

April 8, 2013

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

PRESENTED BY:

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*AAJC*

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*APIA VOTE*

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*NAAS*



ASIAN AMERICAN  
JUSTICE CENTER

MEMBER OF  
ASIAN AMERICAN CENTER  
FOR ADVANCING JUSTICE

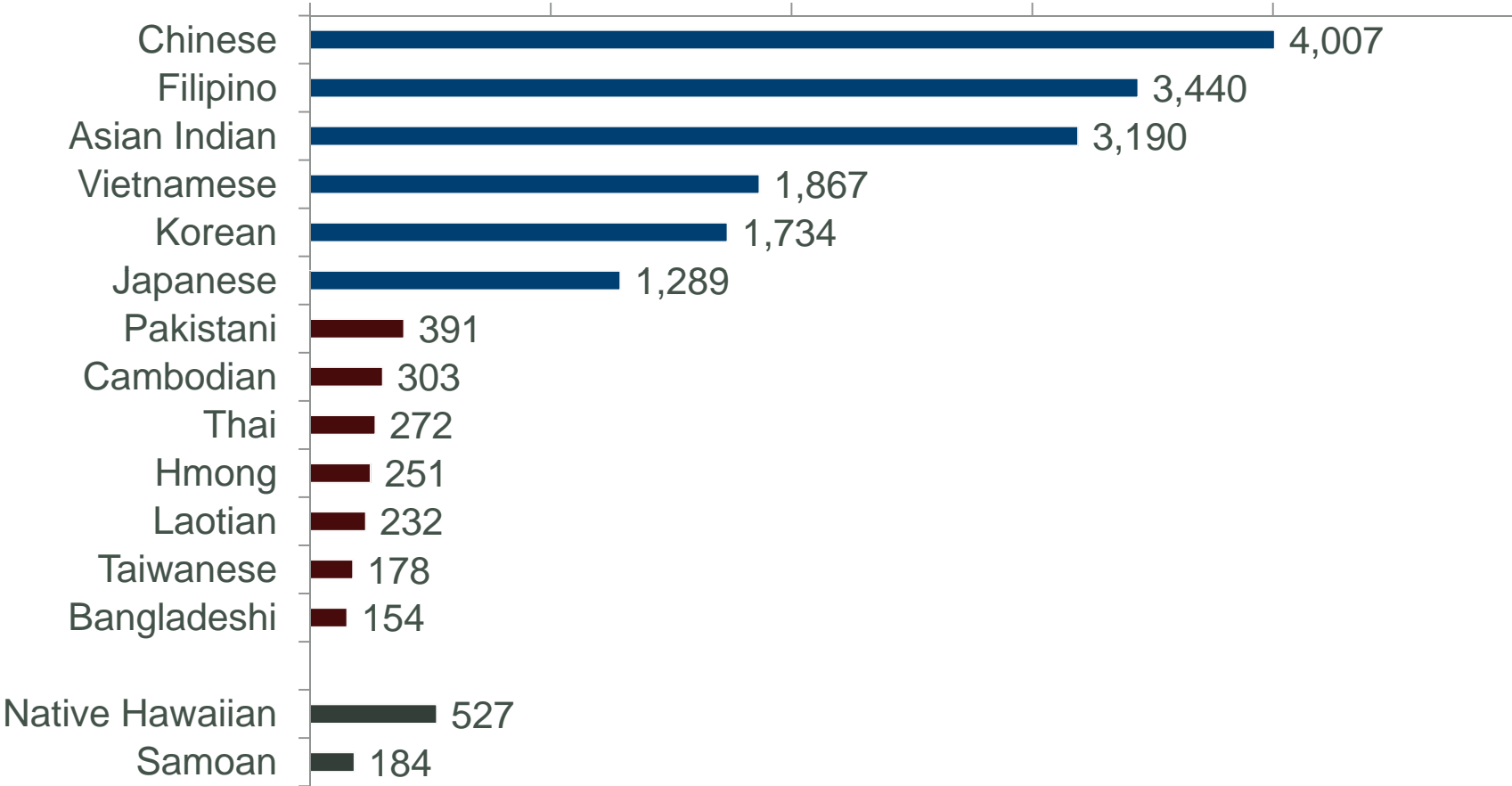


ASIAN AND PACIFIC ISLANDER AMERICAN VOTE



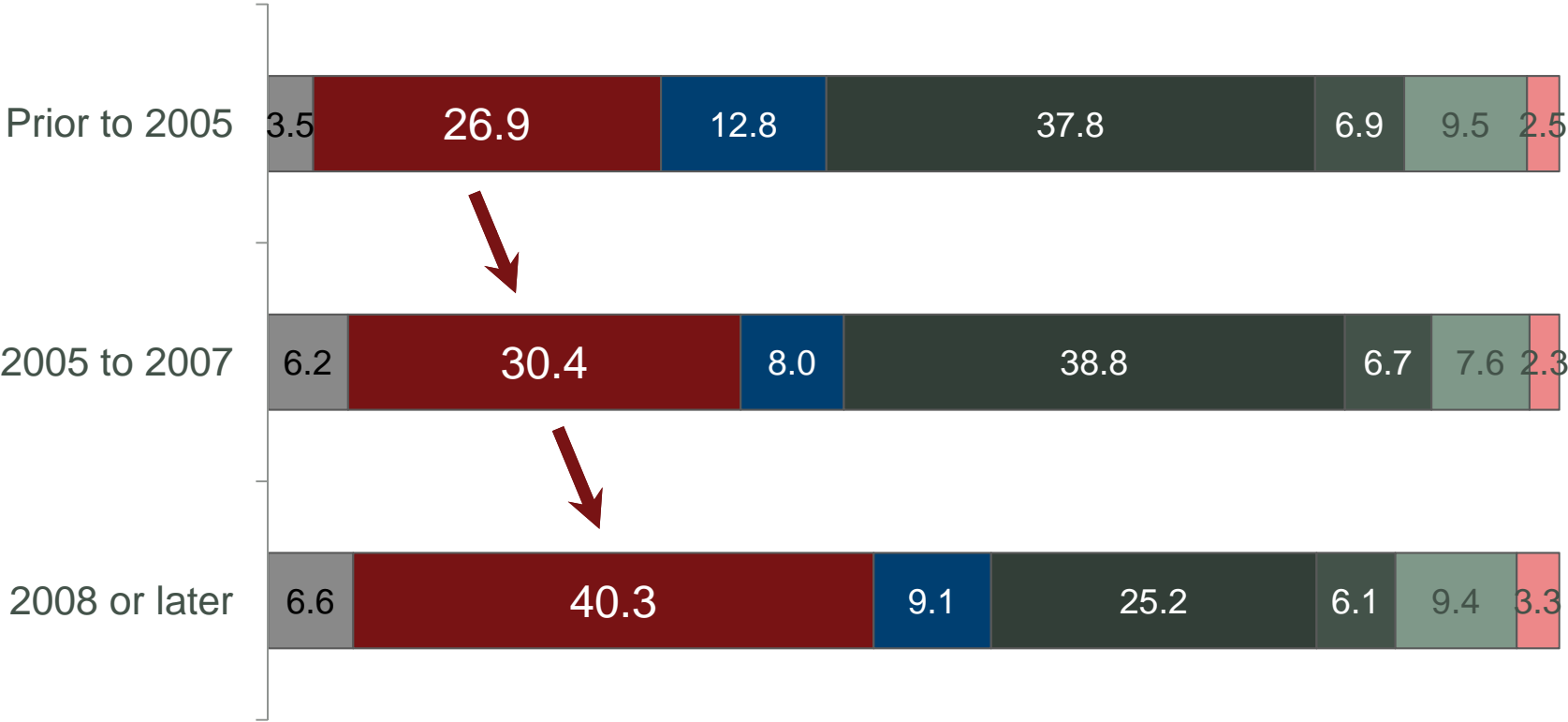
# Ethnic Groups By Size

Thousands

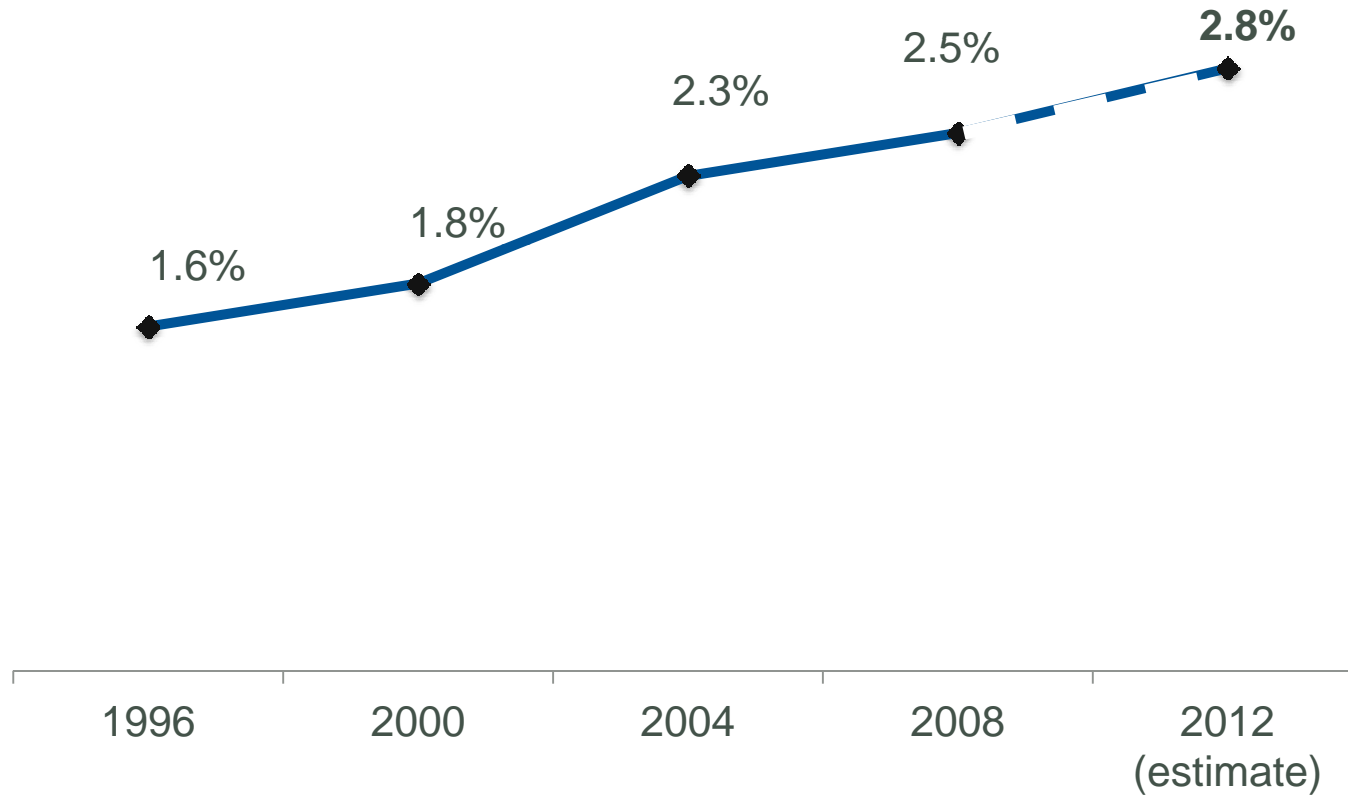


# Recent Immigration Trends

■ Africa 
 ■ Asia 
 ■ Europe 
 ■ Mexico + Central Am 
 ■ South America 
 ■ Caribbean 
 ■ Other



# Growing Asian American Share of Electorate



# THE 2012 ASIAN AMERICAN AND PACIFIC ISLANDER VOTE

*Karthick Ramakrishnan, National Asian American Survey*



# The 2012 AAPI Post-Election Survey (2012 AAPI PES)

- **Largest nationally representative survey** of Asian American and Pacific Islander voters in 2012.
- 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

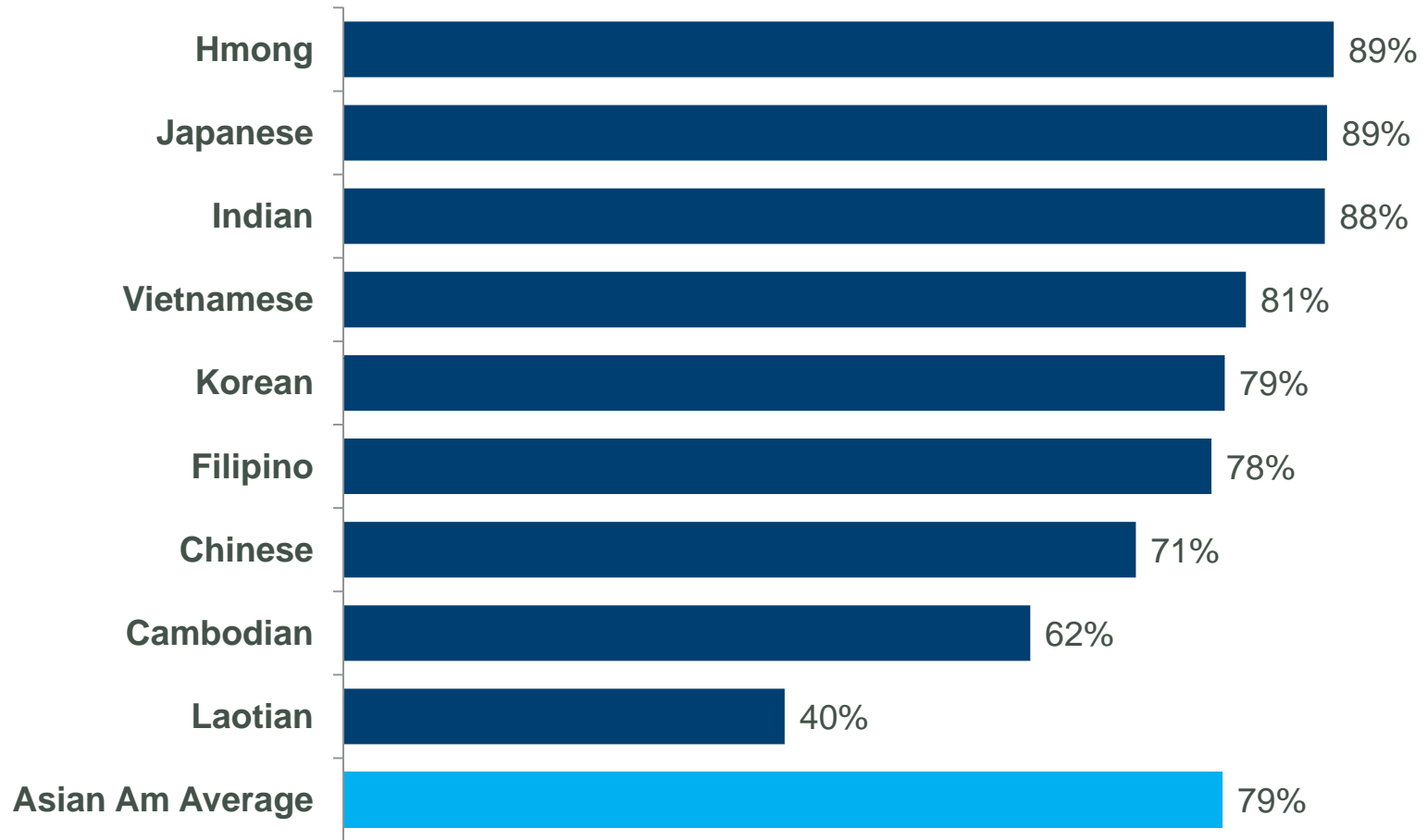


# The 2012 AAPI Post-Election Survey (2012 AAPI PES)

- 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

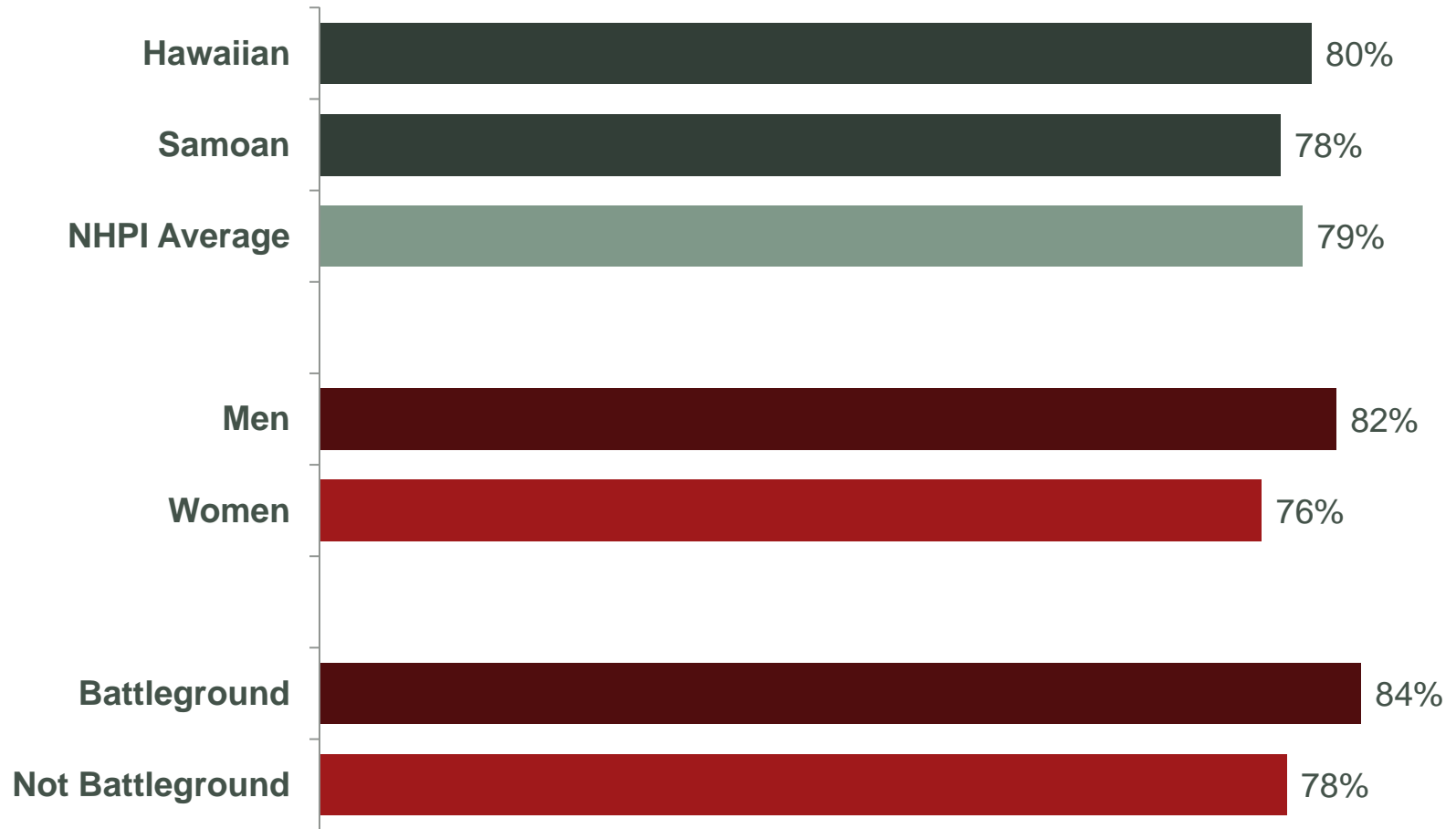


# Voter Turnout in 2012 by Ethnicity





# Voter Turnout in 2012 – Ethnicity, Gender, Location



# 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\*

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

\*Two-way vote split between Obama and Romney, with “other” excluded.

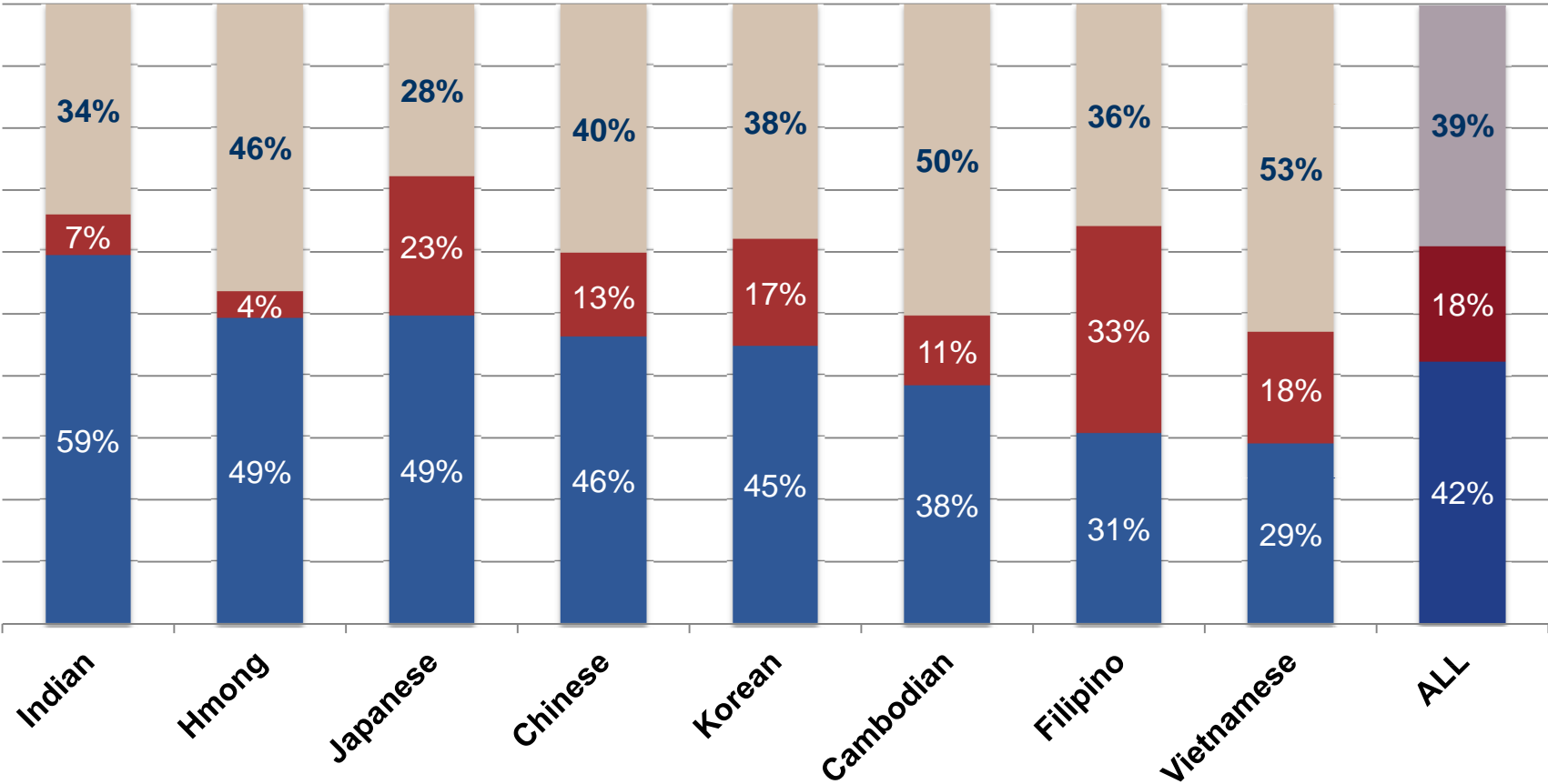


# SO HOW DID THEY VOTE?

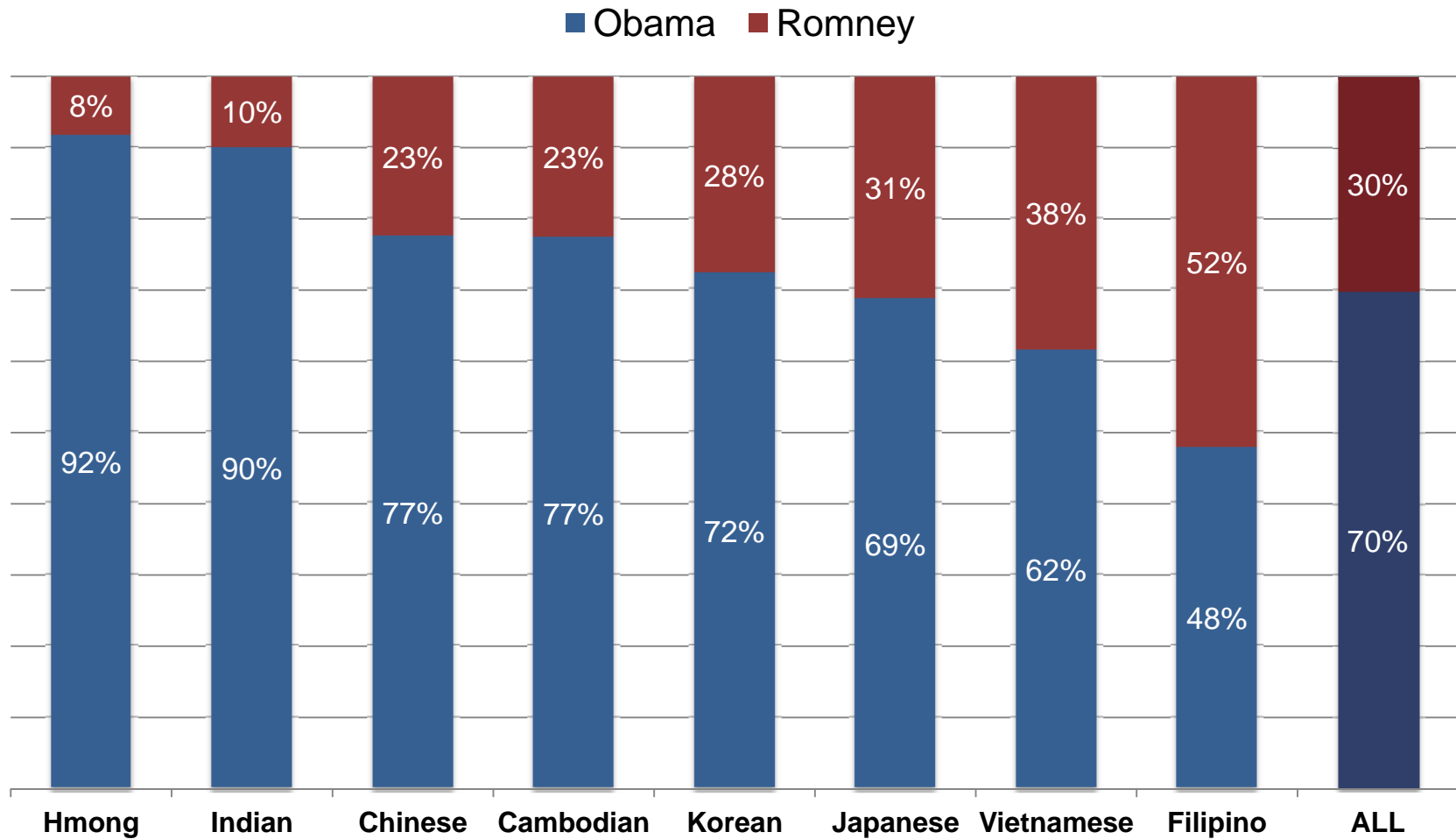


# Pre-Election Survey (NAAS)

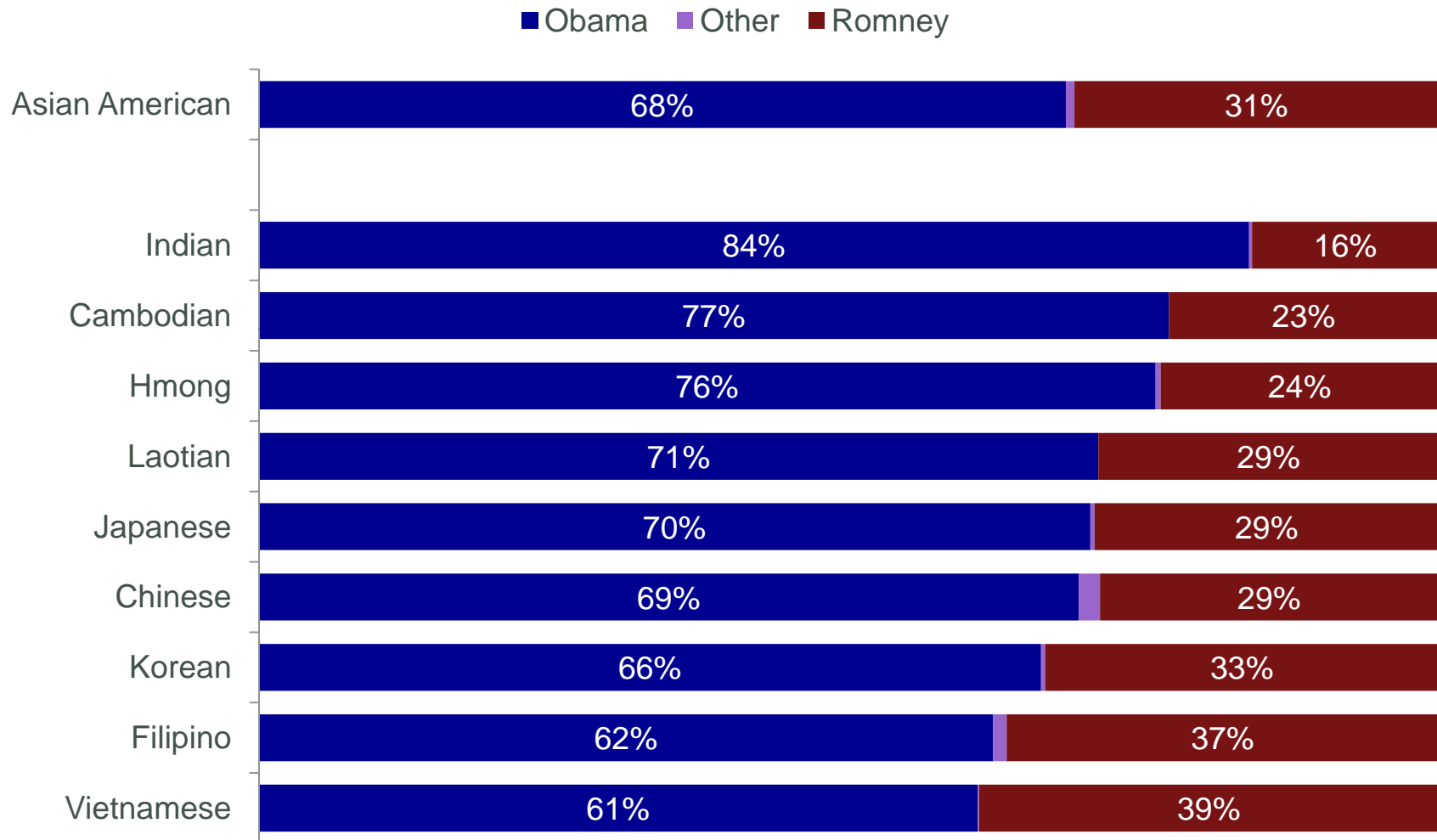
■ Obama ■ Romney ■ undecided



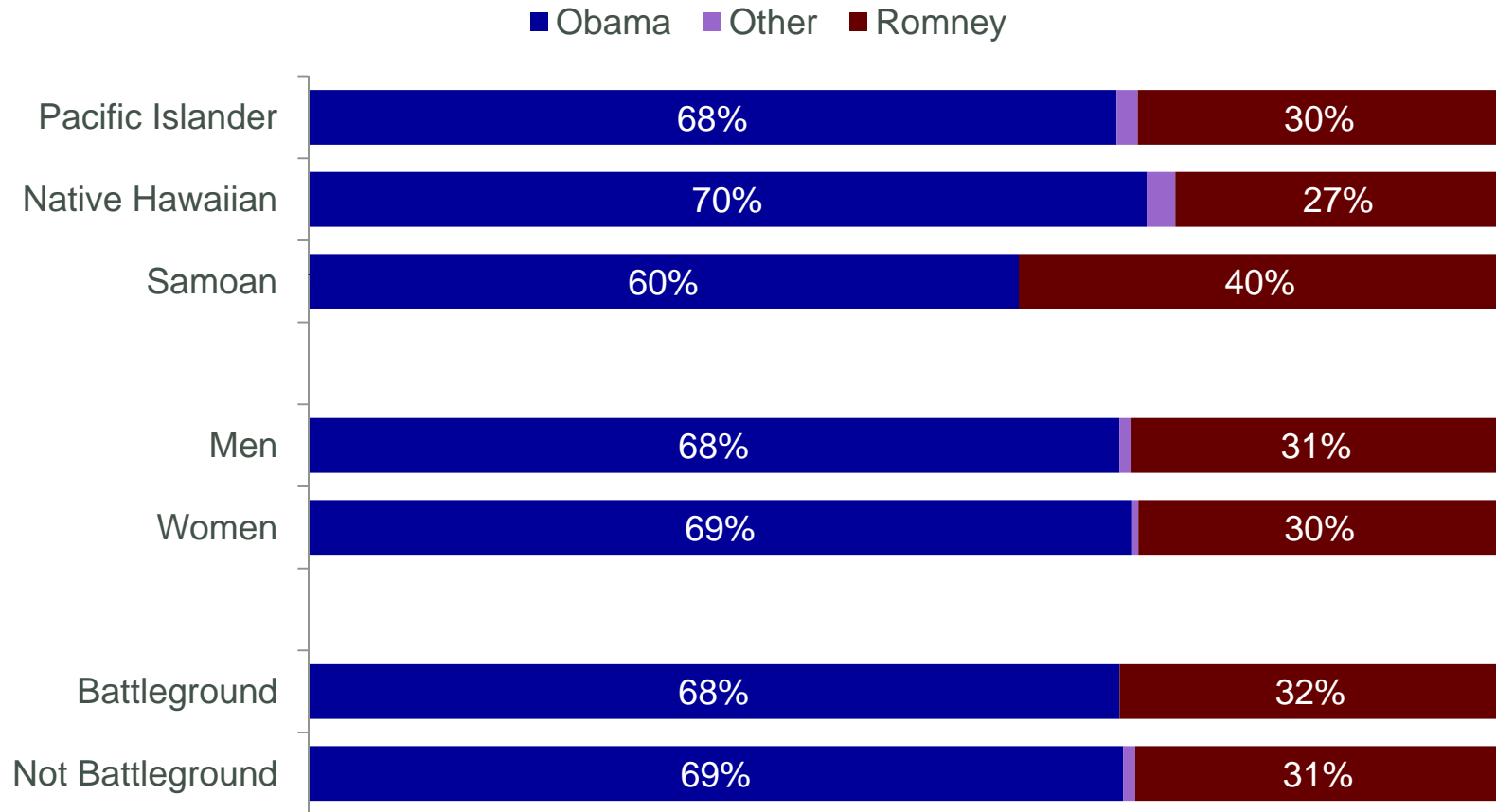
# If You Look at Two-Way Split...



# Vote Share by Ethnicity (2012 AAPI PES)

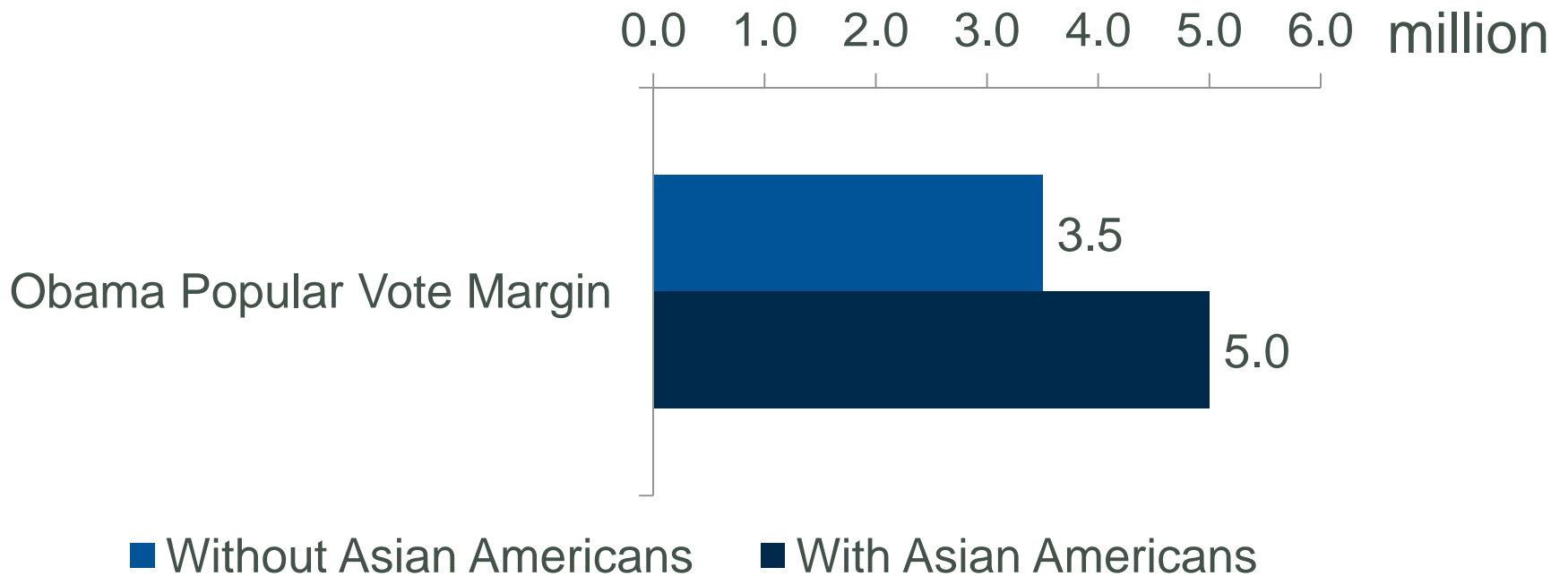


# Vote Share by Ethnicity, Gender, Geography



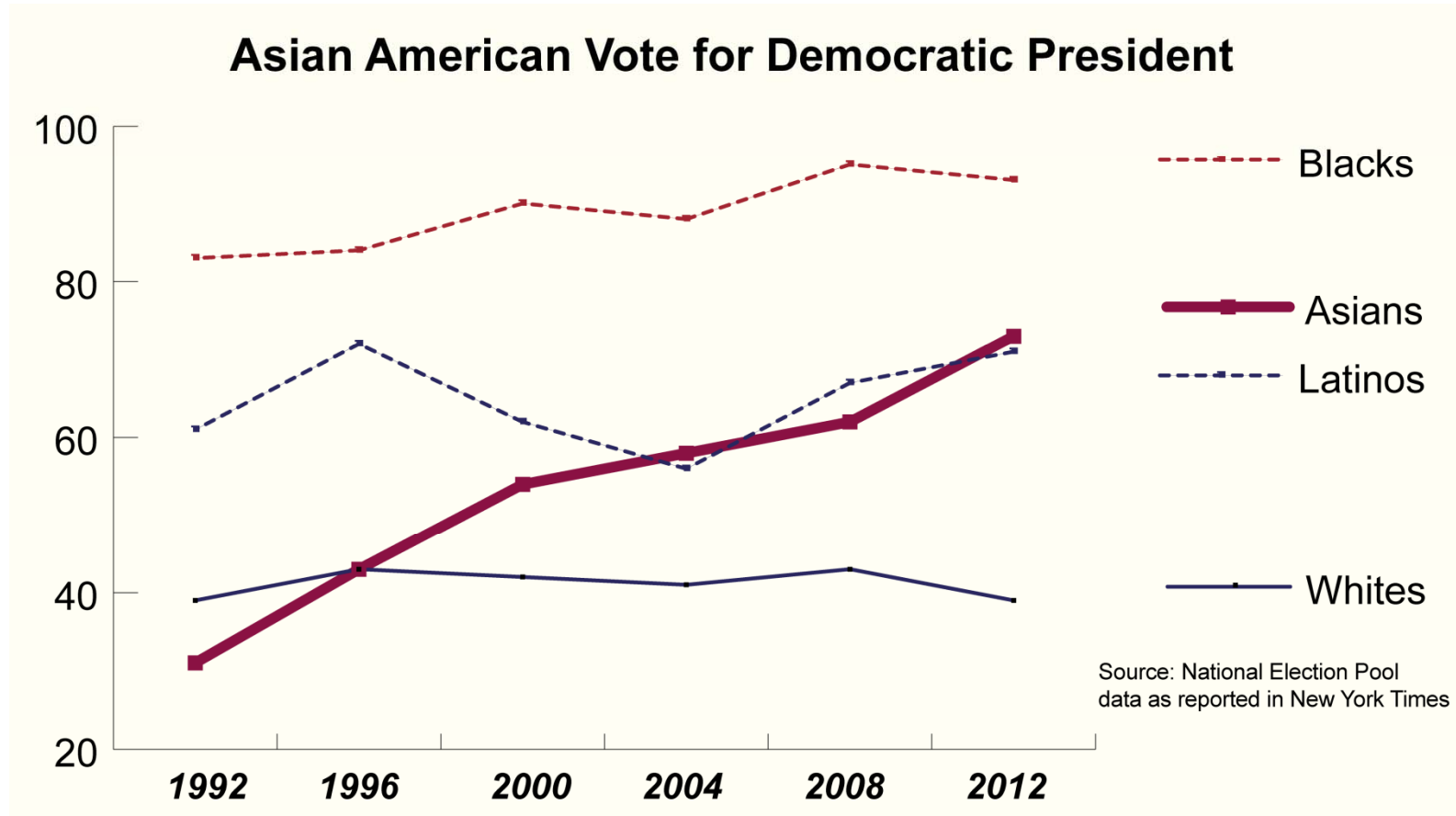


# How Important Was the AAPI Vote?



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

# CLEAR SHIFT IN VOTING PATTERNS (Edison)

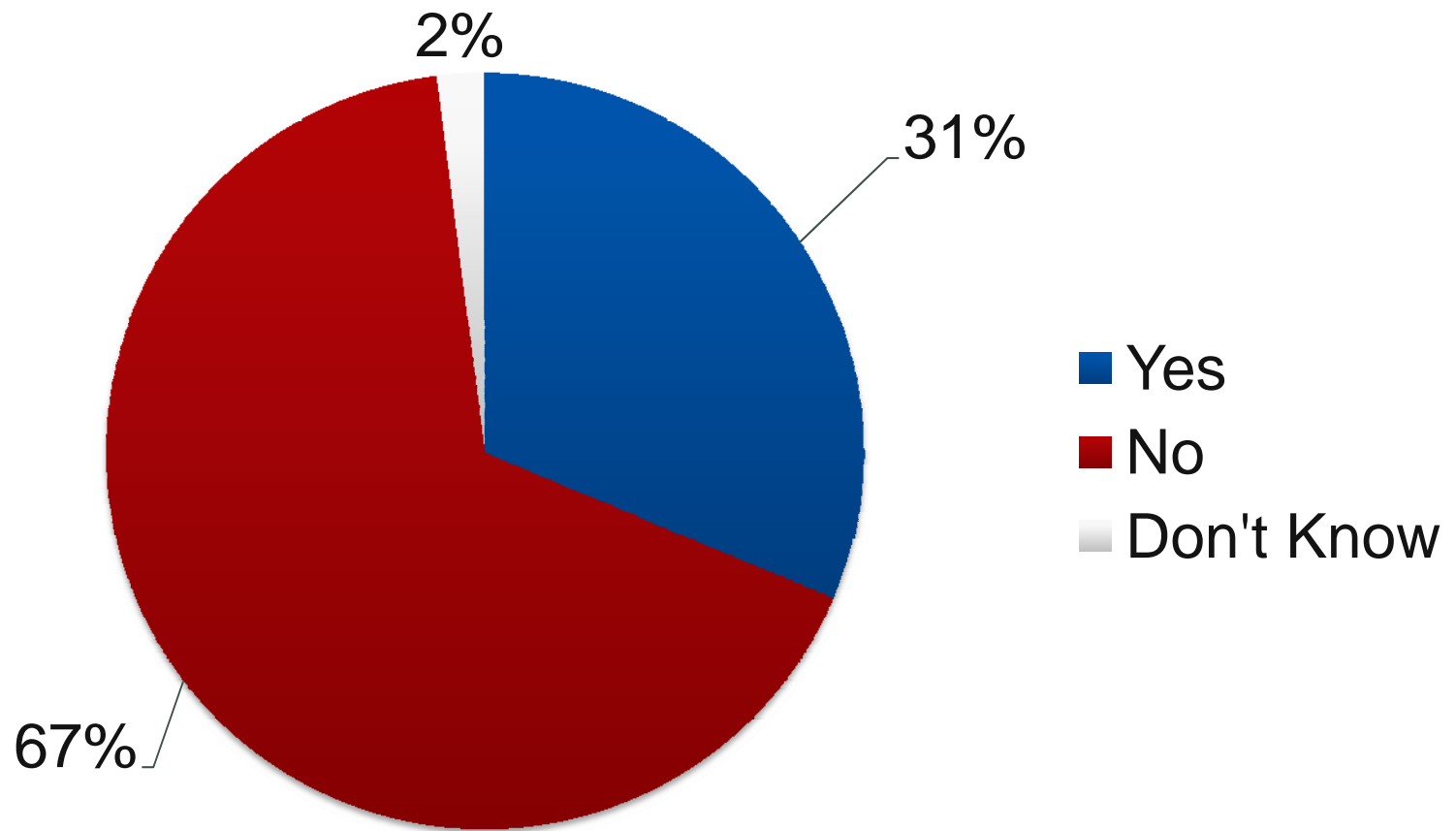


# MOBILIZATION BY PARTIES AND GRASSROOTS ORGANIZATIONS

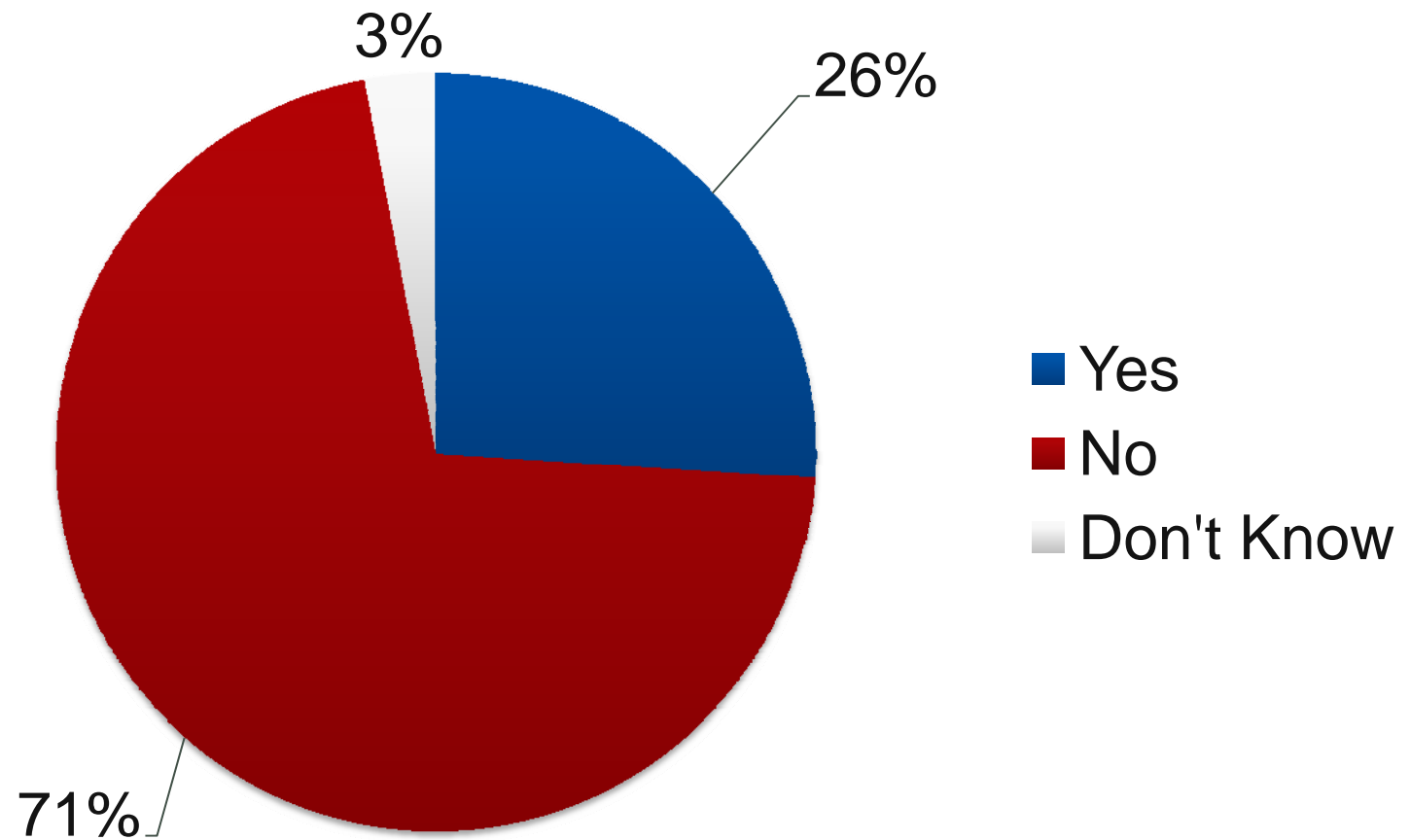
*Christine Chen, Asian & Pacific Islander American Vote*



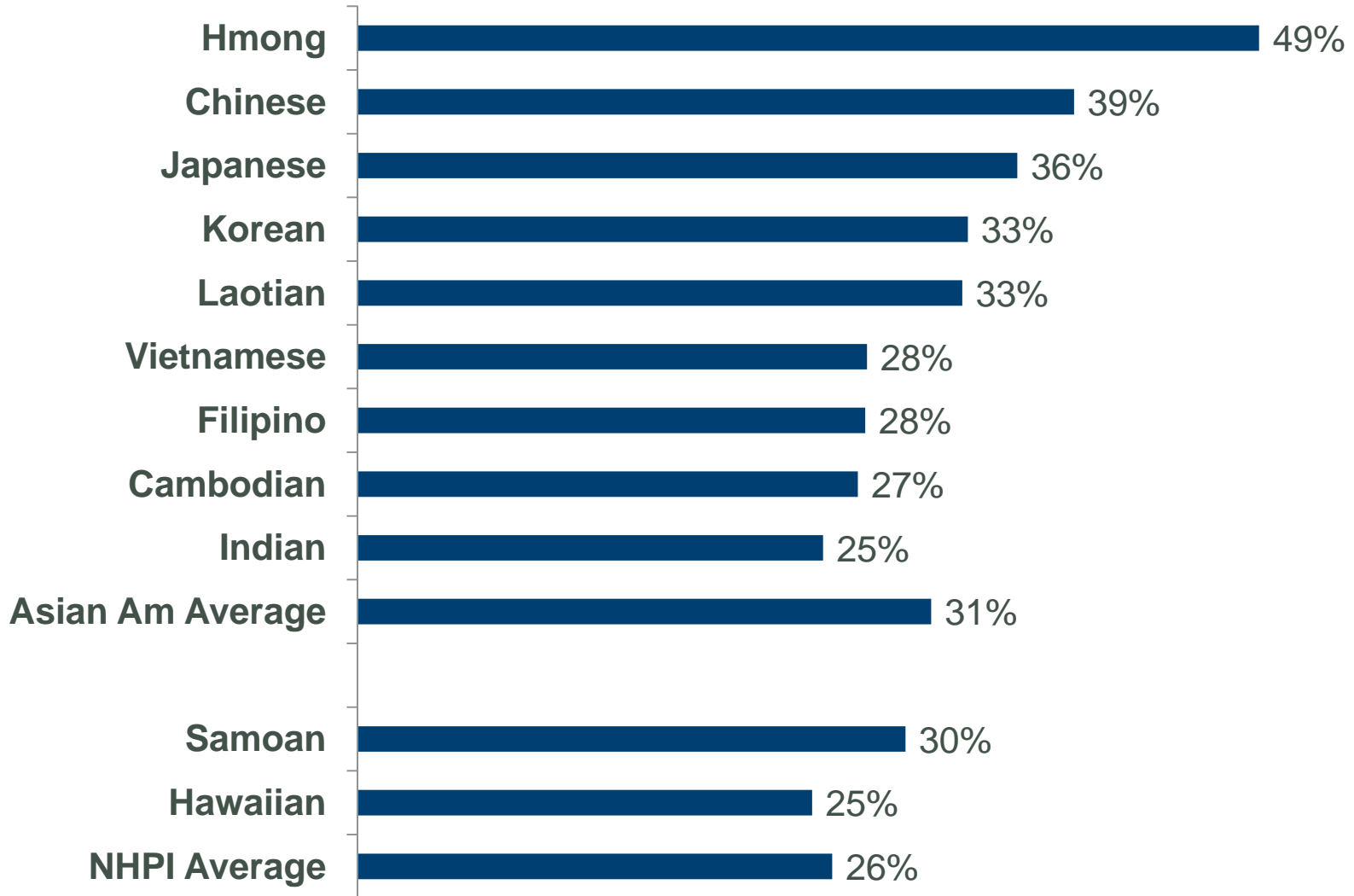
# Were Asian American Voters Contacted?



# Were Pacific Islander Voters Contacted?



# Proportion Reporting Election-Related Contact



# Among Those Contacted...

Battleground-state Status (% who live in)	AMONG THOSE CONTACTED, CONTACT BY		
	Democrats	Republicans	Community Organizations
Battleground (17%)	63%	54%	24%
Non-Battleground (83%)	42%	36%	25%
<b>TOTAL</b>	50%	42%	25%

# 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

	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



# 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

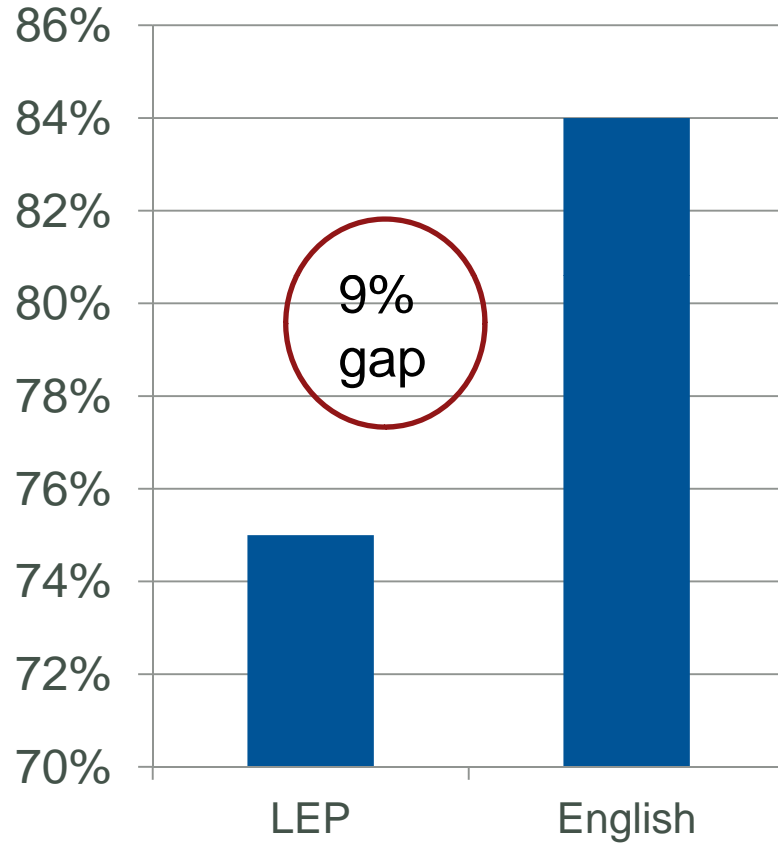
- Post-Election Survey Respondents:

- > 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

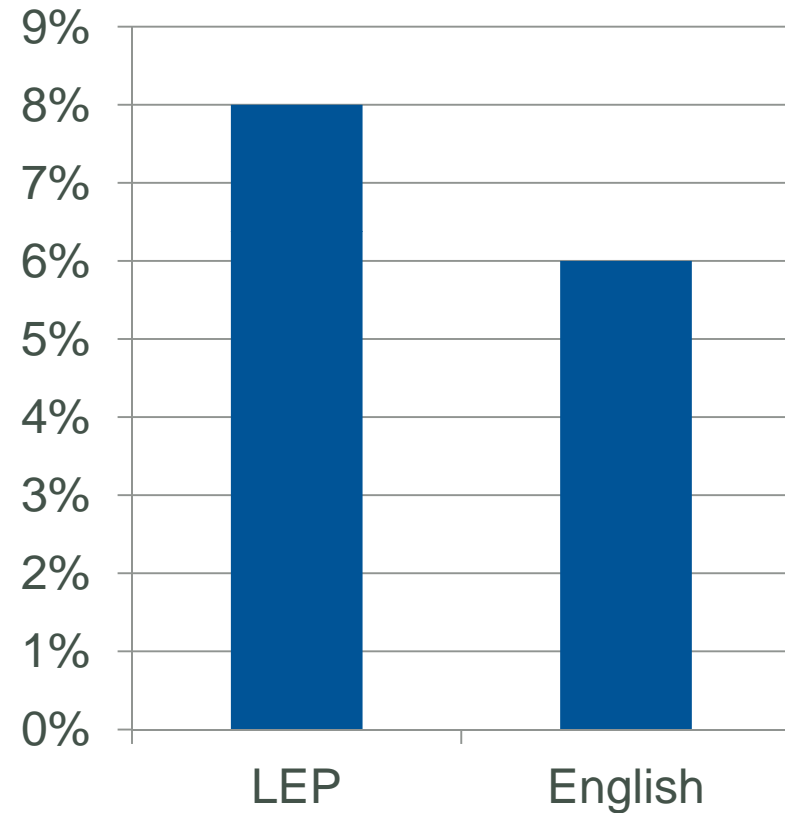


# Language Barrier to Voting

## Impact on Voter Turnout

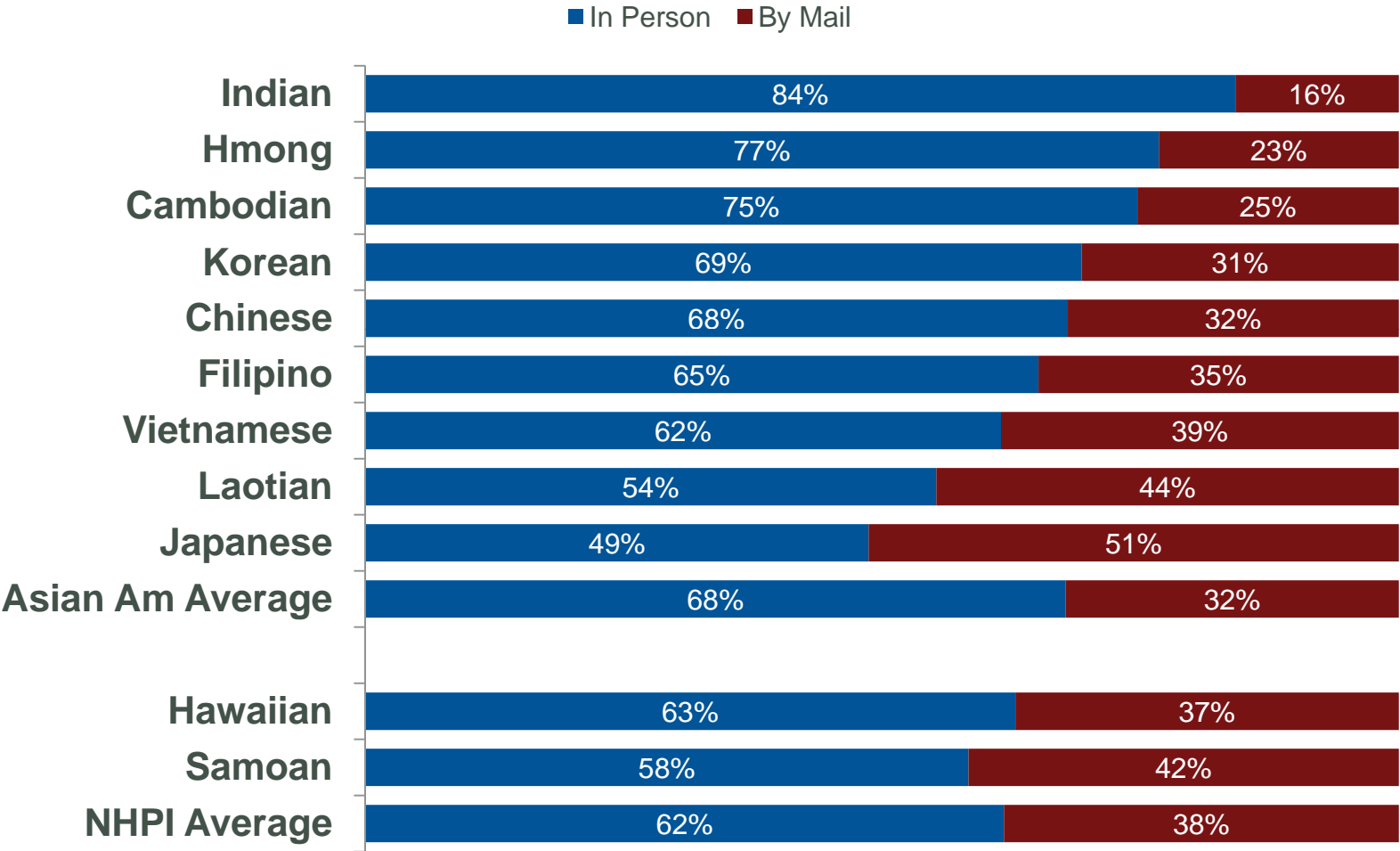


## Language Barrier as Reason for Not Voting





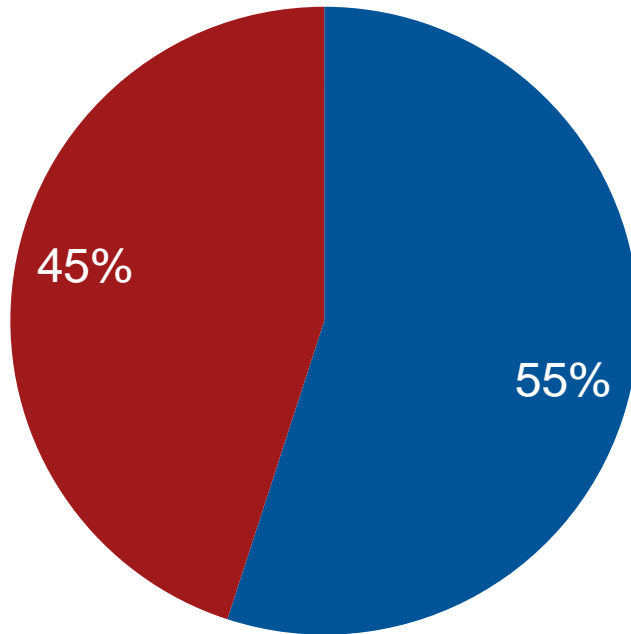
# Voting Methods & Language Ability Overlay



# Access to Language Assistance among LEP Voters in Section 203 Jurisdictions

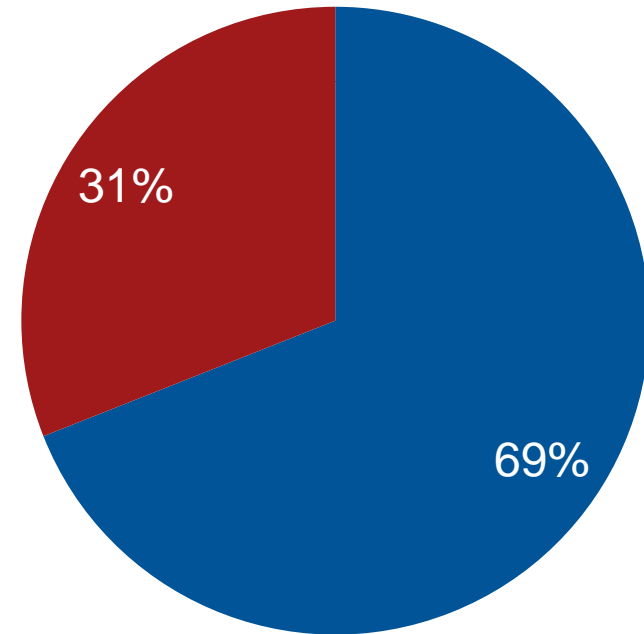
## Voted In Person

■ Available ■ Not Available



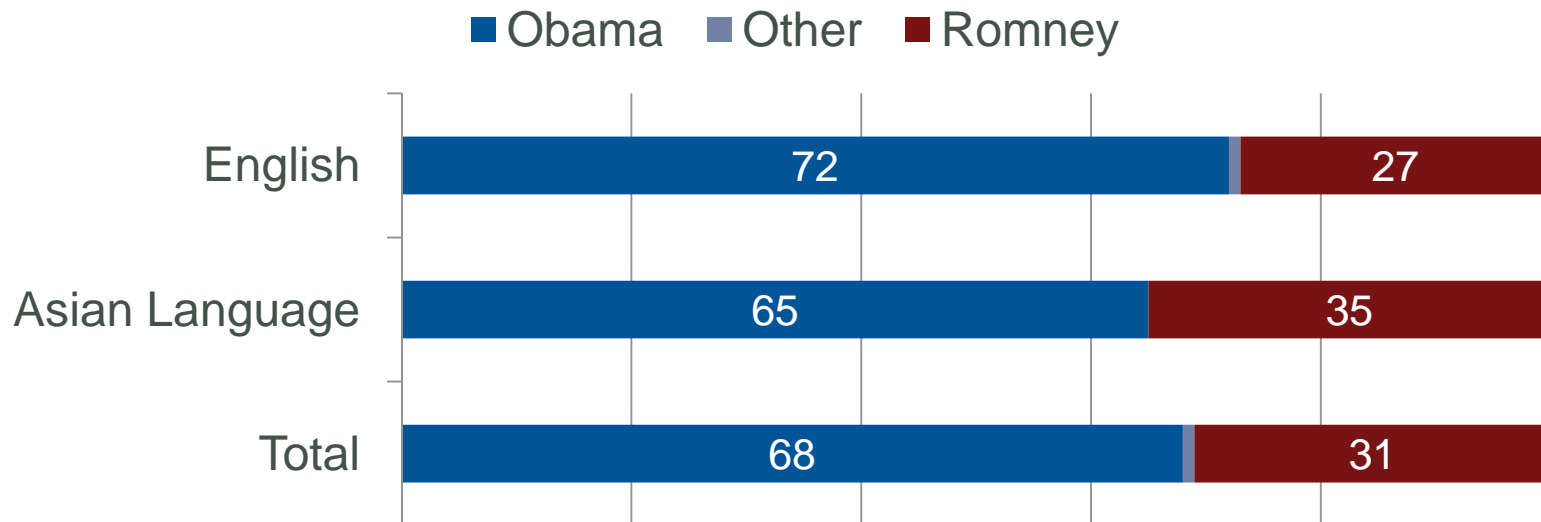
## Voted by Mail

■ Available ■ Not Available



# 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



# 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.

	Asian Language	English	Total
Democrat	27%	44%	35%
Republican	18%	17%	18%
Independent	23%	28%	25%
Other Party	0%	1%	0%
Don't know / Don't think in these terms	32%	10%	22%

# 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**

