OUR METHODOLOGY
CulturIntell™ is a proprietary algorithm using A.I. and leading big data tools to turn all available open-source digital discussions into actionable insights that represent the real-time and organic voice of the people. The methodology has been published in collaboration with Harvard researchers and awarded as a global innovation disrupting cultural intelligence (c) research.

WHERE OUR DATA COMES FROM
HISPANIC DISCUSSIONS ABOUT SOCIAL AND POLITICAL ISSUES IN 2017

- Overall Hispanics (n): 143M
- Latinas (n): 4.3M
- Hispanic Millennials (n): 1.8M

* Discussions over a 12 months period by self-identified U.S. Hispanics. FY 2017

WHAT ARE THE SOCIAL AND POLITICAL TOPICS LATINOS DISCUSS MOST?

- Economy & Jobs: 35%
- Education: 10%
- Healthcare: 13%
- Terrorism: 11%
- Government: 10%
- Foreign Relations: 17%
- Immigration: 18%
- Race Relation: 9%
- Job/Income: 5%
- N = 142,647,384

LATINOS ARE MOSTLY CONCERNED ABOUT FACTORS THAT IMPACT THEIR OWN PERSONAL AND FAMILY FINANCES WELL OVER IMMIGRATION AND FOREIGN AFFAIRS WHICH RANK LAST IN VOLUME OF DISCUSSIONS.
### HOW ARE TOPICS DIFFERENT AMONG HISPANIC SEGMENTS?

**TOP ISSUES BY SEGMENT**

<table>
<thead>
<tr>
<th>OVERALL HISPANICS</th>
<th>LATINAS</th>
<th>HISPANIC MILLENNIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Economy</strong></td>
<td>18%</td>
<td><strong>Healthcare</strong></td>
</tr>
<tr>
<td><strong>Jobs/Income</strong></td>
<td>17%</td>
<td><strong>Jobs/Income</strong></td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>12%</td>
<td><strong>Education</strong></td>
</tr>
<tr>
<td><strong>Healthcare</strong></td>
<td>11%</td>
<td><strong>Economy</strong></td>
</tr>
<tr>
<td><strong>Government</strong></td>
<td>10%</td>
<td><strong>Race/Inequality</strong></td>
</tr>
<tr>
<td><strong>National Security</strong></td>
<td>10%</td>
<td><strong>Immigration</strong></td>
</tr>
<tr>
<td><strong>Race/Inequality</strong></td>
<td>8%</td>
<td><strong>Foreign Relations</strong></td>
</tr>
<tr>
<td><strong>Foreign Relations</strong></td>
<td>7%</td>
<td><strong>Government</strong></td>
</tr>
<tr>
<td><strong>Immigration</strong></td>
<td>7%</td>
<td><strong>Foreign Relations</strong></td>
</tr>
</tbody>
</table>

**OVERALL HISPANICS**

- Jobs/Economy: 32
- Healthcare: 16
- Race Relations: 11
- Immigration: 10
- Border Security: 9

**Hispanics**

- Jobs/Economy: 32
- Healthcare: 15
- Border Security: 14
- Immigration: 13
- Education: 10

**All Men**

- Jobs/Economy: 39
- Immigration: 14
- Healthcare: 13
- Border Security: 12
- Race Relations: 8

**All Women**

- Jobs/Economy: 27
- Healthcare: 17
- Diversity/Equality: 10
- Race Relations: 9
- Border Security: 9

**AfAm**

- Jobs/Economy: 31
- Healthcare: 16
- Race Relations: 15
- Diversity/Equality: 11
- Border Security: 9

**Asian**

- Jobs/Economy: 29
- Education: 16
- Healthcare: 15
- Border Security: 8
- Immigration: 8

Based on N= 29.5 million discussions analyzed about top social issues by segment over the past 12 months as of April 2019

---

**LET’S DARE TO TECH-ENABLE OUR IMPACT!**

Leveraging new technologies and the power of A.I. can help us better understand the voice and needs of humanity. The agility of big data, without the limitations of focus groups or surveys, can help us unlock insights to design better interventions, understand people and deliver greater impact for all!

www.culturintel.com info@culturintel.com Lili Gil Valletta, Co-founder and CEO @culturintel

We are proudly a women-owned and minority-owned enterprise.