



The October 2023 AAPI Data/AP-NORC Center Poll

Conducted by The Associated Press-NORC Center for Public Affairs Research and AAPI Data
with funding from the University of California (UC) Riverside

Interviews: 10/10-20/2023

1,178 Asian American, Native Hawaiian and Pacific Islander adults in the U.S.

Margin of sampling error: +/- 4.2 percentage points at the 95% confidence level among the full sample, including the design effect

*NOTES: All results show percentages among all respondents, unless otherwise labeled.
Comparisons to U.S. general adult population polls are provided when applicable.*

0FAV. For each of the following please indicate if you have an unfavorable or favorable opinion. If you don't know enough to have an opinion, you can say that too.

[GRID ITEMS RANDOMIZED]

		Very/ Somewhat unfavorable NET	Very unfavorable	Somewhat unfavorable	Very/ Somewhat favorable NET	Somewhat favorable	Very favorable	Don't know enough to say	S K P / R E F
AAPI Data/AP- NORC									
Joe Biden	AAPI Data/AP- NORC Poll 10/10-20/2023 (N=1,178)	44	23	21	52	35	17	3	1
	AP-NORC Poll of US Adults 10/5-9/2023 (N=1,163)	54	37	16	42	27	15	4	1
Kamala Harris	AAPI Data/AP- NORC Poll 10/10-20/2023 (N=1,178)	40	23	17	47	32	15	12	1
	AP-NORC Poll of US Adults 06/22-26/2023 (N=1,220)	50	35	15	37	25	12	12	1
Mike Pence	AAPI Communities 10/10-20/2023 (N=1,178)	56	30	25	31	27	4	13	1
	AP-NORC Poll of US Adults 08/10-14/2023 (N=1,165)	57	28	29	28	22	6	15	*
Ron DeSantis	AAPI Data/AP- NORC Poll 10/10-20/2023 (N=1,178)	56	41	15	22	15	7	20	1
	AP-NORC Poll of US Adults 10/5-9/2023 (N=1,163)	49	37	12	30	18	11	20	1

		Very/ Somewhat unfavorable NET	Very unfavorable	Somewhat unfavorable	Very/ Somewhat favorable NET	Somewhat favorable	Very favorable	Don't know enough to say	S K P / R E F
Nikki Haley	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	36	19	16	23	19	4	40	*
	AP-NORC Poll of US Adults 10/5-9/2023 (N=1,163)	32	15	17	25	16	8	42	1
Tim Scott	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	25	13	12	16	13	3	59	*
	AP-NORC Poll of US Adults 10/5-9/2023 (N=1,163)	23	12	12	22	18	4	54	1
Vivek Ramaswamy	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	36	22	14	18	12	5	46	1
	AP-NORC Poll of US Adults 10/5-9/2023 (N=1,163)	32	21	11	19	14	5	48	1
Donald Trump	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	70	58	13	27	14	14	2	1
	AP-NORC Poll of US Adults 10/5-9/2023 (N=1,163)	58	47	10	37	18	20	5	1

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

	AAPI Data/AP-NORC 10/10-20/2023
Excellent/very good NET	69
Excellent	32
Very good	37
Good	23
Fair/poor NET	8
Fair	8
Poor	1
DK	-
SKP/REF	*

N=

1,178

GAD-7. Over the last two weeks, how often have you been bothered by the following problems?¹

AAPI Data/AP-NORC 10/10-20/2023	Not at all/ several days NET	Not at all	Several days	More than half the days/nearly every day NET	More than half the days	Nearly every day	SKP/REF
Feeling nervous, anxious or on edge	90	56	34	10	6	3	*
Not being able to stop or control worrying	89	64	26	10	5	5	1
Worrying too much about different things	87	51	36	13	7	6	*
Trouble relaxing	86	53	33	13	8	5	1
Being so restless that it is hard to sit still	93	73	20	6	4	2	1
Becoming easily annoyed or irritable	86	49	37	13	10	3	1
Feeling afraid, as if something awful might happen	91	66	26	8	4	4	1

N=1,178

¹ The Generalized Anxiety Disorder 7-item (GAD-7) is an initial screening tool used to identify probable cases of generalized anxiety disorder. Source: Spitzer, R. L., Kroenke, K., Williams, J. B., & Löwe, B. (2006). A brief measure for assessing generalized anxiety disorder: the GAD-7. Archives of internal medicine, 166(10), 1092-1097. <<https://pubmed.ncbi.nlm.nih.gov/16717171/>>

RACE2. How serious a problem do you think racism is in the United States?

[HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]

	Not at all/not too serious NET	Not at all serious	Not too serious	Moderately serious	Extremely/ very serious	Very serious	Extremely serious	DK	SKP/ REF
AAPI Data/AP-NORC									
AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	13	3	11	35	51	29	21	-	1
AP-NORC Poll of US Adults 4/29-5/3/2021 (N=1,842)	16	5	12	25	59	29	30	*	*

RACE3. How much discrimination do you think each of the following groups face in the United States today?

[GRID ITEMS RANDOMIZED, HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]

		A great deal/quite a bit NET	A great deal	Quite a bit	A moderate amount	Not at all/only a little	Only a little	Not at all	DK	SKP/REF
AAPI Data/AP- NORC										
White Americans	AAPI Data/AP- NORC Poll 10/10- 20/2023 (N=1,178)	9	3	6	13	77	36	41	*	1
	AP-NORC Poll of US Adults 4/29- 5/3/2021 (N=1,842)	18	8	10	22	59	32	27	*	1

		A great deal/quite a bit NET	A great deal	Quite a bit	A moderate amount	Not at all/only a little	Only a little	Not at all	DK	SKP/REF
Black Americans	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	62	33	29	22	15	12	3	-	1
	AP-NORC Poll of US Adults 4/29-5/3/2021 (N=1,842)	60	35	25	23	16	13	4	*	1
Hispanic Americans	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	44	14	30	33	22	19	4	-	1
	AP-NORC Poll of US Adults 4/29-5/3/2021 (N=1,842)	47	19	28	33	18	15	4	*	1
Asian Americans	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	46	17	30	35	18	16	2	-	1
	AP-NORC Poll of US Adults 4/29-5/3/2021 (N=1,842)	45	19	26	33	21	16	5	*	1
Native Hawaiians and Pacific Islanders	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	28	8	19	34	38	30	8	-	1

RACE5. In each of the following situations, how often would you say you personally have been discriminated against because of your race or ethnicity?²

[GRID ITEMS RANDOMIZED, HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]

AAPI Data/AP-NORC		Often/ sometimes NET	Often	Sometimes	Rarely/ never NET	Rarely	Never	DK	SKP/REF
When applying for jobs	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	33	8	25	67	27	39	-	1
	AP-NORC Poll of US Adults 12/01-23/2021 (N=4,173)	28	8	20	71	19	52	-	1
In stores or shopping malls	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	30	4	26	70	35	35	-	*
	AP-NORC Poll of US Adults 12/01-23/2021 (N=4,173)	25	7	18	75	20	55	-	1
When getting healthcare from doctors and hospitals	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	19	3	16	80	31	50	-	*
	AP-NORC Poll of US Adults 12/01-23/2021 (N=4,173)	21	6	15	79	17	61	-	*
When dealing with the police	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	25	6	19	75	27	47	-	*
	AP-NORC Poll of US Adults 12/01-23/2021 (N=4,173)	24	8	16	75	18	58	-	1

² Question wording from AP-NORC 10th Anniversary Immigration Study: "In each of the following situations, how often would you say you personally have been discriminated against because of your race?"

https://apnorc.org/wp-content/uploads/2022/05/Topline_Final.pdf

		Often/ sometimes NET	Often	Sometimes	Rarely/ never NET	Rarely	Never	DK	SKP/REF
When applying for housing or a loan	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	18	3	15	81	24	56	-	1
	AP-NORC Poll of US Adults 12/01-23/2021 (N=4,173)	22	7	15	78	17	61	*	1
In your community	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	28	5	23	72	38	34	-	*
	AP-NORC Poll of US Adults 12/01-23/2021 (N=4,173)	23	7	16	77	22	55	-	1

HTCRIME. Have you ever been a victim of a hate crime specifically because of your race or ethnicity? That is, have you ever had someone physically assault you, damage your property, or threatened to assault you or damage your property, specifically because of your race or ethnicity?

	AAPI Data/AP-NORC 10/10-20/2023
Yes	15
No	72
Not sure	12
SKP/REF	1

N= 1,178

HTCRIME2. Please indicate if you have experienced any of the following incidents in the last 12 months specifically because of your race or ethnicity.

AAPI Data/AP-NORC 10/10-20/2023	Yes	No	SKP/REF
Someone physically assaulted me	3	96	1
Someone threatened to physically assault me	11	88	1
Someone destroyed or damaged my property	5	95	*
Someone threatened to destroy or damage my property	8	92	*
Someone called me a racial or ethnic slur	22	77	1
Someone verbally harassed me or verbally abused me	23	76	*
Someone spit on me or intentionally coughed on me	5	94	*
I received hate mail	2	97	1
I received cyberbullying	7	93	1
Something else happened	10	89	1

N=1,178

RACE6. How likely do you think it is that each of the following will happen to you personally because of your race or ethnicity within the next five years?

[GRID ITEMS RANDOMIZED, HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]

AAPI Data/AP-NORC 10/10-20/2023	Extremely/ very likely NET	Extremely likely	Very likely	Somewhat likely	Not at all/ not too likely NET	Not too likely	Not at all likely	SKP/REF
You will be a victim of discrimination	17	6	11	36	47	33	14	*
You will be a victim of a hate crime	8	3	5	32	60	42	18	-

N=1,178

PARTYID7. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

	AAPI Data/AP-NORC 10/10-20/2023
Democrat NET	53
Strong Democrat	15
Not so strong Democrat	24
Lean Democrat	14
Independent/None – Don't lean	20
Republican NET	27
Lean Republican	10
Not so strong Republican	9
Strong Republican	8

N=

1,178

AGE

	AAPI Data/AP-NORC 10/10-20/2023
18-29	17
30-44	37
45-59	24
60+	22

N=

1,178

GENDER

	AAPI Data/AP-NORC 10/10-20/2023
Male	48
Female	52

N=

1,178

LANGUAGE SPOKEN AT HOME

	AAPI Data/AP-NORC 10/10-20/2023
English	39
Non-English	58
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	3

N=

1,178

AANHPI ORIGIN

	AAPI Data/AP-NORC 10/10-20/2023
Chinese alone	22
Asian Indian alone	17
Filipino (and no other AAPI origin)	17
Vietnamese (and no other AAPI origin)	9
Korean (and no other AAPI origin)	8
Japanese (and no other AAPI origin)	6
NHPI alone	4
Other singular Asian origin	14
Multiple AA and NHPI origins	5

N= 1,178

MARITAL STATUS

	AAPI Data/AP-NORC 10/10-20/2023
Married	57
Not married	43

N= 1,178

EMPLOYMENT

	AAPI Data/AP-NORC 10/10-20/2023
Employed	68
Not employed	32

N= 1,178

EDUCATION

	AAPI Data/AP-NORC 10/10-20/2023
Less than a high school diploma	10
High school graduate or equivalent	13
Some college	23
Bachelor's degree	31
Post grad study/professional degree	23

N= 1,178

CENSUS REGION

	AAPI Data/AP-NORC 10/10-20/2023
Northeast NET	17
New England	6
Mid-Atlantic	11
Midwest NET	12
East North Central	9
West North Central	3
South NET	24
South Atlantic	15
East South Central	1
West South Central	8
West NET	48
Mountain	6
Pacific	42

N= 1,178

HOME OWNERSHIP

	AAPI Data/AP-NORC 10/10-20/2023
Owned or being bought by you or someone in your household	70
Rented for cash	26
Occupied without payment of cash rent	4

N= 1,178

INCOME

	AAPI Data/AP-NORC 10/10-20/2023
Under \$10,000	4
\$10,000 to under \$20,000	5
\$20,000 to under \$30,000	5
\$30,000 to under \$40,000	5
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	20
\$150,000 or more	26

N= 1,178

RELIG. What is your present religion, if any?

	AAPI Data/AP-NORC 10/10-20/2023
Protestant	11
Roman Catholic	18
Mormon	1
Orthodox	*
Jewish	*
Muslim	4
Buddhist	11
Hindu	6
Atheist	7
Agnostic	7
Nothing in particular	19
Just Christian	12
Unitarian	*
Something else	4
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-

*N=**1,111***COO. Nativity**

	AAPI Data/AP-NORC 10/10-20/2023
Born in the United States	31
Born outside the United States	69
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

*N=**936***SECONDGEN**

	AAPI Data/AP-NORC 10/10-20/2023
Born in the U.S. and child of at least one parent born outside the U.S.	12
All other respondents	88

*N=**936*

METHODS

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and AAPI Data with funding from the University of California (UC) Riverside.

Data were collected using the Amplify AAPI Monthly survey drawing from NORC's Amplify AAPI® Panel designed to be representative of the U.S. Asian American, Native Hawaiian and Pacific Islander (AANHPI) household population. The survey was part of a larger study that included questions about other topics not included in this report.

Amplify AAPI is a blend of multiple sample designs. Each stage seeks to provide maximum coverage of the AANHPI population, and all are combined through base-weighting to arrive at a representative overall cross-section of AANHPI in the United States. The first stage included recruitment of approximately 850 active AANHPI panelists from NORC's flagship probability panel, AmeriSpeak. These panelists now serve as members of both the AmeriSpeak and the Amplify AAPI panels. During the initial recruitment phase of the AmeriSpeak panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame or a secondary national address frame, both with over 96% coverage of all U.S. addresses, and then contacted by U.S. mail, email, telephone, or field interviewers (face to face).

The second stage began in the spring of 2022, when Amplify AAPI recruited 150 households from a 30,000-sample pool as a pilot to test the sample design's feasibility and participation rates. In 2023, Blue Shield Foundation of California and UC Riverside/AAPI Data sponsored a recruitment effort in California generating 1,150 additional panelists. Finally, the Rockefeller Foundation funded a national recruitment effort, including new recruits and those from the 2022 Pew Asian American Survey, generating 4,700 panelists who are eligible for the monthly survey.

By providing recruiting and interviewing in the languages noted earlier, Amplify AAPI covers approximately 90 percent of Asian language “linguistically isolated” households, that is, households in which no adult can speak English or Spanish at least “well.” Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings population.

Interviews for this survey were conducted between October 10-20, 2023 with Asian Americans, Native Hawaiians and Pacific Islanders 18 years of age or older representing the 50 states and the District of Columbia. Panel members were randomly drawn from the Amplify AAPI Panel, and 1,178 completed the survey—1,173 via the web and five by telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. In addition to English, the survey was offered in the Chinese dialects of Mandarin and Cantonese, Vietnamese, and Korean, depending on respondent preference.

Respondents were offered a small monetary incentive (either \$5 or \$10) for completing the survey. The final stage completion rate is 31.4 percent. Because the Amplify AAPI Panel is so new, the final weighted household panel response rate, weighted household panel retention rate, and cumulative response rate have not been calculated. All rates can be made available upon request by December 2023 and will be included in reports after that date. The overall margin of sampling error is +/-4.2 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 21 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample was selected and fielded, and all the study data were collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census region, race/ethnicity, education, U.S. born, and Asian origin. Weighting variables were obtained from the American Communities Survey (ACS) 5 years data 2017-2021. The weighted data reflect the U.S. Asian American, Native Hawaiian and Pacific Islander (AANHPI) household population, including all 50 states and the District of Columbia.

Complete questions and results are available at www.apnorc.org. For more information about the study, email info@apnorc.org.

Additional information on the Amplify AAPI Panel methodology is available at: <https://amplifyaapi.norc.org/>. For more information about the panel, email Amplifyaapi-bd@norc.org.

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.

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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. 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.