

Asian American Voices in the 2016 Election

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Key Facts About the AAPI Electorate

- Since 2000, the number of Asian American voters grew by 620,000 in each presidential cycle
- Since 2000, the number of Asian American and Pacific Islander (AAPI) eligible voters has grown by more than 1.2 million in each presidential cycle
- AAPIs are the fastest-growing population in the country—growing 46% and 40% between 2000 and 2010, respectively
- The rapid growth of AAPIs continues today; between 2010 and 2015, the growth rates were 18% and 12%, respectively
- AAPIs are growing even faster in states such as Nevada, Arizona, North Carolina, Georgia, and Virginia
- AAPIs are 5% or more of the eligible voter population in 9 states
 - Hawaii, California, Nevada, Washington, New Jersey, New York, Alaska, Maryland, and Virginia

Source: AAPIData.com

Key Findings from the Fall 2016 Survey (1 of 2)

- The Democratic Party advantage among Asian Americans has grown since 2012
- Compared to the national average, Asian American registered voters hold more *favorable* views of Obama and Clinton, and much more *unfavorable* views of Trump
- 55% of Asian American registered voters intend to vote for Clinton, 14% for Trump, 8% for some other candidate, and the remaining undecided
- After taking into account undecideds who lean towards each candidate, we project an Election Day Clinton advantage over Trump of 70% to 20%, with 10% for other candidates
- Clinton is on track to match or beat Obama's performance in 2012, when he won a record share of the Asian American electorate

Key Findings from the Fall 2016 Survey (2 of 2)

- Asian American registered voters rank the economy, national security, racism, government, and immigration as the most important problem 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

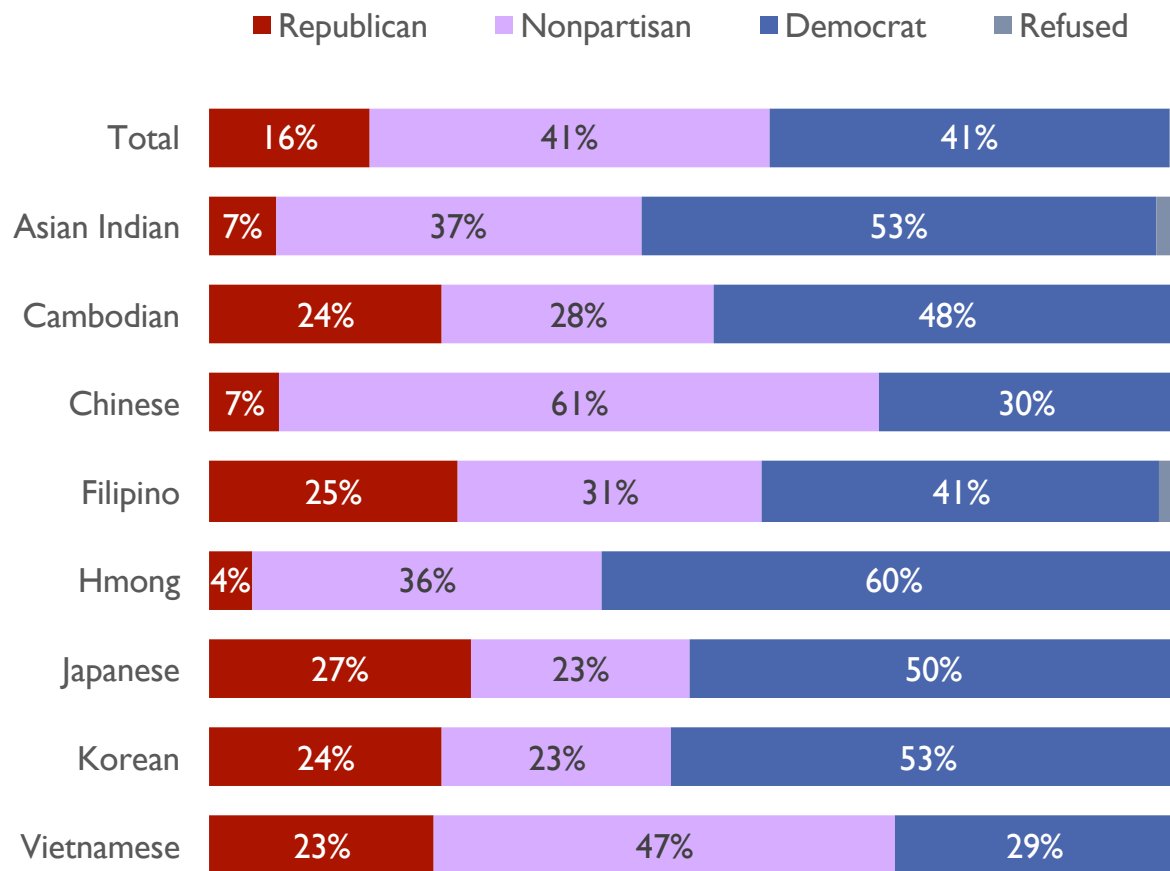
Methodology

- 2,238 telephone interviews of Asian American adults conducted between August 10 and September 29, 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 1,694 Asian American registered voters
 - Overall margin of error (includes design effect): 3.5%
 - Landline (72%) and cell phones (28%)
- Six largest national origins, plus Southeast Asian groups
 - Chinese (281), Asian Indian (274), Filipino (201), Korean (286), Vietnamese (295), Japanese (147), Hmong (151), Cambodian (59)
- Data weighted by ethnicity and gender, age, state of residence, education, and nativity (raking method)

Party Identification

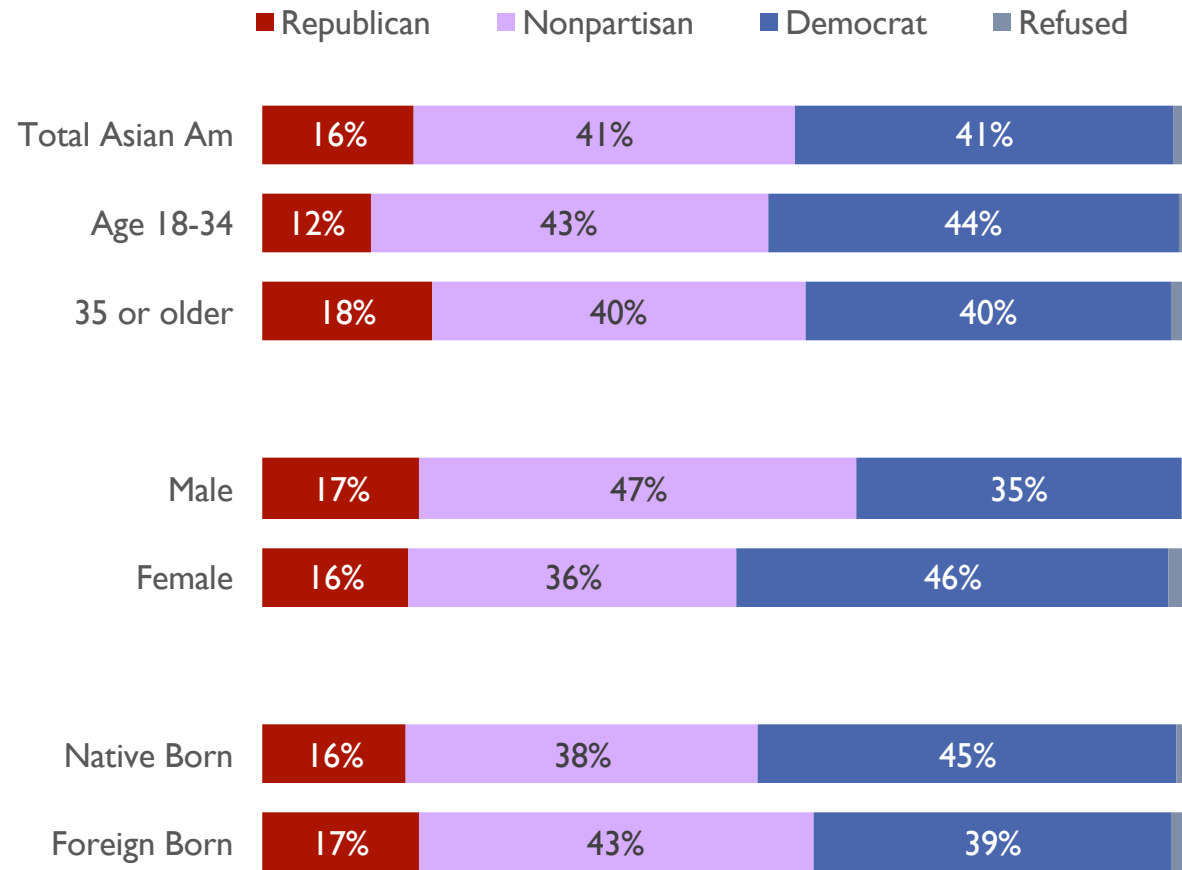
Party identification, without leaners

- 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
- In 2008, 36% of Asian American registered voters identified as Democrat, 19% as Republican, and 45% did not identify with either party



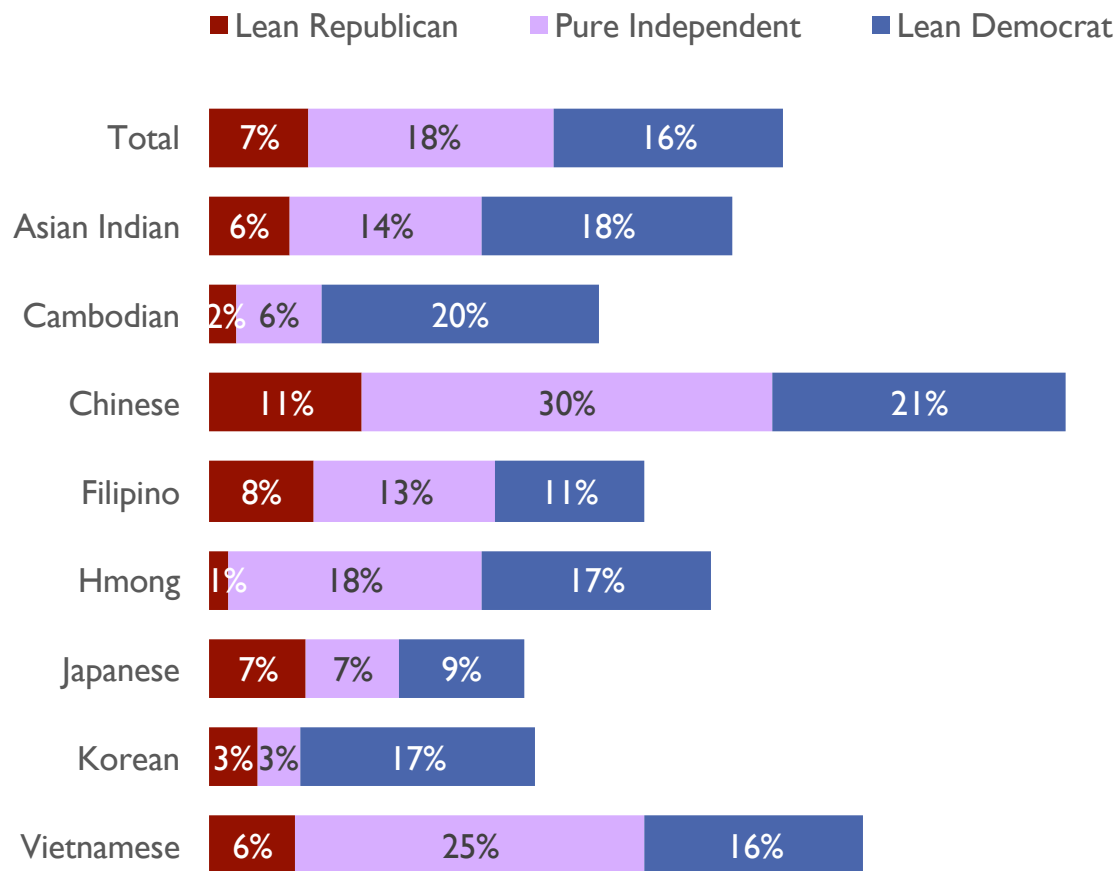
Party identification, by Age, Gender, and Nativity

- Women and the native born are more likely to identify as Democrats
- Men and foreign born are more likely to not identify with either party
- Millennial Asian Americans are less likely to identify as Republican



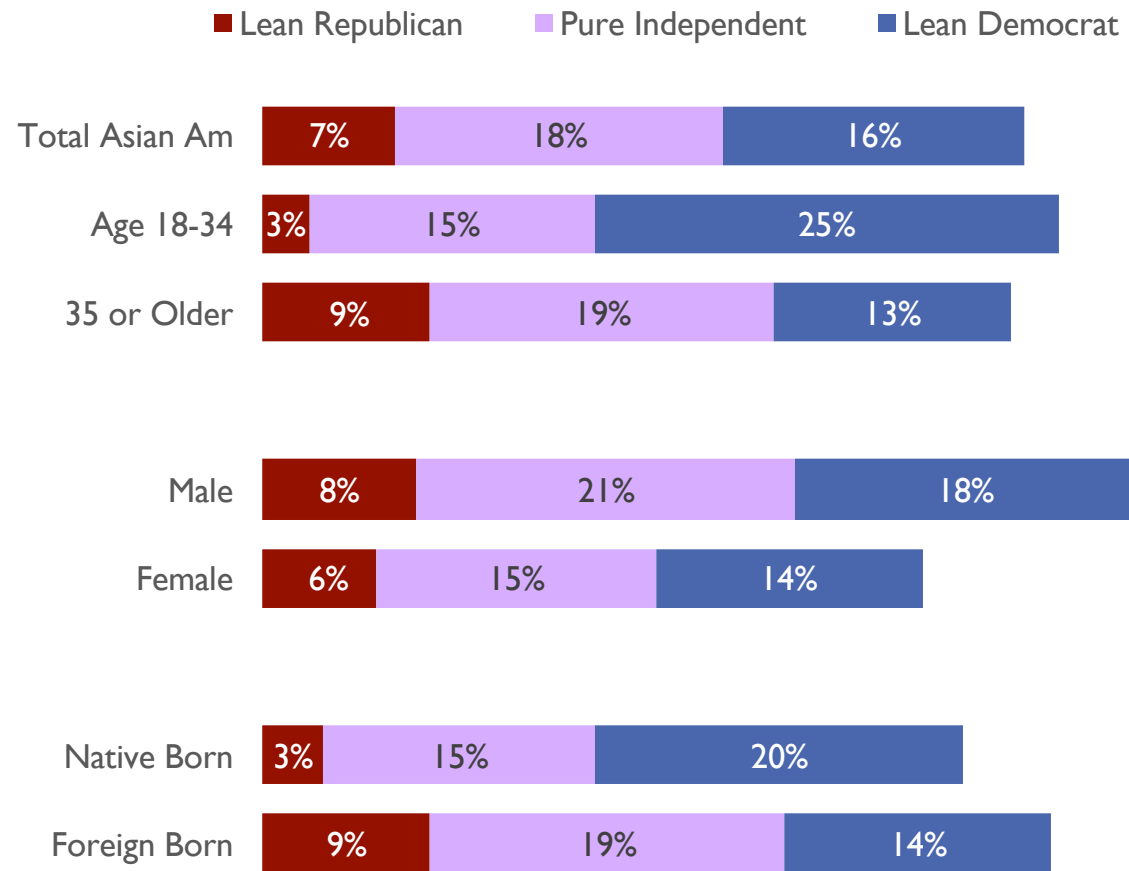
Party Leaners and Pure Independents among registered voters

- Question asked of those who do not identify as R or D: “Do you think of yourself as closer to the Republican Party or to the Democratic Party?”
- In this group, about twice as many lean towards Democrats vs. Republicans
- A relatively high proportion of Chinese Americans and Vietnamese Americans remain “pure independents”
- This indicates long-term shift in Vietnamese American politics, and suggests a more recent shift in Chinese American party orientation



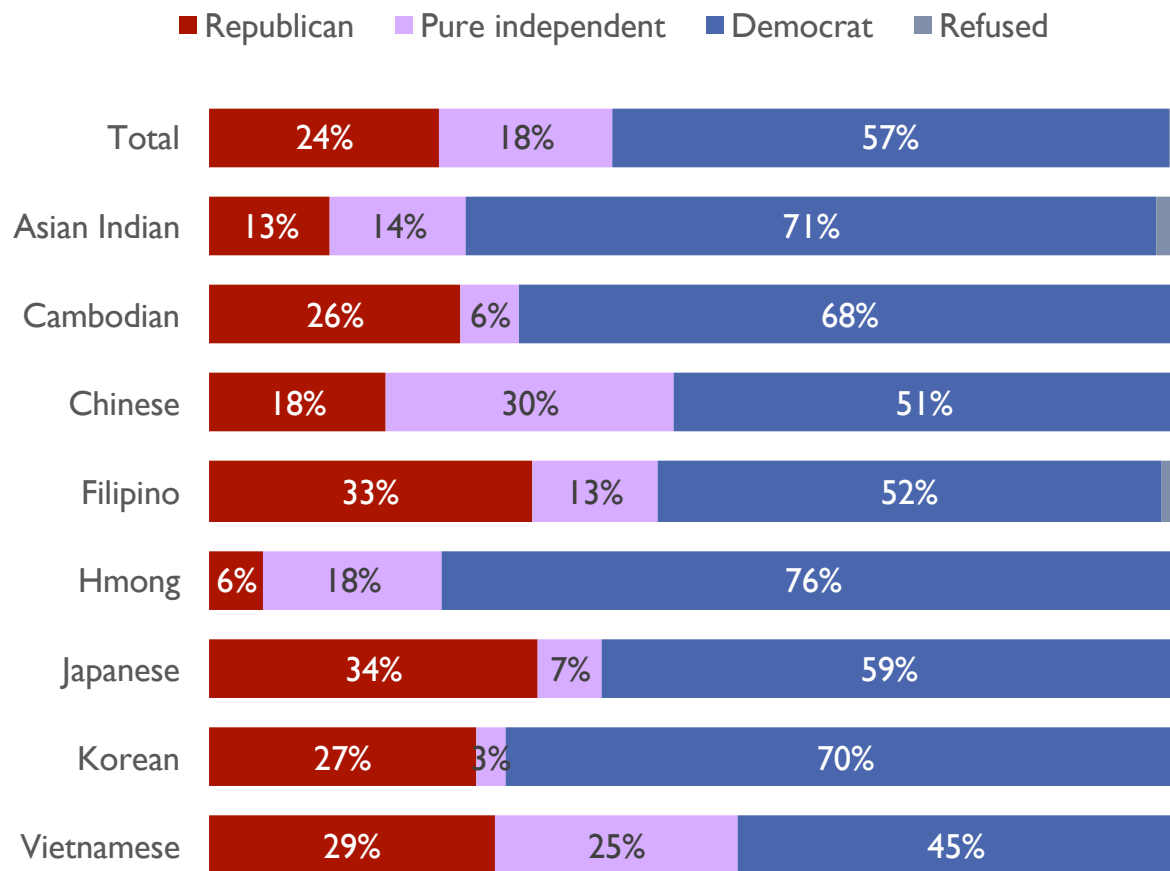
Identification among Nonpartisans/Independents

- Question asked of those who do not identify as R or D: “Do you think of yourself as closer to the Republican Party or to the Democratic Party?”
- Millennial Asian Americans who are non-partisan lean much more towards Democrats than Republicans
- In a similar vein, leanings towards the Democratic Party are much stronger for the native born than the foreign born



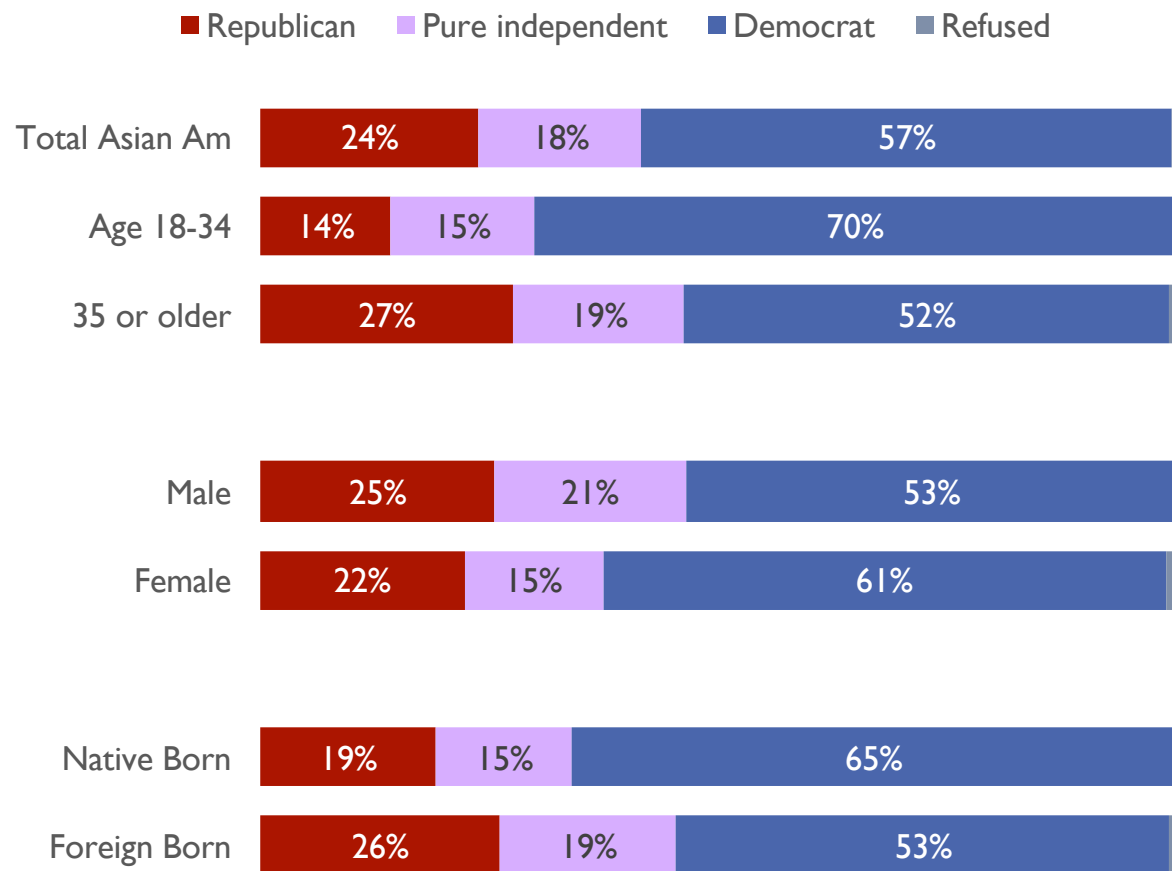
Party identification, with leaners

- 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-1 average overall among Asian Americans
- The Democratic Party advantage holds across all ethnic groups, including Vietnamese Americans



Party identification, with leaners

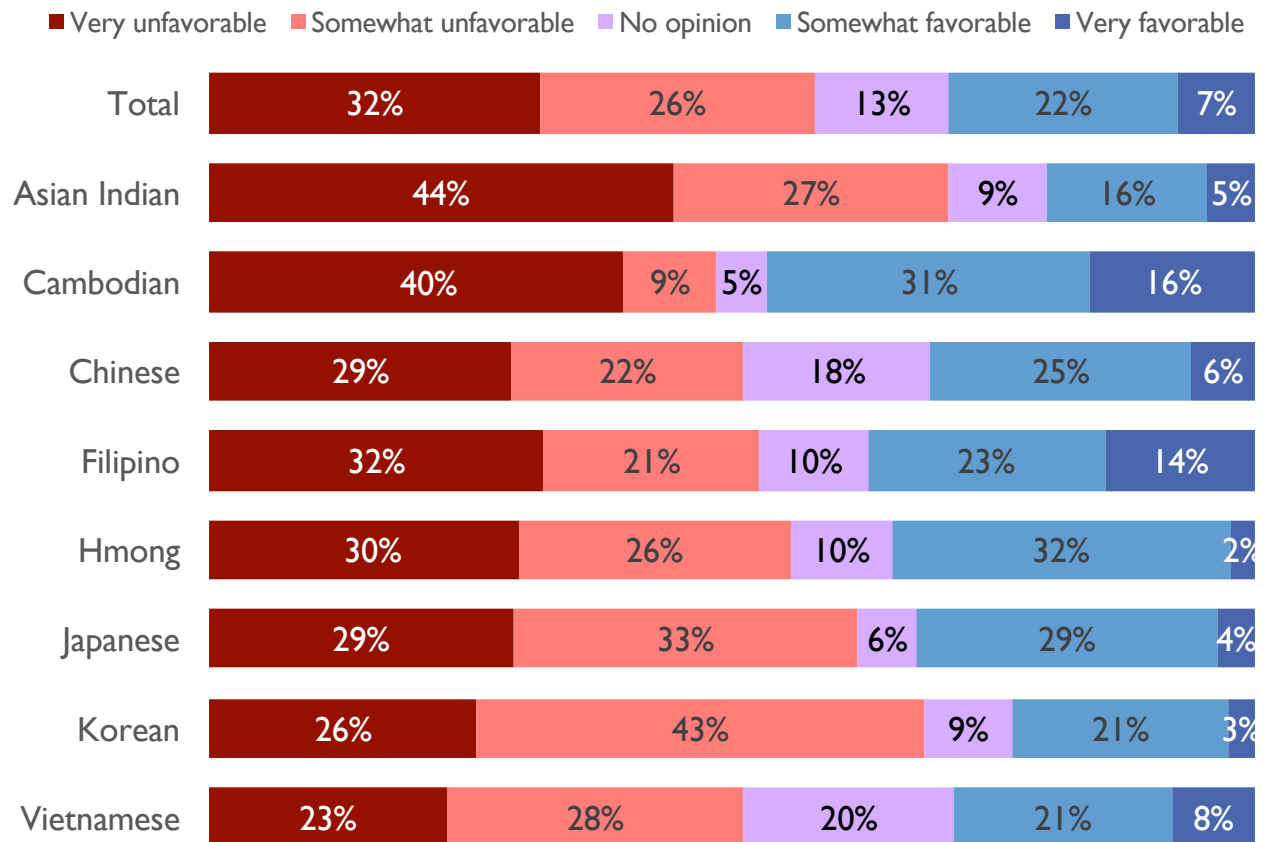
- This figure combines those who identify with the Republican or Democratic Party, along with those non-identifiers who feel closer to either party
- Democrats hold more than a 2-to-1 average overall among Asian Americans
- This advantage is stronger among millennials, women, and native born Asian Americans



Favorability Ratings

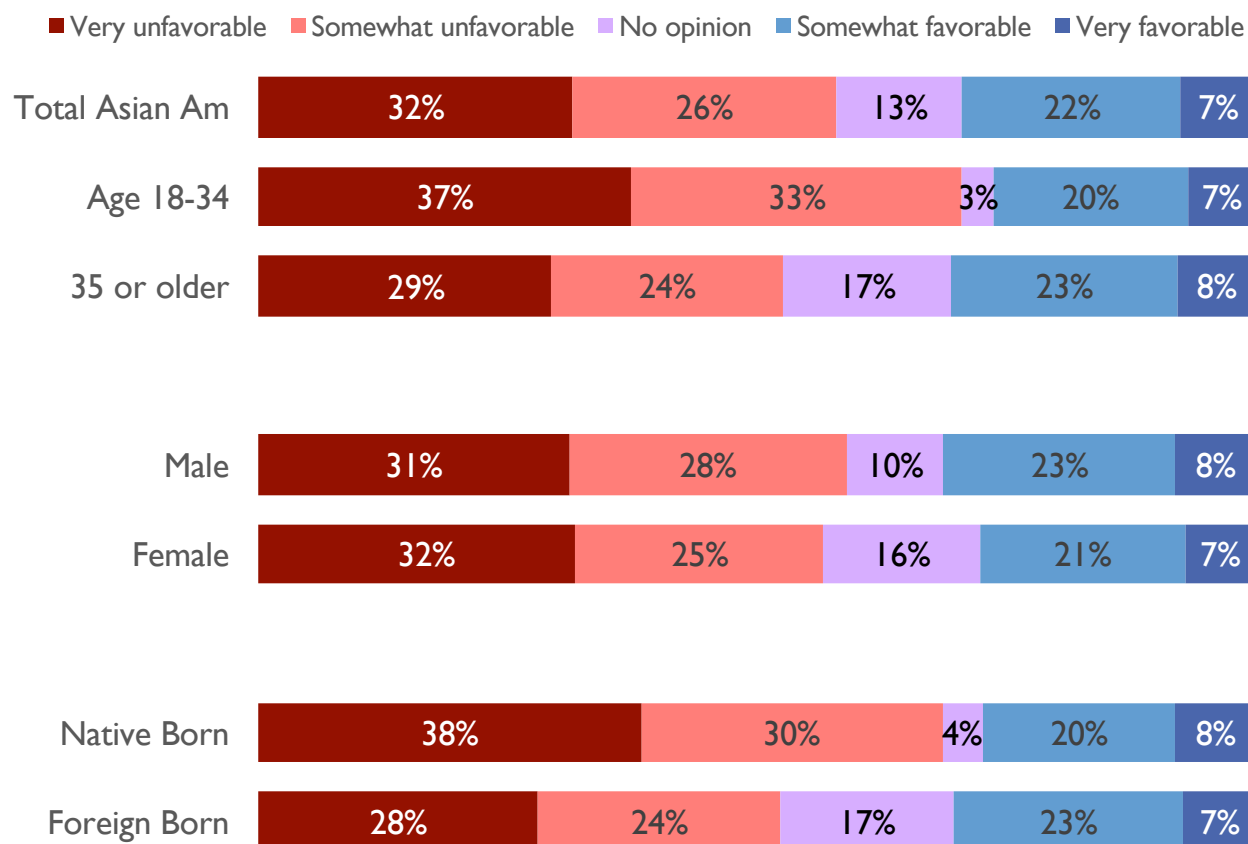
Favorability Rating: Republican Party

- The Republican Party is viewed favorably by only 29% of Asian American registered voters, and unfavorably by 58%
- The party has the strongest unfavorability rating among Asian Indians and Korean Americans
- Even among Vietnamese Americans, who have traditionally voted Republican, the Republican Party has a net unfavorable rating (51% unfavorable vs. 29% favorable)



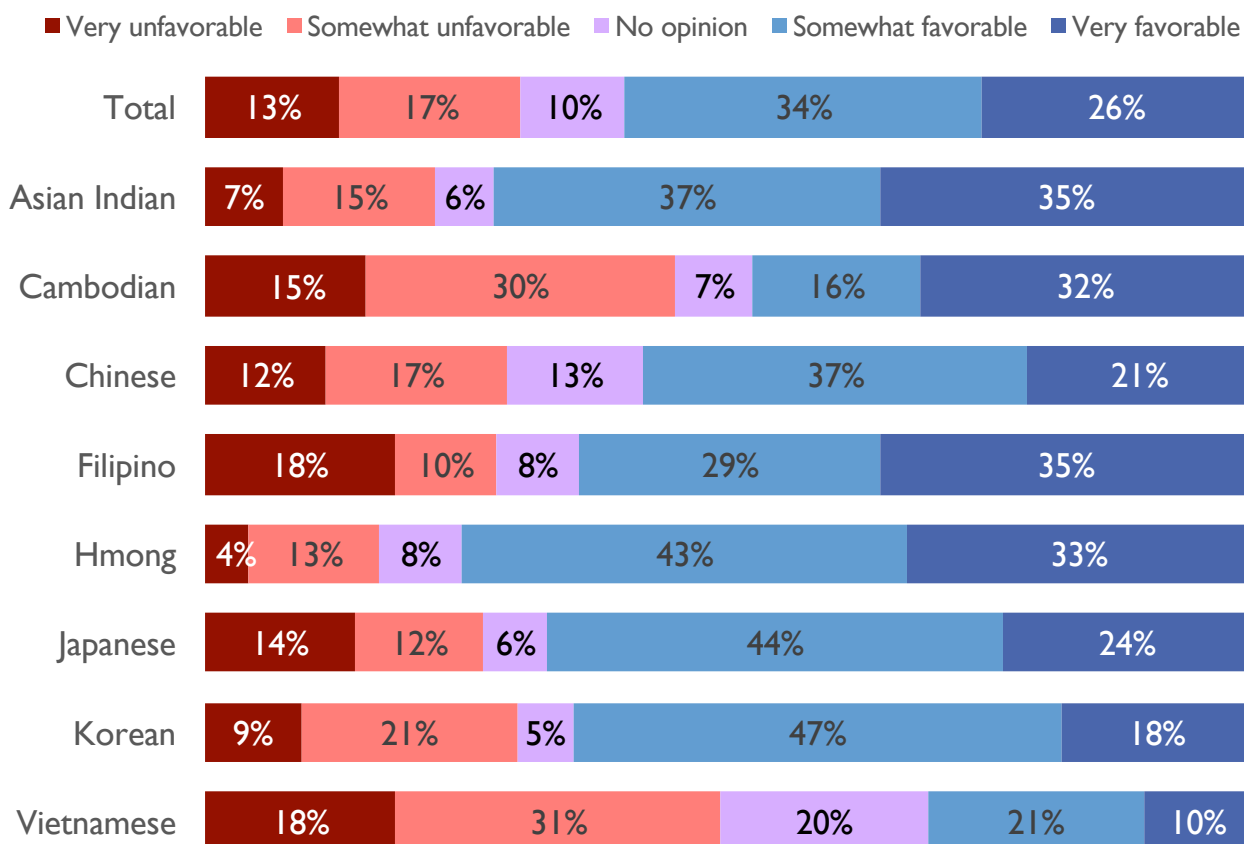
Favorability Rating: Republican Party

- About 29% of Asian American registered voters view the Republican Party favorably, and this finding is similar across age, gender, and nativity
- At the same time, the Republican Party is viewed much more unfavorably among millennial Asian Americans than among those in older age groups
- In a similar vein, unfavorable views towards the Republican Party are stronger among the native born than the foreign born



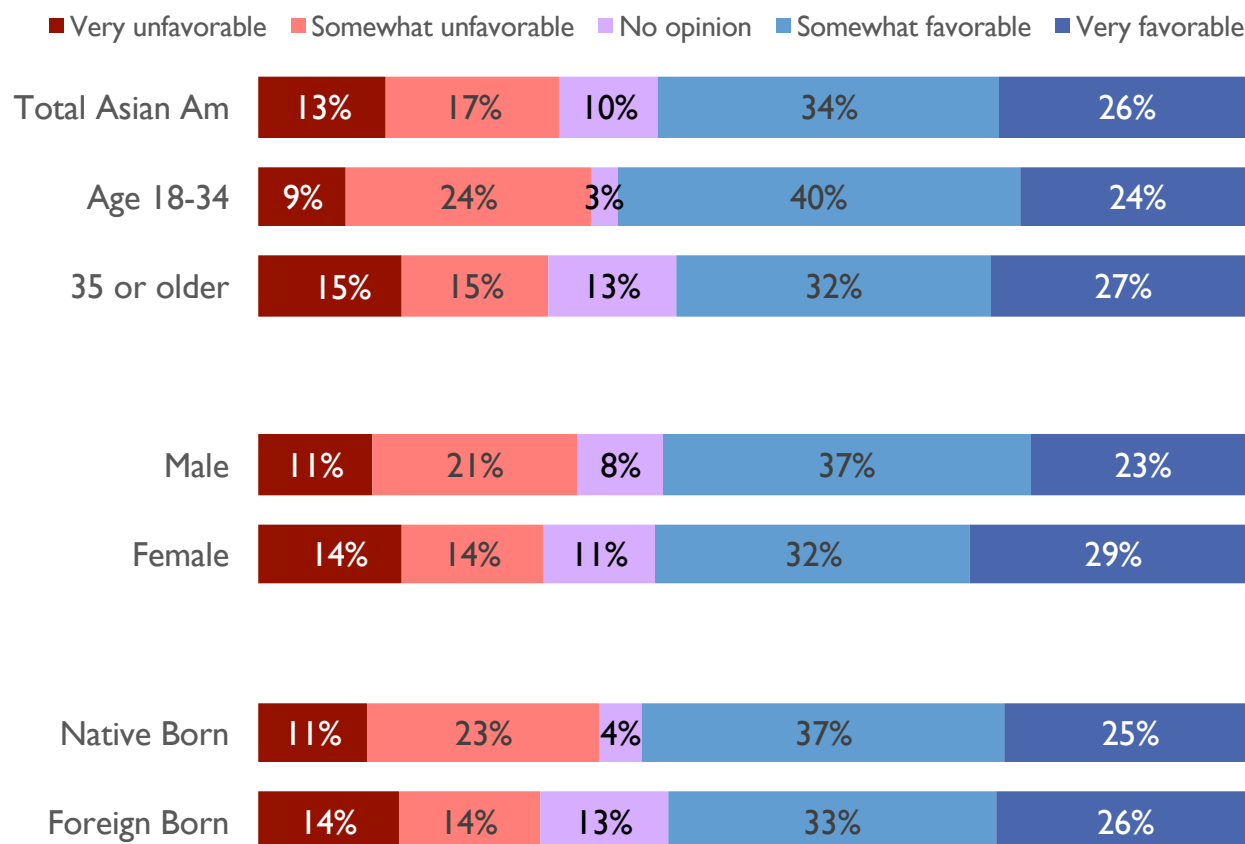
Favorability Rating: Democratic Party

- While only 29% of Asian American registered voters have a favorable view of the Republican Party, 60% have a favorable view of the Democratic Party
- Democratic Party favorability is highest among Hmong and Asian Indians, and lowest among Cambodian and Vietnamese Americans



Favorability Rating: Democratic Party

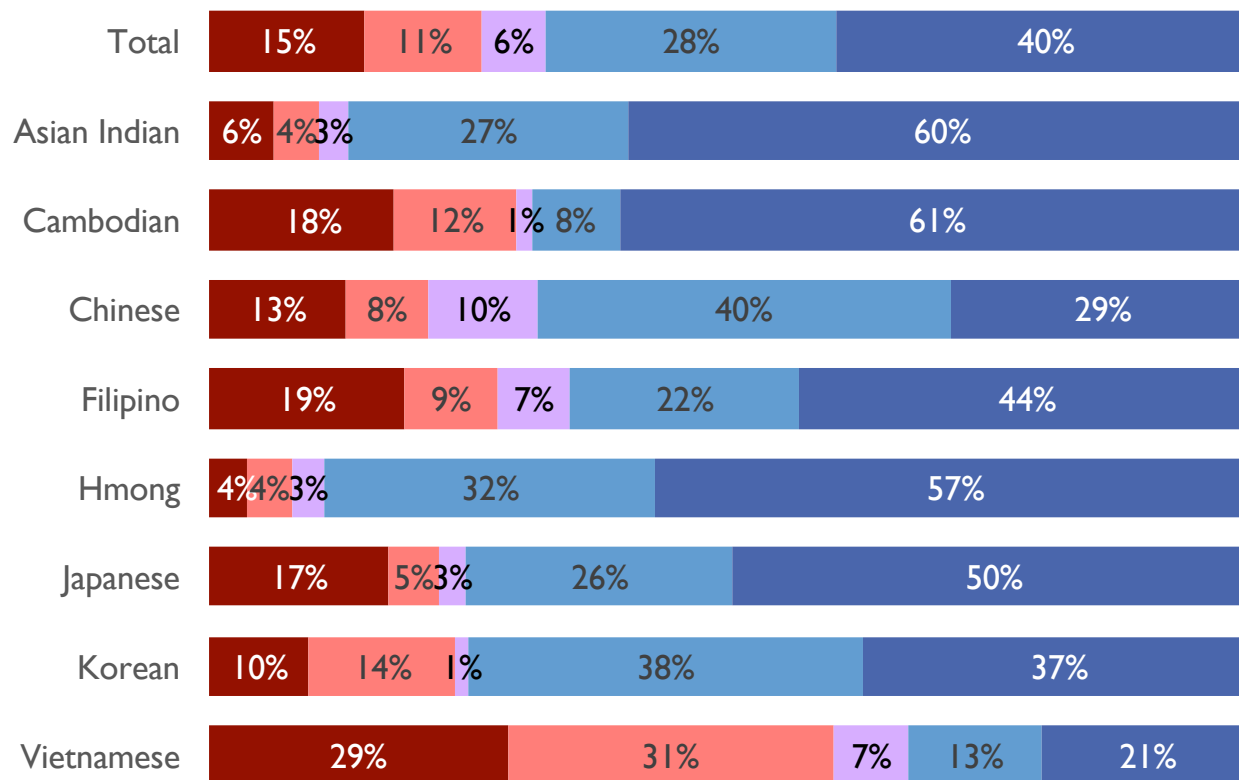
- About 60% of Asian American registered voters view the Democratic Party favorably, and this finding is similar across age, gender, and nativity
- Fewer Asian American registered voters hold very unfavorable views of the Democratic Party (13%) than the Republican Party (32%)
- Millennial Asian Americans are less likely to hold very unfavorable views of the Democratic Party than those ages 35 or older



Favorability Rating: Barack Obama

- About two thirds of Asian American registered voters (68%) hold a very favorable view of Barack Obama, significantly higher than the U.S. average (53%)
- Favorability for Obama is highest among Hmong and Asian Indians
- Favorability for Obama is lowest among Vietnamese Americans

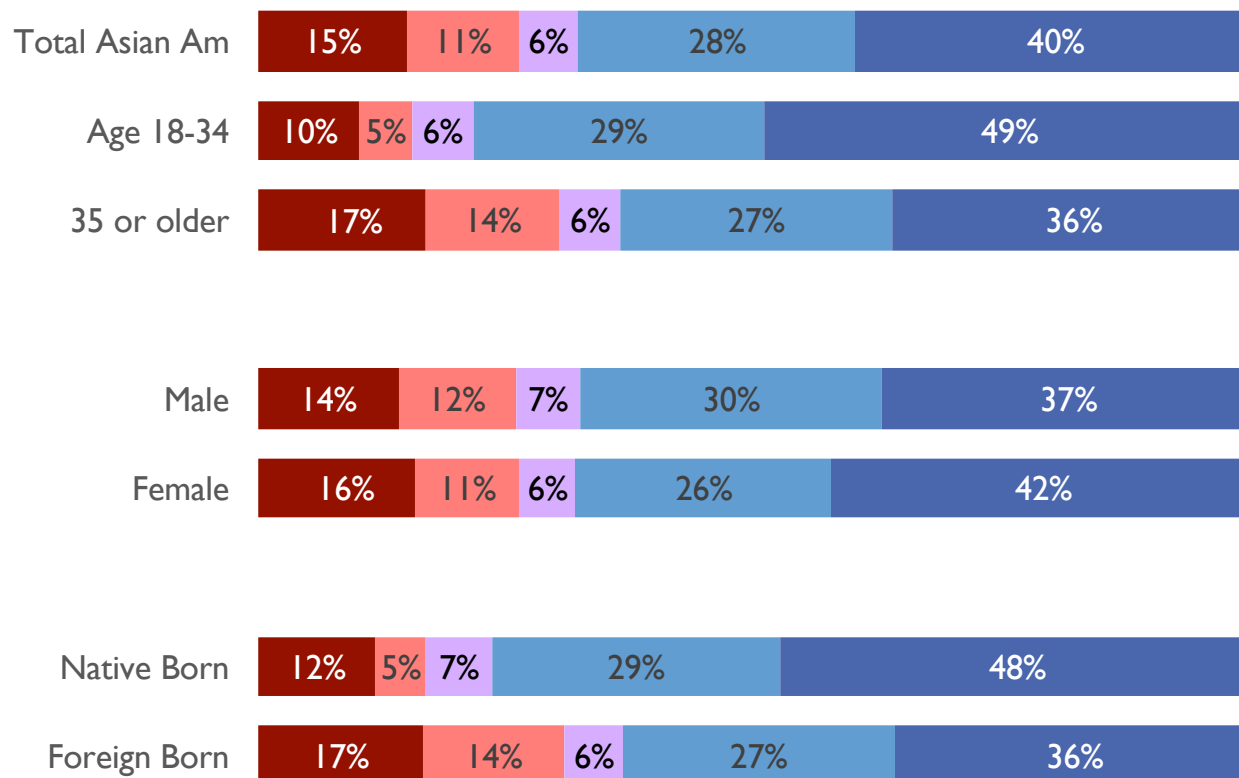
■ Very unfavorable ■ Somewhat unfavorable ■ No opinion ■ Somewhat favorable ■ Very favorable



Favorability Rating: Barack Obama

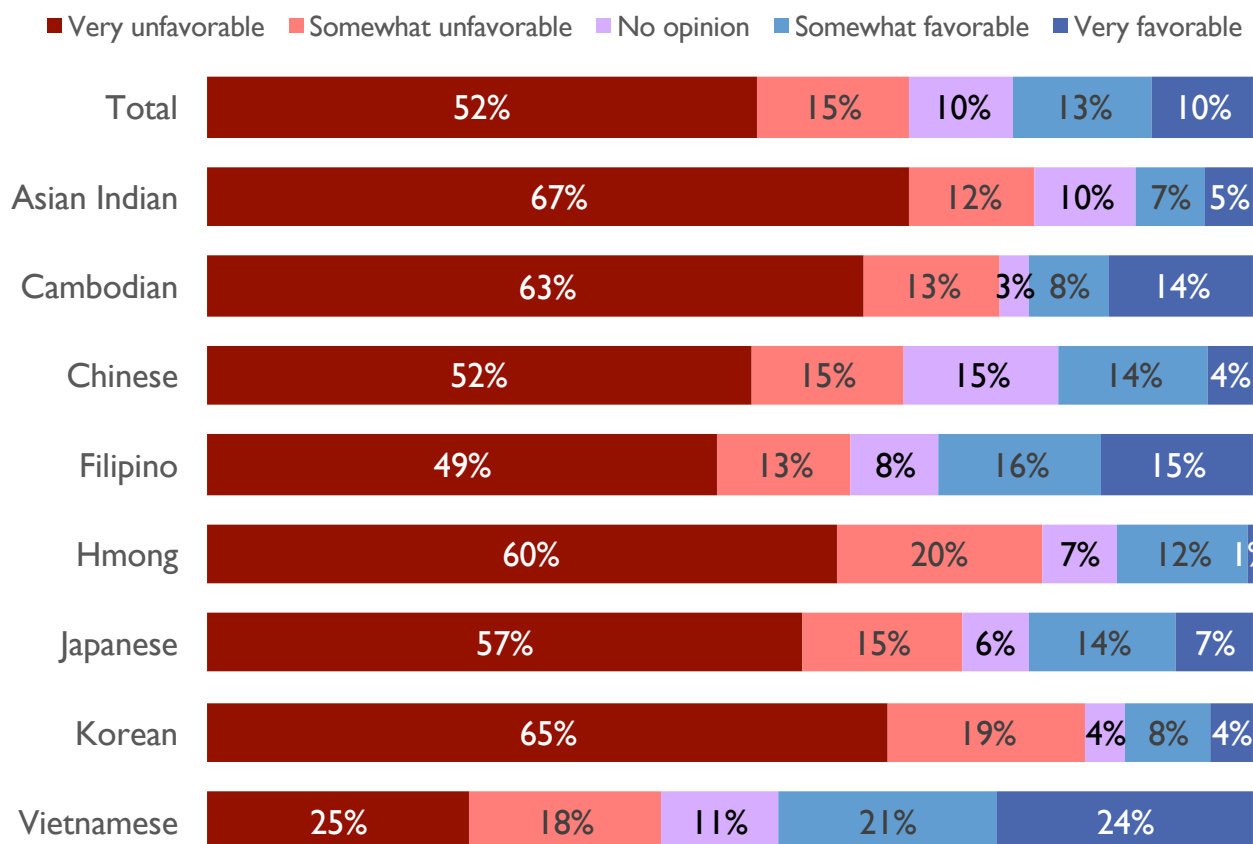
- Favorability for Barack Obama is higher among millennial Asian Americans than among those ages 35 and older
- In a similar vein, favorability for Obama is higher among the native born than the foreign born
- There are no significant gender differences in favorability for Obama among Asian American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

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



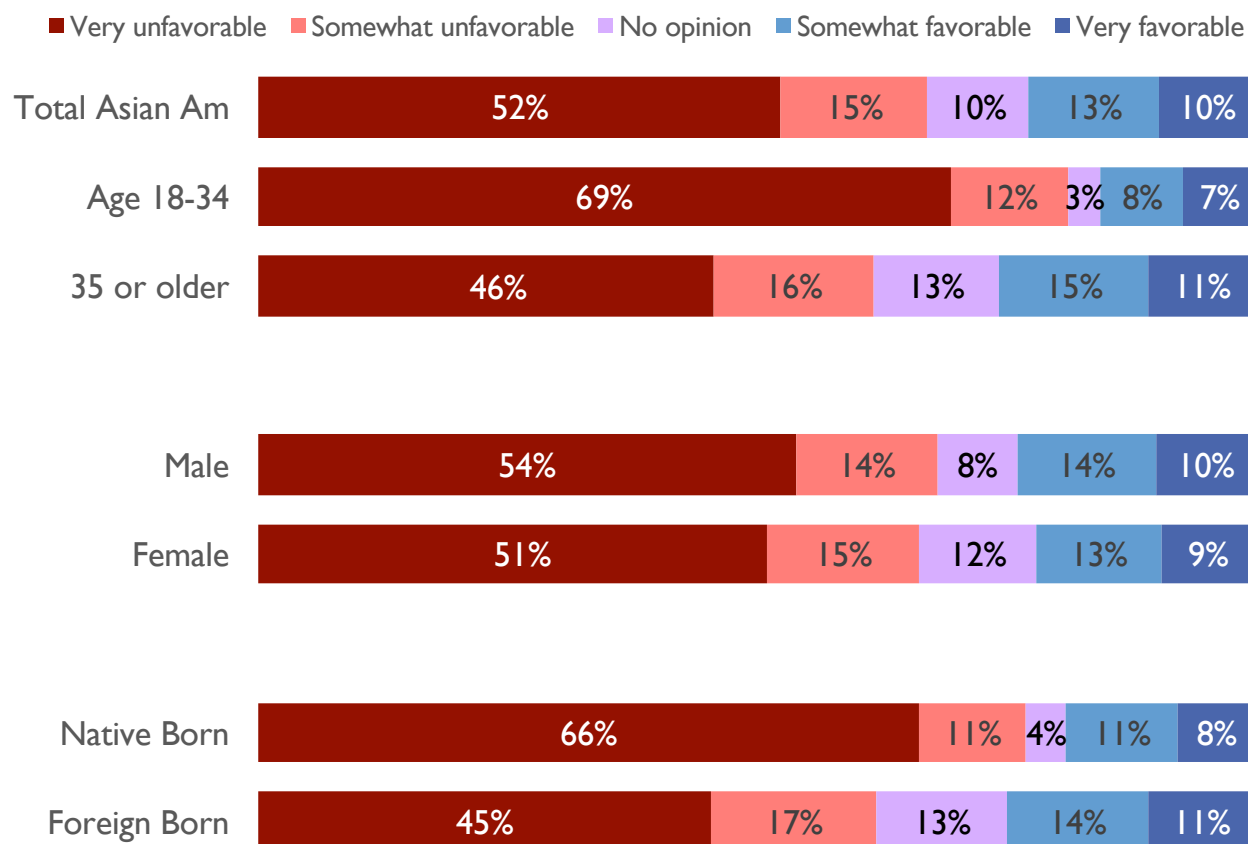
Favorability Rating: Donald Trump

- Donald Trump is viewed unfavorably by most Asian American registered voters (67%), higher than the national average (53%)
- A majority view Trump very unfavorably, with the notable exception of Vietnamese Americans
- Fewer than a quarter of Asian American registered voters view Trump favorably (23%), lower than the national average (33%)



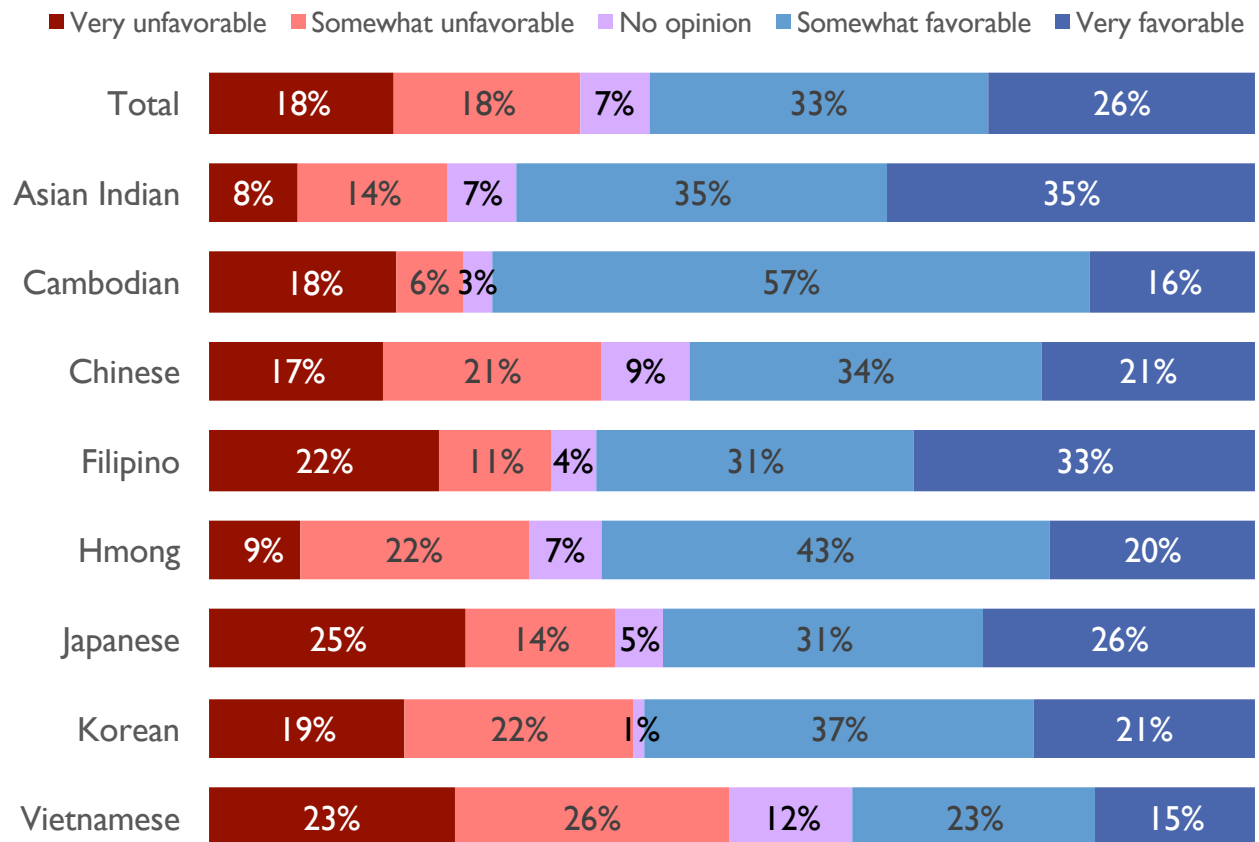
Favorability Rating: Donald Trump

- While a majority of Asian American registered voters view Trump very unfavorably, more than two thirds of millennials do so (69%)
- In a similar vein, native-born Asian Americans view Trump much more unfavorably than foreign-born Asian Americans
- There are no significant gender differences in favorability or unfavorability towards Trump



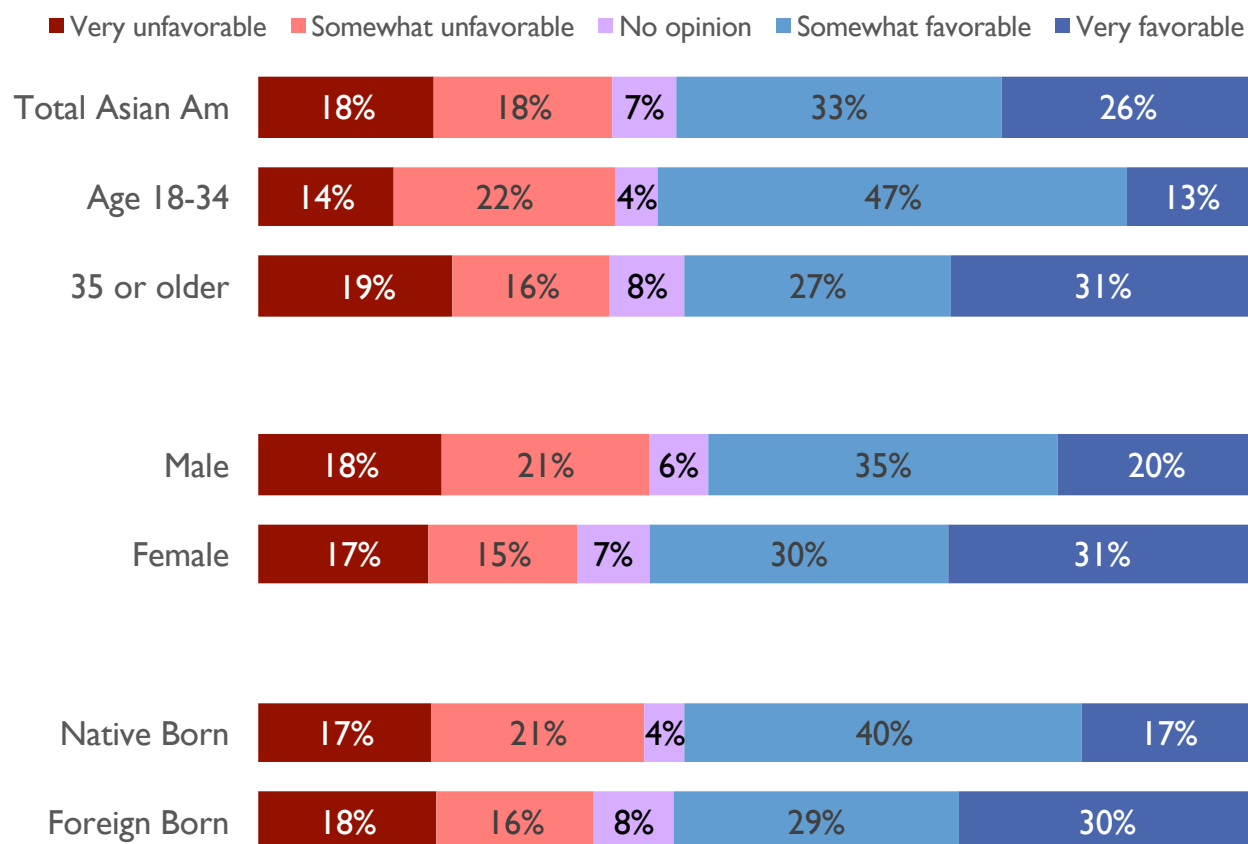
Favorability Rating: Hillary Clinton

- Hillary Clinton is viewed much more favorably than Donald Trump, with 59% of Asian Am registered voters viewing her favorably and 36% viewing her unfavorably
 - Trump's numbers were 23% favorable and 67% unfavorable
- This also stands in contrast to the U.S. average for Clinton's favorability ratings (35% favorable and 52% unfavorable)
- Clinton's favorability is highest among Indian Americans and Cambodians, and lowest among Chinese and Vietnamese Americans



Favorability Rating: Hillary Clinton

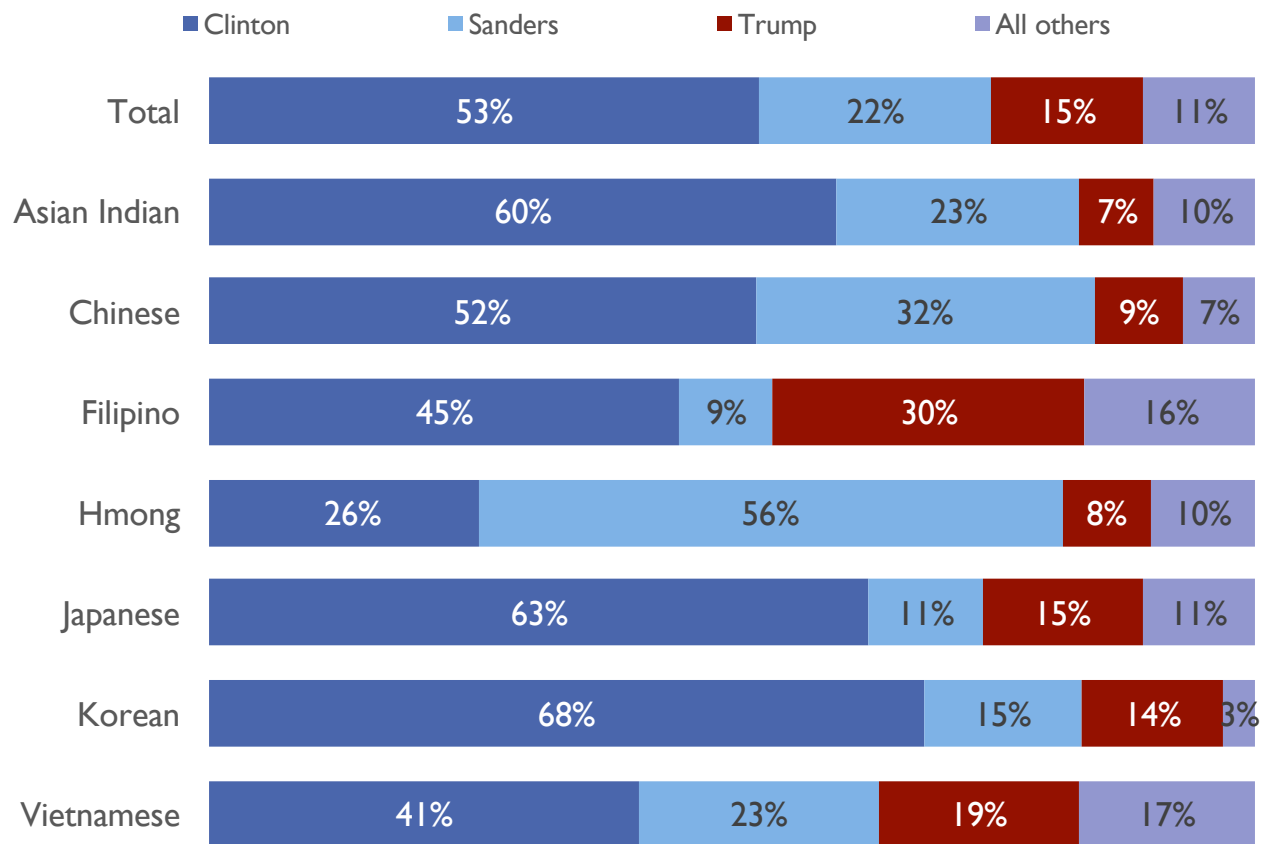
- 14% of millennial Asian American registered voters view Clinton very unfavorably, compared to 69% in the case of Trump
- Asian American women give Clinton a higher net favorability rating than men
- Older voters and the foreign born are more likely to have very favorable ratings of Clinton (31% and 30%, respectively)



Presidential Vote Choice

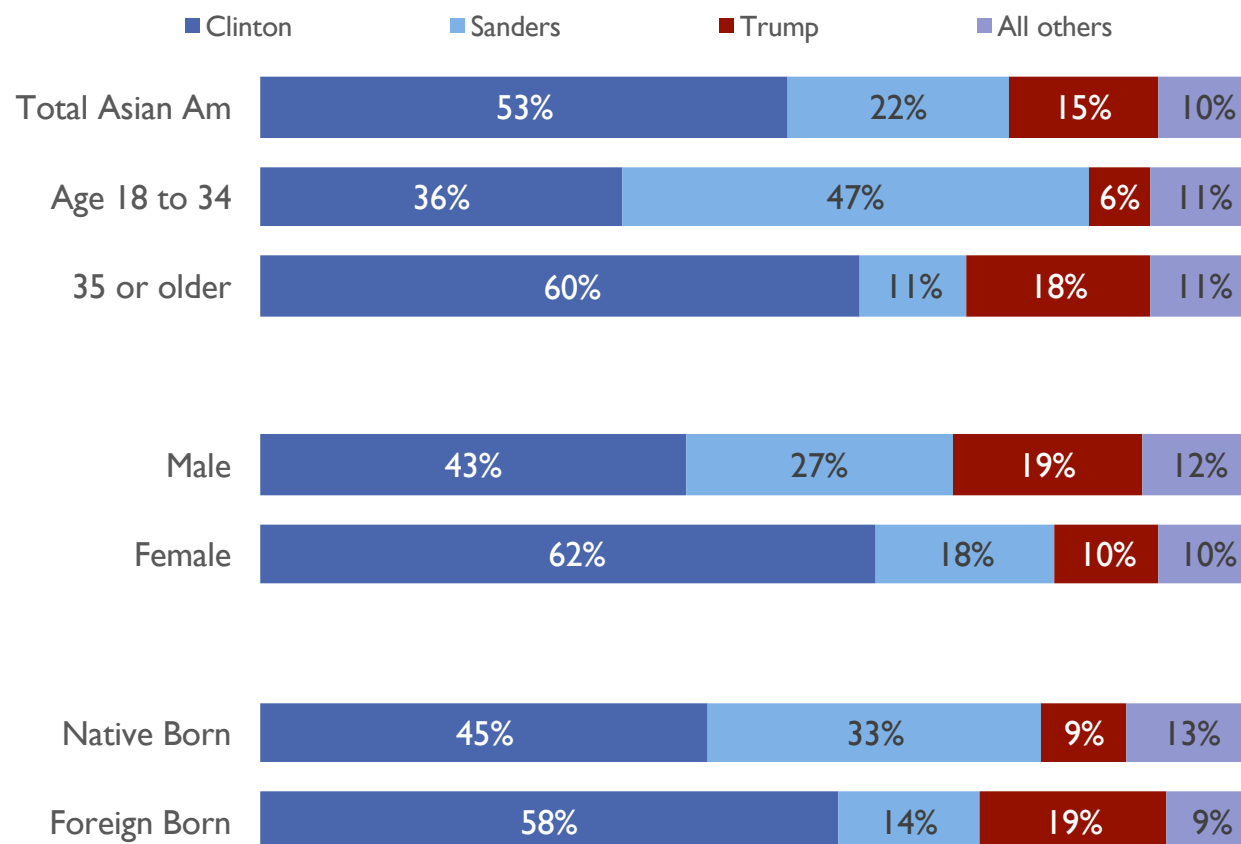
Primary Vote by Ethnicity

- 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 was highest among Filipinos who voted in the primaries and caucuses, while Sanders found the greatest support among Hmong voters



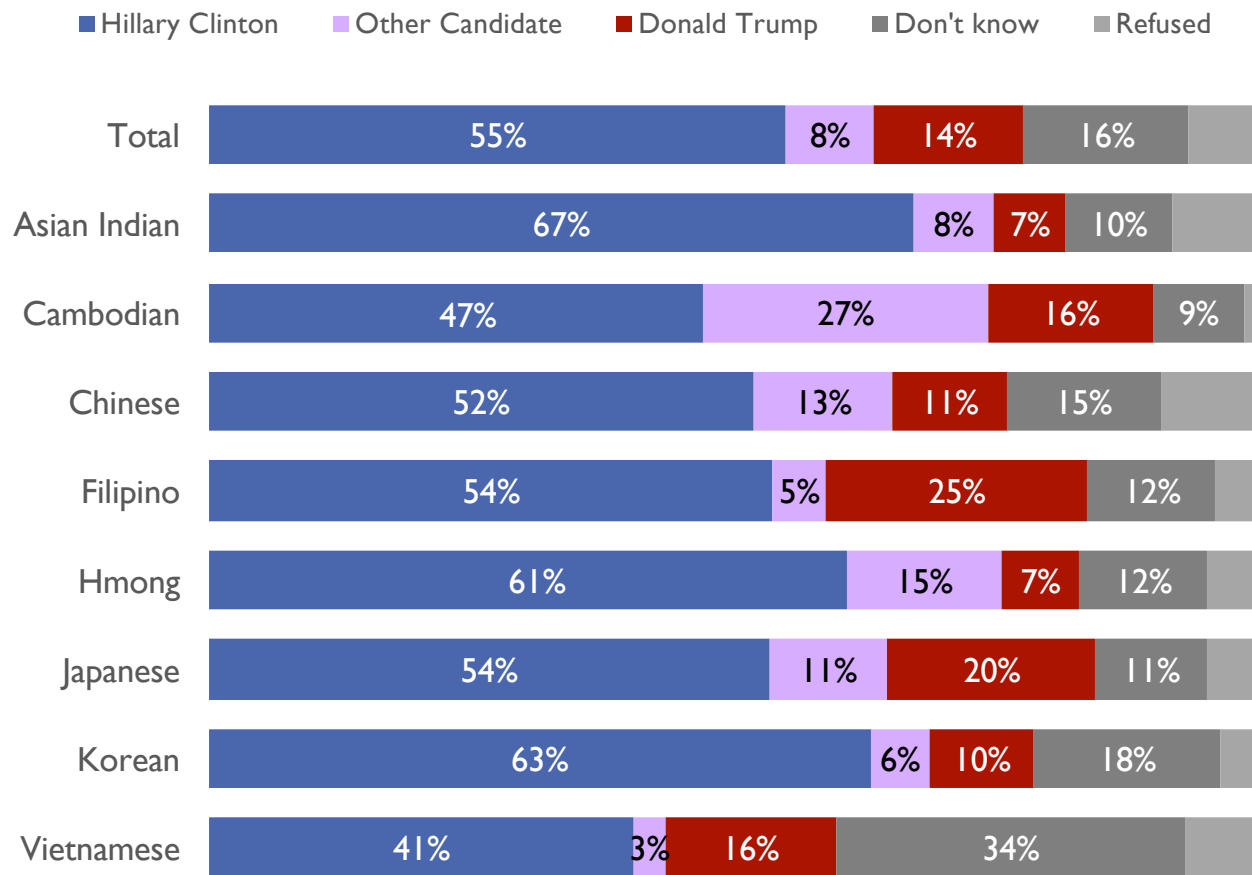
Primary Vote by Age, Gender, Nativity

- 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 much 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 and caucuses



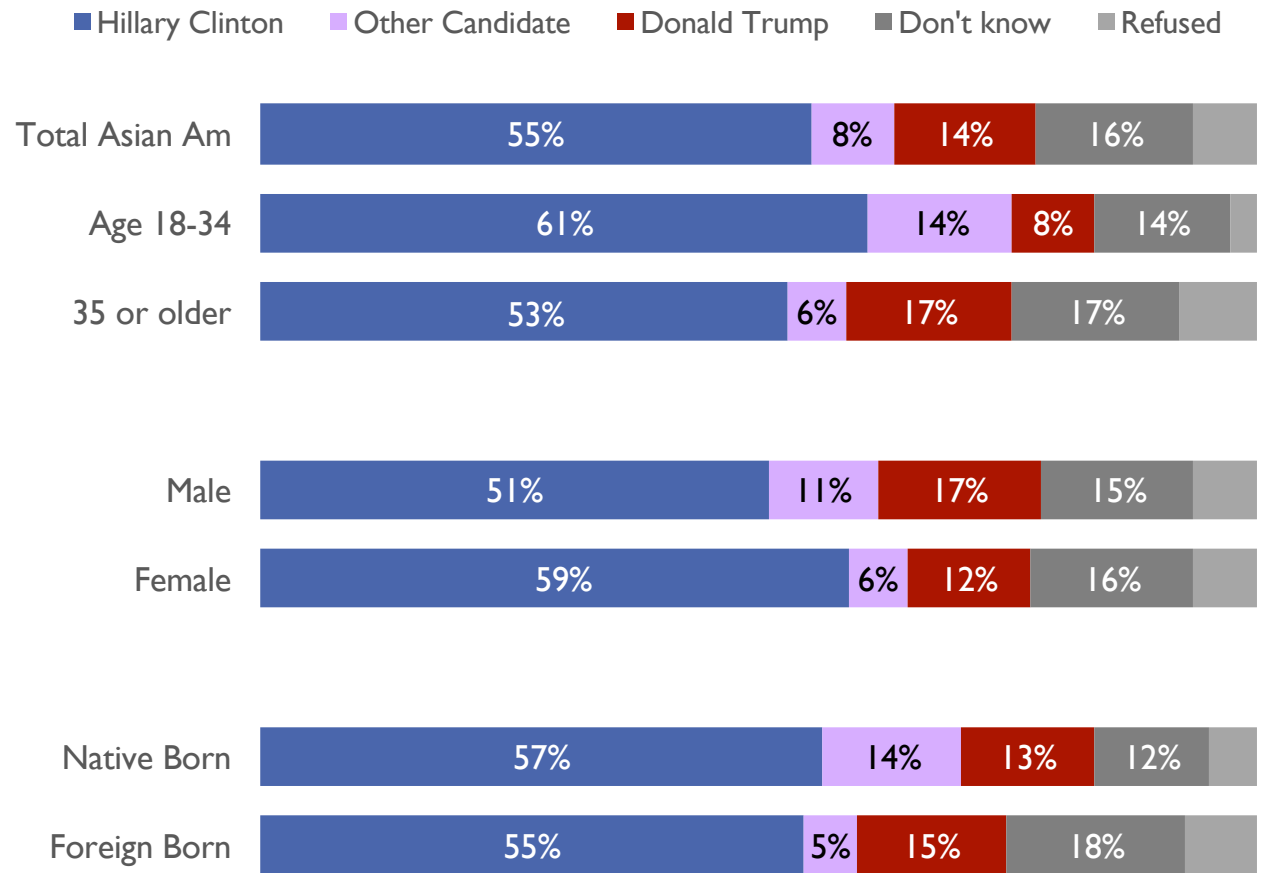
Presidential Vote by Ethnicity

- 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?”
- 55% of Asian American registered voters intend to vote for Clinton, 14% for Trump, 8% for some other candidate, and the remaining undecided
- Clinton’s support is strongest among Asian Indians, Koreans, and Hmong
- Trump’s support is greatest among Filipino Americans but still lags well behind Clinton’s support



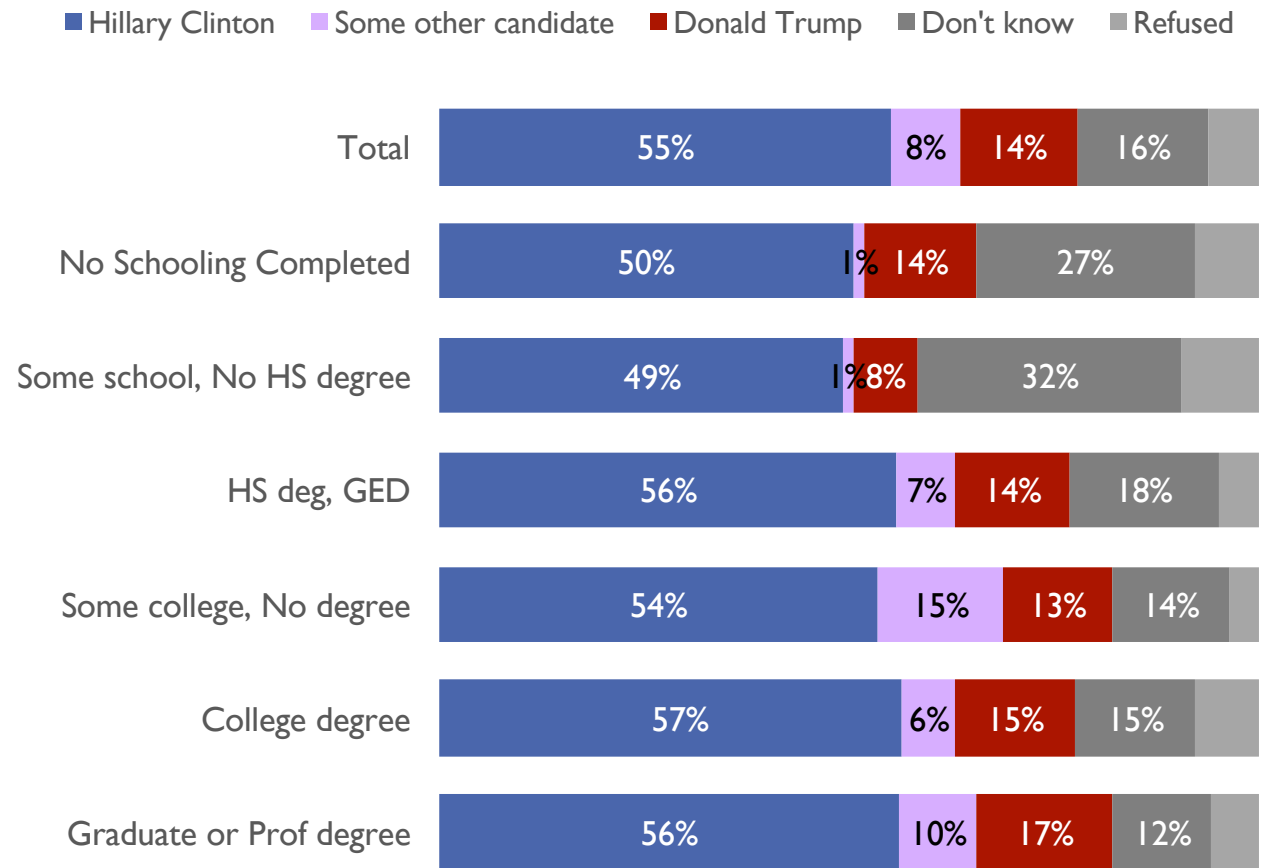
Presidential Vote by Age, Gender, and Nativity

- 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, Clinton’s support is stronger among millennials and women
- Conversely, Trump performs better among older Asian Americans and men



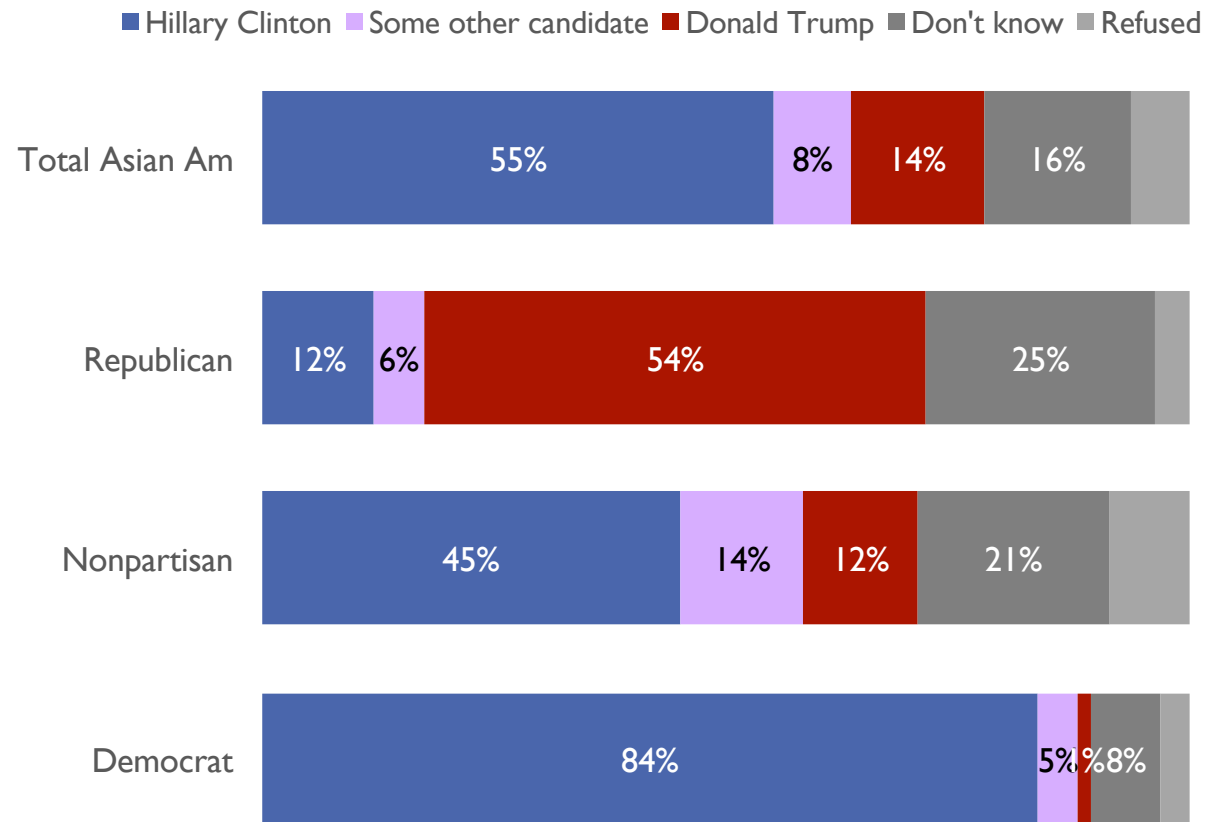
Presidential Vote by Education

- Unlike in the case for non-Hispanic whites, there is no significant difference in support for Clinton across educational groups
- Trump also performs equally across educational groups



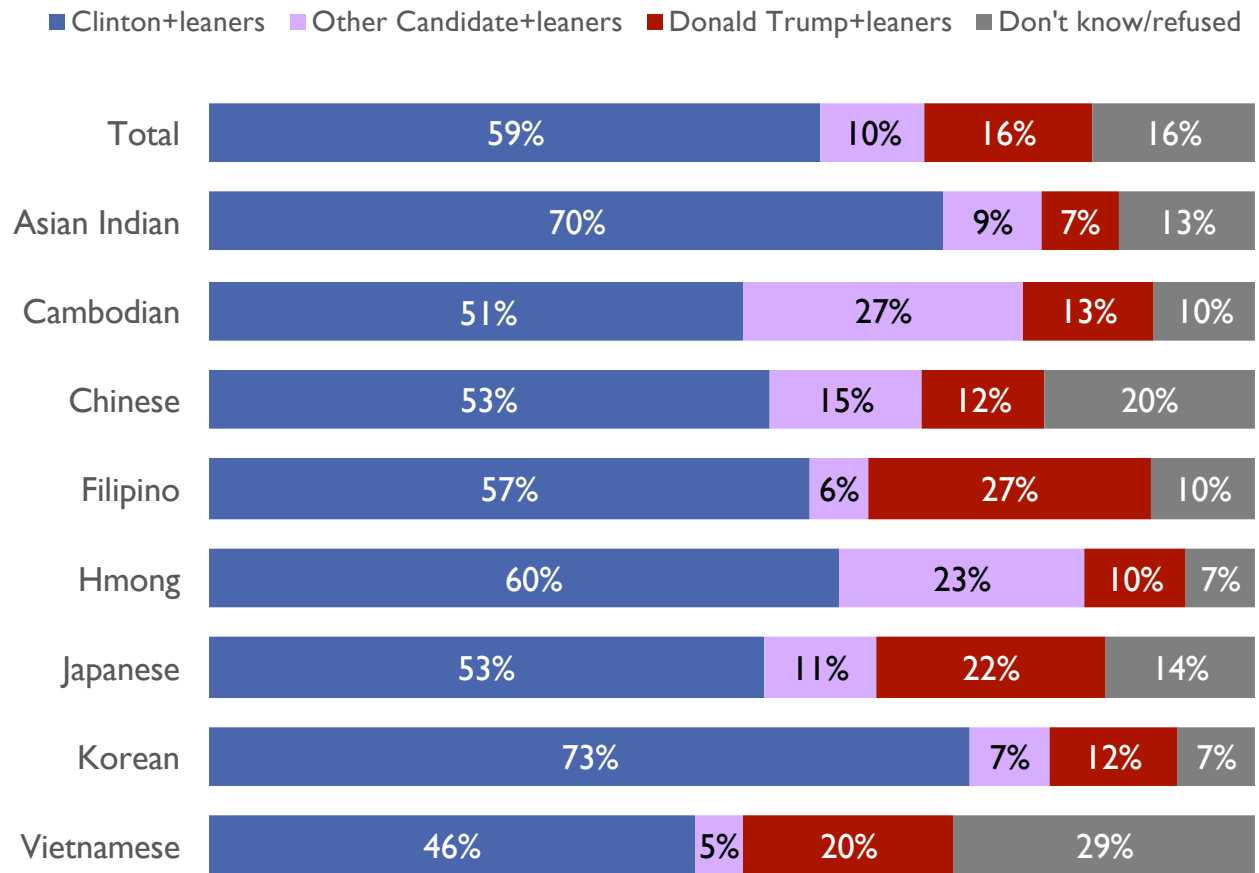
Presidential Vote Choice by Party ID

- Among Asian American registered voters who have made up their mind, Clinton is performing much better in terms of drawing support from Democrats (84%) than Trump is doing from Republicans (54%)
- Clinton is also beating Trump by a nearly 4-to-1 ratio among Asian American voters who don't identify with either party



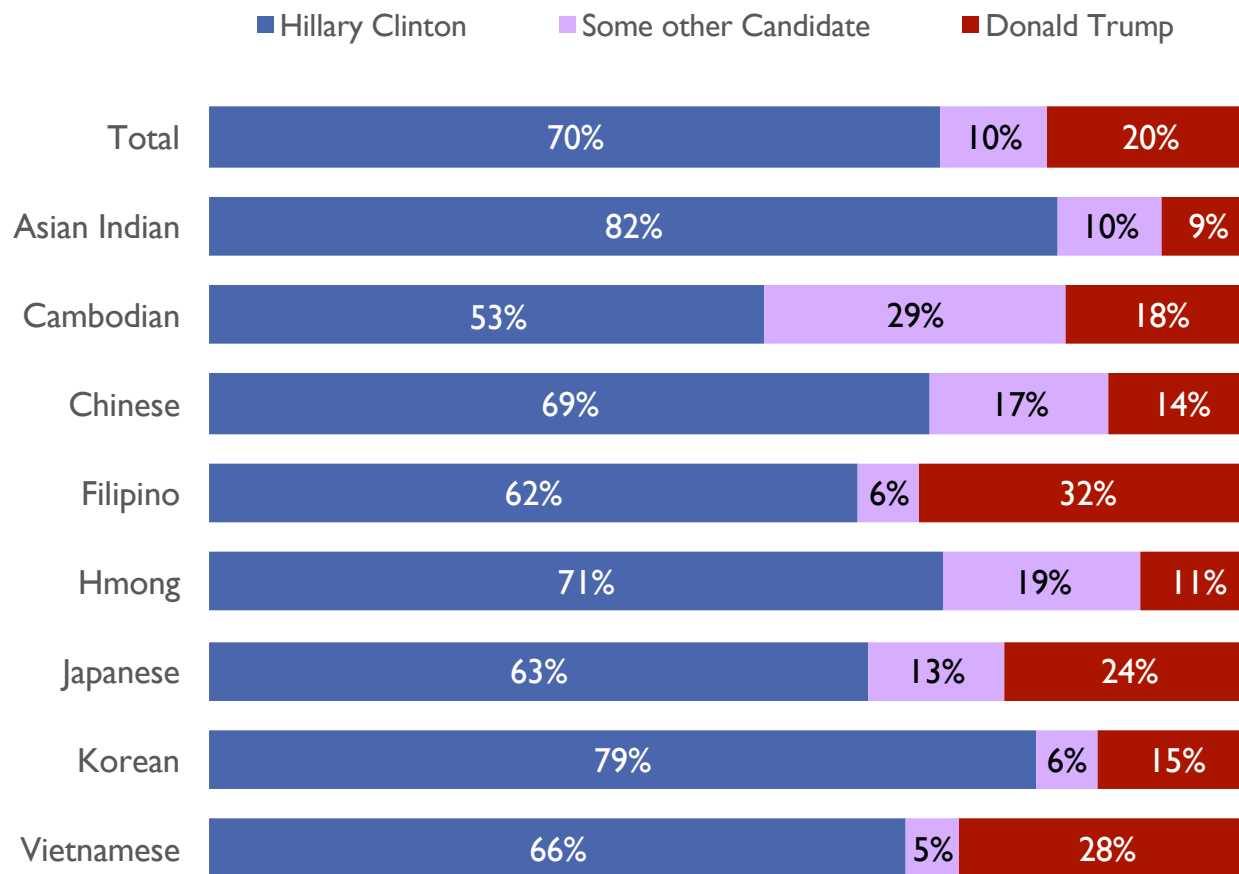
Presidential Vote, including leaners

- 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 59% versus 16%, with 10% for another candidate
- By this measure, Clinton significantly outperforms Trump among every Asian ethnic group



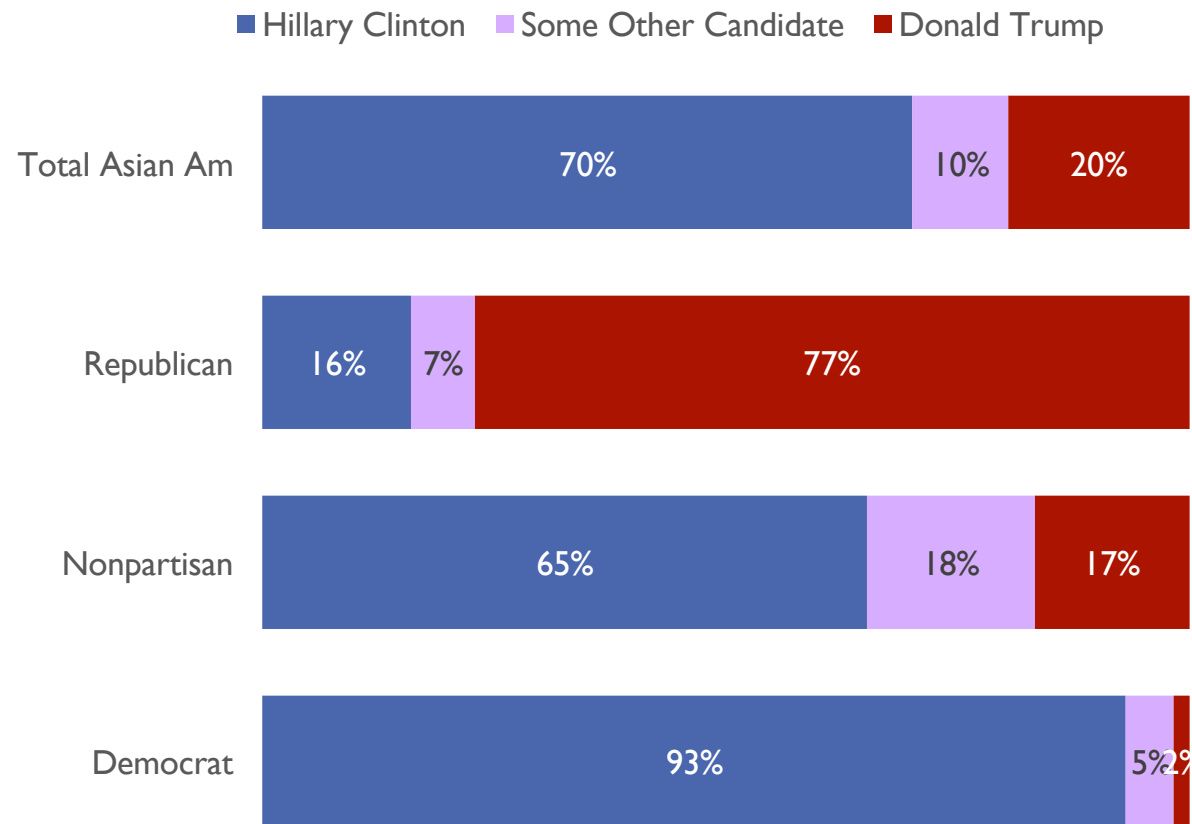
Presidential Vote, including leaners and excluding undecided

- In this analysis, we exclude those who remain undecided, even after being asked which candidate they lean towards
- This analysis produces a likely scenario for the final vote tally, assuming that the remaining undecided (16%) break in a similar pattern to those who have registered a preference
- In this scenario, Clinton's advantage over Trump grows to 70% versus 20%, with 10% for another candidate



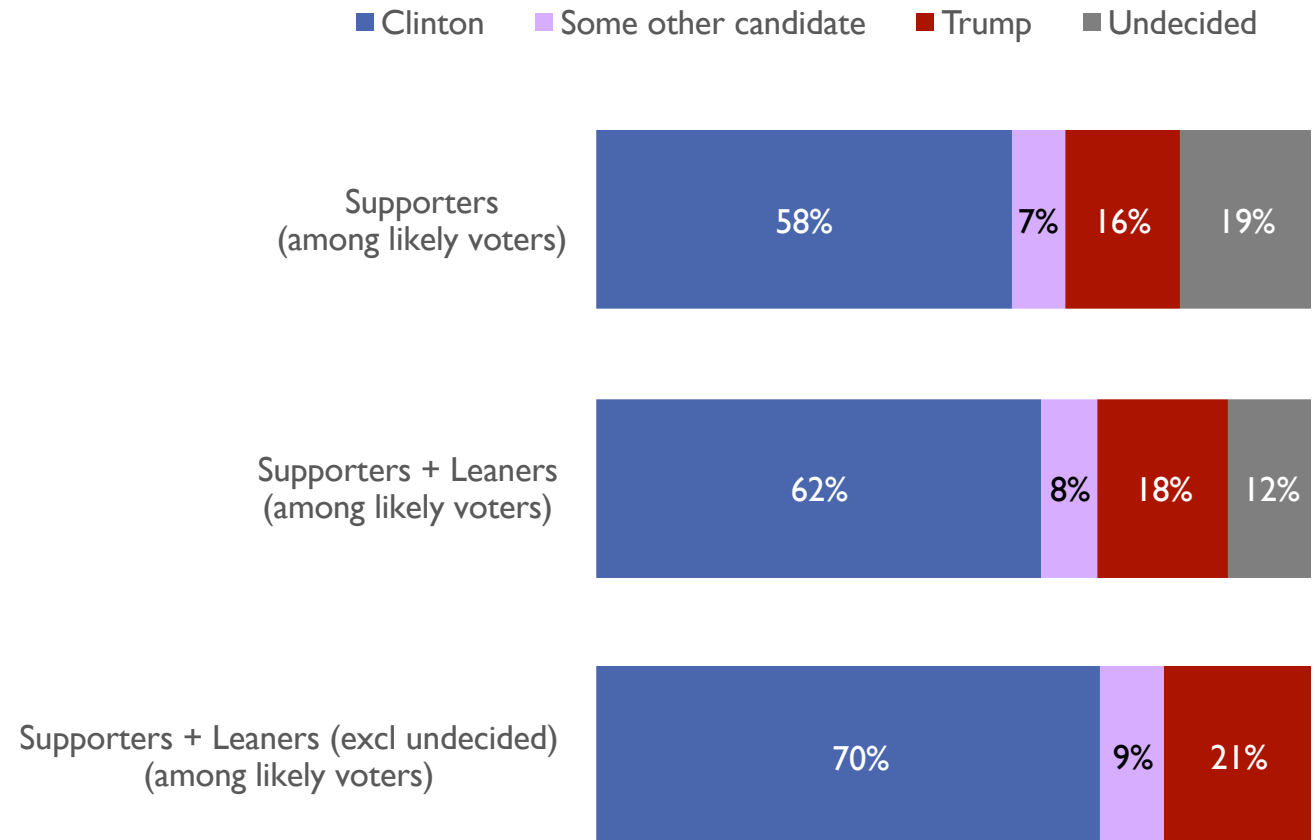
Presidential Vote Choice, including leaners and excluding undecided

- Question among undecideds: “Between Clinton and Trump, who do you lean towards at this time?” *Note: Those who are still undecided are excluded from the analysis*
- This analysis produces a likely scenario for the final vote tally, assuming that the remaining undecided (16%) break in a similar pattern to those who have registered a preference
- In this scenario, Trump improves his standing among Asian American Republicans, but does poorly among nonpartisans



Presidential Vote Scenarios, likely voters only

- We replicate our analyses of presidential vote choice that includes 1) supporters, 2) supporters and those who lean towards each candidate, and 3) supporters and leaners, and excluding the remaining undecided assuming that they break in a similar pattern to those who have decided
- The numbers are consistent with a very strong projected level of support for Clinton on Election Day

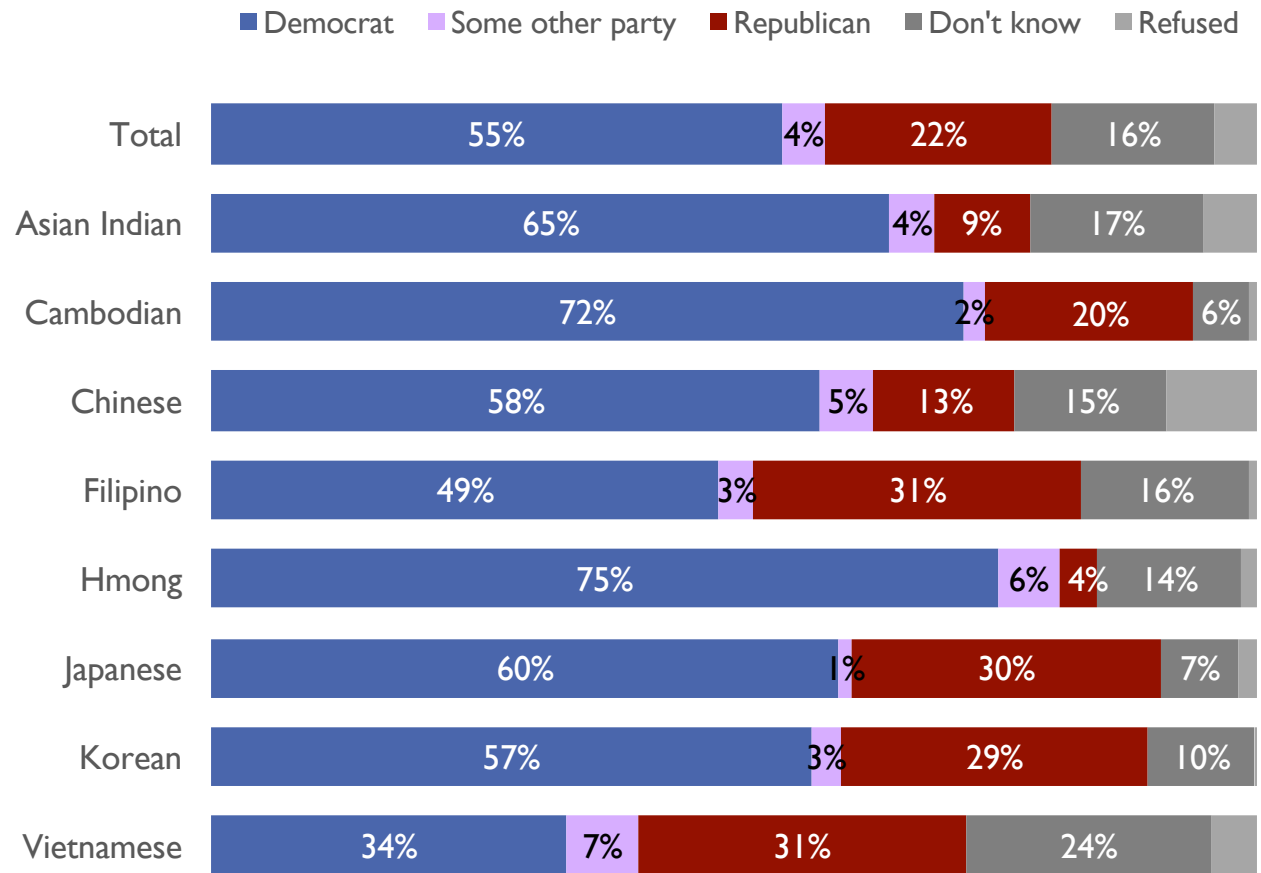


Congressional Vote Choice

By Ethnicity, then Age, Gender, Nativity

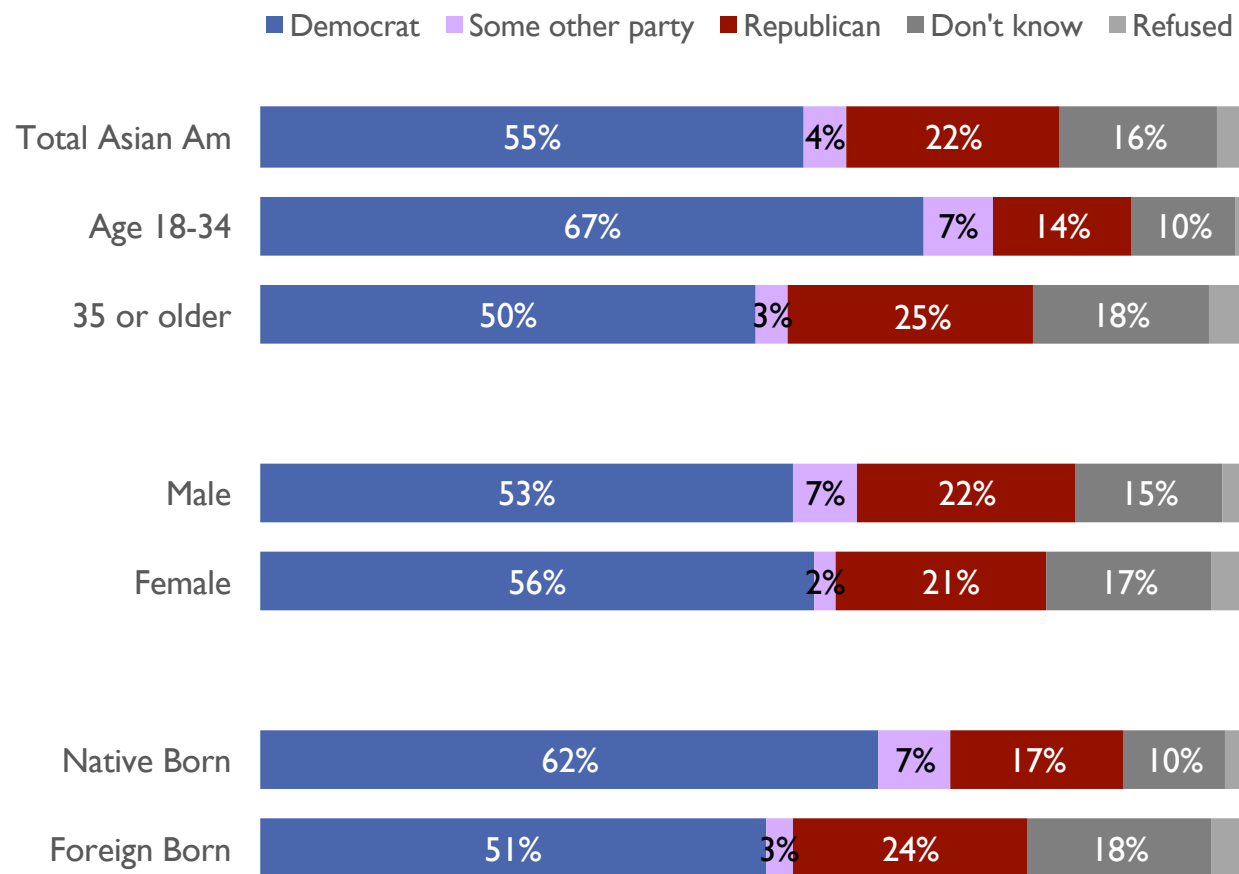
Congressional Vote Choice by Ethnicity

- 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
- This stands in contrast to the U.S. average, which shows a near-even split in polling on the Congressional vote



Congressional Vote Choice by Age, Gender, and Nativity

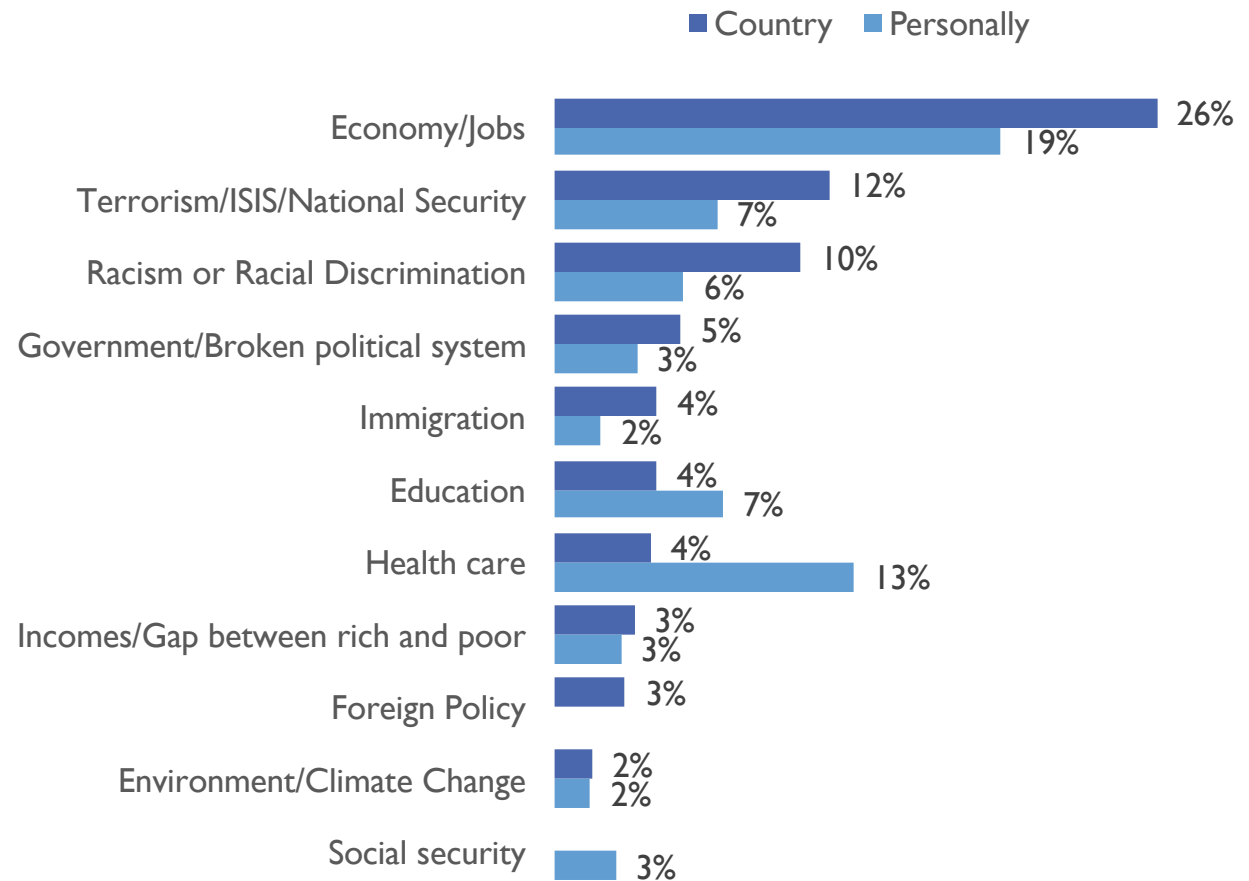
- Question: “Thinking about the upcoming November election for the U.S. House of Representatives in your Congressional district... If the election were being held today would you be inclined to vote for the {ROTATE} Republican candidate or the Democratic candidate?”
- In the generic Congressional ballot,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



Issue Priorities and Policy Preferences

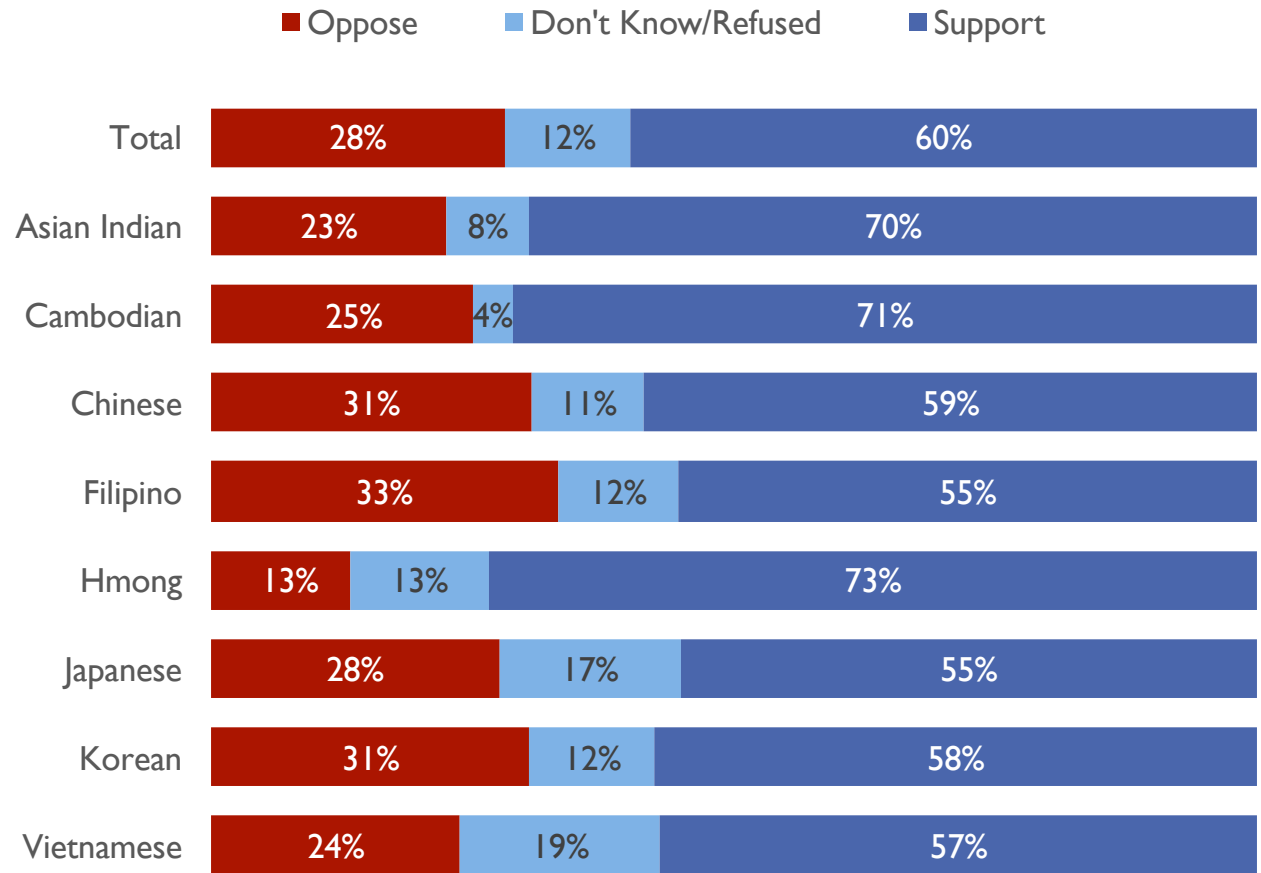
Most Important Problem: Country vs. Personally

- 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*?”
- Asian American registered voters rank the economy, national security, racism, government, and immigration as the most important problem facing the country
- The high finding on racism is driven by the opinions of millennial Asian Americans (23% rank it as most important)
- Health care and education are important personal concerns to Asian American registered voters



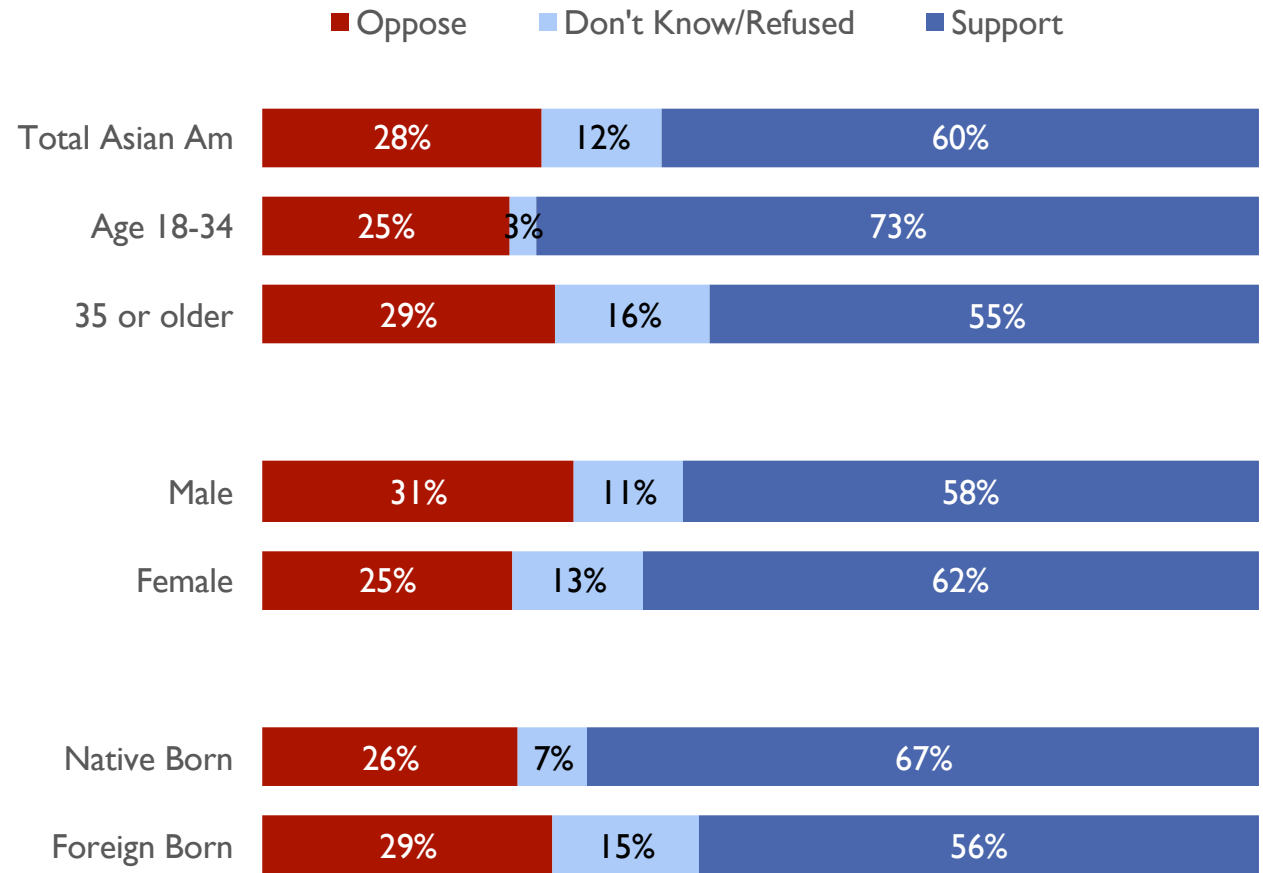
Opinion on Affordable Care Act

- 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)



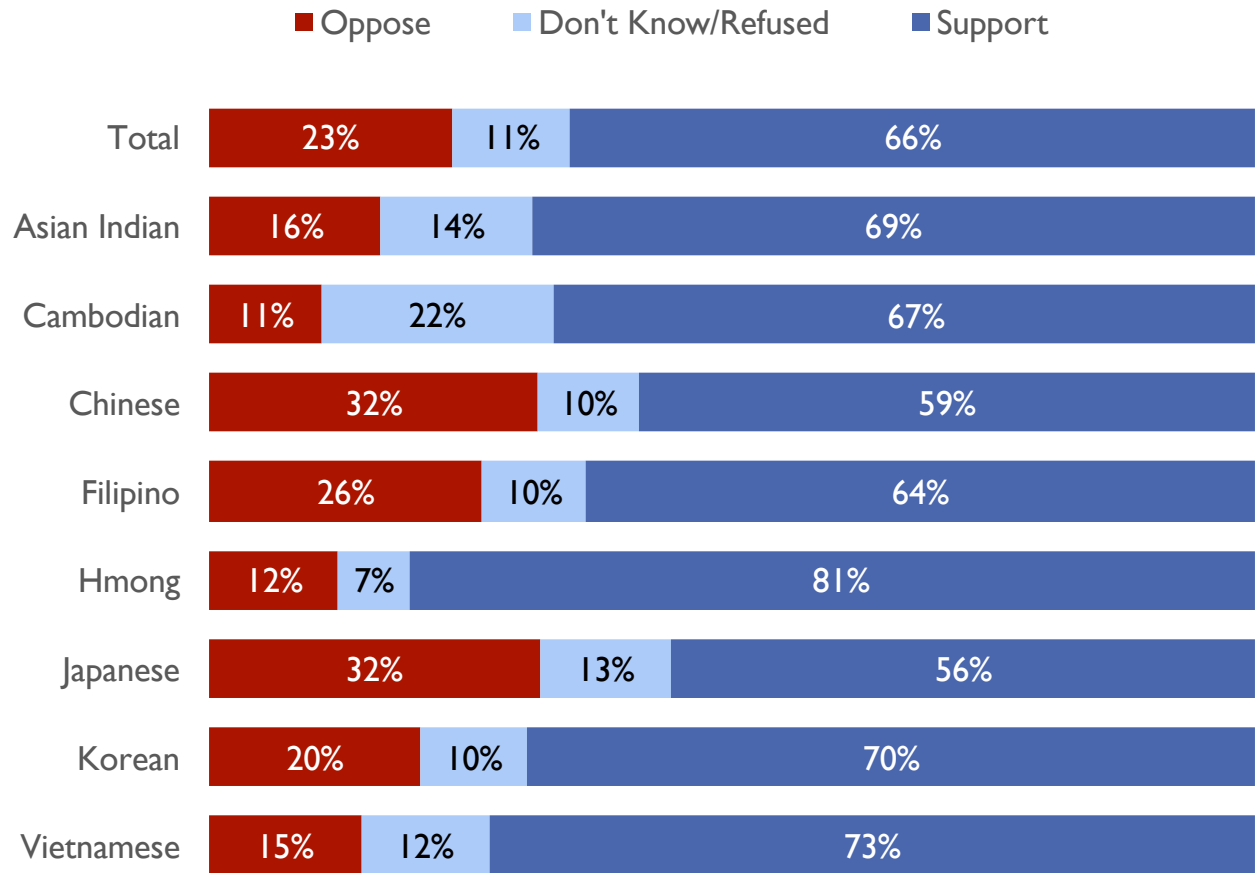
Opinion on Affordable Care Act, by Age, Gender, and Nativity

- Question: “Do you support or oppose the health care law passed by Barack Obama and Congress in 2010?”
- Support for the Affordable Care Act is even stronger among millennial Asian Americans than among older voters, with nearly three-quarters supporting the policy



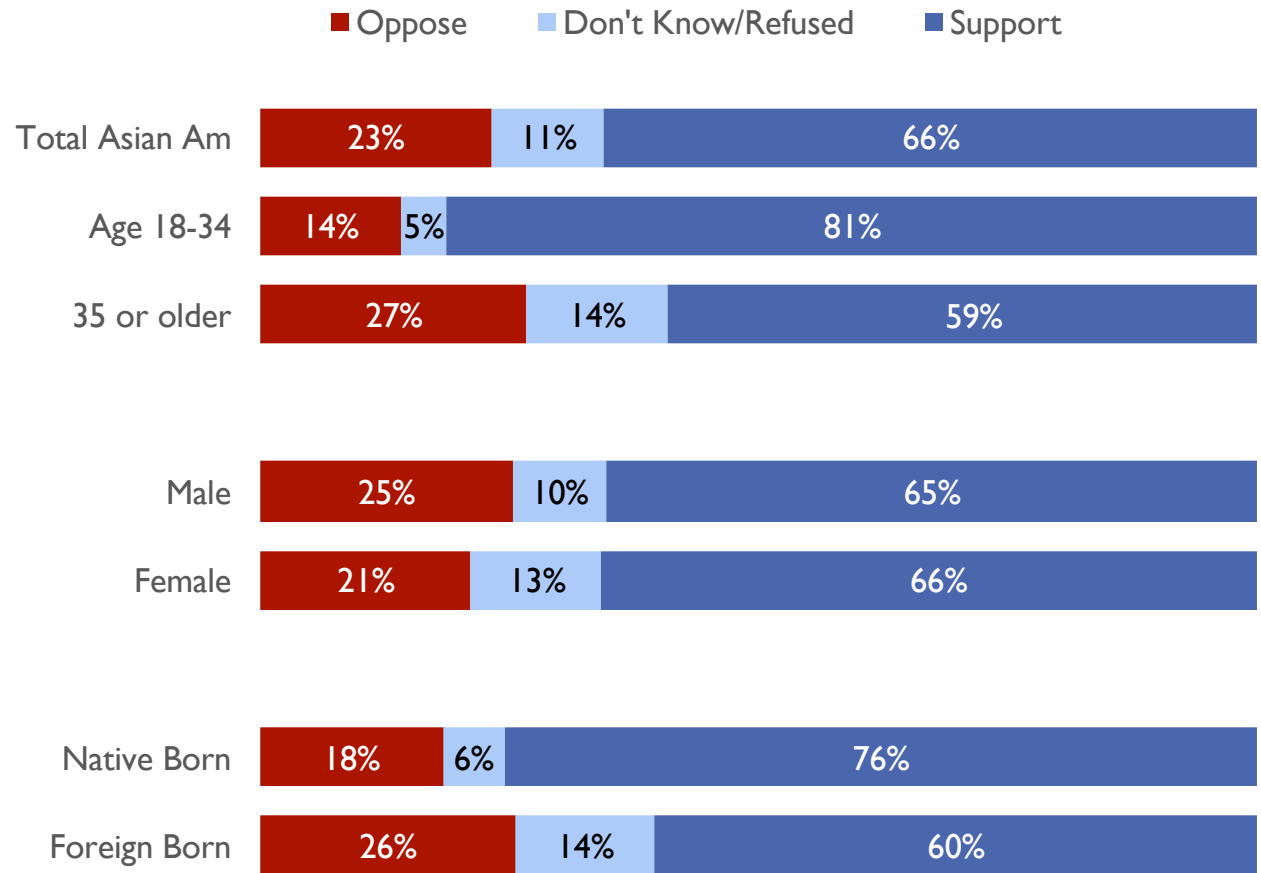
Increased Federal Assistance for College

- 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 Hmong Americans and weakest among Japanese and Chinese Americans



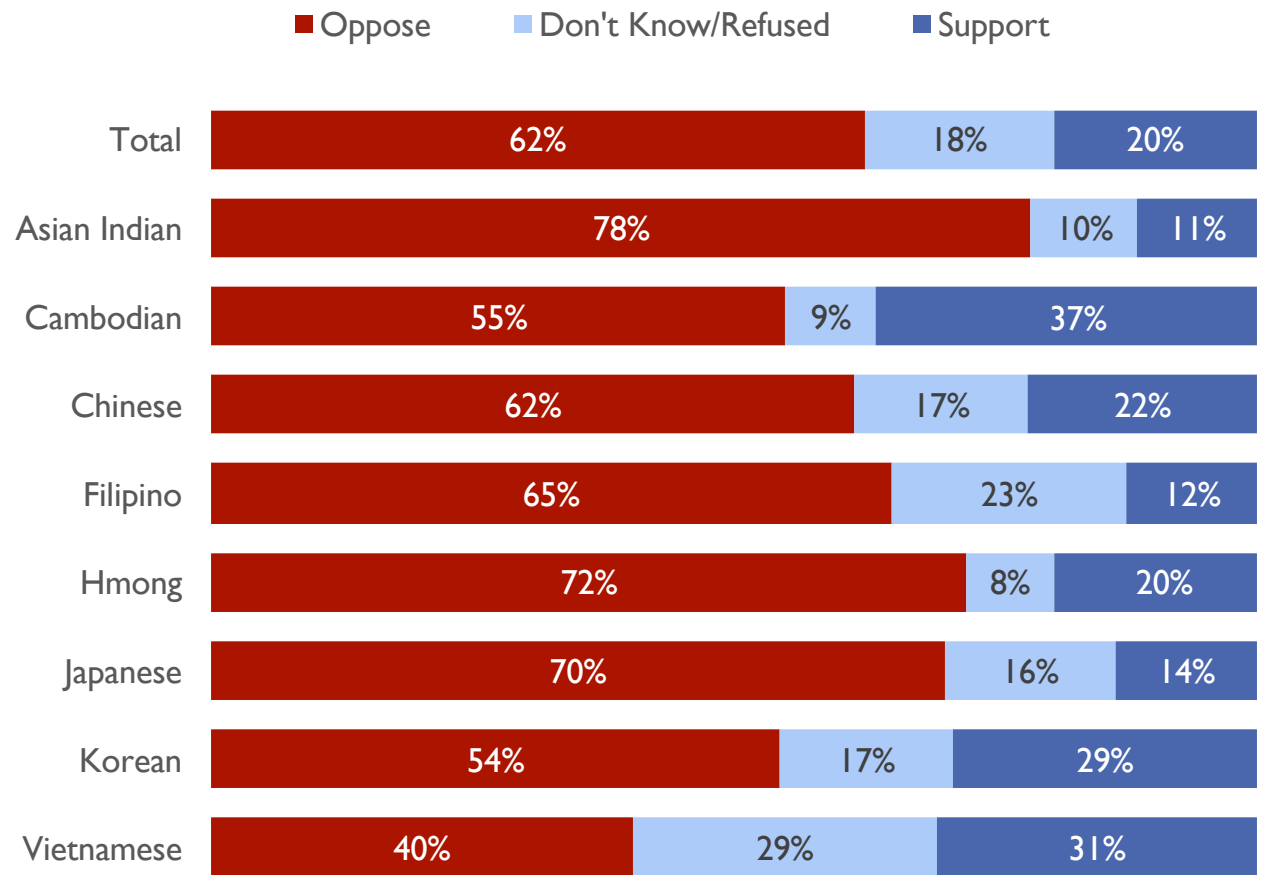
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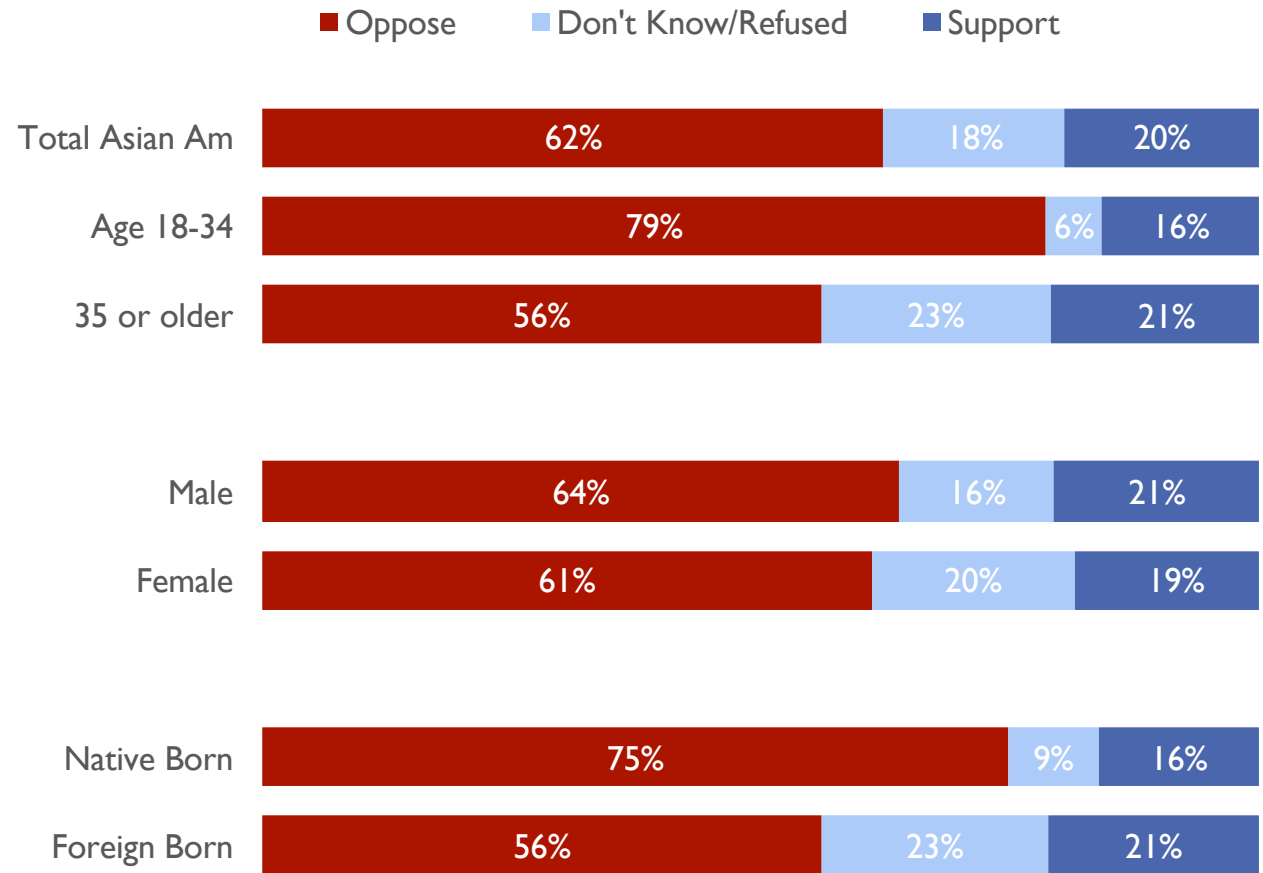
Banning Muslims from Entering U.S.

- 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, Hmong, and Japanese Americans



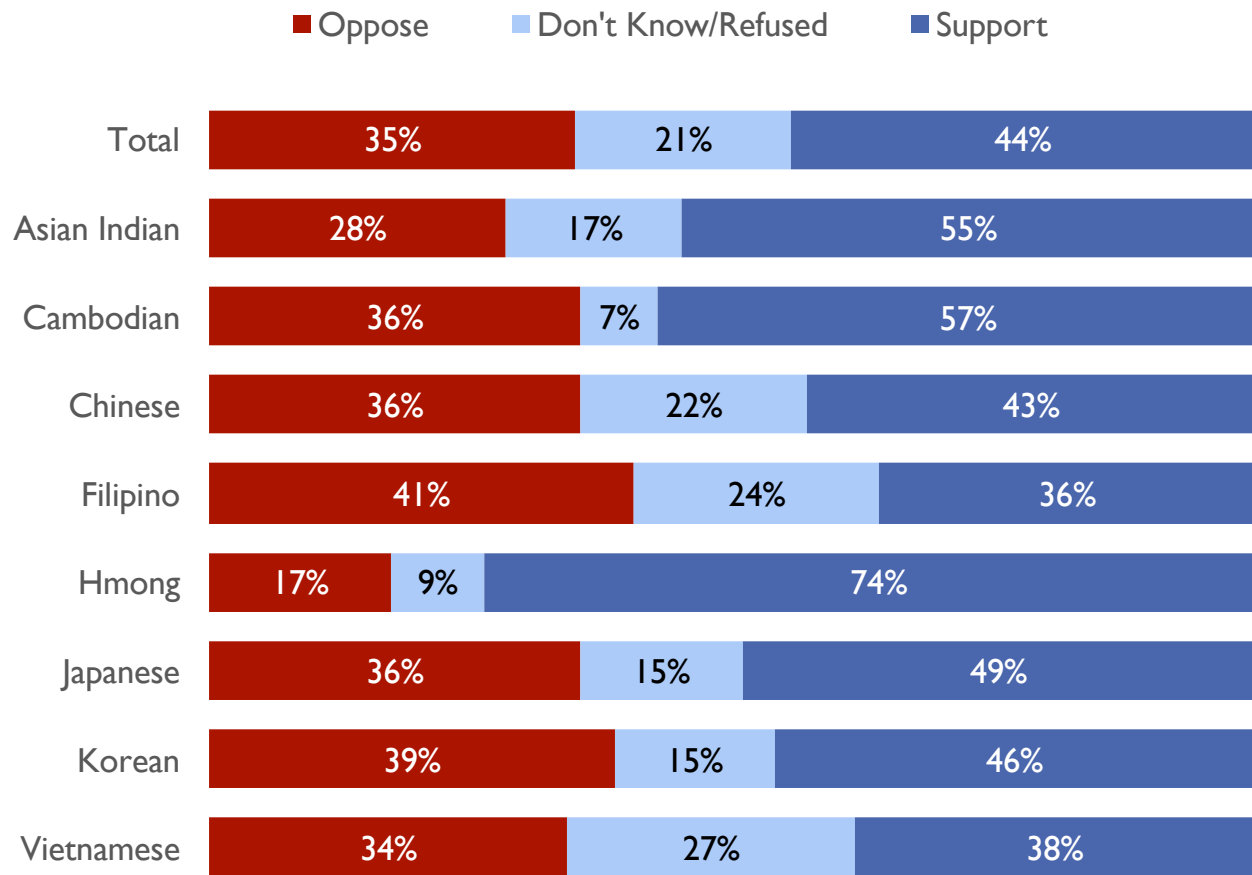
Banning Muslims from Entering U.S.

- 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 Muslim ban is even stronger among millennials and among native-born Asian Americans



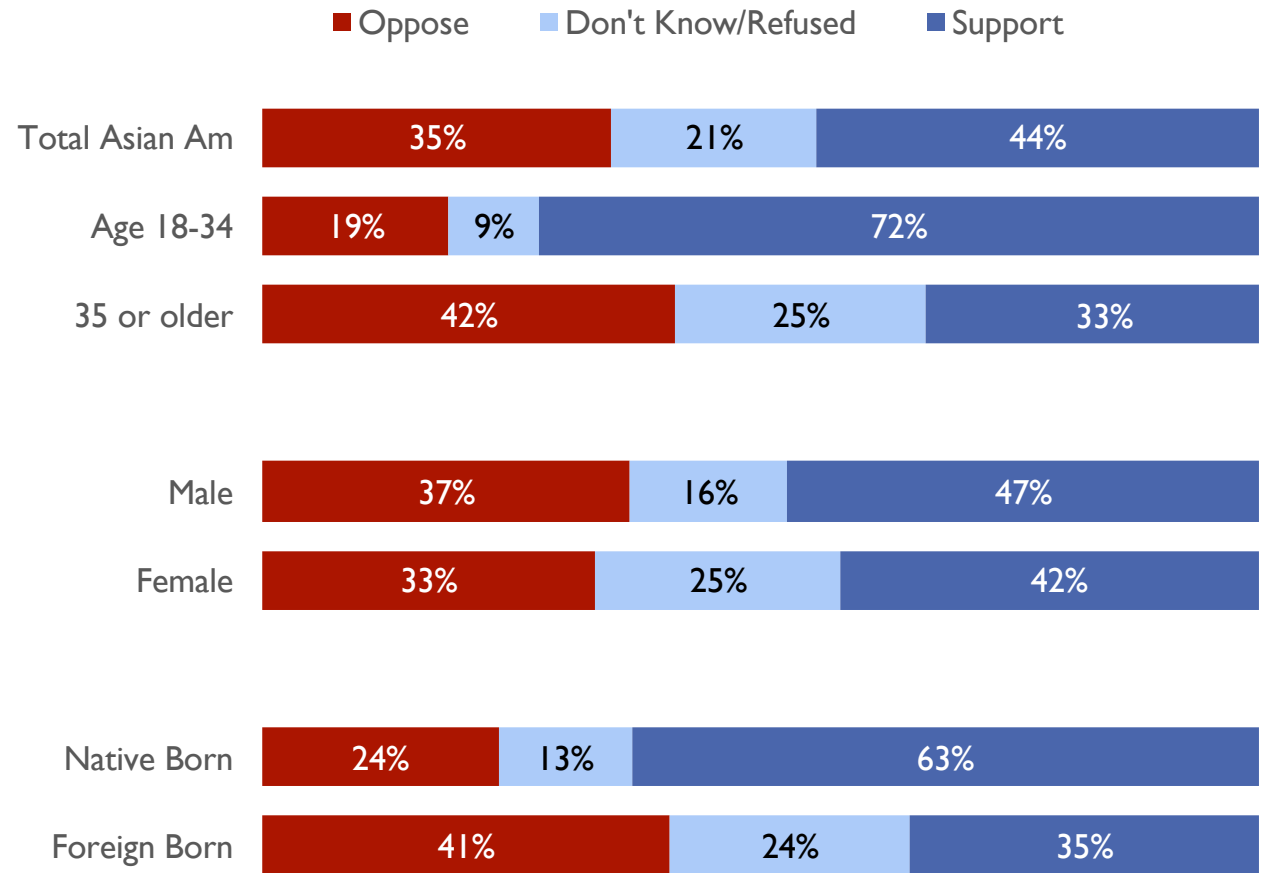
Accepting Syrian Refugees

- 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 44% in support and 35% opposed
- Opinion is in line with findings from the Spring 2016 Asian American Voter Survey, which found 44% in support and 33% opposed
- Support for accepting Syrian refugees is strongest among Hmong Americans and weakest among Vietnamese and Filipino Americans



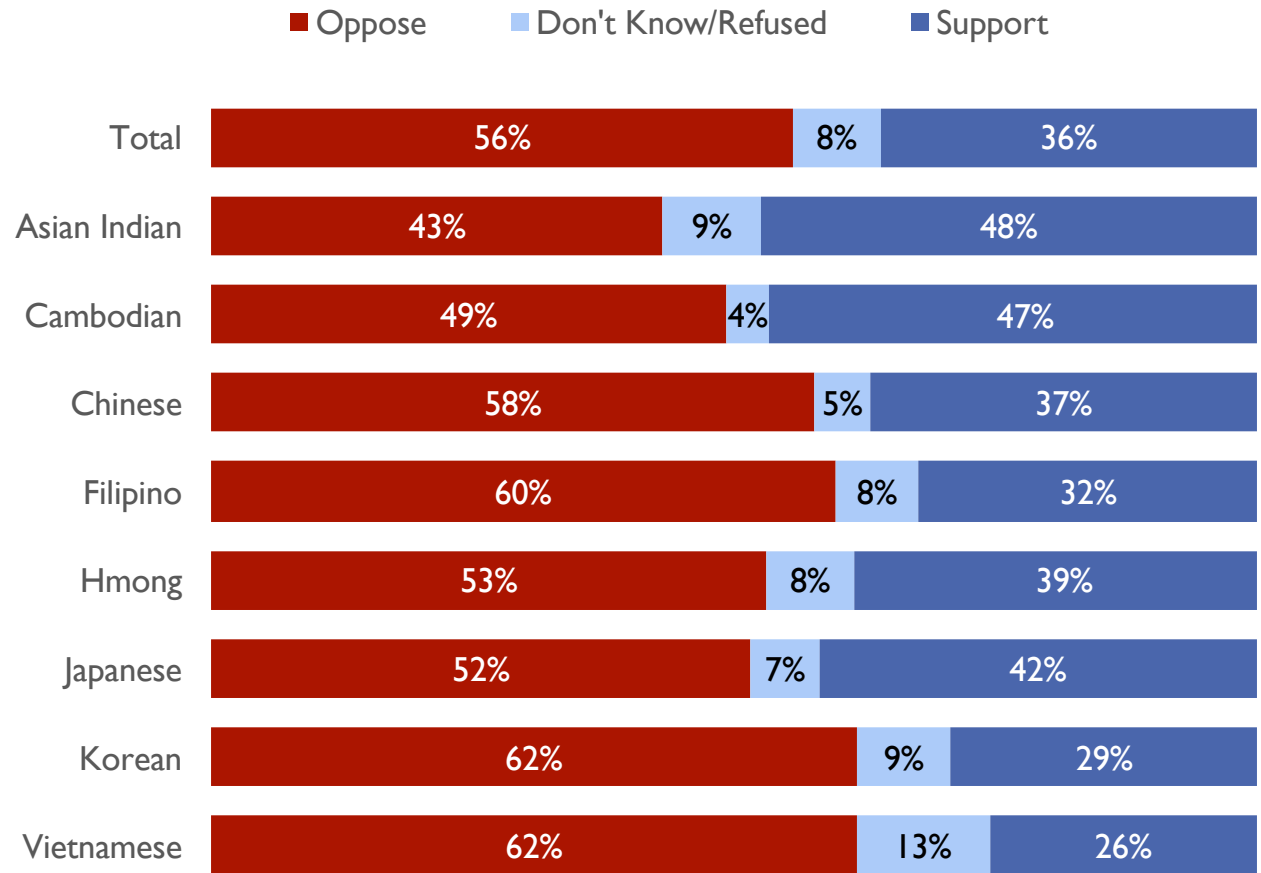
Accepting Syrian Refugees, by Age, Gender, and Nativity

- Question: “Do you support or oppose accepting Syrian refugees into the United States?”
- Support is in line with findings from the Spring 2016 Asian American Voter Survey, which found 44% in support and 33% opposed
- Support is strongest among millennials and the native born



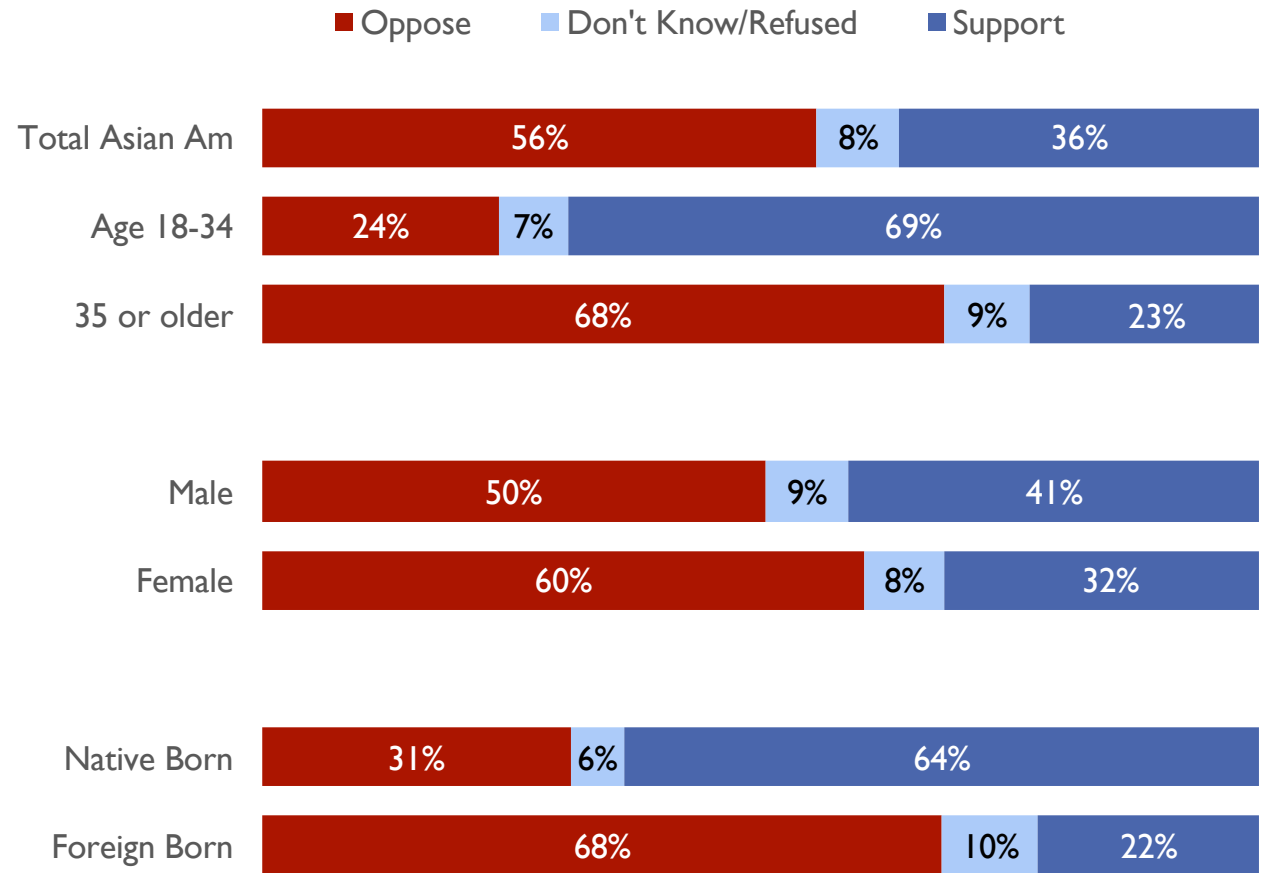
Marijuana Legalization

- 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 account for about 12% of all voters
- Asian American registered voters oppose marijuana legalization by a 56% to 36% margin
- Opposition is strongest among Filipino, Korean, and Vietnamese Americans



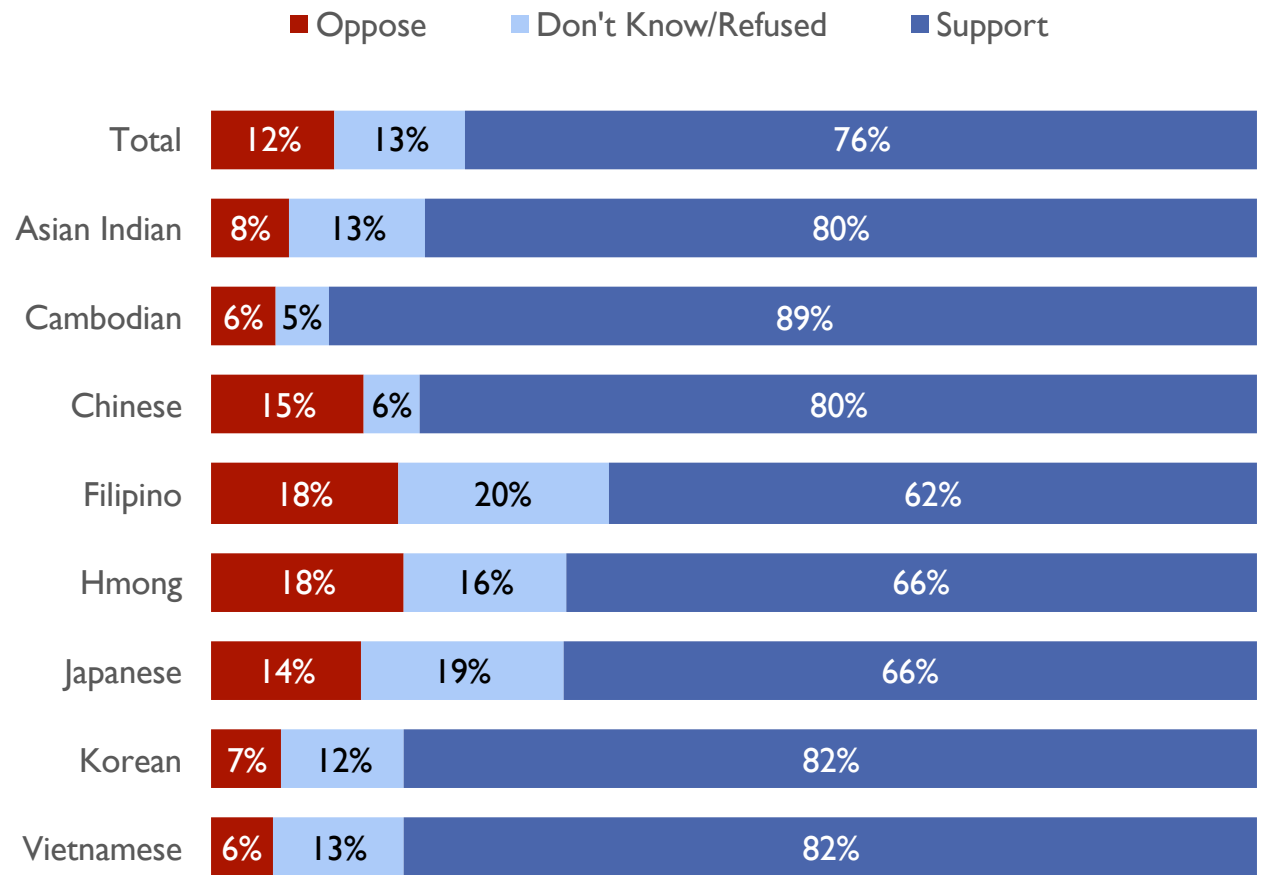
Marijuana Legalization

- 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 account for about 12% of all voters
- Millennial Asian Americans are strongly in support of marijuana legalization
- Opposition is stronger among women than men



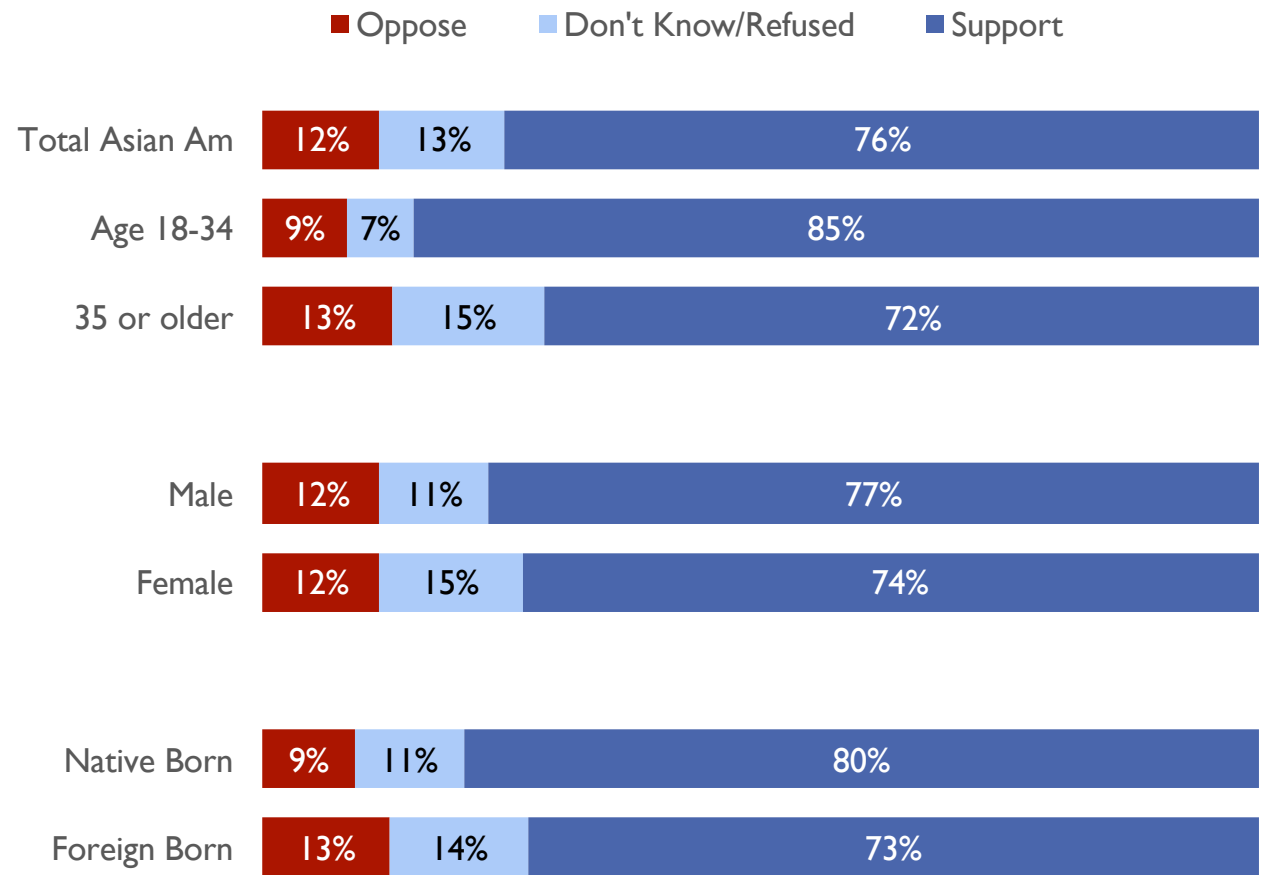
Climate Change Policy

- 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 (76% in support, 12% opposed)
- Support for this environmental policy is in line with other environmental attitudes found in the 2012 NAAS



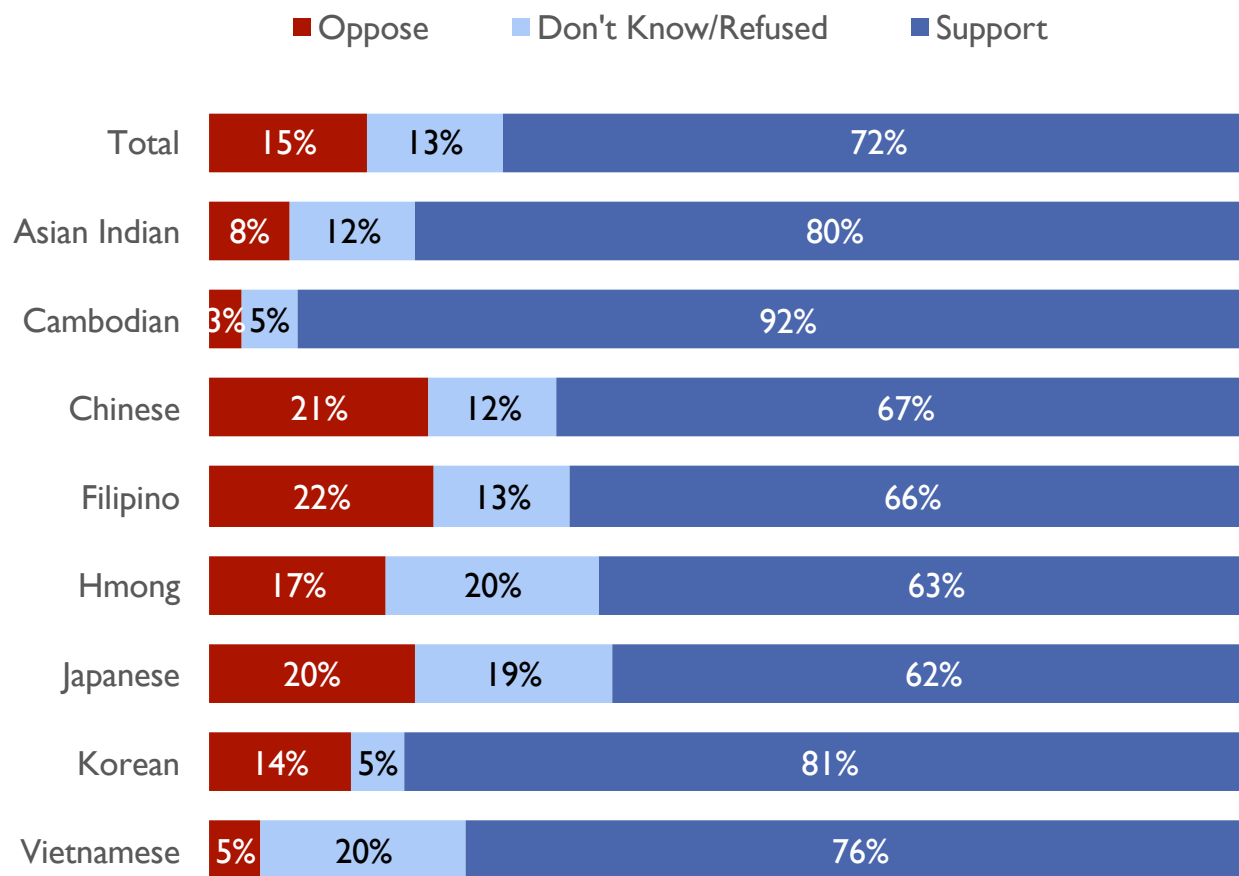
Climate Change Policy

- 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 (76% in support, 12% opposed)
- Support is even stronger among Asian American millennials (85%) and is stronger among the native born than foreign born



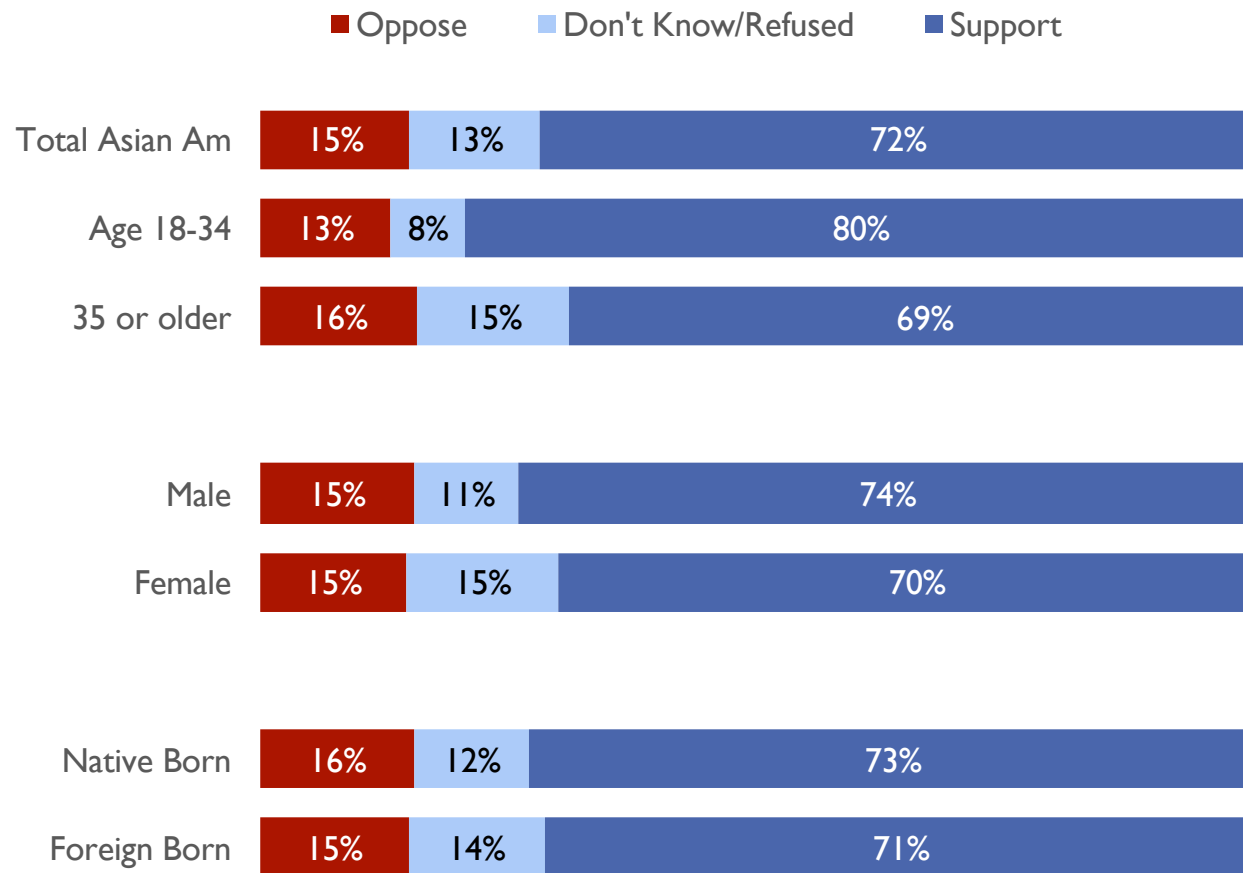
Government to ensure equal rights to Blacks

- 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, 15% opposed)
- Support is strongest among Cambodian, Korean, and Asian Indians



Government to ensure equal rights to Blacks

- 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, 15% opposed)
- Support is even stronger among Asian American millennials (80%)

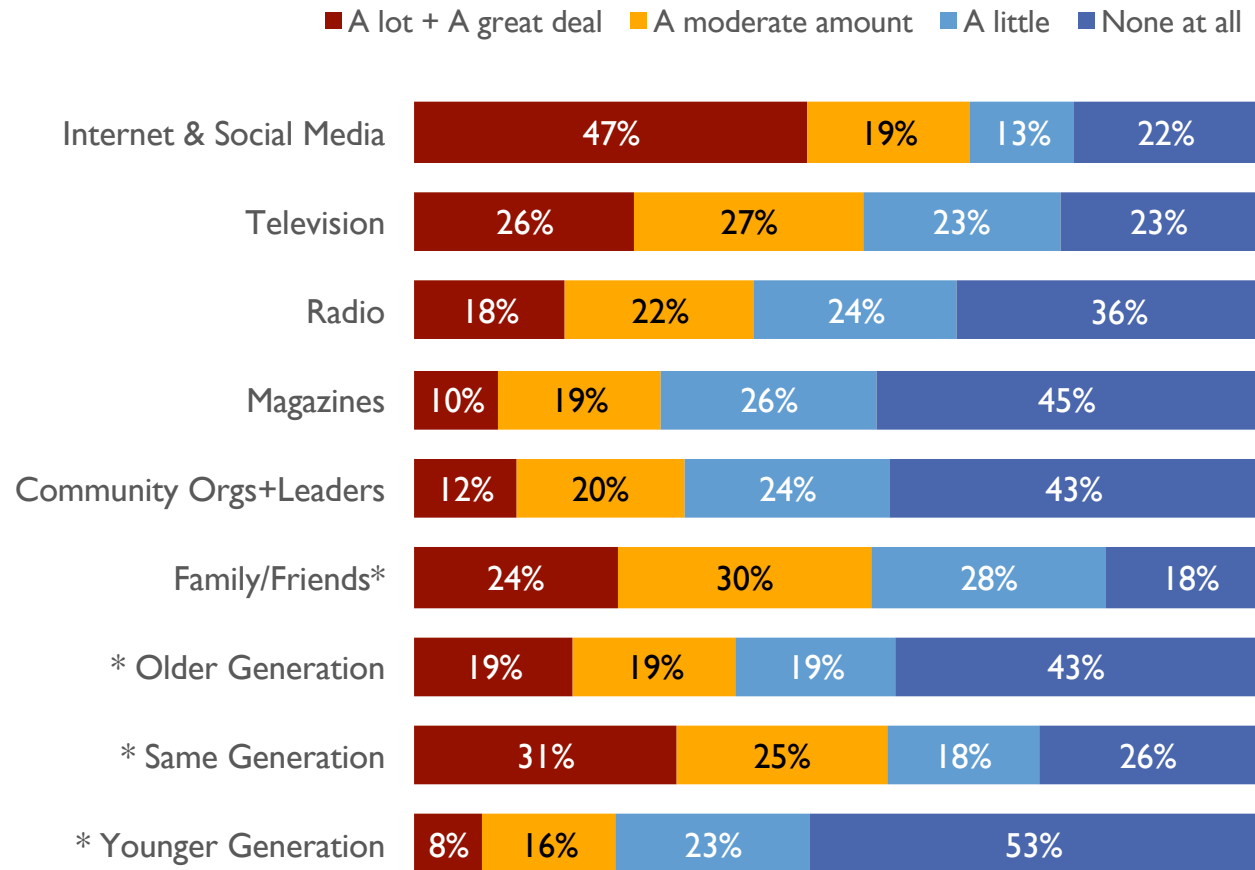


Sources of Political Information

*News Media, Ethnic Media,
Social Media*

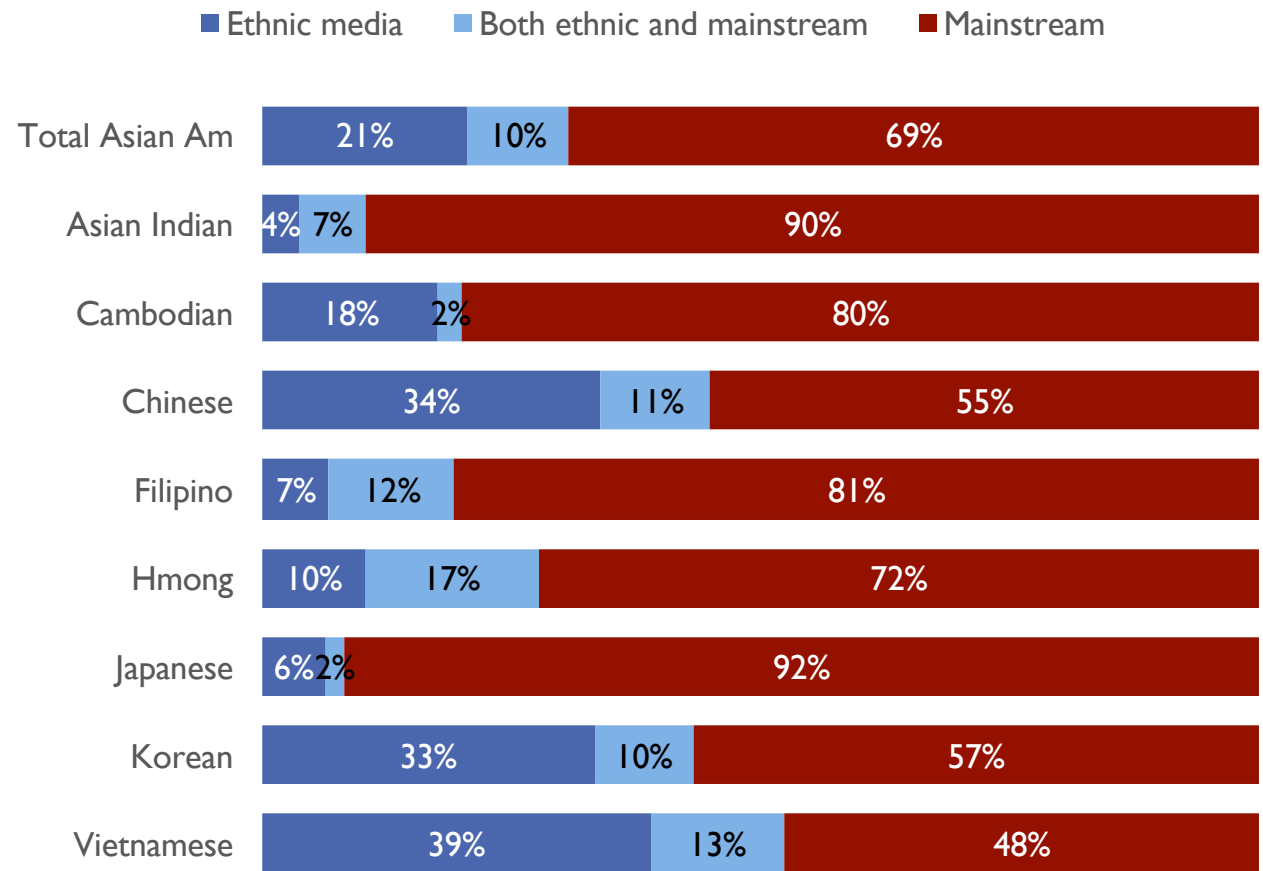
Sources of Political Information

- 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



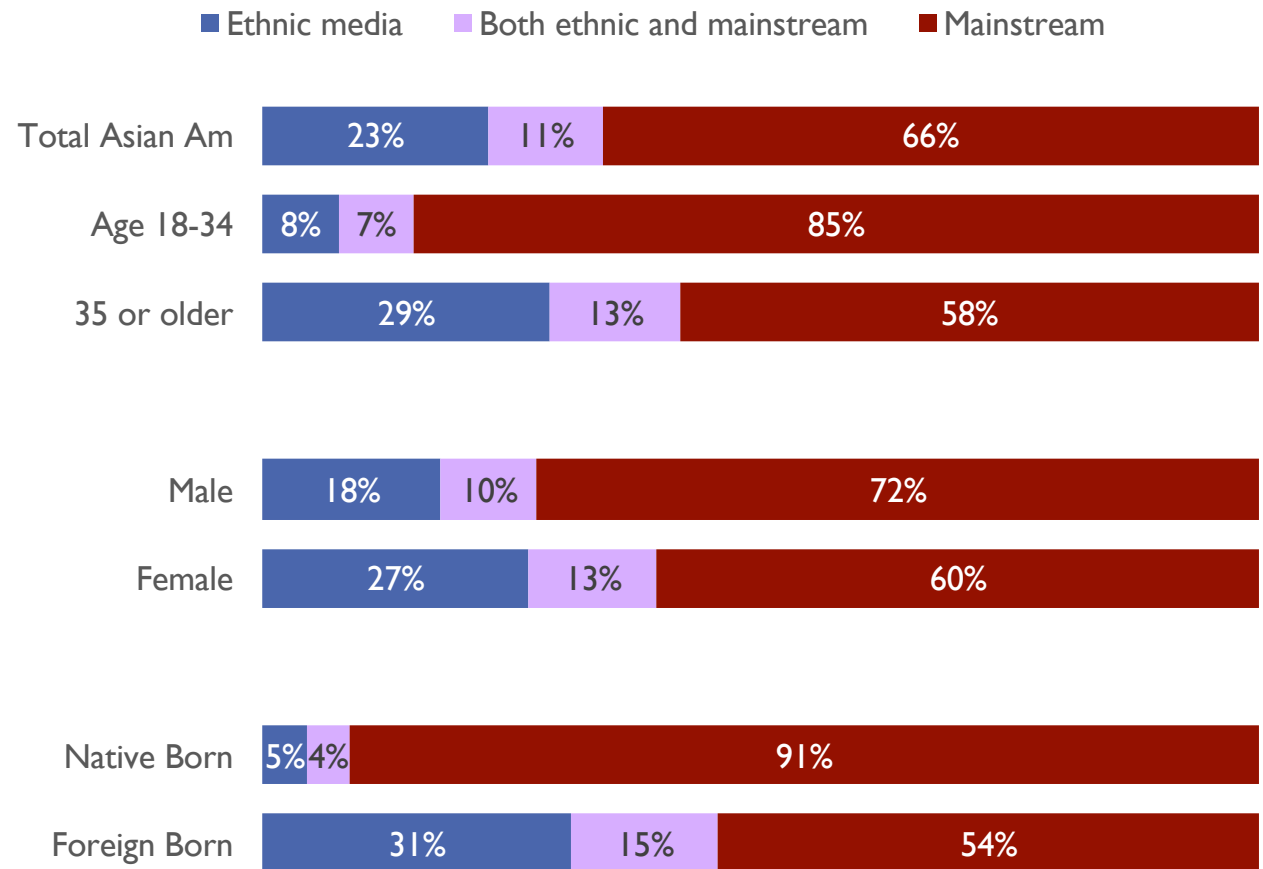
Primary Political News Source: Ethnic or Mainstream?

- 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 1 in 3 Asian American registered voters relies on ethnic media, with usage 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



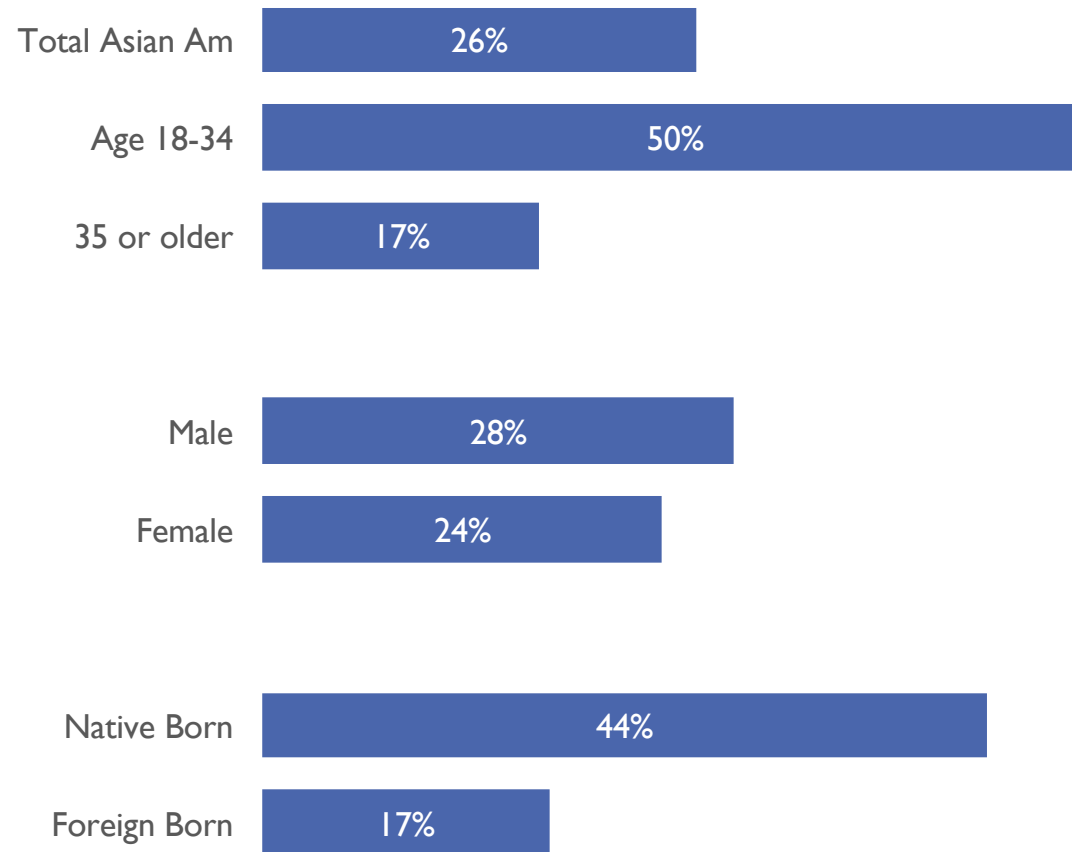
Primary News Source, by Age, Gender, and Nativity

- 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 1 in 3 Asian American registered voters relies on ethnic media
- There are sizable generational gaps in ethnic media usage, whether measured by age or nativity
- Among Asian American registered voters, women are more reliant on ethnic media than men



Social Media Engagement in Politics, by Age, Gender, and Nativity

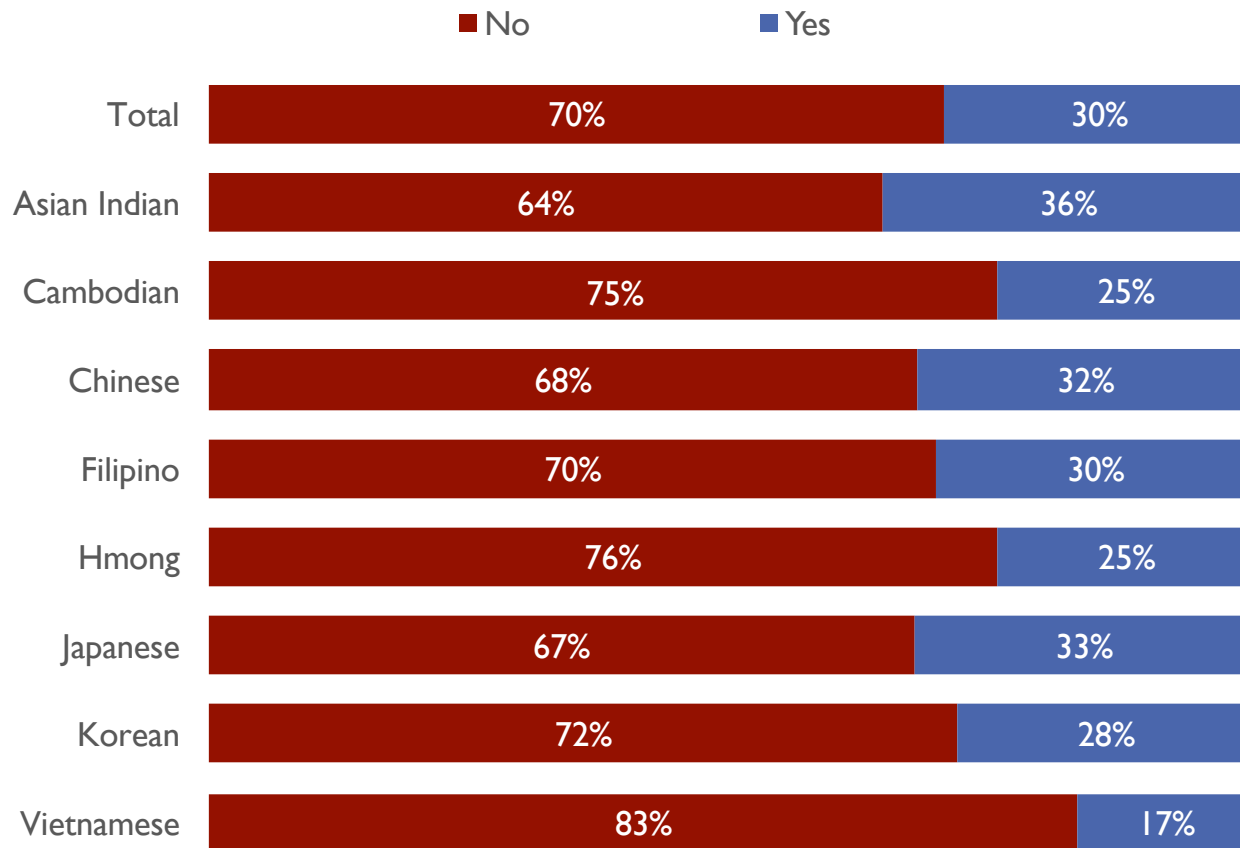
- Question: “In the last 12 months, have you... Posted or commented about politics on social media, like Facebook, Twitter, WeChat or KakaoTalk?”
- We find that social media engagement varies significantly by age and nativity, with millennials and native-born Asian Americans most likely to be politically involved in this medium



Need for Mobilization and Voter Education

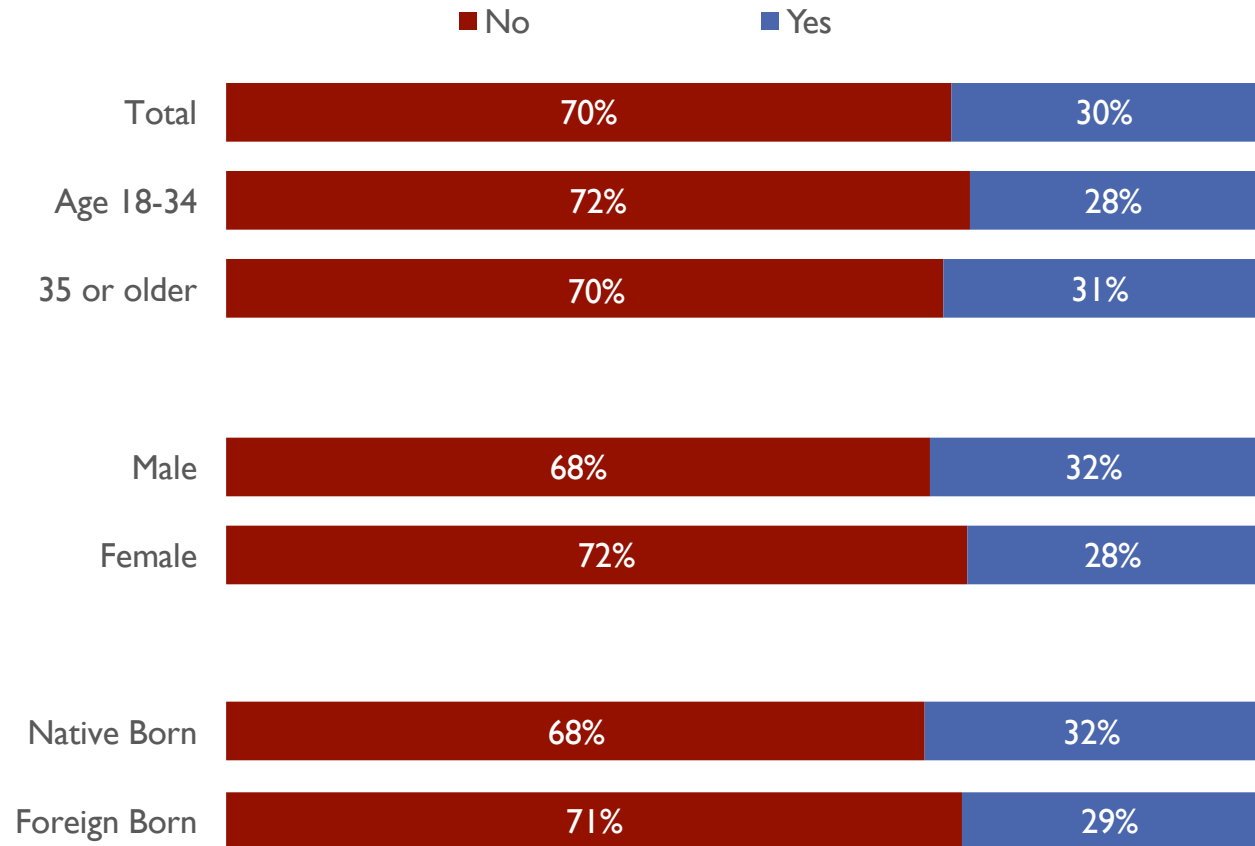
Contacted by a Party or Campaign

- 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 30% of Asian American registered voters report being contacted by parties, a figure similar to that found in 2012 (31%)
- In the 2012 American National Election Study, 43% of whites, 40% of blacks, and 33% of Latinos reported contact by political parties



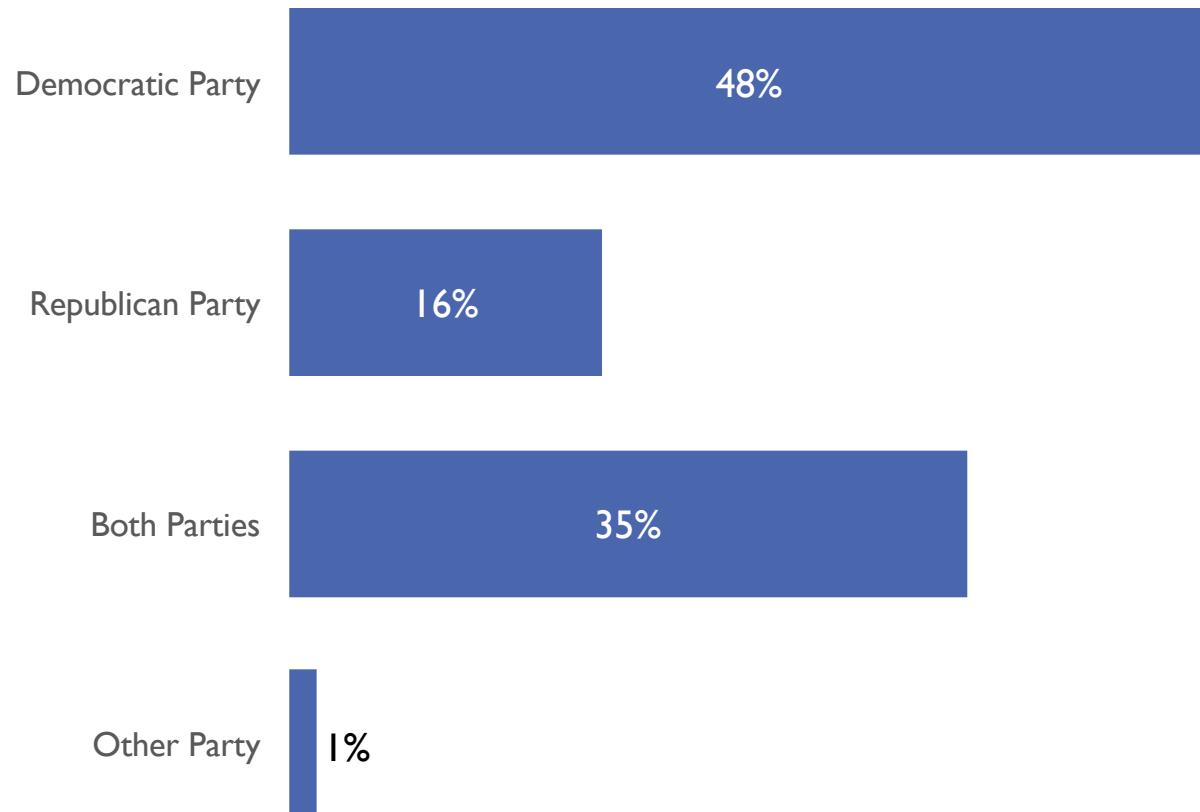
Contacted by a Party or Candidate, by Age, Gender, and Nativity

- 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 30% of Asian American registered voters report being contacted by parties, a figure similar to that found in 2012 (31%)
- There are no significant differences in contact rates by age, gender, and nativity



Contacted by Which Party?

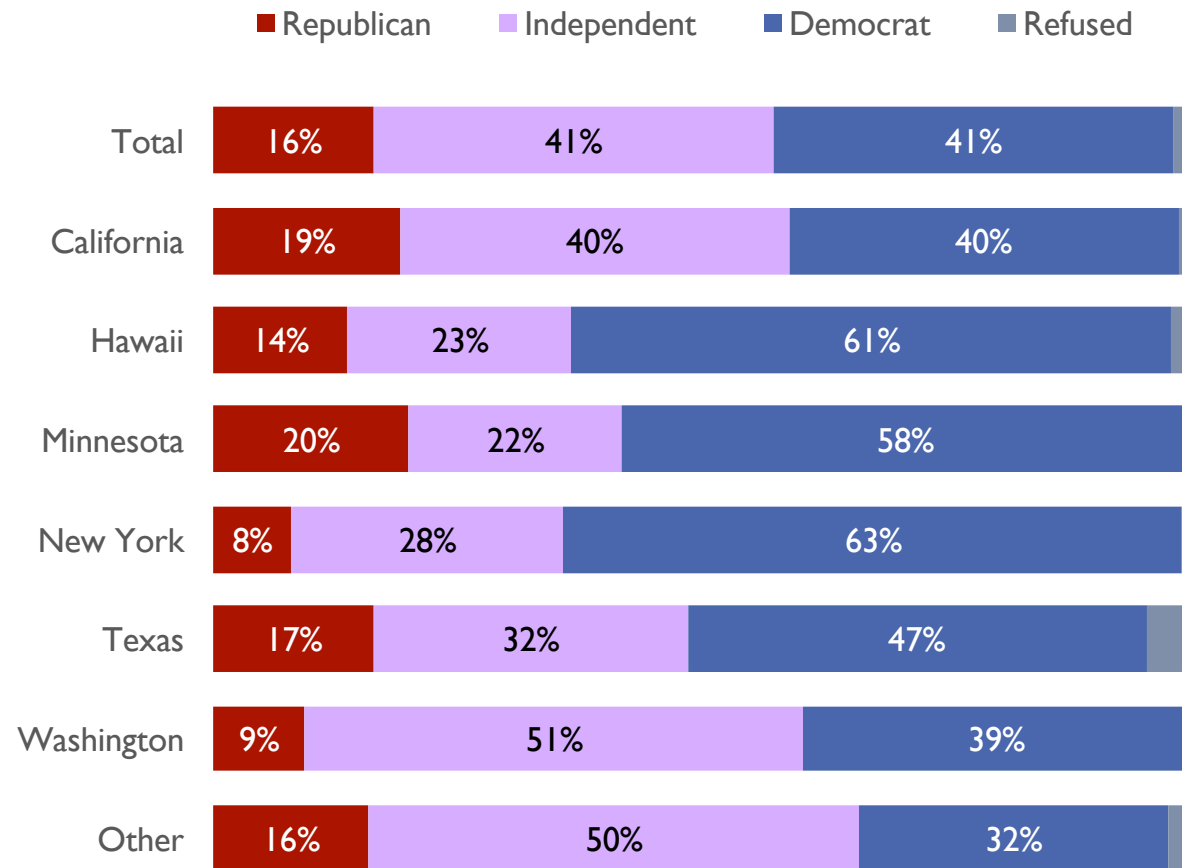
- Among those who were contacted by a party, they were much likely to be contacted by the Democratic Party than the Republican Party
- These figures are in line with party contact for Latinos in the 2012 American National Election Study (47% D, 21% R, 33% both)
- In the 2012 ANES, blacks were much more likely to be contacted exclusively by Democrats (60%), and whites were more likely to be contacted exclusively by Republicans (30%)



Select Findings by State

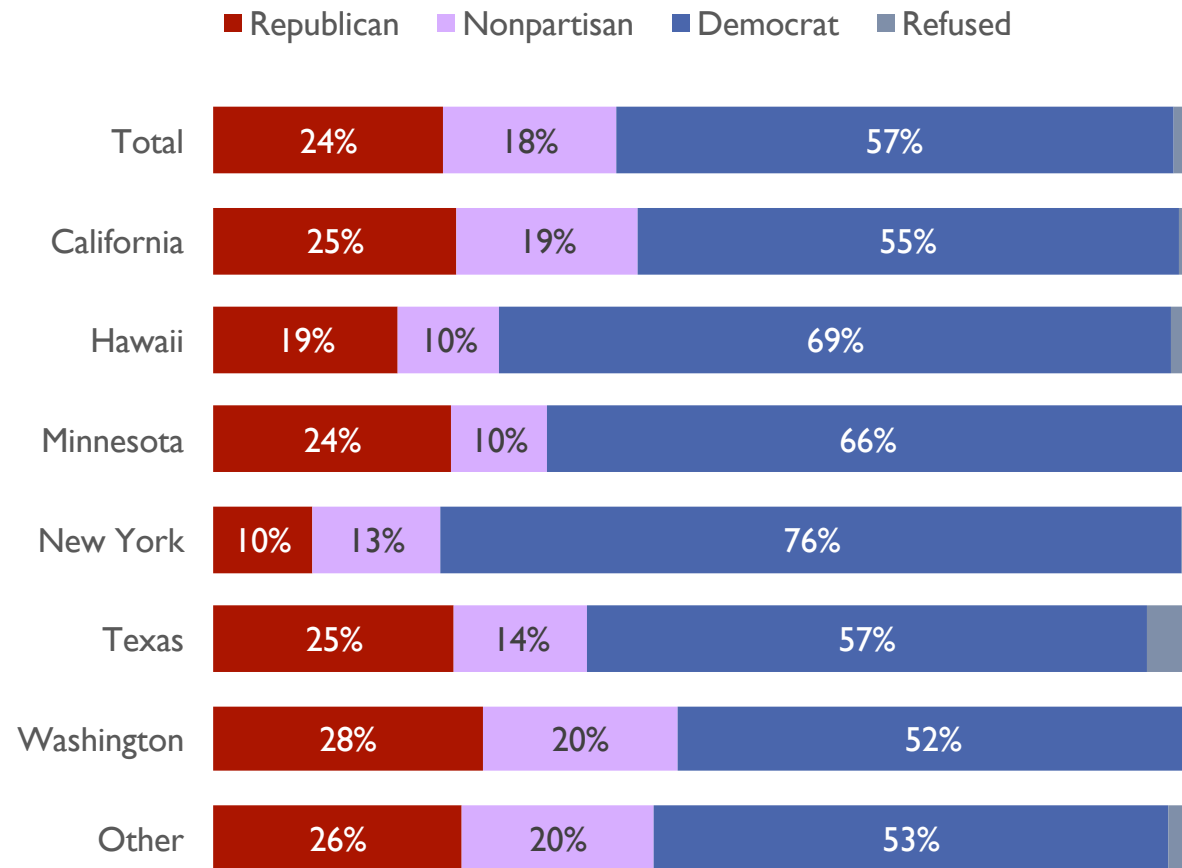
Party identification, without leaners

Among Asian American
registered voters



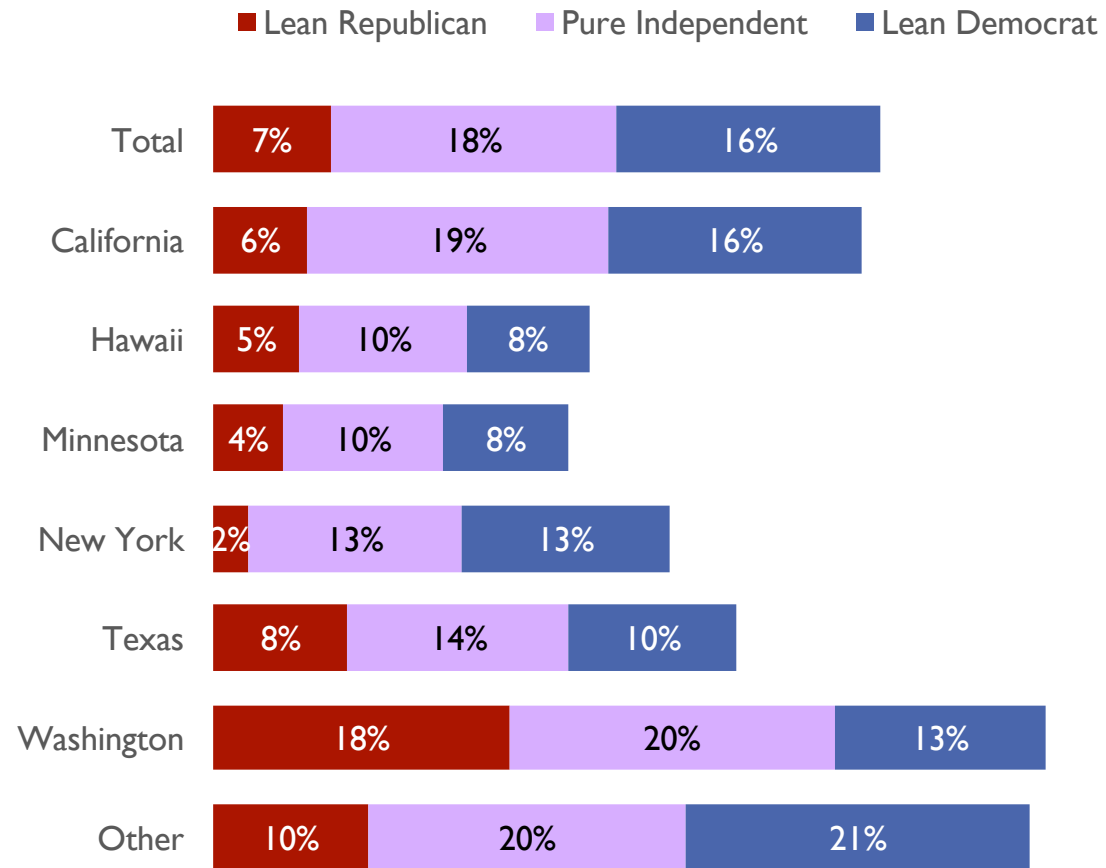
Party identification, with leaners

Among Asian American
registered voters



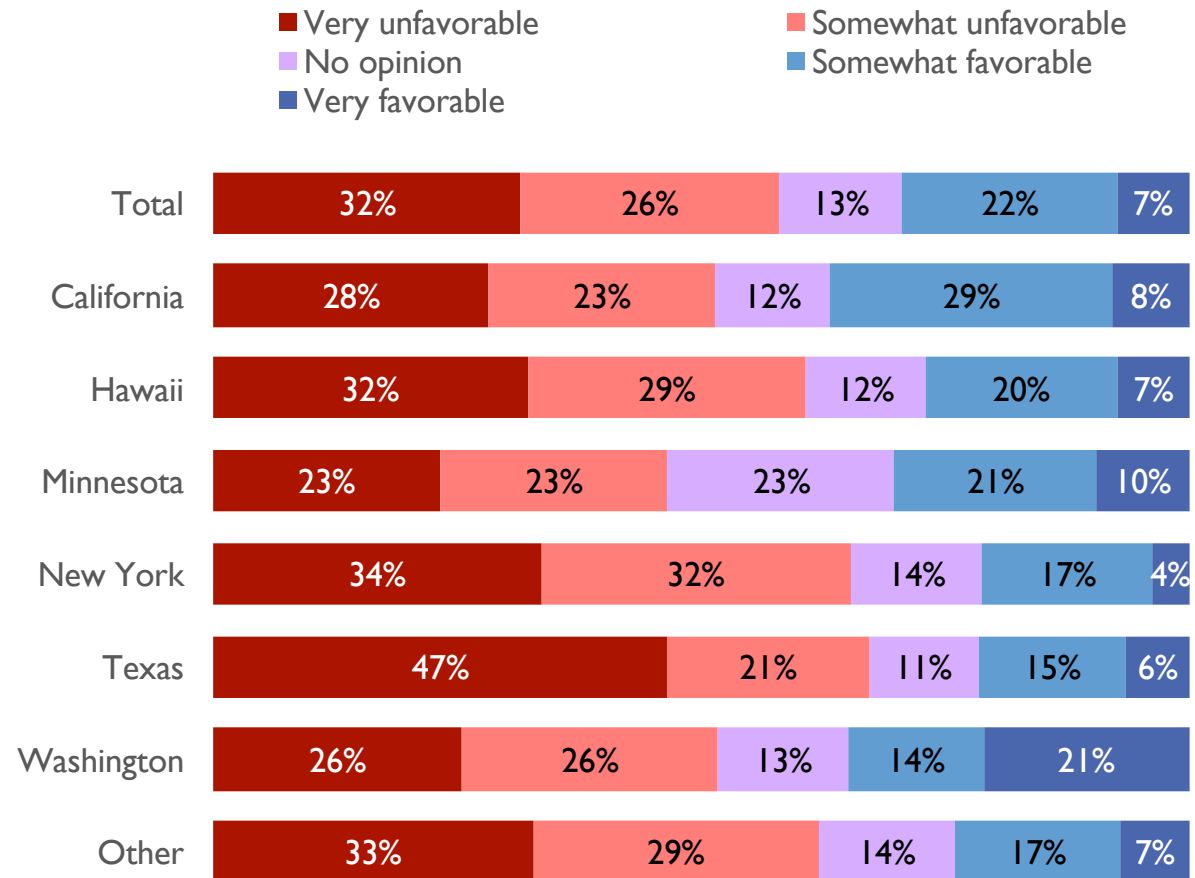
Party Leaners and Pure Independents among registered voters

Among Asian American registered voters



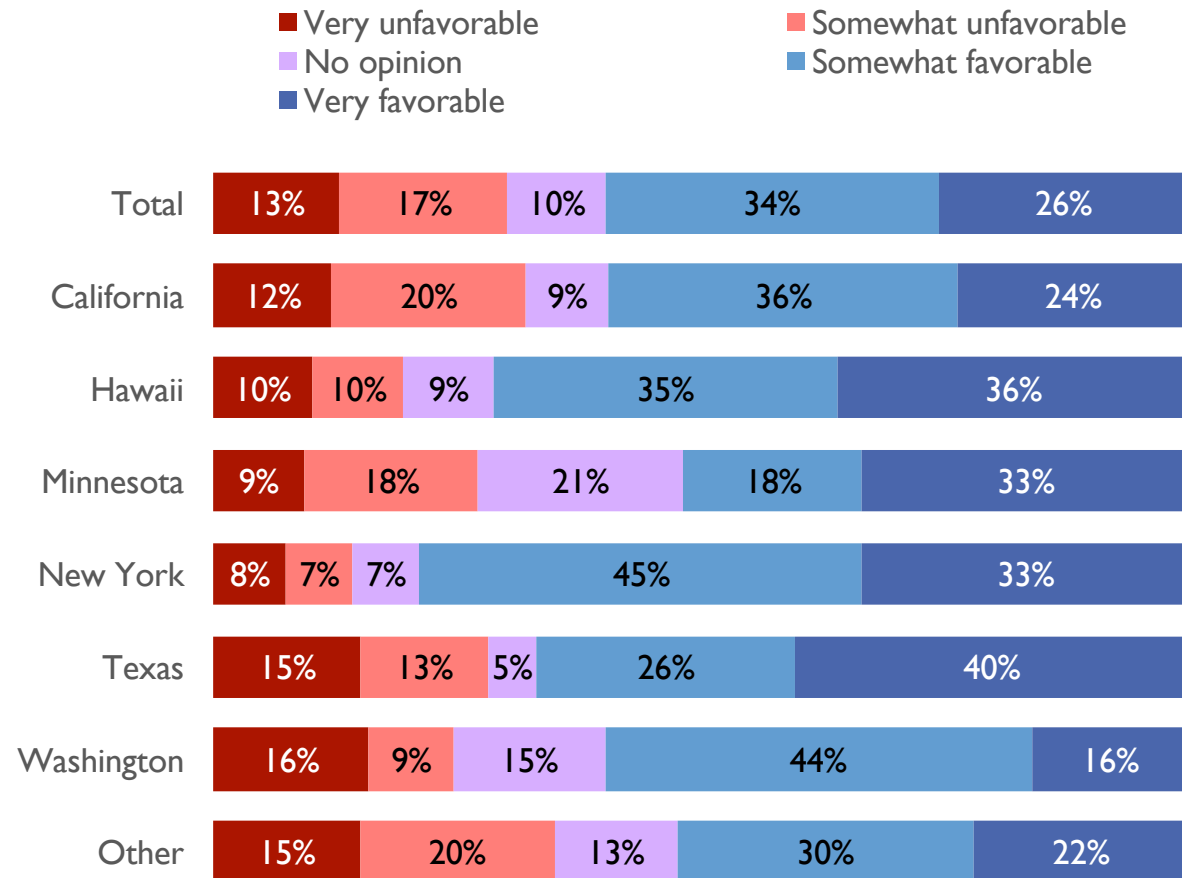
Favorability Rating: Republican Party

Among Asian American
registered voters



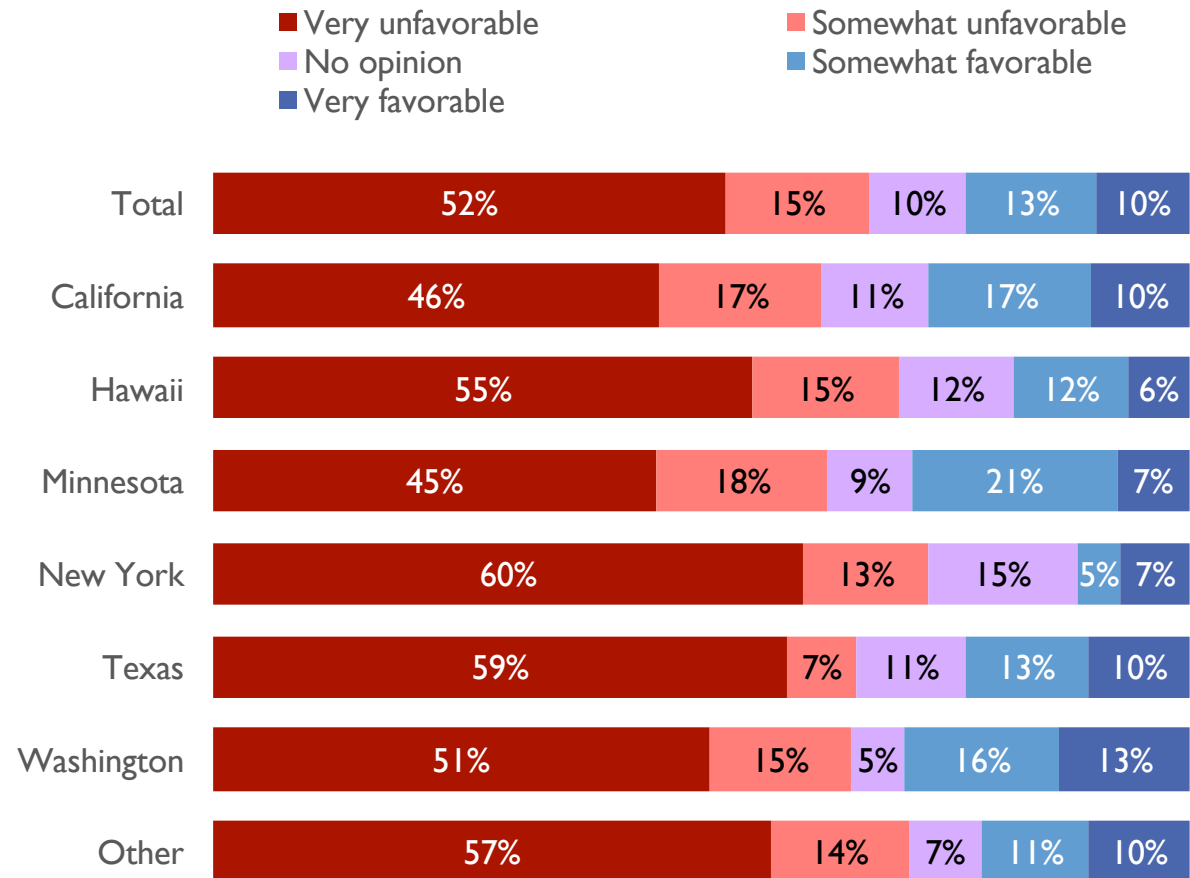
Favorability Rating: Democratic Party

Among Asian American
registered voters



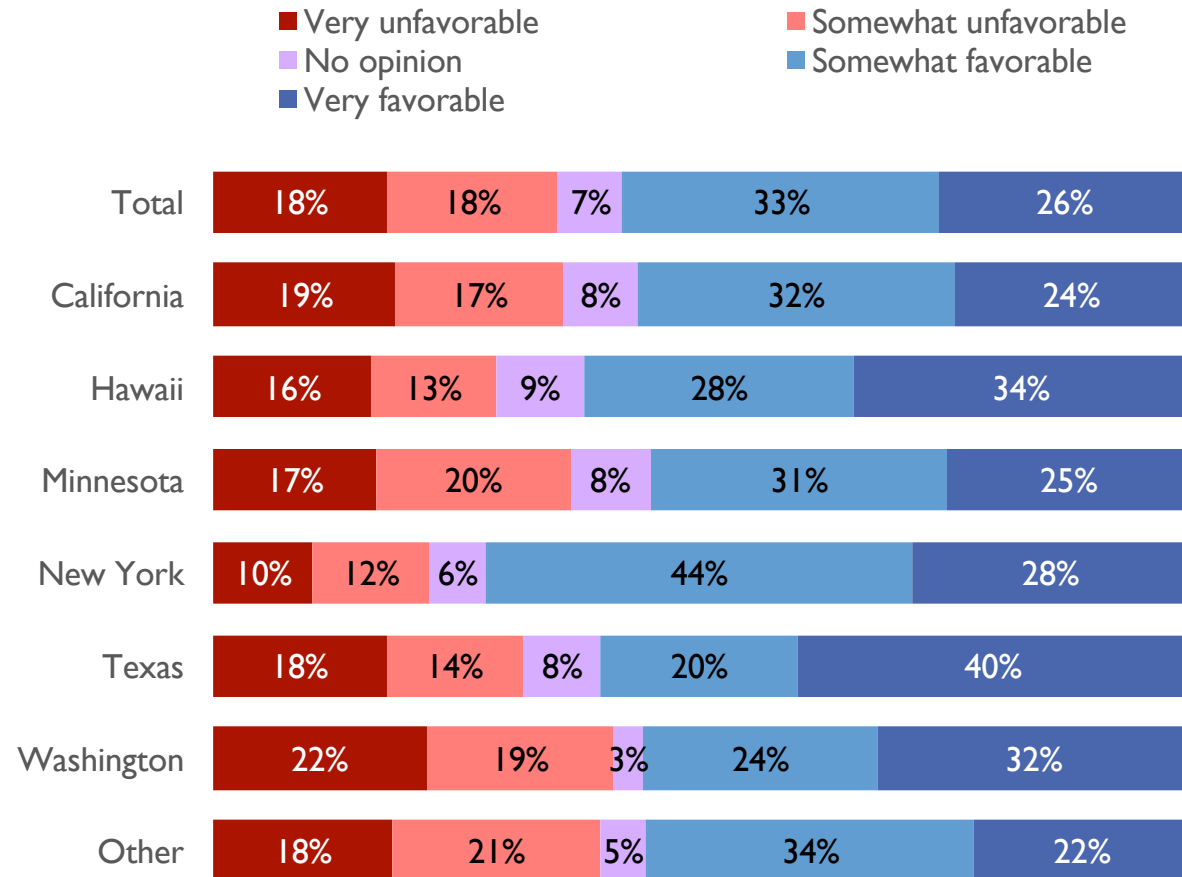
Favorability Rating: Donald Trump

Among Asian American
registered voters



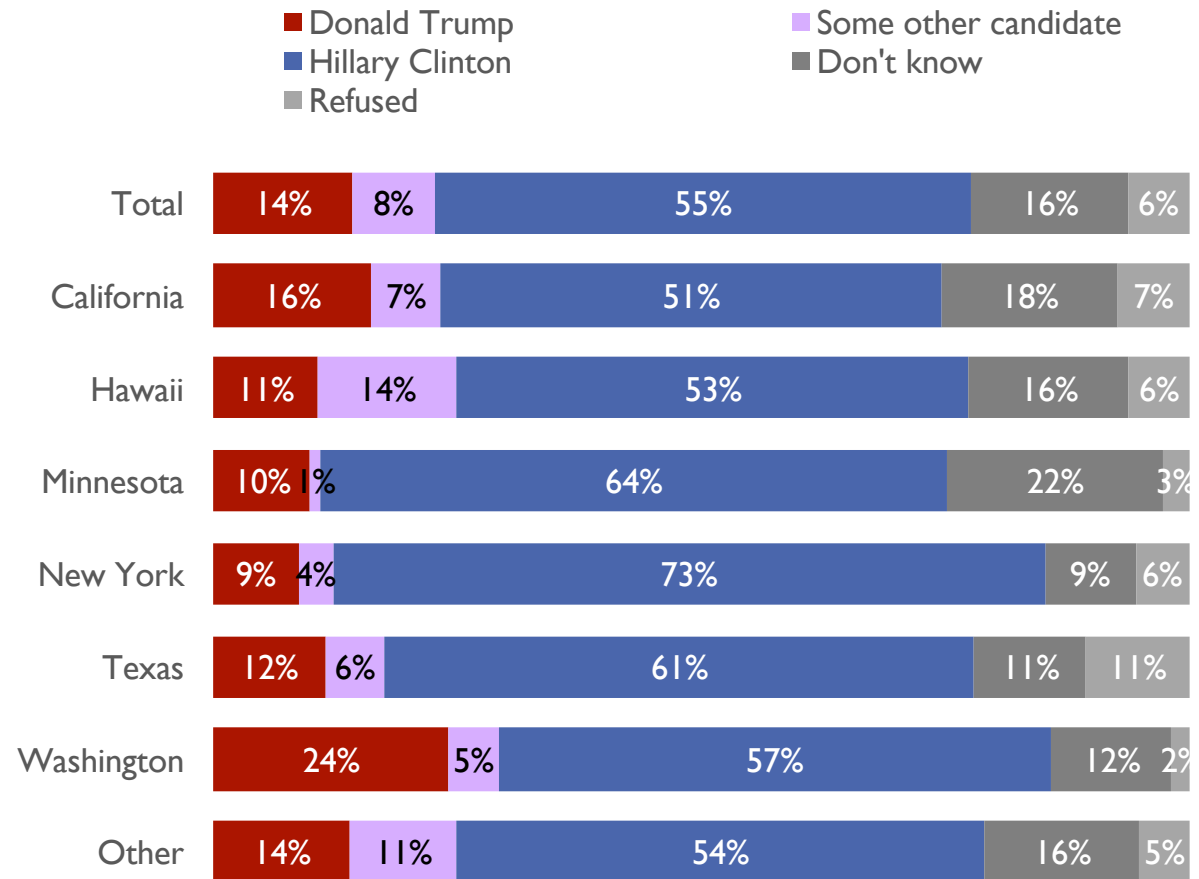
Favorability Rating: Clinton

Among Asian American
registered voters



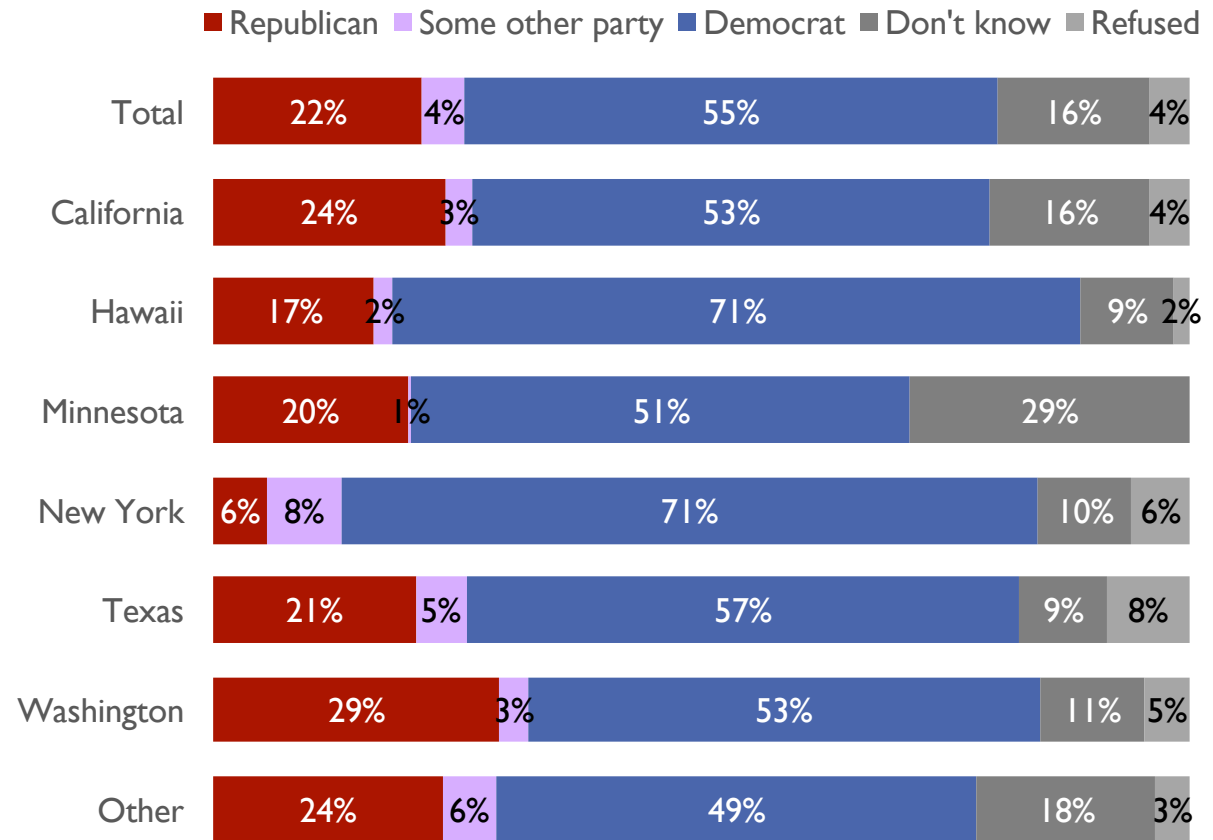
Presidential Vote Choice

Among Asian American registered voters



Congressional Vote Choice

Among Asian American registered voters



Thank You!

Questions?

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