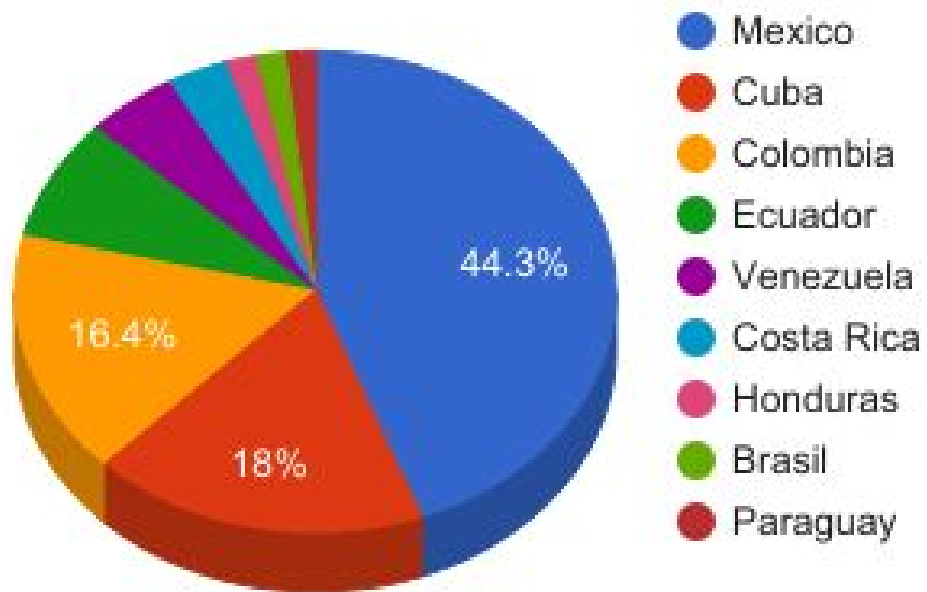


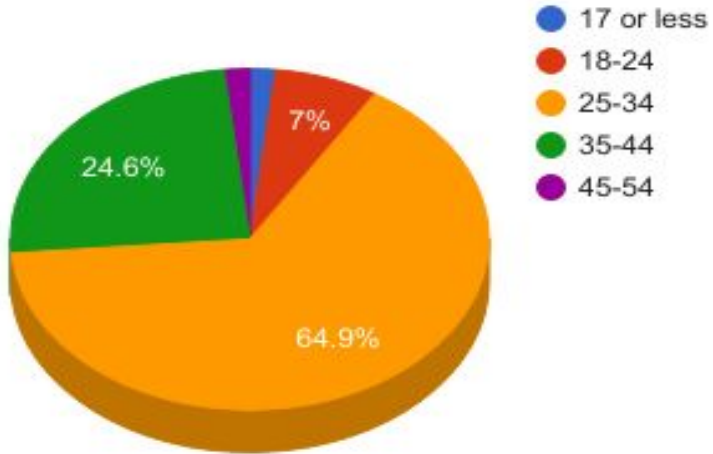
Viento Survey

Summary and Survey Results

Country of Origin

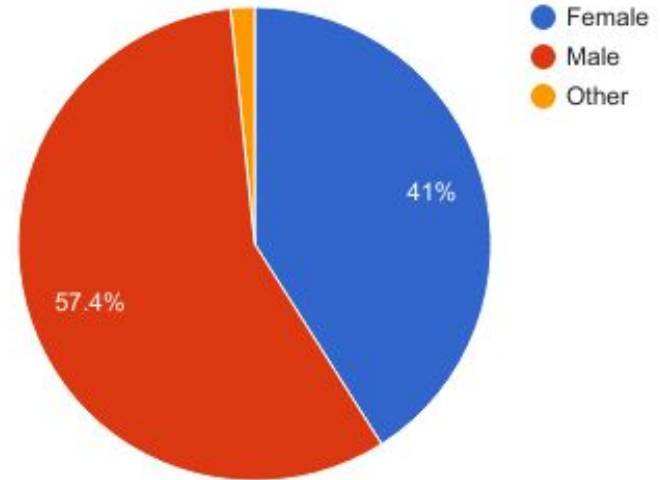


Age Range

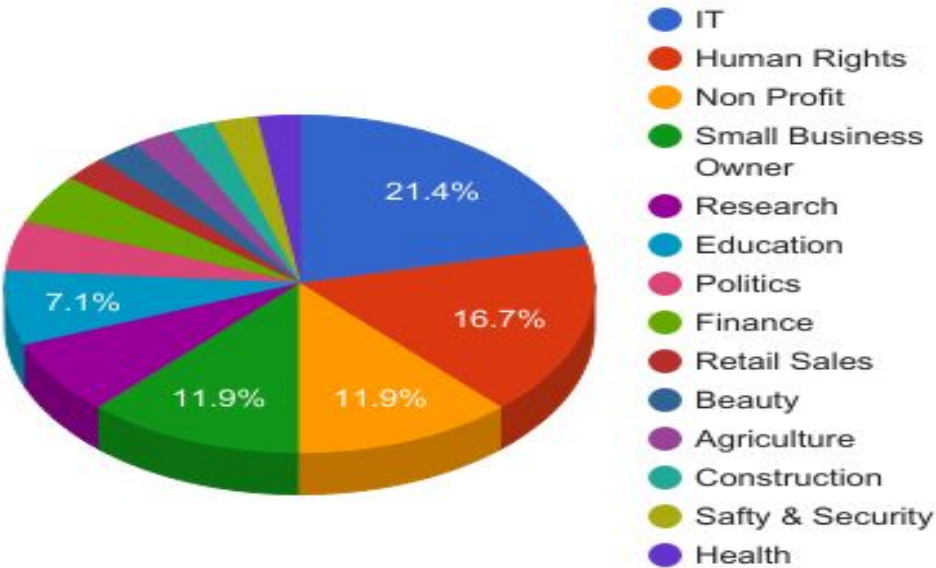


The majority of the respondents were 25-34 and with only about 15% more respondents being male than female.

Gender



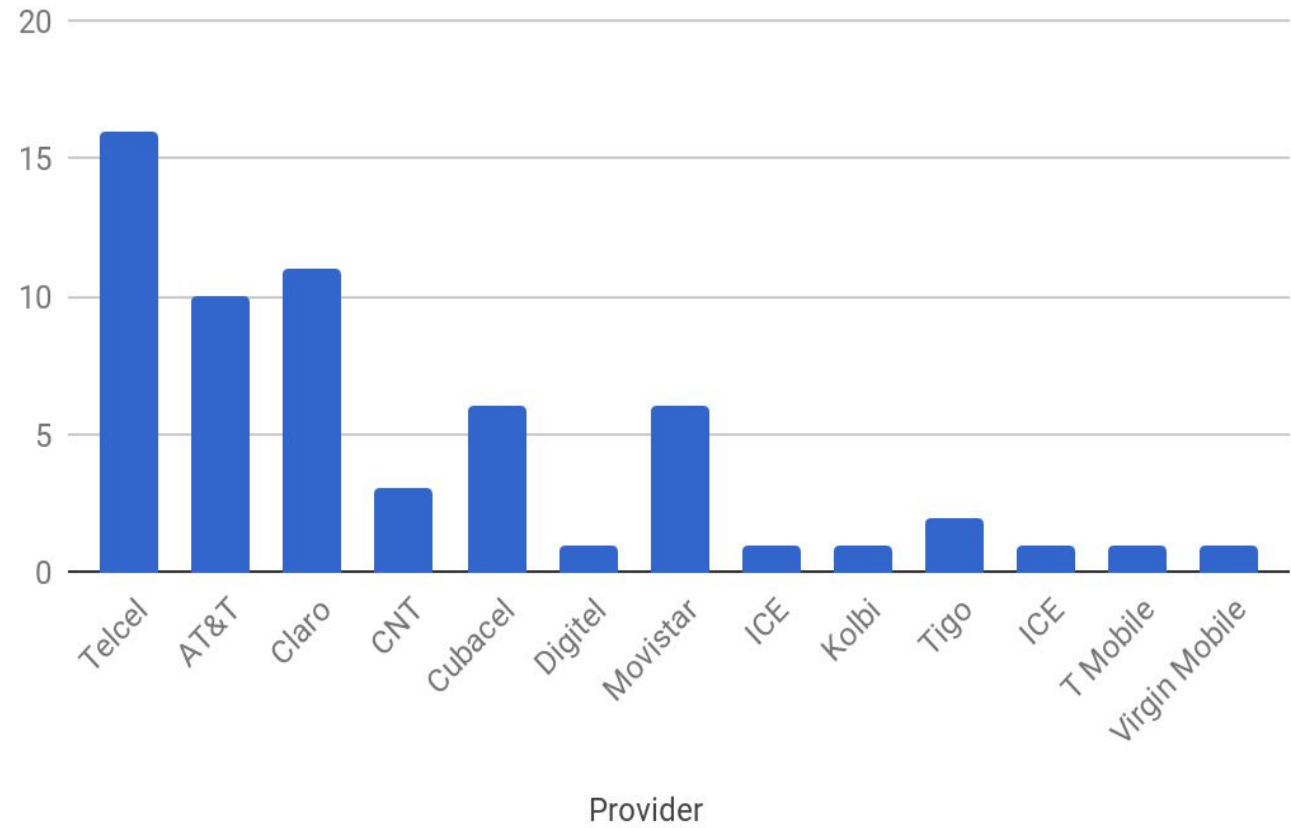
Which industry do you work in or are you most involved with?



Country	Minimum Wage
Colombia	\$8.42 / day
Mexico	\$4.44 / day
Cuba	\$25 / month
Ecuador	\$12.50 / day
Venezuela	\$1.50 /day
Paraguay	\$12.82 /day

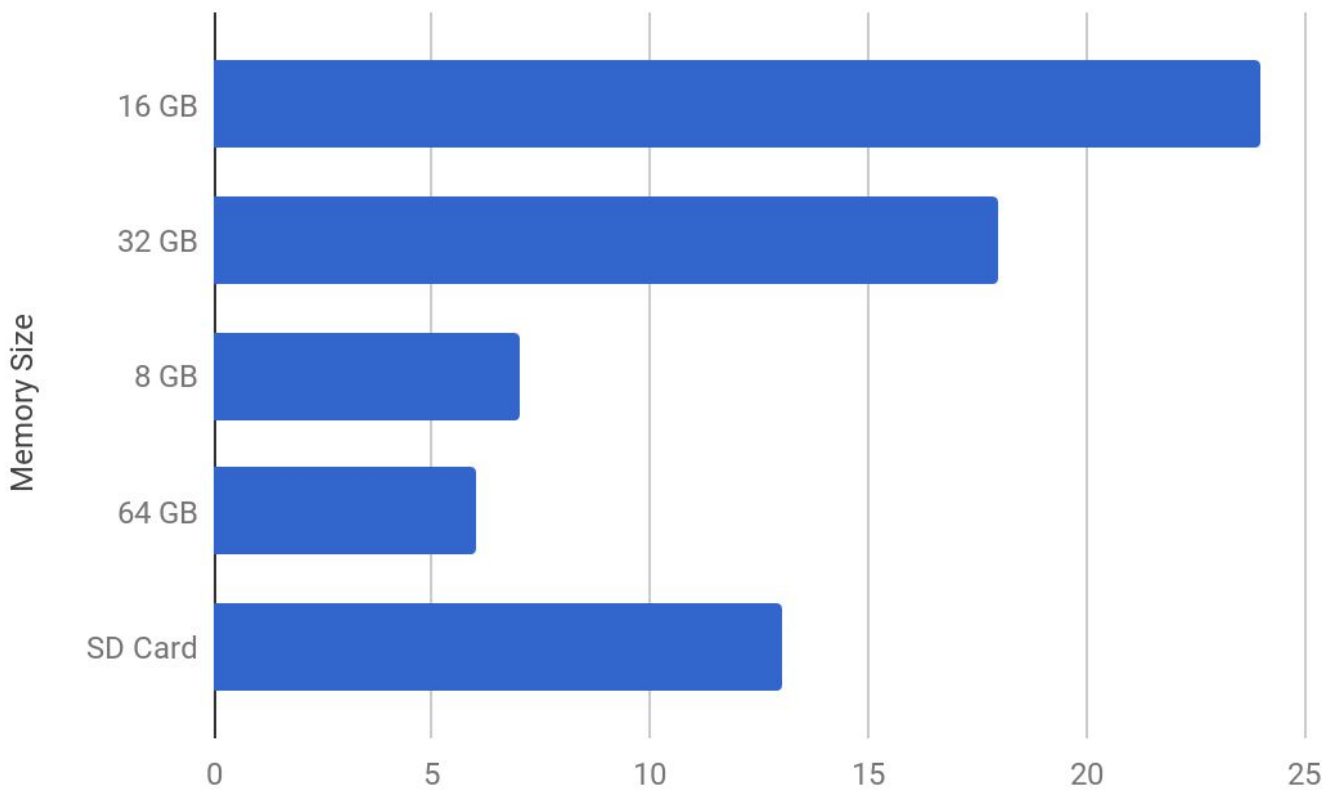
Phone Specs and Internet Use

Who is your mobile phone service provider?



- [Mexico](#)
- [Colombia](#)
- [Cuba](#)
- [Ecuador](#)
- [Venezuela](#)

How much memory does your current phone have?



Mexico

64 GB	10%
32 GB	26.6 %
16 GB	36.6 %
8 GB	16.6%
SD Card	10%

Colombia

16 GB	50 %
8 GB	8.3%
SD Card	41.6%

Cuba

64 GB	11.1%
32 GB	22.2 %
16 GB	33.3 %
SD Card	33.3%

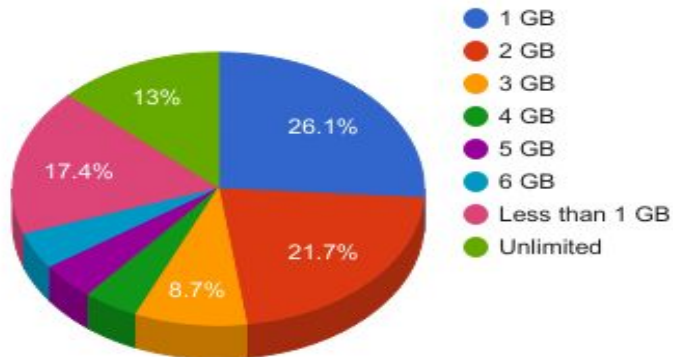
Ecuador

32 GB	40 %
16 GB	20 %
SD Card	40%

Venezuela

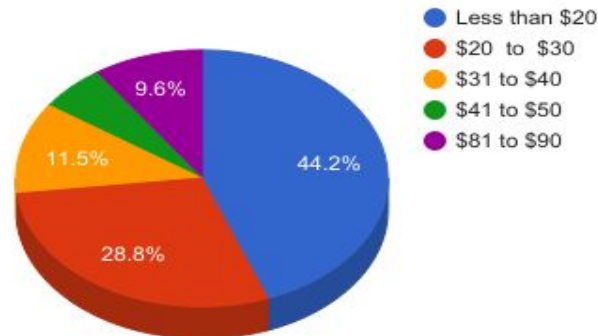
32 GB	66.6 %
16 GB	33.3 %

How much data do you get each month?



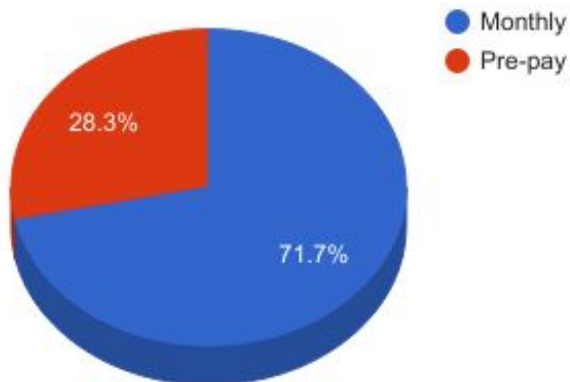
[Mexico](#) [Colombia](#) [Cuba](#) [Ecuador](#) [Venezuela](#)

How much do you pay for your data per month?



[Mexico](#) [Colombia](#) [Cuba](#) [Ecuador](#) [Venezuela](#)

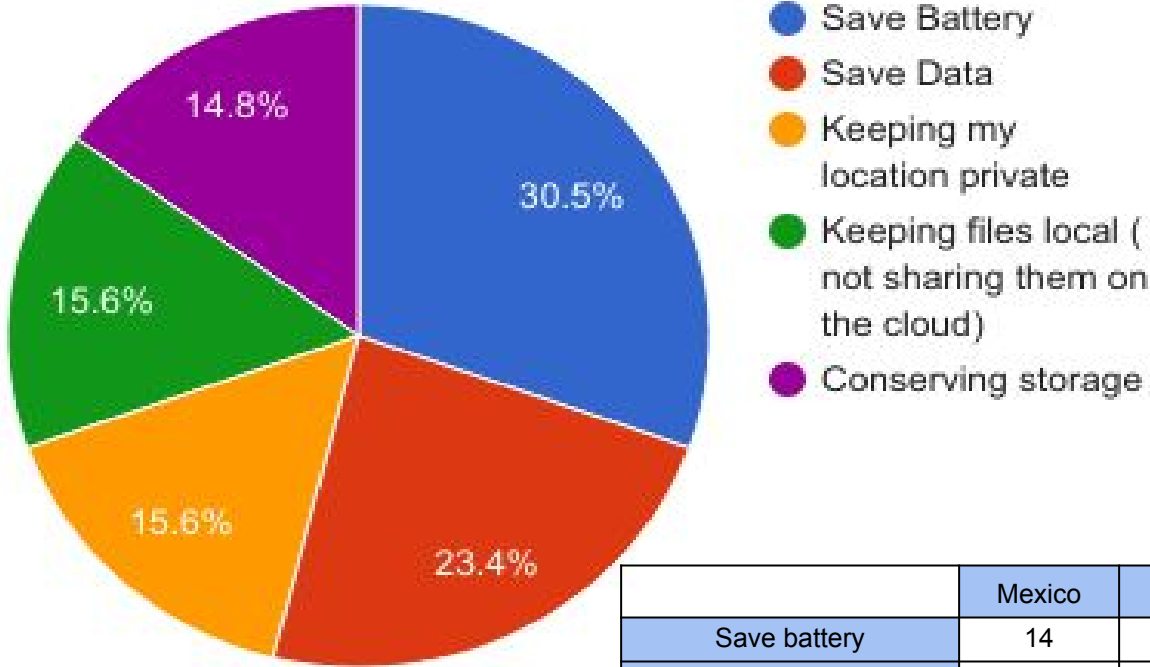
Do you have a pre-pay or monthly plan?



[Mexico](#) [Colombia](#) [Ecuador](#) [Cuba](#) [Venezuela](#)

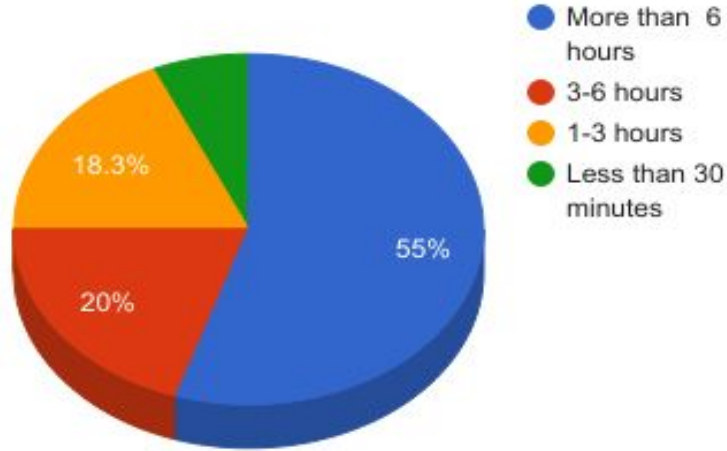
Although most of the people surveyed said that they pay less than \$20 for their monthly data it is important to consider that they are from countries where the national currency is depreciated against the dollar. As an example, in Mexico the daily minimum wage is \$4.44 (\$133.20 month). Therefore on average, Mexicans are spending about 10% of their monthly income on data.

Which concerns do you have with your phone?



	Mexico	Colombia	Ecuador	Cuba	Venezuela
Save battery	14	7	3	3	3
Save data	8	2	0	3	1
Save storage	15	1	1	3	1
Keep my location private	10	7	1	3	0
Keeping files local (not sharing them on the cloud)	3	4	2	2	0

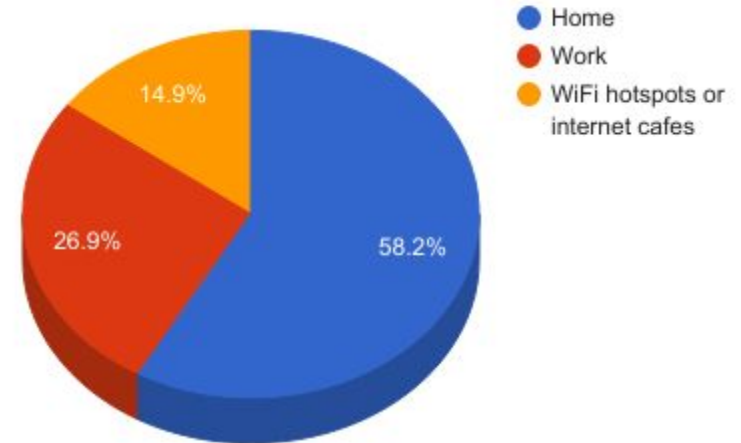
How often do you use the internet or mobile data?



From this data, we see that most of the respondents free time is spent using the internet or their mobile data.

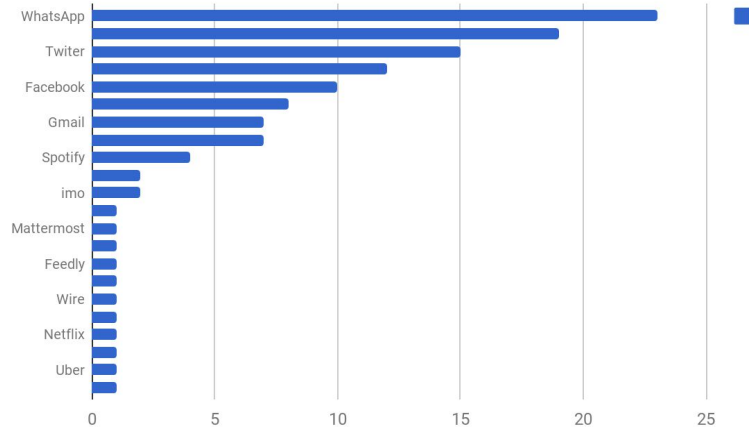
	Mexico	Colombia	Ecuador	Cuba	Venezuela
Home	18	5	2	4	3
Work	7	6	3	3	3
Wi-Fi Hotspots	3			6	3

Where do you connect to the internet?

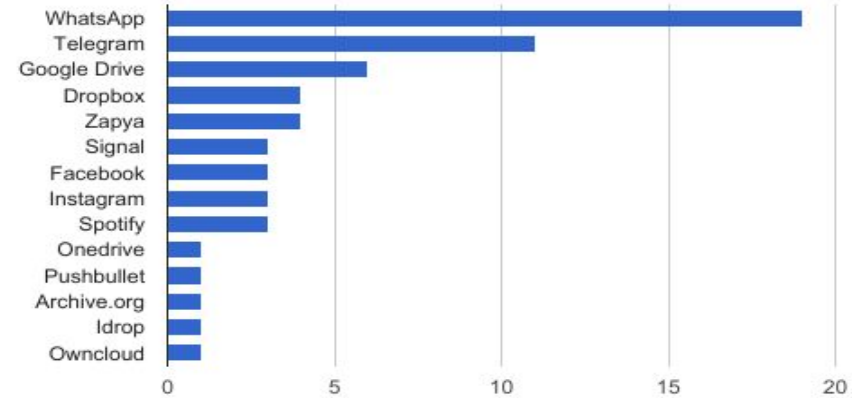


Phone Usage

Which apps do you use most often?



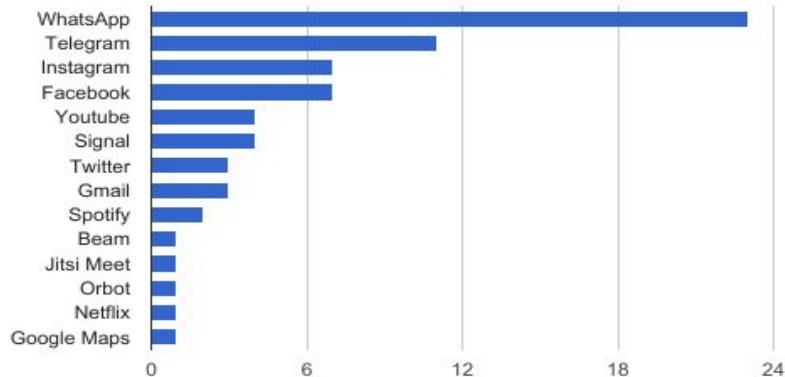
Which apps do you use to share music, documents, pictures and/or videos?



[Data by Country](#)

[Mexico](#) [Colombia](#) [Cuba](#) [Ecuador](#) [Venezuela](#)

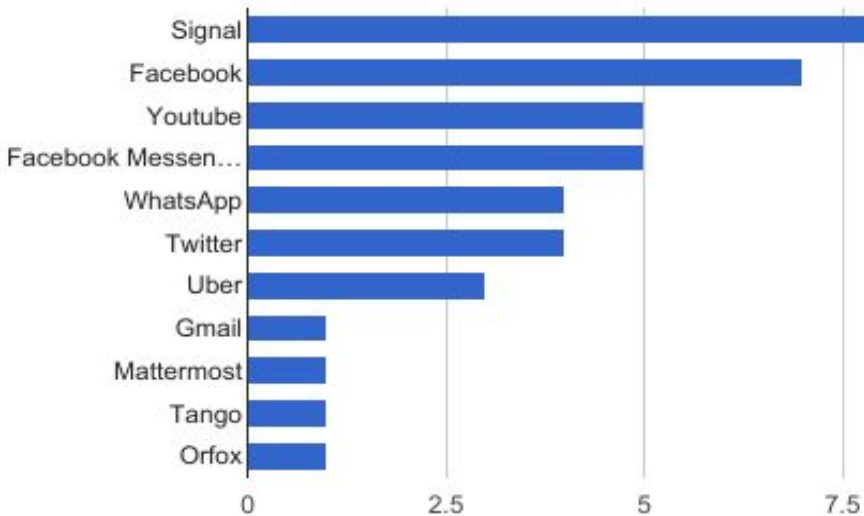
What apps do you like to use because they work smoothly?



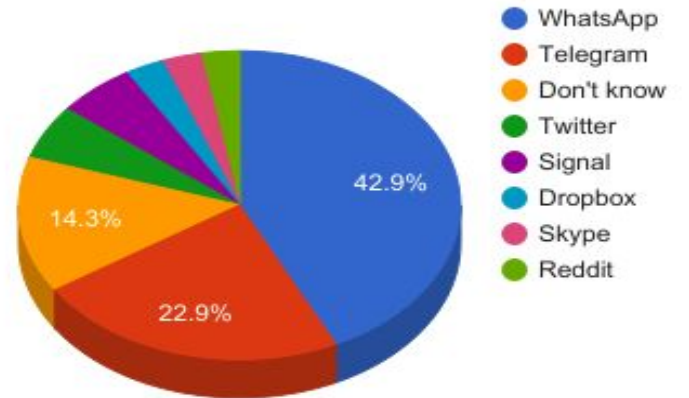
[Data by Country](#)

From the survey we can see that WhatsApp is popular in Latin America. It works smoothly and allows users to share music, documents, pictures and videos. It is also likely that WhatsApp is preloaded on phones.

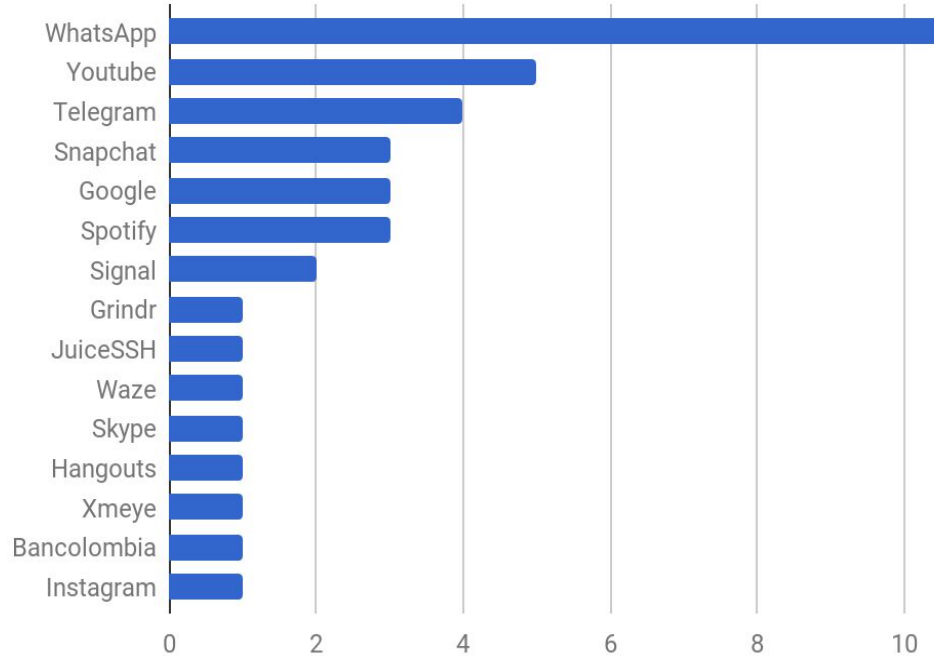
What apps give you trouble? ie They crash frequently or operates slowly.



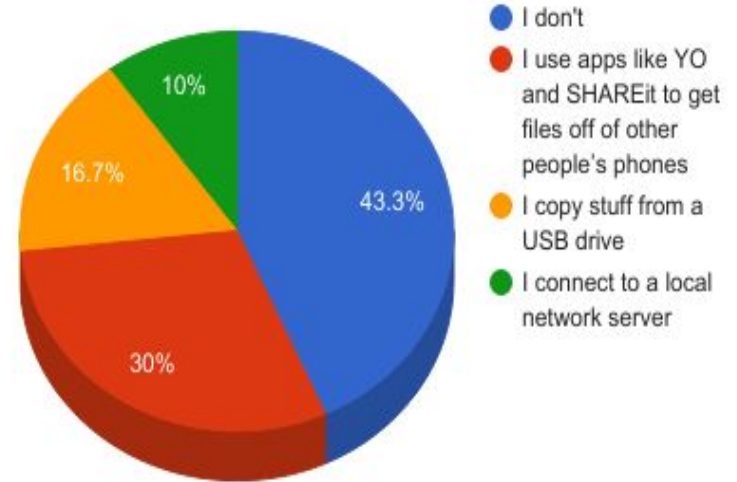
Which apps do you like because they don't drain your battery or eat your data?



Which apps do you use because they work well over wifi?

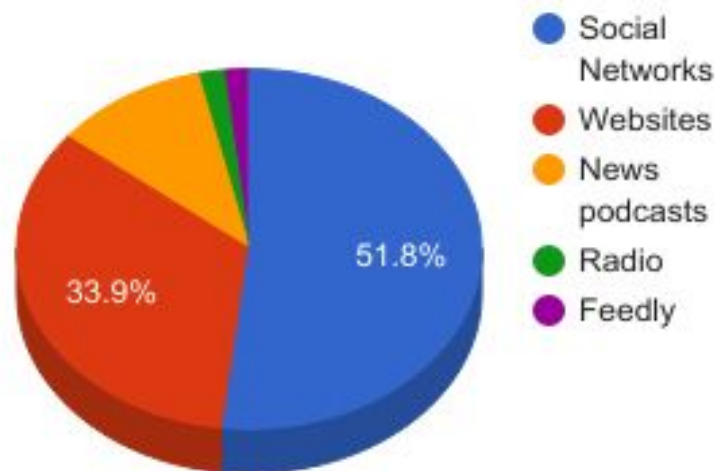


How do you get music, videos and/or online articles when you don't have internet?

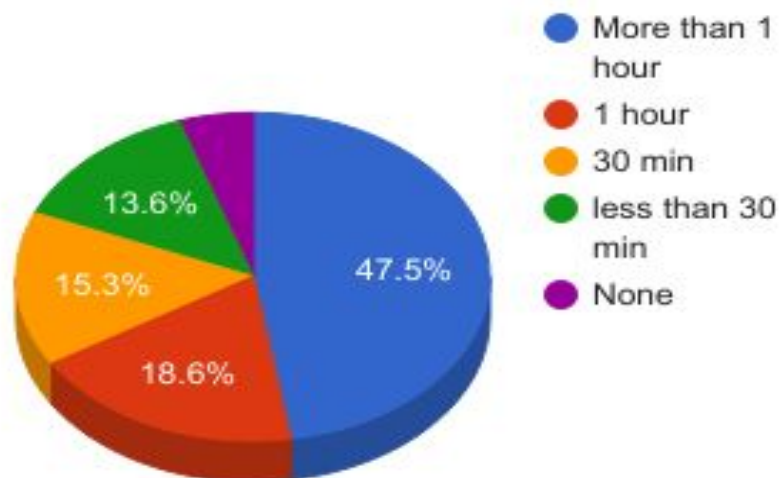


News

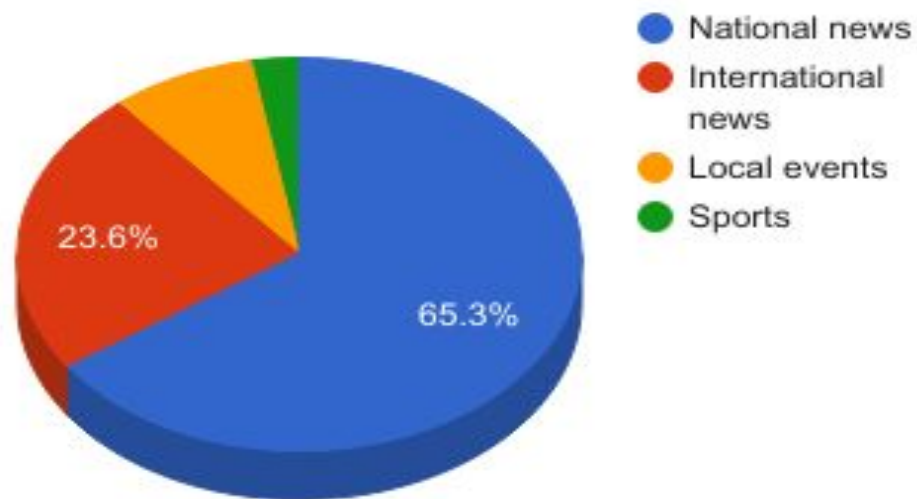
Who is your primary source of news?



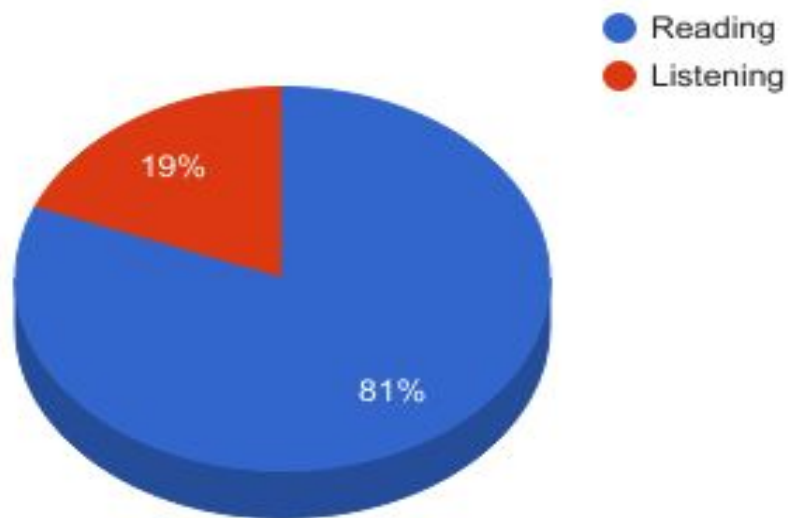
How much time each day, do you spend listening or reading the news?



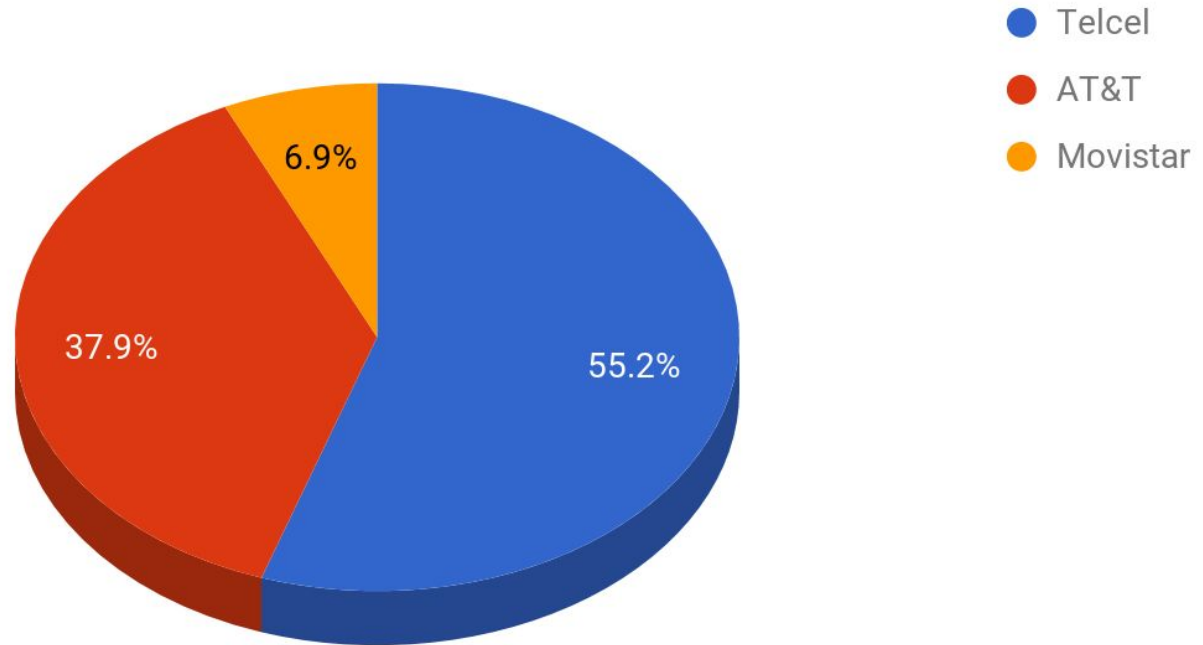
What type of news is the most important to you?



Do you prefer listening or reading the news?

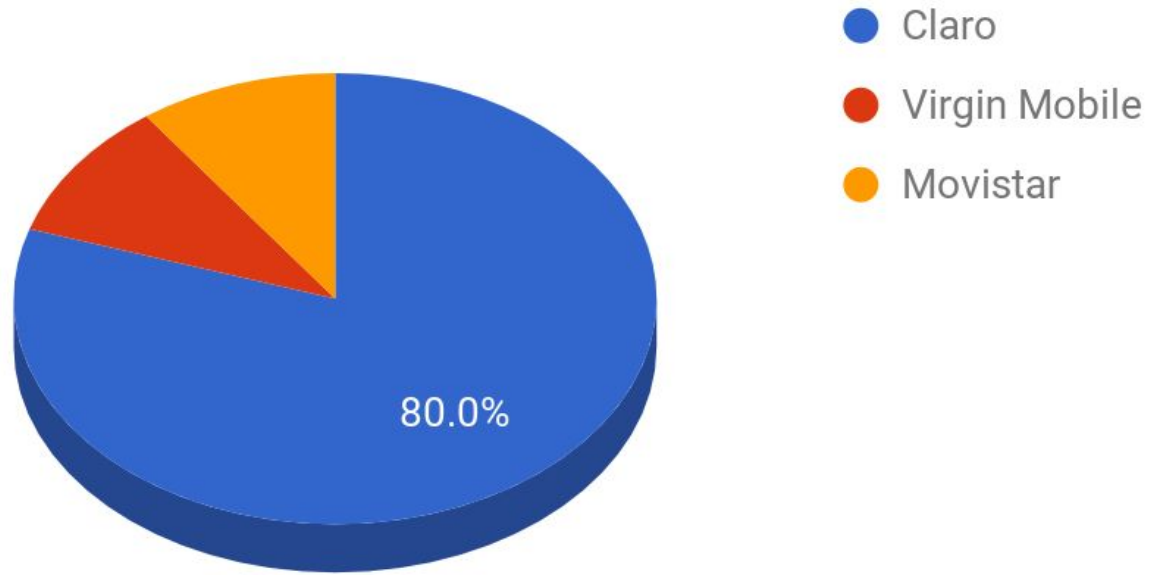


Providers Mexico



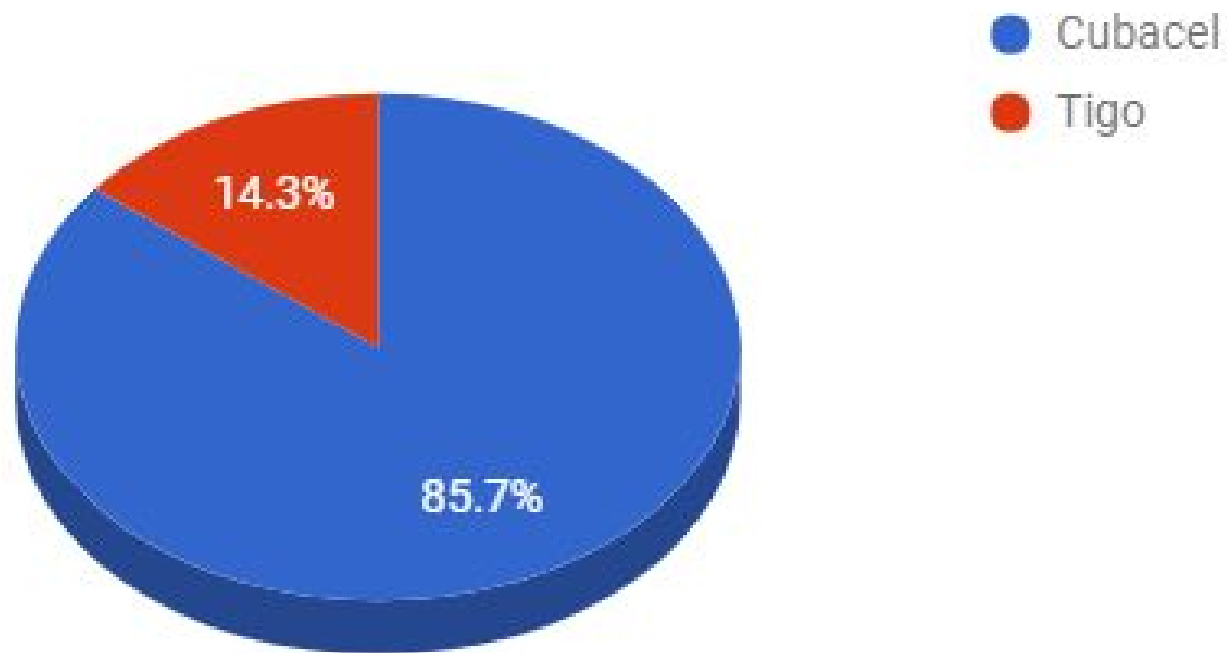
[Back](#)

Providers Colombia

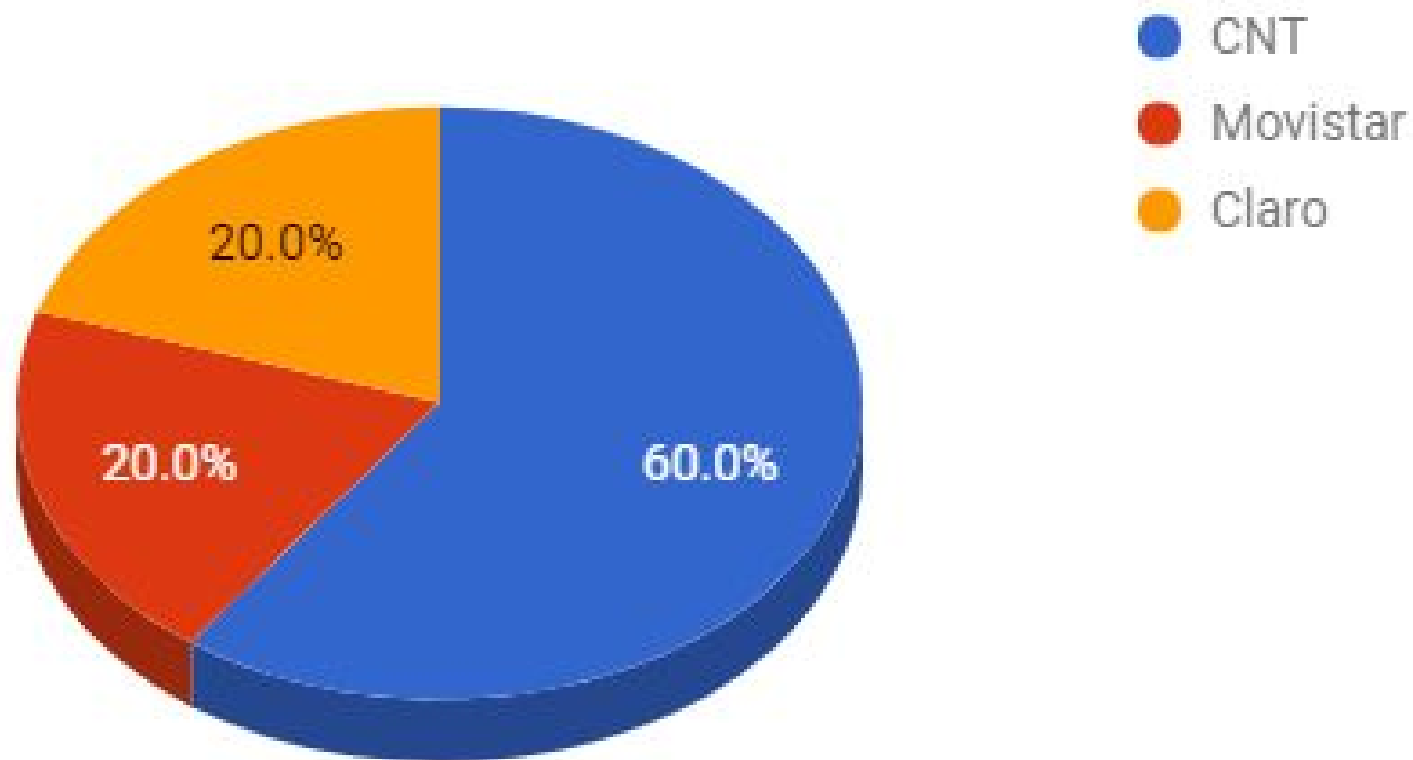


[Back](#)

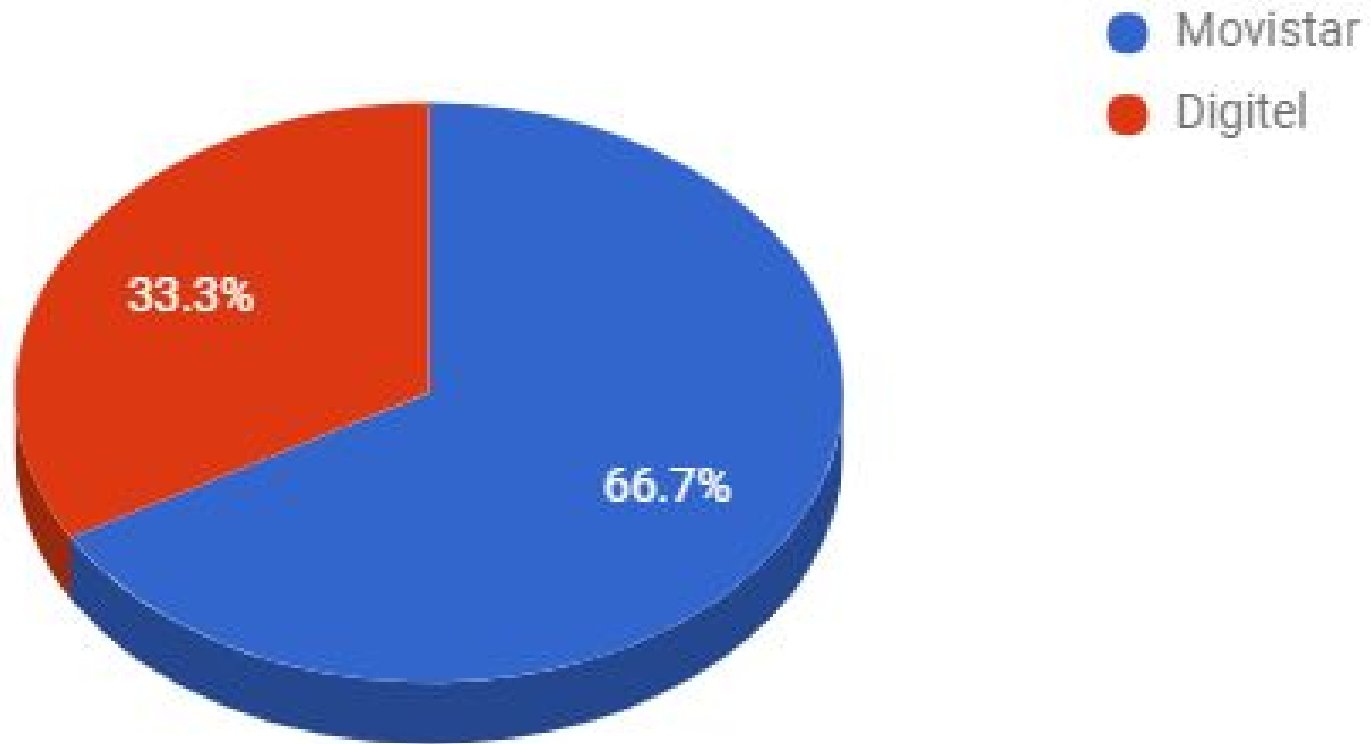
Providers Cuba



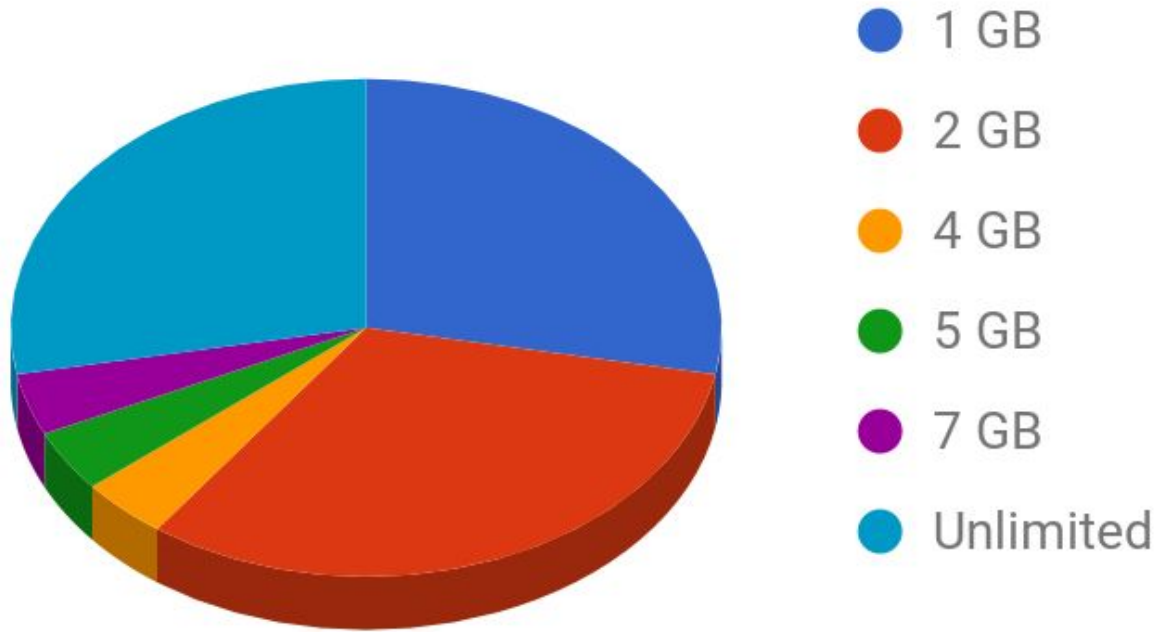
Providers Ecuador



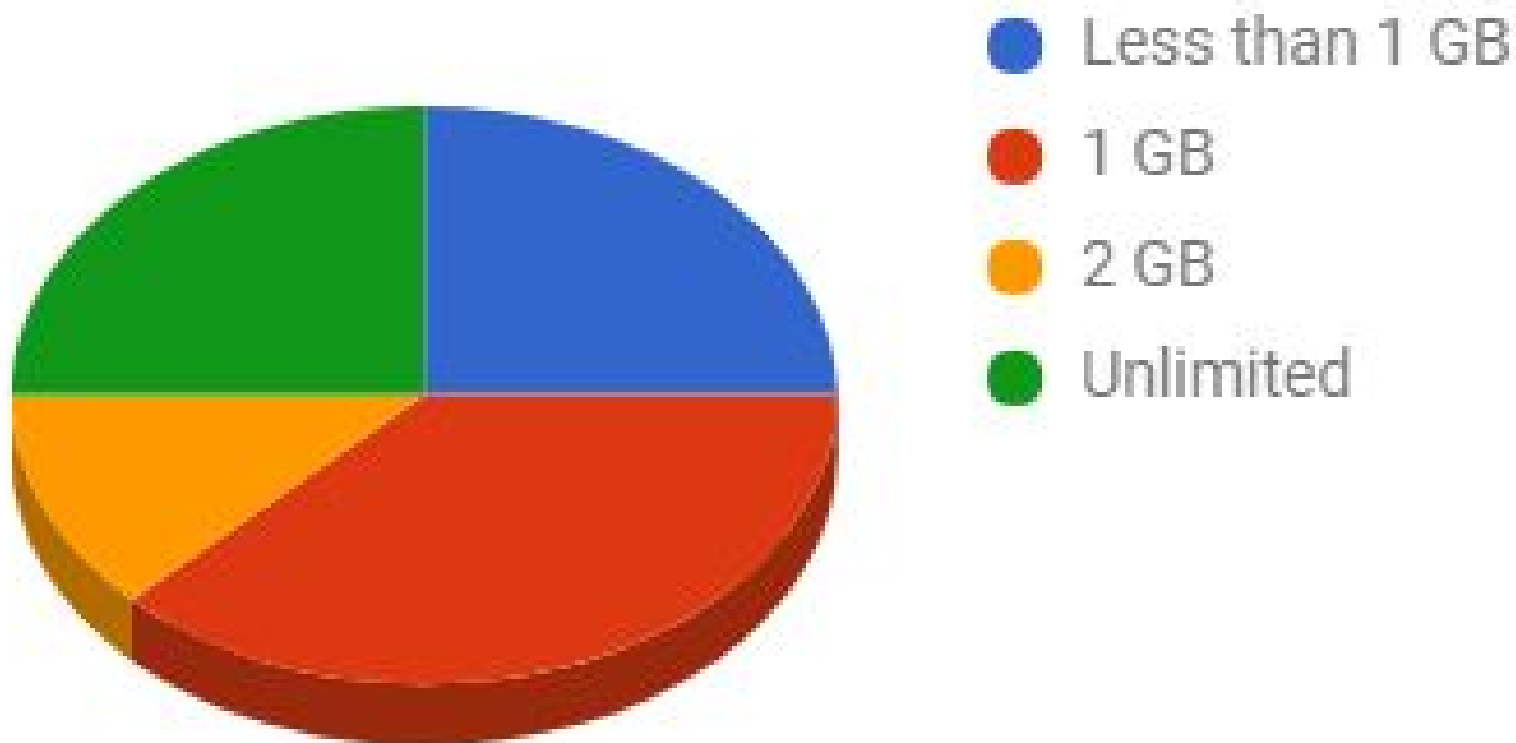
Providers Venezuela



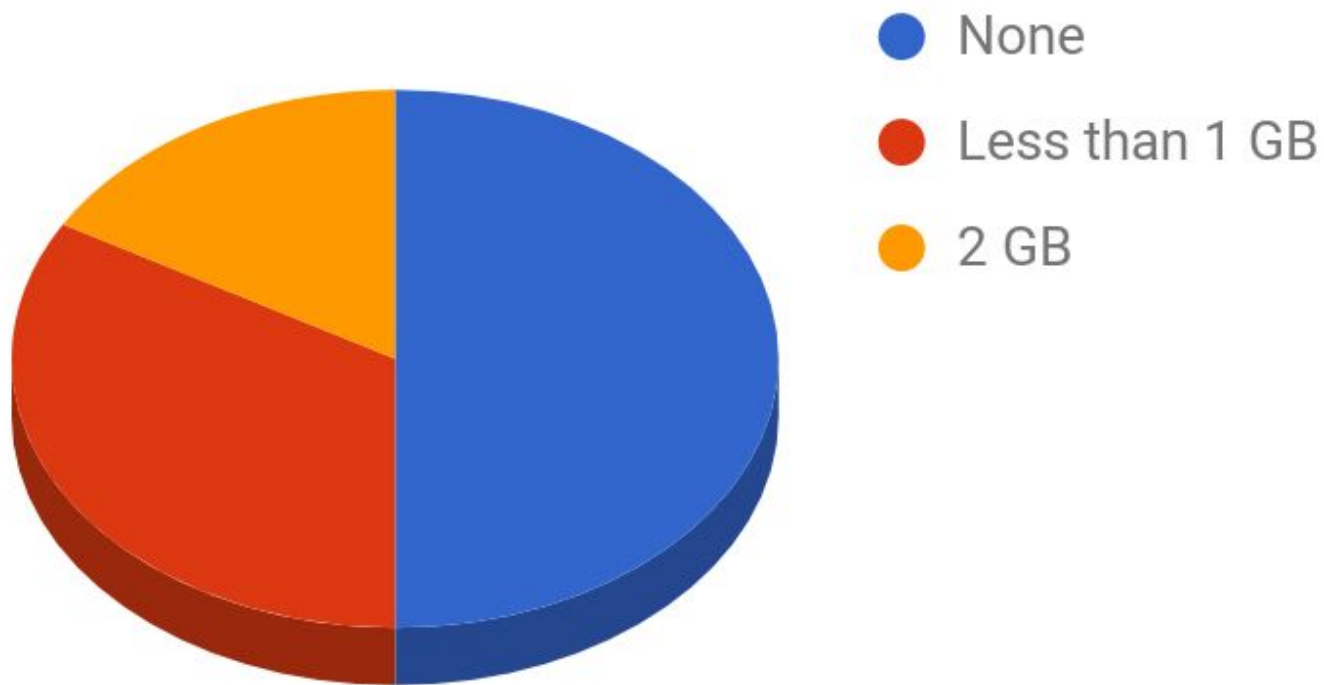
Monthly Data Mexico



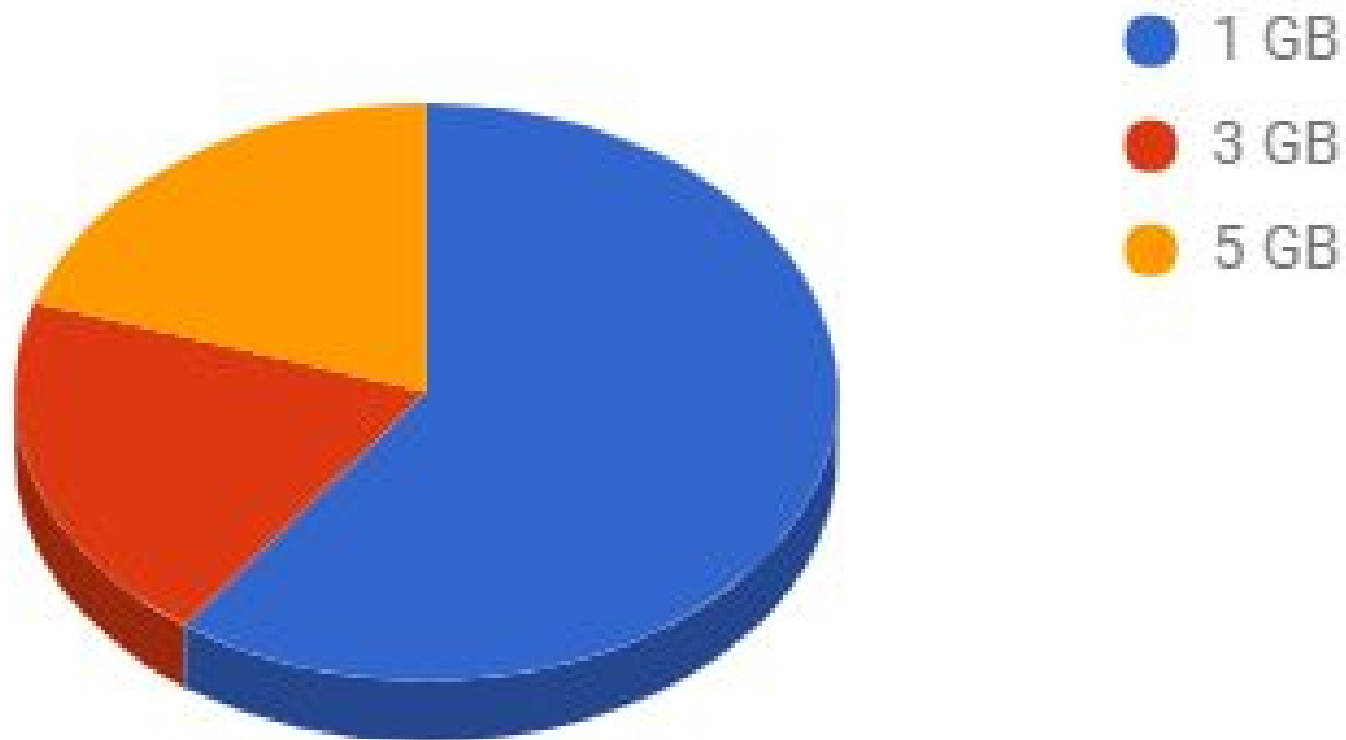
Monthly Data Colombia



Monthly Data Cuba

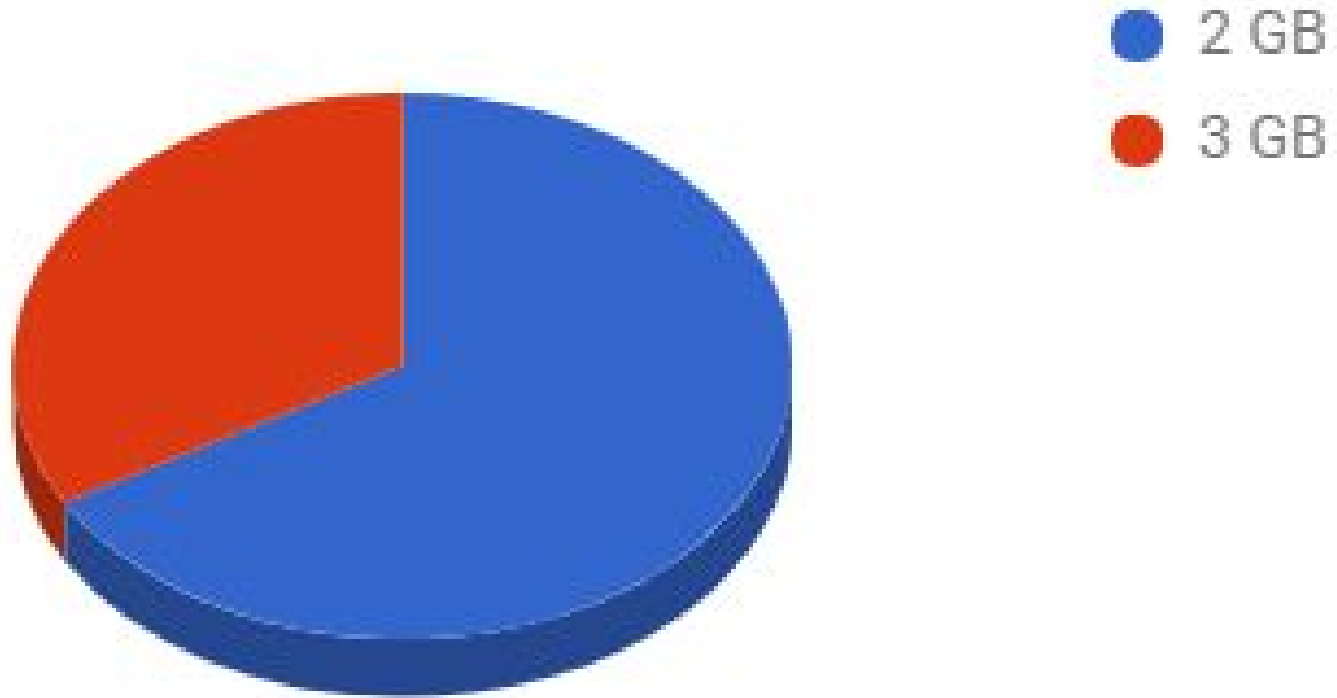


Monthly Data Ecuador

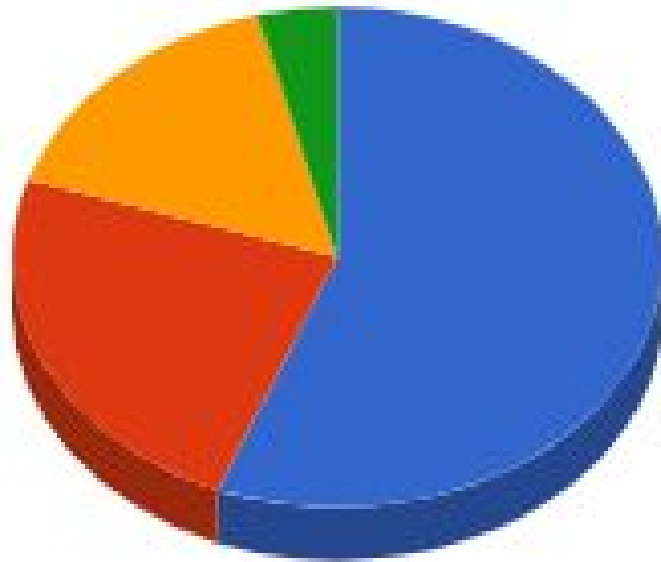


[Back](#)

Monthly Data Venezuela



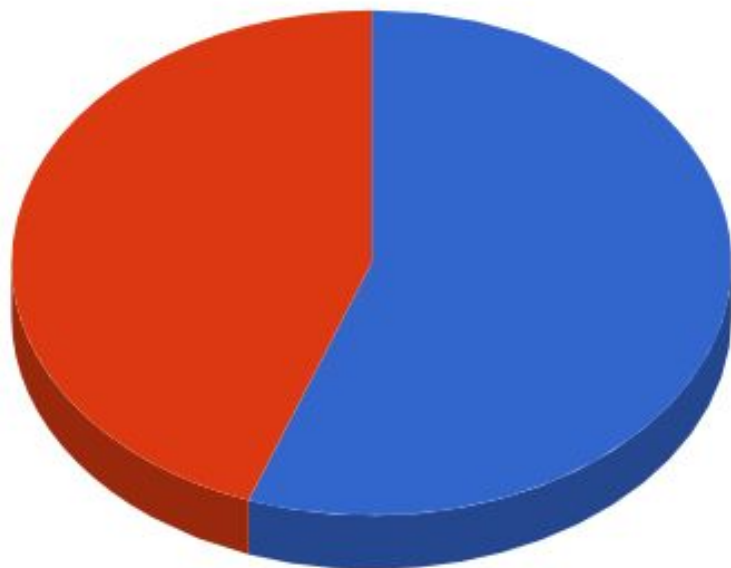
Monthly Cost of Data Mexico



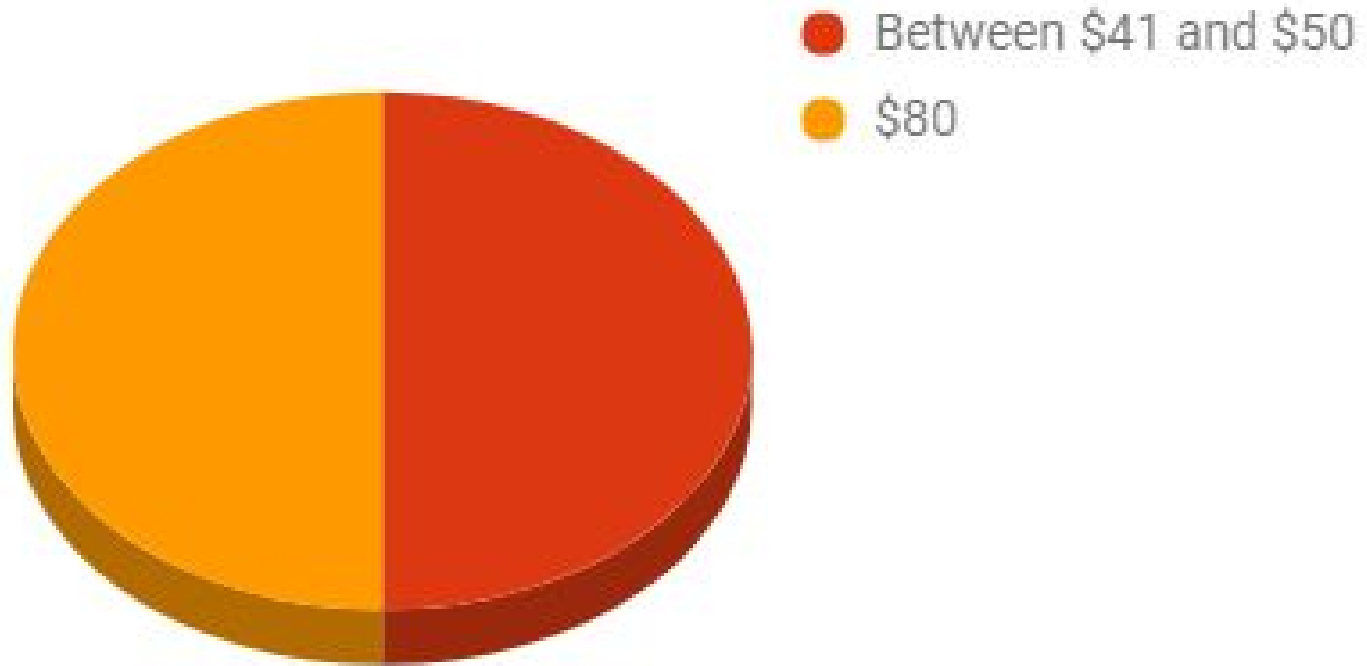
- Less than \$20
- Between \$20 and \$30
- Between \$31 and \$40
- Between \$41 and \$50

Monthly Cost of Data Colombia

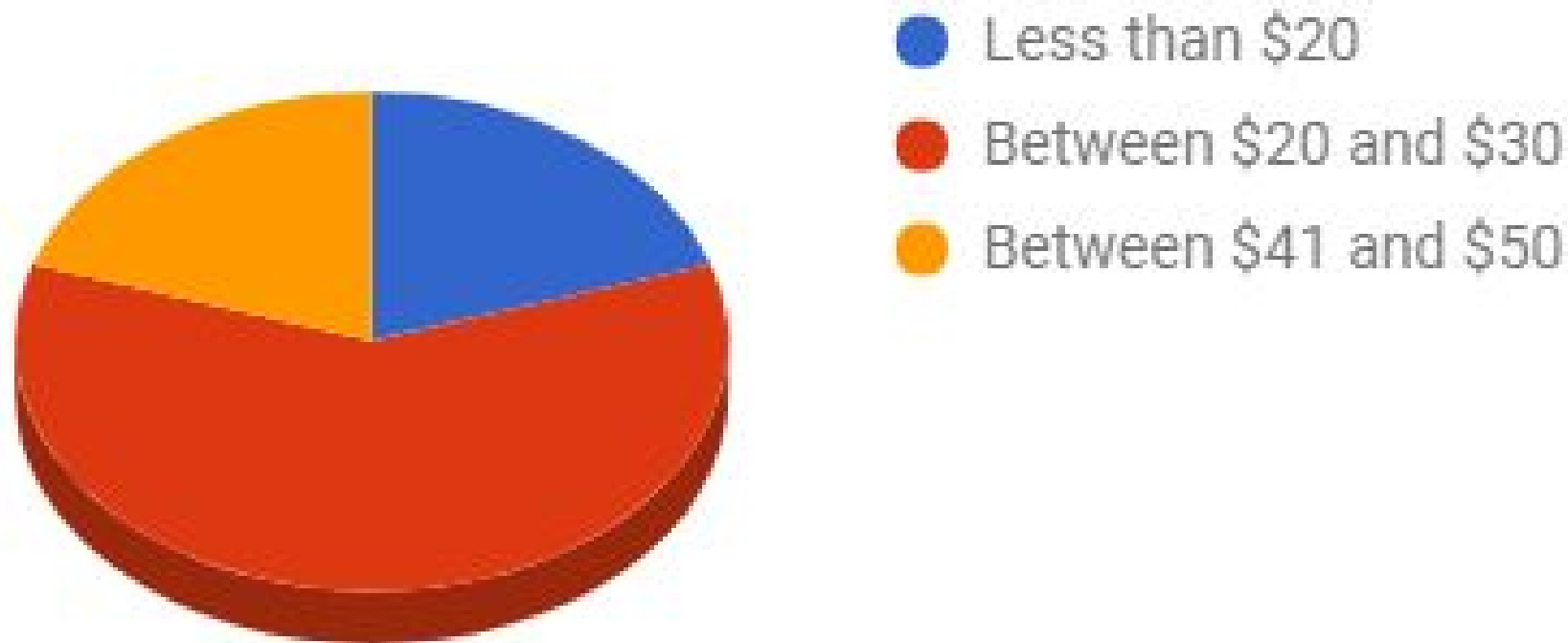
- Less than \$20
- Between \$20 and \$30



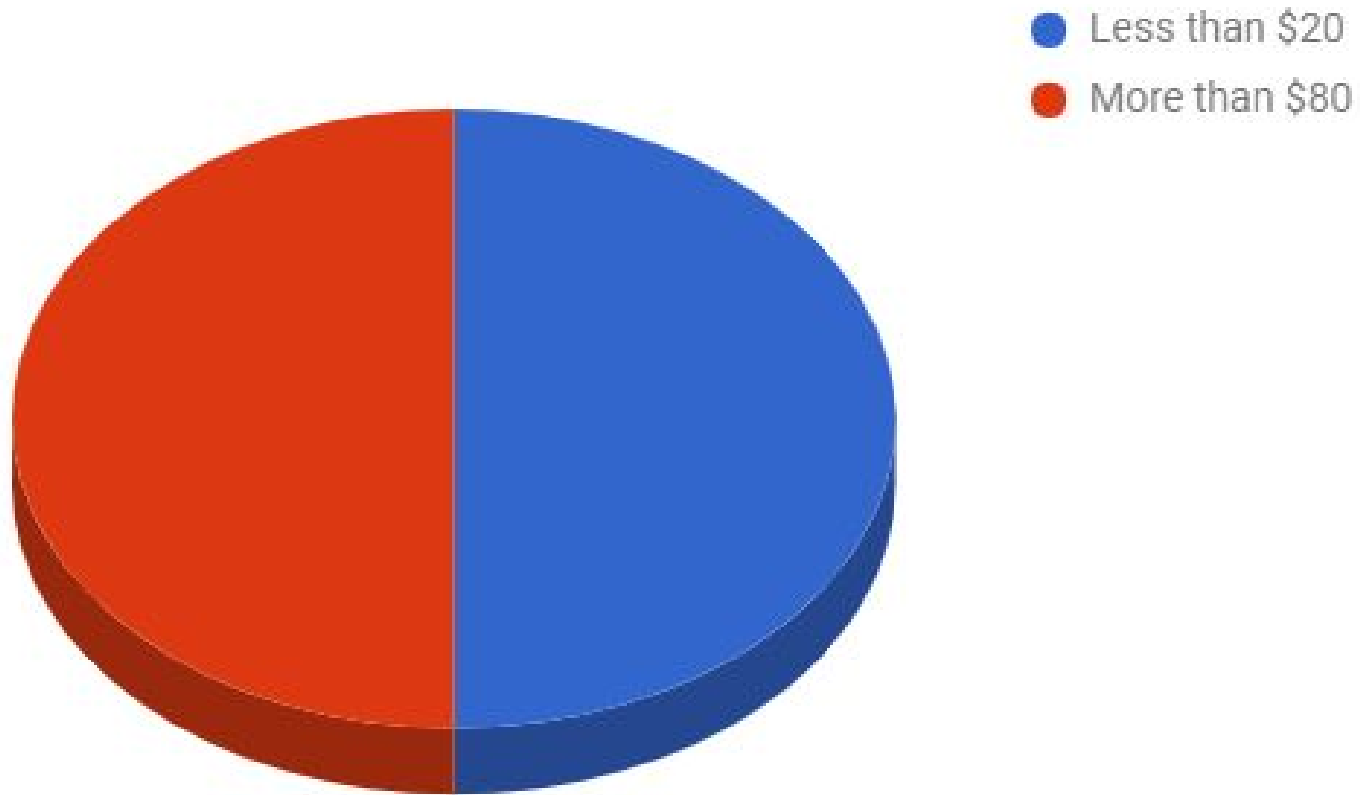
Monthly Cost of Data Cuba



Monthly Cost of Data Ecuador

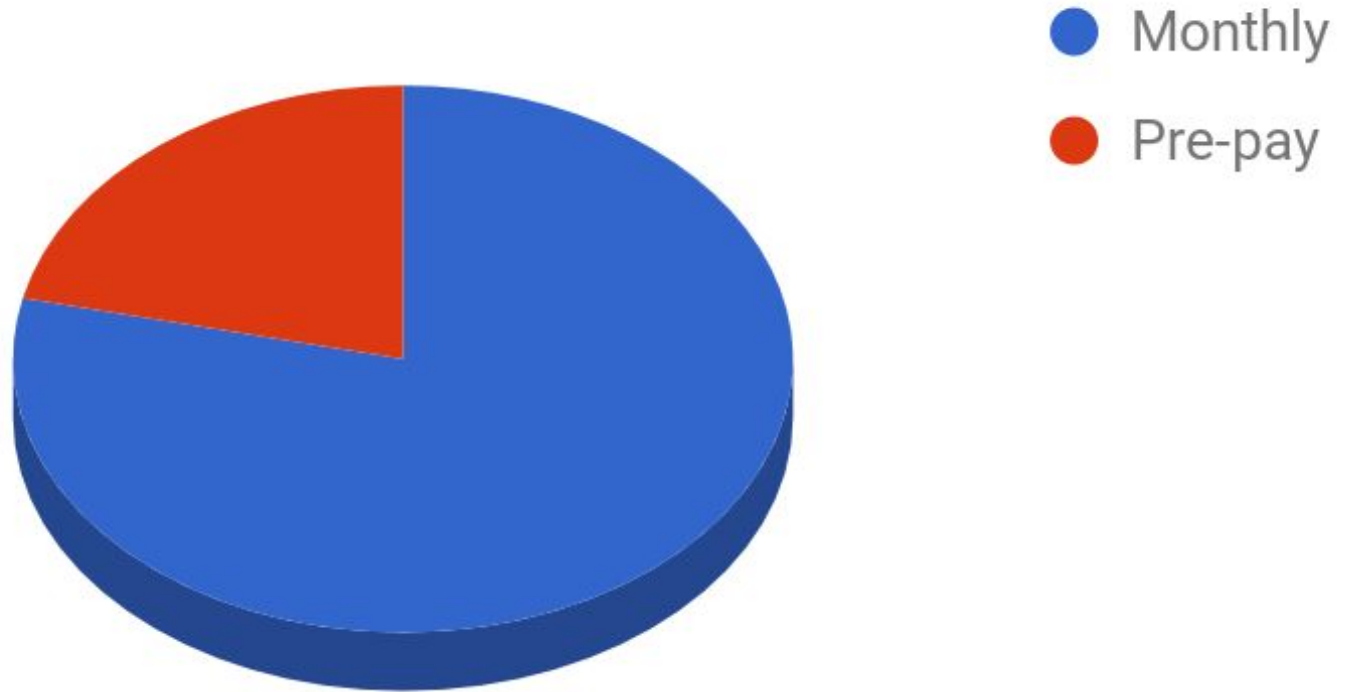


Monthly Cost of Data Venezuela



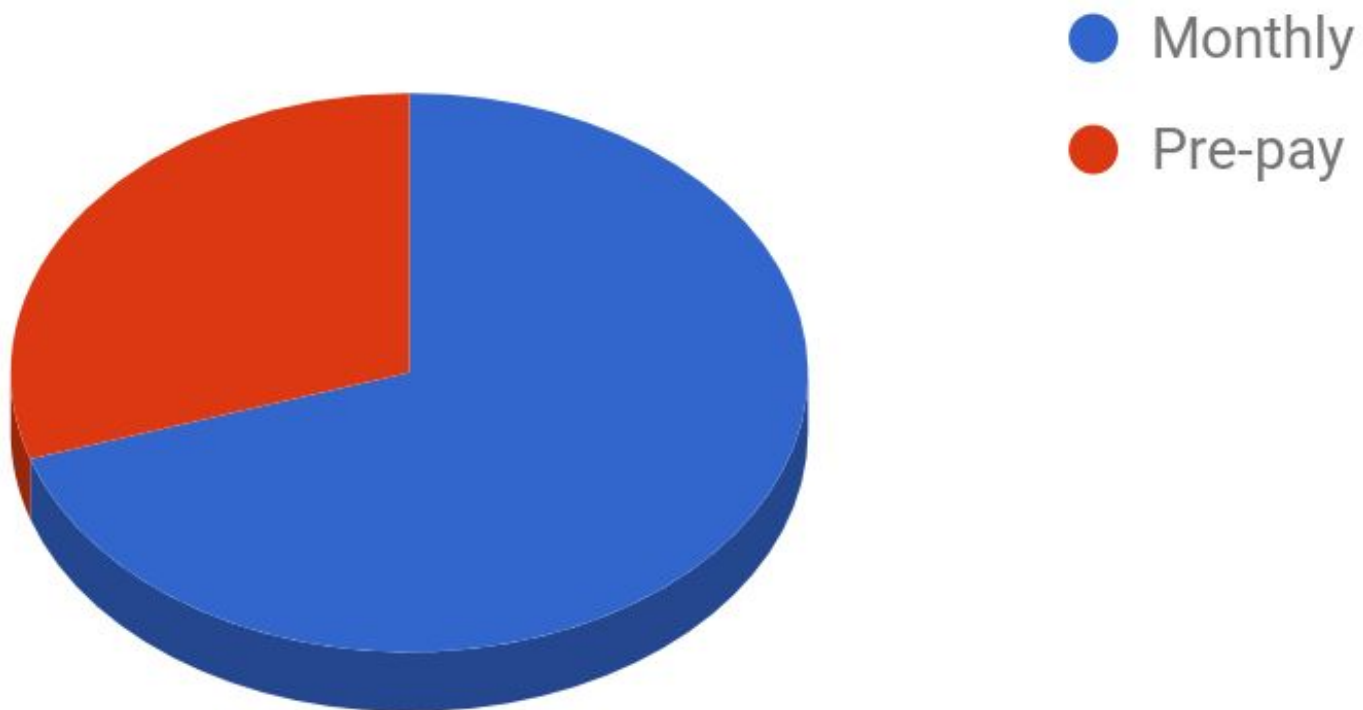
[Back](#)

Cellphone Plans Mexico

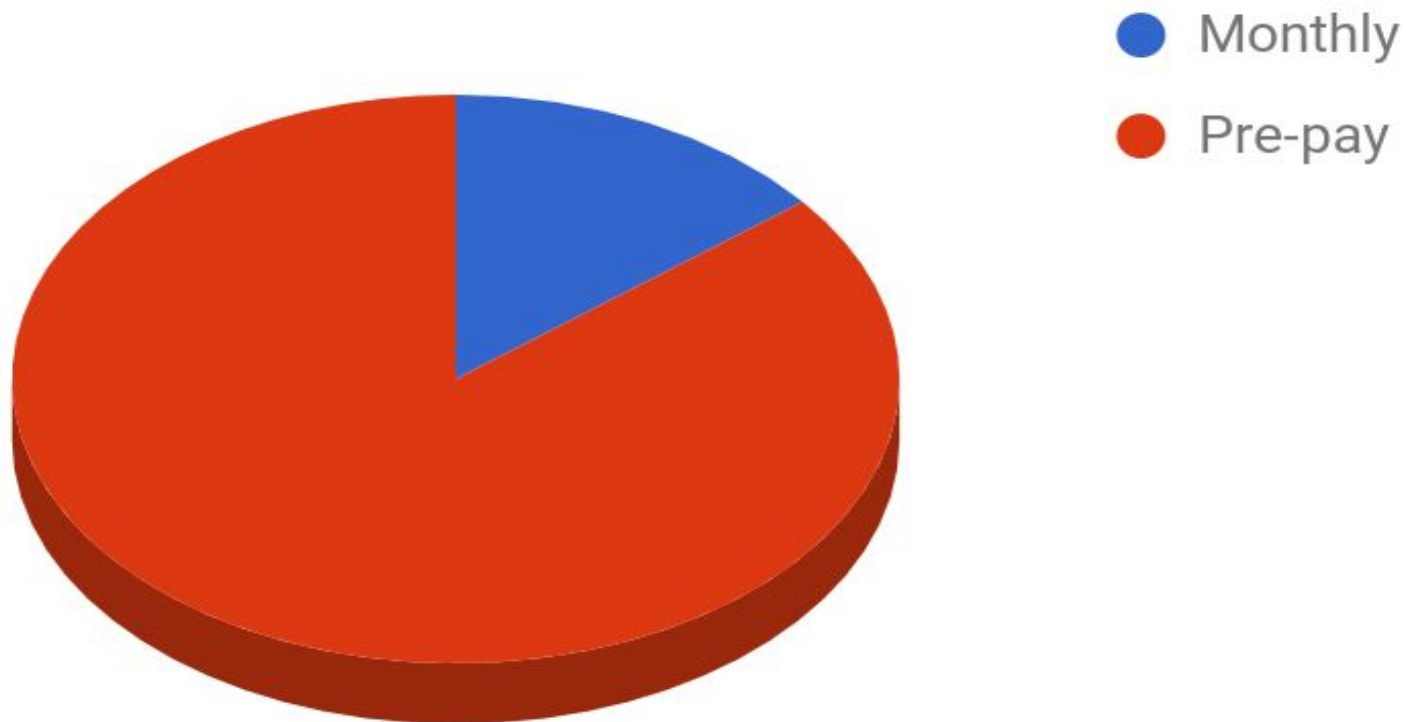


[Back](#)

Cellphone Plans Colombia



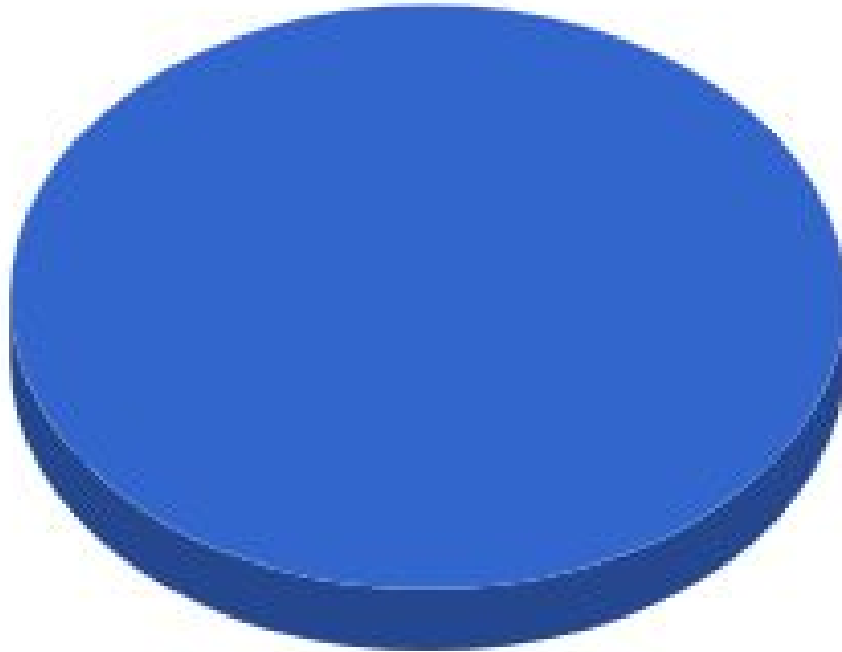
Cellphone Plans Cuba



[Back](#)

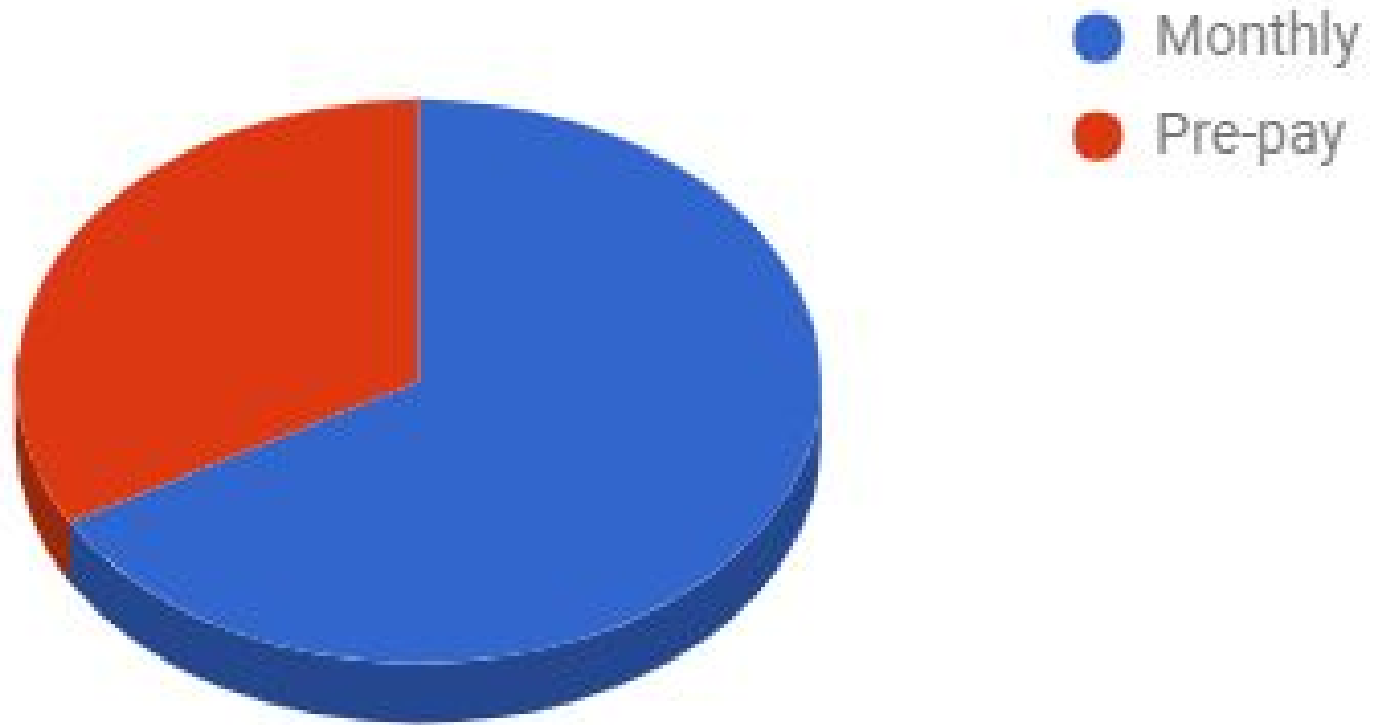
Cellphone Plans Ecuador

● Monthly

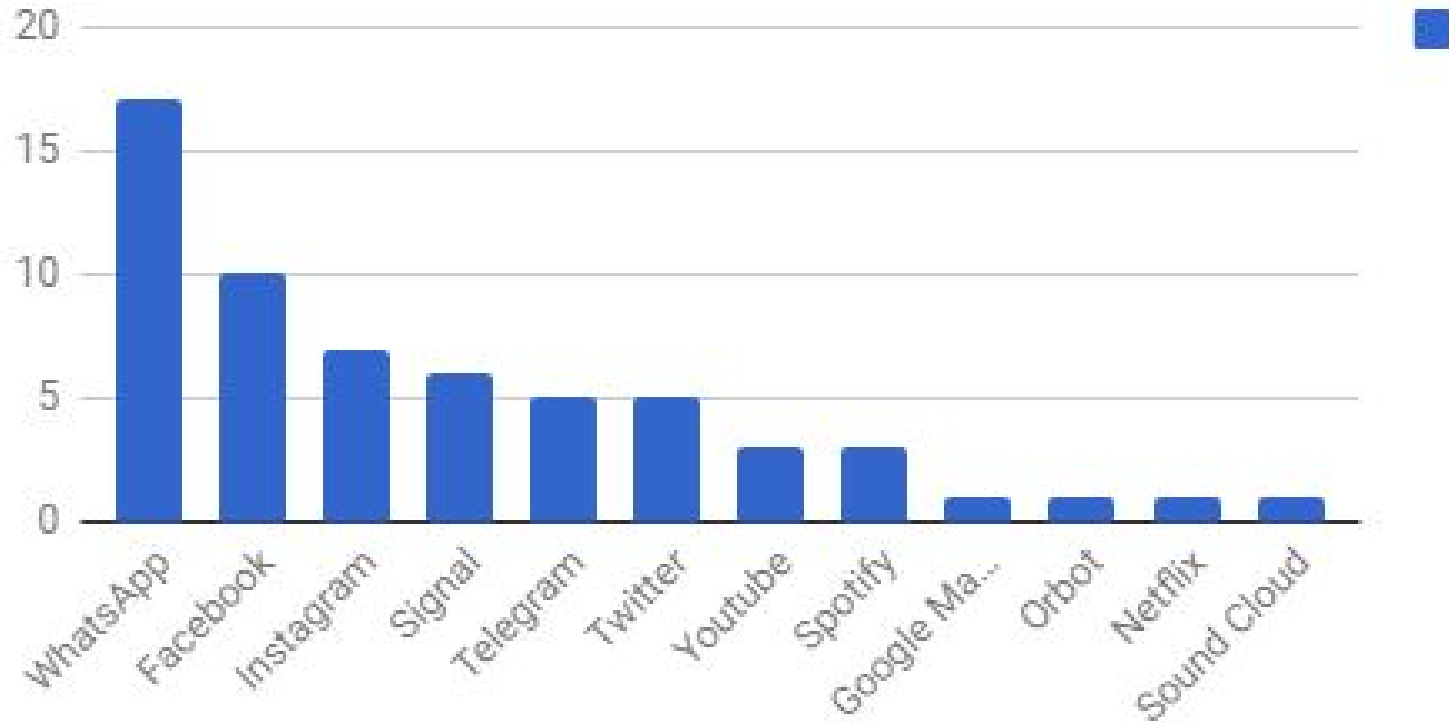


[Back](#)

Cellphone Plans Venezuela

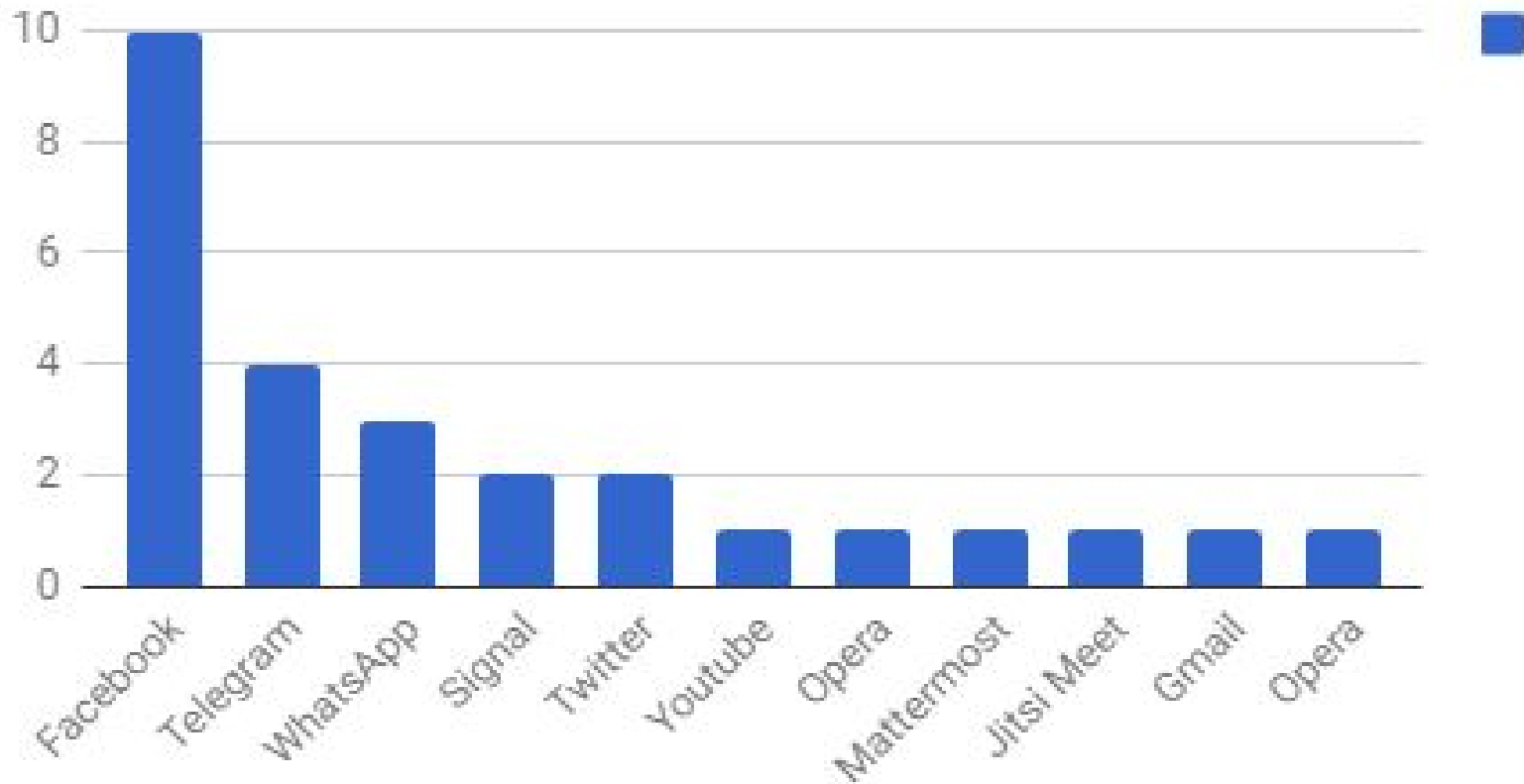


Mexico



Which apps do you use most often? Mexico

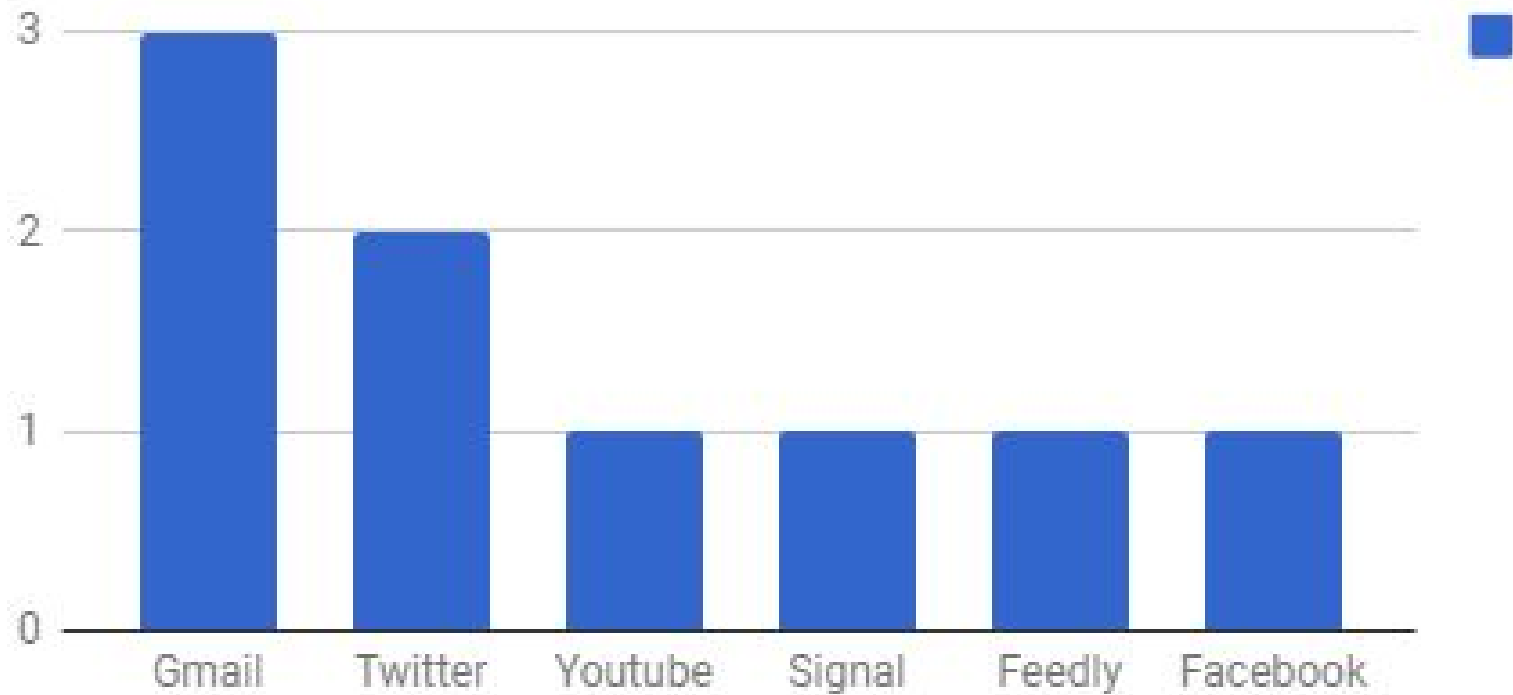
Colombia



Which apps do you use most often?

[Back](#)

Ecuador



Which apps do you use most often?