



## The March 2026 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) Berkeley

*Interviews: 03/23-30/2026*

*N=1,228 Asian American, Native Hawaiian and Pacific Islander adults in the U.S.*

*Margin of sampling error: +/- 4.5 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.*

**HC5. How confident are you in each of the following to act in the best interest of the public's health?**

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

	<b>Extremely/ very confident NET</b>	Extremely confident	Very confident	<b>Somewhat confident</b>	<b>Not very/not at all confident NET</b>	Not very confident	Not at all confident	SKP
AAPI Data/AP-NORC 03/23-30/2026								
Doctors and nurses	<b>61</b>	17	44	<b>32</b>	<b>7</b>	5	2	1
Scientists and medical researchers	<b>58</b>	20	38	<b>34</b>	<b>7</b>	5	2	1
The federal government	<b>11</b>	2	9	<b>31</b>	<b>56</b>	32	25	1
Alternative medicine practitioners	<b>15</b>	4	12	<b>42</b>	<b>41</b>	28	13	1

*N=1,228*

**HC4. In general, how much of the time do you think you can trust the following health care professions to do what is right for you or your family?**

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

		<b>Almost all of the time/ most of the time NET</b>	Almost all of the time	Most of the time	<b>Some of the time/Almost none of the time NET</b>	Some of the time	Almost none of the time	DK	SKP/REF
Doctors and nurses	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>80</b>	23	57	<b>20</b>	17	3	-	*
Pharmacists <sup>1</sup>	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>74</b>	19	55	<b>25</b>	23	2	-	1
	AAPI Data/AP-NORC Poll 02/04-11/25 (N=1,170)	<b>64</b>	15	49	<b>35</b>	30	5	-	1
	AP-NORC Poll of U.S. Adults 06/10-14/21 (N=1,071)	<b>75</b>	24	51	<b>22</b>	18	4	*	2
Hospital executives	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>20</b>	4	16	<b>79</b>	48	31	-	2
	AAPI Data/AP-NORC Poll 02/04-11/25 (N=1,170)	<b>19</b>	3	16	<b>81</b>	43	37	-	1
	AP-NORC Poll of U.S. Adults 06/10-14/21 (N=1,071)	<b>22</b>	4	18	<b>75</b>	48	27	*	3
Health insurance providers	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>22</b>	4	18	<b>77</b>	46	31	-	1
	AAPI Data/AP-NORC Poll 02/04-11/25 (N=1,170)	<b>23</b>	4	19	<b>76</b>	46	31	-	1
Public health officials in the federal government	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>27</b>	5	23	<b>72</b>	52	21	-	1
Public health officials in your state government	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>45</b>	9	36	<b>54</b>	43	11	-	1
Alternative medicine practitioners	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>27</b>	4	23	<b>72</b>	53	18	-	1
	AAPI Data/AP-NORC Poll 02/04-11/25 (N=1,170)	<b>30</b>	5	25	<b>70</b>	52	18	-	1

<sup>1</sup> Question stem for the AP-NORC June 2021 Poll of U.S. Adults was phrased as: “How much of the time do you think you can trust the following health care professions to do what is right for you or your family?”

		<b>Almost all of the time/ most of the time NET</b>	Almost all of the time	Most of the time	<b>Some of the time/Almost none of the time NET</b>	Some of the time	Almost none of the time	DK	SKP/REF
Mental health counselors	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>58</b>	14	44	<b>41</b>	38	4	-	1
	AAPI Data/AP-NORC Poll 02/04-11/25 (N=1,170)	<b>52</b>	11	41	<b>47</b>	40	7	-	1

**ALTMED. In the past year, which, if any, of the following have you used to treat or prevent health problems?**

**Select all that apply.**

**[RESPONSE OPTIONS 1-9 RANDOMIZED]**

	AAPI Data/AP-NORC 03/23-30/2026
Dietary supplements, such as vitamins, melatonin, or fish oil	62
Probiotics including in pills, yogurt, kimchi, or some teas	46
Mindfulness-based stress reduction techniques, such as meditation or mindful breathing	32
Chiropractic therapy, massage, or reflexology	19
CBD, THC, or medical marijuana	7
Movement practices, such as Yoga, Tai Chi, Qigong	21
Energy healing, such as Reiki or crystal healing	3
Acupuncture or acupressure	10
Homeopathic treatments	9
Some other treatment, please specify	5
I have not used any of these to address a health problem in the past year	20
SKIPPED ON WEB	*

N=

1,228

*Shown if used any treatment listed in ALTMED*

**ALTMED2. Was each of the following a major reason, a minor reason, or not a reason that you used these treatments?**

**[GRID ITEMS RANDOMIZED]**

AAPI Data/AP-NORC 03/23-30/2026	Major reason	Minor reason	Not a reason	SKP
Conventional medical treatments would not have been effective	12	32	55	1
Conventional medical treatments were too expensive	22	28	49	1
It was recommended or prescribed by a medical doctor	27	26	46	1
It was recommended through friends or social media	15	35	49	1

*N=985*

*Shown if did not select any treatment listed in ALTMED*

**ALTMED3. Was each of the following a major reason, a minor reason, or not a reason that you have not used these treatments?**

**[GRID ITEMS RANDOMIZED]**

AAPI Data/AP-NORC 03/23-30/2026	Major reason	Minor reason	Not a reason	SKP
They would not have been effective	16	24	60	*
They were too expensive	16	15	68	*
I was worried they might not be safe	15	22	63	*
My doctor did not recommend them	21	14	65	*

*N=243*

**ALTMED4. How concerned are you about each of the following when it comes to your health care?**

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

	<b>Extremely/ very concerned NET</b>	Extremely concerned	Very concerned	<b>Somewhat concerned</b>	<b>Not very/not at all concerned NET</b>	Not very concerned	Not at all concerned	SKP
AAPI Data/AP-NORC 03/23-30/2026								
Not being able to afford the treatment options you want	<b>47</b>	22	24	<b>28</b>	<b>25</b>	17	8	1
The treatments you'd like to try not being taken seriously by your providers or insurance	<b>34</b>	15	19	<b>32</b>	<b>33</b>	22	11	1
Not having access to the language services you need, such as translation and interpretation	<b>11</b>	4	8	<b>13</b>	<b>75</b>	23	52	1
Medical records being shared with immigration enforcement	<b>32</b>	15	16	<b>21</b>	<b>47</b>	19	28	1

*N=1,228*

**VAX2. Would you favor, neither favor nor oppose, or oppose each of the following?**

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

		<b>Strongly/ some- what favor NET</b>	Strong- ly favor	Some- what favor	<b>Neither favor nor oppose</b>	<b>Strongly/ some- what oppose NET</b>	Some- what oppos- e	Strong- ly oppose	DK	SKP/ REF
Restricting or reformulating processed foods to remove ingredients like added sugar or dyes	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>74</b>	44	30	<b>19</b>	<b>6</b>	4	2	-	1
	AAPI Data/AP-NORC Poll 02/04-11/25 (N=1,170)	<b>72</b>	43	29	<b>22</b>	<b>6</b>	4	2	-	*
	AP-NORC Poll of U.S. Adults 01/09-13/2025 (N=1,147) <sup>2</sup>	<b>66</b>	37	29	<b>21</b>	<b>12</b>	5	8	*	*
Reconsidering government recommendations for widely used vaccines, like the flu vaccine	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>23</b>	11	12	<b>35</b>	<b>41</b>	13	28	-	1
	AAPI Data/AP-NORC Poll 02/04-11/25 (N=1,170)	<b>27</b>	12	15	<b>37</b>	<b>35</b>	13	22	*	1
	AP-NORC Poll of U.S. Adults 01/09-13/2025 (N=1,147)	<b>28</b>	12	16	<b>32</b>	<b>39</b>	23	16	*	*
Revising federal dietary guidelines to prioritize meat, dairy, and fats	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>31</b>	11	20	<b>42</b>	<b>26</b>	13	13	-	1
Delaying recommended schedules for certain vaccines typically given shortly after birth, such as the Hepatitis B vaccine	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>16</b>	6	11	<b>32</b>	<b>51</b>	17	34	-	1

<sup>2</sup> The current general population data point and its trend can be found at: <https://apnorc.org/wp-content/uploads/2025/01/January-2025-topline-v2.pdf>

**GAD7. Over the last two weeks, how often have you been bothered by the following problems?**

		<b>Not at all/ several days NET</b>	Not at all	Several days	<b>More than half the days/nearly every day NET</b>	More than half the days	Nearly every day	SKP/REF
Feeling nervous, anxious or on edge	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>81</b>	44	38	<b>18</b>	11	8	*
	AAPI Data/AP-NORC Poll 10/10-20/23 (N=1,178)	<b>90</b>	56	34	<b>10</b>	6	3	*
Not being able to stop or control worrying	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>82</b>	50	33	<b>17</b>	8	8	1
	AAPI Data/AP-NORC Poll 10/10-20/23 (N=1,178)	<b>89</b>	64	26	<b>10</b>	5	5	1
Worrying too much about different things	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>81</b>	43	38	<b>19</b>	12	7	*
	AAPI Data/AP-NORC Poll 10/10-20/23 (N=1,178)	<b>87</b>	51	36	<b>13</b>	7	6	*
Trouble relaxing	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>82</b>	42	39	<b>18</b>	9	9	*
	AAPI Data/AP-NORC Poll 10/10-20/23 (N=1,178)	<b>86</b>	53	33	<b>13</b>	8	5	1
Being so restless that it is hard to sit still	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>89</b>	65	24	<b>10</b>	7	3	*
	AAPI Data/AP-NORC Poll 10/10-20/23 (N=1,178)	<b>93</b>	73	20	<b>6</b>	4	2	1
Becoming easily annoyed or irritable	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>82</b>	45	38	<b>17</b>	10	6	1
	AAPI Data/AP-NORC Poll 10/10-20/23 (N=1,178)	<b>86</b>	49	37	<b>13</b>	10	3	1
Feeling afraid, as if something awful might happen	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>85</b>	55	29	<b>14</b>	8	6	1
	AAPI Data/AP-NORC Poll 10/10-20/23 (N=1,178)	<b>91</b>	66	26	<b>8</b>	4	4	1

**STRESS.** Is each of the following a major source of stress, a minor source of stress, or not a source of stress in your life right now?

[GRID ITEMS RANDOMIZED]

AAPI Data/AP-NORC 03/23-30/2026	Major source	Minor source	Not a source	SKP
Personal finances	37	38	25	*
Relationships with family or friends	19	40	41	1
Health concerns	24	50	26	*
Discrimination	11	37	52	*

*N=1,228*

**RACE6.** How likely do you think it is that you will personally face discrimination because of each of the following within the next five years?

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

AAPI Data/AP-NORC 03/23-30/2026	<b>Extremely/ very likely NET</b>	Extremely likely	Very likely	<b>Somewhat likely</b>	<b>Not too/not at all likely NET</b>	Not too likely	Not at all likely	SKP
Religion	<b>11</b>	4	7	<b>19</b>	<b>69</b>	32	37	1
Race or ethnicity	<b>29</b>	11	17	<b>30</b>	<b>40</b>	25	15	*
Gender	<b>18</b>	7	12	<b>21</b>	<b>60</b>	28	32	1
Immigrant background or immigration status	<b>21</b>	9	12	<b>26</b>	<b>53</b>	24	29	*

*N=1,228*

**RACE5. In each of the following situations, how often would you say you personally have been discriminated against because of your race or ethnicity?<sup>3</sup>**

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

		<b>Often/ Sometimes NET</b>	Often	Sometimes	<b>Rarely/ Never NET</b>	Rarely	Never	SKP/REF
When applying for jobs	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>32</b>	7	25	<b>68</b>	28	40	1
	AAPI Data/AP-NORC Poll 06/03-11/2025 (N=1,130)	<b>39</b>	9	30	<b>60</b>	28	32	1
	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	<b>33</b>	8	25	<b>67</b>	27	39	1
	AP-NORC Poll of U.S. Adults 12/01-23/2021 (N=4,173)	<b>28</b>	8	20	<b>71</b>	19	52	1
When getting healthcare from doctors and hospitals	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>18</b>	2	16	<b>82</b>	33	49	*
	AAPI Data/AP-NORC Poll 06/03-11/2025 (N=1,130)	<b>20</b>	4	17	<b>79</b>	34	45	1
	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	<b>19</b>	3	16	<b>80</b>	31	50	*
	AP-NORC Poll of U.S. Adults 12/01-23/2021 (N=4,173)	<b>21</b>	6	15	<b>79</b>	17	61	*
When dealing with the police	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>23</b>	6	17	<b>76</b>	30	47	1
	AAPI Data/AP-NORC Poll 06/03-11/2025 (N=1,130)	<b>25</b>	7	19	<b>74</b>	31	43	1
	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	<b>25</b>	6	19	<b>75</b>	27	47	*
	AP-NORC Poll of U.S. Adults 12/01-23/2021 (N=4,173)	<b>24</b>	8	16	<b>75</b>	18	58	1
In your community	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	<b>24</b>	4	20	<b>75</b>	40	35	1
	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	<b>28</b>	5	23	<b>72</b>	38	34	*
	AP-NORC Poll of U.S. Adults 12/01-23/2021 (N=4,173)	<b>23</b>	7	16	<b>77</b>	22	55	1

<sup>3</sup> Question wording from AP-NORC 10<sup>th</sup> Anniversary Immigration Study: “In each of the following situations, how often would you say you personally have been discriminated against because of your race?”

The current general population data point and its trend can be found at: [https://apnorc.org/wp-content/uploads/2022/05/Topline\\_Final.pdf](https://apnorc.org/wp-content/uploads/2022/05/Topline_Final.pdf)

**HTCRIME2. Please indicate if you have experienced any of the following incidents in the last 12 months specifically because of your race or ethnicity.**

**[GRID ITEMS RANDOMIZED WITHIN A-D, E-G, AND H-J]**

AAPI Data/AP-NORC		Yes	No	SKP/REF
Someone physically assaulted me	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	3	96	1
	AAPI Data/AP-NORC Poll 06/03-11/2025 (N=1,130)	4	95	1
	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	3	96	1
Someone threatened to physically assault me	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	6	93	1
	AAPI Data/AP-NORC Poll 06/03-11/2025 (N=1,130)	7	92	1
	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	11	88	1
Someone destroyed or damaged my property	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	5	94	1
	AAPI Data/AP-NORC Poll 06/03-11/2025 (N=1,130)	4	95	1
	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	5	95	*
Someone threatened to destroy or damage my property	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	6	93	1
	AAPI Data/AP-NORC Poll 06/03-11/2025 (N=1,130)	6	93	1
	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	8	92	*
Someone called me a racial or ethnic slur	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	13	86	1
	AAPI Data/AP-NORC Poll 06/03-11/2025 (N=1,130)	13	86	1
	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	22	77	1
Someone verbally harassed me or verbally abused me	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	15	85	1
	AAPI Data/AP-NORC Poll 06/03-11/2025 (N=1,130)	13	86	1
	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	23	76	*

AAPI Data/AP-NORC		Yes	No	SKP/REF
Someone spit on me or intentionally coughed on me	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	3	96	1
	AAPI Data/AP-NORC Poll 06/03-11/2025 (N=1,130)	5	94	1
	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	5	94	*
I received hate mail	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	1	98	1
	AAPI Data/AP-NORC Poll 06/03-11/2025 (N=1,130)	2	97	1
	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	2	97	1
I received cyberbullying	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	3	96	1
	AAPI Data/AP-NORC Poll 06/03-11/2025 (N=1,130)	4	95	1
	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	7	93	1
Something else happened, please specify	AAPI Data/AP-NORC Poll 03/23-30/26 (N=1,228)	3	96	1
	AAPI Data/AP-NORC Poll 06/03-11/2025 (N=1,130)	10	89	1
	AAPI Data/AP-NORC Poll 10/10-20/2023 (N=1,178)	10	89	1

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

	AAPI Data/AP-NORC Poll 03/23-30/2026
<b>Democrat NET</b>	<b>56</b>
Strong Democrat	18
Not so strong Democrat	21
Lean Democrat	17
<b>Independent/None – Don't lean</b>	<b>22</b>
<b>Republican NET</b>	<b>22</b>
Lean Republican	6
Not so strong Republican	9
Strong Republican	7
UNKNOWN	*

N=

1,228

**AGE**

	AAPI Data/AP-NORC Poll 03/23-30/2026
18-29	19
30-44	31
45-59	27
60+	23
<i>N=</i>	<i>1,228</i>

**SEX**

	AAPI Data/AP-NORC Poll 03/23-30/2026
Male	47
Female	53
<i>N=</i>	<i>1,228</i>

**LANGUAGE SPOKEN AT HOME**

	AAPI Data/AP-NORC Poll 03/23-30/2026
English	38
Non-English	57
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	5
<i>N=</i>	<i>1,228</i>

**AAANHPI ORIGIN**

	AAPI Data/AP-NORC Poll 03/23-30/2026
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	13
Multiple AA and NHPI origins	6
<i>N=</i>	<i>1,228</i>

**MARITAL STATUS**

	AAPI Data/AP-NORC Poll 03/23-30/2026
Married	54
Not married	46

*N*= 1,228

**EMPLOYMENT**

	AAPI Data/AP-NORC Poll 03/23-30/2026
Employed	67
Not employed	33

*N*= 1,228

**EDUCATION**

	AAPI Data/AP-NORC Poll 03/23-30/2026
Less than a high school diploma	9
High school graduate or equivalent	15
Some college	22
Bachelor's degree	31
Post grad study or professional degree	24

*N*= 1,228

**CENSUS REGION**

	AAPI Data/AP-NORC Poll 03/23-30/2026
<b>Northeast NET</b>	<b>18</b>
New England	3
Mid-Atlantic	14
<b>Midwest NET</b>	<b>10</b>
East North Central	7
West North Central	4
<b>South NET</b>	<b>25</b>
South Atlantic	15
East South Central	1
West South Central	9
<b>West NET</b>	<b>47</b>
Mountain	6
Pacific	41

*N*= 1,228

## HOME OWNERSHIP

	AAPI Data/AP-NORC Poll 03/23-30/2026
Owned or being bought by you or someone in your household	68
Rented for cash	28
Occupied without payment of cash rent	4
<i>N=</i>	1,228

## INCOME

	AAPI Data/AP-NORC Poll 03/23-30/2026
Under \$10,000	3
\$10,000 to under \$20,000	5
\$20,000 to under \$30,000	6
\$30,000 to under \$40,000	3
\$40,000 to under \$50,000	5
\$50,000 to under \$75,000	15
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	22
\$150,000 or more	27
<i>N=</i>	1,228

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

	AAPI Data/AP-NORC Poll 02/02-09/2026
Protestant	12
Roman Catholic	16
Just Christian	11
Buddhist	10
Other religion	17
Nothing in particular	18
Atheist/agnostic	16
SKIPPED ON WEB/REFUSED	*
<i>N=</i>	1,228

**COO. Nativity**

	AAPI Data/AP-NORC Poll 02/02-09/2026
Born in the United States	37
Born outside the United States	63
SKIPPED ON WEB/REFUSED	*

*N*= 1,228

**SECONDGEN**

	AAPI Data/AP-NORC Poll 02/02-09/2026
Born in the U.S. and child of at least one parent born outside the U.S.	27
All other respondents	73

*N*= 1,228

## **SURVEY 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) Berkeley.

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). 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. The U.S. Postal Service delivery-sequence file (DSF) and National Consumer Address File have been used in a subset of years as a supplemental sample during AmeriSpeak panel recruitment for low coverage states.

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."

Interviews for this survey were conducted between March 23-30, 2026 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 1,228 completed the survey via the web. Panel members were invited by email. Respondents were offered a small monetary incentive for completing the survey. In addition to English, the survey was offered in the Chinese dialects of Mandarin and Cantonese, Vietnamese, and Korean, depending on respondent preference. The weighted household panel recruitment rate is 26.3 percent and the survey completion rate is 26.7 percent, for a weighted cumulative response rate of 7.0 percent.

The overall margin of sampling error is +/-4.5 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, 81 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 benchmarks were obtained from the American Communities Survey (ACS) 5 years data 2020-2024. 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).