

The Associated Press-NORC Center for Public Affairs Research

# AAPI ADULTS ARE CONCERNED ABOUT CHANGES TO COLLEGE LANDSCAPE AND INTERGENERATIONAL PROGRESS

AAPI adults continue to view a college degree as integral to improving their future but are concerned with federal funding cuts to higher education. Overall, AAPI adults are more pessimistic about the state of the country, the national economy, and their own personal finances than they were in 2023.

In the midst of <u>ongoing economic</u> <u>uncertainty</u>, a new AAPI Data /AP-NORC Poll finds few AAPI adults are optimistic about an improving standard of living for themselves or for future



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generations. Just 27% agree that people like them can improve their standard of living, and just 34% say it is likely that young people today will have a better standard of living than their parents.

#### Six Things You Should Know About the AAPI Data/AP-NORC Poll Among Asian American, Native Hawaiian and Pacific Islander adults in the U.S.:

- 1. 57% are concerned about restrictions on free speech on college campuses and 56% are concerned about federal government cuts to university research.
- 2. Like last year, most continue to believe a college degree is important to getting a good job that can support a family (88%), increasing wealth (87%), and being an informed and engaged citizen (78%).
- 3. 34% say it is likely that young people today will have a better standard of living than their parents, while 66% say it is unlikely.
- 4. 51% think their own personal finances will get worse in the next year, compared with just 20% who said the same in December 2023.
- 5. 63% would prefer a bigger government providing more services, while 36% would prefer a smaller government with fewer services.
- 6. Most are in favor of tax cuts for lower-income (59%) and middle-income households (57%), while most oppose tax cuts for higher-income households (66%).

AAPI adults <u>continue</u> to view a college degree as essential or important to improving their future prospects, including the ability to change jobs more easily in the long term (88%), getting a good job to support a family (88%), increasing wealth and minimizing debt (87%), or being an informed and engaged citizen (78%).

AAPI communities are concerned about many aspects of the higher education landscape. About 6 in 10 are concerned about increases in student loan debt (63%), restrictions to free speech on college campuses (57%), and federal government cuts to university research (56%). And most AAPI adults are opposed to proposals for cutting federal funding for campuses with DEI programs (65%) or arresting or deporting students involved with on-campus protests (62%). There is less opposition to cutting funding to universities accused of allowing antisemitic speech or for those allowing transgender athletes in women's sports. Still, more AAPI adults oppose than support these policies.

Within the AAPI community, younger adults age 18 to 29 are more likely than those over the age of 30 to oppose certain federal actions on college campuses, including arresting or deporting students involved with on-campus protests and cutting federal funding to colleges and universities with DEI programs or that allow transgender athletes in women's sports.

And when it comes to education in public K-12 schools, most AAPI adults are in favor of teaching about the history of AAPI communities in the U.S. (75%), the history of slavery, racism, and segregation (73%), and to a lesser degree, issues related to sex and sexuality (57%). Six in 10 oppose individual school boards restricting which subjects teachers and students can discuss in the classroom. These findings are nearly identical to those from a <u>year ago</u>.

Overall, AAPI adults are much more pessimistic about the state of the country and their own personal finances than they were a year and a half ago. About 7 in 10 think the way things are going in the country overall (73%) and the national economy (74%) will get worse in the next year, and 51% expect their own personal finances will get worse. In <u>December 2023</u>, about 4 in 10 thought the way things are going in the country overall and the national economy would get worse, and just 20% thought their personal finances would get worse.

Similar to 2023, only about a quarter of AAPI adults are very confident that they can keep up with their expenses (28%) or would be able to pay an unexpected medical expense (25%), and only 2 in 10 are confident they have enough savings for their retirement (20%), though many are somewhat confident. Confidence in being able to find a good job is down compared to 2023. Half of AAPI adults are not confident they could find another job these days compared with a third who felt that way a year ago.

AAPI adults are also concerned about the impacts that tariffs will have on the economy and their finances. Eighty-three percent say tariffs will hurt them and their family when it comes to the prices they pay, and 62% say tariffs will hurt job opportunities for U.S. workers.

The survey also reveals that 63% of AAPI adults would prefer a bigger government providing more services, while just 36% want a smaller government with fewer services. And about half say the government is spending too little on Medicare, Medicaid, and housing and food assistance for low-income people. However, many are skeptical that the government can spend taxes in the best interest of people like them. Just 5% are very confident in the federal government, 7% in their state government, 11% in their local government, and 14% in their local school district. Although confidence is low, AAPI adults are more likely to express being somewhat confident in their state and local

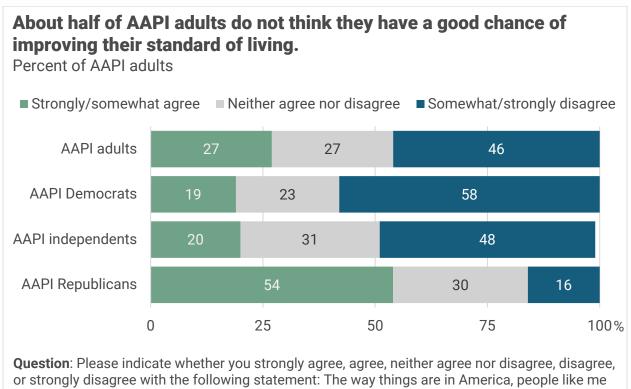
government, as well as their local school district. About 4 in 10 say they are somewhat confident in each of these groups, compared with just 18% who say the same about the federal government.

Two-thirds agree that higher income households pay too little in federal taxes. Conversely, most agree middle-income households (63%) and their own household (57%) pay too much, and about half agree that lower-income households pay too much (48%). About 6 in 10 would favor tax cuts for lower-income and middle-income households, as well as small businesses, while two-thirds oppose tax cuts for higher-income households and large corporations.

The nationwide study was conducted by The AP-NORC Center for Public Affairs Research and AAPI Data from April 7–14, 2025, 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 household population. Online and telephone interviews were offered in English, the Chinese dialects of Mandarin and Cantonese, Vietnamese, and Korean with 1,094 Asian American, Native Hawaiian, and Pacific Islanders aged 18 and older living in the United States. The margin of sampling error is +/- 4.8 percentage points.

### FEW AAPI ADULTS ARE OPTIMISTIC ABOUT IMPROVING THEIR STANDARD OF LIVING FOR THEMSELVES OR FUTURE GENERATIONS.

Only about a quarter of AAPI adults agree that people like them and their family have a good chance of improving their standard of living, while nearly half disagree. Views are heavily influenced by partisanship, with about half of AAPI Republicans reporting they are optimistic about improving their standard of living compared with only about a fifth of Democrats or independents.



and my family have a good chance of improving our standard of living.

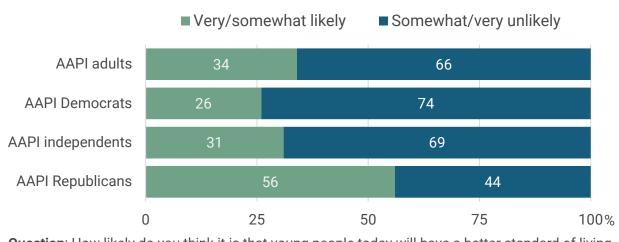
**Source:** AAPI Data/AP-NORC Poll conducted April 7-14, 2025 with 1,094 AAPI adults nationwide.



Similarly, only a third of AAPI adults think it is likely that young people today will have a better standard of living than their parents. Fifty-six percent of AAPI Republicans believe young people will have a better standard of living, while just a quarter of Democrats and a third of independents agree.

# Most AAPI adults think it is unlikely young people will have a better standard of living than their parents.

Percent of AAPI adults



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

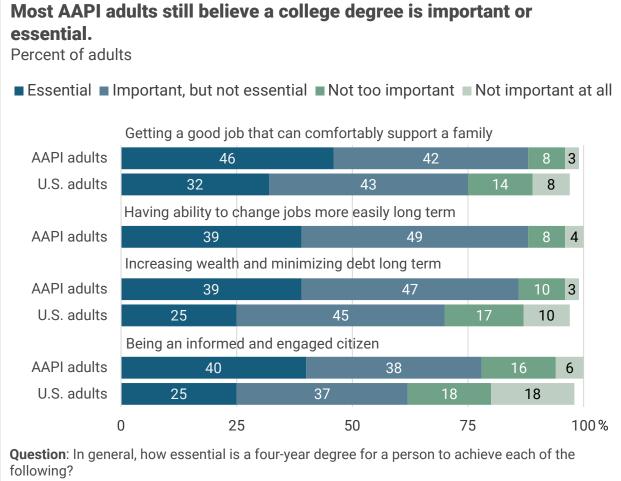
**Source:** AAPI Data/AP-NORC Poll conducted April 7-14, 2025 with 1,094 AAPI adults nationwide.

## AAPI ADULTS CONTINUE TO VIEW A COLLEGE DEGREE AS IMPORTANT FOR LONG-TERM PROSPERITY AND ARE CONCERNED ABOUT RECENT FEDERAL ACTIONS WHEN IT COMES TO COLLEGE AND UNIVERSITIES.

Compared with the general population in a <u>May 2024</u> survey, more AAPI adults believe that college degrees are important to being an informed and engaged citizen, getting a good job that can comfortably support a family, or increasing wealth over the long term. These findings are similar to a previous <u>AAPI Data/AP-NORC Poll in April 2024</u>.

Large majorities of both AAPI Democrats and Republicans believe a college degree is important, with about a third or more saying it's essential for each of the items.

AAPI adults' assessments of a college education as essential or important are similar among older and younger AAPI adults and among those with and without college degrees.



**Source:** AAPI Data/AP-NORC Poll conducted April 7-14, 2025 with 1,094 AAPI adults and UChicago Harris/AP-NORC Poll conducted May 16-21, 2024 with 1,309 adults nationwide.

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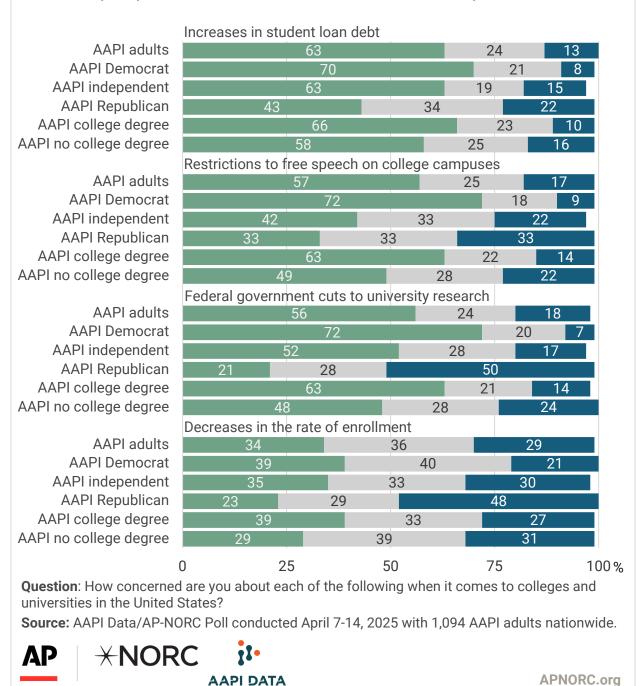
A majority of AAPI adults are very concerned about federal government cuts to university research, restrictions to free speech on college campuses, and increases in student loan debt. Less than half, meanwhile, are concerned about decreases in the rate of college enrollment.

Compared with those without a degree, more AAPI college graduates are concerned about federal government cuts to research and restrictions to free speech on college campuses. They are not significantly more or less likely to be concerned about increases in student loan debt or decreases in the rate of college enrollment.

AAPI Democrats are more likely to be concerned about federal government cuts to research, restrictions to free speech on college campuses, increases in student loan debt, and decreases in the rate of college enrollment compared with AAPI Republicans.

#### Most AAPI adults are worried about increases in student loan debt. Percent of AAPI adults

■ Extremely/very concerned ■ Somewhat concerned ■ Not very/not at all concerned



A majority of AAPI adults oppose federal funding cuts to college and universities with DEI programs and the arrest or deportation of students involved with on-campus protests. AAPI communities are more divided on whether to cut federal funding for colleges accused of antisemitic speech or those that allow transgender athletes in women sports, though more oppose than support those policies.

AAPI adults fall along party lines, with Republicans more likely to favor each item and Democrats more likely to oppose them.

AAPI adults with a college degree are more opposed to arresting or deporting students involved with on-campus protests than those without a degree (70% v. 52%). College education is not a significant factor when it comes to cutting federal funding for colleges and universities that are accused of allowing antisemitic speech, have DEI programs, or allow transgender athletes in women's sports.

# Most AAPI adults oppose federal funding cuts to colleges with DEI programs.

Percent of AAPI adults

Strongly/somewhat favor Neither favor nor oppose Somewhat/strongly oppose

Cutting federal funding for colleges and universities that allow transgender athletes in women's sports

AAPI adults 31 24 44 66 **AAPI** Democrat 13 22 AAPI independent 30 26 AAPI Republican 23 10 Cutting federal funding for colleges and universities accused of allowing antisemitic speech AAPI adults 27 28 45 **AAPI** Democrat 24 59 17 AAPI independent 45 17 35 AAPI Republican 18 19 Arresting or deporting, students involved with on-campus protests AAPI adults 62 19 18 **AAPI Democrat** 82 10 AAPI independent 33 54 **AAPI** Republican 22 20 Cutting federal funding for colleges and universities with diversity, equity, and inclusion programs AAPI adults 17 17 65 10 **AAPI** Democrat 86 52 AAPI independent 33 12 **AAPI** Republican 57 18 25 0 25 50 75 100% Question: Do you favor, oppose, or neither favor nor oppose each of the following actions? Source: AAPI Data/AP-NORC Poll conducted April 7-14, 2025 with 1,094 AAPI adults nationwide.

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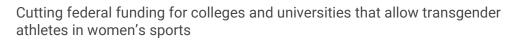
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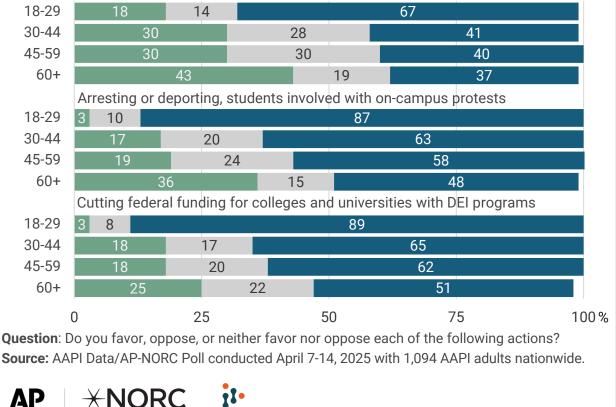
AAPI adults under 30 are more likely to oppose arresting or deporting students involved with oncampus protests and cutting federal funding to colleges and universities with DEI programs or that allow transgender athletes in women's sports than those over the age of 30.

# Younger AAPI adults are more opposed to arresting or deporting students involved with on-campus protests and cutting funding for colleges with DEI programs.

Percent of AAPI adults

Strongly/somewhat favor Neither favor nor oppose Somewhat/strongly oppose





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### SIMILAR TO A YEAR AGO, AAPI ADULTS ARE IN FAVOR OF TEACHING SENSITIVE TOPICS IN HISTORY BUT HAVE MIXED VIEWS ON SEX EDUCATION FOR K-12 PUBLIC SCHOOLS.

**AAPI DATA** 

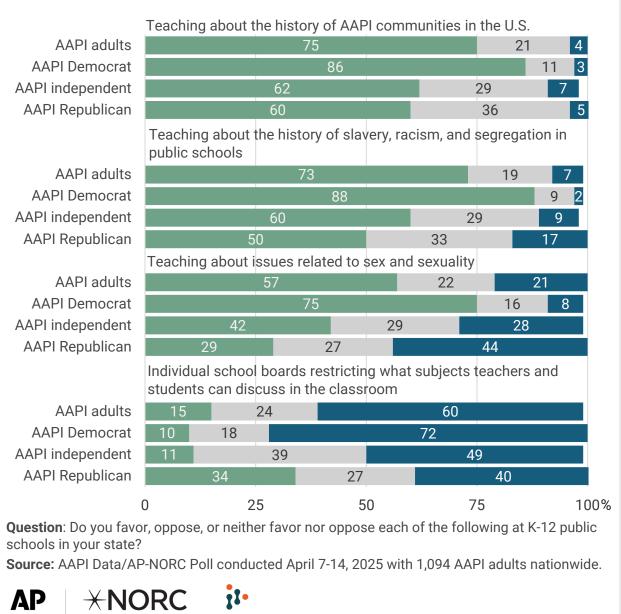
Almost identical to last April's <u>AAPI Data/AP-NORC Poll</u>, most AAPI adults favor teaching about the history of slavery, racism, segregation, and Asian American and Pacific Islander communities in the U.S., as well as issues related to sex and sexuality in K-12 public classrooms in their state. A majority oppose individual school boards restricting what subjects teachers and students can discuss in the classroom.

AAPI Democrats are more in favor of teaching these sensitive topics than AAPI Republicans. However, 60% of AAPI Republicans are in favor of teaching about AAPI history and half favor teaching the history of slavery, racism, and segregation. AAPI Republicans are more likely to support school boards restricting what students can learn in the classroom, but still only a third are in favor.

College graduates are more likely to favor teaching about the history of AAPI communities in the U.S. compared with those without a college degree (80% v. 69%).

### **Most AAPI adults support teaching about sensitive topics in schools.** Percent of AAPI adults

■ Strongly/somewhat favor ■ Neither favor nor oppose ■ Somewhat/strongly oppose



AAPI DATA

## AAPI ADULTS ARE MORE PESSIMISTIC ABOUT THE COUNTRY'S OVERALL STATE OF AFFAIRS, THE NATIONAL ECONOMY, AND THEIR OWN FINANCES THAN A YEAR AND A HALF AGO.

Three-quarters of AAPI adults think that the national economy and the way things are going in the country overall will get worse in the next year, an increase from <u>December 2023</u>. Similarly, half of AAPI adults expect their personal finances to worsen compared with about a fifth who said the same in <u>December 2023</u>.

AAPI Democrats and independents are more pessimistic than AAPI Republicans regarding both the national outlook and their own finances. In 2023 with Joe Biden in the White House, AAPI Republicans were more pessimistic than Democrats.

There are no significant differences in outlook across income levels.

# Most AAPI adults are not optimistic about the national economy or the way things are going in the country overall.

Percent of AAPI adults

Much/somewhat worse About the same Somewhat/much better The national economy AAPI adults April 2025 74 8 17 AAPI adults Dec 2023 42 23 35 AAPI Democrat April 2025 43 AAPI independent April 2025 75 11 14 AAPI Republican April 2025 29 55 16 The way things are going in the country overall AAPI adults April 2025 73 9 18 19 AAPI adults Dec 2023 36 AAPI Democrat April 2025 91 4 4 AAPI independent April 2025 17 a AAPI Republican April 2025 12 62 Your own personal finances AAPI adults April 2025 28 19 20 30 AAPI adults Dec 2023 50 AAPI Democrat April 2025 64 22 13 AAPI independent April 2025 36 18 AAPI Republican April 2025 36 37 0 25 50 75 100%

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

**Source:** AAPI Data/AP-NORC Polls conducted April 7-14, 2025 with 1,094 AAPI adults nationwide and December 4-11, 2023 with 1,091 AAPI adults nationwide.



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Many AAPI adults are also largely pessimistic about their financial preparedness for retirement and their job prospects.

Only a quarter report they are very confident they can keep up with their expenses or would be able to pay an unexpected medical expense, though many are somewhat confident.

But roughly half lack confidence that they will have enough savings for retirement or that they would be able to find a good job. Pessimism regarding the job market has increased in recent years, with 51% of AAPI adults now lacking confidence they could find a good job up from 35% who were not confident in <u>December 2023</u>.

While majorities from both parties lack much optimism about the state of their personal finances, AAPI Republicans are more confident than both Democrats and independents that they will have enough savings for retirement and be able to find a good job.

# There is declining confidence in being able to find a good job.

Percent of AAPI adults

Extremely/very confident Somewhat confident Not very/not at all confident

AAPI adults April 2025 AAPI adults Dec 2023 AAPI Democrat April 2025 AAPI independent April 2025 AAPI Republican April 2025

AAPI adults April 2025 AAPI adults Dec 2023 AAPI Democrat April 2025 AAPI independent April 2025 AAPI Republican April 2025

AAPI adults April 2025 AAPI adults Dec 2023 AAPI Democrat April 2025 AAPI independent April 2025 AAPI Republican April 2025

AAPI adults April 2025 AAPI adults Dec 2023 AAPI Democrat April 2025 AAPI independent April 2025 AAPI Republican April 2025

28		40	32	
30		46		23
25	4	42	31	
22	41		37	
39		32	28	}
You would be	able to pay	an unexpe	cted medical e	xpense
25	35		39	
26	34	l I	40	
23	37		39	
24	30		46	
31		34	34	
You will have	enough savi	ngs for ret	irement	
20	31		48	
22	35		42	
17	32		50	
16	28		56	
33		33	35	
You would be	able to find	a good job	o if you wanted	to
17	31		51	
19	45		35	
12	31		57	
15	27		58	
01		38	29	
31				
	25	50	75	100

**Question**: Thinking about your financial situation, how confident are you that...? **Source:** AAPI Data/AP-NORC Polls conducted April 7-14, 2025 with 1,094 AAPI adults nationwide and December 4-11, 2023 with 1,091 AAPI adults nationwide.



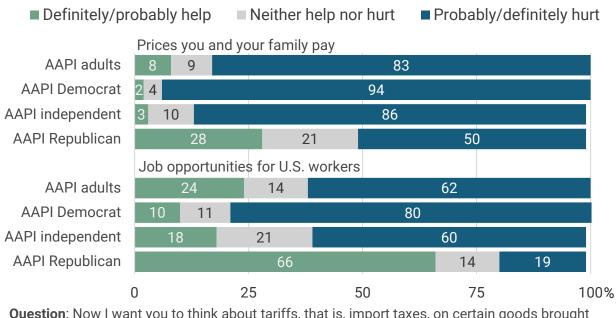
## MOST THINK TARIFFS WILL HURT WHEN IT COMES TO PRICES THEY PAY AND JOB OPPORTUNITIES FOR U.S. WORKERS.

Eighty-three percent of AAPI adults believe tariffs will negatively impact the prices they and their family pay, while 62% think they will hurt job opportunities for U.S. workers.

There is bipartisan skepticism that tariffs will help improve prices, with hardly any AAPI Democrats or independents and just a quarter of AAPI Republicans saying they will help. However, AAPI Republicans are more optimistic about the impact of tariffs on U.S. job opportunities, with two-thirds saying they will help.

# Most AAPI adults think tariffs will negatively impact prices and job opportunities for U.S. workers.

Percent of AAPI adults



**Question**: 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? **Source:** AAPI Data/AP-NORC Poll conducted April 7-14, 2025 with 1,094 AAPI adults nationwide.

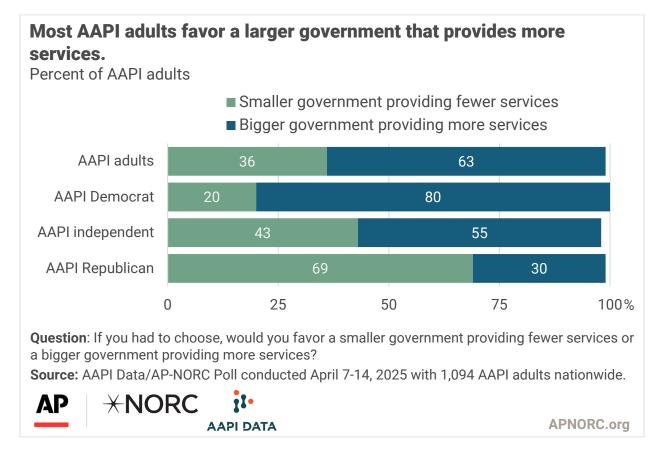


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## AAPI ADULTS WOULD PREFER A BIGGER GOVERNMENT PROVIDING MORE SERVICES, AND ABOUT HALF SAY THE GOVERNMENT IS SPENDING TOO LITTLE ON ASSISTANCE PROGRAMS.

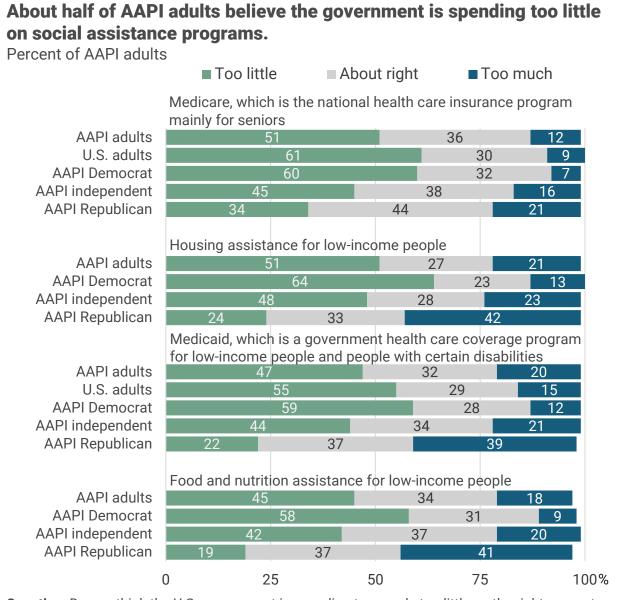
Sixty-three percent of AAPI adults would favor a bigger government providing more services rather than small government providing fewer services. Preferences are heavily influenced by partisanship, with 69% of AAPI Republicans favoring a smaller government and 80% of Democrats favoring a larger government. AAPI independents are more closely split.

There are no significant differences among AAPI adults with differing household income levels.



About half of AAPI adults believe the federal government is spending too little on social assistance programs such as Medicare, housing assistance, Medicaid, and food and nutrition assistance.

AAPI Democrats are more likely than both independents and Republicans to think the government is spending too little, with independents also more likely than Republicans to believe too little is being spent on Medicaid, housing, and nutrition assistance.



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

**Source:** AAPI Data/AP-NORC Poll conducted April 7-14, 2025 with 1,094 AAPI adults nationwide and AP-NORC Poll conducted January 9-13, 2025 with 1,147 adults nationwide.



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### MOST AGREE HIGHER INCOME HOUSEHOLDS ARE PAYING TOO LITTLE IN FEDERAL TAXES, AND MOST WOULD OPPOSE A FEDERAL TAX CUT THAT WOULD BENEFIT THEM.

Most AAPI adults agree that middle income households, as well as their own household, pay too much in federal taxes and that higher income households don't pay enough. Half also say lower income households pay too much, and only 1 in 10 say they don't pay their fair share.

Similar majorities of AAPI partisans agree that their own households and those in the middle class pay too much in federal taxes, but Democrats are more likely than Republicans to say lower income households pay too much and those with higher incomes pay too little.

Attitudes are similar across AAPI adults at different income levels.

■ Too much ■ About the right amount ■ Too little							
	Middle income households						
AAPI adults	63				30 6		
AAPI Democrat		6	50		34 5		5
AAPI independent			75			21	5
AAPI Republican		60			28	}	12
	You and	your house	hold				
AAPI adults		57	7		35		7
AAPI Democrat		54			37		8
AAPI independent	66		66			30	
AAPI Republican	58			33	3	9	
	Lower income households						
AAPI adults	48				38		13
AAPI Democrat	56		5		35		7
AAPI independent	44				36 2		
AAPI Republican		32		48		20	
	Higher ir	come hous	seholds				
AAPI adults	14	19			66		
AAPI Democrat	9	14		-	75		
AAPI independent	18	16			66		
AAPI Republican	23		31			46	
	0	25		50	7	5	100
<b>Question</b> : Would you say each of the following groups pays too much, too little or about the right amount in federal taxes? <b>Source:</b> AAPI Data/AP-NORC Poll conducted April 7-14, 2025 with 1,094 AAPI adults nationwide.							

A majority of AAPI adults favor tax cuts for small businesses and lower and middle income households but oppose them for large corporations or higher income households.

**AAPI DATA** 

Both AAPI Democrats and Republicans support tax cuts for small businesses and middle-income households. Still, Democrats are more likely than Republicans to support tax cuts for lower income households and oppose them for large corporations or higher income households.

Higher income AAPI adults are no more or less likely than lower income households to favor or oppose tax cuts for any of the groups.

More younger AAPI adults ages 18-29 oppose tax cuts for higher income households than older adults, especially those age 60 or older (83% v. 58%).

# Most AAPI adults favor tax cuts for small businesses and lower income households.

Percent of AAPI adults

■ Strongly/somewhat favor ■ Neither favor nor oppose ■ Somewhat/strongly oppose

Small businesses AAPI adults 24 12 AAPI Democrat 15 64 21 AAPI independent 36 6 57 AAPI Republican 69 21 Lower income households AAPI adults 24 17 **AAPI** Democrat 15 18 AAPI independent 33 15 52 AAPI Republican 27 24 Middle income households AAPI adults 57 29 13 AAPI Democrat 58 15 26 AAPI independent 37 11 AAPI Republican 63 29 Large corporations AAPI adults 68 14 AAPI Democrat 8 82 AAPI independent 55 21 AAPI Republican 21 44 Higher income households AAPI adults 18 66 **AAPI** Democrat 12 10 77 **AAPI** independent 27 61 AAPI Republican 29 40 0 25 50 75 100% Question: Would you favor, oppose, or neither favor nor oppose federal tax cuts for each of the following? Source: AAPI Data/AP-NORC Poll conducted April 7-14, 2025 with 1,094 AAPI adults nationwide. **XNORC** 1. ΔΡ

AAPI DATA

# FEW HAVE CONFIDENCE IN THE GOVERNMENT TO SPEND TAXES IN THE BEST INTEREST OF PEOPLE LIKE THEM.

Similar to an <u>AP-NORC Poll of U.S. adults in December 2023</u>, most AAPI adults have little faith in their federal, state, or local governments to spend taxes in the best interest of people like them.

More AAPI Republicans lack confidence than Democrats in their local school district and local and state governments. Democrats have less confidence in the federal government.

# Few AAPI adults are confident in any level of government to spend taxes appropriately.

Percent of adults

Extremely/very	Somewhat confident		Not very/not at all confident		it	
Your local school district						
AAPI adults	14	14 41		45		
U.S. adults	16	16 36		45		
AAPI Democrat	17	46			37	
AAPI independent	8	37		55		
AAPI Republican	12	32		56		
	Your local government					
AAPI adults	11	40		49		
U.S. adults	11	37		50		
AAPI Democrat	11	51			38	
AAPI independent	11	25		63		
AAPI Republican	9	30		61		
	Your state	government				
AAPI adults	7	36		56		
U.S. adults	7	34		58		
AAPI Democrat	8	44		48		
AAPI independent		23		70		
AAPI Republican	5	30		65		
		governmen	t			
AAPI adults	5 18	07	· · · ·	77		
U.S. adults		27		66		
AAPI Democrat						
AAPI independent	7 14 8	27		79		
AAPI Republican	ð –	27		65		
	0	25	50	7	5 100%	o D

**Question**: How much confidence do you have in each of the following to spend taxes that you pay in the best interest of people like you?

**Source:** AAPI Data/AP-NORC Poll conducted April 7-14, 2025 with 1,094 AAPI adults and AP-NORC Poll conducted December 14-18, 2023 with 1,024 adults nationwide.

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		AAPI DATA	APNORC.org

## STUDY METHODOLOGY

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 <u>www.apnorc.org</u>. For more information about the study, email <u>info@apnorc.org</u>.

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

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# 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 <u>aapidata.com</u>.