



The Associated Press-NORC  
Center for Public Affairs Research

# AAPI COMMUNITIES' TOP ISSUE PRIORITIES FOR THE COMING YEAR

Economic and foreign policy concerns top the list of issues that Asian American, Pacific Islander and Native Hawaiian (AAPI) communities want the government to address in 2024. Specifically, inflation and immigration are cited by roughly 3 in 10 as a priority for the government to act on, according to a new AAPI Data/AP-NORC Poll. Similar percentages of U.S. adults overall also cited these issues as top priorities for 2024.

Respondents to the nationally representative survey of AAPI adults were asked to list up to five key issues they believe should be top priorities for the federal government in the coming year.

The environment and climate change, general economic concerns, and health care are also mentioned frequently. Education/student debt, gun issues, and crime/violence emerge as top concerns as well.

Among AAPI adults, Democrats and Republicans differ on priority issues. Republicans mention immigration as a policy concern at twice the rate of Democrats (49% vs 21%). AAPI Democrats are about four times as likely to mention climate change than their Republican counterparts (37% vs 9%), and twice as likely to mention guns (22% vs 11%).

Despite large political differences, the data also reveal generational differences on priorities within AAPI communities. AAPI adults under 30 are more likely to prioritize health care reform (32% vs. 16%), student debt (29% vs. 9%), housing costs (17% vs. 7%), and the Israel-Palestine conflict (23% vs. 9%) than those aged



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## Four Things You Should Know

About the AAPI Data/AP-NORC Poll Among Asian American, Native Hawaiian and Pacific Islander adults in the U.S.:

- 1) 31% name inflation as a top concern.
- 2) Republicans are twice as likely as Democrats to mention immigration as government priority (49% vs 21%), while four times as many Democrats cite climate change (37% vs 9%) and are twice as likely to list guns (22% vs 11%) as a major priority than Republicans.
- 3) Adults under 30 are at least twice as likely to mention health care reform, student debt, and housing costs as those over 60 who are three times more likely to cite immigration as priorities for the coming year.
- 4) 69% have little or no faith the government will be able to make any progress on issues in 2024.

60 and older. Older AAPI adults, particularly those 60 and above, prioritize immigration more than those age 18-29 (46% vs 14%).

Doubts about the government's ability to respond to the public's concerns are widespread among AAPI Democrats and Republicans, echoing the broader national trend. Sixty-nine percent have little or no confidence that the federal government can make any progress on problems facing the country in 2024, while 29% are moderately confident, and only 3% are highly confident. These findings mirror the mood of the general population, where 71% of U.S. adults share low confidence, 23% express moderate confidence, and just 5% exhibit high confidence in the government's efficacy.

The nationwide study was conducted by The AP-NORC Center for Public Affairs Research and AAPI Data from November 6-15, 2023, 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 household population. Online and telephone interviews were offered in English, the Chinese dialects of Mandarin and Cantonese, Vietnamese, and Korean with 1,115 Asian American, Native Hawaiian, and Pacific Islanders aged 18 and older living in the United States. The margin of sampling error is +/- 4.4 percentage points.

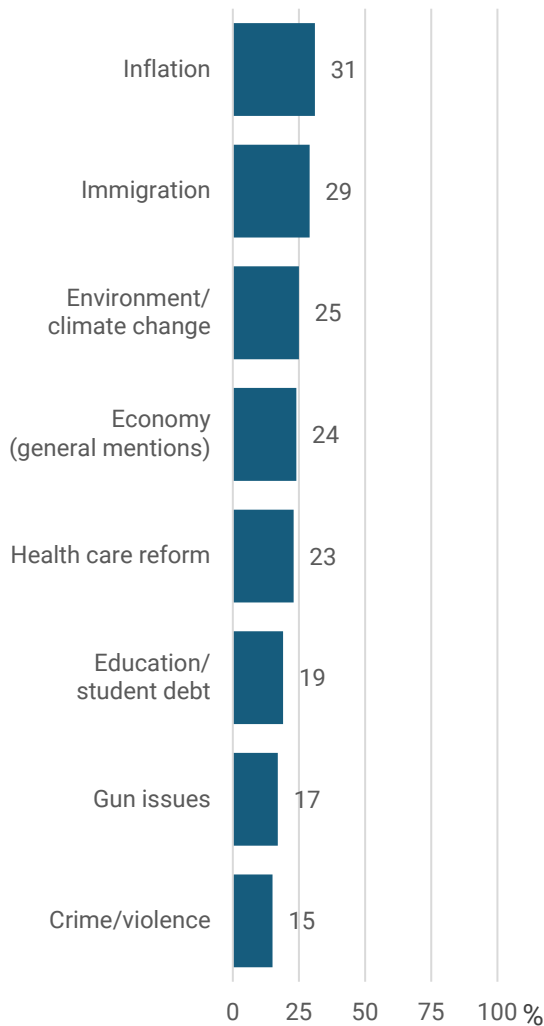
## **INFLATION & IMMIGRATION ARE TOP CONCERNS FOR 2024 WITHIN AAPI COMMUNITIES**

Three in ten AAPI adults named inflation or immigration as a problem they want the government to be working on in 2024, while about a quarter said the same about the environment/climate change, the economy in general, or healthcare reform. In addition, education/student debt, gun issues, and crime/violence stood out as frequently cited issues. Similar percentages of U.S. adults cited these issues as top priorities for 2024.<sup>1</sup>

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<sup>1</sup> Question asked of AAPI adults in November 2023 and U.S. adults in November-December of 2023: Thinking about the problems facing the United States and the world today, which problems would you like the government to be working on in the year 2024? Please list up to five problems. The chart shows percentages among those who provided at least one problem. Problems named by at least 15% are shown.

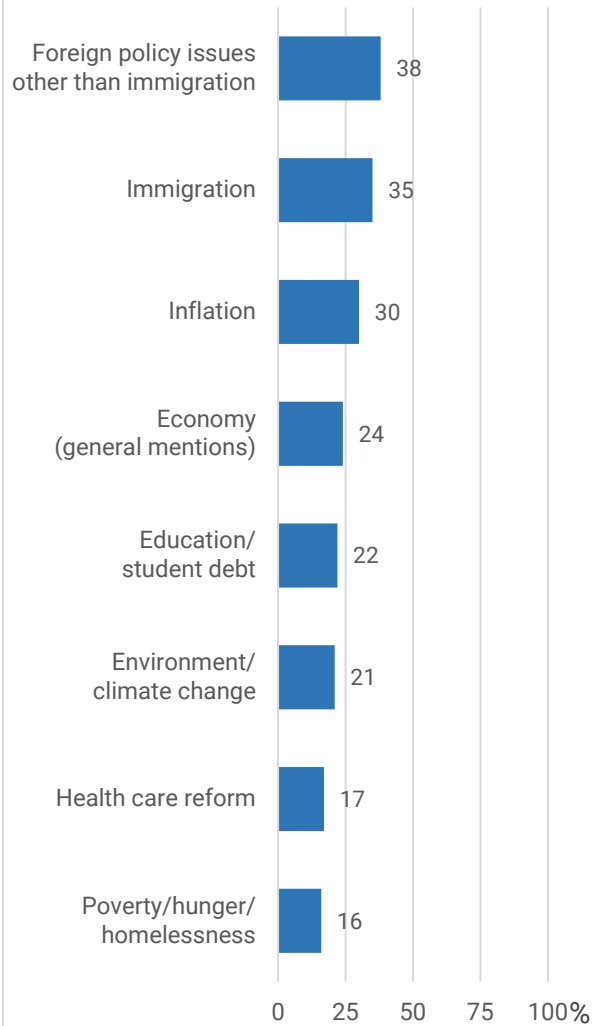
**AAPI adults top policy priorities for 2024.**  
Percent of AAPI adults



**Source:** AAPI Data/AP-NORC poll conducted November 6-15, 2023 with 1,115 AAPI adults nationwide.



**U.S. adults top policy priorities for 2024.**  
Percent of adults



**Source:** AP-NORC polls, the latest conducted November 30-December 4, 2023, with 1,074 adults nationwide.

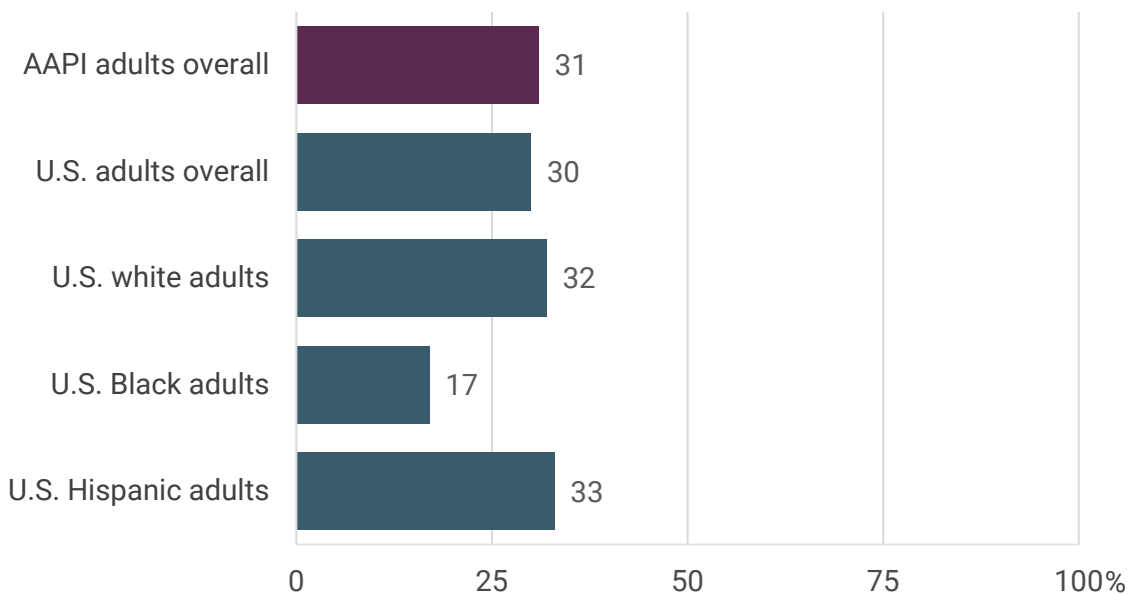


**AAPI COMMUNITIES' CONCERNS ABOUT THE ECONOMY MIRROR THOSE EXPRESSED BY THE GENERAL POPULATION**

AAPI communities' economic concerns closely echo the general population, with 31% expressing worry about inflation, nearly the same as the general population. About a third of both white and Hispanic adults report they would like the government to be working on inflation in 2024, compared with just 17% of Black adults.

## AAPI adults' concerns about inflation align with the general population.

Percent of adults



**Question:** Thinking about the problems facing the United States and the world today, which problems would you like the government to be working on in the year 2023? Please list up to five problems. (Percentages above among those who provided at least one problem.)

**Source:** AAPI Data/AP-NORC poll conducted November 6-15, 2023 with 1,115 AAPI adults nationwide and AP-NORC poll conducted November 30-December 4, 2023, with 1,074 adults nationwide.



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Nearly a quarter of AAPI adults (24%) mentioned general economic concerns, the same rate as the general population, revealing a shared perspective on this issue.

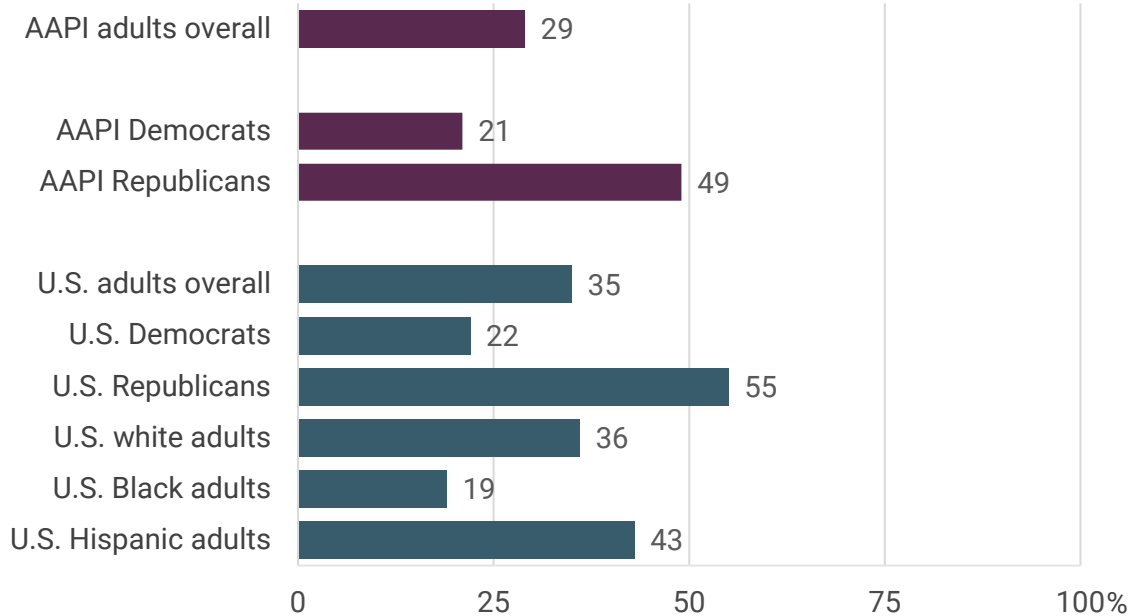
## SIMILAR TO THE GENERAL POPULATION, IMMIGRATION IS THE TOP FOREIGN POLICY CONCERN.

Nearly 3 in 10 AAPI adults name immigration as a top policy concern. Among all U.S. adults, immigration is a top priority for about a third, including 36% of white adults, 19% of Black adults, and 43% of Hispanic adults.

Identical to all American adults, AAPI Republicans are more likely to mention immigration than Democrats (49% vs 21%). There are also age differences within AAPI Democrats, with 29% aged 60 and older citing it as a priority compared to just 12% of those age 18-29.

## Nearly 3 in 10 AAPI adults cite immigration as a priority.

Percent of adults



**Question:** Thinking about the problems facing the United States and the world today, which problems would you like the government to be working on in the year 2023? Please list up to five problems. (Percentages above among those who provided at least one problem.)

**Source:** AAPI Data/AP-NORC poll conducted November 6-15, 2023 with 1,115 AAPI adults nationwide and AP-NORC poll conducted November 30-December 4, 2023, with 1,074 adults nationwide.



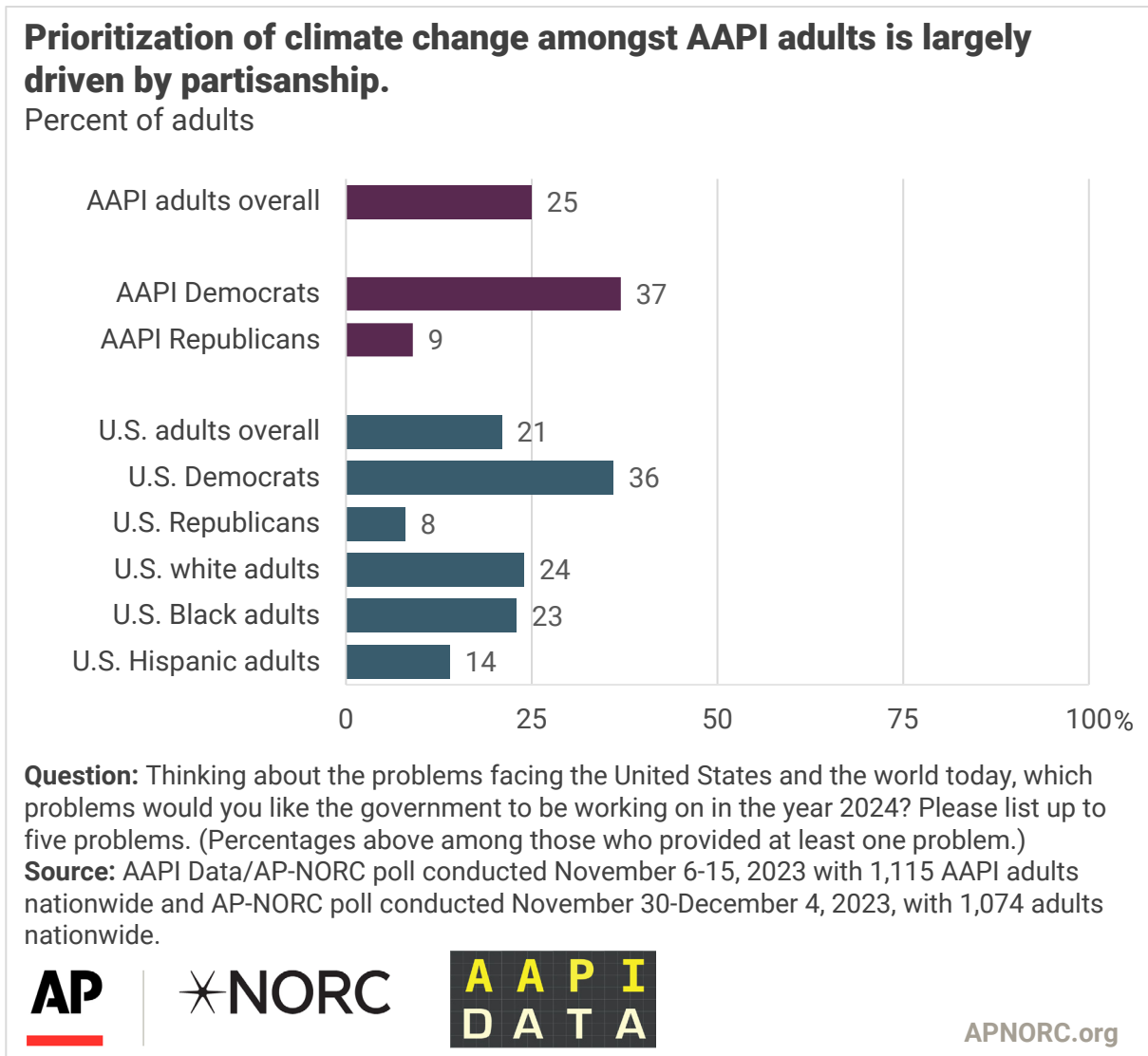
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When it comes to other foreign policy issues, 10% of the AAPI adults cite the Israel-Palestine issue as a priority, with adults age 18-29 more likely to do so than those age 60 and older (23% vs. 9%). There are also age differences within AAPI Democrats, with those age 18-29 about five times as likely to cite the conflict as a priority than those 45 and older (29% vs 6%).

## CLIMATE CHANGE TOPS AAPI COMMUNITIES' DOMESTIC PRIORITIES, BUT STUDENT DEBT AND CONCERNS ABOUT GUNS ARE ALSO PREVALENT.

A quarter of AAPI adults cite climate change as a problem they would like the federal government to be working on in 2024, slightly higher than the general population where 21% of U.S. adults believe climate change should be a priority. About a quarter of white and Black adults report they would like the government to be working on it in 2024, while fewer Hispanic adults say the same.

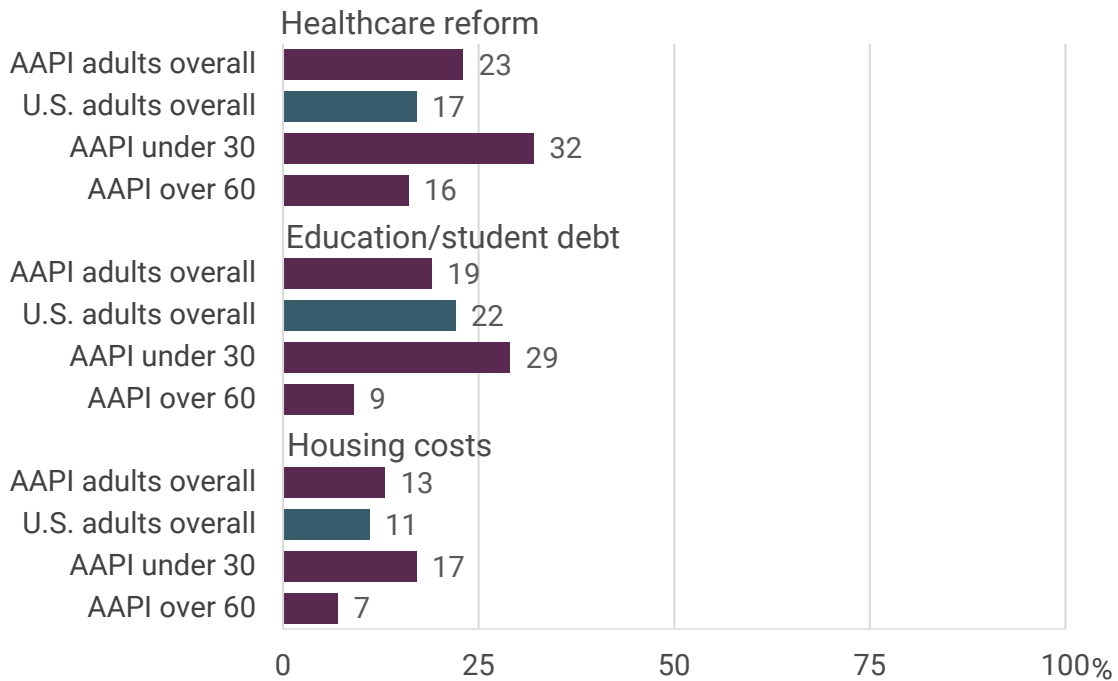
However, views on the importance of climate change within AAPI communities and among the overall population are strongly tied to partisanship. Thirty-seven percent of AAPI Democrats cite it as a priority compared to just 9% of AAPI Republicans, similar to Americans overall.



Healthcare reform is also a leading issue, with nearly a quarter (23%) of AAPI adults prioritizing it as a top concern, compared with 17% of the general population. Those aged 18-29 were twice as likely to mention healthcare reform than older members of AAPI communities. Similarly, student debt was mentioned by 19% of AAPI adults overall, with those under 30 were about three times as likely to cite it as those over 60. Housing costs also emerge as a concern 17% of AAPI adults under 30, compared with just 7% of those over age 60.

## AAPI younger and older generations view healthcare, education and housing costs differently.

Percent of adults



**Question:** Thinking about the problems facing the United States and the world today, which problems would you like the government to be working on in the year 2023? Please list up to five problems. (Percentages above among those who provided at least one problem.)

**Source:** AAPI Data/AP-NORC poll conducted November 6-15, 2023 with 1,115 AAPI adults nationwide and AP-NORC poll conducted November 30-December 4, 2023, with 1,074 adults nationwide.



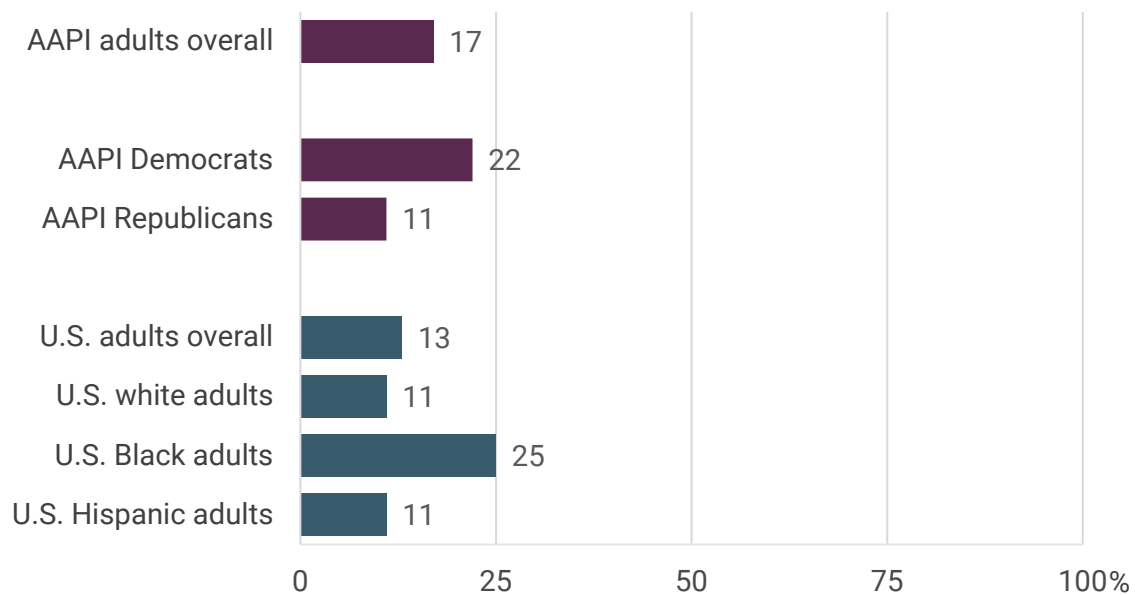
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Seventeen percent of AAPI adults believe gun-related issues should be a priority for the government, slightly higher than general population. Guns are a priority for the government to address this year for 11% of white adults, 11% of Hispanic adults, and 25% of Black adults.

As with the general population, partisan differences emerge within AAPI communities on this issue. AAPI Democrats are twice as likely as AAPI Republicans to mention guns. Among the public overall, 18% of Democrats cite guns as a priority compared with 10% of Republicans.

## Concern about guns among AAPI adults is similar to the general population, but partisan differences persist.

Percent of adults



**Question:** Thinking about the problems facing the United States and the world today, which problems would you like the government to be working on in the year 2024? Please list up to five problems. (Percentages above among those who provided at least one problem.)

**Source:** AAPI Data/AP-NORC poll conducted November 6-15, 2023 with 1,115 AAPI adults nationwide and AP-NORC poll conducted November 30-December 4, 2023, with 1,074 adults nationwide.



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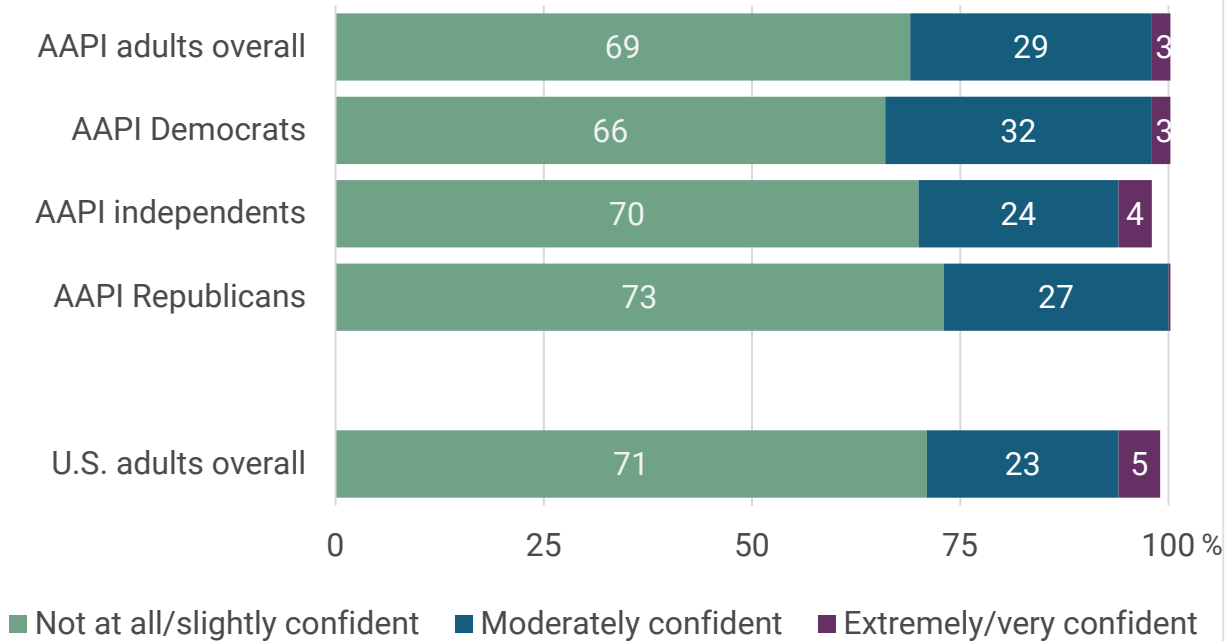
## AAPI DEMOCRATS AND REPUBLICANS SHARE LOW CONFIDENCE IN GOVERNMENT'S ABILITY TO TACKLE IMPORTANT POLICY PROBLEMS

Confidence in the government's ability to address the important concerns is low amongst both AAPI Democrats and Republicans. Overall, 69% have little or no confidence and 29% are moderately confident, while only 3% are very or extremely confident. The lack of confidence resembles the sentiment amongst the general population.



## Among AAPI adults, confidence in the government's ability to handle policy issues is low.

Percent of adults



**Question:** How confident are you in the ability of the federal government to make progress on the important problems and issues facing the country in 2024?

**Source:** AAPI Data/AP-NORC poll conducted November 6-15, 2023 with 1,115 AAPI adults nationwide and AP-NORC poll conducted November 30-December 4, 2023, with 1,074 adults nationwide.



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## 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 November 6-15, 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 1,115 completed the survey—1,113 via the web and two 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 28.7 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. The overall margin of sampling error is +/-4.4 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, 38 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 household population, including all 50 states and the District of Columbia.

For the open-ended question PROB1, responses were classified using Canvs AI, an online platform that codes open-ended data. These codes were validated by a human coder and were then collapsed into more general categories based on topic for reporting.

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)

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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'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](mailto:info@aapidata.com) for more questions.