

# Advancing Inclusivity in Survey Research

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January 30, 2024





**Daphne Kwok**

Vice President, AAPI  
Audience Strategy at  
AARP



**Karthick  
Ramakrishnan**  
Founder and Director,  
AAPI Data



**Fontane Lo**  
Deputy Director, AAPI  
Data



**David Dutwin**  
Senior Vice President,  
AmeriSpeak  
Chief Scientist &  
Center Director



**Tazz Orchi**  
Senior Data Associate  
Innovation, The  
Rockefeller  
Foundation



## Tazz Orchi

Senior Data Associate  
Innovation, The Rockefeller  
Foundation



Poll 1



Who's in the room?





**Fontane Lo**

Deputy Director,  
AAPI Data

*Prior roles at*  
The James Irvine Foundation  
Blue Shield of CA Foundation



**Daphne Kwok**

Vice President, AAPI  
Audience Strategy at  
AARP



Advancing Representation of Asian Americans, Native Hawaiians and  
Pacific Islanders in Public Opinion and Survey Research

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AAPIP January 30, 2024

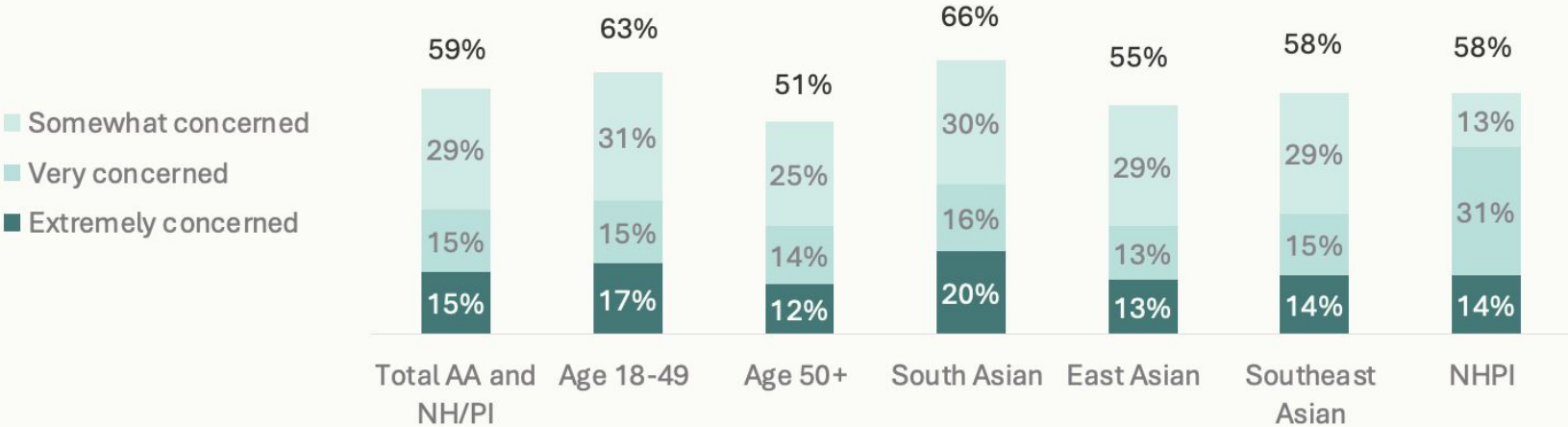


## AARP needs AA and NH/PI data to deliver on its social mission and address disparities

- Data informs and enables our advocacy for older adults
- AA and NHPI data too often missing or inaccurate or prohibitively expensive to collect
- Data inequity is a barrier to our mission and strategic priorities of health and wealth equity
- AARP marshaled resources as a funder and a convener to develop a systemic data equity solution, disrupt status quo

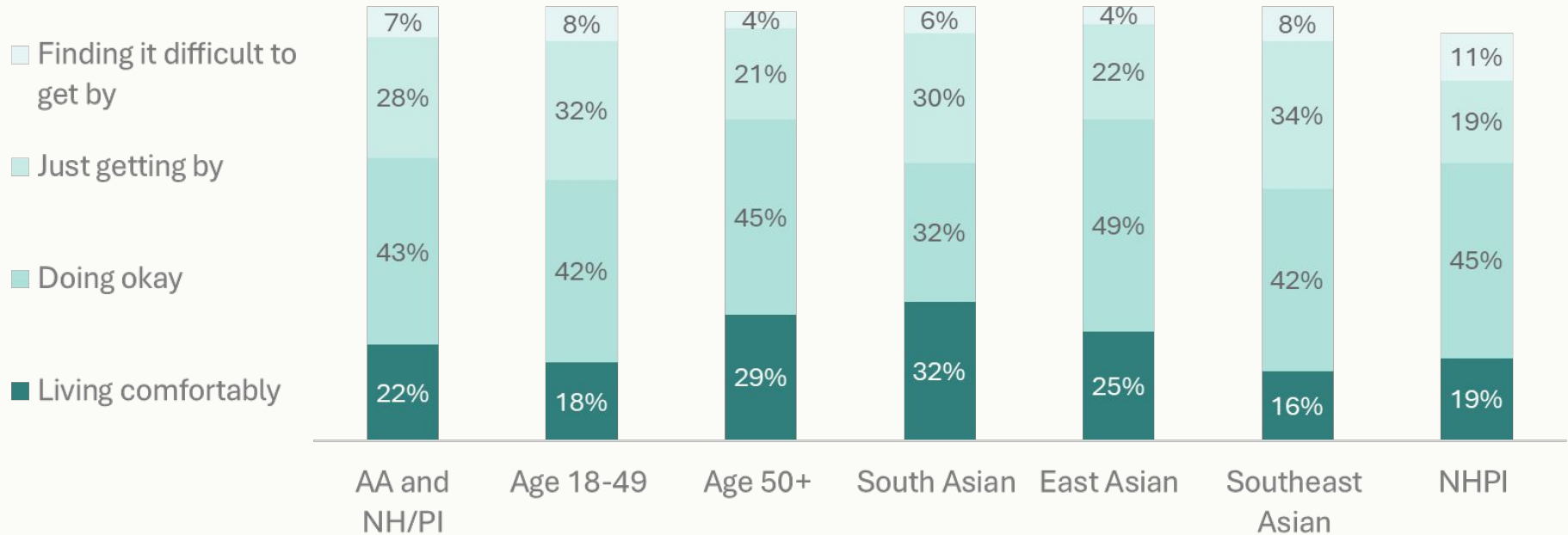


For you personally, how concerned are you about feeling lonely or isolated?



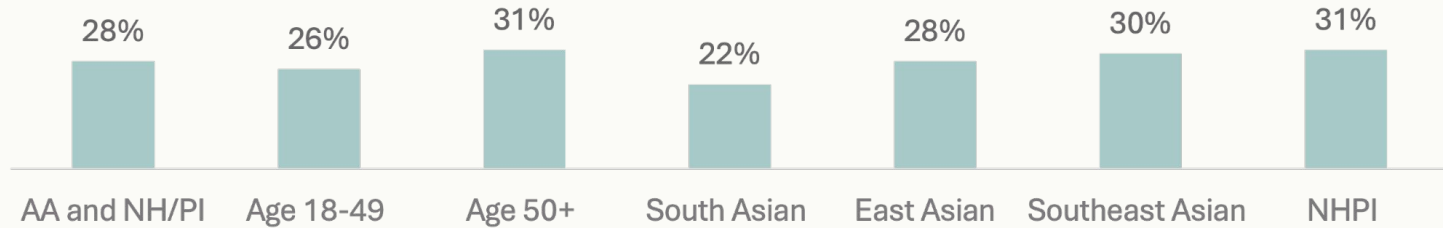


## How well are you managing financially these days?

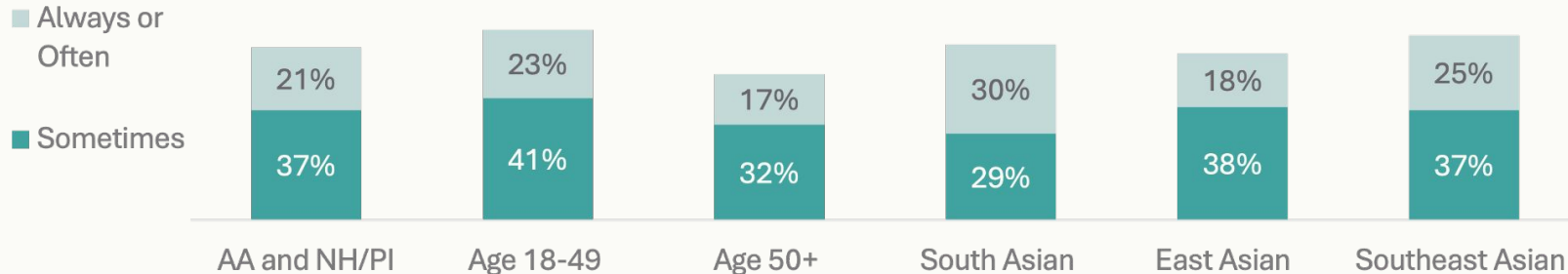


## Caregiving in the past year

Provided care to an adult loved one who is ill, frail, or has a physical, mental, or emotional disability to help them take care of themselves



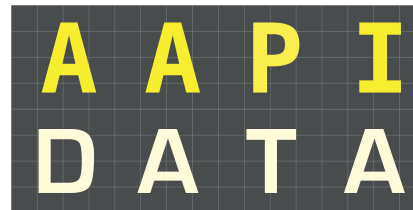
## On a typical day, how often do you feel overwhelmed by caregiving? (Among caregivers)





**Karthick  
Ramakrishnan**

Founder and Director,  
AAPI Data



### Who we are

We are a research and strategy organization that helps organizations and institutions make better decisions that empower Asian Americans, Native Hawaiians and Pacific Islanders in the United States.

### Our method

We believe in the power of credible **data** and compelling **narratives** that spur **action** toward enduring solutions.



**Karthick  
Ramakrishnan**

Founder and Director,  
AAPI Data

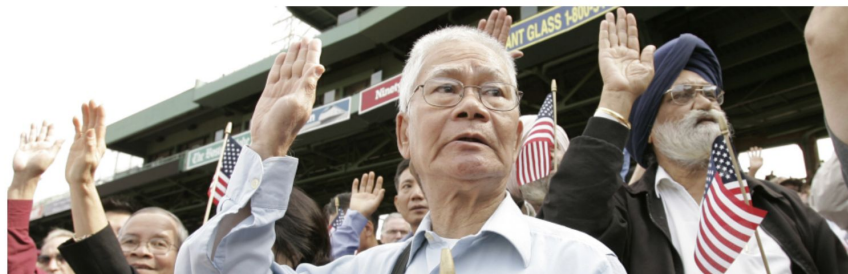
RACE, ETHNICITY, AND SOCIAL INEQUALITY

## New Partnership Aims to Improve Surveying of Asian American and Pacific Islander Communities

*Beginning November 2023, monthly polls from AP-NORC and AAPI Data will deliver regular insights on crucial issues impacting Asian Americans and Pacific Islanders.*

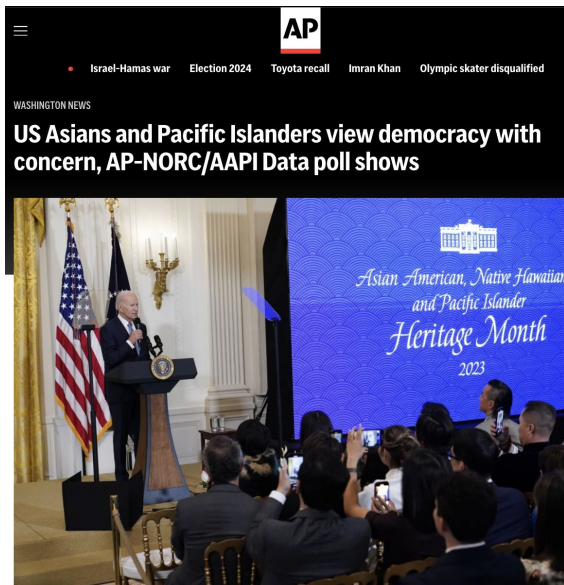


PRESS RELEASE

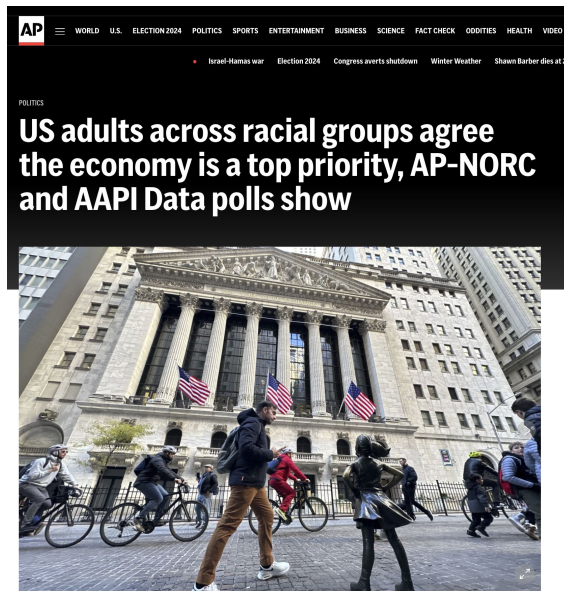


# Narrative plenitude. Not narrative scarcity

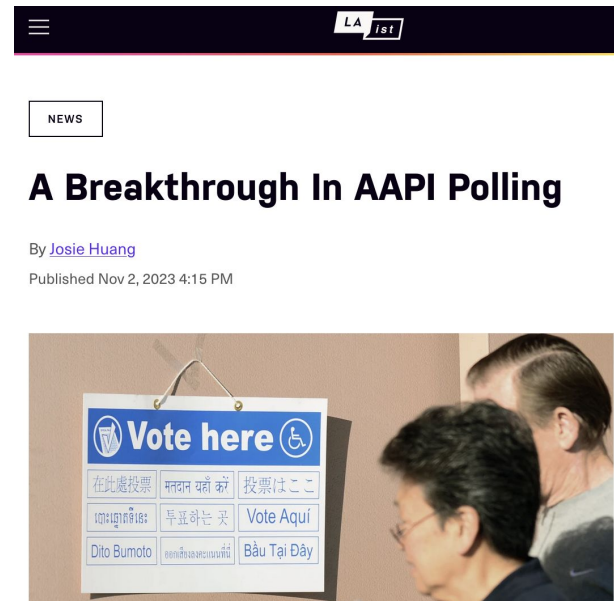
## Narrative accuracy through scientific data. Not conjecture or stereotype



FILE - President Joe Biden speaks before a screening of the series "American Born Chinese" in the East Room of the White House in Washington, in celebration of American, Native Hawaiian, and Pacific Islander Heritage Month, May 8, 2023. About 7 in 10 Asian American and Pacific Islanders in the United States believe the



1 of 4 | FILE - A man passes the "Fearless Girl" statue in front of the New York Stock Exchange in New York on Nov. 3, 2023. Black, white, Hispanic and Asian adults in the U.S. largely agree that the government should focus on the economy and foreign policy issues in 2024, but recent polling shows that views diverge on some high-profile topics, including Israel-Hamas war. (AP Photo/Blase Boenigk)



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AAPI DATA

# AAPI Communities' Top Issue Priorities for the Coming Year

*Among AAPI adults, immigration and inflation are the top priorities for 2024, but about 7 in 10 have little or no confidence that the government can make any progress on problems facing the country.*

[TOPLINE RESULTS](#)[REPORT](#)[PRESS RELEASE](#)

**Karthick  
Ramakrishnan**

Founder and Director,  
AAPI Data

## Data Over Stereotypes: The Real Story of AAPI Political Priorities in 2024

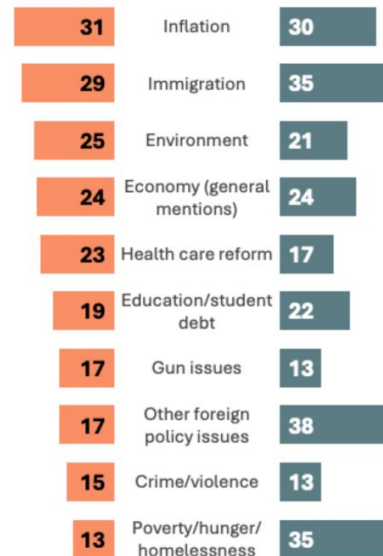
By **Janelle Wong**  
Senior Researcher, AAPI Data



[aapidata.com/blog](https://aapidata.com/blog)

### Top Policy Priorities for 2024: AAPI Adults vs. U.S. Adults

■ percent of AAPI adults    ■ percent of U.S. adults



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



ASIAN AMERICA

## Despite stereotypes, Asian voters care about more than education, poll shows

"The Asian American political agenda is much broader than some might assume," one expert said.



In the past, **politicians have leaned heavily on stereotypes** when unprepared for questions on the Asian American electorate, [Janelle] Wong said.

"They have this kind of knee-jerk kind of response when they're asked, 'Oh, what are the issues that Asian Americans care about?'" she said. "They assume it's education."

But in fact, **education doesn't even crack the top five issues** that Asian voters are prioritizing this year, according to the poll."



## Topics covered (by release date)

November 2023	Candidate approval, hate crimes and hate incidents
December 2023	Biden approval, Concerns about democracy and misinformation
January 2024	Open-ended issue priorities
January 2024	Financial hardship, Israel-Gaza

## Planned future topics

Abortion/reproductive rights, gender affirming care, rights of transgender people

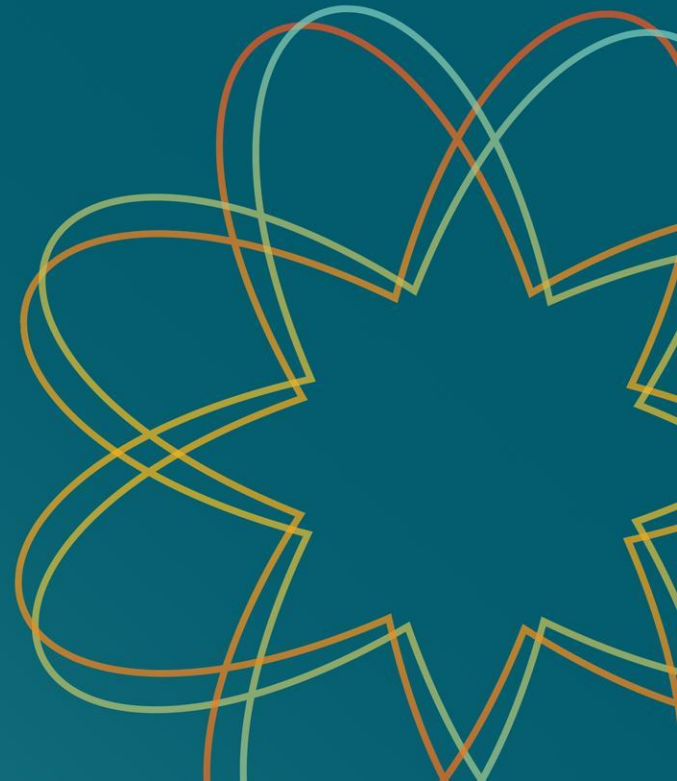
Environment / climate change

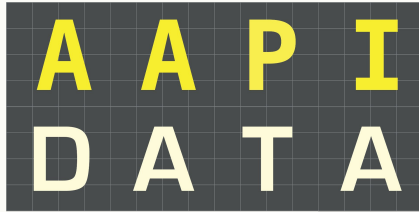
Education and race relations

# Poll 2

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What topics should public polling of AAPIs prioritize?







## David Dutwin

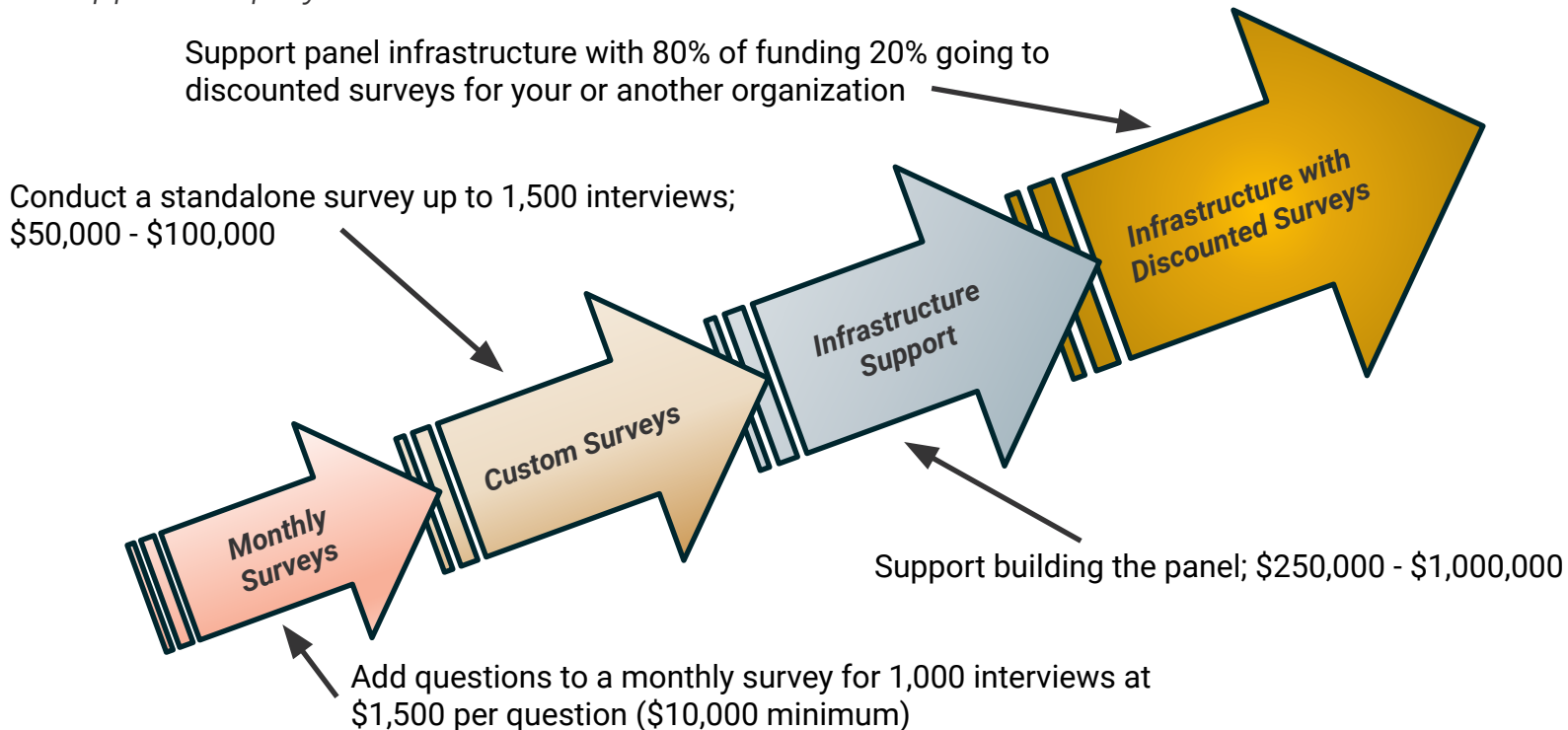
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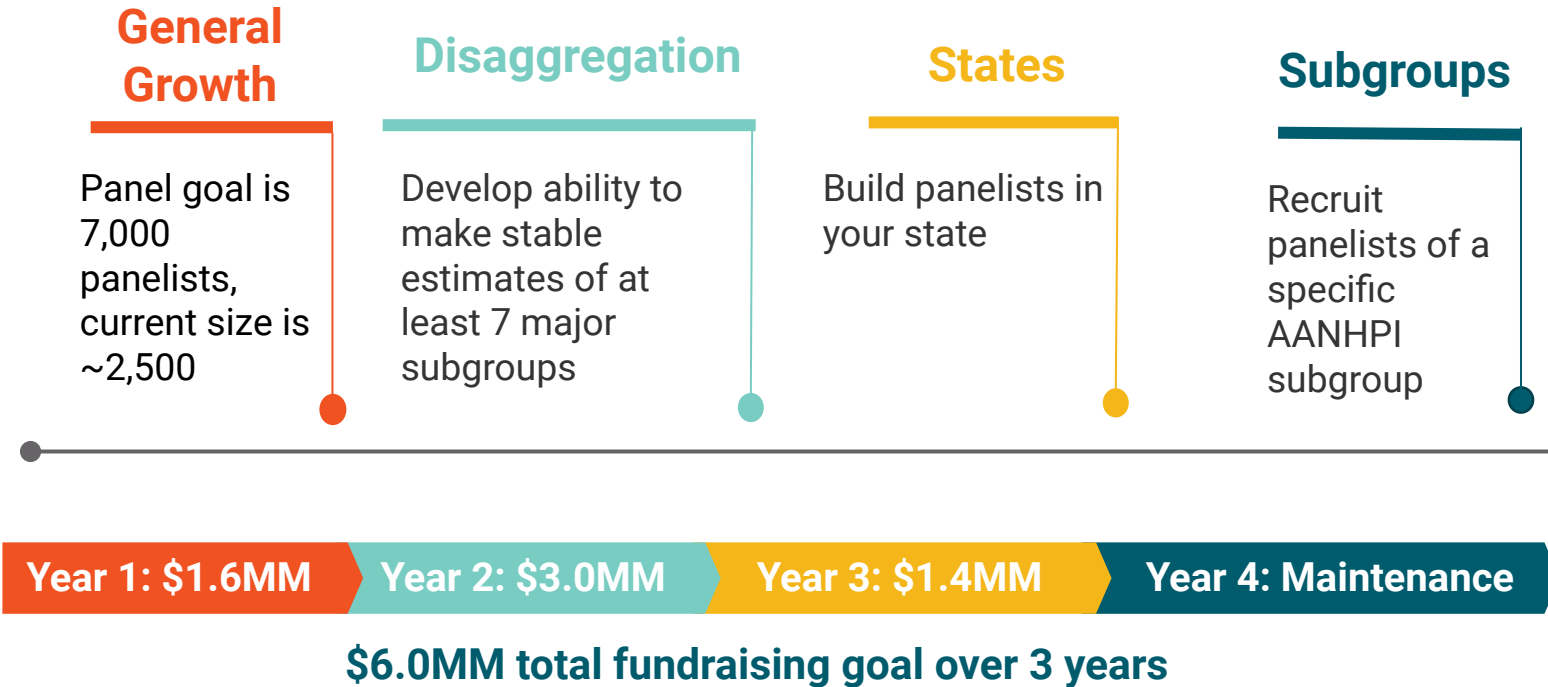
NORC at the University of Chicago is an objective partner  
for decision-makers who need research they can trust.

## Investing in the Panel

*From fielding surveys to supporting continued building of the panel there are many ways to support Amplify AAPI*



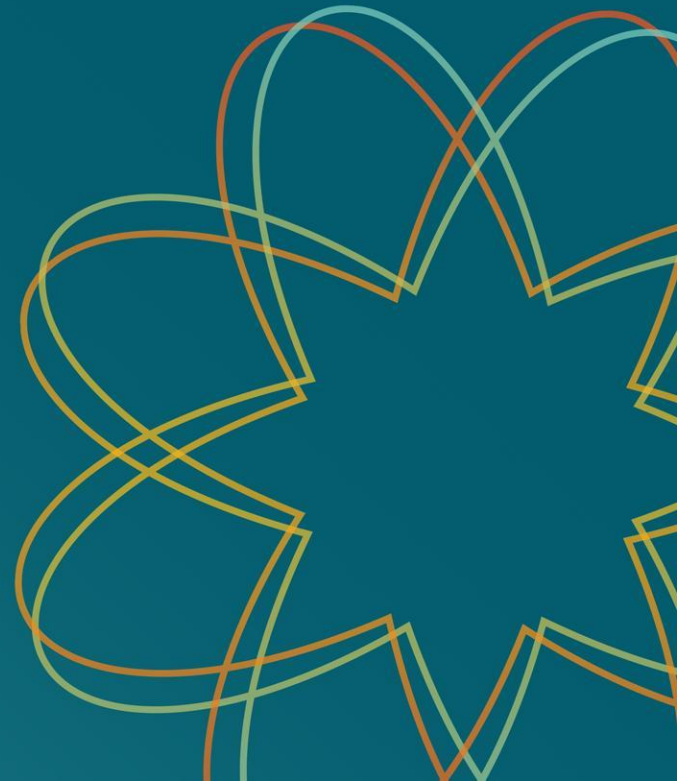
## Infrastructure Options



# Poll 3

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What aspect/aspects of the Amplify AAPI roadmap most appeal to you?



# Your Input Matters!

*Please take a moment to share your thoughts by filling out our quick Google Form - <https://bit.ly/499Q9i7>*

*It'll only take 3 minutes, promise!*



# Q&A

*Please type your questions in the chat, and we'll address as many as possible.*





# Thank you

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 Inclusion, Insight, Impact

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 AmplifyAAPI