



Heartland Cuba Survey

Key findings of a multi-state survey of 600 likely voters conducted October 15-18, 2015.

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The background of the slide is a close-up, slightly blurred image of the American flag, showing the red and white stripes and the blue field with white stars.

Methodology

Public Opinion Strategies is pleased to present the key findings of a multi-state survey conducted in Iowa, Indiana, Ohio, and Tennessee. The survey was completed October 15-18, 2015, with 150 interviews in each state, including 210 cell phone interviews overall. The survey has a margin of error of $\pm 4.0\%$.

Glen Bolger was the principal researcher on this project. Kyle Clark was the project director, and Trevor Spranger provided analytical support.



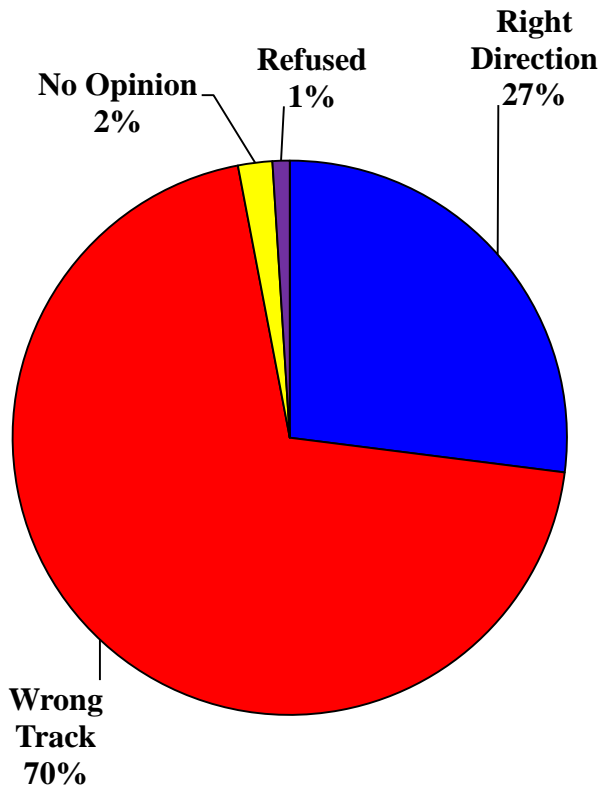
Political Environment

Likely voters in these states are very pessimistic about the direction of the country.

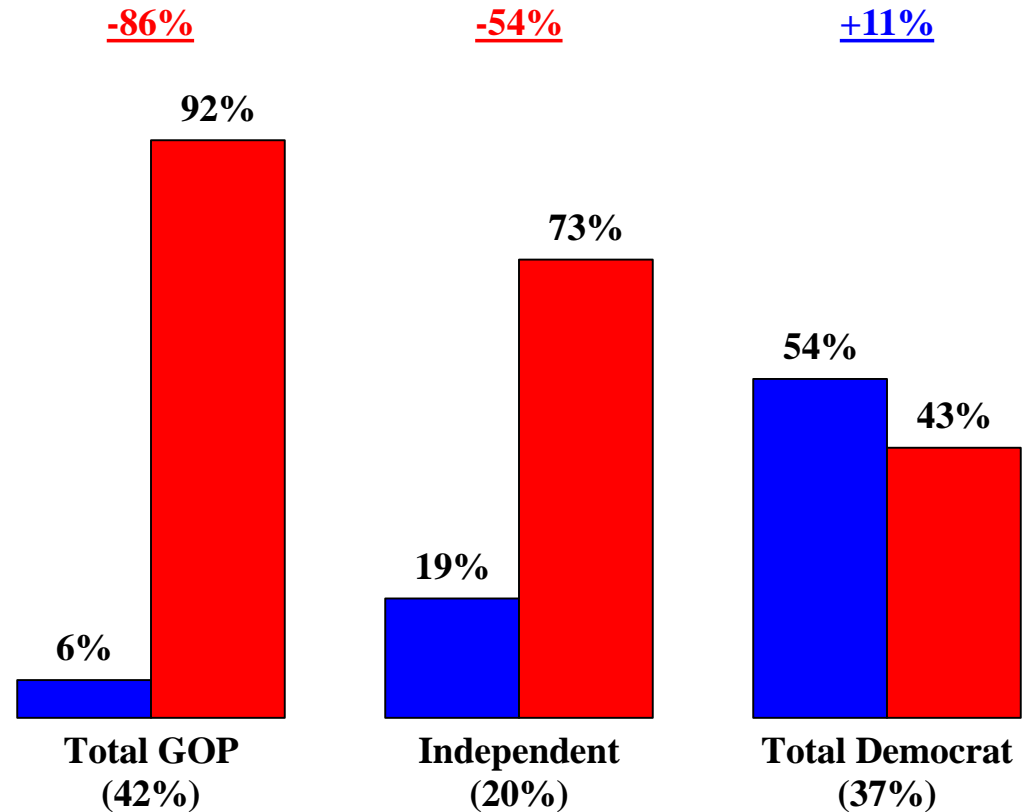
“Would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?”



Overall



By Party



■ Right Direction ■ Wrong Track

Ohioans are a little less pessimistic than voters in the other three states.

National Mood by State

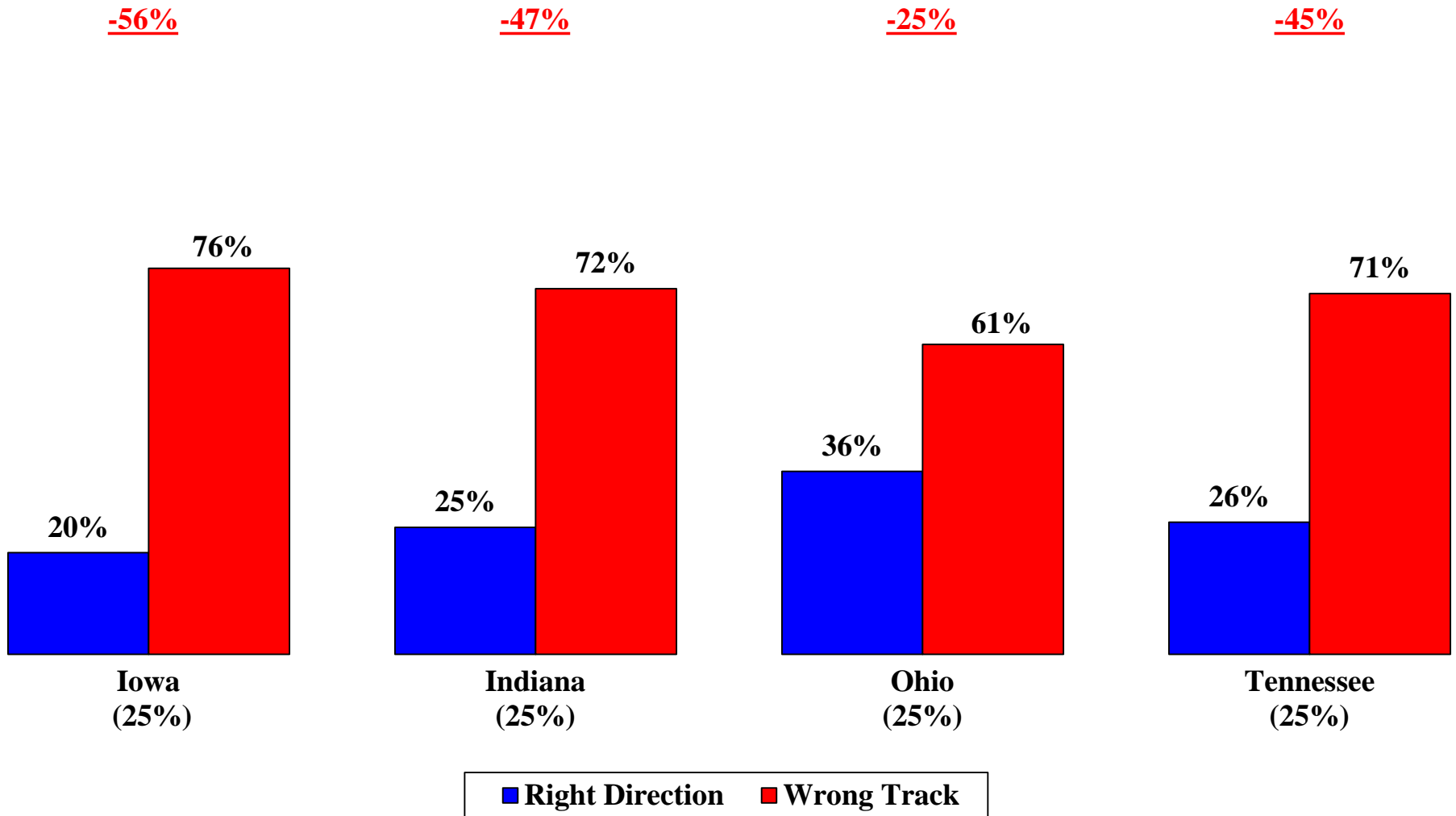




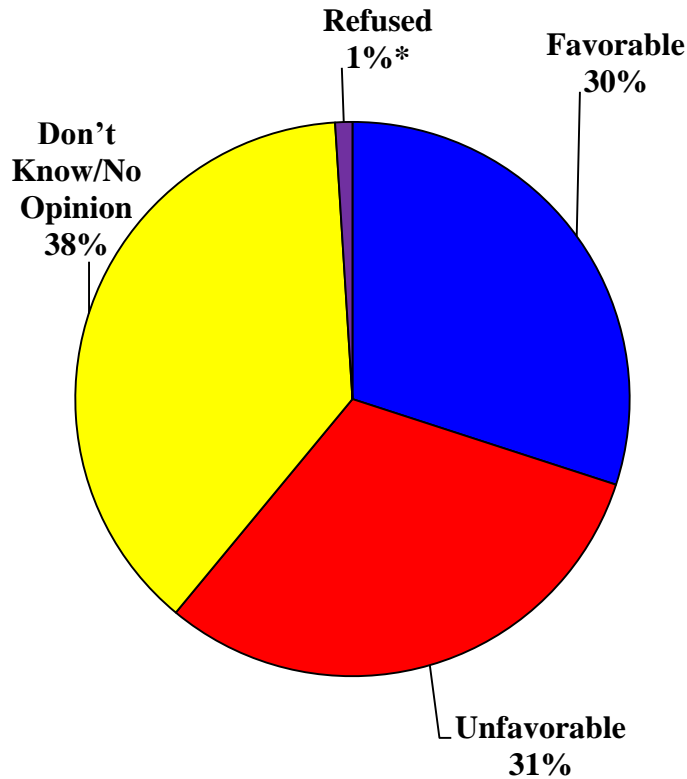
Image Of Cuba

A lot of voters don't have an opinion of Cuba. Those who do are sharply divided by party lines.

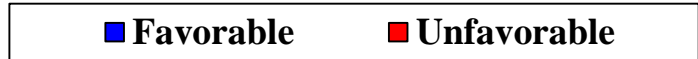
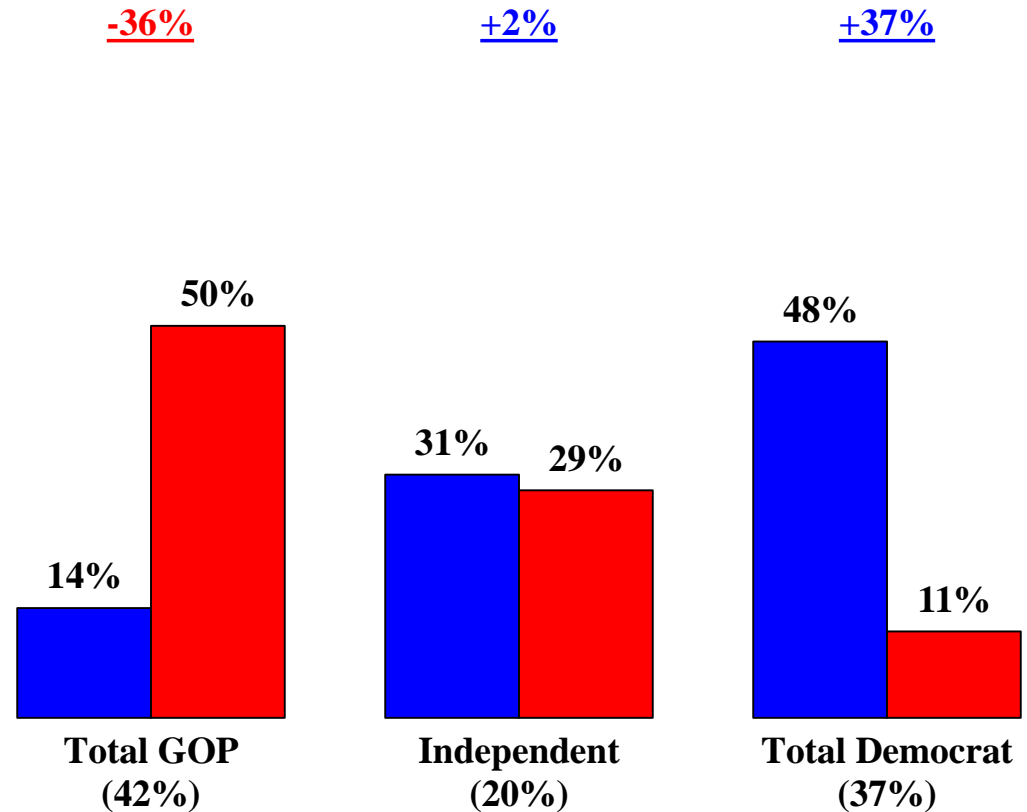
“Now I would like your overall opinion of a foreign country. After I read it, please tell me whether you have a favorable or unfavorable opinion of that country, or whether you do not know enough about it to have an opinion.”

The country is Cuba.”

Overall



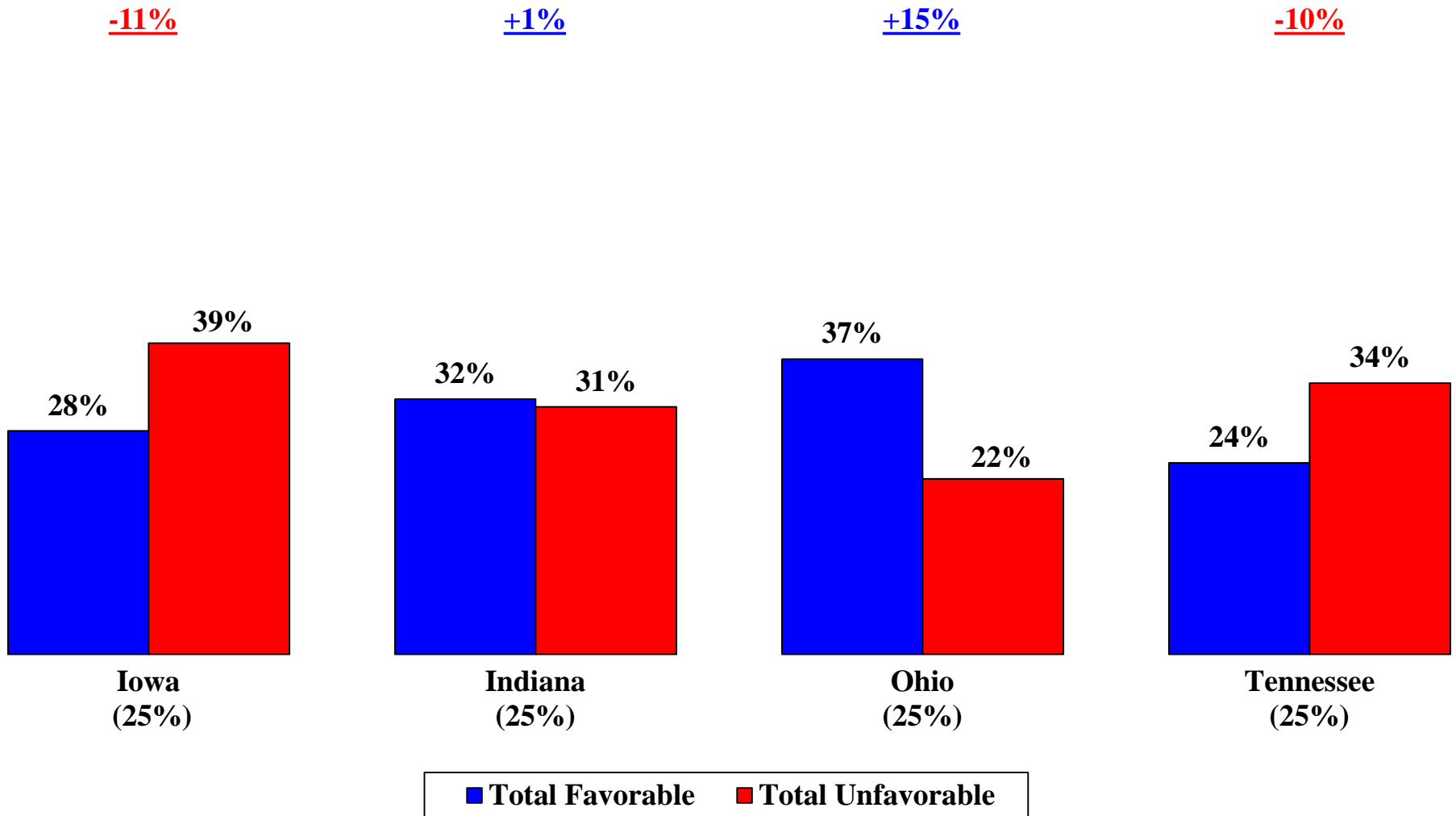
By Party



*Denotes Rounding

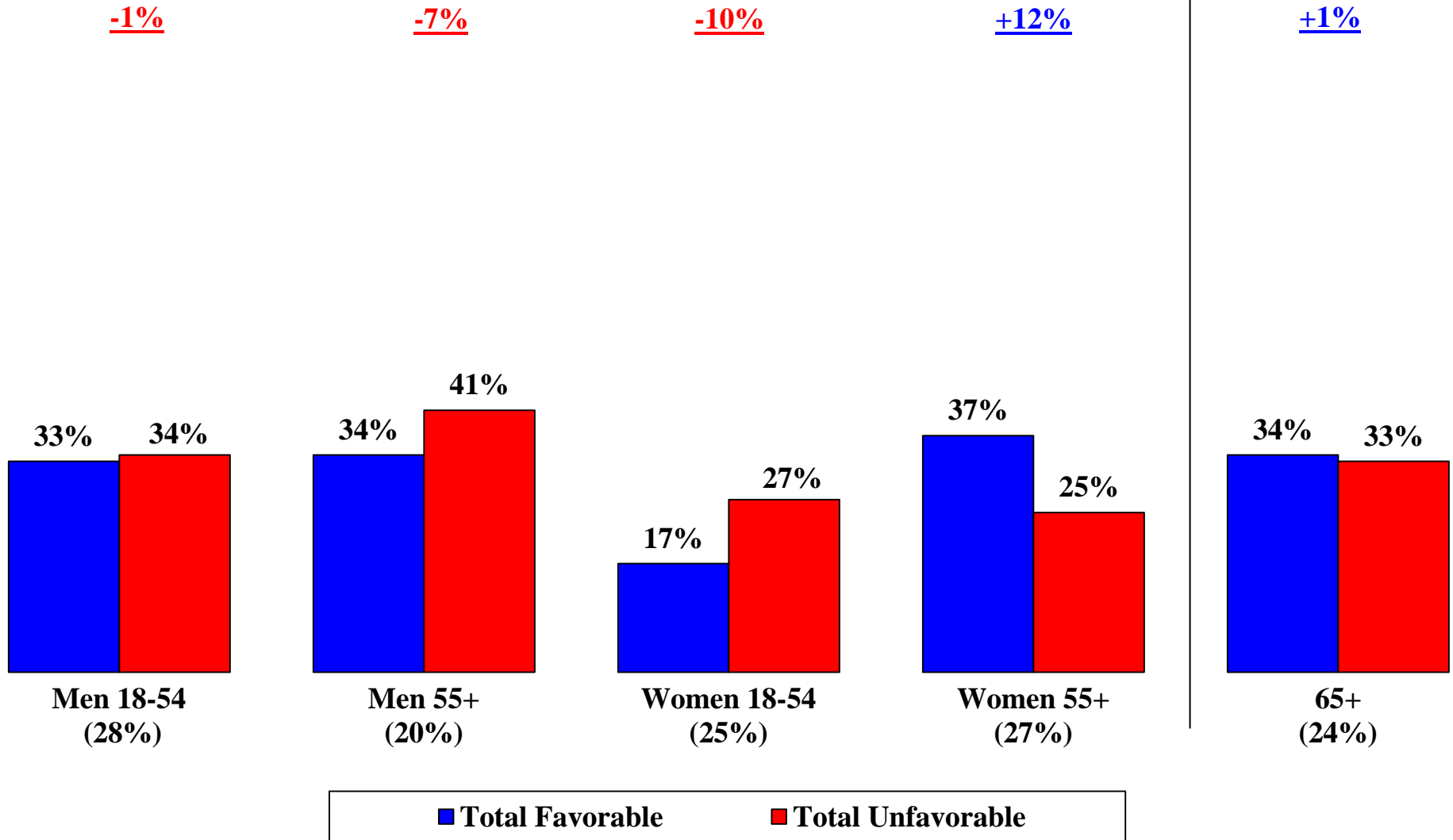
Voters in Ohio have the most favorable image of Cuba.

Cuba Image by State



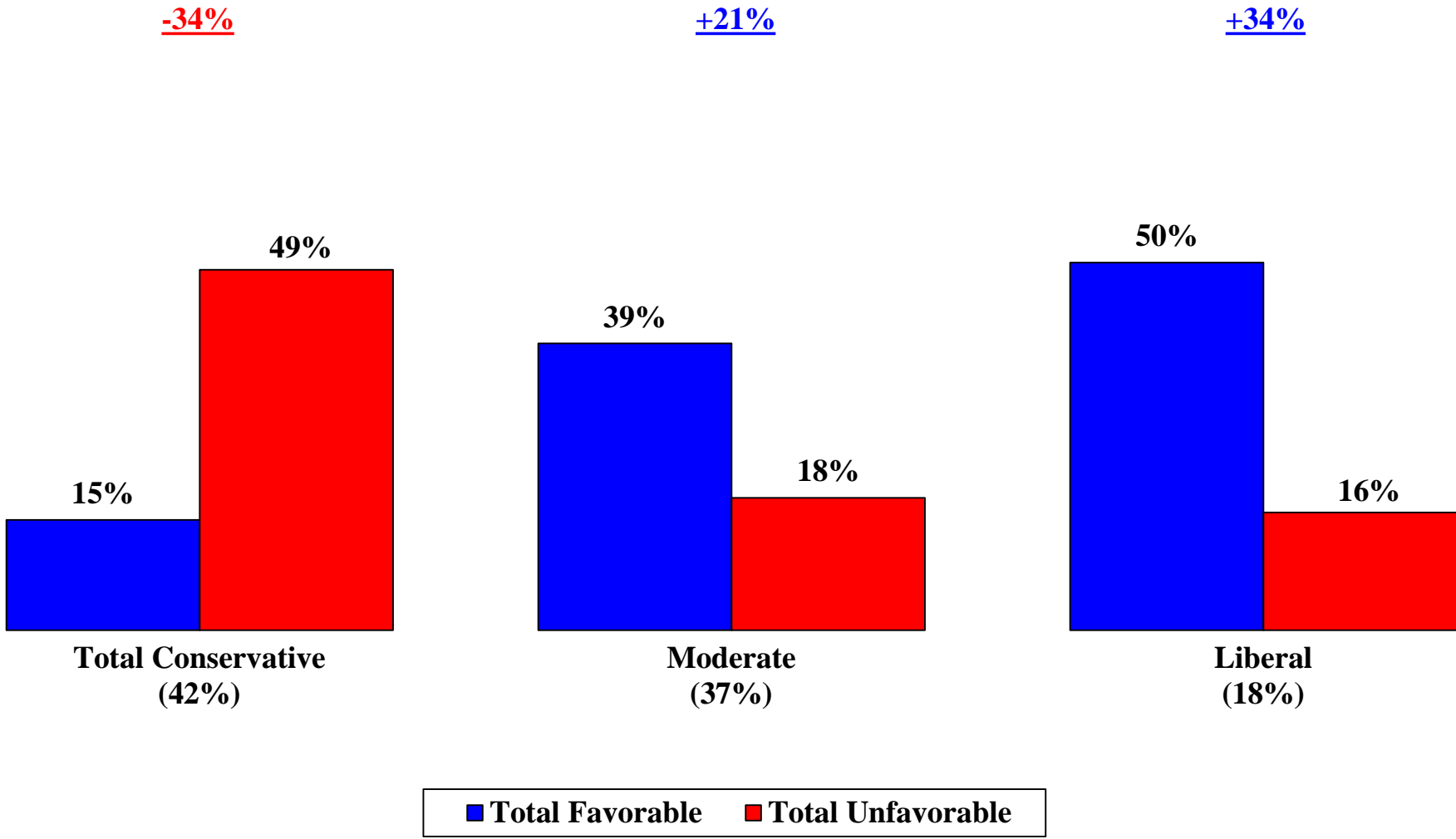
By gender/age, Cuba's image is only positive among older women.

Cuba Image by Gender/Age + Seniors



Moderates and liberals drive the favorable opinion of Cuba. Conservatives are overwhelmingly unfavorable.

Cuba Image by Ideology





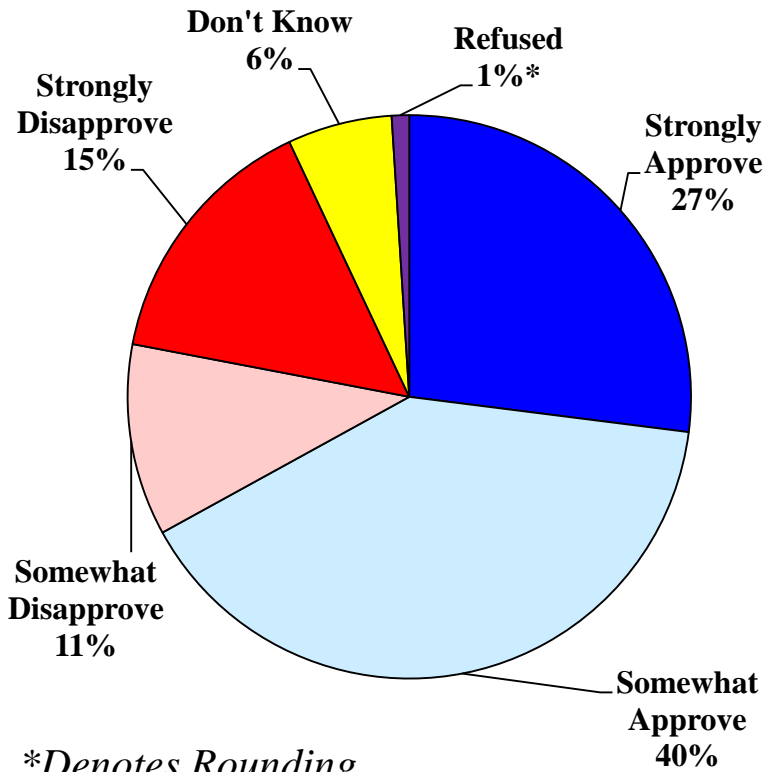
The United States & Cuba

Heartland voters are very supportive of the recent restoration of diplomatic relations with Cuba.

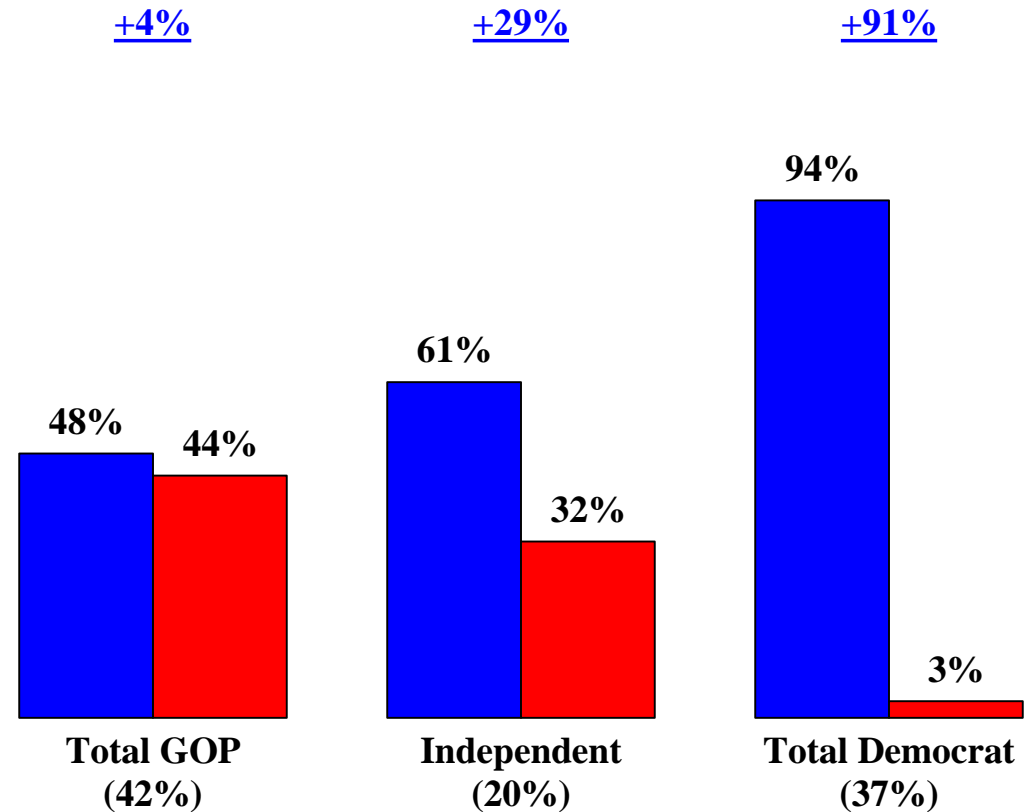
“As you may know, the United States recently restored formal diplomatic relations with Cuba. Do you approve or disapprove of the United States restoring diplomatic relations with Cuba?”

Overall

Total Approve: 68%*
Total Disapprove: 26%



By Party

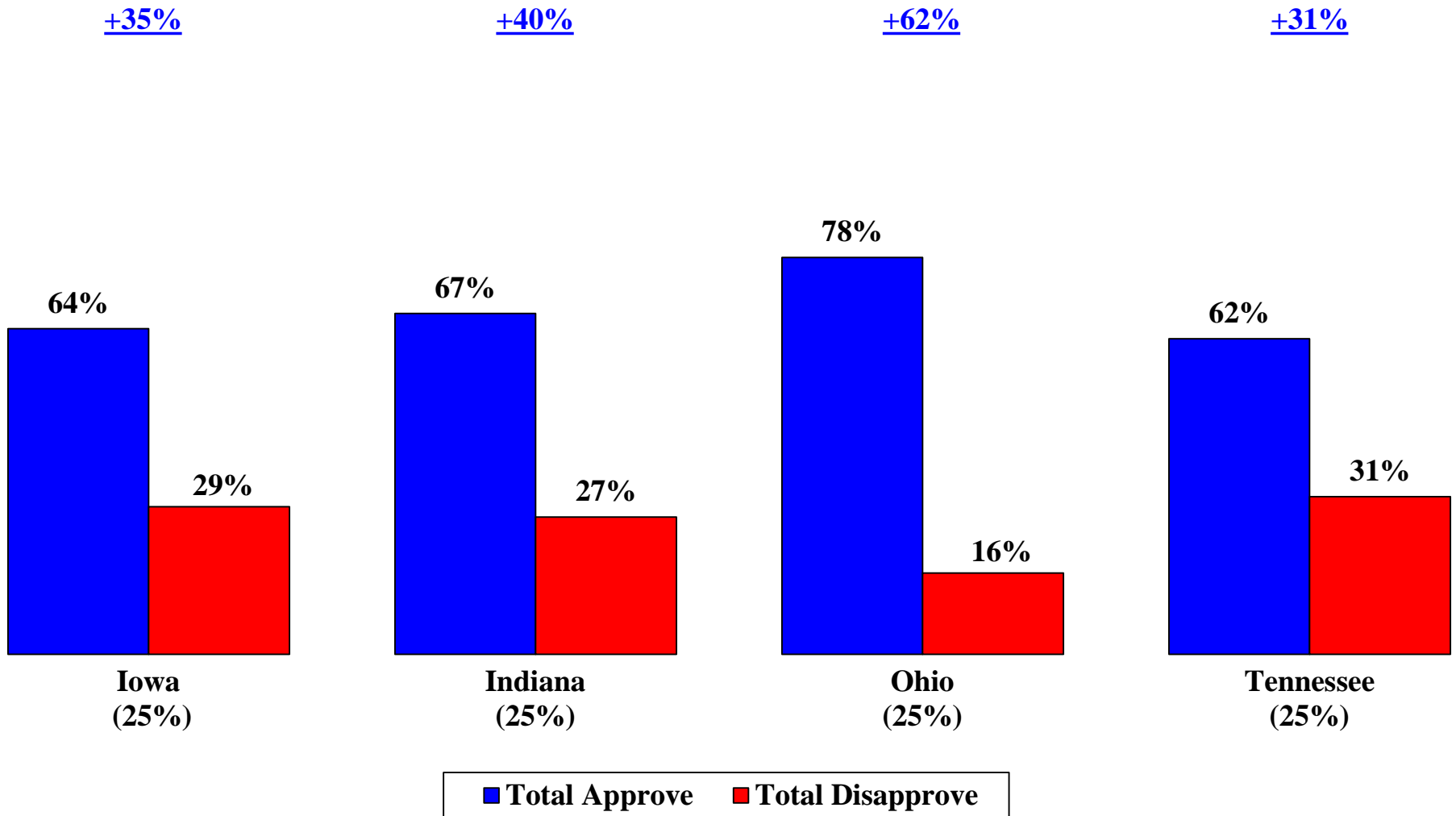


■ Total Approve ■ Total Disapprove

**Denotes Rounding*

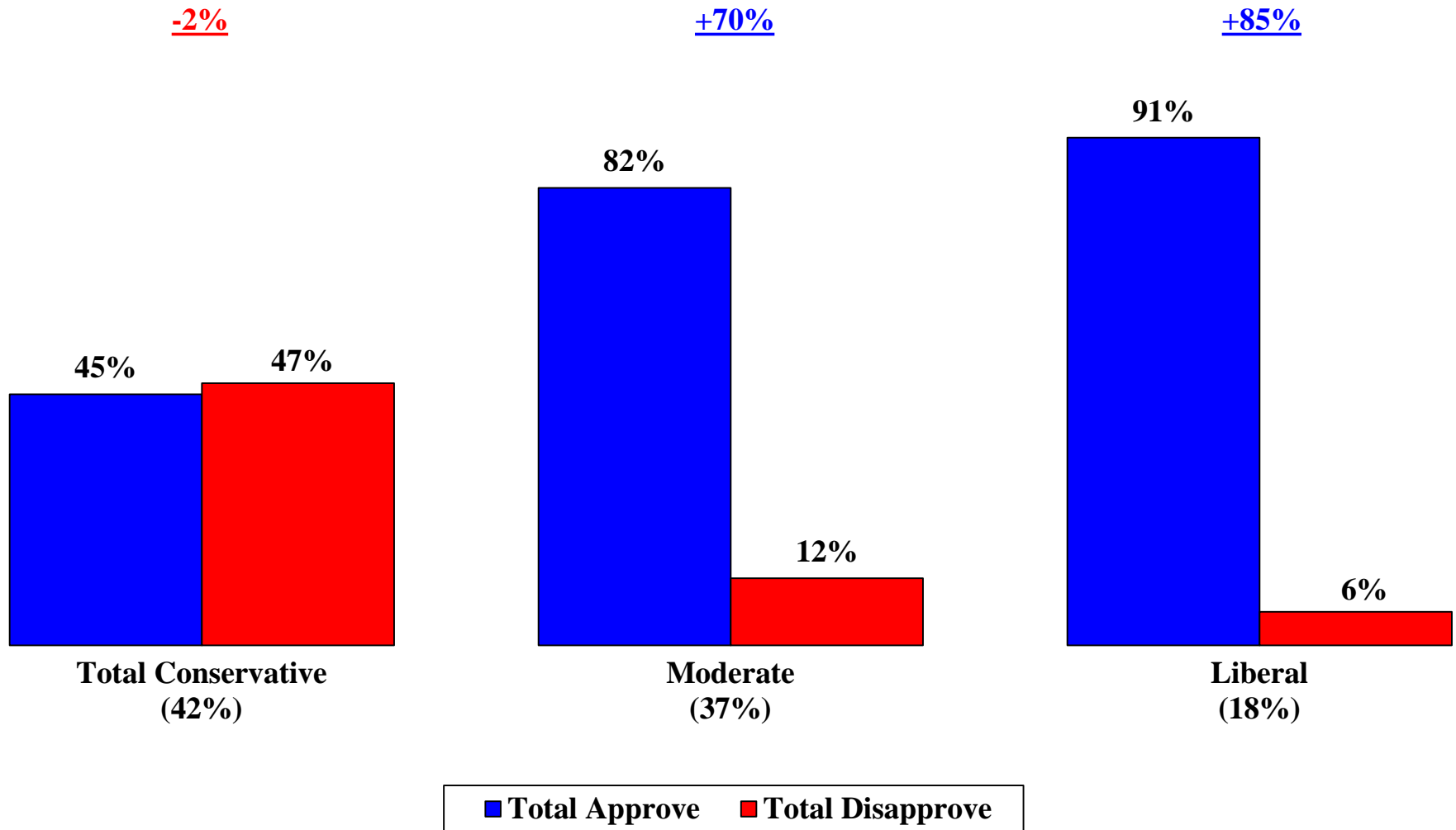
A strong majority of voters in all four states approve of the move to restore diplomatic relations with Cuba.

Restoring Diplomatic Relations w/ Cuba by State



Conservative voters are divided about the decision to restore diplomatic relations with Cuba.

Restoring Diplomatic Relations w/ Cuba by Ideology

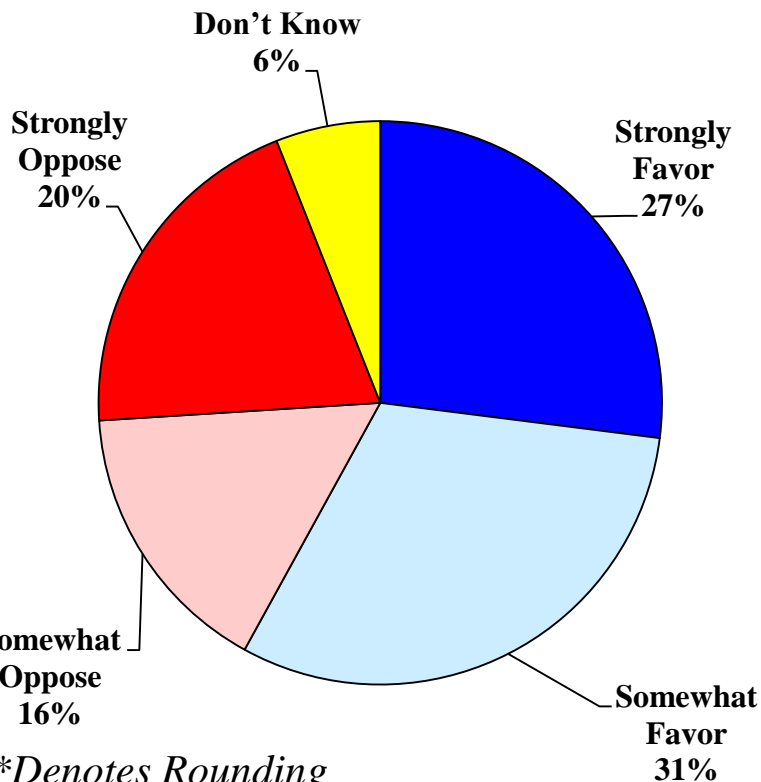


A majority, including Independents, support ending the trade embargo against Cuba.

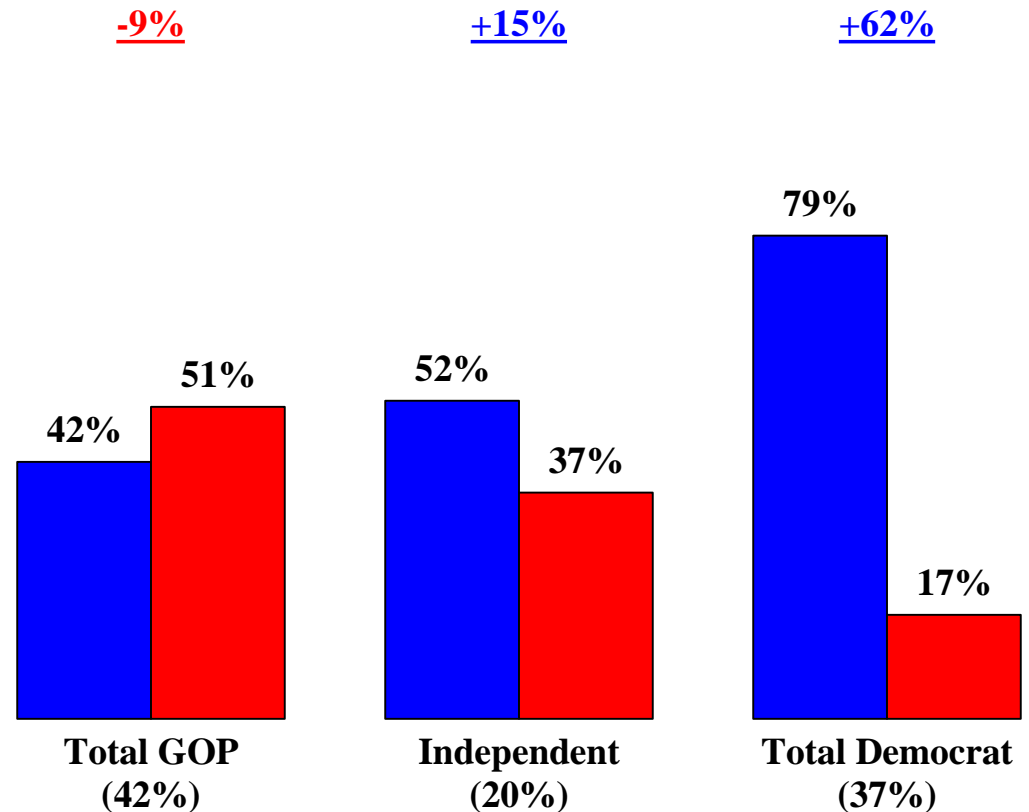
“As you may know, the United States currently maintains a trade embargo that makes it illegal for most U.S. companies to do business with Cuba. Would you favor or oppose the United States ending its trade embargo against Cuba?”

Overall

Total Favor: 58%
Total Oppose: 35%*



By Party



■ Total Favor ■ Total Oppose

*Denotes Rounding

Ohio voters are the most supportive of ending the embargo.

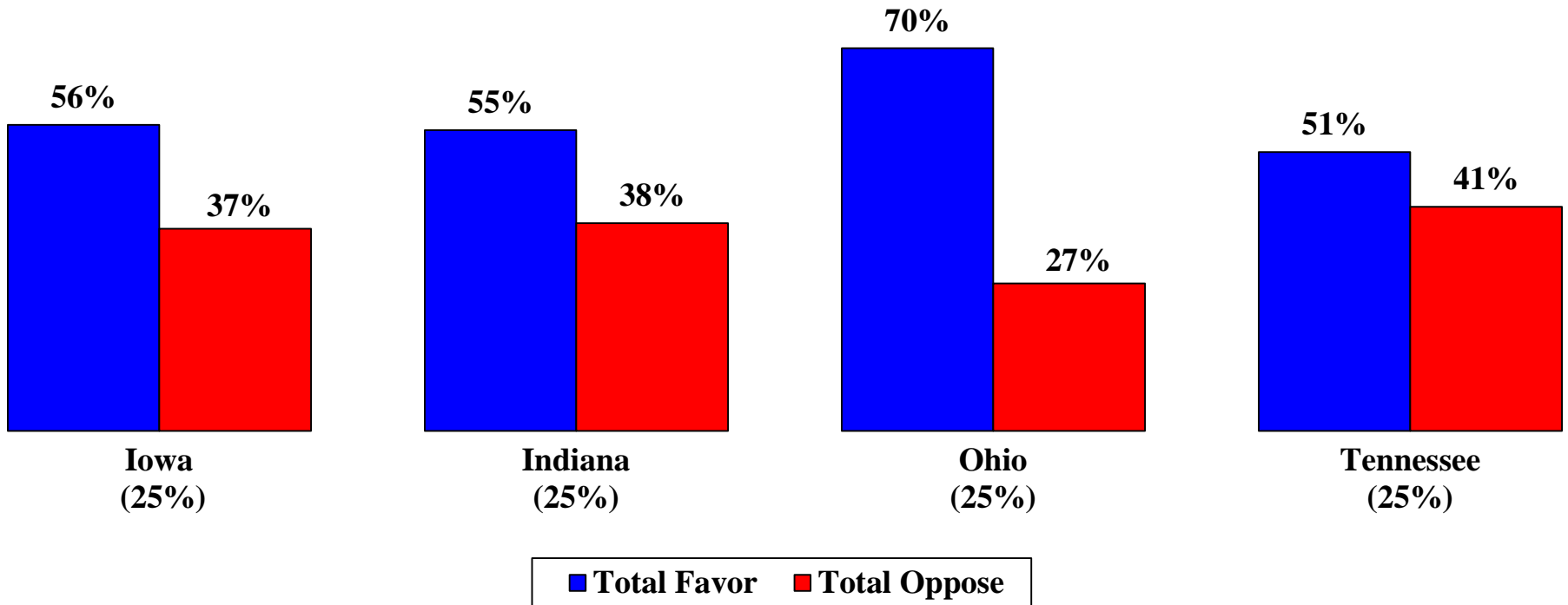
Ending Trade Embargo by State

+19%

+17%

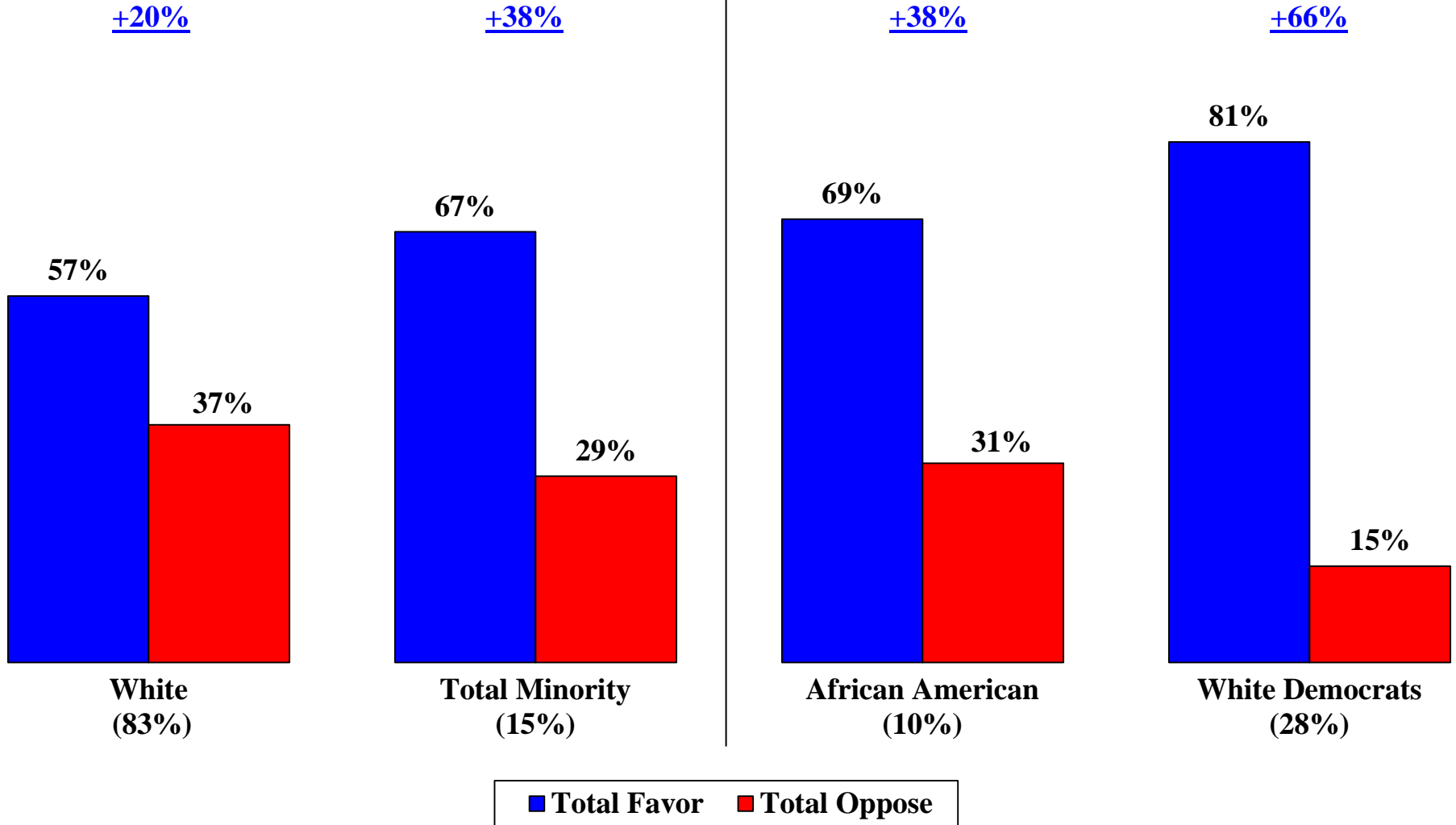
+43%

+10%



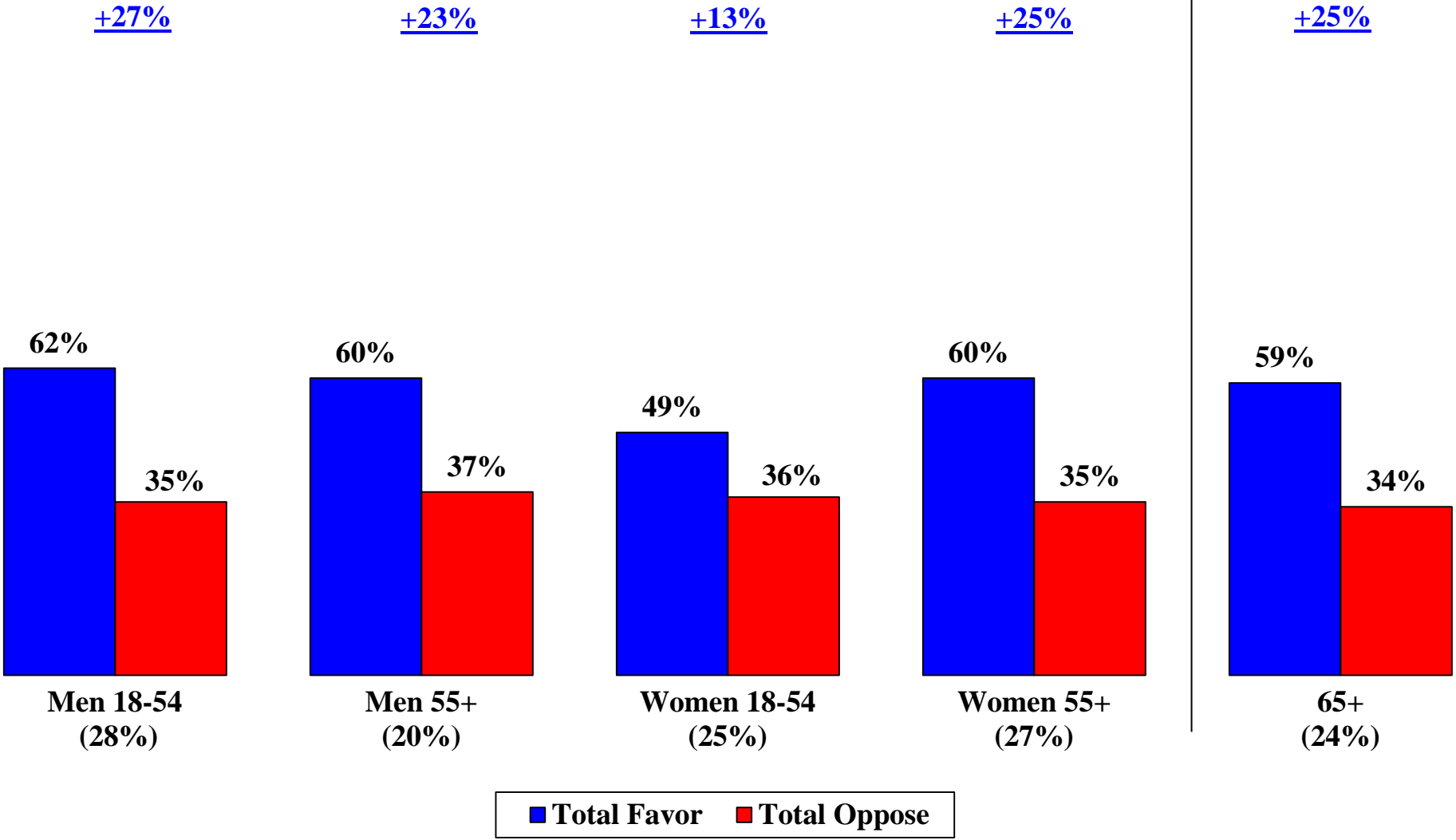
A solid majority of voters across racial lines favor ending the embargo.

Ending Trade Embargo by Ethnicity



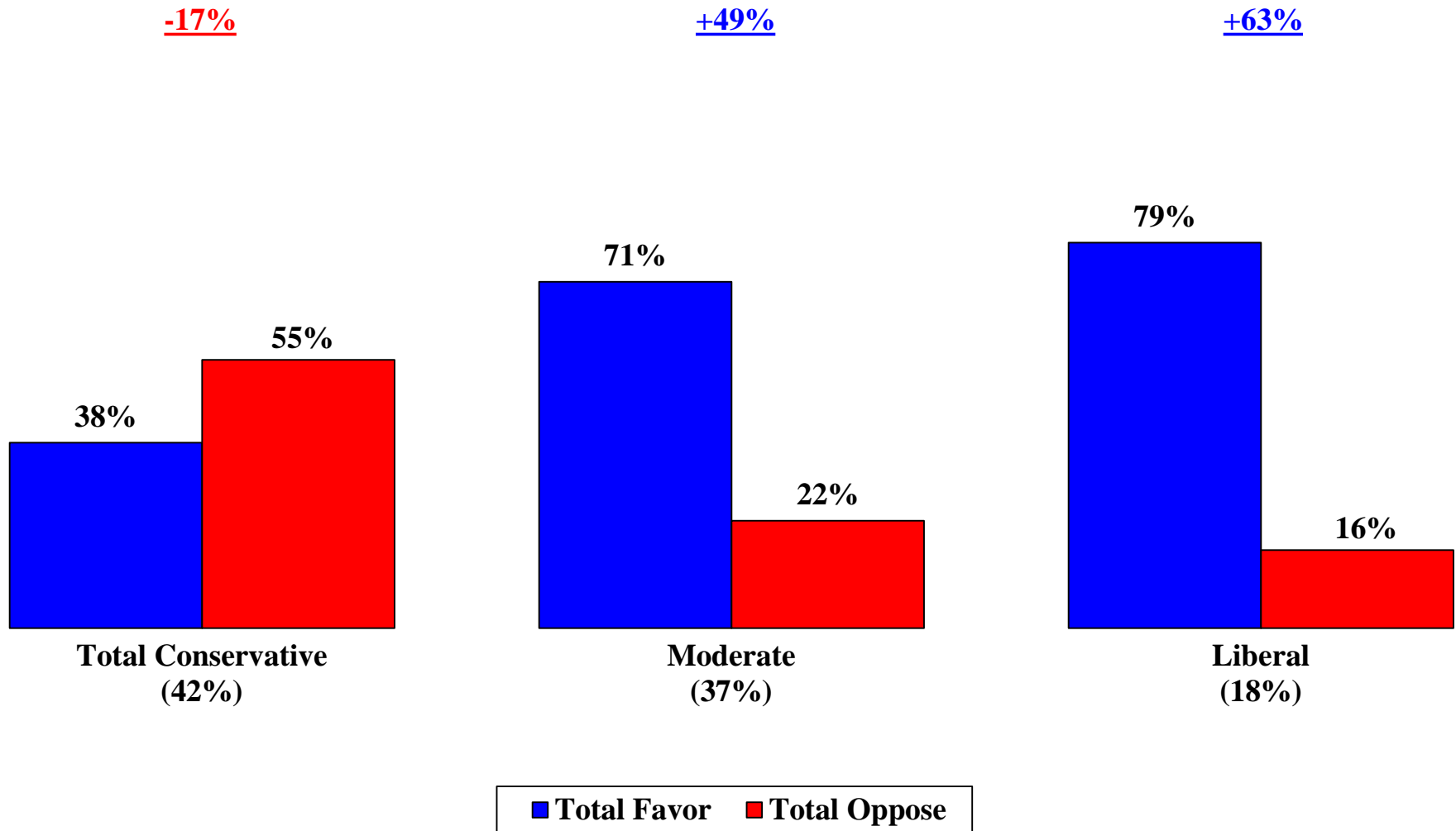
All gender/age groups favor ending the embargo. The margin is smallest among younger women, where 13% say they don't know.

Ending Trade Embargo by Gender/Age + Seniors



Moderates overwhelmingly favor ending the embargo. Conservatives are divided.

Ending Trade Embargo by Ideology

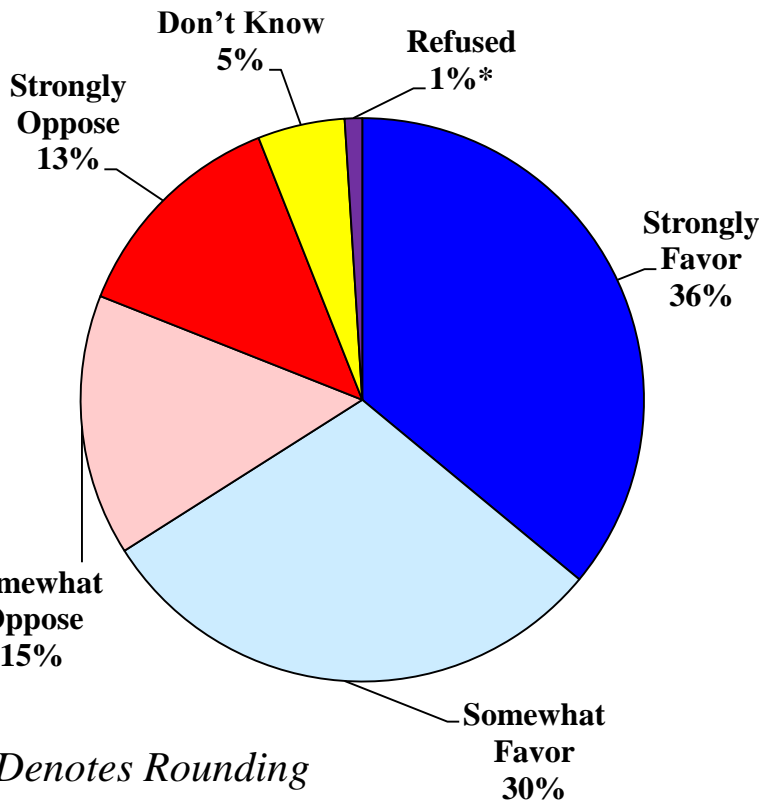


Support is high for ending restrictions on American travel to Cuba. Even GOPers support ending them.

“Despite recent changes, Cuba is the only country in the world where the U.S. government restricts Americans’ ability to travel. Would you favor or oppose the U.S. government ending all restrictions on Americans traveling to Cuba?”

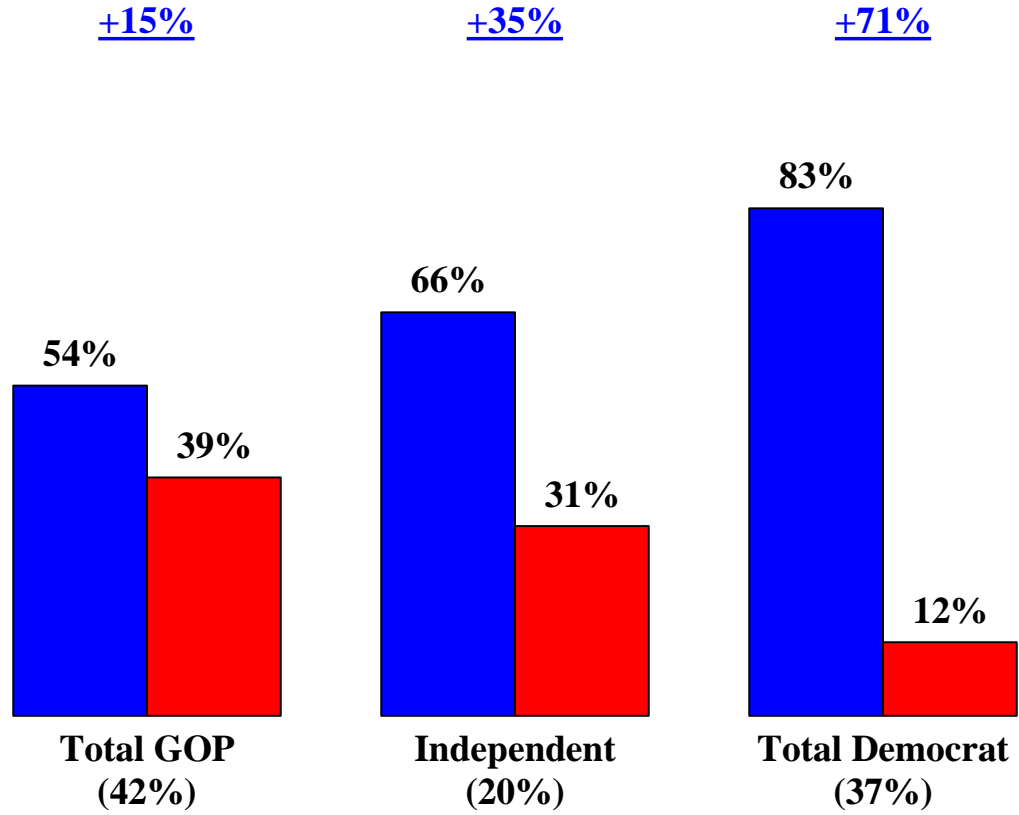
Overall

Total Favor: 67%*
Total Oppose: 28%



**Denotes Rounding*

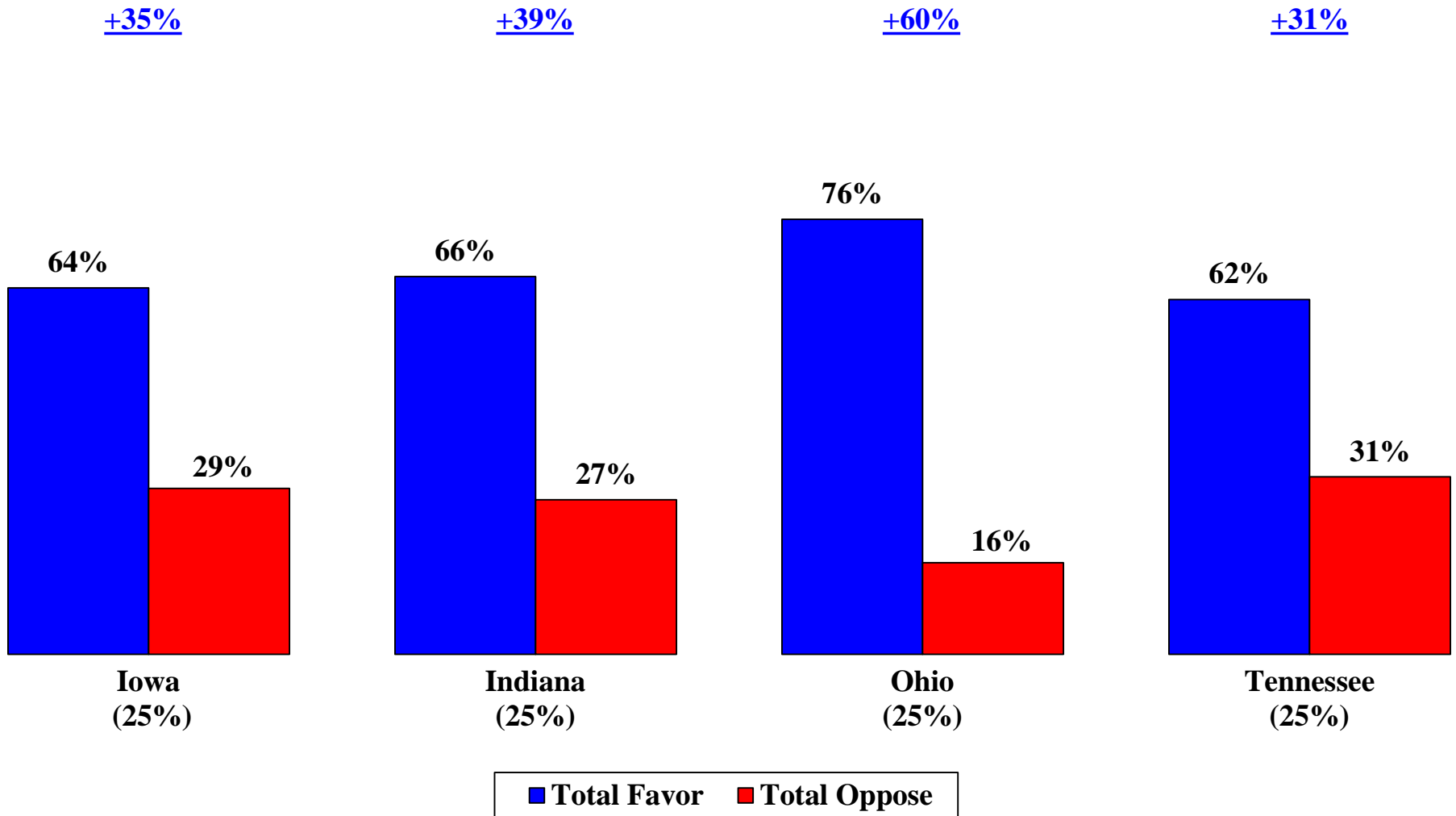
By Party



■ Total Favor ■ Total Oppose

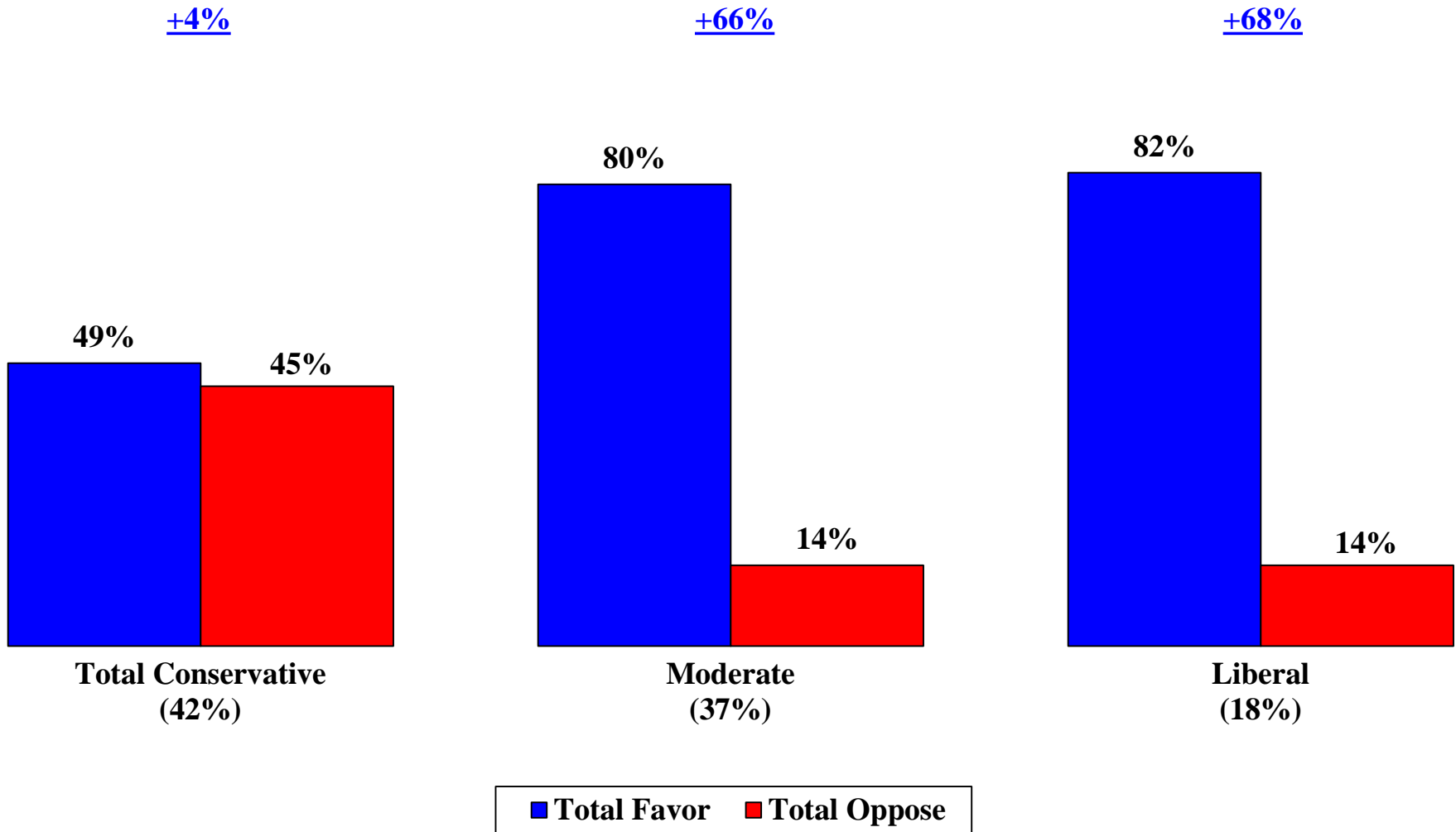
Voters in all surveyed states favor ending the travel restrictions. Ohio voters are especially supportive.

Ending Travel Restrictions by State



Conservatives are divided on whether or not to end the travel restrictions to Cuba.

Ending Travel Restrictions by Ideology



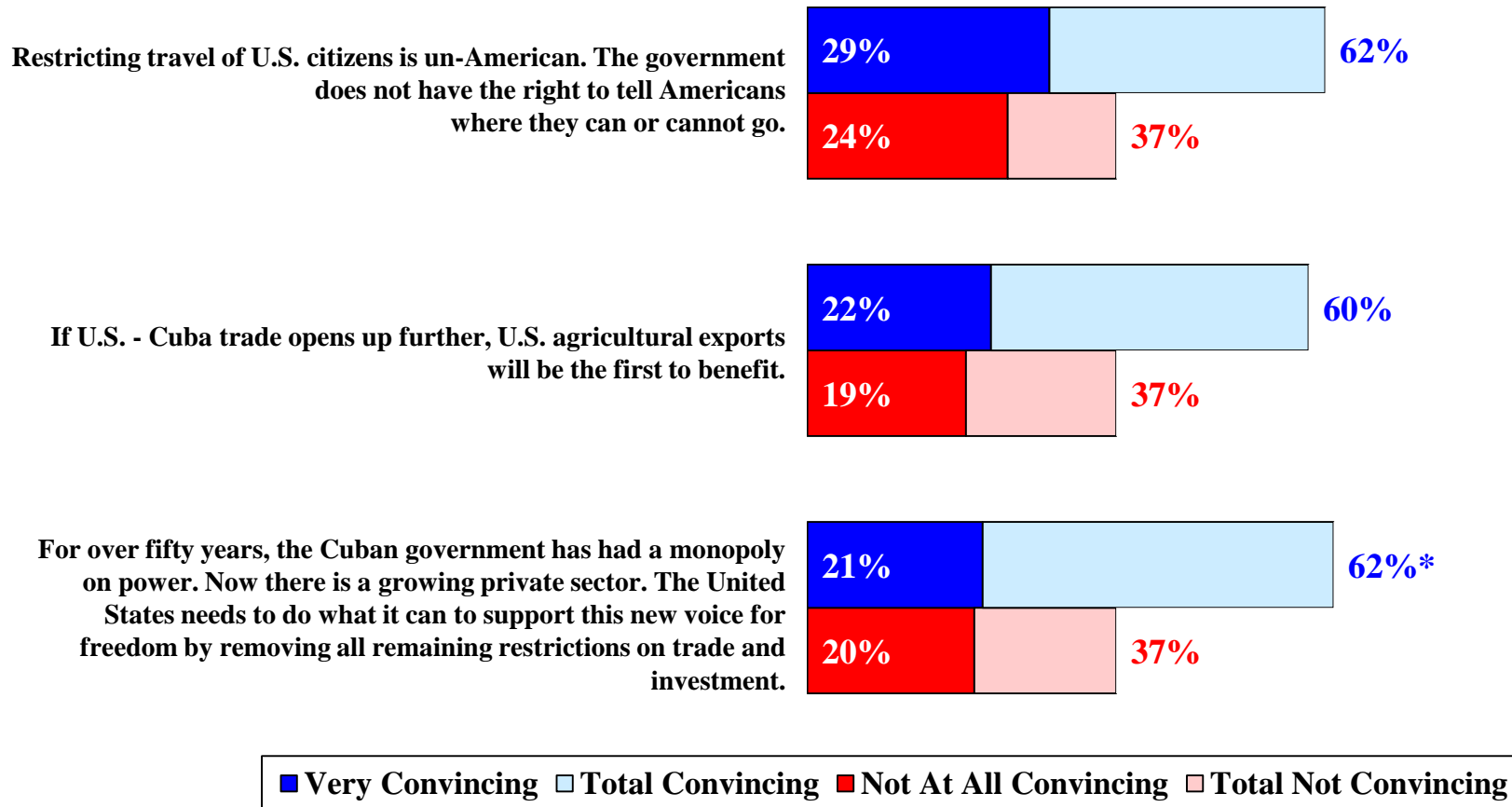


Message Testing

Voters agree with the message that restricting the travel of U.S. citizens is un-American.

“Now I am going to read you a series of statements from people who SUPPORT ending the embargo against Cuba, and after I read each statement, please tell me how convincing you find that statement as a reason for SUPPORTING ending the embargo against Cuba... very convincing, somewhat convincing, not too convincing, or not at all convincing.”

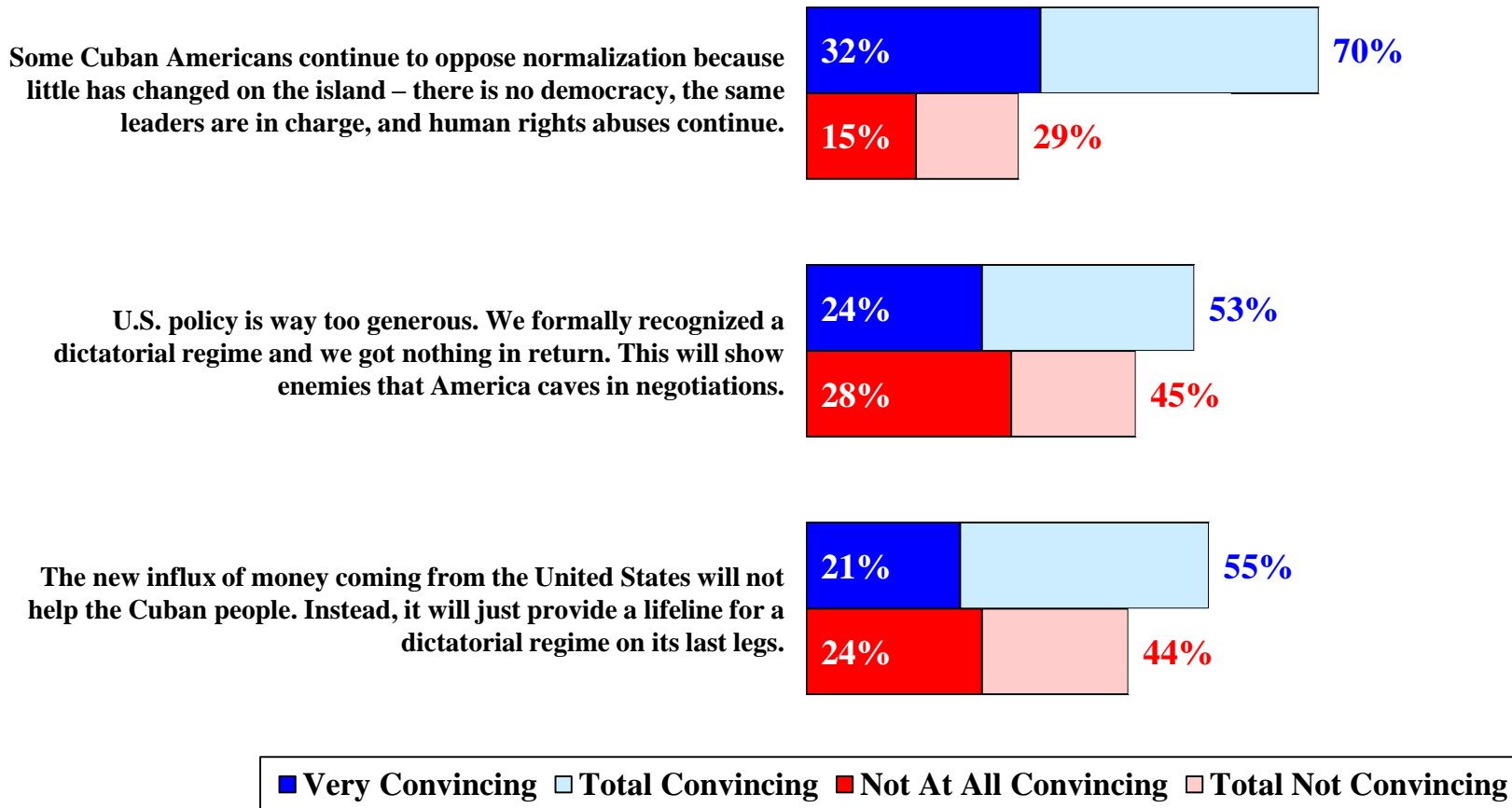
Ranked by % Very Convincing



The top pro-embargo message tested focuses on why some Cuban Americans oppose normalization.

“Now I am going to read you a series of statements from people who OPPOSE ending the embargo against Cuba, and after I read each statement, please tell me how convincing you find that statement as a reason for OPPOSING ending the embargo against Cuba... very convincing, somewhat convincing, not too convincing, or not at all convincing.”

Ranked by % Very Convincing

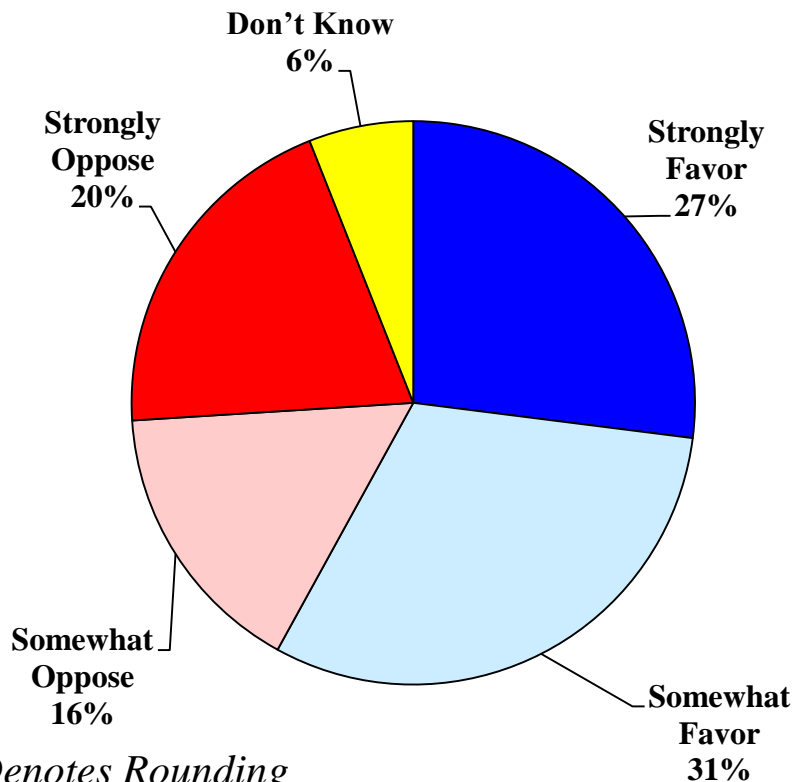


Messaging does not sway these voters. They remain in favor of ending the embargo by 23 points.

“And, now that you have heard some more information, would you favor or oppose the United States ending its trade embargo against Cuba?”

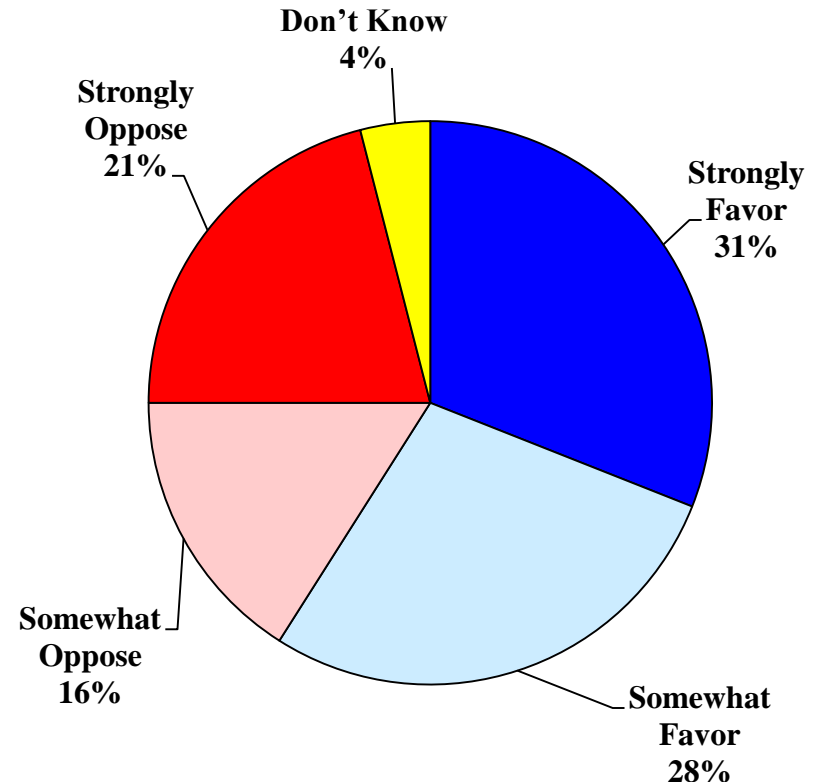
Initial

Total Favor: 58%
Total Oppose: 35%*



Informed

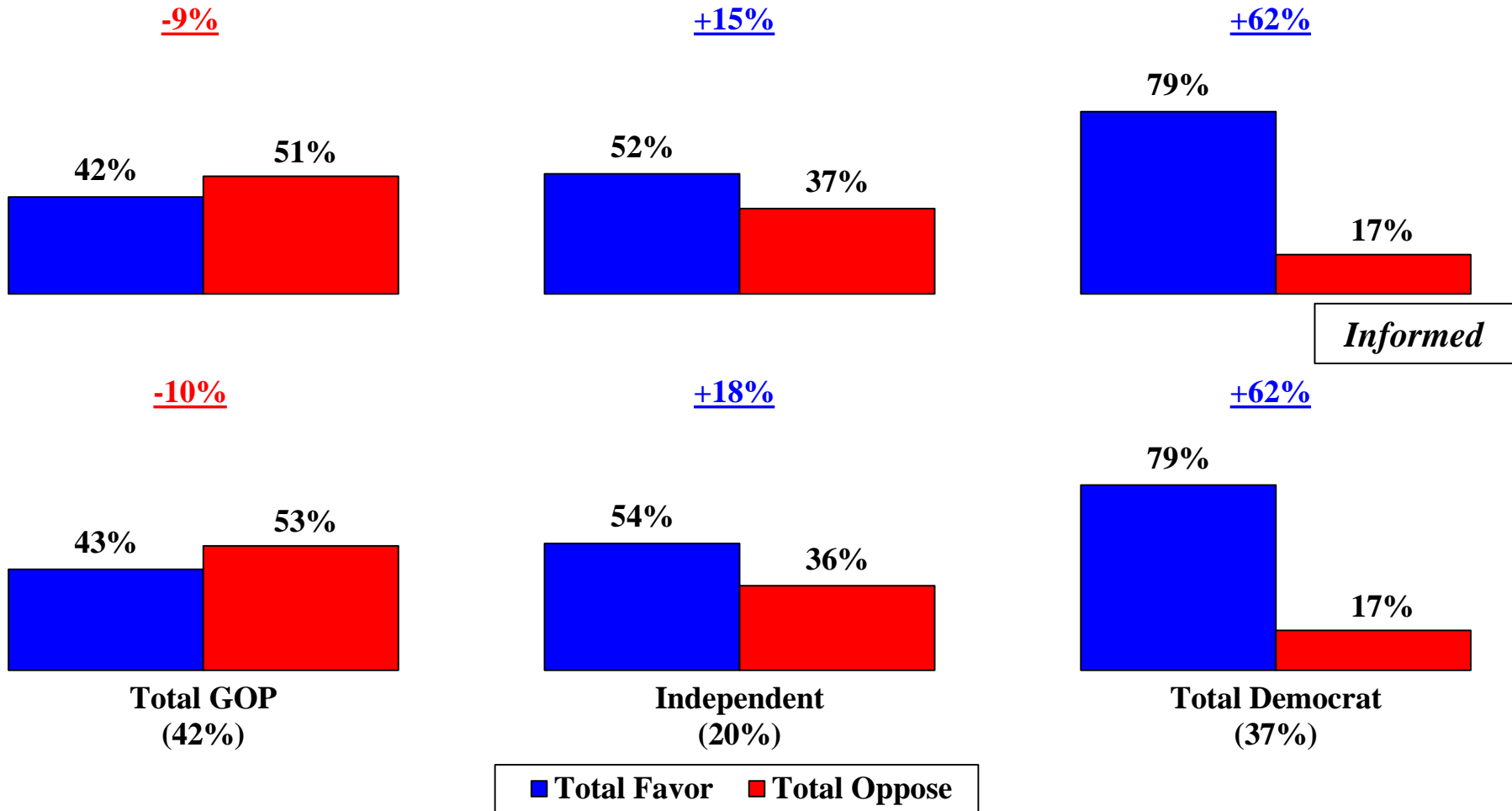
Total Favor: 59%
Total Oppose: 36%*



**Denotes Rounding*

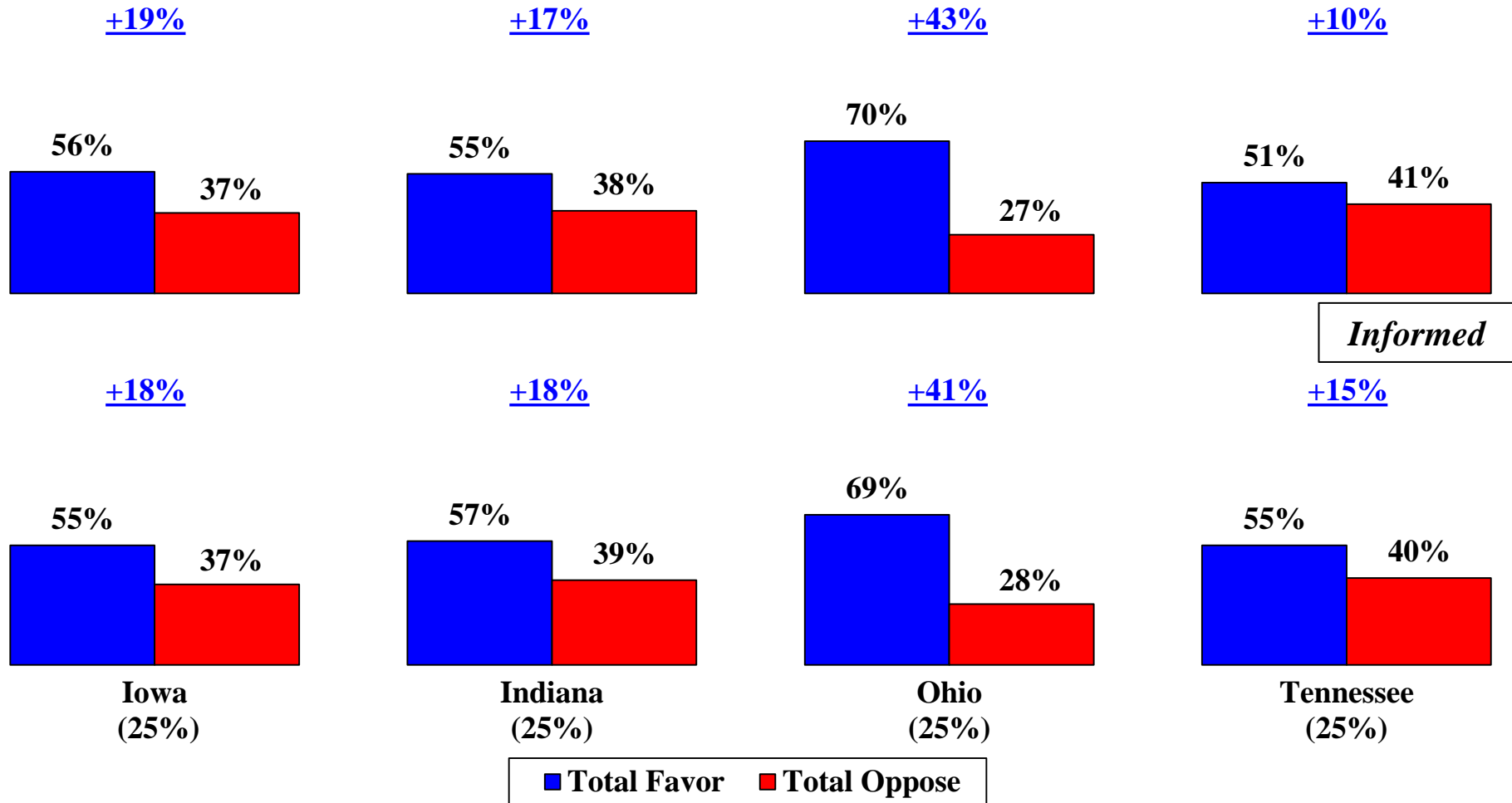
The numbers held stable on the informed ballot by party.

Initial vs. Informed Ending Trade Embargo by Party



There was minimal movement by state after messaging

Initial vs. Informed Ending Trade Embargo by State





The Bottom Line

THE BOTTOM LINE

Voters in these four Heartland states – Indiana, Iowa, Ohio, and Tennessee – are not particularly fond of Cuba, but they support the restoration of diplomatic relations, ending the trade embargo, and ending restrictions on Americans traveling to Cuba.

Cuba's image is one to one favorable across these four states. At the same time, the aforementioned policy changes are supported by solid majorities.

Healthy majorities of Independent voters back the recent restoration of diplomatic relations, ending the trade embargo, and ending restrictions on Americans traveling to Cuba.

Republican voters are not as supportive as Independents, but a majority of GOPers back ending restrictions on Americans traveling to Cuba, and a plurality support the recent restoration of diplomatic relations. There is more opposition toward ending the trade embargo.

Conservatives are slightly in favor of the recent restoration of diplomatic relations and of ending restrictions on Americans traveling to Cuba. However, they are opposed to ending the trade embargo.

By state, Ohioans are the most supportive of the changes, but majorities of all four states back the policy shifts.

Changes in policy toward Cuba are broadly supported. Importantly, these are no longer third rail issues among Republicans and conservatives.

***For more information about this presentation or about
Public Opinion Strategies, please give us a call.***

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Turning Questions Into Answers

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