



The April 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: 4/7-14/2025

N=1,094 Asian American, Native Hawaiian and Pacific Islander adults in the U.S.

Margin of sampling error: +/- 4.8 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.*

BB2. In the next year, do you think each of the following will get better, get worse, or stay about the same?

[GRID ITEMS RANDOMIZED]

		Much/ Somewhat better NET	Much better	Somewhat better	About the same	Much/ Somewhat worse NET	Somewhat worse	Much worse	DK	SKP/ REF
The way things are going in the country overall	AAPI Data/AP- NORC Poll 4/7-14/25 (N=1,094)	18	7	10	9	73	26	47	-	1
	AAPI Data/AP- NORC Poll 12/4-11/23 (N=1,091)	19	2	17	36	45	34	11	-	*
	AP-NORC Poll of U.S. Adults 3/16-20/23 (N=1,081)	15	2	13	30	55	33	21	-	1
The national economy	AAPI Data/AP- NORC Poll 4/7-14/25 (N=1,094)	17	7	10	8	74	26	48	-	1
	AAPI Data/AP- NORC Poll 12/4-11/23 (N=1,091)	23	2	21	35	42	32	10	-	*
	AP-NORC Poll of U.S. Adults 3/16-20/23 (N=1,081)	18	2	16	28	54	33	21	*	1
Your own personal finances	AAPI Data/AP- NORC Poll 4/7-14/25 (N=1,094)	19	6	13	28	51	35	17	-	1
	AAPI Data/AP- NORC Poll 12/4-11/23 (N=1,091)	30	6	24	50	20	16	4	-	*
	AP-NORC Poll of U.S. Adults 3/16-20/23 (N=1,081)	30	6	23	44	25	17	8	*	1

ECO1. Thinking about your financial situation, how confident are you that...?

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

AP-NORC		Extremely/ Very confident NET	Extremely confident	Very confident	Somewhat confident	Not very/ Not at all confident NET	Not very confident	Not at all confident	DK	SKP/ REF
You would be able to find a good job if you wanted to	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	17	4	13	31	51	35	15	-	1
	AAPI Data/AP-NORC Poll 12/4-11/23 (N=1,091)	19	6	14	45	35	26	9	-	*
	AP-NORC Poll of U.S. Adults 10/5-9/23 (N=1,163)	27	10	17	35	37	20	17	*	2
You will have enough savings for your retirement	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	20	7	13	31	48	26	22	-	1
	AAPI Data/AP-NORC Poll 12/4-11/23 (N=1,091)	22	8	14	35	42	25	18	-	*
	AP-NORC Poll of U.S. Adults 10/5-9/23 (N=1,163)	18	6	12	32	49	22	27	*	1

AP-NORC		Extremely/ Very confident NET	Extremely confident	Very confident	Somewhat confident	Not very/ Not at all confident NET	Not very confident	Not at all confident	DK	SKP/ REF
You can keep up with your expenses	AAPI Data/AP- NORC Poll 4/7-14/25 (N=1,094)	28	8	20	40	32	25	7	-	1
	AAPI Data/AP- NORC Poll 12/4-11/23 (N=1,091)	30	10	20	46	23	19	4	-	*
	AP-NORC Poll of U.S. Adults 10/5-9/23 (N=1,163)	32	11	21	42	26	15	12	*	1
You would be able to pay an unexpected medical expense	AAPI Data/AP- NORC Poll 4/7-14/25 (N=1,094)	25	8	17	35	39	25	14	-	1
	AAPI Data/AP- NORC Poll 12/4-11/23 (N=1,091)	26	9	17	34	40	26	14	-	*
	AP-NORC Poll of U.S. Adults 10/5-9/23 (N=1,163)	26	9	16	31	42	19	24	*	1

DREAM1. Please indicate whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statement:

The way things are in America, people like me and my family have a good chance of improving our standard of living.

	AAPI Data/AP-NORC Poll 4/7-14/25
Strongly/Somewhat agree NET	27
Strongly agree	6
Somewhat agree	21
Neither agree nor disagree	27
Strongly/Somewhat disagree NET	46
Somewhat disagree	25
Strongly disagree	22
DON'T KNOW	-
SKIPPED/REFUSED	*

N=

1,094

DREAM2. How likely do you think it is that young people today will have a better standard of living than their parents?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AAPI Data/AP-NORC Poll 4/7-14/25	AP-NORC Poll of U.S. Adults 8/25-29/22
Very/Somewhat likely NET	34	45
Very likely	9	8
Somewhat likely	25	37
Very/Somewhat unlikely NET	66	54
Somewhat unlikely	39	36
Very unlikely	27	17
DON'T KNOW	-	*
SKIPPED/REFUSED	*	1

N=

1,094

1,014

TAX1. Would you say each of the following groups pays too much, too little or about the right amount in federal taxes?

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

AAPL Data/AP-NORC Poll 4/7-14/25	Too much	Too little	About the right amount	DK	SKP/REF
Higher income households	14	66	19	-	1
Middle income households	63	6	30	-	1
Lower income households	48	13	38	-	1
You and your household	57	7	35	-	1

N=1,094

TAX2. How much confidence do you have in each of the following to spend the taxes that you pay in the best interest of people like you?¹

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

		Extremely/ Very confident NET	Extremely confident	Very confident	Somewhat confident	Not very/ Not at all confident NET	Not very confi- dent	Not at all confi- dent	DK	SKP/ REF
The federal government	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	5	1	4	18	77	41	36	-	*
	AP-NORC Poll of U.S. Adults 12/14-18/23 (N=1,024)	6	1	5	27	66	34	32	*	1
Your state government	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	7	1	6	36	56	38	18	-	*
	AP-NORC Poll of U.S. Adults 12/14-18/23 (N=1,024)	7	1	6	34	58	32	26	*	1
Your local government	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	11	1	10	40	49	33	16	-	*
	AP-NORC Poll of U.S. Adults 12/14-18/23 (N=1,024)	11	2	10	37	50	30	21	*	1
Your local school district	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	14	2	12	41	45	30	15	-	*
	AP-NORC Poll of U.S. Adults 12/14-18/23 (N=1,024)	16	4	12	36	45	25	20	*	1

¹ The December 2023 AP-NORC Poll of U.S. Adults phrased the grid items “Your state government” and “Your local government” as “The state government” and “The local government.”

TAX3. If you had to choose, would you favor a smaller government providing fewer services or a bigger government providing more services?

[HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]

	AAPI Data/AP-NORC Poll 4/7-14/25	AP-NORC Poll of U.S. Adults 3/16-20/23
Smaller government providing fewer services	36	49
Bigger government providing more services	63	50
DON'T KNOW	-	1
SKIPPED/REFUSED	*	1

N=

1,094

1,081

TAXCUT. Would you favor, oppose, or neither favor nor oppose federal tax cuts for each of the following?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AAPI Data/AP-NORC Poll 4/7-14/25	Strongly/ Somewhat favor NET	Strongly favor	Somewhat favor	Neither favor nor oppose	Strongly/ Somewhat oppose NET	Somewhat oppose	Strongly oppose	DK	SKP/ REF
Higher income households	16	8	8	18	66	19	46	-	*
Middle income households	57	24	33	29	13	7	6	-	1
Lower income households	59	33	25	24	17	8	9	-	1
Small businesses	63	27	36	24	12	6	6	-	*
Large corporations	18	6	12	14	68	24	44	-	*

N=1,094

TARIFF. Now I want you to think about tariffs, that is, import taxes, on certain goods brought into the U.S. from other countries.

Overall, do you think the tariffs will definitely help, probably help, neither help nor hurt, probably hurt, or definitely hurt each of the following?

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

AAPI Data/AP-NORC Poll 4/7-14/25	Definitely/ Probably help NET	Definitely help	Probably help	Neither help nor hurt	Probably/ Definitely hurt NET	Probably hurt	Definitely hurt	DK	SKP/ REF
Prices you and your family pay	8	3	4	9	83	20	63	-	*
Job opportunities for U.S. workers	24	6	18	14	62	22	40	-	*

N=1,094

SPEND. Do you think the U.S. government is spending too much, too little, or the right amount on each of the following?

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

		Too much	Too little	About the right amount	DK	SKP/ REF
Medicaid, which is a government health care coverage program for low-income people and people with certain disabilities	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	20	47	32	-	1
	AP-NORC Poll of U.S. Adults 1/9-13/25 (N=1,147)	15	55	29	*	*
Medicare, which is the national health care insurance program mainly for seniors	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	12	51	36	-	1
	AP-NORC Poll of U.S. Adults 1/9-13/25 (N=1,147)	9	61	30	*	1
Food and nutrition assistance for low-income people	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	18	45	34	-	2
Housing assistance for low-income people	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	21	51	27	-	1

TEACH. Do you favor, oppose, or neither favor nor oppose each of the following at K-12 public schools in your state?

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

		Strongly/ Somewhat favor NET	Strongly favor	Some- what favor	Neither favor nor oppose	Strongly/ Some- what oppose NET	Some- what oppose	Strongly oppose	DK	SKP/ REF
Teaching about the history of slavery, racism, and segregation in public schools	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	73	50	24	19	7	5	2	-	*
	AAPI Data/AP-NORC Poll 4/8-17/24 (N=1,068)	71	44	26	20	7	5	2	-	2
Teaching about the history of Asian American and Pacific Islander communities in the U.S.	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	75	48	27	21	4	3	1	-	*
	AAPI Data/AP-NORC Poll 4/8-17/24 (N=1,068)	71	44	27	24	4	3	1	-	2
Teaching about issues related to sex and sexuality	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	57	30	28	22	21	11	10	-	1
	AAPI Data/AP-NORC Poll 4/8-17/24 (N=1,068)	53	27	26	26	19	10	9	-	2
Individual school boards restricting what subjects teachers and students can discuss in the classroom	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	15	4	11	24	60	25	34	-	1
	AAPI Data/AP-NORC Poll 4/8-17/24 (N=1,068)	17	4	13	25	56	23	33	-	2

COLLEGE_DEGREE. In general, how essential is a four-year college degree for a person to achieve each of the following?

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

		Essential/ Important but not essential NET	Essential	Important, but not essential	Not too important/ Not important at all NET	Not too important	Not important at all	DK	SKP/ REF
Being an informed and engaged citizen	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	78	40	38	21	16	6	-	1
	AP-NORC Poll of U.S. Adults 5/16-21/24 (N=1,309)	62	25	37	36	18	18	-	2
	AAPI Data/APNORC 4/8-17/24 (N=1,068)	82	42	41	16	12	4	-	1
Getting a good job that can comfortably support a family	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	88	46	42	11	8	3	-	1
	AP-NORC Poll of U.S. Adults 5/16-21/24 (N=1,309)	76	32	43	22	14	8	-	2
	AAPI Data/APNORC 4/8-17/24 (N=1,068)	92	48	44	7	5	2	-	1
Increasing wealth and minimizing debt over the long term	AAPI Data/AP-NORC Poll 4/7-14/25 (N=1,094)	87	39	47	13	10	3	-	1
	AP-NORC Poll of U.S. Adults 5/16-21/24 (N=1,309)	70	25	45	28	17	10	1	2
	AAPI Data/APNORC 4/8-17/24 (N=1,068)	86	44	43	12	10	2	-	1

		Essential/ Important but not essential NET	Essential	Important, but not essential	Not too important/ Not important at all NET	Not too important	Not important at all	DK	SKP/ REF
Having the ability to change jobs more easily over the long term	AAPI Data/AP- NORC Poll 4/7-14/25 (N=1,094)	88	39	49	11	8	4	-	1
	AAPI Data/ APNORC 4/8-17/24 (N=1,068)	83	35	48	16	13	3	-	1

FED2. How concerned are you about each of the following when it comes to colleges and universities in the United States?

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

AAPI Data/AP-NORC Poll 4/7-14/25	Extremely/ Very concerned NET	Extremely concerned	Very concerned	Somewhat concerned	Not very/ Not at all concerned NET	Not very concerned	Not at all con- cerned	DK	SKP/ REF
Federal government cuts to university research	56	35	21	24	18	14	5	-	2
Restrictions to free speech on college campuses	57	37	19	25	17	13	5	-	1
Increases in student loan debt	63	32	30	24	13	10	3	-	1
Decreases in the rate of college enrollment	34	13	21	36	29	21	7	-	1

N=1,094

FED1. Do you favor, oppose, or neither favor nor oppose each of the following actions?

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

AAPI Data/AP-NORC Poll 4/7-14/25	Strongly/ Somewhat favor NET	Strongly favor	Somewhat favor	Neither favor nor oppose	Strongly/ Somewhat oppose NET	Somewhat oppose	Strongly oppose	DK	SKP/ REF
Cutting federal funding for colleges and universities accused of allowing antisemitic speech	27	12	15	28	45	17	28	-	1
Cutting federal funding for colleges and universities with diversity, equity, and inclusion programs	17	10	7	17	65	19	45	-	1
Arresting or deporting, students involved with on-campus protests	19	9	10	18	62	14	48	-	1
Cutting federal funding for colleges and universities that allow transgender athletes in women's sports	31	20	11	24	44	13	31	-	1

N=1,094

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

	AAPI Data/AP-NORC Poll 4/7-14/25
Democrat NET	55
Strong Democrat	18
Not so strong Democrat	22
Lean Democrat	15
Independent/None – Don't lean	23
Republican NET	22
Lean Republican	6
Not so strong Republican	7
Strong Republican	9
UNKNOWN	*

N=

1,094

AGE

	AAPI Data/AP-NORC Poll 4/7-14/25
18-29	18
30-44	32
45-59	27
60+	23

N= 1,094

SEX

	AAPI Data/AP-NORC Poll 4/7-14/25
Male	48
Female	52

N= 1,094

LANG2

	AAPI Data/AP-NORC Poll 4/7-14/25
English	36
Non-English	58
SKIPPED ON WEB/REFUSED	7

N= 1,094

AANHPI ORIGIN

	AAPI Data/AP-NORC Poll 4/7-14/25
Chinese (and no other AAPI origin)	21
Asian Indian (and no other AAPI origin)	19
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	10
Multiple AA and NHPI origins	6

N= 1,094

MARITAL STATUS

	AAPI Data/AP-NORC Poll 4/7-14/25
Married	52
Not married	48

N= 1,094

EMPLOYMENT

	AAPI Data/AP-NORC Poll 4/7-14/25
Employed	66
Not employed	34

N= 1,094

EDUCATION

	AAPI Data/AP-NORC Poll 4/7-14/25
Less than a high school diploma	10
High school graduate or equivalent	12
Some college	22
Bachelor's degree	32
Post grad study or professional degree	24

N= 1,094

CENSUS REGION

	AAPI Data/AP-NORC Poll 4/7-14/25
Northeast NET	19
New England	4
Mid-Atlantic	15
Midwest NET	10
East North Central	7
West North Central	3
South NET	25
South Atlantic	13
East South Central	2
West South Central	10
West NET	46
Mountain	6
Pacific	41

N=

1,094

HOME OWNERSHIP

	AAPI Data/AP-NORC Poll 4/7-14/25
Owned or being bought by you or someone in your household	70
Rented for cash	24
Occupied without payment of cash rent	5

N=

1,094

INCOME

	AAPI Data/AP-NORC Poll 4/7-14/25
Under \$10,000	3
\$10,000 to under \$20,000	8
\$20,000 to under \$30,000	7
\$30,000 to under \$40,000	3
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	14
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	20
\$150,000 or more	26

N=

1,094

RELIG. What is your present religion, if any?

	AAPI Data/AP-NORC Poll 4/7-14/25
Protestant	10
Roman Catholic	16
Just Christian	10
Buddhist	11
Other religion	18
Nothing in particular	19
Atheist/agnostic	16
SKIPPED ON WEB/REFUSED	*

*N=**1,094***COO. Nativity**

	AAPI Data/AP-NORC Poll 4/7-14/25
Born in the United States	36
Born outside the United States	64
SKIPPED ON WEB/REFUSED	*

*N=**1,094***SECONDGEN**

	AAPI Data/AP-NORC Poll 4/7-14/25
Born in the U.S. and child of at least one parent born outside the U.S.	26
All other respondents	74

*N=**1,094*

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 April 7-14, 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 1,094 completed the survey—1,092 via the web with 2 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 23.7 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 4.8 percent. Respondents were offered a small monetary incentive (either \$2 or \$5) for completing the survey.

The overall margin of sampling error is +/-4.8 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, 52 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 2019-2023. 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. For more information about the study, email 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.

About the Associated Press-NORC Center for Public Affairs Research

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- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. www.norc.org

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.

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.