

Hate incidents against Asian Americans increased sharply during the first 12 months of the COVID-19 pandemic, according to [reports](#) from Stop AAPI Hate. In response to this rising anti-AAPI sentiment, Civis Analytics leveraged its always-on national survey infrastructure to better understand prevailing opinions on the issues impacting the AAPI community, as well as how to most effectively change those opinions.

The data summarized below was collected through online web panels, and is weighted to represent the national population. Additional information about [methodology](#) is at the conclusion of this document; additional crosstabs and trend findings among subgroups, is available upon request.

Notable findings of Civis's research include:

In total, 17 percent of Asian Americans report experiencing discrimination related to COVID-19 over the course of the pandemic. See Figure A below.

- COVID-19-related Asian American discrimination was reported across all economic backgrounds, with no significant differences between income groups within the Asian American community, according to the more than 5,600 Asian Americans who responded to our weekly survey (which has been tracking this question since March 2020).¹ Asian Americans with less formal education were more likely to report experiencing COVID-19-related discrimination than those with higher levels of education.²
- Offensive namecalling is the most common form of discrimination faced by Asian Americans. This includes discrimination unrelated to COVID-19.
- Beyond the AAPI population, American Indian and Alaska Native adults also experienced increased discrimination during the pandemic. In fact, this group suffered the highest levels of COVID-19-related discrimination of any racial group surveyed, with incidents reported by 25.3 percent of the community. However:
 - Only 22 percent of American adults reported that Native American or Indigenous people appeared to be suffering greater overall discrimination compared to 12 months ago.
 - The majority of respondents (54 percent) said that the level of overall discrimination against Native American or Indigenous people had stayed the same for the past 12 months.

Public perception of discrimination against Asian Americans aligns with increases in reported hate incidents against the AAPI community.

- Fifty percent of Americans surveyed said that discrimination against Asian Americans increased in the past year, compared to 31 percent who identified no change and 9 percent who said discrimination decreased. In addition:
 - A higher proportion of adults reported an increase in discrimination against Asian Americans relative to any other racial group.
 - While most Americans perceive discrimination against Asian Americans rising on a national level, only 27 percent report AAPI discrimination increasing within their local community,

¹ The differences between these income groups falls within the margin of error when looking at income categorized by \$25,000 increments (i.e. <\$25k, \$25-\$50k etc)

² Asian Americans without a high school education were significantly more likely to report this experience (40.3 percent; MOE of 9.3 percent) than those with advanced degrees (14.5 percent; MOE 2.5 percent)

which may point to a greater issue: people may be less aware of discrimination occurring in their own community, instead viewing anti-Asian American sentiment as an abstract, national problem.

- Eighty-three percent of respondents believe Asian Americans face “A lot,” “Some,” or “A little” discrimination today.

Sixty-eight percent of Americans reported having heard of the Atlanta-area shootings targeting Asian American businesses.

- Respondents over the age of 65 were the most likely age group to have heard of the Mar. 21, 2021 attacks that claimed the lives of eight people, six of them Asian women: 84 percent of Americans 65 and up expressed familiarity with the shootings, compared to 59 percent of respondents in the 18-34 range. Respondents in the Northeast U.S. were more likely to have heard of the Atlanta shootings compared to respondents in the South (where the shooting took place) by a difference of 75 percent to 64 percent.

In total, 53 percent of Americans reported seeing the phrase “Stop Asian Hate” within the month of March 2021.

- Second-generation immigrants were significantly more likely than the general population to report seeing this phrase.

Non-Asian American adults are more likely to primarily identify Asian Americans as simply ‘Asian,’ while Asian American adults are more likely to self-identify as ‘Asian American’ or as a specified Asian American (e.g., Japanese American, Korean American, Arab American, Indian American, etc.). See Figure B below.

- Compared to other racial groups, White adults are less likely to identify Asian Americans as a specified Asian American, implying that Asian Americans are oftentimes viewed by White respondents as a monolith, which differs greatly from how they self-identify. In all, 29.4 percent of Asian American adults self-identify as ‘Asian American,’ while 12.5 percent of non-Asian American adults identify Asian Americans as ‘Asian American.’

Donors to Asian American advocacy organizations tend to be non-White, highly educated, and from higher income brackets.

- Second-generation immigrants (defined as individuals with at least one parent born outside of the U.S.) are also more likely to be interested in donating to these organizations than respondents with less proximity to the immigration experience.

Figure A: Respondents who self-reported incidents of COVID-19-related discrimination since March 2020

Race	% Yes	N-Size	MOE%
American Indian or Alaska Native	25%	846	3.4%
Asian	17%	5,685	1.1%
Other Race	16%	1,307	2.2%
Black or African American	16%	15,329	0.6%
Hispanic or Latino/a	12.3%	5,907	0.9%
White	7.8%	89,419	0.2%

The columns on the right-hand side show the n-size of each population, the total for that racial group, and the margin of error.

Figure B: How Individuals Self-Identify

Preferred Term of Racial or Ethnic Identity	Asian	Non-Asian
Asian	36.3%	53%
Asian American	29.4%	12.5%
Region in Asia (i.e., Pacific Islander, South Asian, Middle Eastern, Central Asian, etc.)	6%	2.5%
Specified Asian American (i.e., Japanese American, Korean American, Arab American, Indian American, etc.)	13.2%	6%
Black, Indigenous, Person of Color (BIPOC)	1%	2.8%
Person of Color (POC)	2.6%	2.2%
Family's country (or countries) of origin (i.e., Indian, Vietnamese, Chinese, etc.)	7%	5.3%
Something else	1%	2.6%
I don't know	3.5%	13.1%

Methodology

All Civis data cited was collected through online web panels. Surveys were fielded using nested quotas which holistically account for the combinations of demographic variables like age, gender, race, and education; data was then weighted to ensure our sample is highly representative of the national population.

- Data pertaining to Asian American advocacy, hate crimes, perception of discrimination and interest in organizational support comes from two surveys fielded between Mar. 26, 2021 through Mar. 29, 2021, and from Apr. 2, 2021 through Apr. 5, 2021, to a total sample size of 4,199 respondents.
- Data about discrimination specific to COVID-19 comes from surveys fielded weekly since March 2020, to a weekly sample of 118,493 respondents, including 5,685 Asian Americans.
- Data about preferred terms of Asian American racial identity was collected from five weekly surveys, from Oct. 2, 2020 through Nov. 1, 2020 fielded to 11,084 respondents.

Interested in the full crosstabs of the data? Email hello@civisanalytics.com.