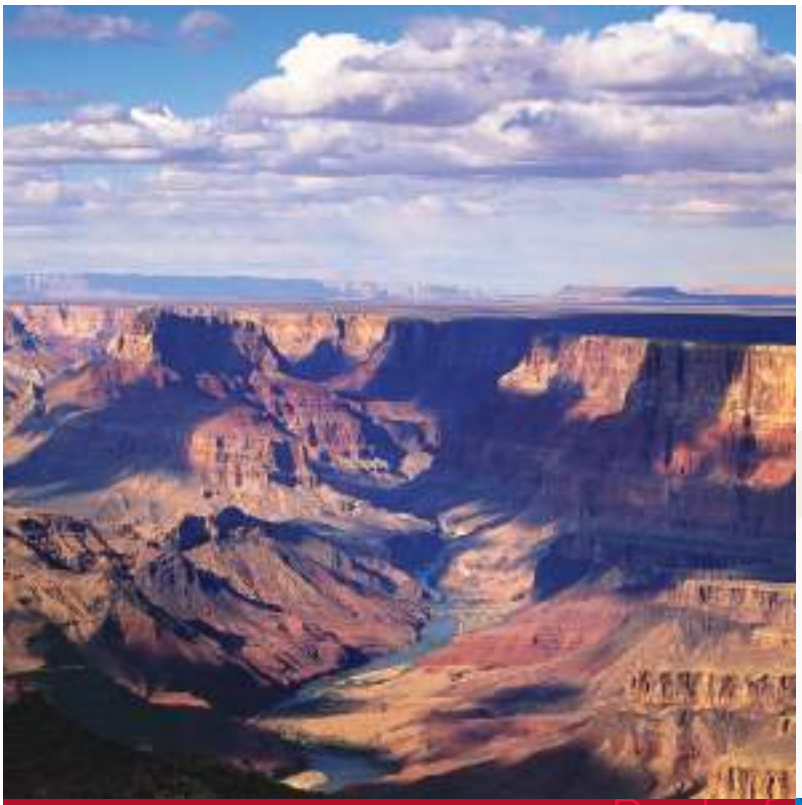

Source: Yale University, Climate Change in the Latino Mind, 2017
climatecommunication.yale.edu/wp-content/uploads/2017/09/Climate-Change-Latino-mind-May-2017.pdf

# SEVENTY PERCENT OF LATINOS HAVE NEVER BEEN CONTACTED BY A GROUP WORKING TO REDUCE GLOBAL WARMING

*"I HAVE NEVER BEEN CONTACTED..."*




Source: Yale University, Climate Change in the Latino Mind, 2017
climatecommunication.yale.edu/wp-content/uploads/2017/09/Climate-Change-Latino-mind-May-2017.pdf



When the community works together, the community works

A successful community depends on its people to live and grow. The more informed and innovative they are, the more they can discover new ways to meet their common goals.

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- Workforce Development

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For more information, contact the Neighborhood Services Department at mta@phoenix.gov.

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# CHISPA ARIZONA ENGAGING LATINOS IN GROWING ENVIRONMENTAL MOVEMENT

BY DINA DE LEÓN

"Latinos are inherently environmentalists," says Laura Dent, executive director of Chispa Arizona.

"The narrative around what it means to be an environmentalist has really been exclusionary," said Dent. "So a lot of the work that we do is working with community members and validating individuals' environmental experiences."

Founded in 2014, Chispa, a program of the League of Conservation Voters, now has offices in six states: Arizona, Colorado, Connecticut, New Mexico, Nevada and Maryland. Its mission is to build the capacity and leadership skills of Latinos so they can assume control of their environment by influencing policy makers and pressuring polluters to protect the right to clean air and water, healthy neighborhoods and a safe climate for everyone.

While environmental groups have traditionally been led by older, white progressives, Chispa's staff and volunteers are overwhelmingly Hispanic. Dent, who is Columbian American, said Chispa is challenging the misconception that Hispanics don't care about the environment. Independent research shows Latino families care deeply about the effects of pollution, especially since they often live in the country's most polluted communities.

Chispa Arizona's highest profile campaigns to date have included Clean Buses for Healthy Niños and the group's vocal support of the Clean Energy for Healthy Arizona ballot initiative in November. Clean Buses for Healthy Niños is aimed at replacing the state's aging fleet of diesel-powered schools buses with zero-emissions vehicles. In Arizona, 300,000 children ride school buses and school districts in low-income communities of color operate some of the state's oldest buses.

The Clean Energy for Healthy Arizona ballot initiative supports steadily increasing the amount of energy statewide that comes from renewable resources, like solar and wind, to 50 percent by 2030 – up from about 6 percent in 2016.

Chispa Arizona is also working to encourage greater voter participation and training Latino families to be more civically engaged.

*To learn more about Chispa Arizona or volunteer, call 602-258-0464 or email Dent at ldent@lcv.org.*

*Dina de León is the Communications Specialist at the Arizona Hispanic Chamber of Commerce,*

*Editor's Note: Arizona Hispanic Chamber of Commerce Communications Director James e. Garcia, via his private firm Creative Vistas Media, performs occasional contract work for Chispa.*

# IMMIGRANT CHILDREN COUNT!

**DATOS**, with no doubt, provides astounding numbers that prove Latinos' growth and accomplishments for the past year. Although Latinos should be saddened at this juncture of our country's life, our voices need to cry out. With **passion, strength and love**, we will speak on behalf of the poor immigrant children separated from their parents and for the reunification of their families.

***We have a moral obligation to speak out!***

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# RE-EXAMIING HEALTHCARE

JAMES E. GARCIA, ASSOCIATE EDITOR

Since the passage of the Affordable Care Act in 2010, the percentage of U.S. Latinos without health insurance has dropped precipitously, but all, forgive the pun, is not well.

In 2010, 43.2 percent of Hispanics nationwide were uninsured. By 2016, that figure had fallen to 24.8 percent. Despite that impressive gain, more Hispanics than Whites (8.7 percent) or Blacks (14.8 percent) are uninsured in America, according to The Commonwealth Fund, a foundation dedicated to promoting better health care for all Americans. Nearly 9 of 10 among the uninsured in the United States are Hispanic.

Why are so many Latinos uninsured? For one thing, about half of the uninsured among Hispanics are undocumented immigrants who cannot receive any federal government benefits, according to Pew Research.

Language barriers and lower education levels also add to ranks of the uninsured among Hispanics, says the federal Centers for Disease Control in its 2015 report Vital Signs. U.S. Hispanics on average are also far younger than non-Hispanics, and young people tend to not believe they need health insurance. In Arizona, the median age for Latinos is 27, while the median age for a non-Hispanic Whites is 41.

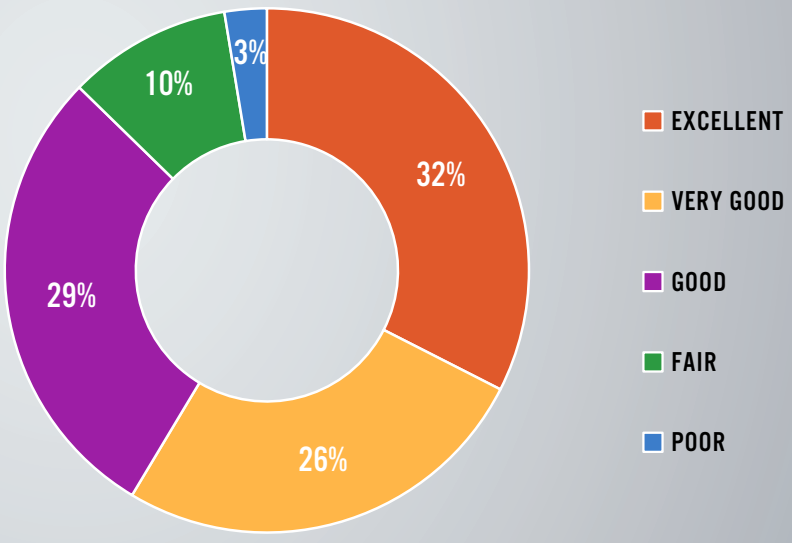
Another reason Hispanics are uninsured? Buying health insurance costs money, even if you qualify for a federal subsidy under the Affordable Care Act, and many Hispanics still live well below the poverty level. In 2017, according to the U.S. Census Bureau, the poverty rate for Hispanics nationwide was 18.3 percent, but it was 8.7 percent for whites and 21 percent for African Americans.

So, what are the biggest health care concerns for Hispanics? According to "Vital Signs", the first comprehensive study on Hispanic health by the CDC, "Hispanics are 50 percent more likely than non-Hispanic whites to succumb to liver disease and complications from diabetes."

According to the CDC, the top five leading causes of death for Hispanics are cancer, heart disease, unintentional injuries, stroke and diabetes. For non-Latino whites it's heart disease, cancer, chronic lower respiratory disease, unintentional injuries and stroke.

Foreign-born Hispanics, who make up a significant segment of the undocumented tend to be healthier than U.S.-born Latinos. Nearly 50 percent fewer Hispanic immigrants have cancer, and one-third fewer have high blood pressure. Hispanic immigrants tend to be younger than U.S.-born Latinos.

# 32%* OF HISPANICS/LATINOS IN 2015 REPORTED EXCELLENT HEALTH




*PERCENTAGES ARE AGE-ADJUSTED

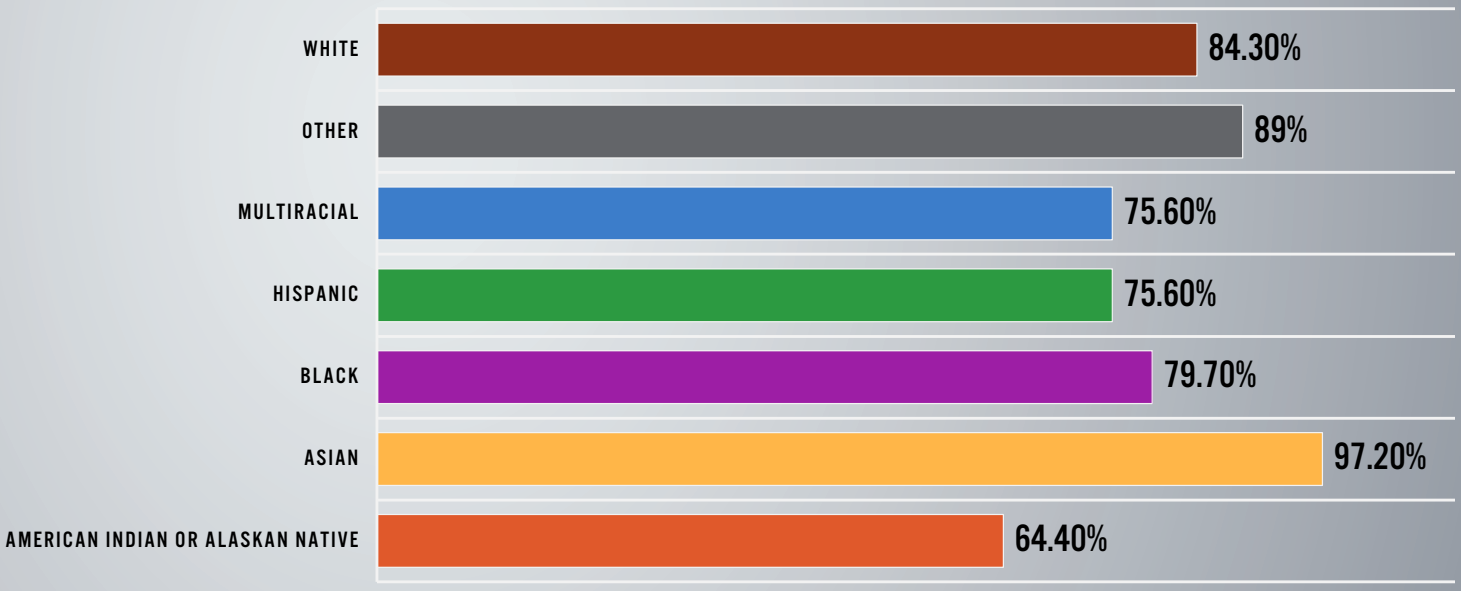
Source: Summary Health Statistics Tables for the U.S. Population: National Health Interview Survey, 2015
ftp.cdc.gov/pub/Health_Statistics/NCHS/NHIS/SHS/2015_SHS_Table_P-1.pdf

## TOP 10 BRANDS HISPANIC CONSUMERS ASSOCIATE WITH POSITIVE HEALTH AND WELLNESS

1. NESTLÉ PURE LIFE BOTTLED WATER
2. COLGATE TOTAL ADVANCED PRO-SHIELD TOOTHPASTE
3. AVOCADOS FROM MEXICO
4. DOVE SHAMPOO & CONDITIONER
5. DANNON ACTIVIA YOGURT
6. HONEY BUNCHES OF OATS CEREAL
7. NATURE VALLEY GRANOLA BARS
8. V8 VEGETABLE JUICE
9. SUN-MAID RAISINS
10. ORAL-B DENTAL FLOSS

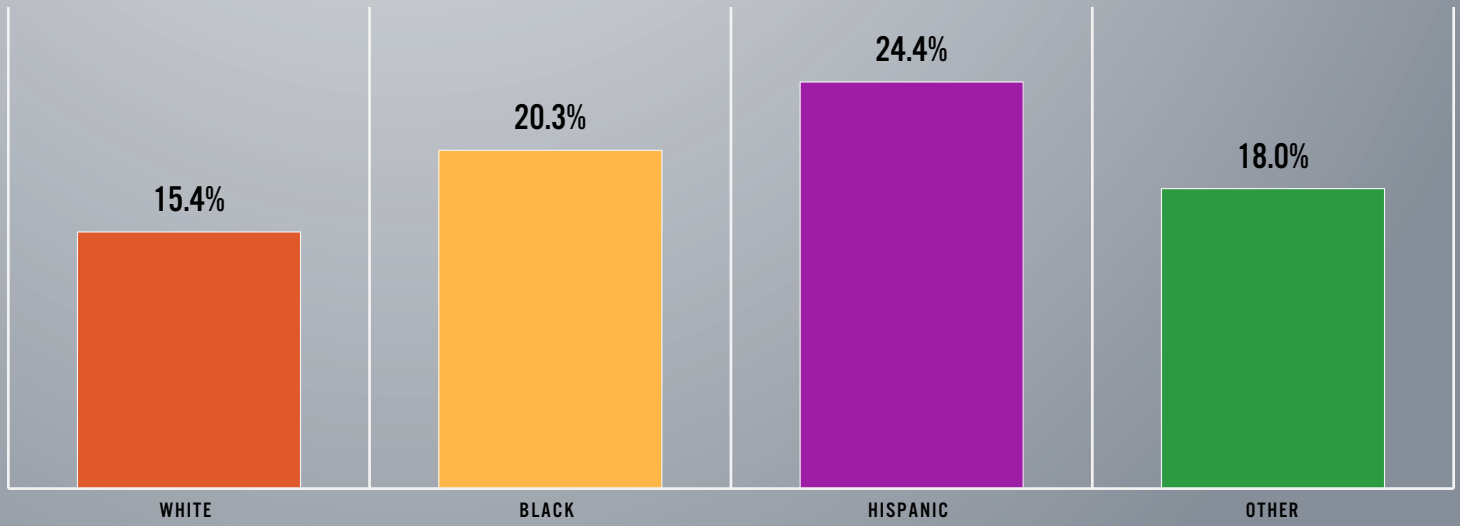
Source: Nielsen, Consumer Brands Health & Wellness, 2016
www.nielsen.com/us/en/insights/news/2016/brand-equity-top-brands-consumers-associate-with-positive-health-wellness-impact.html

# THREE-QUARTERS OF AZ HISPANICS CONSIDER THEMSELVES HEALTHY




Source: Arizona Health Matters, Self-Reported General Health Assessment: Good or Better, 2016
www.arizonahealthmatters.org/indicators/index/view?indicatorId=403&localeId=5

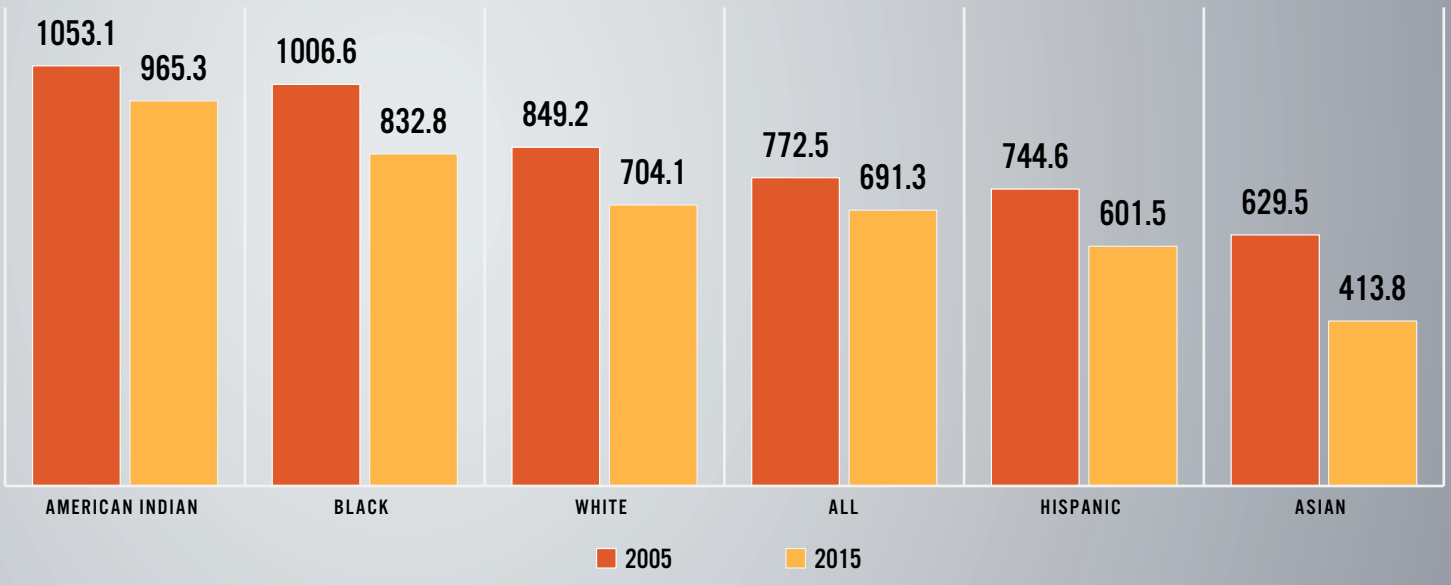
# MORE HISPANICS CONSIDER THEMSELVES IN POOR HEALTH




NOTE: THERE IS INSUFFICIENT DATA FOR THE ASIAN AND AMERICAN INDIAN COMMUNITIES SO THEY ARE NOT INCLUDED IN THIS CHART.

Source: Kaiser Family Foundation, Percent of Adults Reporting Fair or Poor Health Status, by Race/Ethnicity, 2016
www.kff.org/other/state-indicator/percent-of-adults-reporting-fair-or-poor-health-status-by-raceethnicity/?currentTimeframe=0&sortModel=%7B%22colId%22:%22Location%22,%22sort%22:%22asc%22%7D

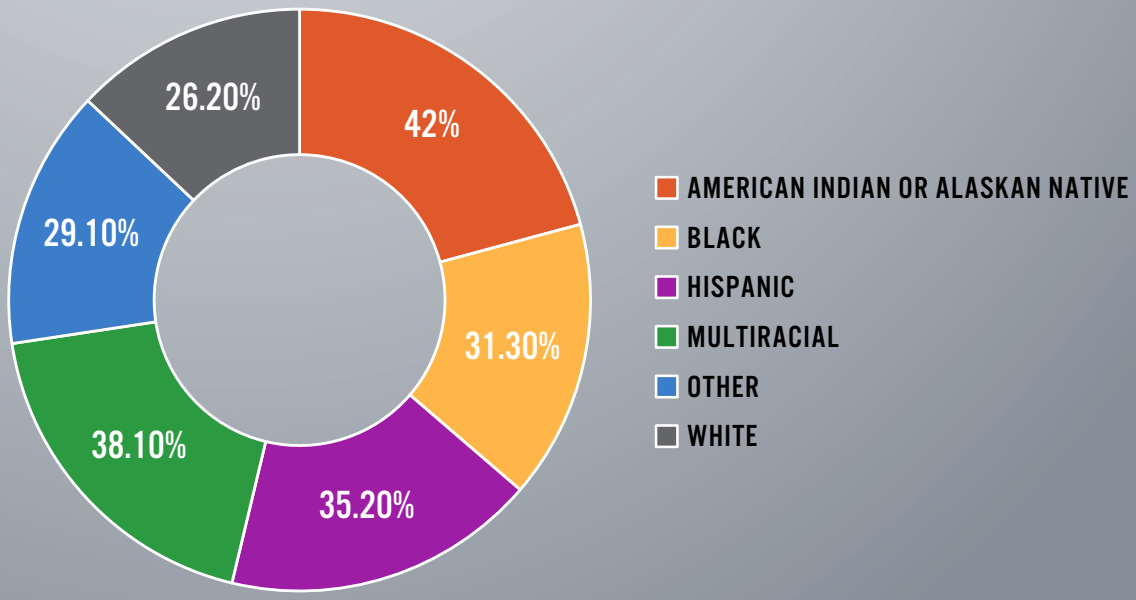
# AZ MORTALITY RATES DECREASED IN ONE DECADE




*NUMBER OF DEATHS PER 100,000 POPULATION

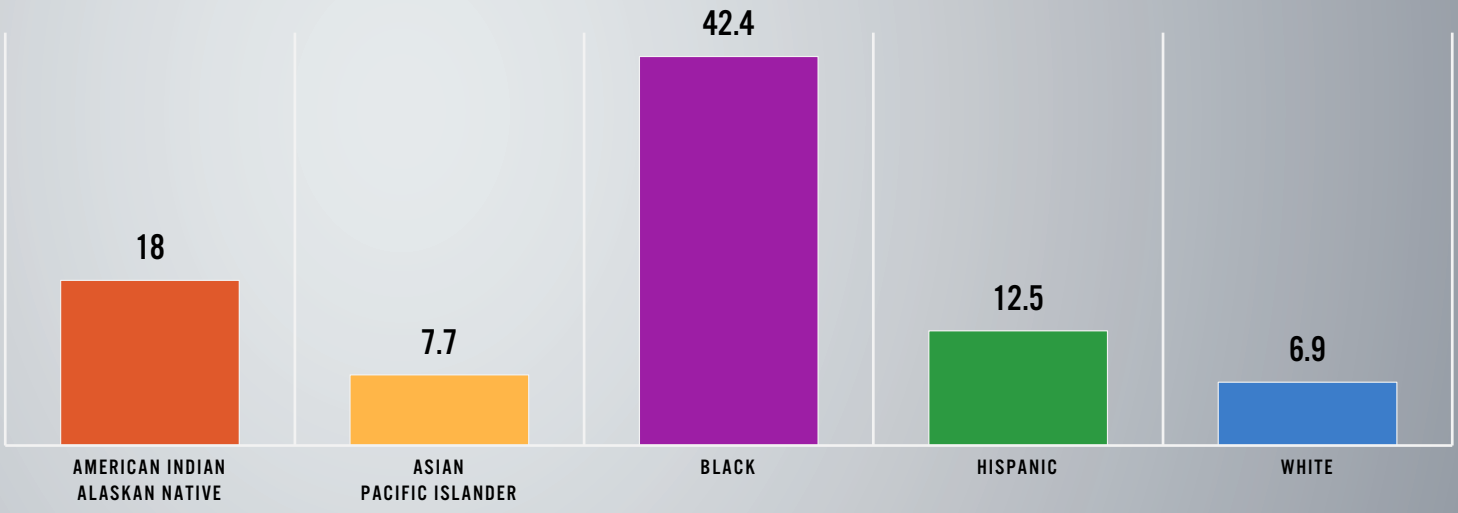
Source: ADHS, Differences in the Health Status Among Racial & Ethnic Groups, 2015 (March 2017)
pub.azdhs.gov/health-stats/report/dhsag/dhsag15/ethnic15.pdf

# AZ ADULT OBESITY RATES ARE HIGHEST AMONG MINORITY GROUPS




Source: Arizona Health Matters, Adults Who Are Obese, 2016
www.arizonahealthmatters.org/indicators/index/view?indicatorId=54&localeId=5

# HIV/AIDS INCIDENCE RATE* IN ARIZONA IS HIGHER THAN 1 IN 10 FOR HISPANICS

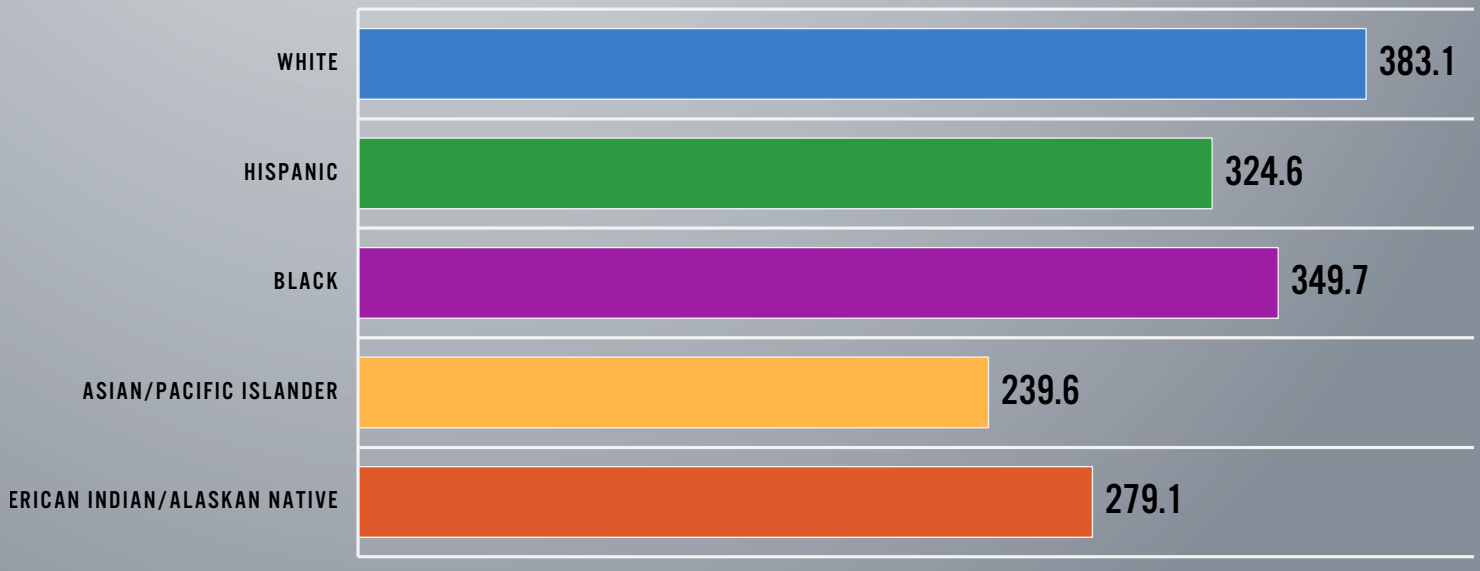



*CASES PER 100,000 POPULATION

Source: Arizona Health Matters, HIV/AIDS Incidence Rate, 2014
www.arizonahealthmatters.org/indicators/index/view?indicatorId=269&localeId=5

# CANCER RATES* IN ARIZONA

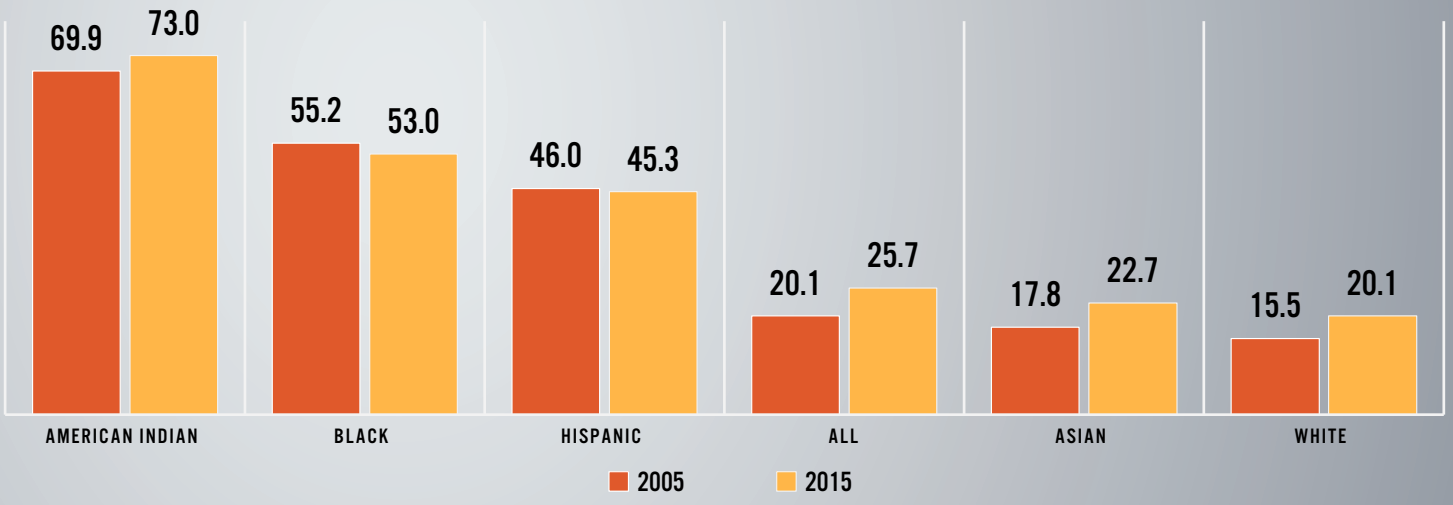
## BY RACE/ETHNICITY




*CASES PER 100,000 POPULATION

Source: Arizona Health Matters, All Cancer Incidence Rate, 2016
www.arizonahealthmatters.org/indicators/index/view?indicatorId=162&localeId=5

# DIABETES DEATH RATES* REMAIN HIGHEST AMONG MINORITY GROUPS

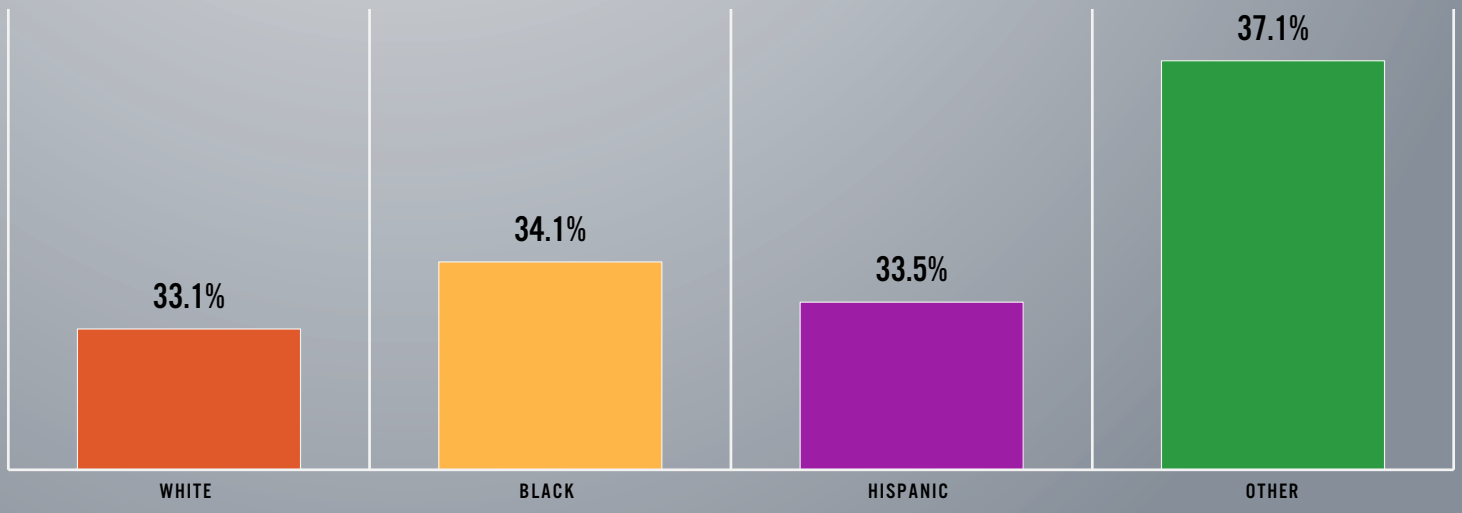



*NUMBER OF DEATHS PER 100,000 POPULATION

Source: ADHS, Differences in the Health Status Among Racial & Ethnic Groups, 2015 (March 2017)
pub.azdhs.gov/health-stats/report/dhsag/dhsag15/ethnic15.pdf

# ARIZONA ADULTS MAY UNDER REPORT POOR MENTAL HEALTH DUE TO CULTURAL STIGMA

## ARIZONA ADULTS WHO REPORT POOR MENTAL HEALTH BY RACE/ETHNICITY (2016)




NOTE: THERE IS INSUFFICIENT DATA FOR THE ASIAN AND AMERICAN INDIAN COMMUNITIES SO THEY ARE NOT INCLUDED IN THIS CHART.

Source: Kaiser Family Foundation, Percent of Adults Reporting Poor Mental Health Status by Race/Ethnicity, 2016
www.kff.org/other/state-indicator/poor-mental-health-by-re/?currentTimeframe=0&sortModel=%7B%22colId%22:%22Location%22,%22sort%22:%22asc%22%7D

# LATINO CHIROPRACTOR TEACHES SELF-RESPONSIBLE HEALTHCARE

BY DINA DE LEON

Dr. Maloney sees himself as a teacher. He believes the U.S. healthcare system is too reactive, because it mostly waits for people to get sick before it helps them.

"We're trying to find disease earlier," he says, "not necessarily preventing disease or what I call, 'promoting health.' "

Maloney opened *Maloney Chiropractic* in Phoenix, Arizona 25 years ago, and he remains his practice's lead chiropractor, offering patients a model for promoting health and self-responsible health care. The idea is to empower people to be less dependent on medicine and to make better healthy lifestyle decisions.

His model is based on a core set of principles that help one to engage in a "self-responsible" healthcare approach. "I fully believe that patients should have the resources to engage in the healthcare style of their choice," he shares.

Maloney's model starts with chiropractic care to help align and improve function of our joints in the body, which is the central core. Second, is the art of flexibility. Third, patients must strengthen themselves to better engage in the daily life that's in front of us and becoming stronger than the requirements of our daily routines. Fourth, develop a healthy diet that is mostly anti-inflammatory, made up of clean protein and raw foods. And, lastly, is supplementation; consisting of five key nutritional supplements: Magnesium, D3, Omega-3, Multivitamins, and Probiotics.

When he began his practice in Arizona, Maloney realized he could become an educator. This allowed him to honor his patients, he said, "For example, a recent immigrant that labors during the day, how do you treat him compared to the guy that owns the Mercedes Benz dealership or runs the corporation? You treat them exactly the same."

Maloney has lived around the world, but is a native of Chile, where he learned that truly communicating requires the ability to deeply respect people. Because he is both bilingual and bicultural, Maloney has the experience to leverage his ability to empower others in the community to take better care of themselves.

Maloney teaches his model patiently, and patient by patient, knowing that everyone learns and communicates based on their respective cultural nuances.

When he asks himself, "How do I re-engage with a patient?", Maloney says he works hard to understand the person in front of him by listening carefully, culturally respectfully, and as self-responsibly as he knows how.

*Dina de León is the Communications Specialist at the Arizona Hispanic Chamber of Commerce*

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# NATIONWIDE POLL FINDS U.S. LATINOS FEEL LESS SAFE UNDER TRUMP

JAMES E. GARCIA, ASSOCIATE EDITOR

In a first-of-its-kind poll, a leading research firm found that U.S. Latinos feel less safe living under the Trump Administration and believe that Latinos, like Blacks, disproportionately face unfair treatment at the hands of police.

"Latinos in America are significantly concerned about their public safety both at the hands of police and by their neighbors," said Juan Cartagena, President of Latino Justice Puerto Rican Legal Defense and Education Fund, which commissioned the study by Latino Decisions. "Latinos also feel less safe after Trump's election, and they perceive whites to be more discriminatory or angry towards them since the presidential election."

Among the survey's other key findings:

- A majority of Latinos (57%) feel less safe since Trump was elected with two-thirds of Latina women feeling less safe since Trump came aboard. Many more Latinos (72%) feel that since Trump's election, whites have become more discriminatory and angry towards Latinos.
- About 76 percent of Latinos strongly support restoring the vote to people convicted of crimes after they have paid their debt to society, with the highest support, coming from Puerto Ricans (85%).
- In the context of the recent national attention given to the treatment of African-Americans by the police, two-thirds of Latinos (64%) believe Latinos experience similar treatment at the hands of police with higher proportions of Mexicans, Afro-Latinos, and Latinos directly stopped, arrested or victimized by crime, believing that's the case.
- 58% of Latinos are convinced police use deadly force unjustly against Latinos versus whites.
- Over three-quarters of all Afro-Latinos believe Latino data regarding crime and public safety issues should be tallied separately from data about African Americans.
- Almost three times as many Latinos (58%) support funding for rehabilitation, drug and mental health programs as a way to reduce crime instead of added funding for police departments.
- Latino victims of crime have very strong voter participation rates, with 92% of them saying they voted in the 2016 elections, second only to Latino college grads (95%).
- Half of all Latinos favor legalizing marijuana for personal use, but only 16% of those who oppose legalization agree that prison is an appropriate remedy for personal use.

***The Latino Decision poll was conducted in November 2017 and released in January 2018.***

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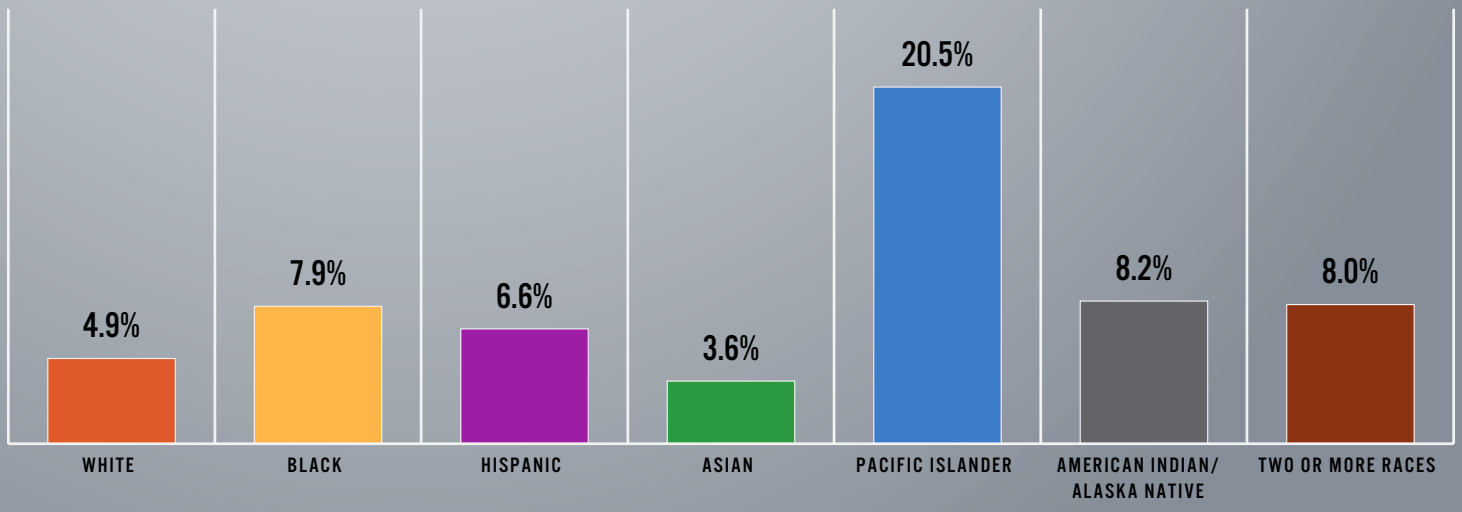
"2% OF LATINO STUDENTS REPORT BEING BULLIED AT SCHOOL. RACE-RELATED BULLYING HAS NEGATIVE EMOTIONAL AND PHYSICAL HEALTH EFFECTS."

"DEPRESSION AMONG U.S.-BORN LATINO HIGH SCHOOLERS IS SIGNIFICANTLY ASSOCIATED WITH DISCRIMINATION FROM TEACHERS/ STUDENTS."

Source: UnidosUS, The State of Latino Children's Mental Health, September 2017
blog.unidosus.org/2017/09/29/state-latino-childrens-mental-health/

# SCHOOL ENVIRONMENTS CAN POSE A THREAT TO CHILDREN

## PERCENTAGE OF STUDENTS IN GRADES 9–12 WHO REPORTED BEING THREATENED OR INJURED WITH A WEAPON ON SCHOOL PROPERTY



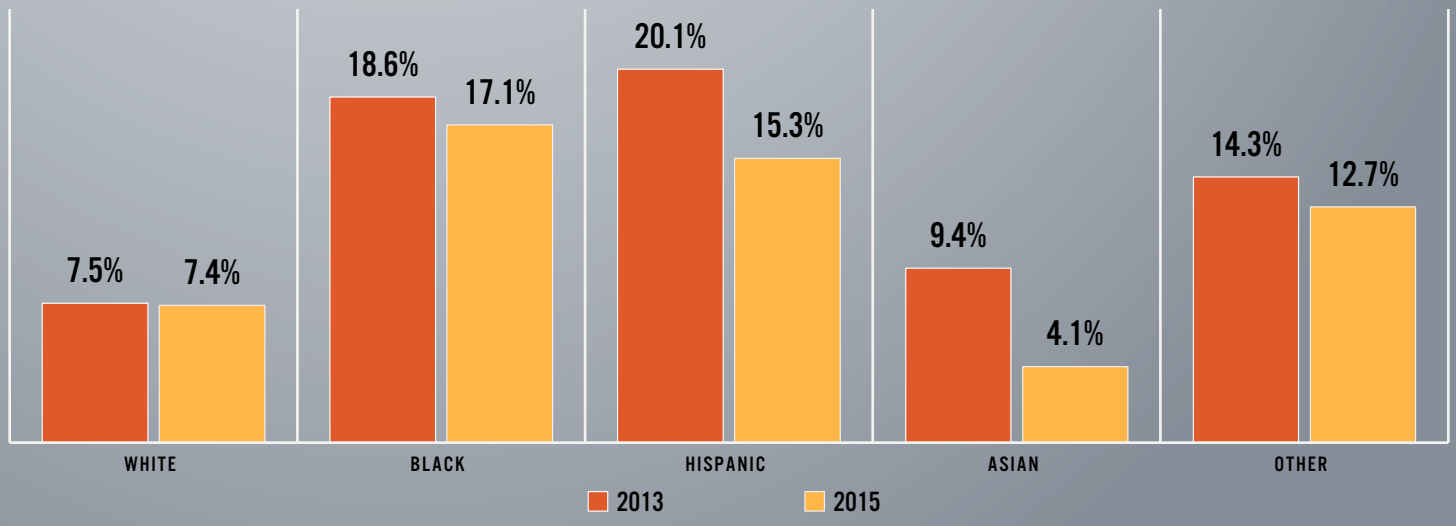

Source: National Center For Education Statistics, Indicators of School Crime and Safety: 2016, 2017
nces.ed.gov/pubs2017/2017064.pdf

"THOUGHTS OF SUICIDE WERE BETWEEN 2.3 AND 8 TIMES HIGHER FOR LATINO STUDENTS WHO FELT LOW LEVELS OF CONNECTEDNESS AND COMMUNICATION WITHIN THEIR FAMILIES."

Source: UnidosUS, The State of Latino Children's Mental Health, September 2017
blog.unidosus.org/2017/09/29/state-latino-childrens-mental-health/

## GANG PRESENCE IS MORE LIKELY IN MINORITY SCHOOLS

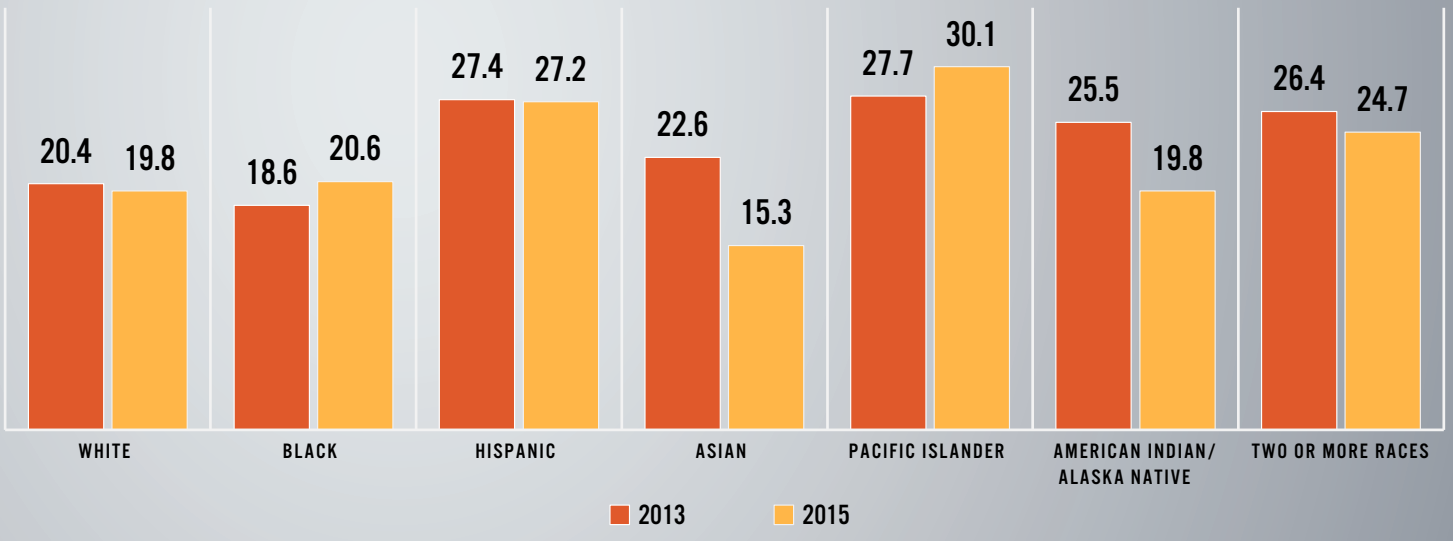
### PERCENTAGE OF STUDENTS AGES 12–18 WHO SAID GANGS WERE PRESENT AT SCHOOL (BY RACE/ETHNICITY)




Source: National Center For Education Statistics, Indicators of School Crime and Safety: 2016, 2017
nces.ed.gov/pubs2017/2017064.pdf

# ILLEGAL DRUGS ARE READILY AVAILABLE IN SCHOOLS

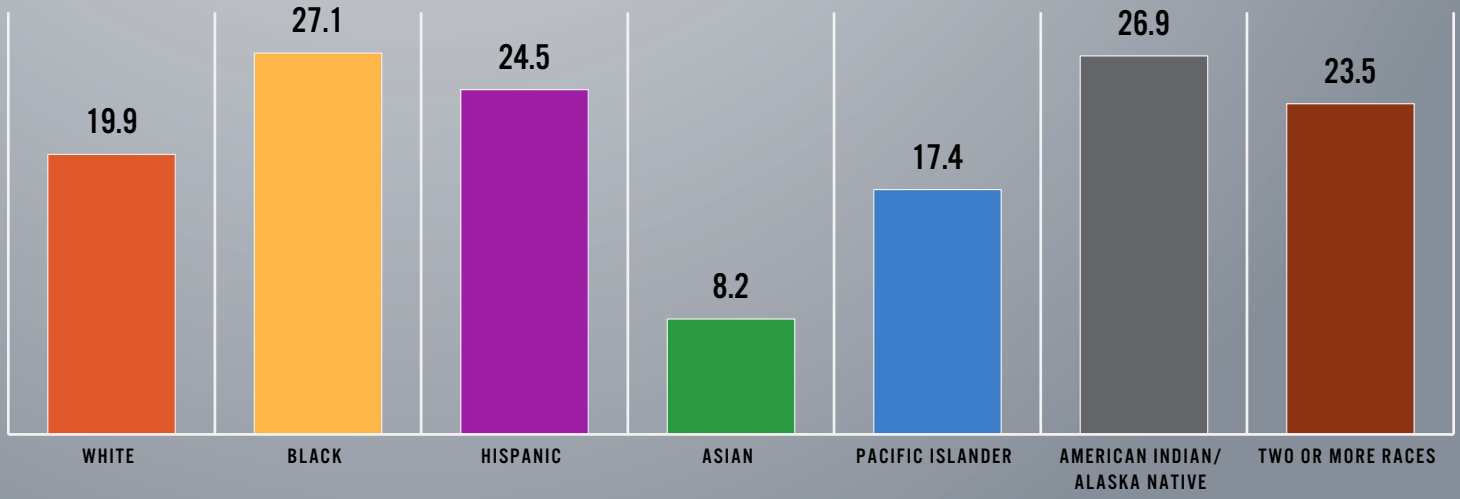
## PERCENTAGE OF STUDENTS IN GRADES 9–12 WHO SAID ILLEGAL DRUGS WERE AVAILABLE ON SCHOOL PROPERTY




Source: National Center For Education Statistics, Indicators of School Crime and Safety: 2016, 2017
nces.ed.gov/pubs2017/2017064.pdf

# MARIJUANA TRIAL IS MORE LIKELY AMONG BLACKS, AMERICAN INDIANS AND HISPANICS

## PERCENTAGE OF STUDENTS IN GRADES 9-12 WHO REPORTED USING MARIJUANA AT LEAST ONE TIME DURING THE PREVIOUS 30 DAYS BY RACE/ETHNICITY (2015)




Source: National Center For Education Statistics, Indicators of School Crime and Safety: 2016, 2017
nces.ed.gov/pubs2017/2017064.pdf

# CITY OF GLENDALE GIFTS POLICE VEHICLES TO PUERTO PEÑASCO

BY DINA DE LEÓN & YELENA STANISIC

When we hear of neighbors helping neighbors, we usually think of the people who live next to each other borrowing gardening tools or a cup of sugar.

This story involves a much greater distance and an act of generosity that's having a major impact on an entire city.

Puerto Peñasco, also known as Rocky Point, is a popular tourist destination on the coast of the Gulf of California for tens of thousands of visitors from across the Southwest. The city is a four-hour drive from the Phoenix Valley.

"We truly believe Peñasco has a lot to offer for the region," said Puerto Peñasco's Mayor, Ernesto "Kiko" Munro, who describes himself as a great believer in cross-border cooperation.

As much as it has to offer, Puerto Peñasco also has unmet needs, including a shortage of police cars. Enter the "Friends Helping Friends" project and the City of Glendale.

The spark for the project came last summer when Glendale Mayor Jerry Weiers was invited to attend a baseball game in Puerto Peñasco by Munro. The two men hit it off and began to compare notes about, well, mayor stuff. While the cities are similar in population and face comparable challenges, Weiers said he was dumbfounded by the dramatic difference between the size of the two cities' operating budgets.

Glendale has an annual budget of over $800 million dollars, while Puerto Peñasco's budget is about $15 million. The stark contrast prompted a logical question from Weiers: "Is there anything we can do as a city?"

As it happens, Munro told Weiers that Puerto Peñasco was facing a shortage of police cars. That led to the donation of two retired Glendale police vehicles to the City of Puerto Peñasco.

"Friends Helping Friends" or "Amigos Ayudando Amigos" was born, and with help from Jerry Petty, the City of Glendale Chamber of Commerce, Sands Chevrolet, and Bell Signs, the used vehicles were repainted and delivered to Puerto Peñasco seven months later.

Weiers says "Friends Helping Friends" is a prime example of how cities in the region can forge partnerships, relationships, and connections that impact communities and build confidence.

And unlike gardening tools, there's no need to return the cars.

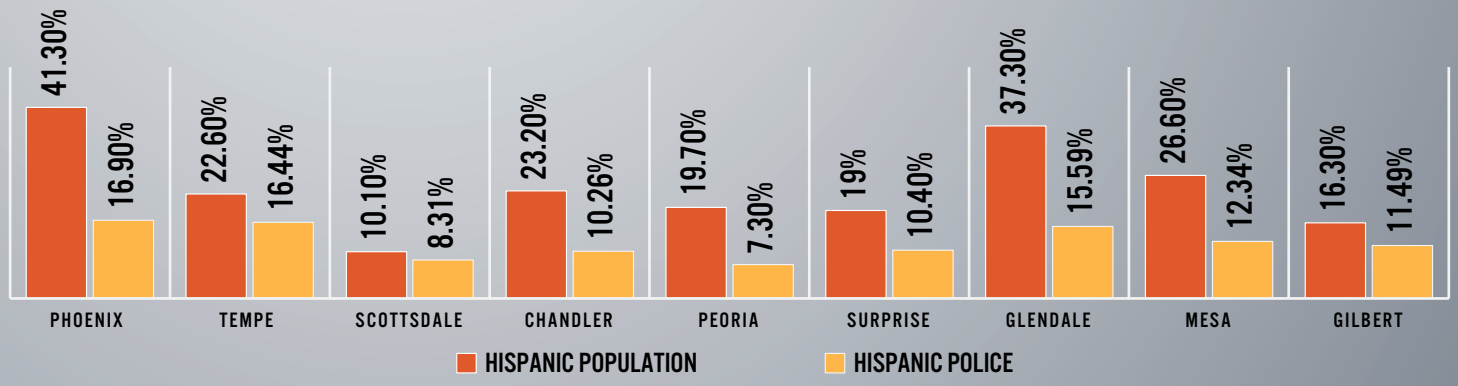
*Dina de León is the Communications Specialist at the Arizona Hispanic Chamber of Commerce. Yelena Stanisic is a 2018 DATOS Research Intern and business student at the W.P. Carey School of Business at Arizona State University.*

"FIFTY EIGHT PERCENT OF LATINOS ARE CONVINCED POLICE USE DEADLY FORCE UNJUSTLY AGAINST LATINOS VERSUS WHITES. MANY MORE LATINOS WHO ARE YOUNGER (69%), AFRO-LATINO (70%), OR DIRECTLY INVOLVED IN THE CRIMINAL JUSTICE SYSTEM BECAUSE THEY WERE STOPPED (71%), ARRESTED (68%) OR WERE VICTIMS (64%) HOLD THAT SAME BELIEF."

Source: Huffington Post, Latinos, concerned about their public safety, prioritize rehabilitation over other criminal justice reforms, January 2018
www.huffingtonpost.com/entry/latinos-concerned-about-their-public-safety-prioritize_us_5a5669f5e4b024fa0543b64a

# HISPANIC REPRESENTATION IN POLICE DEPARTMENTS IS DISPROPORTIONATELY LOWER THAN POPULATION

## HISPANIC REPRESENTATION IN POLICE DEPARTMENTS IN THE PHOENIX METRO AREA (2015)




Source: Cronkite News Arizona PBS, Valley Police Departments Lag Behind Their Cities in Latino Representation, March 2017
cronkitenews.azpbs.org/2017/03/30/valley-police-departments-lag-behind-their-cities-in-latino-representation/

"WHILE LATINOS MAKE UP ABOUT 24 PERCENT OF THE POPULATION OF THE VALLEY'S BIGGEST CITIES, ABOUT HALF THAT PROPORTION – JUST OVER 12 PERCENT – OF THE POLICE OFFICERS IN THOSE CITIES ARE LATINO."

Source: Cronkite News Arizona PBS, Valley Police Departments Lag Behind Their Cities in Latino Representation, March 2017
cronkitenews.azpbs.org/2017/03/30/valley-police-departments-lag-behind-their-cities-in-latino-representation/

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# CONTROVERSY WEIGHS HEAVILY ON PROPOSED SOUTH PHOENIX LIGHT-RAIL PROJECT

JAMES E. GARCIA, ASSOCIATE EDITOR

In 2015, Phoenix voters approved a $31.5 billion regional transportation plan as part of Proposition 104 that included funding for a 5.5-mile light-rail extension into South Phoenix along Central Avenue.

In recent months, the project has been mired in controversy. Some residents and business owners have declared their opposition to the project, stating that they were unaware the construction project would require limiting traffic along Central Avenue to one lane in each direction.

Supporters of the project insist extending light rail into South Phoenix will boost economic development in the region, create jobs, and provide residents there easy access to the rest of the Phoenix Valley.

While the ultimate fate of the project is unclear, the editors of *DATOS* thought it would be helpful to provide readers with the facts about the project.

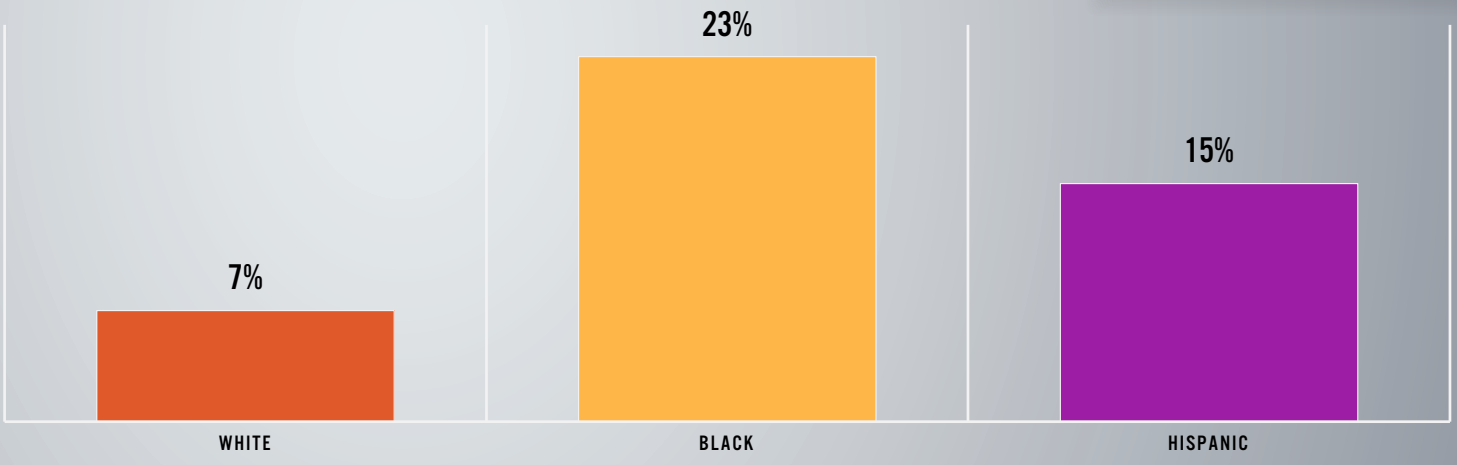
- The 5.5-mile extension will cost an estimated $1 billion to build. Nearly $600 million in grants for the project are slated to come from the federal transportation department; $150 million from the voter-approved Regional Proposition 400; and $220 million from Phoenix's voter approved Proposition 104.
- Some South Phoenix residents say the $1 billion would be better spent on other transportation needs, such as added bus service and road repairs.
- Transportation experts say cancelling or postponing the project would likely result in the loss of hundreds of millions in federal funding.
- About 70 percent of voters in South Phoenix's Council Districts 7 and 8 approved Proposition 104, but only 14 percent of registered voters in those districts cast a ballot in that election.
- People in the South Central corridor use public transit four times as much as people who live in other parts of Phoenix, and a slight majority of residents there do not own a car.
- According to a study by Valley Metro, which manages the light rail system, keeping four lanes of traffic open would require destroying part or all of more than 50 buildings along Central Avenue.
- Some critics of the South Phoenix light-rail project have said other light-rail extensions in the Valley did not require lane closures and detours, but the *Arizona Republic* reported that 20 miles of the 26 miles of existing track required limiting traffic lanes during construction. The light-rail project in downtown Mesa, however, is the only other Valley light-rail project that required reducing traffic to one lane in each direction.

Finally, in an interview with the *Arizona Republic*, Brian Taylor, an urban planning professor at UCLA, said "streets with one lane in each direction, with dedicated left- and right-turn lanes at intersections, are much safer than two-lane roads that don't have dedicated turn lanes, and they're able to move just as many vehicles" as streets with two lanes in each direction. In short, four lanes aren't necessarily better than two.

# MORE THAN A THIRD OF PUBLIC TRANSIT USERS IN THE U.S. ARE MINORITIES

9% OF U.S. ADULTS WHO SAY THEY TAKE PUBLIC TRANSPORTATION ARE U.S. BORN AND 25% ARE FOREIGN BORN

## PUBLIC TRANSIT USE BY RACE/ETHNICITY

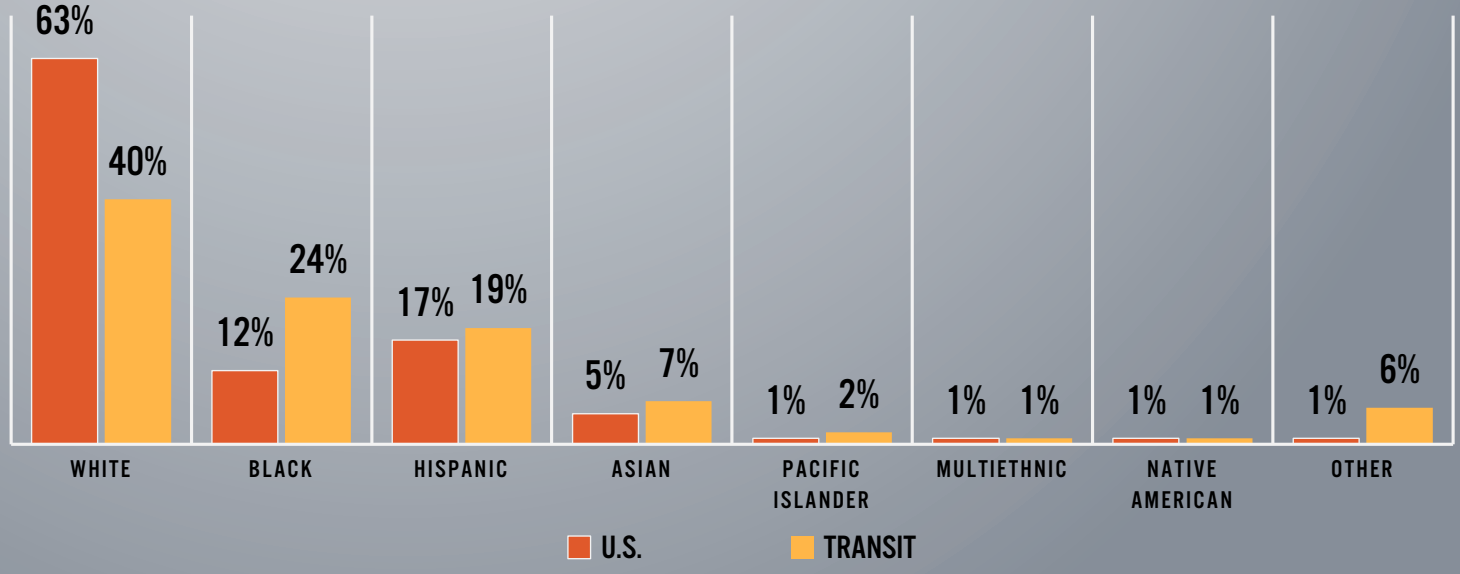



% OF U.S. ADULTS WHO SAY THEY TAKE PUBLIC TRANSPORTATION ON A DAILY, ALMOST DAILY OR WEEKLY BASIS

Source: PEW Research Center, Who relies on public transit in the U.S., April 2016
www.pewresearch.org/fact-tank/2016/04/07/who-relies-on-public-transit-in-the-u-s/

# BLACKS AND HISPANICS ARE MOST REPRESENTED AMONG U.S. TRANSIT RIDERS

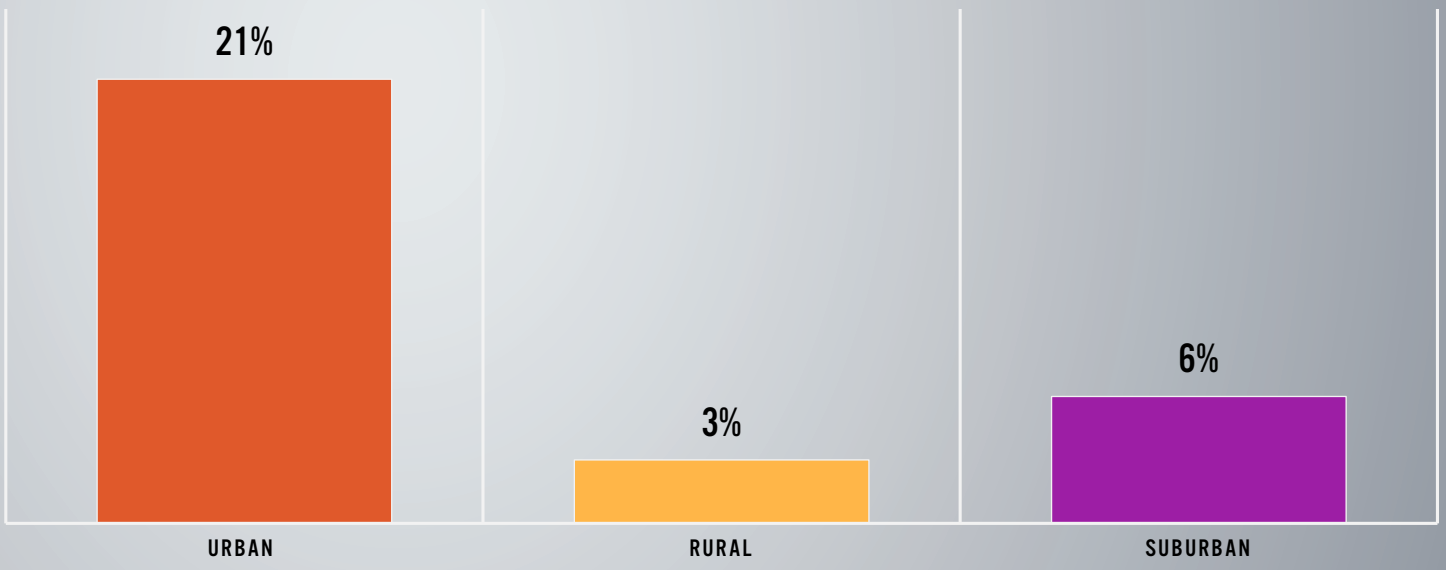
## ETHNIC COMPOSITION OF TRANSIT RIDERS AND OF THE U.S. POPULATION




Source: APTA, Who Rides Public Transportation, 2017
www.apta.com/resources/reportsandpublications/Documents/APTA-Who-Rides-Public-Transportation-2017.pdf

# URBAN DWELLERS USE PUBLIC TRANSIT MOST IN THE U.S.

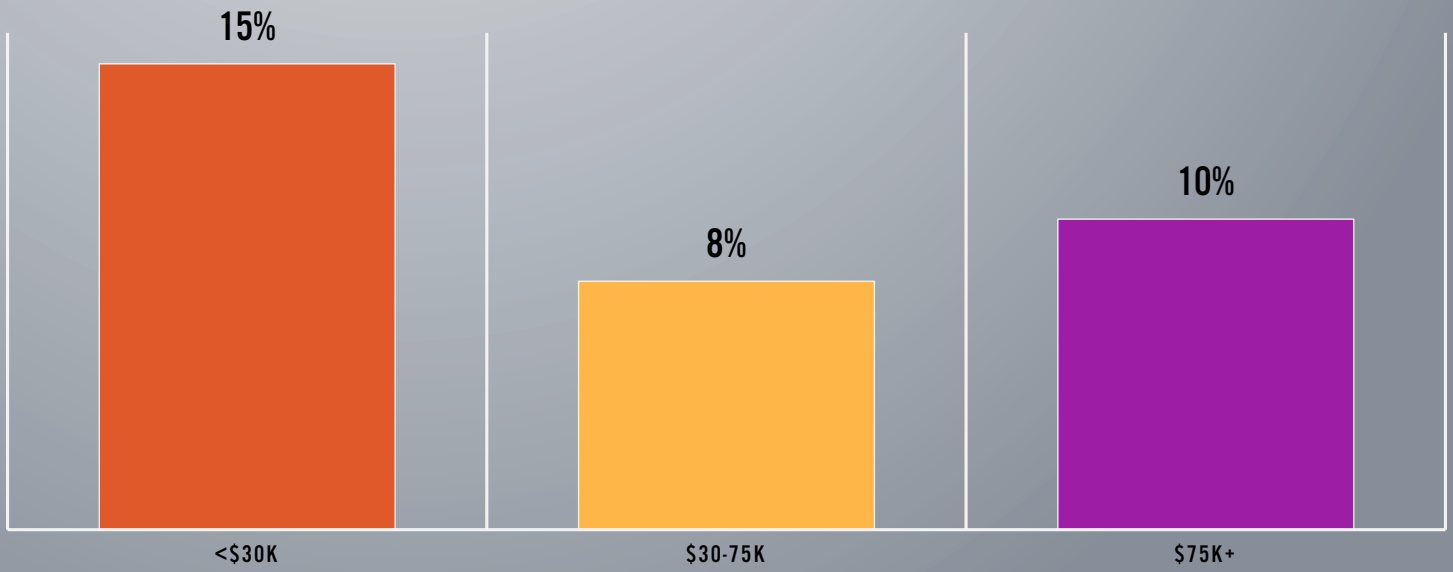
## PUBLIC TRANSIT USE BY LOCATION




Source: PEW Research Center, Who relies on public transit in the U.S., April 2016
www.pewresearch.org/fact-tank/2016/04/07/who-relies-on-public-transit-in-the-u-s/

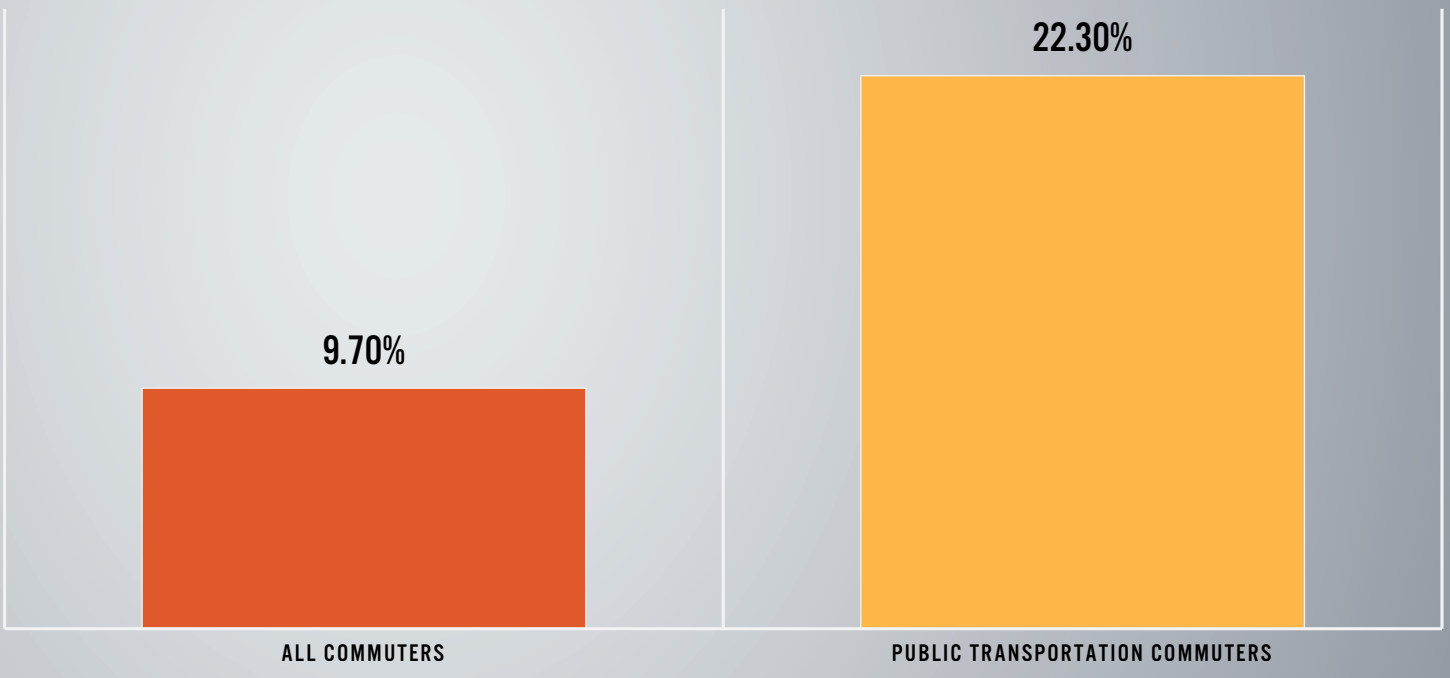
# INCOME IS AN INDICATOR FOR PUBLIC TRANSIT USE IN THE U.S.

## PUBLIC TRANSIT USE BY INCOME




Source: PEW Research Center, Who relies on public transit in the U.S., April 2016
www.pewresearch.org/fact-tank/2016/04/07/who-relies-on-public-transit-in-the-u-s/

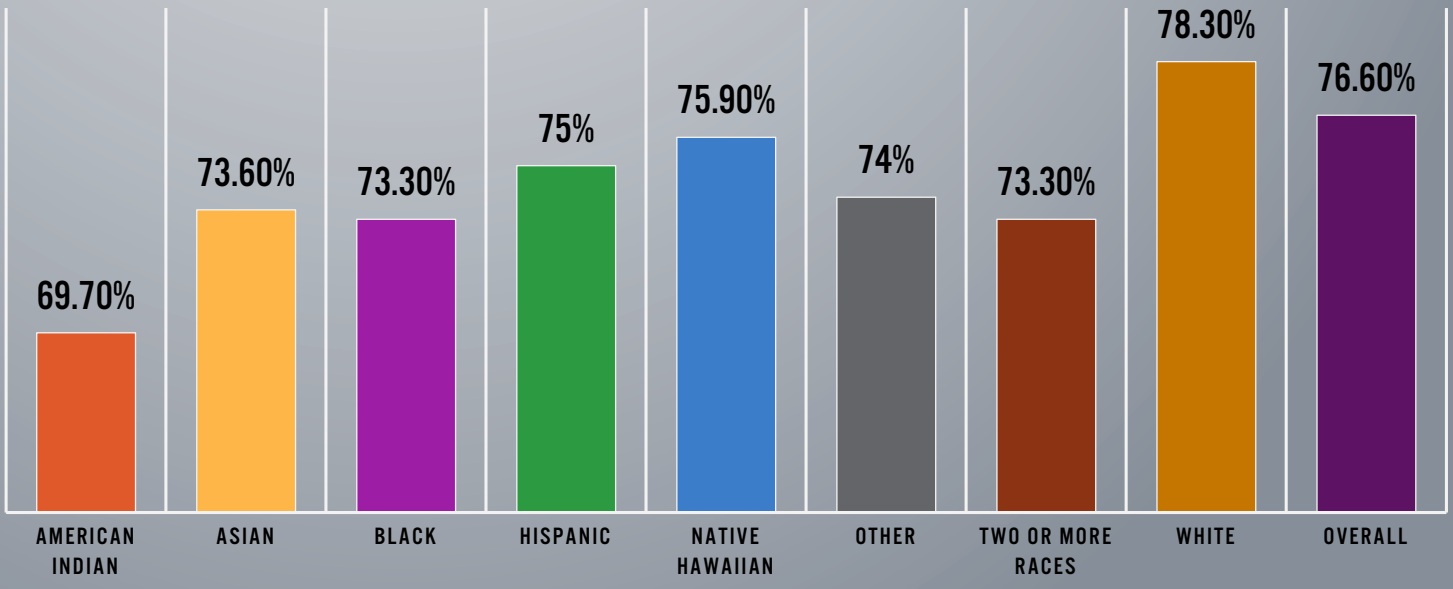
# PHOENIX COMMUTERS LIVING IN POVERTY




Source: Governing, Public Transportation's Demographic Divide, 2014
www.governing.com/topics/transportation-infrastructure/gov-public-transportation-riders-demographic-divide-for-cities.html

# WHITES ARE LEAST LIKELY TO CARPOOL IN ARIZONA

## WORKERS WHO DRIVE ALONE TO WORK BY RACE/ETHNICITY

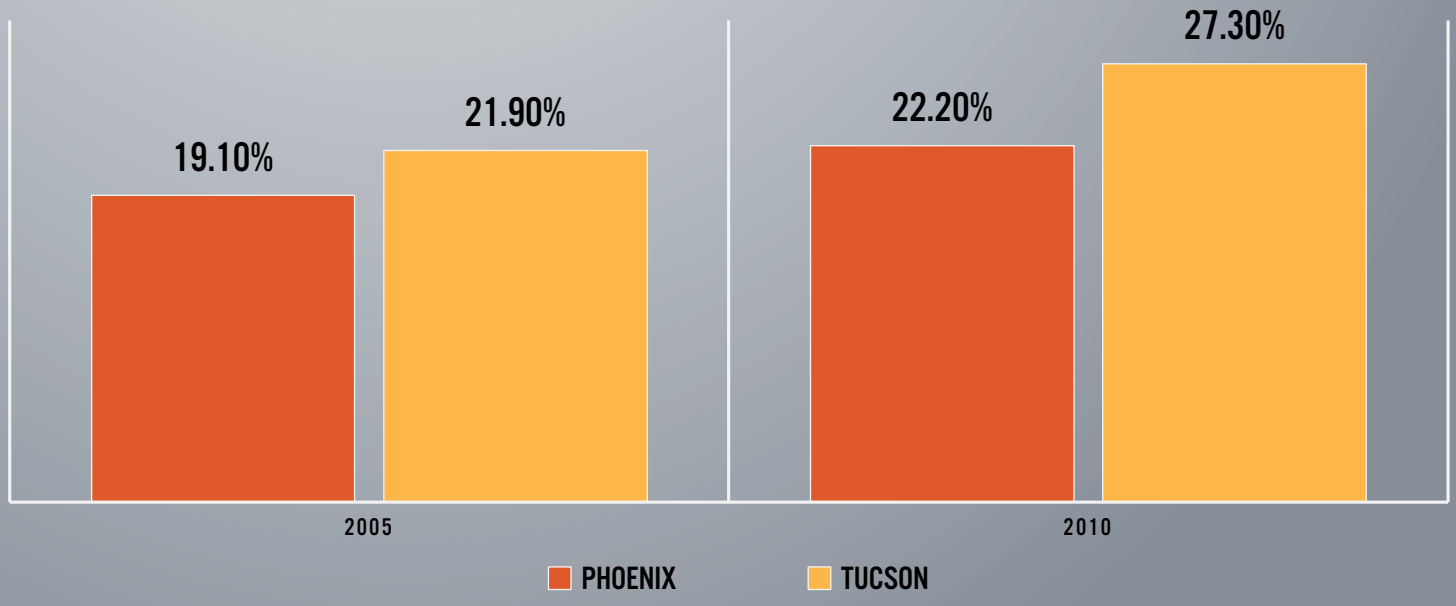



Source: Arizona Health Matters, Workers Commuting by Public Transportation, 2016
www.arizonahealthmatters.org/indicators/index/view?indicatorId=529&localeId=155

"BETWEEN 2007 AND 2013, BOARDINGS ON VALLEY METRO TRANSIT SERVICE JUMPED FROM 60 MILLION TO MORE THAN 75 MILLION – AN INCREASE OF 25 PERCENT IN JUST SEVEN YEARS. IN 2013, VALLEY METRO EXPERIENCED A RECORD HIGH IN ITS ANNUAL RIDERSHIP."

Source: Arizona PIRG - Bikes, Trains, and Less Driving, 2014
arizonapirgedfund.org/sites/pirg/files/reports/FINAL%20Bikes%2C%20Trains%20%26%20Less%20Driving%207-14.pdf

## PASSENGER TRIPS PER CAPITA ARE INCREASING IN PHOENIX AND TUCSON




Source: Arizona PIRG, Bikes, Trains, and Less Driving, 2014
arizonapirgedfund.org/sites/pirg/files/reports/FINAL%20Bikes%2C%20Trains%20%26%20Less%20Driving%207-14.pdf

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# 9 TRANSPORTATION OPTIONS

"BETWEEN 2005-2012, ARIZONA SAW A 10.5 PERCENT DECLINE IN ANNUAL VEHICLE MILES TRAVELED PER CAPITA. ARIZONANS DRIVE FEWER TOTAL MILES TODAY THAN SEVEN YEARS AGO...."

Source: Arizona PIRG, Bikes, Trains, and Less Driving, 2014
arizonapirgedfund.org/sites/pirg/files/reports/FINAL%20Bikes%2C%20Trains%20%26%20Less%20Driving%207-14.pdf

## TOP 10 MODELS BY SEGMENT IN PHOENIX: 2017

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**RANKED BY MODEL SALES TO HISPANICS**

| RANK | CUV/SUV | COMPACT | PICKUP | FULL/MID-SIZE | SUBCOMPACT |
|---|---|---|---|---|---|
| #1 | TOYOTA - RAV4 | HONDA - CIVIC | CHEVROLET - SILVERADO | TOYOTA - CAMRY | NISSAN - VERSA |
| #2 | NISSAN - ROGUE | NISSAN - SENTRA | RAM FULL SIZE 1/2 TON | HONDA - ACCORD | TOYOTA - YARIS IA |
| #3 | HONDA - CR-V | TOYOTA - COROLLA | TOYOTA - TACOMA | NISSAN - ALTIMA | CHEVROLET - SONIC |
| #4 | DODGE - JOURNEY | CHEVROLET - CRUZE | FORD - F-150 | CHEVROLET - MALIBU | CHEVROLET - SPARK |
| #5 | JEEP - CHEROKEE | HYUNDAI - ELANTRA SEDAN | TOYOTA - TUNDRA | KIA - OPTIMA | HONDA - FIT |
| #6 | CHEVROLET - EQUINOX | VOLKSWAGEN - JETTA | CHEVROLET - COLORADO | DODGE - CHARGER | HYUNDAI - ACCENT |
| #7 | KIA - SOUL | FORD - FOCUS | NISSAN - TITAN | HYUNDAI - SONATA | FORD - FIESTA |
| #8 | TOYOTA - HIGHLANDER | KIA - FORTE | RAM FULL SIZE 3/4 - 1 TON | FORD - FUSION | TOYOTA - C-HR |
| #9 | JEEP - WRANGLER | MAZDA - 3 | GMC - SIERRA | VOLKSWAGEN - PASSAT | MITSUBISHI - MIRAGE |
| #10 | CHEVROLET - TRAVERSE | TOYOTA - IM | NISSAN - FRONTIER /XE | NISSAN - MAXIMA | KIA - RIO |
| TOP 10 % SHARE OF SEGMENT | 44% | 85% | 92% | 89% | 88% |

Source: Polk, New Vehicle Personal Registrations (Sales & leases) Enhanced Ethnic Data, Phoenix DMA, 2017 CYE (Jan-Dec).
Note segments include Non-Luxury and Luxury models

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## 2017 SPENDING BY PHOENIX HISPANICS ON NEW VEHICLES

17% of all Phoenix New Auto Spending

COURTESY OF UNIVISION COMMUNICATIONS INC

Source: Source: Polk New Vehicle Registrations (Includes Leases), Enhanced Ethnic Data, 2017 CYE, Phoenix DMA

## HISPANIC SPENDING AT PARITY

COURTESY OF UNIVISION COMMUNICATIONS INC

**AVERAGE MSRP AMONG PHOENIX AUTO SALES, 2017 CYE**

| | | | | |
|---|---|---|---|---|
| AVERAGE BASE HONDA M.S.R.P. | AVERAGE BASE CHEVROLET M.S.R.P. | AVERAGE BASE FORD M.S.R.P. | AVERAGE BASE TOYOTA M.S.R.P. | AVERAGE BASE KIA M.S.R.P. |
| HISPANICS $26,297 | HISPANICS $32,222 | HISPANICS $34,324 | HISPANICS $27,543 | HISPANICS $23,837 |
| VS. | VS. | VS. | VS. | VS. |
| NON-HISPANICS $27,187 | NON-HISPANICS $33,110 | NON-HISPANICS $34,490 | NON-HISPANICS $28,954 | NON-HISPANICS $23,741 |

Source: R.L. Polk & Co. New Vehicle Personal Registrations (includes Leases), Enhanced Ethnic Data, Jan-Dec 2017 CYE, Phoenix DMA. .
*Average amount spent based on 2017 MSRP for new vehicle sales

# 9 TRANSPORTATION OPTIONS

**$317 MILLION**

## 2017 SPENDING BY TUCSON HISPANICS ON NEW VEHICLES

26% of all Tucson New Auto Spending

COURTESY OF UNIVISION COMMUNICATIONS INC

Source: Source: Polk New Vehicle Registrations (Includes Leases), Enhanced Ethnic Data, 2017 CYE, Tucson DMA

## TOP 10 MODELS BY SEGMENT IN TUCSON: 2017

COURTESY OF UNIVISION COMMUNICATIONS INC

**RANKED BY MODEL SALES TO HISPANICS**

| RANK | CUV/SUV | COMPACT | PICKUP | FULL/MID-SIZE | SUBCOMPACT |
|---|---|---|---|---|---|
| #1 | DODGE - JOURNEY | NISSAN - SENTRA | CHEVROLET - SILVERADO | NISSAN - ALTIMA | NISSAN - VERSA |
| #2 | NISSAN - ROGUE | HONDA - CIVIC | RAM - FULL SIZE 1/2 TON | HONDA - ACCORD | FORD - FIESTA |
| #3 | TOYOTA - RAV4 | TOYOTA - COROLLA | FORD - F-150 | TOYOTA - CAMRY | CHEVROLET - SONIC |
| #4 | JEEP - CHEROKEE | FORD - FOCUS | TOYOTA - TACOMA | CHEVROLET - MALIBU | HYUNDAI - ACCENT |
| #5 | HONDA - CR-V | CHEVROLET - CRUZE | TOYOTA - TUNDRA | DODGE - CHARGER | TOYOTA - C-HR |
| #6 | CHEVROLET - EQUINOX | VOLKSWAGEN - JETTA | GMC - SIERRA | FORD - FUSION | TOYOTA - YARIS IA |
| #7 | FORD - ESCAPE | HYUNDAI - ELANTRA SEDAN | CHEVROLET - COLORADO | KIA - OPTIMA | CHEVROLET - SPARK |
| #8 | CHEVROLET - TRAVERSE | KIA - FORTE | RAM - FULL SIZE 3/4 TO 1 TON | HYUNDAI - SONATA | HONDA - FIT |
| #9 | TOYOTA - HIGHLANDER | DODGE - DART | NISSAN - FRONTIER /XE | VOLKSWAGEN - PASSAT | KIA - RIO |
| #10 | JEEP - WRANGLER | MAZDA - 3 | CHEVROLET - SILVERADO | NISSAN - MAXIMA | MITSUBISHI - MIRAGE |
| TOP 10 % SHARE OF SEGMENT | 44% | 83% | 93% | 88% | 90% |

Source: Polk, New Vehicle Personal Registrations (Sales & leases) Enhanced Ethnic Data, Tucson DMA, 2017 CYE (Jan-Dec).
Note segments include Non-Luxury and Luxury models

# LATINO STORIES RARELY TOLD AT STATE AND NATIONAL PARKS

JAMES E. GARCIA, ASSOCIATE EDITOR

Despite a recent wave of anti-immigrant, anti-Latino sentiment, U.S. Hispanics today are more prevalent in television, film, online and other forms of popular culture and mass media.

One place where we don't see enough Latinos is in the stories being told at our national parks.

Local, state and national parks have long been part of American storytelling tradition, mainly through historical preservation. For instance, the César E. Chávez National Monument was established by President Obama in 2012 to honor the famed civil rights and farm labor leader, who, along with Dolores Huerta, founded the United Farm Workers of America.

A national monument is a significant or historic property or waterway designated for permanent government protection. The Chávez monument is a 116-acre plot of land near Bakersfield, California that once served as the headquarters for the UFW. Chávez also lived there from the 70s until he died on a trip to Arizona in 1993.

But the Chávez monument is a rarity. The United States is now home to nearly 59 million Latinos, roughly 18 percent of the country's population, but "less than one-percent of all national historic landmarks...are dedicated to the Latino community," according to Nidhi Thakar, deputy director of the Public Lands Project at the Center for American Progress, and Mark Magaña, founder of GreenLatinos.

Some progress is being made, mainly through "cultural heritage initiatives" launched in 2016 by the National Park Service, according to Magaña and Thakar. "But even with this progress, more can and should be done."

According to a 2015 study by the Center for American Progress, only 22 percent of [official] congressional national park unit designations have valued inclusivity, compared to 33 percent of designations made by U.S. presidents.

What can be done? For one thing, Congress could approve legislation making the Land and Water Conservation Fund (LWCF) permanent, say Magaña and Thakar. The fund, paid for with offshore oil and gas fees, has financed the protection and enhancement of millions of acres of parks and recreation sites over the past five decades, ranging from the Grand Canyon National Park to the Appalachian National Scenic Trail.

This year, the Trump administration has proposed cutting all funding for the LWCF. But a bill sponsored by Arizona Congressman Raul Grijalva seeks to renew and to the make the fund permanent. The deadline to renew the LWCF is September 30, 2018.

# PARSONS LEADERSHIP CENTER FOR GIRLS AND WOMEN AT CAMP SOUTH MOUNTAIN OFFERS OUTDOOR EXPERIENCES YEAR-ROUND

Giving girls an outdoor experience is an important element in Girl Scouts. In the outdoors, girls and adults have a unique opportunity to try new activities, learn new skills, and build their confidence while connecting to something bigger – the natural world around them. In fact, our alumnae say exposure to nature is one the foremost benefits of belonging to Girl Scouts.

The opening of the new $18 million multi-use urban program center, built on the site of the existing 14.5-acre site of our former Camp Sombrero, celebrates the power of Girl Scouting to change girls' lives and increases our capacity to provide outdoor experiences for girls all year long.

The vision for this campus began about 10 years ago when Girl Scouts–Arizona Cactus-Pine Council initiated hundreds of conversations with our girl and adult members about their needs and desires for this property. This valuable input informed the resulting master plan and included the following elements:

- **a safe space for girls to gain self-confidence, make new friends and develop their leadership potential,**
- **accessible to the community and families of girls nearby,**
- **respect for the natural beauty of the Sonoran Desert,**
- **the buildings to be environmentally efficient and sustainable.**

As a result, The Bob & Renee Parsons Leadership Center for Girls and Women at Camp South Mountain honors this vision and remains true to the Girl Scout values of protecting the environment and using resources wisely. Raised walkways protect the fragile desert floor and allow the water from South Mountain to flow through the natural arroyos unimpeded. The use of recycled materials, low water use fixtures, and the native trees and plants on the property add to the sustainable design of the project.

The main entrance to the campus is formed by the two buildings of the **Leadership Center.** The west building is distinguished by the green sash that wraps in front and the welcoming angled roof that mimics a tent structure. It contains the **Learning Hall**, with glass walls offering magnificent views of the mountains to the south, the capacity to accommodate 300 people complete with a stage, screen and AV equipment. The building also contains a **commercial kitchen** which can double as a culinary classroom.

The east building includes the **Barbara Anderson Museum**, containing 106 years of Girl Scout memorabilia, three **multipurpose meeting rooms**, the **Infirmary**, and **office space** for about 30 staff members.

PARSONS LEADERSHIP CENTER FOR GIRLS AND WOMEN AT CAMP SOUTH MOUNTAIN OFFERS OUTDOOR EXPERIENCES YEAR-ROUND

Beyond these buildings are the **Aquatic Center**, with two pools and locker rooms. One of the **two fire pits** sits in front, so girls can enjoy campfires and singalongs near their cabins.

The fifteen air-conditioned **cabins**, each with a shower and bathroom, are clustered in sets of three and connected by a spacious exterior deck. The **Activity Buildings** are located near the 1cabins and can be used for STEM activities, arts & crafts, and other program sessions.

The large grassy **play field**, on the west side of the property, has a stacked stone amphitheater at one end. On the east side is the **archery range**, two **labyrinths** and an area for tent camping.

The **Volunteer Resource Center** is located near Dobbins Road and houses the **Council Shop**.

The Parsons Leadership Center has become a welcoming space for girls and their families to explore being outside in nature and take advantage of programs in STEM, healthy living, and entrepreneurship. For Latino families and their daughters, the Parsons Leadership Center is a convenient place to become more familiar with Girl Scouting. Girl Scouts has been actively engaged in reaching Latina girls and their families, and there is still great opportunity.

Several years ago, Girl Scouts formed a group called the COMADRES. This is a group of dedicated volunteers who are passionate about engaging Latinas in Girl Scouting. The group works together to provide culturally-enriching Girl Scout opportunities and has hosted family festivals, family camps and other successful events at the Parsons Leadership Center. The COMADRES welcomes additional bilingual volunteers. If you, or someone you know, is interested, please contact Comadres@GirlScoutsAZ.org.

Activities for girls and their families are available year-round at the Parsons Leadership Center and throughout the council's jurisdiction. Many events, like Family Fun nights, are free or at a very low cost and do not require Girl Scout membership to participate.

Since it's opening in March 2017, the Parsons Leadership Center has hosted both experienced and first-time overnight campers in a comfortable and safe setting close to home. During the summer, both day camp and overnight camping sessions are offered for girls of all ages. A hybrid camp experience is also offered, allowing girls to attend a few days of day camp and then stay overnight, when they and their family feels comfortable.

All Girl Scout camps and activities are very affordable, thanks to the iconic Cookie Program that supports girls and volunteers throughout our council. The cookie program also provides funds for financial assistance and camperships so that cost is not a barrier to an enriching Girl Scout experience.

Girl Scouts recognizes the power of girls to change the world. Building this new campus is a demonstration of our commitment to girls and our desire to increase our capacity to serve more girls. We are thankful to the Bob and Renee Parsons Foundation who understood our vision and invested in girls through us. We are grateful to be engaged in the vibrant and diverse South Mountain community and have opened our campus to our community partners, like the Roosevelt School District, Vitalyst, Latina Giving Circle, Arizona Community Foundation and others, for their meetings and gatherings.

To schedule a tour or learn more about the Parsons Leadership Center for Girls and Women at Camp South Mountain, please contact Debbie Esparza at 602-452-7023 or desparza@girlscoutsaz.org

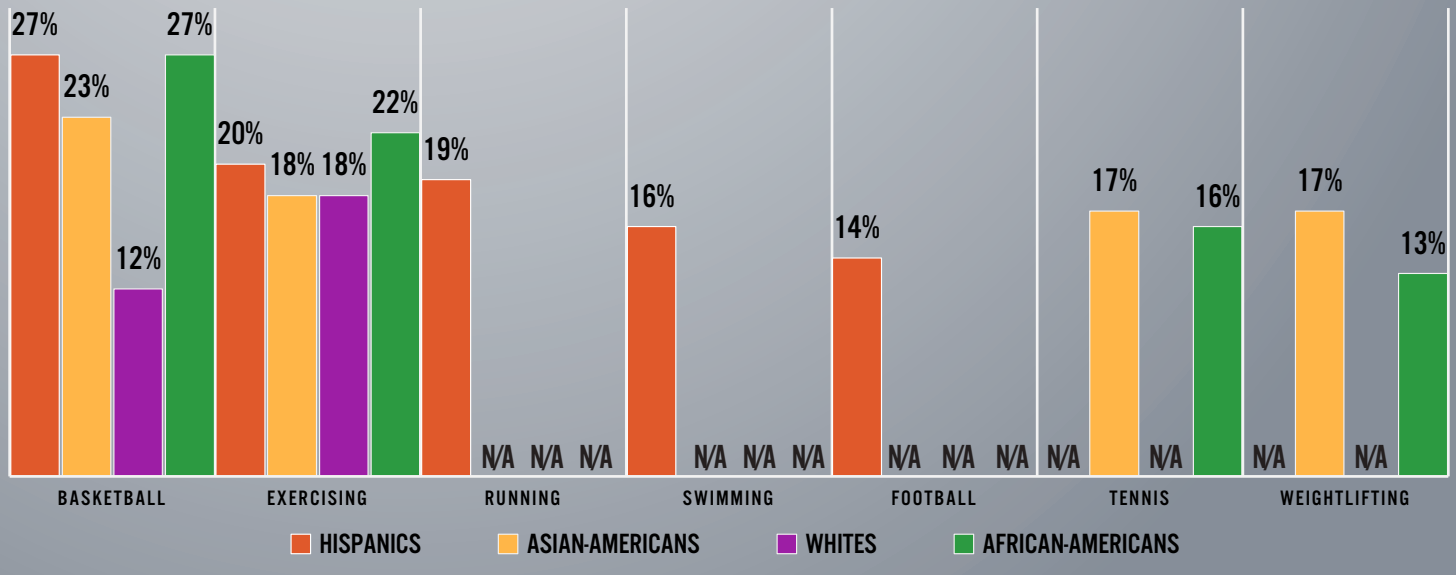
For more information about Girl Scouts, visit www.GirlScoutsAZ.org or call 602-452-7000 or 602-452-7011 (Spanish).

*This case study was submitted by Girl Scouts, which is solely responsible for its content.*

"81% OF LATINO NEIGHBORHOODS DID NOT HAVE A RECREATIONAL FACILITY, COMPARED WITH 38% OF WHITE NEIGHBORHOODS, A STUDY FOUND."

Source: Salud America, How to Achieve Active Spaces for Latino Kids, January 2016
salud-america.org/wpcontent/uploads/2017/08/ActiveSpacesIssueBrief2016.pdf

## BASKETBALL IS TOP RECREATIONAL SPORT FOR MINORITY GROUPS




Source: LeisureTrak, Outdoor Recreation Hispanic Outreach, 2015
www.swfwmd.state.fl.us/download/view/social_research/46/Outdoor_Recreation_Hispanic_Outreach_Final_Version_2011.docx

# PARKS AND RECREATION

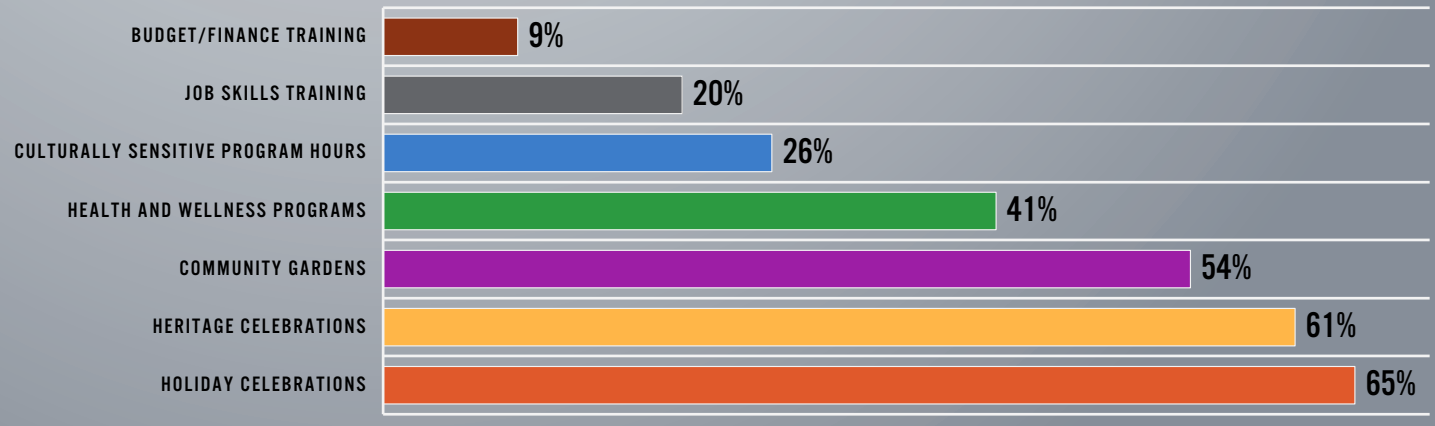
"FEWER LATINOS (70%) THAN WHITES (82.5%) SAY THEIR NEIGHBORHOOD HAS SAFE PLAY SPACES FOR KIDS."

"FEAR OF CRIME NEGATIVELY IMPACTS LATINO KIDS' LEVELS OF PHYSICAL ACTIVITY. ALSO, UNPLEASANT NEIGHBORHOOD CONDITIONS, SUCH AS TRASHED STREETS, GANGS, ODORS, DILAPIDATED PLAYGROUNDS, UNLEASHED DOGS, AND SPEEDING CARS, PROHIBITED KIDS FROM BEING ACTIVE IN A LATINO REGION."

Source: Salud America, Active Spaces & Latino Kids: A Research Review, January 2016
salud-america.org/active-spaces-latino-kids-research-review/

## ONLY 41% OF HEALTH AND WELLNESS PROGRAMS ARE TARGETED TO MEMBERS OF MULTICULTURAL, RACIAL, OR ETHNIC COMMUNITIES

### PERCENT OF AGENCIES THAT PROGRAM SPECIFICALLY FOR MEMBERS OF MULTICULTURAL, RACIAL, OR ETHNIC COMMUNITIES



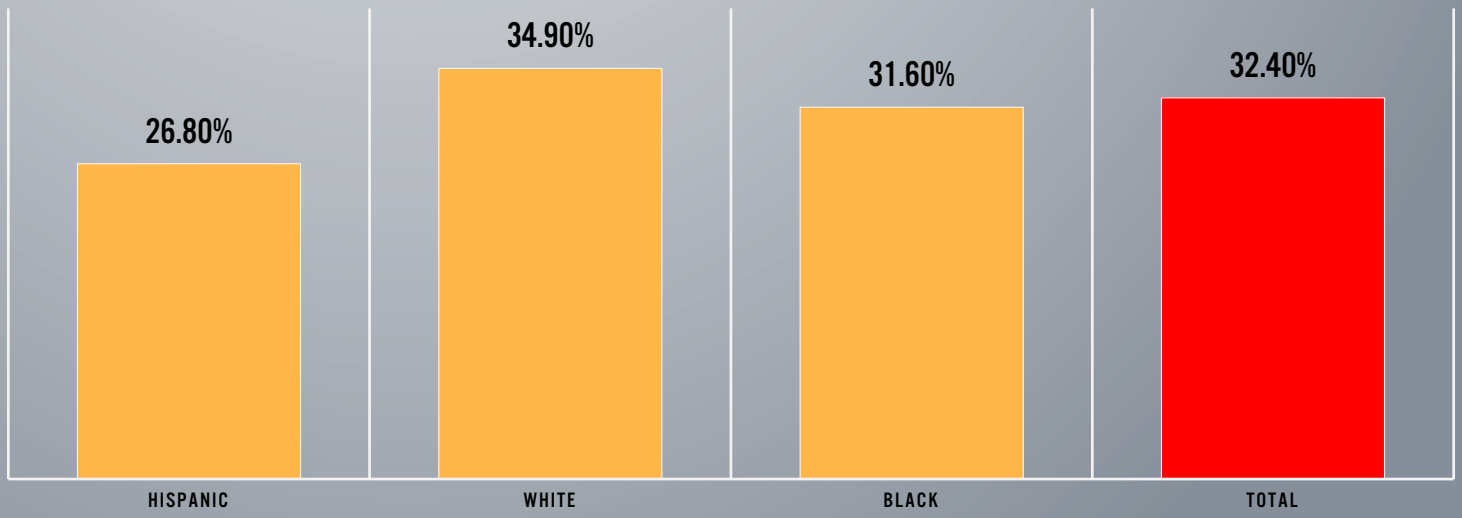

Source: National Recreation and Park Association, Park Recreation Inclusion Report, 2018
www.nrpa.org/contentassets/e386270247644310b06960be9e9986a9/park-recreation-inclusion-report.pdf

"A 2014 CHILD TRENDS REPORT ABOUT LATINO YOUTH FOUND THAT '...JUST OVER ONE IN FOUR HISPANIC MALES AND JUST OVER ONE IN SIX HISPANIC FEMALES IS GETTING THE RECOMMENDED AMOUNT OF DAILY EXERCISE.'"

Source: Hispanic Federation, Healthy Parks: Healthy Latinos, 2015
hispanicfederation.org/advocacy/reports/healthy_parks_healthy_latinos

## HISPANIC MALE YOUTH ARE LEAST PHYSICALLY ACTIVE*

PERCENT OF MALE YOUTH WHO PARTICIPATED IN PHYSICAL ACTIVITY EVERY DAY IN THE PAST WEEK (2011-2012)

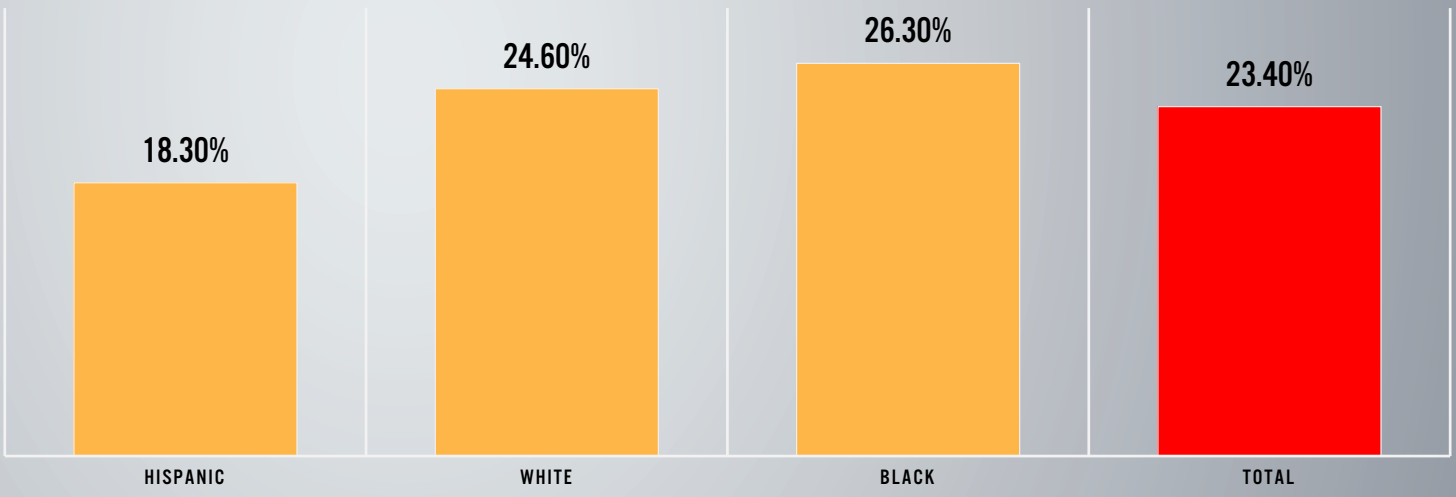



*PARENT REPORTED ACTIVITY

Source: Hispanic Federation, Healthy Parks: Healthy Latinos, 2015
hispanicfederation.org/advocacy/reports/healthy_parks_healthy_latinos/

# HISPANIC FEMALE YOUTH ARE LEAST PHYSICALLY ACTIVE*

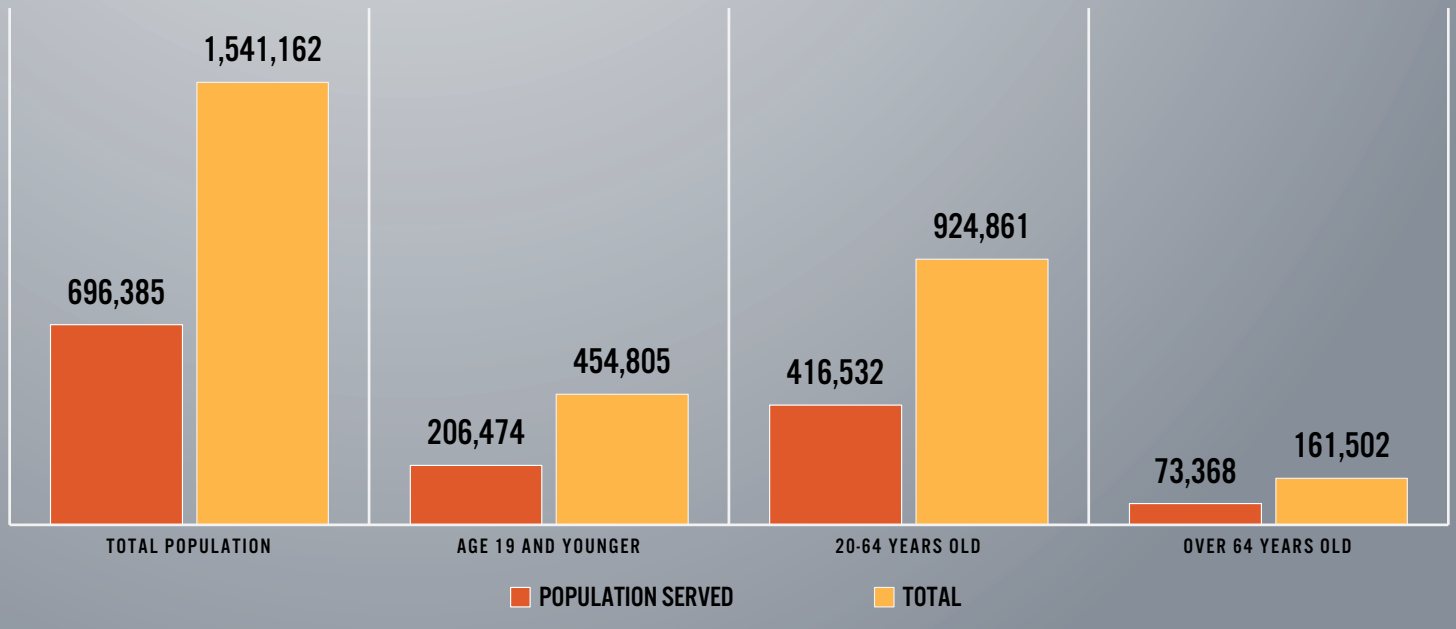
## PERCENT OF FEMALE YOUTH WHO PARTICIPATED IN PHYSICAL ACTIVITY EVERY DAY IN THE PAST WEEK




*PARENT REPORTED ACTIVITY

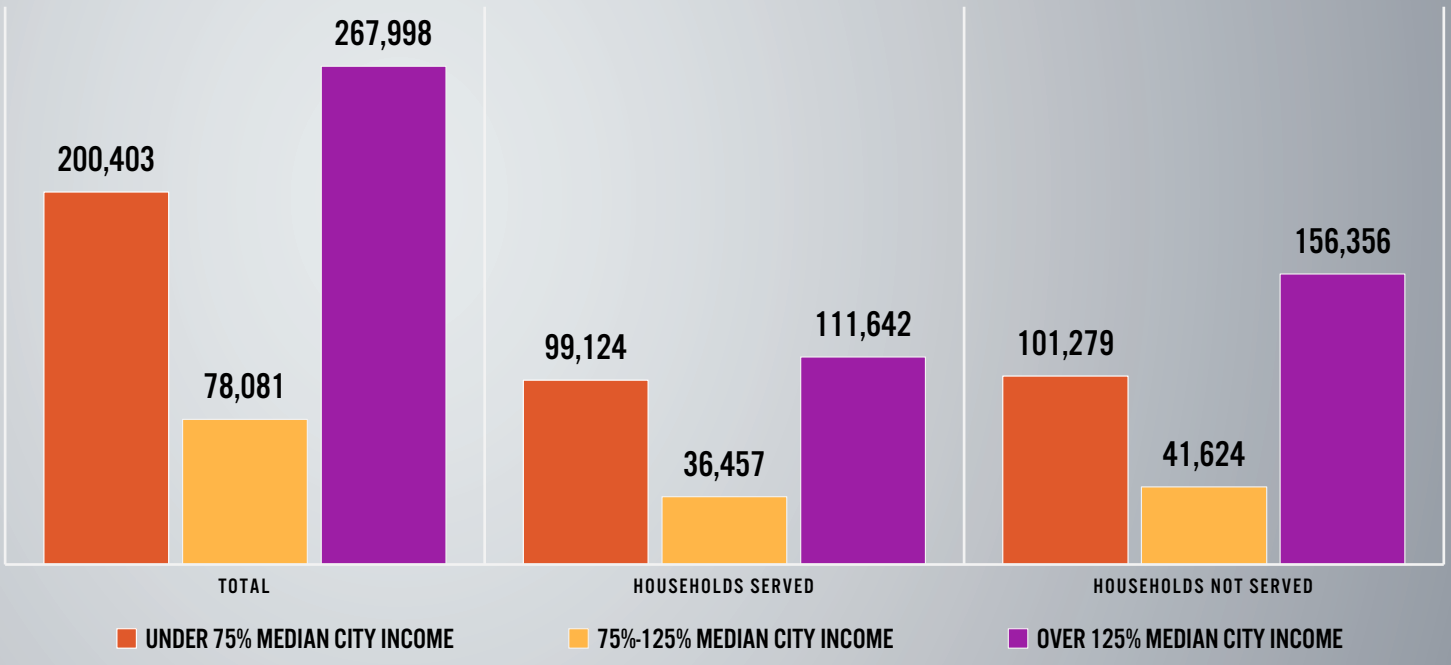
Source: Hispanic Federation, Healthy Parks: Healthy Latinos, 2015
hispanicfederation.org/advocacy/reports/healthy_parks_healthy_latinos

# ARIZONA PARKS SERVE LESS THAN ½ OF THE POPULATION




Source: ParkScore, Phoenix Results, 2017
parkscore.tpl.org/ReportImages/Phoenix_AZ.pdf

# INCOME DETERMINES ACCESSIBILITY TO PARKS

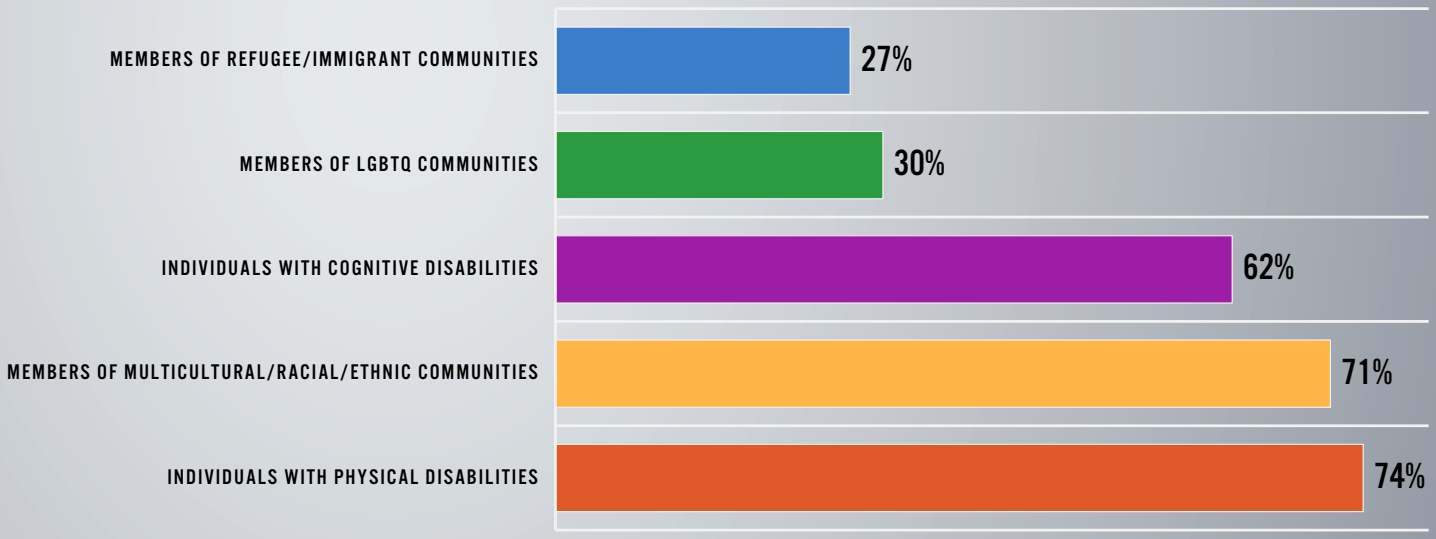



Source: ParkScore, Phoenix Results, 2017
parkscore.tpl.org/ReportImages/Phoenix_AZ.pdf

"...DISCOMFORT [WITH THE OUTDOORS], COUPLED WITH THE LEGACIES OF EXCLUSION AND CULTURAL UNFAMILIARITY, HAS LED A QUARTER OF AFRICAN AMERICANS AND HISPANICS TO CHARACTERIZE PARKS AS UNSAFE OR UNPLEASANT."

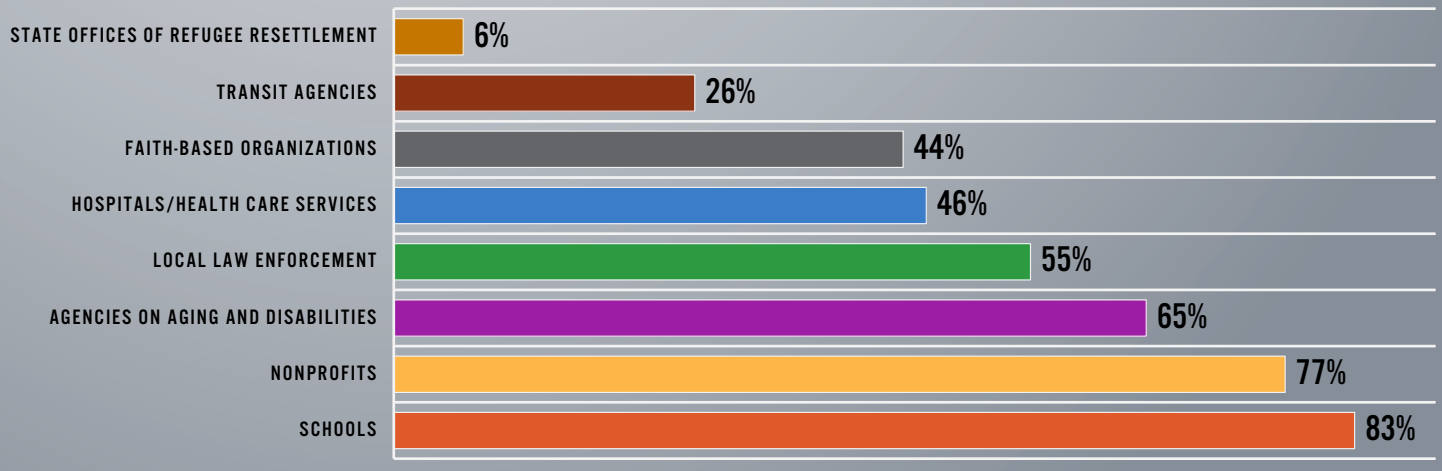
Source: National Geographic, Changing the Face of National Parks, February 2017
news.nationalgeographic.com/2017/02/diversity-in-national-parks/

# PROGRAMMING AND ACTIVITIES OFFERED BY PARKS/REC GROUPS FOR DIFFERENT COMMUNITY MEMBERS




Source: National Recreation and Park Association, Park Recreation Inclusion Report, 2018
www.nrpa.org/contentassets/e3862702476443 10b06960be9e9986a9/park-recreation-inclusion-report.pdf

# PARKS AND REC AGENCIES WORKING WITH GOVERNMENT AGENCIES AND EXTERNAL ORGANIZATIONS TO ENSURE INCLUSION




(BY PERCENTAGE)

Source: National Recreation and Park Association, Park Recreation Inclusion Report, 2018
www.nrpa.org/contentassets/e3862702476443 10b06960be9e9986a9/park-recreation-inclusion-report.pdf

# 10 PARKS AND RECREATION

"DESPITE THE MANY CULTURAL, POLITICAL, AND ECONOMIC CONTRIBUTIONS OF LATINO AMERICANS TO OUR NATION, LESS THAN ONE-PERCENT OF ALL NATIONAL HISTORIC LANDMARKS AND ONLY ROUGHLY 4 PERCENT OF ALL NATIONAL PARK UNITS ARE DEDICATED TO THE LATINO COMMUNITY."

Source: Huffington Post, Celebrating Hispanic Heritage Through Our National Parks, 2016
www.huffingtonpost.com/nidhi-thakar/celebrating-hispanic-heritage-national-parks_b_8215370.html

OYE!
BUSINESS INTELLIGENCE
World Cup 2018
Online Conversation Analysis
HISPANIC SOCIAL INTELLIGENCE REPORT
OYE! analyzes real-time digital conversations allowing clients to develop culturally relevant communications with the fastest growing ethnic groups in the U.S.
www.oyeintelligence.com

OYE! BUSINESS INTELLIGENCE

# REPORT FOR World Cup 2018
## 2018 Conversation Analysis
## Overview & Table of Contents

**OYE! listens to consumers in their own space online and delivers insight on what English-speaking, Spanish-speaking and bilingual Hispanics have to say about your brand and/or industry. Understanding consumer attitudes towards brands, their products and their marketing efforts provides our clients insights that inform their multicultural marketing strategy.**

### Actionable Insights:

OYE! is a language neutral social listening software that analyzes conversation in all languages to derive meaning from unstructured social conversation among Hispanics. OYE!'s natural language processing solution is designed not only to identify Hispanics, but to also derive insights marketers can use in planning campaign strategy, messaging and targeting.

**Demographics**

Build knowledge of audience language, geography, number of followers, and gender through online conversation analysis.

**Psychographics**

Know what those who interact with a brand like, follow and share for use in targeting, product development, and content curation.

**Online Trends**

Understand the terms most frequently used to guide more authentic content curation and conversation among Hispanics.

**Channel Insights**

Understand both where consumers most favorably interact with your brand as well as where your competitors focus their efforts.

### The Solution:

Insights derived from social conversation by OYE! provide key details into Hispanic consumers through their own statements about brands. OYE! analyzes that conversation to allow brands to understand better ways to interact with these groups. OYE! also provides insights on how to create campaigns tailored to these multicultural consumers.

### The Value:

Leveraging insights from OYE! allows clients to produce content for Hispanic consumers most influential over purchasing decisions for your brand where they want it, when they want it and how they want it. The result: Better conversion, lift and engagement.

### Methodology:

This analysis was extrapolated from a sample of 65,192 conversations on Facebook, Twitter, Instagram as well as the web at large of which 16,167 were from verified Hispanics. All data gathered from 06/13/2018 06/14/2018

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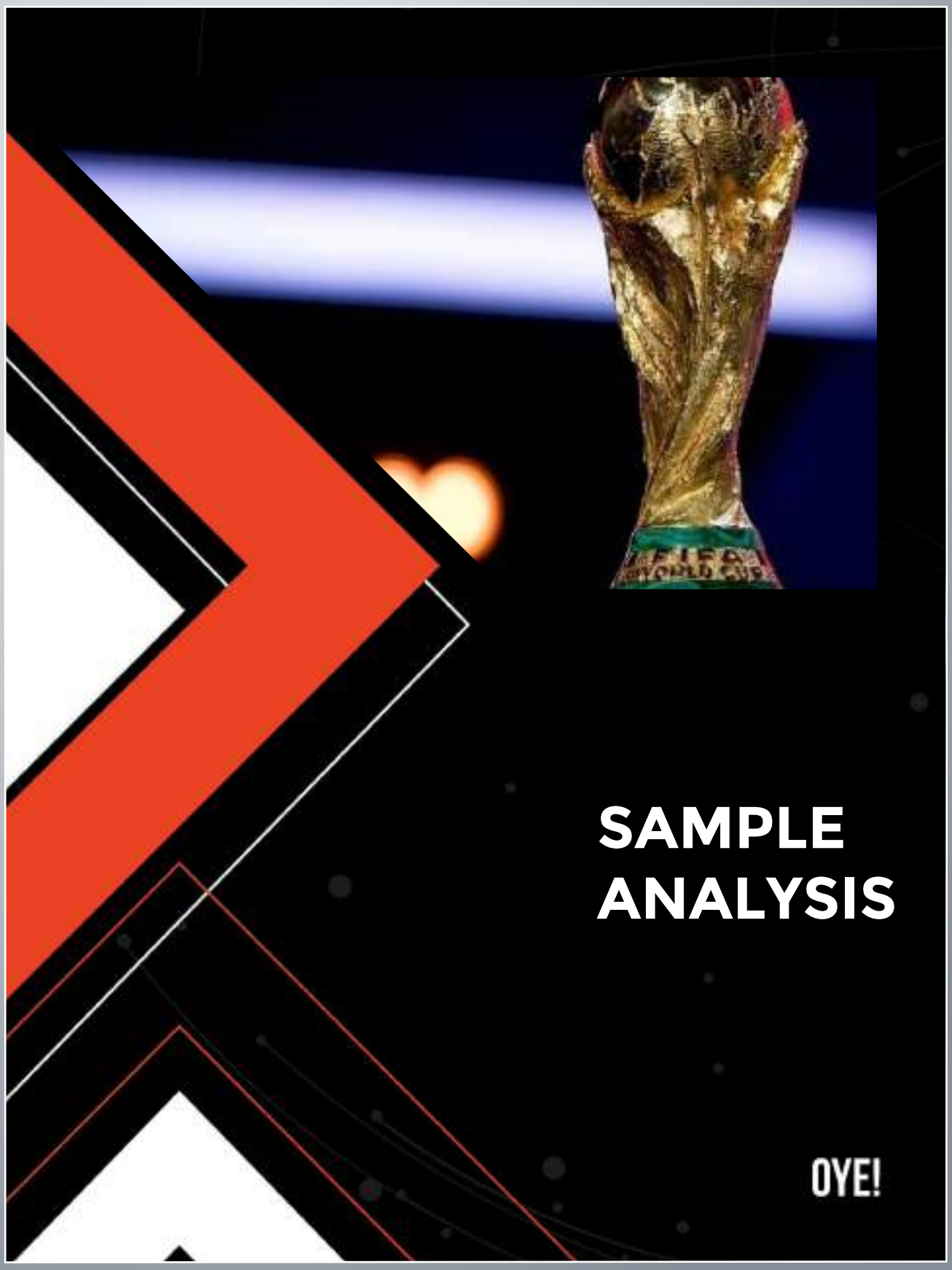
Page 4: Volume & Ethnicity Analysis
Page 5: Gender & Language Analysis
Page 6: Sentiment & Location Analysis
Page 7: Channels & Category Analysis
Page 8: Influencers & Example Post


SAMPLE
ANALYSIS
OYE!

OYE! BUSINESS INTELLIGENCE

# REPORT FOR World Cup 2018
## 2018 Conversation Analysis
## 1 | Volume & Ethnicity Analysis

### Hispanic Volume by Brand

### Hispanic vs. Non-Hispanic Comparison

### Key Insights

- The data in this sample report ranges from June 13 to the morning of June 14 which includes conversations regarding the Inaugural match between Russia and Saudi Arabia
- During the time range of the analysis, *World Cup 2018* garnered a total of 65,192 online conversations. This data was solely gathered from Twitter for the purpose of this sample analysis
- Out of the 65K total U.S. conversations, 16,167 online conversations were from U.S. Hispanics
- Since the World Cup is an extremely popular global event with the Hispanic community, we see that the Hispanic percentage is far above the average in these reports (around 10%). The Hispanic percentage for *World Cup 2018* was 24.8%

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OYE! BUSINESS INTELLIGENCE

# REPORT FOR World Cup 2018
## 2018 Conversation Analysis
## 2 | Gender & Language Analysis

### Gender Analysis

### Language Analysis

### Key Insights

- While the *World Cup* is a major global sports event, the majority of U.S. Hispanic viewers who discuss the event online are male. In this sample analysis, Hispanic males (78.9%) made up the larger portion of online conversations compared to Hispanic females (21.1%)
- For examples of a post from a Hispanic male and a Hispanic females, see here and here respectively
- For *World Cup 2018*, English conversations (51.2%) made up the majority of U.S. Hispanic online conversations followed by Bilingual (35.6%) and then Spanish (13.2%)
- Hispanics tended to post on Twitter more commonly in English and Bilingual compared to pure Spanish. This applies more specifically to Hispanic males as they dominated conversations with nearly 80%
- For an example of a post for Bilingual, English, and Spanish, see here, here, and here respectively

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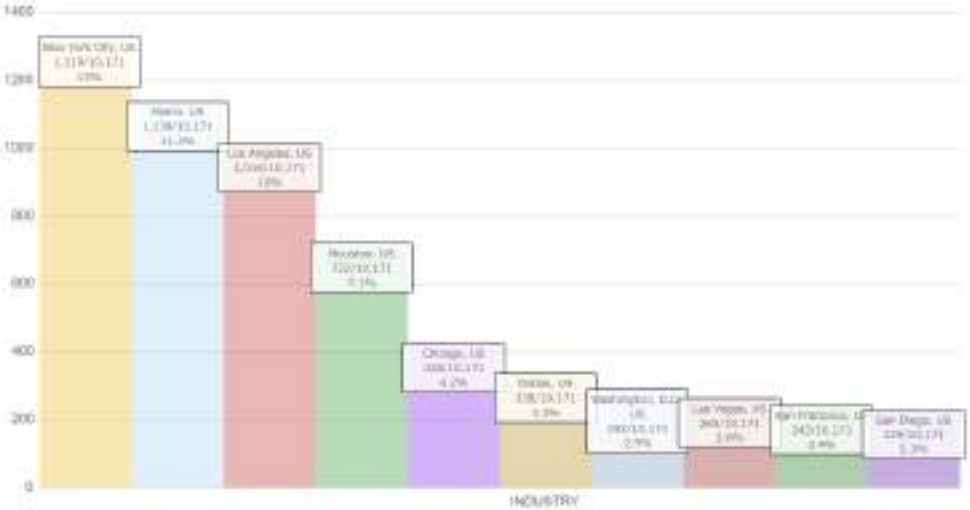
OYE! BUSINESS INTELLIGENCE

# REPORT FOR World Cup 2018
## 2018 Conversation Analysis
## 3 | Sentiment & Location Analysis

### Sentiment Analysis

### Location Analysis




### Key Insights

- In the sentiment analysis, positive sentiment (26.4%) consisted of primarily people's excitement and eagerness for the *World Cup* to get started. Also, there were several conversations addressing Russia's win in the first official game of the *World Cup* that took place on the morning of June 14th
- Here is an example of a positive post from a Hispanic regarding Russia's win over Saudi Arabia in their opening match during the time range of the analysis, see here
- Negative sentiment made up only 7.3% or 1,183 online conversations for the *World Cup.* Negative posts typically consisted of either the opening match between Russia and Saudi Arabia being boring or people not being happy with Telemundo being the World Cup's broadcaster, see here and here respectively
- Top three locations that Hispanics posted from were New York City, Miami, and Los Angeles

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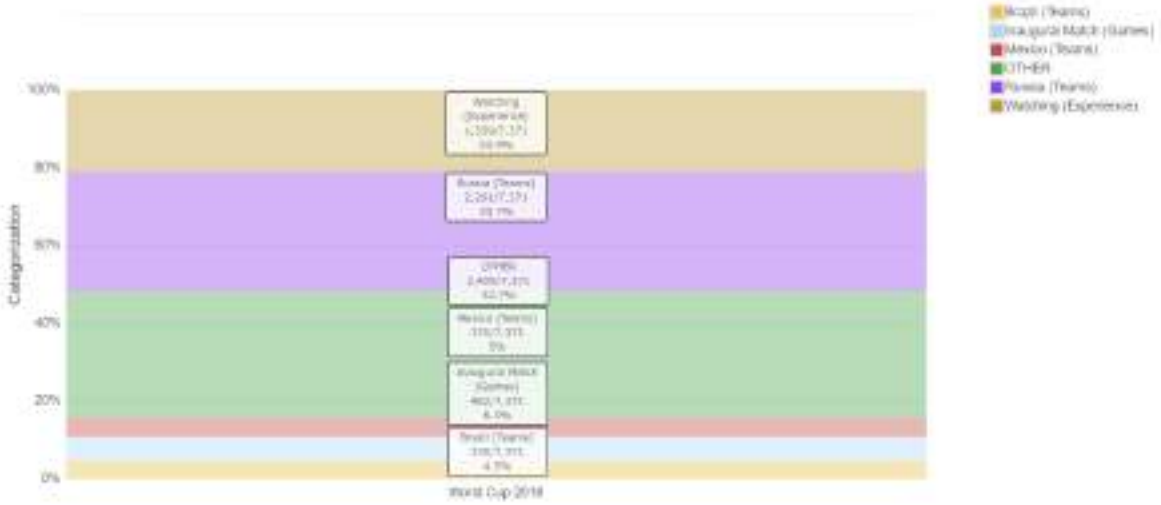
OYE! BUSINESS INTELLIGENCE

# REPORT FOR World Cup 2018
## 2018 Conversation Analysis
## 4 | Channel & Category Analysis

### Channel Analysis

### Category Analysis




### Key Insights

- This sample analysis gathered online data from the Twitter social platform only
- The biggest category during the time range for *World Cup 2018* was the *Russia* (30.7%) soccer team. The country is the host of this year's *World Cup* and they had their opening match on the morning of June 14th. These factors caused *Russia* to be a top category. However, later into the *World Cup, Russia* may not be a top category due to other teams causing excitement in the tournament
- Other soccer teams mentioned in the Hispanic community were *Mexico* (5%) and *Brazil* (4.5%)
- While *Mexico* has a difficult debut match against the *World Cup* favorites (Germany), there are many posts showing support for the team, see here for an example of a Hispanic showing support for Mexico
- Posts about *Brazil* consisted of Hispanics saying that *Brazil* will win the *World Cup*, see here for an example

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OYE! BUSINESS INTELLIGENCE

# REPORT FOR World Cup 2018
## 2018 Conversation Analysis
## 5 | Influencers & Example Posts

### Influencer Examples

**Luis Omar Tapia**
https://twitter.com/LuisOmarTapia
Followers: 755K
Occupation: Commentator for Univision Deportes
Location: Miami, FL

**Miguel Gurwitz**
https://twitter.com/Miguel_Gurwitz
Followers: 573K
Occupation: Commentator for Telemundo
Location: Miami, FL

**Carmen Boquin**
https://twitter.com/CarmenBoquin
Followers: 351K
Occupation: Anchor for beIN SPORTS Español
Location: Miami, FL

**Diego Balado**
https://twitter.com/DiegoBalado
Followers: 304K
Occupation: Commentator for Univision Sports
Location: Miami, FL

### Example Posts

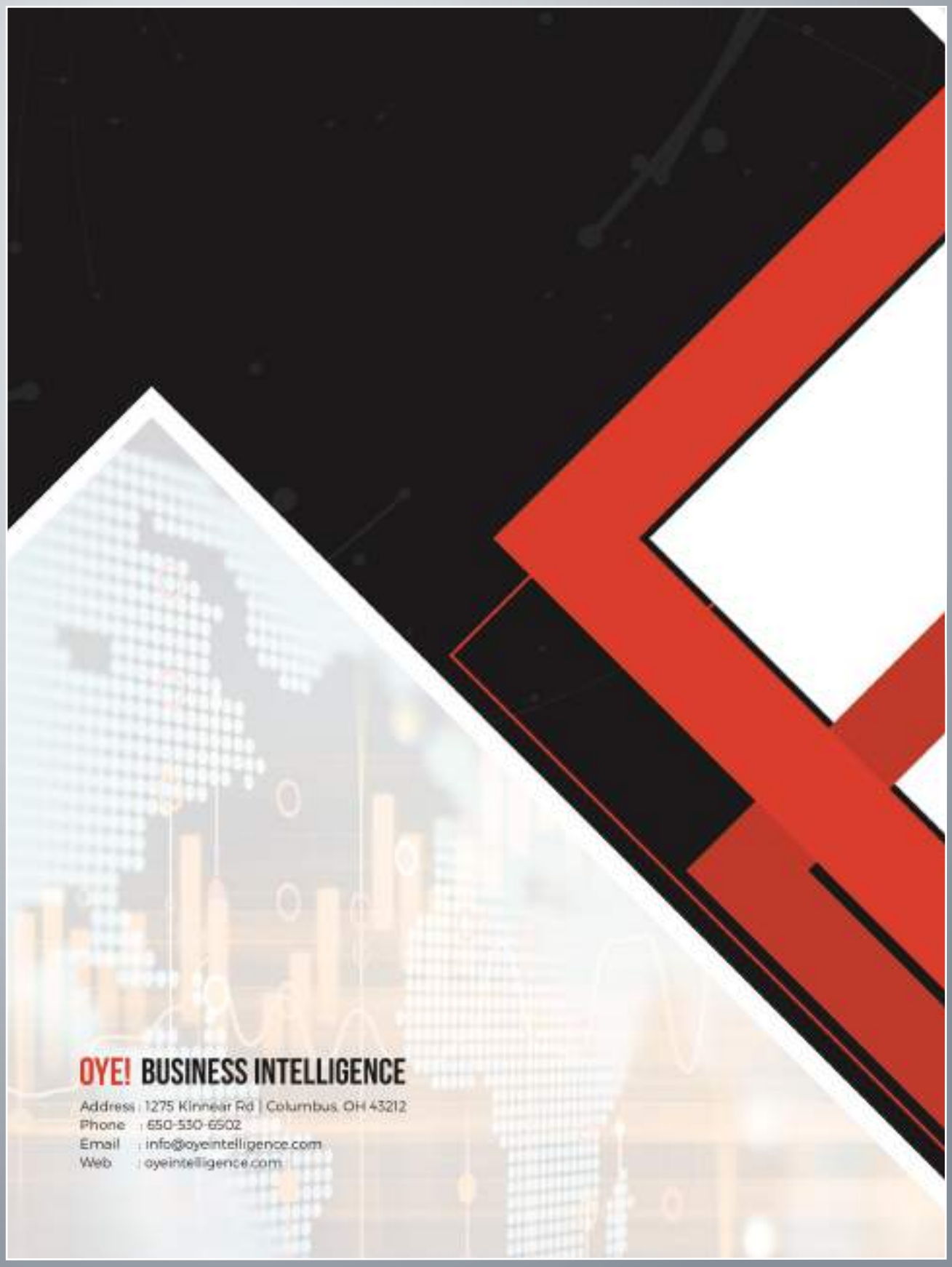
http://twitter.com/517148206/statuses/1007019206968258561

https://twitter.com/FuegoAir/status/1007302190732439552

### Key Insights

- Latino Influencers (over 150K followers) and micro-influencers (those between 1K and 150K followers) can be leveraged throughout the year to boost product awareness and influence Hispanic consumers to consider new campaigns. These are the Hispanic influencers with more impression on their posts about *World Cup 2018*
- All four of the top Hispanic influencers (Luis Omar Tapia, Miguel Gurwitz, Carmen Boquin, and Diego Balado) who posted for the *World Cup* are commentators in different sports networks
- Interestingly, all of the top Hispanic influencers during the time range of the analysis were from Miami, FL which was the second highest US location that generated online conversations
- Both example posts shown above are several of the top shared posts among the Hispanic community. On the bottom right is a post at the start of the *World Cup* showing pictures from the opening ceremony

8


OYE! BUSINESS INTELLIGENCE
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Phone : 650-530-6502
Email : info@oyeintelligence.com
Web : oyeintelligence.com

# RISING AS ONE IN THE HISPANIC COMMUNITY

BY JOSÉ BOSCH

## YOUTH AND COMMUNITY:

At Phoenix Rising, we have arranged player appearances at highly Hispanic school districts to inspire and interact with our Hispanic youth. We've also provided free soccer clinics in different areas of town that benefited Latino soccer teams and clubs. In addition to those initiatives, we work to be present where the Hispanic community plays the game.

That involves working closely with players and leaders from Latino Ligas and clubs in the Valley and appearing at major community soccer events like Copa Centenario, Copa America, and Liga MX friendlies. We also make sure to support major Latino events like Copa Mundialito for our Fiestas de Mayo, and Copa Food City for our September Independence month, Copa Alianza, the Telemundo Festival, Copa Univision and Fiesta de el Tamal. Being at these events has allowed us to meet with the community where they work and play, which allows us to be more accessible to them. Also, this past summer was unique because we were also able to co-partner World Cup watch parties for Mexico and other Latin American countries during the World Cup.

Due to our efforts, our fan base is roughly 28% Hispanic and continually growing.

## GAME EXPERIENCE AND FOOD:

We focus on having exceptionally diverse food and our Hispanic food options are an amazing hit among Latinos and regulars. With Elote, Tortas, Raspados, Tacos y Mariscos we score a goal with our fans at every match.

One of our biggest relationships and keys to creating a successful atmosphere at our matches have been to work closely with Los Bandidos who intensely support Phoenix Rising FC for the whole game. The group largely consists of Hispanics, Latino Millennials, Central Americans, and Chicanos. Los Bandidos bring the party and the atmosphere to our stands.

## MEDIA:

We have currently partnered with iHeartmedia and El Patron radio station to air all of our matches in Spanish. And through our partnership with Telemundo, the station follows and features our team, as well.

*José Bosch is the Digital Media and Broadcast Relations Manager, Phoenix Rising Football Club.*

# U.S. HAS MORE SPANISH SPEAKERS THAN EVER, BUT SHARE OF SPANISH SPEAKERS AMONG LATINOS HAS DECLINED

JAMES E. GARCIA, ASSOCIATE EDITOR

The most common language spoken in the United States other than English, is Spanish, though the share of U.S. Latinos who speak Spanish at home is declining.

Researchers say there are more Spanish speakers in the U.S. today than anywhere else in the world, except Mexico. The U.S. is home to an estimated 59 million Latinos, most of whom speak at least some Spanish. Among predominantly Spanish-speaking countries, Mexico has 127.5 million people, Spain has a population of 46.5 million, and Colombia, 49.8 million.

While there are numerically more Spanish speakers than ever before in the United States, due to the rapidly growing Latino population, "the share of Latinos who speak the language has declined over the past decade or so," according to the Pew Research Center.

Pew found "73% of Latinos spoke Spanish at home in 2015, down from 78% in 2006."

It's not that U.S. Latinos don't think speaking Spanish is important. In a 2011 Pew survey, "nearly all Latinos said it was important that the next generation of Latinos in the U.S. speak Spanish." Although, 70 percent of those same respondents said it was not necessary to speak Spanish to be considered Latino.

And not all Spanish speakers are created equal. It's estimated that as many as 11.6 million people in the U.S. describe themselves as bilingual Spanish speakers, which includes a mix of Latinos and non-Latinos. Some Latinos speak no Spanish at all.

In a 2018 Pew survey, researchers found that "most Hispanic parents speak Spanish to their children, but this is less the case in later immigrant generations." Among immigrants, 97 percent of the respondents to the Pew study said they speak Spanish to their children. By the second generation, that number had dropped to 71 percent. "The share falls to just 49 percent among third and higher generations of Latino parents."

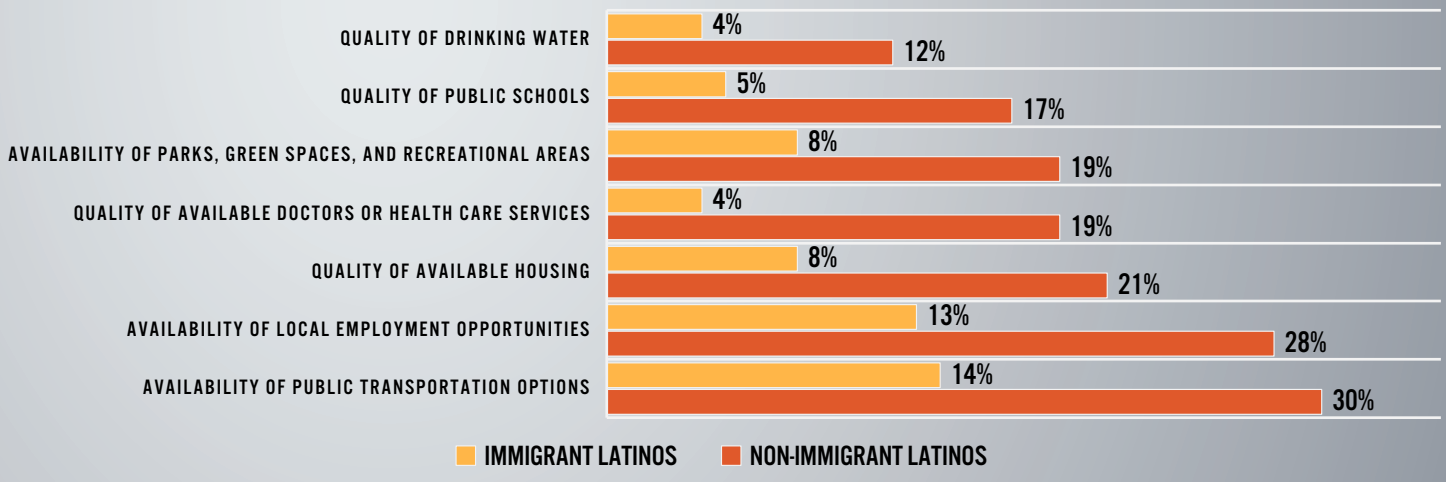
In families where one parent is not Latino, only "55 percent" speaks Spanish to their children.

The declining use of Spanish among Latinos was the greatest, Pew reported, in "the San Antonio-New Braunfels and Phoenix-Mesa-Scottsdale metro areas."

In a report published by Instituto Cervantes, based on current population growth, the United States could have more Spanish speakers than any country in the world by 2050.

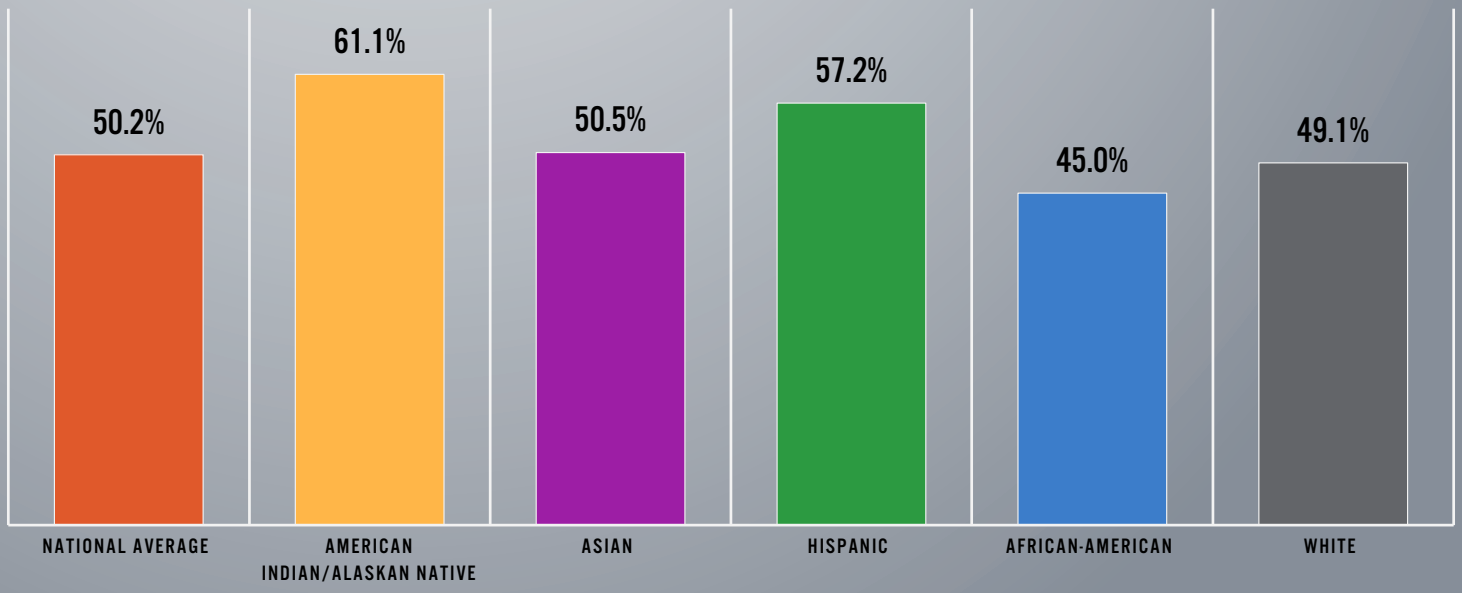
# PERCENT OF LATINOS, SAYING EACH ELEMENT OF THEIR COMMUNITY ENVIRONMENT IS WORSE THAN OTHER PLACES TO LIVE

## (BY IMMIGRANT STATUS)



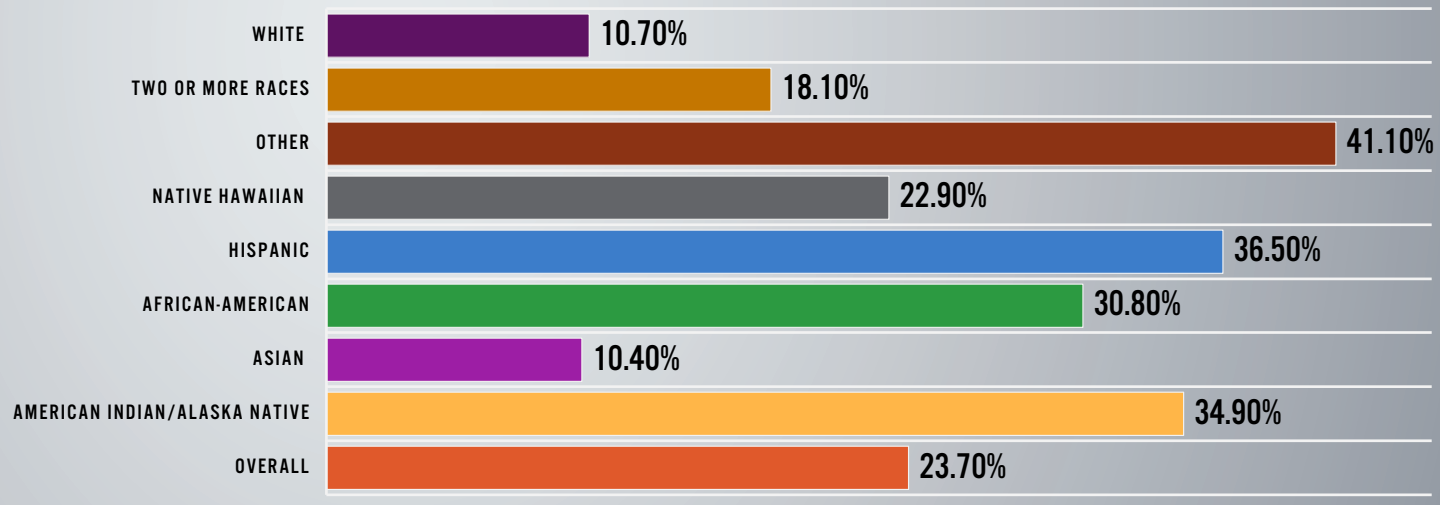

Source: NPR, Experiences and Views of Latinos, October 2017
www.npr.org/documents/2017/oct/discrimination-latinos-final.pdf

# OVER HALF OF HISPANIC CHILDREN ARE LIVING IN CHILD CARE DESERTS



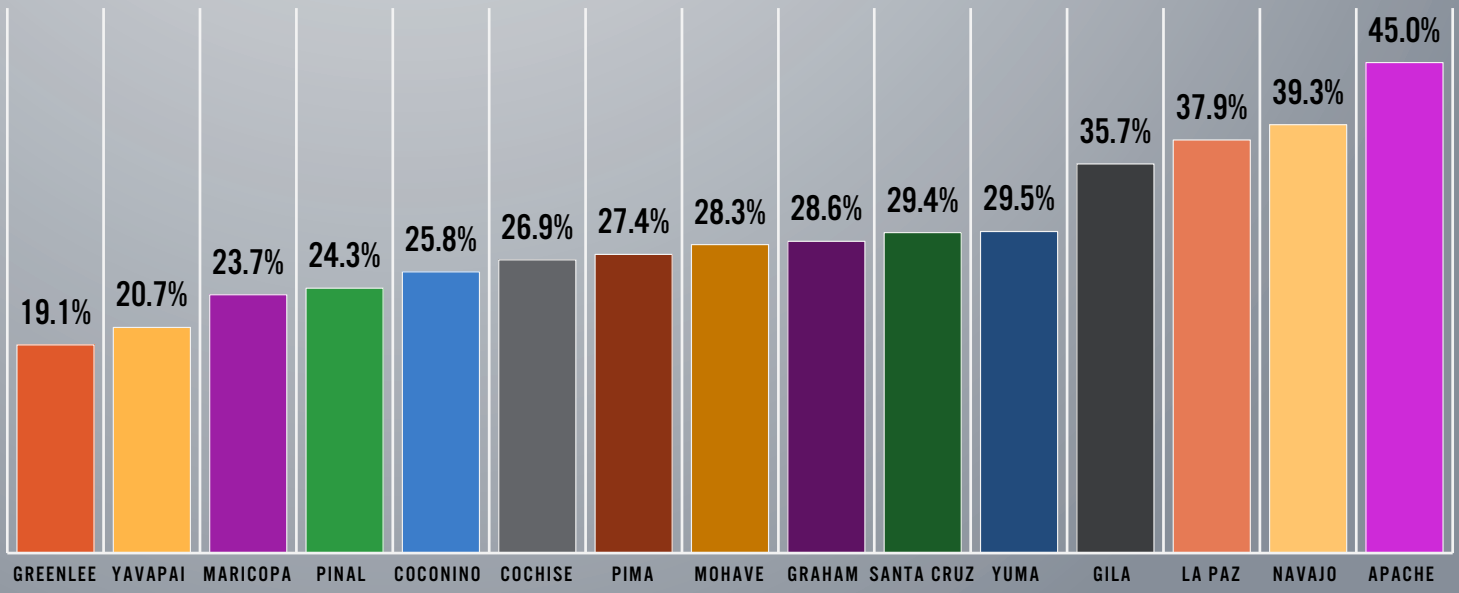

Source: Center For American Progress, Mapping America's Child Care Deserts, 2017
www.americanprogress.org/issues/early-childhood/reports/2017/08/30/437988/mapping-americas-child-care-deserts/

# MORE HISPANIC CHILDREN IN MARICOPA COUNTY LIVING BELOW POVERTY LEVEL THAN ANY OTHER MINORITY



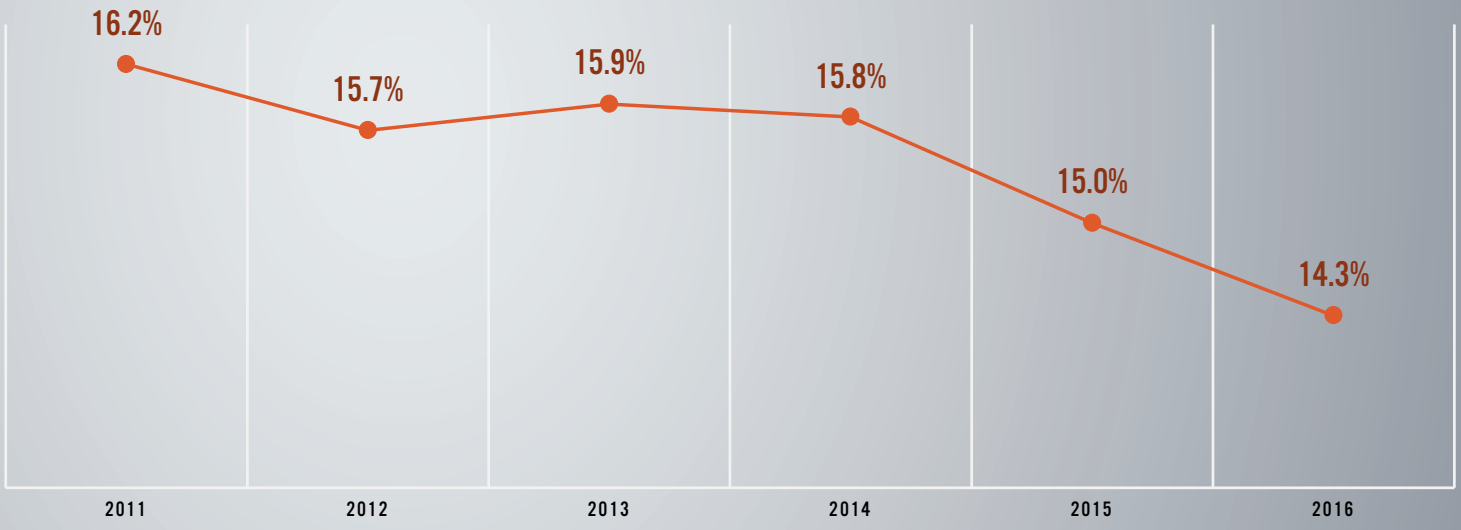

Source: Arizona Health Matters, Children Living Below The Poverty Level, 2018
www.arizonahealthmatters.org/indicators/index/view?indicatorId=189&localeId=155

# CHILDREN IN ARIZONA LIVING BELOW POVERTY LEVEL BY COUNTY




Source: Arizona Health Matters, Children Living Below The Poverty Level, 2018
www.arizonahealthmatters.org/indicators/index/view?indicatorId=189&localeId=155

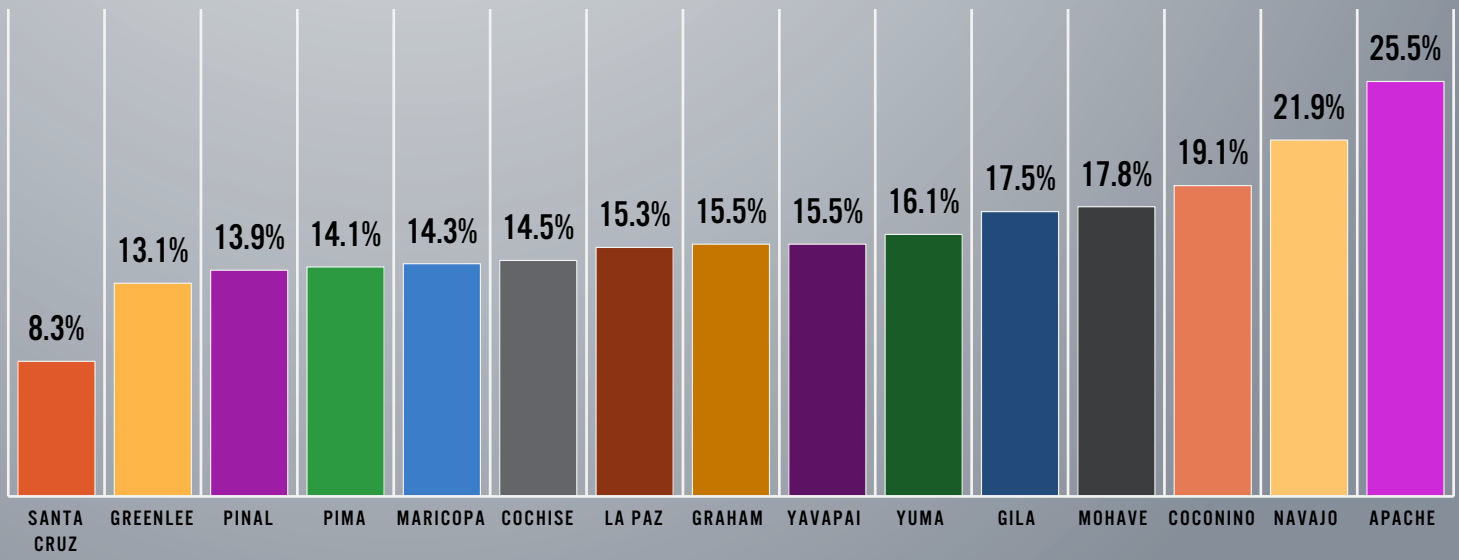
# MARICOPA COUNTY FOOD INSECURITY RATE IS 14.3%*




*THIS INDICATOR SHOWS THE PERCENTAGE OF THE POPULATION THAT EXPERIENCED FOOD INSECURITY AT SOME POINT DURING THE YEAR

Source: Arizona Health Matters, Food Insecurity (Last Update, May 2017)
www.arizonahealthmatters.org/indicators/index/view?indicatorId=2107&localeId=155

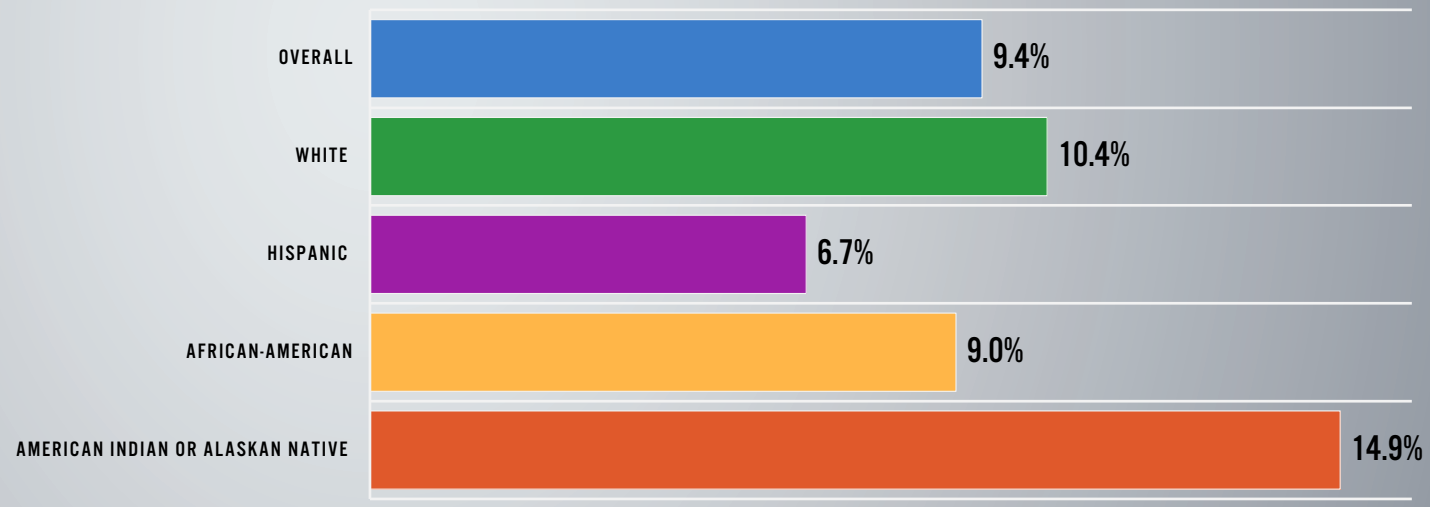
# APACHE COUNTY LEADS ARIZONA'S FOOD INSECURITY RATE BY COUNTY




*THIS INDICATOR SHOWS THE PERCENTAGE OF THE POPULATION THAT EXPERIENCED FOOD INSECURITY AT SOME POINT DURING THE YEAR

Source: Arizona Health Matters, Food Insecurity (Last Update, May 2017)
www.arizonahealthmatters.org/indicators/index/view?indicatorId=2107&localeId=155

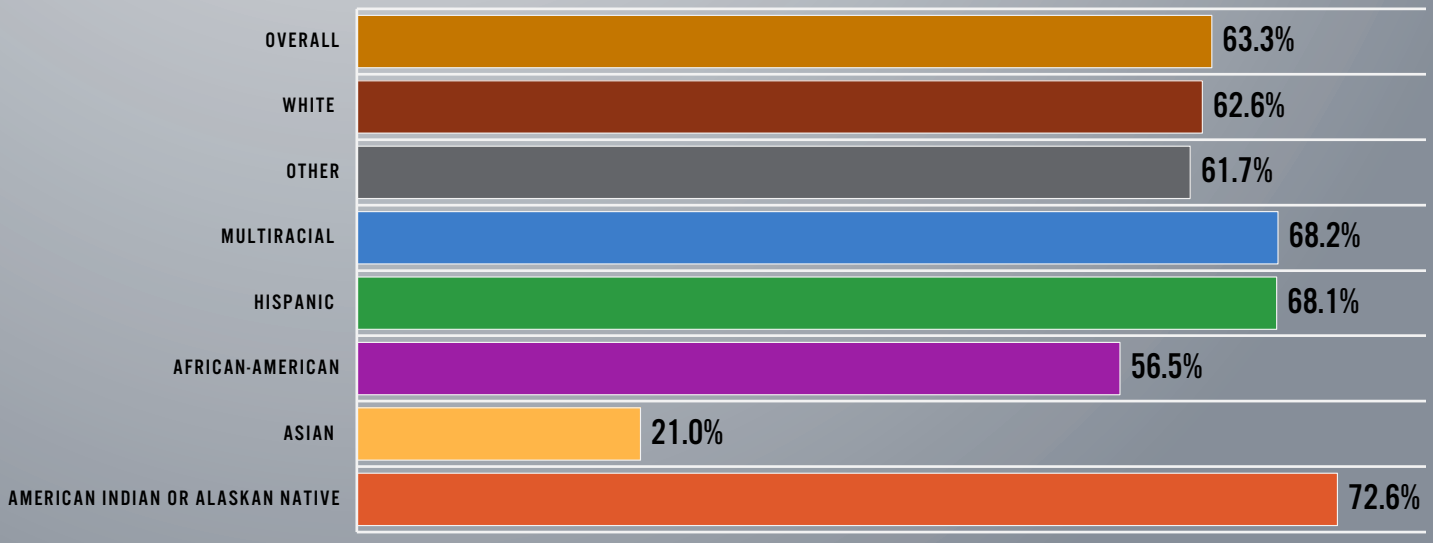
# HISPANIC ADULTS IN ARIZONA EXPERIENCE THE LEAST INCIDENCE OF ASTHMA THAN ANY OTHER MINORITY




Source: Arizona Health Matters, Adults with Current Asthma, 2017
www.arizonahealthmatters.org/indicators/index/view?indicatorId=79&localeId=5

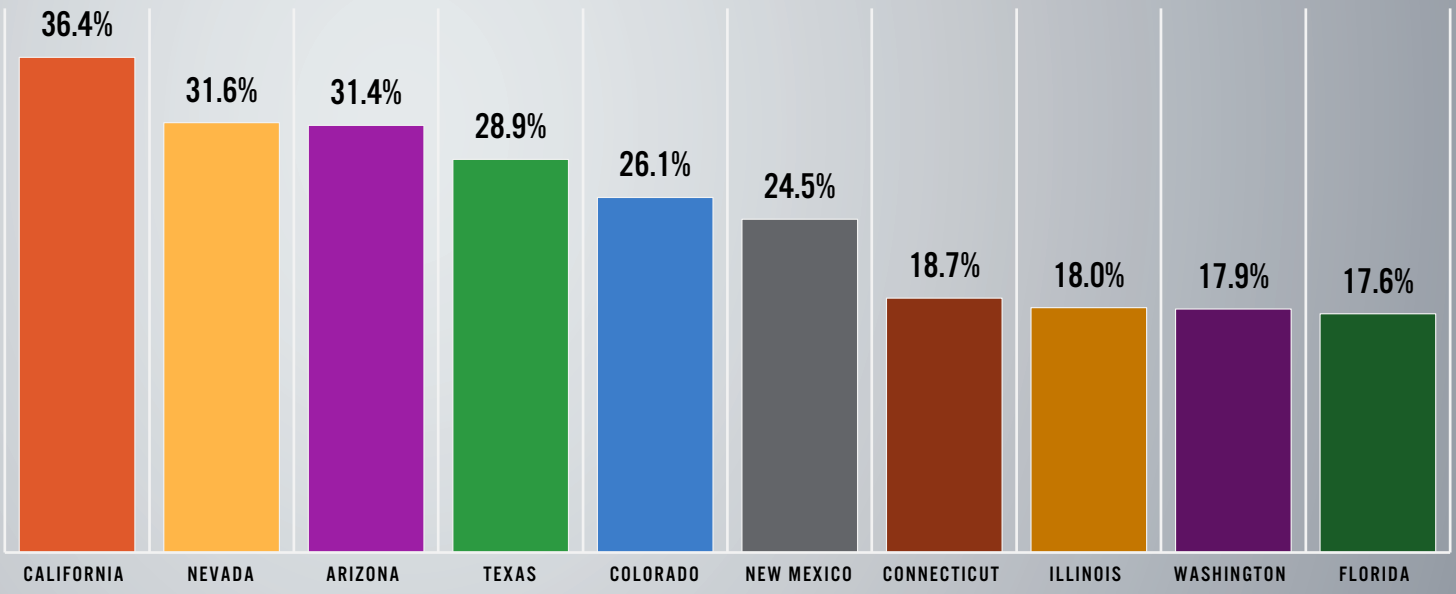
# THE MAJORITY OF HISPANICS IN ARIZONA ARE OVERWEIGHT OR OBESE

## BY RACE/ETHNICITY




Source: Arizona Health Matters, Adults who are Overweight or Obese, 2017
www.arizonahealthmatters.org/indicators/index/view?indicatorId=56&localeId=5

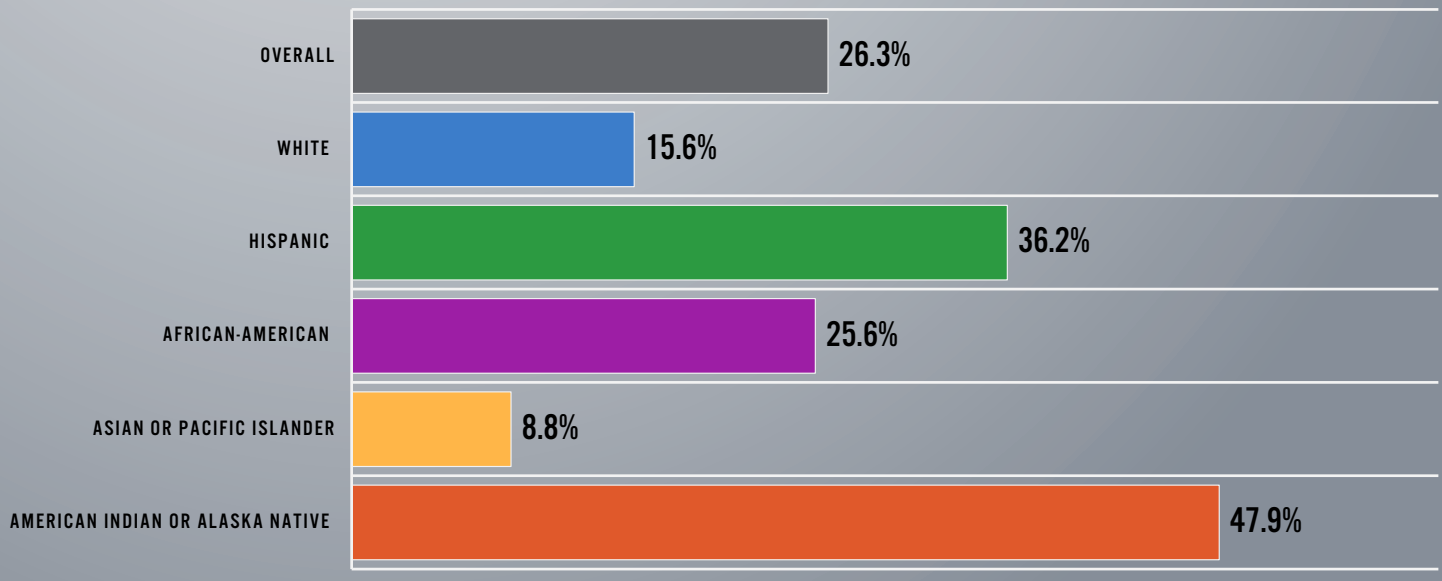
# STATES WITH THE GREATEST PERCENT DIFFERENCE BETWEEN LATINX TEACHERS AND STUDENTS




Source: How to Fix the Large and Growing Latinx Teacher-Student Gap, 2018
www.americanprogress.org/issues/education-k-12/reports/2018/02/20/445999/fix-large-growing-latinx-teacher-student-gap/

# MORE HISPANIC AND AMERICAN INDIAN ARIZONA TEEN BIRTHS: 15-19 YEARS

## BY RACE/ETHNICITY




Source: Arizona Health Matters, Teen Birth Rate, 2017
www.arizonahealthmatters.org/indicators/index/view?indicatorId=430&localeId=5

# THE TOHONO O'ODHAM NATION – A TRANSBORDER ASSET

The Tohono O'odham Nation has inhabited the border region of what is present day southern Arizona and northern Sonora, Mexico since time immemorial. That transborder history is an asset, as the Nation works to develop new economic opportunities on both sides of the international boundary.

The Tohono O'odham Nation is a sovereign, federally recognized tribe with more than 34,000 enrolled members. Its traditional lands stretch from central Arizona into northern Sonora, Mexico. The Nation's lands were divided by the Gadsden Purchase of 1853, which established the current border between the U.S. and Mexico.

Today, the Nation's 2.8 million acres of reservation land, the second largest in the U.S., include approximately 62 miles of international border, and more than 2,000 enrolled members of the Nation live in the Nation's communities in Mexico.

As a result, the Tohono O'odham Nation has been on the front lines of U.S. border security issues for over 160 years. More recently, the Nation has worked to address border security issues by strengthening partnerships with other agencies, approving construction of a vehicle barrier, and implementing new technologies and resources. The Nation spends millions annually on this effort, which has led to dramatic reductions in cross-border drug and related trafficking.

Calls for building a fortified border wall have never been considered a practical security solution. Instead, it would be costly and ineffective, further divide communities, destroy archaeological heritage sites, and ruin waterways and animal corridors.

"A border wall would create division without deterring anyone with a ladder or shovel," said Tohono O'odham Vice Chairman Verlon Jose. "We take the security of our people and the U.S. homeland very seriously, but a fortified wall is not the answer. As our Chairman Edward Manuel says, 'We want to build bridges, not walls.' "

Instead of constraining economic opportunity with physical barriers, the Nation continues to focus on pursuing beneficial partnerships with communities on both sides of the border. This is the tack the Nation has taken with its gaming enterprises, which have become a major economic engine for the Arizona economy. The Nation operates four Desert Diamond Casinos in Arizona near Tucson, Sahuarita, Why, and Glendale. The Nation is the 13th largest employer in Southern Arizona with more than 4,350 employees.

In addition, all gaming revenues stay here in Arizona as they are being invested in infrastructure and programs on the Nation. Schools and scholarships, health services, public safety, economic expansion and many other important efforts are being supported by gaming revenues.

Nation leaders recognize that creating progress and prosperity throughout Arizona has positive impacts for all of us. The Nation also understands it is uniquely suited to reach across the border to our neighbors to the south. To accomplish this, delegations from the Nation have met with business and elected leaders from the local, state and federal levels. Recent trips have taken the Nation's leaders to Mexico City, Hermosillo, and Puerto Peñasco to discuss economic development, cross-border trade, and related issues.

With rich historical connections to both Arizona and Sonora, the Tohono O'odham are well positioned for partnerships that benefit communities throughout the border region. There is tremendous potential to work together for new, positive opportunities to build a stronger future for the entire region.

This case study was submitted by the Tohono O'odham Nation, which is solely responsible for its content.

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# DEFINING A NEW FACE OF AMERICA

JAMES E. GARCIA, ASSOCIATE EDITOR

The struggle by immigrants to maintain strong cultural ties – spiritually, emotionally and intellectually – to the family, friends and traditions they left behind is not a new phenomenon.

Although the advent of the internet and the explosion of mass and interactive media have made it easier to keep in touch with the motherland, the explosion of communication platforms has magnified the cultural influences shaping immigrants in their adopted homes. In some ways, the global ubiquity of U.S.-based tech and media conglomerates, like Facebook and Google, make it easier today for people to be Americanized even before they come to America. The rock band *Journey*, for instance, found its new lead singer, a Filipino man, on YouTube.

"Hispanic Identity Fades Across Generations as Immigrant Connections Fall Away" is the title of a report released by the Pew Research Center in December 2017. As the title makes clear, generational detachment doesn't seem to make the heart grow fonder for our cultural roots.

According to the report, "More than 18% of Americans [about 59 million people] identify as Hispanic or Latino, the nation's second largest racial or ethnic group. But two trends – a long-standing high intermarriage rate and a decade of declining Latin American immigration – are distancing some Americans with Hispanic ancestry from the life experiences of earlier generations, reducing the likelihood they call themselves Hispanic or Latino."

*No me digas!* Rough translation: Get out! Our Hispanic ancestors must be turning over in their graves.

The Pew report goes on to say: "Among the estimated 42.7 million U.S. adults with Hispanic ancestry in 2015, nine-in-ten (89%), or about 37.8 million, self-identify as Hispanic or Latino. But another 5 million (11%) do not consider themselves Hispanic or Latino."

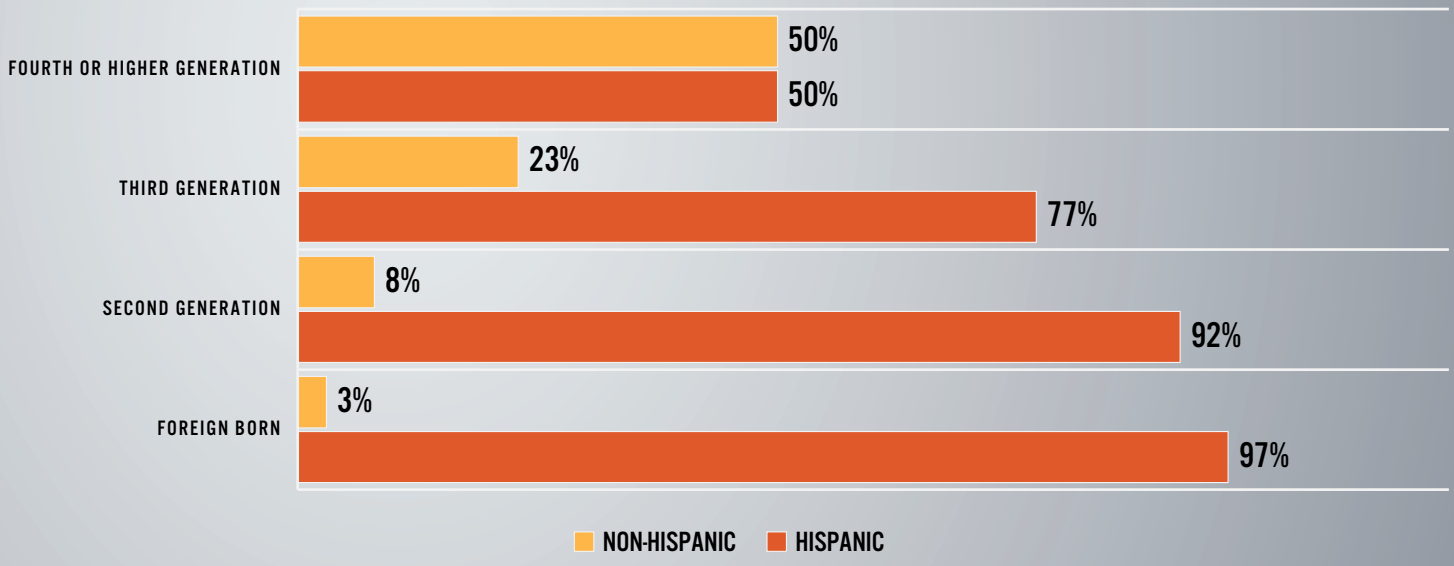
By the third generation, "the share that self-identifies as Hispanic falls to 77%. And by the fourth or higher generation.... just half of U.S. adults with Hispanic ancestry say they are Hispanic."

The irony is that Hispanics, according to the U.S. Census Bureau, are now the single largest minority group in the nation, and are predicted to be nearly one of four Americans (24.7 percent) by 2050. That's also the year that Whites will dip below 50 percent of the U.S. population. According to William Frey at the Brookings Institution, Census researchers project that in 2050 whites will be 49.7 percent of the population; Hispanics, 24.6 percent; Blacks, 13.1 percent; and Asians, 7.9 percent–with the rest made up of a range of other multicultural ethnic groups.

In the meantime, as immigrants from Latin America, especially Mexico, have dropped dramatically, Asians, especially from China and India, have become the single largest group of immigrants. Immigration is up from Central America, namely El Salvador, Nicaragua and Honduras, as illustrated by the controversy surrounding the detention of tens of thousands of Central American immigrants at the U.S.-Mexico border and the forced separation of migrant children from their families. The drop in Mexican immigration is attributed in good part to that country's growth in domestic economic opportunities and stepped up enforcement of U.S. immigration laws under the Obama and Trump Administrations, including a recent dramatic uptick in deportations.

# HISPANIC IDENTITY FADES ACROSS IMMIGRANT GENERATIONS

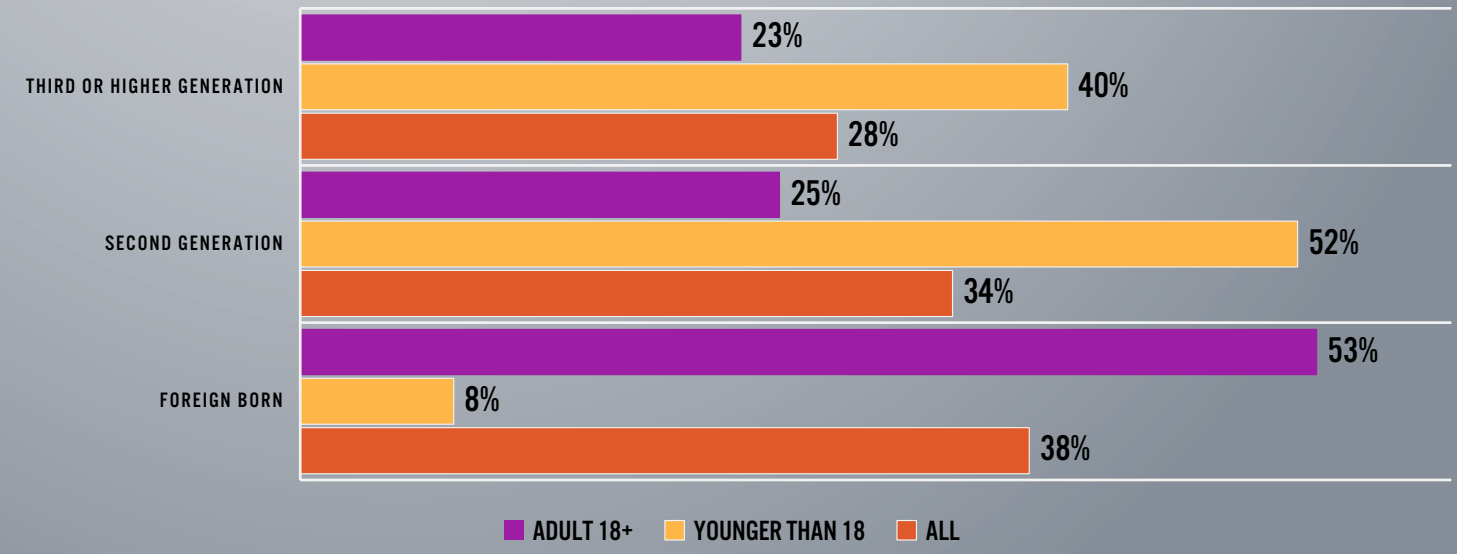
## % OF U.S. ADULTS WITH HISPANIC ANCESTRY WHO SELF-IDENTIFY AS_____




Source: PEW Research Center, Hispanic Identity Fades Across Generations as Immigrant Connections Fall Away, December 2017
www.pewhispanic.org/2017/12/20/hispanic-identity-fades-across-generations-as-immigrant-connections-fall-away

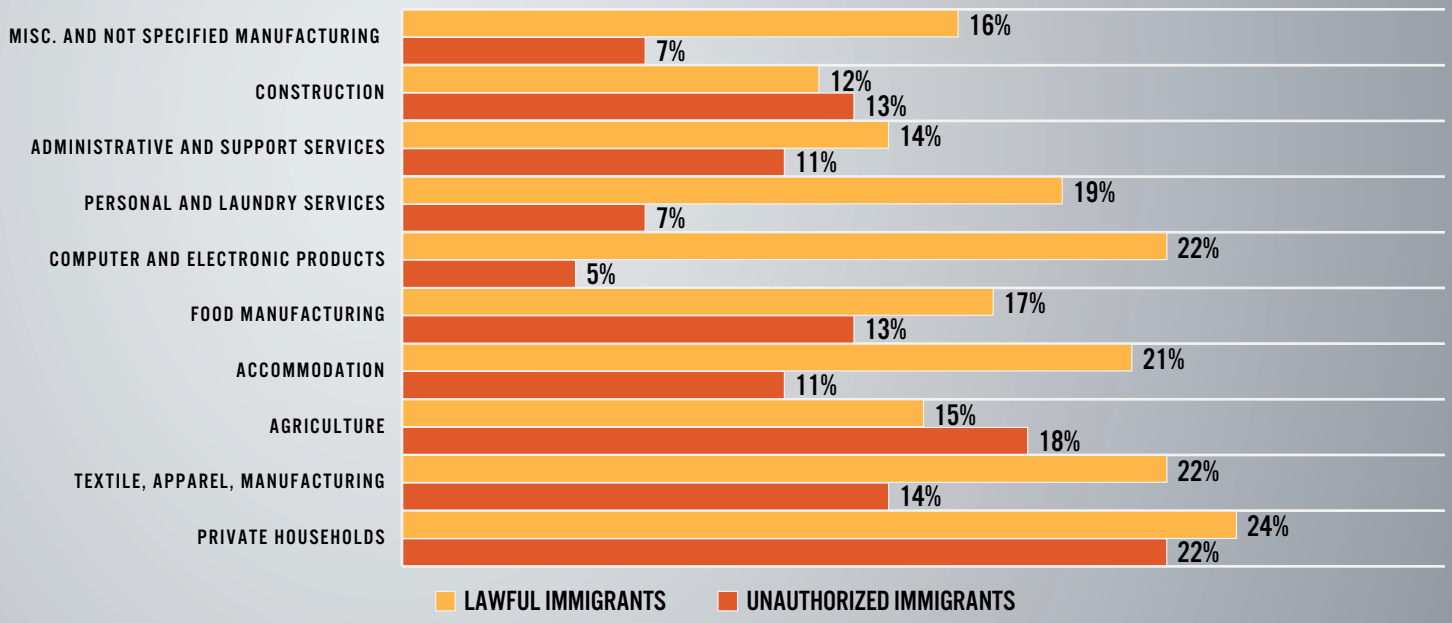
# DIFFERENCES IN IMMIGRANT GENERATIONS OF U.S. LATINOS

## % OF ____ SELF-IDENTIFIED HISPANICS THAT ARE ...




Source: PEW Research Center, Hispanic Identity Fades Across Generations as Immigrant Connections Fall Away, December 2017
www.pewhispanic.org/2017/12/20/hispanic-identity-fades-across-generations-as-immigrant-connections-fall-away/

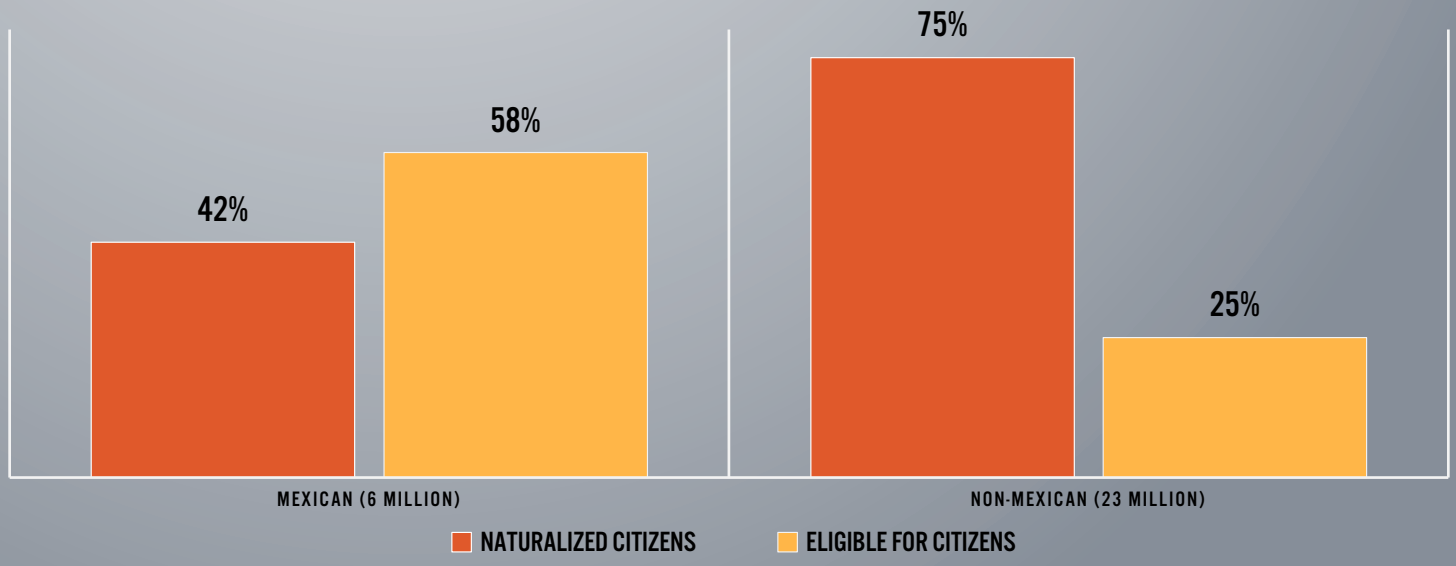
# INDUSTRIES AND OCCUPATIONS WITH A DOMINANT IMMIGRANT DEMOGRAPHIC/BACKGROUND




Source: PEW Research Center, Immigrants don't make up a majority of workers in any U.S industry, March 2017
www.pewresearch.org/fact-tank/2017/03/16/immigrants-dont-make-up-a-majority-of-workers-in-any-u-s-industry/

# NATURALIZATION RATES FOR MEXICANS VS. NON-MEXICANS

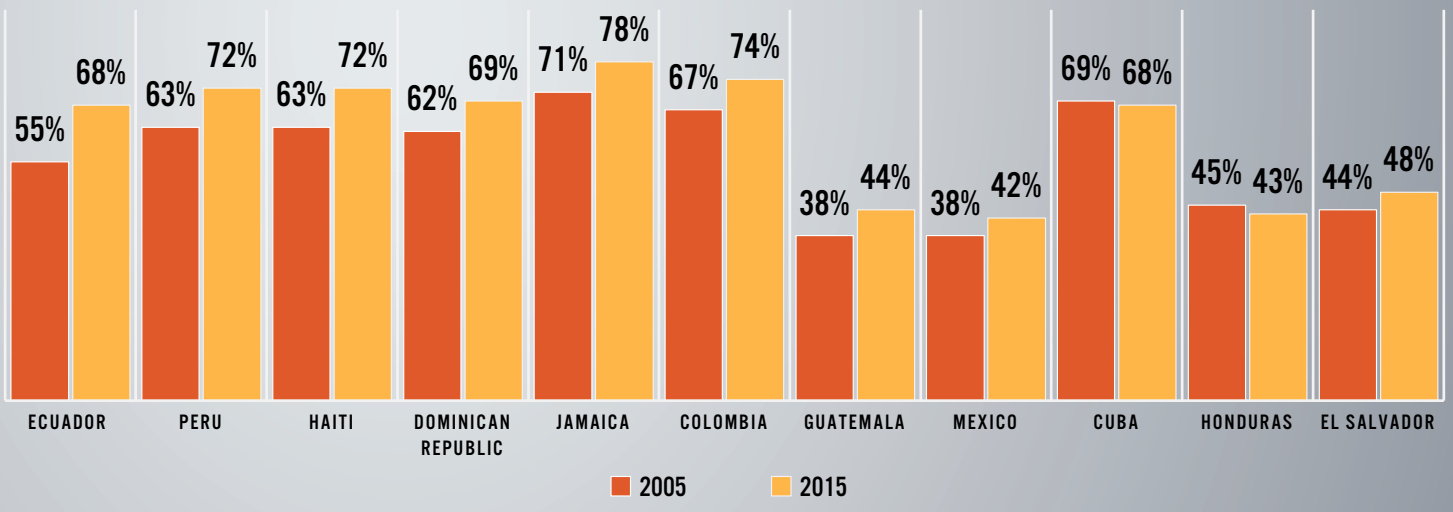
## % OF LAWFUL IMMIGRANTS WHO WERE U.S. CITIZENS OR ELIGIBLE FOR CITIZENSHIP IN 2015




Source: PEW Research Center, Naturalization rate among U.S. immigrants up since 2005, with India among the biggest gainers, January 2018
www.pewresearch.org/fact-tank/2018/01/18/naturalization-rate-among-u-s-immigrants-up-since-2005-with-india-among-the-biggest-gainers

# RATES OF NATURALIZATION INCREASING AMONG IMMIGRANT GROUPS

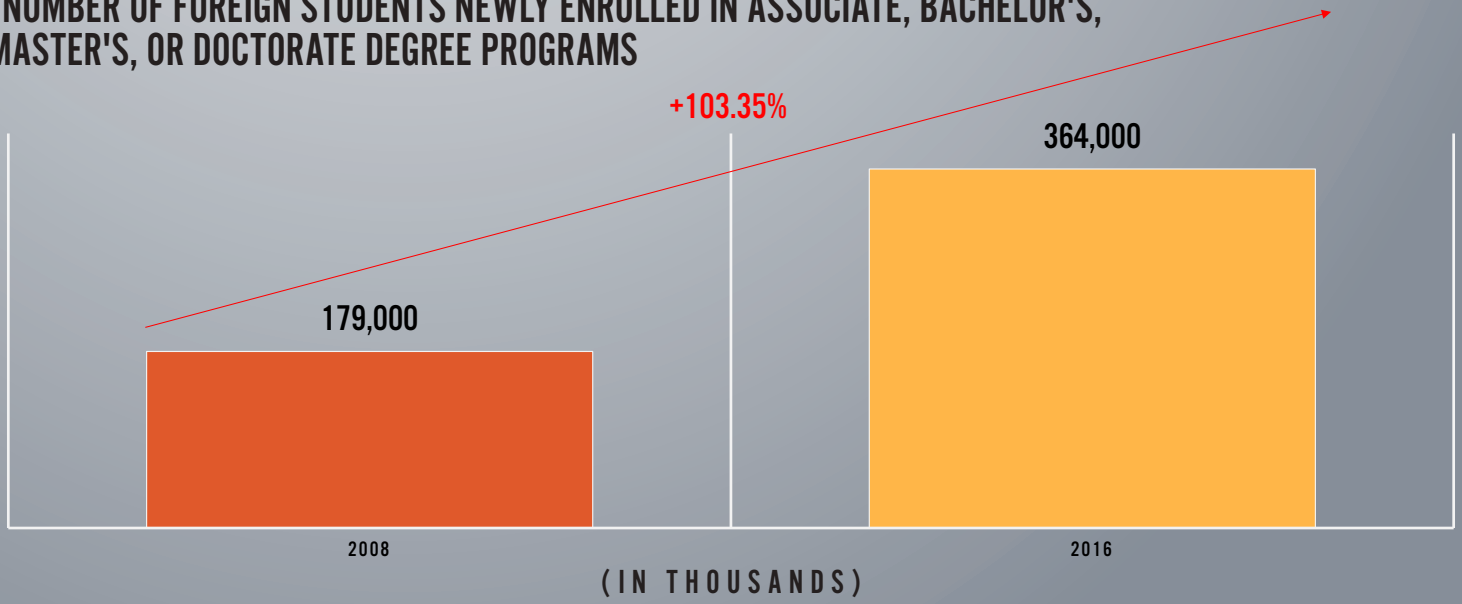
## % OF IMMIGRANTS ELIGIBLE FOR U.S. CITIZENSHIP WHO HAVE NATURALIZED, BY COUNTRY OF ORIGIN




Source: PEW Research Center, Naturalization rate among U.S. immigrants up since 2005, January 2018
www.pewresearch.org/fact-tank/2018/01/18/naturalization-rate-among-u-s-immigrants-up-since-2005-with-india-among-the-biggest-gainers

# NUMBER OF FOREIGN STUDENTS IN THE U.S. ROSE 103% SINCE THE RECESSION

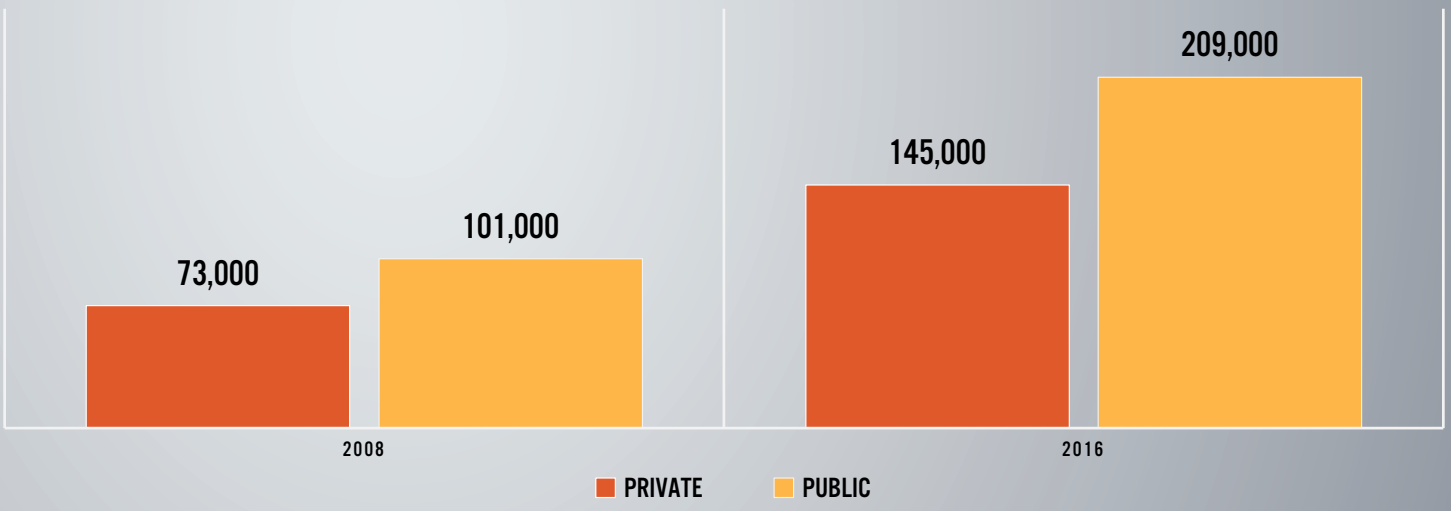
## *NUMBER OF FOREIGN STUDENTS NEWLY ENROLLED IN ASSOCIATE, BACHELOR'S, MASTER'S, OR DOCTORATE DEGREE PROGRAMS




Source: PEW Research Center, New Foreign Student Enrollment at U.S. colleges and universities doubles since Great Recession, November 2017
www.pewresearch.org/fact-tank/2017/11/20/new-us-foreign-student-enrollment-doubled-since-great-recession

# SIGNIFICANT GROWTH IN NEW FOREIGN STUDENT ENROLLMENTS AT PRIVATE AND PUBLIC UNIVERSITIES

*NUMBER OF FOREIGN STUDENTS NEWLY ENROLLED IN ASSOCIATE, BACHELOR'S, MASTER'S, OR DOCTORATE DEGREE PROGRAMS

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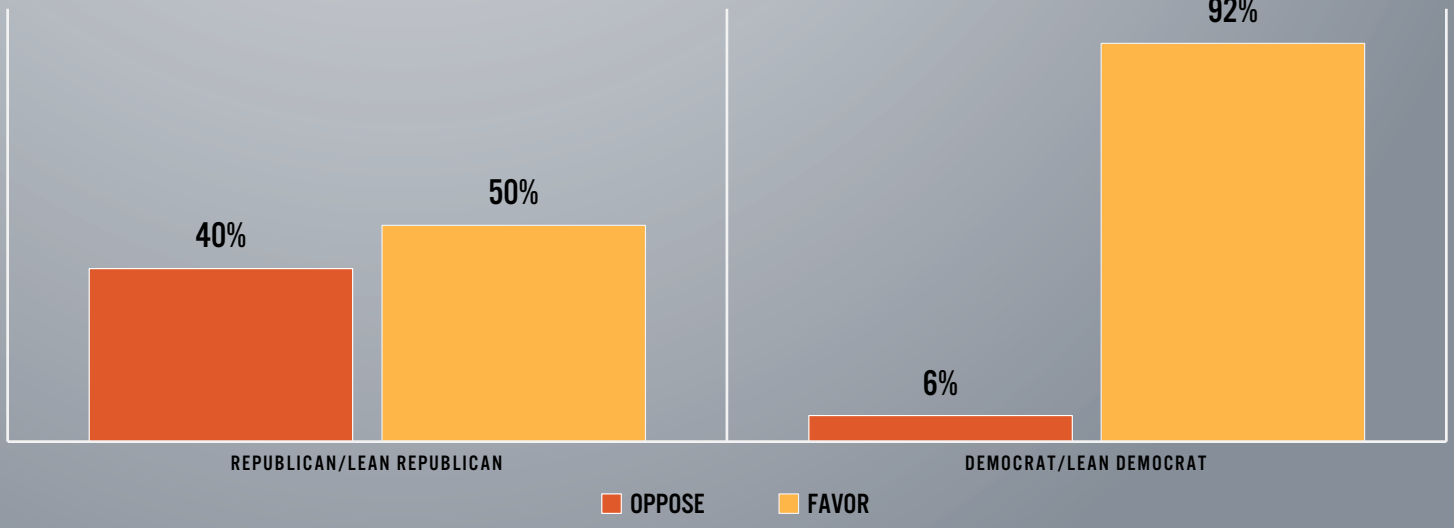
www.pewresearch.org/fact-tank/2017/11/20/new-us-foreign-student-enrollment-doubled-since-great-recession

# MOST DEMOCRATS WOULD GRANT PERMANENT LEGAL STATUS TO CHILDREN BROUGHT TO THE U.S. ILLEGALLY

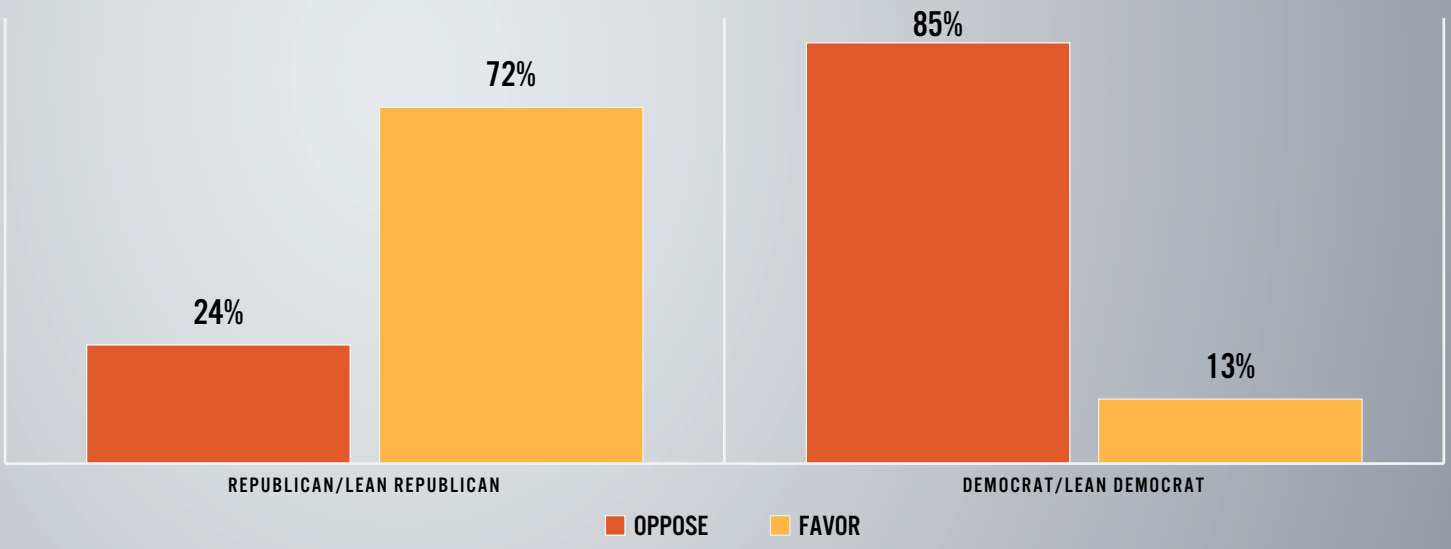
% WHO _____ GRANTING PERMANENT LEGAL STATUS TO IMMIGRANTS WHO CAME TO THE U.S. ILLEGALLY WHEN THEY WERE CHILDREN




Source: PEW Research Center, Public backs legal status for immigrants brought to U.S. illegally as children, but not a bigger border wall, January 2018
www.pewresearch.org/fact-tank/2018/01/19/public-backs-legal-status-for-immigrants-brought-to-u-s-illegally-as-children-but-not-a-bigger-border-wall/

# 85% OF DEMOCRATS OPPOSE EXPANSION OF THE BORDER WALL

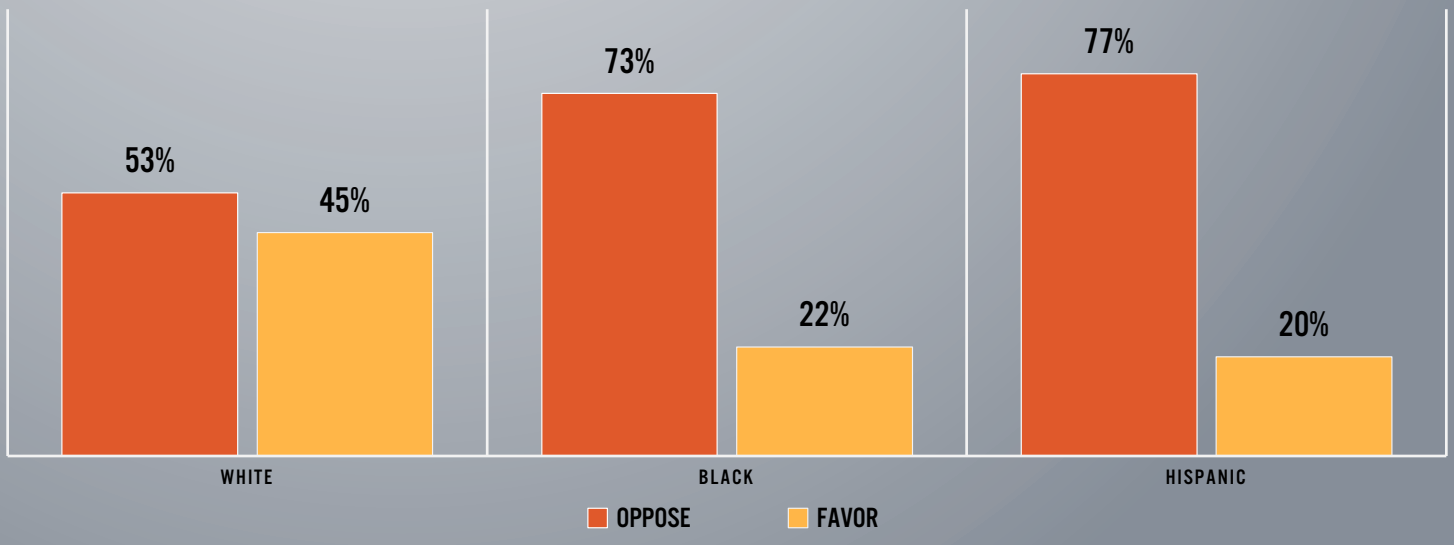
## % WHO ____ SUBSTANTIALLY EXPANDING THE WALL ALONG THE U.S. BORDER WITH MEXICO




Source: PEW Research Center, Public backs legal status for immigrants brought to U.S. illegally as children, but not a bigger border wall, January 2018
www.pewresearch.org/fact-tank/2018/01/19/public-backs-legal-status-for-immigrants-brought-to-u-s-illegally-as-children-but-not-a-bigger-border-wall/

# MORE THAN 70% OF BLACKS AND HISPANICS OPPOSE THE BORDER WALL EXPANSION

## % WHO ____ SUBSTANTIALLY EXPANDING THE WALL ALONG THE U.S. BORDER WITH MEXICO



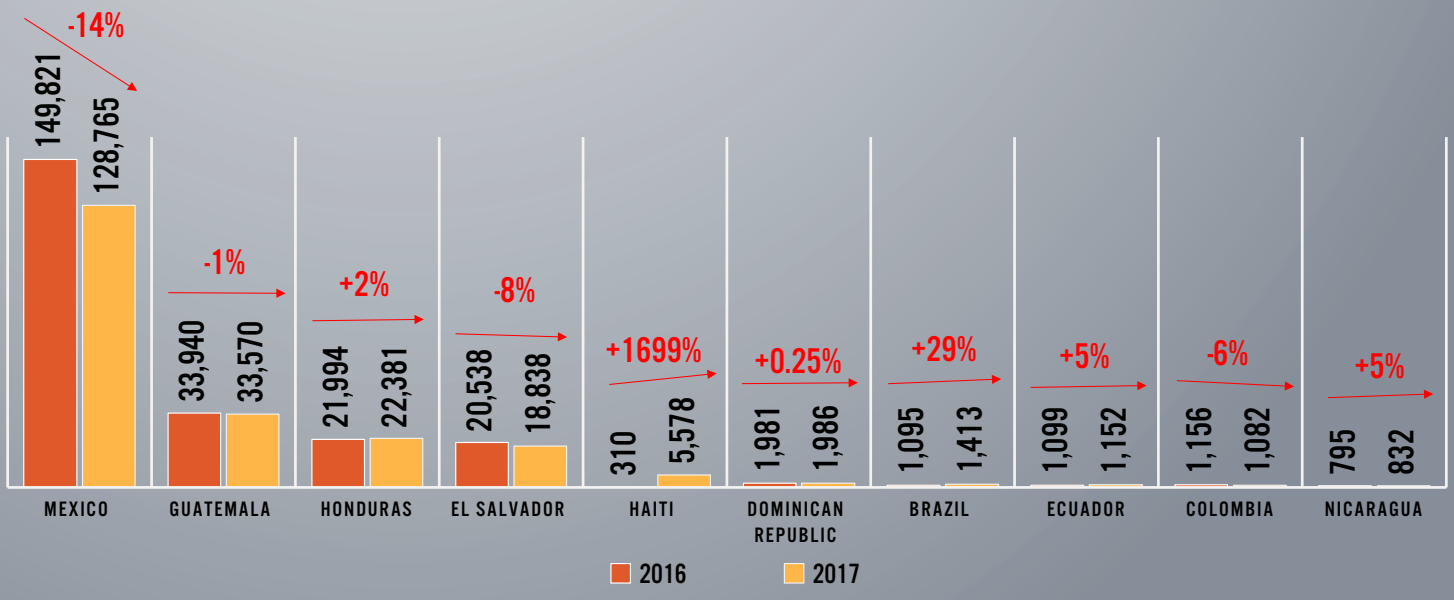

Source: PEW Research Center, Public backs legal status for immigrants brought to U.S. illegally as children, but not a bigger border wall, January 2018
www.pewresearch.org/fact-tank/2018/01/19/public-backs-legal-status-for-immigrants-brought-to-u-s-illegally-as-children-but-not-a-bigger-border-wall/

# U.S. IMMIGRATION FROM MEXICO DECREASED 5.6% AFTER THE RECESSION

Source: PEW Research Center, Rise in U.S. Immigrants From El Salvador, Guatemala and Honduras Outpaces Growth From Elsewhere, December 2017
www.pewhispanic.org/2017/12/07/rise-in-u-s-immigrants-from-el-salvador-guatemala-and-honduras-outpaces-growth-from-elsewhere/

# ICE REMOVALS BY COUNTRY OF ORIGIN (2016-2017)

## ORGANIZED BY TOP 10 COUNTRIES OF ORIGIN, ACCORDING TO 2017 DATA




Source: U.S. Immigration and Customs Enforcement, Fiscal year 2017 ICE Enforcement and Removal Operations Report, 2017
www.ice.gov/removal-statistics/2017

# THANKS FOR ALL YOU DO.

**With commitment, determination, and effort, great things happen. We at Anheuser-Busch and Hensley Beverage Company salute the Arizona Hispanic Chamber of Commerce for coming together and striving for a Better World.**

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HENSLEY Beverage Company

ARIZONA HISPANIC CHAMBER OF COMMERCE

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# LAPHOENIKERA.COM: DOCUMENTING THE CULTURAL CONTRIBUTIONS OF LATINXS IN PHOENIX

Phoenix is the sixth largest city in the country, and Latinxs make up a little over 40 percent of the city's population, including 200,000 Latinx Millennials, according to suburbanstats.org.

Despite this major presence, representation of Latinxs in the local mainstream media is disproportionately low and media stories about their contributions to the city is sporadic and mainly seen during Hispanic Heritage Month. Every other month, Latinxs and other people of color are an afterthought.

In addition, the stories and contributions of Latinxs and other people of color have been in the hands of others or simply erased for centuries. Whether it is in textbooks or the mass media, if Latinx narratives are ever made known they are often skewed and misrepresented.

To counter that, *LaPhoenikera.com* was founded in March 2017. The hyperlocal online zine documents the contributions of Latinxs and other people of color to Phoenix's arts and culture scene. Its target audience is Latinx Millenials, 22 to 37 years old, and it has four primary goals:

- **Create original content that elevates the cultural contributions of Latinxs and other people of color in Phoenix.**
- **Build a platform for Latinx writers and content creators of color.**
- **Nourish a pride in being from Phoenix, from La Phoenikera.**
- **Collaborate with local businesses to promote their brands among Latinx Millennials in the city.**

La Phoenikera.com' covers culture, food, film, music, politics and the literary scene. Understanding that Phoenix is ground zero for many of today's burgeoning social movements, our zine highlights activism as part of the city's culture, especially in the Latinx community. This section focuses on how people can engage civically as opposed to ongoing coverage of the city's politics.

## WHY FOCUS ON MILLENIALS?

According to a Viant report titled *The Marketer's Guide to Hispanic Millennials,* there are 24 million Latinx Millennials nationwide, making up almost half of the total Latinx population, which spends roughly $1.5 trillion all told every year. While there are national media outlets, such as Remezcla and Mitú, that produce content specifically for Latinx Millennials, there were no such projects at a local level until the advent of LaPhoenikera.com.

LaPhoenikera.com is the only medium in the city that focuses explicitly on reaching Latinx Millennials, providing brands with the opportunity to engage with this population in an authentic way using their cultural language. Most importantly, the founders of LaPhoenikera.com are Latinx Millennials. Aware that the mainstream culture publications in the city weren't publishing the content they were looking for, they built one that would.

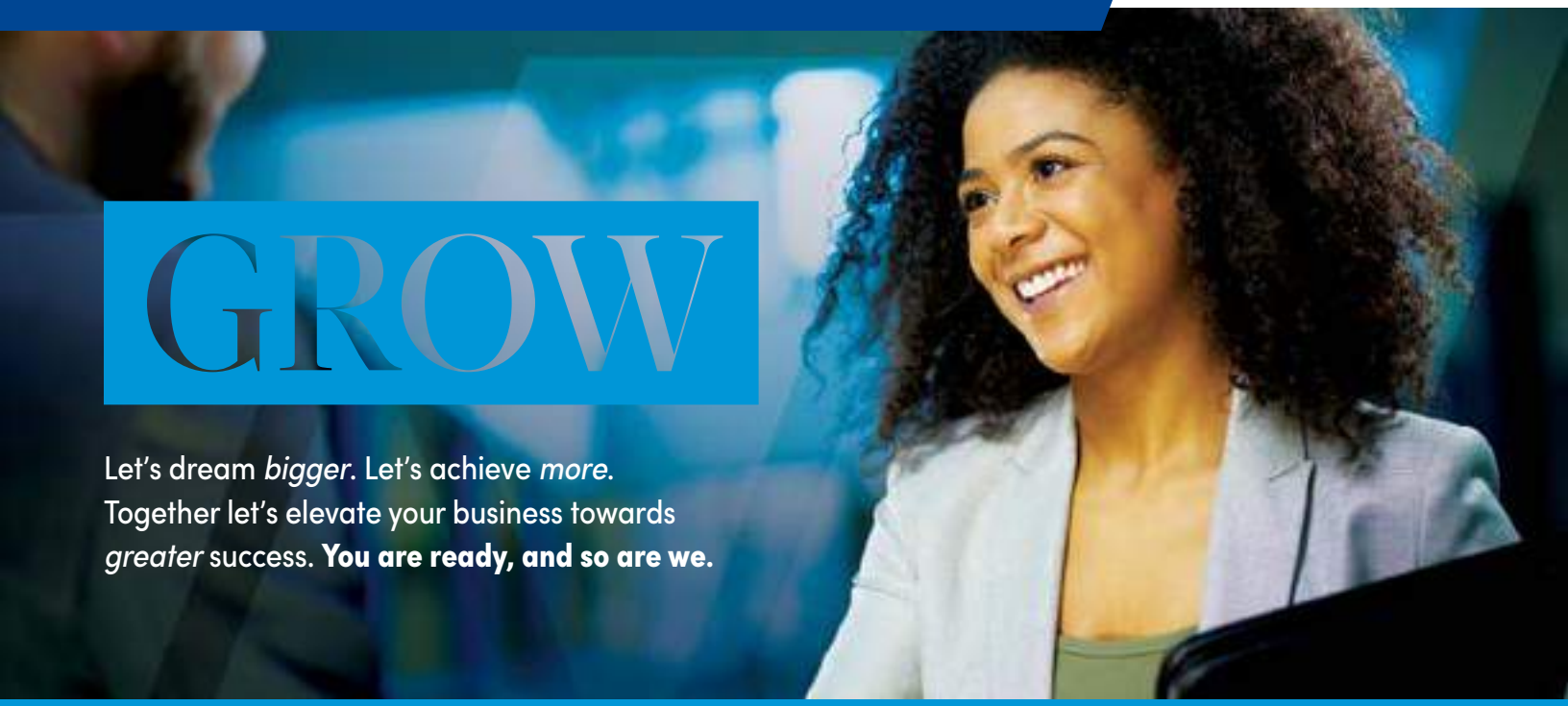
## MAKING AN IMPACT

Since its launch in March 2017, LaPhoenikera.com has published more than 300 original stories featuring local artists, businesses, and social movements. In its first year, the online zine reached over 65,000 people, and visitor numbers continue to increase every month.

Beyond the numbers, LaPhoenikera.com has become a digital archive of the cultural history of the Phoenix. Latinxs are making significant contributions to Phoenix's culture, re-shaping it, and LaPhoenikera.com is at the forefront of telling that story.

*THIS CASE STUDY WAS SUBMITTED BY LAPHOENIKERA.COM, WHICH IS SOLELY RESPONSIBLE FOR ITS CONTENT."*

Access to Capital. Access to Contracts. Access to Markets.



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The U.S Department of Commerce Minority Business Development Agency (MBDA) works to actively promote the domestic and global growth and competitiveness of U.S. minority-owned businesses.

Through our national network of MBDA Business Centers we provide customized business development services that help your company **expand its customer base**, **enter new markets**, and **gain greater access to contracting opportunities!**

We've made it our business to help you cultivate yours – we are where businesses come to **GROW!**

## Financial Services

- Financial assessments, loan packaging, and facilitation
- Access to an expansive network of capital sources including alternative, traditional, and private investors; and export financing
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## Technical Services

- Identification of procurement opportunities
- Assistance with business certification, bid preparation, and post-award contract support
- Export-readiness assessment and preparation

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# PRESSING POLITICAL ISSUES

JAMES E. GARCIA, ASSOCIATE EDITOR

In 2016, 80 percent of Arizona's Hispanic voters chose the Democrat's presidential nominee, Hillary Clinton, over Republican Donald J. Trump.

Trump, of course, eked out a win in the race for the presidency, but this year's mid-terms could see even more opposition among Hispanics to Trump's agenda.

That should be no surprise if we consider where Hispanics stand on the following issues.

## THE WALL

Nearly 62 percent of Arizona Latinos, according to a November 2017 survey, opposed Trump's idea of stopping illegal immigration by building a wall that spans the entire U.S.-Mexico border. Trump's planned wall has become even less popular in 2018, as the president's favorability ratings dropped to historic lows and he struggles to get Congress to appropriate funding for the wall. Mexico, meanwhile, continues to insist it will not pay to build the wall no matter how many times the President claims otherwise.

## DACA

In 2012, President Obama issued an executive order granting Deferred Action for Childhood Arrivals, or DACA, to hundreds of thousands of Dreamers, immigrants brought to the U.S. as children by their undocumented parents. Last year, Trump announced an end to DACA, though federal court rulings have so far blocked the president's order.

In the meantime, a poll by Latinos Decisions "found that 91 percent" of Hispanics nationwide "want Congress to pass legislation that gives DACA recipients permanent legal status and a path to citizenship."

## DEPORTATIONS

In May, The American Civil Liberties Union released a study concluding that immigrants are increasingly fearful of deportation, and as a result many have stopped reporting crimes. The ACLU found that arrests of immigrants "in courthouses and a general fear of deportation are impacting the ability of the justice system to operate fairly and protect public safety."

According to the ACLU, 13 women in Denver opted not to press charges in domestic violence incidents after federal officials released a video of immigration agents surveilling the local courthouse. About half of all Hispanic women, no matter their legal status, worry that they or someone they know will be deported.

## LATINA VOTERS

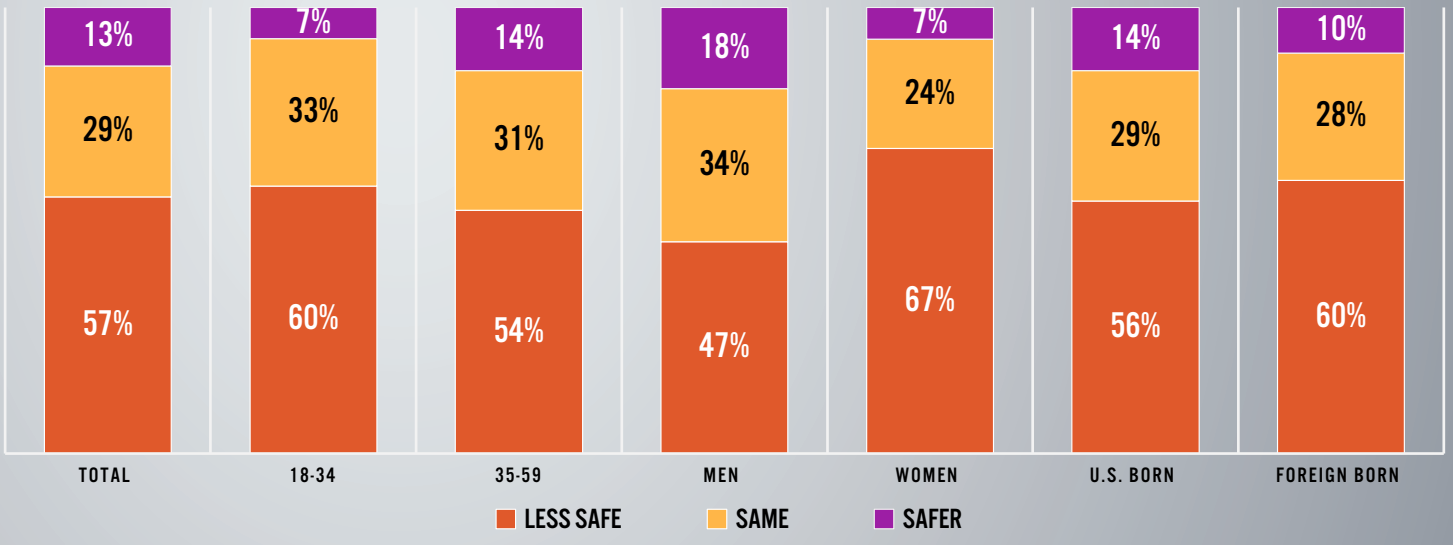
While a majority of women nationwide take a dim view of Trump, Latinas may be at the vanguard of the anti-Trump wave. A record number of Hispanic women in Arizona sought public office in 2018, and many of the state's most influential grassroots organizations are led by Latinas and opposed to Trump's agenda.

Trump's political nemesis, the late Sen. John McCain, might well have hoped to tap into growing anti-Trump sentiment. McCain is said to have mused out loud that his ideal successor might have been a Hispanic woman, according to the senator's former campaign manager, Rick Davis.

"He's always been someone who's encouraged participation in politics, especially in the Republican party, with minority women," said Davis. 'I think a Hispanic woman probably would've been his pick for a successor if he would've lived long enough."

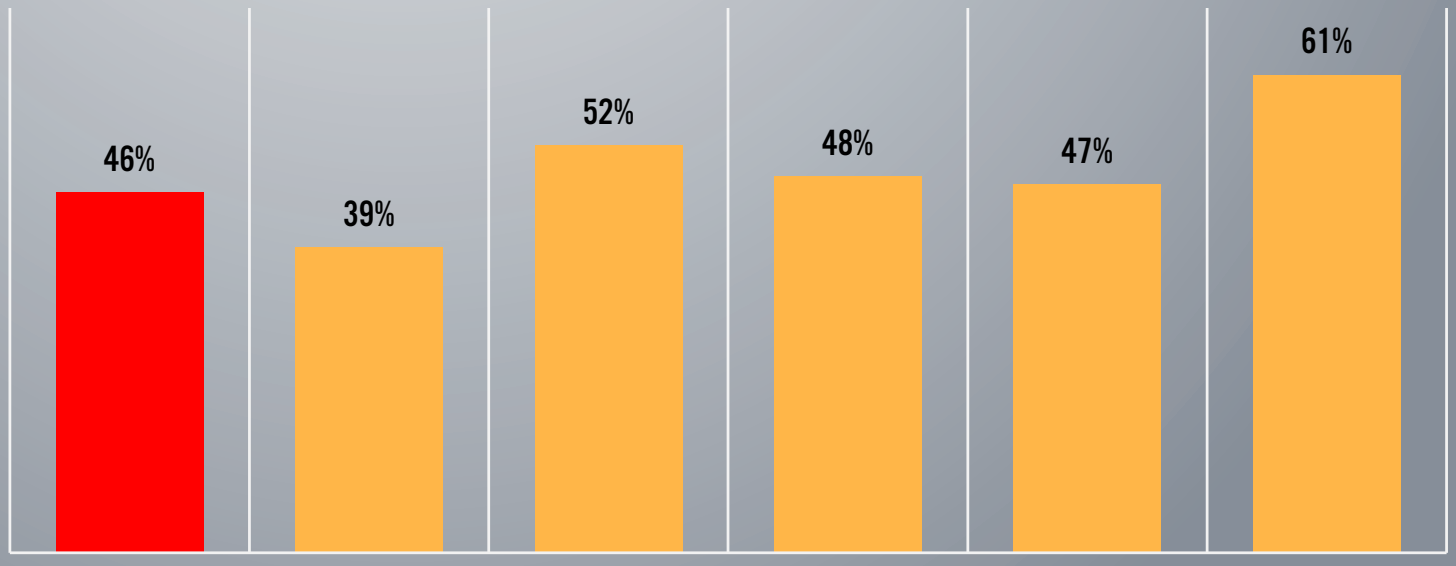
# U.S. LATINO PERCEPTION OF SAFETY UNDER THE TRUMP ADMINISTRATION

*SURVEY OF 800 U.S. LATINOS FROM NOV. 6-20, 2017




Source: Latino Decisions, Latinos and Criminal Justice, Policing, and Drug Policy Reform, November 2017
www.latinodecisions.com/files/2415/1595/4884/LJ_Posted_Deck.pdf

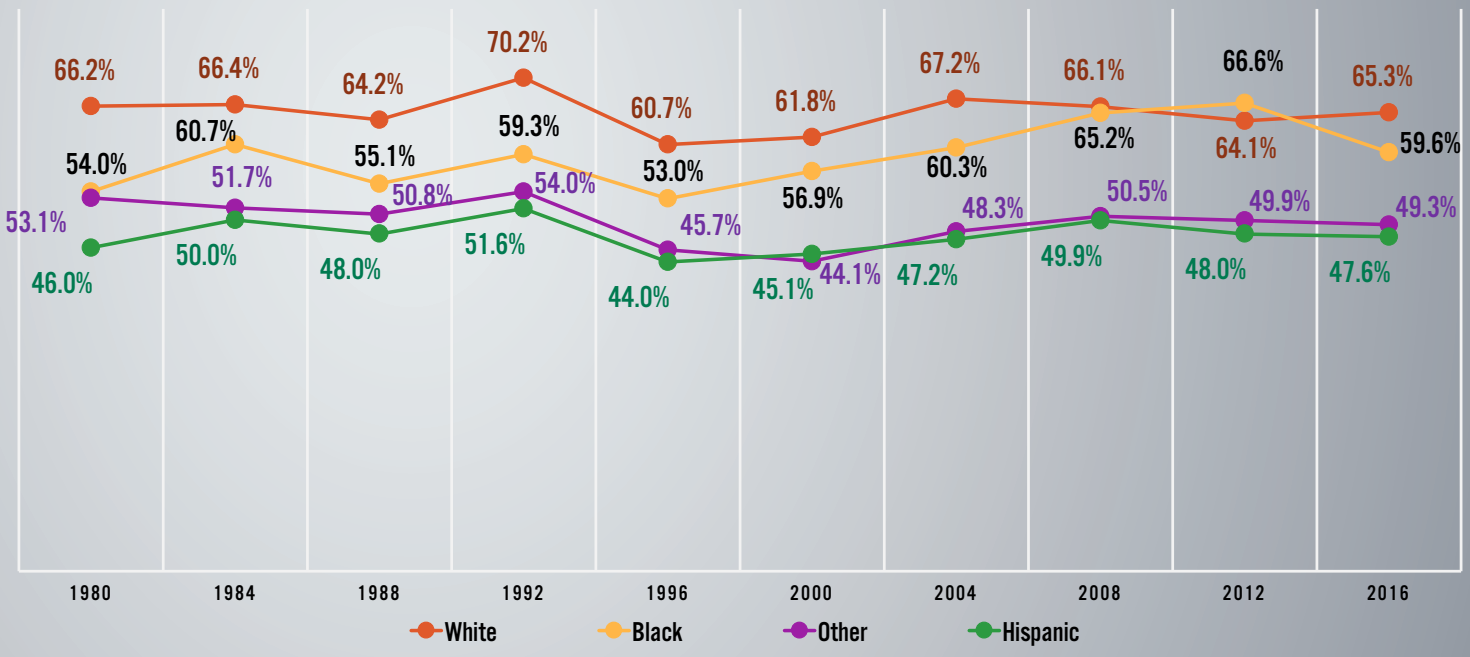
# NEARLY HALF OF ALL LATINOS RATE IMMIGRATION AS A TOP PRIORITY FOR THE TRUMP ADMINISTRATION




Source: PEW Research Center, Latinos And The New Trump Administration, 2017
www.pewhispanic.org/2017/02/23/latinos-and-the-new-trump-administration/

# VOTING RATES

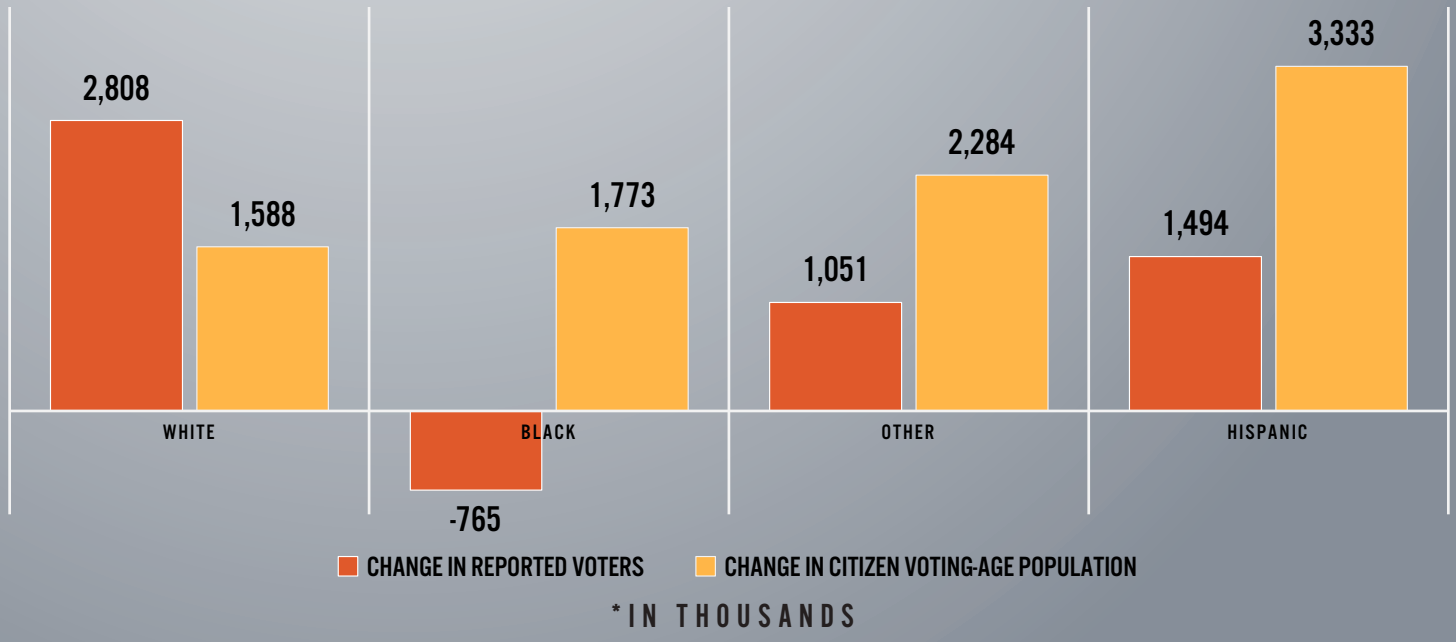
## BY RACE AND HISPANIC ORIGIN




Source: United States Census Bureau, Voting in America: A Look at the 2016 Presidential Election, May 2017
www.census.gov/newsroom/blogs/random-samplings/2017/05/voting_in_america.html

# CHANGE IN REPORTED VOTING TOTALS

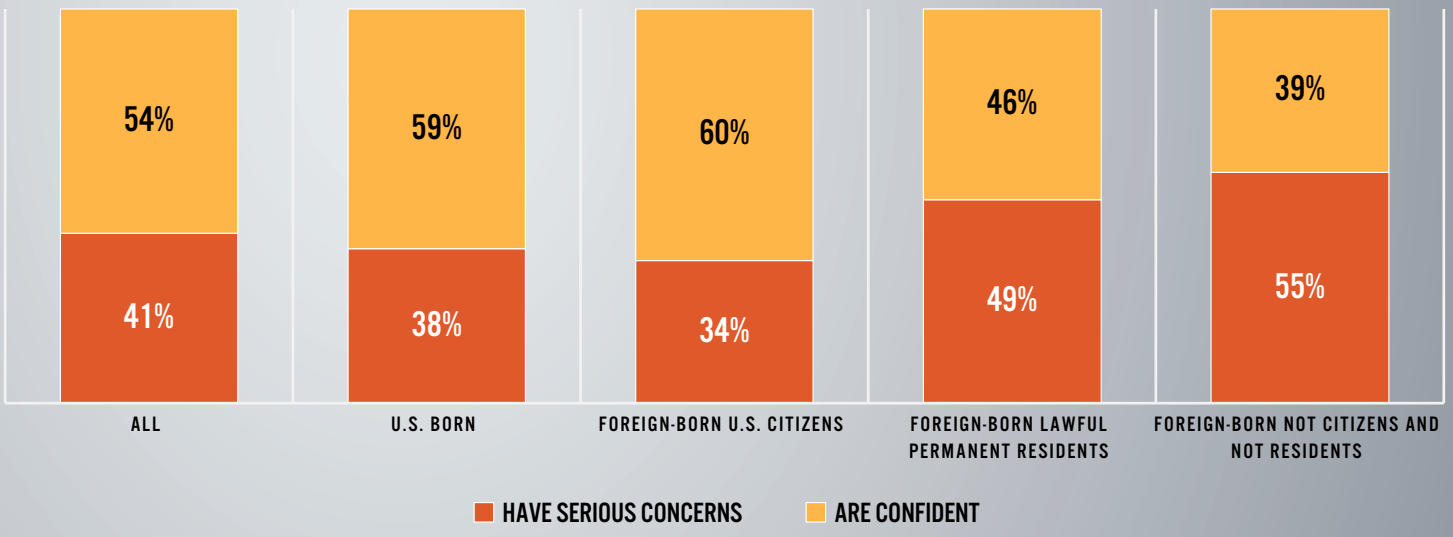
## BY RACE/ETHNICITY (2012-2016)




Source: United States Census Bureau, Voting in America: A Look at the 2016 Presidential Election, May 2017
www.census.gov/newsroom/blogs/random-samplings/2017/05/voting_in_america.html

# HISPANICS DIVIDED ABOUT PLACE IN AMERICA UNDER NEW ADMINISTRATION

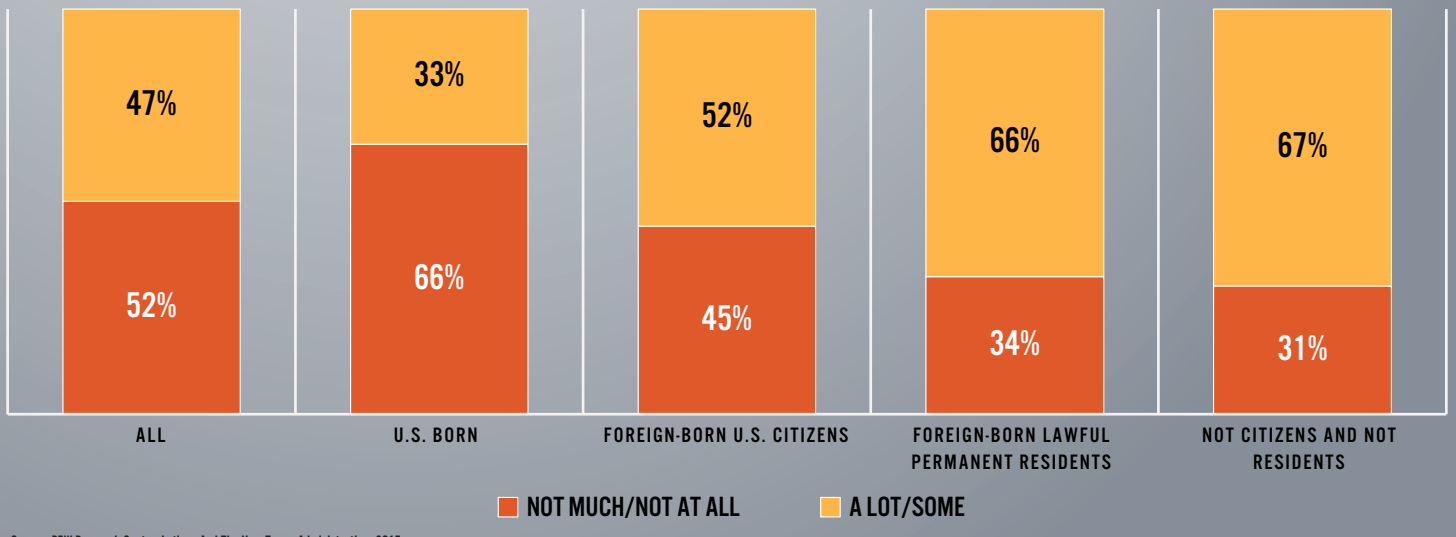
## % WHO SAY THEY _____ NOW THAT TRUMP HAS WON THE ELECTION




Source: PEW Research Center, Latinos And The New Trump Administration, 2017
www.pewhispanic.org/2017/02/23/latinos-and-the-new-trump-administration/

# DEPORTATION A SERIOUS CONCERN FOR FOREIGN-BORN HISPANICS

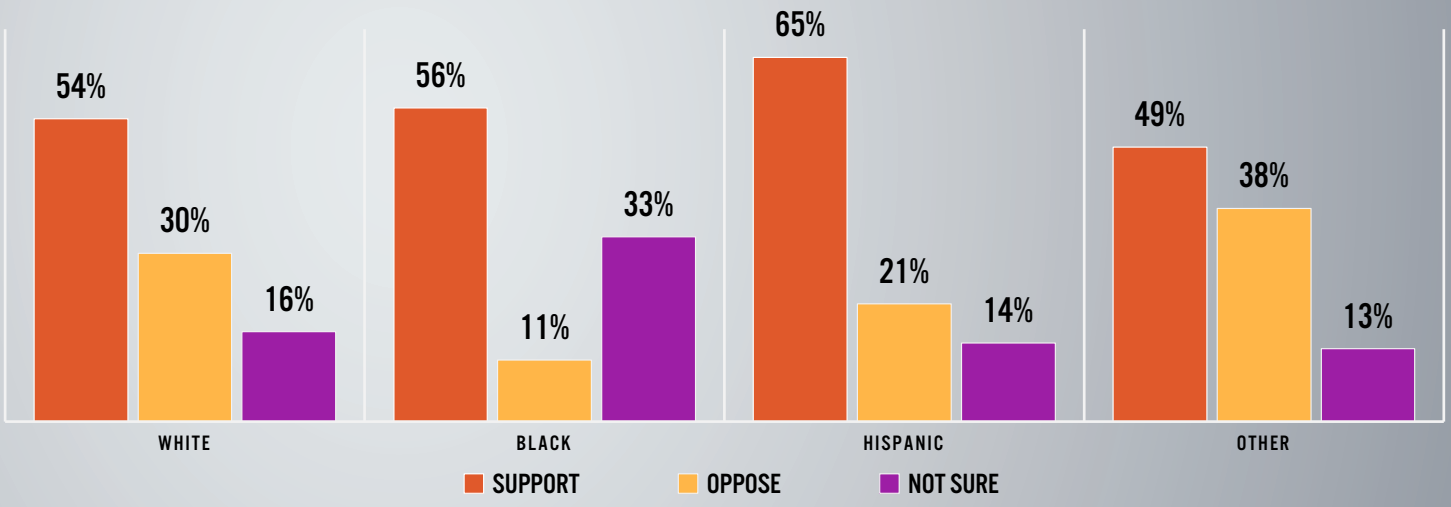
## % WHO SAY, REGARDLESS OF THEIR LEGAL STATUS, THEY WORRY _____ THAT THEY, A FAMILY MEMBER OR A CLOSE FRIEND COULD BE DEPORTED




Source: PEW Research Center, Latinos And The New Trump Administration, 2017
www.pewhispanic.org/2017/02/23/latinos-and-the-new-trump-administration/

# FEELINGS ABOUT DACA

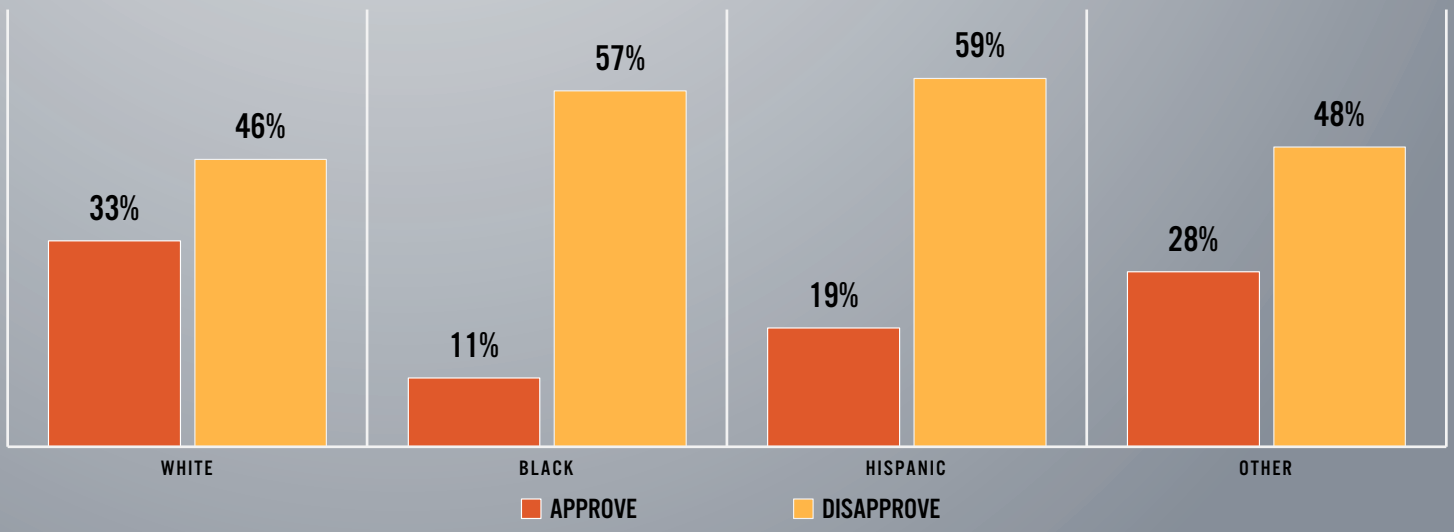
## BY RACE/ETHNICITY




*POLL CONDUCTED FROM SEPT. 3 - 5, 2017
N= 1500

Source: The Economist, DACA Poll Results, September 2017
d25d2506sfb94s.cloudfront.net/cumulus_uploads/document/izyxurbn73/daca_tables.pdf

# DISAPPROVAL OF BORDER WALL IS HIGHEST AMONG HISPANICS AND BLACKS




*POLL CONDUCTED FROM SEPT. 3 - 5, 2017
N= 1500

Source: The Economist, DACA Poll Results, September 2017
d25d2506sfb94s.cloudfront.net/cumulus_uploads/document/izyxurbn73/daca_tables.pdf

ARIZONA HISPANIC CHAMBER *of* COMMERCE

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# 4TH ANNUAL AZHCC BIZ WOMEN ON THE GREEN

## DEC.7TH, 2018

## 1:30 – 3:30PM

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College Success Arizona

AZHCC FOUNDATION

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## SCHEDULE

| | |
|---|---|
| 1:30PM | Registration Club Fitting |
| 2-3:30PM | Golf clinic & wine tasting |
| 3:30PM | Golf clinic concludes |
| 4:30PM | BBQ Jamboree |
| | Happy Hour begins |
| | Live entertainment |
| | Networking |

**INDIVIDUAL TICKET $50**

**SPACE IS LIMITED - SIGN-UP EARLY!**

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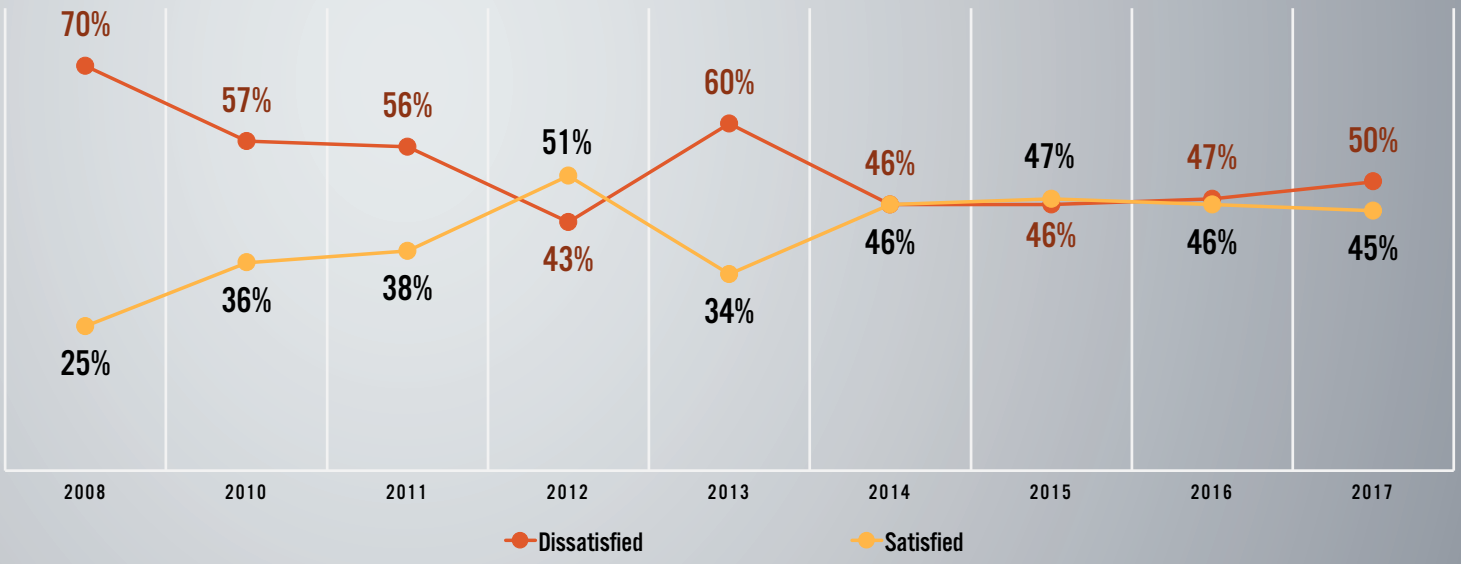
**#BizWomenGolf**

# LATINOS ARE ALMOST EVENLY DIVIDED ABOUT THE DIRECTION OF THE COUNTY

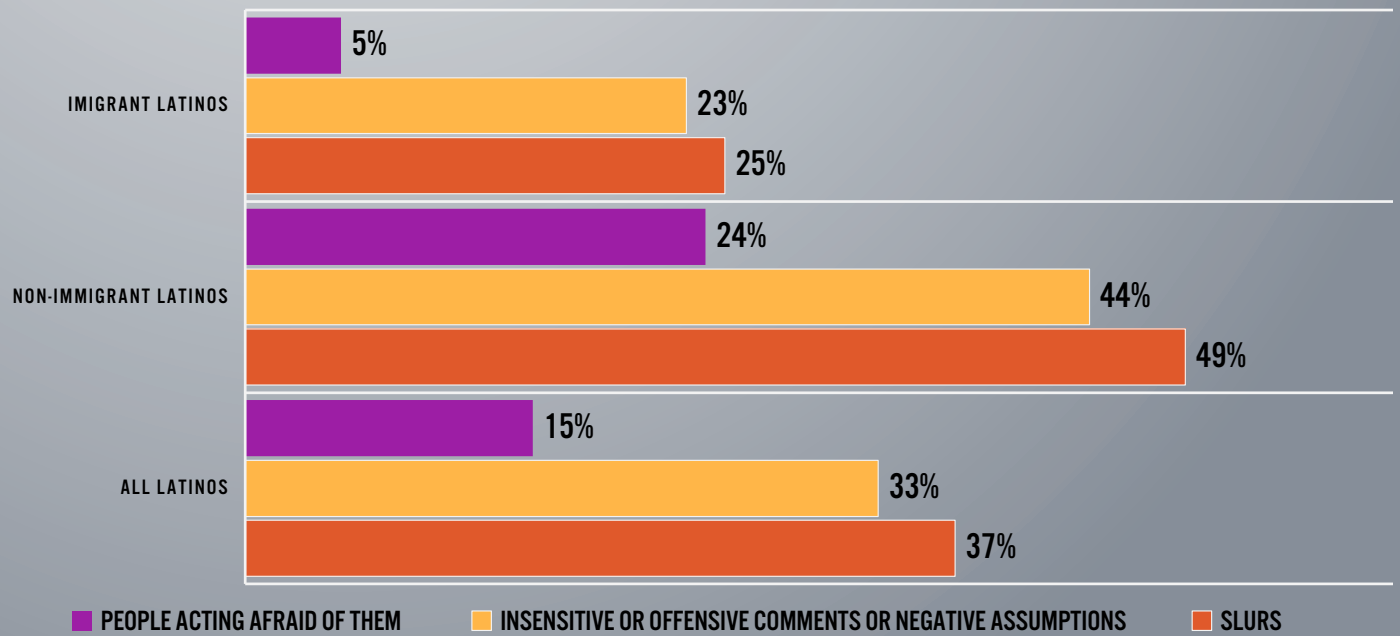
## % WHO SAY THEY ARE _____ WITH THE WAY THINGS ARE GOING IN THIS COUNTRY TODAY




Source: PEW Research Center, Latinos And The New Trump Administration, 2017
www.pewhispanic.org/2017/02/23/latinos-and-the-new-trump-administration/

# TYPES OF DISCRIMINATION LATINOS EXPERIENCE

## (BY IMMIGRANT STATUS)




Source: NPR, Experiences and Views of Latinos, October 2017
www.npr.org/documents/2017/oct/discrimination-latinos-final.pdf

# HUMAN TRAFFICKING REPORT

BY YELENA STANISIC

**References: ASU School of Social Work, Arizona News Networks (ABC15 & 12News), Mary Rabago, the Shared Hope International Organization, and The Arizona Human Trafficking Council**

**Yelena Stanisic is a 2018 DATOS Research Intern and business student at the W.P. Carey School of Business at Arizona State University.*

Twenty-one million people are victims of human trafficking globally and it is a $150 billion dollar industry worldwide. In 2018 alone, there were almost 200 reported cases of human trafficking in Arizona (Polaris). One of the most avoided topics in the news and within society, human trafficking, is a serious crisis in our modern world that needs more attention. Our home, Phoenix, Arizona, is a location with one of the largest human trafficking rings in the United States. How many people actually know this? Where are the victim's stories and the victims? What are the preventative measures? In January of 2018, Phoenix police arrested 86 men involved in a trafficking ring here in the center of Phoenix. The number of arrests have been increasing ever since. Sex trafficking involves children and adults of all races and ethnicities. Unfortunately, Latinos/Hispanics comprise the majority of victims pulled into the sex trafficking ring. Since 2010, the number of sex trafficking cases increased over 200% (ASU). The majority of sex traffickers, specifically 47%, are identified as "friendly strangers" by their victims, the rest are either friends, romantics, complete strangers, or even family members (ASU). As stated in *ASU's Six Year Analysis of Sex Traffickers of Minors* report, "Sex traffickers are most often men, and very often men of violence. Violence is as much a part of sex trafficking, as is sex. Sex Traffickers use violence to instill fear and uncertainty, so that the victims will comply with the prostitution and follow the 'rules.' The rules often include the victim's behavior, quota for earnings, and communication with the sex trafficker," (ASU).

States across the country have been looking to create safer environments for victims of sex trafficking. When comparing which states have created a motive to implement these efforts of protecting children from sexual exploitation, Arizona only improved its score one grade level, which raised from a C to a B. According to Shared Hope's Arizona Field Assessment Report, "many interviewees noted the prevalence of sex trafficking of boys in Arizona." Boys are needed to reel in more girls, so they are indoctrinated into a horrific, endless cycle. That being said, the main target remains young females and the majority of services existing in Arizona for victims of human trafficking are solely for females. Arizona is a prime location for trafficking research as child sex trafficking has been a continuous issue for a number of years. The State of Arizona has been attempting to combat child sex trafficking for decades by implementing programs and organizations to help recover and shelter victims of trafficking.

(Arizona Human Trafficking Hotline, 2018)

HUMAN TRAFFICKING REPORT BY YELENA STANISIC

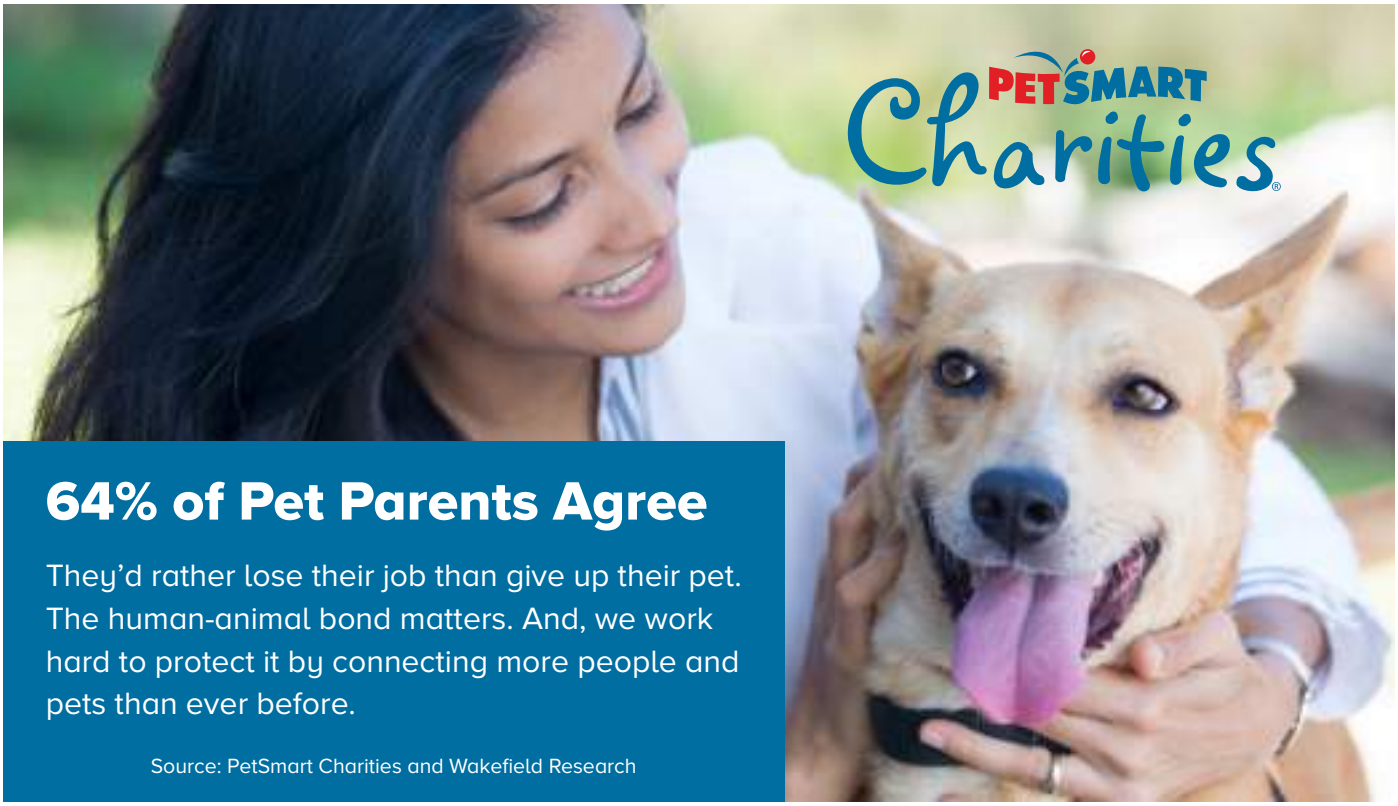
Furthermore, we all know what the Super Bowl is, as it is one of the most popular events during the year. Unfortunately, even the biggest entertainment event of the year, the Super Bowl, is not exempt from the issue of sex trafficking. What many do not know is that the Super Bowl brings an intensified situation of trafficking. The Super Bowl in 2015 was an eye opener for the state of Arizona, as it demonstrated a "community effort to address the anticipated threat of increased trafficking in the state." The Phoenix Human Trafficking Task Force, the Governor's Human Trafficking Task Force, and the Greater Phoenix Area Human Trafficking Force were the three main task forces that worked together to plan against the increased human trafficking threat during the Super Bowl. In an analysis about the 2015 Super Bowl and its impact on sex trafficking, ad campaigns for trafficking used plenty of football-like terms to lure victims. One specifically stood out, as it stated, "Touchdown on this petite Latin treat let's play," (ASU School of Social Work). All forces were on board, more so than ever, especially with knowledge of such ads before the game was even in town.

In November of 2018, The City of Phoenix opened a one of a kind housing facility for victims of human trafficking. *The Starfish Place* can house 15 survivor families, it includes: an incredible community center, beautiful recreational rooms, and an overall safe-house atmosphere. As noted by the City of Phoenix, "The Housing Department is dedicating this community to provide permanent supportive housing for victims of human trafficking," (City of Phoenix). These are the kinds of efforts our city needs more of, especially with the recent increase of trafficking cases. If and when victims are thrown out of the trafficking ring, they normally have nowhere to go. This is where the importance of shelters comes into play, as they serve the necessary protection for the people who need it the most.

In ASU's *Six Year Analysis of Sex Traffickers* study, survivors were interviewed and they compared their experiences between buyers and pimps. Survivors noted that they experienced more violence from the buyers than from their pimps. Detective Scott Carpenter from the Scottsdale Police Department stated, "I haven't seen any specific trends when it comes to buyers... older, younger, married, not married...there is no specific demographic that I've seen... other than males..." (Shared Hope). In 2014, Arizona strengthened the state law regarding the penalties for human trafficking, beginning with 10.5 years to 13.5 years in prison for a first offense. Since then, efforts to combat and punish the perpetrators have strengthened.

Furthermore, the Arizona Diamondbacks group and school nurses across the valley have been trained to identify situations involving human trafficking, according to the Arizona Human Trafficking Council. ASU STIR, an organization in the School of Social Work, is another resource used by many to be educated on sex trafficking. "The goal of the STIR office is to be a central source of research on domestic sex trafficking which will inform the decisions made by those who contact victims and perpetrators of sex trafficking including law enforcement and prosecutors, educators, medical services and social services," (ASU School of Social Work). Interestingly enough, Maricopa County was one of the first regions within the United States to train professionals on juvenile sex trafficking. Since then, it has improved its teaching styles and expanded greatly, and has thus reached a more diverse audience.

The Arizona Human Trafficking Council and other organizations alike will continue to fight the human trafficking issue in Arizona. In 2018, first responders and law enforcement officials were trained to identify victims of trafficking and connect them with help. In addition, presentations, community outreach, and public service announcements have increased to raise the public's awareness of the human trafficking situation in the streets of Phoenix, Arizona. Slowly but surely, the situation is becoming more recognized among the general public, as efforts throughout the state are strengthening to protect the innocent victims of human trafficking in our communities.




## 64% of Pet Parents Agree

They'd rather lose their job than give up their pet. The human-animal bond matters. And, we work hard to protect it by connecting more people and pets than ever before.

Source: PetSmart Charities and Wakefield Research

learn more at: **PetSmartCharities.org**

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# OYE! SOCIAL MEDIA REPORT

## INTRODUCTION

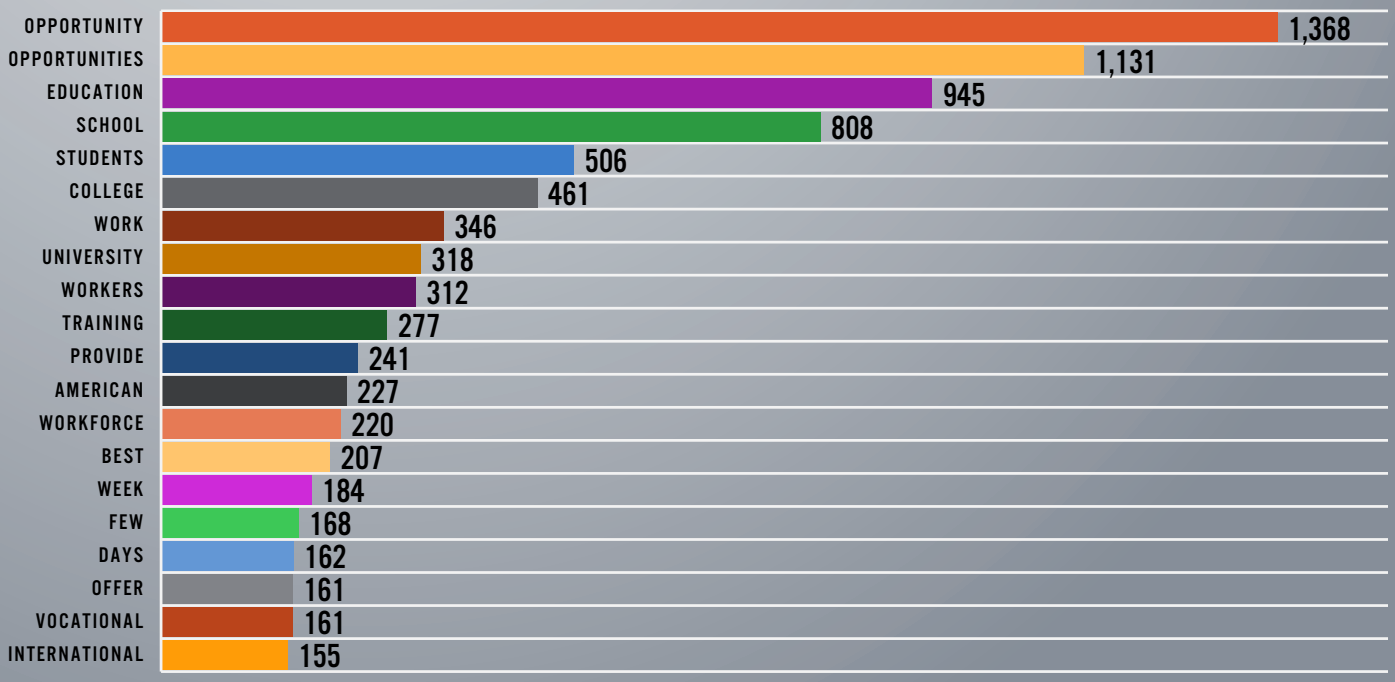
In this research study, OYE! Business Intelligence summarized the results of Hispanic conversations on social media on a national scale. The date provided below was extracted from Facebook, Instagram, and Twitter 2018 conversations. Each of the following questions range in amount of volume captured as well as the date range that was analyzed (further details will be mentioned at the beginning of each question). The questions revolve around different metrics of what residents believe make up a healthy community.

OYE! Business Intelligence analyzed online data revolving the following topics of what makes up a healthy community. These five topics, which are found on the *"12 Elements of a Healthy Community"* from the Vitalyst Health Foundation, were all perceived to have enough volume of relevant conversations based on early results

1. **Economic Opportunities**
2. **Quality Housing**
3. **Educational Opportunities**
4. **Safe Community**
5. **Social Justice**

OYE! utilized wordclouds that show keywords that occur most often in conversation to dive deeper in to what natural language Hispanics were using when discussing these elements of a healthy community. Analyzing Hispanic online data provides an objective perspective to the following questions as people tend to be vocal with their opinions on social media.

## 1. ECONOMIC OPPORTUNITIES



OYE! SOCIAL MEDIA REPORT

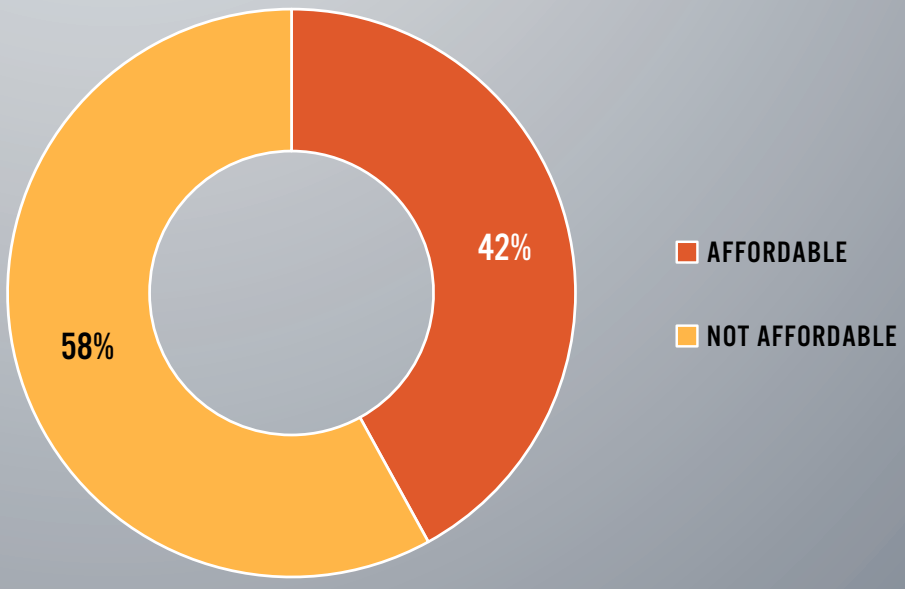
## BACKGROUND

The search for this topic ranges from July 18-25 and collected 66,952 online conversations of which 3,027 were from verified Hispanics. The keyword wordcloud above takes only Hispanic conversations into account. During this time range, the top two keywords were Opportunity (1,368) and Opportunities (1,131). Hispanic posts revolved around the topic of getting the opportunity to go to a college/university for either academics or sports. For example, an Instagram post from Amanda Lopez said *"I will be attending Grand Canyon University this upcoming fall, but for some reason, I thought I should clarify why. One of the main reasons why is because I received one of the highest scholarships awarded at GCU, who would not take that opportunity?"* Scholarships such as these offered by schools allowed several Hispanics in the data to attend college or university.

Other interesting top keywords were *Training* (277) and *Vocational* (161) which both referenced the workforce of America. One of the most popular posts in the data during the time range was from The White House Twitter page saying, *"The American workforce is one of this country's greatest assets, and America's workers deserve better opportunities to advance their education and vocational training."* During the president's announcement, many companies and trade associations pledged to provide both education and training to nearly 4 million American workers. With this, it is hoped that education and work opportunities will increase in the future. These types of posts were popular among the community as they were retweeted heavily by Hispanics.

### 2. QUALITY HOUSING

# AFFORDABLE VS. NOT AFFORDABLE



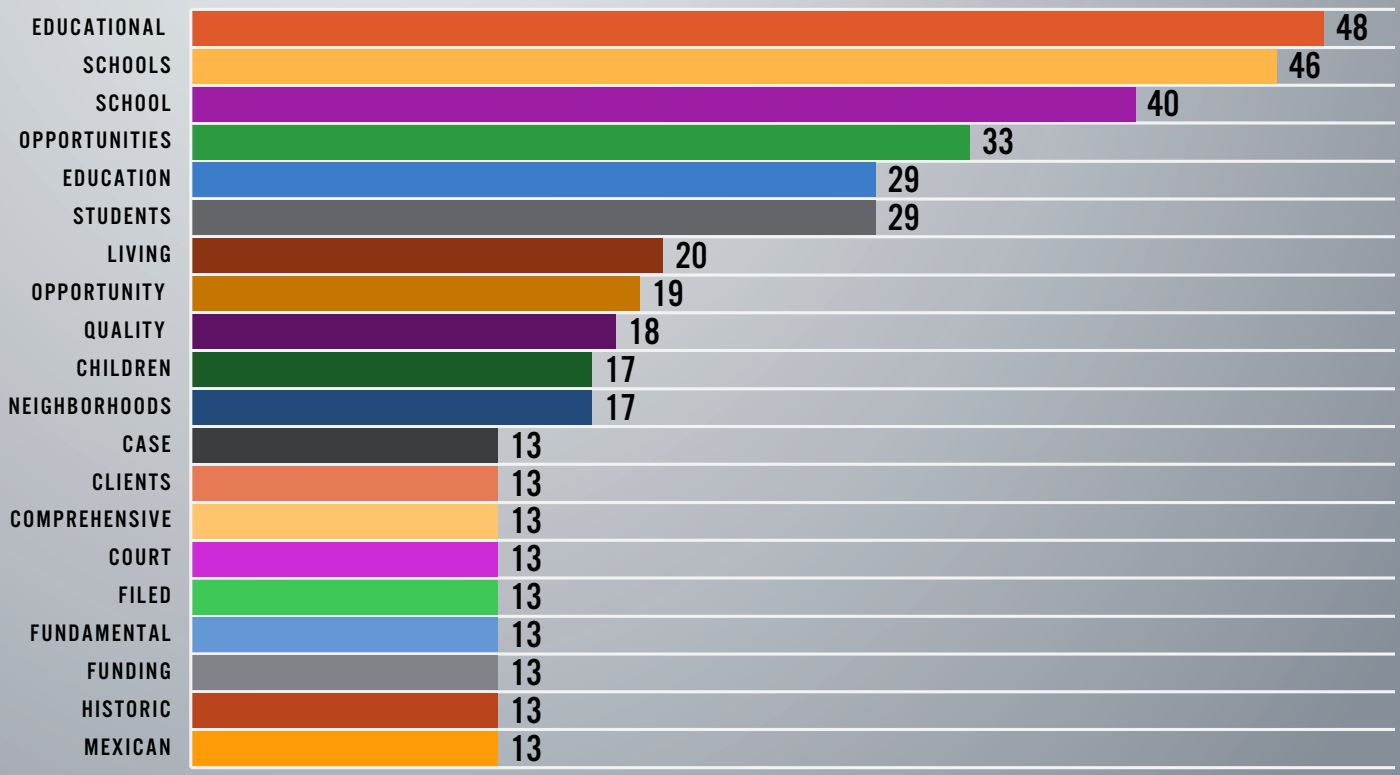

Research for quality housing collected a total of 23,643 online posts during July18-25. For this search, OYE! was used to break the data down between how many Hispanics thought quality housing was affordable vs. Hispanics who believed quality housing was not affordable. Based on the date range of the analysis, out of 934 Hispanics, 58% believed quality housing to **not** be affordable. Meanwhile, only 42% of Hispanics believed that quality housing was affordable.

OYE! SOCIAL MEDIA REPORT

An example of a Hispanic posting about expensive housing was from Stephanie Silva saying *"That's great, if it's true, but that's only one county. We shouldn't all have to huddle in one place to afford living and have a decent job. FYI I have a higher than minimum wage job and still can't afford rent. Been there for 7 years."* An example of a Hispanic posting or retweeting about affordable housing was from Kate Gallego, a councilwoman for Phoenix City Council District 8, who posted, *"This important grant helps hundreds of residents have access to quality housing and will set a new standard for community-driven economic investment."*

However, unaffordable housing seems to be a popular concern among the Hispanic community as many post about not being able to afford rent. For example, Brittney Barrera posted *"DONT COME HERE I CANT AFFORD RENT FOR HALF A BEDROOM"*. Los Angeles was the US location that generated the most posts for this topic.

## 3. EDUCATIONAL OPPORTUNITIES




For educational opportunities, OYE! collected 2,597 online conversations between June 25 – July 25. Out of the 2,597 conversations, 129 were verified Hispanics. The chart above represents the 129 Hispanic conversations during the date range. The most popular post among the Hispanic community revolved around the educational system in New Mexico. The popularly retweeted post from Celina Moreno said *"HISTORIC win for @MALDEF clients – New Mexican students who are plaintiffs in the most comprehensive educational opportunity &; school funding case ever filed in NM. The court vindicated the fundamental rights ALL children have to a quality education. #AllMeansAll #MartinezvNM https://t.co/EFErRql8jE"*. It was said that the New Mexico education system violates the state constitution because it fails to provide sufficient public education for students.

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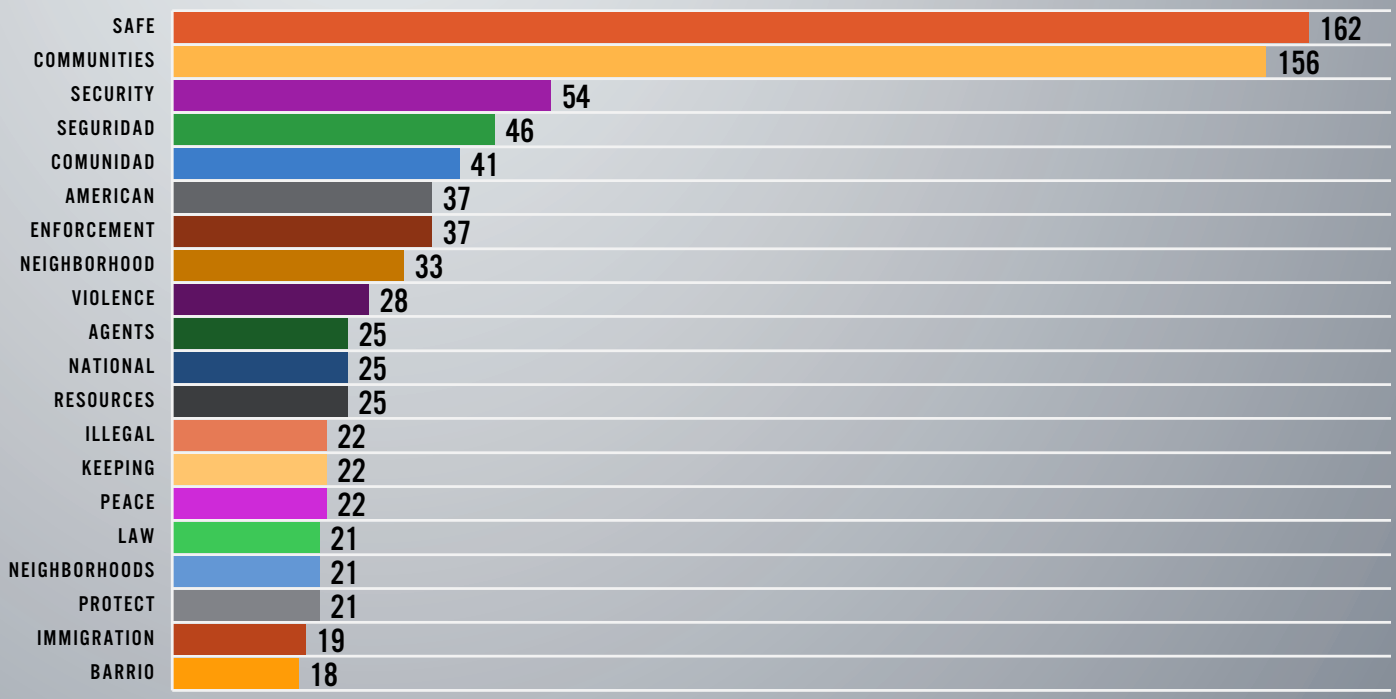
Conversations were divisive among Hispanics. While some Hispanics either posted or retweeted about how educational opportunities should be the same for all, other Hispanics either posted or retweeted about there indeed being great educational opportunities. An example of a Hispanic posting that there needs to be better educational opportunities is from Fernanda who tweeted *"Still lots of very bad schools in Dade County specially in low income neighborhoods.* Everyone deserves a good education regardless of the zip code." An example of a Hispanic saying that there are great educational opportunities is from Oscar Coracero who retweeted *"Money may not make you happy, but a lack of it will make you miserable. Today our educational opportunities are greater than they have ever been. We get in life what we go for. And it is not over until we quit. Smart people learn, plan, take action, and create a better life."*

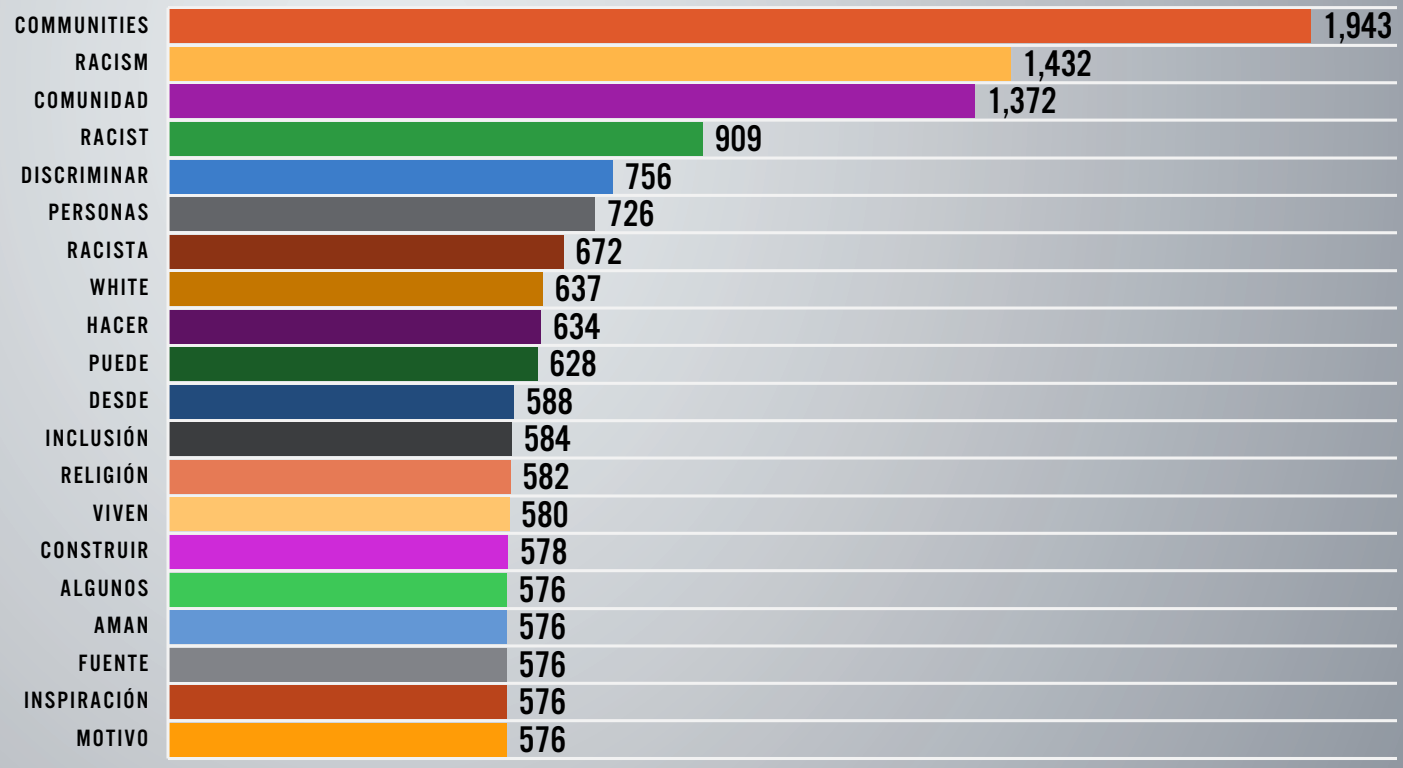
## 4. SAFE COMMUNITY




During July18-25, 9,114 online conversations were analyzed. Out of the 9,114 conversations, 2,541 were from verified Hispanics. The wordcloud above represents only Hispanic online conversations. The top keyword during the time range was Safe (708). However, we also see *Violence* (84) as a top keyword. Other top keywords with a negative connotation to them are Illegal (22) and *immigration* (19). An example of a Hispanic posting about violence in neighborhoods was from Lily Eskelsen Garcia who said *"We have to do more to keep our communities safe. We must protect our children and young people from violence. #SayHerName, Nia Wilson. #EnoughisEnough."* This post was in reference to the July murder of Nia Wilson.

The majority of conversations that discussed unsafe or bad neighborhoods also commonly mentioned gun violence as well. For example, Bernardo Mainou retweeted *"Keeping our communities safe from gun violence is the clarion call of the next generation of Americans. In communities across the country, young people are standing up, sharing their stories and demanding a safer future for their families and friends. http://giffords.me/99899".*

## 5. SOCIAL JUSTICE




During the time range of the analysis, there were 63,933 total online conversations out of which 5.5K were verified Hispanics. The graph above reflects only Hispanic data. The top keywords during the analysis were *Communities* (1,943) followed by Racism (1,432) and *Comunidad* (1,372). Posts revolving racism were by far more common among Hispanics than posts regarding discrimination.

One of the top hashtags used during the analysis was *#abolishICE* (20). This hashtag was commonly used when Hispanics posted or retweeted about ICE terrorizing and separating families. An example of a Hispanic posting and using the hashtag was from Fabian Garcia who said *"Let him try to do it, the community is tighter than ever despite the administration and racist wanted to tear up families and communities. #AbolishICE"*. Another example of Hispanics feeling ICE is terrorizing Latin communities was from Luis Camacho who posted *"The safety of Texans is better served is ICE stayed in its lane and stopped terrorizing Latin communities. Terror breeds crime. You are a racist."*.

Overall, among the Hispanic community Hispanics do feel that there are levels of both racism and discrimination happening in their communities especially, from the organization ICE.

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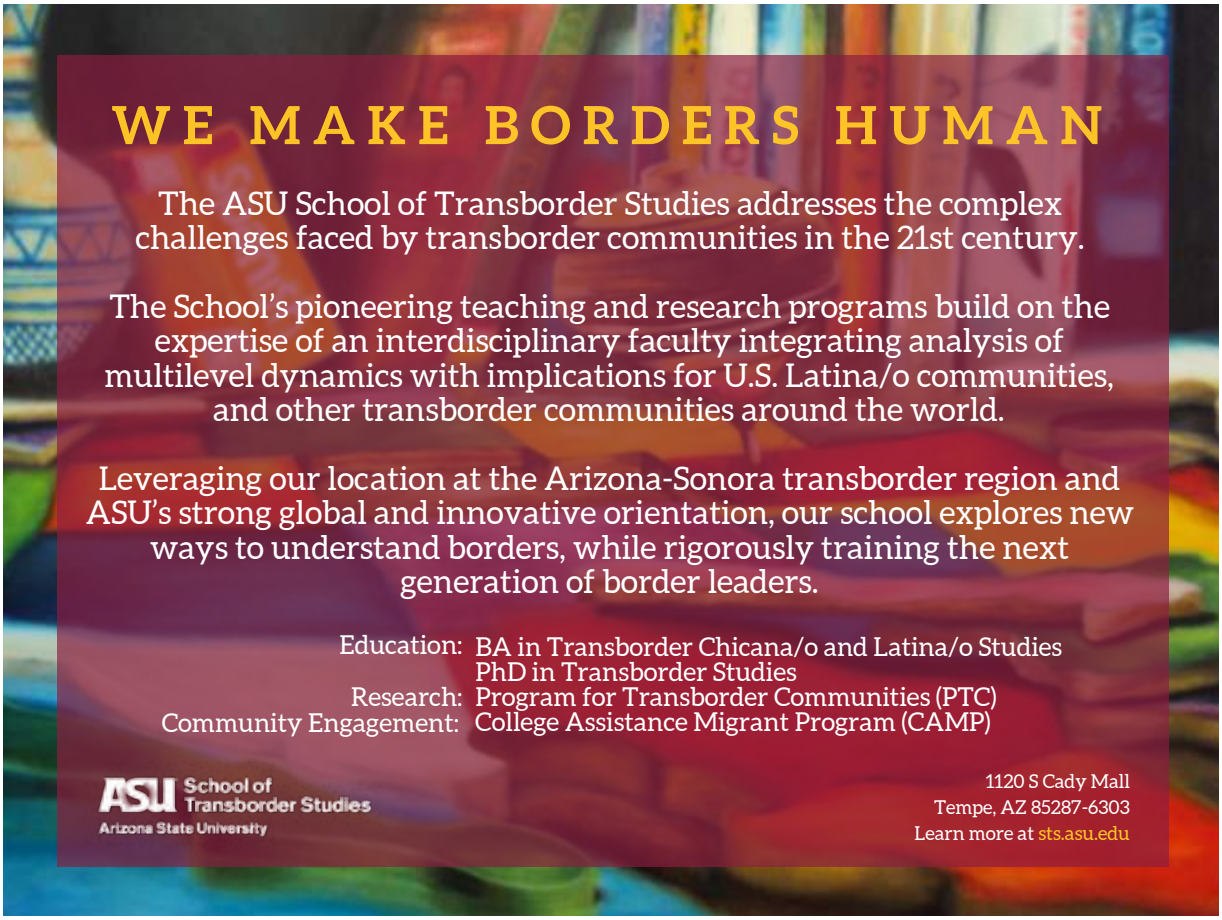
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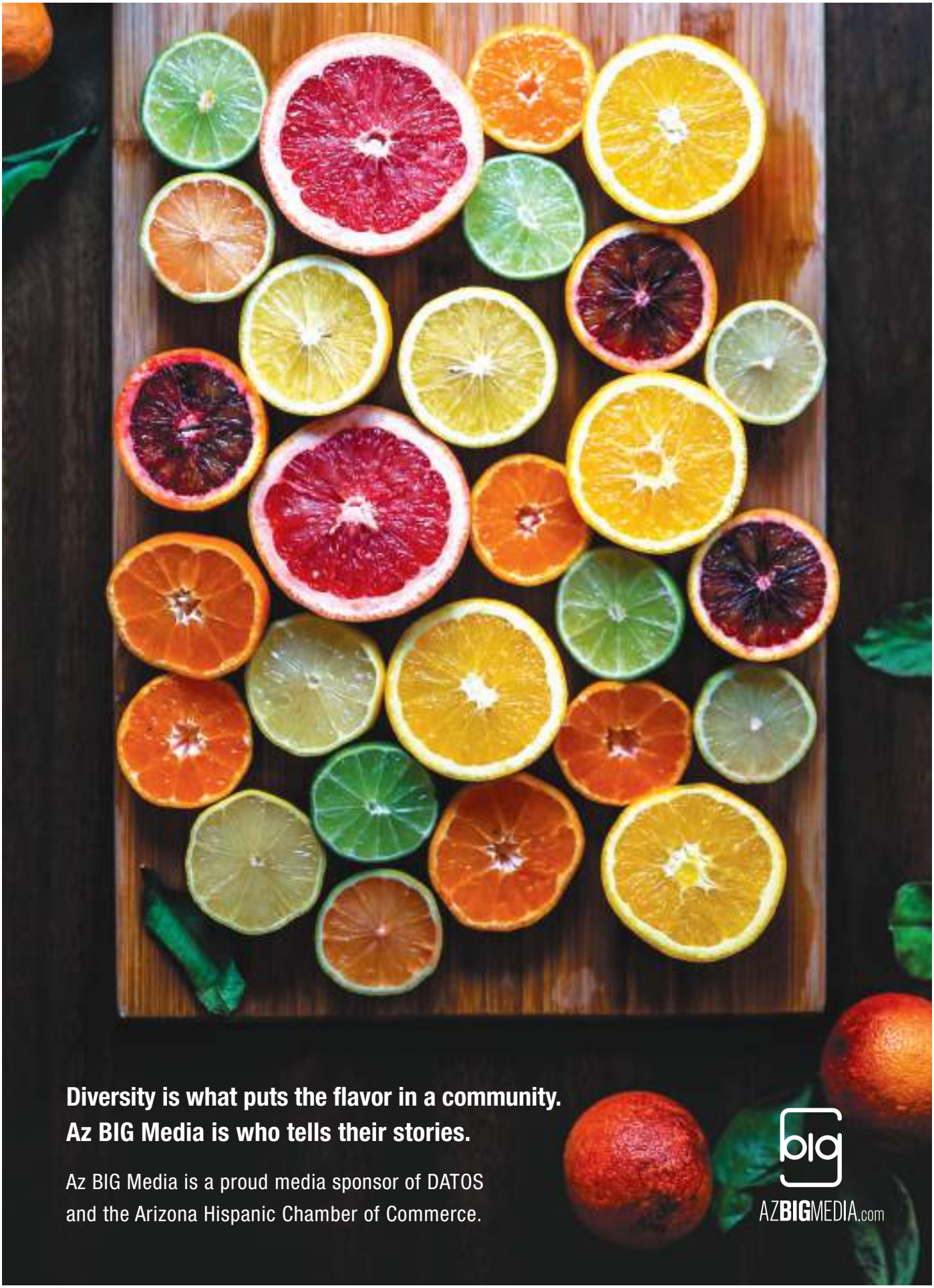
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