



ASIAN AMERICAN VOTERS IN THE 2020 ELECTION

November 4, 2020

Asian American
Decisions

The American Election Eve Survey

Total N=15,200 registered voters (+/- 0.8%)

- Representative samples: Latino, African American, Asian American and Pacific Islanders, American Indian, and White voters

Field Dates: October 23 - November 2, 2020

- Screen already voted, certain voted
- Blended sample, % online, % live telephone interviews
- Language according to respondent preference: English, Spanish, Chinese Mandarin, Chinese Cantonese, Korean, Tagalog, Vietnamese, Hmong

<https://electioneve2020.com>

The Asian American Eve Surveys

National Eve

- 1,675 Asian American, 41 Pacific Islander voters
- 382 Chinese Americans, 328 Asian Indians, 250 Filipino Americans, 236 Vietnamese Americans, 203 Korean Americans, 200 Japanese Americans, 76 other Asian Americans.
- Interview languages: English, Mandarin, Cantonese, Korean, Tagalog, Vietnamese, Hmong

Georgia-7th

- 302 Asian American and Pacific Islander voters: 27% Asian Indian, 19% Chinese, 18% Korean, 14% Vietnamese, 22% all others.
- Languages: English, Mandarin, Cantonese, Korean, Vietnamese

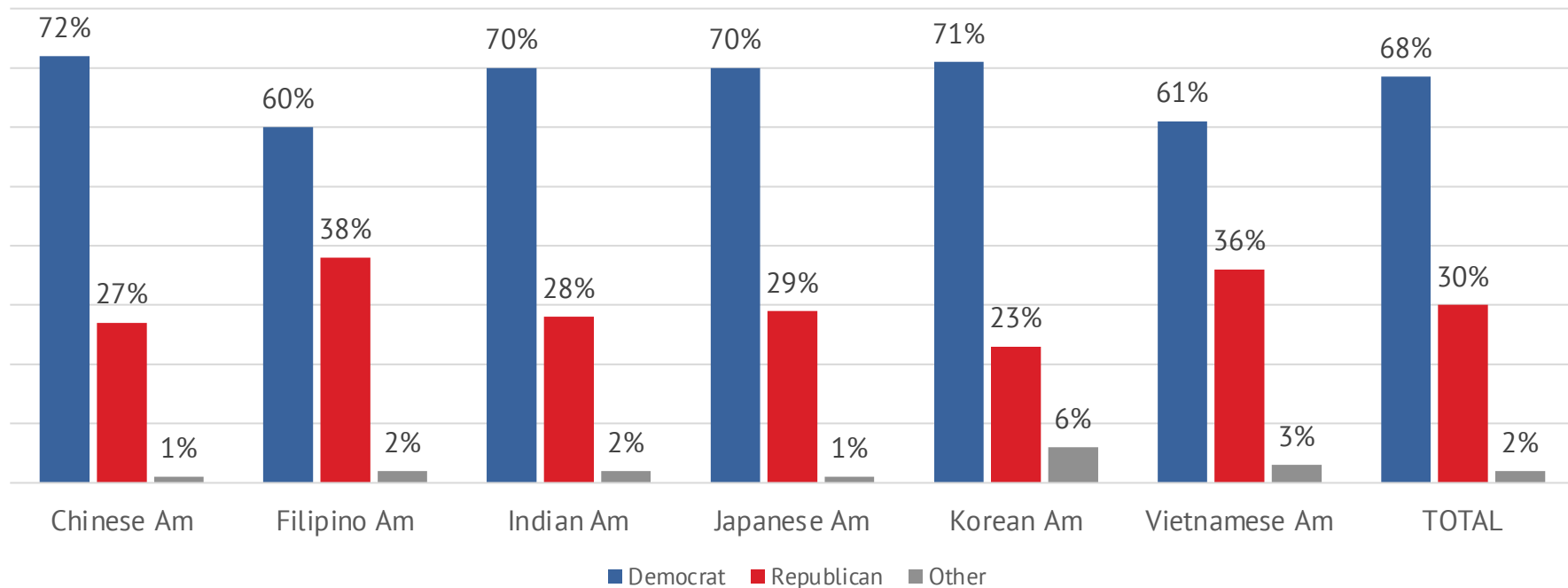


2020 VOTE CHOICE



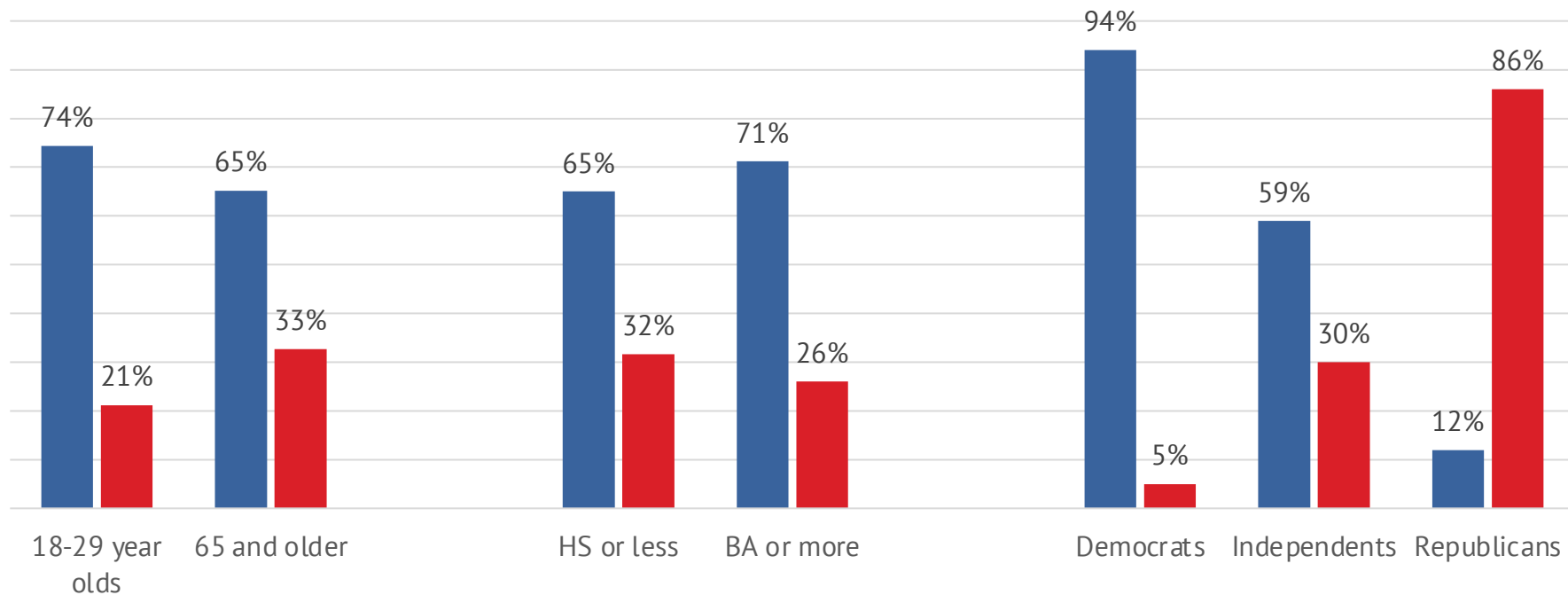
Strong Support for Biden Across Subgroups

In the election for President, did you vote for the Democratic candidate Joe Biden, Republican candidate Donald Trump or someone else?



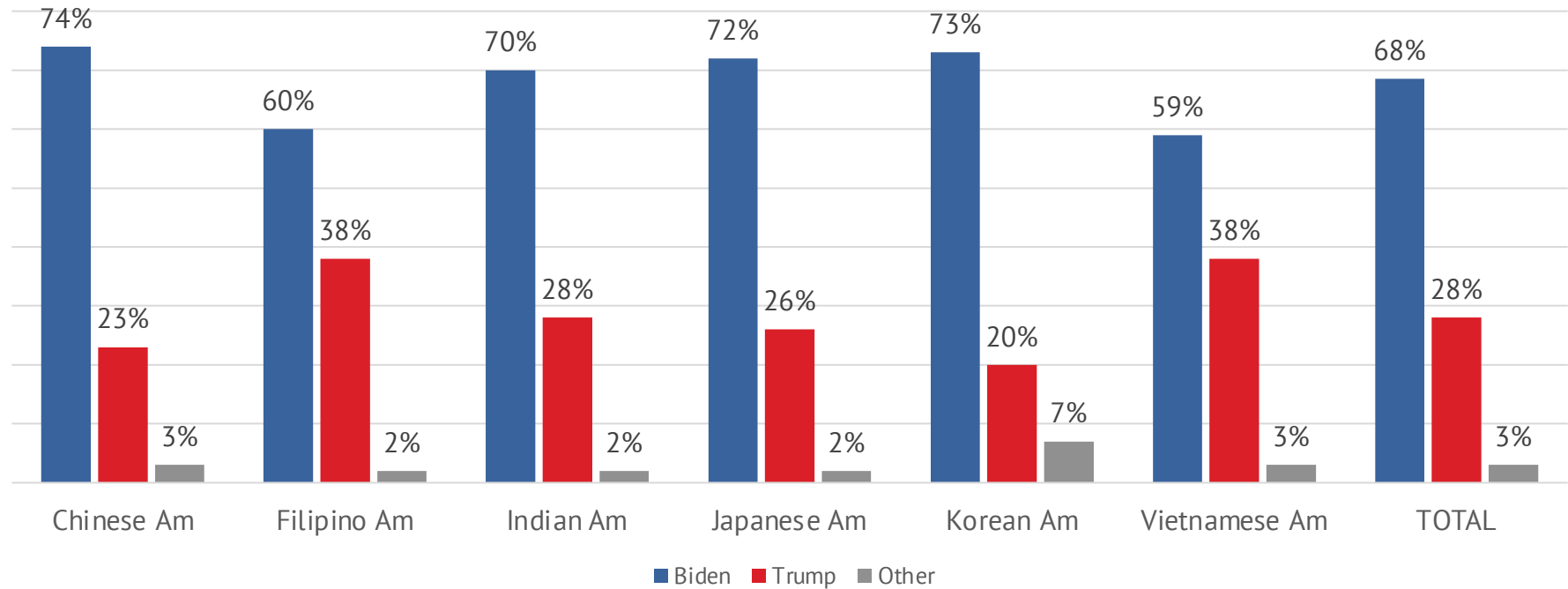
Age, Education, and Partisan Differences

In the election for President, did you vote for the Democratic candidate Joe Biden, Republican candidate Donald Trump or someone else?



Strong Democratic Vote in House Races

In the election for U.S House of Representatives, did you vote for the Democratic candidate or the Republican candidate in your district?

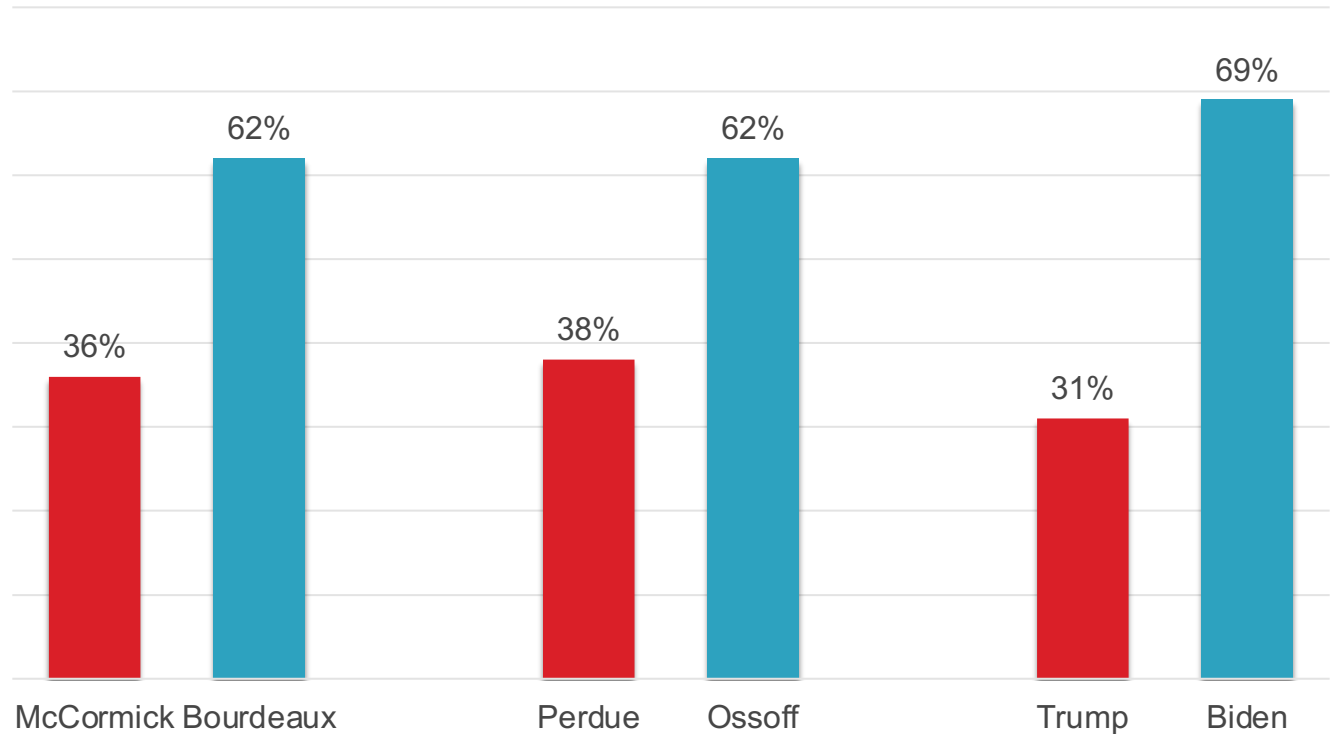


2020 Vote in GA-7

Asian Americans in GA-7 voted Democratic by large margins in the Presidential, Senate, and House race.

In the House race, Bourdeaux did better among college-educated (70% to 56%); worse among 18-29 year old voters (50% to 74% among 40+ year olds)

Significant cross-over vote from Rep to Dem (29% in Presidential; 21% in House race)

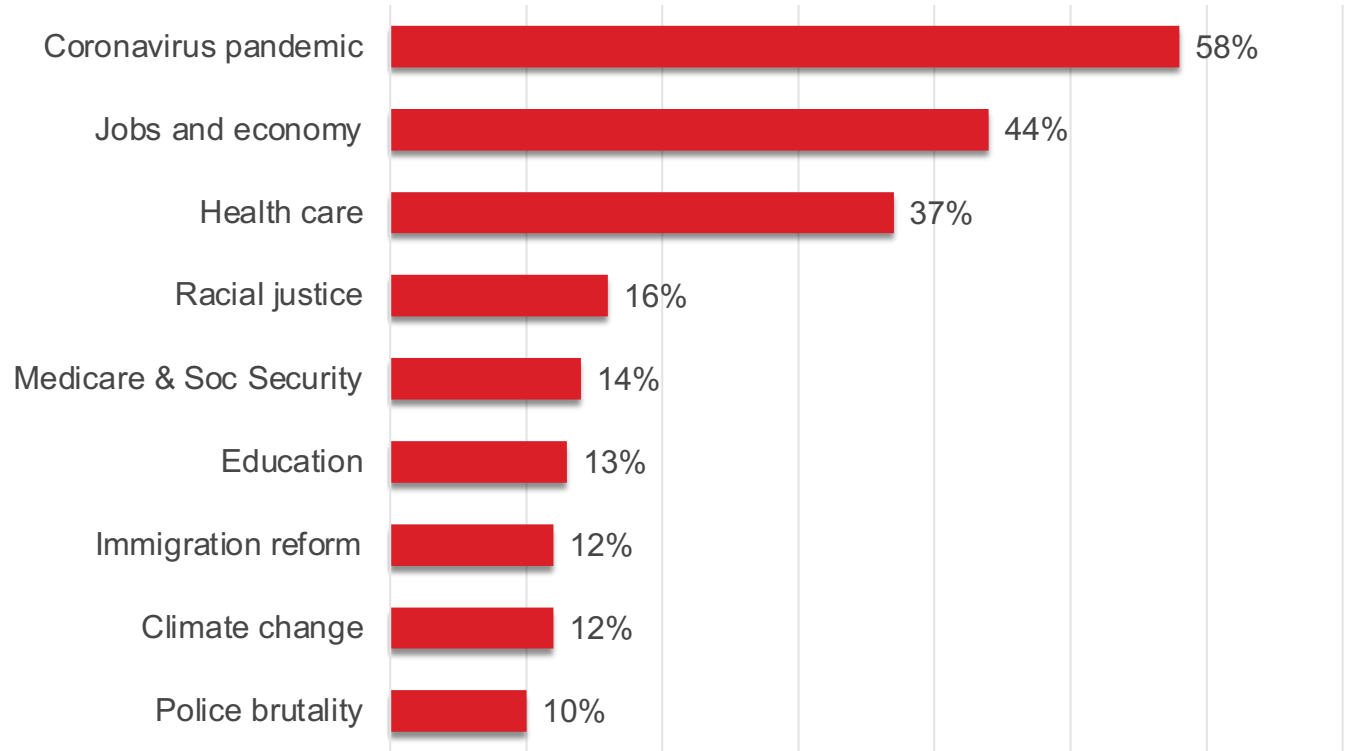


ISSUES

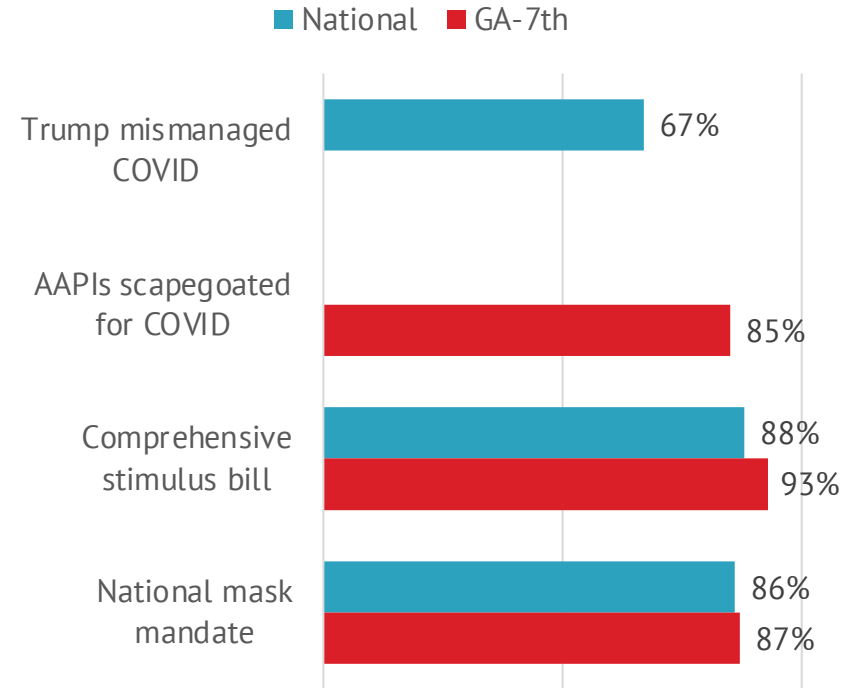
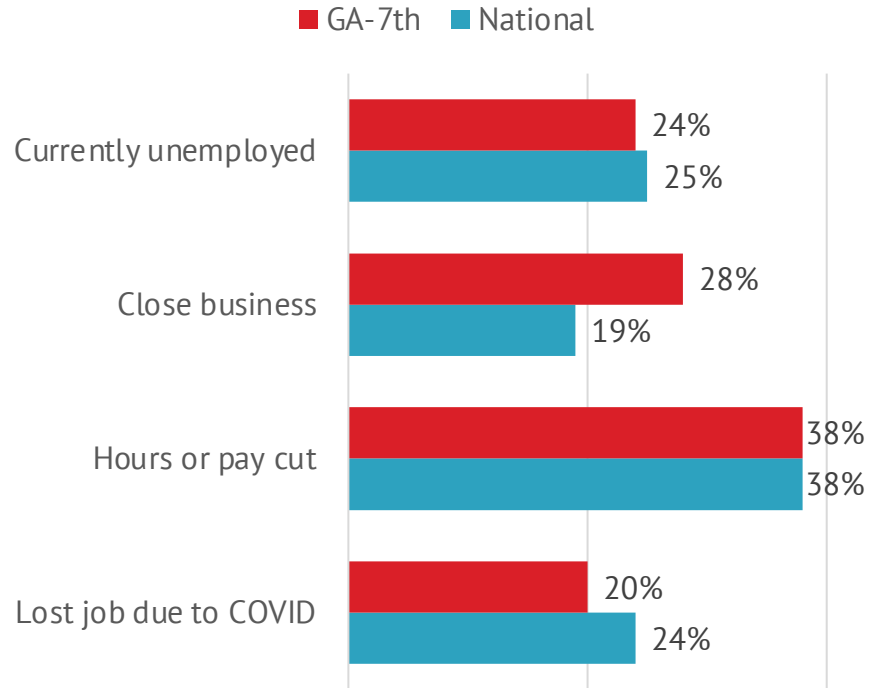
Issue Priorities (National Sample)

COVID, jobs and the economy, and health care dominate the list of "most important issues facing your community that our politicians should address."

Significant numbers also mention racial justice, police brutality, immigration reform, medicare and social security, education, climate change.

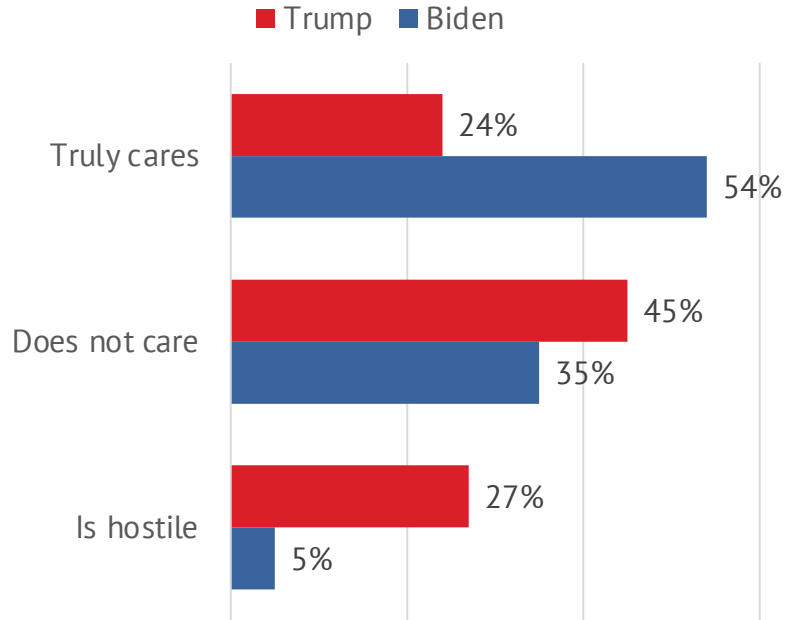


Referendum on COVID



Referendum on Racial Division

Would you say [Donald Trump / Joe Biden] truly cares about AAPI voters, does not care much, or is hostile toward AAPI voters?



More anti-AAPI
discrimination since
Trump

58%

White supremacist
groups a threat

80%

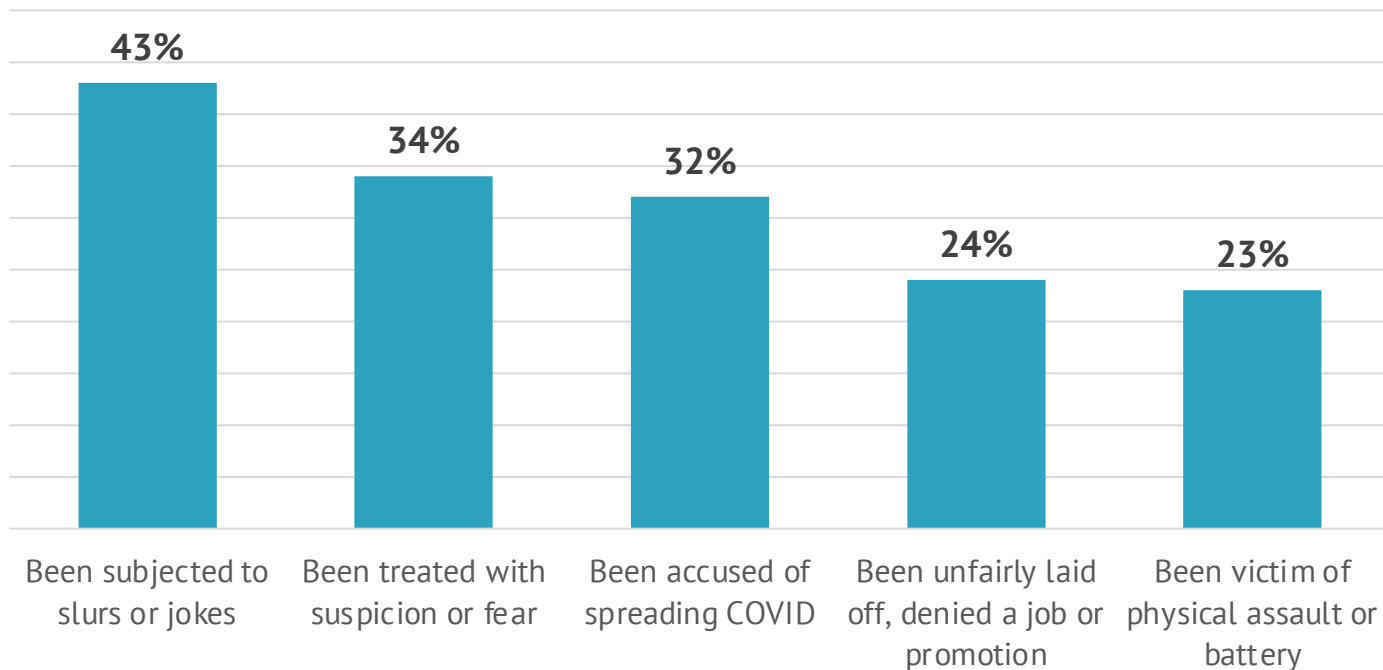
#BLM importance

80%

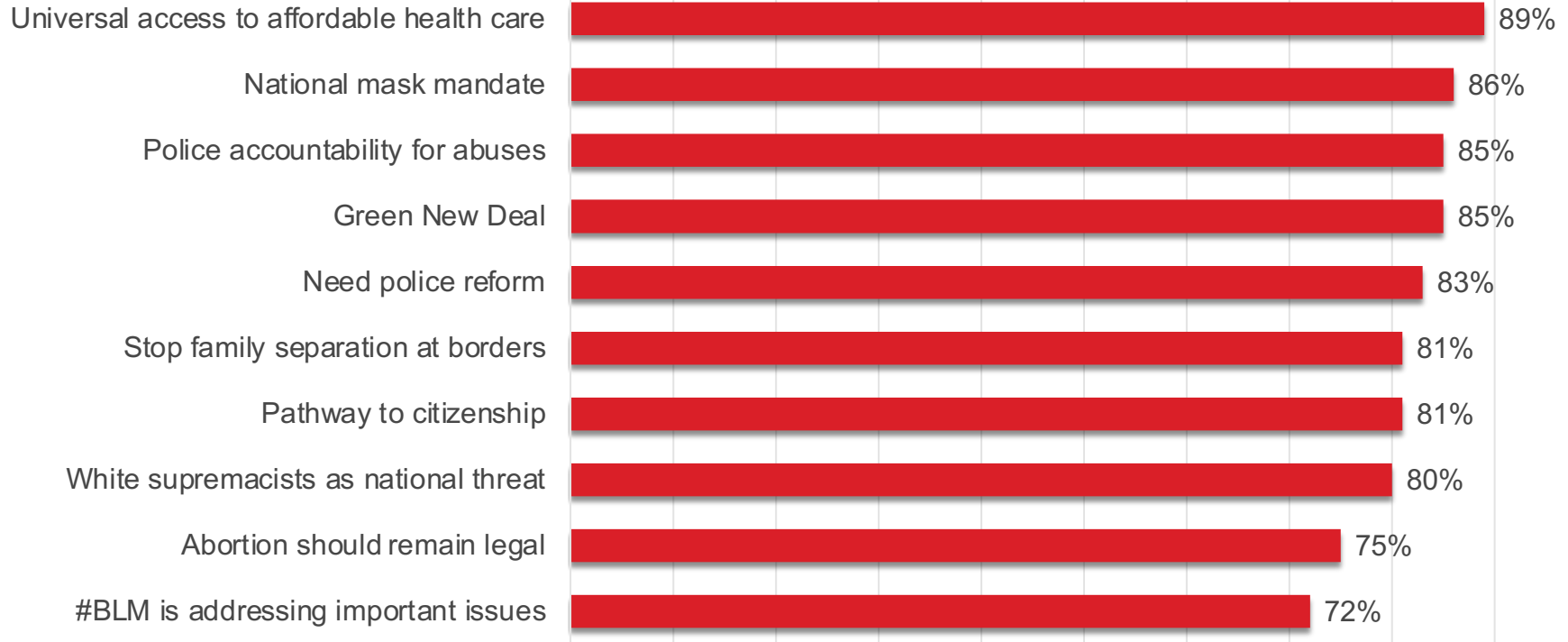
High Rates of Adverse Treatment (GA-7th)

Please indicate whether or not each has happened to you because of your race or ethnicity ...

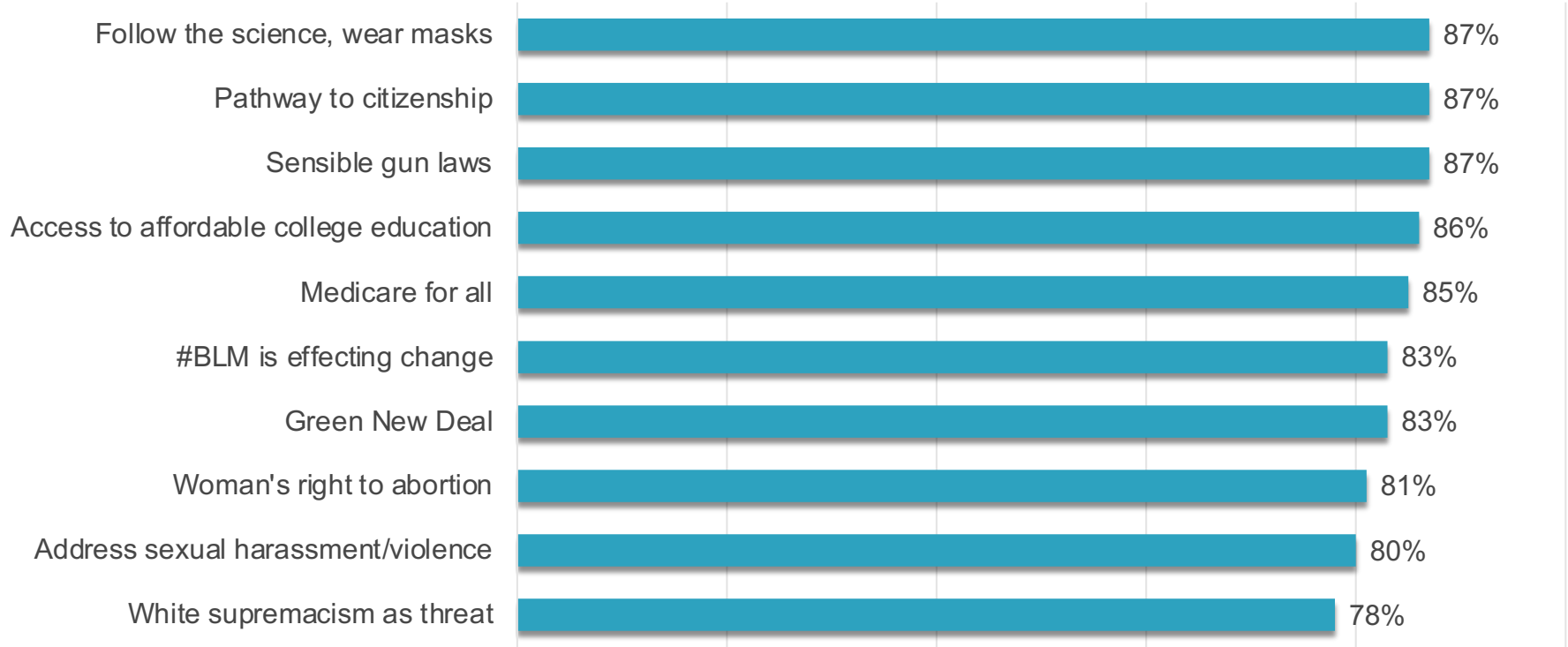
65% of Asian American voters in Georgia had experienced at least one of these discriminatory / microaggressive acts.



Progressive Consensus on Issues (National)

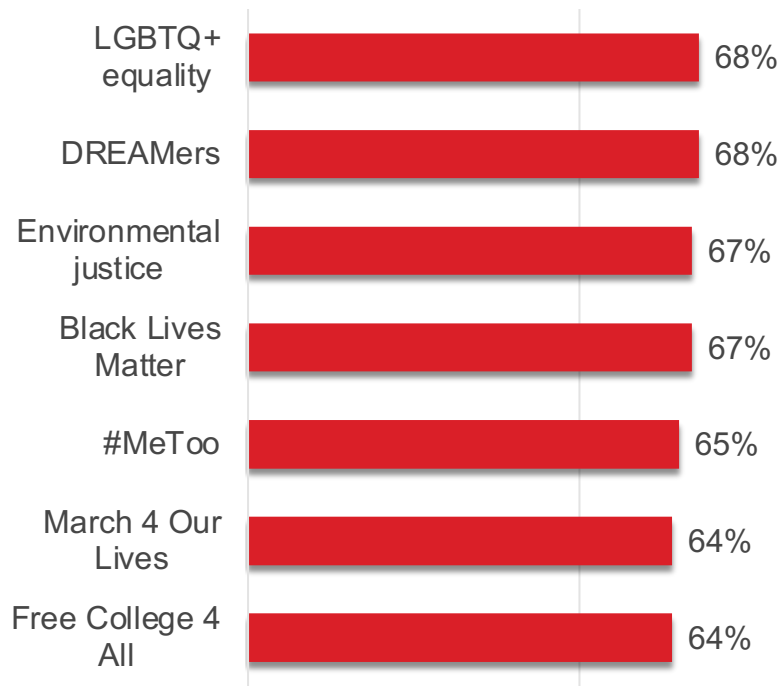


Progressive Consensus on Issues (GA-7th)

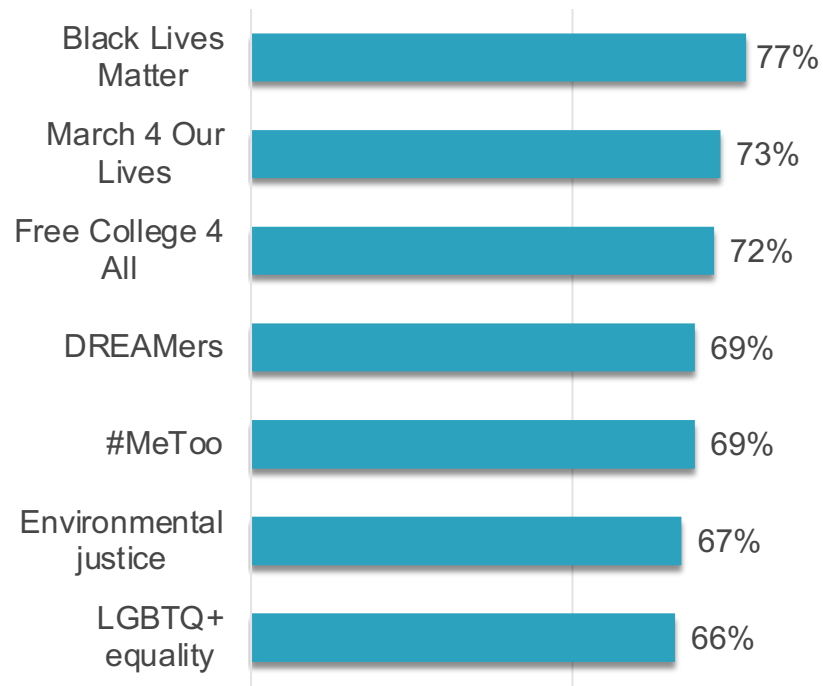


Aligned with Protest Movements (GA-7th)

% strongly or somewhat aligned



% strongly aligned voting Bourdeaux



TURNOUT AND MOBILIZATION



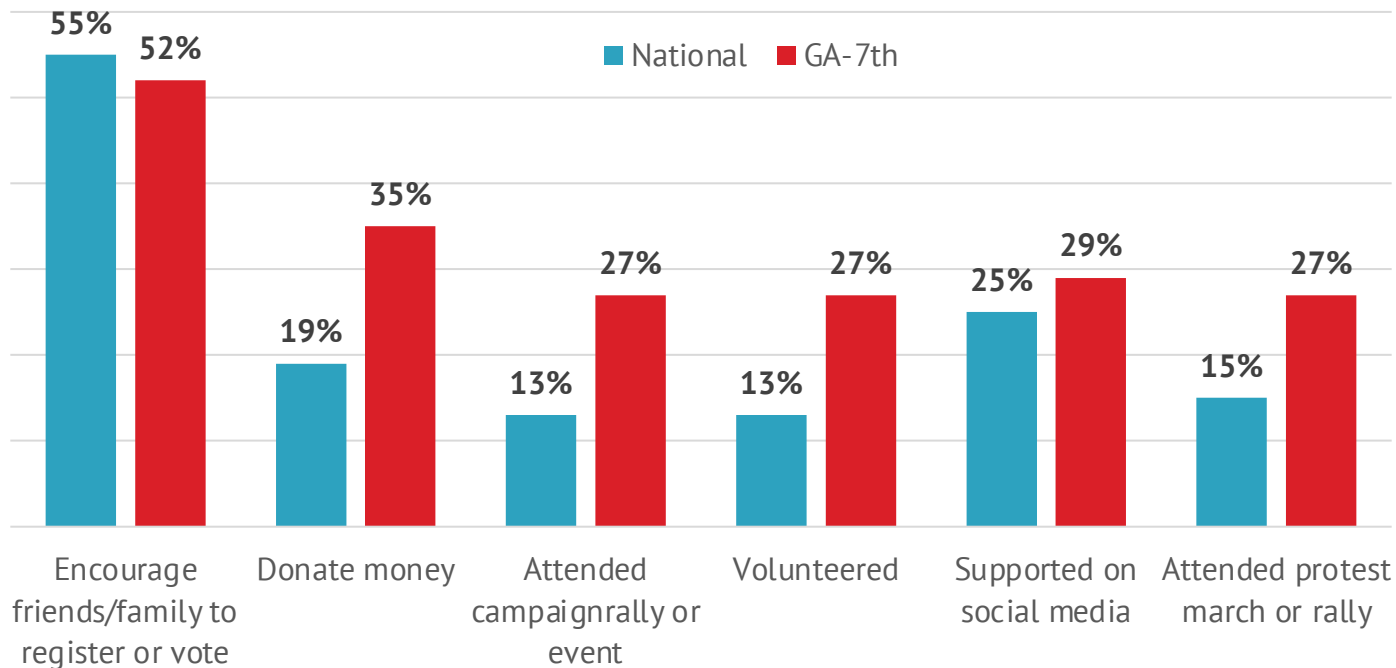
Engaged in Multiple Contexts

Did you take part in any of the following activities related to the 2020 election ... ?

1 in 2 voters encouraged their friends or family to participate in the 2020 election.

Overall rates of engagement were higher in GA-7th than for AAPIs nationally.

Participation rates generally higher than in previous elections.



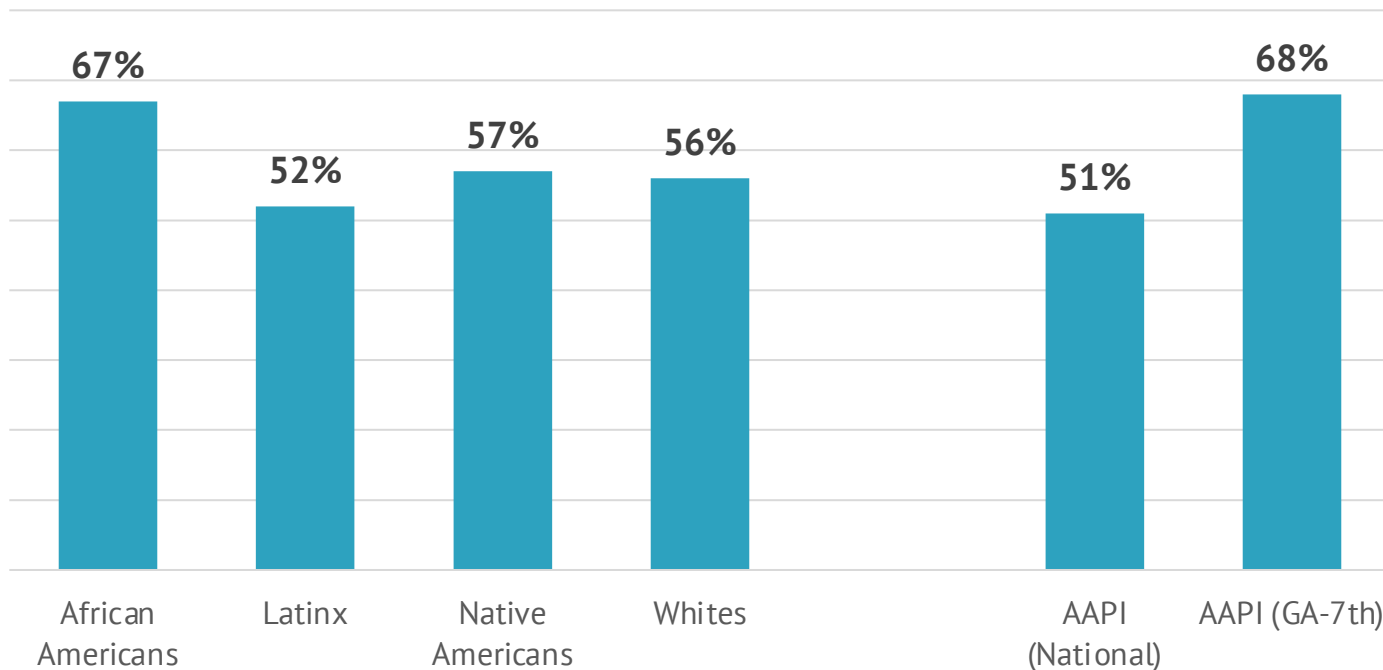
High Voter Outreach and Contact

Over the past few months, did anyone from a campaign, political party, or a community organization contact you to ask you to vote, or register to vote?

1 in 2 Asian American voters were contacted about voting.

This national rate is lowest among all racial/ethnic groups, but higher than the 42% figure in 2016.

And very high in GA-7th race.

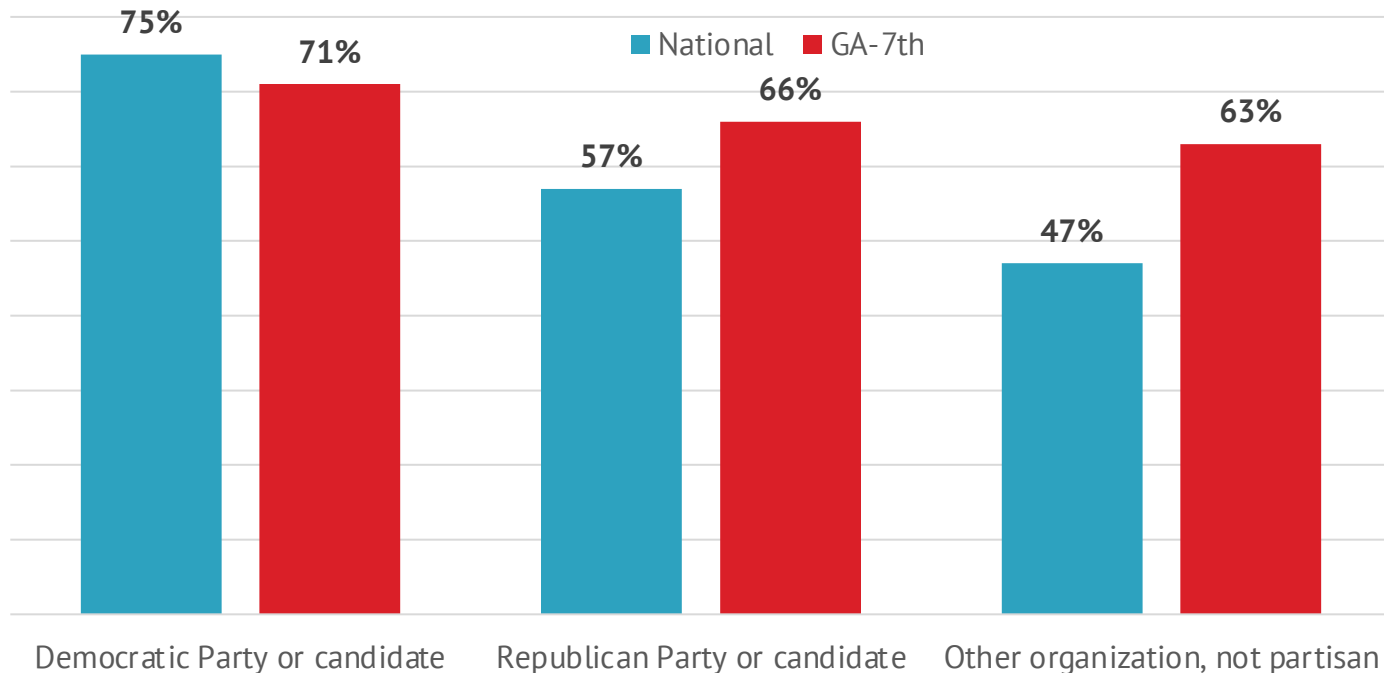


Growing Outreach from Non-Partisan Orgs

Who was it that asked you to vote or register to vote?

Asian American voters were most likely to be contacted by a Democratic candidate or campaign, but the gap is much tighter than in previous elections.

Non-partisan, community org mobilization especially high in Georgia-7th

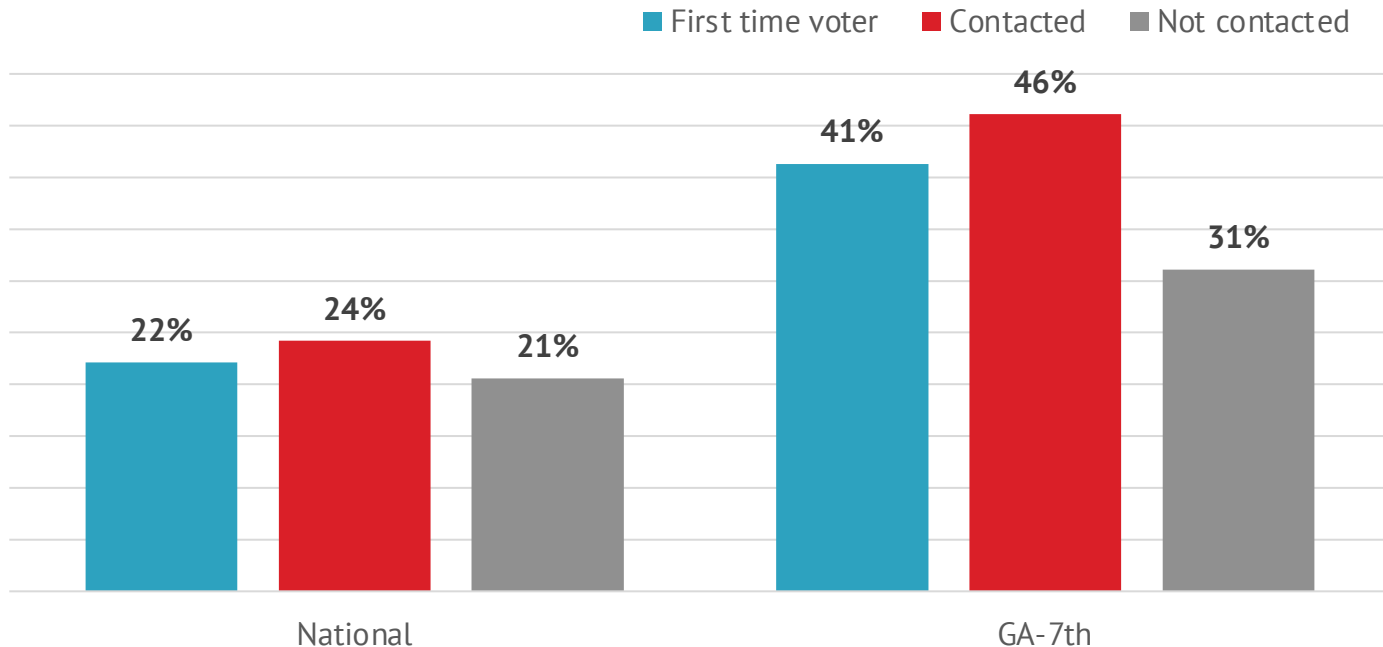


High Number of First-Time Voters

Is this your first time voting?

First-time voters were 1 in 5 overall AAPI voters nationally and 2 out of 5 in Georgia-7th.

Outreach and contact was especially key to turnout out first-time voters in Georgia-7th.

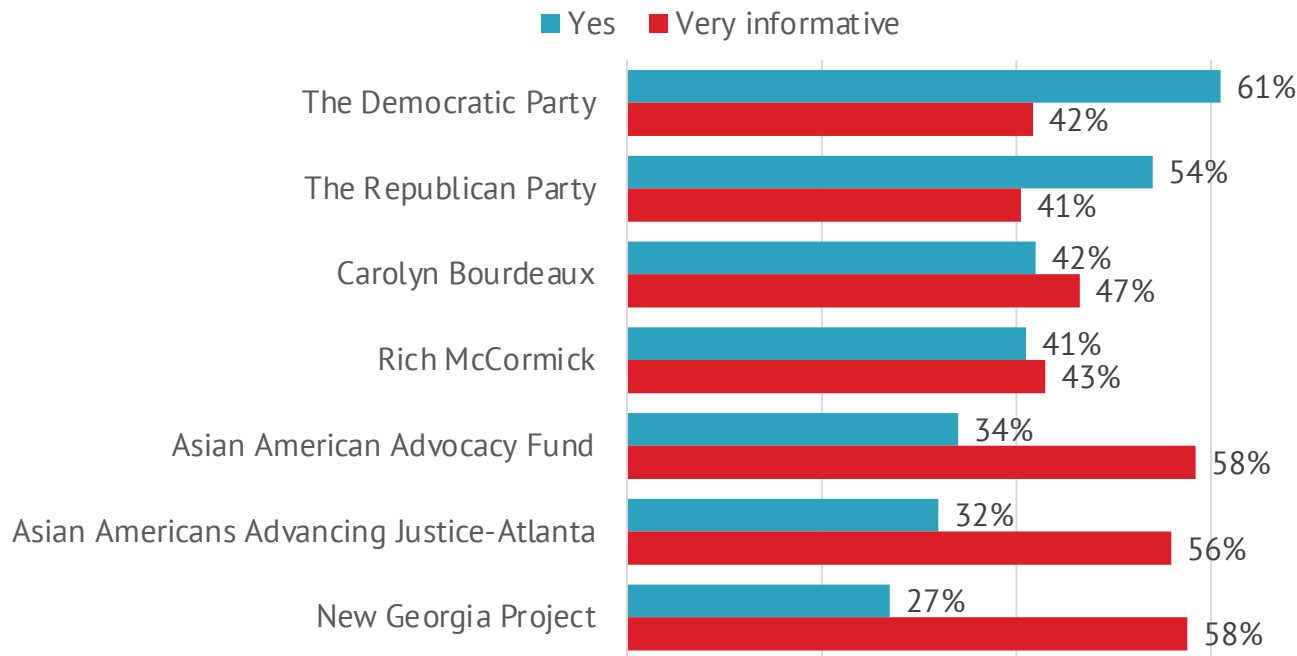


Strong Groundgame in Georgia

Did you receive or see any communication from any of the following sources ... ? How informative or persuasive did you find the communication?

Asian American voters in GA-7 were most likely to recall comms from Parties and candidates, but significant numbers from community orgs.

And comms from Asian Am and racial justice orgs were much more informative.



Key Takeaways

Asian Americans remain a solid partner in the rising progressive coalition of voters of color

- More than two out of three vote Democratic
- An overwhelming number are progressive on the issues
- 2020 vote was driven by COVID, racial division, and Trump

Asian Americans can be the margin of victory in districts like Georgia's 7th

- The 26% spread for Bourdeaux over McCormick far exceeds the 2% spread in the current vote count.
- Georgia's 7th is not only a story of AAPI voters, but first-time AAPI voters.
- Outreach and mobilization of AAPIs in Georgia-7th outpaced national averages.
- Outreach from non-partisan community organizations is especially high and credible.

AMERICA'S
VOICE

NAACP

UNIDOS US

MOMENTO
LATINO NOW IS THE TIME
TO UNITE OUR VOICES.

