

Subscribe to DiversityInc today!



DiversityInc Magazine | Advertise | Special Sections | Resource Guide | Foundation | Webinars | Benchmarking | DiversityInc Careers | DiversityInc Top 50 | Diversity Management | Affirmative Action | Career Advice | Legal | Diversity Facts | Financial Literacy

You are here: DiversityInc | Election 2008 - F | Asian Americans Solidly Behind Obama, Poll Reveals



Corporate Options Newsletter Sign Up Log In

Web Magazine [input type="text"] Go



click here to ask a question | click here to read recent Q & A



Most Popular Articles on DiversityInc

Obama Wouldn't Be First Black President Read Story | Read Comments

Will 'Bradley Effect' Hurt Obama's Candidacy? Read Story | Read Comments

What Constitutes a Disability? How the ADA Amendments Affect You Read Story | Read Comments

Oprah Is Boycotted After Refusing Palin Interview Read Story | Read Comments

DiversityInc 2009 TOP 50 COMPANIES FOR DIVERSITY Join Us March 12, 2009 DiversityInc Top 50 Announcement Dinner

Can Congress Save the Americans with Disabilities Act? Read Story | Read Comments

On President's Day, Remember Your 5 Black Presidents Read Story | Read Comments

The Reality Is Simple: Gays Don't Choose to Be Gay Read Story | Read Comments

Latinos and Education: Why



Asian Americans Solidly Behind Obama, Poll Reveals

By Kevin Canessa Jr.

digg this | mixx! | reddit | del.icio.us | Newsvine | e-mail article | print | post comments | NEWSLETTER

©DiversityInc. Reproduction in any format is absolutely prohibited.

October 15, 2008

Keywords: John McCain, Barack Obama, Asian Americans, election 08, poll, Rutgers University, Eagleton Institute

Click here for DiversityInc's Election '08 coverage. Click here for DiversityInc magazine's look at the candidates and their positions (premium story). Click here for the latest nationwide polling data.

Asian Americans are solidly behind Sen. Barack Obama, both around the country and especially in New Jersey and New York, a poll conducted by Rutgers University Prof. Jane Junn and the Eagleton Institute reveals. Junn announced the results of the polling Tuesday at the Eagleton Institute's New Brunswick, N.J., offices on the campus of Rutgers University.

According to the poll of Asian Americans, Obama leads Sen. John McCain 37 to 18 percent in New Jersey and is ahead 42 to 20 percent in New York, trends that are mirrored nationally, Junn says.

The New Jersey/New York polling data is a supplement to the National Asian American Survey, the very first large-scale survey taken of Asian Americans. More than 4,000 Asian Americans were sampled between Aug. 18 and Sept. 26, Junn says.

Nationally, 34 percent of Asian Americans polled say they haven't yet made up their minds as to whom they'll vote for Nov. 4.



Perhaps the most striking figure of all polling data is

Site Sponsors: Marriott, Bank of America, COX COMMUNICATIONS, WELLPOINT, KPMG, verizon, Aetna, WACHOVIA, PRICEWATERHOUSECOOPERS, Deloitte, IBM

that nearly 50 percent of those polled say they consider themselves neither a Democrat nor a Republican.

"The large number of undecided voters and their low levels of party identification signal a big opportunity for parties and candidates looking for electoral support," Junn says.

The extensive poll required a massive undertaking by Junn and her colleagues. In addition to the Eagleton Institute, pollsters from the University of California Riverside, the University of Southern California and the University of California--Berkeley were also used. Each person was polled on the telephone--and because many newer Asian-American immigrants don't yet speak English, Junn was able to conduct the surveys in eight languages: English, Cantonese, Mandarin, Hindi, Japanese, Korean, Tagalog and Vietnamese.

Junn says having pollsters who spoke the different languages made the survey process easier. "When people are spoken to in their native tongue, it makes them more apt to want to participate," the political-science professor says. "It was still an incredible amount of work to pull things together."

In pulling things together, the poll revealed that Asian Americans, like most other Americans, are most concerned about one thing: the economy.

Of those polled, 74 percent in New Jersey and 62 percent in New York said the economy was the issue they were most concerned about. The poll was similar across the country as well.

And while the data spells good news for Obama, it's not all positive.

Those who voted for Sen. Hillary Rodham Clinton in the primaries were asked whom they were voting for in the general election. While many said Obama--46 percent in New Jersey and 50 percent in New York--an average of 15 percent of those polled said they'd be voting for McCain come November. The rest were still undecided.

Click play below to listen to highlights of the Oct. 14 press conference.



[More Foreign-Born Kids Drop Out & How to Buck the Trend](#)

[Read Story](#) | [Read Comments](#)



[5 Job-Interview Warning Signs](#)

[Read Story](#) | [Read Comments](#)



[7 Things NEVER to Say to People With Disabilities](#)

[Read Story](#) | [Read Comments](#)



[What You Need to Know About Breast Cancer](#)

[Read Story](#) | [Read Comments](#)



[Asian Americans Solidly Behind Obama, Poll Reveals](#)

[Read Story](#) | [Read Comments](#)



[Come Election Day, Hurricane Victims, Foreclosure Victims May Be Left Out](#)

[Read Story](#) | [Read Comments](#)



[Why Whites Can't 'Get Over' Color](#)

[Read Story](#) | [Read Comments](#)



[Suspended Catholic Priest's Homily Took on Fresno Bishop's Anti-Gay Rhetoric](#)

[Read Story](#) | [Read Comments](#)



[Is It OK to Speak Spanish in the Workplace?](#)

[Read Story](#) | [Read Comments](#)



[Where Do Most Black Women Spend Their Money?](#)

[Read Story](#) | [Read Comments](#)



[Obama and McCain on Diversity Issues](#)

[Read Story](#) | [Read Comments](#)



[Homophobes Shouldn't Hide Behind Religion](#)

[Read Story](#) | [Read Comments](#)



[Queen Latifah Buzzes About 'Secret Life of Bees'](#)

[Read Story](#) | [Read Comments](#)



Thanks for visiting DiversityInc.com!

To continue viewing free articles on our site and in our newsletter, please enter your information in the box below.

Full name:

E-mail Address:

We never reveal, share or sell member information. For complete details, see our [Privacy Statement](#).

[Join Now and Avoid Pop Ups!](#)

Choose a Premium Subscription Here.

FREE Memberships Available to .gov, .mil, .org, .edu and .us e-mail

Clicking "Send Message" registers your e-mail address to receive DiversityInc's Free Daily Newsletter.

©DiversityInc. Reproduction in any format is absolutely prohibited.

[Join Now!](#) | [Log-in](#) | [Contact Us](#) | [Post Jobs](#) | [Magazine](#) | [Advertise](#) | [About Us](#) | [Site Map](#)
[Legal](#) | [Research & Reference](#) | [Financial Literacy](#) | [Video Network](#) | [Foundation](#) | [Webinars](#)