

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: August 24, 2009

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Demographics and Basic Information on Juanes' Concert

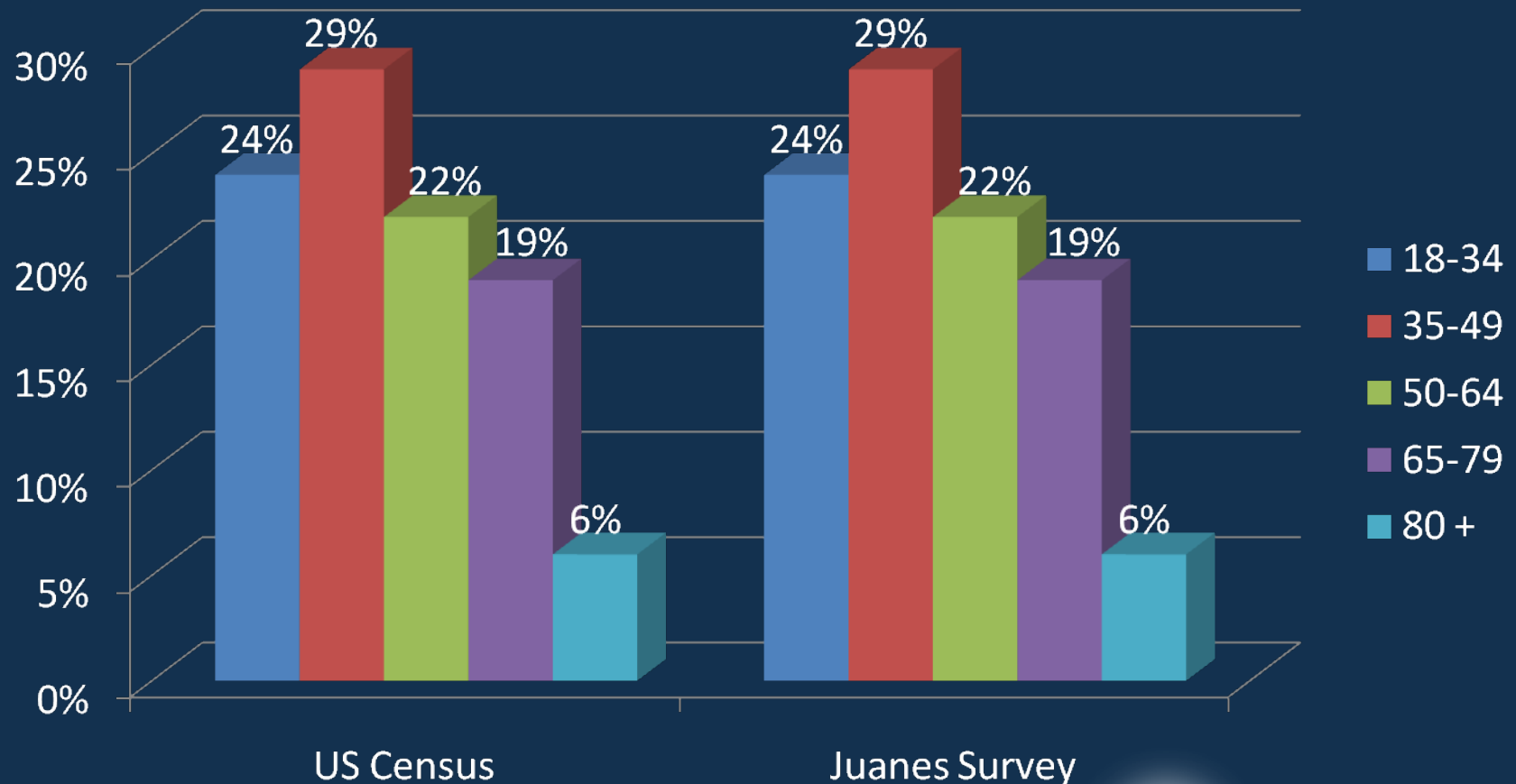


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Age Breakdown

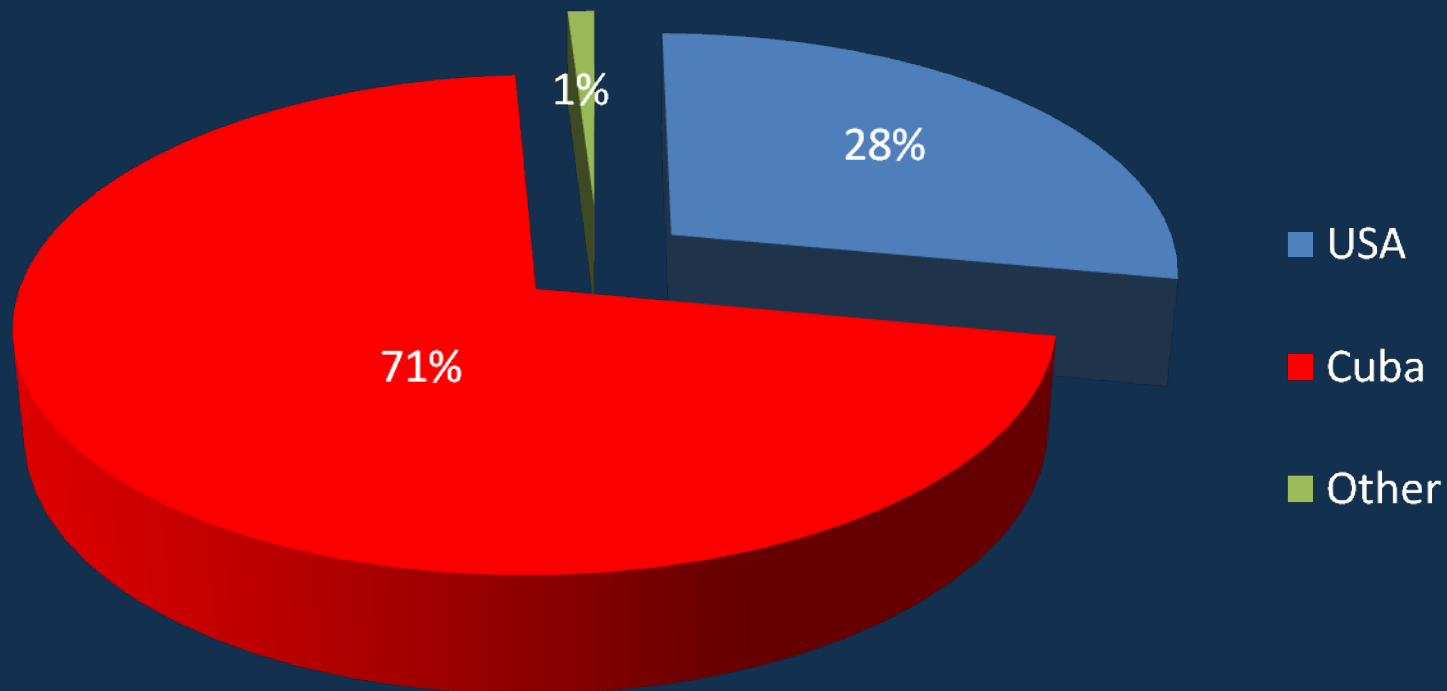


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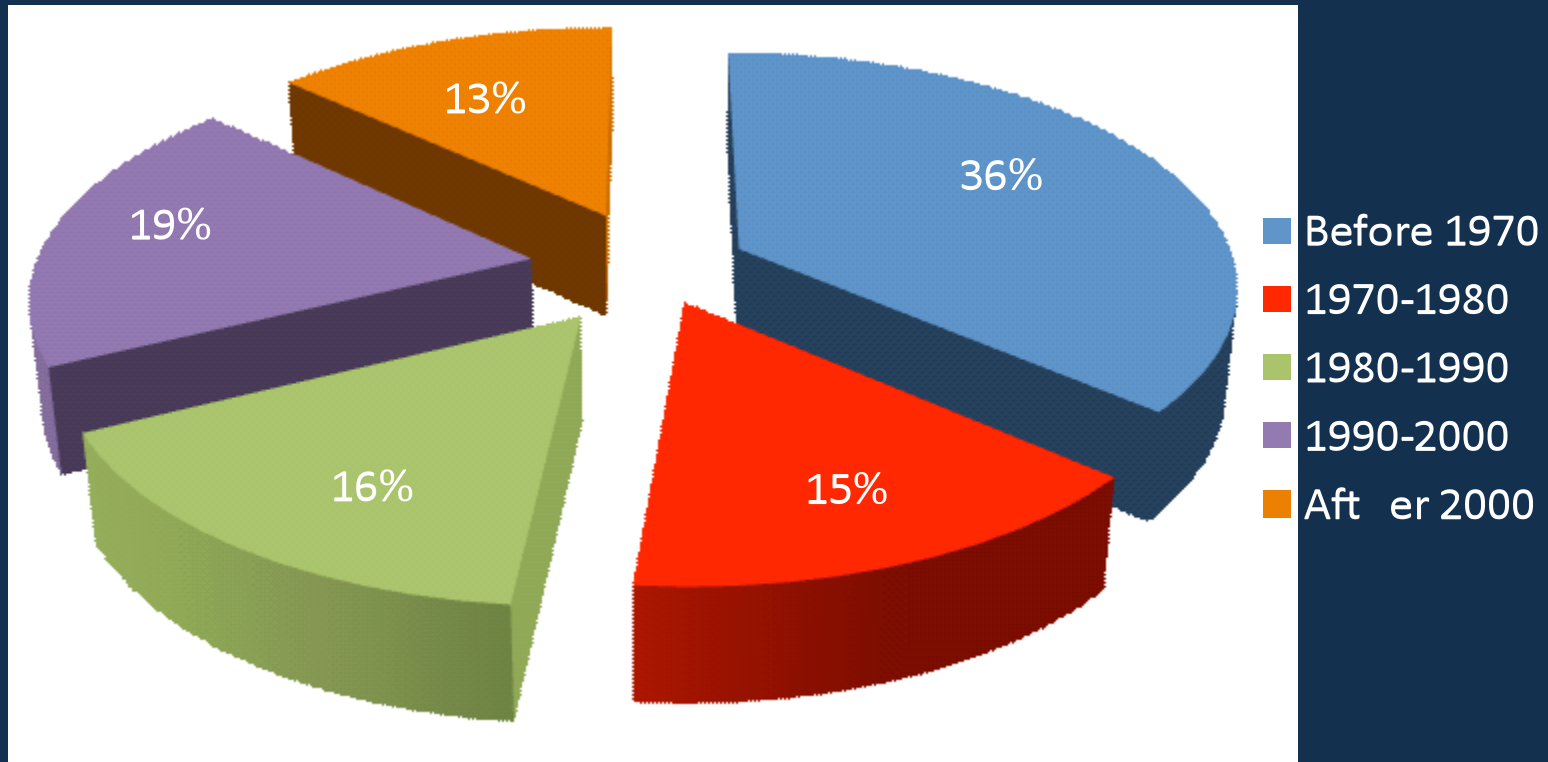
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Country of Birth



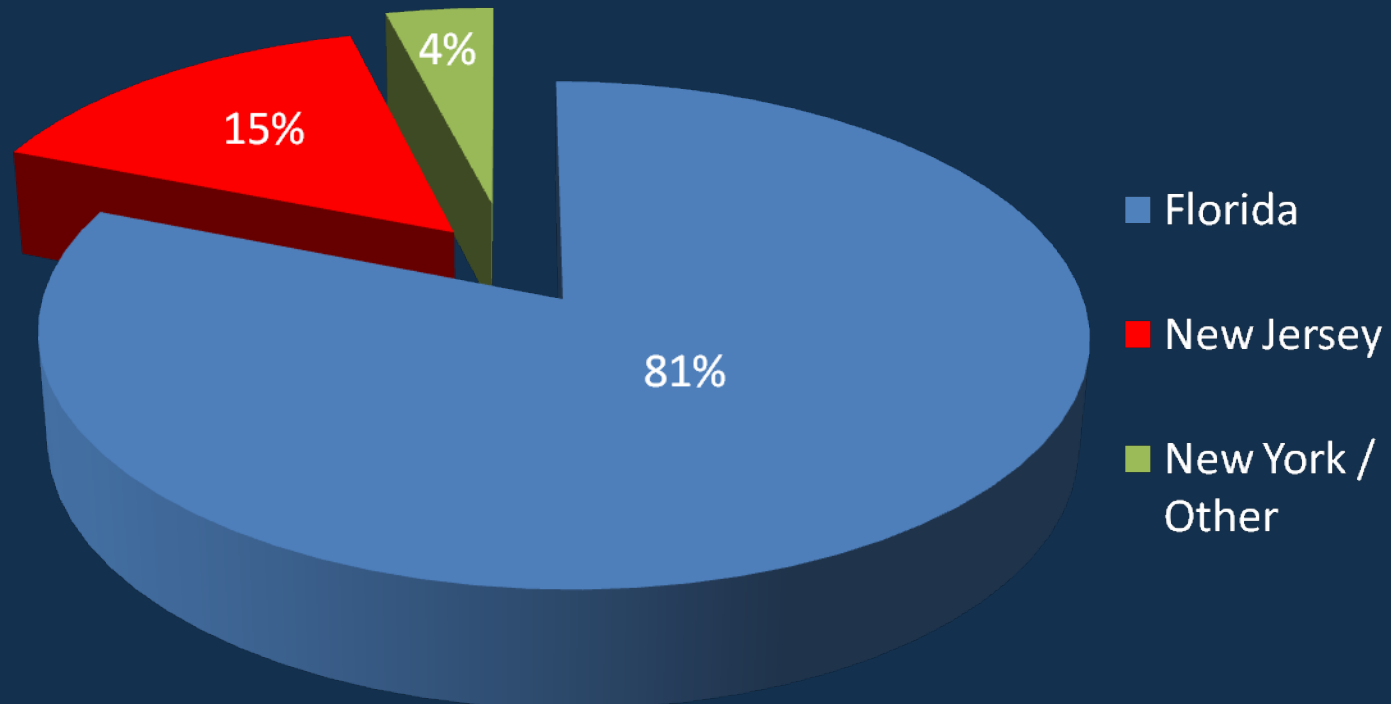
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Decade of Arrival to the United States



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State of Residency

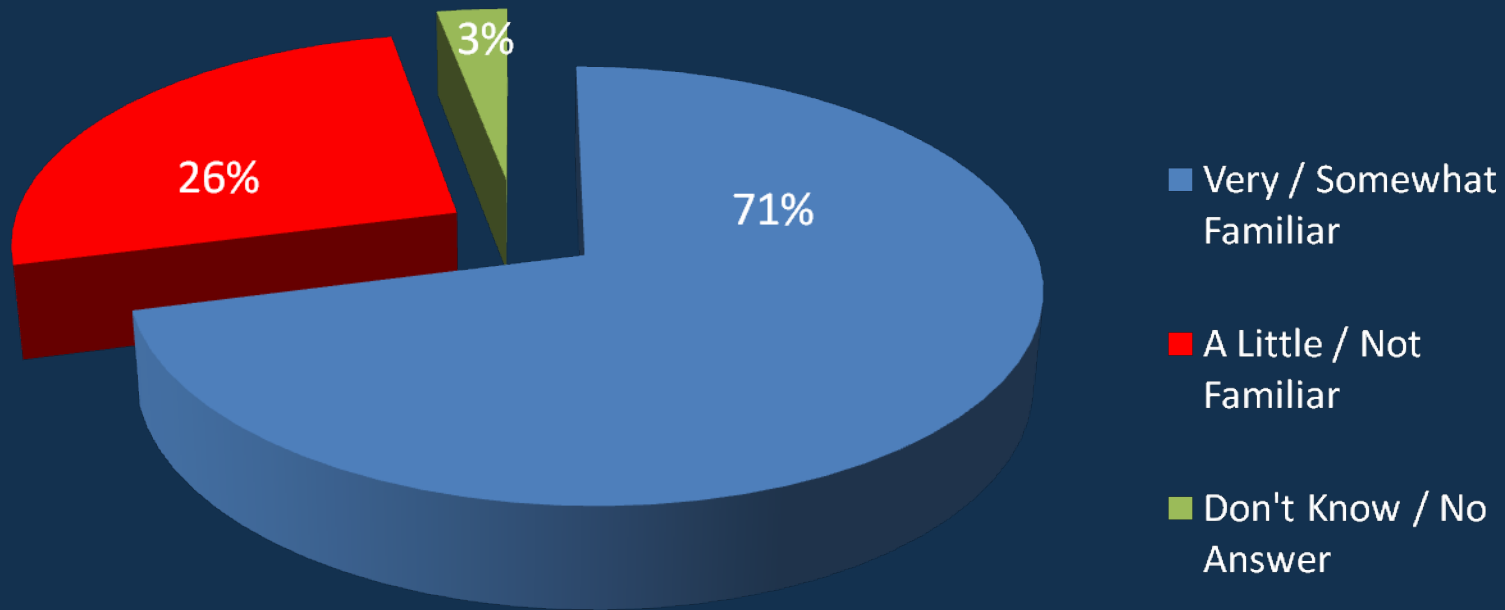


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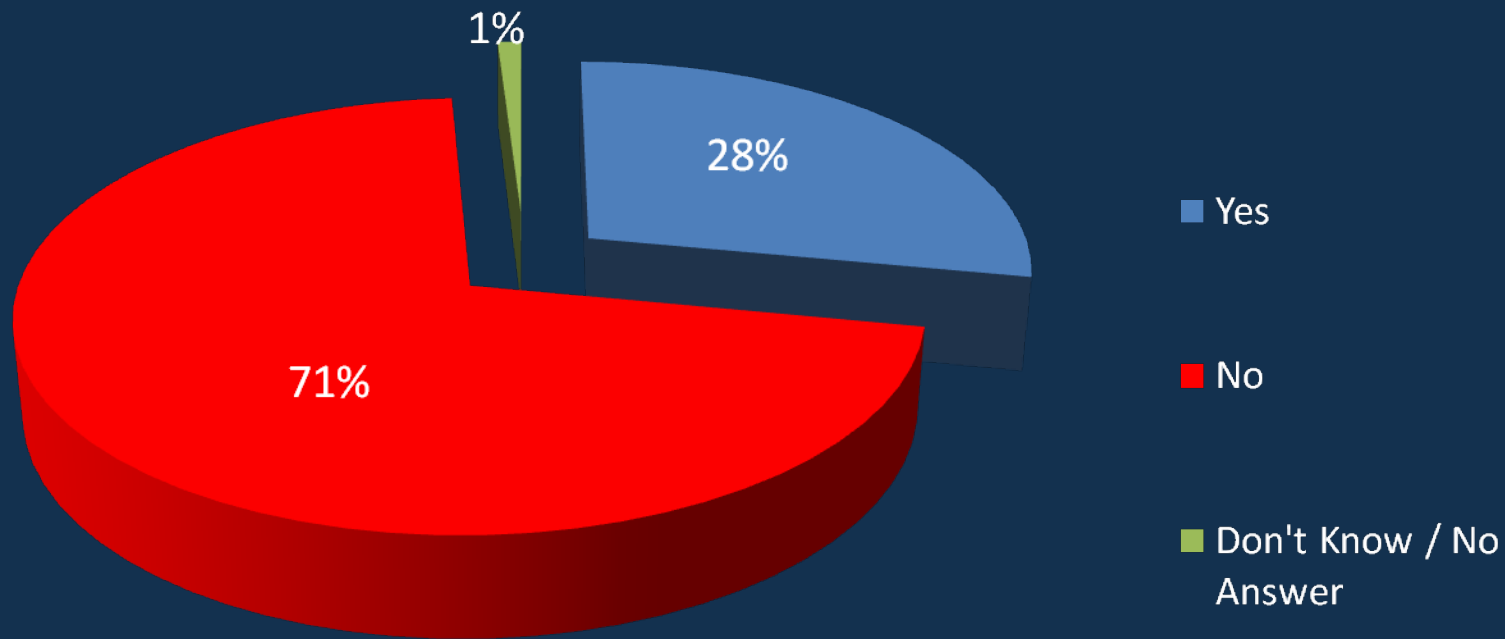
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How familiar are you with the “Peace Without Borders” concert that the Colombian singer, Juanes, is organizing in Havana?



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Have you ever purchased a Juanes CD?



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The Concert

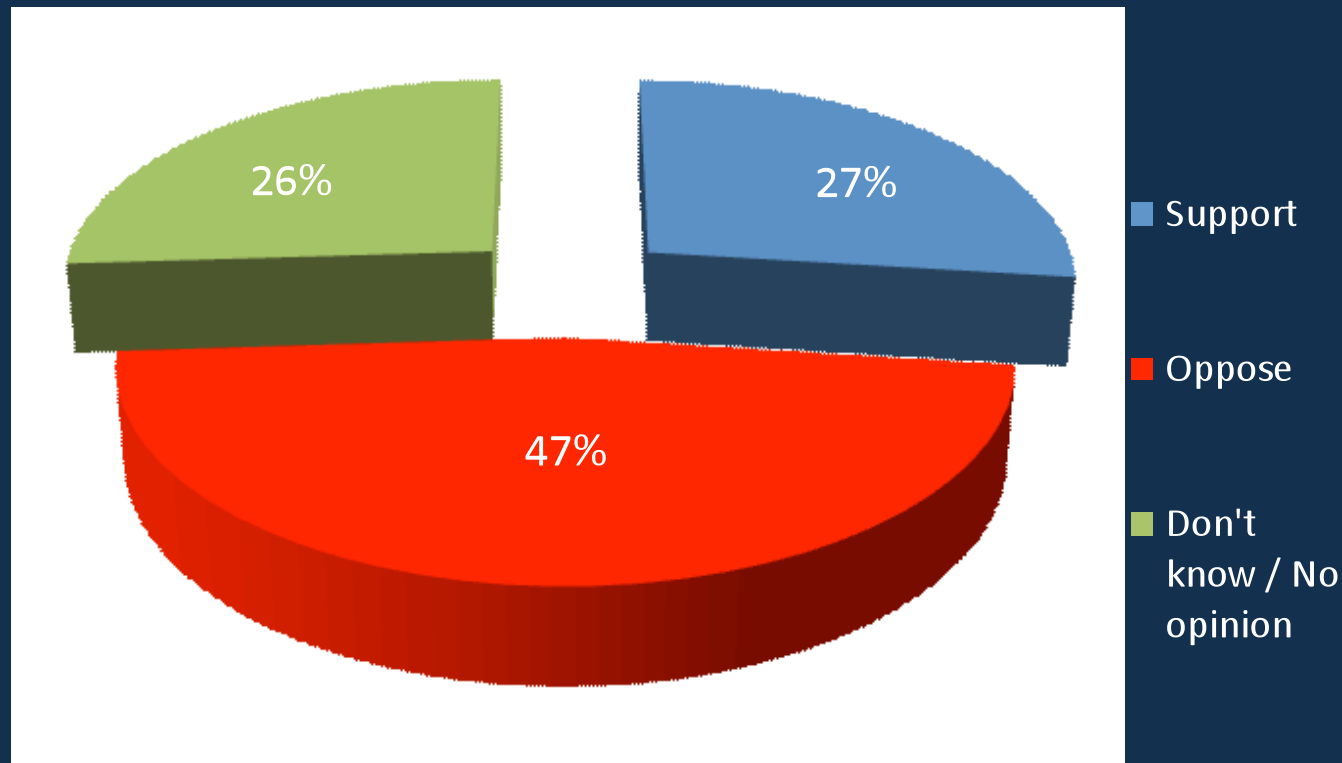


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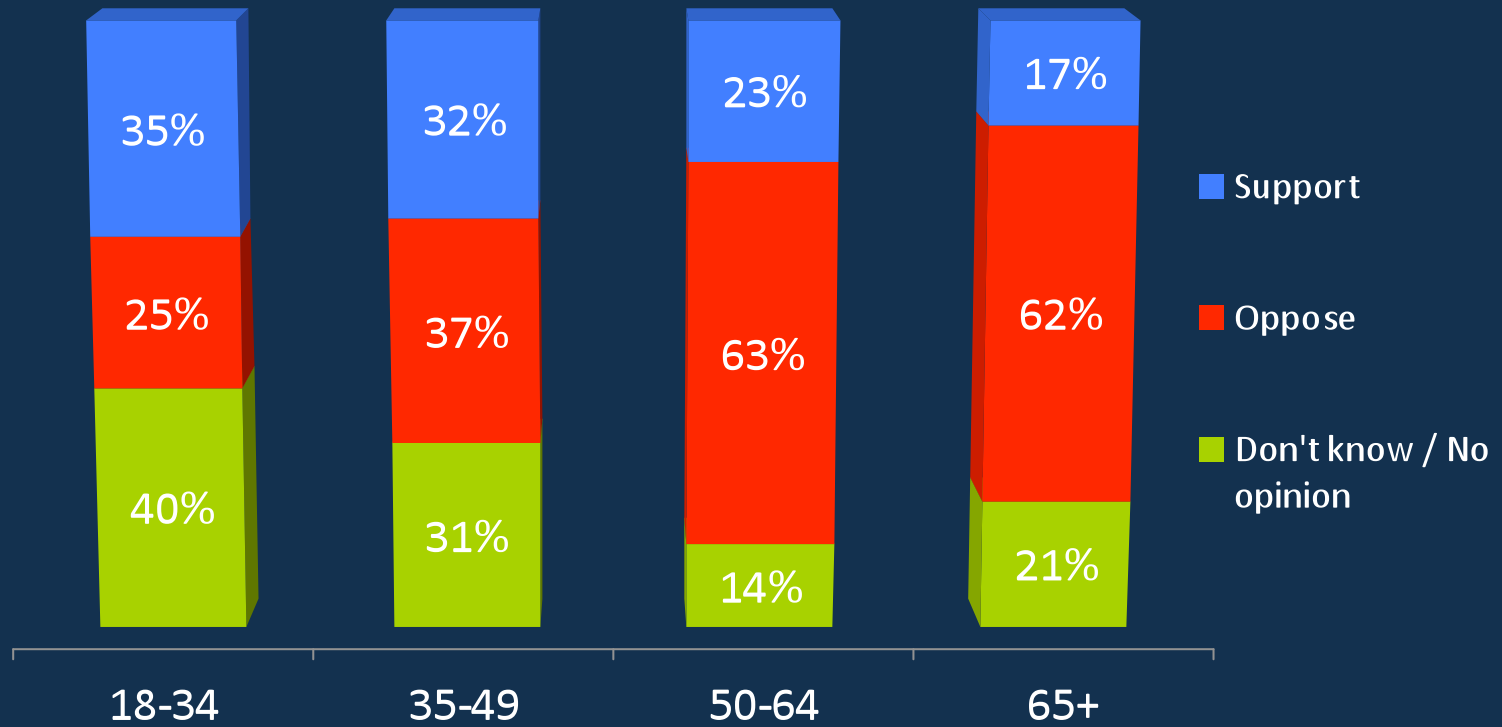
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Do you support or oppose the Juanes concert that will take place in Havana?



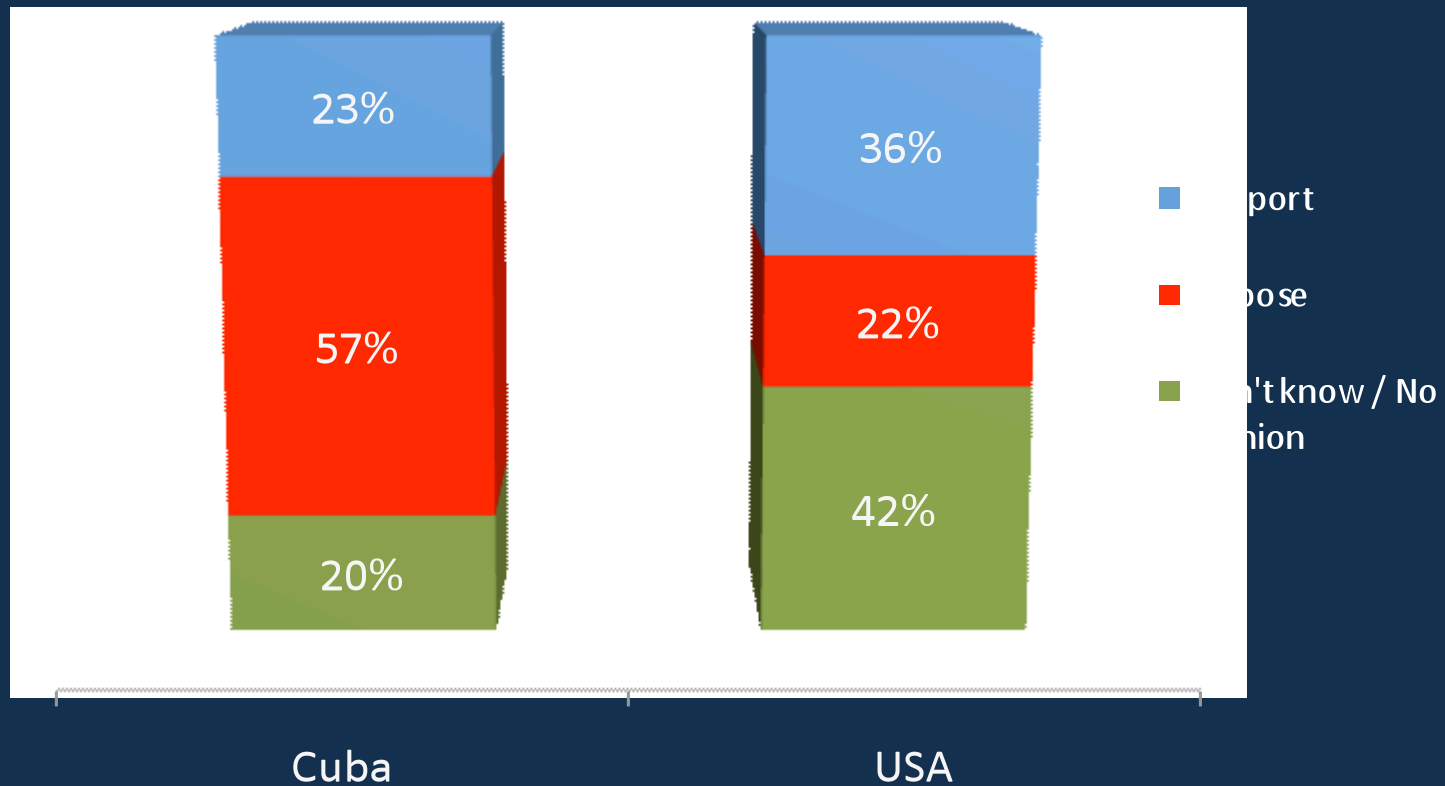
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Do you support or oppose the Juanes concert that will take place in Havana?
By Age



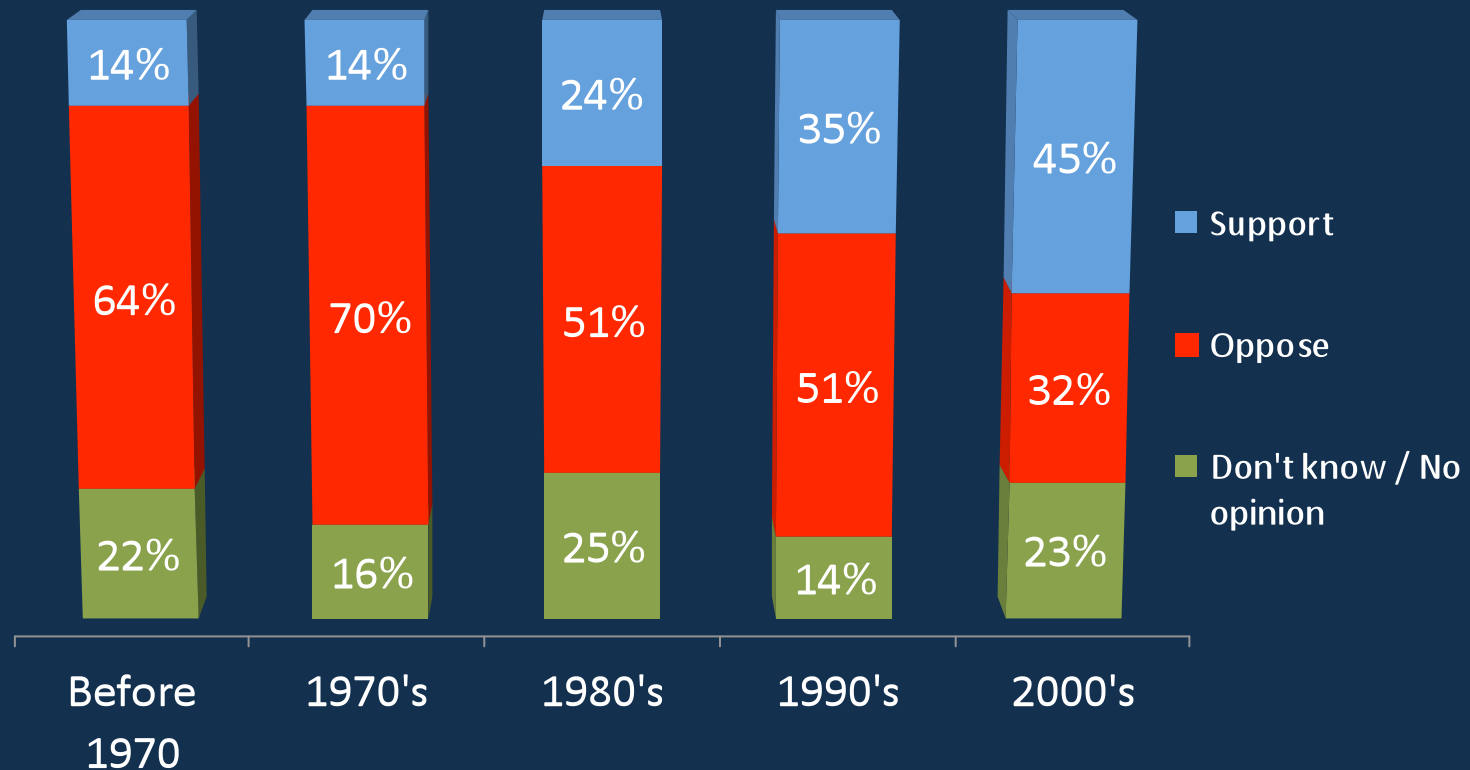
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Do you support or oppose the Juanes concert that will take place in Havana?
By Country of Birth



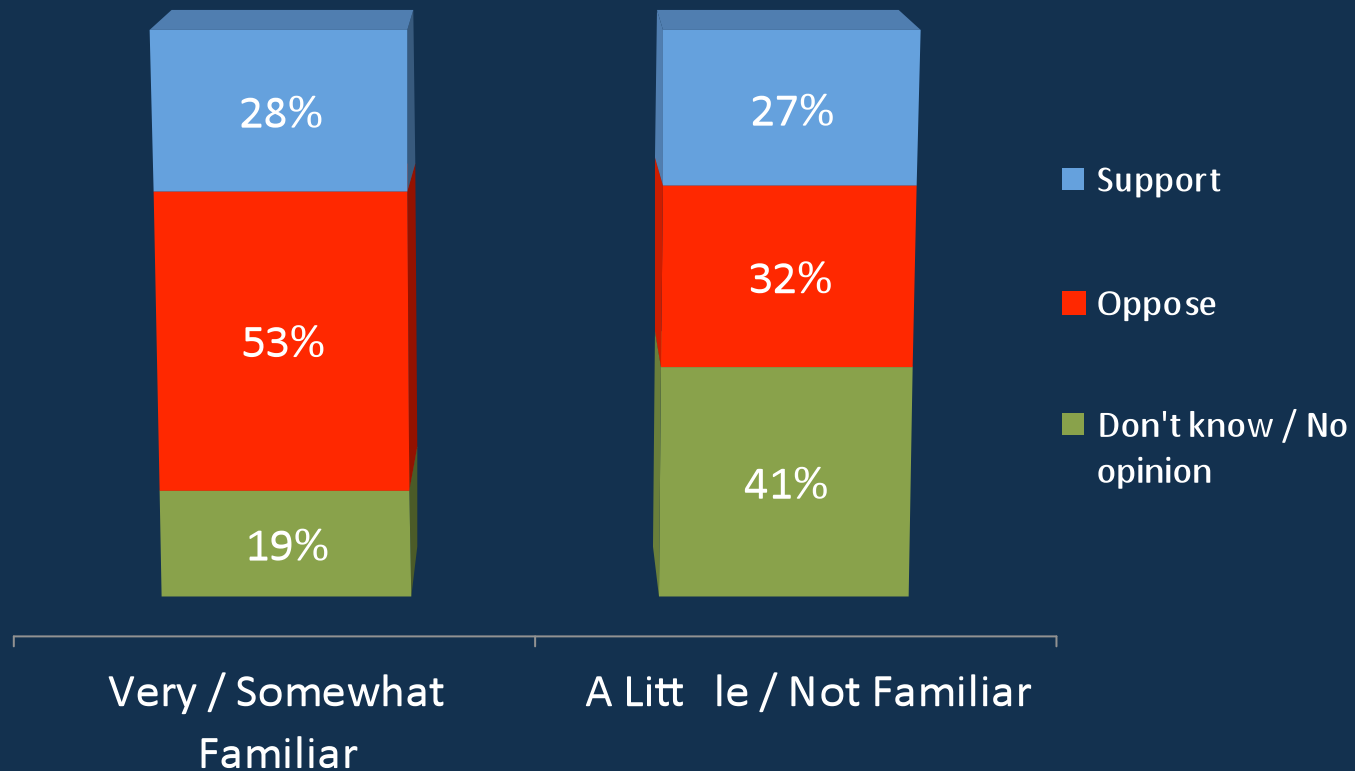
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Do you support or oppose the Juanes concert that will take place in Havana?
By Decade of Arrival



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Do you support or oppose the Juanes concert that will take place in Havana?
By Familiarity with Concert



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Why do you oppose Juanes' concert that will take place in Havana?
(47%)

1. You cannot ignore Cuban reality: human rights/political prisoners/lack of freedom/etc. (40%)
2. It helps Castro (25%)
3. Concert is politically motivated (10%)
4. Concert will not accomplish anything (10%)
5. Concert location: *Plaza de la Revolucion* (5%)
6. Disrespectful of Cuban exiles (5%)
7. Independent Cuban artists cannot perform (5%)

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Why do you support Juanes' concert that will take place in Havana?
(27%)

1. Cubans need some happiness/ music/
concerts/etc. (60%)
2. Concert is not political (20%)
3. Positives about Juanes as person/ artist/
musician (20%)

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Other Issues

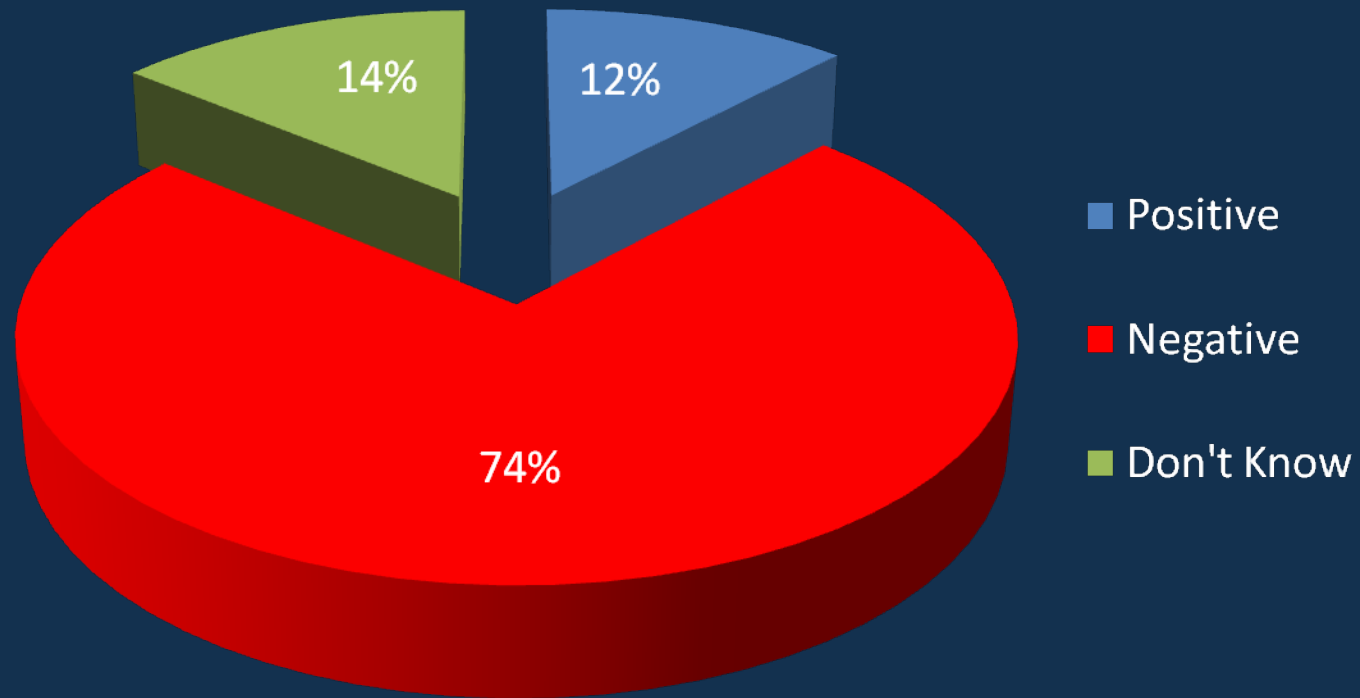


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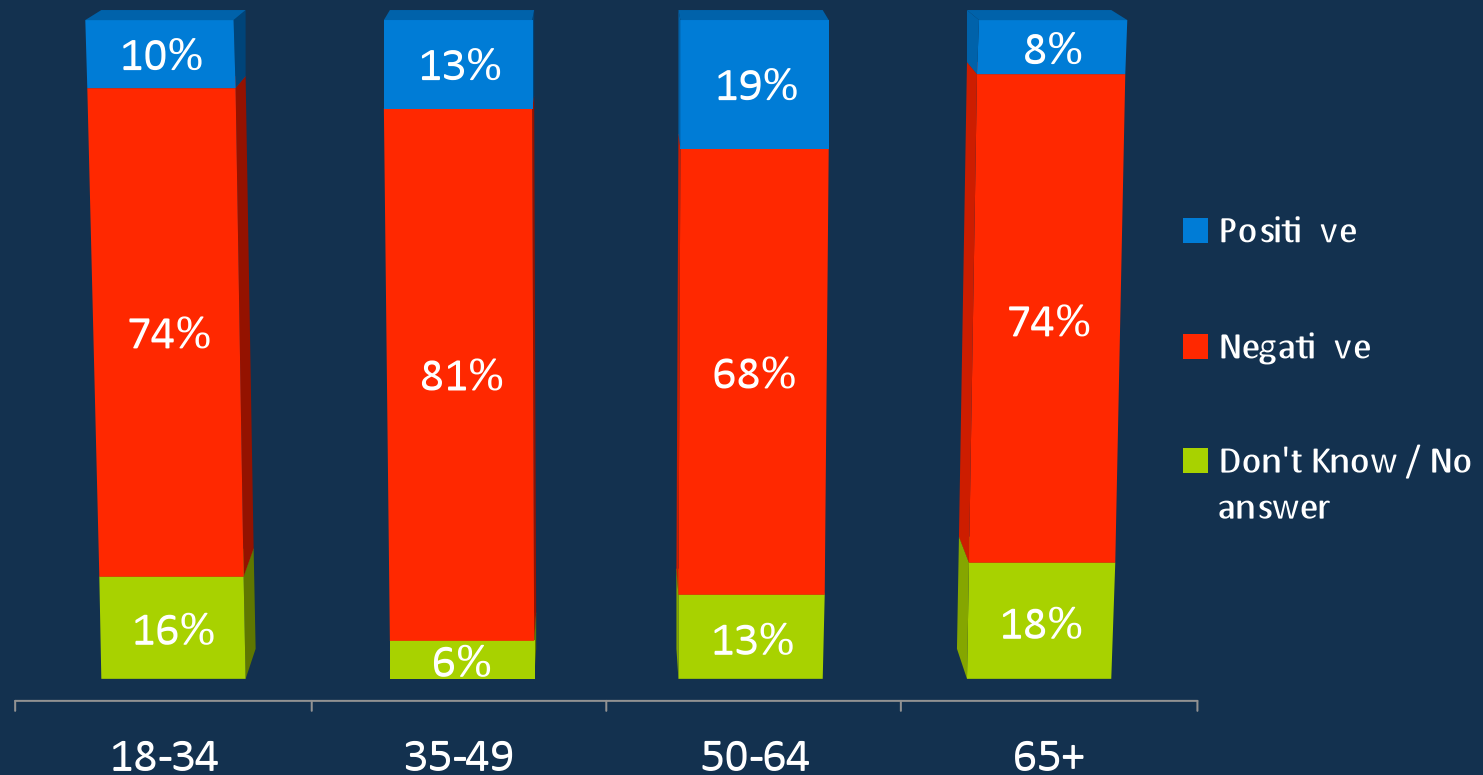
A couple of days ago on 8th Street in Miami, a Cuban exile group, *Vigilia Mambisa*, destroyed several of Juanes' CD's using a sledgehammer and burned a black shirt, which is emblematic of one of Juanes' most popular songs. Do you believe these types of actions have a positive or negative effect on the image of Cuban exiles in the United States?



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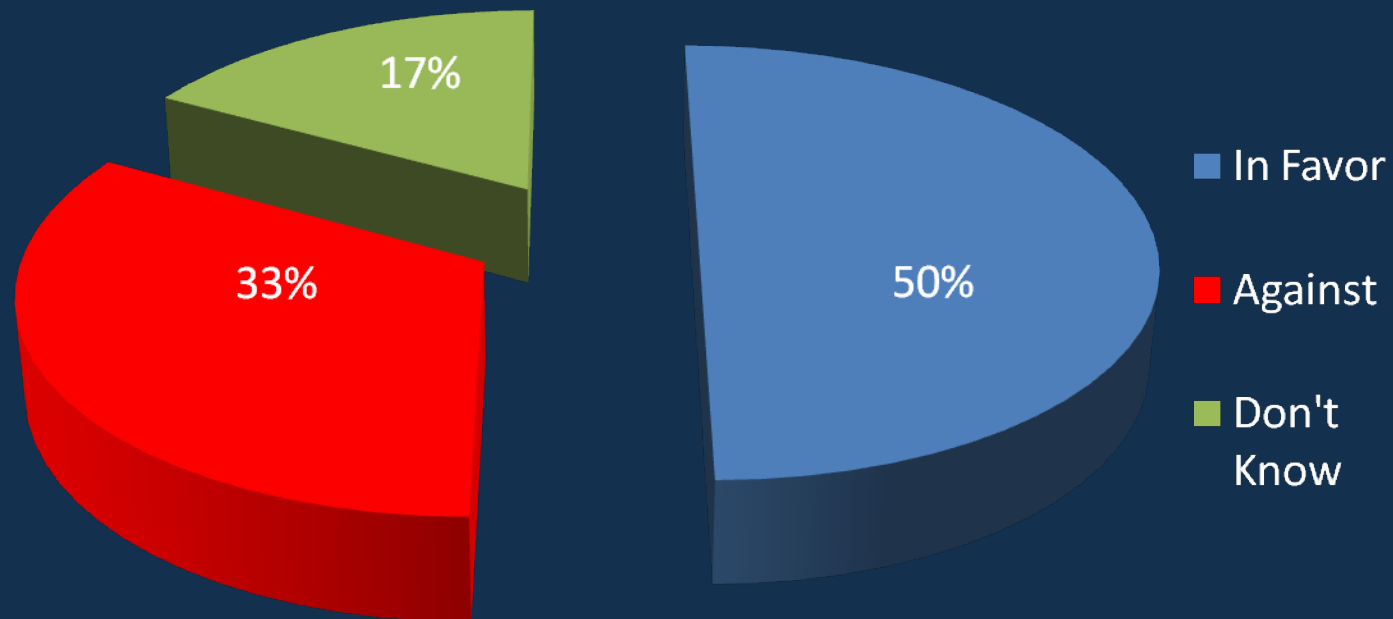
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By Age



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



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

By Age

