

Asian American  **Decisions**
AAPI CIVIC ENGAGEMENT FUND

2014 ASIAN AMERICAN ELECTION EVE POLL

Presentation of Results

November 6, 2014

2014 Election Eve Poll

1150 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

4

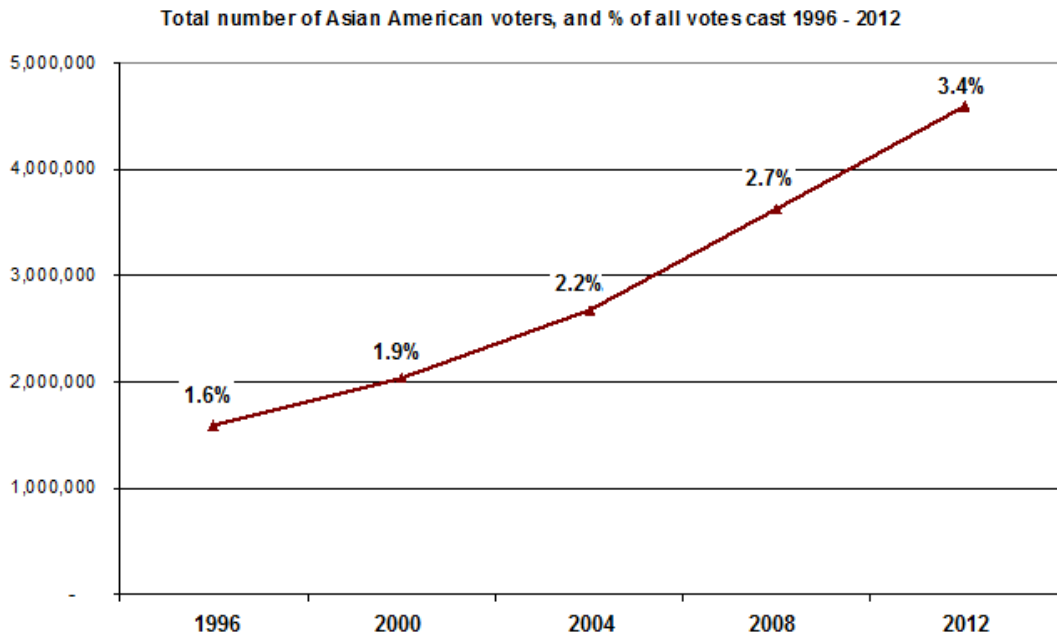
- ❑ In Congressional elections, Asian Americans supported Democratic candidates more than 2-1.
- ❑ Asian Americans were within the margin of victory in Virginia Senate race and pivotal to the outcome.
- ❑ Asian Americans are liberal across many issues, but most still do not identify as Democrats.

ASIAN AMERICAN VOTE IN 2014

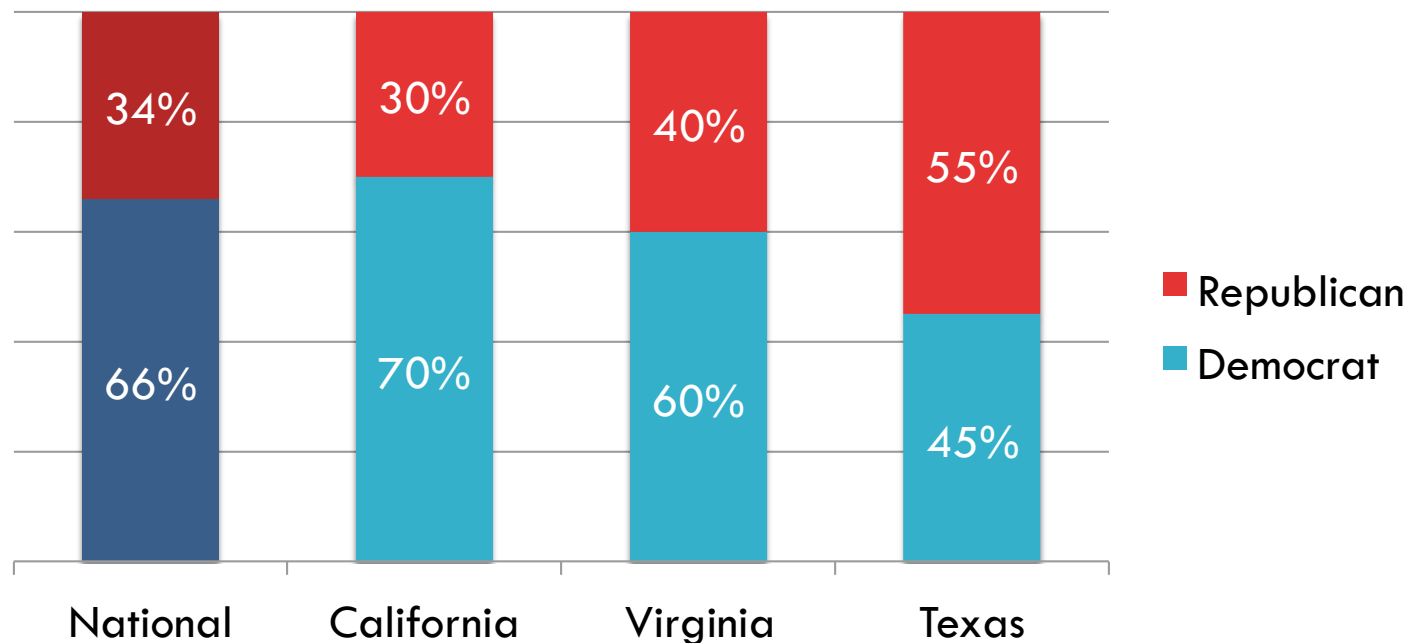


An Emerging Force in the Electorate

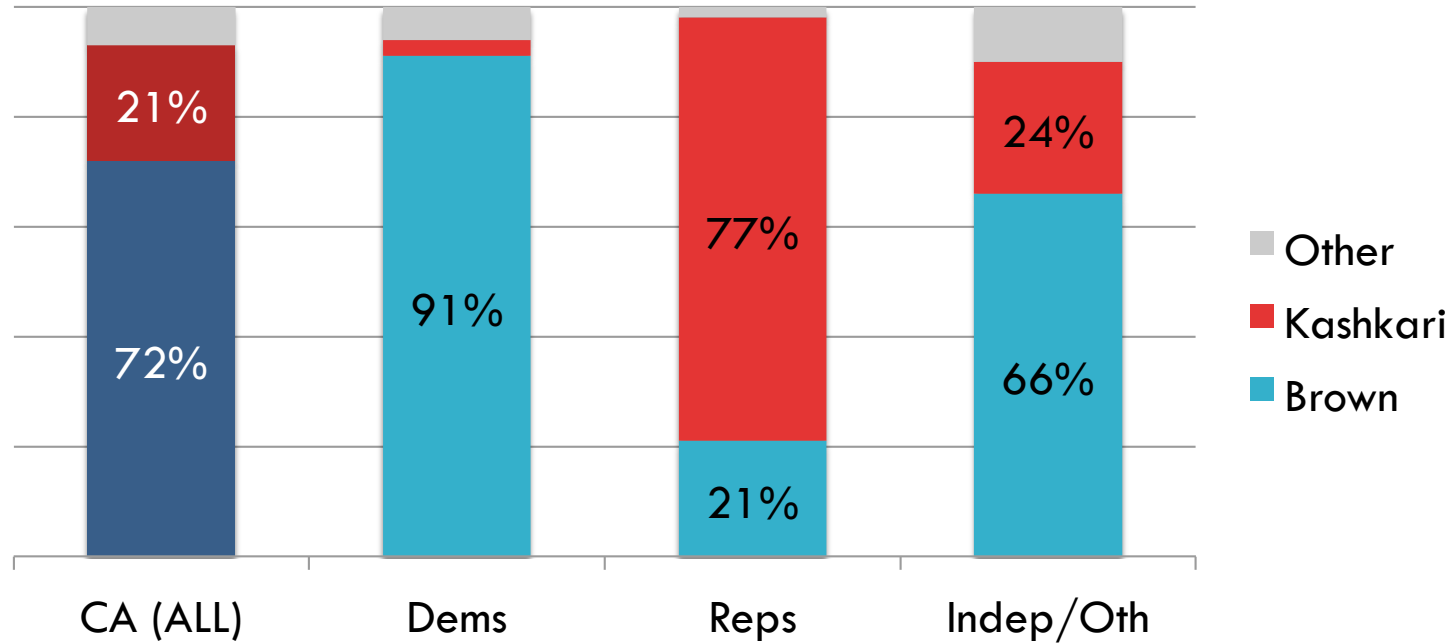
Fastest
growing
electorate,
128%
increase
from 1996 –
2008



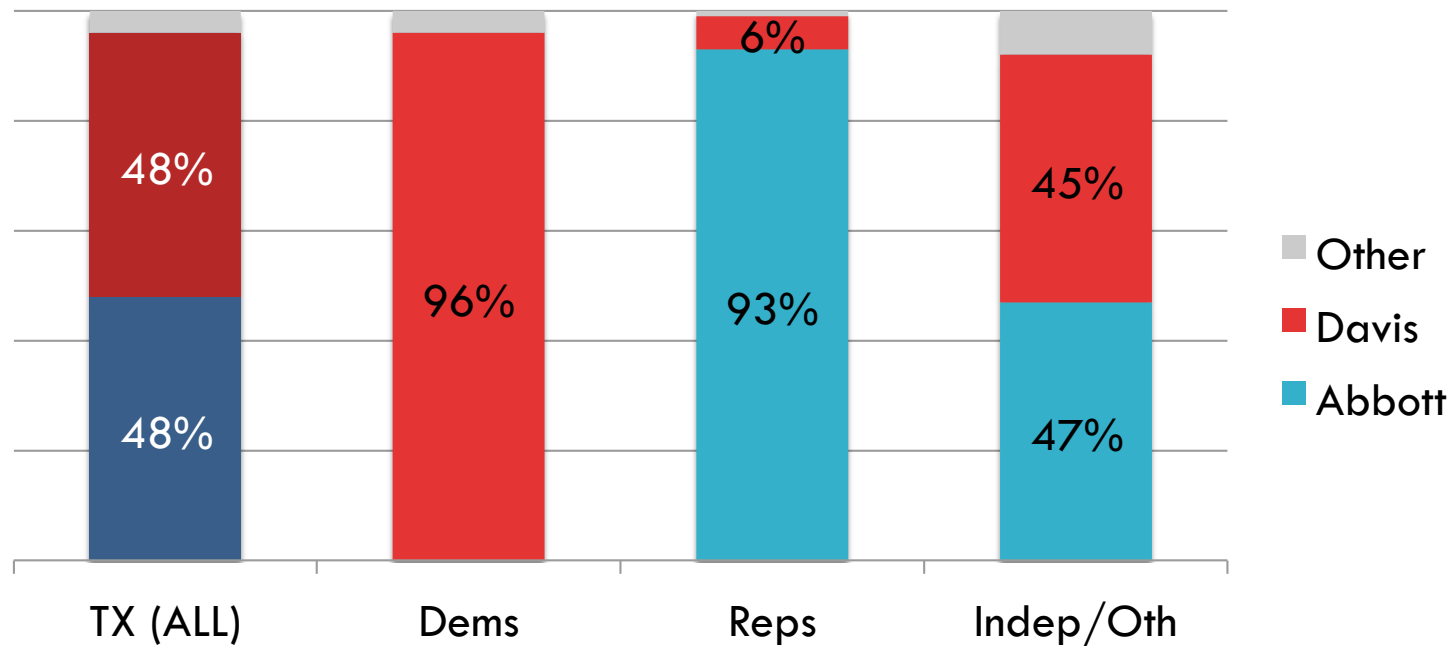
House of Representatives



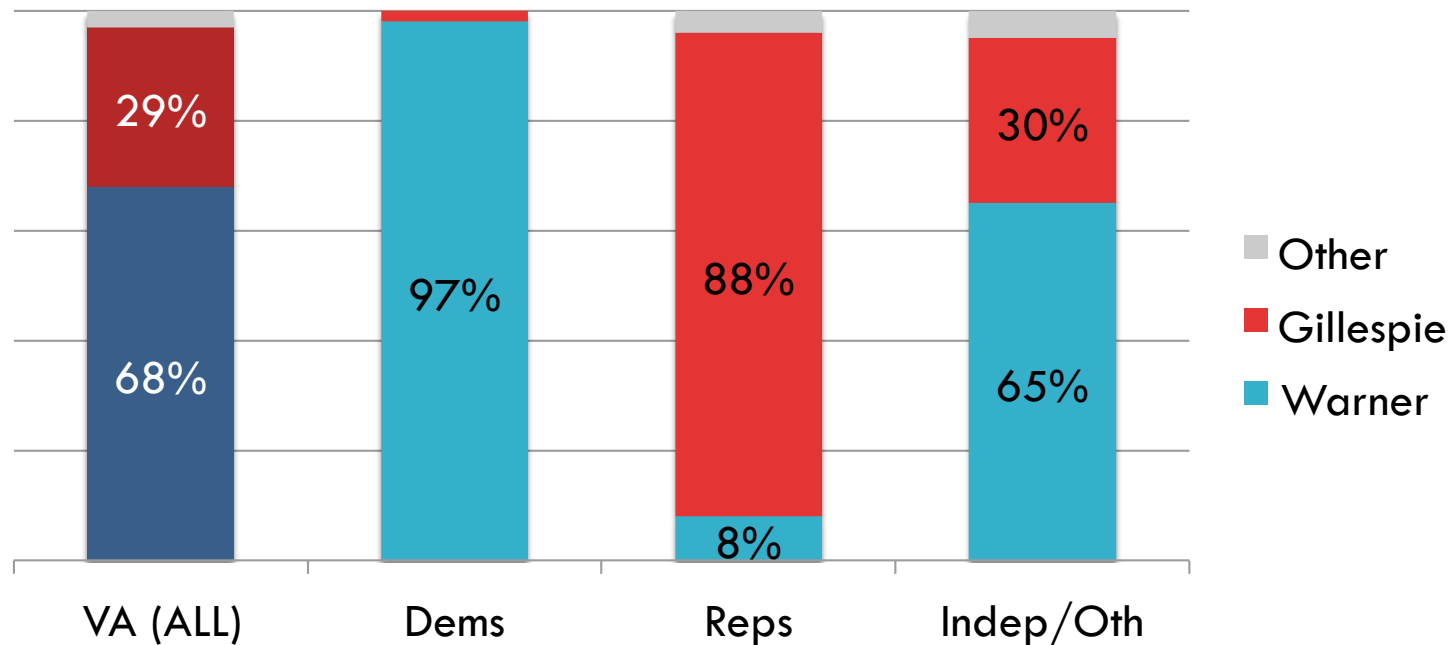
California Governor's Race



Texas Governor's Race



Virginia Senate Race

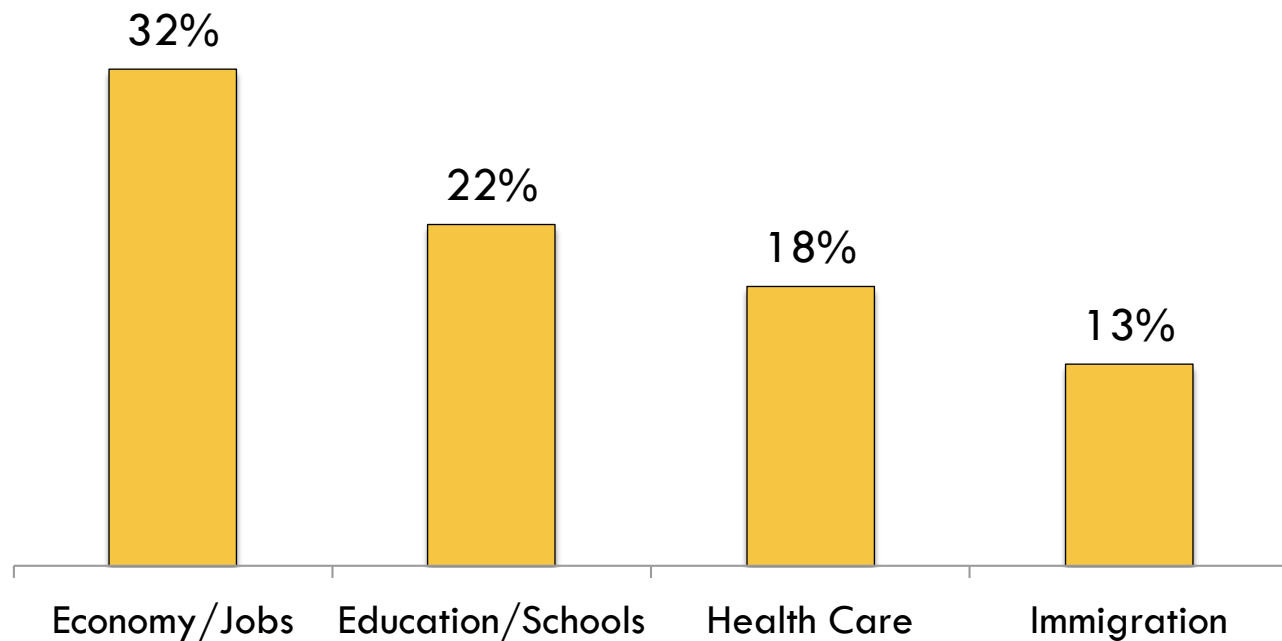


WHY ASIAN AMERICANS VOTED



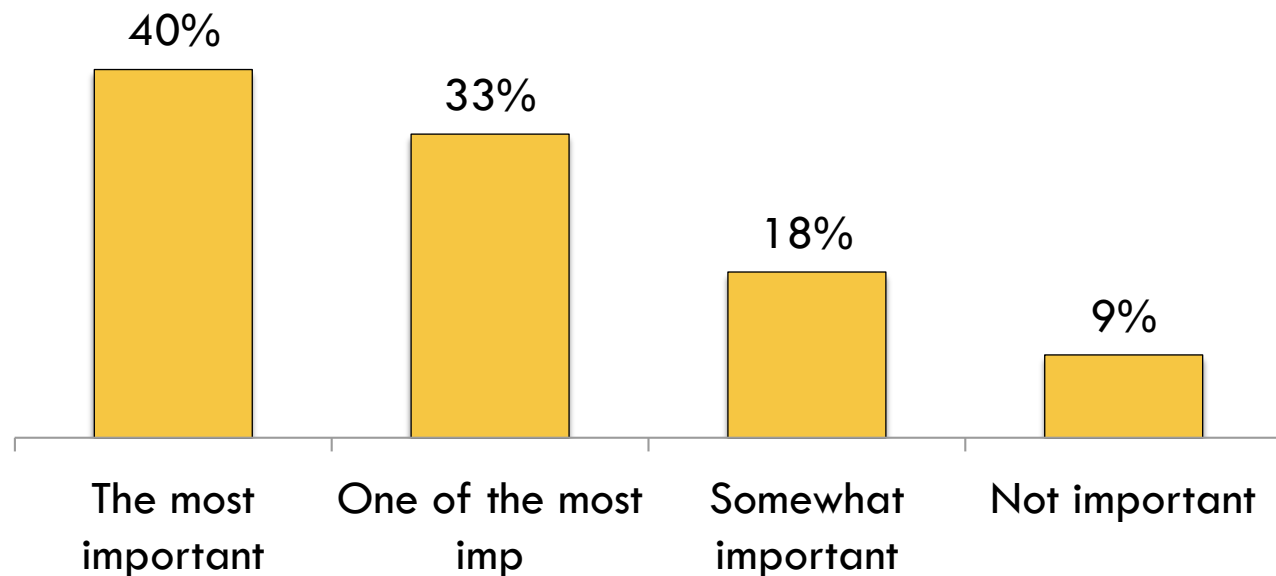
Most Important Issue National

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



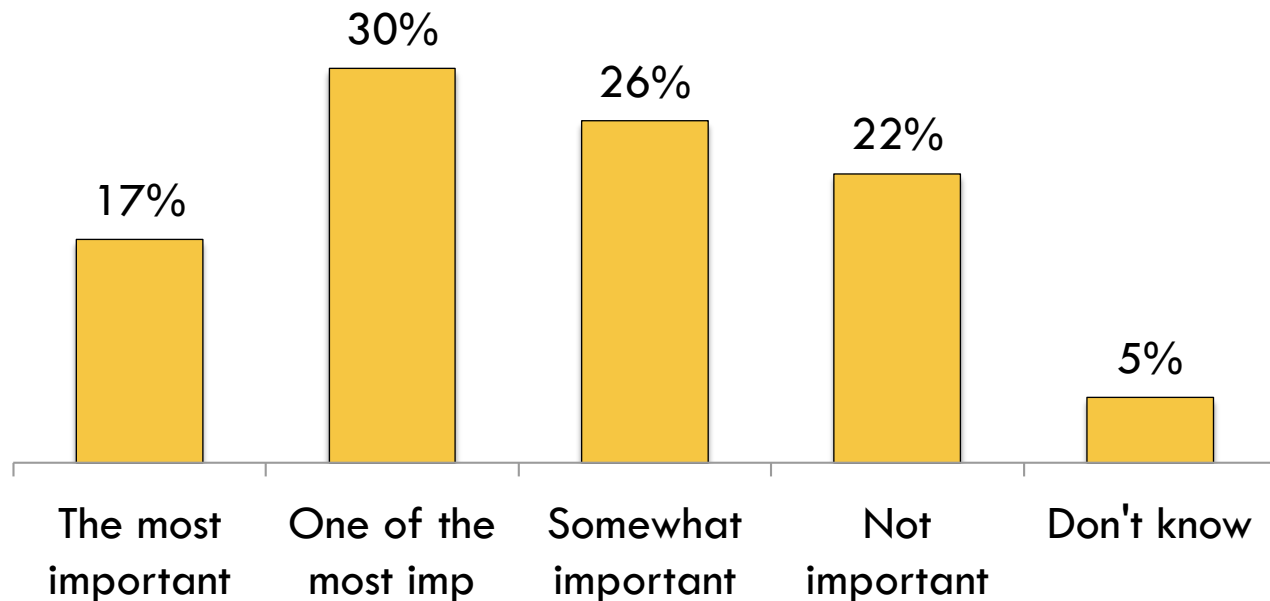
Health Care Salience

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?

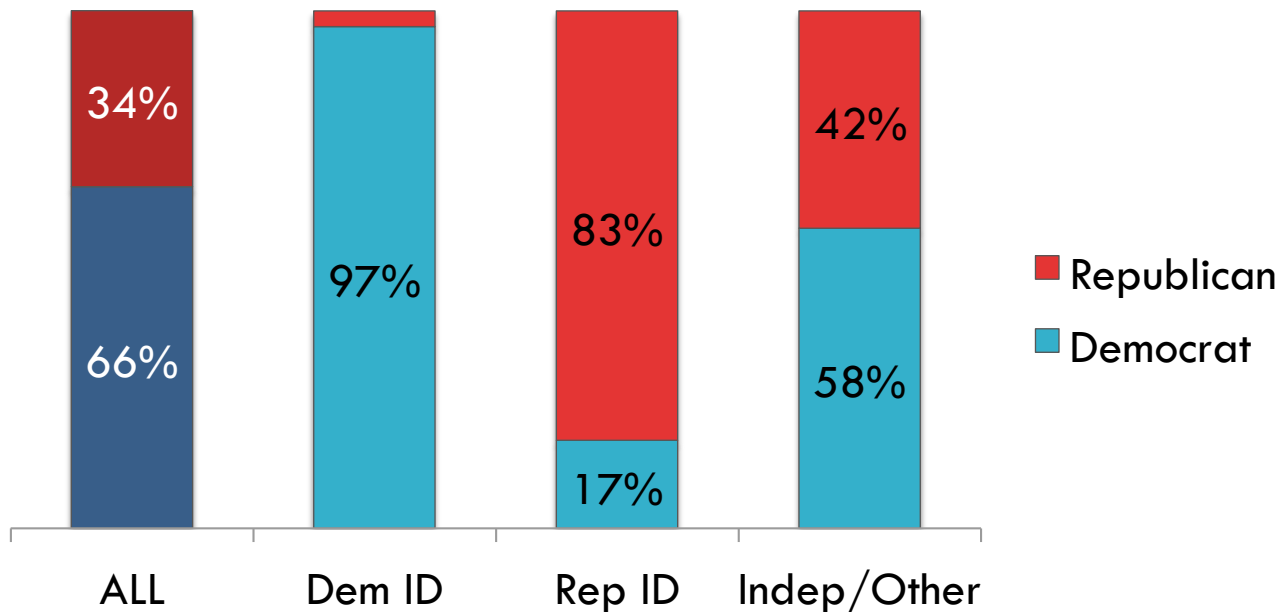


PARTISANSHIP: SOLID OR UP FOR GRABS?



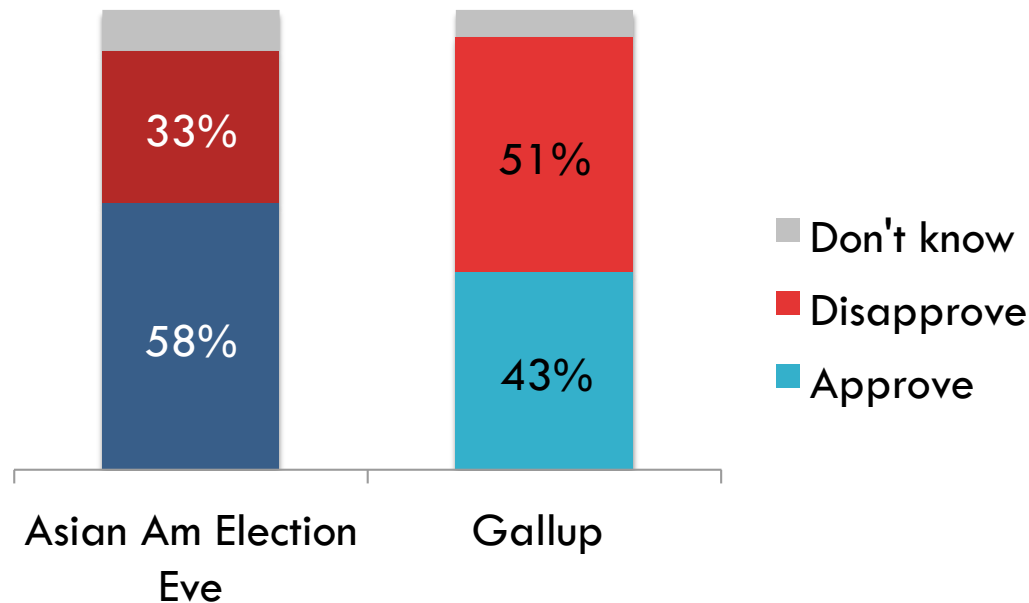
Dems Voted Party More than Reps

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



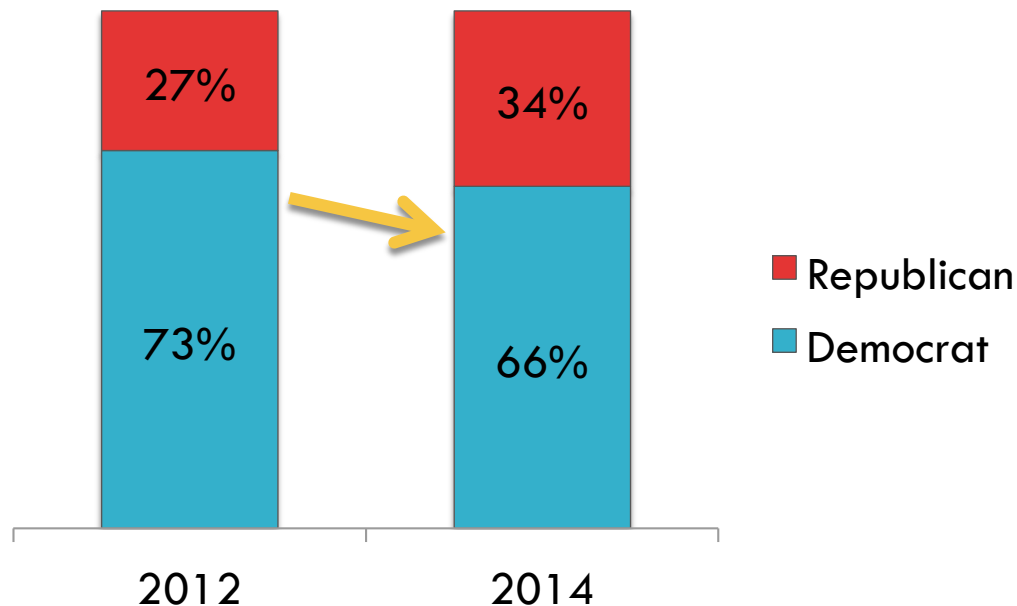
Obama Approval Still High

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



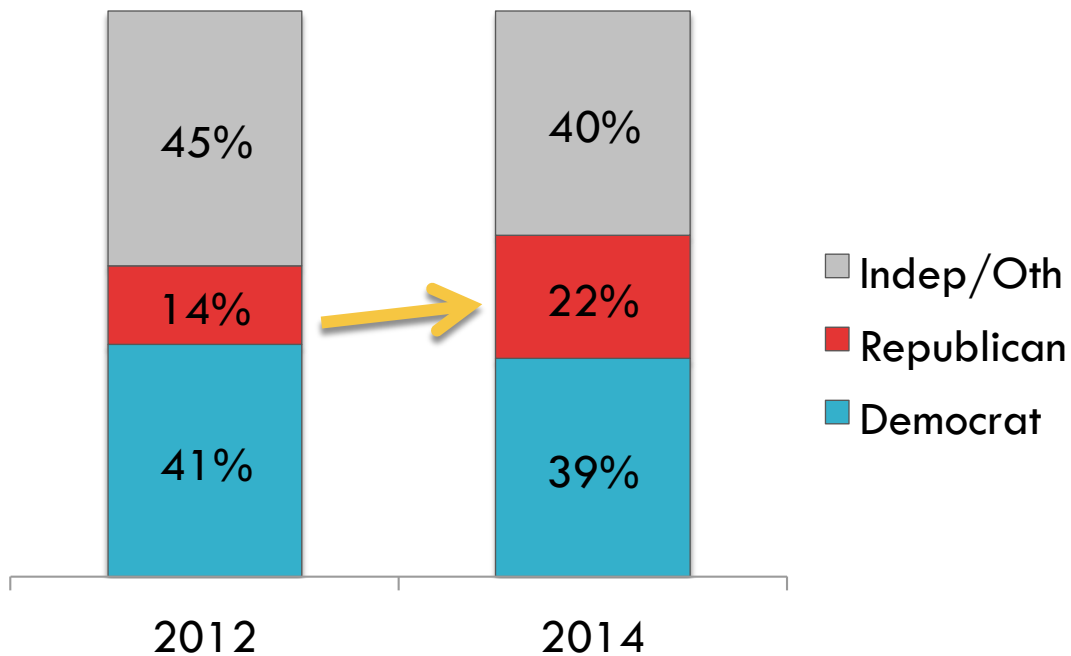
Decline or Riding the US Wave?

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

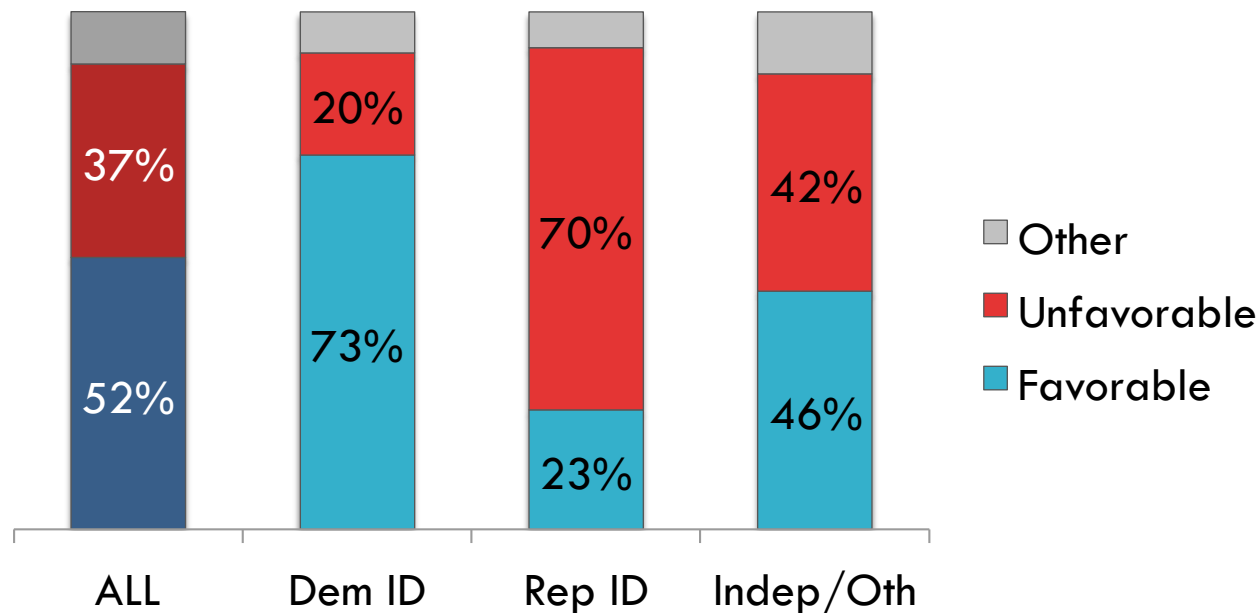


KEY ISSUES



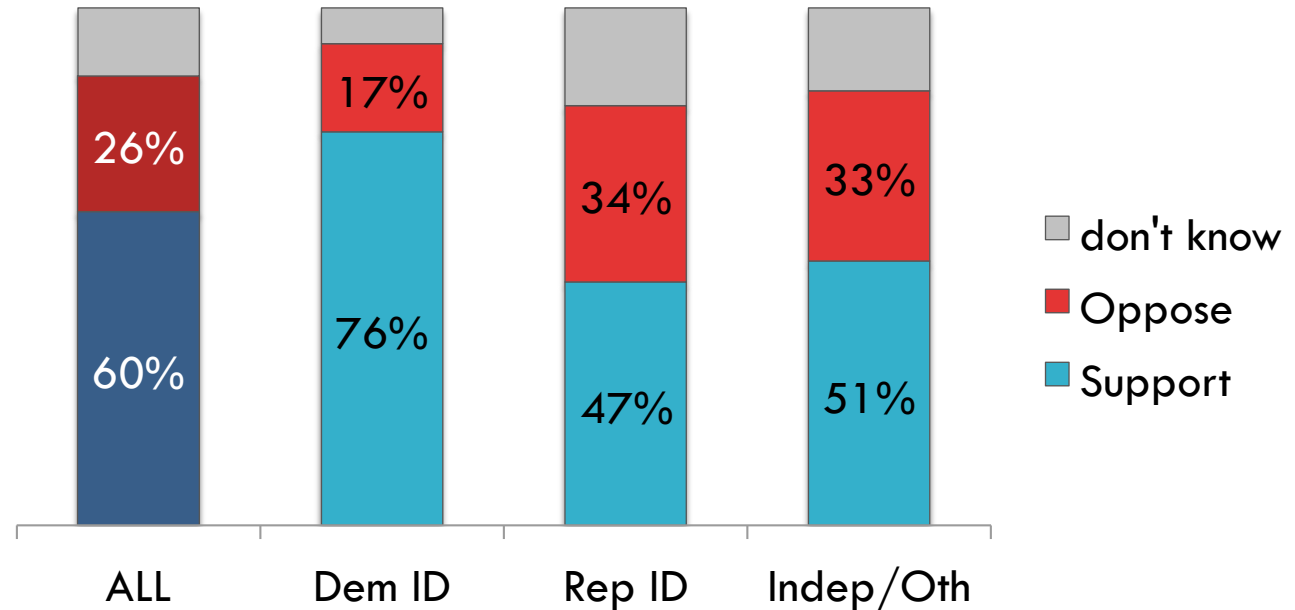
Partisan Split on Obamacare

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



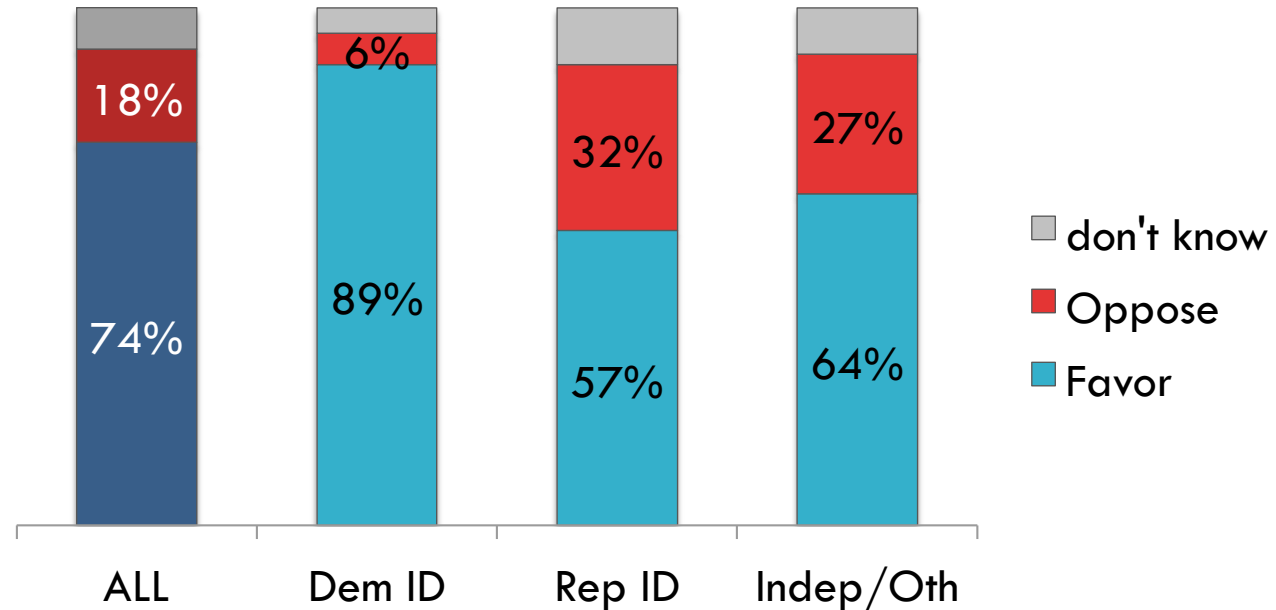
Broader Support for Immigration Reform

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



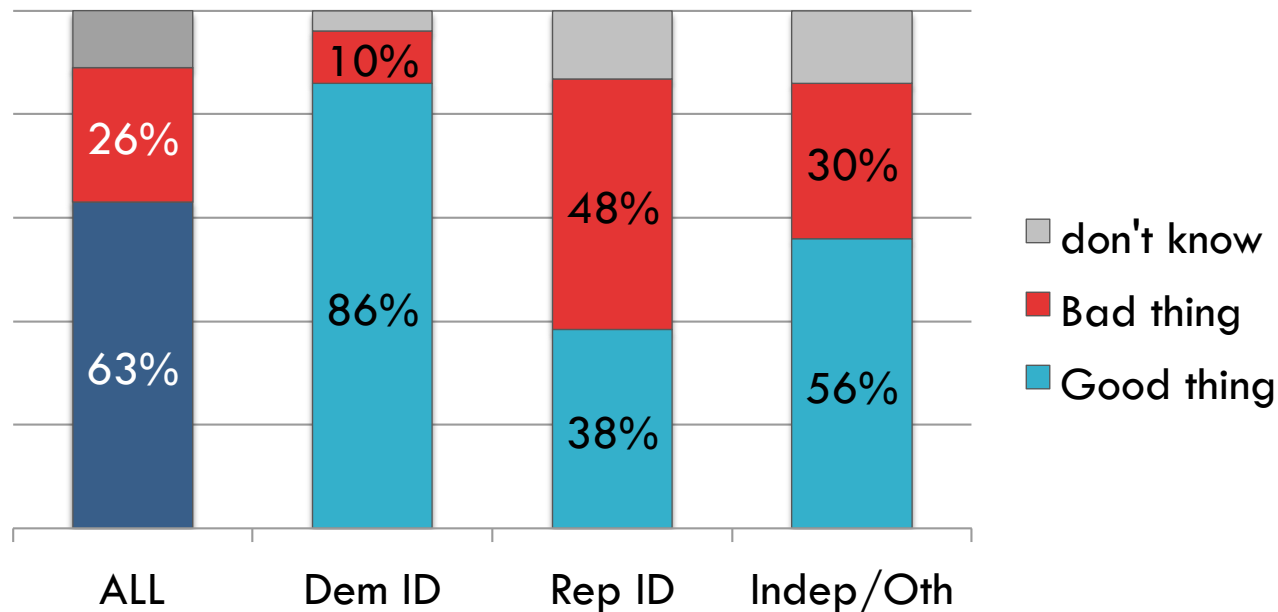
Broad Support for Minimum Wage Law

As you may know, the federal minimum wage is currently \$7.25 an hour. Do you favor or oppose raising the minimum wage to \$10.10?



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?

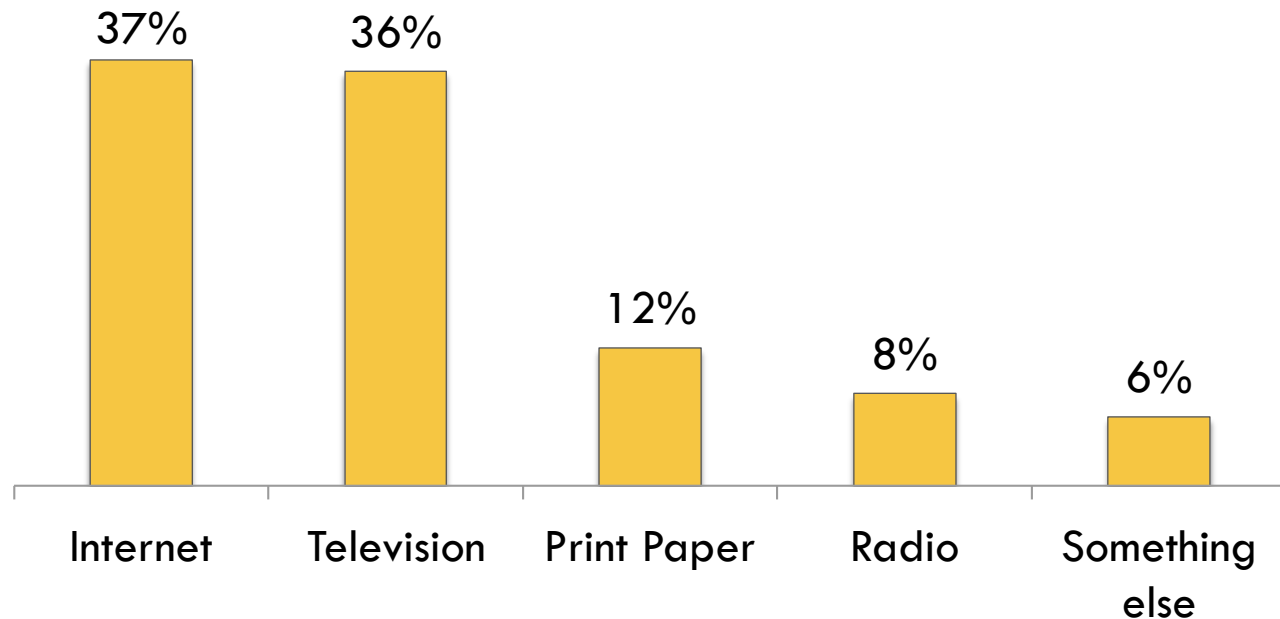


MEDIA AND MOBILIZATION



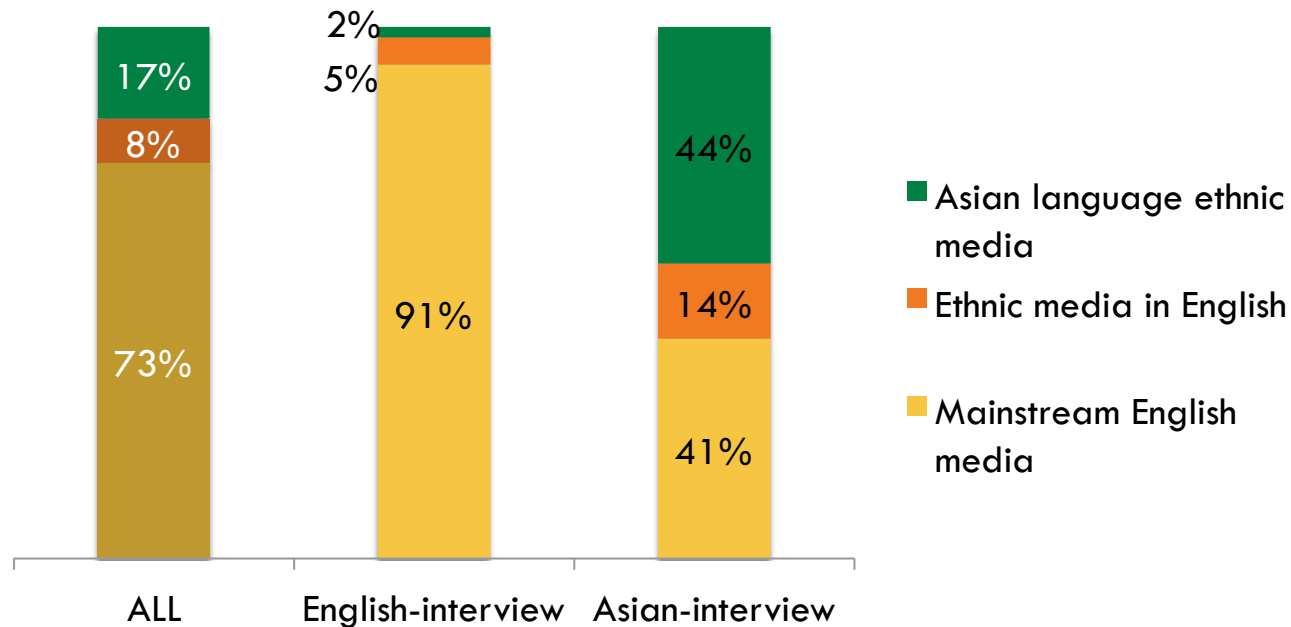
Internet and TV News Dominate

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



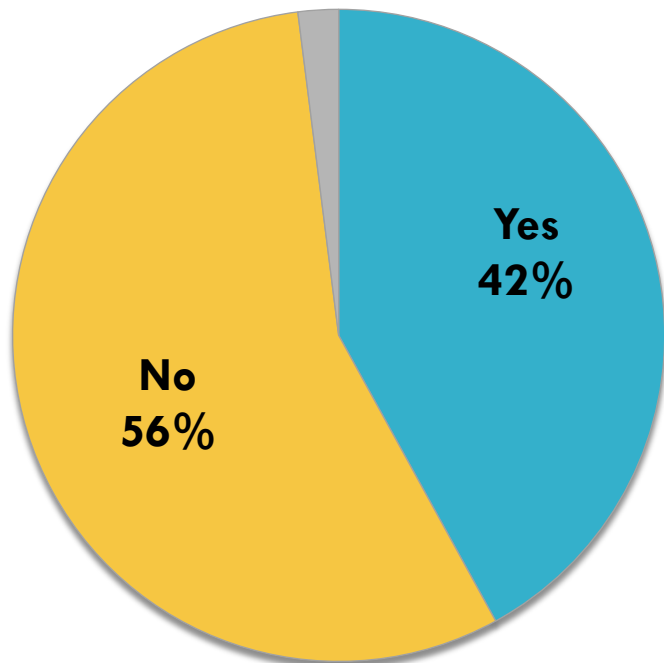
1 in 4 Rely on Ethnic Media

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

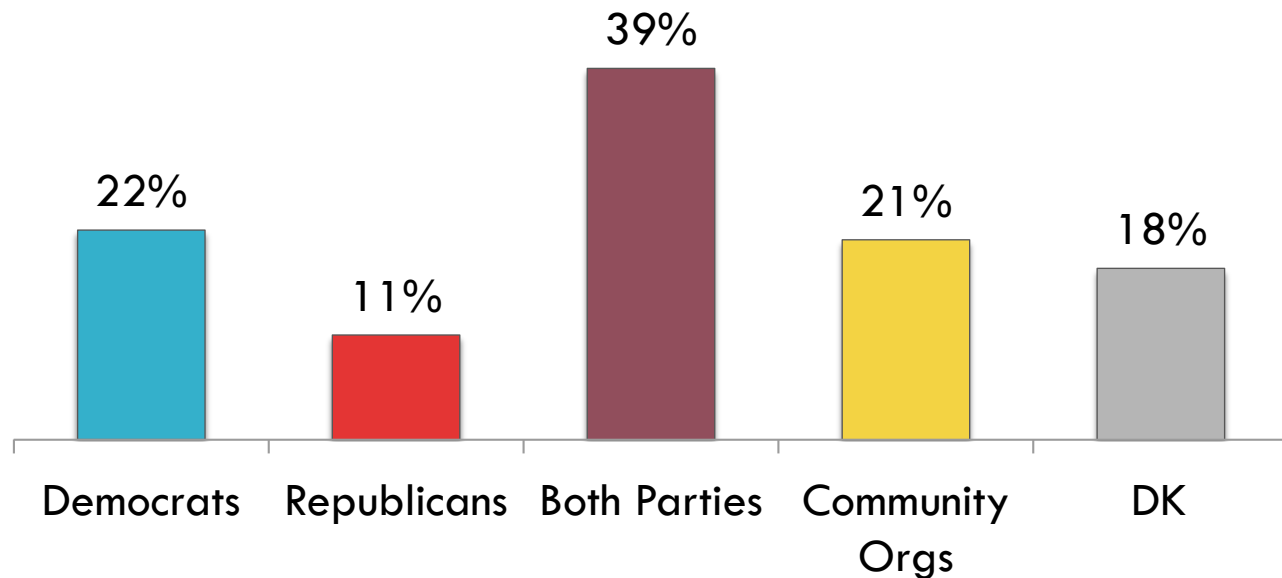
Were you
contacted
about voting
or registering
to vote?



Mobilized by Parties and Community

Were you
contacted by:

(Among those
contacted)



LOOKING FORWARD



2016 Vote Still in Play

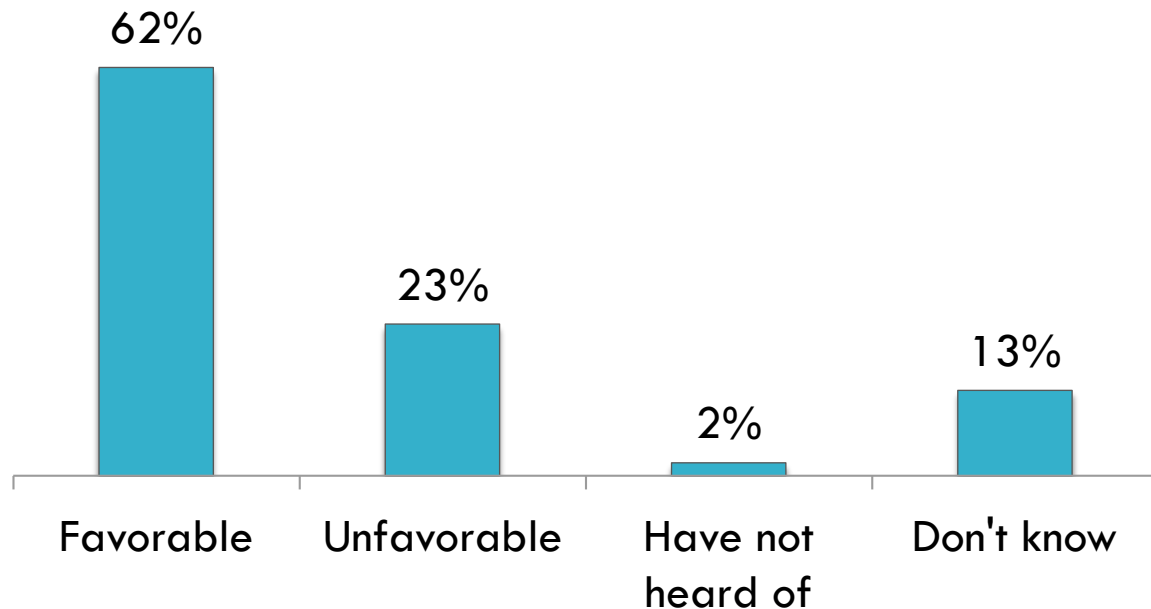
If the 2016 Presidential election were held today, would you vote for the Democratic candidate for President, or the Republican candidate for President?

- ❑ 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

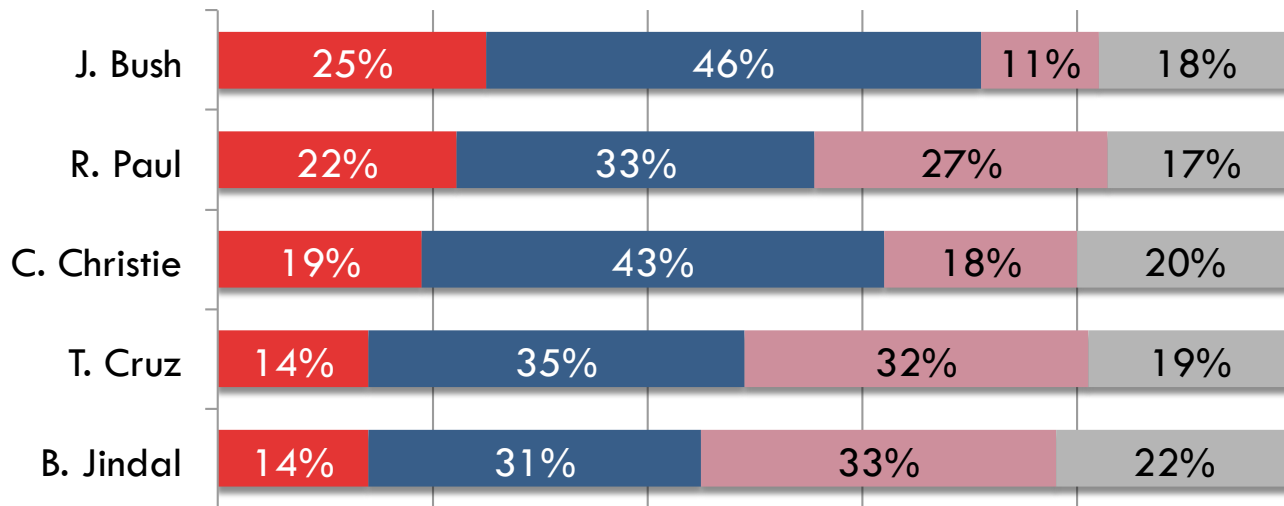
Kentucky Senator
Rand Paul

New Jersey
Governor Chris
Christie

Texas Senator Ted
Cruz

Louisiana
Governor Bobby
Jindal

■ Favorable ■ Unfavorable ■ Have not heard of ■ Don't know



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