

Asian American  Decisions

AAPI CIVIC ENGAGEMENT FUND

# 2014 ASIAN AMERICAN ELECTION EVE POLL

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Presentation of Results

November 6, 2014

# 2014 Election Eve Poll

1 150 AsianAm voters

3 state samples

Oct 30th - Nov 3rd

National  $\pm 3.7\%$

California  $\pm 6.2\%$

Texas  $\pm 6.8\%$

Virginia  $\pm 6.5\%$



# Election Eve Methodology

3

Language of  
choice at  
point of  
contact;

All live callers;

Landline and  
cellphones

- ❑ Sample on extreme high-propensity vote history plus new registrants;
- ❑ Screen on complete vote or certainty to vote;
- ❑ Past samples validated at 88% positive for cast ballot.

# National Summary

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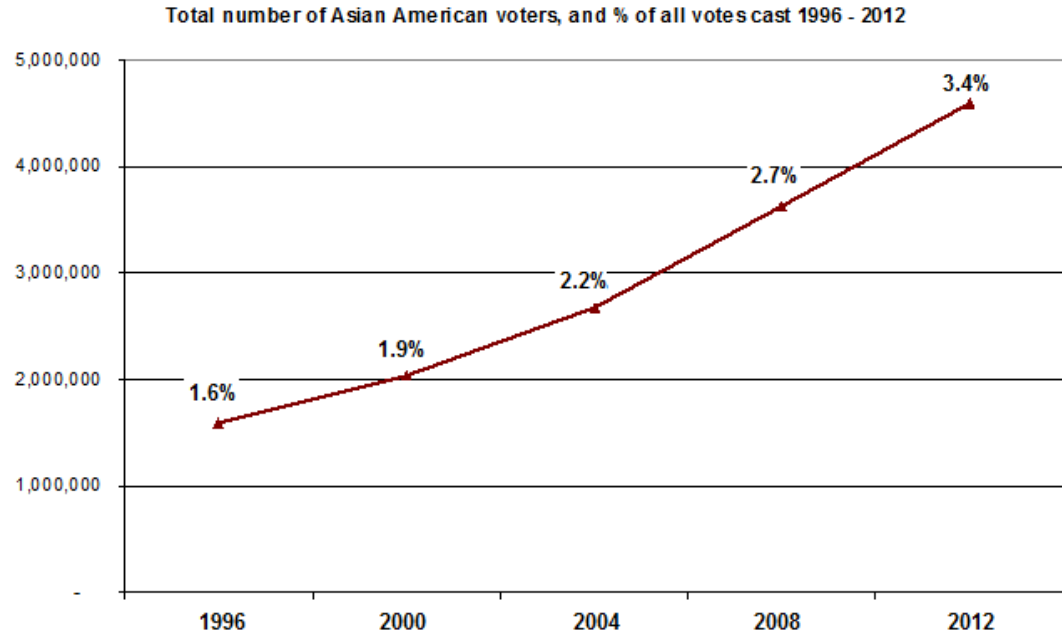
- In Congressional elections, Asian Americans supported Democratic candidates more than 2-1.
- Asian Americans were within the margin of victory in Virginia Senate race and pivotal to the outcome.
- Asian Americans are liberal across many issues, but most still do not identify as Democrats.

# ASIAN AMERICAN VOTE IN 2014

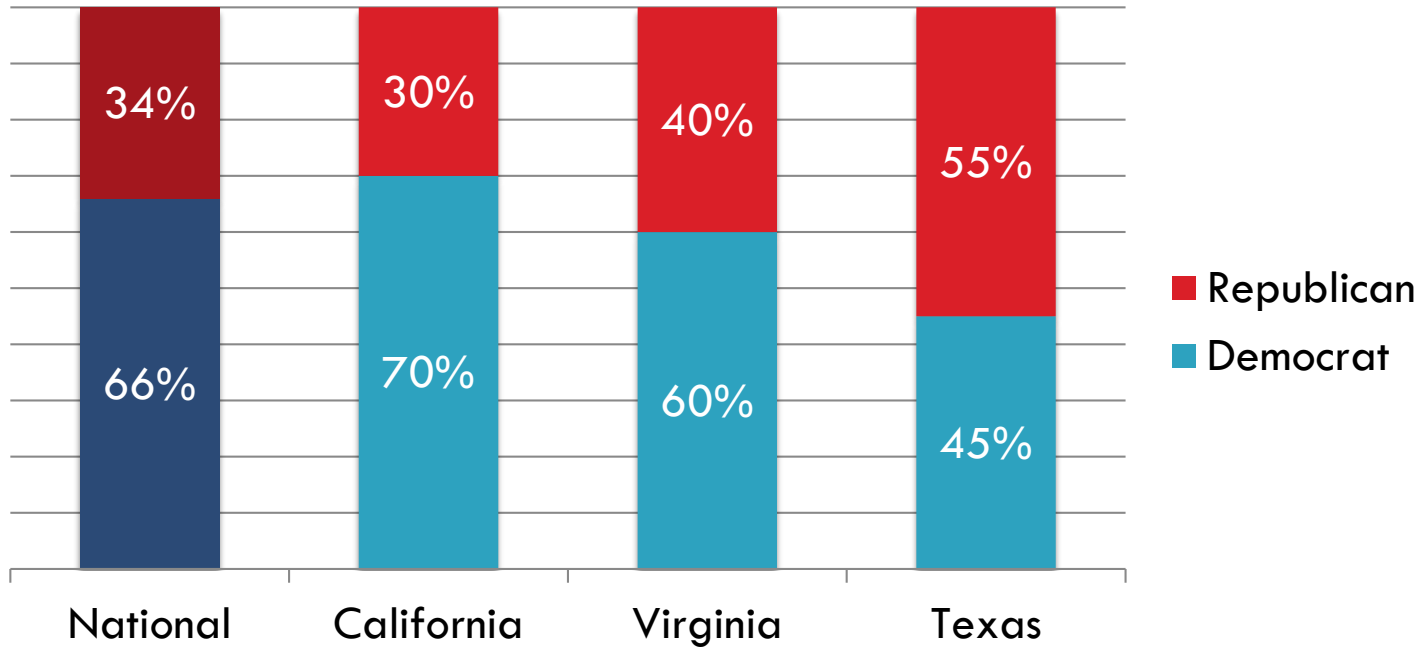


# An Emerging Force in the Electorate

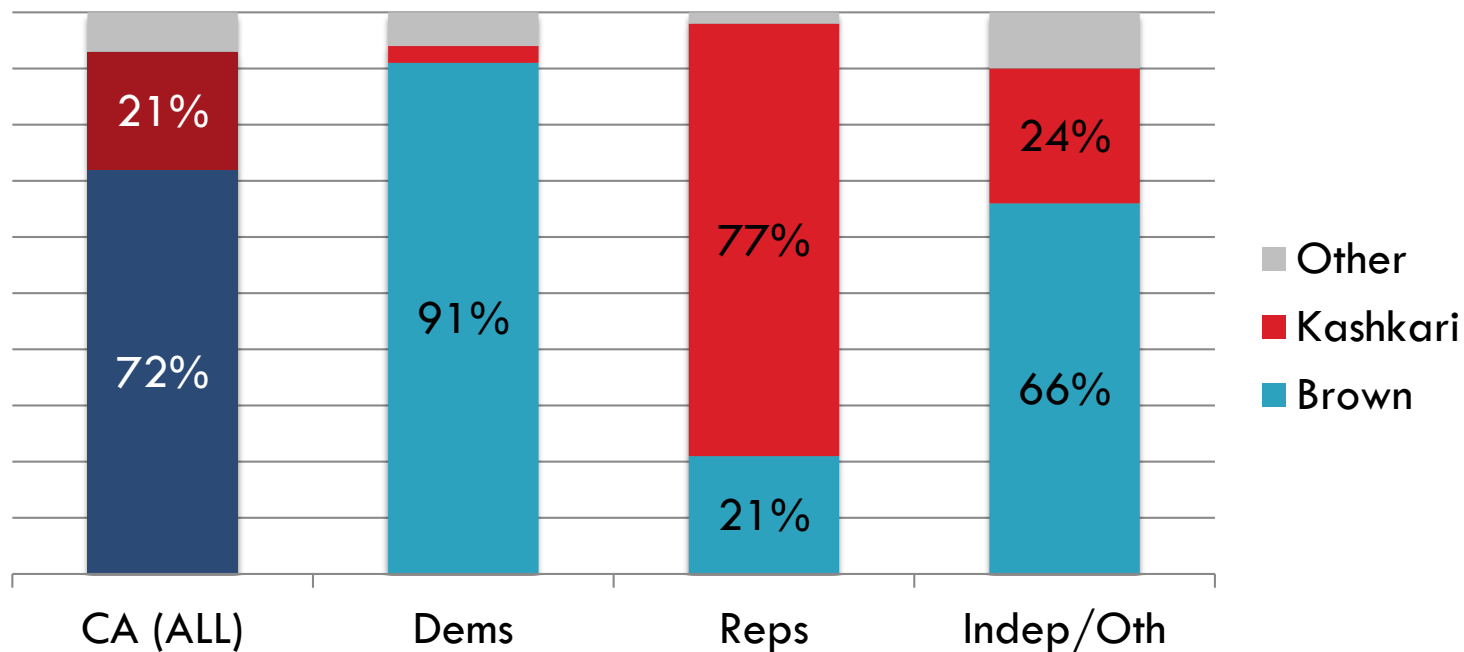
Fastest  
growing  
electorate,  
128%  
increase  
from 1996 –  
2008



# House of Representatives

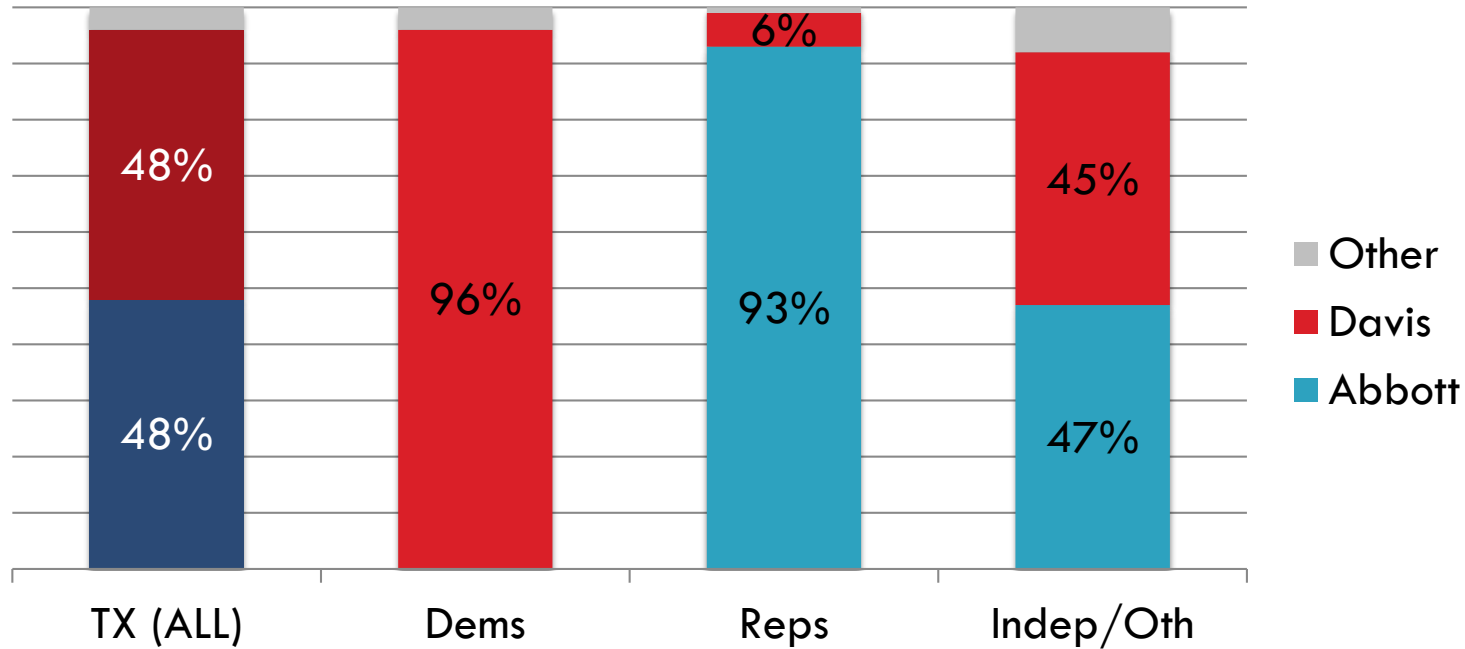


# California Governor's Race

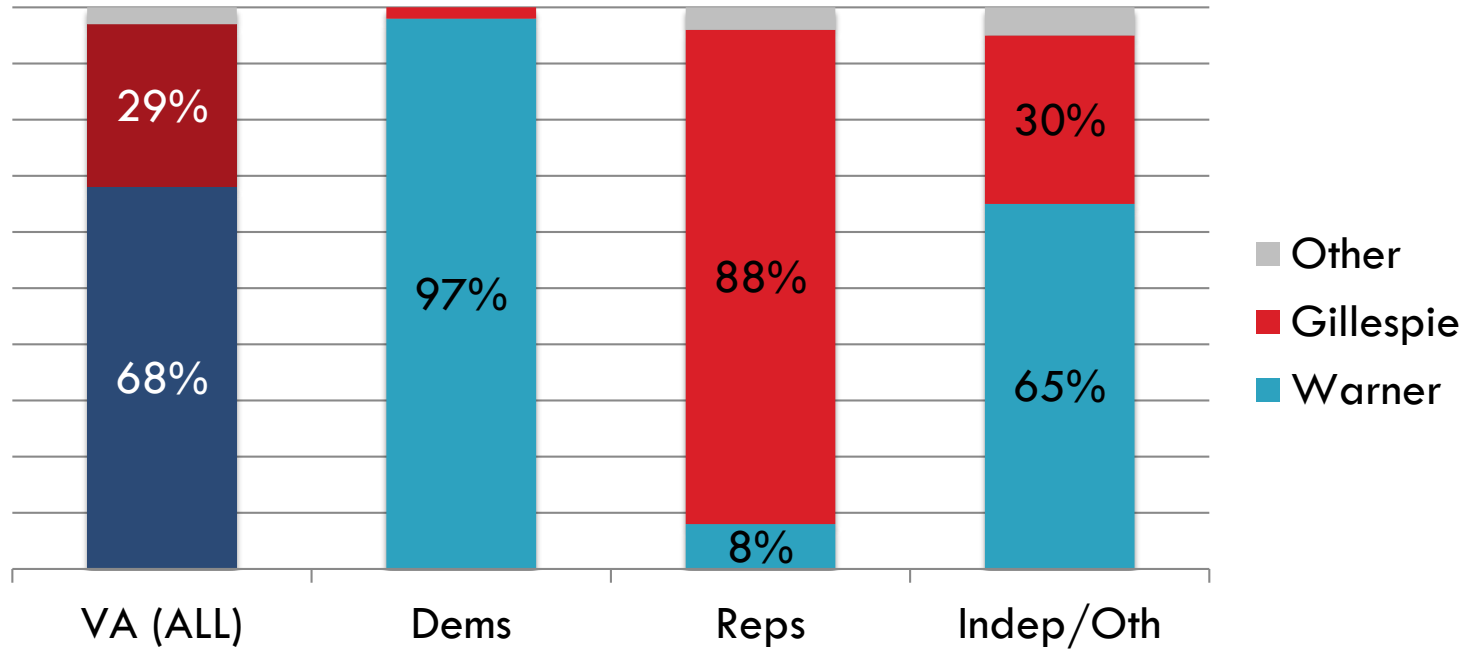




# Texas Governor's Race



# Virginia Senate Race

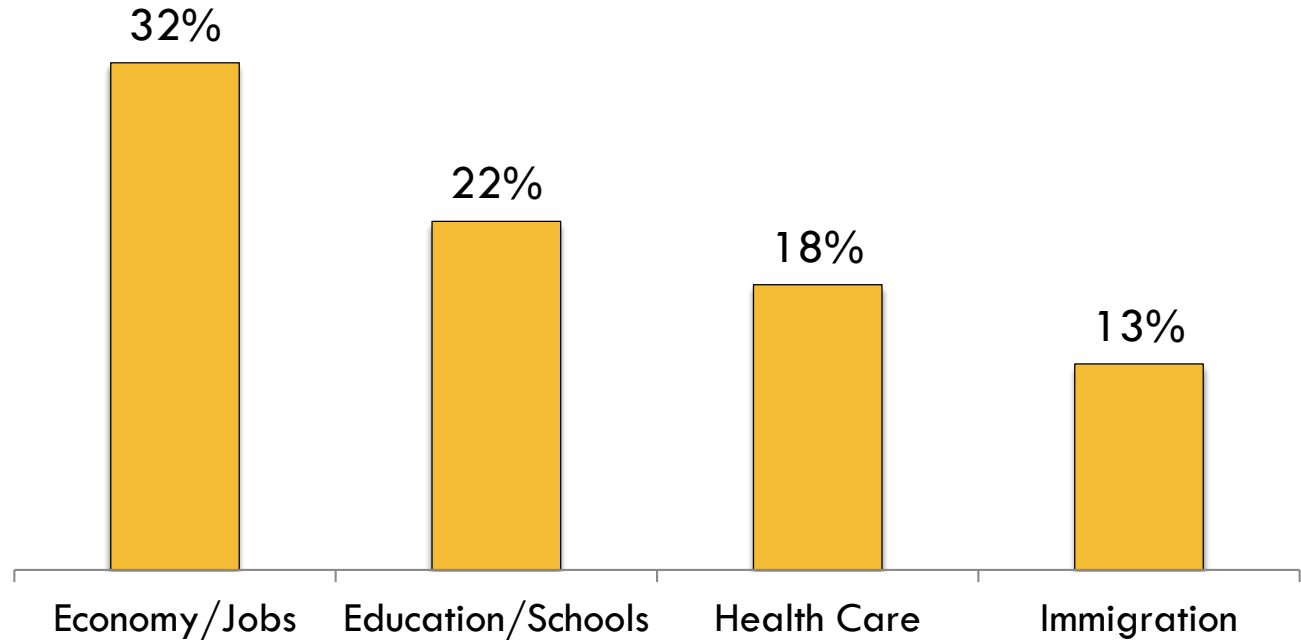


# WHY ASIAN AMERICANS VOTED



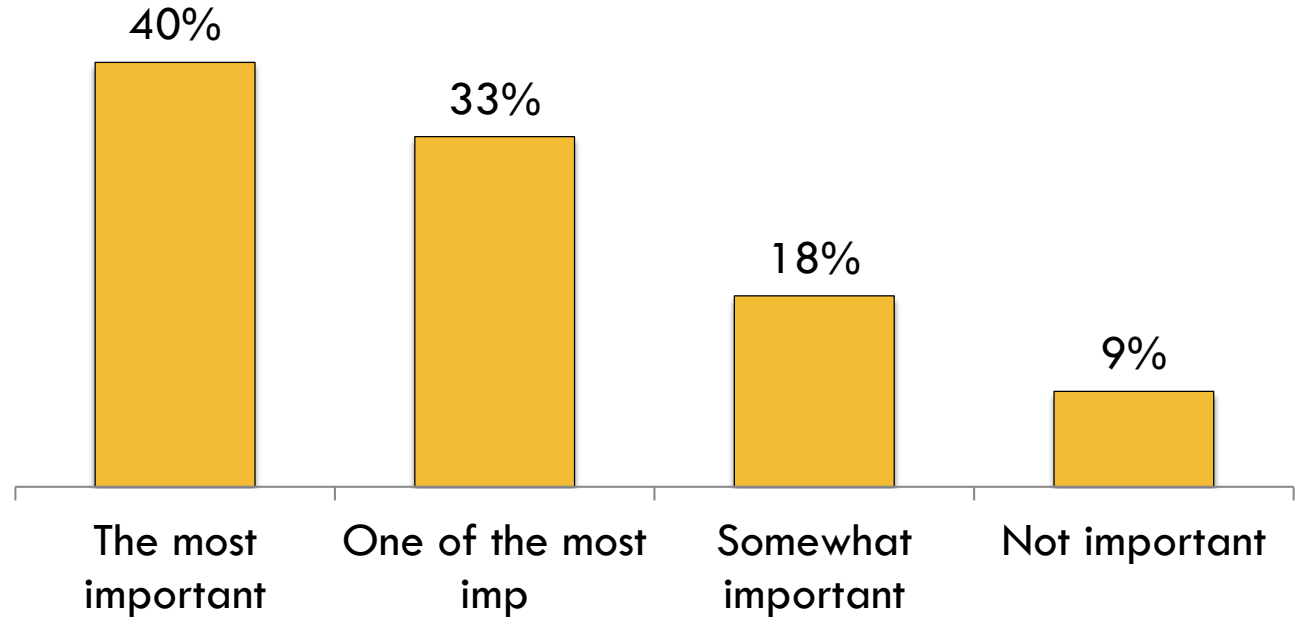
# Most Important Issue National

What are the most important issues facing the Asian American community that politicians should address?



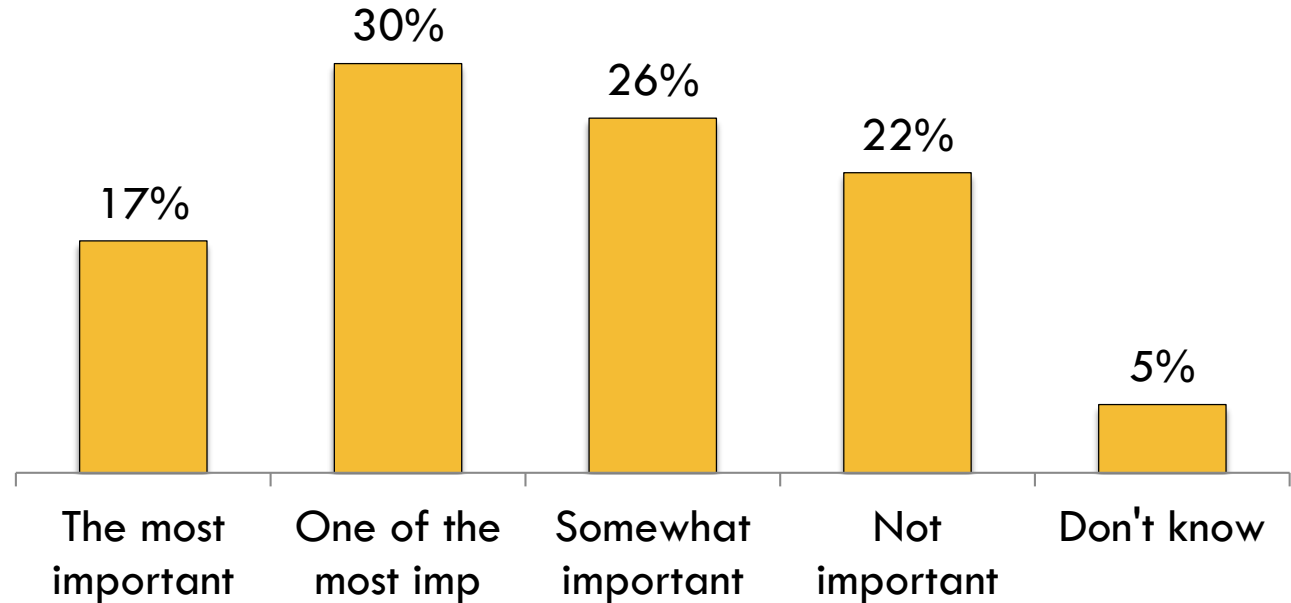
# Health Care Salience

How important is the issue of health care in your decision to vote, and who to vote for in this election?



# Immigration Salience

How important is the issue of immigration in your decision to vote, and who to vote for in this election?

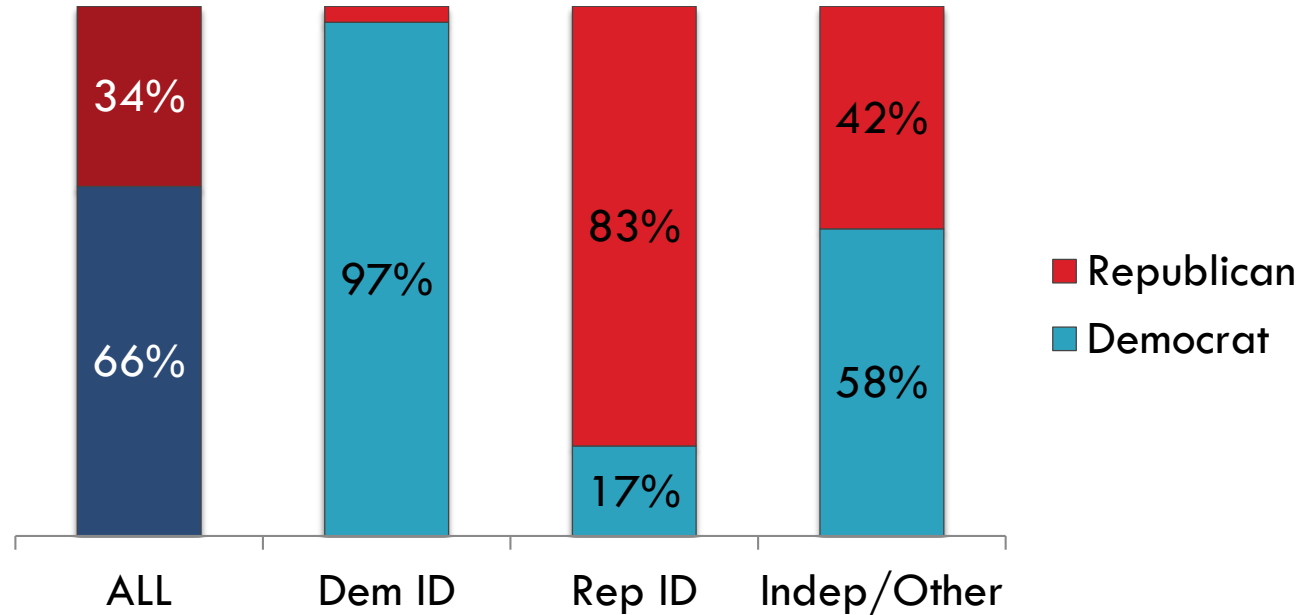


# PARTISANSHIP: SOLID OR UP FOR GRABS?



# Dems Voted Party More than Reps

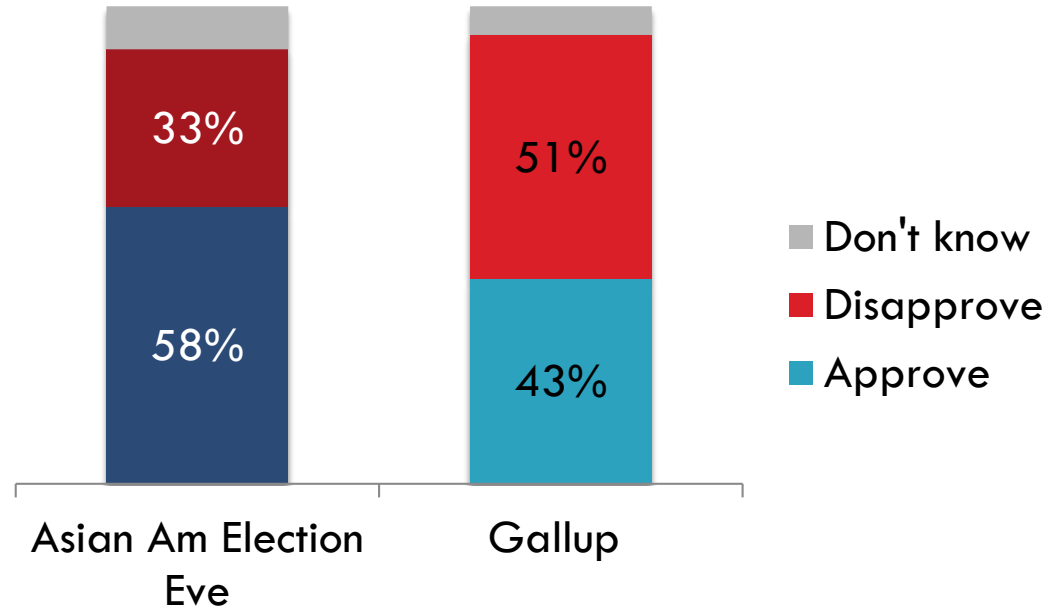
Democratic identifiers were almost unanimous in voting for Democrats in House races





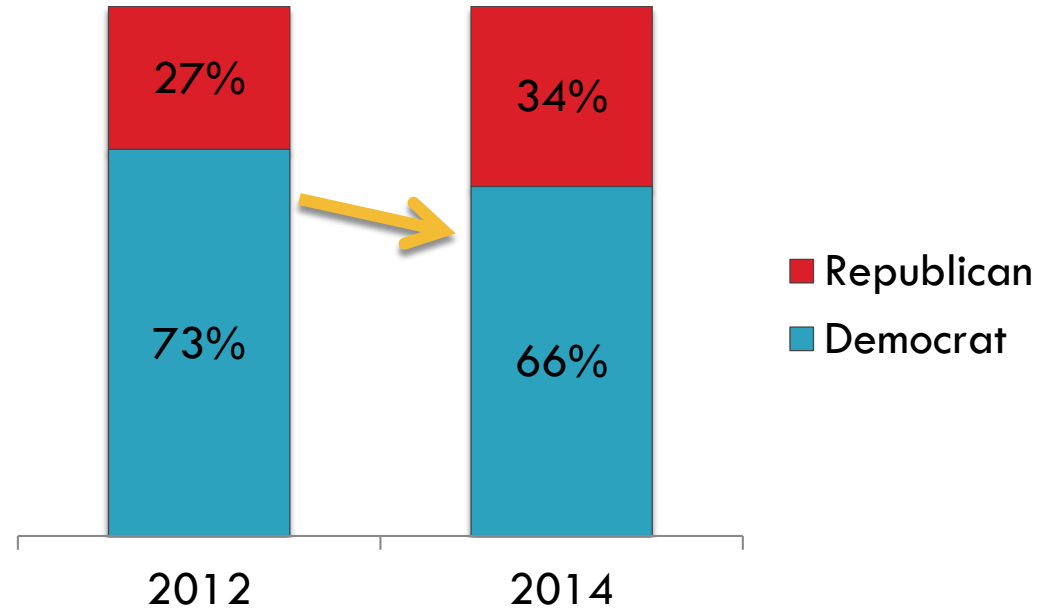
# Obama Approval Still High

A solid majority of Asian Americans approve of President Obama's performance



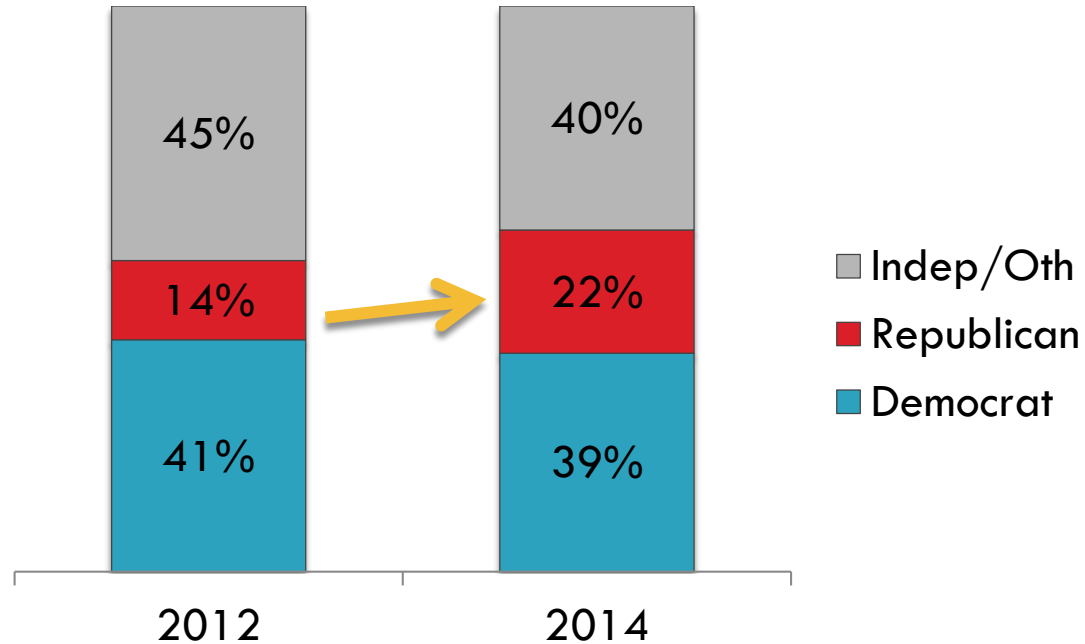
# Decline or Riding the US Wave?

Democratic  
vote share in  
2014  
Congressional  
elections is  
down from  
2012 vote  
share



# Opportunity for Both Parties

Identification  
as Republican  
increased  
while non-  
partisanship  
declined

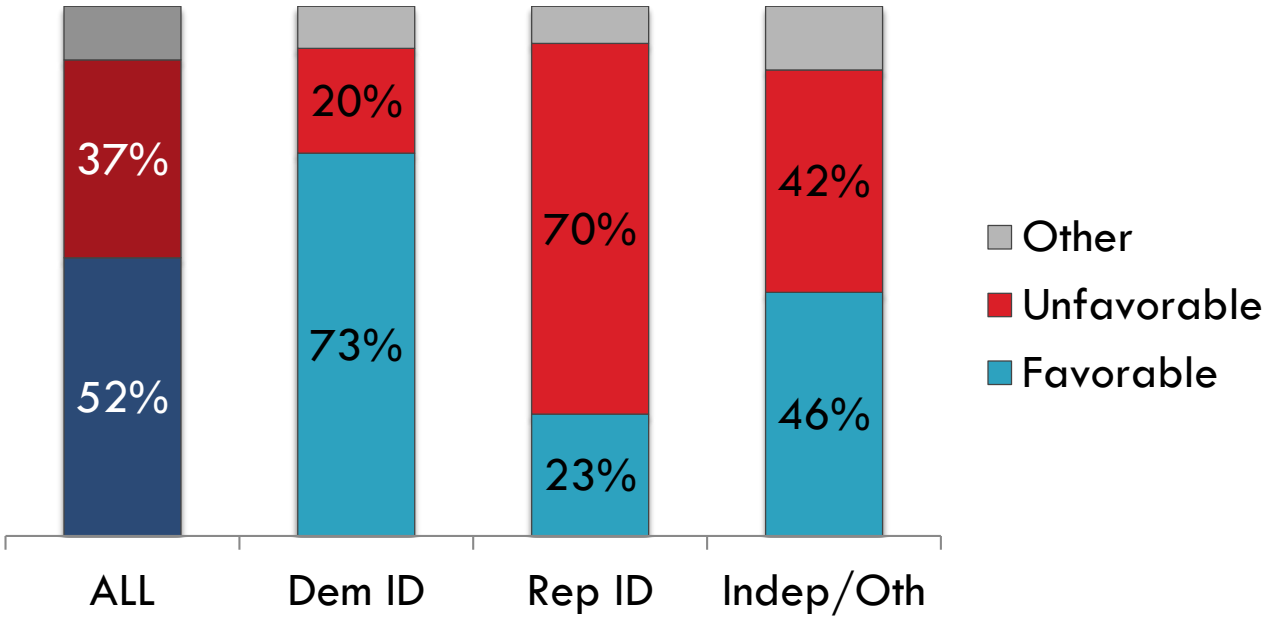


# KEY ISSUES



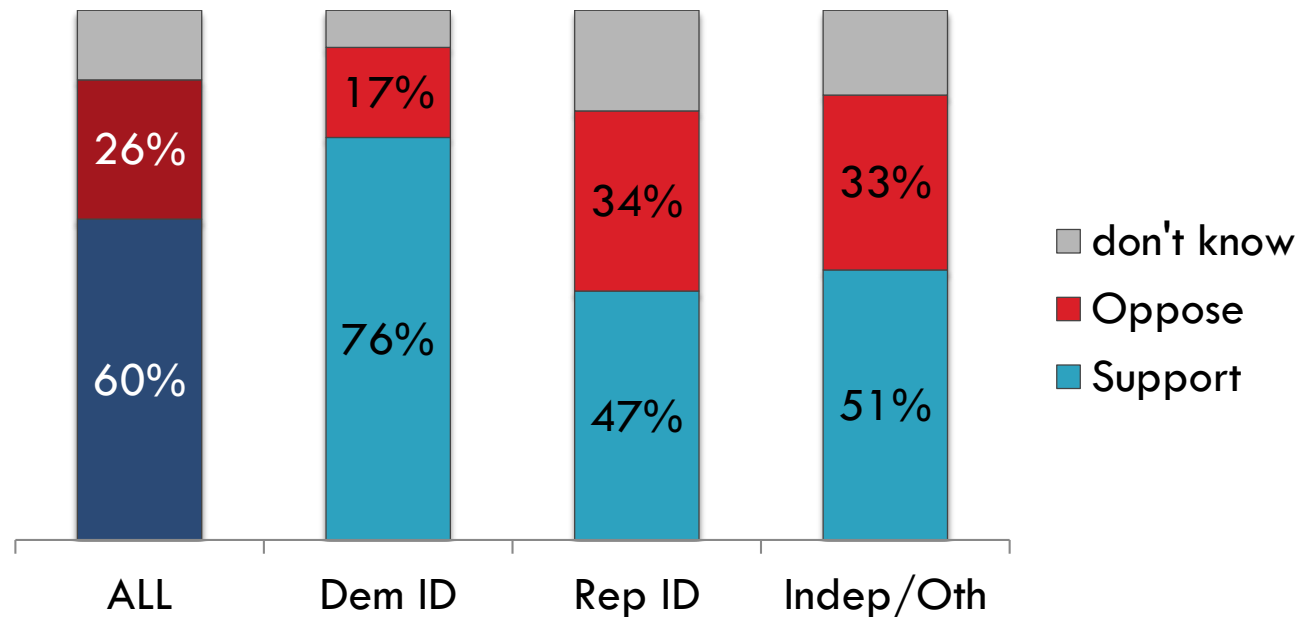
# Partisan Split on Obamacare

Given what you know about the health care law, do you have a generally favorable or generally unfavorable opinion of it?



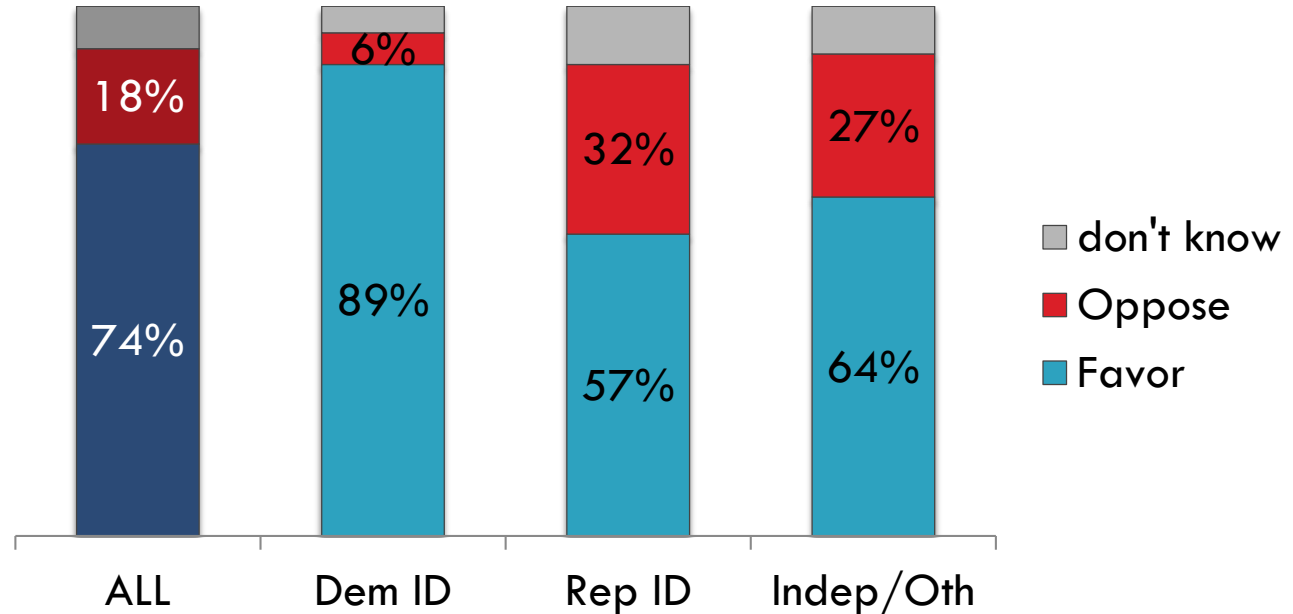
# Broader Support for Immigration Reform

Do you support comprehensive immigration reform, which would include an eventual path to citizenship ...



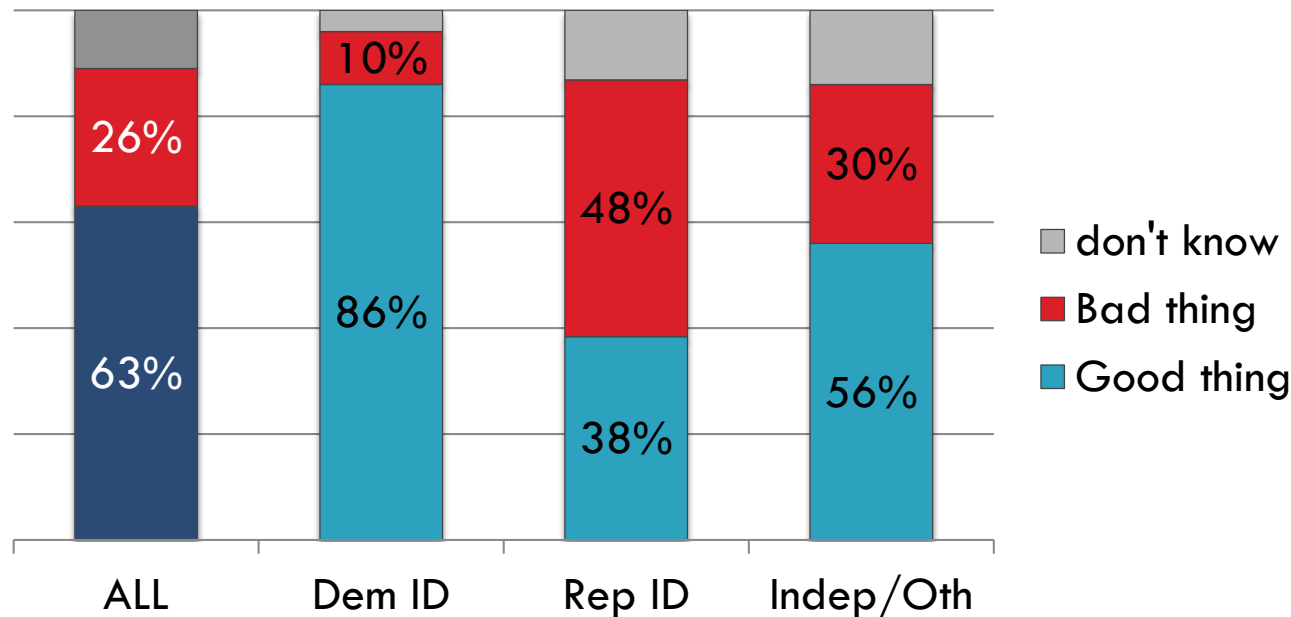
# Broad Support for Minimum Wage Law

As you may know, the federal minimum wage is currently \$7.25 an hour. Do you favor or oppose raising the minimum



# Also Support for Affirmative Action

Do you think affirmative action programs designed to increase the number of black and minority students on college campuses are a good thing or a bad thing?



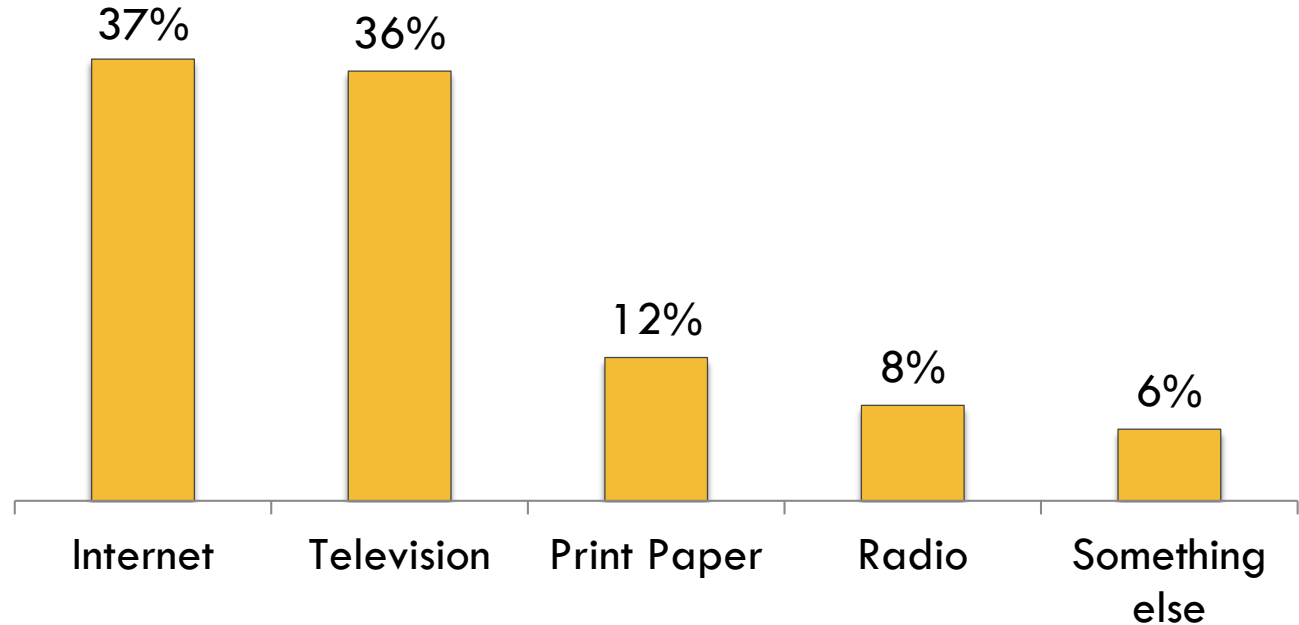


# MEDIA AND MOBILIZATION



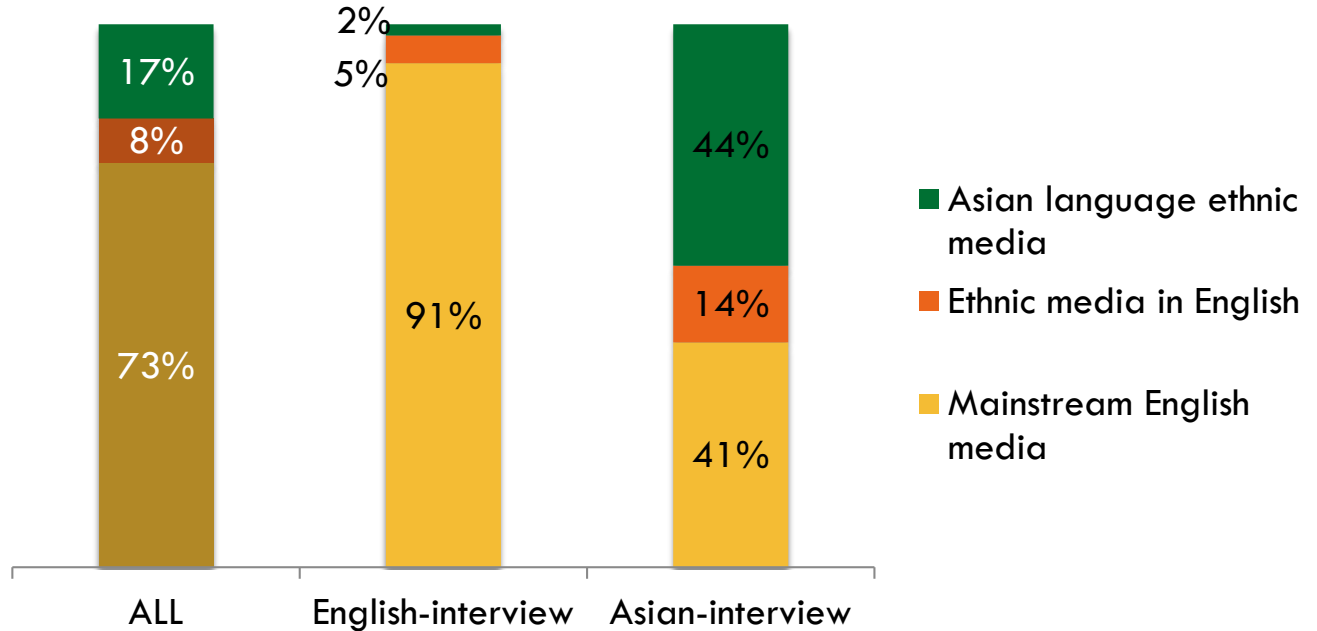
# Internet and TV News Dominate

Of all the sources for news and information about politics, what is the main place you get your information?



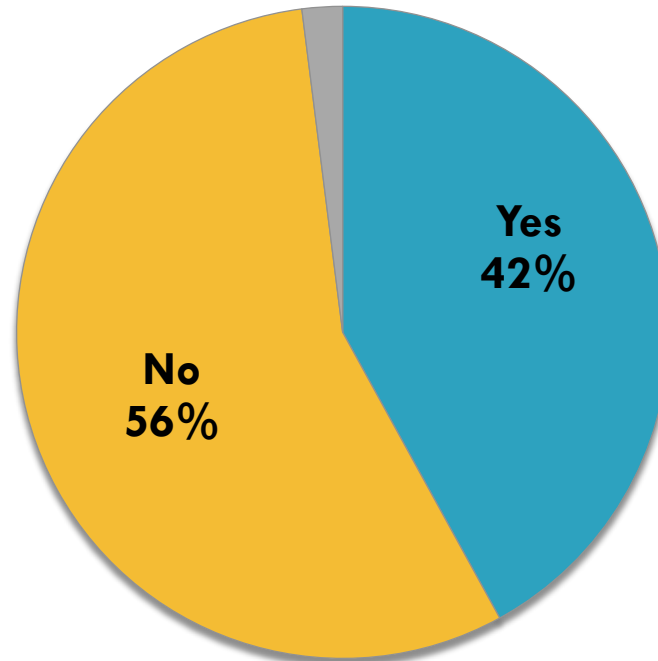
# 1 in 4 Rely on Ethnic Media

Thinking about your MAIN source of news, is that Asian-ethnic media in (Asian lang.), Asian-ethnic media in English, or mainstream English language media?



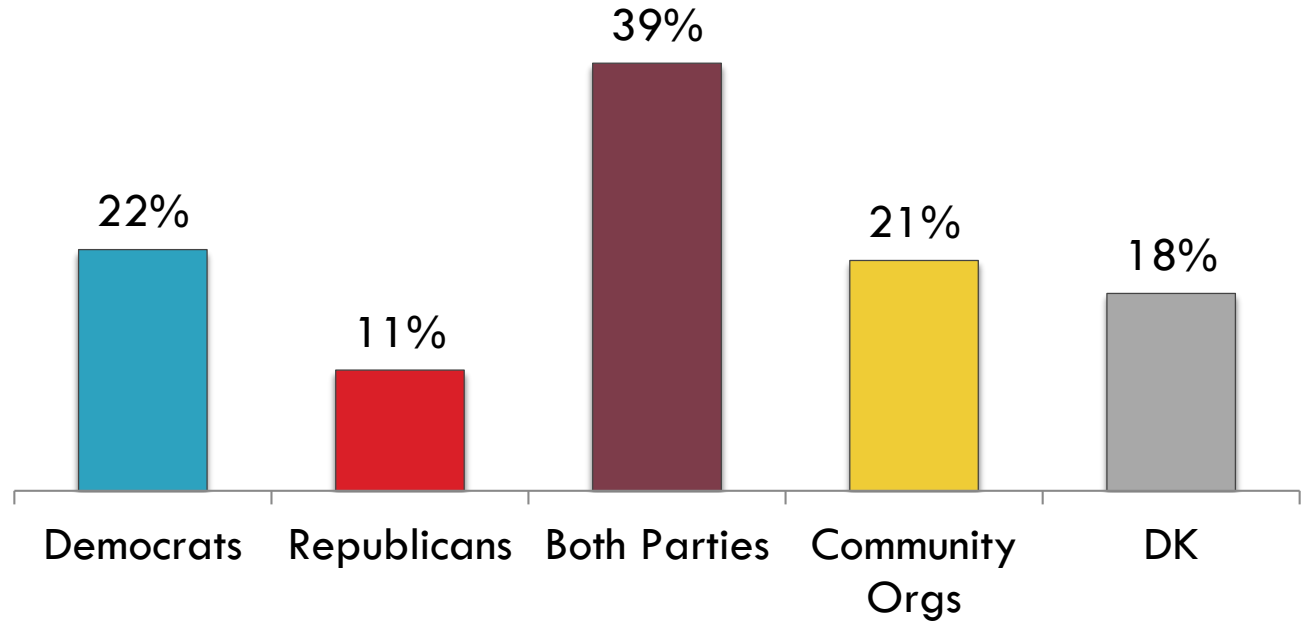
# Many Still Not Contacted

Were you contacted about voting or registering to vote?



# Mobilized by Parties and Community

Were you contacted by:  
(Among those contacted)



# LOOKING FORWARD



# 2016 Vote Still in Play

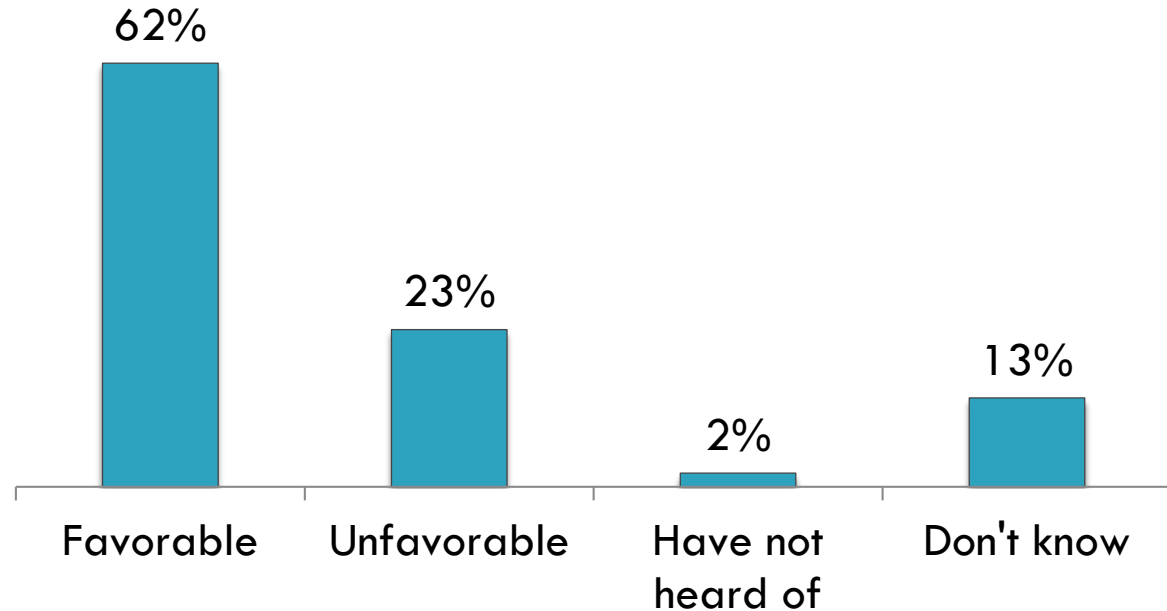
If the 2016 Presidential election were held today, would you vote for the Democratic candidate for President, or the Republican candidate for President?

- ❑ 65% of those who gave a response would vote Democratic
- ❑ 35% of those who gave a response would vote Republican
- ❑ BUT 33% are still undecided or refuse to give a response

# Hillary Clinton: High Favorability

[Do you] have a favorable or unfavorable opinion of each of the following people who have been mentioned as possible candidate for president in 2016:

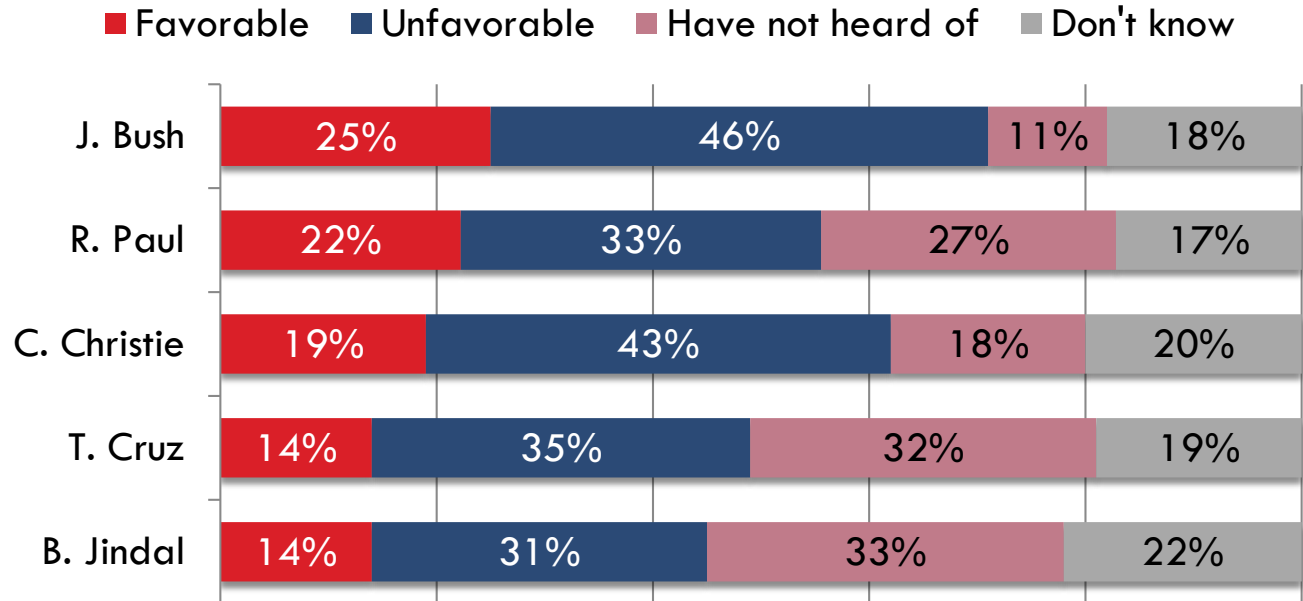
Former Secretary of State Hillary Clinton





# GOP Hopefuls: Unknown or Uncertain

Former Florida Governor Jeb Bush  
Kentucky Senator Rand Paul  
New Jersey Governor Chris Christie  
Texas Senator Ted Cruz  
Louisiana Governor Bobby Jindal



# 2014 Take-Aways

- Asian American vote continues to grow
- Asian Americans can be the margin of victory
- Progressive on key issues.
- Solid Democrats, but vote is still in play