

# ASIAN AMERICANS IN THE 2022 MIDTERMS

FINDINGS FROM THE REGISTERED NON-VOTERS AND UNREGISTERED CITIZENS SAMPLE  
OF NATIONAL POLL OF ASIAN AMERICAN NON-VOTERS AND VOTERS

# About the Survey

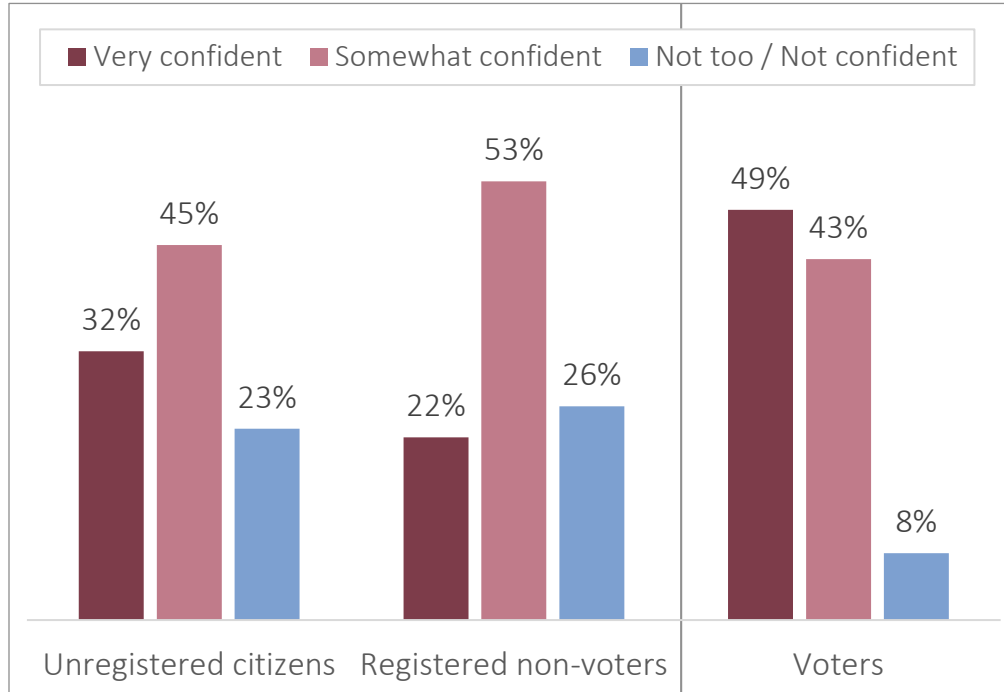
- **Total Sample:** 2,800 Asian American citizens
- **Sub-Samples:** 2,100 voters and 700 non-voters
  - 2,100 Asian Americans who were registered and voted in 2022. Roughly 350 each Chinese, Filipino, Indian, Japanese, Korean, Vietnamese.
  - 350 Asian Americans who were registered but did not vote in 2022.
  - 350 Asian Americans who were citizens but not registered in 2022.
- **Field Dates:** November 23 - December 16, 2022
- **Interview mode:** 75% online, 25% live telephone interviews
- **Interview languages:** English, Chinese, Korean, Tagalog, Vietnamese

# **CONFIDENCE IN VOTE COUNTS AND TRUST IN ELECTION NEWS**



# Confidence in Complete Vote Counts Among Non-Voters

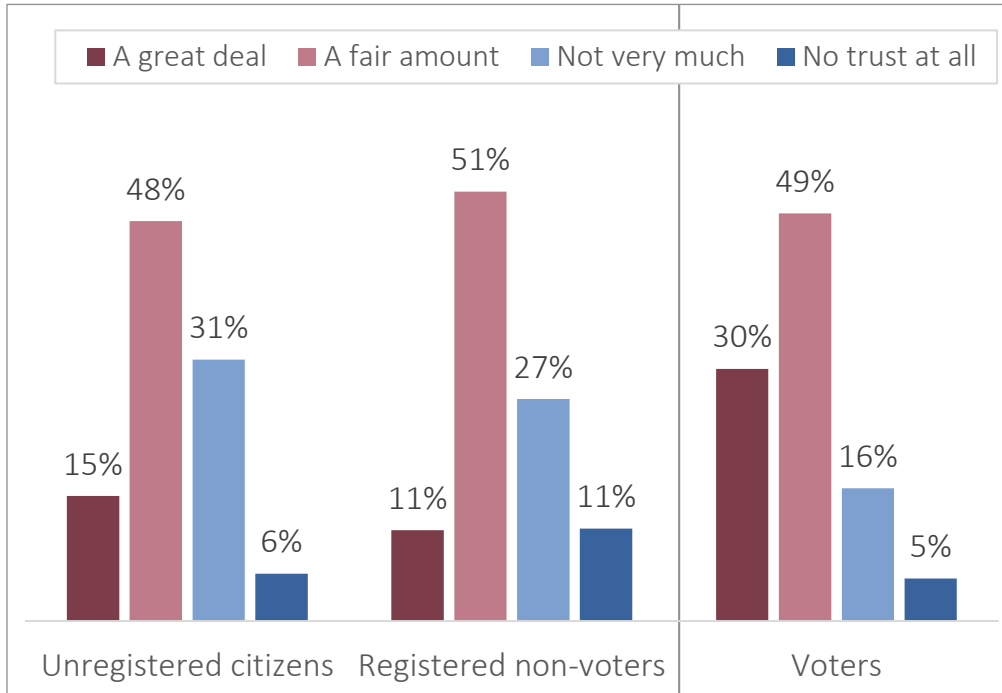
How confident are you that every voter's ballot was counted in your state in this year's election?



- Asian American non-voters (registered and not registered) were less confident than voters that every voter's ballot was counted in their state.
- The two non-voting groups were most likely to be "somewhat" confident, but also about three times than voters to more likely to be "not too" confident or "not confident at all" that every voter's ballot was counted in their state.

# Lower Trust in Election Coverage among Non-Voters

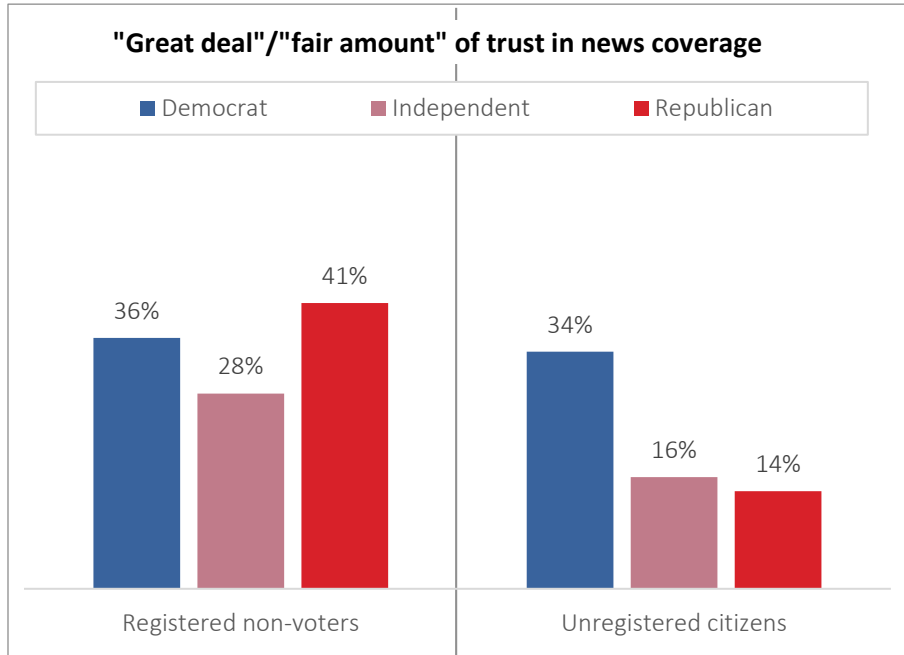
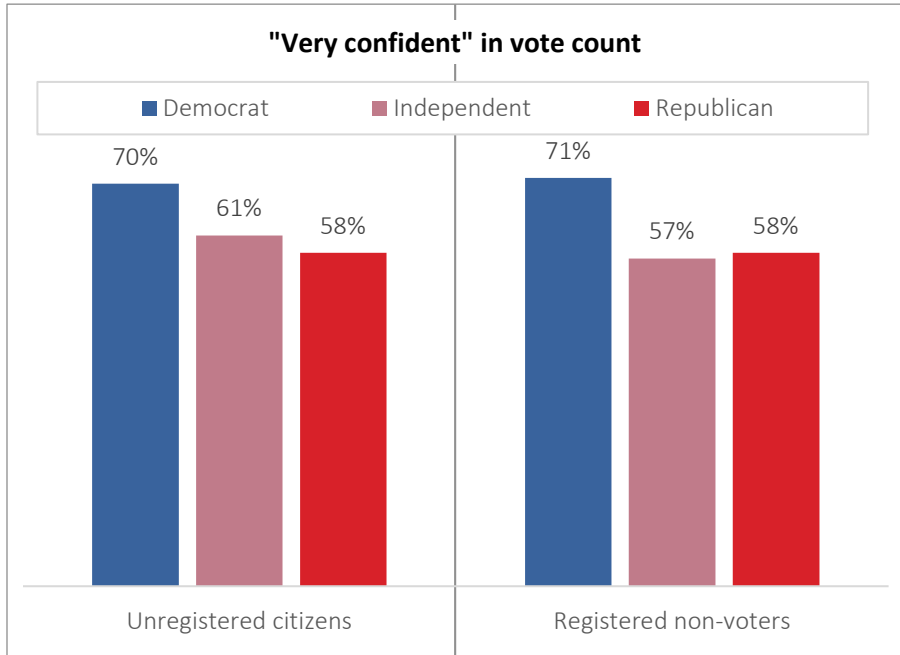
[ALL respondents] When it comes to reporting news related to the elections in the mainstream media how much trust and confidence do you have that the news is covered fully, fairly, and accurately?



- Non-voters (both registered and not registered) were much less likely than voters to say they trusted mainstream media election news "a great deal" than voters in 2022.
- Registered non-voters were both slightly less confident about accurate news coverage than voters and slightly less confident that every vote was accurately counted than voters.

# Confidence in Counts and News Coverage by Partisanship

How confident are you that every voter's ballot was counted in your state in this year's election? [% VERY CONFIDENT]  
 ... how much trust and confidence do you have that the news is covered fully, fairly, and accurately? [% A GREAT DEAL OR A FAIR AMOUNT]

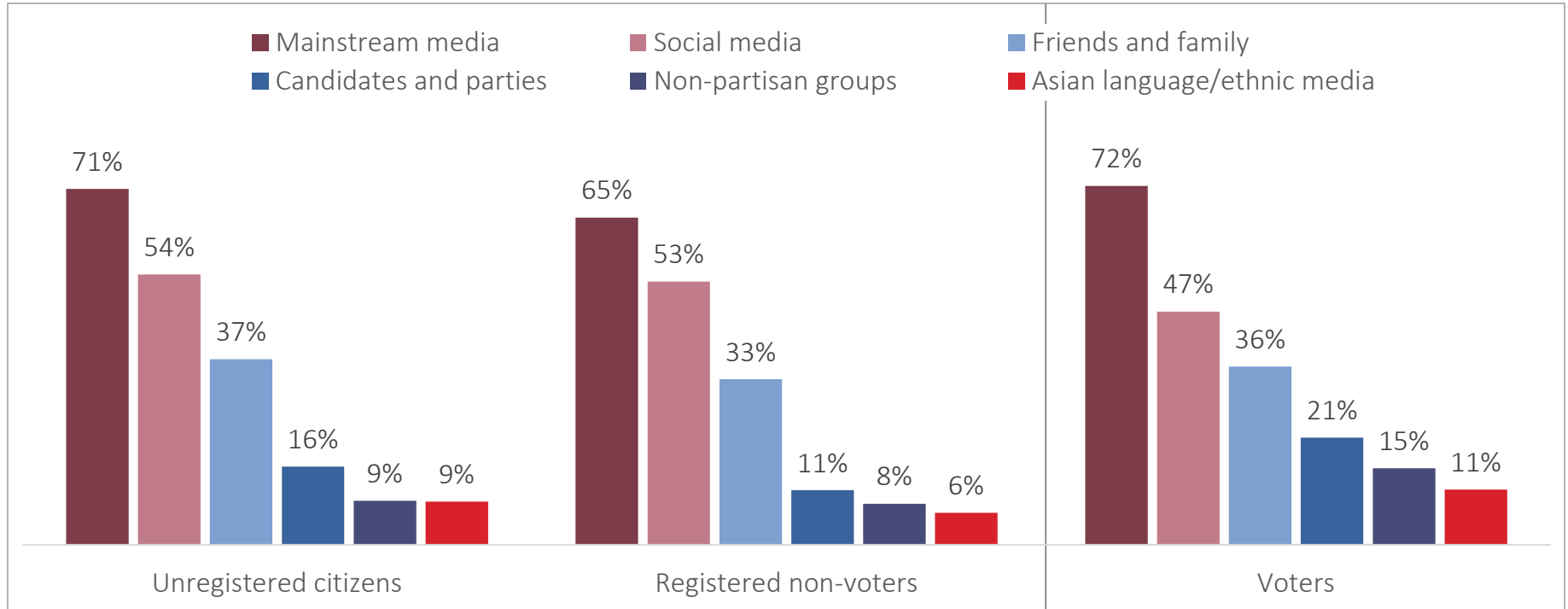


# HOW NON-VOTERS WERE INFORMED ABOUT THE ELECTION



# Informed by Mainstream and Social Media

In general, where did you go for news and information about the elections? (select all that apply)

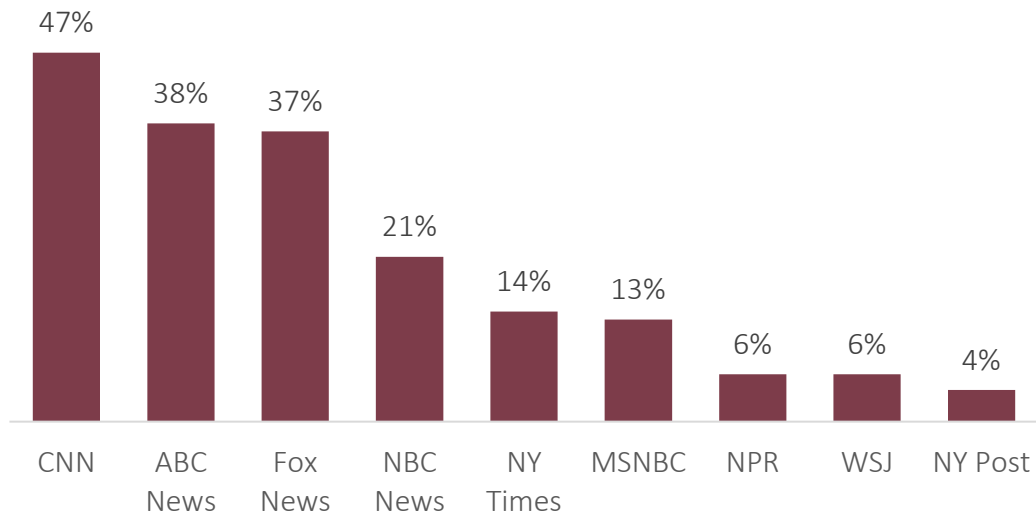




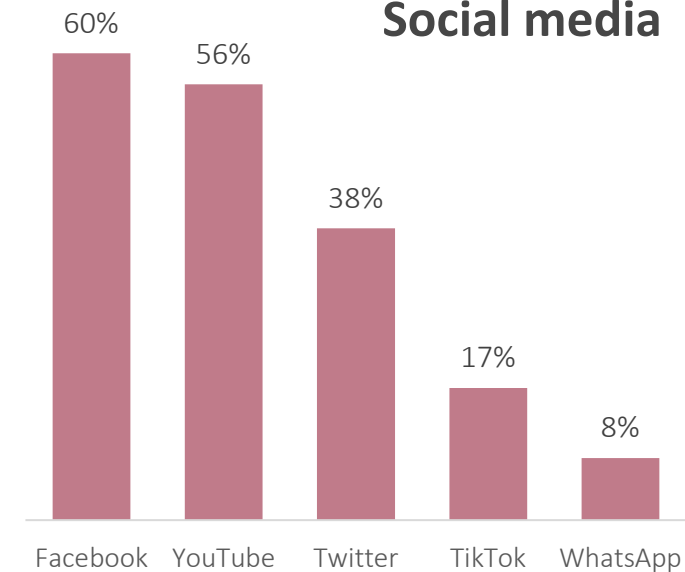
# A Diversity of Mainstream and Social Media Sources

[If news source = **mainstream media** or **social media**] What was your main source of news and information from mainstream media outlets? (select up to three)

## Mainstream media



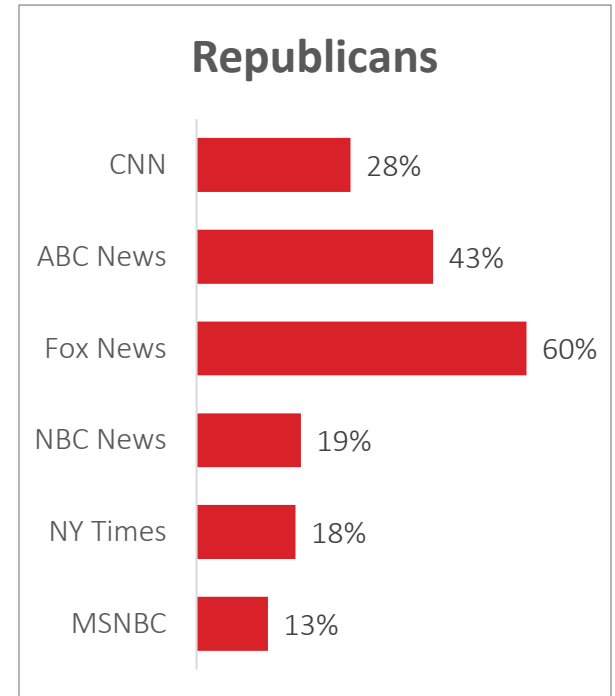
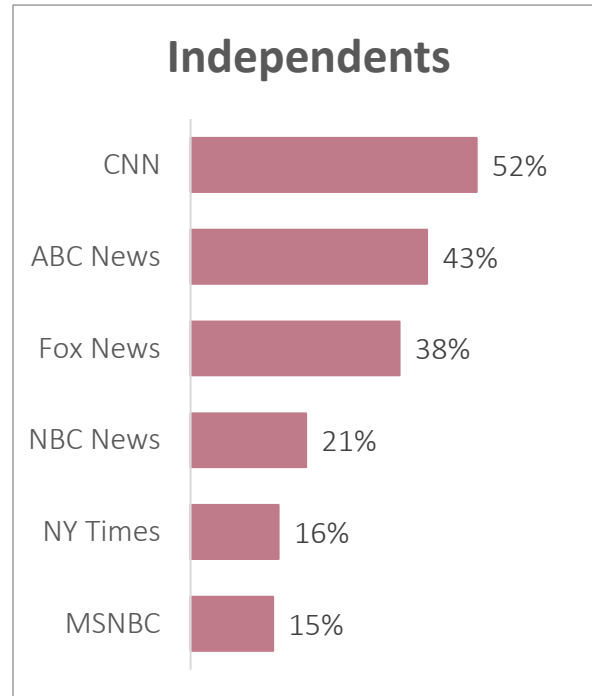
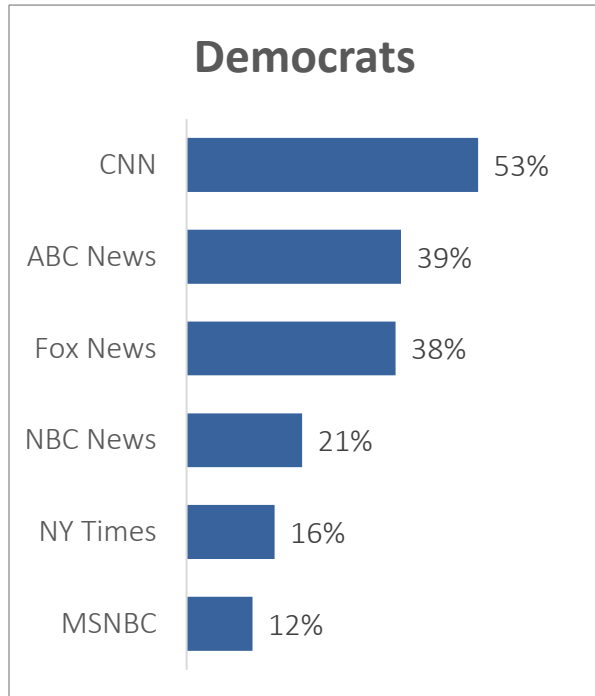
## Social media



1% or less selected Kakao Talk, Line, WeChat, Weibo

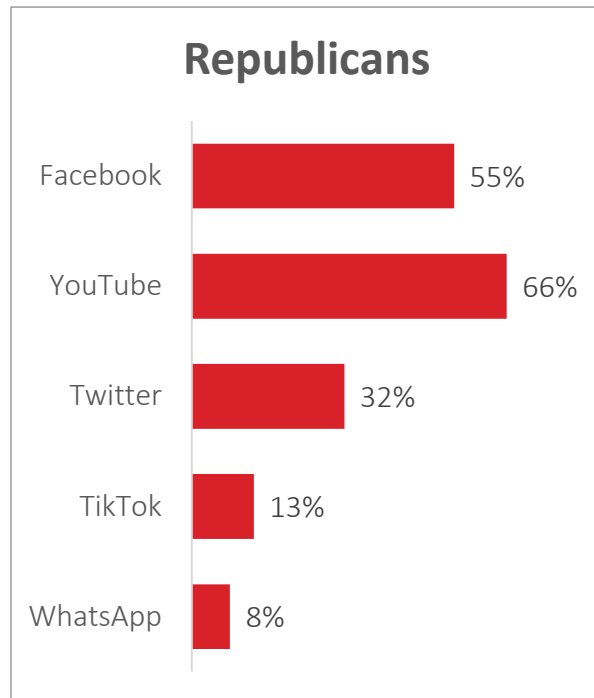
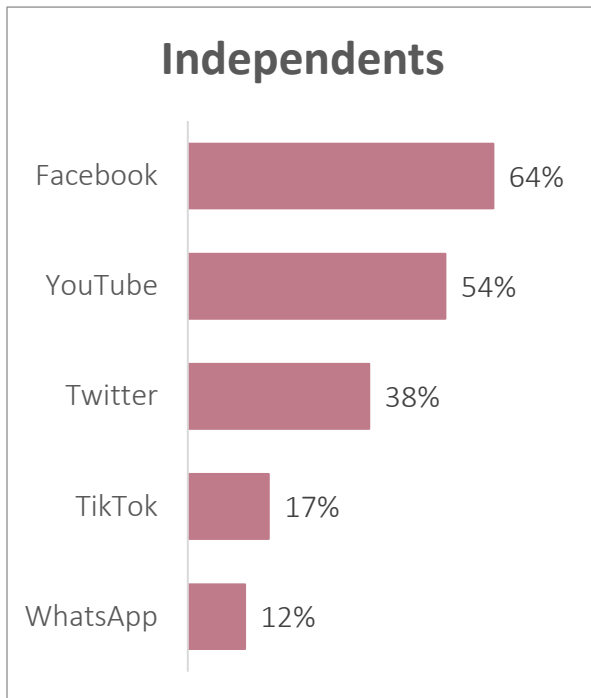
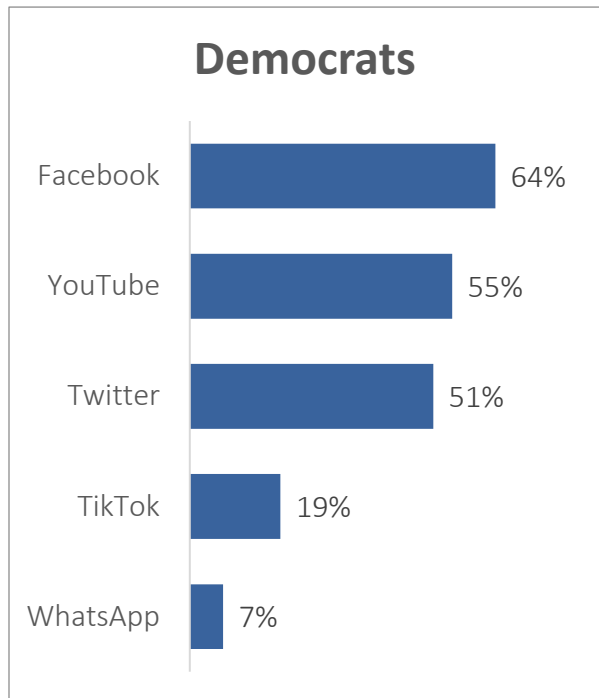
# Mainstream Sources, Non-Registered Citizens, by Party

[If news source = **mainstream media**] What was your main source of news and information from mainstream media outlets?



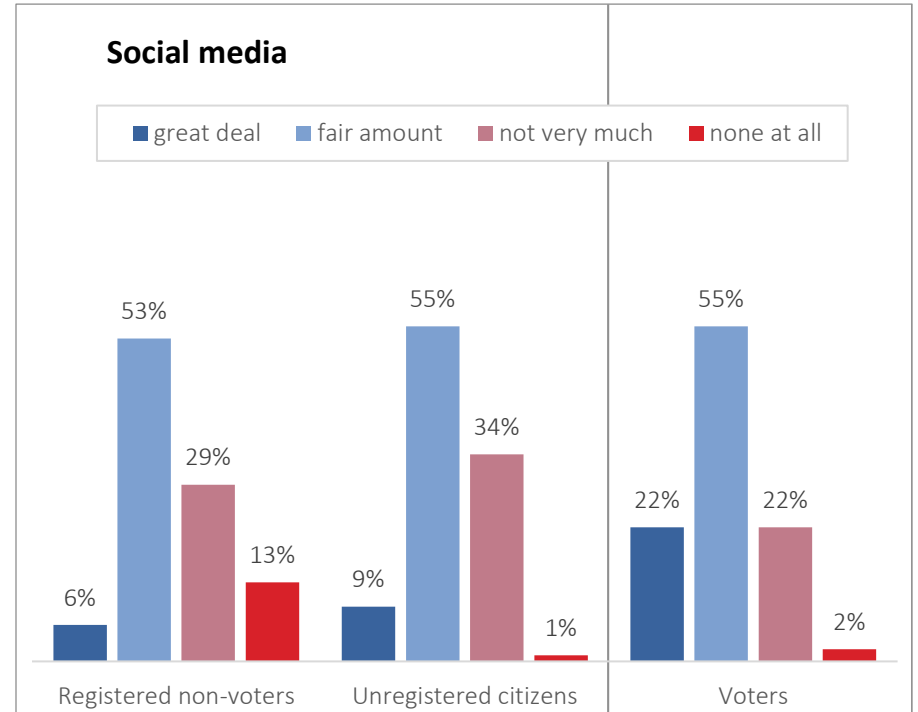
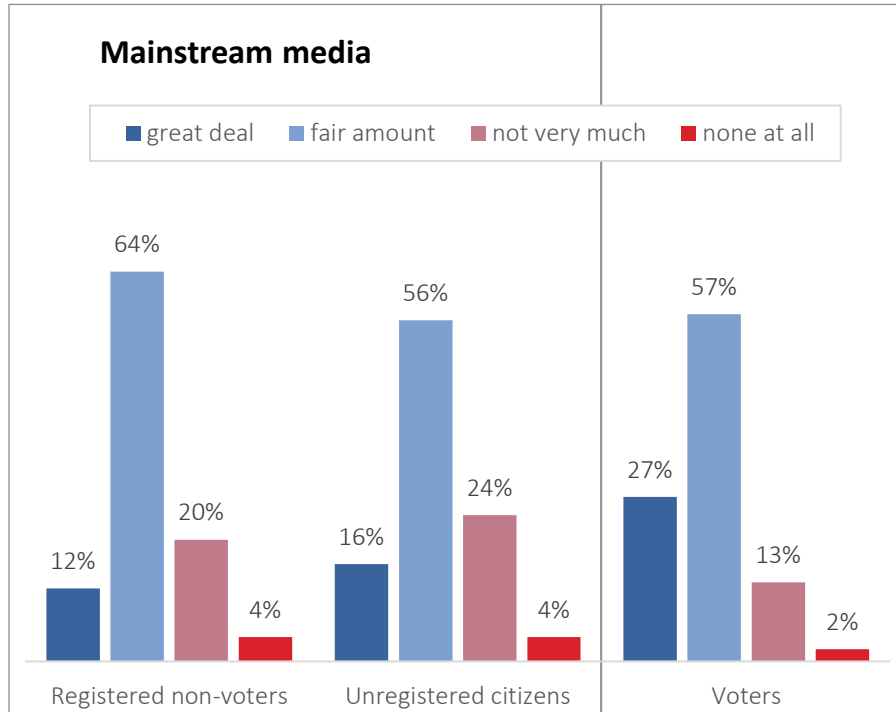
# Social Media Sources, Registered Non-Voters by Party

[If news source = **social media**] What was your main source of news and information from mainstream media outlets?



# Trust in Mainstream & Social Media

Thinking about your sources of news about the election from [MAINSTREAM/SOCIAL] MEDIA, how much trust and confidence do you have that the information is full, fair, and accurate?



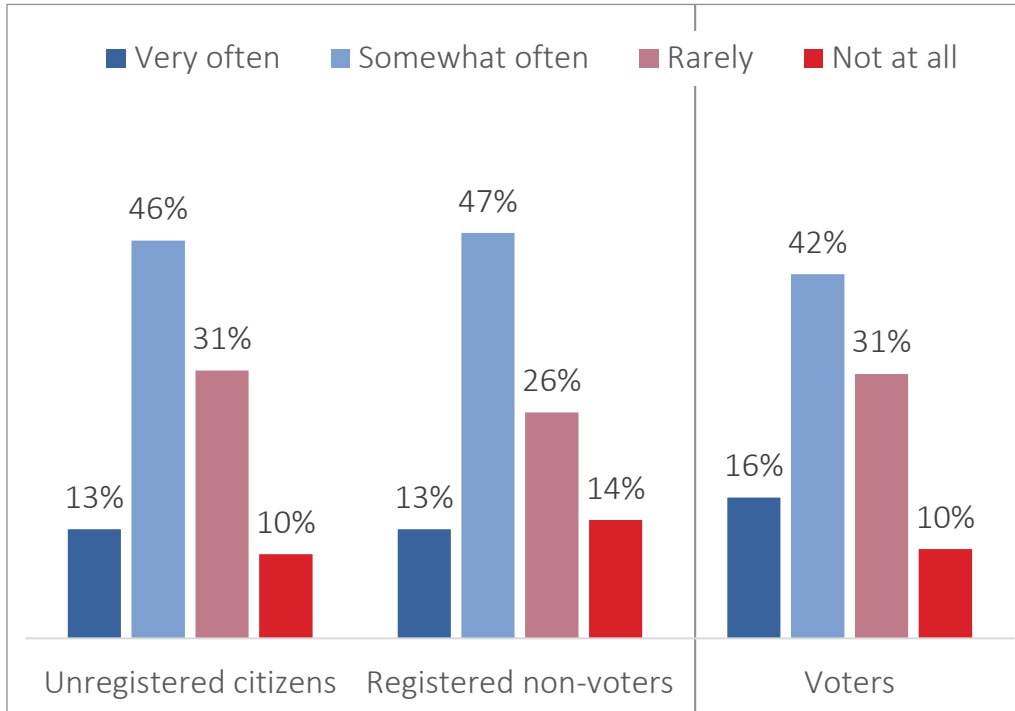
N= 2,800 +/-1.9% for all voters; N=2,100 +/-2.1%; N=350 +/-5.2% for each non-voter sample (Nov 23-Dec 16, 2022)

# Summary Points

- More than two-in-three non-voters get their news about the election from mainstream media sources.
  - Roughly one-in-two get their news from social media and one-in-three from friends and family.
  - Non-voters were less likely than voters to get their news from candidates and parties or from non-partisan groups.
- Non-voters who rely on mainstream media sources were most likely to get their information from CNN, ABC News, and Fox News.
- More than one in every two non-voters who rely on social media sources get their information from Facebook and YouTube; more than one-in-three also rely on Twitter.
- About three-in-four non-voters and more than four-in-five voters, trust their information sources "a great deal" or "a fair amount."
  - Trust is higher for mainstream media sources than social media.
  - Trust levels among non-voters are lower than among voters.

# Encountering Misinformation

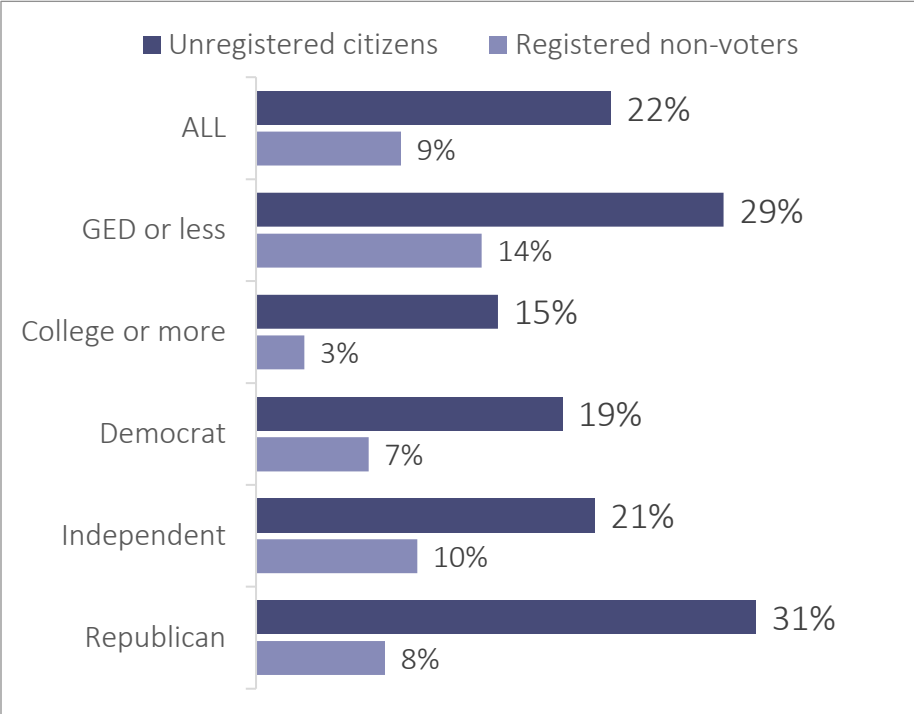
[ALL respondents] Thinking about news and information you have seen about this year's elections, how often would you say that you encountered a story that you thought might have been made-up or that included misinformation?



- Non-voters and voters encountered election-related stories that they believed was made-up or included misinformation at roughly the same rates.
- Republican non-voters were more likely than their Democratic or Independent counterparts to encounter what they believed to be misinformation in 2022.

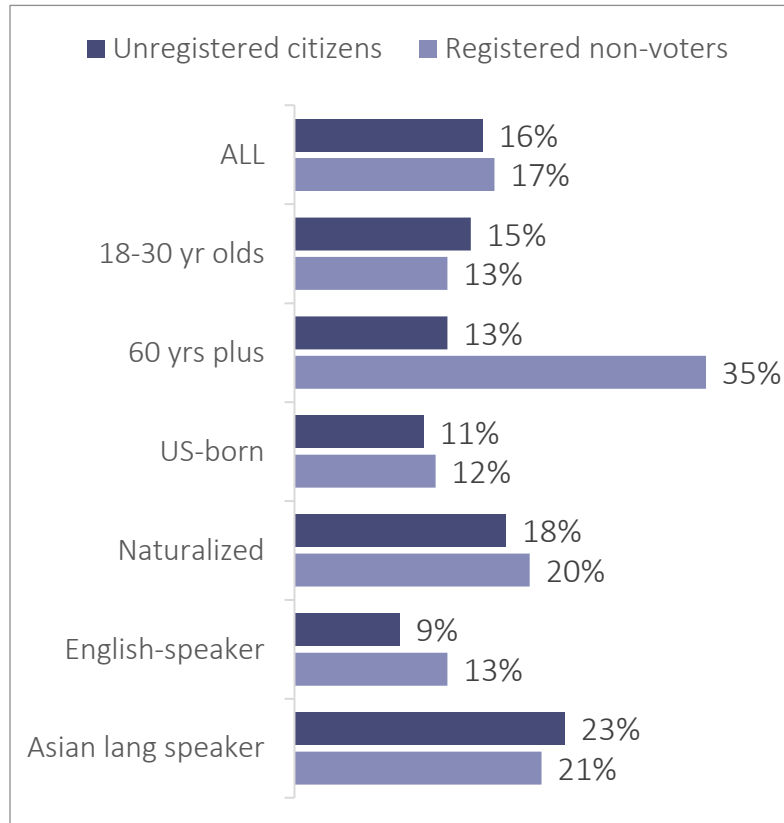
# Encountered Misinformation about Voting

Did you encounter... Incorrect information about the voting process in this election. For instance, misinformation about voting dates and deadlines, voting locations, qualifications to vote, voting early or absentee, and so on?



- Overall, unregistered citizens were much likelier to encounter what they believed to be misinformation about the voting process in 2022 than registered non-voters.
- For both groups of non-voters, those with a high school degree or less were likelier than those with a college degree or more to encounter what they believed to be misinformation about voting.
- Republicans who were not registered were also likelier to encounter what they believed to be misinformation about voting in 2022.

# Encountered Misinformation in an Asian Language

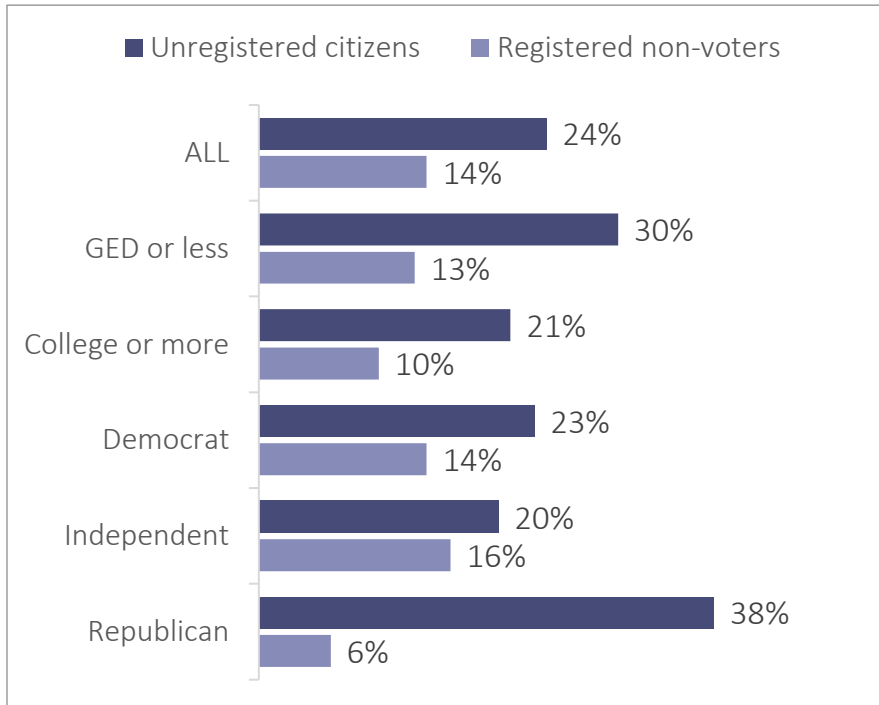


- Of those who encountered what they believed to be misinformation, roughly one-in-six non-voters said the story was in an Asian language.
- Registered non-voters 60 and older were more likely than younger registered non-voters to encounter what they believed to be misinformation, especially compared to 18 to 30 year olds.
- Naturalized citizens are somewhat more likely to have encountered what they believed to be misinformation than their US-born counterparts.
- Non-voters who spoke an Asian language at home regularly were likelier to encounter what they believed to be misinformation than those who spoke English at home regularly.



# Encountered Warnings about Election Day Violence

As best as you can recall, did you encounter any of the following in this election? ... Online stories or leaflets and flyers warning about the threat of riots or violence on Election Day?



- Unregistered citizens were likelier than registered non-voters to see material about threatened Election Day riots or violence.
- Across both groups of non-voters, Asian Americans with a high school degree or less were more likely to see such threats than those with a college degree or more.
- Unregistered citizens who identify as Republicans were much likelier to report seeing Election Day threats.

# Summary Points

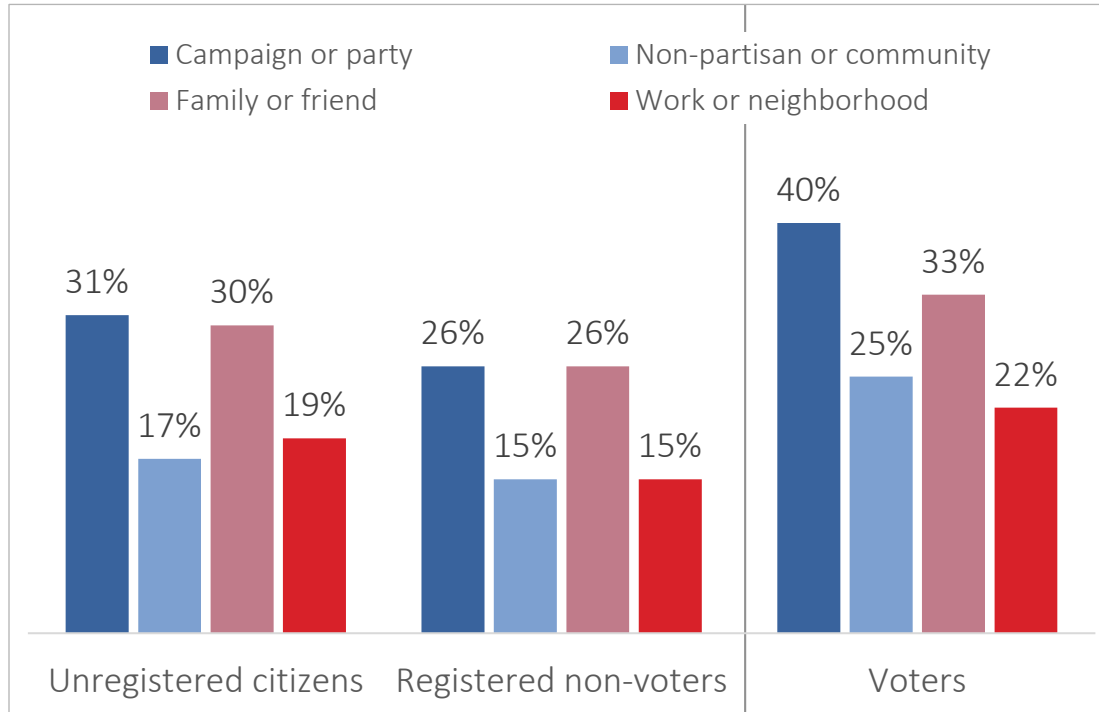
- Nearly three-in-five Asian American voters and non-voters alike reported encountering election news containing stories they thought might have been made-up or included misinformation "very often" or at least "somewhat often."
- Asian Americans who encountered what they believed to be misinformation mostly encountered it in English and not Asian language sources. Only one-in-six non-voters (and voters alike) encountered what they believed to be misinformation in Asian language election news sources.
- One-in-five encountered what they believed to be misinformation about the voting process. Voters and citizens who did not register were roughly twice as likely to encounter what they believed to be misinformation than registered non-voters.
- Roughly one-in-six saw stories about Election Day threats of violence. Asian American citizens who were not registered to vote were likelier to report seeing such stories.
- Asian Americans were slightly more likely to recall seeing stories that represented positive images of Asian Americans than stories with negative images. Unregistered citizens were likelier to report seeing such stories.

# HOW NON-VOTERS WERE CONTACTED



# Sources of Voter Contact

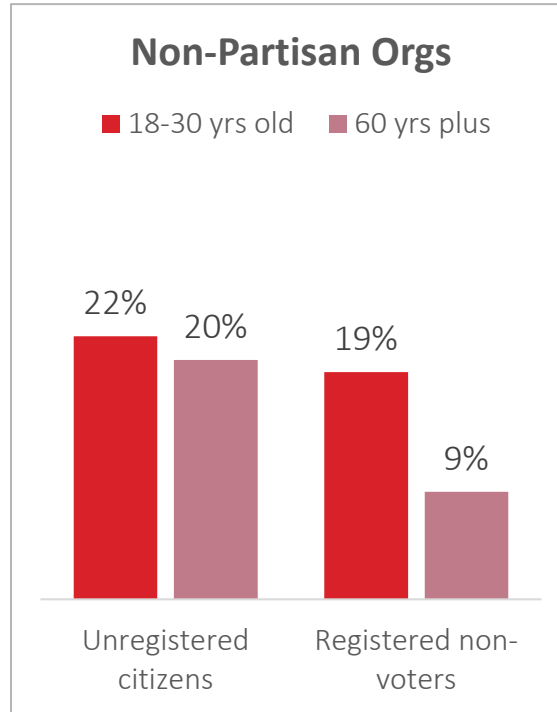
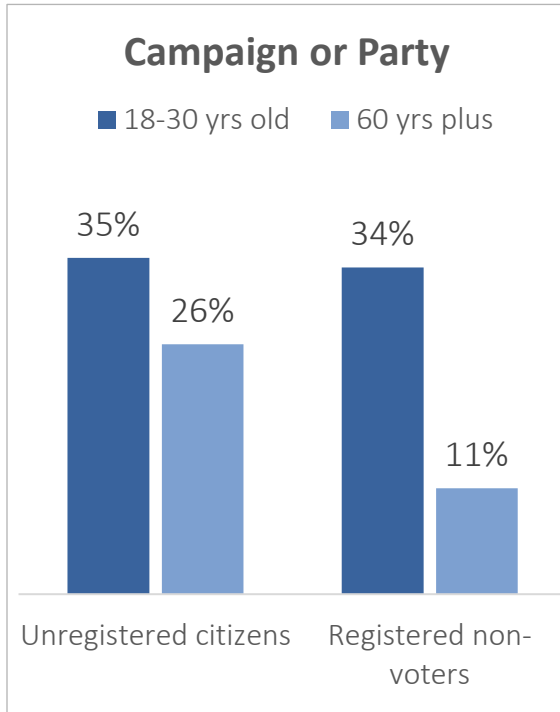
Thinking back on the 2022 election, did any of the following people or organizations contact you about registering to vote? Someone from a campaign or political party? ... from a non-partisan or community-based organization? ... in your family or a friend? ... from work or your neighborhood?



- Non-voters and voters were less likely to be contacted from all four sources, but especially less likely to be contacted by a campaign or political party, or a non-partisan or community organization about registering or voting.
- While 45% of voters were contacted by a campaign/party or a non-partisan organization, only 36% of unregistered citizens and 29% of registered non-voters were mobilized by these groups in 2022.

# Sources of Voter Contact

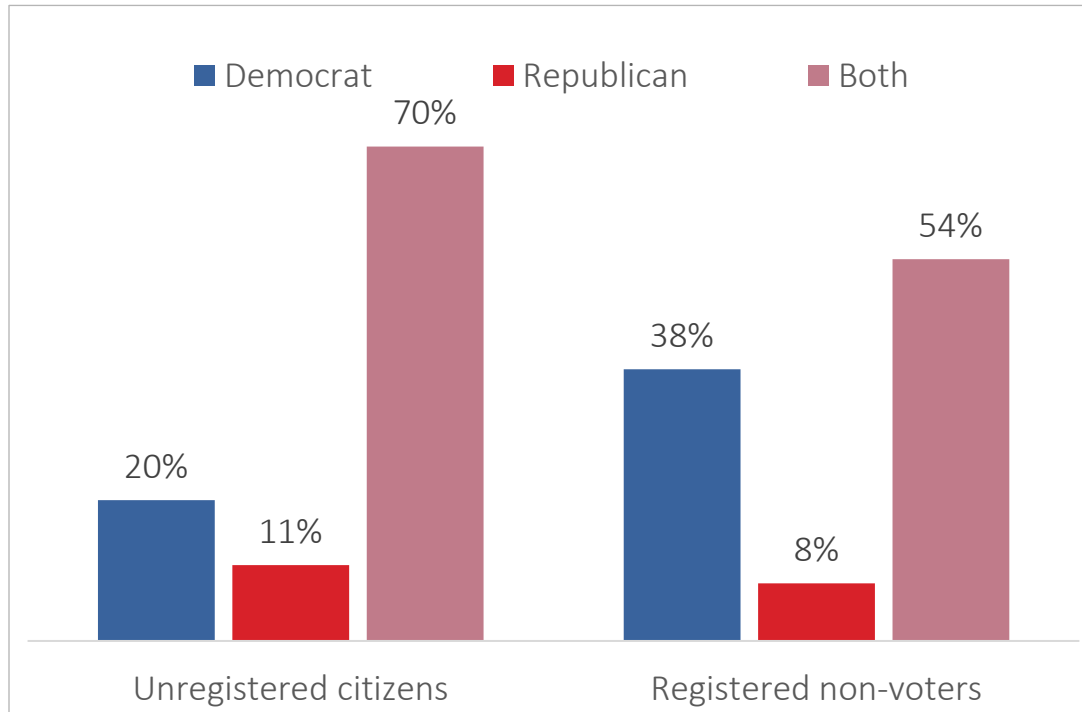
Thinking back on the 2022 election, did any of the following people or organizations contact you about registering to vote? Someone from a campaign or political party? ... from a non-partisan or community-based organization? ... in your family or a friend? ... from work or your neighborhood?



- Nonvoters aged 18 to 30 were likelier to be contacted by both campaigns or parties and by non-partisan organizations than those aged 60 and older.
- Registered nonvoters aged 60 or older were especially likely **not** to be contacted in 2022.

# Partisan Voter Mobilization

[If **CONTACTED** by **POLITICAL PARTY** or **CAMPAIGN**] Was it from a candidate or campaign from the Democratic party, the Republican party, both parties, or some other party?



- Non-voters were far more likely than voters to report having been contacted by both a candidate or campaign from both the Democratic and Republican parties.
- If only one party contacted a non-voter, it was likely to be the Democratic party.
- Registered non-voters were more far likely to report being mobilized just by the Democratic party than non-voters who were not registered.

# Summary Points

- Non-voters were less likely than voters to be contacted about registering to vote across the board, from all sources.
  - The largest gap is contact from a party or campaign between registered non-voters (26%) and voters (40%);
  - There is also a large gap with non-partisan, community organization contact between the registered non-voters (15%) and voters (25%).
- By party, non-voters were much likelier than voters to be contacted by both Democrats and Republicans. 70% of unregistered citizens and 54% of registered non-voters were contacted by both parties.
  - Overall, non-voters were least likely to be contacted only by Republican candidates and campaigns (only 8% of registered non-voters and 11% of unregistered citizens).

# WHAT KEPT SOME FROM VOTING AND KEYS TO TURNOUT NEXT TIME

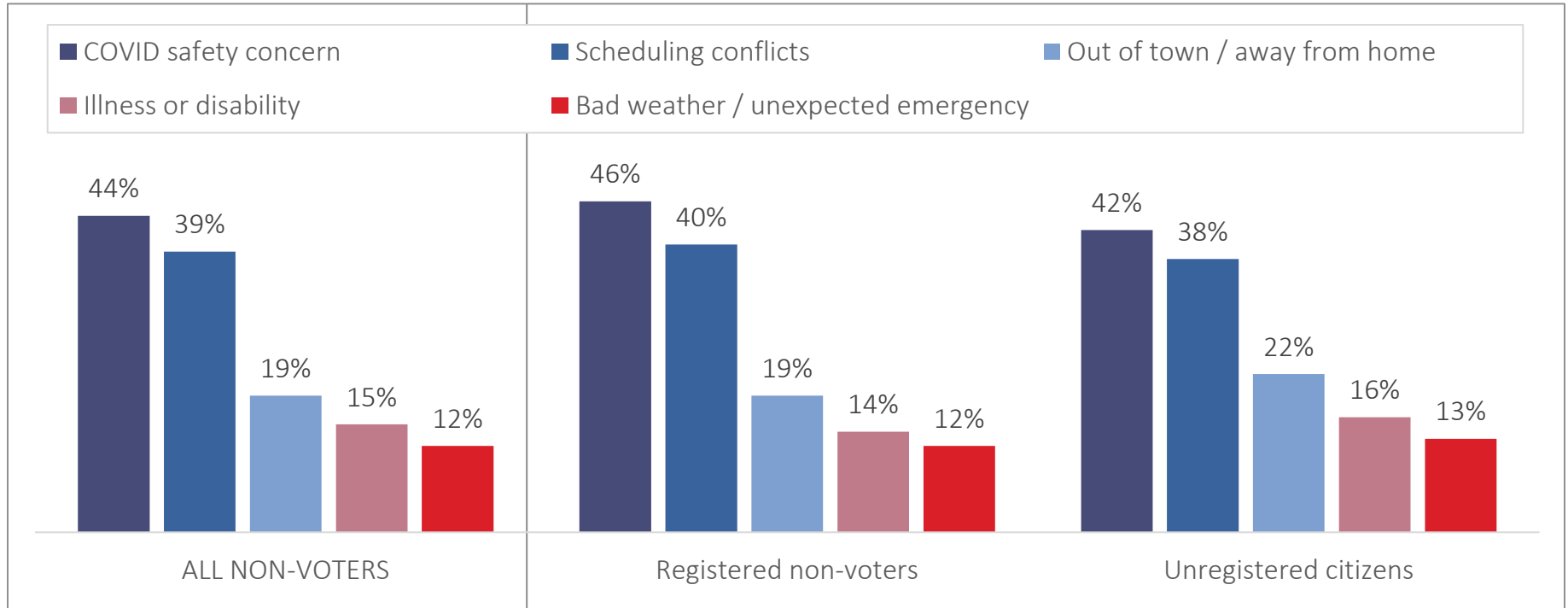


# Barriers to Voting: Main Categories

- Three kinds of barriers to voting:
  - Personal or environmental factors, such as scheduling conflicts, illness, COVID safety, bad weather, or unexpected emergencies.
  - Attitudes about politics and elections, such as insufficient information about the issues and candidates, the belief that voting makes no difference, the belief that the political process is broken, and views on the candidates.
  - Issues with how the elections were run, such as long lines and limited hours, uncertainty about where to vote, uncertainty about identification requirements, and concern about being accused of fraud or intimidated from voting.

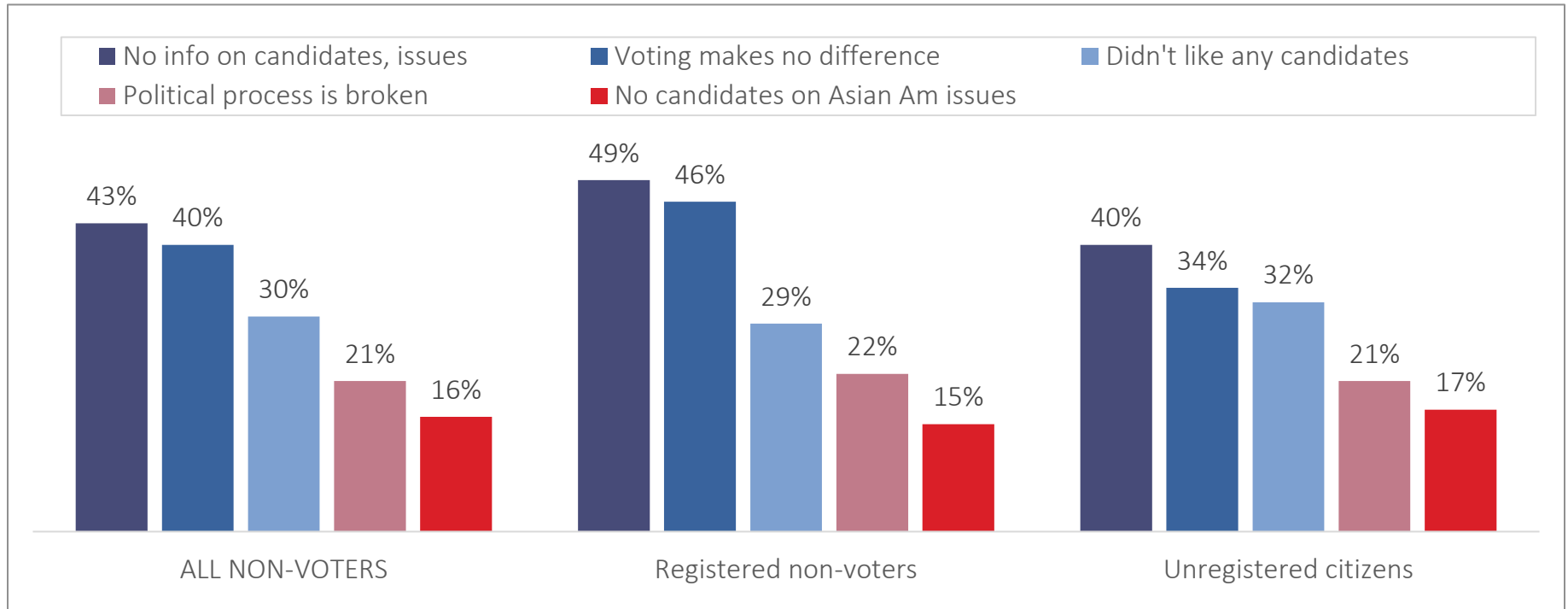
# Barriers to Turnout: Personal and Environmental

There are many reasons why someone might not vote in a given election. Thinking back on this last election, are any the following important reasons to you personally?



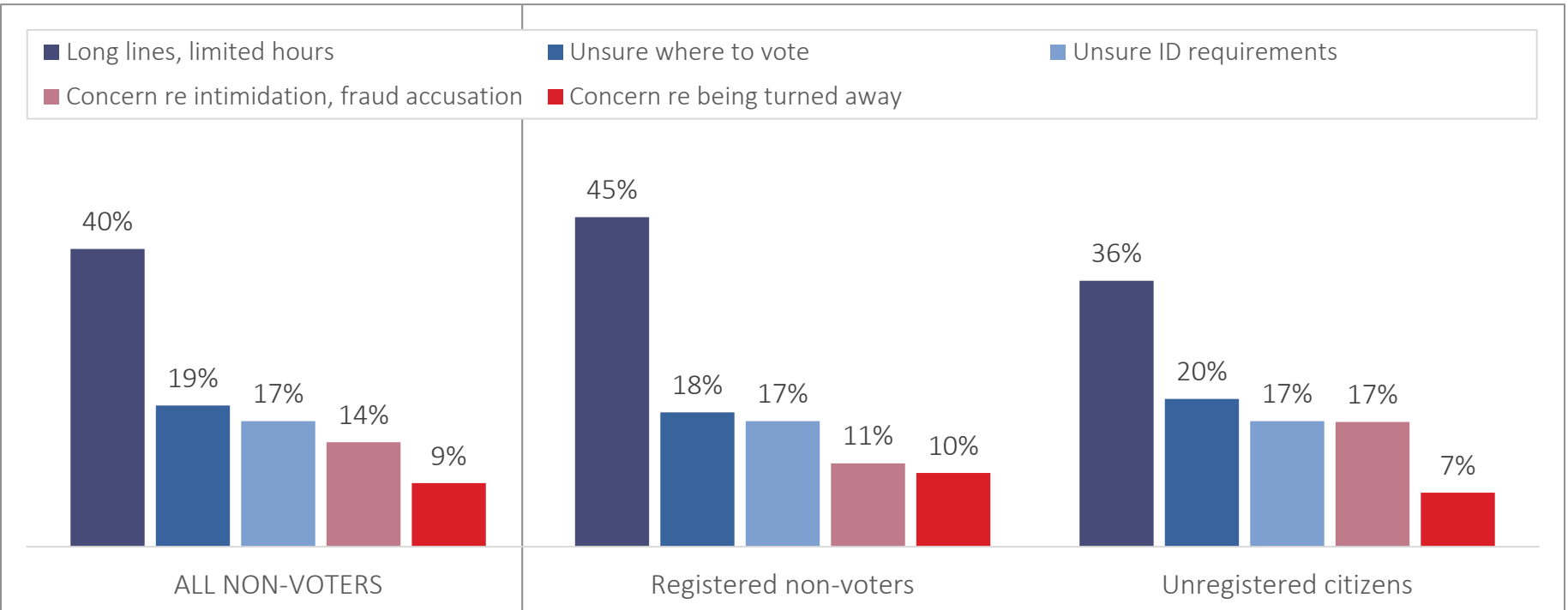
# Barriers to Voting: Beliefs and Attitudes

Here is one final set of reasons why someone might not vote in a given election. Which, if any, of these are the important reasons why you did not vote in this election? (all that apply)



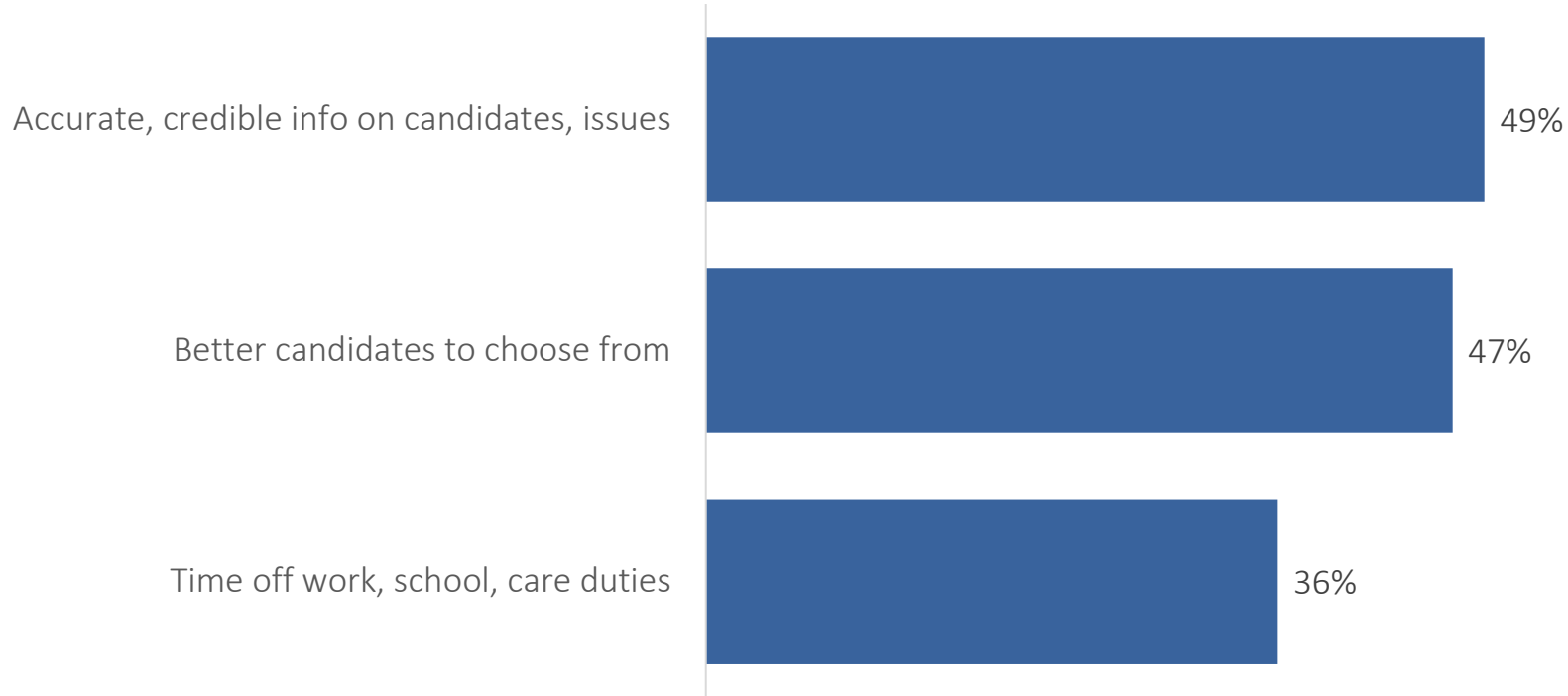
# Barriers to Voting: Election Administration

Here are some other reasons why someone might not vote in a given election. Which, if any, of these are the important reasons why you did not vote in this election? (all that apply)



# Keys to Voting in the Next Election

[If did **not** vote] Looking ahead to the next election, which of the following are most important in enabling you to vote next time? (select up to three)



N=700, M.O.E., +/-3.7% for all non-voters, 350 +/-5.2% for each non-voter sub-sample (Nov 23-Dec 16, 2022)

# Summary Points

- Among personal and environmental reasons, non-voters were especially likely to mention concern for COVID safety (44%), scheduling conflicts (39%), being away from home (19%).
- Among attitudes, non-voters cited insufficient information on the issues and candidates (43%) and disliking the choices of candidates (30%).
- Among concerns about election administration, non-voters were most likely to mention long lines and limited hours (40%), uncertainty about where to vote (19%), uncertainty about voter ID requirements (17%), concern about intimidation and accusations of voter fraud (14%).
- Non-voters stated that keys to their turnout next time were access to accurate, credible information on the candidates (49%), better candidates to choose from (47%). 36% also mentioned time off from work, school, care-taking duties as key.