

Juanes Cuba Concert Study

A study of the opinions of Cuban Americans regarding
Juanes' concert in Havana



CUBA STUDY GROUP

 BENDIXEN
& ASSOCIATES

Juanes Cuba Concert Study



- Sponsored by the Cuba Study Group
- Sample: 400 Cuban Americans
- Margin of Error: 5%
- Methodology: National Telephone Survey
- Survey Date: September 24-26, 2009
- This survey is a companion to the previous study on the Juanes concert conducted by the Cuba Study Group and B&A on August 24, 2009.

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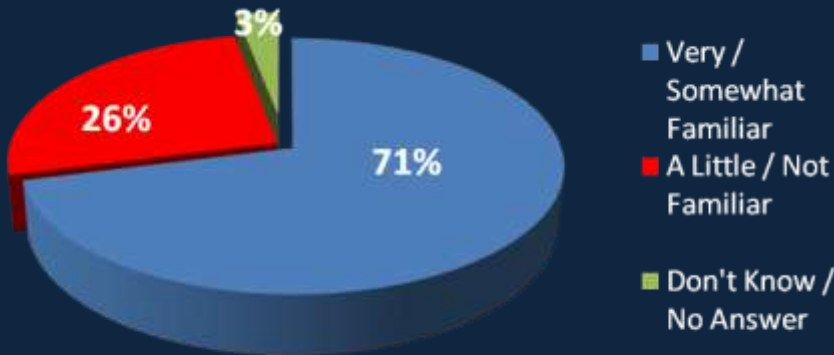
The Concert



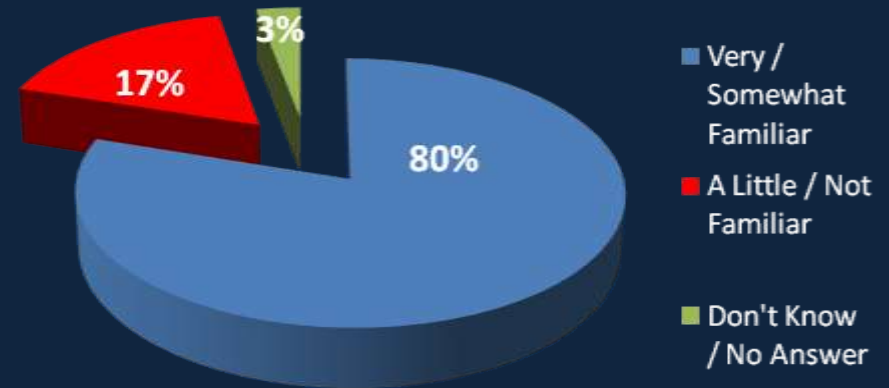
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How familiar are you with the “Peace Without Borders” concert that the Colombian singer, Juanes, is organizing in Havana?

Pre-Concert

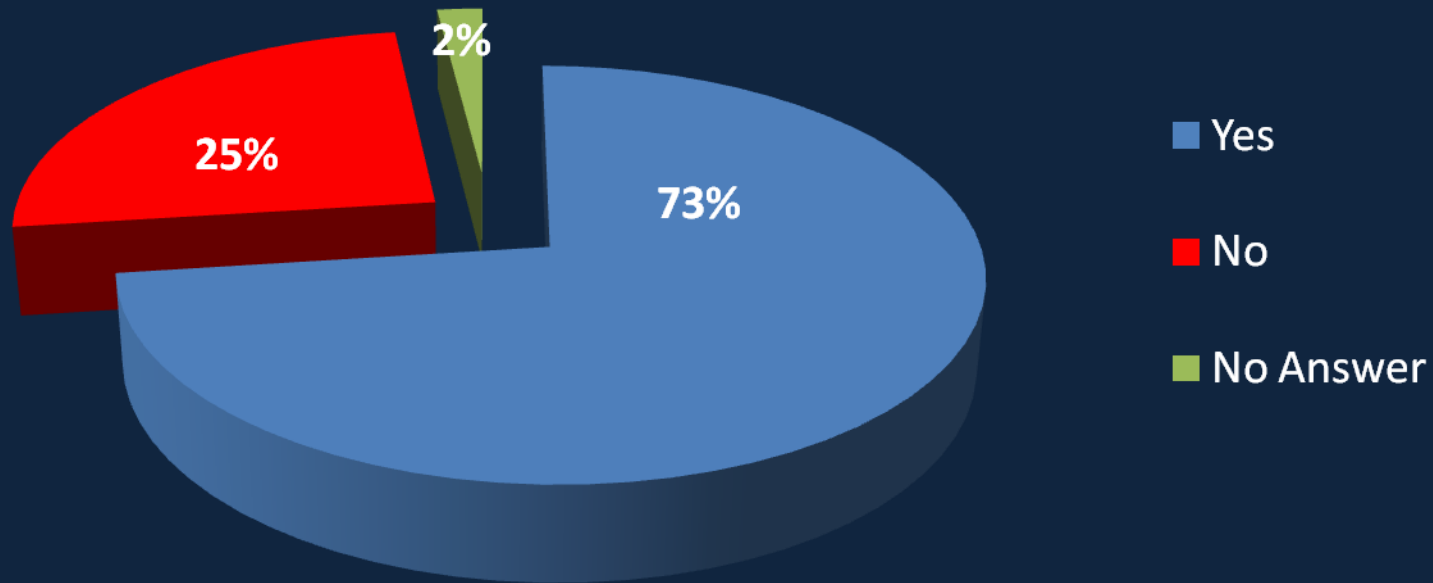


Post-Concert



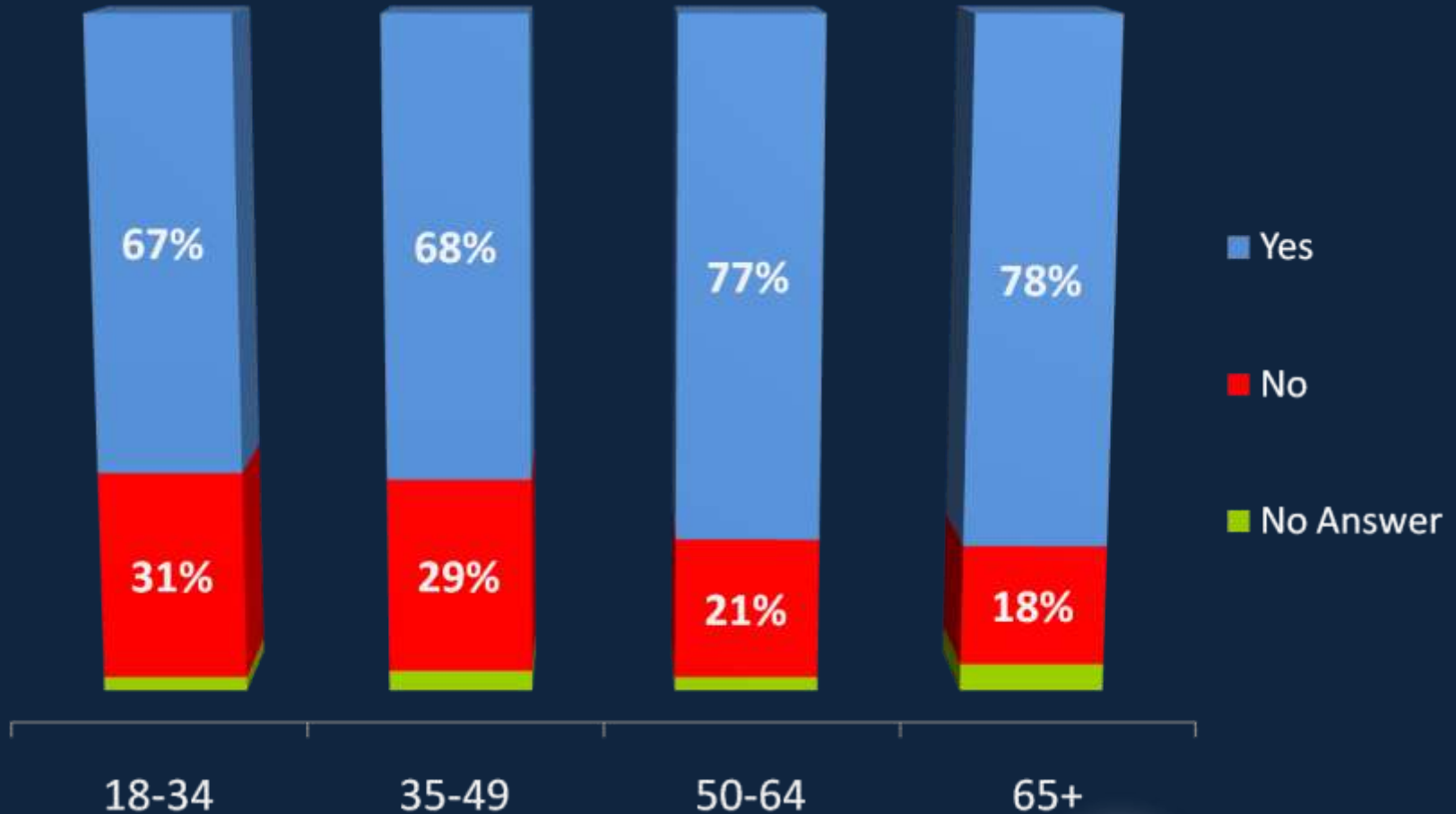
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Did you watch the Juanes concert?



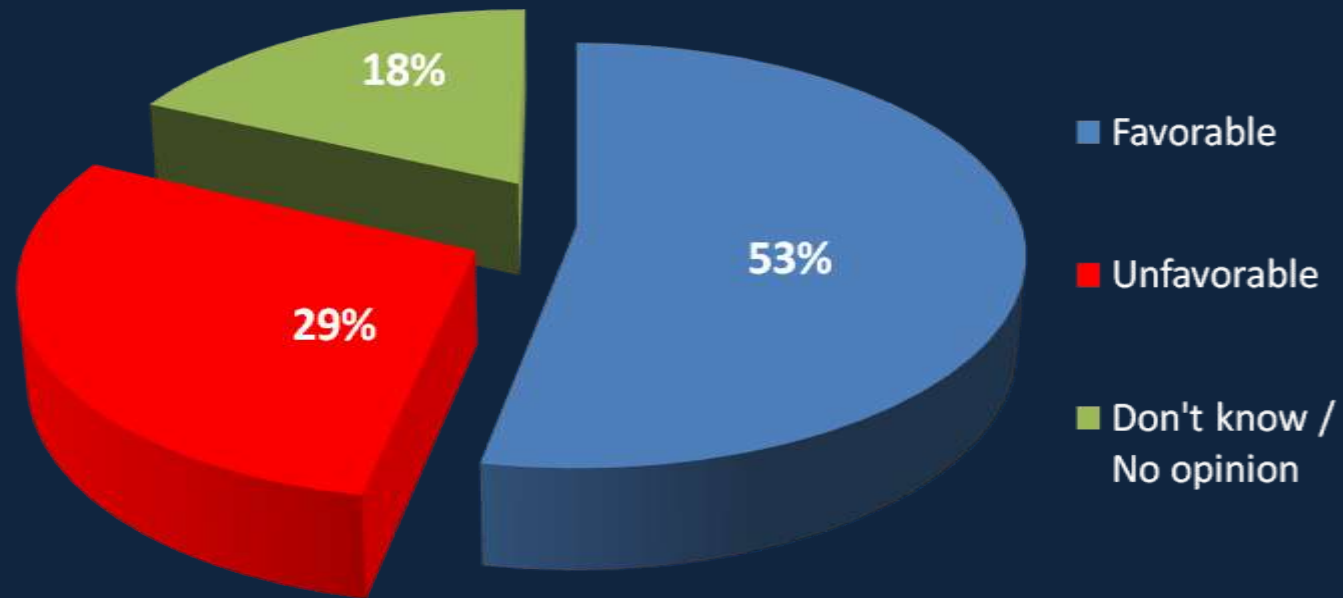
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Did you watch the Juanes concert?



Juanes Cuba Concert Study

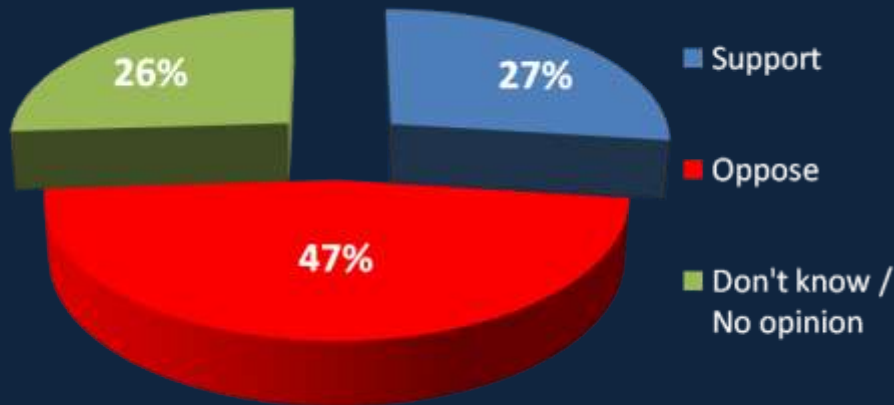
Opinions of the Juanes Concert



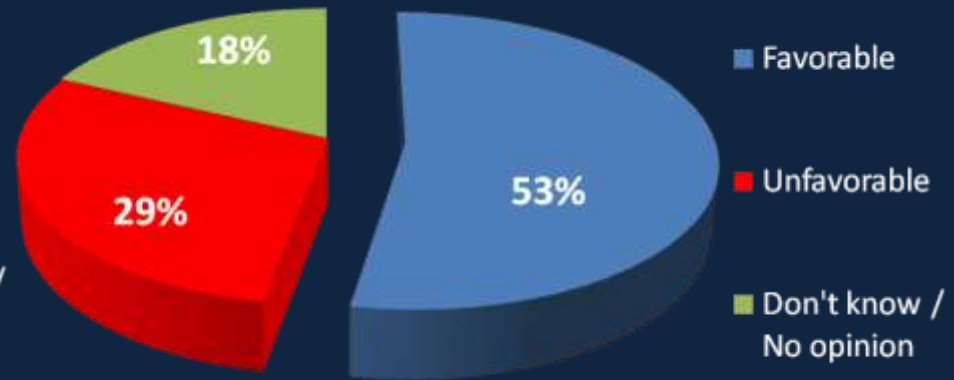
Juanes Cuba Concert Study

Opinions of the Juanes Concert

Pre-Concert



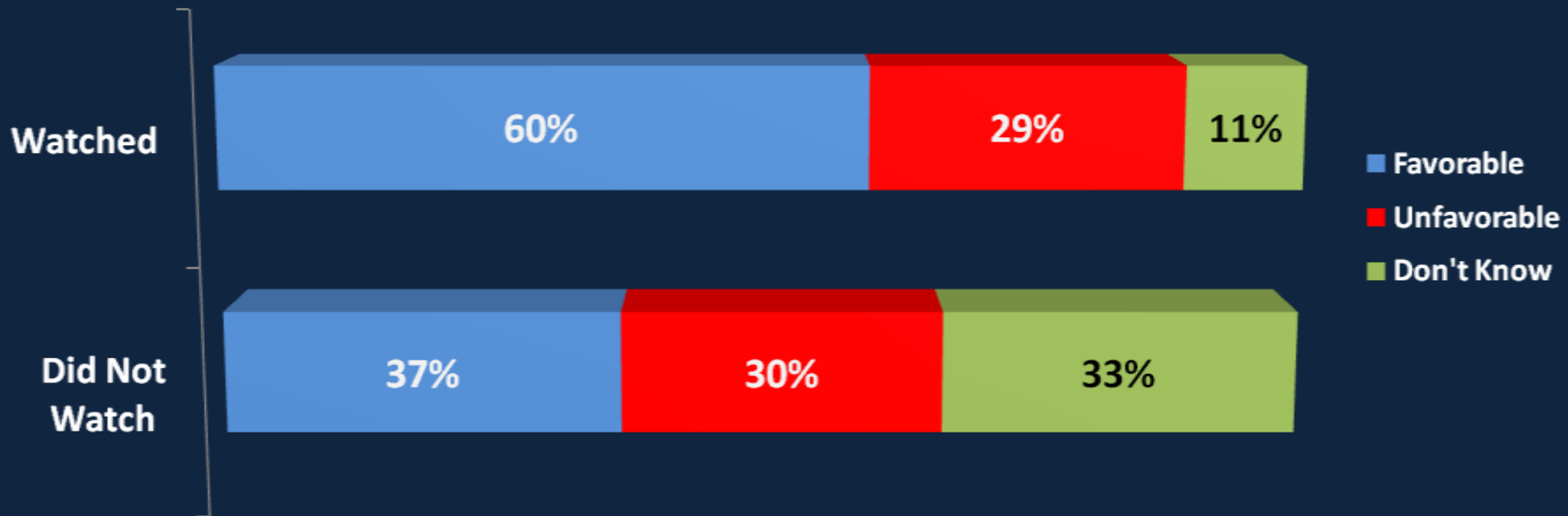
Post-Concert



Juanes Cuba Concert Study

Opinions of the Juanes Concert

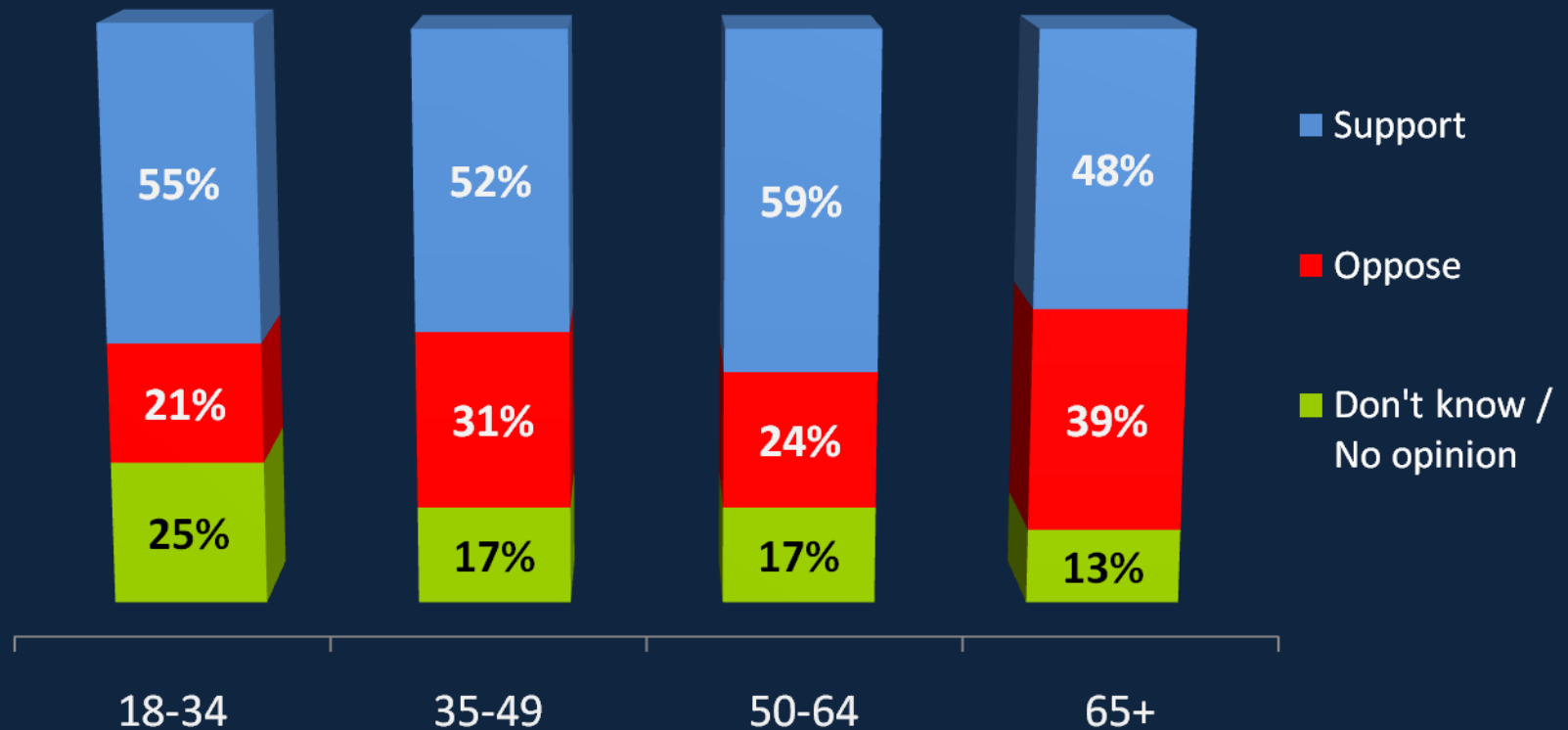
By Viewership



Juanes Cuba Concert Study

Opinions of the Juanes Concert

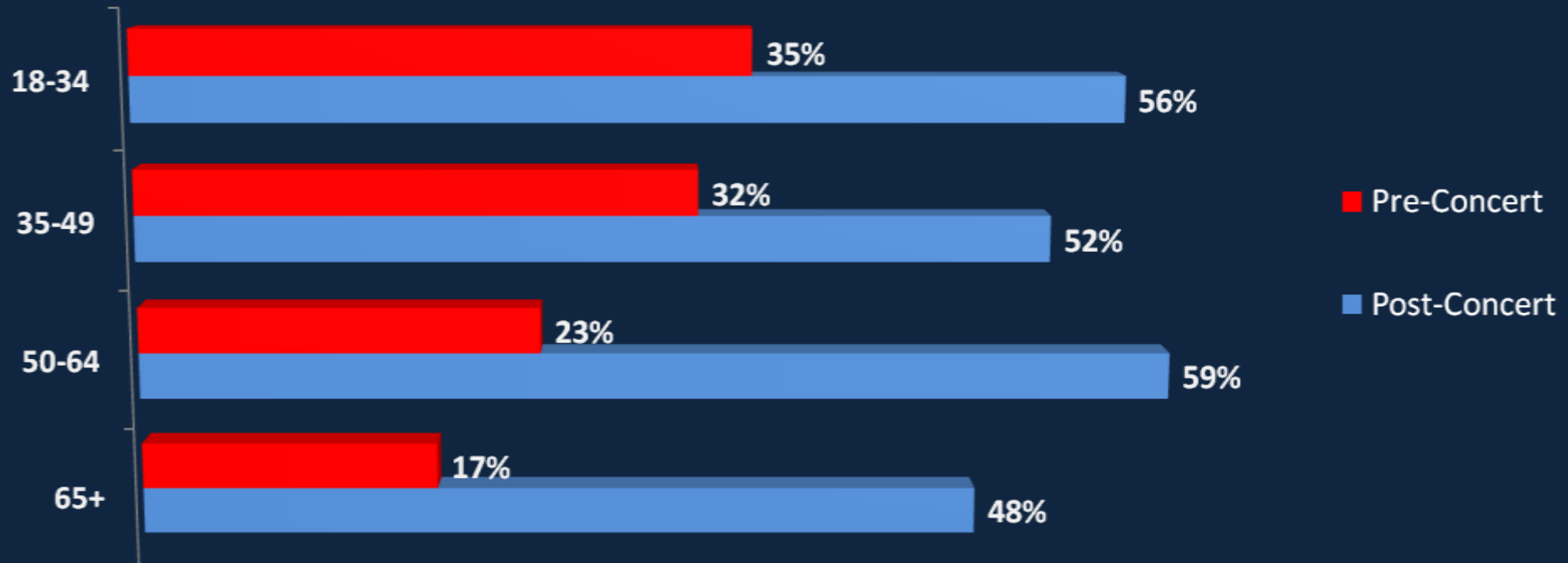
By Age



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Support for the Juanes Concert

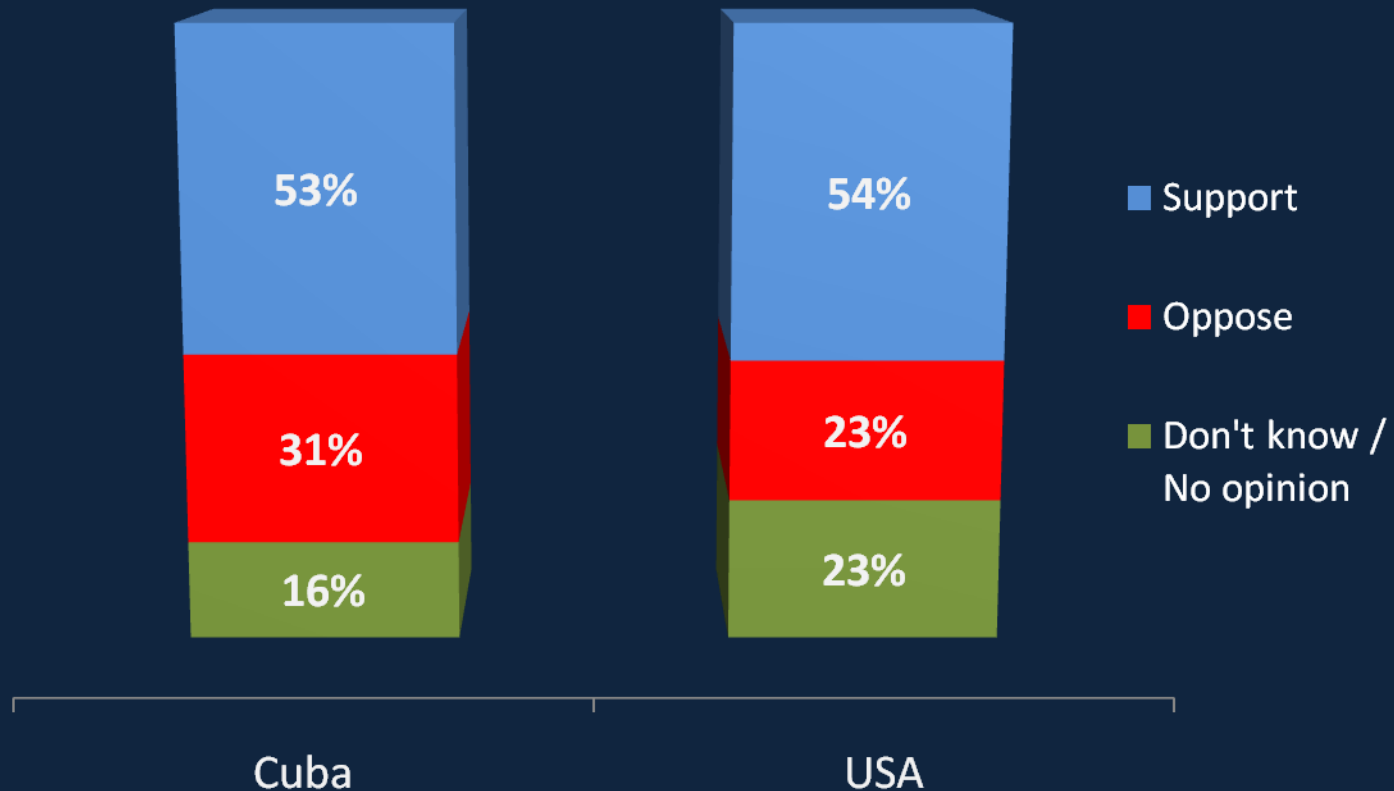
By Age / Pre-Concert vs. Post-Concert



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Opinions of Juanes Concert

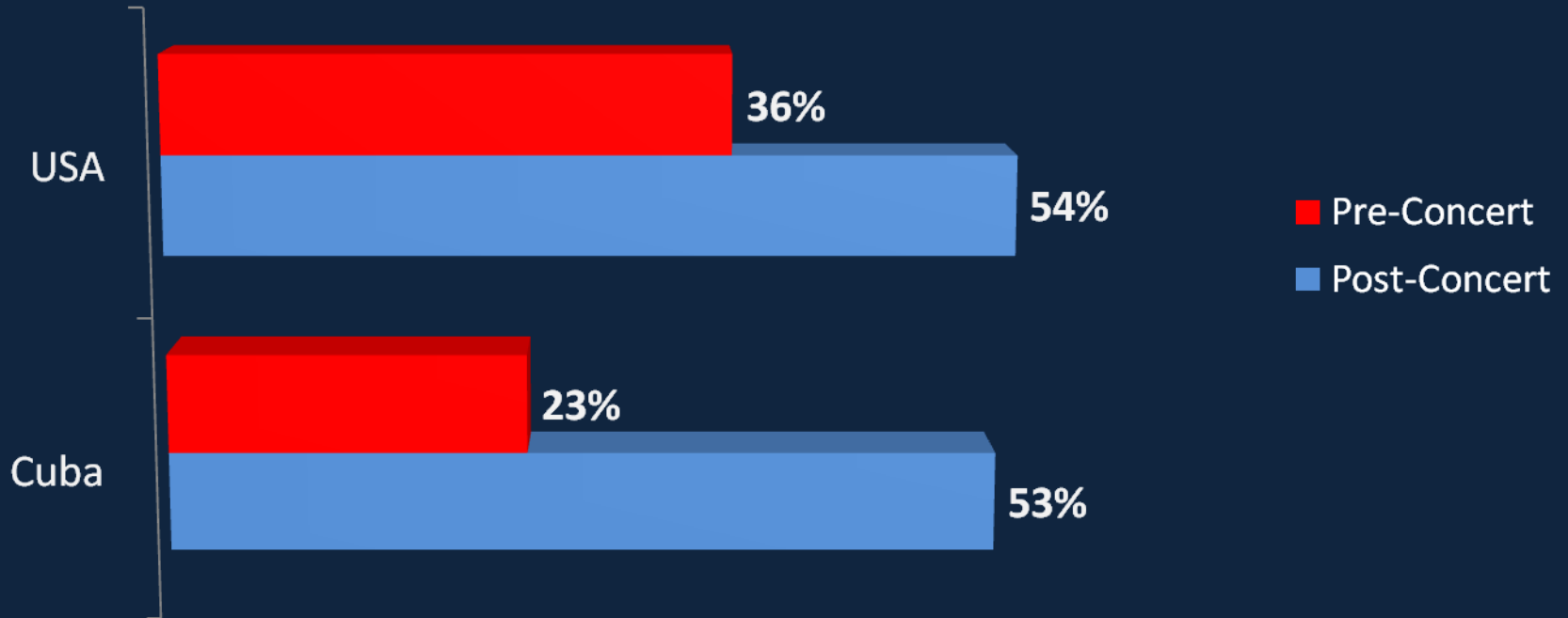
By Nativity



Juanes Cuba Concert Study

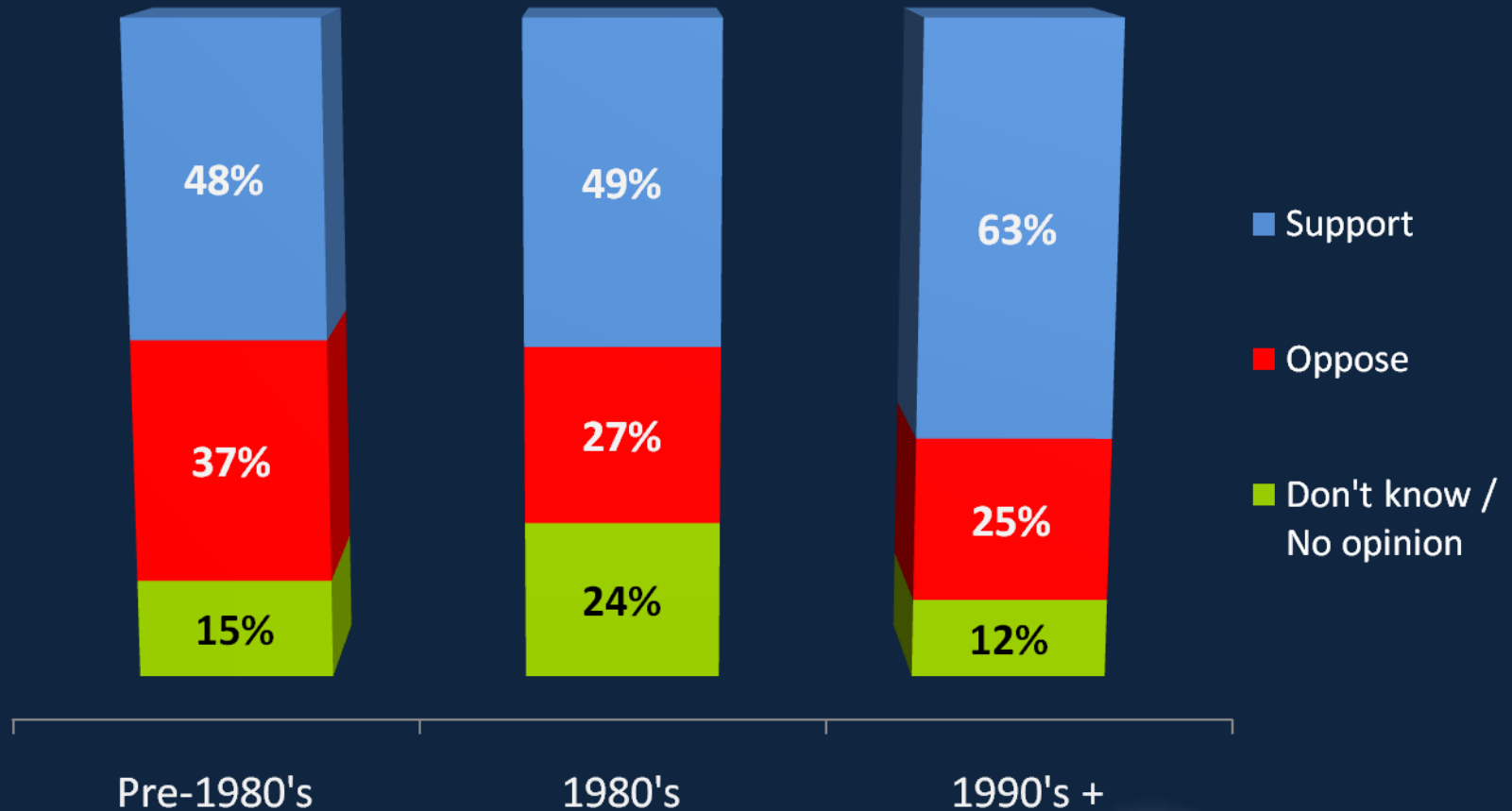
Support for the Juanes Concert

By Nativity / Pre-Concert vs. Post-Concert



Juanes Cuba Concert Study

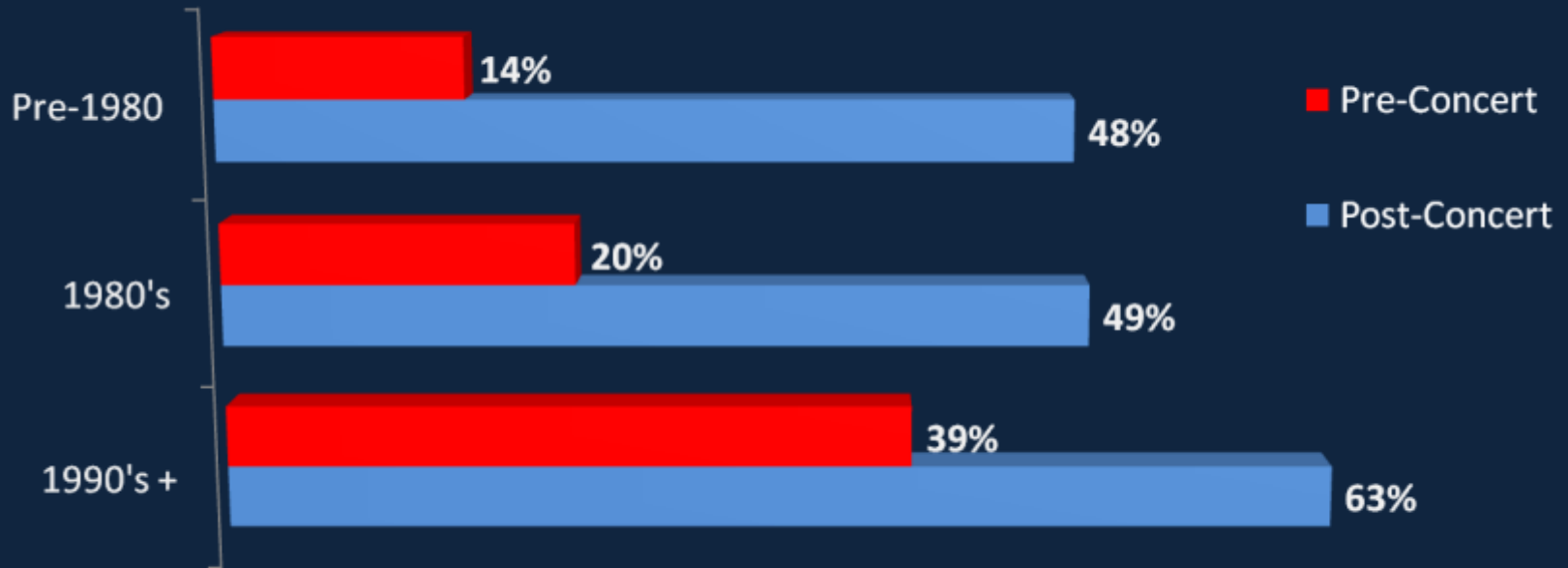
Opinions of Juanes Concert By Decade of Arrival



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Support for the Juanes Concert

By Decade of Arrival / Pre-Concert vs. Post-Concert



Juanes Cuba Concert Study

Why do you have a favorable opinion of Juanes' concert in Cuba?

- Uplifted Cuban People **(51%)**
- Helped Cuba's Political Situation **(20%)**
- Was Not Political / Politics and Music are Different **(15%)**
- Juanes' Behavior **(8%)**
- Good Concert / Positive Message **(6%)**

Juanes Cuba Concert Study

Why do you have an unfavorable opinion of Juanes' concert in Cuba?

- Concert helped the Cuban government, not the people **(21%)**
- Concert will change nothing **(17%)**
- Cuba needs liberty, not peace **(14%)**
- Concert was too political **(11%)**
- Cuba needs food, not music **(10%)**
- Cuban government manipulated concert **(7%)**
- Concert shouldn't have been in *La Plaza de la Revolucion* **(5%)**
- "Juanes is a communist" **(4%)**

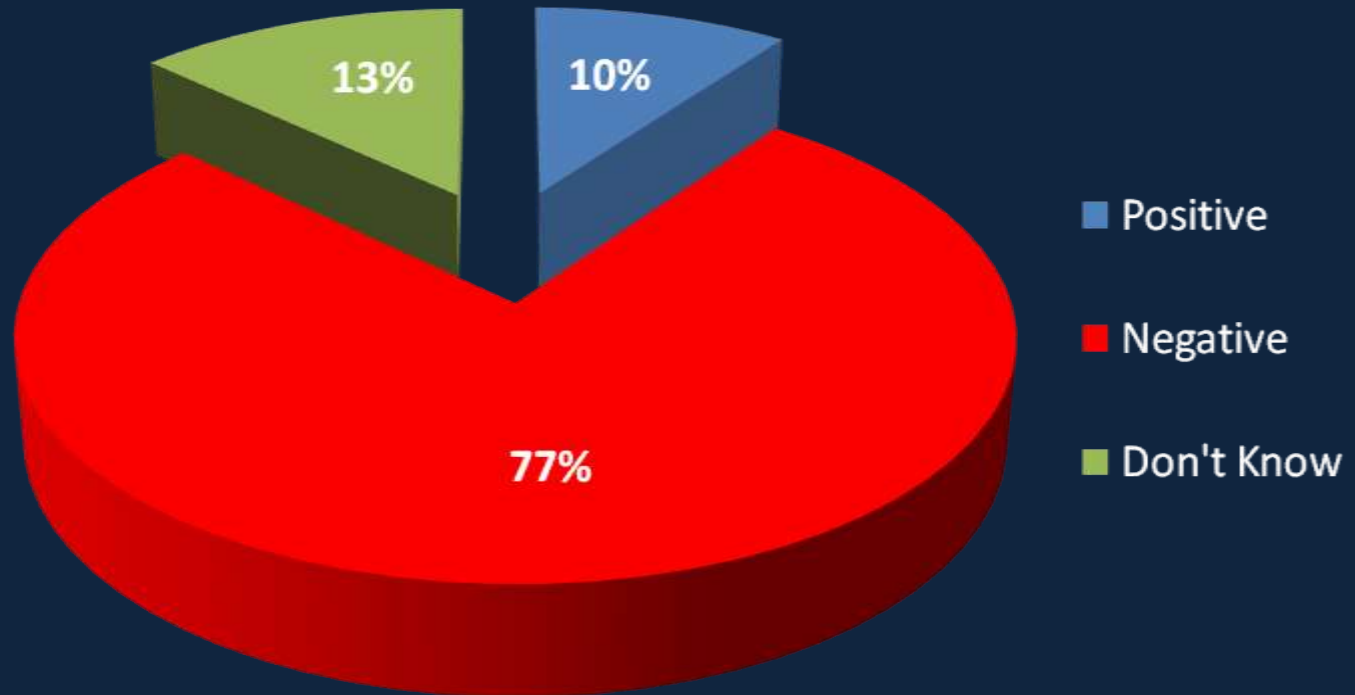
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Other Issues



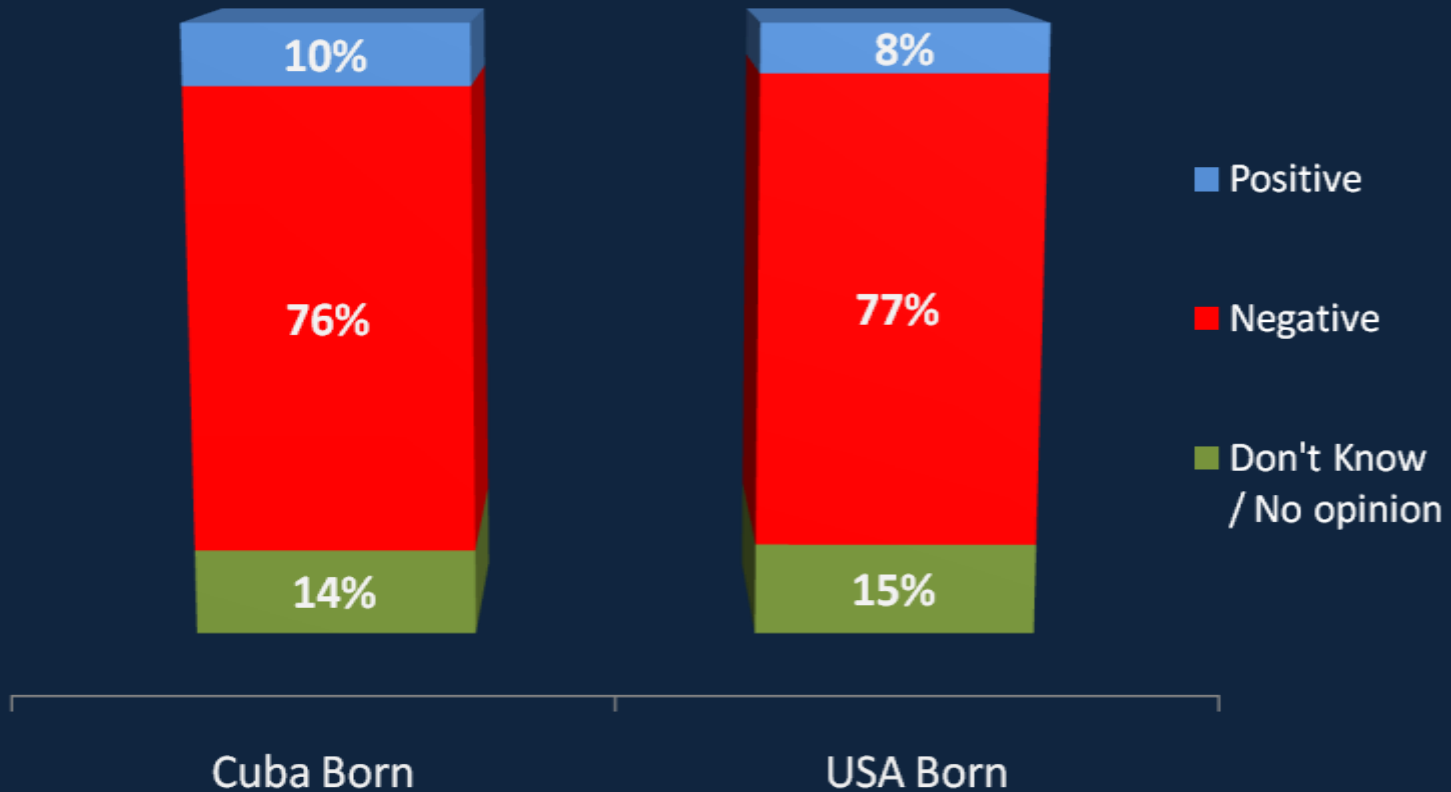
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Vigilia Mambisa Protest and Image of Cuban Exile Community



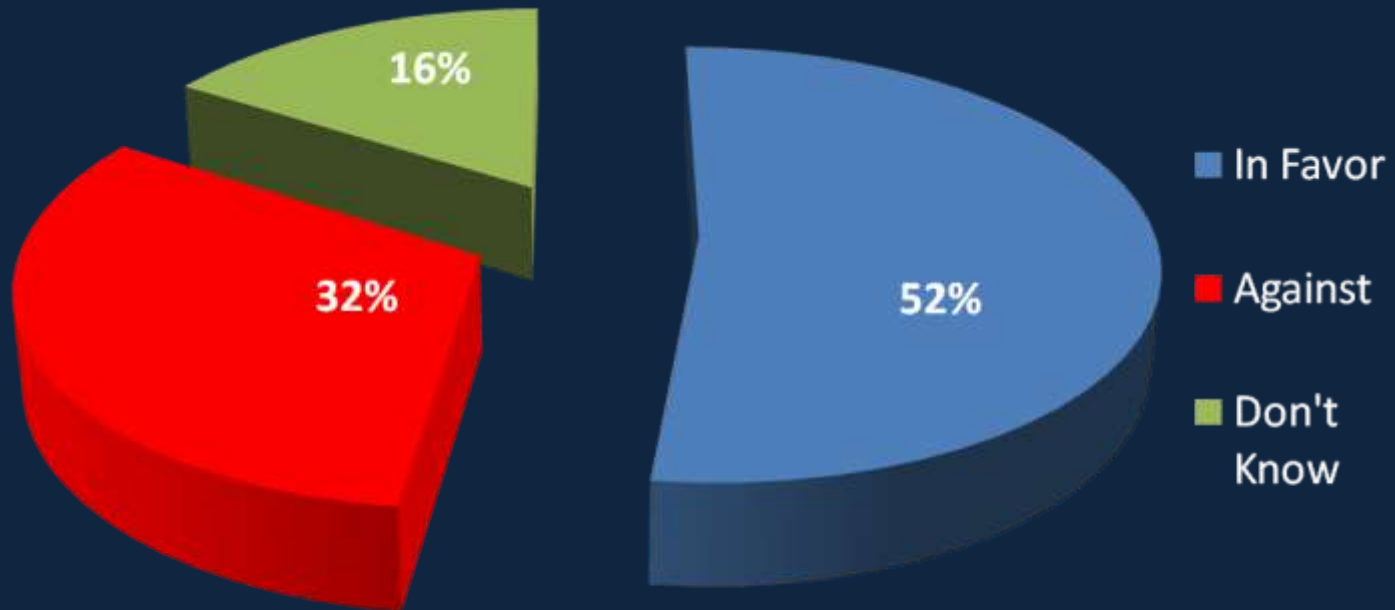
Juanes Cuba Concert Study

Vigilia Mambisa Protest and Image of Cuban Exile Community



Juanes Cuba Concert Study

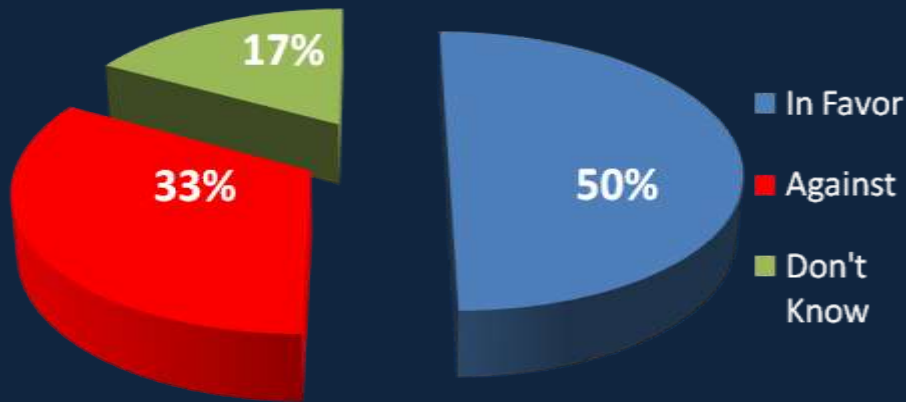
USA / Cuba Cultural Exchanges



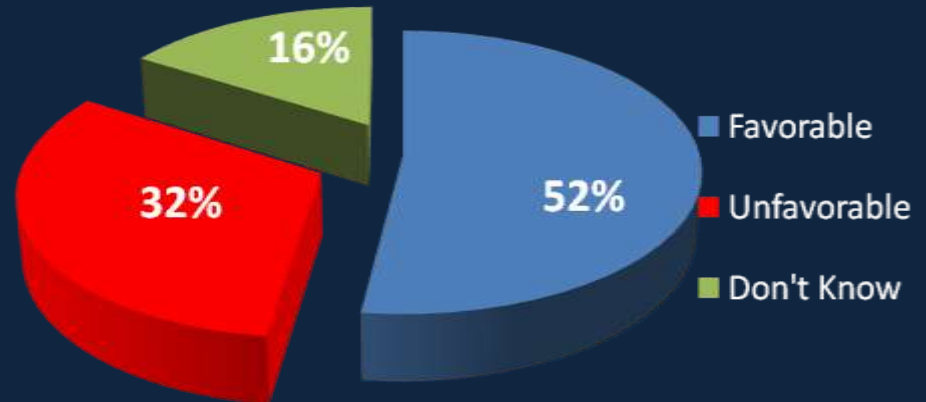
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Are you in favor or against cultural exchanges between the United States and Cuba?

Pre-Concert



Post-Concert



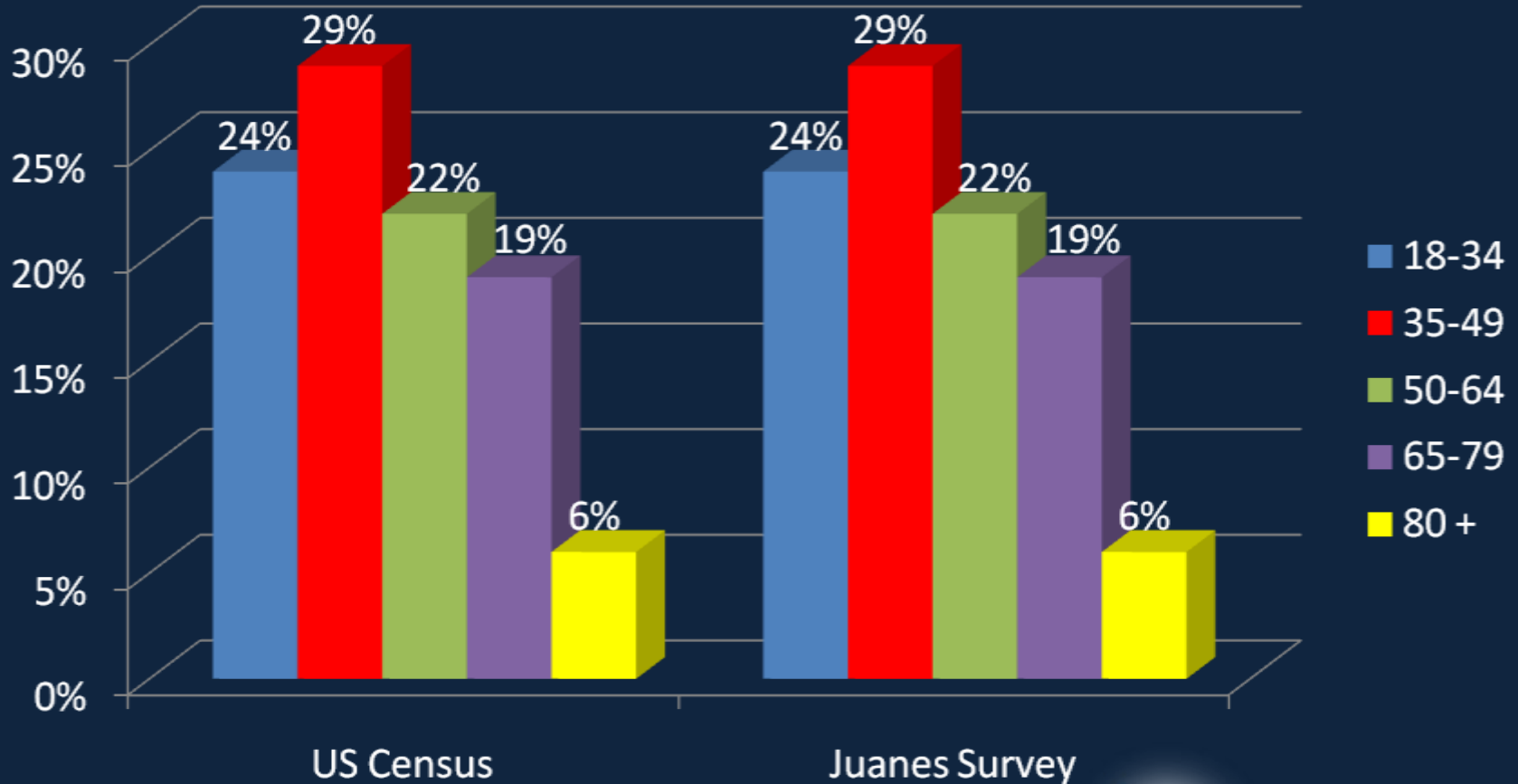
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Demographics of Both Surveys (Pre and Post-Concert)



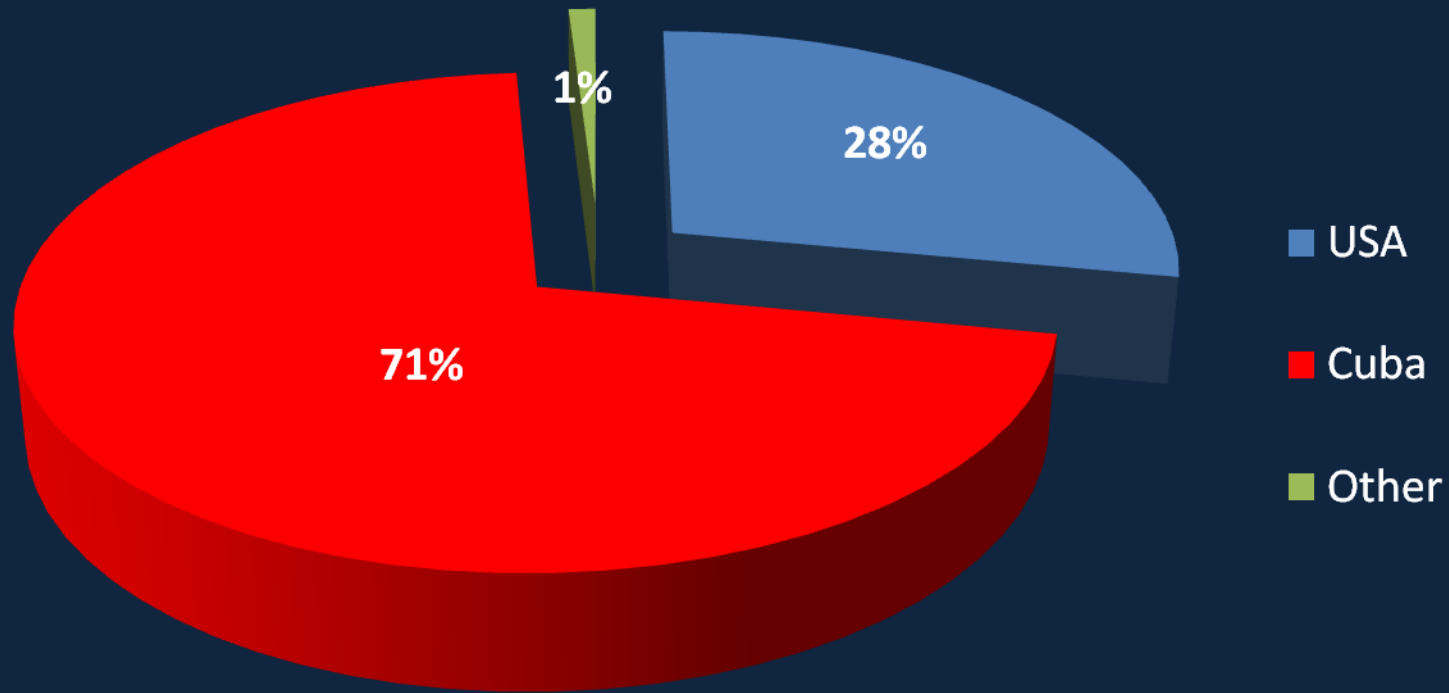
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Age Breakdown



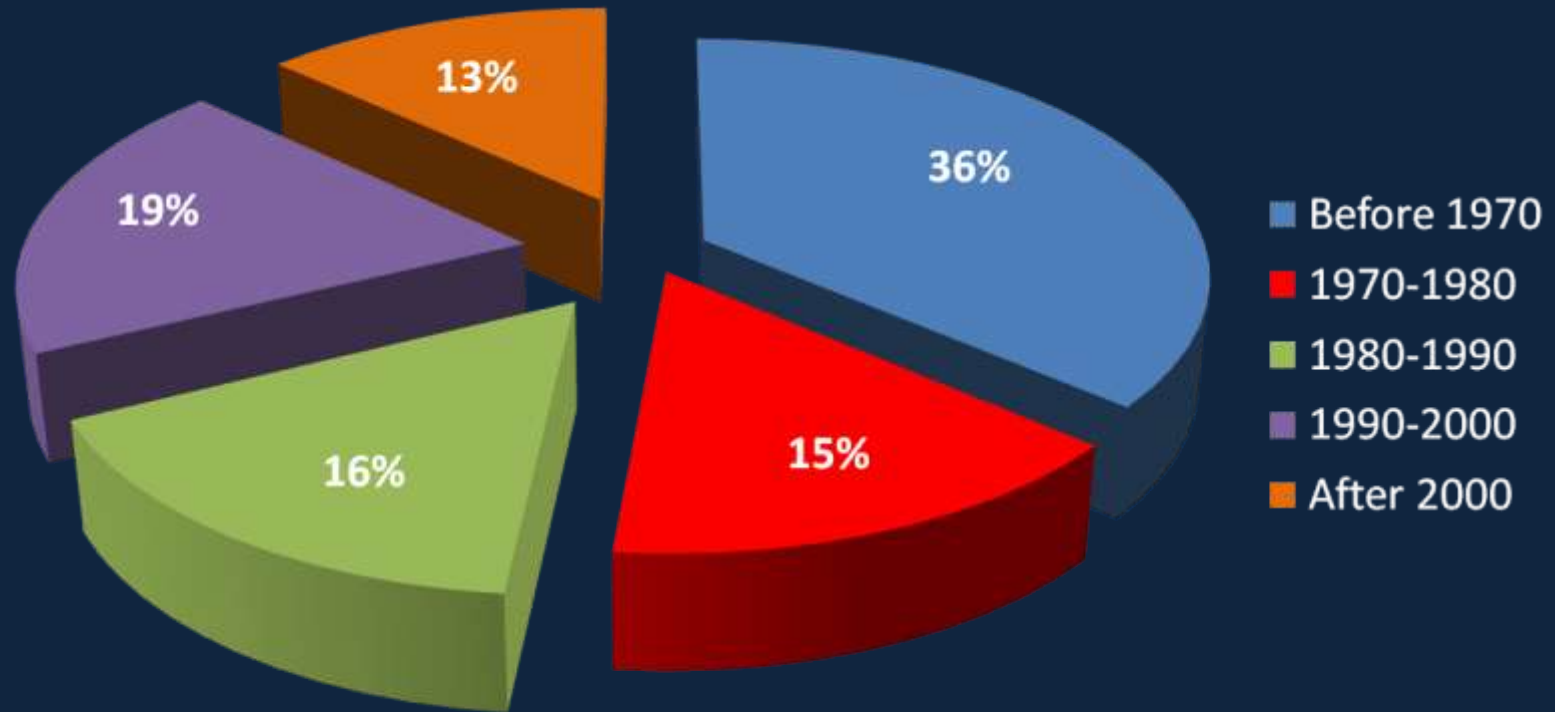
Juanes Cuba Post-Concert Study

Country of Birth



Juanes Cuba Concert Study

Decade of Arrival to the United States



Juanes Cuba Concert Study

State of Residency

