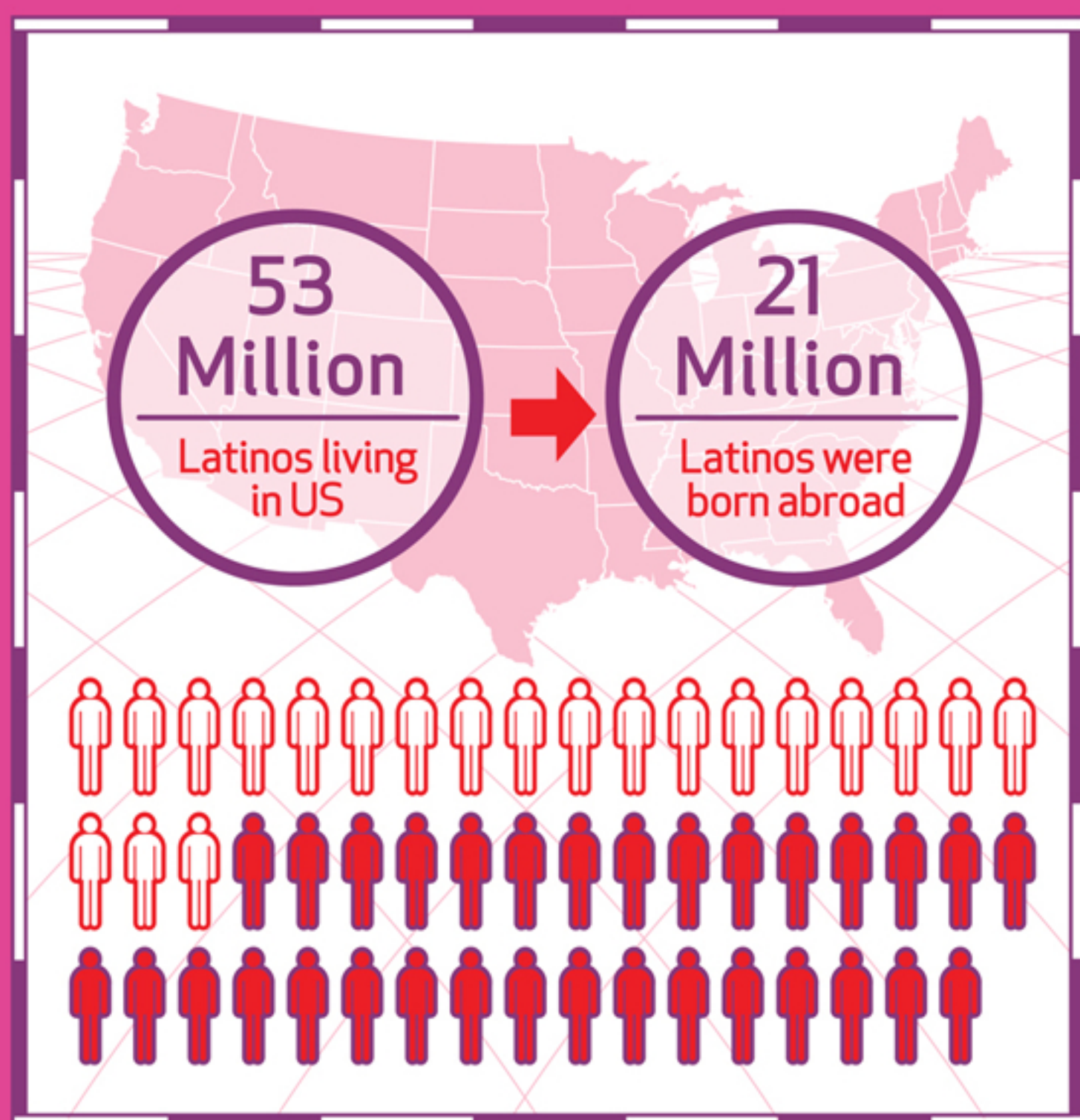
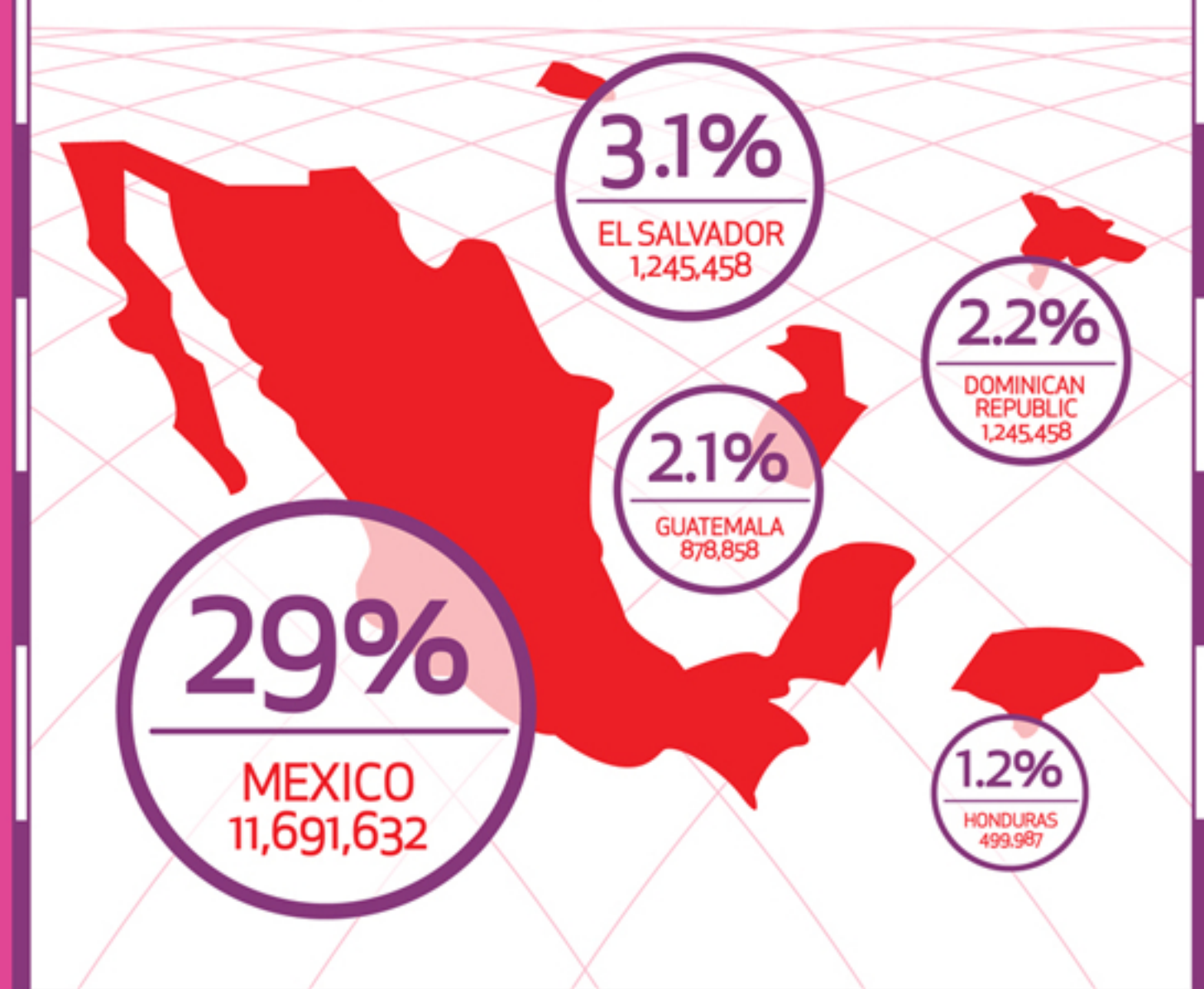


Who Calls Home Once a Week?



The top countries for people of Latino origin living in the U.S.



How many times do Latinos call home?



3 WAYS U.S. LATINOS STAY CONNECTED:



41%

of Latinos **call** their
homeland once
a week.



87%

of Latino cell phone owners
send or receive **text**
messages — a higher
percentage than any
other ethnic
group.



32%

of Latino cell phone
owners participate in
video calls or **chats**
from their
phones.



AT WORK & PLAY: LATINOS ENGAGED WITH MOBILE DEVICES

Stream at least once weekly (movies, TV)

43%
Hispanic

25%
Non-Hispanic

Download at least once a week

37%
Hispanic

17%
Non-Hispanic

Use Mobile Banking

65%
Hispanic

53%
Non-Hispanic

Use GPS services

64%
Hispanic

57%
Non-Hispanic