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FAU Polls Finds Hispanics Support Obama's Cuba Policy, Favor Expanding Trade, Re-establishing Diplomatic Relations

Republicans More Likely to Visit than Democrats

BOCA RATON, Fla. (February 17, 2015) – Hispanics earning the highest incomes were most likely to support lifting the U.S. embargo with Cuba and were most optimistic that it would lead to regime change, according to the latest survey conducted by the Florida Atlantic University Business and Economics Polling Initiative ([FAU BEPI](#)) in the College of Business.

Overall, Hispanics support lifting the embargo, with 43 percent in favor, 24 percent opposed and 33 percent undecided. Among those earning under \$25,000, 24.1 percent opposed the embargo. Opposition to the embargo rises to 41.9 percent of those earning \$25,000 to \$75,000, while 67.8 percent earning more than \$75,000 opposed it. Highest income earners also were most optimistic that lifting the embargo would lead to regime change (64.5 percent).

A majority of all Hispanics surveyed (73 percent) were in favor of re-establishing diplomatic relations with Cuba and in favor of unrestricted travel to Cuba (61 percent). Overall, expanding trade with Cuba was favored by 68 percent of respondents, including 87.1 percent of highest income earners (\$75,000-plus). Republicans are most likely to visit Cuba (56.8 percent), while only 38.5 percent of Democrats said they are likely to visit.

“A plausible explanation for the support of high income earners to lift the embargo could be the vision of investing in Cuba,” said Monica Escaleras, director of BEPI. “Young respondents as well as high-income earners might see lucrative opportunities, perhaps opening businesses in Cuba.”

The Cuba poll was part of a monthly survey by BEPI of consumer optimism among Hispanics, which rose to a new high of 100.69, up from 86.4 in December, the highest level since FAU started calculating the index in August 2014. The survey was conducted

nationally from Jan. 1 through Jan. 31. The polling sample consisted of 500 Hispanics with a margin of error of +/- 4.33 percent and a 95 percent confidence level.

For more information, visit www.business.fau.edu/bepi or contact Monica Escaleras at 561-297-1312 or BEPI@fau.edu.

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About FAU BEPI:

The Florida Atlantic University Business and Economic Polling Initiative Conducts surveys on business, economic, political and social issues with a focus on Hispanic attitudes and opinions at regional, state and national levels via planned monthly national surveys. The initiative subscribes to the American Association of Public Opinion Research and is a resource for public and private organizations, academic research and media outlets. In addition, the initiative is designed to contribute to the educational mission of the University by providing students with valuable opportunities to enhance their educational experience by designing and carry out public opinion research.

About Florida Atlantic University:

Florida Atlantic University, established in 1961, officially opened its doors in 1964 as the fifth public university in Florida. Today, the University, with an annual economic impact of \$6.3 billion, serves more than 30,000 undergraduate and graduate students at sites throughout its six-county service region in southeast Florida. FAU's world-class teaching and research faculty serves students through 10 colleges: the Dorothy F. Schmidt College of Arts and Letters, the College of Business, the College for Design and Social Inquiry, the College of Education, the College of Engineering and Computer Science, the Graduate College, the Harriet L. Wilkes Honors College, the Charles E. Schmidt College of Medicine, the Christine E. Lynn College of Nursing and the Charles E. Schmidt College of Science. FAU is ranked as a High Research Activity institution by the Carnegie Foundation for the Advancement of Teaching. The University is placing special focus on the rapid development of three signature themes – marine and coastal issues, biotechnology and contemporary societal challenges – which provide opportunities for faculty and students to build upon FAU's existing strengths in research and scholarship. For more information, visit www.fau.edu.