

# ASIAN AMERICAN AND PACIFIC ISLANDER WOMEN MOBILIZING A POWERFUL VOTING BLOC: HERE'S WHY



New Public Poll Uncovers the Issues AAPI Women Care Most About

Turnout of Asian American and Pacific Islander (AAPI) voters reached historic levels in the 2020 election, increasing more than 47 percent in 2020 compared with 2016, according to an analysis by TargetSmart. Key states such as Texas and Georgia saw upwards of 71 percent and 84 percent increases, respectively.

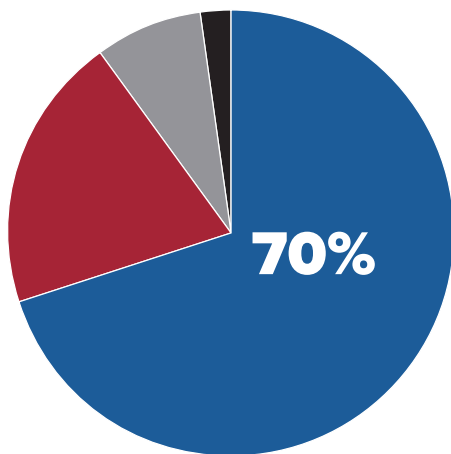
*[Note: TargetSmart defines the audience as Asian, but doesn't provide further insights on what ethnicities that includes]*

The National Asian Pacific American Women's Forum (NAPAWF) sponsored a nationwide survey of AAPI women to understand what motivated them to vote and the issues they care about most. This wide-ranging study is the largest survey of AAPI women ever conducted and provides valuable insights into the unique priorities and perspectives of AAPI women.

**AAPI women are a powerful voting bloc that politicians can't afford to ignore. 7-in-10 AAPI women voted for Biden, with a majority voting for Biden as opposed to a reaction against Trump.**

**New state limits on voting would impact AAPI women turning out to vote. In the 2020 election, the vast majority of AAPI women voted early either by mail (in most places) or in-person (Texas).**

**ALL AAPI WOMEN**



**BIDEN TRUMP SOMEONE ELSE DON'T KNOW**

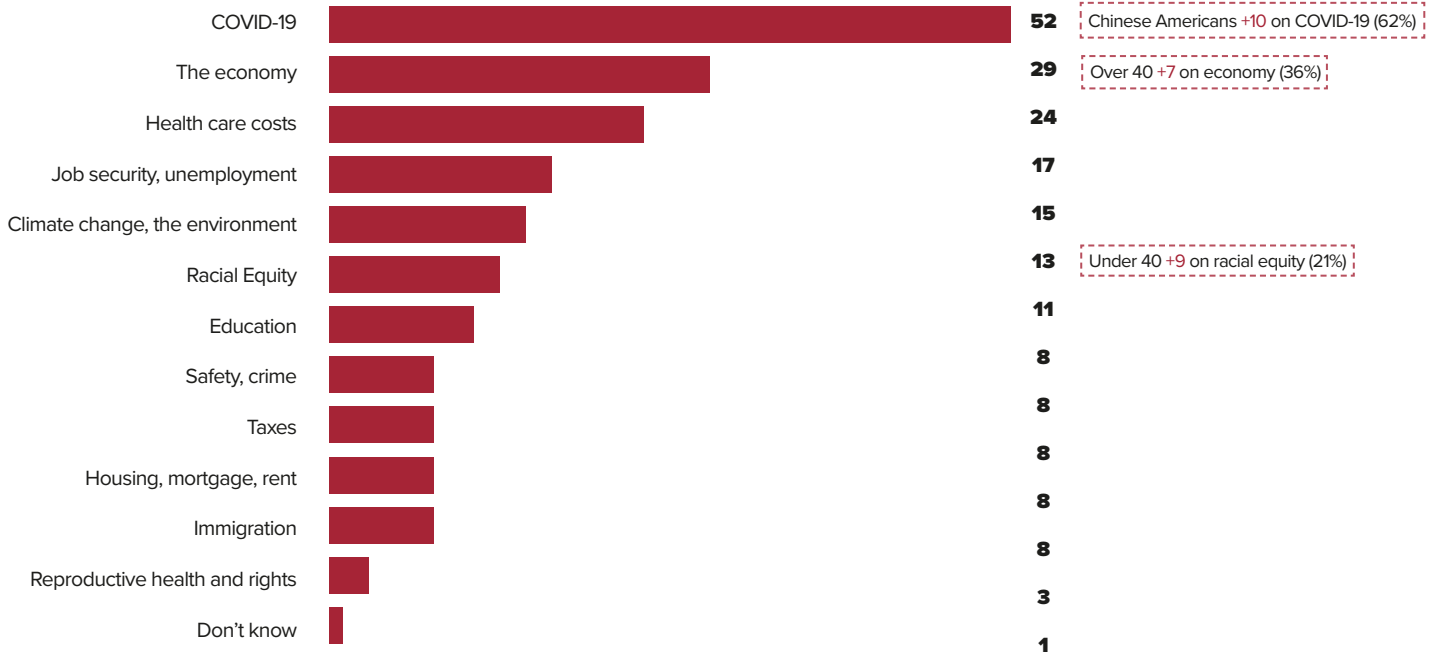
	GEORGIA	FLORIDA	TEXAS
Early by mail	48%	57%	20%
Early & in person	28%	26%	62%
In-person on Election Day	20%	15%	15%
Absentee	4%	2%	3%

**AMONG BIDEN VOTERS: CASTING BALLOT FOR OR AGAINST**

For Biden	46%
Against Trump	26%
Both	26%
Neither	1%
Don't know	0%

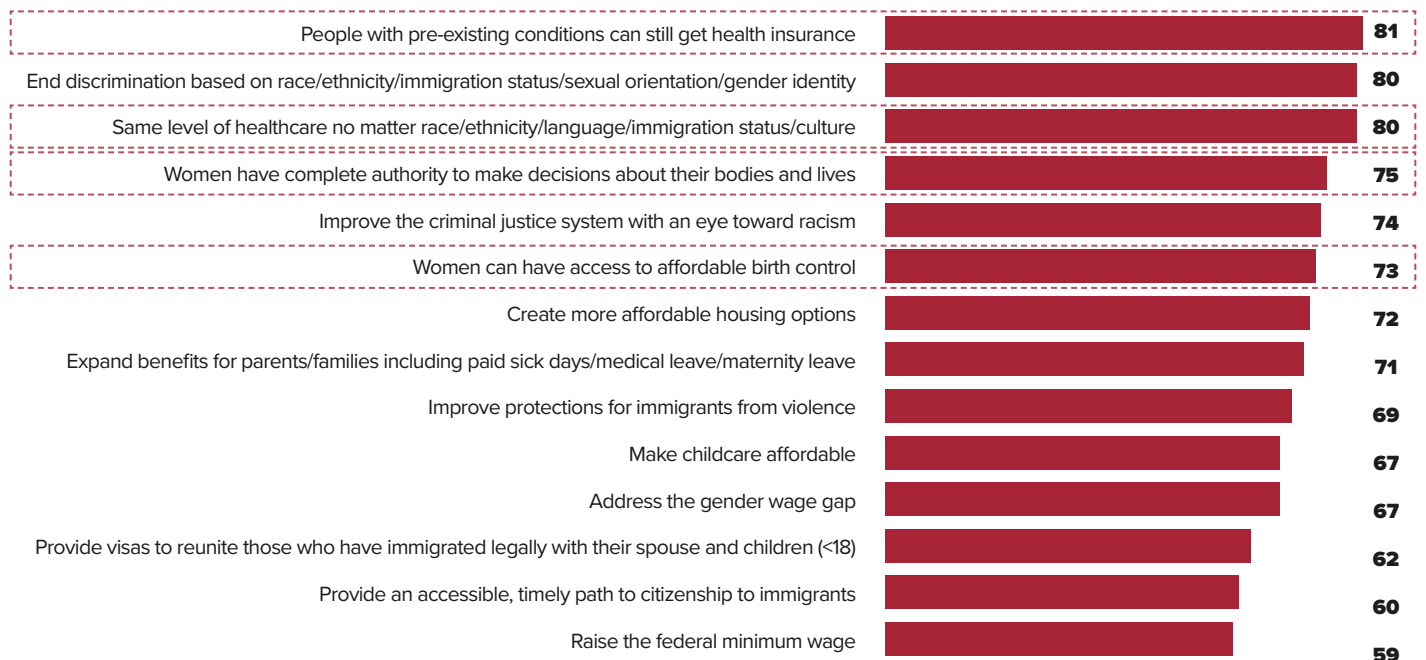
**AAPI women voters want the federal government to address their policy priorities. The top issues that AAPI women want to see addressed are: COVID-19, the economy, health care costs, unemployment, and climate change.**

**TOP TWO MOST IMPORTANT PRIORITIES FOR FEDERAL GOVERNMENT TO ADDRESS (%)**



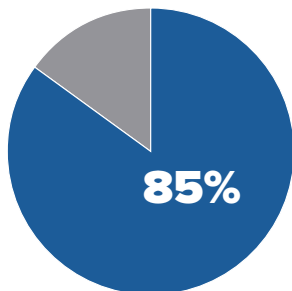
**3 of the 4 top issues for AAPI women – both overall and among almost every demographic group – center on health care. Ending racial and gender discrimination is also a very serious concern for AAPI women.**

**TOP TIER ISSUES % VERY/EXTREMELY IMPORTANT**

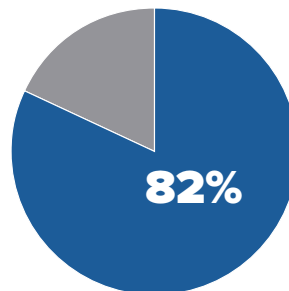


Overwhelmingly, AAPI women want their elected officials to understand there is diversity within the AAPI community (85%) and how their values and priorities might differ from white women (82%).

**ALL AAPI WOMEN**



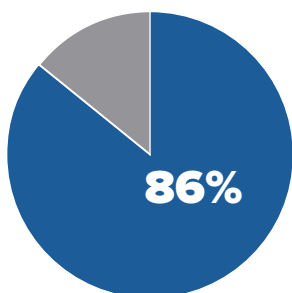
*“Elected officials need to understand that there are differences within the Asian American and Pacific Islander community – not everyone thinks the same.”*



*“As an Asian American or Pacific Islander woman, I want my elected officials to understand how my values and priorities differ from their white women constituents.”*

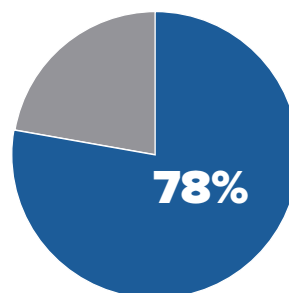
This understanding of intersectionality is especially important to younger AAPI women (86%) as Asian women have historically been susceptible to race-based sexual and physical violence.

**AAPI WOMEN UNDER 40**



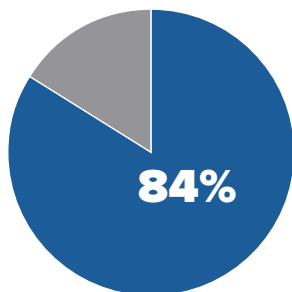
*“As an Asian American or Pacific Islander woman, I want my elected officials to understand how my values and priorities differ from their white women constituents.”*

**AAPI WOMEN 40+**

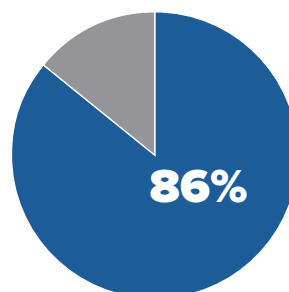


AAPI women want to see more AAPI representation and diversity in government and politics.

**ALL AAPI WOMEN**



*“I’d like to see more women candidates running for office.”*



*“I’d like to see more Asian American and Pacific Islander representation in government and politics.”*

## **Conclusion**

Despite being one of the fastest growing electorates in the United States, the AAPI community has historically been one of the most understudied racial groups in the country. This lack of data has perpetuated the harmful “model minority” myth that paints Asian Americans as inherently successful - rendering the struggles and realities of the diverse AAPI community invisible.

NAPAWF’s landmark study reveals that these long-standing concerns are at the forefront of the AAPI community, as are priorities on COVID-19, the economy, reproductive health and rights, immigrant rights, and racial inequality. For more information on the wide-ranging results of the study, including findings on AAPI women’s experiences with racism, sexism, and violence, please visit [www.NAPAWF.org](http://www.NAPAWF.org).

## **About the National Asian Pacific American Women’s Forum**

The National Asian Pacific American Women’s Forum (NAPAWF) is the only multi-issue, progressive, community organizing and policy advocacy organization for Asian American and Pacific Islander (AAPI) women and girls in the U.S. NAPAWF’s mission is to build collective power so that all AAPI women and girls can have full agency over our lives, our families, and our communities.

## **Methodology**

To our knowledge, this poll, which was conducted by The Harris Poll on behalf of NAPAWF, is the largest survey of AAPI women ever conducted. The study interviewed over 3,537 adult AAPI-American women across the nation on a fully representative sample, allowing for a deep and disaggregated analysis of key demographics. Respondents either self-identified as Asian American/Pacific Islander (AAPI) or of any ethnicity/national origin recognized in the Asian race category by the U.S. Census Bureau. Interviews were conducted online and via telephone from February 1 to March 2, 2021, and respondents were given the option to complete the survey in English, Mandarin, Korean, or Vietnamese.