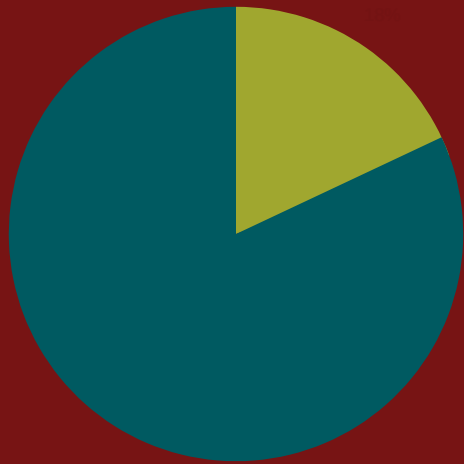


LATINX POWER IN THE USA



18%
OF THE
POPULATION

\$1.7 TRILLION
IN BUYING
POWER



3 OUT OF EVERY 4 FAMILIES



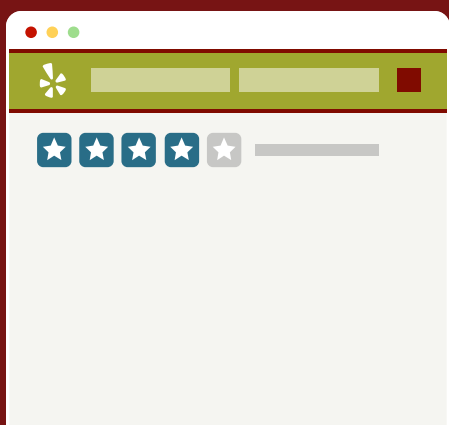
SPEAK SPANISH AT HOME

43M+
LATINX
OWN A
SMARTPHONE
THAT'S 77% OF THE
POPULATION

LATINX USERS
SPEND NEARLY
10.5HRS
PER WEEK USING THE
INTERNET ON THEIR
SMARTPHONES
COMPARED TO THE
OVERALL 8.4HR AVG.



**IN 2017, LATINX ONLINE SPENDING TOTALED \$57
BILLION, REPRESENTING 15% OF ALL ONLINE DOLLARS.**



40%
SHARE CONTENT,
OPINIONS &
WRITE REVIEWS

15%
OF YELP USERS ARE
HISPANIC/LATINX