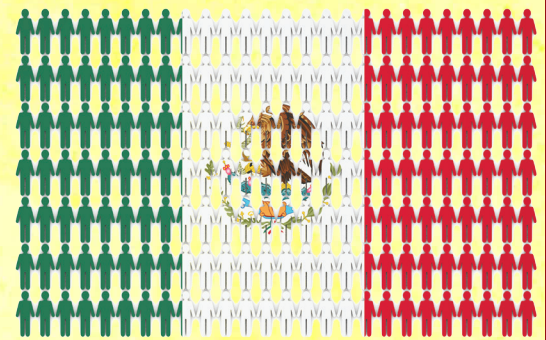


Demographics

Wisconsin Hispanic Population
370,000

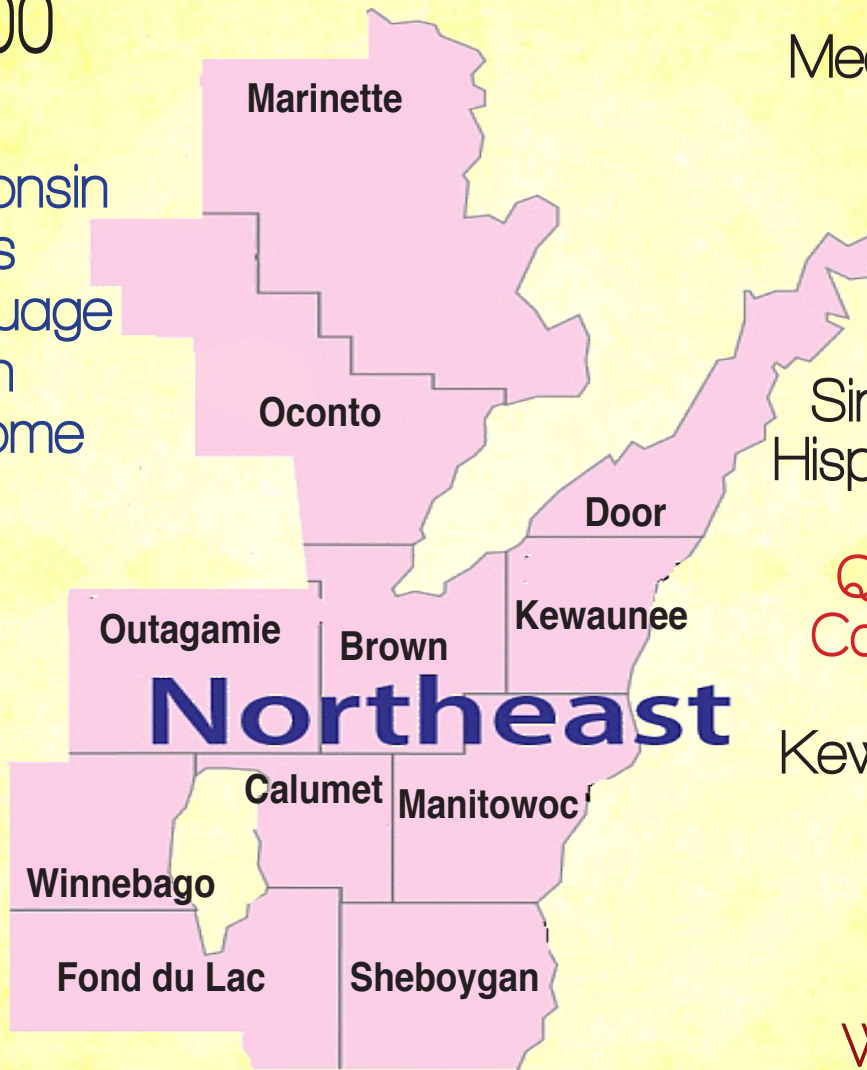


Median Age 24

62% of Wisconsin
Hispanics
speak a language
other than
English at home

The Buying
Power of
Hispanics
is Worth
\$1.7 Trillion

Source:
Statista.com



Since 2000, the
Hispanic population
has

Quadrupled in
Calumet County
Tripled in
Kewaunee County
Doubled in
Brown,
Outagamie,
Manitowoc,
Winnebago &
Waupaca County

Source: Pew Research Center



"A Man Who Stops Advertising
to Save Money is like a Man Who
Stops the Clock to Save Time"

-Henry Ford