

Calling Cards Stand Out as the Preferred Means for International Communication by South Florida's Hispanic Markets

South Florida's Hispanic markets show an increased preference for prepaid calling cards in a marketing research survey covering the international communication usage habits. Findings also show how usage trends vary by Hispanic national background and other socio demographics.

Miami, FL (PRWEB) June 21, 2006 — Over half of South Florida's Hispanics calling their home country at least monthly, prefer using calling cards over other international long distance communication options. This trend varies by national background and other socio demographics.

In the 2006 [report on international communication usage by Hispanics in South Florida](#), published by [Statmark](#) - a marketing research firm specializing in the U.S. Hispanic markets and Latin America - Colombians, Peruvians and Central Americans are the most frequent users of prepaid calling cards.

Prepaid card usage stands out predominantly among males with a fair command of English earning up to \$50,000 per year. However, Hispanic women are the most frequent callers, especially among those whose annual household income tops \$60,000.

Ease of use and convenience are the key reasons for international calling card usage, making it possible to place a call on the go from almost anywhere. Latino consumers also associate calling cards with thrift, an advantage not usually associated with other international communication alternatives. Some weaknesses associated to this service are high connection rates, long numbers to dial and oftentimes busy lines.

Other international communication alternatives considered by South Florida's Hispanics to stay close to their kin are virtual rechargeable calling cards or pin free access numbers as well as international long distance plans offered by home country based phone services. 1010 123 and Voice over IP services are the least used services. Latin America telecom providers are increasingly showing an interest in gaining a share of South Florida's Hispanic calling market, offering up-to-date international long distance services that indicate growth opportunities in the near future.

“Four brands seem to be leading the competing calling card market in South Florida,” says Orlando Riebman, director of Statmark. “National backgrounds do have a strong impact on choosing specific calling cards as premier means for communication, influencing brand preference.”

About StatMark:

[StatMark](#) specializes in the development of a range of market research solutions suited to answer many of the typical marketing research strategies and tactics issues marketing departments face on an ongoing basis. With over 25 years of experience, StatMark boasts a thorough knowledge of the [Hispanic markets](#) and its different cultures according to their country of origin. Latin Review is one of StatMark's published surveys. Each edition concentrates on specific U.S. regions and Hispanic communities. Demographics, telecom, banking and media usage are some of the topics covered.

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