



Michigan Asian American Progressives Survey

January 2021

 **HIT** STRATEGIES
Highly Insightful Targeting


MICHIGAN ASIAN AMERICAN PROGRESSIVES

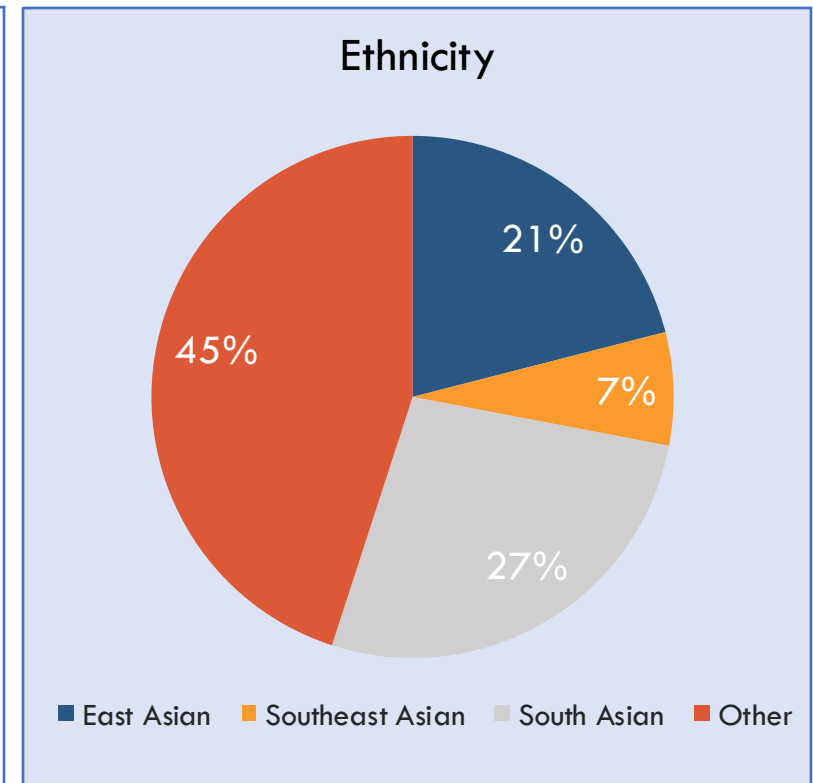
VOTE

Research Methodology - Survey

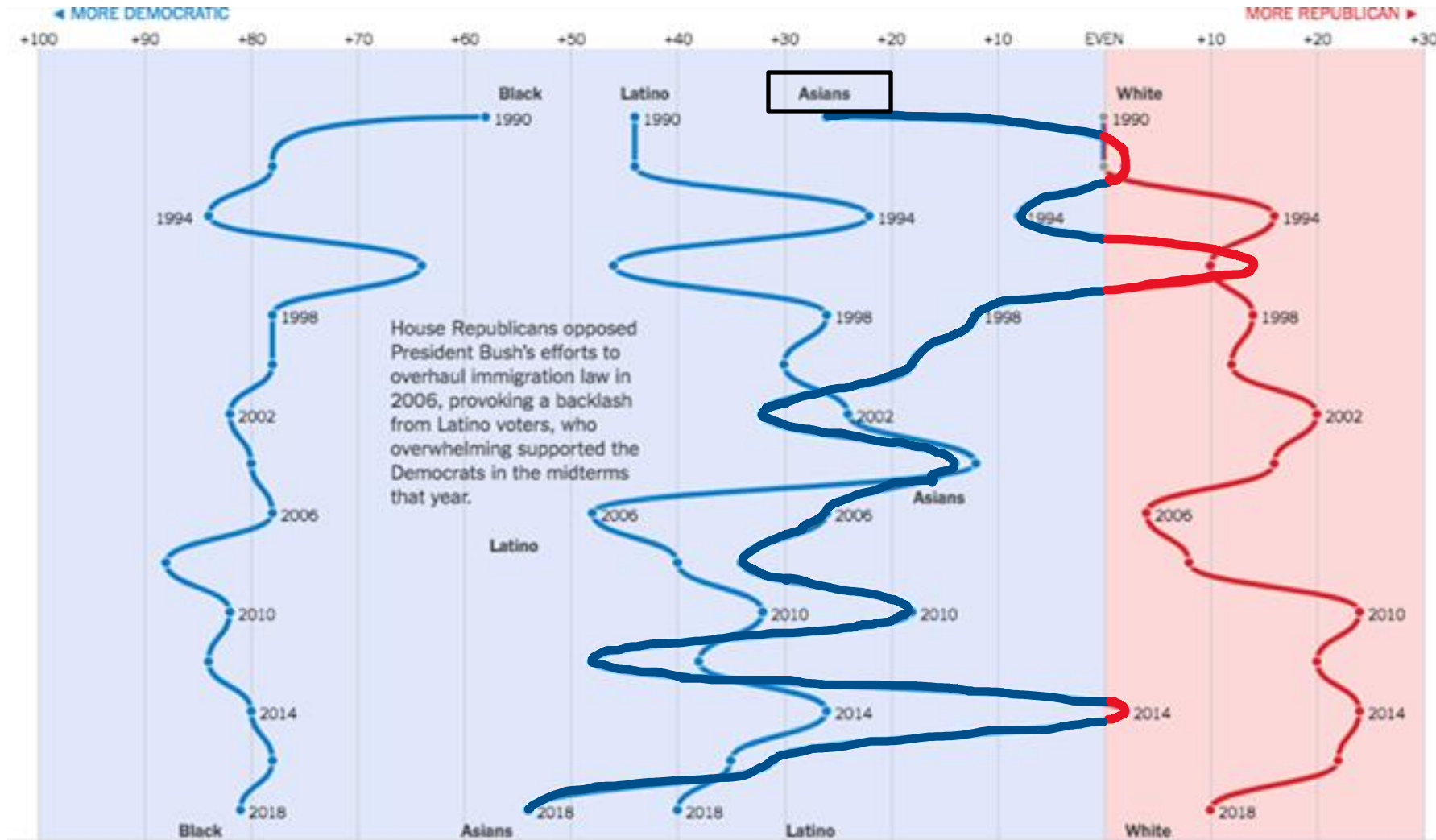


Objectives	<ol style="list-style-type: none"> 1. Explore a baseline political attitudes of AAPI and Middle Eastern Michigan residents following the 2020 general election. 2. Identify the issues areas and policy priorities that are most important to the AAPI and Middle Eastern voters in Michigan. 3. Understand how the AAPI community view themselves as part of civic life and what they have the power to impact.
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Sample	Asian American, Pacific Islanders, Middle Eastern	<p>These findings are from a proprietary survey conducted by HIT Strategies on behalf of AAPI Progressives. This survey consisted of 600 general population (Adults 18+) of Asian, Pacific Islander and Middle Eastern residents in Michigan statewide. The survey was conducted via live phone dialing (Landline and Cellphones). The survey fielded from January 16 – February 7, 2021, and the margin of error for statewide survey is +/- 4.0% with a confidence level of 95%.</p>
Size	N = 600	
Geo	Michigan	



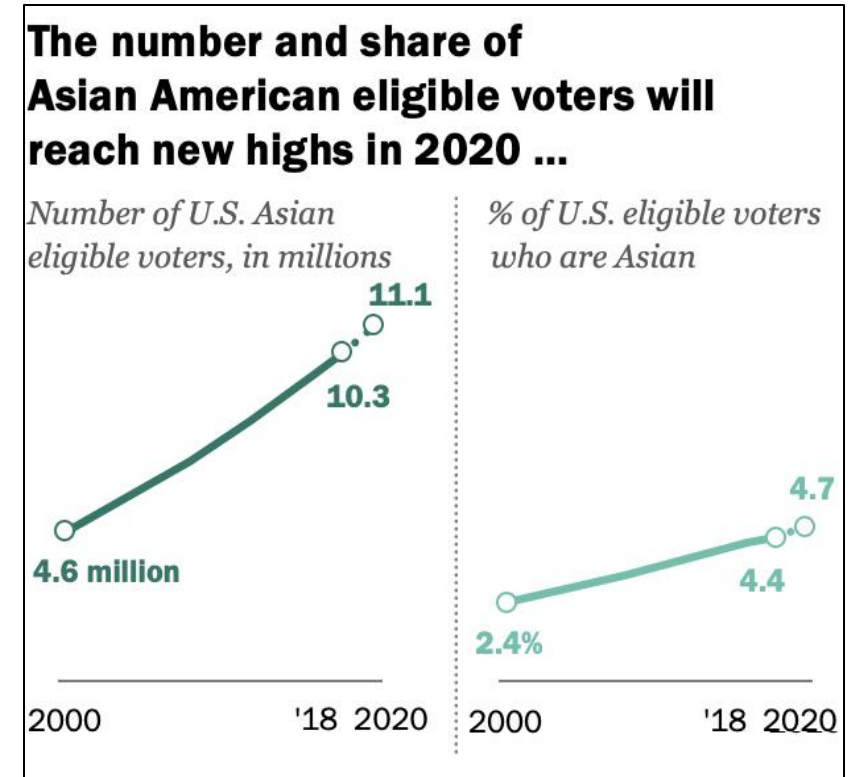
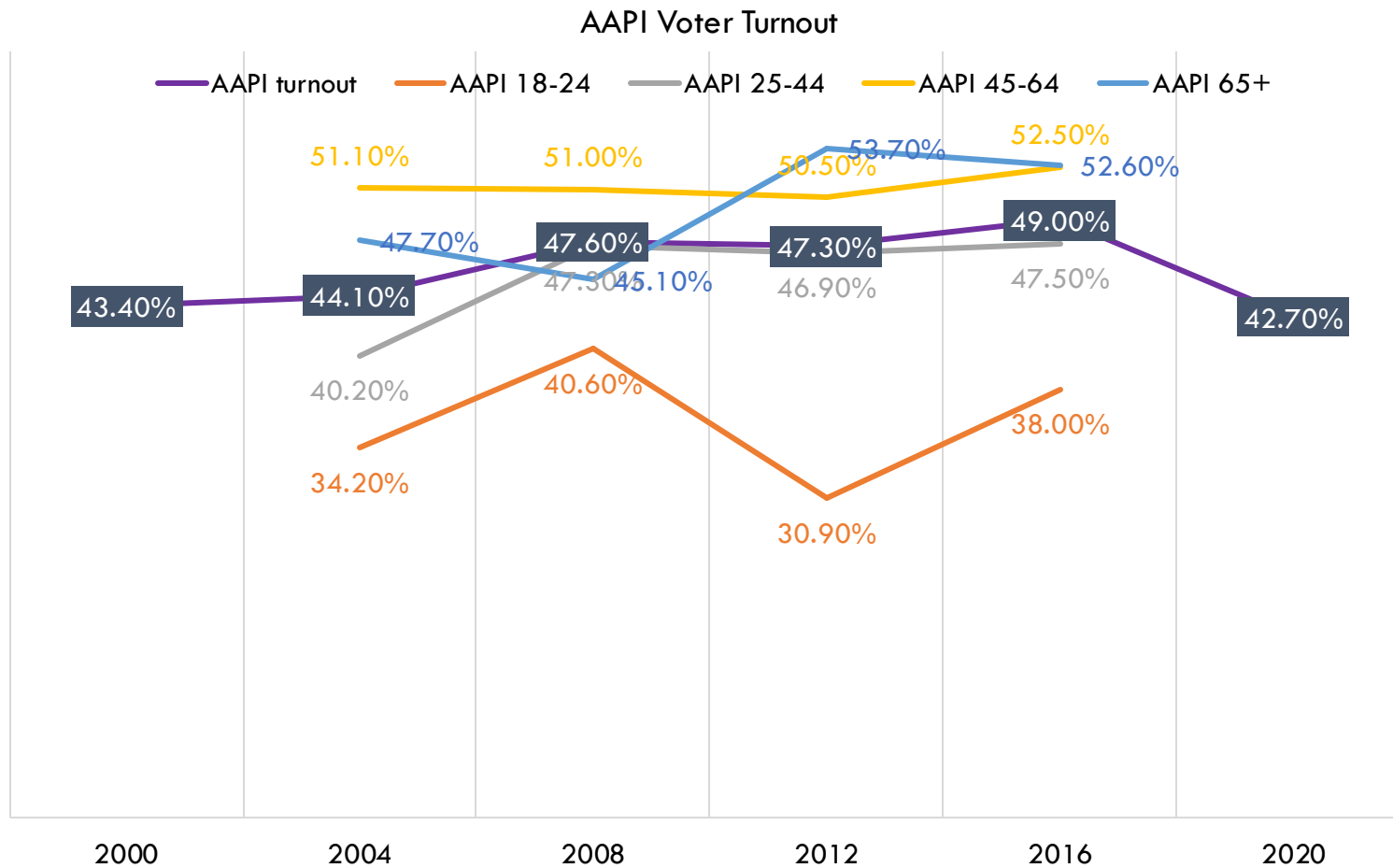
Asian American voters are the biggest swing voters in the electorate



Democrats are missing an opportunity to turn out the fastest growing demographic group in the country



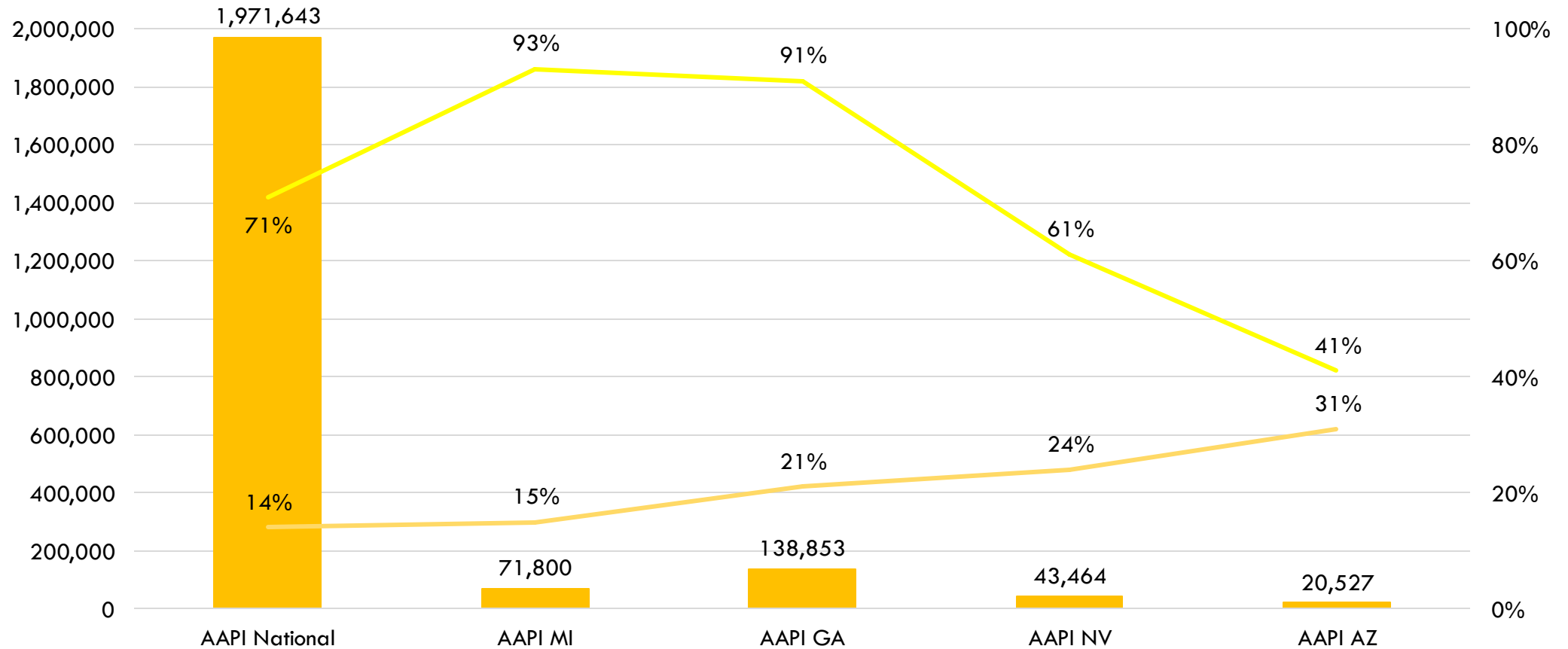
From 2000 to 2020, the number of Asian American eligible voters more than doubled, growing by 139%
 (Hispanic voters: 121% Black voters: 33% White voters: 7%)



AAPI voters surged nationally and in key states crucial to Joe Biden's victory

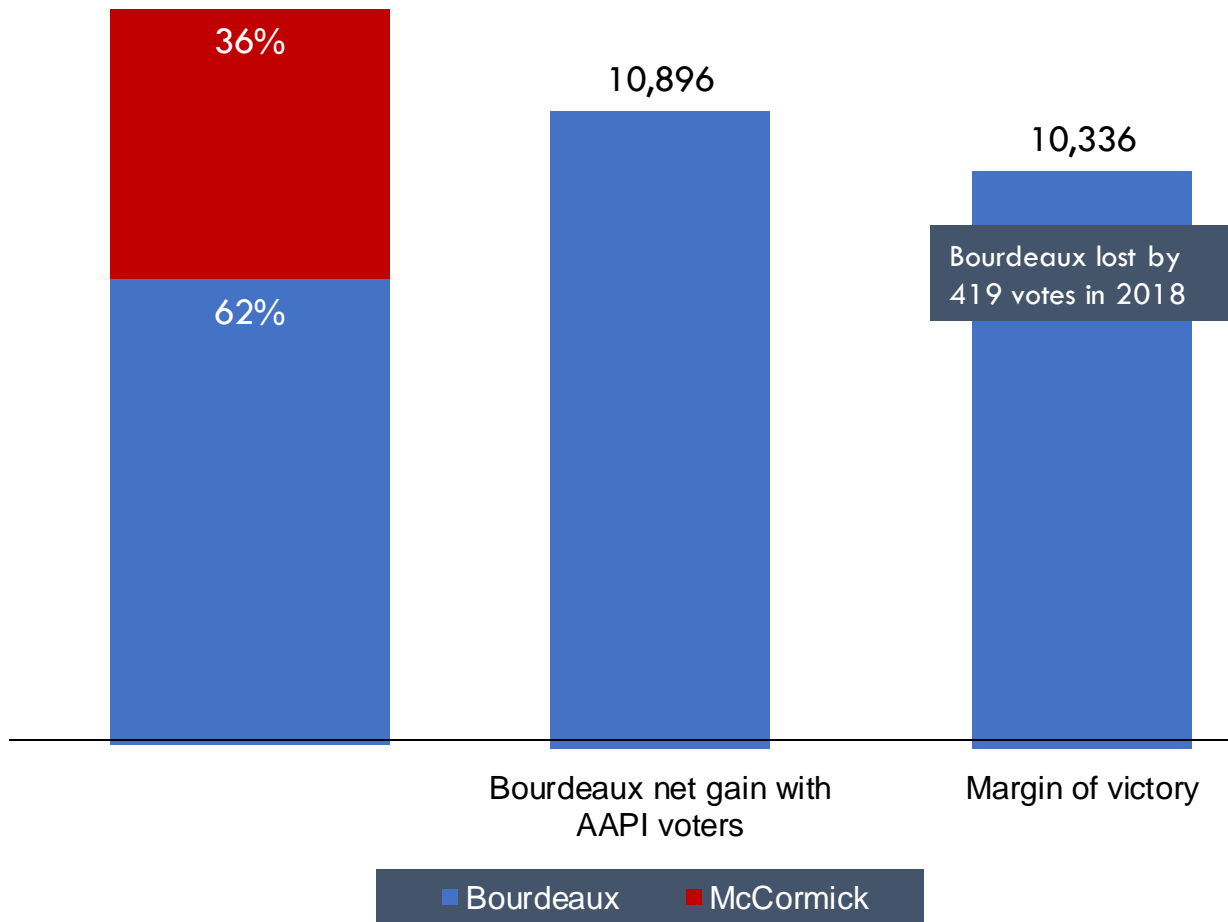


■ AAPI Net increase in turnout (2016 to 2020)
 — AAPI percent increase in turnout (2016 to 2020)
 — All voters percent increase in turnout



2016: D+2	2016: R+0.3	2016: R+5	2016: D+2	2016: R+4
2020: D+4	2020: D+3	2020: D+0.2	2020: D+3	2020: D+0.3

Highlight: AAPI voter turnout flipped GA-07



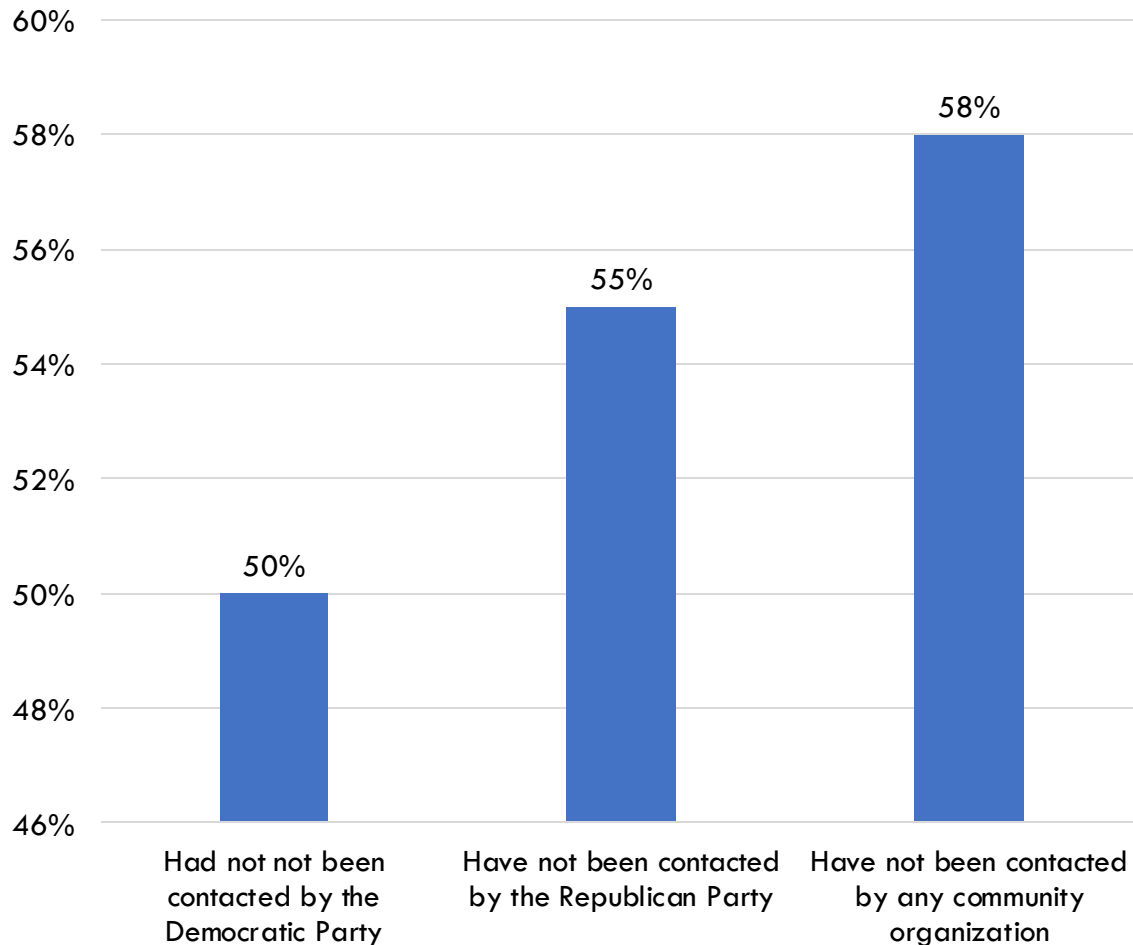
	Increase in Turnout (2018-2020)
All voters in GA-07	28%
AAPI voters in GA-07	103%

- **17%** Of Bourdeaux's total vote was from AAPI voters
- Bourdeaux would be losing **52% to 48%** without AAPI voters

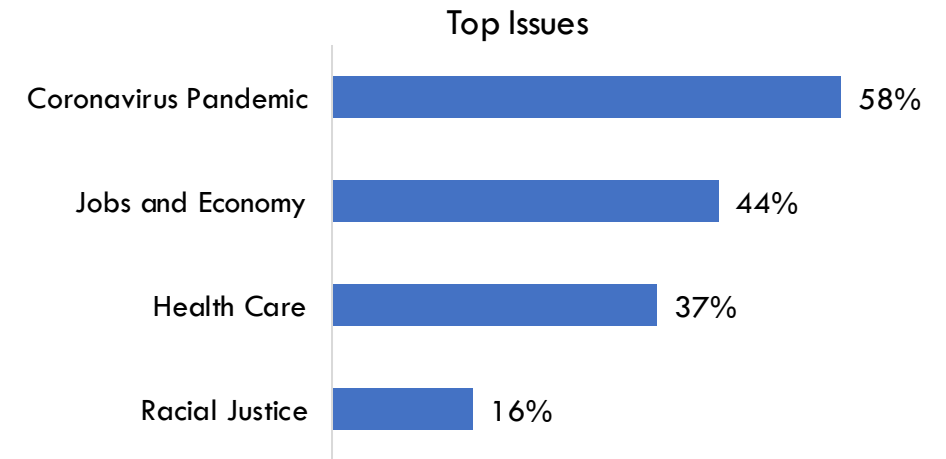
Despite not being contacted by either party, AAPI voters turned out because of anti-Asian racism



Over half of AAPI voters had not been contacted by either party or by a community organization



For AAPI voters, this election was a referendum on COVID-19 and Racial Division



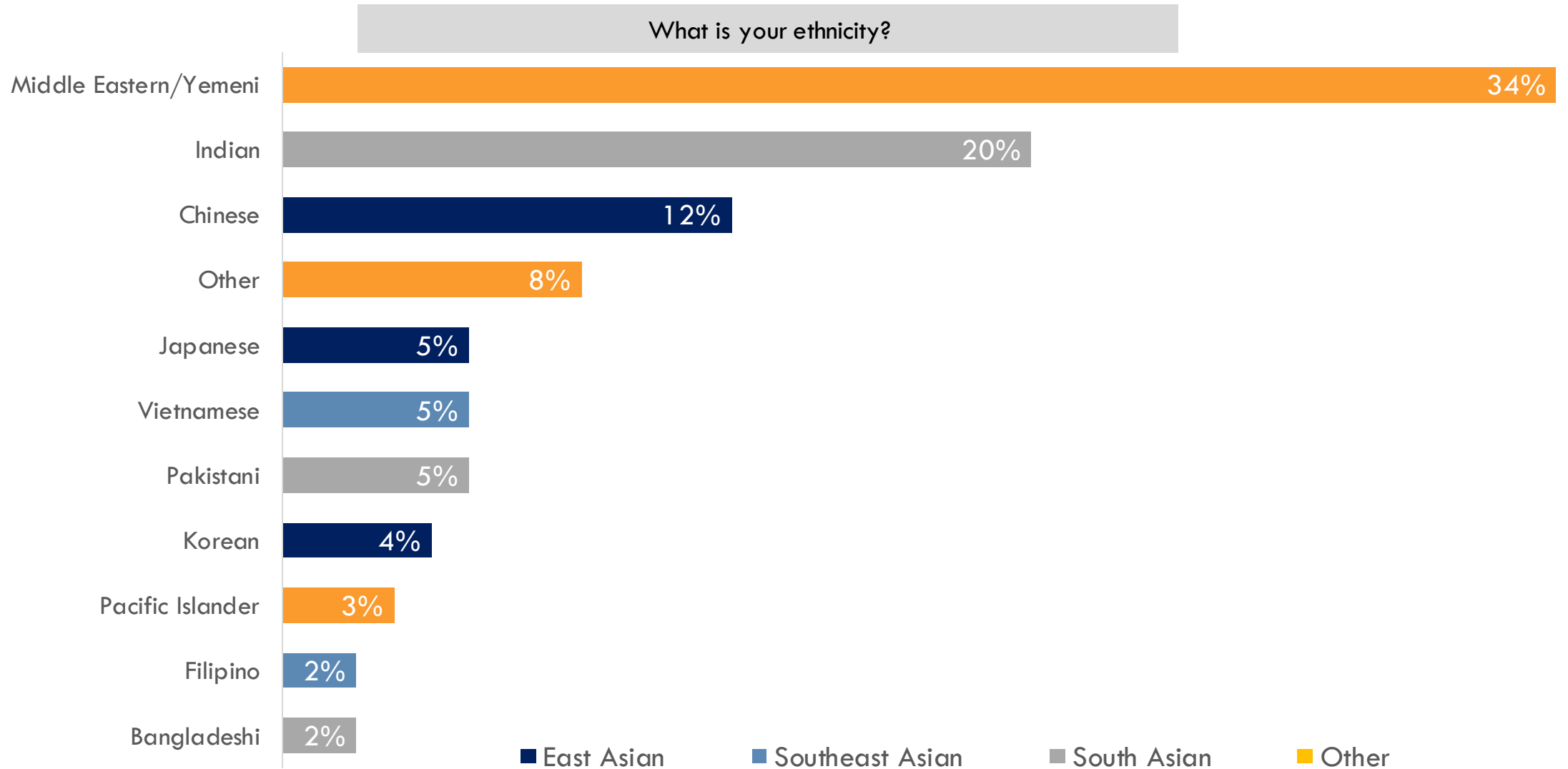
- 67%** agree Trump mismanaged COVID
- 24%** lost job due to COVID
- 38%** had hours or pay cut due to COVID
- 58%** have seen more anti-AAPI discrimination since Trump
- 80%** see white supremacist groups as a threat

Top 3 Takeaways



- 1. Racism & Anti-Asian Discrimination.** Increase in anti-Asian discrimination as a result of the coronavirus and racial issues that drove high turnout among AAPI voters in 2020 general election highlight how this is a key issue that cannot go unaddressed.
- 2. COVID-19 & Vaccination.** The AAPI community is being severely impacted by COVID-19 both health wise and economically. Highlighting how urgent the relief is needed by the community and is reflective of who they are voting into office.
- 3. 2020 Turnout Margin & Maintaining Momentum.** The AAPI community largely fallout out of traditional persuasion or turnout universes used by candidate and organizational campaigns. In other to be keep AAPI voters engage, they need to be contacted with solutions to address their specific community needs. Through our survey, we were able to shift 30% by asking specific AAPI community questions.

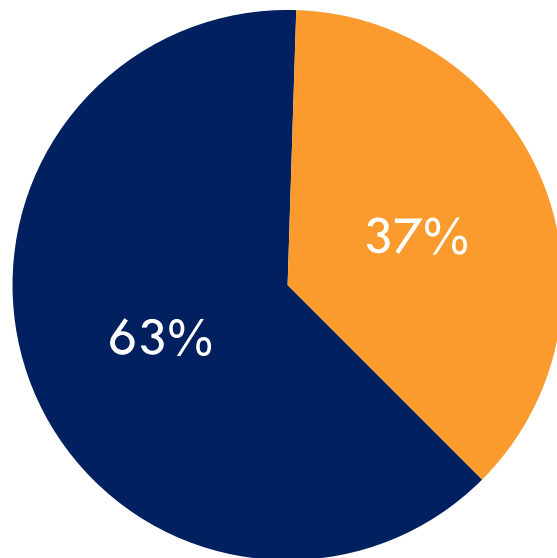
AAPI Survey Respondents | By Ethnicity



AAPI Respondent Origins



Were you born in the U.S. or in another country?



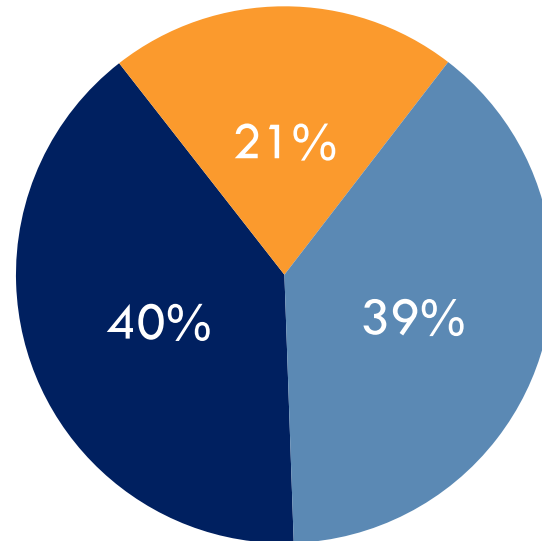
■ Born in the U.S. ■ Born in another country

	Total	AAPI	Middle Eastern	Under 50	Over 50	Voted for Biden in 2020	Voted for Trump in 2020
I was born in the U.S.	63%	63%	63%	65%	58%	65%	70%
I was born in another country	37%	37%	37%	35%	42%	35%	30%
Don't know/Ref	0%	0%	0%	0%	0%	0%	0%

AAPI Respondent Parent Origins



Were your parents born in the U.S. or another country?



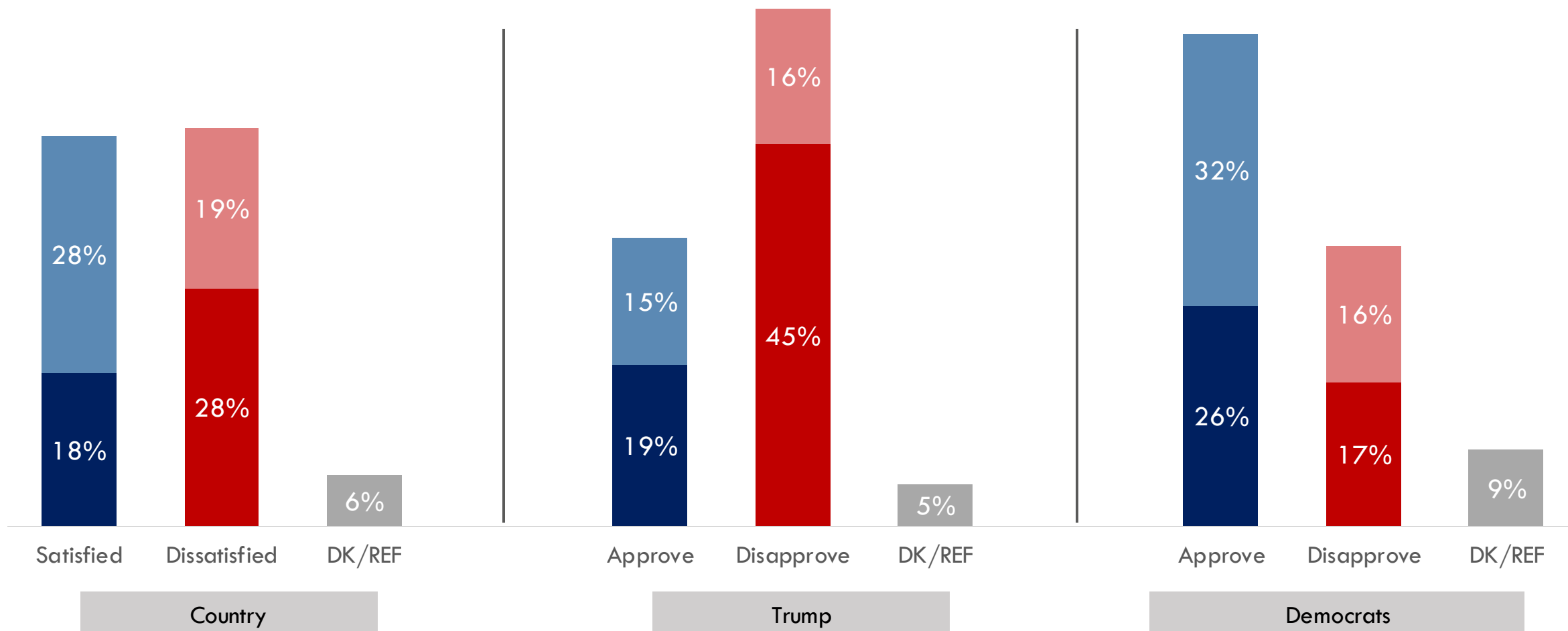
■ Both born in the U.S. ■ One was born in another country ■ Both were born in another country

	Total	AAPI	Middle Eastern	Under 50	Over 50	Voted for Biden in 2020	Voted for Trump in 2020
Both born in the U.S.	40%	43%	37%	38%	47%	39%	55%
One was born in another country	21%	10%	35%	24%	15%	24%	18%
Both were born in another country	39%	47%	28%	39%	38%	36%	27%
Don't Know/Ref	0%	0%	0%	0%	0%	0%	0%

- 1 Political Climate**
- 2 Issue and Policy Priorities
- 3 Civic Participation & Impact
- 4 COVID-19 Impact
- 5 Shift Measurement

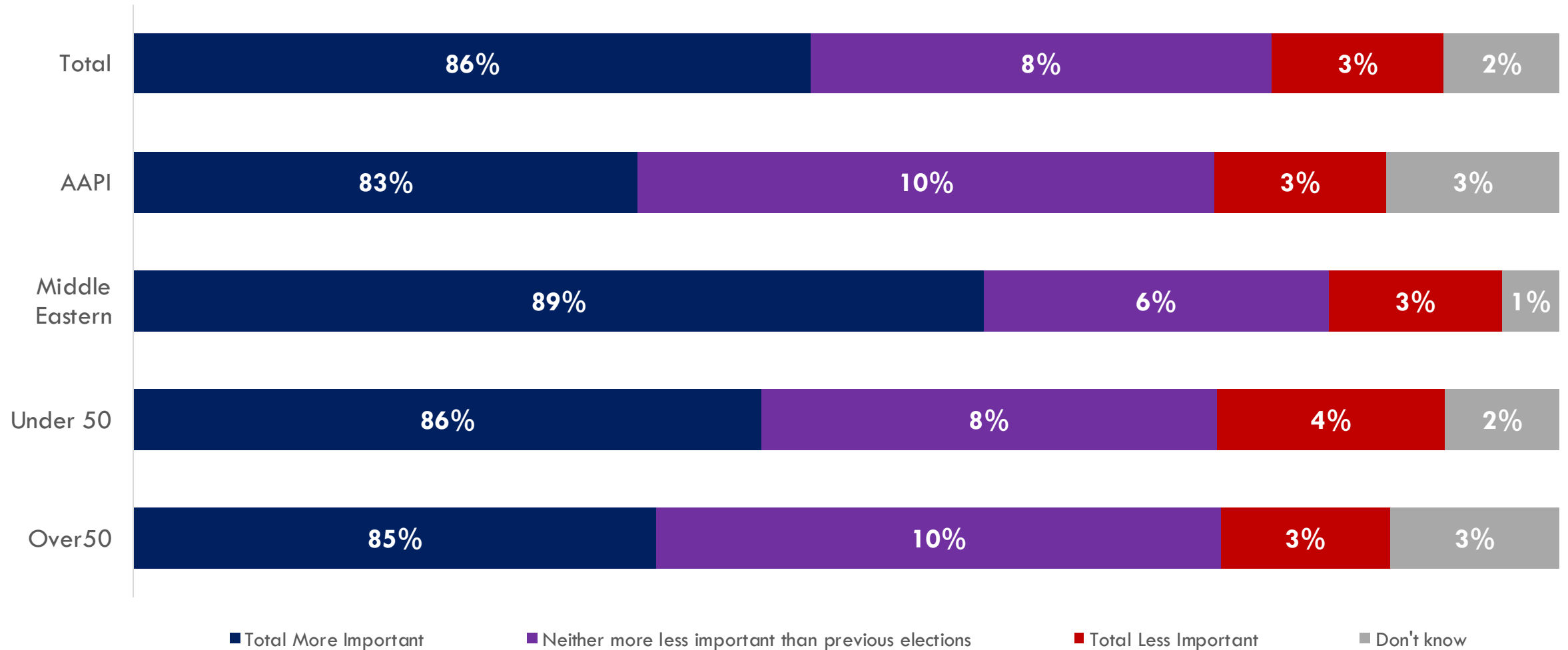
Almost even split among AAPI voters on the general direction of the country

Are you satisfied with the direction of the country?
Do you approve or disapprove the way _____ are handling their job?



Placing Importance on the 2020 Elections

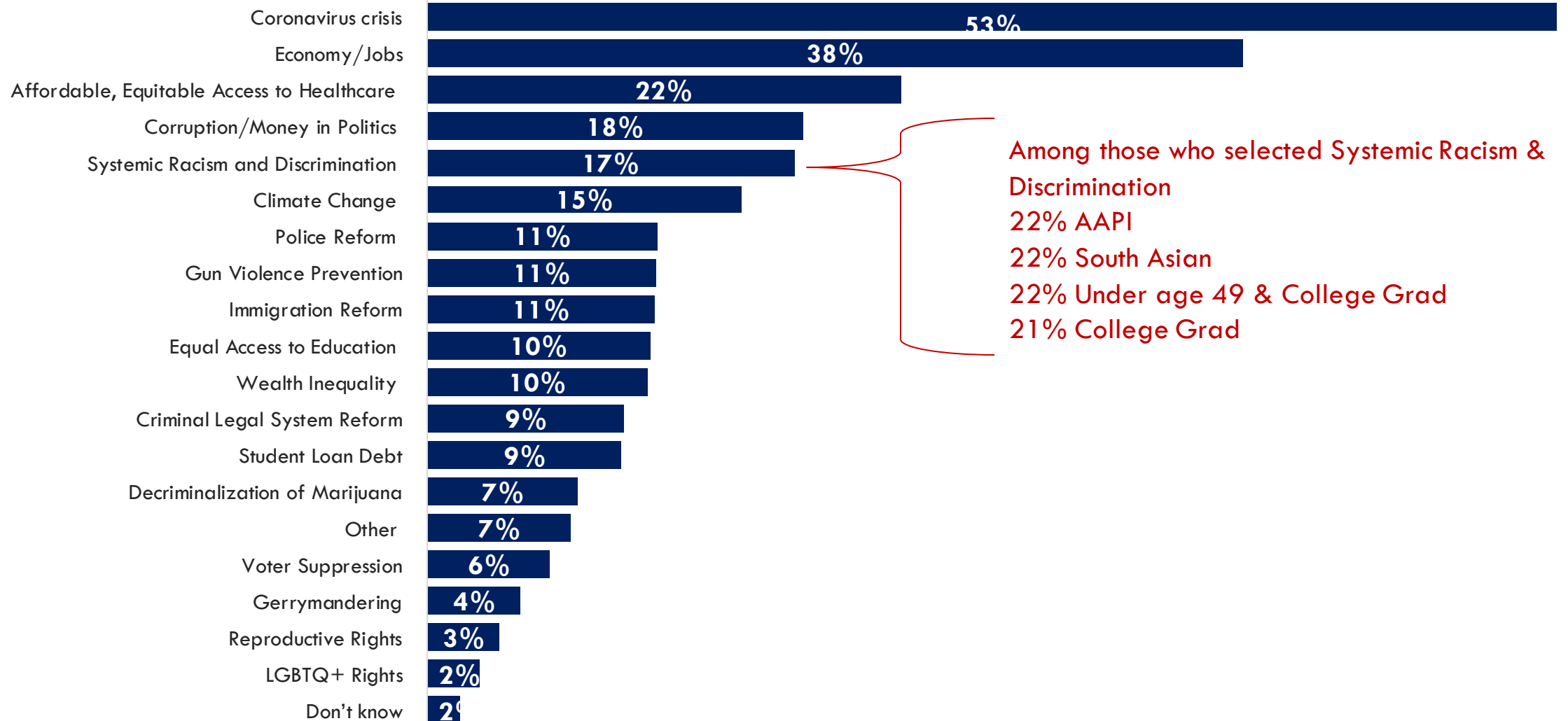
Do you think the recent November 2020 elections were more important or less important than previous elections we've had over the last 10 years?



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- 1 Political Climate
 - 2 Issue and Policy Priorities**
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Top 3 Most Important Issues

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



Top 3 Most Important Issues | By Demos

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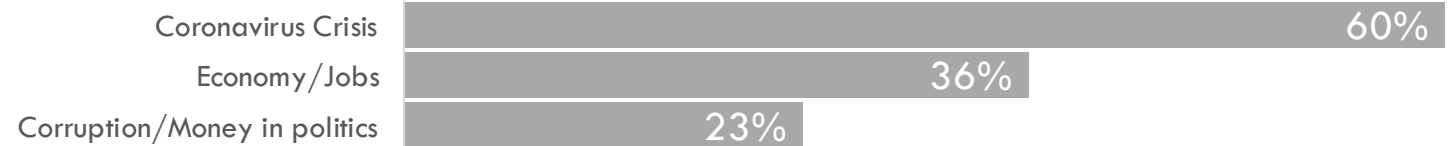
TOTAL



AAPI



MIDDLE EASTERN



UNDER 50



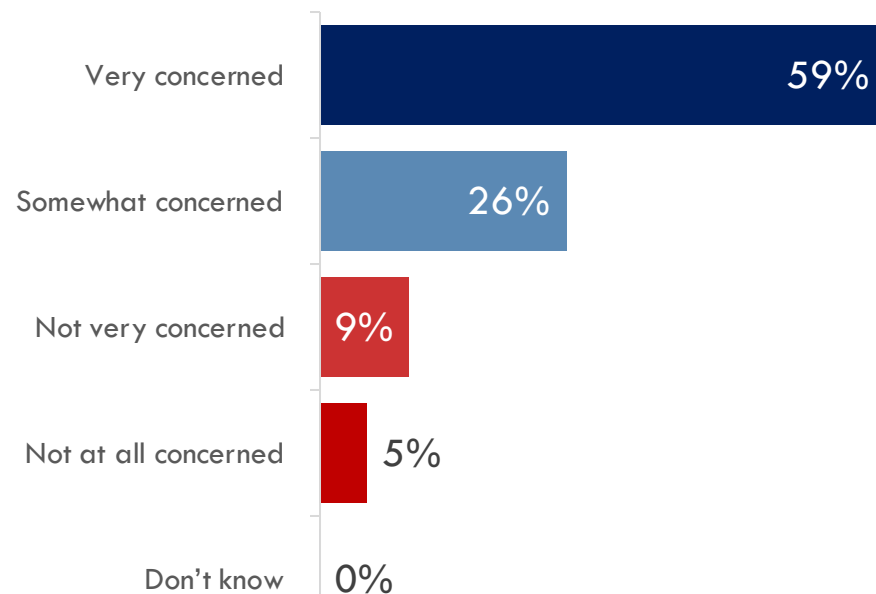
OVER 50



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- 1 Political Climate
 - 2 Issue and Policy Priorities
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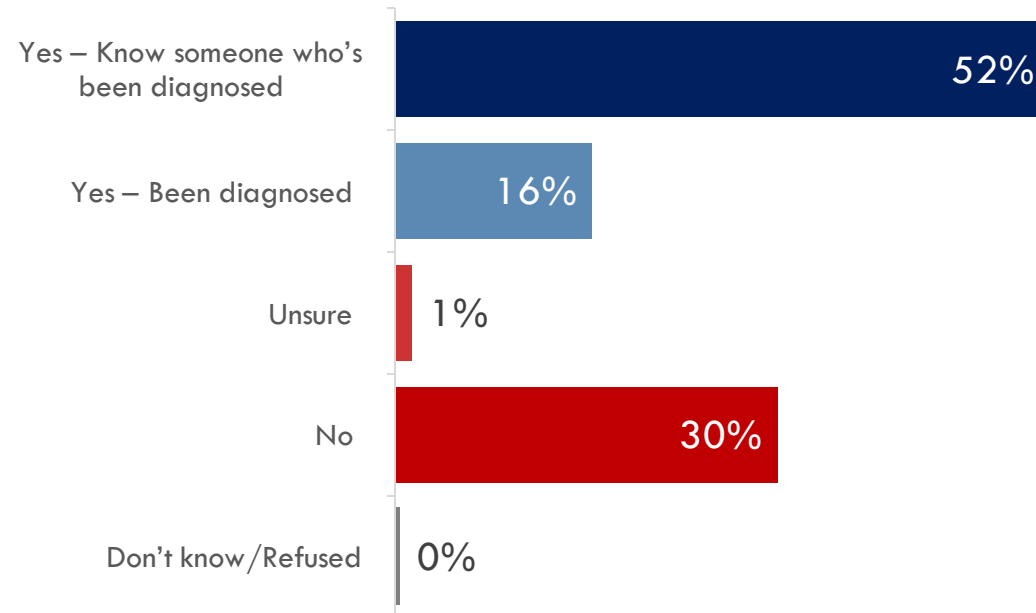
COVID-19 is very concerning and still present in the lives of the AAPI community

How concerned are you personally about the spread of coronavirus/COVID-19 and its effects on you or your family's health?



	Total	AAPI	Middle Eastern	Under 50	Over 50
Total Concerned	85%	83%	87%	83%	89%
Total Not Concerned	14%	16%	13%	16%	10%
Don't Know	0%	0%	0%	0%	1%

Have you been or do you, personally, know someone who has been diagnosed with the novel coronavirus, also called COVID-19?

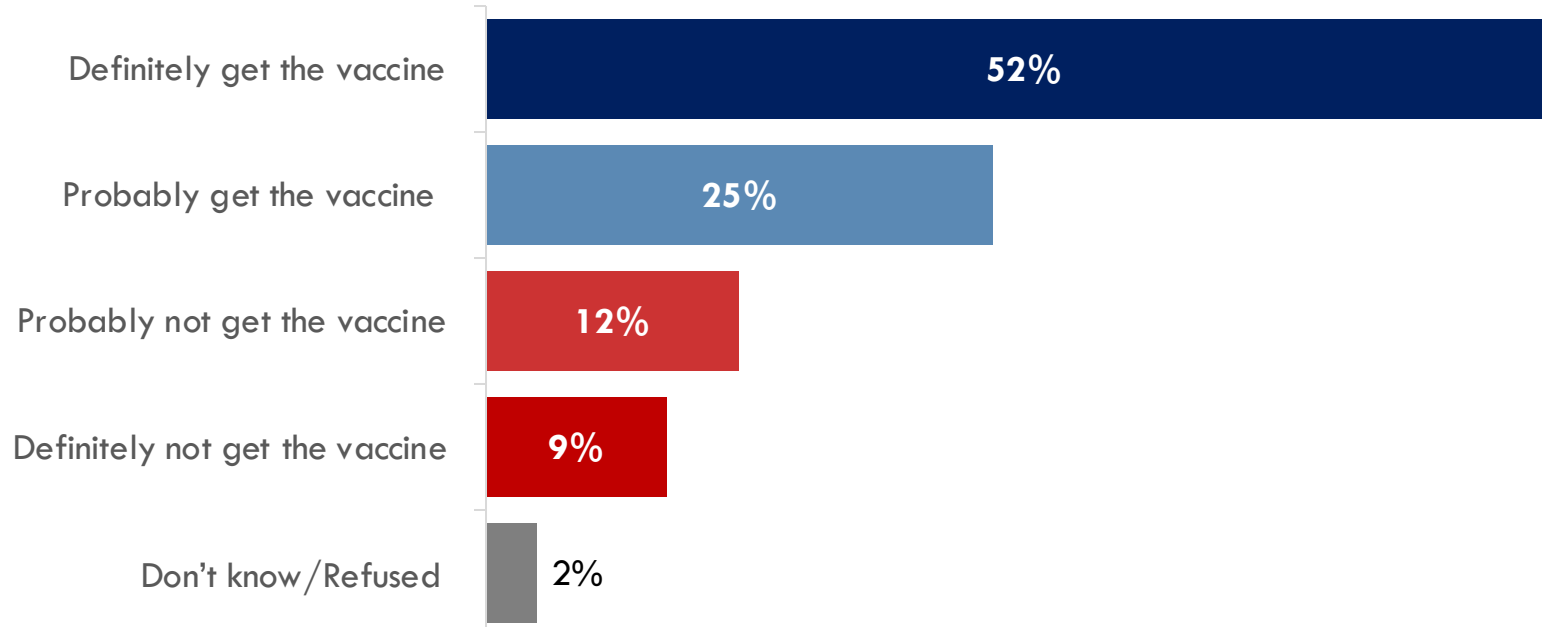


	Total	AAPI	Middle Eastern	Under 50	Over 50
Total Know Someone or Have been diagnosed	68%	75%	59%	64%	76%
Unsure	1%	1%	2%	2%	2%
No	30%	23%	40%	33%	33%
Don't Know/Refused	0%	1%	0%	1%	0%

Vaccine hesitancy among AAPI community is present but not intense as seen among other POC groups



If a vaccine to prevent COVID-19 were available today, would you...

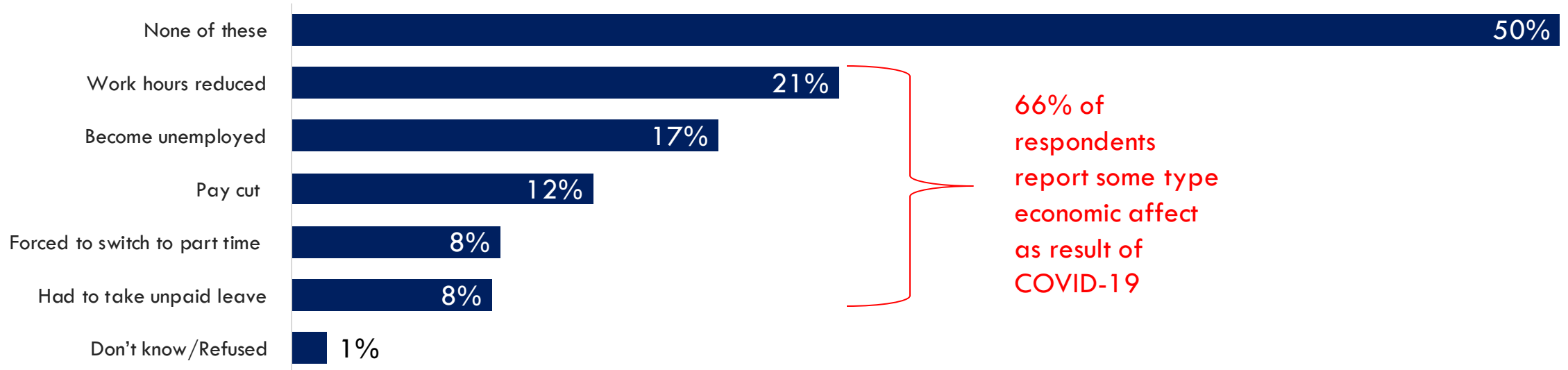


	Total	AAPI	Middle Eastern	Under 50	Over 50
Total Get the vaccine	77%	74%	79%	74%	82%
Total Not get the vaccine	21%	22%	21%	22%	17%
Total Dk/Ref	2%	4%	1%	3%	2%

Pandemic's economic affects on AAPI community more prominent than at first glance



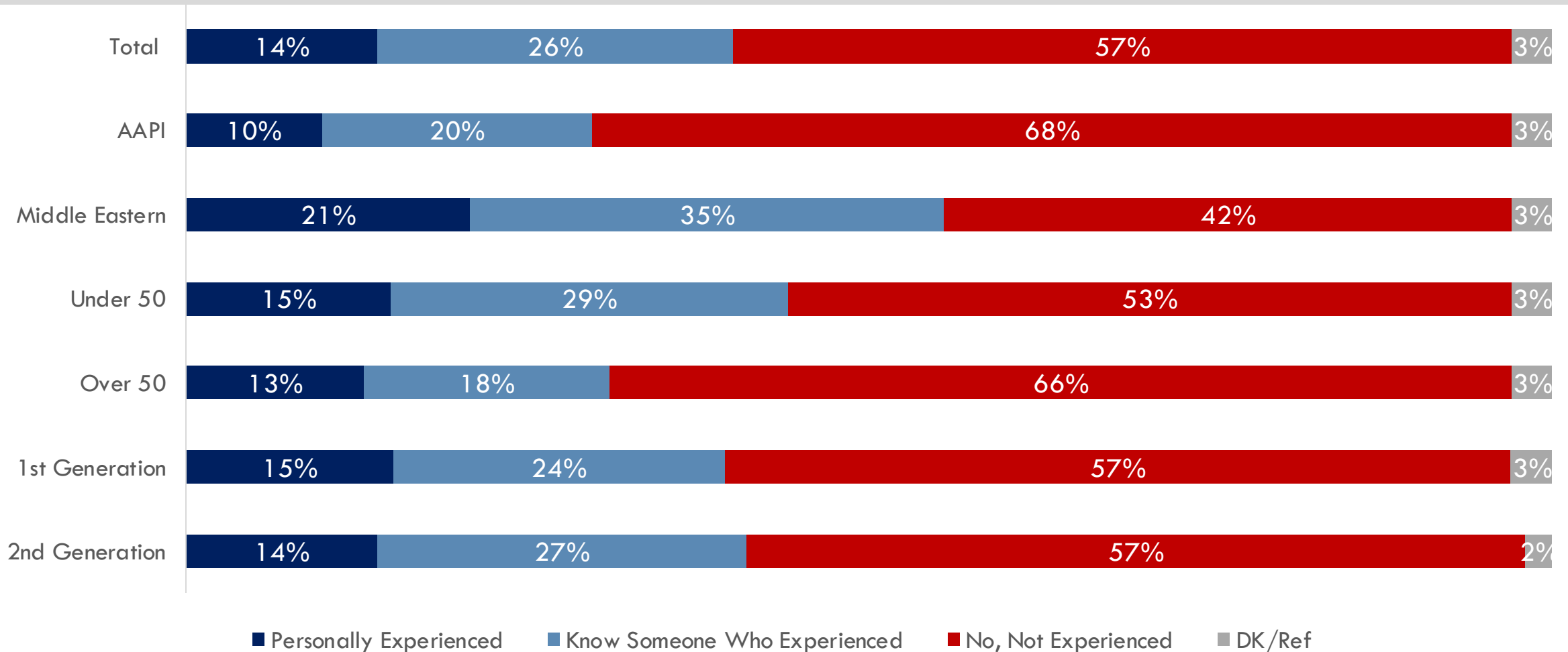
Since the start of the outbreak of coronavirus, have you had your work hours reduced, pay cut, been forced to take unpaid leave or switch to part-time, or become unemployed?



	Total	AAPI	Middle Eastern	Under 50	Over 50
None of these	50%	56%	42%	45%	61%
Work hours reduced	21%	19%	25%	25%	13%
Become unemployed	17%	18%	15%	18%	13%
Pay cut	12%	9%	16%	12%	12%
Had to take unpaid leave	8%	5%	12%	10%	3%
Forced to switch to part time	8%	5%	13%	9%	6%
Don't know/Refused	1%	1%	1%	1%	2%

Anti-Asian racism is alarmingly prevalent

Have you or anyone you personally know experienced any racist or anti-Asian comments or behavior as a result of the spread of the coronavirus here in America?



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VOTE MAP
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