

LEFT, RIGHT, OR CENTER?
ASIAN AMERICAN VOTERS IN 2014

*An analysis and presentation of the
APIAVote & Asian Americans Advancing Justice | AAJC 2014 Voter Survey*



Christine Chen, Executive Director, Asian & Pacific Islander American Vote
Mee Moua, Executive Director, Asian Americans Advancing Justice | AAJC

*Survey research and analysis by
Karthick Ramakrishnan, Director, AAPI Data*



Release Date: Tuesday, October 7, 2014

CONTENTS

EXECUTIVE SUMMARY.....	1
BACKGROUND: THE RAPIDLY GROWING ASIAN AMERICAN ELECTORATE	2
MOOD OF THE ELECTORATE	4
STATE OF THE ECONOMY	4
PRESIDENTIAL APPROVAL	5
OBAMA FAVORABILITY.....	6
REPUBLICAN FAVORABILITY	7
DEMOCRATIC PARTY FAVORABILITY	8
VOTER ENTHUSIASM.....	9
LIKELY TURNOUT AMONG REGISTERED VOTERS	10
GENERIC HOUSE BALLOT 2014	11
MOST IMPORTANT ELECTION ISSUES	13
VIEWS OF PARTIES ON ISSUES.....	15
PARTY IDENTIFICATION.....	16
VOTER CONTACT	18
VOTER (DIS)ENGAGEMENT.....	20
IMPORTANCE OF ETHNIC MEDIA.....	22
APPENDIX.....	26
SURVEY QUESTIONNAIRE.....	26
METHODOLOGY	38
CONTACT INFORMATION	38

EXECUTIVE SUMMARY

Asian Americans have, for decades, been a rapidly growing population segment in the United States. More recently, they have also been growing significantly in their political presence, as measured by the growth of registered voters (an average increase of 600,000 per midterm election cycle), Congressional candidates (from 10 candidates in 2010, 30 in 2012 and 39 in 2014), or the number of organizations involved in voter registration (from 154 participating in National Voter Registration Day in 2012 to 317 organizations in 2014).

Along with the growing presence of Asian American voters is a growing interest in the opinions and priorities of this electorate. This report presents the results of interviews conducted by telephone from August 14 to September 11, 2014, of 1,337 registered voters who identify as Asian American, producing an overall margin of sampling error of +/- 2.7%. Sampling was targeted towards the six largest national origin groups that together account for more than 75% of the Asian American adult citizen population. Interviews were conducted in English, Cantonese, Mandarin, Korean, and Vietnamese, and included landlines and mobile phones.

The data on Asian American public opinion reveal that:

- *Asian American voters are “up for grabs” in terms of party identification*
 - The largest group is “independent” or “don’t know”, while among partisans, Democrats have 2-to-1 advantage
 - These results are similar to 2012, with one key difference: there is a stronger identification as Democrat among women in 2014 than in 2012
- *Given that the Asian American electorate is still making up its mind on political parties, it is surprising to still find low rates of electoral contact*
 - Indeed, contact rates by political parties were even lower than contact rates in May 2012, which was six months before the Presidential election
 - Importantly, Asian American voters today are just as likely to be contacted by community organizations as by political parties
- *Ethnic media is an important source of political information, especially for Chinese American and Vietnamese American voters*
- *Democrats have a significant advantage in the Asian American vote for U.S. House*
 - However, the parties are more evenly matched among Chinese Americans and Republican candidates hold an advantage among Vietnamese American voters
- *Asian Americans tend to favor the Democratic Party on many key issues*
 - The Democratic advantage is strongest on health care, income inequality and moderate on gun control, immigration, and smallest on taxes
 - The Republican Party is seen as stronger on national security
- *Overall, voter enthusiasm is the same than before*
 - Women are slightly less enthusiastic about the 2014 elections than men
 - Enthusiasm varies by nationality and party identification, with Vietnamese Americans and Republicans among the most enthusiastic

BACKGROUND: THE RAPIDLY GROWING ASIAN AMERICAN ELECTORATE

The Asian American and Pacific Islander (AAPI) community has long been among the fastest growing populations in the United States, with immigration playing a significant role. More recently, these communities have been notable for their quickly developing civic and political infrastructure, including a growing base of voters, donors, elected officials, appointees, and public policy advocates. This transformation is ongoing, but the potential is already being realized in many states and localities, and especially in elections with narrow margins.

According to a report from the Center for American Progress and AAPI Data, the number of Asian American voters in the last decade has nearly doubled from more than 2 million voters in 2000 to 3.9 million voters in 2012.¹ The report estimates that Asian Americans will reach 5 percent of voters nationally by 2025 and 10 percent of voters by 2044. In many states and localities, however, these milestones have already been achieved. For example, AAPIs are already 5 percent or more of the citizen voting age population (CVAP) in 7 states, including two (California and Hawaii) where they are over 10% of the CVAP. Looking next at counties, AAPIs are 5 percent or more of the CVAP in 73 jurisdictions, including 33 jurisdictions where they are greater than 10 percent. When looking at congressional districts, there are 10 where AAPIs account for more than 25 percent of the CVAP, 35 districts where they account for between 10 percent and 25 percent, and 58 districts where they account for between 5 percent and 10 percent.

Just as the population of Asian Americans and Pacific Islanders has grown, so too has the number of registered voters. And this has been true, not only during presidential election years but also in midterm elections. In midterm elections over the last two decades, the number of AAPI registered voters has increased by an average of about 600,000 over the prior cycle—from about 1.4 million AAPI registered voters in 1994 to 3.9 million in 2010.² More recently, there has also been a rapid growth in the civic infrastructure of AAPI communities. For example, this year 317 AAPI serving organizations participated in National Voter Registration Day, more than double the number of organizations who participated in 2012 (154). Importantly, a growing number of community-based organizations are integrating voter registration into their regular activities and programs throughout the year. In doing so, these organizations amplify and reinforce the importance of civic engagement, especially as growing civic participation increases the ability of organizations to advocate for their communities' interests.

¹ Center for American Progress and AAPI Data, “State of Asian Americans and Pacific Islanders” (2014), available at <http://ampr.gs/AAPIREports2014> (last accessed October 2014).

² Analysis by AAPI Data of Current Population Survey Voter Supplement data from 1994, 1998, 2002, 2006, and 2010.

The growth of AAPI civic participation is due, not only because community organizations are getting more involved, but also because of the growing number of AAPI elected officials and candidates running for office. Each time a leader from the community decides to run for office or secure an appointment, they engage their network of extended family and friends to become involved. According to the 2014 UCLA Asian Pacific American Political Almanac, there are at least 4000 Asian American and Pacific Islander elected officials and appointees from 39 states.³ Recent years have seen a surge of Asian Americans running for Congress, from 8 in 2008 and 10 in 2010, to 30 in 2012,⁴ and 39 in 2014.⁵ In addition to Congress, there are hundreds of AAPI elected officials at the state and local levels, including 182 state representatives from 21 states and territories.⁶

The growth of these elected officials is supported with the growing political infrastructure. The last two decades, more political PACs and Democratic and Republican clubs and caucuses have been established. There is also a growing number of staffers of Asian descent involved with campaigns. The Democratic National Committee has had an AAPI community desk focused on engagement with the AAPI community since the 1990s. More recently, the Republican National Committee has hired staff and provided assistance in outreach to AAPIs in several states.⁷

³ Don T. Nakanishi and James Lai, eds., “National Asian Pacific American Political Almanac” (2014), University of California Los Angeles Asian American Studies Center.

⁴ Jeffrey Stein, “With Surging Numbers, Asian-Americans Look for Congressional Gains” (2012) CNN, available at <http://www.cnn.com/2012/07/15/politics/asian-americans-congress/> (last accessed October 2014).

⁵ Asian Pacific American Institute for Congressional Studies, “Advancement in Congress with 39 AAPI Candidates in the 2014 Elections,” (2014) available at <http://apaics.org/advancement-in-congress-with-39-aapi-candidates-in-the-2014-elections/> (last accessed October 2014).

⁶ Nakanishi and Lai, 2014.

⁷ Moore, Martha T. “GOP Sees Need to Woo Asian-American Voters.” (2013) *USA Today* <http://www.usatoday.com/story/news/politics/2013/04/11/republicans-asian-americans/2066389/> (last accessed October 2014)

MOOD OF THE ELECTORATE

State of the economy

Our survey respondents were asked “thinking about the U.S. economy more generally, how would you rate how the U.S. economy is doing right now—would you say it is excellent, good, just fair, or poor?” Table 1 below presents the results for Asian Americans overall, and by national origin, gender, and nativity.

Very few Asian Americans think that the economy is in excellent shape. However, about one in every four registered voters think of the state of the economy as good, with Indian Americans (36%) and Japanese Americans (30%) most likely to hold this view, and Korean Americans least likely to do so (12%). Indeed, a majority of Korean American voters see the state of the economy as poor.

Finally, Asian American women are more likely than men to view the state of the economy as poor, and nativity differences are very strong, with a majority of registered voters who are foreign-born perceiving the state of the economy as “poor.”

Table 1. State of the Economy Among Asian American Registered Voters, 2014

	Overall	Asian Indian	Chinese	Filipino	Japanese	Korean	Vietnamese
Excellent	1%	3%	1%	2%	1%	1%	1%
Good	24%	36%	20%	23%	30%	12%	20%
Just Fair	47%	45%	49%	47%	43%	32%	58%
Poor	25%	16%	28%	25%	20%	53%	15%
Don't Know	3%	1%	2%	3%	6%	1%	6%
N	1,337	230	230	210	212	224	231

	Male	Female	U.S. Born	Foreign Born
Excellent	2%	1%	1%	1%
Good	28%	20%	30%	12%
Just Fair	46%	47%	43%	32%
Poor	21%	29%	20%	53%
Don't Know	3%	3%	6%	1%
N	717	620	212	224

Presidential approval

Respondents were asked “Overall, do you approve or disapprove of the way Barack Obama is handling his job as President?” Table 2 below presents the results for Asian Americans overall, and by national origin, gender, and nativity.

Overall, one half of Asian American registered voters approve of Barack Obama’s job as President. By contrast, just 40% of the general public approves of the way President Obama is handling his job, according the latest CBS/New York Times poll.⁸

There are considerable differences in approval by national origin, with Asian Indians and Japanese Americans as the strongest backers of the President, and Vietnamese Americans showing the lowest job approval ratings. While there are no significant differences in Presidential approval by gender and nativity, women are less likely than men to disapprove of the President, and naturalized citizens are less likely to do so than the U.S.-born.

Table 2. Presidential Job Approval Among Asian American Registered Voters, 2014

	Overall	Asian Indian	Chinese	Filipino	Japanese	Korean	Vietnamese
Approve	50%	63%	49%	45%	58%	48%	41%
Disapprove	36%	20%	39%	39%	31%	41%	42%
Don’t Know	13%	16%	11%	15%	11%	10%	15%
Refused	1%	1%	1%	1%	0%	1%	1%
N	1,337	230	230	210	212	224	231

	Male	Female	U.S. Born	Foreign Born
Approve	49%	51%	52%	49%
Disapprove	40%	32%	40%	34%
Don’t Know	10%	16%	9%	15%
Refused	1%	1%	0%	1%
N	717	620	344	993

⁸ See the CBS/New York Times Poll at <http://www.nytimes.com/interactive/2014/09/16/us/politics/gop-gains-strength-and-obama-gets-low-marks-poll-finds.html>

Obama Favorability

Respondents were asked about whether they viewed Barack Obama, the Democratic Party, and the Republican Party in favorable or unfavorable terms. Table 3 below presents the Obama favorability results for Asian Americans overall, and by national origin, gender, and nativity.

Overall, Asian American registered voters report favorable views of President Obama at 54%. This is higher than the views of the general public, which recent surveys have shown to be in the range of 40% to 50% in favor of President Obama.⁹

Looking within the Asian American community, Indian Americans and Japanese Americans reported the highest levels of favorability (70% and 60%, respectively), while just 40% of Vietnamese respondents felt the same. In terms of gender, males feature a higher proportion of unfavorable ratings (39%) to females (30%). Finally, nativity also matters with respect to Obama favorability: native-born respondents are more likely than the foreign born to report an unfavorable rating (40% versus 31%, respectively).

Table 3. Barack Obama Favorability Among Asian American Registered Voters, 2014

	Overall	Asian Indian	Chinese	Filipino	Japanese	Korean	Vietnamese
Favorable	54%	70%	50%	51%	60%	56%	40%
Unfavorable	34%	16%	36%	35%	32%	42%	45%
No Opinion	12%	14%	14%	15%	8%	1%	15%
Never Heard	0%	0%	0%	0%	0%	1%	0%
N	1,337	230	230	210	212	224	231

	Male	Female	U.S. Born	Foreign Born
Favorable	52%	56%	54%	54%
Unfavorable	39%	30%	40%	31%
No Opinion	10%	14%	6%	15%
Never Heard	0%	0%	0%	0%
N	717	620	344	993

⁹ See McClatchy-Marist August 2014 poll <http://www.mcclatchydc.com/2014/08/11/235995/obamas-standing-among-voters-is.html> and Pew Research Center July 2014 poll <http://www.people-press.org/2014/07/16/surge-of-central-american-children-roils-u-s-immigration-debate/>

Republican Favorability

Respondents were asked about whether they viewed Barack Obama, the Democratic Party, and the Republican Party in favorable or unfavorable terms. Table 4 below presents the Republican Party favorability results for Asian Americans overall, and by national origin, gender, and nativity.

In general, views on the Republican Party appear to be split between favorable and unfavorable (39 to 39) with a sizable proportion reporting no opinion. Looking at general public opinion reveals a stark contrast, with 60% holding unfavorable views of the Republican Party according to the latest ABC News/Washington Post poll.¹⁰

There are significant national origin differences in Republican Party favorability, with Korean Americans and Vietnamese Americans reporting the highest levels, and Japanese Americans and Indian Americans reporting the lowest. There is no significant relationship between gender and Republican Party favorability, while nativity plays a significant role: US-born respondents report having an unfavorable view of the Republican at 55% compared to the foreign born at 32%.

Table 4. Republican Party Favorability Among Asian American Registered Voters, 2014

	Overall	Asian Indian	Chinese	Filipino	Japanese	Korean	Vietnamese
Favorable	39%	30%	38%	39%	29%	52%	45%
Unfavorable	39%	47%	41%	34%	50%	42%	27%
No Opinion	22%	23%	22%	25%	20%	4%	29%
Never Heard	1%	0%	0%	1%	1%	2%	0%
N	1,337	230	230	210	212	224	231

	Male	Female	U.S. Born	Foreign Born
Favorable	40%	37%	34%	41%
Unfavorable	42%	37%	55%	32%
No Opinion	17%	26%	11%	26%
Never Heard	1%	1%	0%	1%
N	717	620	344	993

¹⁰ See the ABC News/ Washington Post poll at http://www.washingtonpost.com/page/2010-2019/WashingtonPost/2014/08/05/National-Politics/Polling/release_359.xml

Democratic Party Favorability

Respondents were asked about whether they viewed Barack Obama, the Democratic Party, and the Republican Party in favorable or unfavorable terms. Table 5 below presents the Obama favorability results for Asian Americans overall, and by national origin, gender, and nativity.

In contrast to their 39% favorability rating for Republicans, a majority of Asian Americans hold favorable views of the Democratic Party (55%). This figure is higher than the national average of 49% holding favorable views of the Democratic Party according to the latest poll from ABC News/Washington Post.¹¹

There are significant national origin differences in Democratic Party favorability, with Indian Americans reporting the highest levels, and Vietnamese Americans and Filipino Americans reporting the lowest. Women are significantly more likely than men to hold a favorable view of the Democratic Party, and while differences by nativity are not statistically significant.

Table 5. Democratic Party Favorability Among Asian American Registered Voters, 2014

	Overall	Asian Indian	Chinese	Filipino	Japanese	Korean	Vietnamese
Favorable	55%	68%	60%	50%	61%	56%	34%
Unfavorable	29%	15%	23%	31%	27%	39%	42%
No Opinion	16%	15%	17%	19%	12%	2%	24%
Never Heard	1%	1%	0%	1%	0%	3%	0%
N	1,137	230	230	210	212	224	231

	Male	Female	U.S. Born	Foreign Born
Favorable	51%	59%	59%	55%
Unfavorable	34%	23%	34%	36%
No Opinion	15%	26%	8%	19%
Never Heard	0%	1%	0%	1%
N	717	620	334	993

¹¹ See the ABC News/ Washington Post poll at http://www.washingtonpost.com/page/2010-2019/WashingtonPost/2014/08/05/National-Politics/Polling/release_359.xml

Voter Enthusiasm

Respondents were asked, “Compared to previous elections, are you more enthusiastic than usual about voting this year or less enthusiastic?” Table 6a below presents the results for Asian Americans overall, and by national origin, gender, and nativity.

Voter enthusiasm among Asian Americans is on par with prior elections, with 40% reporting they felt the same level of enthusiasm as before. This is in stark contrast to the general public, where only 13% feel the same level of enthusiasm according to the latest Pew Research poll.¹² We also see major differences when looking respondents who felt more enthusiastic about the upcoming election. Overall, just 28% of Asian Americans report that they are more enthusiastic about the 2014 election, compared to 40% of the general public according to the Pew poll.

There are significant differences by national origin, with Vietnamese Americans the most likely to say that they are more enthusiastic. By contrast, only 14% of Chinese Americans report being more enthusiastic, while the rest of the national origin groups are on par with the Asian American average of 28%. Differences in enthusiasm by gender are not statistically significant, while nativity remains important: U.S.-born respondents are much more likely than the native born to say that they are *less enthusiastic* about voting in 2014 (41% versus 24%, respectively).

Table 6a. Voter Enthusiasm Among Asian American Voters, Compared to Prior Elections

	Overall	Asian Indian	Chinese	Filipino	Japanese	Korean	Vietnamese
More enthusiastic	28%	32%	14%	33%	29%	30%	41%
Less enthusiastic	29%	35%	32%	33%	35%	24%	12%
Same	40%	29%	54%	28%	33%	45%	46%
Don't Know	3%	4%	1%	5%	2%	2%	3%
Refused to answer	0%	0%	0%	0%	1%	0%	0%
N	1,337	230	230	210	212	224	231

	Male	Female	U.S. Born	Foreign Born
More enthusiastic	31%	26%	31%	27%
Less enthusiastic	25%	33%	41%	24%
Same	42%	38%	26%	46%
Don't Know	2%	3%	2%	3%
Refused to answer	0%	0%	0%	0%
N	717	620	344	993

¹² See the Pew Center poll at <http://www.people-press.org/files/2014/07/2014-Midterms-Release2.pdf>

Likely Turnout Among Registered Voters

Respondents were asked, “There will be a general election for Congress and other offices this November. Are you planning to vote or not planning to vote in that election?” For those who said they plan to vote, we asked a subsequent question: “How certain are you that you will vote in the upcoming statewide election? Are you absolutely certain, fairly certain, not too certain or not at all certain that you will vote?”

Based on answers to these questions, we estimate likely turnout among Asian American registered voters to range between 60% (those who are absolutely certain that they will vote), and 77% (those who are fairly certain that they will vote). This gap represents the potential gains that can be made from outreach by political parties, campaigns, and nonpartisan organizations. By way of comparison, in the 2010 midterm elections, 62 percent of Asian American registered voters turned out to vote and in 2006, 66 percent of Asian American registered voters turned out to vote.

Table 6b below presents the results for Asian Americans overall, and by national origin, gender, and nativity.

Table 6b. Likely Turnout Among Asian American Registered Voters, 2014

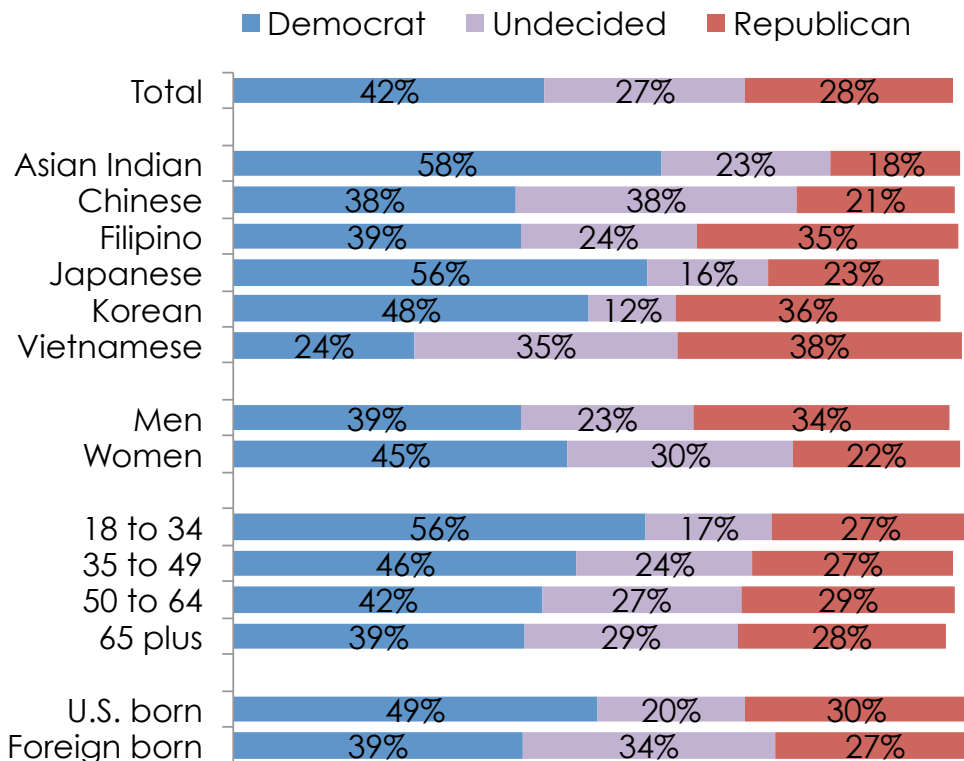
	Overall	Asian Indian	Chinese	Filipino	Japanese	Korean	Vietnamese
Absolutely certain	60%	59%	44%	72%	72%	55%	69%
Fairly certain	77%	79%	64%	84%	90%	68%	89%
N	1,337	230	230	210	212	224	231

	Male	Female	U.S. Born	Foreign Born
Absolutely certain	58%	61%	55%	62%
Fairly certain	78%	76%	78%	77%
N	717	620	344	993

GENERIC HOUSE BALLOT 2014

Respondents were asked “Thinking about the upcoming November election for House of Representatives in your district... If the election were being held today would you be inclined to vote for the Republican or Democratic candidate?” The choice of Republican and Democrat were rotated in a random order. Figure 1 below presents the results for Asian Americans overall, and by national origin, gender, and nativity.

Figure 1. Preference for U.S. Representative Among Asian American Registered Voters, 2014



Note: Those who refused to answer the question are not included in this chart

Overall, in races for the U.S. House, Asian Americans prefer Democrats to Republicans, 42% to 28%. In the general electorate, by contrast, the divide between Democrats and Republicans is much narrower. According to the latest CBS News/New York Times Poll, registered voters preferred Republicans to Democrats, and at a much closer margin of 47% to 42%.¹³

The proportion of undecided voters is also much higher for Asian Americans in this survey (27%) than those found in the CBS/New York Times poll (7%), and is in line with past surveys of Asian Americans that show undecided voters to be 3 to 4 times higher among Asian Americans

¹³ See the CBS News/New York Times Poll at <http://www.nytimes.com/interactive/2014/09/18/us/politics/18EVENING-POLL-DOC.html>

than among the general public.¹⁴ Importantly, we asked those who were undecided, “Which party do you lean towards at this time?,” and found that 54% of undecided were leaning Republican, 24% were leaning Democrat, and 13% did not indicate a preference.

There are significant differences in the House ballot by national origin, with Japanese Americans, Indian Americans and Korean Americans indicating the strongest preferences for a Democratic candidate, followed by Filipino Americans. By contrast, Vietnamese Americans are more likely to say they will vote for a Republican candidate than a Democrat, and Chinese Americans are split between Democrat and Republican for U.S. House.

Finally, we find clear patterns by gender, as the preference for Democrats is even stronger among women than men. A stronger Democratic preference is also found among youth (18 to 34) and middle-aged adults (35 to 49) versus those in older age groups. Importantly, for all of these groups there is a clear and significant preference for Democrat over Republican. Finally, looking by nativity, the preference for Democrat over Republican in the U.S. House race is stronger among U.S.-born than foreign-born Asian Americans. Notably, the difference between Democrat and Republican for U.S. House is not statistically significant among Asian American registered voters who are naturalized citizens.

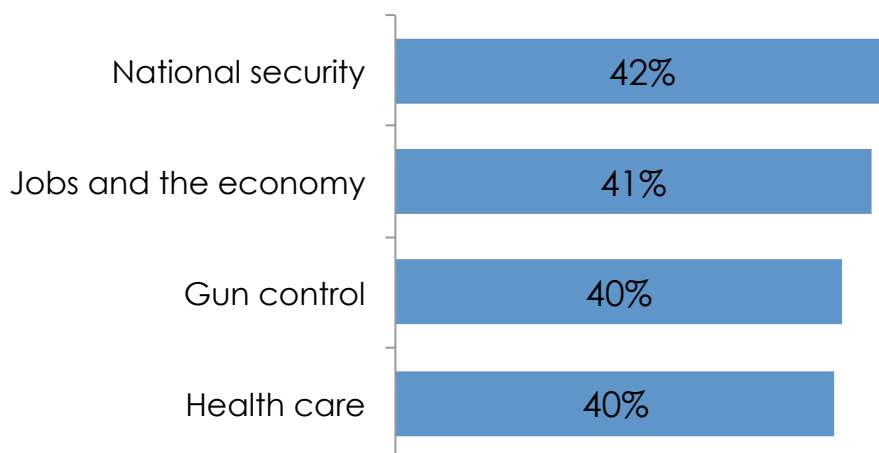
¹⁴ See the 2008 and 2012 National Asian American Surveys, and the August 2014 Field Poll of California registered voters

MOST IMPORTANT ELECTION ISSUES

Respondents were asked “Now I'd like to ask you about some issues that might be important in the elections in November. Please tell me how important the following issues are to you personally in deciding how to vote.” Respondents were given a choice of “extremely important, very important, somewhat important, or not that important.”

Figure 2 presents the results for Asian American registered voters overall, while Table 8 below presents the results by national origin, gender, and nativity. The top issues of concern for Asian American registered voters were national security, jobs and the economy, gun control, and health care.¹⁵ We can see similar results in the latest CBS News/New York Times poll where respondents chose the economy, terrorism, and health care as the most important issues in deciding their vote this November.¹⁶ Importantly, gun control remains an important issue in the minds of many Asian American voters, although this issue has receded from importance in the general electorate.

**Figure 2. “Extremely” Important Election-Related Issues
Among Asian American Registered Voters, 2014**



¹⁵ Other issues, like immigration, taxes, environment, and decline in real incomes were also of significant concern, with a quarter or more of respondents identifying these as “extremely important”

¹⁶ See the CBS News/New York Times Poll at <http://www.nytimes.com/interactive/2014/09/18/us/politics/18EVENING-POLL-DOC.html>

As Table 8 indicates, there are some significant differences in the importance of issues across national origin groups, with national security having a distinctly higher priority for Vietnamese Americans than other groups, and gun control having a relatively higher priority for Korean Americans. Finally, although women were more likely to mention a given issue as “extremely important” to the election, there were no clear differences in the ordering of issue rankings between women and men. A similar dynamic applies for nativity—naturalized citizens were more likely to mention a particular issue as “extremely important,” but the ordering of the top issues stayed the same, with no statistically significant differences in the ordering of issue rankings within each group.

**Table 8. “Extremely” Important Election-Related Issues
Among Asian American Registered Voters, 2014**

	Overall	Asian Indian	Chinese	Filipino	Japanese	Korean	Vietnamese
National security	42%	30%	38%	38%	22%	56%	72%
Jobs and the economy	41%	30%	42%	41%	24%	49%	58%
Gun control	40%	33%	42%	29%	25%	63%	53%
Health care	40%	33%	39%	37%	28%	51%	52%
N	1,337	230	230	210	212	224	231

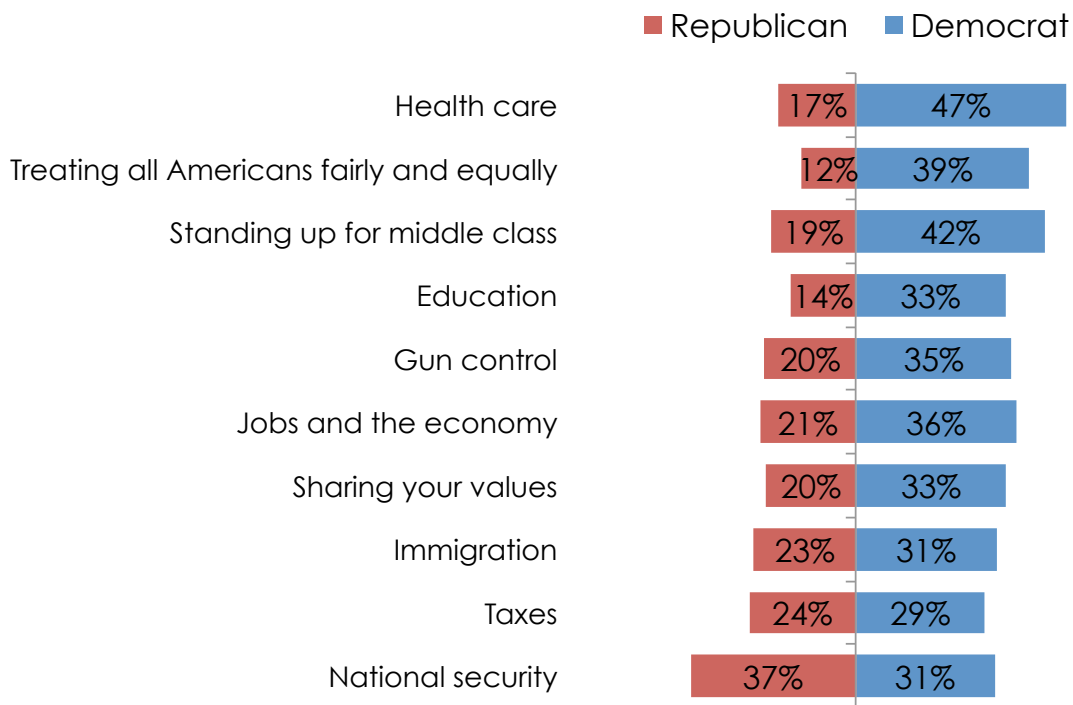
	Male	Female	U.S. Born	Foreign Born
National security	35%	48%	29%	48%
Jobs and the economy	37%	45%	33%	45%
Gun control	32%	47%	27%	46%
Health care	33%	46%	33%	43%
N	717	620	344	993

VIEWS OF PARTIES ON ISSUES

Respondents were asked “For each of the following issues, please tell me whether you think the Democratic Party or the Republican Party is doing a better job with this issue, or if there is no difference.”

Figure 3 presents the results for Asian American registered voters overall. As we can see, the Democratic Party holds a sizable advantage on several issues, despite Republican Party efforts to make inroads into Asian American voters with greater outreach efforts. The Democratic Party advantage is especially strong on health care, issues of economic justice, education, and gun control. On taxes, the Democratic Party still maintains a slight advantage, while on national security, the Republican Party is seen as having the upper hand.

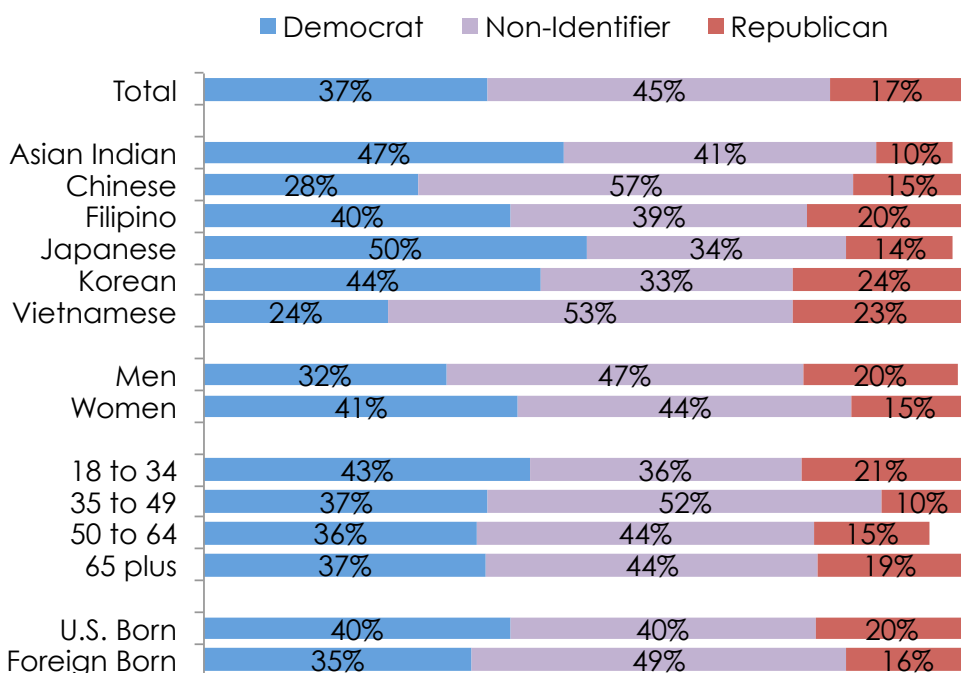
**Figure 3. Views of Party Advantage on Important Issues
Among Asian American Registered Voters, 2014**



PARTY IDENTIFICATION

Despite many of the advantages the Democratic Party holds on various issues (see page 12), Asian Americans are still very much “up for grabs” in terms of their party identification. As noted in prior studies, this pattern is largely due to the fact that Asian Americans are the most heavily immigrant racial group in the United States, and have had far less experience with political parties.¹⁷

Figure 4. Party Identification Among Asian American Registered Voters, 2014



Note: Those who refused to answer the question are not included in this chart

As we can see from Figure 4, non-identifiers (those who identify as Independent, or say that “don’t know” or “don’t think in terms of political parties” is the largest group among Asian American registered voters. Among those who do have party identification, the Democratic Party enjoys about a 2-to-1 advantage over the Republican Party. Looking across ethnic groups, Japanese Americans and Indian Americans are the most strongly identified with the Democratic Party, followed by Korean Americans and Filipino Americans. Chinese Americans and Vietnamese Americans are least likely to identify with either party, but they have one key difference: among those who identify, Chinese Americans are about twice as likely to favor the

¹⁷ See Center for American Progress and AAPI Data, “State of Asian Americans and Pacific Islanders,” available at <http://ampr.gs/AAPIREports2014> (last accessed September 2014)

Democratic Party over the Republican Party, while for Vietnamese Americans, the split between Democratic and Republican party identification is about even.

There are some important gender differences as well, as Asian American women are significantly more likely than men to identify with the Democratic Party (41% and 32%, respectively). Unlike for the general population, however, there are no distinct patterns in partisanship across age groups. Finally, Asian American registered voters who are naturalized citizens are less likely than U.S.-born Asian Americans to identify with either party.

The results here are similar to those found in 2012, both in terms of overall patterns in party identification for Asian Americans, and in terms of patterns by national origin.¹⁸ However, there seems to be a stronger move of women towards Democratic party identification. While in 2012, 35% of Asian American female registered voters identified as Democrat and 17% as Republican, by 2014 the numbers were 41% Democrat and 15% Republican, suggesting that most of the shift occurred among those who were non-identifiers in 2012.

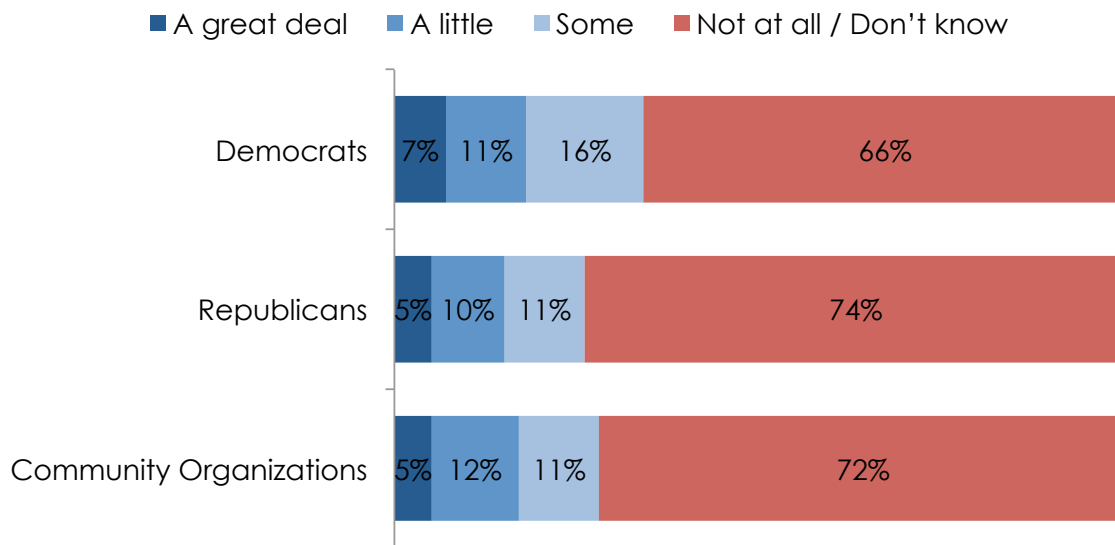
¹⁸ Karthick Ramakrishnan's analysis of the 2012 AAPI Post-Election Survey.

VOTER CONTACT

Respondents were asked whether they were contacted by the Democratic Party, Republican Party, and community organizations, “have you been contacted any of the following groups in the past year: a great deal, some, a little, or not at all.”

We find that, by and large, Asian American registered voters are not being contacted by either Democrats or Republicans. Only one in three Asian American registered voters reported being contacted by Democrats, and only 7 percent reported being contacted “a great deal.” An even smaller proportion of voters (24%) reported being contacted by Republicans, with 5 percent saying they were contacted “a great deal.” Finally, 28% of registered voters said they were contacted by community organizations, a rate of contact that is on par with contact rates by the Republican Party.

Figure 5. Election-Related Contact for Asian American Voters, By Source

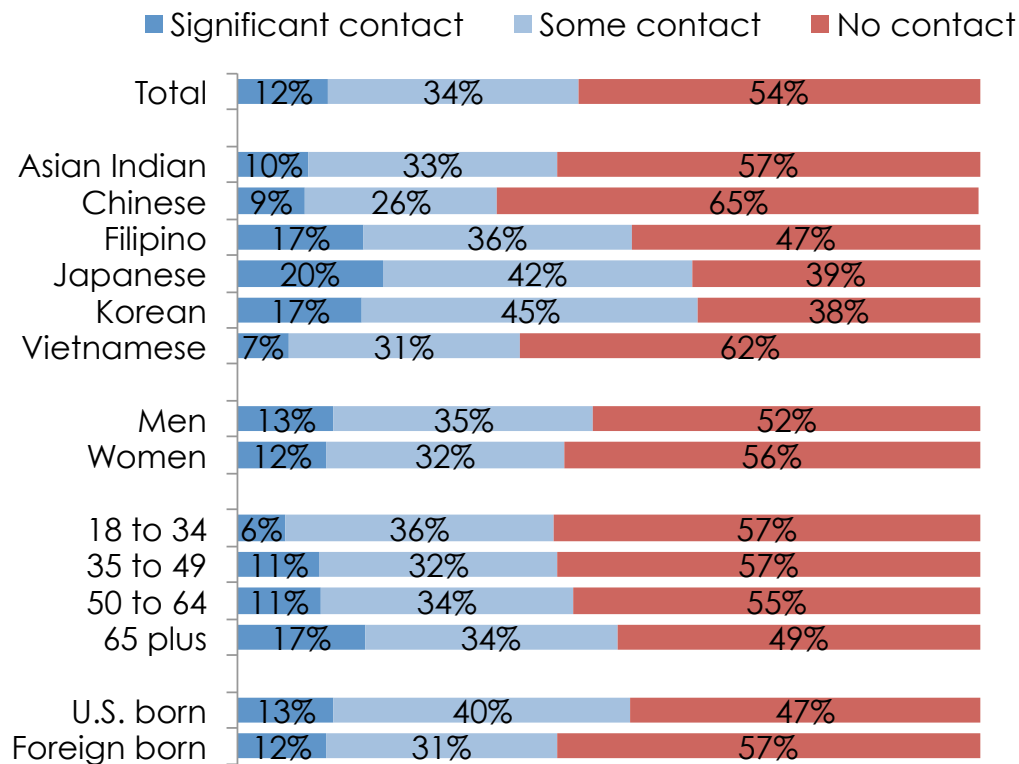


By comparison, in the May 2012 APIAVote/AAJC survey,¹⁹ 48% of Asian American registered voters said they had been contacted by Democrats and 36% said they had been contacted by Republicans. The May 2012 survey did not contain a question on whether they had been contacted by community organizations. Comparing these two surveys, we see that a significantly lower proportion of Asian American voters were contacted by either political party in 2014 than in 2012, even though the 2014 survey was conducted several months closer to Election Day.

¹⁹ Lake Research Partners, *Asian American Survey: Findings from a Survey of 700 Asian American Voters nationwide plus 100 each in FL, IL, NV, and VA*, (2012), available at http://www.advancingequality.org/sites/aajc/files/AsianAmericanSurvey.f.050412.final_.pdf (last accessed October 2014)

When we add all contacts by any of these groups (Figure 6), we find that 46% of Asian American voters have been contacted about the election, with 12% getting “significant contact,” meaning that they had gotten “a great deal of contact” from at least one of the three groups mentioned: Democrats, Republicans, or community organizations. Korean Americans and Japanese Americans are the ones most likely to have received any election-related contact, while Chinese Americans and Vietnamese Americans are among those least likely to be contacted. There were no statistically significant differences in contact by gender, while older respondents had higher rates of contact than younger adults, and U.S.-born respondents had higher rates of contact than naturalized citizens.

Figure 6. Total Election-Related Contact for Asian American Voters



VOTER (DIS)ENGAGEMENT

Studies of civic engagement often include questions of how efficacious respondents feel about their participation, either with respect to how well they feel that they understand the political process (internal efficacy), or how they feel about the responsiveness of government to their concerns (external efficacy). On internal efficacy, respondents were asked whether they agreed or disagreed with the statement “Sometimes politics and government seem so complicated that a person like me can’t really understand what’s going on”. On external efficacy, they were asked whether they agreed or disagreed with the statement: “Public officials don’t care much what people like me think.”

Another way to interpret the question on internal efficacy (politics is too complicated) is that it shows the extent to which respondents may benefit from voter education, while the question on external efficacy (politicians don’t care) shows the extent to which respondents may benefit from greater outreach and communication from elected officials. These questions were asked in the 2012 American National Election Study, and we provide comparisons to the national average in our results.

As we see from Figures 7 and 8 (next page), a majority of Asian American registered voters feel disengaged from politics, either because it is too complicated (67%), or because they believe that politicians don’t care much about what they think (64%). The proportion saying that politics is “too complicated” is higher than the national average for registered voters, indicating that voter education would be particularly helpful for Asian Americans. This is especially true for women, middle-age adults, and naturalized citizens, for whom barriers to understanding appear the greatest.

The patterns look a bit different when we measure the extent to which registered voters believe that politicians are unresponsive to their interests. The proportion of Asian Americans expressing this sentiment (64%) is on par with the national average (61%), although for Korean Americans the problem is significantly greater (78%). There are no gender differences on this question, and in an interesting reversal of patterns, it is now the youngest age groups and the native born who feel most disempowered with respect to the responsiveness of government officials.

Figure 7. Politics “Too Complicated” to Understand

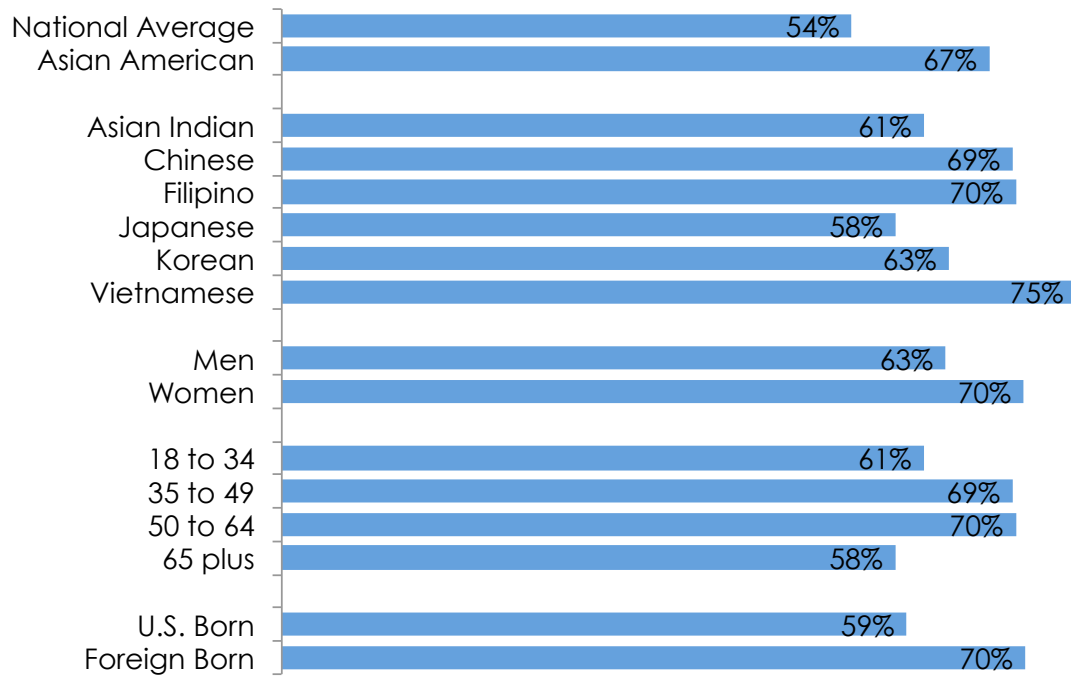
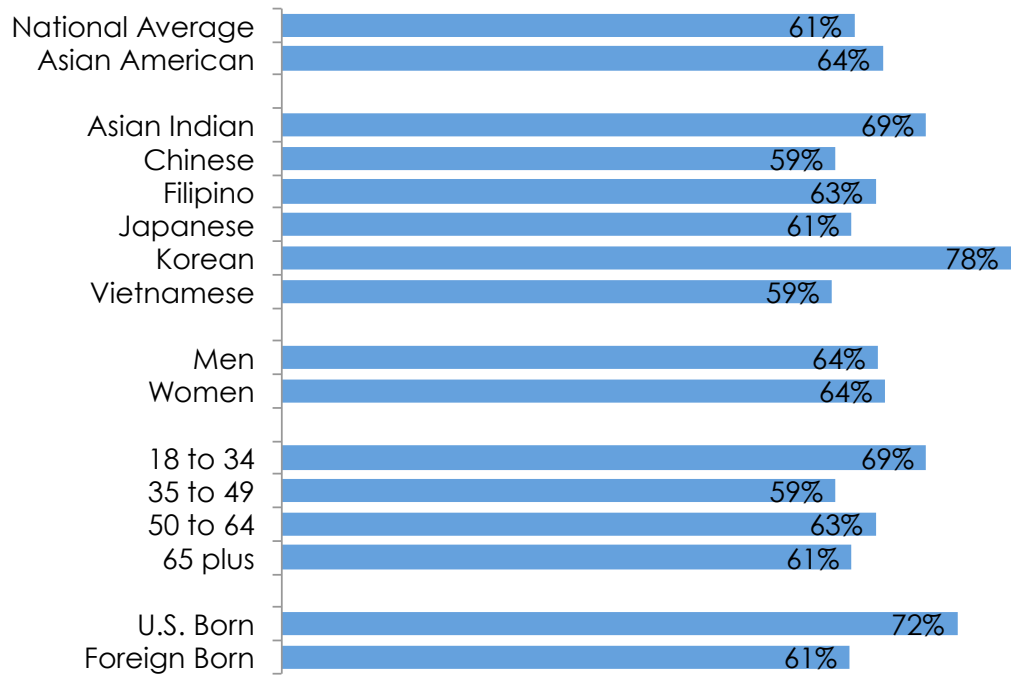


Figure 8. Politicians “Don't Care” About What People Like Me Think

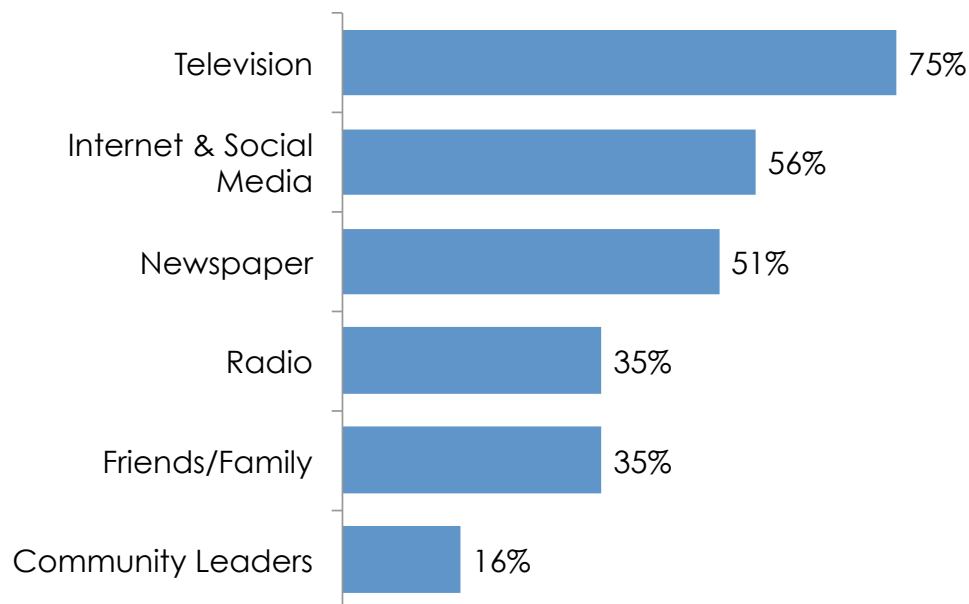


IMPORTANCE OF ETHNIC MEDIA

Asian Americans have among the highest rates of limited English proficiency (35%) and languages other than English spoken at home (77%).²⁰ As a consequence, it is important to gauge the extent to which Asian American registered voters get their political news from mainstream or ethnic news sources. Respondents were asked: “Thinking about news, which of the following sources would you say you use to get news about politics in the United States?” Choices included “newspapers, radio, television, Internet and social media, friends and family, and community organizations and leaders in my community.”

As we can see from Figure 9, television is the most frequent sources of information, followed by Internet and social media, newspapers, and radio. Friends and family were also relevant, and to a lesser extent, community leaders.

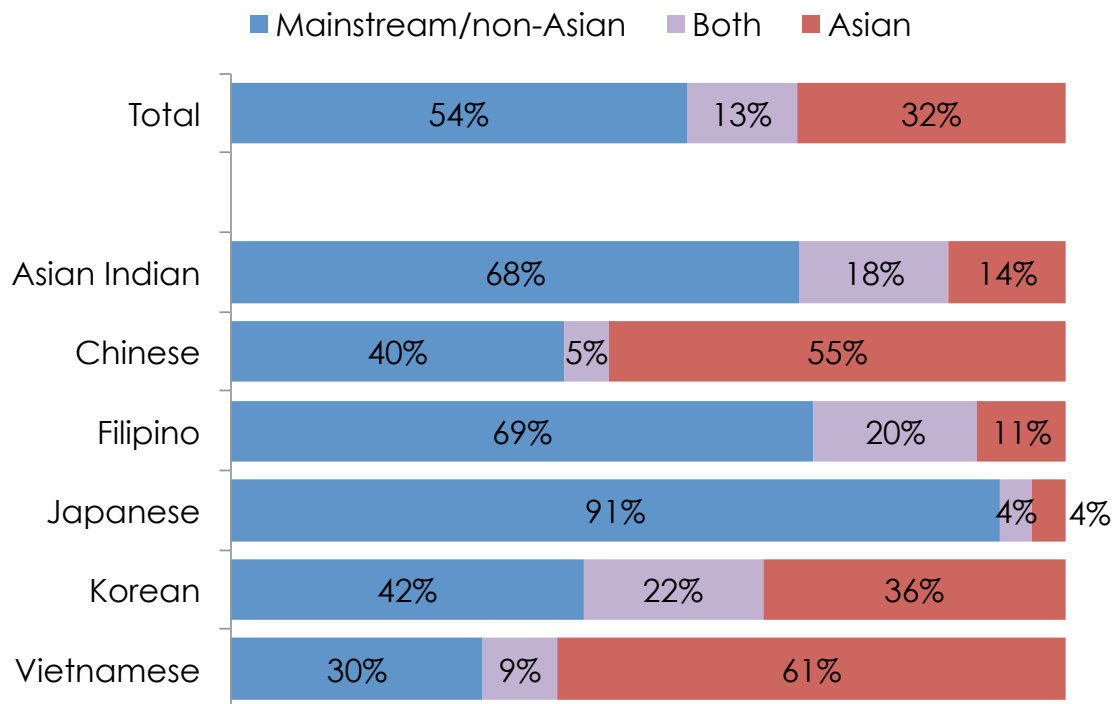
Figure 9. Sources of News About Politics, Asian American Registered Voters, 2014



²⁰ Center for American Progress and AAPI Data, “State of Asian Americans and Pacific Islanders” (2014), available at <http://ampr.gs/AAPIREports2014> (last accessed October 2014).

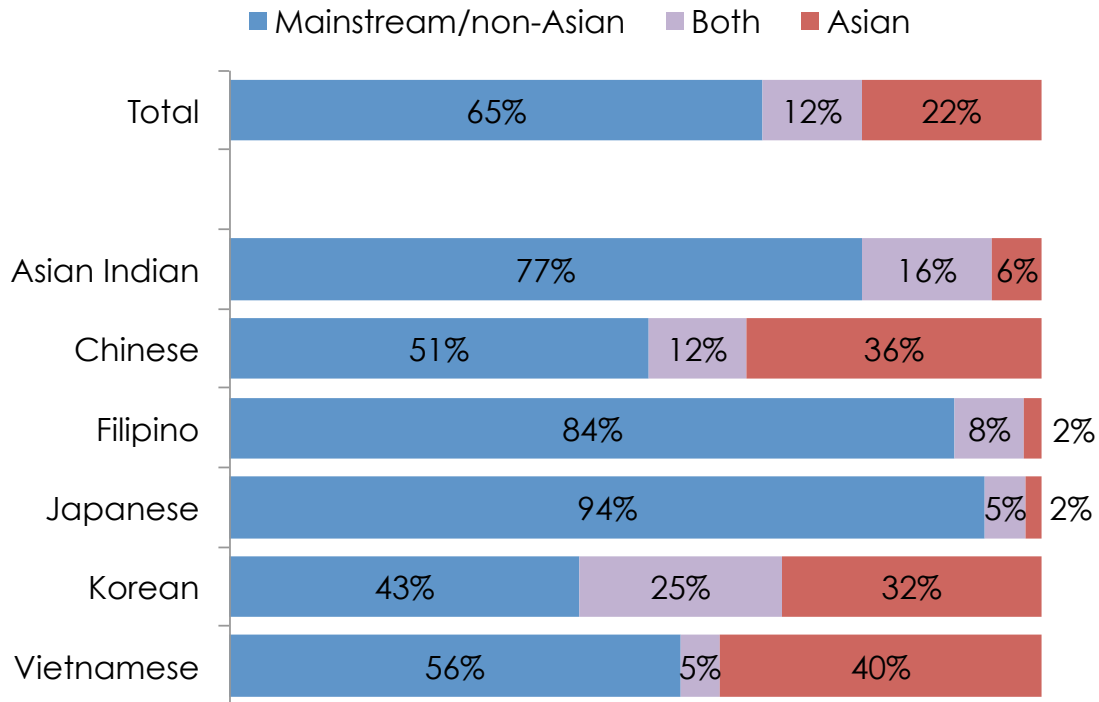
Next, for every media source selected, we asked respondents if the sources were Asian or ethnic-oriented (we also allowed them to say that they consumed both mainstream and ethnic news from that particular type of source). In Figures 10a through 10d, we present the findings on ethnic media utilization across source types. There are important differences that emerge by national origin, as Chinese Americans and Vietnamese Americans are those most likely to be exclusive consumers of Asian media, regardless of the type of source. Those consuming news from Internet and social media were least likely to rely on ethnic sources, although the proportions were still relatively high for Chinese Americans and Vietnamese Americans.

Figure 10a. Reliance on Ethnic Media (Television), Asian American Registered Voters, 2014



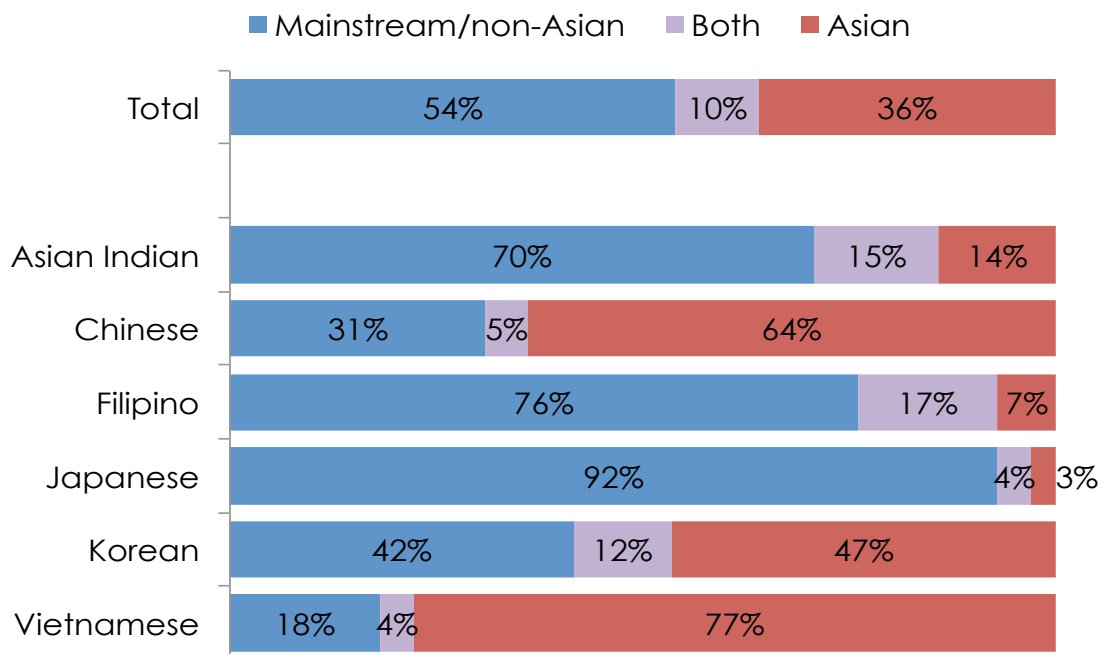
Note: Totals may not add to 100% due to rounding

Figure 10b. Reliance on Ethnic Media (Internet/Social Media), Asian American Registered Voters, 2014



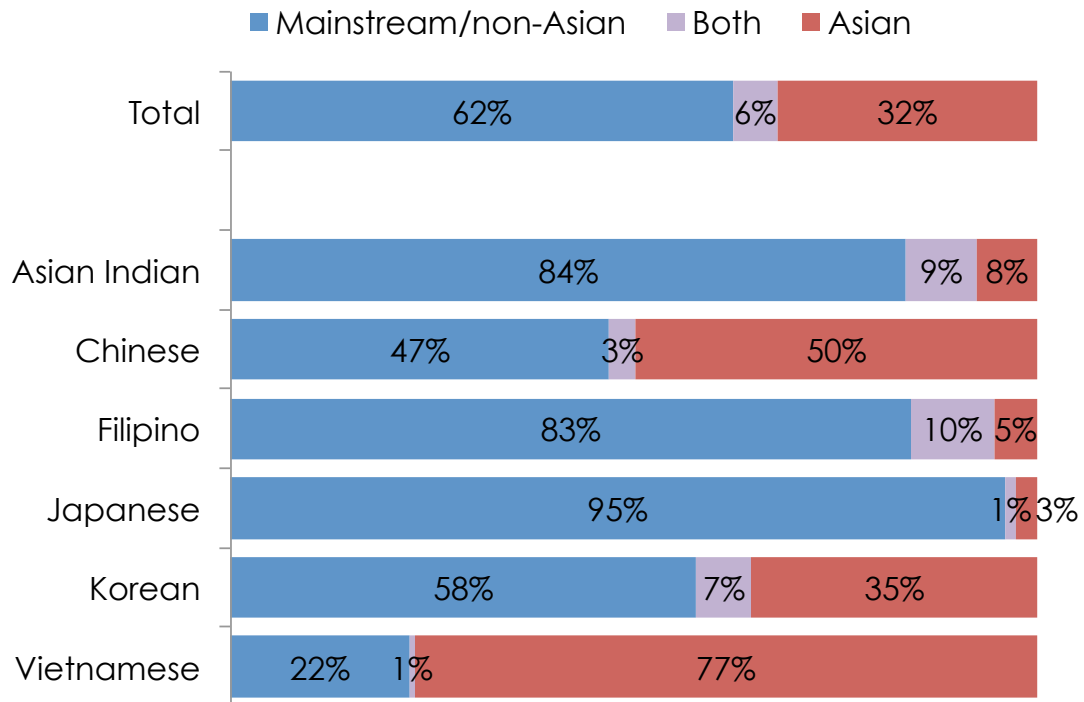
Note: Totals may not add to 100% due to rounding

Figure 10c. Reliance on Ethnic Media (Newspapers), Asian American Registered Voters, 2014



Note: Totals may not add to 100% due to rounding

Figure 10d. Reliance on Ethnic Media (Radio), Asian American Registered Voters, 2014



Note: Totals may not add to 100% due to rounding

APPENDIX

Survey Questionnaire

SCREENER

Are you comfortable continuing this conversation in English?

- ☐ Yes (1) **[SKIP Q1.2]**
- ☐ No (2)

Would you prefer we talk in another language?

- ☐ Mandarin (1)
- ☐ Cantonese (2)
- ☐ Korean (3)
- ☐ Vietnamese (4)
- ☐ Some other language (SPECIFY IF KNOWN) _____ (5) [TERMINATE]

{RECORD GENDER. IF UNSURE, ASK} What is your gender?

- ☐ Male (1)
- ☐ Female (2)

Please tell me which one or more of the following specific groups you are. Are you Chinese, Filipino, Indian, Japanese, Korean, Vietnamese, or of some other background?

- | | |
|---|--|
| <input type="checkbox"/> Chinese (1) | <input type="checkbox"/> All others [TERMINATE] |
| <input type="checkbox"/> Filipino (2) | |
| <input type="checkbox"/> Indian (3) | <input type="checkbox"/> Don't Know (88) [TERMINATE] |
| <input type="checkbox"/> Japanese (4) | <input type="checkbox"/> Refused (99) [TERMINATE] |
| <input type="checkbox"/> Korean (5) | |
| <input type="checkbox"/> Vietnamese (6) | |

Were you born in the United States or were you born in another country?

- United States (1)
- Another country (2)
- Refused (99) [TERMINATE]

How old were you when you moved to the United States?

- Record Age _____
- Don't know (88)
- Refused (99)

What is the highest degree or level of schooling you have completed?

- ☐ No schooling completed (1)
- ☐ Some schooling, no high school degree / GED (2)
- ☐ High school degree / GED (3)
- ☐ College degree (5)
- ☐ Graduate degree (6)
- ☐ Don't Know (88) [TERMINATE]
- ☐ Refused (99) [TERMINATE]

Are you registered to vote at this address?

- ☐ Yes (1)
- ☐ No (2) [TERMINATE]
- ☐ Don't Know (88) [TERMINATE]
- ☐ Refused (99) [TERMINATE]

MAIN QUESTIONNAIRE

Q1A	There will be a general election for Congress and other offices this November. Are you planning to vote or not planning to vote in that election?	PLANNING TO VOTE (1) [ASK 1B] NOT PLANNING TO VOTE (2) [SKIP TO Q2] DON'T KNOW (88)) [SKIP TO Q2] REFUSED (99) [SKIP TO Q2]
Q1B.	How certain are you that you will vote in the upcoming statewide election? Are you absolutely certain, fairly certain, not too certain or not at all certain that you will vote?	ABSOLUTELY CERTAIN 1 [ASK 1C] FAIRLY CERTAIN2 [ASK 1C] NOT TOO CERTAIN3 [ASK 1C] NOT AT ALL CERTAIN4 [SKIP TO Q2] DON'T KNOW (88)) [SKIP TO Q2] REFUSED (99) [SKIP TO Q2]
Q1C.	If you do vote in this year's statewide election, will you vote early or by mail using an absentee ballot or will you vote at your precinct polling place on Election Day?	EARLY VOTER (1) ABSENTEE (2) VOTE ON ELECTION DAY (3) DON'T KNOW (88)) REFUSED (99)

[SPLIT SAMPLE OF Q2A AND Q2B]

Q2A We are interested in how people are getting along financially these days. Would you say that you and your family are {READ} as you were a year ago? [ROTATE CHOICES 1 AND 2]

- Better off financially (1)
- Worse off financially (2)
- About the same (3)
- Don't Know (88)
- Refused (99)

Q2B We are interested in how people are getting along financially these days. Looking ahead, do you think that a year from now you will be {READ} as now?

- Better off financially (1)
- Worse off financially (2)
- About the same (3)
- Don't Know (88)
- Refused (99)

Q3	And thinking about the U.S. economy more generally, how would you rate how the U.S. economy is doing right now—would you say it is excellent, good, just fair, or poor?	EXCELLENT (1) GOOD (2) JUST FAIR (3) POOR (4) DON'T KNOW (88) REFUSED (99)
----	---	---

Q4 Now I'd like to ask you about some people and organizations who have been mentioned in the news recently. For each, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression. If you haven't heard of them {6}, or if you don't know enough about them to have an impression {5}, just say so and we will move on.

[READ NAME.] Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of [NAME]?

RANDOMIZE	very fav	some fav	some unfav	very unfav	no opin	never heard
A. Barack Obama.....	1	2	3	4	5	6
B. The Democratic Party	1	2	3	4	5	6
C. The Republican Party.....	1	2	3	4	5	6

Q5 Overall, do you approve or disapprove of the way Barack Obama is handling his job as President?

APPROVE (1)
DISAPPROVE (2)
DON'T KNOW (88)
REFUSED (99)

Q6A Thinking about the upcoming November election for House of Representatives in your district... If the election were being held today would you be inclined to vote for the [ROTATE ORDER] [Republican candidate] or the [Democratic candidate]?

REPUBLICAN (1) [ASK Q6B]
DEMOCRAT (2) [ASK Q6B]
SOME OTHER PARTY (3) [ASK Q6B]
DON'T KNOW (88) [ASK Q6C]
REFUSED (99) [ASK Q6C]

Q6B Would you say you support that candidate strongly or not so strongly?

SUPPORT STRONGLY (1)
NOT SO STRONGLY (2)
DON'T KNOW (88)

Q6C Well, which party's candidate do you lean towards at this time?

REPUBLICAN (1)
DEMOCRAT (2)
SOME OTHER PARTY (3)
DON'T KNOW (88)
REFUSED (99)

Q7. Compared to previous elections, are you more enthusiastic than usual about voting this year or less enthusiastic?

MORE (1)
LESS (2)
SAME (VOLUNTEERED) (3)
DON'T KNOW (88)
REFUSED (99)

Q8. Generally speaking, do you usually think of yourself as a {READ CATEGORIES}, an independent, or in terms of some other party? [ROTATE 1 AND 2]

○ Democrat (1)

- ☐ Republican (2)
- ☐ Independent (3)
- ☐ Other party (please specify) (4) _____
- ☐ Do not think in terms of political parties (5) (VOL; DO NOT READ)
- ☐ DON'T KNOW(88)
- ☐ Refused (99)

Q8B. **[IF Q8A = 2]** Would you call yourself a strong Republican or a not very strong Republican?

- ☐ Strong Republican (1)
- ☐ Not very strong Republican (2)
- ☐ DON'T KNOW(88)
- ☐ Refused (99)

Q8C. **[IF Q8A = 1]** Would you call yourself a strong Democrat or a not very strong Democrat?

- ☐ Strong Democrat (1)
- ☐ Not very strong Democrat (2)
- ☐ DON'T KNOW(88)
- ☐ Refused (99)

[SPLIT SAMPLE Q8D1 AND Q8D2]

8D1. **[IF Q16A = 3,4,5,88]** Do you think of yourself as closer to the Republican Party or to the Democratic Party?

- ☐ Closer to the Republican Party (1)
- ☐ Closer to the Democratic party (2)
- ☐ Closer to neither party (3)
- ☐ Don't Know (88)
- ☐ Refused (99)

8D2. **[IF 16A = 3,4,5,88]** Based on where the two parties stand on the issues, do you think your views are closer to the Republican Party or to the Democratic Party?

- ☐ Closer to the Republican Party (1)
- ☐ Closer to the Democratic party (2)
- ☐ Closer to neither party (3)
- ☐ Don't Know (88)
- ☐ Refused (99)

Q9. Thinking about past elections, did you get a chance to vote in the 2012 presidential election? If so, did you vote for **[ROTATE]** Democrat Barack Obama or Republican Mitt Romney?

- Obama (1)
- Romney (2)
- Someone else (3)
- Didn't vote (4)
- Don't remember (5)
- Don't know (88)
- Refused (99)

Q10. Which of these statements best describes how you have usually voted in past elections?

[ROTATE LIST TOP TO BOTTOM (1-7), BOTTOM TO TOP (7-1)]

- Straight Republican.....1
- Mostly Republican.....2
- A few more Republicans than Democrats3
- (Independent/Depends on the person)4
- A few more Democrats than Republicans5
- Mostly Democratic.....6
- Straight Democratic7
- Don't Know (88)
- Refused (99)

Q11. Now I'd like to ask you about some issues that might be important in the elections in November. Please tell me how important the following issues are to you personally in deciding how to vote [RANDOMIZE]

Extremely important (1) Very important (2) Somewhat important (3) or Not that important (4) Don't Know (88)

Q11A. Jobs and the economy	1	2	3	4	88
Q11B. Health care	1	2	3	4	88
Q11C. Immigration	1	2	3	4	88
Q11D Gun control	1	2	3	4	88
Q11E The environment	1	2	3	4	88
Q11F. National security	1	2	3	4	88
Q11G. Racism and racial discrimination	1	2	3	4	88
Q11H. Taxes	1	2	3	4	88
Q11I. A decline in real income for American workers	1	2	3	4	88

Q12. For each of the following issues, please tell me whether you think the Democratic Party or the Republican Party is doing a better job with this issue, or if there is no difference.

{READ ISSUE.} Do you think that the Democratic Party or the Republican Party is doing a better job with this issue?

Democrat (1) Republican (2) No Difference (3) Don't Know (88)

[RANDOMIZE]

1.	Jobs and the economy	1	2	3	88
2.	Health care	1	2	3	88
3.	Immigration.....	1	2	3	88
4.	Standing up for the middle class	1	2	3	88
5.	Gun control	1	2	3	88
6.	Sharing your values.....	1	2	3	88
7.	Treating all Americans fairly and equally	1	2	3	88
8.	Education	1	2	3	88
9.	Taxes	1	2	3	88
10.	National security	1	2	3	88

Q13A. Next, we will ask your opinions on certain issues. If you had to choose, would you rather have a smaller government providing fewer services, or a bigger government providing more services?

- Smaller government, fewer services (1)
- Bigger government, more services (2)
- Depends (VOL) (3)
- Don't Know (88)
- Refused (99)

[SPLIT SAMPLE Q13B1, Q13B2, Q13B3]

Q13B1. Next, do you favor or oppose affirmative action programs designed to help blacks, women, and other minorities get better access to jobs and business contracts?

Q13B2. Next, do you favor or oppose affirmative action programs designed to help blacks, women, and other minorities get better access to higher education?

Q13B3. Next, do you favor or oppose affirmative action programs designed to help blacks, women, and other minorities get better jobs and education?

- Favor (1)
- Oppose (2)
- Don't Know (88)
- Refused (99)

[SPLIT SAMPLE Q13C AND Q13D]

Q13C. . If comprehensive immigration reform is not passed this year, which political party do you think will be most responsible for that outcome – **[ROTATE]** Democrats or Republicans?

- Democrats (1)
- Republicans (2)
- Both equally (**VOL**) (3)
- Neither (**VOL**) (4)
- Don't Know (88)
- Refused (99)

Q13D1. . A comprehensive immigration reform bill has passed the Senate, but Republicans in the U.S. House of Representatives have blocked the measure. President Obama has argued that time is running out, and he is planning to issue an executive order on immigration.

Based on what you know about the executive order, would you **support** or **oppose** this action by the President? {PROBE: DO YOU STRONGLY SUPPORT/OPPOSE?}

- Strongly support (1)
- Support (2)
- Oppose (3)
- Strongly oppose (4)
- Don't Know (88)
- Refused (99)

Q14 Now I'm going to read you a list of statements. For each statement, please tell me if you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat, or disagree strongly? **[READ EACH CATEGORY AND RECORD RESPONSE; REPEAT RESPONSE CHOICES AS NEEDED]**

Disagree strongly (1) Disagree somewhat (2) Neither agree nor disagree (3)
Agree somewhat (4) Agree strongly (5) Don't Know (88) Refuse (99)

Q14A. Congress should increase the federal minimum wage from its current level of \$7.25 an hour

Q14B. We should have stricter gun laws in the United States

Q14C. Congress should repeal the Affordable Care Act

Q14D. There should be limits on the amount of money that corporations and organizations can contribute to political campaigns

Q14E. Health care providers should be required to provide language assistance for patients who cannot speak English well

Q14F. The government should work to substantially reduce the income gap between the rich and the poor

Q15 Here is a slightly different list of statements. Please indicate how much you agree or disagree with the following statements **[ROTATE CATEGORIES]**

Disagree strongly (1) Disagree somewhat (2) Neither agree nor disagree (3)
Agree somewhat (4) Agree strongly (5) Don't Know (88) Refuse (99)

[SPLIT SAMPLE BETWEEN A AND B]

A1. Sometimes political parties seem so complicated that a person like me can't really understand what's going on

A2. Political parties and their candidates don't care much what people like me think.

B1. Sometimes politics and government seem so complicated that a person like me can't really understand what's going on

B2. Public officials don't care much what people like me think.

Q16. Next, thinking about elections and campaigns...

[ROTATE Q16A AND Q16B]

Q16A. If a political candidate expressed **strongly anti-immigrant views**, but you agreed with him or her on other issues, would you still vote for that candidate, or would you vote for someone else?

Still vote for candidate (1)
 Someone else (2)
 Don't Know (88)
 Refused (99)

Q16B. If a political candidate expressed **strong views about Christian values**, and you agreed with him or her on other issues, would you still vote for that candidate, or would you vote for someone else?

Still vote for candidate (1)
 Someone else (2)
 Don't Know (88)
 Refused (99)

Q17. Thinking about the 2014 elections, have you been contacted any of the following groups in the past year: a great deal, some, a little, or not at all? **[ROTATE 17A AND 17B]**

A great deal (1) Some (2) A little (3) Not at all (4) Don't know (88)
Refused (99)

Q17A. The Democratic Party	1	2	3	4	88	99
Q17B. The Republican Party	1	2	3	4	88	99
Q17C. By community organizations	1	2	3	4	88	99

Q18. We'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them. How about...? **[ROTATE A-D FIRST; THEN E-I]**

Favorable (1) Unfavorable (2) Never Heard (3) Don't Know (88)
Refused (99)

A. Hillary Clinton	1	2	3	88	99
B. Joe Biden	1	2	3	88	99
C. Elizabeth Warren	1	2	3	88	99
D. Andrew Cuomo	1	2	3	88	99
E. Paul Ryan	1	2	3	88	99
F. Ted Cruz	1	2	3	88	99
G. Chris Christie	1	2	3	88	99
H. Rand Paul	1	2	3	88	99
I. Jeb Bush	1	2	3	88	99

Q19. Changing topics, like many people, do you speak a language other than English at home? If so, which language? {**CHECK ALL THAT APPLY**}

Mandarin	1
Cantonese	2
Tagalog	3
Hindi	4
Hmong.....	5
Korean.....	6
Vietnamese.....	7
Other (RECORD VERBATIM).....	8
No other language	9
Don't Know (88)	

Q20. Has language ever been a barrier for you in voting in previous elections?

Yes	1
No.....	2
Don't Know (88)	
Refused (99)	

Q21 Thinking about news, which of the following sources would you say you use to get news about politics in the United States:

READ CHOICES, SELECT ALL THAT APPLY

Newspapers	1
Radio	2
Television.....	3
Internet and social media	4
Friends and family	5
Community organizations and leaders in my community ...	6
(None)	7
Don't Know (88)	
Refused (99)	

Q21A **[IF TELEVISION CHECKED]** You said you get your news from television. Is that **[a/an] [RETHNIC]** or Asian television show?

- ☐ Yes (1)
- ☐ No (2)
- ☐ (DO NOT READ) Both/Both Asian and non-Asian (3)
- ☐ Don't Know (88)
- ☐ Refused (99)

Q21B **[IF INTERNET CHECKED]** You said you get your news from the Internet. Is that **[a/an] [RETHNIC]** or Asian web site?

- ☐ Yes (1)

- ☐ No (2)
- ☐ (DO NOT READ) Both/Both Asian and non-Asian (3)
- ☐ Don't Know (88)
- ☐ Refused (99)

Q21C **[IF NEWSPAPERS CHECKED]** You said you get your news from newspapers. Is that **[a/an] [RETHNIC]** or Asian newspaper?

- ☐ Yes (1)
- ☐ No (2)
- ☐ (DO NOT READ) Both/Both Asian and non-Asian (3)
- ☐ Don't Know (88)
- ☐ Refused (99)

Q21D **[IF RADIO CHECKED]** You said you get your news from radio. Is that **[a/an] [RETHNIC]** or Asian radio show?

- ☐ Yes (1)
- ☐ No (2)
- ☐ (DO NOT READ) Both/Both Asian and non-Asian (3)
- ☐ Don't Know (88)
- ☐ Refused (99)

Finally, I would like to ask you a few questions for statistical purposes only.

Q24. Which of the following best describes your present marital status – married, not married but live together, separated or divorced, widowed, or never married?	MARRIED	1
	NOT MARRIED BUT LIVE TOGETHER	2
	SEPARATED OR DIVORCED	3
	WIDOWED	4
	NEVER MARRIED	5
	NO ANSWER	8

Q25A. What year were you born?

- **[RECORD YEAR]**
- Don't Know (8888)
- Refused (9999)

25B. **[IF Q25A=DON'T KNOW, REF]**

. We don't need to know exactly, but which of the following age categories are you in? (READ CATEGORIES)	18-24	1
	25-29	2
	30-34	3
	35-39	4
	40-49	5
	50-54	6
	55-64	7
	65 OR OLDER	8
	DO NOT READ → REFUSED.....	99

Q26. Do you have any children eighteen years or younger living at home with you?

- Yes (1)
- No (2)
- Don't know (88)
- Refused (99)

Q27. Are you currently employed full-time, employed part-time, unemployed, retired, or a homemaker?

- Employed full-time (1)
- Employed part-time (2)
- Unemployed (3)
- Retired (4)
- Homemaker (5)
- Don't know (88)
- Refused (99)

Q28A. Finally, we are asking this question for statistical purposes only. Which of the following best describes the total income earned by everyone in your household last year?

- ☐ Up to \$20,000 (1)
- ☐ \$20,000 to \$35,000 (2)
- ☐ \$35,000 to \$50,000 (3)
- ☐ \$50,000 to \$75,000 (4)
- ☐ \$75,000 to \$100,000 (5)
- ☐ \$100,000 to \$125,000 (6)
- ☐ \$125,000 to \$250,000 (7)
- ☐ \$250,000 and over (8)
- ☐ Don't Know (88)
- ☐ Refused (99)

Q28B. **[IF Q28A=DON'T KNOW, REF]** We understand this is a private matter for many individuals. We are only interested in this for research purposes. Could you please at least tell us if your total household income was below \$50,000 last year, between \$50,000 and \$100,000, or more than \$100,000?

- ☐ less than \$50,000 (1)
- ☐ \$50,000 to \$100,000 (2)
- ☐ more than \$100,000 (3)
- ☐ Don't Know (88)
- ☐ Refused (99)

CONFIRM NAME, END INTERVIEW

Methodology

This report is based on telephone interviews conducted from August 14 to September 11, 2014, of 1,337 registered voters who identify as Asian American. Sampling was targeted towards the six largest national origin groups that together account for more than 75% of the Asian American adult citizen population.

Interviews were conducted in English, Cantonese, Mandarin, Korean, and Vietnamese, and included landlines and mobile phones. 45 percent of the interviews were conducted in an Asian language.

The sample sizes by ethnicity are as follows, along with an estimation of the maximum margin of error associated with each sample size (in parentheses):

Total: 1,337 (+/- 2.7%)

Asian Indian: 230 (+/- 6.5%)

Chinese: 230 (+/- 6.5%)

Filipino: 210 (+/- 6.8%)

Japanese: 212 (+/- 6.8%)

Korean: 224 (+/- 6.5%)

Vietnamese: 231 (+/- 6.5%)

Sampling error from the size of our sample is only one type of error possible in surveys like the 2014 APIAVote & Asian Americans Advancing Justice | AAJC survey. Findings may also be subject to variation from question wording, question order, and the time and date when the survey was conducted. The findings in this report are weighted statistically to account for any demographic differences of interest between the sample and population parameters for analyses of the national Asian American population, as well as for subgroups of the population, on the following dimensions: size of group within a state, educational attainment, gender and nativity.

Contact information

For additional questions on survey methodology or design, contact Karthick Ramakrishnan at (818)305-4865 or karthick@aapidata.com. For information on voter demographics and outreach, contact Christine Chen at 202-223-9170 or cchen@apiavote.org. For any other media inquiries, contact Sandhya Bhatija sbathija@advancingjustice-aaajc.org.