OUTREACH

ELECTION-RELATED CONTACT AMONG REGISTERED VOTERS BY RACE FOR THE 2012 ELECTION

<table>
<thead>
<tr>
<th>Race</th>
<th>NHPI Average</th>
<th>Hawaiian</th>
<th>Samoan</th>
<th>Asian Am Average</th>
<th>Indian</th>
<th>Cambodian</th>
<th>Filipino</th>
<th>Korean</th>
<th>Japanese</th>
<th>Chinese</th>
<th>Hmong</th>
<th>Tagalog</th>
<th>Vietnamese</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact</td>
<td>26%</td>
<td>25%</td>
<td>30%</td>
<td>31%</td>
<td>25%</td>
<td>27%</td>
<td>26%</td>
<td>28%</td>
<td>33%</td>
<td>36%</td>
<td>49%</td>
<td>36%</td>
<td>26%</td>
<td>1%</td>
</tr>
</tbody>
</table>

This report was made possible by the following:
Asian Americans Advancing Justice-AAJC (Advancing Justice), Asian Pacific Islander American Vote (APIAVote), and National Asian American Survey (NAAS).

Funded By:

This report was made possible by the following:
Asian Americans Advancing Justice-AAJC (Advancing Justice), Asian Pacific Islander American Vote (APIAVote), and National Asian American Survey (NAAS).

IN-LANGUAGE POLLING

SURVEY LANGUAGE OF CHOICE

- 54% ENGLISH
- 46% ASIAN LANGUAGE

AVAILABLE ASIAN LANGUAGES
- Chinese (Mandarin and Cantonese)
- Hindi
- Japanese
- Khmer
- Korean
- Laotian
- Tagalog
- Vietnamese

LANGUAGE OF INTERVIEW MAKES A DIFFERENCE

Presidential Vote by Interview Language

Co-Authors:

This report was made possible by the following:
Asian Americans Advancing Justice-AAJC (Advancing Justice), Asian Pacific Islander American Vote (APIAVote), and National Asian American Survey (NAAS).
**VOTER TURNOUT AMONG LIMITED-ENGLISH PROFICIENT IS LESS THAN ENGLISH SPEAKERS**

Roughly one in two Asian American adults (44%) have difficulty speaking English. 

**“VERY IMPORTANT” ISSUES TO ASIAN AMERICAN REGISTERED VOTERS IN 2012**

- **ECONOMY AND JOBS (86%)**
- **NATIONAL SECURITY (72%)**
- **ENVIRONMENT (59%)**
- **EDUCATION (81%)**
- **SOCIAL SECURITY (71%)**
- **RACIAL DISCRIMINATION (54%)**
- **HEALTH CARE (80%)**
- **IMMIGRATION (43%)**

Data Source: Author’s analysis of 2010 American Community Survey

**VOTER TURNOUT BY ETHNICITY (AMONG REGISTERED VOTERS)**

- **Indian**
- **Cambodian**
- **Filipino**
- **Korean**
- **Vietnamese**
- **Chinese**
- **Laotian**
- **Hmong**
- **Japanese**
- **Hawaiian**

**ETHNIC BREAKDOWN OF TURNOUT AND PRESIDENTIAL VOTE NATIONALLY**

- **Increase in Asian American Voters from Previous Election**

**RISE IN ASIAN AMERICAN ELECTORATE OVER SEVERAL PRESIDENTIAL ELECTIONS**

**MAP OF THE AAPI ELECTORATE**

**LANGUAGE**

Roughly one in two Asian American adults (44%) have difficulty speaking English.

**PARTY IDENTIFICATION**

Most Asian American registered voters are unaffiliated when it comes to political parties. Among NHPI registered voters, 44% identify as Democrat and 18% as Republican.

**VOTER TURNOUT BY ETHNICITY (AMONG REGISTERED VOTERS)**

- **Asian American Average**
- **NHPI Average**

**ECONOMY AND JOBS (86%)**

- **National Security (72%)**
- **Environment (59%)**
- **Education (81%)**
- **Social Security (71%)**
- **Racial Discrimination (54%)**
- **Health Care (80%)**
- **Immigration (43%)**

Data Source: Author’s calculations from the 2007-2011 5-Year American Community Survey

**MAP LEGEND**

- **Total AAPI Population**
- **Total AAPI Eligible Voters**
- **AAPI share of Eligible Voters**

**25% DEMOCRAT**

35% INDEPENDENT