



# The March 2025 AAPI Data/AP-NORC Center Poll

Conducted by The Associated Press-NORC Center for Public Affairs Research and AAPI Data with funding from the University of California (UC) Riverside

*Interviews: 03/04-10/2025*

*N=1,182 Asian American, Native Hawaiian and Pacific Islander adults in the U.S.*

*Margin of sampling error: +/- 4.7 percentage points at the 95% confidence level among the full sample, including the design effect*

*NOTES: All results show percentages among all respondents, unless otherwise labeled. Comparisons to U.S. general adult population polls are provided when applicable.*

**CURY2. Overall, do you approve or disapprove of the way Donald Trump is handling...?**

**[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

AP-NORC		Approve	Disapprove	DK	SKP/REF
The economy	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	28	71	-	1
	AP-NORC Poll of U.S. Adults 03/20-24/2025 (N=1,229)	40	58	1	1
Climate change	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	29	71	-	*
Immigration	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	42	58	-	*
	AP-NORC Poll of U.S. Adults 03/20-24/2025 (N=1,229)	49	50	*	1
Trade negotiations with other countries	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	28	71	-	1
	AP-NORC Poll of U.S. Adults 03/20-24/2025 (N=1,229)	38	60	1	2
Government spending	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	37	63	-	*
	AP-NORC Poll of U.S. Adults 03/20-24/2025 (N=1,229)	46	51	1	2
The conflict between the Israelis and Palestinians	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	33	65	-	2
	AP-NORC Poll of U.S. Adults 03/20-24/2025 (N=1,229)	44	54	1	1
Managing the federal government	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	31	68	-	1
	AP-NORC Poll of U.S. Adults 03/20-24/2025 (N=1,229)	43	55	*	2
Diversity and inclusion policies	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	34	64	-	1

**POLICIES2. Do you favor, neither favor nor oppose, or oppose each of the following government policies?**

**[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

		<b>Strongly /some- what favor NET</b>	Strongly favor	Some- what favor	<b>Neither favor nor oppose</b>	<b>Strongly/ some- what oppose NET</b>	Some- what oppose	Strongly oppose	DK	SKP/ REF
Eliminating federal funding to K-12 schools that teach about the ongoing impact of slavery and racism in America	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	<b>17</b>	8	9	<b>18</b>	<b>65</b>	11	53	-	*
Eliminating initiatives, like the White House Initiative on Asian Americans, Native Hawaiians and Pacific Islanders, that seek to broaden access to federal resources, policies, and programs for Asian Americans and Pacific Islanders	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	<b>13</b>	5	8	<b>21</b>	<b>66</b>	22	44	-	*
Eliminating the debt ceiling, a limit set by lawmakers that determines how much the federal government can borrow to pay its existing bills	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	<b>19</b>	7	12	<b>30</b>	<b>51</b>	20	31	-	*
	AP-NORC Poll of U.S. Adults 01/09-13/2025 (N=1,147)	<b>23</b>	9	14	<b>29</b>	<b>47</b>	22	25	*	1

**DOGE4. Do you favor, neither favor nor oppose, or oppose each of the following?**

**[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

AAPI Data/AP-NORC Poll 03/04-10/2025	<b>Strongly/ Somewhat favor NET</b>	Strongly favor	Somewhat favor	<b>Neither favor nor oppose</b>	<b>Strongly/ somewhat oppose NET</b>	Somewhat oppose	Strongly oppose	DK	SKP/ REF
Eliminating the Consumer Financial Protection Bureau (CFPB), the federal agency that implements and enforces consumer protection laws with financial companies like banks	<b>13</b>	4	9	<b>18</b>	<b>69</b>	17	52	-	*
Eliminating the US Agency for International Development (USAID), the federal agency that provides aid to developing countries	<b>29</b>	16	13	<b>17</b>	<b>55</b>	17	38	-	*
Eliminating the U.S. Department of Education (DoE), the federal agency that oversees education policy and funding	<b>15</b>	7	8	<b>18</b>	<b>67</b>	16	51	-	*

*N=1,182*

**PRIORITY.** Would you say Donald Trump is mostly focusing on the right or wrong priorities as president, or has it been about an even mix?

**[HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]**

	AAPI Data/AP-NORC Poll 03/04-10/2025
Mostly focusing on the right priorities	18
Mostly focusing on the wrong priorities	55
About an even mix	18
Don't know enough to say	9
SKIPPED/REFUSED	*

*N= 1,182*

**INFLUENCE.** Would you say Elon Musk currently has too much influence, too little influence, or about the right amount of influence on the U.S. federal government?

**[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

	AAPI Data/AP-NORC Poll 03/04-10/2025
Too much	76
Too little	4
About the right amount	19
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

*N= 1,182*

**PP1. Now, which party do you trust to do a better job of handling:**

**[GRID ITEMS RANDOMIZED, HALF OF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

AAPI Data/APNORC Poll 03/04-10/2025	The Republicans	The Democrats	Both equally	Neither	DK	SKP/REF
Immigration	35	31	10	22	-	1
Foreign policy issues	25	42	12	20	-	1
Inflation	26	29	13	31	-	1
The economy	28	31	13	27	-	1
Climate change or environmental issues	15	56	9	20	-	*
Health reform	18	45	11	25	-	1
Education	19	50	10	20	-	1
Housing costs	19	33	16	32	-	*

*N=1,182*

**CC24. Do you think climate change has already had a major impact, will have a major impact, or will not have a major impact on each of the following in your lifetime?**

**[GRID ITEMS RANDOMIZED]**

AP-NORC		Has had a major impact	Will have a major impact	Will not have a major impact	DK	SKP/REF
You personally	AAPI Data/AP-NORC Poll 03/04-10/2025 ( <i>N=1,182</i> )	35	43	22	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 ( <i>N=1,112</i> )	26	43	31	-	1
Your health	AAPI Data/AP-NORC Poll 03/04-10/2025 ( <i>N=1,182</i> )	21	53	26	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 ( <i>N=1,112</i> )	13	43	43	-	1
Air quality in your area	AAPI Data/AP-NORC Poll 03/04-10/2025 ( <i>N=1,182</i> )	32	45	23	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 ( <i>N=1,112</i> )	24	41	34	-	1
Availability of water in your area	AAPI Data/AP-NORC Poll 03/04-10/2025 ( <i>N=1,182</i> )	26	48	26	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 ( <i>N=1,112</i> )	14	41	43	-	1

**CC19. Have you been personally affected by each of the following in the last five years, or not?<sup>1</sup>**

**[GRID ITEMS RANDOMIZED]**

		Yes	No	DK	SKP/REF
Extremely hot weather or extreme heat waves	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	65	35	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 (N=1,112)	55	45	-	*
	AP-NORC Poll of U.S. Adults 07/25-29/2024 (N=1,143)	71	28	-	1
	AAPI Data/ APNORC 03/04-11/2024 (N=1,005)	59	40	-	*
Severe cold weather or severe winter storms	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	46	54	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 (N=1,112)	49	50	-	1
	AP-NORC Poll of U.S. Adults 07/25-29/2024 (N=1,143)	34	65	-	1
	AAPI Data/ APNORC 03/04-11/2024 (N=1,005)	49	50	-	1
Major droughts or water shortages	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	39	60	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 (N=1,112)	31	68	-	*
	AP-NORC Poll of U.S. Adults 07/25-29/2024 (N=1,143)	31	68	-	1
	AAPI Data/ APNORC 03/04-11/2024 (N=1,005)	34	66	-	1
Hurricanes or severe tropical storms	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	23	76	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 (N=1,112)	25	74	-	*
	AP-NORC Poll of U.S. Adults 07/25-29/2024 (N=1,143)	26	72	-	2
	AAPI Data/ APNORC 03/04-11/2024 (N=1,005)	25	74	-	*

<sup>1</sup> Previous polls phrased the question as “Have you been personally affected by each of the following extreme weather events in the last five years, or not?”

AP-NORC		Yes	No	DK	SKP/REF
Major flooding	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	17	83	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 (N=1,112)	18	82	-	1
	AP-NORC Poll of U.S. Adults 07/25-29/2024 (N=1,143)	18	81	-	1
	AAPI Data/ APNORC 03/04-11/2024 (N=1,005)	23	76	-	1
Wildfires	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	32	68	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 (N=1,112)	16	83	-	1
	AP-NORC Poll of U.S. Adults 07/25-29/2024 (N=1,143)	22	77	-	1
	AAPI Data/ APNORC 03/04-11/2024 (N=1,005)	33	67	-	*
Tornadoes	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	11	89	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 (N=1,112)	17	82	-	1
	AP-NORC Poll of U.S. Adults 07/25-29/2024 (N=1,143)	18	81	-	1
	AAPI Data/ APNORC 03/04-11/2024 (N=1,005)	12	88	-	1
Other severe weather events or weather disasters	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	30	69	-	1
	AP-NORC Poll of U.S. Adults 02/06-10/2025 (N=1,112)	20	80	-	1
	AP-NORC Poll of U.S. Adults 07/25-29/2024 (N=1,143)	22	76	-	2
	AAPI Data/ APNORC 03/04-11/2024 (N=1,005)	31	69	-	1



**CC25. There are many people in this country who live in areas that are becoming more susceptible to destruction by disasters such as hurricanes, wildfires, and flooding. In general, when disasters strike these areas, do you favor, neither favor nor oppose, or oppose the federal government doing the following:**

**[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

		<b>Strongly/ Some- what favor NET</b>	Strongly favor	Some- what favor	<b>Neither favor nor oppose</b>	<b>Strongly/ Some- what oppose NET</b>	Some- what oppose	Strongly oppose	DK	SKP/ REF
Providing money to local residents to help them rebuild in the same community	AAPI Data/AP-NORC Poll of U.S. Adults 03/04-10/2025 (N=1,182)	<b>58</b>	30	29	<b>25</b>	<b>16</b>	11	5	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 (N=1,112)	<b>60</b>	31	29	<b>26</b>	<b>14</b>	10	4	*	*
Providing money to local residents to make their property more resistant to natural disasters	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	<b>62</b>	30	32	<b>26</b>	<b>12</b>	8	4	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 (N=1,112)	<b>63</b>	31	33	<b>26</b>	<b>10</b>	7	3	*	*
Providing homeowners' insurance in these communities for people who cannot get private insurance	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	<b>60</b>	30	29	<b>25</b>	<b>15</b>	10	5	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 (N=1,112)	<b>58</b>	32	26	<b>25</b>	<b>16</b>	11	5	*	1
Restricting new construction in these communities	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	<b>51</b>	24	28	<b>33</b>	<b>16</b>	10	6	-	*
	AP-NORC Poll of U.S. Adults 02/06-10/2025 (N=1,112)	<b>44</b>	19	24	<b>38</b>	<b>18</b>	10	7	*	1

**POLICIES3. Would you favor, neither favor nor oppose, or oppose each of the following government policies?**

**[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

		<b>Strongly/ Some- what favor NET</b>	Strongly favor	Some- what favor	<b>Neither favor nor oppose</b>	<b>Strongly/ Some- what oppose NET</b>	Some- what oppose	Strongly oppose	DK	SKP/ REF
Deporting all immigrants living in the United States <u>illegally</u>	AAPI Data/AP-NORC Poll of U.S. Adults 03/04-10/2025 (N=1,182)	<b>43</b>	21	22	<b>17</b>	<b>39</b>	16	23	-	1
	AP-NORC Poll of U.S. Adults 01/09-13/2025 (N=1,147)	<b>43</b>	23	20	<b>19</b>	<b>37</b>	18	19	*	1
Deporting all immigrants living in the United States <u>illegally</u> , even if that means they will be separated from their children who are citizens	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	<b>27</b>	11	16	<b>18</b>	<b>55</b>	20	35	-	*
	AP-NORC Poll of U.S. Adults 01/09-13/2025 (N=1,147)	<b>28</b>	15	13	<b>17</b>	<b>55</b>	18	37	*	1
Arresting people who are in the country <u>illegally</u> while they are in the hospital	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	<b>22</b>	11	11	<b>18</b>	<b>60</b>	22	38	-	*
	AP-NORC Poll of U.S. Adults 01/09-13/2025 (N=1,147)	<b>27</b>	15	12	<b>20</b>	<b>52</b>	18	34	*	1
Arresting people who are in the country <u>illegally</u> while they are at church or other places of worship <sup>2</sup>	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	<b>25</b>	12	13	<b>22</b>	<b>52</b>	16	36	-	*
	AP-NORC Poll of U.S. Adults 01/09-13/2025 (N=1,147)	<b>20</b>	13	7	<b>22</b>	<b>57</b>	15	41	*	1

<sup>2</sup> In the [January 2025 AP-NORC Poll of U.S. Adults](#), this question was asked as “Arresting people who are in the country illegally while they are at church”.

**POLICIES4. Would you favor, neither favor nor oppose, or oppose each of the following possible government policies?**

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

		<b>Strongly/ Some- what favor NET</b>	Strongly favor	Some- what favor	<b>Neither favor nor oppose</b>	<b>Strongly/ Some- what oppose NET</b>	Some- what oppose	Strongly oppose	DK	SKP/ REF
Deporting all immigrants living in the United States <u>illegally</u> who have been convicted of a violent crime	AAPI Data/AP-NORC Poll of U.S. Adults 03/04-10/2025 (N=1,182)	<b>83</b>	67	17	<b>7</b>	<b>9</b>	4	5	-	*
	AP-NORC Poll of U.S. Adults 01/09-13/2025 (N=1,147)	<b>82</b>	65	18	<b>10</b>	<b>6</b>	2	4	-	1
Deporting all immigrants living in the United States <u>illegally</u> who have been convicted of a nonviolent crime such as shoplifting or burglary	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	<b>60</b>	36	25	<b>18</b>	<b>21</b>	9	12	-	*
Detaining certain immigrants at Guantanamo Bay while they await deportation or asylum processing	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	<b>30</b>	16	13	<b>29</b>	<b>42</b>	16	26	-	*
Ensuring humane treatment for immigrants being sent back to their home country	AAPI Data/AP-NORC Poll 03/04-10/2025 (N=1,182)	<b>77</b>	50	27	<b>15</b>	<b>7</b>	4	3	-	1

**BIRTHRIGHT1. Do you favor, oppose, or neither favor nor oppose the federal government doing each of the following?**

**[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

AAPI Data/AP-NORC Poll 03/04-10/2025	<b>Strongly/ some- what favor NET</b>	Strongly favor	Some- what favor	<b>Neither favor nor oppose</b>	<b>Strongly/ some- what oppose NET</b>	Somewhat oppose	Strongly oppose	DK	SKP/ REF
Eliminating the constitutional right to birthright citizenship for children born in the United States to parents who are here <u>illegally</u>	<b>32</b>	17	15	<b>17</b>	<b>50</b>	13	37	-	1
Eliminating the constitutional right to birthright citizenship for children born in the United States to parents who are here on <u>temporary work or student visas</u>	<b>24</b>	11	13	<b>19</b>	<b>56</b>	14	42	-	1
Reducing the number of family-sponsored visas available for immigrants living in the country legally to bring their relatives to the United States	<b>23</b>	8	15	<b>26</b>	<b>50</b>	21	30	-	1
Reducing the number of temporary work visas, such as H-1B visas, available for foreign workers	<b>23</b>	10	13	<b>26</b>	<b>49</b>	22	28	-	1

*N=1,182*

**PARTYID7. Do you consider yourself a Democrat, a Republican, an Independent or none of these?**

	AAPI Data/AP-NORC Poll 03/04-10/2025
<b>Democrat NET</b>	<b>52</b>
Strong Democrat	17
Not so strong Democrat	19
Lean Democrat	15
<b>Independent/None – Don't lean</b>	<b>23</b>
<b>Republican NET</b>	<b>25</b>
Lean Republican	7
Not so strong Republican	9
Strong Republican	9

*N=1,182*

**AGE**

	AAPI Data/AP-NORC Poll 03/04-10/2025
18-29	17
30-44	34
45-59	26
60+	23

*N=1,182*

**SEX**

	AAPI Data/AP-NORC Poll 03/04-10/2025
Male	48
Female	52

*N=1,182*

**LANG2**

	AAPI Data/AP-NORC Poll 03/04-10/2025
English	37
Non-English	58
SKIPPED ON WEB/REFUSED	4

*N=1,182*

**AANHPI ORIGIN**

	AAPI Data/AP-NORC Poll 03/04-10/2025
Chinese alone	20
Asian Indian alone	18
Filipino (and no other AAPI origin)	17
Vietnamese (and no other AAPI origin)	9
Korean (and no other AAPI origin)	8
Japanese (and no other AAPI origin)	6
NHPI alone	3
Other singular Asian origin	12
Multiple AA and NHPI origins	6

*N=1,182*

**MARITAL STATUS**

	AAPI Data/AP-NORC Poll 03/04-10/2025
Married	55
Not married	45

*N=1,182*

**EMPLOYMENT**

	AAPI Data/AP-NORC Poll 03/04-10/2025
Employed	66
Not employed	34

*N=1,182*

**EDUCATION**

	AAPI Data/AP-NORC Poll 03/04-10/2025
Less than a high school diploma	9
High school graduate or equivalent	14
Some college	22
College graduate or above	31
Post grad study/professional degree	23

*N=1,182*

**CENSUS REGION**

	AAPI Data/AP-NORC Poll 03/04-10/2025
<b>Northeast NET</b>	<b>17</b>
New England	4
Mid-Atlantic	12
<b>Midwest NET</b>	<b>11</b>
East North Central	7
West North Central	4
<b>South NET</b>	<b>25</b>
South Atlantic	14
East South Central	2
West South Central	9
<b>West NET</b>	<b>47</b>
Mountain	5
Pacific	43

*N=1,182*

**HOME OWNERSHIP**

	AAPI Data/AP-NORC Poll 03/04-10/2025
Owned or being bought by you or someone in your household	72
Rented for cash	24
Occupied without payment of cash rent	5

*N=1,182*

**INCOME**

	AAPI Data/AP-NORC Poll 03/04-10/2025
Under \$10,000	2
\$10,000 to under \$20,000	6
\$20,000 to under \$30,000	6
\$30,000 to under \$40,000	4
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	21
\$150,000 or more	26

*N=1,182*

**RELIG. What is your present religion, if any?**

	AAPI Data/AP-NORC Poll 03/04-10/2025
Protestant	10
Roman Catholic	16
Just Christian	11
Buddhist	10
Other religion	19
Nothing in particular	18
Atheist/agnostic	16
SKIPPED ON WEB/REFUSED	*

*N=1,182*

**COO. Nativity**

	AAPI Data/AP-NORC Poll 03/04-10/2025
Born in the United States	35
Born outside the United States	65

*N=1,182*

**SECONDGEN**

	AAPI Data/AP-NORC Poll 03/04-10/2025
Born in the U.S. and child of at least one parent born outside the U.S.	25
All other respondents	75

*N=1,182*



## **METHODS**

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and AAPI Data with funding from the University of California (UC) Riverside.

Data were collected using the Amplify AAPI Monthly survey drawing from NORC’s Amplify AAPI® Panel designed to be representative of the U.S. Asian American, Native Hawaiian and Pacific Islander (AANHPI) household population. The survey was part of a larger study that included questions about other topics not included in this report.

Amplify AAPI is a blend of multiple sample designs. Each stage seeks to provide maximum coverage of the AANHPI population, and all are combined through base-weighting to arrive at a representative overall cross-section of AANHPI in the United States. The first stage included recruitment of approximately 850 active AANHPI panelists from NORC’s flagship probability panel, AmeriSpeak. These panelists now serve as members of both the AmeriSpeak and the Amplify AAPI panels. During the initial recruitment phase of the AmeriSpeak panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame or a secondary national address frame, both with over 96% coverage of all U.S. addresses, and then contacted by U.S. mail, email, telephone, or field interviewers (face to face).

The second stage began in the spring of 2022, when Amplify AAPI recruited 150 households from a 30,000-sample pool as a pilot to test the sample design’s feasibility and participation rates. In 2023, Blue Shield Foundation of California and UC Riverside/AAPI Data sponsored a recruitment effort in California generating 1,150 additional panelists. Finally, the Rockefeller Foundation funded a national recruitment effort, including new recruits and those from the 2022 Pew Asian American Survey, generating 4,700 panelists who are eligible for the monthly survey.

By providing recruiting and interviewing in the languages noted below, Amplify AAPI covers approximately 90 percent of Asian language “linguistically isolated” households, that is, households in which no adult can speak English or Spanish at least “well.” Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings population.

Interviews for this survey were conducted between March 4-10, 2025 with Asian Americans, Native Hawaiians and Pacific Islanders 18 years of age or older representing the 50 states and the District of Columbia. Panel members were randomly drawn from the Amplify AAPI Panel, and 1,182 completed the survey—1,181 via the web with 1 by telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. In addition to English, the survey was offered in the Chinese dialects of Mandarin and Cantonese, Vietnamese, and Korean, depending on respondent preference. The final stage completion rate is 25.0 percent, the weighted household panel response rate is 26.1 percent, and the weighted household panel retention rate is 78.2 percent, for a cumulative response rate of 5.1 percent. Respondents were offered a small monetary incentive (either \$2 or \$5) for completing the survey.

The overall margin of sampling error is +/-4.7 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups. Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 31 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample was selected and fielded, and all the study data were collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census region, race/ethnicity, education, U.S. born, and Asian origin. Weighting variables were obtained from the American Communities Survey (ACS) 5 years data 2017-2021. The weighted data reflect the U.S. Asian American, Native Hawaiian and Pacific Islander (AANHPI) household population, including all 50 states and the District of Columbia.

Complete questions and results are available at [www.apnorc.org](http://www.apnorc.org). For more information about the study, email [info@apnorc.org](mailto:info@apnorc.org).

Additional information on the Amplify AAPI Panel methodology is available at: <https://amplifyaapi.norc.org/>. For more information about the panel, email [Amplifyaapi-bd@norc.org](mailto:Amplifyaapi-bd@norc.org).

### **About the Associated Press-NORC Center for Public Affairs Research**

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The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals. Learn more at [www.apnorc.org](http://www.apnorc.org).

### **About AAPI Data**

AAPI Data is a leading research and policy organization producing accurate data to shift narratives and drive action toward enduring solutions for Asian American (AA) and Native Hawaiian/Pacific Islander (NHPI) communities across the nation. AAPI Data aspires to transform public and private systems to ensure that all AA and NHPI communities are recognized, valued and prioritized. Learn more at [aapidata.com](http://aapidata.com).