



The Associated Press-NORC  
Center for Public Affairs Research

# AAPI ADULTS ARE SKEPTICAL OF TARIFFS AND HAVE MORE UNFAVORABLE VIEWS OF TRUMP THAN BEFORE HE TOOK OFFICE

*Most AAPI adults say racism is a serious problem in this country, but few have confidence in the government to handle it.*

More AAPI adults have unfavorable views of President Trump compared with their views before he took office in [December 2024](#) (71% v. 60%) according to a new AAPI Data/AP-NORC Poll. And a majority also have unfavorable opinions of JD Vance (61%), Elon Musk (64%), and Robert F. Kennedy Jr. (57%). Dislike of [Trump](#) and [Vance](#) is higher among AAPI adults than the general population.



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## 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. More AAPI adults have unfavorable views of Trump compared with before he took office in [December 2024](#) (71% v. 60%).
2. 85% expect Trump's tariffs to increase the price of consumer goods.
3. AAPI adults are more concerned about the possibility of a U.S. recession compared with the general population (65% v. 53%).
4. AAPI adults are more likely than the general public to say diversity makes the U.S. stronger (73% v. 60%) and support DEI programs at colleges and universities (58% v. 40%).
5. Only about 1 in 10 AAPI adults are very confident in the government's ability to handle discrimination against racial and ethnic minorities.
6. While fewer AAPI adults report experiences of hate crimes or incidents compared with 2023, one in four are victims.

Amid [ongoing changes](#) to U.S. tariff policy under the Trump administration, most AAPI adults expect the price of goods will increase and their availability will decrease. The majority express deep concern about the cost of goods and the possibility of a recession.

About half of AAPI communities say Trump's tariffs will lead to a decrease in the number of jobs in the U.S., while only a quarter think the tariffs will result in job growth, fewer than the [general public](#) (24% vs 40%). AAPI adults are split on what the tariffs will do to U.S. manufacturing.

Like the [general public](#), most are very concerned about the cost of groceries and the possibility of a recession. And about half of AAPI adults feel the same about large consumer purchases, the cost of products at minority-owned small businesses and ethnic grocery stores, the availability of consumer goods, and the cost of eating out at ethnic restaurants. Fewer are concerned about the costs of shopping on direct shipping e-commerce sites.

Many AAPI adults describe key U.S. trading partners as not friendly or enemies of the U.S., including China (87%), Mexico (44%), and India (40%). AAPI adults are more optimistic about the country's relationship with Canada, with 70% describing them as close allies or friendly.

AAPI adults are unsure what the country's role should be on the world stage: 38% believe the country should be less active, 37% think it should be more active, and 25% say its current level of involvement is about right. Still, compared with the [general public](#), more want the U.S. to take a larger role in world affairs (37% v. 23%).

AAPI adults are more optimistic than the [general population](#) that diversity makes the country stronger (73% v. 60%). At colleges and universities, a majority also favor support services (66%) and scholarships (63%) for students from underrepresented groups, courses that teach about racism (62%), and diversity, equity, and inclusion programs (58%). Fewer in the [general public](#) agree with such measures.

AAPI communities are more divided about whether DEI programs have gone too far, not far enough, or been about right in colleges and universities, the federal government, corporations, or nonprofits.

When it comes to race and diversity issues in the U.S., about half of those in AAPI communities say racism is a very serious issue (53%) and another third say it is moderately serious. Seven in ten say they experience discrimination when they apply for jobs and shop in stores. Just over half say the same when dealing with the police and doctors. These findings align with the inaugural [AAPI Data/AP-NORC Poll from October 2023](#).

Few are very confident in the government's ability to adequately deal with discrimination in healthcare (15%), employment (12%), housing (12%), or law enforcement (11%).

Although reports of hate crimes or incidents among AAPI adults have declined since [October 2023](#), one in four still report experiencing these issues in the past year. This includes 13% who faced racial slurs or verbal harassment and 7% who were threatened with violence.

## **UNFAVORABLE VIEWS OF TRUMP HAVE INCREASED AMONG AAPI ADULTS SINCE HE TOOK OFFICE.**

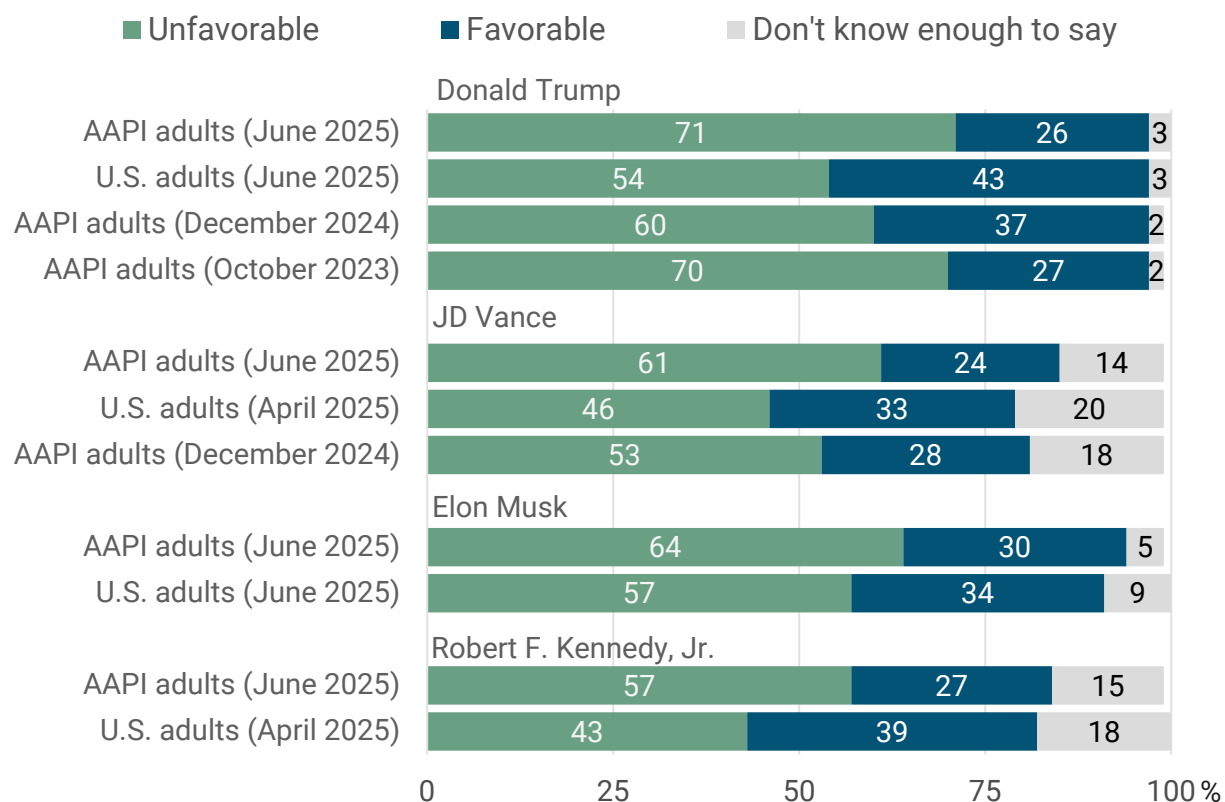
Most AAPI adults hold unfavorable views of Trump, as well as Elon Musk, Vice President JD Vance, and Health and Human Services Secretary Robert F. Kennedy Jr. Dislike for Trump has increased

compared with before he took office in [December 2024](#), returning to [October 2023](#) levels. Unfavorable views of Vance have also ticked up since [December 2024](#).

AAPI adults are more likely to view each figure unfavorably than the general public, according to AP-NORC Polls from [April](#) and [June](#) 2025.

## AAPI adults are more likely to disapprove of Trump now that he is in office compared with before his second term began.

Percent of adults



**Question:** For each of the following individuals, please indicate if you have an unfavorable or favorable impression of that person. If you don't know enough to have an opinion, you can say that too.

**Source:** AAPI Data/AP-NORC Polls conducted June 3-11, 2025 with 1,130 AAPI adults, December 9-17, 2024 with 1,045 AAPI adults, and October 10-20, 2023 with 1,178 AAPI adults and AP-NORC Polls conducted June 5-9, 2025 with 1,158 adults and April 17-21, 2025 with 1,260 adults nationwide.

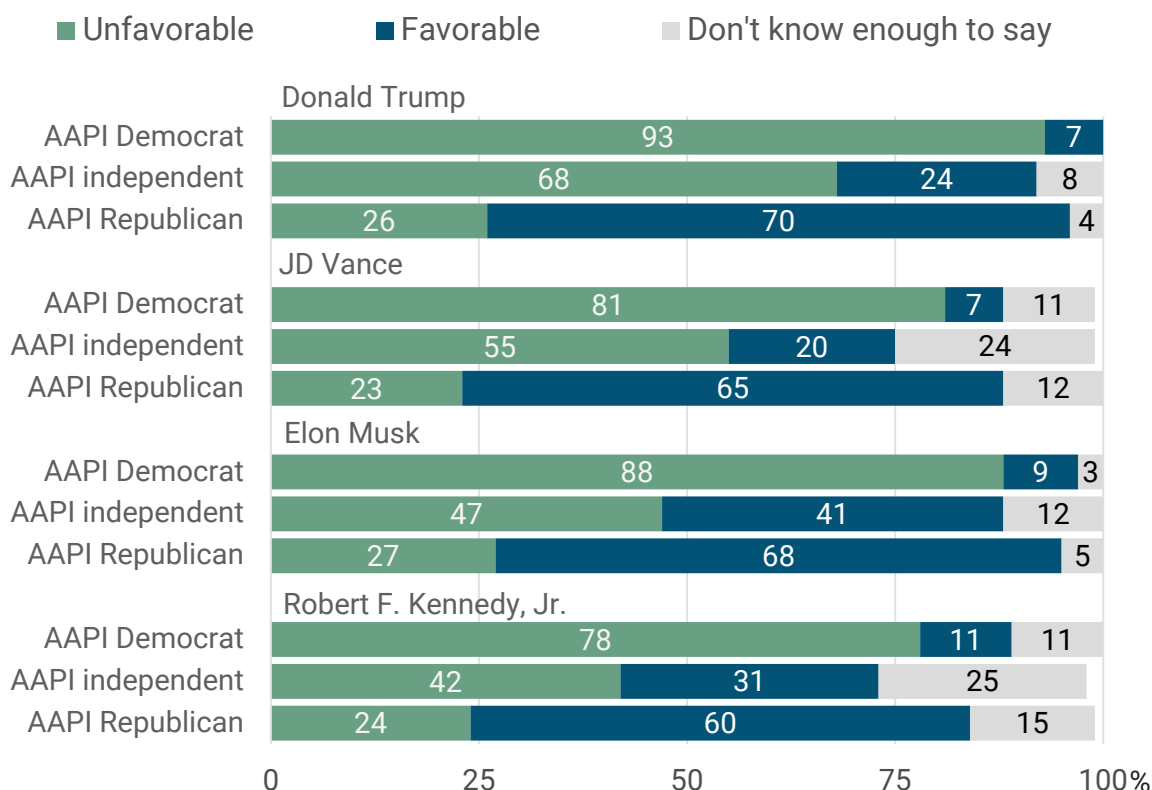


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More AAPI Democrats view Trump, Vance, Kennedy, and Musk unfavorably than AAPI Republicans who view them favorably, while independents fall somewhere in the middle.

## AAPI Democrats disapprove of Trump and administration officials more than Republicans approve of them.

Percent of AAPI adults



**Question:** For each of the following individuals, please indicate if you have an unfavorable or favorable impression of that person. If you don't know enough to have an opinion, you can say that too.

**Source:** AAPI Data/AP-NORC Poll conducted June 3-11, 2025 with 1,130 AAPI adults nationwide.



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## **MOST AAPI ADULTS SAY TRUMP'S TARIFFS WILL RAISE PRICES AND REDUCE THE SUPPLY OF GOODS.**

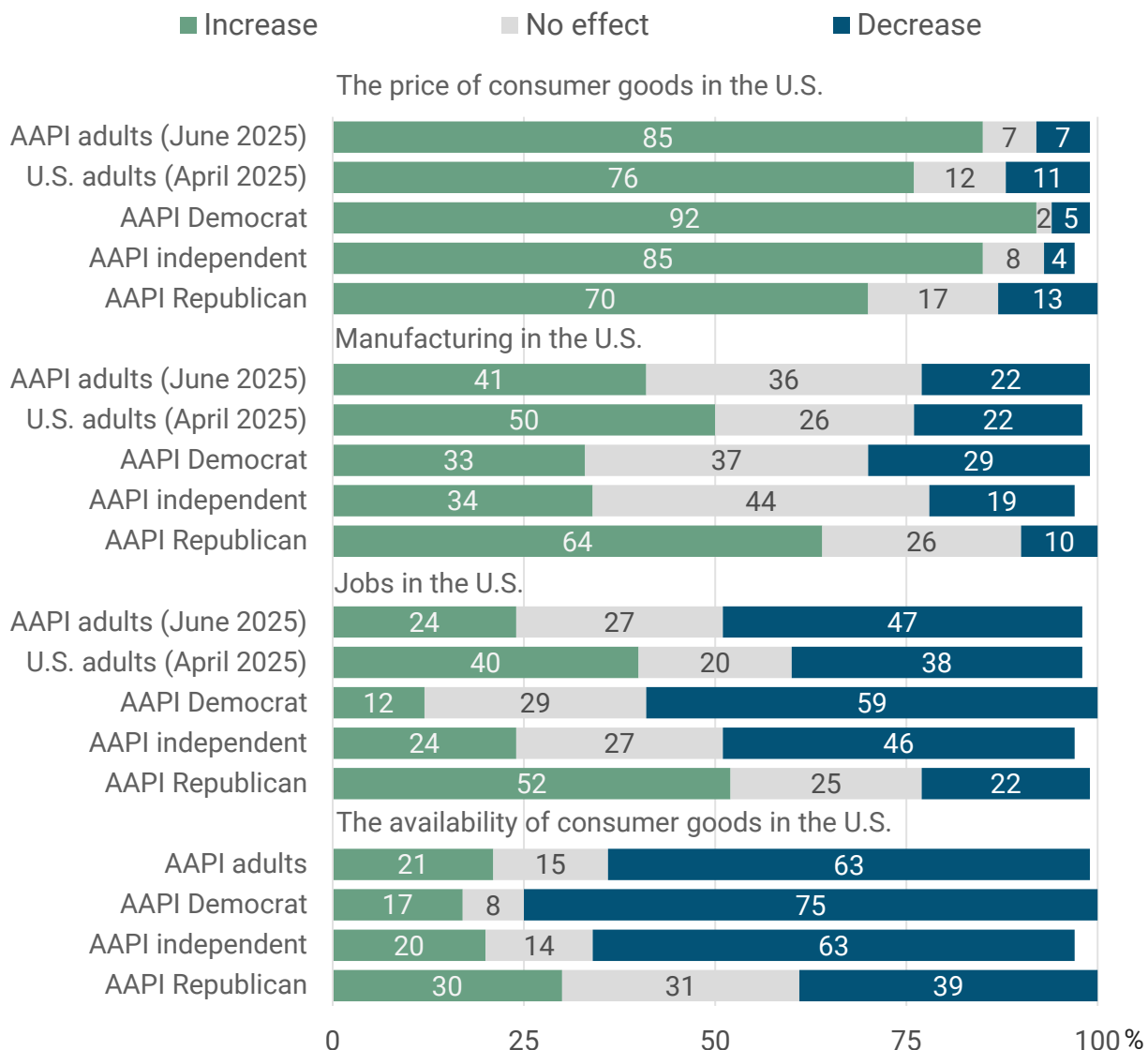
A majority of AAPI adults expect Trump's tariff policies will raise the price of goods and reduce their availability and about half anticipate a decrease in the number of U.S. jobs. AAPI adults are more divided on the impact of tariffs for the future of U.S. manufacturing.

The [general public](#) is generally more optimistic than AAPI adults about the effects of the tariff policies on U.S. jobs and manufacturing, but majorities of both groups anticipate price increases. The AP-NORC Poll of U.S. adults was conducted in [April 2025](#), just weeks after the Trump administration [initiated its tariff policies](#) while the AAPI Data/AP-NORC June Poll was fielded around the time [steel and aluminum tariffs were doubled](#) and as the administration began floating the idea of [punitive tariffs](#).

AAPI Republicans are more likely than AAPI Democrats to say the tariffs will increase U.S. jobs and manufacturing, while Democrats are more likely to say the price of consumer goods will increase and their supply will decrease. Still, the majority in both parties expect higher prices.

## Most AAPI adults expect higher prices and fewer goods due to Trump's tariffs.

Percent of adults



**Question:** Regardless of what you personally support, do you think President Trump's tariff policies will increase or decrease, or have no effect on:

**Source:** AAPI Data/AP-NORC Poll conducted June 3-11, 2025 with 1,130 AAPI adults and AP-NORC Poll conducted April 17-21, 2025 with 1,260 adults nationwide.



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About two-thirds of AAPI adults are concerned about the cost of groceries and the possibility of a recession in the next few months. About half are concerned about the cost of large consumer purchases, the cost of products at minority-owned small businesses and ethnic grocery stores, the availability of consumer goods, and the cost of eating out at ethnic restaurants. Three in 10 are concerned about costs for shopping on direct shipping e-commerce sites.

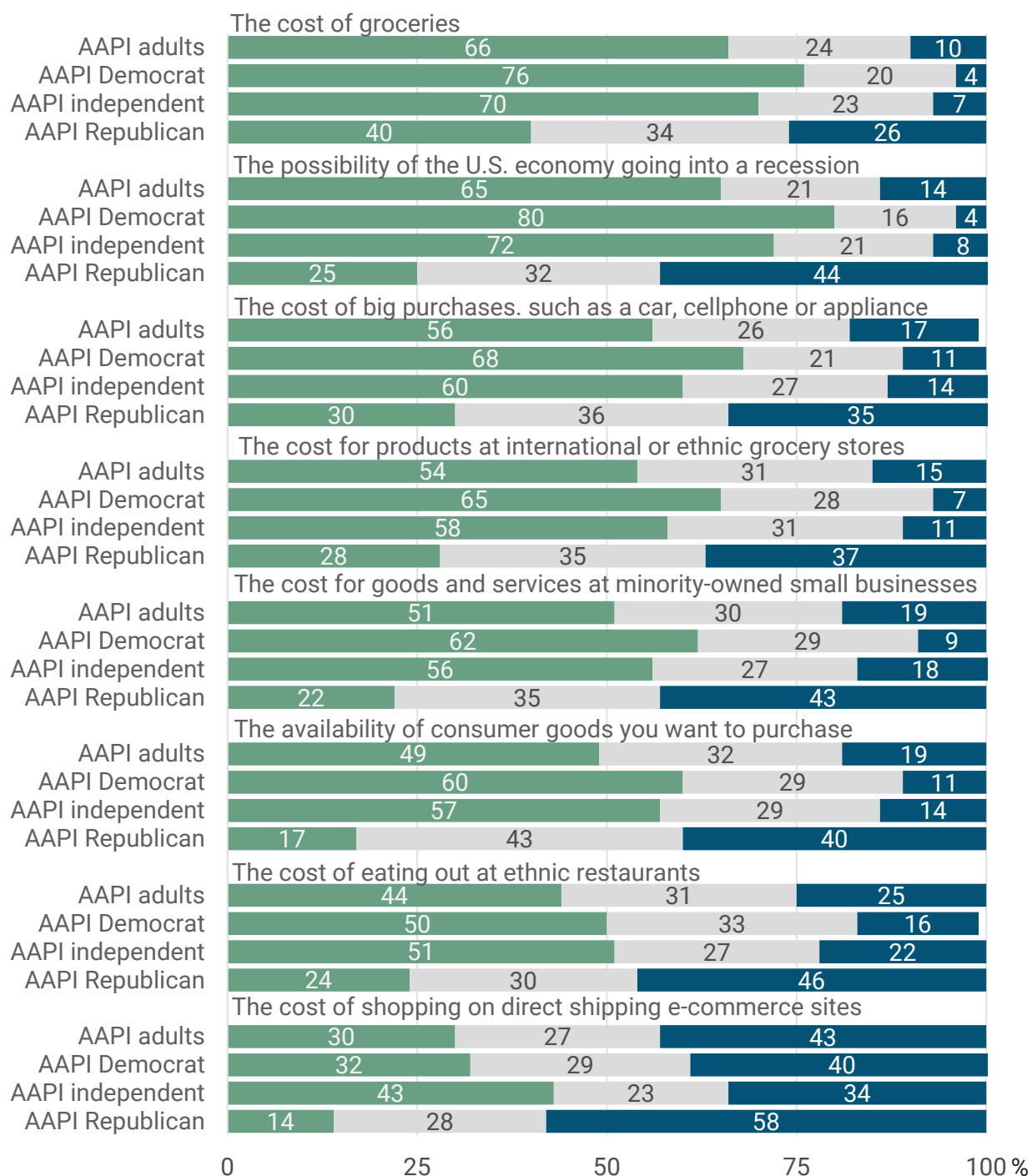
AAPI adults and the general public share concerns about the cost of groceries and big purchases and the availability of consumer goods. AAPI adults are more concerned about the possibility of a U.S. recession compared with the general population (65% v. 53%).

And AAPI Democrats are much more concerned than AAPI Republicans about each item listed.

## Most AAPI adults worry about the cost of goods and the possibility of a recession in the next few months.

Percent of AAPI adults

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



**Question:** How concerned are you about each of the following in the next few months?

**Source:** AAPI Data/AP-NORC Poll conducted June 3-11, 2025 with 1,130 AAPI adults nationwide.



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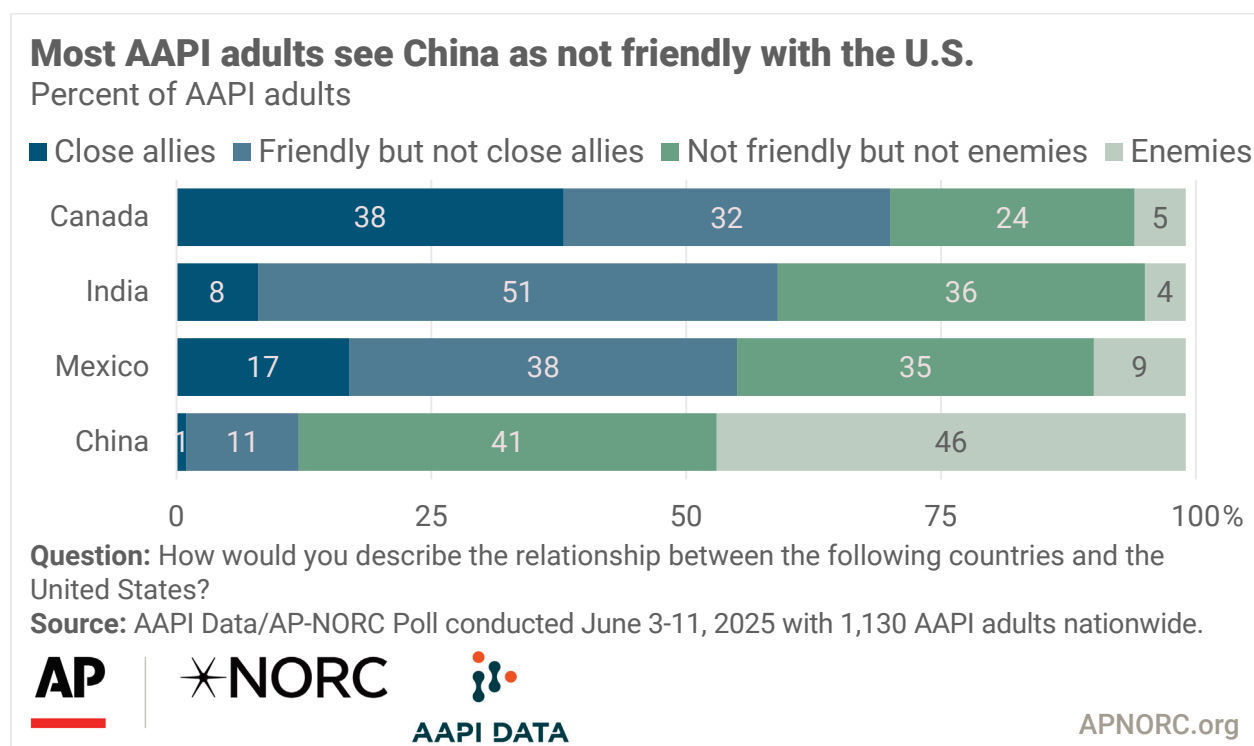
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## MANY AAPI ADULTS VIEW U.S. TRADING PARTNERS NEGATIVELY BUT MORE SUPPORT A GREATER U.S. ROLE IN INTERNATIONAL AFFAIRS THAN THE GENERAL PUBLIC.

While most AAPI adults describe Canada and India as close allies or friends of the U.S., 3 in 10 say Canada is neither and about a third say the same of India. Fifty-five percent describe Mexico's relationship with the U.S. positively. Almost all AAPI adults describe China as not friendly or enemies. These figures largely align with the [general public's](#) sentiment. Opinions do not significantly differ by partisanship among AAPI adults.

Sixty-two percent of Asian Indian adults describe the U.S.-India relationship positively while only 11% of Chinese adults say the same about ties between the U.S. and China.



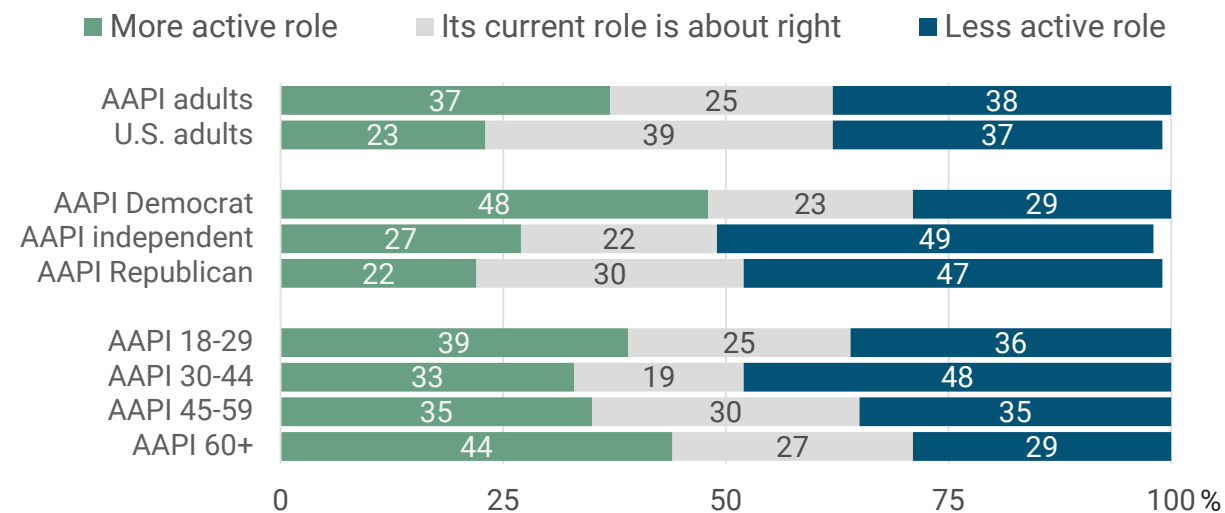
AAPI adults have mixed feelings about the role the U.S. should play in global affairs. About as many think it should be more active (37%) as those who think it should be less active (38%). Fewer believe the current U.S. role is about right (25%).

Still, more AAPI adults want the U.S. to take a more active role in global affairs compared with the general public, according to a [March 2025 AP-NORC Poll](#). Both polls were conducted before tensions between Israel and Iran escalated.

AAPI Democrats are more likely than AAPI Republicans to support a more active U.S. role in global affairs. And AAPI adults aged 30 to 44 are more likely to say the U.S. should take a step back from world affairs compared with both younger and older age groups.

## AAPI adults want the U.S. to take a more active role in global affairs compared with the general public.

Percent of adults



**Question:** Do you think the United States should take a more or less active role solving the world's problems or is its current role about right?

**Source:** AAPI Data/AP-NORC Poll conducted June 3-11, 2025 with 1,130 AAPI adults and AP-NORC Poll conducted March 20-24, 2025 with 1,229 adults nationwide.



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## AAPI COMMUNITIES VALUE DIVERSITY AND DEI PROGRAMS MORE THAN THE GENERAL PUBLIC.

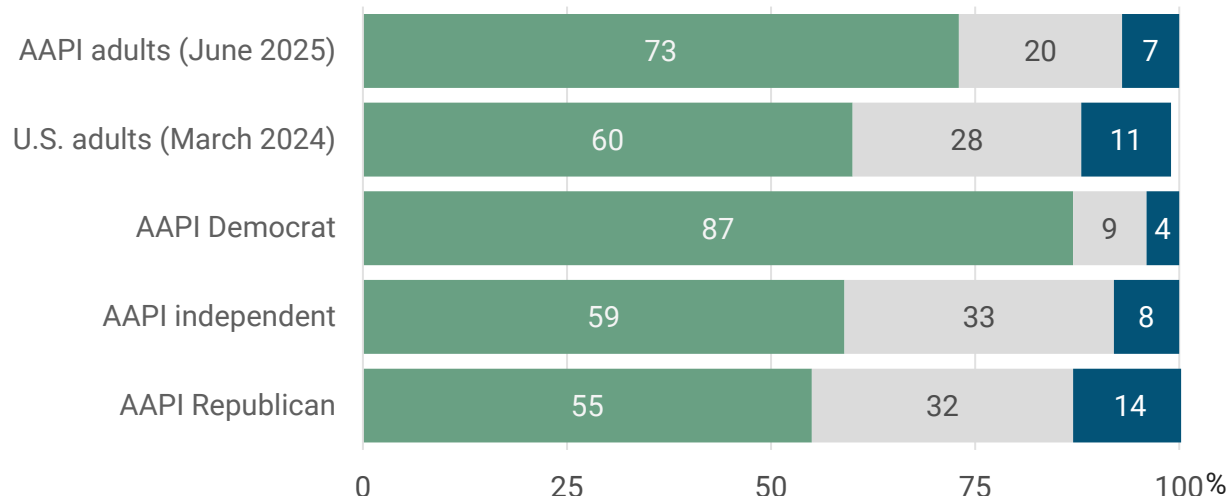
Three-quarters of AAPI adults think the United States' diverse population makes it stronger, compared with 6 in 10 adults among the [general population](#).

Among AAPI adults, Democrats are more likely than independents or Republicans to say diversity makes the country stronger.

## More AAPI adults believe diversity makes the country stronger compared with the general population.

Percent of adults

■ Much/moderately stronger ■ Neither stronger nor weaker ■ Much/moderately weaker



**Question:** The United States has a diverse population, with people of many different races, ethnicities, religions, and backgrounds. Do you think this diversity makes the country ... ?

**Source:** AAPI Data/AP-NORC Poll conducted June 3-11, 2025 with 1,130 AAPI adults and AP-NORC Poll of U.S. adults conducted March 21-25, 2024 with 1,282 adults nationwide.



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When it comes to specific diversity-related measures implemented by colleges and universities, two thirds of AAPI adults are in favor of support services such as clubs and mentorship opportunities for students from underrepresented groups, while about 6 in 10 favor scholarships for students from underrepresented groups, courses that teach about racism, and DEI programs.

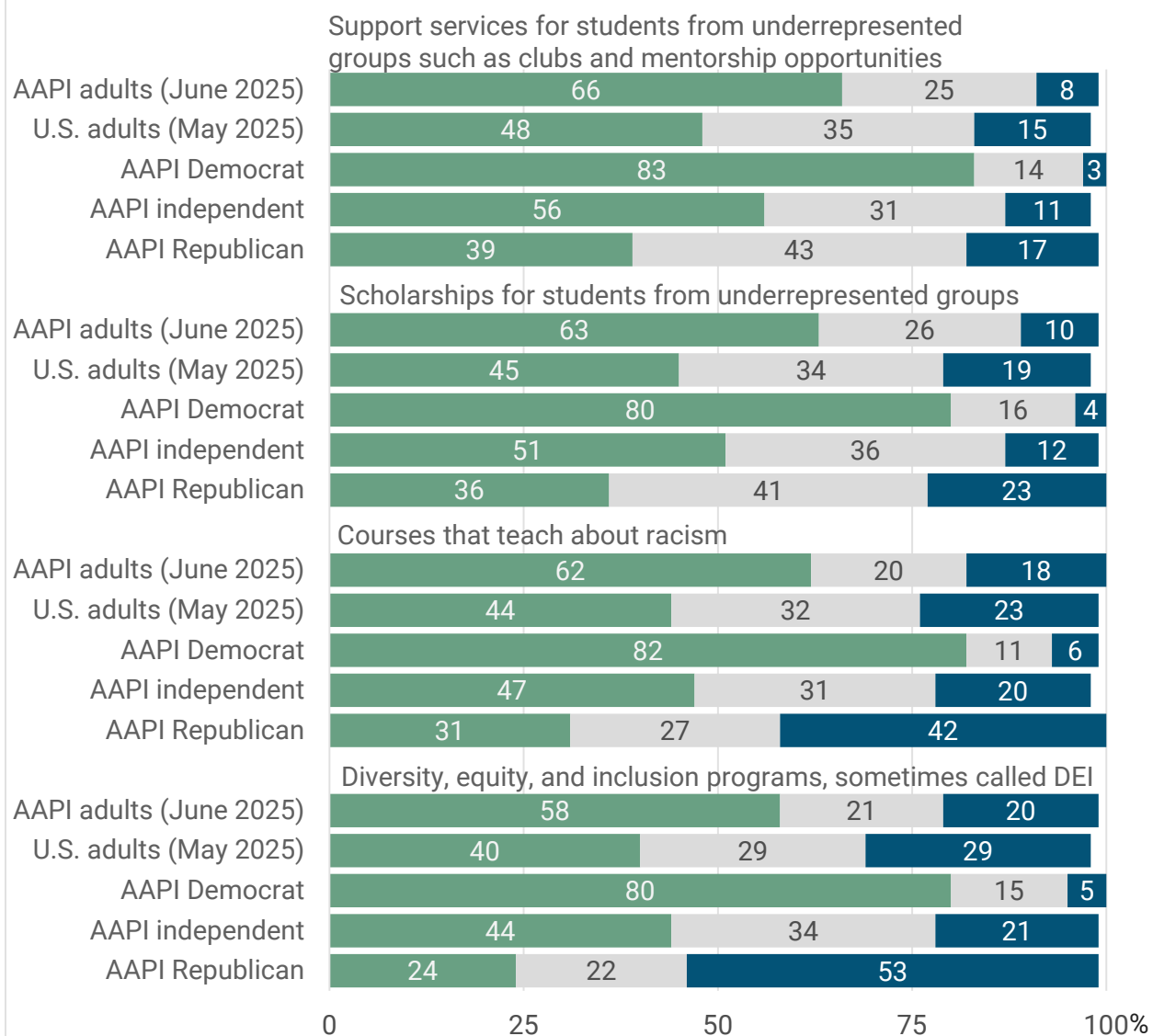
Support for these measures is higher among AAPI adults than among the general population. A [May 2025 AP-NORC Poll](#) found that about half of U.S. adults support services for underrepresented groups, while 4 in 10 support scholarships for students from underrepresented groups, courses that teach about racism, and DEI programs.

Favorability of these measures at colleges and universities is heavily influenced by partisanship, with AAPI Democrats more likely to support them compared with AAPI Republicans, and AAPI independents falling in the middle.

## Most AAPI adults favor college and university diversity programs and support for students from underrepresented groups.

Percent of adults

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



**Question:** Do you favor, neither favor nor oppose, or oppose the following at colleges and universities?

**Source:** AAPI Data/AP-NORC Poll conducted June 3-11, 2025 with 1,130 AAPI adults and AP-NORC Poll conducted May 1-5, 2025 with 1,175 adults nationwide.



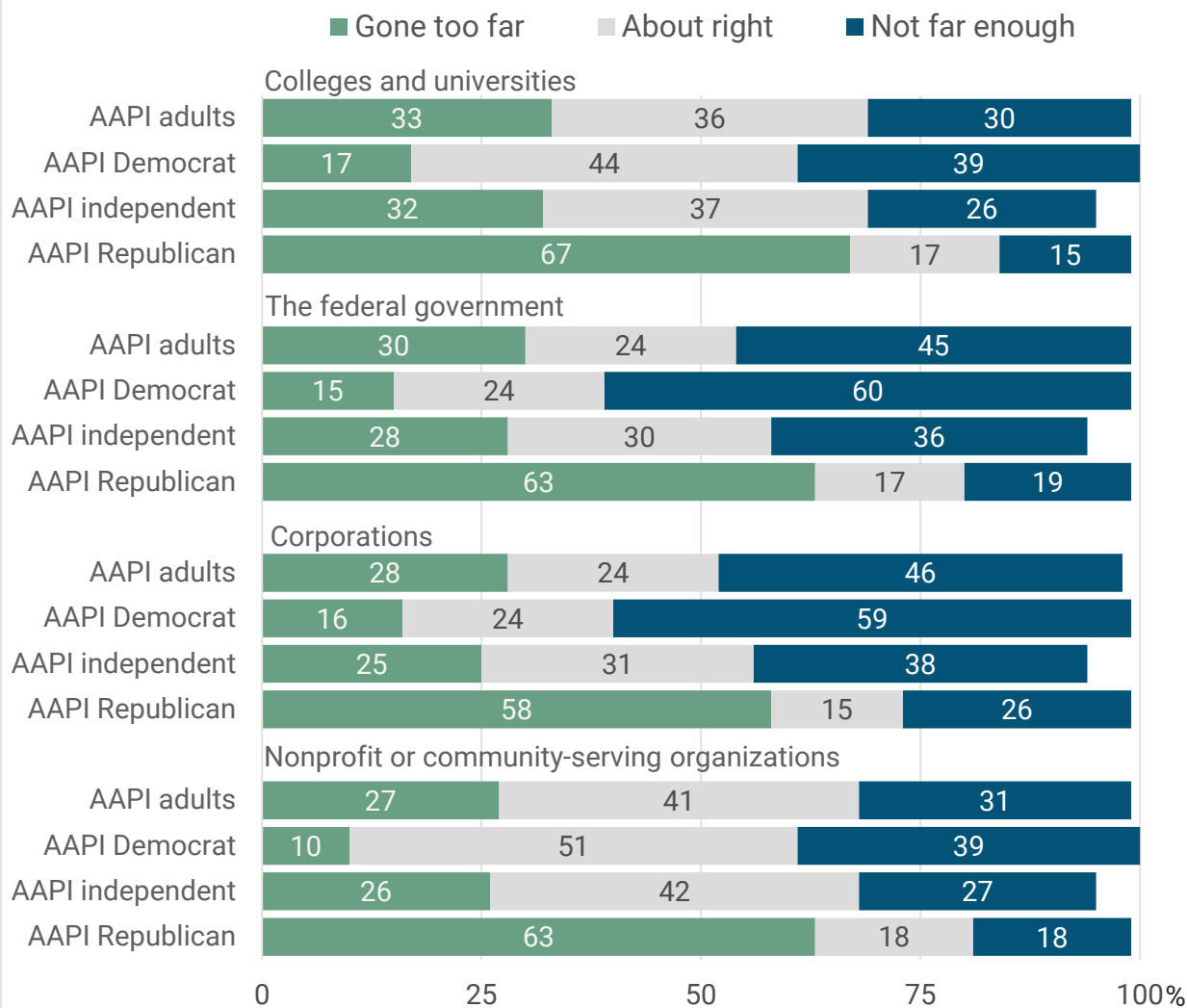
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There is little consensus in the AAPI community about whether DEI programs have gone too far in various areas. About half think these measures have not gone far enough within the federal government or corporations, while about 3 in 10 say they have gone too far. Within college and universities and nonprofits, equal shares believe they have either been insufficient or gone too far.

AAPI Democrats are more likely than AAPI Republicans to think these programs have not gone far enough.

## There is little consensus on whether DEI programs have gone too far or not far enough.

Percent of AAPI adults



**Question:** Would you say diversity, equity, and inclusion programs, sometimes called DEI, have gone too far, not gone far enough, or been about right in each of the following areas?

**Source:** AAPI Data/AP-NORC Poll conducted June 3-11, 2025 with 1,130 AAPI adults nationwide.



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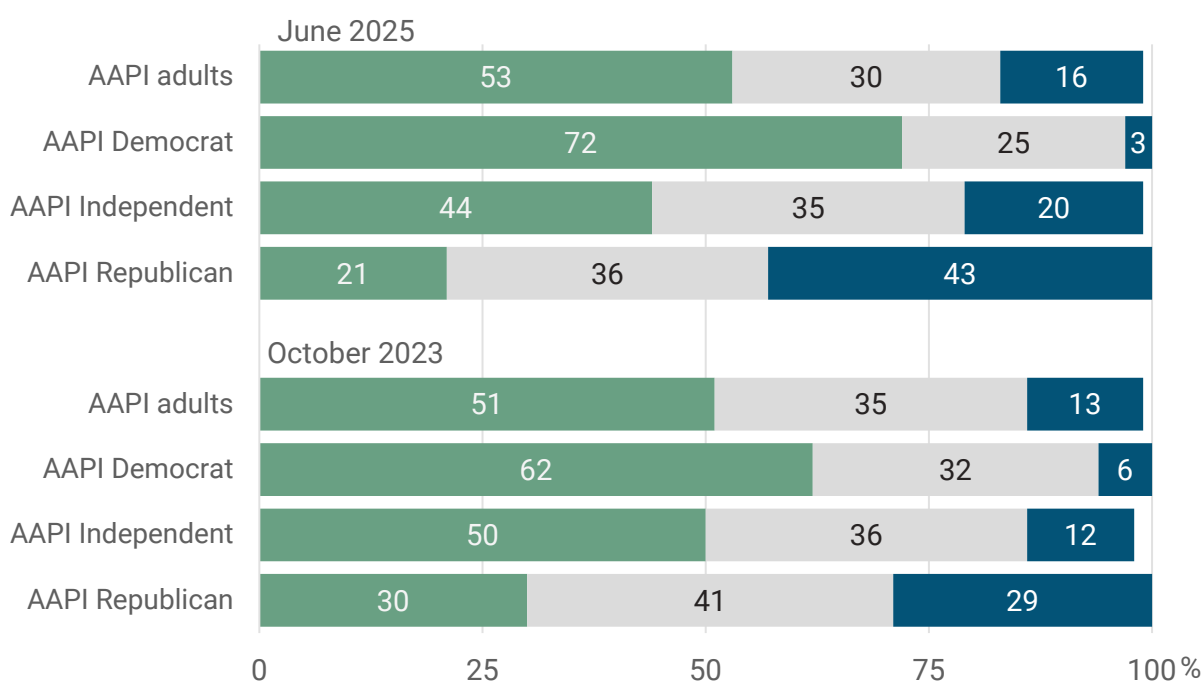
## ABOUT HALF OF AAPI ADULTS SAY RACISM IS A SERIOUS PROBLEM IN U.S. AND THREE IN FOUR HAVE FACED DISCRIMINATION.

Similar to the AAPI Data/AP-NORC Poll conducted in [October 2023](#), about half of AAPI adults think racism is a serious issue in the U.S. AAPI Democrats remain more likely to view it as a serious problem than either AAPI independents or Republicans, though independents are more likely to regard it as serious than Republicans. Compared with 2023, more AAPI Republicans believe racism is not a serious issue.

### Similar to 2023, AAPI Democrats are more likely to view racism as a serious issue in the U.S.

Percent of AAPI adults

■ Extremely/very serious ■ Moderately serious ■ Not at all/not too serious



**Question:** How serious a problem do you think racism is in the United States?

**Source:** AAPI Data/AP-NORC Polls conducted June 3-11, 2025 with 1,130 AAPI adults and October 10-20, 2023 with 1,178 AAPI adults nationwide.



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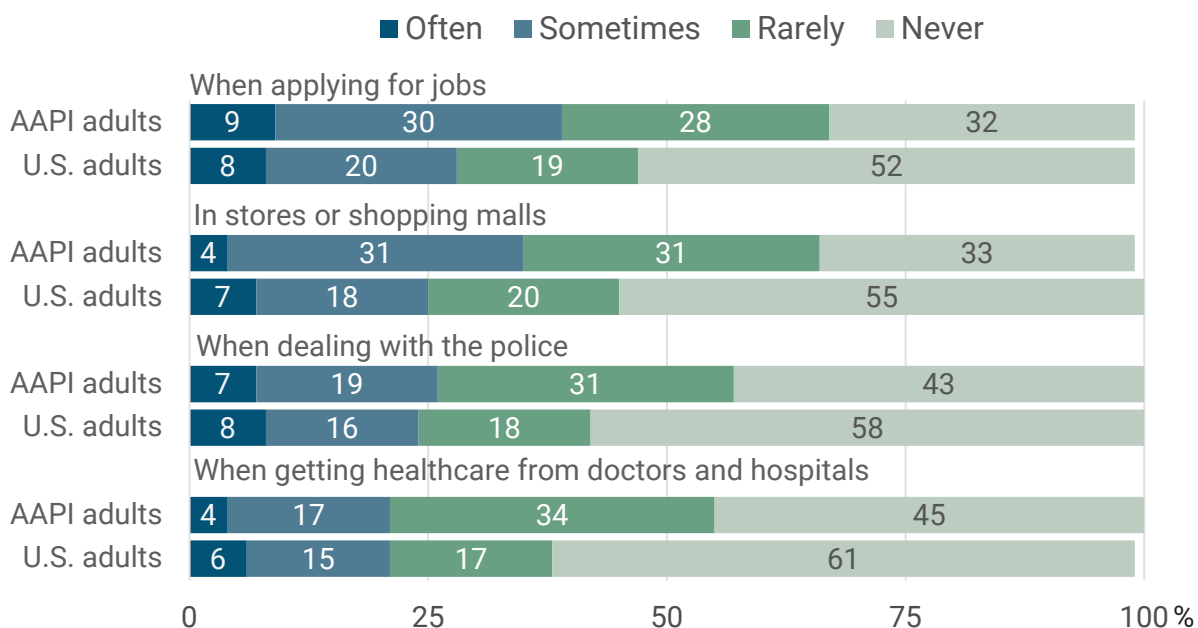
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Similar to the AAPI Data/AP-NORC Poll in [October 2023](#), 77% of AAPI adults say they have experienced discrimination at some point – whether often, sometimes, or rarely – when applying for jobs, dealing with the police, shopping in stores, or receiving healthcare from doctors and hospitals.

AAPI adults are most likely to say they experience discrimination when applying for jobs or shopping in stores, figures that exceed those reported by the general public in a [December 2021 AP-NORC Poll](#). They are also more likely to report discrimination by police or doctors.

## Three in four AAPI adults have ever experienced discrimination.

Percent of adults



**Question:** In each of the following situations, how often would you say you personally have been discriminated against because of your race or ethnicity?

**Source:** AAPI Data/AP-NORC Poll conducted June 3-11, 2025 with 1,130 AAPI adults and AP-NORC Poll conducted December 1-23, 2021 with 4,173 adults nationwide.



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## **FEW HAVE CONFIDENCE IN THE GOVERNMENT TO HANDLE DISCRIMINATION AGAINST RACIAL AND ETHNIC MINORITIES.**

Roughly 1 in 10 AAPI adults are very confident in the government's ability to handle discrimination against racial and ethnic minorities. About 6 in 10 lack confidence that the government can handle discrimination by law enforcement, employment discrimination, or housing discrimination, while about half are not confident that the government can deal with discrimination in healthcare.

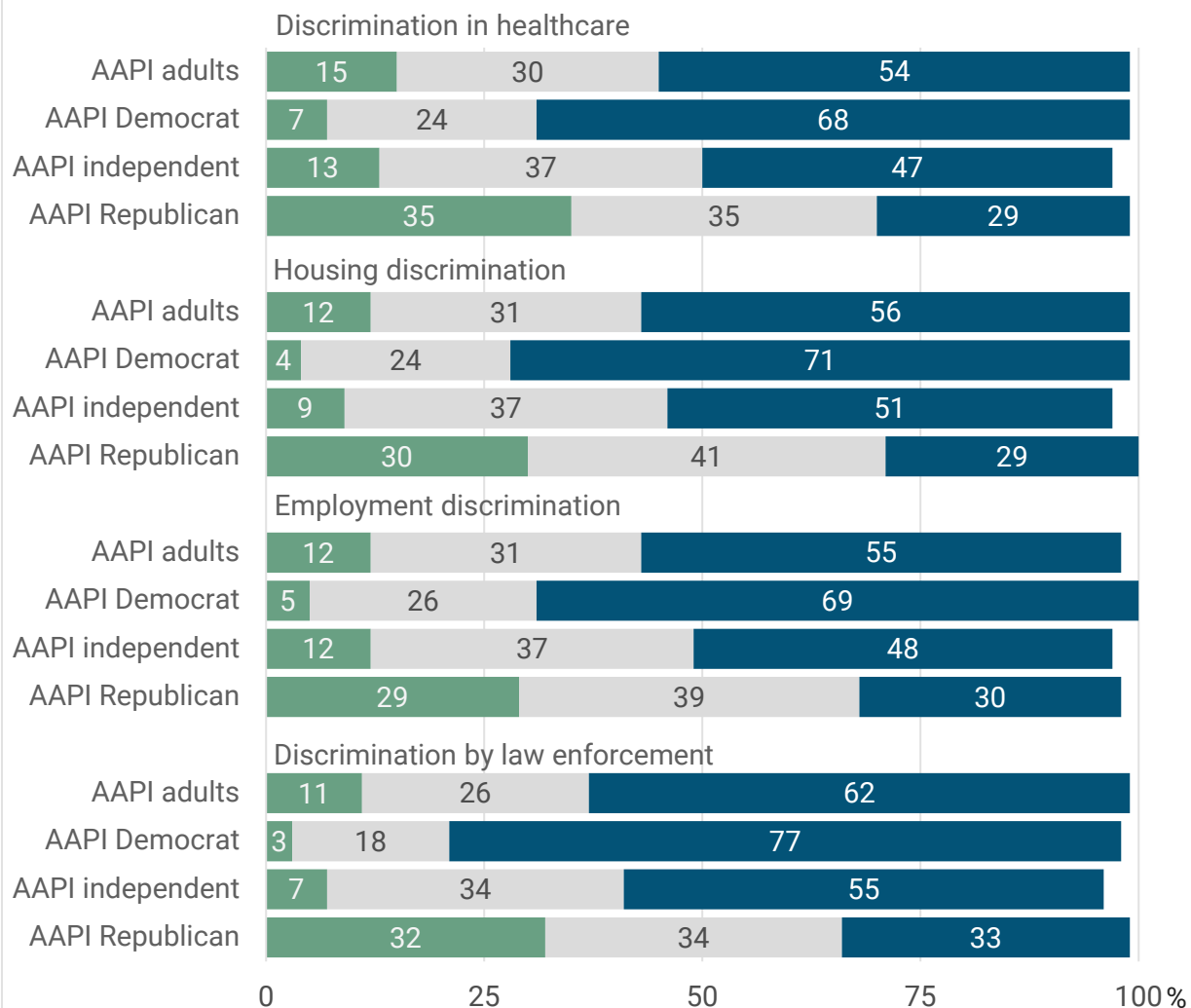
Views are heavily influenced by partisanship, with AAPI Democrats and independents having less confidence in the government's ability to respond to discrimination compared with AAPI Republicans. About 7 in 10 AAPI Democrats lack confidence in the government's handling of discrimination in any of these instances compared with about half of AAPI independents and a third of AAPI Republicans.



## Few AAPI adults are very confident in the government's ability to handle discrimination against racial and ethnic minorities.

Percent of AAPI adults

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



**Question:** How confident are you in the government's ability to handle each of the following types of discrimination against racial and ethnic minorities?

**Source:** AAPI Data/AP-NORC Poll conducted June 3-11, 2025 with 1,130 AAPI adults nationwide.



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## ONE IN FOUR AAPI ADULTS HAVE FACED A HATE CRIME OR INCIDENT IN THE PAST YEAR.

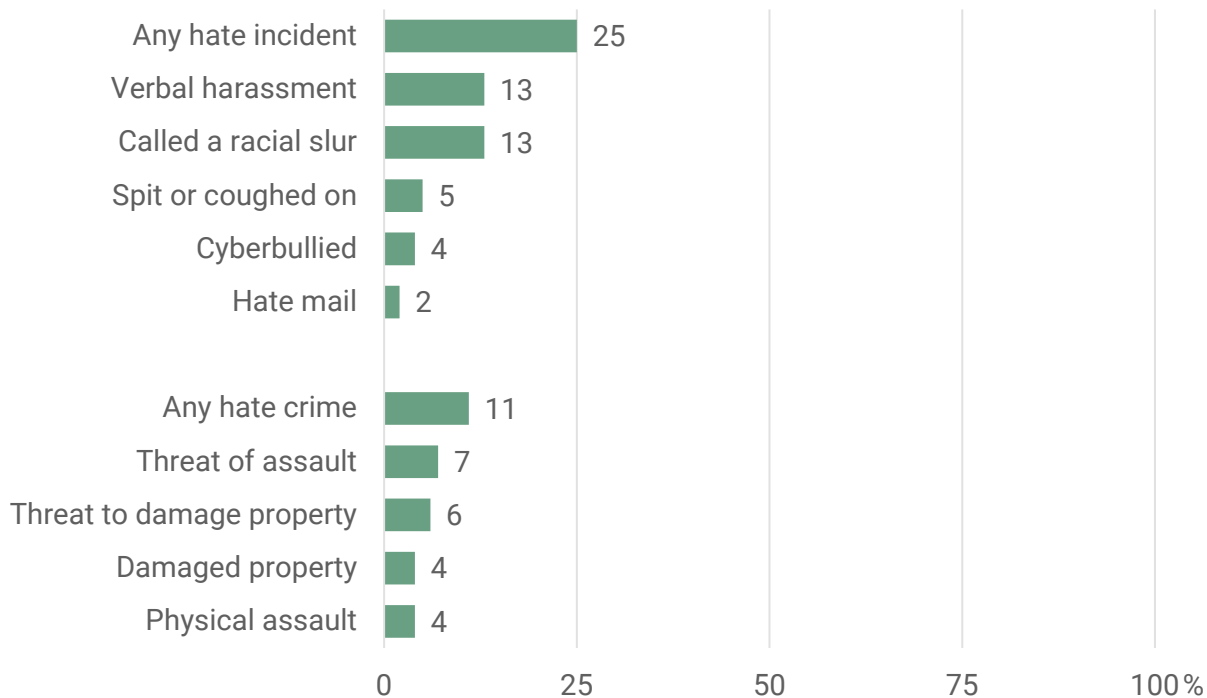
When it comes to classifying experiences with hate, the survey uses the U.S. Department of Justice definition of hate crimes as involving physical assault, property damage, and threats of assault or property damage, and classify other actions, such as verbal harassment, racial or ethnic slurs, and being spit or coughed upon as hate incidents.

In the last year, 11% of people from AAPI communities say they have been the victim of a hate crime specifically because of their race or ethnicity. And an additional 25% have experienced a hate incident in the last year, citing verbal harassment or racial or ethnic slurs as the most frequent forms of abuse.

The number of AAPI adults who have experienced a hate crime or incident has gone down compared with the inaugural [October 2023 AAPI Data/AP-NORC Poll](#) (27% v. 36%). This change is mostly due to a decrease in reports of hate incidents (25% v. 34%), especially experiences of racial slurs (13% v. 22%) and verbal harassment (13% v. 23%). Reports of hate crimes have stayed about the same.

### One in four AAPI adults have faced a hate crime or hate incident in the past year.

Percent of AAPI adults



**Question:** Please indicate if you have experienced any of the following incidents in the last 12 months specifically because of your race or ethnicity.

**Source:** AAPI Data/AP-NORC poll conducted June 3-11, 2025 with 1,130 AAPI adults nationwide.

## 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 June 3-11, 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 1,130 completed the survey—1,124 via the web with 6 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 22.7 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 4.6 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, 36 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](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

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is an independent global news organization dedicated to factual reporting. Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business. More than half the world's population sees AP journalism every day. [www.ap.org](http://www.ap.org)
- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. [www.norc.org](http://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](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).