



***Polling Results on Cuban Americans'  
Viewpoint on the Cuba Opportunity  
April 1, 2015***

**BENDIXEN  
& AMANDI**  
INTERNATIONAL  
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## Methodology

<b>Sample</b>	<b>400 Cuban American adults living in the United States</b>
Dates of Interviews	March 20 – 25, 2015
Languages of Interviews	English, Spanish
Margin of Error	+/- 4.9 percentage points



*Change in United States - Cuba Policy*

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# Summary of President Obama's Announcement

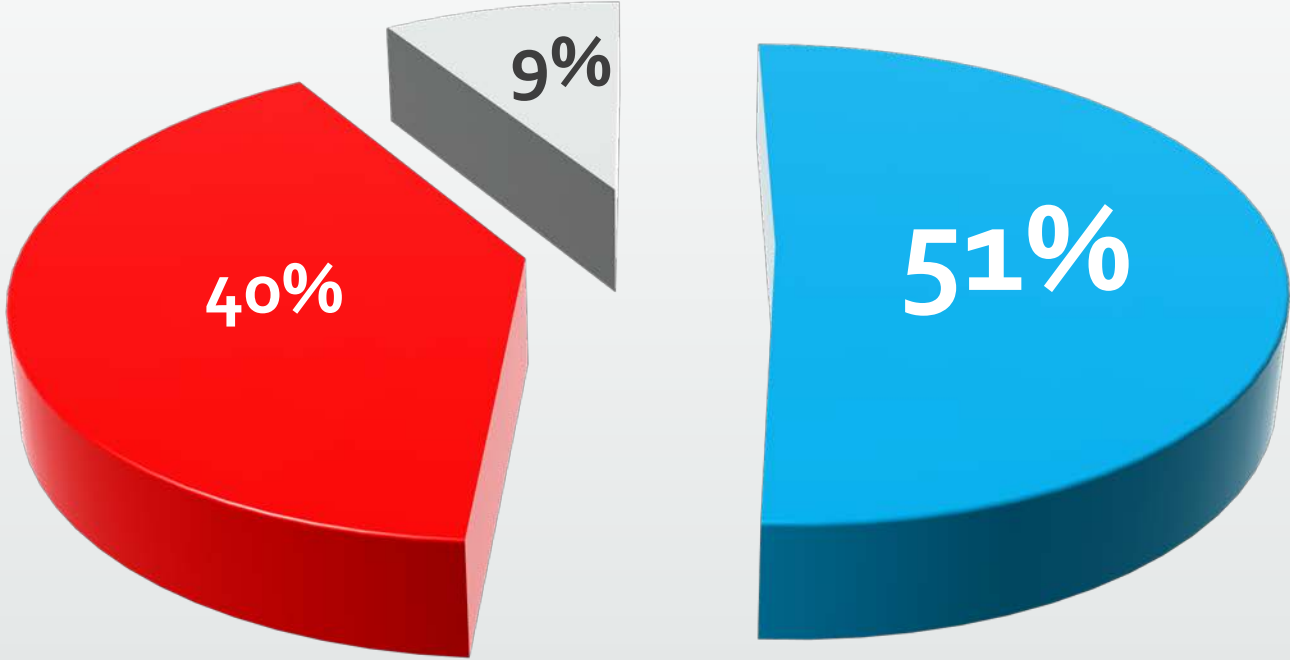
On December 17<sup>th</sup>, 2014 President Barack Obama announced that the United States would begin to normalize relations with Cuba for the first time since 1961.

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?

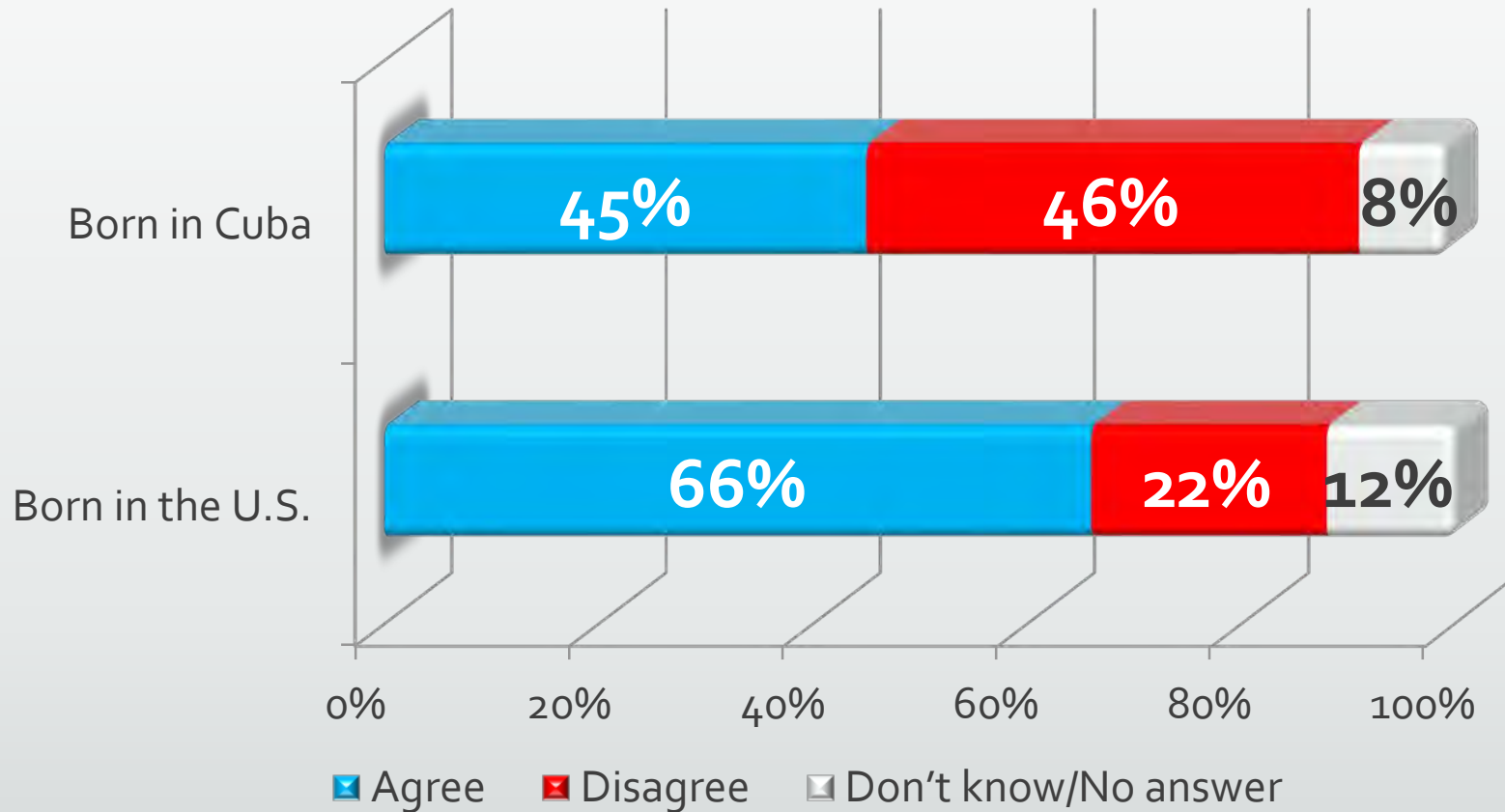


Agree Disagree Don't know/No answer



# Do you agree or disagree with President Obama's announcement to begin normalizing relations with Cuba?

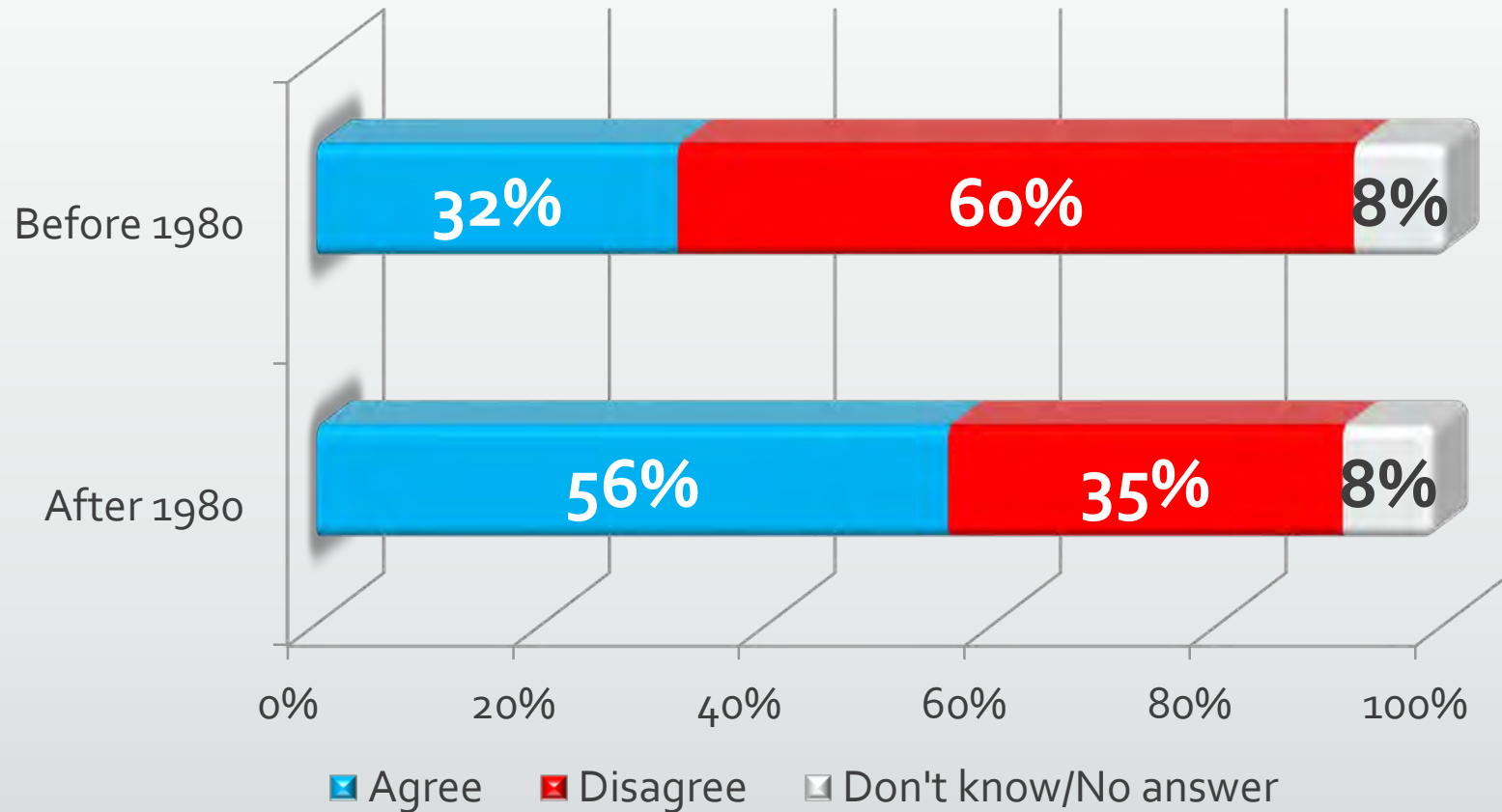
*By Country of Birth*





# Do you agree or disagree with President Obama's announcement to begin normalizing relations with Cuba?

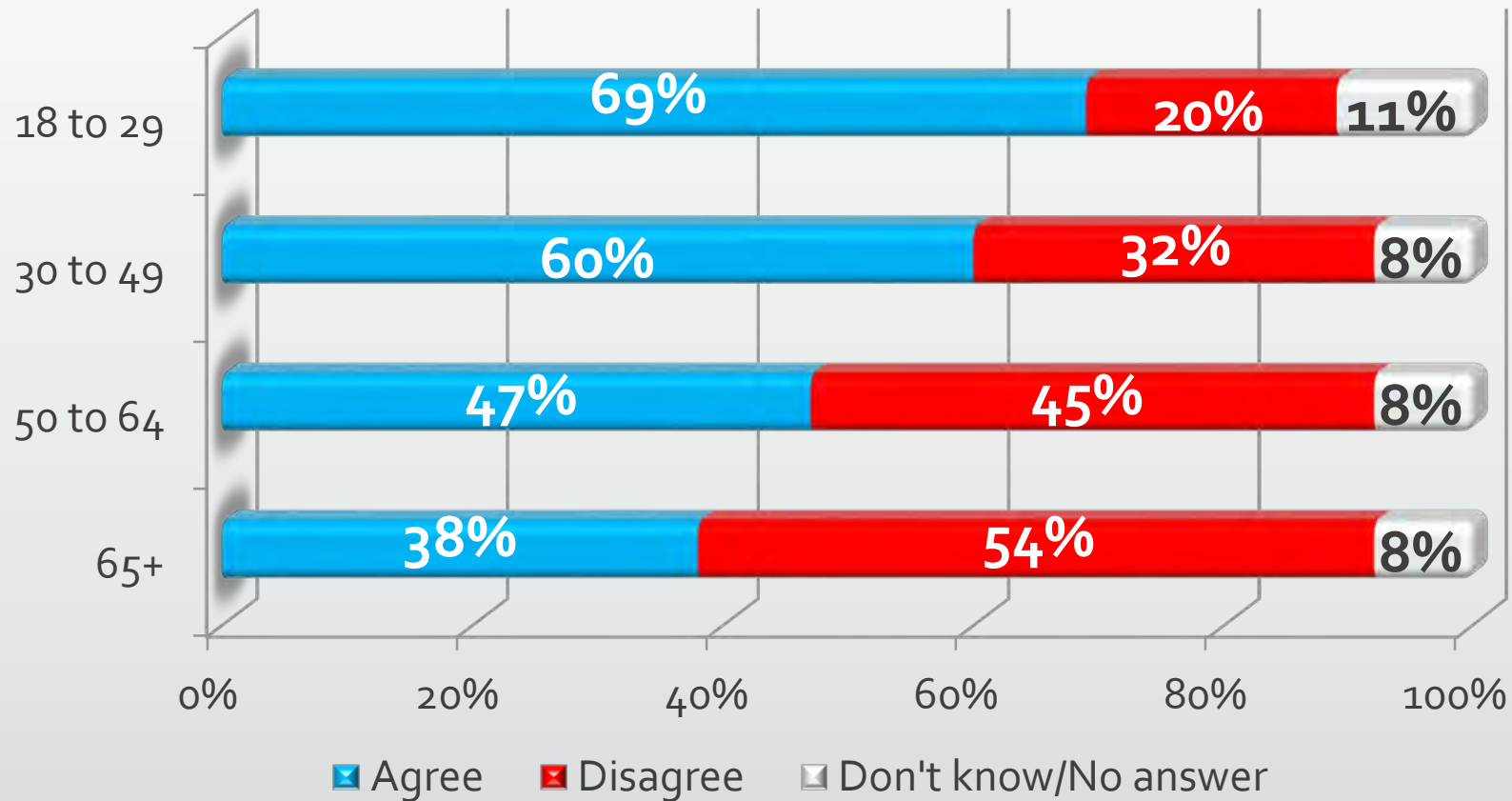
*By Decade of Arrival (Among Cuban Americans born in Cuba)*





# Do you agree or disagree with President Obama's announcement to begin normalizing relations with Cuba?

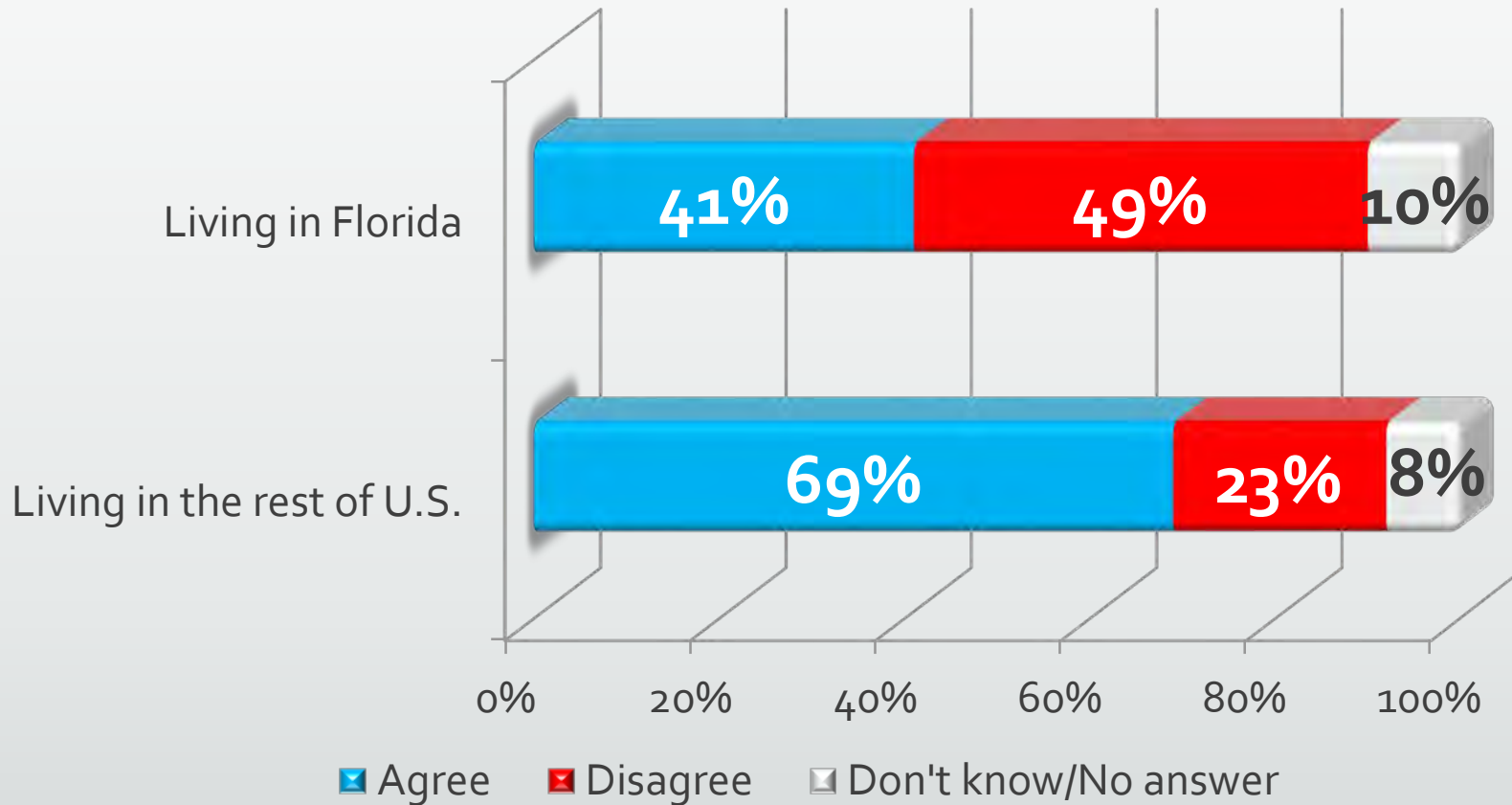
*By Age*





# Do you agree or disagree with President Obama's announcement to begin normalizing relations with Cuba?

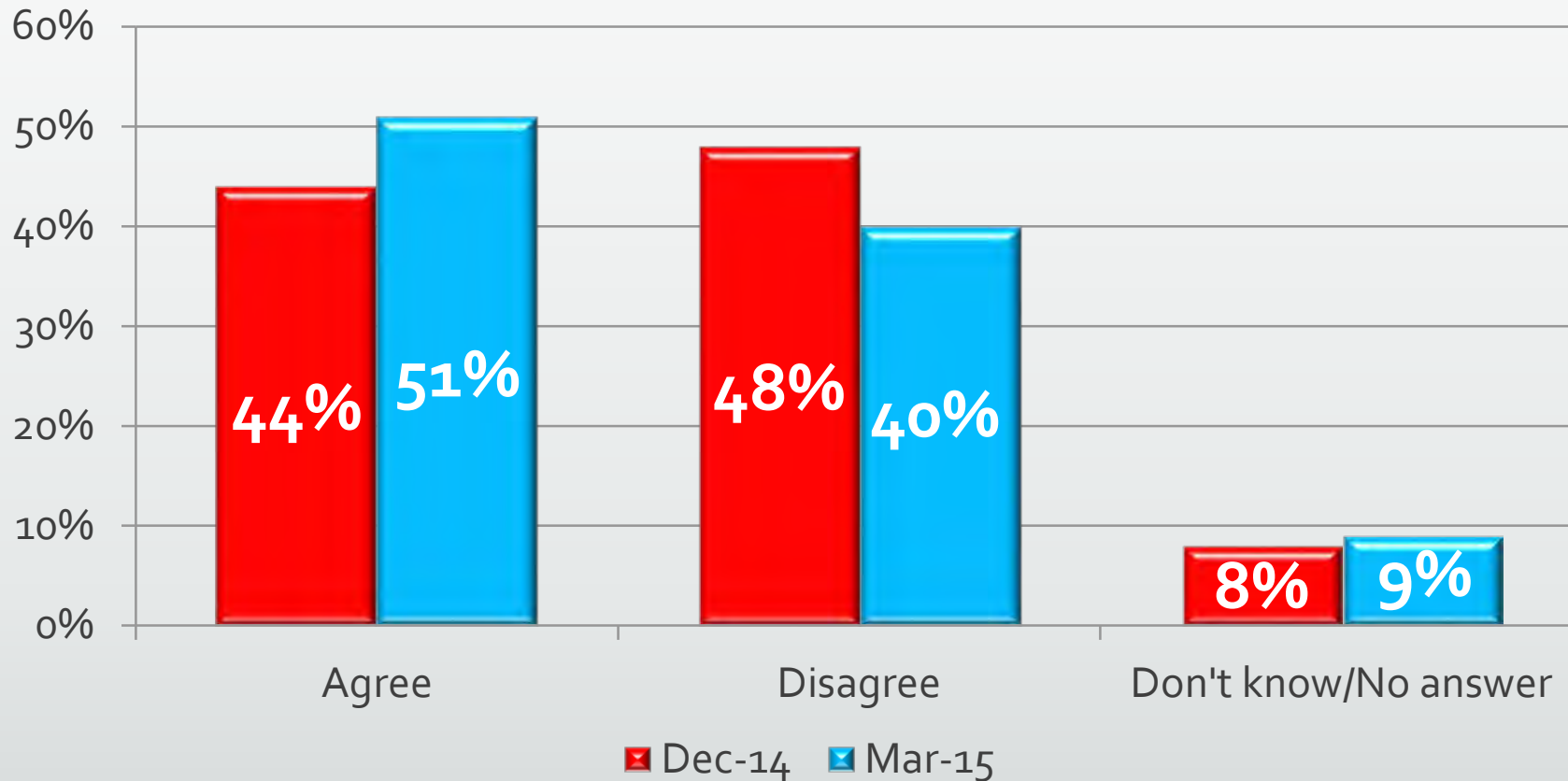
*By State of Residence*





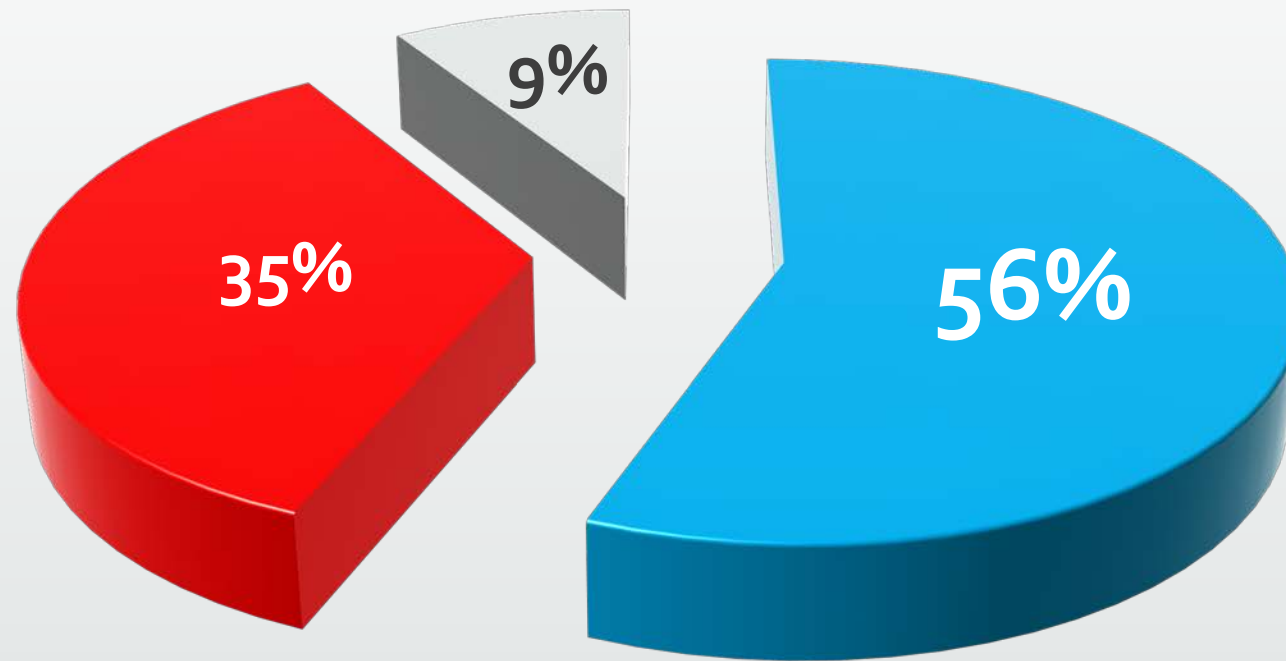
# Do you agree or disagree with President Obama's announcement to begin normalizing relations with Cuba?

2014 VS. 2015





# Do you favor or oppose easing restrictions on travel between the United States and Cuba?

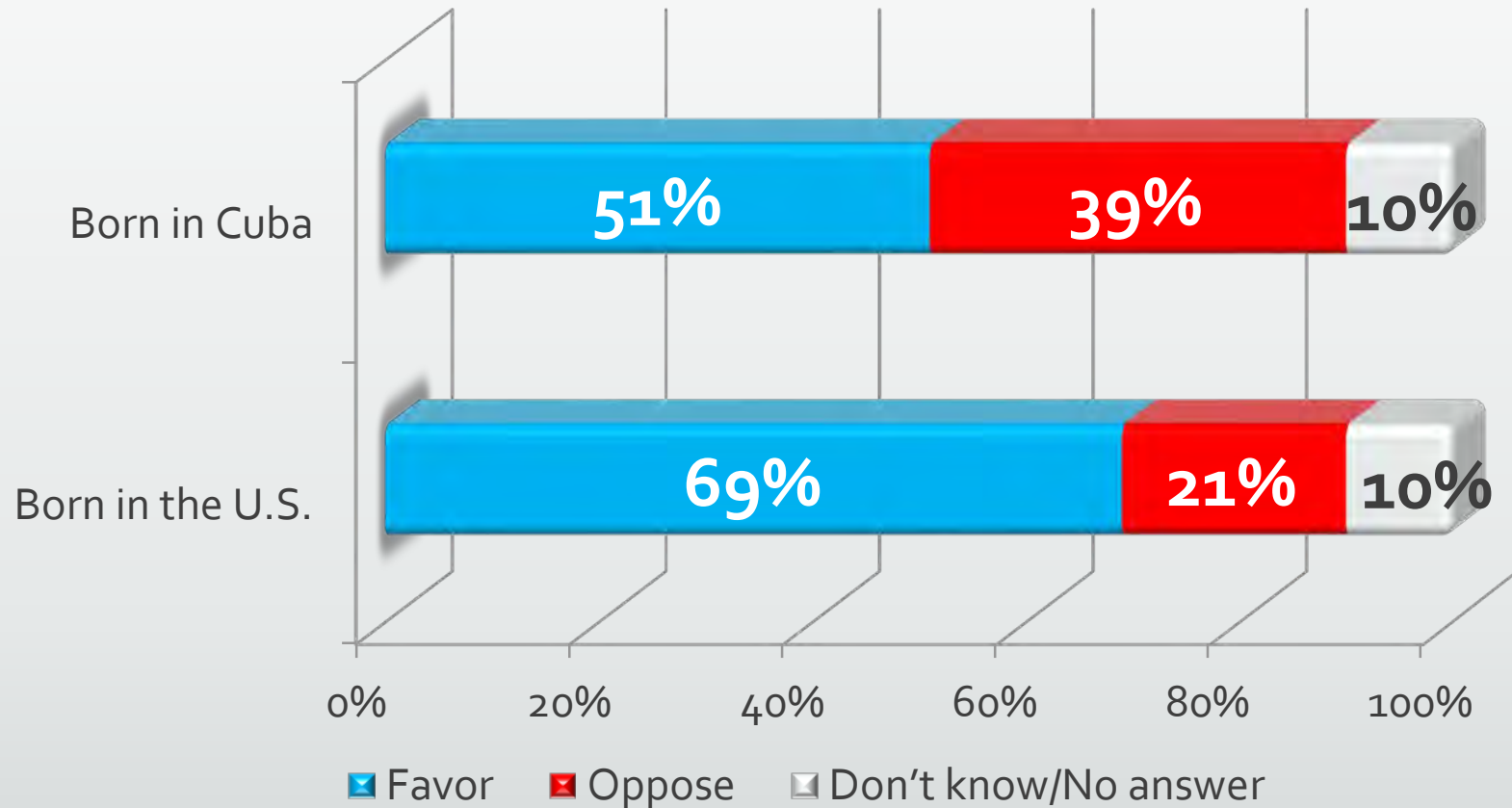


■ Favor ■ Oppose ■ Don't know/No answer



# Do you favor or oppose easing restrictions on travel between the United States and Cuba?

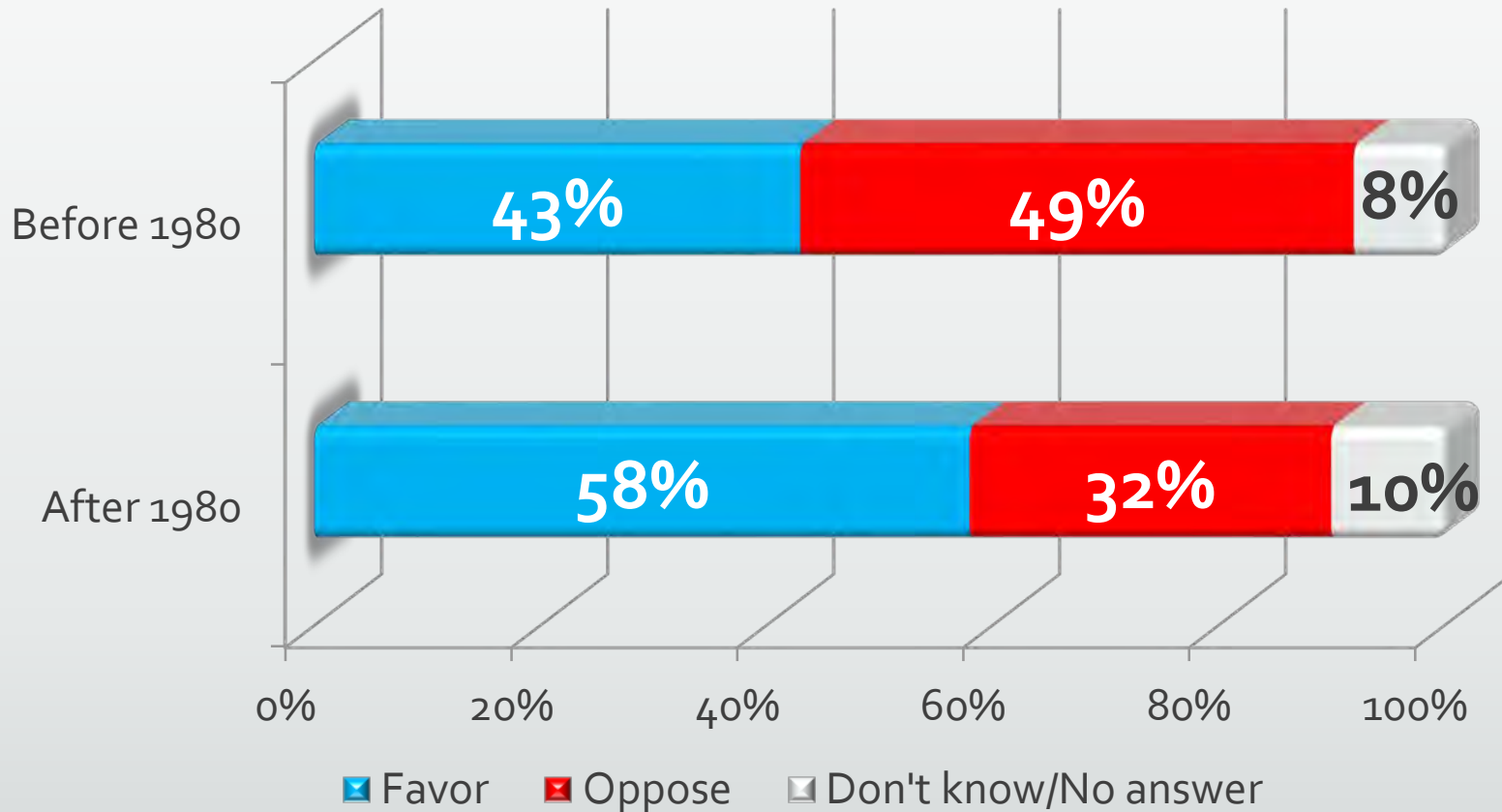
*By Country of Birth*





# Do you favor or oppose easing restrictions on travel between the United States and Cuba?

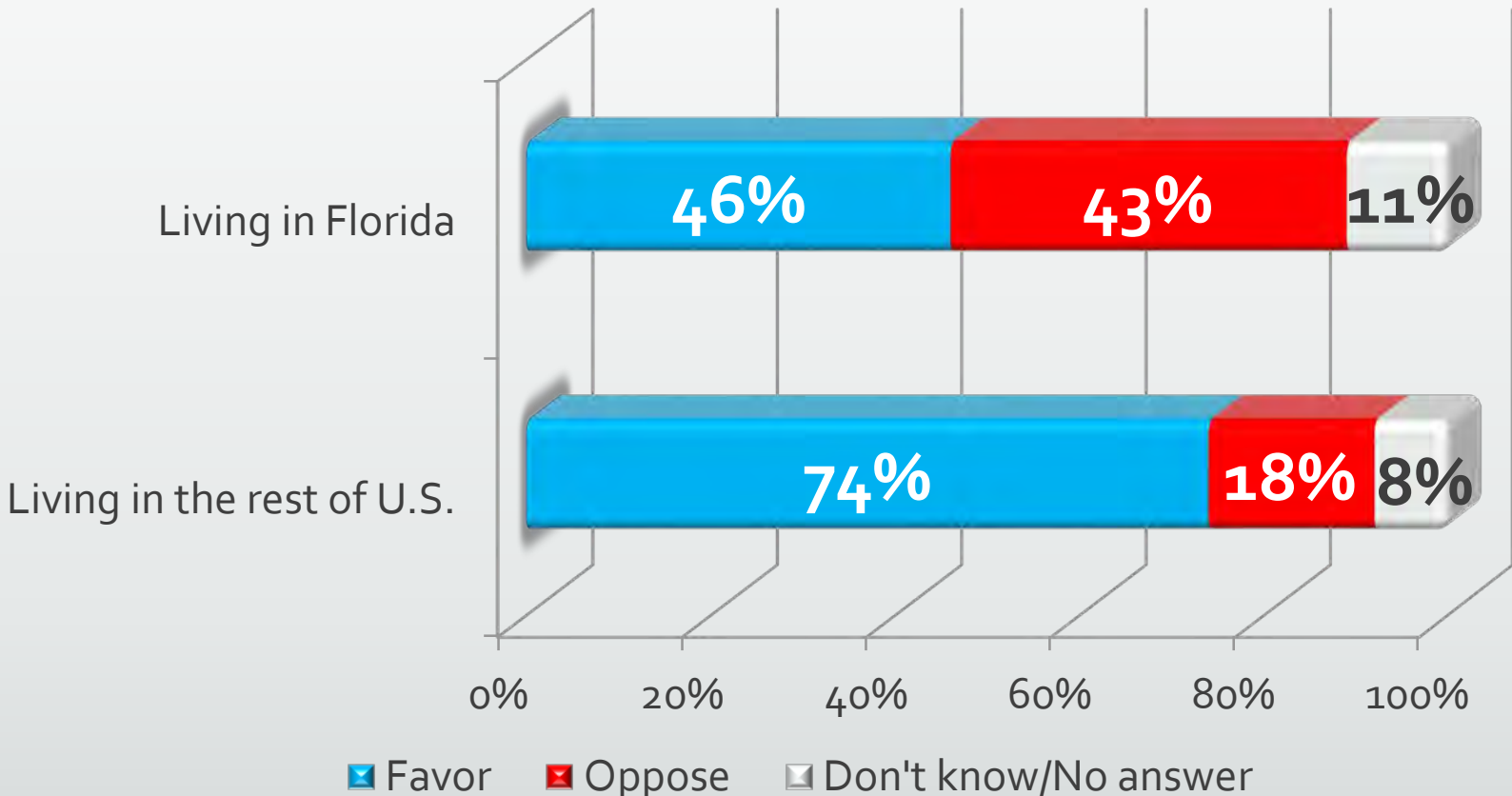
*By Decade of Arrival (Among Cuban Americans born in Cuba)*





# Do you favor or oppose easing restrictions on travel between the United States and Cuba?

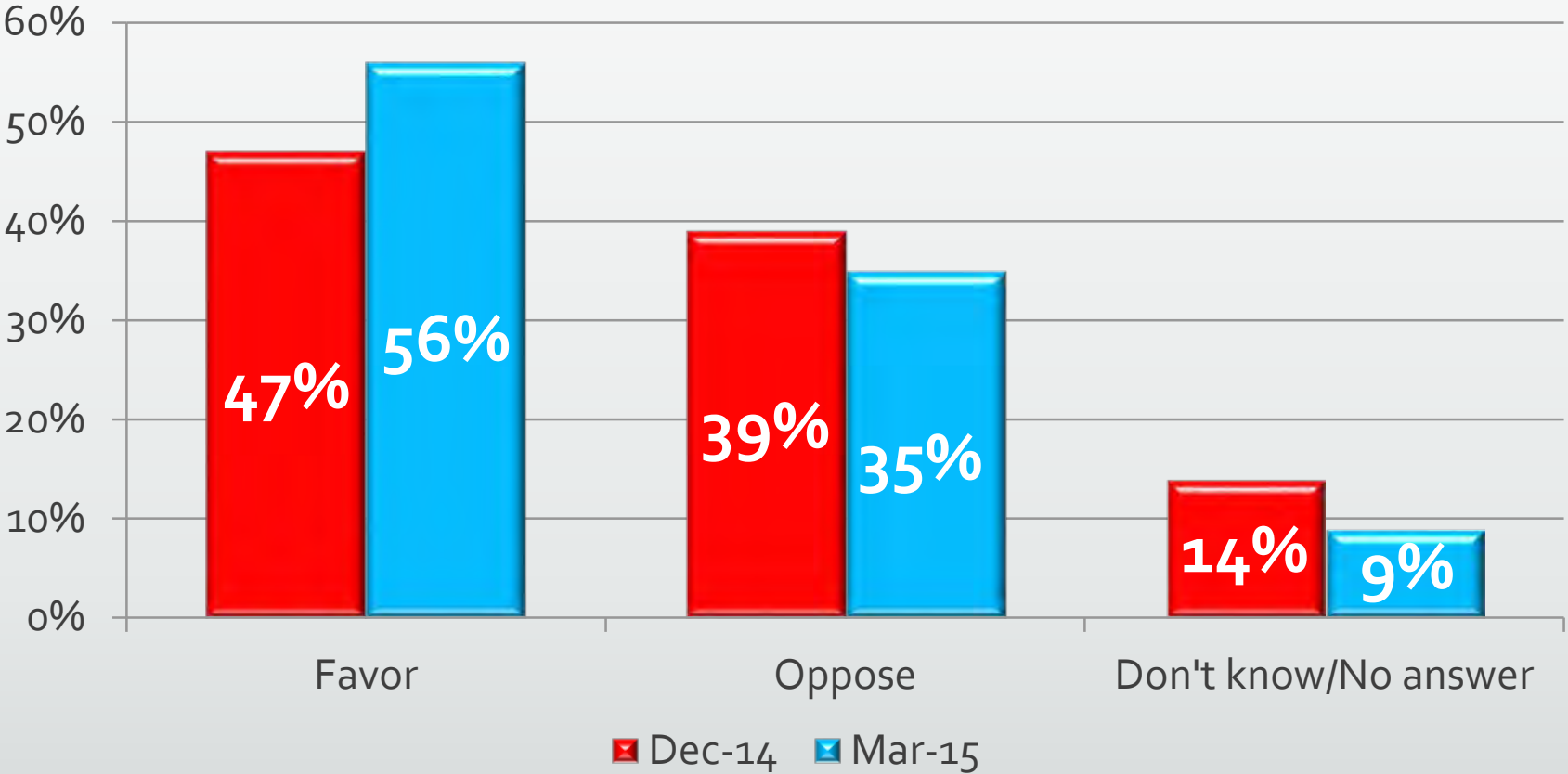
*By State of Residence*





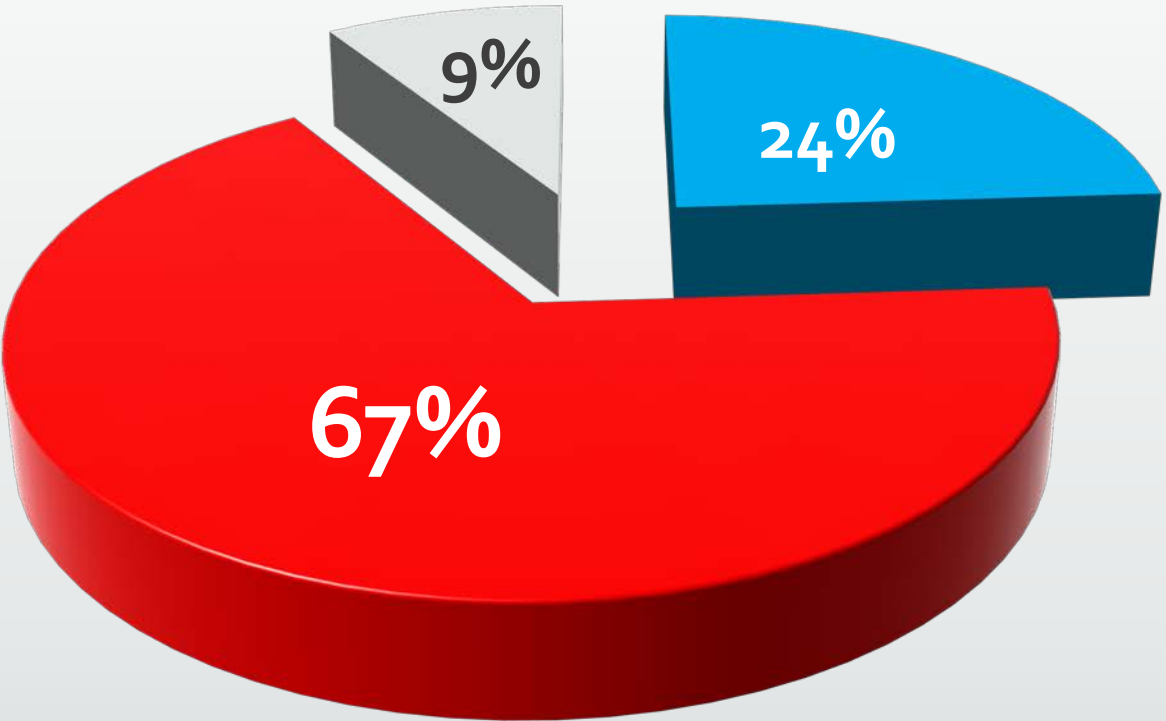
# Do you favor or oppose easing restrictions on travel between the United States and Cuba?

2014 VS. 2015





# Do you plan on traveling to Cuba in the near future?

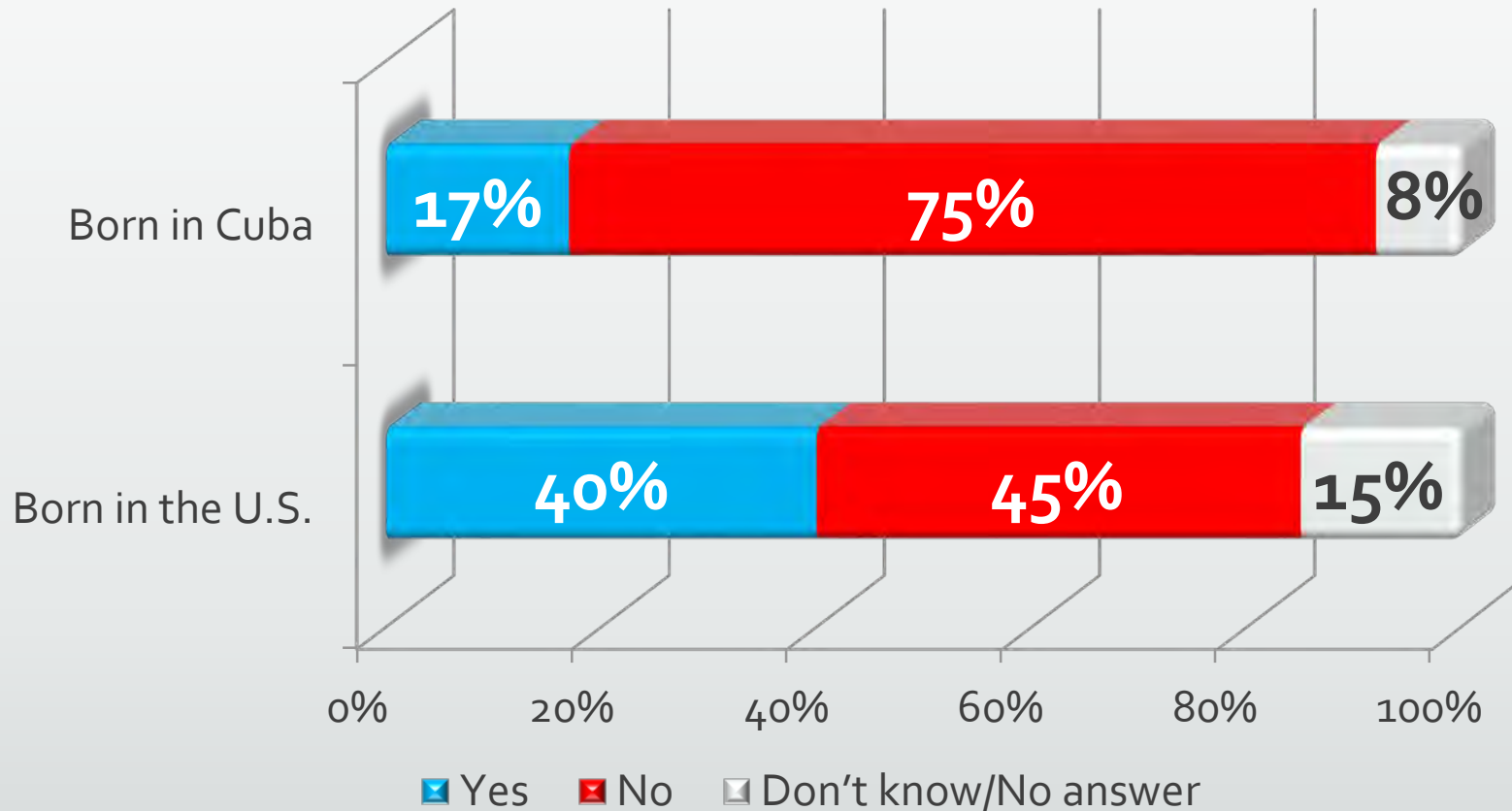


■ Yes ■ No ■ Don't know/No answer



# Do you plan on traveling to Cuba in the near future?

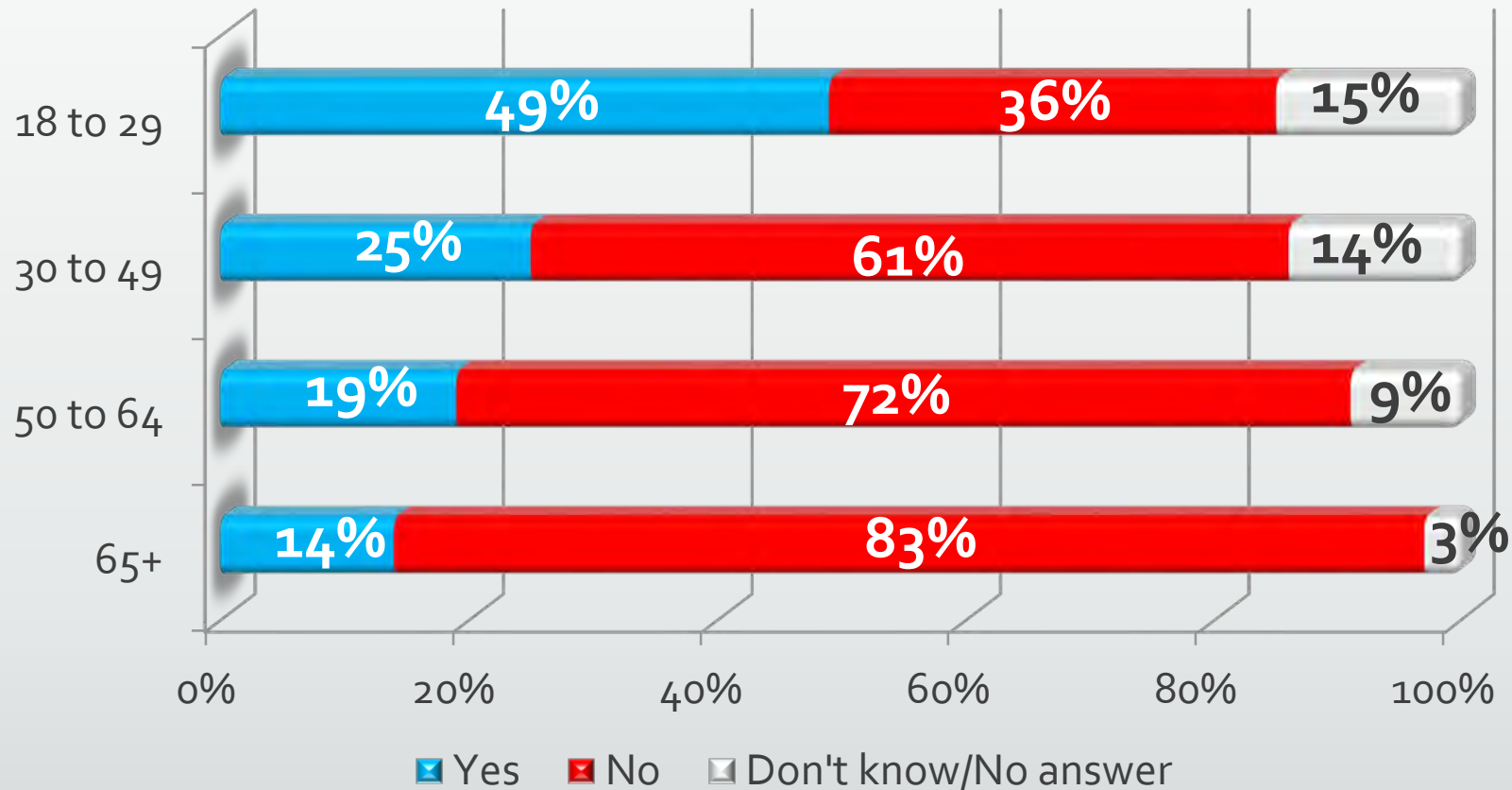
*By Country of Birth*





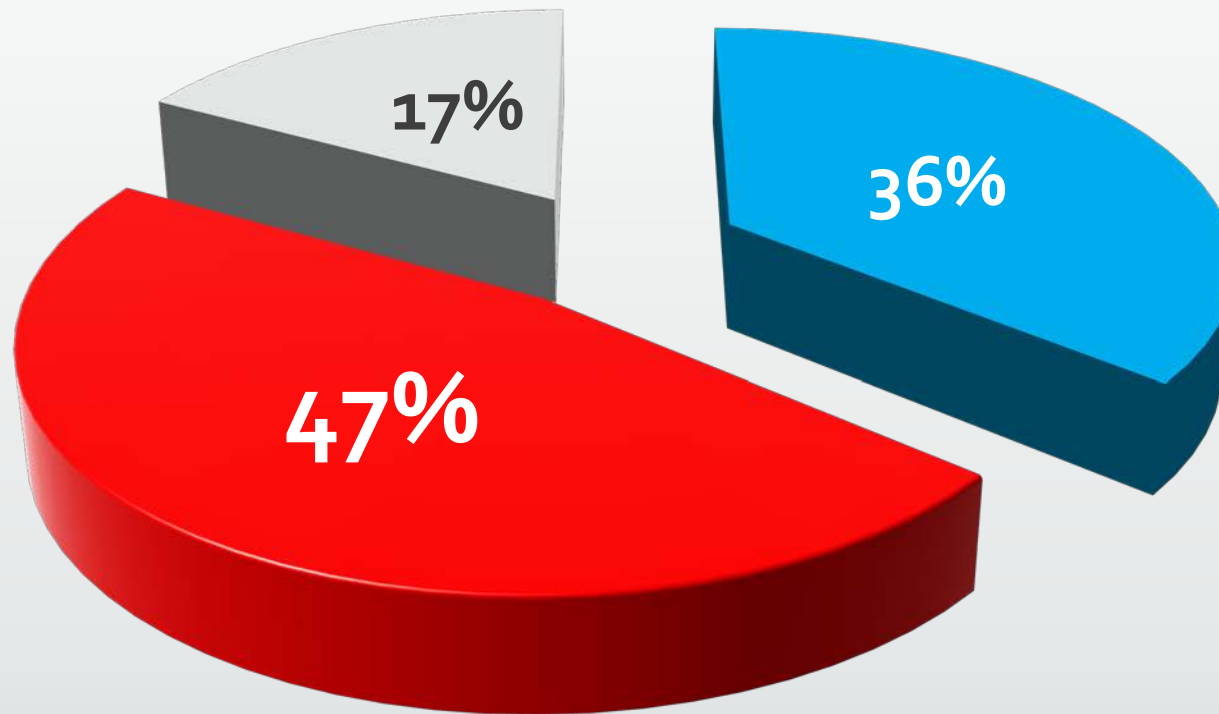
# Do you plan on traveling to Cuba in the near future?

*By Age*





Do you think that the U.S. embargo on Cuba should continue or should not continue?

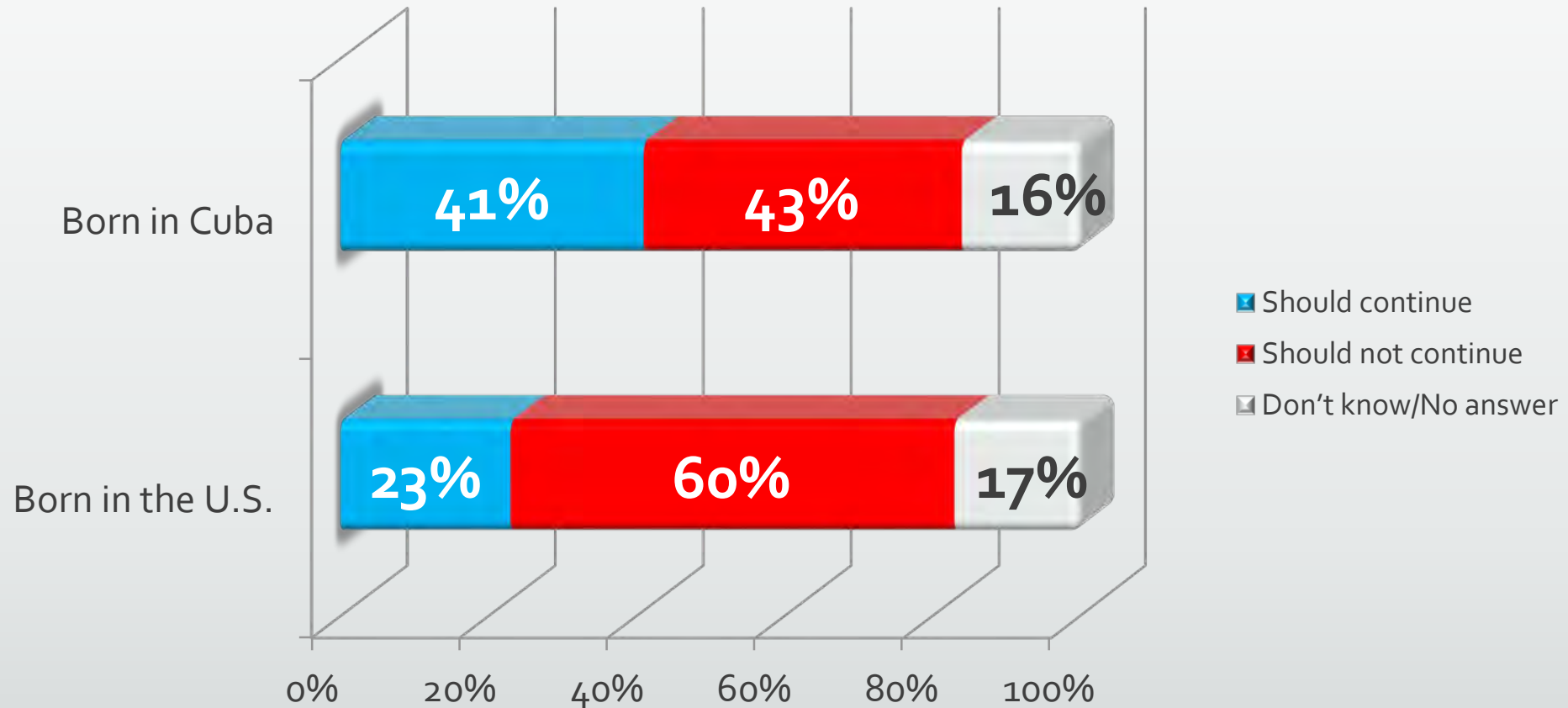


■ Should continue   ■ Should not continue   ■ Don't know/No answer



# Do you think that the U.S. embargo on Cuba should continue or should not continue?

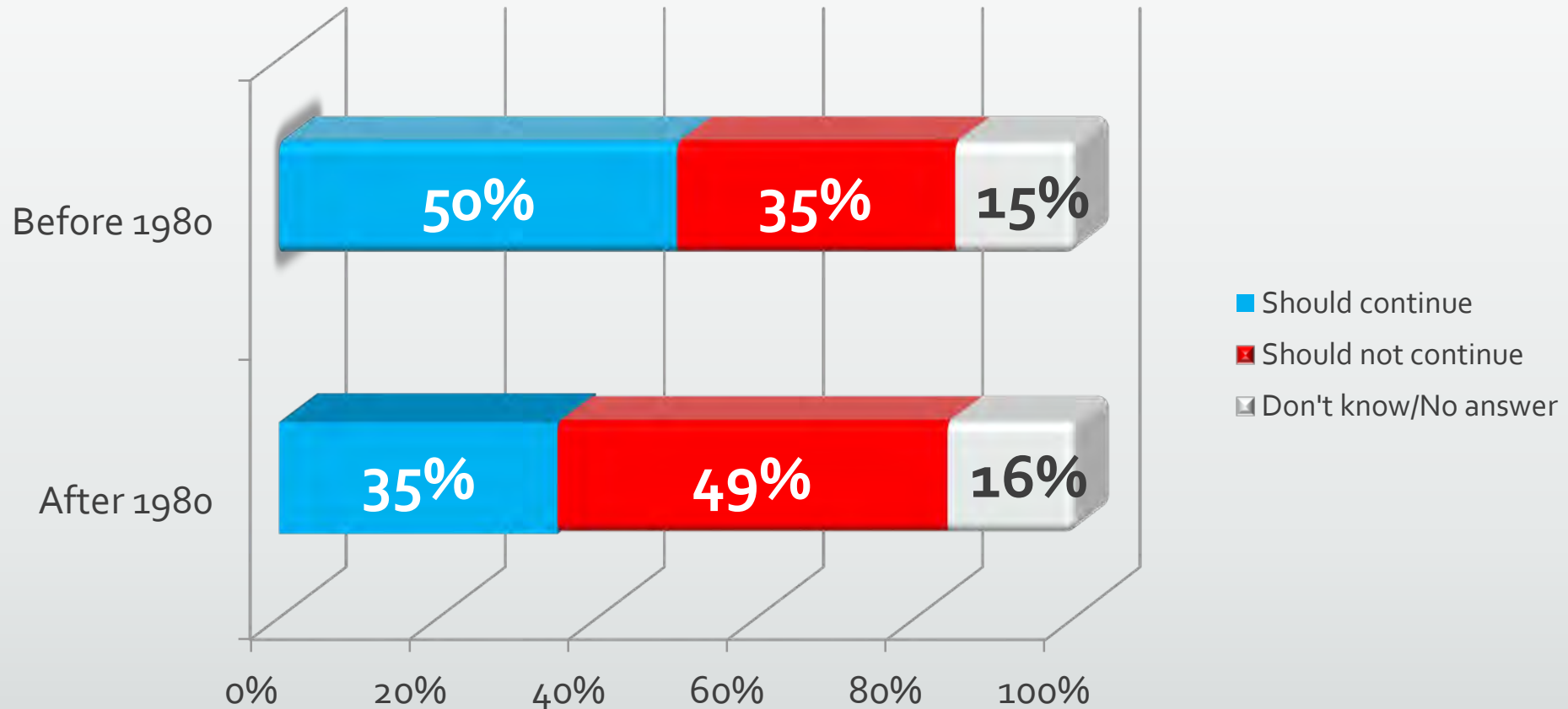
*By Country of Birth*





# Do you think that the U.S. embargo on Cuba should continue or should not continue?

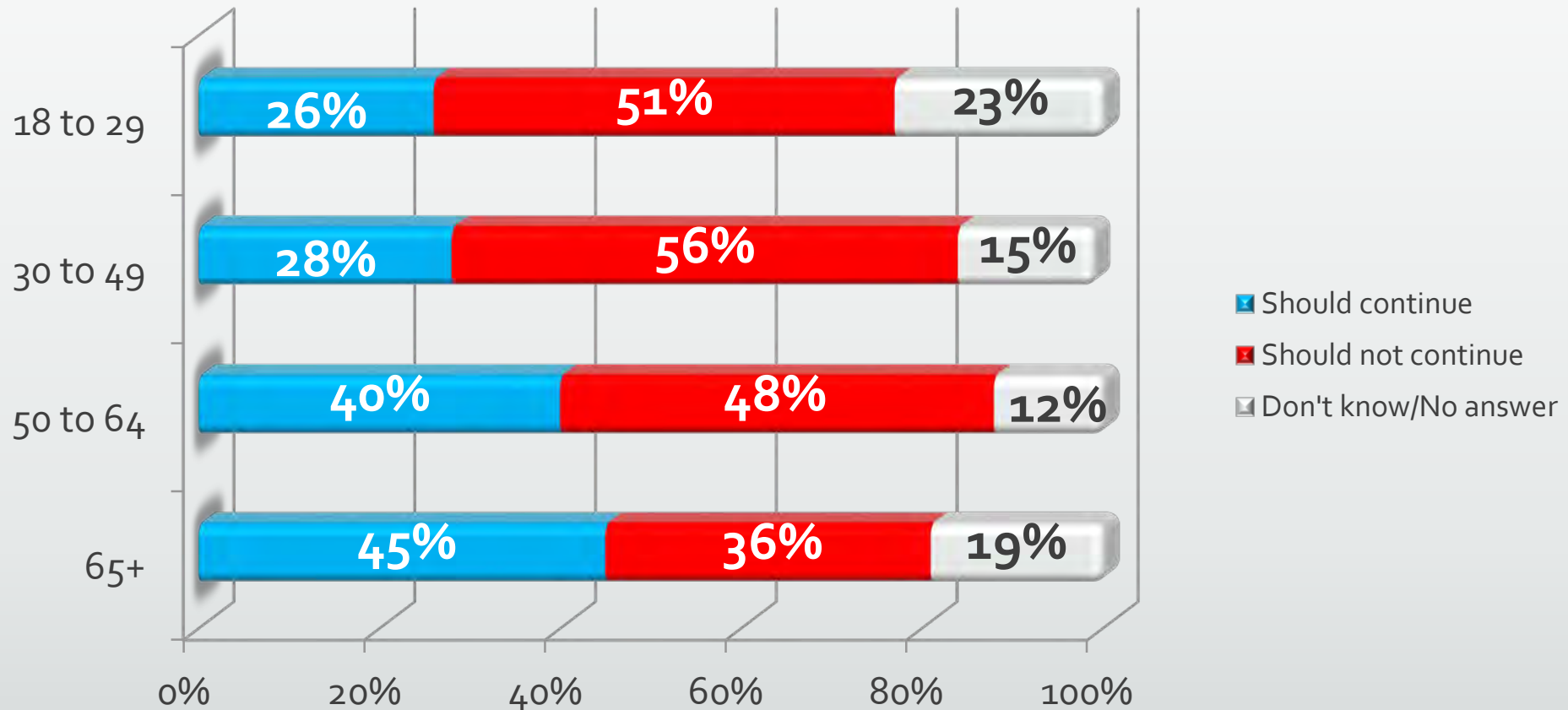
*By Decade of Arrival (Among Cuban Americans born in Cuba)*





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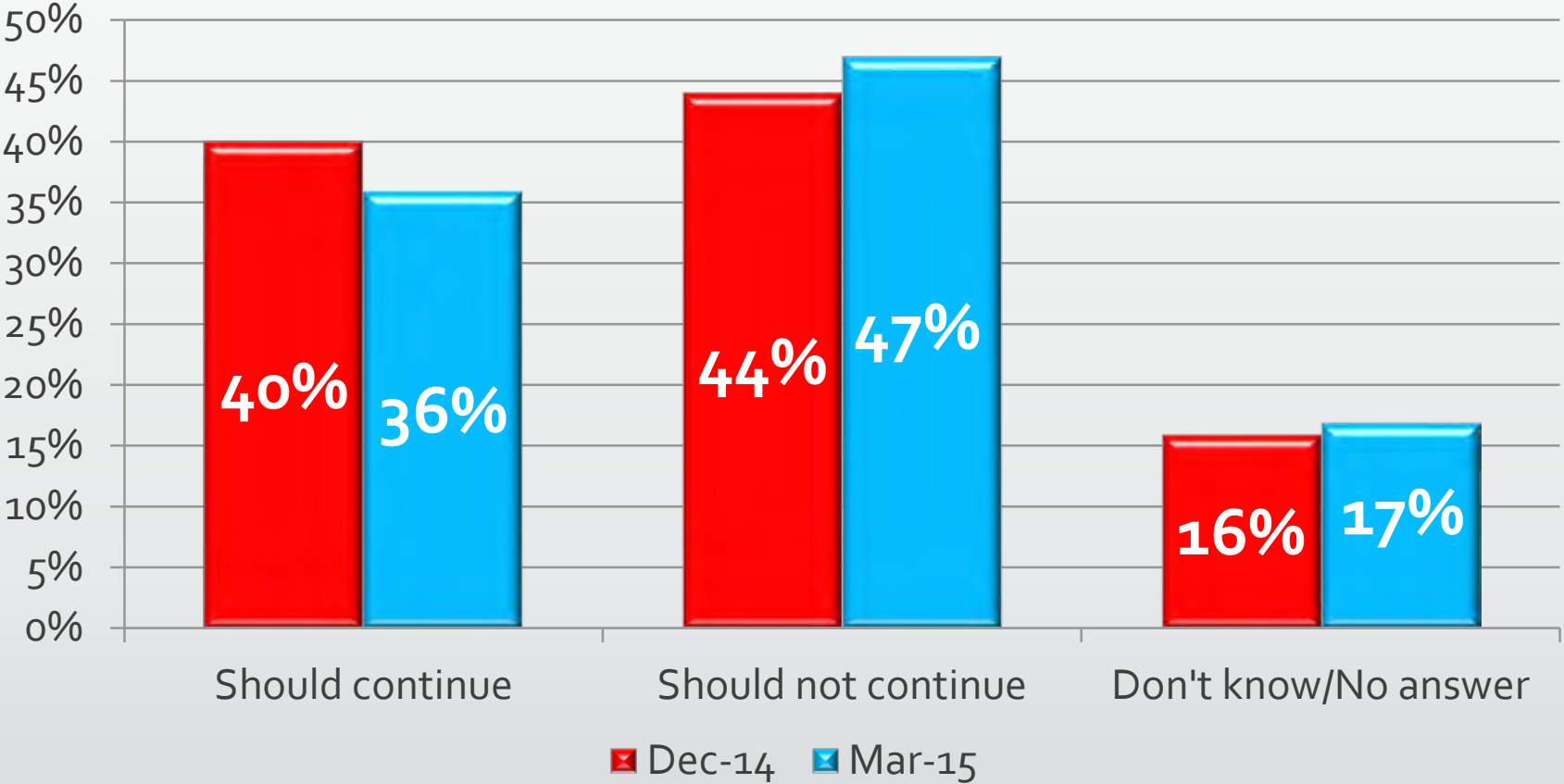
*By Age*





# Do you think that the U.S. embargo on Cuba should continue or should not continue?

2014 VS. 2015



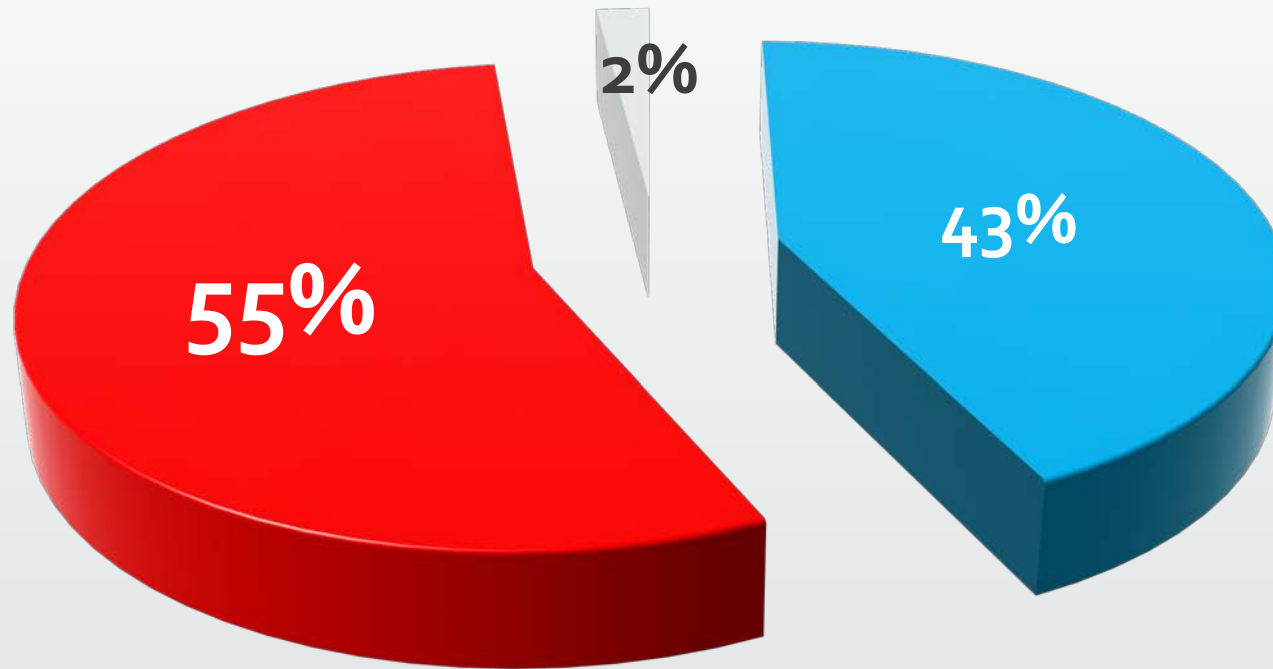


## *Image Ratings*

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# Barack Obama

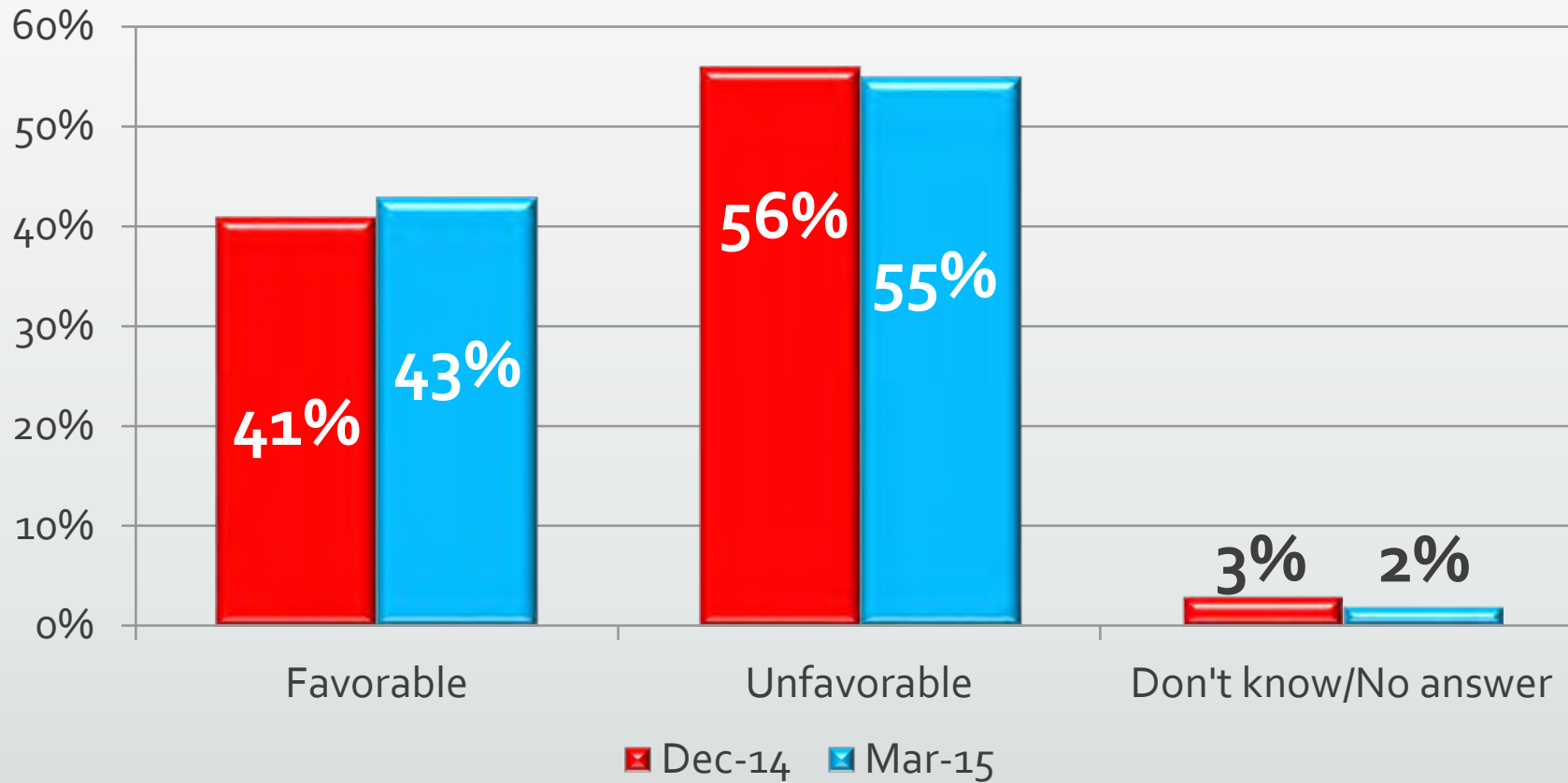


Favorable    Unfavorable    Don't know/No answer



# Barack Obama

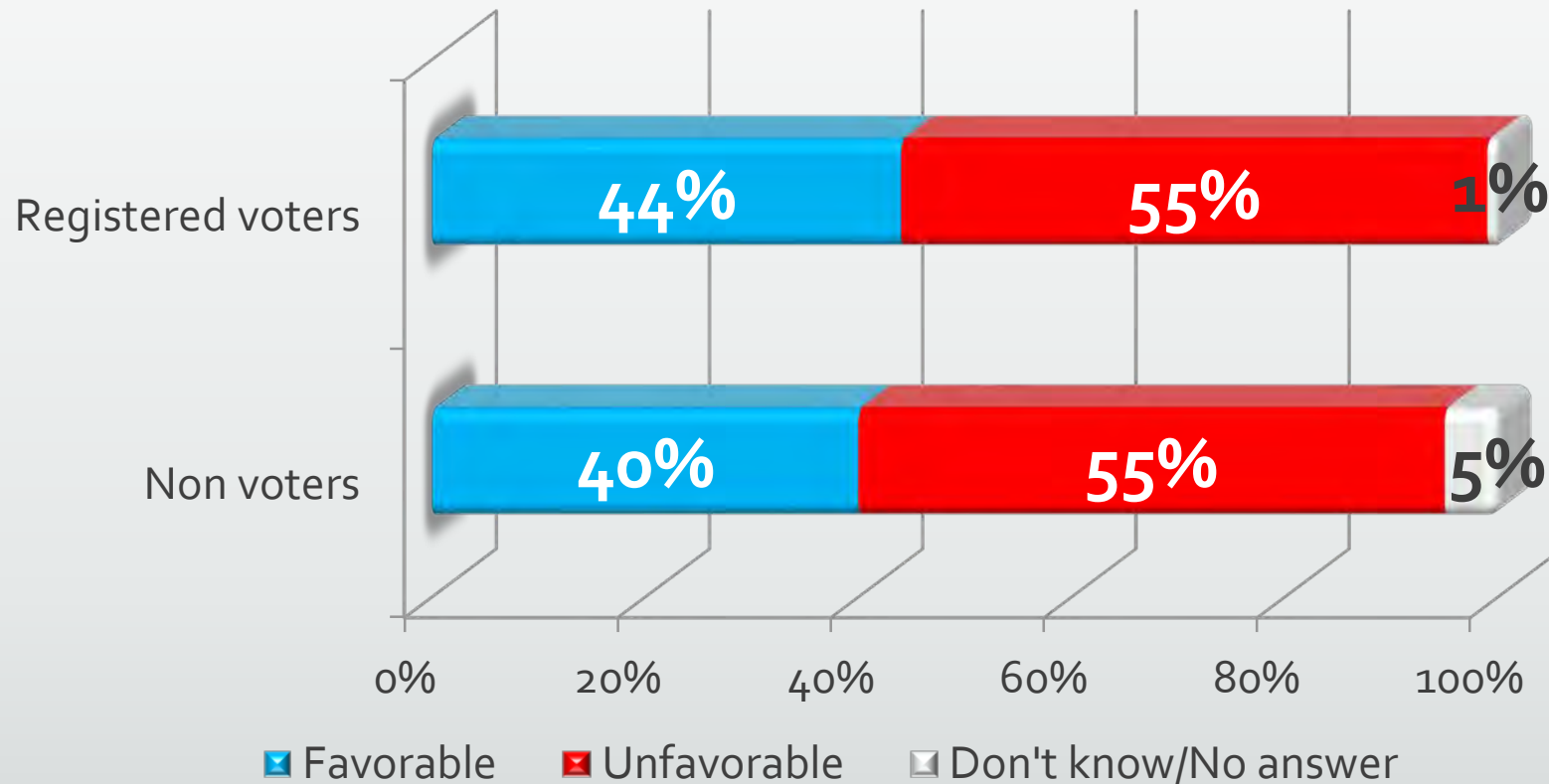
2014 VS. 2015





# Barack Obama

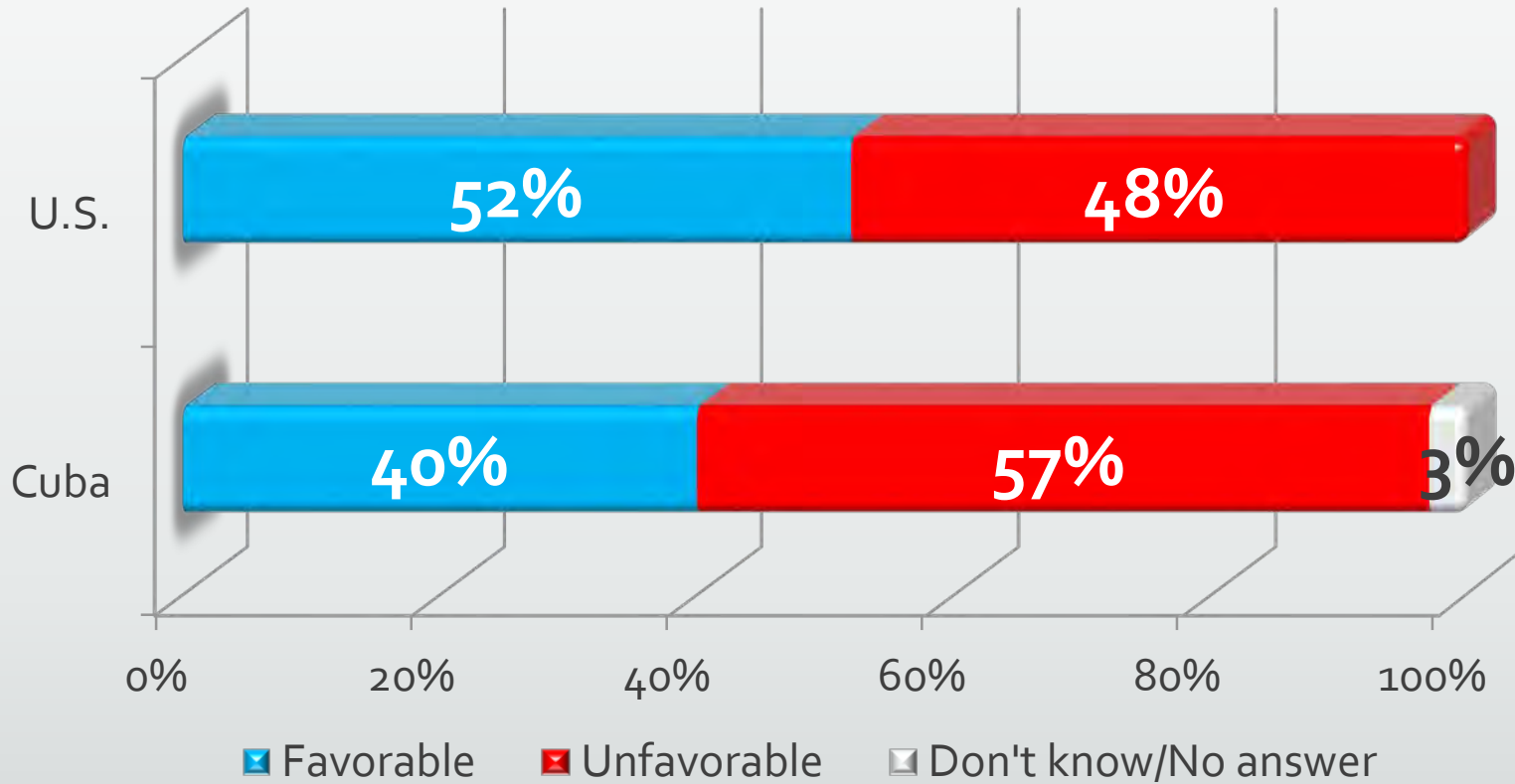
## *By Voter Registration Status*





# Barack Obama

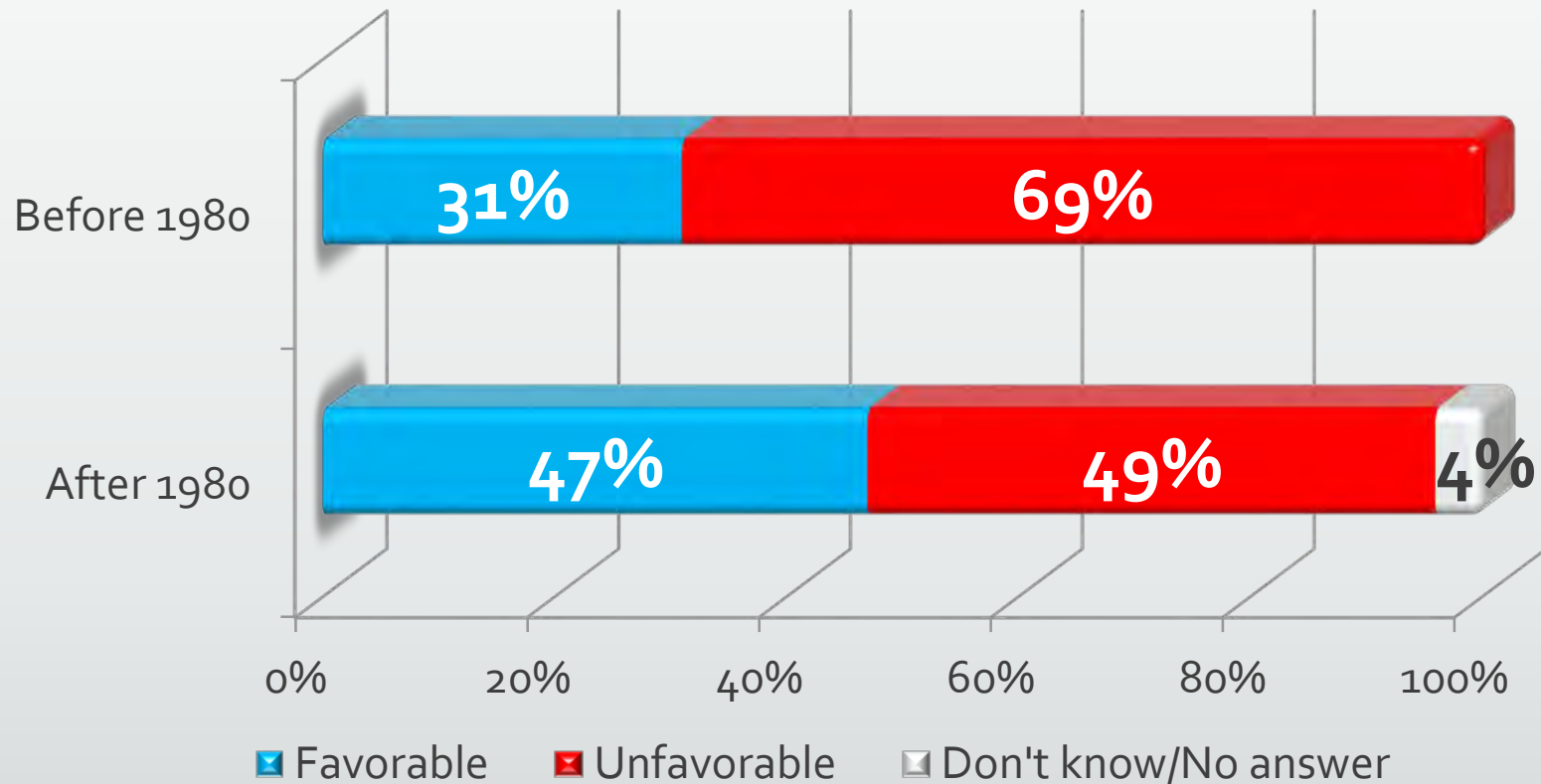
## *By Country of Birth*





# Barack Obama

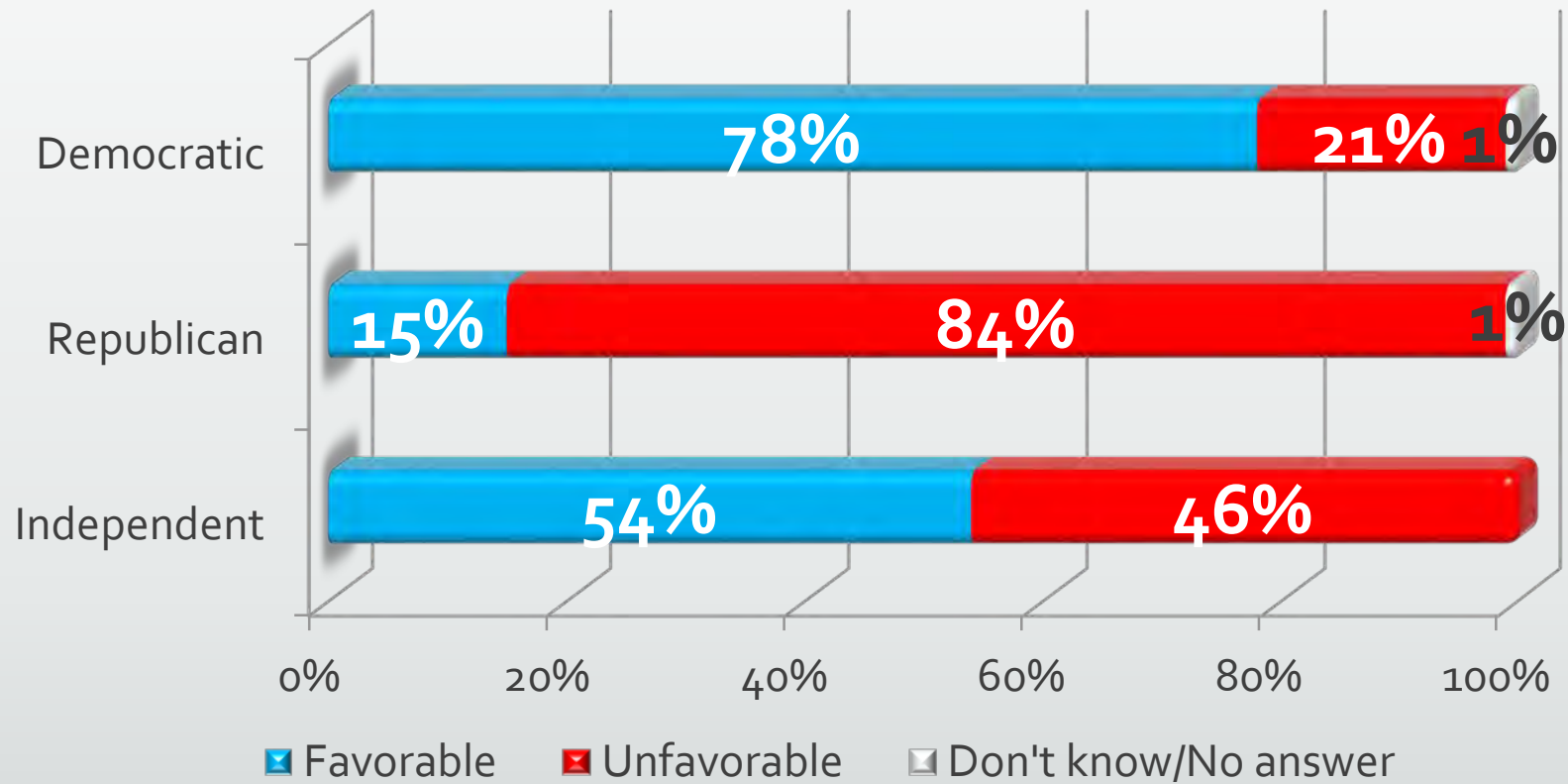
*By Decade of Arrival*





# Barack Obama

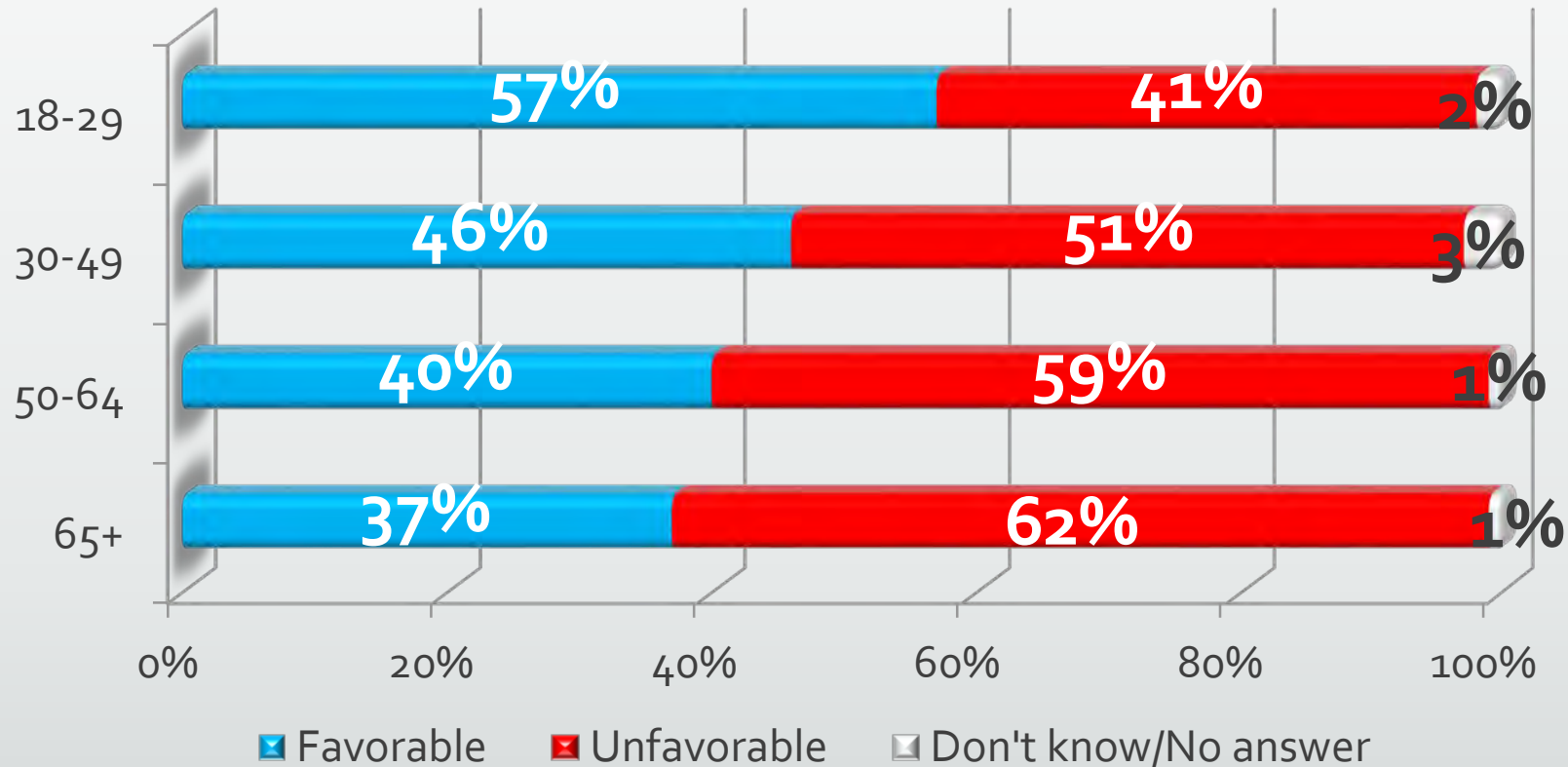
## *By Political Party Affiliation*





# Barack Obama

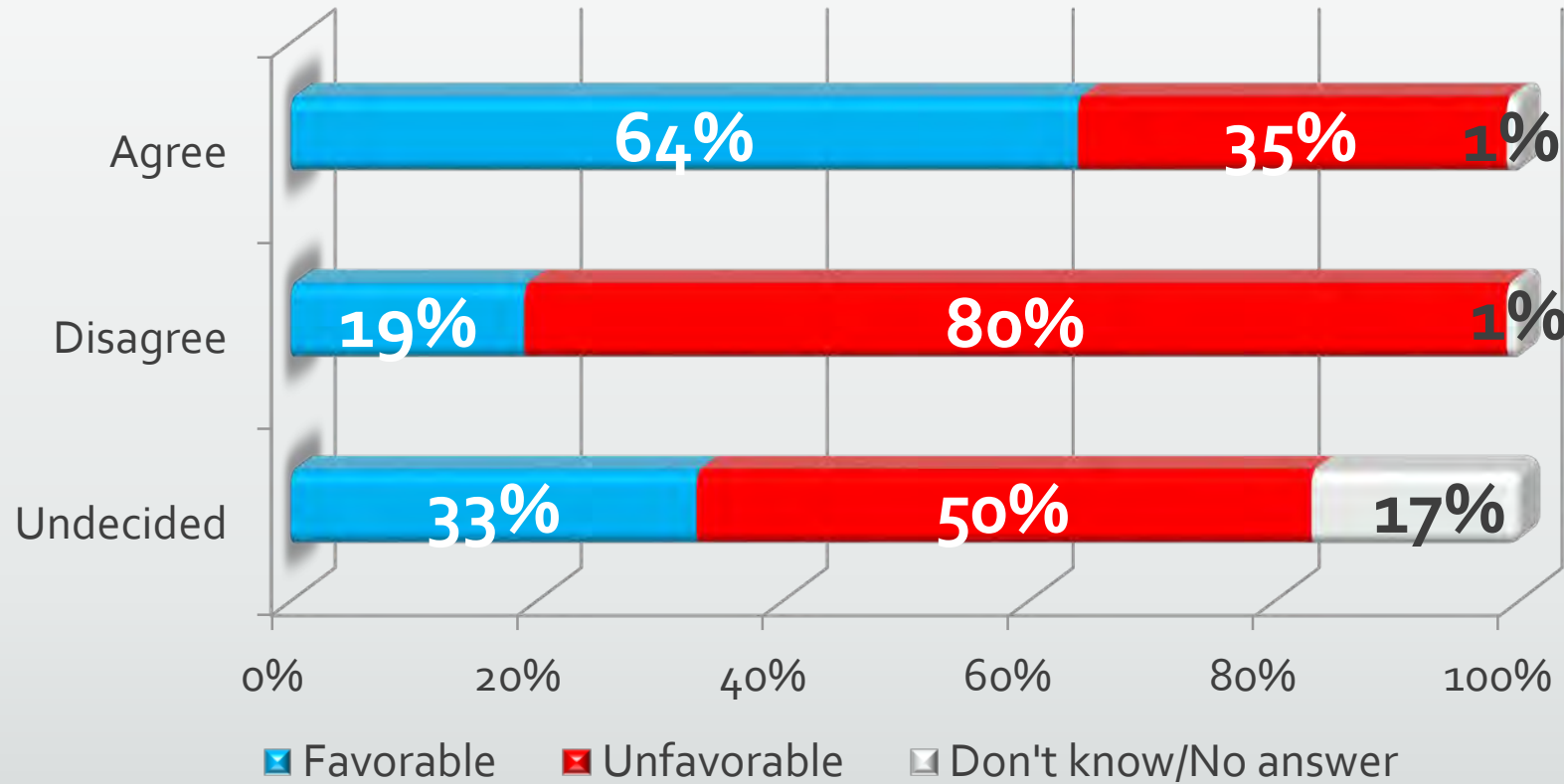
## *By Age*





# Barack Obama

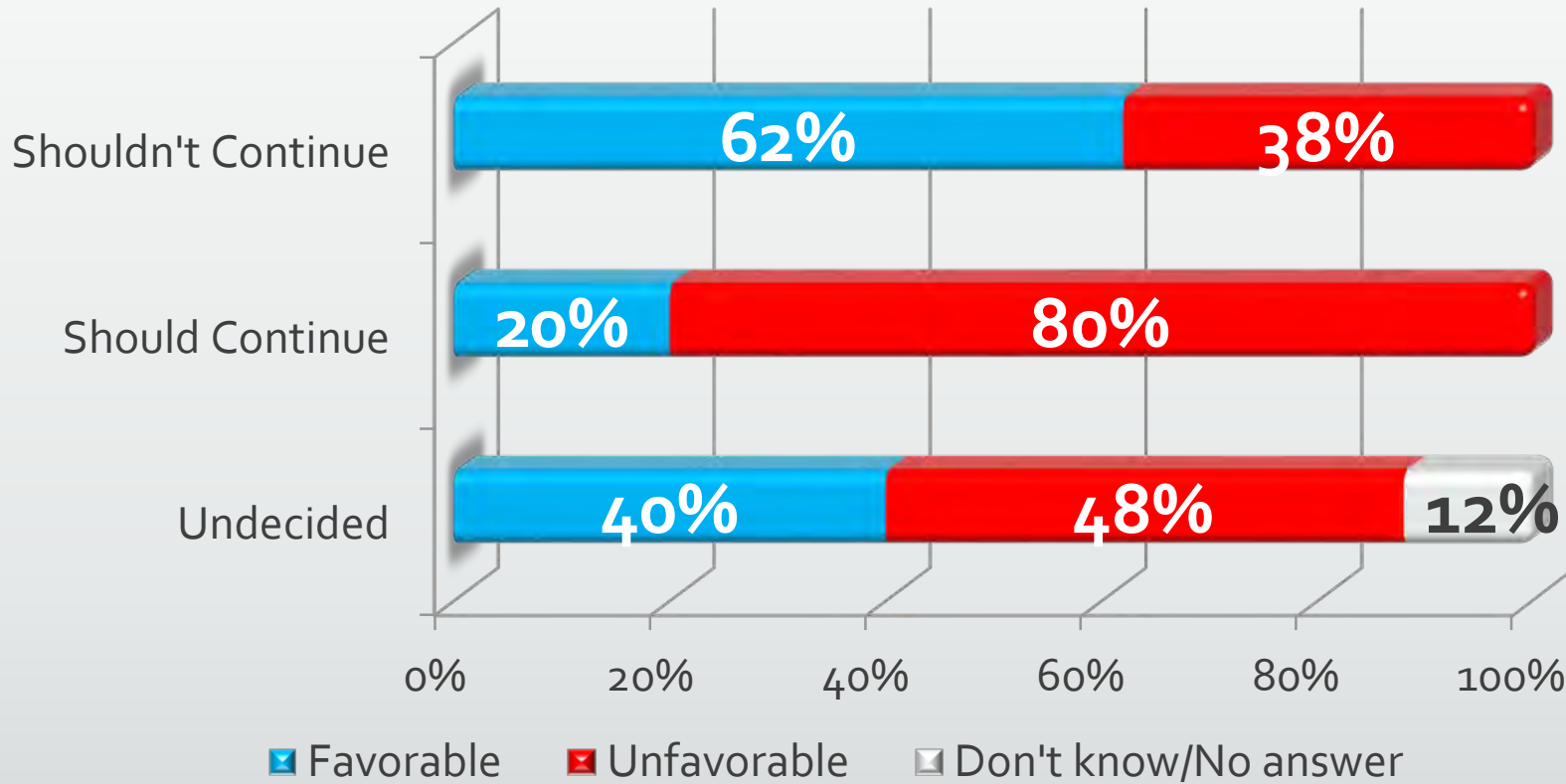
*By Opinion on Normalization*





# Barack Obama

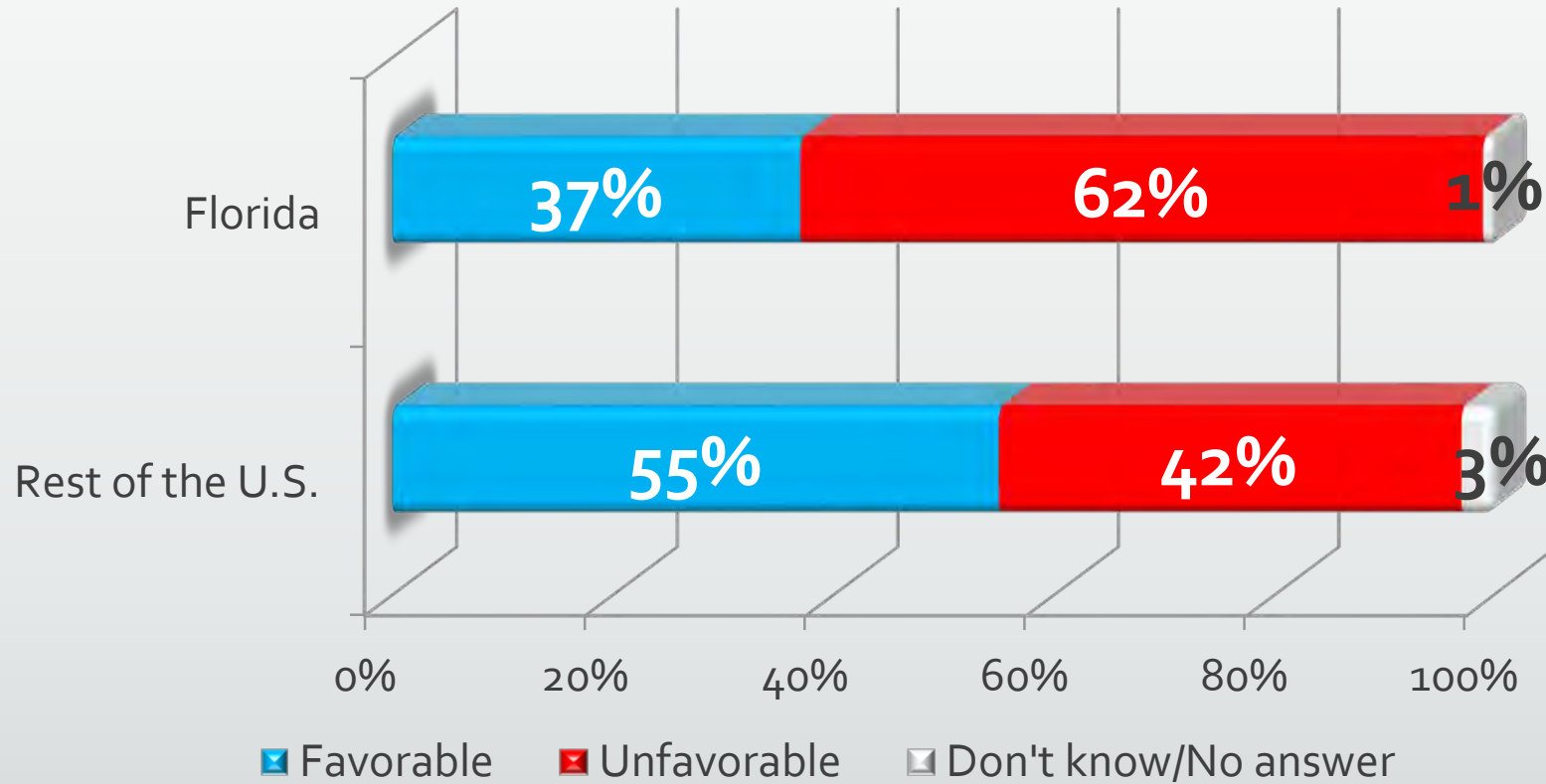
*By Opinion of the Embargo*





# Barack Obama

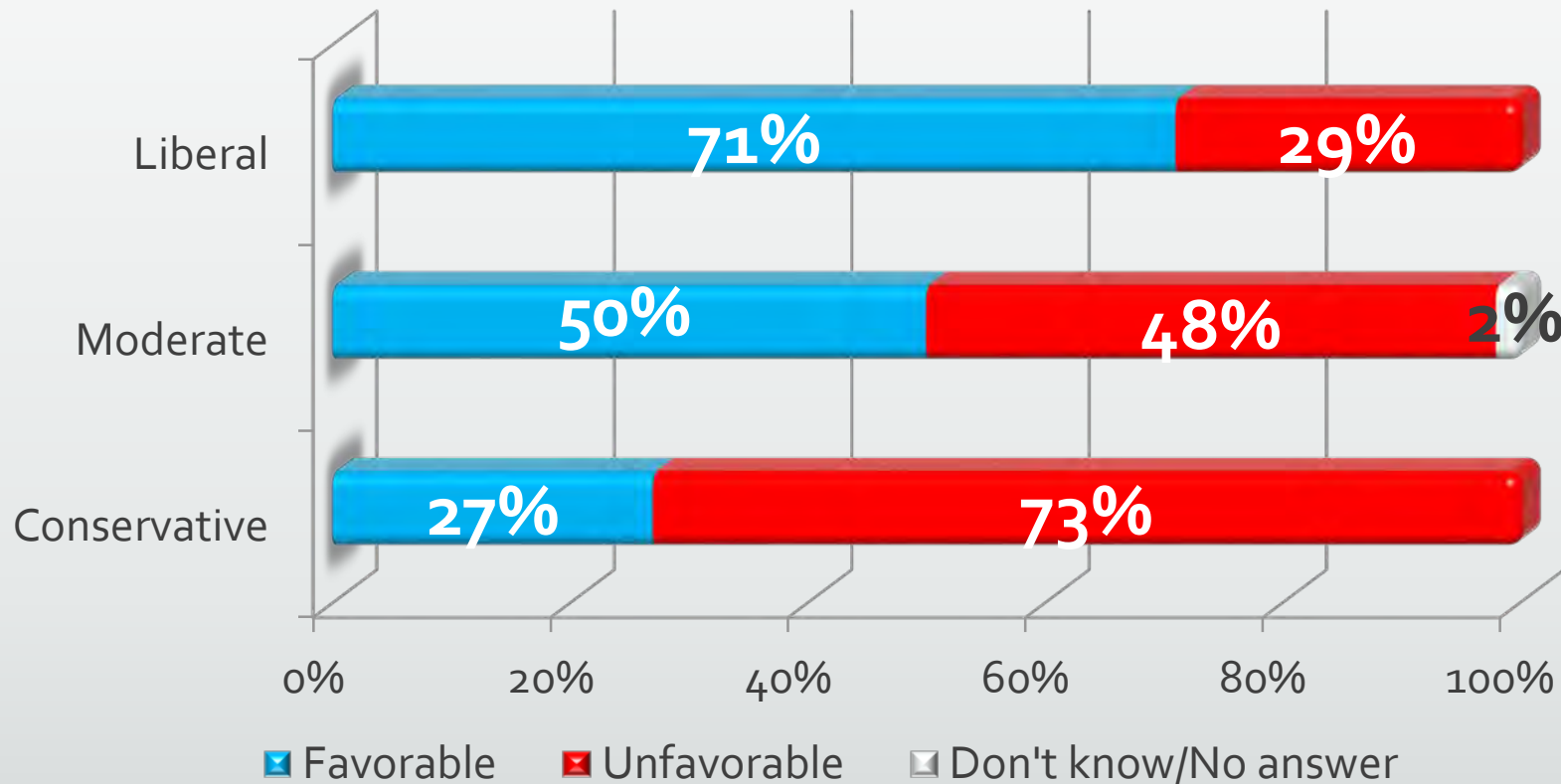
## *By Region*





# Barack Obama

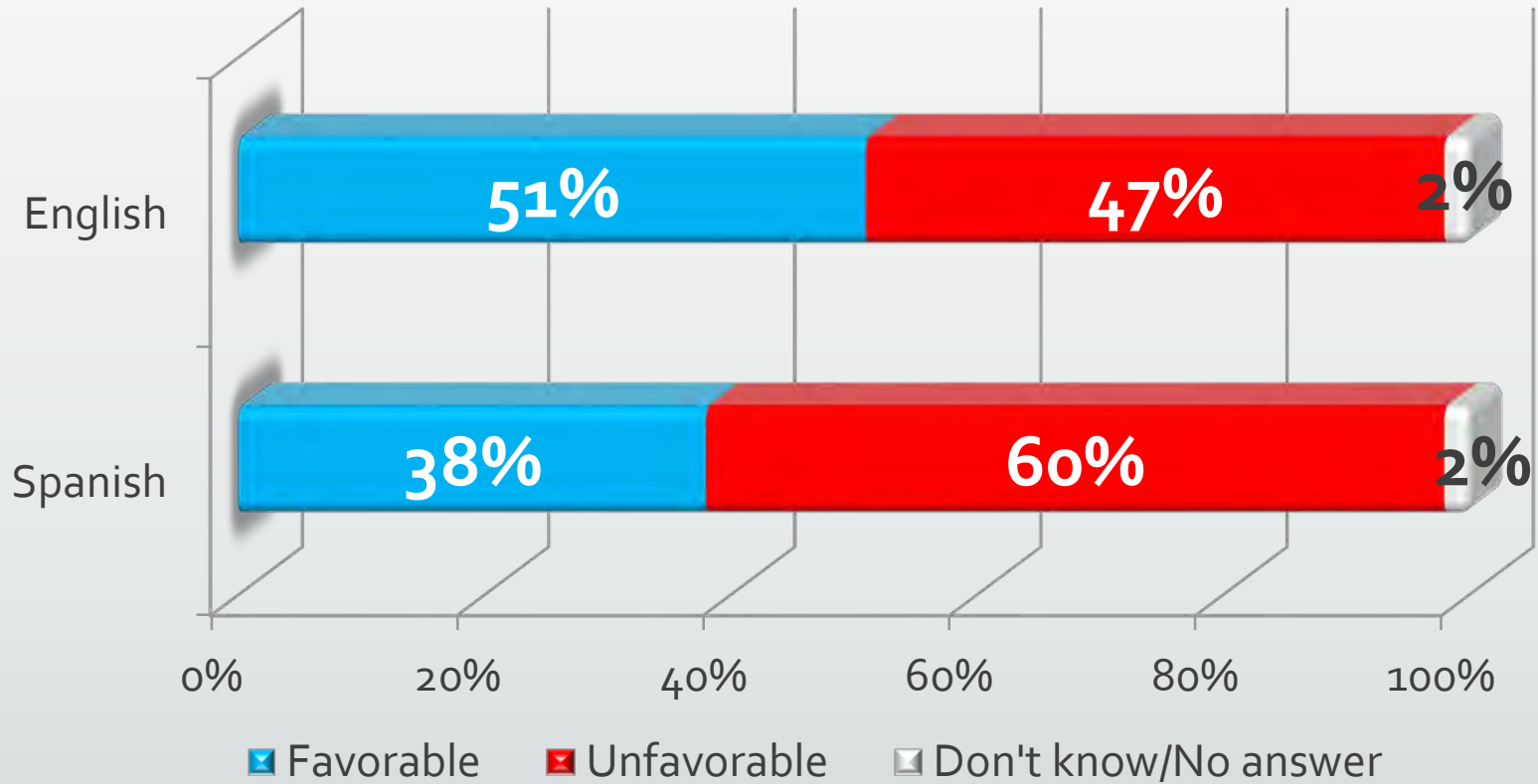
*By Political Ideology*





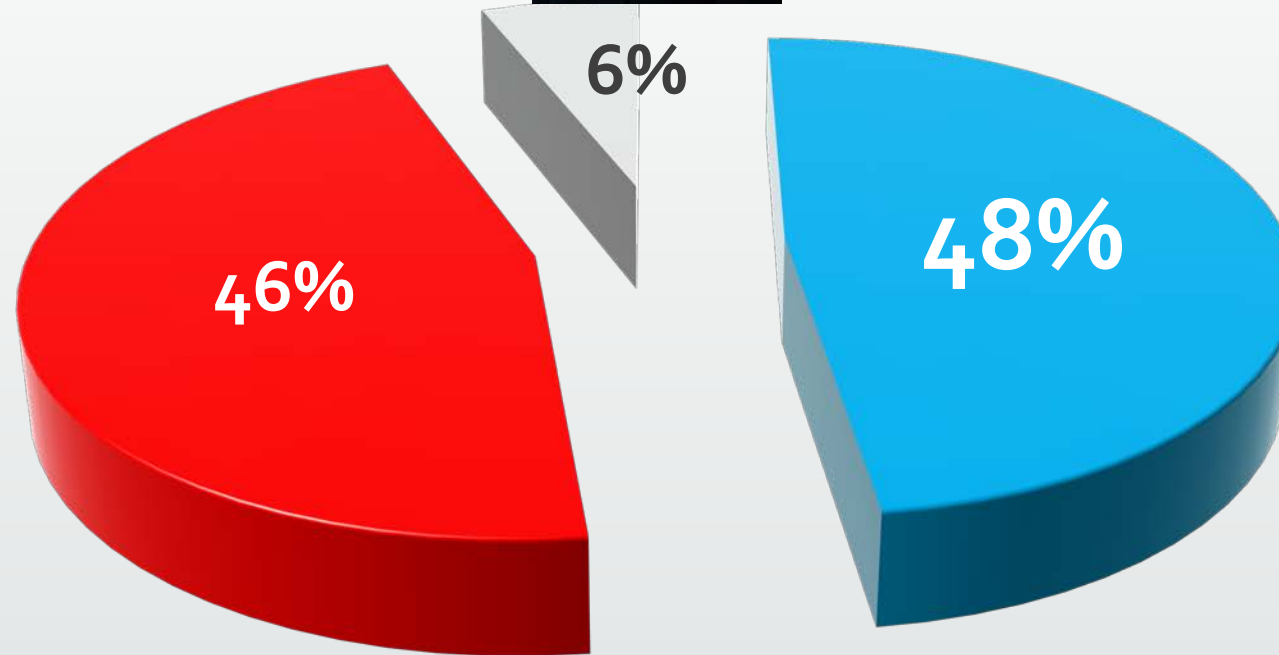
# Barack Obama

*By Language of Interview*





# Hillary Clinton

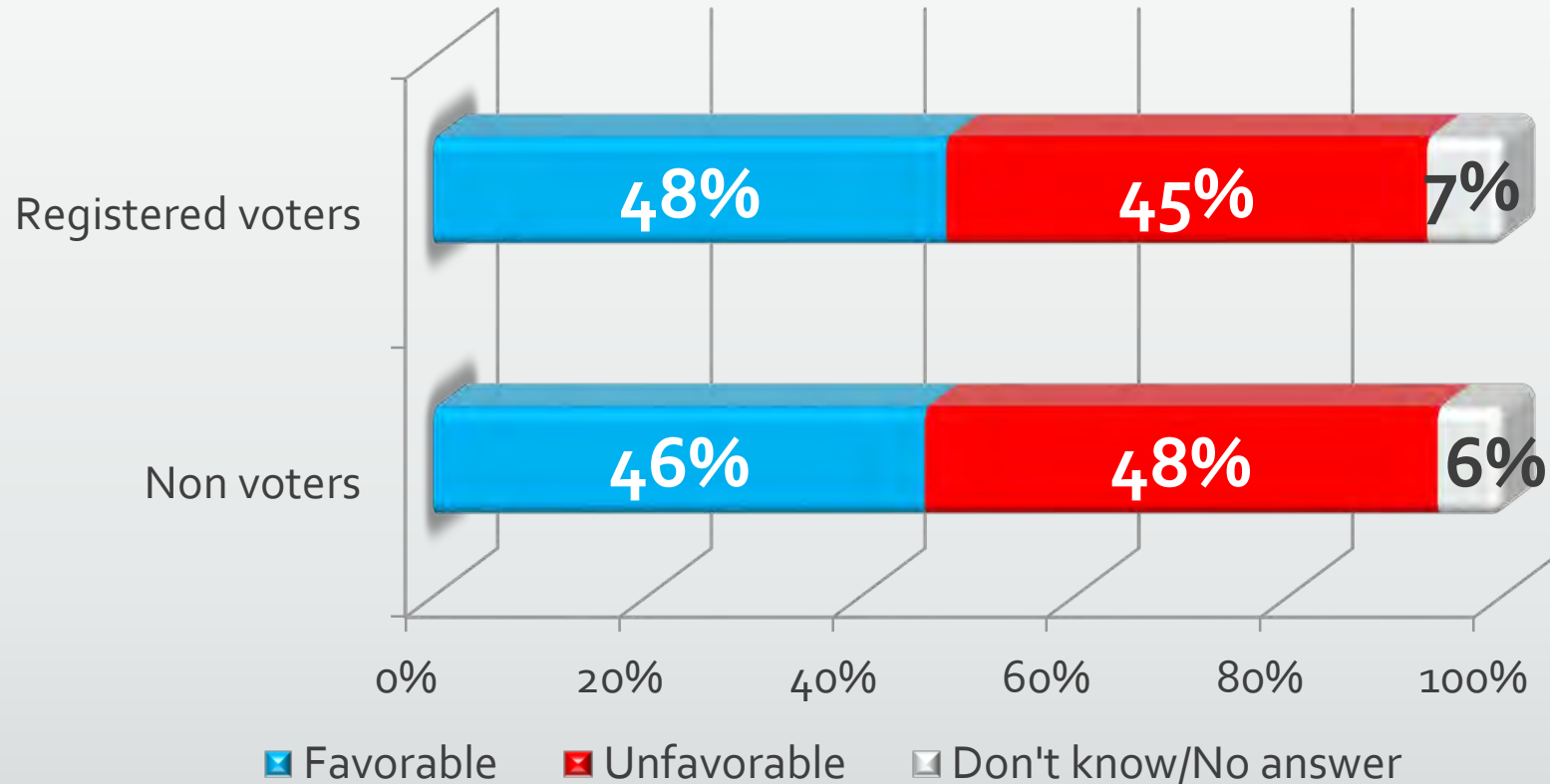


Favorable    Unfavorable    Don't know/No answer



# Hillary Clinton

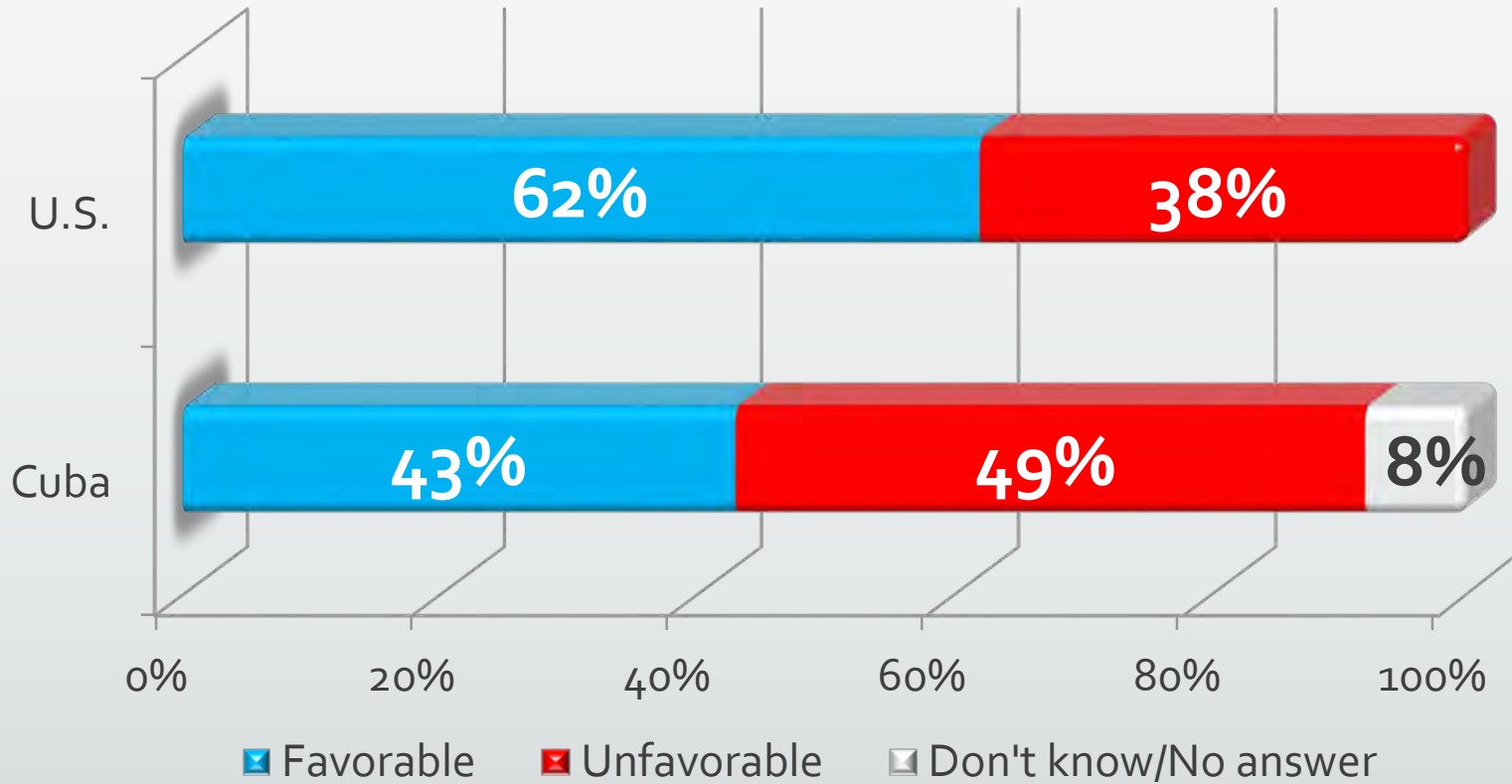
## *By Voter Registration Status*





# Hillary Clinton

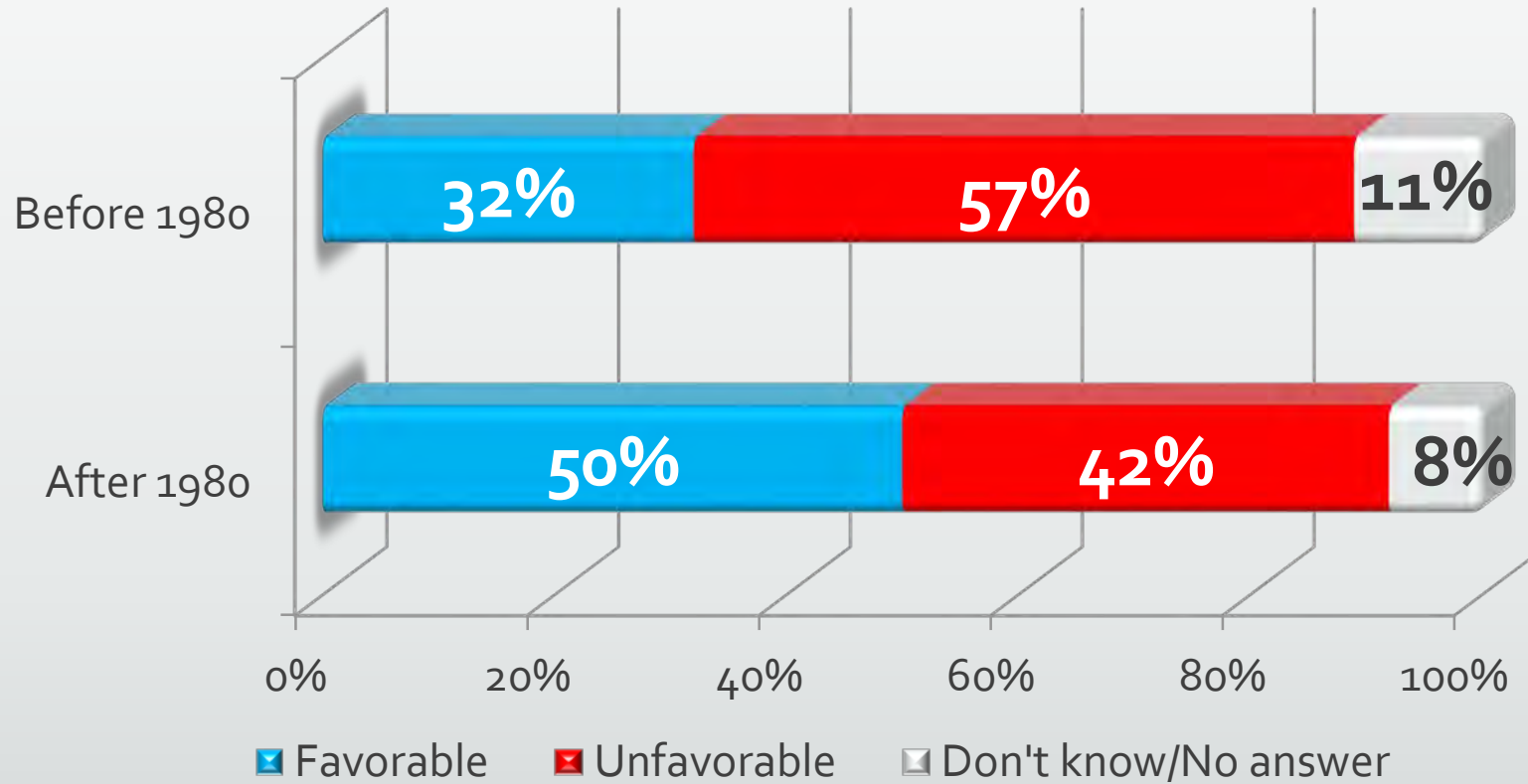
*By Country of Birth*





# Hillary Clinton

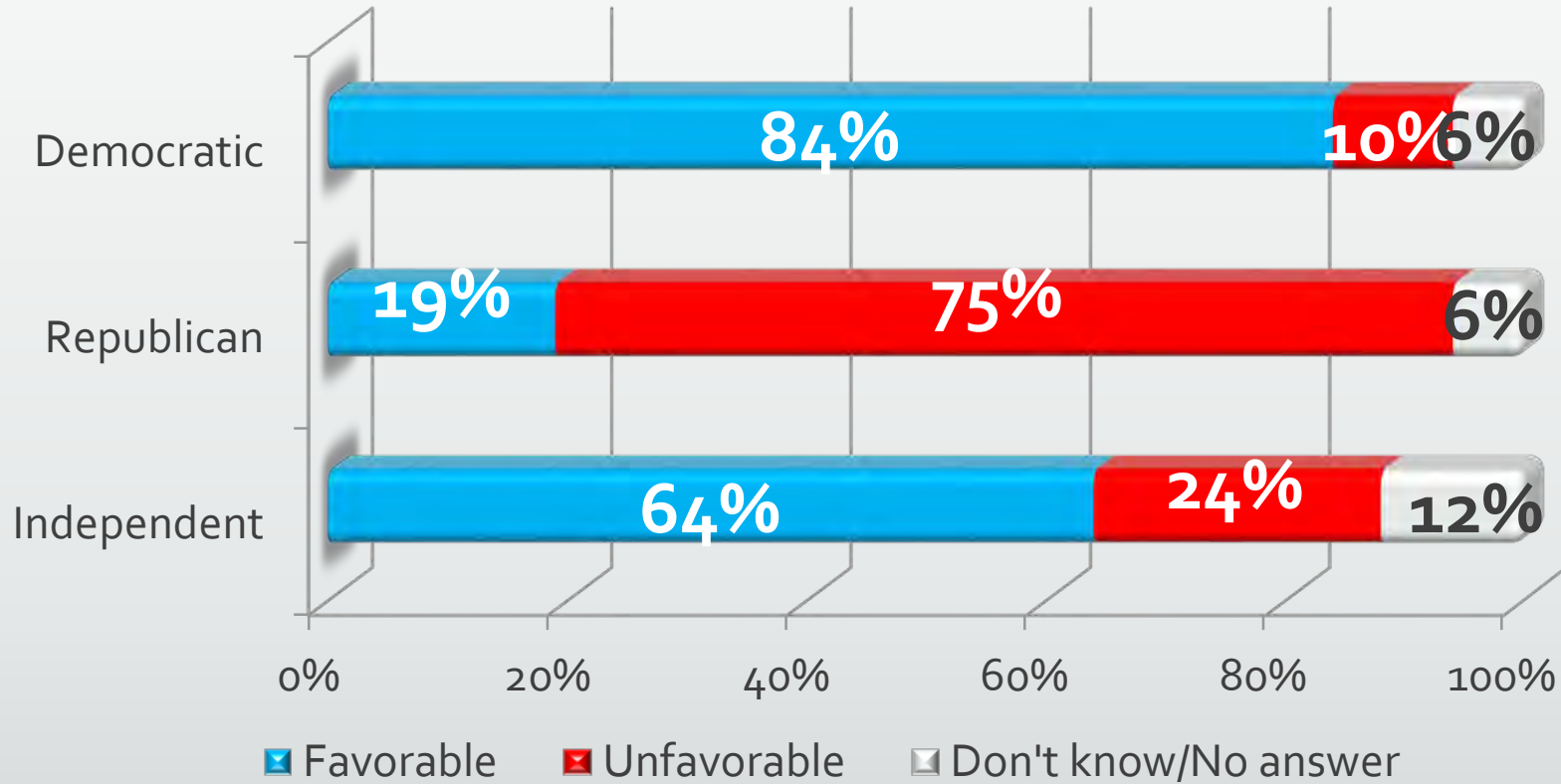
*By Decade of Arrival*





# Hillary Clinton

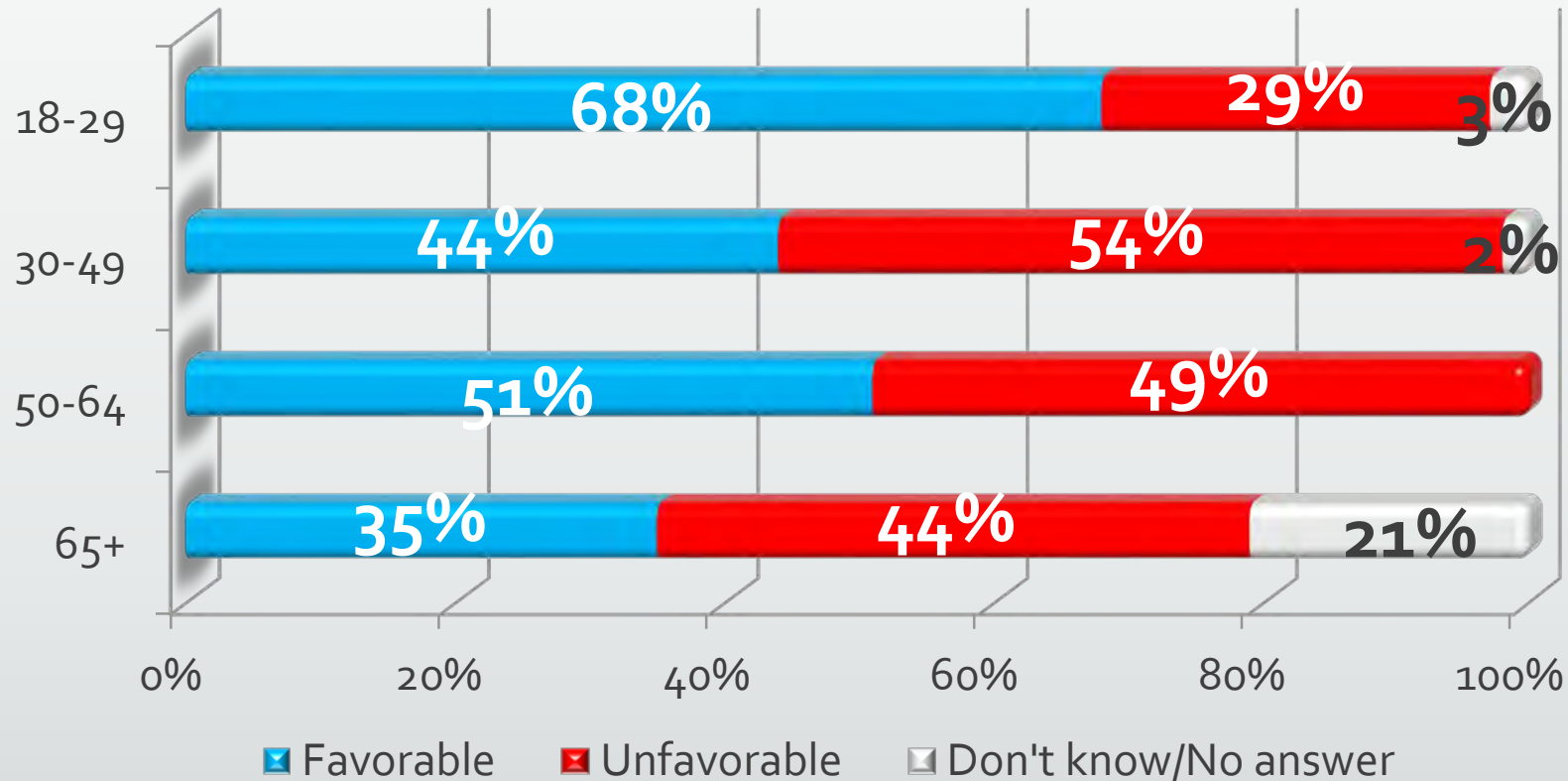
*By Political Party Affiliation*





# Hillary Clinton

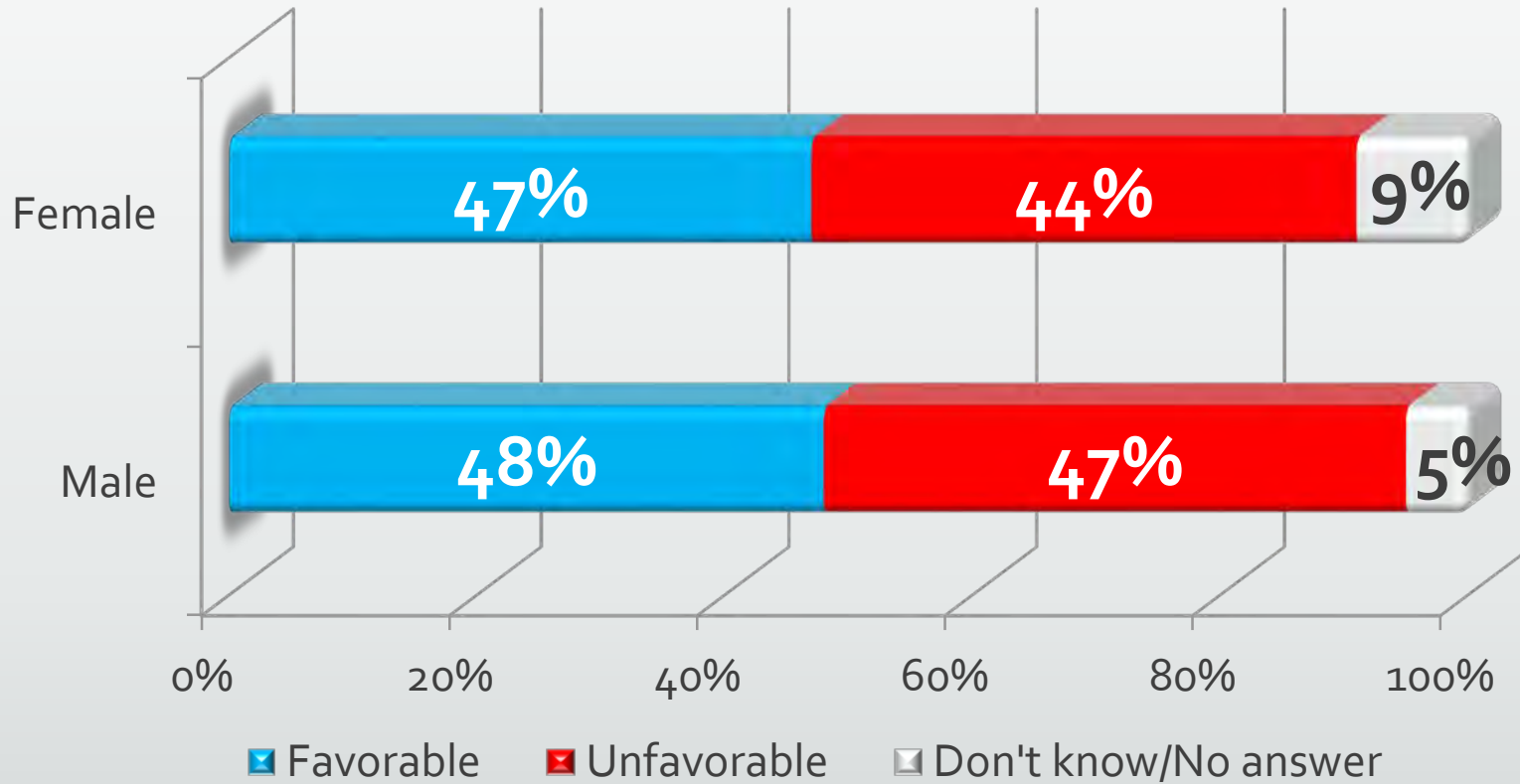
## By Age





# Hillary Clinton

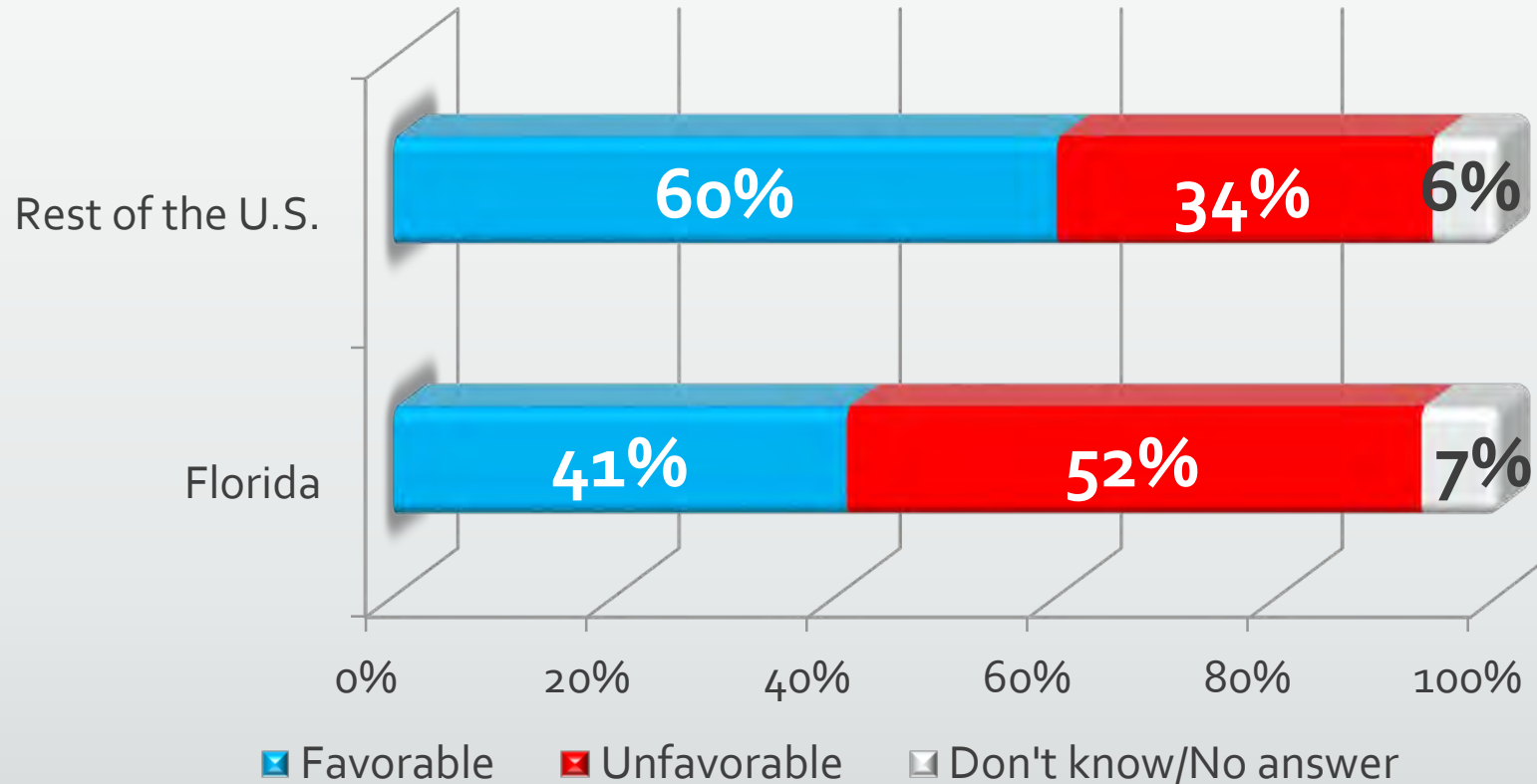
*By Gender*





# Hillary Clinton

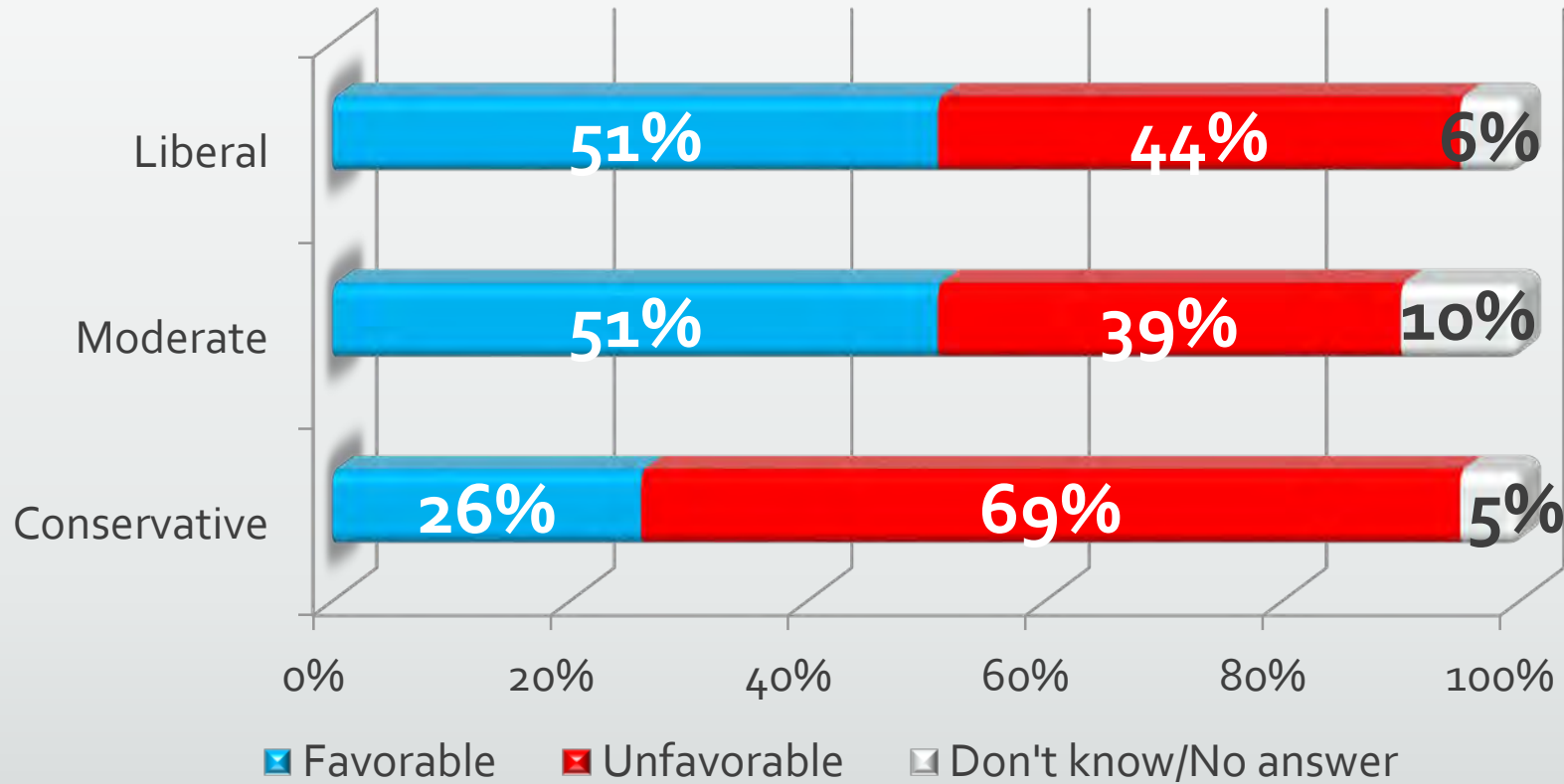
## *By Region*





# Hillary Clinton

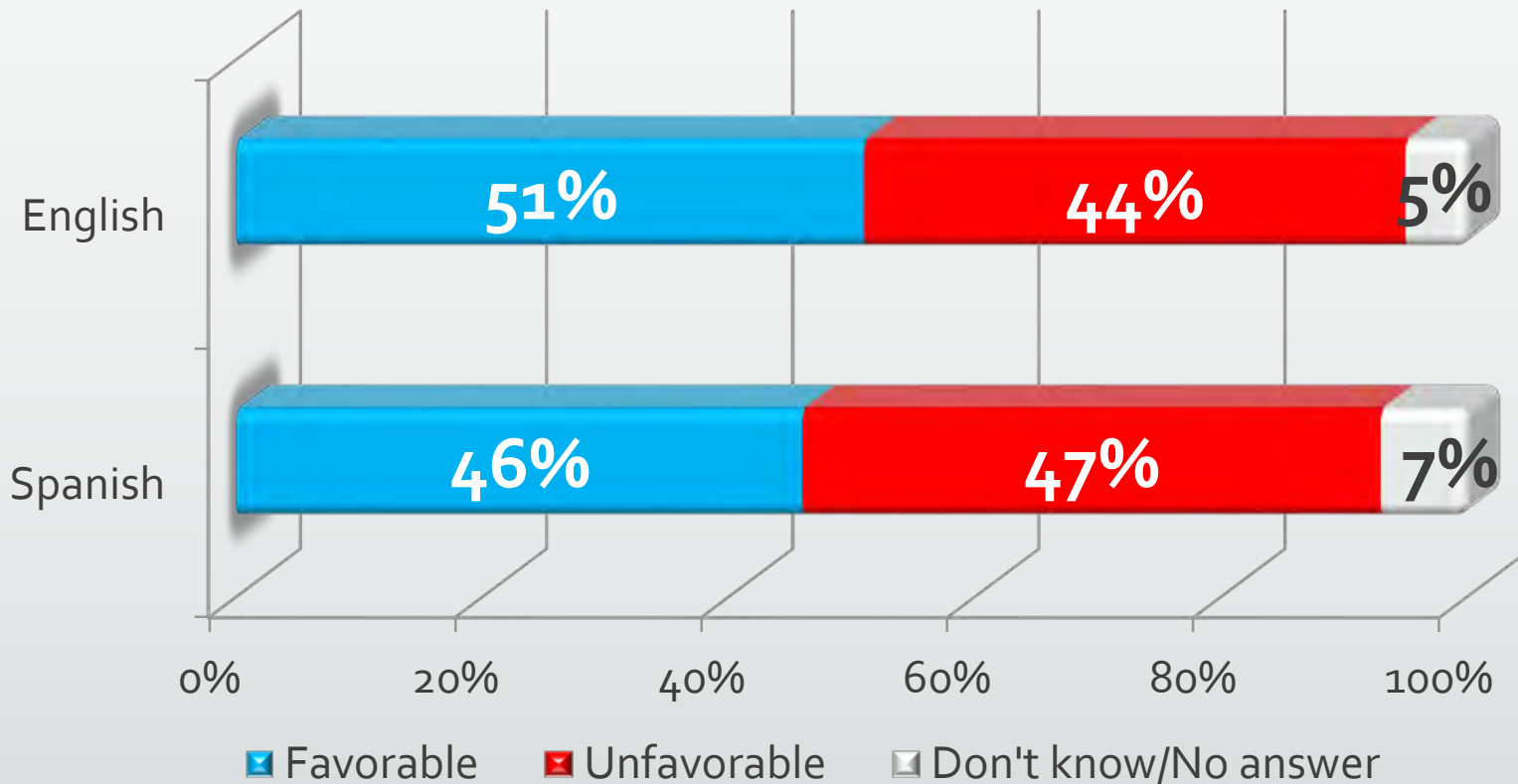
*By Political Ideology*





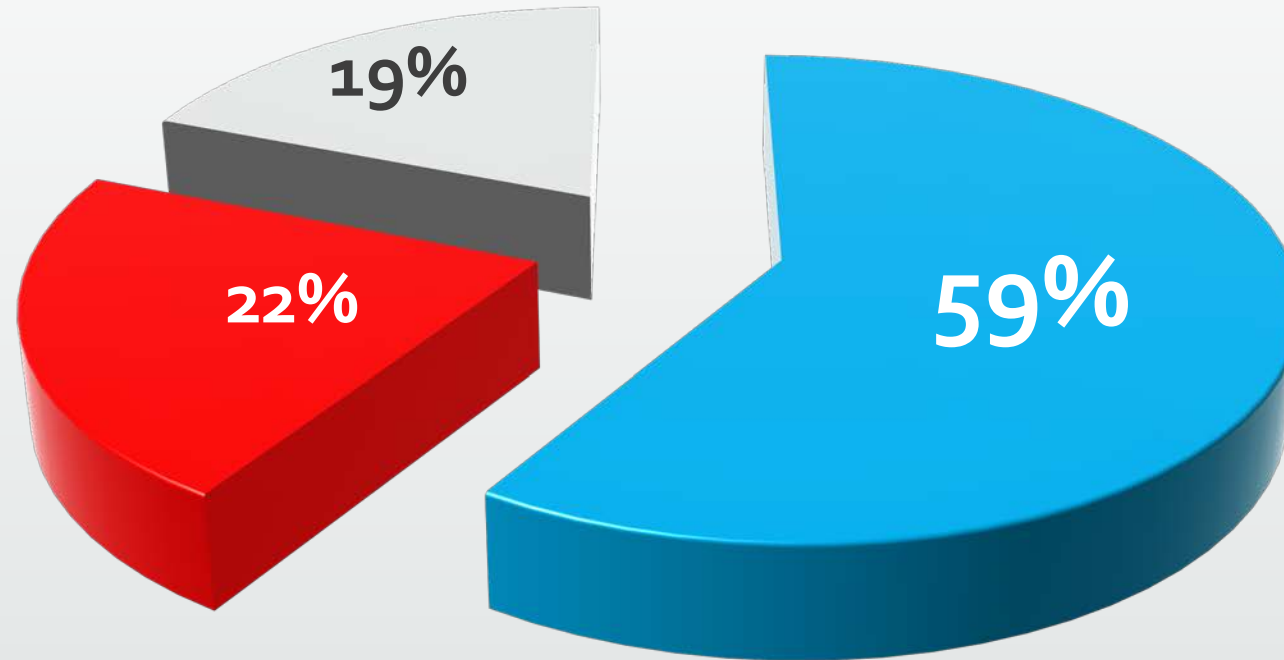
# Hillary Clinton




*By Language of Interview*





Jeb Bush

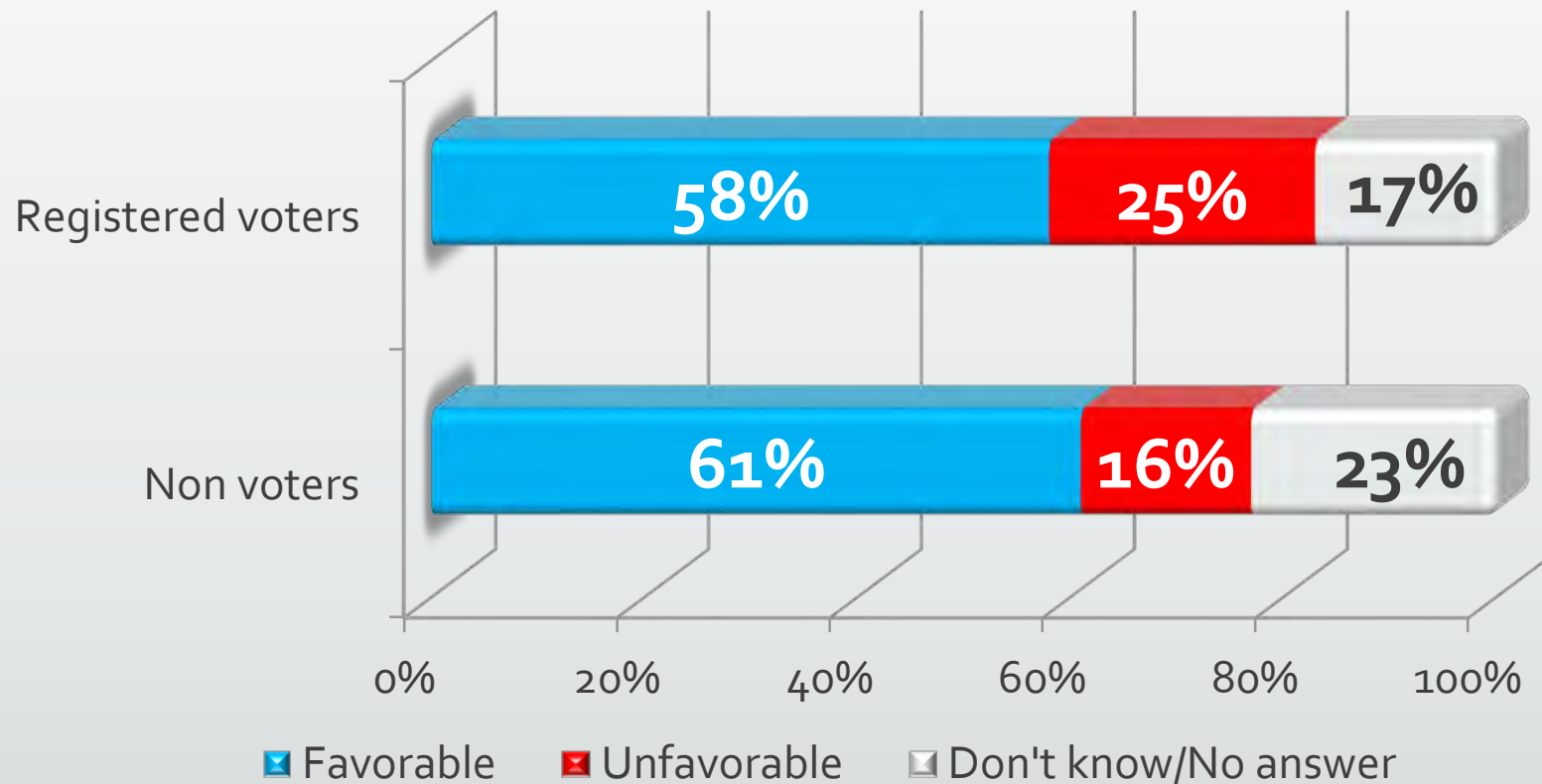


 Favorable     Unfavorable     Don't know/No answer



Jeb Bush

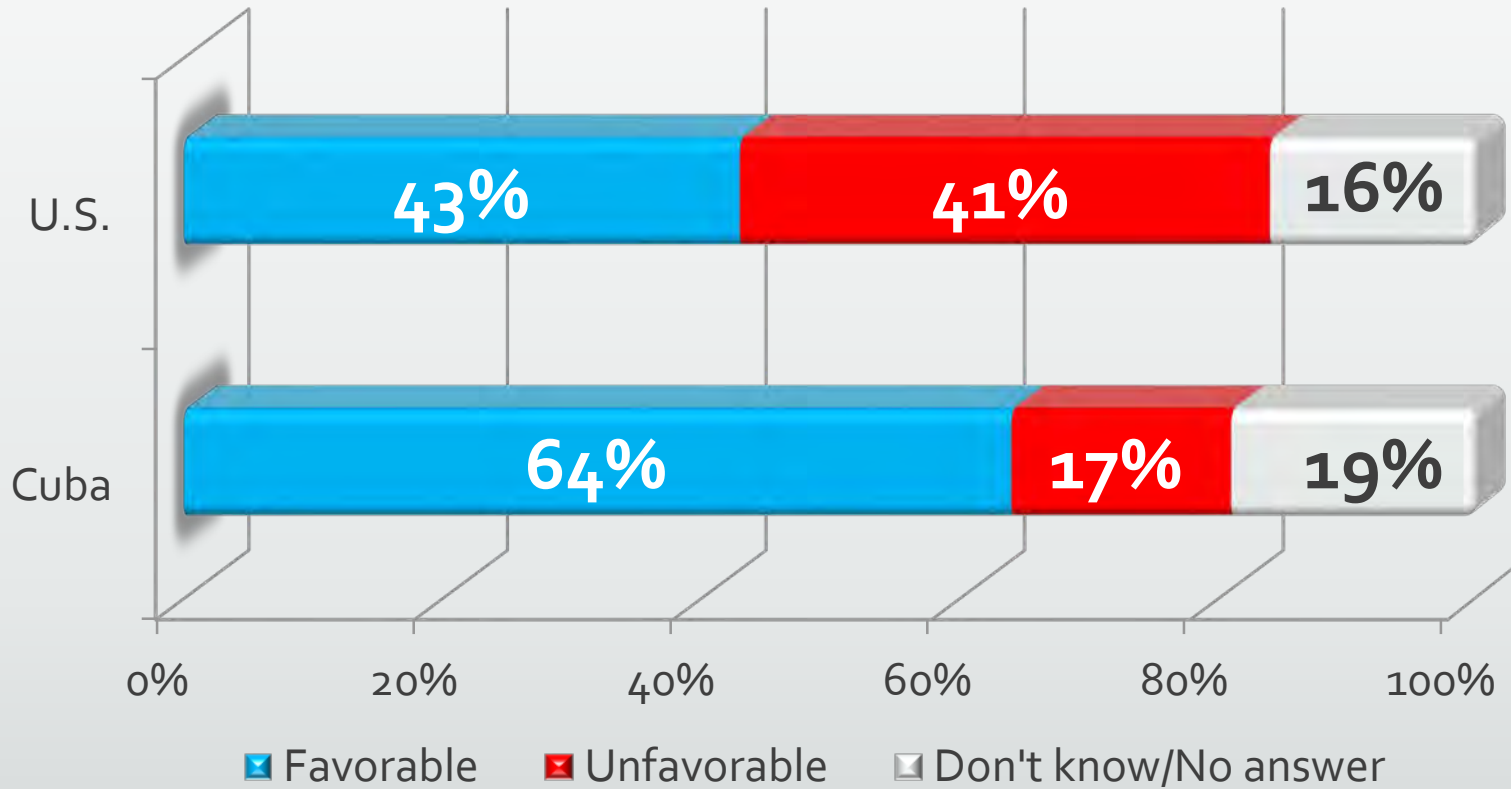
*By Voter Registration Status*





# Jeb Bush

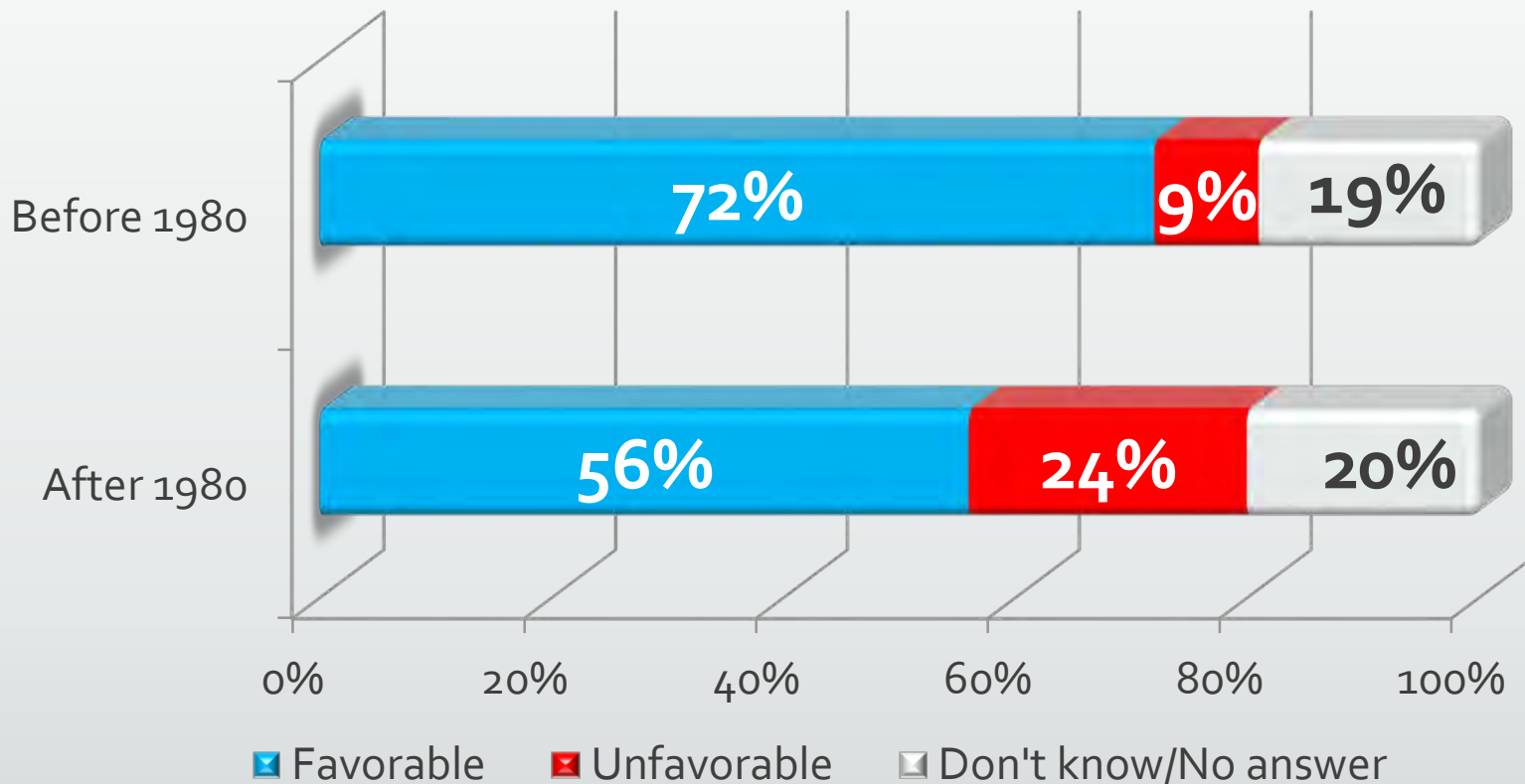
## *By Country of Birth*





# Jeb Bush

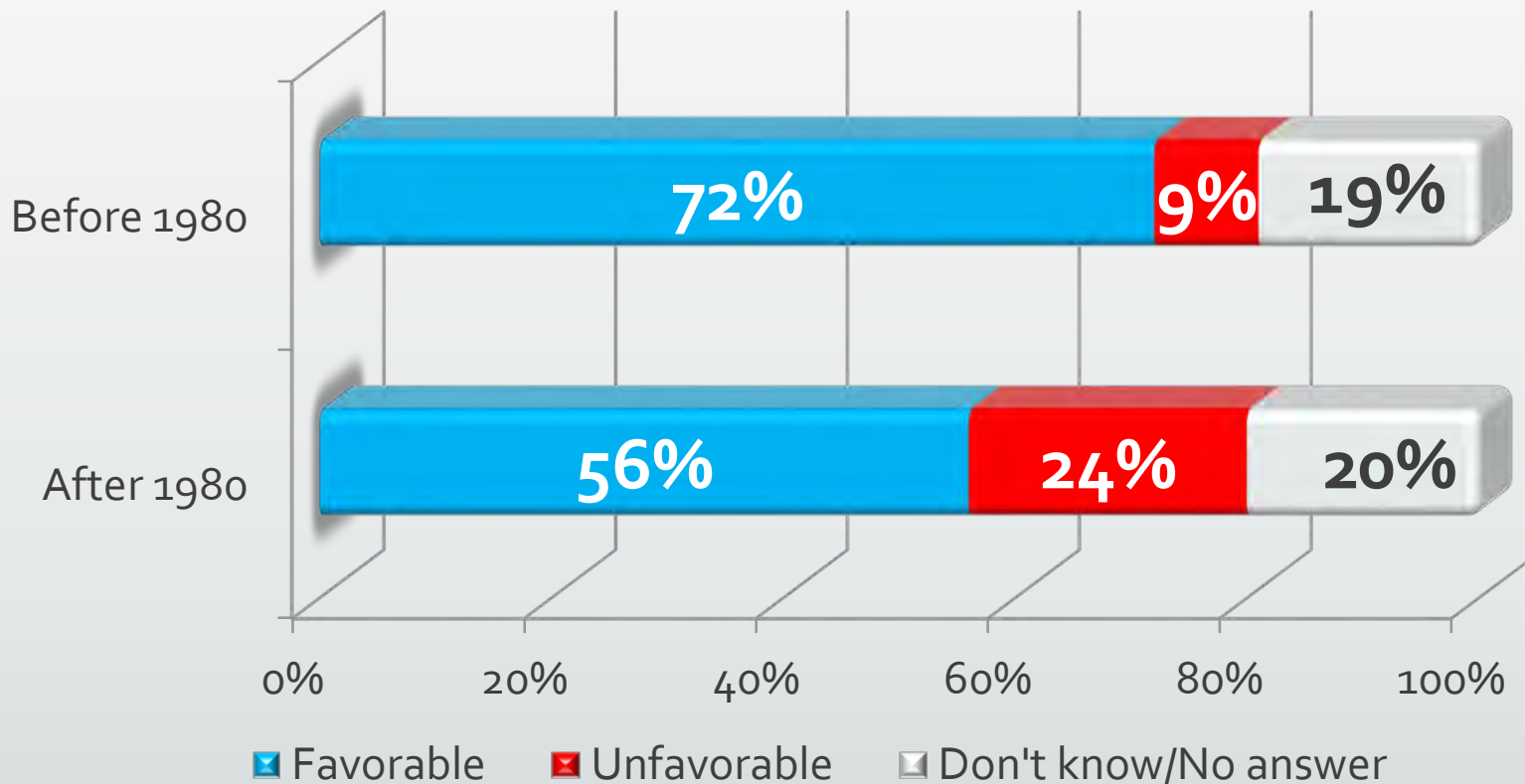
## *By Decade of Arrival*





# Jeb Bush

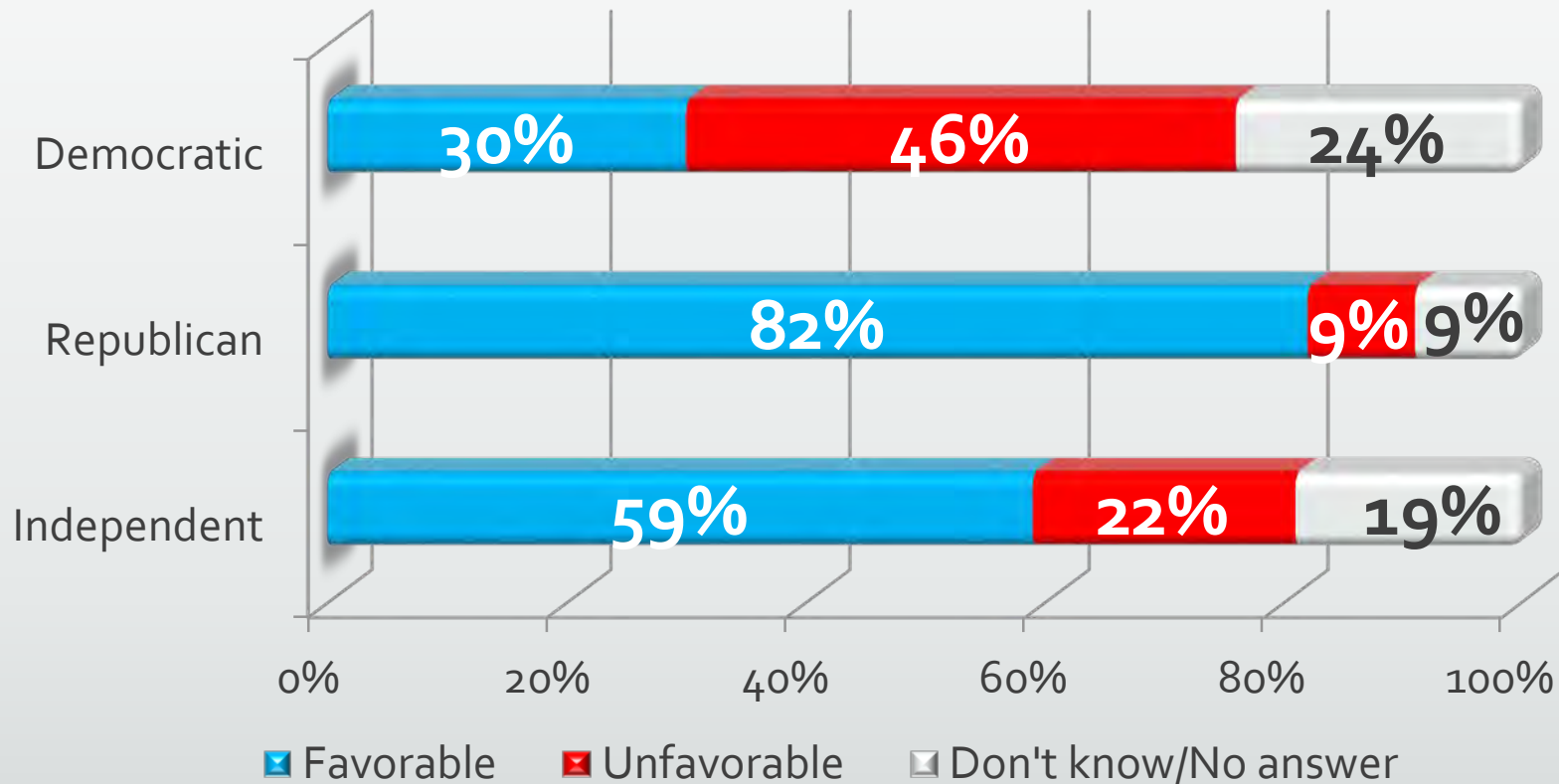
## *By Decade of Arrival*





# Jeb Bush

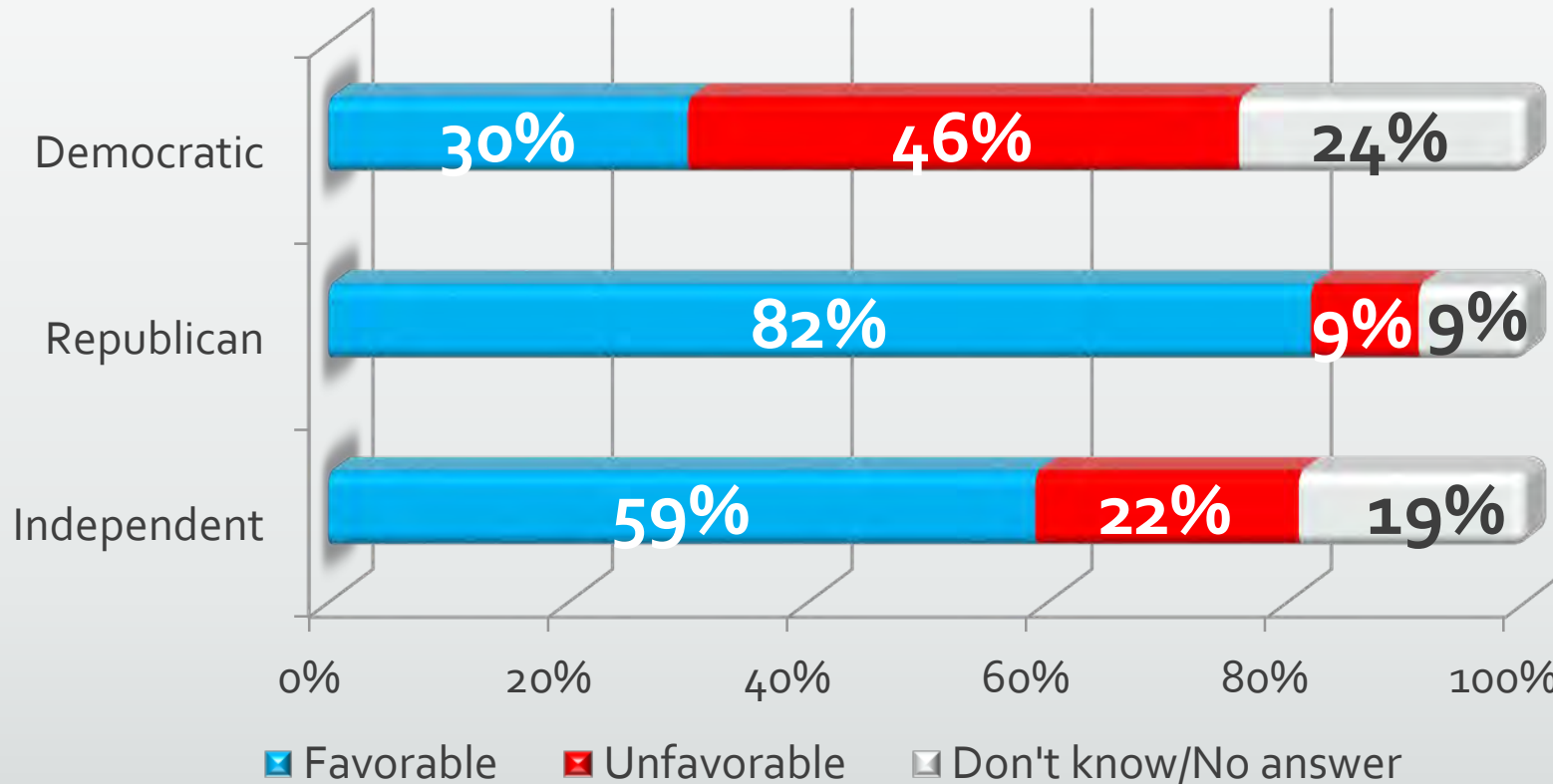
*By Political Party Affiliation*





# Jeb Bush

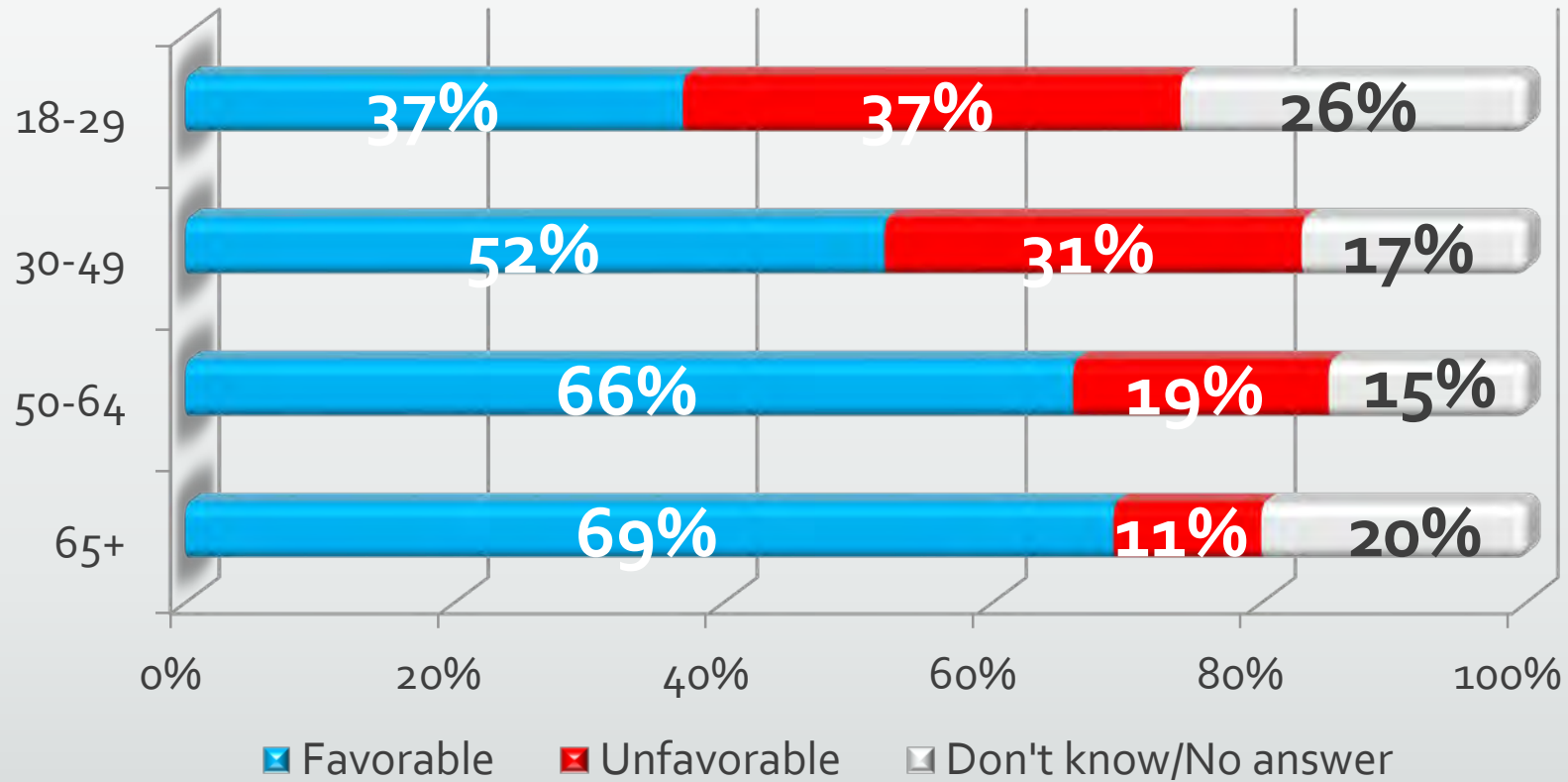
*By Political Party Affiliation*





# Jeb Bush

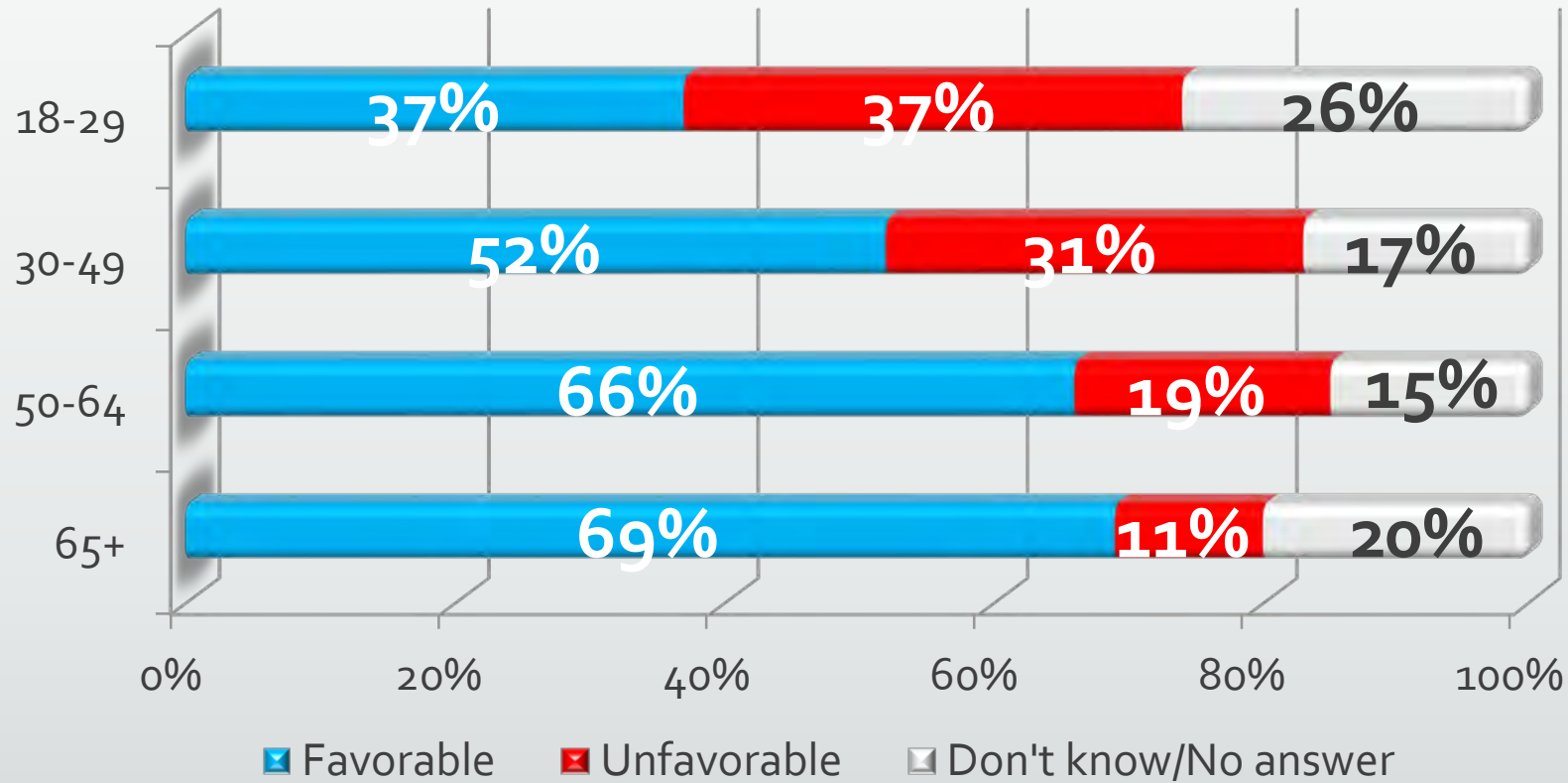
## By Age





# Jeb Bush

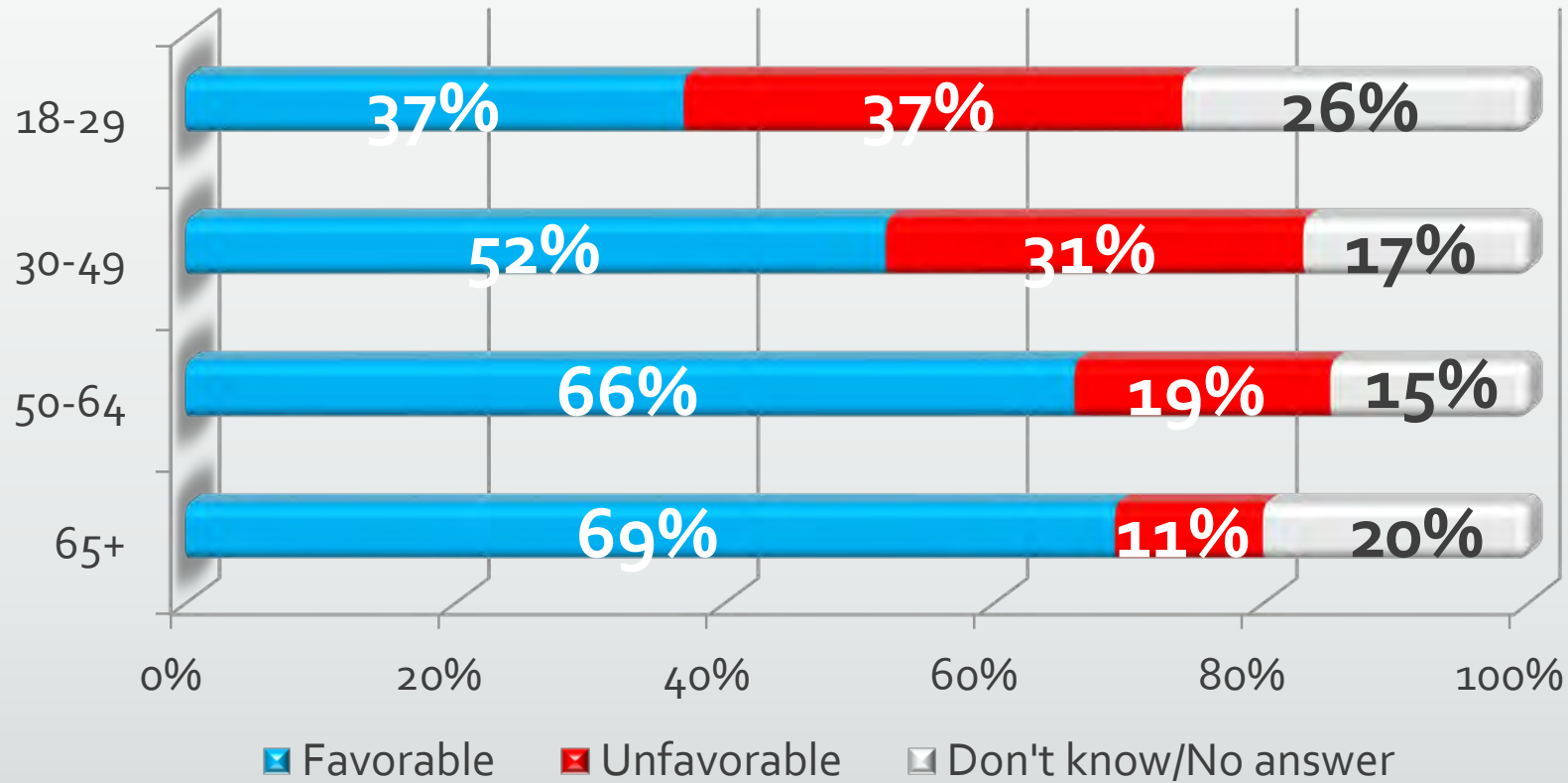
## By Age





# Jeb Bush

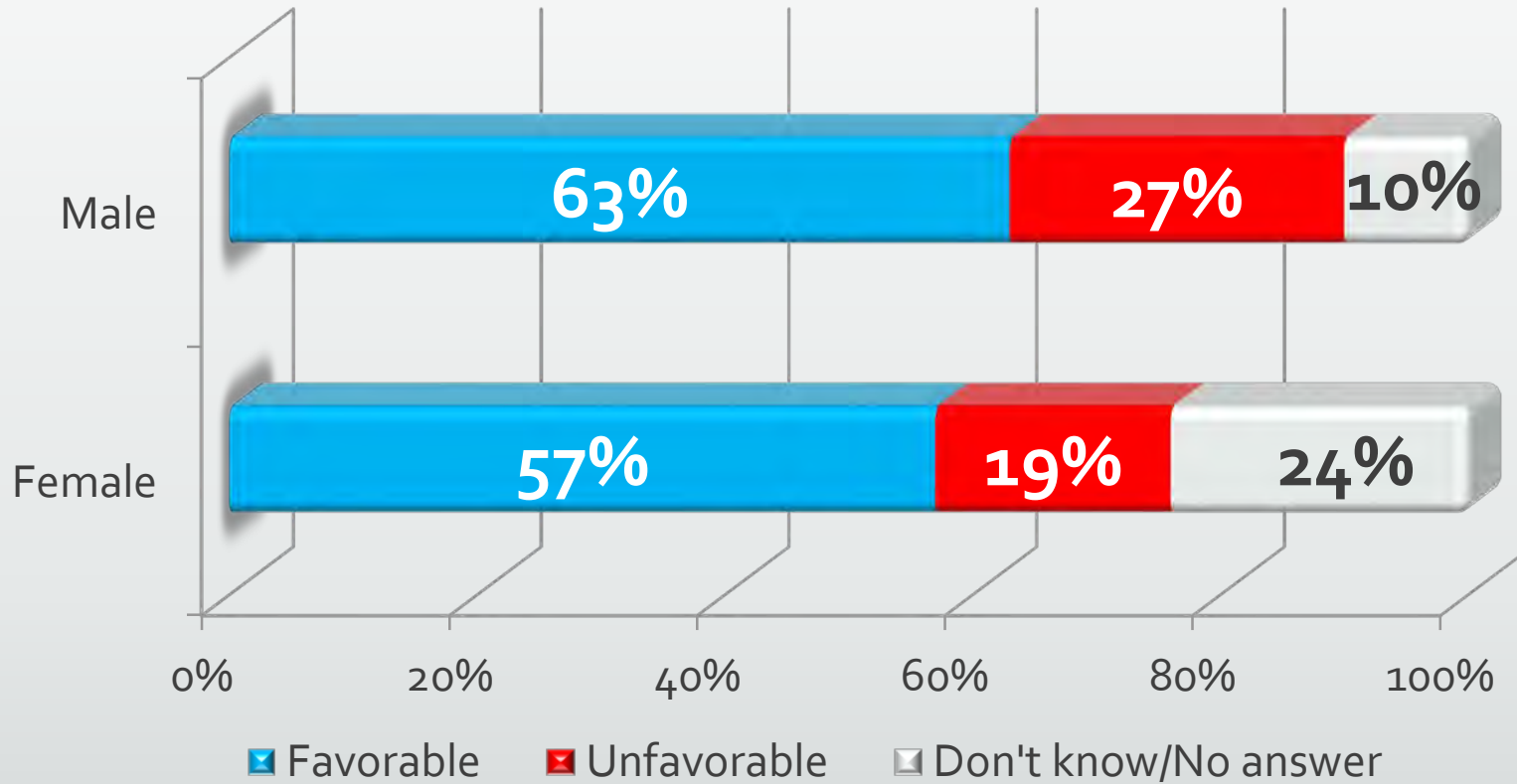
## By Age





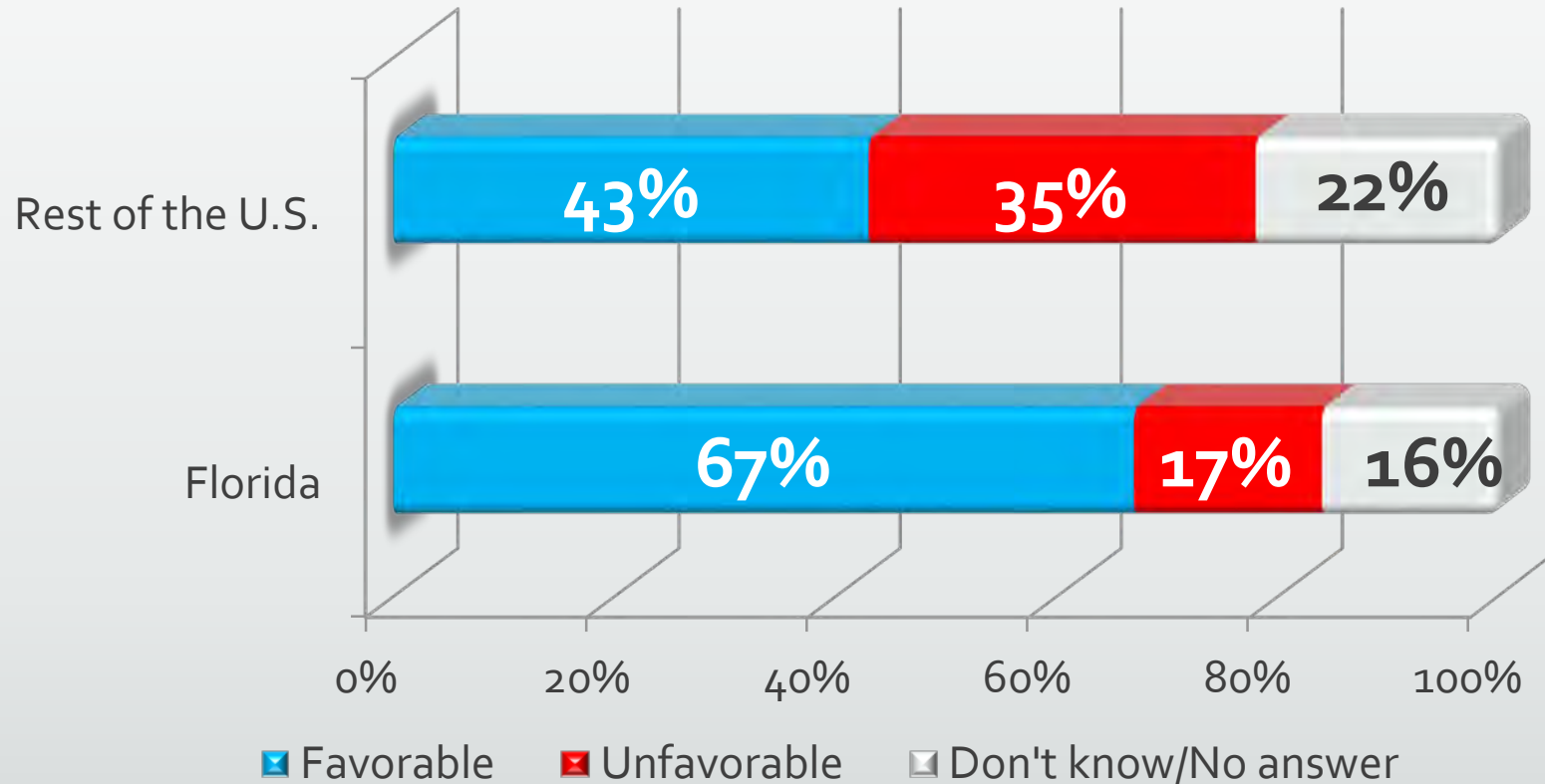
# Jeb Bush

## *By Gender*





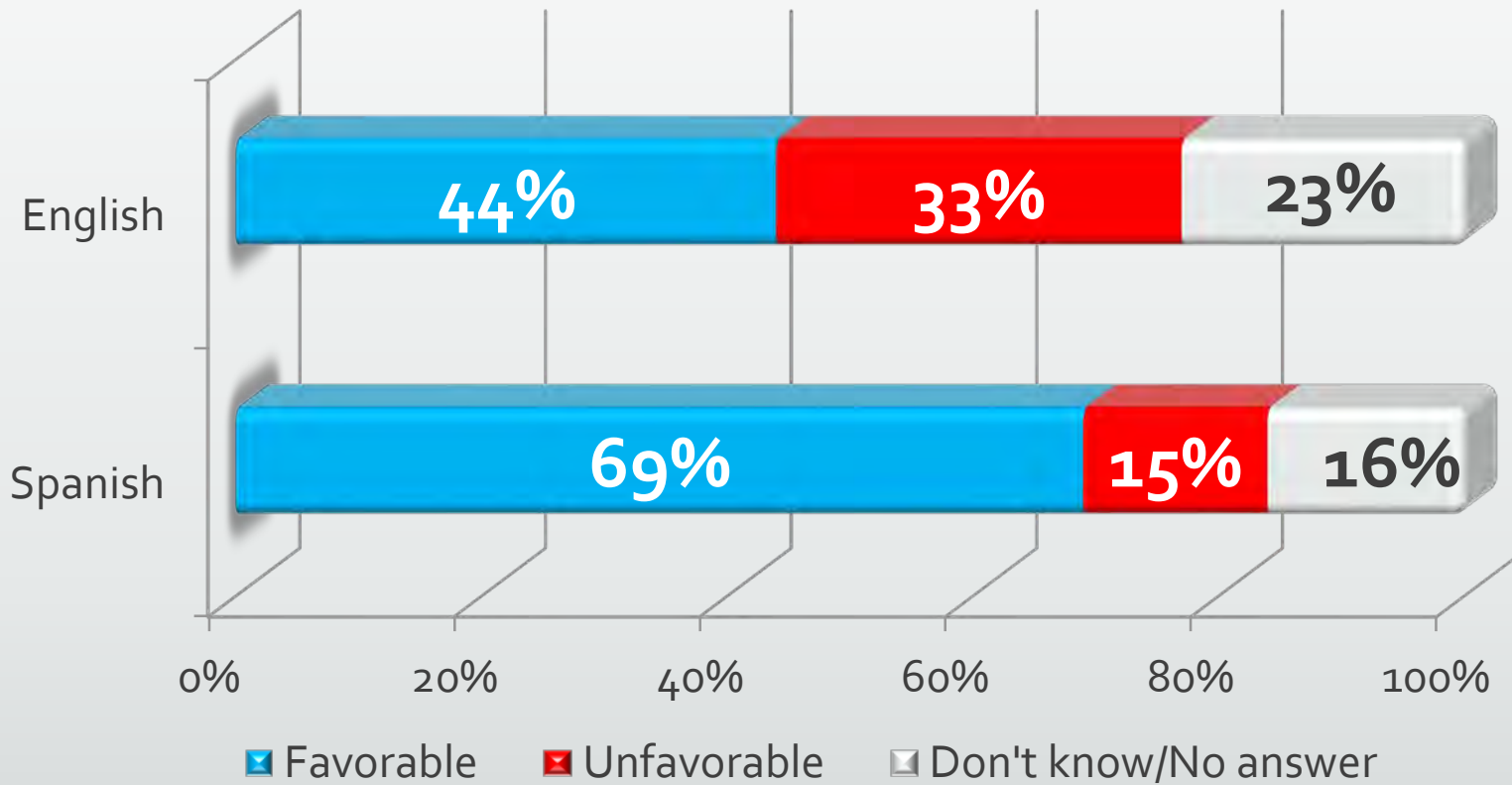
# Jeb Bush *By Region*





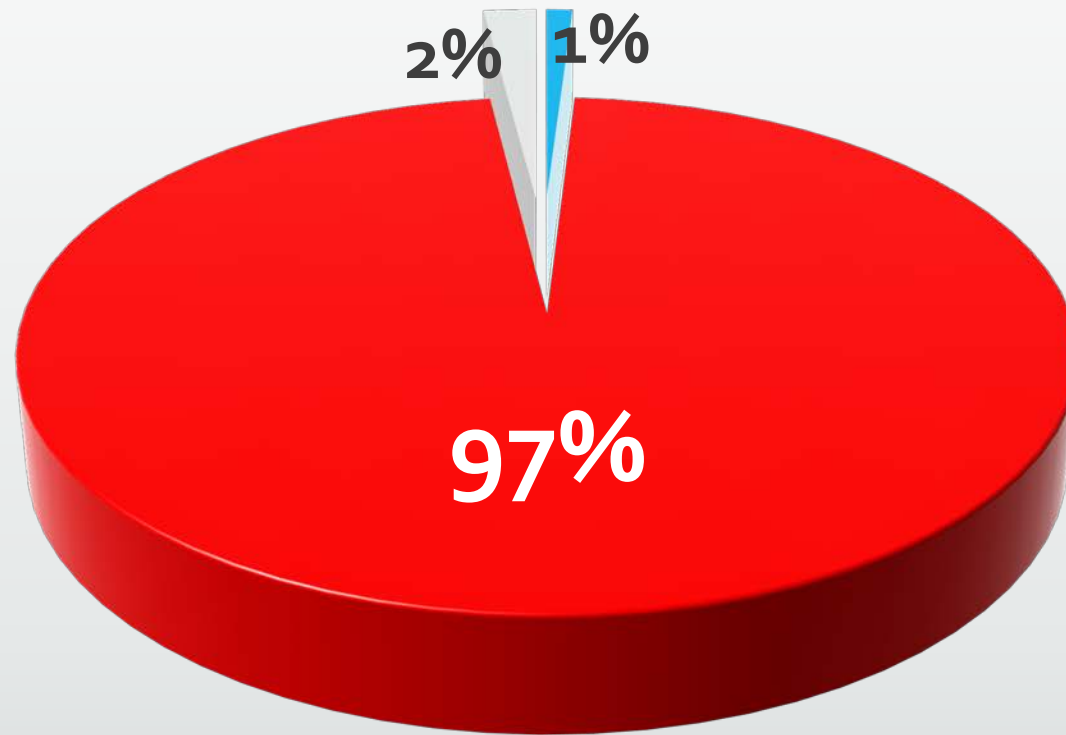
# Jeb Bush




*By Language of Interview*





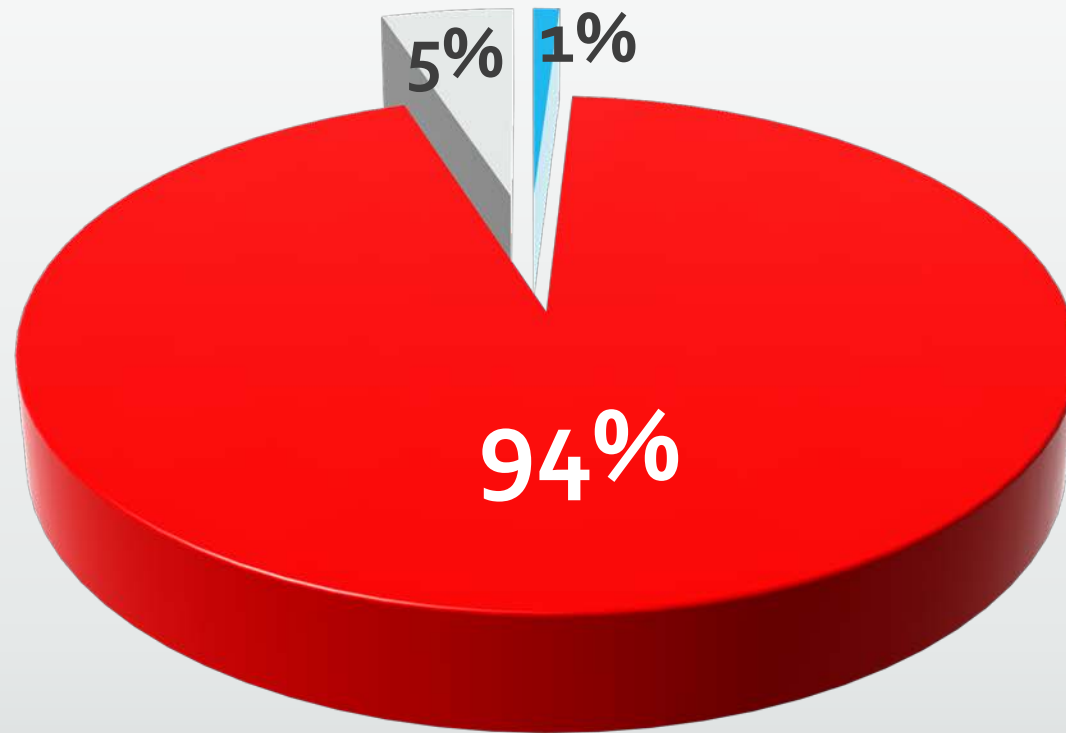
Fidel Castro



 Favorable    Unfavorable    Don't know/No answer



# Raul Castro



Favorable     Unfavorable     Don't know/No answer

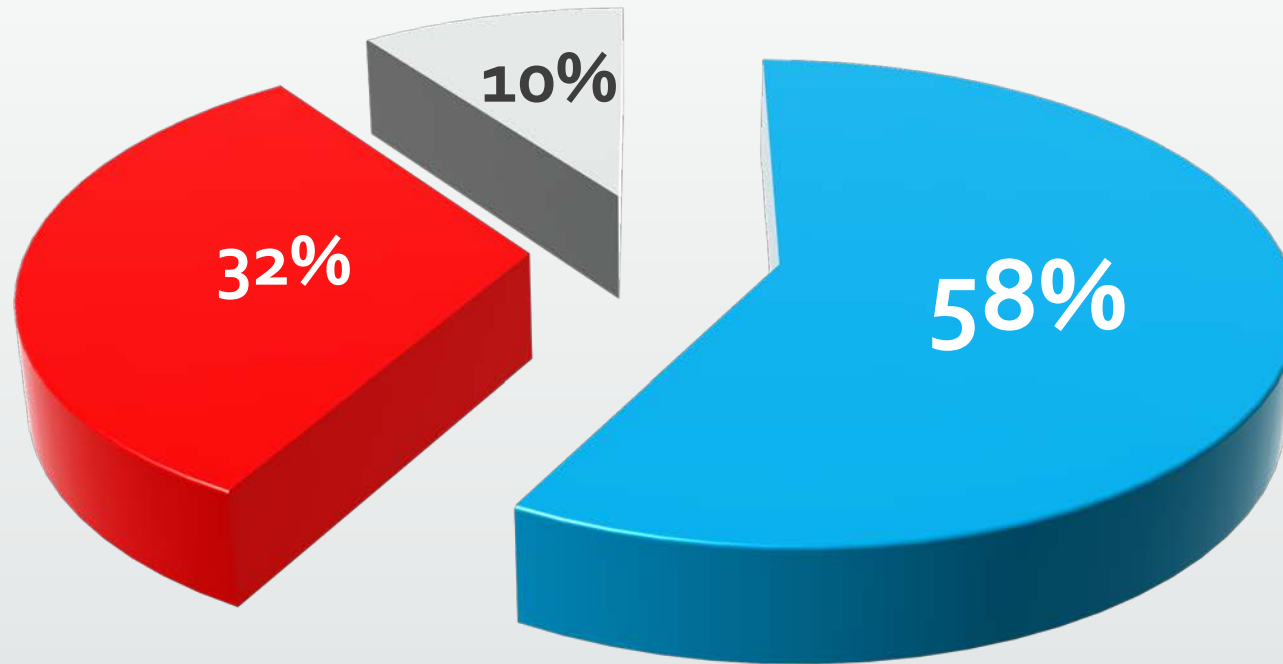


*United States - Cuba Policy*  
*The Cuba Economic Opportunity*

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Do you think that companies owned by Cuban Americans in the United States should be able to sell their products in Cuba?

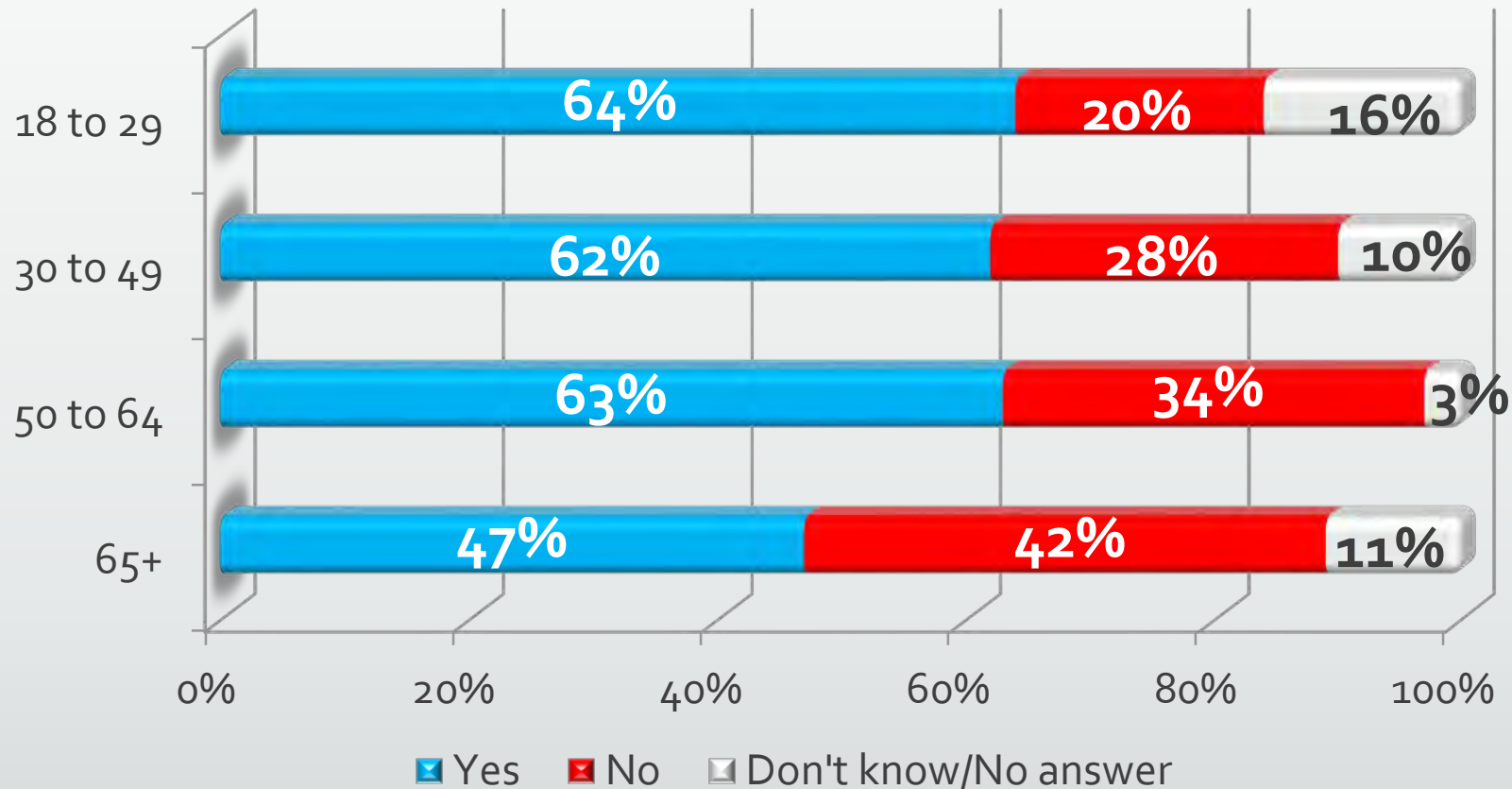


Yes  No  Don't know/No answer



Do you think that companies owned by Cuban Americans in the United States should be able to sell their products in Cuba?

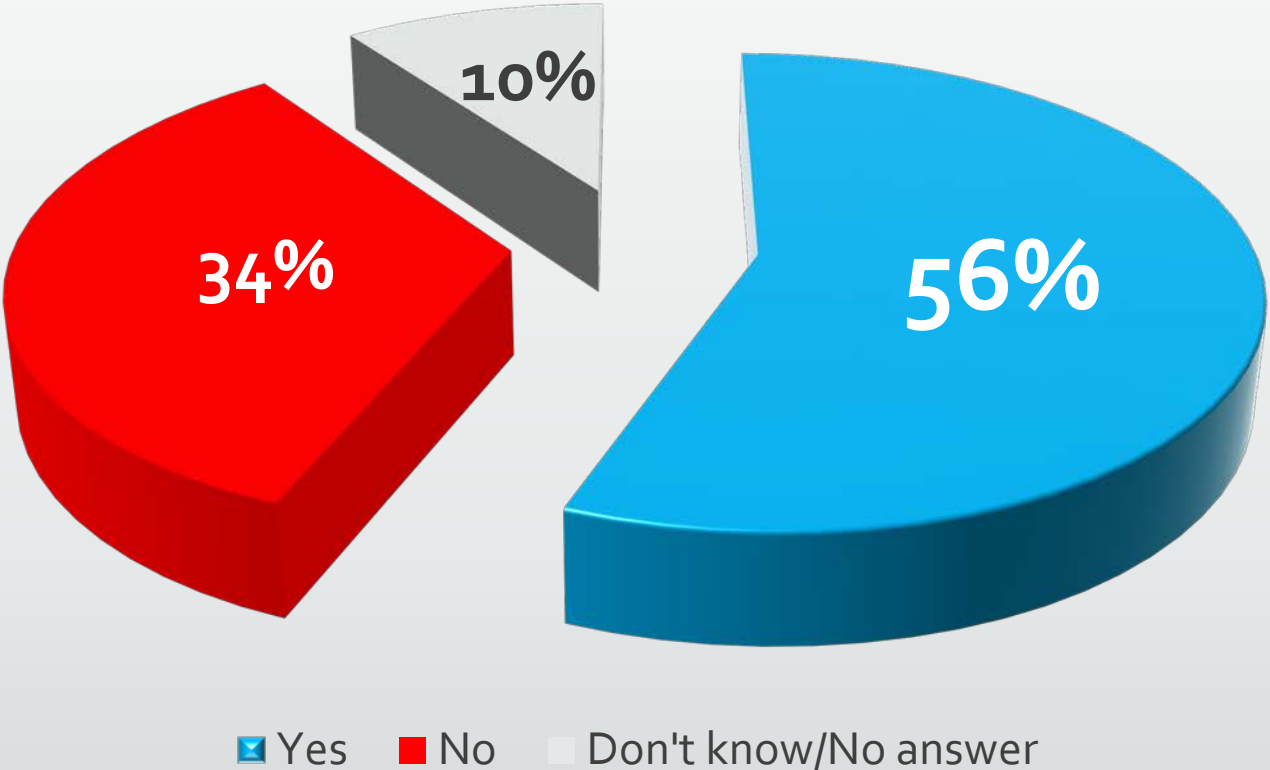
*By Age*





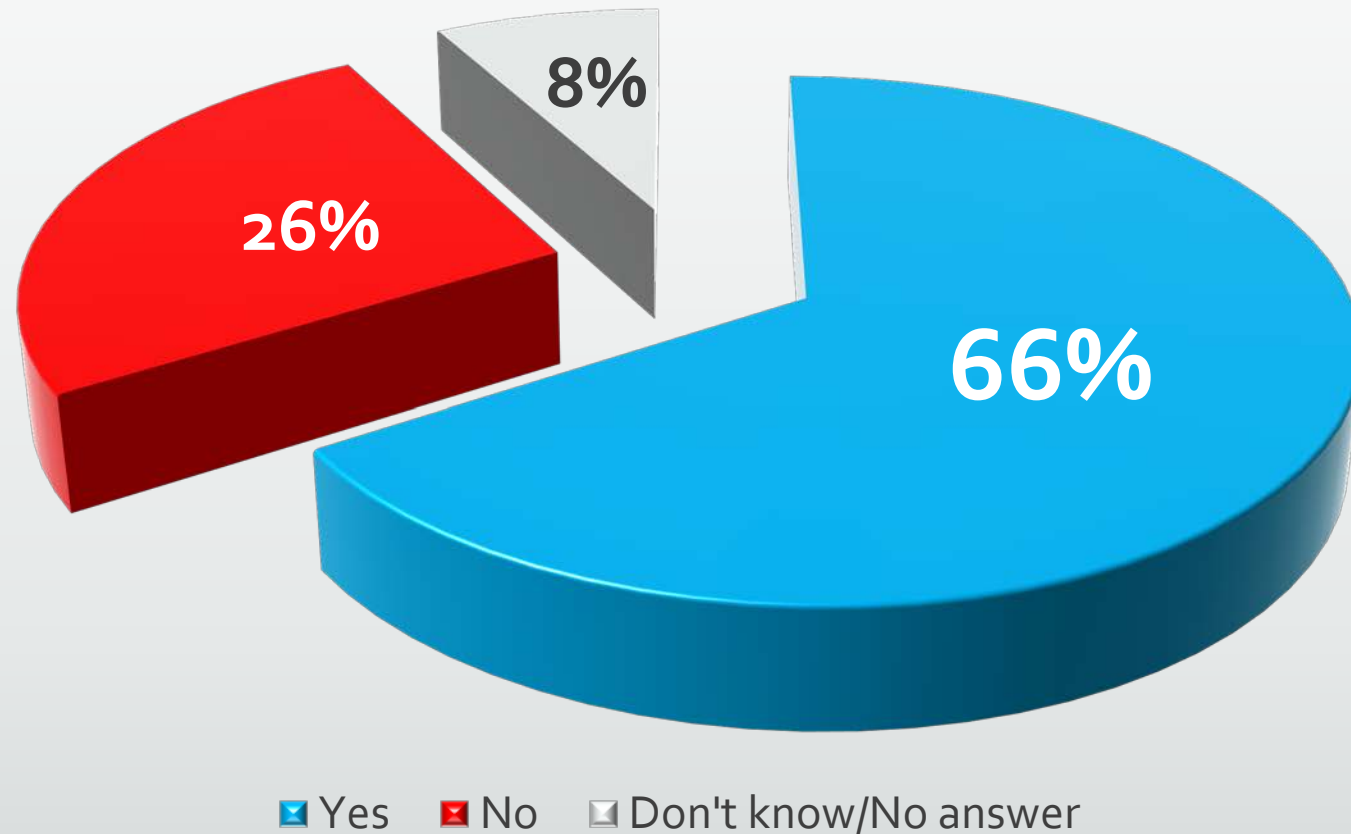
The U.S. government recently made regulatory changes to authorize for certain goods and services produced by independent Cuban entrepreneurs to be imported into the United States.

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?





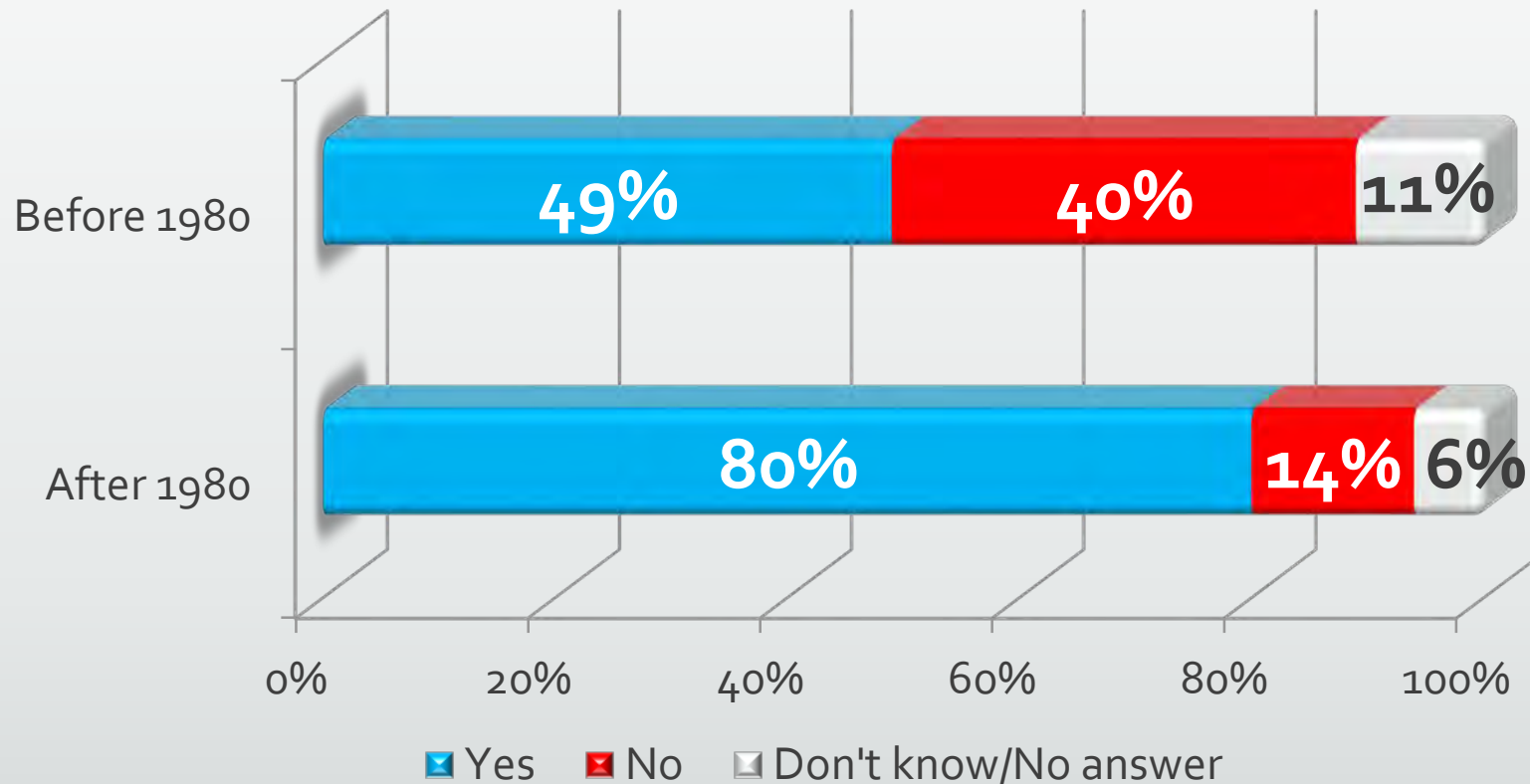
Do you think Cubans living in the United States should be able to provide funding to help their friends and family members living in Cuba to open and operate their own business?





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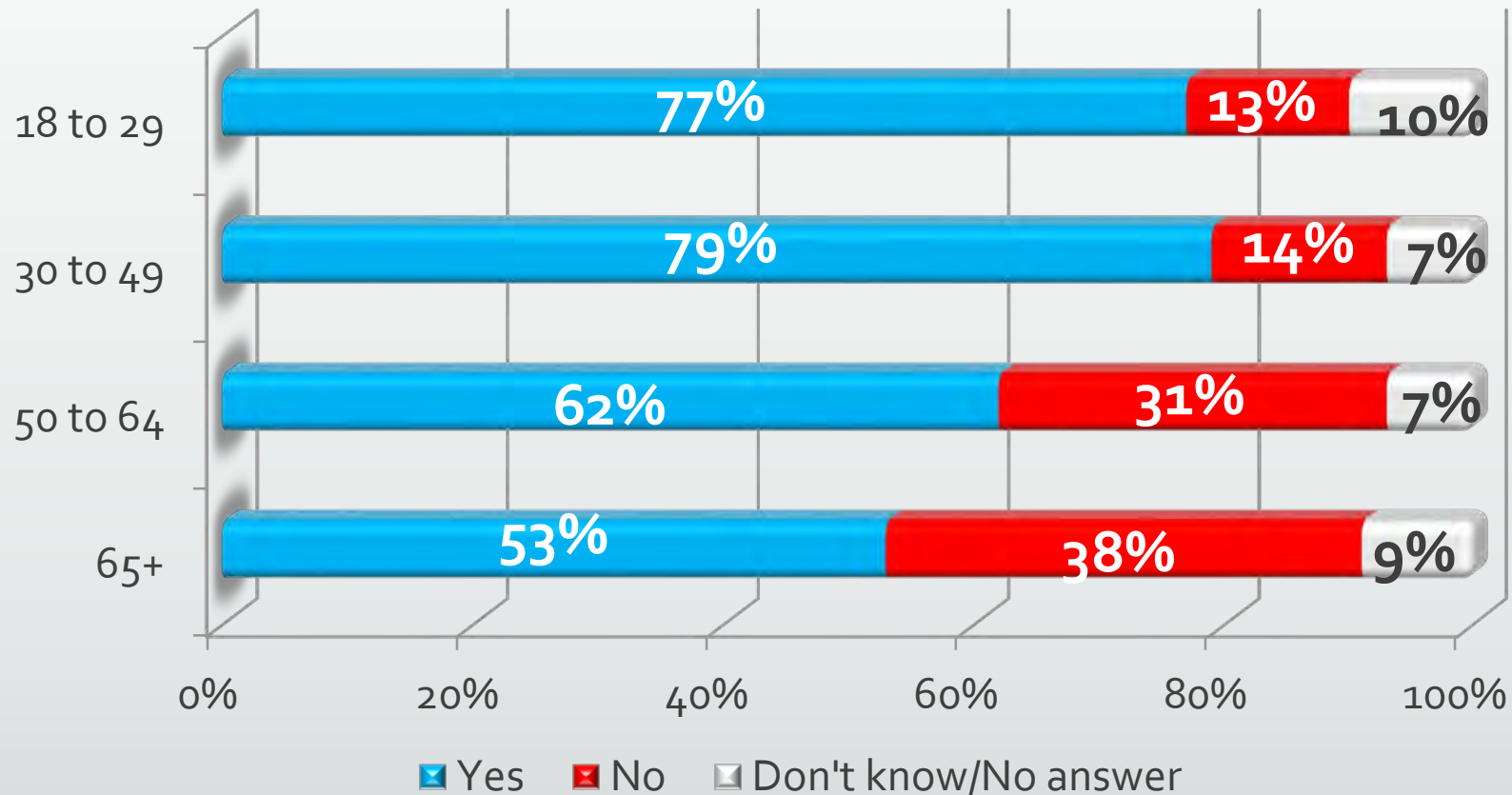
*By Decade of Arrival (Among Cuban Americans born in Cuba)*





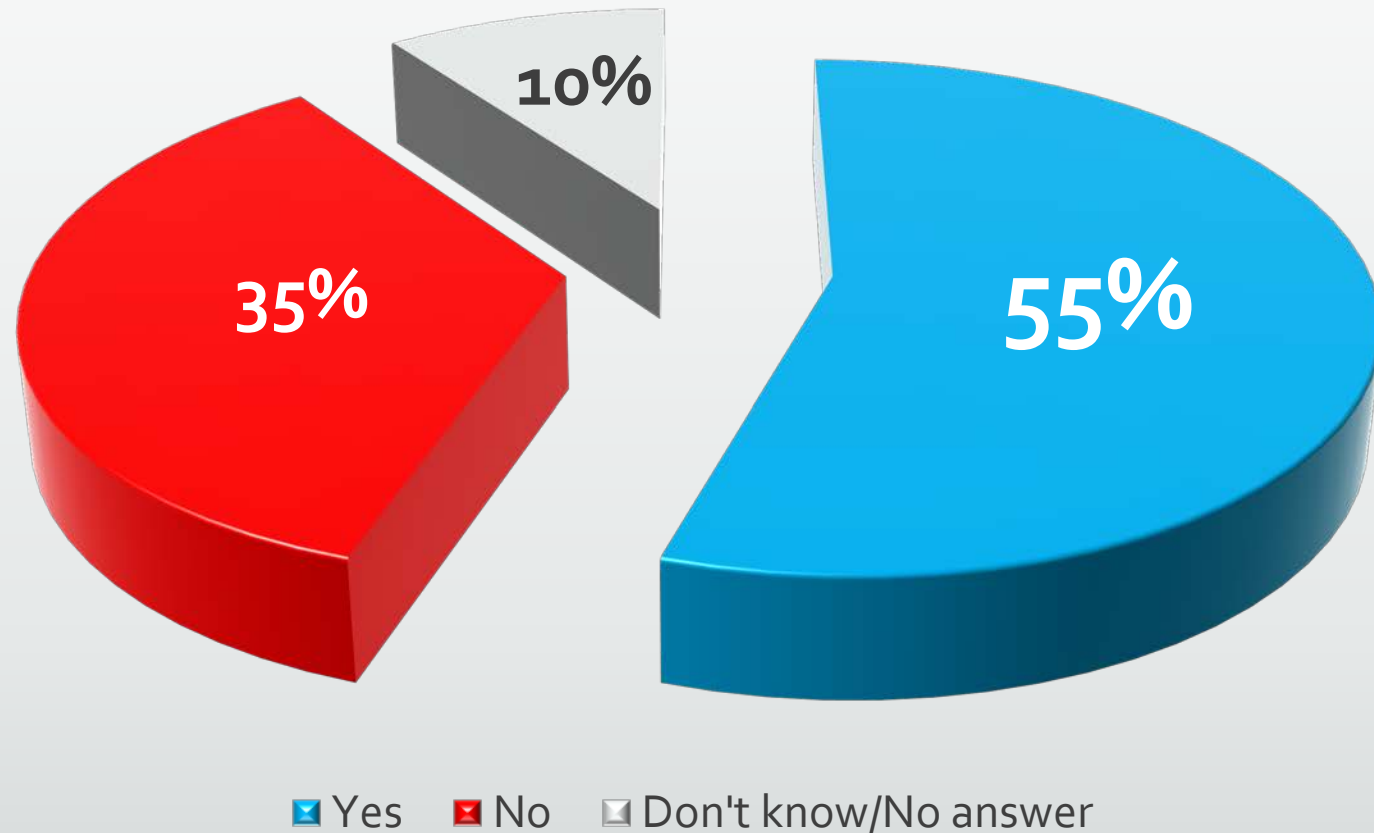
Do you think Cubans living in the United States should be able to provide funding to help their friends and family members living in Cuba to open and operate their own business?

**By Age**





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?

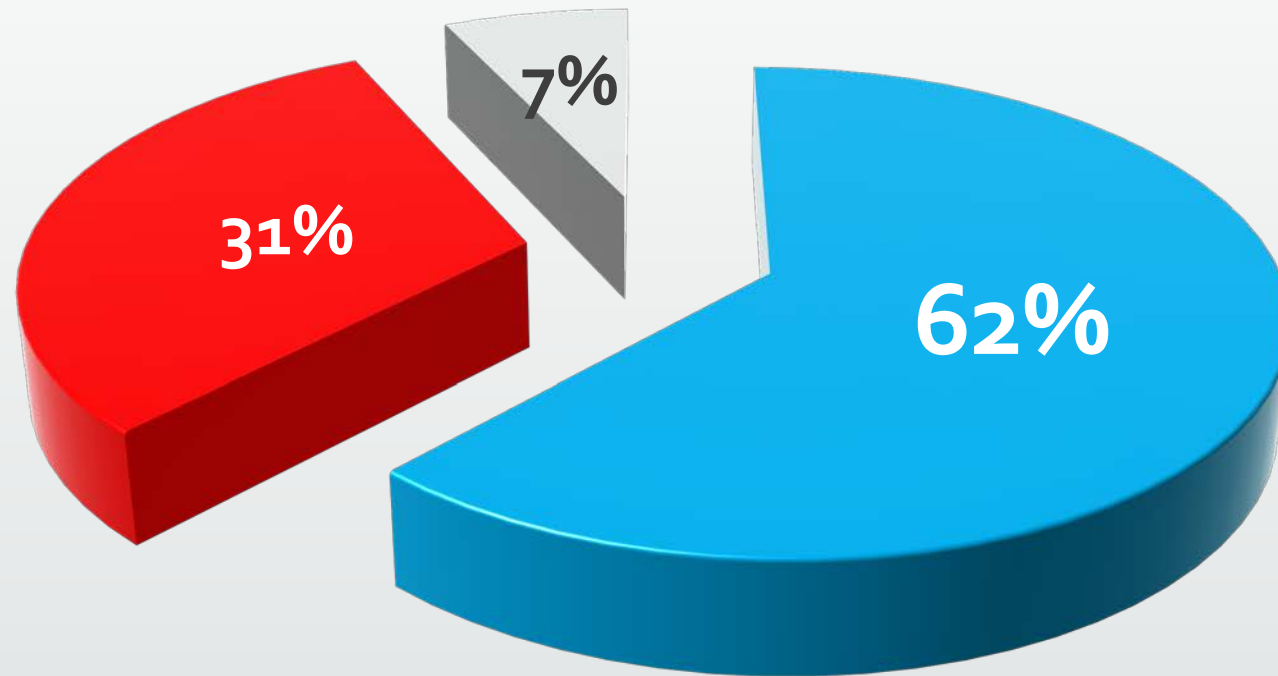




Currently, U.S. companies like *Coca-Cola*, *Nike* and *Apple* sell their products in communist countries like China and Vietnam.



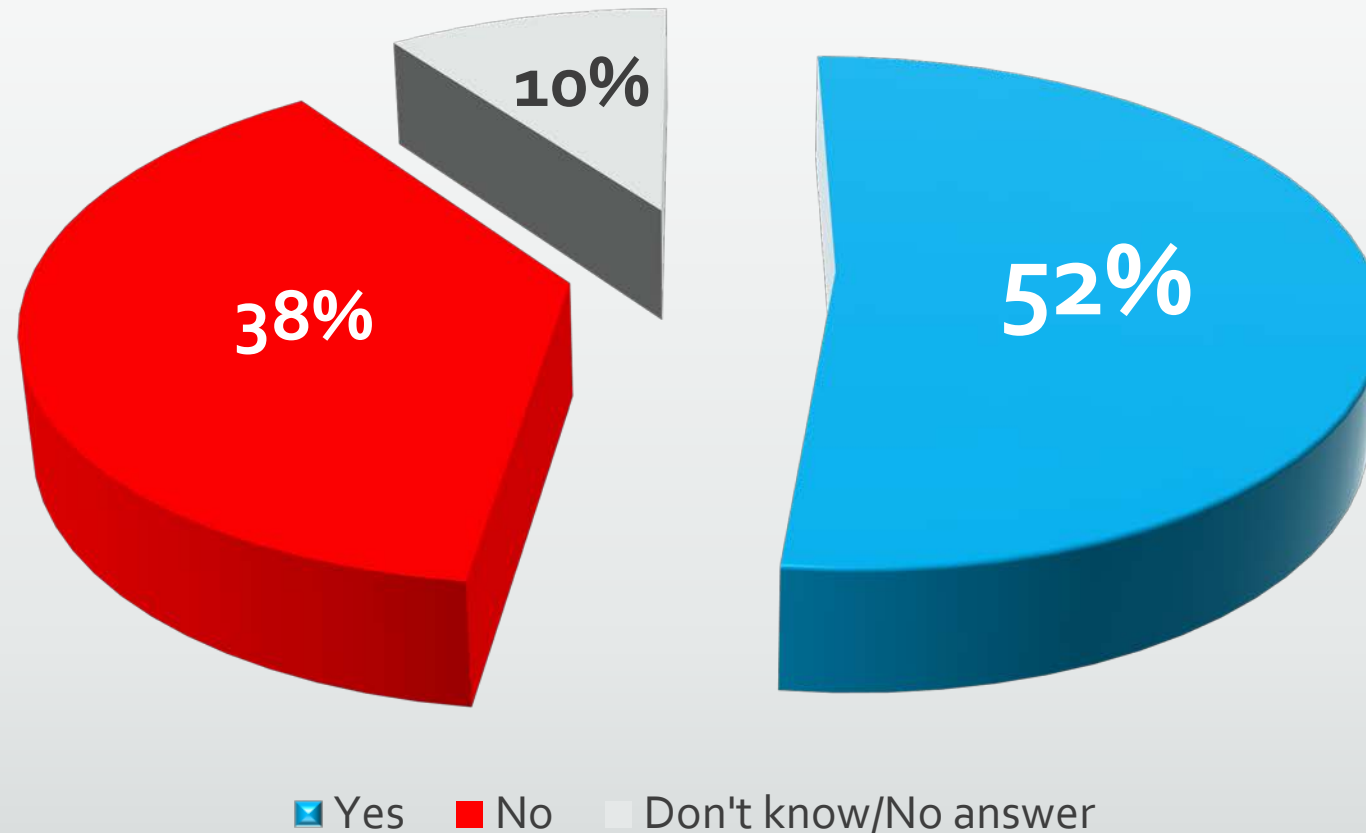
Do you think U.S. companies should be able to sell their products in Cuba?



Yes    No    Don't know/No answer



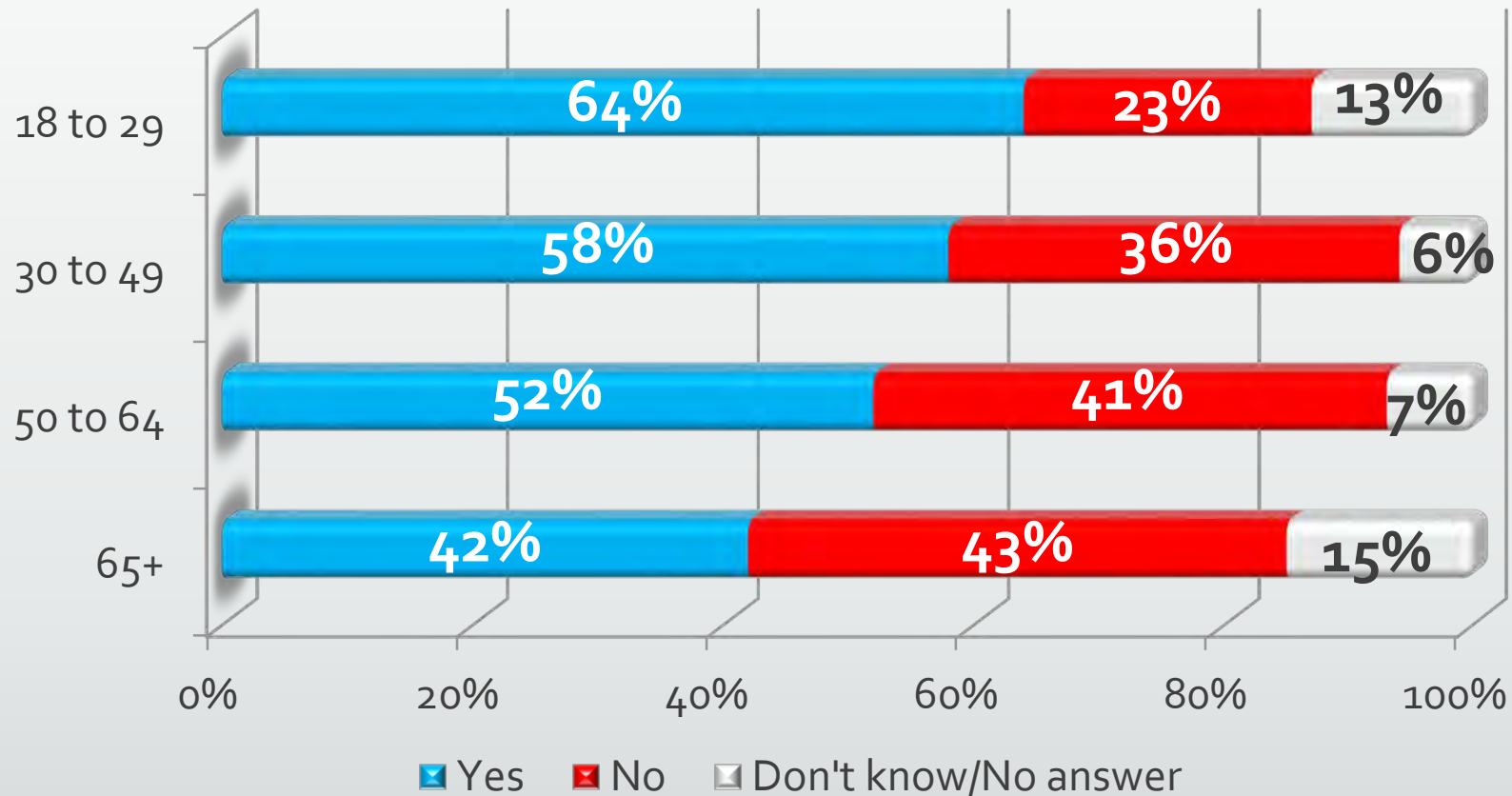
Do you think passenger cruise lines like *Carnival* and *Royal Caribbean* should be allowed to take passengers between the United States and Cuba?





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**By Age**



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[www.BendixenAndAmandi.com](http://www.BendixenAndAmandi.com)