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

PRESENTED BY:
TERRY AO MINNIS
AAJC

CHRISTINE CHEN
APIA VOTE

KARTHICK RAMAKRISHNAN
NAAS
<table>
<thead>
<tr>
<th>Ethnic Group</th>
<th>Thousands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>4,007</td>
</tr>
<tr>
<td>Filipino</td>
<td>3,440</td>
</tr>
<tr>
<td>Asian Indian</td>
<td>3,190</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>1,867</td>
</tr>
<tr>
<td>Korean</td>
<td>1,734</td>
</tr>
<tr>
<td>Japanese</td>
<td>1,289</td>
</tr>
<tr>
<td>Pakistani</td>
<td>391</td>
</tr>
<tr>
<td>Cambodian</td>
<td>303</td>
</tr>
<tr>
<td>Thai</td>
<td>272</td>
</tr>
<tr>
<td>Hmong</td>
<td>251</td>
</tr>
<tr>
<td>Laotian</td>
<td>232</td>
</tr>
<tr>
<td>Taiwanese</td>
<td>178</td>
</tr>
<tr>
<td>Bangladeshi</td>
<td>154</td>
</tr>
<tr>
<td>Native Hawaiian</td>
<td>527</td>
</tr>
<tr>
<td>Samoan</td>
<td>184</td>
</tr>
</tbody>
</table>
Recent Immigration Trends

Prior to 2005
- Africa: 3.5%
- Asia: 26.9%
- Europe: 12.8%
- Mexico + Central Am: 37.8%
- South America: 6.9%
- Caribbean: 9.5%
- Other: 2.5%

2005 to 2007
- Africa: 6.2%
- Asia: 30.4%
- Europe: 8.0%
- Mexico + Central Am: 38.8%
- South America: 6.7%
- Caribbean: 7.6%
- Other: 2.3%

2008 or later
- Africa: 6.6%
- Asia: 40.3%
- Europe: 9.1%
- Mexico + Central Am: 25.2%
- South America: 6.1%
- Caribbean: 9.4%
- Other: 3.3%
Growing Asian American Share of Electorate

1996: 1.6%
2000: 1.8%
2004: 2.3%
2008: 2.5%
2012 (estimate): 2.8%
THE 2012 ASIAN AMERICAN AND PACIFIC ISLANDER VOTE

Karthick Ramakrishnan, National Asian American Survey
The 2012 AAPI Post-Election Survey (2012 AAPI PES)

- The only voter survey conducted in nine Asian languages, English and Spanish.
  > Chinese (Mandarin and Cantonese), Hindi, Hmong, Japanese, Khmer, Korean, Laotian, Tagalog, and Vietnamese
- Coverage of Pacific Islanders
- Cambodian, Hmong; Laotians for the first time ever
The 2012 AAPI Post-Election Survey (2012 AAPI PES)

- Total of 6,609 interviews completed
  > November and December 2012 based on a nationally representative sample, with oversamples in California

- Margins of error
  > +/- 1.5% for Asian Americans
  > +/- 5% for NHPIs
  > By group, margin of error ranges from
    - 8% for Samoans to
    - 3% for Chinese, Indians, Vietnamese
    - 4 to 6% for all other groups
Voter Turnout in 2012 by Ethnicity

- Hmong: 89%
- Japanese: 89%
- Indian: 88%
- Vietnamese: 81%
- Korean: 79%
- Filipino: 78%
- Chinese: 71%
- Cambodian: 62%
- Laotian: 40%
- Asian Am Average: 79%
Voter Turnout in 2012 – Ethnicity, Gender, Location

Hawaiian: 80%
Samoan: 78%
NHPI Average: 79%
Men: 82%
Women: 76%
Battleground: 84%
Not Battleground: 78%
Issues Important To Vote Choice

- Economy, Jobs, budget deficit and Social Security were top priorities for Asian American voters.

- Education and health care also factored heavily for Asian American voters, as did immigration, the environment and racial discrimination.

- Pacific Islanders felt similarly, except for slightly lower importance accorded to the environment, immigration, and national security.
Presidential choice, by issue ranked as “very important” to vote choice*

<table>
<thead>
<tr>
<th>Issue (% as very important)</th>
<th>Obama</th>
<th>Romney</th>
<th>Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy and Jobs (86%)</td>
<td>67%</td>
<td>33%</td>
<td>34%</td>
</tr>
<tr>
<td>Education (81%)</td>
<td>71%</td>
<td>29%</td>
<td>42%</td>
</tr>
<tr>
<td>Health Care (80%)</td>
<td>71%</td>
<td>29%</td>
<td>42%</td>
</tr>
<tr>
<td>National Security (72%)</td>
<td>66%</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td>Social Security (71%)</td>
<td>70%</td>
<td>30%</td>
<td>40%</td>
</tr>
<tr>
<td>Environment (59%)</td>
<td>72%</td>
<td>28%</td>
<td>44%</td>
</tr>
<tr>
<td>Racial Discrimination (54%)</td>
<td>74%</td>
<td>26%</td>
<td>48%</td>
</tr>
<tr>
<td>Immigration (43%)</td>
<td>70%</td>
<td>30%</td>
<td>40%</td>
</tr>
</tbody>
</table>

*Two-way vote split between Obama and Romney, with “other” excluded.
SO HOW DID THEY VOTE?
Pre-Election Survey (NAAS)

* Obama  * Romney  * undecided

<table>
<thead>
<tr>
<th>Group</th>
<th>Obama</th>
<th>Romney</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian</td>
<td>59%</td>
<td>7%</td>
<td>34%</td>
</tr>
<tr>
<td>Hmong</td>
<td>49%</td>
<td>4%</td>
<td>46%</td>
</tr>
<tr>
<td>Japanese</td>
<td>49%</td>
<td>23%</td>
<td>28%</td>
</tr>
<tr>
<td>Chinese</td>
<td>46%</td>
<td>13%</td>
<td>40%</td>
</tr>
<tr>
<td>Korean</td>
<td>45%</td>
<td>17%</td>
<td>38%</td>
</tr>
<tr>
<td>Cambodian</td>
<td>38%</td>
<td>11%</td>
<td>50%</td>
</tr>
<tr>
<td>Filipino</td>
<td>31%</td>
<td>33%</td>
<td>36%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>29%</td>
<td>18%</td>
<td>53%</td>
</tr>
<tr>
<td>All</td>
<td>42%</td>
<td>18%</td>
<td>39%</td>
</tr>
</tbody>
</table>
If You Look at Two-Way Split…

<table>
<thead>
<tr>
<th></th>
<th>Obama</th>
<th>Romney</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hmong</td>
<td>92%</td>
<td>8%</td>
</tr>
<tr>
<td>Indian</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>Chinese</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>Cambodian</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>Korean</td>
<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td>Japanese</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>Filipino</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>ALL</td>
<td>70%</td>
<td>30%</td>
</tr>
</tbody>
</table>
Vote Share by Ethnicity (2012 AAPI PES)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Obama</th>
<th>Other</th>
<th>Romney</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian American</td>
<td>68%</td>
<td>31%</td>
<td>16%</td>
</tr>
<tr>
<td>Indian</td>
<td>84%</td>
<td></td>
<td>16%</td>
</tr>
<tr>
<td>Cambodian</td>
<td>77%</td>
<td></td>
<td>23%</td>
</tr>
<tr>
<td>Hmong</td>
<td>76%</td>
<td></td>
<td>24%</td>
</tr>
<tr>
<td>Laotian</td>
<td>71%</td>
<td></td>
<td>29%</td>
</tr>
<tr>
<td>Japanese</td>
<td>70%</td>
<td></td>
<td>29%</td>
</tr>
<tr>
<td>Chinese</td>
<td>69%</td>
<td></td>
<td>29%</td>
</tr>
<tr>
<td>Korean</td>
<td>66%</td>
<td></td>
<td>33%</td>
</tr>
<tr>
<td>Filipino</td>
<td>62%</td>
<td></td>
<td>37%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>61%</td>
<td></td>
<td>39%</td>
</tr>
</tbody>
</table>
Vote Share by Ethnicity, Gender, Geography

- **Pacific Islander**
  - Obama: 68%
  - Romney: 30%

- **Native Hawaiian**
  - Obama: 70%
  - Romney: 27%

- **Samoan**
  - Obama: 60%
  - Romney: 40%

- **Men**
  - Obama: 68%
  - Romney: 31%

- **Women**
  - Obama: 69%
  - Romney: 30%

- **Battleground**
  - Obama: 68%
  - Romney: 32%

- **Not Battleground**
  - Obama: 69%
  - Romney: 31%
How Important Was the AAPI Vote?

Obama Popular Vote Margin

Without Asian Americans: 3.5 million
With Asian Americans: 5.0 million

States with greatest impact:
Florida, Virginia, Nevada, Ohio, North Carolina

Source: 2012 AAPI Post-Election Survey
CLEAR SHIFT IN VOTING PATTERNS (Edison)

Asian American Vote for Democratic President

- Blacks
- Asians
- Latinos
- Whites

Source: National Election Pool data as reported in New York Times
Mobilization by Parties and Grassroots Organizations

Christine Chen, Asian & Pacific Islander American Vote
Were Asian American Voters Contacted?

- Yes: 31%
- No: 67%
- Don't Know: 2%
Were Pacific Islander Voters Contacted?

- Yes: 26%
- No: 71%
- Don't Know: 3%
Proportion Reporting Election-Related Contact

- Hmong: 49%
- Chinese: 39%
- Japanese: 36%
- Korean: 33%
- Laotian: 33%
- Vietnamese: 28%
- Filipino: 28%
- Cambodian: 27%
- Indian: 25%
- Asian Am Average: 31%
- Samoan: 30%
- Hawaiian: 25%
- NHPI Average: 26%
Among Those Contacted…

<table>
<thead>
<tr>
<th>Battleground-state Status (% who live in)</th>
<th>AMONG THOSE CONTACTED, CONTACT BY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Democrats</td>
</tr>
<tr>
<td>Battleground (17%)</td>
<td>63%</td>
</tr>
<tr>
<td>Non-Battleground (83%)</td>
<td>42%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50%</td>
</tr>
</tbody>
</table>
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.
Mobilization On the Ground: Overview

- **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): Cincinnati, Columbus, Dayton, Oberlin and Cleveland
  • Focus on voter registration in places of worship
  • translation and placement of voting PSAs in local media
  • phone banking before and on Election Day (3187),
  • rides to the polls (34),
  • presidential debate watch parties, and
  • ballot review for senior home residents in multiple languages
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.
Mobilization On the Ground: Case Studies

- **Michigan**: Asian & Pacific Islander American Vote - Michigan reached almost 22,000 voters
  - Launched Respect America, Respect Michigan candidate pledge
  - Registered over 700 voters at community events, festivals, places of worship, and on college campuses (voter registration contest between UM and MSU)
  - Held two candidate forums before the general election and one candidate meet and greet before the primary election
  - Distributed nonpartisan voter guides in English, Chinese, Bangla, and Korean
  - Reached 21,867 voters through pledge cards, mailers, robocall, and live phonebank
  - Monitored Section 203 compliance in Hamtramck (together with Bangladeshi American Public Affairs Committee)
# Untapped Potential for Mobilization

<table>
<thead>
<tr>
<th>State</th>
<th>Margin of Difference – Presidential Race</th>
<th>AAPI Citizen Voting Age Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nevada</td>
<td>66,379</td>
<td>122,710</td>
</tr>
<tr>
<td>Florida</td>
<td>73,858</td>
<td>255,855</td>
</tr>
<tr>
<td>North Carolina</td>
<td>97,465</td>
<td>93,940</td>
</tr>
<tr>
<td>Ohio</td>
<td>103,481</td>
<td>92,630</td>
</tr>
<tr>
<td>Colorado</td>
<td>113,099</td>
<td>81,555</td>
</tr>
<tr>
<td>Virginia</td>
<td>115,910</td>
<td>227,750</td>
</tr>
</tbody>
</table>
IMPACT OF LANGUAGE ABILITY TO THE ASIAN AMERICAN VOTE

Terry Ao Minnis, Asian American Justice Center
English Language Proficiency

- National:
  - 60% of Asian American population is foreign-born and 3 out of 4 speaks a language other than English at home
  - Figures even higher when looking at adults, including adult citizens
  - 44% Asian American adult has difficulty speaking English

- Post-Election Survey Respondents:
  - 84% said they spoke a language other than English at home
  - More than a majority (55%) said they had difficulty speaking English
  - Language of Interview:
    - 54% of respondents were surveyed in English
    - 46% in an Asian language
Language Barrier to Voting

Impact on Voter Turnout

Language Barrier as Reason for Not Voting

9% gap
Access to Language Assistance among LEP Voters in Section 203 Jurisdictions

Voted In Person
- Available: 55%
- Not Available: 45%

Voted by Mail
- Available: 69%
- Not Available: 31%
Presidential Vote by Language of Interview

- Presidential vote choice depended on the language of interview
  - Those surveyed in English were more likely to vote for Obama.
  - Mirrors English results from National Election Pool Survey

<table>
<thead>
<tr>
<th>Language</th>
<th>Obama</th>
<th>Other</th>
<th>Romney</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>72</td>
<td></td>
<td>27</td>
</tr>
<tr>
<td>Asian Language</td>
<td>65</td>
<td></td>
<td>35</td>
</tr>
<tr>
<td>Total</td>
<td>68</td>
<td></td>
<td>31</td>
</tr>
</tbody>
</table>
Party Identification by Language of Interview

- English respondents identified mostly as Democratic, then Independent and finally as Republican.
- Asian language respondents were most likely to not affiliate themselves with a political party.

<table>
<thead>
<tr>
<th>Party Identification</th>
<th>Asian Language</th>
<th>English</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>27%</td>
<td>44%</td>
<td>35%</td>
</tr>
<tr>
<td>Republican</td>
<td>18%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Independent</td>
<td>23%</td>
<td>28%</td>
<td>25%</td>
</tr>
<tr>
<td>Other Party</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Don't know / Don’t think in these terms</td>
<td>32%</td>
<td>10%</td>
<td>22%</td>
</tr>
</tbody>
</table>
SUMMING UP

- Asian American community diverse, growing

- Clear trend in voting since 1992
  - Increasing participation, and trending more Democratic

- But, still open to persuasion
  - high number of undecided
  - low party identification (only 53% identify with two major parties)

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

- In-language outreach and survey efforts CRITICAL