MAPPING ASIAN AMERICAN POLITICAL POTENTIAL (MAAPP) WEBSITE
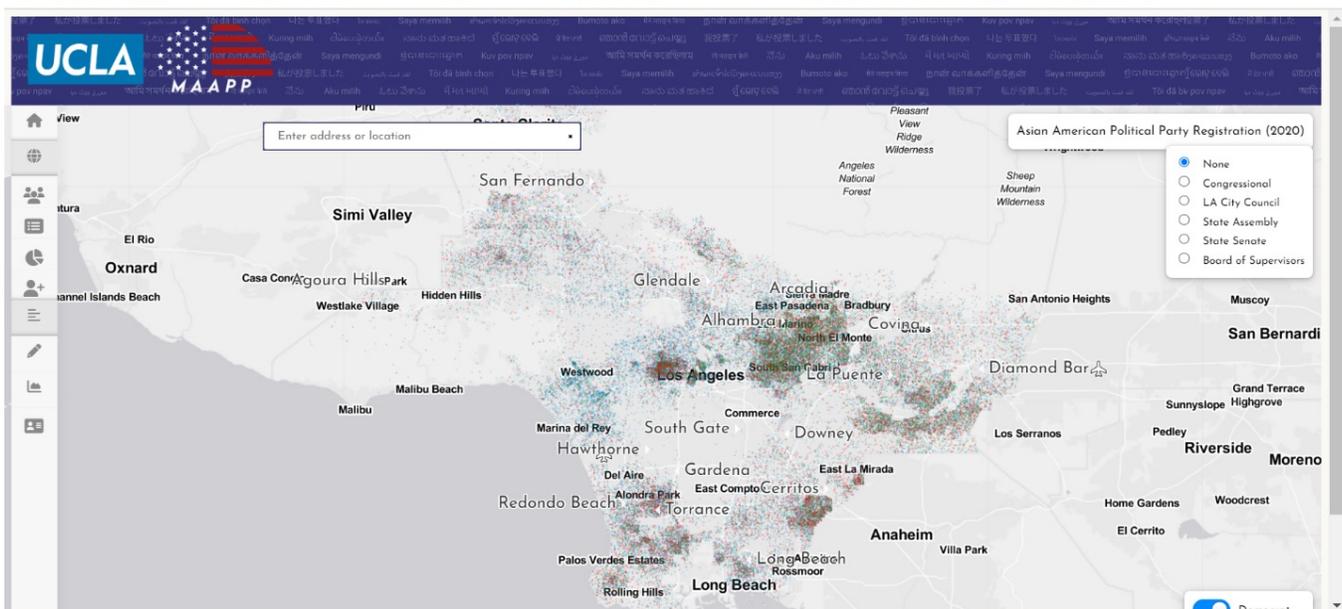
UCLA Asian American Studies Center

ASIAN AMERICAN & PACIFIC ISLANDER POLICY INITIATIVE

Website address: https://uclamaapp.org/

Asian Americans represent one of the fastest growing voting electorates in the country. Analysts estimate that between 2016 and 2020, the Asian American electorate grew by an impressive 30%. This population growth means that Asian Americans are increasingly becoming a powerful group of voters in American elections. **Yet, reliable and systematic data on Asian American voting continues to be sparse which makes it difficult for advocates and organizations to develop effective mobilization strategies aimed at Asian American communities.**

The MAAPP website tool was developed to offer the public more detailed data on the distribution of Asian American voters in Los Angeles county. The tool currently allows you to visualize and interact with data from the 2020 Los Angeles county elections. This interactive website offers the following:
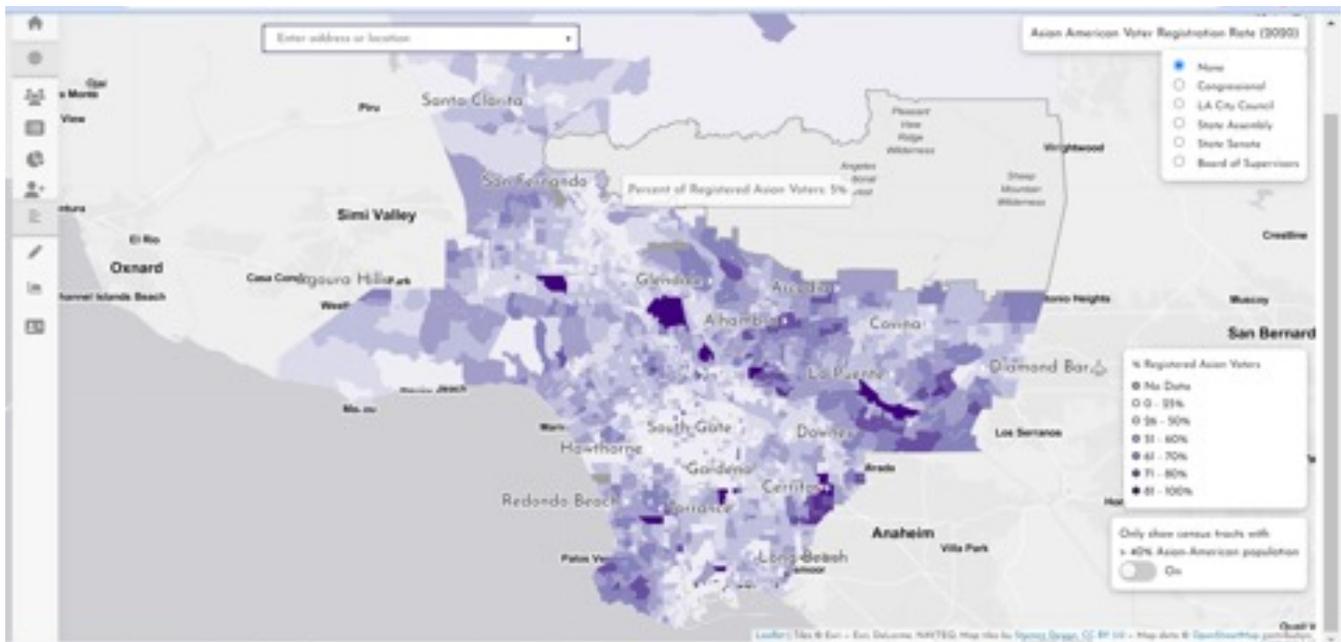
1. Uses GIS mapping technology to present the distribution of voter registration and voter turnout rates among Asian Americans in all cities and unincorporated areas of Los Angeles county.

2. This tool focuses on four major categories: Political Parties, Registration, Voter Turnout, and New Voters. Users can use the mapping tool to zoom into detailed areas so that they can view rates of Asian American voter registration and turnout in their own neighborhoods.

3. Those interested in particular political districts can view the distribution of Asian American registered voters in detailed areas of US congressional, California Senate and Assembly and local city council and county supervisor districts.

4. Other mapping visualizations include the distribution of political party affiliation of Asian American registered voters and areas with the newest registrants in 2020.

Data provided by the MAAPP website can be used in the following ways:

1. A resource for campaigns who want to target Asian American voters

2. Get-out-the-vote initiatives can better target their efforts through the use of data-informed understandings of where low-propensity voters are located in Los Angeles county

3. Leaders and residents can better understand the politics of voters in their own neighborhood

4. Researchers can use as a reference for understanding the level of civic engagement occurring across Los Angeles county

MAAPP was created with the intent of making publicly available data more user-friendly for the greater community who want to know more about Asian American voters. We present this tool as a prototype for how to make data more accessible for the public.

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