

MAY 2024

Spreading Love to Stop Hate



Insights from Stop AAPI Hate’s 2024 National Survey on AA/PI Resilience, Celebration, Solidarity, and Resistance

Stop AAPI Hate’s new national survey with NORC at the University of Chicago explores how Asian Americans and Pacific Islanders (AA/Pis) connect to their culture and heritage, how they participate in acts of resistance, and what motivates them to take action in support of racial justice. This survey was conducted as part of Spread AAPI Love, a project of Stop AAPI Hate that amplifies the voices and perspectives of Asian Americans and Pacific Islanders through uplifting stories of resilience, celebration, solidarity, and resistance from community members.

OUR FINDINGS

Stop AAPI Hate’s new research shows that fostering affirmative narratives, aspirations, and feelings of pride within AA/PI communities can help mobilize AA/Pis to get involved in efforts to tackle racism and discrimination and act in solidarity with other communities of color.

Here’s what else we learned about AA/PI resilience, celebration, solidarity, and resistance:

Asians and Pacific Islanders are **more than just victims**. AA/Pis are resilient and motivated to fight racism and discrimination — even in the face of anti-AA/PI hate.

Half (49%) of Asian Americans and Pacific Islanders experienced some form of race-based hate in 2023.

Nevertheless, AA/PI communities are motivated to fight racism (70%).

When it comes to mobilizing for racial justice, AA/Pis are even more likely to be motivated by **positive factors** — cultural/ethnic pride, solidarity, and hope for the future — than by personal experiences with racism and discrimination.



RESILIENCE

CELEBRATION

A large majority of AA/Pis are proud of their cultural identities (93%) and feel connected to their heritage (81%).

Food and relationships are the main ways in which AA/Pis connect with their cultural heritage.

Seeing more AA/PI representation would inspire greater pride.

A majority of AA/Pis responded that representation in media (58%), culture (56%), history (54%), and politics (52%) would inspire greater cultural pride.



84% connect with their heritage through food



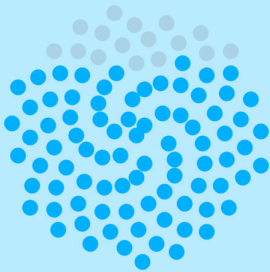
71% talk with family members or loved ones about their ethnic heritage



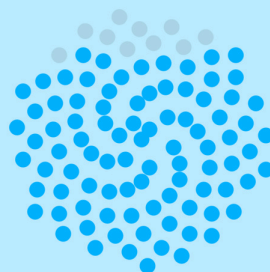
66% cultivate relationships with individuals from their ethnic and/or religious community

SOLIDARITY

AA/Pis value working in solidarity with other communities to achieve racial justice and equity.



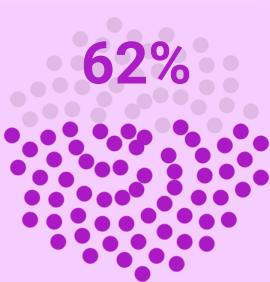
84% are optimistic that AA/PI communities have the power to end racial discrimination by working together and/or taking political action



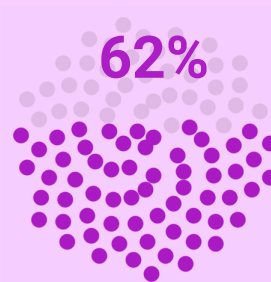
90% believe it is important to work together with other racially marginalized communities to end racial discrimination

RESISTANCE

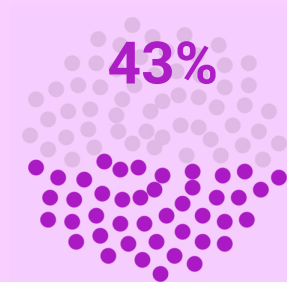
3 in 4 AA/Pis (74%) actively participated in activities to reduce and resist racism in 2023 through:



Interpersonal support



Education



Collective/political action

Methodology

Stop AAPI Hate, with the help of NORC at the University of Chicago, a nonpartisan research organization, conducted a study in March 2024 of Asian American/Pacific Islander (AA/PI) experiences of hate, connection to culture and heritage, and mobilization for racial justice. This nationally representative sample consists of 1,005 AA/PI-identifying participants over the age of 18 years old. The survey was offered in English, Vietnamese, Korean, and Chinese dialects of Mandarin and Cantonese. Participants either 1) completed the survey online or 2) were interviewed by a live interviewer over the telephone. For detailed methodology see: [NORC Amplify Monthly Survey March 2024](#).