

Pandora's Box Is Open! Reaching the Cuban People on All Platforms

2017 National Survey of Cuba

Cuba Internet Freedom Conference
8 November 2017



**BENDIXEN
& AMANDI**
INTERNATIONAL
Research | Strategies | Media

Methodology

- Conducted February-March 2017, face-to-face in households
- National probability sample of 1,478 adults 18 or older, representative of 8.9 million Cubans
- Interviews allocated proportionate to adult population across all provinces and among municipios of different sizes
- An adult was randomly selected in 96% of the households where contact was attempted; 75% of selected respondents completed an interview
- Questions on foreign media seemed to cause more respondent anxiety than did political questions in our 2015 survey
- Access to and use of foreign media were likely underreported.

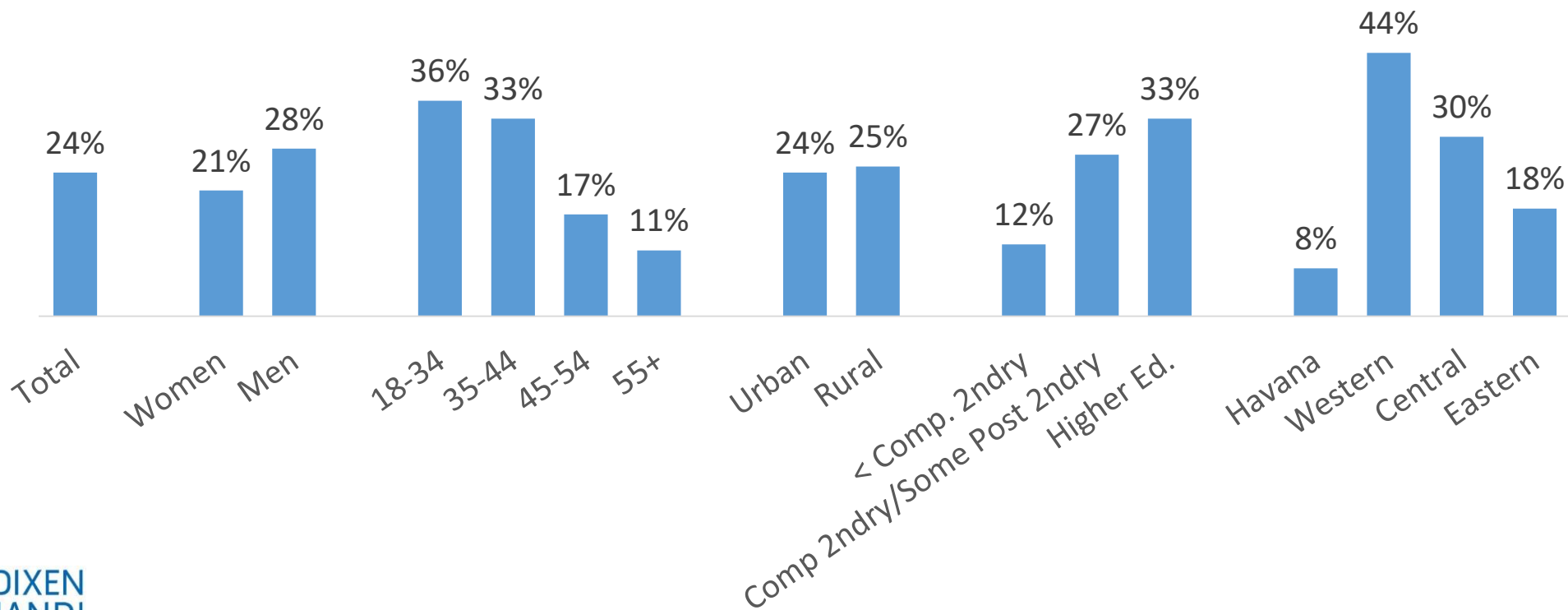


Online Access to Information: Internet, Mobile, Social Media & Tools

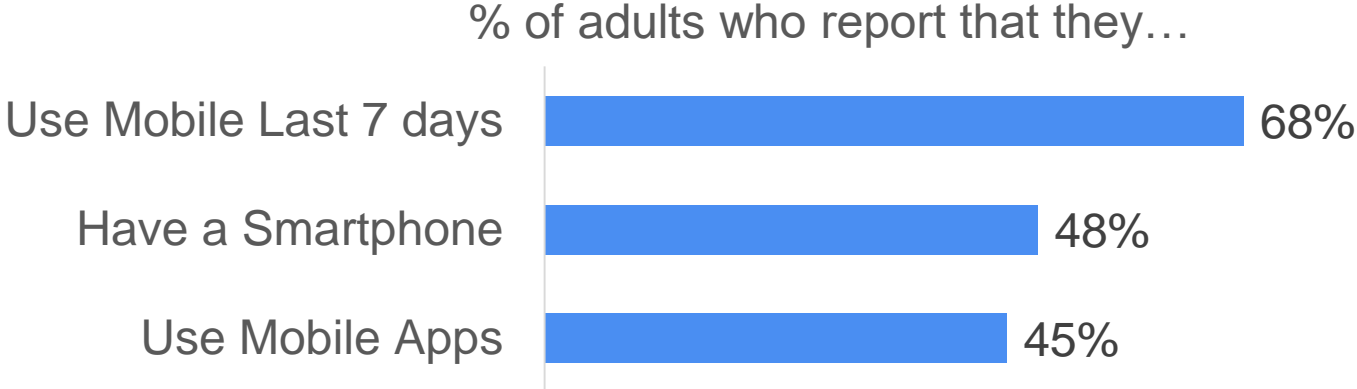


One in Four Cubans Access Web Weekly

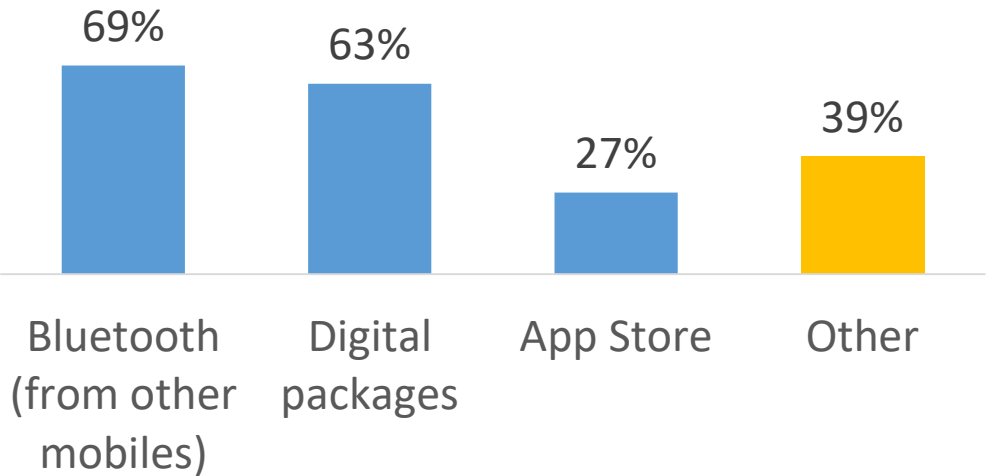
Weekly use of Internet (web) by Demographics, region
% of each group using internet past 7 days and visiting websites



Half of Cubans Say They Use a Smartphone



How do Users Get Mobile Apps?



Use of Selected Apps, Web Content

Selected Apps

Use among past-week mobile or web site uses or those who have ever used a mobile app (n=1,020)

	Weekly Reach
Zapya	63.9%
Facebook	57.5%
IMO	56.5%
YouTube	30.1%
WhatsApp	26.0%
Twitter	11.3%

Selected Websites

Use among those who ever use mobile apps, have smartphone or used Internet past 12 months (n=840)

	Weekly Reach
Cubadebate	20.1%
Martí	9.4%
El Nuevo Herald	8.5%
CubaNet	6.2%
14ymedio	5.1%



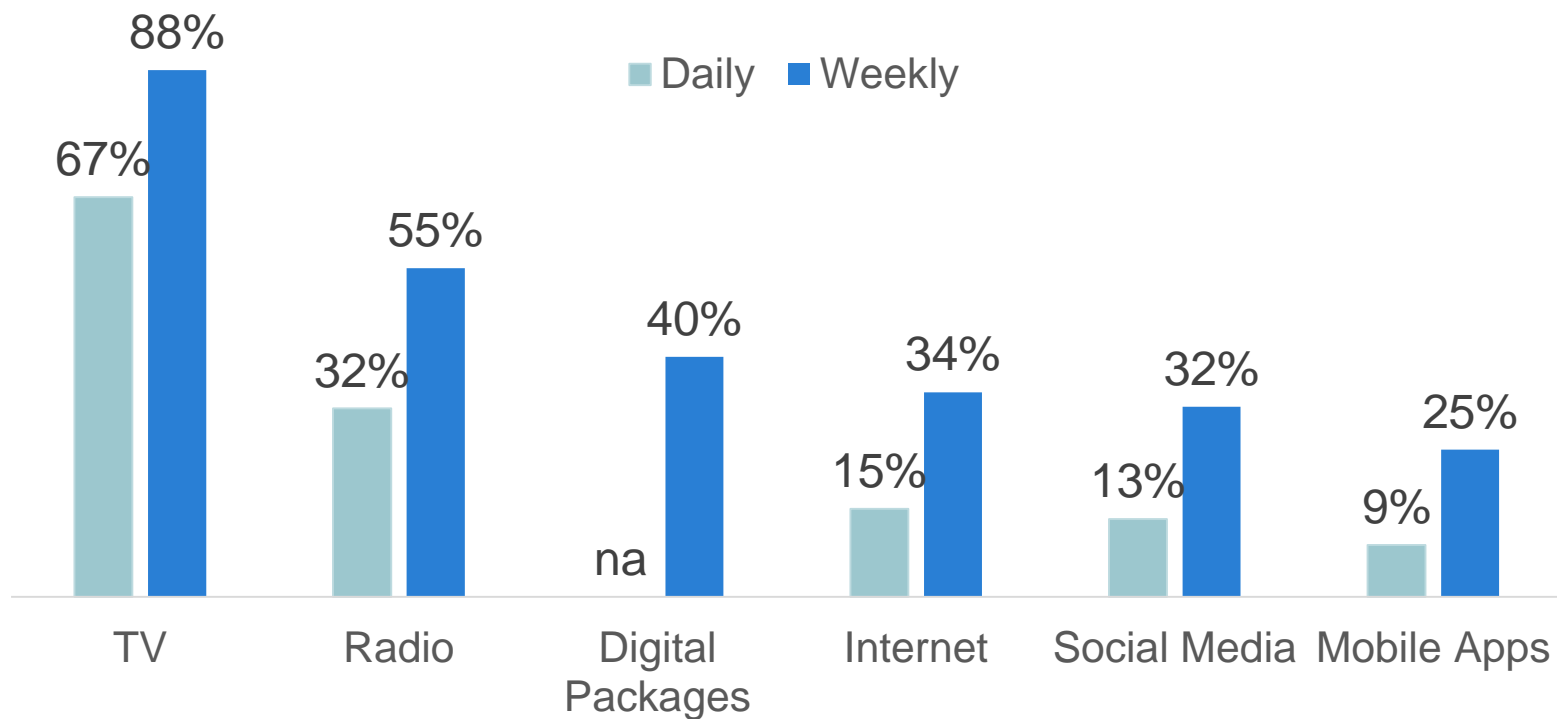
Overcoming Online Obstacles: Offline Digital Media in Cuba's Media/News Environment



Paquetes – Cubans' Offline Digital Medium

Daily/Weekly Use of Various Media Platforms for News

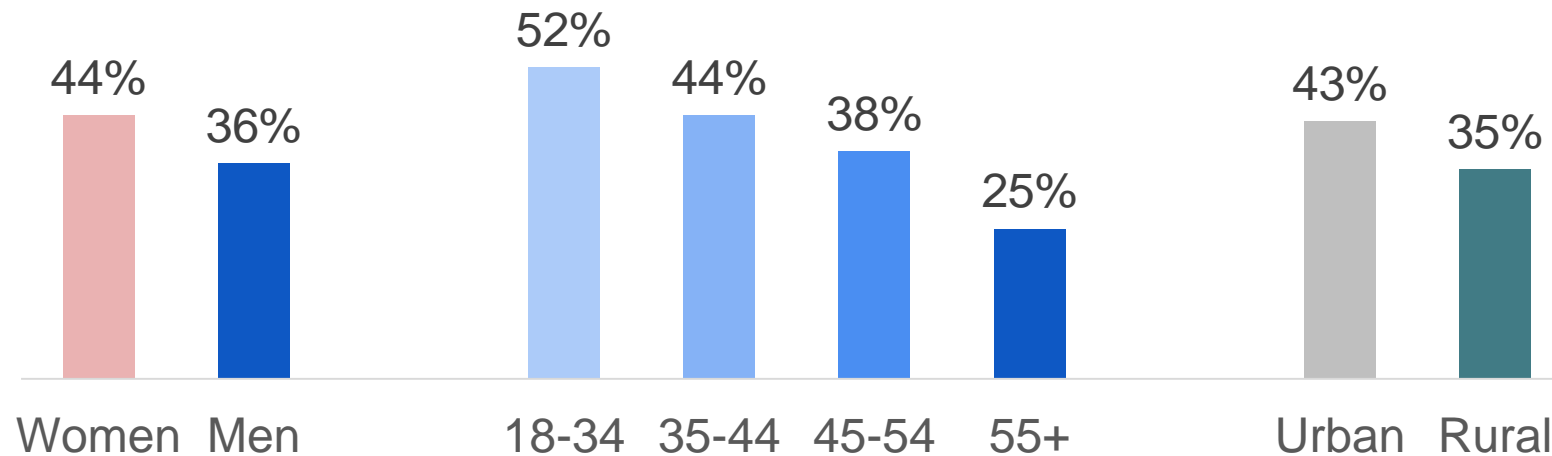
% of adults using media platform



Paquetes Widely Used for News Across Groups

Weekly Use of Digital Packages for News by Groups

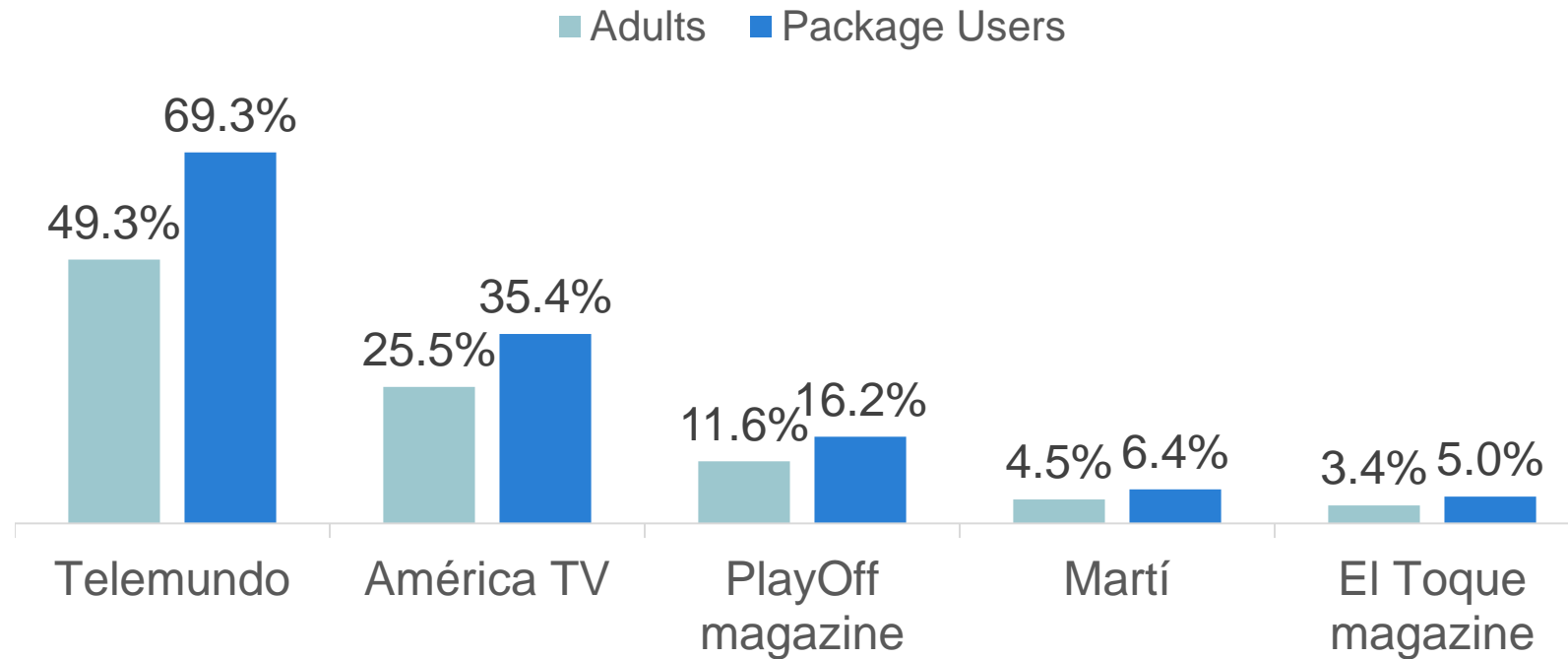
% of adults in each group using *paquetes* for news



Half of Cubans Use Foreign Content on *Paquetes*

Weekly Reach of Selected Media on Digital Packages

% of adults and package users seeing content from each outlet

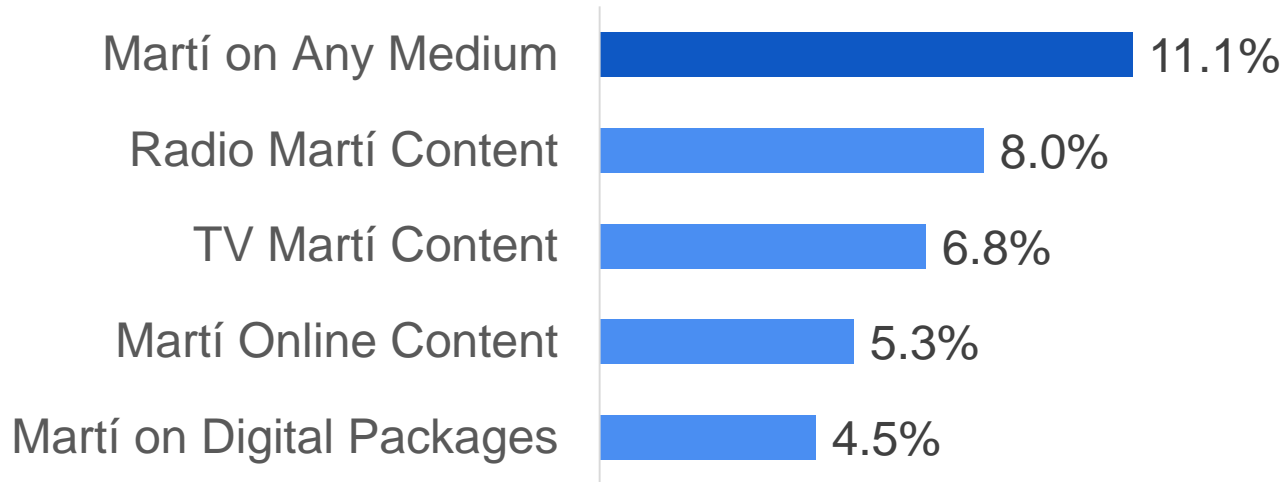


Martí's Use of Multimedia Strategy to Reach and Serve Audiences in Cuba

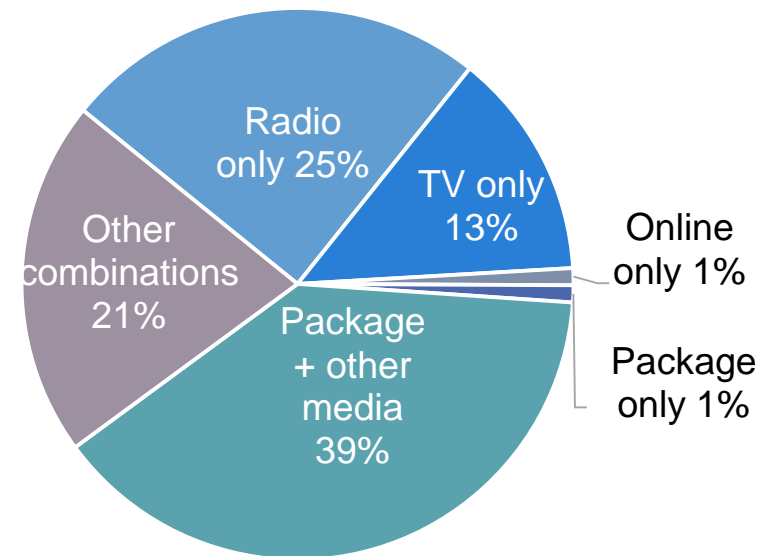


Multiplatform Strategy Delivers Martí Content to Cubans

% of adults reporting use of Martí content in the past 7 days, total and by Media Platform

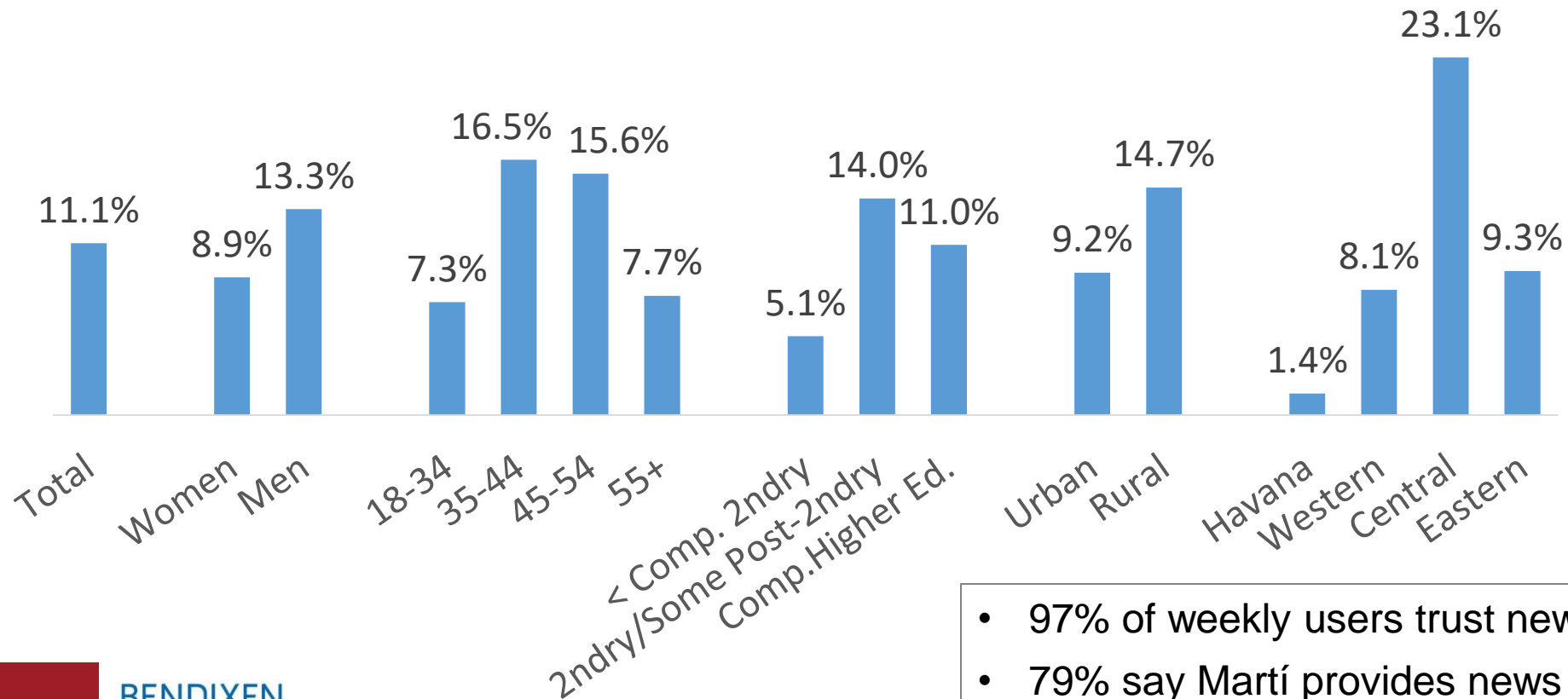


Overlap of Media the Weekly Audience Uses to Access Martí



Users and Their Perceptions of Martí

Weekly Martí Users as % of Adults by Group and Region



- 97% of weekly users trust news from Martí
- 79% say Martí provides news not available elsewhere
- 75% say Martí helps them form their own opinions on important issues

