



UP FOR GRABS

AMERICA'S SWING VOTE

ASIAN AMERICANS & PACIFIC ISLANDERS

ASIAN AMERICAN
JUSTICE CENTER



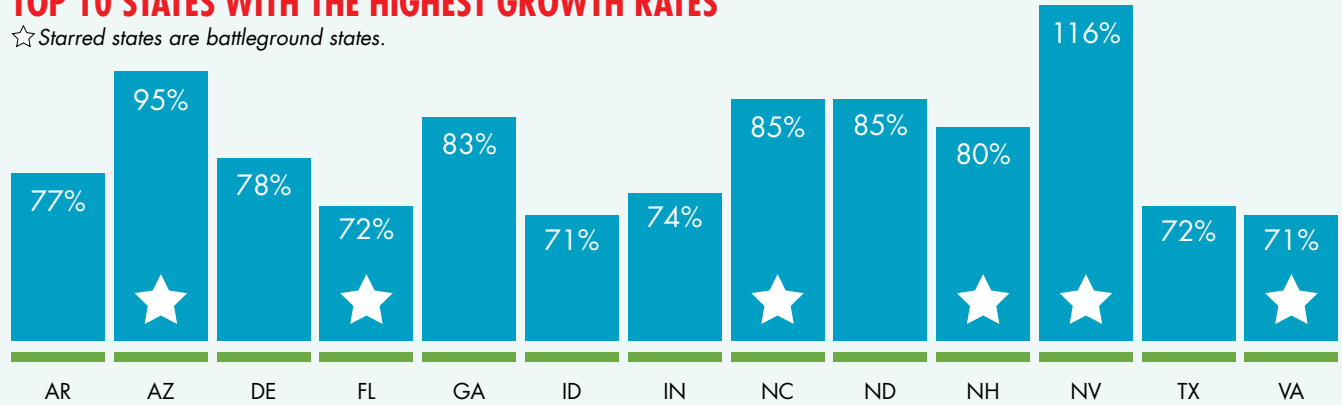
MEMBER OF
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ASIAN AMERICANS & PACIFIC ISLANDERS ARE THE ULTIMATE SWING VOTERS

AAPIs are the fastest growing racial group in the U.S. outpacing all other minority groups. According to the 2010 Census, over 35 states had a 50% growth rate or higher.

TOP 10 STATES WITH THE HIGHEST GROWTH RATES

☆ Starred states are battleground states.



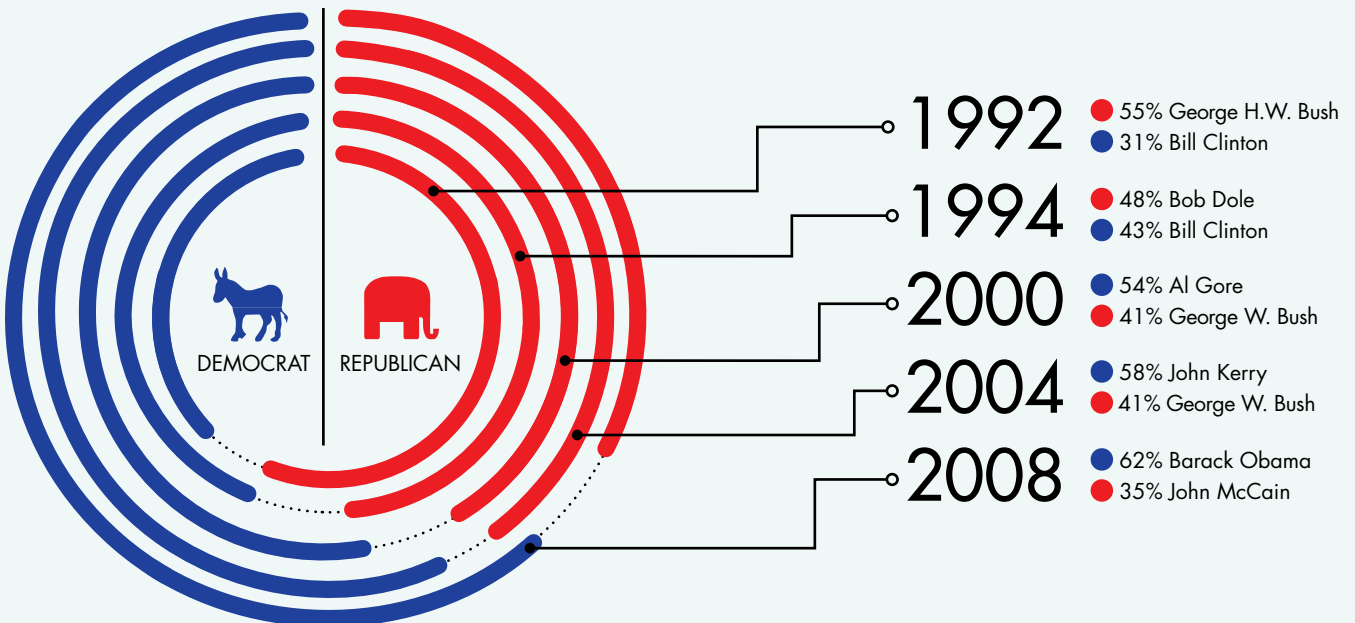
46%^{TOTAL} GROWTH FROM 2000 TO 2010 NATIONALLY

THERE ARE \approx 17 MILLION AAPIs IN THE U.S. **4/5** OF THE POLLED REGISTERED AAPI VOTERS SAID THAT THEY WERE "ALMOST CERTAIN TO VOTE" IN THIS UPCOMING ELECTION

AAPI voters could be the determining factor in the presidential and the congressional races. History shows that the AAPI vote has swung between Republican and Democratic presidential candidates.

PERCENTAGE OF AAPI VOTES IN THE LAST 5 ELECTIONS

Statistics according to NYTimes exit polls.



HOW TO TURN DEAL BREAKERS INTO DEALMAKERS?

The AAPI community is very much an immigrant community with more than half of the AAPI population being born outside the U.S.



39% BORN IN U.S.



58% BORN OUTSIDE U.S.



2% DO NOT KNOW

Of those born in the U.S., many have parents that were born outside of the U.S.



30% BORN IN U.S.



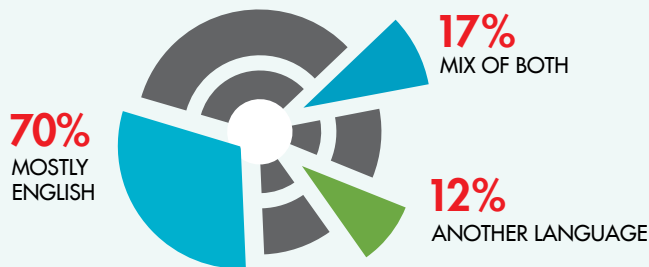
69% BORN OUTSIDE U.S.



1% DO NOT KNOW

NEWS CONSUMPTION

Despite the language barrier, more than two-thirds of AAPIs consume their news in English.



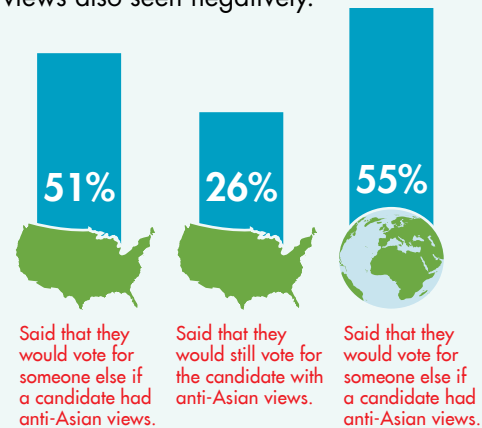
WHERE AAPIS GET THEIR NEWS



WHAT ARE THE DEAL BREAKERS?

Attack ads are commonplace in any political election, but in the last few election cycles, we've seen an increased number of anti-Asian ads that only seek to encourage negative stereotypes, ostracize a growing community and incite fear.

Among U.S.-born Asian Americans, anti-Asian views are deal breakers when it comes to voting for a candidate. The sentiment is the same for Asian American immigrants, with anti-Asian views also seen negatively.



WHAT COULD BE THE DEALMAKERS?

Language continues to be one of the largest barriers for the AAPI voter.



3/4 AAPIS SPEAK A DIFFERENT LANGUAGE AT HOME

With the right outreach and in-language assistance, over 1/5 of respondents said that they would be more likely to vote if given in-language assistance.

- Section 203 of the Voting Rights Act requires jurisdictions to provide bilingual voting assistance to registered voters.

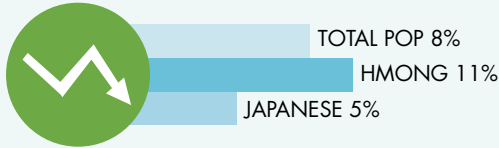
*Source: AAJC/AAI/APIA Vote - 2011 Voter Survey

DEBUNKING THE MODEL MINORITY MYTH

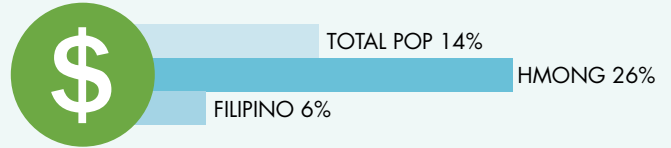
The AAPI community is not a monolithic one, and the issues that matter to them range from social and family values to small businesses and the economy.

AAPIs fall on every spectrum of unemployment, poverty rates, health care and education.

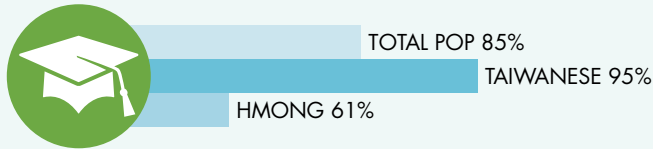
UNEMPLOYMENT RATE FOR THOSE 16 AND OLDER



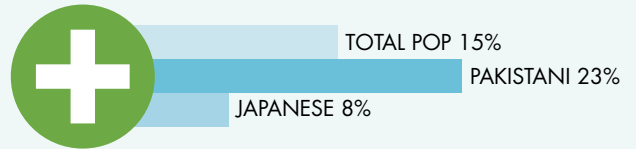
POVERTY RATES



EDUCATION - THOSE WITH A HIGH SCHOOL DEGREE OR HIGHER

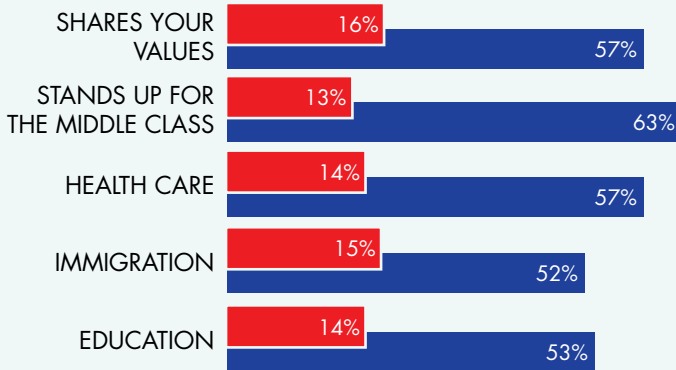


HEALTH CARE COVERAGE - UNINSURED



WHO'S BETTER ON THE ISSUES?

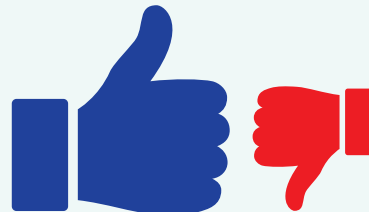
Values and Fairness



DEMOCRAT



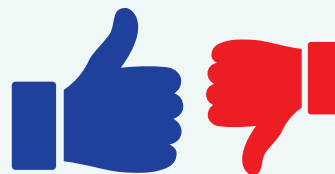
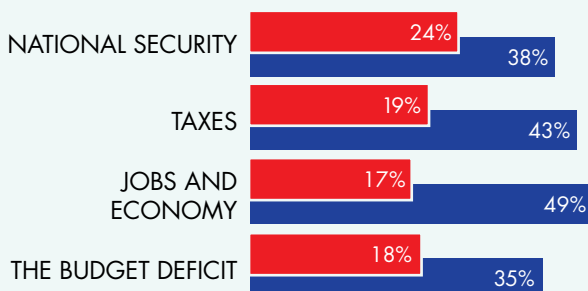
REPUBLICAN



As a whole AAPIs think that the Democrats are better on issues of values and fairness.

WHO'S BETTER ON THE ISSUES?

Economy and National Security



Democrats lose some ground on issues related to the economy and national security. Neither party has a plurality of support among the AAPI community.

AAPIS ARE AN UNTAPPED VOTING BLOC

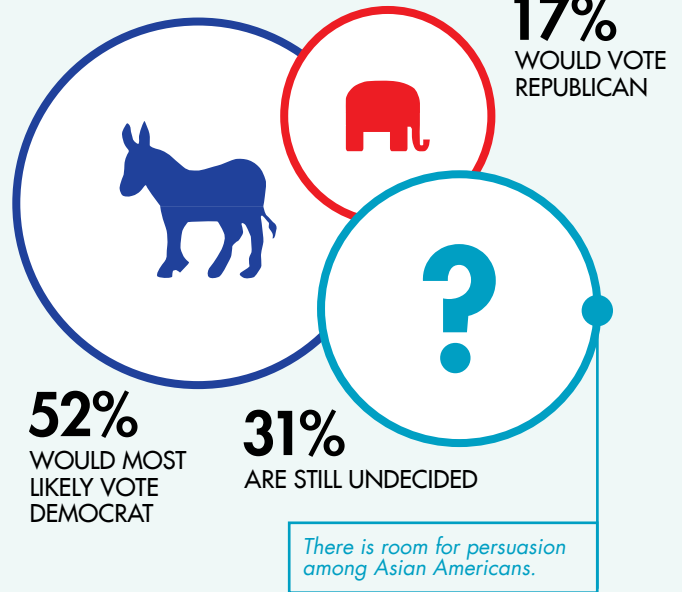
- Asian Americans are now the **FASTEST GROWING MINORITY GROUP** in the U.S. and estimates show that by 2050 AAPIs could top nearly **10% OF THE POPULATION**.
- Over **1.5 MILLION BUSINESSES ARE OWNED BY AAPIS**, providing jobs for about 5 million people.
- AAPIs are empowered to take part in our political process by becoming **NATURALIZED CITIZENS** and contributing to the economy with a buying power topping \$509 billion.
- Yet, the **POLITICAL PARTIES CONTINUE TO OVERLOOK THIS INFLUENTIAL COMMUNITY**.

1/2 Of AAPI voters are **more enthusiastic** to vote this year than in previous years.

1/4 Of AAPI voters are **less than thrilled** about voting this year.

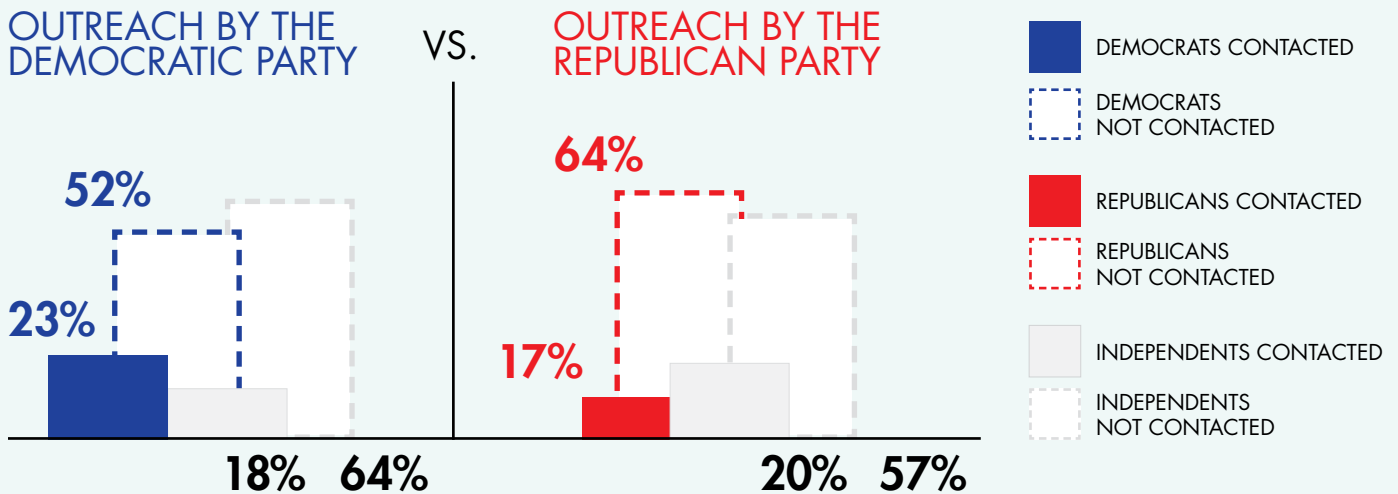
ALL POLITICS IS LOCAL

Democratic congressional candidates have a slight advantage with AAPI voters.



OUTREACH - RADIO SILENCE

For the past 2 years neither the Republican or Democratic parties have been extensively reaching out to AAPI registered voters, no matter which political party they belong to.



See map for percentage breakdowns of voters who were contacted by the national parties. 📞

*Source: AAJC/AAI/APIA Vote - 2011 Voter Survey

MARGIN OF VICTORY

THE BATTLEGROUND STATES

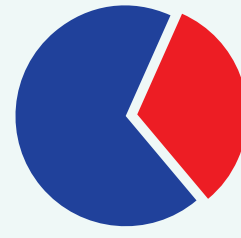
Elections have become increasingly more competitive and just a few states have continued to make the difference between a win and a loss.

*For more statistics see AAJC's Community of Contrasts

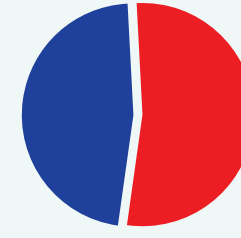
ELECTORAL VOTE DISTRIBUTION - NEED 270 TO WIN

Data based on the last 5 elections.

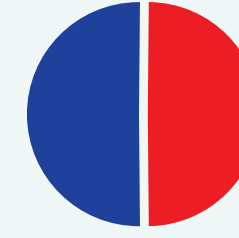
2008 ● 365 VOTES Obama
● 173 VOTES McCain



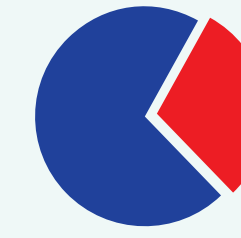
2004 ● 252 VOTES Kerry
● 286 VOTES Bush



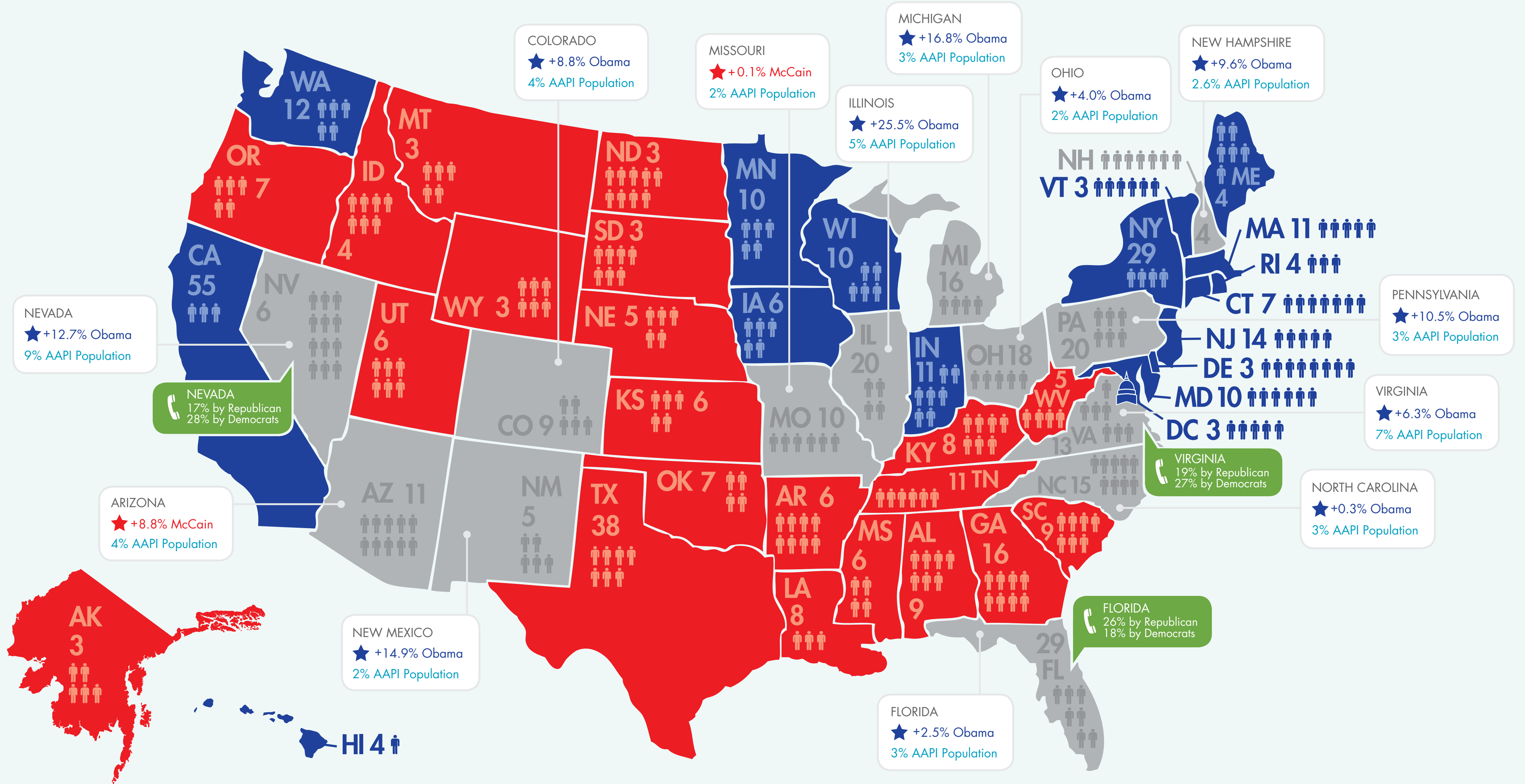
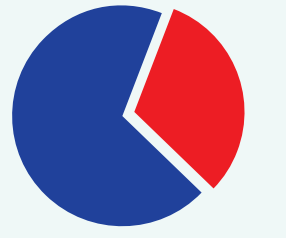
2000 ● 266 VOTES Gore
● 271 VOTES Bush



1996 ● 379 VOTES Clinton
● 159 VOTES Dole



1992 ● 370 VOTES Clinton
● 168 VOTES Bush



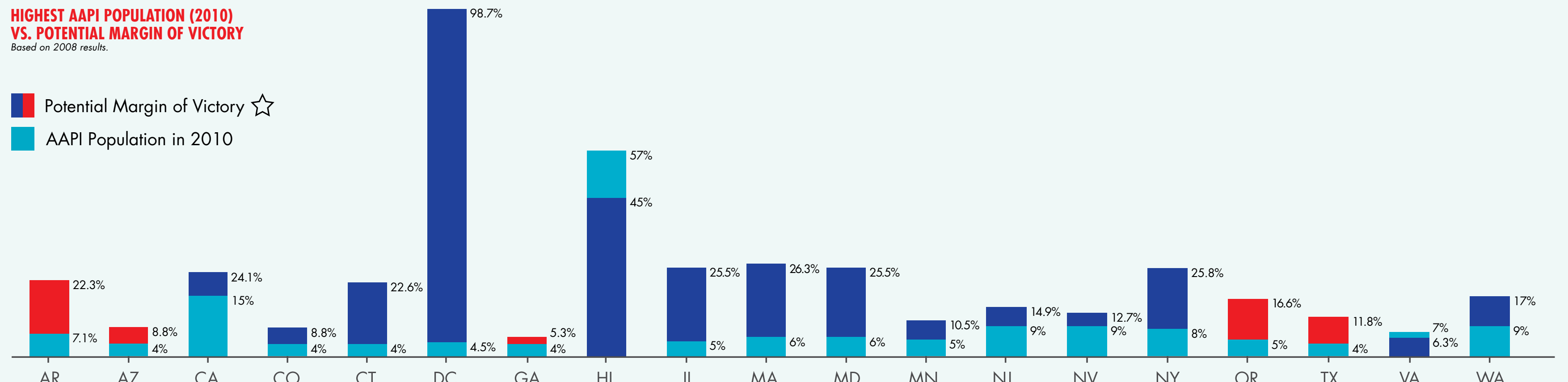
MAP LEGEND

- 👤 = 10% AAPI GROWTH RATE
- # Electoral Votes
- ☎ Voters contacted by the national political parties in the last two years.
- ☆ Margin of Victory Over Opponent in 2008
- 🐘 DEMOCRAT 🐘 REPUBLICAN
- 🟡 Battleground States

HIGHEST AAPI POPULATION (2010) VS. POTENTIAL MARGIN OF VICTORY

Based on 2008 results.

🟡 Potential Margin of Victory ☆
🟢 AAPI Population in 2010



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In partnership with APIA Vote and Asian American Institute.