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.
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)

35-54 year olds are also more likely than most to list jobs their top concern (28%)
Most Cuban Americans support legalization of undocumented immigrants

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

- Keep illegal imm. from working in US
- Allow illegal imm. to work temporarily
- Legalize illegal imm. who have lived here 5 yrs, employed…

<table>
<thead>
<tr>
<th>Category</th>
<th>Keep illegal imm.</th>
<th>Allow illegal imm. to work temporarily</th>
<th>Legalize illegal imm. who have lived here 5 yrs, employed…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>20%</td>
<td>19%</td>
<td>56%</td>
</tr>
<tr>
<td>Arrived before 1980</td>
<td>15%</td>
<td>19%</td>
<td>53%</td>
</tr>
<tr>
<td>Arrived after 1980</td>
<td>8%</td>
<td>20%</td>
<td>58%</td>
</tr>
<tr>
<td>Democrats</td>
<td>14%</td>
<td>18%</td>
<td>55%</td>
</tr>
<tr>
<td>Republicans</td>
<td>16%</td>
<td>21%</td>
<td>55%</td>
</tr>
</tbody>
</table>
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
  - Negative: 30%
  - Positive: 64%
  - DK: 6%

- Handling the economy
  - Negative: 35%
  - Positive: 61%
  - DK: 4%

- Handling the war in Iraq
  - Negative: 34%
  - Positive: 60%
  - DK: 5%
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?

Undecided voters (10%) are slightly more likely than all voters to be younger, Independent and voted for Gore in 2000.
...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?

Bush’s support has fallen off by roughly 24 points among those who arrived after 1980.
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?

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage Saying Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>47%</td>
</tr>
<tr>
<td>Less than HS</td>
<td>63%</td>
</tr>
<tr>
<td>HS graduate</td>
<td>49%</td>
</tr>
<tr>
<td>Some college</td>
<td>39%</td>
</tr>
<tr>
<td>College grad +</td>
<td>45%</td>
</tr>
<tr>
<td>Arrived before 1980</td>
<td>50%</td>
</tr>
<tr>
<td>Arrived after 1980</td>
<td>48%</td>
</tr>
</tbody>
</table>
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)
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)

**Percentage of respondents who say “strongly agree”**

- **Total:** 59%
- **Kerry voters:** 76%
- **Bush voters:** 53%
- **Arr before 1980:** 58%
- **Arr after 1980:** 62%
- **Cuban born:** 59%
- **Cuban descent:** 59%

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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)

Percentage of respondents

- Strongly agree
- Strongly disagree

<table>
<thead>
<tr>
<th>Group</th>
<th>Strongly Agree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>38%</td>
<td>36%</td>
</tr>
<tr>
<td>18-34</td>
<td>52%</td>
<td>28%</td>
</tr>
<tr>
<td>35-49</td>
<td>41%</td>
<td>29%</td>
</tr>
<tr>
<td>50-64</td>
<td>45%</td>
<td>30%</td>
</tr>
<tr>
<td>65+</td>
<td>43%</td>
<td>29%</td>
</tr>
</tbody>
</table>

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William C. Velásquez Institute
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?

<table>
<thead>
<tr>
<th>Group</th>
<th>More likely</th>
<th>Less likely</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>33%</td>
<td>49%</td>
<td>18%</td>
</tr>
<tr>
<td>Arr after 1980</td>
<td>39%</td>
<td>48%</td>
<td>13%</td>
</tr>
<tr>
<td>Cuban descent</td>
<td>38%</td>
<td>40%</td>
<td>22%</td>
</tr>
</tbody>
</table>
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)

<table>
<thead>
<tr>
<th></th>
<th>Strongly approve</th>
<th>Strongly disapprove</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>50%</td>
<td>30%</td>
</tr>
<tr>
<td>Cuban born</td>
<td>57%</td>
<td>25%</td>
</tr>
<tr>
<td>Cuban descent</td>
<td>45%</td>
<td>30%</td>
</tr>
<tr>
<td>Arr before 1980</td>
<td>62%</td>
<td>20%</td>
</tr>
<tr>
<td>Arr after 1980</td>
<td>49%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Percentage of respondents

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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)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Strongly Approve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>49%</td>
</tr>
<tr>
<td>18-34</td>
<td>36%</td>
</tr>
<tr>
<td>35-49</td>
<td>46%</td>
</tr>
<tr>
<td>50-54</td>
<td>55%</td>
</tr>
<tr>
<td>55-64</td>
<td>57%</td>
</tr>
<tr>
<td>65+</td>
<td>58%</td>
</tr>
</tbody>
</table>
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)
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)

<table>
<thead>
<tr>
<th>Category</th>
<th>Major doubts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>23%</td>
</tr>
<tr>
<td>Cuban born</td>
<td>19%</td>
</tr>
<tr>
<td>Cuban descent</td>
<td>34%</td>
</tr>
<tr>
<td>Arr before 1980</td>
<td>14%</td>
</tr>
<tr>
<td>Arr after 1980</td>
<td>29%</td>
</tr>
<tr>
<td>Immediate family in Cuba</td>
<td>32%</td>
</tr>
</tbody>
</table>
Profile of Cuban Americans
Origins

Where Born

- Cuba: 74%
- Florida: 16%
- Other State: 7%
- Other: 3%

Arrived in U.S.

- Before 1980: 71%
- 1980 to 1993: 19%
- 1994 or After: 10%
Age & Education

Age
- 65+ 24%
- 55-64 15%
- 50-54 7%
- 35-49 28%
- 25-34 17%
- 18-24 8%
- 24%

Education
- College Grad 29%
- High School 28%
- Some College 20%
- Less than HS 15%
- Post-Grad 7%
- 28%

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Marital Status & Income

Marital Status
- Married: 56%
- Single: 19%
- Widowed: 10%
- Divorced/Separated: 12%
- Other/DK: 3%

Income
- $75,000 or more: 18%
- $50-75,000: 12%
- $40-50,000: 10%
- $30-40,000: 11%
- $20-30,000: 13%
- $20,000 or less: 18%
- $20,000 or less: 18%
Residence

Own or Rent
- Own: 69%
- Rent: 24%
- Other/DK: 7%

Years in the Area
- 5 or less: 26%
- 6 to 15: 27%
- 16 to 25: 20%
- 25 or more: 19%
- Lifetime: 7%
Politics

Ideaology

Conservative 45%
Moderate 23%
Liberal 24%
DK 9%

2000 Election

Bush 81%
Gore 14%
Other/ DK 4%
Close Relatives in Cuba

Living in Cuba
- Yes: 38%
- No: 60%
- DK: 2%

Send Money to Them
- Yes: 61%
- No: 39%
Other Relatives in Cuba

Living in Cuba
- Yes: 71%
- No: 27%
- DK: 2%

Send Money to Them
- Yes: 33%
- No: 66%
- DK: 1%
Travel & Language

Traveled to Cuba

- Yes: 30%
- No: 68%
- DK: 1%

Language

- Mostly Spanish: 24%
- Mostly English: 7%
- Only English: 1%
- Only Spanish: 16%
- Both Equally: 20%
- DK: 1%