



# AmplifyAAPI

Inclusion, Insight, Impact



Amplify AAPI is the largest, most representative public opinion panel of Asian American, Native Hawaiian, and Pacific Islander communities.

## Scientific Excellence

The diverse needs and stories of AANHPI communities deserve to be told with complete accuracy.

While most public opinion surveys are conducted only in English and Spanish, we provide unprecedented insights by recruiting and conducting interviews in English, Mandarin, Cantonese, Korean, and Vietnamese. We deliver best-in-class research to decision-makers who can't afford to be wrong.

Through its rigorous, scientific approach, Amplify AAPI illuminates the diverse needs, opinions, and experiences of AANHPI communities.

**Data gaps exacerbate existing racial inequity by perpetuating:**

- health care, economic, educational & employment disparities;
- stereotypes & assumptions; and
- unequal access to social service programs & consumer goods.

We built Amplify AAPI to be inclusive & representative.

## Inclusion

While most panels and public opinion surveys are recruited for and conducted in only English and Spanish, we conduct interviews in English, Mandarin, Cantonese, Korean & Vietnamese—with more languages to come.

## Scientific Excellence

Our experts in policy, data, analytics, cultural relevance & responsiveness produce reliable, scientifically-rigorous research for decision-makers who can't afford to be wrong.

## Speed

Survey turnaround and results in as little as five weeks. With access to a pool of thousands of ready respondents, we connect with diverse communities for of-the-moment insights.

## Methodology

Amplify AAPI is designed to be representative of the AANHPI U.S. household population, including all 50 states and the District of Columbia. U.S. households are randomly selected with a known, non-zero probability from the NORC National Frame as well as address based sample (ABS) frames.

- Selected households receive an in-language and English communication inviting them to visit the Amplify AAPI member website or to call the toll-free telephone number to participate.
- After providing informed consent, Amplify AAPI panel members complete an introductory survey asking questions about the person's background, household composition and characteristics, and interests.

There are a range of challenges in properly representing the AANHPI population in survey research, like obtaining a sufficient sample size of AANHPI adults. But what matters even more is representative sample composition, which we achieve by:

- **Multilingual communication:** 92% of total AANHPI households are offered a language with which they are comfortable.
- **Cultural relevance:** Our designs for recruiting and surveys are designed to maximize engagement.

## Amplify AAPI offers you two ways to meet your research needs, custom surveys and monthly polls.

### Custom Surveys:

Custom surveys provide ultimate flexibility in sample size, survey length, and overall survey creation to meet your nuanced research needs.

### Monthly Poll:

Monthly polls give access to Amplify AAPI panelists, but with the increased speed and affordability that some research projects require. Finalized survey questions are due in the middle of the month, and data from 1,000 completed surveys is delivered to you in five weeks.

### At a glance

- Interviews conducted in English, Mandarin, Cantonese, Korean, and Vietnamese
- Multi-mode, in-language survey support (online, phone, mail)

## Pricing

### Custom Surveys:

Contact us directly for a custom price quote for your project.

### Monthly Poll:

\$10,000 minimum entry fee (covers up to 5 questions units\*)  
\$1,500 per each additional question “unit”

### Both custom surveys and monthly polls include the following standard deliverables:

- One standard demographic banner table: age, gender, education, ethnicity, Asian origin, Region
- Data file (Excel, SPSS, or SAS) including weights and Amplify AAPI Demographic Profile Variables

### Custom Deliverables Provided at Additional Cost:

- Custom banner tables—\$350
- Additional profile variable—\$300 (Contact us for available variables)
- Topline report, PowerPoint tables (Contact us for pricing)

### Amplify AAPI demographics profile variables included:

- Gender
- Age (in years)
- Age (4 and 7 categories)
- Educational attainment (5 categories)
- AANHPI Origin
- Language Spoken at Home
- Nativity
- Paternal Nativity
- Maternal Nativity
- Housing Type (single-family home, etc.)
- Ownership of Living Quarters (rent/own)
- Household Income (4, 9 and 18 categories)
- Marital Status
- Home Internet Access
- Telephone Service (landline and/or cell)
- Metropolitan Statistical Area (urban/rural)
- Region (U.S. Census—4 and 9 categories)
- State of Residence
- Household Size
- Current Employment Status
- Survey Start Date (date/time), End Date (date/time), Duration (minutes), and Mode (online/phone)
- Device Type used for Online Survey Taking (desktop/tablet/smartphone)

\*By unit, we mean a simple, straightforward, closed end question, such as a yes/no, a Likert scale or a checklist of up to 10 response categories or other dichotomous questions. For grid questions, with a battery of attribute statements using a rating scale, every 4 statements count as one unit. Therefore, 12 statements count as 3 question units.

## Bring AANHPI voices to the forefront.

To use Amplify AAPI for your next research study, email us at [AmplifyAAPI-BD@NORC.org](mailto:AmplifyAAPI-BD@NORC.org)

To learn more about our services, visit [AmplifyAAPI.NORC.org](http://AmplifyAAPI.NORC.org)

### Amplify AAPI is grounded in the expertise of two venerable institutions: AARP and NORC at the University of Chicago.



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



AARP is the nation's largest nonprofit, nonpartisan organization committed to empowering Americans to choose how they live as they age.

### With gratitude to our initial funders



### With gratitude to our initial supporters

