

ASIAN AMERICAN AND PACIFIC ISLANDER (AAPI) POLL: NORTH CAROLINA

October 20, 2022

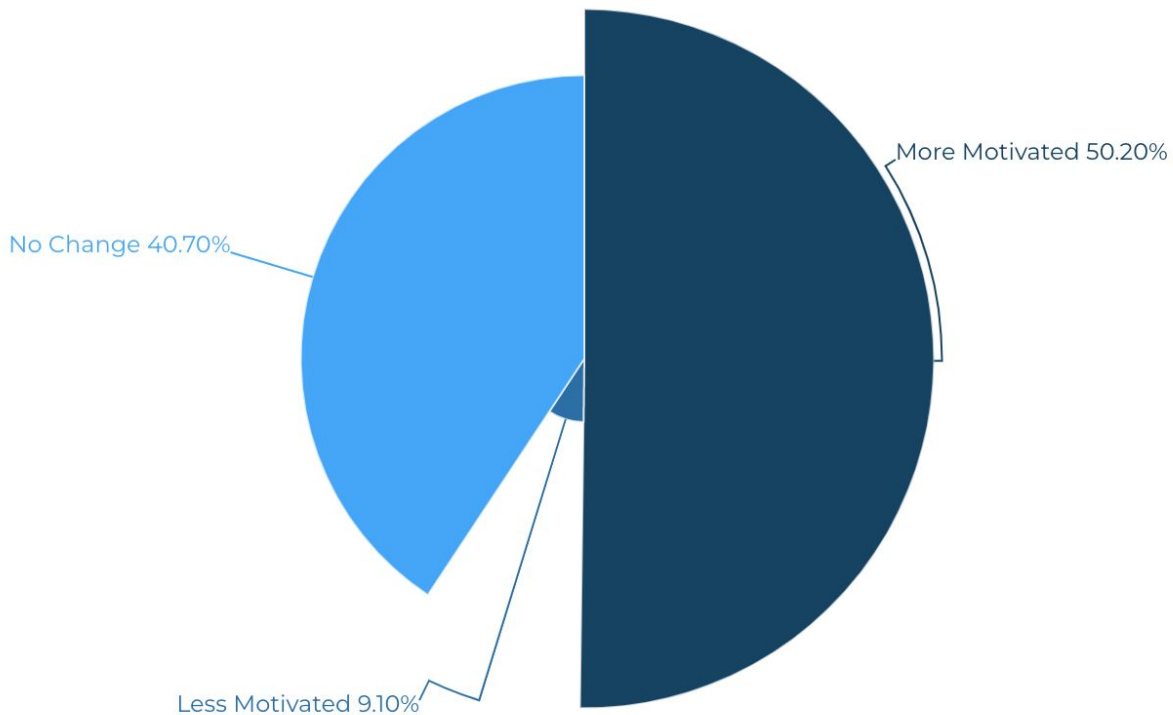
EXECUTIVE SUMMARY

This data and policy brief reports the results of a new survey of Asian American and Pacific Islander (AAPI) voters in North Carolina (n = 444). The survey was fielded from September 14 to September 28 and is the result of a collaboration between the U.S. Immigration Policy Center (USIPC) at UC San Diego and North Carolina Asian Americans Together (NCAAT) with support from the RISE Together Fund. There are an estimated 216,000 AAPI voters in North Carolina, which makes the margin of error +/- 4.65%.

- AAPI voters in North Carolina are motivated to vote in the upcoming general election, as half of our respondents say they are more motivated to vote in November compared to previous elections
- Among those who intend to vote during the November 2022 midterm elections, 83% report being a “strong yes” to voting
- Only 39% of respondents have been contacted by any political party about the upcoming November 2022 midterm election
- For those who speak a language other than English at home, a full 80% report never having received election materials in their native language
- AAPI voters in North Carolina want to see more action on climate change, as 79% “strongly agree” or “agree” that Congress should pass stronger legislation to reduce the effects of climate change;
- AAPI voters in North Carolina are concerned about a broad range of health issues. Among the three choices respondents were given, 38%, say that “Health access, including Medicare for all” is their most important public health issue, 38% say that “Reducing prescription drug prices” is their most important public health issue, and 24% say that “Reproductive rights, including abortion access” is their most important health issue
- AAPI voters in North Carolina are also concerned about a broad range of public safety issues. Among the three choices respondents were given, 43%, say that “Hate crimes against people of color” is their most important public safety issue and 43% say that “Common sense gun control” is their most important public safety issue
- Shifting locally, 71%, say that it is “absolutely essential” or “very important” to have a county Sheriff that understands or tries to understand the issues facing AAPIs in the U.S. Moreover, half of our respondents want to see more community engagement in their neighborhoods
- In terms of public education, one-third of our respondents feel that the K-12 curriculum in North Carolina’s public schools do not reflect or represent them or their family’s experience as Asian Americans or Pacific Islanders
- A full 47% of our respondents want to see more Asian American and Pacific Islander history included in K-12 curriculum in North Carolina’s public schools

AAPI VOTERS IN NORTH CAROLINA ARE MORE MOTIVATED TO VOTE

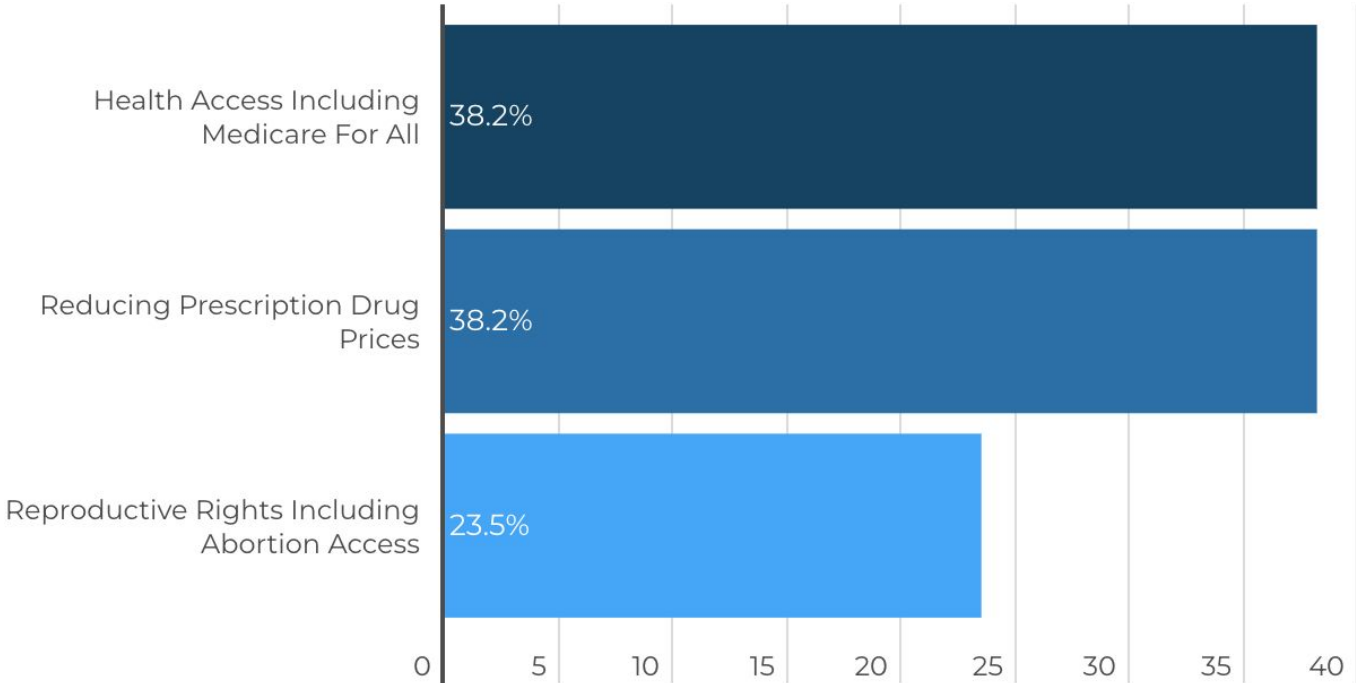
50% of our respondents say that they are “more motivated” when asked, “Compared to previous elections, would you say you are more motivated or less motivated to vote in this upcoming general election?” Only 9% say that they are “less motivated.” Moreover, 41% say “no change,” which follows our 2020 survey wherein nearly two-thirds of our respondents said that they were more motivated to vote



Question: “Compared to previous elections, would you say you are more motivated or less motivated to vote in the upcoming general election?”

AAPI VOTERS IN NORTH CAROLINA ARE CONCERNED ABOUT A BROAD RANGE OF PUBLIC HEALTH ISSUES

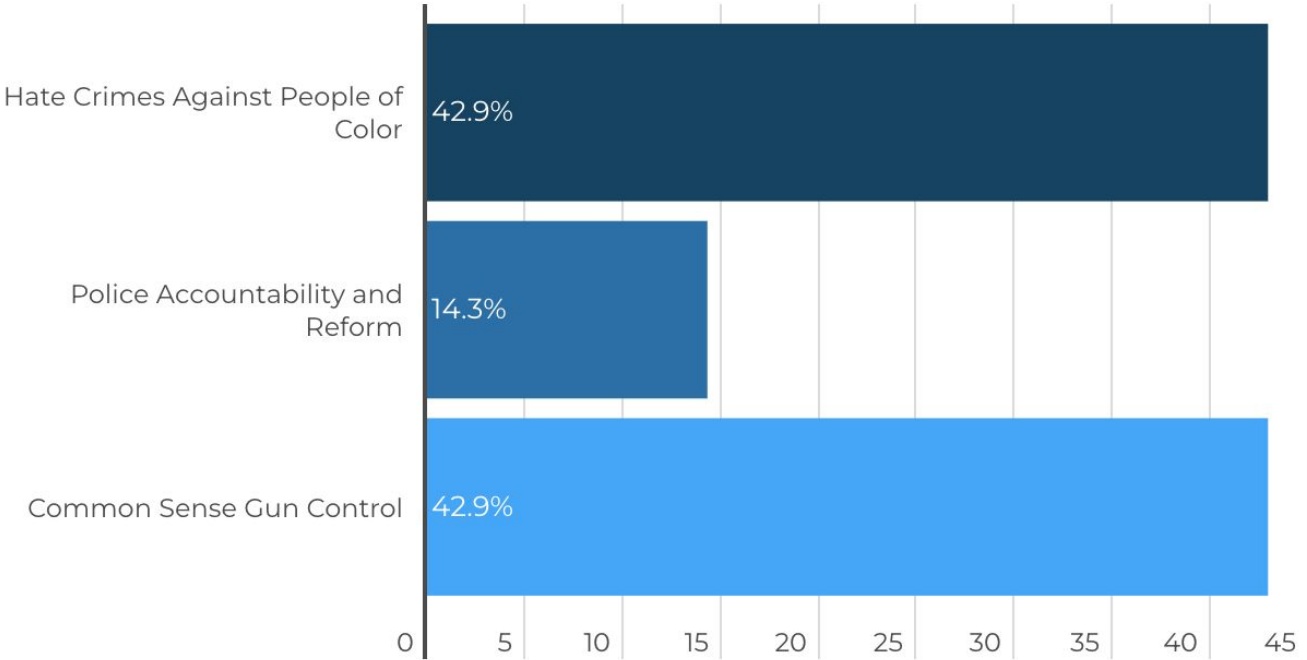
We asked our respondents about the public health issues that are most important to them. In asking, “Which of the following public health issues are most important to you?” respondents were asked to choose between: “reproductive rights, including abortion access”; “health access, including Medicare for all”; or “reducing prescription drug prices.” Nearly four-out-of-ten of our respondents, 38%, say that “Health access, including Medicare for all” is the public health issue that is most important to them. A similar percentage, 38%, say “reducing prescription drug prices.” This is followed by 24% who say “reproductive rights, including abortion access.” We note here that the percentage who say reproductive rights has doubled since our 2020 survey.



Question: “Which of the following public health issues are most important to you? Reproductive rights, including abortion access. Health access, including Medicare for all. Or reducing prescription drug prices.”

AAPI VOTERS IN NORTH CAROLINA ARE CONCERNED ABOUT A BROAD RANGE OF PUBLIC SAFETY ISSUES

We asked our respondents about the public safety issues that are most important to them. In asking, “Which of the following public safety issues are most important to you?” respondents were asked to choose between: “common sense gun control”; “police accountability and reform”; or “hate crimes against people of color.” Just over four-out-of-ten of our respondents, 43%, say that “hate crimes against people of color” is the public safety issue that is most important to them. A similar percentage, 43%, say “common sense gun control.” This is followed by 14% who say “police accountability and reform.”



Question: “Which of the following public safety issues are most important to you? Common sense gun control. Police accountability and reform. Or hate crimes against people of color.”

AAPI VOTERS WANT ELECTED OFFICIALS WHO UNDERSTAND THE ISSUES FACING ASIANS AND PACIFIC ISLANDERS

Against the backdrop of an increasingly diverse American electorate, many AAPI voters continue to feel invisible. To quantify this, we asked AAPI voters in North Carolina, “*How important is it for you to have a county Sheriff that understands or tries to understand the issues facing AAPIs in the U.S.?*” The large majority of our respondents, 71%, say that it is “absolutely essential” or “very important” to have a county Sheriff that understands or tries to understand the issues facing AAPIs in the U.S. Just 12% say that this is “of average importance,” 9% say that this is “of little importance,” and 9% say that this is “not important at all.”

We also asked, “*Which of the following public positions would you most like to see a county Sheriff take?*” Among the three choices we gave, the majority of our respondents, 51%, say that they would like to see a county Sheriff “support increasing community engagement in our neighborhoods,” while 27% say that they would like to see a county Sheriff “support increasing School Resource Officers (SRO) in North Carolina public schools,” and 23% say that they would like to see a county Sheriff “oppose cooperation with Immigration and Customs Enforcement (ICE), including the 287(g) program.”

Question: “How important is it for you to have a county Sheriff who understands or tries to understand the issues facing Asian American and Pacific Islanders in the U.S.?”

Question: “Which of the following public positions would you most like to see a county Sheriff take?”

AAPI VOTERS IN NORTH CAROLINA WANT PUBLIC SCHOOLS TO BE MORE REFLECTIVE OF THEIR EXPERIENCES

AAPI voters in North Carolina have varying opinions about their representation in the state's public school curricula. Just over one-third, or 35%, say "No" when asked *"In terms of public education, do you feel the K-12 curriculum in North Carolina's public schools reflect or represent you or your family's experience as Asian Americans or Pacific Islanders?"* A similar percentage, 35%, say "Unsure" while a smaller percentage, 30%, say "Yes."

We also asked, *"Which of the following would make K-12 education in North Carolina's public schools more reflective of you or your family's experience as Asian Americans or Pacific Islanders?"* Just under half of our respondents, 47%, say they want "more Asian American and Pacific Islander history included in curriculum." This is followed by 11% who say "more diverse language course offerings, including Asian or Pacific Islander languages," and 11% who say "more Asian American or Pacific Islander teachers." Only 5% of our respondents say that they prefer "more assigned Asian American or Pacific Islander literature." We note here that 26% stated "Other."

Question: "In terms of public education, do you feel the K-12 curriculum in North Carolina's public schools reflect or represent you or your family's experience as Asian Americans or Pacific Islanders?"

Question: "Which of the following would make K-12 education in North Carolina's public schools more reflective of you or your family's experience as Asian Americans or Pacific Islanders?"

METHODOLOGY

This survey was fielded from September 14th to September 28th. The total sample size is 444. Registered voters were identified using voter files obtained directly from the North Carolina State Board of Elections. Likely Asian American and Pacific Islander (AAPI) voters were identified using self-reported race/ethnicity, as well as an algorithm designed by Tom K. Wong at the U.S. Immigration Policy Center (USIPC) at UC San Diego. This algorithm has been used to enhance counts of AAPI voters, as well as to identify likely Muslim, Arab, and South Asian (MASA) voters in 501c3, 501c4, and political campaigns across the country. All surveys were conducted via phone. Landlines and cell phones were sampled in the proportion they appeared in each state's voter file. The raw data are weighted to reflect the likely AAPI registered voter population by party, by age group (18-34, 35-55, 55+), and by sex.



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