2014 Election Eve Poll

1150 AsianAm voters
3 state samples
Oct 30th - Nov 3rd
National ± 3.7%
California ± 6.2%
Texas ± 6.8%
Virginia ± 6.5%
Election Eve Methodology

- 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.

Language of choice at point of contact;
All live callers;
Landline and cellphones
National Summary

- 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

Total number of Asian American voters, and % of all votes cast 1996 - 2012

Data: Current Population Survey Voting and Registration Supplements
House of Representatives

California Governor's Race

Texas Governor’s Race

Virginia Senate Race

WHY ASIAN AMERICANS VOTED
What are the most important issues facing the Asian American community that politicians should address?

- Economy/Jobs: 32%
- Education/Schools: 22%
- Health Care: 18%
- Immigration: 13%

Health Care Salience

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

<table>
<thead>
<tr>
<th>Importance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The most important</td>
<td>40%</td>
</tr>
<tr>
<td>One of the most imp</td>
<td>33%</td>
</tr>
<tr>
<td>Somewhat important</td>
<td>18%</td>
</tr>
<tr>
<td>Not important</td>
<td>9%</td>
</tr>
</tbody>
</table>

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?
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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Indep/Oth</th>
<th>Republican</th>
<th>Democrat</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>14%</td>
<td>41%</td>
<td>45%</td>
</tr>
<tr>
<td>2014</td>
<td>22%</td>
<td>39%</td>
<td>40%</td>
</tr>
</tbody>
</table>

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?

- **ALL**: 52% Favorable, 37% Unfavorable, 11% Other
- **Dem ID**: 73% Favorable, 20% Unfavorable, 7% Other
- **Rep ID**: 23% Favorable, 70% Unfavorable, 7% Other
- **Indep/Oth**: 46% Favorable, 42% Unfavorable, 12% Other

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

Broader Support for Immigration Reform

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?

<table>
<thead>
<tr>
<th>Group</th>
<th>Favor (%)</th>
<th>Oppose (%)</th>
<th>Don't Know (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
<td>74%</td>
<td>6%</td>
<td>18%</td>
</tr>
<tr>
<td>Dem ID</td>
<td>89%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Rep ID</td>
<td>57%</td>
<td>32%</td>
<td>11%</td>
</tr>
<tr>
<td>Indep/Oth</td>
<td>64%</td>
<td>27%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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

- Internet: 37%
- Television: 36%
- Print Paper: 12%
- Radio: 8%
- Something else: 6%

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?

- Yes: 42%
- No: 56%

Mobilized by Parties and Community

Were you contacted by:

(Among those contacted)

Democrats: 22%
Republicans: 11%
Both Parties: 39%
Community Orgs: 21%
DK: 18%

LOOKING FORWARD
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

- Favorable: 62%
- Unfavorable: 23%
- Have not heard of: 2%
- Don't know: 13%

## GOP Hopefuls: Unknown or Uncertain

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>Have not heard of</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Former Florida Governor Jeb Bush</td>
<td>25%</td>
<td>46%</td>
<td>11%</td>
<td>18%</td>
</tr>
<tr>
<td>Kentucky Senator Rand Paul</td>
<td>22%</td>
<td>33%</td>
<td>27%</td>
<td>17%</td>
</tr>
<tr>
<td>New Jersey Governor Chris Christie</td>
<td>19%</td>
<td>43%</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Texas Senator Ted Cruz</td>
<td>14%</td>
<td>35%</td>
<td>32%</td>
<td>19%</td>
</tr>
<tr>
<td>Louisiana Governor Bobby Jindal</td>
<td>14%</td>
<td>31%</td>
<td>33%</td>
<td>22%</td>
</tr>
</tbody>
</table>

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