



## Amplify AAPI: Advancing Asian American, Native Hawaiian, and Pacific Islander Representation In Survey Research

**Now more than ever before**, the voices of Asian Americans, Native Hawaiians, and Pacific Islanders need to be heard in government, academia, public sector, private enterprise, and communities.

For too long, Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities have been underrepresented in survey research. The diversity of AANHPI communities makes it complex and challenging to conduct research. To ensure policies, programs, resources, and commercial products and services are inclusive of their needs, we must evolve survey data collection practices to accurately reflect the needs, opinions, and experiences of AANHPI communities.

NORC at the University of Chicago joined together with AARP to lead a collective effort to develop the first AANHPI focused panel for survey research, Amplify AAPI.

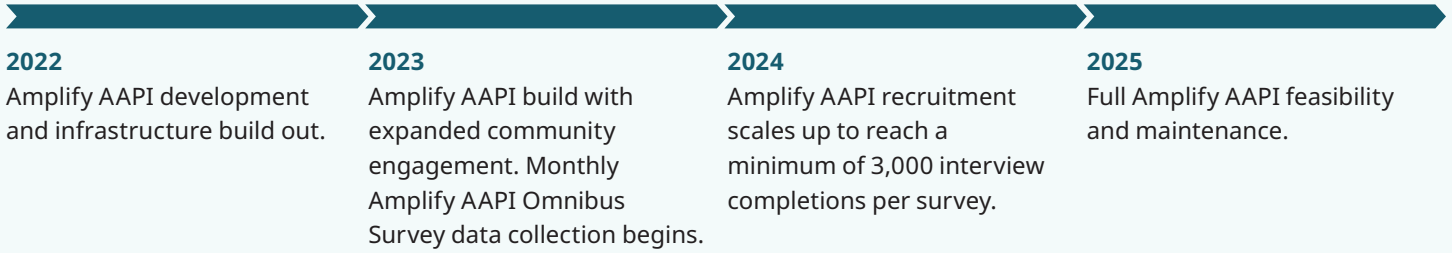
Amplify AAPI is the first and largest survey panel of AANHPI that will provide unprecedented insights through thousands of interviews conducted in English, Mandarin, Cantonese, Korean, and Vietnamese, with the ability to explore subgroup analysis of NHPI and of the six largest Asian subgroups.

This research panel of adults age 18+ will provide a platform for high quality, cost efficient data collection to help address the critical issues of sample access and infrastructure needed to coordinate, collaborate, and implement AANHPI research.

### Amplify AAPI Snapshot

- ◆ Nationally representative panel of nearly 7,000 AANHPI adults.
- ◆ Ability to deliver a sample of 3,000+ respondents per survey with access to larger and more targeted samples through NORC's TrueNorth® blended methodology.
- ◆ Able to provide separate estimates of NHPI and the largest six Asian subgroups, minimally
- ◆ Interviewing in Chinese dialects, Korean, & Vietnamese at launch; additional language support with demand & growth
- ◆ Multi-modal survey support (online, phone, mail)
- ◆ A community-engaged effort that "gives back" with access to free and reduced-fee survey responses for partners

## Timeline



## Why now?

Although the fastest growing demographic across the country, Asian American, Native Hawaiian, and Pacific Islander communities are systemically left out of conversations, policies, resource allocation, and services due to poor data representation. In survey research, AANHPI populations rarely get explored due to small sample sizes. As a result, AANHPI voices about their opinions, needs, and experiences are rendered silent. Under-representation in data perpetuates:

**Disparities in health:** Existing health research supports development of an evidence-based practice that does not appropriately deliver prevention, treatment, or care for AANHPI populations.

**Stereotypes and assumptions:** The lack of accurate representation allows model minority and forever foreigner stereotypes to persist, which deny the existence of institutional racism and inequality in American society while simultaneously perpetuating discrimination.

**Racial inequality:** Representation in data is essential for improving equity in access to social services and resources; and promoting inclusively designed products and services.

## Why you?

The cost of building a high-quality, representative panel like Amplify AAPI is not trivial. But, once built, it allows all researchers to have access to a high-quality, cost-efficient sample source for survey research. Without this resource, high-quality, standalone surveys of AANHPI populations can be prohibitively expensive.

To fully build and implement Amplify AAPI, we'll need to raise \$6MM over the next three years. Your contribution is crucial to evolve survey research infrastructure for better representation of Asian Americans, Native Hawaiians, and Pacific Islanders.

As early collaborators, AARP and NORC provided seed funding for the initiative and is now proud to be joined by early investors such as the Blue Shield of California Foundation, AAPI Data, and the Rockefeller Foundation. To date, we have raised funding needed for year 1.

Year 1 - \$1,600,000  
 Year 2 - \$3,000,000  
 Year 3 - \$1,400,000  
**Total - \$6,000,000**

**However, we need additional pledges to Amplify AAPI to continue our efforts.**

Amplify AAPI will be the first of its kind designed to reach and represent the AANHPI population.

**We hope you will join us in this work.**

## Your Investment

- We are forming a coalition of early investors who share our vision and commitment to enhance national representation of Asian American, Native Hawaiian, and Pacific Islander communities in survey research.
- We are grateful for Amplify AAPI's early investors who supported at \$500,000+ to date.

**Join us, become an early investor.**

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NORC at the University of Chicago is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge. Please visit [www.NORC.org](http://www.NORC.org) for more information.

AmeriSpeak from NORC is the first U.S. multi-client household panel to combine the speed and cost-effectiveness of panel surveys with enhanced representativeness of the U.S. population, an industry-leading response rate, and an innovative and thorough Project Methods and Transparency Report. Since its founding by NORC at the University of Chicago in 2015, AmeriSpeak has produced more than 1000 surveys, been cited by dozens of media outlets, and become the primary survey partner of the nation's preeminent news service, The Associated Press. AmeriSpeak is the most scientifically rigorous multi-client panel available in the U.S. market.



AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP conducts rigorous, best-in-class research to deliver data and insights on the critical issues facing older Americans and their families and to support our social impact agenda. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit [www.AARP.org](http://www.AARP.org) or follow @AARP, @AARPresearch and @AARPadvocates on social media.

With special thanks to our Amplify AAPI supporters

