

Fueling Prosperity

Latino Economic Mobility Study Methods

Chicanos Por La Causa, Arizona State University's Seidman Research Institute, and WestGroup Research partnered on an economic mobility study to identify the drivers of the Latino mobility gap. Using a unique research design, the study explores pathways to economic mobility through reports on education, financial capability, workforce development/trades, and related topics, supporting CPLC's data-informed programming, advocacy, and partnerships. The overarching Fueling Prosperity research study employs a mixed-methods approach conducted in two phases: a qualitative research and knowledge-gathering phase, and a quantitative survey phase.

Phase 1: Information Gathering & Driver Identification *Phase 1 activities produced three actionable drivers CPLC can research, survey, and influence*

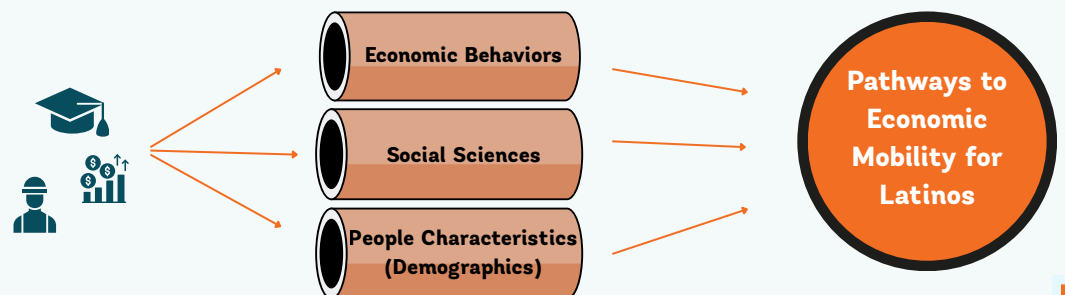


Phase 2: Primary Survey on Key Drivers *Phase 2 brought the drivers to the community to measure knowledge, attitudes, and behaviors*

- A statewide survey of **1,257 Arizona general population respondents + 605 Chicanos Por La Causa community sample clients**, from Dec 2024-Mar 2025.
- Pilot was conducted with 85 phone and in-person interviews to ensure survey viability.
- *Latinos were oversampled by study design to ensure sufficient power for subgroup analyses.*
- Analyses examined differences across:
 - Income levels (Low vs. Middle)-[based on HUD AMI]
 - Race/Ethnicity (Latino vs. non-Latino White)
 - Gender (Male vs. Female)
 - Nativity (First generation Latino, second, third+)
- Combined economic behaviors, social sciences, demographic analysis, and Phase 1 activities (focus groups, PUMS) to find actionable conclusions

Unique Study Design Analyzes Drivers through Three Lenses

This study uses insights from economics, social sciences, and demographics to understand barriers to financial stability and independence. By uniquely blending social-science inquiry with advanced economic modeling, the study aims to find both the gaps and the behaviors/attitudes that shape these gaps.





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