



# Lessons and Knowledge Gaps from Recent Advances in Studying Asian Americans, Native Hawaiians and Pacific Islanders

---

2025 AAPOR Annual Conference

---

**Alex Chew**

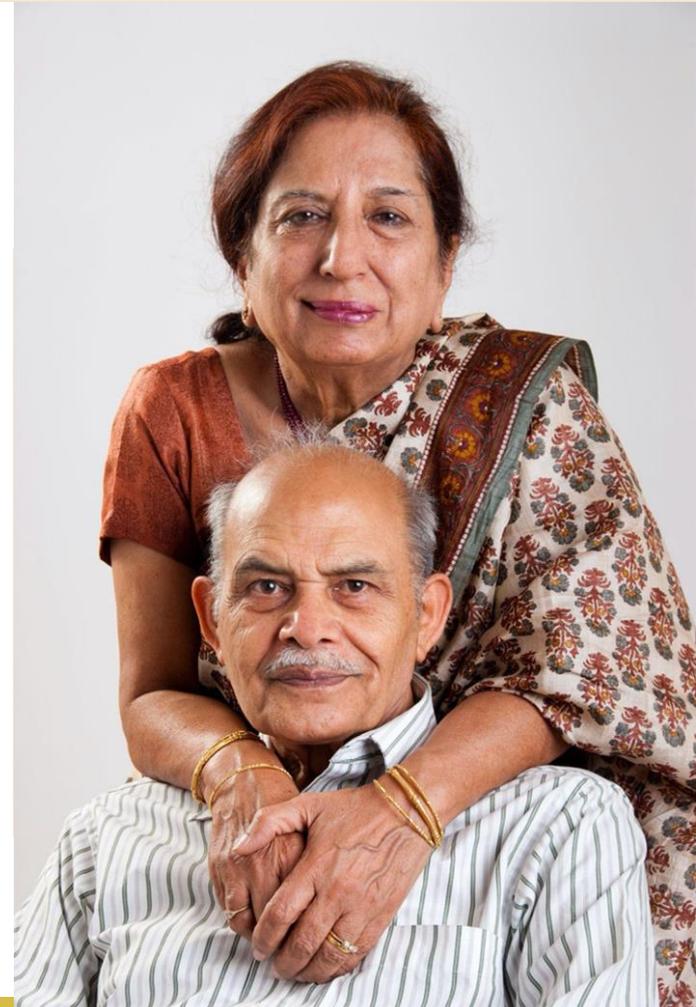
CELEBRATING

10  
YEARS

## Primary Barriers: Lack of Infrastructure and High Costs.

- Market trends drive survey research migration to **mostly online panels** for efficiency.
- Existing panels are **primarily in English or Spanish** languages.
- Lack of infrastructure makes accurate AANHPI representation **8x more expensive** in survey research.
- **Questionnaire space and translation requirements** increase research costs, excluding AA and NH/PI communities from data collection and reporting due to expense.
- **Recruiting AANHPIs**, considering all these barriers, is **very expensive**.

**Majority Immigrant Population (68%)  
Age 50+ = 88% and 49% Limited English Proficient**



**Amplify AAPI** is the first-ever public opinion panel scientifically designed to accurately represent Asian American, Native Hawaiian, and Pacific Islander communities.



For more than 80 years, NORC at the University of Chicago has used proven methods and pioneered new techniques to study the broad spectrum of human experience.



AARP is the nation's largest nonprofit, nonpartisan organization committed to empowering Americans to choose how they live as they age.

Amplify AAPI is the **largest, most representative,** and **only** survey panel of AANHPI communities.

U.S. HHLDS are **randomly selected**, with a known, **non-zero probability**.

We conduct thousands of interviews in

- **English**
- **Mandarin**
- **Cantonese**
- **Korean**
- **Vietnamese**

92% of total AANHPI HHLDS are offered a language with which they are comfortable

Opt-in online sample only conducts surveys in English

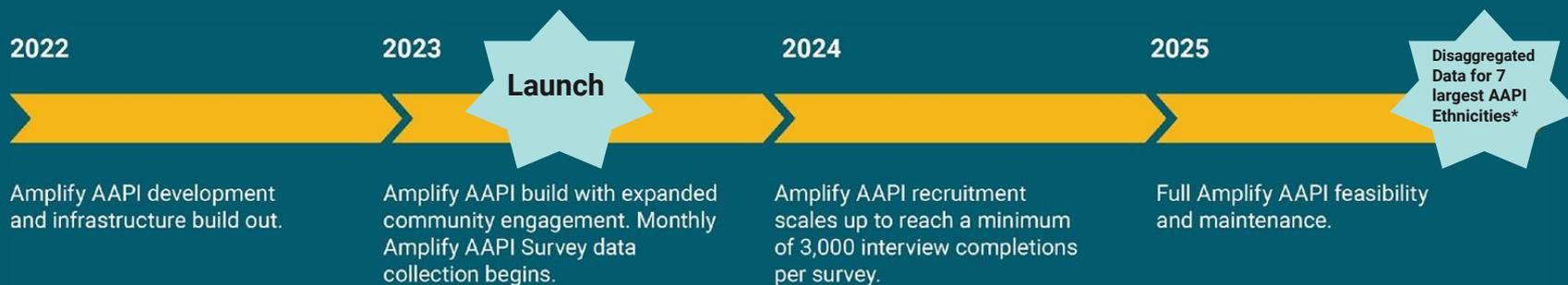
With additional language support to meet growth and demand.

Our data, analytics, and policy experts deliver best-in-class research.

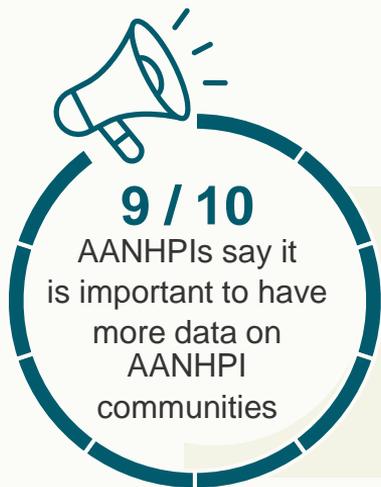


Building a **first-of-its-kind** representative panel like Amplify AAPI isn't trivial.

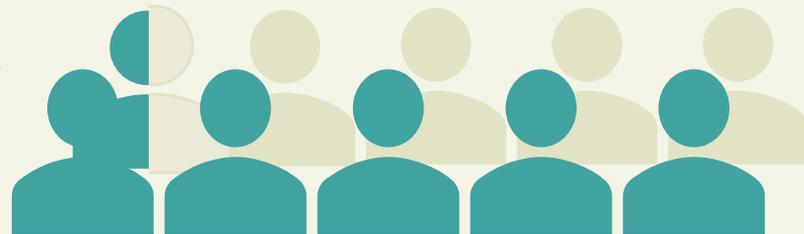
As of launch in November 2023, all researchers now have access to high-quality, cost-efficient sample for survey research. Without this resource, standalone surveys of AANHPI populations would remain prohibitively expensive and/or poor quality.



# AANHPIs Do Not Feel Represented In Market Research And National Studies And Overwhelmingly Say More Data Is Needed On Their Communities

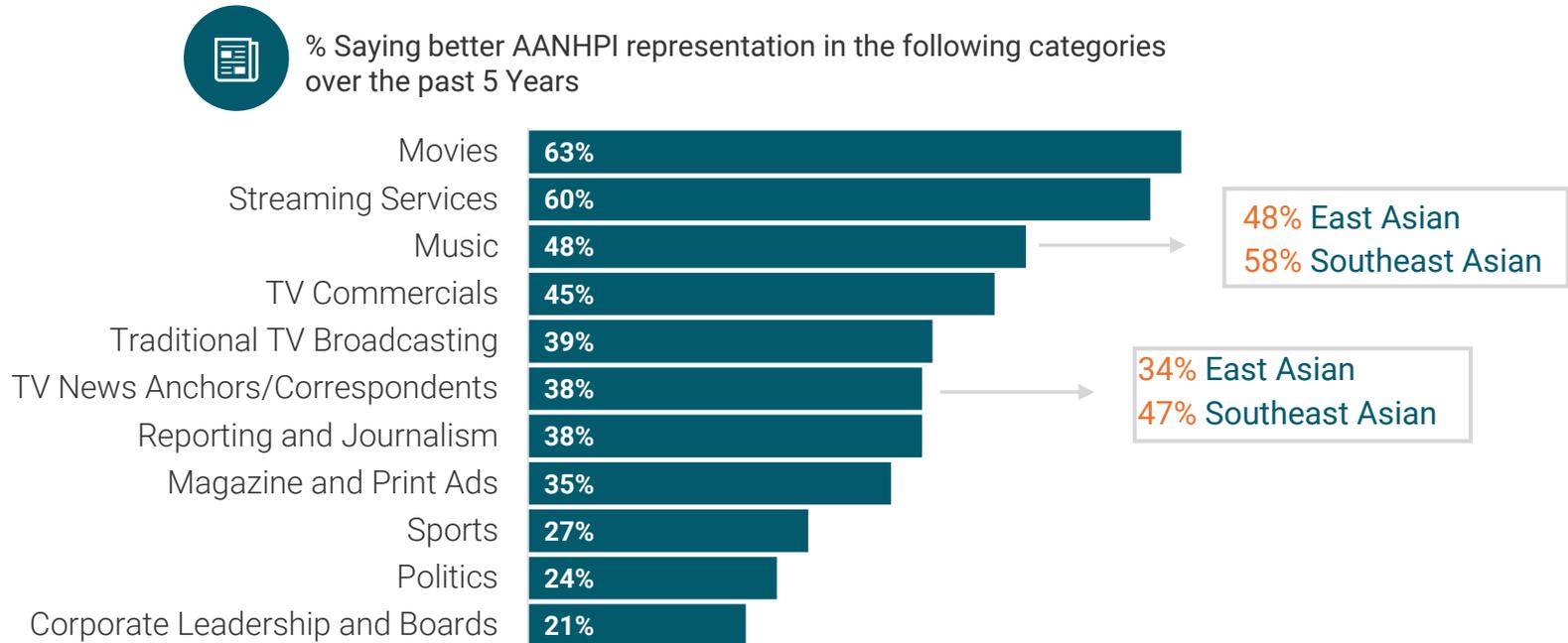


**Over half (56%) say AANHPIs are Rarely/Not at all represented in market research and national studies**



Female **62%** rarely/ not at all  
Gen-Xers **65%** rarely/ not at all  
Asian Indian **13%** Not Represented at all

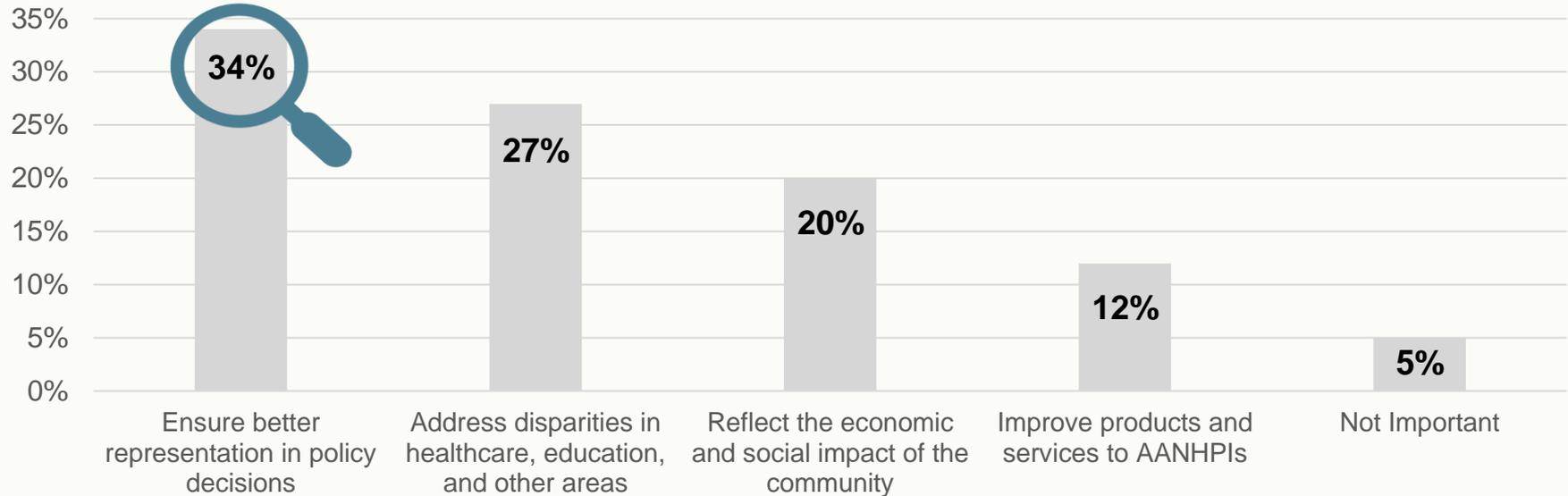
Although the majority feel that representation has improved in movies and streaming services, more work is needed in politics and leadership roles.



Q14. In your opinion, how do you feel representation of the Asian American and Native Hawaiian, or Pacific Island (AANHPI) community has changed over the past 5 years in the following categories/industries in the United States? Somewhat/much better representation

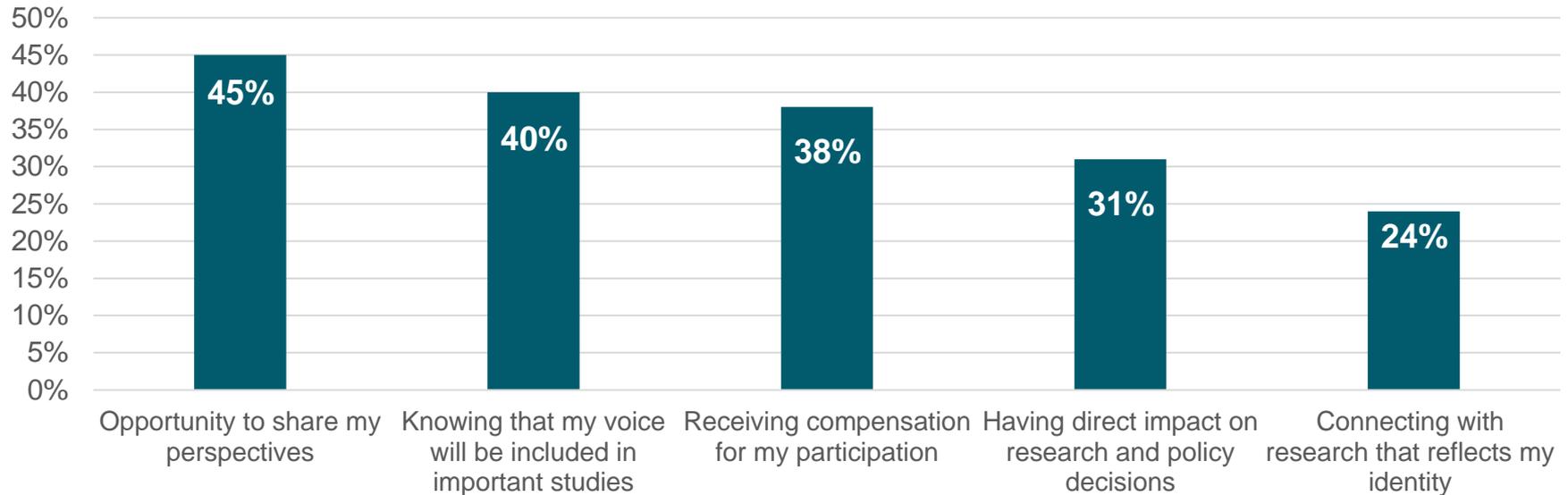
## AANHPIs Prioritize Representation, Disparity Reduction, and Socioeconomic Insights as Key Reasons for Needing More Data

### Why do you think it's important to have more data on AANHPI communities?



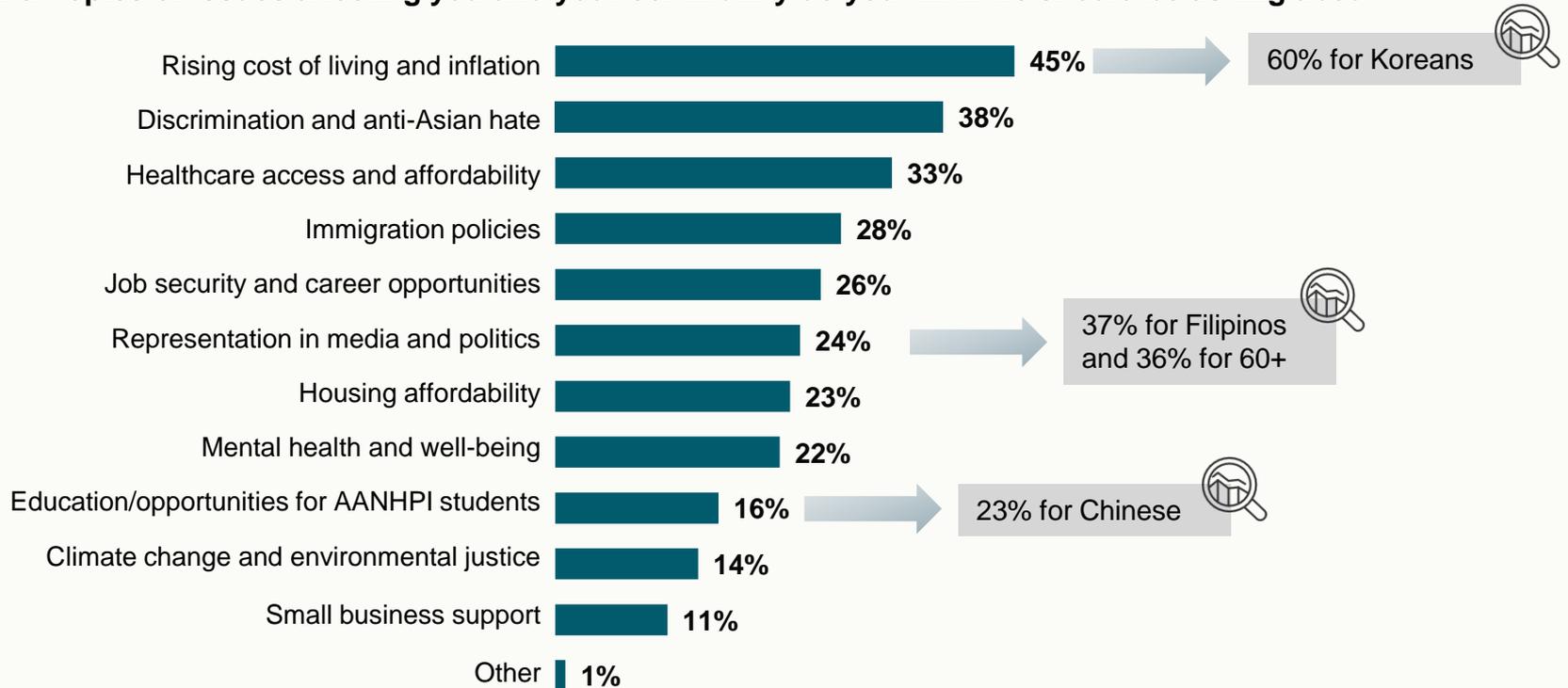
Amplify AAPI panelists value the opportunity to share their perspectives and know their voices will shape important studies.

### What do you value the most about being part of the Amplify AAPI panel?



# Top Community Priorities: Inflation, Anti-Asian Hate, and Healthcare Access Lead Survey Research Focus Areas

**What topics or issues affecting you and your community do you think we should be asking about?**



# What Makes Participation in Research Relevant to Me

Stories of having a voice, being seen, reflecting on values, all AANHPI voices represented, part of a community, impacting policy, a better future for family

Engaging with Amplify AAPI and participating in surveys **encourages me to take a moment to reflect on my values. It's especially difficult now to strike a balance between staying informed and avoiding consuming so much news that it makes me lose all hope for the future.**

It's the first time I have been asked my opinion and beliefs as an Asian American. I feel like I have the power to help shape ideas, and my voice is being heard.

I take time to complete these surveys because **it's a small contribution to help my parents, my future kids, and people like me.** It feels good to be acknowledged and to be considered in topics that may affect policy.

Often AAPIs aren't included in surveys (or their counts are so low) that data is not being reported out on us. **This panel not only gives us a voice, but also the chance to be seen.**

我觉得能有一个专门针对我们这个群体的研究小组·让我有被重视的感觉·而且我的声音可以有一个途径传达出去。

It's amazing to be a part of something new that is working to help ensure that AANHPI voices are heard. It feels like a privilege that I'm **able to contribute my personal voice and hope to start to see more of a change start to build to allow minority voices to be heard.**

I am **grateful for the inclusive outreach** and the active listening effort undertaken by NORC to **further the understanding of a diverse community that in the context of American society is historically lumped together**

As a south Asian it feels good to be **included** because a lot of Asian surveys primarily target east Asians.

미국에서 소수인종으로 살아가면서, 목소리를 내는 것이 중요하다고 생각. 설문으로나마 목소리를 낼 수 있어서 좋고 감사함. 이러한 것들이 연구에 반영되어 조금씩이나마 변화가 생기고 정치, 경제, 사회적으로 영향력이 커졌으면 좋겠다는 바람이 있음.

Amplify AAPI Panelists Demonstrate Strong, Stable Survey Engagement Higher Than Overall US Adult Respondents. April 2025 Rate Is 31%.

	Amplify AAPI Monthly Surveys			
	March 2024	June 2024	September 2024	
Amplify Panelists Invited	1,831	2,349	2,545	
Amplify Panelists who Completed Survey	610	781	776	
Completion Rate	33.3%	33.2%	30.5%	<b>April '25 31%</b>

**US adult 18+ panelists have completion rate of less than 20%.**

Note: these numbers are for newly recruited Amplify panelists only, not AAPI AmeriSpeak panelists we also invite to monthly survey.

# Amplify AAPI's partnership with Stop AAPI Hate to impact change when anecdotal reports alone weren't enough to shape lasting policy



**Challenge:** Rising anti-Asian hate incidents lacked comprehensive data to drive policy response.

**Insight:** Amplify AAPI data illuminated patterns of discrimination across subgroups, regions, and age groups.

**Action:** Stop AAPI Hate used data to brief lawmakers, support civil rights advocacy, and inform targeted interventions.

**Impact:** Helped secure language access policies and informed federal actions on community safety.

**Key Takeaway:** With Amplify AAPI, Stop AAPI Hate turned community trauma into evidence-based advocacy for systemic change.

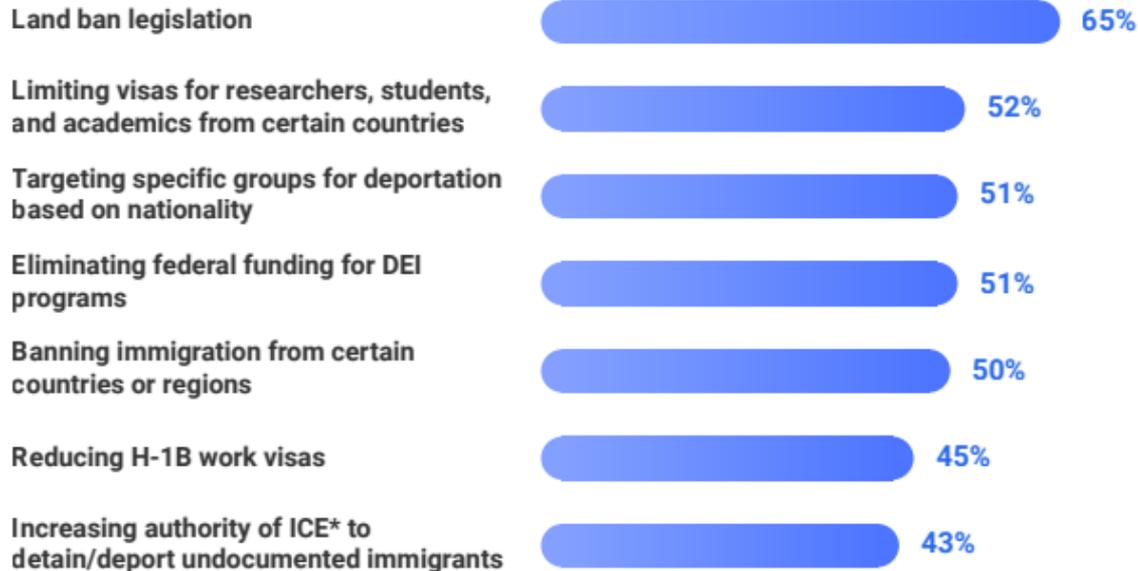
## Stop AAPI Hate's "State of AANHPI Hate" Policy Impact

### State of hate Anti-AA/PI report

- a. Press conference with Rep. Judy Chu, Rep. Ted Lieu
- b. Shared with 535 members of Congress via email; delivered hard copies to ~40 Congressional offices
- c. Labor secretary Julie Su shared with other cabinet members
- d. Shared with White House Initiative on AANHPIs Policy Summit in DC, by oral public comment and as panelist in main plenary
- e. Conducted 1:1 outreach to share results with key gov't. agency stakeholders at city, county, state, and federal levels
- f. Briefed CA Civil Rights Dept. with CA-specific data

## From SAH's latest report: Many AANHPI adults are unfamiliar with policy initiatives that could greatly impact their communities

*% of AA/PI adults who said they have never heard of the following policies or have heard of them but don't know much about them*



\* Immigration and Customs Enforcement

Source: Stop AAPI Hate Survey, conducted by NORC in January 2025