UP FOR GRABS

AMERICA’S SWING VOTE

ASIAN AMERICANS & PACIFIC ISLANDERS

ASIAN AMERICAN JUSTICE CENTER
MEMBER OF ASIAN AMERICAN CENTER FOR ADVANCING JUSTICE
Republican Democrat of the polled registered AAPI voters said that they were almost certain to vote in this upcoming election. 1992 1994 2000 2004 2008

Top 10 States with the highest growth rates

<table>
<thead>
<tr>
<th>Rank</th>
<th>State</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AR</td>
<td>95%</td>
</tr>
<tr>
<td>2</td>
<td>AZ</td>
<td>77%</td>
</tr>
<tr>
<td>3</td>
<td>DE</td>
<td>78%</td>
</tr>
<tr>
<td>4</td>
<td>FL</td>
<td>72%</td>
</tr>
<tr>
<td>5</td>
<td>GA</td>
<td>83%</td>
</tr>
<tr>
<td>6</td>
<td>ID</td>
<td>71%</td>
</tr>
<tr>
<td>7</td>
<td>IN</td>
<td>74%</td>
</tr>
<tr>
<td>8</td>
<td>NC</td>
<td>85%</td>
</tr>
<tr>
<td>9</td>
<td>ND</td>
<td>85%</td>
</tr>
<tr>
<td>10</td>
<td>NV</td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td>TX</td>
<td>72%</td>
</tr>
<tr>
<td></td>
<td>VA</td>
<td>71%</td>
</tr>
</tbody>
</table>

46% total growth from 2000 to 2010 nationally

There are ≈ 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.

- 1992: 55% George H.W. Bush, 31% Bill Clinton
- 1994: 48% Bob Dole, 43% Bill Clinton
- 2000: 54% Al Gore, 41% George W. Bush
- 2004: 58% John Kerry, 41% George W. Bush
- 2008: 62% Barack Obama, 35% John McCain

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.
The AAPI community is very much an immigrant community with more than half of the AAPI population being born outside the U.S. Of those born in the U.S., many have parents that were born outside of the U.S.

**NEWS CONSUMPTION**

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

- 70% MOSTLY ENGLISH
- 12% ANOTHER LANGUAGE
- 17% MIX OF BOTH

**WHERE AAPIs GET THEIR NEWS**

- SOCIAL MEDIA: 40%
- TV: 65%
- PRINT: 1/3 of AAPIs still get their news from print media.

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

**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.
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

- **Total Pop:** 8%
- **Hmong:** 11%
- **Japanese:** 5%

### Poverty Rates

- **Total Pop:** 14%
- **Hmong:** 26%
- **Filipino:** 6%

### Education - Those With a High School Degree or Higher

- **Total Pop:** 85%
- **Hmong:** 61%
- **Taiwanese:** 95%

### Health Care Coverage - Uninsured

- **Total Pop:** 15%
- **Japanese:** 8%
- **Pakistani:** 23%

### Who’s Better on the Issues?

**Values and Fairness**

- Shares Your Values: 16% **Democratic** 57% **Republican**
- Stands Up for the Middle Class: 13% **Democratic** 63% **Republican**
- Health Care: 14% **Democratic** 57% **Republican**
- Immigration: 15% **Democratic** 52% **Republican**
- Education: 14% **Democratic** 53% **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**

- National Security: 24% **Democratic** 38% **Republican**
- Taxes: 19% **Democratic** 43% **Republican**
- Jobs and Economy: 17% **Democratic** 49% **Republican**
- The Budget Deficit: 18% **Democratic** 35% **Republican**

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

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.

OUTREACH BY THE DEMOCRATIC PARTY

52% of AAPI voters were contacted by the Democratic party.

OUTREACH BY THE REPUBLICAN PARTY

64% of AAPI voters were contacted by the Republican party.

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