

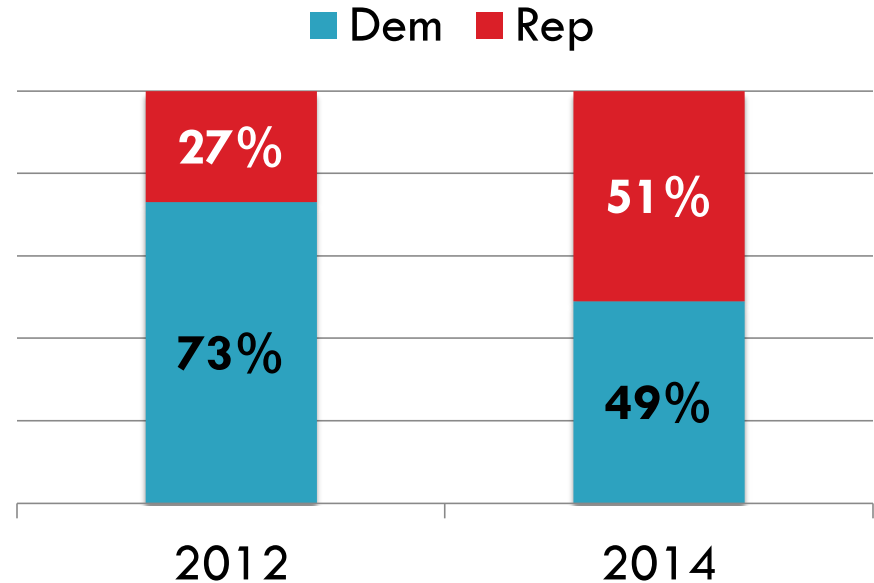
FROM MARGINALIZED TO MARGINS OF VICTORY

Taeku Lee

Why APAs are Marginalized

2

- Too small
- Don't vote
- Enigma



Why this Needs an Update

3

- **Population** is growing FAST
- The APA vote is increasingly **pivotal**
- **Fundamentals** can help:
 - ▣ Registration
 - ▣ Mobilization
 - ▣ Language

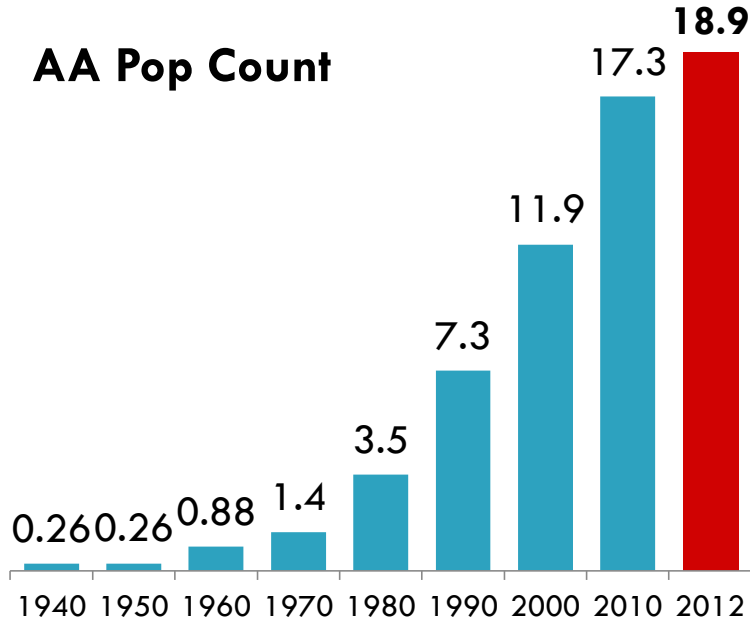
APA POPULATION IN NUMBERS



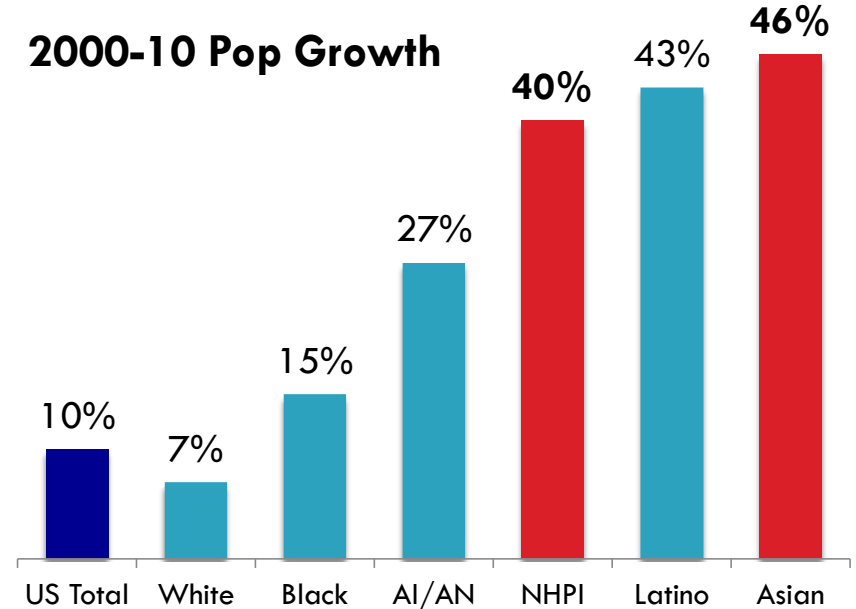
Population Growing FAST!

5

AA Pop Count



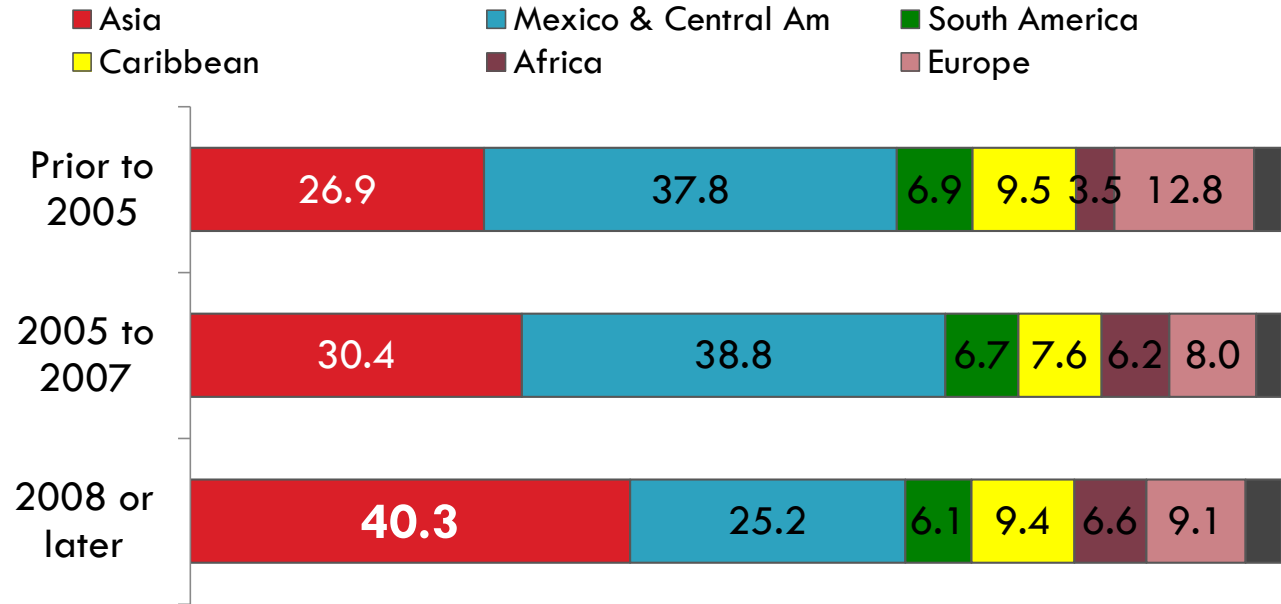
2000-10 Pop Growth



Biggest Source from Immigration

Largest share
of legal
perm
resident
admissions
today

- 40% of total
growth from in-
migration since

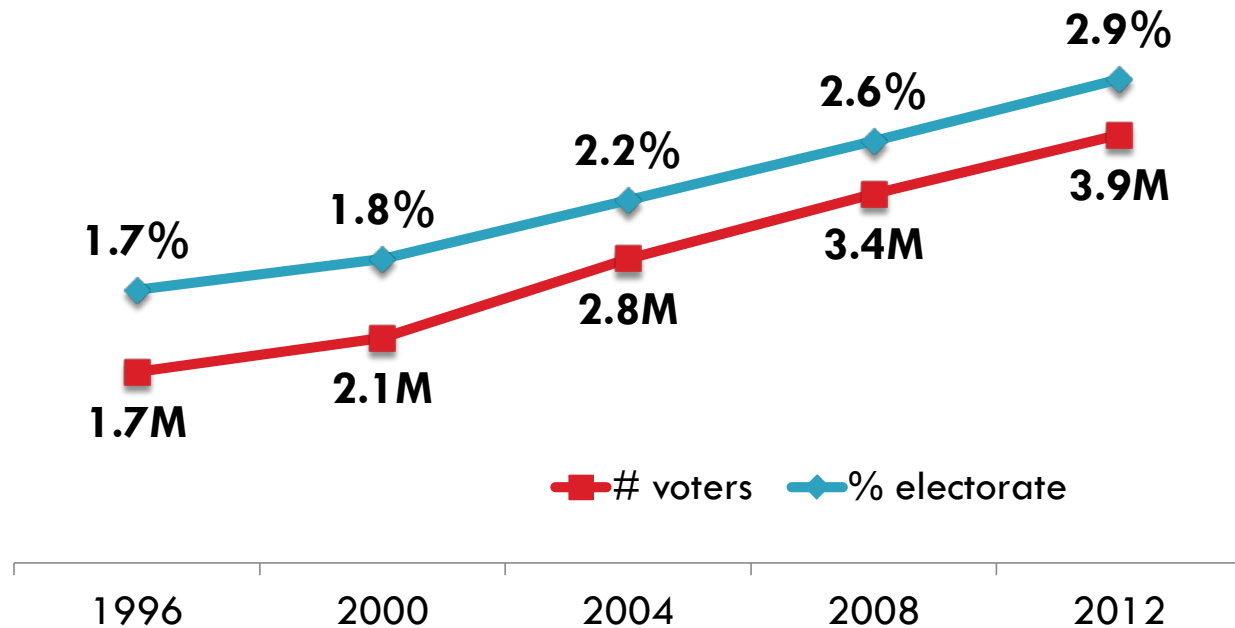


Emerging Force in the Electorate

Fastest
growing
electorate,
1996-2012

+128% (alone)

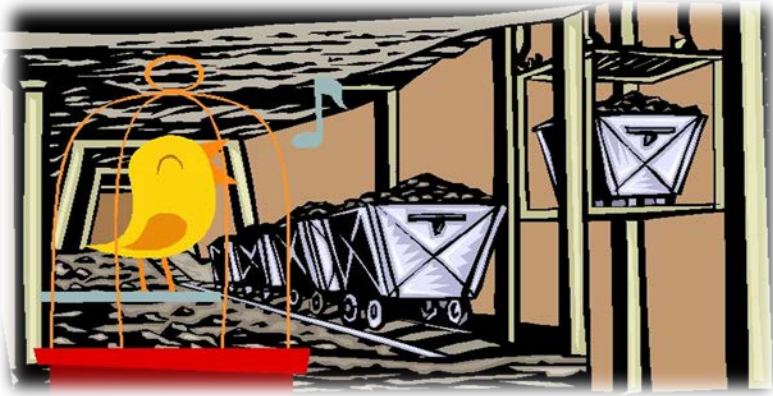
+149% (comb)



APAS AS A PIVOTAL ELECTORATE



Yellow Canaries?



“Here is a group that has higher intact families, more entrepreneurial, higher than average incomes, higher college graduation rates ... Asian Americans are actually the **canary in the coal mine**, I believe, for Republicans...”

Increasing Share of VAP

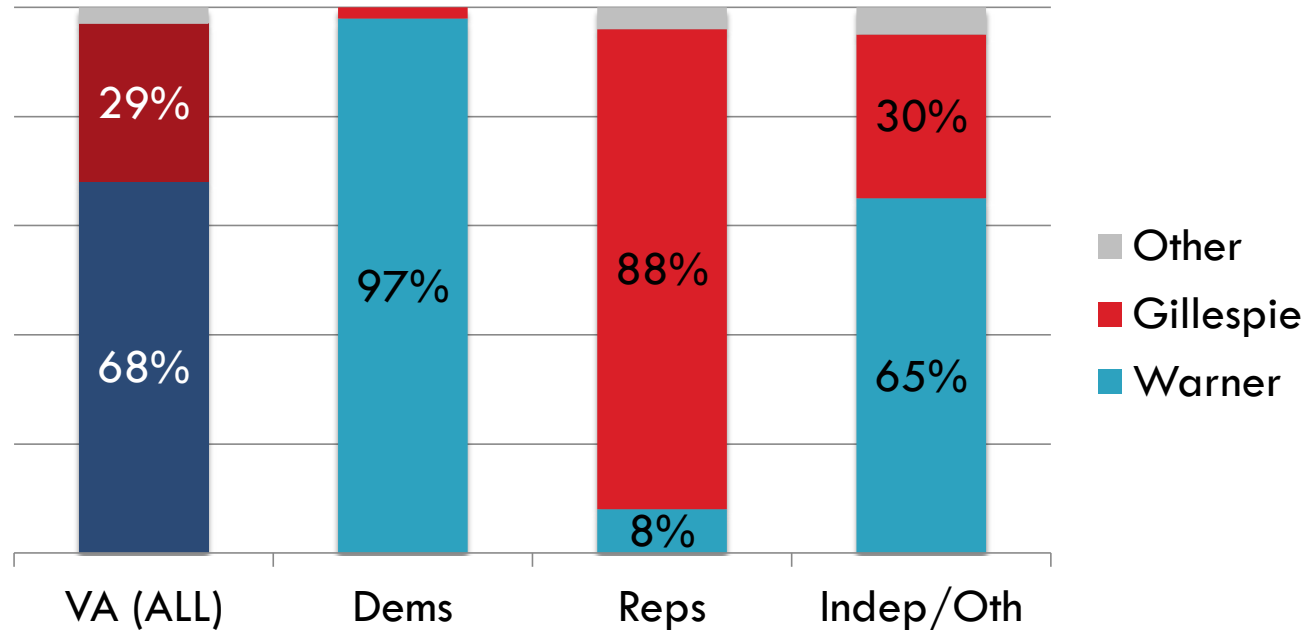
Growing share of citizen voting-age pop in many jurisdictions

	States	Counties	Congr. districts
5% - 9.9%	5	40	58
10% - 24.9%	1	25	35
25% +	1	8	10

The Margin of Victory in Virginia?

17,723 vote margin of victory for Warner.

Estimated Dem-Rep vote differential for Asian Ams in VA: 26,000 to 32,000



Other Possible Margins of Victory

12

Nevada

- 243K total pop
- 116% growth, 2000-10
- 90K registered; 37K unregistered



Asian American ▾ Decisions

Florida

- 573K total pop
- 72% growth, 2000-10
- 194K registered; 198K unregistered



KNOWN LEVERS TO POLITICAL POWER



APA Political Opportunity Gap

14

3.9M Asian Americans voted in 2012, but 4.3M adult citizens sat out the election.

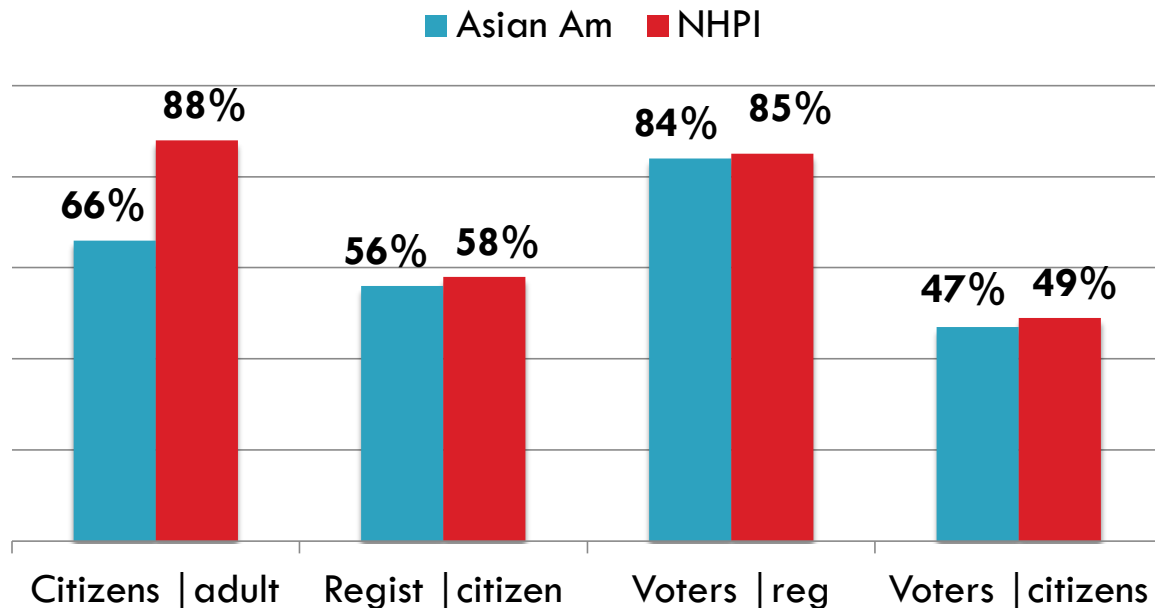


VOTE HERE
VOTE AQUI
請在此投票
ĐI BẦU TẠI ĐÂY
7AM - 8PM

Opportunity through Registration

AAs vote when registered and naturalize speedily when citizen eligible.

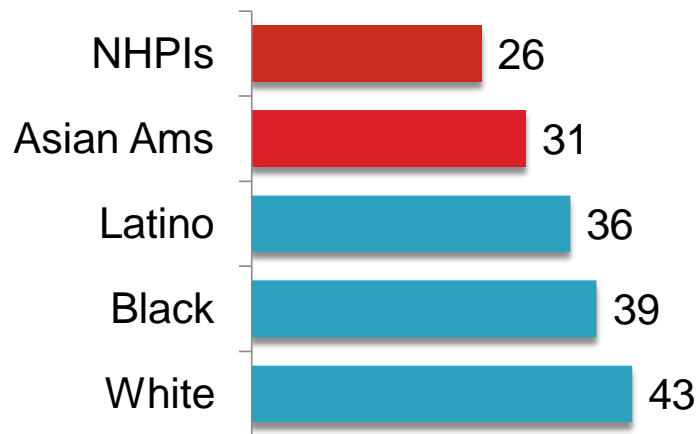
The bottleneck is voter registration.



Opportunity through Mobilization

16

Contacted by anyone to register or vote in [2012] election



Source: 2012 NAAS and 2012 ANES

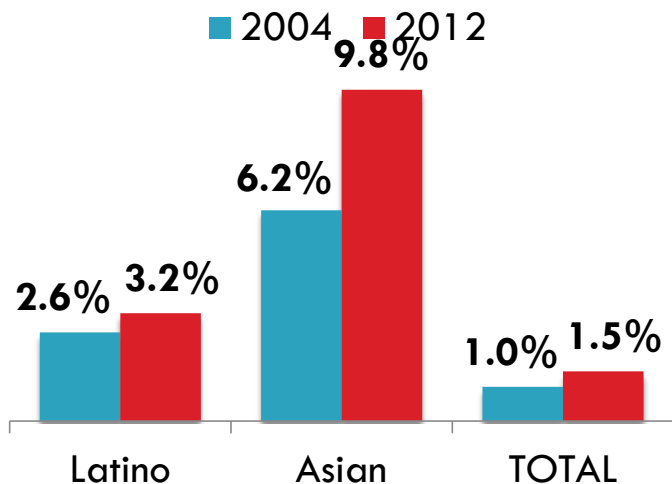
Asian American  Decisions

Unregistered Asian Am Citizens, Select States

STATE	# NOT REGISTERED	% NOT REGISTERED
Texas	207,000	41%
Florida	186,000	52%
Georgia	112,000	57%
Arizona	109,000	68%
Virginia	87,000	39%
Colorado	59,000	60%
Michigan	57,000	40%
Pennsylvania	42,000	38%
US TOTAL	3.6 MILLION	44%

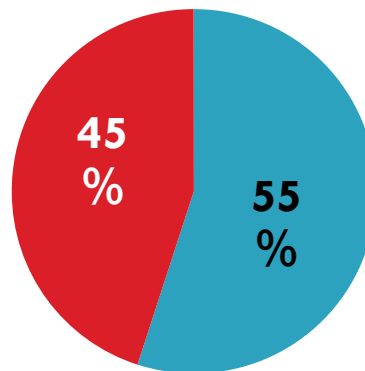
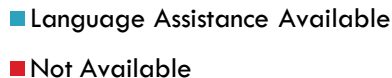
Opportunity and Language Access

% Not Registered due to LEP

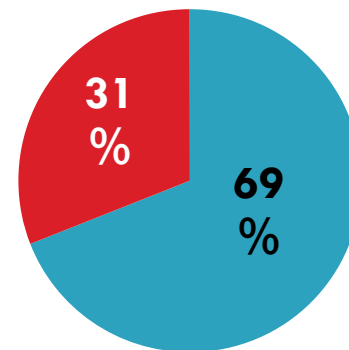
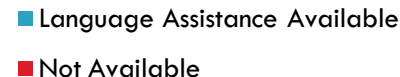


Access in Covered Jurisdictions

Voted In Person



Voted by Mail



Take Aways

18

- ☑ 20 million and rising
- ☑ Potential to be decisive
- ☑ Leaving 4.3M voters at the table

THANK YOU!

taeku.lee@asianamericandecisions.com