

Florida Cuban American Survey

812 Interviews
June 29-July 7, 2004





Methodology

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- The survey was conducted by telephone among the Cuban American electorate and citizen age population in four Florida counties.
 - Interviews were stratified to reflect each county's share of the four-county total Cuban American population (Miami/Dade – 84%, Palm Beach – 4%, Hillsborough – 5%, Broward – 7%), representing 91% of Florida's Cuban population.
- Interviews were conducted from June 29-July 7, 2004 among 812 respondents.
 - The margin of error on the overall sample is +/- 3.4% at the 95% confidence level.
 - The margin of error on sub-samples is larger.



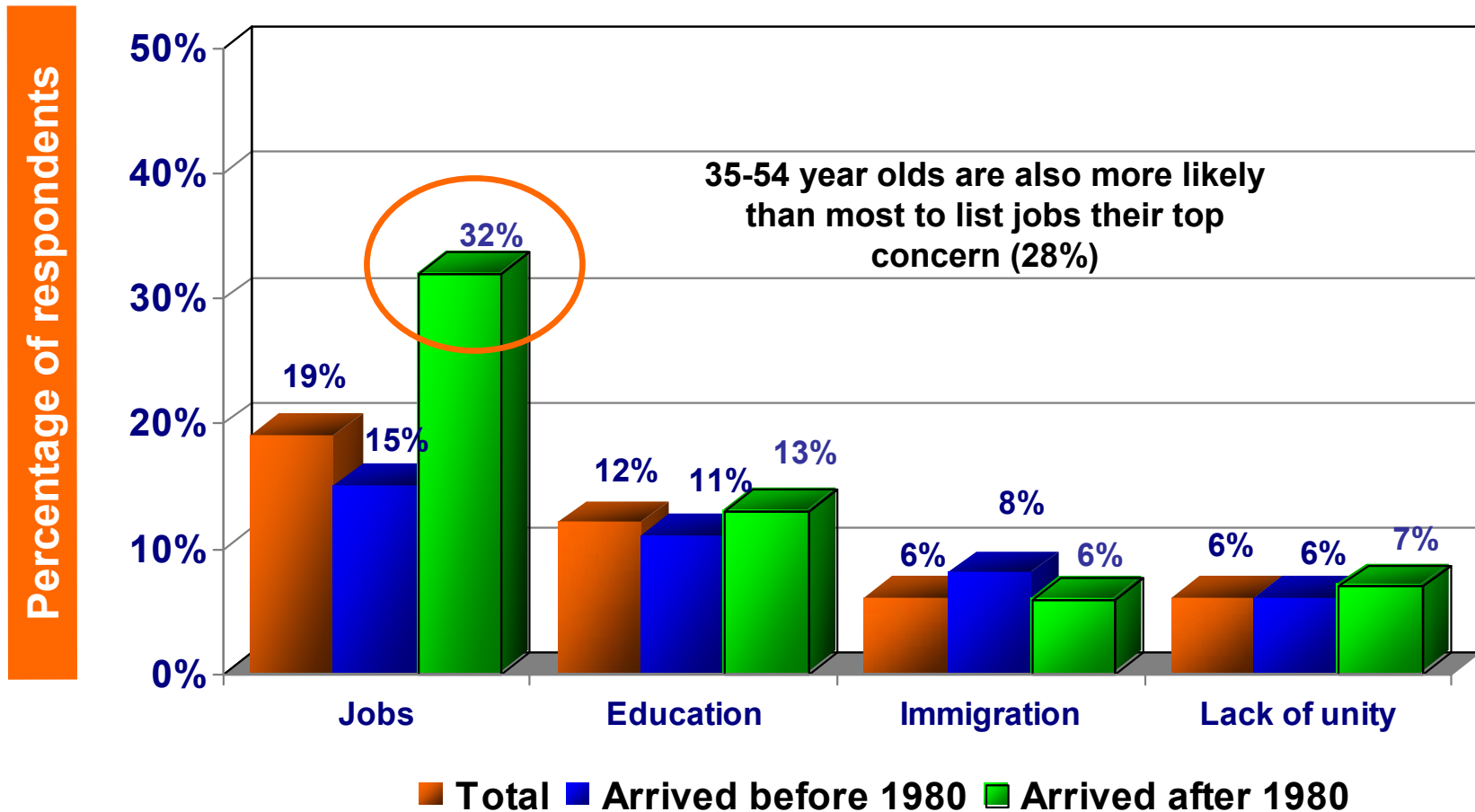
Attitudes on Issues & Politics

The issue landscape doesn't currently favor the President

- Jobs are the top concern among Cuban Americans, while fighting terrorism doesn't even register – not a promising issue environment for the President
- While Cubans share much of the rest of the Hispanic community's support for granting citizenship to “illegal immigrants,” there appears to be a subset of the population that is concerned about the increased competition for jobs that this policy creates

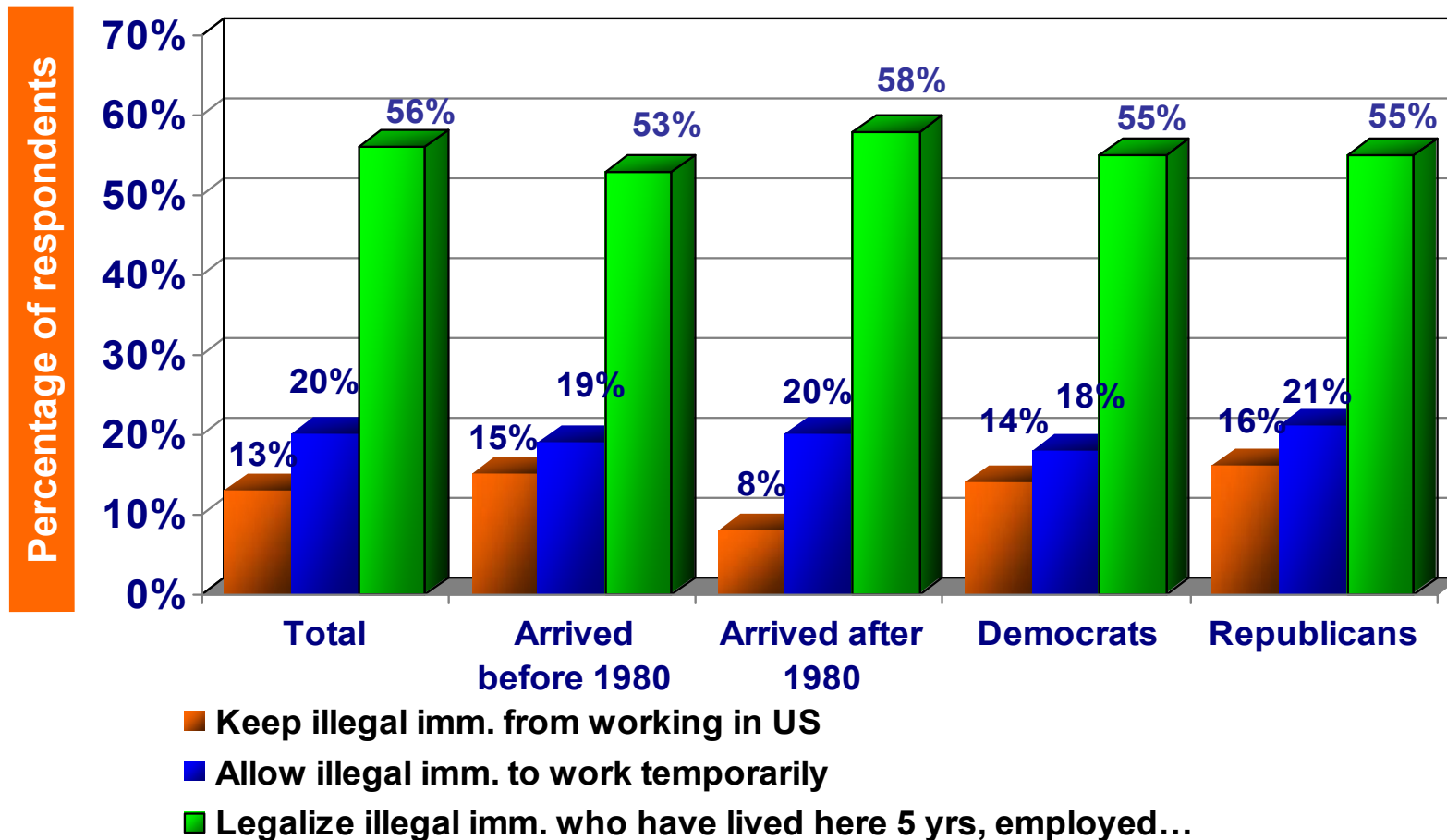
Jobs is the biggest local concern, especially among those who arrived after 1980

Q.8: What would you say is the number one problem facing Hispanics in your area today?
(OPEN END)



Most Cuban Americans support legalization of undocumented immigrants

Q.14: Do you think the U.S. should....?

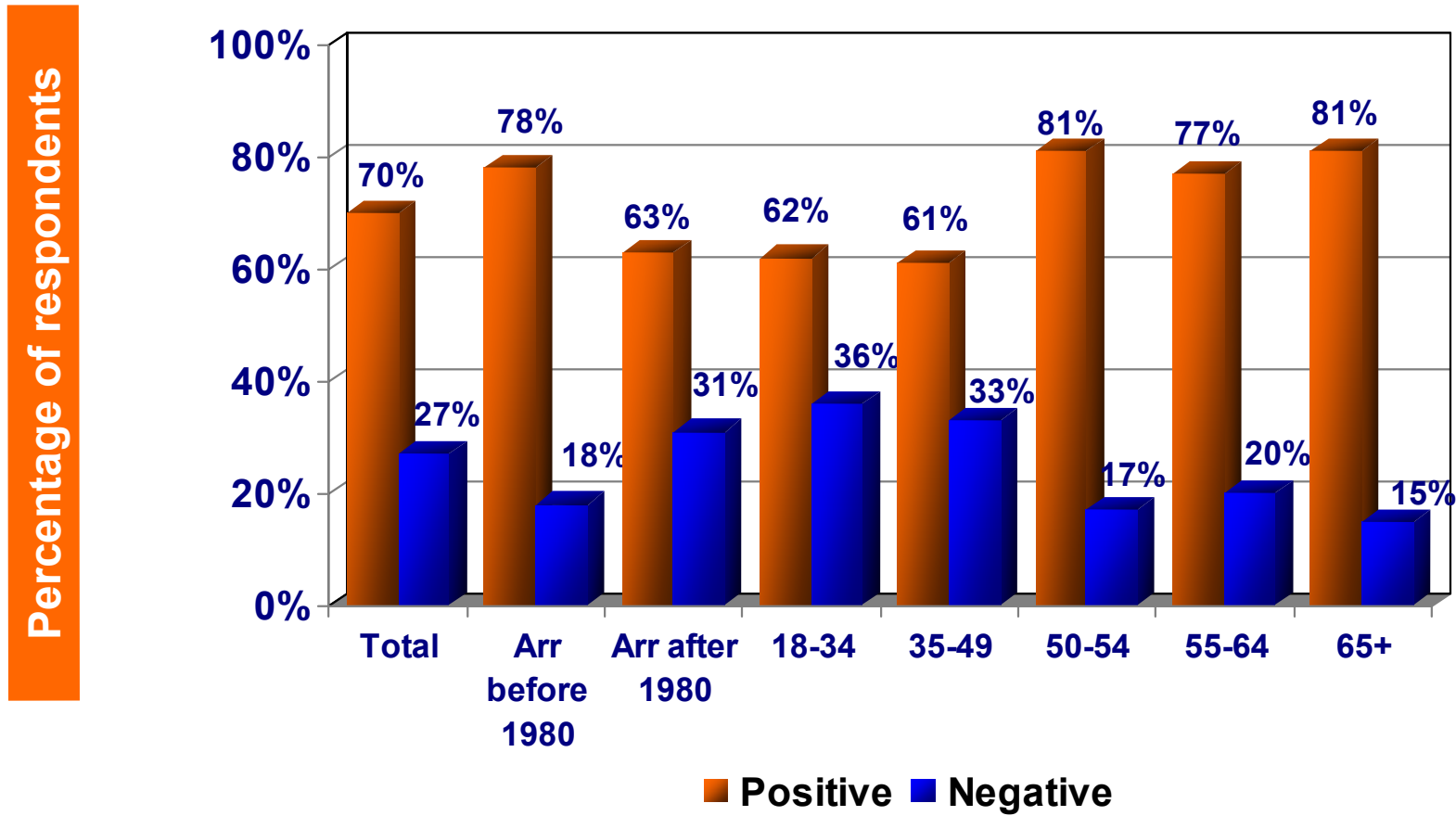


Bush's support has dropped from 2000

- The President's support has fallen from 81% in 2000 to 66% today
 - There appears to be a solid one third of Cubans who are disenchanted with the President's performance
- The research suggests that younger Cuban Americans (newer arrivals) are not as attached to the Republican party as their older cohort is, providing an opening for the Democrats
- Kerry does best among men 18-49, those who arrived after 1980, those who left for economic reasons and self-described liberals and moderates

While the President is positively rated across the board, he does better among older Cuban Americans

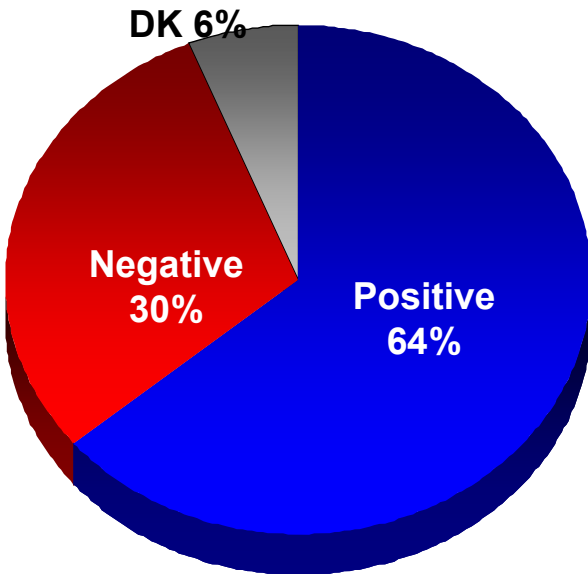
Q.10: How would you rate the job George W. Bush is doing as President? (Positive = Excellent + Good; Negative = Not so good + Poor)



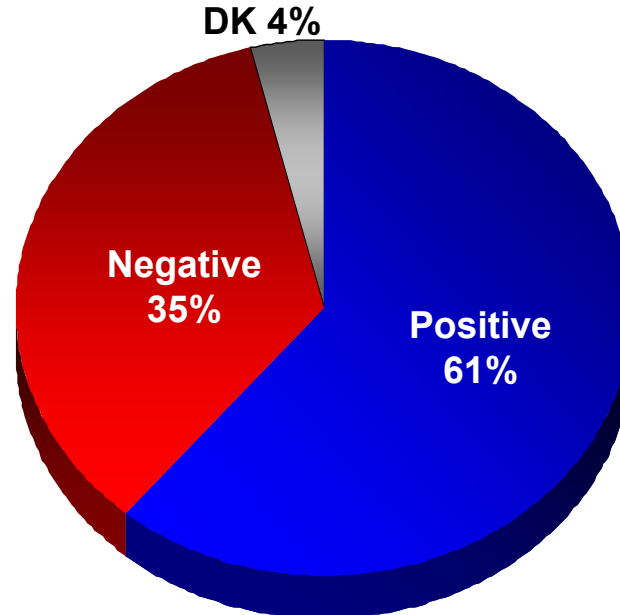
A solid third of Cuban Americans are critical of the President's handling of major issues

Q.11-13: How would you rate the job George W. Bush is doing...?

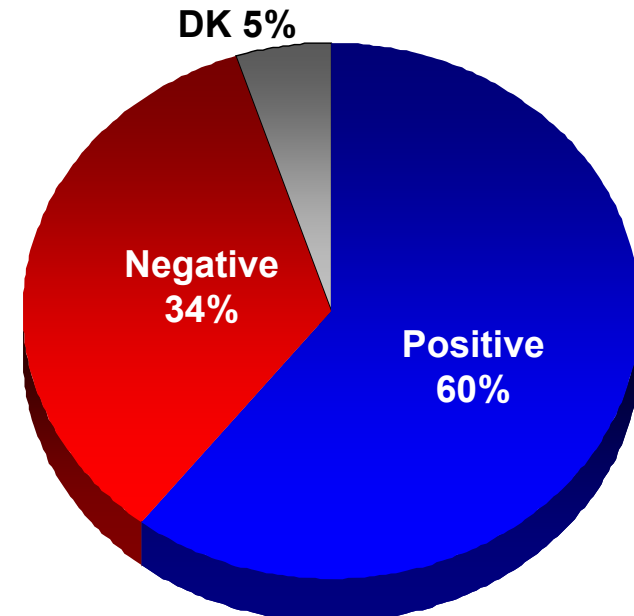
Serving the Hispanic community



Handling the economy

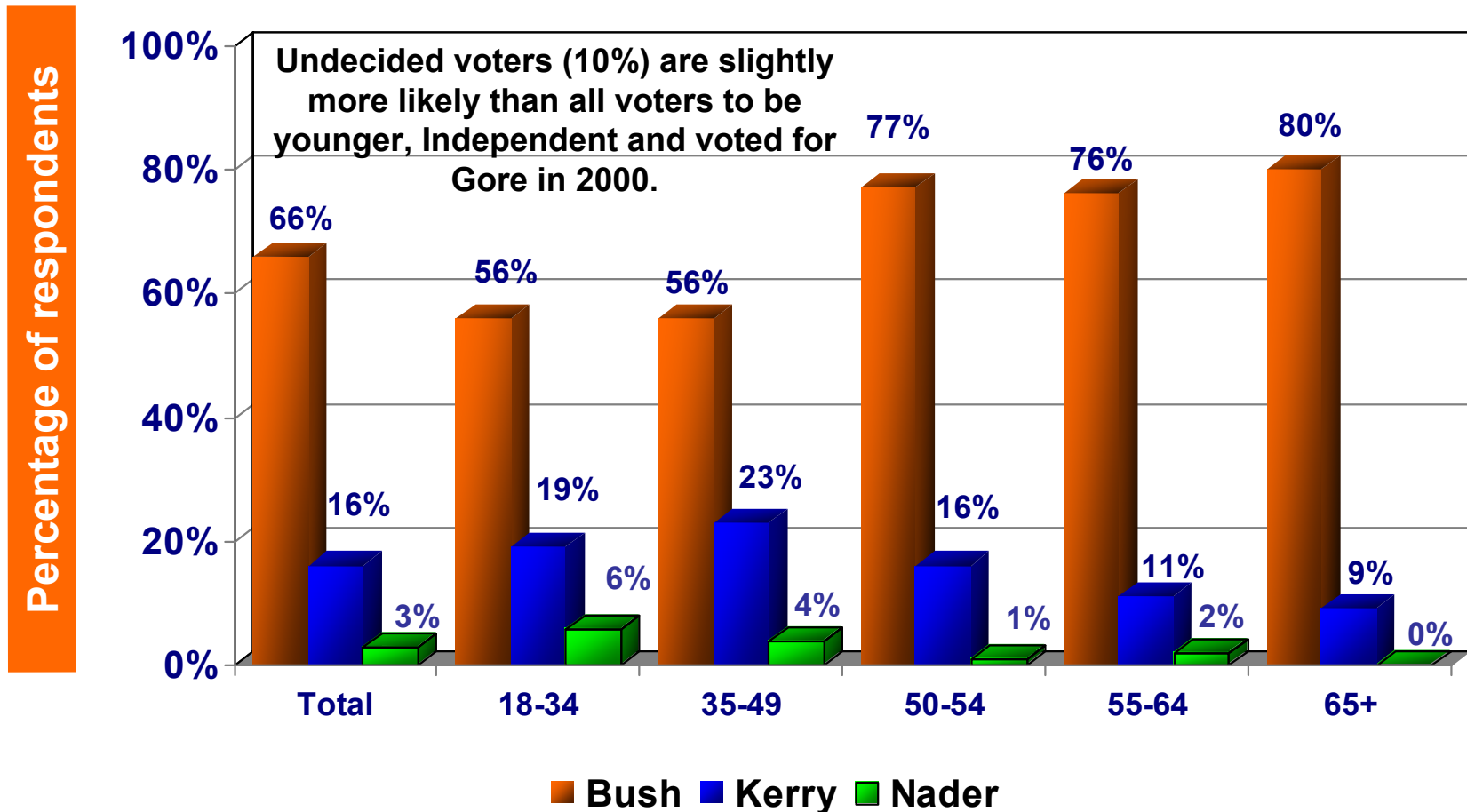


Handling the war in Iraq



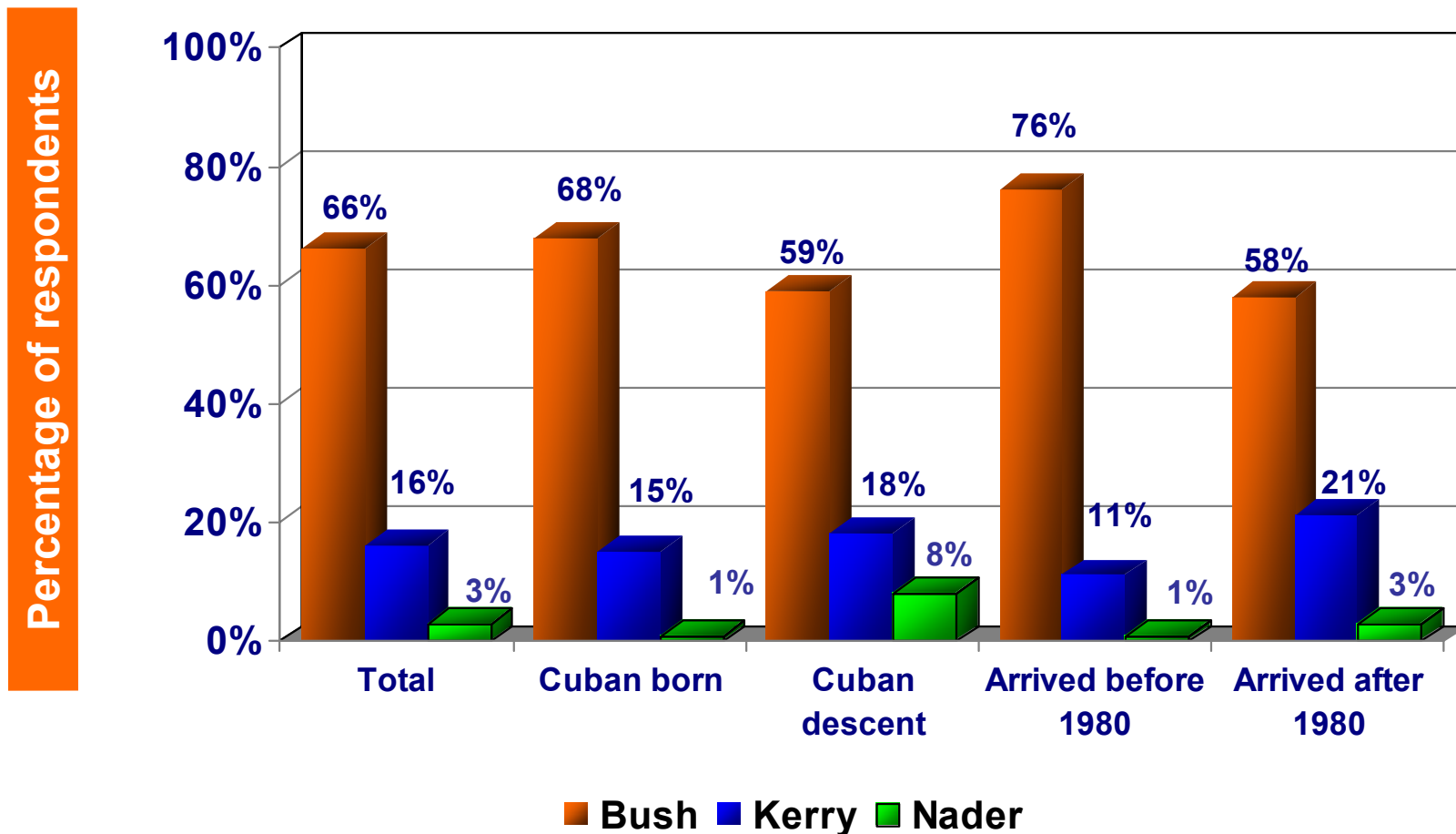
The discontent with Bush's performance doesn't necessarily translate into more support for Kerry

Q.35: If the election for President was held today, for whom would you vote?



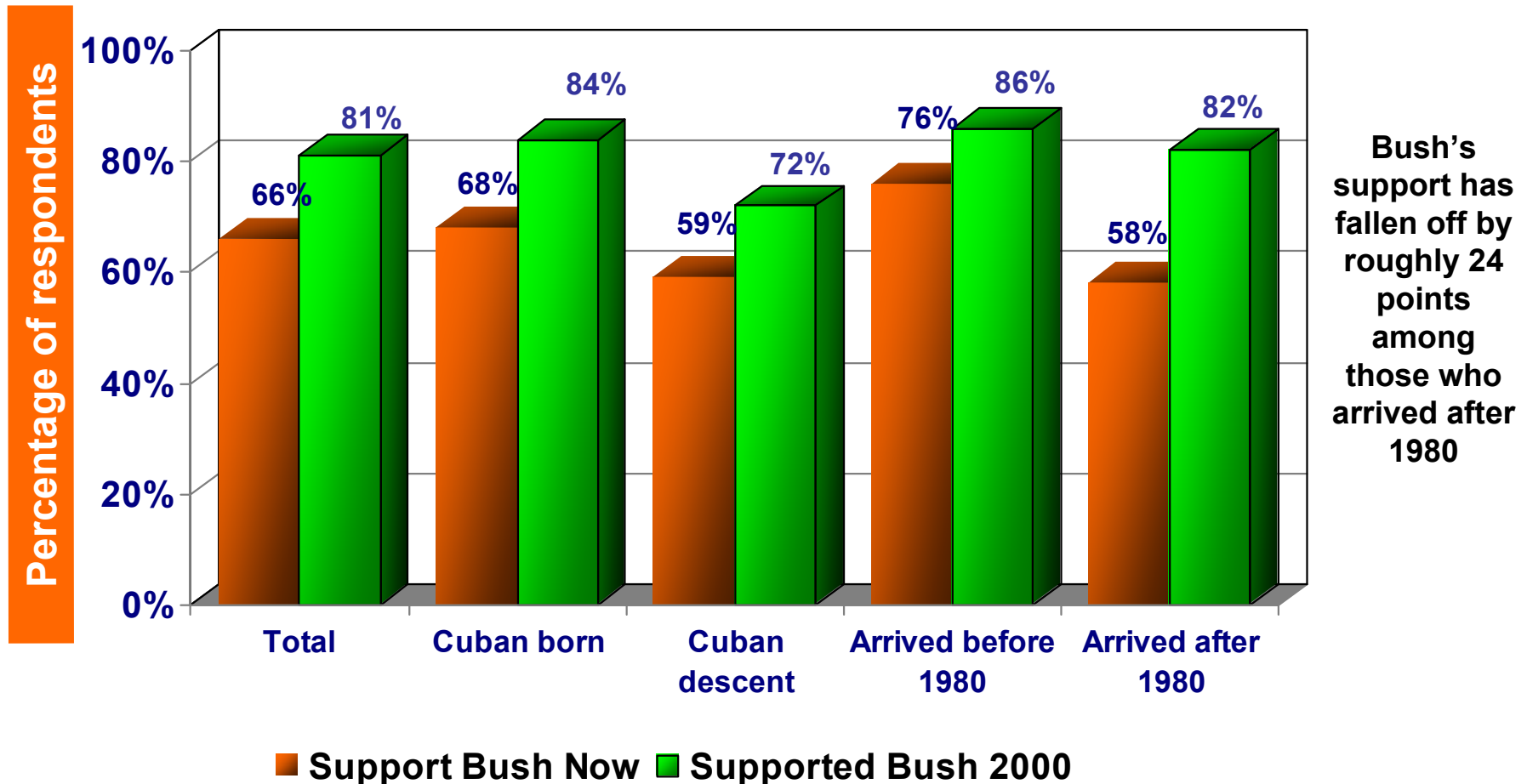
...Bush is also strongest among Cuban-born Americans and those who arrived in the U.S. before 1980

Q.35: If the election for President was held today, for whom would you vote?



There appears to be a drop-off in support for Bush, as fewer voters support him now than say they voted for Bush against Gore

Q.47/35: In the 2000 Presidential election, did you vote for George W. Bush, Al Gore.../If the election for President was held today, for whom would you vote?

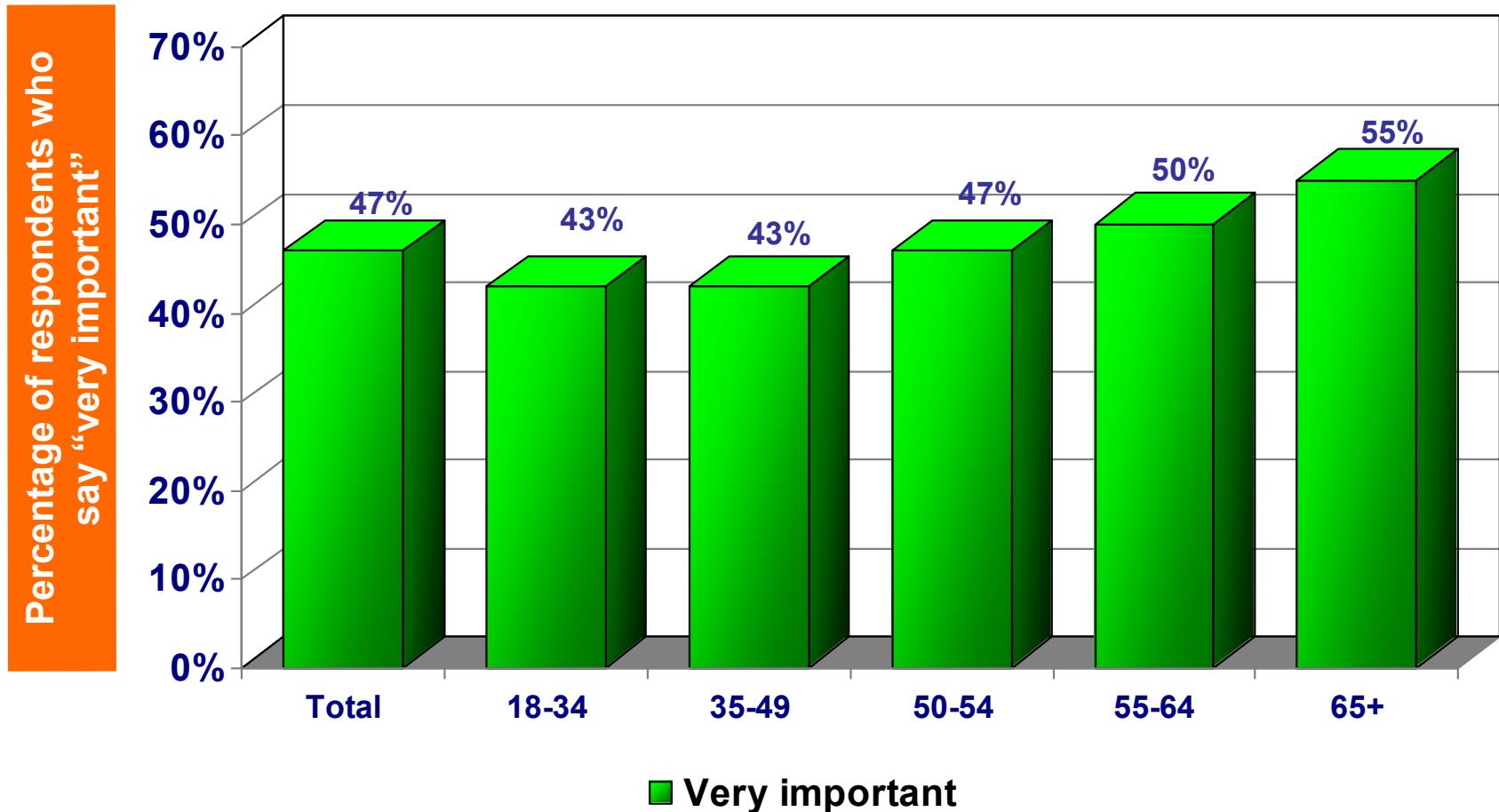


A candidate's position on Cuba policy is very important to Cuban Americans, but other issues may also be given weight

- While nearly half of those surveyed said that a candidate's position on Cuba policy is "very important" in determining how they vote, the fact that over half don't think so suggests that there may be an opening for a candidate who is talking about other issues (like jobs) with these voters
- Those most likely to say a candidate's position on Cuba policy will influence their decision are older and less educated

A presidential candidate's position on Cuba policy is considered "very important" to nearly half of Cuban Americans, especially older ones

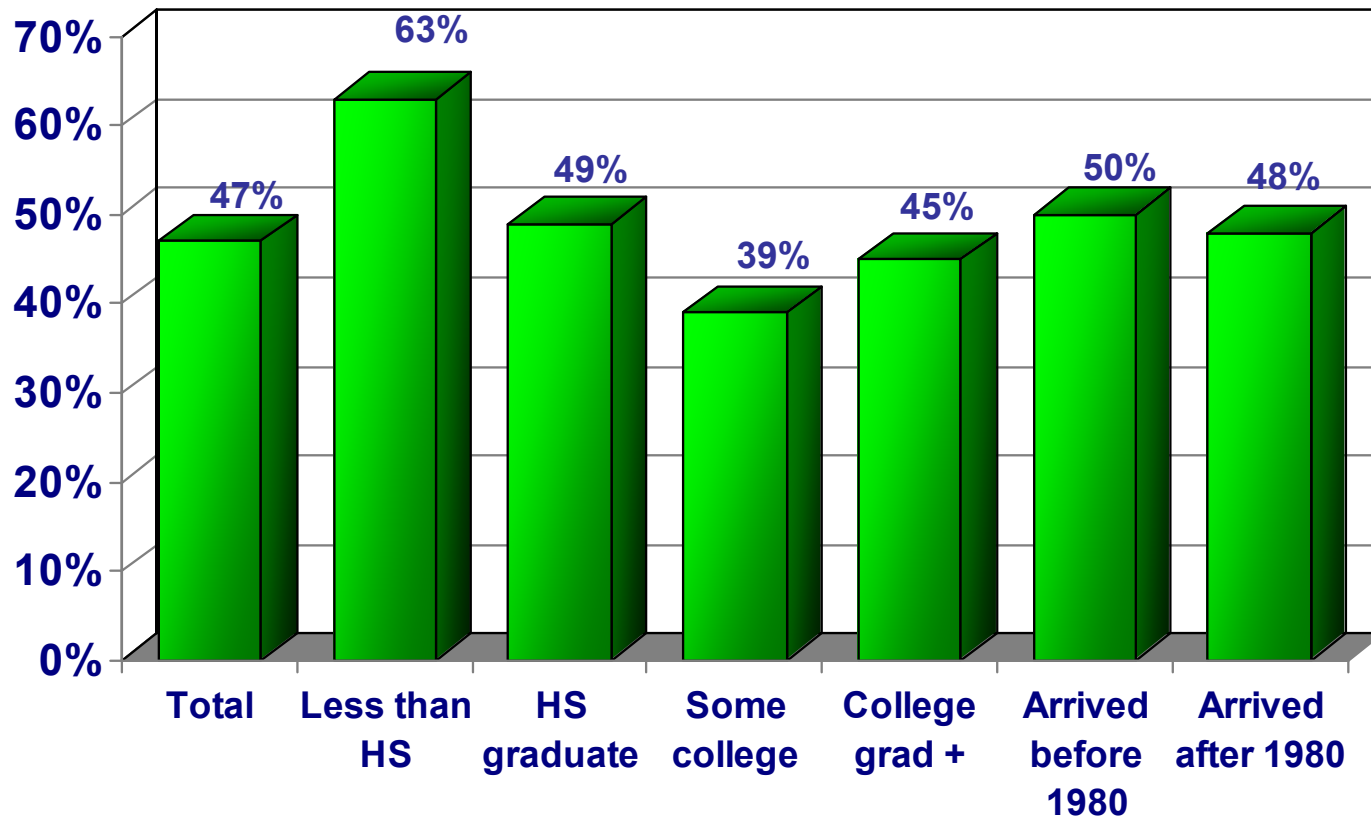
Q.16: How important are the presidential candidates' positions on U.S. policy toward Cuba in deciding which candidate you will support?



Less educated Cuban Americans also appear to focus on this issue as a litmus test

Q.16: How important are the presidential candidates' positions on U.S. policy toward Cuba in deciding which candidate you will support?

Percentage of respondents who say "very important"



■ Very important



Attitudes Toward Cuba Policy

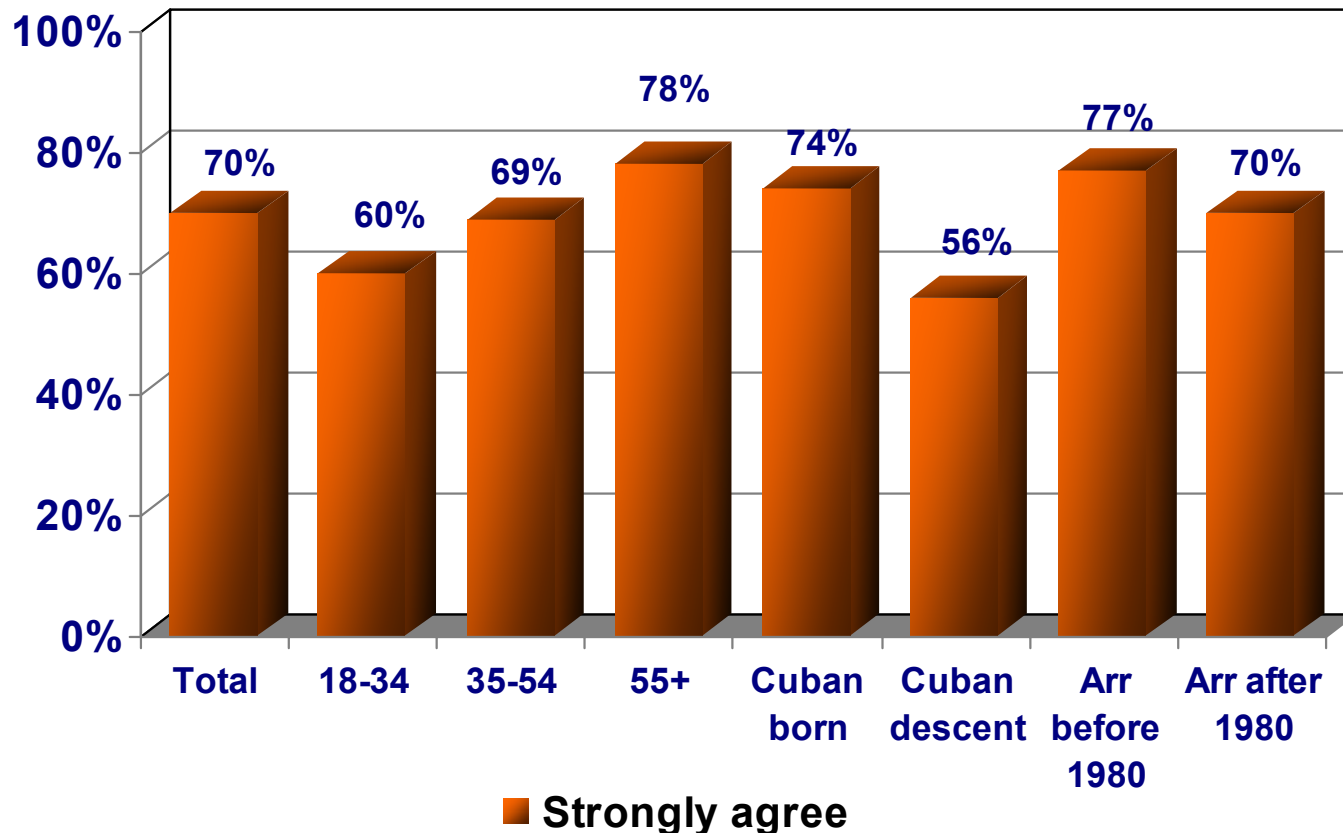
Cuban Americans agree on the need to get rid of Castro, but also believe that current policies are not working

- Fully 70% strongly agree that the U.S. government should put a great deal of effort in getting rid of Castro, with older and Cuban born Cuban Americans most fervently agreeing with this position
- There is also pretty widespread agreement (59% strongly agree) that the current U.S. policy toward Cuba is not working and something new needs to be tried
 - Kerry supporters are more likely to agree with this than are Bush supporters
- There is not, however, unanimous support for unfettered travel to Cuba

Getting rid of Castro is most important to older and Cuban born Cuban Americans

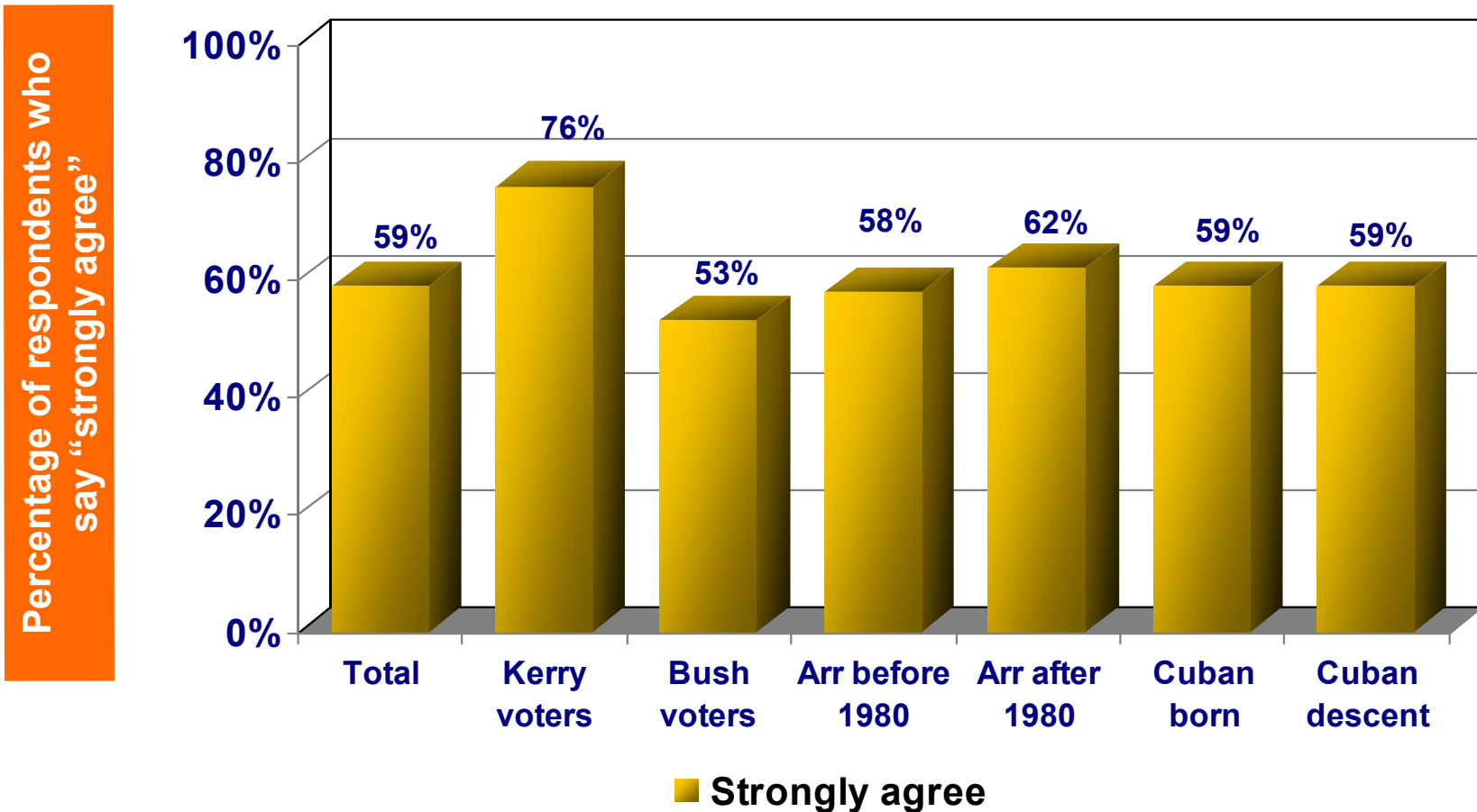
Q.19: The U.S. government should put a great deal of effort in bringing an end to the Castro government. Do you strongly agree, somewhat agree...? (Strongly agree shown)

Percentage of respondents who say "strongly agree"



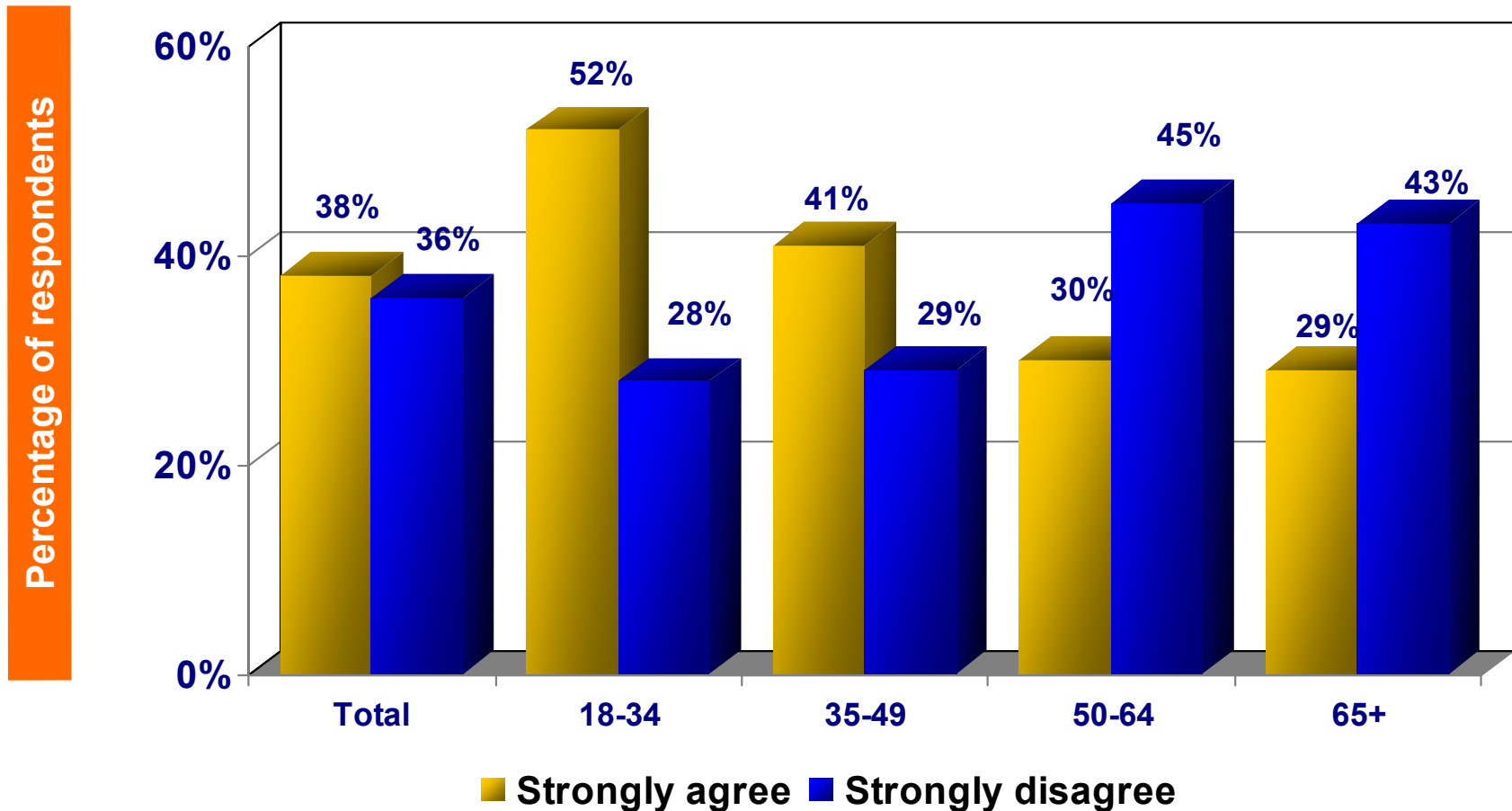
Belief is strong that current policies are not working, especially among Kerry voters

Q.21: The current U.S. policy toward Cuba is not working and a new approach is needed. Do you strongly agree, somewhat agree...? (Strongly agree shown)



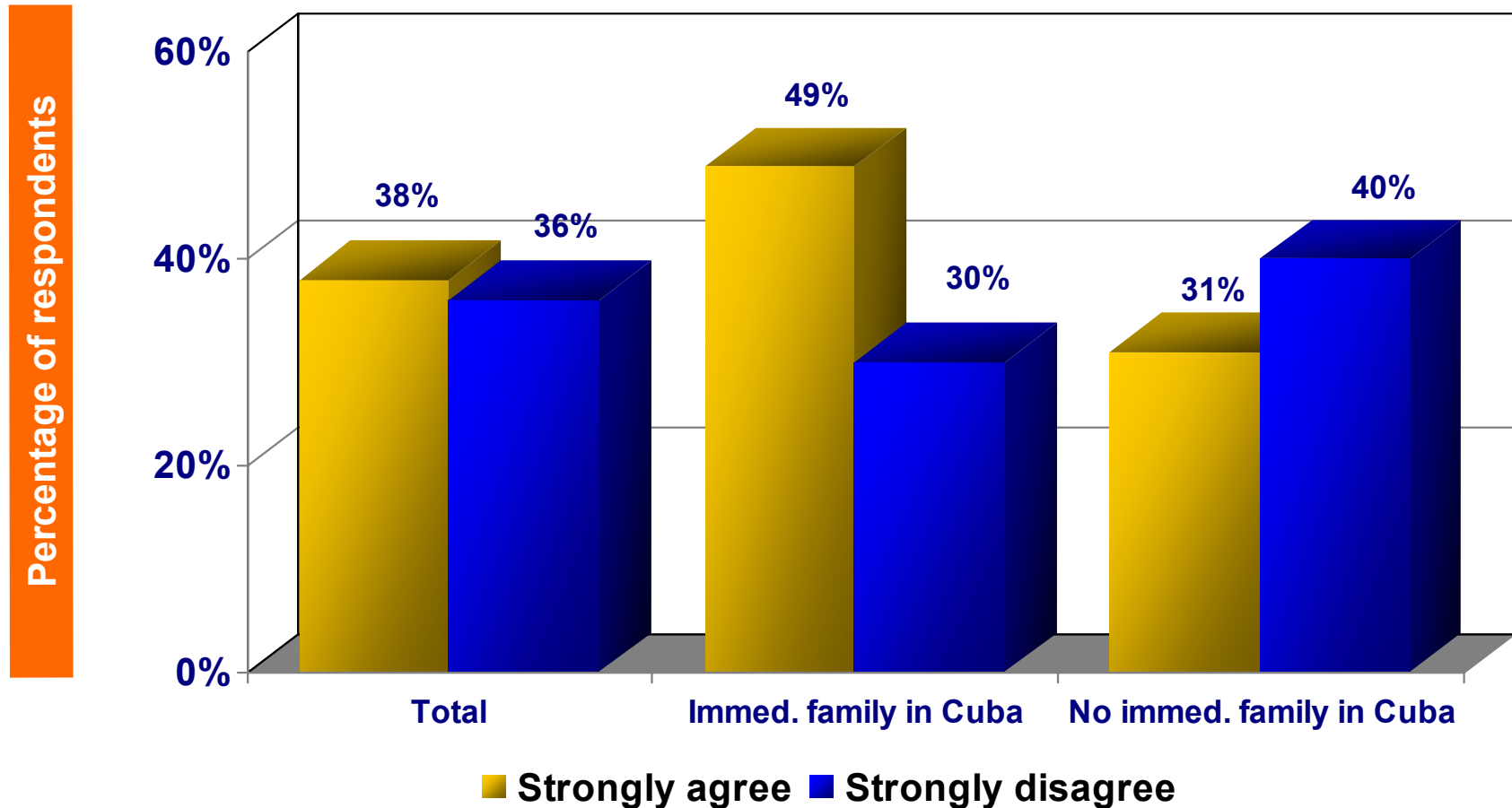
Cuban Americans are polarized on the issue of travel to Cuba to visit relatives

Q.18: Cuban Americans should be able to visit relatives in Cuba without restrictions. Do you strongly agree, somewhat agree...? (Strongly agree/disagree shown)



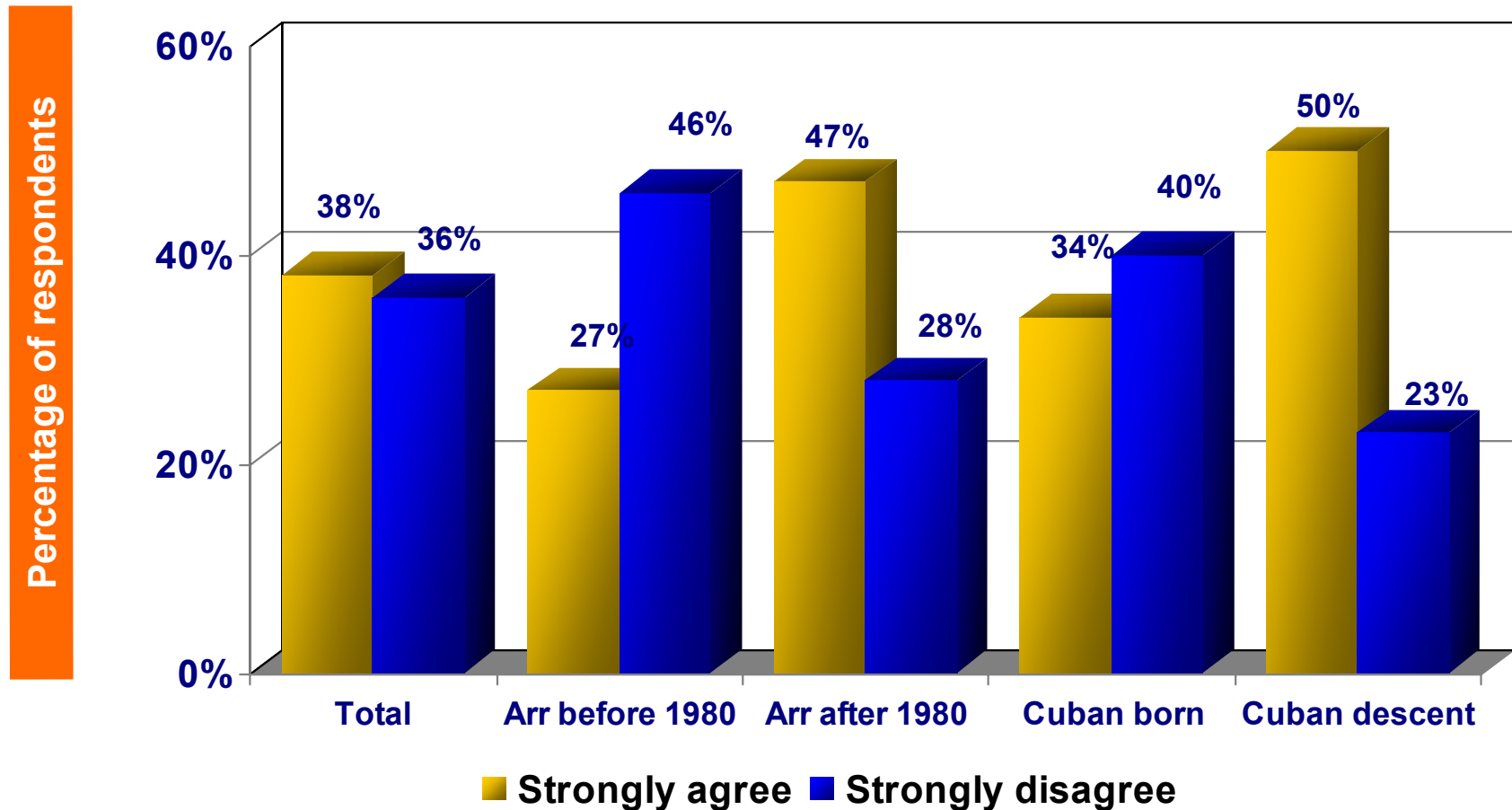
Those with immediate family in Cuba are more likely than those without to support fewer restrictions

Q.18: Cuban Americans should be able to visit relatives in Cuba without restrictions. Do you strongly agree, somewhat agree...? (Strongly agree/disagree shown)



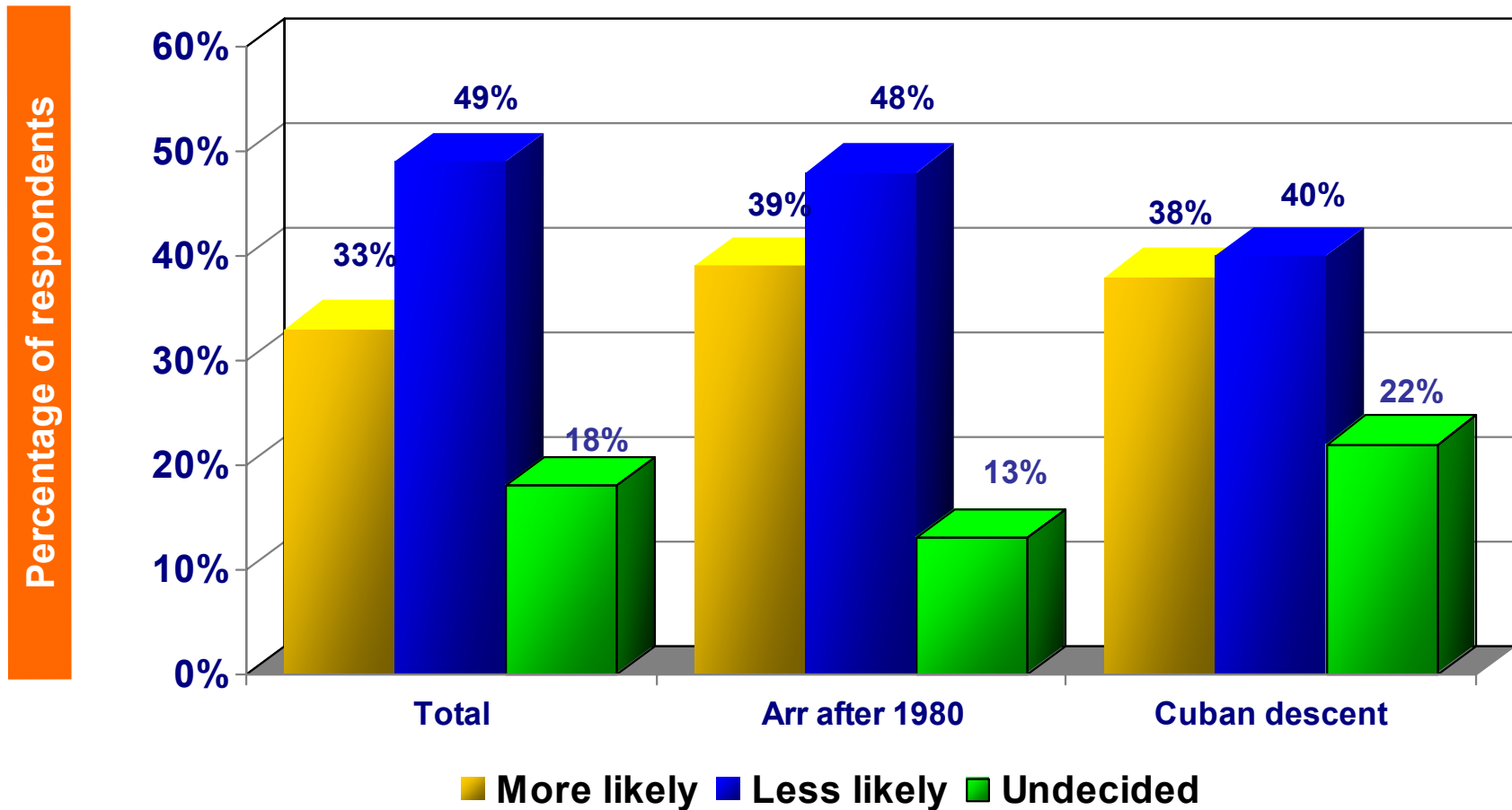
More recent arrivals and those born here are more likely to advocate looser restrictions

Q.18: Cuban Americans should be able to visit relatives in Cuba without restrictions. Do you strongly agree, somewhat agree...? (Strongly agree/disagree shown)



However, even among these “friendly” audiences, a candidate who advocates unrestricted travel is not guaranteed support

Q.28: If a Presidential candidate supported unrestricted travel to Cuba, would that make you more or less likely to vote for that candidate?

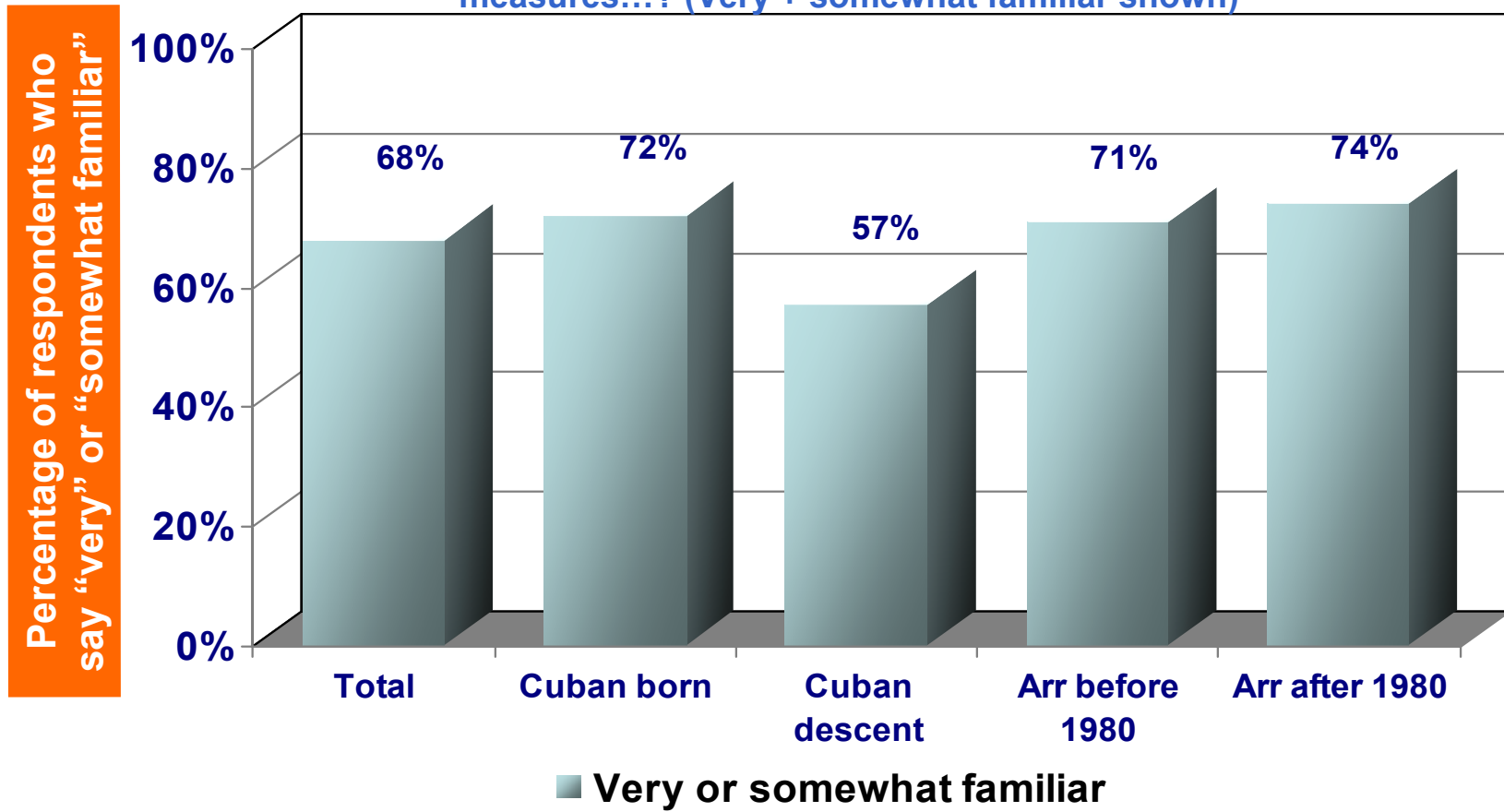


The new Bush policies are well known, and only some of them are supported

- Over two thirds (68%) say they are familiar with the new policies
- Reduction in visitations is generally approved, although extending the restrictions to prohibit travel even in the event of an emergency or death in the family are not supported
- Curbs on remittances also generate more support than opposition
- Bush doesn't suffer greatly by his proposals, but roughly a quarter of Cuban Americans still say his plans raise major doubts in their minds about his commitment to the Cuban community

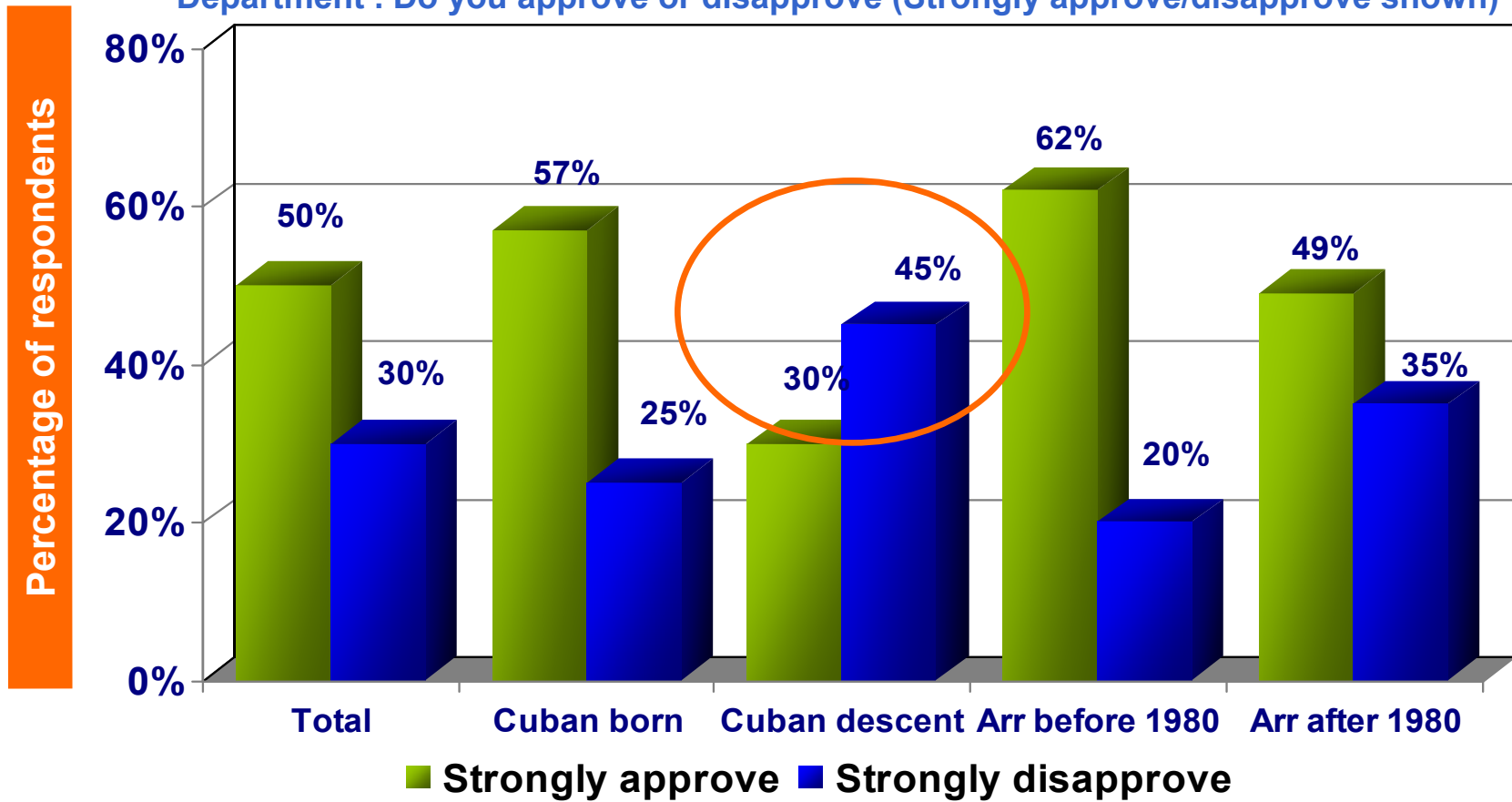
Native born Cuban Americans are not paying as much attention to Cuba policy

Q.22: President Bush has announced that he would implement measures that would affect contact between Cuban Americans and their relatives in Cuba. How familiar are you with these measures...? (Very + somewhat familiar shown)



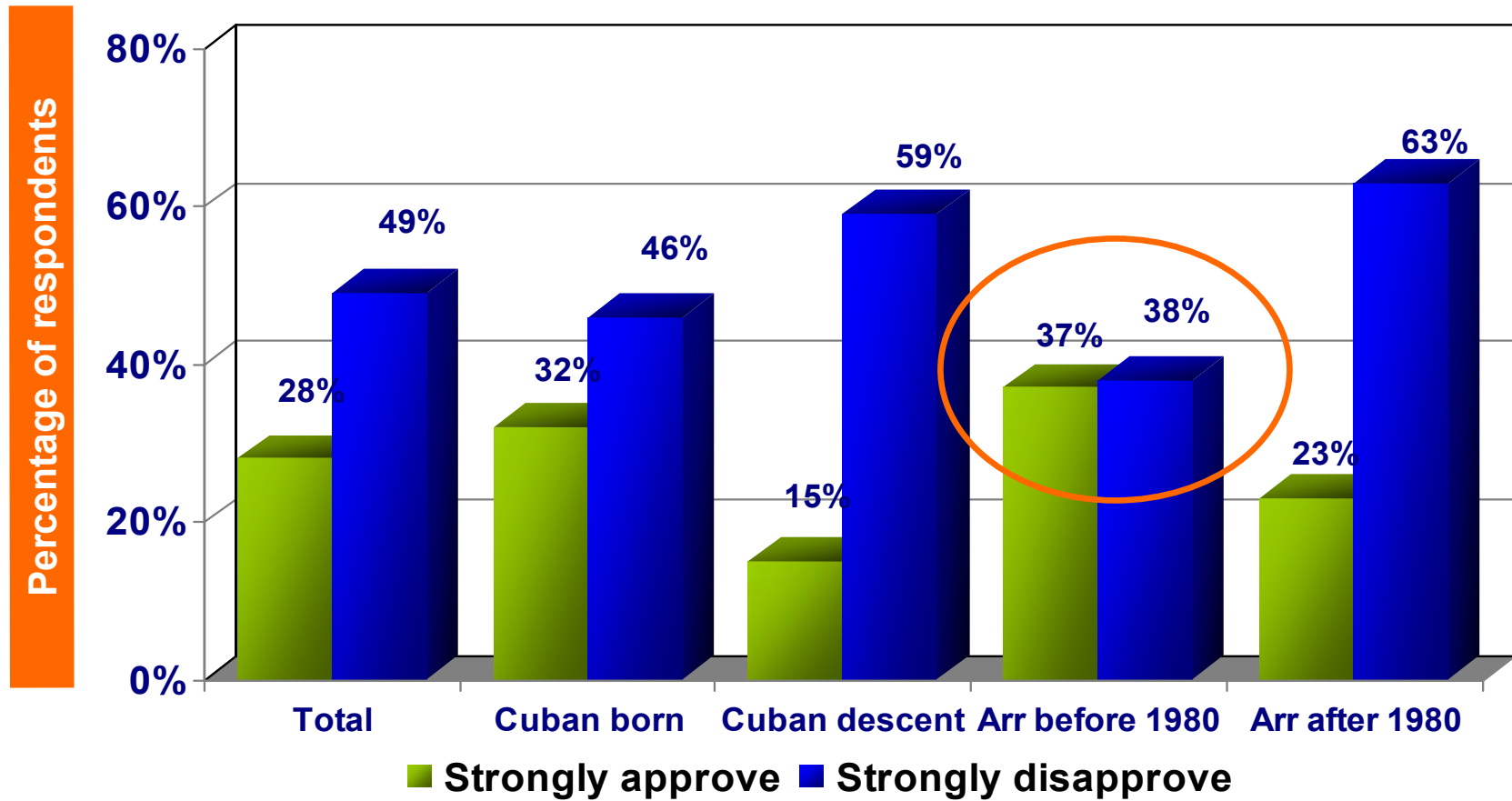
Those of Cuban descent disapprove of the increased restrictions on travel

Q.23: Visits from Cuban Americans to their relatives in Cuba will be reduced from once a year to once every three years and each trip will require a specific license from the Treasury Department . Do you approve or disapprove (Strongly approve/disapprove shown)



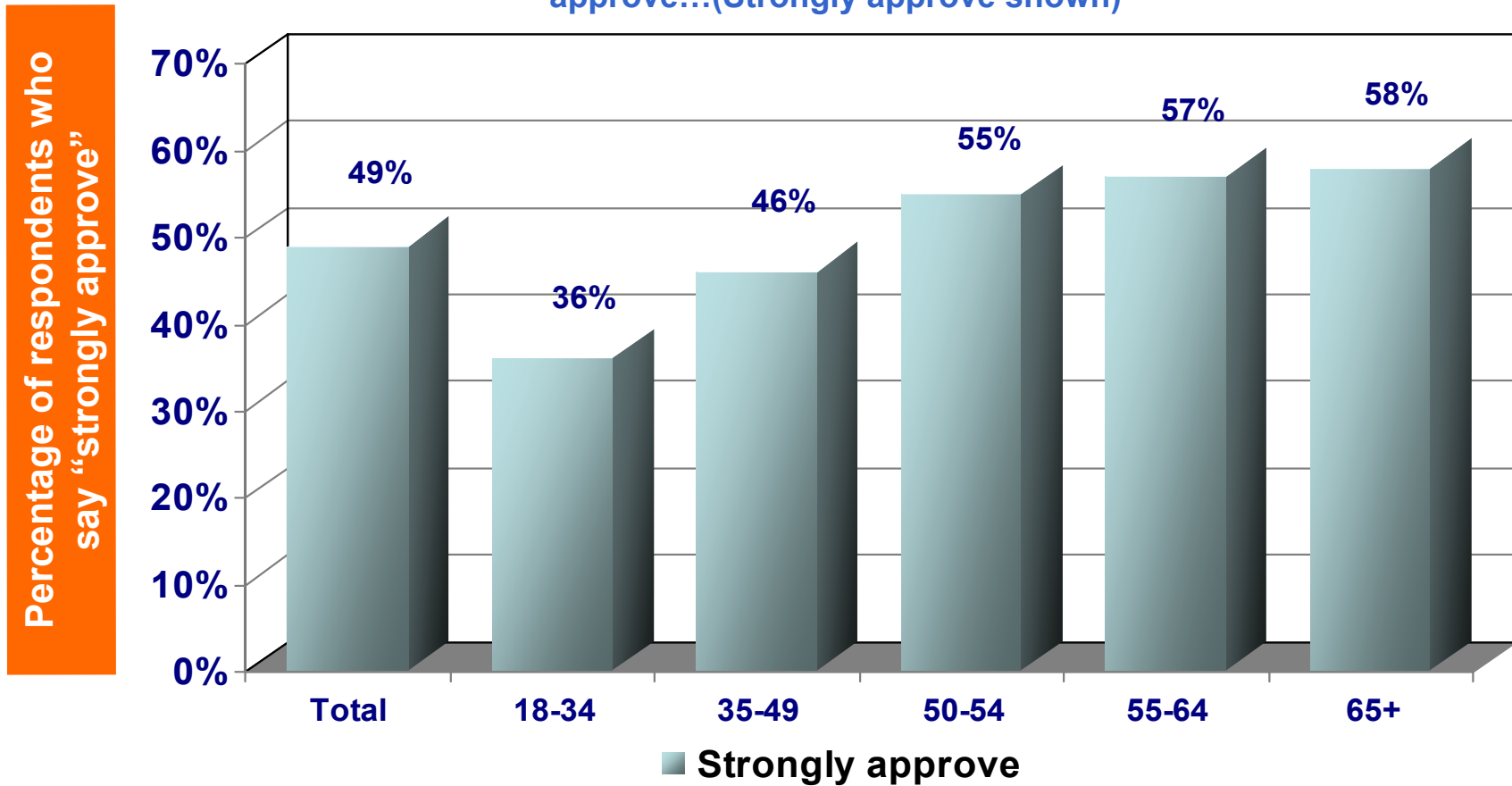
Opposition is strong to the proposal to limit travel even for emergencies and death in the family (except among older arrivals)

Q.24: The new policy does not allow for extra visits to Cuba, even for family emergencies or a death in the family. (Strongly approve/disapprove shown)



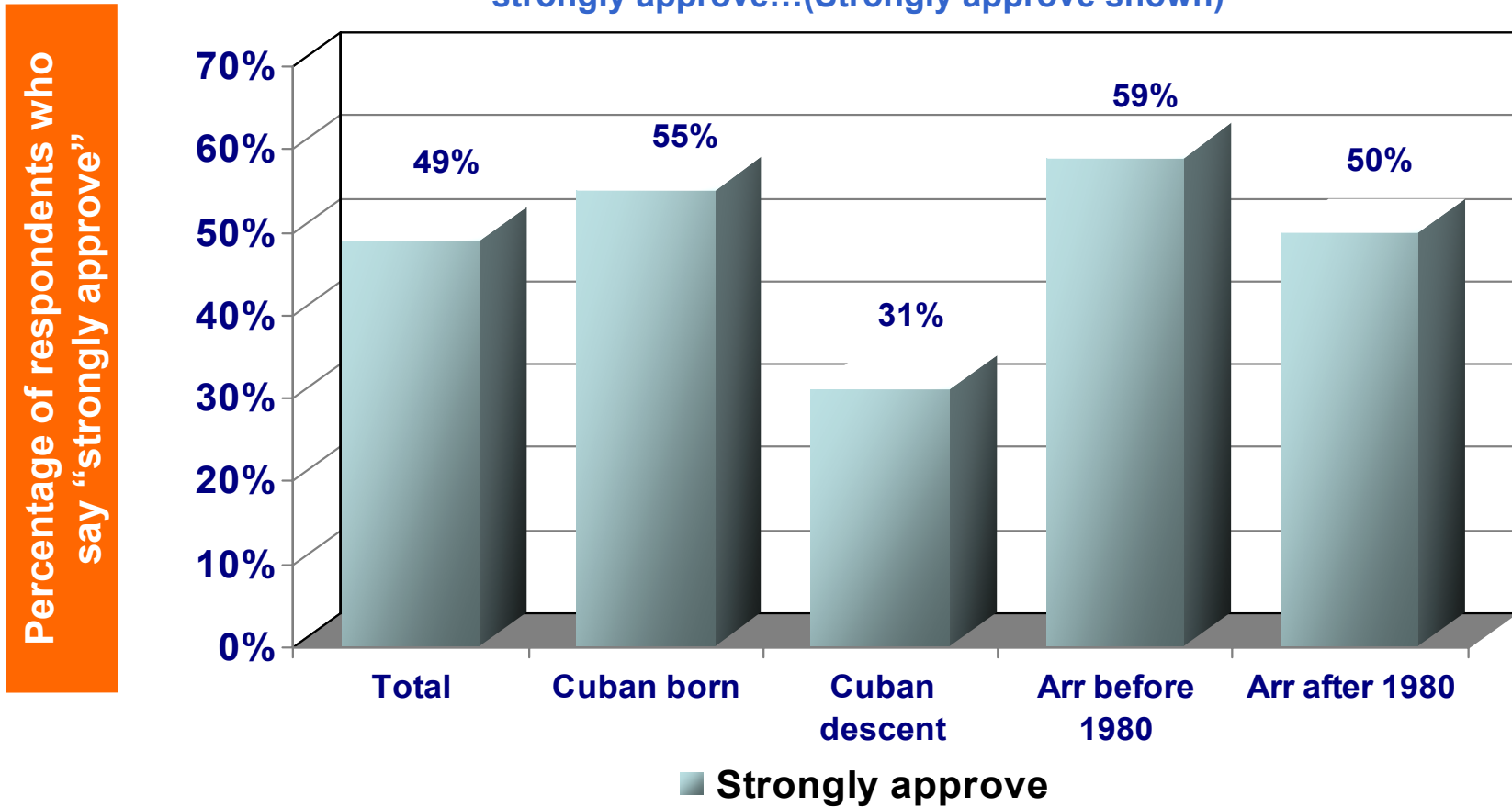
Curbs on remittances are most supported by older Cuban Americans...

Q.26: Cuban Americans will be able to send financial assistance of \$100 per month only to immediate family members – that is parents, siblings...but not other relatives...Do you strongly approve...(Strongly approve shown)



And least supported by those of Cuban descent...

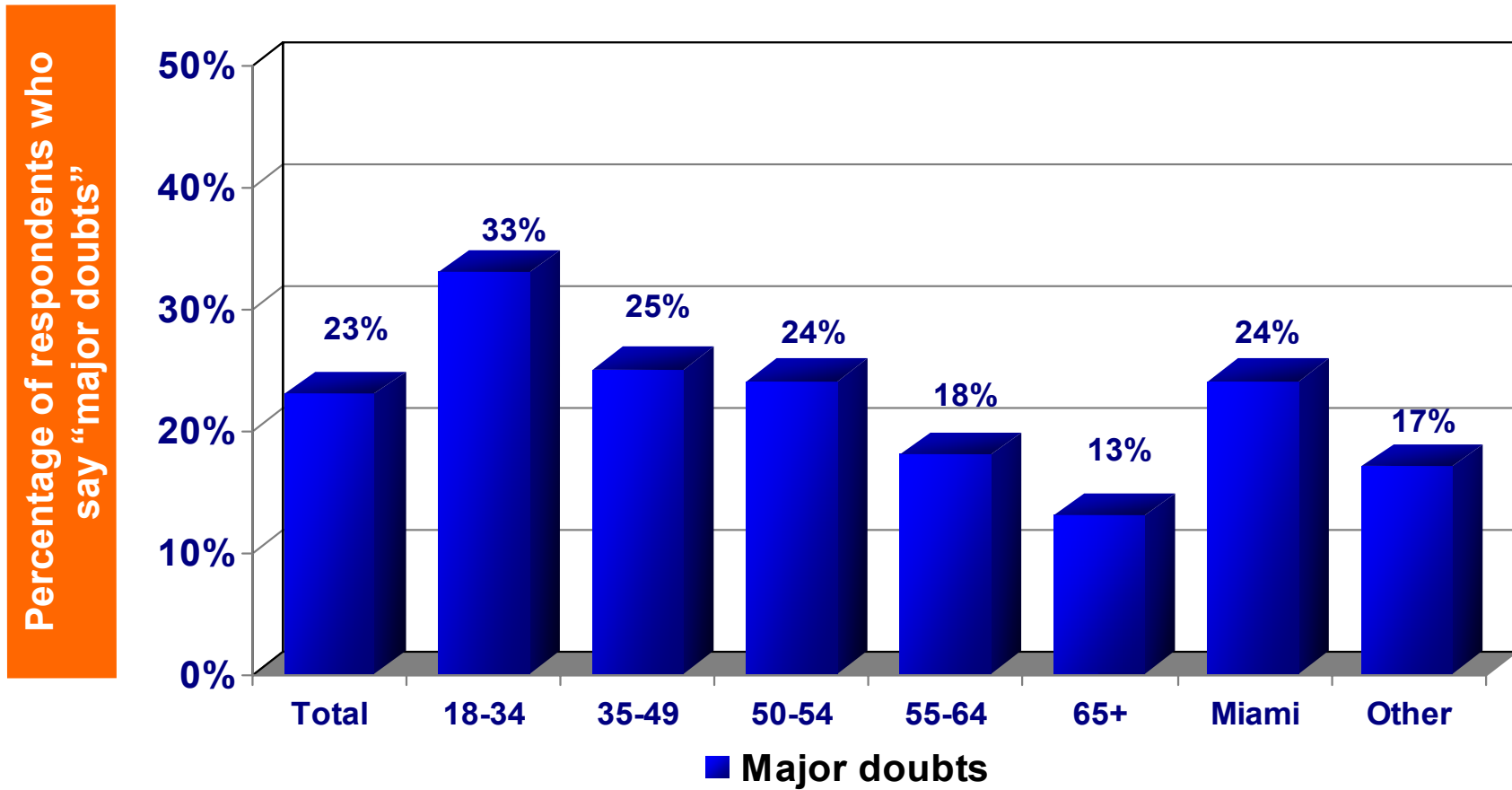
Q.26: Cuban American visitors will be able to send financial assistance of \$100 per month only to immediate family members – that is parents, siblings...but not other relatives...Do you strongly approve...(Strongly approve shown)



Percentage of respondents who say "strongly approve"

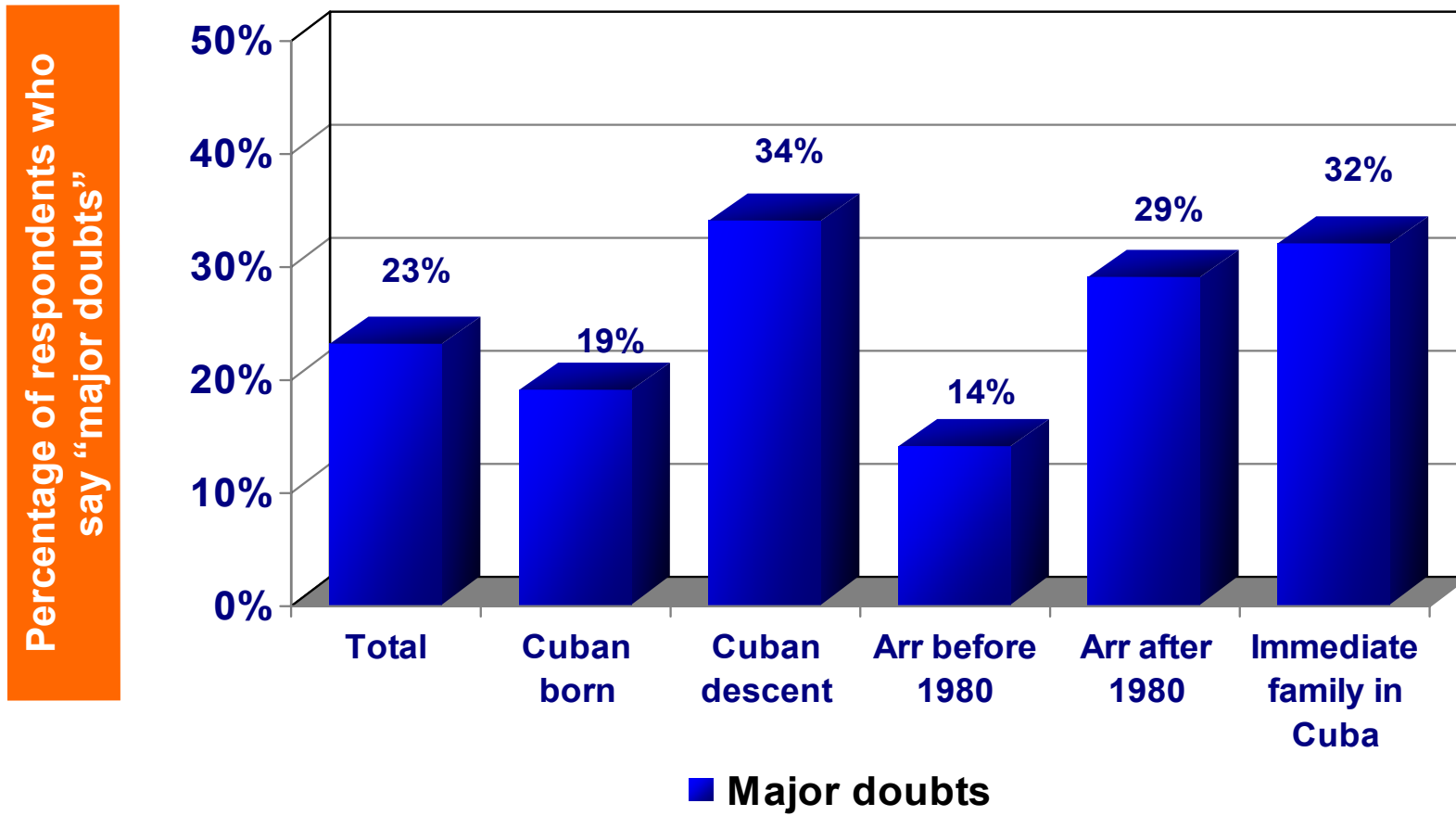
The implementation of these policies raises major doubts about President Bush's commitment to the Cuban community among about a quarter of Cuban Americans

Q.27: Please tell me if the implementation of these measures raises major doubts in your mind, minor doubts...(Major doubts shown)



American-born Cubans are among those most likely to say Bush's policies are troubling

Q.27: Please tell me if the implementation of these measures raises major doubts in your mind, minor doubts...(Major doubts shown)

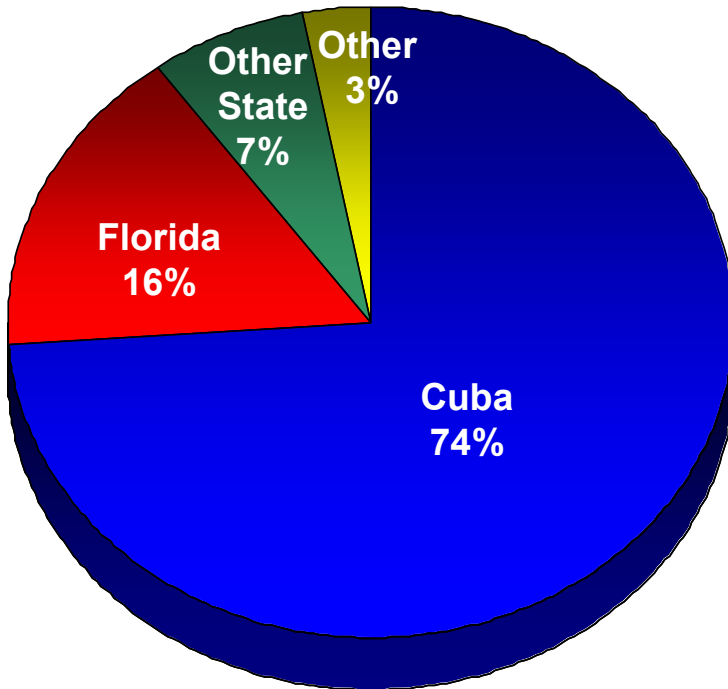




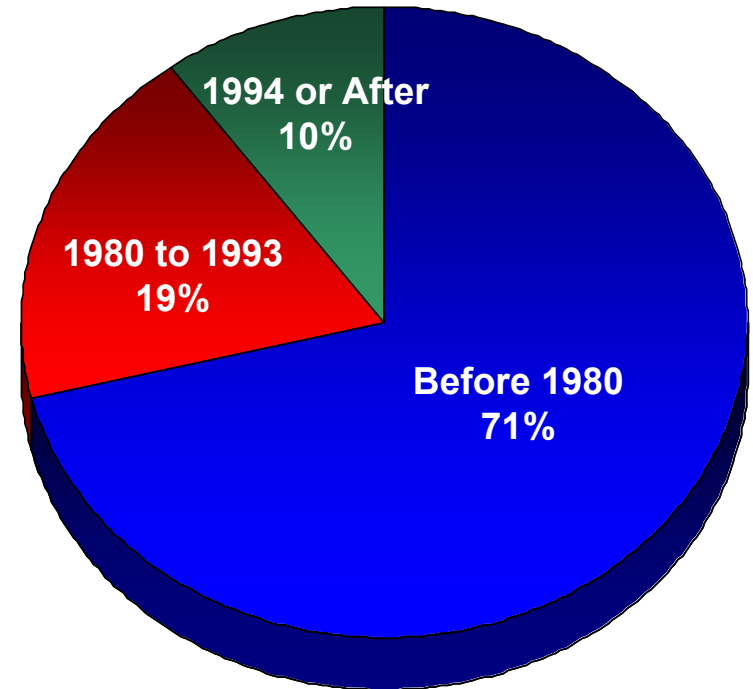
Profile of Cuban Americans

Origins

Where Born

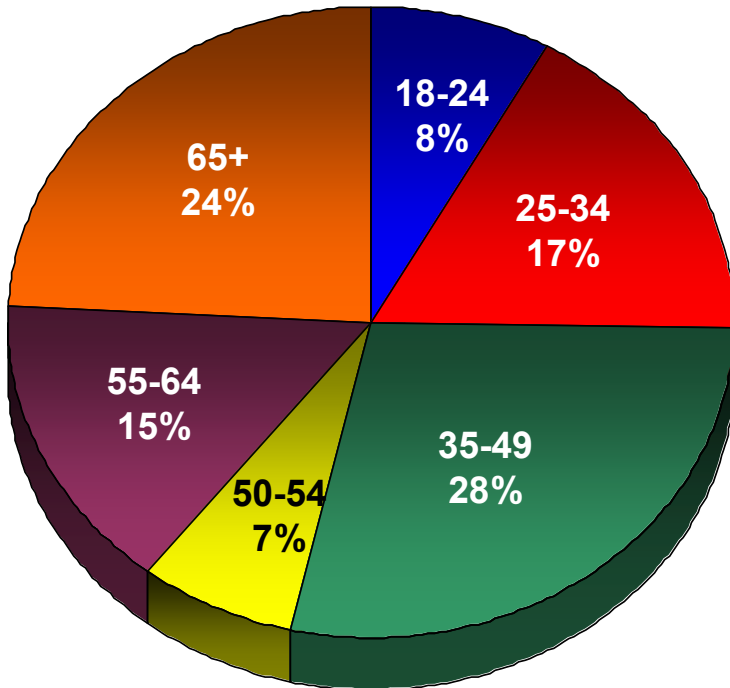


Arrived in U.S.

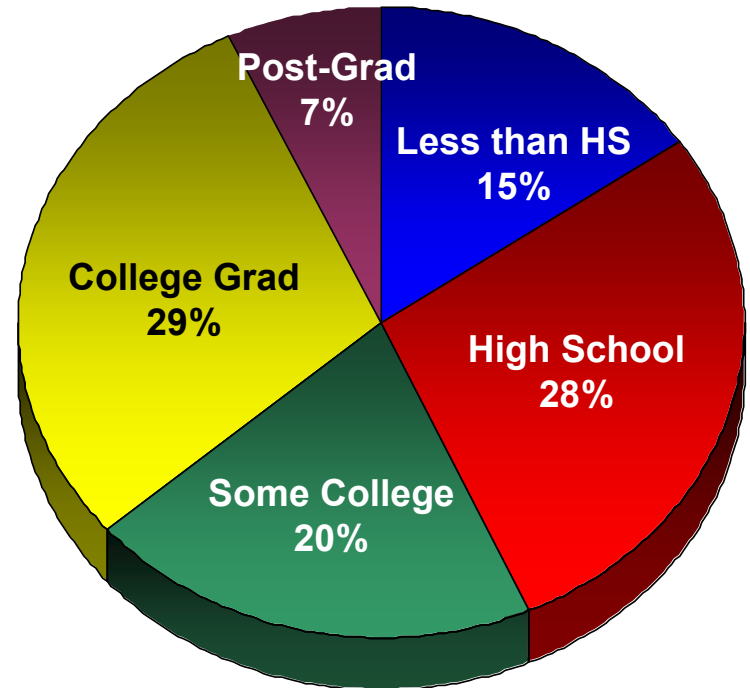


Age & Education

Age

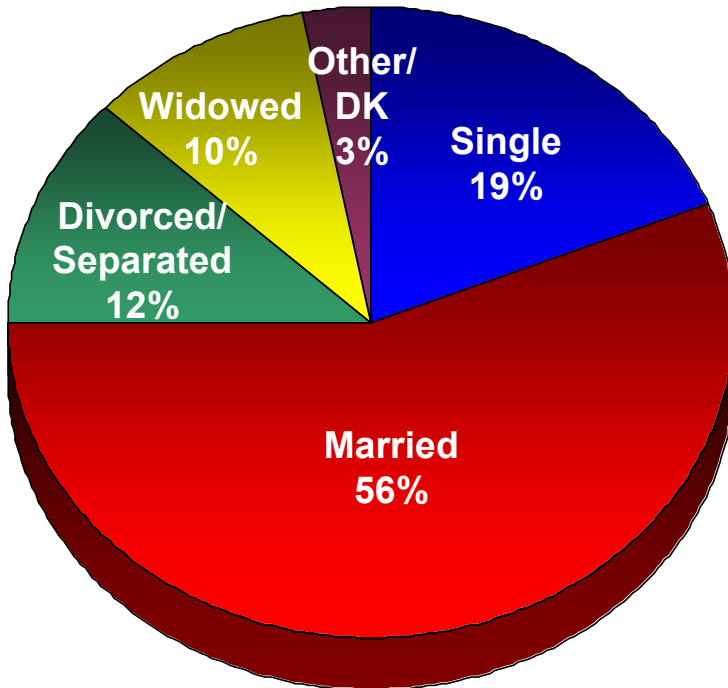


Education

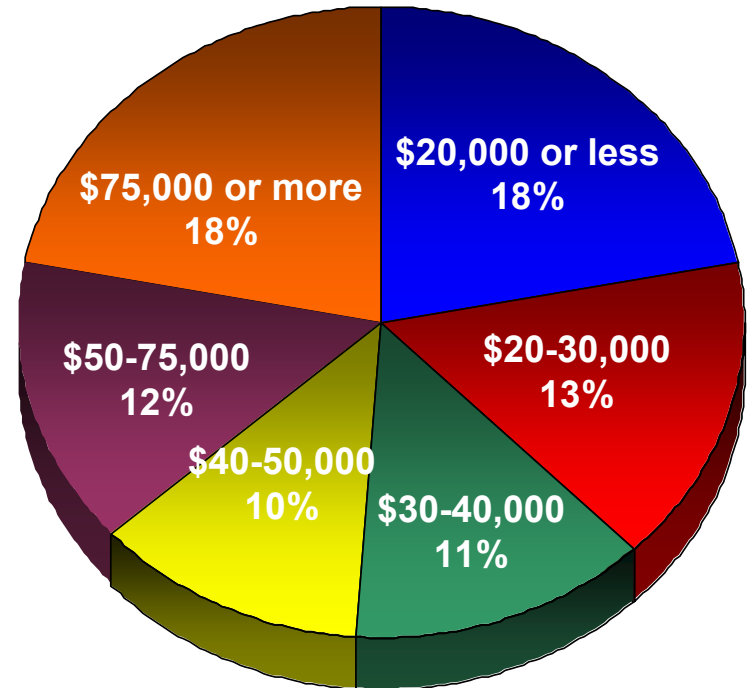


Marital Status & Income

Marital Status

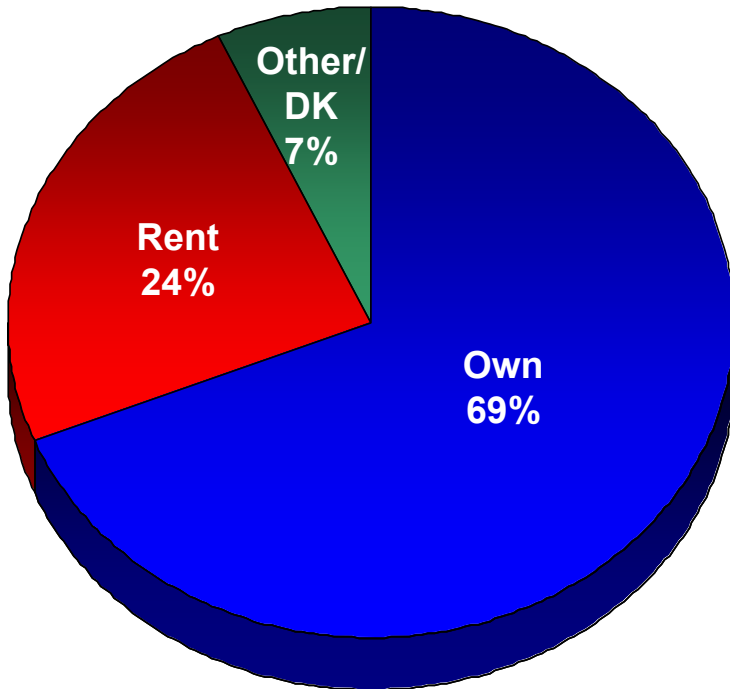


Income

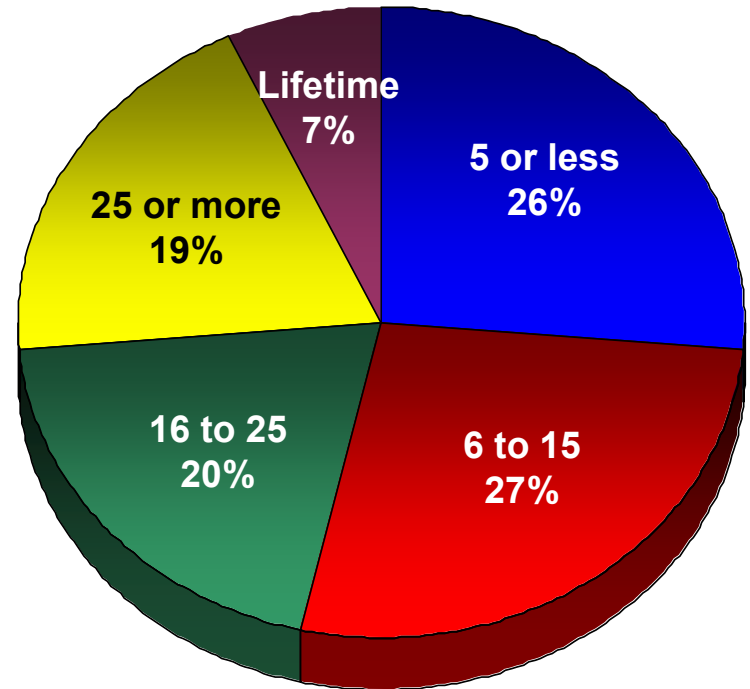


Residence

Own or Rent

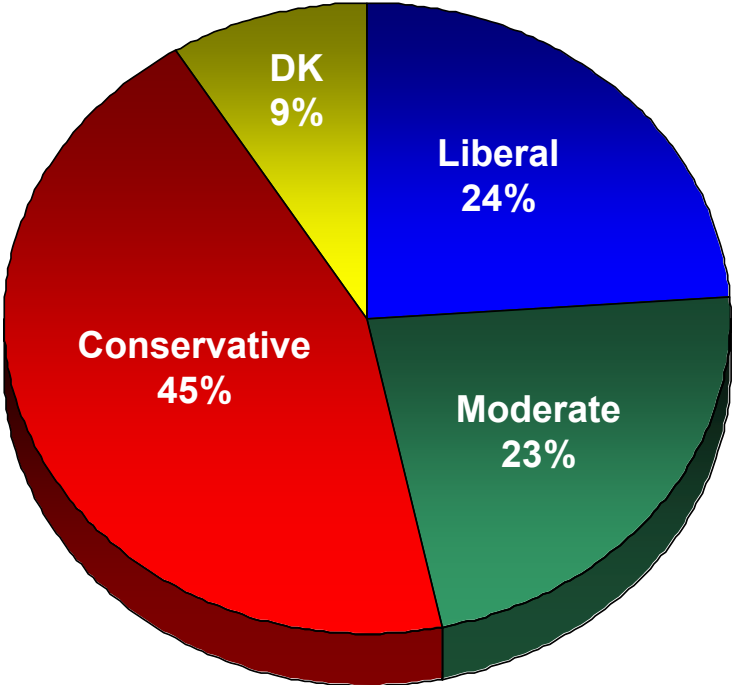


Years in the Area

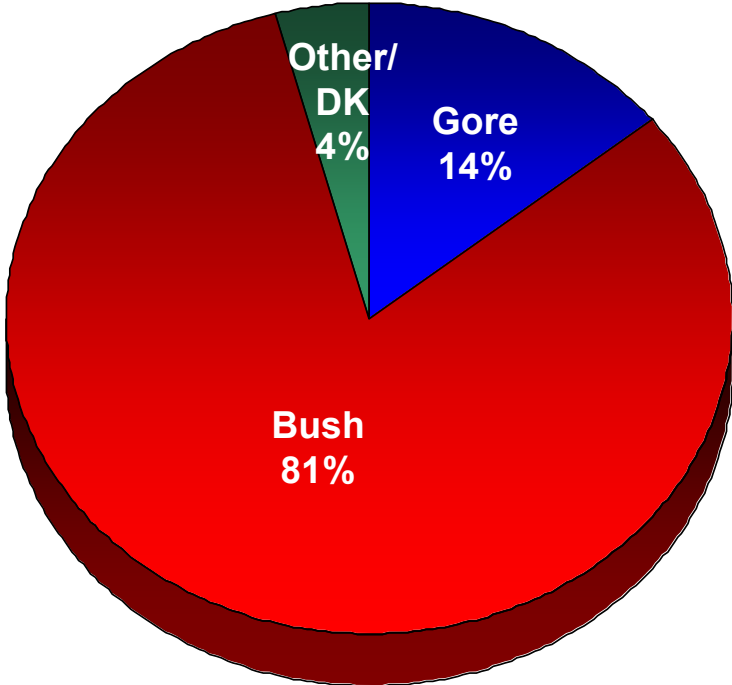


Politics

Ideology

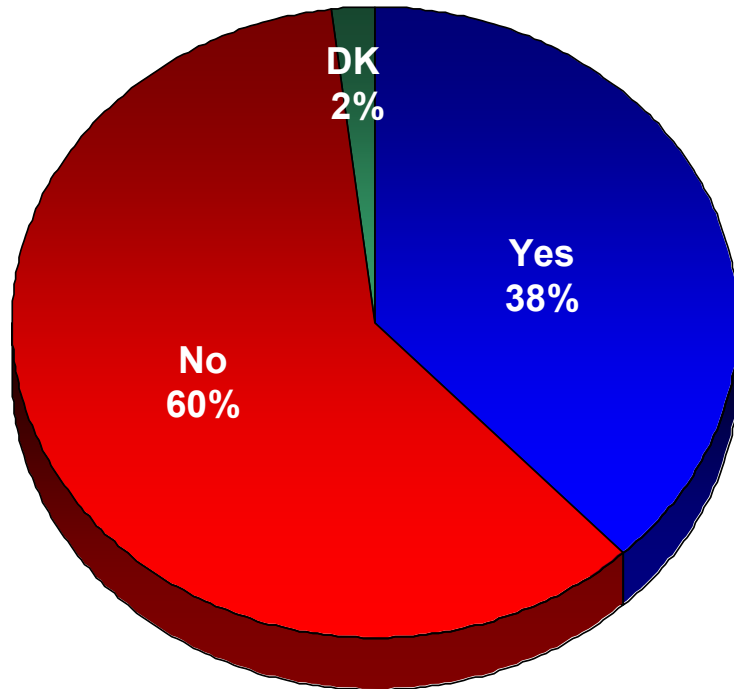


2000 Election

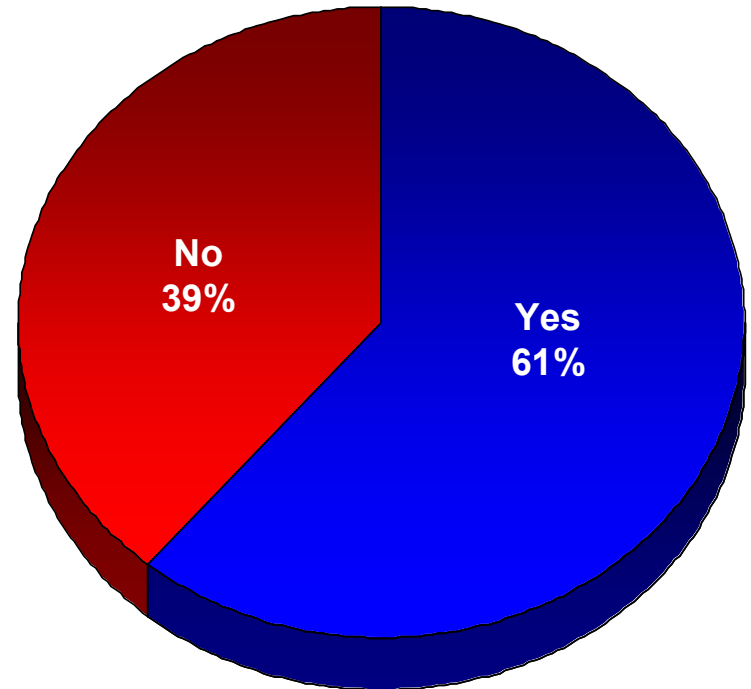


Close Relatives in Cuba

Living in Cuba

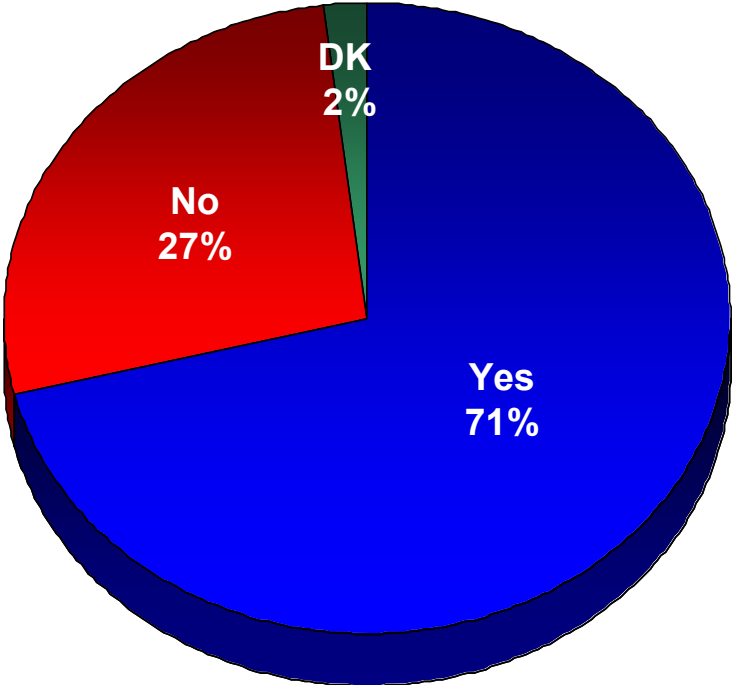


Send Money to Them

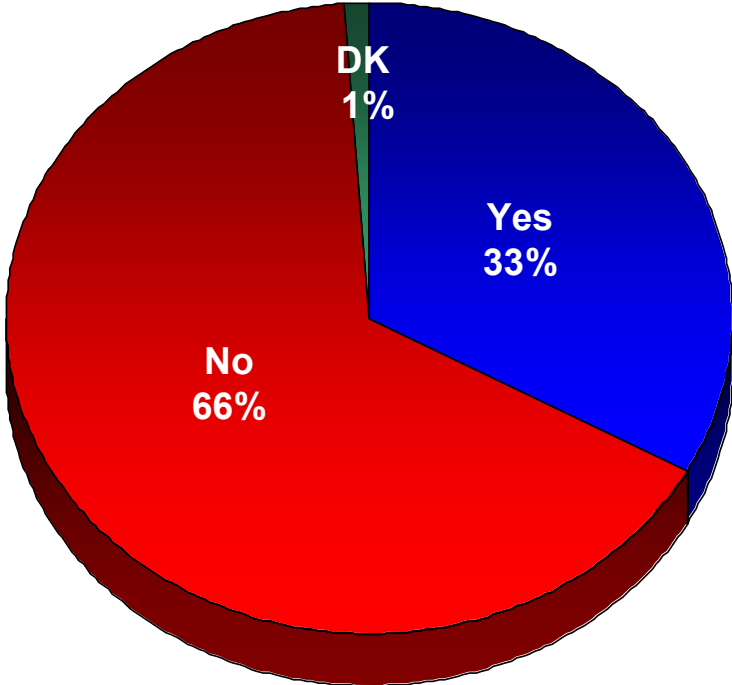


Other Relatives in Cuba

Living in Cuba

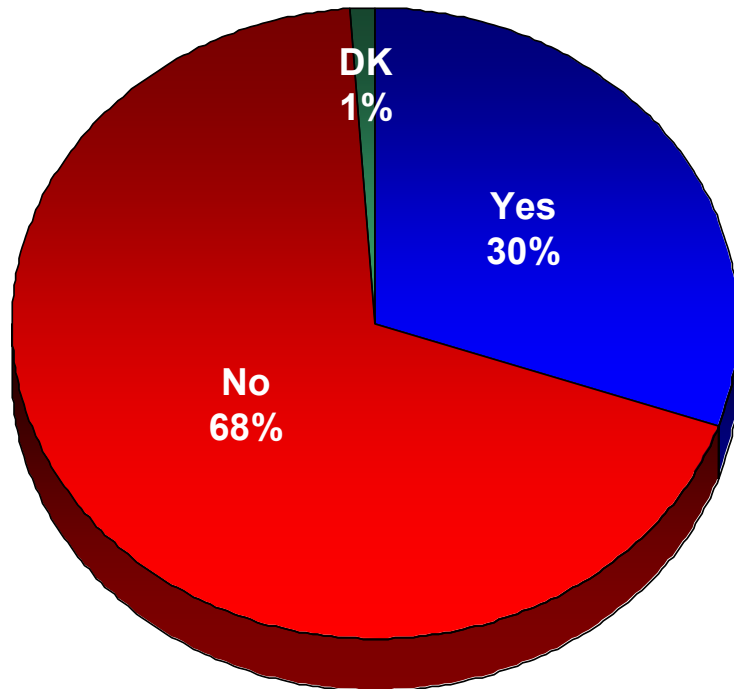


Send Money to Them



Travel & Language

Traveled to Cuba



Language

