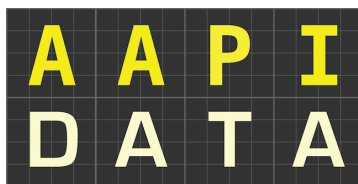

CIVIC ENGAGEMENT AND POLICY PRIORITIES SPOTLIGHT ON THE 50+ AAPI POPULATION



DECEMBER 10, 2014

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OUTLINE OF TALK

- Rapidly growing segment, in fastest growing racial group
- But, lag in voting and volunteerism
 - Lack of party contact, low party identification
- Opinions on
 - Environment
 - Affirmative Action
 - Taxes and Spending
 - Raising Minimum Wage
- Importance of ethnic media

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DATA SOURCES

- **Demographics**: American Community Survey, Census
- **Voting**: Current Population Survey
- **Volunteerism**: Current Population Survey
- **Policy priorities**:
 - 2008 National Asian American Survey
 - 2012 Pew Survey of Asian Americans
 - 2012 National Asian American Survey
 - 2013 AARP Survey of 50+ New York City Voters
 - 2014 APIAVote & AAAJ-AAJC Survey

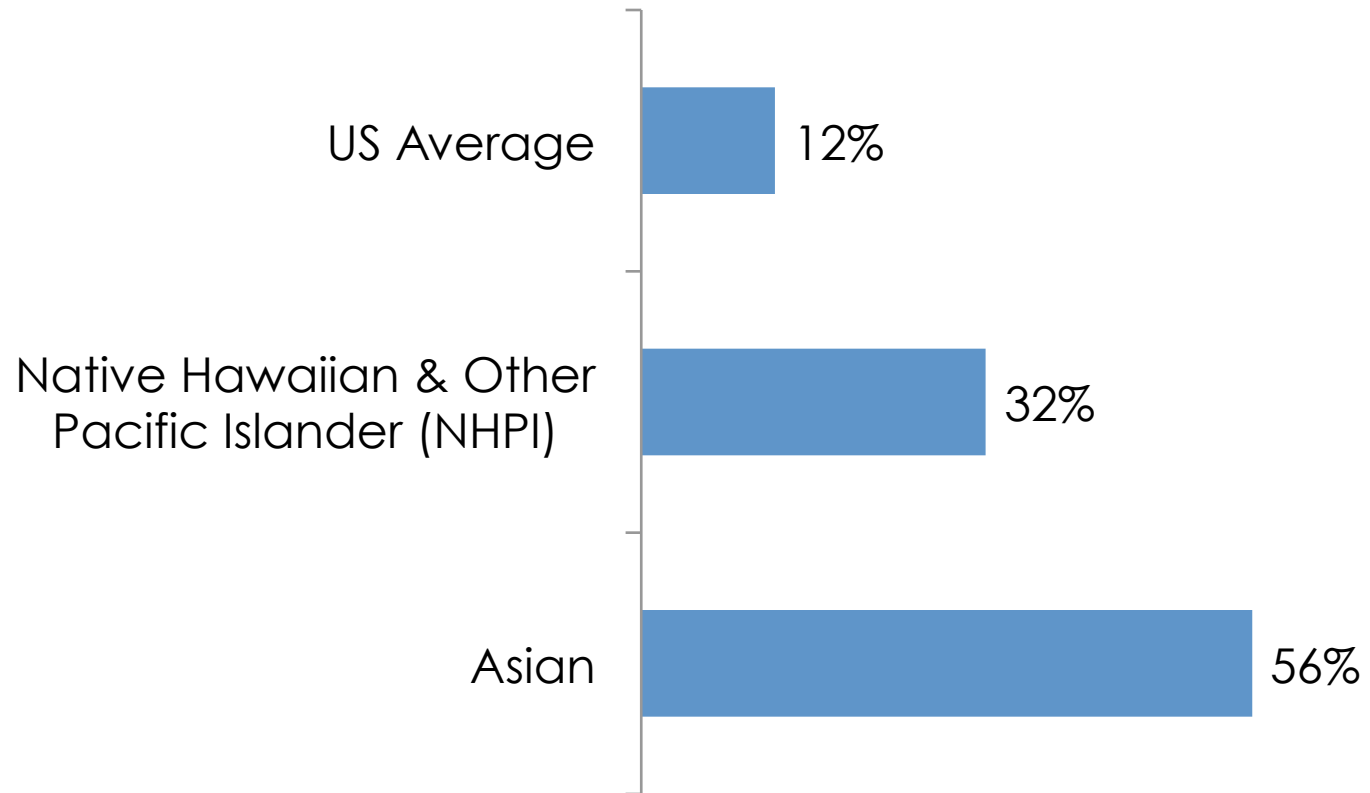
AAPI 50+ ARE THE FASTEST GROWING SEGMENTS

- WITHIN THE 50+ POPULATION**
- WITHIN THE AAPI POPULATION**

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FAST GROWING POPULATION (2000 TO 2013)

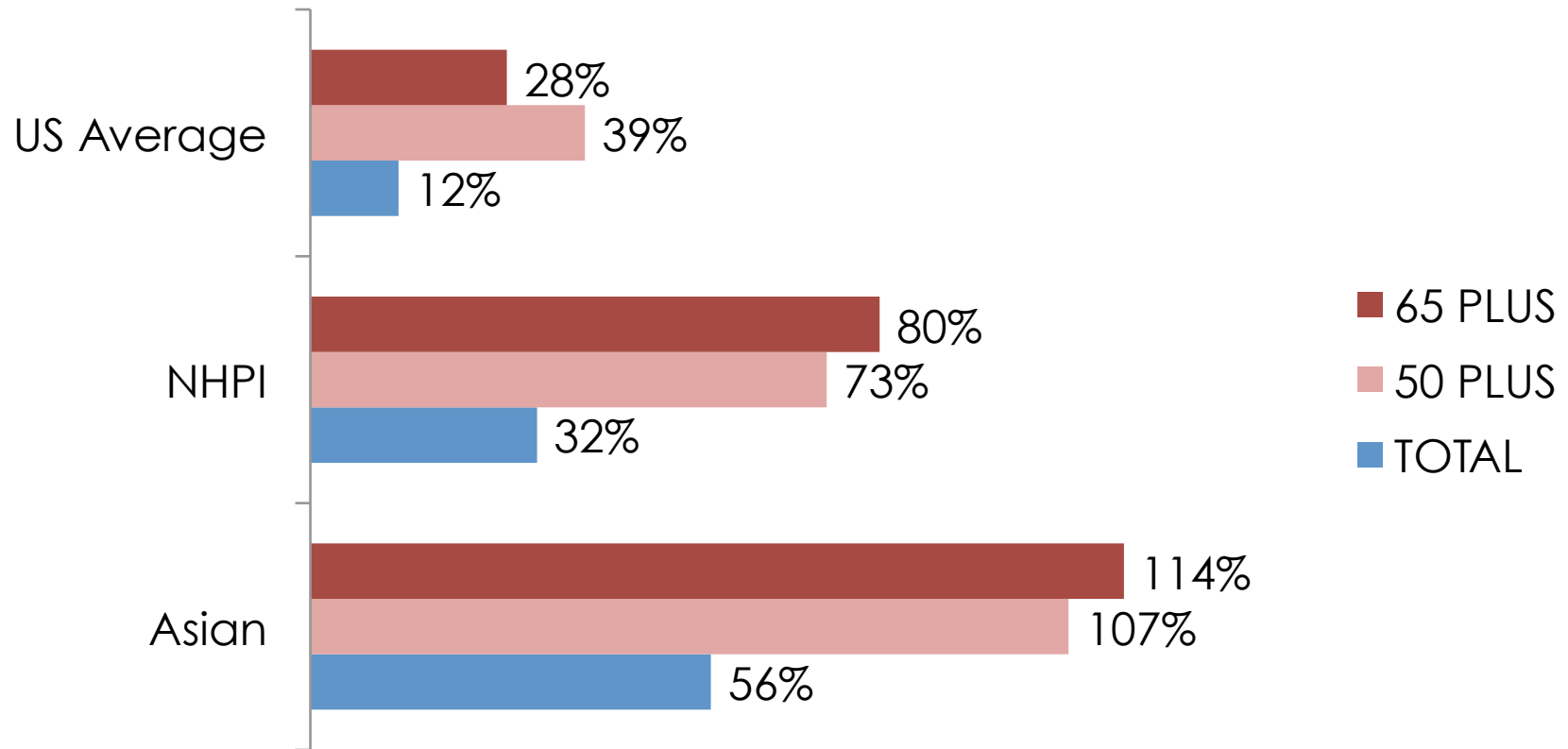


Sources: ACS, Census

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FASTEST GROWING AGE SEGMENTS (2000 TO 2013)



Sources: ACS, Census

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BUT, LAG IN CIVIC ENGAGEMENT

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CITIZENSHIP AND REGISTRATION BIGGEST HURDLES

CITIZENSHIP RATES AMONG ADULTS (2012)

	OVERALL	50 AND OVER
U.S. Average	91%	95%
White	96%	99%
African American	95%	97%
Latino	66%	74%
Asian American	66%	77%
NHPI	88%	90%

Source: Current Population Survey

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CITIZENSHIP AND REGISTRATION BIGGEST HURDLES

VOTER REGISTRATION AMONG ADULT CITIZENS (2012)

	OVERALL	50 AND OVER
U.S. Average	71%	77%
White	73%	79%
African American	73%	79%
Latino	59%	68%
Asian American	56%	61%
NHPI	58%	64%

Source: Current Population Survey

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TURNOUT GAPS NOT AS STRONG

TURNOUT AMONG REGISTERED VOTERS (2012)

	OVERALL	50 AND OVER
U.S. Average	87%	91%
White	87%	91%
African American	91%	93%
Latino	82%	87%
Asian American	84%	85%
NHPI	85%	91%

Source: Current Population Survey

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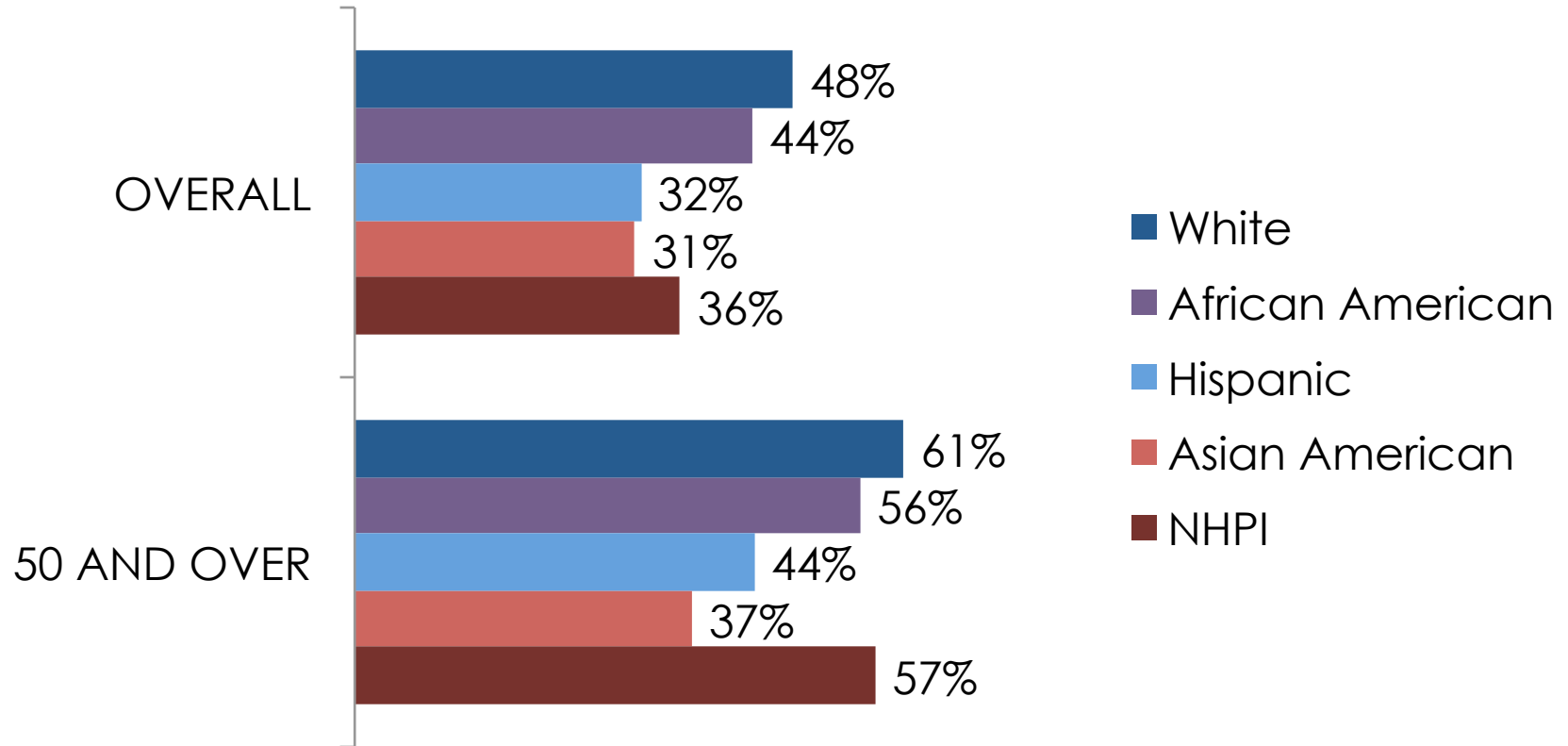
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VOTING GAPS IN MIDTERMS (AMONG ADULT CITIZENS, 2010)



Source: Current Population Survey

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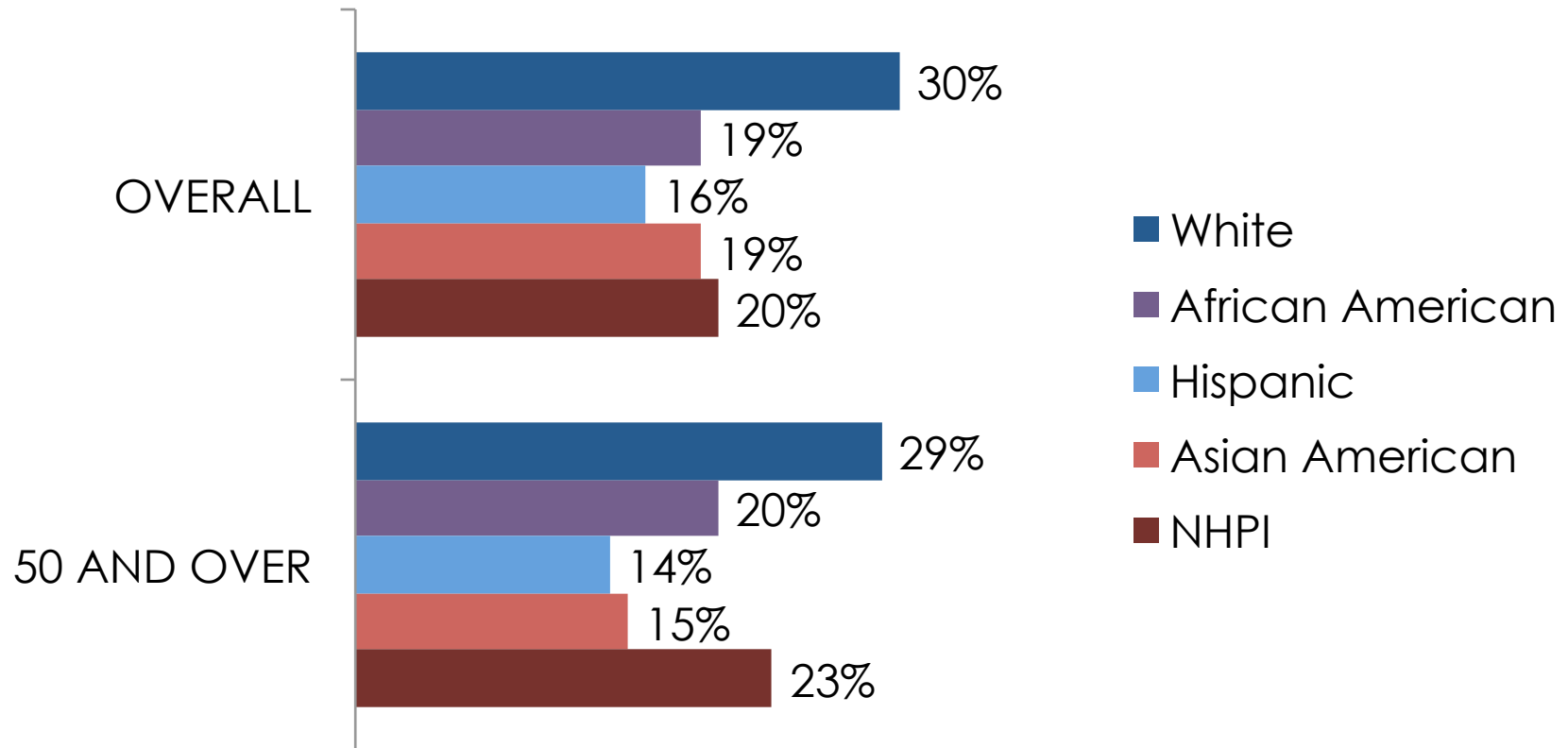
@AAPIdata

@AARPAAPI

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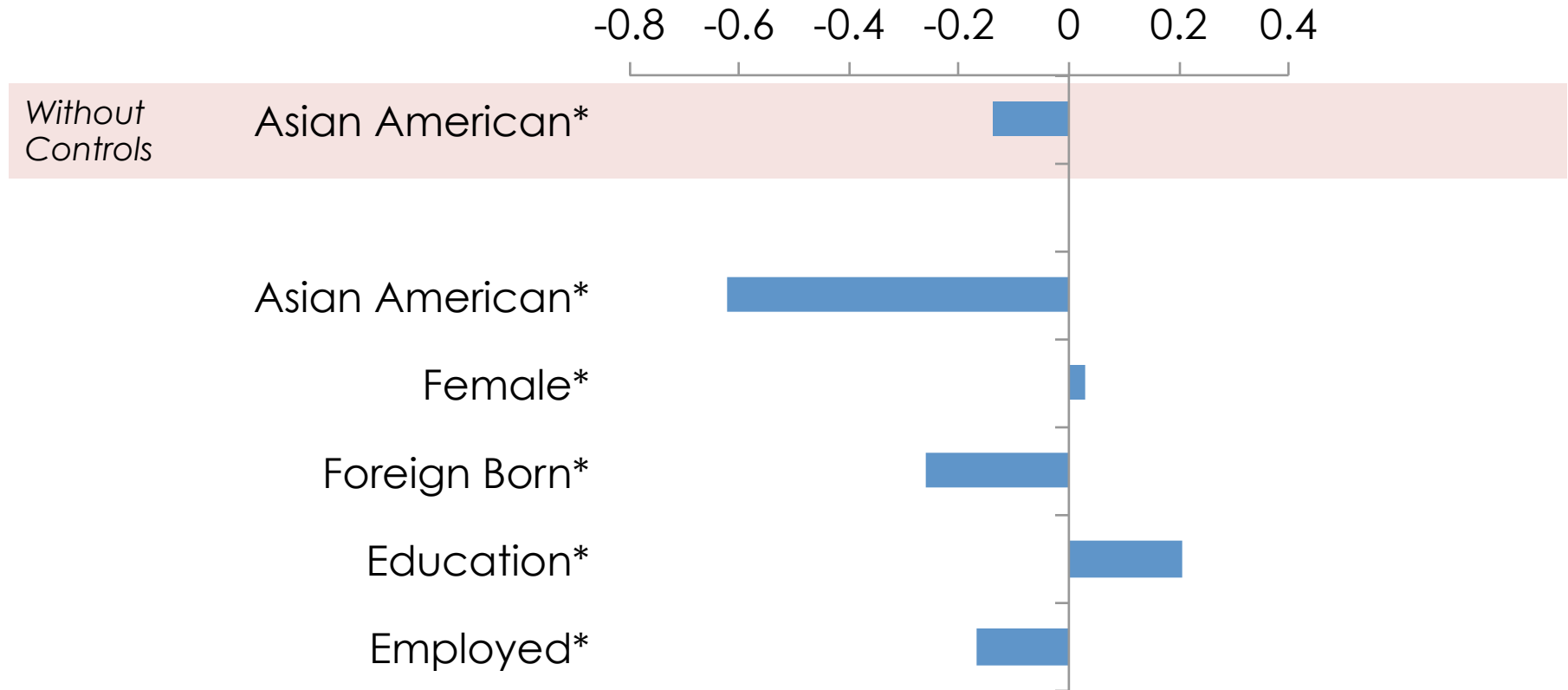
VOLUNTEERISM GAPS (2013)



Volunteer activities "through or for an organization... including activities they do infrequently or activities they do for children's schools or youth organizations"

Source: Current Population Survey

WHAT ACCOUNTS FOR THE GAP IN VOTING? (ALL)



Source: Analysis of Current Population Survey

@APIAVote

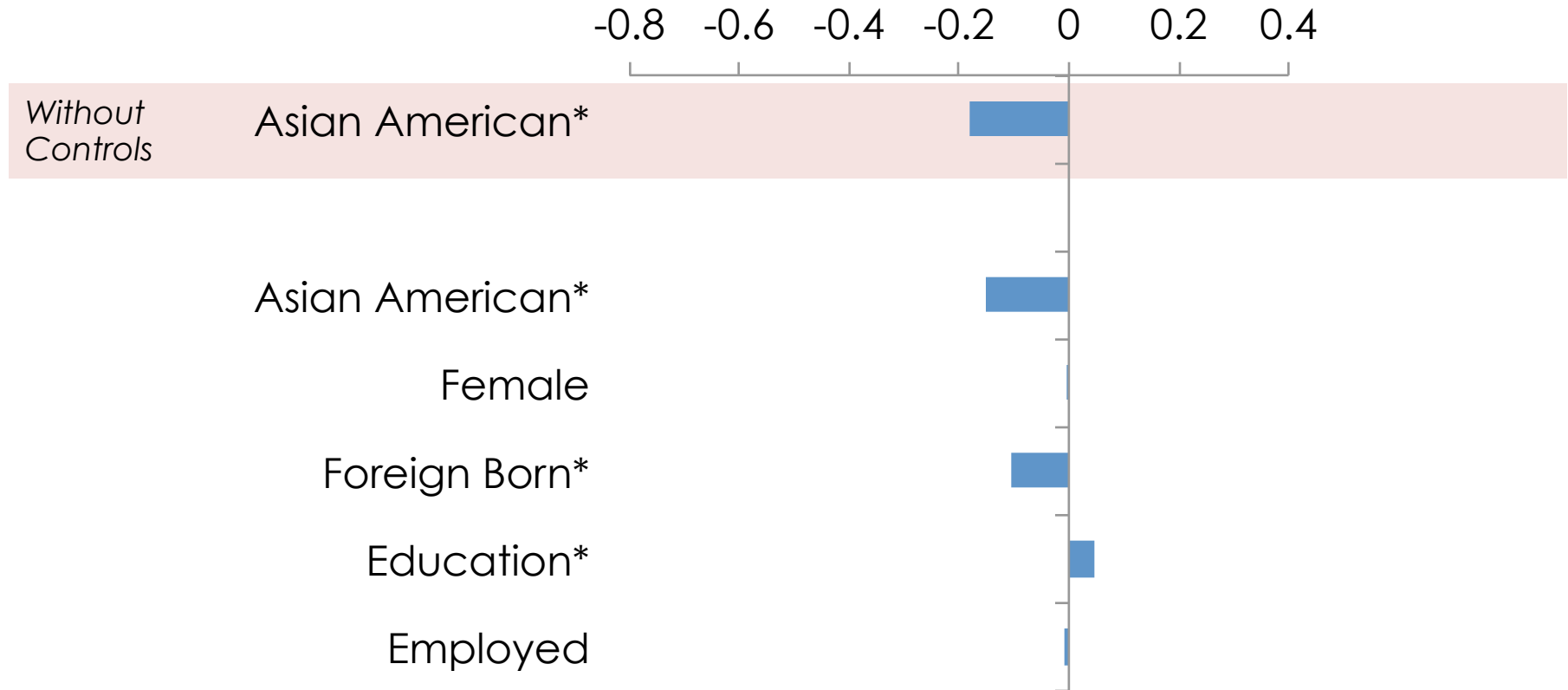
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WHAT ACCOUNTS FOR THE GAP IN VOTING? (50+)



Source: Analysis of Current Population Survey

@APIAVote

@AAPIData

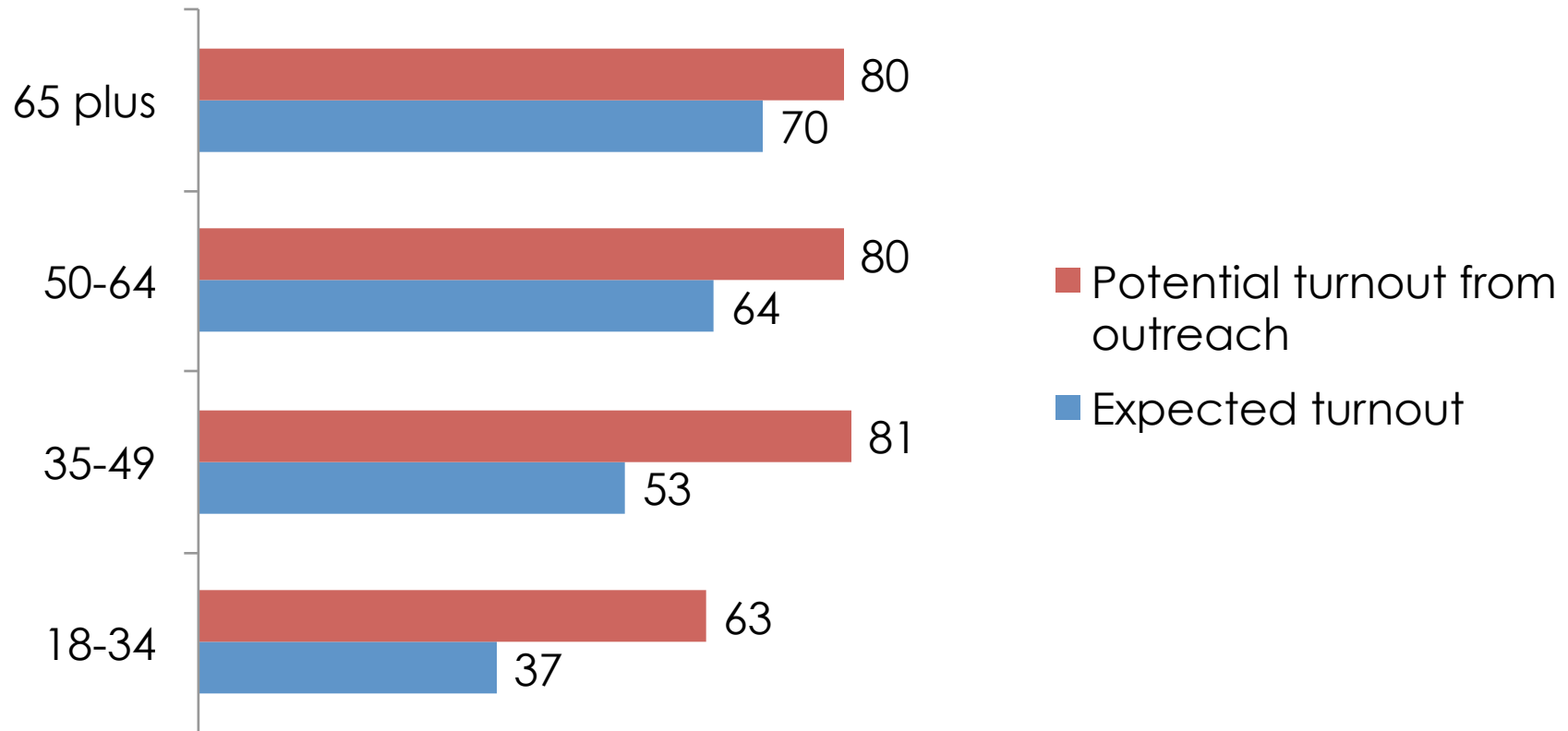
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VOTING IN 2014: POTENTIAL VS. EXPECTED TURNOUT (ASIAN AMERICAN REG VOTERS)

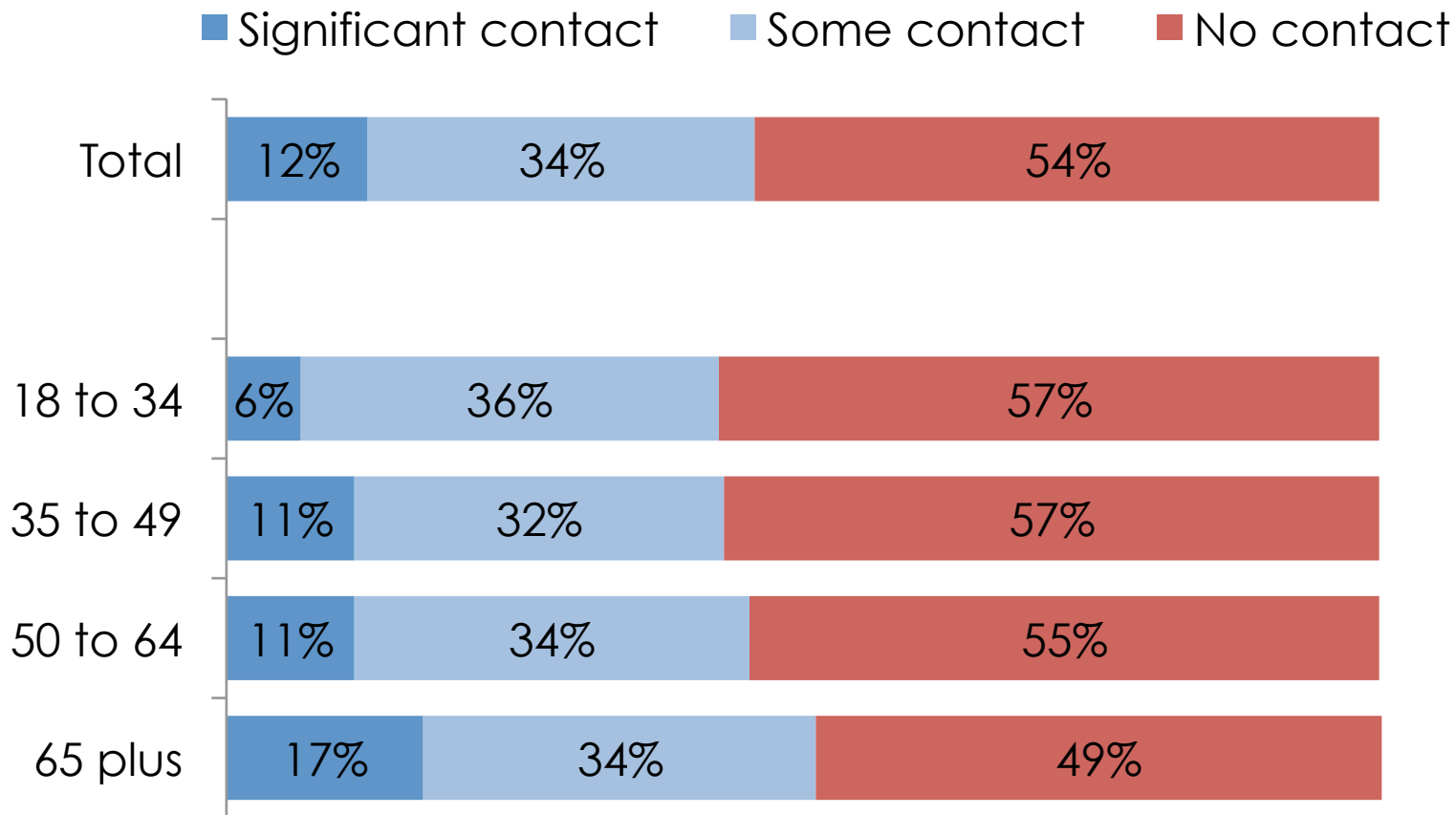


Source: 2014 APIAVote & AAPI-AAAJ-AAJC Survey

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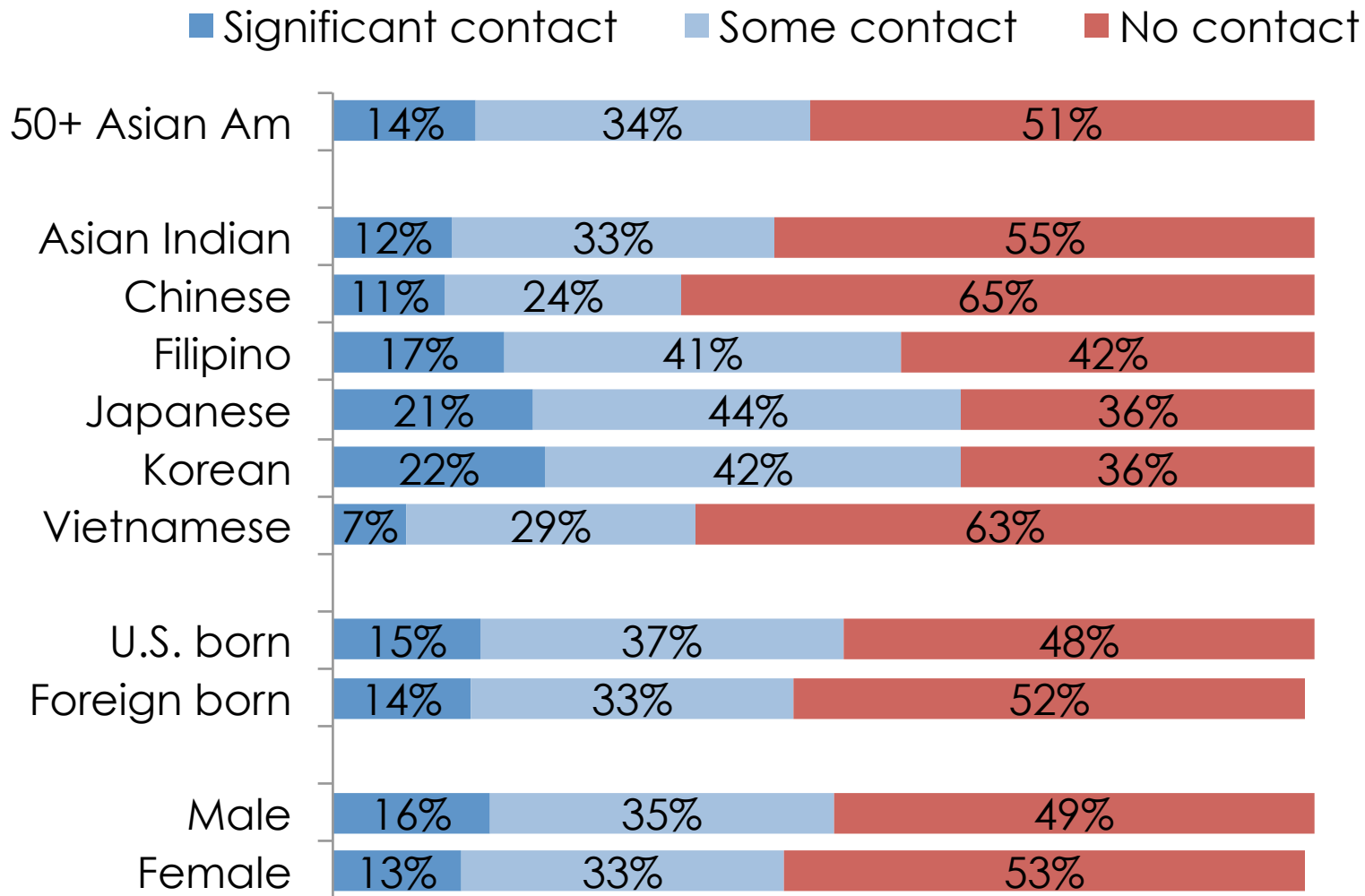
LACK OF CONTACT



Q: Thinking about the 2014 elections, have you been contacted any of the following groups in the past year: a great deal, some, a little, or not at all? (The Democratic Party, The Republican Party, Community Organizations)

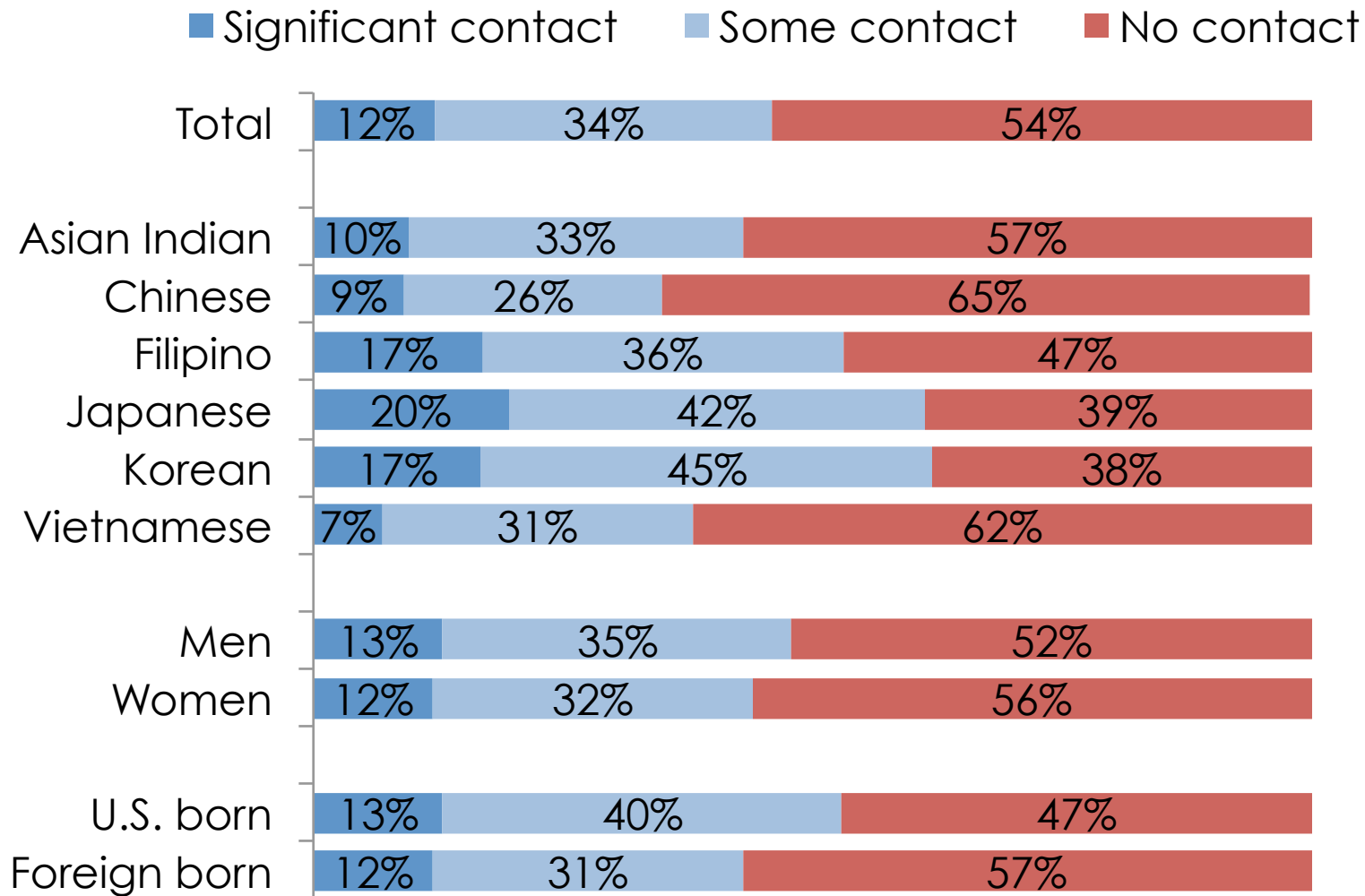
Source: 2014 APIAVote & AAAJ-AAJC Survey

LACK OF CONTACT AMONG 50+ ASIAN AMERICANS



Source: 2014 APIAVote & AAAJ-AAJC Survey

LACK OF CONTACT (OVERALL)



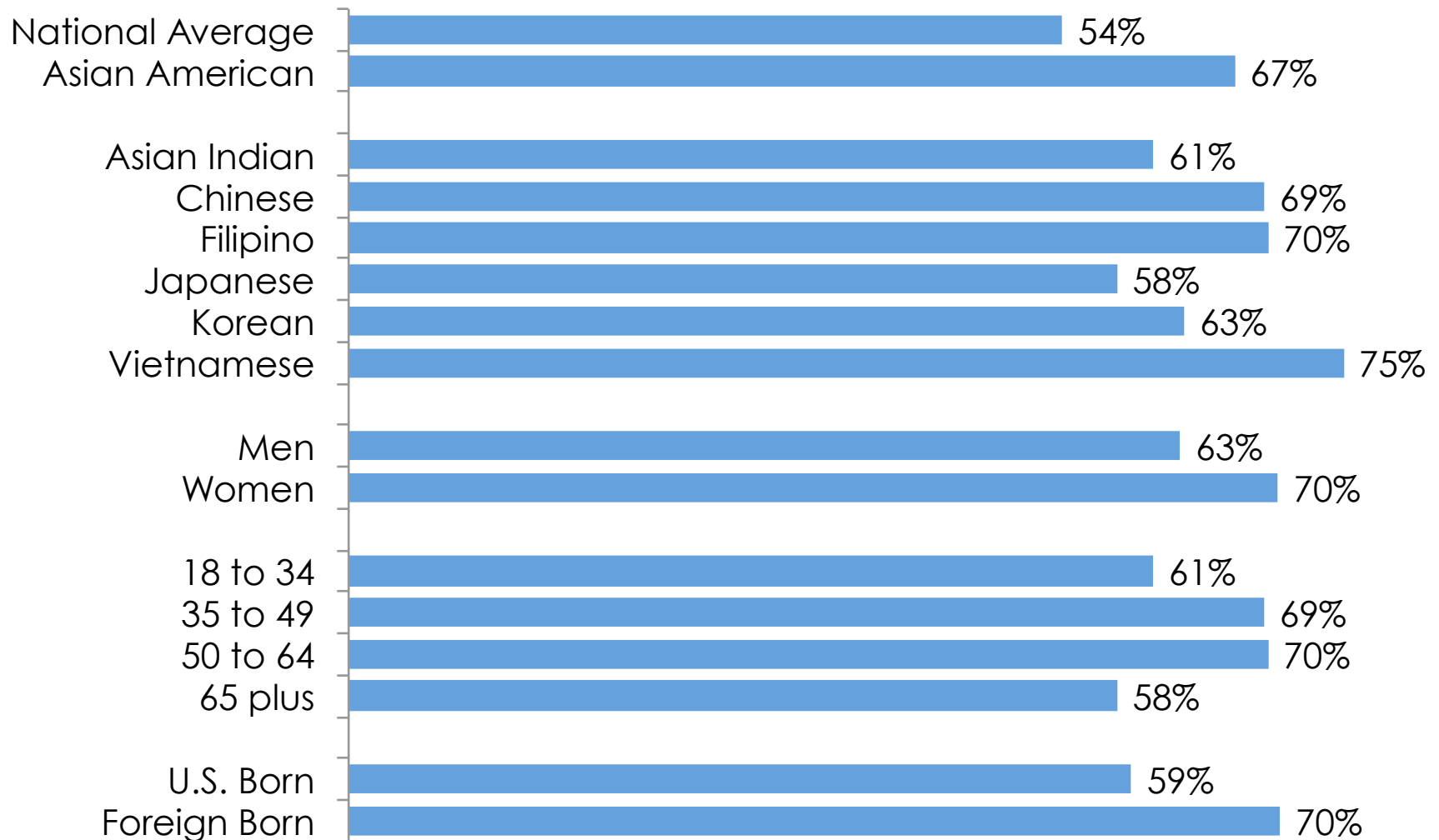
Source: 2014 APIAVote & AAAJ-AAJC Survey

HIGH NEED FOR VOTER OUTREACH AND VOTER EDUCATION

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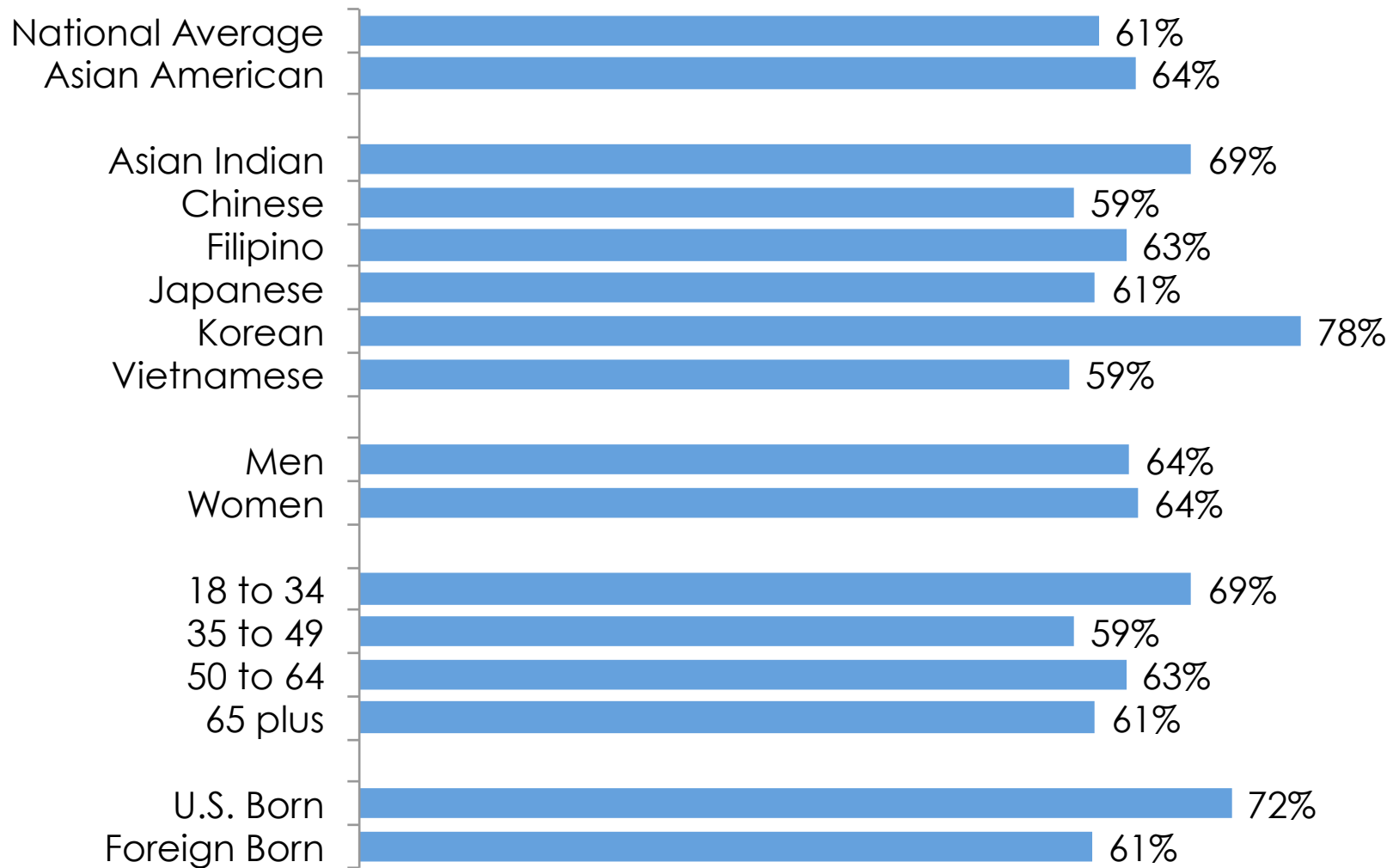
NEED FOR EDUCATION: POLITICS TOO COMPLICATED



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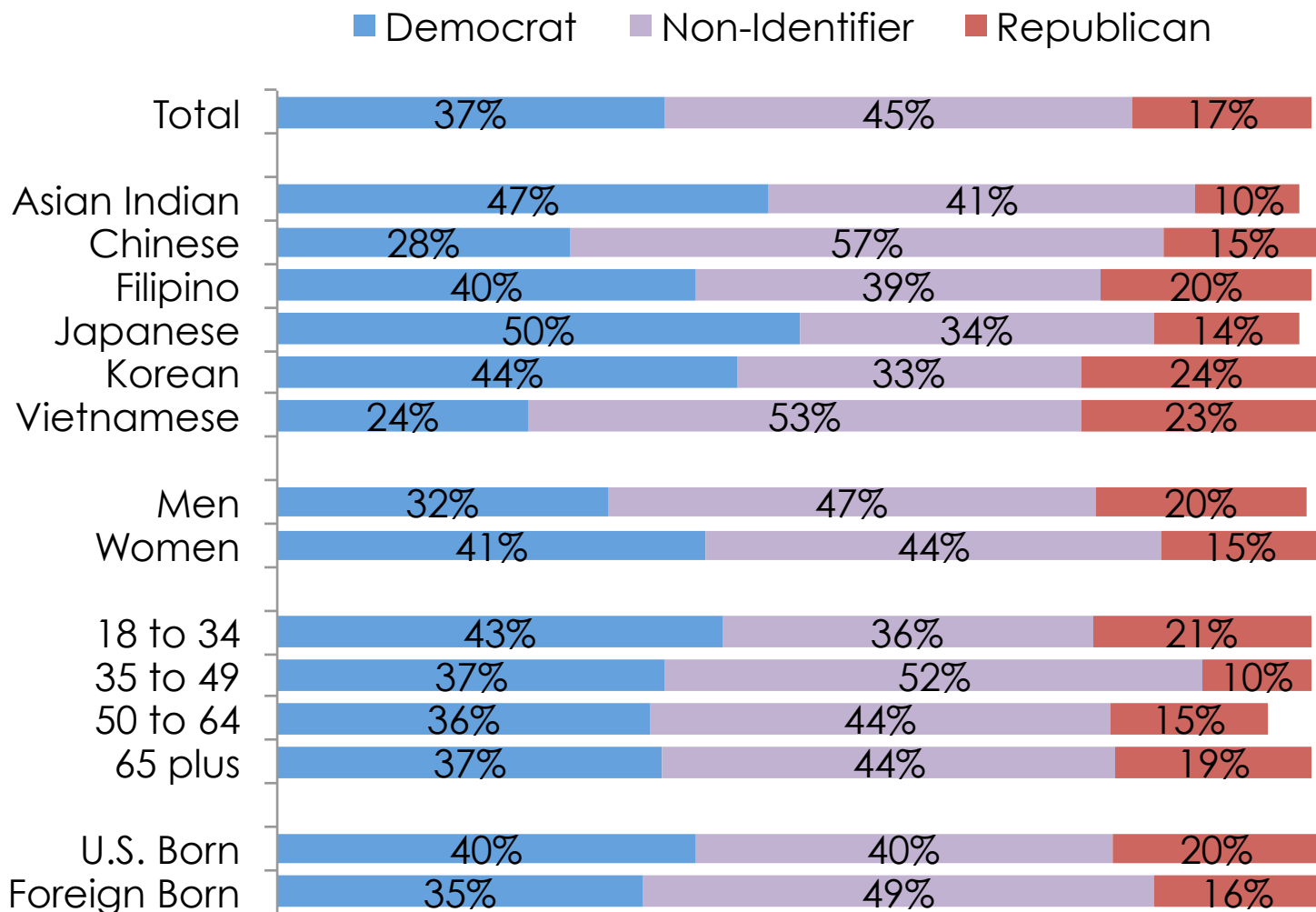
NEED FOR OUTREACH: POLITICIANS DON'T CARE



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LOW PARTY IDENTIFICATION



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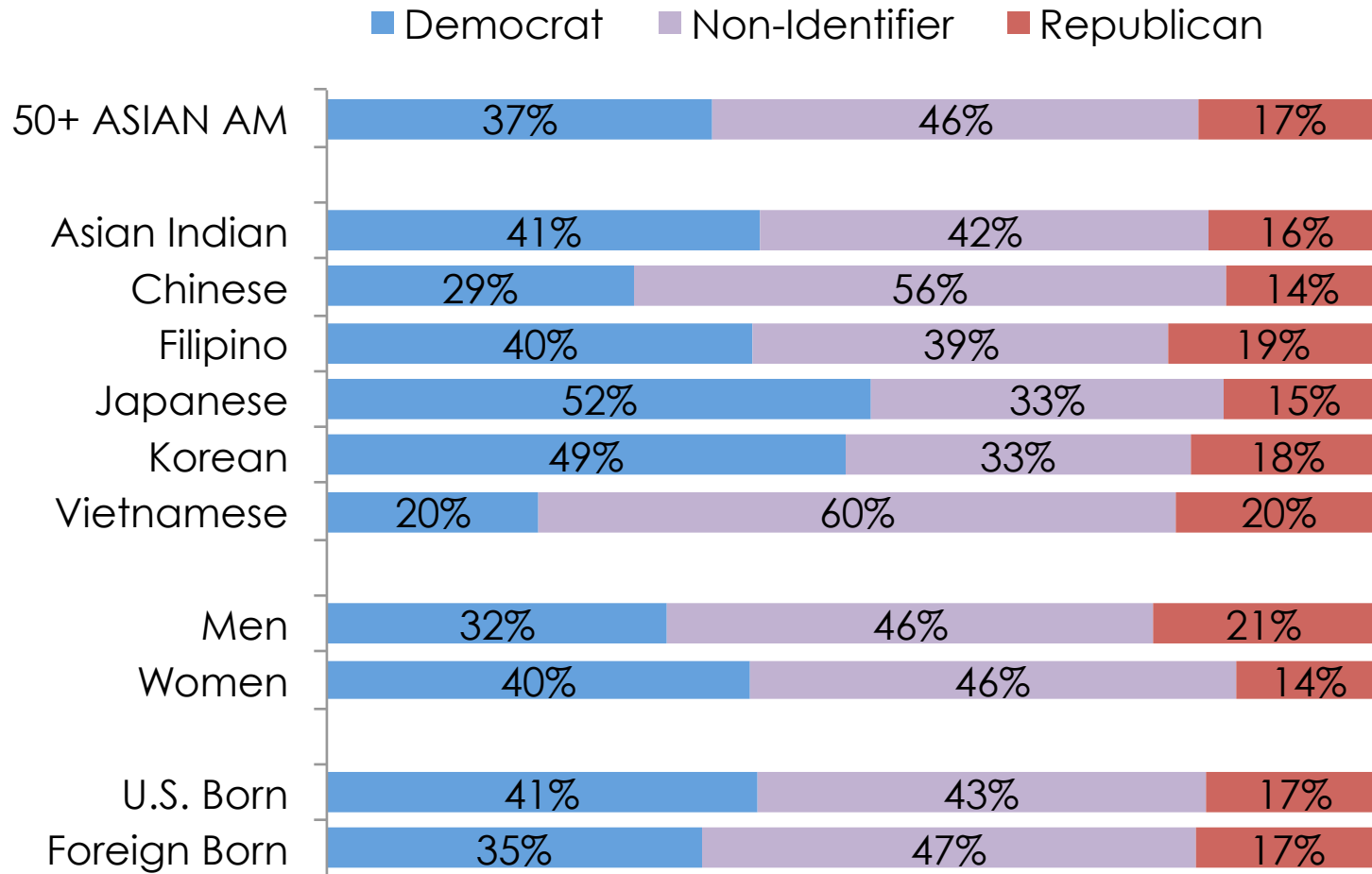
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PARTY IDENTIFICATION AMONG 50+ ASIAN AMERICANS



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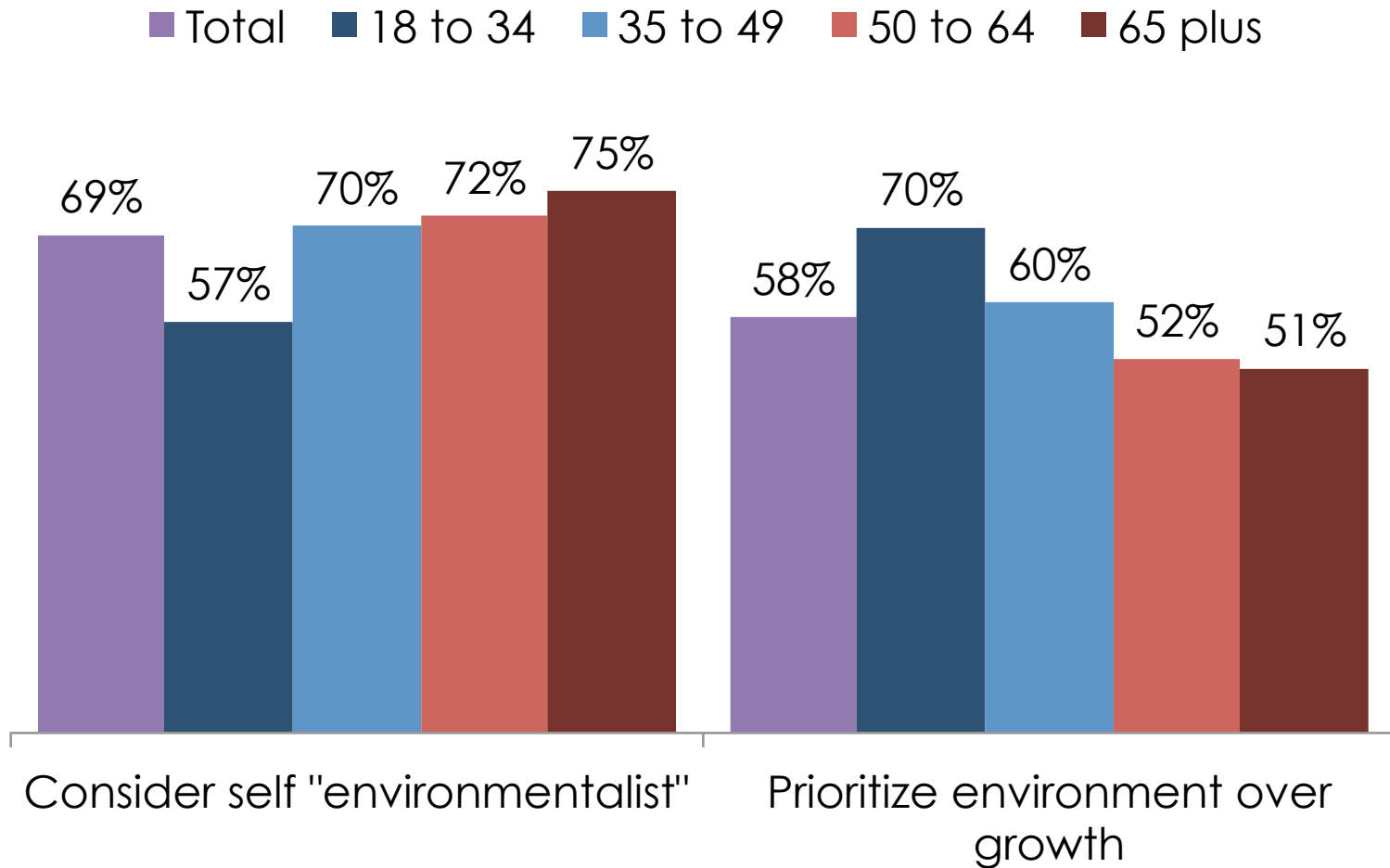


POLICY PREFERENCES

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ENVIRONMENTAL PROTECTION



Source: 2012 National Asian American Survey

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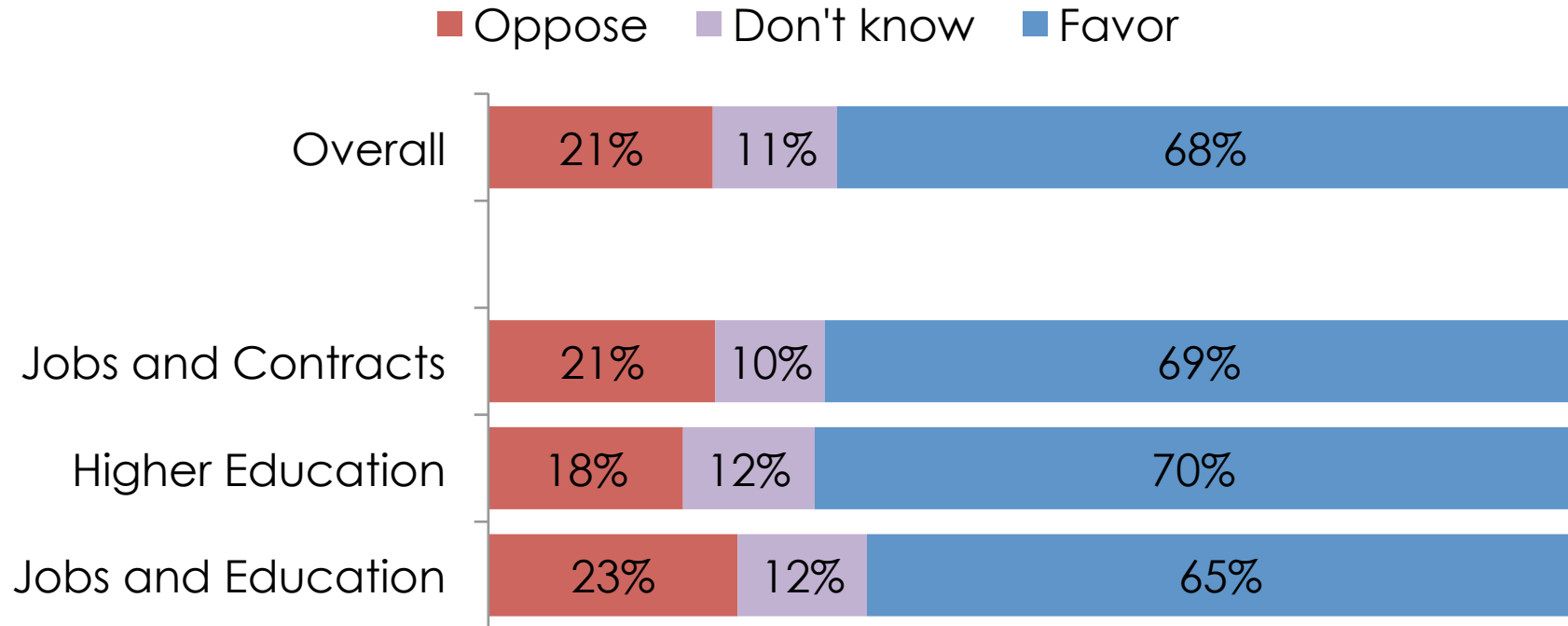
@AARPAAPI

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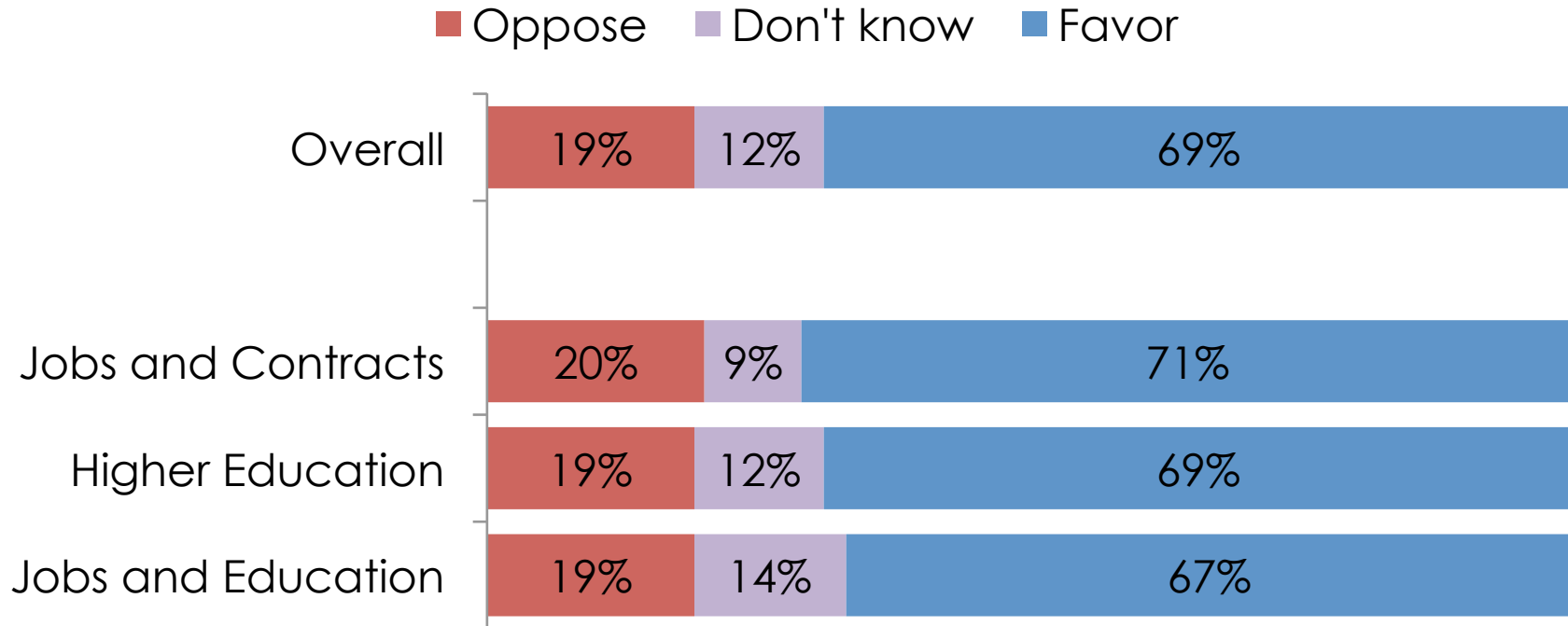
AFFIRMATIVE ACTION: 3 WAYS OF ASKING QUESTION

Q: Do you favor or oppose affirmative action programs designed to help blacks, women, and other minorities get better access to ...

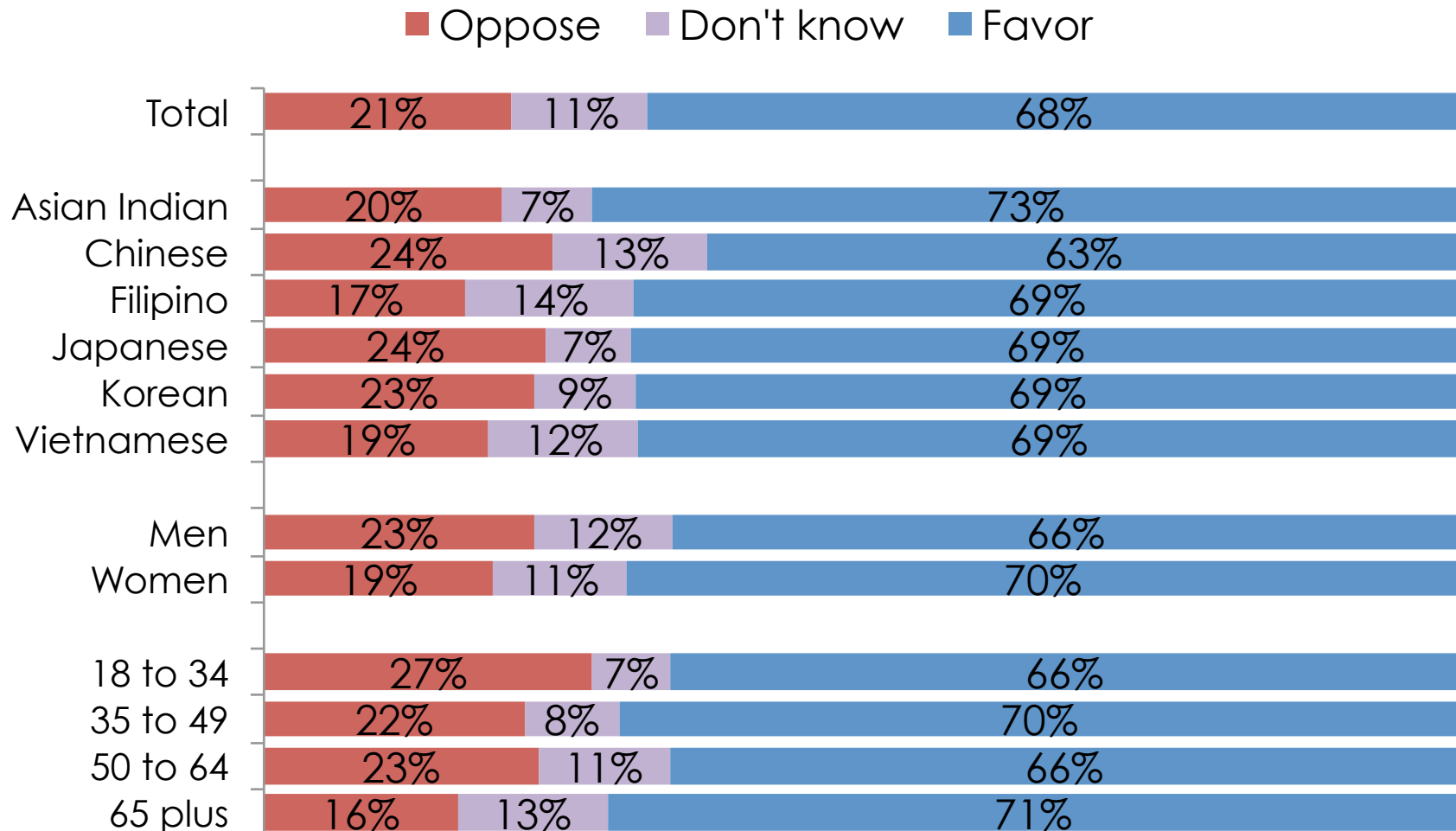


OPINION AMONG 50+ ASIAN AMERICANS

Q: Do you favor or oppose affirmative action programs designed to help blacks, women, and other minorities get better access to ...

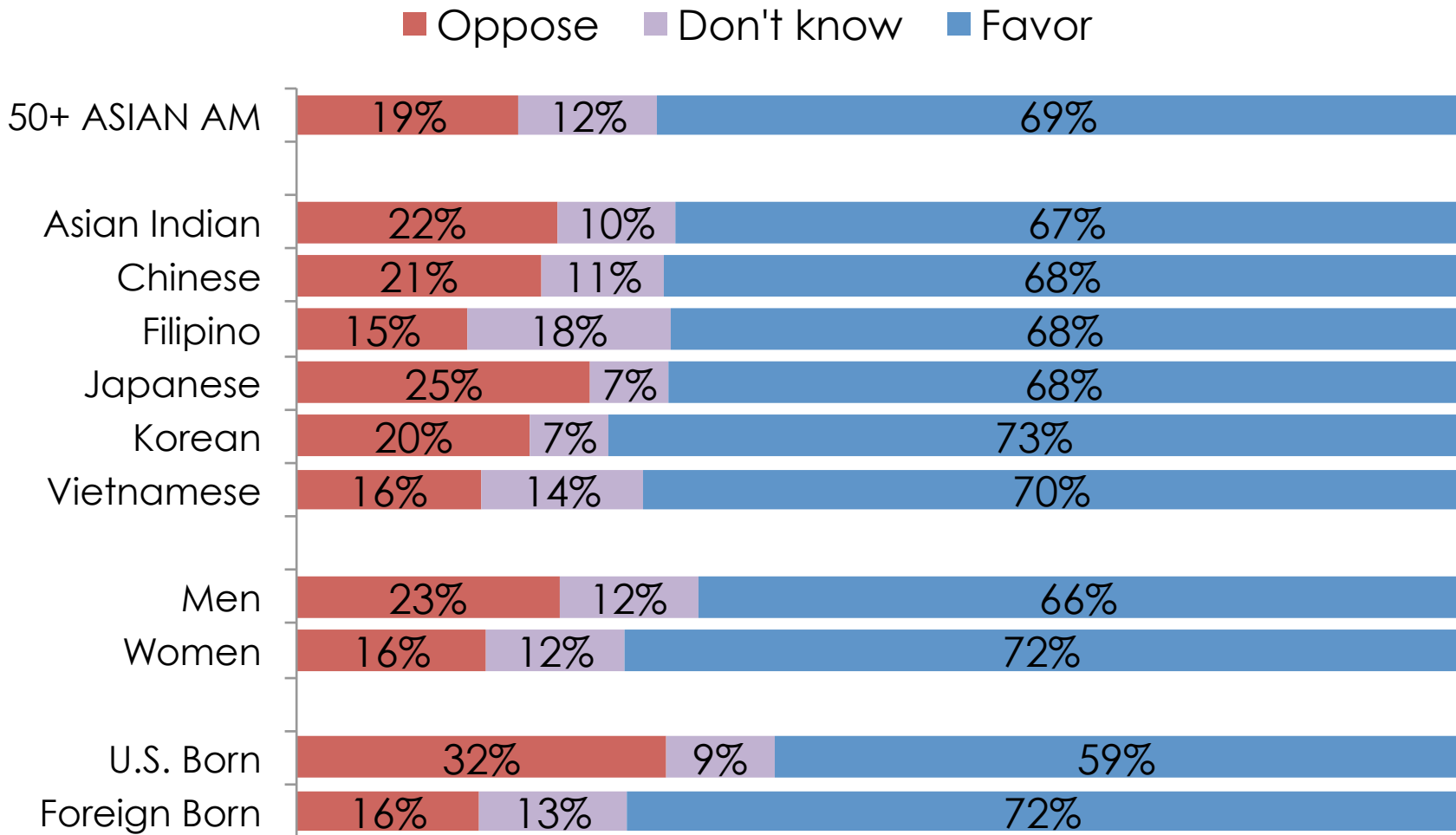


SUPPORT FOR AFFIRMATIVE ACTION (ALL VERSIONS)



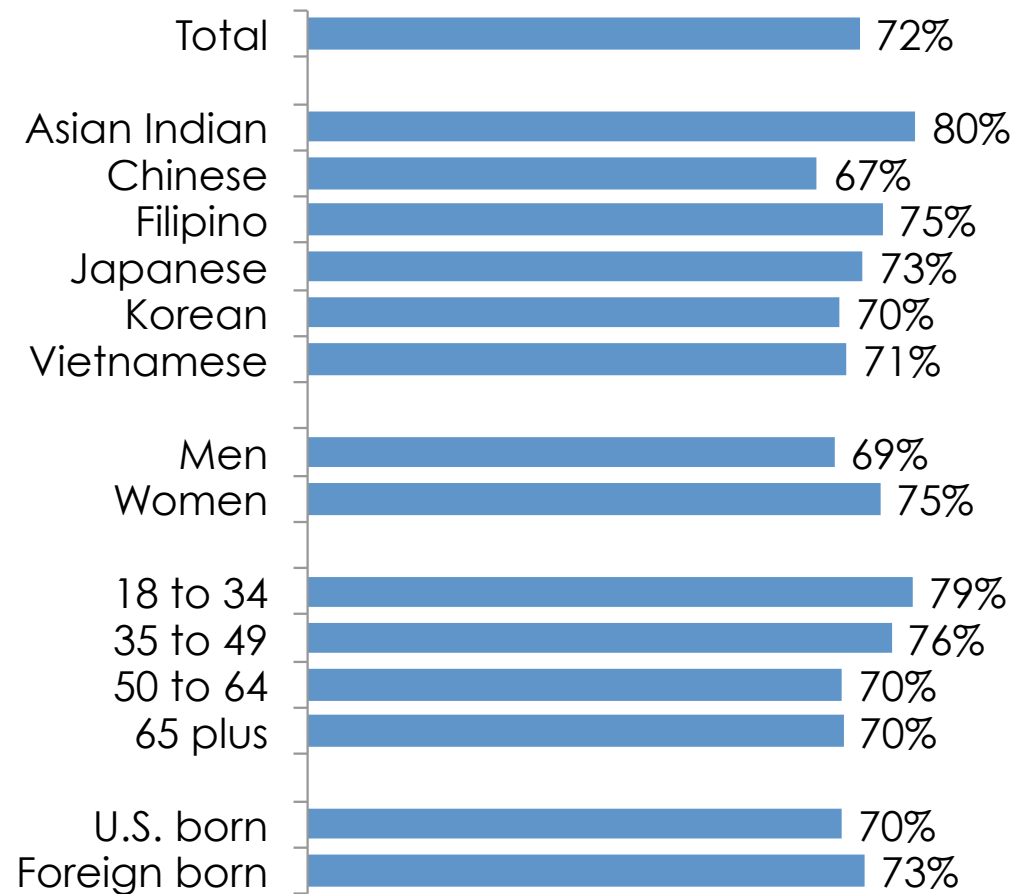
Source: 2014 APIAVote & AAAJ-AAJC Survey

SUPPORT FOR AFFIRMATIVE ACTION (50+ ASIAN AMS)



Source: 2014 APIAVote & AAAJ-AAJC Survey

SUPPORT FOR RAISING FEDERAL MINIMUM WAGE

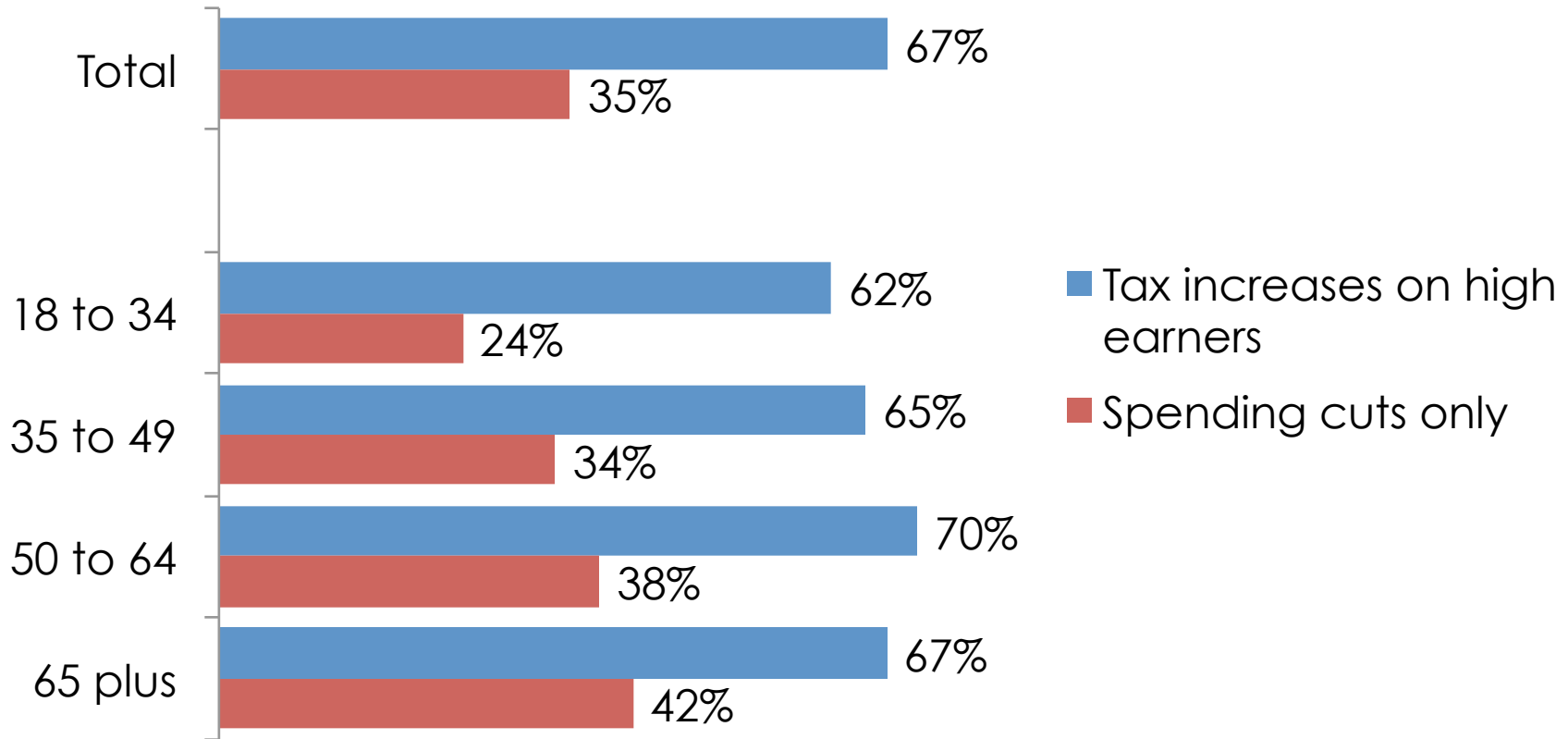


Source: 2014 APIAVote & AAPI-AAAJ Survey

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HIGHER TAXES OR SPENDING CUTS TO REDUCE DEFICIT?

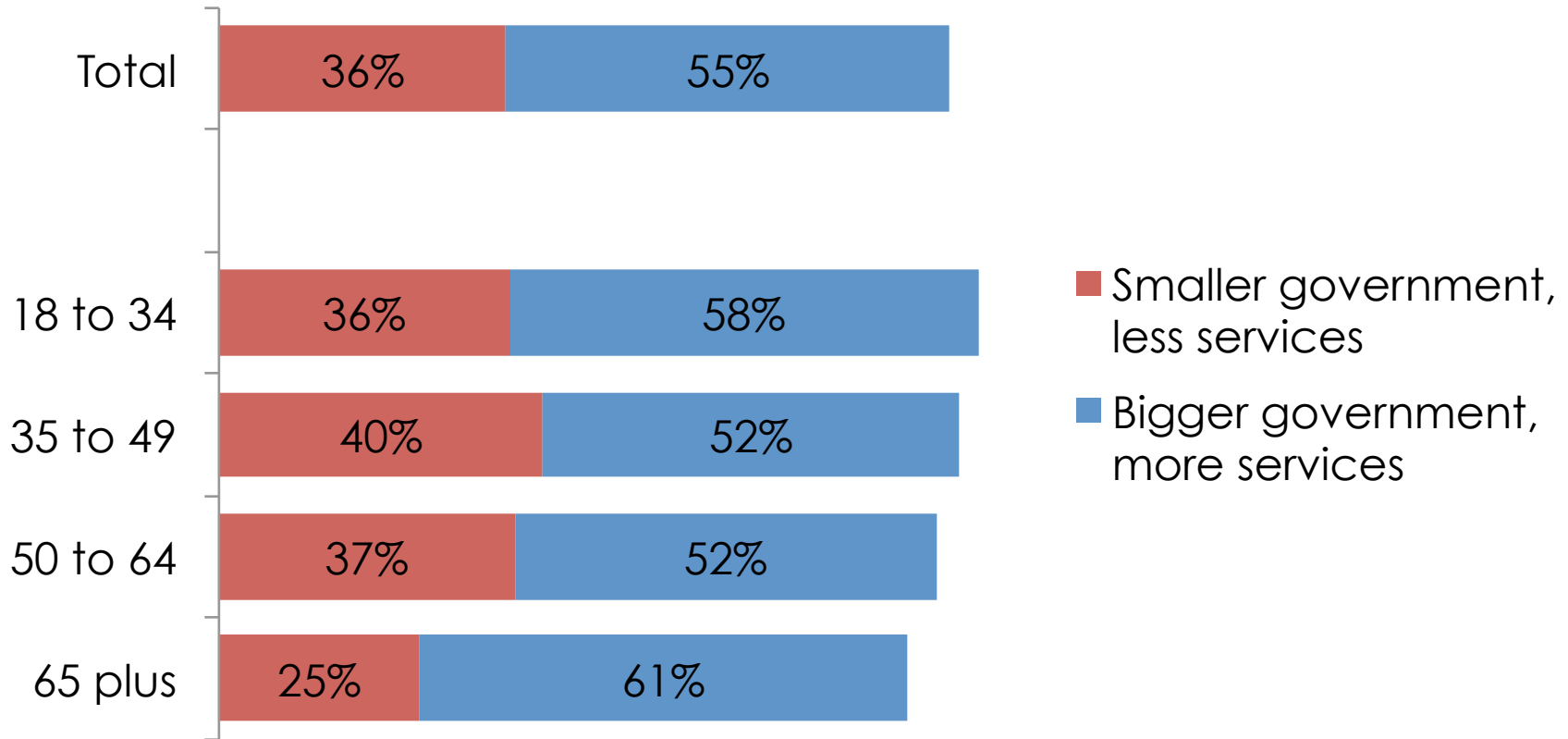


Source: 2012 National Asian American Survey

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BIGGER GOVERNMENT, MORE SERVICES

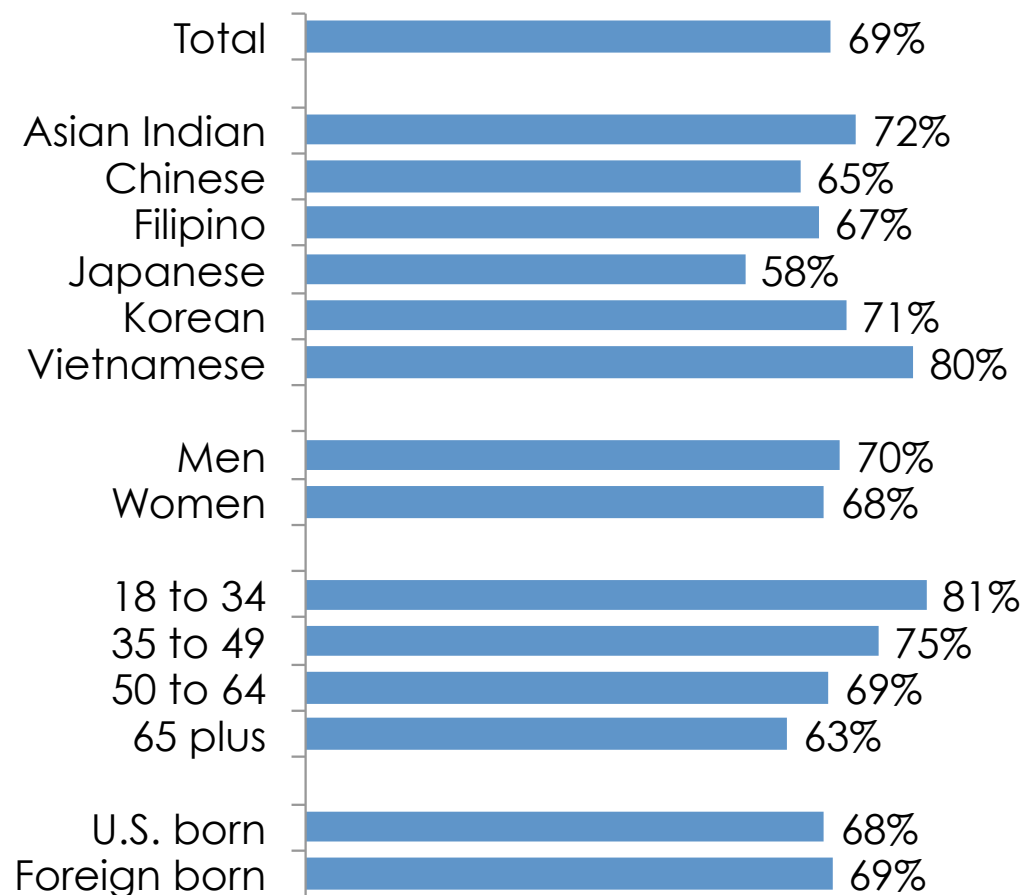


Source: 2012 Pew Asian American Survey

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REDUCE GAP BETWEEN RICH AND POOR

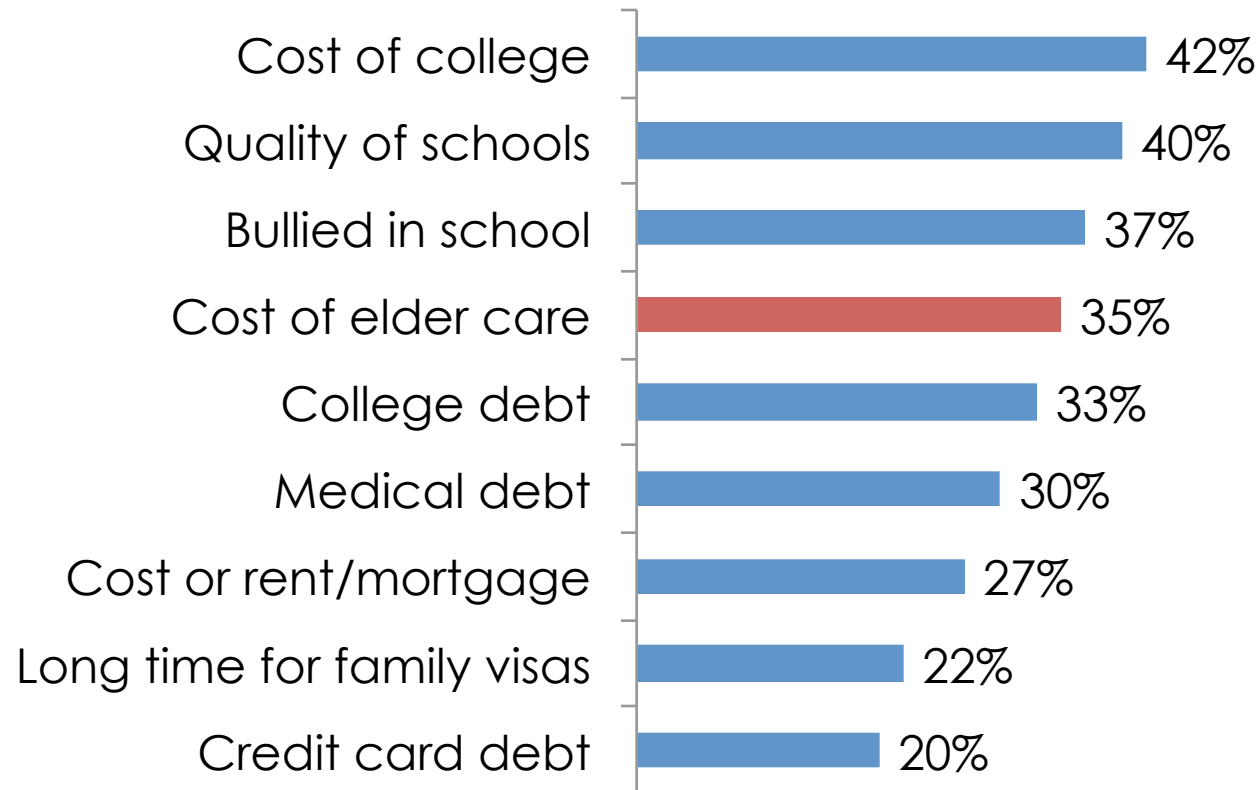


Source: 2014 APIAVote & AAPI-AAAJ Survey

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RANKING OF “VERY SERIOUS” PROBLEMS (OVERALL)

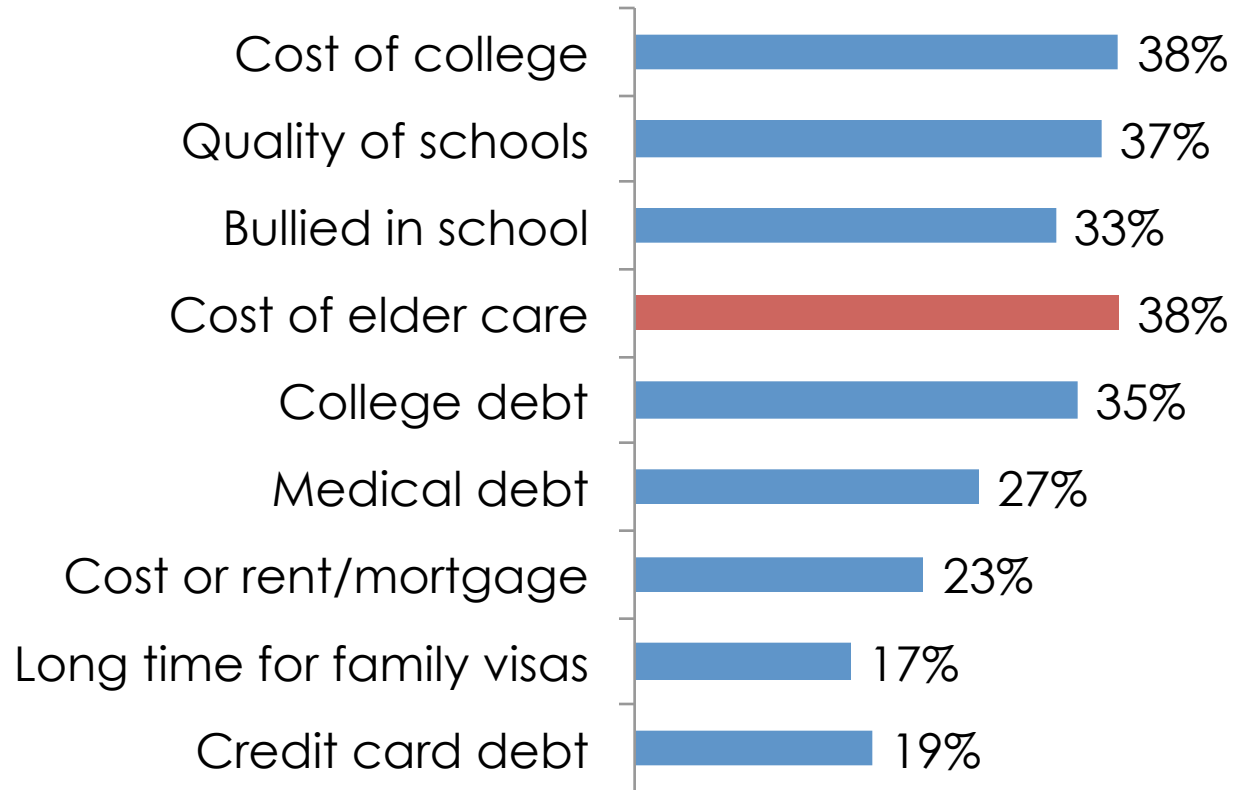


Source: 2012 National Asian American Survey

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RANKING OF “VERY SERIOUS” PROBLEMS (50+ ASIAN AMS)



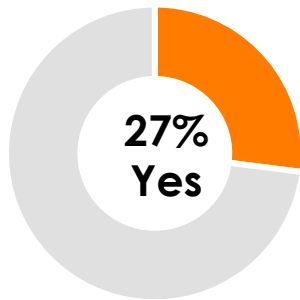
Source: 2012 National Asian American Survey

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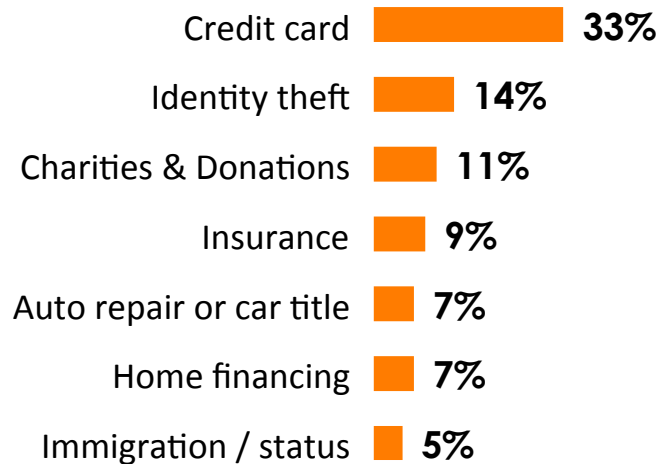


CONSUMER FRAUD AND IDENTITY THEFT

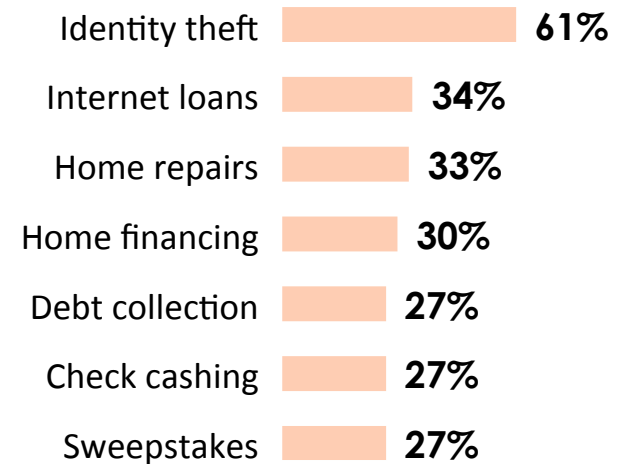
In Past 5 Years Have You or Someone You Know Encountered a Scam or Fraud?



Which types of fraud have you encountered?



How worried are you about potentially fraudulent or deceptive practices in each category? (% Extremely or Very Worried)



Source: 2013 AARP NYC SURVEY

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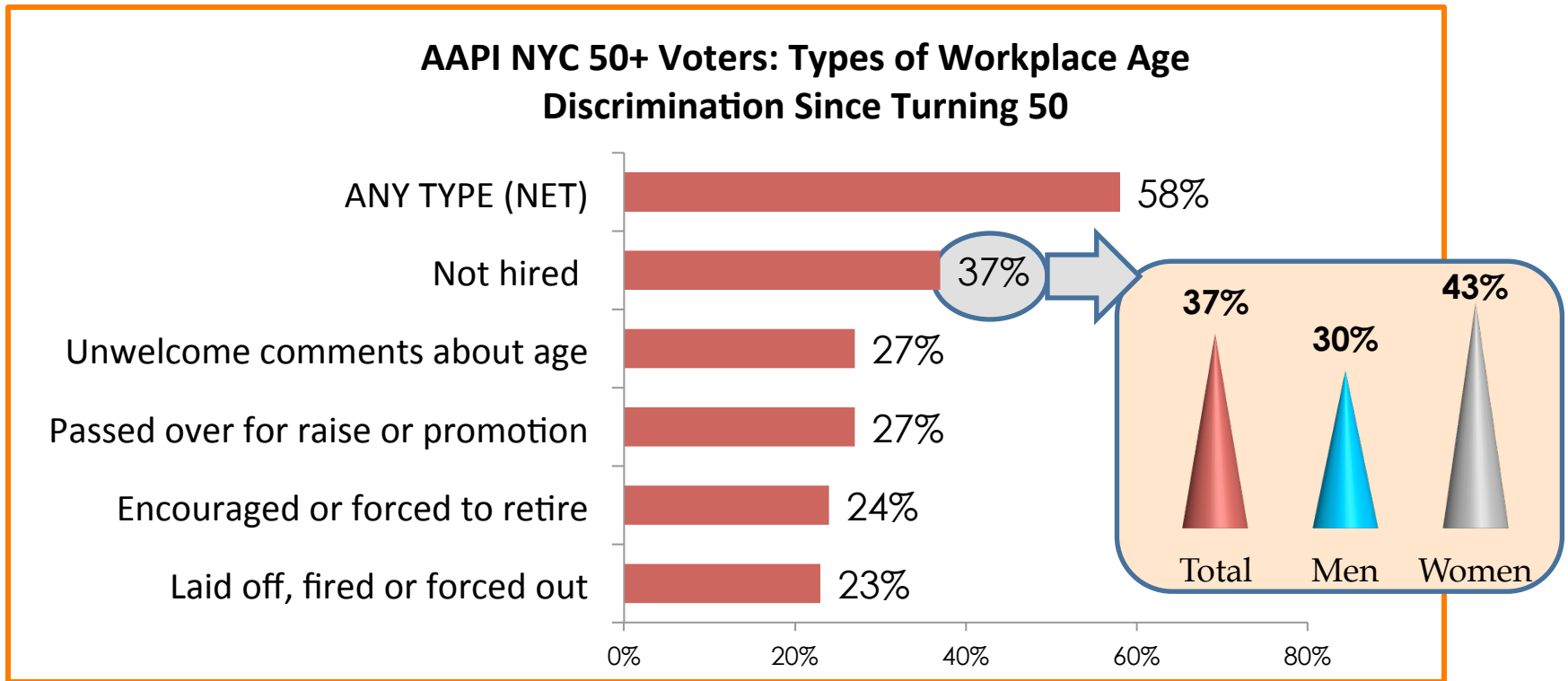
@AARPAAPI

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AGE DISCRIMINATION IN THE WORKPLACE

- WOMEN ARE MOST LIKELY TO REPORT DISCRIMINATORY HIRING



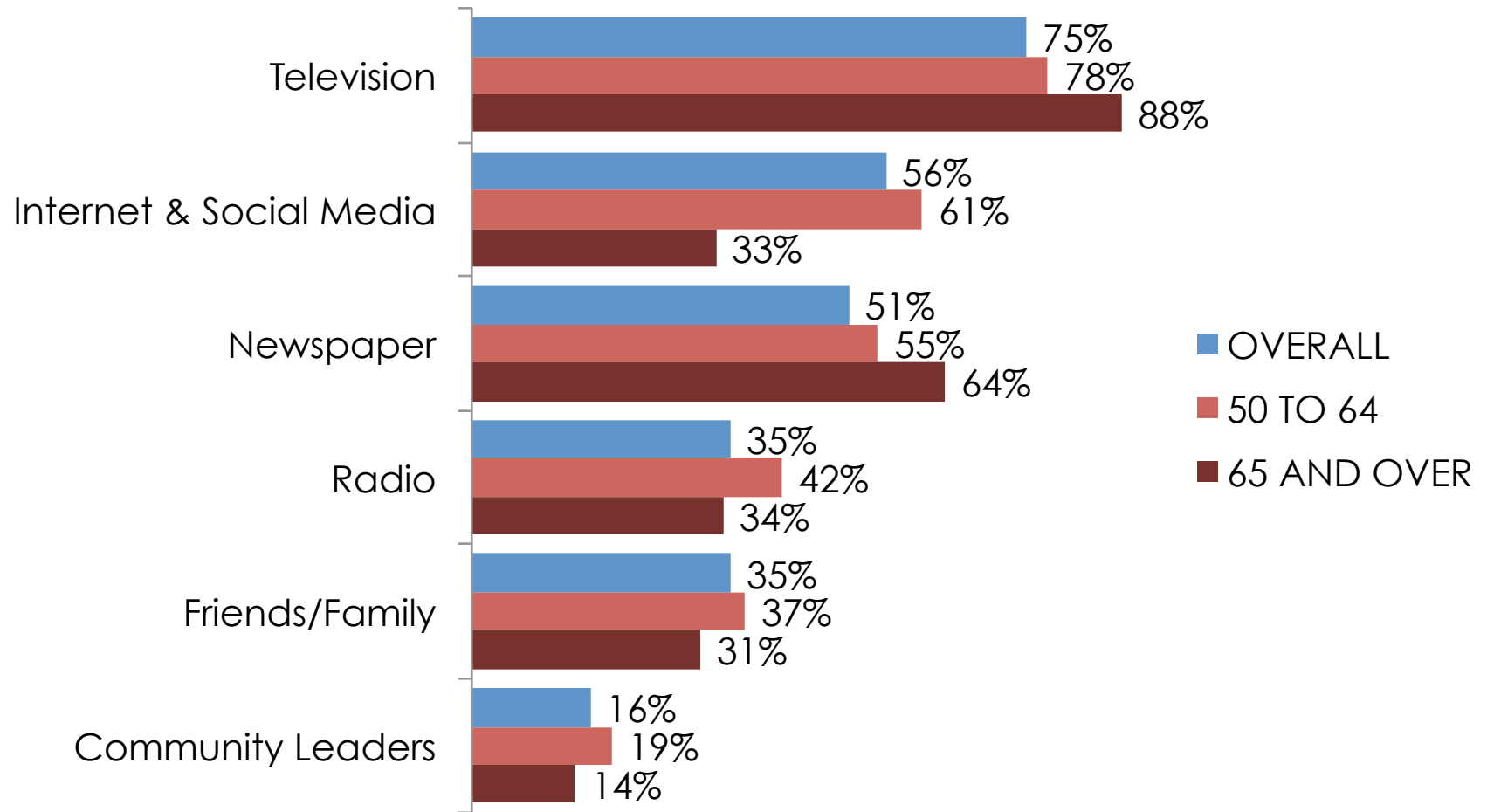
Source: 2013 AARP NYC SURVEY

INFORMATION SOURCES ON POLITICS

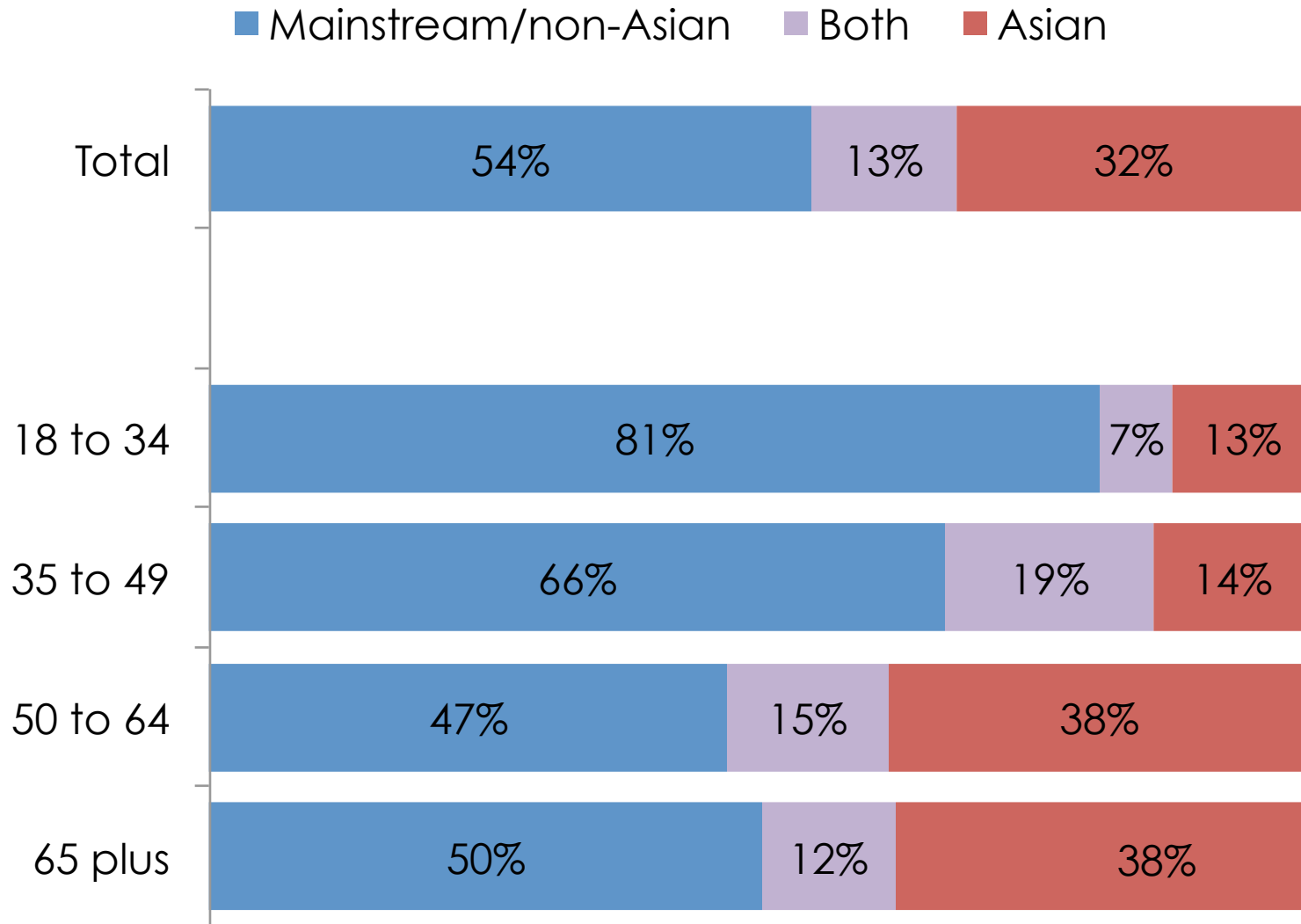
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SOURCES OF NEWS ON U.S. POLITICS



IMPORTANCE OF ETHNIC MEDIA (TELEVISION)



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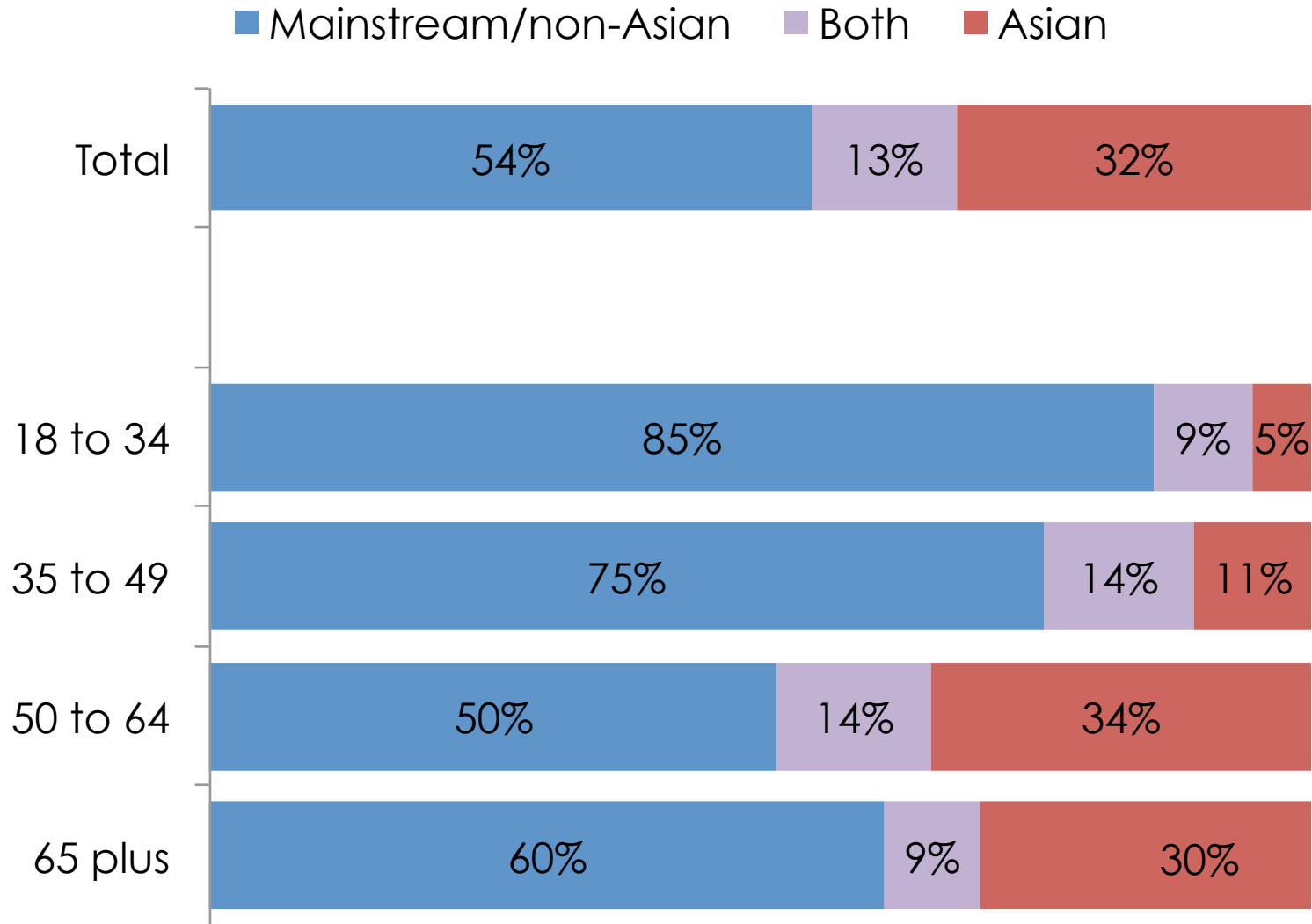
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IMPORTANCE OF ETHNIC MEDIA (INTERNET)



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@AAPIData

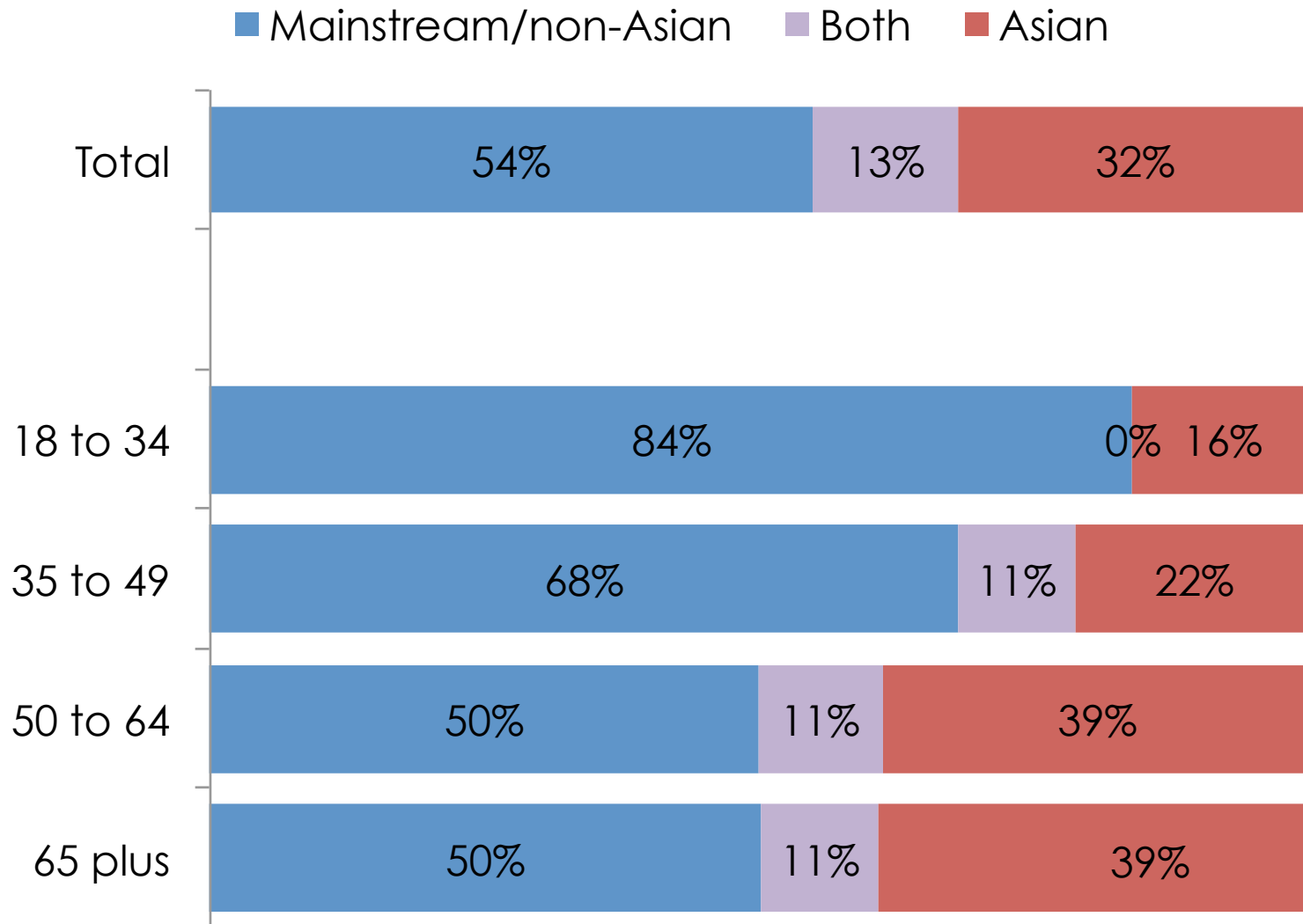
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Vote

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IMPORTANCE OF ETHNIC MEDIA (NEWSPAPERS)



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@AAPIData

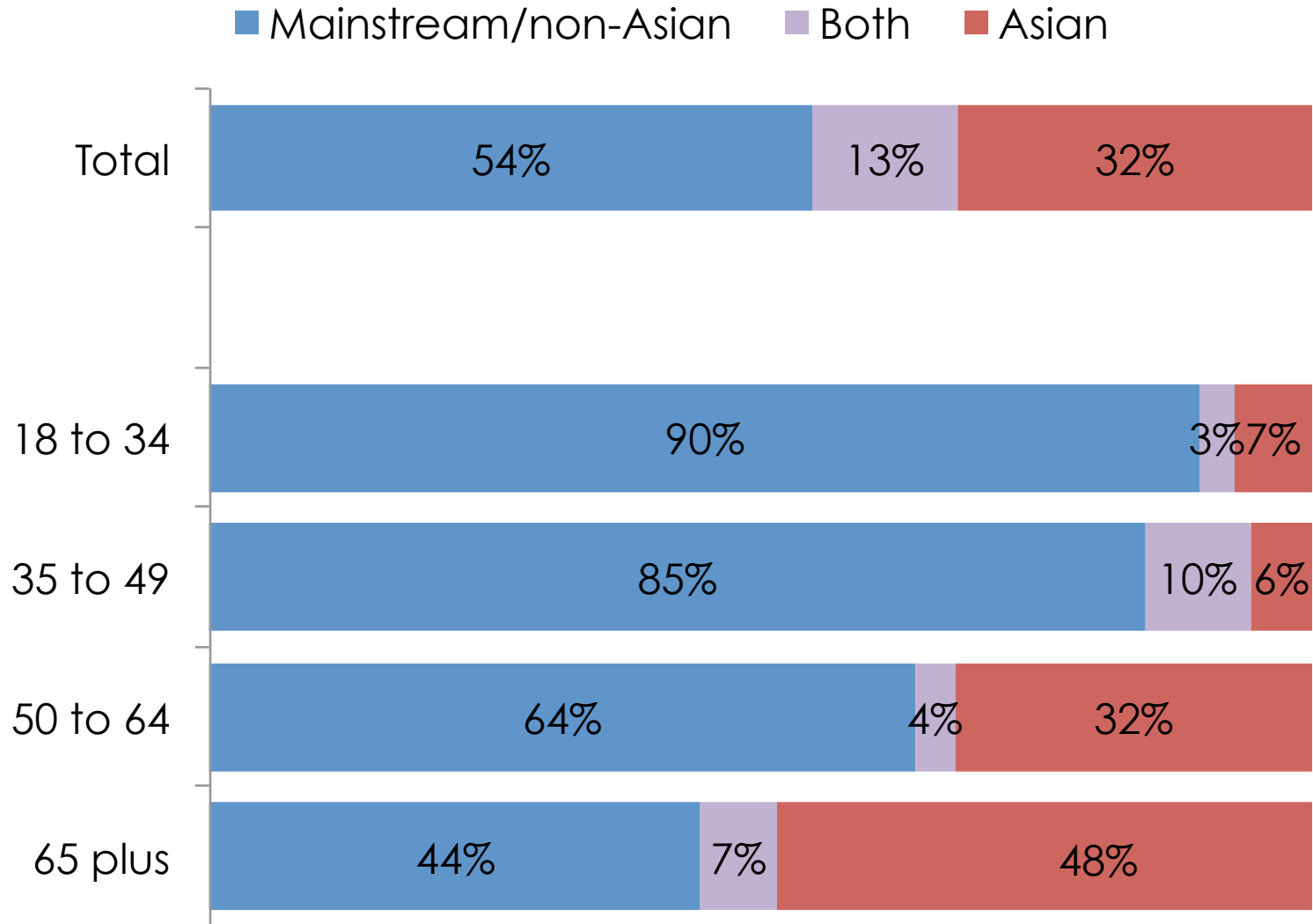
@AARPAAPI

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APIA
Vote

A A P I
D A T A

IMPORTANCE OF ETHNIC MEDIA (RADIO)



@APIAVote

@AAPIData

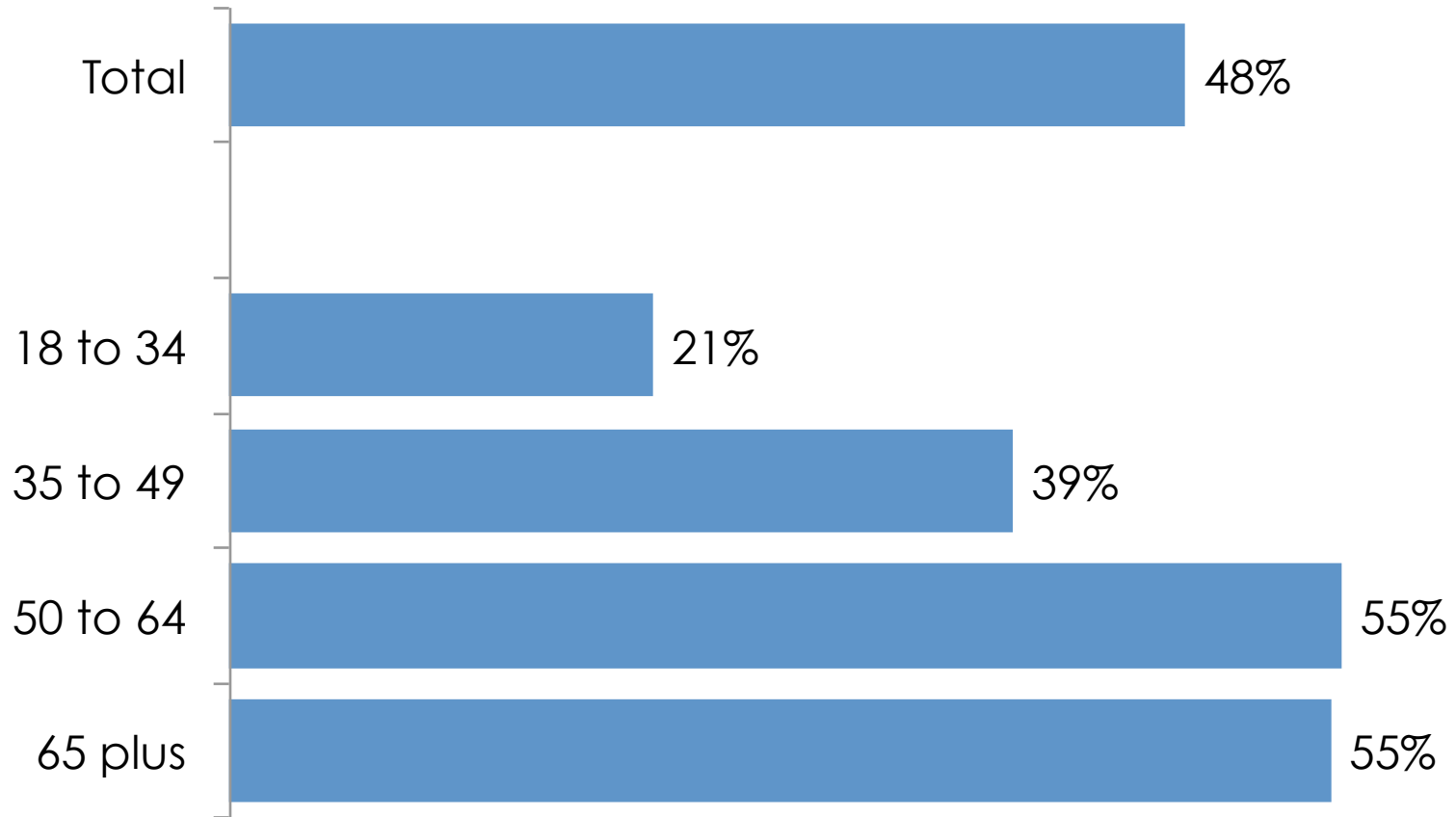
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ANY ETHNIC MEDIA CONSUMPTION



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SUMMARY AND CONCLUSIONS

- Rapidly growing segment, in fastest growing racial group
- Need more outreach on voting AND volunteerism
 - “Being asked” makes a very big difference
 - Language assistance, investments in voter education
 - Ethnic media an important avenue for outreach
- Broadly supportive of environmental protection and social safety net
- Supportive of affirmative action, raising minimum wage
- Concerned about age discrimination, debt, fraud and identity theft
- More regular surveys needed (especially by mainstream organizations)

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Questions?

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