


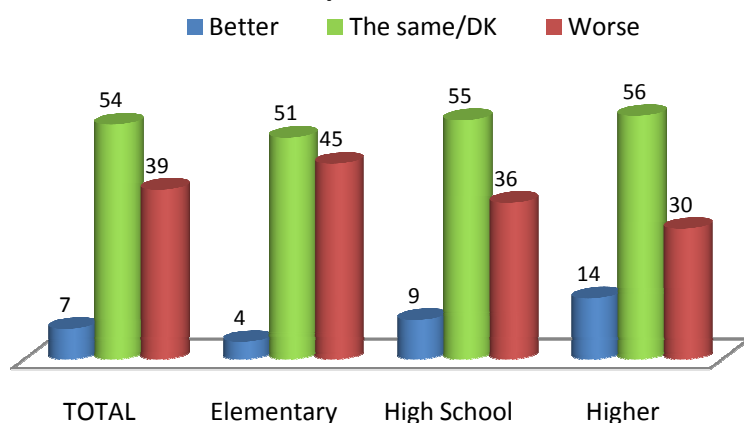
GUATEMALA

<p>Public Opinion Survey Guatemala</p> <p>-June, 2010-</p>	Technical Data		<p><i>Consultoría Interdisciplinaria en Desarrollo S.A. CID/Gallup</i></p> 
	Date of field work:	Between June 7 and 17, 2010.	
	Interview type:	Personal, one per household.	
	Interviews:	1,209 people.	
	Margin of error:	±3 points for total results, with 95% confidence level.	
	Informant:	1,209 people.	
Sample type:	Random, representative of the country's adult population.		
Geographic area:	Nationwide (excluding Petén)		

Opinion of Ricky Martin declines after released statements **Thirty-nine percent now report having a “worse” opinion of him as a person.**

Today Guatemalans have a less positive image of Ricky Martin compared to the one they had previous to his remarks about his sexual preference. This was concluded after addressing 1,209 people with the following question: *“Ricky Martin has publicly declared that he is homosexual. Would you say your opinion of him as a person is better, the same or worse?”* In general, today two out of every four informants say they have a “worse” opinion of the artist and only seven percent say they now have a “better” image of him. The singer’s image was significantly damaged outside of the Capital City, as well as among respondents with a lower level of education. Some changes can also be seen according to the informant’s religion. Evangelists are the ones who criticize Martin’s statements the most.

Image of Ricky Martin is worse now than it was previous to his statements about his sexual preference



Source: Those who answer "do not know" are added to "the same".

have college studies and reside in Guatemala City.

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Despite this, a little over more than half of participants say the image they have of Ricky Martin remains the same. People who have responded this way tend to