### The AAPI Electorate in 2016:

## A Deeper Look at California

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#### Key Facts About the Asian American Electorate in California

- California is home to 6,.4 million AAPIs, a 45% increase from 2000
- California is home to 303,000 NHPIs, more than any other state except for Hawaii
- There are over 3,700,000 eligible AAPI voters, comprising nearly 15% of the state's electorate
- From 2000-2010, the number of eligible AAPI voters (citizen voting age population, or CVAP) in California grew by 38%
- Of the population that voted in the state in 2012, about 11% was Asian American. Projecting the growth of the Asian American electorate suggests that Asian Americans will account for up to 12% of California's voters in November 2016

Source: State factsheets by AAPIData and APIAVote

#### Key Findings on Asian Americans in California (1/2)

- Most Asian American registered voters in California do not identify as Republican or Democrat. However, many of these unaffiliated voters feel closer to the Democratic Party than the Republican Party
- Among those who identify, the Democratic Party enjoy a 2-1 advantage
- Asian American registered voters in California view Barack Obama and Hillary Clinton very favorably, and they view Donald Trump very unfavorably
- Hillary Clinton is poised to win every large segment of the Asian American vote in California, including among Vietnamese Americans who traditionally have voted Republican.
- Most Asian Americans are undecided in their support for Kamala Harris and Loretta Sanchez. Among those who have decided, Harris leads among all groups but Vietnamese Americans. Support for Harris is particularly strong among Indian Americans in California.

#### Key Findings on Asian Americans in California (2 of 2)

- Asian American registered voters rank the economy, national security, racism, government, and immigration as the most important problems facing the country
- Health care and education are important personal concerns
- Asian Americans hold progressive views on many policy issues, including health care, education spending, racial justice, and bans on Muslim immigrants
- However, they are split on Syrian refugees and are conservative on marijuana legalization
- Ethnic media is an important source of information for particular Asian groups
- There is pressing need for Asian American voter outreach, especially given the reported lack of contact by parties and candidates

#### Methodology for California Asian American population

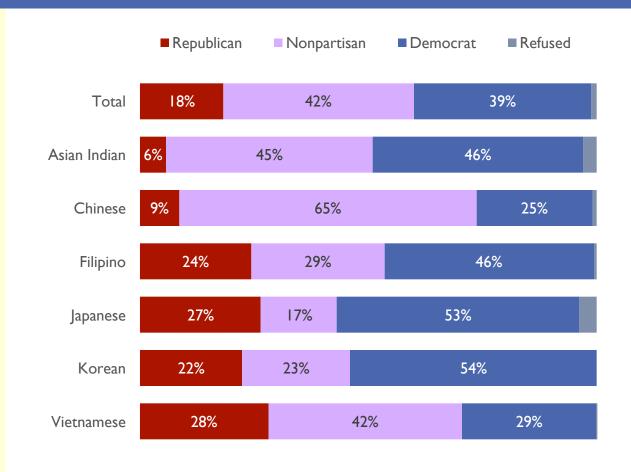
- 1,103 telephone interviews of Asian American adults conducted between August 10 and October 12, 2016
- Listed samples available from Catalist using registered voter and commercial vendor samples and classified for ethnicity by name, listed race where applicable, and tract-level ethnic concentration
- Data reported for 791 Asian American registered voters
  - Overall margin of error (includes design effect): 4.5%
  - · Landline (62%) and cell phones (38%)
- Six largest national origins, plus Southeast Asian groups
  - Asian Indian (99), Cambodian (50\*), Chinese (129), Filipino (135), Hmong (45\*), Japanese (67), Korean (120), Vietnamese (146)

    \* Insufficient number of respondents to report out data
- Data weighted by ethnicity and gender, age, region of residence within California, education, and nativity (raking method)

## Party Identification

#### Party identification, without leaners (California)

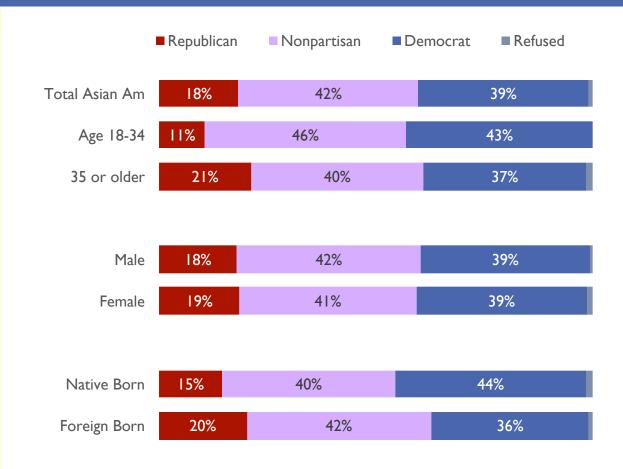
- Question: "Generally speaking, do you usually think of yourself as a {ROTATE} Republican, a Democrat, an Independent, or in terms of some other party?"
- More than twice as many registered voters selfidentify as Democrat as Republican
- Nationally, the findings for Asian Americans are similar (41% Democrat, 16% Republican)





#### Party identification, by Age, Gender, and Nativity (California)

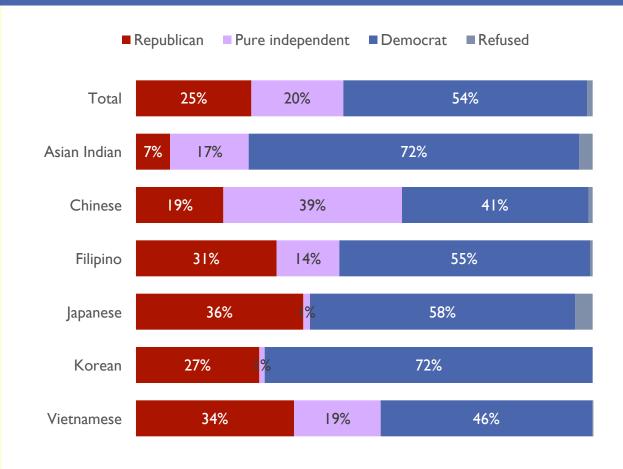
- Millennial Asian Americans are less likely to identify as Republican
- The foreign born are more likely to identify as Republican than the native born
- There are no significant gender differences in California on party identification
- Nationally, women are more likely to identify as Democrats





#### Party identification, with leaners (California)

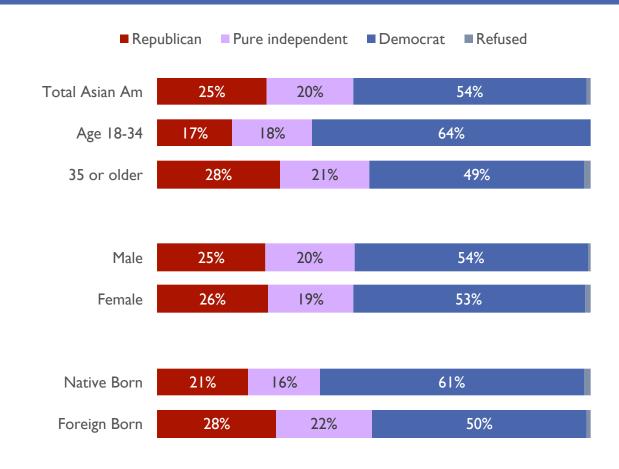
- This figure combines those who identify with the Republican or Democratic Party, along with those non-identifiers who feel closer to either party
- Democrats hold more than a 2-to-I average overall among Asian Americans
- The Democratic Party advantage holds across all ethnic groups, including Vietnamese Americans
- Vietnamese identification with the Republican Party is higher in California than nationally





#### Party identification, with leaners (California)

- This figure combines those who identify with the Republican or Democratic Party, along with those non-identifiers who feel closer to either party
- Democrats hold more than a 2-to-I average overall among Asian Americans
- This advantage is stronger among millennials, women, and native born Asian Americans

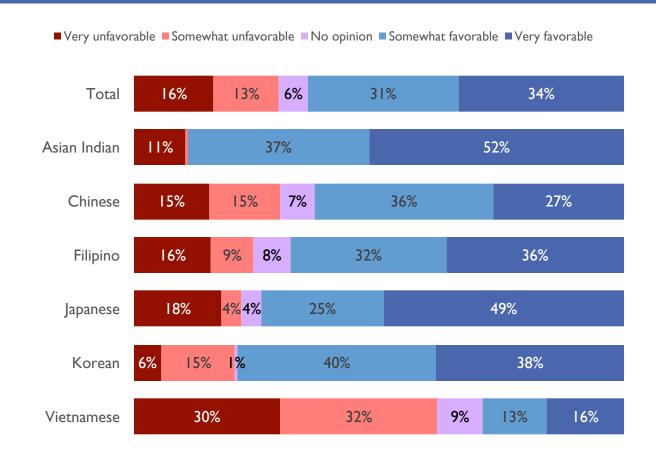




## Favorability Ratings

#### Favorability Rating: Barack Obama (California)

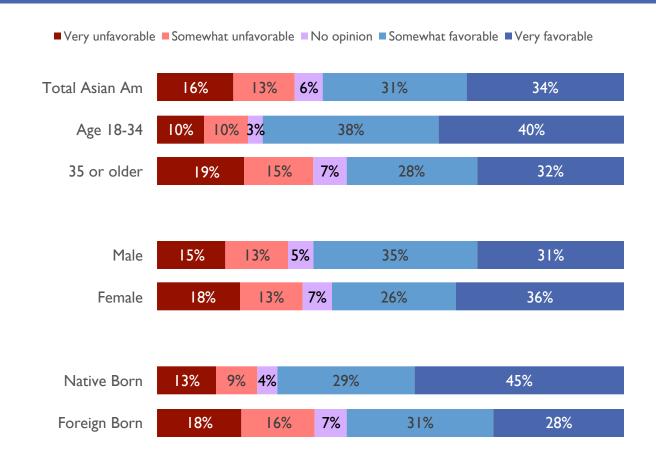
- About two thirds of Asian American registered voters (65%) hold a favorable view of Barack Obama, significantly higher than the U.S. average (53%)
- Favorability for Obama is highest among Asian Indians and Koreans
- Favorability for Obama is lowest among Vietnamese Americans
- Nationally, Obama has slightly higher favorability ratings among Asian Americans





#### Favorability Rating: Barack Obama (California)

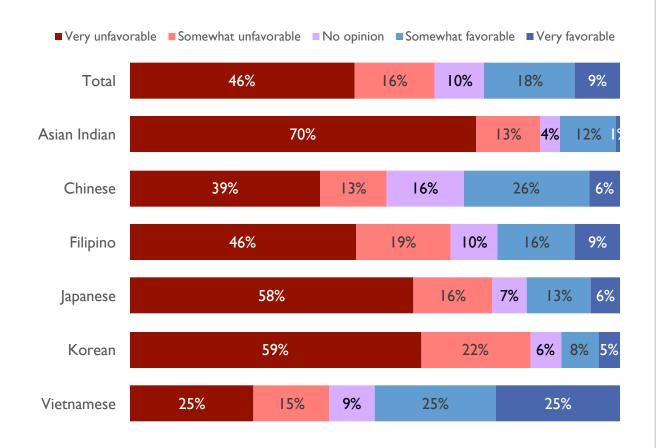
- Favorability for Barack
   Obama is higher among
   millennial Asian Americans
   than among those ages 35
   and older
- In a similar vein, favorability for Obama is higher among the native born than the foreign born
- There are no significant gender differences in favorability for Obama among Asian American registered voters
- Nationally, the findings for Asian Americans show similar patterns





#### Favorability Rating: Donald Trump (California)

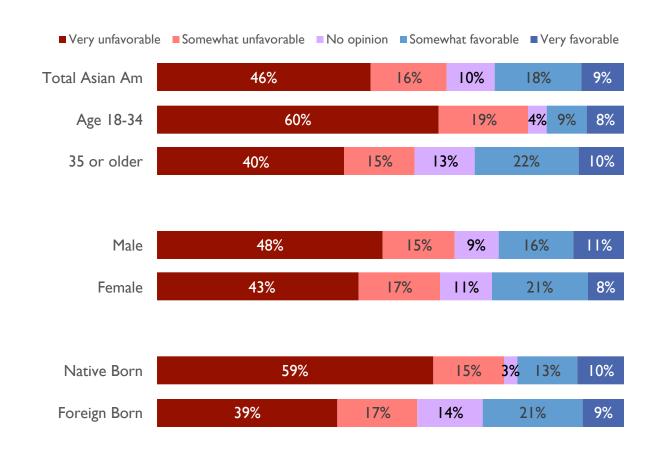
- Donald Trump is viewed unfavorably by most Asian American registered voters (62%)
- A majority view Trump very unfavorably, with the notable exception of Vietnamese Americans
- About a quarter of Asian American registered voters view Trump favorably (27%)
- Nationally among Asian Americans, Trump's unfavorables are slightly lower than they are in California





#### Favorability Rating: Donald Trump (California)

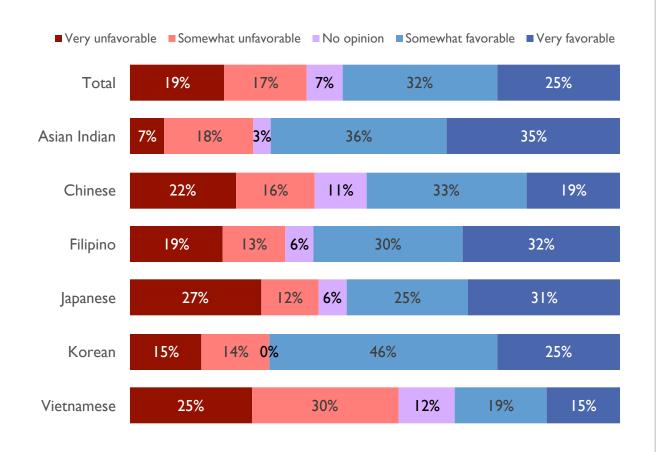
- While a majority of Asian American registered voters view Trump very unfavorably, 60% of millennials do so
- In a similar vein, nativeborn Asian Americans view Trump much more unfavorably than foreignborn Asian Americans
- There are no significant gender differences in favorability or unfavorability towards Trump
- Nationally, the findings for Asian Americans are similar





#### Favorability Rating: Hillary Clinton (California)

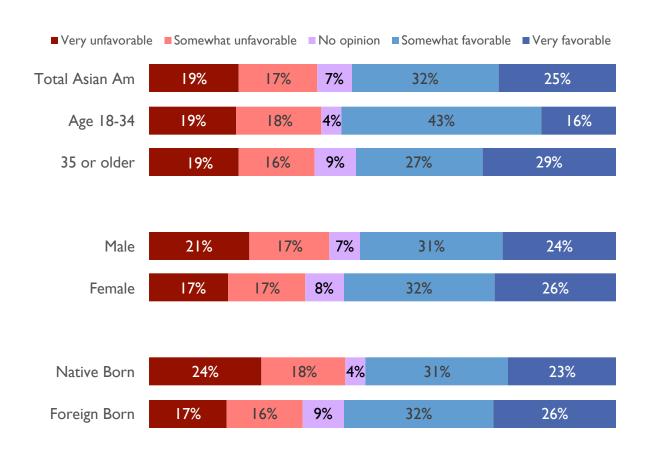
- Hillary Clinton is viewed much more favorably than Donald Trump, with 57% of Asian Am registered voters viewing her favorably and 36% viewing her unfavorably
- Clinton's favorability is highest among Indian Americans and Korean Americans, and lowest among Vietnamese Americans
- Nationally, the findings for Asian Americans are similar





#### Favorability Rating: Hillary Clinton (California)

- 19% of millennial Asian
   American registered voters
   view Clinton very
   unfavorably, compared to
   60% in the case of Trump
- Clinton's unfavorables are slightly higher among men than women
- Nationally, the findings for Asian Americans are similar

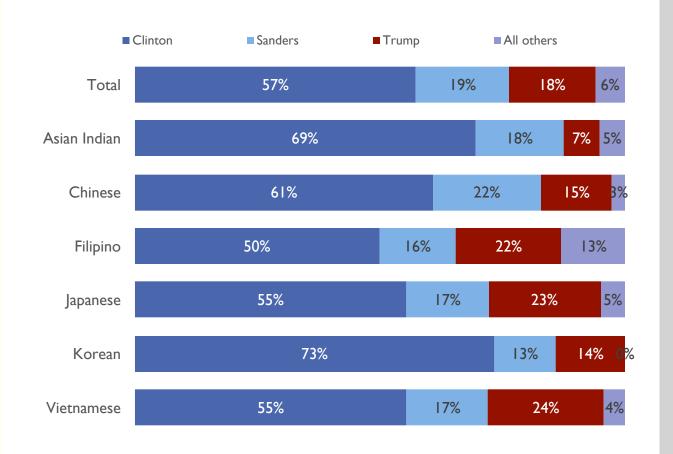




### Presidential Vote Choice

#### Primary Vote by Ethnicity (California)

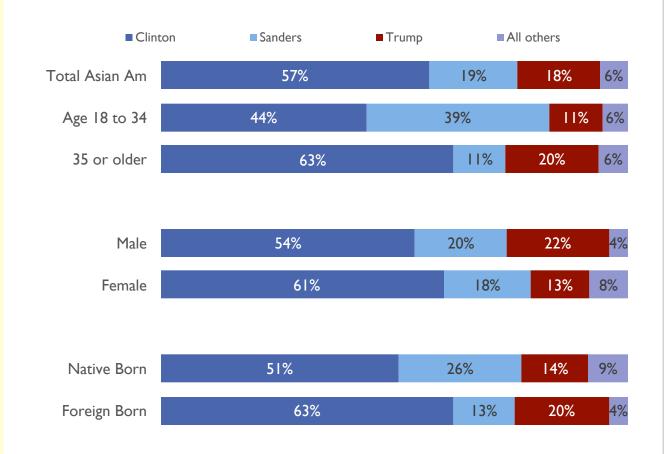
- Question asked of those who voted in the primaries and caucuses: "Which presidential candidate did you vote for in your state's primary or caucus?"
- A majority of Asian
   American primary voters supported Clinton, followed by Sanders, then Trump
- Trump's support in the primaries was highest among Vietnamese, Filipinos, and Japanese Americans





#### Primary Vote by Age, Gender, Nativity (California)

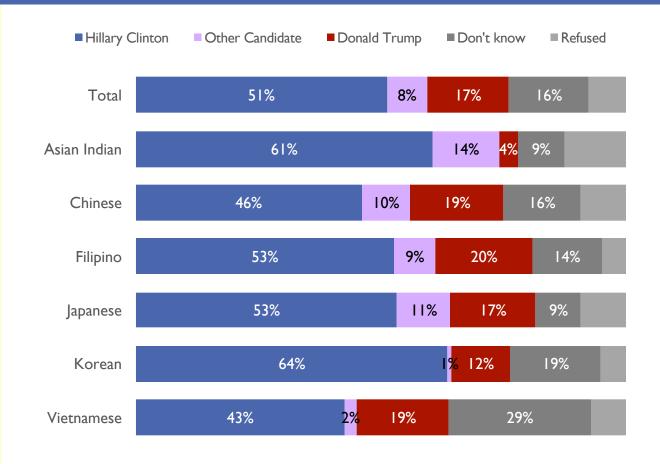
- Question asked of those who voted in the primaries and caucuses: "Which presidential candidate did you vote for in your state's primary or caucus?"
- Clinton fared better among Asian American female primary voters than male primary voters, while the reverse was true for Trump
- Sanders did best among millennial Asian Americans who voted in the primaries
- Nationally, the findings for Asian Americans are similar





#### Presidential Vote by Ethnicity (California)

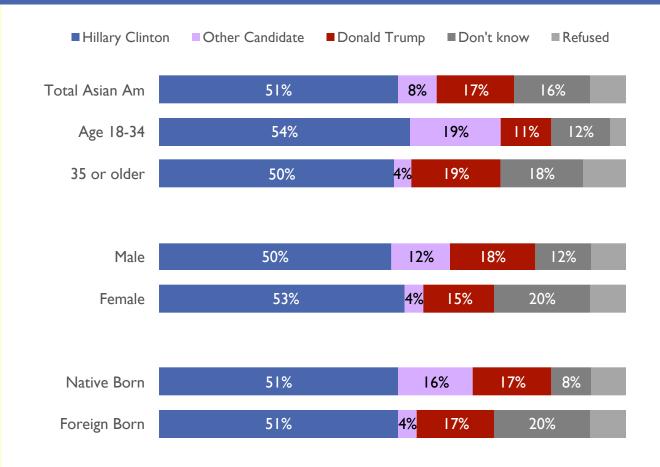
- Question: "Thinking about the upcoming November election for President... If the election were being held today would you be inclined to vote for Hillary Clinton, Donald Trump, or some other candidate?"
- 51% of Asian American registered voters in CA intend to vote for Clinton, 17% for Trump, 8% for some other candidate, and the remaining undecided
- Clinton's support is strongest among Koreans and Asian Indians
- Nationally, the findings for Asian Americans are similar





#### Presidential Vote by Age, Gender, and Nativity (California)

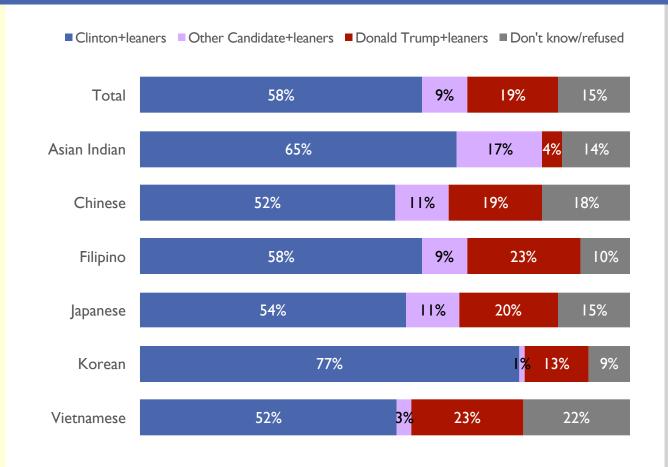
- Question: "Thinking about the upcoming November election for President... If the election were being held today would you be inclined to vote for Hillary Clinton, Donald Trump, or some other candidate?"
- Among Asian American registered voters, Trump does better among older voters than among millennials
- Third-party candidates also perform strongly among millennial Asian American voters in California





#### Presidential Vote, including leaners (California)

- Question among undecideds: "Between Clinton and Trump, who do you lean towards at this time?"
- After taking into account undecideds who lean towards each candidate, Clinton's advantage over Trump grows to 58% versus 19%, with 9% for another candidate
- By this measure, Clinton significantly outperforms Trump among every Asian ethnic group

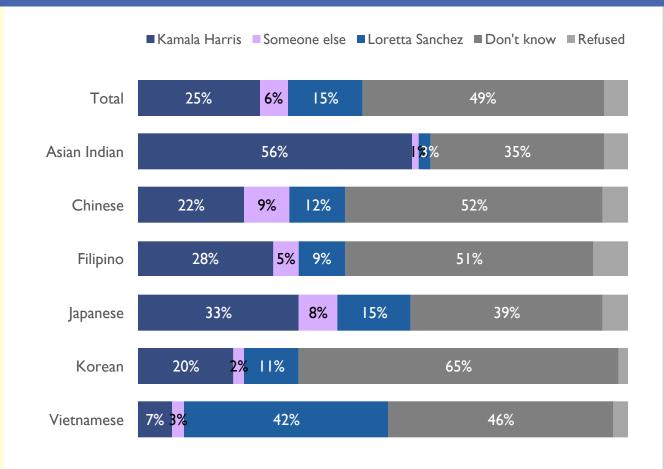




## Congressional Vote Choice

#### Vote for U.S. Senate by Ethnicity (California)

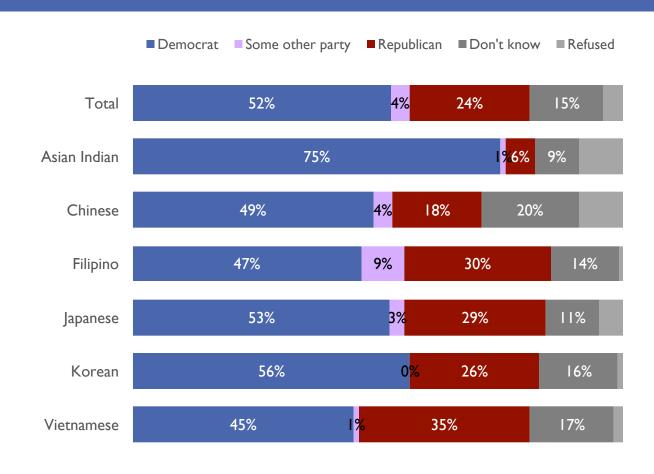
- Most Asian American voters in California are undecided between Kamala Harris and Loretta Sanchez for U.S. Senate
- The exception is for Indian Americans, who overwhelmingly support Harris. Harris is African American and Indian American.
- Loretta Sanchez enjoys greater support only among Vietnamese Americans, most likely due to her Orange County district having a significant number of Vietnamese American constituents





#### Congressional Vote Choice by Ethnicity (California)

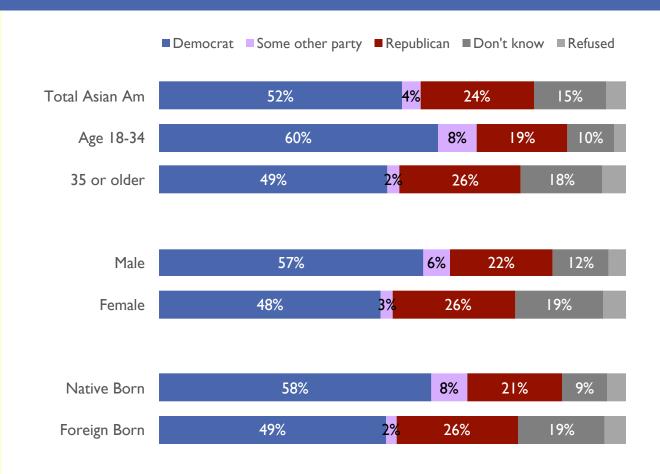
- Question: "Thinking about the upcoming November election for the U.S. House of Representatives in your Congressional district... If the election were being held today would you be inclined to vote for the {ROTATE} Republican candidate or the Democratic candidate?"
- In the generic Congressional ballot, Democrats hold a sizable lead over Republicans among Asian Americans, with the exception of Vietnamese American voters
- Nationally, the findings for Asian Americans are similar





#### Congressional Vote Choice by Age, Gender, and Nativity (California)

- Question: "Thinking about the upcoming November election for the U.S. House of Representatives in your Congressional district... If the election were being held today would you be inclined to vote for the {ROTATE} Republican candidate or the Democratic candidate?"
- In the generic Congressional ballot, Democrats perform even better among millennials and the native born among Asian American registered voters
- Nationally, the findings for Asian Americans are similar

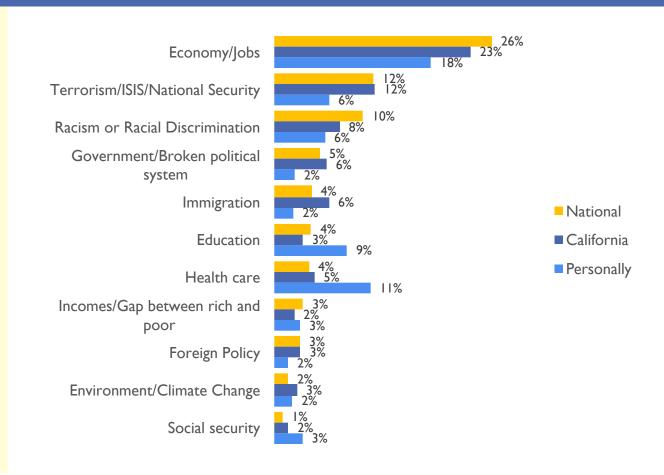




# Issue Priorities and Policy Preferences

#### Most Important Problem: Country vs. Personally

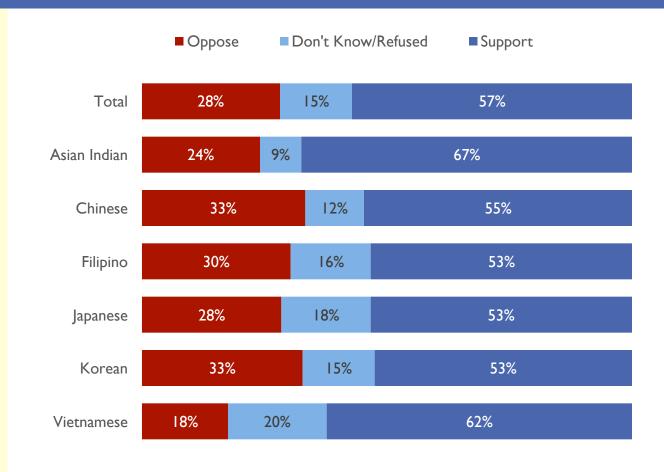
- Question: "What do you think is the most important problem facing the United States today?" and "Which issue is the most important to you personally?"
- Immigration is a slightly higher concern in California than nationally for Asian Americans
- While concern about racism is higher among millennial Asian Americans in California (14% rank it as most important), it is lower than the finding for millennial Asian Ams nationally (23%)
- Health care and education are important personal concerns to Asian American registered voters





#### Opinion on Affordable Care Act (California)

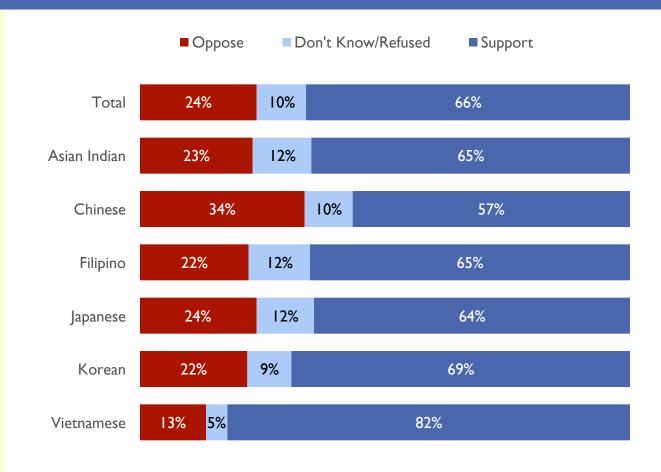
- Question: "Do you support or oppose the health care law passed by Barack Obama and Congress in 2010?"
- Support for the Affordable Care Act remains strong among Asian American registered voters, in line with findings from the 2012 National Asian American Survey
- Asian Americans are much more supportive of the Affordable Care Act than the national average (44% approve, 54% disapprove)





#### Increased Federal Assistance for College (California)

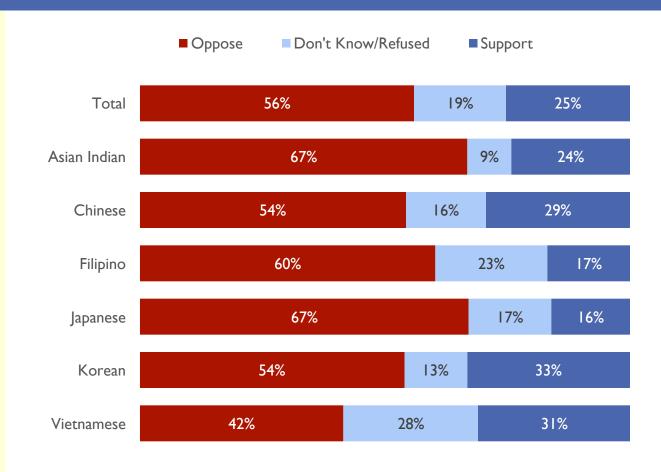
- Question: "Do you support or oppose major new spending by the federal government that would help undergraduates pay tuition at public colleges without needing loans?"
- In line with findings from the Spring 2016 Asian American Voter Survey, a large portion of registered voters support increases in federal assistance for college
- Support is strongest among Vietnamese Americans and weakest among Chinese Americans
- These results are similar nationally as in California





#### Banning Muslims from Entering U.S. (California)

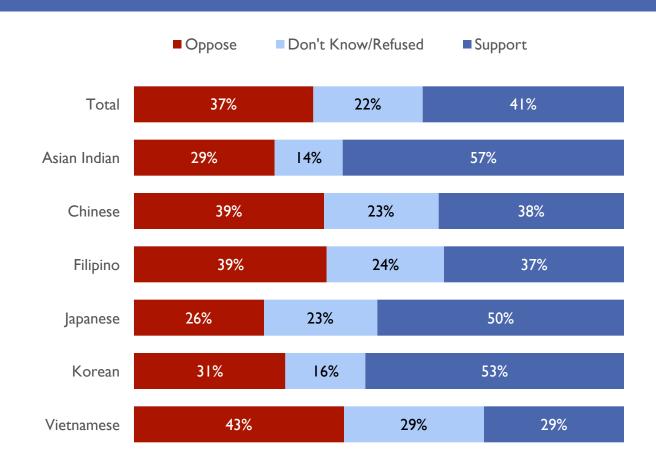
- Question: "Do you support or oppose banning people who are Muslim from entering the United States?"
- Asian Americans registered voters are strongly opposed to a ban on Muslims immigrants
- Opposition to a ban is in line with findings from the Spring 2016 Asian American Voter Survey, which found 58% opposed and 21% in support
- Opposition is strongest among Asian Indians and Japanese Americans
- Opposition to a Muslim ban in stronger nationally for Asian Americans than in California





#### Accepting Syrian Refugees (California)

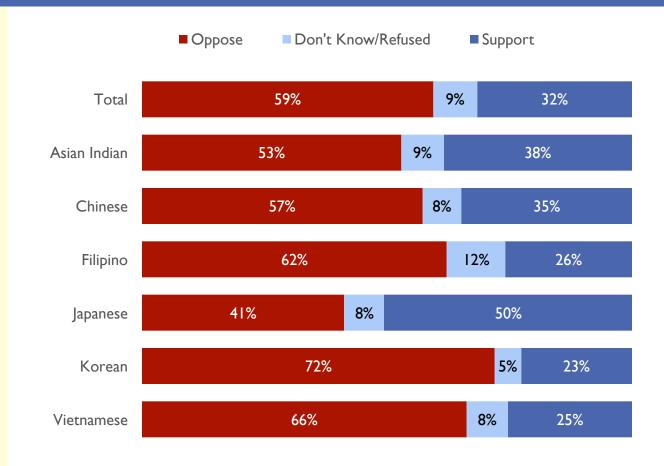
- Question: "Do you support or oppose accepting Syrian refugees into the United States?"
- In contrast to their clear opposition to a Muslim ban, Asian Americans registered voters are split on accepting Syrian refugees, with 41% in support and 37% opposed
- Opinion is in line with findings from the Spring 2016 Asian American Voter Survey, which found 44% in support and 33% opposed
- Nationally, the findings for Asian Americans are similar





#### Marijuana Legalization (California)

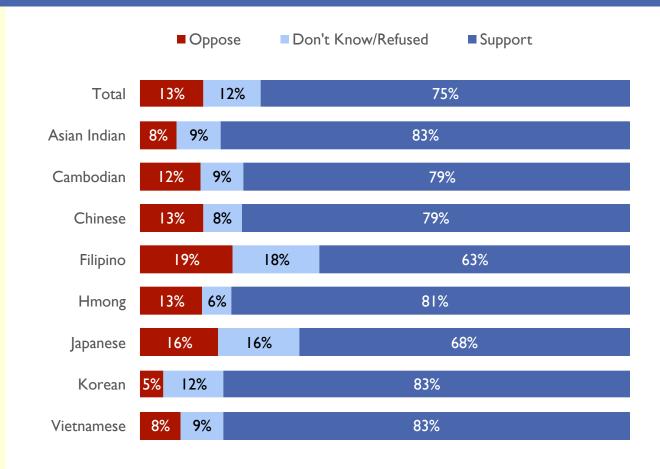
- Question: "Do you support or oppose legalizing the possession of small amounts of marijuana for personal use?"
- The question of marijuana legalization is on the ballot in California (Prop 64), where Asian Americans are projected to account for up to 12% of all voters
- Asian American registered voters oppose marijuana legalization by a 59% to 32% margin
- Nationally, the findings for Asian Americans are similar





#### Climate Change Policy (California)

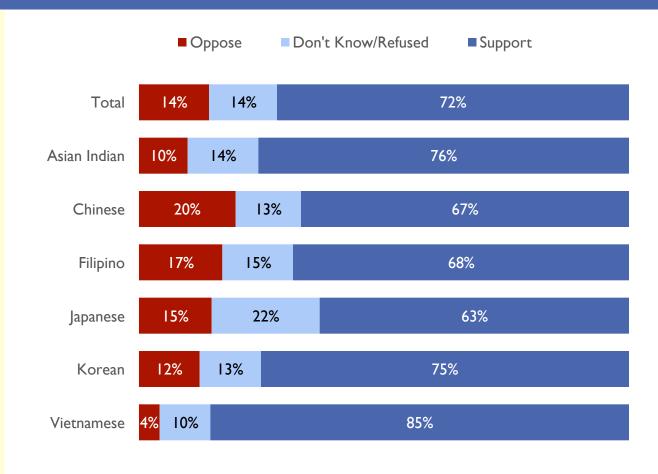
- Question: "Do you support or oppose setting stricter emission limits on power plants in order to address climate change?"
- Asian American registered voters are strongly in favor (75% in support, 13% opposed)
- Support for this environmental policy is in line with other environmental attitudes found in the 2012 NAAS
- Nationally, the findings for Asian Americans are similar





#### Government to ensure equal rights to Blacks (California)

- Question: "Do you support or oppose the government doing more to give blacks equal rights with whites?"
- On this measure of support for racial justice, Asian Americans are strongly in favor (72% in support, 14% opposed)
- Support is strongest among Vietnamese, Indian, and Korean Americans
- Nationally, the findings for Asian Americans are



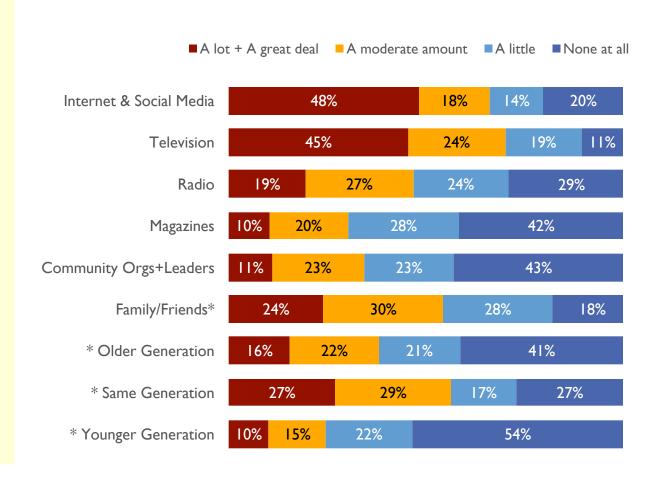


# Sources of Political Information

News Media, Ethnic Media, Social Media

#### Sources of Political Information (California)

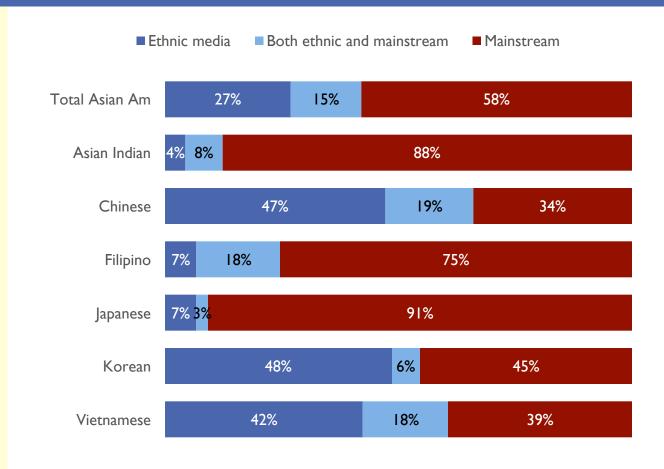
- Question: "Thinking about news, how much attention do you pay to news about politics in the United States from the following sources, a great deal, a lot, a moderate amount, a little, and none at all..."
- Asian American registered voters are most likely to get information from Internet and social media, followed by television, radio, and magazines
- Family and friends are also influential, with Asian Americans paying more attention to peers in the same generation than to those in older or younger generations





#### Primary Political News Source: Ethnic or Mainstream? (California)

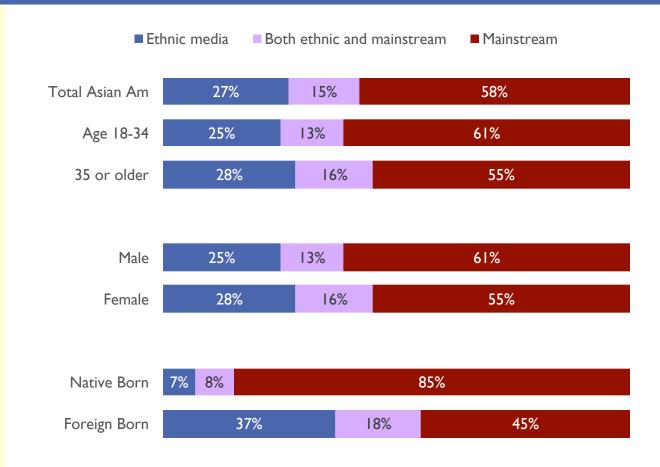
- Question: "For information about politics, would you say you get the most information from [Ethnic] or Asian American TV, radio, and newspapers, or from mainstream American TV, radio, and newspapers?"
- About 42% of Asian American registered voters rely on ethnic media, with I in 4 relying on it exclusively
- Ethnic media use is particularly high among Chinese, Korean, and Vietnamese Americans
- We adapted a question from the American National Election Study that is asked of Latino respondents, with 18% relying on Spanish media and 5% relying on both Spanish and English media





#### Primary News Source, by Age, Gender, and Nativity (California)

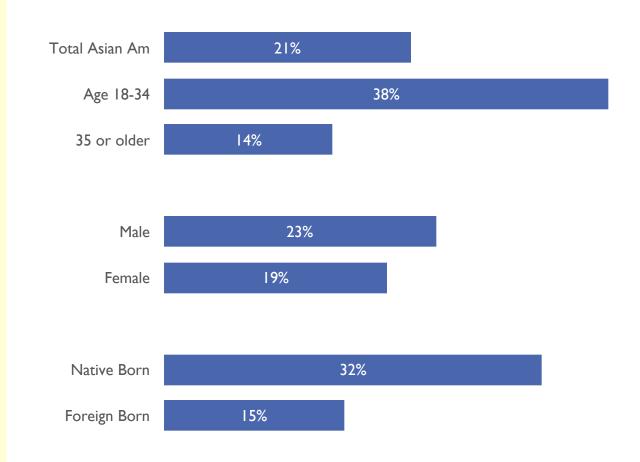
- Question: "For information about politics, would you say you get the most information from [Ethnic] or Asian American TV, radio, and newspapers, or from mainstream American TV, radio, and newspapers?"
- About I in 4 Asian American registered voters relies exclusively on ethnic media
- There are sizable gaps in ethnic media use between the native born and foreign born
- Among Asian American registered voters in California, women are slightly more reliant on ethnic media than men





#### Social Media Engagement in Politics, by Age, Gender, and Nativity (California)

- Question: "In the last 12 months, have you... Posted or commented about politics on social media, like Facebook, Twitter, WeChat or KakaoTalk?"
- We find that social media engagement varies significantly by age and nativity, with millennials and native-born Asian Americans most likely to be politically involved in this medium
- Nationally, the findings for Asian Americans are higher for millennials and nativeborn than what we find in California

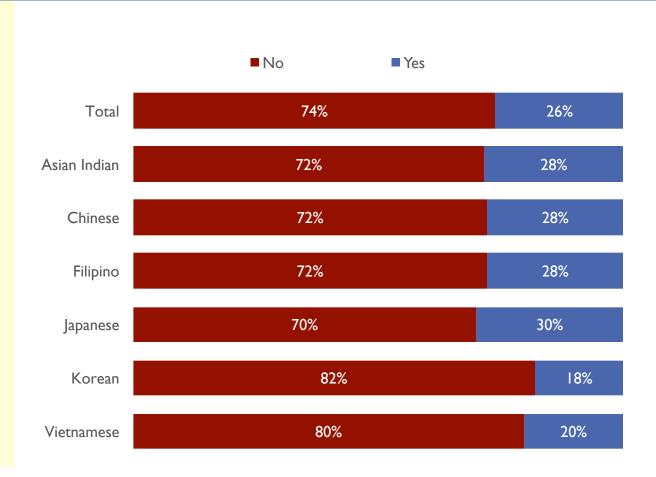




# Need for Mobilization and Voter Education

#### Contacted by a Party or Campaign (California)

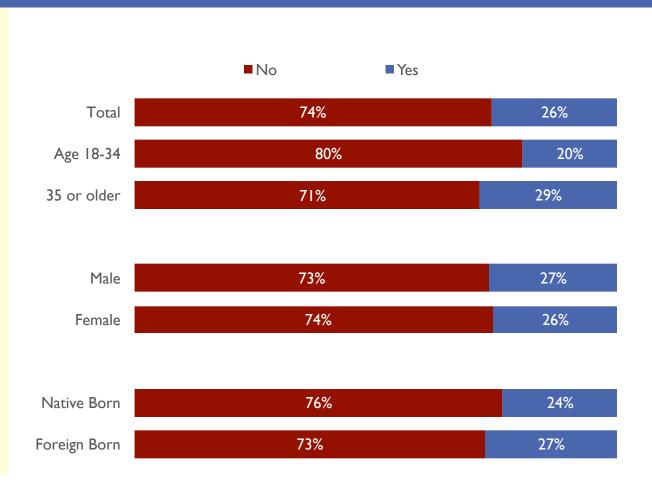
- Question: "As you know, the political parties try to talk to as many people as they can to get them to vote for their candidate. Did anyone from one of the political parties call you up or come around and talk to you about the campaign this year?"
- Only 26% of Asian American registered voters report being contacted by parties, a figure lower than the national average for Asian Americans (30%)
- In the 2012 American
   National Election Study,
   43% of whites, 40% of
   blacks, and 33% of Latinos
   reported contact by
   political parties





#### Contacted by a Party or Candidate, by Age, Gender, and Nativity (California)

- Question: "As you know, the political parties try to talk to as many people as they can to get them to vote for their candidate.
   Did anyone from one of the political parties call you up or come around and talk to you about the campaign this year?"
- Only 26% of Asian
   American registered voters report being contacted by parties, a figure lower than the national average for Asian Americans (30%)
- Lack of contact is an especially big problem for millennial Asian Americans in California





### Thank you!

More at <a href="http://naasurvey.com/">http://naasurvey.com/</a>

This study was made possible by the generous support of the James Irvine Foundation. We alone are responsible for any errors contained herein.