



# AAPI Voter Research August 2021

© **HIT**strategies



# AAPI Research Methodology



Objectives	<ol style="list-style-type: none"> <li>1. Dig deep among AAPI registered voters in Orange County, CA regarding their interest and engagement towards upcoming 2022 midterm elections, as well as gauging the performance of President Biden administration and Congressional Democrats.</li> <li>2. Understand what are AAPI registered voters' most important issues and who they trust to as allies or opponents of their community.</li> <li>3. Test and quantify focus group findings regarding narrative and activation messages to make them more widely available across the electorate.</li> </ol>				
Sample	Registered Asian and Pacific Islander Voters	<p>These findings are from a proprietary survey conducted by HIT Strategies on behalf of Democracy Corps. This survey consisted of 400 registered Asian and Pacific Islander voters in Orange County, CA. This survey was conducted via Text-to-Web and live phone dialing (landline/cell). This survey fielded from August 16<sup>th</sup> – August 30<sup>st</sup> 2021, and the margin of error is +/- 4.9% with a confidence level of 95%. Margin of error is higher among subgroups.</p>	Universe Definition		
Size	N = 400		Total: 400 registered Asian American and Pacific Islander voters	Non-College Total: 109 registered Asian American and Pacific Islander voters who did not attend college	
Geography	Orange County, CA				

# AAPI Key Findings

## Dems are losing the advantage

# 1

AAPI voters in Orange County are pessimistic about the direction of the country and Democratic approval continues to decline as they see the issues that they care about the most not being addressed. The advantage that Dems enjoyed amongst AAPI voters in Orange County has dissipated.

## Top Issue Priorities

# 2

AAPI voters' current top 3 issues of economic recovery, COVID-19 delta variant spread, and crime/violence. The same issues AAPI voters in Orange County feel Dems are not making enough progress on.

## Impact on AAPI voters' lives

# 3

Less than half of AAPI voters in Orange County (48%) said their lives have improved since Biden became president, with older AAPI voters and AAPI women more likely to say their lives have actually gotten worse.

## DEMs vs REPs

# 4

AAPI voters trust Democrats to handle COVID-19, healthcare and racial issues better than Republicans. Dems smallest advantage over Republicans is on economic issues where some groups of AAPI voters actually think Republicans would be better.

## Dems Policies Are Popular

# 5

Democratic policies most popular among AAPI voters are Medicare expansion, minimum corporate tax and infrastructure jobs. These policies create a real opportunity for Dems to improve their performance over Republicans with AAPI voters.

## Messaging Improvement

# 6

AAPI voters rated Trump-GOP messaging higher than all of the Dem messages tested. Dems must improve the economic advantage over GOP but must also respond to the nativism whistles that remains effective with some AAPI voters.

# Executive Summary

**Biden and Democrats have an opportunity to solidify their support and make inroads with AAPI registered voters in Orange County, with significant outreach to turn the tide on current dissatisfaction.**

- *Total Dissatisfied* with the direction of the country: 56% total AAPI voters | 46% AAPI non-college voters
- *Total Approve* of Job Biden's job performance: 54% total AAPI voters | 55% AAPI non-college voters
- Life under Biden *total Better*: 48% total AAPI voters | 47% AAPI non-college voters

**To motivate and persuade both total AAPI and AAPI non-college voters in Orange County, Biden and Democrats must continue addressing COVID-19 pandemic, and building back the economy, which are the most pressing issues for these voters.**

- Economy: 21% total AAPI voters | 18% AAPI non-college voters
- COVID-19 delta variant spread: 17% total AAPI voters | 17% AAPI non-college voters
- 13% Crime & Violence for total AAPI voters | 18% Affordable Housing for AAPI non-college voters

**Biden and Democrats currently have support of AAPI voters to do a *Much Better* job at handling COVID-19 vaccine distribution (56%), COVID-19 recovery (45%) and addressing climate change (42%), which align with issues where not enough progress being made.**

- Climate Change/Wildfires/Drought: 33% total AAPI voters | 28% AAPI non-college voters
- Economic Recovery/Inflation: 32% total AAPI voters | 31% AAPI non-college voters
- Access to affordable healthcare: 22% total AAPI voters | 25% AAPI non-college voters

**The economic centered outreach to AAPI voters in Orange County however must address specific AAPI community needs to keep these voters engaged and combat the narrative that Biden and Democrats are not prioritizing the needs of the AAPI community.**

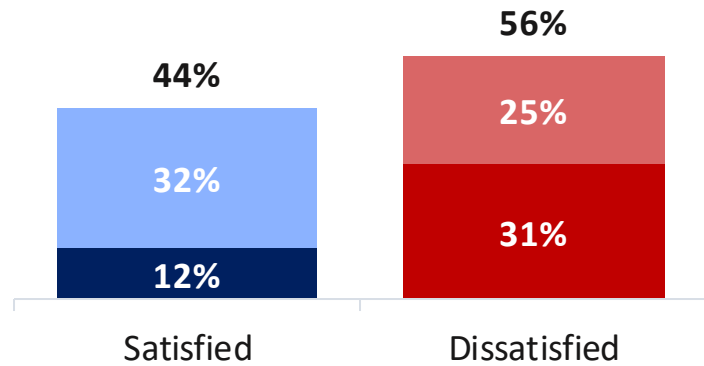
- Needs of LGBTQ community are being prioritized over the needs of the AAPI community: 43% total AAPI voters | 38% AAPI non-college voters
- Needs of Black community are being prioritized over the needs of the AAPI community: 40% total AAPI voters | 30% AAPI non-college voters

- 
- 1** Political Climate
  - 2** Issue Priorities
  - 3** Political Engagement
  - 4** Messages

# AAPI voters in Orange County are dissatisfied on the direction of the country, some groups very dissatisfied



Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the direction in which the country is headed?



**56%**  
Of total dissatisfied AAPI registered voters in Orange County in the direction of the country.

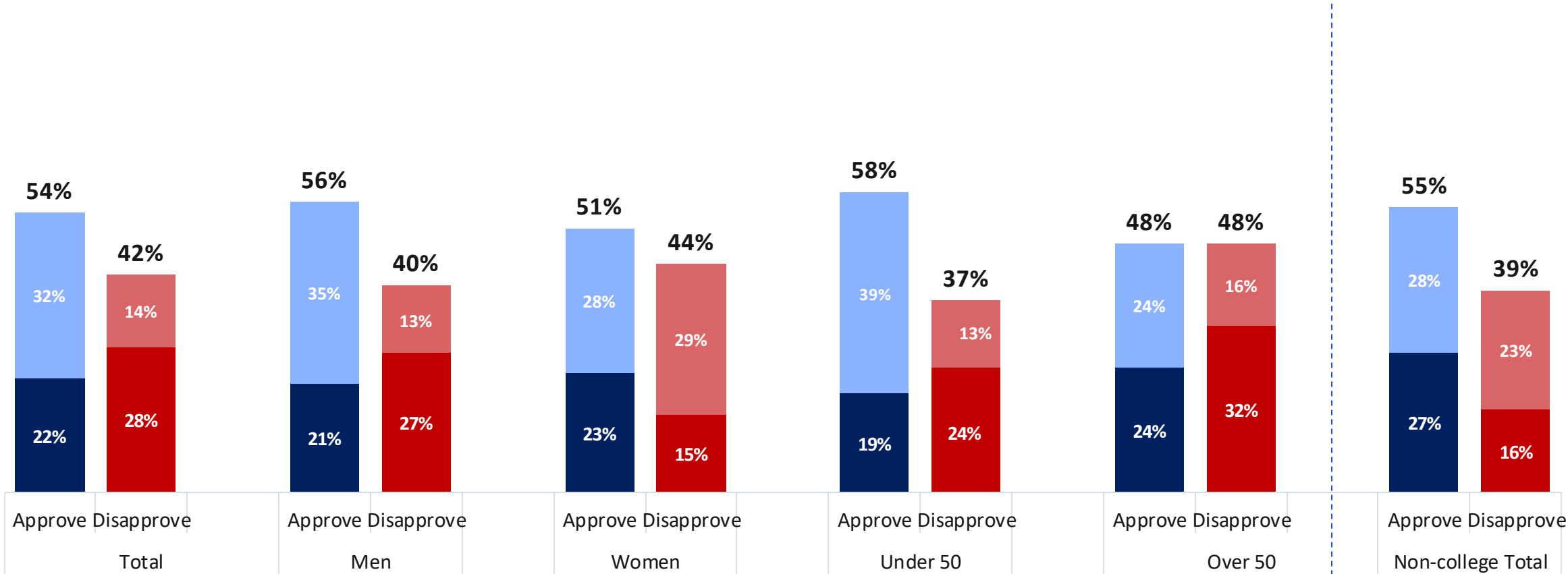
Demographics – Overly Dissatisfied
64% of AAPI Independents
69% of AAPI Voters Who Are Undecided in the 2022 Electoral Horserace
61% of College grads
66% of Gen X (40 – 55)
62% of AAPI Suburbanites

	Total	Men	Women	Under 50	Over 50	Non-college Total
Total Satisfied	44%	46%	42%	41%	47%	54%
Total Dissatisfied	56%	54%	58%	59%	53%	46%

# Biden's dropping job approval demonstrates the pessimism amongst AAPI voters in Orange County



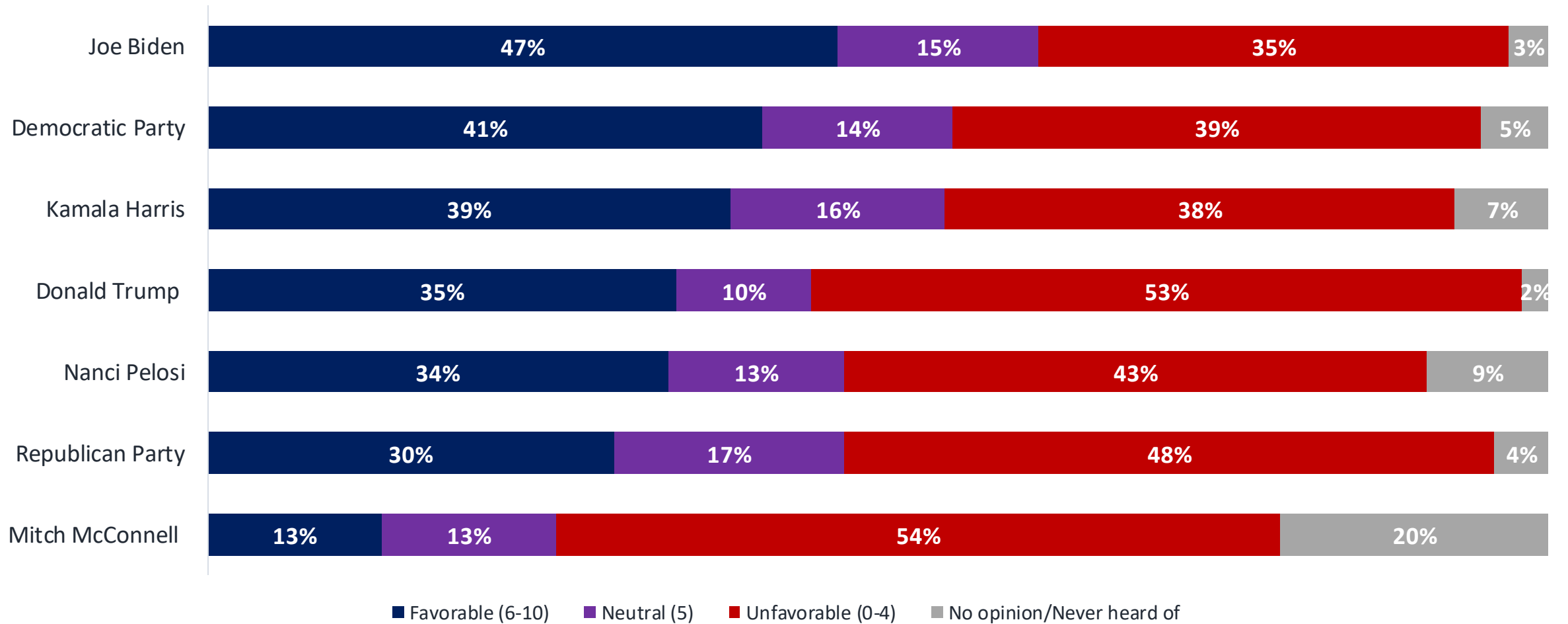
Do you APPROVE or DISAPPROVE of the way Joe Biden is handling his job as President of the United States?



# While AAPI voters in Orange County are not hot on Dems, it is not because they prefer GOPs



Now, we would like you to rate your feelings toward some people, organizations, and issues using a scale from zero to ten, where “10” means that you feel VERY WARM and FAVORABLE towards them, a “0” means that you feel VERY COLD and UNFAVORABLE, and a “5” means that you do not feel particularly warm or cold.



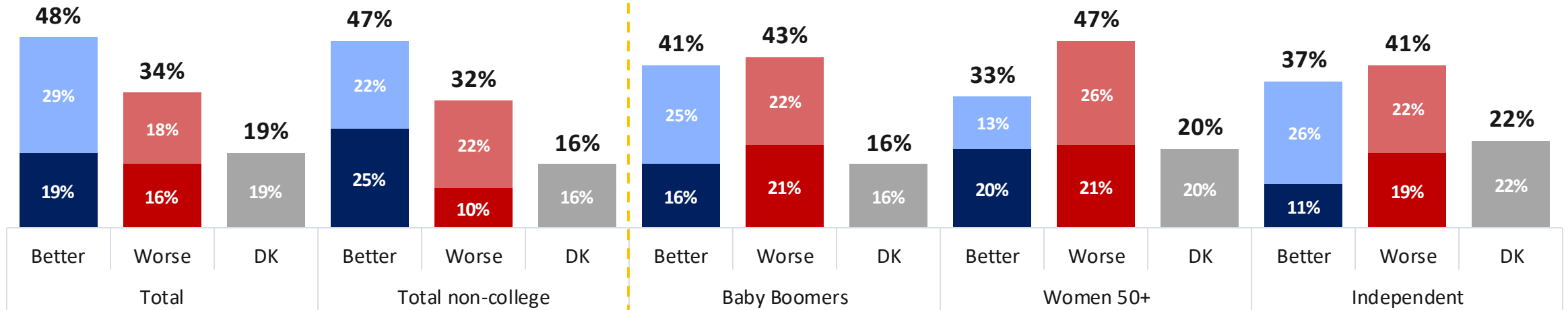


# AAPI voters in Orange County have mixed feelings about the impact Biden has had on their lives



Has your life gotten better or worse since Joe Biden became President?

AAPI voters who underwhelmingly report their life improvement under Biden



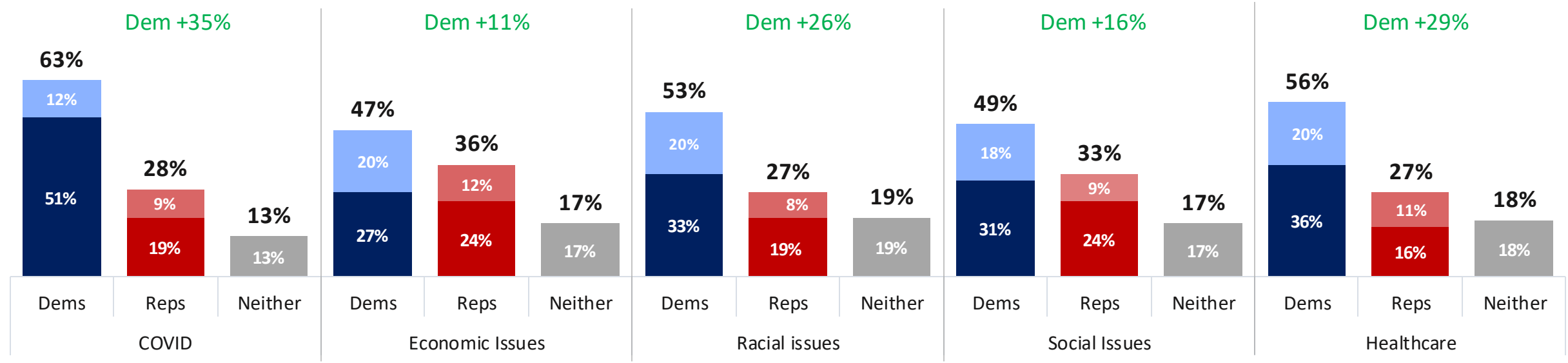
	Total	Men	Women	Under 50	Over 50	Non-college Total
Total Better	47%	46%	48%	52%	42%	47%
Total Worse	34%	34%	34%	28%	40%	34%
DK/REF	19%	19%	18%	20%	18%	19%

- 
- 1** Political Climate
  - 2** **Issue Priorities**
  - 3** Political Engagement
  - 4** Messages

# Dems advantage with AAPI voters in Orange County is larger on social issues than economic issues



For each, please say whether you think joe Biden and the Democrats or Donald Trump and the Republicans would do a better job with it.

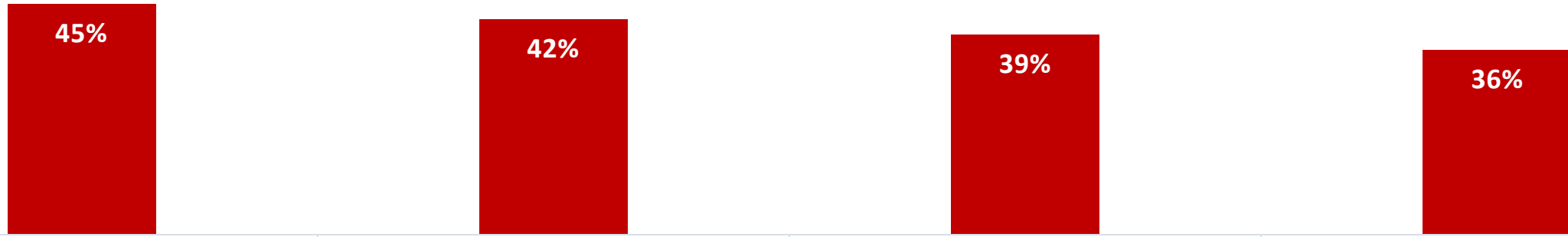


TOTAL DEMS BETTER	Total	Men	Women	Under 50	Over 50	Non-college Total
Working families	53%	53%	53%	57%	48%	33%
The middle class	47%	49%	45%	49%	45%	30%
Economic inequalities	51%	53%	49%	58%	44%	32%
The economy	41%	43%	38%	45%	36%	27%
Helping small businesses	41%	38%	44%	44%	38%	22%

# Republicans are seen as better on economic issues with some important AAPI groups in Orange County



For each, please say whether you think Joe Biden and the Democrats or Donald Trump and the Republicans would do a better job with it.



■ Republicans Better

Demographics
58% of AAPI Women 50+
53% of Gen X
50% Independents

Demographics
50% of AAPI 50+
49% Gen X
48% of AAPI Men 18-49

Demographics
49% of Gen X
47% of AAPI Men 50+
45% Independent

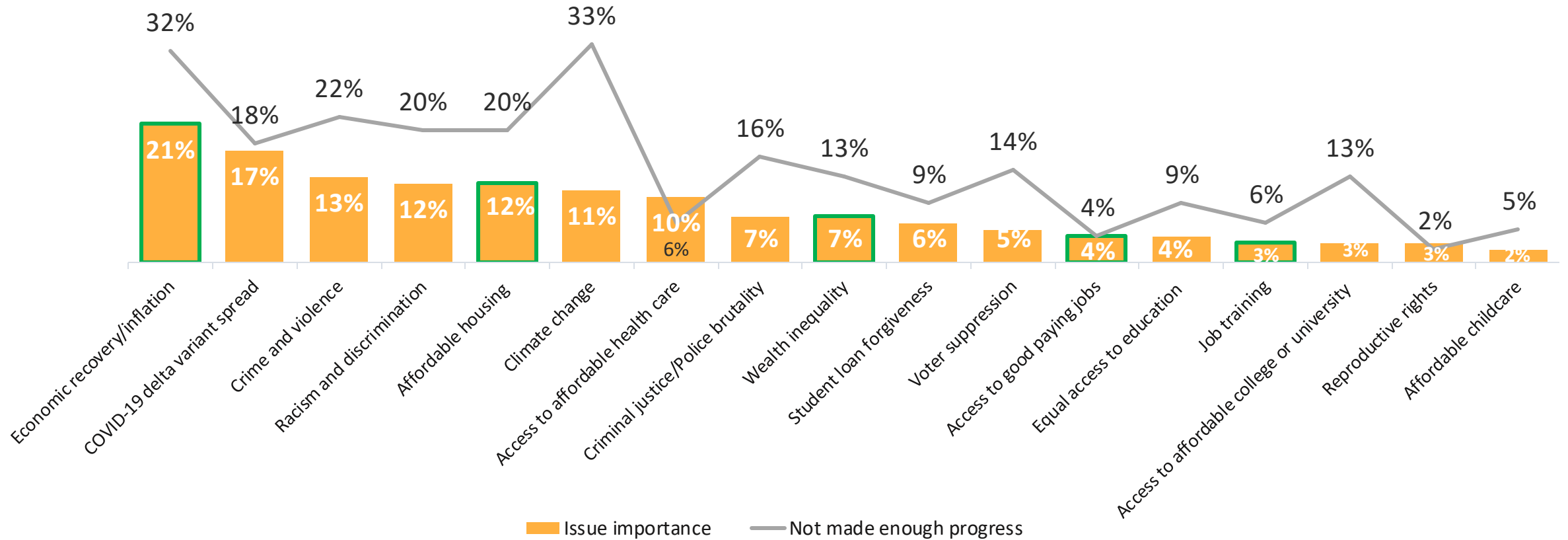
Demographics
45% of AAPI Women 50+
40% of Gen X
41% of AAPI Men Non-College

# AAPI voters in Orange County do not think enough progress has been made on their top issues



What are the three most important issues facing your community today?

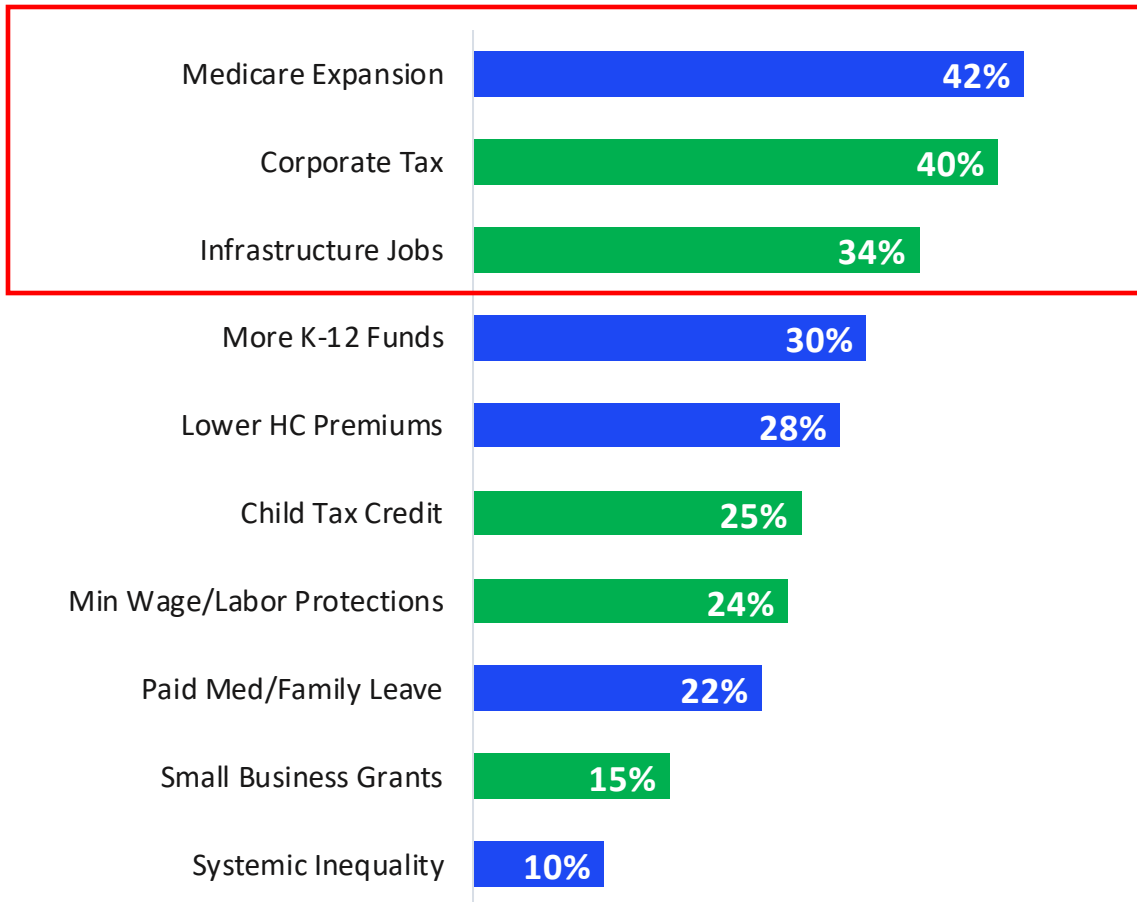
Which of following issues have lawmakers not made enough progress?



# Democratic policies that are most popular amongst AAPI voters in Orange County are economic

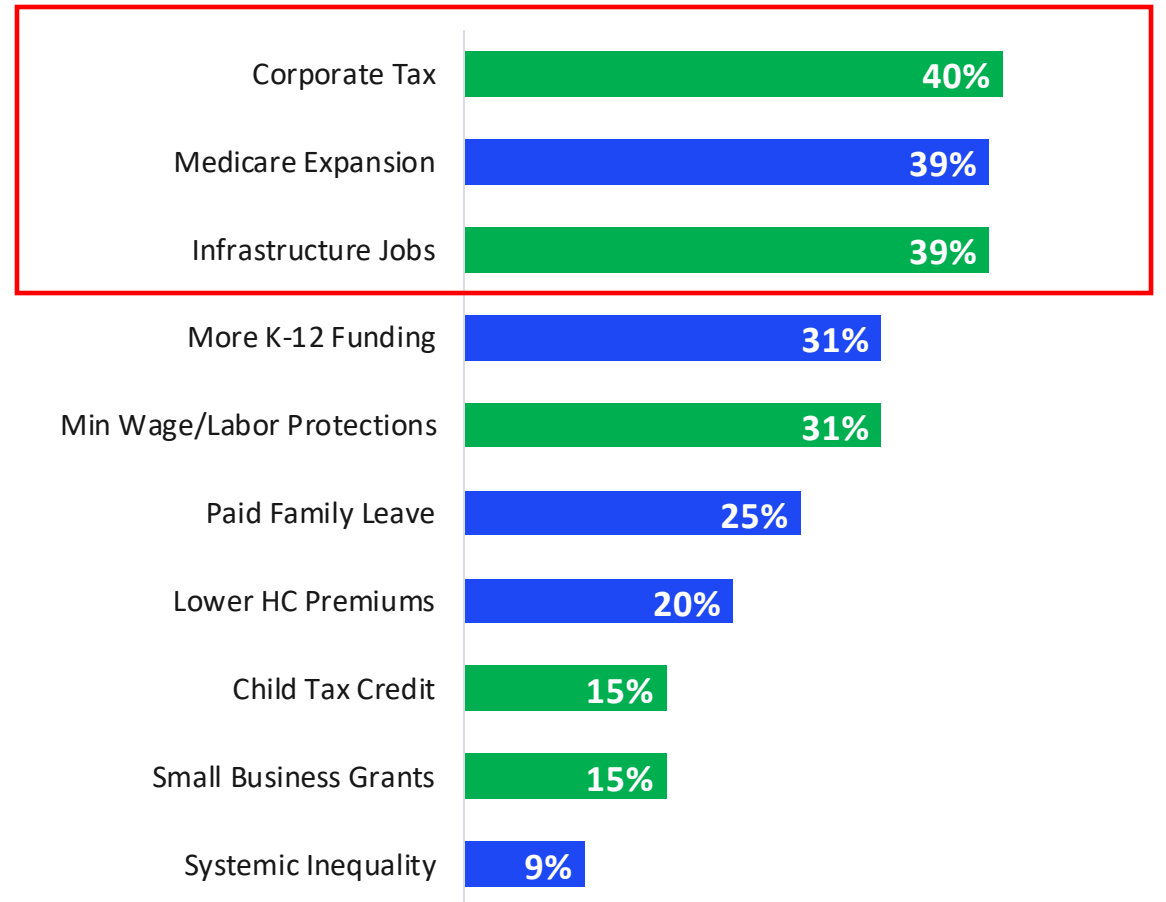
Here is a list of policies President Biden and Democrats in Congress are doing. Which three are the most important to you?

### Total AAPI voters



Here is a list of policies President Biden and Democrats in Congress are doing. Which three are the most important to you?

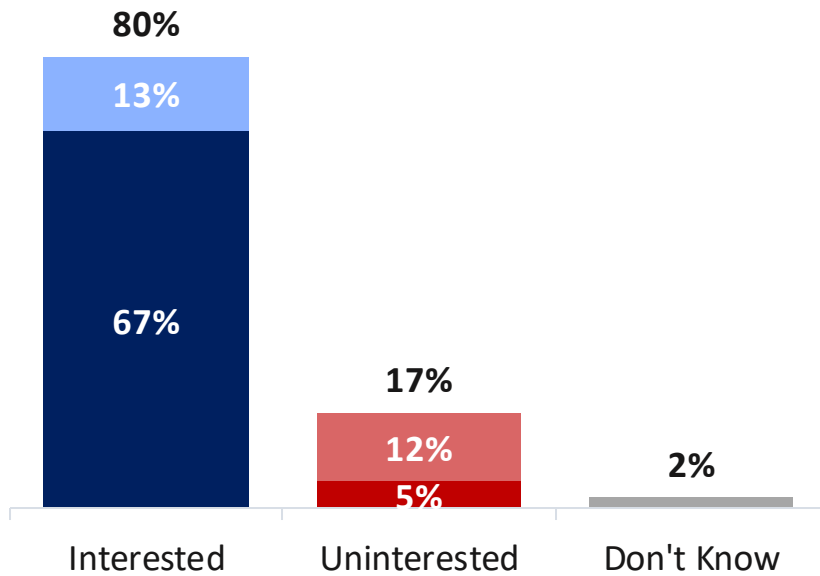
### Total Non-College AAPI voters



- 
- 1** Political Climate
  - 2** Issue Priorities
  - 3** Political Engagement
  - 4** Messages

# 2022 midterm election interest among AAPI voters in Orange County is steady

How interested are you in the November 2022 election?



**17%**  
Of total uninterested AAPI registered voters in the November 2022 election.

### Demographics

30% of AAPI Gen Z and 16% of Millennials

26% of AAPI Women Under 50

20% of AAPI Women

18% of AAPI Independents

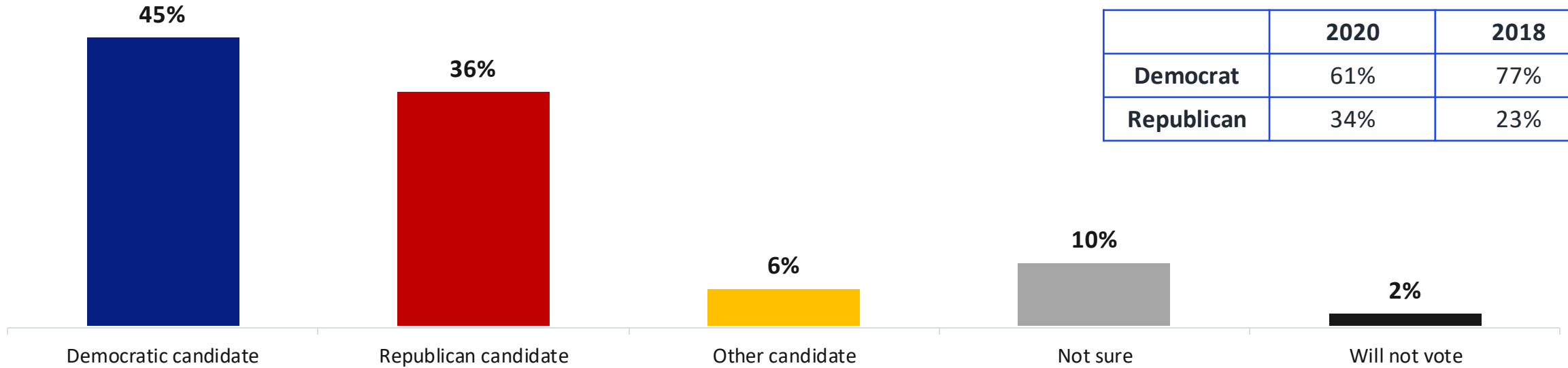
	Total	Men	Women	Under 50	Over 50	Non-college Total
Total Interested	80%	84%	77%	79%	82%	80%
Total Uninterested	17%	14%	20%	20%	14%	17%



# Dems nearly breaking even with GOP, complete erosion of the 20+ advantage in 2020 and 2018 among AAPI voters in Orange County



Thinking about the election for Congress in your district in November 2022, will you vote for the Democratic candidate or the Republican candidate?



	Total	Men	Women	Under 50	Over 50	Non-college Total
Democratic candidate	45%	39%	51%	57%	32%	45%
Republican candidate	36%	38%	36%	26%	47%	36%
Other candidate	6%	6%	5%	9%	3%	6%
Not sure	10%	15%	6%	5%	15%	10%
Will not vote	2%	3%	2%	2%	2%	2%

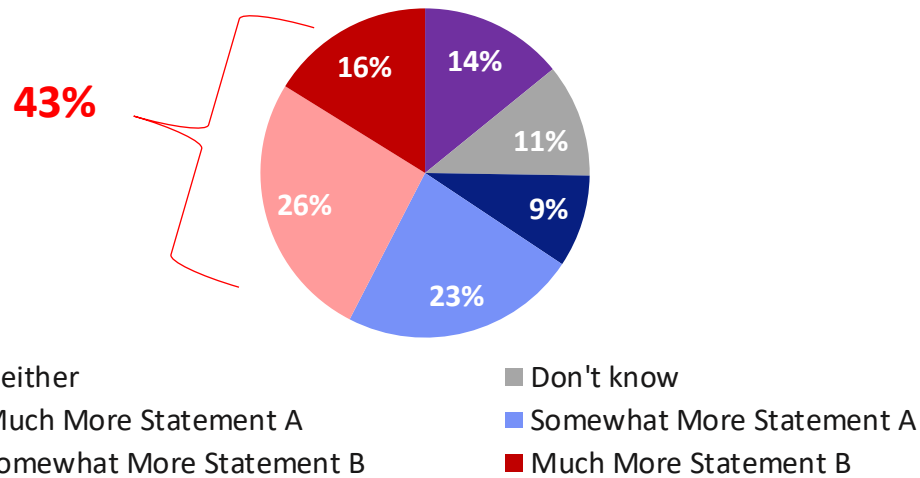
# AAPI respondents in Orange County believe the needs of the LGBTQ and Black communities are being prioritized over their own



Which of the following statements come closer to your point of view, even if neither is exactly right?

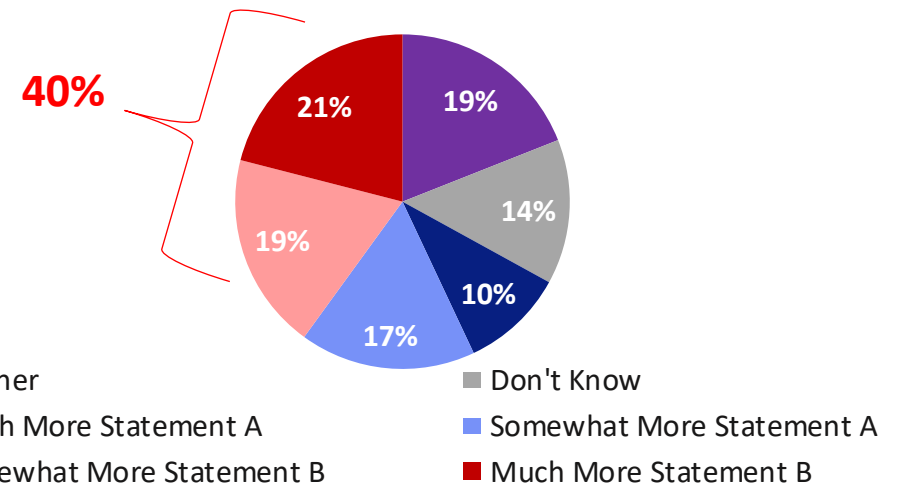
**Statement A:** Joe Biden and Democrats are making good progress on the needs and priorities of the AAPI community.

**Statement B:** Joe Biden and Democrats are putting the needs of other communities like the **LGBTQ** community over the needs of the AAPI community.

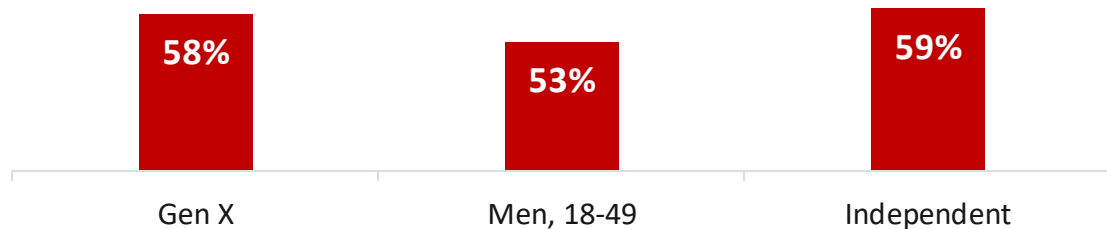


**Statement A:** Joe Biden and Democrats are making good progress on the needs and priorities of the AAPI community.

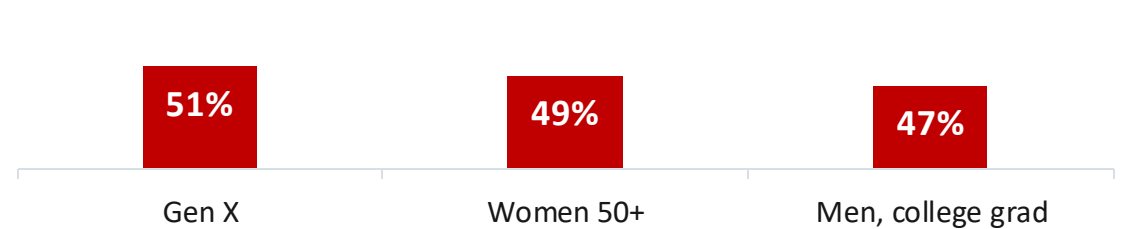
**Statement B:** Joe Biden and Democrats are putting the needs of other communities like the **Black** community over the needs of the AAPI community.



Over-report Biden and Dems putting needs of LGBTQ community over AAPI community



Over-report Biden and Dems putting needs of Black community over AAPI community



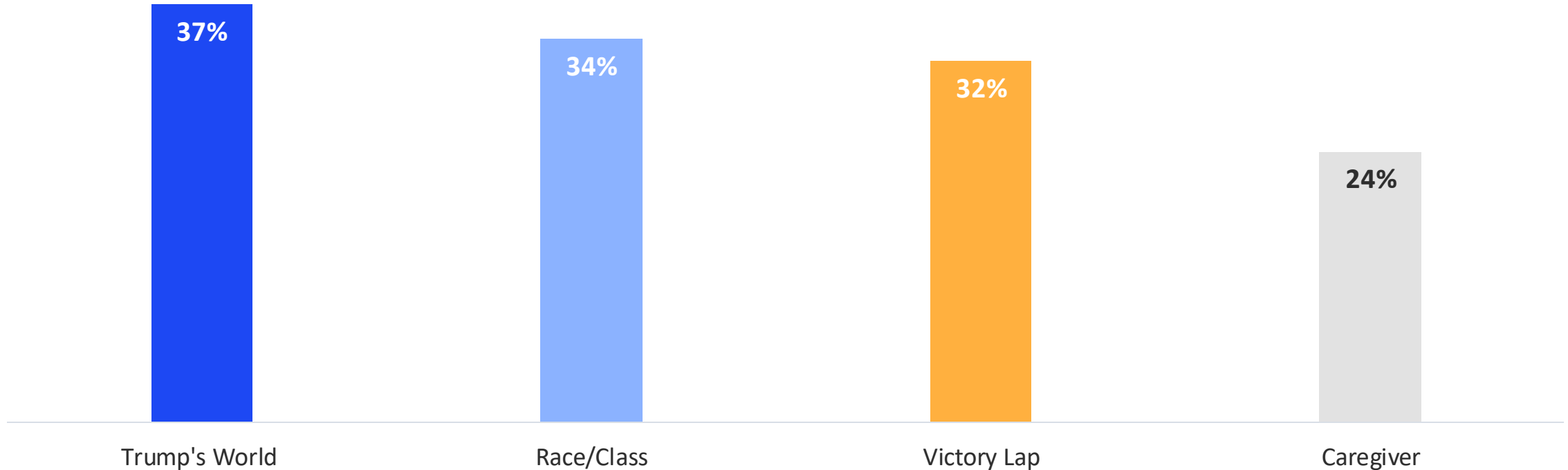
- 
- 1** Political Climate
  - 2** Issue Priorities
  - 3** Political Engagement
  - 4** Messages

# Trump-GOP messages rated higher than all of the Dem messages



You will now read some messages that others have said might convince them to vote in the November 2022 election for U.S. Congress, state and local offices. Rate each one on a scale of 0 - 10, where 10 means it is an extremely convincing message for you to vote, a 5 means it's a somewhat convincing reason, and a 0 means it is not at all a convincing reason for you to vote.

Mean	5.3	5.8	5.4	5.0
------	-----	-----	-----	-----



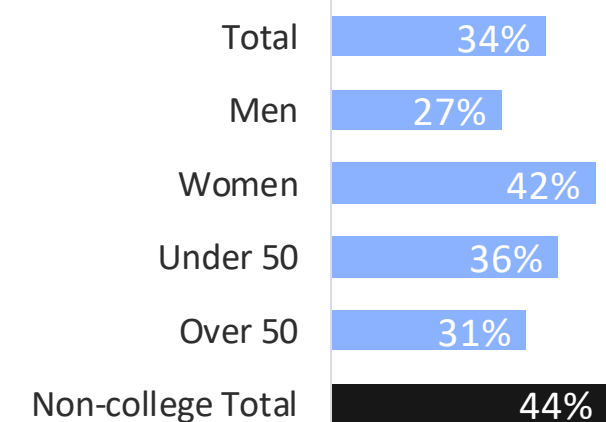
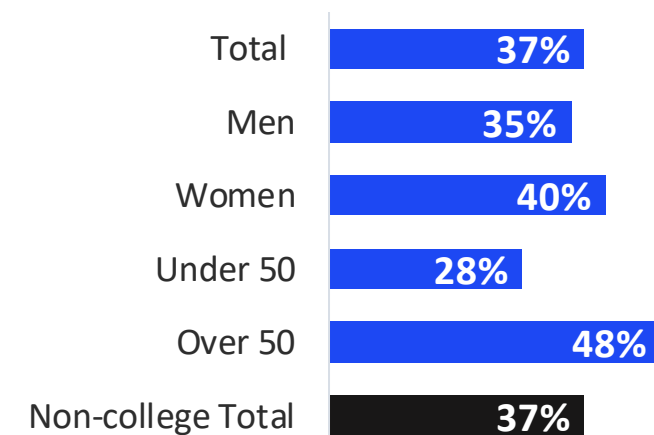
% Rated Extremely Convincing (8-10)

# Message Test

**[TRUMP'S WORLD]** America has never been more at risk for those who made America Great. Crime in our country is escalating at a pace we've never seen before. People are pouring through our borders totally unchecked. We must act to save America and define the future of our beloved country. Save America is about ensuring that we always keep America First, in our foreign and domestic policy. Republicans take pride in our country, we teach the truth about our history, believe in law and order and that the men and women of law enforcement are heroes who deserve our absolute support, and of course, we respect our great American flag.

**[RACE/CLASS]** No matter our race or where we come from, what we need at this moment is a government that works for us instead of large corporations, or the wealthy one percent. We need to continue building on the progress that has been made since 2020 to provide over a million hard-working middle-class families with \$200 per month subsidies to access affordable health care, \$1,400 per person economic assistance to 66 million families with children and \$20 billion to local state governments to help low-income households pay their rent and utility bills. We must ensure equal access to opportunity for working families.

## % Rated Extremely Convincing (8-10)

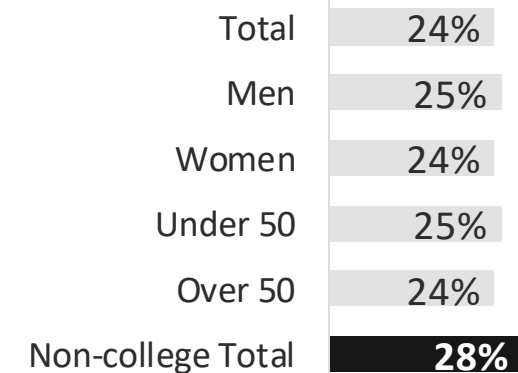
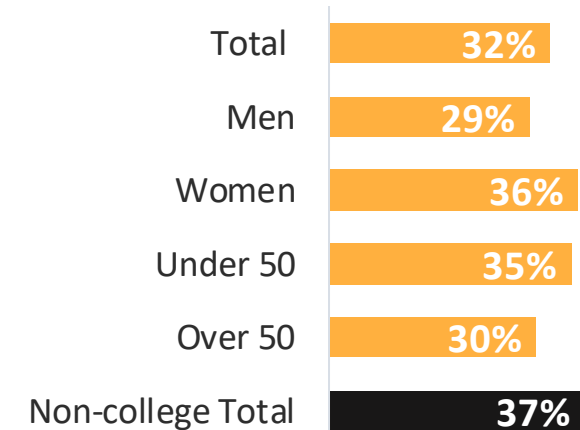


# Message Test

**[VICTORY LAP]** Because of historic turnout from people like you Democrats were able to win the White House, Senate and Congress to reverse the dangerous policies of the Trump administration. Since then, Democrats have been able to pass the American Rescue plan providing \$1 trillion to families making less than \$90,000 per year, increase vaccine distribution to 57% of the population including 84% of the most vulnerable seniors, and \$3,000 child tax credit to families earning up to \$150,000 a year. Now that we are turning the corner on one of the darkest chapters in history, we must reelect Democrats to get to work on rebuilding infrastructure, increasing the minimum wage, and making sure billionaires pay their fair share. That is the only way we can continue building back better.

**[CAREGIVER]** As America continues to diversify Democrats understand what makes us unique individually are also making us strong collectively. That is why Democrats are investing in communities that have been historically marginalized such as a moratorium on eviction to protect millions of at-risk families, \$3,000 child tax credits to every family making less than \$150,000 and raising the minimum wage to \$15 an hour. Because America can only be great when we are all given an equal opportunity to achieve our full potential.

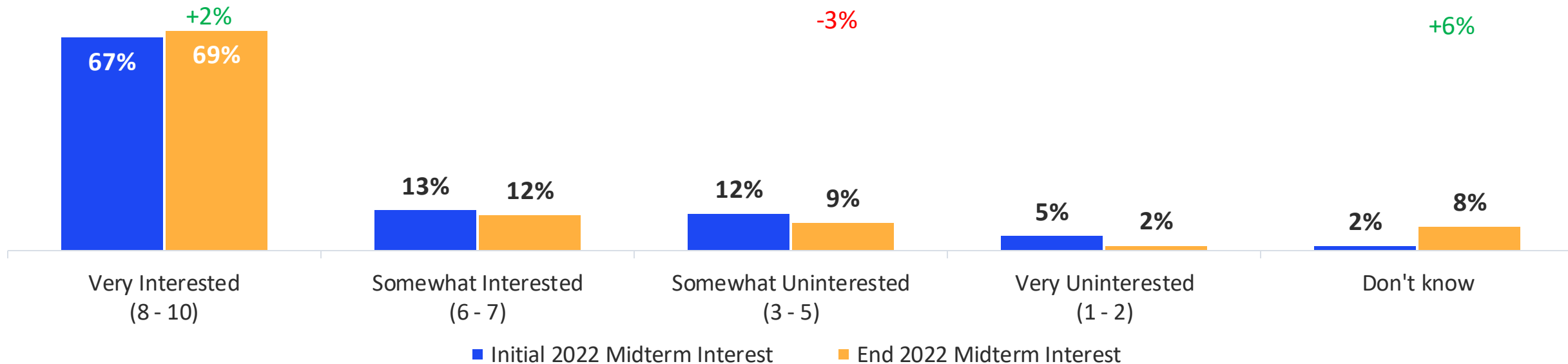
## % Rated Extremely Convincing (8-10)



# 2022 Midterm Election Interest Shift



As you may know, there will be an election for U.S. Congress, state and local offices next year. How interested are you in the November 2022 election? Please rate your interest from 1 to 10, with 1 meaning that you have no interest in this election and a 10 meaning that you are extremely interested. You can choose any number between 1 and 10.

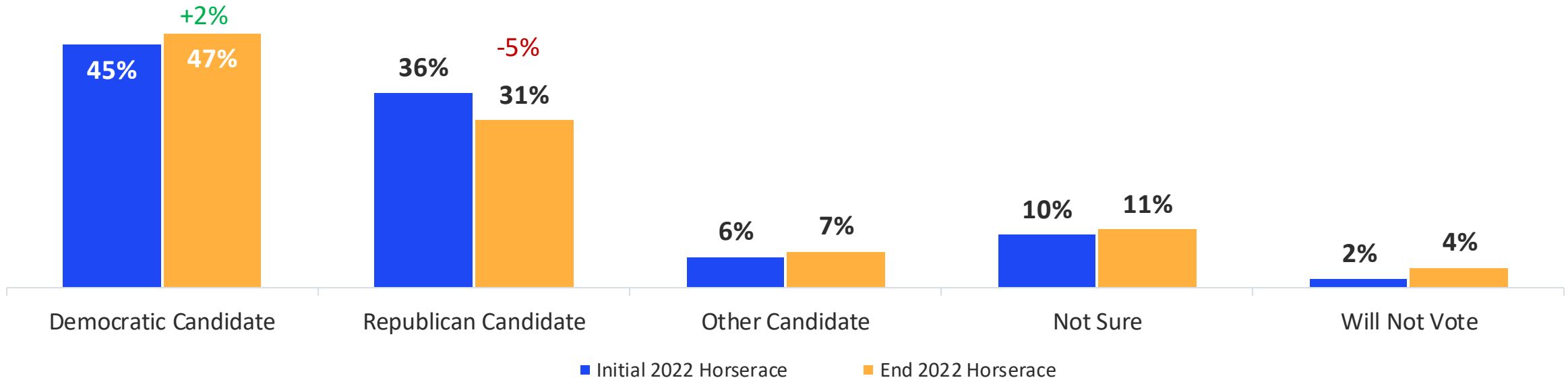


	Total	Men	Women	Under 50	Over 50	Non-college Total
Shifted to More Interested	29%	26%	31%	32%	25%	38%
Shifted to Less Interested	12%	14%	11%	10%	15%	14%
No Change	59%	60%	58%	58%	60%	48%

# 2022 Midterm Election Horserace Shift



Thinking about the election for Congress in your district in November 2022, will you vote for the Democratic candidate or the Republican candidate?



	Total	Men	Women	Under 50	Over 50	Non-college Total
Shifted to Democratic Candidate	4%	3%	5%	1%	8%	8%
Consistent Democratic Candidate	48%	40%	55%	58%	35%	53%
Consistent Undecided/Other	14%	18%	10%	14%	15%	9%
Shifted to Republican Candidate	1%	1%	0%	1%	0%	2%
Consistent Republican Candidate	34%	37%	30%	26%	42%	28%



# Thank You

© **HIT**strategies

