

# NEWS RELEASE

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## **HISPANICS ARE TECH-SAVVY CONSUMERS** *Vertis Communications' Customer Focus® OPINIONES Study Investigates Online Behaviors of Hispanics in the United States*

BALTIMORE (June 20, 2007) – Vertis Communications today announced the results of its proprietary *Customer Focus® OPINIONES* study, which revealed that Hispanic adults in the United States are just as likely, and in some cases more likely, to use technology as are non-Hispanic adults. Findings show that 33 percent of Hispanics plan to use text messaging in the next 12 months, compared to 26 percent of non-Hispanic adults.

Additionally, Hispanics and non-Hispanics hold the same comfort levels when it comes to providing credit card information online. While making a purchase or opening an account, 34 percent of Hispanics indicate they are somewhat or very comfortable revealing financial information online, in-line with 35 percent of non-Hispanics. The study also reveals Hispanics turn to online communication after reading direct mail, with 31 percent of Hispanics visiting the sender's Web site when responding to direct mail received in the past month, compared to just 20 percent of non-Hispanic adults.

"Not only are Hispanics comfortable using digital communication on a daily basis, but they're just as likely to continue reading and responding to traditional direct mail advertising," said Jim Litwin, vice president of market insights at Vertis Communications. "Consequently, it is critical for marketers to investigate Hispanic trends and implement a multichannel approach via online, direct, or mobile marketing when targeting the strong buying power of the Hispanic population."

While Hispanics may show solid comfort levels with digital technology, Vertis' results also found that 54 percent of Hispanic households that speak only Spanish outside the home do not have access to the Internet, compared to just 4 percent of Hispanic households that speak English outside the home. Based on this lack of at-home Internet access among Spanish-speaking Hispanics, Vertis' *OPINIONES* study also investigated Hispanics' response rates to retail direct mail, finding 88 percent of first- or second-generation Hispanics read direct mail from discount stores, while 81 percent of third- or fourth-generation Hispanics read grocery store direct mail. Furthermore, 75 percent of Spanish-speaking households that speak English outside of the home read direct mail from traditional department stores, compared to 66 percent of English-speaking households.

The Vertis Communications *Customer Focus® OPINIONES* study, which surveyed respondents via telephone, also revealed the following:

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### **Coupons Most Popular Direct Mail Offers Among Non-Mexican Hispanics**

- Non-Mexican Hispanics elicit the highest response rates to coupons in direct mail, with 69 percent indicating response to such offers in the past 30 days, compared to 56 percent of Hispanics of Mexican heritage
- For Hispanics of Mexican heritage, “buy one, get one free” direct mail offers are most effective in driving response, with 65 percent having responded to this type of offer in the past month, compared to 62 percent of non-Mexican Hispanics
- Direct mail messages regarding a sweepstakes, game or contest are least effective among both Mexican and non-Mexican Hispanics, with 13 percent and 18 percent, respectively, indicating response to such offers in the past 30 days (See Slide A)

### **Hispanics’ Comfort Levels Vary When Providing Credit Card Data Online**

- 49 percent of fifth-generation Hispanics stated they do not feel comfortable providing their credit card number online when making a purchase or opening an account, compared to 39 percent of first- or second-generation Hispanics
- 40 percent of third- or fourth-generation Hispanics are either somewhat or very comfortable providing credit card information over the Web; this number drops to 29 percent among first-, second- and fifth-generation Hispanics (See Slide B)
- Among the various Hispanic groups surveyed, 38 percent of adults of Cuban, Dominican Republic and Puerto Rican heritage feel either somewhat or very comfortable providing credit card information online
- Hispanics of Central or South American heritage do not feel comfortable sharing information online, according to 45 percent of adults surveyed (See Slide C)

### **E-mail Readership and Habits Among Hispanics**

- According to the study, 53 percent of Hispanics from Cuban, Dominican Republic or Puerto Rican heritage never read e-mail advertising
- Hispanics of South American heritage are most likely to read e-mail advertising based on needs, organizations they are familiar with, or products they want or need, according to 49 percent of respondents (See Slide D)
- 53 percent of fifth-generation Hispanics never read e-mail advertising; conversely, 40 percent of third- and fourth-generation Hispanics read all e-mail advertising
- First- or second-generation Hispanics are most likely to read e-mail advertising based on their needs, stated 16 percent of Hispanic adults surveyed (See Slide E)

### **Hispanic Instant Messaging/Blogging and Chat Room Behaviors**

- 33 percent of Hispanics of Central or South American heritage indicate they plan to use instant messaging/blogging or chat rooms within the next 12 hours
- Similarly, 24 percent of Hispanics of Cuban, Dominican Republic or Puerto Rican heritage plan to use these online tools within the next 12 hours
- On the contrary, 80 percent of Hispanics from Mexican heritage do not plan on using instant messaging/blogging or chat rooms in the next 12 hours (See Slide F)
- Only 24 percent of English-speaking Hispanic households plan to use instant messaging/blogging or chat rooms within the next 12 hours (See Slide G)

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### **About Customer Focus OPINIONES**

*Customer Focus* is Vertis Communications' proprietary annual study tracking consumer behavior across a wide variety of industry segments — financial, credit cards, insurance, retail, automotive — and media such as direct mail marketing. The survey was first conducted in 2006 and, in subsequent years, has been expanded and modified to identify emerging consumer behavior patterns and track shifts in consumer practices and motivations.

Since its inception, *Customer Focus*® *OPINIONES* has proven to be one of the nation's most comprehensive examinations of Hispanic consumer behavior. The survey of 500 Hispanic adults — conducted via phone by one of the nation's leading field research companies in August/September 2006 — measures both general and industry-specific shopping trends, and Vertis provides the significant data as a value-added service to its clients.

To acquire a customized *Customer Focus*® *OPINIONES* study or speak to a Vertis Communications executive, please contact Maria Amor or Kelly Hamor at (619) 234-0345.

### **About Vertis Communications**

Vertis Communications is a premier provider of print advertising, direct marketing solutions, and related value added services to America's leading retail and consumer services companies. Vertis delivers marketing programs that create strategic value for clients by using creative services, color management technologies, proprietary research, customer targeting expertise, premedia and media services, combined with its world-class printing expertise. Headquartered in Baltimore with over 100 locations in the U.S., Vertis Communications has been recognized as one of *Fortune* magazine's "Most Admired Companies" in advertising and marketing. For more information, visit [www.vertisinc.com](http://www.vertisinc.com).

*This press release may contain forward-looking statements. The words "believes," "anticipates," "expects," "estimates," "plans," "intends," and similar expressions are intended to identify forward-looking statements. All forward-looking statements are subject to a number of risks and uncertainties that could cause actual results to differ materially from projected results. Factors that may cause these differences include fluctuations in the cost of raw materials we use, changes in the advertising, marketing and information services markets, the financial condition of our customers, actions by our competitors, changes in the legal or regulatory environment, general economic and business conditions in the U.S. and other countries, and changes in interest and foreign currency exchange rates.*

*Consequently, you should consider any such forward-looking statements only as our current plans, estimates, and beliefs. Even if those plans, estimates, or beliefs change because of future events or circumstances, we decline any obligation to publicly update or revise any such forward-looking statements.*

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**Slide A****MESSAGE IN DIRECT MAIL**

Which of the following types of retail direct mail messages have you responded to...?

	Hispanics of Mexican Heritage	Hispanics Not of Mexican Heritage
Buy one get one free	65%	62%
Coupons	56%	69%
Discount off single item	50%	65%
Percent off	52%	55%
Gift card	53%	51%
Gift with purchase	46%	39%
Everyday lowest price	42%	40%
Grand opening	40%	43%
Loyalty Card offer	25%	34%
Consumer tips	24%	33%
Event invitation	21%	25%
Sweepstakes/game/contest	13%	18%
None of these	7%	4%

Universe: Retail Direct Mail Readers  
Source: © 2007 Vertis Customer Focus®. Opiniones 2007

**Slide B****COMFORTABLE WITH INTERNET**

How comfortable are you with providing your credit card number over the internet when making a purchase or opening an account? Are you...?

	Total Hispanics	First or Second Generation Hispanics	Third or Fourth Generation Hispanics	Fifth Generation or More Hispanics
Not comfortable at all	41%	39%	40%	49%
Somewhat or Very Comfortable (combined)	34%	29%	40%	29%
Somewhat comfortable	23%	22%	26%	23%
Somewhat uncomfortable	14%	14%	16%	14%
Very comfortable	10%	7%	14%	6%
Do Not Have Access to the Internet	10%	18%	4%	8%

Universe: Total Adults Source: © 2007 Vertis Customer Focus®. DM 2007

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**Slide C****COMFORTABLE WITH INTERNET**

How comfortable are you with providing your credit card number over the internet when making a purchase or opening an account? Are you...?

	Total Hispanics	Hispanics of Mexican Heritage	Hispanics of Central or South American Heritage	Hispanics of Cuban, Dominican Republic or Puerto Rican Heritage
Not comfortable at all	41%	42%	45%	36%
Somewhat or Very Comfortable (combined)	34%	31%	33%	38%
Somewhat comfortable	23%	23%	22%	20%
Somewhat uncomfortable	14%	14%	10%	19%
Very comfortable	10%	9%	10%	17%
Do Not Have Access to the Internet	10%	12%	12%	7%

Universe: Total Adults Source: © 2007 Vertis Customer Focus®; DM 2007

**Slide D****E- MAIL READERSHIP**

Which one of the following best describes how you use e-mail advertising?

	Total Hispanics	Hispanics of Mexican Heritage	Hispanics of Central or South American Heritage	Hispanics of Cuban, Dominican Republic or Puerto Rican Heritage
I never read e-mail advertising	47%	45%	37%	53%
Total (combined)	36%	34%	49%	33%
I occasionally read e-mail advertising based on my needs	17%	18%	20%	15%
I only read e-mail advertising from organizations I am familiar with	10%	9%	18%	11%
I read all the e-mail advertising for products I want/need	8%	7%	8%	6%
I read all the e-mail advertising available to me	1%	0%	2%	1%
Do Not Have Access	17%	20%	14%	13%
Don't know	1%	1%	0%	1%

Universe: Total Adults Source: © 2007 Vertis Customer Focus®; DM 2007

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**Slide E****E- MAIL READERSHIP**

Which one of the following best describes how you use e-mail advertising?

	Total Hispanics	First or Second Generation Hispanics	Third or Fourth Generation Hispanics	Fifth Generation or More Hispanics
I never read e-mail advertising	47%	42%	47%	53%
Total (combined)	36%	34%	40%	33%
I occasionally read e-mail advertising based on my needs	17%	16%	20%	13%
I only read e-mail advertising from organizations I am familiar with	10%	9%	13%	9%
I read all the e-mail advertising for products I want/need	8%	8%	6%	11%
I read all the e-mail advertising available to me	1%	1%	0%	0%
Do Not Have Access	17%	24%	12%	11%
Don't know	1%	0%	1%	3%

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**Slide F****PLAN TO USE INSTANT MESSAGING/BLOG OR CHAT ROOM**

In the next twelve months do you plan to use instant messaging/blog or chat room?

	Total Hispanics	Hispanics of Mexican Heritage	Hispanics of Central or South American Heritage	Hispanics of Cuban, Dominican Republic or Puerto Rican Heritage
Do Not Plan To Use Instant Messaging/Blog Or Chat Room	78%	80%	67%	76%
Plan To Use Instant Messaging/Blog Or Chat Room	22%	20%	33%	24%

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**Slide G****PLAN TO USE INSTANT MESSAGING/BLOG OR CHAT ROOM**

In the next twelve months do you plan to use instant messaging/blog or chat room?

	Total Hispanics	English Speaking Households	Spanish Speaking Households	Spanish Speaking Households, Speak English Outside the Home	Spanish Speaking Households, Spanish Outside the Home
Do Not Plan To Use Instant Messaging/Blog Or Chat Room	78%	76%	83%	77%	94%
Plan To Use Instant Messaging/Blog Or Chat Room	22%	24%	17%	23%	6%

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