



National Survey of Cubans Living in Cuba

April 2015

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Methodology

<i>Sample</i>	1200 Cuban Adults living in Cuba
<i>Dates of Interviews</i>	March 17 – 27, 2015
<i>Language</i>	Spanish
<i>Margin of Error</i>	+/- 2.8 percentage points



Special thanks to our research partner:

CENTRO DE INVESTIGACIONES
SOCIOLÓGICAS
DE MÉXICO





Cuban Voice

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Thinking about your family, what would you like to accomplish in the next 5 years? (Multiple responses accepted)

Travel abroad	64%
Open your own business	37%
Open a savings account	36%
Buy a car	34%
Buy an appliance	34%
Buy a house	25%
Change jobs	25%
Go to college	7%
Don't know/No answer	3%



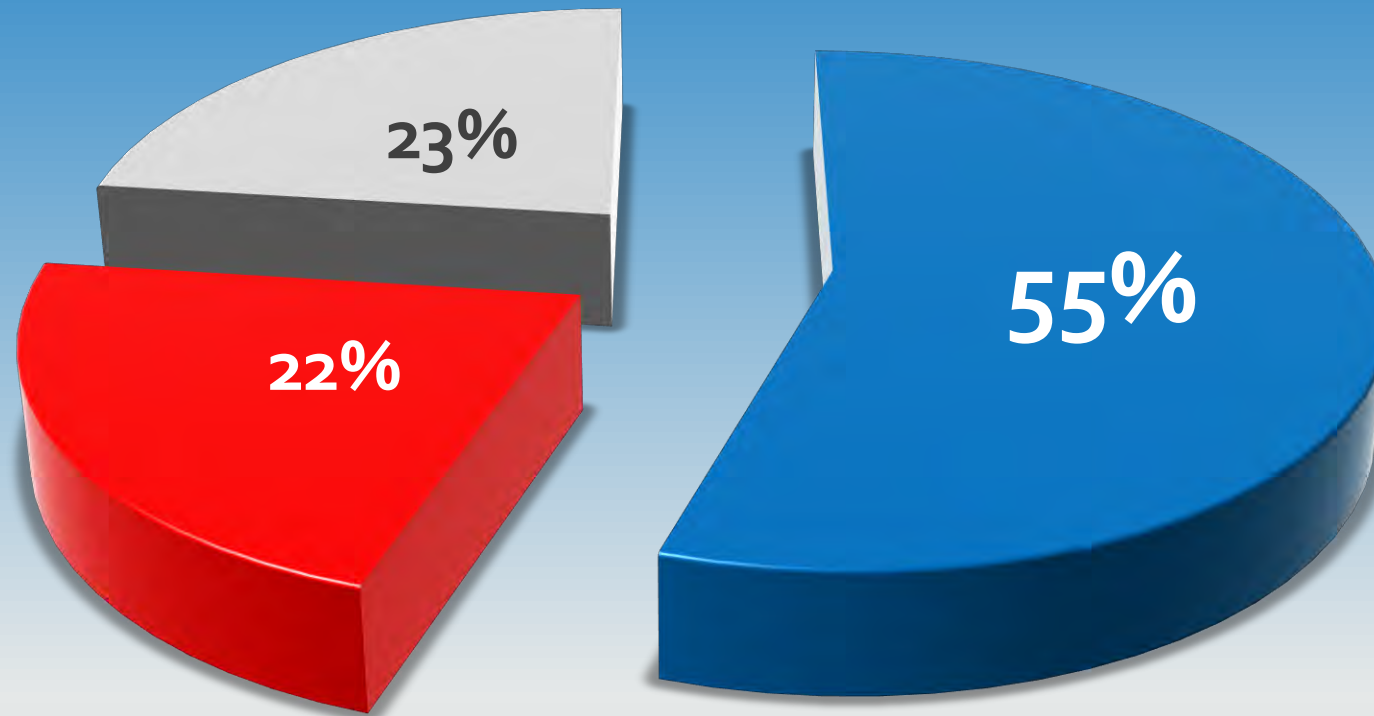
Thinking about your family, what would you like to accomplish in the next 5 years? (Multiple responses accepted)

By Age

	18-49	50+
Travel abroad	70%	52%
Open your own business	41%	26%
Open a savings account	36%	35%
Buy an appliance	31%	39%
Buy a car	40%	20%
Buy a house	32%	9%
Change jobs	31%	12%
Go to college	10%	1%
Don't know/No answer	1%	7%



Do you think you can achieve these accomplishments in the next five years?



Yes No Don't know/No answer



Thinking about the next 5 years, name the main thing that you would like the Cuban government to do to improve your personal situation.

- *"More foreign investment to develop the economy"*
- *"To finally start selling automobiles"*
- *"Improve the economic system"*
- *"Eliminate the dual currency"*
- *"Pay in CUC or eliminate it"*
- *"Have young leaders with new ideas"*
- *"New and more democratic elections"*
- *"Make radical changes"*
- *"Step aside and allow the new generation to govern Cuba"*
- *"The downfall of the Castro regime"*
- *"Liberate the Cuban people from dictatorship"*

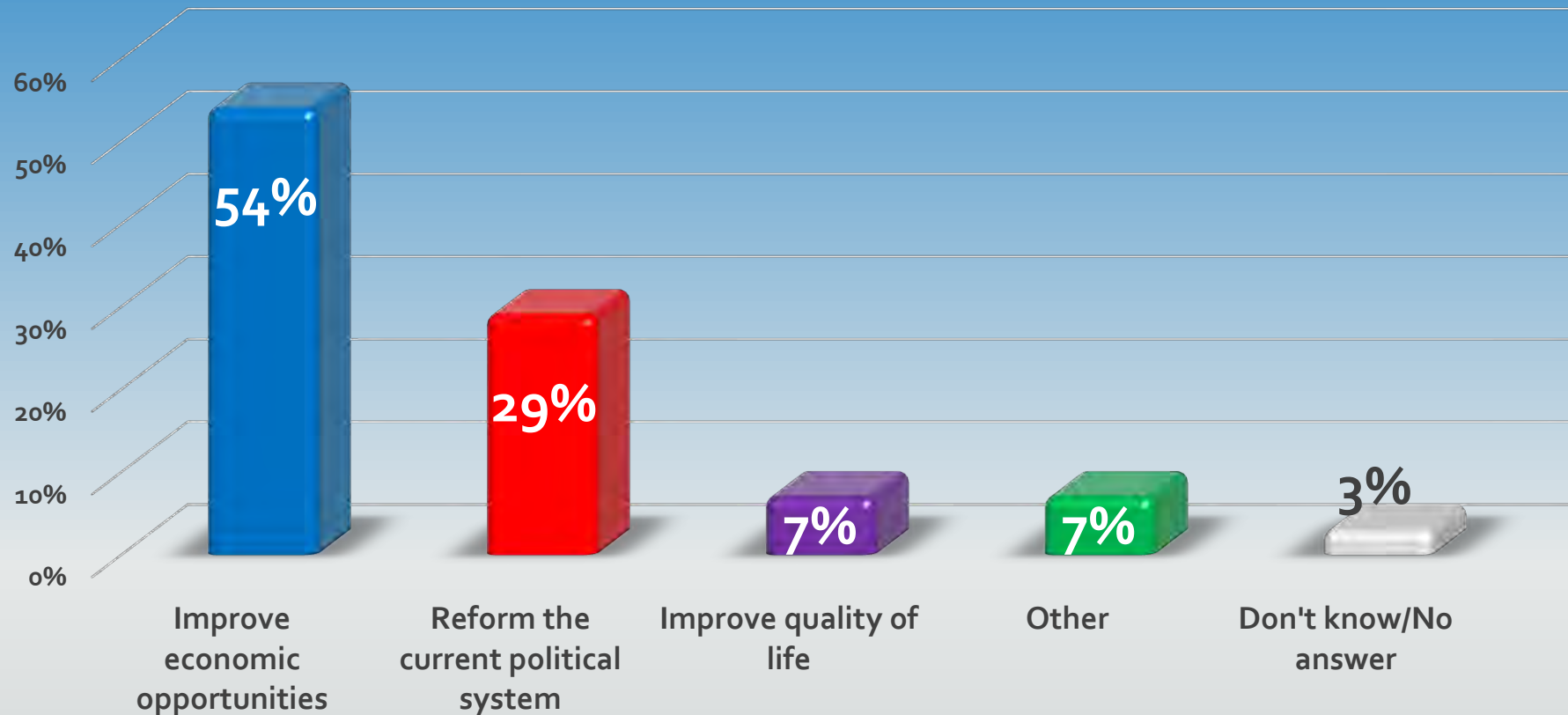


Thinking about the next 5 years, name the main thing that you would like the Cuban government to do to improve your personal situation.

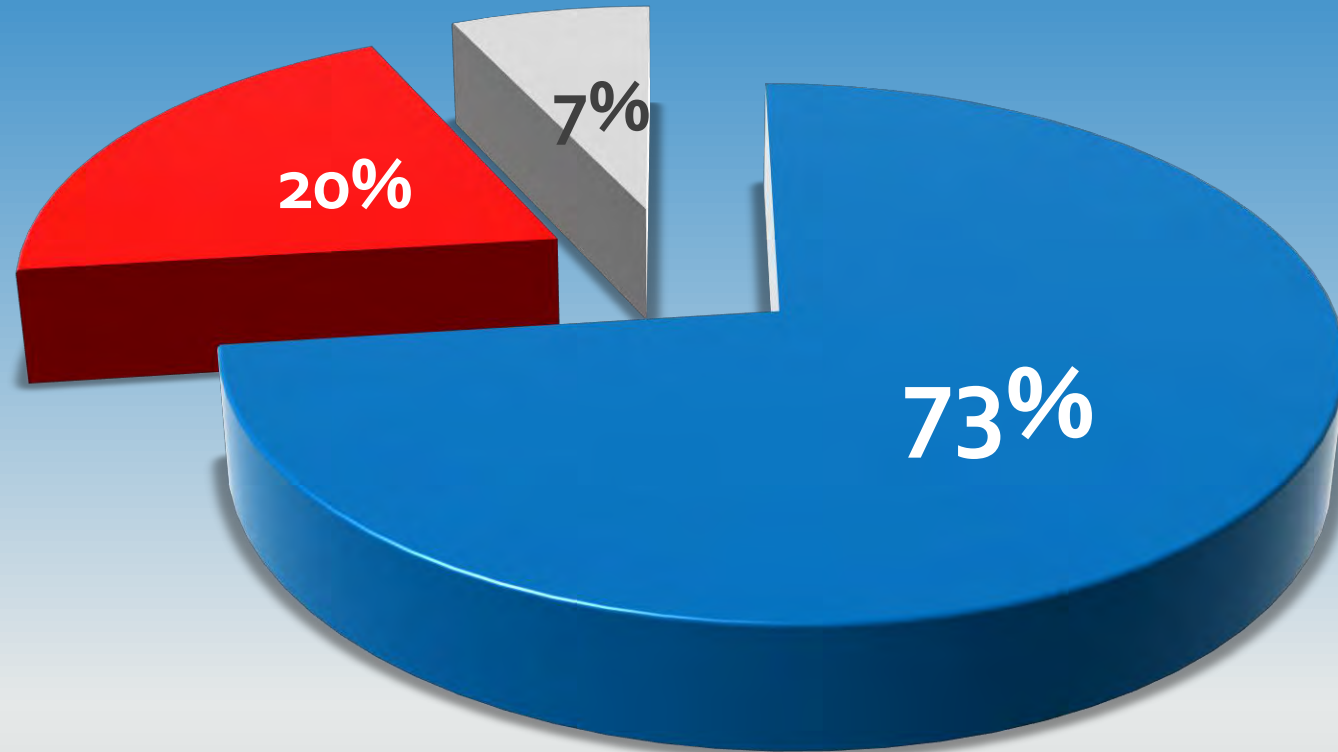
- *"Provide more opportunities for the young"*
- *"Raise my paycheck because it is not enough"*
- *"Create jobs and have fair salaries"*
- *"Facilitate opportunities for home ownership"*
- *"Don't mess with people that are doing well with their own private businesses"*
- *"Permit Cubans to be able to travel without restrictions"*
- *"Loosen the reins on the people"*
- *"Allow the Cuban people to have more options and less obstacles to be able to leave the country"*
- *"Guarantee a healthy and secure retirement"*
- *"Changes to customs regulations"*
- *"Finally decide on the destiny of the Cuban people"*



Thinking about the next 5 years, name the main thing that you would like the Cuban government to do to improve your personal situation.



Thinking about your future and that of your family, do you feel optimistic or pessimistic?



Optimistic Pessimistic Don't know/No answer



Thinking about your future and that of your family, do you feel optimistic or pessimistic?

By Age

	18-49	50-65+
Optimistic	75%	68%
Pessimistic	20%	21%
Don't know/No answer	5%	11%



Thinking about your future and that of your family, do you feel optimistic or pessimistic?

By Race

	White	Mulatto	Black
Optimistic	77%	70%	57%
Pessimistic	16%	24%	32%
Don't know/No answer	7%	6%	11%



In your opinion, what do the people of Cuba need the most at this time?

- *"An end to the Castro dictatorship"*
- *"Achieve true democracy"*
- *"Internet access so no one can lie to us anymore"*
- *"To be treated like people"*
- *"Places for families to be united and happy"*
- *"The Cuban people need to identify with something that allows them to overcome so much misery"*
- *"More attention to basic needs"*
- *"To foster economic relations with countries that can benefit the Cuban people"*
- *"Foreign investment to lift our economy"*

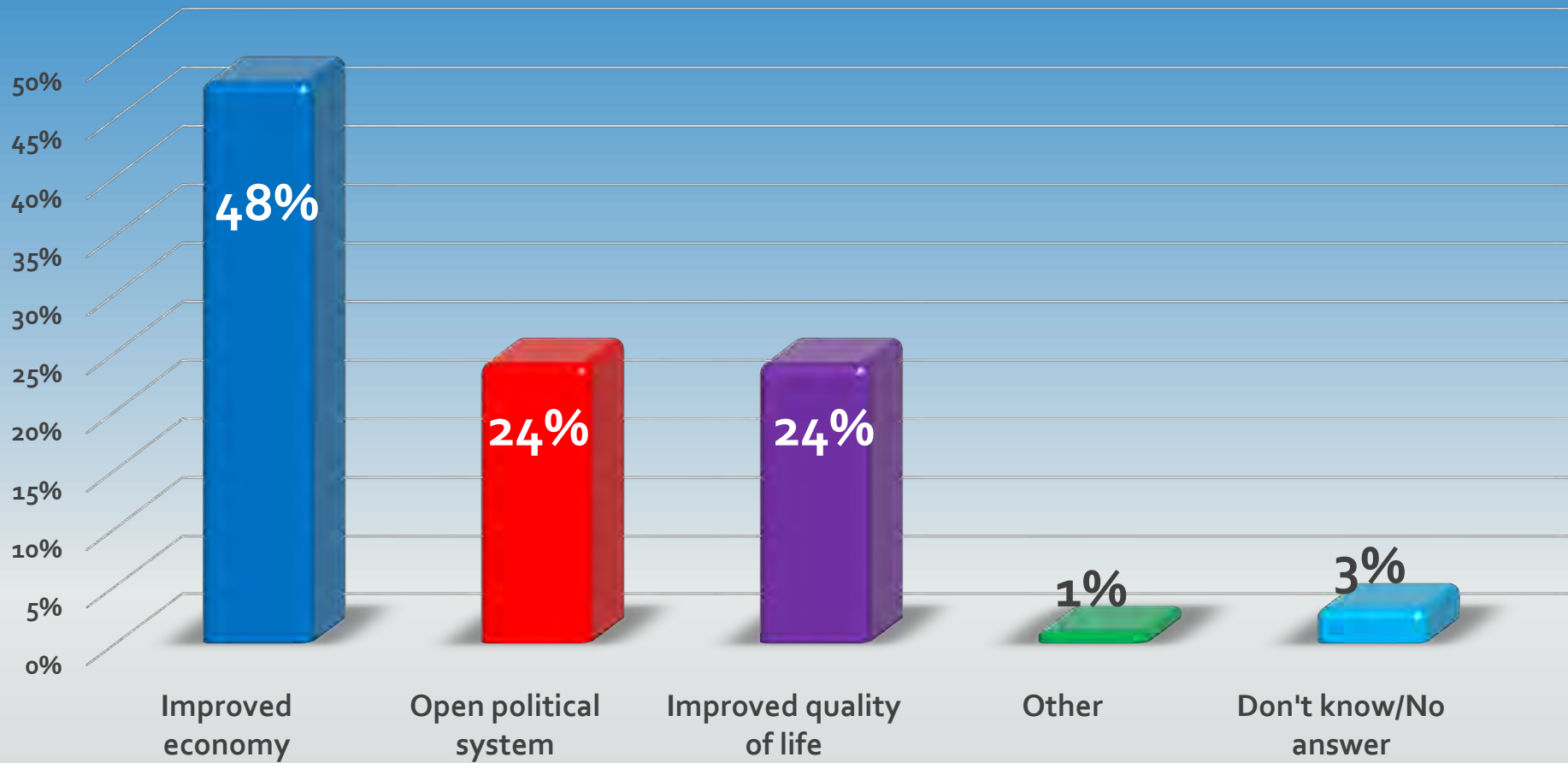


In your opinion, what do the people of Cuba need the most at this time?

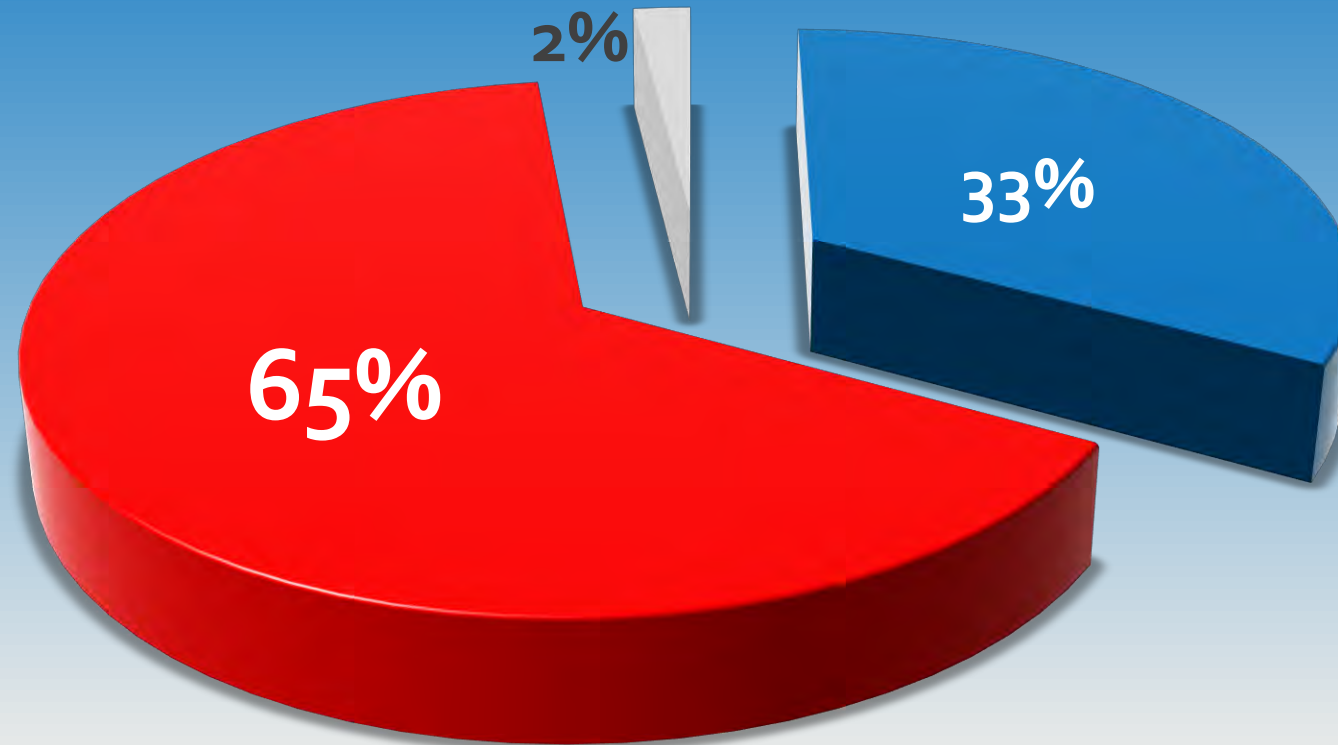
- *"Improve my purchasing power"*
- *"Live without so many needs"*
- *"Money and dignity"*
- *"More development to benefit my pocketbook"*
- *"To be able to buy with our own currency"*
- *"To have new generations in positions of power"*
- *"To be rid of these dinosaurs"*
- *"To finally be done with the Castros"*
- *"A radical and definitive change"*
- *"Lots of food and freedom"*
- *"To have the right to express ourselves without being seen as troublemakers"*



In your opinion, what do the people of Cuba need the most at this time?



Do you have family in another country?



▣ Yes ▣ No ▣ Don't know/No answer



Do you have family in another country?

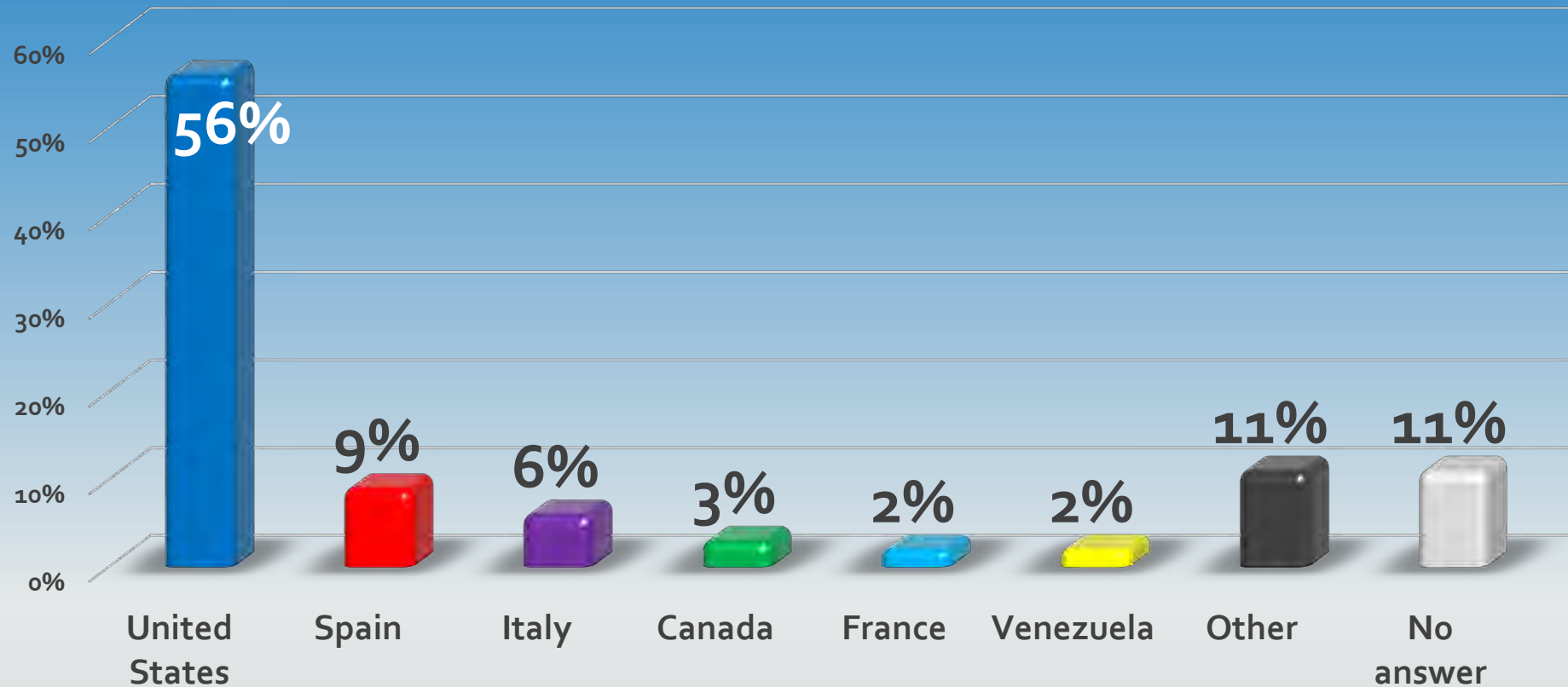
By Race

	White	Mulatto	Black
Yes	37%	26%	25%
No	61%	70%	75%
Don't know/No answer	2%	4%	-



What country does most of your family live in?

Among those with family in another country



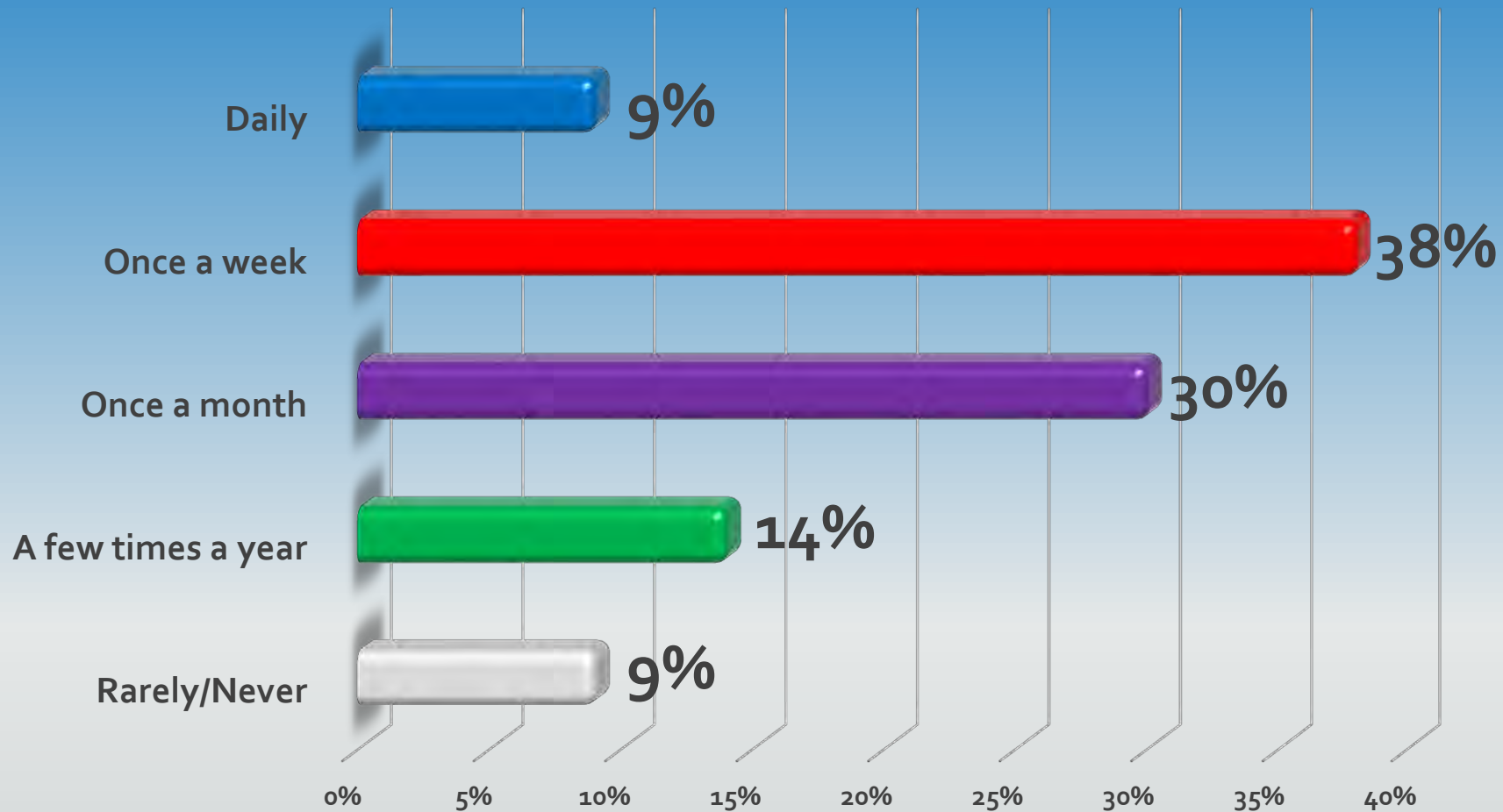
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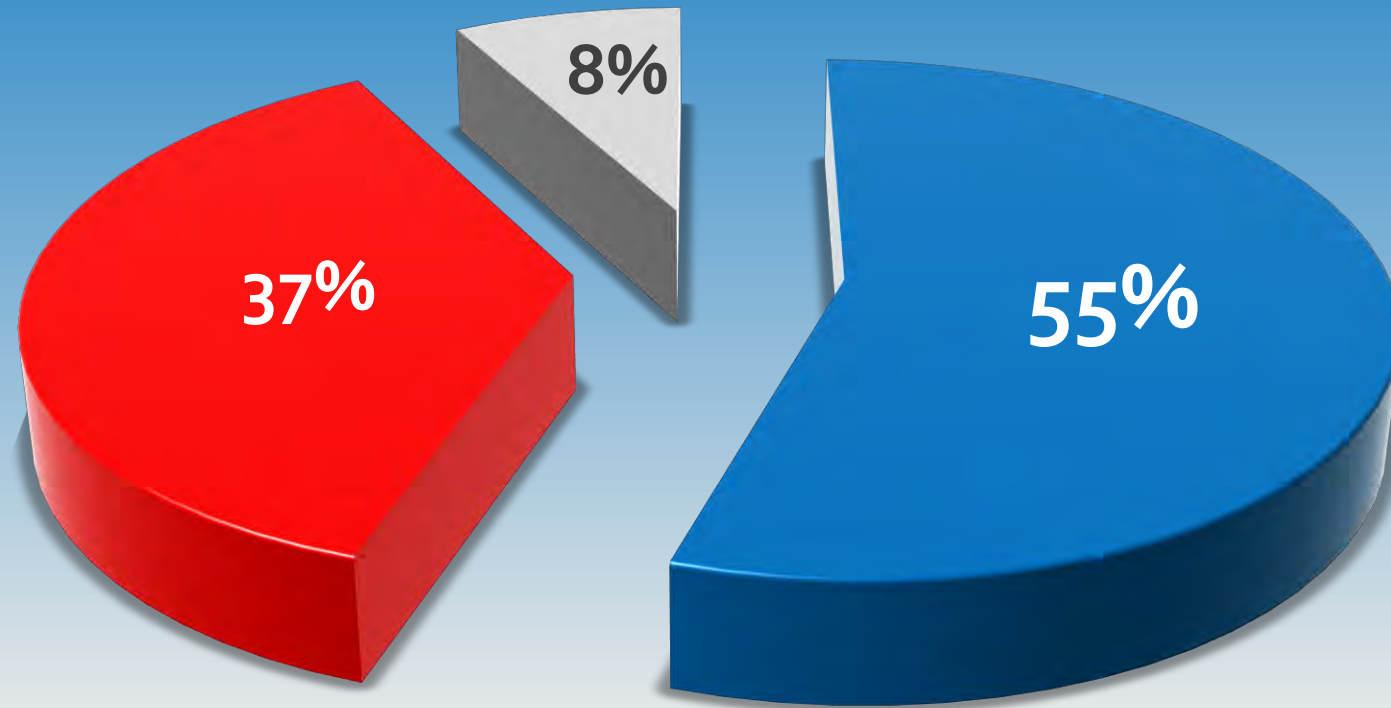
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How frequently do you communicate with your family members abroad?



Would you like to leave and go live in another country?

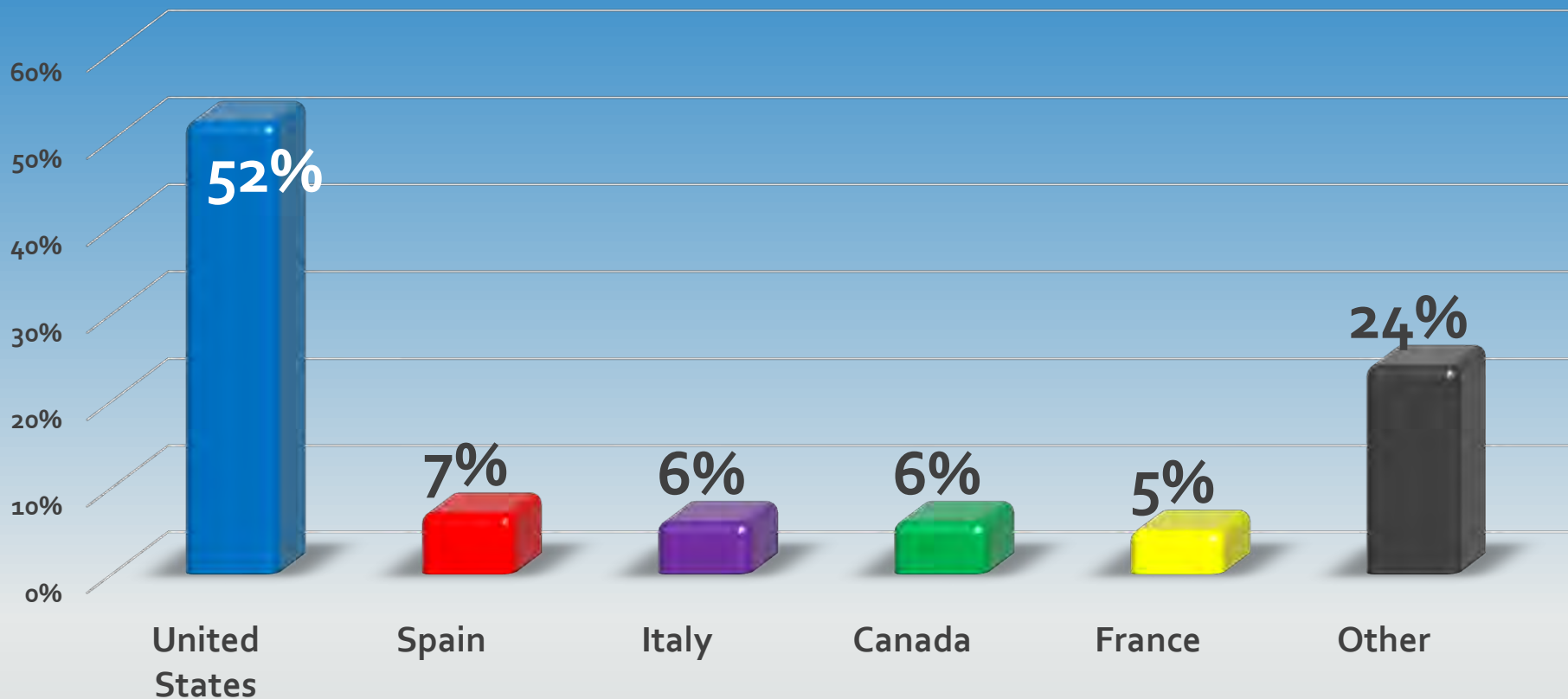


Yes No Don't know/No answer



What country would you like to go and live in?

Amongst those that want to leave and live elsewhere



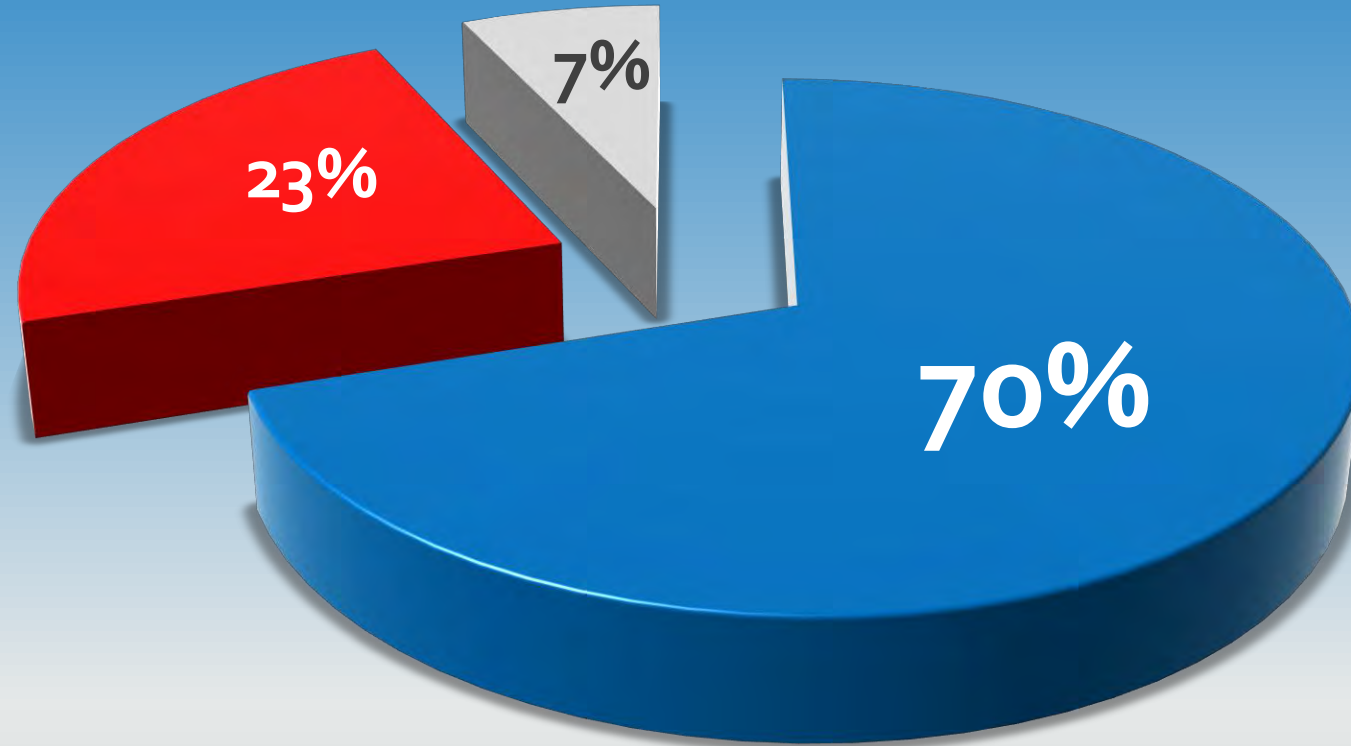
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Would you like to start your own business?



▣ Yes ▣ No ▣ Don't know/No answer



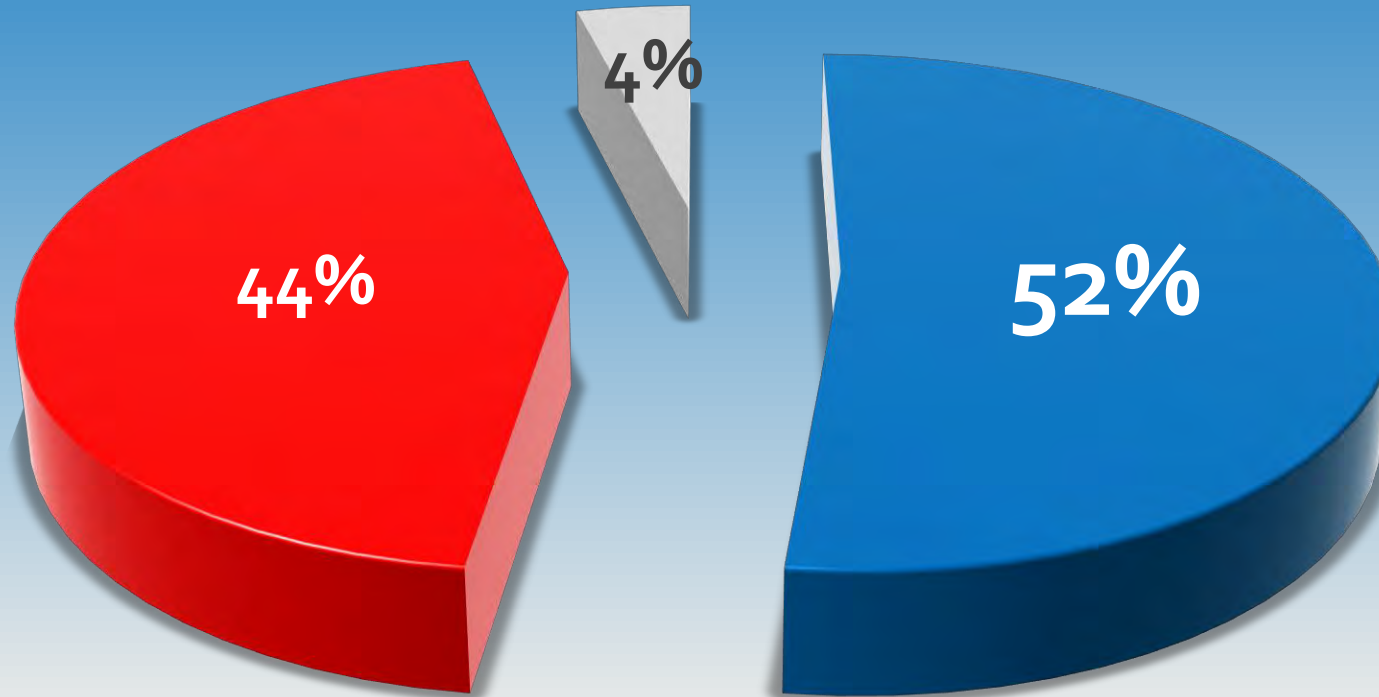
Would you like to start your own business?

By Age

	18-49	50-65+
Yes	76%	56%
No	19%	33%
Don't know / No answer	5%	11%



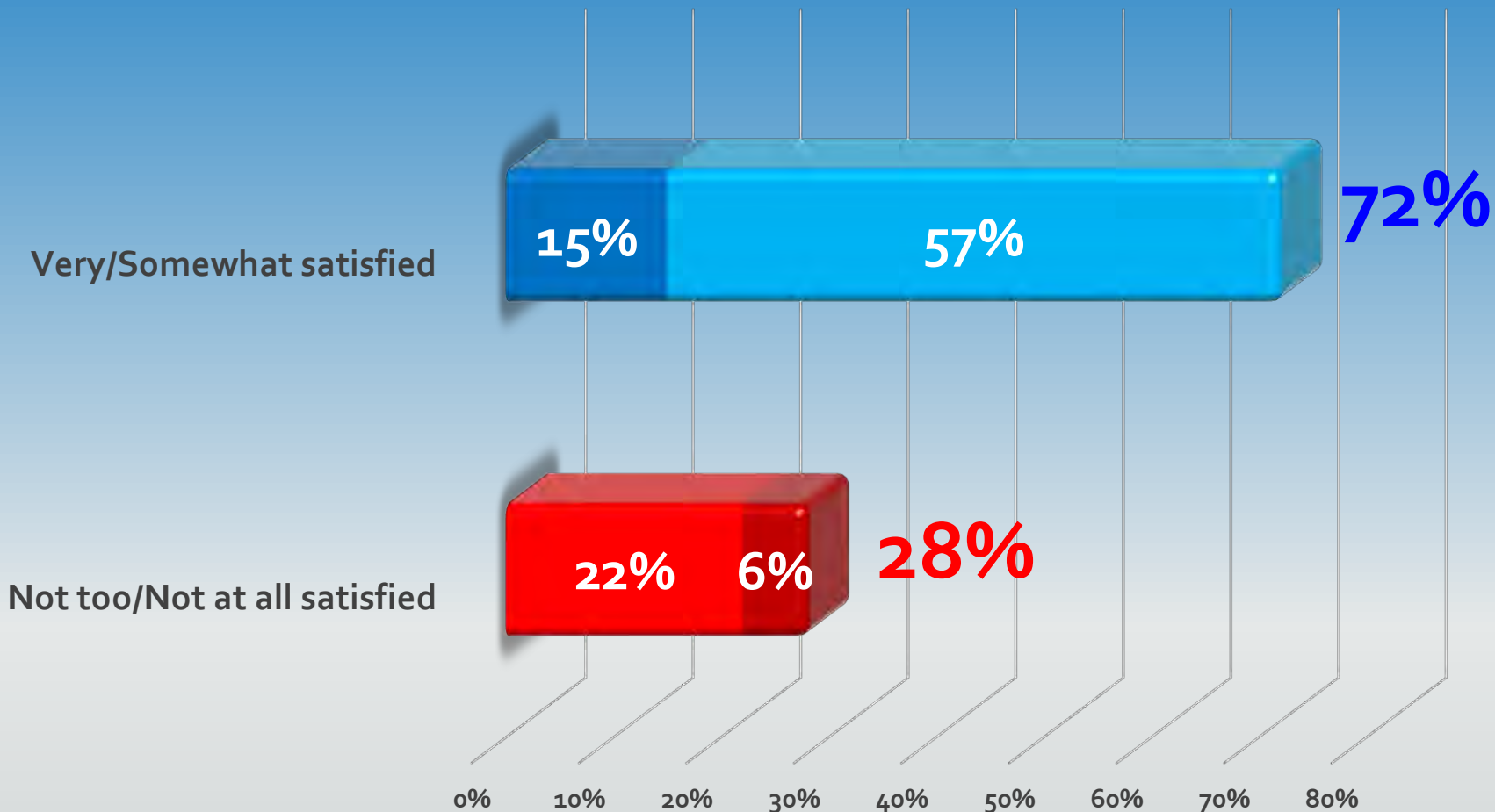
Are any of your immediate family members business owners?



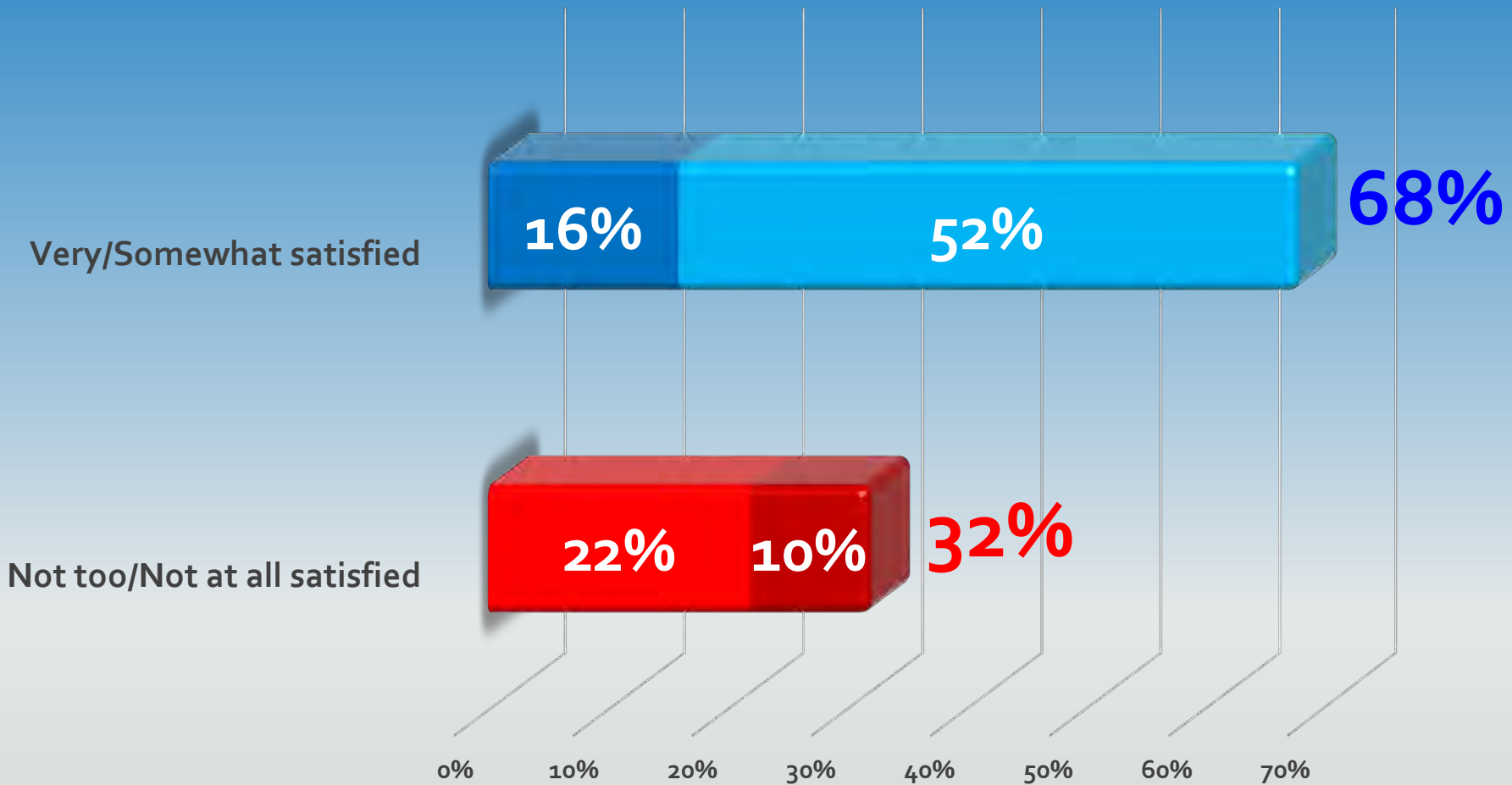
Yes No No answer



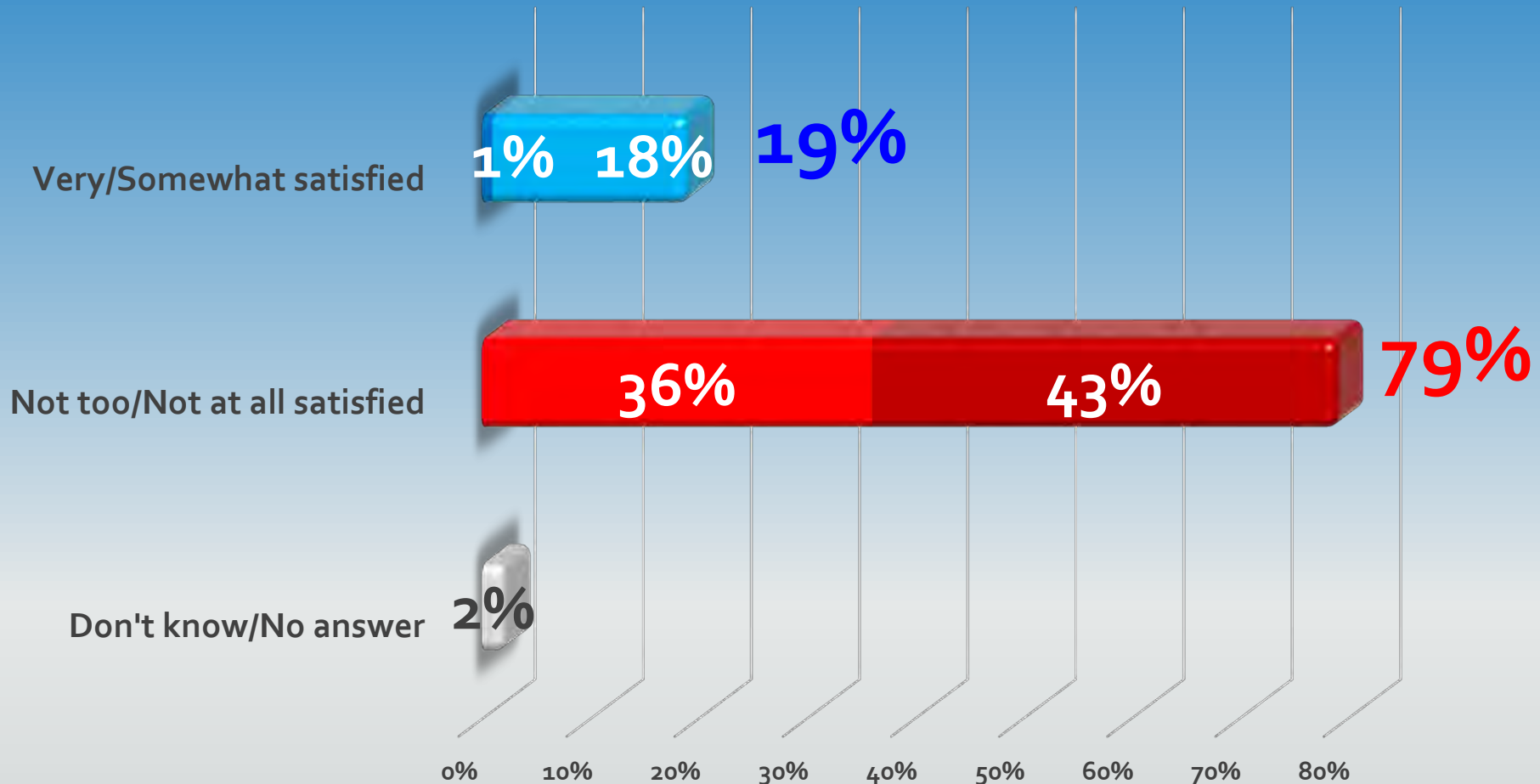
How satisfied are you with the education system that exists today in Cuba?



How satisfied are you with the health care system that exists today in Cuba?



How satisfied are you with the economic system that exists today in Cuba?



How satisfied are you with the economic system that exists today in Cuba?

By Age

	18-49	50-65+
Satisfied	16%	27%
Not satisfied	82%	71%
Don't know/No answer	2%	2%



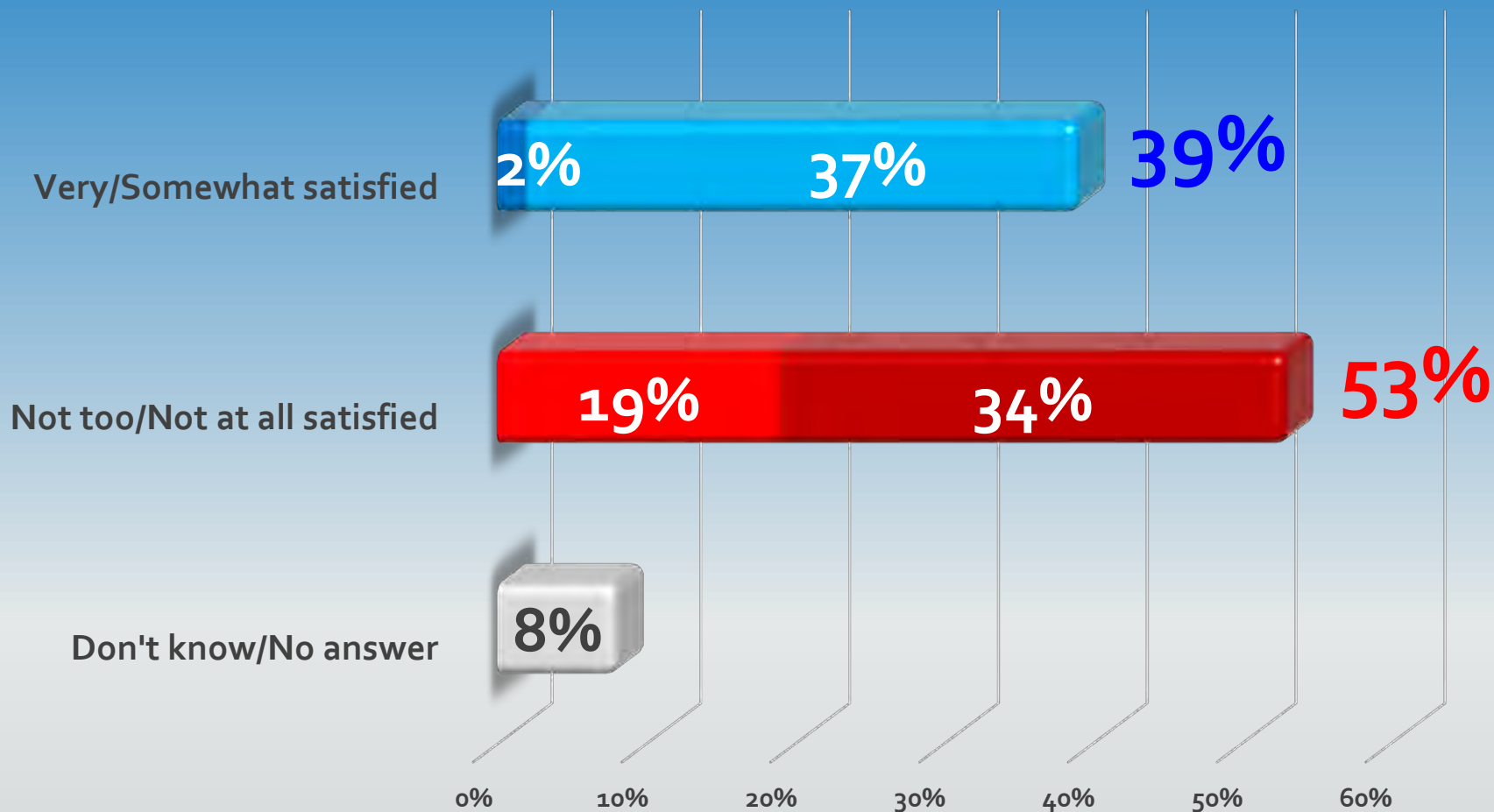
How satisfied are you with the economic system that exists today in Cuba?

By Race

	White	Mulatto	Black
Satisfied	16%	26%	25%
Not satisfied	82%	72%	74%
Don't know/No answer	2%	2%	1%



How satisfied are you with the political system that exists today in Cuba?



Why are you *not satisfied* with the political system that exists today in Cuba?

- *"Because what they say is for their benefit, not the people"*
- *"Because we thought it was one thing before '59 and it's actually something very different"*
- *"We've been making the same mistakes for over five decades"*
- *"They always do something that is to our disadvantage"*
- *"Because they make us believe we are living the best life in the world when that's not the case"*
- *"It's been 50 years and we don't see anything"*
- *"It doesn't work for a country that needs to grow"*
- *"It's a fraud that is 59 years old"*
- *"Because we are slaves"*

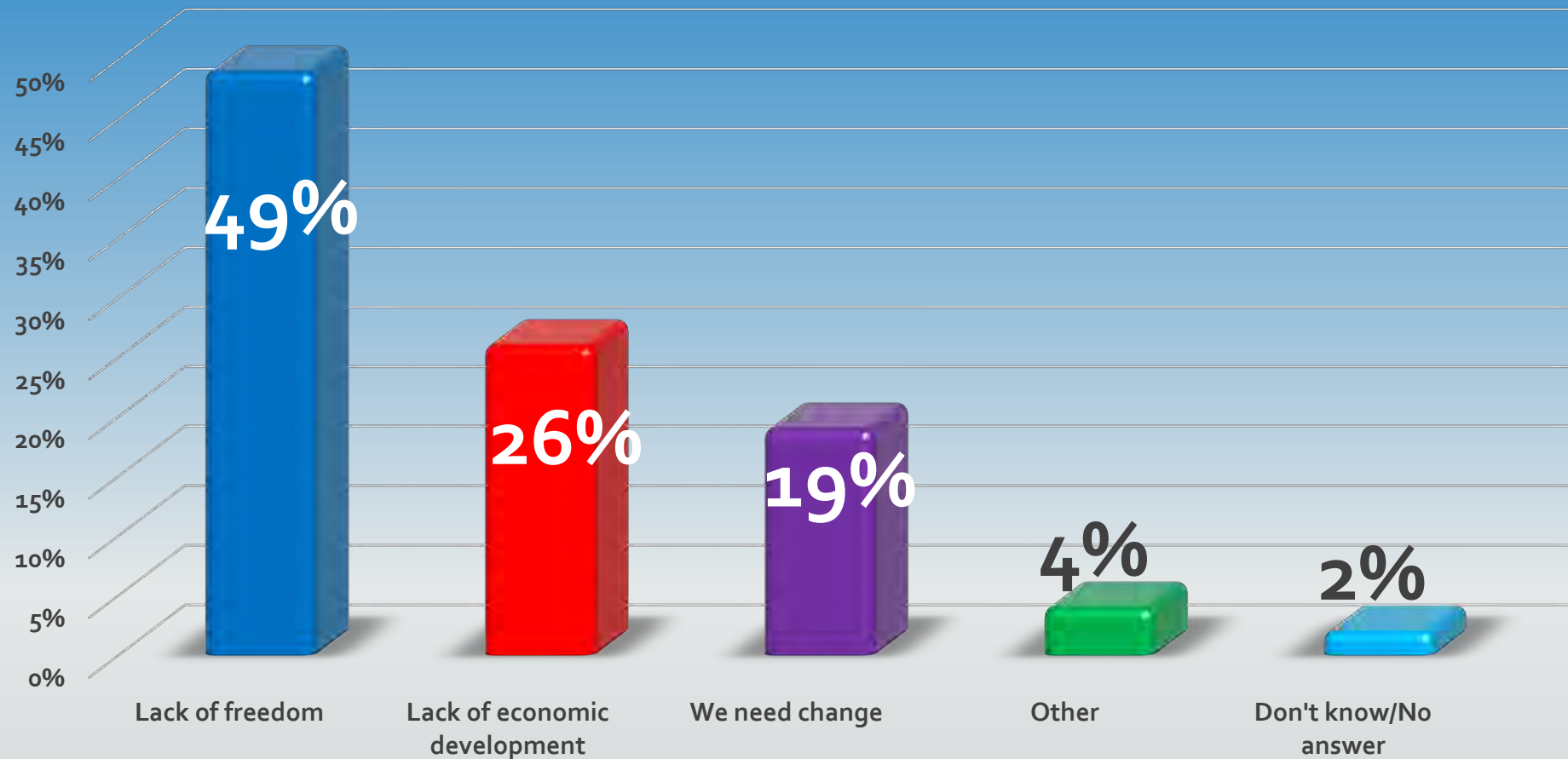


Why are you *not satisfied* with the political system that exists today in Cuba?

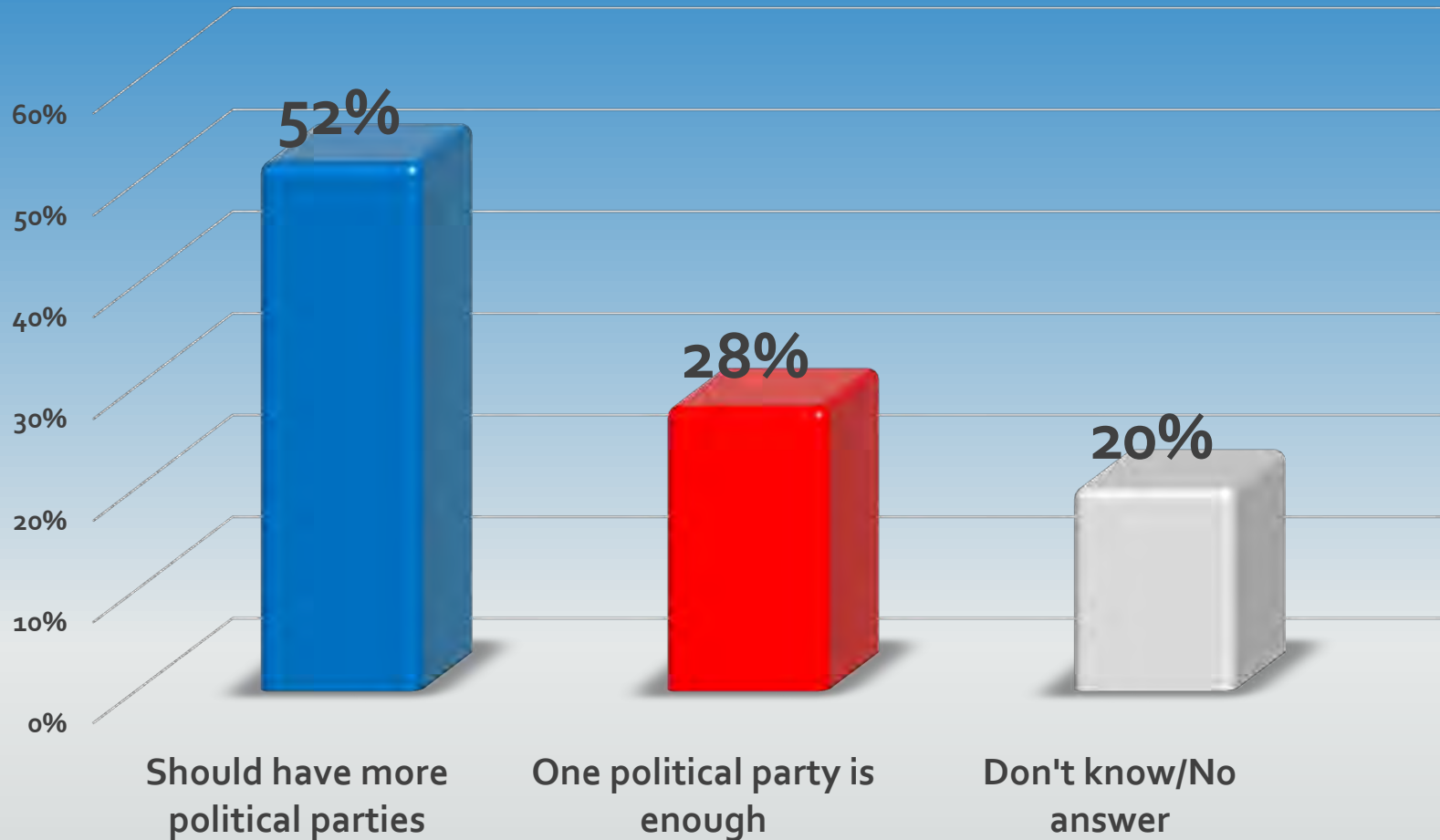
- *"The economy doesn't improve and we're hopeless"*
- *"A bad economy is a sign of bad politics"*
- *"It's an oppression"*
- *"I didn't choose my President"*
- *"There is no democracy or freedom of expression"*
- *"It's stifling and not progressive at all"*
- ***"Porque es rígido; su flexibilidad llega hasta sus narices"***
- ***"Porque la política de Cuba usa al pueblo de escudo"***
- *"I feel that I cannot express myself"*
- *"The Cuban people don't have a voice"*
- *"They've been exploiting us for fifty years"*
- *"Because it's rigid and full of corruption"*
- *"Maximum exploitation"*



Why are you *not satisfied* with the political system that exists today in Cuba?



Do you think Cuba should have more political parties or is one political party enough?



Do you think Cuba should have more political parties or is one political party enough?

By Age

	18-49	50-65+
Should have more political parties	59%	37%
One political party is enough	23%	38%
Don't know/No answer	18%	25%



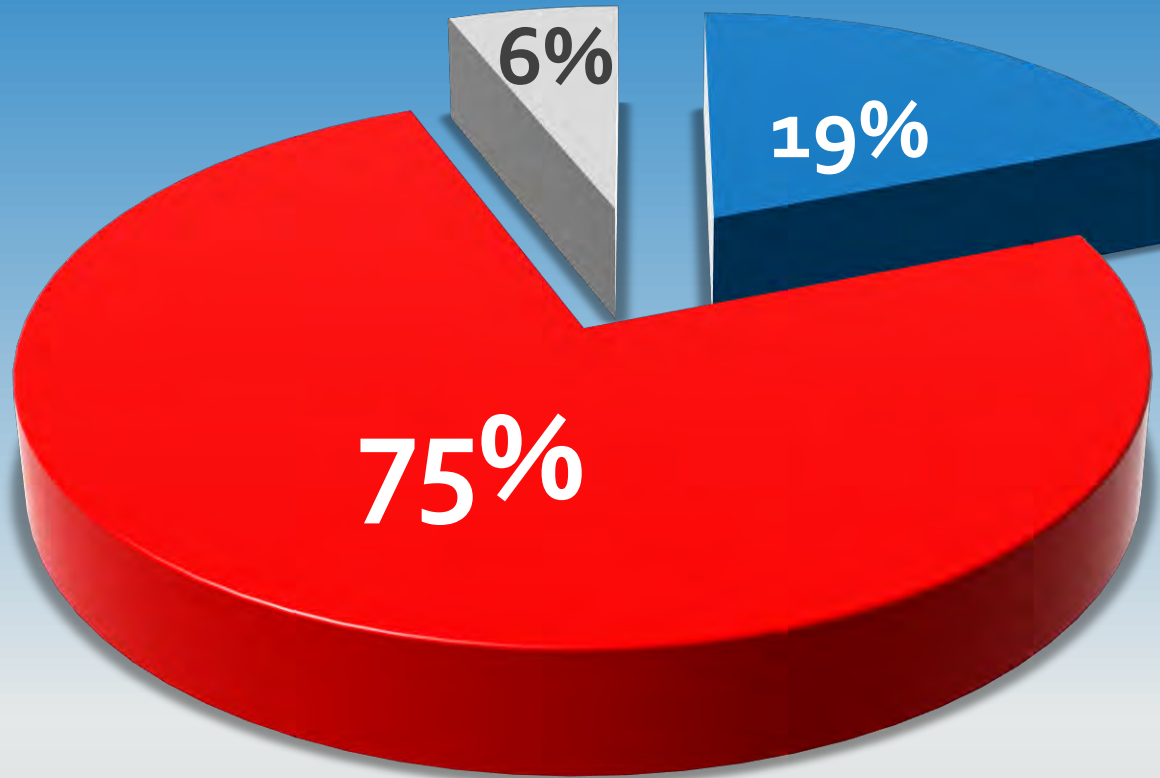
Do you think Cuba should have more political parties or is one political party enough?

By Race

	White	Mulatto	Black
Should have more political parties	57%	43%	46%
One political party is enough	22%	36%	41%
Don't know/No answer	21%	21%	13%



Do you always express yourself freely or do you feel that you have to be careful about what you say?



■ Express freely ■ Have to be careful ■ Don't know/No answer



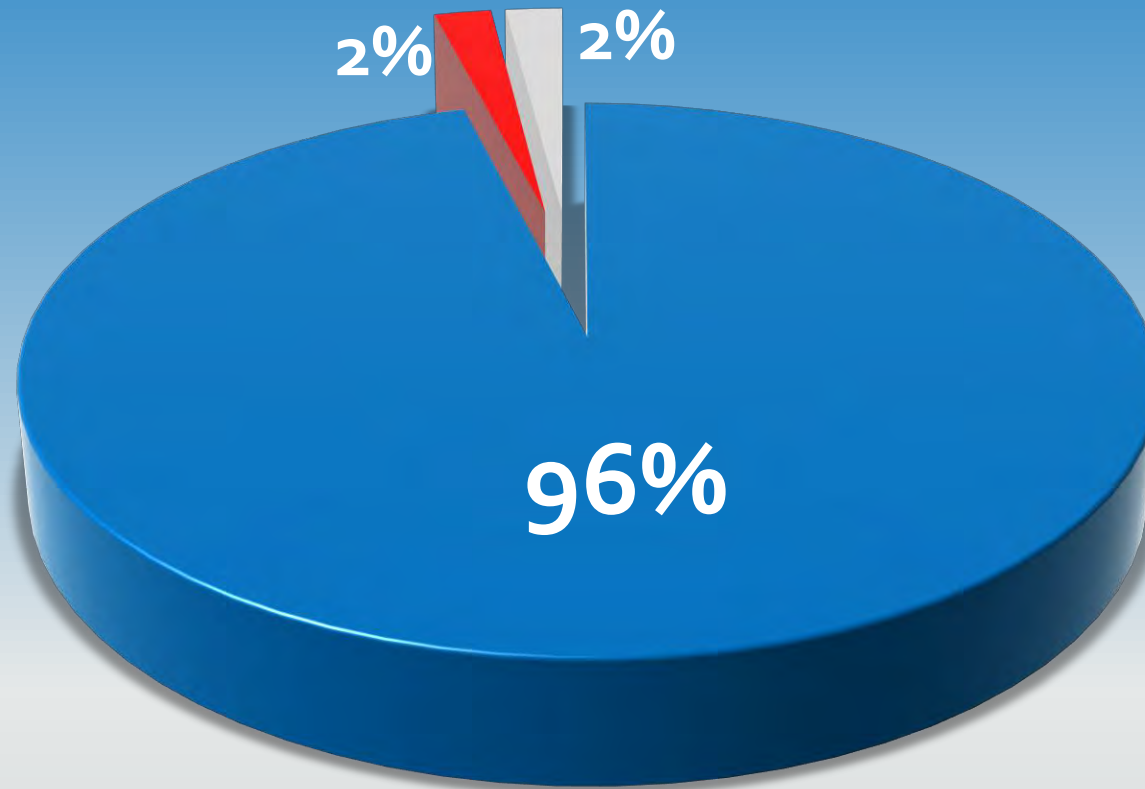
Do you always express yourself freely or do you feel that you have to be careful about what you say?

By Age

	18-49	50-65+
Express freely	16%	26%
Have to be careful	80%	64%
Don't know / No answer	4%	10%



Some say that tourism can benefit Cuba because it can lead to the creation of jobs, bring wealth, and eventually improve the overall situation in the island. Others say that tourism will bring vices, corruption, and will ruin the values of the Revolution. Do you think that tourism will benefit or harm Cuba?



Will benefit Cuba Will harm Cuba Don't know/No answer



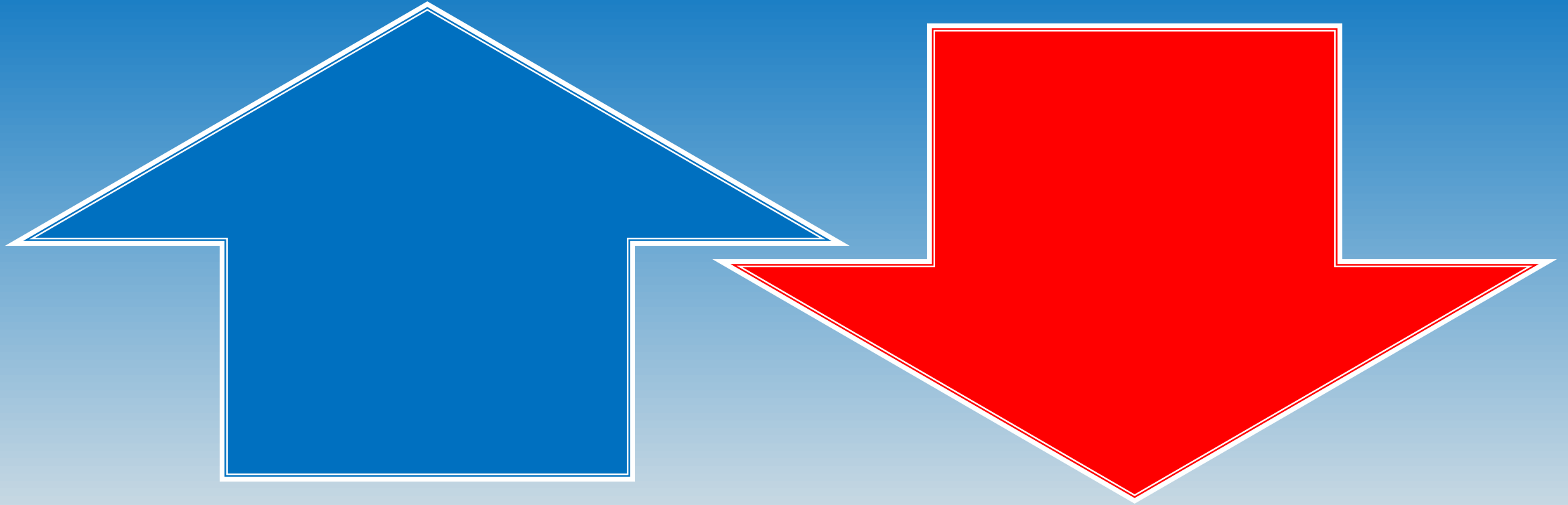
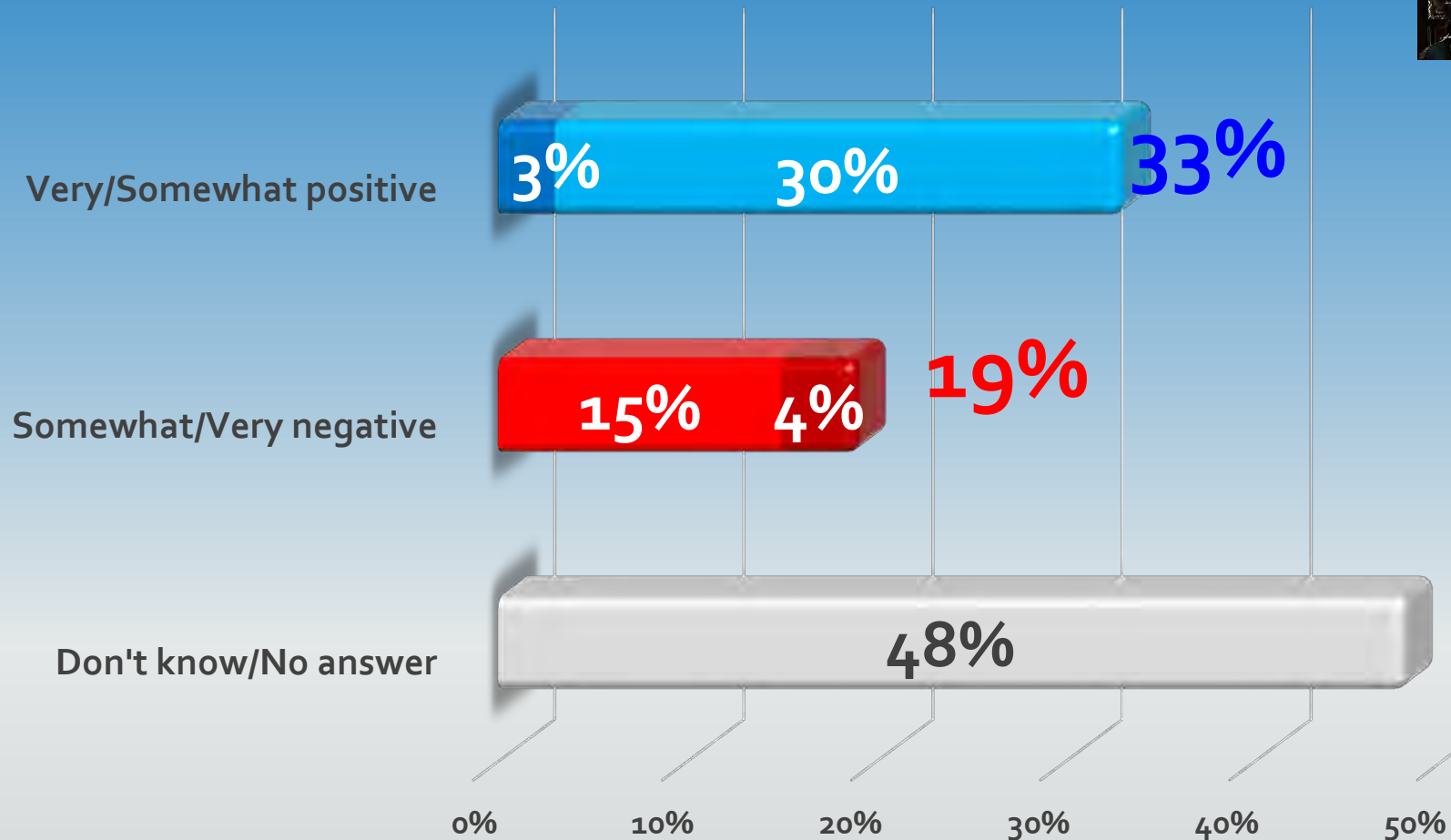
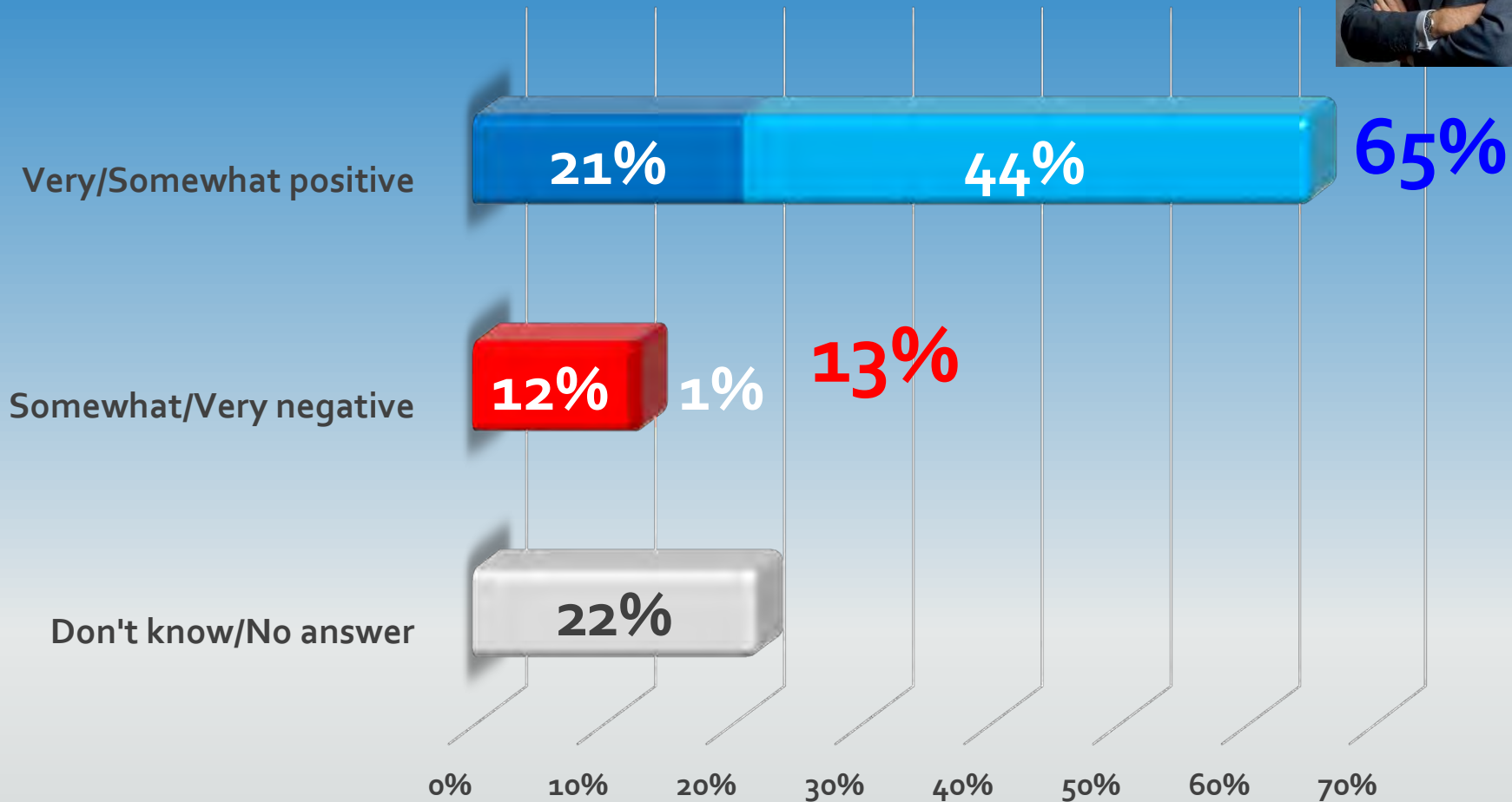


Image Ratings

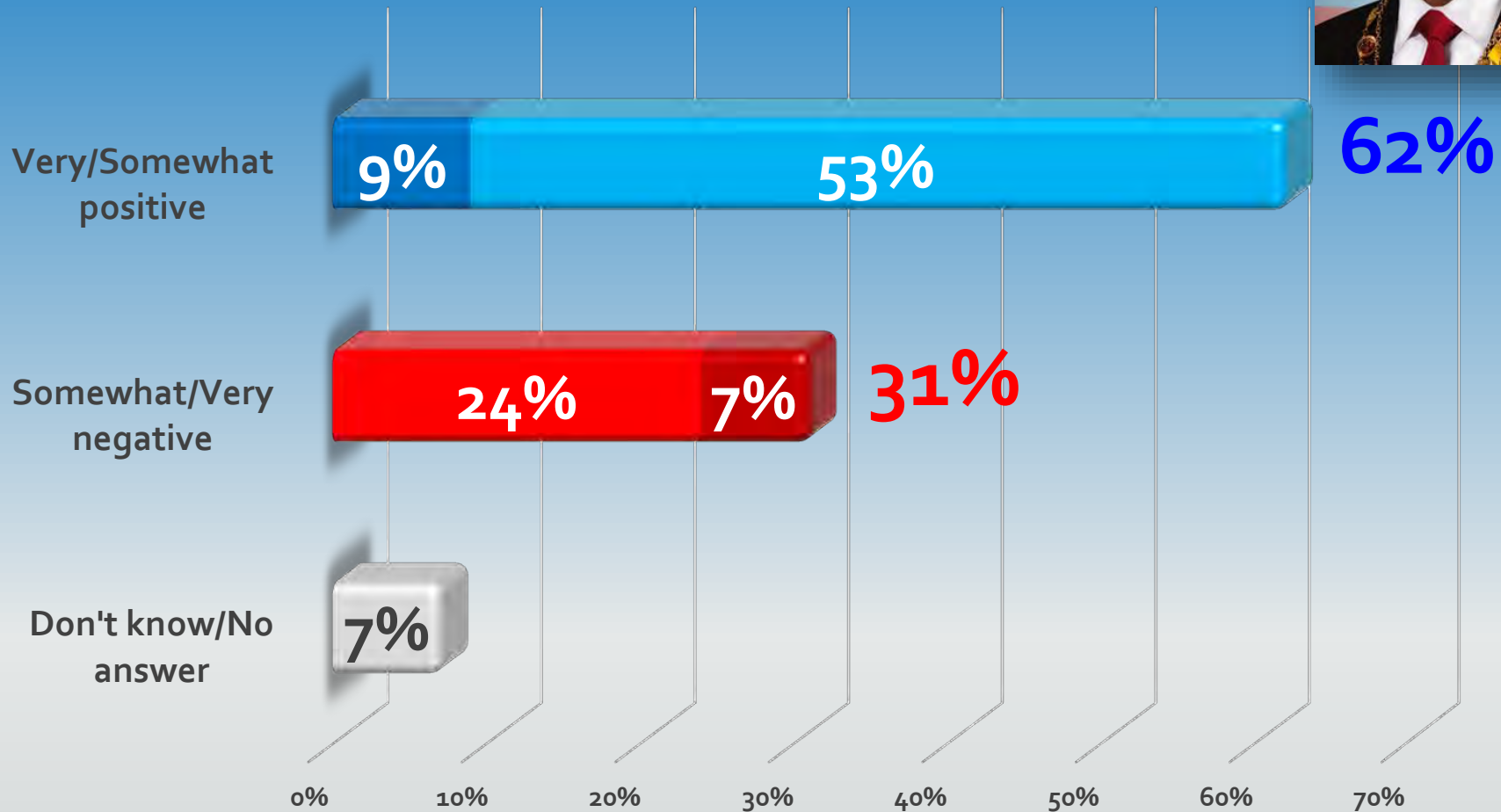
Do you have a positive or negative opinion of Enrique Peña Nieto?



Do you have a positive or negative opinion of Felipe VI of Bourbon?



Do you have a positive or negative opinion of Nicolas Maduro?



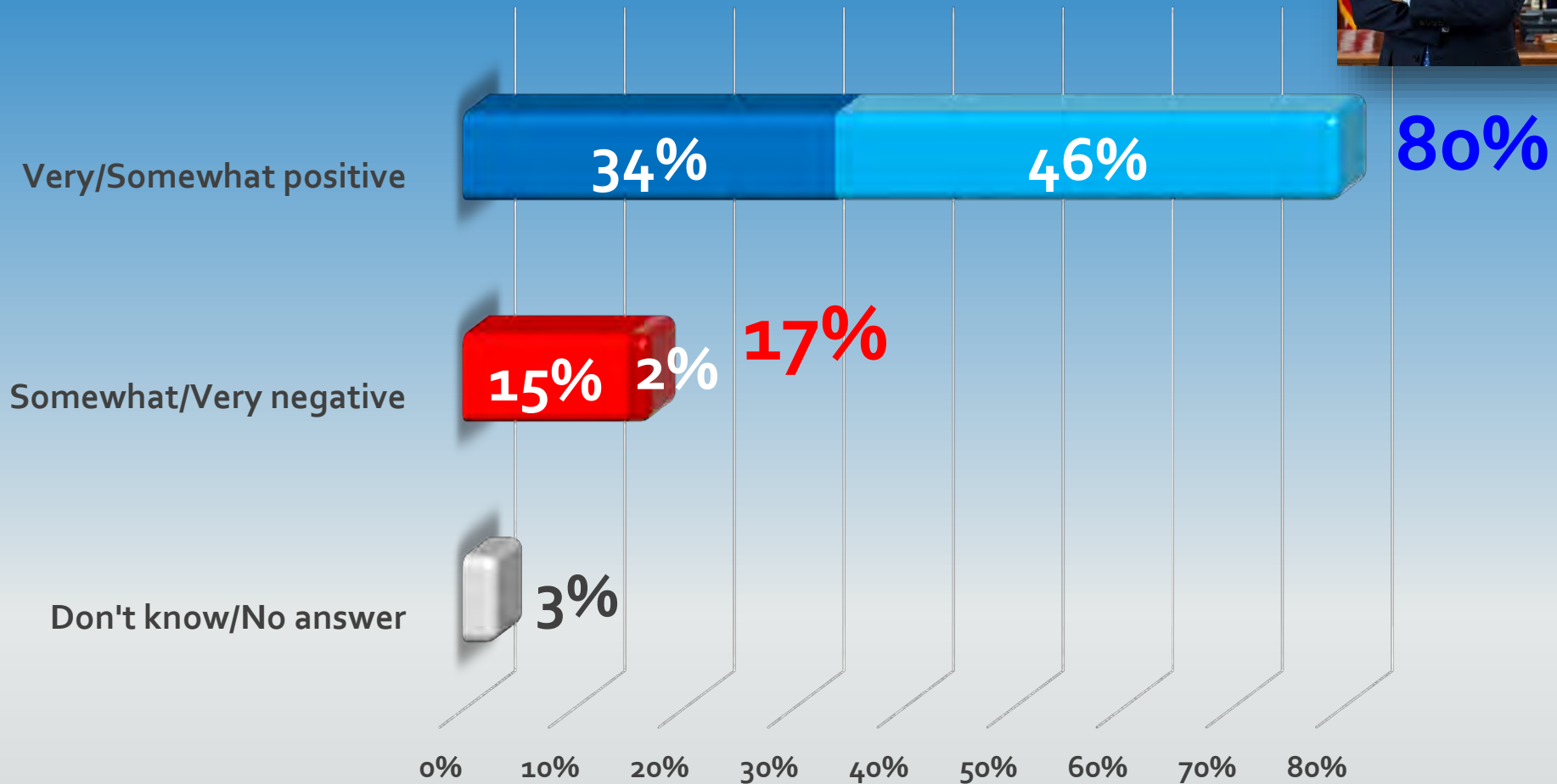
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Do you have a positive or negative opinion of Barack Obama?



Do you have a positive or negative opinion of Barack Obama?

By Age



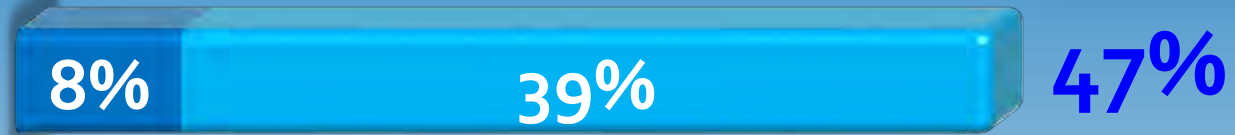
	18-49	50-65+
Positive opinion	83%	75%
Negative opinion	14%	22%
Don't know/No answer	3%	3%



Do you have a positive or negative opinion of Raul Castro?



Very/Somewhat positive



Somewhat/Very negative



Don't know/No answer



0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%



Do you have a positive or negative opinion of Raul Castro?

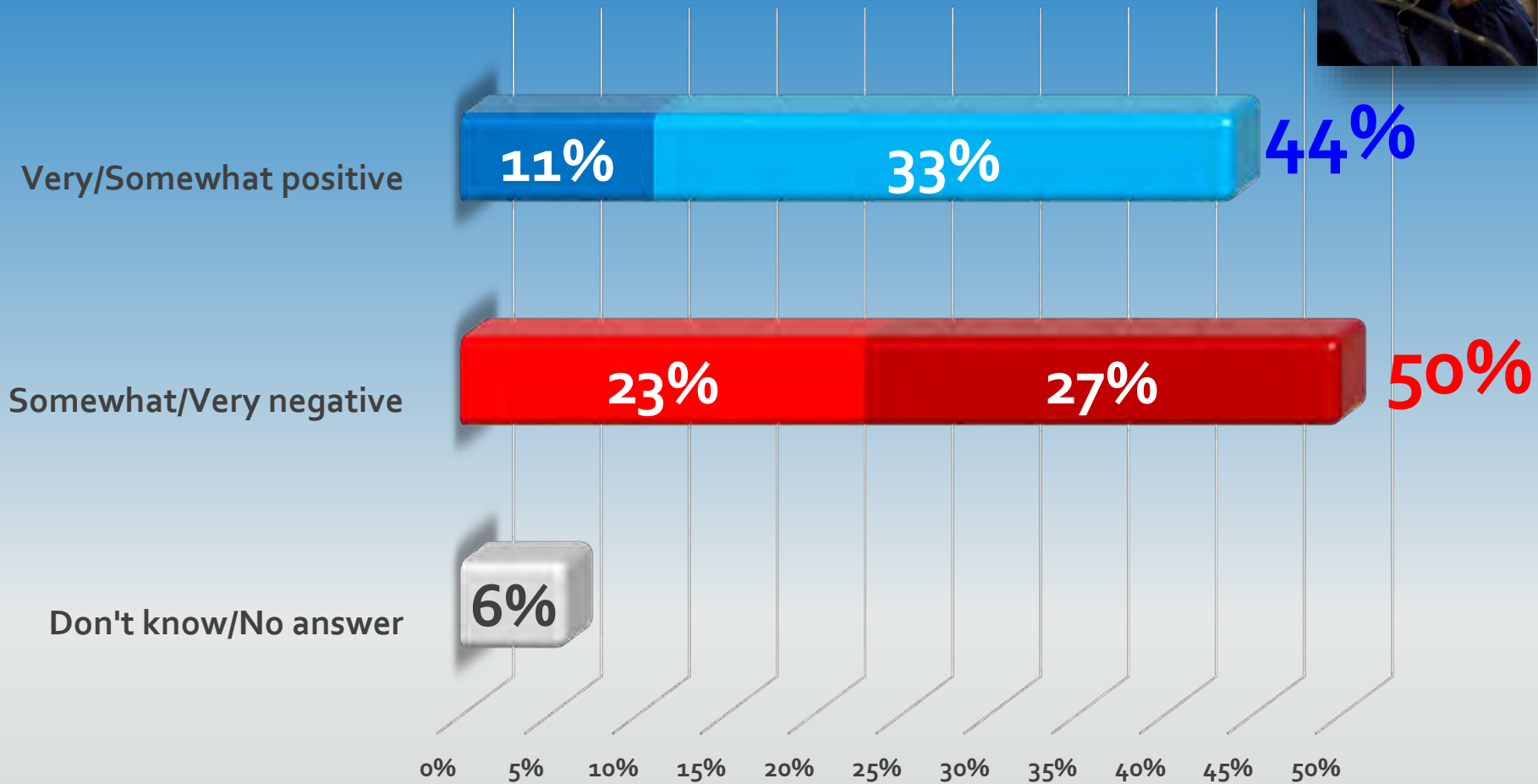
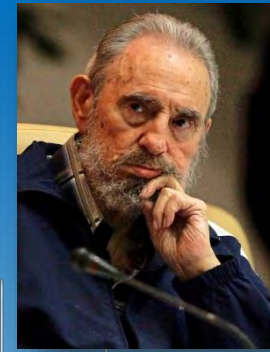
By Age



	18-49	50-65+
Positive opinion	44%	53%
Negative opinion	52%	39%
Don't know/No answer	4%	8%



Do you have a positive or negative opinion of Fidel Castro?



Do you have a positive or negative opinion of Fidel Castro?

By Age



	18-49	50-65+
Positive opinion	42%	48%
Negative opinion	53%	42%
Don't know / No answer	5%	9%



Do you have a positive or negative opinion of Fidel Castro?

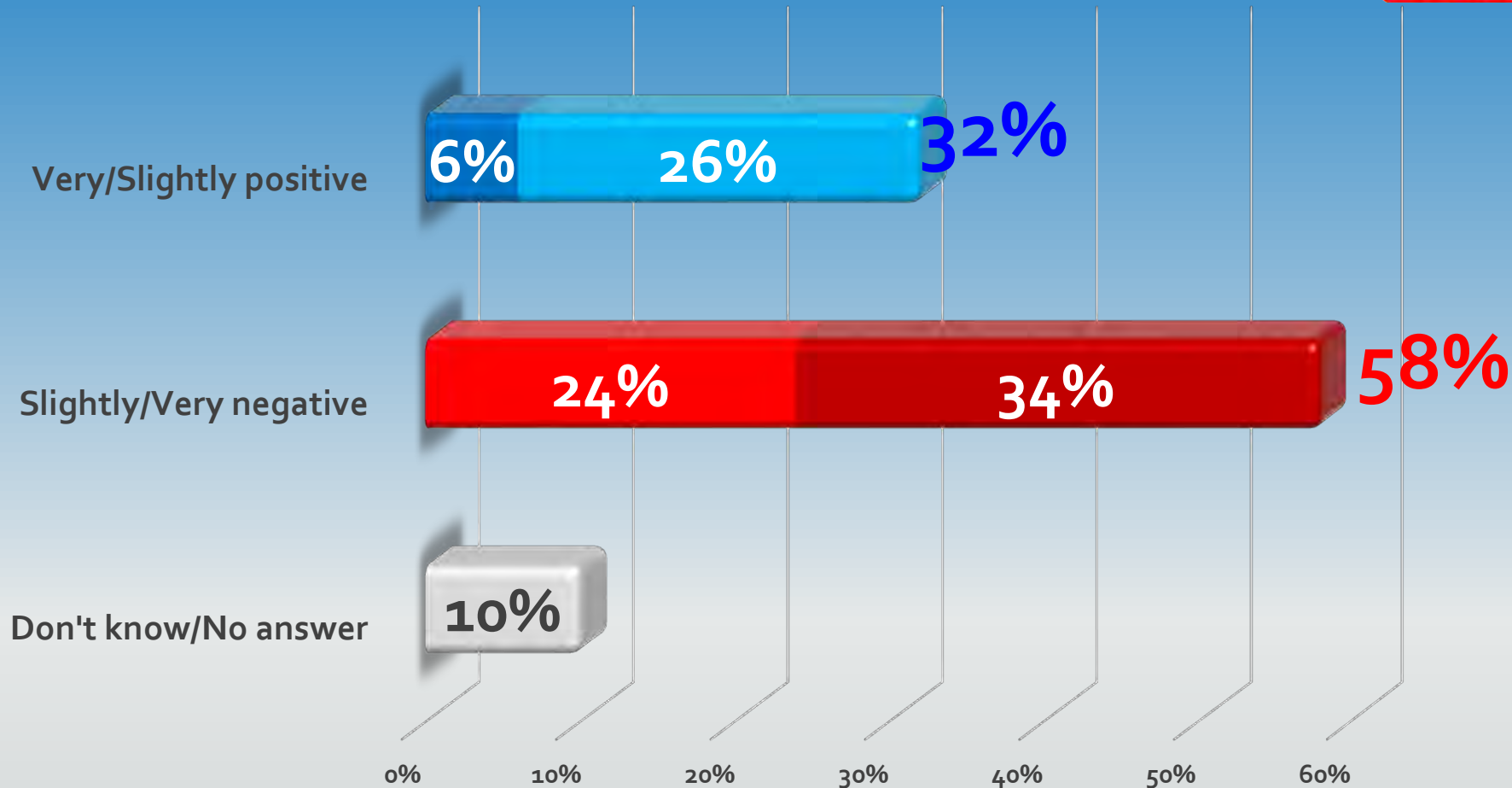
By Race



	White	Mulatto	Black
Positive opinion	40%	48%	51%
Negative opinion	51%	48%	47%
Don't know/No answer	9%	4%	2%



How would you rate The Communist Party of Cuba?



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How would you rate The Communist Party of Cuba?

By Age



	18-49	50-65+
Positive opinion	28%	43%
Negative opinion	65%	43%
Don't know/No answer	7%	14%

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How would you rate The Communist Party of Cuba?

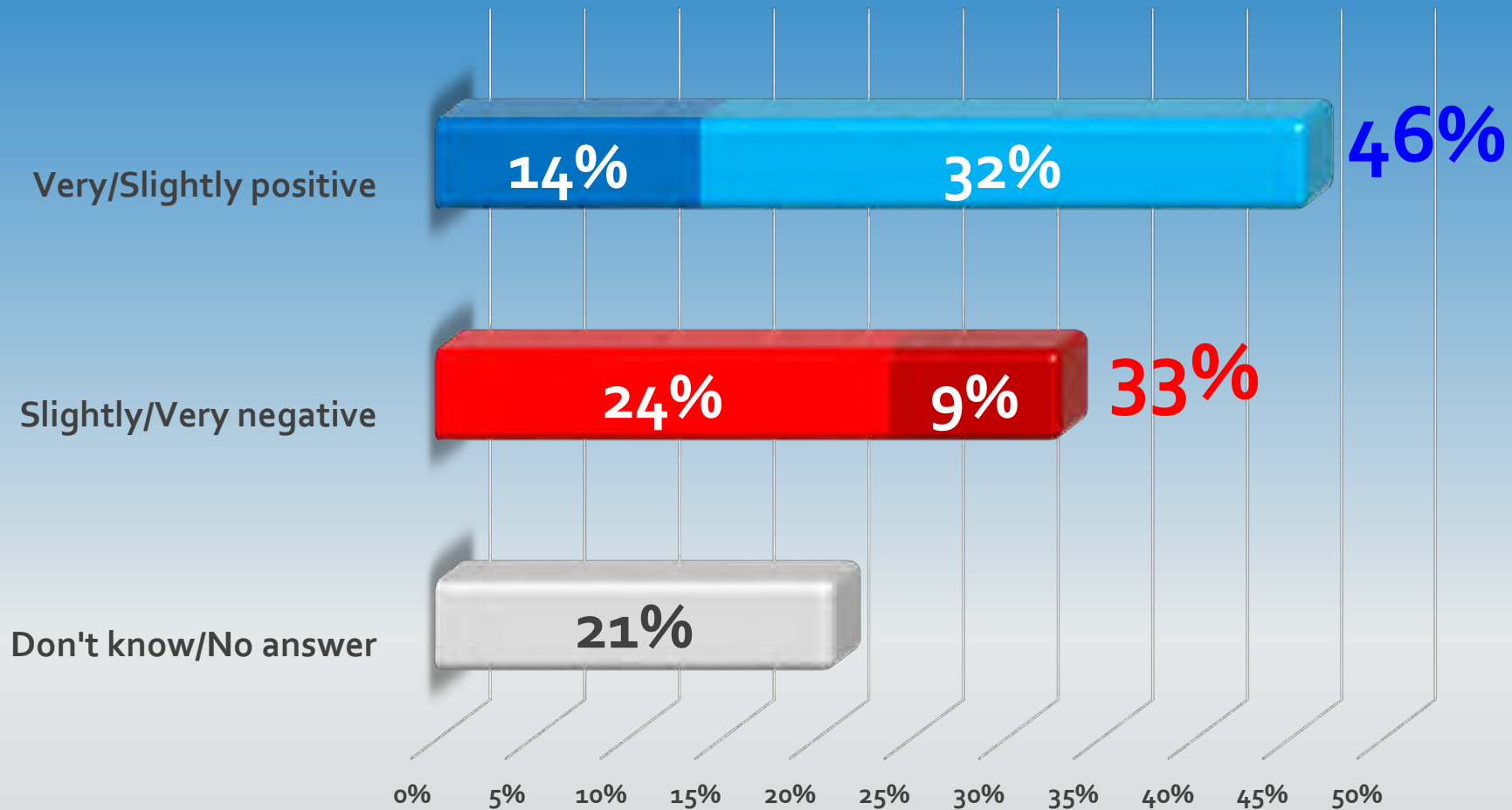
By Race



	White	Mulatto	Black
Positive opinion	27%	40%	43%
Negative opinion	62%	49%	54%
Don't know/No answer	11%	11%	3%



How would you rate the Opposition Groups?



How would you rate the Opposition Groups?

By Age

	18-49	50-65+
Positive opinion	47%	38%
Negative opinion	32%	35%
Don't know/No answer	21%	27%



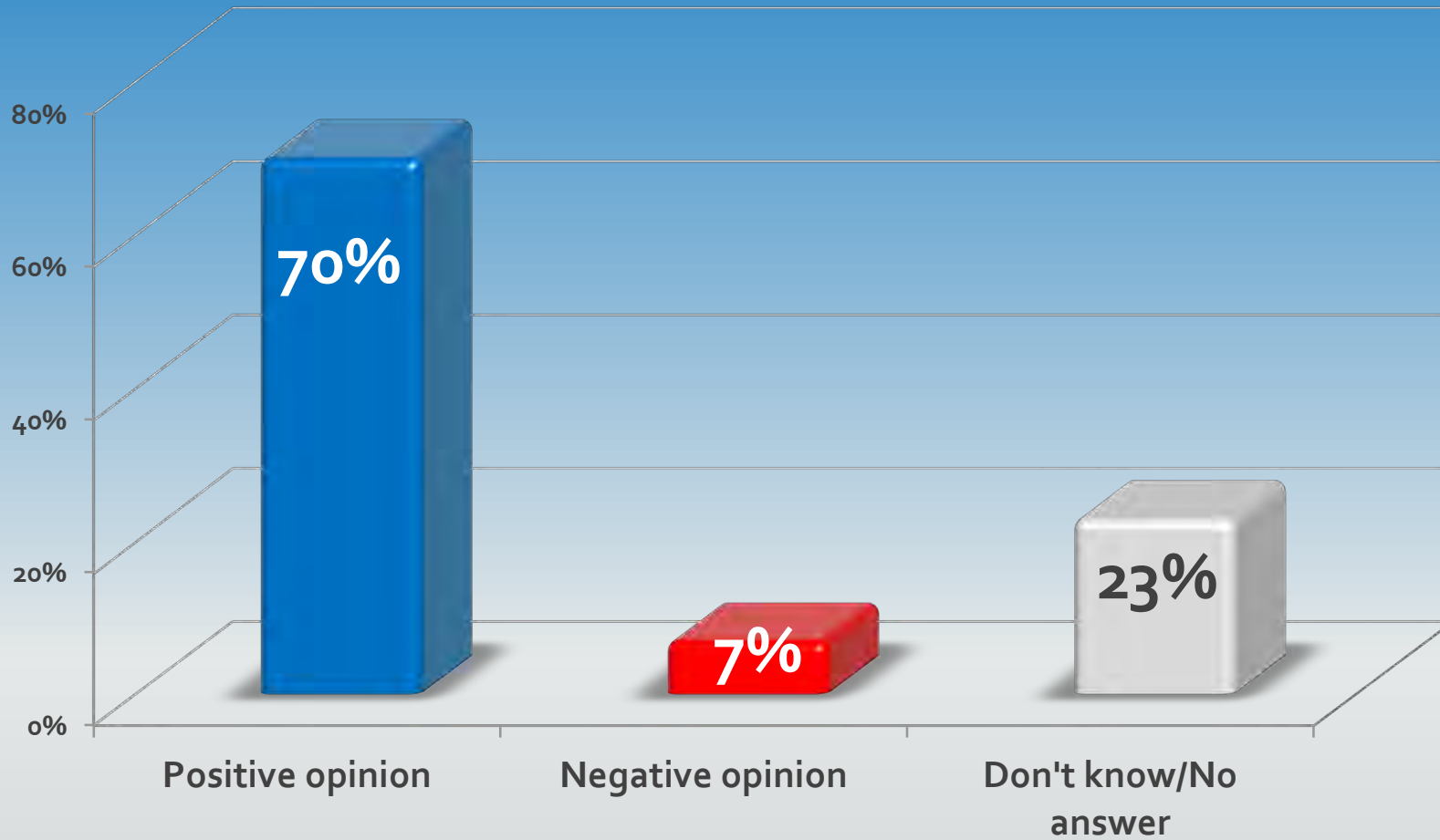
How would you rate the Opposition Groups?

By Race

	White	Mulatto	Black
Positive opinion	49%	39%	40%
Negative opinion	27%	41%	44%
Don't know/No answer	24%	20%	16%



Do you have a positive or a negative opinion of the Catholic Church in Cuba?



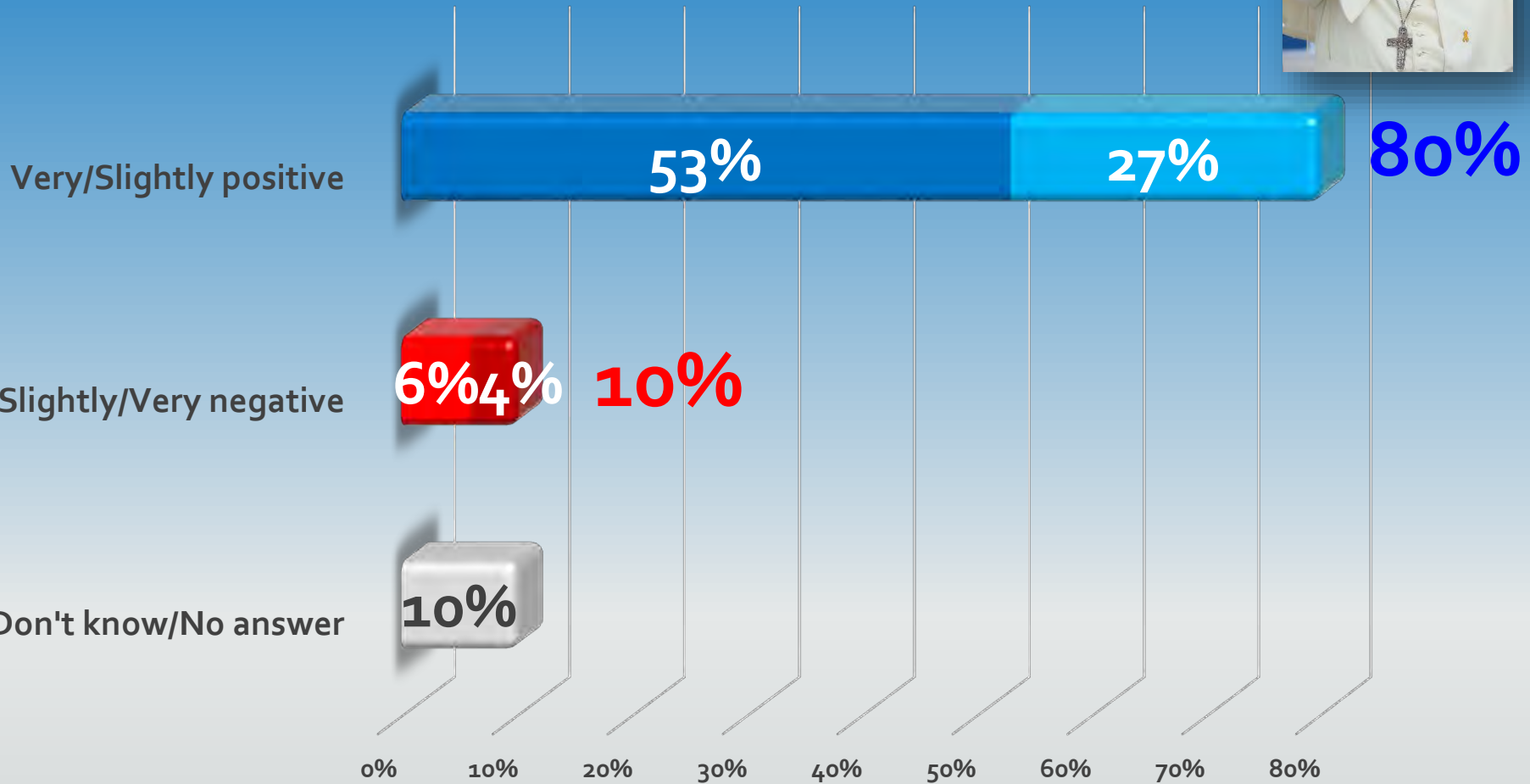
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Do you have a positive or a negative opinion of Pope Francis?



Do you have a positive or a negative opinion of Pope Francis?

By Age



	18-49	50-65+
Positive opinion	82%	76%
Negative opinion	7%	15%
Don't know/No answer	11%	9%



Do you have a positive or a negative opinion of Pope Francis?

By Race



	White	Mulatto	Black
Positive opinion	84%	72%	75%
Negative opinion	7%	17%	11%
Don't know/No answer	9%	11%	14%



Summary of Image Ratings

	Positive	Negative
Pope Francis	80%	10%
Barack Obama	80%	17%
Felipe VI	65%	13%
Nicolas Maduro	62%	31%
Raul Castro	47%	48%
Fidel Castro	44%	50%
Enrique Peña Nieto	33%	19%





Perceptions of Foreign Relations

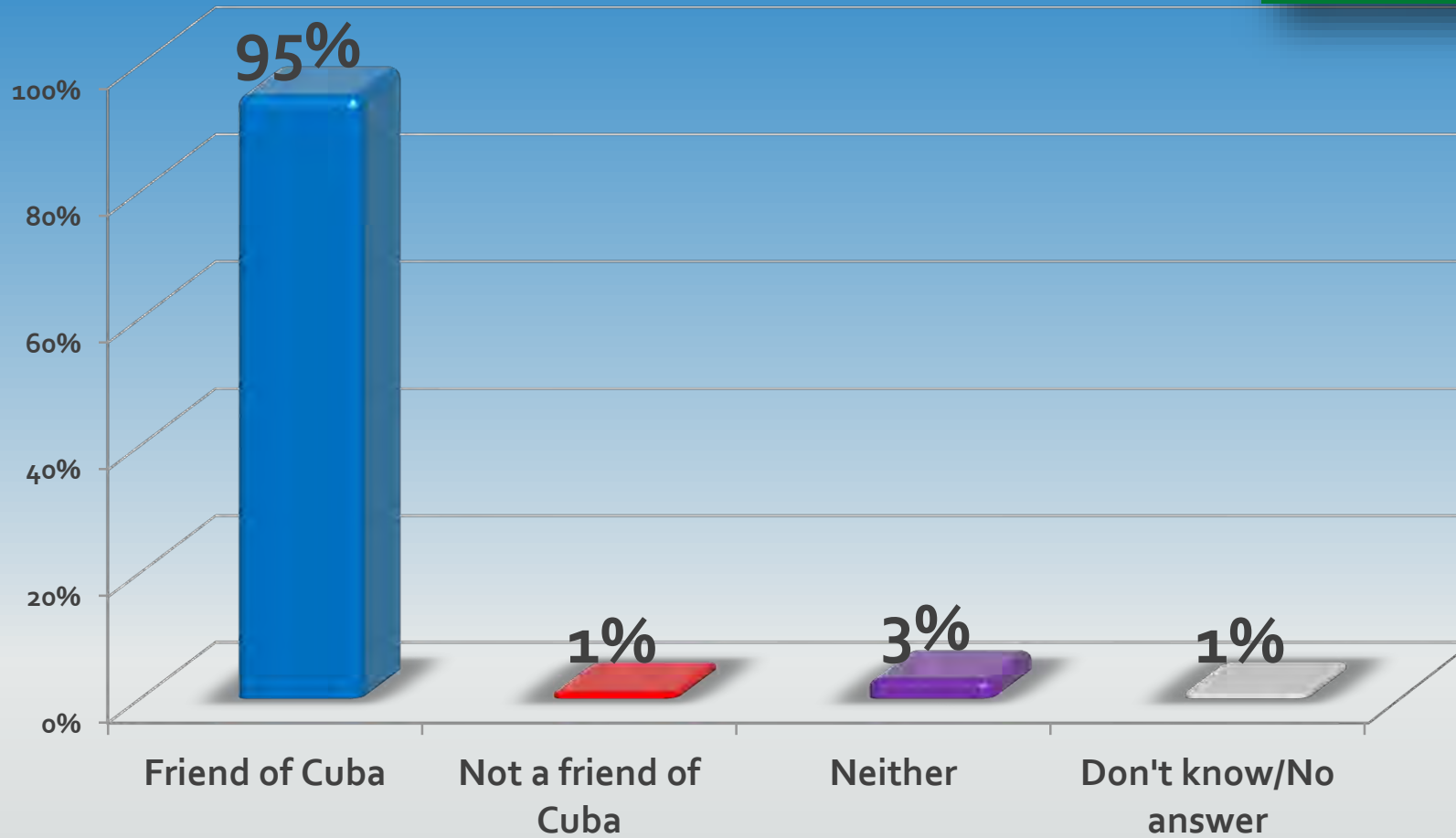
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Perceptions of Foreign Relations

“I am now going to mention some countries. For each country, please tell me if you think that the country mentioned is a friend or not a friend of Cuba. If you don't recognize the country, please let me know...”



Bolivia



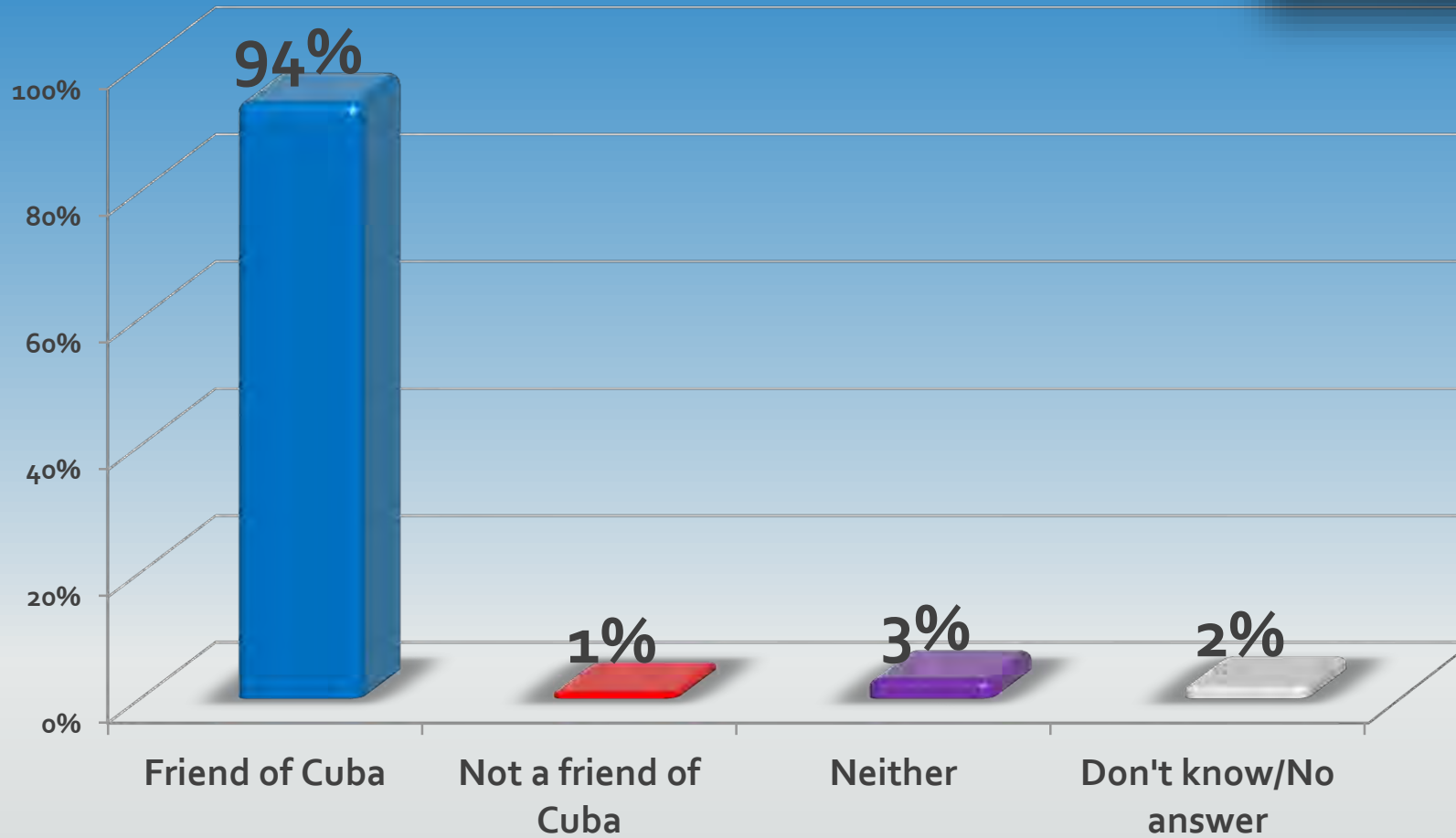
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Ecuador



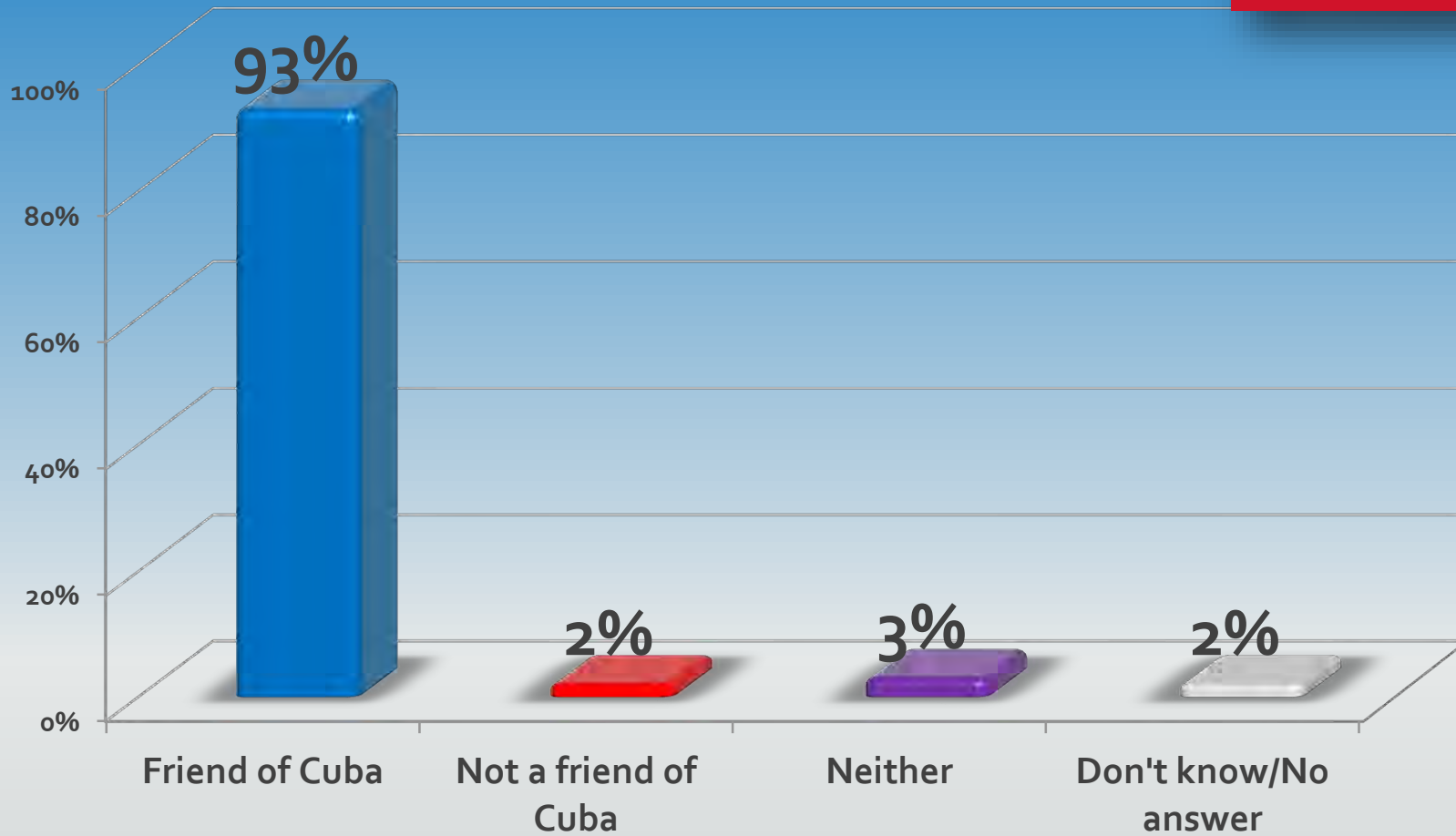
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Venezuela



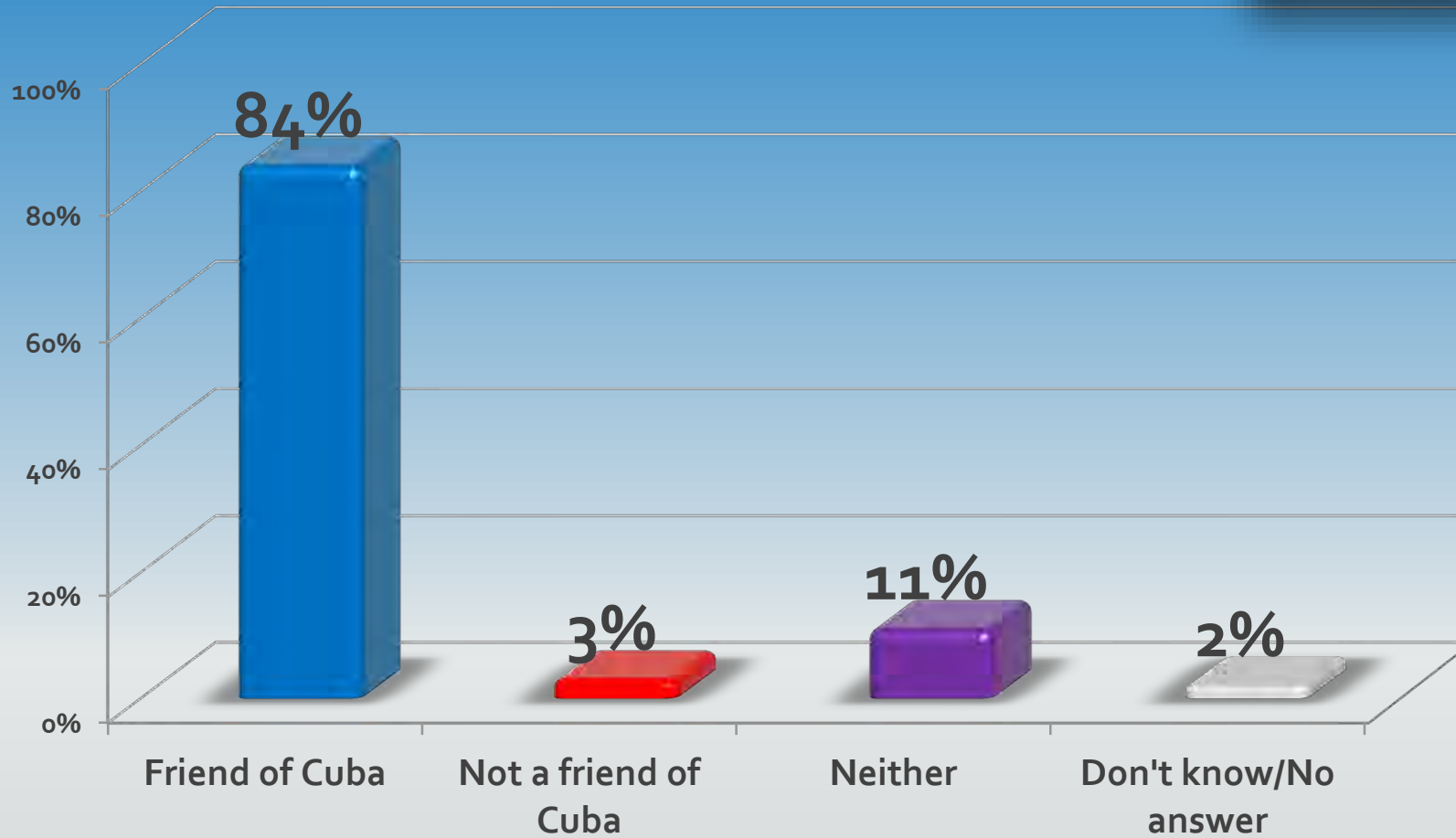
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Argentina



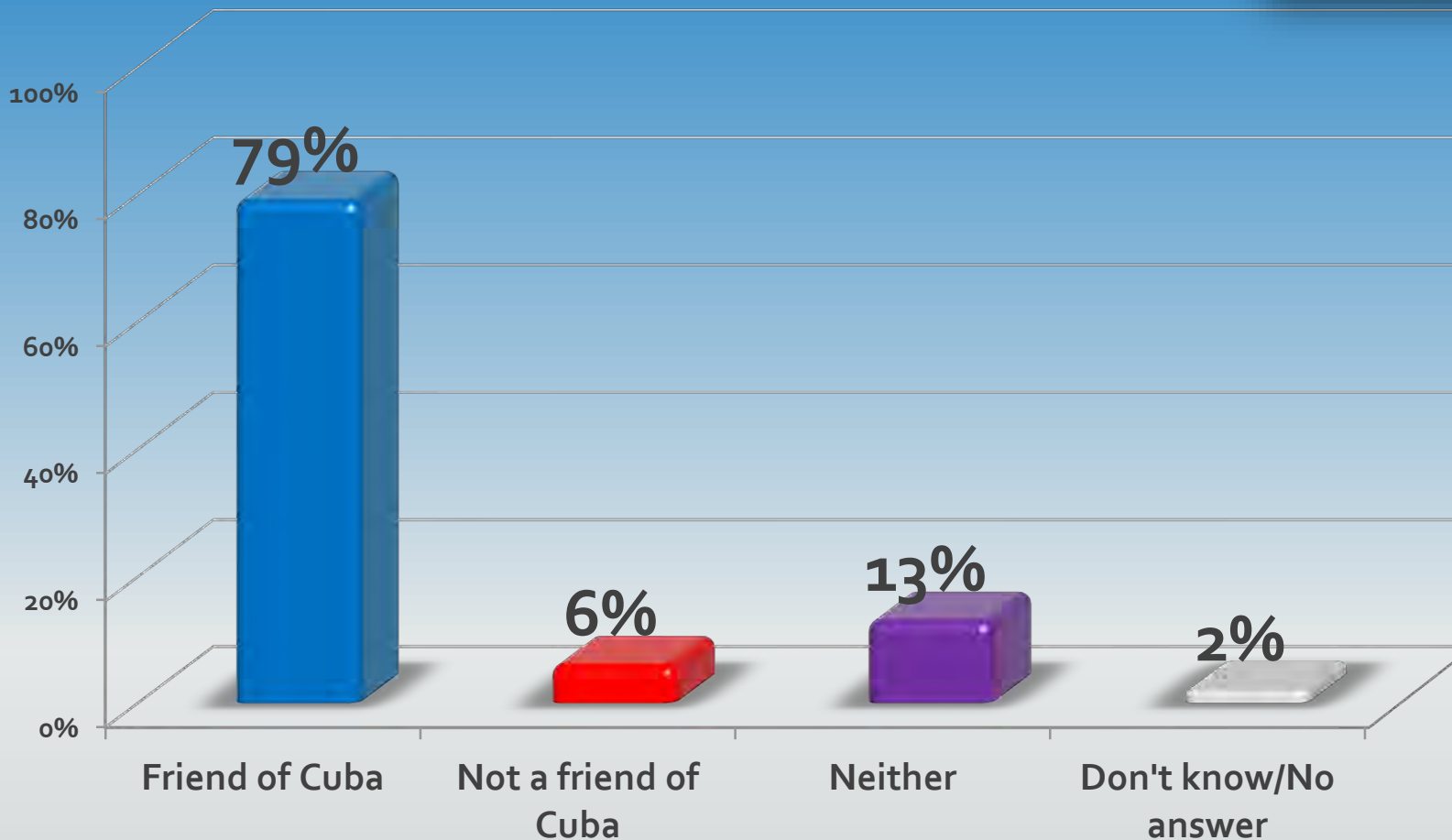
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Colombia



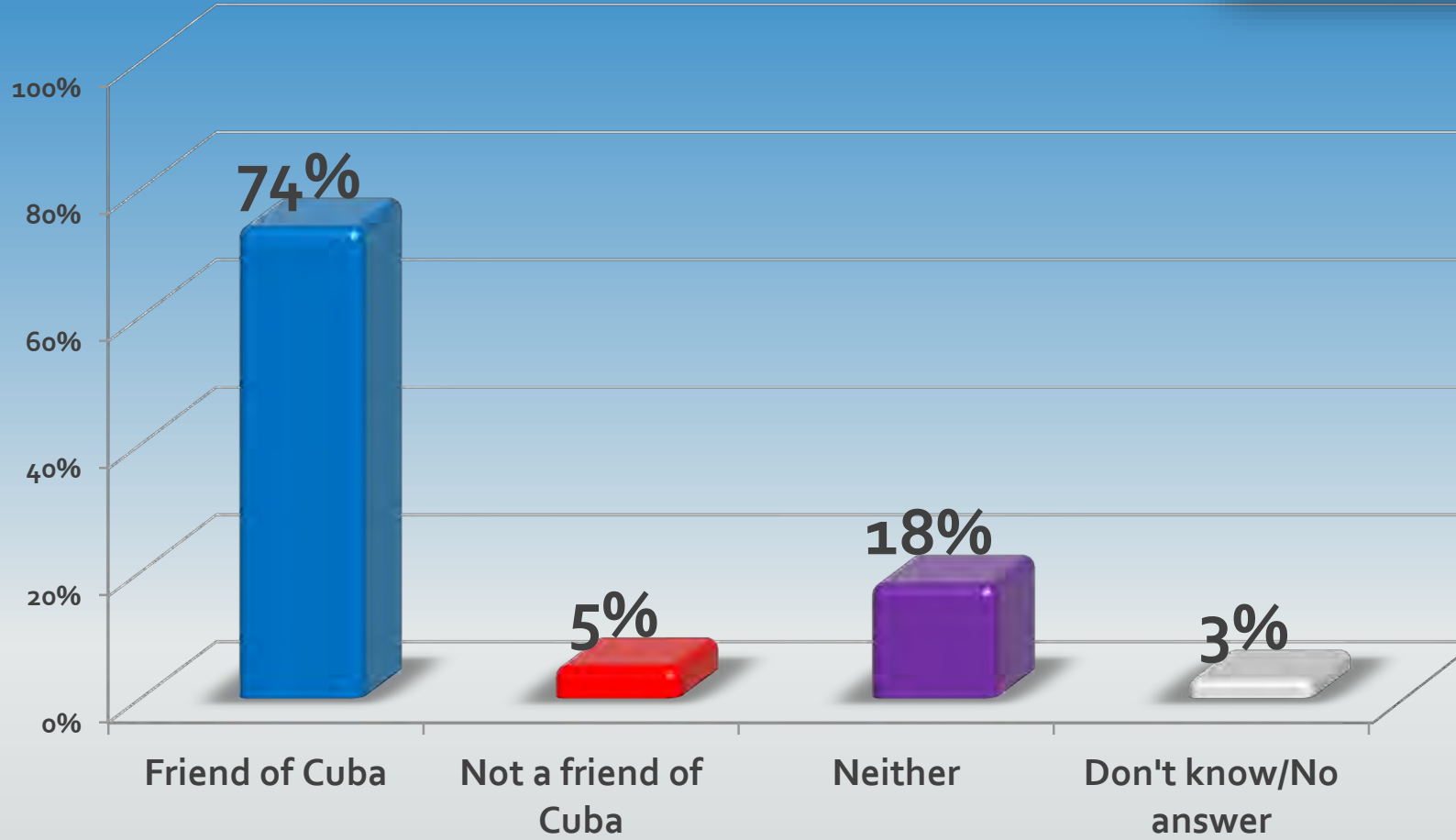
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Mexico



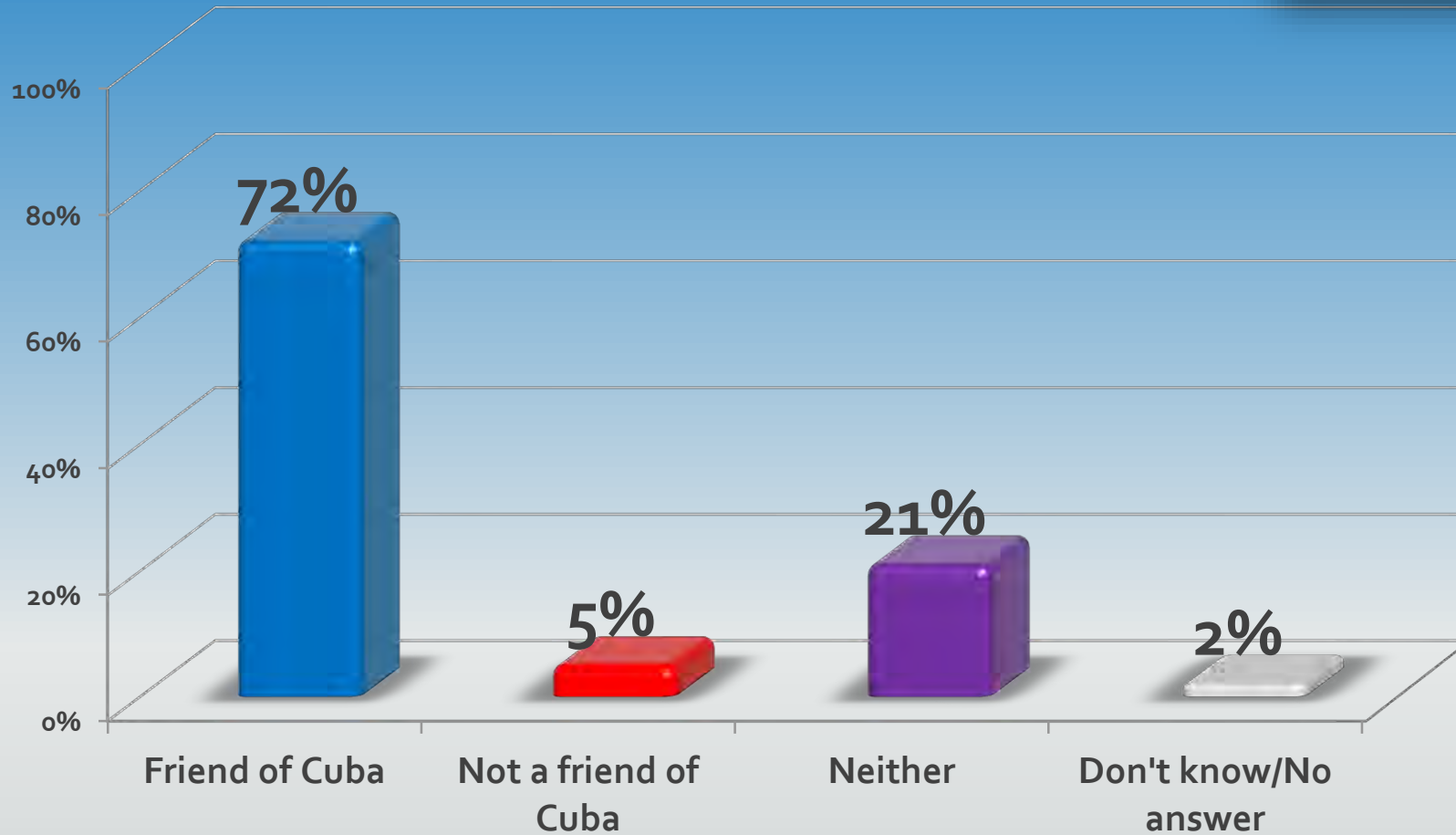
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Spain



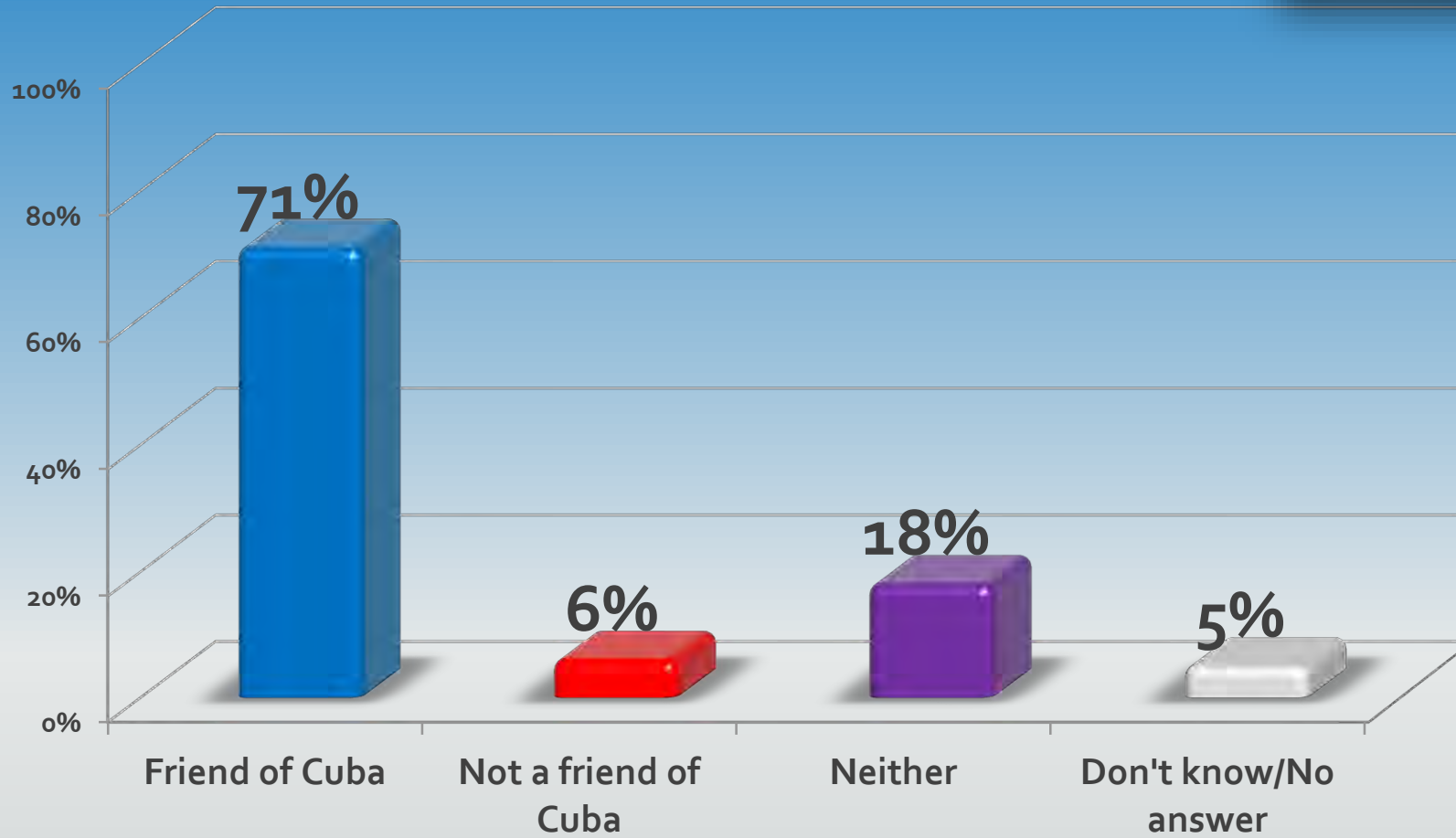
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Russia



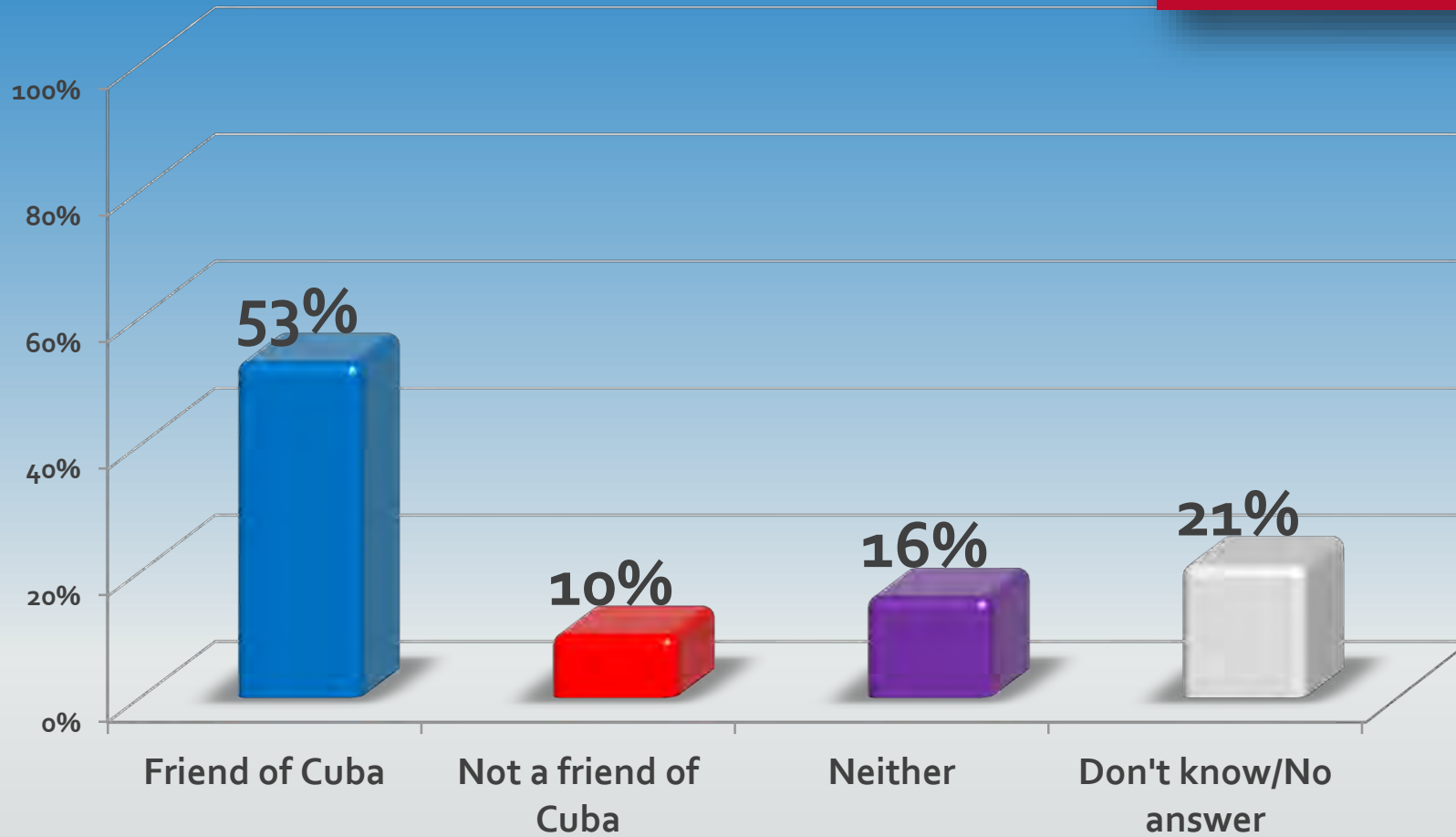
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United States



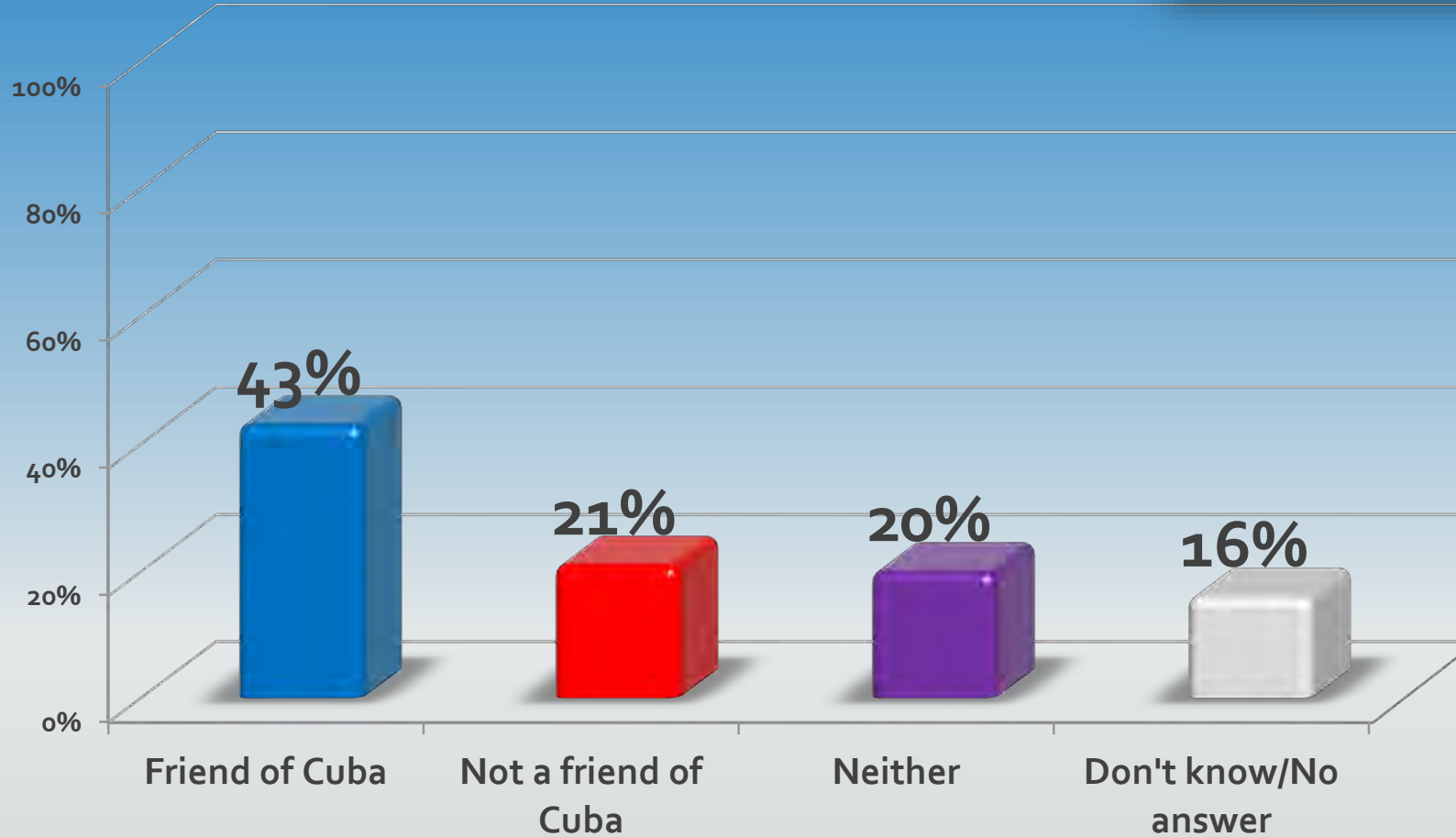
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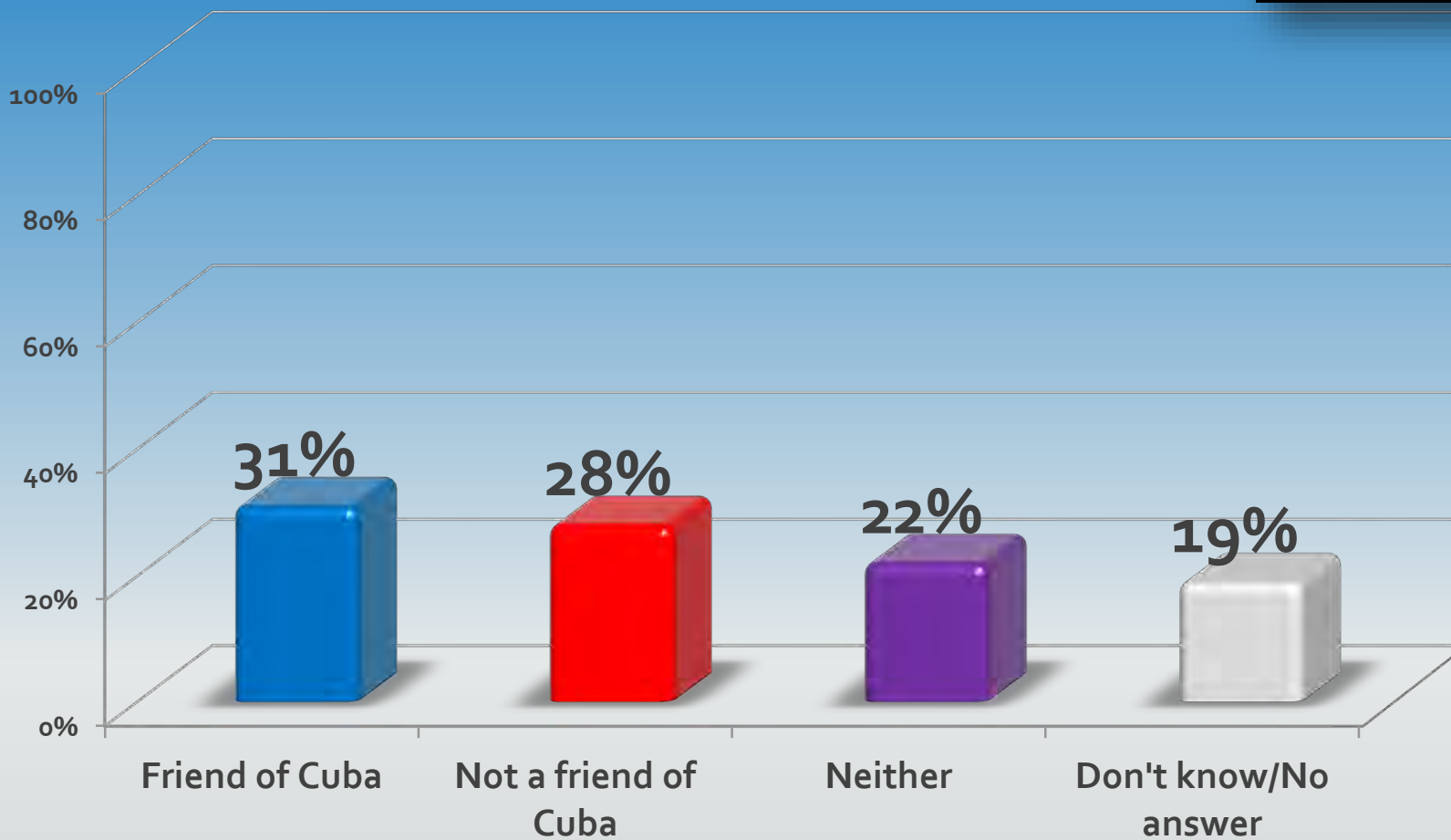
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North Korea



Syria



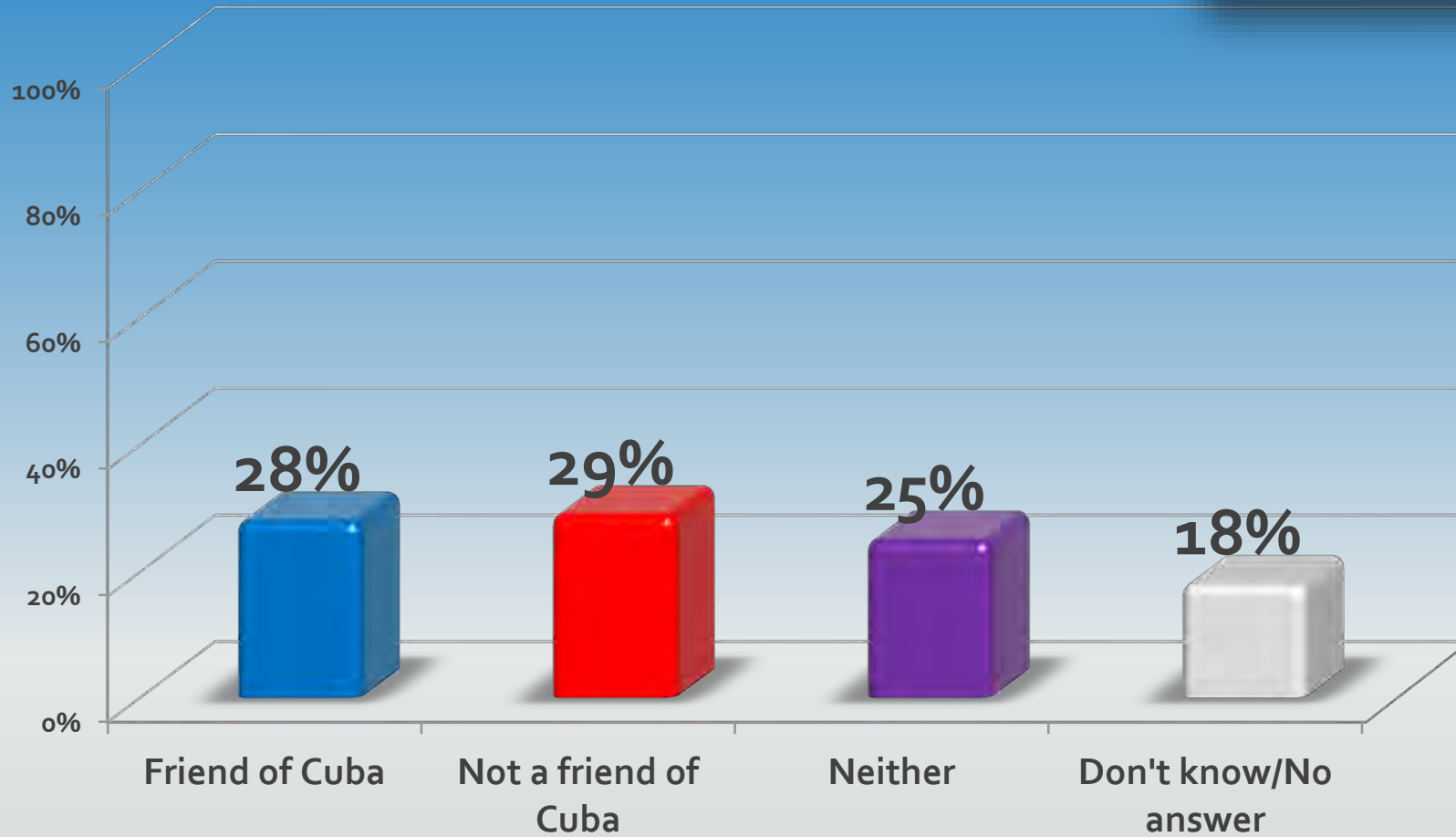
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Iran



Friend or Not a Friend of Cuba

	Friend of Cuba	Not a Friend of Cuba
Bolivia	95%	1%
Ecuador	94%	1%
Venezuela	93%	2%
Argentina	84%	3%
Colombia	79%	6%
Mexico	74%	5%



Friend or Not a Friend of Cuba

	Friend of Cuba	Not a Friend of Cuba
Spain	72%	5%
Russia	71%	6%
United States	53%	10%
North Korea	43%	21%
Syria	31%	28%
Iran	28%	29%

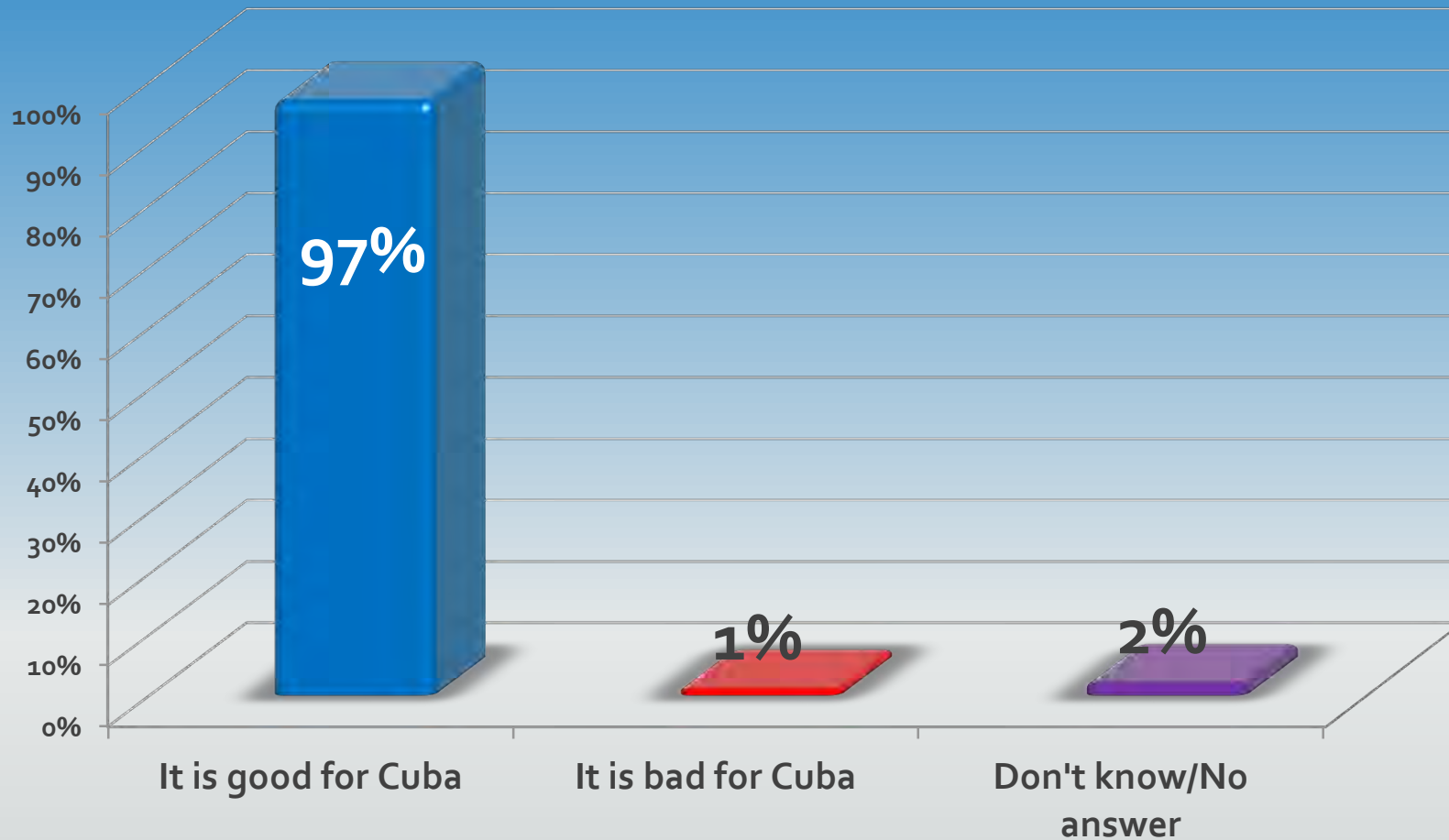




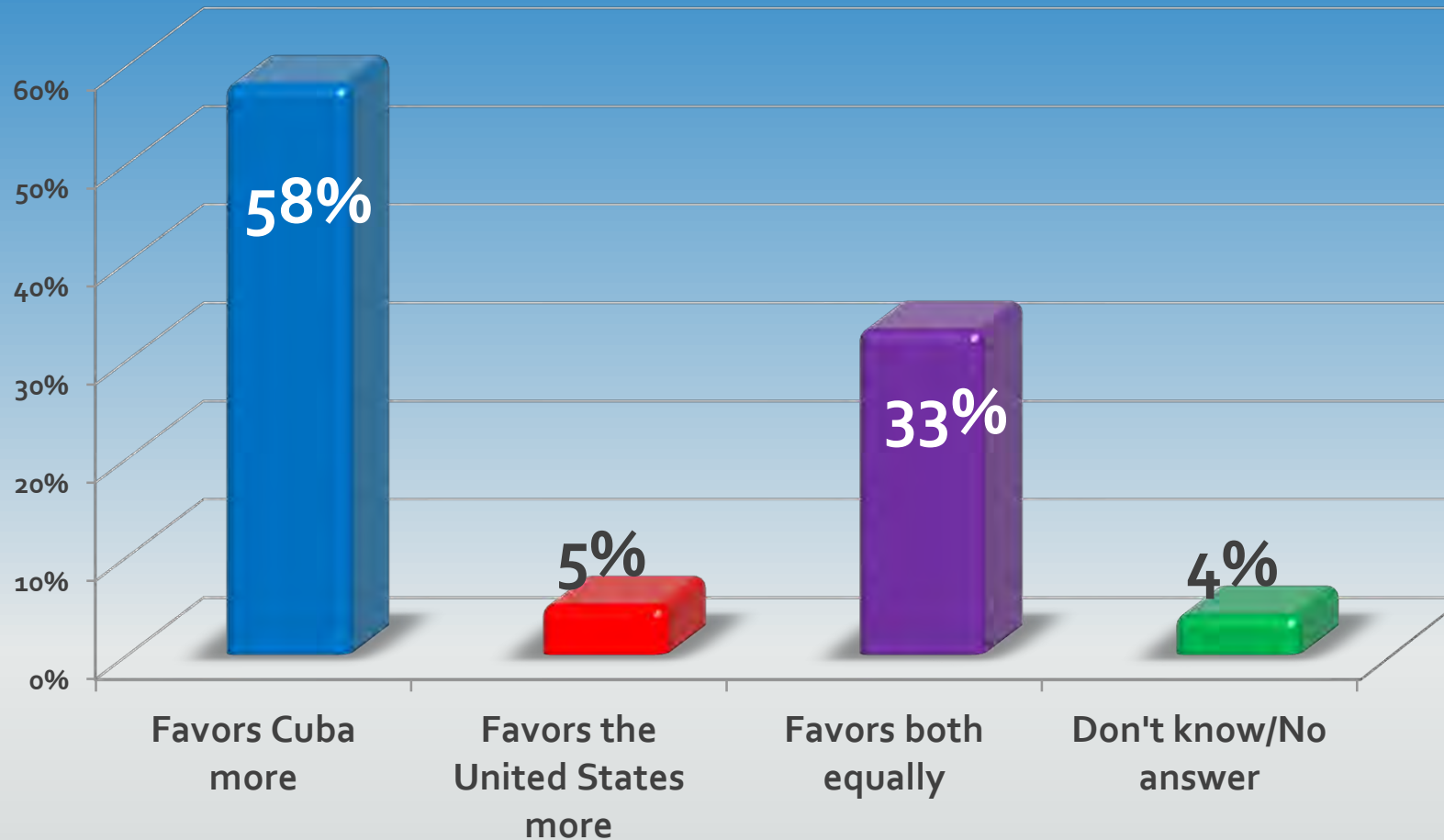
U.S. – Cuba Policy

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Do you think that the normalization of the relationship between Cuba and the United States is good for Cuba, bad for Cuba, or do you think that it is not of importance for Cuba?



In your opinion, do you think the announcement favors Cuba more, favors the United States more, or favors both equally?



In your opinion, do you think the announcement favors Cuba more, favors the United States more, or favors both equally?

By Age

	18-49	50-65+
Favors Cuba more	63%	47%
Favors the United States more	5%	6%
Favors both equally	30%	40%
Don't know/No answer	2%	7%



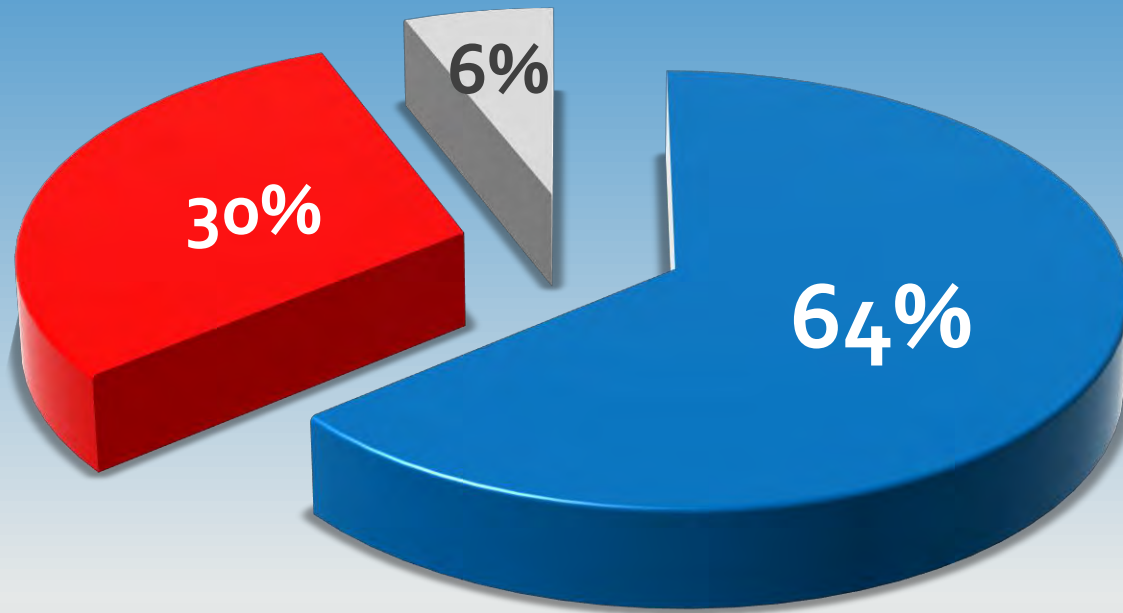
In your opinion, do you think the announcement favors Cuba more, favors the United States more, or favors both equally?

By Race

	White	Mulatto	Black
Favors Cuba more	63%	50%	46%
Favors the United States more	4%	8%	5%
Favors both equally	29%	36%	46%
Don't know/No answer	4%	6%	3%



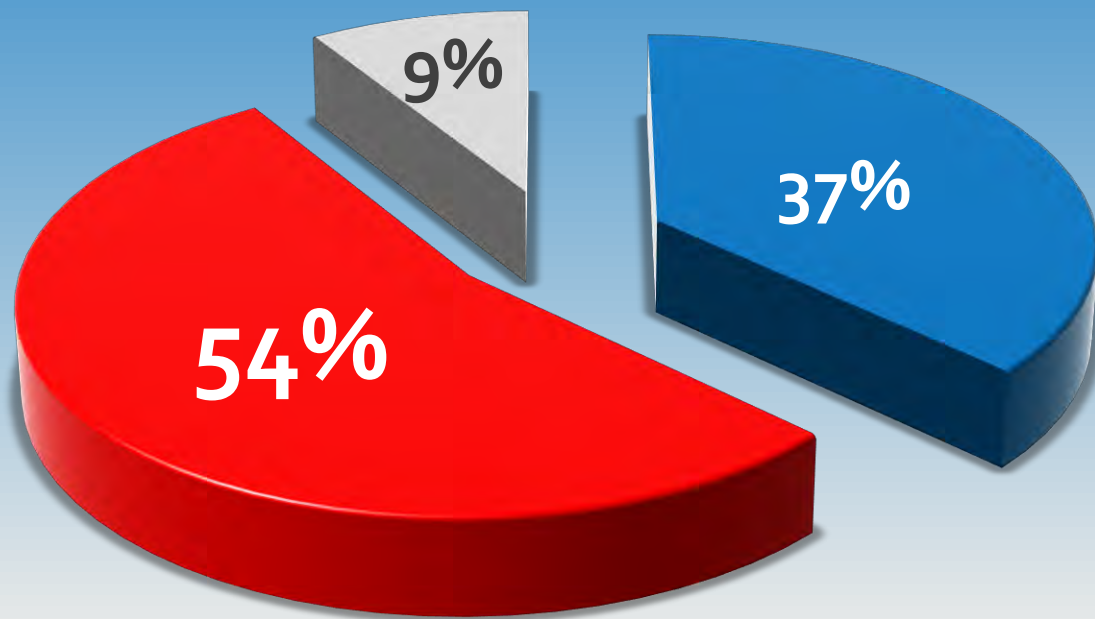
Do you think this new relationship with the United States will change the economic system that exists today in Cuba or do you think the economic system will remain the same?



- Will change the economic system
- The economic system will remain the same
- Don't know/No answer



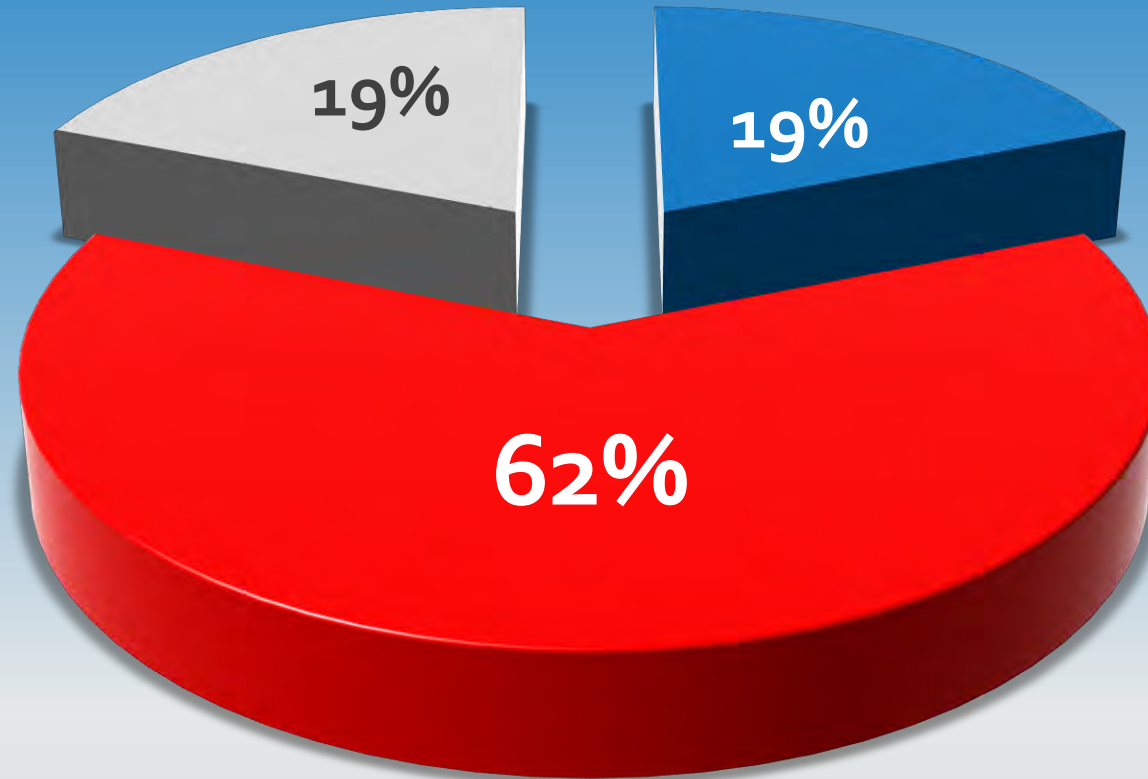
Do you think this new relationship with the United States will change the political system that exists in Cuba today or do you think the political system will remain the same?



- Will change the political system
- The political system will remain the same
- Don't know/No answer



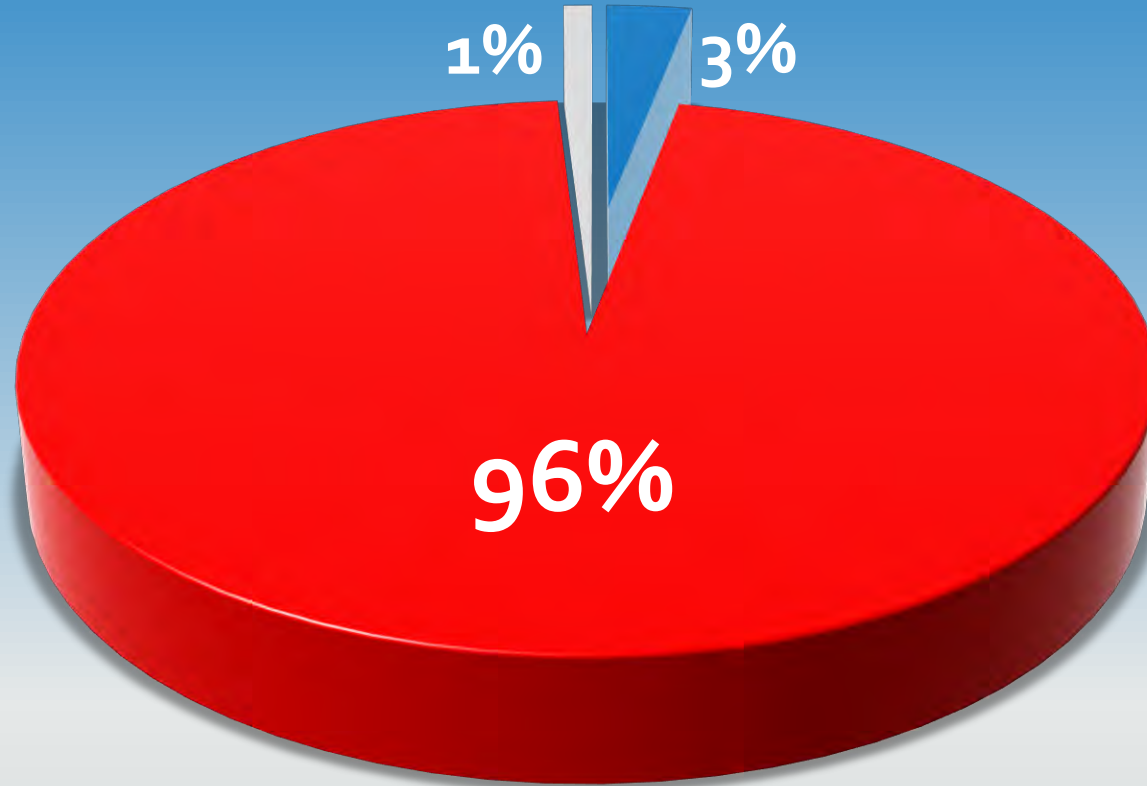
Do you think that in this normalization of relations with the United States, the Cuban government would be willing to allow other political parties to try to govern in Cuba?



▣ Yes ▣ No ▣ Don't know/No answer



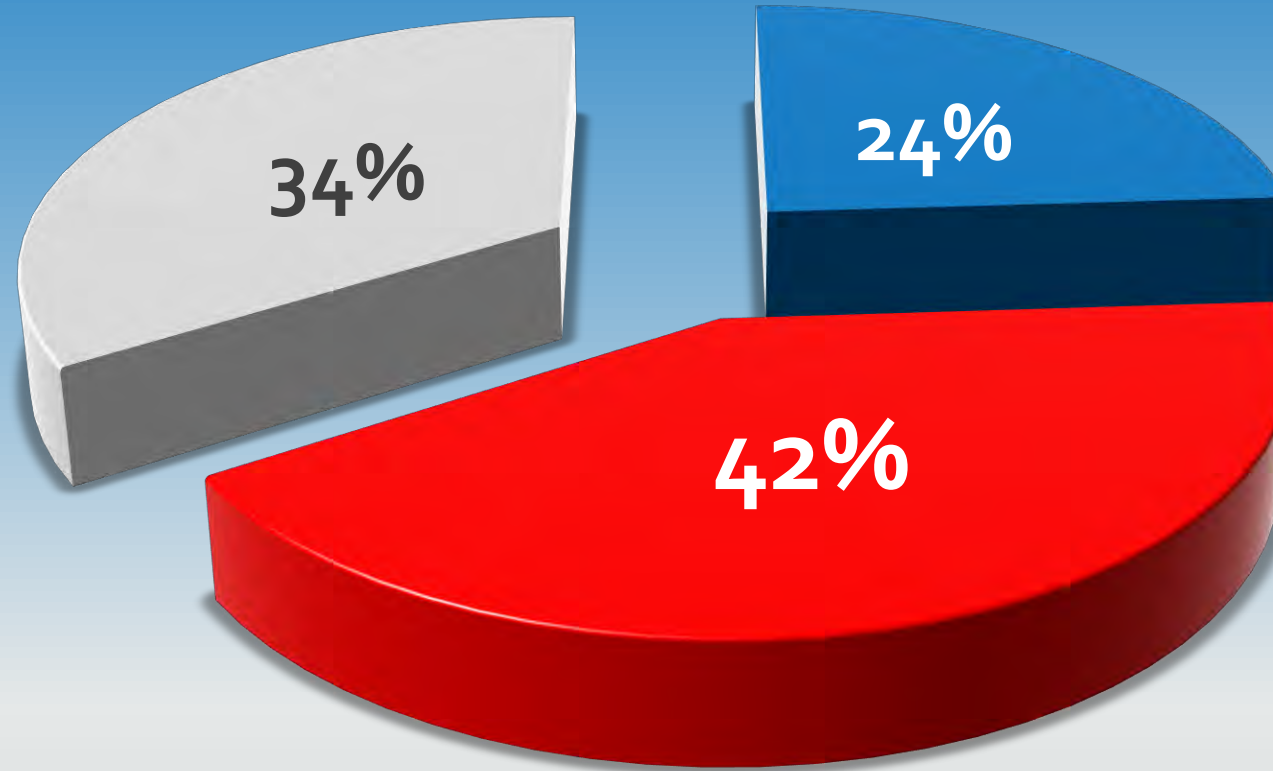
Do you think the embargo between the United States and Cuba should continue or should not continue?



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



Do you think that Cuban exiles will return to Cuba to reclaim the properties they lost when they left the island?



▣ Yes ▣ No ▣ Don't know/No answer



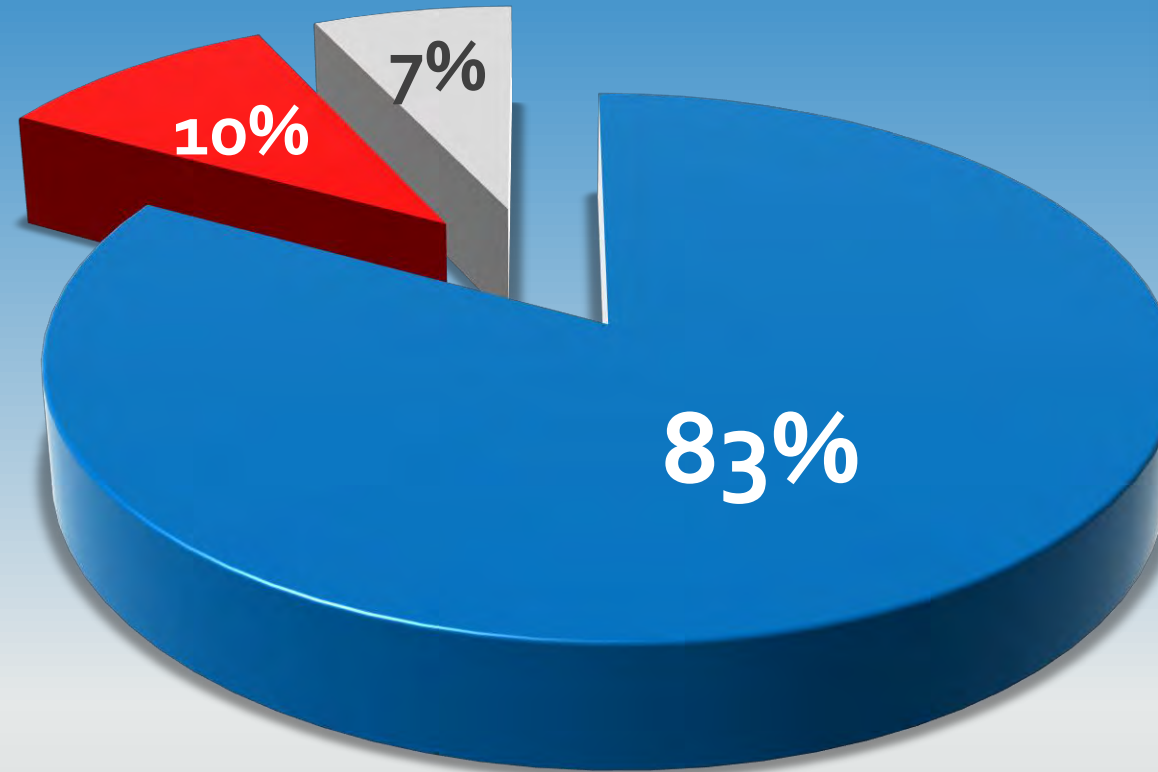
Taking the expansion of trade into consideration, what American products or services would you like to be offered in Cuba?

(Accepted a maximum of three responses)

Supermarkets	43%
Housing	41%
Pharmacies	40%
Automobiles	35%
Telephone industries	34%
Department stores	28%
Hotels	16%
Television shows and radio	16%
Restaurants	15%
Computers	13%
Other	4%
Don't know/No answer	3%



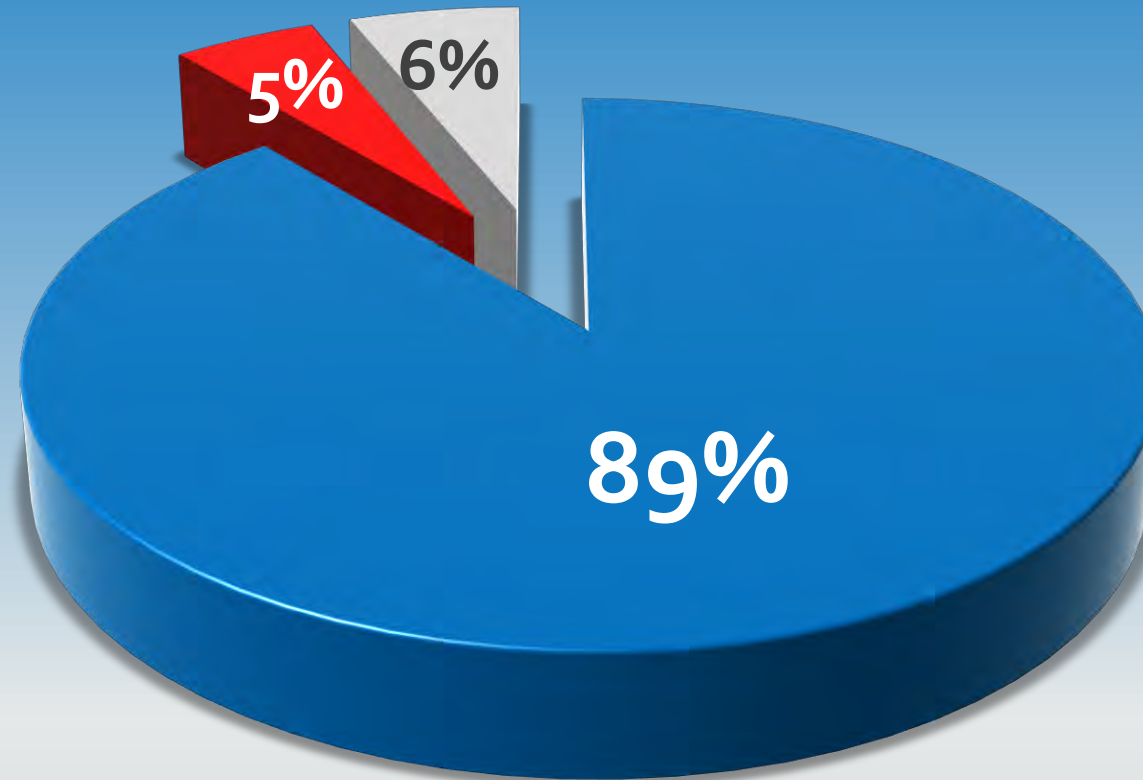
Do you think Comandante Raul Castro should visit the United States?



Yes No Don't know/No answer



Do you think the President of the United States Barack Obama should visit Cuba?



▣ Yes ▣ No ▣ Don't know/No answer

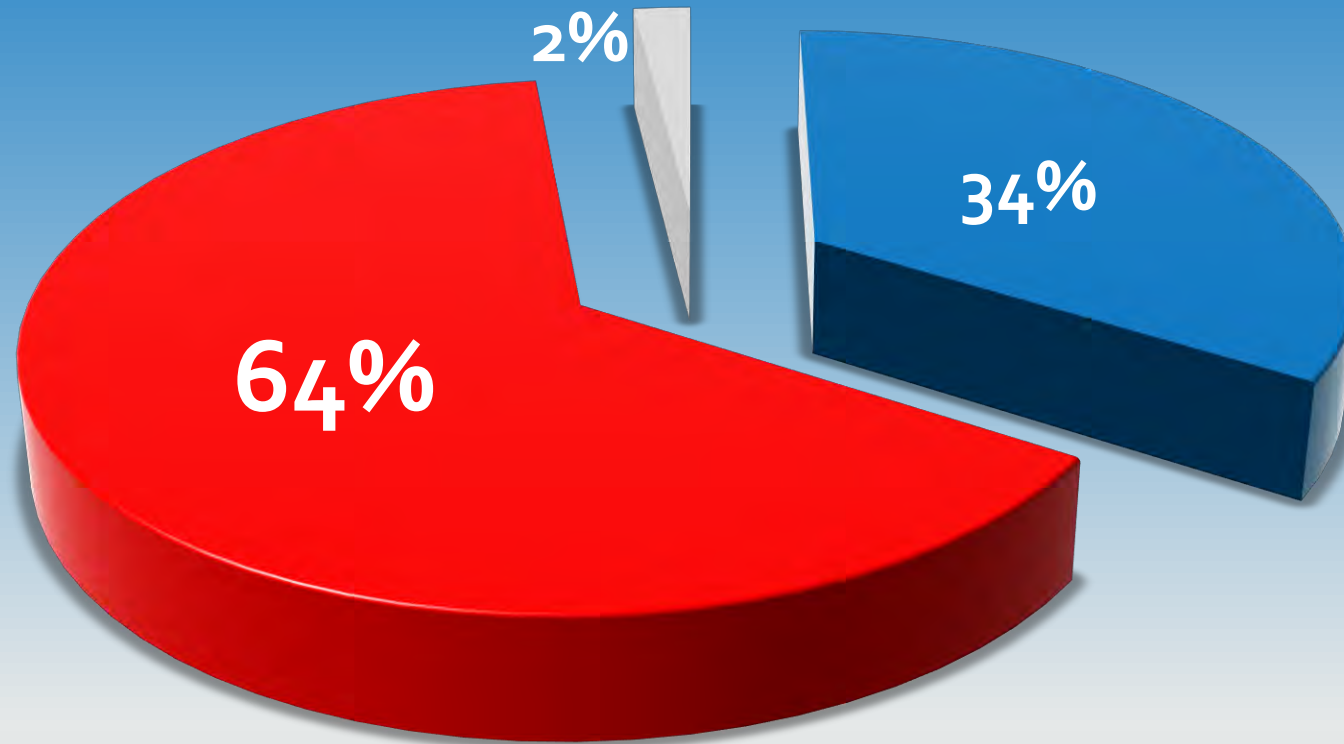




Remittances to Cuba

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Do you receive money from a family member or a friend that lives in another country?

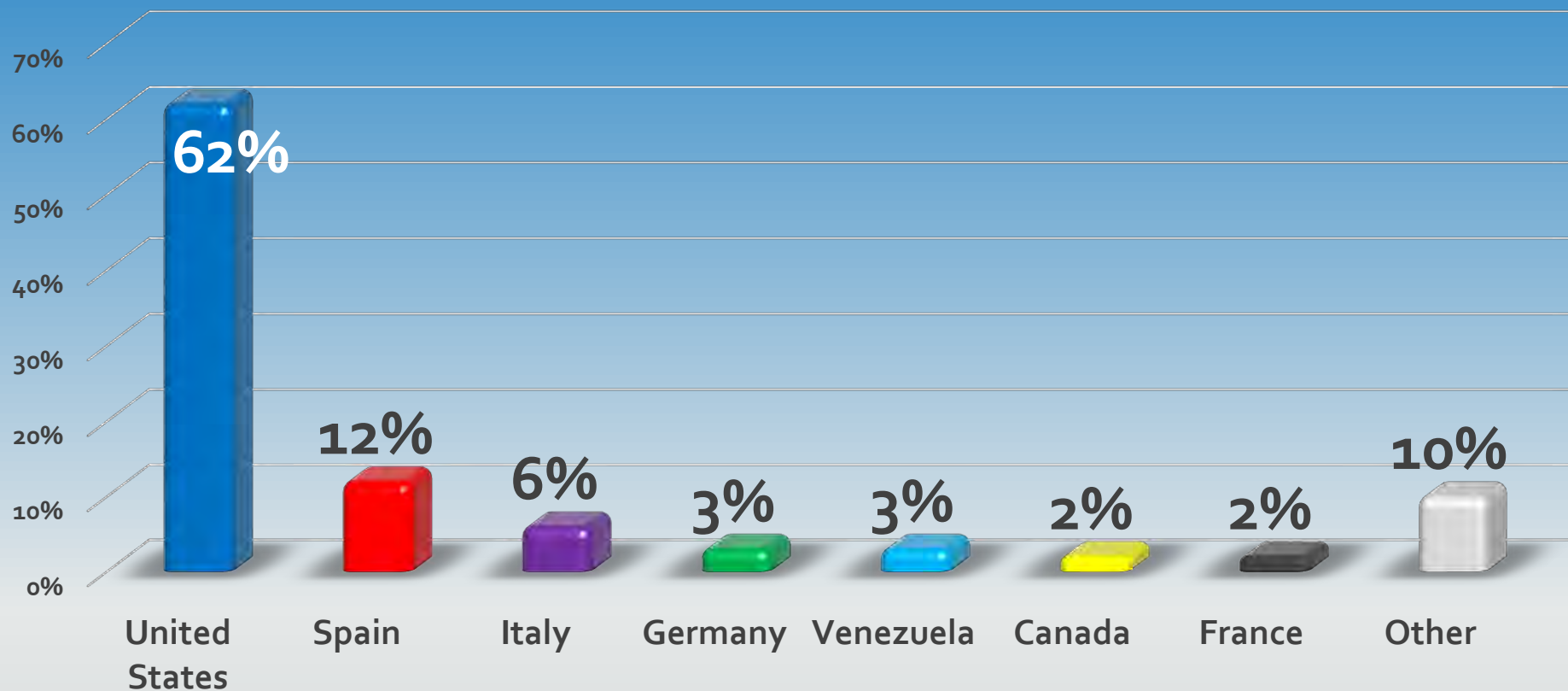


■ Yes ■ No ■ No answer



What country is your family member or friend sending the money from?

Asked only of remittance recipients



Who sends you money?

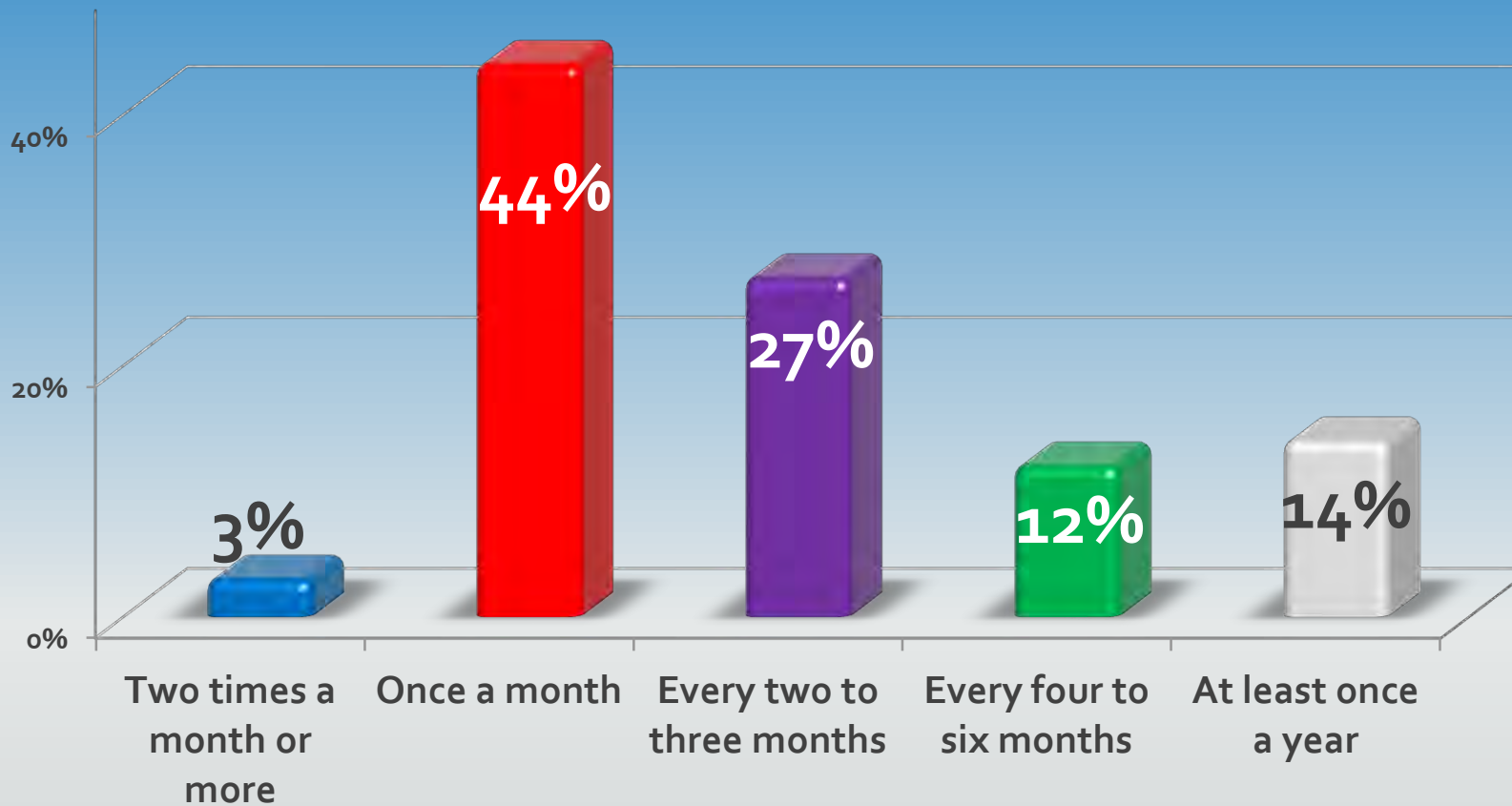
Asked only of remittance recipients (Multiple responses accepted)

Brother/Sister	43%
Other relative	31%
Friend	21%
Son/Daughter	17%
Mother/Father	13%
Husband/Wife	7%
No answer	1%



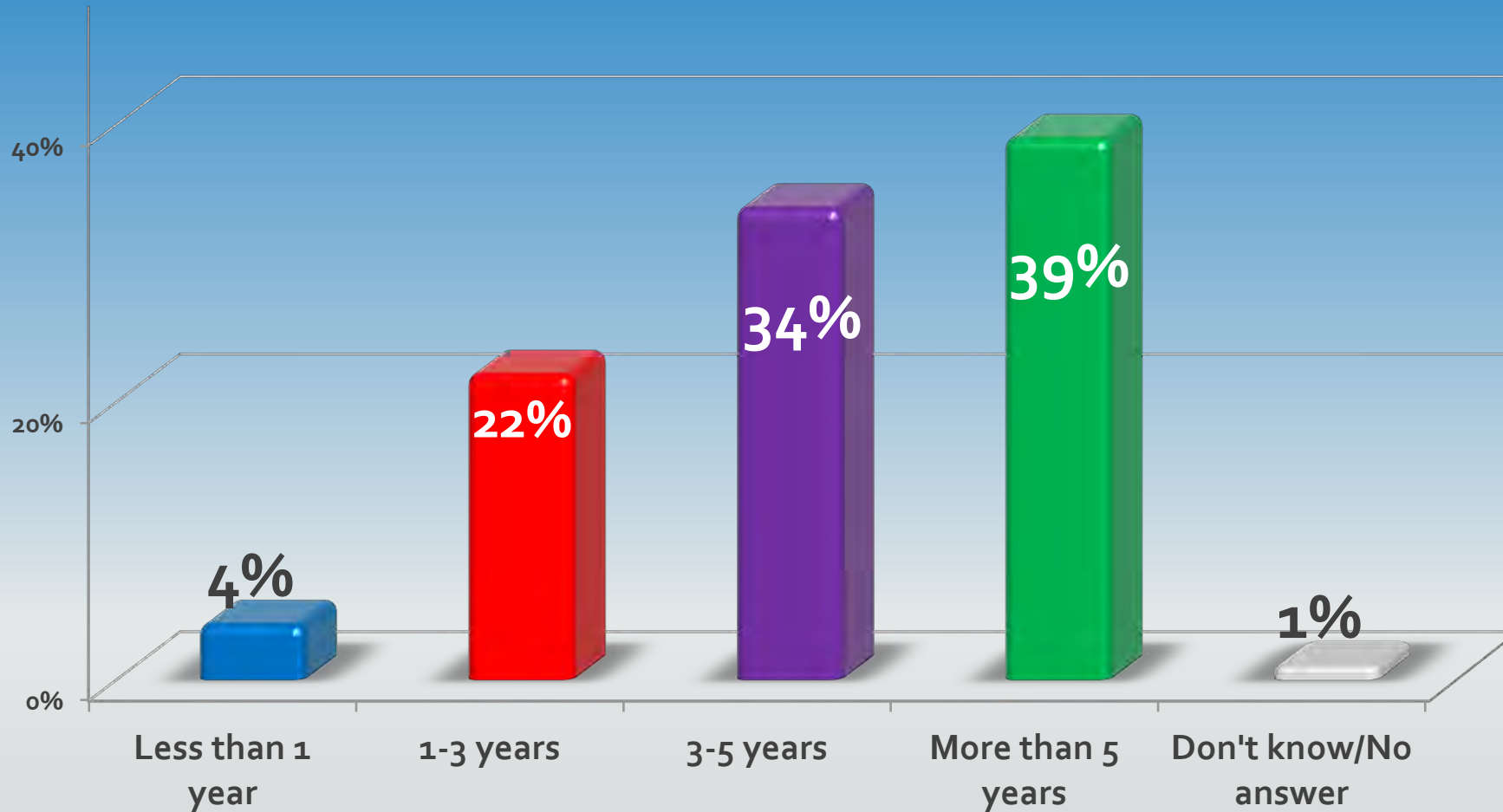
How frequently do you receive money?

Asked only of remittance recipients



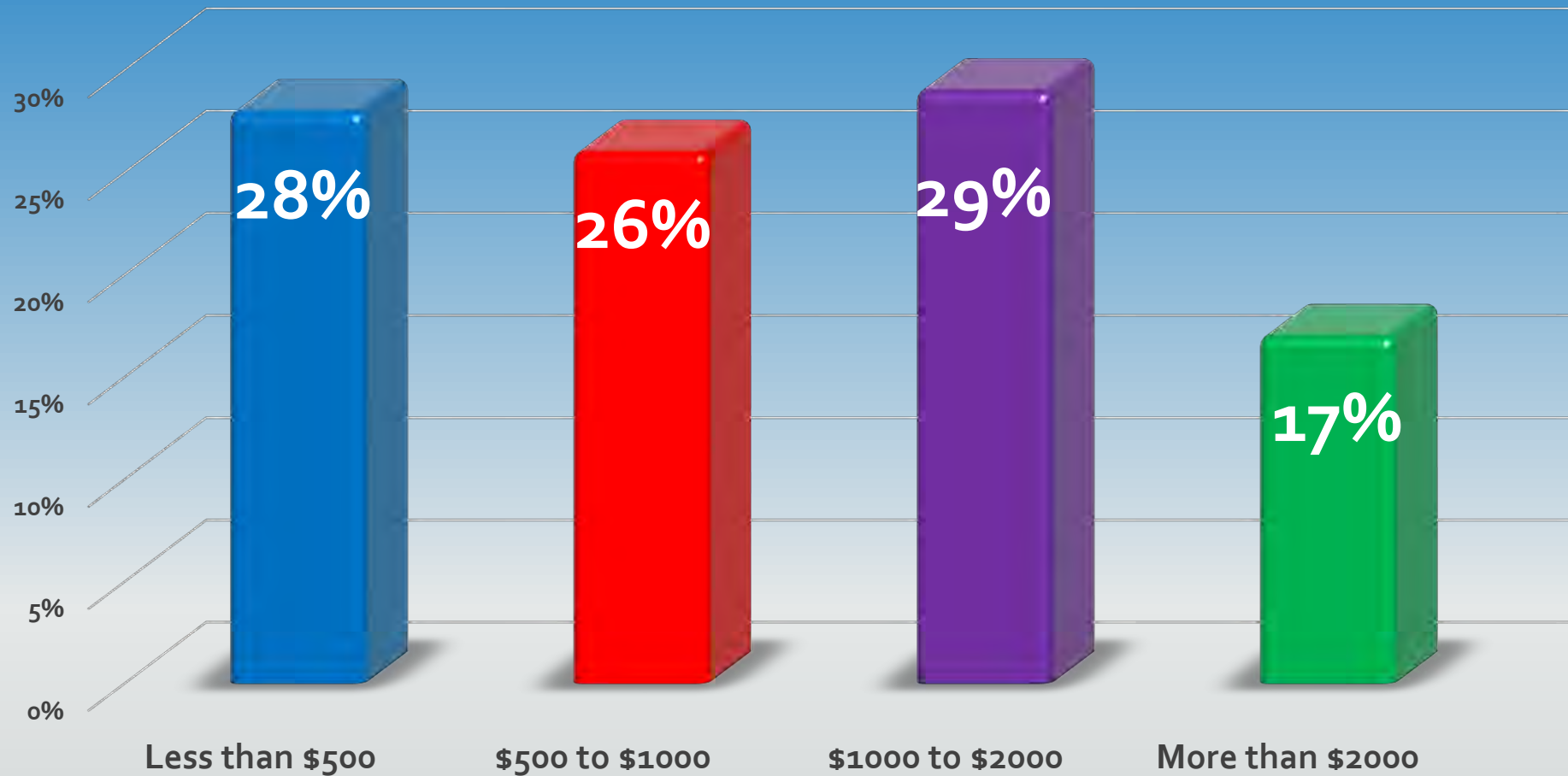
How many years have you been receiving this money?

Asked only of remittance recipients



Approximately, how much money does your family send to you each year?

Asked only of remittance recipients



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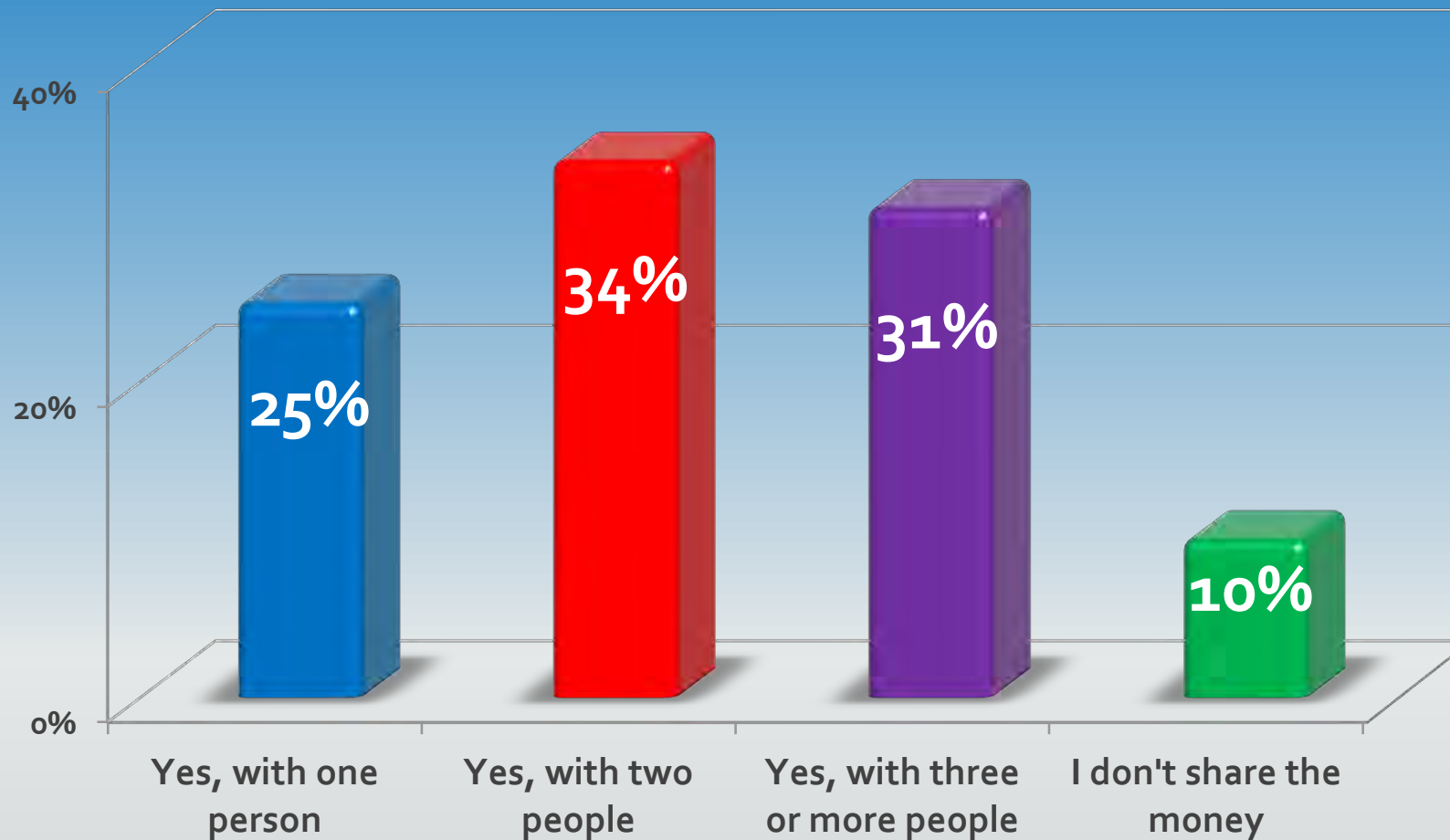


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Do you share the money that you receive with someone else? If so, with how many people?

Asked only of remittance recipients



What do you do with the money that you receive?

Asked only of remittance recipients (Multiple responses accepted)

Use it for every day expenses	94%
Luxuries	44%
Save it	39%
Education costs	17%
Invest it in a business	11%
Buy a property	2%
Other	9%
No answer	1%



Impact of Remittances to Cuba

- 34 percent of Cuban adults receive remittances on a regular basis. According to the recent census data, there are approximately 8.9 million Cuban adults.
- The average total remittance received is **\$1,019.35 USD** yearly.
- The survey shows that approximately 3.026 million Cuban adults receive about **\$3.084 billion USD** in remittances every year.





Technology

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Do you have a landline phone in your house?



■ Yes ■ No



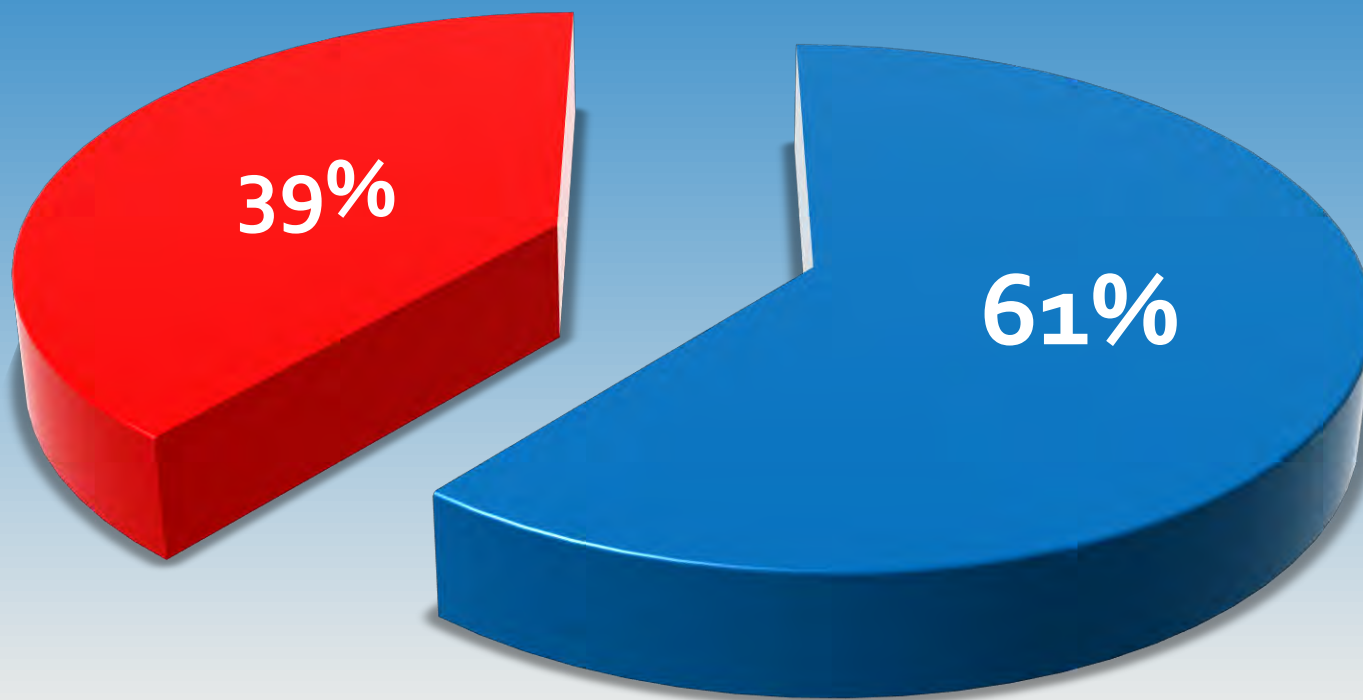
Do you have a landline phone in your house?

By Age

	18-49	50-65+
Yes	54%	64%
No	46%	36%



Do you have a cell phone?



▣ Yes ▣ No



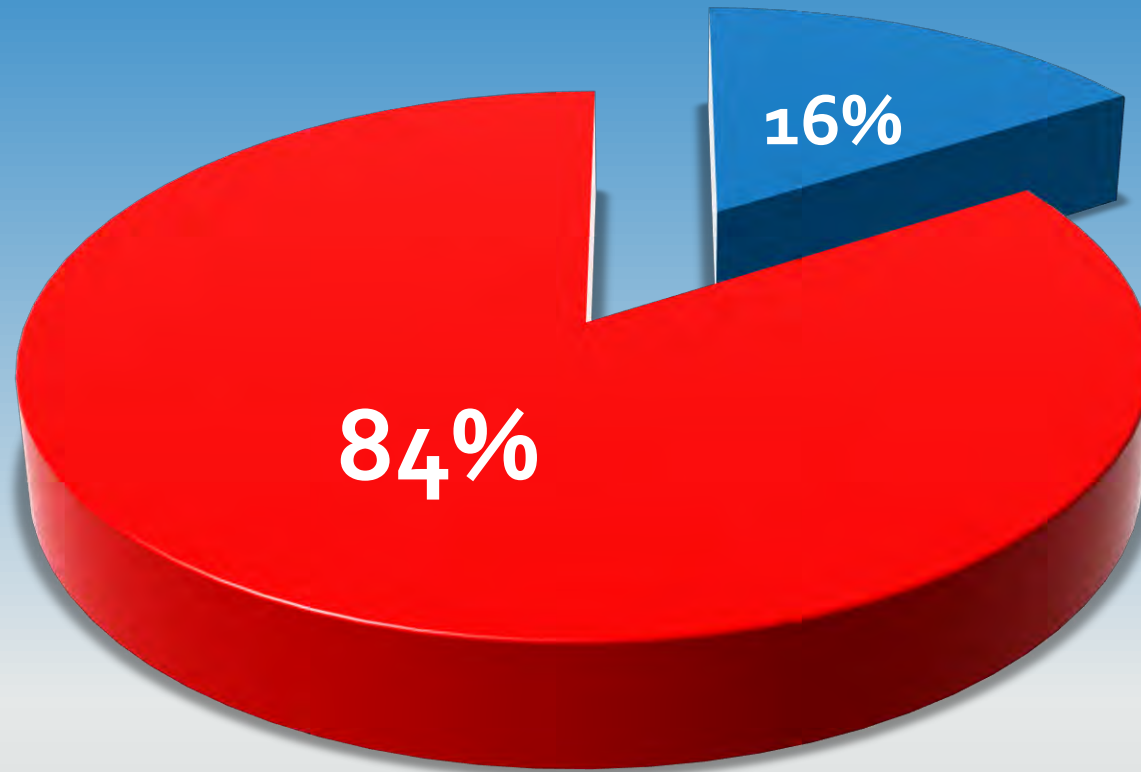
Do you have a cell phone?

By Age

	18-49	50-65+
Yes	73%	35%
No	27%	65%



Do you have access to the Internet?

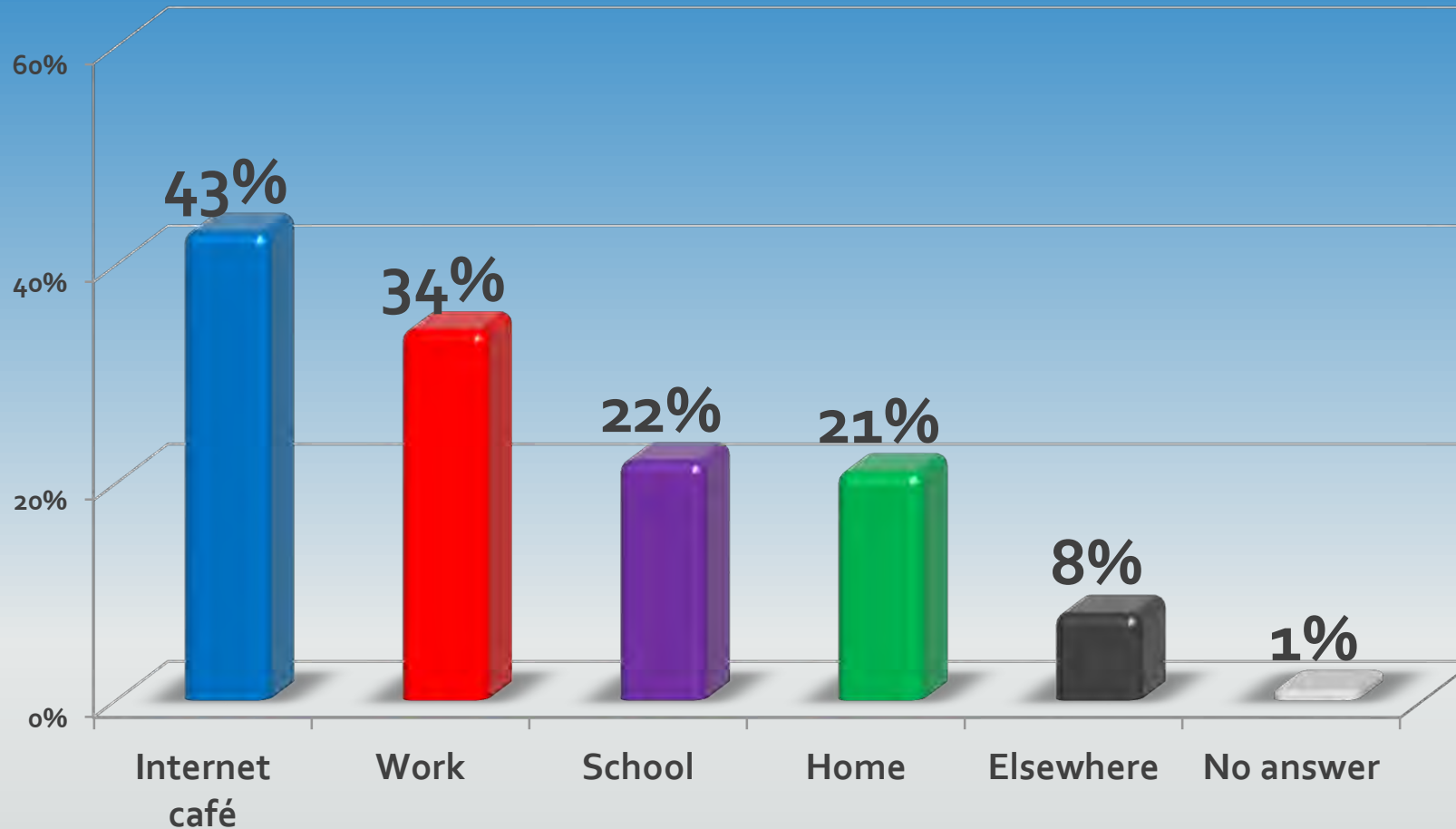


■ Yes ■ No



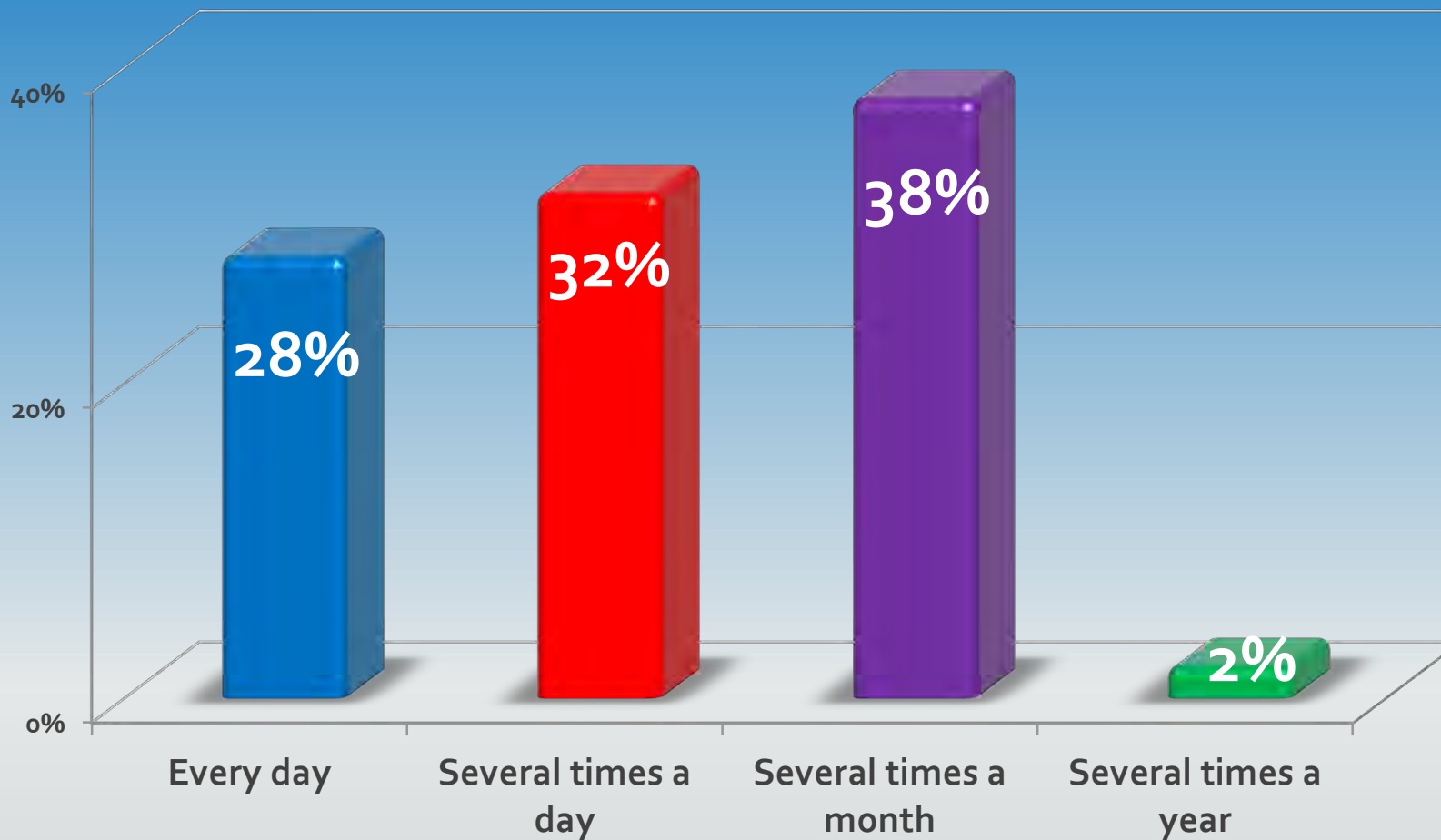
Where do you access the Internet?

Among those with Internet access (Multiple responses accepted)



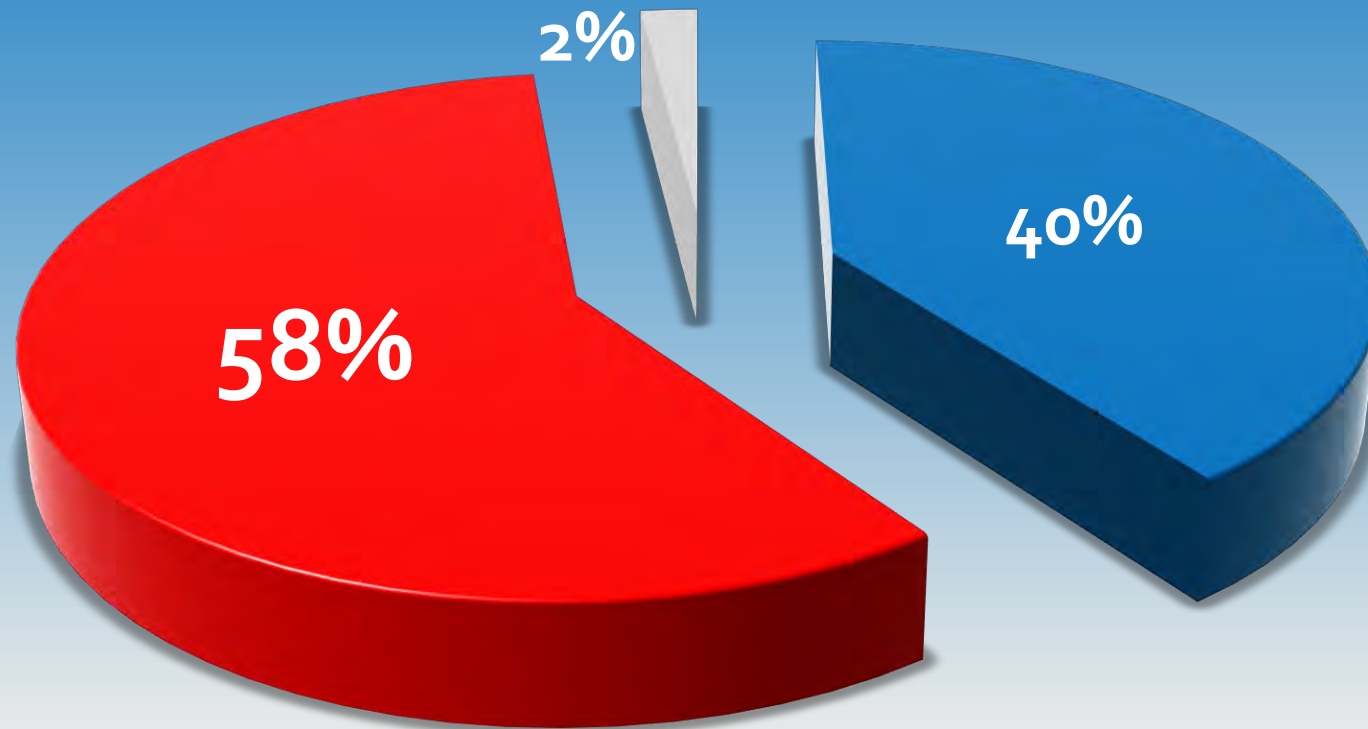
How frequently do you access the Internet?

Among those with Internet access



Do you use social media?

Among those with Internet access

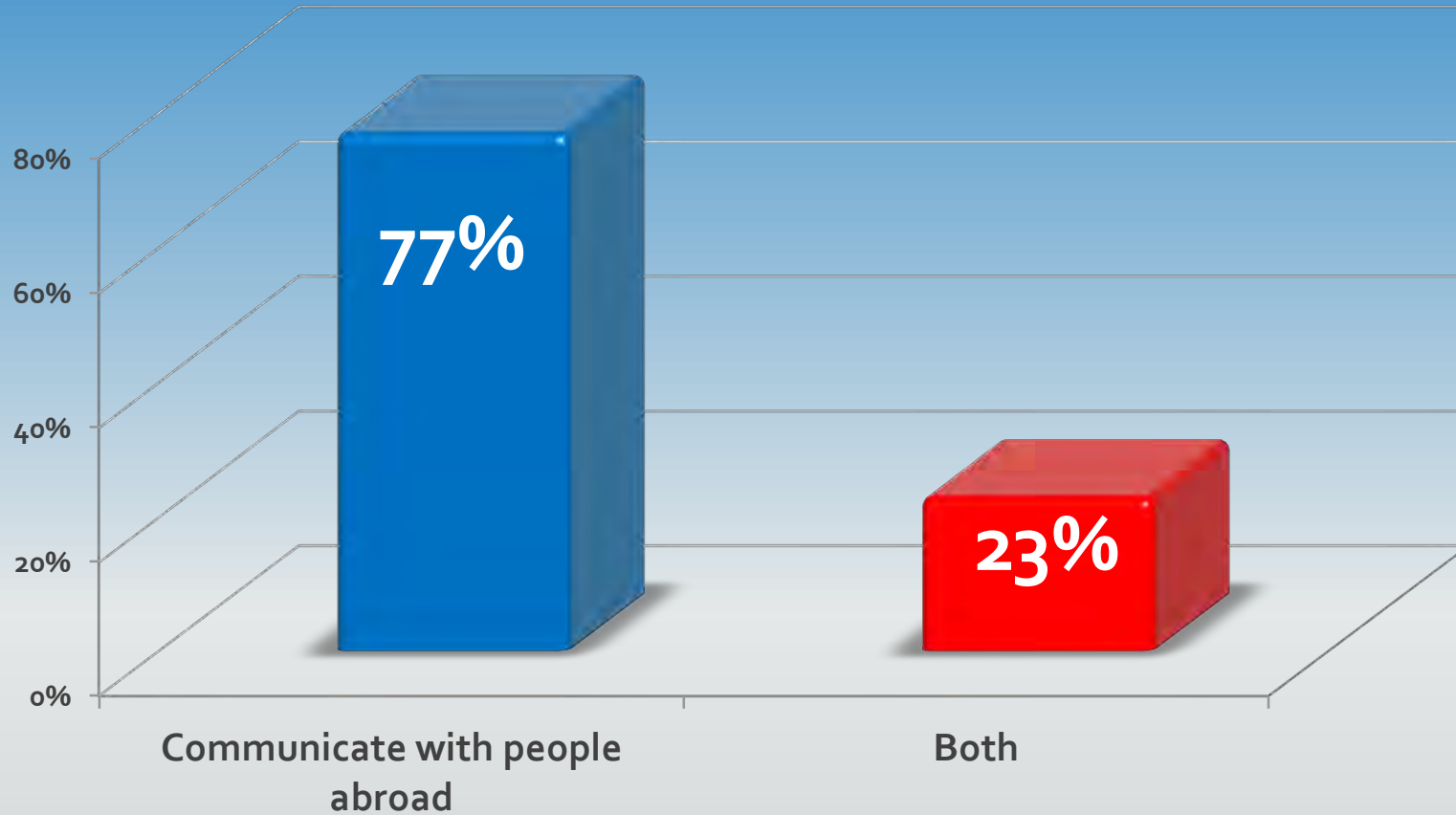


■ Yes ■ No ■ No answer



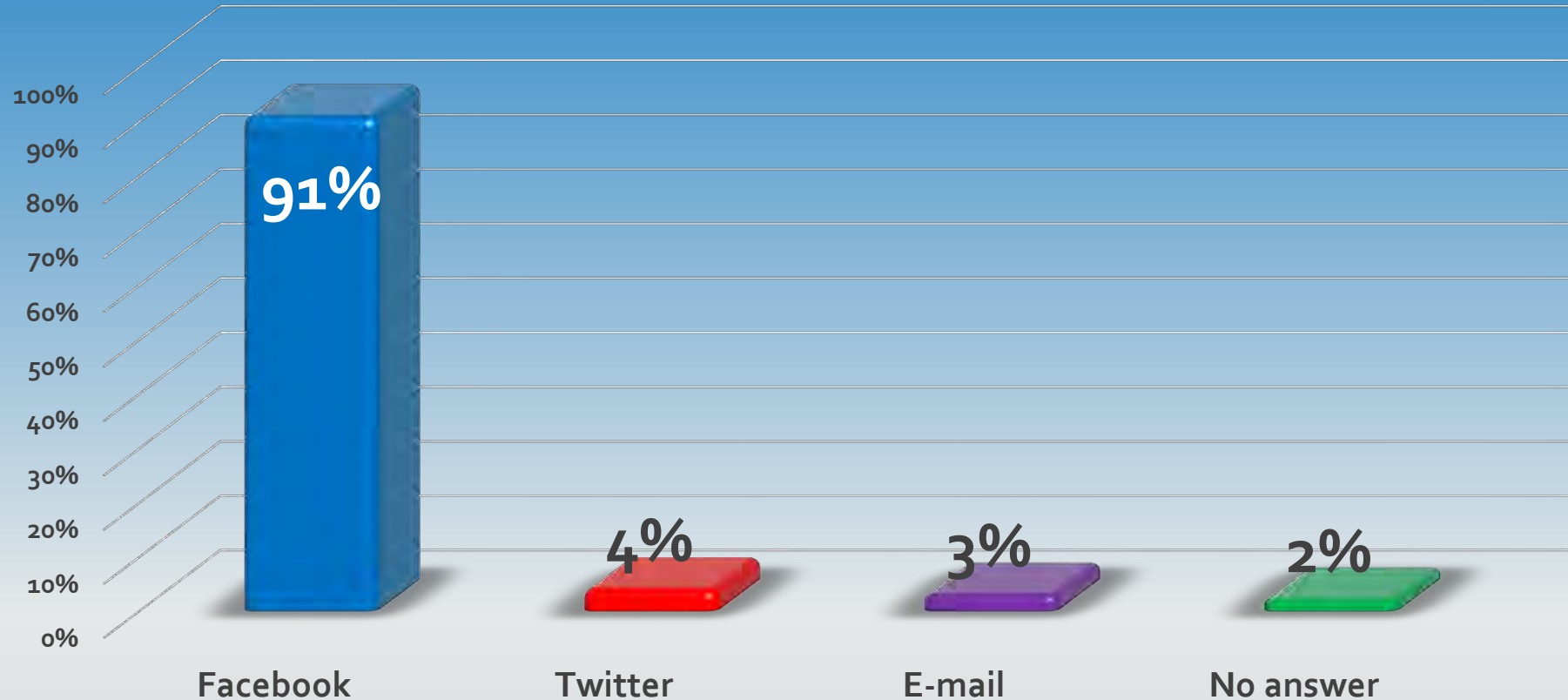
Do you usually use social media to communicate with people in Cuba, to communicate with people abroad, or both?

Among those with Internet access and who use social media



What social media outlet do you usually use?

Among those with Internet access and who use social media

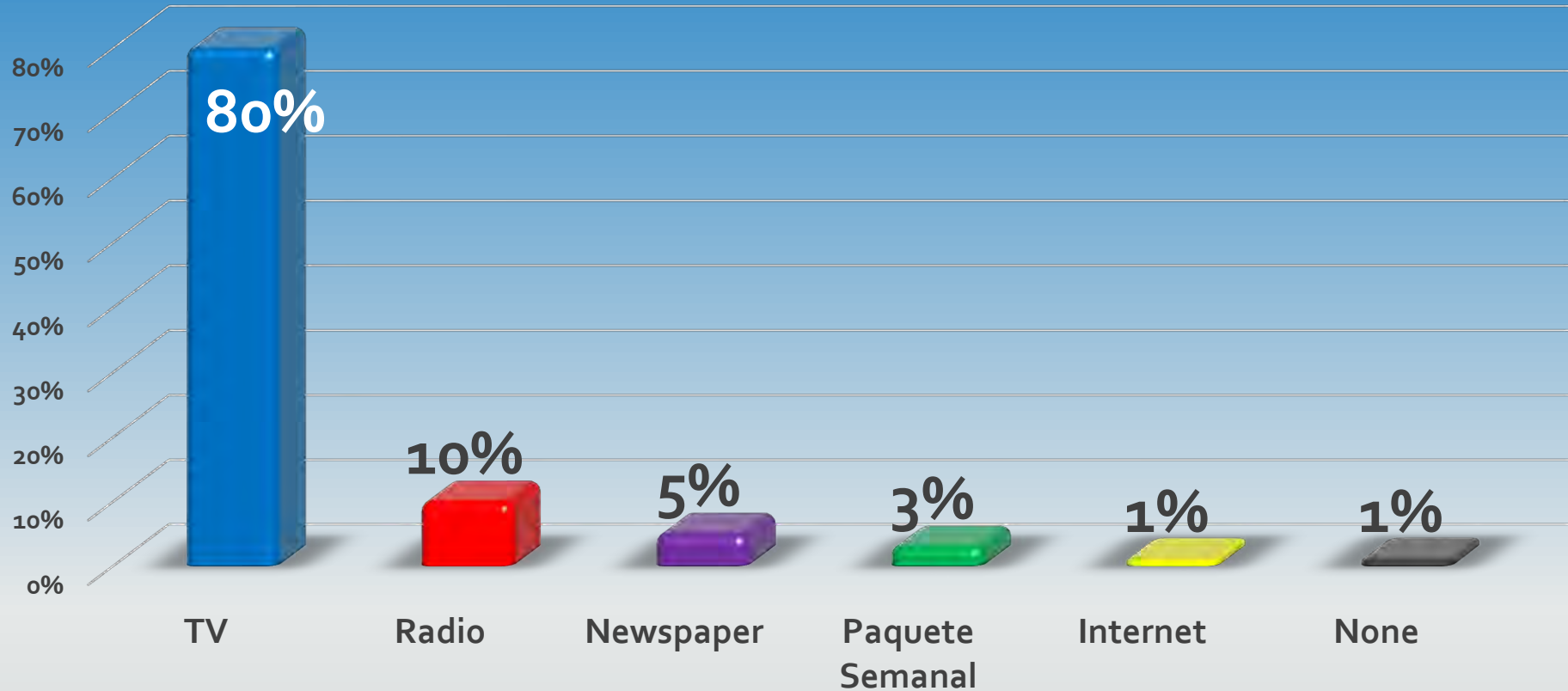




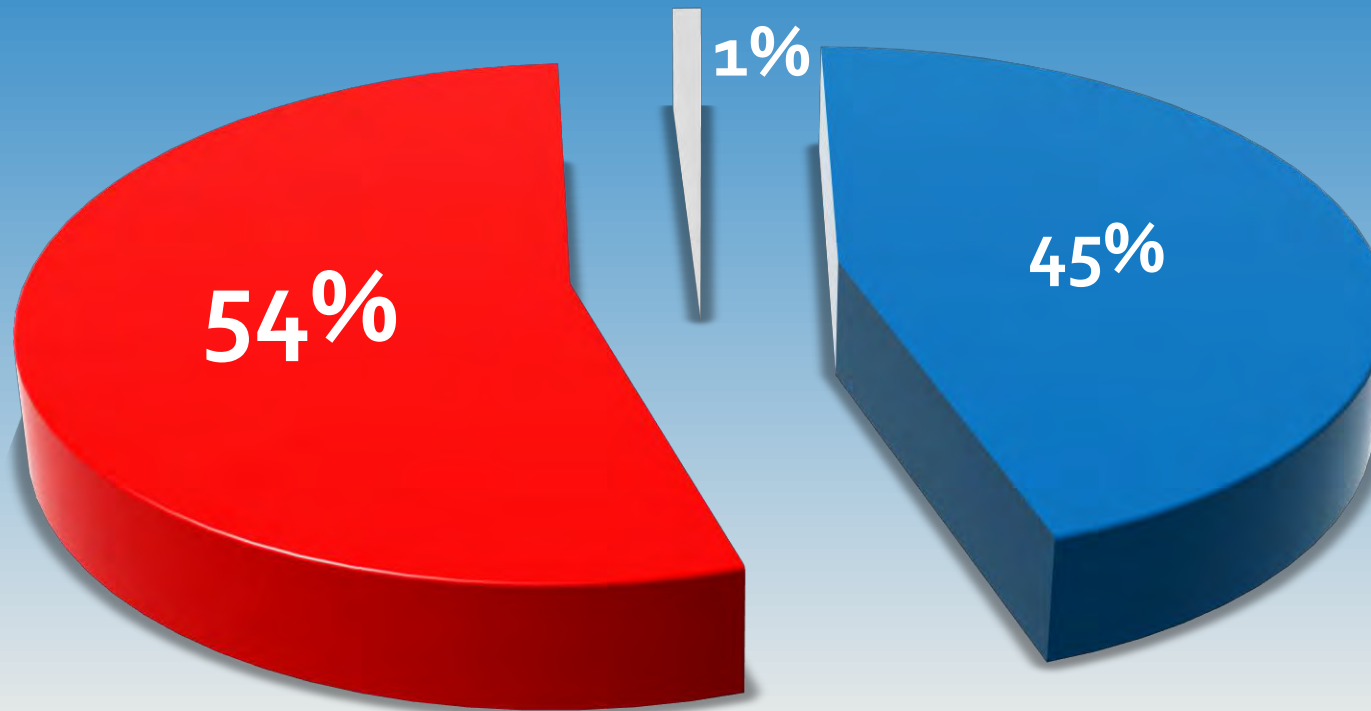
Media

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What media source do you use most frequently to keep yourself updated with the latest news?



Have you listened to Radio Progreso in the last 7 days?



■ Yes ■ No ■ No answer



Have you listened to Radio Progreso in the last 7 days?

By Age

	18-49	50-65+
Yes	39%	58%
No	61%	42%



Have you listened to Radio Progreso in the last 7 days?

By Race

	White	Mulatto	Black
Yes	41%	45%	64%
No	59%	55%	36%



Have you listened to Radio Rebelde in the last 7 days?



▣ Yes ▣ No



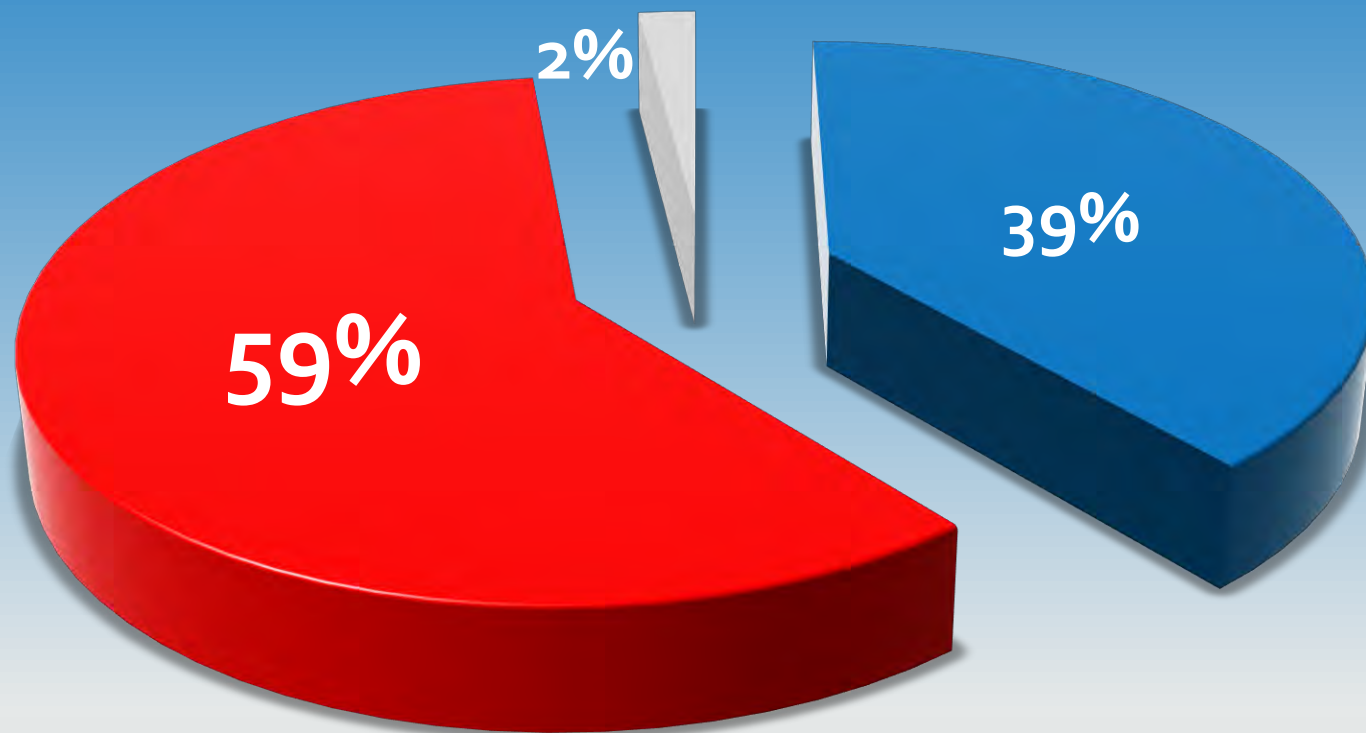
Have you listened to Radio Rebelde in the last 7 days?

By Age

	18-49	50-65+
Yes	48%	65%
No	52%	35%



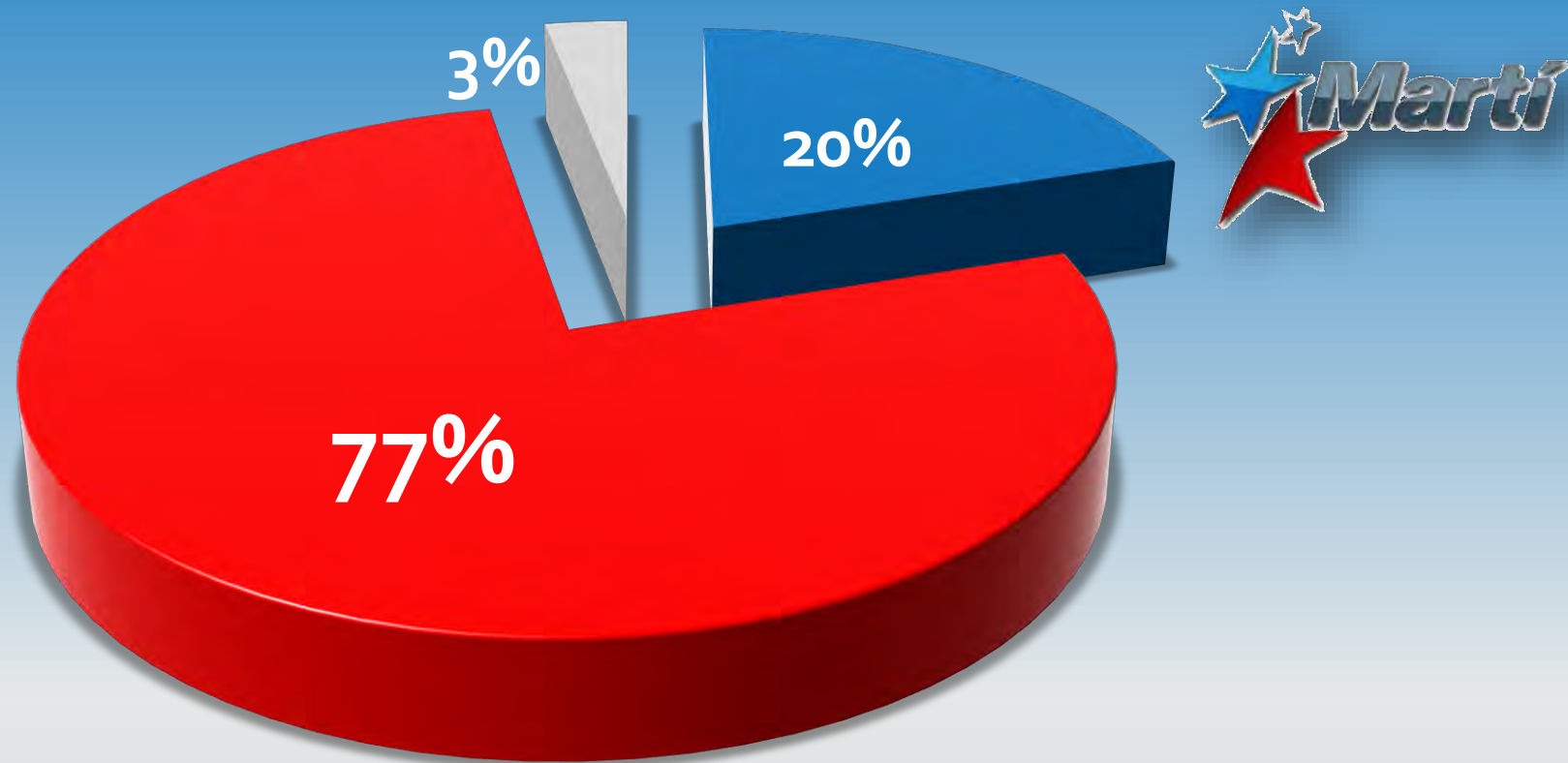
Have you listened to Radio Taino in the last 7 days?



Yes No No answer



Have you listened to Radio Martí in the last 7 days?



Yes No No answer



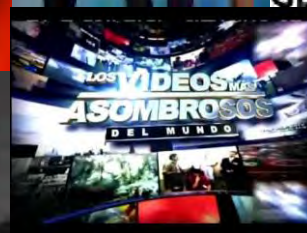
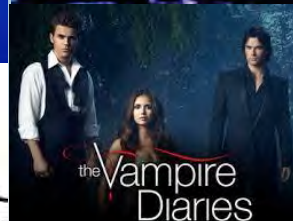
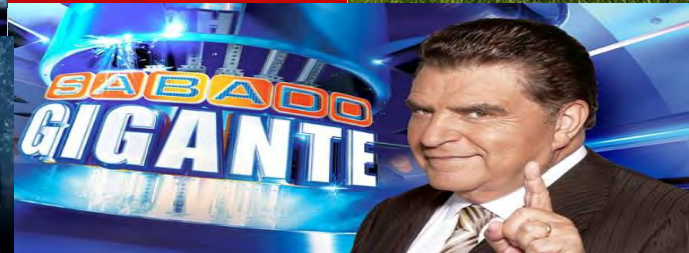
Have you listened to Radio Marti in the last 7 days?

By Age

	18-49	50-65+
Yes	18%	26%
No	82%	74%



What is your favorite American TV show?



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What international celebrity would you like to visit Cuba?



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Thinking about international music, who is your favorite artist or singer?

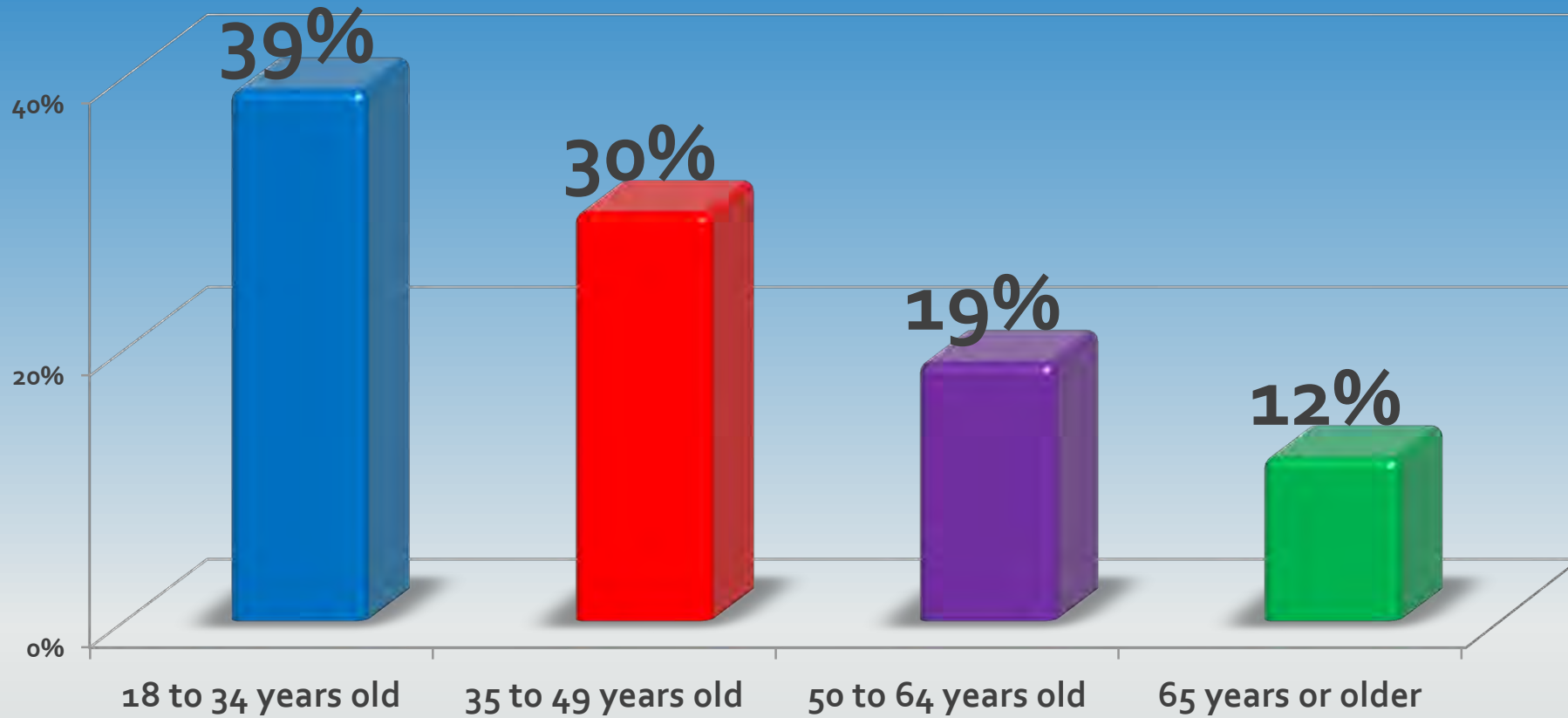




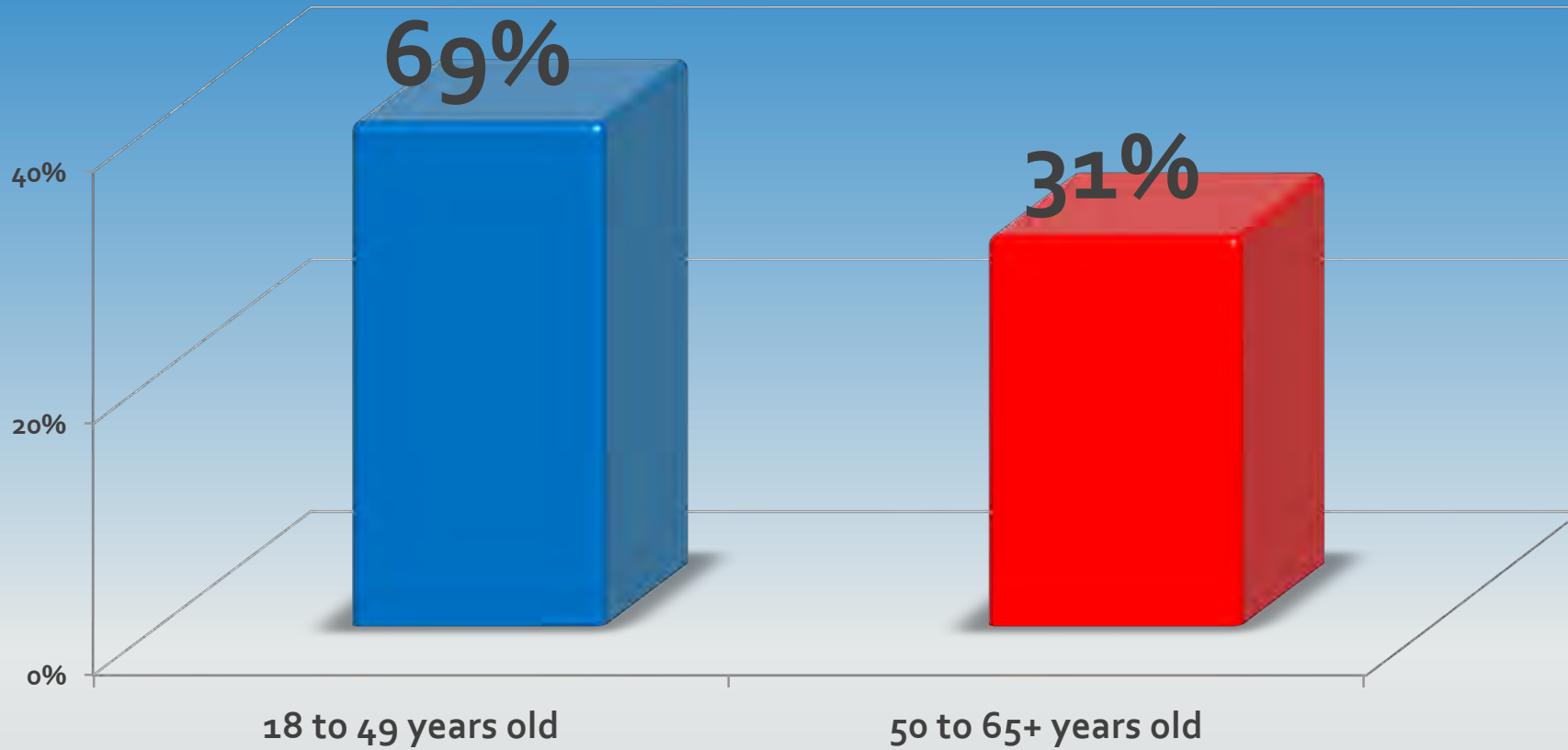
Demographics

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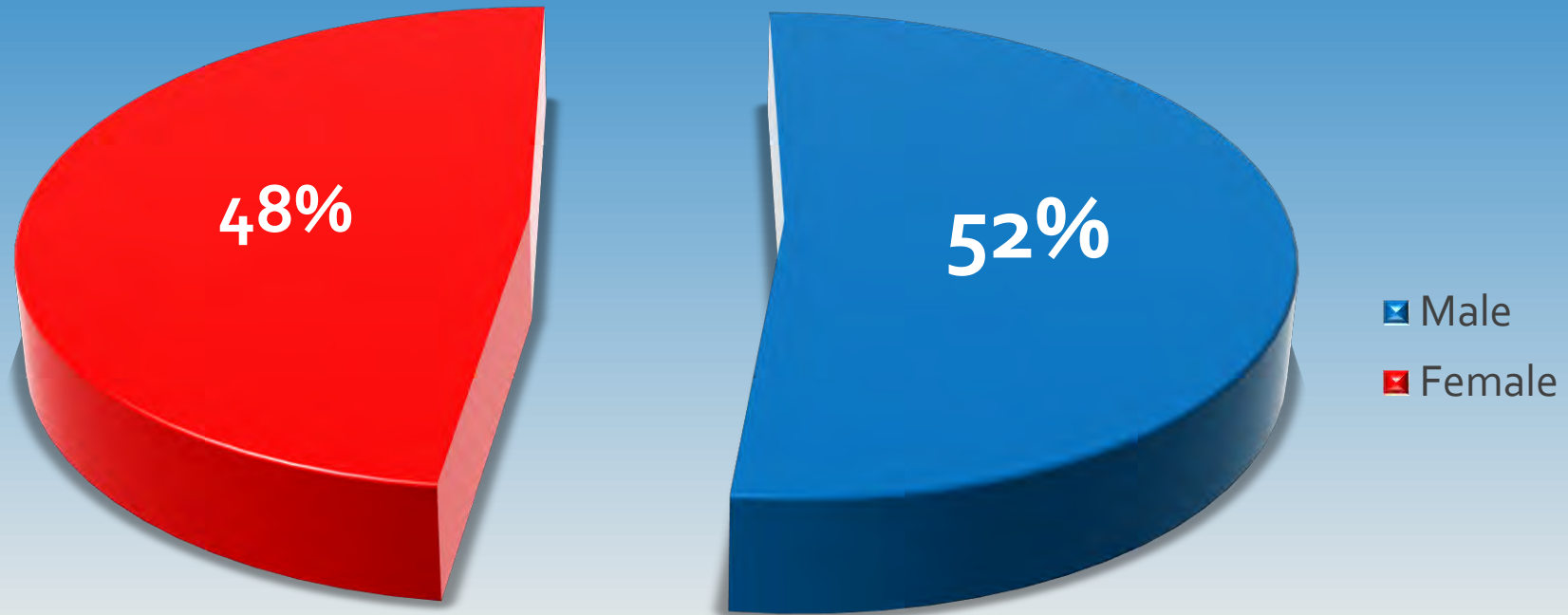
Age



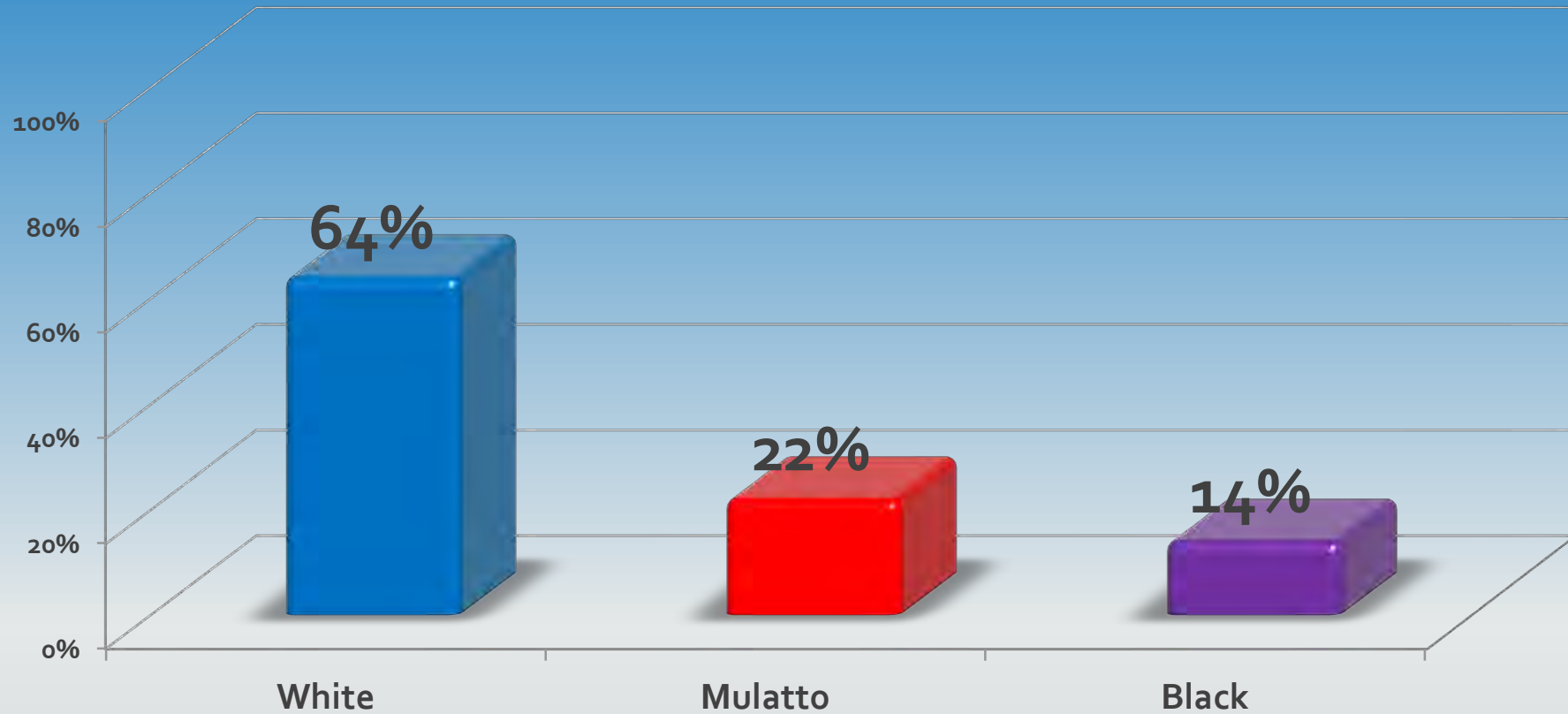
Age



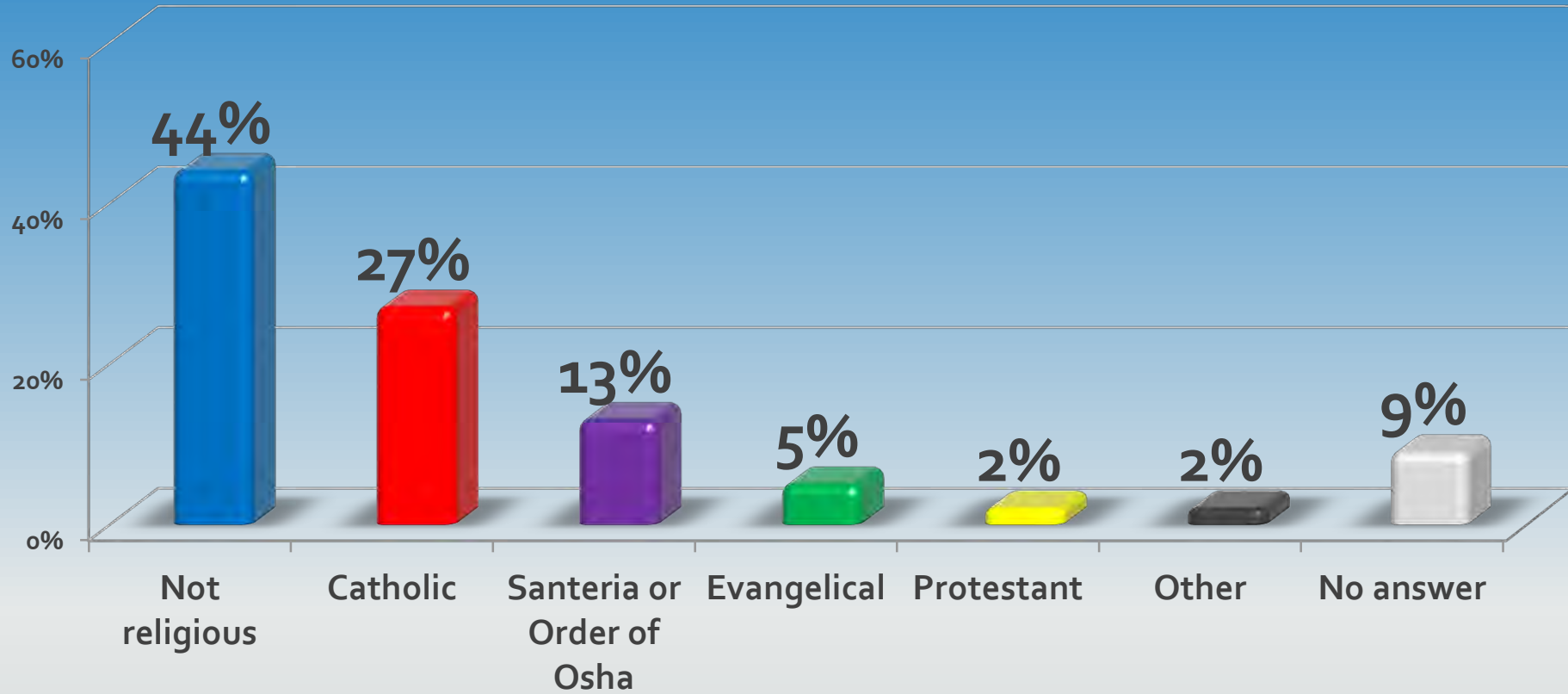
Gender



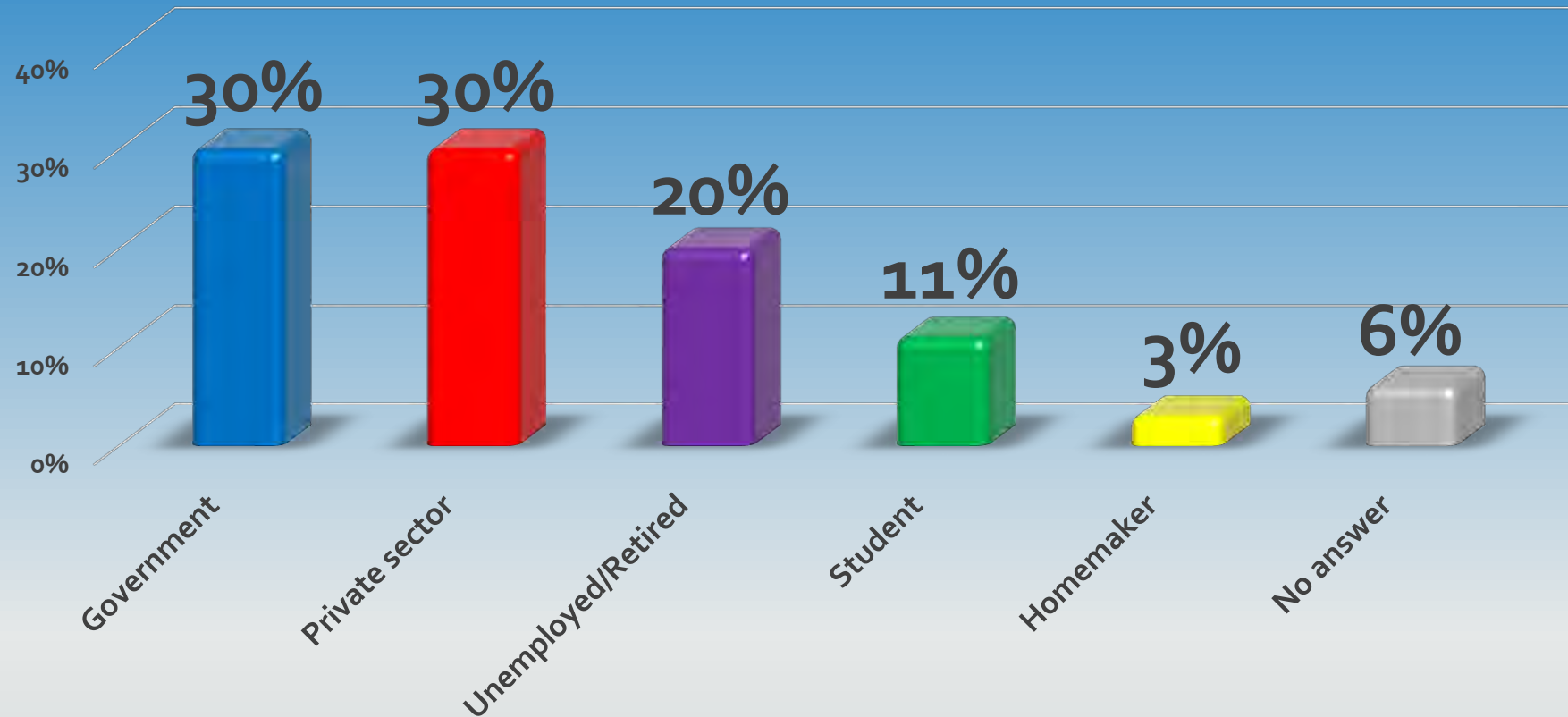
Race



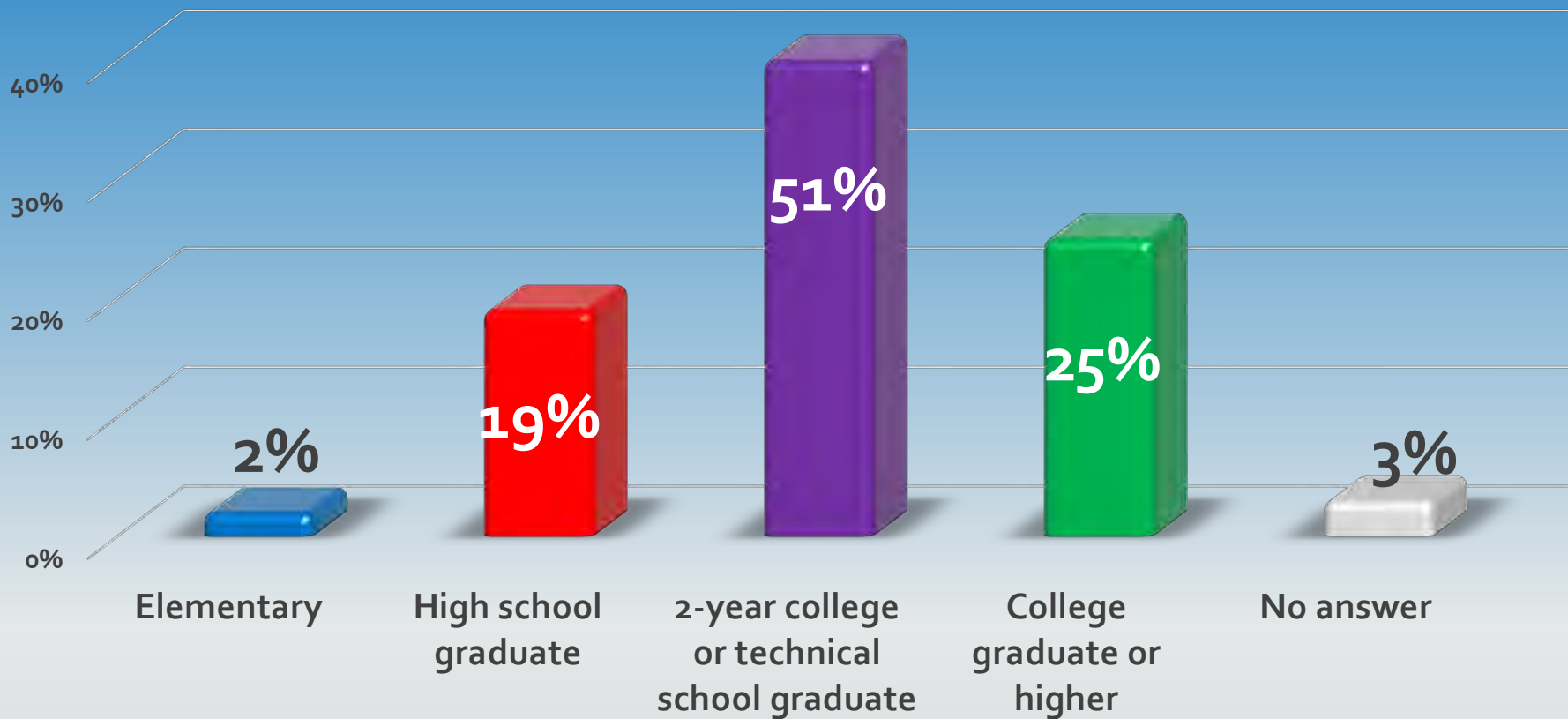
Religion



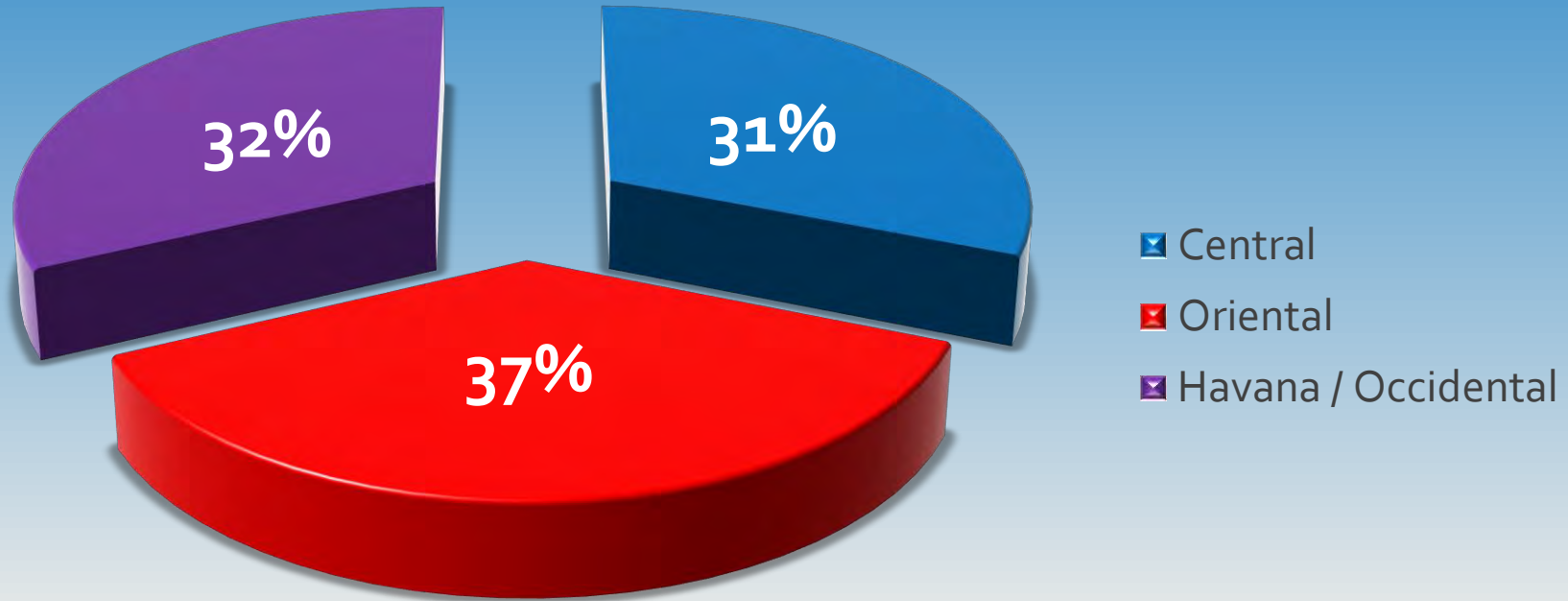
What is your current employment situation?



What is the highest level of education that you have achieved?



Region





National Survey of Cubans Living in Cuba

April 2015

For media inquiries or more information about this poll or the firm, please contact:

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