



# The September 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: 09/03-09/2024*

*N=1,123 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.*

**DEM2. Thinking about the 2024 presidential election, how important do you think the outcome of the election will be for each of the following?**

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

		<b>Extremely / Very important NET</b>	Extremely important	Very important	<b>Somewhat important</b>	<b>Not too important / Not important at all NET</b>	Not too important	Not important at all	D	S K P / R E F
AAPI Data/ AP-NORC										
The economy	AAPI Data/ AP-NORC 09/03-09/2024 (N=1,123)	<b>82</b>	47	36	<b>14</b>	<b>3</b>	2	*	-	1
	AP-NORC Poll of U.S. Adults 11/30-12/4/2023 (N=1,074)	<b>75</b>	44	31	<b>17</b>	<b>6</b>	4	2	*	2
Immigration	AAPI Data/ AP-NORC 09/03-09/2024 (N=1,123)	<b>72</b>	35	37	<b>24</b>	<b>3</b>	3	*	-	1
	AP-NORC Poll of U.S. Adults 11/30-12/4/2023 (N=1,074)	<b>66</b>	32	34	<b>24</b>	<b>8</b>	4	4	*	2
Health care	AAPI Data/ AP-NORC 09/03-09/2024 (N=1,123)	<b>74</b>	38	36	<b>21</b>	<b>5</b>	4	1	-	1
	AP-NORC Poll of U.S. Adults 11/30-12/4/2023 (N=1,074)	<b>61</b>	31	30	<b>27</b>	<b>11</b>	7	3	*	1
Climate change	AAPI Data/ AP-NORC 09/03-09/2024 (N=1,123)	<b>57</b>	26	31	<b>27</b>	<b>16</b>	10	6	-	1
	AP-NORC Poll of U.S. Adults 11/30-12/4/2023 (N=1,074)	<b>45</b>	24	21	<b>24</b>	<b>28</b>	16	12	*	2

		<b>Extremely / Very important NET</b>	Extremely important	Very important	<b>Somewhat important</b>	<b>Not too important / Not important at all NET</b>	Not too important	Not important at all	D K	S K P / R E F
Abortion policy	AAPI Data/ AP-NORC 09/03-09/2024 (N=1,123)	<b>66</b>	37	28	<b>22</b>	<b>12</b>	7	5	-	1
	AP-NORC Poll of U.S. Adults 11/30-12/4/2023 (N=1,074)	<b>60</b>	29	31	<b>24</b>	<b>15</b>	9	6	-	1
Foreign policy <sup>1</sup>	AAPI Data/ AP-NORC 09/03-09/2024 (N=553)	<b>72</b>	29	43	<b>21</b>	<b>6</b>	5	1	-	1
	AP-NORC Poll of U.S. Adults 11/30-12/4/2023 (N=1,074)	<b>60</b>	26	34	<b>30</b>	<b>8</b>	5	3	*	2
U.S. foreign policy in Asia	AAPI Data/ AP-NORC 09/03-09/2024 (N=570)	<b>57</b>	22	35	<b>34</b>	<b>9</b>	8	1	-	*
Issues related to race and inequality	AAPI Data/ AP-NORC 09/03-09/2024 (N=1,123)	<b>58</b>	23	35	<b>26</b>	<b>16</b>	11	4	-	1
Crime	AAPI Data/ AP-NORC 09/03-09/2024 (N=1,123)	<b>65</b>	33	32	<b>26</b>	<b>8</b>	7	1	-	1
	AP-NORC Poll of U.S. Adults 11/30-12/4/2023 (N=1,074)	<b>55</b>	28	28	<b>28</b>	<b>14</b>	11	3	*	2

<sup>1</sup> Half sample asked “Foreign policy”, half sample asked “U.S. foreign policy in Asia”

**ELECT4. Regardless of who you support, which candidate do you trust to do a better job of handling:**

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

AAPI Data / AP-NORC		Harris	Trump	Both equally	Neither	DK	SKP/REF
The economy	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	41	34	11	14	-	1
	AP-NORC Poll of U.S. Adults 8/08-12/2024 (N=1,164)	38	45	7	9	-	*
Immigration	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	42	35	7	15	-	*
	AP-NORC Poll of U.S. Adults 8/08-12/2024 (N=1,164)	36	46	6	12	*	*
Health care	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	59	19	10	12	-	*
	AP-NORC Poll of U.S. Adults 8/08-12/2024 (N=1,164)	46	31	9	13	*	1
Climate change	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	62	11	8	19	-	*
Abortion policy	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	65	16	8	12	-	*
	AP-NORC Poll of U.S. Adults 8/08-12/2024 (N=1,164)	51	27	7	14	*	1
Foreign policy <sup>2</sup> (N=553)	AAPI Data/AP-NORC 09/03-09/2024 (N=553)	49	29	6	16	-	-
U.S. foreign policy in Asia (N=570)	AAPI Data/AP-NORC 09/03-09/2024 (N=570)	46	30	8	15	-	*
Issues related to race and racial inequality	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	64	15	7	14	-	*
	AP-NORC Poll of U.S. Adults 8/08-12/2024 (N=1,164)	51	26	7	14	*	1

<sup>2</sup>Half sample asked “Foreign policy”, half sample asked “U.S. foreign policy in Asia”

AAPI Data / AP-NORC		Harris	Trump	Both equally	Neither	DK	SKP/REF
Crime	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	39	33	11	16	-	*
	AP-NORC Poll of U.S. Adults 8/08-12/2024 (N=1,164)	38	38	11	12	*	1

**PRES1. How well does each of the following describe how you feel about the presidential election this November?**

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

AAPI Data/AP-NORC 09/03-09/2024	<b>Extremely/ very well NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Not very/not well at all NET</b>	Not very well	Not well at all	DK	SKP/REF
Excited	<b>29</b>	10	19	<b>28</b>	<b>42</b>	24	18	-	1
Angry	<b>20</b>	10	10	<b>29</b>	<b>49</b>	31	18	-	2
Fearful	<b>37</b>	15	21	<b>35</b>	<b>27</b>	17	10	-	1
Satisfied	<b>19</b>	5	14	<b>29</b>	<b>50</b>	31	19	-	1

N=1,123

**JRB5. Please indicate whether you think each word or phrase better describes Kamala Harris, better describes Donald Trump, describes both equally, or doesn't describe either one.**

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

AAPI DATA/AP-NORC		Harris	Trump	Both equally	Neither	DK	SKP/REF
Honest	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	50	15	7	28	-	*
	AP-NORC Poll of U.S. Adults 8/08-12/2024 (N=1,164)	43	24	5	27	*	1
Cares about people like you	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	52	15	7	26	-	-
	AP-NORC Poll of U.S. Adults 8/08-12/2024 (N=1,164)	42	30	5	22	*	1
Has the right vision for the country	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	49	25	5	21	-	*
	AP-NORC Poll of U.S. Adults 8/08-12/2024 (N=1,164)	42	35	5	17	*	1
Capable of handling a crisis	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	47	26	9	18	-	*
	AP-NORC Poll of U.S. Adults 8/08-12/2024 (N=1,164)	41	38	9	11	-	1

**GENERATION1. To what extent have conversations with younger friends and family members influenced your political views when it comes to the following?**

**[GRID ITEMS RANDOMIZED]**

AAPI Data/AP-NORC 09/03-09/2024	A lot	A little	Not at all	DK	SKP/REF
Abortion policy	17	26	56	-	*
Climate change	18	32	50	-	*
LGBTQ issues	18	27	55	-	*
Economic policy	21	29	50	-	*

N=1,123

**GENERATION2. To what extent have conversations with older friends and family members influenced your political views when it comes to the following?**

[GRID ITEMS RANDOMIZED]

AAPI Data/AP-NORC 09/03-09/2024	A lot	A little	Not at all	DK	SKP/REF
Abortion policy	14	31	54	-	2
Climate change	16	30	53	-	1
LGBTQ issues	10	27	62	-	2
Economic policy	25	34	40	-	1

*N=1,123*

**DEM5. Do you think each of the following is doing a good job or a bad job, or neither of upholding democratic values in the United States?**

**[GRID ITEMS RANDOMIZED; HALF OF RESPONDENTS SHOWN RESPONSE OPTIONS IN REVERSE ORDER]**

		<b>Very/ somewhat good job NET</b>	Very good job	Somewhat good job	<b>Neither a good job nor a bad job</b>	<b>Very/ somewhat bad job NET</b>	Somewhat bad job	Very bad job	DK	SKP/ REF
AP-NORC										
The Supreme Court	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	<b>17</b>	6	12	<b>31</b>	<b>51</b>	25	26	-	*
	AP-NORC Poll of U.S. Adults 03/21-25/2024 (N=1,282)	<b>25</b>	6	19	<b>28</b>	<b>45</b>	24	22	*	1
Your state government	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	<b>39</b>	11	28	<b>32</b>	<b>29</b>	17	12	-	*
	AP-NORC Poll of U.S. Adults 03/21-25/2024 (N=1,282)	<b>34</b>	7	27	<b>28</b>	<b>36</b>	19	17	*	1
Kamala Harris	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	<b>45</b>	17	28	<b>27</b>	<b>27</b>	11	16	-	*
Donald Trump	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	<b>22</b>	10	11	<b>15</b>	<b>64</b>	13	50	-	*
	AP-NORC Poll of U.S. Adults 03/21-25/2024 (N=1,282)	<b>31</b>	15	16	<b>16</b>	<b>53</b>	9	44	*	*



**API3. How much confidence do you have in the information about the 2024 elections you receive from each of the following?**

**[GRID ITEMS RANDOMIZED; HALF SAMPLED ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

AP-NORC/ AAPI DATA		<b>A great deal/A moderate amount NET</b>	A great deal	A moderate amount	<b>Only a little/None at all NET</b>	Only a little	None at all	DK	SKP/REF
National news organizations	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	<b>58</b>	15	43	<b>41</b>	27	14	-	1
	Media Insight Project Poll of U.S. Adults 3/21-25/2024 (N=2,468)	<b>52</b>	14	38	<b>46</b>	29	17	*	1
Local news organizations	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	<b>53</b>	8	46	<b>46</b>	34	11	-	1
	Media Insight Project Poll of U.S. Adults 3/21-25/2024 (N=2,468)	<b>53</b>	11	42	<b>46</b>	31	14	-	1
Social media	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	<b>35</b>	6	29	<b>64</b>	36	28	-	1
	Media Insight Project Poll of U.S. Adults 3/21-25/2024 (N=2,468)	<b>25</b>	6	19	<b>74</b>	36	38	-	1
Friends and family	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	<b>45</b>	10	36	<b>54</b>	38	15	-	1
	Media Insight Project Poll of U.S. Adults 3/21-25/2024 (N=2,468)	<b>46</b>	8	38	<b>53</b>	39	14	*	1

**SCOTUS1. How much confidence do you have in the Supreme Court’s handling of each the following issues?**

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

AAPI DATA/AP-NORC		<b>A great deal/a moderate amount NET</b>	A great deal	A moderate amount	<b>Only a little/none at all NET</b>	Only a little	None at all	DK	SKP/REF
Abortion	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	<b>27</b>	6	21	<b>73</b>	26	47	-	1
	AP-NORC Poll of U.S. Adults 06/20-24/2024 (1,088)	<b>32</b>	10	22	<b>67</b>	23	44	*	1
Presidential power and immunity	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	<b>32</b>	8	24	<b>68</b>	26	41	-	1
	AP-NORC Poll of U.S. Adults 06/20-24/2024 (1,088)	<b>33</b>	8	25	<b>66</b>	34	32	-	1
The relationship between religion and government	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	<b>31</b>	7	24	<b>68</b>	29	39	-	1
Gun policy	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	<b>30</b>	7	22	<b>69</b>	28	40	-	2
	AP-NORC Poll of U.S. Adults 06/20-24/2024 (1,088)	<b>32</b>	9	23	<b>67</b>	30	37	-	1

USID6\_0.

[HALF SAMPLE ASKED “LEGALLY”, HALF SAMPLE ASKED “ILLEGALLY”]

When immigrants come legally to the United States, how much of a benefit is each of the following?

[GRID ITEMS RANDOMIZED]

		Major benefit	Minor benefit	Not a benefit at all	DK	SKP/REF
AAPI DATA/AP-NORC						
American companies get the expertise of skilled workers in fields like science and technology	AAPI Data/AP-NORC 09/03-09/2024 (N=571)	73	21	4	-	2
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=668)	41	30	28	*	1
They enrich American culture and values	AAPI Data/AP-NORC 09/03-09/2024 (N=571)	61	32	6	-	1
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=668)	38	32	29	*	2
They take jobs Americans don't want	AAPI Data/AP-NORC 09/03-09/2024 (N=571)	51	38	10	-	1
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=668)	35	34	29	*	2
They contribute to economic growth	AAPI Data/AP-NORC 09/03-09/2024 (N=571)	79	17	3	-	1
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=668)	42	36	22	*	1

**USID6\_1. When immigrants come illegally to the United States, how much of a benefit is each of the following?**

**[GRID ITEMS RANDOMIZED]**

		Major benefit	Minor benefit	Not a benefit at all	DK	SKP/REF
AAPI DATA/AP-NORC						
American companies get the expertise of skilled workers in fields like science and technology	AAPI Data/AP-NORC 09/03-09/2024 (N=552)	35	30	34	-	1
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=614)	40	30	28	-	2
They enrich American culture and values	AAPI Data/AP-NORC 09/03-09/2024 (N=552)	35	33	32	-	1
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=614)	36	37	26	-	2
They take jobs Americans don't want	AAPI Data/AP-NORC 09/03-09/2024 (N=552)	39	32	28	-	1
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=614)	33	38	27	*	2
They contribute to economic growth	AAPI Data/AP-NORC 09/03-09/2024 (N=552)	39	38	22	-	1
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=614)	44	33	23	*	1

USID7\_0.

[HALF SAMPLE ASKED “LEGALLY”, HALF SAMPLE ASKED “ILLEGALLY”]

When immigrants come legally to the United States, how much of a risk is each of the following?

AAPI DATA/AP-NORC		Major risk	Minor risk	Not a risk at all	DK	SKP/REF
The number of jobs available to American workers will be reduced	AAPI Data/AP-NORC 09/03-09/2024 (N=571)	16	45	38	-	1
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=668)	27	40	32	*	1
Welfare and safety net programs will be burdened	AAPI Data/AP-NORC 09/03-09/2024 (N=571)	26	49	24	-	1
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=668)	40	42	17	*	1
They will commit crimes in the United States	AAPI Data/AP-NORC 09/03-09/2024 (N=563)	14	53	33	-	-
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=668)	32	45	22	*	1
Their population growth will weaken American identity	AAPI Data/AP-NORC 09/03-09/2024 (N=564)	10	31	59	-	-
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=668)	24	31	44	*	1

**USID7\_1. When immigrants come illegally to the United States, how much of a risk is each of the following?**

AAPI DATA/AP-NORC		Major risk	Minor risk	Not a risk at all	DK	SKP/REF
The number of jobs available to American workers will be reduced	AAPI Data/AP-NORC 09/03-09/2024 (N=552)	25	46	27	-	1
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=614)	36	35	27	*	1
Welfare and safety net programs will be burdened	AAPI Data/AP-NORC 09/03-09/2024 (N=552)	48	35	16	-	1
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=614)	53	30	16	*	1
They will commit crimes in the United States	AAPI Data/AP-NORC 09/03-09/2024 (N=560)	38	41	18	-	3
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=614)	40	43	15	*	1
Their population growth will weaken American identity	AAPI Data/AP-NORC 09/03-09/2024 (N=559)	25	35	38	-	2
	AP-NORC Poll of U.S. Adults 3/21-25/2024 (N=614)	29	33	36	*	1

**IMM7. How much of a priority should each of the following be for the federal government?**

**[GRID ITEMS RANDOMIZED]**

		A high priority	A moderate priority	A low priority	DK	SKP/ REF
AAPI DATA/AP-NORC						
Increasing security at the U.S.- Mexico border	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	45	37	16	-	2
	AP-NORC Poll of U.S. Adults 11/2-6/2023 (N=1,239)	53	30	16	*	*
Providing a way for immigrants living in the U.S. illegally to stay legally	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	28	41	29	-	2
	AP-NORC Poll of U.S. Adults 02/16-20/2023 (N=1,247)	31	41	26	*	2
Deporting immigrants living in the U.S. illegally	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	35	31	33	-	1
	AP-NORC Poll of U.S. Adults 11/2-6/2023 (N=1,239)	37	29	33	-	*
Expanding guest worker programs that give a temporary visa to immigrants who want to work legally in the U.S.	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	37	45	16	-	2
	AP-NORC Poll of U.S. Adults 12/01-23/2021 (N=4,173)	40	43	16	*	1
Strengthening policies to prevent immigrants from overstaying their visas	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	41	38	19	-	2
	AP-NORC Poll of U.S. Adults 02/16-20/2023 (N=1,247)	42	36	21	-	1
Expanding the number of visas for family members of U.S. citizens or legal permanent residents	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	35	47	17	-	1
Providing legal permanent resident status for foreign students who get degrees from a U.S. college or university	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	34	40	24	-	2
Reducing the waiting times for green card or permanent legal status applications	AAPI Data/AP-NORC 09/03-09/2024 (N=1,123)	44	38	17	-	1

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

	AAPI Data/AP-NORC Poll 09/03-09/2024
<b>Democrat NET</b>	<b>55</b>
Strong Democrat	22
Not so strong Democrat	19
Lean Democrat	14
<b>Independent/None – Don't lean</b>	<b>20</b>
<b>Republican NET</b>	<b>25</b>
Lean Republican	7
Not so strong Republican	9
Strong Republican	8

*N=1,123*

**AGE**

	AAPI Data/AP-NORC Poll 09/03-09/2024
18-29	20
30-44	33
45-59	25
60+	22

*N=1,123*

**GENDER**

	AAPI Data/AP-NORC Poll 09/03-09/2024
Male	49
Female	51

*N=1,123*

**LANGUAGE SPOKEN AT HOME**

	AAPI Data/AP-NORC Poll 09/03-09/2024
English	35
Non-English	62

*N=1,123*



**AANHPI ORIGIN**

	AAPI Data/AP-NORC Poll 09/03-09/2024
Chinese alone	22
Asian Indian alone	18
Filipino (and no other AAPI origin)	15
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	11
Multiple AA and NHPI origins	6

*N=1,123*

**MARITAL STATUS**

	AAPI Data/AP-NORC Poll 09/03-09/2024
Married	56
Not married	44

*N=1,123*

**EMPLOYMENT**

	AAPI Data/AP-NORC Poll 09/03-09/2024
Employed	69
Not employed	31

*N=1,123*

**EDUCATION**

	AAPI Data/AP-NORC Poll 09/03-09/2024
Less than a high school diploma	6
High school graduate or equivalent	15
Some college	23
College graduate or above	32
Post grad study/professional degree	24

*N=1,123*

**CENSUS REGION**

	AAPI Data/AP-NORC Poll 09/03-09/2024
<b>Northeast NET</b>	<b>18</b>
New England	6
Mid-Atlantic	12
<b>Midwest NET</b>	<b>11</b>
East North Central	7
West North Central	3
<b>South NET</b>	<b>24</b>
South Atlantic	14
East South Central	1
West South Central	9
<b>West NET</b>	<b>48</b>
Mountain	6
Pacific	42

*N=1,123*

**HOME OWNERSHIP**

	AAPI Data/AP-NORC Poll 09/03-09/2024
Owned or being bought by you or someone in your household	70
Rented for cash	27
Occupied without payment of cash rent	3

*N=1,123*

**INCOME**

	AAPI Data/AP-NORC Poll 09/03-09/2024
Under \$10,000	3
\$10,000 to under \$20,000	6
\$20,000 to under \$30,000	4
\$30,000 to under \$40,000	4
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	16
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	22
\$150,000 or more	26

*N=1,123*

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

	AAPI Data/AP-NORC Poll 09/03-09/2024
Protestant	10
Roman Catholic	17
Just Christian	12
Buddhist	11
Other religion	14
Nothing in particular	20
Atheist/agnostic	16

*N=1,123*

**COO. Nativity**

	AAPI Data/AP-NORC Poll 09/03-09/2024
Born in the United States	34
Born outside the United States	66

*N=1,123*

**SECONDGEN**

	AAPI Data/AP-NORC Poll 09/03-09/2024
Born in the U.S. and child of at least one parent born outside the U.S.	30
All other respondents	70

*N=1,123*

## **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 September 3-9, 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 1,123 completed the survey—1,120 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 +/-4.7 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, 45 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](http://www.apnorc.org). For more information about the study, email [info@apnorc.org](mailto: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](mailto: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.

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](http://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](http://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](http://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 [apidata.com](http://apidata.com).