

December 12, 2012

BEHIND THE NUMBERS: POST-ELECTION SURVEY OF ASIAN AMERICAN VOTERS IN 2012

PRESENTED BY:

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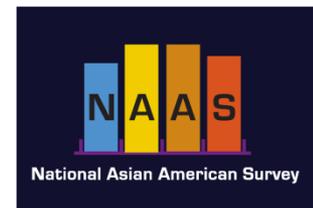
CHRISTINE CHEN
APIA VOTE

ASIAN AMERICAN
JUSTICE CENTER



MEMBER OF
ASIAN AMERICAN CENTER
FOR ADVANCING JUSTICE

ADVANCING EQUALITY



AN INCREASINGLY SIGNIFICANT VOTING BLOC

Mee Moua, Asian American Justice Center



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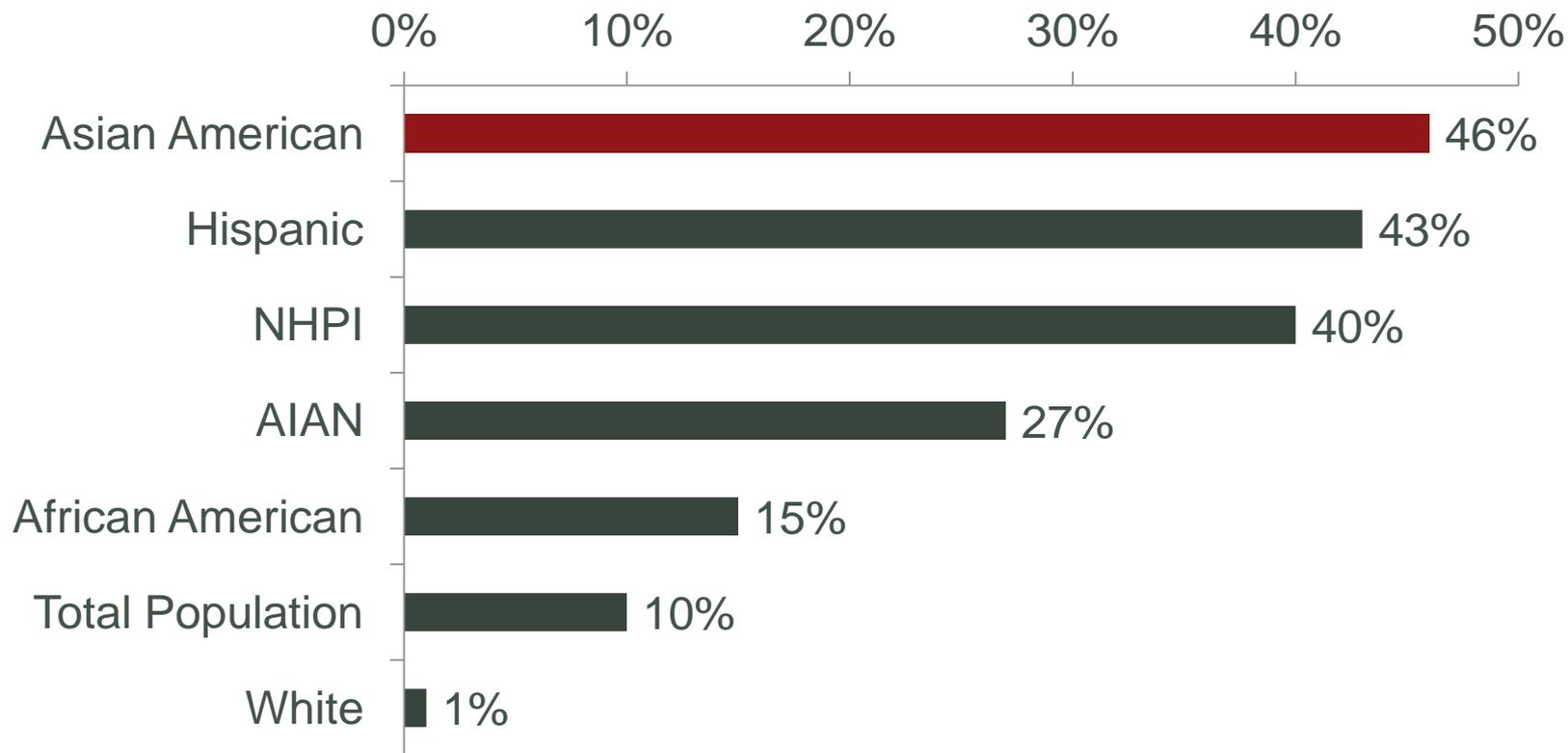
MAIN FINDINGS

- Asian American community diverse, growing
- Open to persuasion: high undecided, low party ID
- On “very important” issues, closer to Obama

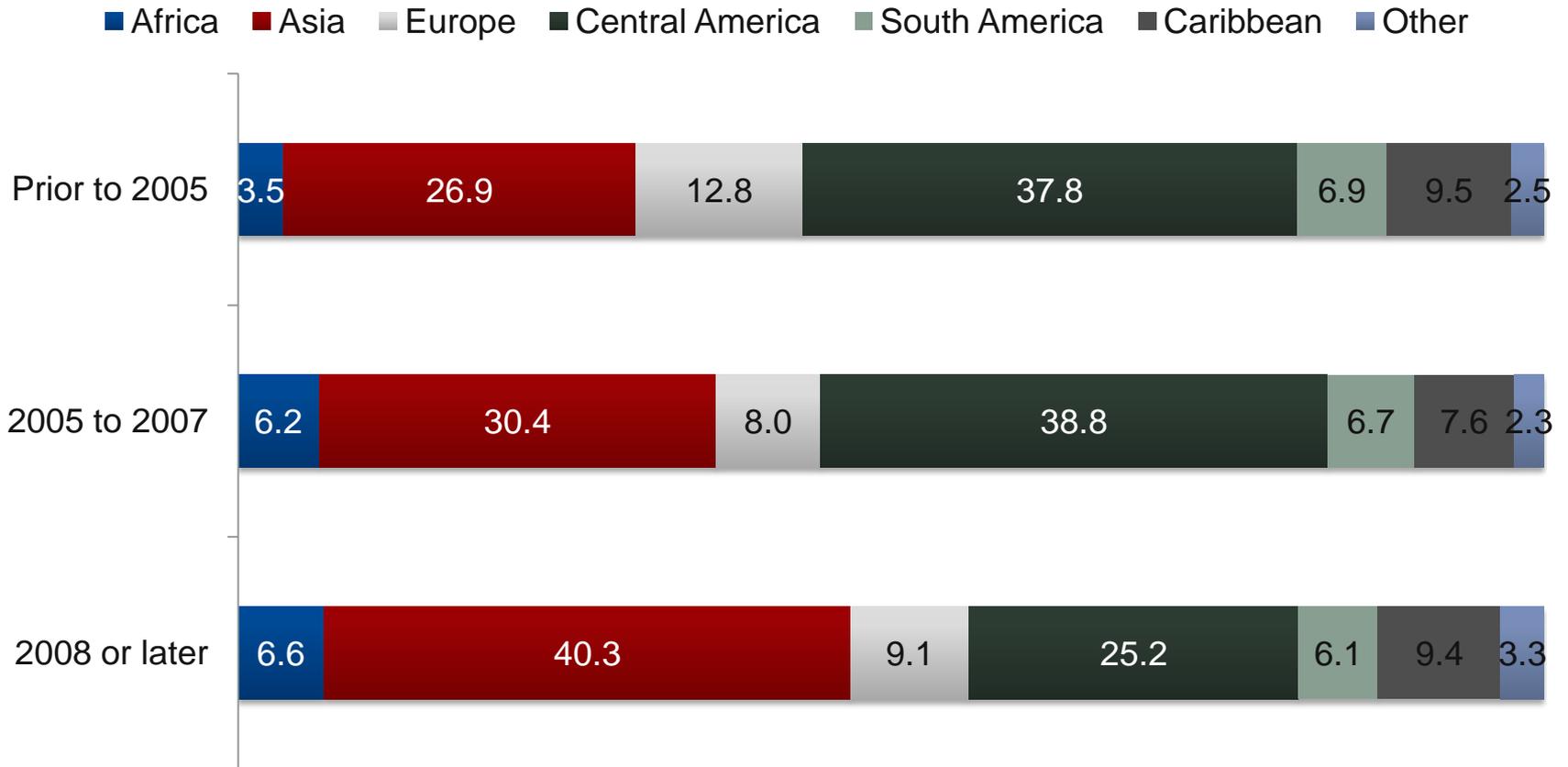
- Overall high support for Obama over Romney
- Increased popular vote margin by 42%
 - ✦ 1.4 million net votes on top of 3.3 million
- Important in Florida and Virginia

- Significant increase in voter mobilization efforts
- Still, most did not get contacted by parties, campaigns

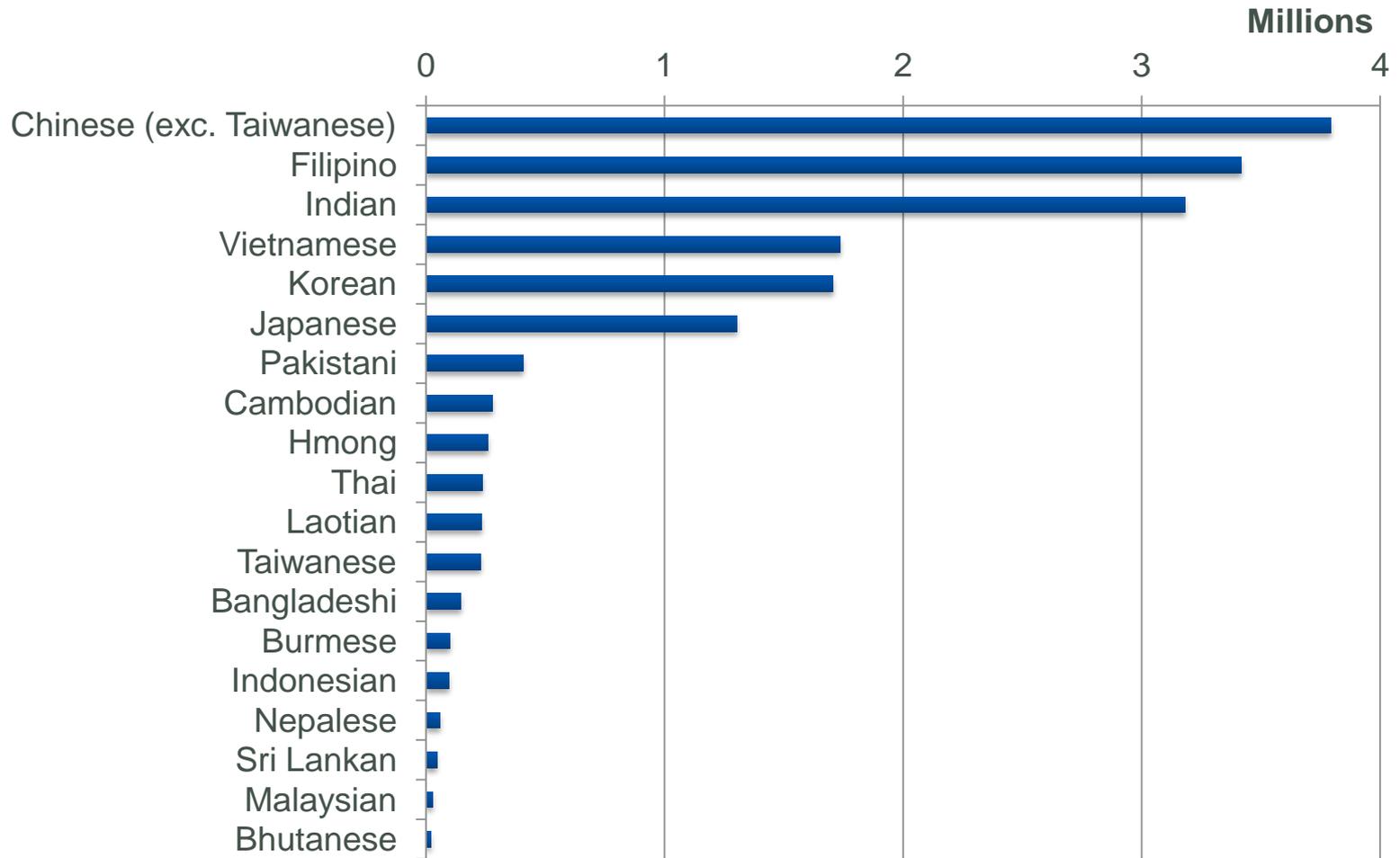
Fastest Growing Racial Group (2000-2010)



Largest Share of Recent Immigrants



Ethnic Groups by Size



Geographic Patterns: Traditional Strength

U.S. States	Number	%
California	5,556,592	14.9%
New York	1,549,494	8.2%
Texas	1,110,666	4.4%
New Jersey	795,163	9.0%
Hawaii	780,968	57.4%

Geographic Patterns: New Destinations

U.S. States	Growth Rate
Nevada	116%
Arizona	95%
North Carolina	85%
Georgia	83%
New Hampshire	80%

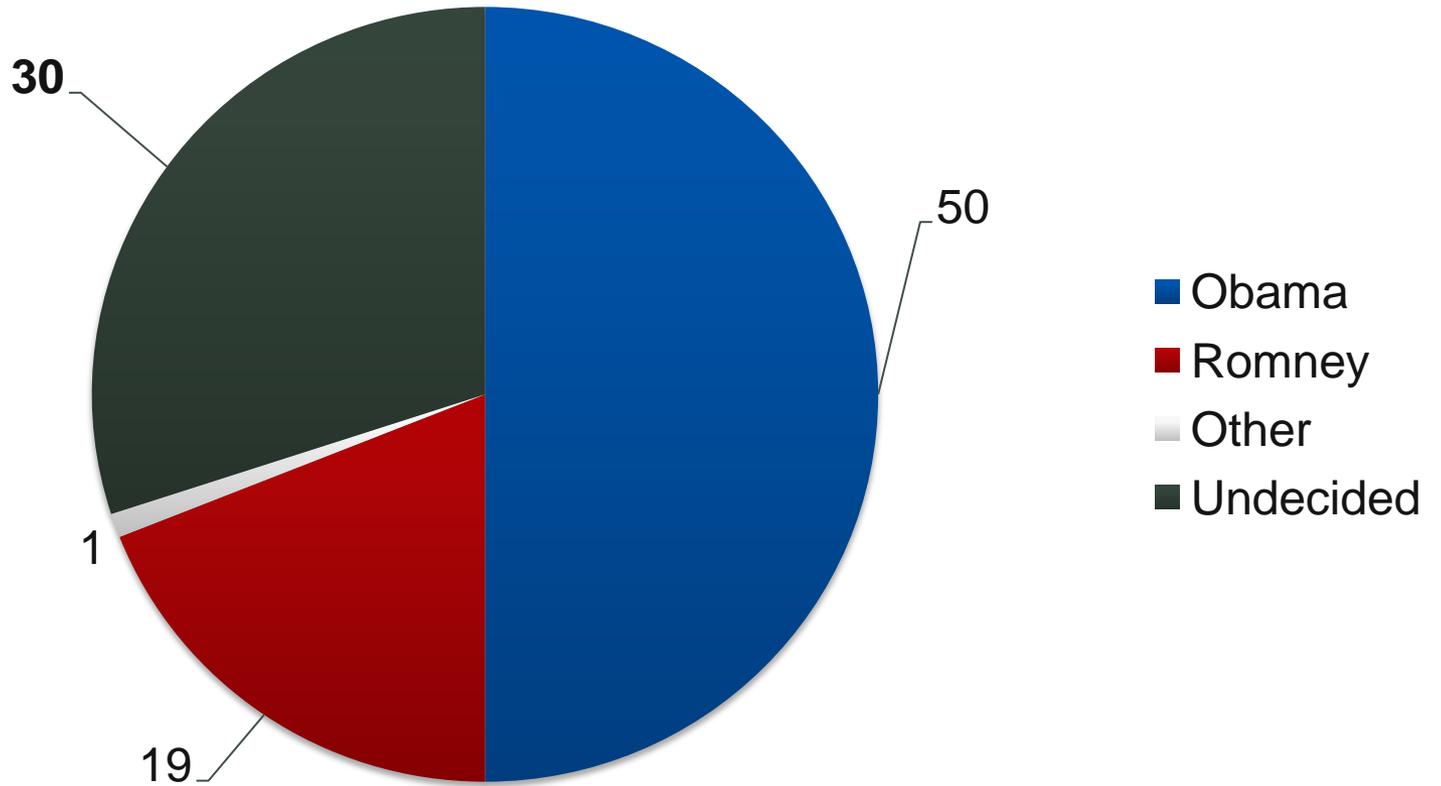
Issue Priorities for 2012 Presidential Vote

	Key Issue for Vote
Economy and Jobs	85%
Health Care	78%
Education	77%
Social Security	68%
National Security	67%
Environment	56%
Racial Discrimination	55%
Immigration	41%

Swing Voters: Party ID remains low

	Registered Voters	Voted in 2012
Democrat	37%	39%
Republican	16%	19%
Other Party	< 1%	< 1%
Independent	24%	25%
Don't know/ Don't think in these terms	22%	18%

Undecided: One Month Before Election Day



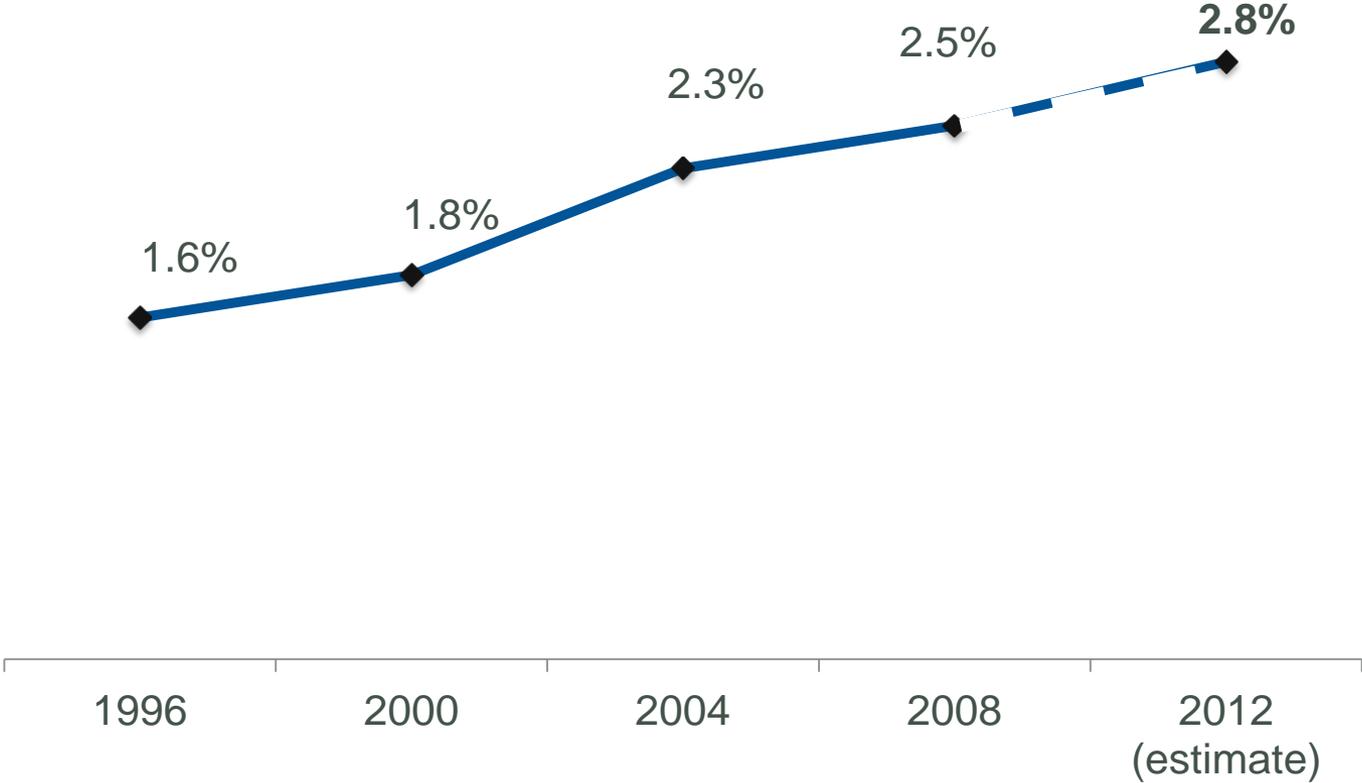
Presidential Vote Choice, by Issue

Issue	Obama	Romney
Racial Discrimination	77%	23%
Environment	76%	24%
Health Care	74%	26%
Education	74%	26%
Immigration	74%	26%
Social Security	73%	27%
Economy and Jobs	70%	30%
National Security	68%	32%

ESTIMATING THE 2012 ASIAN AMERICAN VOTE

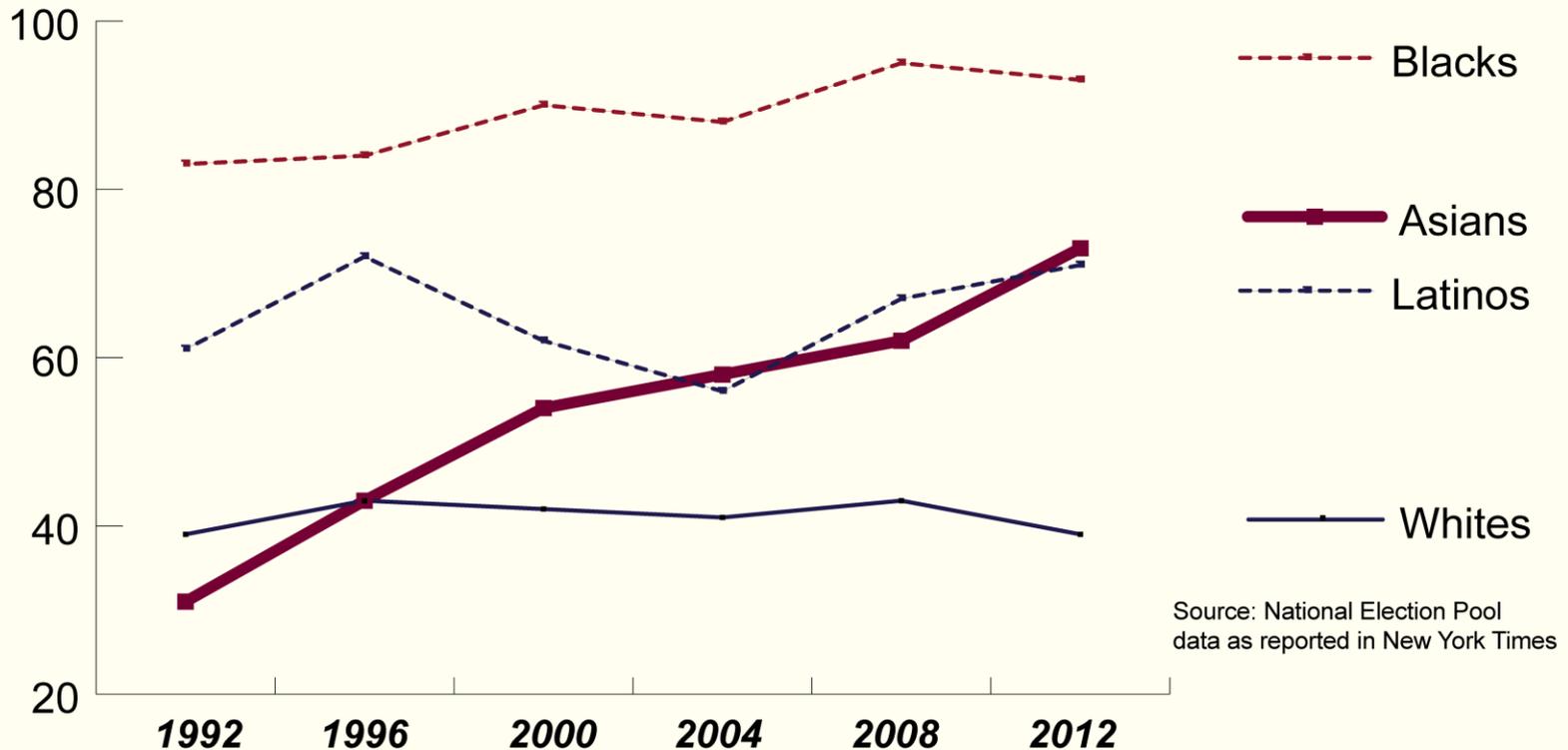
Karthick Ramakrishnan, National Asian American Survey

Growing Asian American Share of Electorate



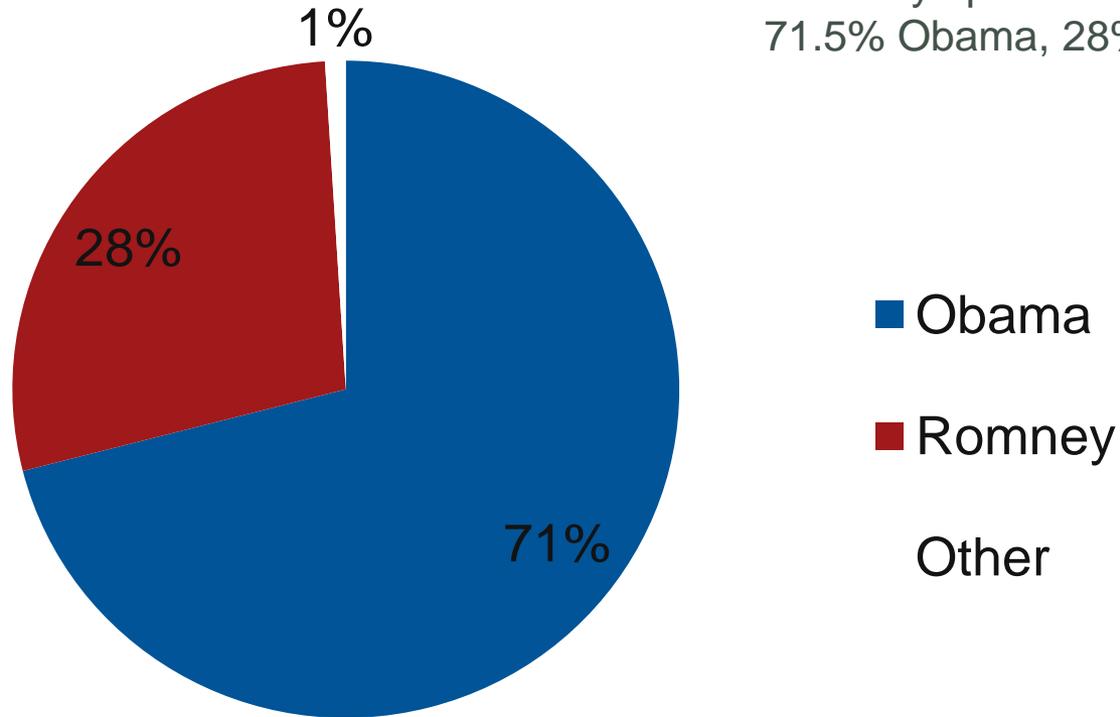
CLEAR SHIFT IN VOTING PATTERNS (Edison)

Asian American Vote for Democratic President



How Asian Americans Voted

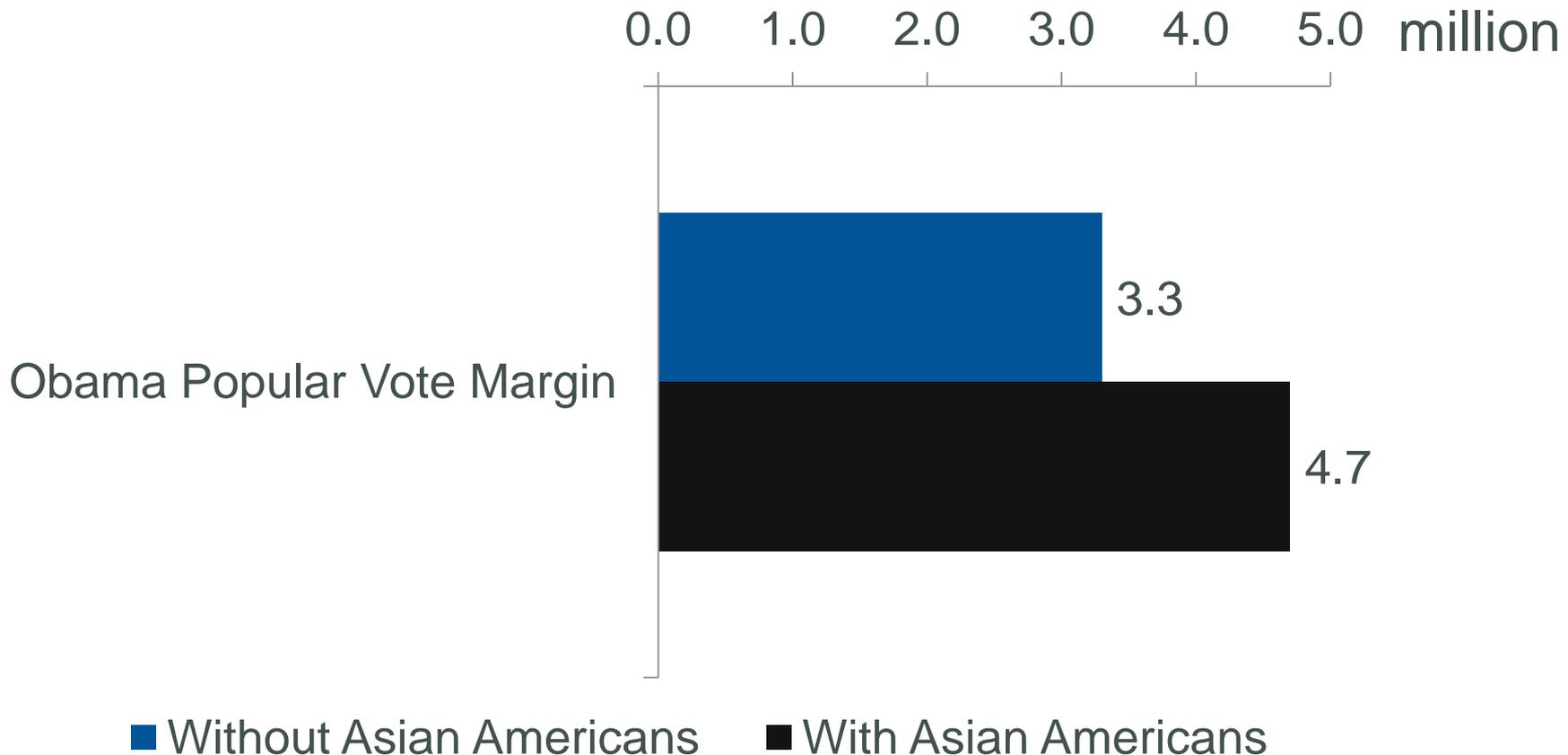
Two-way split in October was
71.5% Obama, 28% Romney



Calculating the Popular Vote Impact

- Obama Popular Vote Margin = 4.7 million
- Total Votes Cast = 128 million
- Asian American Vote Share = 2.48%
 - ✦ Using 2008 level, likely to be higher
- Asian American Total Votes = 3.2 million
- Obama votes = 2.3 million, Romney votes = 0.9 million
- Net votes for Obama = 1.4 million

Asian American Effect on Popular Vote



Vote Share in Key States

State	Electoral Votes	Obama Margin of Victory (2012)	Asian American Share of Vote (2008)
Florida	29	0.9%	1.1%
Virginia	13	3%	3.7%
Nevada	6	6.6%	3.2%
Ohio	18	1.9%	0.9%
North Carolina	15	-2.2%	1%

Untapped Potential for Mobilization

	Margin of Difference – Presidential Race	AAPI Citizen Voting Age Population
Nevada	66,379	122,710
Florida	73,858	255,855
North Carolina	97,465	93,940
Ohio	103,481	92,630
Colorado	113,099	81,555
Virginia	115,910	227,750



MOBILIZATION BY PARTIES AND GRASSROOTS ORGANIZATIONS

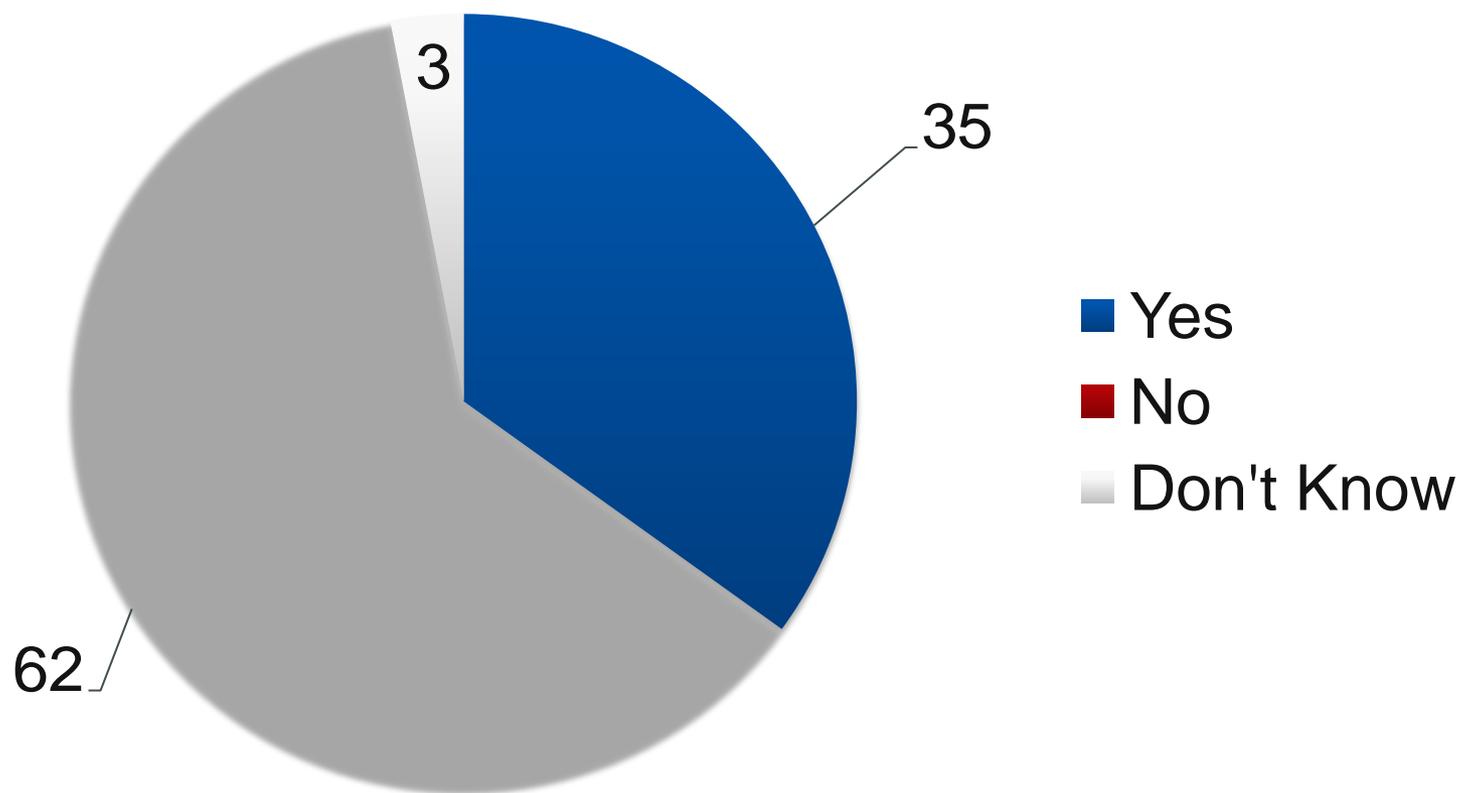
Christine Chen, Asian & Pacific Islander American Vote



ADVANCING EQUALITY



Were Asian American Voters Contacted?



Among Those Contacted... Contact By

	Democrats	Republicans	Other Organizations
A great deal	24%	24%	10%
Some	22%	14%	17%
Little	13%	15%	12%
Not at all	22%	28%	40%
Don't Know	18%	18%	21%

Mobilization On the Ground: Overview

- **Partisan Efforts:** 2012 saw attention and some strategic efforts by the parties to focus on Asian American voters in Nevada, Virginia, Pennsylvania, and Ohio.
- **Nonpartisan efforts** were led by 75 organizations in 15 states which is unprecedented
- **Pre-election work:** regional trainings, access to tools and strategies typically used in campaigns, development of field plans
- **Election Day Activities:** Rides to the polls, poll monitoring, multilingual Asian hotline, language assistance
- **Future Engagement:** 2013 local elections & resource development

Mobilization On the Ground: Case Studies

- **New York:** “Vote 2012: Your Voice, Your Vote,” a voter engagement coalition of Asian American groups across New York City
 - contacted over 25,000 voters for the 2012 primary and general elections through a new 2012 Voter Guide,
 - a voter registration drive, and
 - intensive get-out-the-vote efforts
- **Ohio:** Statewide coalition developed by Asian Services In Action, Inc. (ASIA)
 - Focus on voter registration in places of worship
 - translation and placement of voting PSAs in local media
 - phone banking before and on Election Day,
 - rides to the polls, and
 - presidential debate watch parties.



Mobilization On the Ground: Case Studies

- **Minnesota:** The Minnesota Collaborative reached out to over 13,000 Asian Americans
 - recruited over 800 volunteers
 - interpreted and gave over 600 rides
 - responded to incidents at the polls, and
 - answered over 150 requests received through its live bilingual hotline on Election Day.
- **Oregon:** Asian Pacific American Network of Oregon (APANO)
 - reached over 10,000 API through ballot parties,
 - canvassed and distributed voter guides in 7 languages.



SUMMING UP

- Asian American community diverse, growing
- Clear trend in voting since 1992

- But, still open to persuasion: high undecided, low party ID

- Improvements in voter mobilization efforts from 2008
- Still, more outreach needed by parties, campaigns
- More funding for nonpartisan mobilization efforts to be successful