

FOR IMMEDIATE RELEASE

Hispanics Believe Major Corporations Are Doing Less in Terms of Their Involvement in Their Community Today Than They Were Five Years Ago

(Miami, FL, February 25, 2010) – A study conducted pro bono by Encuesta, Inc. in November 2009 explored the perceptions of Hispanics and non-Hispanics regarding corporate citizenship and involvement in the community. The current findings are compared with the findings from a similar study conducted in February 2005 by Encuesta, Inc.

The findings show that Hispanics have lost confidence in major corporations’ role in their community. Even though Hispanics find it increasingly more important that major corporations be “good” corporate citizens in their community in 2009 compared to 2005 (86% in 2009 vs. 81% in 2005, on a top two box basis), they believe that the major corporations are doing remarkably less than they were five years ago (36% in 2009 vs. 12% in 2005).

“This study sheds light on the growing need for Corporate America to impact Latino lives both in the marketplace and on a grassroots level.” said Martin G. Cerda, President of Encuesta, Inc.

Survey Methodology

The November 2009 and February 2005 studies are based on a telephone poll conducted by Encuesta, Inc., among a nationally representative sample of non-Hispanic and Hispanic adults (ages 18 and over), in their choice of English or Spanish. The random probability sample mirrors the population’s known distribution of demographic, language usage, and acculturation variables.

About Encuesta, Inc.

Encuesta, Inc. is a leading U.S. Hispanic market research and public opinion polling firm that delivers creative and reliable solutions. Serving the Hispanic community since 1989, Encuesta, Inc. helps decision-makers understand Latinos and the best ways to reach them through customized ethnographic and quantitative research, objective analysis, and culturally relevant insights. Backed by exceptional technical ability and highly experienced in-house resources, Encuesta, Inc. maximizes results by implementing the best of both traditional and emerging research techniques. Additionally, the company is responsible for the Americanos Poll®, a pro bono public opinion poll created in 2005 to help bridge the knowledge gap that exists regarding the U.S. Hispanic community.

On the following tables, letters next to percent denote a statistically significantly different measure at a 90% Confidence Level.

Table 1 – Importance of Major Corporations’ Being “Good” Corporate Citizens in the Community

Q. How important is it to you that major corporations in all industries be "good" corporate citizens in your community?

	Hispanic		Non-Hispanic	
	February 2005	November 2009	February 2005	November 2009
Base: Among all respondents (No opinion excluded)	515	354	313	297
	(A)%	(B)%	(C)%	(D)%
Top Two Box Based on 5-point Scale (Extremely Important or Very Important)	81	86AD	78	75

Table 2 – Major Corporations’ Involvement in the Community

Q. How would you rate major corporations in all industries today in terms of their involvement in your community? Would you say they are doing more, less, or about the same as they were five years ago?

	Hispanic		Non-Hispanic	
	February 2005	November 2009	February 2005	November 2009
Base: Among all respondents (No opinion excluded)	441	327	272	277
	(A)%	(B)%	(C)%	(D)%
More	43BC	25	28	24
Less	12	36A	26A	32
About the same	45B	39	46	44

Table 3 – Major Corporations’ Relevancy of Their Communication Efforts

Q. How would you rate major corporations in all industries today in terms of the relevancy of their communication efforts, by that I mean their advertising or promotion, specifically meant for consumers in your community?

	Hispanic		Non-Hispanic	
	February 2005	November 2009	February 2005	November 2009
Base: Among all respondents (No opinion excluded)	488	332	297	276
	(A)%	(B)%	(C)%	(D)%
Top Two Box Based on 5-point Scale (Excellent or Very Good)	26	30D	23	20