



# MiniDATOS 2015: The State of Arizona's Hispanic Market

Presented by the Arizona Hispanic  
Chamber of Commerce



## Sabias Que?

- Hispanic purchasing power nationwide is an estimated \$1.5 trillion in 2015, roughly equivalent to the GDP of Australia.
- There are nearly 2.1 million Hispanics in Arizona, 30.3 percent of the total population.
- Hispanic children are now a majority of K-8 students and will be a majority of all school children in Arizona by 2020.
- These and many other facts about the true impact of Hispanics in Arizona and nationally.



**Presenter:**  
James E. Garcia

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**November 18, 2015  
11:00 am - 1:00 pm**

**MEMBERS: \$20  
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