

How COVID-19 Has Affected Asian American and Pacific Islander (AAPI) Small Business Owners

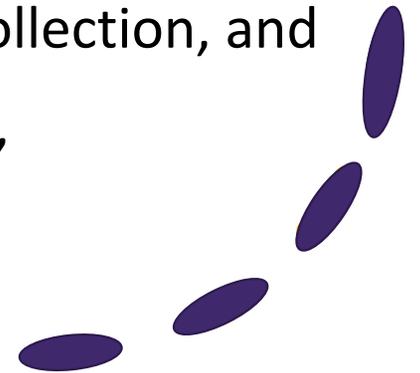
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RLA
ROSE LI & ASSOCIATES

Work In Progress

- Why study Asian Americans and Pacific Islanders (AAPI)?
- Presidential Executive Order on Economic Empowerment of AAPIs issued 5/13/19
- Established the **President's Advisory Commission on AAPI** to provide recommendations to the President
- “Additionally, ... work to advance relevant evidence-based research, data collection, and analysis for AAPI populations, subpopulations, and businesses.”



PAC-AAPI Survey

Topic Areas

Targets:

N=1,000
Dec 2020

- Business Impact of COVID-19 << Census Bureau Small Business Pulse Survey
- AAPI Service and Volunteerism in the Era of COVID-19
- Impact of COVID-19 on Individuals << UAS COVID-19
 - Reported COVID-related discrimination
 - Been tested for COVID-19
 - Likelihood of getting COVID vaccine if available
 - Preemptive behaviors



Findings

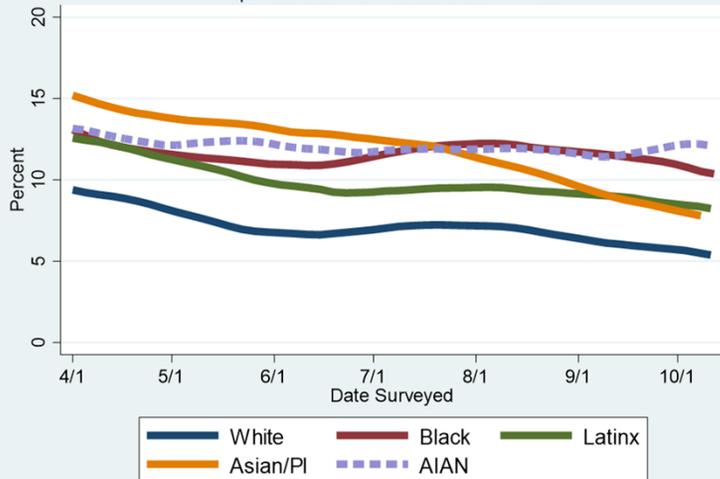
from
UAS COVID-19

- AAPI perceived discrimination due to COVID was high early in the pandemic but continued to drop, especially after July.
- AAPIs appear more likely than others to get a COVID vaccine when available.
- AAPIs preemptive behaviors are persistently higher than other groups, generally across all categories.
- **Asian Americans** and **Pacific Islanders** behave very differently – e.g., vaccine confidence, selected COVID-19 preemptive behaviors



Perceived Discrimination

Reported COVID-related discrimination



Cr059. Since March 2020, how often have any of the following things happened to you in your day-to-day life because of your actual or perceived race, ethnicity, age, gender, health, income, education, religion, or some other personal characteristic?

- You were treated with less courtesy and respect than other people
- You received poorer service than other people at restaurants or stores
- People acted as if they thought you were not smart.
- People acted as if they were afraid of you.
- You were threatened or harassed

1. Almost every day
2. A few times per week
3. Once per week
4. A few times per month
5. < a few times per month
6. Never
7. Unsure

Cr068. What do you think is the main reason for these experiences of poor treatment? You may check up to two main reasons.

Cr029. Have any of the following things happened to you due to people thinking you might have the coronavirus since [date of earlier survey]?

[Randomize the order of items in the list]

1. You were treated with less courtesy and respect than other people
2. You received poorer service than other people at restaurants or stores
3. People acted as if they were afraid of you
4. You were threatened or harassed.

Perceived Discrimination

proposed question for PAC-AAPI Survey

Proposed Question:

Since March 2020, have any of the following things happened to you in your day-to-day life?

- You were treated with less courtesy and respect than other people
- You received poorer service than other people at restaurants or stores
- People acted as if they were afraid of you.
- You were threatened or harassed

1. Yes
2. No
3. DK/Refused

How often (*referencing the combined events*)?

1. Almost every day
2. A few times per week
3. Once per week
4. A few times per month
5. < a few times per month
6. Never
7. Unsure

Did this treatment happen to you due to people thinking you might have the coronavirus?

Vaccine Confidence

proposed question for PAC-AAPI Survey

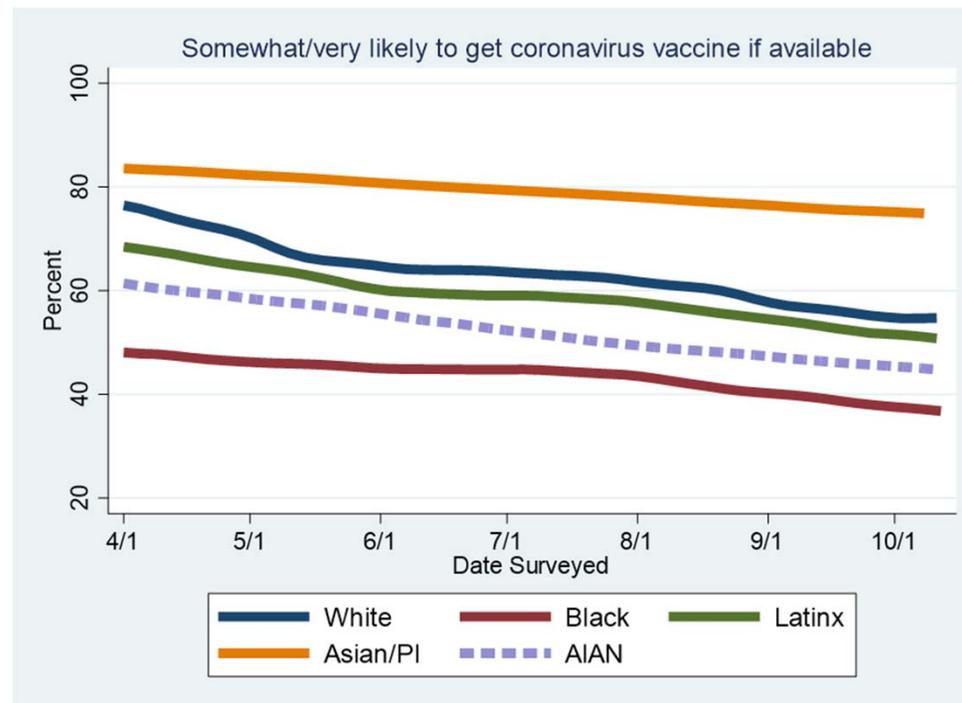
Cr025. How likely are you to get vaccinated for coronavirus once a vaccine is available to the public?

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely
- Unsure

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely
- DK/Refused

Proposed addition:

If a credible public health official said the vaccine is safe and effective, how likely would you be to get vaccinated?



Thank you!

Dana Gleib, Ying Liu,
Sabira Mohamed, Shadya Sanders

