



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 not happening, or aren't you sure?

	AAPI Data/AP-NORC 03/04-11/2024	AP-NORC Poll of U.S. Adults 09/07-11/2023
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-NORC 03/04-11/2024	AP-NORC Poll of U.S. Adults 09/07-11/2023
Caused entirely/ mostly by human activities NET	75	61
Caused <u>entirely</u> by human activities	19	15
Caused <u>mostly</u> by human activities	56	45
Caused <u>equally</u> by human activities and natural changes in the environment	21	29
Caused entirely/ mostly by natural changes in the environment NET	3	10
Caused <u>mostly</u> by natural changes in the environment	3	8
Caused <u>entirely</u> by natural changes in the environment	*	3
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?

[HALF OF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AAPI Data/AP-NORC 03/04-11/2024	EPIC/AP-NORC Poll of U.S. Adults 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/ REFUSED	1	*
<i>N=</i>	<i>1,005</i>	<i>5,468</i>

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?

[GRID ITEMS RANDOMIZED]

		A great deal / a lot of influence NET	A great deal of influence	A lot of influence	A moderate amount of influence	Not much influence/ no influence at all NET	Not much influence	No influence at all	D K	SKP / REF
Recent extreme weather events, like hurricanes, droughts, floods, unusual heat, or wildfires	AAPI Data/ APNORC 03/04-11/2024 (N=1,005)	67	35	32	20	12	8	4	-	1
	AP-NORC Poll of U.S. Adults 09/07-11/2023 (N=1,146)	52	28	24	23	24	11	13	-	1
News coverage of climate issues	AAPI Data/ APNORC 03/04-11/2024 (N=1,005)	41	15	27	37	21	15	6	-	1
	AP-NORC Poll of U.S. Adults 09/07-11/2023 (N=1,146)	24	8	16	37	37	19	19	*	1
Scientists	AAPI Data/ APNORC 03/04-11/2024 (N=1,005)	58	25	33	28	12	9	4	-	1
	AP-NORC Poll of U.S. Adults 09/07-11/2023 (N=1,146)	43	21	22	28	28	14	14	*	1
Your education	AAPI Data/ APNORC 03/04-11/2024 (N=1,005)	48	22	25	33	18	12	6	-	1
	AP-NORC Poll of U.S. Adults 09/07-11/2023 (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 03/04-11/2024	The Republicans	The Democrats	Both equally	Neither	DK	SKP/REF
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?

[GRID ITEMS RANDOMIZED]

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

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

¹ Wording was modified from June 2022 AP-NORC Poll response option “Developed or industrialized countries outside the U.S.”

² 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?

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

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

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?

[HALF OF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

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

N=

1,005

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

[GRID ITEMS RANDOMIZED]

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

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

[GRID ITEMS RANDOMIZED]

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

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

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

[GRID ITEMS RANDOMIZED]

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

CC9_ACTION. Over the last year, have you done any of the following?

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

If “yes” to ANY in CC9_ACTION

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

AAPI Data/ APNORC 03/04-11/2024	To save money	To help the environment or reduce climate change	For convenience	For some other reason	DK	SKP/REF
Reduced the amount of meat you eat (N=462)	24	30	7	38	-	*
Lived in a home with solar panels (N=198)	46	45	5	4	-	-
Driven a hybrid or electric car (N=361)	41	49	5	6	-	-
Reduced your use of heat or air conditioning (N=698)	70	24	5	1	-	*

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

	AAPI Data/APNORC 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

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 03/04-11/2024
Male	50
Female	50

N= 1,005

LANGUAGE SPOKEN AT HOME

	AAPI Data/APNORC 03/04-11/2024
English	37
Non-English	63

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
<i>N=</i>	<i>1,005</i>

MARITAL STATUS

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

EMPLOYMENT

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

EDUCATION

	AAPI Data/APNORC 03/04-11/2024
Less than a high school diploma	7
High school graduate or equivalent	14
Some college	23
College graduate or above	32
Post grad study/professional degree	24
<i>N=</i>	<i>1,005</i>

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 someone in your household	71
Rented for cash	25
Occupied without payment of cash rent	4

N= 1,005

INCOME

	AAPI Data/APNORC 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 03/04-11/2024
Born in the United States	34
Born outside the United States	66

N=

1,005

SECONDGEN

	AAPI Data/APNORC 03/04-11/2024
Born in the U.S. and child of at least one parent born outside the U.S.	80
All other respondents	20

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 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.

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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.