

# The AAPI Electorate in 2016:

## A Deeper Look at Native Hawaiians and Pacific Islanders (NHPIs)

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# Key Facts About Native Hawaiians and Pacific Islanders

- Native Hawaiian and Pacific Islanders (NHPIs) are one of the fastest growing groups in the U.S., increasing 40% between 2000 and 2010
- NHPIs are diverse, with Native Hawaiians making-up 43% of the population and more than 20 other groups included under the NHPI umbrella
- NHPIs are concentrated in Hawaii, California, Washington, Texas, and Florida
- The fastest growing NHPI populations are in Arkansas, Nevada, and Alaska
- NHPIs are disproportionately young
- 29% of NHPI speak a language other than English at home – top languages are Samoan, Tongan, and Hawaiian

*Source: Empowering Pacific Islander Communities and Asian Americans Advancing Justice 2014*

# Methodology for NHPI population

- 356 telephone interviews of NHPI adults (172 Native Hawaiian, 184 Other Pacific Islanders) conducted between August 10 and October 12, 2016; part of larger Asian American and Pacific Islander survey
- Listed samples available from TargetSmart 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 302 NHPI registered voters
  - Overall margin of error (includes design effect): 7.5%
  - Landline (65%) and cell phones (35%)
  - Data weighted by ethnicity and gender, age, education, and state of residence(raking method)

# Key Findings

## Party identification

- NHPIs are more than twice as likely to identify as Democrats than Republicans; at the same time, about 40% identify as non-partisan
- Younger NHPIs and female NHPIs are less likely to identify as Republican

## Candidate favorability

- Only 10% of NHPIs feel “very favorably” toward Donald Trump; while 30% feel “very favorably” toward Hillary Clinton
- There are significant gender gaps in favorability towards Trump and Clinton among NHPIs, something we do not find with Asian Americans

## Candidate choice

- During the primaries, about 50% of all NHPIs supported Clinton while about 25% Native Hawaiians and 20% of Other Pacific Islanders supported Sanders
- For the November election, NHPI voters are supporting Clinton (45%) over Trump (19%), and a large proportion (36%) say they plan to vote for “Some Other Candidate”
- Much of the interest in third-party candidates is being driven by NHPI youth
- Only about 30% of NHPIs have been contacted by the parties about a campaign, a figure that is lower than contact rates for whites and African Americans

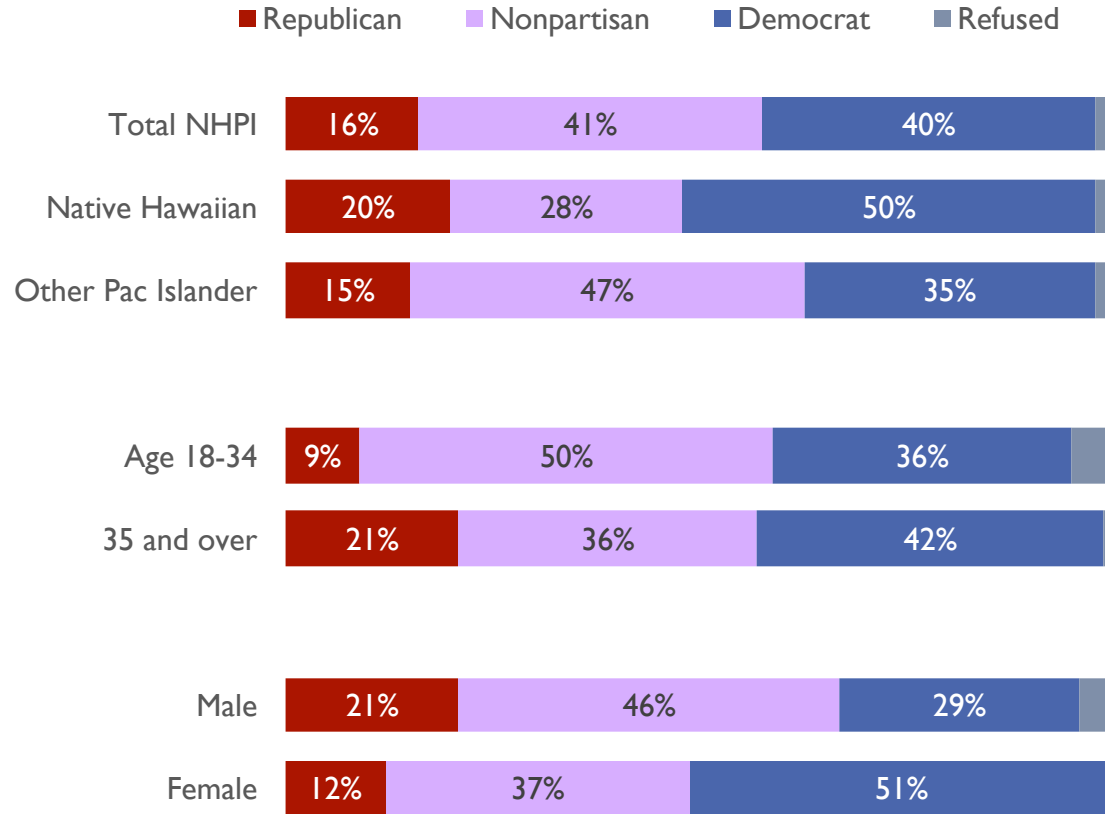
## Issues

- Health is an important policy priority for Native Hawaiians and Pacific Islanders
- NHPIs are progressive on many issues, but split on Syrian refugees and marijuana legalization

# Party Identification

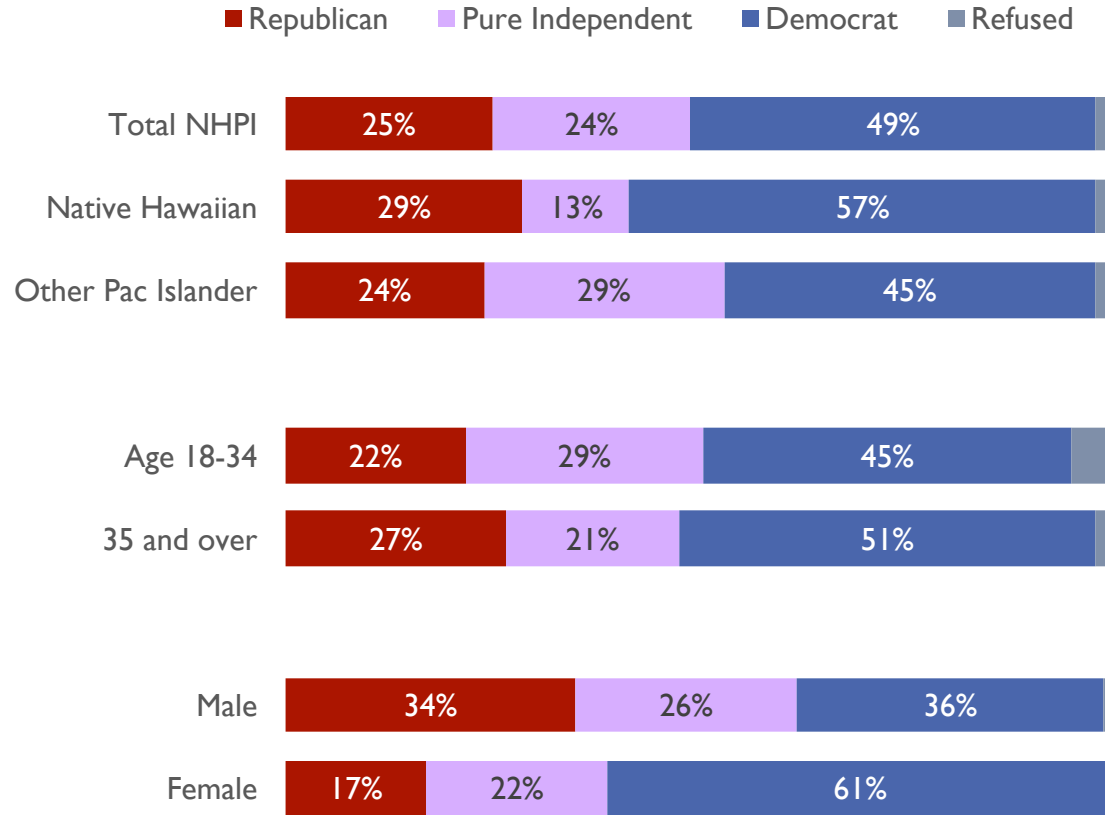
# Party identification, without leaners (NHPI)

- 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 self-identify as Democrat as Republican



# Party identification, with leaners (NHPI)

- This table combines those who identify with the Republican or Democratic Party, along with those non-identifiers who feel closer to either party
- Democrats hold about a 2-to-1 average overall among Native Hawaiians and Pacific Islanders, a ratio that is similar to what is found among Asian Americans



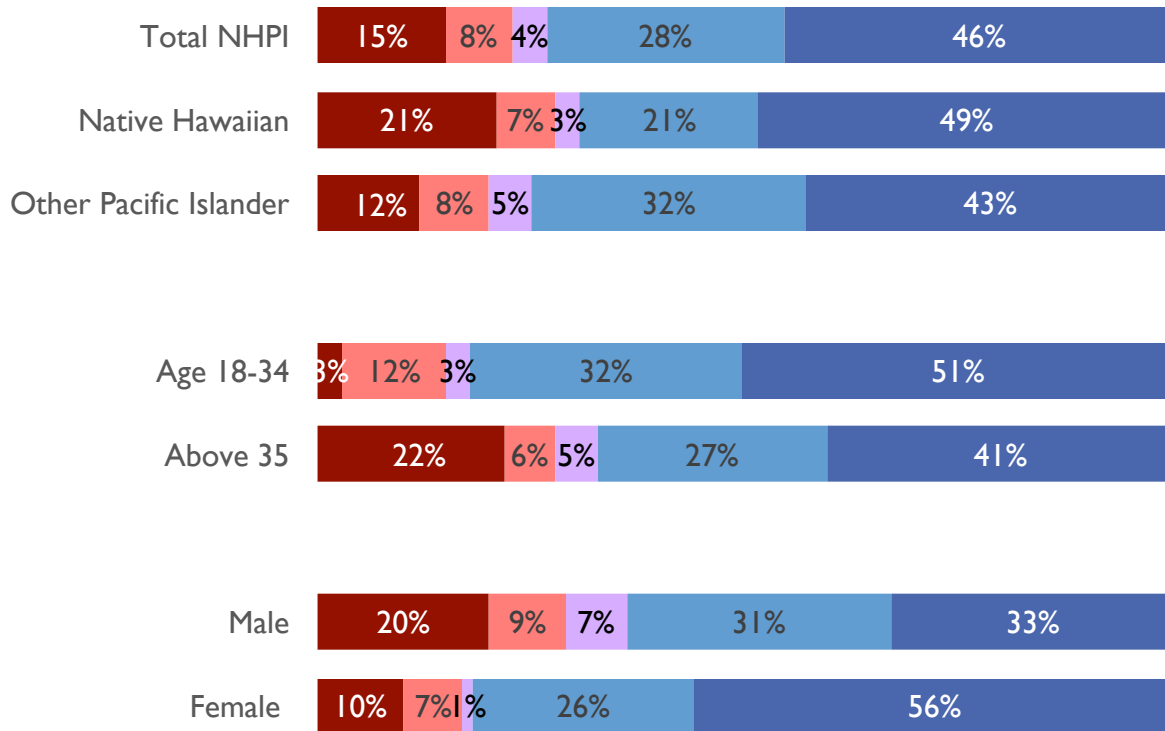
# Favorability Ratings



# Favorability Rating: Barack Obama (NHPI)

- Barack Obama is viewed very favorably by NHPIs, slightly higher than his favorability ratings among Asian Americans
- Obama's favorability is particularly high among women and younger registered voters
- Unfavorability ratings are higher among Native Hawaiians, males, and those age 35 and above

■ Very unfavorable ■ Somewhat unfavorable ■ No opinion ■ Somewhat favorable ■ Very favorable



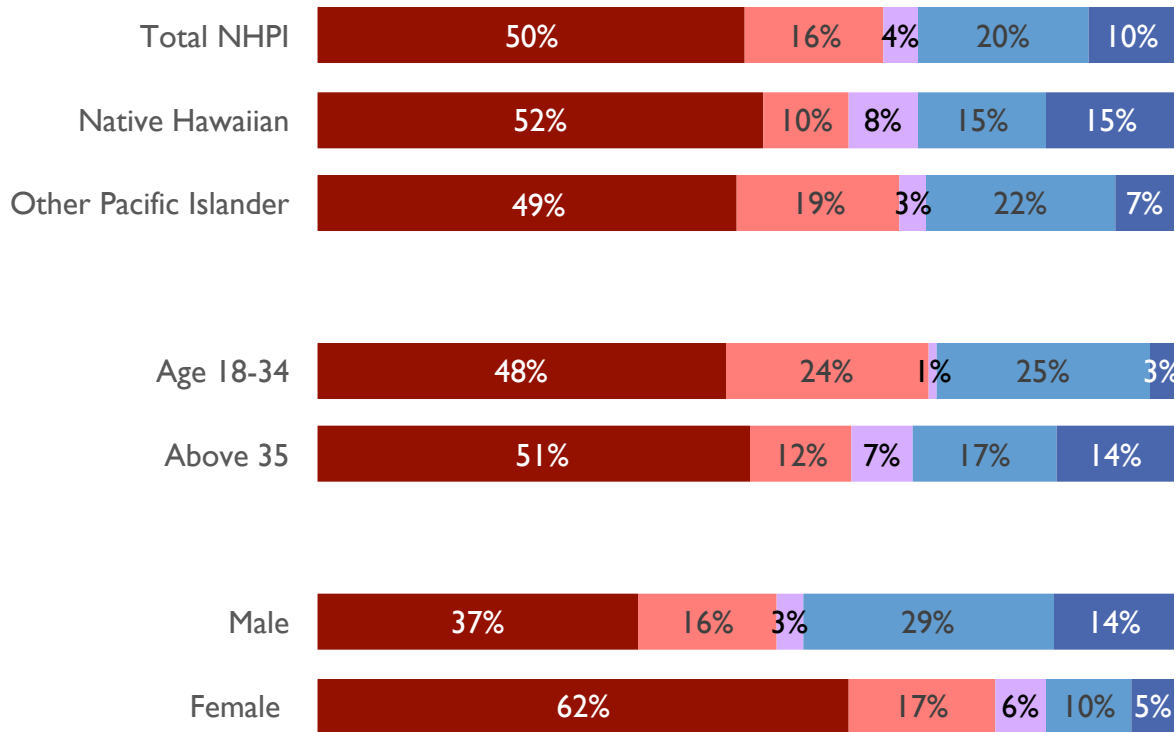
# Favorability Rating: Donald Trump (NHPI)

NHPIs are much more unfavorable than favorable toward Donald Trump.

Trump's unfavorability is higher among NHPI millennials and much higher among women

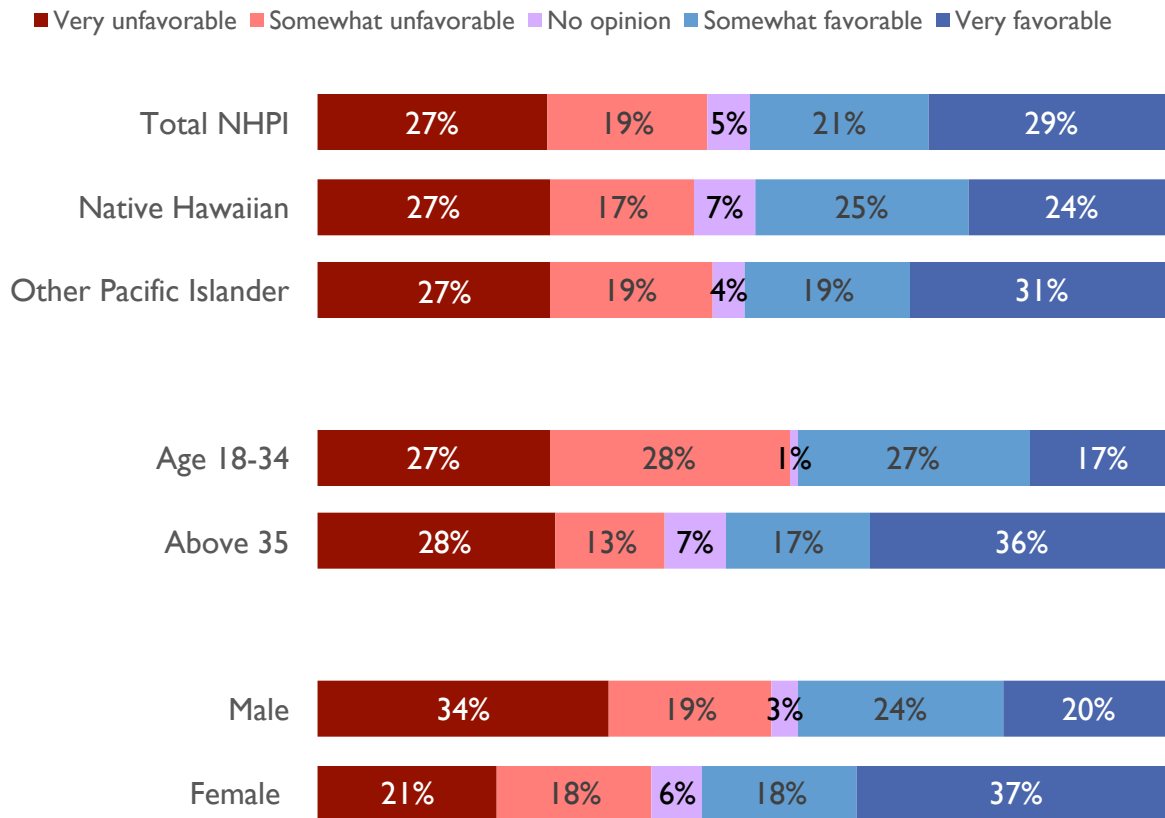
By contrast to NHPIs, the gender gap in Trump favorability among Asian Americans is not significant

■ Very unfavorable ■ Somewhat unfavorable ■ No opinion ■ Somewhat favorable ■ Very favorable



# Favorability Rating: Hillary Clinton (NHPI)

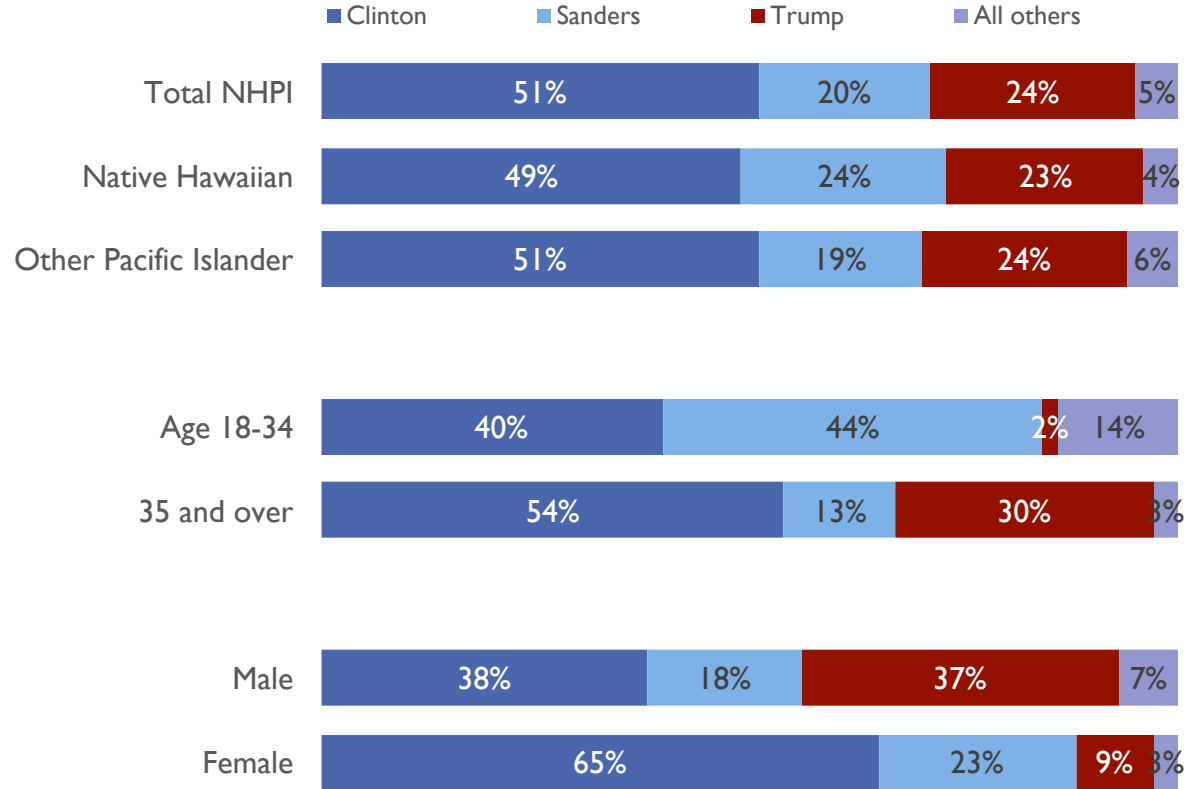
- NHPIs have a net favorable impression of Hillary Clinton, in contrast to their opinions about Donald Trump.
- Clinton's favorability is higher among women than men, and among older adults than among millennial NHPIs
- The gender gap among NHPIs (55% among women vs. 44% for men) is much wider than the gap found among Asian Americans (61% vs. 55%, respectively)



# Presidential Vote Choice

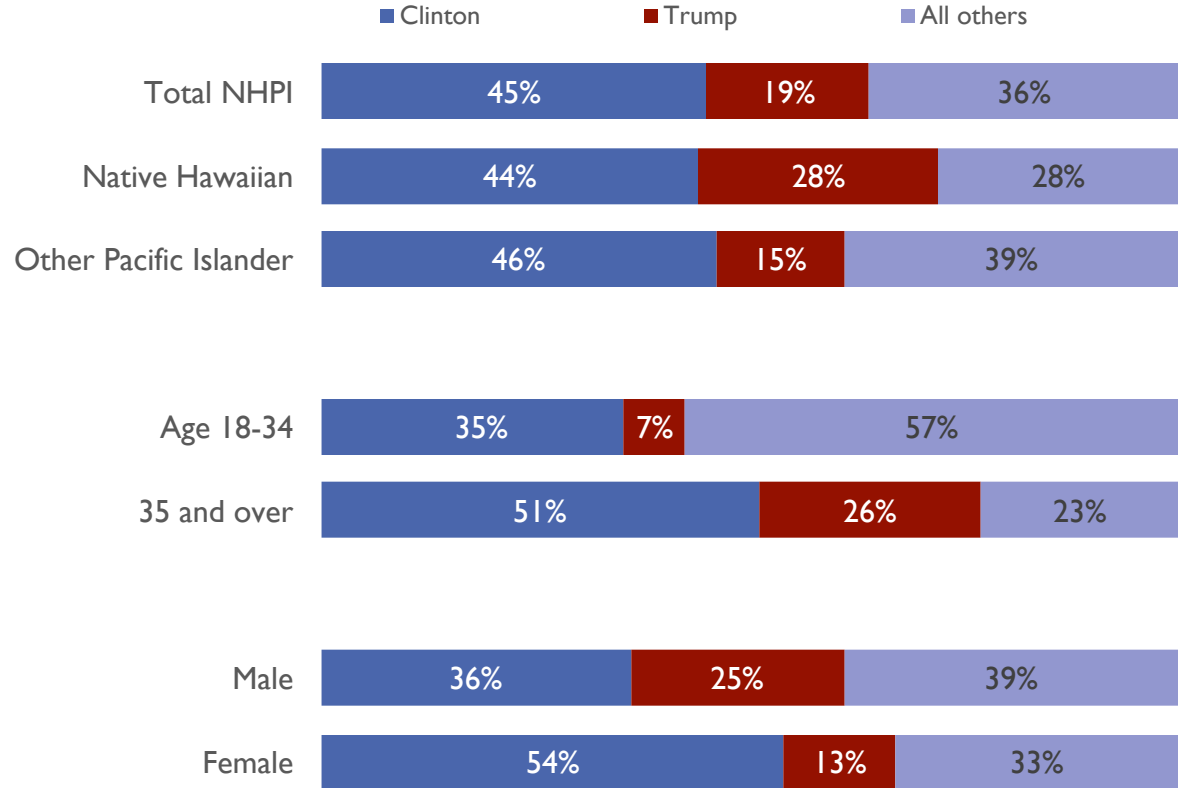
# Primary Vote by Age, Gender, Nativity (NHPI)

- 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?”
- Hillary Clinton won the votes of about half of all NHPIs
- Trump and Sanders did about equally well among NHPIs
- Sanders did best among millennial NHPIs who voted in the primaries and caucuses
- Trump did much better among NHPI men than women during the primaries



# Presidential Vote (NHPI)

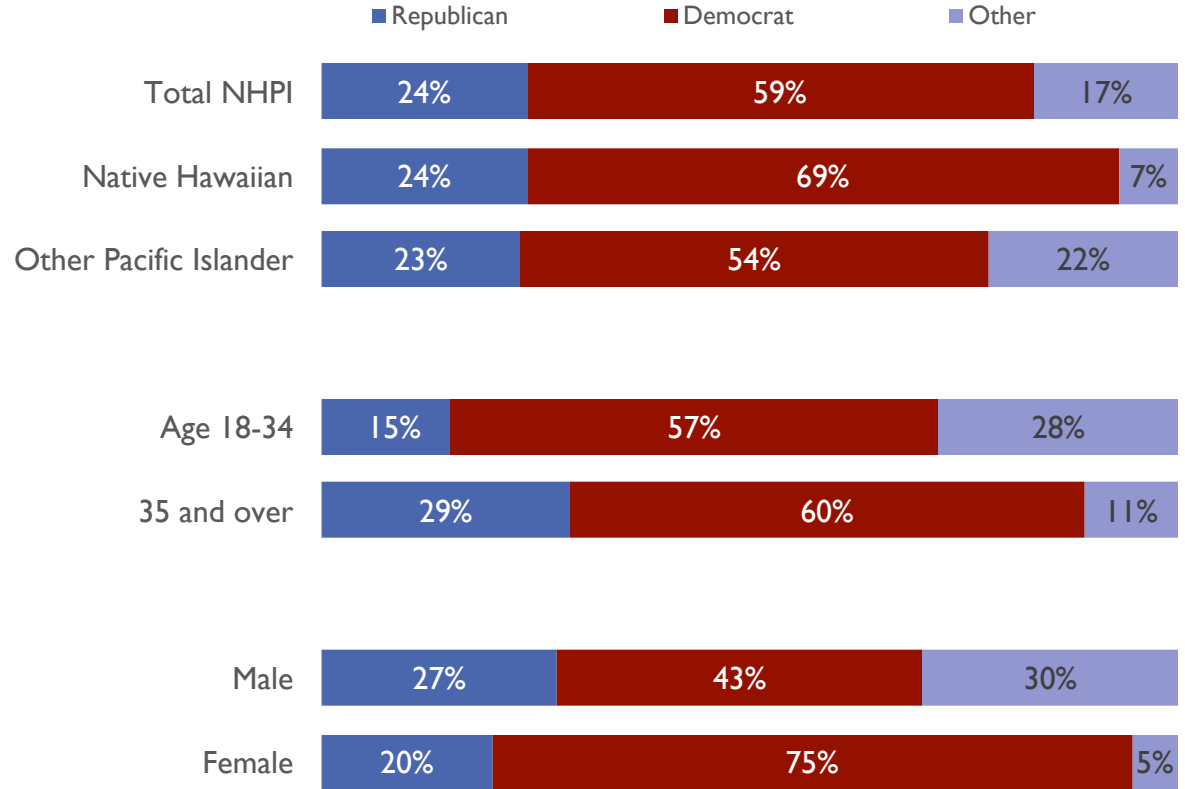
- Question: “Thinking about the upcoming November election for President... If the election were being held today would you be inclined to vote for Hillary Clinton, Donald Trump, or some other candidate?”
- Clinton leads over Trump among NHPIs
- A surprising proportion (36%) of NHPIs support a candidate other than Clinton or Trump and this is especially true among NHPI millennials (57%)



# Congressional Vote Choice

# Congressional Vote Choice

- 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, about twice as many NHPIs say they are voting Democrat vs. Republican
- Third party candidates do much better among NHPI men and millennials

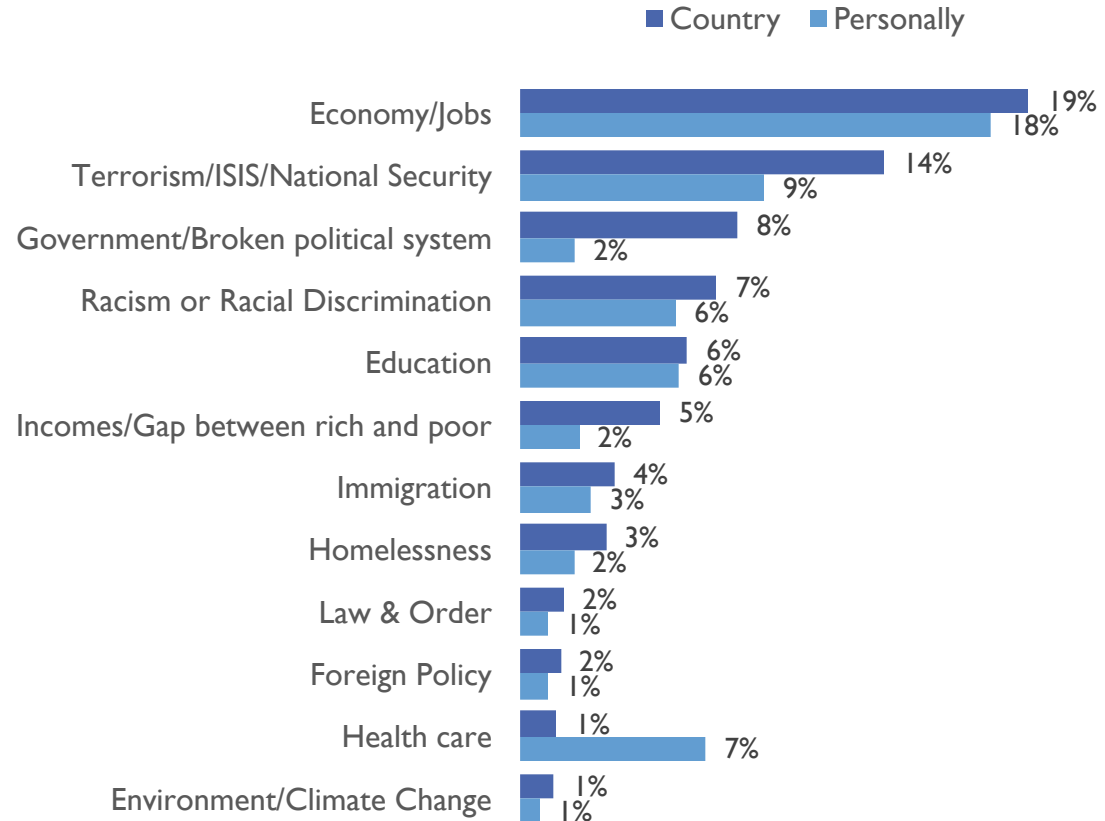




# Issue Priorities and Policy Preferences

# 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*?”
- NHPI registered voters rank the economy, national security, government, racism, and education as the most important problem facing the country
- Unlike in the case of Asian Americans, there is no difference in the importance accorded to racism between millennials and those age 35 and older
- Health care is a very important personal concern for Native Hawaiian and Pacific Islanders



- Opinion on these issues are similar to those found among Asian American registered voters, with the exception of admitting Syrian refugees, where Asian Americans were split but with net support for accepting Syrian refugees
- On all of these issues, NHPI millennials are more progressive than their older counterparts

- A majority (61%) of NHPIs support the Affordable Care Act
- A majority (65%) support increased federal spending to help students at public colleges pay tuition
- NHPIs are split in terms of their views toward admitting Syrian refugees to the U.S. (42% support, 49% oppose)
- NHPIs are also divided on whether to legalize marijuana, with 46% supporting, 48% opposing, and 6% unsure
- 65% of NHPIs oppose a ban on Muslim immigration to the U.S.
- 65% of NHPIs support stricter limits on emissions from power plants
- 67% of NHPIs support the government doing more to give Blacks equal rights with Whites

Thank You!

Questions?

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