

#PowerInNumbers

September 24, 2024

2024 AAPI Voter Survey

APIA VOTE
ASIAN & PACIFIC ISLANDER AMERICAN VOTE



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Christine Chen, APIAVote
Executive Director and Co-Founder



Karthick Ramakrishnan, AAPI Data
Executive Director & Founder

Background

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Today, **Asian and Pacific Islander American Vote (APIAVote)** and **AAPI Data** released the findings from a survey of Asian American and Pacific Islander adults, the first since President Biden dropped out of the race and Vice President Harris became the Democratic nominee. The poll, conducted by **NORC at the University of Chicago**, shows a dramatic increase in support for the Democratic presidential ticket among Asian American voters since the release of the organizations' bi-annual Asian American Voter Survey (AAVS) in July.

Asian Americans have been a rapidly growing group of eligible voters in the U.S. over the past two decades, growing by **15 percent**¹ in the last four years alone and turning out in record numbers in every federal election since 2016. **In 2020, a surge in Asian American voters** – especially those voting for the very first time – in battleground states was crucial to Biden's victory.

1. <https://www.pewresearch.org/short-reads/2024/01/10/key-facts-about-asian-american-eligible-voters-in-2024/>

Key Findings

Presidential Horse Race: *Among Asian American voters, Harris leads Trump by 38 percentage points, expanding Biden's 15-point lead by 23 percentage points since the Spring.*

- 66 percent of Asian American voters plan on voting for Vice President Harris, compared to 28 percent who say they back former President Trump. Those who say they will support another candidate or are undecided account for 6 percent.
 - In the 2024 AAVS, conducted in April-May, 46 percent of Asian American voters backed Biden and 31 percent supported Trump, while 23 percent said they planned to vote for someone else or were undecided.
 - The 2020 AAVS, which was conducted in July-September that year, 54 percent said they planned to vote for Biden, 30 percent for Trump, and 16 percent for someone else or were undecided.

Harris' Identity: *Asian American voters say Harris' identity as a woman is more important than her identity as Asian Indian or South Asian.*

- 38 percent of Asian American voters say Harris' identity as a woman is “extremely” or “very” important to them, compared to 27 percent who say the same about her identity as an Asian Indian or South Asian.

Key Findings

Candidate Favorability: *Vice President Harris' favorability among Asian American voters increases 18 points since the Spring; Tim Walz is far more popular as a vice presidential candidate than JD Vance.*

- 62 percent of Asian American voters say they have a favorable opinion of Kamala Harris, compared to 35 percent who have an unfavorable opinion of the Vice President.
 - In the 2024 AAVS, conducted in April-May, 44 percent had a favorable view of Harris and 42 percent unfavorable.
- 28 percent of Asian American voters have a favorable opinion of Donald Trump, compared to 70 percent who have an unfavorable opinion of the former President.
 - In the 2024 AAVS, conducted in April-May, 34 percent had a favorable view of Trump and 62 percent unfavorable.
- 56 percent of Asian American voters have a favorable opinion of Tim Walz, compared to 18 percent who have an unfavorable opinion of the Democratic nominee for vice president. 26 percent don't know enough to have an opinion.
- 21 percent of Asian American voters have a favorable opinion of JD Vance, compared to 58 percent who have an unfavorable opinion of the Republican nominee for vice president. 22 percent don't know enough to have an opinion.

Key Findings

Certainty of Voting: *Asian American voters are more likely to say that they are absolutely certain they will vote compared to April-May of this year.*

- 77 percent of Asian American voters said they are “absolutely certain” they will vote in the 2024 election, up from 68 percent who said the same in the 2024 AAVS conducted in April-May.
 - In the 2020 AAVS, conducted in July-September of 2020, 82 percent of Asian American voters said they are “absolutely certain” they would vote in the 2020 election.

Voter Contact & Outreach: *Asian American voters are far more likely to say they’ve been contacted by the Democratic Party than the GOP.*

- 62 percent of Asian American voters say they’ve been contacted by the Democratic Party, compared to 46 percent who say the same for the Republican Party.
 - In the 2024 AAVS, conducted in April-May, 45 percent of Asian American voters say they had been contacted by the Democratic Party, compared to 38 percent who say the same for the Republican Party.
- 27 percent of Asian American voters say they have still not been contacted by either party, down from 42 percent in the 2024 AAVS, conducted in April-May.

Methodology

The 2024 AAPI Voter Survey was conducted between September 3-9, 2024 by NORC using NORC's Amplify AAPI® Panel for the sample source. The survey was offered in English, Chinese dialects of Mandarin and Cantonese, Vietnamese, and Korean and was administered in two modes depending on the preference of the respondent provided during panel recruitments: 1) self-administered by the respondent online via the Web; or 2) administered over the telephone by a live interviewer. The surveys with a live interviewer were only conducted in English.

Survey respondents are Asian American voters, Native Hawaiians, and Pacific Islanders 18 years of age or older, with oversamples of citizens and registered voters. The data have been weighted by ethnicity, education, Census Region, age by gender, ethnicity by gender, and ethnicity by nativity. The overall margin of error is +/- 4.7 percent.

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Certainty of Voting In November

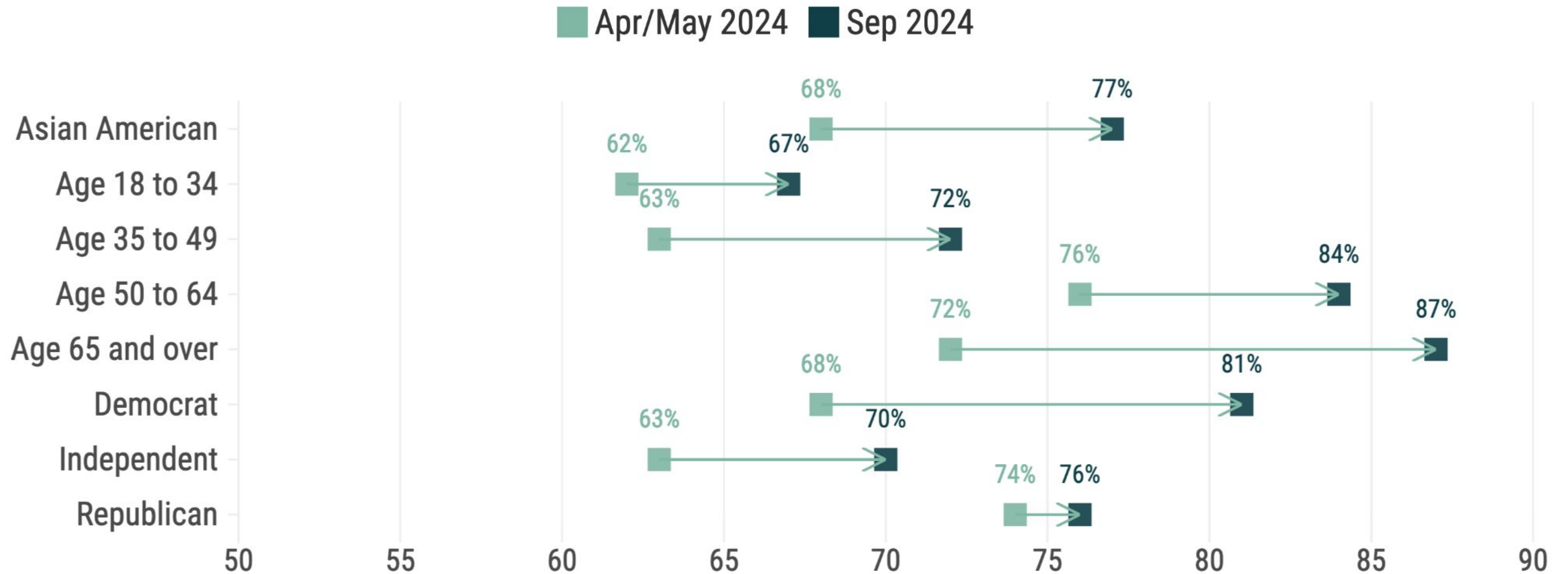


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2024 Change in Vote Certainty

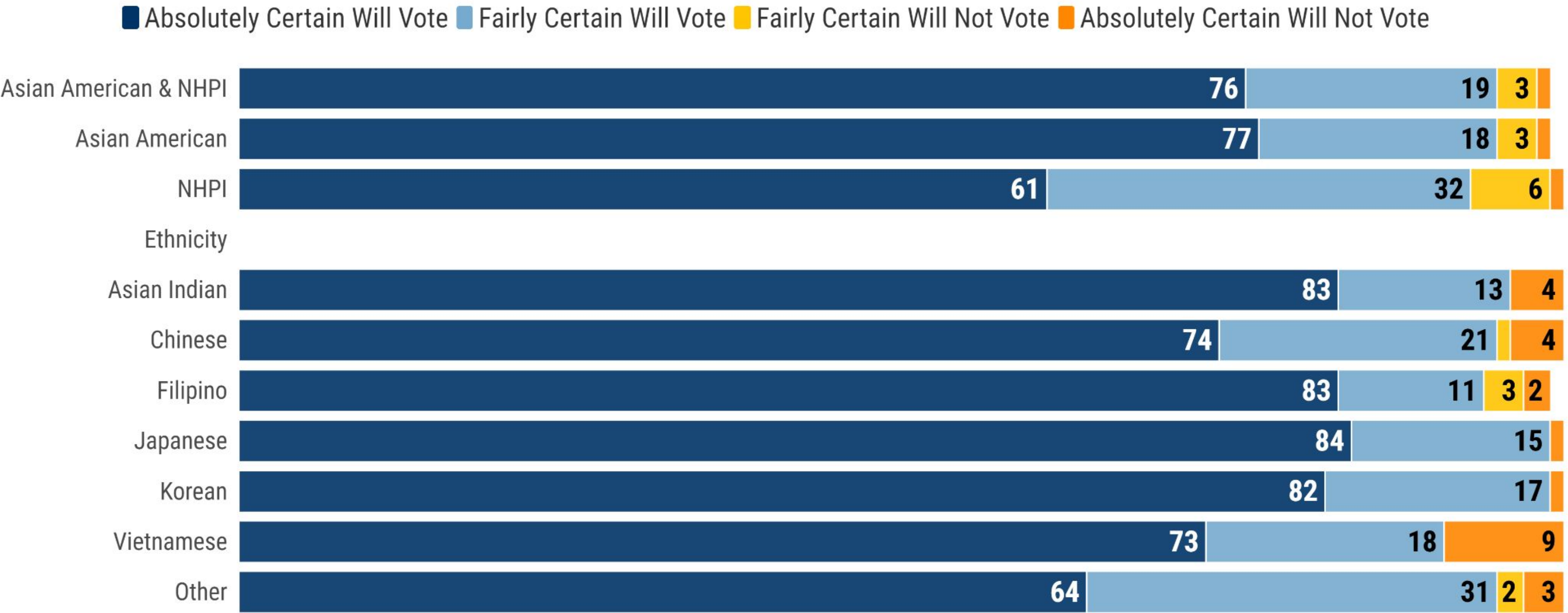
Proportion "absolutely certain" they will vote



Sources: 2024 AAPI Voter Survey, 2024 Asian American Voter Survey

Intention to Vote in November Election

"There are a range of reasons why people do or do not vote. We're interested in hearing from voters and non-voters. How certain are you that you will vote in the upcoming election in November?"



Source: Sept 2024 AAPI Voter Survey

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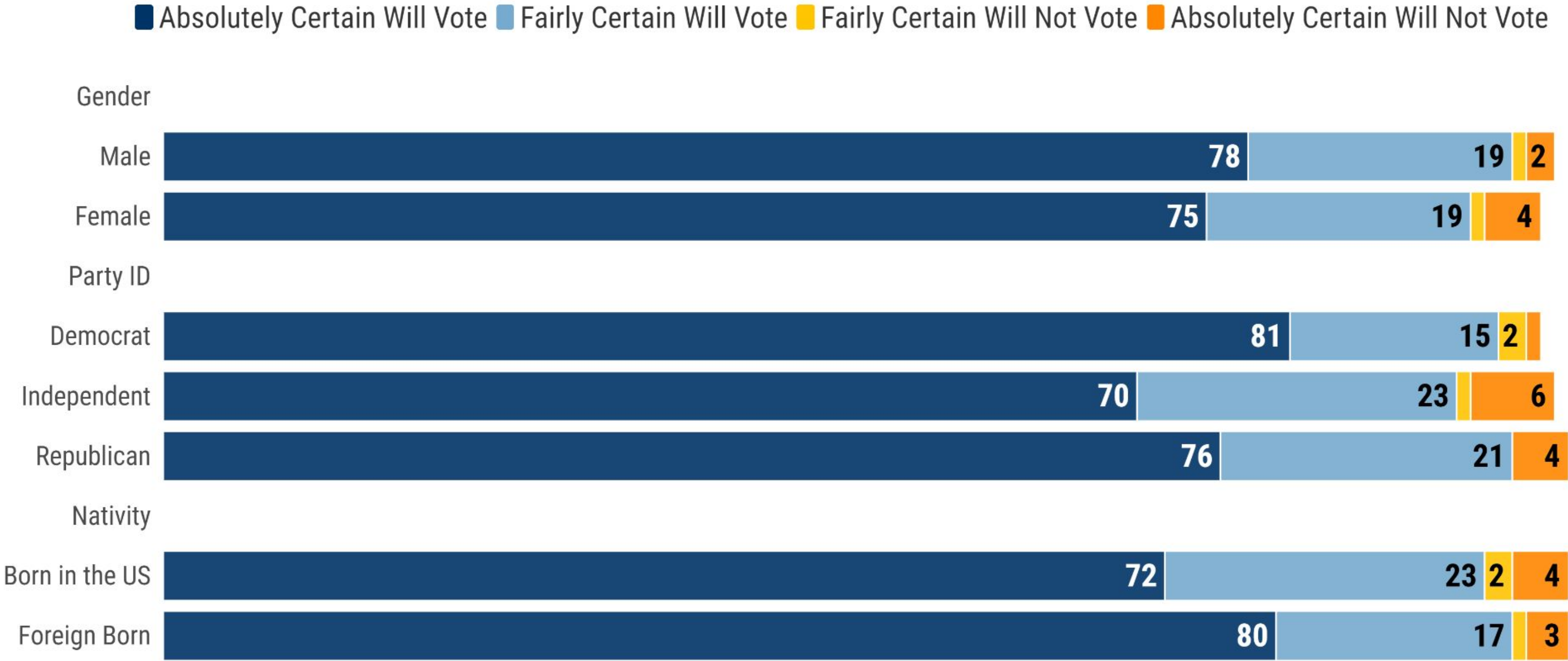
Absolutely Certain Will Vote Fairly Certain Will Vote Fairly Certain Will Not Vote Absolutely Certain Will Not Vote



Source: Sept 2024 AAPI Voter Survey

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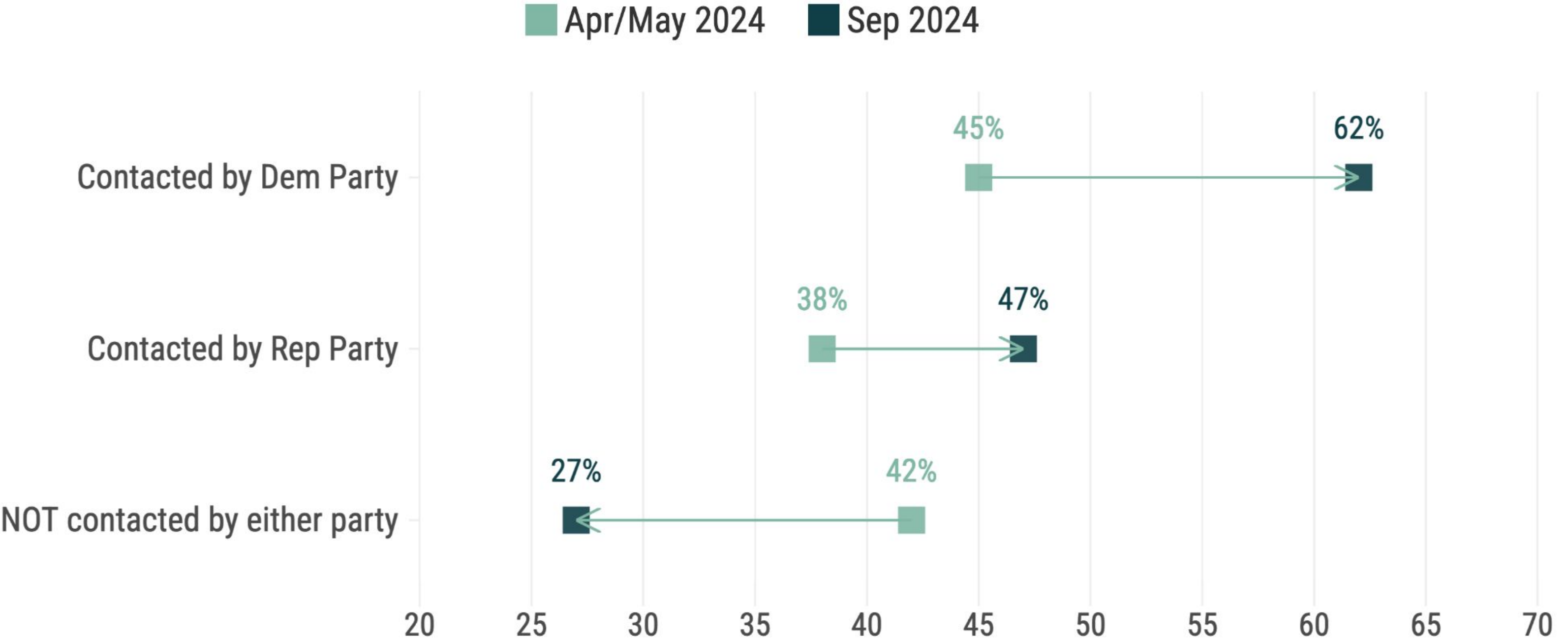
Contact By Parties and Other Groups



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2024 Change in Party Contact (Apr/May vs. Sept)

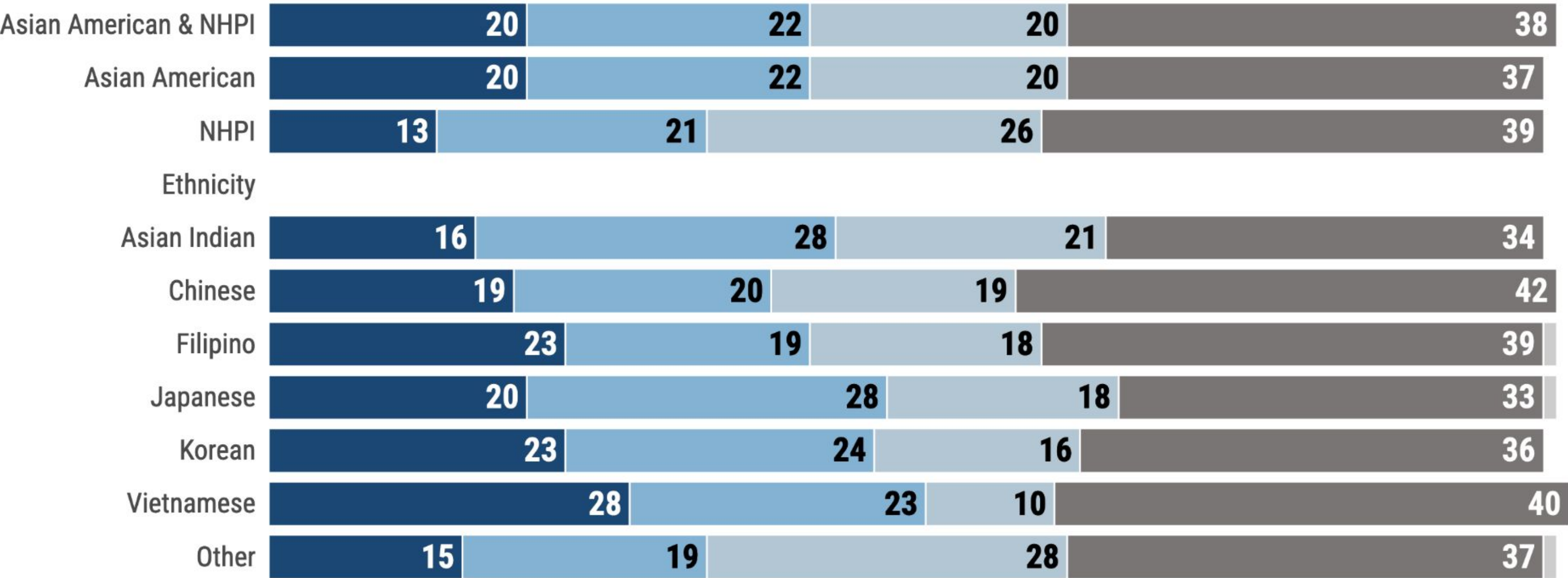


Sources: 2024 AAPI Voter Survey, 2024 Asian American Voter Survey

Contacted by Democratic Party

"Thinking about the 2024 elections, have you been contacted by any of the following groups in the past year: a great deal, some, a little, or not at all?"

A Great Deal Some A Little Not at All or Don't Know Refused

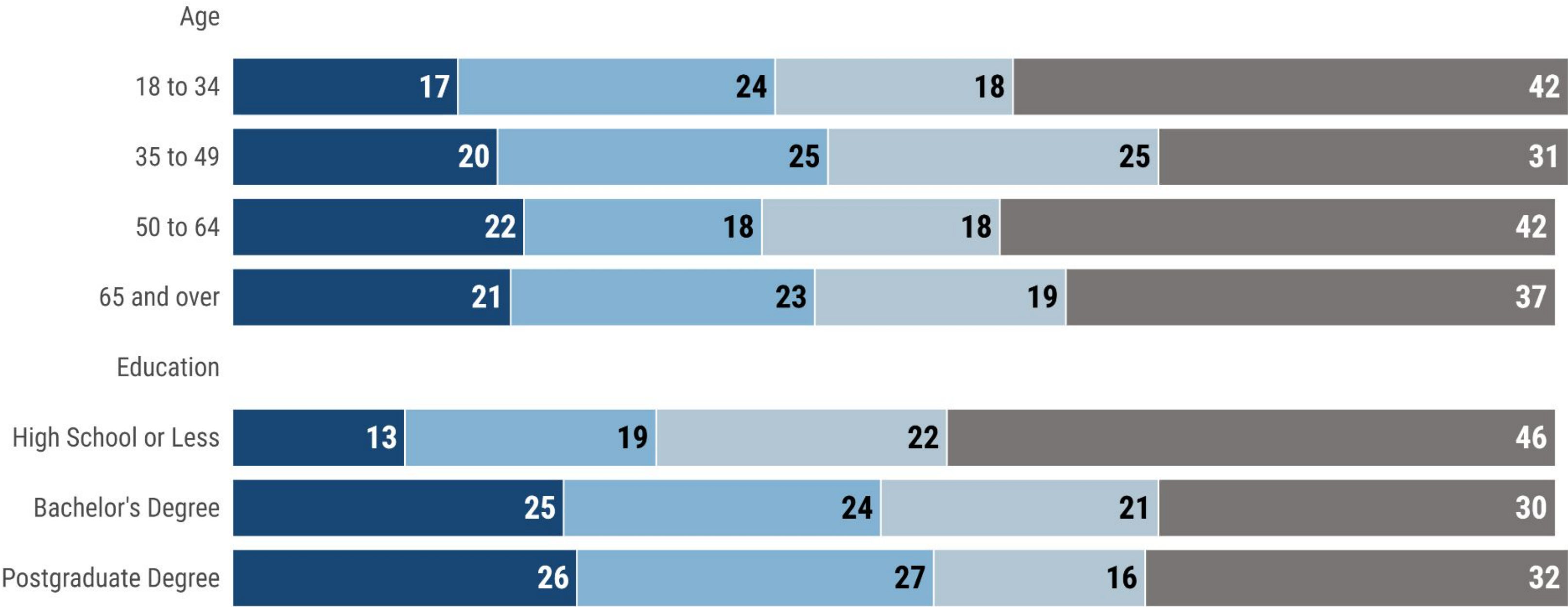


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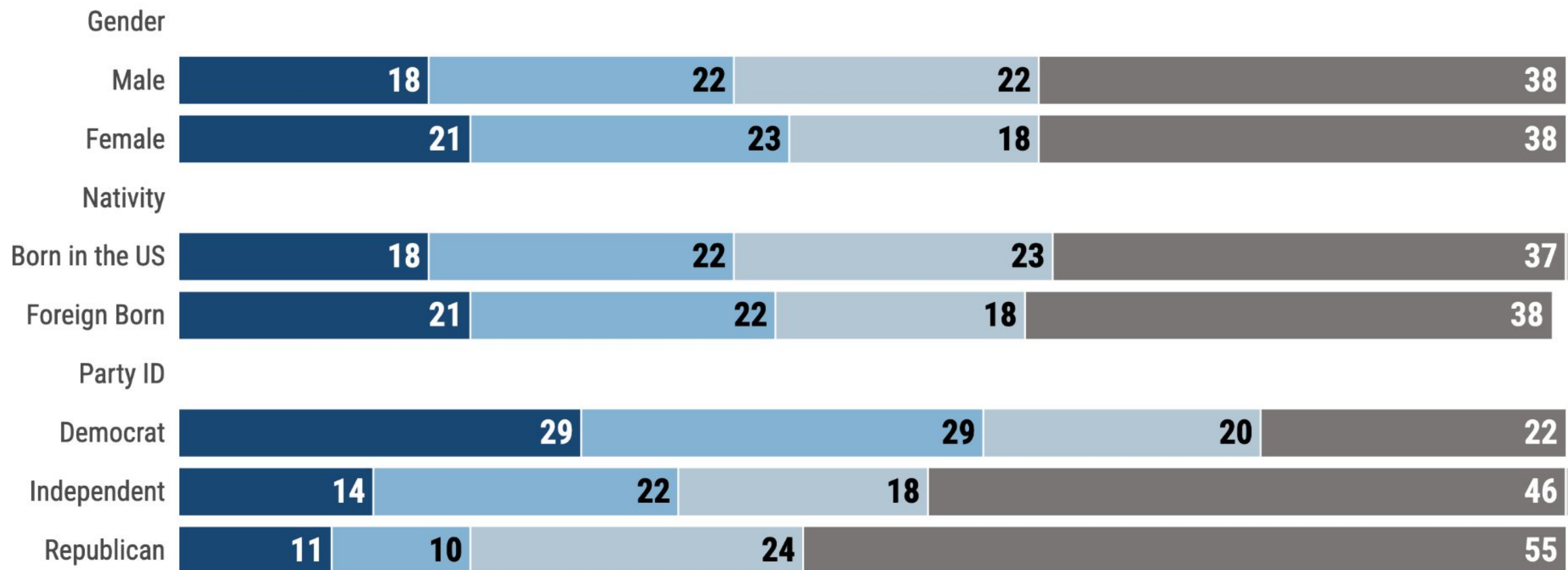


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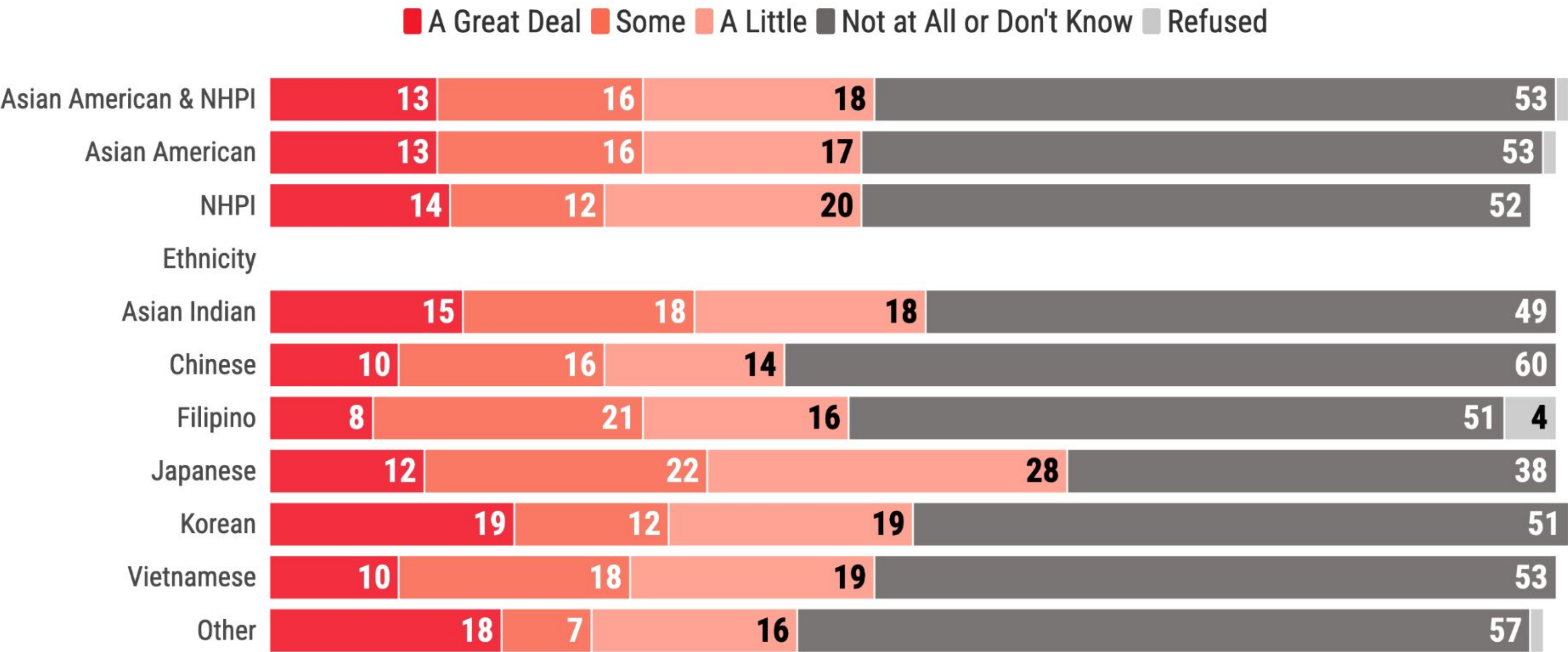
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Source: Sept 2024 AAPI Voter Survey

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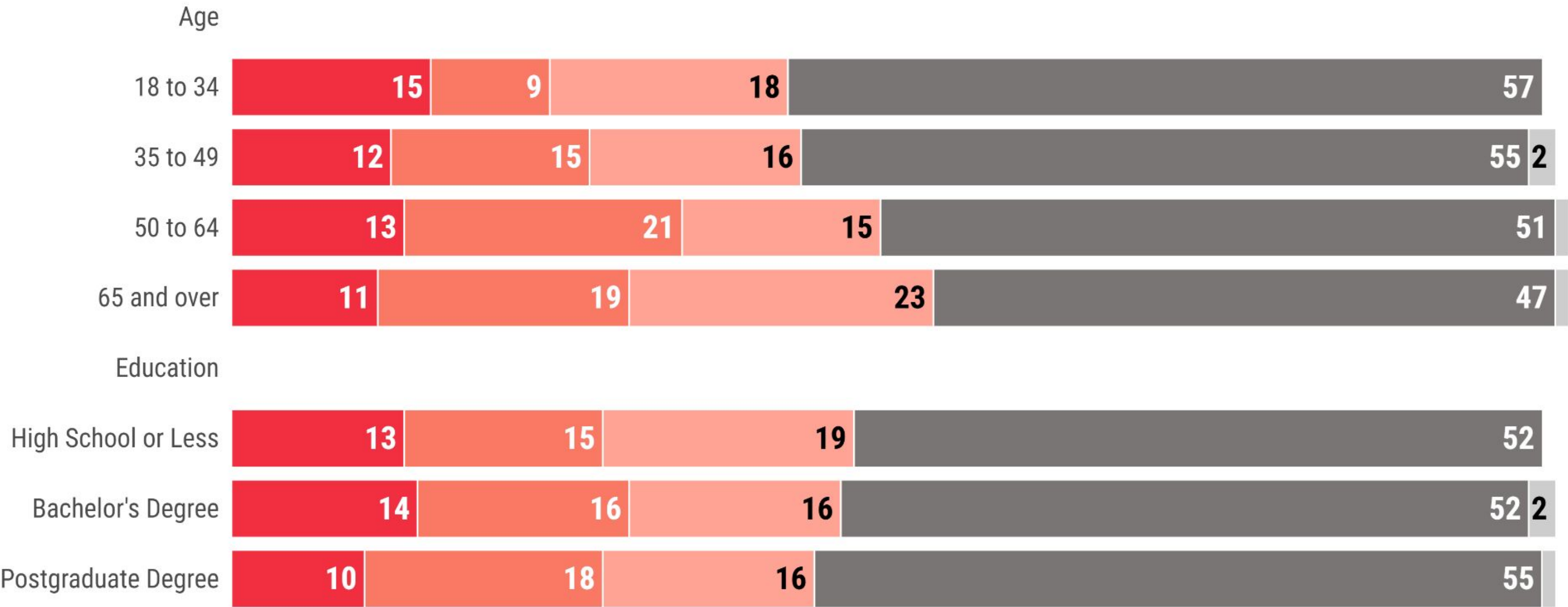


Source: Sept 2024 AAPI Voter Survey

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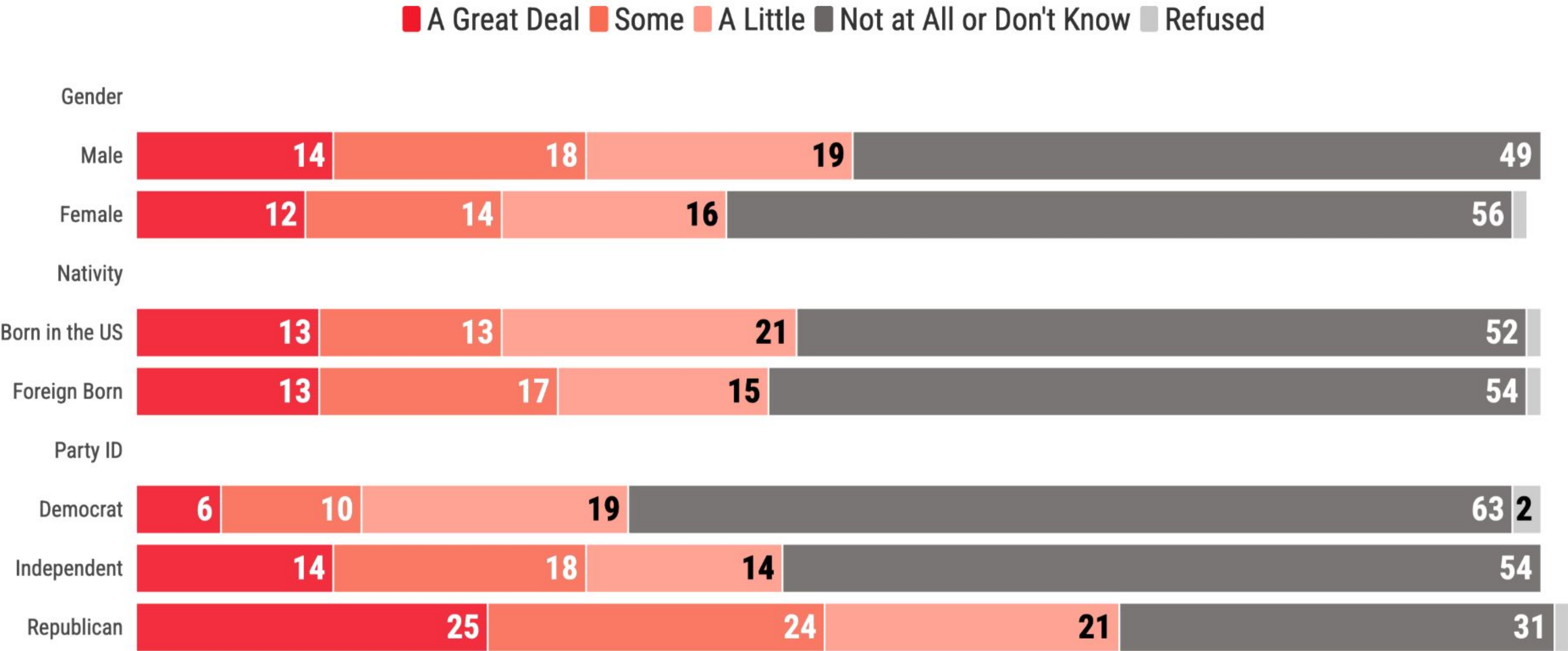
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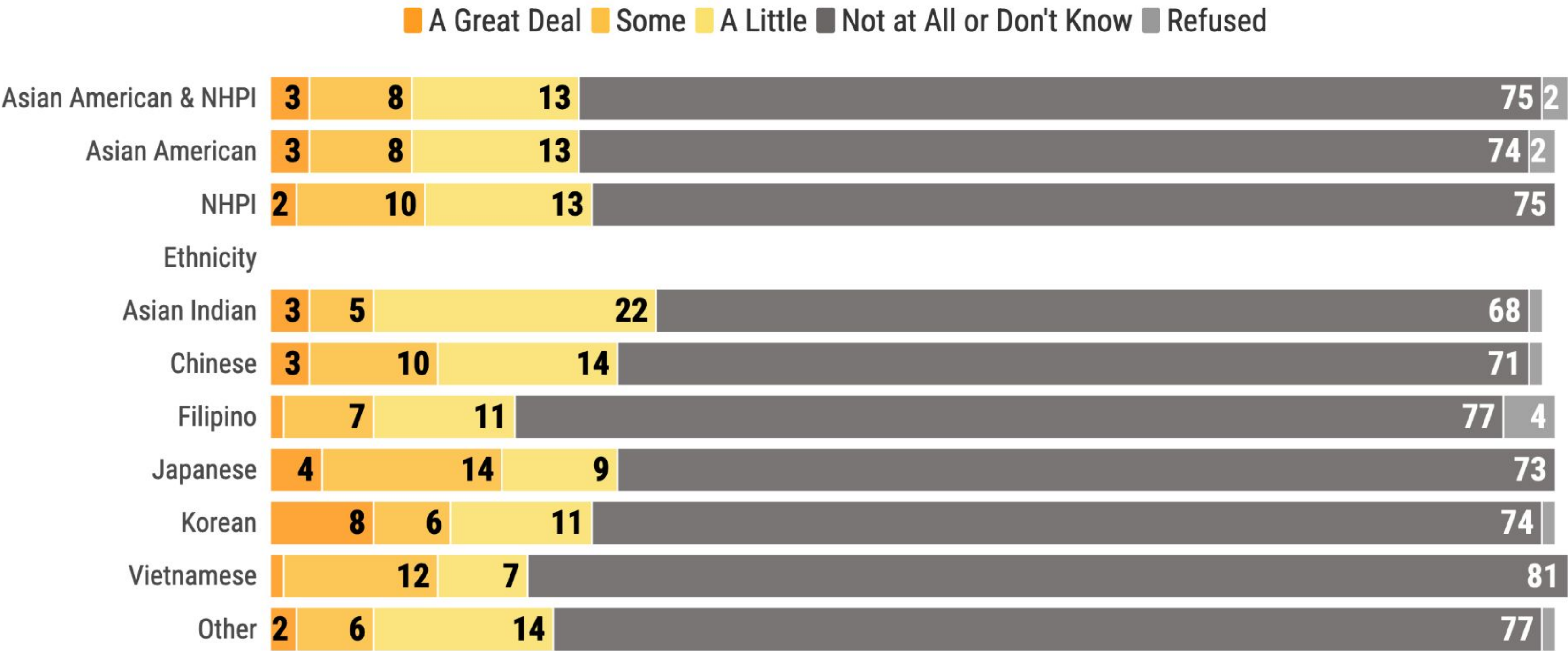
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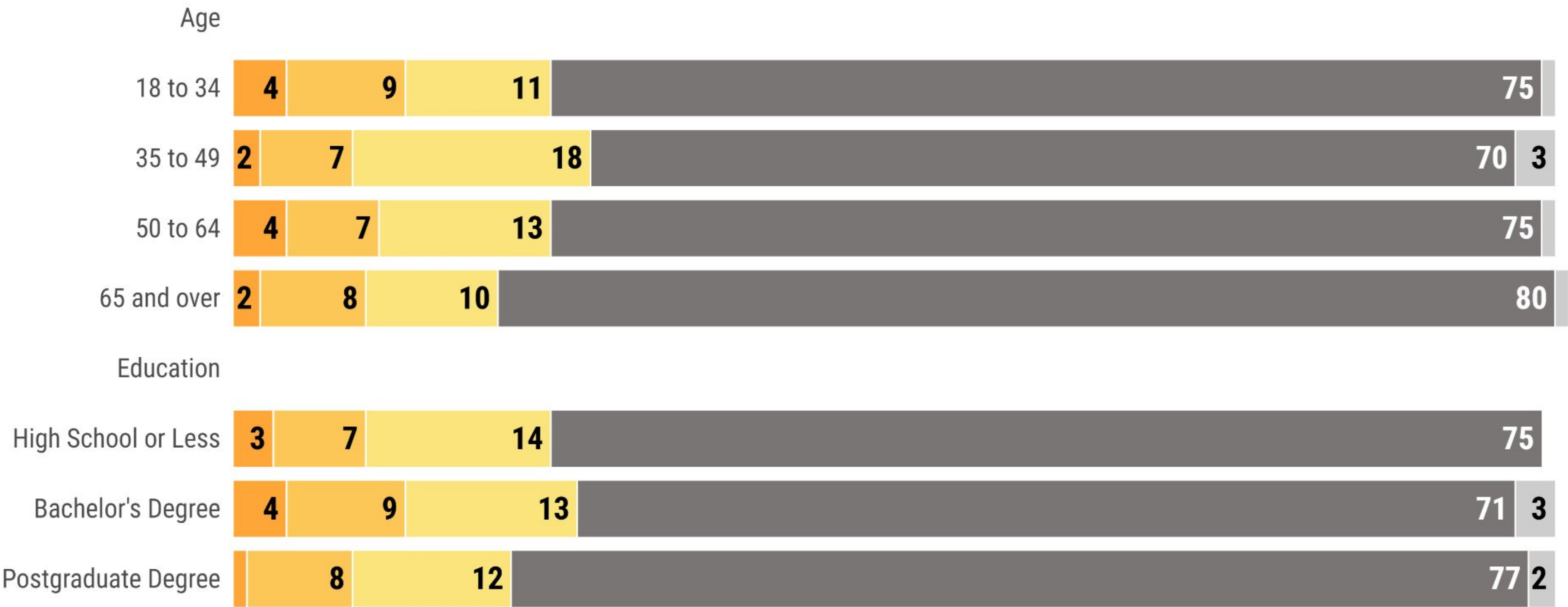


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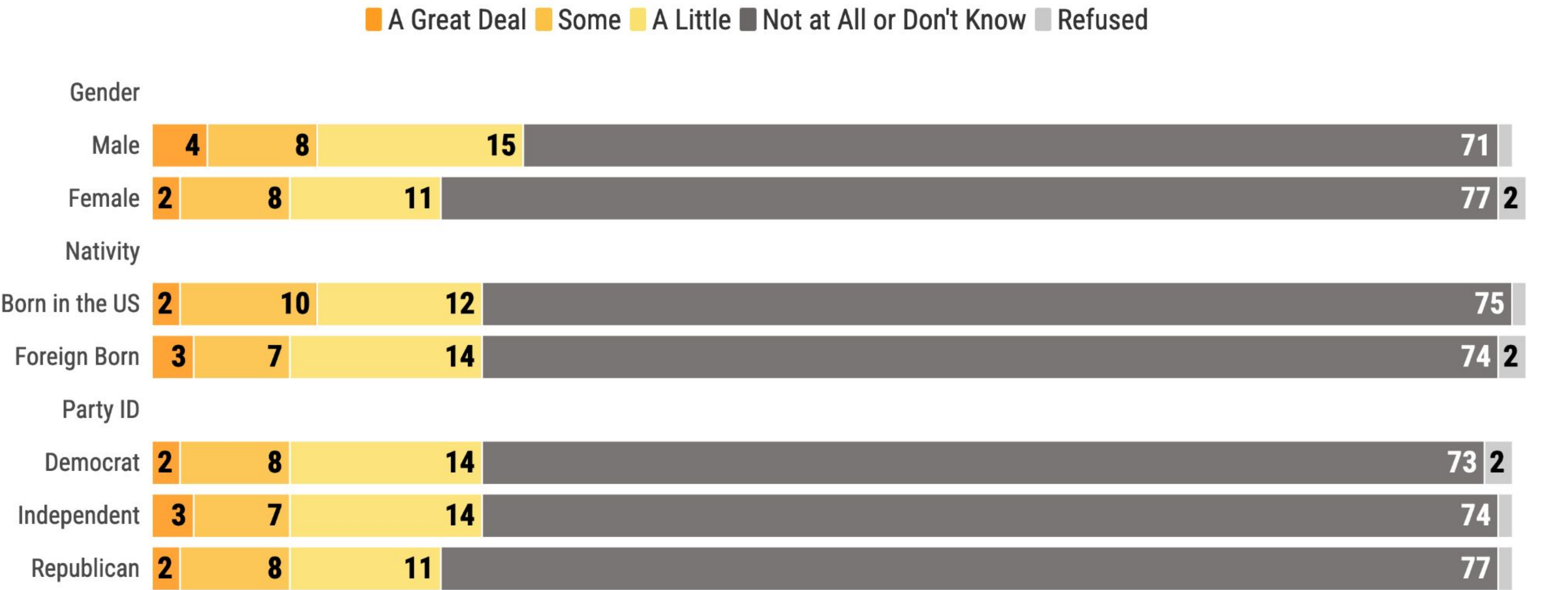
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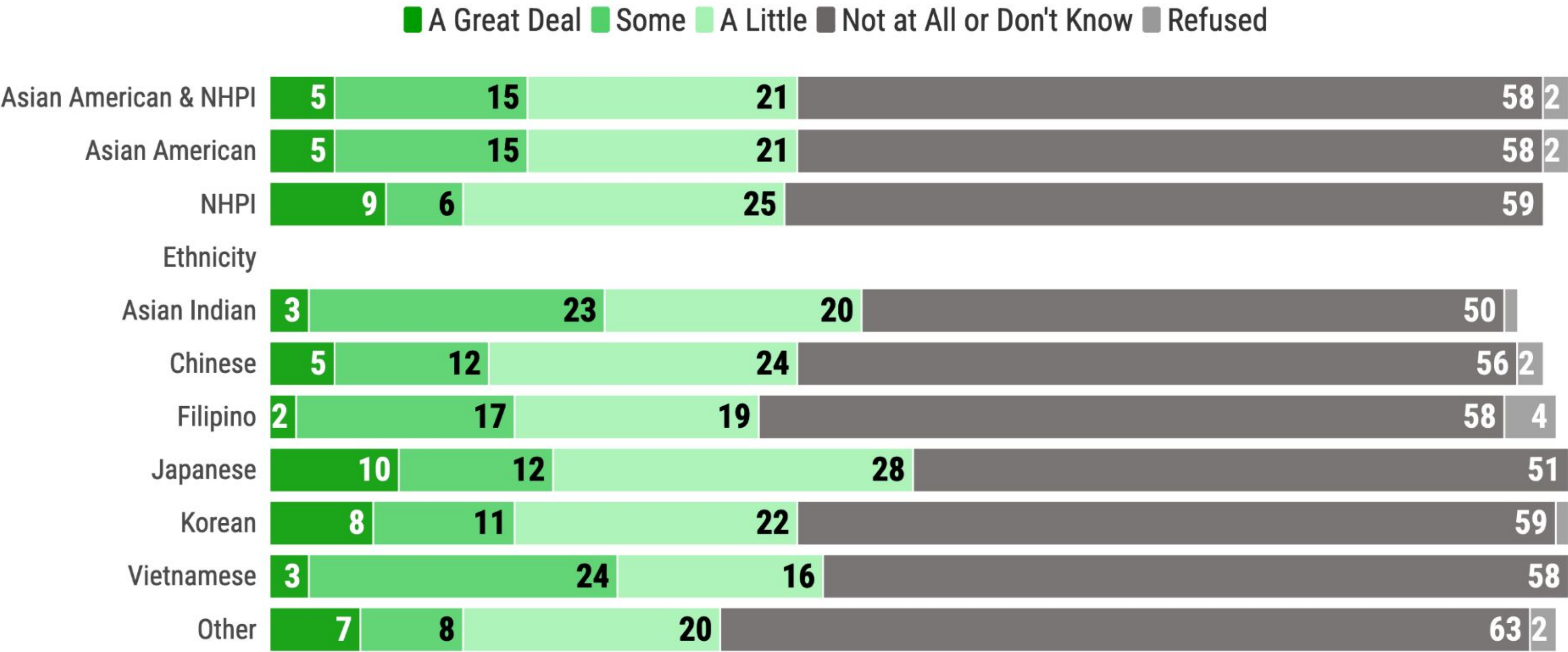
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Source: Sept 2024 AAPI Voter Survey

Contacted by Community Groups

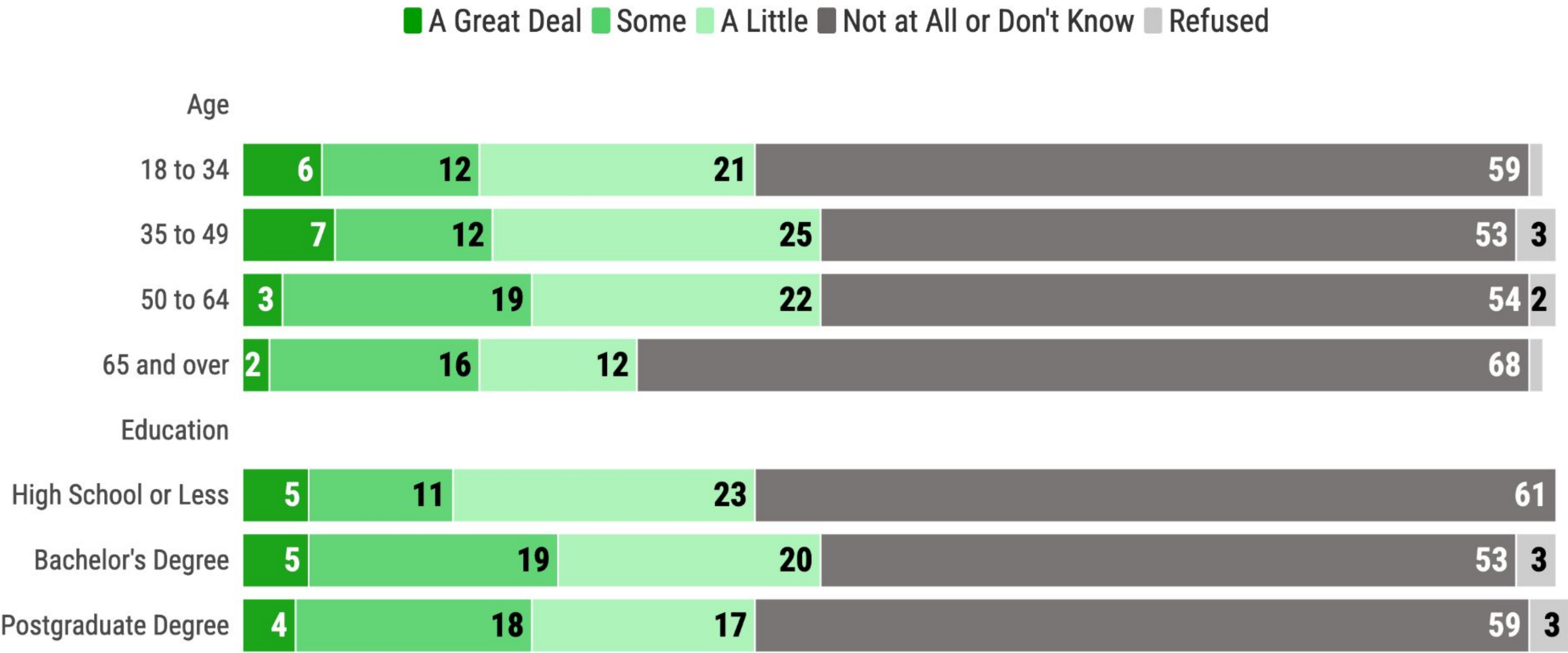
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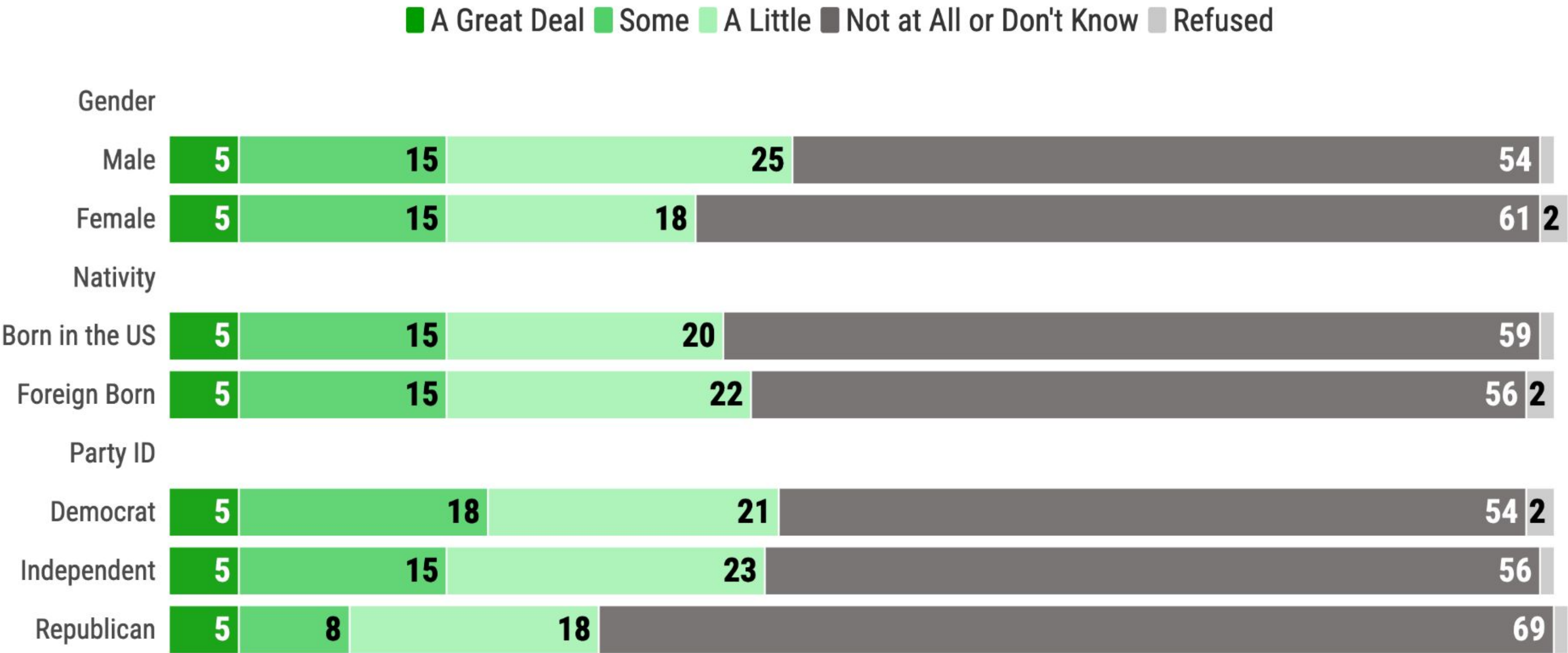
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Concerns About November Election

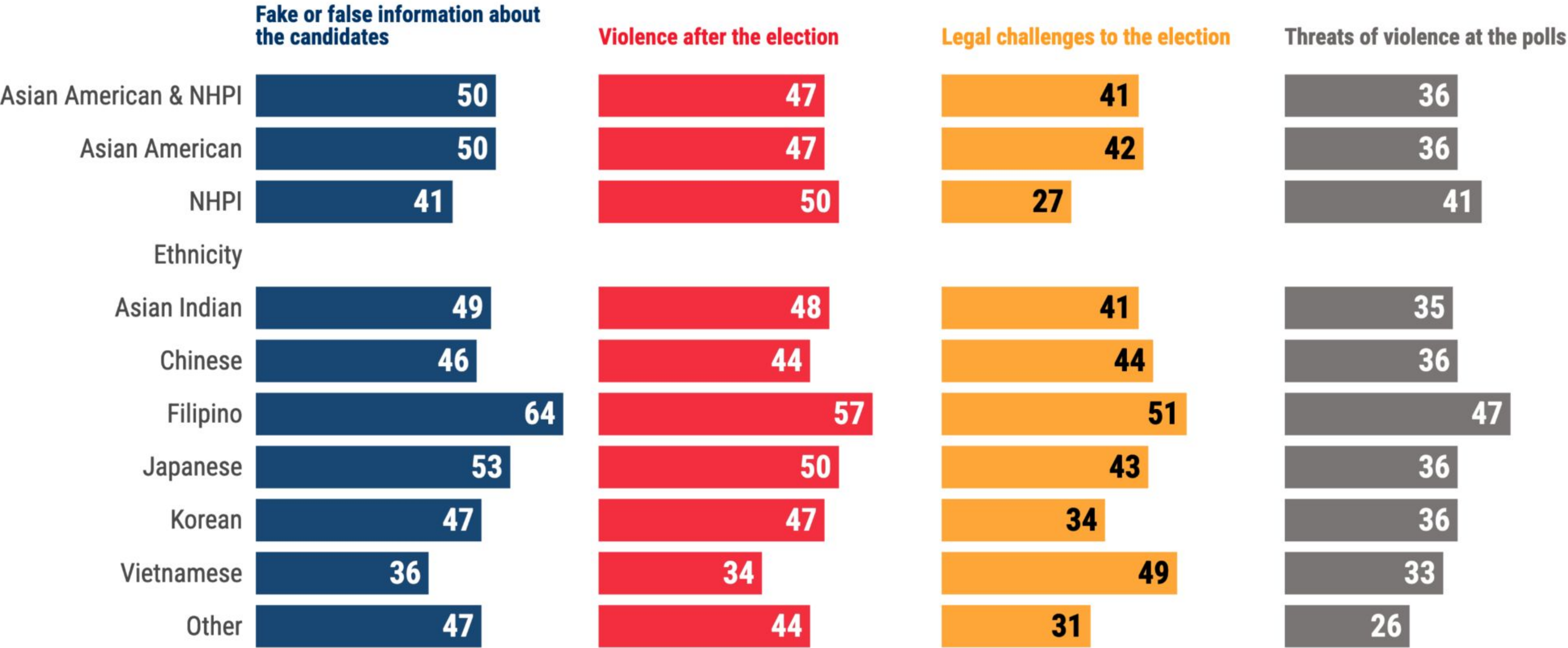


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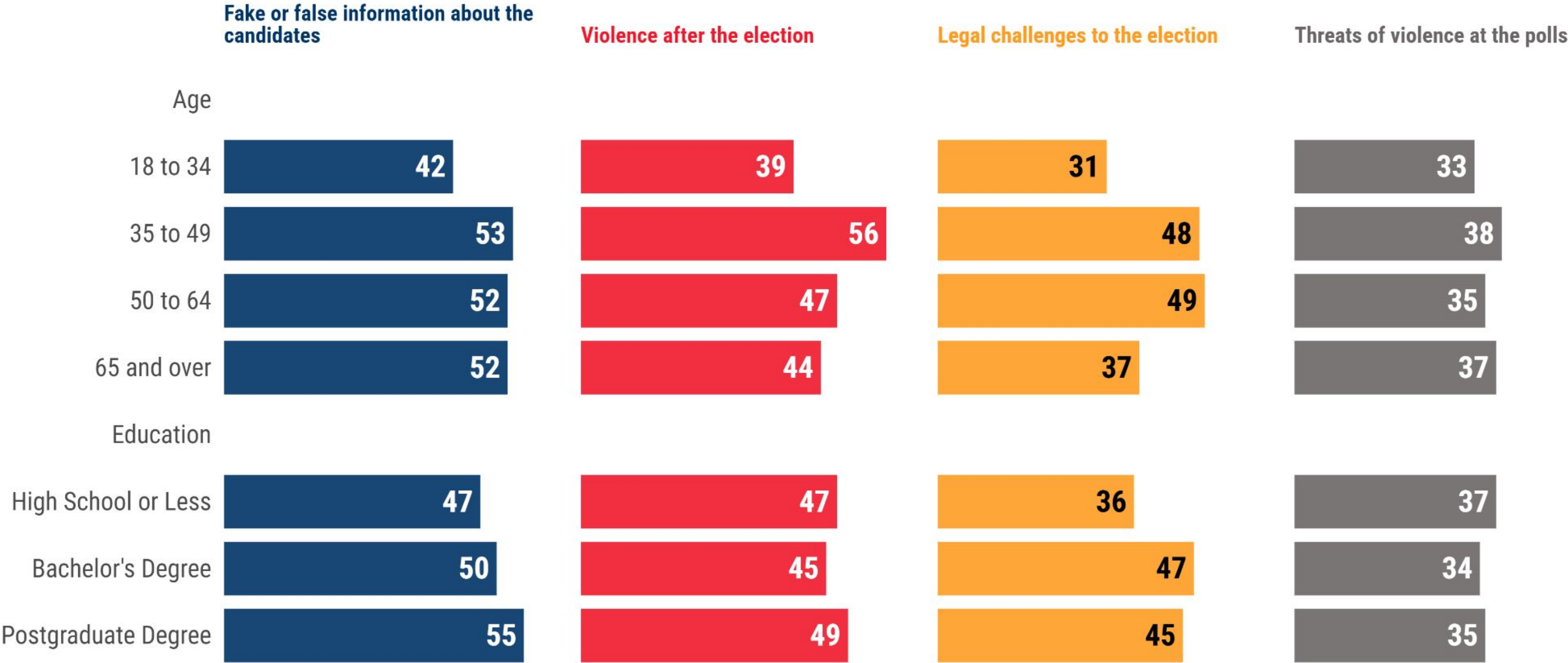
Concerns About November Election - Extremely or Very Concerned

"Thinking ahead to the November election, how concerned are you about the following"



Source: Sept 2024 AAPI Voter Survey

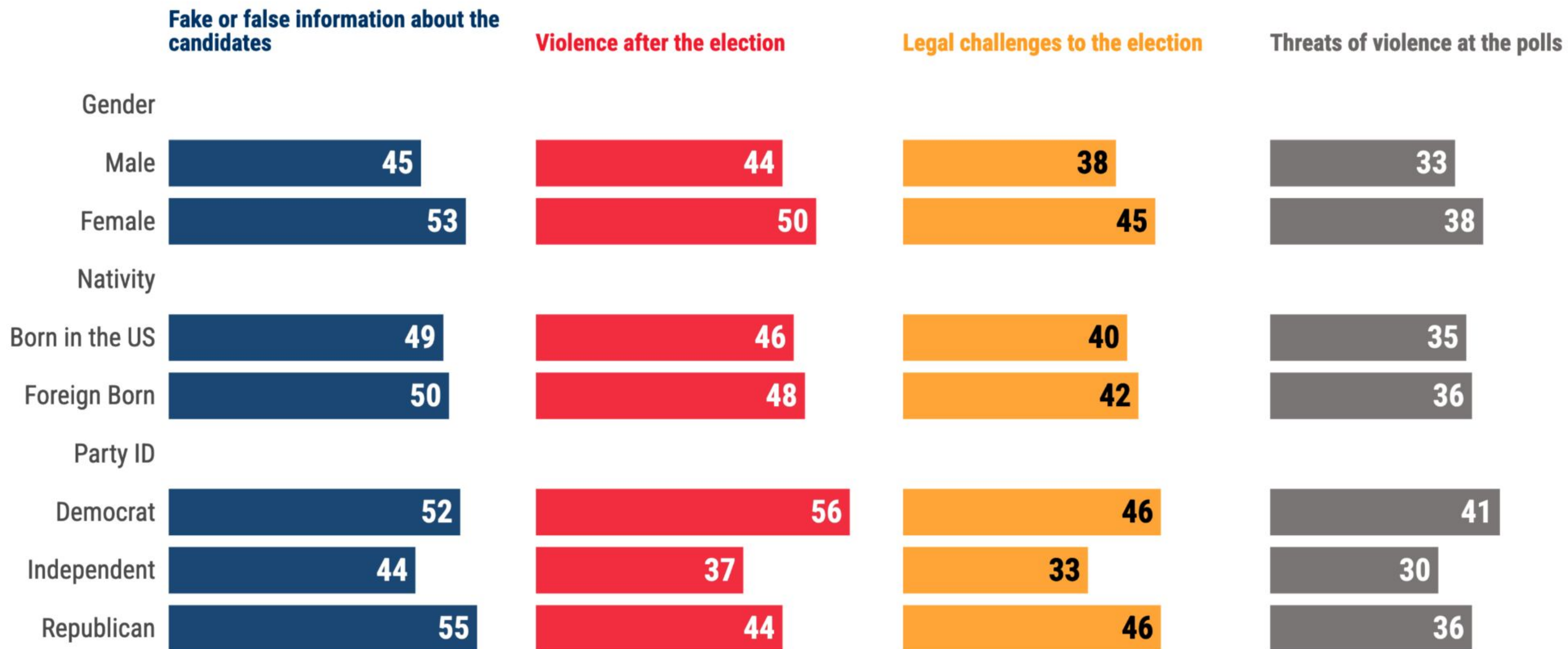
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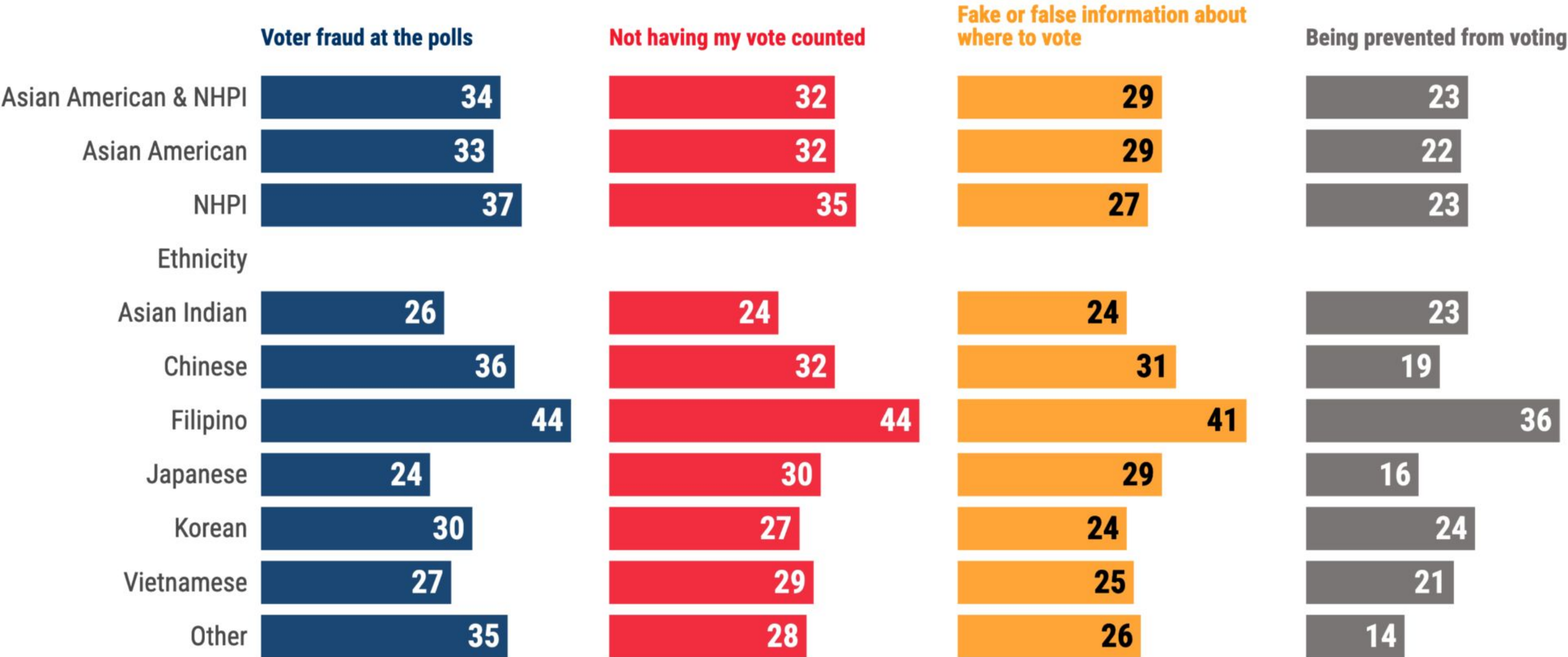
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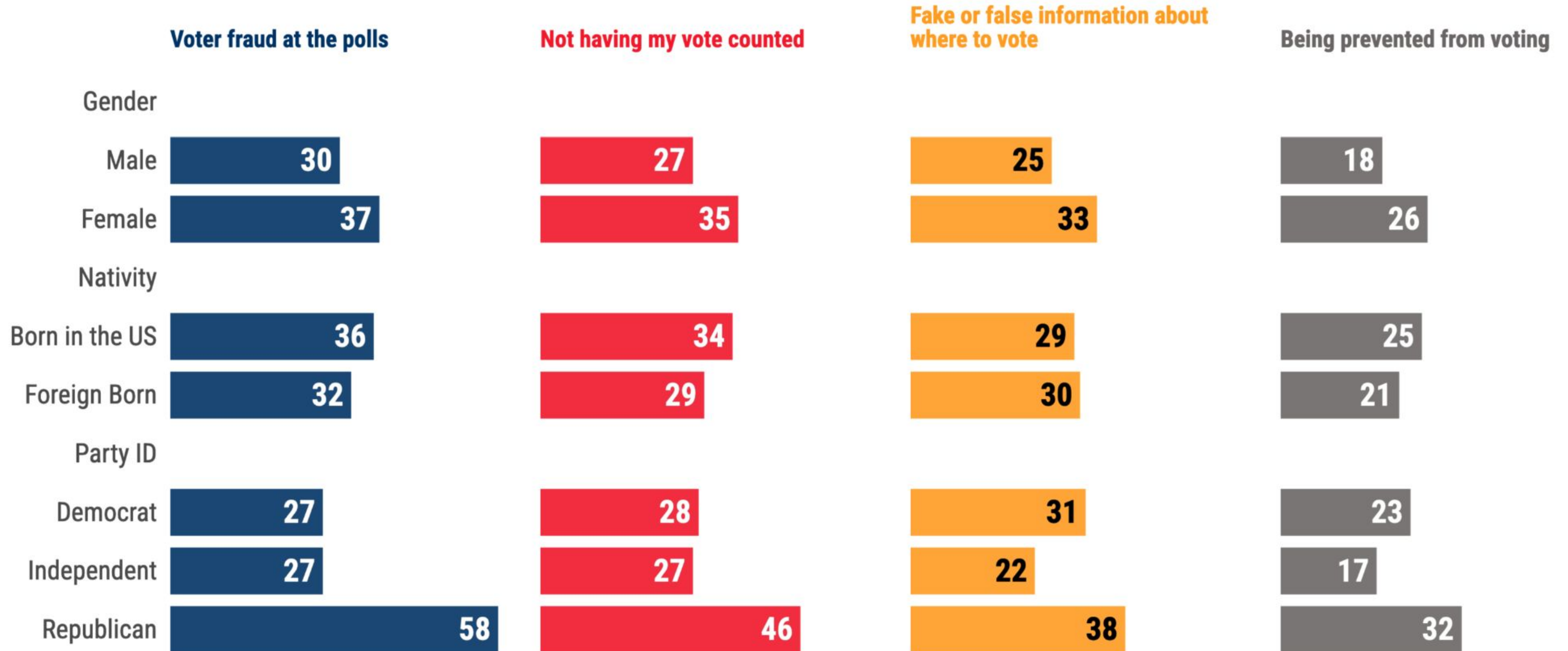
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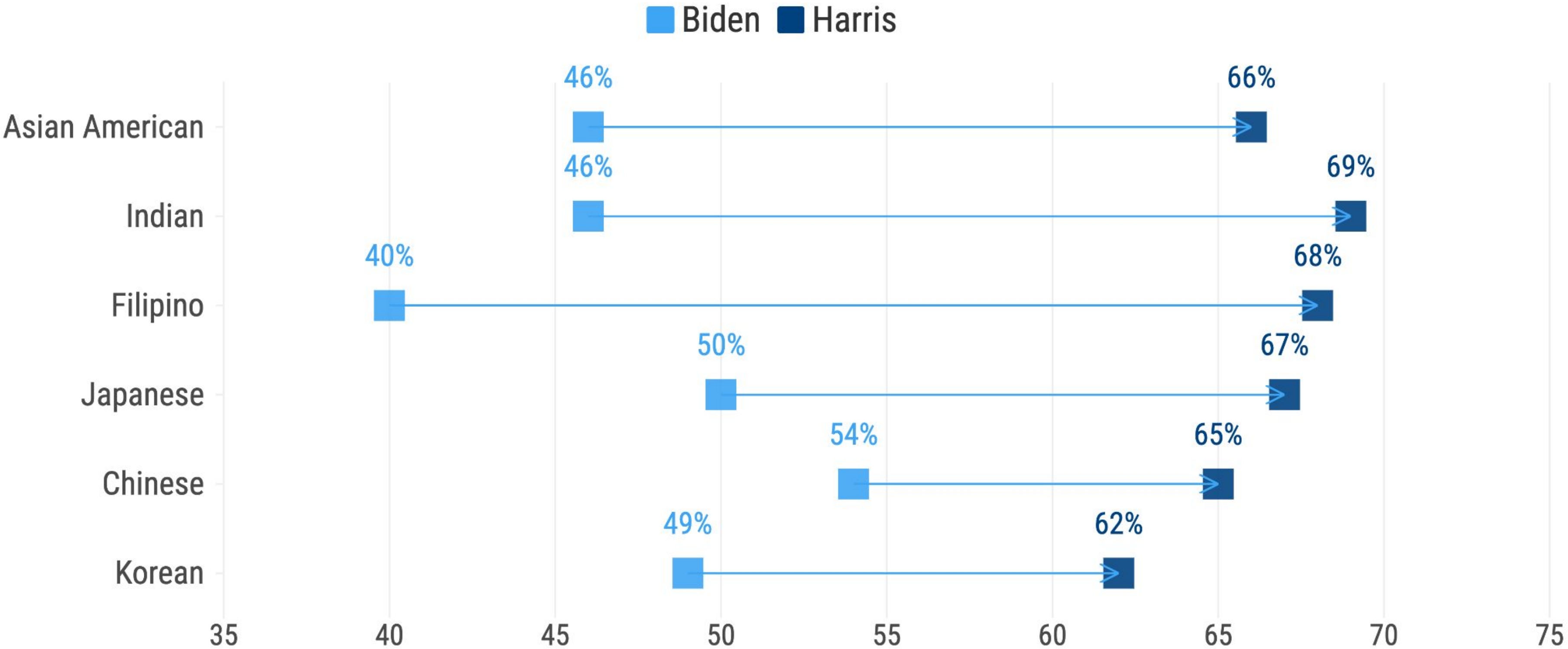
Presidential Vote Choice



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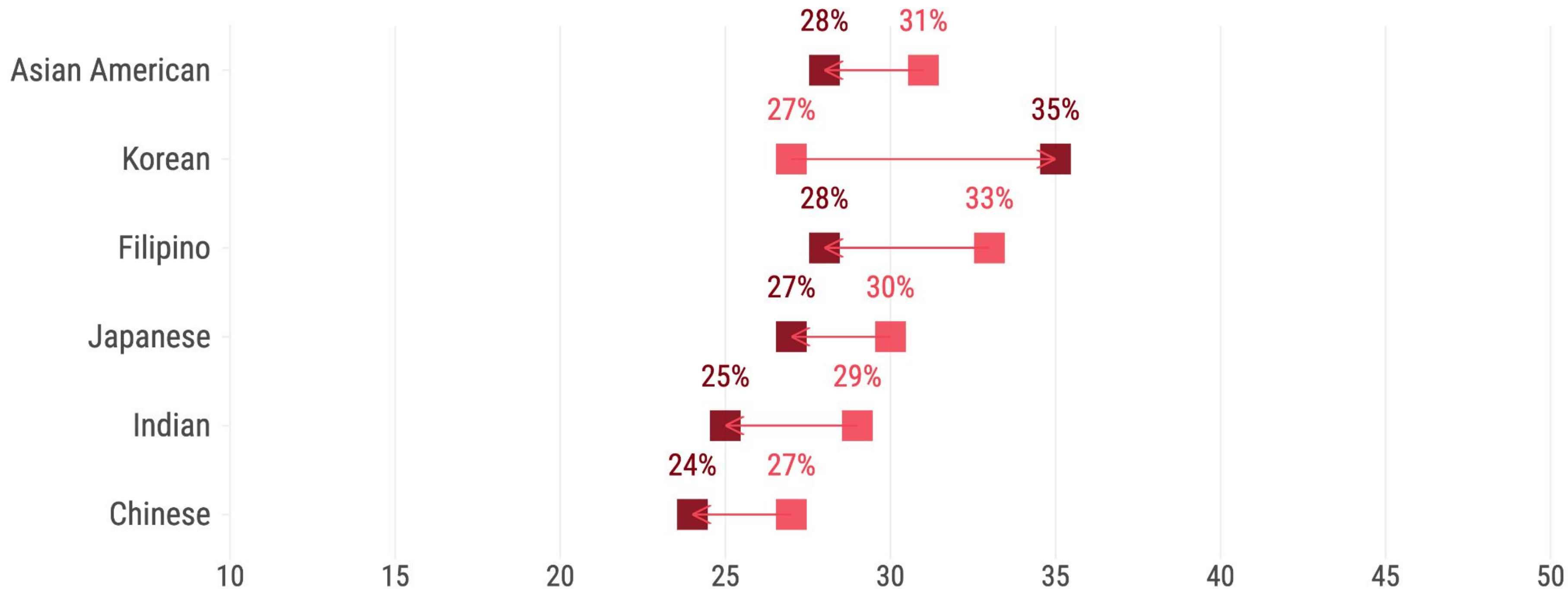
2024 Vote Intention: Biden (Apr/May) and Harris (Sept)



Sources: 2024 AAPI Voter Survey, 2024 Asian American Voter Survey

2024 Vote Intention: Trump (Apr/May) and Trump (Sept)

■ Apr/May 2024 ■ Sep 2024

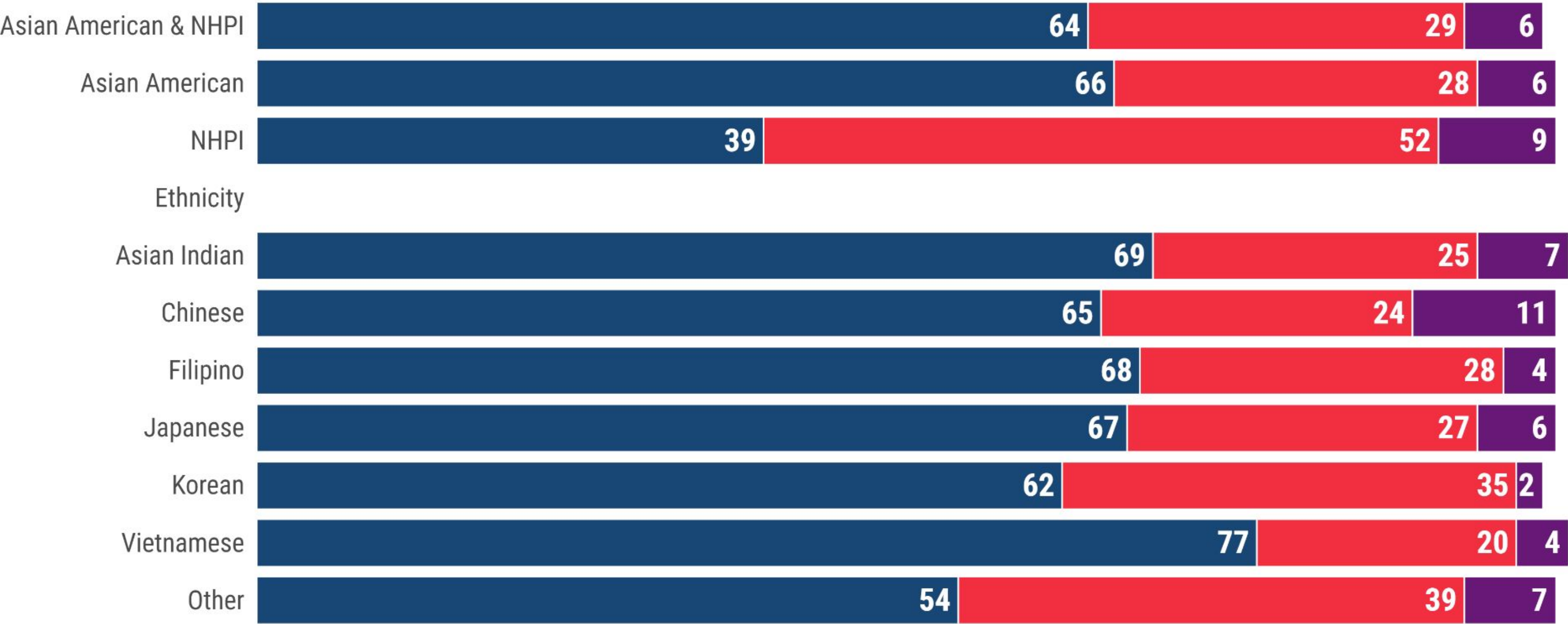


Sources: 2024 AAPI Voter Survey, 2024 Asian American Voter Survey

Presidential Vote Choice

"If the election were being held today would you be inclined to vote for Kamala Harris, Donald Trump or some other candidate?"

■ Kamala Harris ■ Donald Trump ■ Someone else ■ Don't Know/ Refused

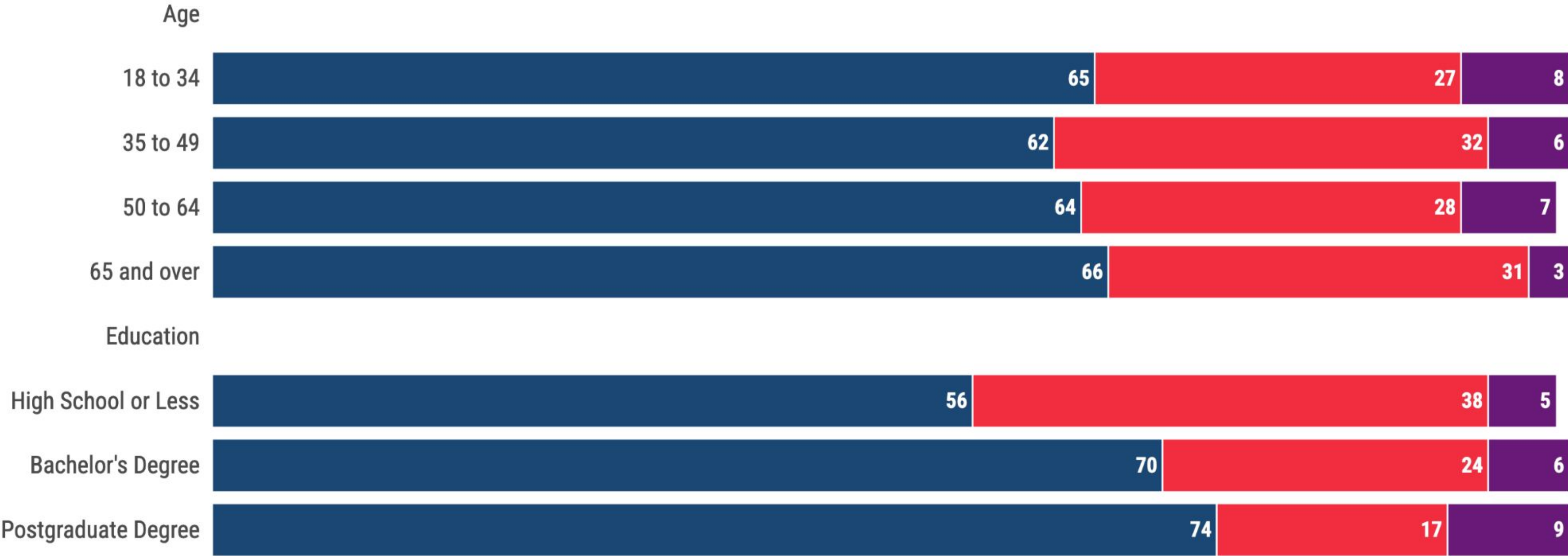


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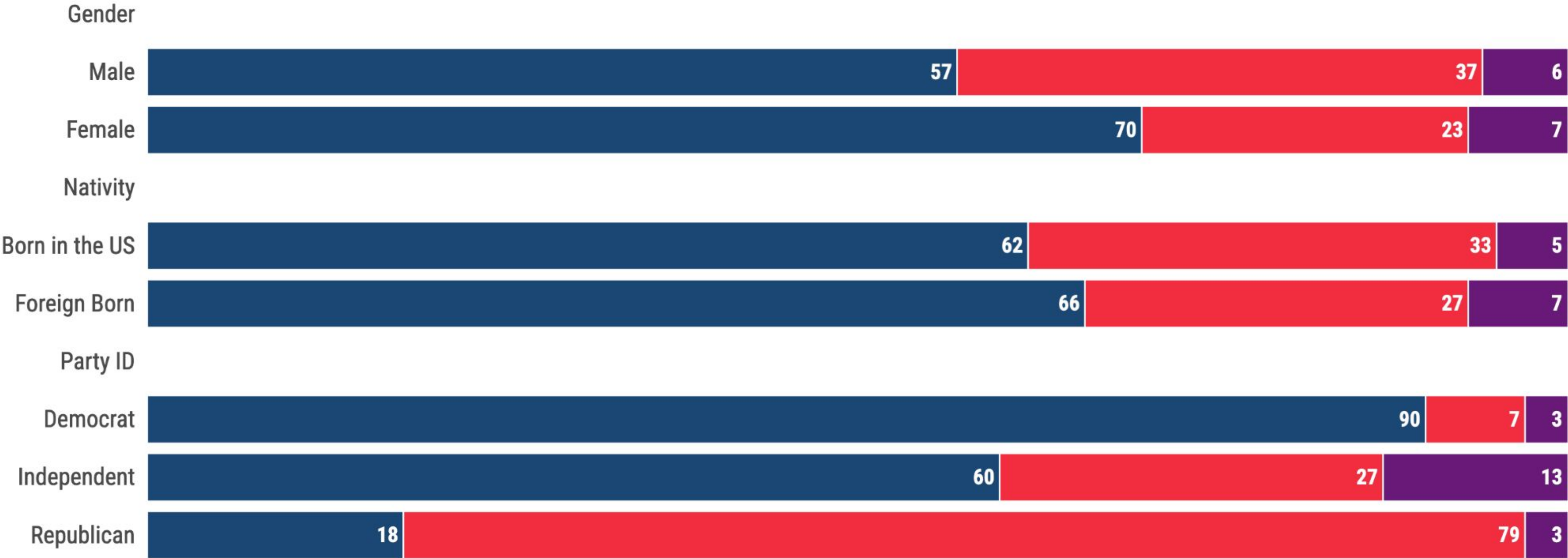


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Candidate Favorability

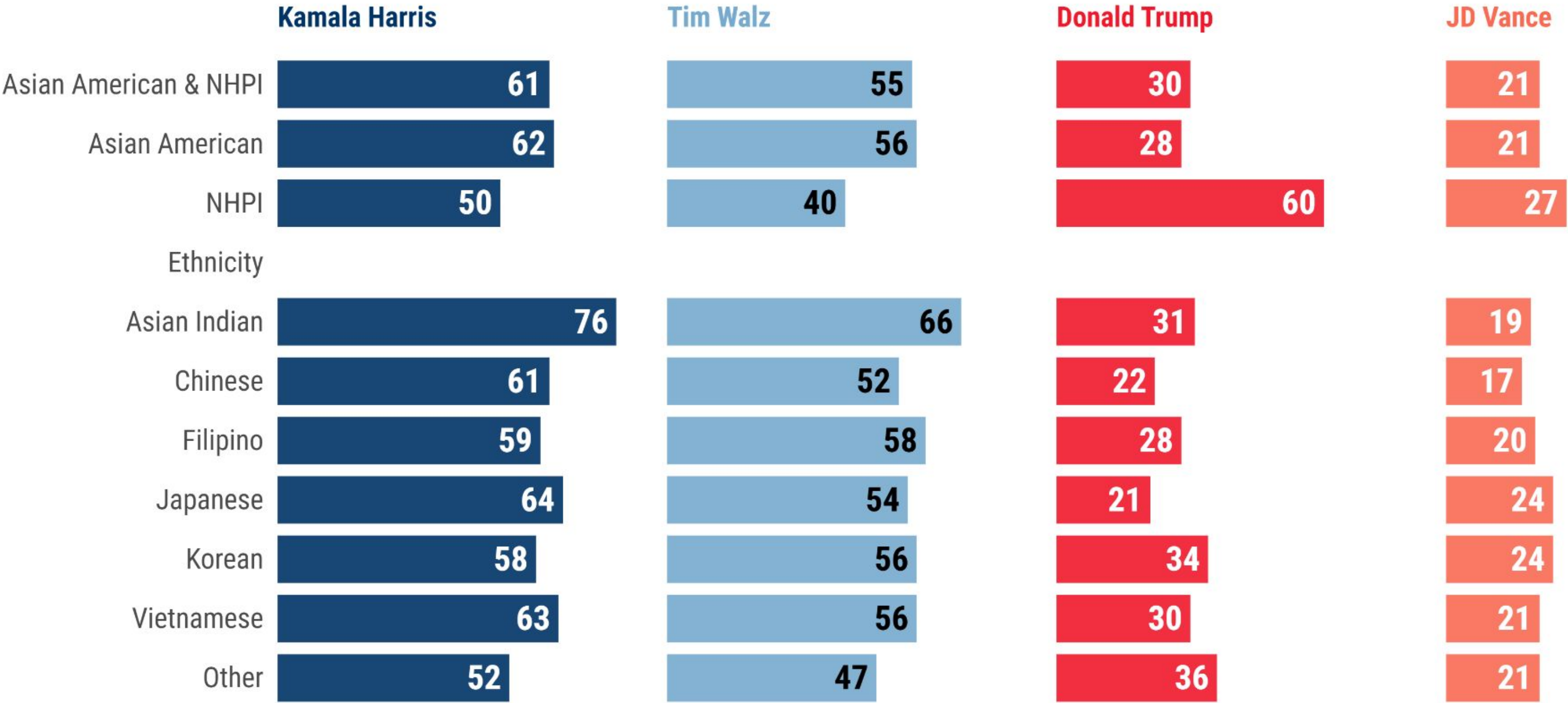


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Impression of Candidates - Very or Somewhat Favorable

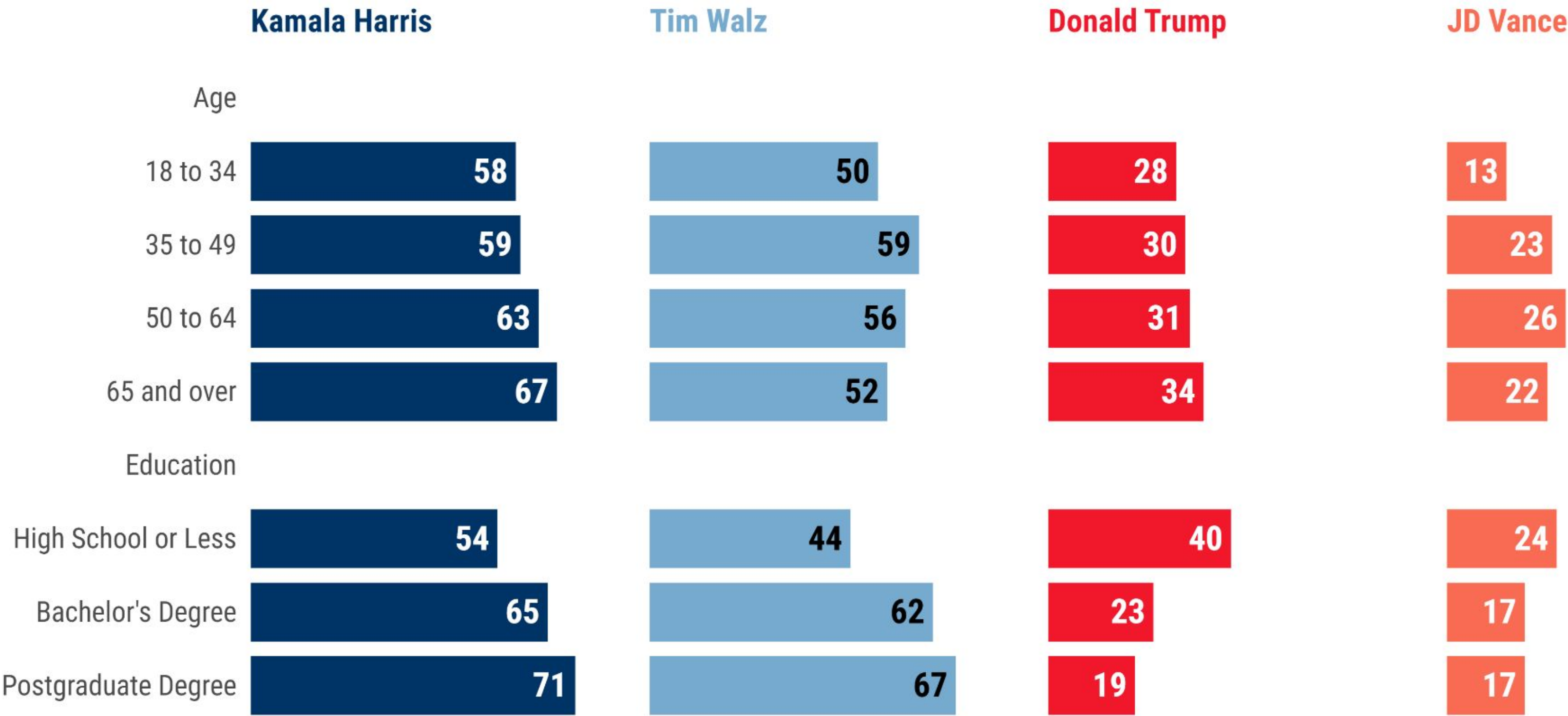
"For each of the following individuals, please indicate if you have an unfavorable or favorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too."



Source: Sept 2024 AAPI Voter Survey

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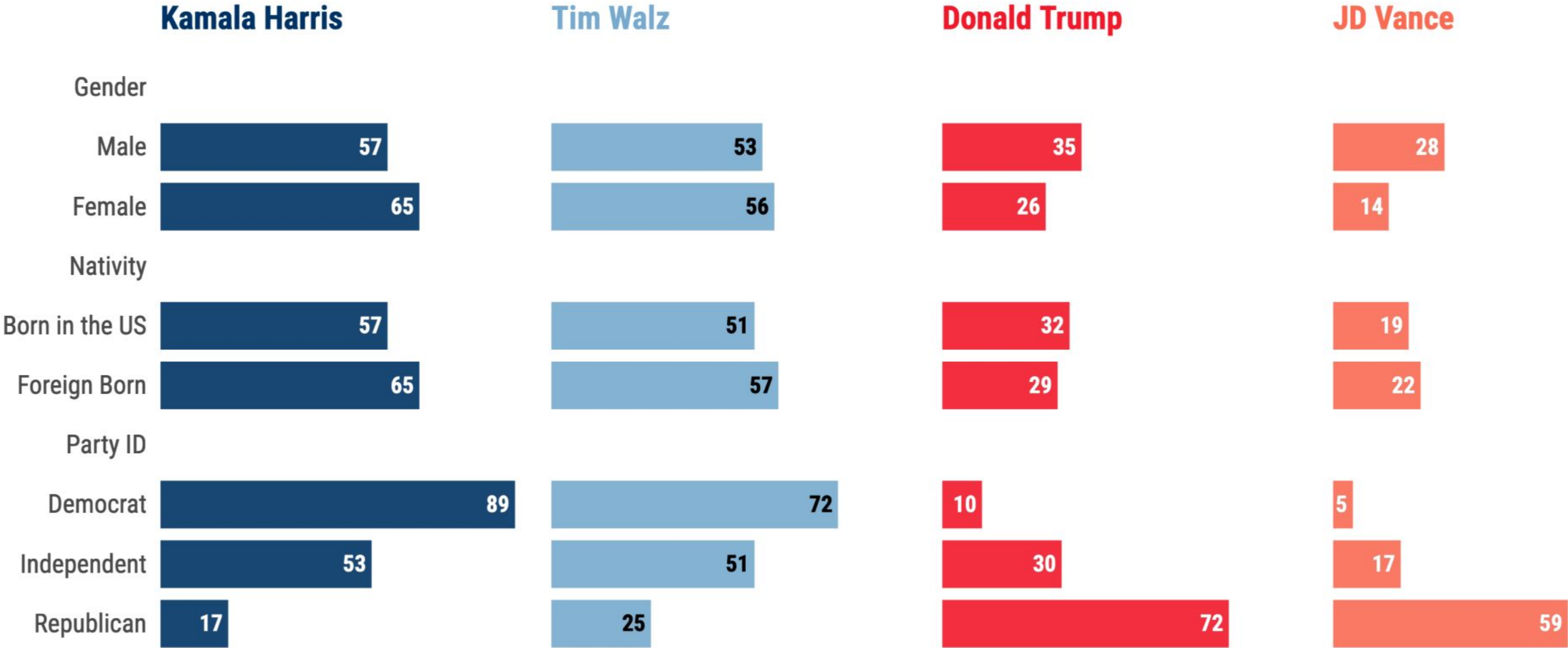
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Single Issues Affecting Vote Choice

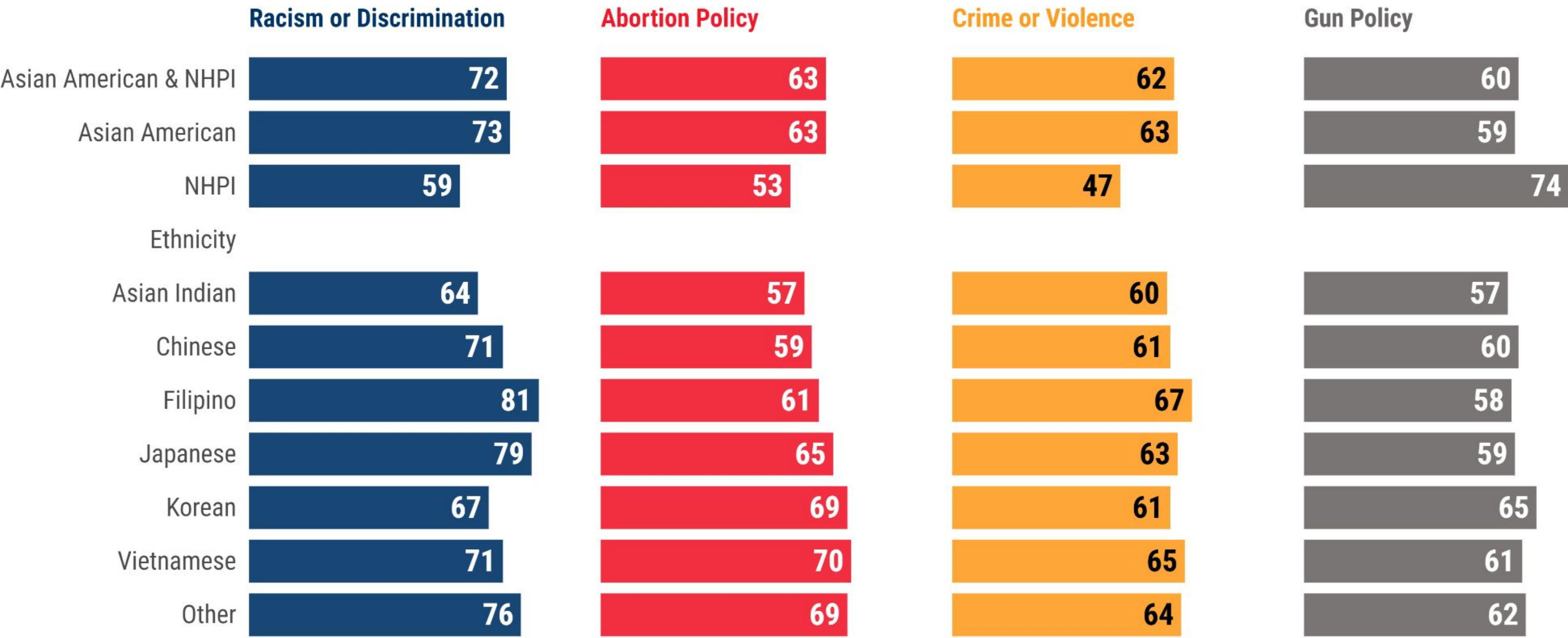


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Single-issue Voter - Would Withhold Candidate Support Based on Issues

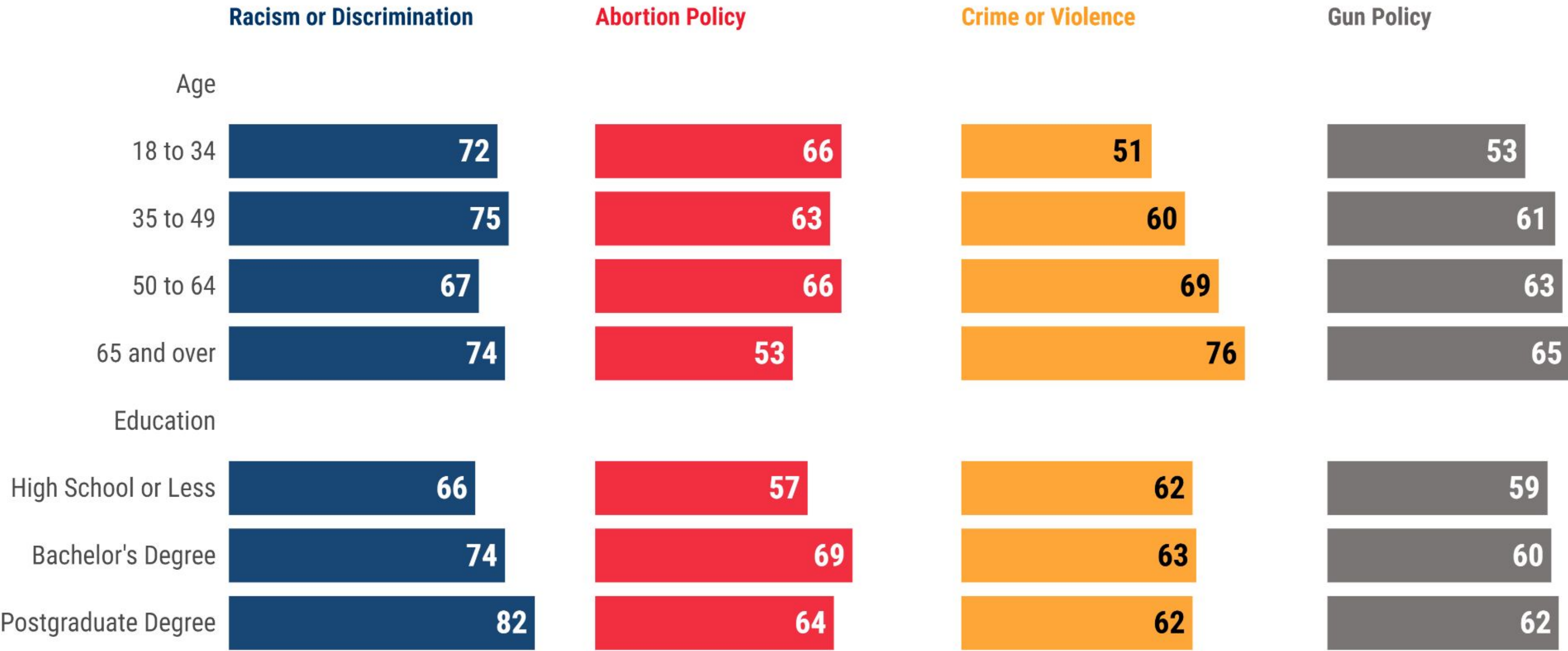
"Is it possible you could ever vote for a candidate who does not share your views on each of the following, or is this issue so important that you could not ever vote for a candidate who disagrees with you?"



Source: Sept 2024 AAPI Voter Survey

Single-issue Voter - Would Withhold Candidate Support Based on Issues

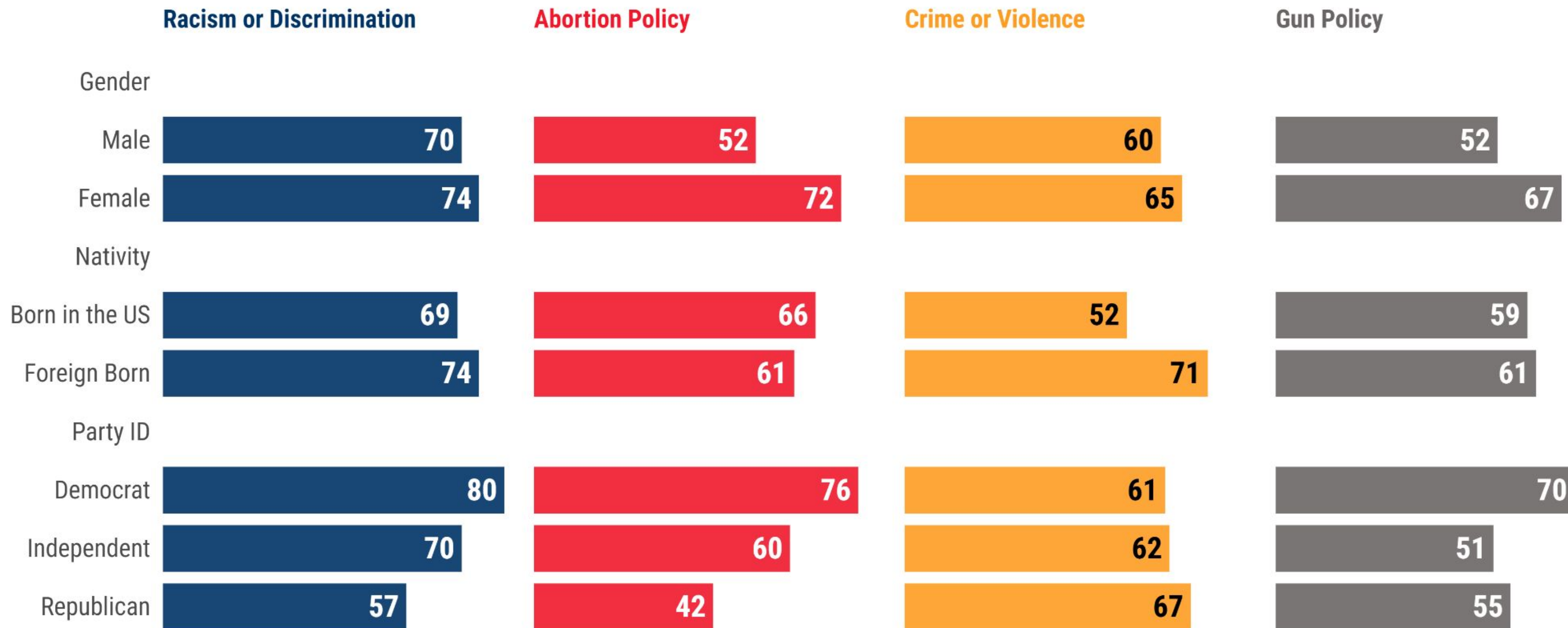
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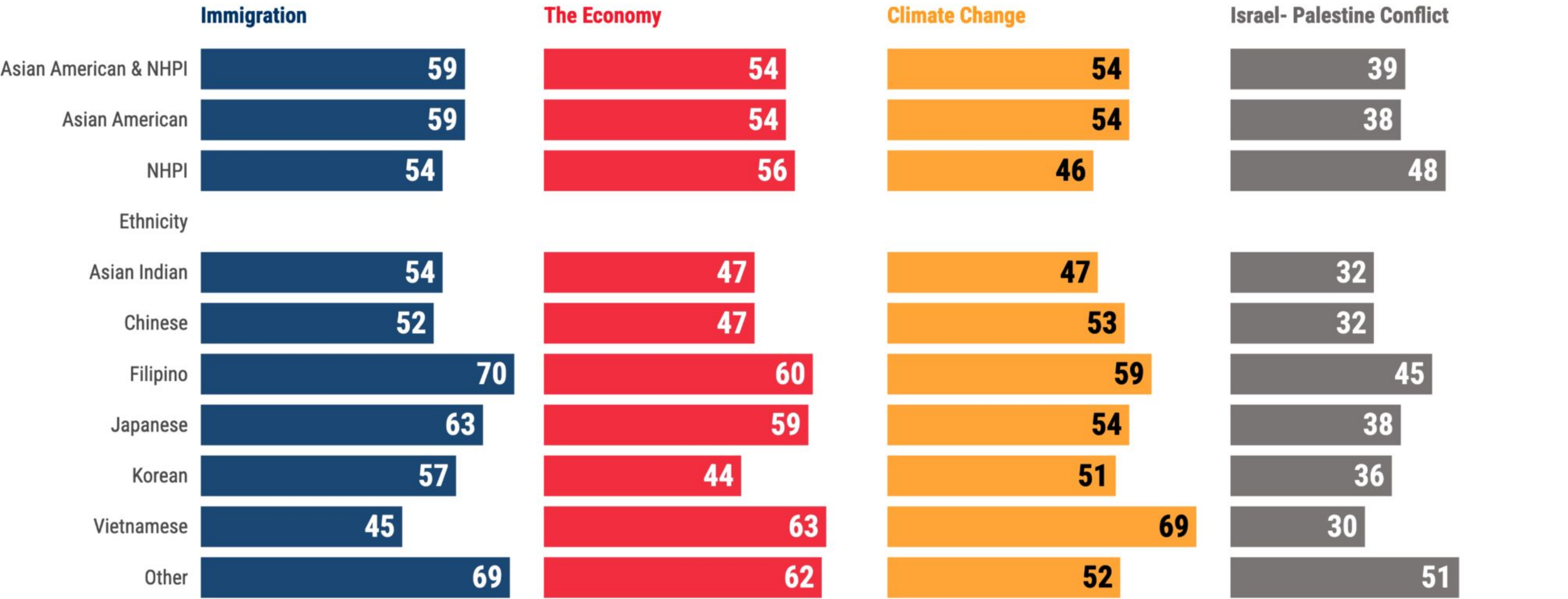
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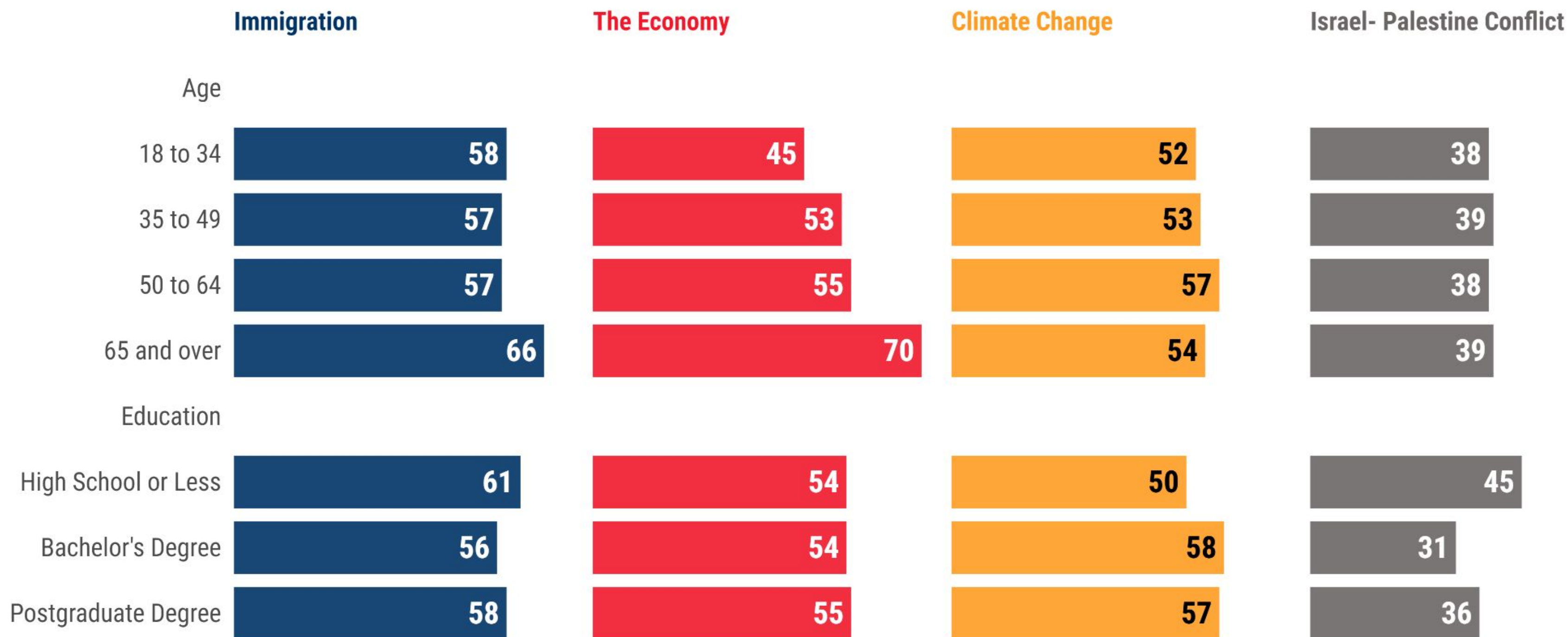
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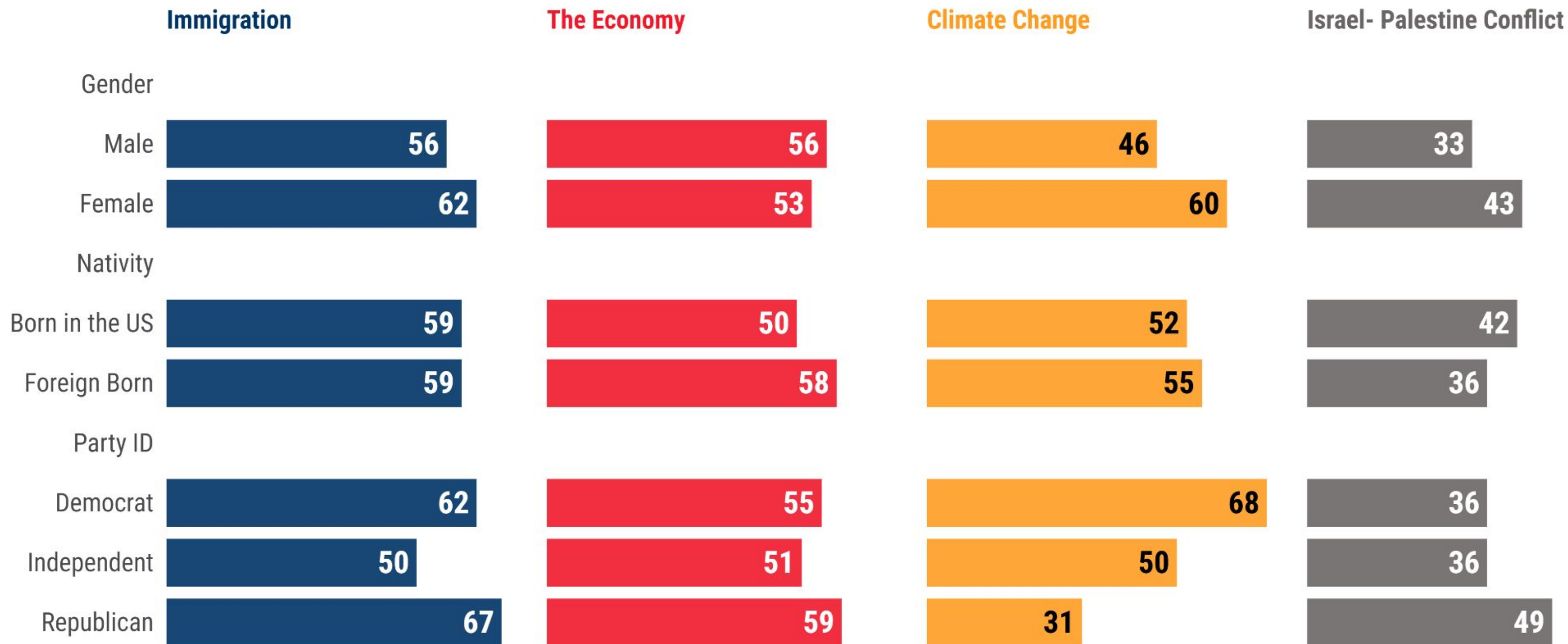
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Candidate Evaluation on Foreign Policy

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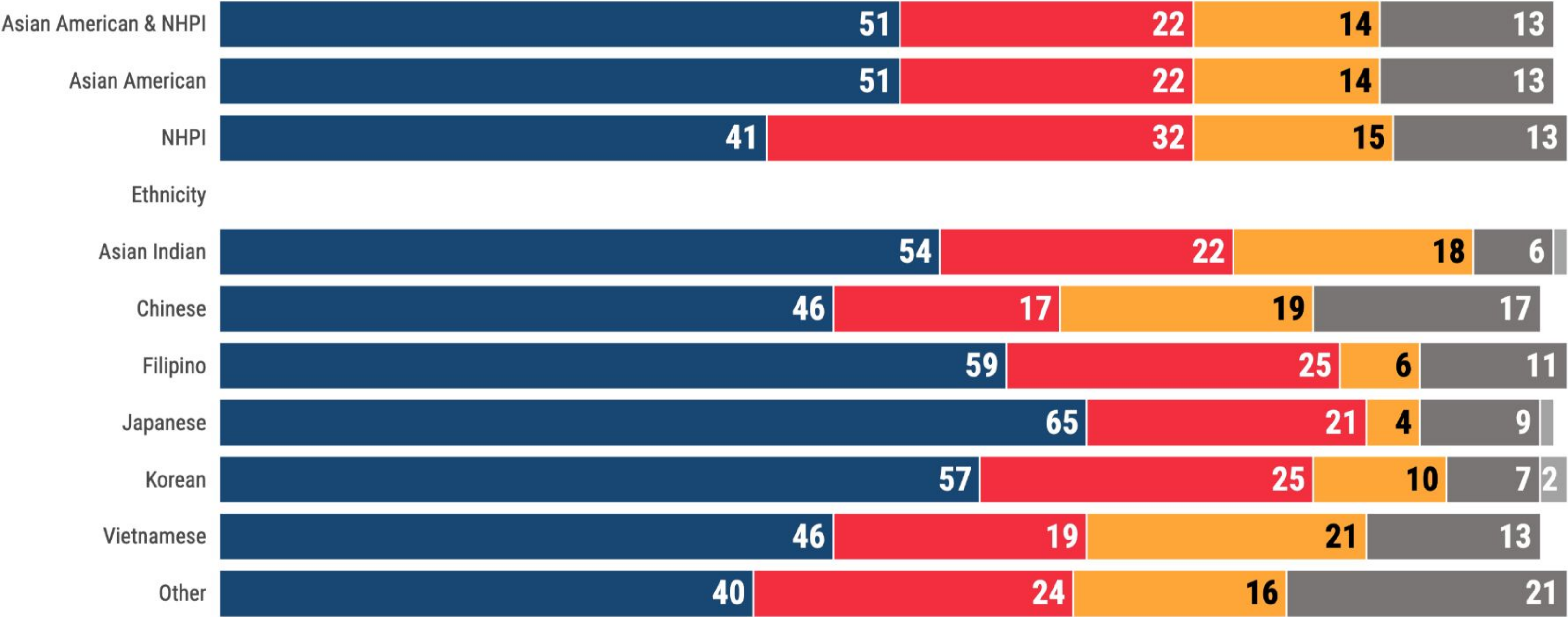


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Who Would Do a Better Job - U.S. Relations with India

"Which candidate do you trust to do a better job handling each of the following: U.S. relations with India?"

■ Kamala Harris ■ Donald Trump ■ Both Equally ■ Neither ■ Don't Know/ Refused

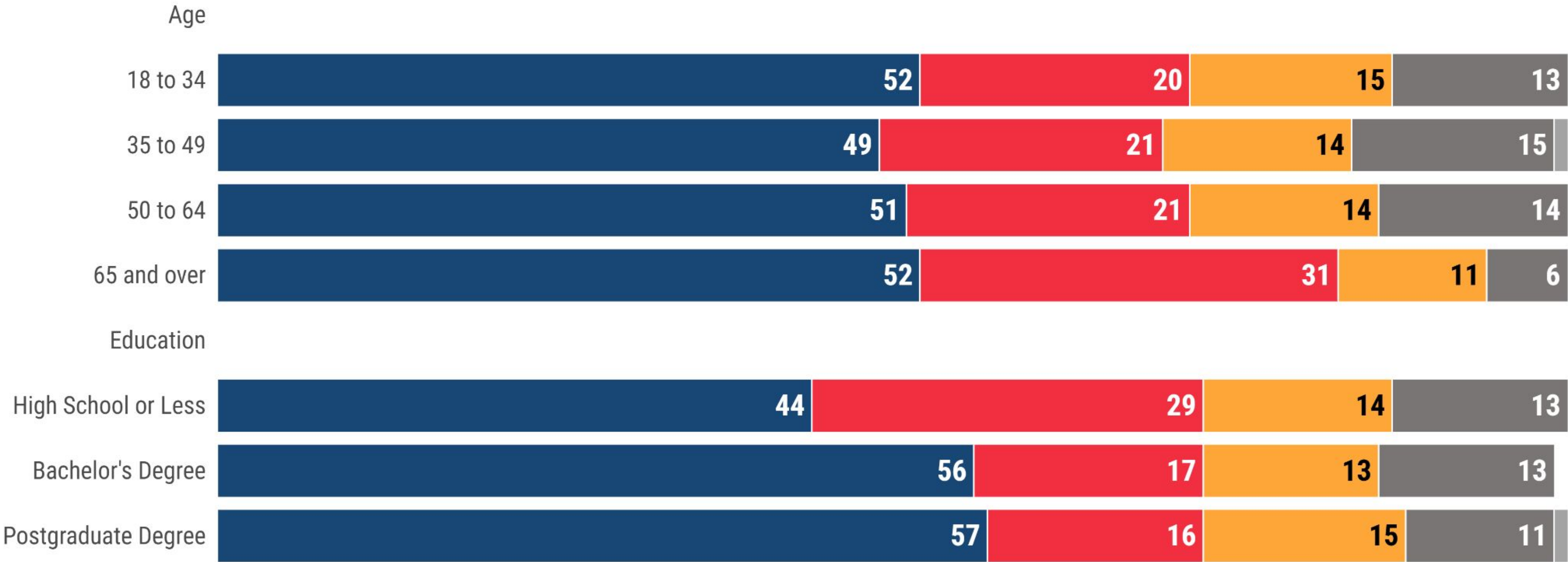


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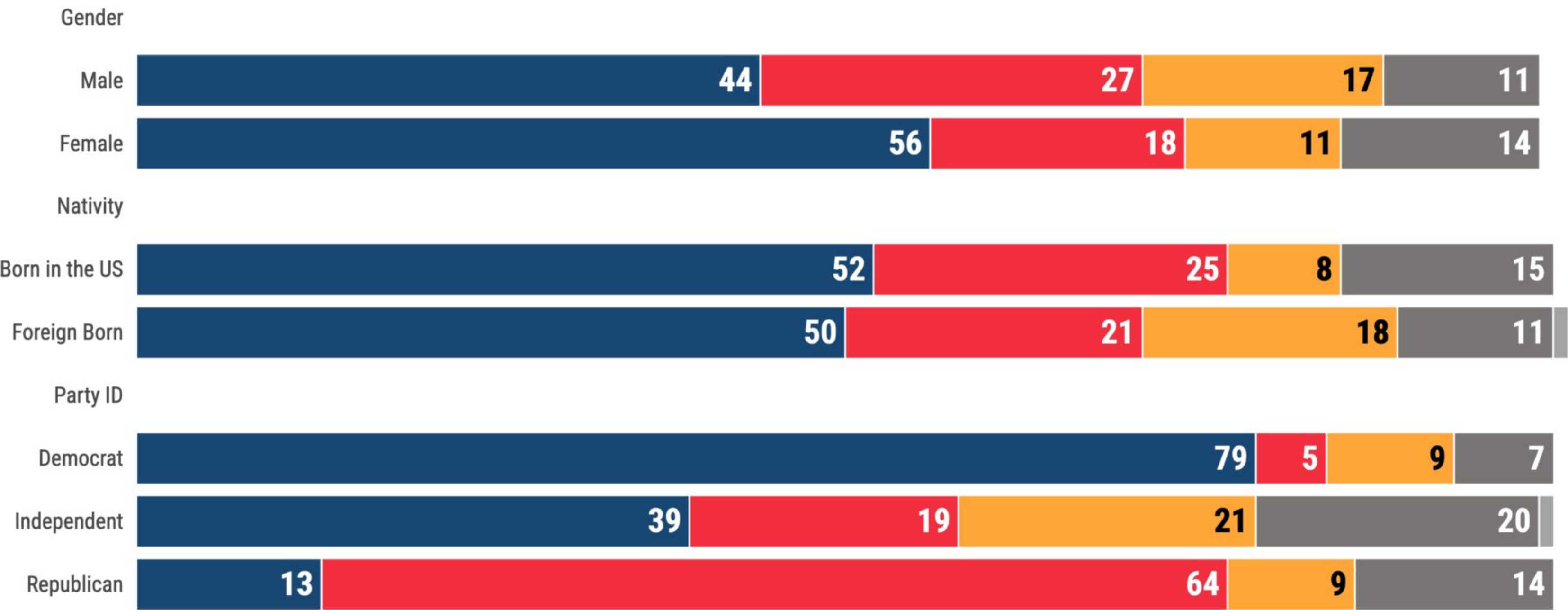


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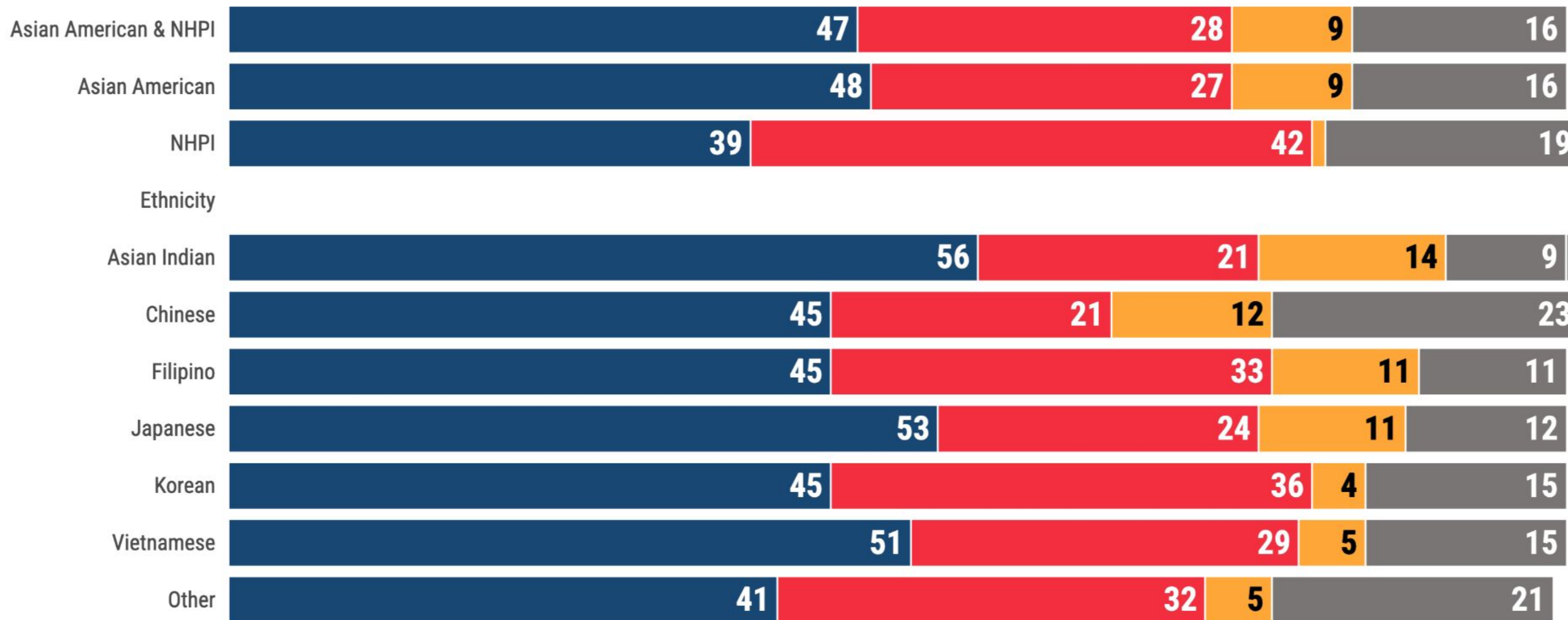


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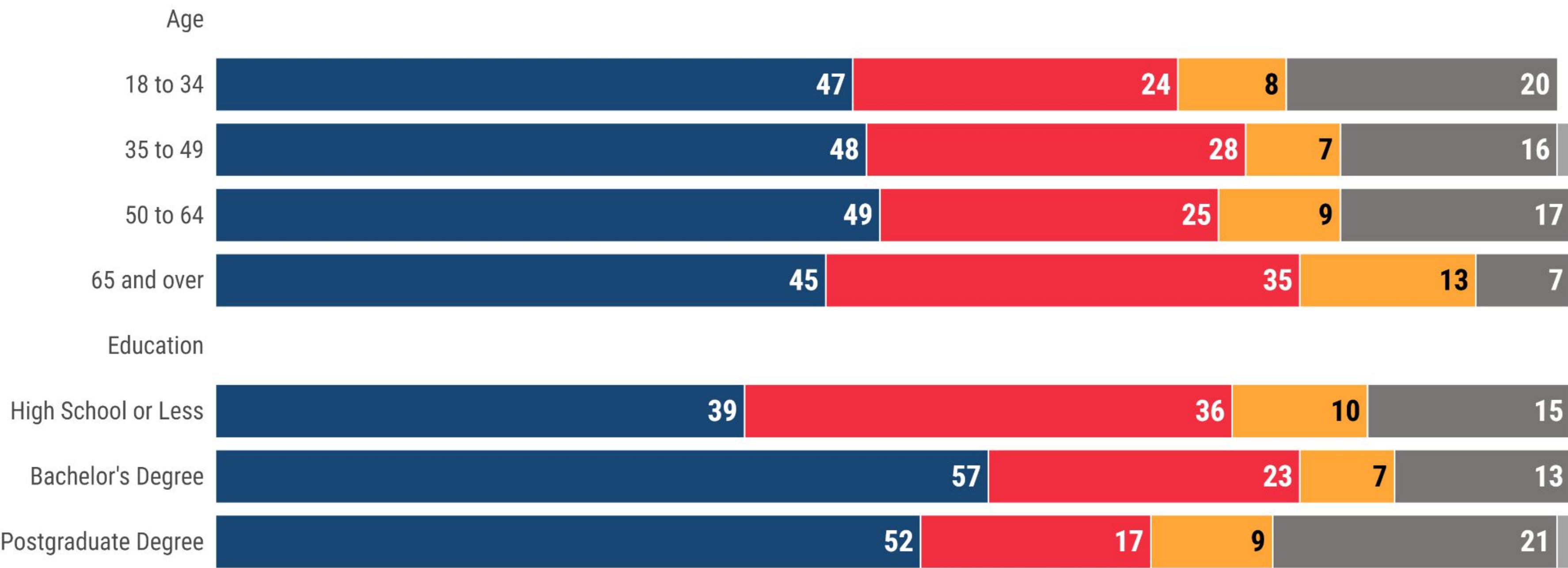


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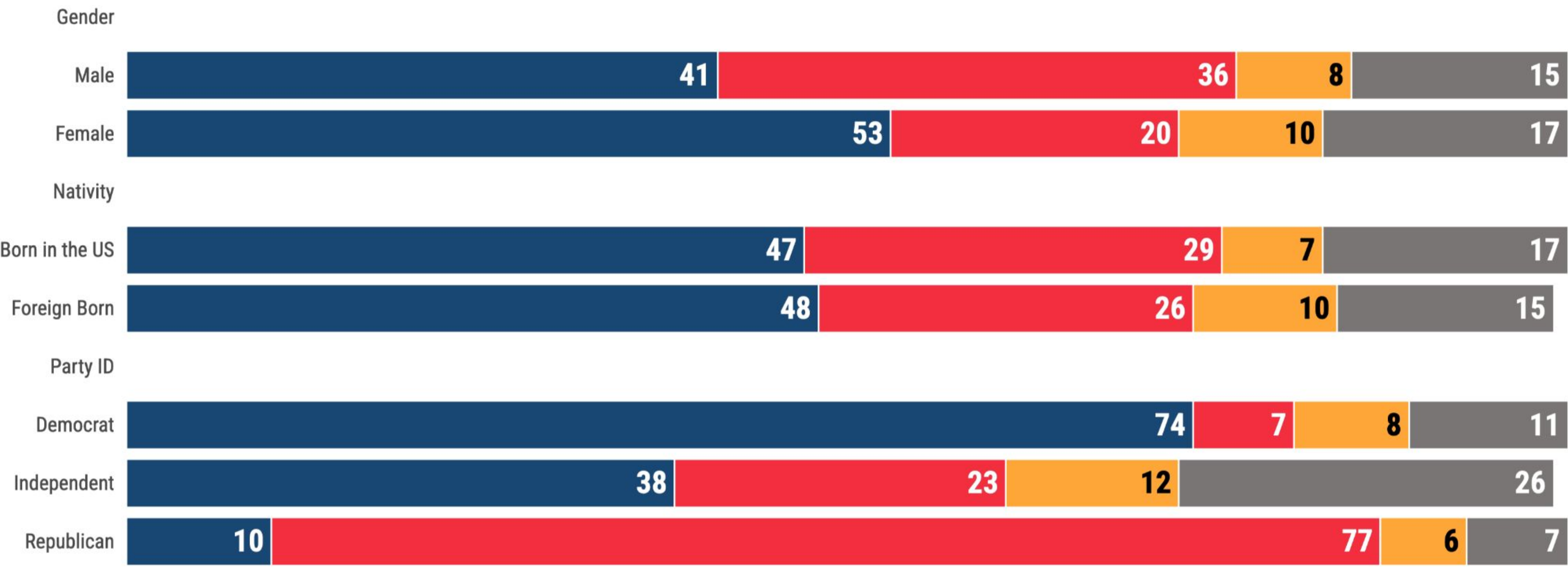


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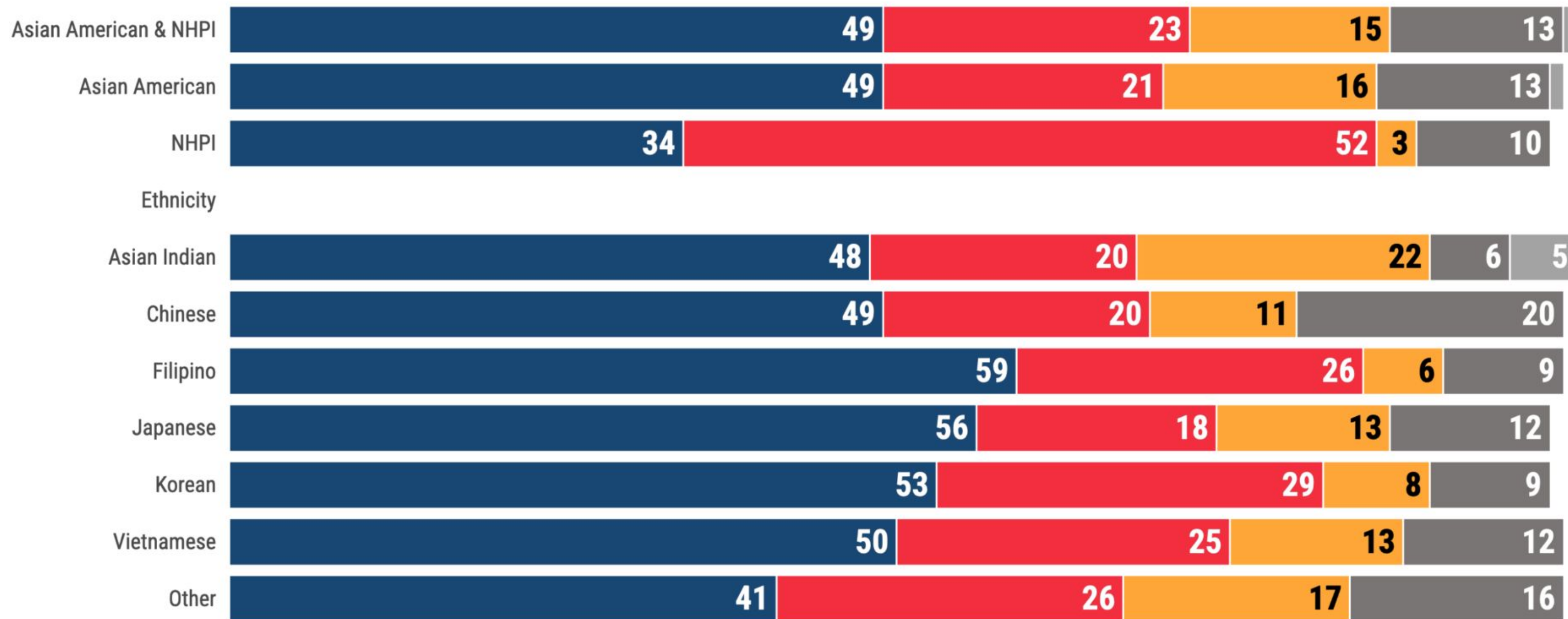


Source: Sept 2024 AAPI Voter Survey

Who Would Do a Better Job - U.S. Relations with Taiwan

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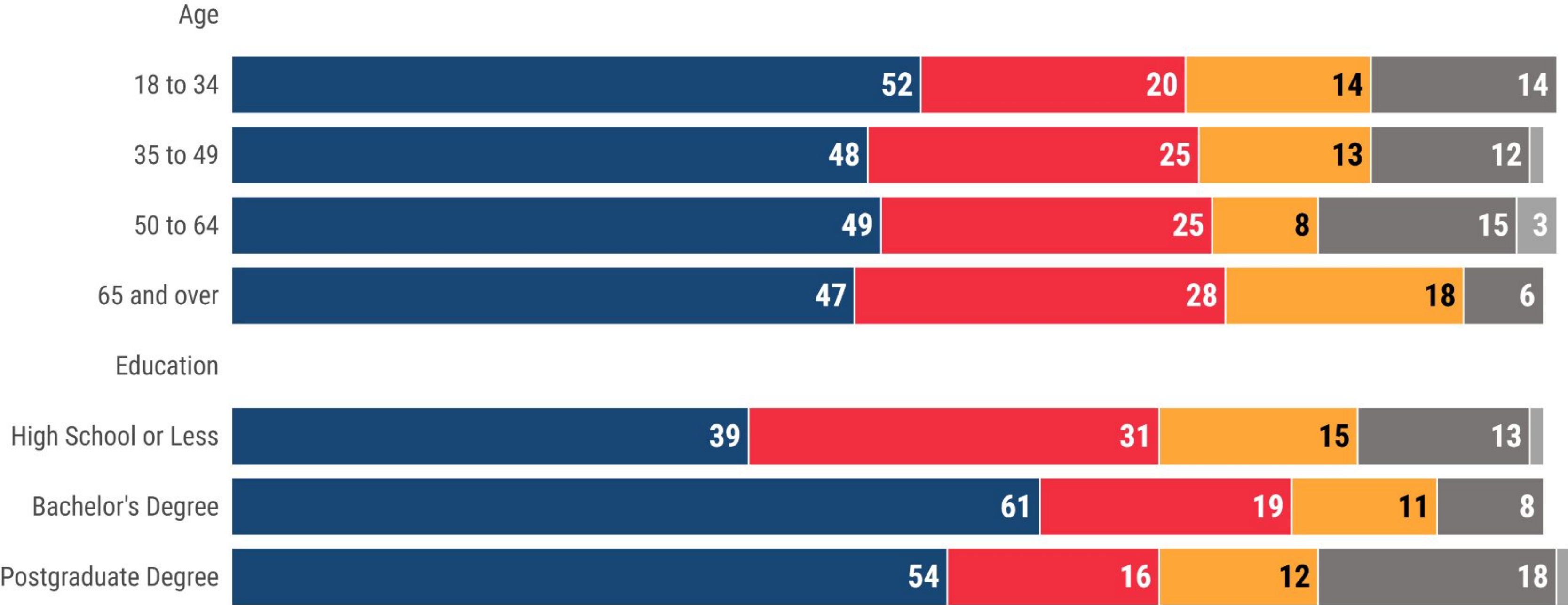


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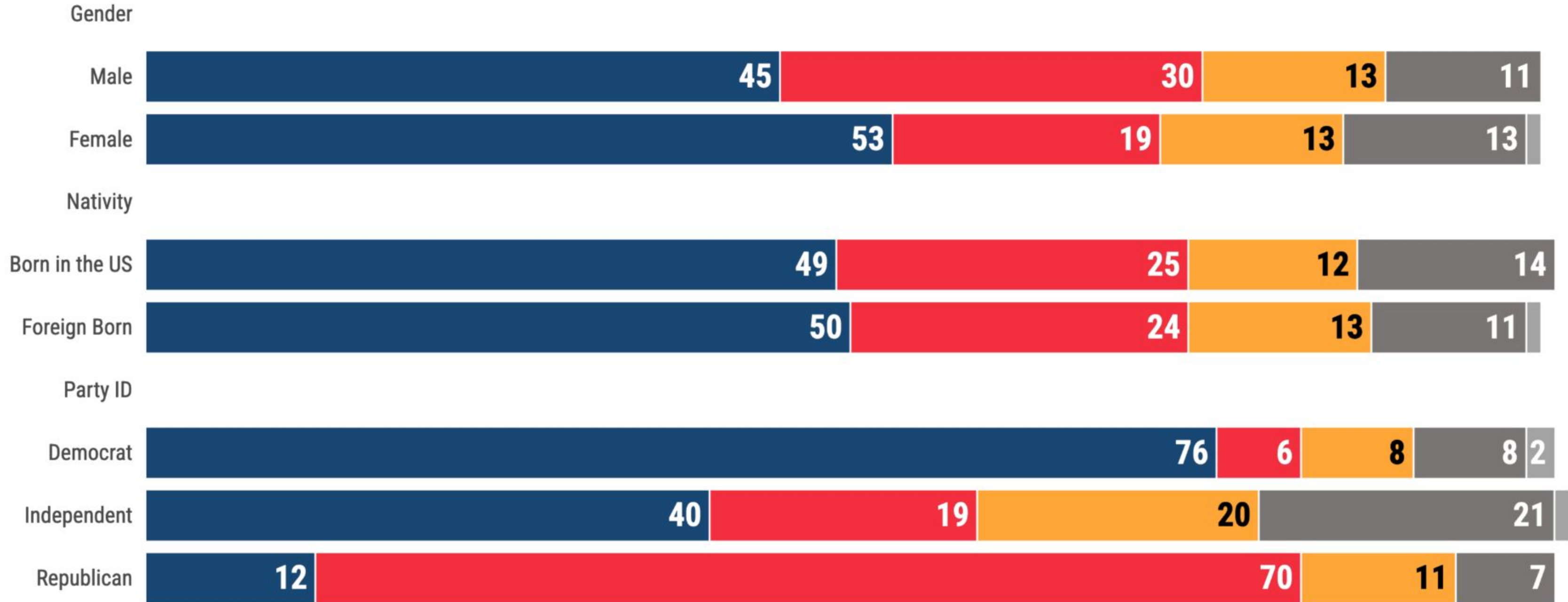


Source: Sept 2024 AAPI Voter Survey

Who Would Do a Better Job - U.S. Relations with Taiwan

"Which candidate do you trust to do a better job handling each of the following: U.S. relations with Taiwan?"

■ Kamala Harris ■ Donald Trump ■ Both Equally ■ Neither ■ Don't Know/ Refused



Source: Sept 2024 AAPI Voter Survey

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Civic Engagement Activities

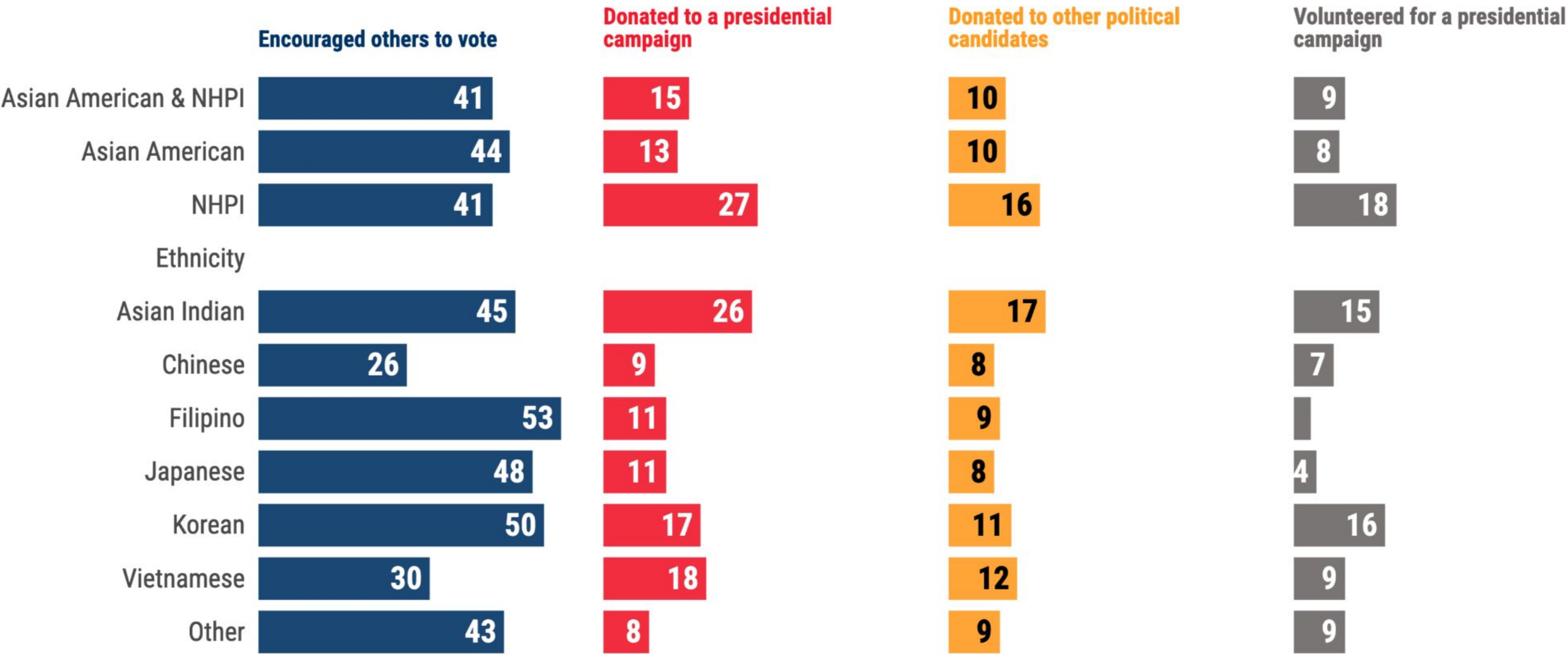


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Civic Engagement - Engaged in Activities A Lot or Somewhat in Last 6 Months

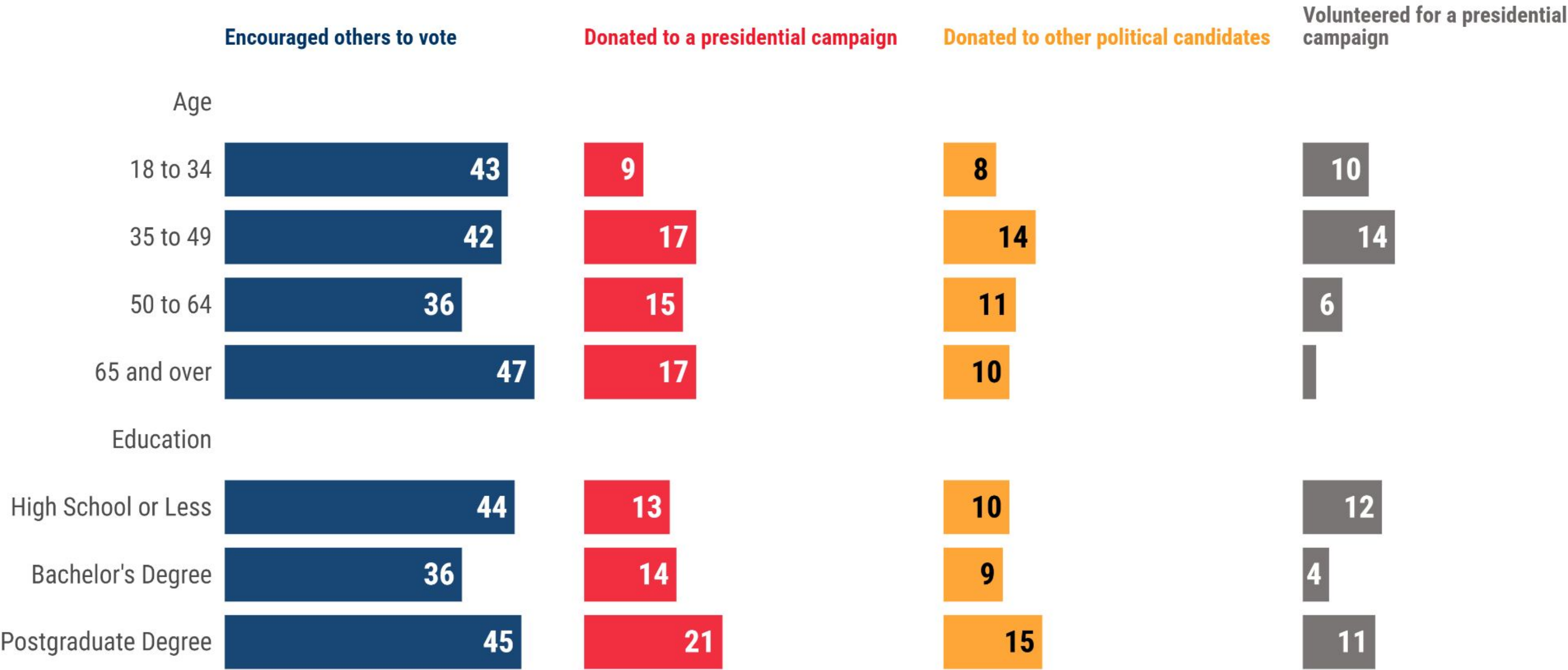
"Please indicate whether you have engaged in these activities over the past 6 months a lot, somewhat, a little, or none at all."



Source: Sept 2024 AAPI Voter Survey

Civic Engagement - Engaged in Activities A Lot or Somewhat in Last 6 Months

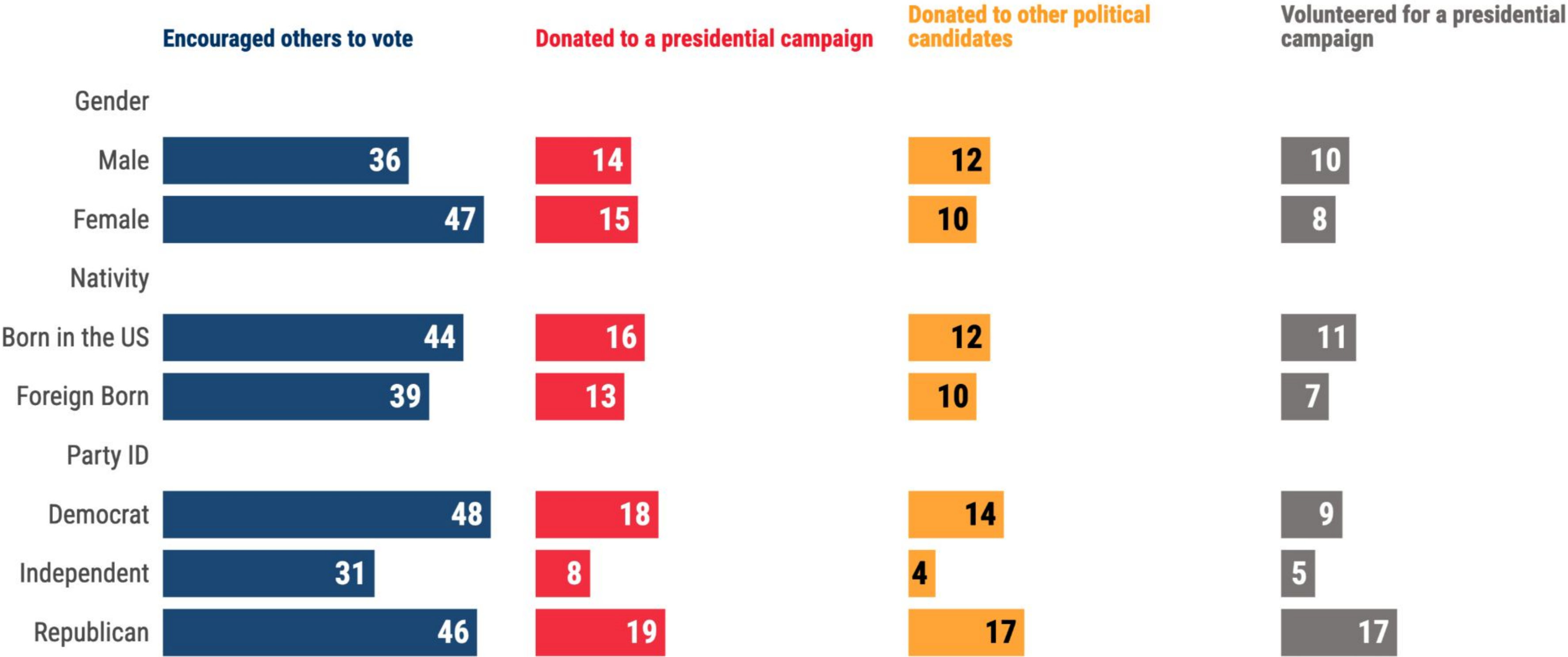
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Source: Sept 2024 AAPI Voter Survey

Civic Engagement - Engaged in Activities A Lot or Somewhat in Last 6 Months

"Please indicate whether you have engaged in these activities over the past 6 months a lot, somewhat, a little, or none at all."



Source: Sept 2024 AAPI Voter Survey

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Importance of Self-Identity

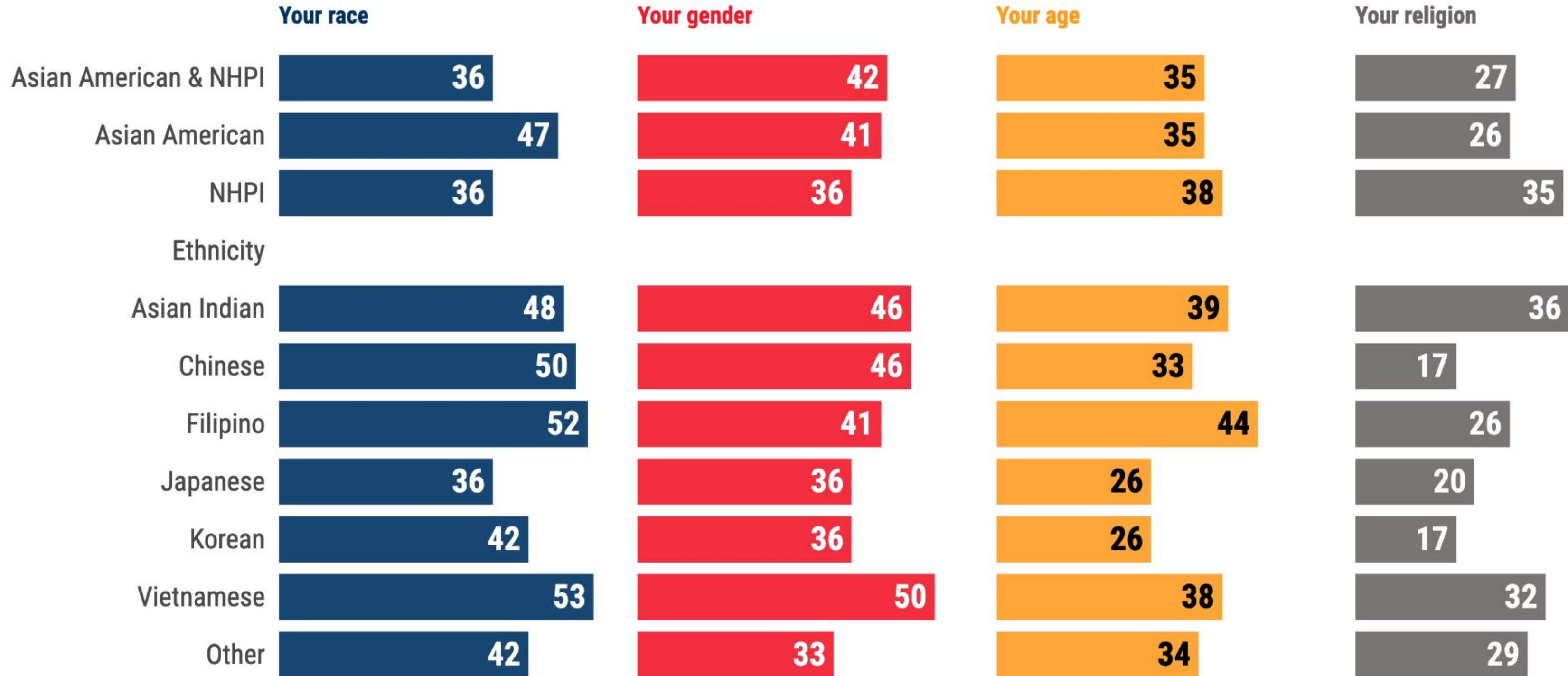


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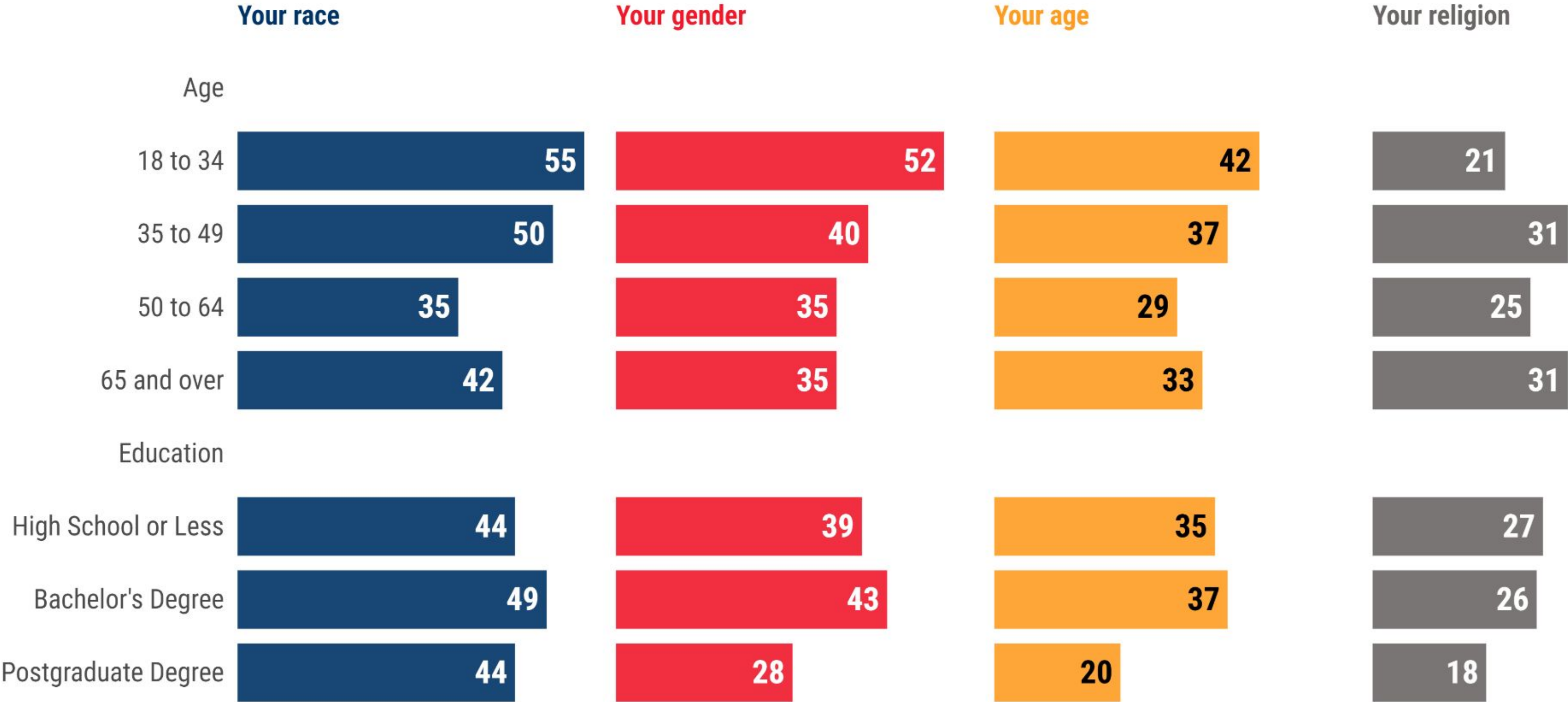
Aspects of Self Identity As Extremely Important or Very Important

"How important are each of the following in terms of how you think of yourself"



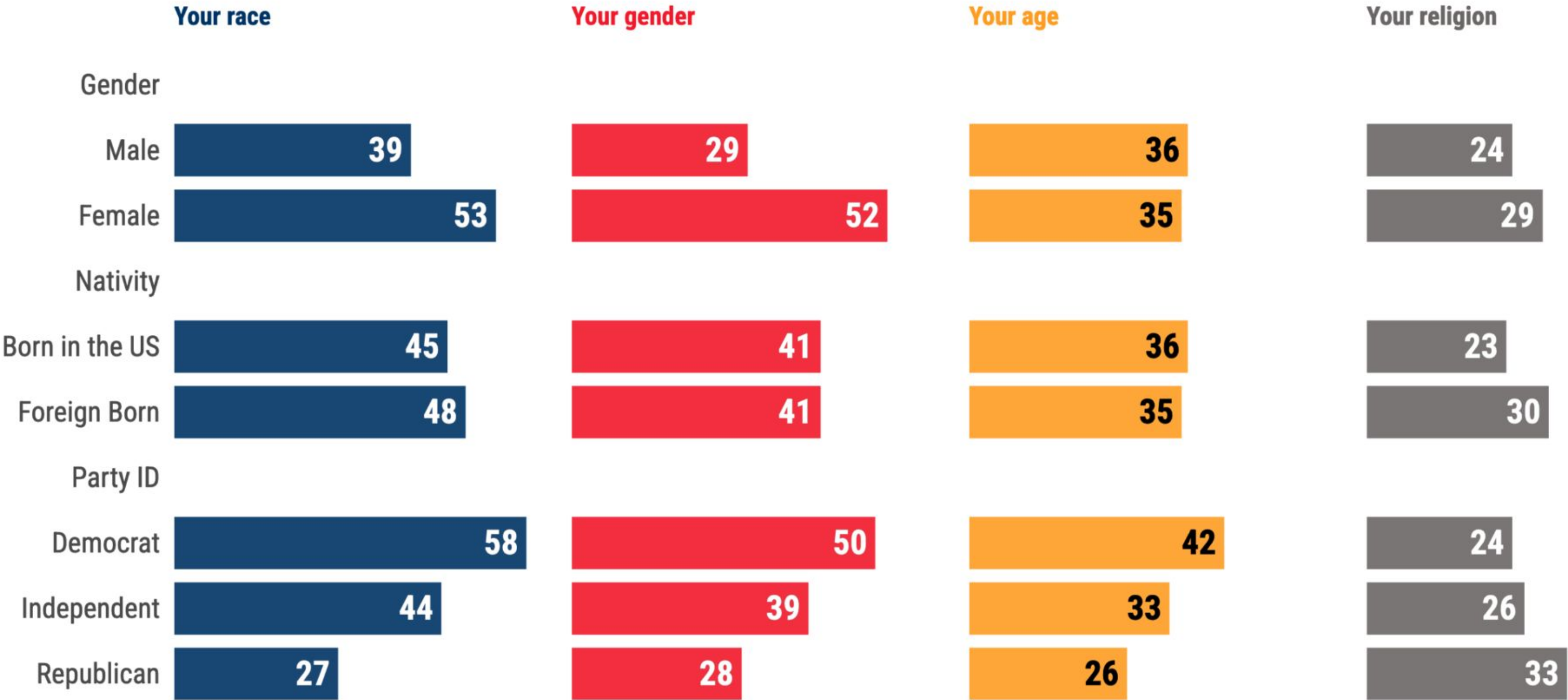
Source: Sept 2024 AAPI Voter Survey

Aspects of Self Identity As Extremely Important or Very Important
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Source: Sept 2024 AAPI Voter Survey

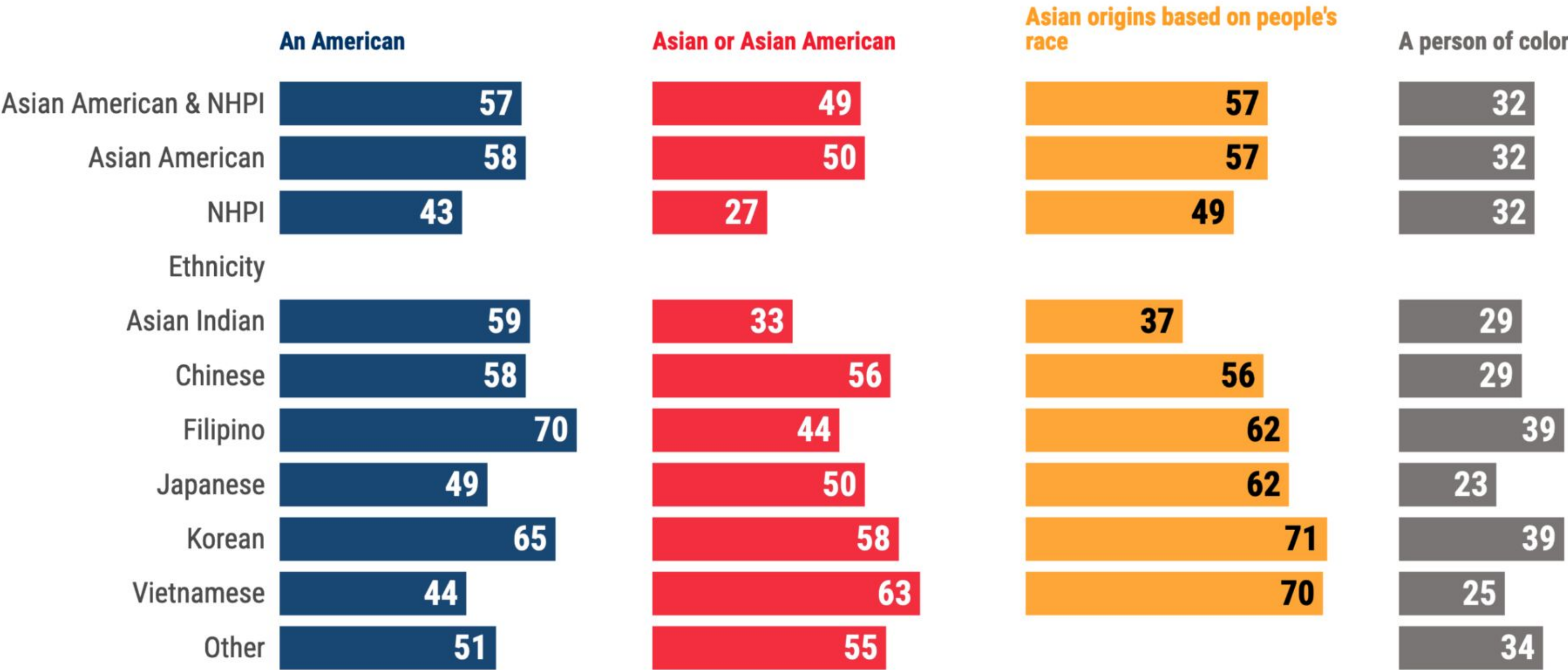
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Source: Sept 2024 AAPI Voter Survey

Aspects of Self Identity As Extremely Important or Very Important

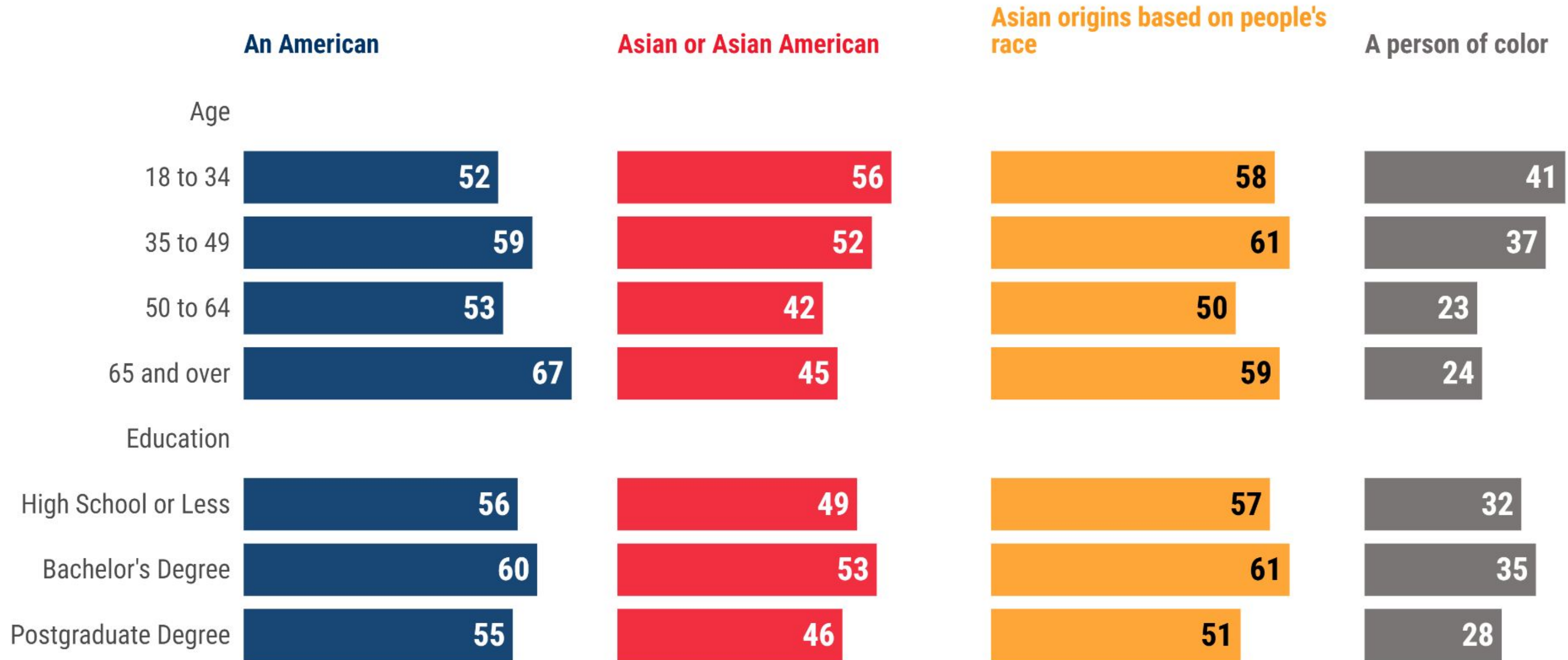
"People of Asian or Pacific Islander descent in the U.S. use different terms to describe themselves. Please indicate the importance of each of the following, in terms of how you think of yourself"



Source: Sept 2024 AAPI Voter Survey

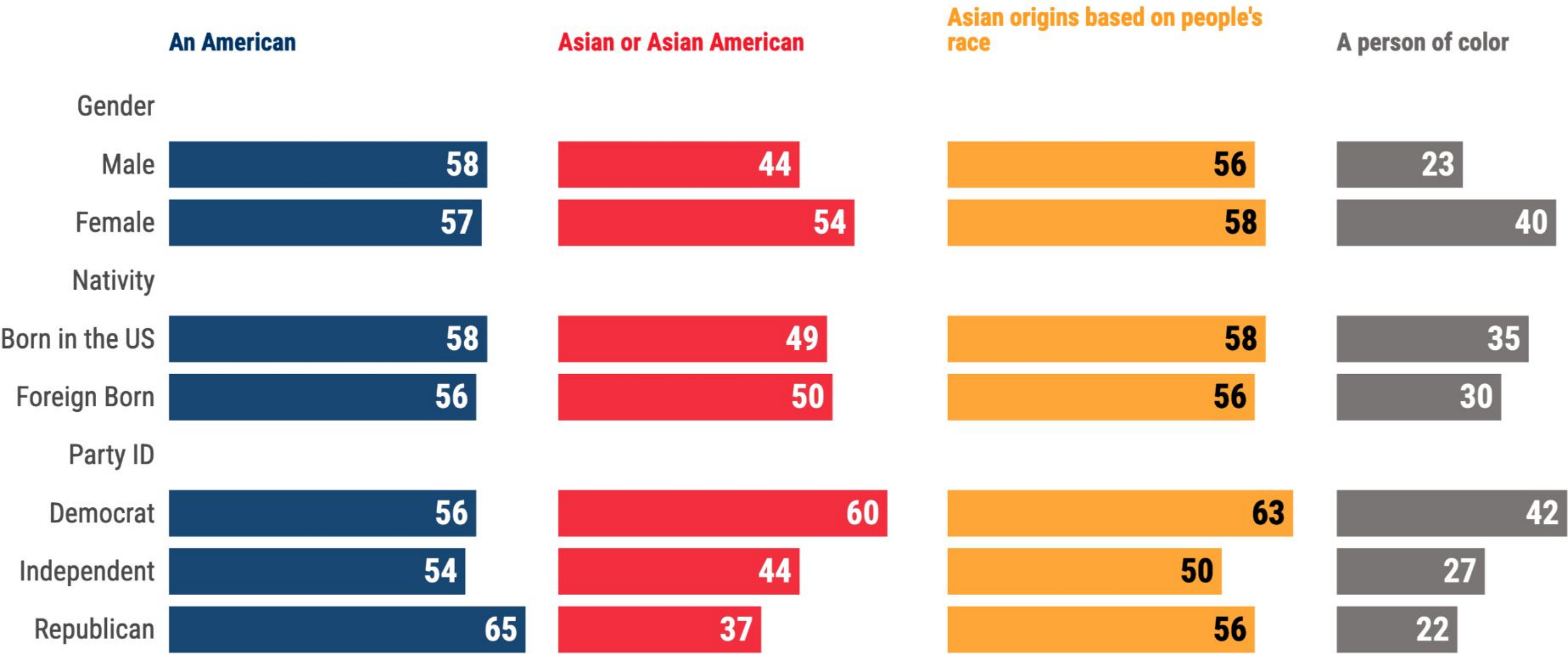
Aspects of Self Identity As Extremely Important or Very Important

"People of Asian or Pacific Islander descent in the U.S. use different terms to describe themselves. Please indicate the importance of each of the following, in terms of how you think of yourself"



Source: Sept 2024 AAPI Voter Survey

Aspects of Self Identity As Extremely Important or Very Important
"People of Asian or Pacific Islander descent in the U.S. use different terms to describe themselves. Please indicate the importance of each of the following, in terms of how you think of yourself"



Source: Sept 2024 AAPI Voter Survey

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Candidate Representation on Identity/Policies

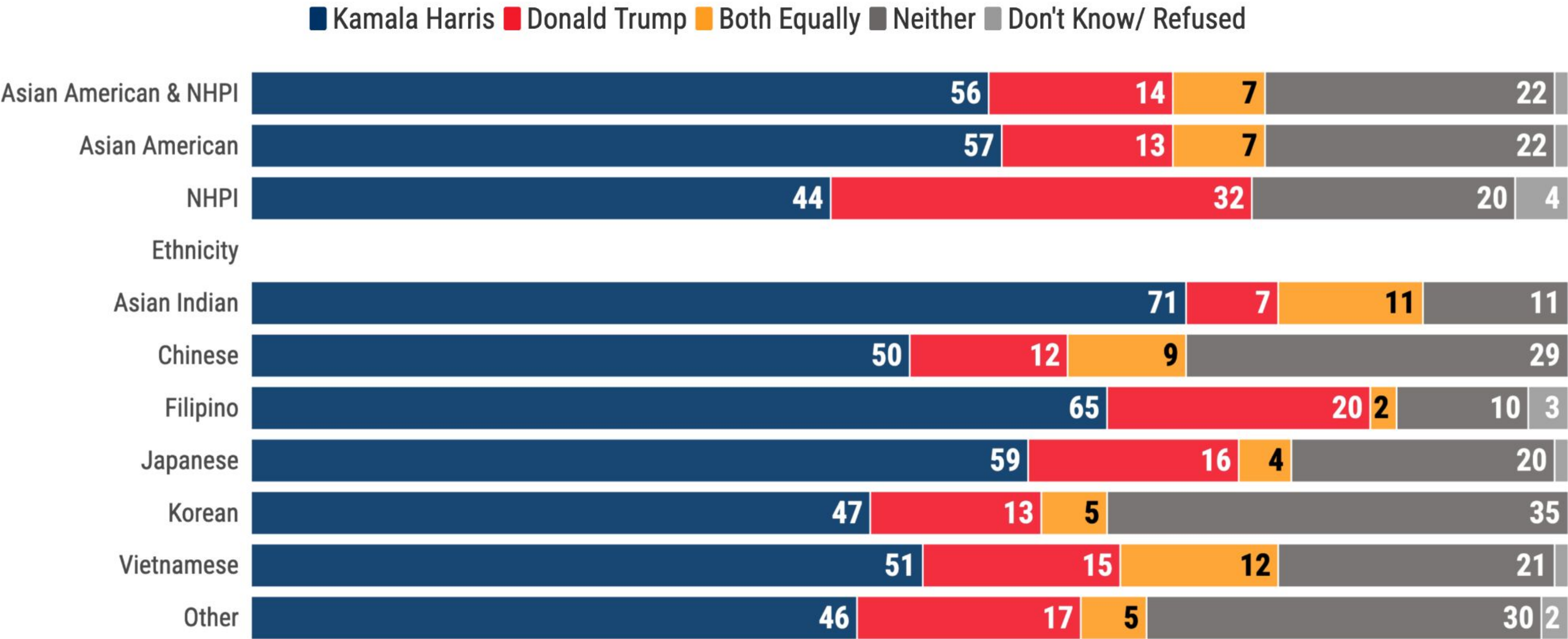


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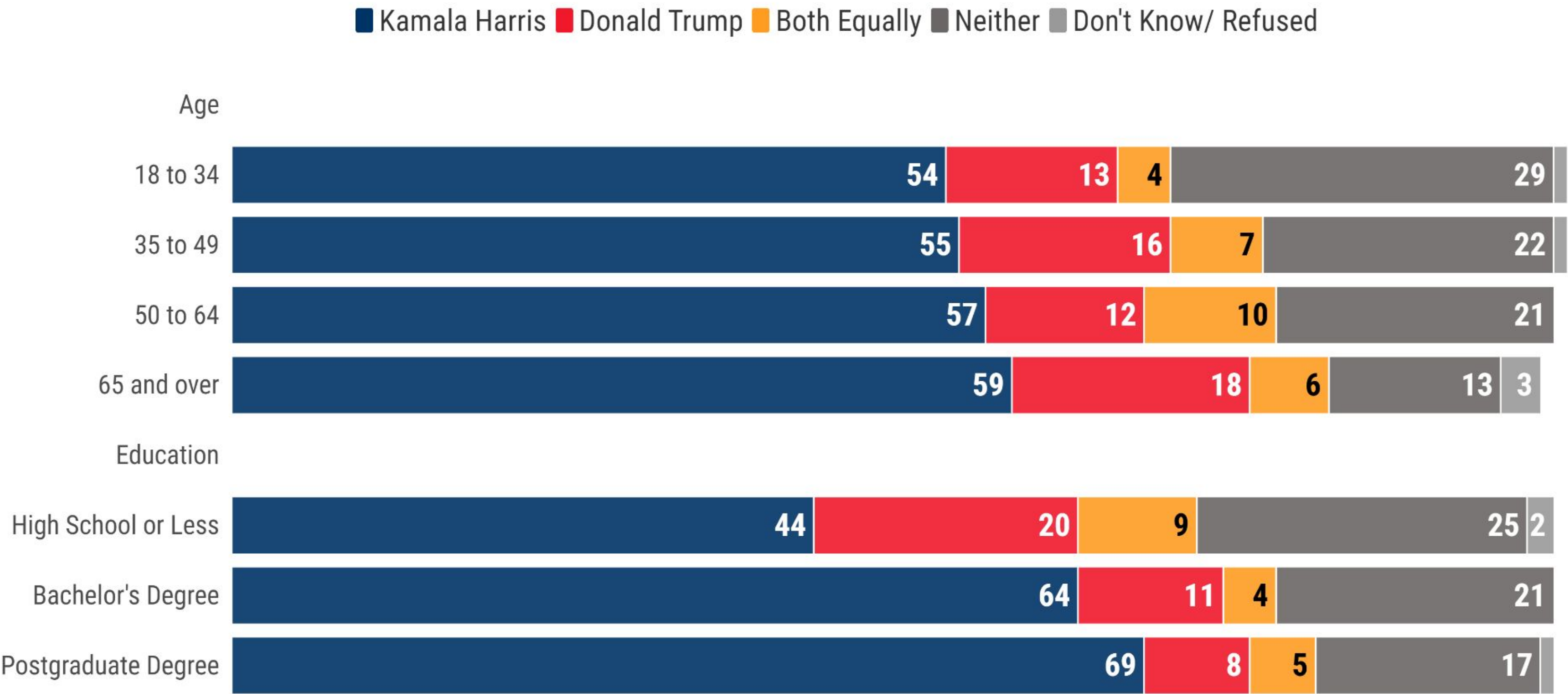
Candidate That Better Represents Their Background and Culture

"Which of the following candidates better represents: Your background and culture."



Source: Sept 2024 AAPI Voter Survey

Candidate That Better Represents Their Background and Culture
"Which of the following candidates better represents: Your background and culture."

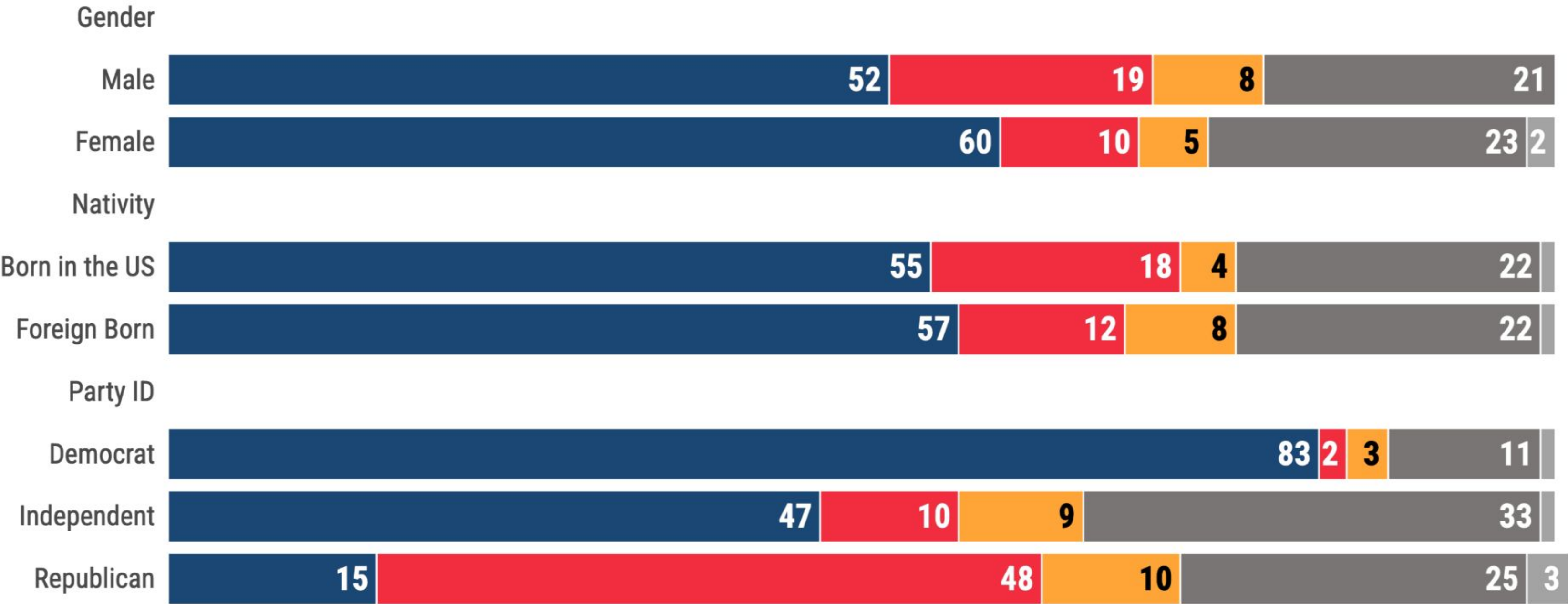


Source: Sept 2024 AAPI Voter Survey

Candidate That Better Represents Their Background and Culture

"Which of the following candidates better represents: Your background and culture."

■ Kamala Harris ■ Donald Trump ■ Both Equally ■ Neither ■ Don't Know/ Refused

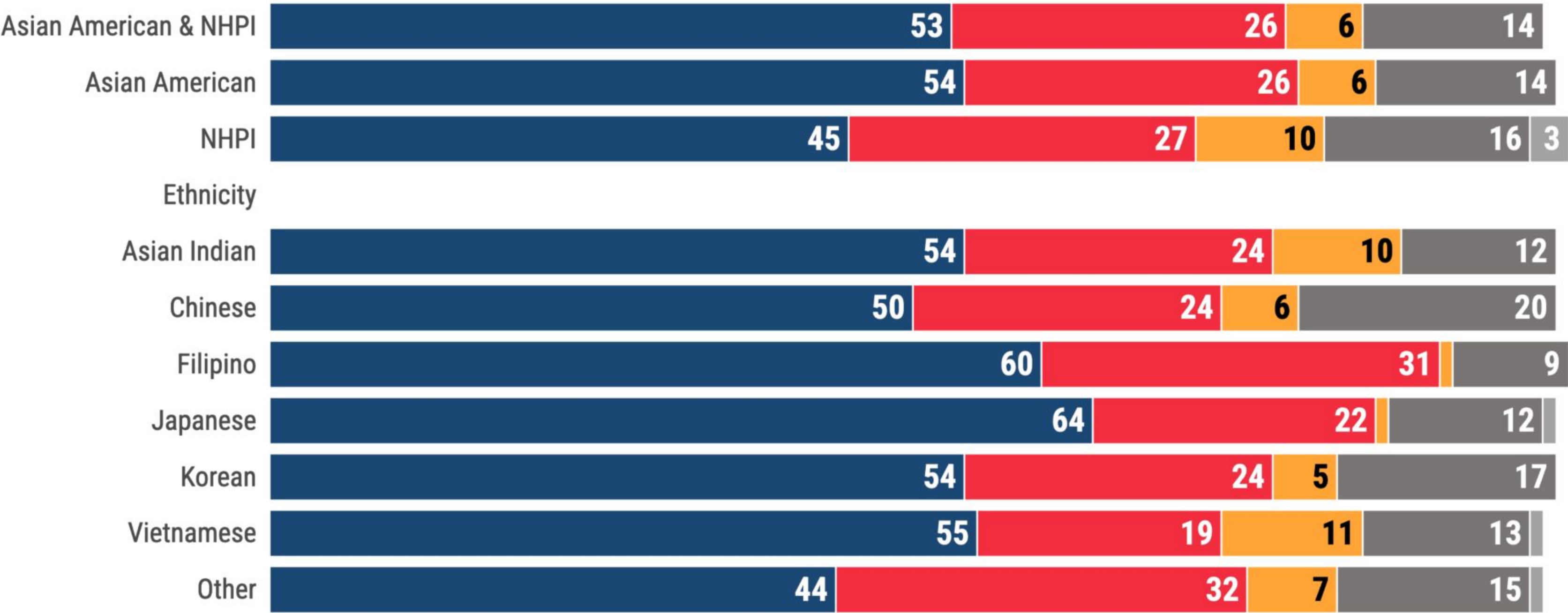


Source: Sept 2024 AAPI Voter Survey

Candidate That Better Represents Their Views on Important Policies

"Which of the following candidates better represents: Your views on important policies."

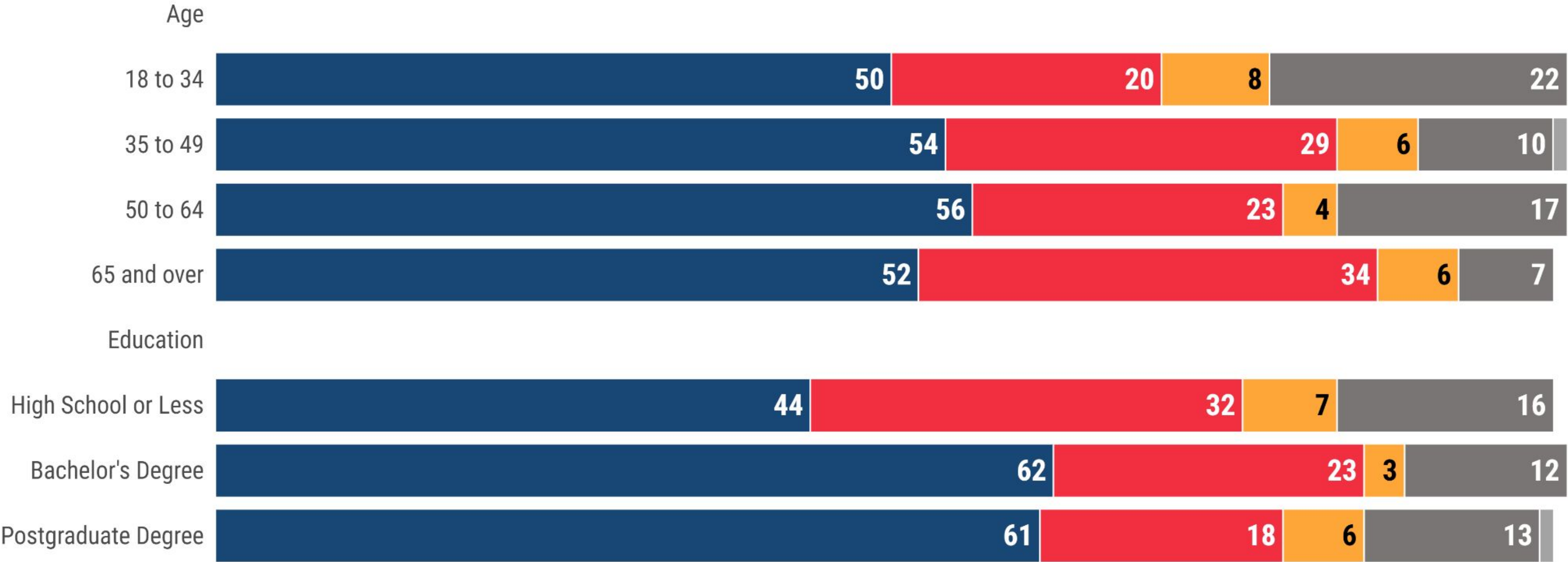
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Source: Sept 2024 AAPI Voter Survey

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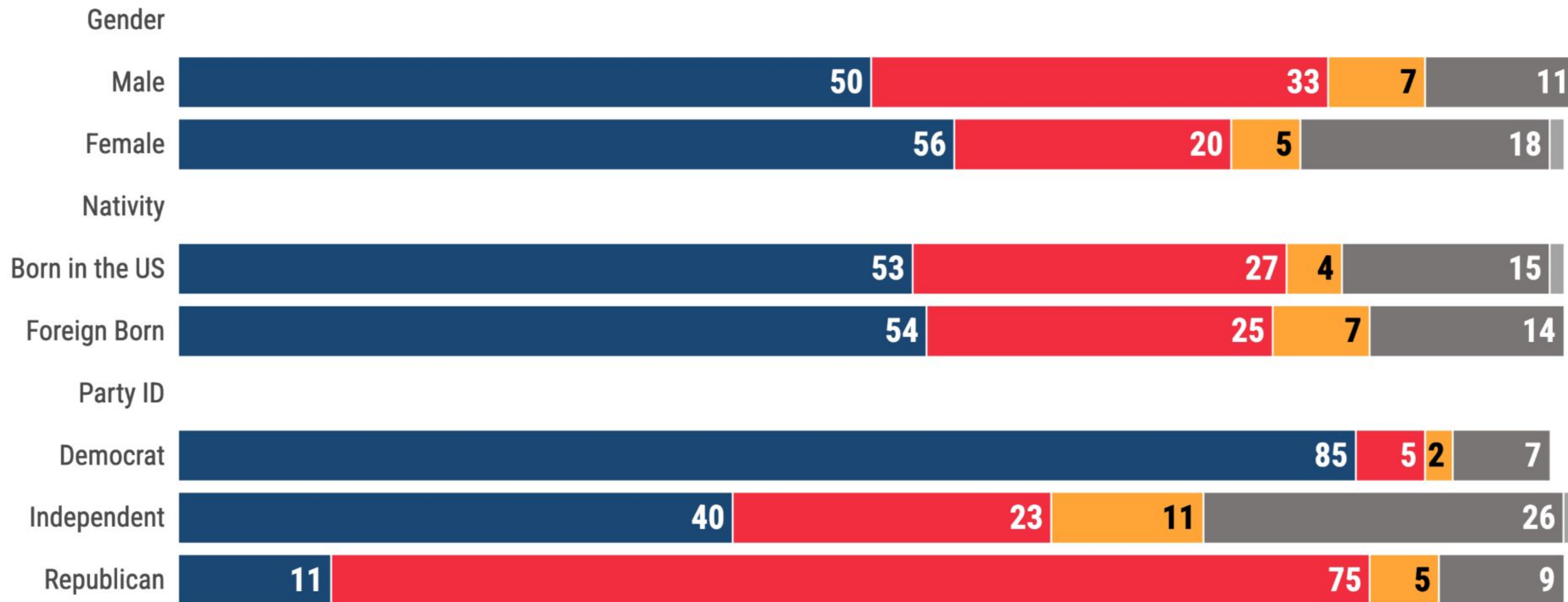


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Importance of Candidate Identity

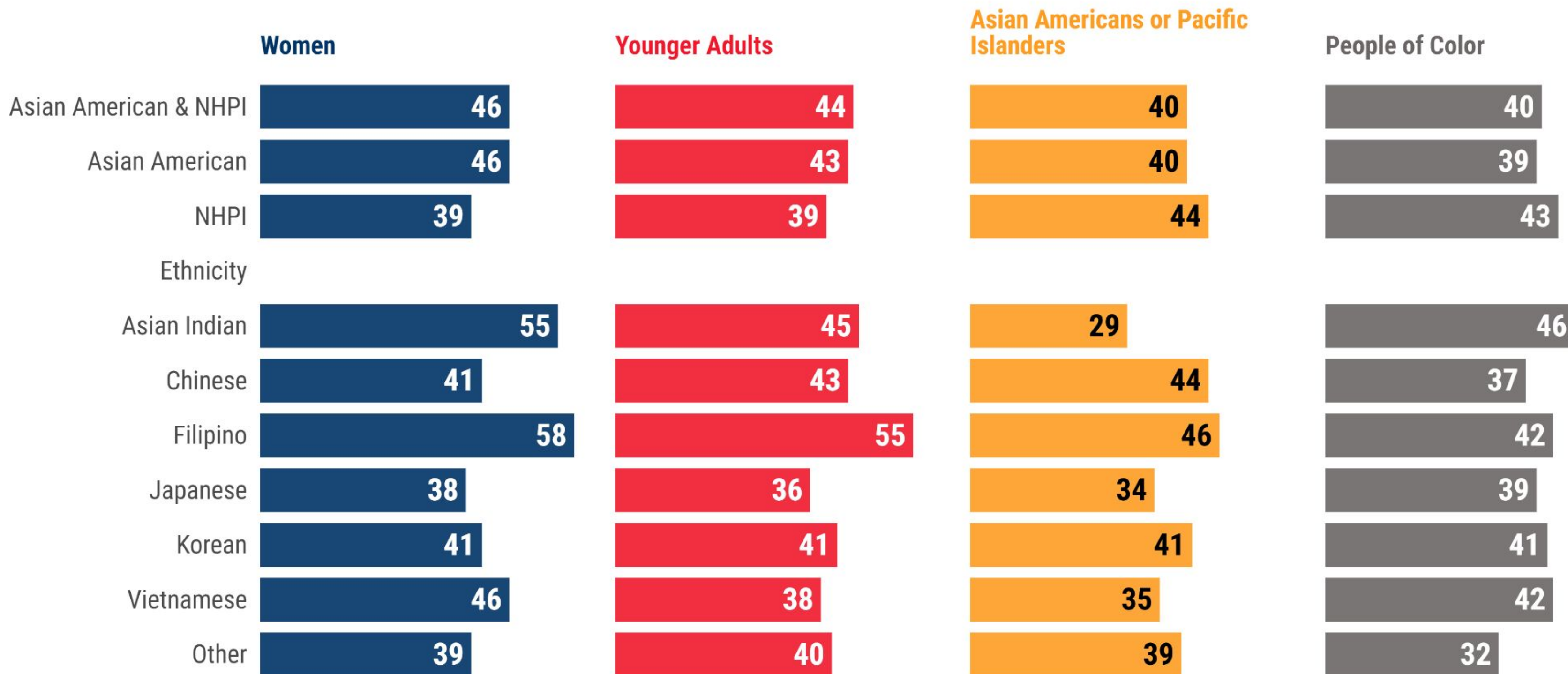


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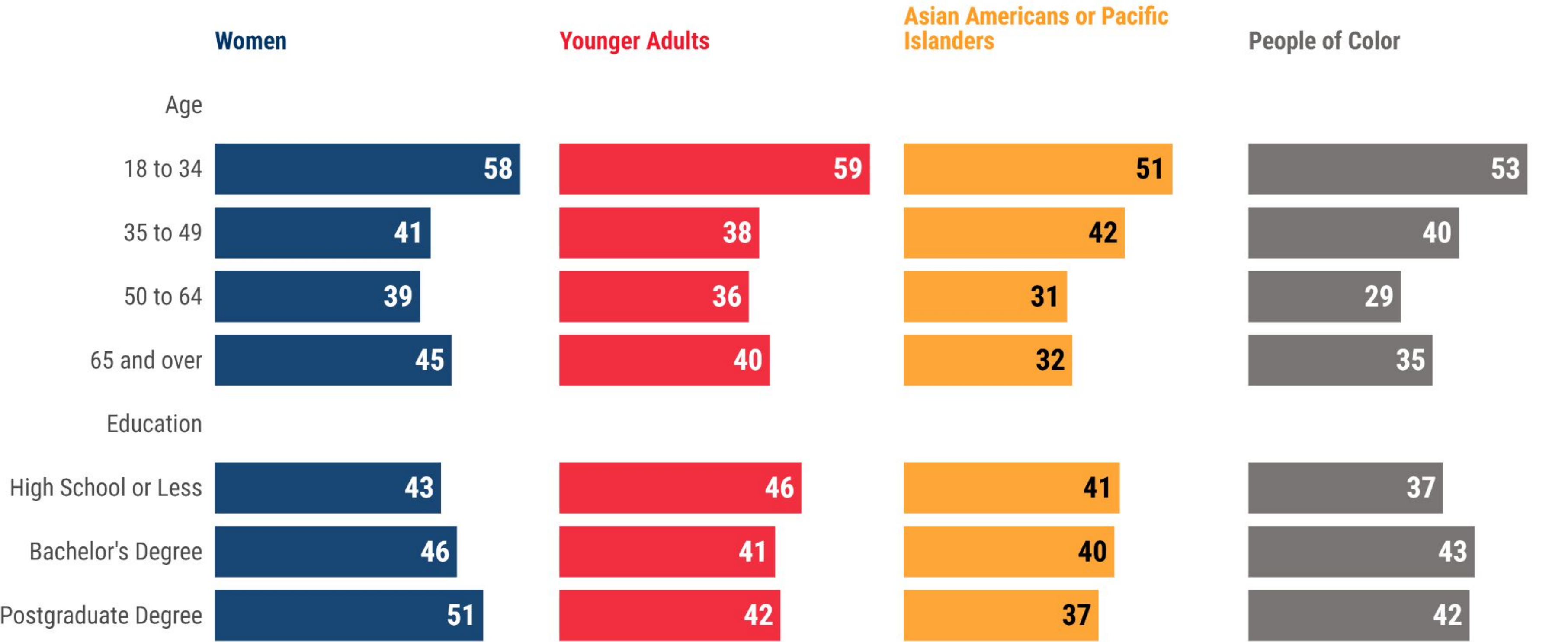
Importance of Electing Candidates Who Are...

"Thinking next about elected representatives, how important is it to elect more people who are:"



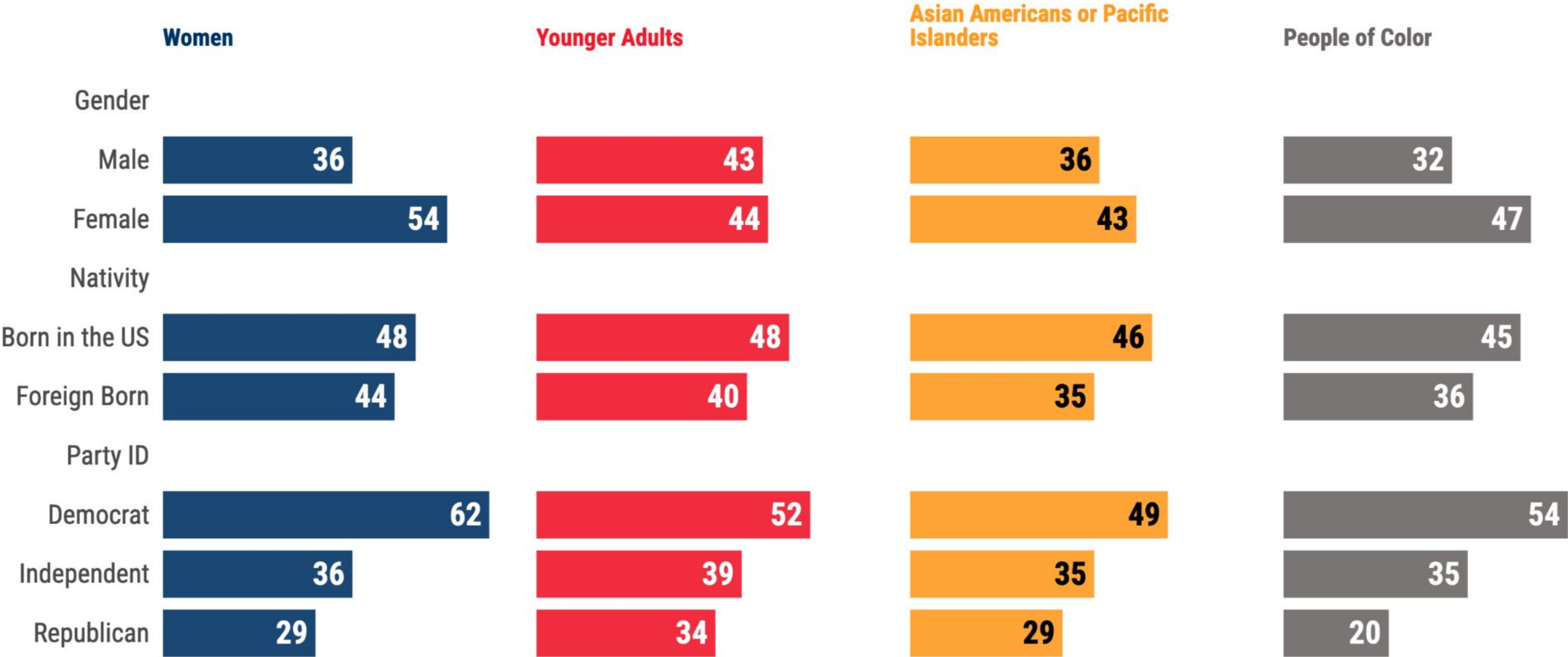
Source: Sept 2024 AAPI Voter Survey

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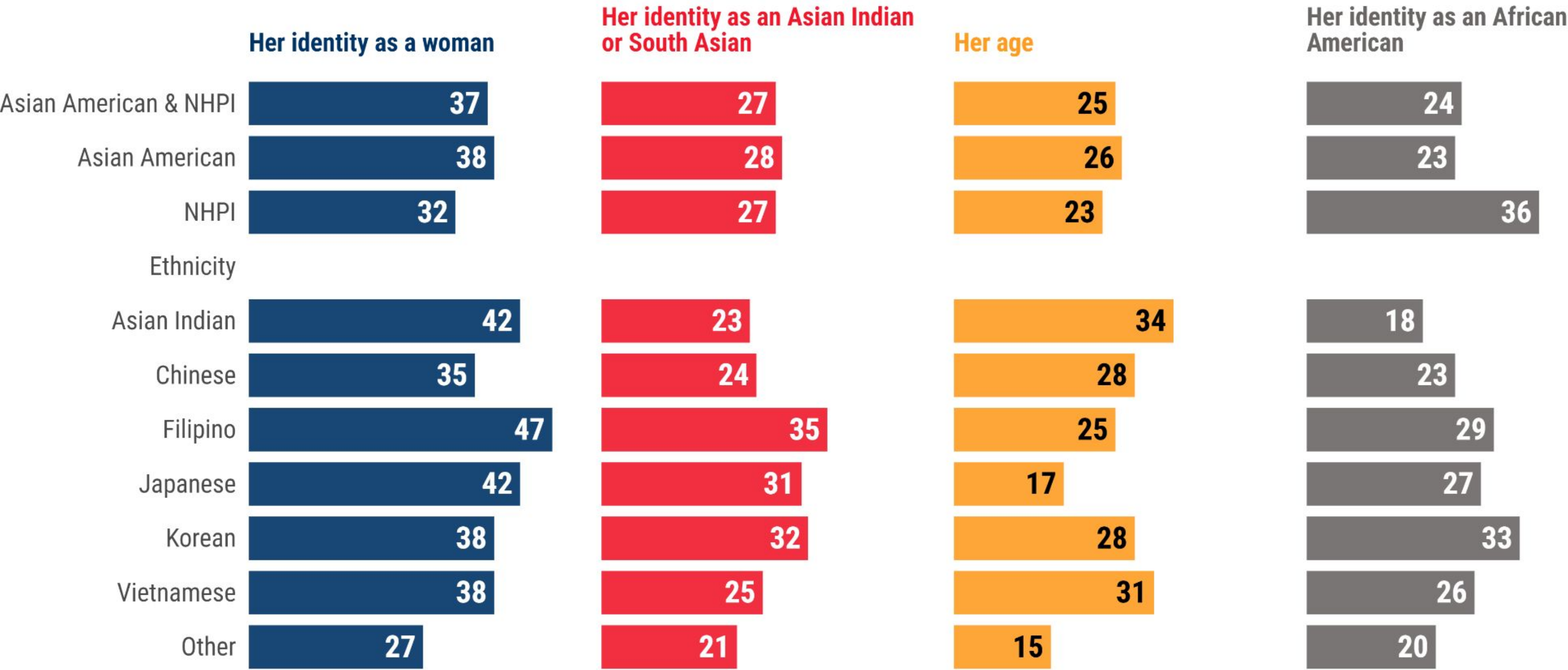
Importance of Electing Candidates Who Are...
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Source: Sept 2024 AAPI Voter Survey

Important Aspects of Kamala Harris Identity

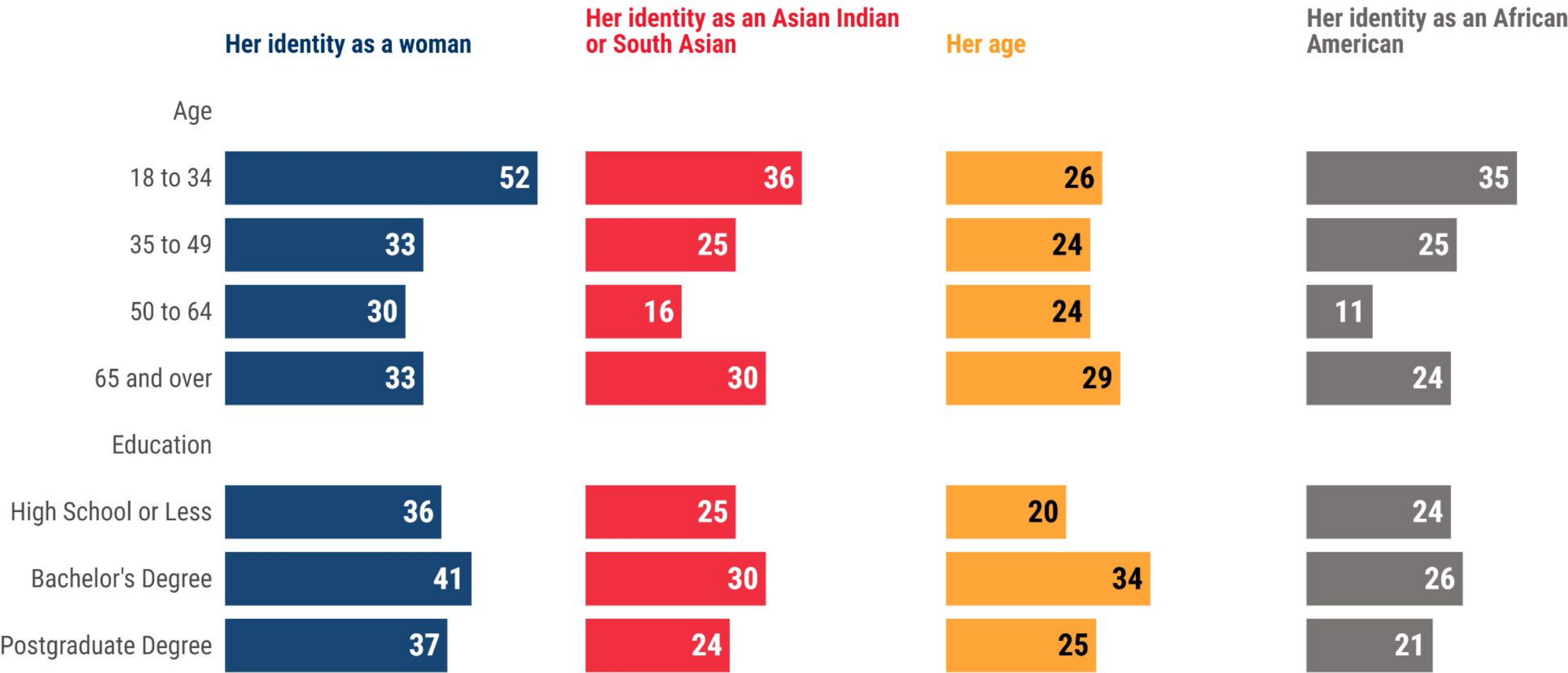
"Thinking specifically about Kamala Harris, how important to you are the following aspects of her identity?"



Source: Sept 2024 AAPI Voter Survey

Important Aspects of Kamala Harris Identity

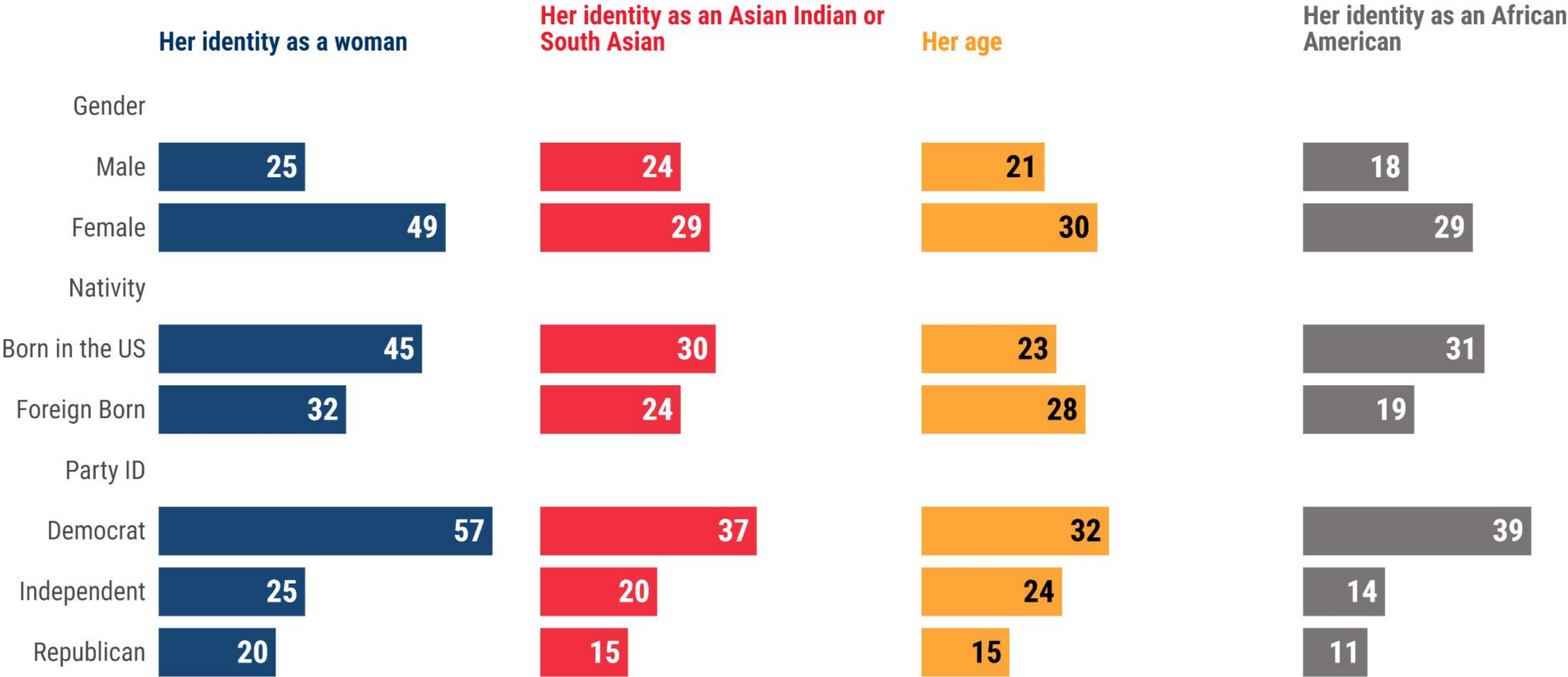
"Thinking specifically about Kamala Harris, how important to you are the following aspects of her identity?"



Source: Sept 2024 AAPI Voter Survey

Important Aspects of Kamala Harris Identity

"Thinking specifically about Kamala Harris, how important to you are the following aspects of her identity?"



Source: Sept 2024 AAPI Voter Survey

Detailed Methodology

The 2024 AAPI Voter Survey from AAPI Data and APIA Vote was conducted between September 3-9, 2024 by NORC using NORC’s Amplify AAPI® Panel for the sample source. The survey was offered in English, Chinese dialects of Mandarin and Cantonese, Vietnamese, and Korean and was administered in two modes depending on the preference of the respondent provided during panel recruitments: 1) self-administered by the respondent online via the Web; or 2) administered over the telephone by a live interviewer. The surveys with a live interviewer were only conducted in English.

Survey respondents are Asian Americans, Native Hawaiians, and Pacific Islanders 18 years of age or older, with oversamples of citizens and registered voters. The data have been weighted by ethnicity, education, Census Region, age by gender, ethnicity by gender, and ethnicity by nativity. The total number of AAPI registered voters surveyed was 1,166 and the overall margin of error is +/- 4.7 percent.

The unweighted number of respondents and margins of error (in parentheses) for subpopulations of interest are as follows:

RACE

Asian American (N=1,105, +/- 5.1%)
NHPI (N=61, +/- 18.2%)

ETHNICITY

Asian Indian (N=86, +/- 13.6%)
Chinese (N=391, +/- 8.6%)
Filipino (N=117, +/- 11.7%)
Japanese (N=119, +/- 15.3%)
Korean (N=114, +/- 14.9%)
NHPI (N=61, +/- 18.2%)
Vietnamese (N=69, +/- 17.7%)

GENDER

Male (N=633, +/- 6.7%)
Female (N=533, +/- 6.8%)

AGE

18 to 34 (N=201, +/- 13.8%)
35 to 49 (N=443, +/- 8.6%)
50 to 64 (N=327, +/- 8.7%)
65 plus (N=195, +/- 8.8%)

NATIVITY

Native born (N=689, +/- 7.1%)
Foreign born (N=477, +/- 6.6%)

PARTY ID

Democrat (N=575, +/- 7.2%)
Independent (N=409, +/- 8.0%)
Republican (N=181, +/- 11.5%)

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Q&A

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