

Bendixen & Amandi International Poll for Univision Noticias/Fusion in Collaboration with The Washington Post Methodology

Bendixen & Amandi International (B&A), a professional independent public opinion research firm located in Miami, Florida, conducted a nationally representative study of Cuban adults living in Cuba for Univision Noticias/Fusion in collaboration with The Washington Post. The content of the poll focused on measuring Cubans' attitudes and opinions about life in Cuba, reactions to the normalization of relations with the United States, perceptions of key institutions and political leaders, foreign policy, media and technology habits, quantification of remittances, and other demographics. The methodology was designed to be representative of the country's adult population, while taking into consideration practical realities including, but not limited to: cost, accessibility, timing, infrastructure and security. The end result of this significant undertaking is a comprehensive survey of 1,200 Cuban adults. The N=1,200 sample is sufficient to allow for sub-group analysis of important demographic groups. Respondents were screened on the basis of age and whether or not they have a Cuban identity card to determine if they are citizens of Cuba.

Telephone sampling was not possible due to lack of penetration (under 15% penetration rates for both landline and mobile phones in Cuba according to the latest statistics available). A field team was organized to conduct the interviews. The field team underwent a rigorous training carried out by senior B&A research staff in order to ensure that all field team members were comfortable with the survey content, format and language. Furthermore, field team members were trained in data capturing. All interviews were conducted in person (face-to-face) by local interviewers. Quality control measures were carried out in the United States by B&A research staff in order to ensure that all surveys were complete and accurate.

Due to the infrastructure and security challenges in Cuba at this time, B&A conducted a seven day pilot study before beginning formal fieldwork. The central purposes of this pilot study were to a) determine whether it would be possible to collect a probability sample throughout Cuba (particularly in Havana) and b) to make sure the questionnaire was clearly understood by respondents and that the response capture process worked as intended. The pilot concluded on Monday, March 16th, 2015. The key results of the pilot study that impacted methodology are:

- the response capture process functioned as intended and interviewers were able to accurately record responses, including verbatim responses
- no major safety or confidentiality problems arose during the pilot study
- probability sampling was viable for all provinces (including the capital city of Havana)
- field operations commenced on Tuesday, March 17th and all interviews were completed within 10 days.

The probability sample for the country was based on a multi-stage stratified random sample through respondent selection. The stages to this sampling process were as follows:

Stage 1: Sampling Points (SPs) were determined after stratifying the total population by province, level of urbanization and population density. From this information, SPs were randomly selected to yield samples that were proportional to the population for each province.

Stage 2: Using the random route method, households were selected within each SP. This method involved selecting a specific address (or household) in each SP at random as a starting point. Each interviewer was then given instructions to identify additional households by taking alternate left and right turns and stopping at every nth household.

Stage 3: For each elected household, individual respondents were selected using a Kish grid. In a Kish grid, the interviewer first asks for the ages and genders of every household member before conducting the interview (only persons aged 18 or older were eligible for selection). The individual to be interviewed was then chosen based on a random number in the grid. In cases when the chosen respondent was not available to be interviewed, two more attempts were made to reach that person. If the selected person was not reached by the third attempt, a substitution for another person in the household was made.

Sample breakdown by Province

Havana (City)	19.3%
Havana (Province)	6.6%
Santiago de Cuba	9.4%
Holguin	9.3%
Granma	7.5%
Villaclara	7.2%
Camagüey	6.9%
Pinar del Río	6.5%
Matanzas	6.1%
Las Tunas	4.8%
Guantánamo	4.6%
Sancti Spiritus	4.2%
Ciego de Ávila	3.9%
Cienfuegos	3.7%

Once all surveys were completed, the data was compiled into one file and sent to B&A for processing and analysis. The field period for the survey ended on March 27th, 2015.

The margin of error is 2.8% at the 95 percent confidence level.

