Speakers

Karthick Ramakrishnan, AAPIData
Janelle Wong, AAPIData
Francisco Pedraza, UC Riverside
Timmy Lu, AAPI FORCE-EF
Cha Vang, Hmong Innovating Politics
Shaw San Liu, Chinese Progressive Association-SF
Karthick Ramakrishnan
Janelle Wong
AAPI Data
More than 10% of registered voters are Asian American
No Asian American national origin group dominates Asian American electorate
Asian Americans could make the difference in key races in Southern California - CA 39, CA-45 and CA-48
76% of Asian Americans in California speak a language other than English at home, and of those, more than 47% speak English less than “very well.”
2020 Asian American Voter Survey

- Asian American registered voters in California, online and telephone
- Interviews in English, Chinese, Korean, Vietnamese
- National sample included 1,569 Asian American registered voters
- Field dates: July 15 to Sept 10, 2020

Sample sizes and margins of error (95% confidence interval)

- Overall CA = 610 (+/- 4%)
- Chinese =110 (+/- 9%)
- Vietnamese =107 (+/-9%)
- Korean =110 (+/-9%)
- Japanese =106 (+/-10%)
- Indian = 50 (+/-14%)
- Filipino =127 (+/-9%)

*Interpret nat’l origin differences with caution given smaller sample sizes*
Key Findings

- Asian American registered voters in California show notable enthusiasm for election 2020 and plan to vote by mail, rather than in person
- Leaning toward Biden and Democrats, but with critical mass of undecided voters
- Leaning progressive on political issues like gun control, the environment, immigration, and shifting funding from law enforcement to other programs
- Fears about COVID-related economic and social vulnerabilities remain high
- Political mobilization is low given that many undecided on key ballot propositions
Voting, Parties and the Candidates
Compared to previous elections, are you more enthusiastic than usual about voting this year or less enthusiastic?

- **ASIAN AM**: 54% More enthusiastic, 28% About the same, 18% Less enthusiastic
- **California**: 54% More enthusiastic, 28% About the same, 18% Less enthusiastic
- **New York**: 52% More enthusiastic, 30% About the same, 18% Less enthusiastic
- **All other states**: 54% More enthusiastic, 28% About the same, 16% Less enthusiastic
Compared to previous elections, are you more enthusiastic than usual about voting this year or less enthusiastic?

- **Asian AM**: 54% More enthusiastic, 28% About the same, 18% Less enthusiastic
- **Asian Indian**: 50% More enthusiastic, 26% About the same, 24% Less enthusiastic
- **Chinese**: 48% More enthusiastic, 24% About the same, 26% Less enthusiastic
- **Filipino**: 62% More enthusiastic, 28% About the same, 12% Less enthusiastic
- **Japanese**: 60% More enthusiastic, 22% About the same, 16% Less enthusiastic
- **Korean**: 54% More enthusiastic, 26% About the same, 18% Less enthusiastic
- **Vietnamese**: 48% More enthusiastic, 38% About the same, 14% Less enthusiastic
Vote early in Person, Vote Absentee/by Mail, Vote in Person on Election Day and Don't know

- Vote early in Person
- Vote Absentee/by Mail
- Vote in Person on Election Day
- Don't know

<table>
<thead>
<tr>
<th>Region</th>
<th>Vote early in Person</th>
<th>Vote Absentee/by Mail</th>
<th>Vote in Person on Election Day</th>
<th>Don't know</th>
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</thead>
<tbody>
<tr>
<td>ASIAN AM</td>
<td>18%</td>
<td>54%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>California</td>
<td>12%</td>
<td>70%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>20%</td>
<td>36%</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>All other states</td>
<td>20%</td>
<td>48%</td>
<td>30%</td>
<td></td>
</tr>
</tbody>
</table>
Party identification

- **ASIAN AM**: 50% Democrat/Leaning Democrat, 22% Independent/Other, 28% Republican/Leaning Republican
- **Asian Indian**: 44% Democrat/Leaning Democrat, 26% Independent/Other, 30% Republican/Leaning Republican
- **Chinese**: 52% Democrat/Leaning Democrat, 24% Independent/Other, 22% Republican/Leaning Republican
- **Filipino**: 48% Democrat/Leaning Democrat, 22% Independent/Other, 30% Republican/Leaning Republican
- **Japanese**: 58% Democrat/Leaning Democrat, 12% Independent/Other, 30% Republican/Leaning Republican
- **Korean**: 52% Democrat/Leaning Democrat, 18% Independent/Other, 30% Republican/Leaning Republican
- **Vietnamese**: 42% Democrat/Leaning Democrat, 22% Independent/Other, 36% Republican/Leaning Republican
Thinking about the upcoming November election for President... If the election were being held today would you be inclined to vote for...?

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Joe Biden</th>
<th>Donald Trump</th>
<th>Don't know/Some other cand</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASIAN AM</td>
<td>56%</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>Asian Indian</td>
<td>64%</td>
<td>30%</td>
<td>6%</td>
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<tr>
<td>Chinese</td>
<td>62%</td>
<td>22%</td>
<td>16%</td>
</tr>
<tr>
<td>Filipino</td>
<td>52%</td>
<td>32%</td>
<td>16%</td>
</tr>
<tr>
<td>Japanese</td>
<td>58%</td>
<td>22%</td>
<td>18%</td>
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<tr>
<td>Korean</td>
<td>58%</td>
<td>30%</td>
<td>12%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>40%</td>
<td>36%</td>
<td>24%</td>
</tr>
</tbody>
</table>
Favorability toward Joseph Biden

- **Very favorable**
- **Somewhat favorable**
- **Somewhat unfavorable**
- **Very unfavorable**
- **Haven't heard of**
- **Don't know enough about**

**ASIAN AM**
- 16% Very favorable
- 34% Somewhat favorable
- 18% Somewhat unfavorable
- 18% Very unfavorable
- 4% Haven't heard of
- 4% Don't know enough about

**Asian Indian**
- 16% Very favorable
- 32% Somewhat favorable
- 50% Somewhat unfavorable
- 4% Very unfavorable
- 4% Haven't heard of
- 8% Don't know enough about

**Chinese**
- 16% Very favorable
- 30% Somewhat favorable
- 20% Somewhat unfavorable
- 20% Very unfavorable
- 4% Haven't heard of
- 2% Don't know enough about

**Filipino**
- 18% Very favorable
- 32% Somewhat favorable
- 16% Somewhat unfavorable
- 20% Very unfavorable
- 4% Haven't heard of
- 2% Don't know enough about

**Japanese**
- 18% Very favorable
- 42% Somewhat favorable
- 22% Somewhat unfavorable
- 18% Very unfavorable
- 4% Haven't heard of
- 2% Don't know enough about

**Korean**
- 8% Very favorable
- 40% Somewhat favorable
- 20% Somewhat unfavorable
- 20% Very unfavorable
- 4% Haven't heard of
- 2% Don't know enough about

**Vietnamese**
- 6% Very favorable
- 26% Somewhat favorable
- 24% Somewhat unfavorable
- 22% Very unfavorable
- 8% Haven't heard of
- 4% Don't know enough about
<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Haven't heard of</th>
<th>Don't know enough about</th>
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<td>16%</td>
<td>14%</td>
<td>46%</td>
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<tr>
<td>Asian Indian</td>
<td>16%</td>
<td>30%</td>
<td>12%</td>
<td>40%</td>
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<td></td>
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<tr>
<td>Chinese</td>
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<td>6%</td>
<td>10%</td>
<td>56%</td>
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<td></td>
</tr>
<tr>
<td>Filipino</td>
<td>18%</td>
<td>18%</td>
<td>12%</td>
<td>44%</td>
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<tr>
<td>Japanese</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>58%</td>
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</tr>
<tr>
<td>Korean</td>
<td>10%</td>
<td>20%</td>
<td>14%</td>
<td>52%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vietnamese</td>
<td>28%</td>
<td>18%</td>
<td>18%</td>
<td>26%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Contacted by Either Major Party

- A great deal, some, or a little: 52
- No contact at all: 41
- Don't know: 8
Issues
Jobs and Economy are most important issues for November election

- Extremely important
- Very important
- Somewhat important
- Not that important
- Don't Know

ASIAN AM
- Extremely important: 40%
- Very important: 40%
- Somewhat important: 14%
- Not that important: 4%
- Don't Know: 4%

California
- Extremely important: 46%
- Very important: 36%
- Somewhat important: 14%
- Not that important: 4%
- Don't Know: 4%

New York
- Extremely important: 34%
- Very important: 42%
- Somewhat important: 12%
- Not that important: 6%
- Don't Know: 6%

All other states
- Extremely important: 38%
- Very important: 42%
- Somewhat important: 16%
- Not that important: 4%
- Don't Know: 4%
Other issues "Extremely Important" for election in November

- Health care: ASIAN AM 54, California 58
- Education: ASIAN AM 52, California 52
- Gun Control: ASIAN AM 40, California 44
- Environment: ASIAN AM 40, California 46
- Racism: ASIAN AM 44, California 46
- Immigration: ASIAN AM 30, California 34
- Taxes: ASIAN AM 36, California 36
- National Security: ASIAN AM 38, California 42
Policy Positions
Bigger gov't with more services?

- Smaller government, fewer services: 18% (ASIAN AM), 18% (California)
- Bigger government, more services: 44% (ASIAN AM), 38% (California)
- Depends: 30% (ASIAN AM), 36% (California)
- Don't Know: 8% (ASIAN AM), 8% (California)
The government should expand access to health insurance for all immigrants, regardless of their legal status.

- **ASIAN AM**
  - Disagree: 26%
  - Neither agree nor disagree: 12%
  - Agree: 56%
  - Don't Know: 6%

- **California**
  - Disagree: 28%
  - Neither agree nor disagree: 14%
  - Agree: 52%
  - Don't Know: 6%
We should have stricter gun laws in the United States

- **ASIAN AM**: 78% Agree, 8% Disagree, 10% Neither agree nor disagree, 8% Don't Know
- **Asian Indian**: 84% Agree, 6% Disagree, 8% Neither agree nor disagree, 8% Don't Know
- **Chinese**: 84% Agree, 8% Disagree, 8% Neither agree nor disagree, 8% Don't Know
- **Filipino**: 72% Agree, 14% Disagree, 10% Neither agree nor disagree, 8% Don't Know
- **Japanese**: 74% Agree, 14% Disagree, 8% Neither agree nor disagree, 8% Don't Know
- **Korean**: 74% Agree, 8% Disagree, 12% Neither agree nor disagree, 8% Don't Know
- **Vietnamese**: 74% Agree, 2% Disagree, 12% Neither agree nor disagree, 8% Don't Know
Congress and the president should pass stronger legislation to reduce the effects of Climate change/global Warming

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Disagree</th>
<th>Neither agree nor disagree</th>
<th>Agree</th>
<th>Don't Know</th>
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<tr>
<td>ASIAN AM</td>
<td>6%</td>
<td>14%</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td>Asian Indian</td>
<td>8%</td>
<td>8%</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>Chinese</td>
<td>8%</td>
<td>18%</td>
<td>72%</td>
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<tr>
<td>Filipino</td>
<td>4%</td>
<td>10%</td>
<td>80%</td>
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<td>14%</td>
<td>64%</td>
<td></td>
</tr>
<tr>
<td>Korean</td>
<td>4%</td>
<td>18%</td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>Vietnamese</td>
<td>2%</td>
<td>10%</td>
<td>74%</td>
<td></td>
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</tbody>
</table>
The government should do more - equal rights Blacks and Whites

- Disagree  - Neither agree nor disagree  - Agree  - Don't Know

<table>
<thead>
<tr>
<th>Group</th>
<th>Disagree</th>
<th>Neither agree nor disagree</th>
<th>Agree</th>
<th>Don't Know</th>
</tr>
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<td>6%</td>
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<tr>
<td>Asian Indian</td>
<td>4%</td>
<td>4%</td>
<td>88%</td>
<td>4%</td>
</tr>
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<td>28%</td>
<td>46%</td>
<td>6%</td>
</tr>
<tr>
<td>Filipino</td>
<td>10%</td>
<td>28%</td>
<td>58%</td>
<td>4%</td>
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<tr>
<td>Japanese</td>
<td>12%</td>
<td>30%</td>
<td>50%</td>
<td>8%</td>
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<tr>
<td>Korean</td>
<td>14%</td>
<td>22%</td>
<td>58%</td>
<td>6%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>18%</td>
<td>22%</td>
<td>50%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Affirmative Action to help Black people, Women, other Minorities access Higher Education

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Favor</th>
<th>Oppose</th>
<th>Don't Know</th>
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</thead>
<tbody>
<tr>
<td>ASIAN AM</td>
<td>62%</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Asian Indian</td>
<td>84%</td>
<td>4%</td>
<td>12%</td>
</tr>
<tr>
<td>Chinese</td>
<td>56%</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>Filipino</td>
<td>60%</td>
<td>12%</td>
<td>28%</td>
</tr>
<tr>
<td>Japanese</td>
<td>52%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Korean</td>
<td>52%</td>
<td>32%</td>
<td>14%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>74%</td>
<td>8%</td>
<td>18%</td>
</tr>
</tbody>
</table>
Prop 16: Reinstate affirmative action/repeal ban on affirmative action in education, gov't hiring, public contracting

- **Asian American**
  - Yes: 36%
  - No: 22%
  - Undecided: 36%
  - Don't know: 8%

- **Asian Indian**
  - Yes: 58%
  - No: 16%
  - Undecided: 22%
  - Don't know: 4%

- **Chinese**
  - Yes: 30%
  - No: 38%
  - Undecided: 28%
  - Don't know: 6%

- **Filipino**
  - Yes: 38%
  - No: 10%
  - Undecided: 42%
  - Don't know: 10%

- **Japanese**
  - Yes: 38%
  - No: 30%
  - Undecided: 22%
  - Don't know: 12%

- **Korean**
  - Yes: 28%
  - No: 26%
  - Undecided: 36%
  - Don't know: 8%

- **Vietnamese**
  - Yes: 30%
  - No: 10%
  - Undecided: 52%
  - Don't know: 6%
Prop. 15: Lift restrictions on property taxes and provide revenue to education, other programs

- **Asian American (ASIAN AM)**
  - Yes: 48%
  - Undecided: 26%
  - No: 18%
  - Don’t know: 8%

- **Asian Indian**
  - Yes: 68%
  - Undecided: 10%
  - No: 16%
  - Don’t know: 6%

- **Chinese**
  - Yes: 58%
  - Undecided: 16%
  - No: 16%
  - Don’t know: 12%

- **Filipino**
  - Yes: 40%
  - Undecided: 36%
  - No: 18%
  - Don’t know: 8%

- **Japanese**
  - Yes: 36%
  - Undecided: 28%
  - No: 28%
  - Don’t know: 8%

- **Korean**
  - Yes: 38%
  - Undecided: 32%
  - No: 22%
  - Don’t know: 8%

- **Vietnamese**
  - Yes: 48%
  - Undecided: 30%
  - No: 16%
  - Don’t know: 6%
Local governments should shift spending from law enforcement to programs

<table>
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<tr>
<th>Opinion</th>
<th>ASIAN AM</th>
<th>California</th>
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<tbody>
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<td>20</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
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</tr>
<tr>
<td>Agree</td>
<td>58</td>
<td>54</td>
</tr>
<tr>
<td>Don't know</td>
<td>8</td>
<td>10</td>
</tr>
</tbody>
</table>
COVID-19
COVID 19: Worry "Very often"

Health and safety polls: 26
Hate crimes, harassment and discrimination: 24
Access to health care: 28
Job loss / difficulties related to finding employment: 42
Summary

- California Asian American registered voters are enthusiastic
- Vast majority plan to vote by mail
- Leaning toward Democrats, but almost as many non-partisans as Republicans
- Top issues are health care, education and the environment
- Contact by political parties remains low, even though could make the difference in some key California swing districts
- Support for Prop. 15 and 16 overall, but many undecided
- COVID-19 remains critical to Asian American voter experience
Reaching Low-Propensity Voters in California’s November 2020 Elections
Recommendations from focus group research and community partner engagement

Jonathan Mehta Stein, California Common Cause

Professors Francisco I. Pedraza & Karthick Ramakrishnan, UC Riverside
Project Overview

Motivation:
Voting in California will change this November, so outreach should change with it.

Aims:
• Assess needs for low-propensity voters in November 2020
• Probe awareness of voting options and voting mode preferences
• Explore messages that motivate and inform
• Deliver recommendations to larger ecosystem of community organizations and election officials
Design and Implementation

Target: First-time and low-propensity voters
Method: Focus group interviews + community advisors
Strategy: Multi-stage, multiple stakeholders, collaborative
<table>
<thead>
<tr>
<th>Language</th>
<th>Advisory Group</th>
<th>Participants</th>
<th>Age</th>
<th>Geography</th>
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</thead>
<tbody>
<tr>
<td>English (Youth)</td>
<td>ALIANZA</td>
<td>14</td>
<td>17-25</td>
<td>Inland Empire</td>
<td>July 13</td>
</tr>
<tr>
<td>Hmong</td>
<td></td>
<td>8</td>
<td>26-56</td>
<td>Fresno</td>
<td>July 12</td>
</tr>
<tr>
<td>Korean</td>
<td>KRC</td>
<td>16</td>
<td>33-65</td>
<td>LA</td>
<td>July 9</td>
</tr>
<tr>
<td>Spanish</td>
<td>CHIRLA</td>
<td>10</td>
<td>27-63</td>
<td>Bay Area / Central / SoCal</td>
<td>July 9</td>
</tr>
<tr>
<td>Tagalog/English</td>
<td>FILIPINO ADVOCATES FOR JUSTICE</td>
<td>9</td>
<td>18-62</td>
<td>Bay Area / NorCal</td>
<td>July 9</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>ocapica</td>
<td>18</td>
<td>18-78</td>
<td>OC / LA</td>
<td>July 8</td>
</tr>
<tr>
<td>Mandarin</td>
<td>CAA</td>
<td>13</td>
<td>35-55</td>
<td>LA / Bay Area</td>
<td>July 7</td>
</tr>
</tbody>
</table>
Key Impressions & Lessons

1. Elevated preference to vote by mail or drop-off because Covid-19

2. Concerns about mail-in ballot link to whether vote will be counted

3. Concerns about drop-off are about box locations and availability

4. Explaining verification and tracking services alleviates VBM concerns
“Coming from a family that doesn’t want to vote or are scared, scared for their background information to be shared,..., we need more reassurance in our community to understand it’s okay to vote.”

- 18 yo, woman, Alameda County, Tagalog/English focus group

“[I]n my Vietnamese community… the important question is, “Who will be the spokesperson?”

- 52 yo, woman, Orange County, Vietnamese focus group
Trusted Messenger and Information Sources

• Community anchor organizations
• Official election sources: online and for deadlines and rules
• Family/friends: among those who use word-of-mouth
• Traditional and ethnic media: radio, television and print
• Social media: linked to age and ethnic group
How will you vote this November?

“Will polling stations and equipment be sanitized?”
- 49 yo, woman, Fremont, Tagalog/English focus group

“Drop box! Especially when you are leaving in the morning ... just drop your ballot on the way, save time.”
- 52 yo, man, Los Angeles, Korean language focus group

“I don’t want to go out... I will do it by mail.”
- 38 yo, woman, Redwood City, Spanish language focus group

“Is there an option to vote online, just like the Census 2020?”
- 56 yo, woman, San Francisco, Chinese focus group
Shift to mail-in and drop box for November 2020

<table>
<thead>
<tr>
<th>GROUP</th>
<th>Pre-focus group</th>
<th>During Focus Group</th>
<th>Difference</th>
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<tbody>
<tr>
<td></td>
<td>Usually vote in-person</td>
<td>Plan to vote in-person November 2020</td>
<td></td>
</tr>
<tr>
<td>Hmong</td>
<td>2 in 8</td>
<td>1 in 8</td>
<td>25% → 13%</td>
</tr>
<tr>
<td>Korean</td>
<td>5 in 16</td>
<td>1 in 16</td>
<td>31% → 6%</td>
</tr>
<tr>
<td>Chinese</td>
<td>6 in 10</td>
<td>0 in 10</td>
<td>60% → 0%</td>
</tr>
<tr>
<td>Tagalog</td>
<td>4 in 9</td>
<td>2 in 9</td>
<td>44% → 22%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>7 in 18</td>
<td>2 in 18</td>
<td>39% → 11%</td>
</tr>
<tr>
<td>Spanish</td>
<td>6 in 10</td>
<td>2 in 10</td>
<td>60% → 20%</td>
</tr>
<tr>
<td>English/Youth</td>
<td>6 in 14</td>
<td>1 in 14</td>
<td>43% → 7%</td>
</tr>
</tbody>
</table>

ALERT*: People still want in-person services!
“I found those volunteers who work at the voter center very diligent and helpful.” - elder from Chinese Focus Group
In-person: Some interest because of services provided, but greater hesitancy in 2020

Mail-in: Highest interest and enthusiasm, some concern about delivery and vote is counted

Drop box: Great interest and enthusiasm, questions about locations and availability in my county
Reactions to voter outreach material

- Six different videos: Fresno, OC, LA, and CA SoS
- Five different print materials: Fresno, Napa, San Bernardino
- Four different slogans and phrases: Fresno, San Bernardino
- Some voters see material outside of their jurisdiction
- Custom and in consultation with community advisory group
Praise of voter outreach material

Print
• Visuals and symbols are helpful
• Clean and simple graphics to convey key information

Video:
• More engaging than “old” outreach material
• Translations and voice narration follow imagery presented
• Packed with great information that answers questions
Critiques & Suggestions for Voter Outreach Material

Print

- Use symbols, calendars, checklists, drop box location maps
- Translate candidate and proposition details
- From elders: keep the “official” look and add hotline

Video:

- Make sure narration matches information presented
- Add blue-collar scenarios and family in public settings like parks
- Finish clip with community leaders at the end to offer help
Example Reaction to Outreach Flyer

“Maybe having a visual of masks, drop box, or a calendar of all the “More Ways”.... to indicate each of those things would be helpful.” - 22 yo, woman, Upper Marlboro

Facilitator Probe: “If the word “Safety” was implemented in the messaging how would that influence your decision to vote?”

“I think not clarifying it’s safe during COVID is [more of] a barrier not to vote than not having it on at all.” – 25 yo, male, Chino Hills
Example Reaction to Outreach Flyer

Fresno County VCA flyers - (Hmong) **Flyer 2-Up** & (English) **Flyer 2-Up**

- Hmong translated materials, text is too lengthy
- Participants want flyers with more visuals and infographics like calendar with the timeline.
- Include graphics that are culturally relevant.
- It also did not inspire or motivate the participants to vote. One of the participants expressed that she felt this flyer was for someone who was already ‘motivated’ to vote.
Reaction to voter mobilization / information videos

“Add someone driving up to the box and dropping ballot. That would show it is safer.” - 51 yo, woman, Spanish language focus group

When I saw the drop box across from the Arirang Market in Fullerton, it was impressively big, you can’t miss it. What a genial idea, I thought” – 59 yo, man, Korean focus group

I think it’s targeting a specific demographic. It’s not representing all people, It’s not very inclusive..” – 18 yo, woman, Youth focus group

So instead of that environment maybe more family orientated like at a local park.” - 18 yo, Coachella, Youth focus group

Orange County Registrar, “Vote From Home”

https://www.youtube.com/watch?v=Q1onUozoplQ
Reaction to voter mobilization / information videos

“They should add someone from The Fresno Center or Hmong Innovating Politics on the video … someone they can trust locally about voting”

- 29 yo, male, Hmong focus group

“A hotline phone number of location would be more beneficial for elders than a website link because elders have limited computer skills.”

- 29 yo, woman, Hmong focus group

Fresno, “Mail it, Drop it.” Hmong Voice Over

https://www.co.fresno.ca.us/home/showdocument?id=41171
Reaction to voter mobilization / information videos

“Lots of good information, but it went too fast.”
- 41 yo, woman, Spanish language focus group

“Add that “everyone counts” message, like they do with the Census.”
- 17 yo, woman, English/Youth focus group

“This makes me feel better that my vote will be counted because I can track it.”
- 20 yo, woman, Tagalog language focus group

“This would motivate and demystify the process of voting, especially for first time voters.”
- 49yo, woman, Korean language focus group

CA Secretary of State, “Voting by Mail in California -- 2020 Special Elections”
https://www.youtube.com/watch?v=LqLL-QGQVkw
Reaction to voter mobilization / information videos

“This video is motivational.”
- 25 yo, man, English/Youth focus group

“It caught my attention because it was musical...helpful in teaching basic information that it’s about us...”
- 18 yo, woman, English/Youth focus group

“Love that this emphasizes local elections.”
- 20 yo, woman, English/Youth focus group

Yellopain, “The Things They Don’t Teach us in School” on TikTok

https://www.tiktok.com/@yellopain/video/6839913702548983046?source=h5_m
<table>
<thead>
<tr>
<th>Recommendation #1</th>
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<th>Recommendation #3</th>
<th>Recommendation #4</th>
<th>Recommendation #5</th>
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<tbody>
<tr>
<td>If in-person voting available, make COVID-19 rules clear and enforced.</td>
<td>Demographically representative and culturally relevant outreach and information material.</td>
<td>Messaging collaboration between Election officials and cultural experts from community advisory groups.</td>
<td>Use simple visuals in voting and outreach materials. Clean symbols and graphics reassured people vote by mail is safe and secure.</td>
<td>Convene similar efforts as the one producing this report early on to coordinate across levels of expertise and authority.</td>
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# Recommendations to Community Organizations

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<td>Keep emphasizing importance of community anchors as trusted messengers.</td>
<td>Collaborate with ethnic media -- synergy with other trusted messengers.</td>
<td>When creating your own material, stick with simple, clean graphics that are easy to understand for visual learners.</td>
<td>Prepare information regarding impact of specific policies -- our communities want to know this.</td>
<td>We encourage you to convene remote meetings with your communities -- now more than ever, our community wants to connect and be heard.</td>
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Share with your communities

WheresMyBallot.sos.ca.gov
More resources on COVID-19 and voter attitudes

Future of California Elections website


https://www.youtube.com/watch?v=B7fxMHEy3l4&feature=youtu.be
Thank you!
Reflections from Community Partner Organizations
Question and Answers
We Are Available!

Center for Social Innovation at UC Riverside and California Common Cause are available for consultation between now and Election Day in November.
Mid-June: Building community advisory group

End-June/Early July:
Recruit focus group participants
Screener survey, Zoom primers (translation, troubleshooting, etc.)

Mid-July:
Conduct focus groups
Some monolingual (eg. Korean), some mixed (eg. Tagalog)

End of June:
Train-the-trainer sessions

Early July:
Craft custom focus group guides (translate, select appropriate messages, etc.)

End of July:
Report with full findings released soon.
“I vote because others can’t.”
- 47 yo, woman, Los Angeles County, Spanish language focus group

“Be that the issue of the pandemic, or social movements such as Black Lives Matter, I am very concerned ... about what future generations will have to deal with, their safety and survival... through voting we express our demands.”
- 59 yo, man, Orange County, Korean language focus group
Motivations to Vote

Civic duty and voice
• Sense of obligation
• Privilege

Power
• Want to vote out of office a high-profile incumbent
• Desire for policy change and community improvement
• Contribute to decision-making process
Trusted Messenger and Info Sources: Screener

“When it comes to getting messages about voting, what are the different ways that you have received messages for voting?”

• Most marked three or more sources
• Voter guides and other materials from local election officials
• Ethnic media for non-English, monolingual communities
• Social media: not just for youth!
Not asked explicitly. However...community advisors from:

- Chinese group: People prefer taking **time to learn** about candidates and propositions on the ballot
- Vietnamese group: They enjoy having the **time to research** and fill out the ballot
- Korean group: Participants are concerned about **receiving timely instructions** for voting
- Hmong group: With VBM, community can get support from family and trusted organization and **time to complete the ballot**
Critiques of voter outreach material

Print
- Text is too lengthy in some postcard and flyer material
- Not motivating for first-time voters, “feels like not for me”
- Translations limited to procedures and “how-to’s”

Video:
- Where are the people who look like my friends and family?
- Backgrounds and scenarios feel corporate and “high-class”
Reaction to outreach and mobilization phrases

“Be heard November 3rd”: okay

“We Rise Together”: well liked

“People Power Starts Here”: mobilizing

“Our Voice. Our Vote”: mobilizing

“Strengths in Numbers”: okay
Cathy Cha, Haas. Jr Fund
2020 Asian American Voter Survey: California

September 16, 2020