

✓ **2024** American
Electorate Voter Poll 

AAPI voters in 2024 Webinar

BSPresearch
AFRICAN AMERICAN
RESEARCH COLLABORATIVE

 ASIAN AMERICANS
ADVANCING
JUSTICE
AAJC

TAFF The
Asian American
Foundation

December 13, 2024

About the Survey

- **Sample:** Voters in the 2024 election
- **Field Dates:** October 18 – November 4, 2024
- **Mode** 25% live telephone interviews, 25% text invites; 50% online panels
- **Languages:** English, Chinese, Tagalog, Korean, Vietnamese
- **Total AANHPI respondents:** 1,783 (+/- 2.3%)
 - 341 Chinese, 324 Filipino, 220 Indian, 232 Korean, 151 Japanese, 192 other Asian, 203 Native Hawaiian or other Pacific Islander.
- **Survey total:** 9,405 respondents in the AEVP. (1,783 AANHPI, 1,500 White, 1,850 African American, 3,750 Latino, 500 Native American).

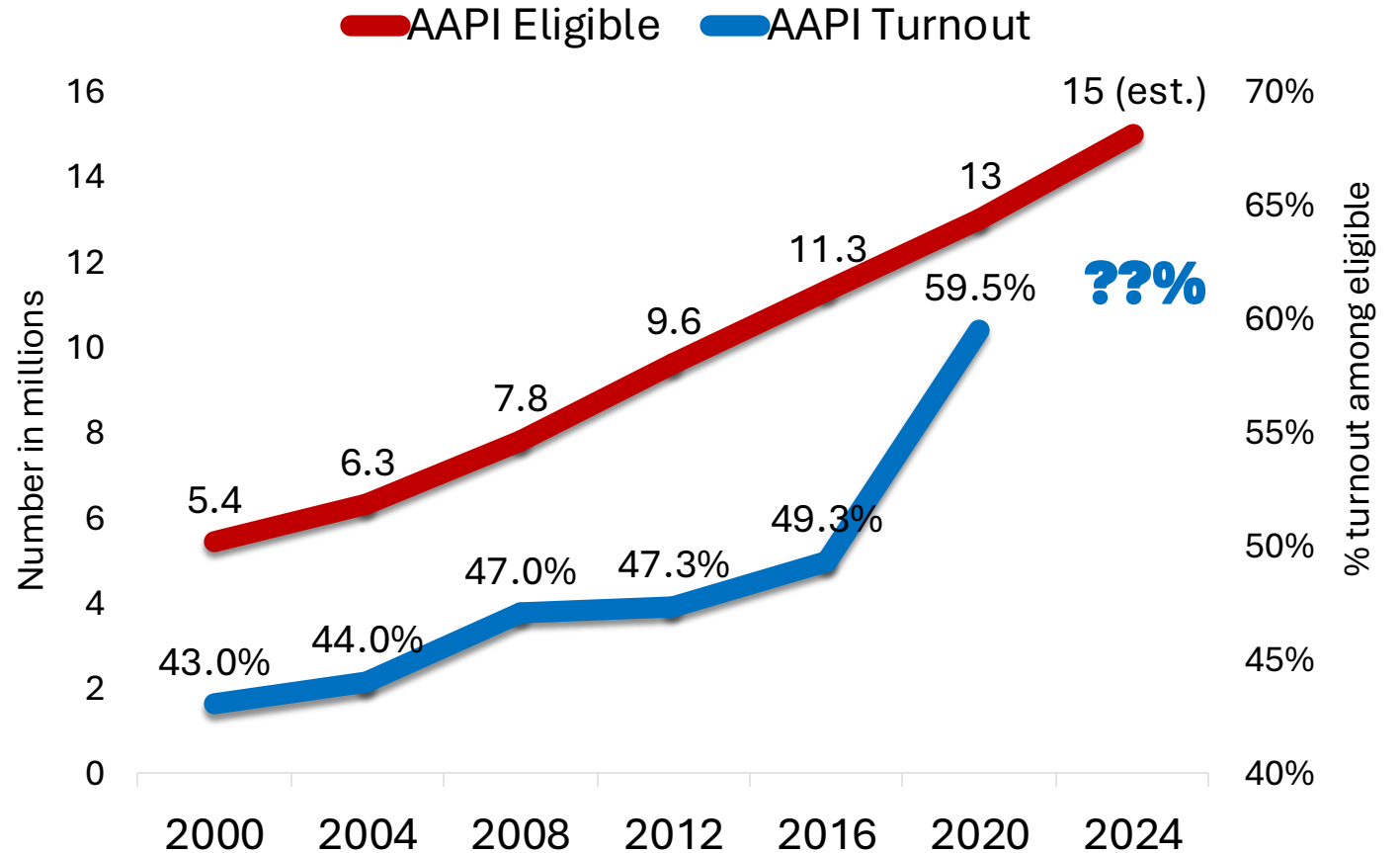
AAPI Growth in the Electorate

Nearly 300% growth in **eligible** voters btw. 2000-2024

~+2M new **eligible voters** since 2020.

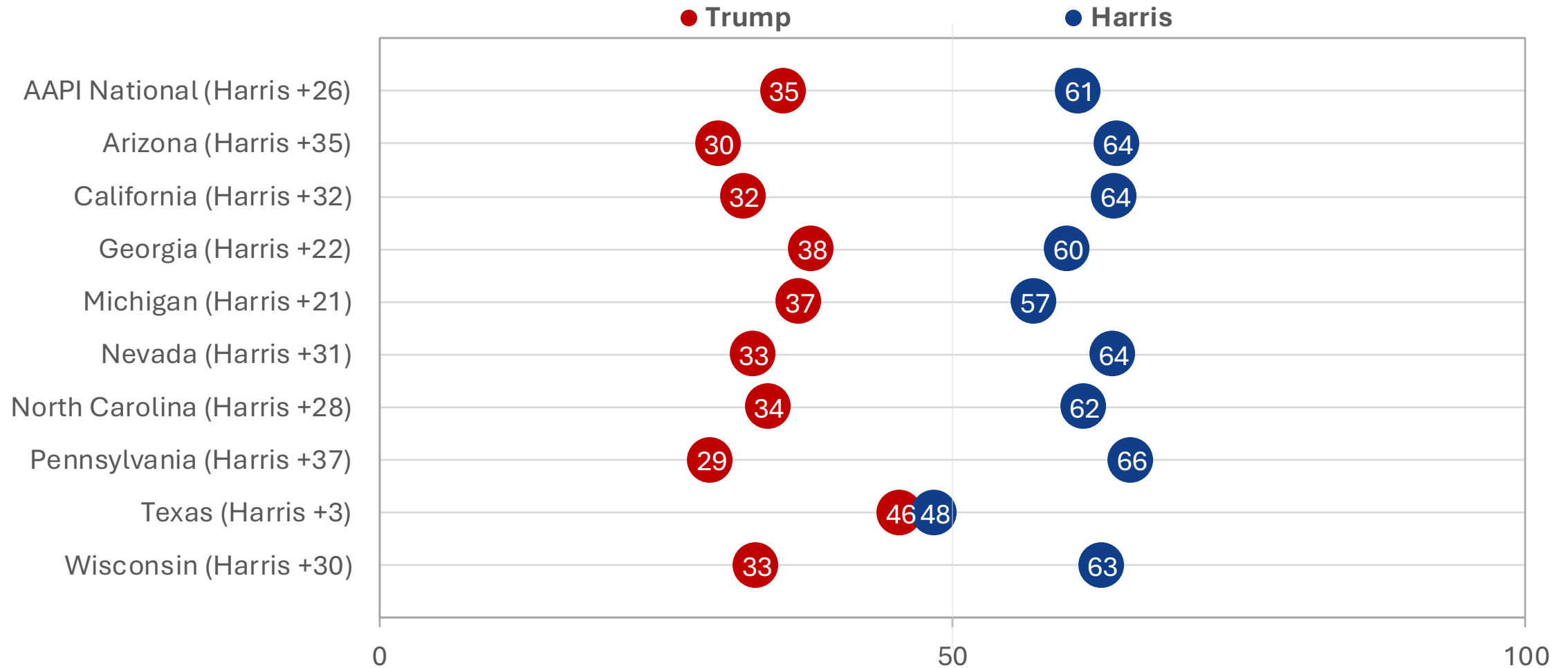
~+4M new voters **since 2016**.

Turnout gap btw. AAPI and White voters has shrunk 50% since 2004.



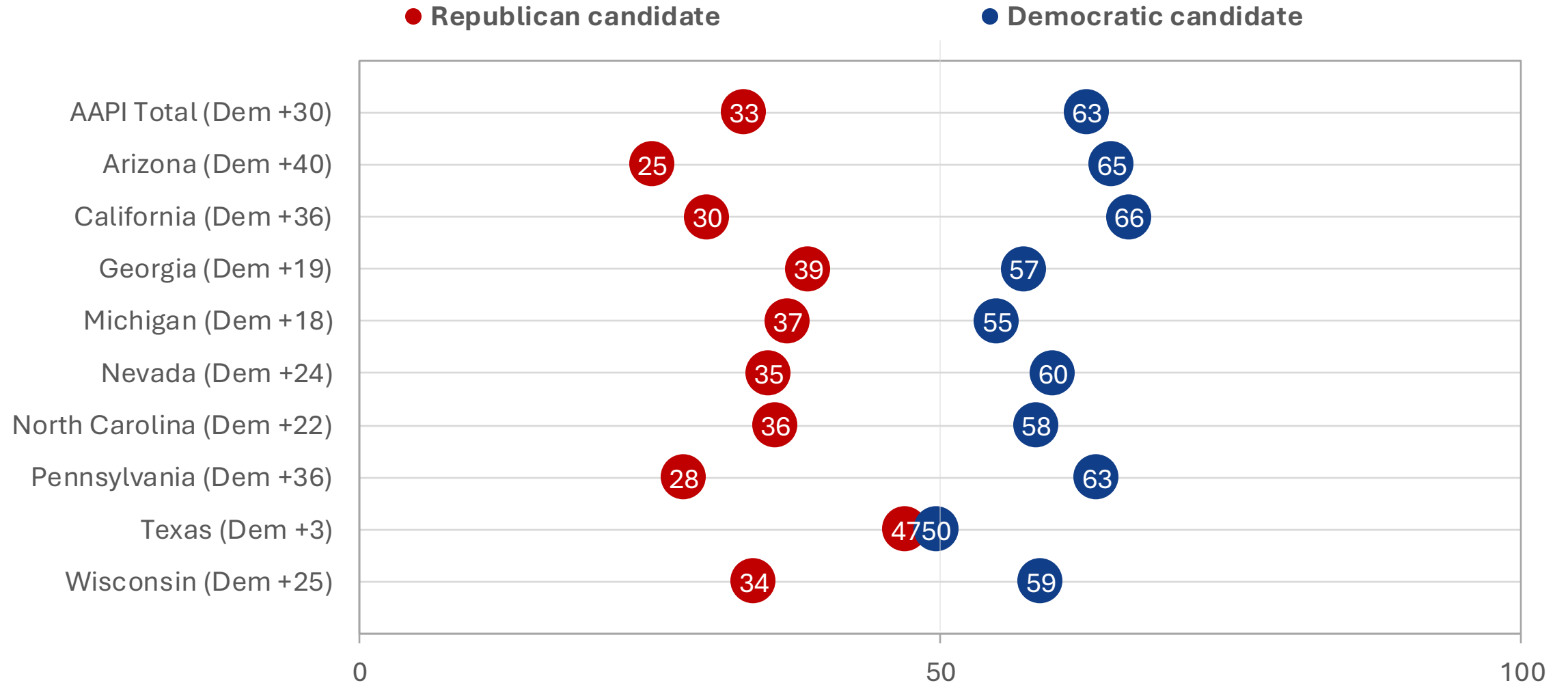
Presidential Vote

In the election for President, did you vote for the Democratic candidate Kamala Harris, Republican candidate Donald Trump, or someone else?



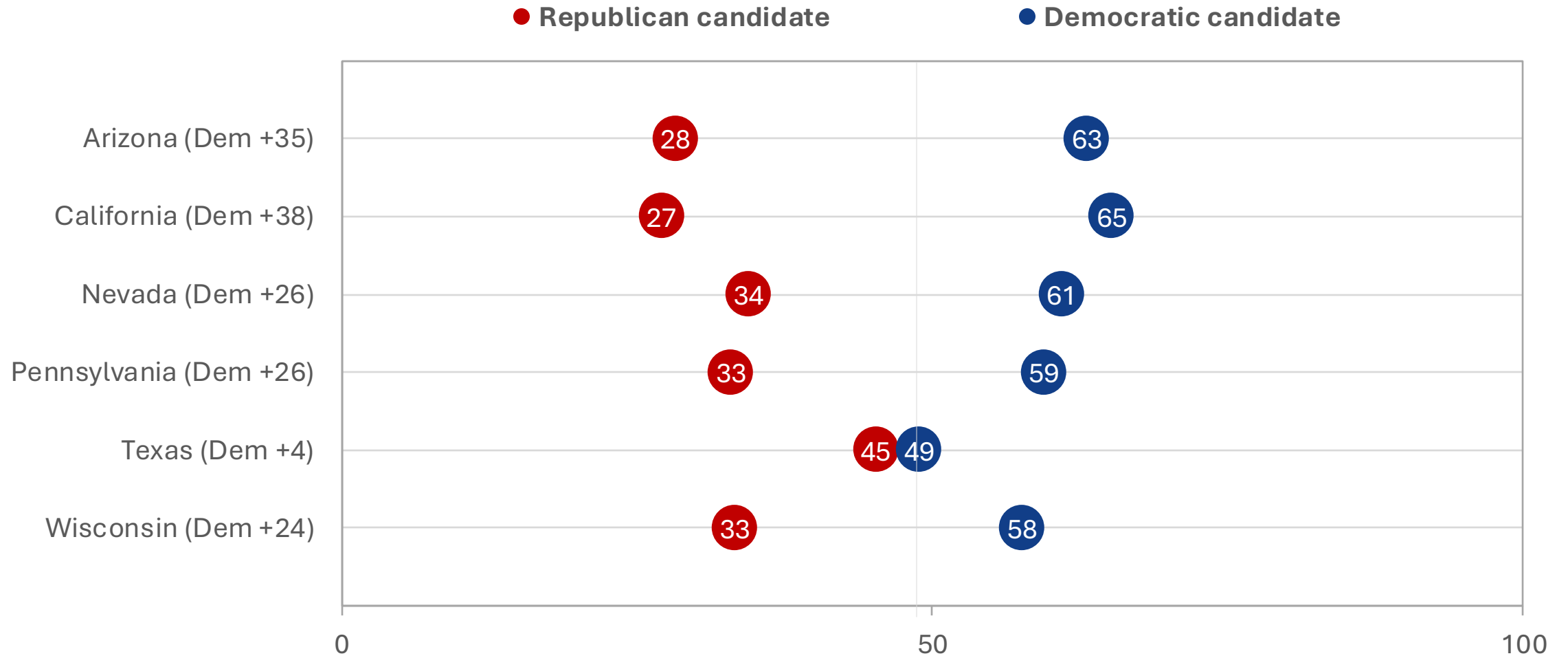
House Vote

In the election for US Congress, in your district here in [STATE], did you vote for the Republican candidate [NAME] or Democratic candidate [NAME] for House of Representatives??



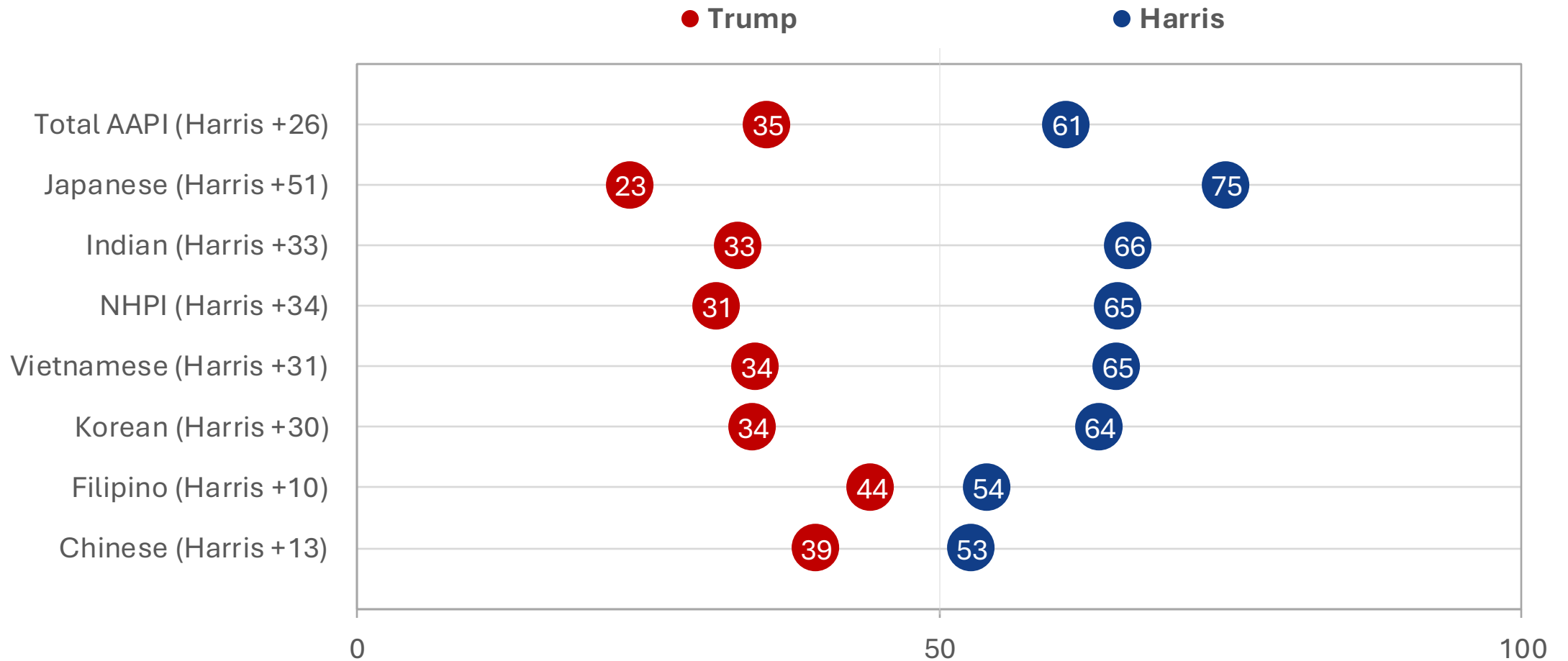
Senate Vote

In the election for US Senate here in [STATE], did you vote for the Republican candidate [NAME] or Democratic candidate [NAME] for the US Senate?



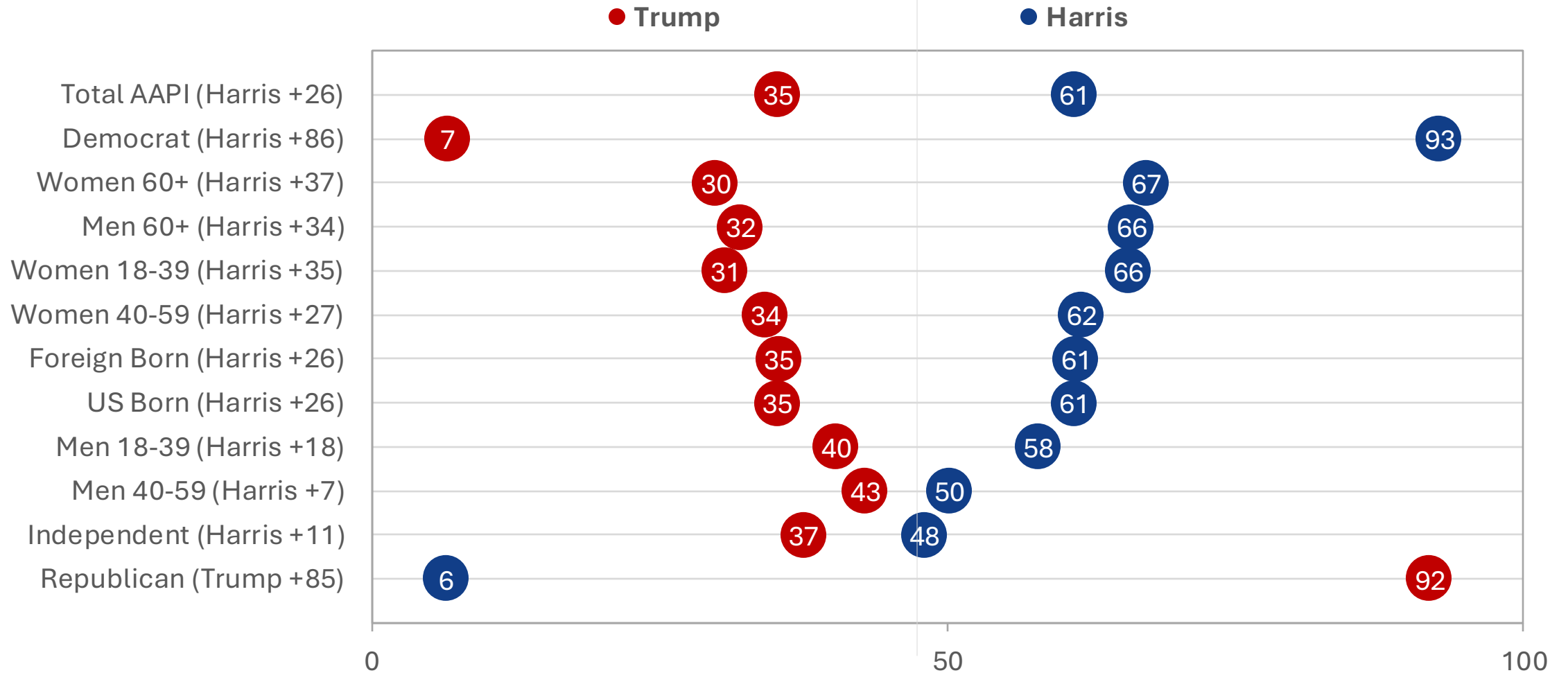
Presidential Vote

In the election for President, did you vote for the Democratic candidate Kamala Harris, Republican candidate Donald Trump, or someone else?



Presidential Vote

In the election for President, did you vote for the Democratic candidate Kamala Harris, Republican candidate Donald Trump, or someone else?

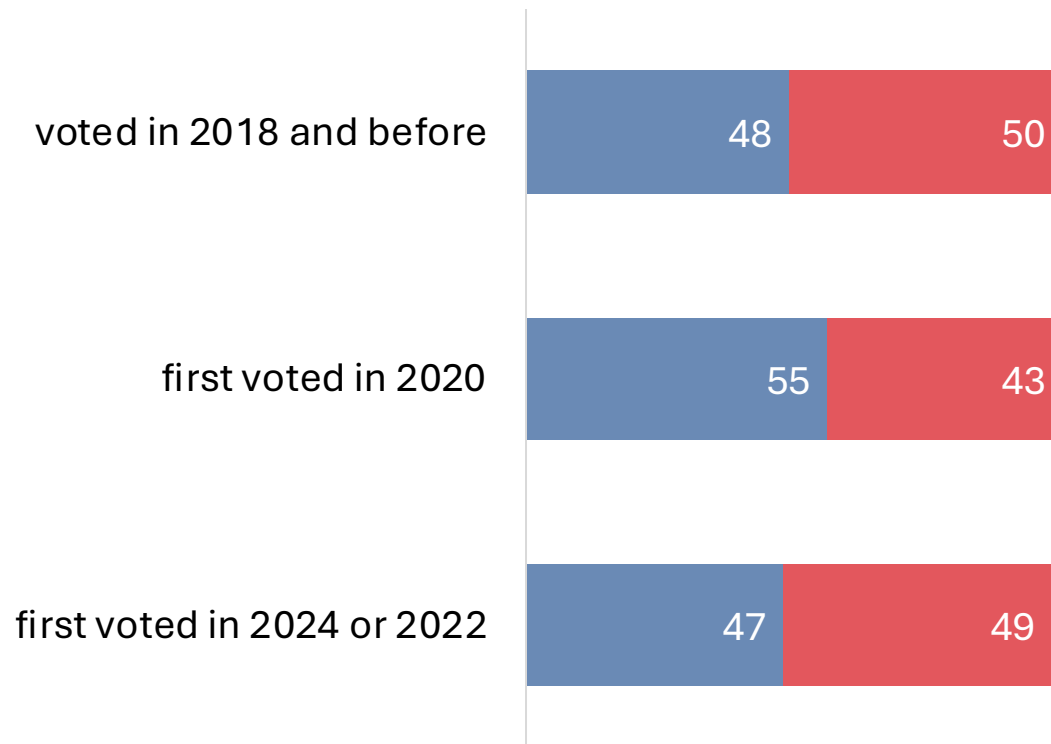


Presidential Vote

In the election for President, did you vote for the Democratic candidate Kamala Harris, Republican candidate Donald Trump, or someone else?

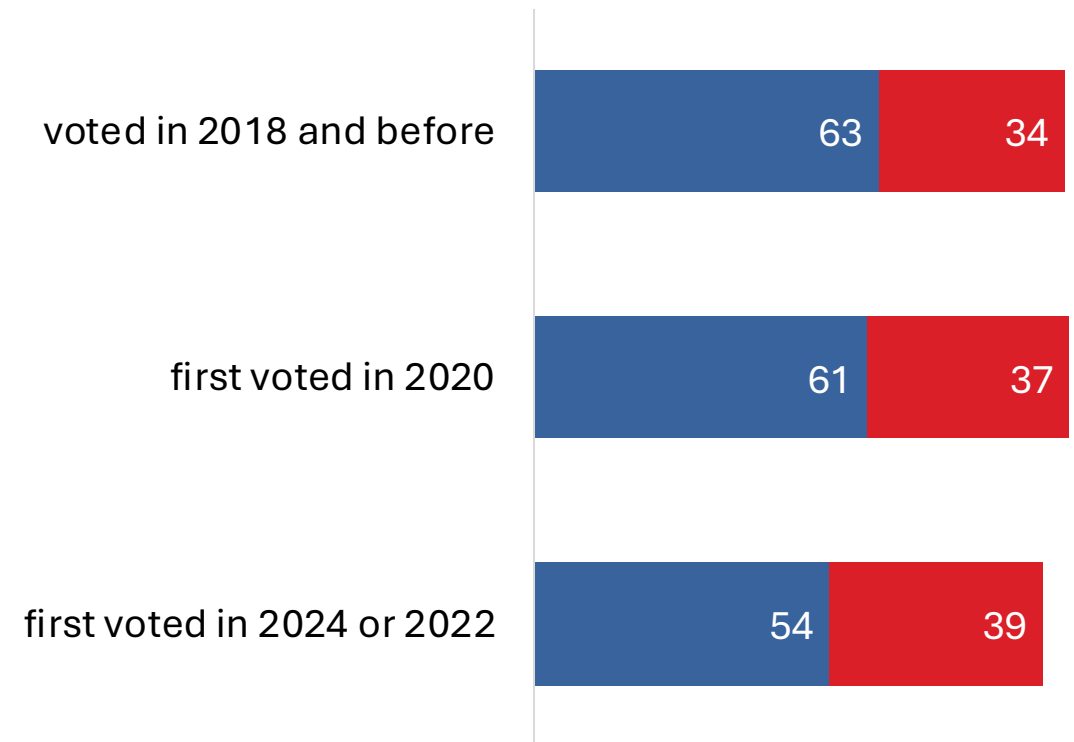
All 2024 Voters

■ voted Harris ■ voted Trump



AAPI 2024 Voters

■ voted Harris ■ voted Trump



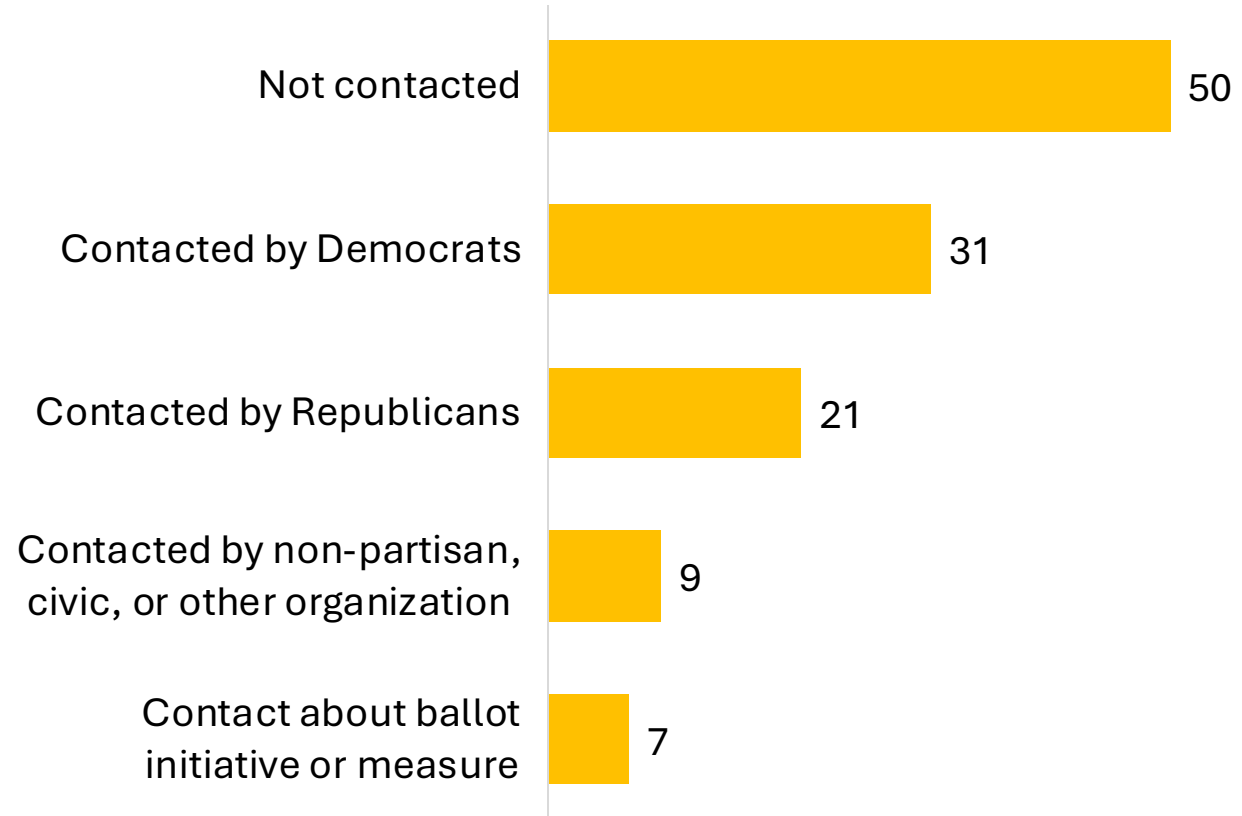
Outreach

In 2024, did anyone from a political party, campaign or any other organization contact you and ask you to register and/or vote in this election? All that apply.

Contact rates were better in key states.

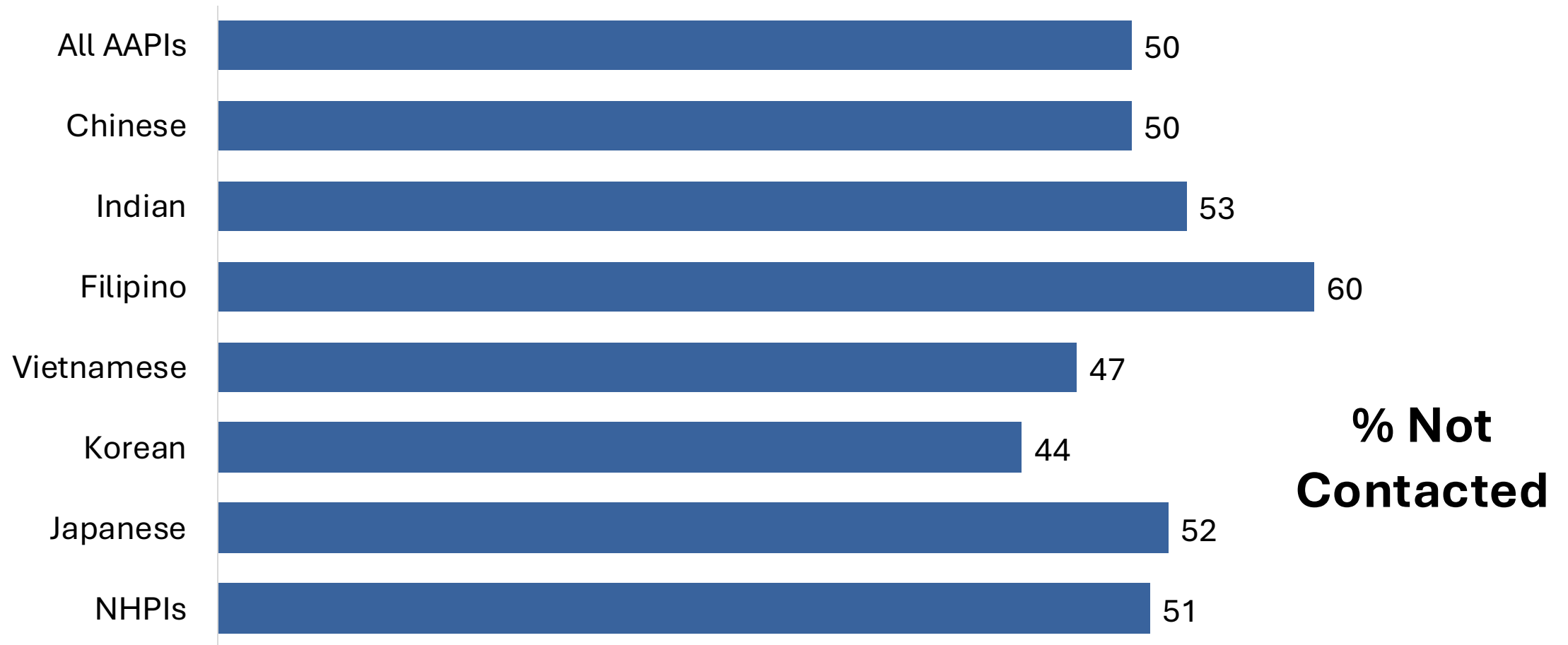
Share AAPI voters not contacted:

| | |
|----------------|-----|
| Arizona | 32% |
| California | 49% |
| Georgia | 48% |
| Michigan | 46% |
| Nevada | 31% |
| North Carolina | 30% |
| Pennsylvania | 39% |
| Texas | 37% |
| Wisconsin | 45% |



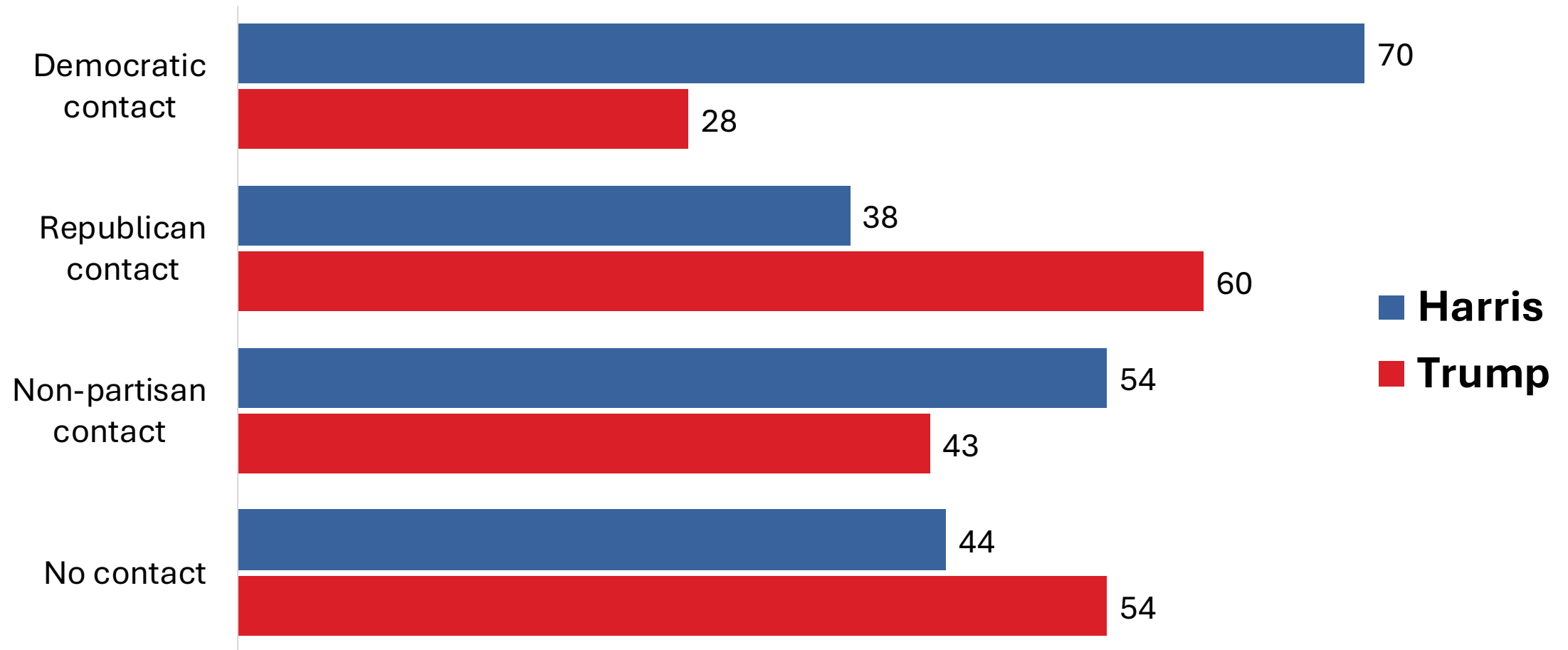
Outreach

In 2024, did anyone from a political party, campaign or any other organization contact you and ask you to register and/or vote in this election? All that apply.



Outreach

In 2024, did anyone from a political party, campaign or any other organization contact you and ask you to register and/or vote in this election? All that apply.



About Asian Americans Advancing Justice – AAJC

Our mission

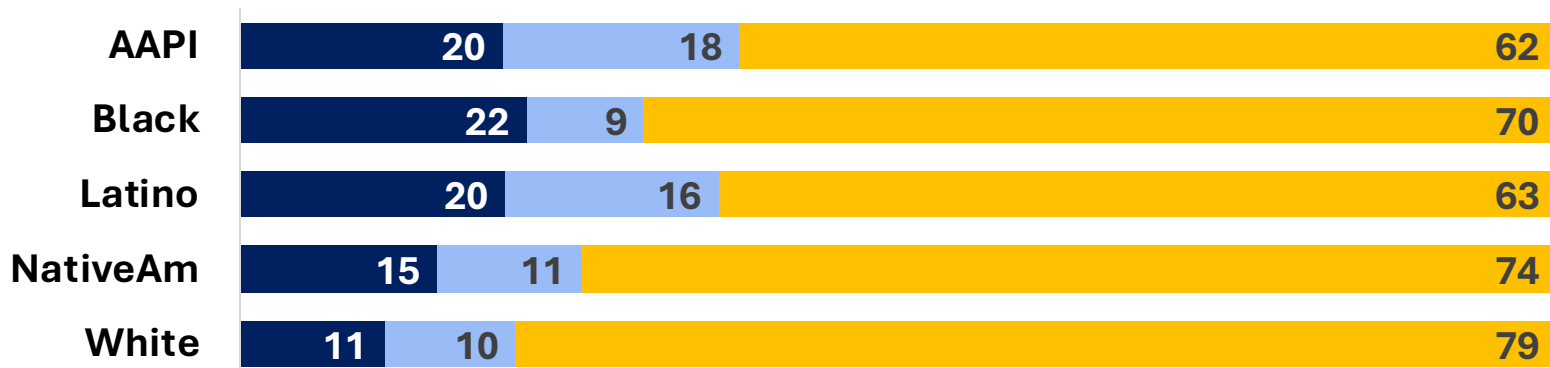
- Our mission is to advance the civil and human rights of Asian Americans and to build and promote a fair and equitable society for all. Advancing Justice | AAJC is a national 501 (c)(3) nonprofit founded in 1991 in Washington, D.C.



First-Time Voters

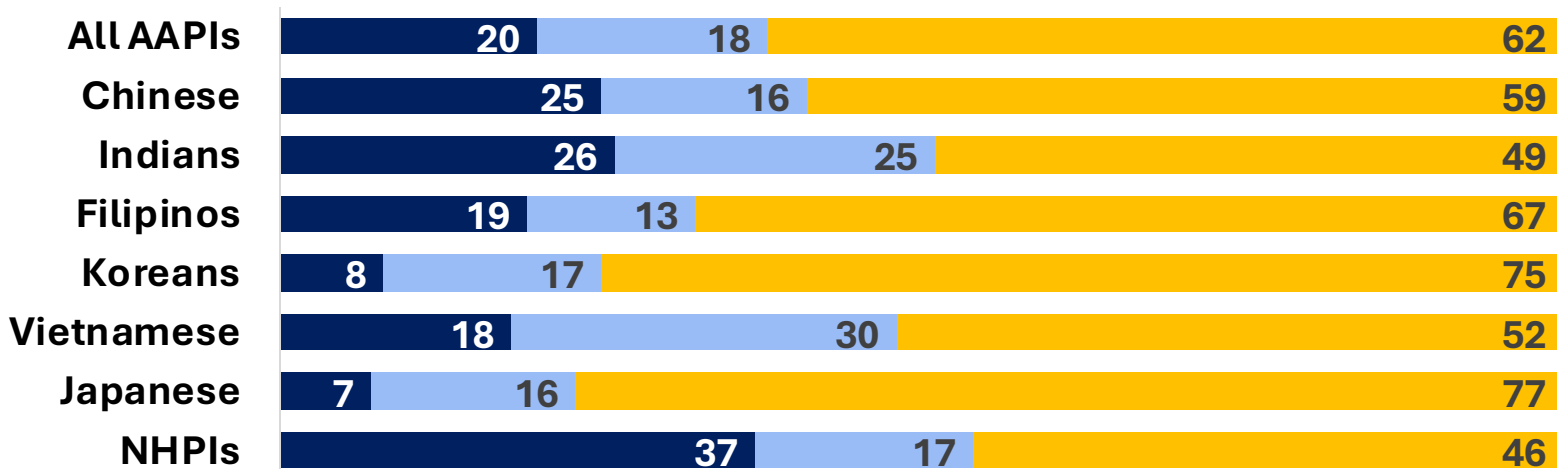
Which best describes your voting experience? [Voted for first time in 2024 or 2022; voted first time in 2020, or voted in the 2018 election or before that.]

■ 2024 first presidential ■ 2020 first presidential ■ Voted prior to 2020



Nearly 40% of AAPI voters cast their ballots for the first time following the 2018 election, including nearly half of Asian Indian, Vietnamese, and NHPI voters.

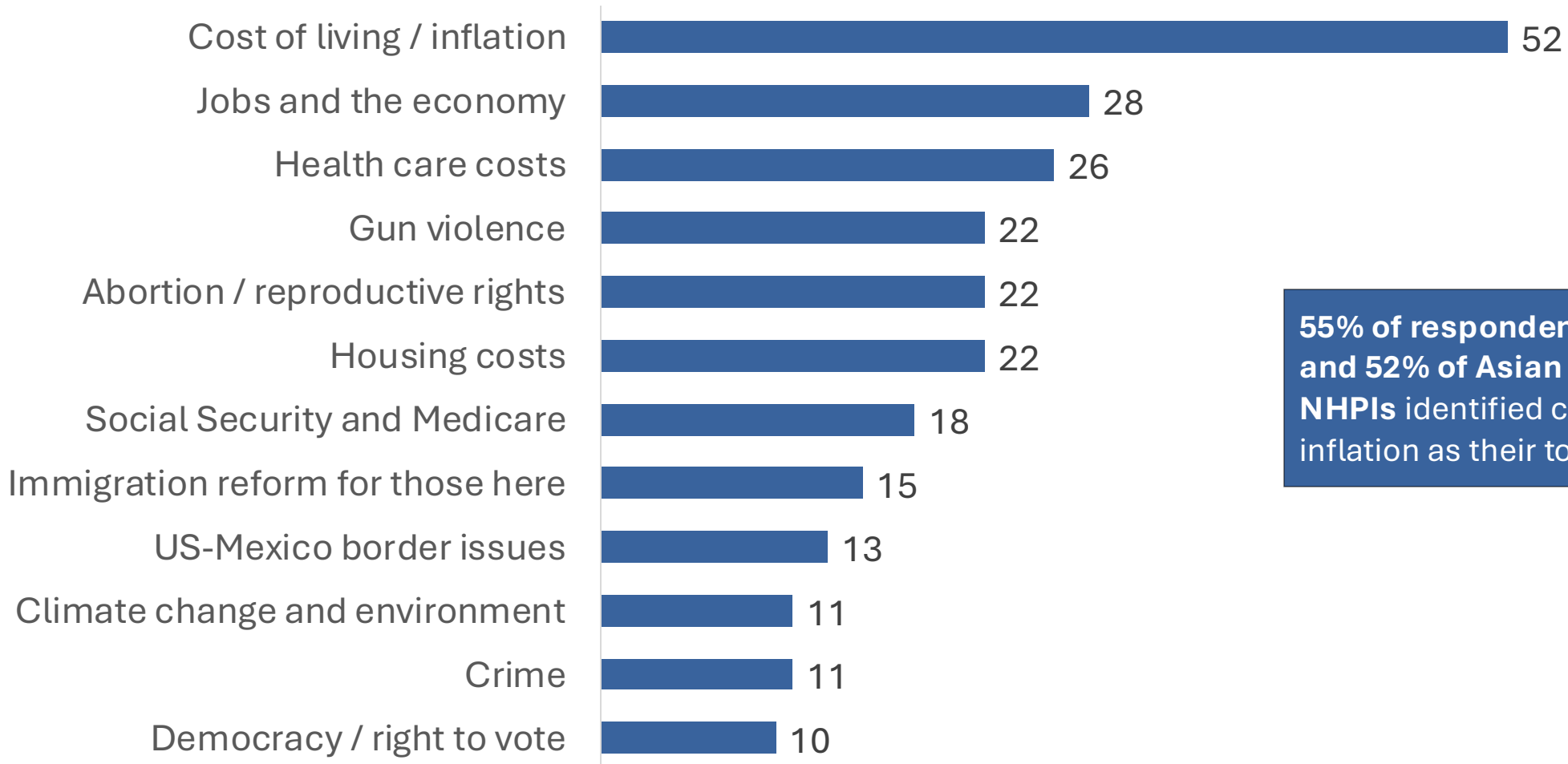
■ 2024 first presidential ■ 2020 first presidential ■ Voted prior to 2020



AAPIs represent the largest growth in first time voters after 2018 across all racial and ethnic groups.

Top Issue Priorities, all AAPIs

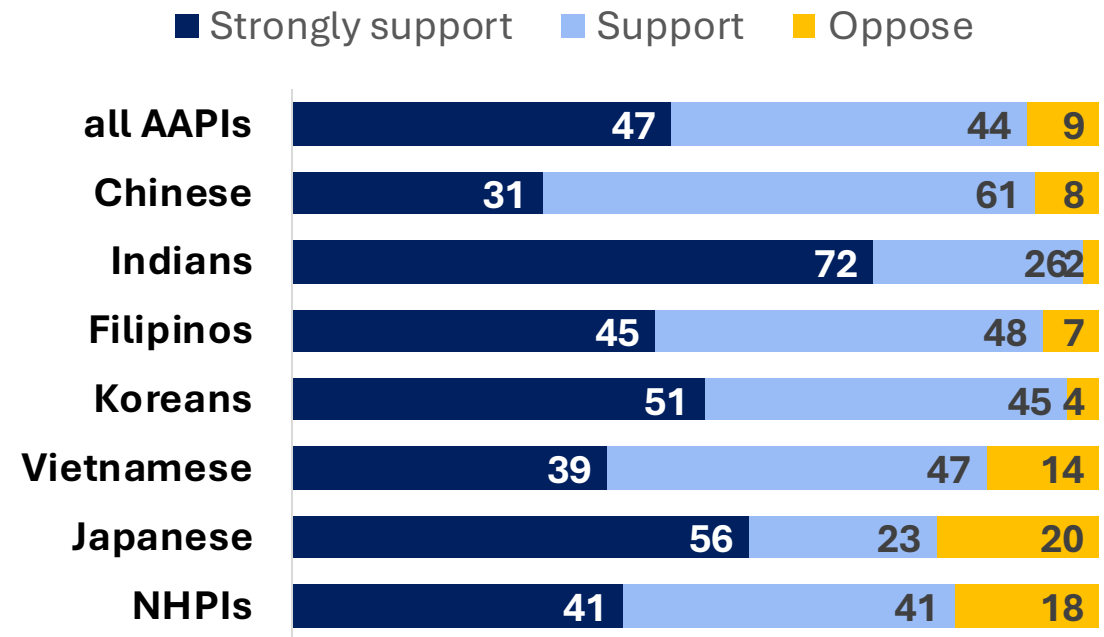
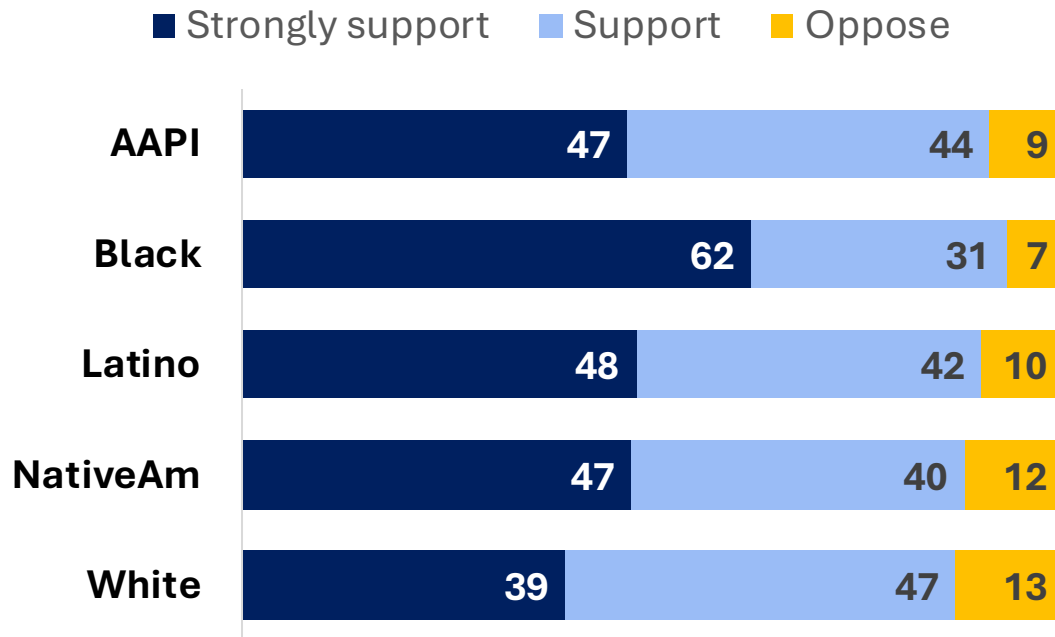
On the whole, what are the most important issues that you want Congress and the President to address? (Select up to three.)



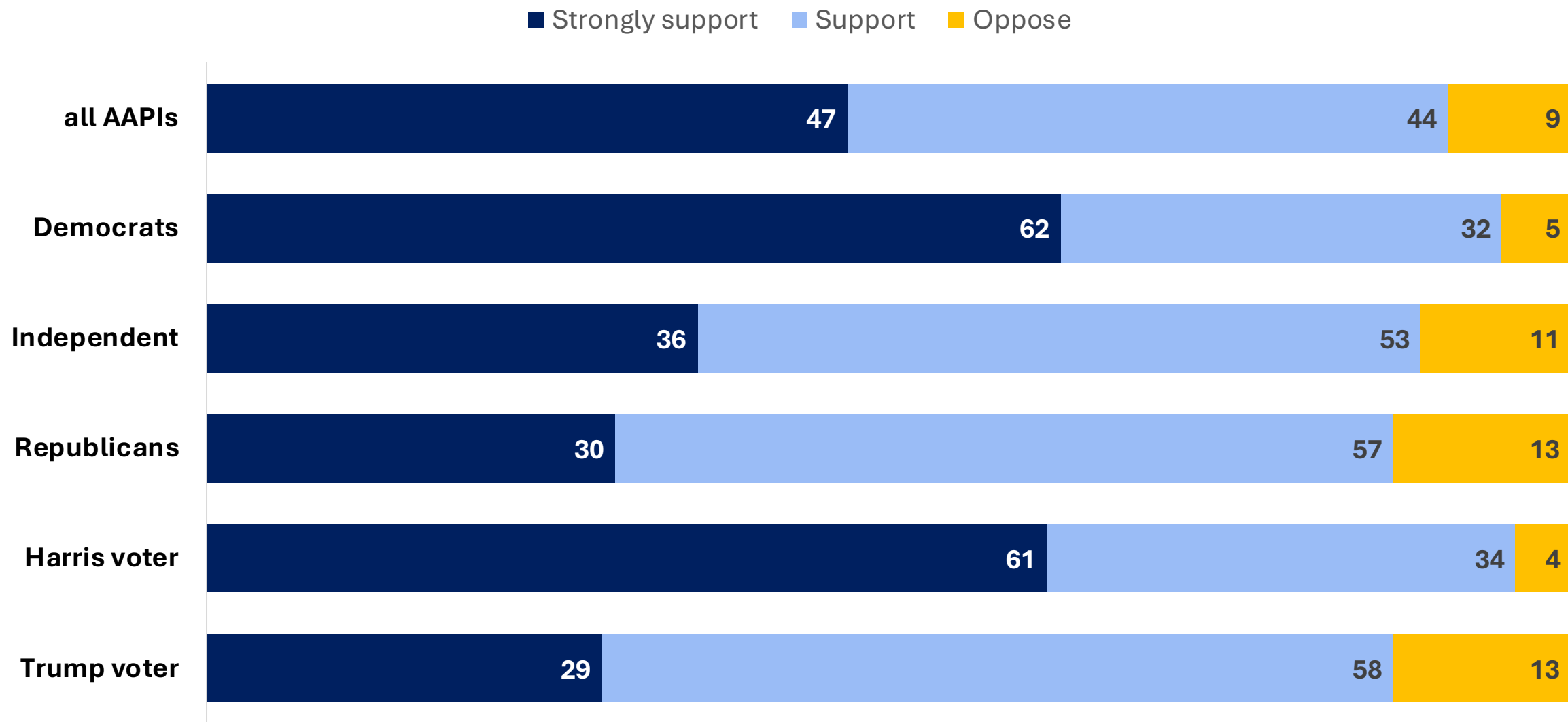
55% of respondents across all races, and 52% of Asian Americans and NHPIs identified cost of living and inflation as their top concern.

Voting Rights

For each of the following, please indicate if you support or oppose government taking this action ... Passing a new voting rights act to ensure that all eligible American citizens can vote without barriers.

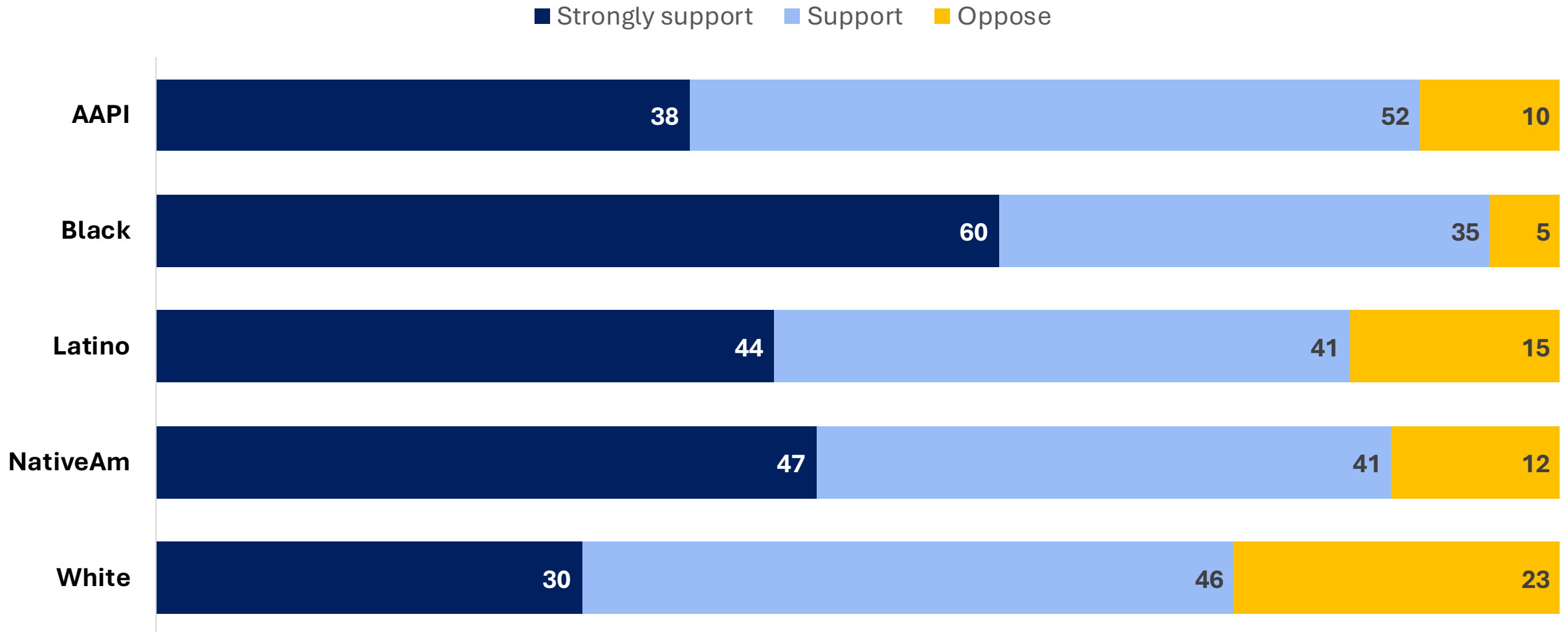


Voting Rights, by Party and Vote Choice



Access to Education

Please indicate if you support or oppose government taking this action ...
Programs to assist people of color and other disadvantaged communities
gain equal access to educational opportunities.



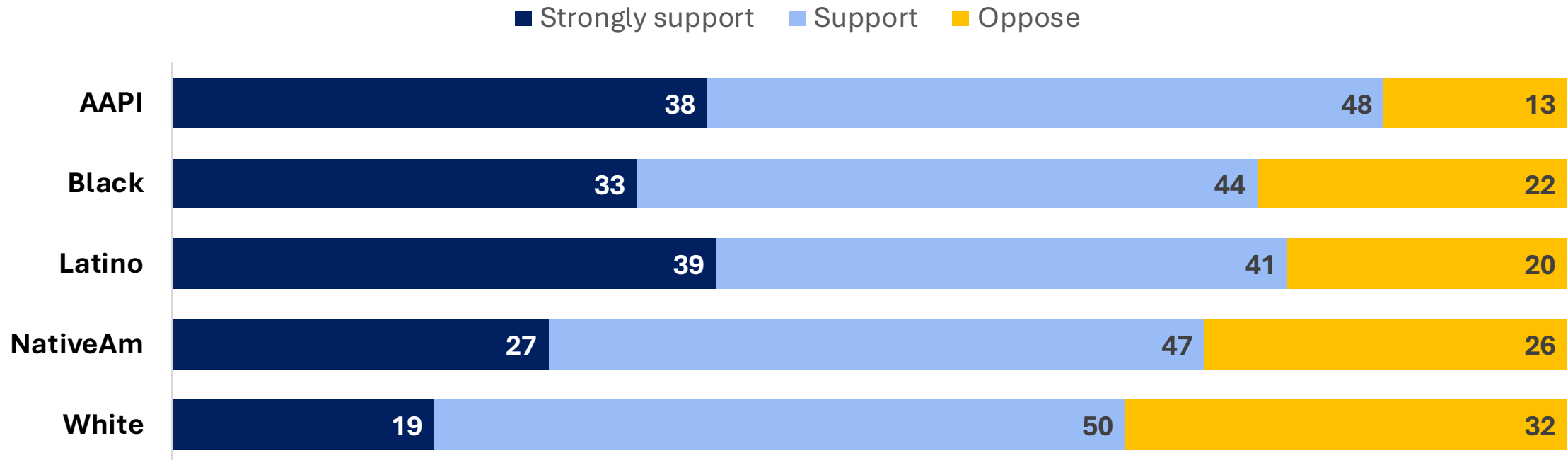
Consistent Support for Affirmative Action and DEI

- This strong support for education equity aligns with findings from previous surveys which showed that the **majority of registered Asian Americans supported affirmative action.**
- This trend of strong support for affirmative action among Asian Americans has remained consistent through voter surveys conducted **in 2016, 2018, and 2020, ranging from 64% to 70%** demonstrating a steadfast commitment to advancing opportunities for underrepresented communities.

Family Immigration

Please indicate if you support or oppose government taking this action ...
Making it easier for U.S. citizens and lawful permanent residents to sponsor their immediate family members for visas to immigrate to the US.

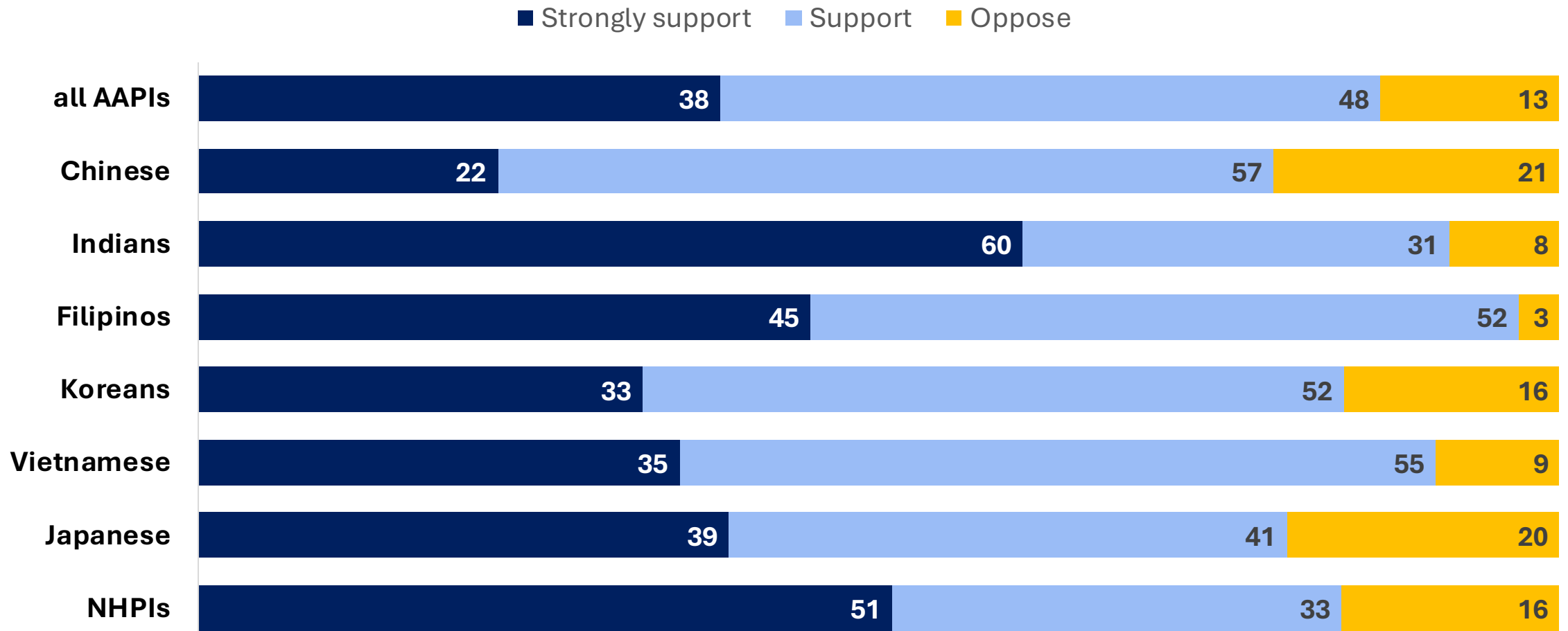
AAPI voters consistently show strong support for **immigration solutions** that fully address our broken system.



Family Immigration

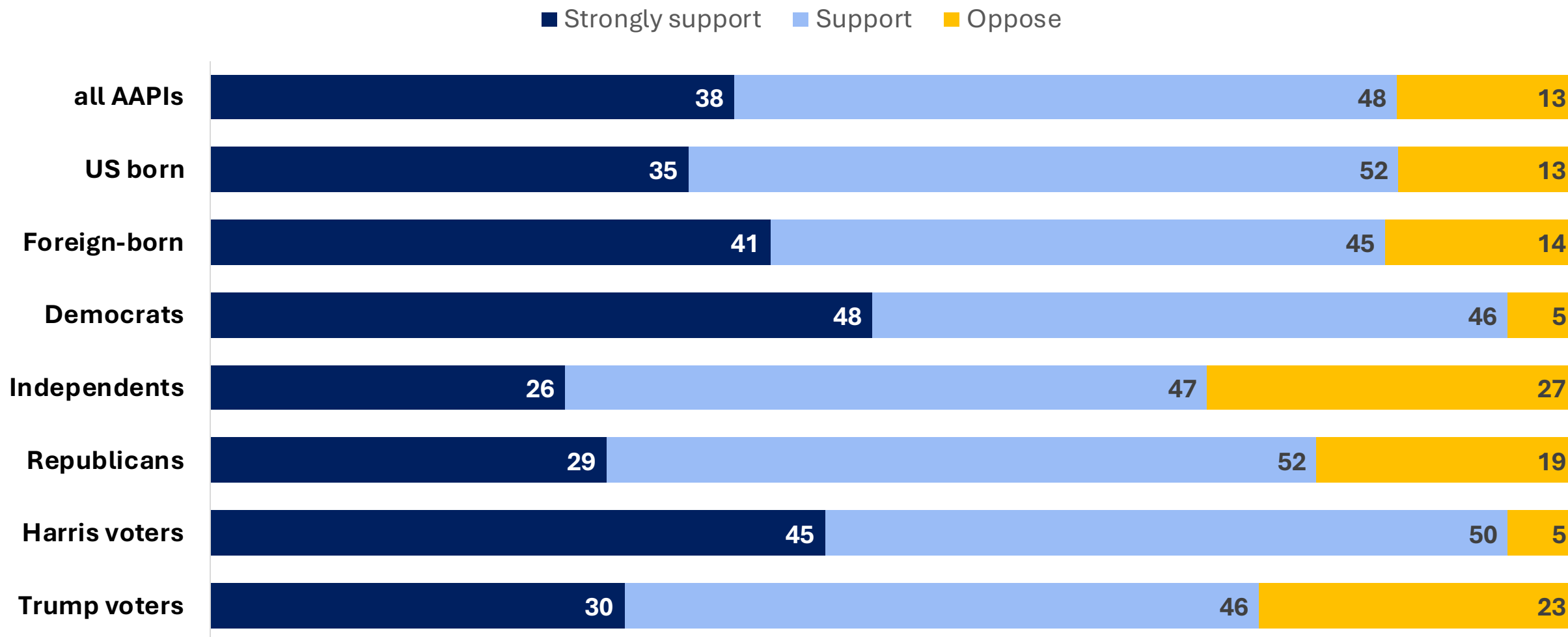
Please indicate if you support or oppose government taking this action ...
Making it easier for U.S. citizens and lawful permanent residents to
sponsor their immediate family members for visas to immigrate to the US.

86% of Asian Americans support strengthening the family-based immigration system.



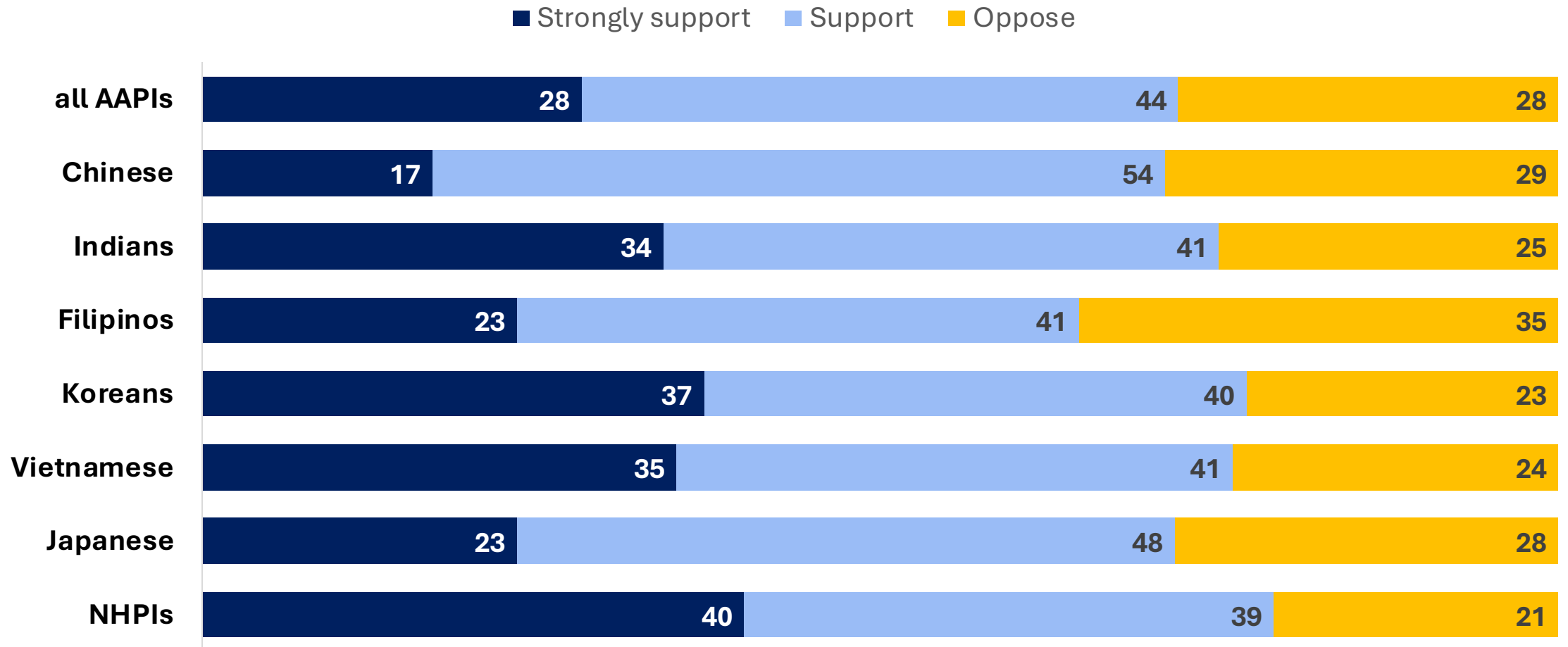
Family Immigration

Please indicate if you support or oppose government taking this action ...
Making it easier for U.S. citizens and lawful permanent residents to
sponsor their immediate family members for visas to immigrate to the US.



Pathway to Citizenship

Please indicate if you support or oppose government taking this action ...
Passing a law to provide permanent legal status to undocumented immigrants who have lived in the US for a very long time, including Dreamers who were brought to the US as children.



Advancing Immigration Policies

- This polling highlights a clear and consistent message:
 - Ousupport an immigration system that truly works for our community, which includes reuniting families and providing a pathway to citizenship.
- **Our community supports immigration and is concerned about anti-immigrant rhetoric.**

WHAT YOU CAN DO TO SUPPORT FAMILY IMMIGRATION:

 **Broaden support for the bill.**
Use our Action Toolkit to urge your member of Congress to cosponsor the Reuniting Families Act (H.R. 5560)!
Find our Action Toolkit here:

bit.ly/rfa-toolkit



The
Asian American
Foundation

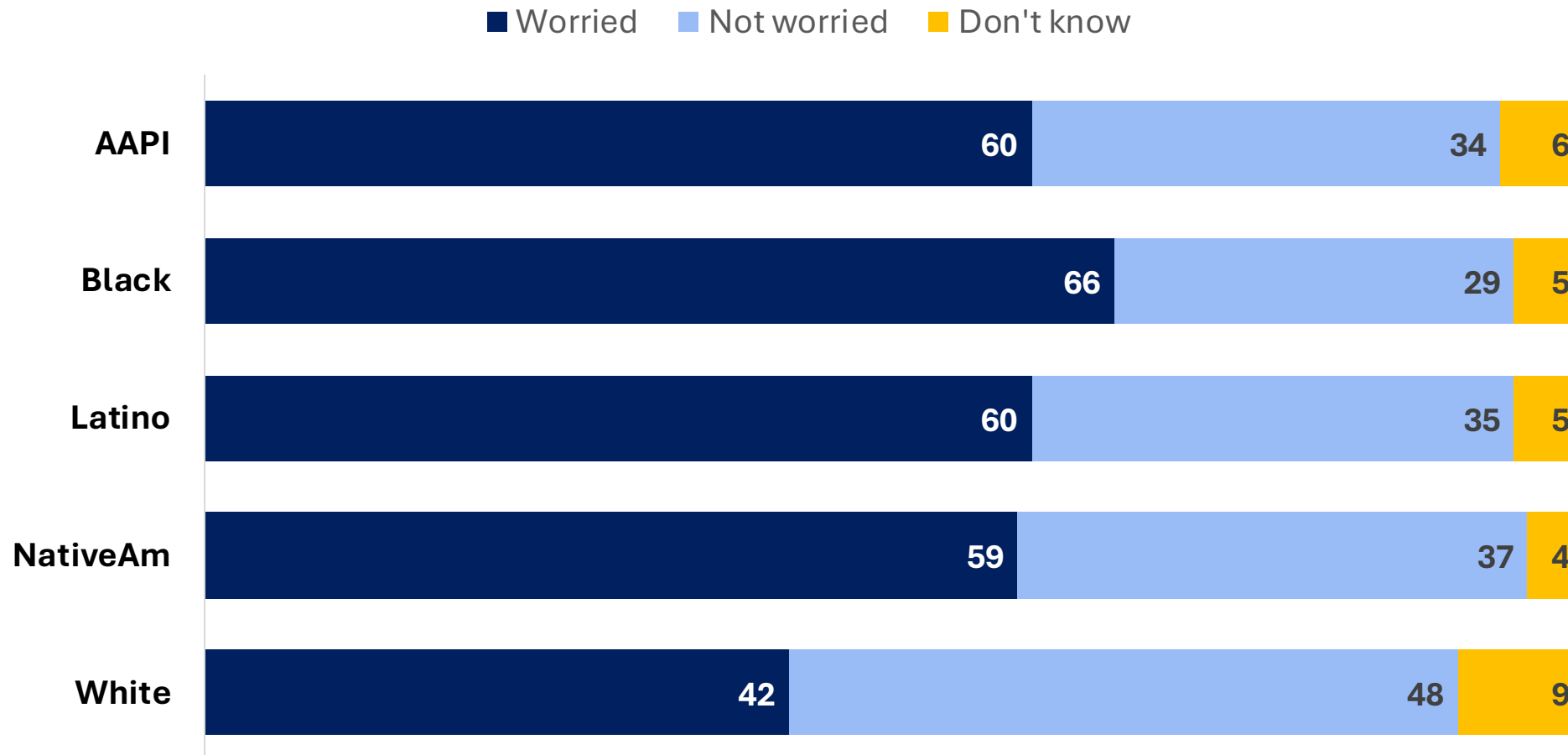
Norman Chen, CEO

Data on the AAPI Community is Crucial

- Reveals issues that matter to AAPIs
- Empowers the community with a seat at the table in the national conversation
- Helps to correct years of systemic erasure and silencing that undermines our place as the fastest growing community in the United States
- Uncovers needs and informs advocacy

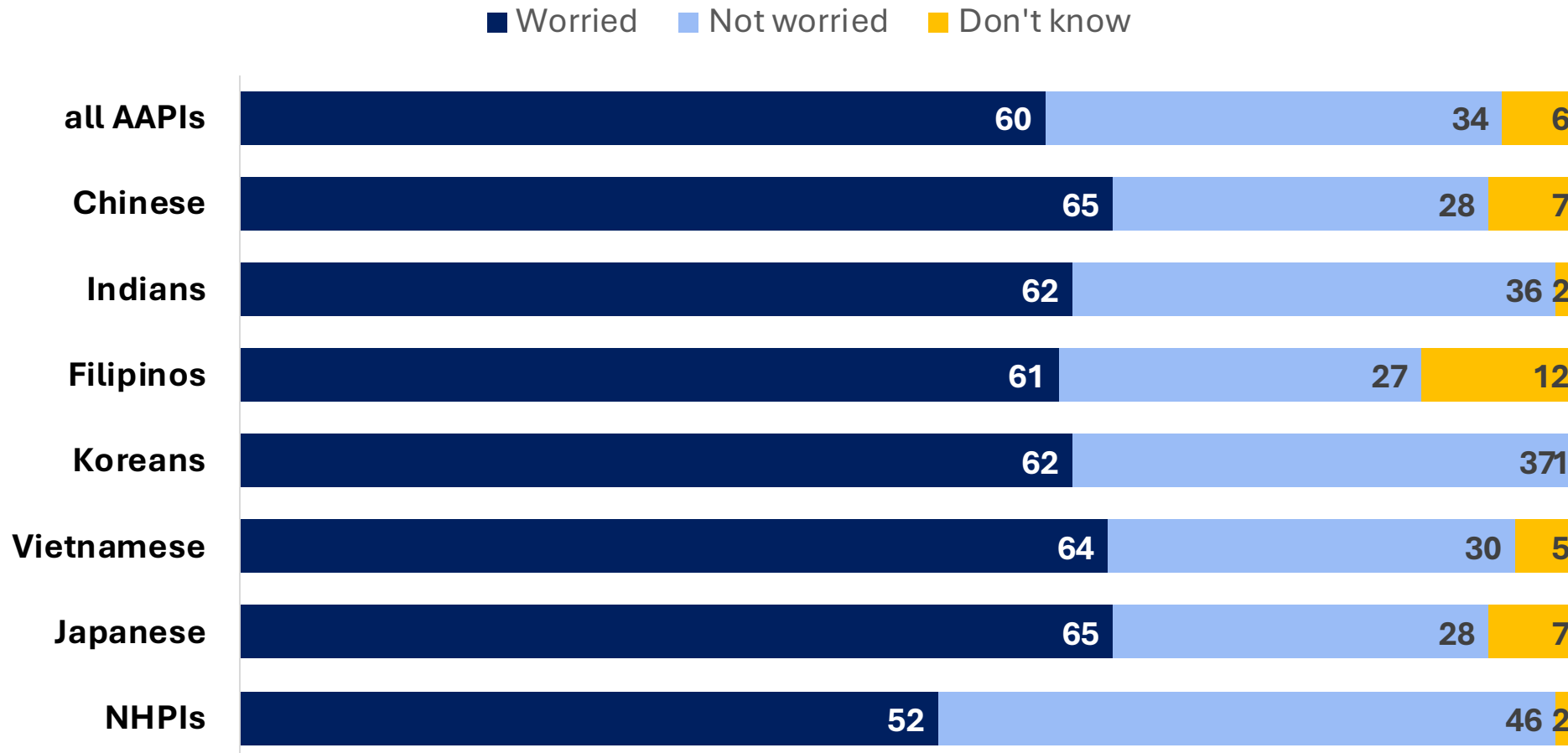
Safety is a Top Issue

Indicate if you are worried or not worried ... Elected officials who stay quiet and don't speak out against white nationalists and extremists who promote hate and attacks against minorities and immigrants.



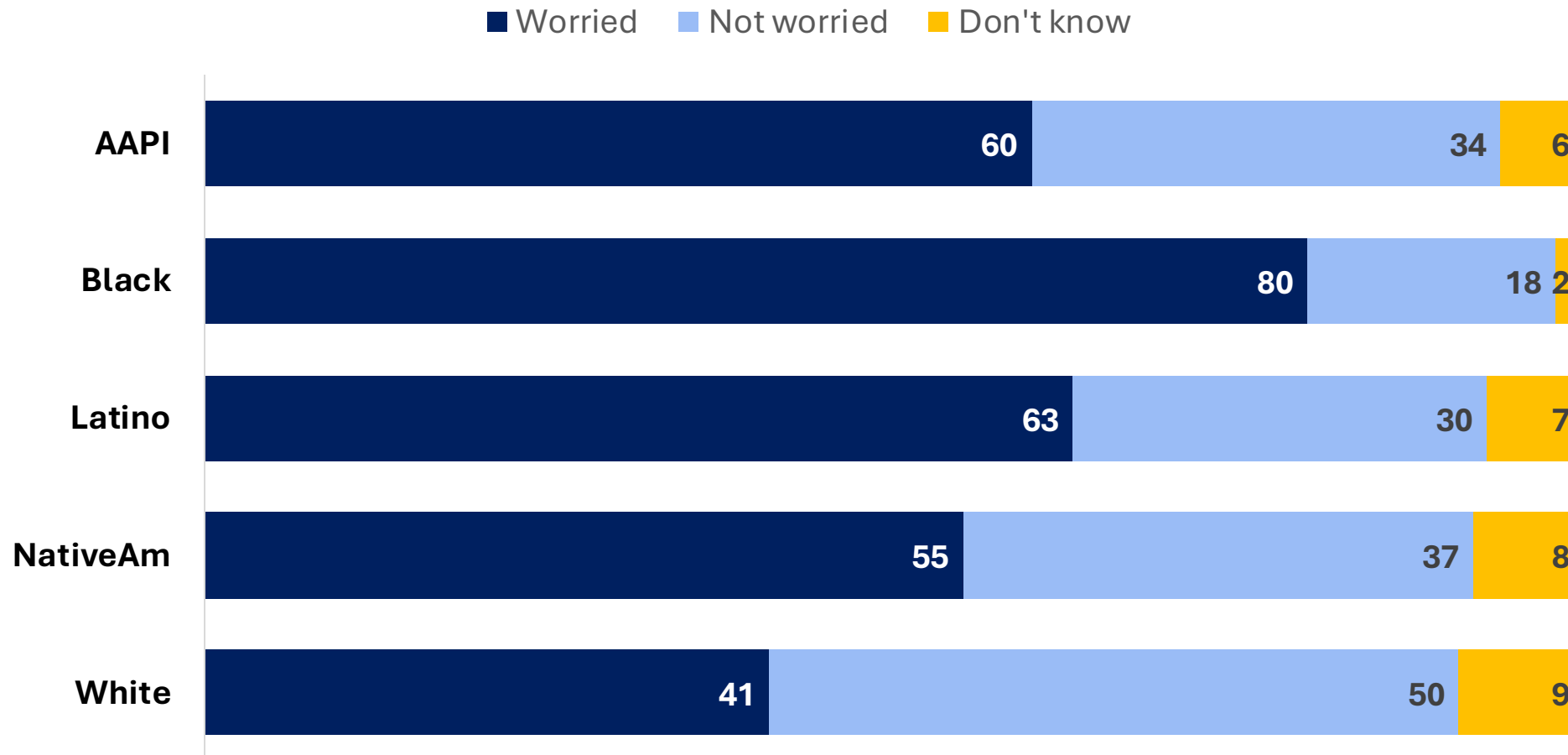
Safety is a Top Issue

Indicate if you are worried or not worried ... Elected officials who stay quiet and don't speak out against white nationalists and extremists who promote hate and attacks against minorities and immigrants.



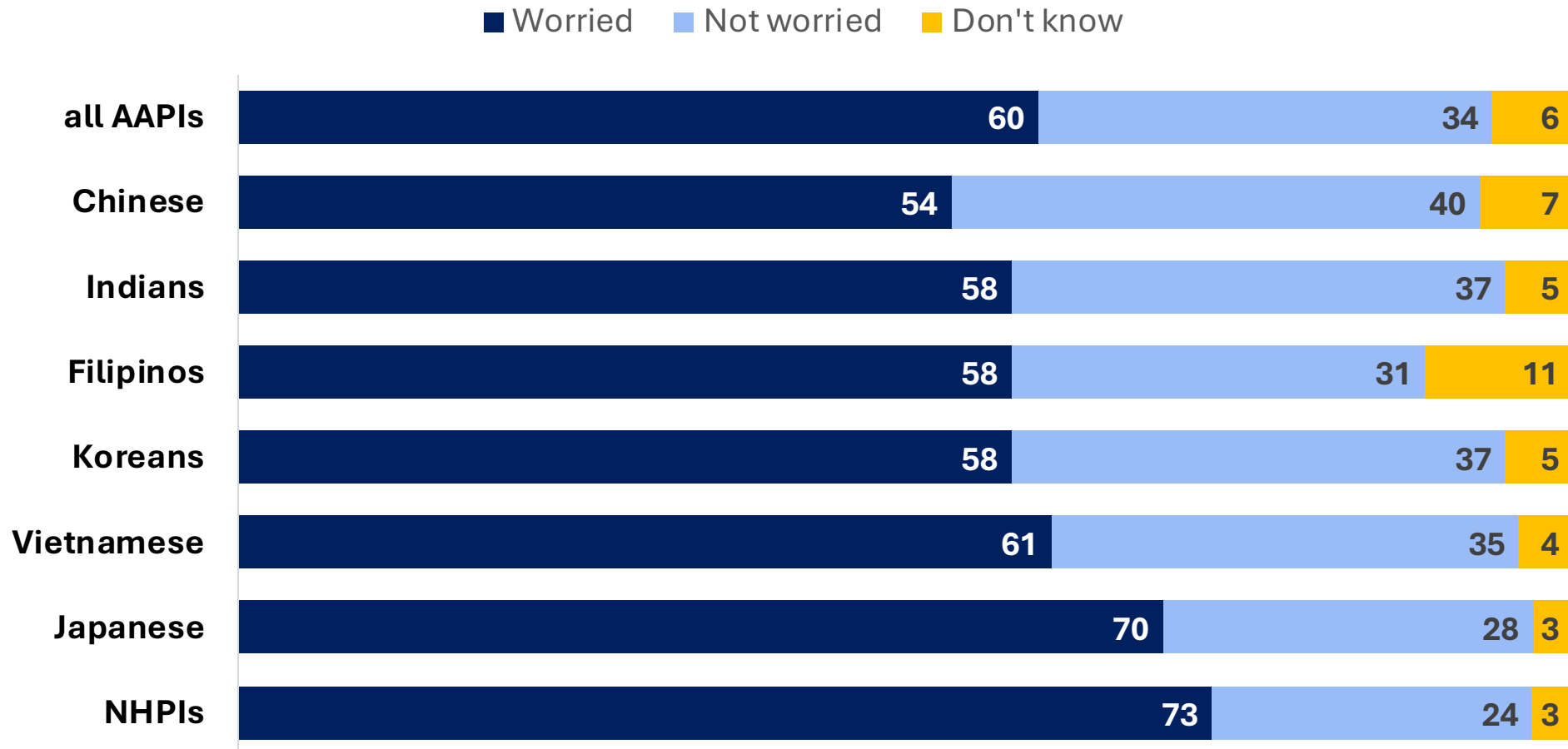
Safety is a Top Issue

Indicate if you are worried or not worried ... If Donald Trump becomes president again he will promote hate and division and will encourage violence and bloodshed.



Safety is a Top Issue

Indicate if you are worried or not worried ... If Donald Trump becomes president again he will promote hate and division and will encourage violence and bloodshed.



Anti-AAPI Hate During the Pandemic

168%

Increase in crimes
against individuals and
property in AAPI
communities
2020 - 2021

11,400

Hate incidents against
AAPIs
March 2020– March 2022

339%

Rise in hate crimes
against AAPIs
2020 - 2021

Where Are We Today?



32%

Asian Americans called a slur in the past year

29%

Asian Americans verbally harassed in the past year

41%

Asian Americans think they will likely be physically attacked within the next 5 years

59%

Asian Americans think they will likely be victim of discrimination within the next 5 years

Where Are We Today?



1 in 5

Asian Americans physically assaulted in past 12 months

1 in 2

Asian Americans experienced racially-motivated incident

78%

Asian Americans feel public safety is a major concern

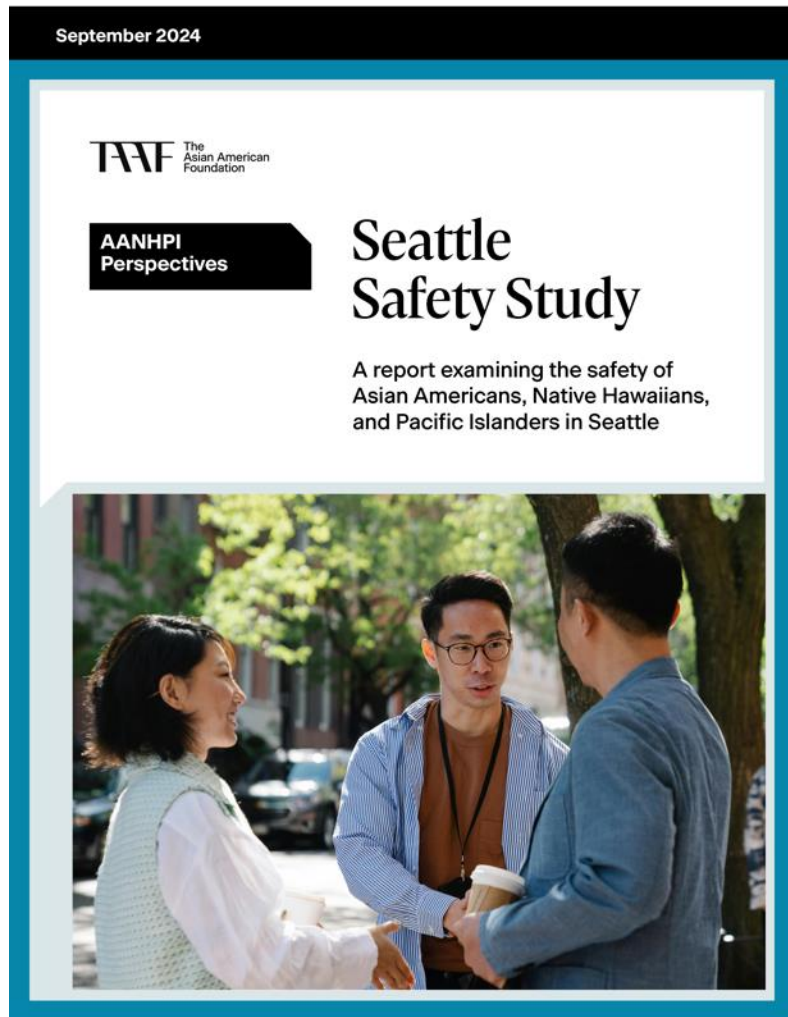
71%

Asian Americans felt unsafe in some form of public setting

3 in 4

Asian Americans changed habits or behaviors out of fear of being targeted

Where Are We Today?



1 in 5

AANHPIs physically assaulted in past 12 months

2 in 5

AANHPIs experienced racially-motivated incident

54%

AANHPIs feel public safety is a major concern

59%

AANHPIs felt unsafe in some form of public setting

3 in 4

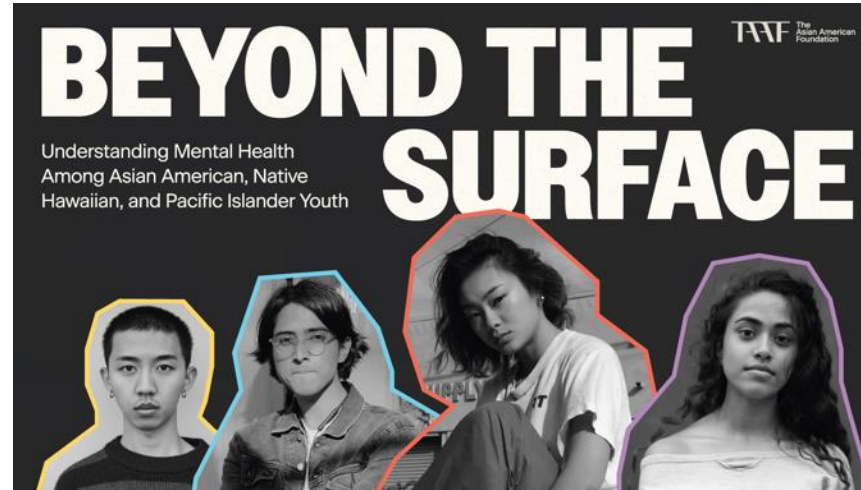
AANHPIs changed habits or behaviors out of fear of being targeted

Where Are We Today?



38%

Asian Americans feel they belong in America (the lowest percentage of any racial group)



93%
Young AANHPIs experienced racial discrimination in the last year

4%
Physically harassed

11%
Verbally harassed

What factors have a "very" or "extremely" negative impact on your mental health?

34%

Hearing about anti-AANHPI incidents

33%

Seeing/hearing negative comments or jokes about my race/ethnicity

26%

Feeling like I don't belong because of my race/ethnicity

What Are We Doing to Combat Hate?

Our three-part strategy:

Understand

the underlying causes

- Data & Research
- Incident Tracking

Unify

our community

- National Network
- Convening and Capacity Building

Address

the problem

- Response
- Recovery
- Protection
- Prevention
- Policy

Where Do We Go from Here?

Leverage our collective influence to...

Prevent

misinformation and disinformation
from gaining traction

Amplify

authentic narratives and
celebrate diversity

Hold

leaders accountable for
actions and rhetoric

Mobilize

marginalized communities
in solidarity