



# The March 2024 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: 03/04-11/2024 1,005 Asian American, Native Hawaiian and Pacific Islander adults in the U.S. Margin of sampling error: +/- 4.9 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.*  CC6. Do you think climate change is happening, do you think climate change is <u>not</u> happening, or aren't you sure?

|   | AAPI Data/AP-<br>NORC<br>03/04-<br>11/2024 | AP-NORC Poll<br>of U.S. Adults<br>09/07-<br>11/2023 |
|---|--|---|
| Climate change is happening             | 84   | 74  |
| Climate change is not happening         | 5  | 11  |
| Not sure if climate change is happening | 10   | 14  |
| SKIPPED ON WEB/REFUSED                  | 1  | *   |
| N=                                      | 1,005                                      | 1,146   |

## Show if respondent indicates they think climate change is happening

CC7. Do you think climate change is caused entirely by human activities, caused mostly by human activities, caused about equally by human activities and natural changes in the environment, caused mostly by natural changes in the environment, or caused entirely by natural changes in the environment?

|  | AAPI Data/AP-<br>NORC | AP-NORC Poll of<br>U.S. Adults |
|--|-----------------------|--------------------------------|
|  | 03/04-11/2024         | 09/07-11/2023                  |
| Caused entirely/                           | 75                    | 61                             |
| mostly by human activities NET             | /5                    | 01                             |
| Caused entirely by human activities        | 19                    | 15                             |
| Caused mostly by human activities          | 56                    | 45                             |
| Caused equally by human activities         |                       |                                |
| and natural changes in the                 | 21                    | 29                             |
| environment                                |                       |                                |
| Caused entirely/ mostly by natural         | 3                     | 10                             |
| changes in the environment NET             | 3                     | 10                             |
| Caused <u>mostly</u> by natural changes in | 3                     | 8                              |
| the environment                            | 5                     | 0                              |
| Caused <u>entirely</u> by natural changes  | *                     | 3                              |
| in the environment                         |                       | 5                              |
| DON'T KNOW                                 | -                     | -                              |
| SKIPPED ON WEB/                            | *                     | *                              |
| REFUSED                                    | -                     | -                              |
| N=   | 1,005                 | 874                            |

Q4. Do you find the science on climate change more convincing than five years ago, just about the same, or less convincing?

|                                    | AAPI Data/AP- | EPIC/AP-NORC        |
|------------------------------------|---------------|---------------------|
|                                    | NORC          | Poll of U.S. Adults |
|                                    | 03/04-11/2024 | 9/8-24/2021         |
| A lot/somewhat more convincing NET | 52            | 49                  |
| A lot more convincing              | 28            | 25                  |
| Somewhat more convincing           | 24            | 24                  |
| About the same                     | 35            | 38                  |
| A lot/somewhat less convincing NET | 11            | 13                  |
| Somewhat less convincing           | 6             | 6                   |
| A lot less convincing              | 6             | 7                   |
| DON'T KNOW                         | -             | *                   |
| SKIPPED ON WEB/                    | 1             | *                   |
| REFUSED                            |               |                     |
| N=                                 | 1,005         | 5,468               |
|                                    |               |                     |

[HALF OF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

CC13\_INFLUENCE. In the past five years, how much influence, if any, has each of the following had when it comes to informing your views about climate change?

| <b>0</b> ]   |   | -         |           |           |           |            |           |           |   |     |
|--|---|-----------|-----------|-----------|-----------|------------|-----------|-----------|---|-----|
|  |   | A great   |           |           | Α         | Not much   |           |           |   |     |
|  |   | deal / a  |           |           | moderate  | influence/ |           |           |   |     |
|  |   | lot of    | A great   |           | amount    | no         | Not       | No        |   | SKP |
|  |   | influence | deal of   | A lot of  | of        | influence  | much      | influence | D | /   |
|  |   | NET       | influence | influence | influence | at all NET | influence | at all    | К | REF |
| Recent<br>extreme<br>weather<br>events, like                         | AAPI Data/<br>APNORC<br>03/04-11/2024<br>( <i>N=1,005</i> )           | 67        | 35        | 32        | 20        | 12         | 8         | 4         | - | 1   |
| hurricanes,<br>droughts,<br>floods,<br>unusual heat,<br>or wildfires | AP-NORC Poll<br>of U.S. Adults<br>09/07-11/2023<br>( <i>N=1,146</i> ) | 52        | 28        | 24        | 23        | 24         | 11        | 13        | - | 1   |
| News<br>coverage of<br>climate issues                                | AAPI Data/<br>APNORC<br>03/04-11/2024<br>( <i>N=1,005</i> )           | 41        | 15        | 27        | 37        | 21         | 15        | 6         | - | 1   |
|  | AP-NORC Poll<br>of U.S. Adults<br>09/07-11/2023<br>( <i>N=1,146</i> ) | 24        | 8         | 16        | 37        | 37         | 19        | 19        | * | 1   |
| Scientists   | AAPI Data/<br>APNORC<br>03/04-11/2024<br>( <i>N=1,005</i> )           | 58        | 25        | 33        | 28        | 12         | 9         | 4         | - | 1   |
|  | AP-NORC Poll<br>of U.S. Adults<br>09/07-11/2023<br>( <i>N=1,146</i> ) | 43        | 21        | 22        | 28        | 28         | 14        | 14        | * | 1   |
| Your<br>education  | AAPI Data/<br>APNORC<br>03/04-11/2024<br>( <i>N=1,005</i> )           | 48        | 22        | 25        | 33        | 18         | 12        | 6         | - | 1   |
|  | AP-NORC Poll<br>of U.S. Adults<br>09/07-11/2023<br>(N=1,146)          | 39        | 18        | 22        | 31        | 28         | 13        | 16        | * | 1   |

# PP1. Now, which party do you trust to do a better job of handling:

# [GRID ITEMS RANDOMIZED, HALF OF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

| AAPI Data/ APNORC       | The         | The       | Both    | Neither | DK | SKP/REF |
|-------------------------|-------------|-----------|---------|---------|----|---------|
| 03/04-11/2024           | Republicans | Democrats | equally | Neither | DK | JNP/NEF |
| Climate change          | 7           | 52        | 13      | 27      | -  | 1       |
| Environmental issues    | 10          | 52        | 13      | 24      | -  | 1       |
| Energy policy           | 15          | 44        | 18      | 23      | -  | 1       |
| Natural disaster relief | 12          | 41        | 25      | 21      | -  | 1       |

N=1,005

# CC13\_REPONSIBILITY. How much responsibility does each of the following have for addressing climate change?

|                                       |   | A great<br>deal / a<br>lot NET | A great<br>deal | A lot | Some | Not much<br>/ none at<br>all NET | Not<br>much | None at<br>all | DK | SKP<br>/<br>REF |
|---------------------------------------|---|--------------------------------|-----------------|-------|------|----------------------------------|-------------|----------------|----|-----------------|
| Your local<br>government<br>officials | AAPI Data/<br>APNORC<br>03/04-<br>11/2024<br>( <i>N=1,005</i> )           | 48                             | 21              | 27    | 33   | 18                               | 13          | 5              | -  | 1               |
|                                       | AP-NORC Poll<br>of U.S. Adults<br>06/23-<br>27/2022<br>( <i>N=1,053</i> ) | 43                             | 25              | 18    | 33   | 22                               | 13          | 9              | 1  | 1               |
| Your state<br>government<br>officials | AAPI Data/<br>APNORC<br>03/04-<br>11/2024<br>( <i>N=1,005</i> )           | 61                             | 28              | 33    | 25   | 14                               | 10          | 4              | -  | 1               |
|                                       | AP-NORC Poll<br>of U.S. Adults<br>06/23-<br>27/2022<br>( <i>N=1,053</i> ) | 54                             | 31              | 23    | 25   | 19                               | 11          | 8              | 1  | *               |

|  |   | A great             |                 |       |      | Not much /         |             |                |        | SK<br>P/ |
|--|---|---------------------|-----------------|-------|------|--------------------|-------------|----------------|--------|----------|
|  |   | deal / a<br>lot NET | A great<br>deal | A lot | Some | none at all<br>NET | Not<br>much | None at<br>all | D<br>K | RE<br>F  |
| The U.S.<br>federal<br>government        | AAPI Data/<br>APNORC<br>03/04-11/2024<br>( <i>N=1,005</i> )           | 73                  | 45              | 28    | 16   | 11                 | 7           | 3              | -      | 1        |
|  | AP-NORC Poll<br>of U.S. Adults<br>06/23-27/2022<br>( <i>N=1,053</i> ) | 63                  | 43              | 20    | 19   | 16                 | 8           | 8              | 1      | *        |
| Corporations<br>and industry             | AAPI Data/<br>APNORC<br>03/04-11/2024<br><i>(N=1,005)</i>             | 69                  | 46              | 23    | 16   | 14                 | 11          | 3              | -      | 1        |
|  | AP-NORC Poll<br>of U.S. Adults<br>06/23-27/2022<br>( <i>N=1,053</i> ) | 64                  | 43              | 21    | 21   | 14                 | 7           | 7              | 1      | 1        |
| Developed or<br>high-income<br>countries | AAPI Data/<br>APNORC<br>03/04-11/2024<br>( <i>N=1,005</i> )           | 71                  | 47              | 24    | 16   | 12                 | 8           | 3              | -      | 1        |
| outside the<br>U.S. <sup>1</sup>         | AP-NORC Poll<br>of U.S. Adults<br>06/23-27/2022<br>( <i>N=1,053</i> ) | 62                  | 38              | 24    | 22   | 13                 | 7           | 7              | 2      | 2        |
| Developing or<br>low-income              | AAPI Data/<br>APNORC<br>03/04-11/2024<br>( <i>N=1,005</i> )           | 43                  | 20              | 23    | 35   | 21                 | 17          | 4              | -      | 1        |
| countries <sup>2</sup>                   | AP-NORC Poll<br>of U.S. Adults<br>06/23-27/2022<br>( <i>N=1,053</i> ) | 44                  | 22              | 22    | 36   | 18                 | 11          | 7              | 2      | 1        |
| Individual                               | AAPI Data/<br>APNORC<br>03/04-11/2024<br>( <i>N=1,005</i> )           | 46                  | 21              | 25    | 34   | 18                 | 15          | 4              | -      | 1        |
| people                                   | AP-NORC Poll<br>of U.S. Adults<br>06/23-27/2022<br>( <i>N=1,053</i> ) | 45                  | 24              | 21    | 37   | 17                 | 11          | 5              | 1      | 1        |

 $<sup>^1</sup>$  Wording was modified from June 2022 AP-NORC Poll response option "Developed or industrialized countries outside the U.S."

<sup>&</sup>lt;sup>2</sup> Wording was modified from June 2022 AP-NORC Poll response option "Developing countries"

CC9\_FEDPOLICY. Do you favor, oppose, or neither favor nor oppose the federal government doing each of the following?

| AAPI Data/<br>APNORC<br>03/04-11/2024   | Strongly/<br>somewhat<br>favor NET | Strongly<br>favor | Somewhat<br>favor | Neither favor<br>nor oppose | Strongly/<br>somewhat<br>oppose<br>NET | Somewhat<br>oppose | Strongly<br>oppose | D<br>K | SKP<br>/<br>REF |
|---|------------------------------------|-------------------|-------------------|-----------------------------|--|--------------------|--------------------|--------|-----------------|
| Reducing the<br>amount of<br>greenhouse gases<br>that companies are<br>allowed to emit                                  | 74                                 | 49                | 25                | 16                          | 9                                      | 7                  | 2                  | _      | 1               |
| Providing tax<br>credits for the<br>installation of solar<br>panels   | 70                                 | 41                | 29                | 22                          | 7                                      | 4                  | 3                  | -      | 1               |
| Requiring all new<br>vehicles sold in<br>your state to be<br>electric or plug-in<br>hybrid by 2035                      | 44                                 | 19                | 25                | 24                          | 31                                     | 12                 | 19                 | -      | 1               |
| Providing tax<br>credits, cash<br>rebates, or other<br>financial incentives<br>for the purchase of<br>electric vehicles | 60                                 | 33                | 27                | 24                          | 15                                     | 7                  | 8                  | -      | 1               |

# [GRID ITEMS RANDOMIZED, HALF OF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

N=1,005

Q11A. Sometimes, people can't find a way to protect the environment and grow the economy at the same time, so they have to make a choice between protecting the environment or growing the economy.

When there is a conflict between environmental protection and economic growth, which comes closer to your view - even if neither is exactly right?

|                                     | AAPI Data/APNORC |
|-------------------------------------|------------------|
|                                     | 03/04-11/2024    |
| In the long-run, environmental      |                  |
| protection is always more important | 75               |
| than economic growth                |                  |
| In the long-run, economic growth is |                  |
| always more important than          | 23               |
| environmental protection            |                  |
| DON'T KNOW                          | -                |
| SKIPPED ON WEB/                     | 2                |
| REFUSED                             | 3                |
| N=                                  | 1.005            |

[HALF OF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

N

1,005

# CC16: How concerned are you about the effects of climate change on:

|                        |  | Extremely/<br>very<br>concerned<br>NET | Extremely<br>concerned | Very<br>concerned | Moderately<br>concerned | Not at all/<br>not very<br>concerned<br>NET | Not very<br>concerned | Not at all<br>concerned | D<br>K | S<br>K<br>P<br>/<br>R<br>E<br>F |
|------------------------|--|--|------------------------|-------------------|-------------------------|---|-----------------------|-------------------------|--------|---------------------------------|
| You<br>personally      | AAPI Data/<br>APNORC<br>03/04-<br>11/2024<br>( <i>N=1,005</i> )                        | 51                                     | 20                     | 31                | 32                      | 17  | 14                    | 4                       | -      | *                               |
|                        | AP-<br>NORC/EPIC<br>Poll of U.S.<br>Adults<br>1/31-<br>2/15/2023<br>( <i>N=5,408</i> ) | 42                                     | 19                     | 23                | 31                      | 27  | 17                    | 10                      | -      | 1                               |
| Low-income<br>people   | AAPI Data/<br>APNORC<br>03/04-<br>11/2024<br>( <i>N=1,005</i> )                        | 55                                     | 28                     | 27                | 26                      | 18  | 14                    | 5                       | -      | 1                               |
|                        | AP-<br>NORC/EPIC<br>Poll of U.S.<br>Adults<br>1/31-<br>2/15/2023<br>( <i>N=5,408</i> ) | 49                                     | 24                     | 24                | 28                      | 23  | 13                    | 10                      | *      | 1                               |
| Coastal<br>communities | AAPI Data/<br>APNORC<br>03/04-<br>11/2024<br>( <i>N=1,005</i> )                        | 63                                     | 34                     | 28                | 22                      | 14  | 10                    | 4                       | -      | 1                               |
|                        | AP-<br>NORC/EPIC<br>Poll of U.S.<br>Adults<br>1/31-<br>2/15/2023<br>( <i>N=5,408</i> ) | 50                                     | 24                     | 26                | 29                      | 20  | 12                    | 8                       | -      | 1                               |

|                       |  | Extremely/<br>very<br>concerned<br>NET | Extremely<br>concerned | Very<br>concerned | Moderately<br>concerned | Not at all/<br>not very<br>concerned<br>NET | Not very<br>concerned | Not at all<br>concerned | D<br>K | S<br>K<br>P<br>/<br>R<br>E<br>F |
|-----------------------|--|--|------------------------|-------------------|-------------------------|---|-----------------------|-------------------------|--------|---------------------------------|
| Future<br>generations | AAPI Data/<br>APNORC<br>03/04-<br>11/2024<br>( <i>N=1,005</i> )                        | 73                                     | 42                     | 31                | 17                      | 9   | 7                     | 2                       | -      | *                               |
|                       | AP-<br>NORC/EPIC<br>Poll of U.S.<br>Adults<br>1/31-<br>2/15/2023<br>( <i>N=5,408</i> ) | 62                                     | 37                     | 26                | 21                      | 16  | 9                     | 7                       | *      | 1                               |

CC19. Have you been personally affected by each of the following extreme weather events in the last five years, or not?

|  |   | Yes | No | DK | SKP/REF |
|--|---|-----|----|----|---------|
| Extremely hot weather or<br>extreme heat waves | AAPI Data/ APNORC<br>03/04-11/2024 ( <i>N=1,005</i> )           | 59  | 40 | -  | *       |
|  | AP-NORC Poll of U.S. Adults<br>09/07-11/2023 ( <i>N=1,146</i> ) | 74  | 25 | -  | 1       |
|  | AP-NORC Poll of U.S. Adults<br>04/13-17/2023 ( <i>N=1,230</i> ) | 55  | 43 | -  | 1       |
|  | AAPI Data/ APNORC<br>03/04-11/2024 ( <i>N=1,005</i> )           | 49  | 50 | -  | 1       |
| Severe cold weather or severe winter storms    | AP-NORC Poll of U.S. Adults<br>09/07-11/2023 ( <i>N=1,146</i> ) | 42  | 57 | -  | 1       |
|  | AP-NORC Poll of U.S. Adults<br>04/13-17/2023 ( <i>N=1,230</i> ) | 45  | 53 | -  | 2       |
| Major droughts or water                        | AAPI Data/ APNORC<br>03/04-11/2024 ( <i>N=1,005</i> )           | 34  | 66 | -  | 1       |
| shortages                                      | AP-NORC Poll of U.S. Adults 09/07-11/2023 ( <i>N=1,146</i> )    | 32  | 67 | -  | 2       |
|  | AP-NORC Poll of U.S. Adults<br>04/13-17/2023 ( <i>N=1,230</i> ) | 30  | 69 | -  | 1       |
| Hurricanos or couoro tropical                  | AAPI Data/ APNORC<br>03/04-11/2024 ( <i>N=1,005</i> )           | 25  | 74 | -  | *       |
| Hurricanes or severe tropical storms           | AP-NORC Poll of U.S. Adults<br>09/07-11/2023 ( <i>N=1,146</i> ) | 31  | 68 | -  | 1       |
|  | AP-NORC Poll of U.S. Adults<br>04/13-17/2023 ( <i>N=1,230</i> ) | 24  | 75 | -  | *       |
|  | AAPI Data/ APNORC<br>03/04-11/2024 ( <i>N=1,005</i> )           | 23  | 76 | -  | 1       |
| Major flooding                                 | AP-NORC Poll of U.S. Adults<br>09/07-11/2023 ( <i>N=1,146</i> ) | 21  | 78 | -  | 1       |
|  | AP-NORC Poll of U.S. Adults<br>04/13-17/2023 ( <i>N=1,230</i> ) | 30  | 79 | -  | 1       |
|  | AAPI Data/ APNORC<br>03/04-11/2024 ( <i>N=1,005</i> )           | 33  | 67 | -  | *       |
| Wildfires                                      | AP-NORC Poll of U.S. Adults<br>09/07-11/2023 ( <i>N=1,146</i> ) | 26  | 73 | -  | 1       |
|  | AP-NORC Poll of U.S. Adults<br>04/13-17/2023 ( <i>N=1,230</i> ) | 19  | 80 | -  | 1       |

|                             |                                  | Yes | No | DK | SKP/REF |
|-----------------------------|----------------------------------|-----|----|----|---------|
|                             | AAPI Data/ APNORC                | 12  | 88 | -  | 1       |
|                             | 03/04-11/2024 ( <i>N=1,005</i> ) | 12  |    |    | Ŧ       |
| Tornadoes                   | AP-NORC Poll of U.S. Adults      | 17  | 82 |    | 1       |
|                             | 09/07-11/2023 ( <i>N=1,146</i> ) | 1/  | 02 | -  | T       |
|                             | AP-NORC Poll of U.S. Adults      | 18  | 80 | *  | 1       |
|                             | 04/13-17/2023 ( <i>N=1,230</i> ) | 10  | 80 | -  | Ţ       |
|                             | AAPI Data/ APNORC                | 31  | 69 |    | 1       |
|                             | 03/04-11/2024 ( <i>N=1,005</i> ) | 21  | 69 | -  | T       |
| Other severe weather events | AP-NORC Poll of U.S. Adults      | 22  | 76 |    | 3       |
| or weather disasters        | 09/07-11/2023 ( <i>N=1,146</i> ) | 22  | 70 | -  | 5       |
|                             | AP-NORC Poll of U.S. Adults      | 20  | 77 |    | 3       |
|                             | 04/13-17/2023 ( <i>N=1,230</i> ) | 20  | // | -  | 3       |

# CC12. Have you done any of the following in response to climate change, or not?

|  |   | Yes, in the<br>last year | Yes, more<br>than a year<br>ago | No, I<br>haven't<br>done<br>this | DK | SKP/REF |
|--|---|--------------------------|---------------------------------|----------------------------------|----|---------|
| Contacted your<br>elected<br>representatives | AAPI Data/ APNORC<br>03/04-11/2024 ( <i>N=1,005</i> )           | 9                        | 10                              | 80                               | -  | 1       |
| regarding energy or<br>climate policy        | AP-NORC Poll of U.S. Adults<br>04/13-17/2023 ( <i>N=1,230</i> ) | 8                        | 6                               | 85                               | -  | 1       |
| Volunteered with or donated money to         | AAPI Data/ APNORC<br>03/04-11/2024 ( <i>N=1,005</i> )           | 16                       | 16                              | 66                               | -  | 1       |
| environmental<br>organizations               | AP-NORC Poll of U.S. Adults<br>04/13-17/2023 ( <i>N=1,230</i>   | 11                       | 9                               | 80                               | -  | 1       |
| Followed<br>environmental                    | AAPI Data/ APNORC<br>03/04-11/2024 ( <i>N=1,005</i> )           | 20                       | 16                              | 63                               | -  | 1       |
| organizations on<br>social media             | AP-NORC Poll of U.S. Adults<br>04/13-17/2023 ( <i>N=1,230</i>   | 15                       | 11                              | 74                               | -  | *       |
| Spoken with friends and family about         | AAPI Data/ APNORC<br>03/04-11/2024 ( <i>N=1,005</i> )           | 48                       | 18                              | 31                               | -  | 3       |
| climate change                               | AP-NORC Poll of U.S. Adults<br>04/13-17/2023 ( <i>N=1,230</i> ) | 50                       | 10                              | 40                               | -  | 1       |

|                                    |  | Yes | No | Not<br>applicable | DK | SKP/REF |
|------------------------------------|--|-----|----|-------------------|----|---------|
| Reduced the amount of meat you     | AAPI Data/ APNORC<br>03/04-11/2024 ( <i>N=1,005</i> )              | 43  | 48 | 9                 | -  | 1       |
| eat                                | AP-NORC Poll of U.S. Adults<br>01/31-02/15/2023 ( <i>N=5,408</i> ) | 37  | 58 | 4                 | -  | 1       |
| Lived in a home with               | AAPI Data/ APNORC<br>03/04-11/2024 ( <i>N=1,005</i> )              | 17  | 71 | 11                | -  | 1       |
| solar panels                       | AP-NORC Poll of U.S. Adults<br>01/31-02/15/2023 ( <i>N=5,408</i> ) | 11  | 80 | 9                 | -  | 1       |
| Driven a hybrid or<br>electric car | AAPI Data/ APNORC<br>03/04-11/2024 ( <i>N=1,005</i> )              | 31  | 56 | 12                | -  | 1       |
|                                    | AP-NORC Poll of U.S. Adults<br>01/31-02/15/2023 ( <i>N=5,408</i> ) | 12  | 76 | 10                | -  | 1       |
| Reduced your use of heat or air    | AAPI Data/ APNORC<br>03/04-11/2024 ( <i>N=1,005</i> )              | 64  | 29 | 6                 | -  | 1       |
| conditioning                       | AP-NORC Poll of U.S. Adults<br>01/31-02/15/2023 ( <i>N=5,408</i> ) | 60  | 35 | 4                 | -  | 1       |

# CC9\_ACTION. Over the last year, have you done any of the following?

# *If "yes" to ANY in CC9\_ACTION*

# CC10. What's the main reason why you have done each of the following?

|  |         | To help the |             |        |    |         |
|--|---------|-------------|-------------|--------|----|---------|
|  |         | environment |             | For    |    |         |
|  |         | or reduce   |             | some   |    |         |
| AAPI Data/ APNORC  | To save | climate     | For         | other  |    |         |
| 03/04-11/2024  | money   | change      | convenience | reason | DK | SKP/REF |
| Reduced the amount of meat you eat ( <i>N=463</i> )        | 24      | 30          | 7           | 38     | -  | *       |
| Lived in a home with solar panels ( <i>N=199</i> )         | 46      | 45          | 5           | 4      | -  | -       |
| Driven a hybrid or<br>electric car <i>(N=362)</i>          | 41      | 49          | 5           | 6      | -  | -       |
| Reduced your use of heat<br>or air conditioning<br>(N=699) | 70      | 24          | 5           | 1      | -  | *       |

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

|                               | AAPI Data/APNORC<br>03/04-11/2024 |
|-------------------------------|-----------------------------------|
| Democrat NET                  | 51                                |
| Strong Democrat               | 17                                |
| Not so strong Democrat        | 19                                |
| Lean Democrat                 | 15                                |
| Independent/None – Don't lean | 22                                |
| Republican NET                | 27                                |
| Lean Republican               | 8                                 |
| Not so strong Republican      | 10                                |
| Strong Republican             | 9                                 |
| UNKNOWN                       | *                                 |
| N=                            | 1,005                             |

## AGE

|       | AAPI Data/APNORC |
|-------|------------------|
|       | 03/04-11/2024    |
| 18-29 | 20               |
| 30-44 | 33               |
| 45-59 | 26               |
| 60+   | 21               |
| N=    | 1,005            |

#### GENDER

|        | AAPI Data/APNORC<br>03/04-11/2024 |
|--------|-----------------------------------|
| Male   | 50                                |
| Female | 50                                |
| N=     | 1,005                             |

## LANGUAGE SPOKEN AT HOME

|                        | AAPI Data/APNORC<br>03/04-11/2024 |
|------------------------|-----------------------------------|
| English                | 36                                |
| Non-English            | 62                                |
| DON'T KNOW             | -                                 |
| SKIPPED ON WEB/REFUSED | 1                                 |
| N=                     | 1,005                             |

## **AANHPI ORIGIN**

|                                       | AAPI Data/APNORC |
|---------------------------------------|------------------|
|                                       | 03/04-11/2024    |
| Chinese alone                         | 21               |
| Asian Indian alone                    | 16               |
| 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           | 13               |
| Multiple AA and NHPI origins          | 6                |
| N=                                    | 1,005            |

## MARITAL STATUS

|             | AAPI Data/APNORC |
|-------------|------------------|
|             | 03/04-11/2024    |
| Married     | 54               |
| Not married | 46               |
| N=          | 1,005            |

## EMPLOYMENT

|              | AAPI Data/APNORC |
|--------------|------------------|
|              | 03/04-11/2024    |
| Employed     | 67               |
| Not employed | 33               |
| N=           | 1,005            |

## EDUCATION

|                                     | AAPI Data/APNORC |
|-------------------------------------|------------------|
|                                     | 03/04-11/2024    |
| Less than a high school diploma     | 7                |
| High school graduate or equivalent  | 14               |
| Some college                        | 23               |
| Bachelor's Degree                   | 32               |
| Post grad study/professional degree | 24               |
| N=                                  | 1,005            |

## **CENSUS REGION**

|                    | AAPI Data/APNORC |
|--------------------|------------------|
|                    | 03/04-11/2024    |
| Northeast NET      | 17               |
| New England        | 6                |
| Mid-Atlantic       | 11               |
| Midwest NET        | 13               |
| East North Central | 9                |
| West North Central | 3                |
| South NET          | 23               |
| South Atlantic     | 14               |
| East South Central | 1                |
| West South Central | 8                |
| West NET           | 48               |
| Mountain           | 5                |
| Pacific            | 43               |
| N=                 | 1,005            |

## HOME OWNERSHIP

|                                       | AAPI Data/APNORC |
|---------------------------------------|------------------|
|                                       | 03/04-11/2024    |
| Owned or being bought by you or       | 71               |
| someone in your household             | /1               |
| Rented for cash                       | 25               |
| Occupied without payment of cash rent | 4                |
| N=                                    | 1,005            |

## INCOME

|                              | AAPI Data/APNORC<br>03/04-11/2024 |
|------------------------------|-----------------------------------|
| Under \$10,000               | 5                                 |
| \$10,000 to under \$20,000   | 7                                 |
| \$20,000 to under \$30,000   | 4                                 |
| \$30,000 to under \$40,000   | 4                                 |
| \$40,000 to under \$50,000   | 8                                 |
| \$50,000 to under \$75,000   | 16                                |
| \$75,000 to under \$100,000  | 10                                |
| \$100,000 to under \$150,000 | 20                                |
| \$150,000 or more            | 26                                |
| N=                           | 1,005                             |

# RELIG. What is your present religion, if any?

|                        | AAPI Data/APNORC |
|------------------------|------------------|
|                        | 03/04-11/2024    |
| Protestant             | 8                |
| Roman Catholic         | 18               |
| Mormon                 | 2                |
| Orthodox               | *                |
| Jewish                 | 1                |
| Muslim                 | 3                |
| Buddhist               | 10               |
| Hindu                  | 8                |
| Atheist                | 8                |
| Agnostic               | 7                |
| Nothing in particular  | 19               |
| Just Christian         | 12               |
| Unitarian              | 1                |
| Other                  | 2                |
| DON'T KNOW             | -                |
| SKIPPED ON WEB/REFUSED | 2                |
| N=                     | 1,005            |

# COO. Nativity

|                           | AAPI Data/APNORC<br>03/04-11/2024 |  |
|---------------------------|-----------------------------------|--|
| Born in the United States | 34                                |  |
| Born outside the United   | 66                                |  |
| States                    | 00                                |  |
| DON'T KNOW                | -                                 |  |
| SKIPPED ON WEB/REFUSED    | *                                 |  |
| N=                        | 1,005                             |  |

## SECONDGEN

|   | AAPI Data/APNORC<br>03/04-11/2024 |
|---|-----------------------------------|
| Born in the U.S. and child of at least one parent born outside the U.S. | 20                                |
| All other respondents   | 80                                |
| N=  | 1,005                             |

## 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 below, 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 March 4-11, 2024 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 1,005 completed the survey, all via the web. 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 \$3 or \$10) for completing the survey. The overall margin of sampling error is +/-4.9 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, 31 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 <u>www.apnorc.org</u>. For more information about the study, email <u>info@apnorc.org</u>.

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

## 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. <u>www.ap.org</u>

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

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 <u>www.apnorc.org</u>.

## About AAPI Data

AAPI Data is a leading research and policy organization producing accurate data to shift narratives and drive action toward enduring solutions for Asian American (AA) and Native Hawaiian/Pacific Islander (NHPI) communities across the nation. AAPI Data aspires to transform public and private systems to ensure that all AA and NHPI communities are recognized, valued and prioritized. Learn more at <u>aapidata.com</u>.