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eMarketer Database

What's in it?:

- Market research reports and data on insights and trends related to digital marketing/advertising, mobile, retail & ecommerce, social media, and more.
- · Forecasts, market penetration, market share and rankings, etc.
- · Demographics and consumer insights (global coverage).
- · Captures metrics, charts and graphs from thousands of publications.

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% of interne						0					
	2015	2016	2017	2018	2019	Sony	Makes I	ntiuend	er Mar	keting	a Univer
Non-Hispani	с					Lang	laye				
—Black	72.5%	72.7%	72.8%				-				
—Asian	68.5%	69.7%	71.1%	Attitu	des Towa	rd Mobile	Phones /	Among	US Moth	iers vs.	Total Fer
	66.7%	67.0%	67.0%	Consu	mers, Ma	arch 2016	(% of mo	thers a	nd % of 1	total fer	nale
-Other*	63.8%	64.6%	65.7%	popula	ation)						
Hispanic**	76.6%	77.0%	78.6%			ugust 5, 201	6				
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