![MAP 10 — A DECADE OF TRUSTED DATA]

MAP DASHBOARD

Annual Report 2025

Making Action Possible For Southern Arizona

MAP Dashboard Celebrates 10 Years of Success

The award-winning MAP Dashboard is celebrating its 10th anniversary! The MAP was launched in late 2014 to measurably improve Southern Arizona through data-driven collective civic action and education.

Since its launch the MAP website has had nearly 400,000 users and is close to reaching a million pageviews. The MAP Dashboard is constantly changing to reflect the issues most relevant to the Southern Arizona region. Over the past decade we've published 156 feature articles highlighting key topics related to Tucson and Arizona. Additionally, the MAP has hosted 35 MAP Talks bringing together relevant and timely data with key insights from community experts on a wide range of topics.

The MAP Dashboard has been a pillar in the community for the past 10 years, providing up-to-date data and information to evaluate and measure key socio-economic indicators. Thus, it allows policymakers and engaged community members to make informed decisions on improving our region. Through this work, the MAP has received international, national, state, and local recognition in the 10 years since its launch.

- 2016 Award for Website Excellence by the Association for University Business and Economic Research

- 2016 DataViz Award from the Association of Public Data Users

- 2016 Finalists for the Arizona Governors Award for Innovation in Academia

- 2016 Common Ground Award from the Metropolitan Pima Alliance

- 2018 Impact Award from the International Community Indicators Consortium

- 2021 Research Award for Data Collection, Dissemination, and Visualization from the Council for Community and Economic Research (C2ER)

- 2023 Featured in the University of Arizona's Carnegie Classification for Community Engagement application

The MAP is constantly evolving, with new data, information, visualizations, and articles every month. Community input is vital to the MAP's mission. The MAP will continue to engage with community members to ensure it provides the most relevant and up-to-date information. We look forward to the next 10 years.

Executive Summary

The MAP Dashboard celebrated its 10th anniversary in 2024. The award-winning MAP Dashboard project was created to measurably improve Southern Arizona through data-driven collective civic action and education. The MAP provides users with measures of our region's progress and access to the latest information and research. MAP fills a gap by providing a common collection of information upon which to evaluate our community and collaborate to address our shared issues.
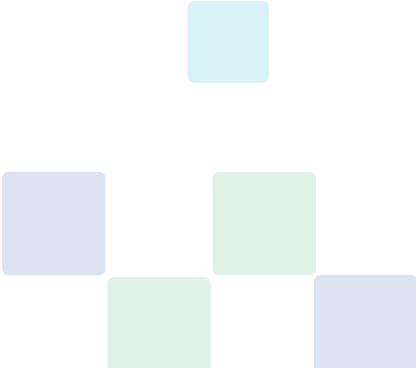
The Southern Arizona community continues to embrace the MAP Dashboard. Since its launch, the website has had nearly 400,000 users and more than 940,000 page views. In addition, more than 3,000 people read the MAP newsletter each month, 443 people follow on X (formerly Twitter), and 342 people follow on Facebook.

Since its founding, the MAP Dashboard has been recognized for excellence five times by international, national, state, and local organizations. Most recently, the MAP was featured in the University of Arizona's application for the Carnegie Classification for Community Engagement.

The content on the MAP Dashboard is constantly expanding and changing in response to the most pressing community issues. In addition to the 36 core data updates in the Economy, Education, Health & Social Well-Being, Infrastructure, Quality of Place, and Workforce & Demographics categories in 2024, several key changes were made to the Infrastructure category that reflected the community feedback received through a series of surveys and meetings. Those changes included:

- A new set of peer geographies for the Air Travel indicator
- The creation of a new core indicator that explores annual congestion costs and delay hours per auto commuter
- A detailed analysis of how electricity is generated for each geographic region
- Information on the availability of residential broadband by speed
- Expanding the water data to include information on each of Arizona's Active Management Areas

36 Core Indicators					
Economy	Education	Health & Social Well-Being	Infrastructure	Quality of Place	Workforce & Demographics
Business Growth	College Major	Behavioral Health	Air Travel	Air Quality	Employment Share by Industry
Employment Growth by Industry	Educational Attainment	Health Insurance Coverage	Congestion Trends	Cost of Living	Labor Force Participation Rate
GDP by Industry	High School Graduation Rates	Housing Cost Burden	Energy Use	Creative Occupations	Occupational Wages
Housing Affordability	PreK-12 Enrollment	Physical Well-Being	Internet Access	Outdoor Recreation Opportunities	Population Profile
Median Household Income	Student Achievement	Poverty Rate	Residential Water Use	Public Safety	Wage Distribution
Patents	Teacher Wages	Teen Birth Rate	Transportation to Work	Voter Turnout	Working Age College Graduates

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Additionally, 19 feature articles appeared on the website. These included articles on:

- Funding regional transportation
- Poverty and education trends for the Southern Arizona communities
- Disability and employment in Tucson
- How much house can you afford
- Youth disconnection in Arizona
- Arizona's heat-related deaths
- Addressing food insecurity in Tucson
- Arizona's share of the foreign-born population falls
- And many others

The MAP Dashboard highlights regional impact through the Community Spotlight, which explores how various Southern Arizona organizations use the MAP Dashboard. Each Spotlight provides insight on how to get the most out of the MAP and inspires others to use the website in new ways. The Community Spotlight in 2024 featured the Community Foundation for Southern Arizona.

Community outreach and engagement is a key part of the MAP Dashboard. The University of Arizona's Economic and Business Research Center researchers frequently participate in print, radio, and television interviews. The MAP team and associated researchers gave six public presentations to local residents last year, reaching 1,159 attendees.

These public presentations included the following events:

- Understanding Tucson's Health MAP Talk
- Eller's Breakfast with the Economists
- Arizona's Health Related Health Impacts MAP Talk
- Disability and Employment in Tucson MAP Talk
- Eller's Economic Outlook Luncheon
- Education Review

In 2024, the MAP Dashboard reviewed the Education category through community surveys and meetings. That included a thorough review of each current indicator and a discussion with the public and education experts on the most relevant indicators to our region. Community input on the MAP's selection of core indicators and feature articles is vital to our mission.

Information from the MAP Dashboard website reaches thousands of readers monthly through a full-color feature in the Sunday Business section and Monday Health section of the *Arizona Daily Star*.

This report provides a snapshot of the MAP Dashboard as of spring 2025, using the most up-to-date annual data. Since federal agencies release this information with significant delays, most estimates are for 2023 and 2024. In some cases, particularly the health-related data, the most recent estimates available for all comparison regions are for 2022. That is due to the time federal agencies require to acquire and report the data.

This report summarizes the latest results for all indicators and highlights key changes during the past year. It also documents changes to the website during 2024, brings together website metrics, and summarizes outreach activities.

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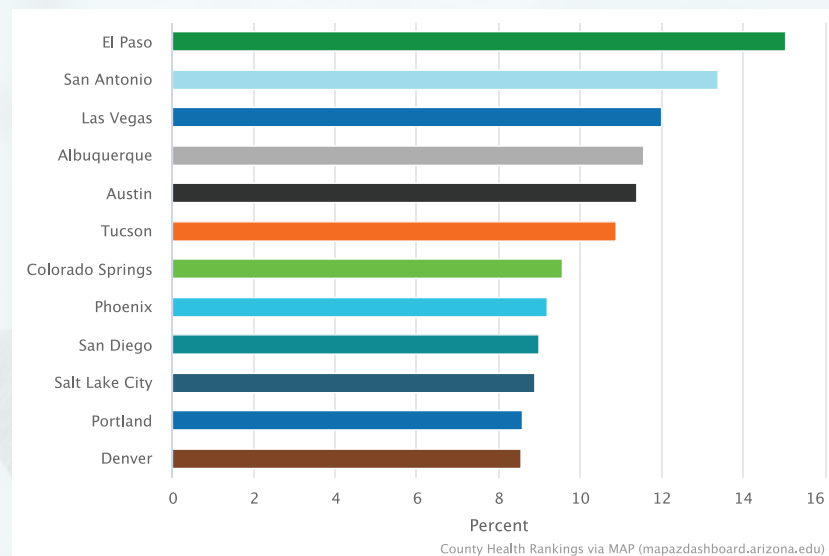
FEATURED ARTICLE

Tracking Food Insecurity

Beatriz Del Campo-Carmona, Research Economist
Economic and Business Research Center, Eller College of Management, University of Arizona

In 2020, El Paso recorded the highest food insecurity rate among metropolitan areas at 15.0%, while Denver had the lowest at 8.5%.

(Figure 1) **Percent of Population Food Insecure by MSAs** *(2020)*

Horizontal bar chart showing percent of population food insecure by MSA: El Paso ~15.0, San Antonio ~13.4, Las Vegas ~12.0, Albuquerque ~11.5, Austin ~11.3, Tucson ~10.9, Colorado Springs ~9.5, Phoenix ~9.2, San Diego ~9.0, Salt Lake City ~8.8, Portland ~8.6, Denver ~8.5. X-axis labeled "Percent" from 0 to 16.

County Health Rankings via MAP (mapazdashboard.arizona.edu)

The most recent State of Food Security and Nutrition in the World (SOFI) report, released by five United Nations specialized agencies, indicates that global hunger and the prevalence of moderate or severe food insecurity has remained relatively stable for three consecutive years, following a significant increase that occurred in the aftermath of the COVID-19 pandemic. In 2023, it was estimated that 28.9% of the worldwide population, equating to approximately 2.33 billion individuals, experienced moderate to severe food insecurity.

As illustrated in Figure 1, Tucson had the sixth-highest percent of food insecurity among peer western MSAs at 10.9%. The graph presents the most recent data for the MAP western MSAs, sourced from the County Health Rankings & Roadmaps (CHR&R).

Children facing food insecurity are prone to having inadequate diets and unhealthy weight gain.

Child, Adult, and Senior Food Insecurity in Arizona

Children facing food insecurity are prone to having inadequate diets and unhealthy weight gain. Moreover, they face a greater chance of developing chronic illnesses, experiencing mental health issues, struggling academically, having stunted growth and development, and negative health habits later in life. Figure 2 displays the percent of children, adults, and senior population that were food insecure in 2022.

(Figure 2) **Percent of Child, Adult, and Senior Population Food Insecure** *(2022)*

	CHILD POPULATION (UNDER AGE 18)	OLDER POPULATION (50-59 YEARS)	SENIOR POPULATION (AGE 60 OR OLDER)
ARIZONA	18.5%	7.2%	9.4%
U.S.	18.5%	11.9%	8.7%

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How Much House Can You Afford?

Jennifer Pullen, Senior Research Economist and MAP Dashboard Coordinator,
Economic and Business Research Center, Eller College of Management, University of Arizona

If you're like most people, you can't afford to pay cash for a home. In 2023, 78.0% of homes purchased were financed according to the National Association of Realtors "2023 Home Buyers and Sellers Generational Trends Report." The report shows that financing rates varied significantly by age, with lower rates for older buyers as they are more likely to use equity from a past home. Across all age groups that financed their home, the median down payment was 14%.

Have you ever wondered how much house you can afford? If you spend more than 30% of your income on your housing-related expenses then you are considered housing cost-burdened. Research has shown that households that are cost-burdened have a more difficult time paying for other necessities like healthcare, childcare, education, and even food.

In Tucson, the local median family income in 2022 was $84,982. We can use each metropolitan area's median family income to calculate the maximum amount someone could afford to spend each month on their mortgage payment without being considered housing cost-burdened. In Tucson, a family that earns the local median family income of $84,982 would need to spend less than $2,125 each month on their mortgage to avoid being housing cost-burdened (Figure 1).

If you spend more than 30% of your income on your housing-related expenses then you are considered housing cost-burdened.

(Figure 1) **Monthly Amount Spent on a Mortgage at The Point of Housing Cost Burden** *(2022)*

Census Bureau via MAP (mapazdashboard.arizona.edu)
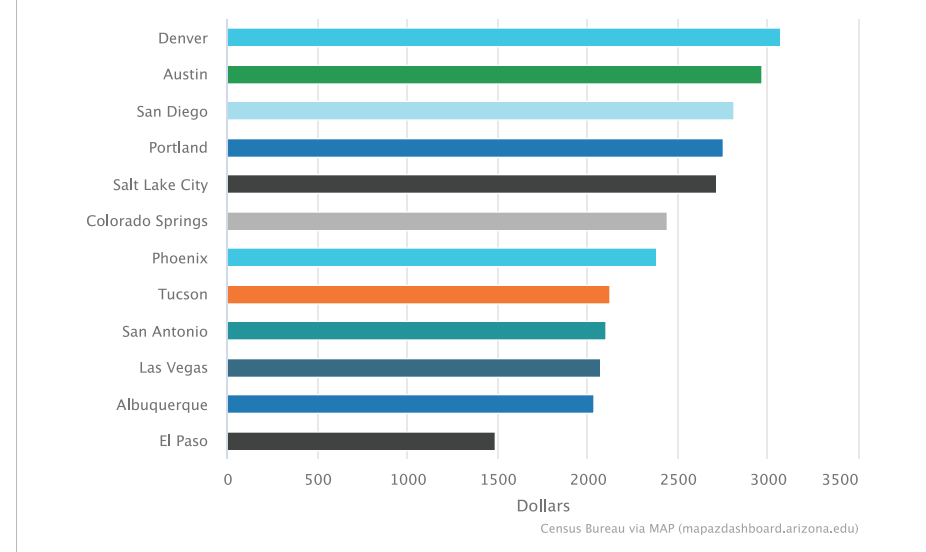
Using the maximum amount someone could spend on their mortgage payment each month, we can calculate the price of an affordable house given a set of assumptions. Those assumptions include the amount of the down payment, length of the mortgage, interest rate, insurance (homeowners and principal mortgage insurance (PMI) – if applicable), and the local tax rate.

• In Tucson, a family earning the median income with a 10% down payment could afford to spend up to $300,300 on a single-family home without being considered housing cost-burdened, which increases to $357,500 if they put 20% down.

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The MAP Dashboard is Constantly Evolving – Major Changes in 2024

Jennifer Pullen, Senior Research Economist and MAP Dashboard Coordinator, Economic and Business Research Center, Eller College of Management, University of Arizona

The content on the MAP Dashboard constantly expands and changes in response to the most pressing community issues. In 2023, the MAP team reviewed the content of the Infrastructure category by conducting surveys and holding community meetings. The findings from our community engagement resulted in several key changes, which are highlighted below.

Air Travel

- Due to the nature of air travel, the MAP added a unique group of comparison geographies for the Tucson International Airport. These comparison airports include non-hub airports from similar-sized regions that often have a larger hub airport nearby.

- Tucson's peer airports include Albuquerque, Boise, Colorado Springs, El Paso, Palm Springs, Reno, Spokane, and Tulsa.
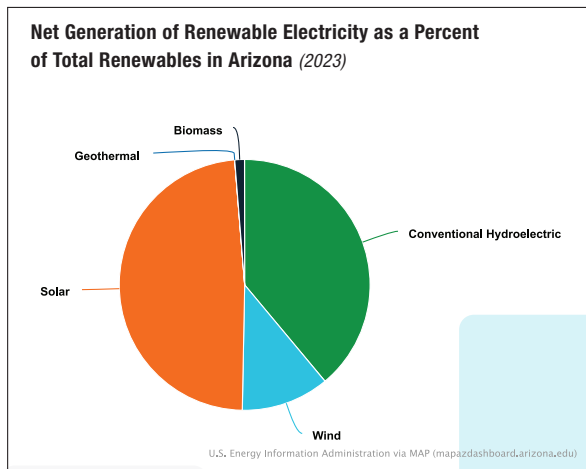

Congestion Trends

- The website now includes a new MAP core indicator that explores the annual congestion costs and delay hours per auto commuter for the Tucson urban area and its comparable peer regions.

- The Tucson urban area had the lowest congestion costs of all peer regions in 2022.

Annual Congestion Costs per Auto Commuter *(2022)*

Energy Use

- New data and analysis were included on how electricity is generated for each of the geographic regions explored on the MAP, including a breakdown of renewable sources of electricity.

Net Generation of Renewable Electricity as a Percent of Total Renewables in Arizona *(2023)*

Biomass

Geothermal

Conventional Hydroelectric

Solar

Wind

U.S. Energy Information Administration via MAP (mapazdashboard.arizona.edu)
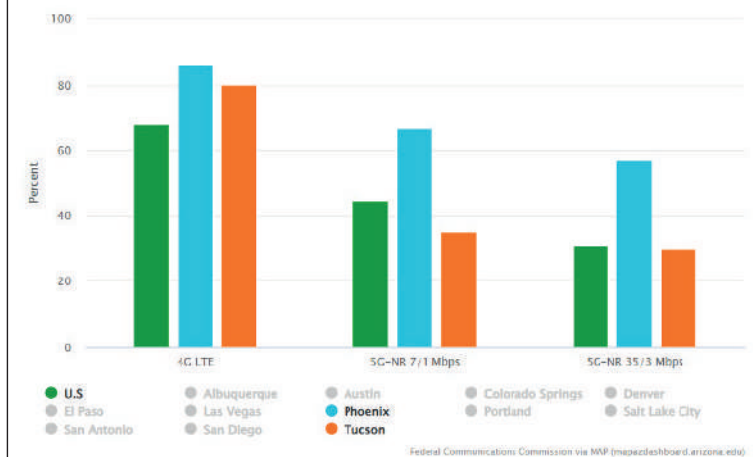
Residential Water Use

- In 2024, the MAP Dashboard included the amount of residential water used per capita for each of Arizona's Active Management Areas. Additionally, each AMA consists of a breakdown of water supply by type.

Residential Water Use in Gallons per Capita per Day (GPCD) in 2020

Internet Access

- The internet access indicator now includes the availability of residential broadband by speed, including 250/25 Mbps and 1000/10 Mbps. It also includes the availability of outdoor mobile by speed.

Availability of Outdoor Mobile Speed *(2023)*

U.S Albuquerque Austin Colorado Springs Denver
El Paso Las Vegas Phoenix Portland Salt Lake City
San Antonio San Diego Tucson

Federal Communications Commission via MAP (mapazdashboard.arizona.edu)

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Why has Arizona's heat-related death rate increased tenfold in twenty years?

Slade Smith, JD, Assistant Director, Applied Health Policy Institute, Mel & Enid Zuckerman College of Public Health, University of Arizona

Kirin Goff, JD, MPH, Director, Applied Health Policy Institute, Mel & Enid Zuckerman College of Public Health, University of Arizona

Sonia Kaufman, Ph.D. Candidate, School of Geography, Development & Environment, University of Arizona

In Maricopa County, which is home to about 60 percent of the state's population and includes the Phoenix Metropolitan Statistical Area (MSA), there were 645 heat-related deaths last year, setting a new record for the eighth consecutive year and shattering the previous record of 425 in 2022.

The MAP Dashboard funds White Papers every year from University of Arizona faculty to write on topics that are relevant to our region. Their expertise on the White Paper topic often provides a unique and in-depth perspective. The White Paper "Why has Arizona's heat-related death rate increased tenfold in twenty years?" written by Slade Smith, JD, is an excellent example.

The heat-related death rate in Arizona has increased roughly tenfold in the last twenty years. In Maricopa County, which is home to about 60 percent of the state's population and includes the Phoenix Metropolitan Statistical Area (MSA), there were 645 heat-related deaths last year, setting a new record for the eighth consecutive year and shattering the previous record of 425 in 2022 (Figure 1). And the death rate in Pima County was almost as high as Maricopa County, even though it was about seven degrees cooler.

*(Figure 1)* **Maricopa County Heat-Related Death Rates 2001-2023**
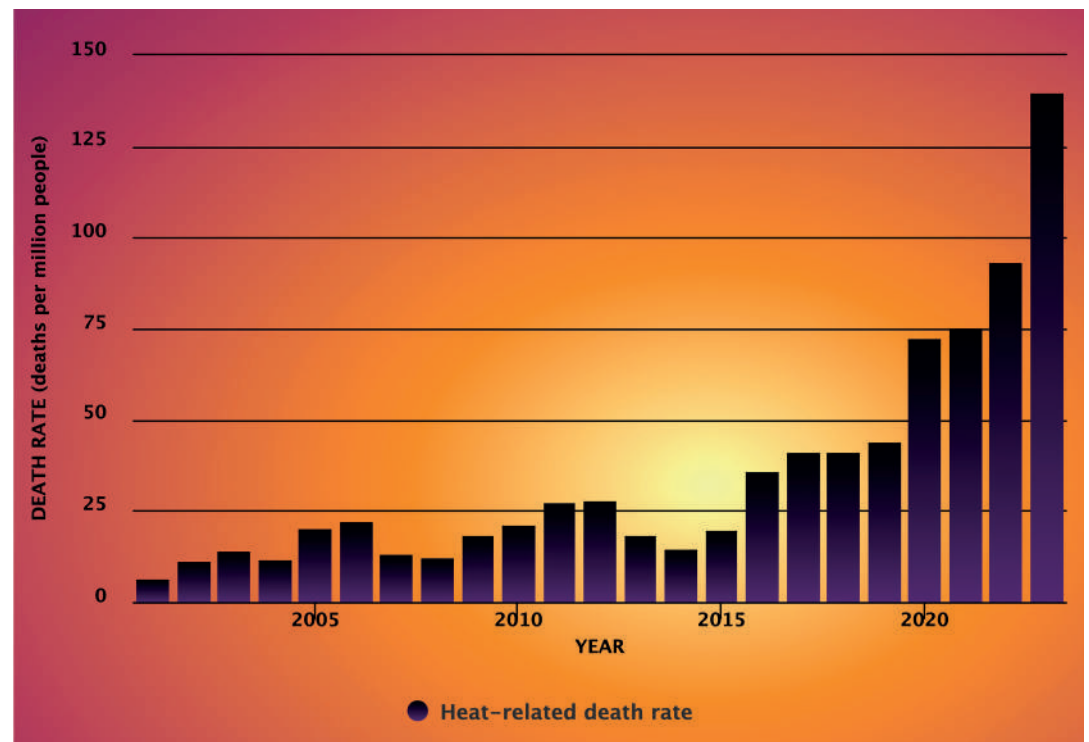
Key Findings

Temperature

Phoenix summer daytime temperatures have increased by about seven degrees in the last 100 years. Much of this increase— likely most of it—is caused by a severe "urban heat island effect" rather than global climate change. An urban heat island occurs when temperatures inside a city are consistently higher than surrounding rural areas because the city is covered by surfaces that absorb more sunlight and emit more heat than the natural surfaces they displaced. Although Tucson has not warmed as much as Phoenix (about four degrees in the past 100 years), there is evidence that Tucson has warmed faster in the past two decades and may unfortunately be catching up to Phoenix (Figure 2).

(Figure 2) **Tucson Average Summer Media Temp (June–August)**
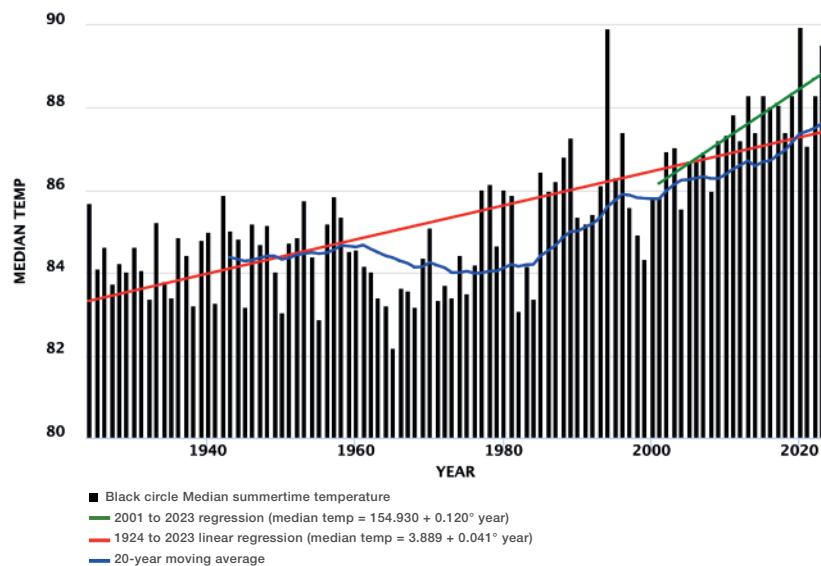
Vulnerabilities

Our analysis reveals two general categories of victims with rapidly increasing death rates. The first group dies outdoors: these victims tend to be predominantly male and are often homeless. Outdoor deaths also often involve the use of one or more substances, most commonly methamphetamine, which appears to be particularly deadly when combined with extreme heat. The second group involves deaths that occur indoors, most often in a situation where the air conditioner isn't working. Indoor victims tend to be older, skew more female, and are much less likely to have used any substances.

Policy Implications

Policymakers should ramp up efforts to address the major causes of the crisis. For example, cities can reduce the coverage area of unshaded pavement over time by integrating trees into right-of-ways as public green infrastructure and removing unnecessary pavement to mitigate urban heat island effects.

Likewise, loosening land use laws can increase the supply of homes to help alleviate homelessness and financial stress that may be leaving people unable to afford air conditioning. Policies like these that make our cities more comfortable and affordable could improve many lives beyond those saved. Other emergency measures—more shelter beds, for example—will likely save many lives as soon as they are implemented.

MAP Dashboard

OVERVIEW

The award-winning Making Action Possible (MAP) Dashboard was formed through a unique partnership between the University of Arizona, the Community Foundation for Southern Arizona, and the Southern Arizona Leadership Council to develop a project to measurably improve Southern Arizona through data-driven collective civic action and education. Subsequently, the Pima Association of Governments and Sun Corridor Inc. joined the partnership in 2016 and 2018.

The partnership represents the non-profit and business communities, regional government, local economic development, and higher education. The MAP Dashboard fills a resource gap by providing a common collection of research and information to evaluate and measure key socio-economic indicators in our community and collaborate to address our shared issues.

The socioeconomic indicators are grouped into six categories: 1) Economy, 2) Education, 3) Health and Social Well-Being, 4) Infrastructure, 5) Quality of Place, and 6) Workforce and Demographics. For each indicator, users can learn how Southern Arizona is doing, how it compares, and what the latest trends tell us about our progress. Users can compare Southern Arizona to the United States, states in the West, and select Metropolitan Statistical Areas (MSAs). This information allows Southern Arizonans to decide priorities, shape and pursue effective policies, and seek external funding opportunities. They can also use the data to drive business and organizational decisions and build collaborative and cross-sector partnerships capable of taking action throughout our region.

While the MAP Dashboard focuses on state, county, and metropolitan area data, it also includes a wealth of information for cities and towns in the Southern Arizona region. The Southern Arizona region commonly consists of the following counties: Cochise, Graham, Greenlee, Pima, Pinal, Santa Cruz, and Yuma. The MAP Dashboard also includes data for all 15 Arizona counties and 41 of Southern Arizona's largest cities, towns, and census-designated places.

The MAP Dashboard celebrated its 10th anniversary in 2024. The MAP Dashboard has received international, national, state, and local recognition in the 10 years since its launch. It was awarded the 2016 Award for Website

Excellence by the Association for University Business and Economic Research and the 2016 DataViz Award from the Association of Public Data Users. The MAP Dashboard was one of three finalists for the Arizona Governor's Award for Innovation in Academia and received the 2016 Common Ground Award from the Metropolitan Pima Alliance. Additionally, in 2018, the MAP received the Impact award from the International Community Indicators Consortium for its demonstrated ability to drive positive community change in Southern Arizona. Most recently, the Council for Community and Economic Research (C2ER) awarded the MAP the 2021 Research Award for Data Collection, Dissemination, and Visualization for contributing to the success of local, regional, or state community, economic, and workforce development initiatives. In 2023, the MAP was featured in the University of Arizona's application for the Carnegie Classification for Community Engagement.

Local community support makes the MAP Dashboard possible. Funding partners include the Community Foundation for Southern Arizona, Pima Association of Governments, the Southern Arizona Leadership Council, Sun Corridor Inc., and the University of Arizona. The University of Arizona's Economic and Business Research Center maintains, updates, and administers the MAP Dashboard website.

Community sponsors also provide financial support. Sustaining sponsors include the Thomas R. Brown Foundation, Tucson Electric Power, and Freeport McMoRan. Wells Fargo, the Arizona Community Foundation, and NüPoint Marketing are supporting sponsors, while Sundt Construction and Visit Tucson are contributing sponsors.

Economy

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OVERVIEW

An Economy is defined by the production, distribution, and consumption of goods and services. The decisions of individuals and firms interacting in this process determine how economic resources are allocated. The quality of a region's economy reflects the opportunities available to individuals and businesses. Strong economies typically result in a high standard of living, higher wages, and consistent job growth. The economic indicators included in this section help identify where Southern Arizona stands compared to other economies in the western United States.

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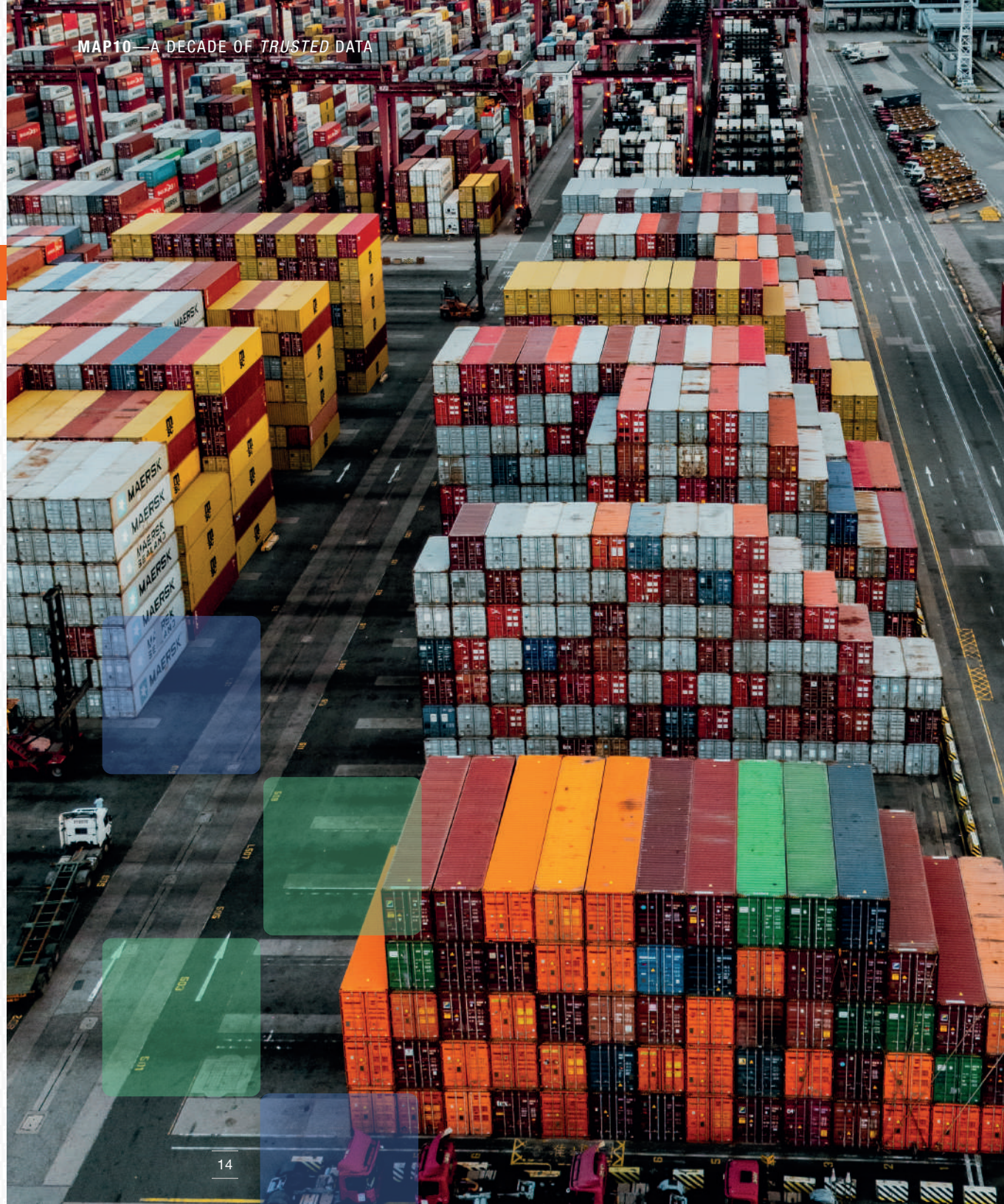
Economy Scorecard

INDICATOR	HOW ARE WE DOING?		HOW DO WE COMPARE?	RECENT CHANGE
BUSINESS GROWTH	**5.1**%	FROM 2022 TO 2023	⛅	▼
EMPLOYMENT GROWTH	**-0.5**%	FROM 2023 TO 2024	⛈	▼
REAL GDP	**4.6**%	FROM 2022 TO 2023	☀	▲
HOUSING AFFORDABILITY	**45.3**%		☀	▼
MEDIAN HOUSEHOLD INCOME	**$67,929**		☁	▲
PATENTS	**16.8**	PER 10,000 WORKERS	☀	▲

☀ Ranked in Top 1/3   ⛅ Ranked in Middle 1/3   ☁ Ranked in Bottom 1/3   ⛈ Ranked Last

MAP Scorecard "How Do We Compare?" Rankings Are Relative To The Following Peer Metropolitan Areas:
Albuquerque, Austin, Colorado Springs, Denver, El Paso, Las Vegas, Phoenix, Portland, Salt Lake City, San Antonio, and San Diego

mapazdashboard.arizona.edu

NOTABLE ANNUAL CHANGES

- The MAP Dashboard added a new housing affordability indicator! In 2024, a household earning the median income in the Tucson MSA would need to spend 45.3% of that income to afford a median-priced home.

- The Tucson MSA posted an increase in inflation-adjusted Gross Domestic Product (GDP) of 4.6% in 2023, ranking it second among peer MSAs.

NOTE: Data refer to the Tucson Metropolitan Statistical Area (MSA) unless otherwise noted. Information published in this report uses the most up-to-date data available at time of publication

Economy

- Tucson MSA's growth in the number of establishments employing workers exceeded the nation in 2023 at 5.1%. According to the latest data on business starts, the Tucson MSA's leisure and hospitality sector generated the most new businesses.

- Total nonfarm employment in the Tucson MSA decreased by 0.5% in 2024, a substantial decline from 2023, and ranked the Tucson MSA last among peers.

- In 2023, the Tucson MSA posted the second-fastest GDP growth among peer MSAs, at 4.6%. That was a significant increase from 2022 when GDP grew by only 1.4%. Government activity accounted for 17.2% of Tucson's GDP.

- Households in the Tucson MSA earning the median income needed to spend 45.3% of that income to afford a median-priced home in 2024. That represents a share well about the 30% affordability cutoff. The share of income needed to afford a median-priced home in Tucson increased between 2023 and 2024, thus reducing affordability.

- In 2023, Tucson MSA's median household income of $67,929 was more than $10,000 less than the nation and well below the state of Arizona and many of its peer MSAs.

- At 16.8 patents per 10,000 workers, Tucson MSA's patent activity remains well above the state and national levels.

Education

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OVERVIEW

Education is a key driver of economic success for individuals and regions. Individuals benefit from education in various ways, including higher productivity, higher wages, better health outcomes, and less need for publicly funded economic assistance. In addition, research has shown that the benefits of education spill over to the region as a whole. Local areas with high concentrations of highly educated residents tend to have better aggregate socioeconomic outcomes, such as higher per capita income, lower crime, and faster job and population growth. Thus, less educated residents also benefit by locating in regions with high educational attainment rates.

Education Scorecard

INDICATOR	HOW ARE WE DOING?		HOW DO WE COMPARE?	RECENT CHANGE
COLLEGE MAJOR	**48.8**%	SCIENCE, ENG. OR RELATED	☀	▲
EDUCATIONAL ATTAINMENT	**35.9**%	BA OR BETTER	⛅	▲
GRADUATION RATES	**77.3**%	FOR ARIZONA	☁⚡	▲
PRE K-12 ENROLLMENT	**40.9**%	IN EARLY EDUCATION	⛅	▶
STUDENT ACHIEVEMENT	**269.7**	AVG MATH SCORE IN AZ	⛅	▼
TEACHER WAGES	**$49,050**		☁⚡	▼

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mapazdashboard.arizona.edu

NOTABLE ANNUAL CHANGES

- Tucson MSA's teacher wages remained the lowest among peer MSAs, even after adjusting for regional differences in cost of living.
- Arizona's National Assessment of Educational Progress (NAEP) scores for 4th-grade reading and 8th-grade math declined in 2024, leaving the state's students behind their national peers.

NOTE: Data refer to the Tucson Metropolitan Statistical Area (MSA) unless otherwise noted. Information published in this report uses the most up-to-date data available at time of publication

Education

- In 2023, 48.8% of Tucson MSA college graduates reported a science and engineering or related field as their major, ranking Tucson fourth among peer MSAs.

- College attainment rates vary strongly across age groups in the Tucson MSA. In 2023, 39.5% of the population aged 65+ had a Bachelor's degree or better. That represented the largest share among age groups and was nearly 10 percentage points higher than the national rate of 30.3%.

- Pima County (the same geographic region as the Tucson MSA) had the lowest high school graduation rate among all Arizona counties in 2023. Pima's rate of 71.2% was well below the reported rates for the state and the nation.

- In 2023, the percentage of three-to-four-year-olds enrolled in an early education program in the Tucson MSA was 40.9%, the same rate reported five years earlier in 2018.

- The percentage of students passing Arizona's AASA test varied significantly by race and ethnicity. In 2024, nearly all races achieved higher proficiency rates in third-grade English language arts than eighth-grade math. Asian students achieved the highest proficiency rate in both subjects, while Arizona's Native American students reported the lowest.

- Middle school teachers in the Tucson MSA earned $50,660, the highest median wage among teaching professionals in 2024. However, that was the lowest among peer MSAs by nearly $10,000.

Health & Social Well-Being

OVERVIEW

Indicators in this section identify critical trends in the **health and social well-being** of Southern Arizona residents. Physical and behavioral well-being measures provide information about residents' health, which is vital in determining the overall quality of life. Households that are housing cost-burdened or whose income is at or near the poverty level are more likely to endure adverse social, economic, and health conditions. Likewise, those without health insurance coverage are at a greater risk of bankruptcy and illness. These data provide residents and policymakers with performance measures crucial to gauging the overall well-being of a region.

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Health & Social Well-Being Scorecard

INDICATOR	HOW ARE WE DOING?		HOW DO WE COMPARE?	RECENT CHANGE
BEHAVIORAL HEALTH	**5.9**	POOR MENTAL HEALTH DAYS	⛈	▲
HEALTH INSURANCE COVERAGE	**91.1**%		⛅	▲
HOUSING COST BURDEN	**31.8**%	OF HOUSEHOLDS	☀	▼
PHYSICAL WELL-BEING	**80.8**%	GOOD OR EXCELLENT HEALTH	☁	▼
POVERTY RATE	**14.4**%		☁	▼
TEEN BIRTH RATE	**15.3**	PER 1,000 FEMALES	⛅	▼

☀ Ranked in Top 1/3   ⛅ Ranked in Middle 1/3   ☁ Ranked in Bottom 1/3   ☁ Ranked Last

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mapazdashboard.arizona.edu

NOTABLE ANNUAL CHANGES

- In 2023, the Tucson MSA's poverty rate improved substantially from 2018, dropping by more than three percentage points to 14.4%.

- The percentage of the population who reported their health as good or excellent declined significantly in 2022, falling to a near-record low of 80.8%.

NOTE: Data refer to the Tucson Metropolitan Statistical Area (MSA) unless otherwise noted. Information published in this report uses the most up-to-date data available at time of publication

- In 2022, those living in the Tucson MSA reported 5.9 poor mental health days each month, up by nearly a full day from 2021.

- The Tucson MSA ranked sixth among peer MSAs in health insurance coverage, with a rate of 91.1%. Tucson's health insurance coverage rate lagged slightly behind the national rate.

- The Tucson MSA had the fourth-lowest housing cost burden rate among peer MSAs at 31.8% in 2023. That equated to 132,943 households in Tucson paying more than 30% of their income in housing costs.

- In 2022, residents in the Tucson MSA reported 4.4 poor physical health days per month. Tucson tied with Albuquerque and San Antonio for the eighth-highest rate among peer western MSAs.

- In 2023, the Tucson MSA's young population (those under 18) experienced a higher poverty rate of 18.7% than the state and nation, at 17.0% and 16.3%, respectively.

- Teen birth rates in the Tucson MSA, the state of Arizona, and nationally have fallen drastically over the past two decades. In 2023, Tucson's rate of 15.3 births per 1,000 females aged 15-19 was below the national rate.

Health & Social Well-Being

Infrastructure

MAP10—A DECADE OF *TRUSTED* DATA

OVERVIEW

A region's overall prosperity is related to the quality of its infrastructure. People rely on transportation and communication networks to access employment, goods, and services. Businesses also rely on infrastructure to provide access to trade, raw materials, labor, and other inputs to production. Residents' responsible use of natural resources is also essential, as energy and water use can affect long-term regional sustainability. Well-planned and responsive infrastructure is often the result of collaboration between residents and policymakers. Data presented in this category identify key trends in infrastructure performance and provide a valuable basis to inform future decisions that can lead to improving current service levels and future demand.

Infrastructure Scorecard

| INDICATOR	HOW ARE WE DOING?		HOW DO WE COMPARE?	RECENT CHANGE
AIR TRAVEL	3.9%	GROWTH IN PASSENGERS	☀	▼
CONGESTION TRENDS	$741	COSTS PER AUTO COMMUTER	☀	▲
ENERGY USE	14.0	CENTS PER KWH FOR AZ	⛅	▲
INTERNET ACCESS	93.2%	HOUSEHOLDS W/BROADBAND	⛅	▲
RESIDENTIAL WATER USE	146	GAL. DAILY PER CAPITA IN AZ	☁	▼
TRANSPORTATION TO WORK	70.7%	PEOPLE DROVE ALONE	⛅	▼

☀ Ranked in Top 1/3   ⛅ Ranked in Middle 1/3   ☁ Ranked in Bottom 1/3   🌧 Ranked Last

MAP Scorecard "How Do We Compare?" Rankings Are Relative To The Following Peer Metropolitan Areas:
Albuquerque, Austin, Colorado Springs, Denver, El Paso, Las Vegas, Phoenix, Portland, Salt Lake City, San Antonio, and San Diego

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NOTABLE ANNUAL CHANGES

- The MAP Dashboard added a new core indicator that explores trends in congestion costs, annual delay hours per auto commuter, and commuting patterns over the decades.

- Arizona is home to the largest nuclear power plant in the United States. In 2023, 28.2% of Arizona's energy was generated by nuclear.

NOTE: Data refer to the Tucson Metropolitan Statistical Area (MSA) unless otherwise noted. Information published in this report uses the most up-to-date data available at time of publication
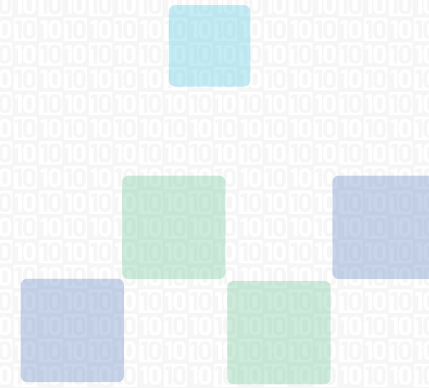
- In 2024, the Tucson International Airport ranked high relative to peers in the growth rate of passengers at 3.9%. Further, its growth rate of 13.1% in departures per day placed it first among peers.

- The Tucson urban area's congestion cost of $741 per commuter in 2022 was the lowest among peer MSAs. Congestion costs in Tucson were nearly half that of the Phoenix urban area at $1,441.

- In 2023, Arizona's average electricity price of 14 cents per kWh was less than the national average of 16 cents. Over the past decade, electricity prices in Arizona have increased by a modest 19.7% compared to the national increase of 31.9%.

- The MAP Dashboard added new data on the availability of residential broadband by speed for the Tucson MSA. In 2023, the Tucson MSA had one of the highest coverage rates at 250/25 Mbps but trailed peer MSAs at 1000/10 Mbps.

- Residential customers in the Tucson Active Management Area (AMA) used 126 gallons per capita per day (GPCD) of water in 2020. That was well above Tucson Water's reported rate of 83 GPCD in 2020. The Tucson AMA includes portions of Pima, Pinal, and Santa Cruz counties.

- In 2023, 13.8% of residents in the Tucson MSA reported working from home, ranking Tucson eighth among peer MSAs.

Infrastructure

Quality of Place

MAP10—A DECADE OF *TRUSTED* DATA

OVERVIEW

Indicators in this category capture a wide range of influences on quality of life. Individuals who feel safe in their homes and surrounding areas are more likely to be involved in their community, increase civic participation, and even engage in outdoor activities. Likewise, good air quality may increase residents' ability to participate in outdoor activities. Other aspects contributing to quality of life are access to cultural amenities, such as the arts, entertainment, and other creative activities. How an individual values the quality of a region may differ depending on a multitude of factors, such as race and ethnicity, age, socioeconomic status, gender, and personal preference. However, the indicators included in this category reflect a broad range of factors affecting the **quality of life** in a region.

Quality of Place Scorecard

INDICATOR	HOW ARE WE DOING?		HOW DO WE COMPARE?	RECENT CHANGE
AIR QUALITY	**46.6**%	GOOD DAYS	⛅	▼
COST OF LIVING	**5.7**%	LESS THAN THE U.S.	☀️	▲
CREATIVE OCCUPATIONS	**122.2**	JOBS PER 1K RESIDENTS	☁️	▲
OUTDOOR RECREATION	**-5.7**%	NATIONAL PARK VISITS	⛈️	▼
PUBLIC SAFETY	**473.5**	VIOLENT CRIMES PER 100,000	⛅	▲
VOTER TURN OUT	**57.6**%	IN ARIZONA	⛅	▼

☀️ Ranked in Top 1/3   ⛅ Ranked in Middle 1/3   ☁️ Ranked in Bottom 1/3   ⛈️ Ranked Last

MAP Scorecard "How Do We Compare?" Rankings Are Relative To The Following Peer Metropolitan Areas:
Albuquerque, Austin, Colorado Springs, Denver, El Paso, Las Vegas, Phoenix, Portland, Salt Lake City, San Antonio, and San Diego

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NOTABLE ANNUAL CHANGES

- The cost of living in the Tucson MSA was 5.7% below the nation in 2023, ranking it fourth among peers.

- National parks in the Tucson MSA had 1,128,981 visitors in 2024, a decline of 5.7% in park visits from 2023.

NOTE: Data refer to the Tucson Metropolitan Statistical Area (MSA) unless otherwise noted. Information published in this report uses the most up-to-date data available at time of publication

- In 2023, air quality in the Tucson MSA was "good" 46.6% of the time, which ranked seventh out of 12 peer MSAs. The Tucson MSA reported no very unhealthy air quality days.

- The cost of living for a region can be broken down into four major categories: Goods, Housing, Other Services, and Utilities. In 2023, all four categories in Tucson were below the nation. The Goods category was 4.9% below the nation, while Housing, Other Services, and Utilities were 2.0%, 6.7%, and 17.0% below, respectively.

- The Tucson MSA's employment and wages in creative occupations lag behind the nation. In 2024, wages per worker in creative occupations for the Tucson MSA averaged $93,262, nearly $11,000 less than the national average.

- The percentage of federal recreational land covering the Tucson MSA was 29.0%, slightly higher than the national rate.

- In 2022, the Tucson MSA had a high rate of deaths due to firearms. Tucson's rate of 19.9 per 100,000 residents placed it with the third-highest rate among peers.

- During the 2024 presidential election, the voter turnout rate for the state of Arizona was 57.6%, 2.7 percentage points lower than the rate during the 2020 presidential election. The turnout in the Tucson MSA (Pima County) was slightly higher at 60.9%.

Workforce & Demographics

OVERVIEW

MAP10—A DECADE OF *TRUSTED* DATA

The indicators included in this section help identify Southern Arizona's **demographic mix and workforce characteristics** compared to other regions in the western United States. The data can provide government officials, policymakers, and planners with the information necessary to gauge demand for future resources. The type of resources a region may need in the future are highly dependent on the demographic mix and could range from educational needs to infrastructure to services, such as health care. Population growth measures how well a community attracts and retains residents, reflecting economic opportunities and quality of life. The workforce is a subset of the population and refers to those individuals who participate in the labor market. A highly educated and skilled workforce generates greater economic opportunities for a region's residents.

Workforce & Demographics Scorecard

INDICATOR	HOW ARE WE DOING?		HOW DO WE COMPARE?	RECENT CHANGE
EMPLOYMENT SHARE	**1.21**%	JOB MIX DIF. VS. U.S.	☀	▲
LABOR FORCE PARTICIPATION RATE	**80.8**%	AGED 25 TO 54	☁	▲
OCCUPATIONAL WAGES	**$46,450**	MEDIAN	⛅	▲
POPULATION	**0.6**%	2023-2024 GROWTH	⛅	▼
WAGE DISTRIBUTION	**3.5**=	HIGH WAGE ÷ LOW WAGE	☀	▶
WORKING AGE COLLEGE GRADUATES	**34.2**%	AGED 25 to 64	☁	▲

☀ Ranked in Top 1/3   ⛅ Ranked in Middle 1/3   ☁ Ranked in Bottom 1/3   ☁ Ranked Last

MAP Scorecard "How Do We Compare?" Rankings Are Relative To The Following Peer Metropolitan Areas:
Albuquerque, Austin, Colorado Springs, Denver, El Paso, Las Vegas, Phoenix, Portland, Salt Lake City, San Antonio, and San Diego

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NOTABLE ANNUAL CHANGES

- In 2024, government jobs accounted for 19.5% of the Tucson MSA's employment. The government sector includes federal civilian, state, and local government jobs. University of Arizona employees are included in state government.

- The Tucson MSA's median occupational wage of $46,450 was up by a modest 3.2% in 2024, compared to wage growth of 11.5% and 6.0% in 2022 and 2023.

NOTE: Data refer to the Tucson Metropolitan Statistical Area (MSA) unless otherwise noted. Information published in this report uses the most up-to-date data available at time of publication

- In 2024, the Tucson MSA's employment mix by industry was similar to the U.S., with a few notable differences. Tucson had a higher share of employment in government and lower shares of employment in manufacturing and the trade, transportation, and utilities sectors.

- The labor force participation rate for the prime working age (25-54) for the Tucson MSA was 80.8% in 2023, ranking it low among peer MSAs.

- In 2023, the management occupations in the Tucson MSA paid the highest median wage at $100,550, while the food preparation and serving occupations had the lowest at $33,900.

- The population in the Tucson MSA increased by 0.6% in 2024, bringing the total population to 1,086,634 residents. That growth ranked Tucson eighth out of 12 peer MSAs.

- In 2024, the 90/10 ratio for the Tucson MSA was 3.5, while the U.S. had a ratio of 4.2. The smaller the ratio, the less wage inequality. In Tucson, wage earners at the 90th percentile earned $107,090, which was 3.5 times more than workers at the 10th percentile.

- The Tucson MSA's working-age college attainment rate increased from 27.6% in 2000 to 34.2% in 2023.

Workforce & Demographics

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Acknowledgements

The MAP Dashboard is made possible through the support of its partners and sponsors.

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Arizona Daily Star

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MAP Dashboard Update: Web Analytics

Over 3,000 people read the MAP newsletter each month

17.6% Increase in the number of users visiting the site each year from 2023 to 2024

939,058
Pageviews up 7.7% between 2023 and 2024

443
X (Twitter) Followers

342
Likes on Facebook

MAP 10

A DECADE OF *TRUSTED* DATA