### Methodology

<table>
<thead>
<tr>
<th>Sample</th>
<th>400 Cuban American adults living in the United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates of Interviews</td>
<td>March 20 – 25, 2015</td>
</tr>
<tr>
<td>Languages of Interviews</td>
<td>English, Spanish</td>
</tr>
<tr>
<td>Margin of Error</td>
<td>+/- 4.9 percentage points</td>
</tr>
</tbody>
</table>
Change in United States - Cuba Policy
Summary of President Obama’s Announcement

On December 17th, 2014, President Barack Obama announced that the United States would begin to normalize relations with Cuba for the first time since 1961.

Normalizing relations with Cuba would mean:

- re-establishing an embassy in Havana;
- carrying out high-level exchanges and visits between the two governments;
- working with Cuba on issues like drug trafficking, environmental protection and human trafficking; easing travel restrictions;
- allowing greater banking ties;
- raising the level of remittances allowed to be sent to Cuban nationals; and
- allowing American travelers to import goods from Cuba.
Do you agree or disagree with President Obama’s announcement to begin normalizing relations with Cuba?

- Agree: 40%
- Disagree: 9%
- Don’t know/No answer: 51%
Do you agree or disagree with President Obama’s announcement to begin normalizing relations with Cuba?

*By Country of Birth*

- **Born in Cuba**
  - 45% Agree
  - 46% Disagree
  - 8% Don’t know/No answer

- **Born in the U.S.**
  - 66% Agree
  - 22% Disagree
  - 12% Don’t know/No answer
Do you agree or disagree with President Obama’s announcement to begin normalizing relations with Cuba?

*By Decade of Arrival (Among Cuban Americans born in Cuba)*

![Bar chart showing the percentage of agreement and disagreement by decade of arrival. Before 1980: Agree 32%, Disagree 60%, Don't know/No answer 8%. After 1980: Agree 56%, Disagree 35%, Don't know/No answer 8%.]
Do you agree or disagree with President Obama’s announcement to begin normalizing relations with Cuba?

*By Age*

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Agree</th>
<th>Disagree</th>
<th>Don't know/No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 29</td>
<td>69%</td>
<td>20%</td>
<td>11%</td>
</tr>
<tr>
<td>30 to 49</td>
<td>60%</td>
<td>32%</td>
<td>8%</td>
</tr>
<tr>
<td>50 to 64</td>
<td>47%</td>
<td>45%</td>
<td>8%</td>
</tr>
<tr>
<td>65+</td>
<td>38%</td>
<td>54%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Do you agree or disagree with President Obama’s announcement to begin normalizing relations with Cuba?

*By State of Residence*

- **Living in Florida**
  - Agree: 41%
  - Disagree: 49%
  - Don't know/No answer: 10%

- **Living in the rest of U.S.**
  - Agree: 69%
  - Disagree: 23%
  - Don't know/No answer: 8%
Do you agree or disagree with President Obama’s announcement to begin normalizing relations with Cuba?

**2014 vs. 2015**

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
<th>Don't know/No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>48%</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>8%</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>
Do you favor or oppose easing restrictions on travel between the United States and Cuba?

- Favor: 35%
- Oppose: 9%
- Don't know/No answer: 56%
Do you favor or oppose easing restrictions on travel between the United States and Cuba?

By Country of Birth

- Born in Cuba:
  - Favor: 51%
  - Oppose: 39%
  - Don't know/No answer: 10%

- Born in the U.S.:
  - Favor: 69%
  - Oppose: 21%
  - Don’t know/No answer: 10%
Do you favor or oppose easing restrictions on travel between the United States and Cuba?

By Decade of Arrival (Among Cuban Americans born in Cuba)

Before 1980

- Favor: 43%
- Oppose: 49%
- Don't know/No answer: 8%

After 1980

- Favor: 58%
- Oppose: 32%
- Don't know/No answer: 10%
Do you favor or oppose easing restrictions on travel between the United States and Cuba?

*By State of Residence*

- **Living in Florida**
  - Favor: 46%
  - Oppose: 43%
  - Don't know/No answer: 11%

- **Living in the rest of U.S.**
  - Favor: 74%
  - Oppose: 18%
  - Don't know/No answer: 8%
Do you favor or oppose easing restrictions on travel between the United States and Cuba?

2014 vs. 2015

- Favor: 47% (Dec-14) vs. 56% (Mar-15)
- Oppose: 39% (Dec-14) vs. 35% (Mar-15)
- Don't know/No answer: 14% (Dec-14) vs. 9% (Mar-15)
Do you plan on traveling to Cuba in the near future?
Do **you** plan on traveling to Cuba in the near future?

*By Country of Birth*

- **Born in Cuba**
  - Yes: 17%
  - No: 75%
  - Don’t know/No answer: 8%

- **Born in the U.S.**
  - Yes: 40%
  - No: 45%
  - Don’t know/No answer: 15%
Do **you** plan on traveling to Cuba in the near future?

*By Age*

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Yes</th>
<th>No</th>
<th>Don't know/No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 29</td>
<td>49%</td>
<td>36%</td>
<td>15%</td>
</tr>
<tr>
<td>30 to 49</td>
<td>25%</td>
<td>61%</td>
<td>14%</td>
</tr>
<tr>
<td>50 to 64</td>
<td>19%</td>
<td>72%</td>
<td>9%</td>
</tr>
<tr>
<td>65+</td>
<td>14%</td>
<td>83%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Do you think that the U.S. embargo on Cuba should continue or should not continue?

- Should continue: 47%
- Should not continue: 36%
- Don't know/No answer: 17%
Do you think that the U.S. embargo on Cuba should continue or should not continue?

*By Country of Birth*

- Born in Cuba:
  - Should continue: 41%
  - Should not continue: 43%
  - Don’t know/No answer: 16%

- Born in the U.S.:
  - Should continue: 23%
  - Should not continue: 60%
  - Don’t know/No answer: 17%
Do you think that the U.S. embargo on Cuba should continue or should not continue?

*By Decade of Arrival (Among Cuban Americans born in Cuba)*

**Before 1980**
- Should continue: 50%
- Should not continue: 35%
- Don't know/No answer: 15%

**After 1980**
- Should continue: 35%
- Should not continue: 49%
- Don't know/No answer: 16%
Do you think that the U.S. embargo on Cuba should continue or should not continue?

*By Age*

- **18 to 29**
  - Should continue: 26%
  - Should not continue: 51%
  - Don't know/No answer: 23%

- **30 to 49**
  - Should continue: 28%
  - Should not continue: 56%
  - Don't know/No answer: 15%

- **50 to 64**
  - Should continue: 40%
  - Should not continue: 48%
  - Don't know/No answer: 12%

- **65+**
  - Should continue: 45%
  - Should not continue: 36%
  - Don't know/No answer: 19%
Do you think that the U.S. embargo on Cuba should continue or should not continue?

**2014 vs. 2015**

<table>
<thead>
<tr>
<th></th>
<th>Dec-14</th>
<th>Mar-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Should continue</td>
<td>40%</td>
<td>36%</td>
</tr>
<tr>
<td>Should not continue</td>
<td>44%</td>
<td>47%</td>
</tr>
<tr>
<td>Don't know/No answer</td>
<td>16%</td>
<td>17%</td>
</tr>
</tbody>
</table>
Barack Obama

2014 vs. 2015

- Favorable: 41% (Dec-14), 43% (Mar-15)
- Unfavorable: 56% (Dec-14), 55% (Mar-15)
- Don't know/No answer: 3% (Dec-14), 2% (Mar-15)
Barack Obama

By Voter Registration Status

Registered voters
- Favorable: 44%
- Unfavorable: 55%
- Don't know/No answer: 1%

Non voters
- Favorable: 40%
- Unfavorable: 55%
- Don't know/No answer: 5%
Barack Obama

By Country of Birth

<table>
<thead>
<tr>
<th>Country</th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>Don't know/No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>52%</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>Cuba</td>
<td>40%</td>
<td>57%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Barack Obama

*By Decade of Arrival*

- **Before 1980**
  - Favorable: 31%
  - Unfavorable: 69%
- **After 1980**
  - Favorable: 47%
  - Unfavorable: 49%
  - Don't know/No answer: 4%
Barack Obama

By Political Party Affiliation

- Democratic: 78% Favorable, 21% Unfavorable, 1% Don't know/No answer
- Republican: 15% Favorable, 84% Unfavorable, 1% Don't know/No answer
- Independent: 54% Favorable, 46% Unfavorable, 1% Don't know/No answer
Barack Obama

By Age

- 18-29: 57% Favorable, 41% Unfavorable, 2% Don't know/No answer
- 30-49: 46% Favorable, 51% Unfavorable, 3% Don't know/No answer
- 50-64: 40% Favorable, 59% Unfavorable, 1% Don't know/No answer
- 65+: 37% Favorable, 62% Unfavorable, 1% Don't know/No answer
Barack Obama

*By Opinion on Normalization*

- Agree: 64% Favorable, 35% Unfavorable, 1% Don't know/No answer
- Disagree: 19% Favorable, 80% Unfavorable, 1% Don't know/No answer
- Undecided: 33% Favorable, 50% Unfavorable, 17% Don't know/No answer
Barack Obama

By Opinion of the Embargo

- Shouldn't Continue: 62% Favorable, 38% Unfavorable
- Should Continue: 20% Favorable, 80% Unfavorable
- Undecided: 40% Favorable, 48% Unfavorable, 12% Don't know/No answer
Barack Obama

By Region

Florida:
- Favorable: 37%
- Unfavorable: 62%
- Don't know/No answer: 1%

Rest of the U.S.:
- Favorable: 55%
- Unfavorable: 42%
- Don't know/No answer: 3%
Barack Obama

By Political Ideology

<table>
<thead>
<tr>
<th>Ideology</th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>Don't know/No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal</td>
<td>71%</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>Moderate</td>
<td>50%</td>
<td>48%</td>
<td>2%</td>
</tr>
<tr>
<td>Conservative</td>
<td>27%</td>
<td>73%</td>
<td></td>
</tr>
</tbody>
</table>
Barack Obama

By Language of Interview

- **English**
  - Favorable: 51%
  - Unfavorable: 47%
  - Don't know/No answer: 2%

- **Spanish**
  - Favorable: 38%
  - Unfavorable: 60%
  - Don't know/No answer: 2%
Hillary Clinton

- Favorable: 46%
- Unfavorable: 48%
- Don't know/No answer: 6%
Hillary Clinton

By Voter Registration Status

Registered voters
- 48% Favorable
- 45% Unfavorable
- 7% Don't know/No answer

Non-voters
- 46% Favorable
- 48% Unfavorable
- 6% Don't know/No answer
Hillary Clinton

*By Country of Birth*

- **U.S.**
  - Favorable: 62%
  - Unfavorable: 38%

- **Cuba**
  - Favorable: 43%
  - Unfavorable: 49%
  - Don't know/No answer: 8%
Hillary Clinton

By Decade of Arrival

Before 1980
- Favorable: 32%
- Unfavorable: 57%
- Don't know/No answer: 11%

After 1980
- Favorable: 50%
- Unfavorable: 42%
- Don't know/No answer: 8%
Hillary Clinton

By Political Party Affiliation

Democratic
- Favorable: 84%
- Unfavorable: 10%
- Don't know/No answer: 6%

Republican
- Favorable: 19%
- Unfavorable: 75%
- Don't know/No answer: 6%

Independent
- Favorable: 64%
- Unfavorable: 24%
- Don't know/No answer: 12%
Hillary Clinton

By Gender

- **Female**
  - Favorable: 47%
  - Unfavorable: 44%
  - Don't know/No answer: 9%

- **Male**
  - Favorable: 48%
  - Unfavorable: 47%
  - Don't know/No answer: 5%
Hillary Clinton

By Region

- Rest of the U.S:
  - Favorable: 60%
  - Unfavorable: 34%
  - Don't know/No answer: 6%

- Florida:
  - Favorable: 41%
  - Unfavorable: 52%
  - Don't know/No answer: 7%
Hillary Clinton
By Political Ideology

<table>
<thead>
<tr>
<th>Ideology</th>
<th>Favorable</th>
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<tbody>
<tr>
<td>Liberal</td>
<td>51%</td>
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</tr>
<tr>
<td>Conservative</td>
<td>26%</td>
<td>69%</td>
<td>5%</td>
</tr>
</tbody>
</table>

- Favorable
- Unfavorable
- Don't know/No answer
Hillary Clinton

By Language of Interview

- English:
  - Favorable: 51%
  - Unfavorable: 44%
  - Don't know/No answer: 5%

- Spanish:
  - Favorable: 46%
  - Unfavorable: 47%
  - Don't know/No answer: 7%
Jeb Bush

- Favorable: 59%
- Unfavorable: 19%
- Don't know/No answer: 22%
Jeb Bush

*By Voter Registration Status*

- **Registered voters:**
  - Favorable: 58%
  - Unfavorable: 25%
  - Don't know/No answer: 17%

- **Non voters:**
  - Favorable: 61%
  - Unfavorable: 16%
  - Don't know/No answer: 23%
Jeb Bush

By Country of Birth

- **U.S.:**
  - Favorable: 43%
  - Unfavorable: 41%
  - Don't know/No answer: 16%

- **Cuba:**
  - Favorable: 64%
  - Unfavorable: 17%
  - Don't know/No answer: 19%
Jeb Bush

*By Decade of Arrival*

<table>
<thead>
<tr>
<th>Before 1980</th>
<th>After 1980</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorable</td>
<td>72%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>9%</td>
</tr>
<tr>
<td>Don't know/No answer</td>
<td>19%</td>
</tr>
<tr>
<td>Favorable</td>
<td>56%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>24%</td>
</tr>
<tr>
<td>Don't know/No answer</td>
<td>20%</td>
</tr>
</tbody>
</table>
Jeb Bush

By Decade of Arrival

Before 1980
- Favorable: 72%
- Unfavorable: 9%
- Don't know/No answer: 19%

After 1980
- Favorable: 56%
- Unfavorable: 24%
- Don't know/No answer: 20%
Jeb Bush

By Political Party Affiliation

Democratic
- Favorable: 30%
- Unfavorable: 46%
- Don't know/No answer: 24%

Republican
- Favorable: 82%
- Unfavorable: 9%
- Don't know/No answer: 9%

Independent
- Favorable: 59%
- Unfavorable: 22%
- Don't know/No answer: 19%
Jeb Bush

By Political Party Affiliation

- Democratic: 30% Favorable, 46% Unfavorable, 24% Don't know/No answer
- Republican: 82% Favorable, 9% Unfavorable, 9% Don't know/No answer
- Independent: 59% Favorable, 22% Unfavorable, 19% Don't know/No answer
Jeb Bush

By Age

- 18-29: 37% Favorable, 37% Unfavorable, 26% Don't know/No answer
- 30-49: 52% Favorable, 31% Unfavorable, 17% Don't know/No answer
- 50-64: 66% Favorable, 19% Unfavorable, 15% Don't know/No answer
- 65+: 69% Favorable, 11% Unfavorable, 20% Don't know/No answer
Jeb Bush
By Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Favorable</th>
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<th>Don't know/No answer</th>
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<tbody>
<tr>
<td>18-29</td>
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Jeb Bush

By Age

<table>
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<tr>
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<td>19%</td>
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</tr>
<tr>
<td>65+</td>
<td>69%</td>
<td>11%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Jeb Bush

By Gender

Male
- Favorable: 63%
- Unfavorable: 27%
- Don't know/No answer: 10%

Female
- Favorable: 57%
- Unfavorable: 19%
- Don't know/No answer: 24%
Jeb Bush

By Region

Rest of the U.S.
- Favorable: 43%
- Unfavorable: 35%
- Don't know/No answer: 22%

Florida
- Favorable: 67%
- Unfavorable: 17%
- Don't know/No answer: 16%
Fidel Castro

- Favorable: 97%
- Unfavorable: 2%
- Don't know/No answer: 1%
United States - Cuba Policy
The Cuba Economic Opportunity
Do you think that companies owned by Cuban Americans in the United States should be able to sell their products in Cuba?

- Yes: 32%
- No: 10%
- Don't know/No answer: 58%
Do you think that companies owned by Cuban Americans in the United States should be able to sell their products in Cuba?

**By Age**

- **18 to 29**
  - Yes: 64%
  - No: 20%
  - Don't know/No answer: 16%

- **30 to 49**
  - Yes: 62%
  - No: 28%
  - Don't know/No answer: 10%

- **50 to 64**
  - Yes: 63%
  - No: 34%
  - Don't know/No answer: 3%

- **65+**
  - Yes: 47%
  - No: 42%
  - Don't know/No answer: 11%
The U.S. government recently made regulatory changes to authorize for certain goods and services produced by independent Cuban entrepreneurs to be imported into the United States.

Do you think that independent businesses opened and operated by Cubans living in Cuba should be able to sell their products in the United States?

- Yes: 34%
- No: 56%
- Don't know/No answer: 10%
Do you think Cubans living in the United States should be able to provide funding to help their friends and family members living in Cuba to open and operate their own business?

- Yes: 26%
- No: 8%
- Don't know/No answer: 66%
Do you think Cubans living in the United States should be able to provide funding to help their friends and family members living in Cuba to open and operate their own business?

*By Decade of Arrival (Among Cuban Americans born in Cuba)*

<table>
<thead>
<tr>
<th>Before 1980</th>
<th>After 1980</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>49%</td>
</tr>
<tr>
<td>No</td>
<td>40%</td>
</tr>
<tr>
<td>Don't know/No answer</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>6%</td>
</tr>
</tbody>
</table>
Do you think Cubans living in the United States should be able to provide funding to help their friends and family members living in Cuba to open and operate their own business?

By Age

- 18 to 29: 77% Yes, 13% No, 10% Don't know/No answer
- 30 to 49: 79% Yes, 14% No, 7% Don't know/No answer
- 50 to 64: 62% Yes, 31% No, 7% Don't know/No answer
- 65+: 53% Yes, 38% No, 9% Don't know/No answer
Do you think any individual or company in the United States should be able to provide funding to Cubans living in Cuba to open and operate their own business?

- Yes: 35%
- No: 10%
- Don't know/No answer: 55%
Currently, U.S. companies like *Coca-Cola*, *Nike* and *Apple* sell their products in communist countries like China and Vietnam.

Do you think U.S. companies should be able to sell their products in Cuba?

- **Yes**: 31%
- **No**: 62%
- **Don't know/No answer**: 7%
Do you think passenger cruise lines like Carnival and Royal Caribbean should be allowed to take passengers between the United States and Cuba?

- Yes: 38%
- No: 10%
- Don't know/No answer: 52%
Do you think passenger cruise lines like Carnival and Royal Caribbean should be allowed to take passengers between the United States and Cuba?

By Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Yes</th>
<th>No</th>
<th>Don't know/No answer</th>
</tr>
</thead>
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<td>41%</td>
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</tr>
<tr>
<td>65+</td>
<td>42%</td>
<td>43%</td>
<td>15%</td>
</tr>
</tbody>
</table>
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305.529.9916

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