
2014 SURVEY OF ASIAN AMERICAN REGISTERED VOTERS



Survey research and analysis by



@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices

Mee Moua

ASIAN AMERICANS ADVANCING JUSTICE | AAJC

@Mee_Moua @AAAJ_AAJC #aapivoices

@APIAVote @AAAJ_AAJC @AAPIData #aapivoices



Karthick Ramakrishnan

AAPI DATA

@AAPIdata @karthickr

#aapivoices

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



EXECUTIVE SUMMARY (PART 1)

- Top issues: National security, Jobs/economy, Gun control, Health care
- Still “up for grabs” in terms of party identification
 - Largest group is “independent” or “don’t know”
 - Among partisans, Democrats have 2-to-1 advantage
 - Results similar to 2012, but stronger move to Dems among women
- Democratic advantage on most issues
 - Dem advantage strongest on health care, income inequality
 - Moderate on gun control, immigration, weakest on taxes
 - Republican advantage on national security

@APIAVote @AAAJ_AAJC @AAPIData #aapivoices



EXECUTIVE SUMMARY (PART 2)

- Mostly not being contacted
 - Contact rates lower than in May 2012
 - Contact by community organizations on par with parties
- Overall, voter enthusiasm is not higher than before
 - Women less enthusiastic than men
 - Vietnamese Americans and Republicans more enthusiastic
- Overall Democratic advantage in House vote
 - More evenly matched for Chinese Americans
 - Republican advantage among Vietnamese Americans
- Importance of ethnic media

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



METHODOLOGY

- 1,337 telephone interviews of registered voters conducted between August 14 to September 11, 2014
 - Overall margin of error: 2.7%
 - Landline and cell phones
- Six largest national origins:
 - Chinese (230), Filipino (210), Asian Indian (230), Japanese (212), Korean (224), Vietnamese (231)
 - Margin of error per group: 6.4% to 6.8%
- Data weighted by ethnicity and gender, state of residence, education, and nativity

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



BACKGROUND

- **Rapidly growing electorate**

- See Center for American Progress report “State of Asian Americans and Pacific Islanders”
- Doubling of voters (+2 million in just 12 years)
- Growing CVAP presence
 - 5% or more in 7 states, 73 counties, 103 Congressional Districts
- Growth of registered voters per midterm cycle: 600,000
 - Turnout in midterms is key

- **Growth in community infrastructure**

- On registration, from 154 orgs in 2012 to 317 in 2014

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



MOOD OF THE ASIAN AMERICAN ELECTORATE

@APIAVote @AAAJ_AAJC @AAPIData #aapivoices



STATE OF THE ECONOMY

	Overall	Asian Indian	Chinese	Filipino	Japanese	Korean	Vietnamese
Excellent	1%	3%	1%	2%	1%	1%	1%
Good	24%	36%	20%	23%	30%	12%	20%
Just Fair	47%	45%	49%	47%	43%	32%	58%
Poor	25%	16%	28%	25%	20%	53%	15%
Don't Know	3%	1%	2%	3%	6%	1%	6%
N	1,337	230	230	210	212	224	231

	Male	Female	U.S. Born	Foreign Born
Excellent	2%	1%	1%	1%
Good	28%	20%	30%	12%
Just Fair	46%	47%	43%	32%
Poor	21%	29%	20%	53%
Don't Know	3%	3%	6%	1%
N	717	620	212	224

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



PRESIDENTIAL JOB APPROVAL

	Overall	Asian Indian	Chinese	Filipino	Japanese	Korean	Vietnamese
Approve	50%	63%	49%	45%	58%	48%	41%
Disapprove	36%	20%	39%	39%	31%	41%	42%
Don't Know	13%	16%	11%	15%	11%	10%	15%
Refused	1%	1%	1%	1%	0%	1%	1%
N	1,337	230	230	210	212	224	231

	Male	Female	U.S. Born	Foreign Born
Approve	49%	51%	52%	49%
Disapprove	40%	32%	40%	34%
Don't Know	10%	16%	9%	15%
Refused	1%	1%	0%	1%
N	717	620	344	993

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



GOP FAVORABILITY

	Overall	Asian Indian	Chinese	Filipino	Japanese	Korean	Vietnamese
Favorable	39%	30%	38%	39%	29%	52%	45%
Unfavorable	39%	47%	41%	34%	50%	42%	27%
No Opinion	22%	23%	22%	25%	20%	4%	29%
Never Heard	1%	0%	0%	1%	1%	2%	0%
N	1,337	230	230	210	212	224	231

	Male	Female	U.S. Born	Foreign Born
Favorable	40%	37%	34%	41%
Unfavorable	42%	37%	55%	32%
No Opinion	17%	26%	11%	26%
Never Heard	1%	1%	0%	1%
N	717	620	344	993

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



DEM FAVORABILITY

	Overall	Asian Indian	Chinese	Filipino	Japanese	Korean	Vietnamese
Favorable	55%	68%	60%	50%	61%	56%	34%
Unfavorable	29%	15%	23%	31%	27%	39%	42%
No Opinion	16%	15%	17%	19%	12%	2%	24%
Never Heard	1%	1%	0%	1%	0%	3%	0%
N	1,137	230	230	210	212	224	231

	Male	Female	U.S. Born	Foreign Born
Favorable	51%	59%	59%	55%
Unfavorable	34%	23%	34%	36%
No Opinion	15%	26%	8%	19%
Never Heard	0%	1%	0%	1%
N	717	620	334	993

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices

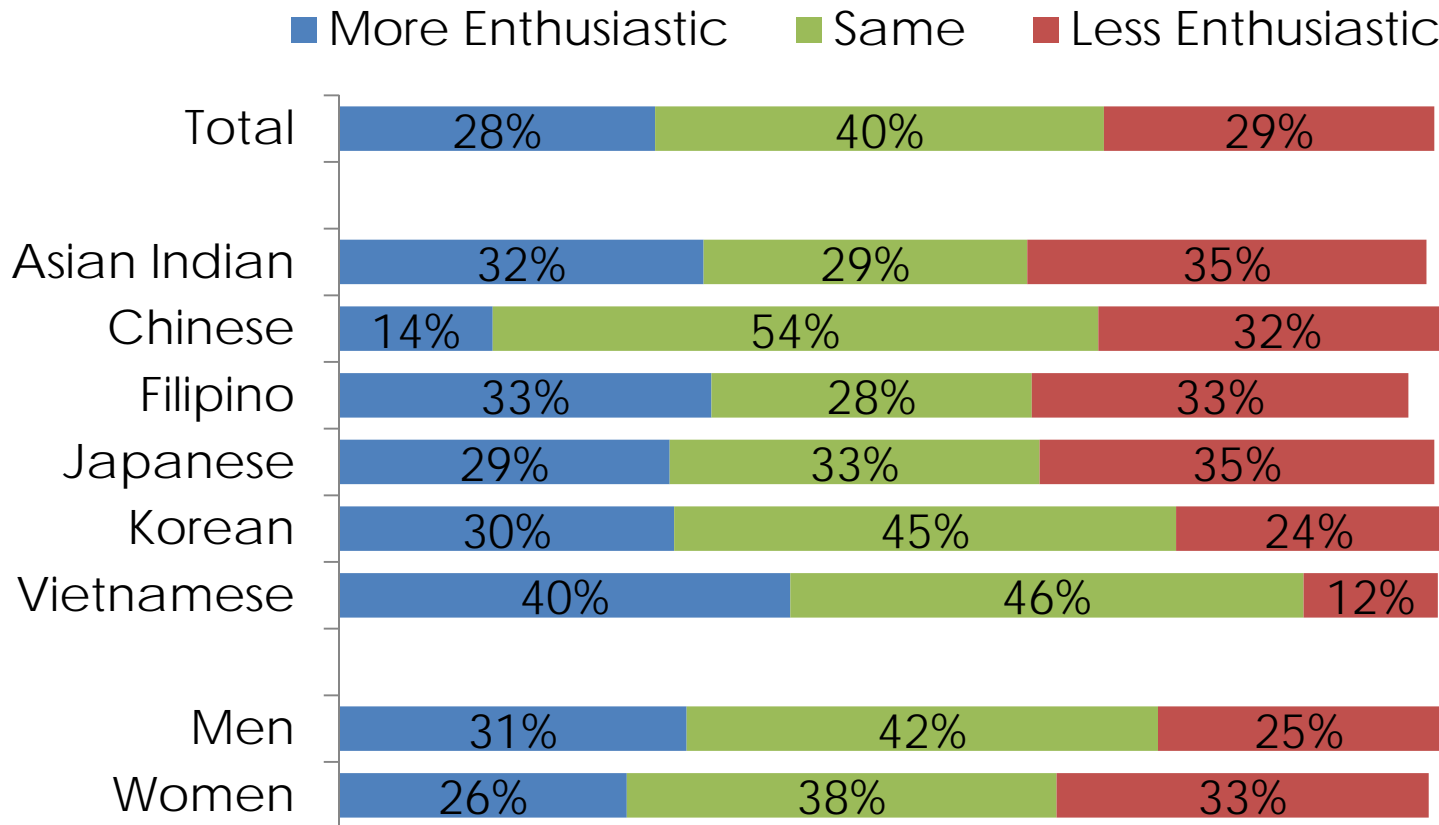


VOTER INTEREST AND INTENTION

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



VOTER INTEREST IN 2014



@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



VOTER INTEREST IN 2014

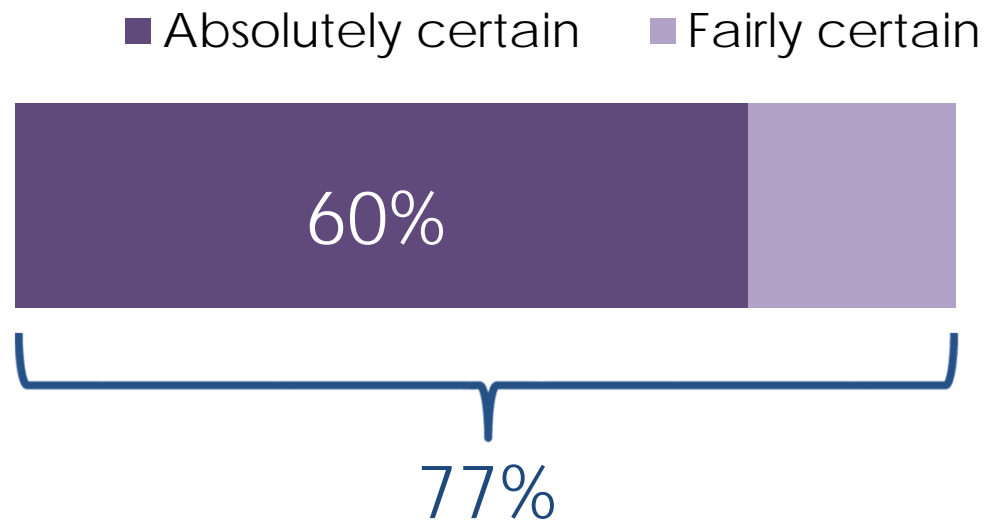
No significant age pattern

	18 to 34	35 to 49	50 to 64	65 plus
More enthusiastic	39%	28%	29%	25%
Same	21%	36%	43%	44%
Less enthusiastic	38%	36%	26%	26%

Republicans more enthusiastic

	Democrat	Republican	Independent
More enthusiastic	31%	37%	24%
Same	33%	22%	30%
Less enthusiastic	36%	41%	46%

LIKELY TURNOUT AMONG REGISTERED VOTERS

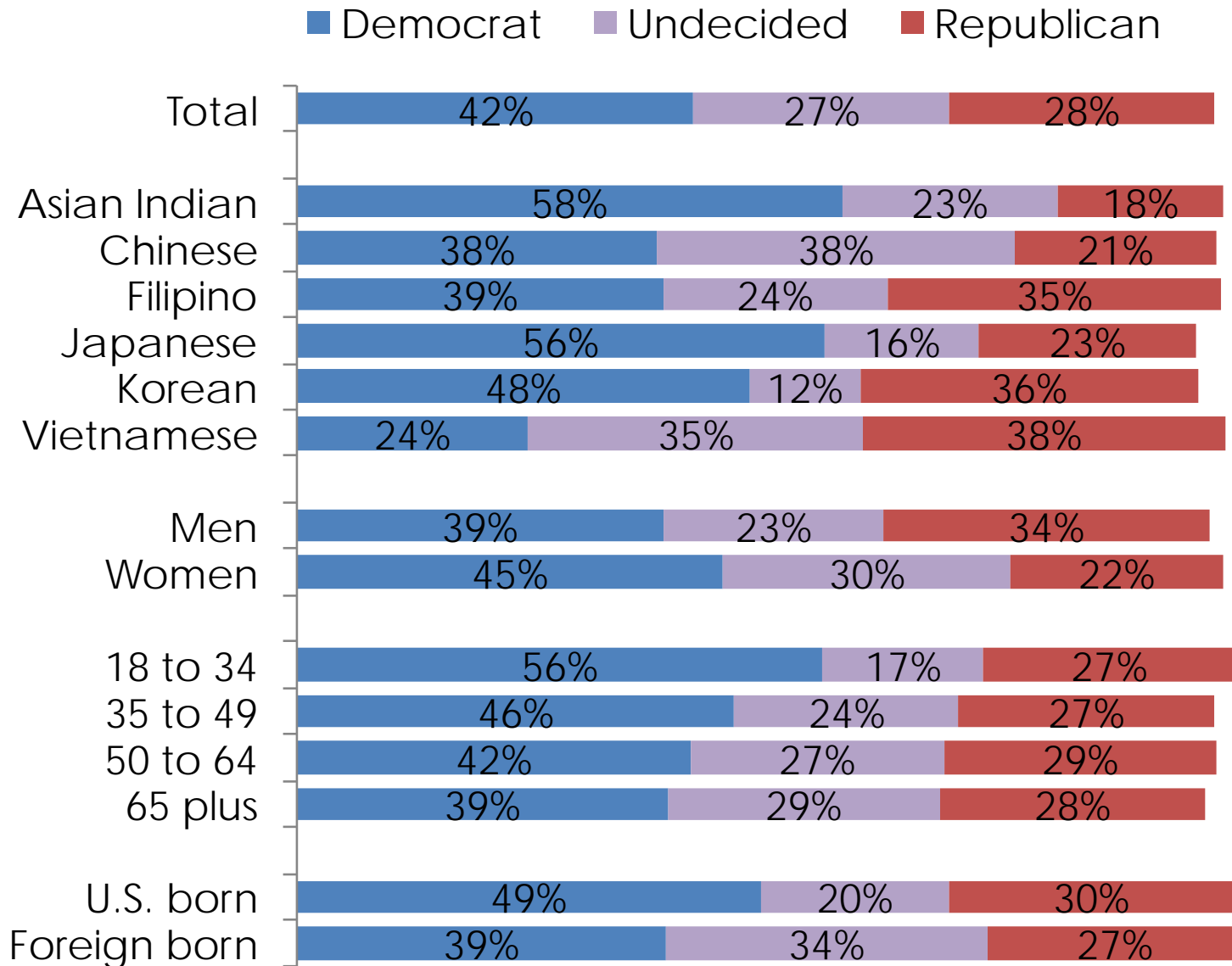


Gap indicates potential bump from outreach and mobilization

@APIAVote @AAAJ_AAJC @AAPIData #aapivoices



GENERIC HOUSE BALLOT

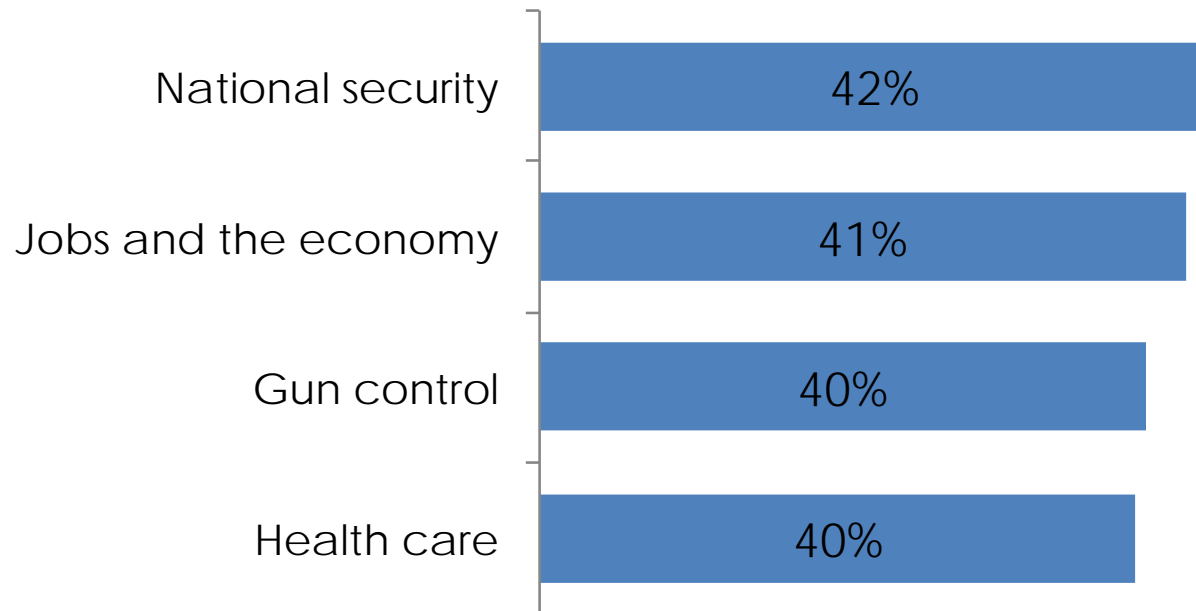


ISSUE PRIORITIES

@APIAVote @AAAJ_AAJC @AAPIData #aapivoices



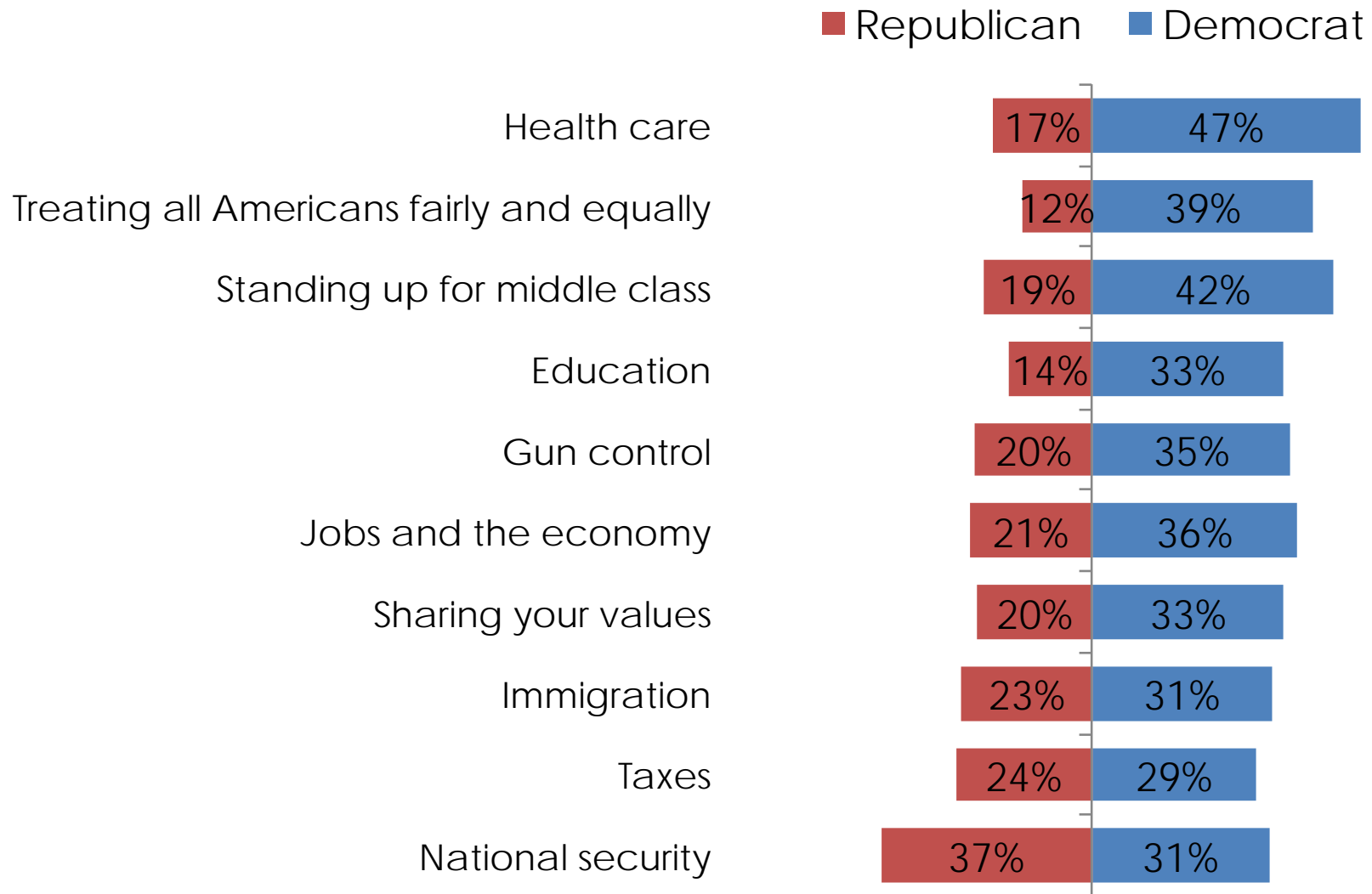
“EXTREMELY IMPORTANT” ISSUE FOR ELECTION



@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



PARTY ADVANTAGES ON ISSUES



@APIAVote @AAAJ_AAJC @AAPIData #aapivoices

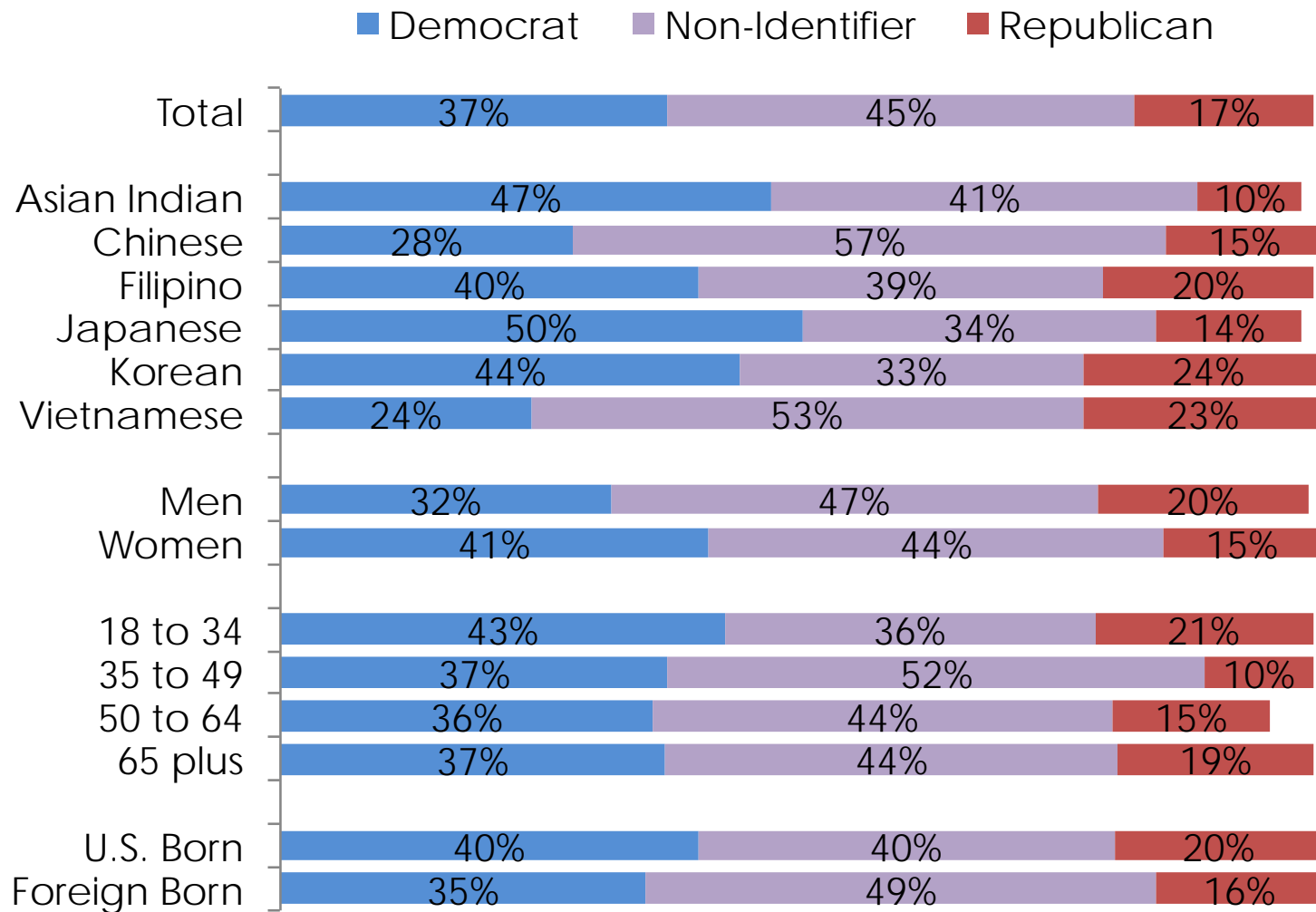


PARTISANSHIP: STILL UP FOR GRABS

@APIAVote @AAAJ_AAJC @AAPIData #aapivoices



PARTY IDENTIFICATION



@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



VOTER CONTACT

@APIAVote @AAAJ_AAJC @AAPIData #aapivoices



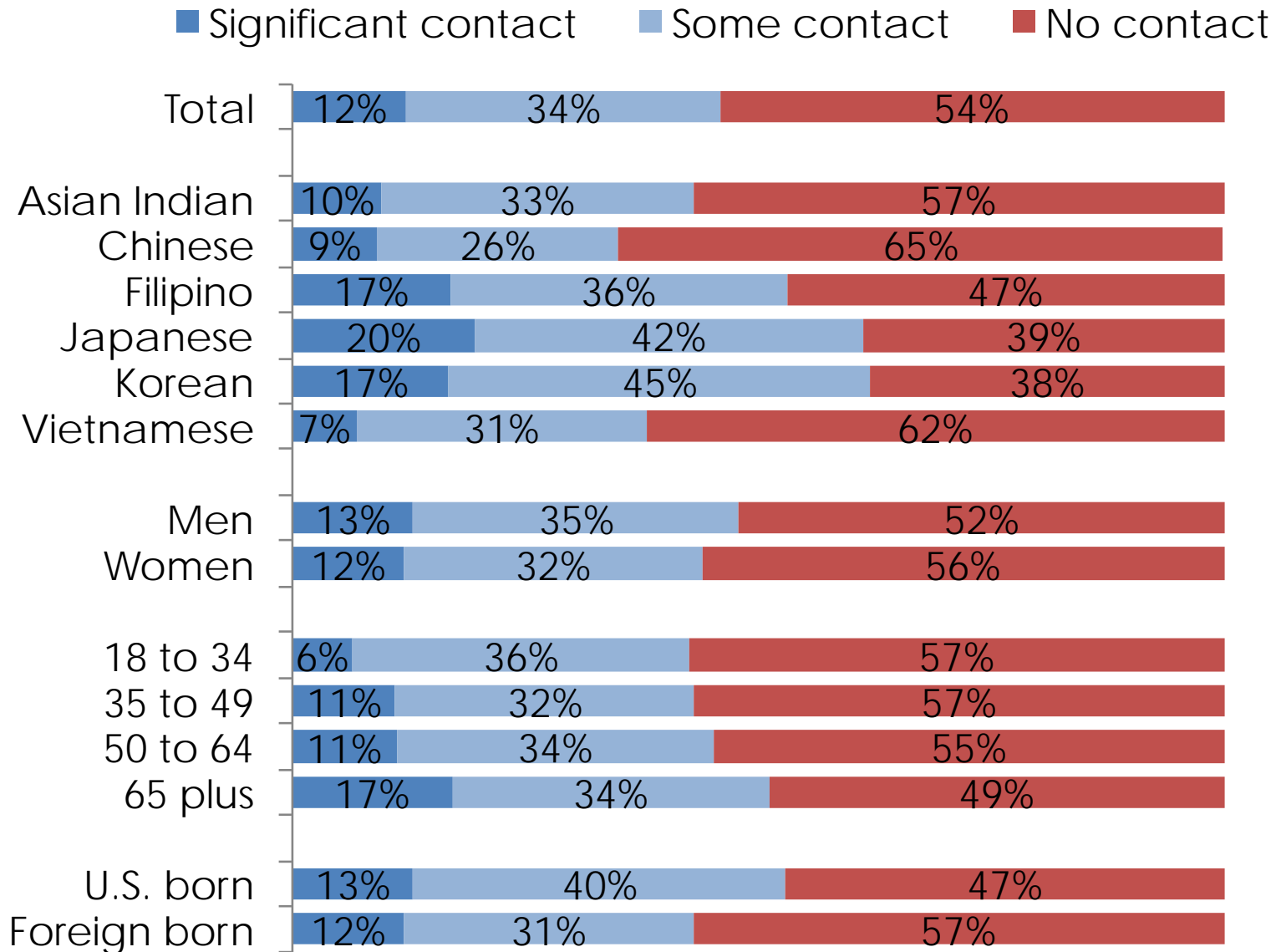
MOSTLY NOT CONTACTED

	Democrats	Republicans	Community Orgs
A great deal	7%	5%	5%
Some	16%	11%	11%
A little	11%	10%	12%
Not at all / Don't know	66%	74%	72%

Drop from 2012 (Lake survey, May 2012)

	Democrats	Republicans
A great deal	6%	4%
Some	17%	13%
A little	19%	13%
Not at all / Don't know	52%	64%

VARIATION IN CONTACT ACROSS GROUPS

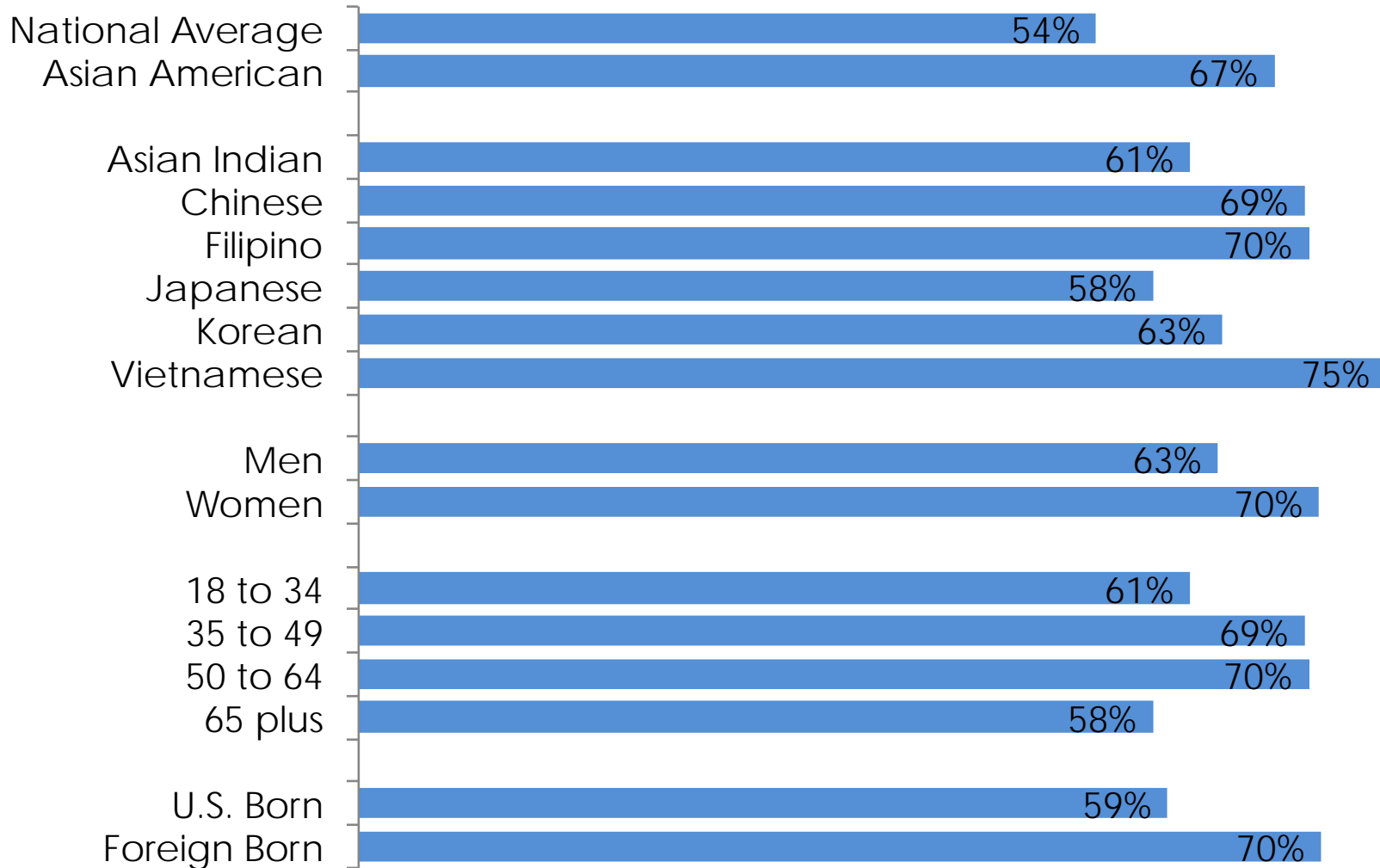


HIGH NEED FOR VOTER OUTREACH AND VOTER EDUCATION

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



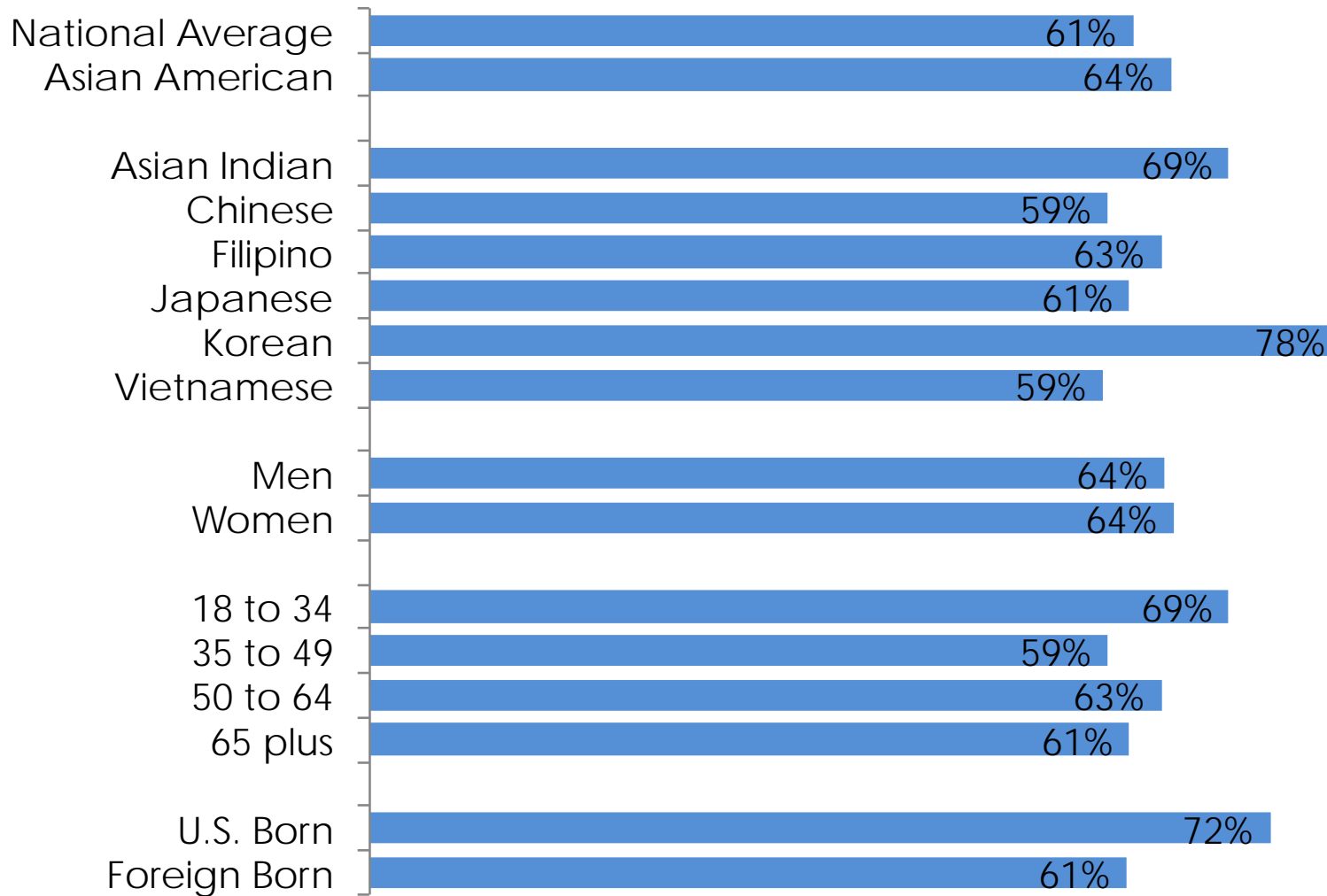
NEED FOR EDUCATION: POLITICS TOO COMPLICATED



@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



NEED FOR OUTREACH: POLITICIANS DON'T CARE



@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices

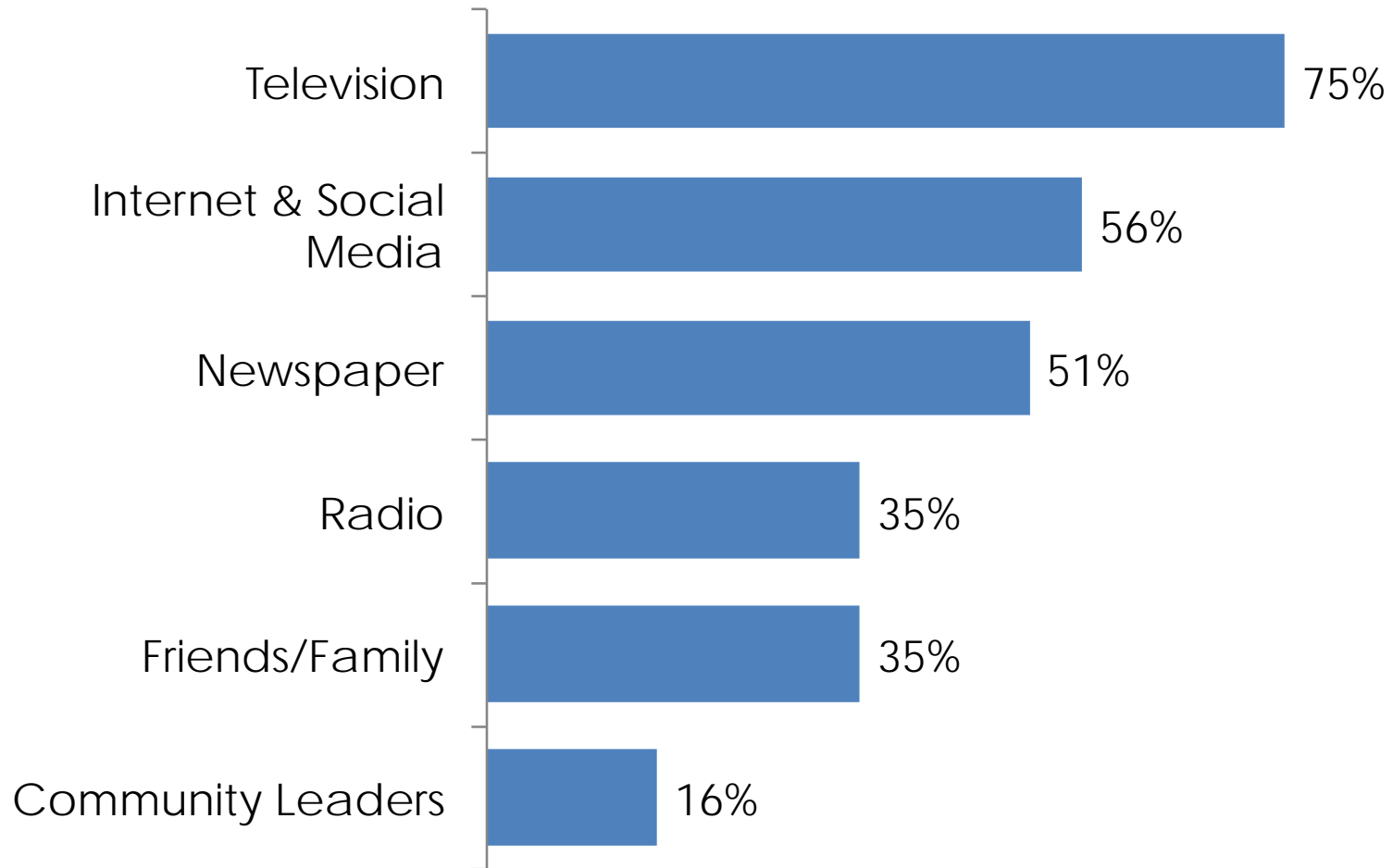


INFORMATION SOURCES ON POLITICS

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



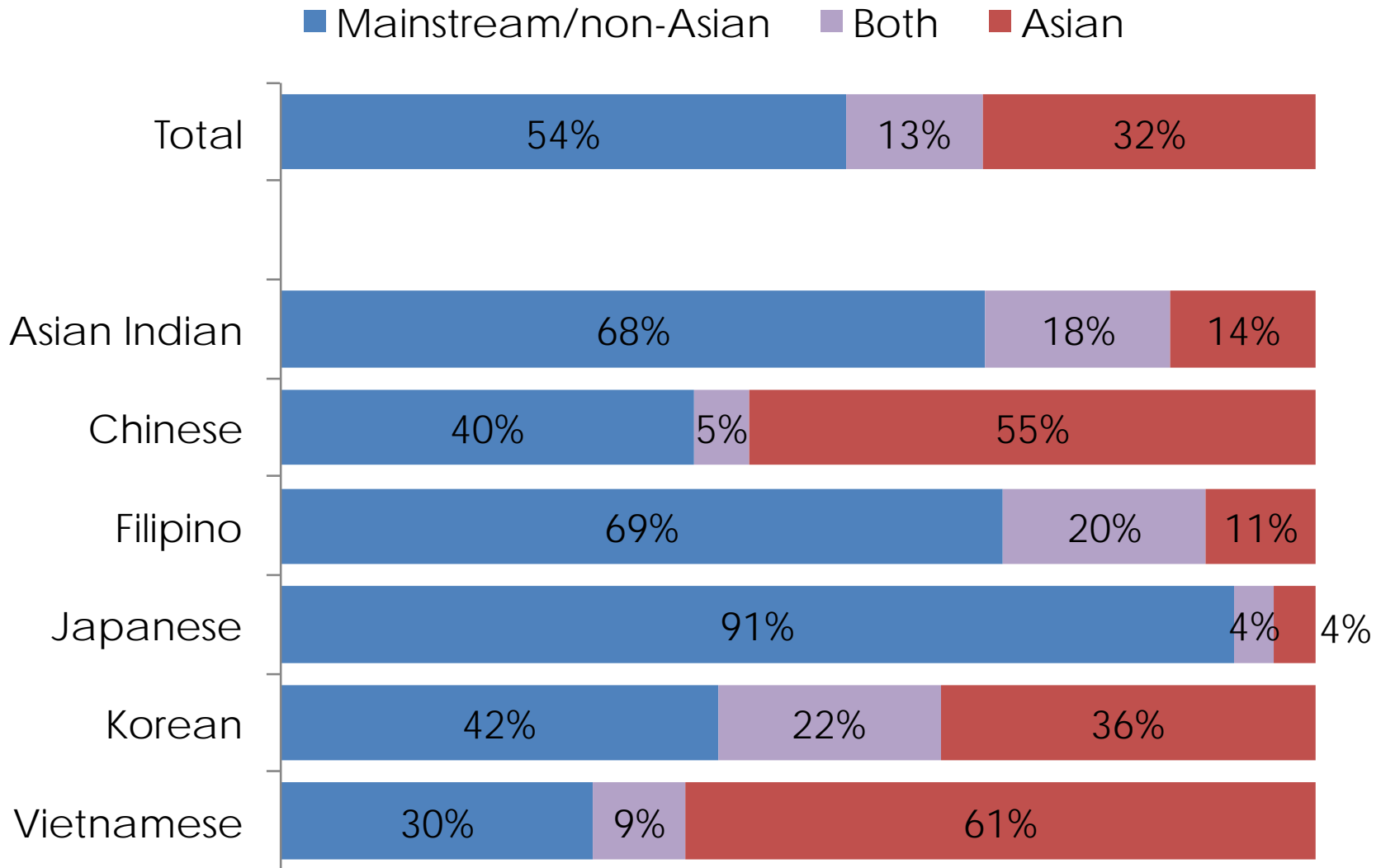
SOURCES OF NEWS ON U.S. POLITICS



@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



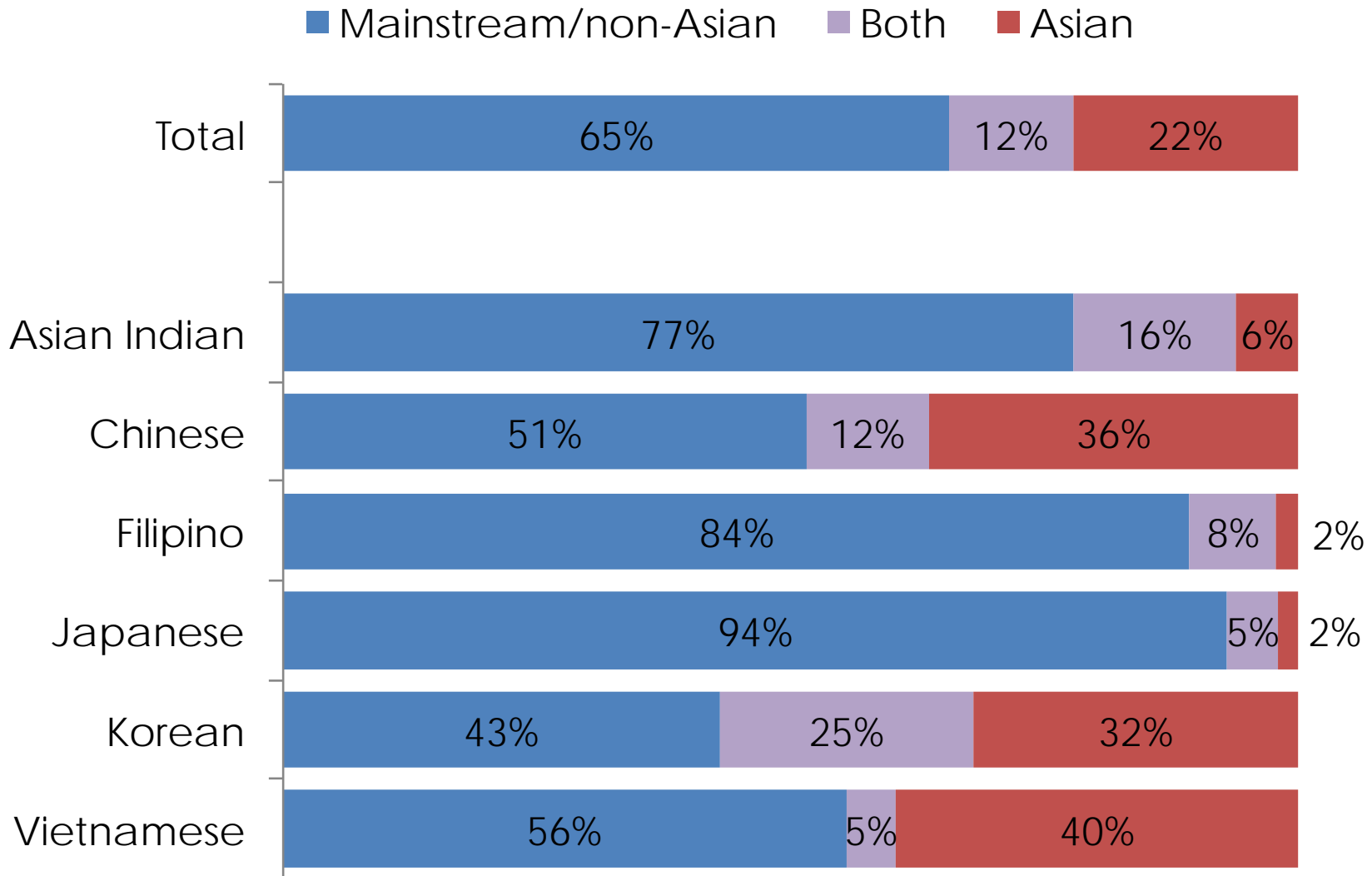
IMPORTANCE OF ETHNIC MEDIA (TELEVISION)



@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



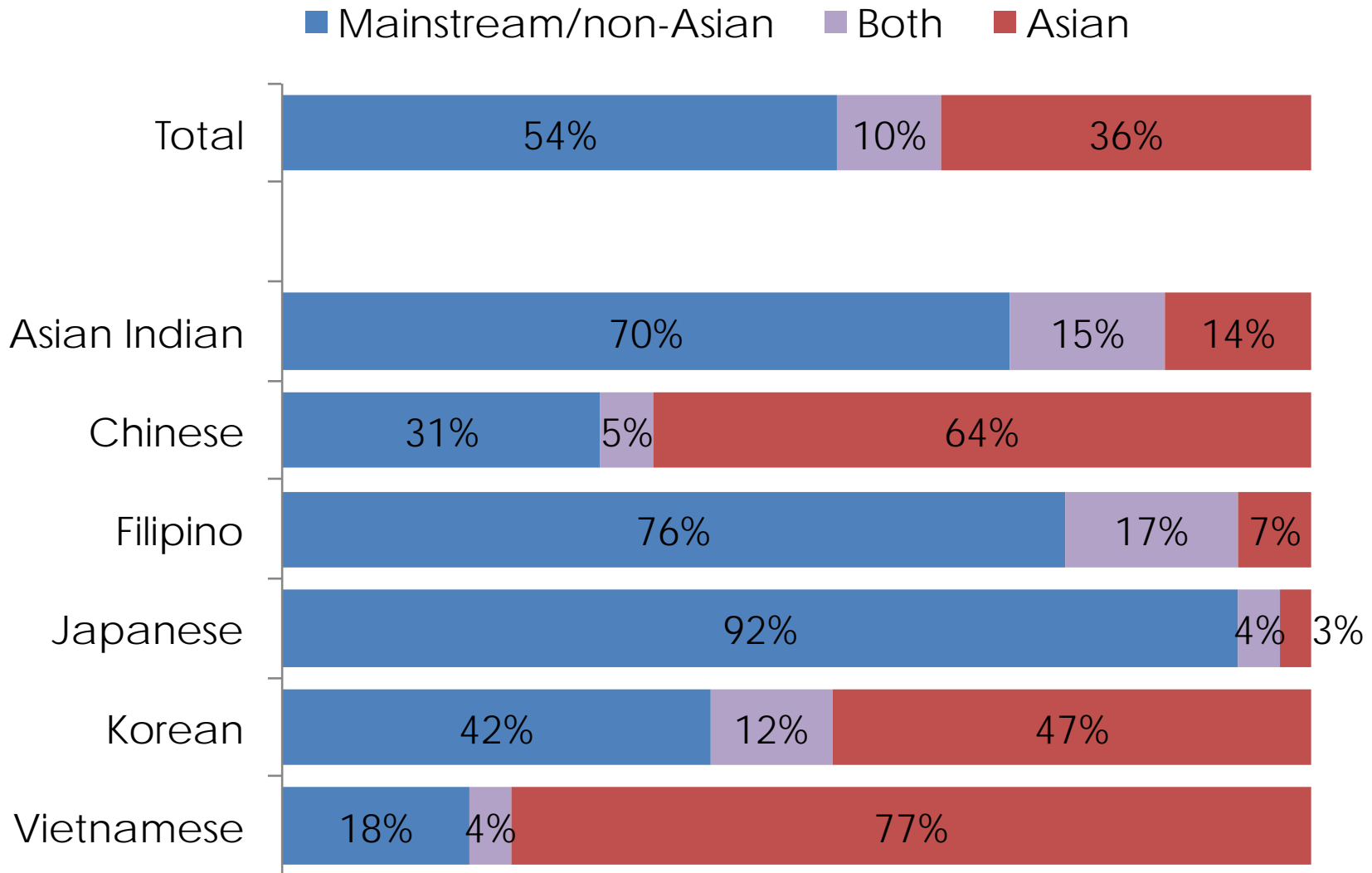
IMPORTANCE OF ETHNIC MEDIA (INTERNET)



@APIAVote @AAAJ_AAJC @AAPIData #aapivoices



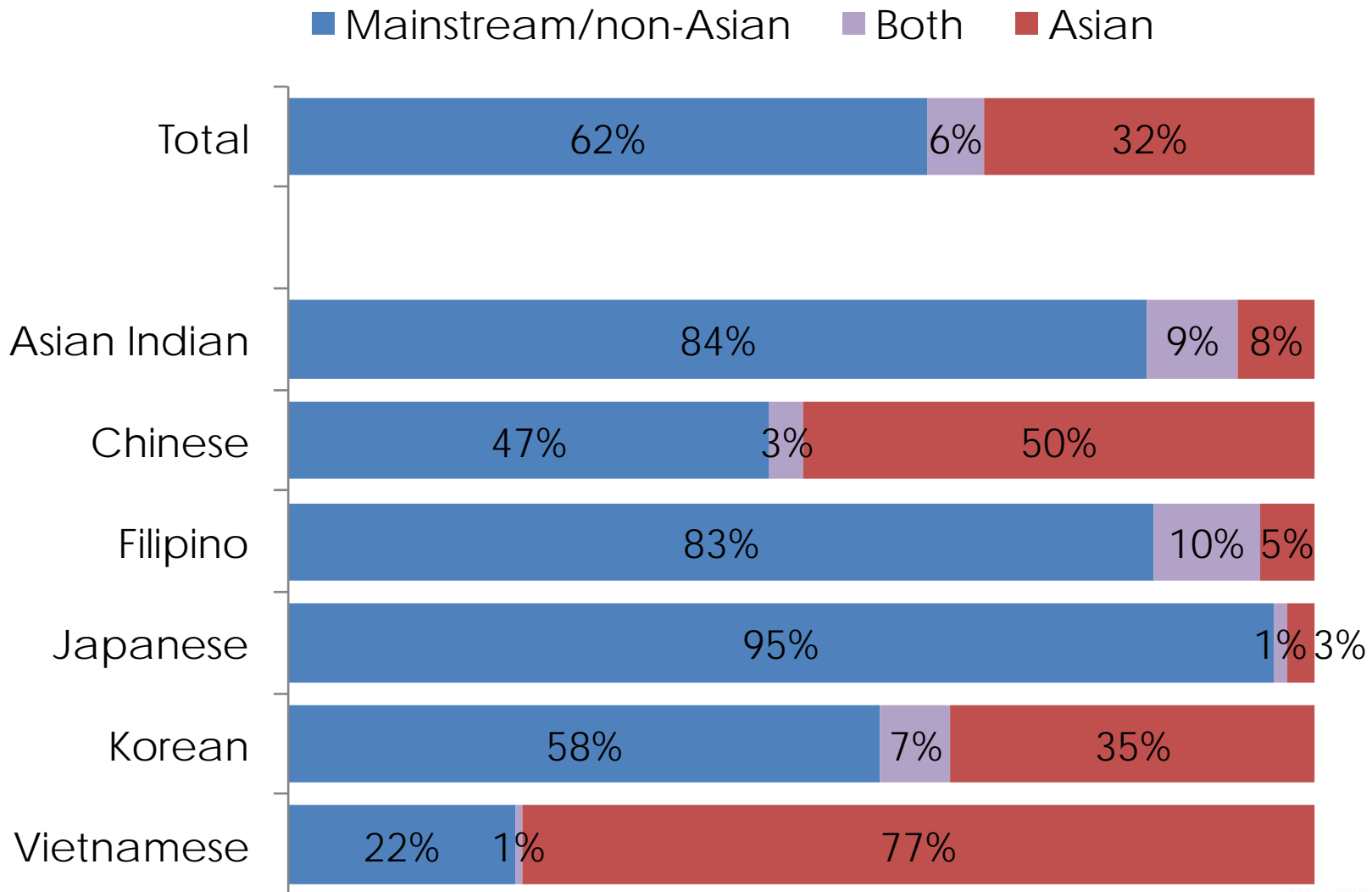
IMPORTANCE OF ETHNIC MEDIA (NEWSPAPERS)



@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



IMPORTANCE OF ETHNIC MEDIA (RADIO)



@APIAVote

@AAAJ_AAJC

@AAPIdata

#aapivoices



SUMMARY AND CONCLUSIONS

- Top issues: National security, Jobs/economy, Gun control, Health care
- Still “up for grabs” in terms of party identification
- Democratic advantage on most issues, among women
- Overall Democratic advantage in House vote
- Overall, voter enthusiasm is not higher than before
- Mostly not being contacted; can have big impact
- Importance of ethnic media

@APIAVote @AAAJ_AAJC @AAPIData #aapivoices



Christine Chen

ASIAN & PACIFIC ISLANDER AMERICAN VOTE

@APIAVote

#aapivoices

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



Rozita Lee

APIAVOTE – NEVADA

@APIAVote

#aapivoices

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



Genie Nguyen

VOICE OF VIETNAMESE AMERICANS (VIRGINIA)

@GenieNguyen

#aapivoices

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



Theresa Tran

APIAVOTE – MICHIGAN

@APIAVoteMI

#aapivoices

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices



Questions?

@APIAVote

@AAAJ_AAJC

@AAPIdata

#aapivoices

@APIAVote @AAAJ_AAJC @AAPIdata #aapivoices

