



# Get Out The Vote!

Asian Americans: Empathy, not Apathy

Fall 2020 Data Challenge

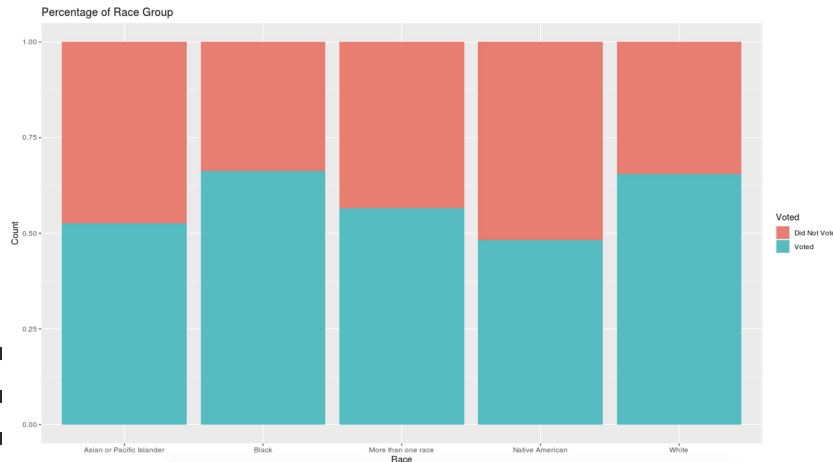
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# Introduction: Why Focus on Asian Americans?

In our analysis, we decided to explore voting patterns of only Asian Americans. Across 2004-2018, Asian Americans have the 2nd highest rates of non-voting, after Native Americans.

In 2018, there were an estimated 3.8 million Asian Americans who did not vote. Asian Americans are a diverse and multi-faceted group of individuals, so the proposals to increase their voter turnout need to be based on detailed analysis.



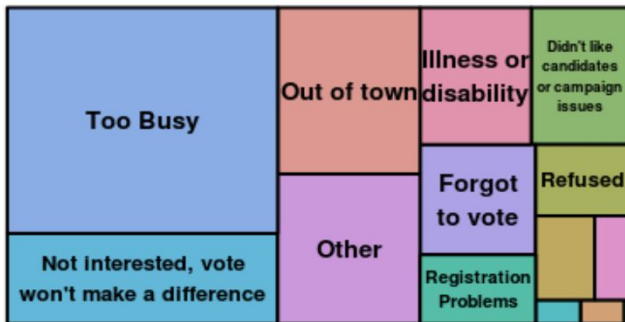
We aim to explore key demographics within the Asian American sub-population such as **gender, age, labor force status, and education background** to identify key differences in explaining which Asian Americans don't vote and why, in hopes of proposing a concrete and effective solution to move one step closer in restoring democracy in the U.S.

# Why Don't Asian Americans Vote?

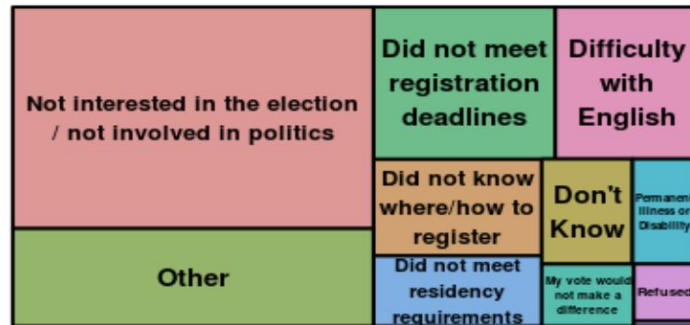
## Asian Americans are extremely apathetic towards politics

Not voting is a two-fold issue that can be described as (1): not registering to vote, or (2): being registered to vote but failing to vote on election day. Both sides need to be addressed in order to unpack this issue.

### Reasons Why Asian Americans Don't Vote on Election Day



### Reasons Why Asian Americans Don't Register to Vote



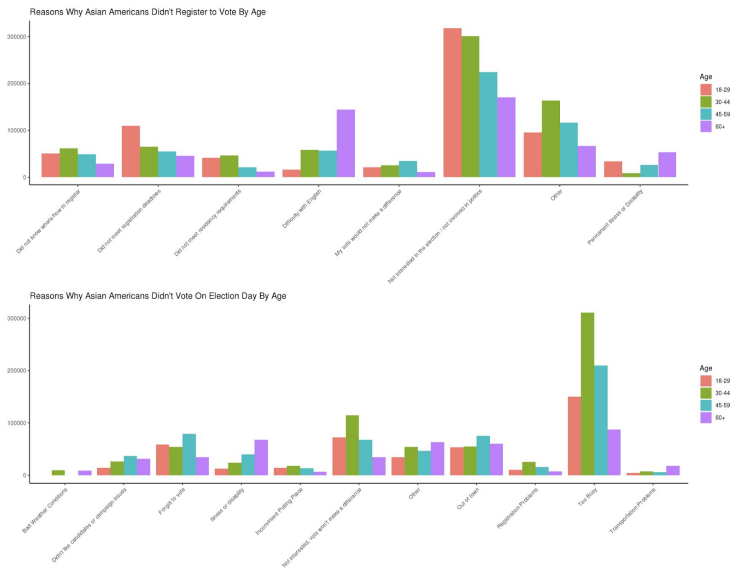
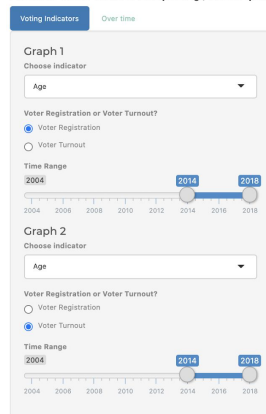
These two treemaps show the breakdown of reasons why Asian Americans did not register to vote and why they did not vote on election day (from 2004 - 2018). It's interesting to note that in both instances, **apathy** is a big factor in lack of voter turnout.

It can be accessed here: [ShinyApp](#)

Our variables of interest include age, education, sex, and labor force status.

Both voter turnout on election day and registering to vote can be explored, as well as data from a specific time range.

Two graphs can be viewed simultaneously for easy comparison.



# Insights

## Age

- **Younger** Asian Americans are more likely to respond as 'not interested' as a reason for not registering.
- On election day: **middle age** Asian Americans are more likely to respond as "too busy" and "out of town" as a reason to not vote.
- **Older** adults have significant additional barriers to not registering such as not knowing English. On election day, physical health prevails them from voting more often than for other age groups.

## Labor Force

- Those who are **in the labor force** (employed or actively seeking employment) are more likely to respond as 'not interested' as a reason for not registering, as well as being too busy to vote on election day

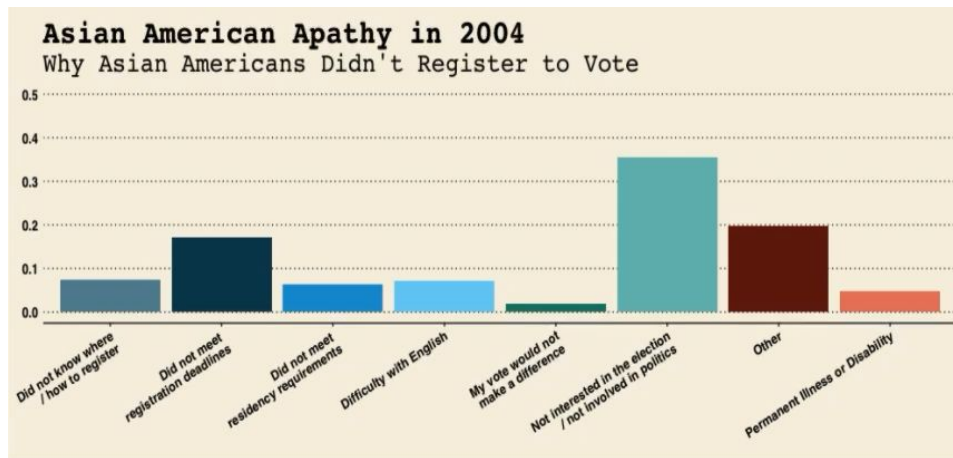
## Sex

- Differences between male and female Asians Americans and non-voting are **insignificant**

## Education

- **Stark contrast** in political apathy between most educated Asian Americans (PHD) and those without a college degree.

# Insights: Longitudinal



Animation – click to play!

While change over time was not the primary focus of our analysis, this compelling longitudinal visualization shows that **political apathy** has been consistently a significant reason why Asian Americans fail to register to vote, and this trend has continued to grow in the past few years.



## Key Takeaways From Logistic Regression

Because there are notable differences in non-voting reasons across certain characteristics, we wanted to investigate which groups of Asian Americans are least likely to vote, as well as those that are more likely to be politically apathetic, so we can highlight which individuals to elevate in our mobilization efforts.

To do this, we created two logistic regression models for the 2016 election year.

- Predicting voting status
- Predicting political apathy (Based on choosing “not interested in politics” as reason they did not register to vote)

Here are our takeaways:

***The odds of someone voting increase by 1% with each additional year in age***

Older Asian Americans are more likely to vote compared younger Asian Americans, despite being more likely to have language barriers and health issues that hinder the voting process.





## Key Takeaways From Logistic Regression

*The odds of someone being politically apathetic given they have some college or less is 77% higher than someone with an Associate/Bachelors*

In contrast, the odds of someone being politically apathetic given they have a Masters or PhD is about 50% lower compared to those with an Associate/Bachelors. Having access to more educational resources and knowledge about how the U.S political system works is key to active participation.

In both models, we found that **education and age** were the most significant and impactful predictors.

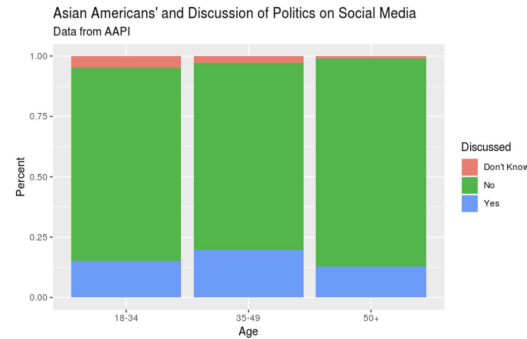
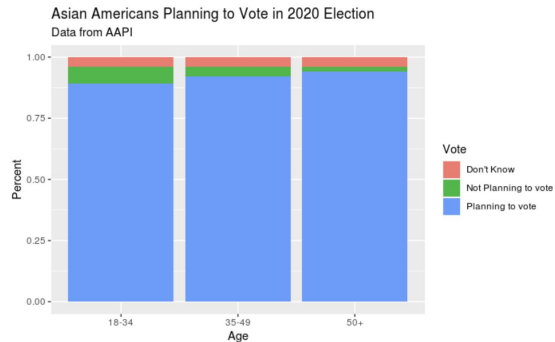




# Looking Ahead to the 2020 Presidential Election

The 2020 Asian American Survey collected by the AAPI DATA organization surveyed ~1,600 Asian Americans about their voting plans and political involvement. The differences between this survey and the IPUMS data are staggering: **93%** of respondents plan to vote in the 2020 election. While planning to vote is not a guarantee of actually voting, this contrasts with low levels of voter turnout in previous years, leading us to wonder if Asian Americans will break the pattern, or if small sample sizes portray a false narrative.

What is not surprising is the lack of discussion of politics on social media across all age groups given our analysis that political apathy is a fundamental issue. Perhaps the pressure of voting in a highly intense election is motivating Asian Americans, but there is still a lack of passion towards specific issues.



# How do we get more Asians Americans to vote?

Our analysis shows that Asian American non-voters are diverse and differ in their reasons for not registering and not voting on election day. The key takeaway is that political apathy is driving a lack of voter turnout, and that its prevalence is more common in **younger and less educated Asian Americans**. These results should inspire and motivate political and grassroots organizations to craft direct and meaningful strategies towards these subsets of Asian Americans and recognize that a one-size-fits-all strategy for increasing voter turnout is not effective. Here are our recommendations:

- Educate
  - Individuals with less educational background have less access to resources and knowledge about current issues
  - **ACTION:** Collate and disseminate information about issues that are pertinent to Asian Americans in clear and understandable language
- Accessibility
  - Older Asian Americans face an additional challenge of overcoming language barriers
  - **ACTION:** Create and distribute voting information in various languages to make learning about politics accessible.
- Outreach
  - Our analysis showed that political apathy is the most significant and salient reason for not voting
  - The 2020 Asian American Voter Survey showed about half of respondents were not contacted by either political party. Asian American's apathy towards politics might be because no one is reaching out to them.
  - **ACTION:** Increase canvassing in Asian American communities and elevate AAPI political advocacy groups on college campuses