

Straw Poll 2005

How will Asian Americans vote
in the 2005 elections?

Introduction

- **Compared to voter turnout from 2002 in Manhattan election districts with a high concentration of Asian American, 2004 saw a 25% increase in turnout.**
- **The straw poll accomplishes three purposes:**
 - Gives our community an opportunity to participate in the electoral process through participation in the straw poll
 - Educates our community about the upcoming elections
 - Focus the community's dialogue about the upcoming elections and the issues at stake

Criteria of Straw Poll Participants

1. Must be a registered voter
2. Must be of Asian descent
3. Must be a New York City resident

Survey Questions

1. Are you a registered voter?
2. Are you a registered Democrat, Republican, other, don't know, or not registered with a party?
3. Will you vote in this year's *primary* election (September 13, 2005)?
 - 3a. What is the main reason why you choose not to vote in the *primary* election on September 13, 2005?
4. Will you vote in this year's *general* election (November 8, 2005)?
 - 4a. What is the main reason why you choose not to vote in the *general* election on November 8, 2005?
5. What are the major important issues to you when you think about your vote in the general election for Mayor in November?
6. Do you feel that your vote makes a difference?
7. If the election for mayor were being held today and the candidates were Michael Bloomberg, Fernando Ferrer, C. Virginia Fields, A. Gifford Miller and Anthony Weiner, for whom would you vote?

Methodology

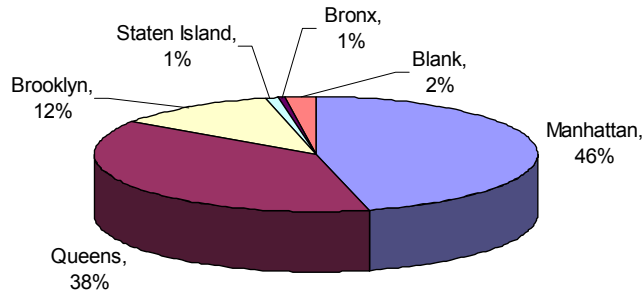
Data were collected from the period of July 3 – August 9, 2005

1. Tabling during street events/festivals:
 - Chinatown Independence Day Parade
 - Rutgers House Family Day
 - Charles B. Wang Chinatown's Good Health Day
 - AAFE's Summer Street Festival
2. Weekend tabling by Confucius Plaza in Chinatown and in front of Amerasia Bank in Flushing
3. Phone banking to AAFE's pledged voters
4. Outreaching to clients at AAFE's HIS office and AAFE QUEENS office
5. Outreaching in Korean senior centers in Flushing



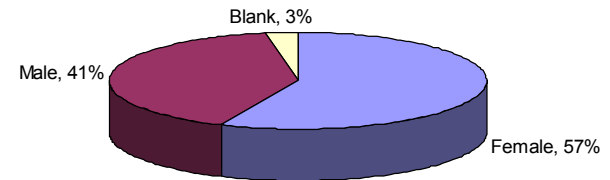
Sample's Characteristics

Residential Borough (1002 Surveys)



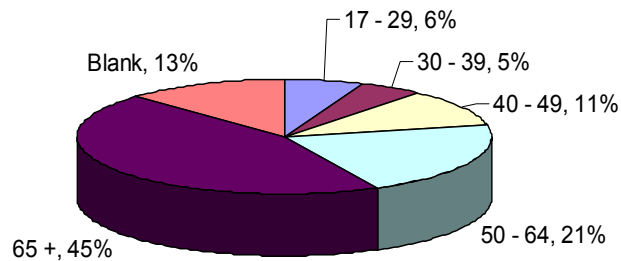
■ Manhattan ■ Queens ■ Brooklyn ■ Staten Island ■ The Bronx ■ Blank

Gender (1002 Surveys)



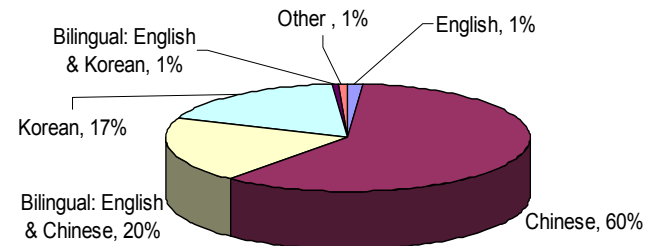
■ Female ■ Male ■ Blank

Age (1002 Surveys)



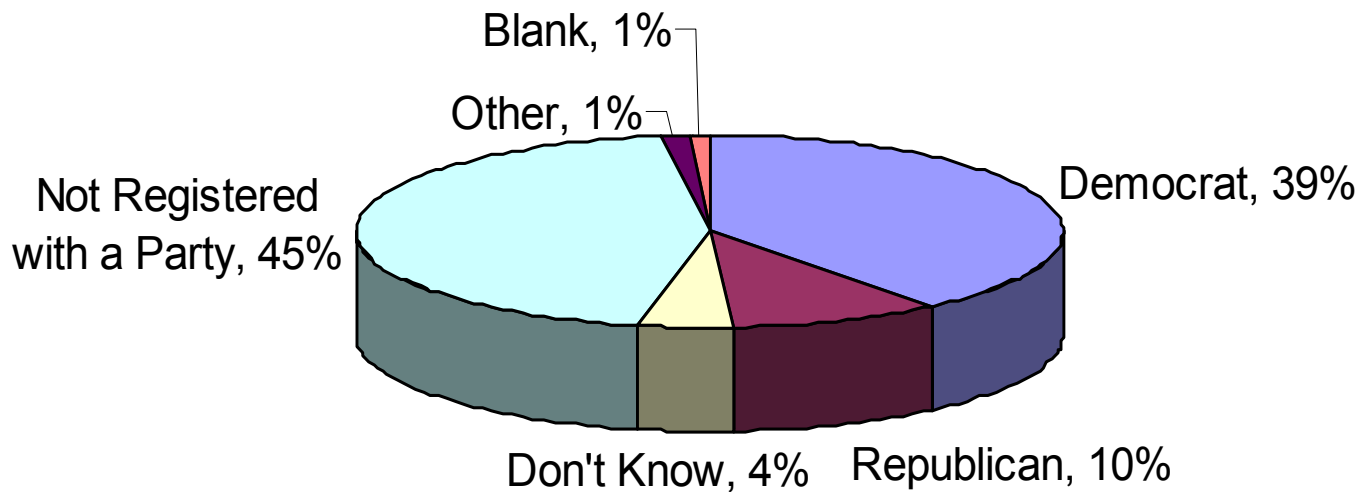
■ 17 - 29 ■ 30 - 39 ■ 40 - 49 ■ 50 - 64 ■ 65 + ■ Blank

Language (1002 Surveys)



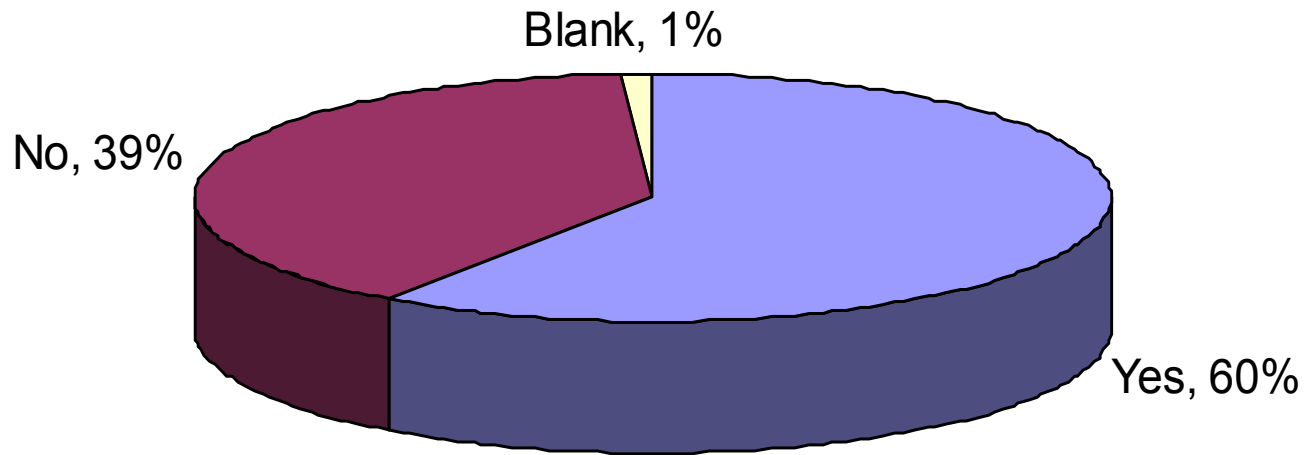
■ English ■ Chinese ■ English & Chinese ■ Korean ■ English & Korean ■ Other

Question 1: Are you a registered Democrat, Republican, other, don't know, or not registered with a party?



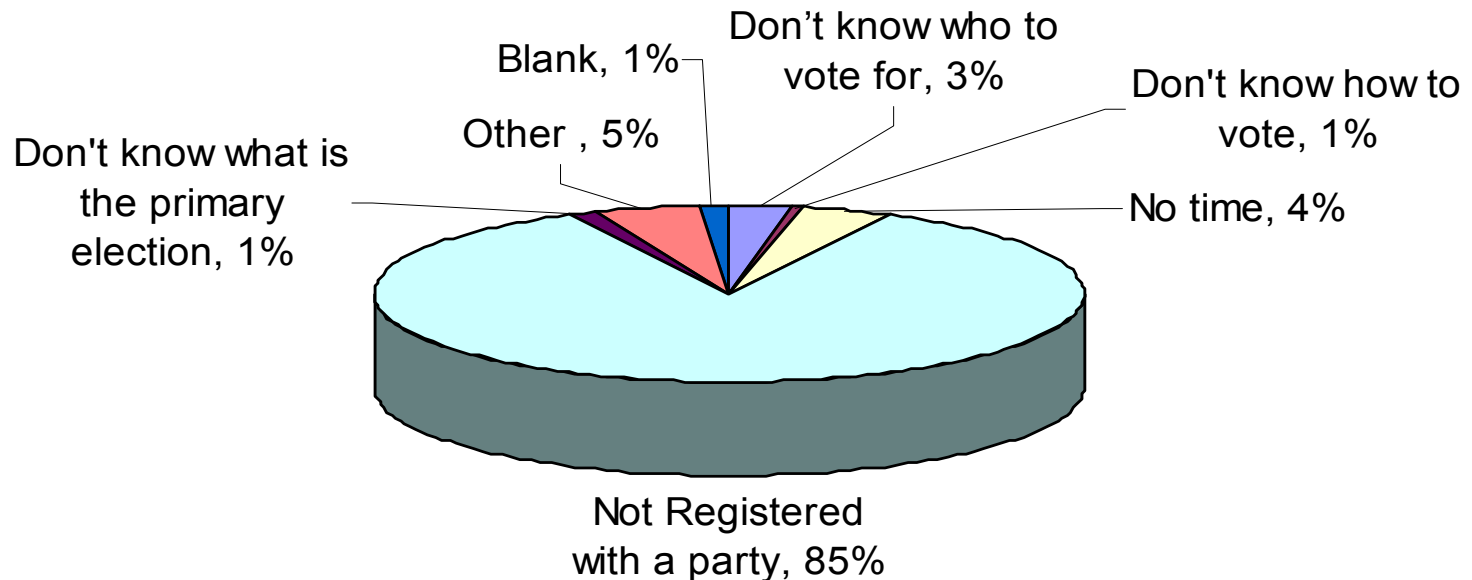
■ Democrat ■ Republican ■ Don't Know ■ Not Registered with a Party ■ Other ■ Blank

Question 2: Will you vote in this year's primary election (September 13, 2005)?



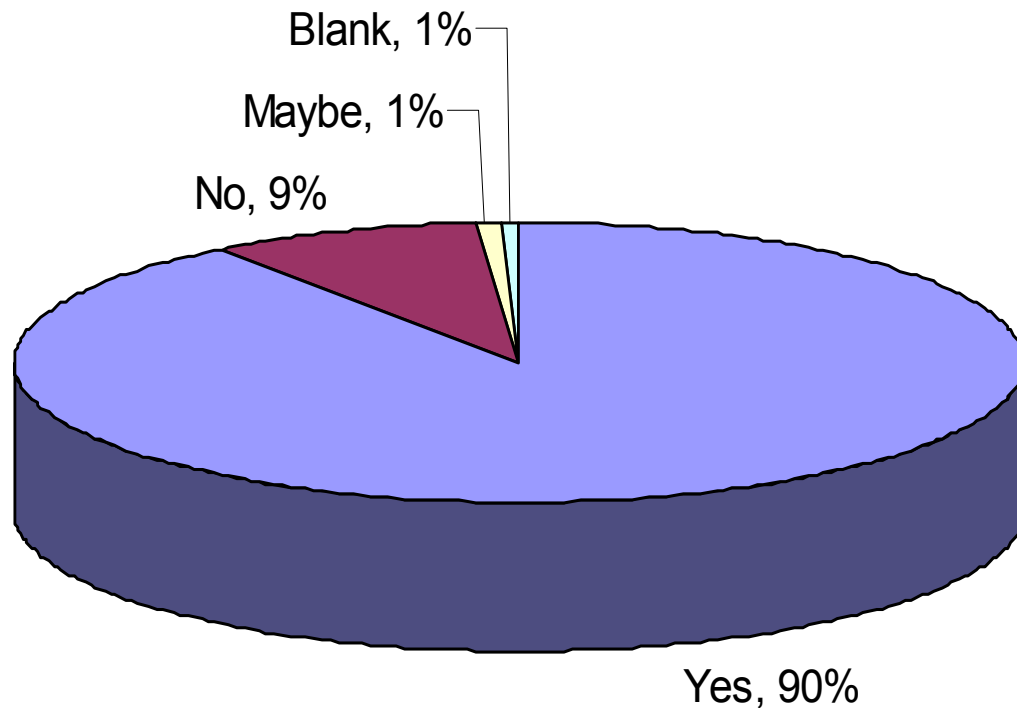
■ Yes ■ No ■ Blank

Question 3: What is the main reason why you choose not to vote in the primary election on September 13, 2005?



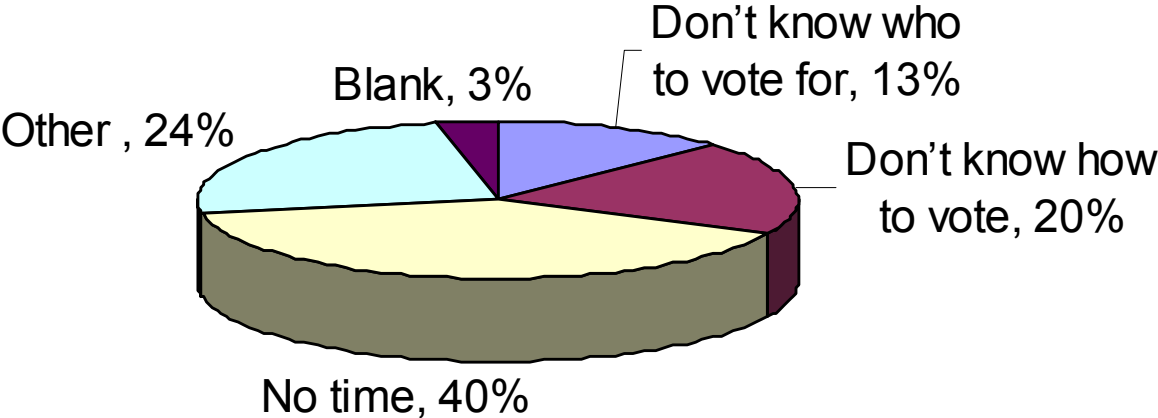
- | | |
|--|--|
| <input type="checkbox"/> Don't know who to vote for | <input type="checkbox"/> Don't know how to vote |
| <input type="checkbox"/> No time | <input type="checkbox"/> Not Registered with a party |
| <input type="checkbox"/> Don't know what is the primary election | <input type="checkbox"/> Other |
| <input type="checkbox"/> Blank | |

Question 4: Will you vote in this year's general election (November 8, 2005)?



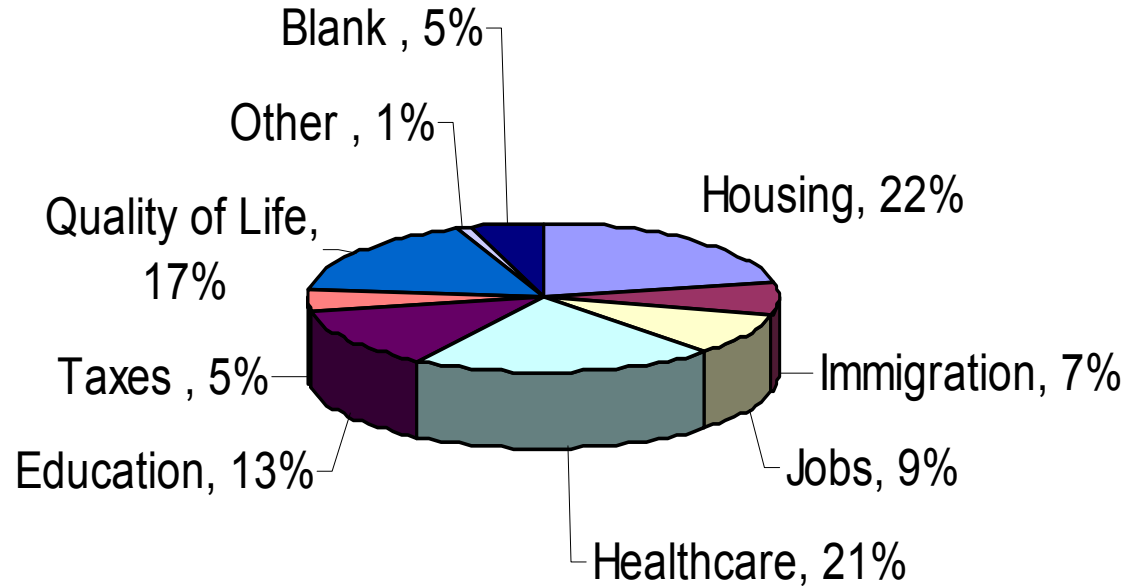
■ Yes ■ No ■ Maybe ■ Blank

Question 5: What is the main reason why you choose not to vote in the general election on November 8, 2005?



■ Don't know who to vote for ■ Don't know how to vote ■ No time ■ Other ■ Blank

Question 6: What are the major important issues to you when you think about your vote in the general election for Mayor in November?

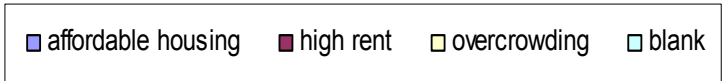
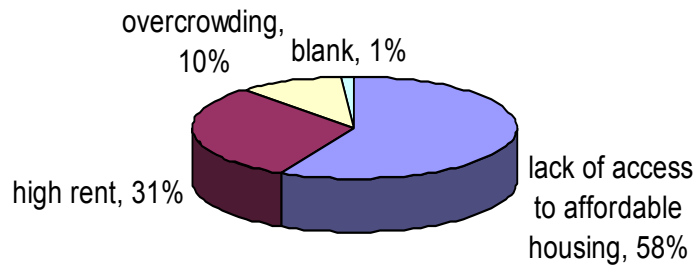


- | | | | | |
|---|---|---|--|---|
|  Housing |  Immigration |  Jobs |  Healthcare |  Education |
|  Taxes |  Quality of Life |  Other |  Blank | |

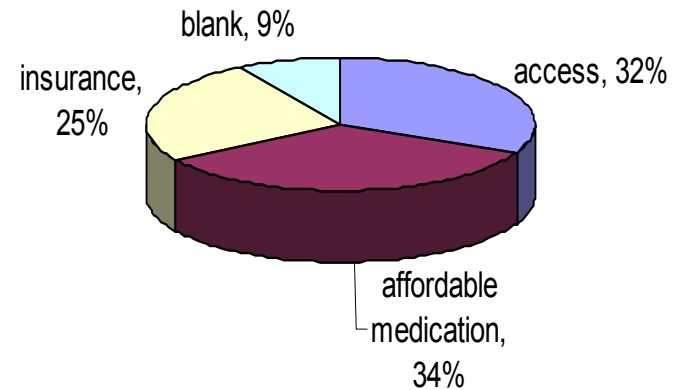
Issues in Detail

- Of the 22% that felt housing was the most important.
- Of the 21% that felt healthcare was the most important.

Housing



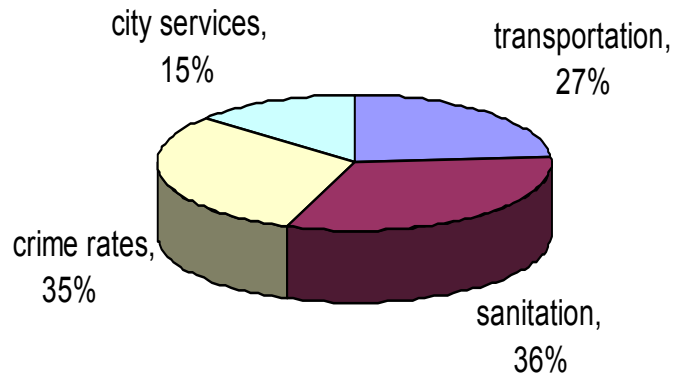
Healthcare



More in details

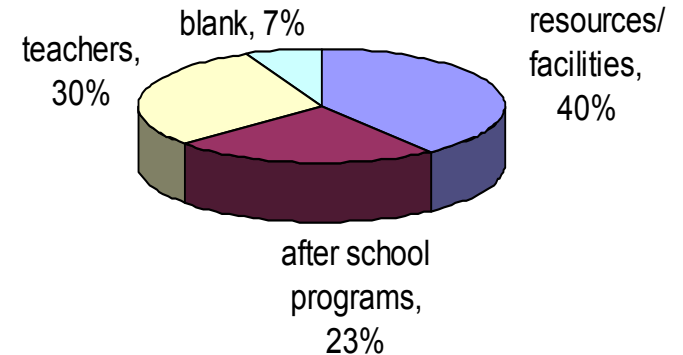
- Of the 17% that felt quality of life was the most important.
- Of the 13% that felt education was the most important.

Quality of Life



■ transportation ■ sanitation ■ crime rates ■ city services

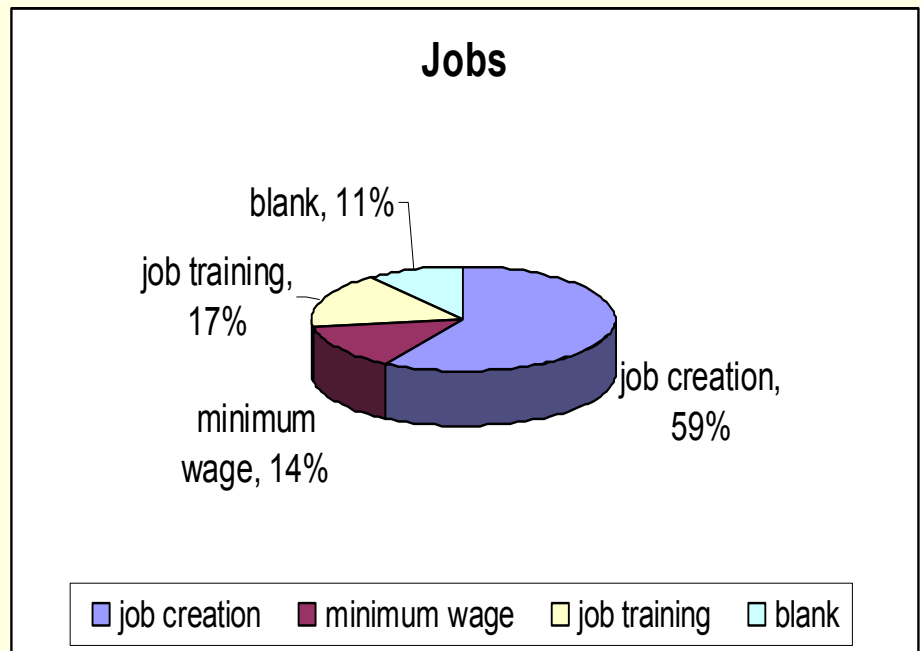
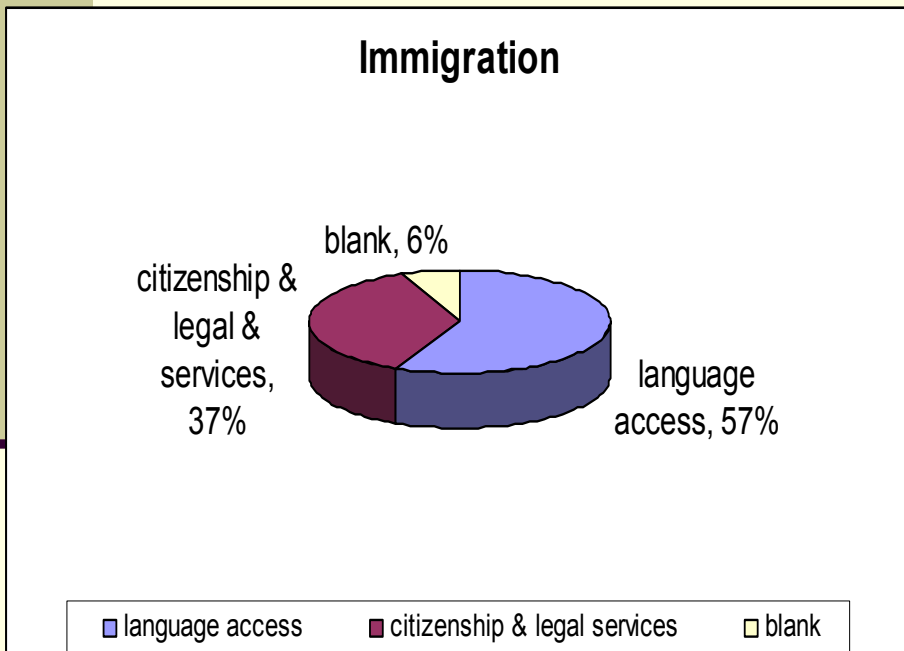
Education



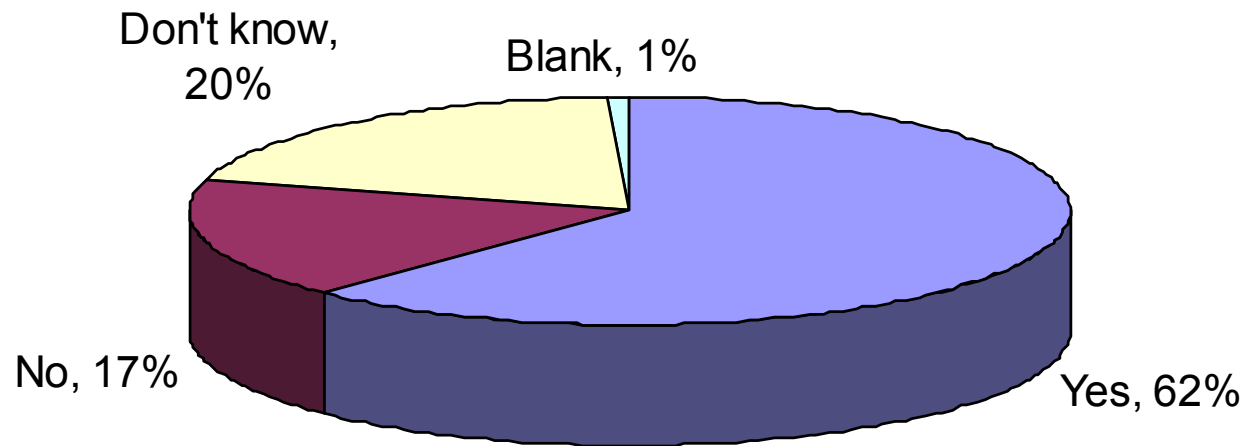
■ resources/facilities ■ after school programs ■ teachers ■ blank

More in details

- Of the 9% that felt immigration was the most important.
- Of the 7% that felt job was the most important.

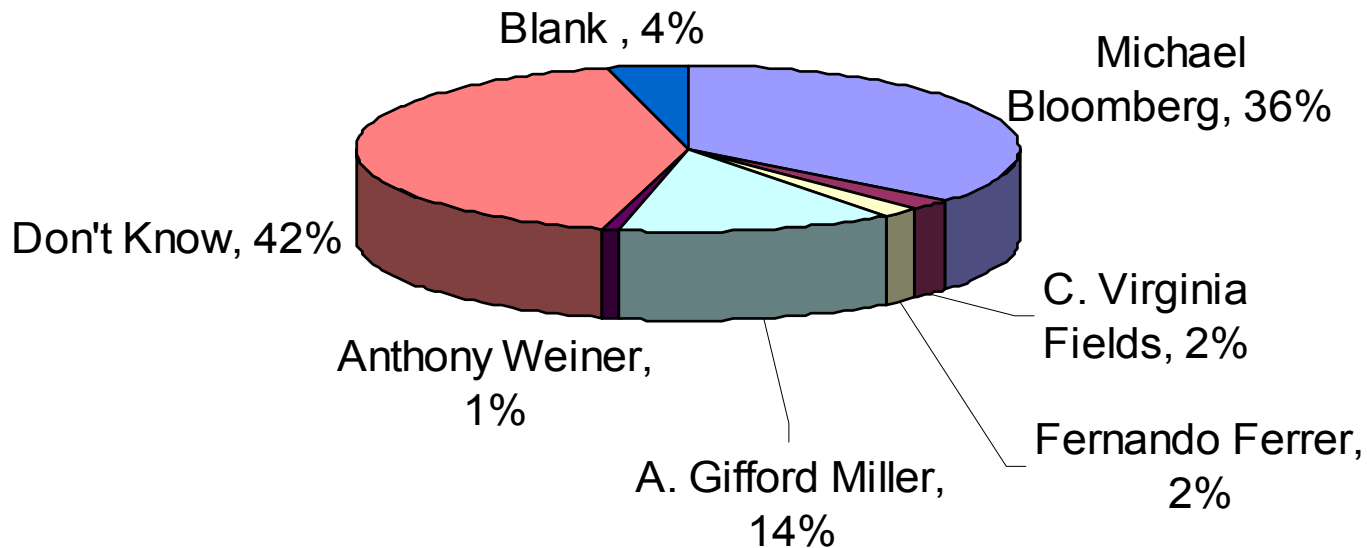


Question 7: Do you feel that your vote makes a difference?



■ Yes ■ No ■ Don't know ■ Blank

Question 7: If the election for mayor were being held today and the candidates were Michael Bloomberg, Fernando Ferrer, C. Virginia Fields, A. Gifford Miller and Anthony Weiner, for whom would you vote?



| | | | |
|-------------------|--------------------|-----------------|-------------------|
| Michael Bloomberg | C. Virginia Fields | Fernando Ferrer | A. Gifford Miller |
| Anthony Weiner | Don't Know | Blank | |

Conclusion

- Findings:

- Housing, healthcare and quality of life are the issues that Asian Americans valued the most
- 90% of our participants said they will vote in November
- 42% of the participants have not decided who they will vote for Mayor

Challenges

- Outreaching to the younger generation
- Outreaching to more Korean Americans
- Diversity of the Chinese language

Next Steps...

- Get Out The Vote (GOTV)
- Increase voter turnout
 1. Voter assistance day
 2. Phone banking
 3. Direct mailing
- Education:
 1. absentee ballot
 2. difference between primary and general
 3. candidates backgrounds and positions
- Continue voter registration drives