

We will begin momentarily. Please type your name and affiliation in the chat!

# Voices of AAPI Communities

## Insights from the Nov 2023 AAPI Data/AP-NORC Survey



November 15, 2023

# Welcome



# AAPI Data Survey Team



AAPI  
DATA

APIA VOTE  
ASIAN & PACIFIC ISLANDER AMERICAN VOTE

mji  
Asian American  
Journalists  
Association

# The AAPI Data / AP-NORC Partnership



*November 15, 2023*

# Comparative Strengths

## **AAPIData**

---

- 15+ years of survey research in AAPI communities
- Expertise in social science research and community-engaged research
- Focus on public impact - Framework of DNA: Data, Narrative, Action

## **ASSOCIATED PRESS**

---

- Long-standing expertise in data journalism
- High trust and credibility
- Wide reach through hundreds of local, state, and national publications

## **NORC at the University of Chicago**

---

- Global leader in objective, nonpartisan research
- Stellar reputation in social science and survey methodology
- Strong partnership with AP on data-informed storytelling

# Built on critical data infrastructure



# Built on Amplify AAPI

## **LARGEST, MOST REPRESENTATIVE public opinion panel of AANHPIs**

---

- Interviews in English and Asian languages with largest need: Mandarin, Cantonese, Korean, and Vietnamese
- Designed to be representative of the AANHPI U.S. household population, including all 50 states
- U.S. households are randomly selected with a known, non-zero probability from the NORC National Frame as well as address based sample (ABS) frames

## **LINGUISTICALLY AND CULTURALLY SKILLED OUTREACH**

---

- 92% of households offered a language in which they are comfortable
- Design recruitment and surveys to maximize engagement



# Key Findings

## PRESIDENTIAL CANDIDATE FAVORABILITY

---

- Joe Biden and Kamala Harris are viewed more favorably than unfavorably, while majorities of AAPI adults view Donald Trump and Ron DeSantis unfavorably.
- More AAPI adults have unfavorable views of Nikki Haley and Vivek Ramaswamy than favorable views, a large proportion say that they don't know enough about the two candidates (40% and 46%, respectively) to form an opinion.
- Half identify as Democrats, just over a quarter identify as Republican, and about one in five identify as independent or having no party attachment.

## RACISM AS A SERIOUS PROBLEM

---

- 86% say racism is a serious issue in this country, including 51% who say it's very or extremely serious. Those who say racism is a serious issue tend to identify as Democrats, speak primarily English at home, or have personally experienced a hate crime.



# Key Findings

## HATE CRIMES AND HATE INCIDENTS

---

- A third (34%) of AAPI adults report experiencing some sort of hate incident, including verbal harassment (23%), being called racial slurs (22%)
- 16% have been victim of a hate crime such as threats of physical assault (11%) or threats of damage to property (8%).

## MENTAL HEALTH AND ANXIETY

---

- Sixty-nine percent of AAPI adults say their mental health is very good or excellent, while 23% saying good, and 8% say it is fair or poor.
- 12% of AAPI adults are at higher risk of an anxiety disorder. Nearly seven in ten say they have experienced at least one stressor such as feeling irritable (50%), worrying too much (49%), or having trouble relaxing (46%) in the last two weeks.

# Presidential Candidate Favorability

**APIA VOTE**  
ASIAN & PACIFIC ISLANDER AMERICAN VOTE

**A A P I**  
**D A T A**

**mji**  
Asian American  
Journalists  
Association

November 15, 2023

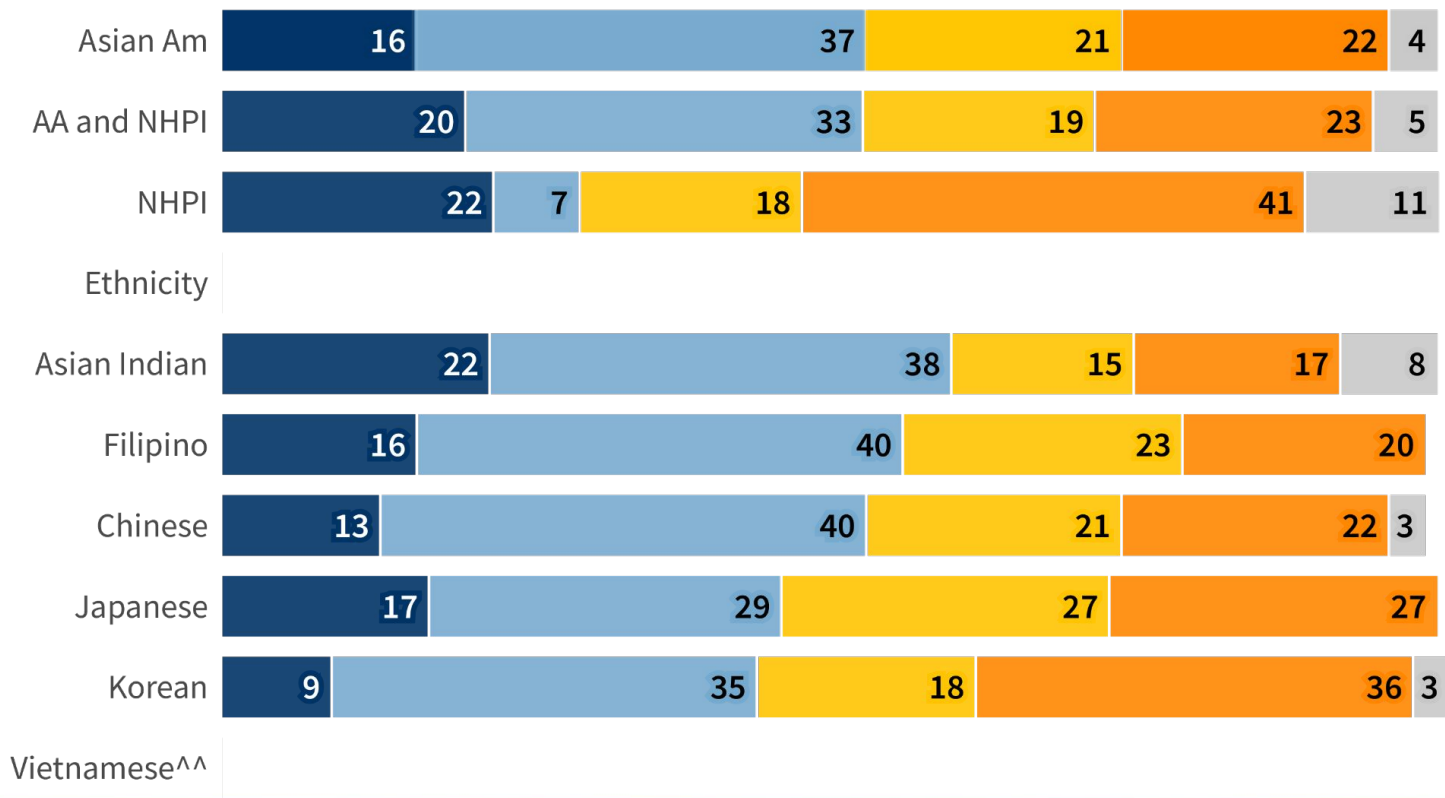
# Biden Favorability among Asian Americans, Native Hawaiians and Pacific Islanders

A A P I  
D A T A

APIA VOTE  
ASIAN & PACIFIC ISLANDER AMERICAN VOTE

mji  
Asian American  
Journalists  
Association

● Very fav ● Somewhat fav ● Somewhat unfav ● Very unfav ● Don't know



^^ Sample size too small to produce reliable estimates

Source: AAPI Data / AP-NORC Survey Oct 2023

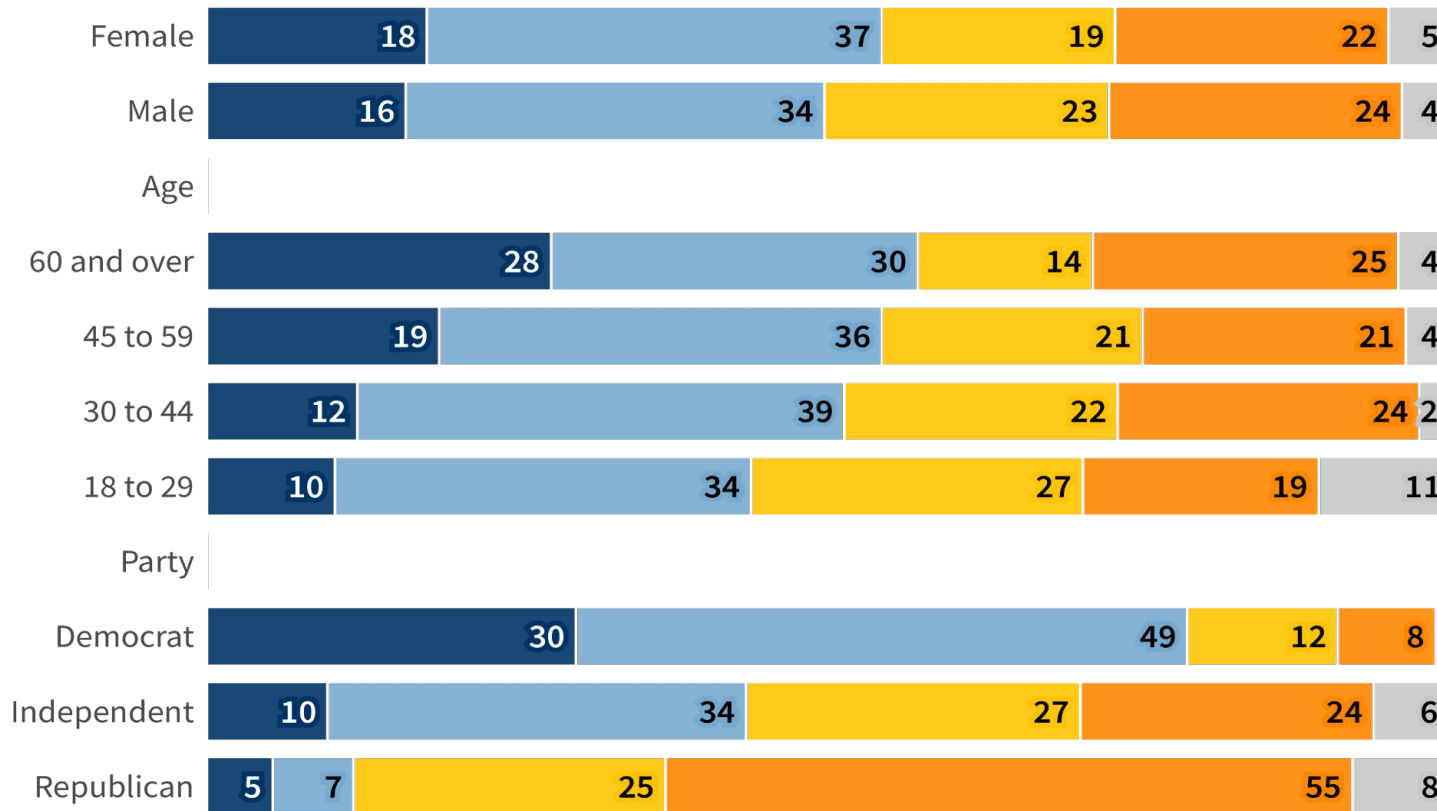
# Biden Favorability among Asian Americans, Native Hawaiians and Pacific Islanders

● Very fav ● Somewhat fav ● Somewhat unfav ● Very unfav ● Don't know

**A A P I**  
**D A T A**

**APIA****VOTE**  
ASIAN & PACIFIC ISLANDER AMERICAN VOTE

**mji**  
Asian American  
Journalists  
Association



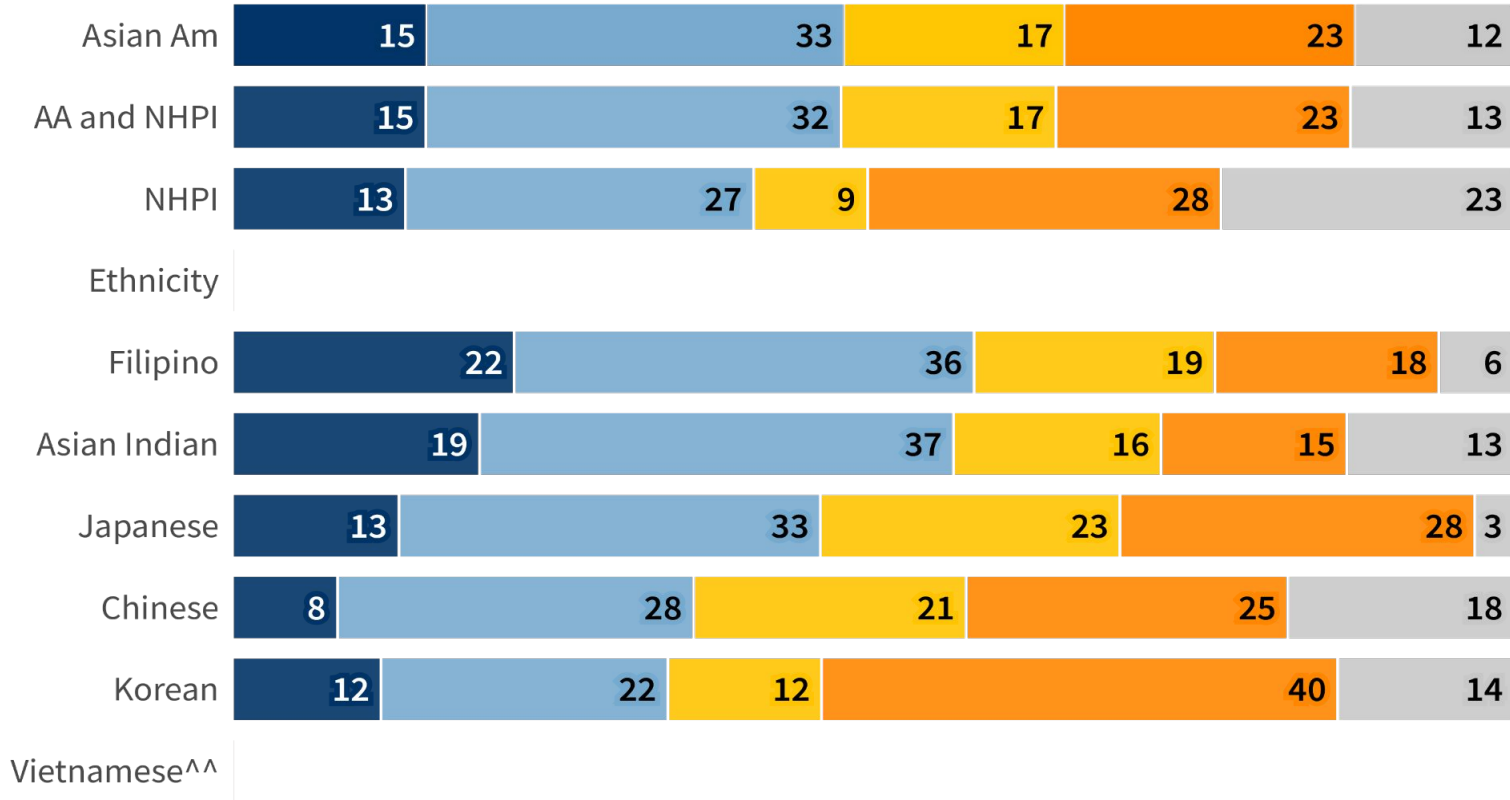
Source: AAPI Data / AP-NORC Survey Oct 2023

# Harris Favorability among Asian Americans, Native Hawaiians and Pacific Islanders

● Very fav ● Somewhat fav ● Somewhat unfav ● Very unfav ● Don't know

**AAPI**  
**DATA**

**APIA****VOTE**  
ASIAN & PACIFIC ISLANDER AMERICAN VOTE  
**mji** Asian American  
Journalists  
Association

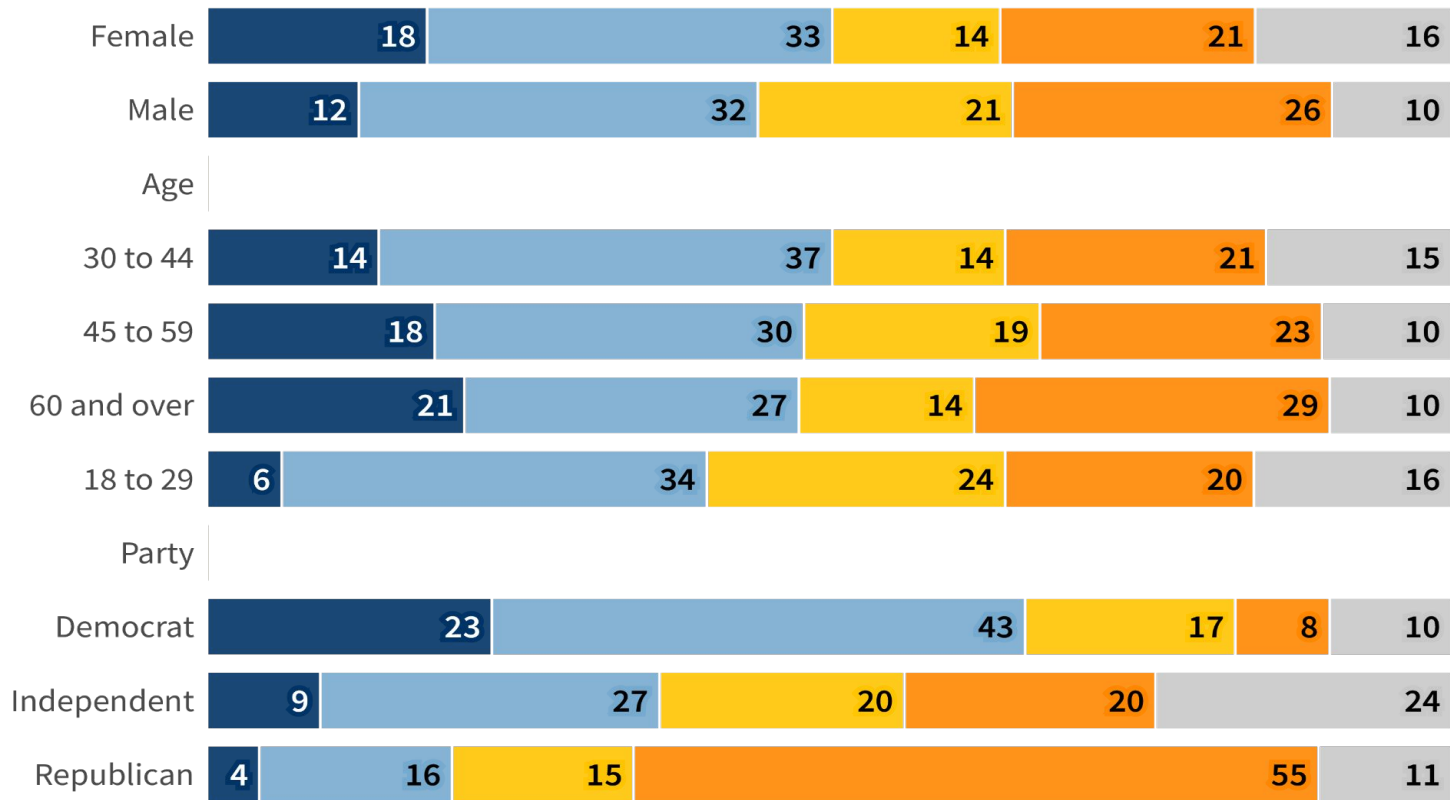


^^ Sample size too small to produce reliable estimates

Source: AAPI Data / AP-NORC Survey Oct 2023

# Harris Favorability among Asian Americans, Native Hawaiians and Pacific Islanders

● Very fav ● Somewhat fav ● Somewhat unfav ● Very unfav ● Don't know



**A A P I**  
**D A T A**

**APIA VOTE**  
ASIAN & PACIFIC ISLANDER AMERICAN VOTE

**mji** Asian American Journalists Association

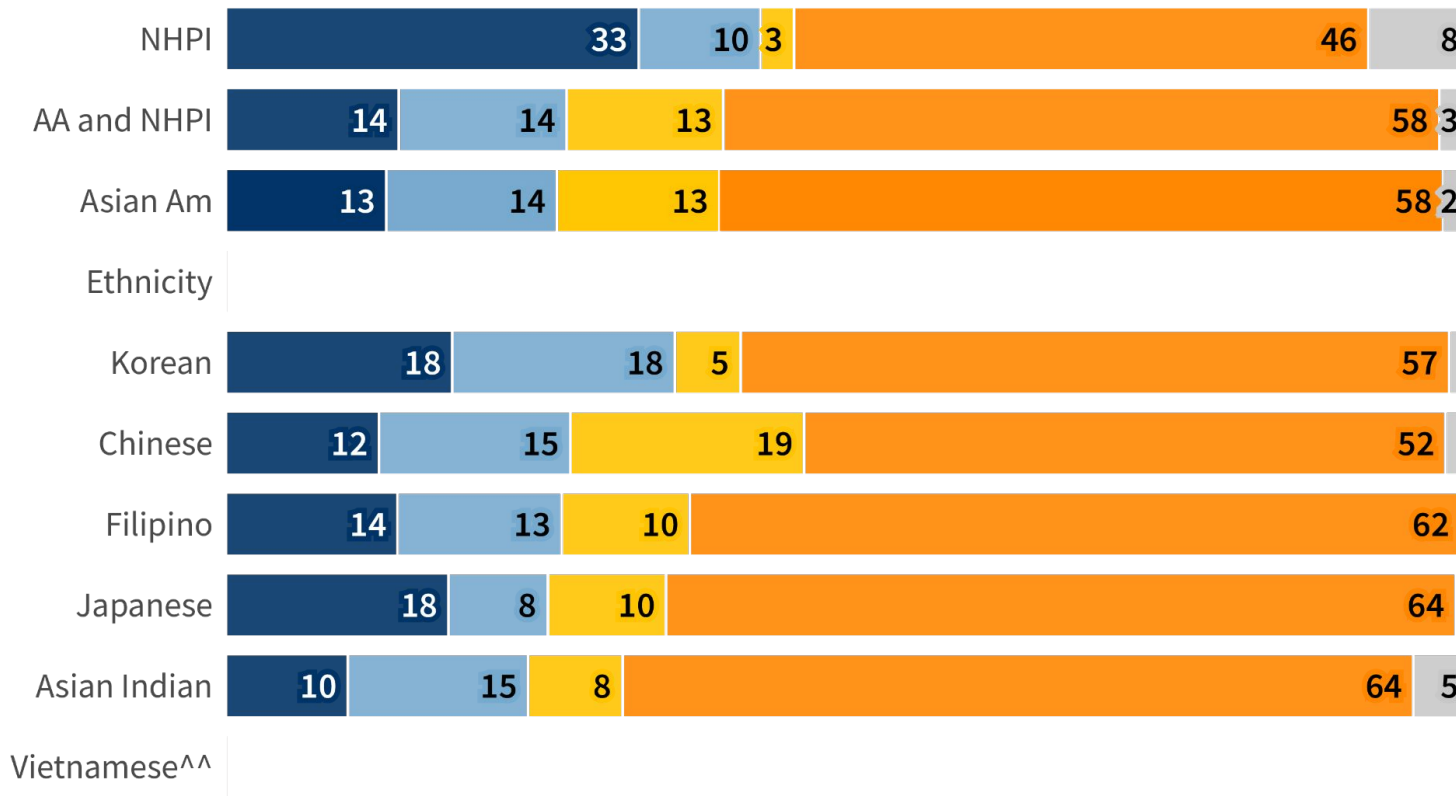
# Trump Favorability among Asian Americans, Native Hawaiians and Pacific Islanders

● Very fav 
 ● Somewhat fav 
 ● Somewhat unfav 
 ● Very unfav 
 ● Don't know

**AAPI  
DATA**

**APIA VOTE**  
ASIAN & PACIFIC ISLANDER AMERICAN VOTE

**mji** Asian American  
Journalists  
Association



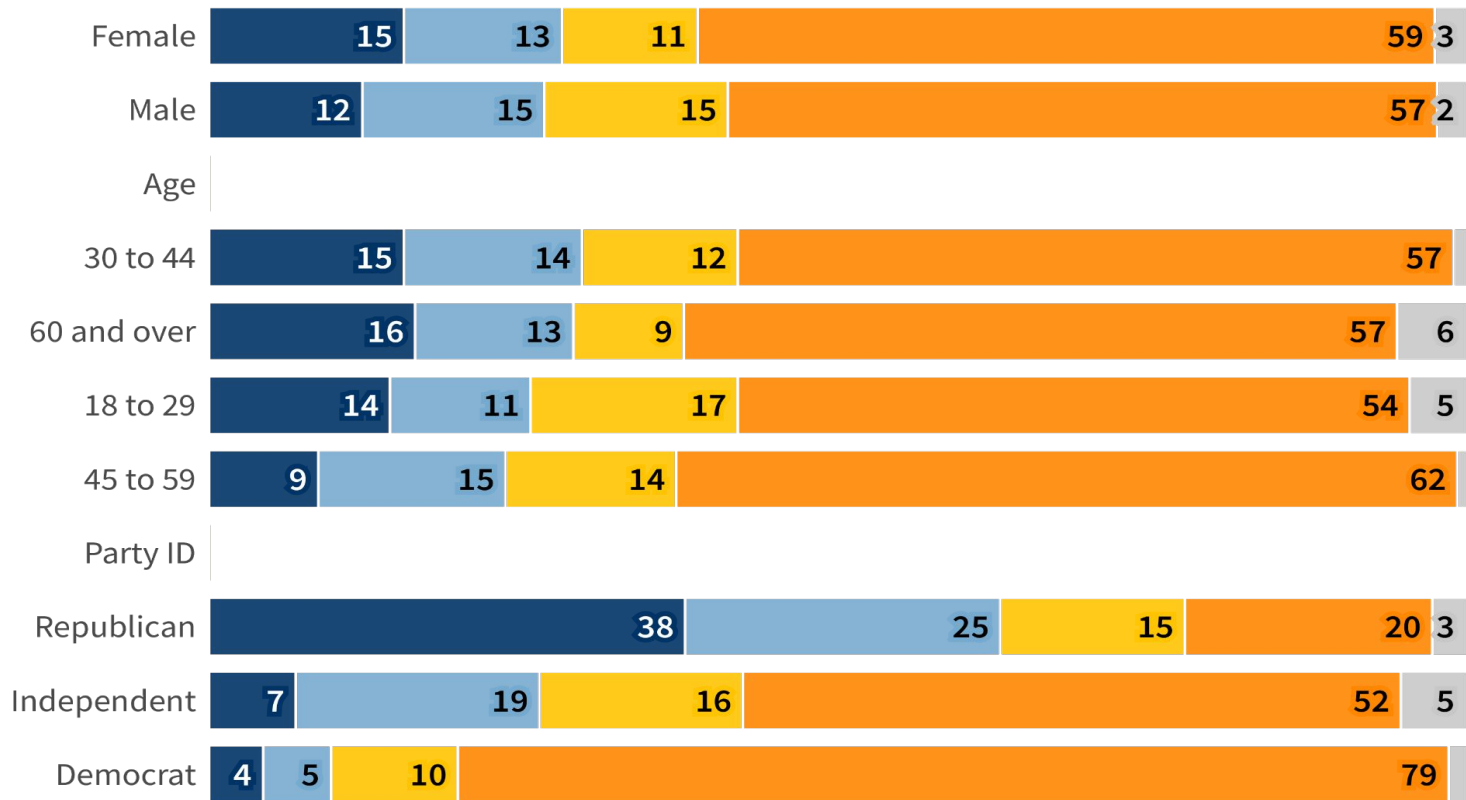
^^ Sample size too small to produce reliable estimates

Source: AAPI Data / AP-NORC Survey Oct 2023



# Trump Favorability among Asian Americans, Native Hawaiians and Pacific Islanders

● Very fav ● Somewhat fav ● Somewhat unfav ● Very unfav ● Don't know



A A P I  
D A T A

APIA VOTE  
ASIAN & PACIFIC ISLANDER AMERICAN VOTE

mji  
Asian American  
Journalists  
Association

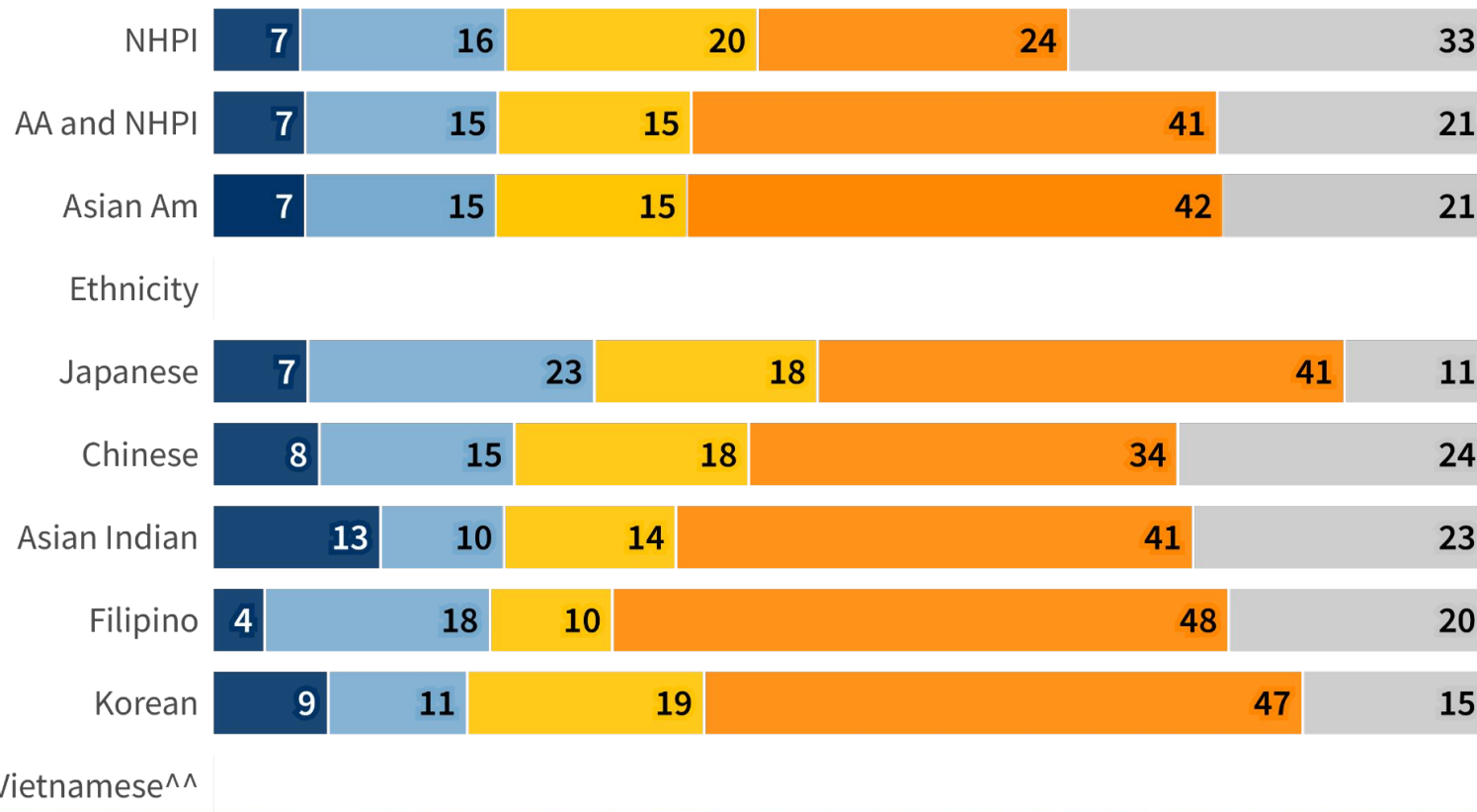
# DeSantis Favorability among Asian Americans, Native Hawaiians and Pacific Islanders

● Very fav
● Somewhat fav
● Somewhat unfav
● Very unfav
● Don't know

**A A P I**  
**D A T A**

**APIA VOTE**  
ASIAN & PACIFIC ISLANDER AMERICAN VOTE

**mji**  
Asian American  
Journalists  
Association

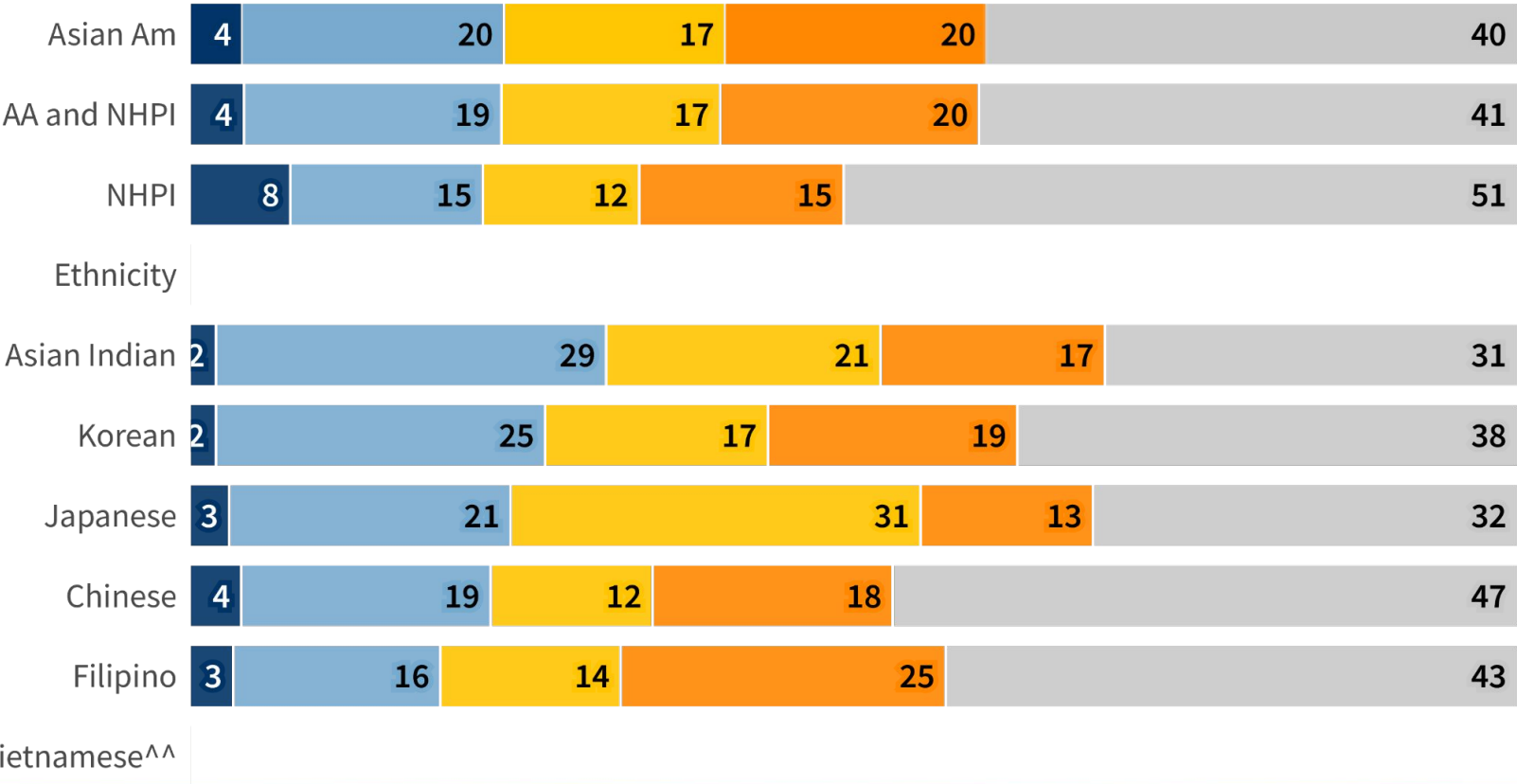
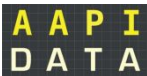


^^ Sample size too small to produce reliable estimates

Source: AAPI Data / AP-NORC Survey Oct 2023

# Haley Favorability among Asian Americans, Native Hawaiians and Pacific Islanders

● Very fav   ● Somewhat fav   ● Somewhat unfav   ● Very unfav   ● Don't know



^^ Sample size too small to produce reliable estimates

Source: AAPI Data / AP-NORC Survey Oct 2023

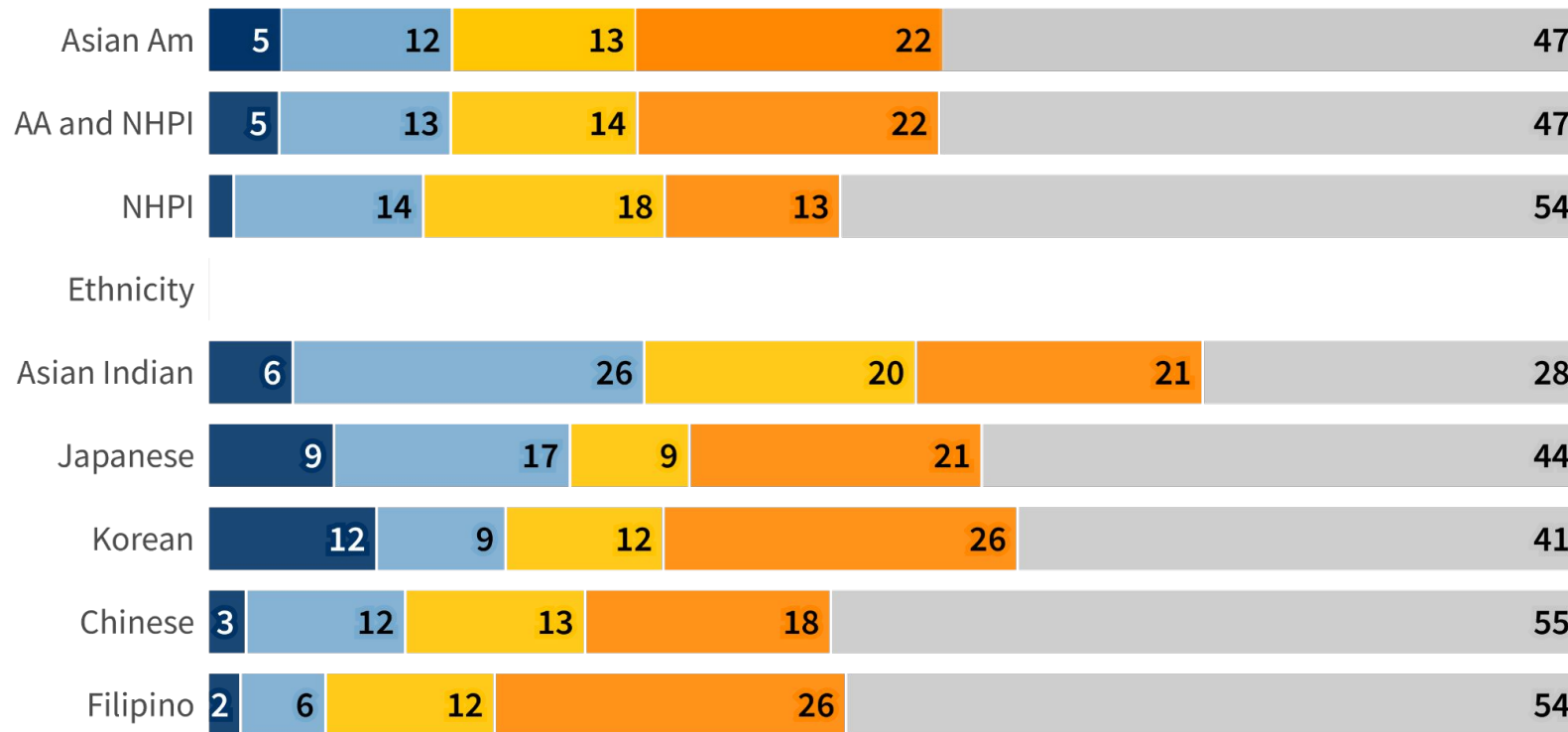
# Ramaswamy Favorability among Asian Americans, Native Hawaiians and Pacific Islanders

● Very fav 
 ● Somewhat fav 
 ● Somewhat unfav 
 ● Very unfav 
 ● Don't know

**A A P I**  
**D A T A**

**APIA**  
VOTE  
ASIAN & PACIFIC ISLANDER AMERICAN VOTE

**mji**  
Asian American  
Journalists  
Association



Vietnamese^^

^^ Sample size too small to produce reliable estimates

Source: AAPI Data / AP-NORC Survey Oct 2023

# Racism, Hate Crimes, and Hate Incidents

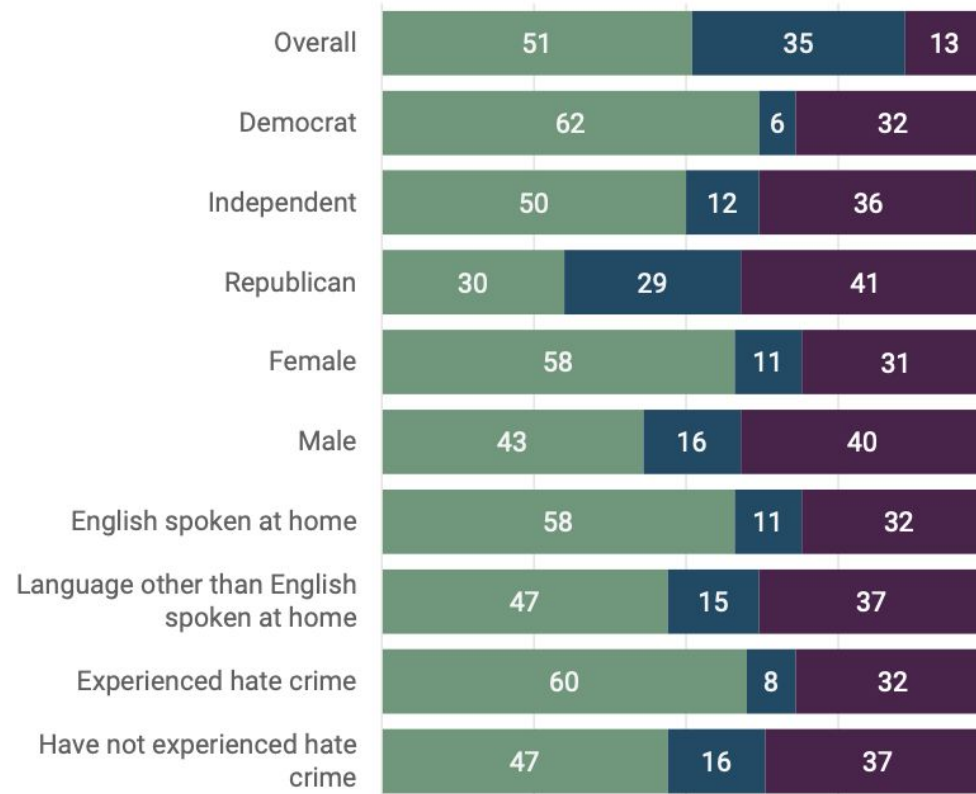


*November 15, 2023*

# AAPI Democrats are twice as likely as AAPI Republicans to believe racism is a very serious issue in the United States.

Percent of AAPI adults

■ Extremely/very serious ■ Moderately serious ■ Not at all/not too serious



AAPI  
DATA

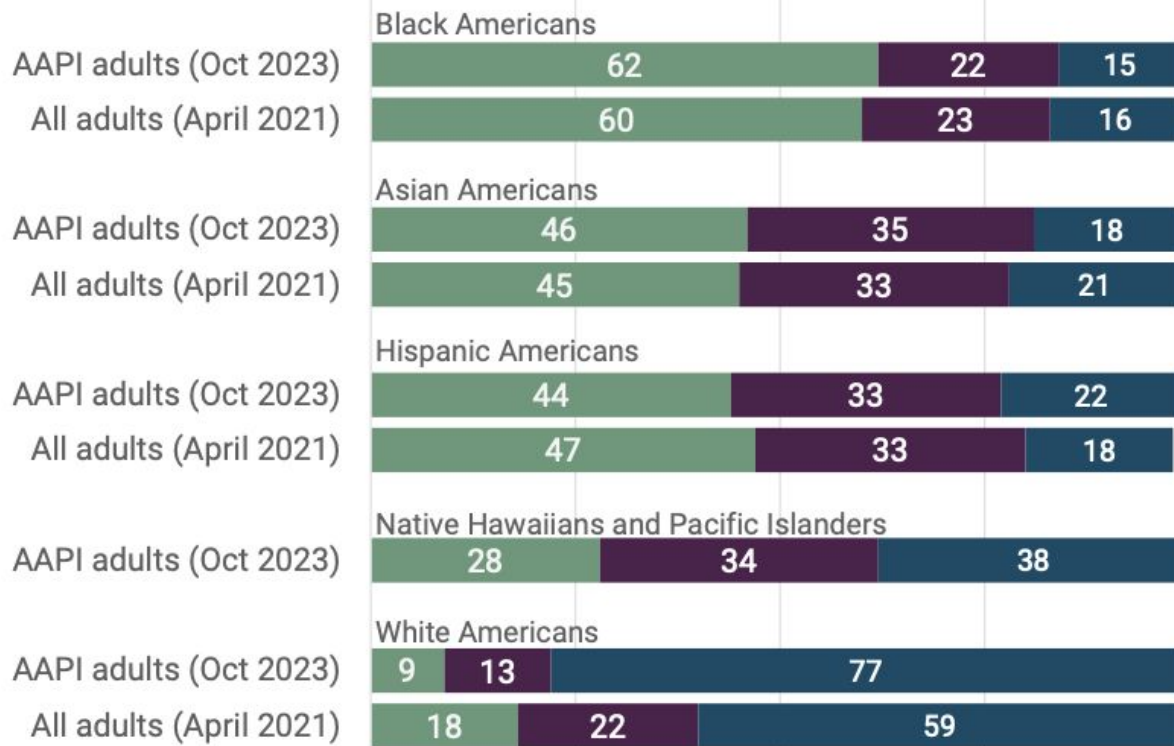
AP

NORC at the University of Chicago

## Most AAPI adults believe that Black adults experience significant discrimination.

Percent of adults

■ A great deal/quite a bit   ■ A moderate amount   ■ Not at all/only a little



**AAPI**  
**DATA**

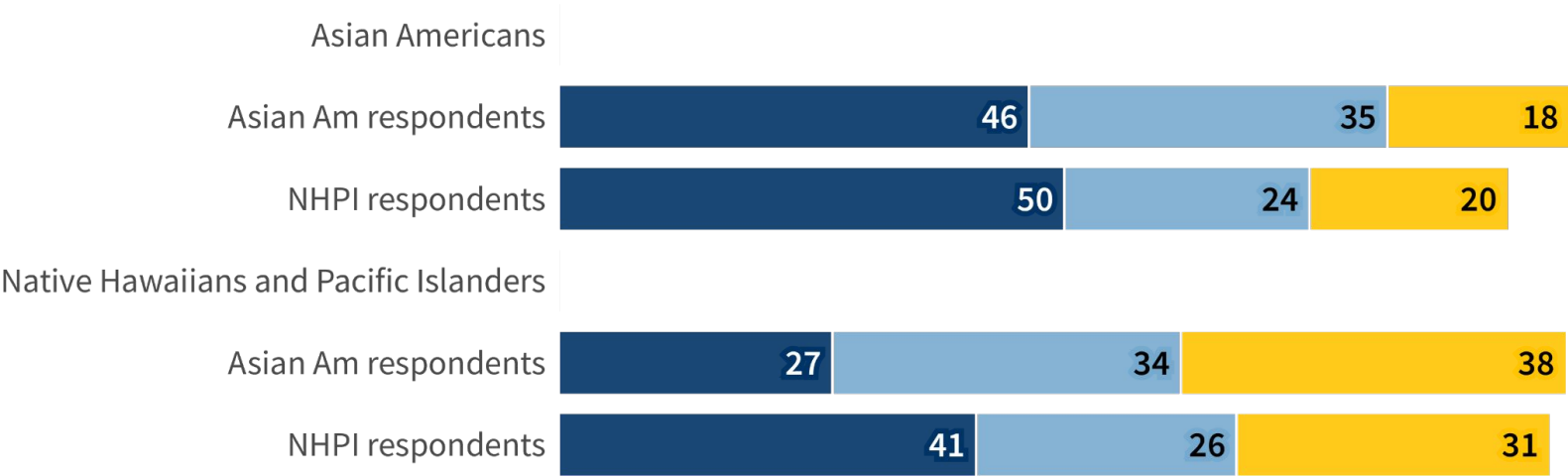
**AP**

**NORC** at the University of Chicago



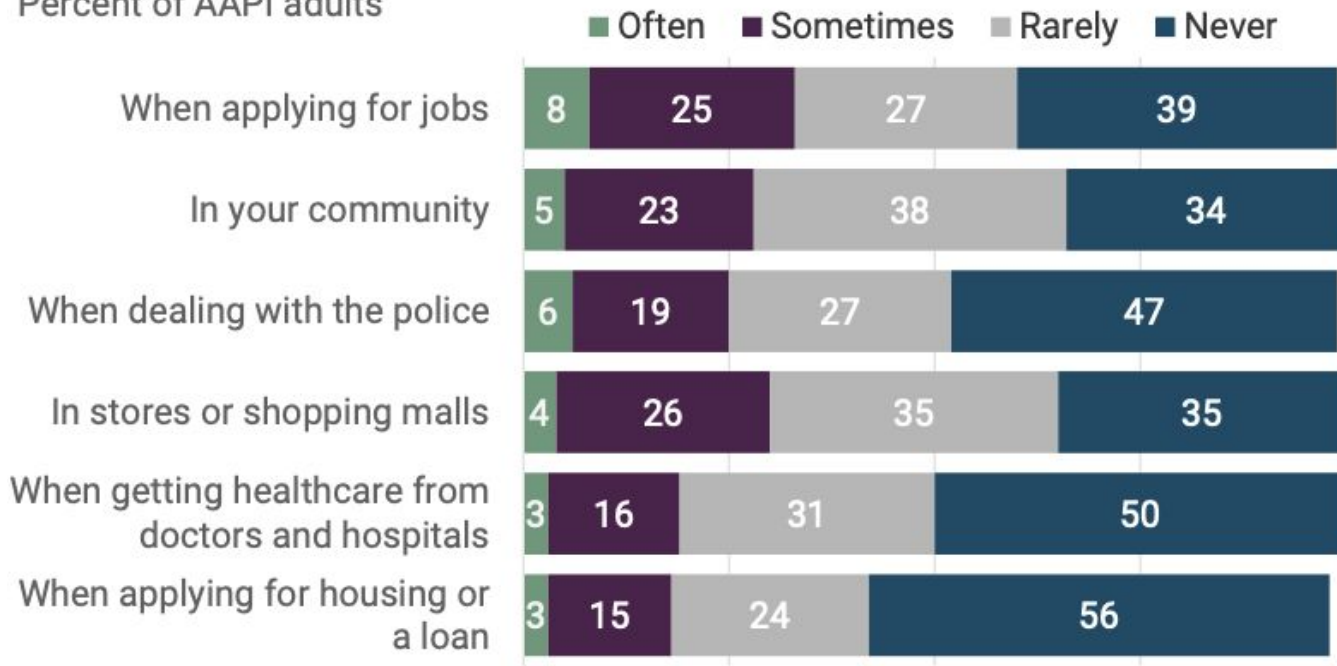
# How much discrimination do you think each of the following groups face in the United States today?

● A great deal/quite a bit ● A moderate amount ● Not at all/only a little



## Many AAPI adults report discrimination based on their race or ethnicity.

Percent of AAPI adults



# Definitions

## **HATE CRIMES vs. HATE INCIDENTS**

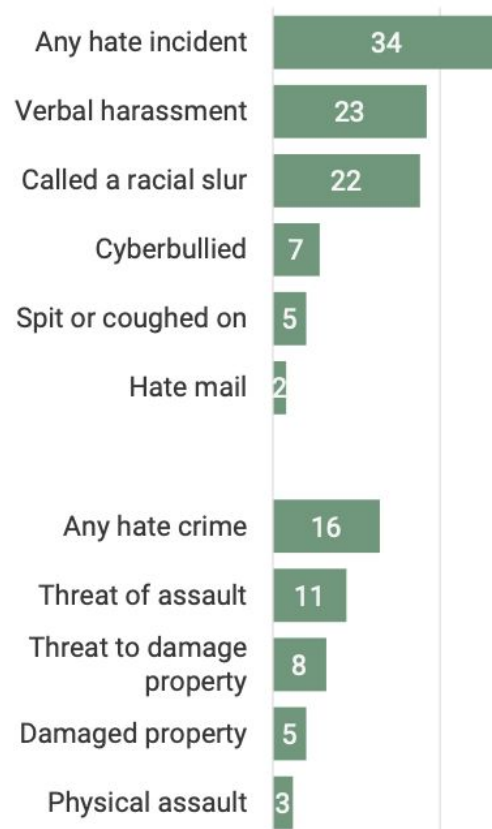
---

*Following the U.S. Department of Justice definition*

- Hate crimes involve:
  - Physical assault
  - Property damage
  - Threats of assault or property damage
- Other actions are classified as hate incidents, such as:
  - Verbal harassment
  - Racial or ethnic slurs
  - Being spit or coughed upon

## About a third of AAPI adults have suffered a hate incident in the past year.

Percent of AAPI adults that say yes



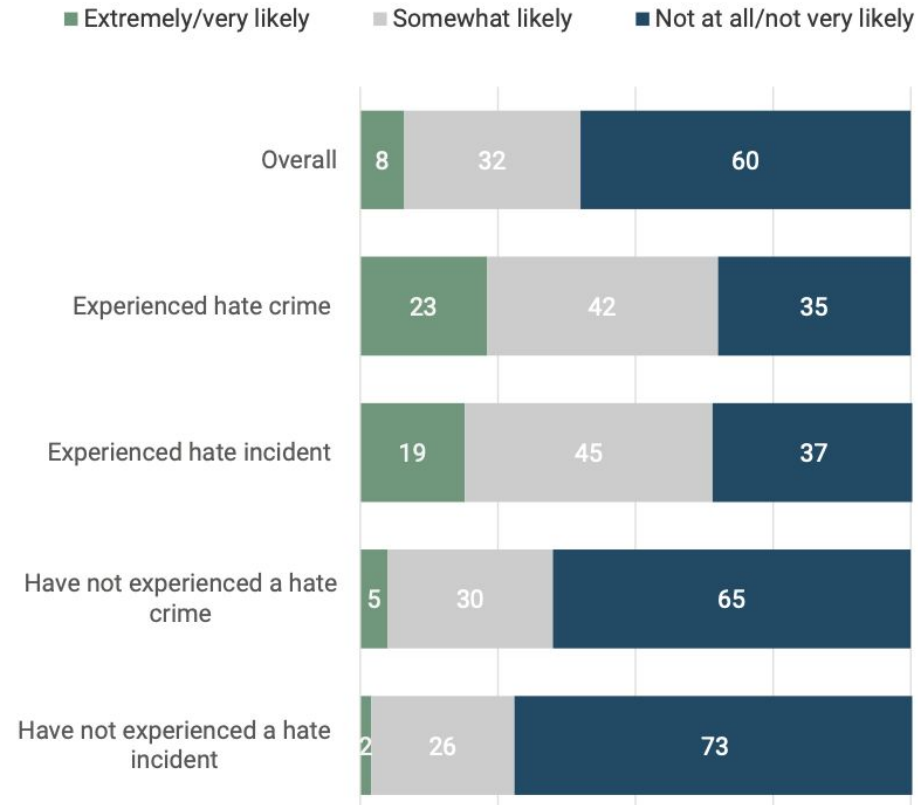
A A P I  
D A T A

AP

NORC at the University of Chicago

## AAPI victims of hate are more likely to anticipate becoming a target for a hate crime.

Percent of AAPI adults



AAPI  
DATA

AP

NORC  
at the University of Chicago

# Mental Health and Anxiety



*November 15, 2023*

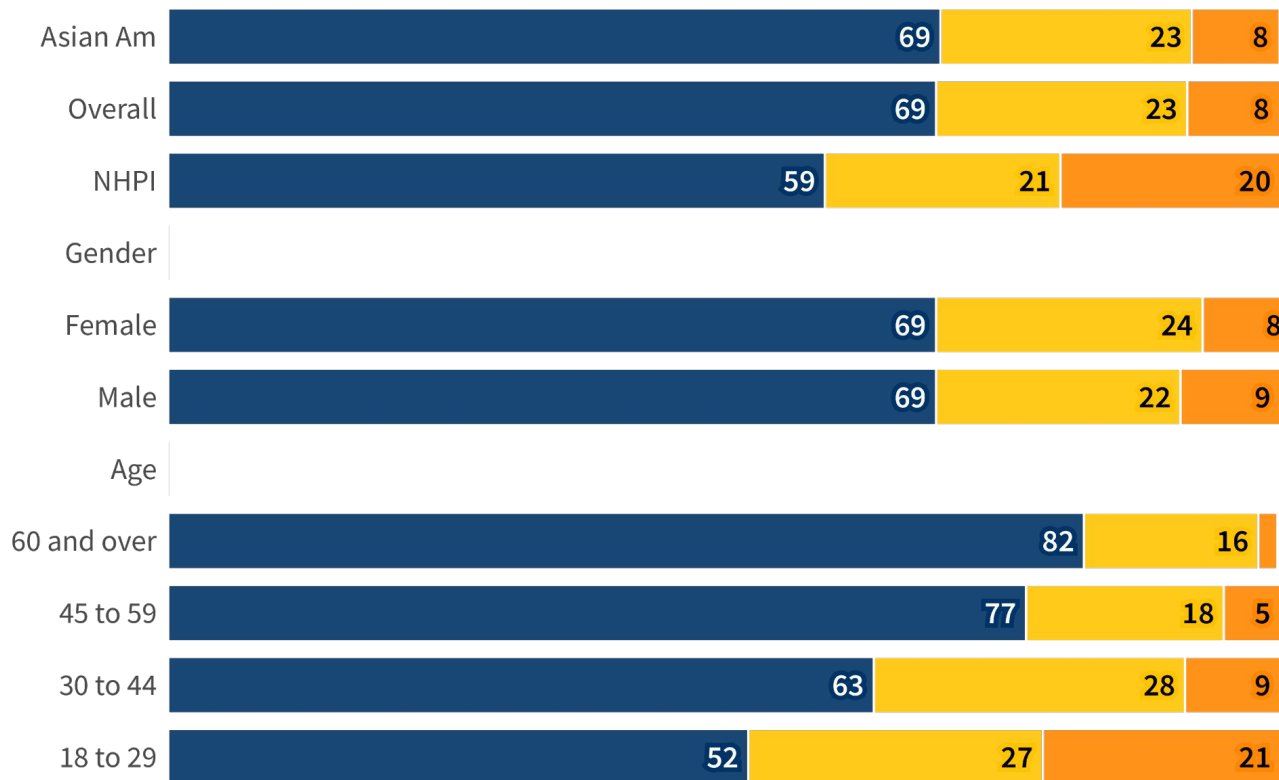
## In general, how would you rate your mental health, including your mood and your ability to think?

A A P I  
D A T A

AP

NORC at the University of Chicago

● Excellent/Very Good ● Good ● Fair/Poor





# Definitions

## ANXIETY

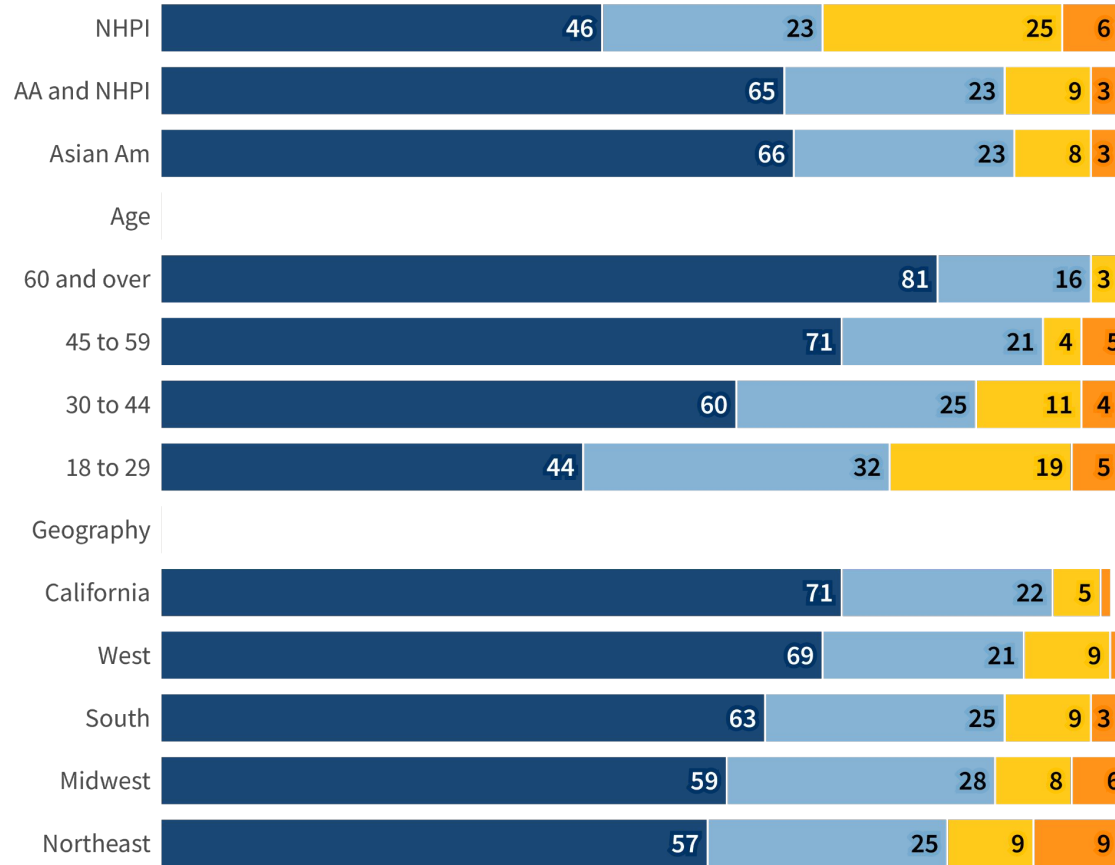
---

### *General Anxiety Disorder-7 (GAD-7) Scale*

- Scores range from 0–21 with increasing scores indicating greater severity of symptoms of anxiety.
- Overall score of 10 or above is defined as a higher risk of anxiety disorder, with scores greater than 15 defined as severe anxiety.
- Examples of anxiety indicators in the GAD-7:
  - Becoming easily annoyed or irritable
  - Worrying too much about different things
  - Not being able to stop or control worrying
  - Trouble relaxing
  - Feeling afraid, as if something awful might happen

## Anxiety (Generalized Anxiety Disorder GAD-7 Scale)

● Minimal anxiety ● Mild anxiety ● Moderate anxiety ● Severe anxiety



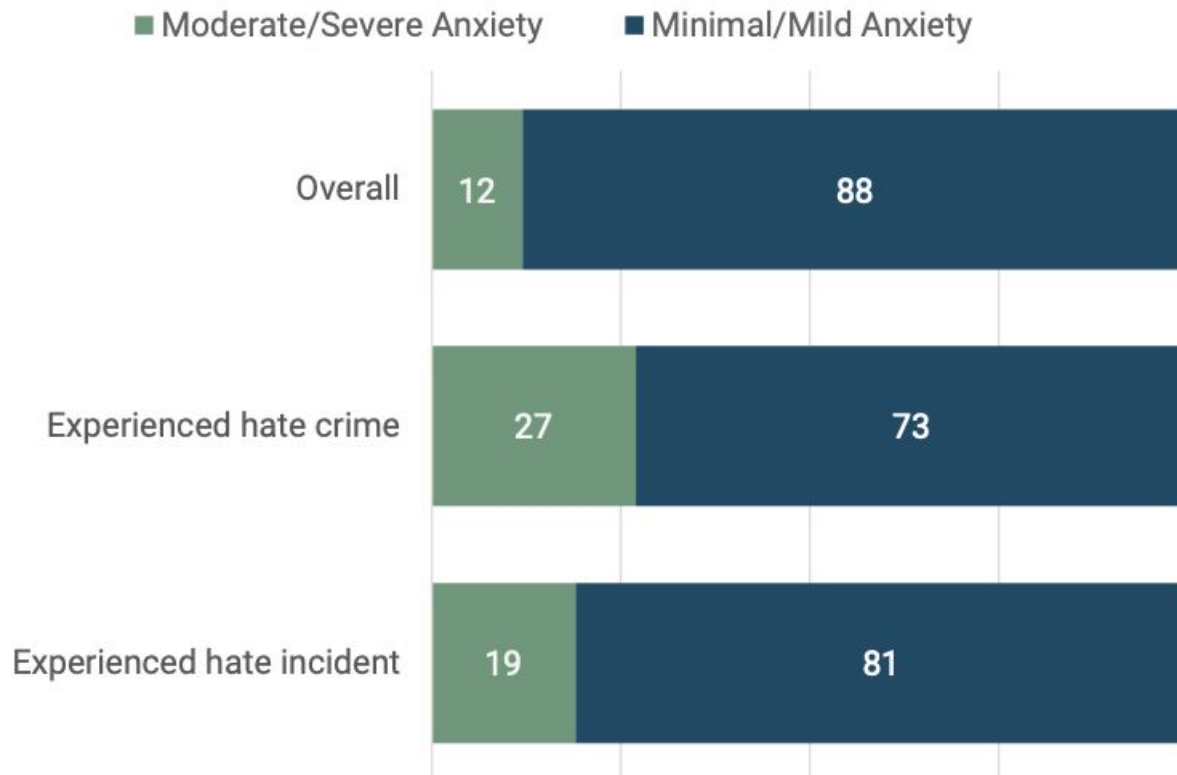
**AAPI**  
DATA

**AP**

**NORC** at the University of Chicago

## AAPI adults who experienced a hate crime or incident have a higher risk for anxiety.

Percent of AAPI adults



AAPI  
DATA

AP

NORC  
at the University of Chicago

# Q & A

**APIA VOTE**  
ASIAN & PACIFIC ISLANDER AMERICAN VOTE

**A A P I**  
**D A T A**

**mji**  
Asian American  
Journalists  
Association

*November 15, 2023*