

Surveys of AAPIs

Lessons from the 2012 Election Cycle



Karthick Ramakrishnan

Director, NAAS

Immigration Research Group, UC Riverside



Findings from the 2012 NAAS and the 2012 AAPI Post-Election Survey

*with a special focus on the
Midwest Region*

Tweet: @naasurvey

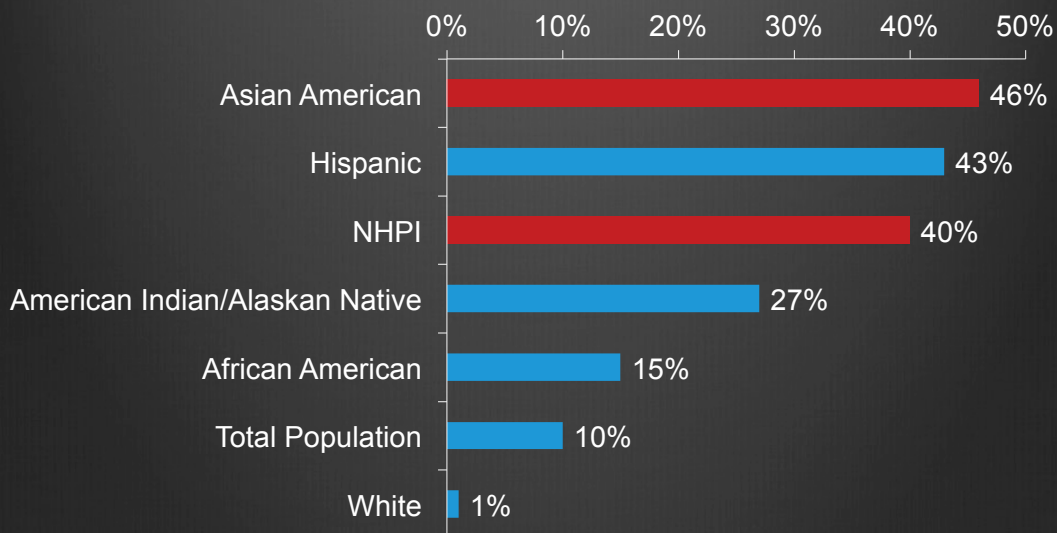


Agenda

1. Demographic Contexts, Evolving Survey Capacity
2. Findings from the Post-Election Survey
3. Findings from the Pre-Election Survey
4. Wrap-up and looking forward

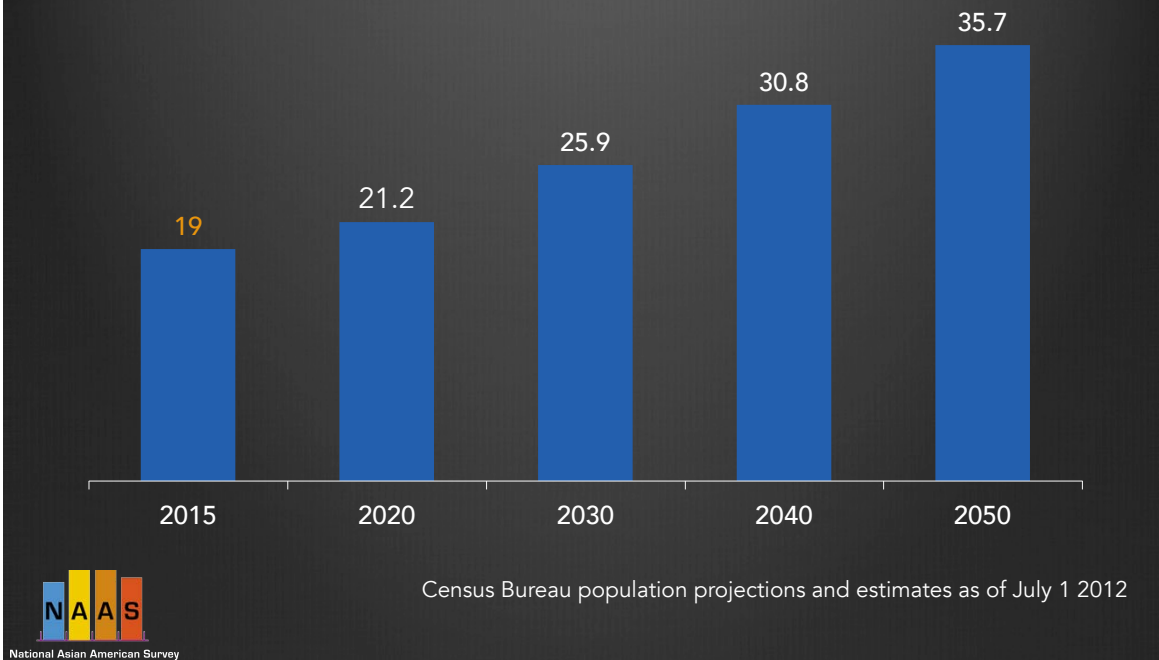


Why pay attention?

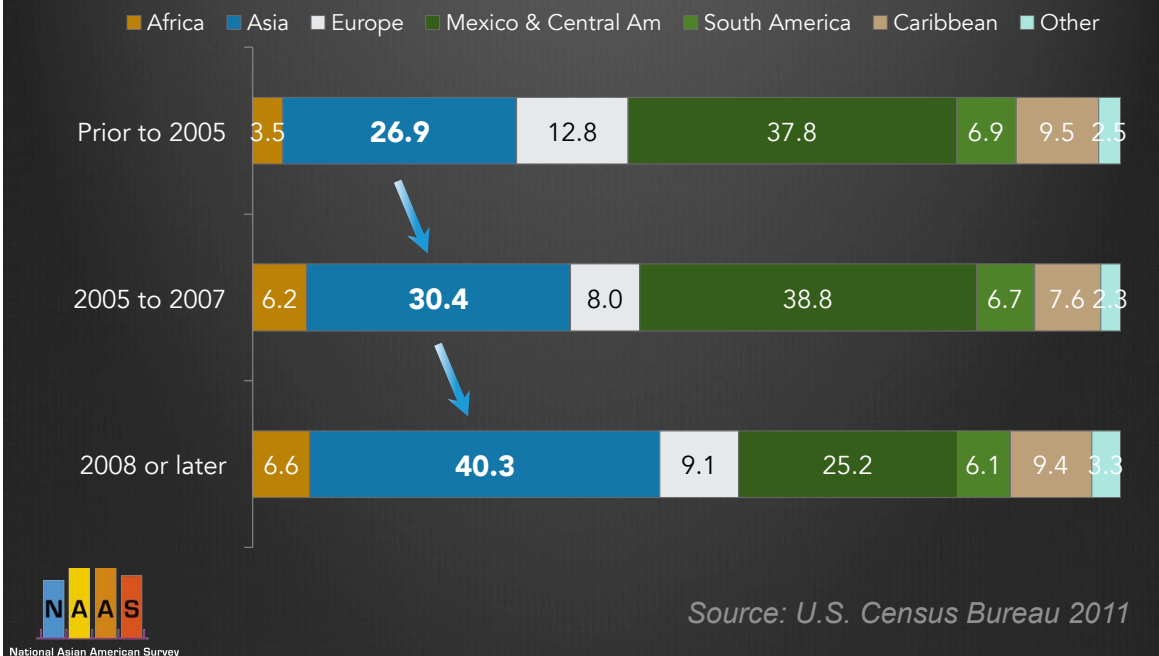


Asian American Projected Growth

Asian Am alone or in combination (millions)



Recent Migration Trends



AAPIs in the Midwest

47% growth 2000-2010
Similar to Latinos



Source: Advancing Justice 2012 report

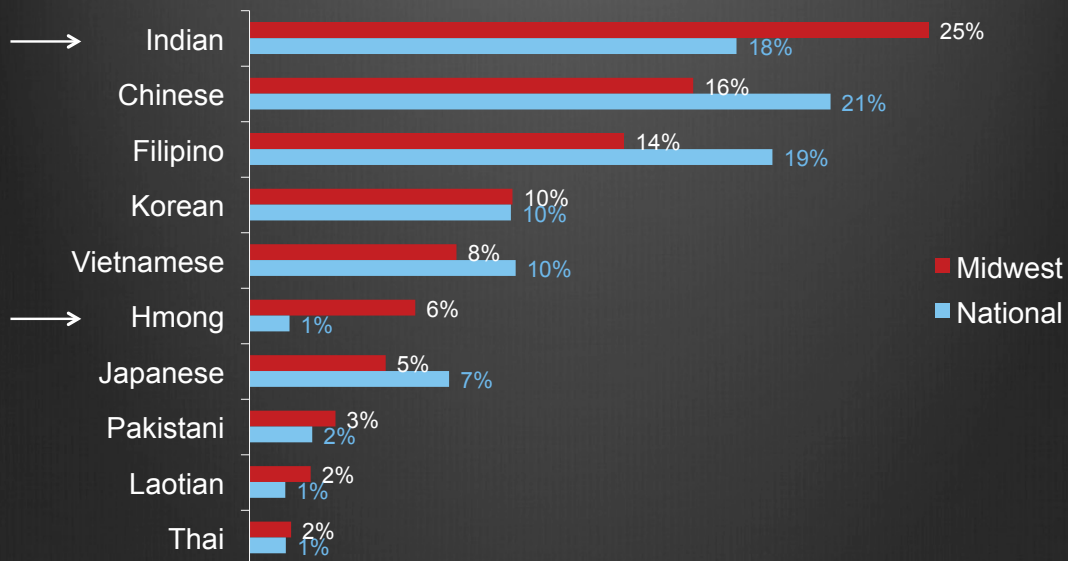
Growth Engines in States

	2012 population	Growth 2000-2012
Illinois	716,337	51%
Michigan	311,839	50%
Minnesota	268,922	66%
Ohio	257,584	61%
Wisconsin	163,959	60%
Indiana	141,323	94%
Missouri	133,772	76%
Kansas	91,537	63%
Iowa	71,919	67%



Bold = 5% or more of total population

Different Ethnic Profile



Evolving Survey Capacity for a Growing Population

Low Point in Spring 2008

TIME
Swampland

Magazine | Video | LIFE | Person of the Year

NEWSFEED | U.S. | **POLITICS** | WORLD | BUSINESS | TECH | HEALTH | SCIENCE | ENT

Does Obama Have an Asian Problem?

By Lisa Takeuchi Cullen | Monday, Feb. 18, 2008



TUCHMAN: This woman actually refers to Hillary Clinton's skin color.

UNIDENTIFIED FEMALE: The white lady.

TUCHMAN [*on camera*]: So do you like Hillary Clinton?

UNIDENTIFIED FEMALE: Yes. I like her.

TUCHMAN: Do you like Obama?

UNIDENTIFIED FEMALE: Not really.

2008 National Asian American Survey

- 5,159 telephone interview of adult Asian Americans
- In the field from August 18 - October 29, 2008
- 7 Asian languages
 - Vietnamese, Korean, Mandarin, Cantonese, Tagalog, Japanese, Hindi
- 40% in non-English language



2008 NAAS

*Du Bois
Review: Social
Science
Research on
Race*

RACE-BASED CONSIDERATIONS AND THE OBAMA VOTE

***Evidence from the 2008 National Asian
American Survey¹***

S. Karthick Ramakrishnan

Department of Political Science, University of California, Riverside

Janelle Wong

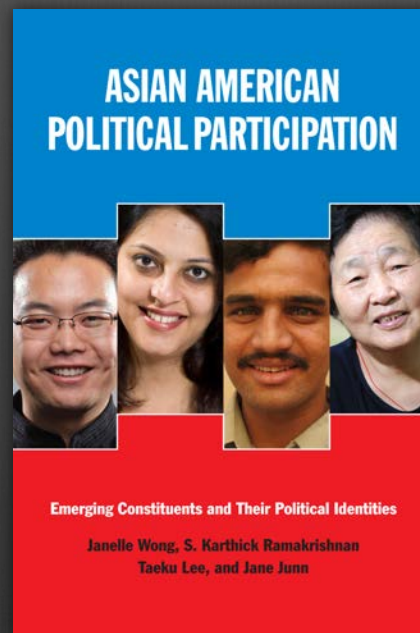
*Department of Political Science and American Studies and Ethnicity,
University of Southern California*

Taeku Lee

Department of Political Science, University of California, Berkeley

Jane Junn

*Department of Political Science and Eagleton Institute of Politics,
Rutgers University*



Russell Sage Foundation

2012 Effort



Community Partnerships Key

- Consulted with organizations from early stage
 - 24 research and outreach partners
- Improve relevance and reach of survey
 - Questions that are of value to wide variety of audiences (not just academics or media)
 - Help with outreach once data collection complete
- From funder perspective
 - Research has *important, supportive value* to programs
 - View shared by funders, CBOs, new crop of researchers

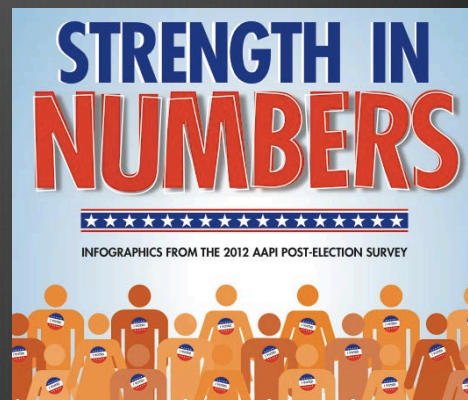
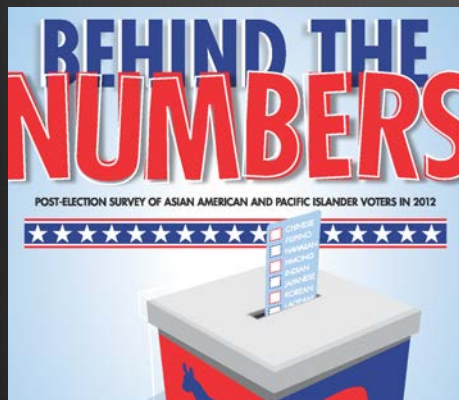
AAPI Post-Election Survey



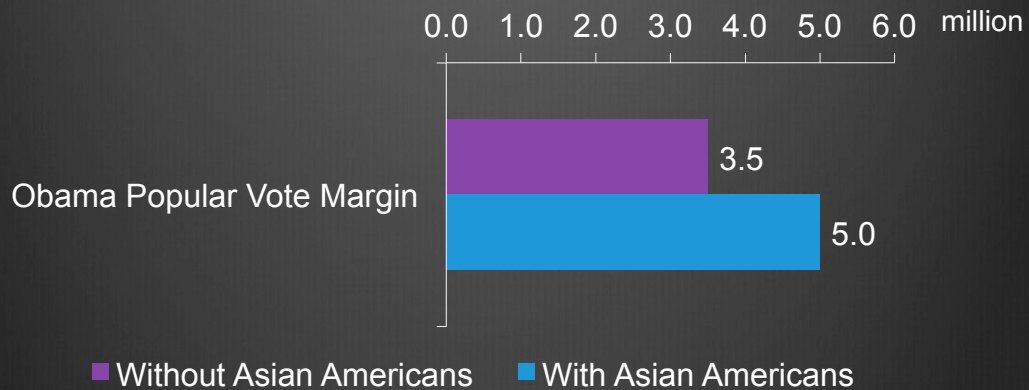
**Generous support from the
Wallace H. Coulter Foundation**



AAPI Post-Election Survey



The AAPI Vote was Important



States with greatest impact

Florida, Virginia

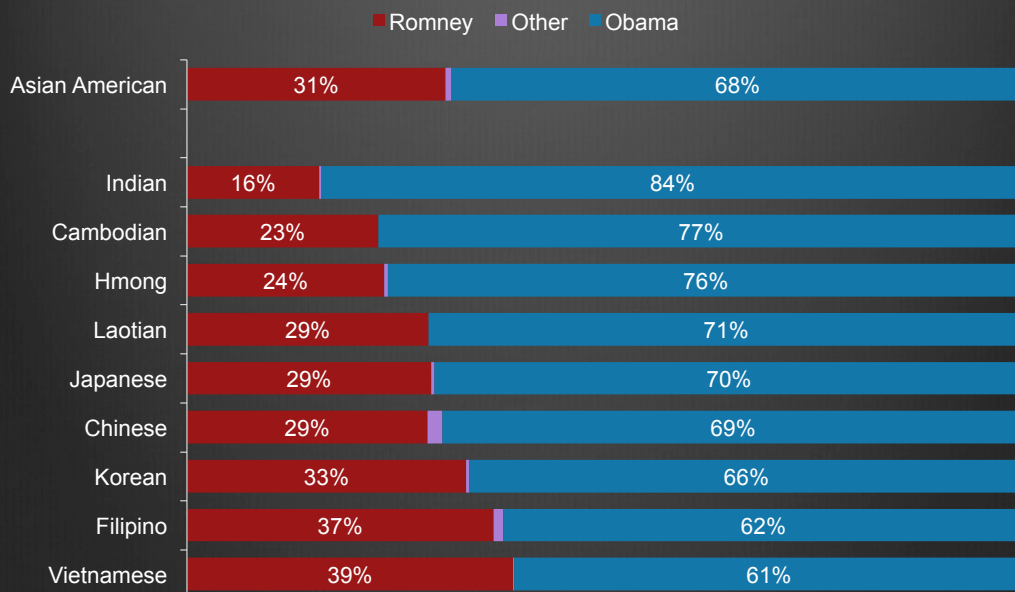
Nevada, Ohio, North Carolina

CA, NV, VA (state contests)

Very High Turnout in Minnesota

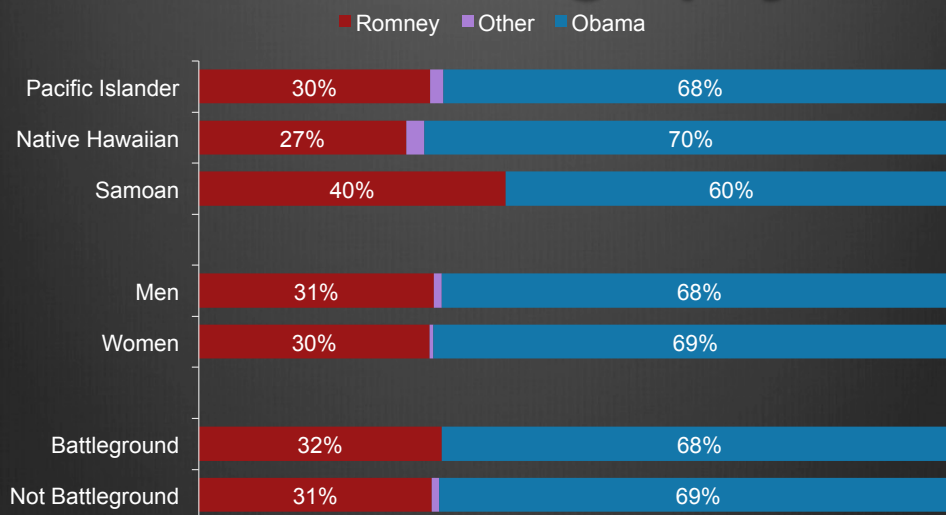


Presidential Voting

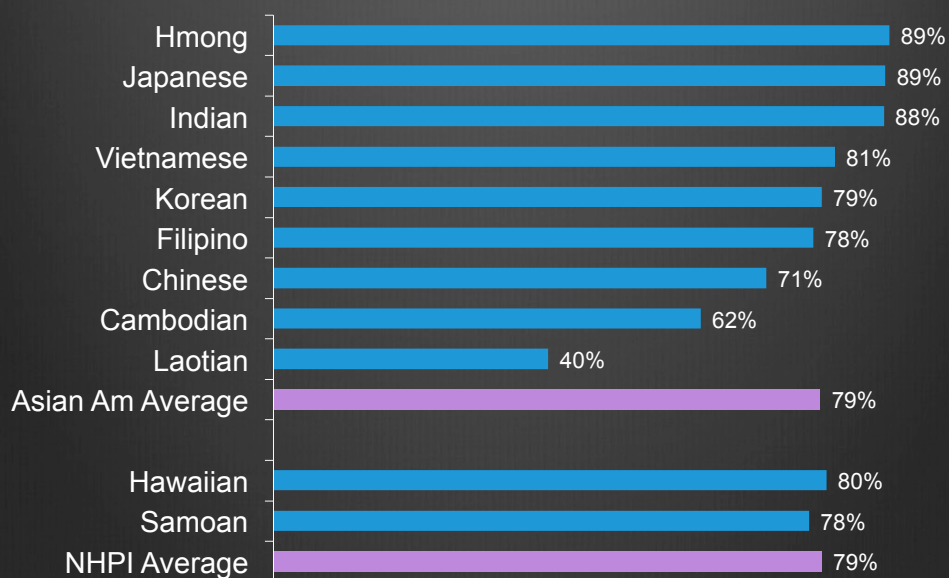


Source: 2012 AAPI Post-Election Survey

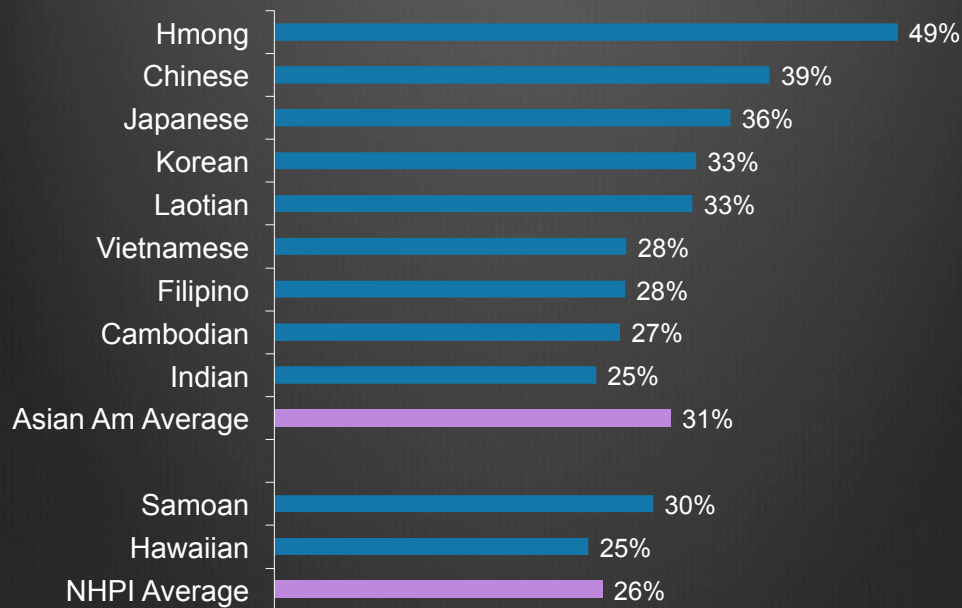
Vote Share by Ethnicity, Gender, Geography



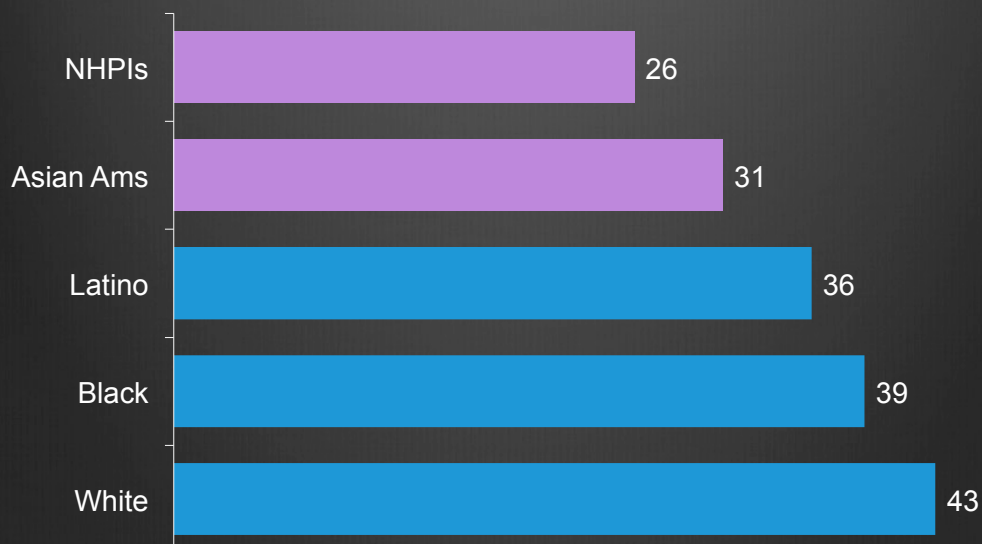
Turnout Varied Dramatically



Voter Contact Varied Significantly



Voter Contact Still Low for NHPIs and Asian Americans



Language Needs Are Important

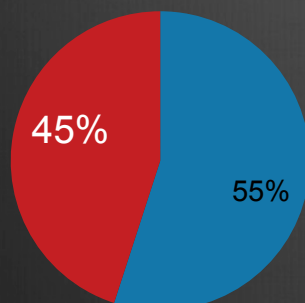
- **44%** are Limited English Proficient
- Turnout for LEP registered voters is **9% lower**
- **63%** say Asian-language support at polling place would be useful



Unfortunately, even in Section 203 areas...

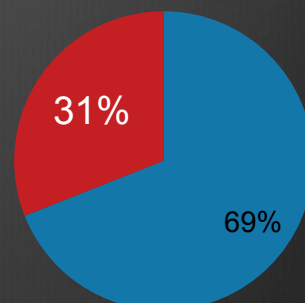
Voted In Person

- Language Assistance Available
- Not Available



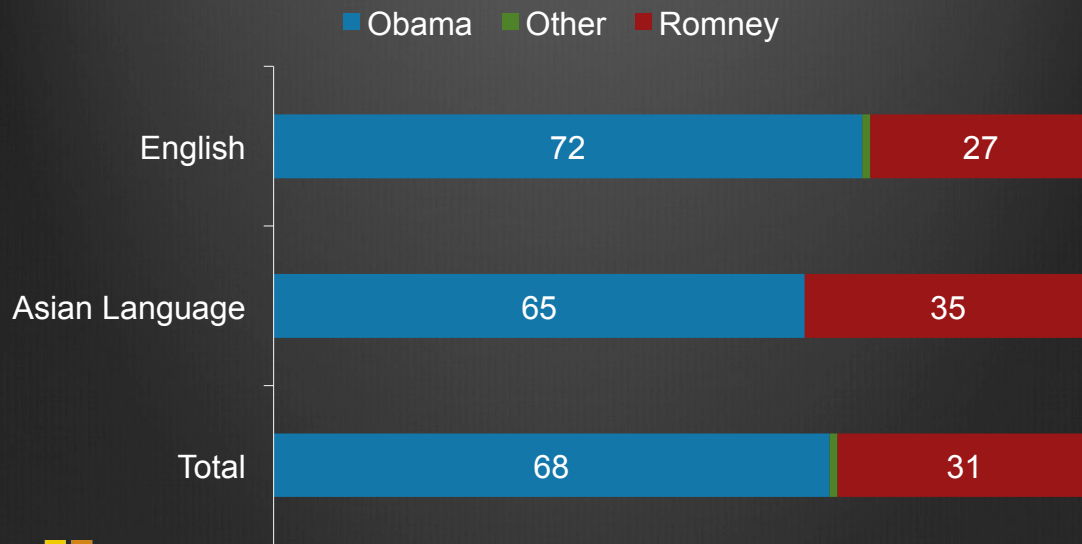
Voted by Mail

- Language Assistance Available
- Not Available



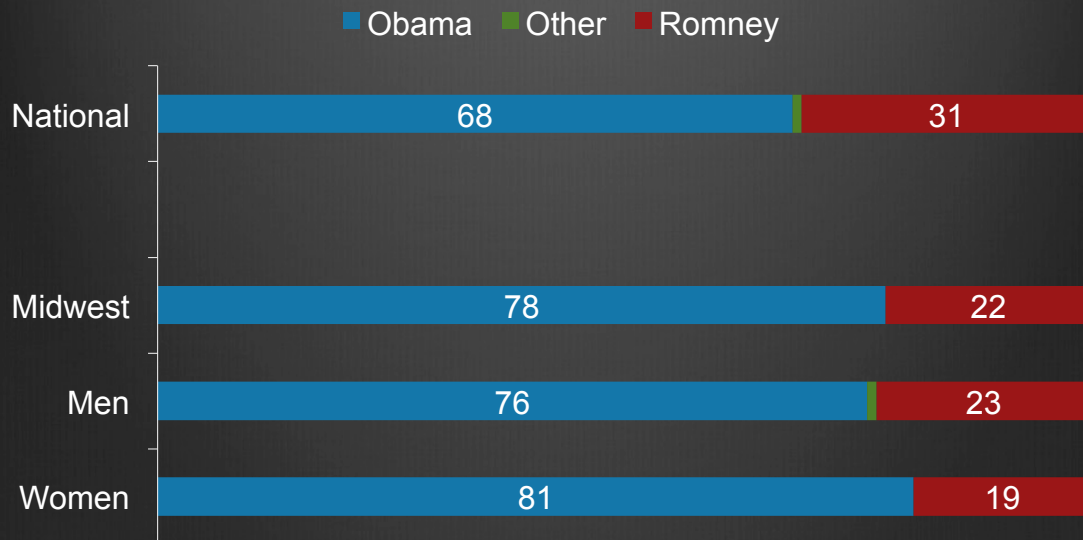
Source: 2012 AAPI Post-Election Survey

LEP Needs Mean that English-only Polls Are Inaccurate

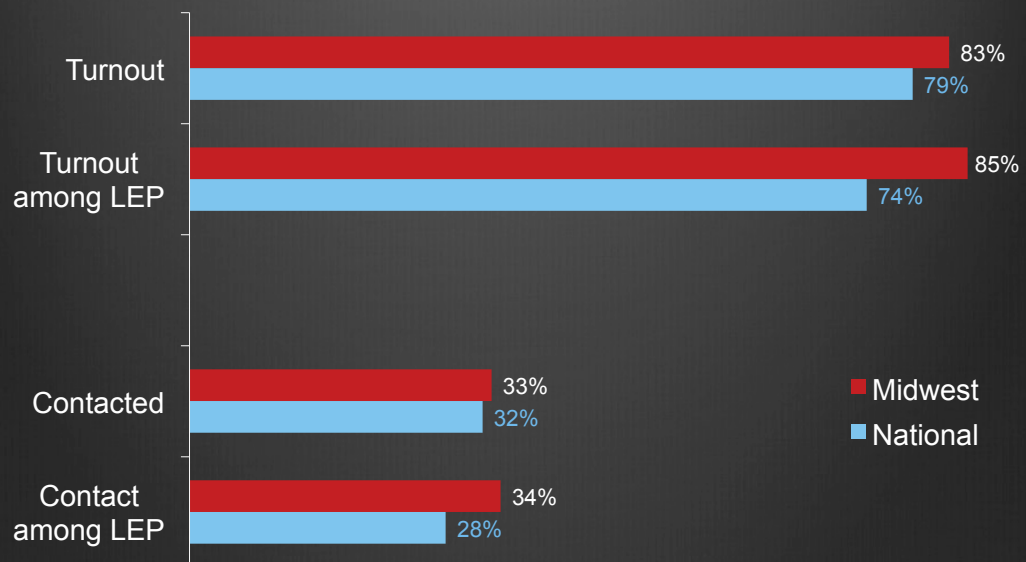


The 2012 AAPI Vote in the Midwest

Presidential Vote



Turnout and Contact



Important Questions for AAPI Communities



Funders and Partners



The James Irvine
Foundation



FORD FOUNDATION

evelyn & walter
HAAS JR. fund



CORPORATION
OF NEW YORK

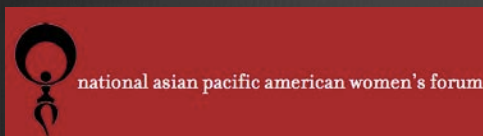
The Wallace Alexander
Gerbode Foundation



GILL FOUNDATION



KOREAN
AMERICAN
COMMUNITY
FOUNDATION



national asian pacific american women's forum

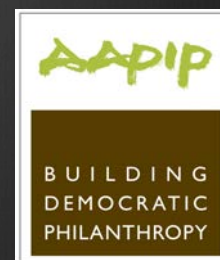


ASIAN & PACIFIC ISLANDER
AMERICAN VOTE

ASIAN PACIFIC AMERICAN
LEGAL CENTER



ASIAN AMERICAN
JUSTICE CENTER



Public Impact



- **Media coverage**
 - 116 news stories, mix of mainstream (66) and ethnic (50)
- **Outreach events**
 - 4 in DC; LA, NYC, Seattle; 4 national webinars
 - Plans for at least 3 more events
- **Downloads of report**
 - Over 13,000 and counting (compared to 8,000 in 2008)
 - Timely mini-reports on fiscal cliff, immigration, affirmative action



2012 National Asian American Survey

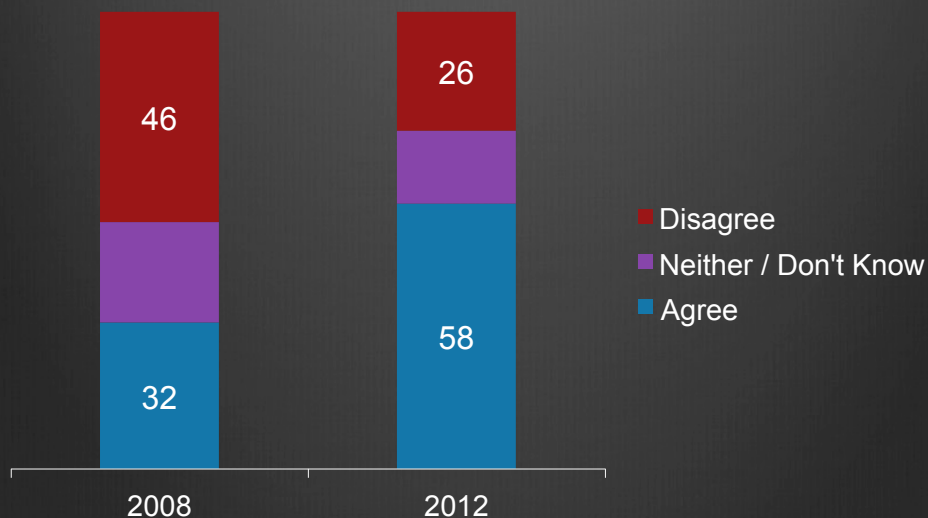
- 6,257 completed telephone interviews
- In the field from July 31 to October 20, 2012
- **Ten Asian languages**
 - Cantonese, Hindi, **Hmong**, **Khmer**, Korean, Japanese, Mandarin, Tagalog, Thai, and Vietnamese
- Oversamples of SE-Asians, **NHPIs**
- **Nationally representative sample**
 - Comparison race samples, with possibility of "crossover"



Current Policy Debates

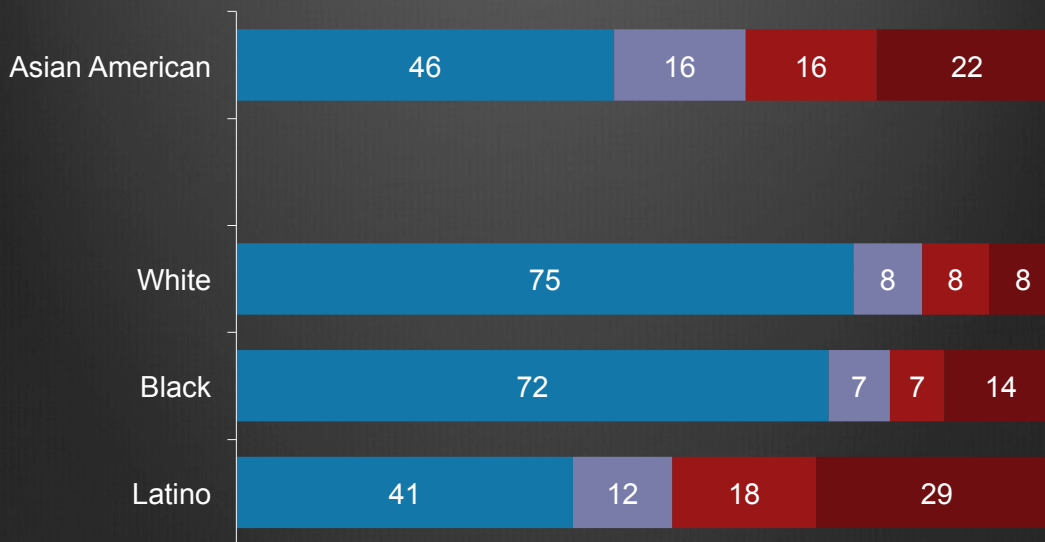
Immigration
Affirmative Action
Taxes and Spending Cuts
Health Care

Citizenship for Undocumented

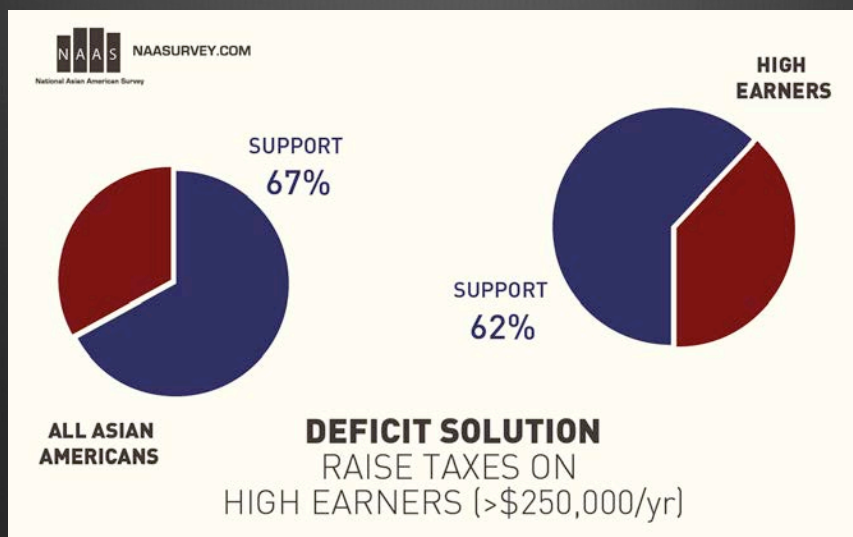


Severity of Visa Backlogs

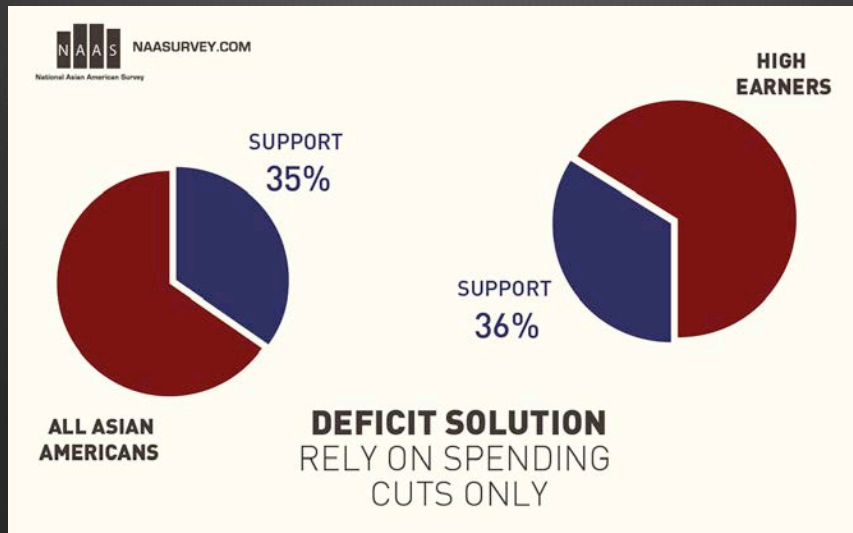
■ Not at all ■ Not very ■ Fairly ■ Very



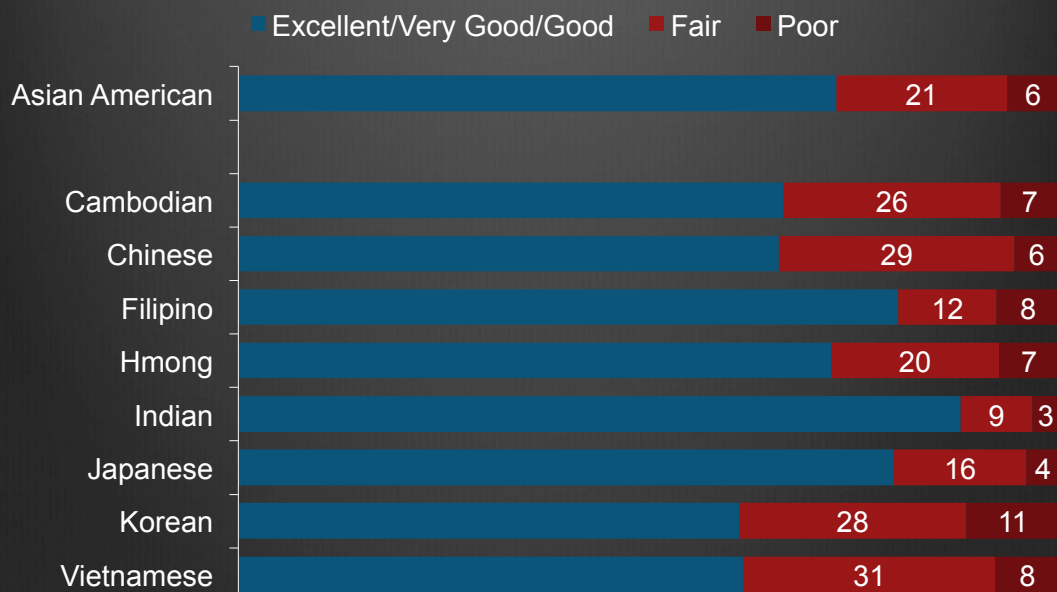
Tax Increase Support



"Cuts Only" Approach

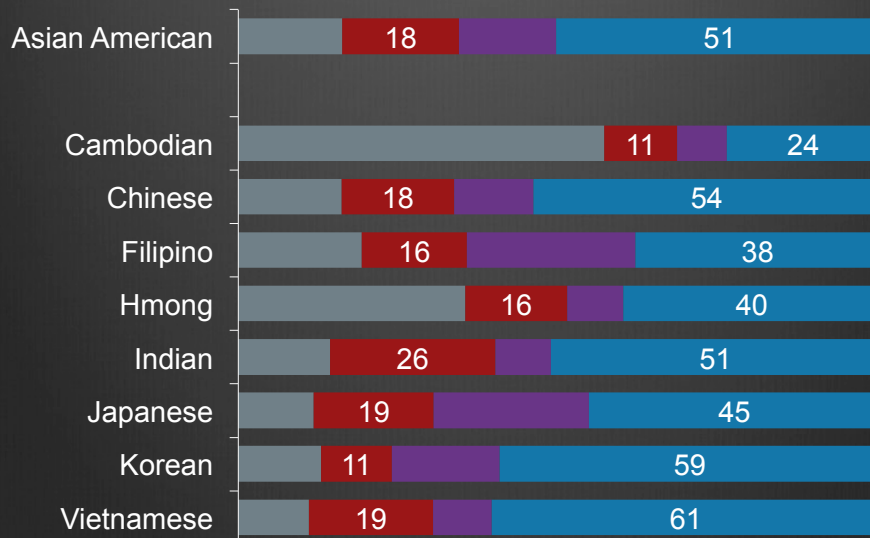


Self-Reported Health



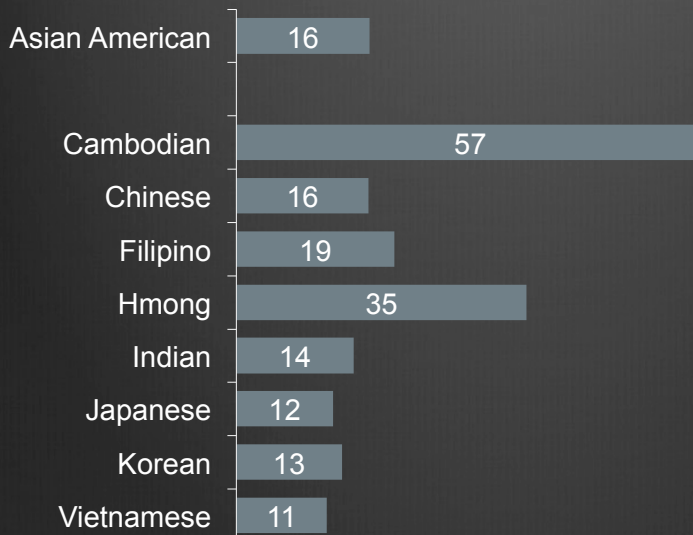
Affordable Care Act

■ Don't Know ■ Unfavorable ■ Neither ■ Favorable



Affordable Care Act

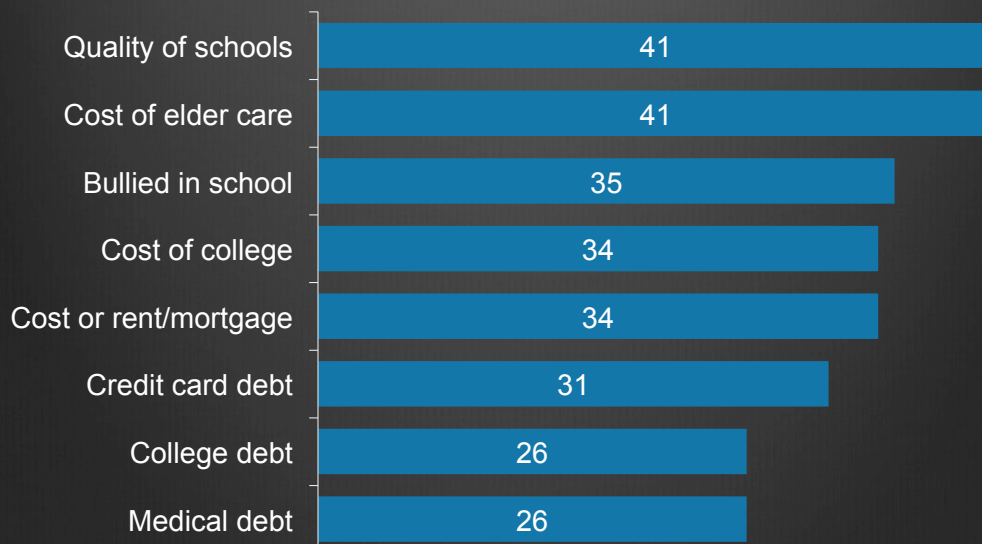
Don't Know



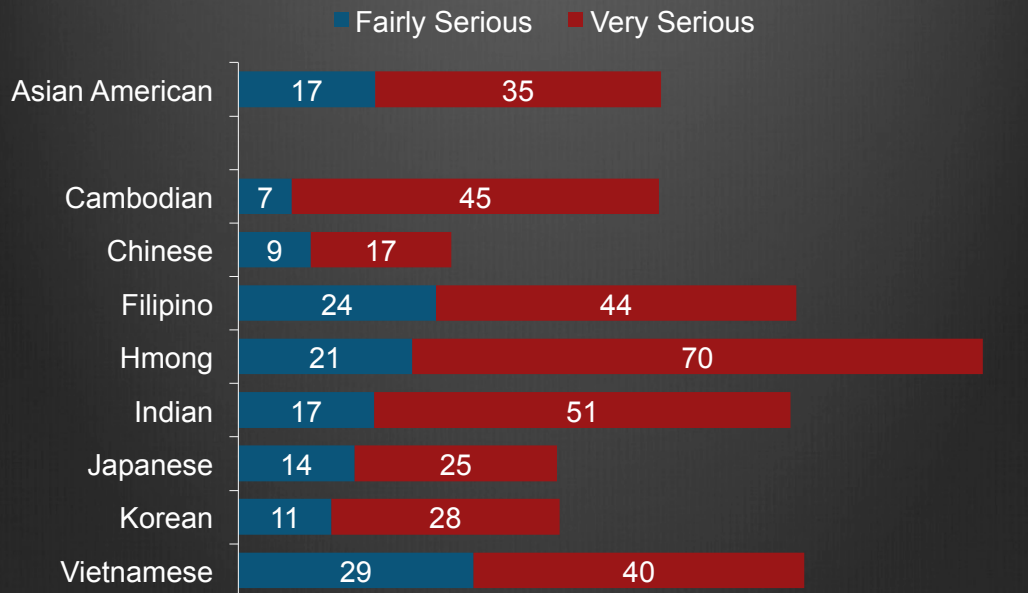
Other AAPI Issues

Education
Environment
Civic Engagement

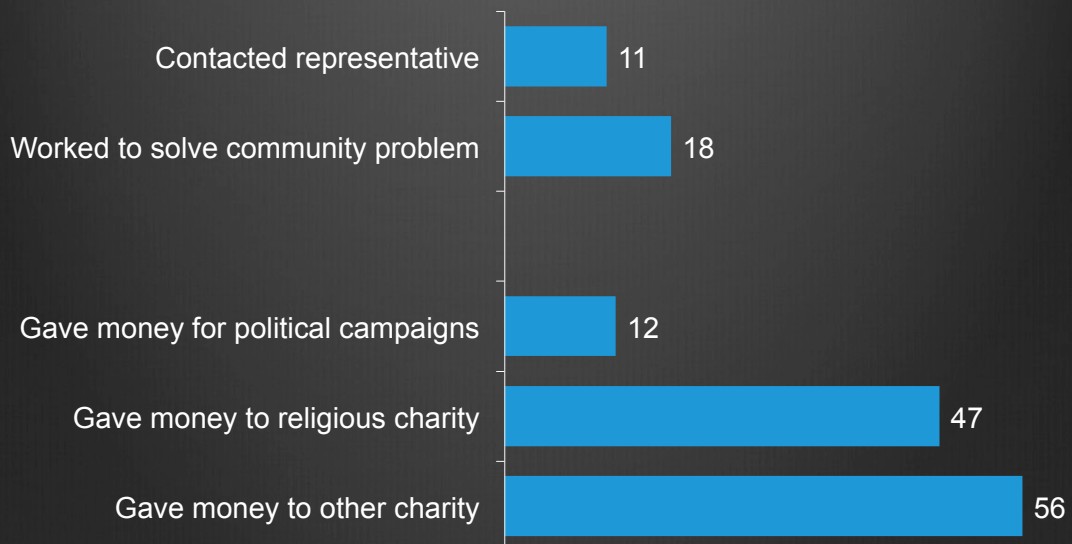
Education tops list of "very serious" problems



Problem of School Bullying



Civic Engagement

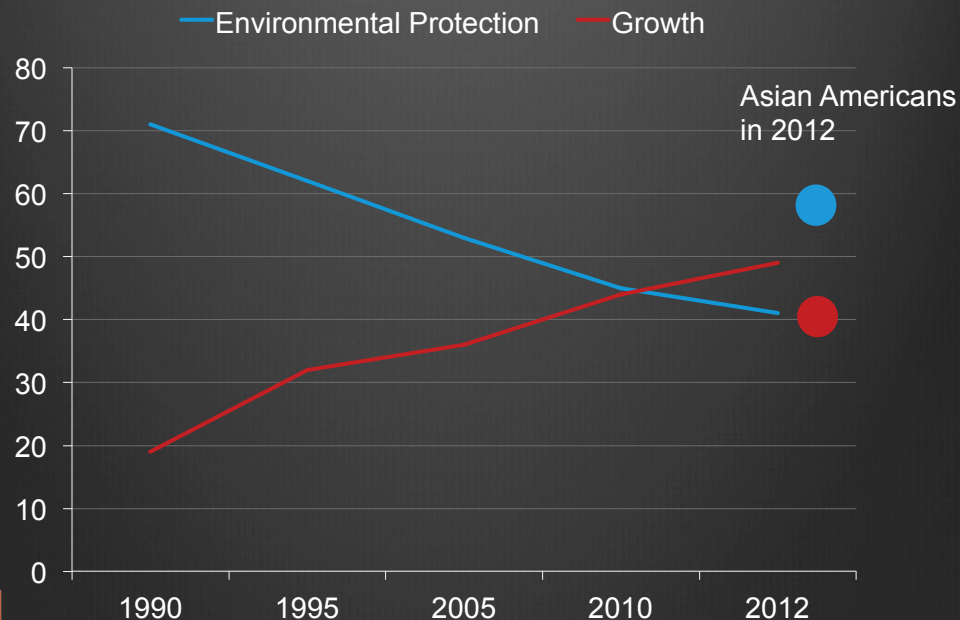


Environment: Tradeoff with Growth

Which one of these statements about the environment and the economy do you most agree?

- *Protection of the environment should be given priority, even at the risk of curbing economic growth, OR*
- *Economic growth should be given priority, even if the environment suffers to some extent*

Progressive on Environment



Important Variations Within Community

Gender

Women rank **lower** on

- Self-reported health
- Most types of participation
 - Exception is charitable contributions

Women rank **higher** on

- Environmentalism
- Various aspects of reproductive rights
- Path to citizenship (slight)

Age

Youth matters for

Participation

- Lower, except for online engagement

Public Opinion

- More supportive of LGBT rights
- More “liberal” on taxes and spending
- Highest on environmental protection
- Highest on citizenship for undocumented

Pacific Islanders

From prior work, we know that lower outcomes on educational attainment and income

When it comes to opinion on issues, **higher** support for

- Citizenship for undocumented
- LGBT rights

slightly lower support for

- Tax increases
- Environmental protection
- Reproductive rights

AAPIs in the Midwest



Compared to Rest of U.S.

- Immigration: +5% on pathway, +7% on backlogs
- Fiscal Issues: Similar on taxes, +5% opposed to cuts
- Affordable Care Act: Similar findings
- Education: -15% on college affordability, -7% on debt, -6% on bullying
- Environment: -8% on protection
- Civic Engagement: +7% on charitable giving



Next Steps



Looking forward...

- Asian American community diverse, growing
 - In-language, disaggregated, representative surveys with detailed questions help inform CBOs, funders, larger public
- Greater recognition that we need accurate and timely data
 - Research and program work have important synergies
 - As new issues come up, ongoing surveys needed
- As we collect more data...
 - Coordination on questions
 - Make better use of existing data



Thank You!

www.naasurvey.com



Comments, Suggestions, Questions?