



The April 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: 04/08-17/2024

1,068 Asian American, Native Hawaiian and Pacific Islander adults in the U.S.

Margin of sampling error: +/- 4.7 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.

CHILD1. Some children grow up to be more successful than others. How important are each of the following to children’s success in adulthood?

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

		Extremely /Very important	Extremely important	Very important	Somewhat important	Not very/Not at all important	Not very important	Not at all important	D K	SKP/ REF
AP-NORC										
	Hard work									
	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	85	48	38	12	1	1	1	-	1
	UChicago Harris AP-NORC Poll of U.S. Adults 02/25-3/1/2021 (N=1,076)	83	48	35	15	2	1	1	-	1
Parent income										
	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	57	20	37	36	5	5	*	-	1
	UChicago Harris AP-NORC Poll of U.S. Adults 02/25-3/1/2021 (N=1,076)	44	14	30	42	13	10	2	-	1
Race and ethnicity										
	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	30	9	21	41	29	21	8	-	1
	UChicago Harris AP-NORC Poll of U.S. Adults 02/25-3/1/2021 (N=1,076)	33	13	20	34	32	19	14	*	1
The amount of time children spend with a parent										
	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	79	36	43	19	2	2	*	-	1
	UChicago Harris AP-NORC Poll of U.S. Adults 02/25-3/1/2021 (N=1,076)	82	40	42	13	4	4	*	-	1

		Extremely /Very important	Extremely important	Very important	Somewhat important	Not very/Not at all important	Not very important	Not at all important	D K	S K P / R E F
AP-NORC										
The talents children are born with	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	49	18	30	41	9	8	1	-	1
	UChicago Harris AP-NORC Poll of U.S. Adults 02/25-3/1/2021 (N=1,076)	48	13	35	42	9	7	2	*	1
Schools they attend	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	67	21	47	28	4	3	1	-	*
	UChicago Harris AP-NORC Poll of U.S. Adults 02/25-3/1/2021 (N=1,076)	64	20	44	32	4	4	1	-	1
Neighborhood they live in	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	62	21	41	30	7	6	1	-	*
	UChicago Harris AP-NORC Poll of U.S. Adults 02/25-3/1/2021 (N=1,076)	49	15	34	38	12	10	3	*	1
Graduating from college ¹	AAPI Data/ APNORC 04/08-17/2024 (N=529)	62	28	33	34	5	4	*	-	1
Graduating from an Ivy League or other selective college	AAPI Data/ APNORC 04/08-17/2024 (N=532)	26	5	21	38	36	27	9	-	1

¹ Half of sample shown grid item reading “Graduating from college” while other half shown “Graduating from an Ivy League or other selective college”

SCHL2. Have you done any of the following in the last five years or not?

[GRID ITEMS RANDOMIZED]

AP-NORC		Yes	No	DK	SKP/REF
Attended a local school board meeting	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	13	85	-	2
	UChicago Harris/AP-NORC Poll of U.S. Adults 03/17-3/21/2022 (N=1,030)	12	87	-	1
Communicated in-person or online with a local school board member	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	18	81	-	1
	UChicago Harris/AP-NORC Poll of U.S. Adults 03/17-3/21/2022 (N=1,030)	15	84	-	1
Followed news about the local school board	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	39	59	-	2
	UChicago Harris/AP-NORC Poll of U.S. Adults 03/17-3/21/2022 (N=1,030)	43	56	-	1
Voted in a local school board election	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	28	69	-	3
	UChicago Harris/AP-NORC Poll of U.S. Adults 03/17-3/21/2022 (N=1,030)	39	60	*	1

KIDS1. Are you the parent or guardian of...

AP-NORC 09/09-12/2022		Yes	No	DK	SKP/ REF
A child not old enough to be in kindergarten	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	11	89	-	-
	AP-NORC Poll of U.S. Adults 09/09-12/2022 (N=1,054)	13	86	*	1
A child attending a K-12 public school	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	24	76	-	-
	AP-NORC Poll of U.S. Adults 09/09-12/2022 (N=1,054)	23	76	*	1
A child attending a K-12 private or parochial school	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	4	96	-	-
	AP-NORC Poll of U.S. Adults 09/09-12/2022 (N=1,054)	5	94	*	1
A child being home schooled	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	2	98	-	-
	AP-NORC Poll of U.S. Adults 09/09-12/2022 (N=1,054)	3	95	*	2
A child attending a 2- year college or university	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	2	98	-	-
A child attending a 4-year college or university	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	8	92	-	-
A child no longer attending school	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	16	84	-	-
No children	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	45	55	-	-

INFLK12. Do each of the following have too much, too little, or about the right amount of influence on the curriculum in public schools?

[GRID ITEMS RANDOMIZED]

AP-NORC		Too much	Too little	The right amount	DK	SKP/REF
Parents	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	15	47	36	-	2
	UChicago Harris/AP-NORC Poll of U.S. Adults 03/17-21/2022 (N=1,030)	20	50	27	1	2
Teachers	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	12	48	38	-	3
	UChicago Harris/AP-NORC Poll of U.S. Adults 03/17-21/2022 (N=1,030)	13	51	34	1	2
Principals and administrators	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	22	26	49	-	3
	UChicago Harris/AP-NORC Poll of U.S. Adults 03/17-21/2022 (N=1,030)	24	27	45	1	3
Local school board members	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	35	20	43	-	3
	UChicago Harris/AP-NORC Poll of U.S. Adults 03/17-21/2022 (N=1,030)	33	20	44	*	3

AP-NORC		Too much	Too little	The right amount	DON'T KNOW	SKIPPED/REFUSED
State governments	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	41	21	35	-	3
	UChicago Harris/AP-NORC Poll of U.S. Adults 03/17-21/2022 (N=1,030)	45	15	36	*	3
The federal government	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	32	28	37	-	3
	UChicago Harris/AP-NORC Poll of U.S. Adults 03/17-21/2022 (N=1,030)	43	20	33	1	2

Q4. How would you rate the quality of education in your state provided by each of the following?

[HALF OF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AAPI Data/ APNORC 04/08-17/2024	Excellent/Good NET	Excellent	Good	Fair	Poor/ very poor NET	Poor	Very poor	DK	SKP/REF
K-12 public schools	40	7	33	33	14	10	4	12	1
K-12 private or religious schools	40	12	29	19	4	3	1	35	1
Public community colleges or 2- year colleges	51	10	41	25	5	4	1	18	1
Public 4-year colleges and universities	65	23	42	17	3	2	1	14	1

N=1,068

TEACH. Do you favor, oppose, or neither favor nor oppose each of the following at K-12 public schools in your state?

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

AAPI Data/ APNORC 04/08-17/2024	Strongly/ somewhat favor NET	Strongly favor	Somewhat favor	Neither favor nor oppose	Strongly/ somewhat oppose NET	Somewhat oppose	Strongly poor	DK	SKP/REF
Teaching about the history of slavery, racism, and segregation in public schools	71	44	26	20	7	5	2	-	2
Teaching about the history of Asian American and Pacific Islander communities in the U.S.	71	44	27	24	4	3	1	-	2
Teaching about issues related to sex and sexuality	53	27	26	26	19	10	9	-	2
Individual school boards restricting what subjects teachers and students can discuss in the classroom	17	4	13	25	56	23	33	-	2

N=1,068

SAFETY. How effective do you think the following policies are to ensure the safety and well-being of students in K-12 public schools in your state?

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

AAPI Data/ APNORC 04/08-17/2024	Extremely/ very effective NET	Extremely effective	Very effective	Somewhat effective	Not very/ not at all effective NET	Not very effective	Not at all effective	DK	SKP/REF
Requiring all schools to have trained security guards or safety resource officers	50	23	27	36	13	9	4	-	1
Requiring all schools to have mental health counselors	57	25	32	33	9	8	1	-	1
Requiring bullying prevention in the school curriculum	52	25	27	33	14	12	3	-	1
Requiring that schools practice lockdowns or procedures for active threat situations	50	24	26	39	9	8	2	-	1

N=1,068

COLLEGE COST. How much responsibility should each of the following have for paying for the costs of higher education?

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

AAPI Data/ APNORC 04/08-17/2024	Very large/ large responsibility NET	Very large responsibility	Large responsibility	Moderate responsibility	Small responsibility/ none at all NET	Small responsibility	None at all	DK	SKP/ REF
Individuals	36	15	20	35	28	24	5	-	1
Families	32	11	21	38	29	25	4	-	1
State governments	49	19	30	37	14	11	2	-	1
The federal government	48	22	26	34	17	14	3	-	1

N=1,068

PAMR1. Do you think each of the following should be a major purpose, minor purpose, or not a purpose of colleges and universities in the United States?

[GRID ITEMS RANDOMIZED]

AAPI Data/ APNORC		Major purpose	Minor purpose	Not a purpose	DK	SKP/REF
To teach students to be critical thinkers	AAPI Data/ APNORC 04/08-17/2024 <i>(N=1,068)</i>	80	14	2	-	3
	UChicago/ AP-NORC Poll of U.S. Adults 09/7-11/2023 <i>(N=1,095)</i>	76	16	6	*	2
To teach students specific skills and knowledge that can be used in the workplace	AAPI Data/ APNORC 04/08-17/2024 <i>(N=1,068)</i>	83	14	2	-	2
	UChicago/ AP-NORC Poll of U.S. Adults 09/7-11/2023 <i>(N=1,095)</i>	82	12	4	-	2

AAPI Data/ APNORC		Major purpose	Minor purpose	Not a purpose	DK	SKP/REF
To support the free exchange and debate of different ideas and values	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	69	26	4	-	2
	UChicago/ AP-NORC Poll of U.S. Adults 09/7-11/2023 (N=1,095)	62	28	8	*	2
To advance equity and inclusion	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	51	33	13	-	2
	UChicago/ AP-NORC Poll of U.S. Adults 09/7-11/2023 (N=1,095)	46	31	21	*	2

COLLEGE_DEGREE. In general, how essential is a four-year college degree for a person to achieve each of the following?

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

AAPI Data/ APNORC 04/08-17/2024	Essential/ Important, but not essential NET	Essential	Important, but not essential	Not too important/ Not important at all NET	Not too important	Not important at all	DK	SKP / REF
Being an informed and engaged citizen	82	42	41	16	12	4	-	1
Getting a good job that can comfortably support a family	92	48	44	7	5	2	-	1
Increasing wealth and minimizing debt over the long term	86	44	43	12	10	2	-	1
Having the ability to change jobs more easily over the long term	83	35	48	16	13	3	-	1

N=1,068

COL2var. Do you think it is fair, unfair, or neither fair nor unfair for colleges and universities to make decisions about admitting students based on the following factors?

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

AAPI Data/ APNORC 04/08-17/2024	Very/ somewhat fair NET	Very fair	Somewhat fair	Neither fair or unfair	Somewhat/ very unfair NET	Somewhat unfair	Very unfair	D K	S K P / R E F
Athletic ability	24	4	20	32	42	22	20	-	2
Ability to pay full tuition	23	6	17	28	48	24	24	-	1
Race and ethnicity	18	5	13	27	53	15	38	-	1
Personal experiences with hardship or adversity	45	11	33	30	23	13	11	-	1
Scores on standardized tests, such as the SAT or ACT	65	28	37	19	14	9	5	-	2
Whether a parent or grandparent attended the institution	9	1	8	20	69	26	43	-	1
Whether the student's parents have never attended college	19	4	14	27	54	18	36	-	1
High school grades	79	37	43	15	5	4	1	-	1

N=1,068

PAMR3. In general, do you think that colleges and universities do a good job, a bad job, or neither a good job nor a bad job at providing a respectful and inclusive environment for each of the following groups?

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

		Very/ Somewhat good job NET	Very good job	Somewhat good job	Neither a good job nor a bad job	Very/ Somewhat bad job NET	Somewhat bad job	Very bad job	D K	S K P / R E F
AAPI Data/ APNORC										
Asian or Pacific Islander people ²	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	31	6	25	44	24	18	6	-	2
	UChicago/ AP- NORC Poll of U.S. Adults 09/7-11/2023 (N=1,095)	37	11	26	41	19	13	7	1	2
White people	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	48	30	18	42	8	7	1	-	2
	UChicago/ AP- NORC Poll of U.S. Adults 09/7-11/2023 (N=1,095)	47	25	22	36	15	9	6	1	2
Black people	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	32	10	22	43	24	18	6	-	2
	UChicago/ AP- NORC Poll of U.S. Adults 09/7-11/2023 (N=1,095)	42	15	26	36	20	13	7	1	2

² Wording modified from UChicago/AP-NORC September 2023 Poll

AAPI Data/ APNORC		Very/ Somewhat good job NET	Very good job	Somewhat good job	Neither a good job nor a bad job	Very/ Somewhat bad job NET	Somewhat bad job	Very bad job	D K	S K P / R E F
Hispanic or Latino people ³	AAPI Data/ APNORC 04/08-17/2024 (N=1,068)	30	7	24	47	21	18	3	-	2
	UChicago/ AP- NORC Poll of U.S. Adults 09/7-11/2023 (N=1,095)	40	13	27	38	19	14	6	1	2

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

	AAPI Data/AP-NORC Poll 04/08-17/2024
Democrat NET	52
Strong Democrat	15
Not so strong Democrat	22
Lean Democrat	15
Independent/None – Don't lean	23
Republican NET	25
Lean Republican	9
Not so strong Republican	8
Strong Republican	8

N=

1,068

AGE

	AAPI Data/AP-NORC Poll 04/08-17/2024
18-29	22
30-44	31
45-59	25
60+	22

N=

1,068

³ Wording modified from UChicago/AP-NORC September 2023 Poll

GENDER

	AAPI Data/AP-NORC Poll 04/08-17/2024
Male	50
Female	50
<i>N=</i>	<i>1,068</i>

LANGUAGE SPOKEN AT HOME

	AAPI Data/AP-NORC Poll 04/08-17/2024
English	40
Non-English	60
<i>N=</i>	<i>1,068</i>

AANHPI ORIGIN

	AAPI Data/AP-NORC Poll 04/08-17/2024
Chinese alone	21
Asian Indian alone	18
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
<i>N=</i>	<i>1,068</i>

MARITAL STATUS

	AAPI Data/AP-NORC Poll 04/08-17/2024
Married	55
Not married	45
<i>N=</i>	<i>1,068</i>

EMPLOYMENT

	AAPI Data/AP-NORC Poll 04/08-17/2024
Employed	68
Not employed	32
<i>N=</i>	<i>1,068</i>

EDUCATION

	AAPI Data/AP-NORC Poll 04/08-17/2024
Less than a high school diploma	8
High school graduate or equivalent	15
Some college	22
College graduate or above	32
Post grad study/professional degree	24
<i>N=</i>	<i>1,068</i>

CENSUS REGION

	AAPI Data/AP-NORC Poll 04/08-17/2024
Northeast NET	17
New England	5
Mid-Atlantic	12
Midwest NET	12
East North Central	8
West North Central	4
South NET	24
South Atlantic	17
East South Central	1
West South Central	6
West NET	47
Mountain	5
Pacific	43
<i>N=</i>	<i>1,068</i>

HOME OWNERSHIP

	AAPI Data/AP-NORC Poll 04/08-17/2024
Owned or being bought by you or someone in your household	71
Rented for cash	26
Occupied without payment of cash rent	3
<i>N=</i>	<i>1,068</i>

INCOME

	AAPI Data/AP-NORC Poll 04/08-17/2024
Under \$10,000	3
\$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	6
\$50,000 to under \$75,000	16
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	23
\$150,000 or more	25

N=

1,068

RELIG. What is your present religion, if any?

	AAPI Data/AP-NORC Poll 04/08-17/2024
Protestant	9
Roman Catholic	18
Mormon	*
Orthodox	1
Jewish	*
Muslim	4
Buddhist	9
Hindu	8
Atheist	7
Agnostic	7
Nothing in particular	20
Just Christian	11
Unitarian	1
Other	2
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

1,068

COO. Nativity

	AAPI Data/AP-NORC Poll 04/08-17/2024
Born in the United States	34
Born outside the United States	66

N=

1,068

SECONDGEN

	AAPI Data/AP-NORC Poll 04/08-17/2024
Born in the U.S. and child of at least one parent born outside the U.S.	20
All other respondents	80
<i>N=</i>	<i>1,068</i>

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 April 8-17, 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 1,068 completed the survey—1,065 via the web with 3 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 \$3 or \$10) for completing the survey. The overall margin of sampling error is +/-4.65 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, 118 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

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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 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 aapidata.com.