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NEW PARTNERSHIP AIMS TO IMPROVE SURVEYING OF ASIAN AMERICAN AND PACIFIC ISLANDER COMMUNITIES

AP-NORC Center for Public Affairs Research partnering with AAPI Data will advance equity in social science research

CHICAGO, [October 24, 2023]—The Associated Press-NORC Center for Public Affairs Research and AAPI Data are launching a new survey series, the AAPI Data/AP-NORC survey starting in November 2023, and extending through 2024, that elevates the perspective of Asian American and Pacific Islander (AAPI) populations on some of society’s most pressing issues. The effort will address historic underrepresentation of AAPI communities in public opinion research.

“Comprehensive data that reflect the experiences and perspectives of all demographic groups are the foundation of high-quality public opinion polling and analyses,” said Jennifer Benz, deputy director of The AP-NORC Center. “With this partnership, we are amplifying the voices of AAPI populations to address the historic underrepresentation of AAPI communities in public opinion and news stories.”

The series merges the partners’ research and journalistic expertise, cultural knowledge, and established community relationships to measure the views of AAPI populations. It will feature regular surveys on key issues, such as policy priorities, financial well-being, political views, and civic engagement. The inaugural report, to be released in November, will focus on experiences with hate crime and discrimination.

“The AAPI community is incredibly diverse. Fully appreciating and understanding that diversity is essential for effective polling as well as policy making,” said Karthick Ramakrishnan, founder and Director of AAPI Data. “This collaboration aims to capture the breadth and depth of AAPI communities to better inform decision makers and the general public.”

The [Amplify AAPI panel](#), from which the surveys will draw, is the first large survey panel of Asian American, Native Hawaiian, and Pacific Islanders. Surveys will be conducted online and over the phone in English and in Mandarin, Cantonese, Vietnamese, and Korean to cover the largest Asian American populations with limited English proficiency.

Asian Americans and Pacific Islanders are two of the fastest growing racial groups in the United States and have historically been [underrepresented in research](#) due in part to inadequate data infrastructure, language barriers, and a lack of outreach to AAPI communities.

The AAPI Data/AP-NORC series can be found at <https://apnorc.org/projects/aapi-data-ap-norc-survey/>.

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.



The Associated Press (AP) is an independent global news organization dedicated to factual reporting. Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business. More than half the world's population sees AP journalism every day. www.ap.org

NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. www.norc.org

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals. In its 10 years, The AP-NORC Center has conducted more than 250 studies exploring the critical issues facing the public, covering topics like health care, the economy, COVID-19, trust in media, and more. Learn more at www.apnorc.org.

About AAPI Data

AAPI Data's reputation—among journalists, government agencies, community organizations, and scholars—is built on data, research, and narratives that are accurate, compelling, and timely.

Since 2018, the program has organized its work along the principles of DNA: Data, Narrative, Action, aiming for meaningful improvements in policies, practices, and investments that serve AAPI communities.

Email info@aapidata.com for more questions.

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