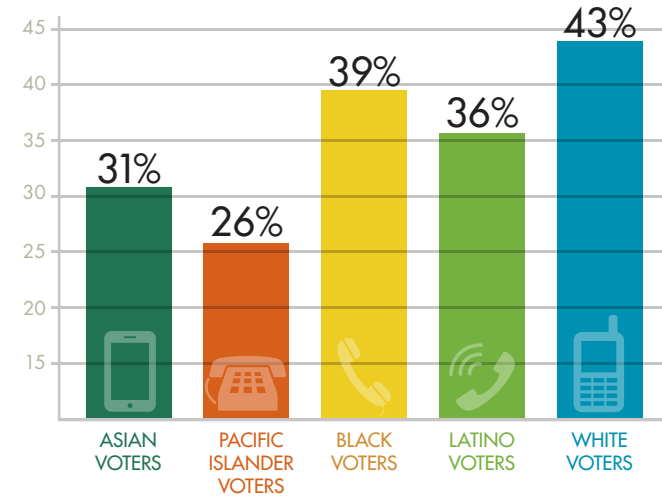
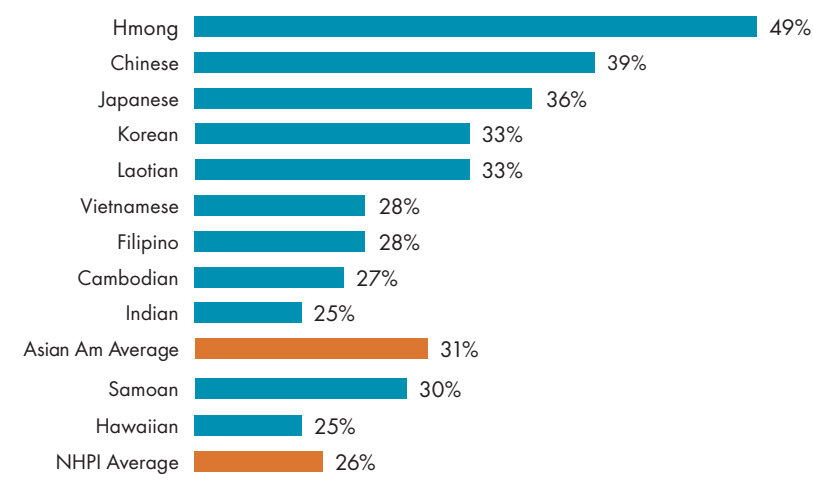


OUTREACH

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



ELECTION RELATED CONTACT BY ETHNICITY (AMONG REGISTERED VOTERS)



Asian American and Pacific Islander communities identify more with issues, rather than political parties. Therefore, candidates and national parties must increase outreach to AAPIs and focus more on the issues.

Data Source: 2012 Asian American and Pacific Islander Post-Election Survey

IN-LANGUAGE POLLING

SURVEY LANGUAGE OF CHOICE



AVAILABLE ASIAN LANGUAGES

- Chinese (Mandarin and Cantonese)
- Hindi
- Japanese
- Korean
- Tagalog
- Hmong
- Khmer
- Laotian
- Vietnamese

LANGUAGE OF INTERVIEW MAKES A DIFFERENCE

Presidential Vote by Interview Language

	Asian Language	English	TOTAL
Obama	65%	72%	68%
Romney	35%	27%	31%
Other	0%	1%	1%

Data Source: 2012 Asian American and Pacific Islander Post-Election Survey

Polling AAPI voters should be done in-language to accurately capture the attitudes of these voters. English-only polling often tells one side of the story, providing a biased picture of the AAPI community.

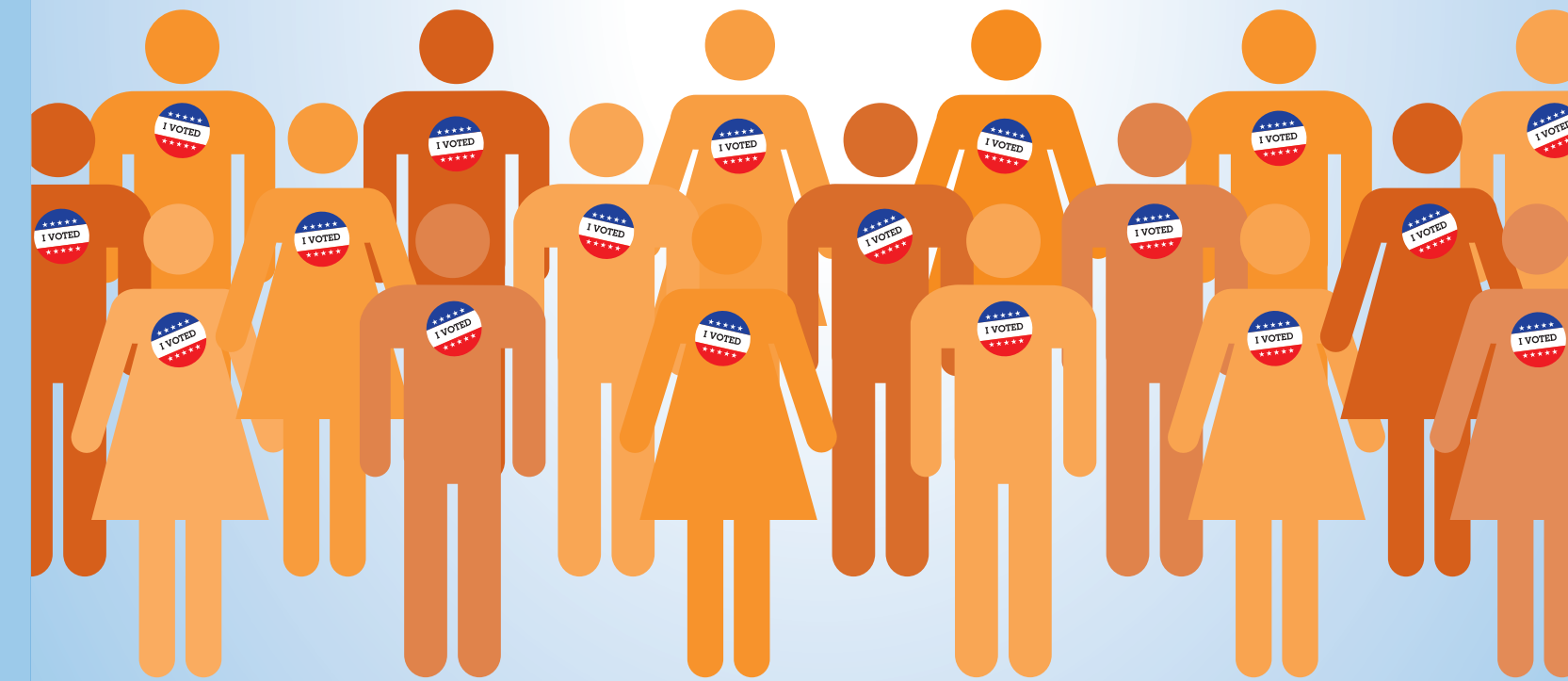


Co-Authors:



STRENGTH IN NUMBERS

INFOGRAPHICS FROM THE 2012 AAPI POST-ELECTION SURVEY



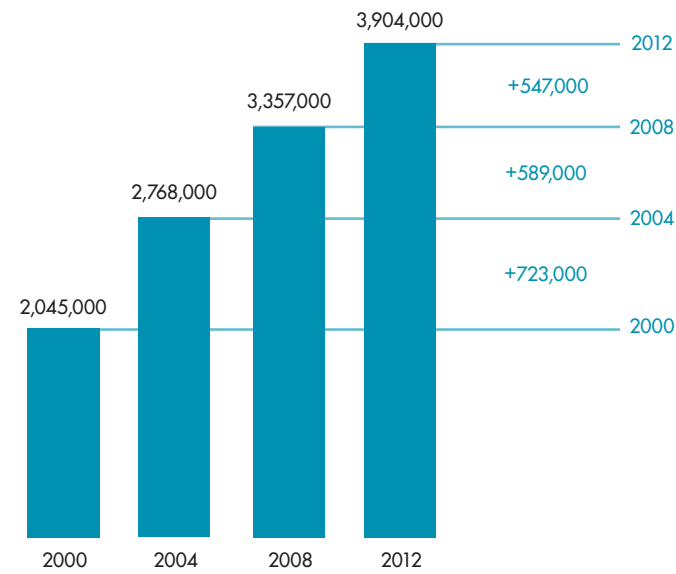
This report was made possible by the following:
Asian Americans Advancing Justice-AAJC (Advancing Justice),
Asian Pacific Islander American Vote (APIAVote), and National Asian American Survey (NAAS).



RISE OF AAPI VOTERS

RISE IN ASIAN AMERICAN ELECTORATE OVER SEVERAL PRESIDENTIAL ELECTIONS

Total Number of Asian American Voters
Increase in Asian American Voters from Previous Election



Data Source: The Diversifying Electorate-Voting Rates by Race and Hispanic Origin in 2012 (and Other Recent Elections), Census Bureau Report (May 2013) (based on Current Population Survey data)

LANGUAGE

ROUGHLY **ONE IN TWO** ASIAN AMERICAN ADULTS (44%) HAVE **DIFFICULTY SPEAKING ENGLISH**

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

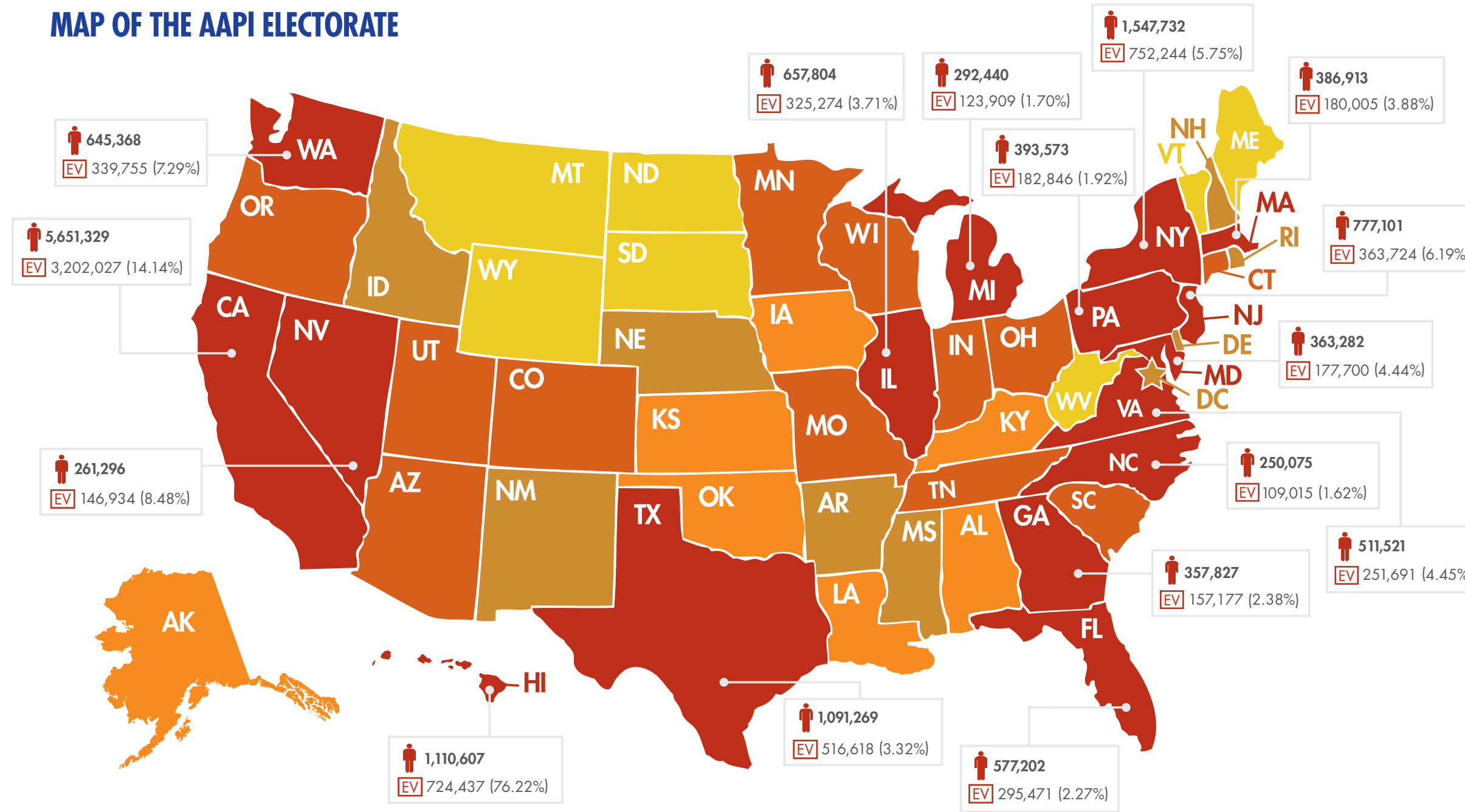
VOTER TURNOUT AMONG **LIMITED-ENGLISH PROFICIENT** IS **9% LESS THAN** ENGLISH SPEAKERS

YES **63%** OF RESPONDENTS WOULD FIND IT USEFUL IF **IN-LANGUAGE VOTING ASSISTANCE** WAS AVAILABLE

Data Source: 2012 Asian American and Pacific Islander Post-Election Survey

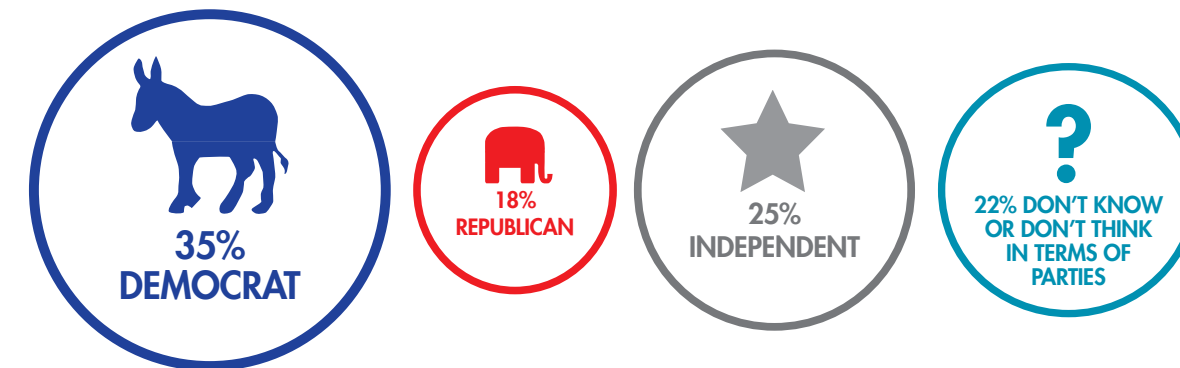
Provide culturally and linguistically appropriate outreach and language assistance during the election process to increase participation.

MAP OF THE AAPI ELECTORATE



PARTY IDENTIFICATION

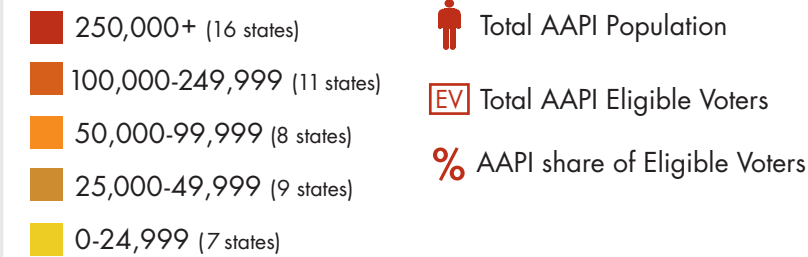
Most Asian American registered voters are unaffiliated when it comes to political parties. Among NHPI registered voters, 44% identify as Democrat and 18% as Republican.



Data Source: 2012 Asian American and Pacific Islander Post-Election Survey

MAP LEGEND

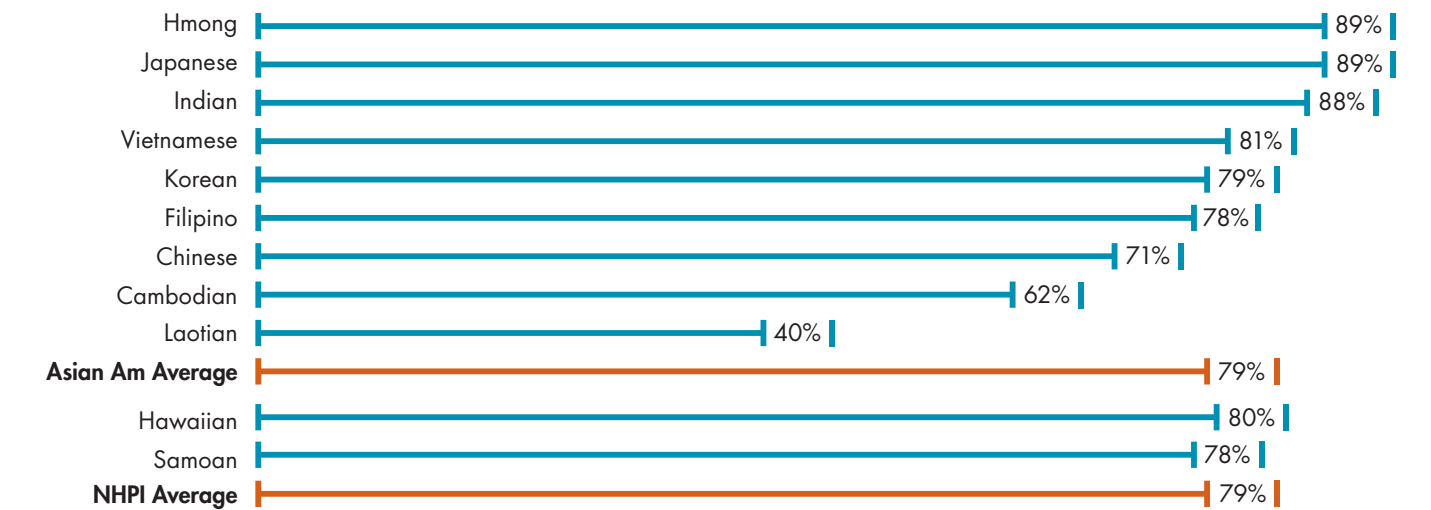
Tiers Based on Total AAPI Population (2007-2011 ACS 5yr)



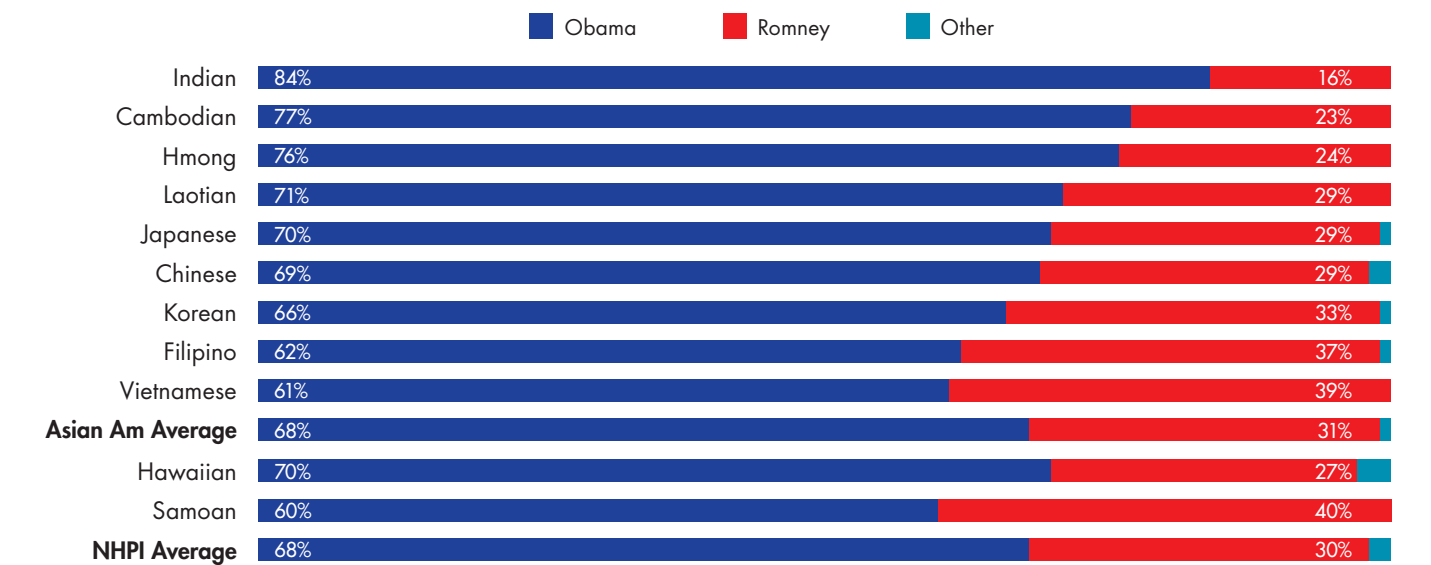
Data source: Author's calculations from the 2007-2011 5-Year American Community Survey

ETHNIC BREAKDOWN OF TURNOUT AND PRESIDENTIAL VOTE NATIONALLY

VOTER TURNOUT BY ETHNICITY (AMONG REGISTERED VOTERS)



PRESIDENTIAL VOTE BY ETHNICITY (AMONG REGISTERED VOTERS)



"VERY IMPORTANT" ISSUES TO ASIAN AMERICAN REGISTERED VOTERS IN 2012



Data Source: 2012 Asian American and Pacific Islander Post-Election Survey