

# STATUS INDEX

*Fifth Anniversary* **2025**

ATTITUDES TOWARDS ASIAN  
AMERICANS, NATIVE HAWAIIANS,  
AND PACIFIC ISLANDERS

**TAFF** The Asian American  
Foundation

**LAUNCH**





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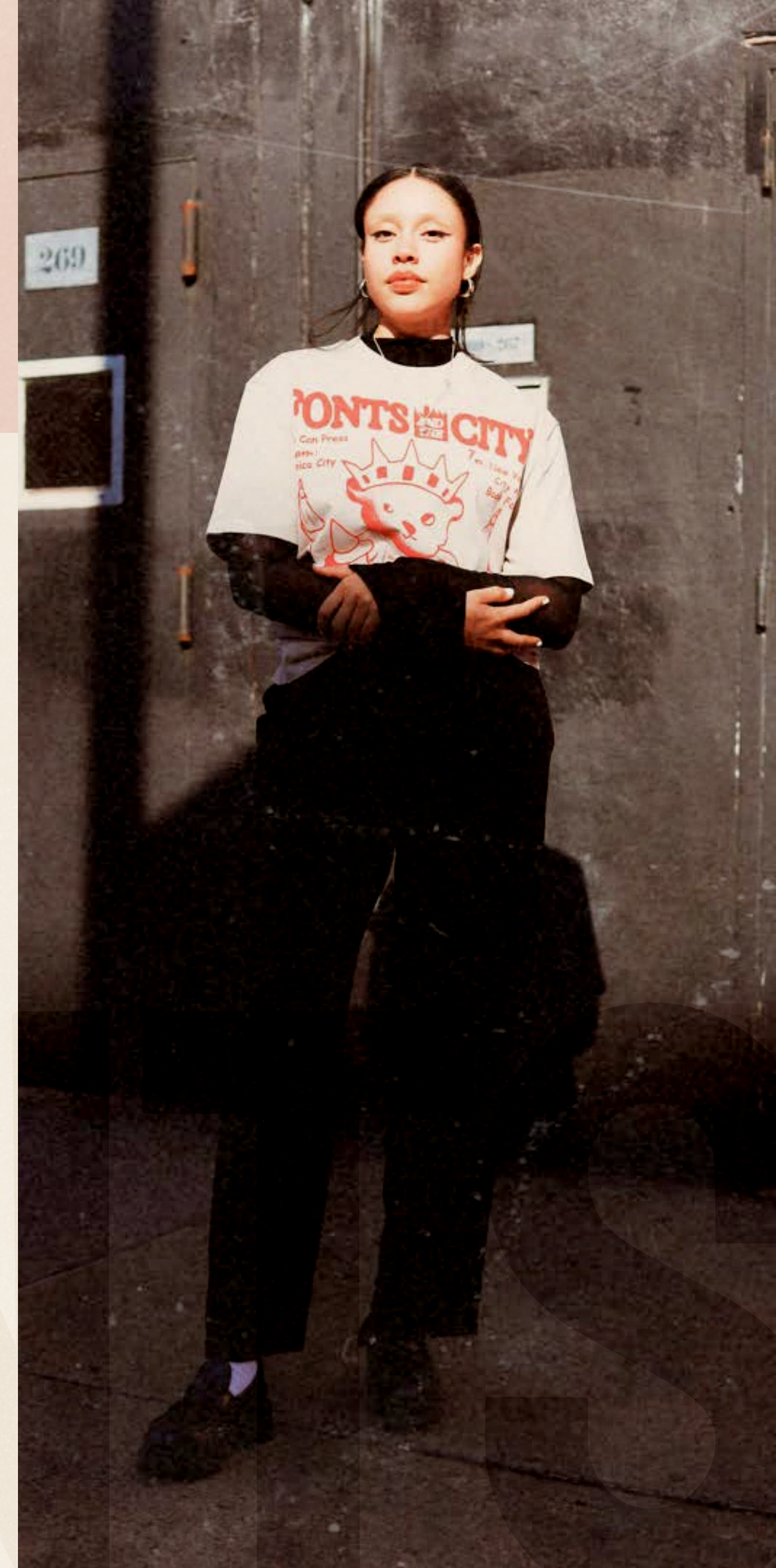
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# INTRODUCTION

The STAATUS Index (Social Tracking of Asian Americans in the United States) is the leading annual survey on how Americans view Asian Americans, Native Hawaiians, and Pacific Islanders (AANHPIs). It is the only multi-year, nationally representative study to collect data on the perspectives of other racial groups about AANHPIs. When it was launched in 2021, it was one of the first national analyses of its kind in over 20 years.

Now in its fifth year, the survey offers data to track shifts in public perceptions—highlighting both changes and persistent views. Neither change nor consistency inherently signals progress: Harmful stereotypes can endure or resurface over time, affecting AANHPI safety and well-being. Understanding these perceptions is key to tracking long-term trends and guiding efforts to promote safety, belonging, and prosperity for the community.

We are at a pivotal moment when the progress for AANHPI communities faces renewed challenges. Discussions around immigration and citizenship, including proposals that could impact birthright citizenship, echo past experiences of exclusion and displacement. Questions of national loyalty—once tragically underscored during the incarceration of Japanese Americans during World War II—have reemerged in public discourse, particularly affecting those of Chinese descent. At the same time, recent strides in expanding the teaching of Asian American history and fostering understanding of racial dynamics in education are encountering pushback, as debates about curriculum and academic freedom intensify in schools and universities.

We surveyed 4,909 Americans across the country to better understand these and other pressing issues AANHPIs are facing today. Key results include:

**Americans increasingly view Asian Americans as more loyal to their countries of origin than to the United States.**

- A record 40% of Americans think Asian Americans are more loyal to their country of origin than the US.
- More than a quarter of Americans are concerned that Chinese Americans are a threat to US society, especially when it comes to national security.
- Only 44% of Americans strongly agree that it was wrong for the United States to forcibly detain Japanese Americans in internment camps during World War II.

**Americans increasingly think Asian Americans are treated fairly, but Asian Americans report experiencing harassment and continue to feel unsafe in day-to-day spaces.**

- The percentage of Americans who believe Asian Americans are treated fairly in the United States is at a 5-year high of 48%, yet 63% of Asian American respondents report feeling unsafe in at least one day-to-day space.
- 49% of Asian Americans respondents say they were insulted or called a bad name in the past year. In addition, 36% indicate they were harassed or threatened, and 15% were physically attacked or assaulted.

- 63% of Asian Americans respondents believe it is at least somewhat likely they will be victims of discrimination based on their race or ethnicity in the next five years, compared to 33% of white respondents.

**Most Americans don’t have personal relationships with Asian Americans, and base their views on what they hear from politicians, social media, and cable news.**

- 25% of Americans have no relationship with an Asian American, and this shows no sign of changing.
- The percentage of Americans who get their information about AANHPIs from politicians has increased, going from 6% in 2021 to 14% in 2025.
- 16-24 year-olds especially get most of their information about AANHPIs from social media apps like TikTok, YouTube, and X (Twitter).

**Perceptions of Asian Americans are still colored by harmful stereotypes like the model minority myth.**

- Asian Americans are still predominantly described as “smart,” “hardworking,” and “nice.”
- In the workplace, Asian Americans are viewed as less assertive than their white counterparts.
- Asian American leaders are also seen as having less authoritative leadership styles compared to white Americans.

**Despite misconceptions and lack of personal relationships with AANHPIs, there is support from the American public for reforms in education and investment in AANHPI communities.**

- Although we have seen the passage of historic laws mandating education about AANHPI history, 53% of Americans still can’t name a significant event or policy related to the history and experience of Asian Americans in the US.
- A majority of Americans believe that public school students should learn the history of Asian immigration and immigrant communities, as well as facts about structural barriers, racism, and discrimination.
- Nearly 9 out of 10 Americans indicate openness to visiting Asian American ethnic enclaves more often.





# BACKGROUND

The STAATUS Index draws on decades of research about stereotyping and othering of Asian Americans. The Stereotype Content Model, created by Professor Susan Fiske in 2002, examines how dominant groups evaluate the potential threat of other groups. Several studies have shown that Asian Americans are often stereotyped as highly competent, but low in sociability or likeability.<sup>1,2</sup> This combination of perceptions creates a complex mix of admiration, resentment, and envy.

This resentment and feeling of being threatened often leads to othering, the exclusion of a group based on factors like race, ethnicity, or gender. Othering pits “us” vs. “them,” and makes the targeted group seem at odds with the dominant group—and fundamentally less human. The stereotyping and othering of Asian Americans can not only lead to violence, but can also have significant mental health impacts.<sup>3, 4</sup> Professor John A. Powell describes belonging as the opposite of othering,<sup>5</sup> and as STAATUS has shown us each year, AANHPIs often struggle to feel a sense of belonging in the United States.

For Asian Americans, this stereotyping and othering are often reflected through the following three tropes:

**Model minority:** The model minority myth portrays all Asian Americans as highly successful, and attributes that success to family values, work ethic, and intelligence. The concept of the “model minority” has been used to downplay racism and discrimination in the United States, by implying that other minority groups—particularly African Americans—could have achieved this success if they had worked harder. This myth doesn’t take into account different histories and experiences of discrimination, and also ignores the socioeconomic diversity of the AANHPI community.<sup>6, 7</sup>

**Yellow Peril:** The “Yellow Peril” is a longstanding racist trope, based on a fear that people from East Asia are a threat to Western culture and civilization. This fear of Asian Americans has led to a history of xenophobic anti-immigration laws and other restrictions against AANHPI communities.<sup>8</sup>

**Perpetual foreigner:** The perpetual foreigner stereotype implies that ethnic minorities will always be seen as “foreign,” even if born and raised in the United States. This stereotype is at the heart of the question often asked of AANHPIs: “Where are you *really* from?”<sup>9, 10</sup>

Both the Yellow Peril and perpetual foreigner stereotypes have been used to cast suspicion on the loyalty of Asian immigrants and Asian Americans during times of international tensions with Asian countries. This has led to discrimination, hate, and violence during World War II, the Vietnam War, after 9/11, and most recently the COVID-19 pandemic.

Through the STAATUS Index, we research these stereotypes and other misperceptions affecting AANHPIs to gain a better understanding of, and ultimately improve, race relations and the status of our community in American society.





# ACADEMIC ADVISORY COMMITTEE

The STAATUS Index is advised by our esteemed Academic Advisory Committee (AAC). We are honored to have their guidance and expertise in developing the survey, advising on the methodology, reviewing analyses, interpreting data, and crafting key takeaways.



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# METHODOLOGY

We developed and conducted a nationally representative 14-minute survey of 4,909 respondents located across the United States, aged 16 and older. The survey was carried out by [Savanta Research](#) via an online panel, from January 22 to February 25, 2025. To facilitate more nuanced subgroup analyses, we strategically oversampled Asian Americans.

Weights were applied to the sample to align it with population parameters sourced from the U.S. Census Bureau for individuals aged 16 and above, encompassing the following factors: Race (Asian and Non-Asian), age, gender, income, and region. This weighting strategy mirrors the demographics of the national population and is reflected in the presentation of our primary findings. Though Filipino Americans are sometimes included in the category Southeast Asian American, we treat the two groups separately for political and historical reasons.

For several questions, we split the sample and randomly assigned each sub-sample questions about Asian Americans or NHPIs, or about particular Asian American subgroups. Where relevant, we used survey logic to ensure that respondents were not asked to share perceptions related to their own group or subgroup.

Data was cleaned and analyzed using R and Tableau. This year, we used an AI-powered text analysis platform (Blix) to analyze and recode our open-ended survey data, making sure to validate its analysis throughout the process. We used Blix to identify and refine top themes, and to recode those top themes into the full dataset. As in years past, we only recoded high-incidence themes; we did not perform an exhaustive recoding of every open-ended response.

Results are valid within +/-1.4% at the 95% confidence level. The margin of error increases with subgroup analyses. As a rule, we do not report findings with particularly small sample sizes and high margins of error. Due to rounding, some percentages may not add up to 100%.

Acknowledging the range of distinctive identities within (and perceptions of) the Native Hawaiian and Pacific Islander (NHPI) community, the STAATUS Index mainly centers on the Asian American population. Similar to previous years, however, we included several questions concerning American perceptions of NHPIs.

### A note on terminology:

- We refer to all survey respondents as Americans regardless of their citizenship status.
- We refer to racial/ethnic groups (as listed in the US census) as follows: Asian as Asian American, Black or African American as Black American, Hispanic or Latino as Hispanic American, Native Hawaiian or Pacific Islander as NHPI , and White as white American or whites.

### Limitations

- The survey was conducted only in English. To gain deeper insights, particularly from older generations and communities of color, we encourage others to build upon our work by providing the option to take the survey in other languages.
- Due to cost considerations, we conducted our survey via an online panel instead of opting for phone or door-to-door methodologies. Nonetheless, we established various quotas to ensure a nationally representative sample, and our survey vendor employed multiple panels from diverse sources to generate a comprehensive range of responses.
- Because our sample of NHPIs was limited to 51 individuals, we are unable to provide confident analyses of NHPIs’ own perceptions. Further research is imperative to delve into NHPIs’ perceptions, American perceptions of NHPIs, and the distinct challenges faced by the NHPI community, along with strategies to prioritize their unique needs.
- For our discussion of open-ended questions, we use the “None come to mind” designation to include all responses in which respondents professed a lack of knowledge, including specific responses like “I don’t know.”

Unweighted sample sizes for the groups against which we report are listed here:

Analysis category	Sample size (unweighted) n (%)		Margin of error (unweighted)
Sex			
Female	2,584	(53.0%)	±1.9
Male	2,292	(44.5%)	±2.0
Other	33	(1.1%)	
Age group (disaggregated)			
16–24 years	750	(15.3%)	±3.6
25–34 years	864	(17.6%)	±3.3
35–44 years	933	(19.0%)	±3.2
45–54 years	791	(16.1%)	±3.5
55–64 years	710	(14.5%)	±3.7
65–74 years	558	(11.4%)	±4.2
75+ years	303	(6.2%)	±5.7
Race/ethnicity			
Asian	1322	(26.9%)	±2.7
Black	501	(10.2%)	±4.4
Hispanic	633	(12.6%)	±3.9
NHPI	51	(0.5%)	±14.0
White	2,303	(46.9%)	±2.0
American Indian, Alaska Native, or Native American	51	(1.0%)	±14.0
Middle Eastern, Southwest Asian, or North African	43	(0.9%)	±14.0
Other	30	(0.6%)	±14.0
Political affiliation			
Democrat	1,715	(34.9%)	±2.4
Republican	1,494	(30.4%)	±2.6
Independant	1,281	(26.1%)	±2.7
Education			
Less than high school	45	(0.9%)	±14.0
Some high school	122	(2.5%)	±9.9
High school degree or equivalent	934	(19.0%)	±3.2
Some college or trade school	945	(19.3%)	±3.2
Associate degree	488	(9.9%)	±4.4
College degree	1,349	(27.5%)	±2.7
Master's degree	860	(17.5%)	±3.3
Doctorate degree	166	(3.4%)	±8.1
Income			
Less than 25k	618	(12.6%)	±3.9
25–49k	794	(16.2%)	±3.5
50–74k	829	(16.9%)	±3.4
75–99k	696	(14.2%)	±3.7
100–149k	927	(18.9%)	±3.2
150k+	913	(18.6%)	±3.2
Prefer not to answer	132	(2.7%)	±8.1
Asian American group (disaggregated)			
East Asian	328	(6.7%)	±5.3
Filipino	315	(6.4%)	±5.7
South Asian	310	(6.3%)	±5.7
Southeast Asian	302	(6.2%)	±5.7





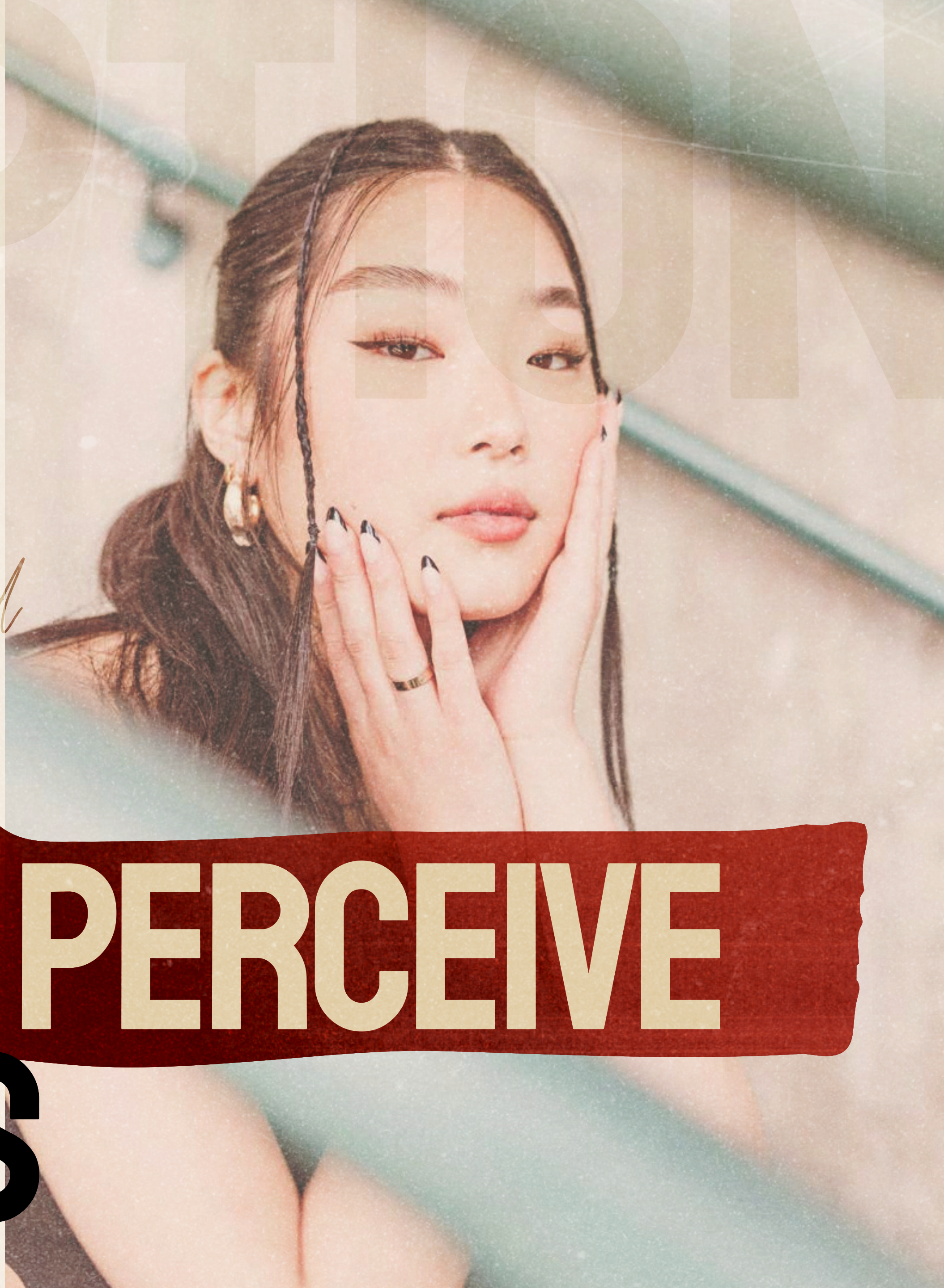
Overall, Americans increasingly think Asian Americans are treated fairly. But the data reveals concerning trends, from persistent stereotyping to doubts about national loyalty.

*Will I ever be treated  
like everyone else?*

CHAPTER ONE

# HOW AMERICANS ASIAN AMERICANS

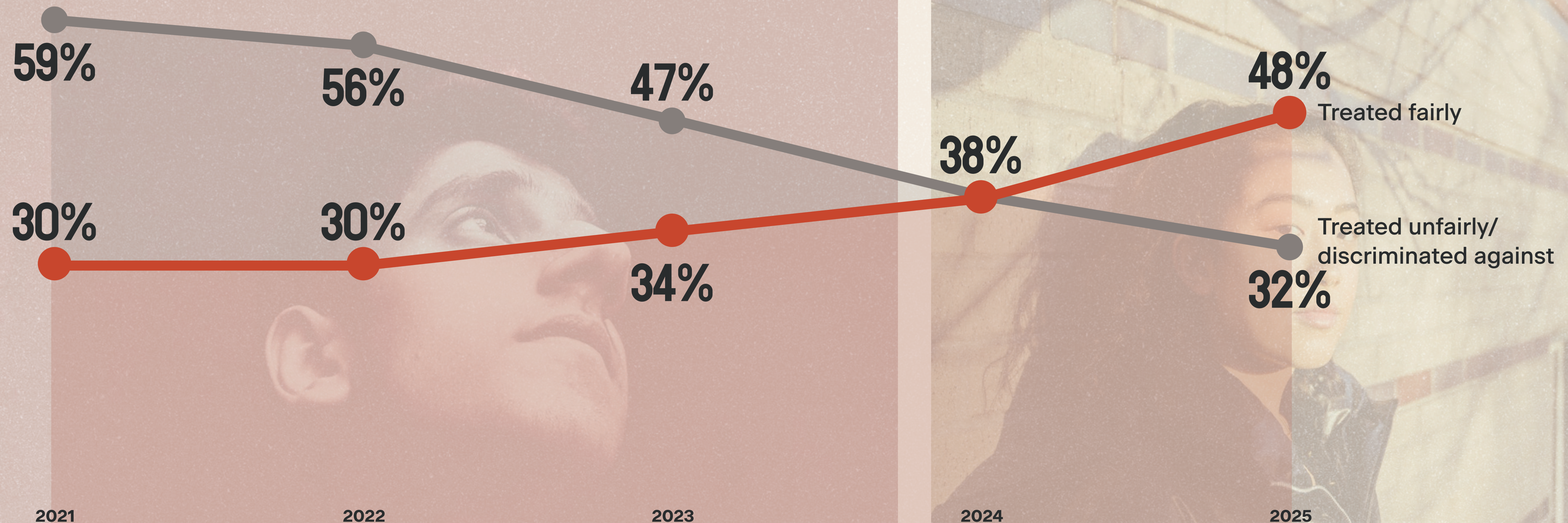
PERCEIVE





# OVER THE PAST 5 YEARS, AMERICANS **INCREASINGLY** BELIEVE THAT ASIAN AMERICANS ARE TREATED FAIRLY IN THE U.S.

How are Asian Americans being treated in U.S. society today?



In 2025, 48% of Americans believe Asian Americans are “treated fairly”—a 5-year high. And only 32% believe they’re treated unfairly.

2021

2022

2023

2024

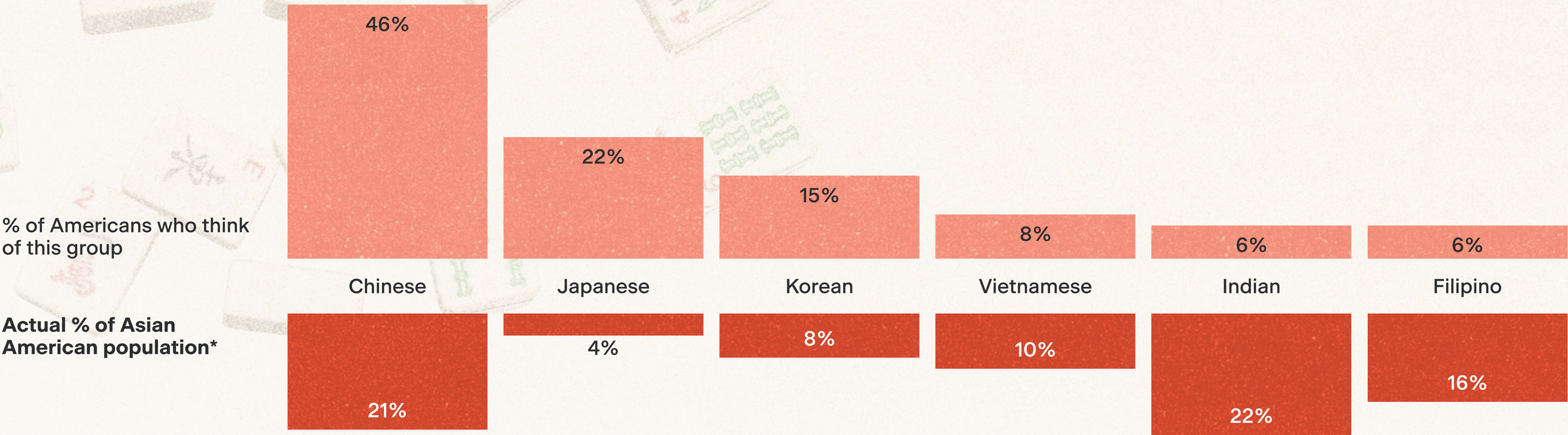
2025



# TO MANY AMERICANS, “ASIAN AMERICAN” MEANS EAST ASIAN AMERICAN.

When asked which specific ethnic groups come to mind when they think about Asian Americans, Americans most often think of East Asian Americans. The top responses are: Chinese (46%), Japanese (22%), Korean (15%), Vietnamese (8%), Filipino (6%), Indian (6%). Indian Americans come in at a drastically lower rate, despite being the largest Asian American group today (according to US Census race-alone statistics).

When you think of Asian Americans, which specific ethnic groups most come to mind?



\*Actual percentages based on [U.S. Census \(Race Alone\)](#)



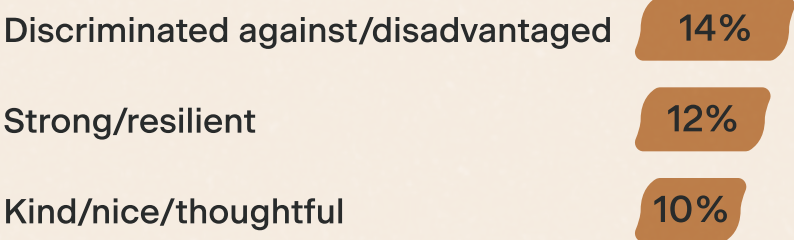
# SMART, HARD-WORKING, AND NICE: DIFFERENT YEAR, SAME STORY.

The model minority myth continues to dominate perceptions of Asian Americans. As in previous years, the adjectives used most often to describe Asian Americans are: “Intelligent/smart/educated” (40%), “Hard-working,” (24%), and “Kind/nice/thoughtful” (16%).

*Note: This question was not asked in 2024.*

## Top responses in 2025 when asked to describe...

### Black Americans



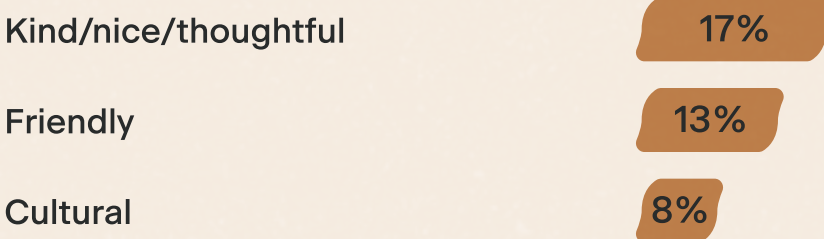
### White Americans



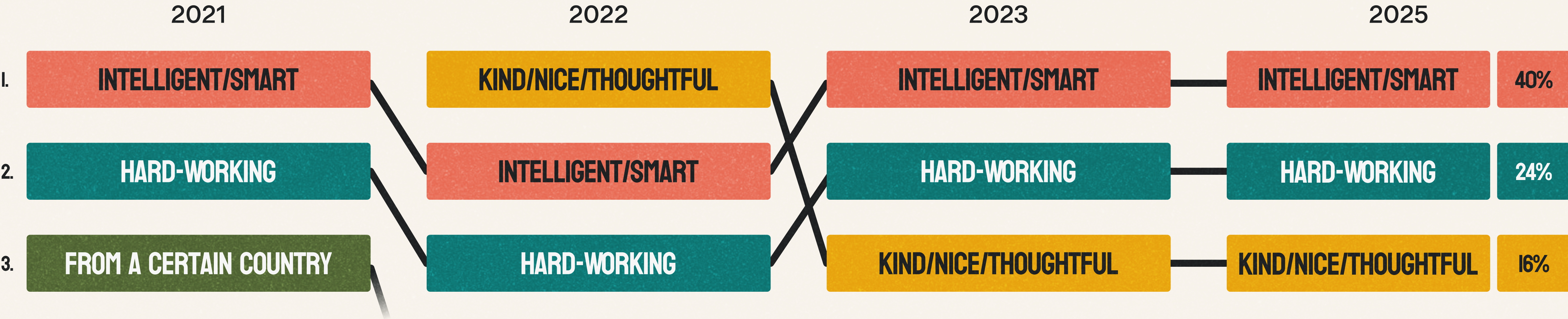
### Hispanic Americans



### NHPIs



## Top responses when asked to describe Asian Americans





# ASIAN AMERICANS ARE STILL SEEN THROUGH THE LENS OF STEREOTYPES LIKE THE **MODEL MINORITY MYTH.**

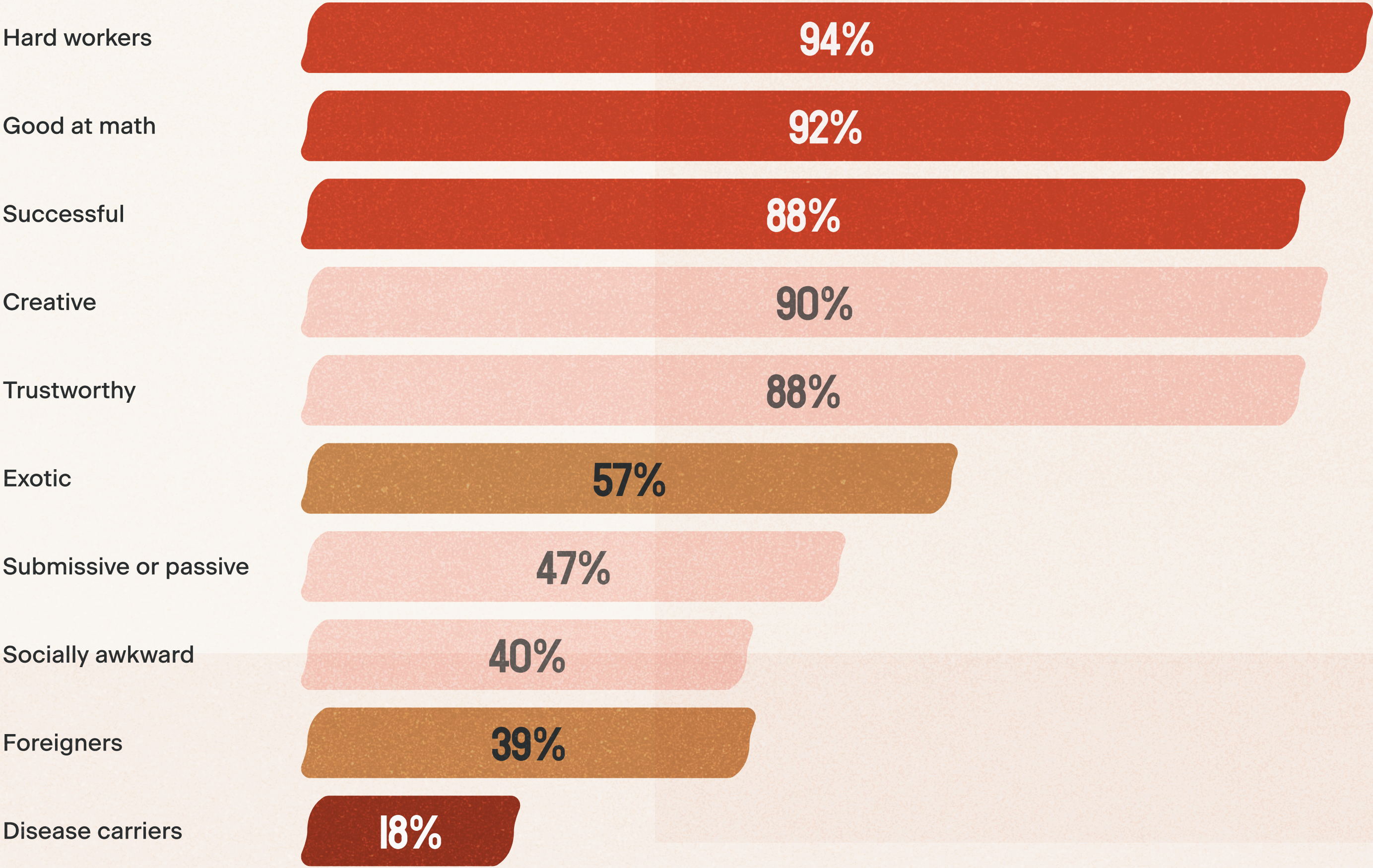
Perceptions that all Asian Americans are skilled at math, hardworking, and successful shows that the model minority myth still influences beliefs about Asian Americans. While it may seem positive, the model minority myth is divisive and misleading, and these perceptions are at odds with the actual socioeconomic and educational diversity of the AANHPI community.

The Chinese American community, for instance, contains some of the highest and lowest income earners amongst Asian Americans, with the poorest households earning only \$10,500 annually.<sup>11</sup> Fewer than 6 in 10 Asian Americans age 25 and older hold a Bachelors or Higher degree, with certain groups like Burmese, Cambodian, and Hmong Americans well below the national average.<sup>12</sup>

But there are good signs, too: Views associated with “Yellow Peril” or “perpetual foreigner” hold lower (but still concerning) levels of resonance.

Americans who **strongly** or **somewhat** agree with the statement, “In general Asian Americans are...”

Model minority myth   Perpetual foreigner   Yellow Peril



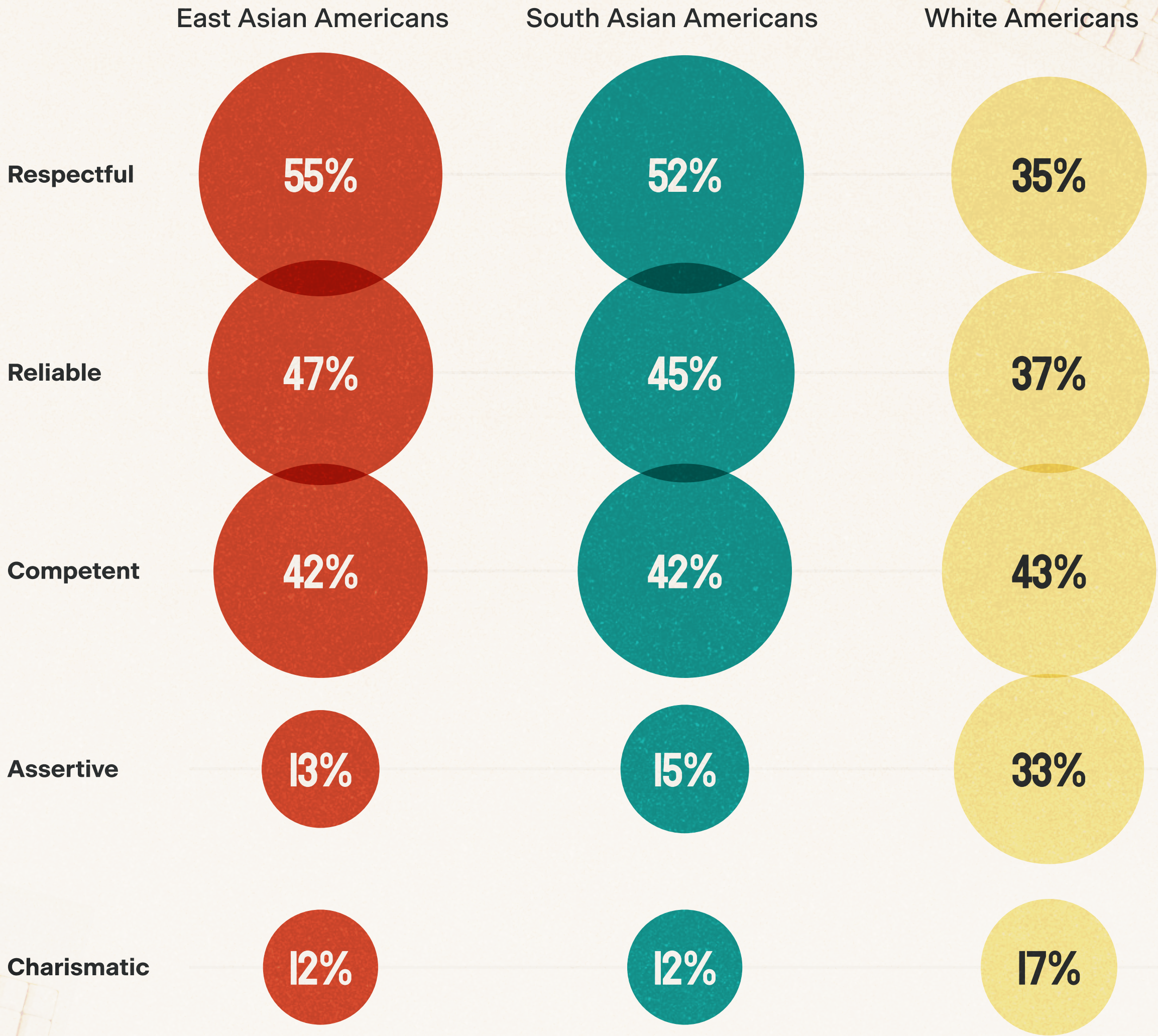


IN THE WORKPLACE, ASIAN AMERICANS—SPECIFICALLY EAST ASIANS AND SOUTH ASIANS—ARE SEEN AS MORE RELIABLE AND RESPECTFUL THAN WHITE AMERICANS, BUT **LESS ASSERTIVE AND CHARISMATIC.**

Americans associate workplace traits with East Asian and South Asian Americans at different rates than with white Americans. Americans are more likely to pick “Assertive” as a top descriptor for white Americans (33%) than for East Asians (13%) or South Asians (15%).

This year’s findings echo research showing Asian Americans are viewed as hardworking and skilled but less assertive leaders.<sup>13</sup> It also aligns with studies finding they’re seen as highly competent yet less socially engaging, limiting their leadership roles.<sup>14</sup>

When you think about these racial/ethnic groups in the workplace, which characteristics do you most associate with them?



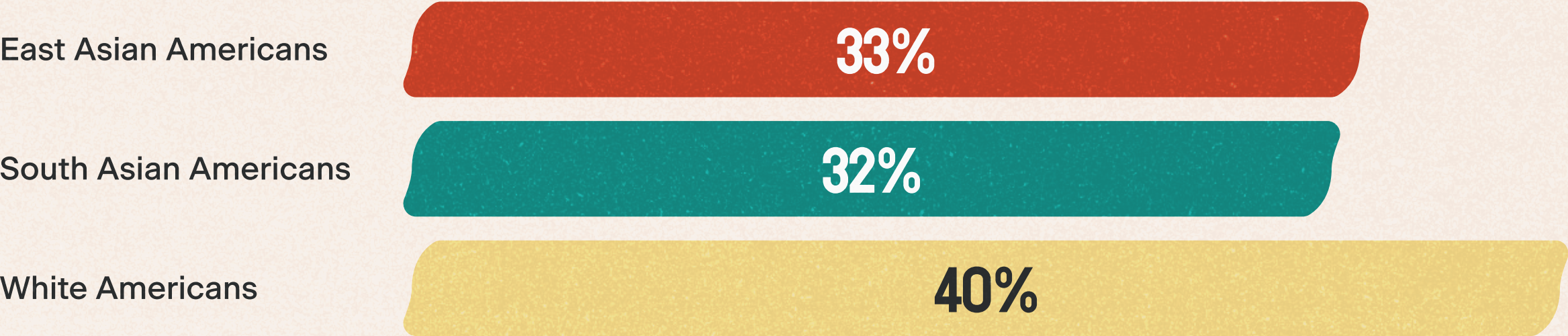


# AS LEADERS, ASIAN AMERICANS—SPECIFICALLY EAST ASIANS AND SOUTH ASIANS—ARE VIEWED AS LESS AUTHORITATIVE THAN WHITE AMERICANS.

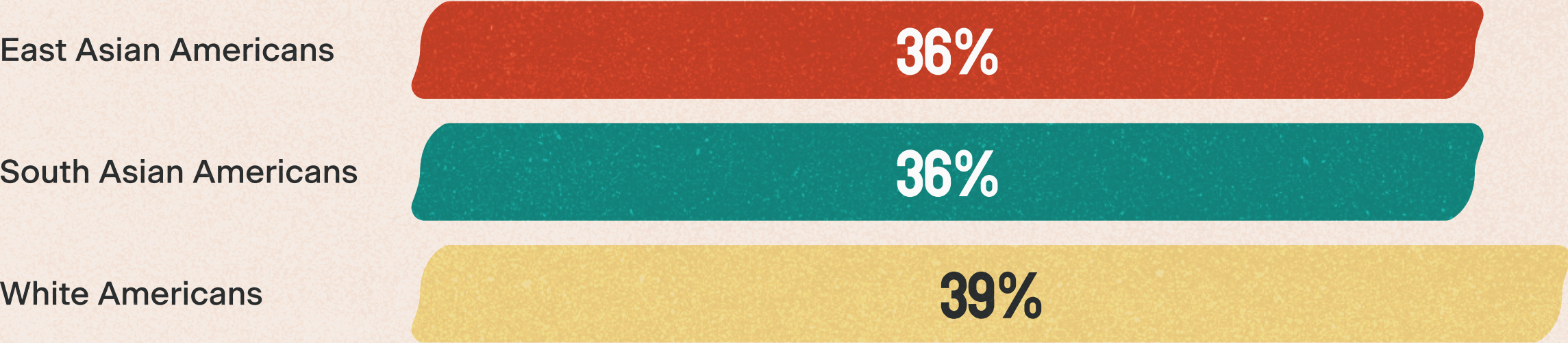
The workplace leadership styles Americans associate most with East Asian and South Asian Americans also differ from those associated with white Americans. While “Authoritative” is the top descriptor for white Americans, it is only the third most popular descriptor for both East Asian and South Asian Americans. For Asian Americans, “Pacesetting” (or “expecting excellence and self-direction”) instead took the top slot. The belief that Asian Americans possess less stereotypical leadership traits is in keeping with the “bamboo ceiling” experiences of Asian Americans, who overwhelmingly find their advancement to leadership opportunities stalled.<sup>15</sup>

## Leadership styles and rates of association with racial/ethnic groups

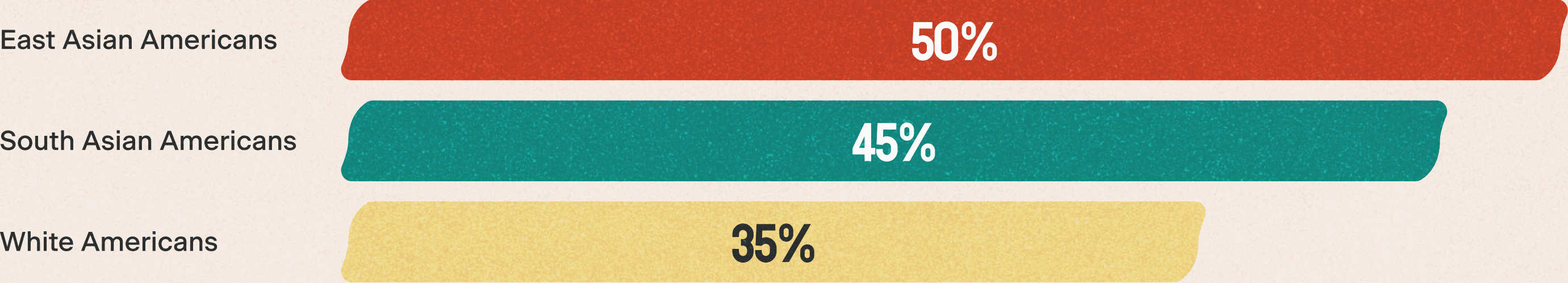
**Authoritative**  
Mobilizing people toward a vision



**Coaching**  
Developing people for the future

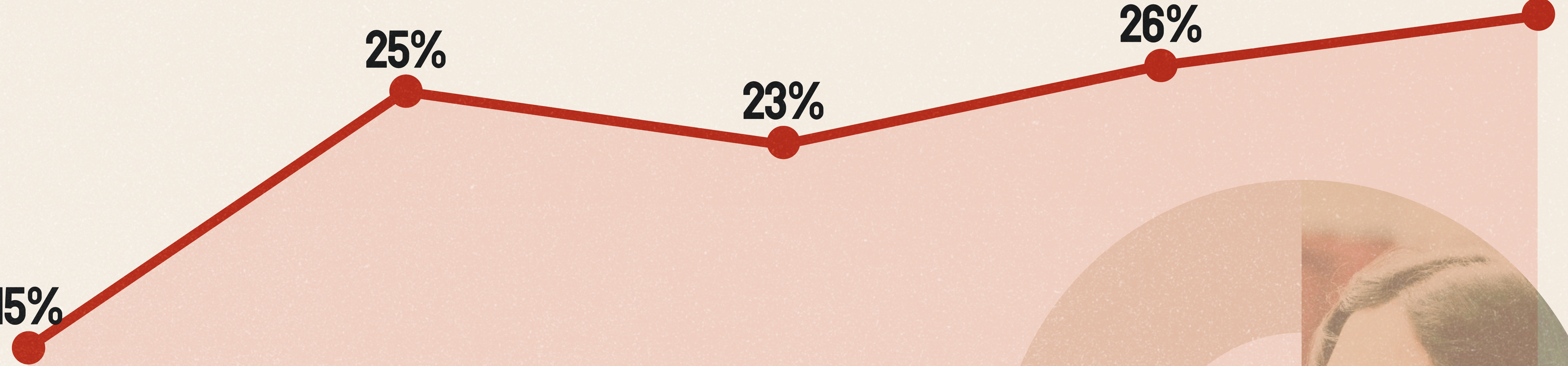


**Pacesetting**  
Expecting excellence and self-direction





Agreement that Asian Americans are less friendly to non-Asian Americans:



BELONGING

OVER THE PAST FIVE YEARS, AMERICANS INCREASINGLY FEEL THAT ASIAN AMERICANS ARE **LESS FRIENDLY** TO NON-ASIAN AMERICANS

28% of Americans agree at least somewhat with the idea that Asian Americans are less friendly to non-Asian Americans. The top-cited reason this year is that “Many Asian Americans seem to interact only with other Asian Americans” (51%).

"Asian Americans seem to interact only with other Asian Americans"

51%

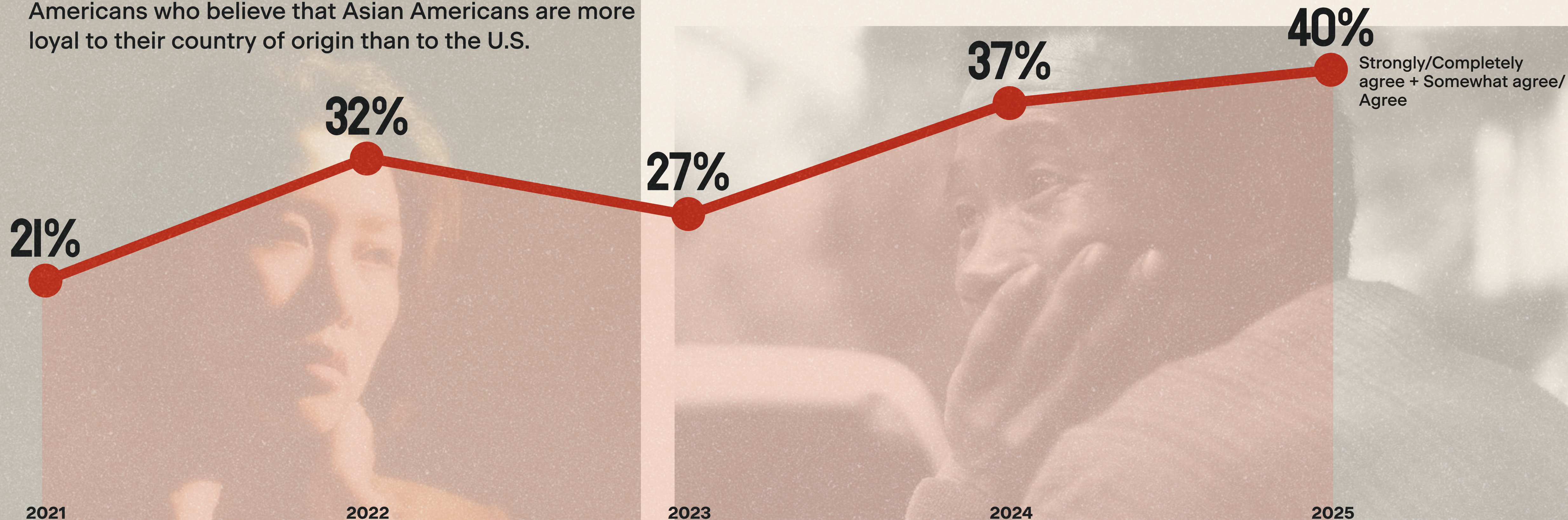




# AMERICANS INCREASINGLY SEE ASIAN AMERICANS AS **MORE LOYAL** TO THEIR COUNTRIES OF ORIGIN THAN TO THE U.S.

Over the past 5 years, Americans increasingly view Asian Americans as more loyal to their country of origin than to the United States. This year saw a record 40% agree at least somewhat with this sentiment.

Americans who believe that Asian Americans are more loyal to their country of origin than to the U.S.



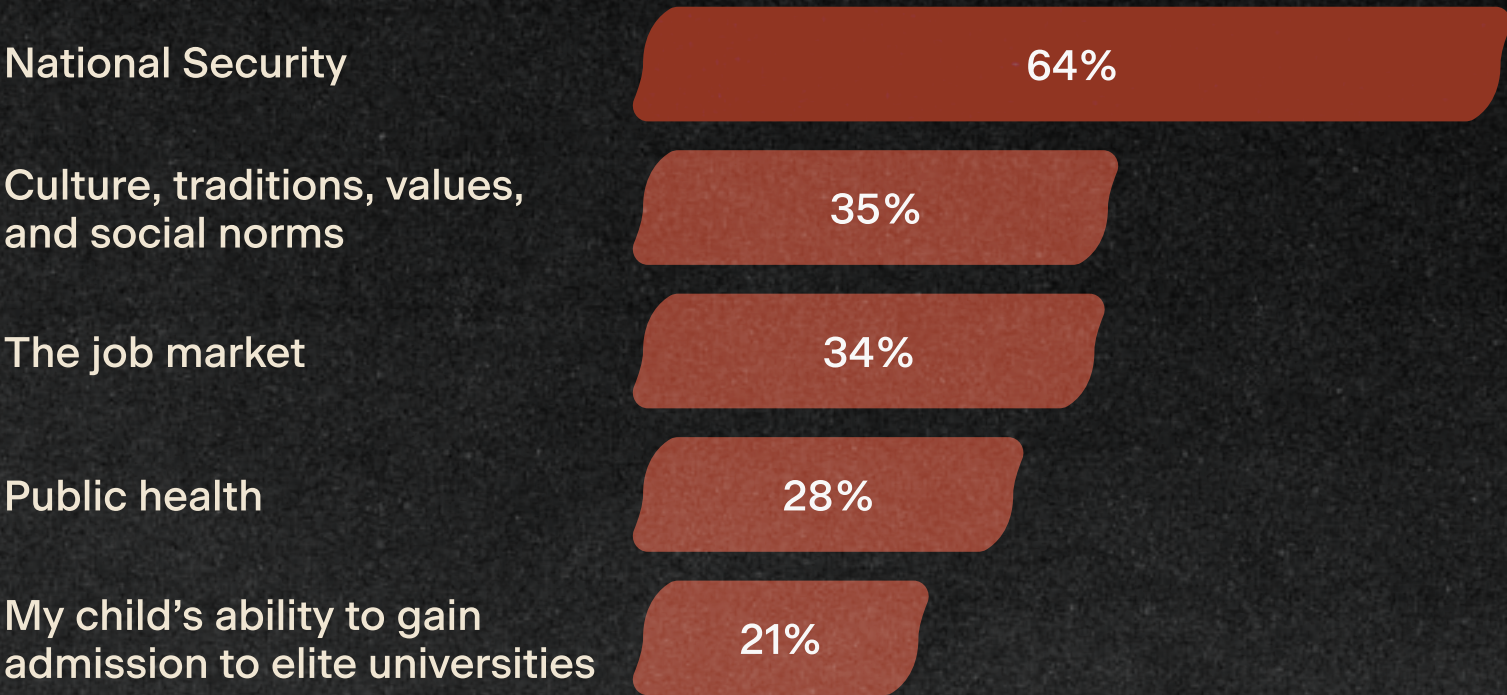


# MORE THAN 1 IN 4 AMERICANS ARE CONCERNED THAT CHINESE AMERICANS ARE A THREAT TO US SOCIETY.

More than a quarter of Americans are concerned that Chinese Americans are a threat to US society.\* Of respondents who expressed concern, 64% cited “National Security.” By comparison, STAATUS 2023 showed that 21% of Americans saw people of Chinese descent as a threat to the US. In addition, when posed a slightly different question last year, 62% of Americans saw China as the greatest threat to the US, with 73% citing National Security.

\*Based on a partial sample of n=4,599 survey respondents

Americans are concerned about the impact of Chinese Americans on:



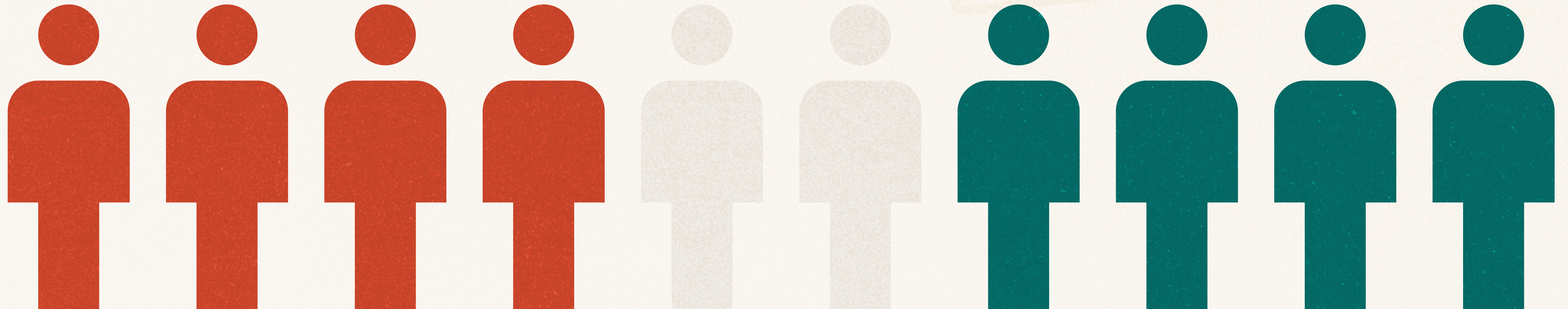
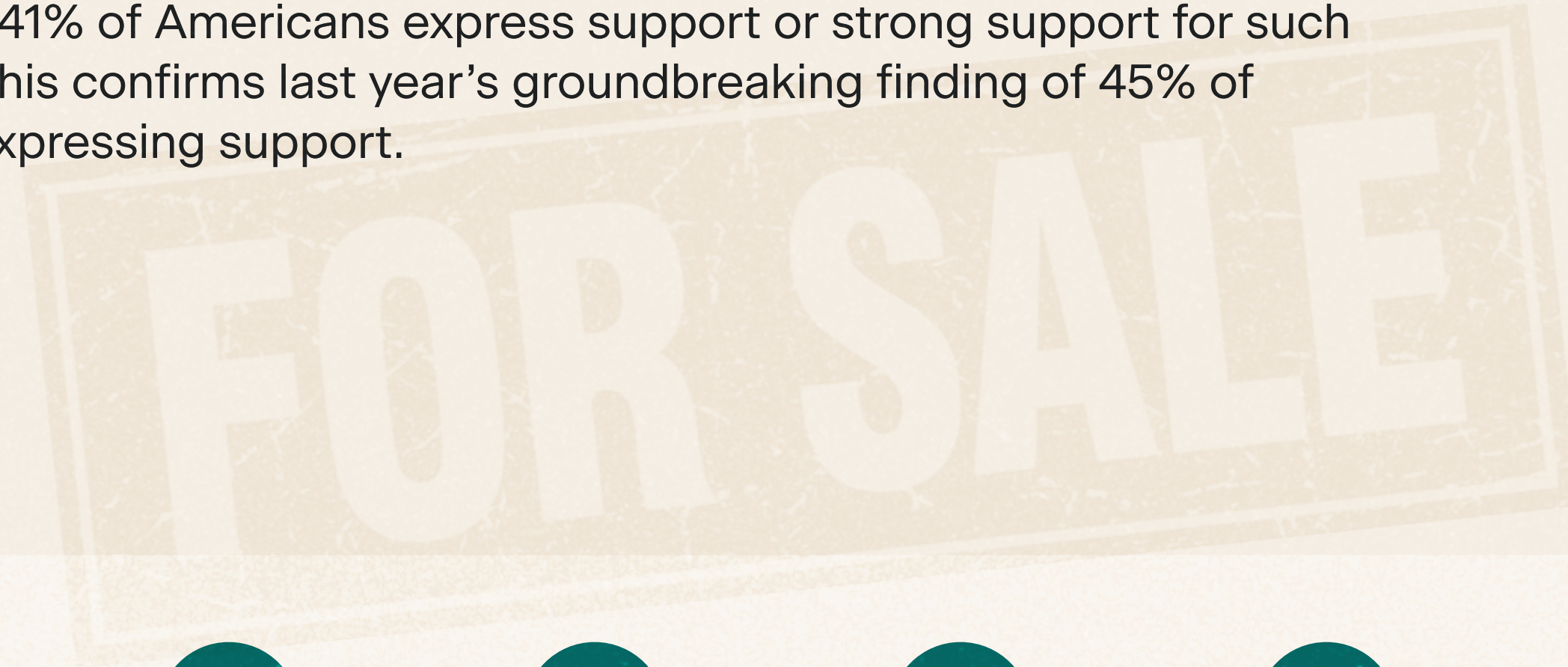
27%

of Americans said “Yes, I am at least somewhat concerned”



# 4 IN 10 AMERICANS SUPPORT LEGISLATION PREVENTING FOREIGN CITIZENS FROM CERTAIN COUNTRIES (INCLUDING CHINA) FROM PURCHASING LAND.

When asked about proposed legislation that would bar foreign citizens from specific countries (such as China, Russia, and Iran) residing in the US from buying land, 41% of Americans express support or strong support for such legislation. This confirms last year's groundbreaking finding of 45% of Americans expressing support.



SUPPORT OR STRONGLY SUPPORT

NOT SURE

OPPOSE OR STRONGLY OPPOSE

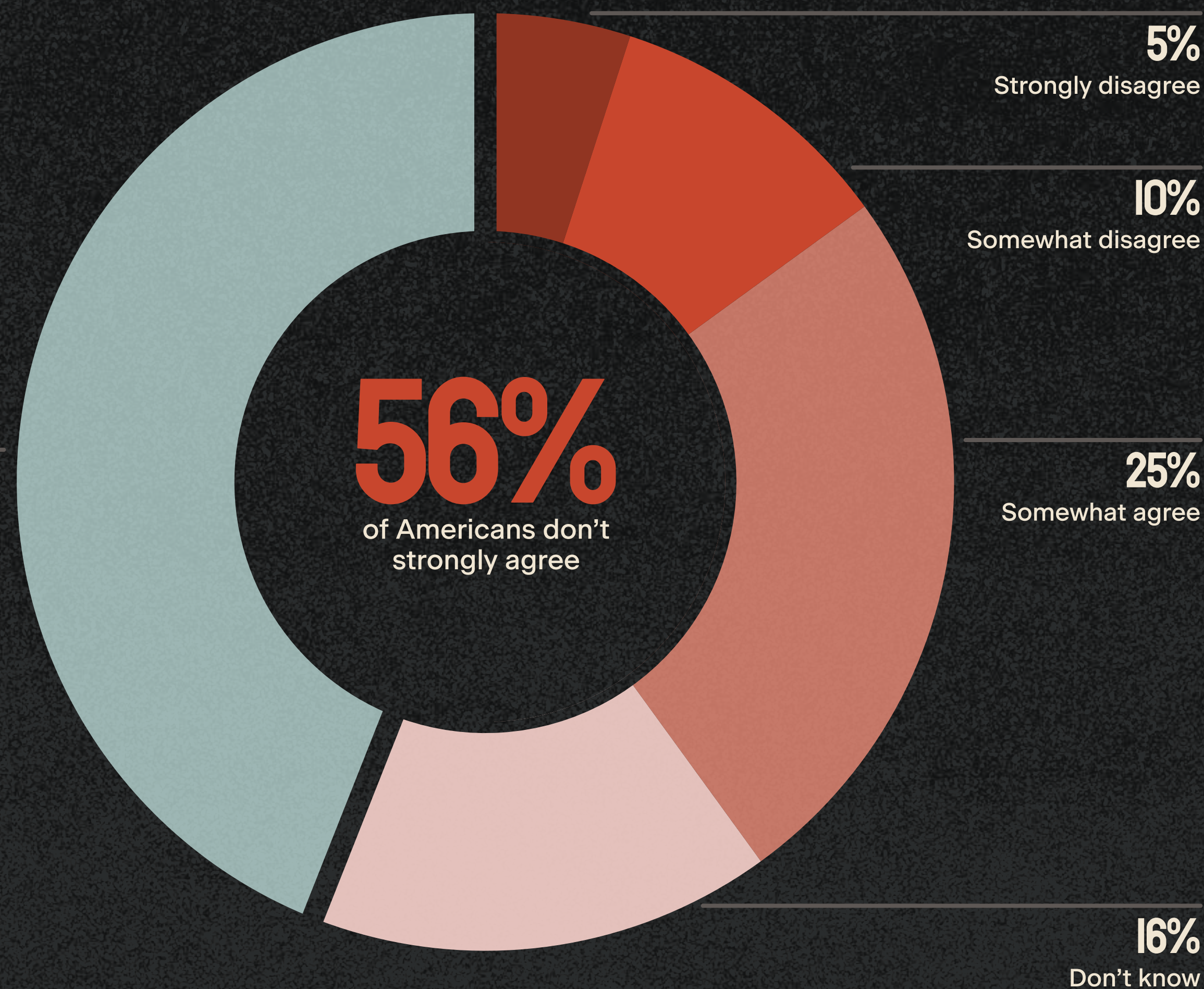


# MORE THAN HALF OF AMERICANS DON'T FULLY AGREE THAT THE JAPANESE AMERICAN INCARCERATION WAS WRONG.

Rate your agreement/disagreement with the following statement: "During WWII, it was wrong for the U.S. government to forcibly detain the Japanese American population in internment camps."

44%  
Strongly agree

Only 44% of Americans strongly agree that it was wrong for the United States to forcibly detain Japanese Americans in internment camps. That means that more than half of Americans only somewhat agree, disagree, or don't know enough to form a stance—raising concerns about their willingness to oppose government infringements on Asian Americans' civil liberties in future.



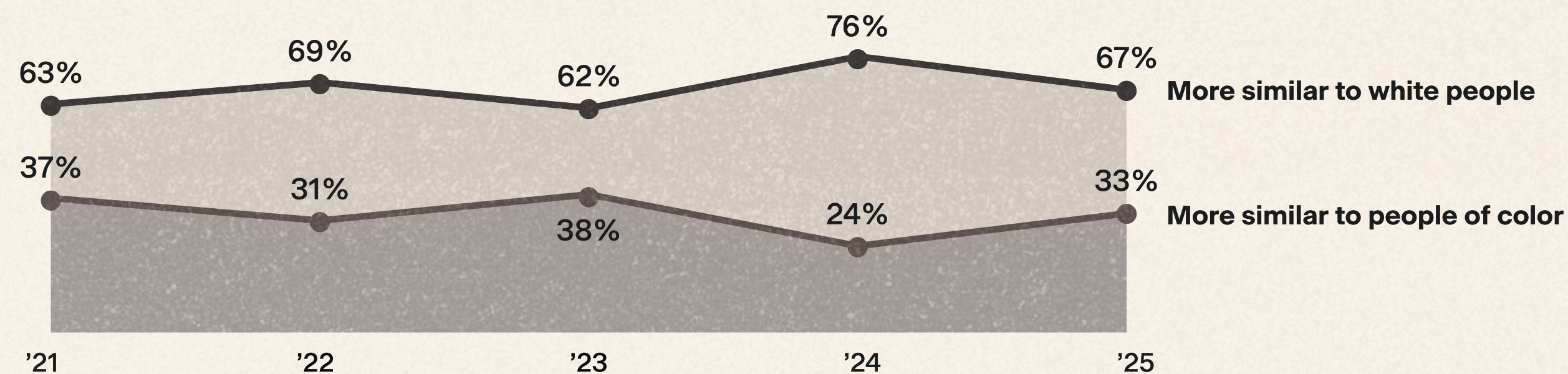


# OVER THE PAST 5 YEARS, WHITE AMERICANS CONTINUE TO VIEW THE STATUS OF ASIAN AMERICANS AS MORE SIMILAR TO THAT OF WHITE PEOPLE THAN TO PEOPLE OF COLOR. ASIAN AMERICANS STILL SHARPLY DISAGREE.

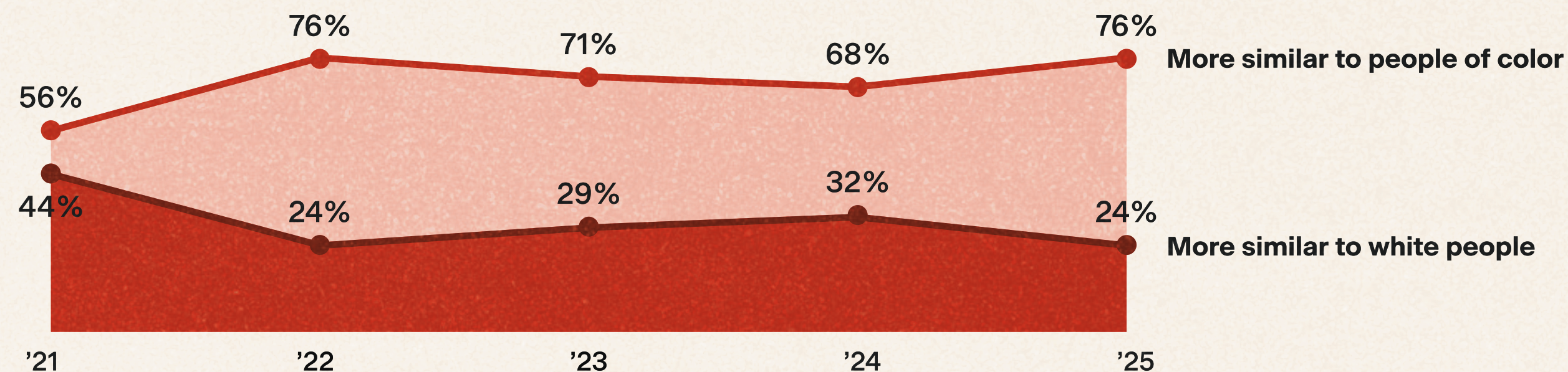
The perception of Asian Americans' status as more similar to white people's has held steady among white Americans over the past 5 years (this year at 67%). However, non-white respondents continue to disagree, with only 39% associating Asian Americans' status with white people. Over the past 5 years, Asian American respondents continue to disagree with white perceptions—this year only 24% see their own status as more similar to whites. As in previous years, Americans are still more likely to see the status of NHPIs as closer to that of people of color.

When you think of the status of Asian Americans in U.S. society, do you view them as more similar to white people or to people of color?

Among White respondents



Among Asian respondents



When you think of the status of NHPIs in U.S. society, do you view them as more similar to white people or to people of color?





Despite the growing percentage of Americans who feel AANHPIs are treated fairly, many Asian Americans still deal with harassment, feeling unsafe in public and online spaces, and gaps in belonging and acceptance.

*I am worried about my safety in public spaces.*

CHAPTER TWO

# THE **REALITY** OF ASIAN AMERICAN EXPERIENCES





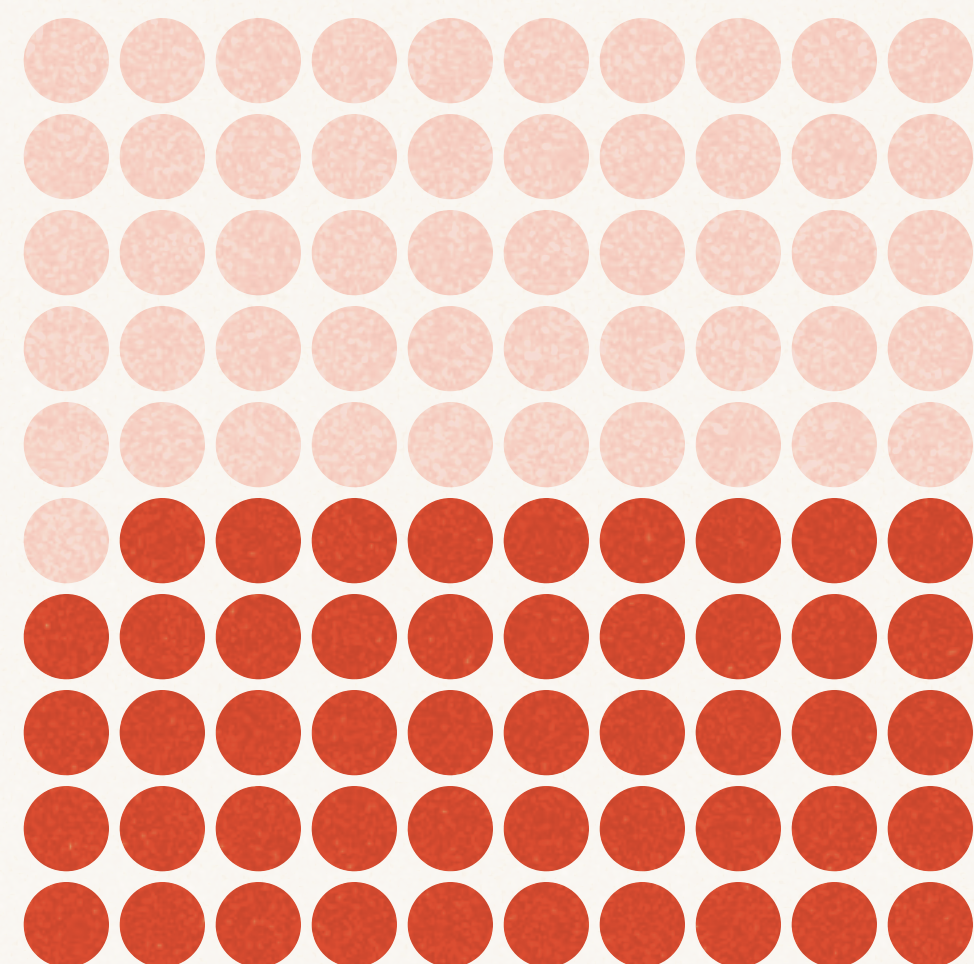
IN THE LAST 12 MONTHS, **ALMOST HALF** OF ASIAN AMERICANS WERE INSULTED OR CALLED A BAD NAME BECAUSE OF THEIR RACE OR ETHNICITY.

49% of Asian American respondents say they were insulted or called a bad name in the past year. In addition, 36% indicate they were harassed or threatened, and 15% say they were physically attacked or assaulted.

Thinking back over the past 12 months, have you ever experienced any of the following?

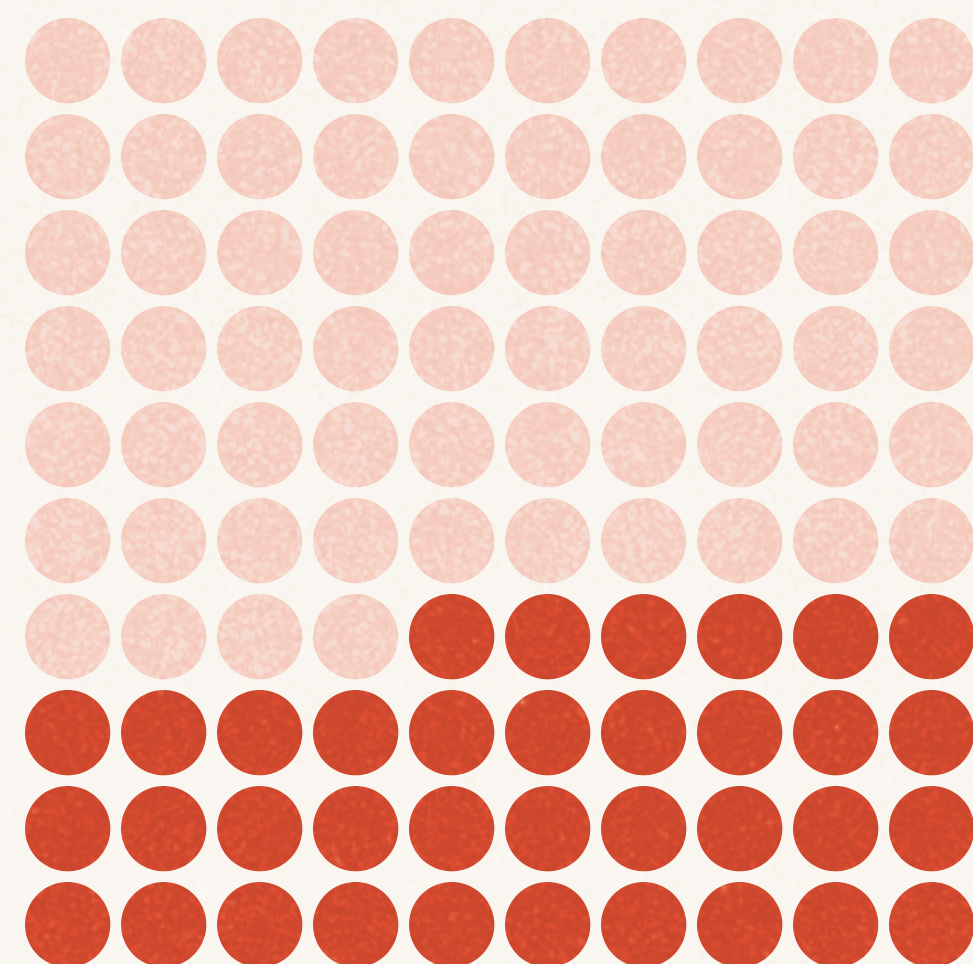
# 49%

### Been insulted or called a bad name



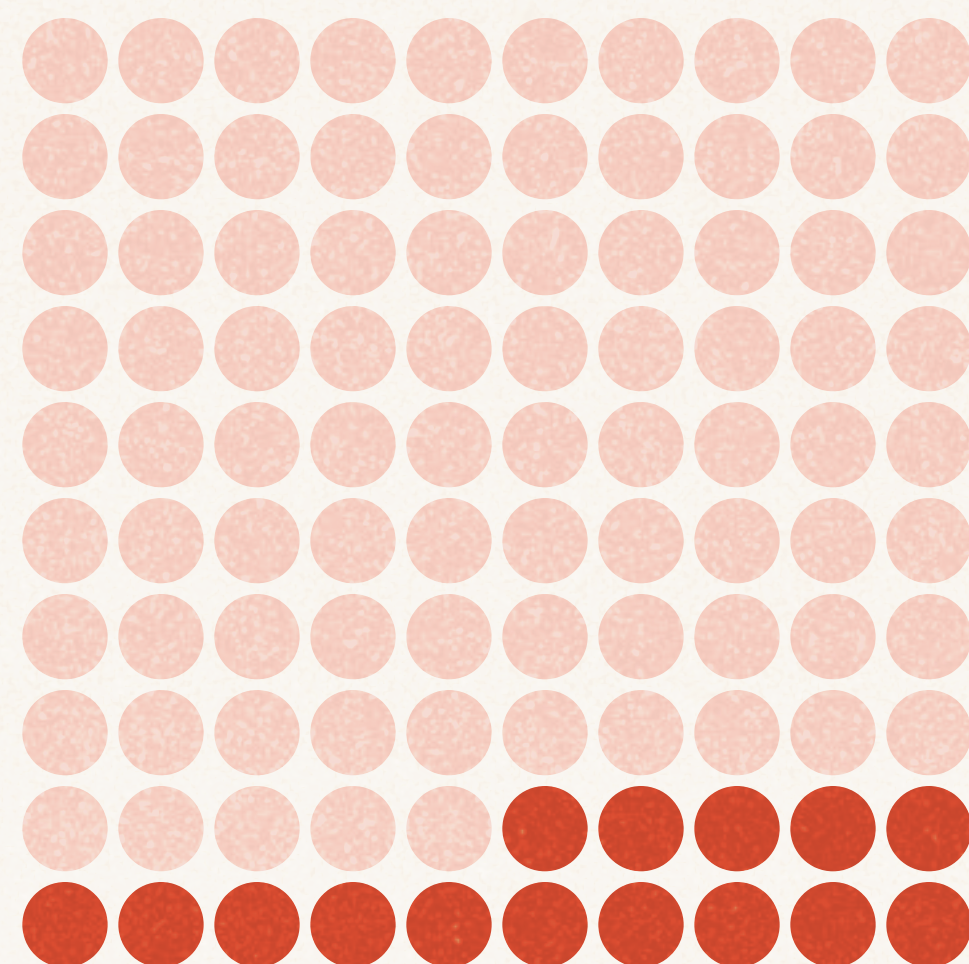
# 36%

### Been harassed or threatened



# 15%

## Been physically attacked or assaulted



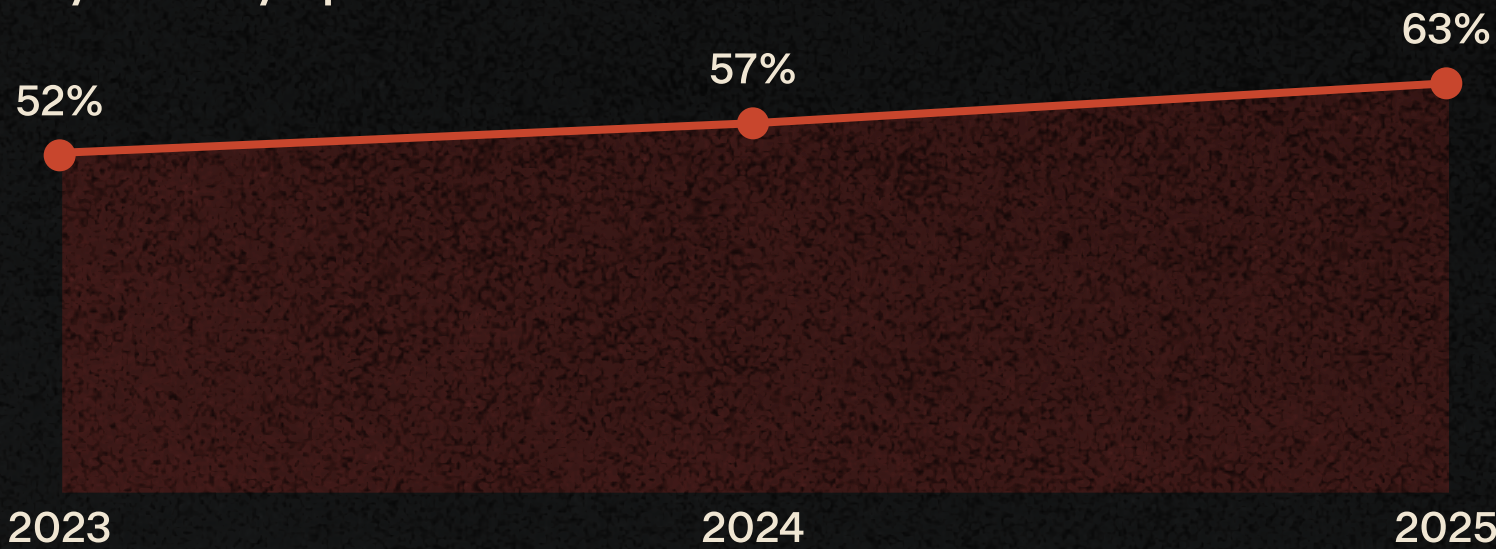


SAFETY

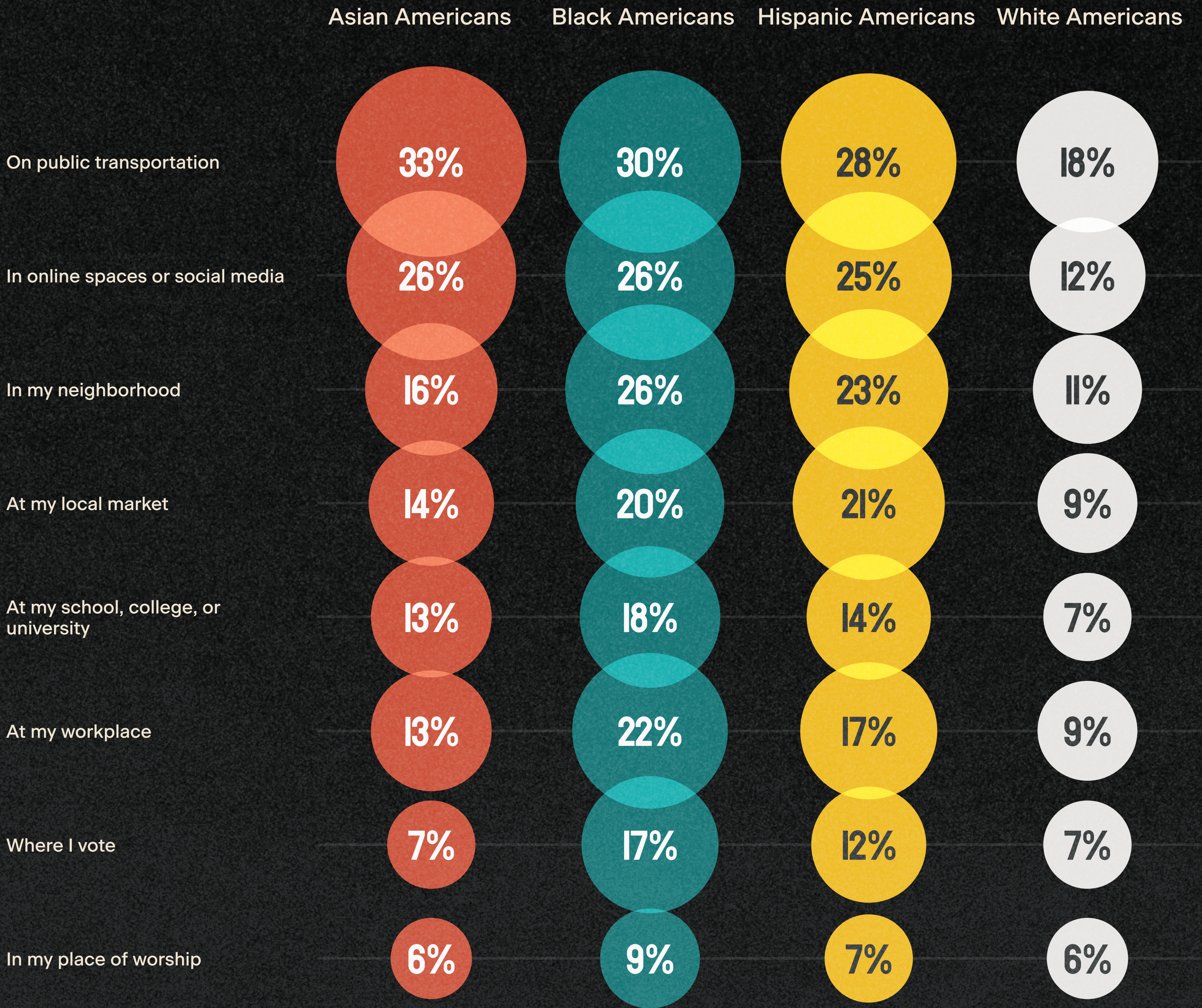
IN A RANGE OF DAY-TO-DAY SPACES, ASIAN AMERICANS FEEL NO MORE SAFE THAN THEY DID THREE YEARS AGO.

In 2025, 63% of Asian American respondents report feeling unsafe due to their race in at least one space. Public transportation continues to be the place they feel most unsafe, followed by online spaces/social media and in their neighborhoods.

Asian Americans who say they feel unsafe in at least one day-to-day space:



Do you feel or have you felt unsafe or uncomfortable in any of the following spaces because of your race or ethnicity?





# ASIAN AMERICANS ARE NEARLY TWICE AS LIKELY AS WHITES TO EXPECT DISCRIMINATION IN THE NEXT FIVE YEARS.

63% of Asian American respondents believe it is at least somewhat likely they will be victims of discrimination based on their race or ethnicity in the next five years, compared to 33% of white Americans.

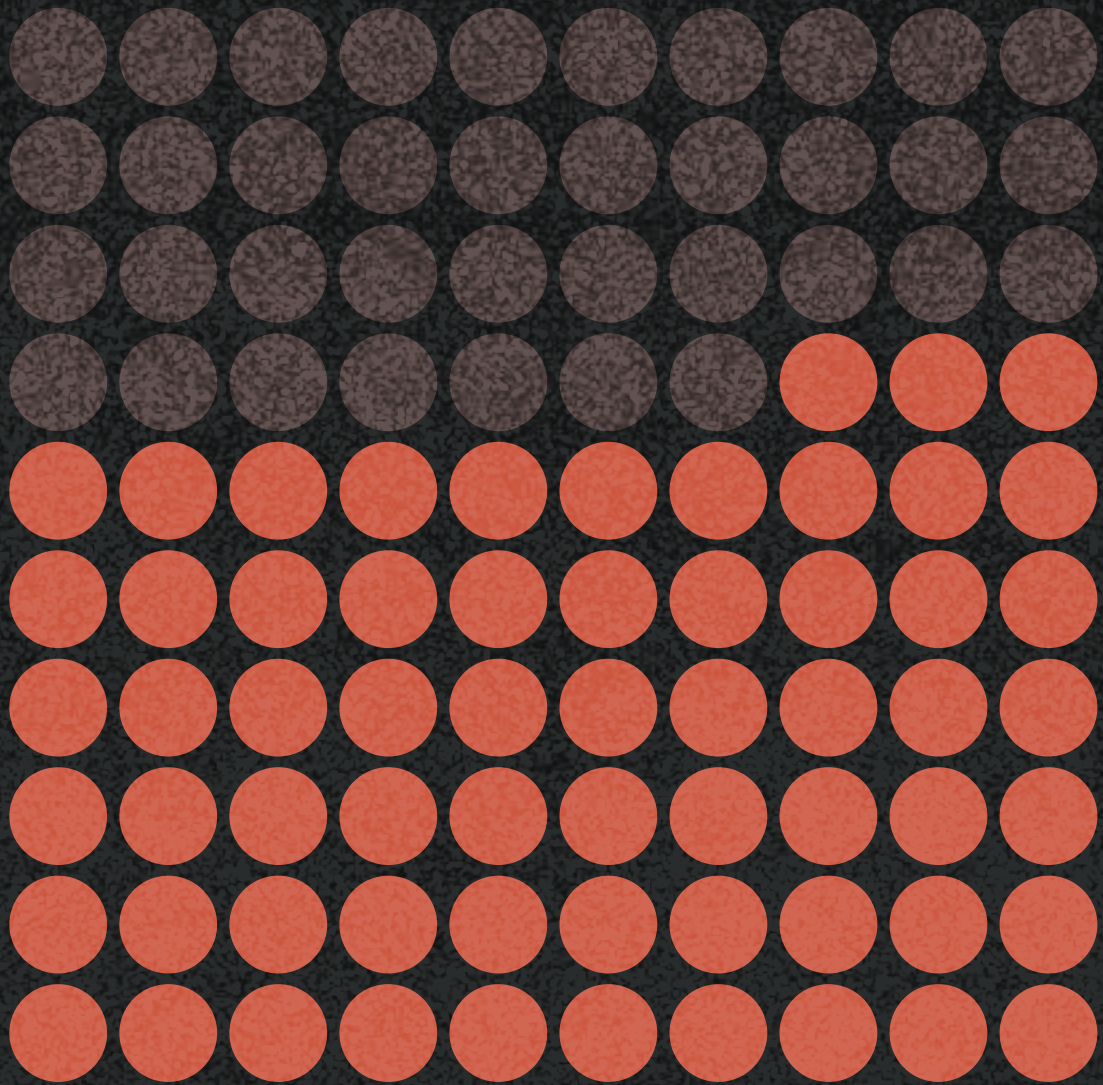


THE REALITY OF ASIAN AMERICAN EXPERIENCES

Percentage of Americans expecting discrimination in the next five years:

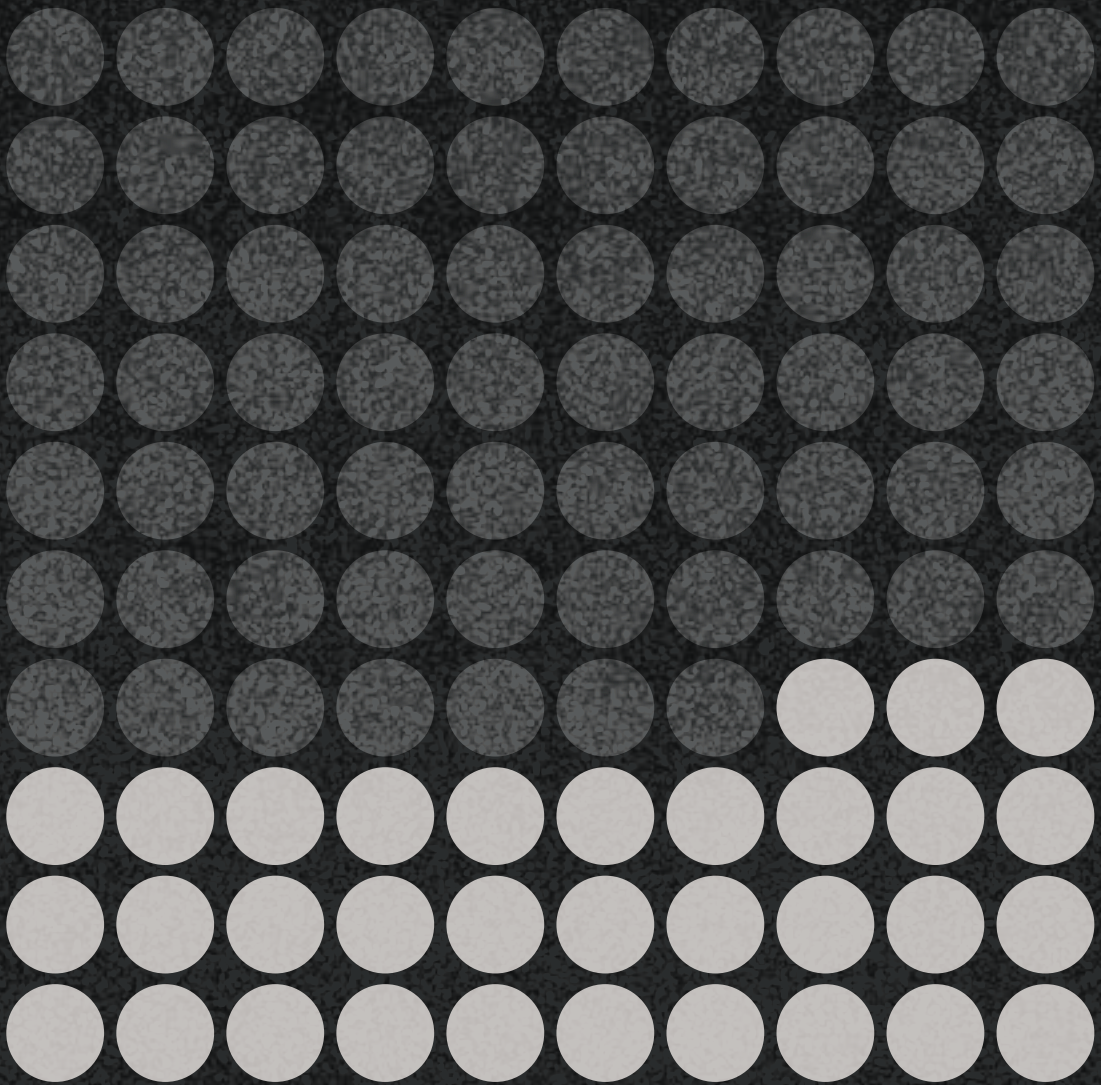
63%

Asian Americans



33%

White Americans





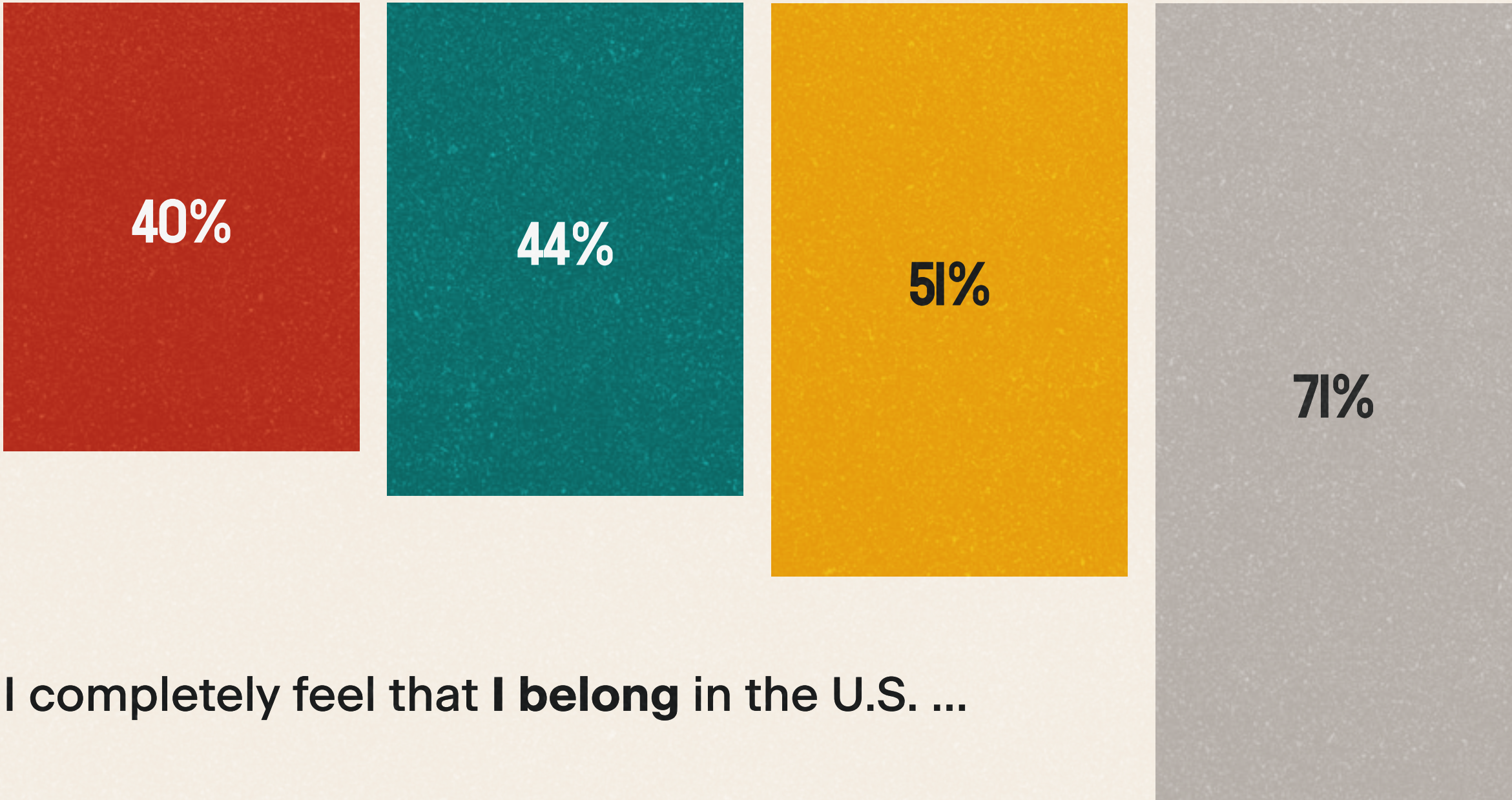
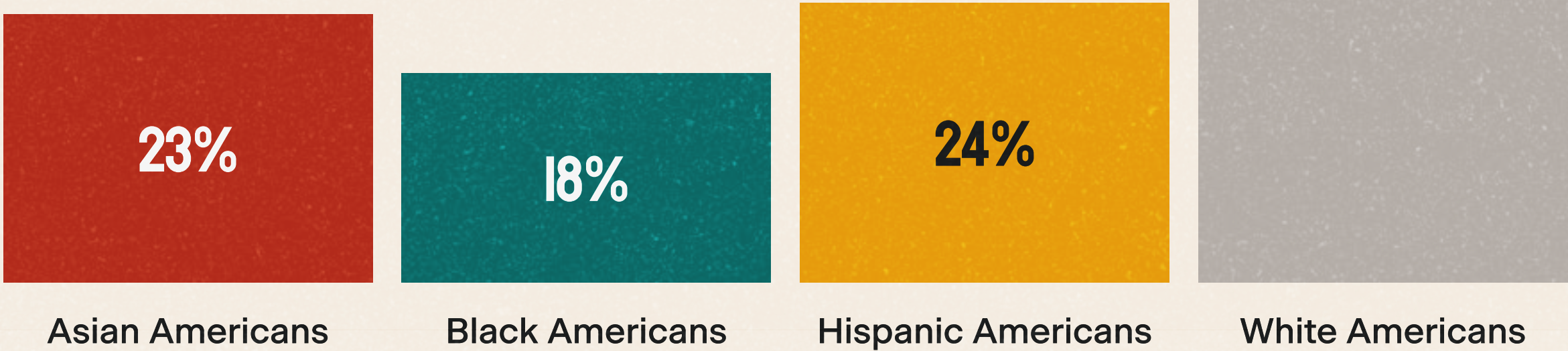
LIKE OTHER GROUPS OF COLOR, ASIAN AMERICANS ARE STILL **LESS THAN HALF** AS LIKELY AS WHITE AMERICANS TO COMPLETELY FEEL ACCEPTED...

Only 23% of Asian American respondents completely agree that they feel they are accepted in the United States for their identity. This is in contrast to white respondents, 58% of whom completely agree.

AND ARE **FAR LESS LIKELY** TO COMPLETELY FEEL THEY BELONG IN THE U.S.

Just 40% of Asian American respondents completely agree that they feel they belong in the United States. By contrast, 71% of white respondents completely agree.

I completely feel that I am accepted in the U.S. ...



I completely feel that I belong in the U.S. ...

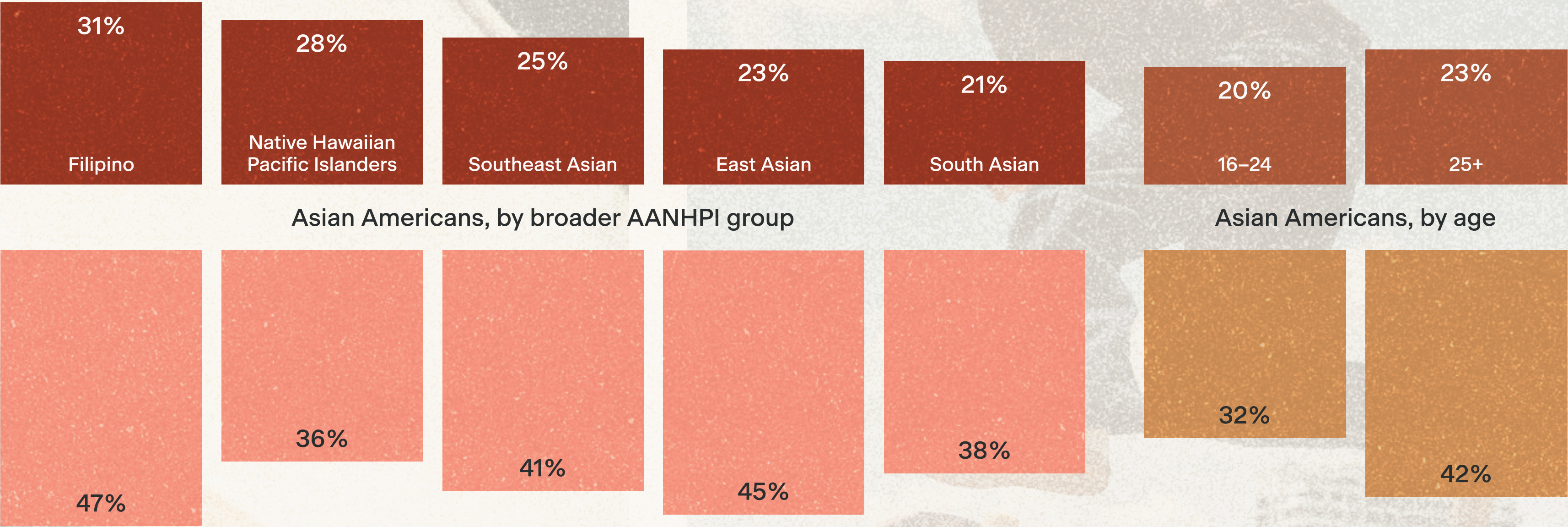


# FEELINGS OF BELONGING AND ACCEPTANCE VARY BY ETHNIC GROUP AND AGE.

Within the Asian American community, rates of complete agreement vary widely. South Asian Americans respondents are significantly less likely than Filipino Americans to completely feel accepted. Age is a factor as well: Younger Asian American respondents are less likely than older ones to completely feel that they are accepted. Similar to feelings of acceptance, younger Asian American respondents are less likely than older ones to feel that they completely belong.

I feel I **am accepted** in the U.S. for my racial identity  
(*Completely agree*)

I feel I **belong** in the U.S.  
(*Completely agree*)



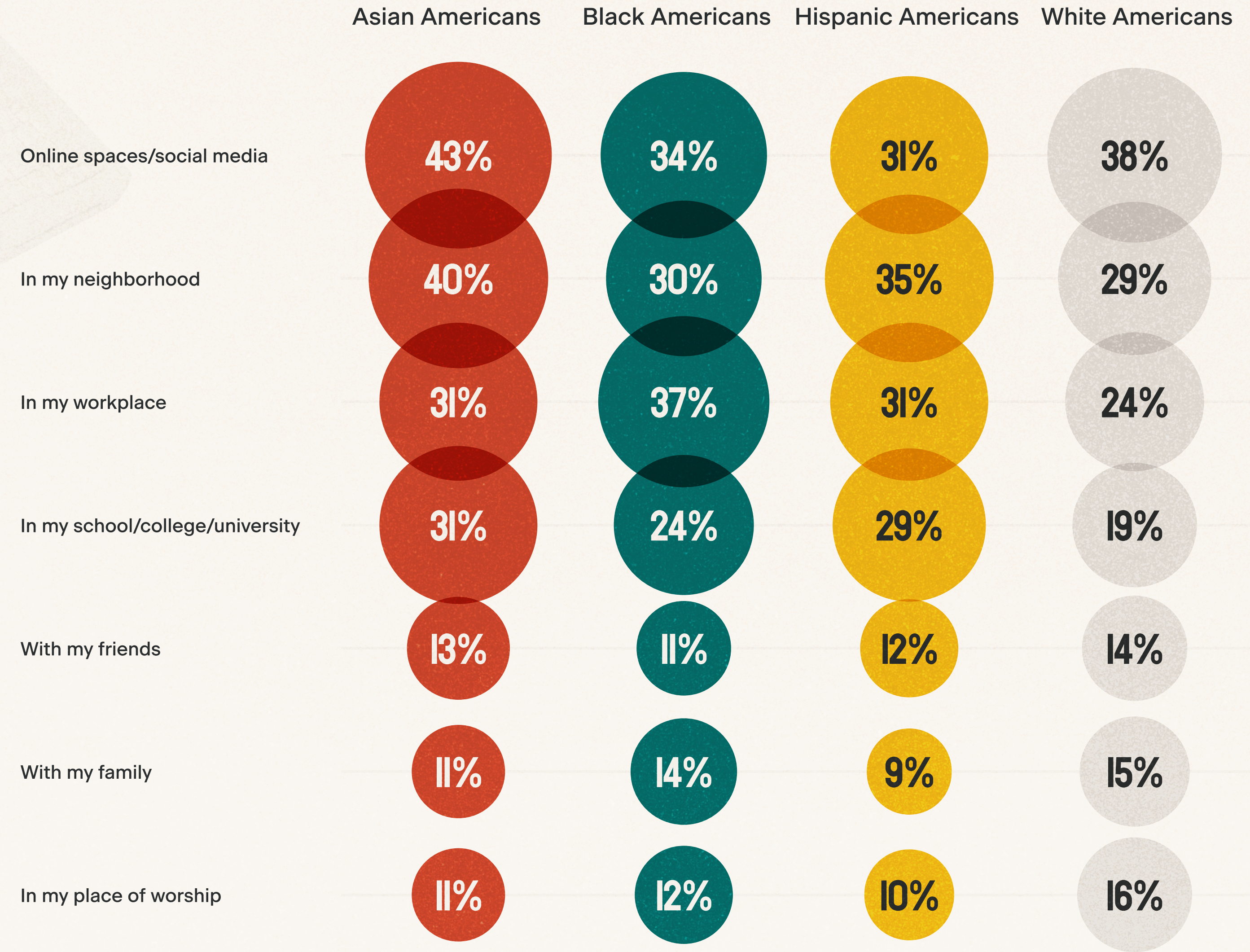


BELONGING

ASIAN AMERICANS ARE LEAST  
LIKELY TO FEEL THEY BELONG  
IN **ONLINE SPACES.**

43% of Asian American respondents do not feel they belong in online spaces/social media. And 40% don't feel they belong in their neighborhoods.

In which of these spaces do you feel like you do **not** belong?



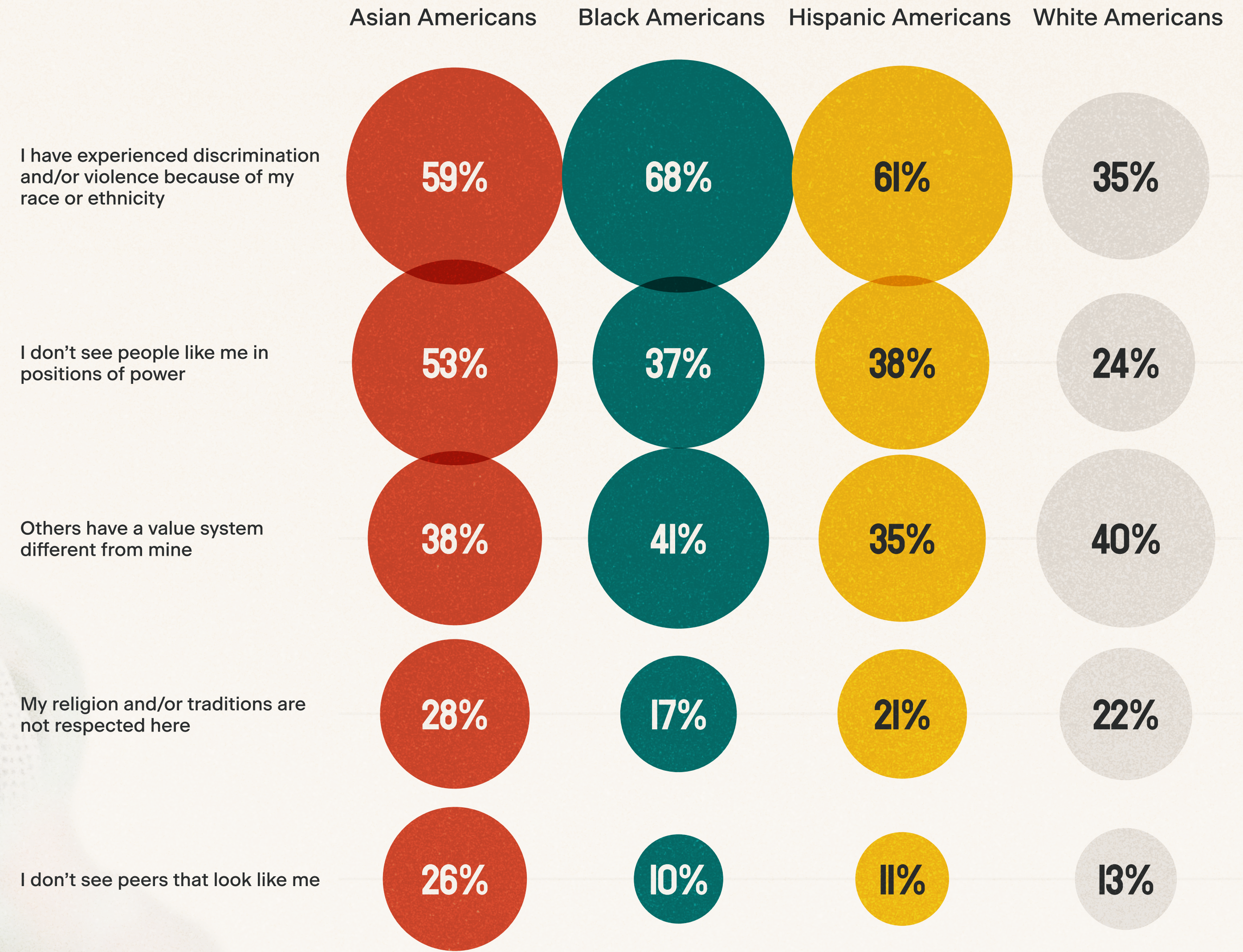


BELONGING

MORE THAN OTHER RACIAL GROUPS, ASIAN AMERICANS LINK LACK OF BELONGING TO LACK OF REPRESENTATION.

Asian American respondents cite several key reasons for feeling they do not fully belong/are not accepted. The top reason is experiences with discrimination and/or violence related to their race or ethnicity (59%). More than half also say they don't see people like them in positions of power (53%), making this a bigger issue than for their white (24%), Black (37%), and Hispanic (38%) American counterparts. Asian American respondents are also more likely to say that they don't see peers who look like them.

Why do you feel like you do not belong or are not accepted?

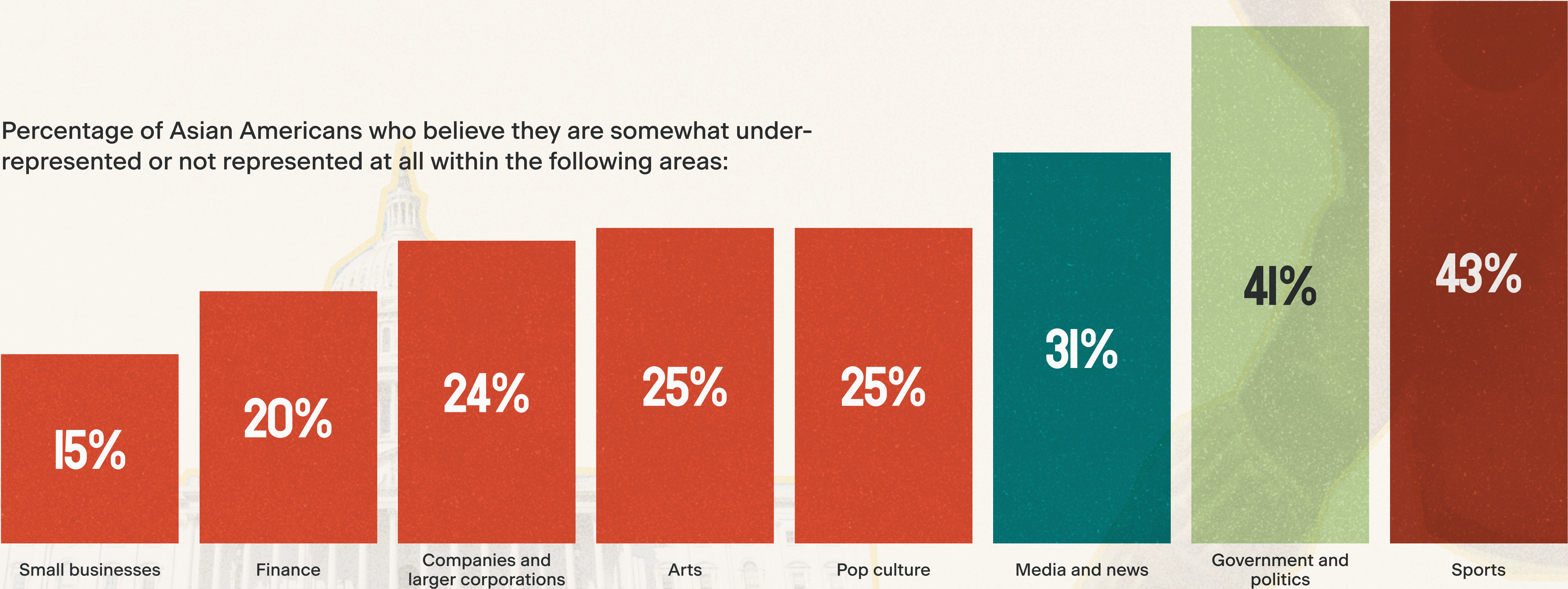




# ASIAN AMERICANS FEEL MORE REPRESENTED IN SOME FIELDS, BUT **LESS** IN OTHERS.

Where do Asian American respondents feel they are most under-represented in high-level positions? Sports, government and politics, and media and news.

Percentage of Asian Americans who believe they are somewhat under-represented or not represented at all within the following areas:





Many Americans don't have personal relationships with AANHPIs, and lack awareness of Asian American stories and experiences. They rely instead on social media, cable news, and increasingly on politicians to get information about AANHPIs.

*Media stereotypes feel inescapable.*

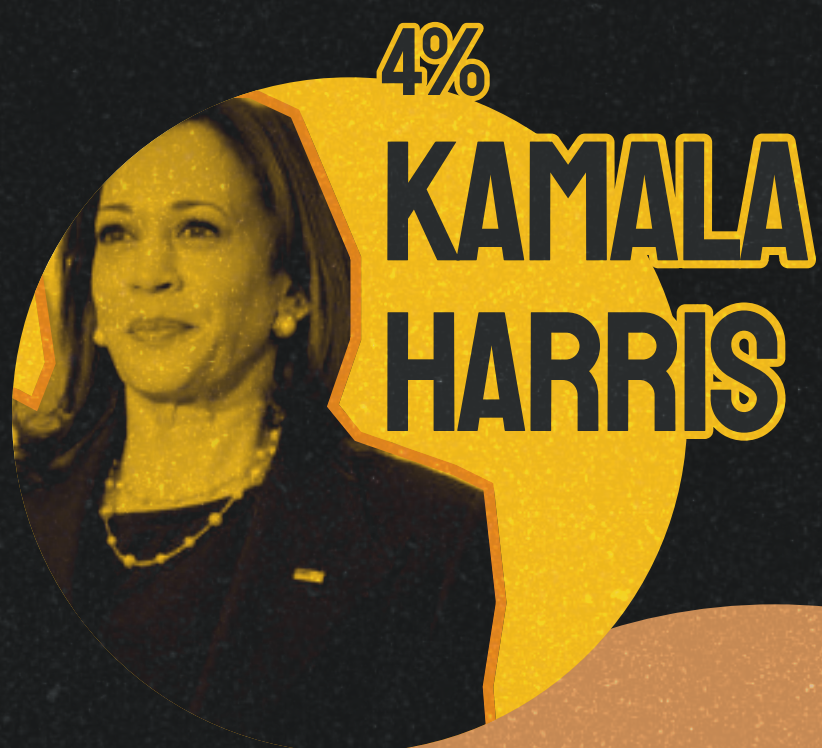
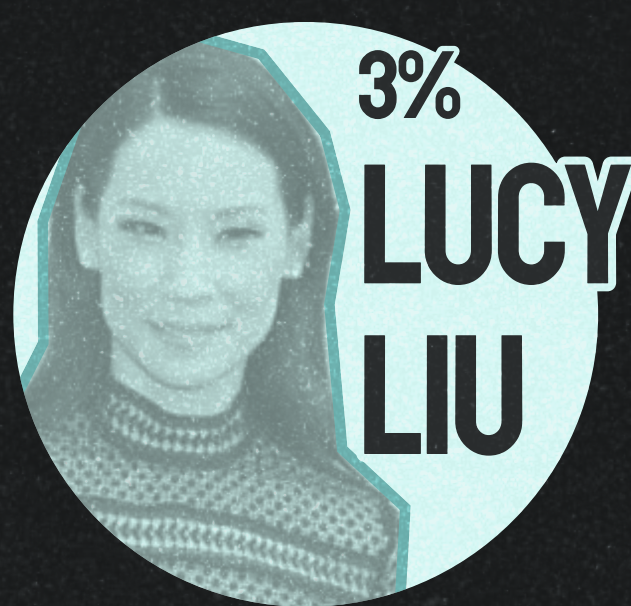
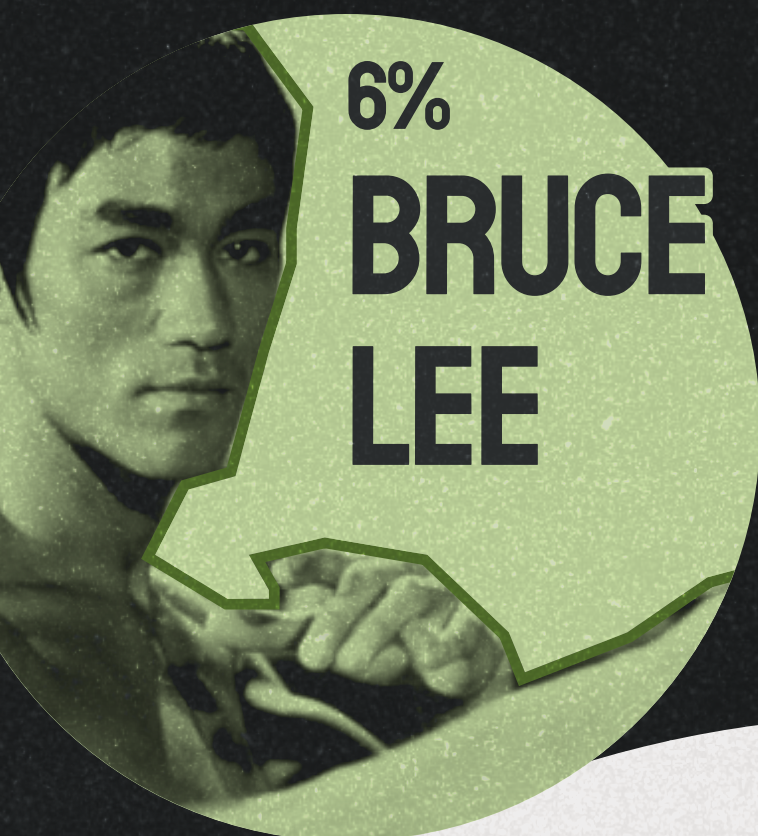
CHAPTER THREE

# INFLUENCES SHAPING PUBLIC OPINION





Top responses when asked to name a famous Asian American



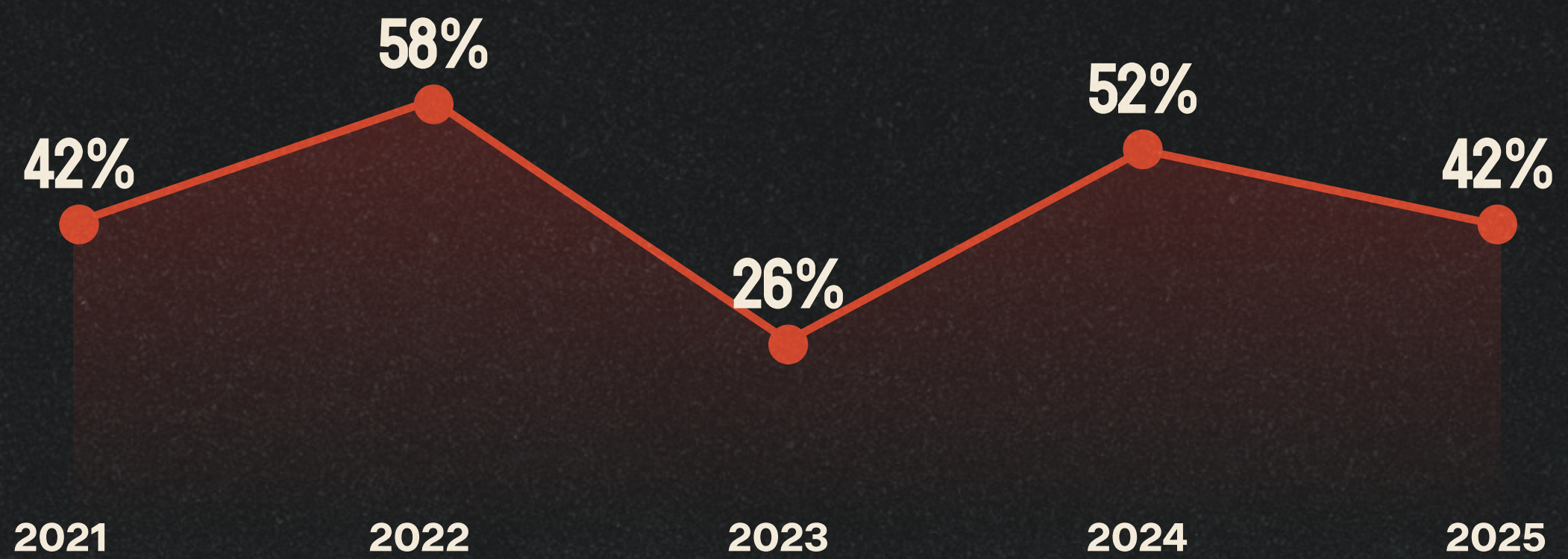
42%  
**CANNOT  
THINK OF ONE**

**BELONGING**

**OVER THE PAST 5 YEARS,  
AWARENESS OF FAMOUS ASIAN  
AMERICANS SHOWS NO SIGNS OF  
IMPROVING.**

When asked to name a famous Asian American, 42% of Americans cannot think of one. Jackie Chan (11%) (who is not American) and Bruce Lee (6%) continue to be the most popular responses five years in a row, followed by Kamala Harris (4%) and Lucy Liu (3%).

Rates of 'Cannot think of one' over time.

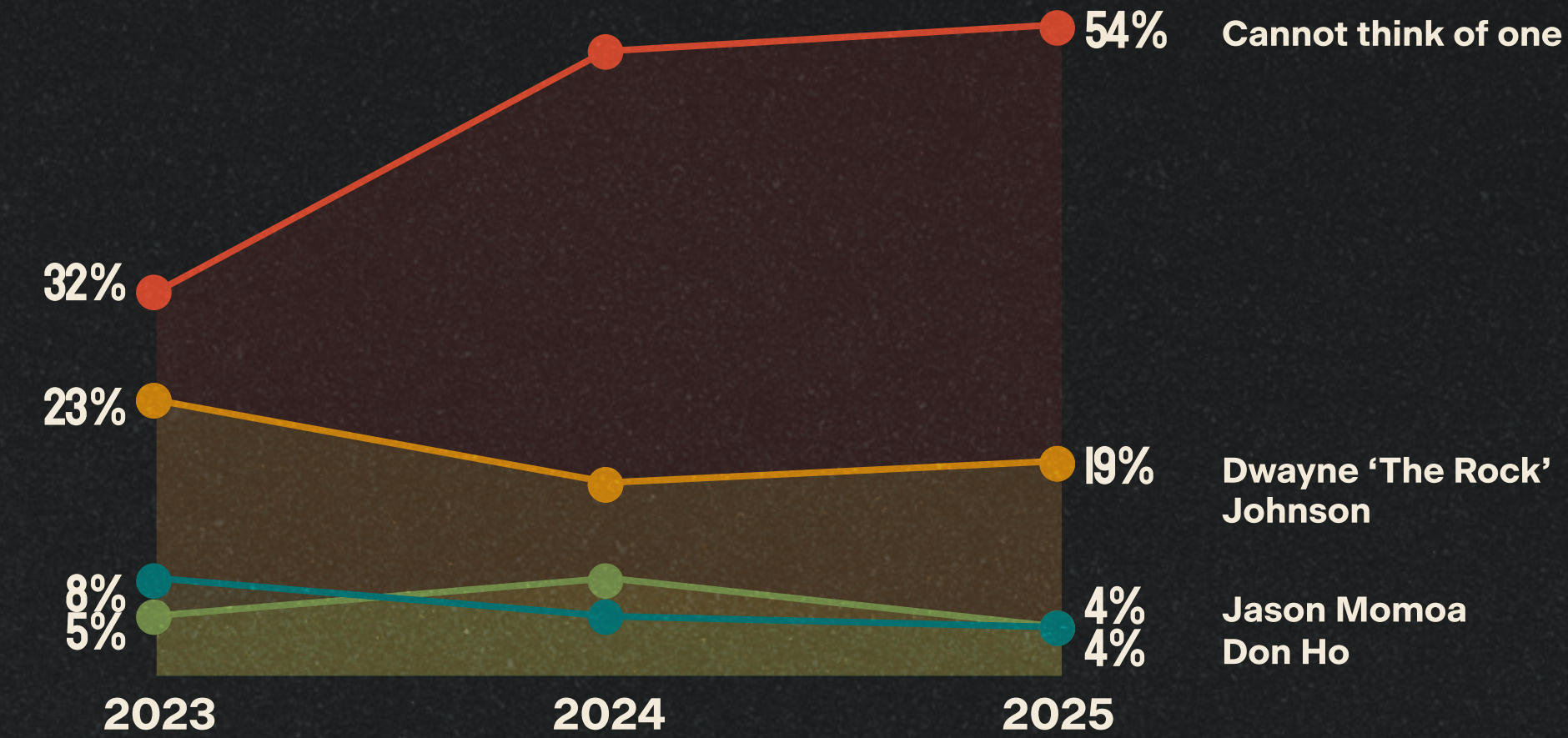




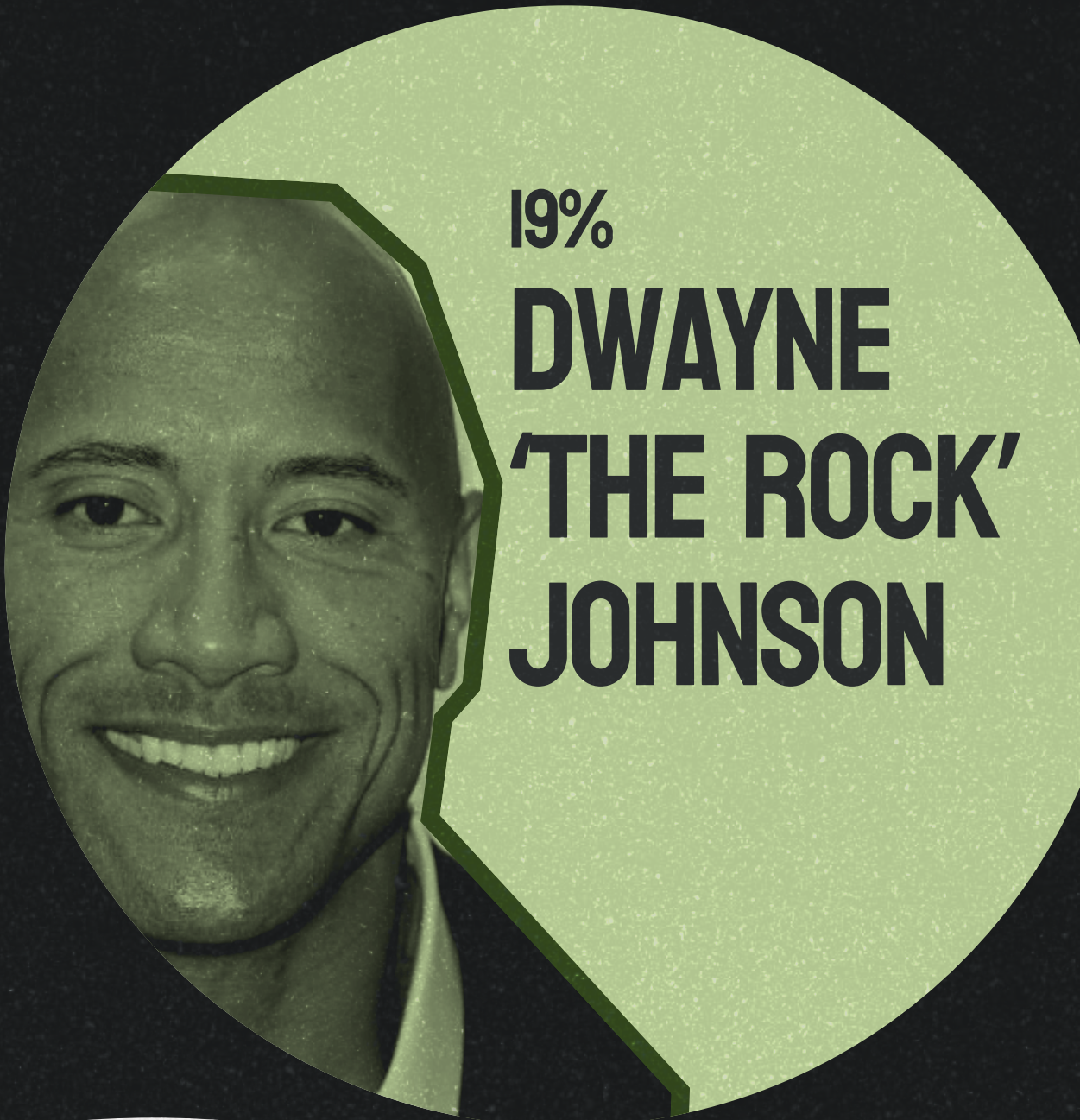
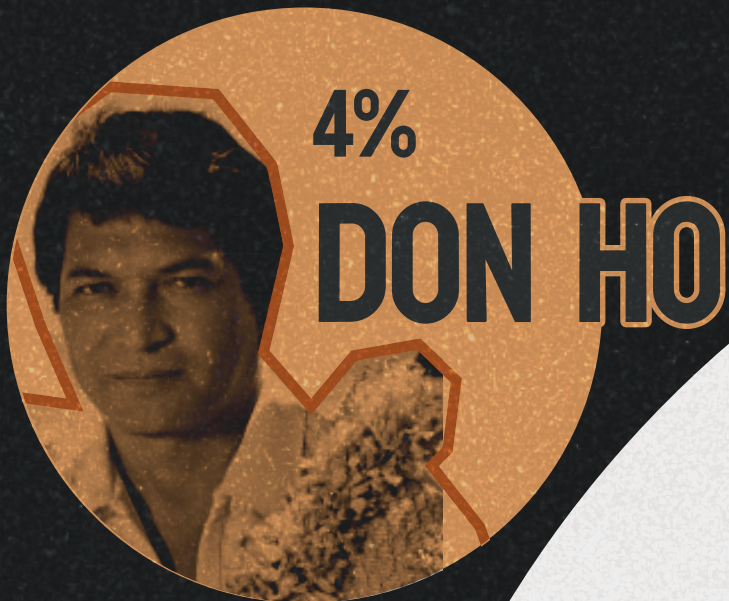
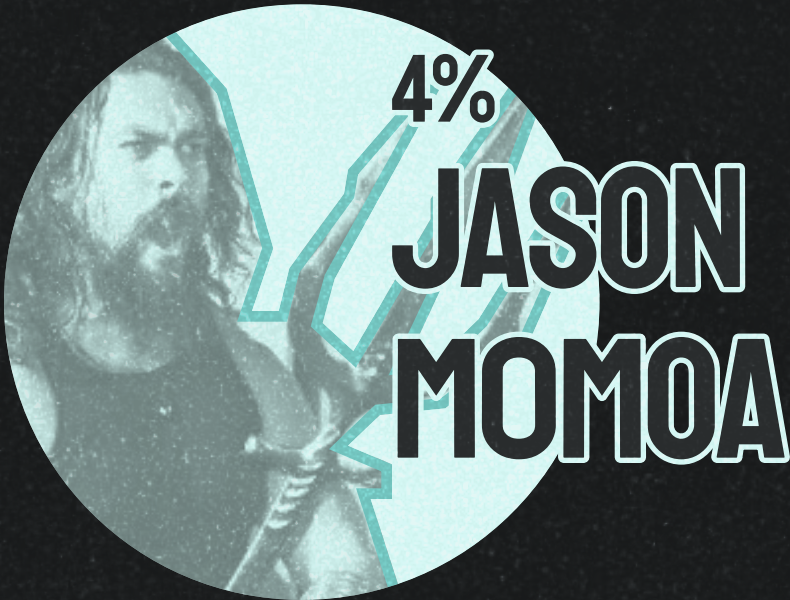
# EVEN FEWER AMERICANS CAN NAME A FAMOUS NHPI.

When asked to name a famous NHPI, more than half of Americans (54%) can't think of one. The top responses after "Cannot think of one" are Dwayne "The Rock" Johnson (19%), Jason Momoa (4%), and Don Ho (4%).

Top responses when asked to name a famous NHPI, 2023–2025



Top responses when asked to name a famous NHPI

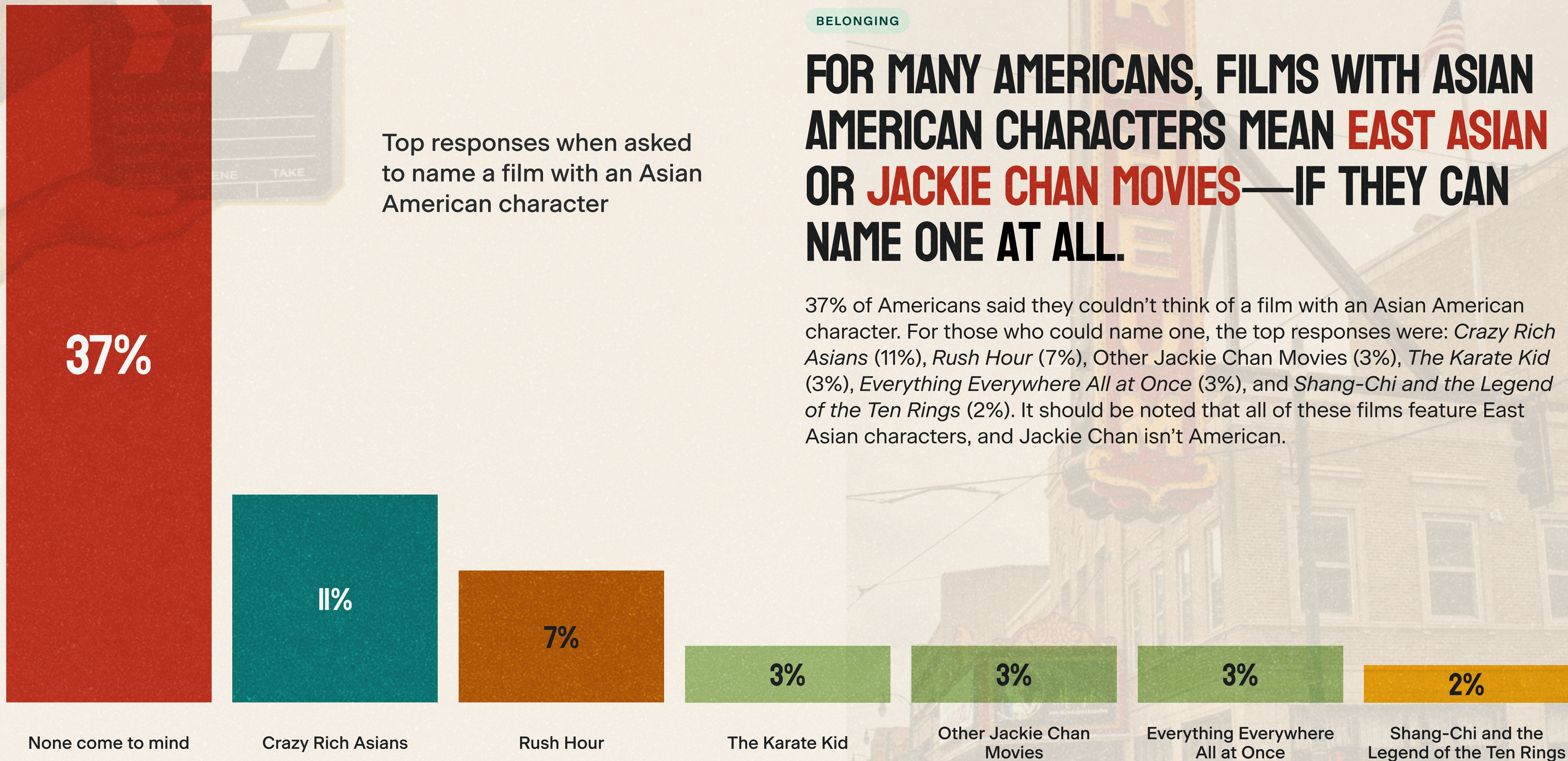


54% CANNOT THINK OF ONE





Top responses when asked to name a film with an Asian American character



BELONGING

# FOR MANY AMERICANS, FILMS WITH ASIAN AMERICAN CHARACTERS MEAN **EAST ASIAN** OR **JACKIE CHAN MOVIES**—IF THEY CAN NAME ONE AT ALL.

37% of Americans said they couldn't think of a film with an Asian American character. For those who could name one, the top responses were: *Crazy Rich Asians* (11%), *Rush Hour* (7%), Other Jackie Chan Movies (3%), *The Karate Kid* (3%), *Everything Everywhere All at Once* (3%), and *Shang-Chi and the Legend of the Ten Rings* (2%). It should be noted that all of these films feature East Asian characters, and Jackie Chan isn't American.

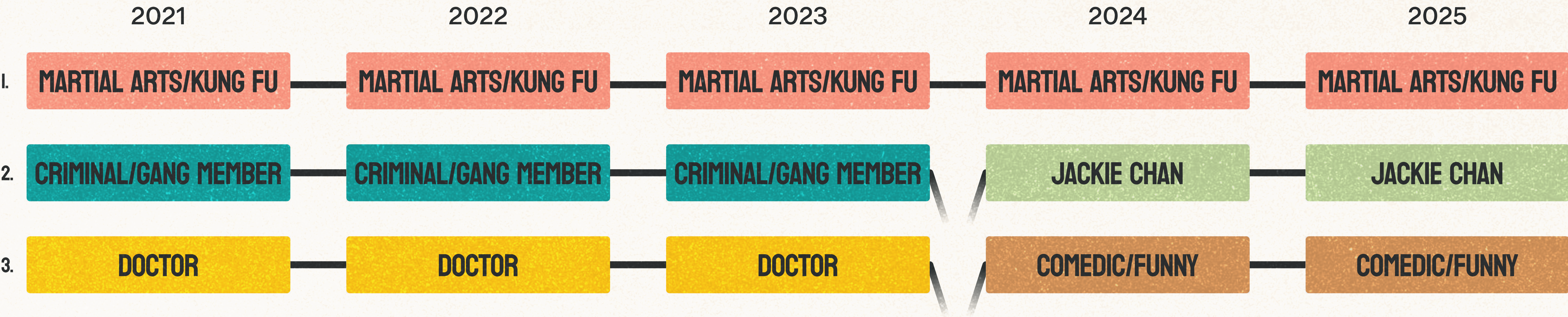


# FIVE YEARS IN, MARTIAL ARTS TROPES STILL COLOR HOW SOME AMERICANS PERCEIVE ASIAN AMERICAN MEN IN TV/MOVIES.

37% of Americans draw a blank when asked about Asian American male actors in TV or movies and the types of characters or roles that come to mind. Out of those who could think of someone, the top responses are Martial Arts/Kung Fu (15%), Jackie Chan (8%), and Comedic/Funny/Comedic Relief Characters (6%).

There have been some minor shifts over the past four years. When thinking about Asian American male characters or roles, “Criminal/gang member” has gone from a top response in 2021-2023 to disappearing from the top ranking. Meanwhile, “Comedic/Funny” has become a top answer for the past two years.

Top responses when asked what types of characters or roles come to mind when thinking about Asian American male actors





BELONGING

# ASIAN AMERICAN FEMALE ROLES IN TV/MOVIES CONTINUE TO BE EVEN **LESS VISIBLE** THAN MALE ROLES.

For Asian American actresses, invisibility remains a huge problem. 44% of Americans come up with nothing when asked about characters or roles for Asian American actresses. The next most popular responses are Lucy Liu at 6%, followed by the stereotypical Kung Fu/Martial Arts (5%) and Intelligent/Smart/Nerd/Geek (4%), tied with Doctors (4%).





**1 IN 4**

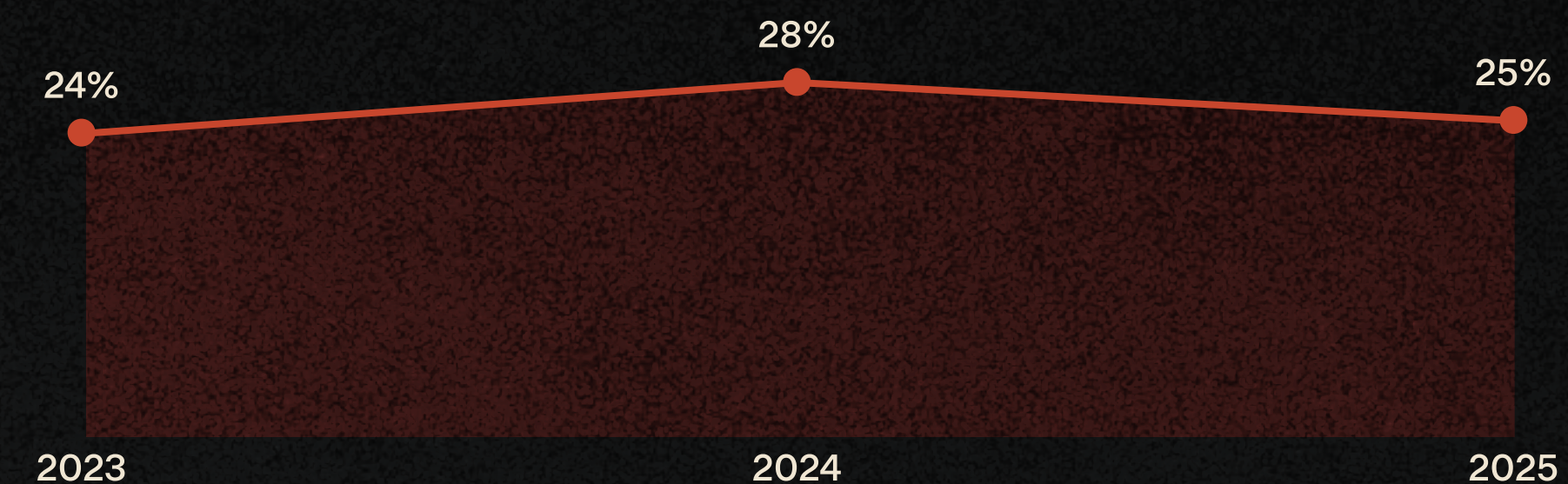
Americans do not have any relationships with an Asian American

BELONGING

# 1 IN 4 AMERICANS HAVE NO PRIMARY RELATIONSHIP WITH AN ASIAN AMERICAN—AND THAT’S NOT CHANGING.

25% of Americans have no relationship with an Asian American across a number of common categories like friend, co-worker, and neighbor—and after three years this low percentage still shows no signs of improving. There’s some variation by income bracket, with the lowest-income Americans most likely to say they have no relationship with an Asian American (38%), compared to 18% in the highest income bracket.

Americans who say they have **no relationship** with an Asian American:

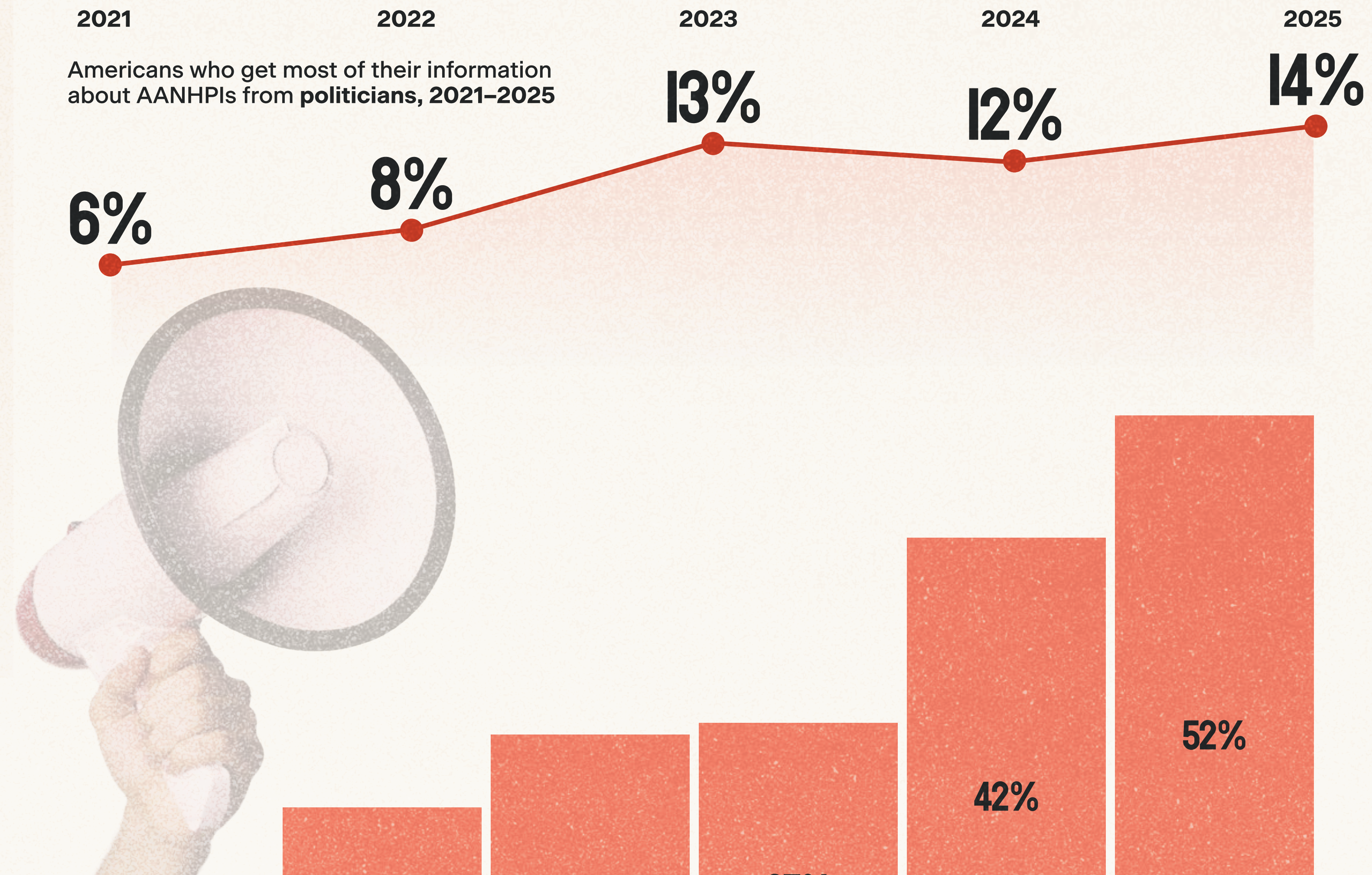
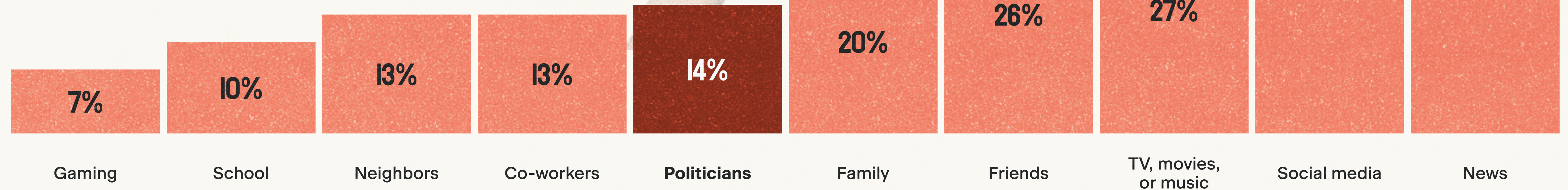




# AMERICANS INCREASINGLY GET THEIR INFORMATION ABOUT AANHPIs FROM POLITICIANS.

Americans get most of their information about AANHPIs from the news (52%, up from 37% in 2021), followed by social media (42%), and TV, movies, or music (27%). Though politicians are not yet a top source, more and more Americans are getting their information from politicians, going from 6% in 2021 to 14% in 2025. They're also getting less information about AANHPIs from friends (down from 47% in 2021) and from TV, movies, or music (down from 50% in 2021).

Where do you get most of your information about AANHPIs?



Americans who get most of their information about AANHPIs from politicians, 2021–2025

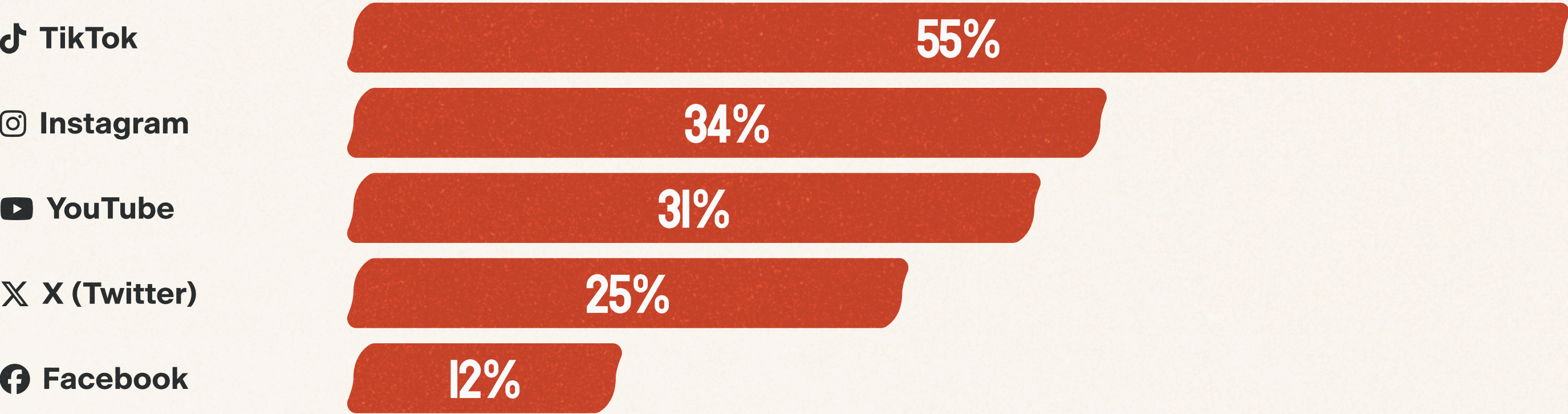




# YOUNGER AMERICANS GET MOST OF THEIR NEWS ABOUT AANHPIs FROM SOCIAL MEDIA APPS—TIKTOK, INSTAGRAM, YOUTUBE, AND X (TWITTER).

Americans aged 16-24 get their news about AANHPIs primarily from non-traditional sources that typically lack editorial processes—from TikTok, Instagram, YouTube, and X (Twitter).

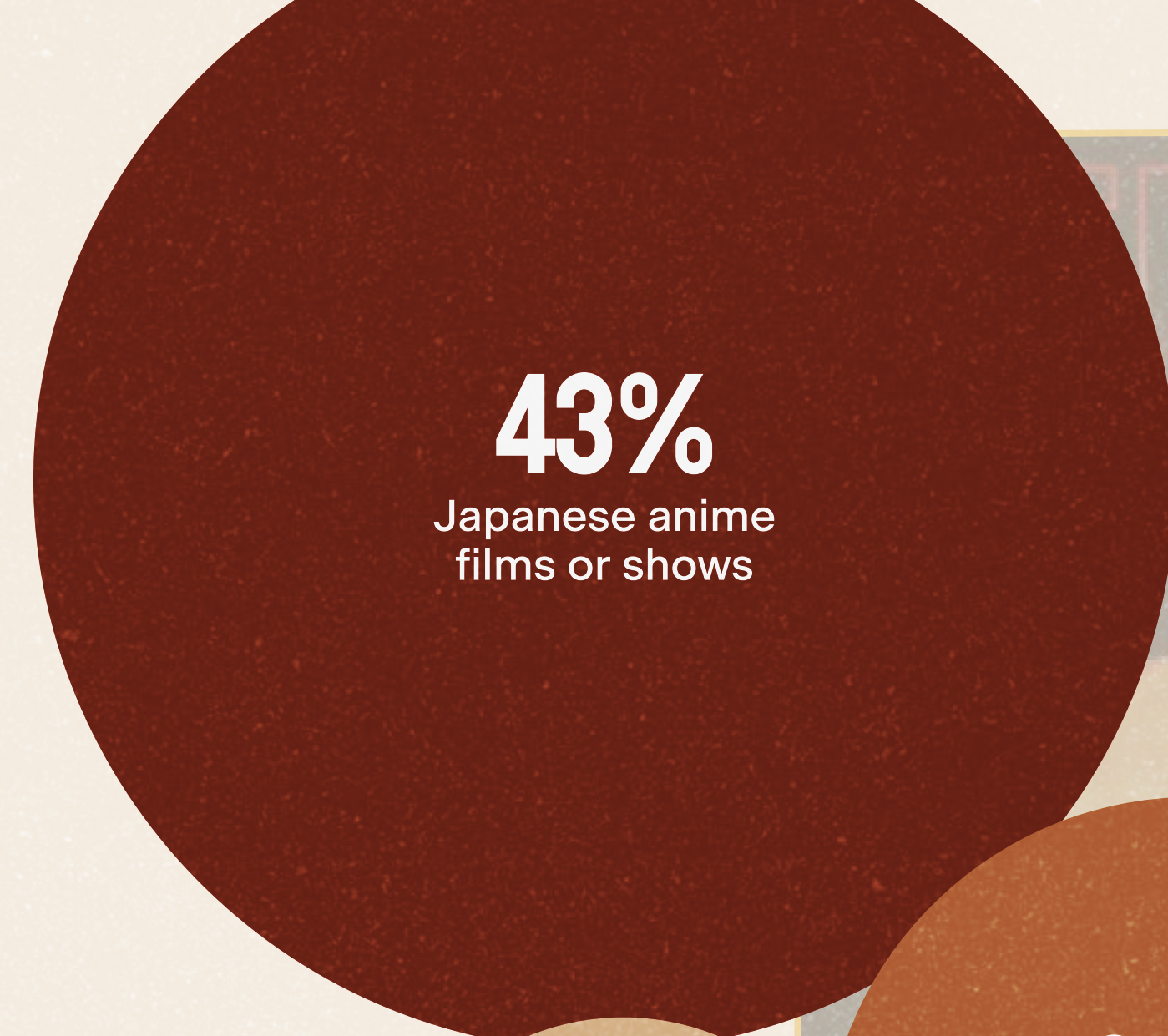
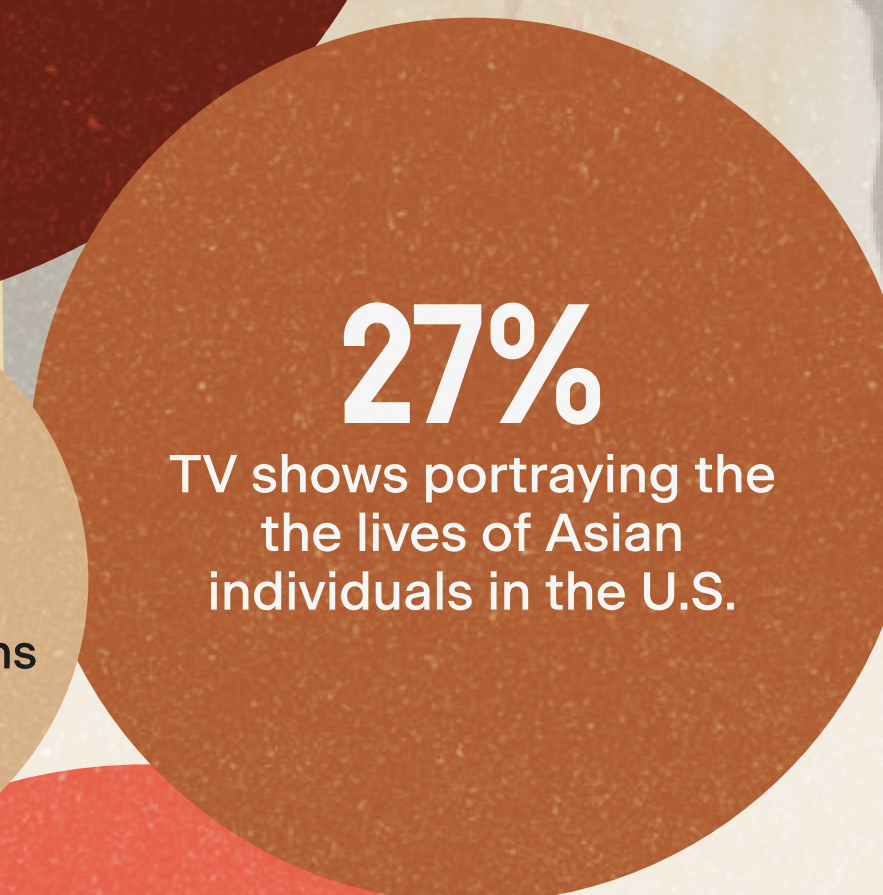
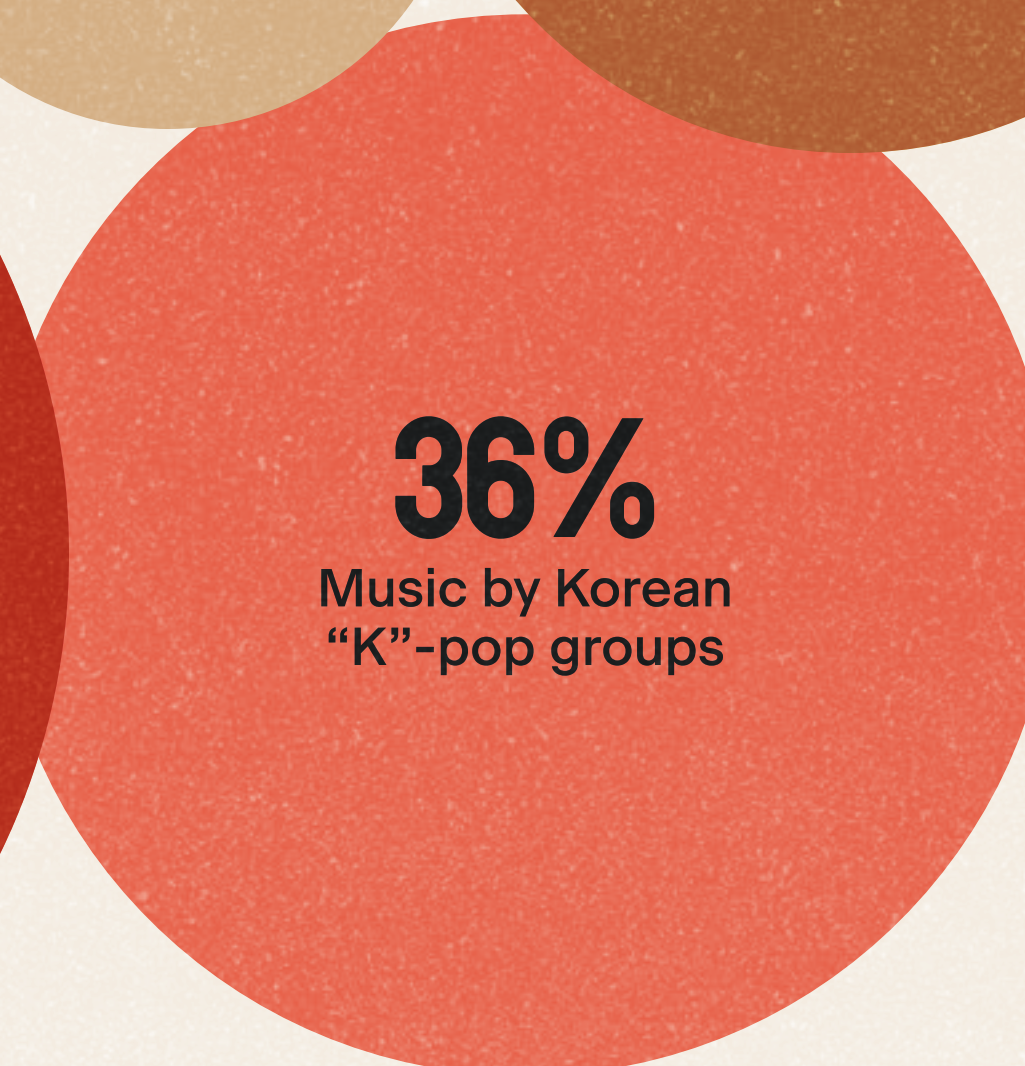
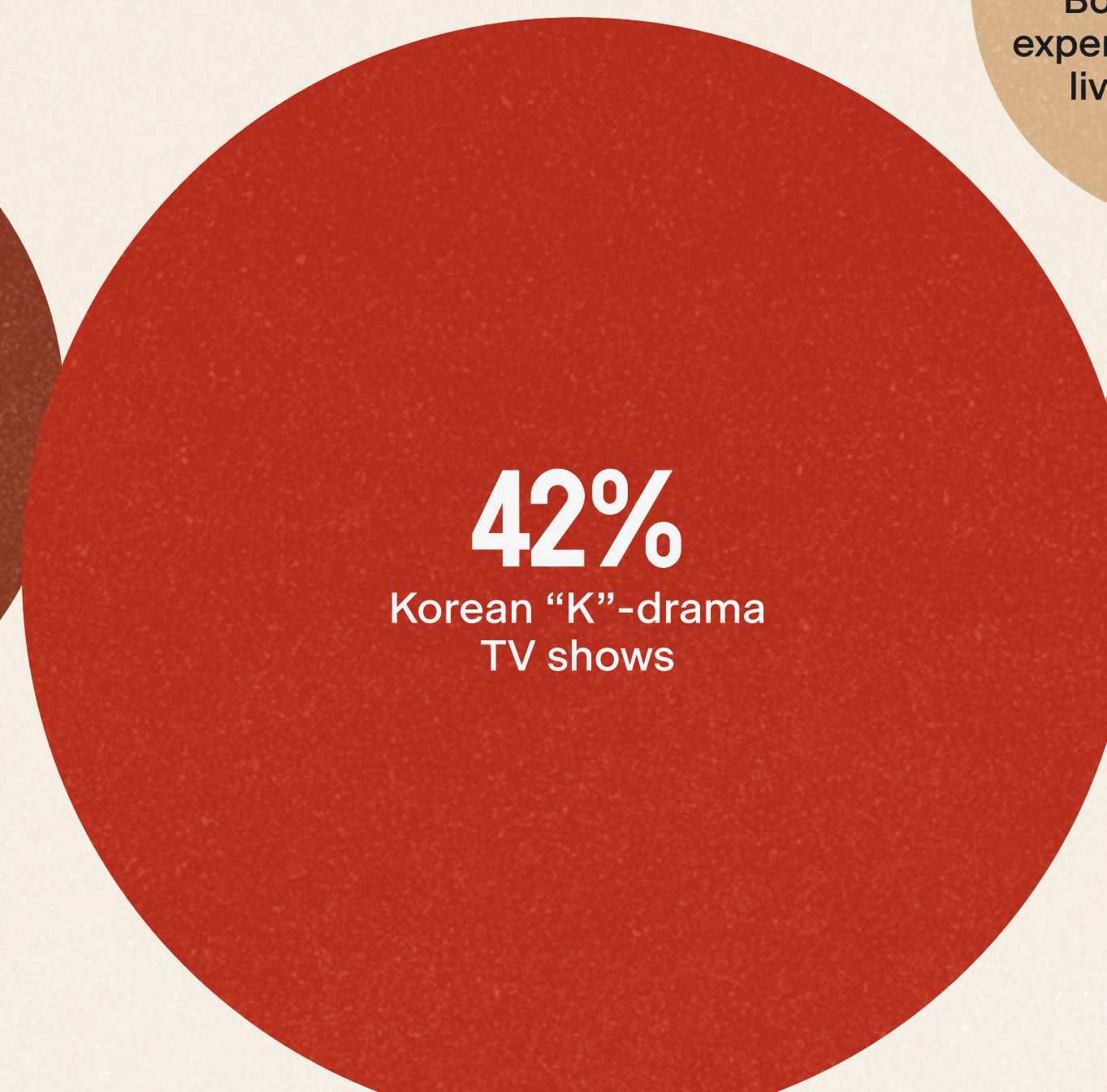
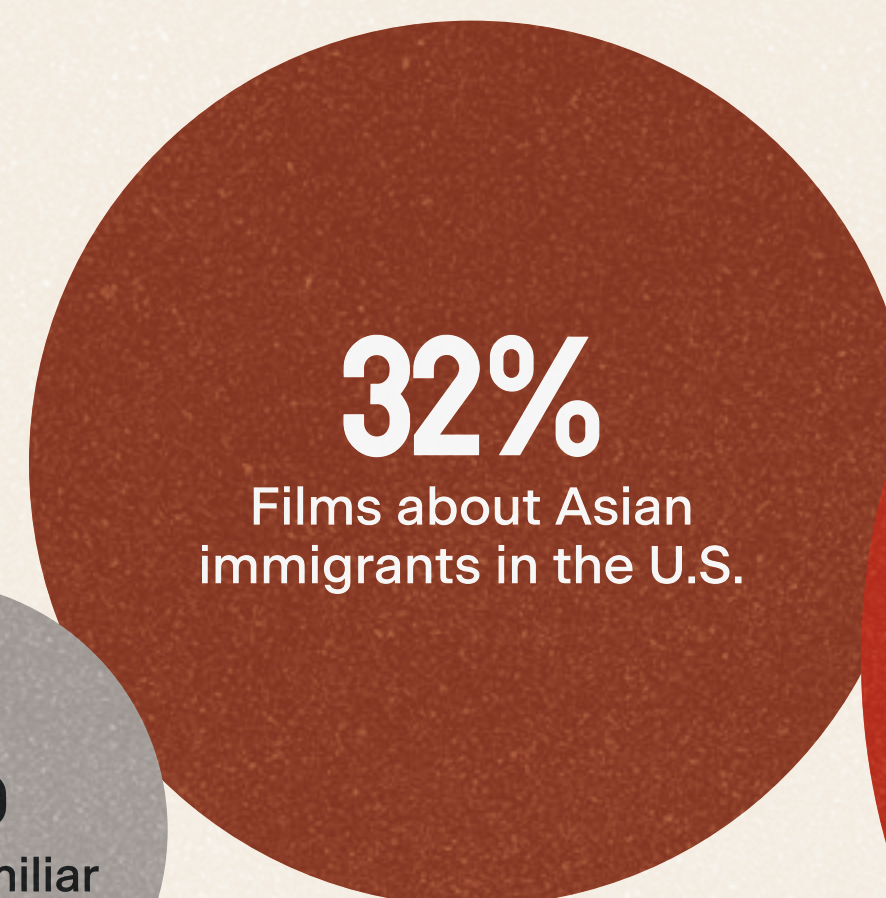
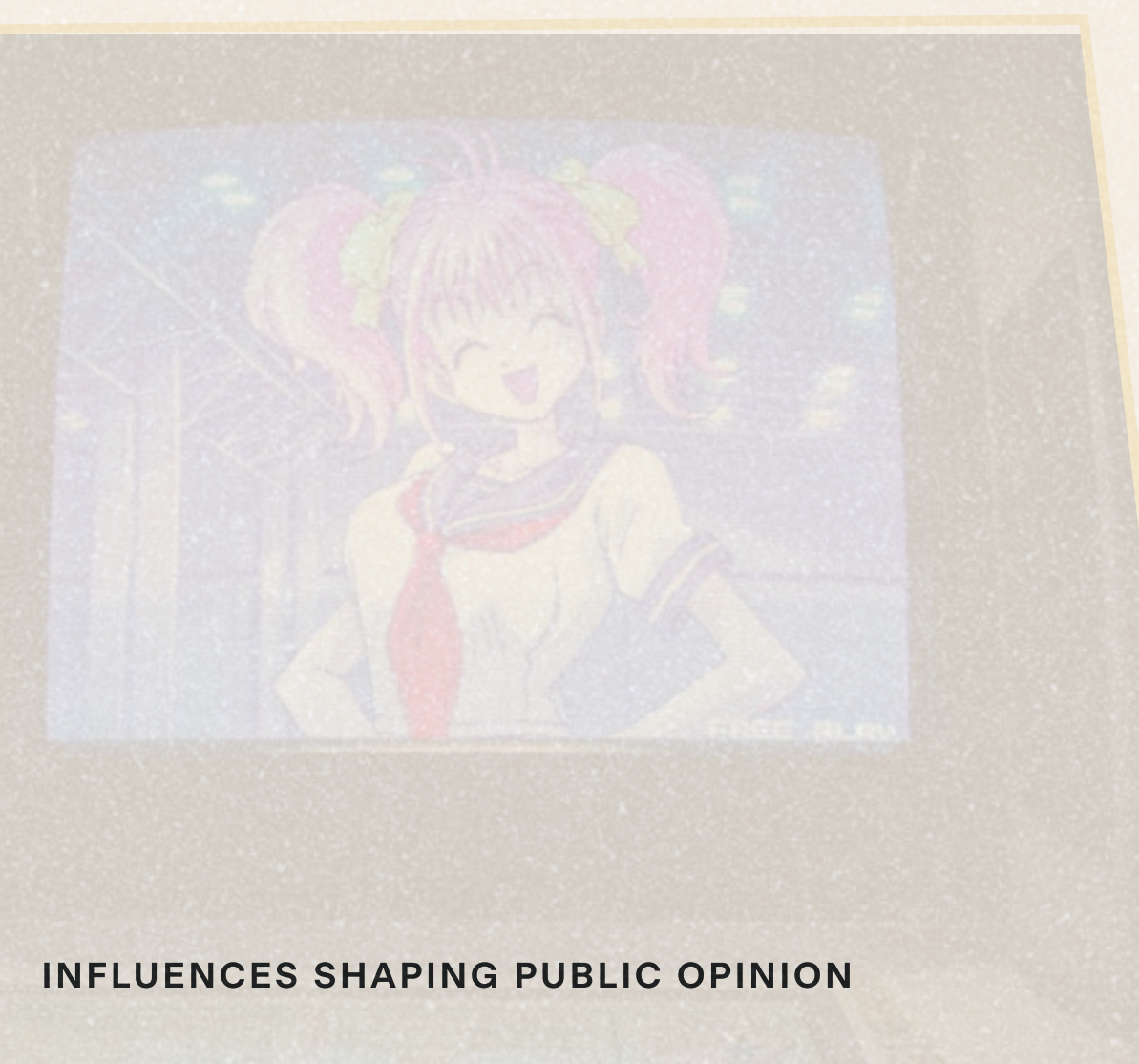
From which of these news sources do you most often get your information about AANHPIs? (Americans 16-24)





# FOR THE **YOUNGEST AMERICANS**, INTERNATIONAL POP-CULTURE PRODUCTS INFLUENCE PERCEPTIONS OF ASIAN AMERICANS MORE THAN DOMESTIC MEDIA.

When asked from which pop-culture products they've learned the most about Asian American experiences, 16-24 year-olds cite Japanese anime films/shows and Korean "K"-dramas, followed by K-pop music. These international exports outrank films and TV shows set in the US, indicating that there is clear and concerning conflation of Asian and Asian American content.





There are several opportunities to engage the general public, many of whom are aware of the challenges facing AANHPIs. A majority of respondents are in support of public schools teaching the history of Asian immigration as well as facts about discrimination. And many indicate openness to visiting Asian American ethnic enclaves more often.

*Do people want to learn  
more about my culture?*

CHAPTER FOUR

# **PATHWAYS TO CHANGE**

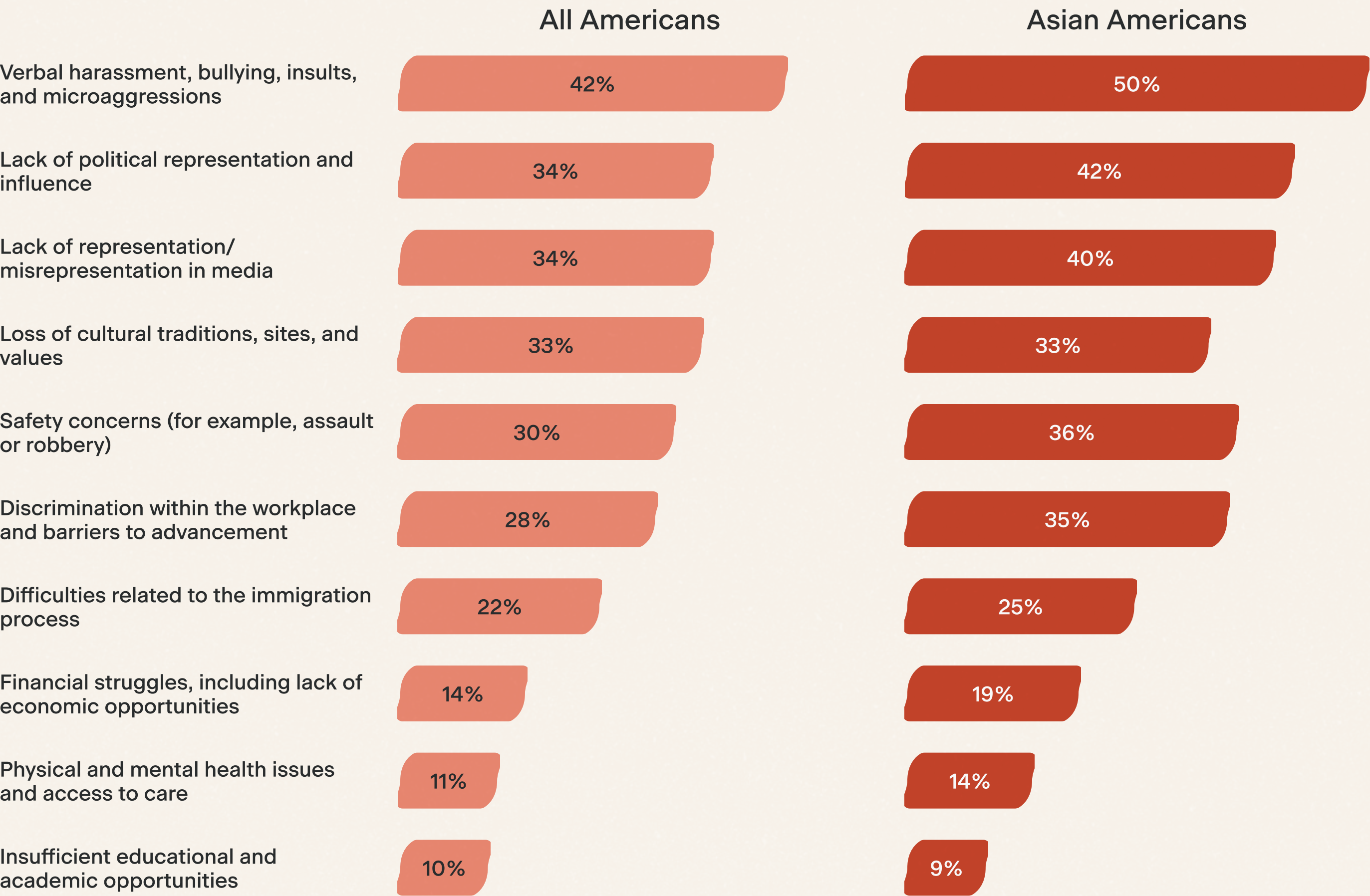




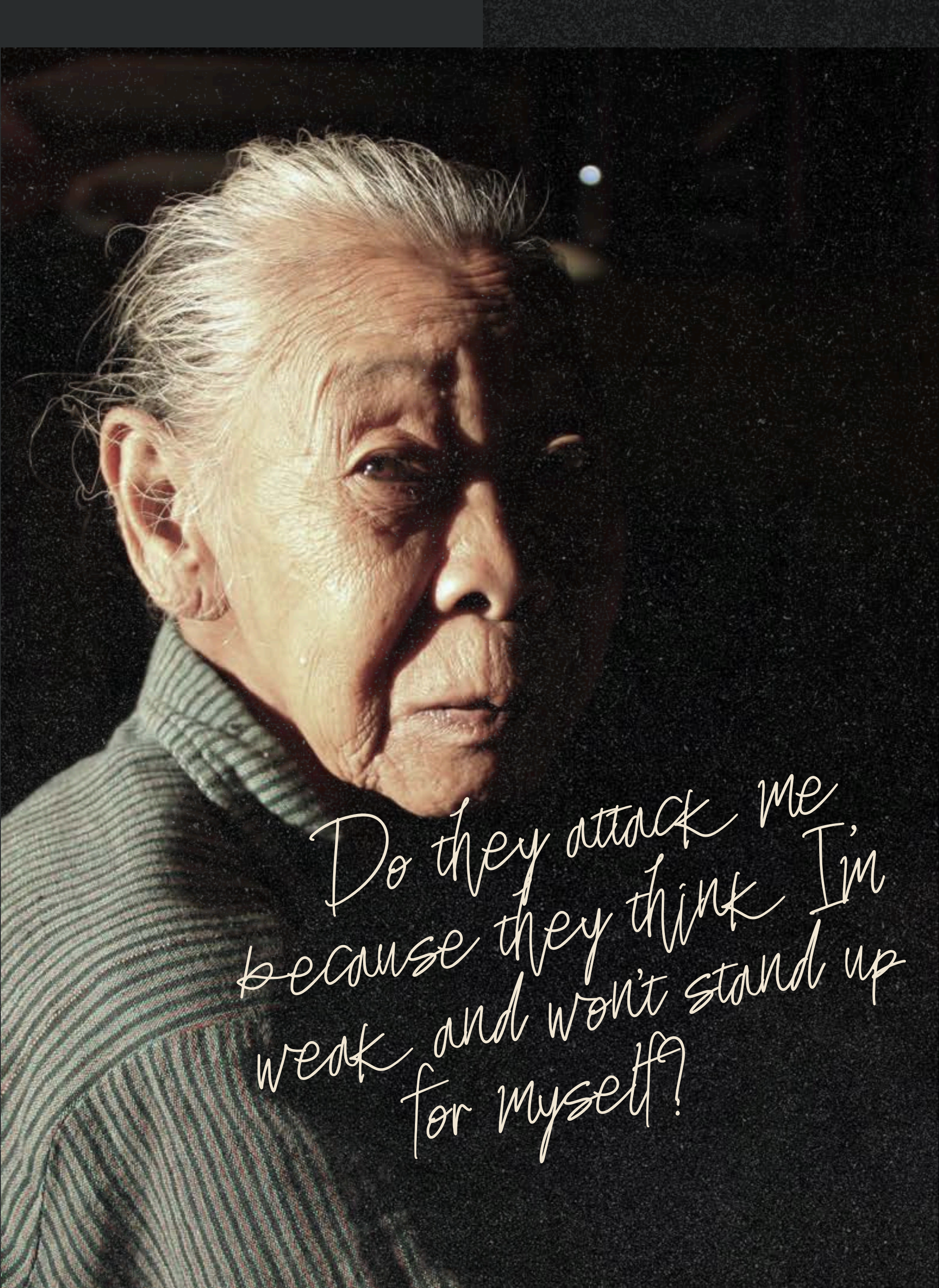
# ANTI-ASIAN AMERICAN AGGRESSION, MISREPRESENTATION, AND LACK OF REPRESENTATION ARE THE **MOST VISIBLE** ISSUES TO MOST AMERICANS.

Despite increasingly thinking Asian Americans are treated fairly, Americans’ responses when asked about challenges facing the Asian American community suggest that many are aware of current threats: 42% responded “Verbal harassment, bullying, insults, and microaggressions,” followed by “Lack of representation/misrepresentation in popular culture and media” (34%) and “Lack of political representation and influence” (34%). Asian American respondents agree with this ranking.

Thinking about your knowledge of the Asian American community in the US, what do you see as the biggest challenges facing that community?







*Do they attack me,  
because they think I'm  
weak and won't stand up  
for myself?*

SAFETY

BELONGING

PROSPERITY

# 35%

## OF AMERICANS SAY THEY HAVE SEEN AN AANHPI PERSON INSULTED OR CALLED A BAD NAME IN THE PAST 12 MONTHS.

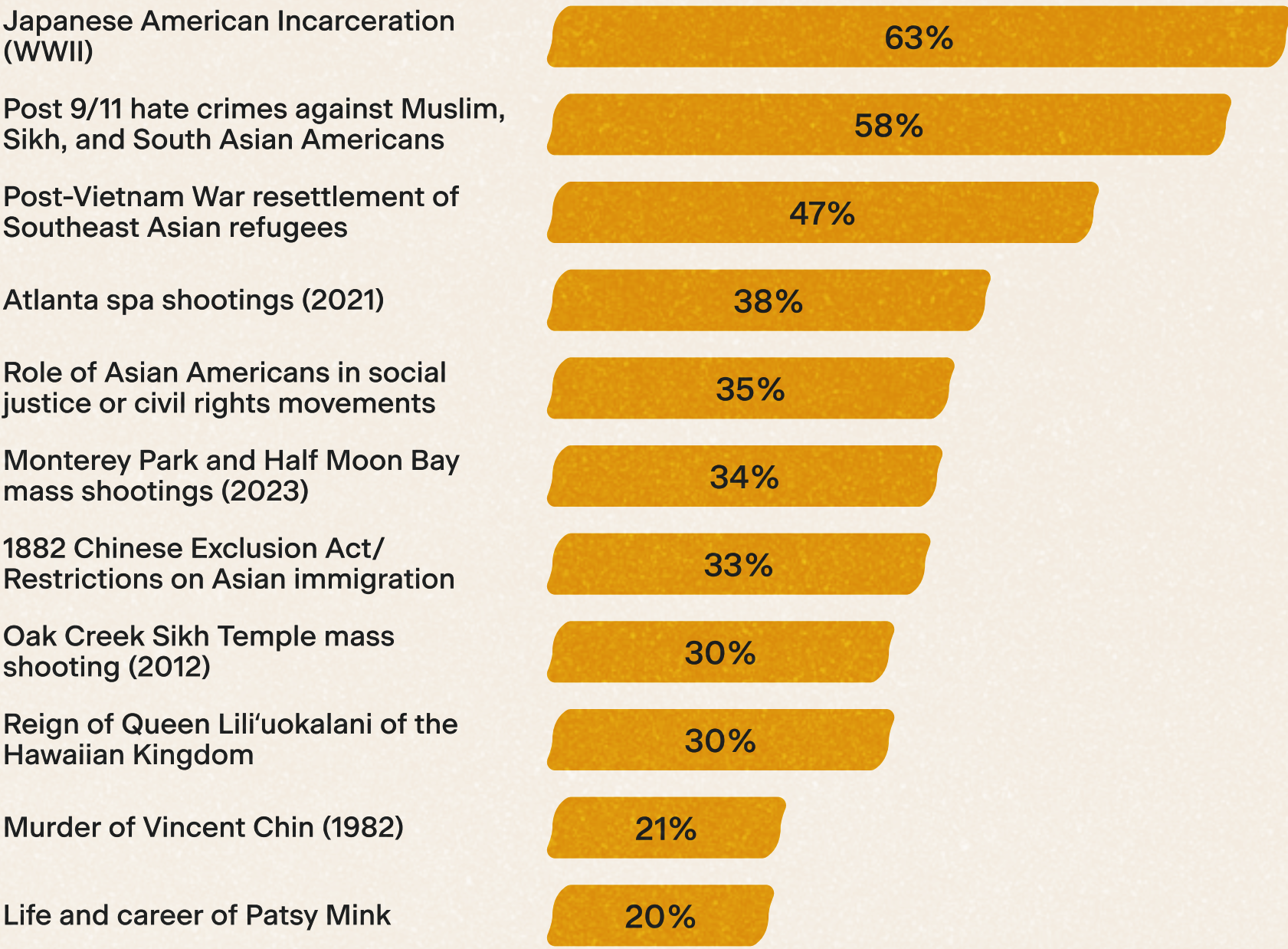
In addition, 31% have seen someone who is AANHPI harassed or threatened, and 24% have seen an AANHPI individual physically attacked or assaulted at least once in the last year.



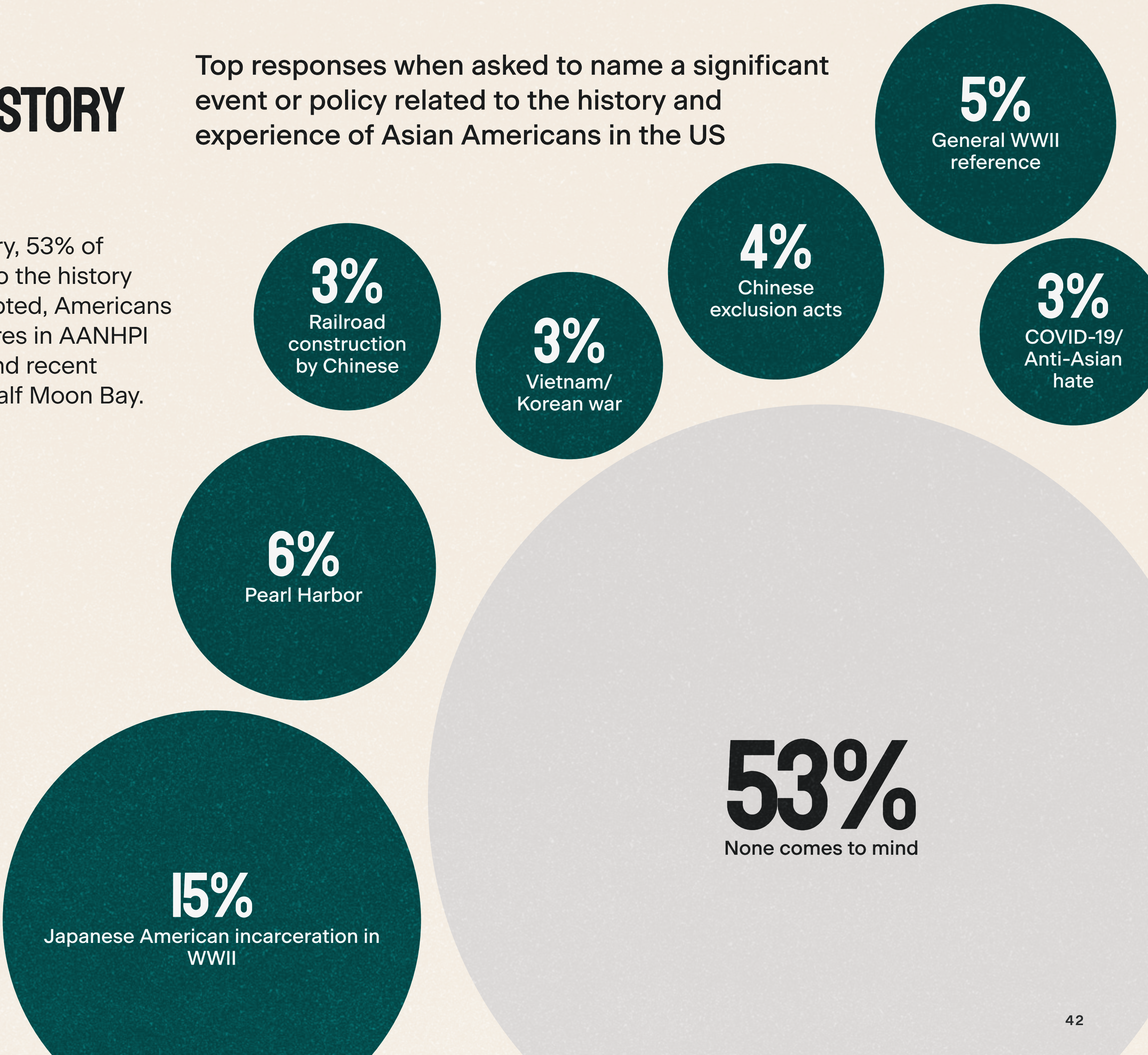
# LIMITED AWARENESS OF AANHPI HISTORY REMAINS A PERSISTENT PROBLEM.

Despite historic laws mandating education about AANHPI history, 53% of Americans still can't name a significant event or policy related to the history and experience of Asian Americans in the US. Even when prompted, Americans admit to low levels of familiarity with significant events and figures in AANHPI history, such as Patsy Mink, Vincent Chin, Queen Lili'uokalani, and recent tragedies like the 2023 mass shootings in Monterey Park and Half Moon Bay.

## Americans who were extremely, moderately, or somewhat familiar with the following events



Top responses when asked to name a significant event or policy related to the history and experience of Asian Americans in the US

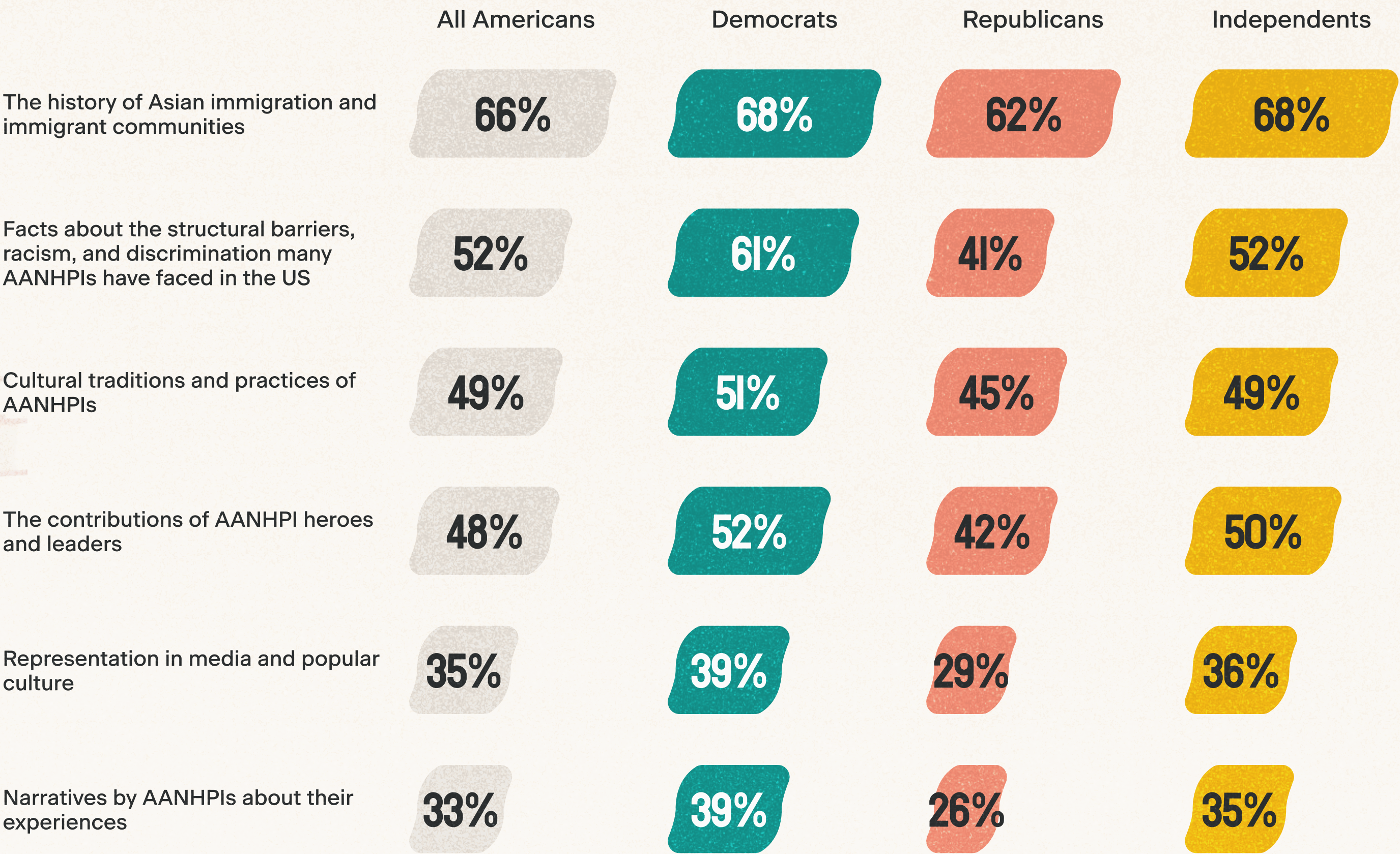




# MOST AMERICANS DO WANT PUBLIC SCHOOLS TO TEACH THE HISTORIES OF ASIAN IMMIGRATION AND FACTS ABOUT DISCRIMINATION.

When asked which topics students should learn about in public schools, Americans first pick history of Asian immigration and immigrant communities. Across the political spectrum, we see a range of support for teaching certain topics, such as content on the structural barriers, racism, and discrimination that AANHPIs have faced.

When it comes to learning about Asian Americans, Native Hawaiians, and Pacific Islanders (AANHPIs) in public schools, which of these topics do you think students should learn about?

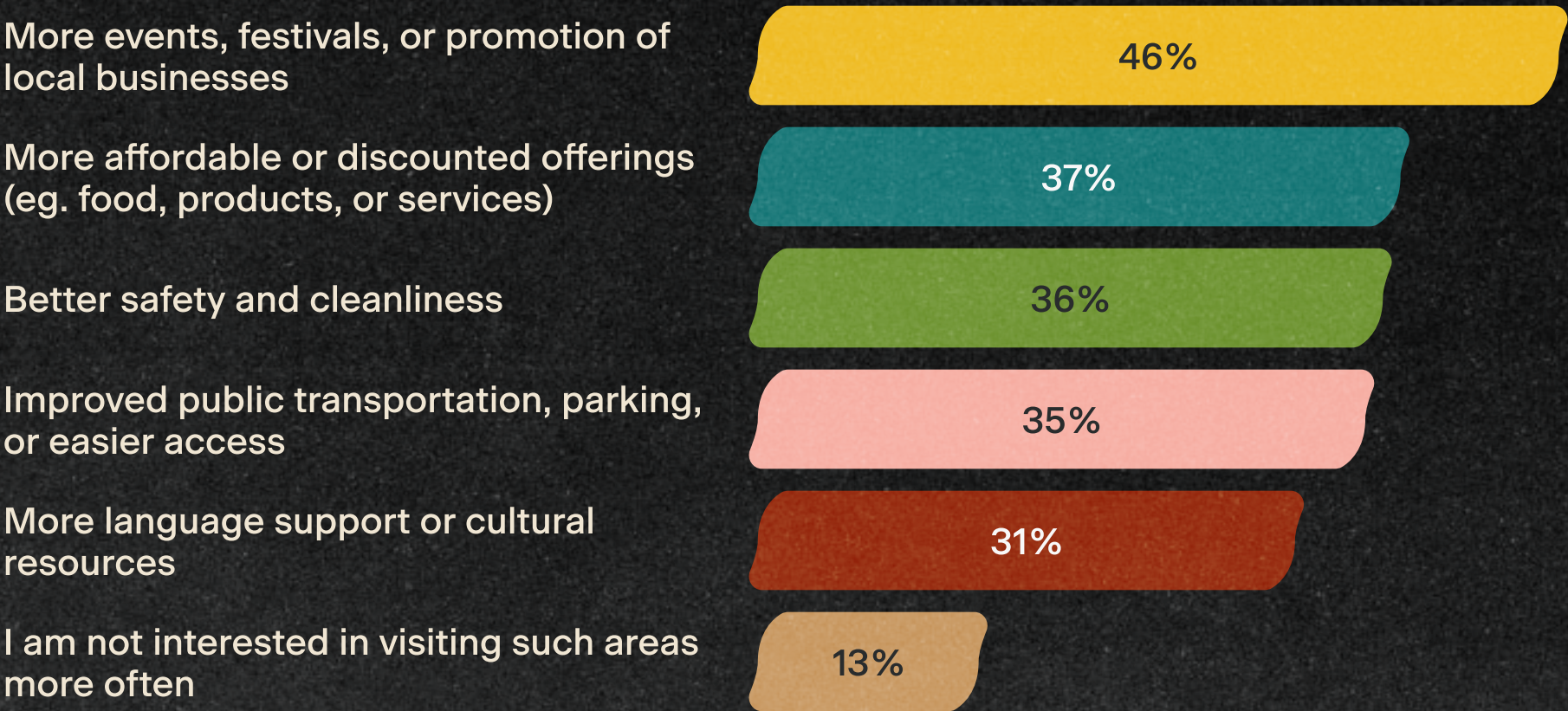




# NEARLY 9/10 OF AMERICANS INDICATE OPENNESS TO VISITING ASIAN AMERICAN ETHNIC ENCLAVES MORE OFTEN.

When asked what would encourage them to visit ethnic areas more often (like Chinatowns), only 13% of Americans say they are uninterested in doing so. For the majority who are interested, the top responses are: More events, festivals, or promotion of local businesses (46%); More affordable or discounted offerings (37%); and Better safety and cleanliness (36%).

## What would encourage you to visit such areas more often?



87%

of Americans indicate openness to visiting Asian American ethnic enclaves



# NEARLY 80% OF AMERICANS BACK SOLUTIONS TO UPLIFT ASIAN AMERICAN COMMUNITIES.

A clear majority of Americans indicate support for proposed solutions aimed at strengthening Asian American communities in the US. Americans are most willing to support passing laws requiring teaching of Asian American history and contributions (41%), putting tax dollars toward school or community programs that promote understanding of Asian American cultures (38%), and investing more tax dollars into law enforcement agencies to track and respond to discrimination against Asian Americans (36%). Only 22% say they do not support any of the proposed solutions.

26%

Paying to see more films or TV shows that portray Asian American experiences

32%

Donating to nonprofit organizations that support Asian American communities

41%

Passing laws that require more teaching of Asian American history and contributions in public schools

22%

I do not believe that any of these are necessary or effective solutions

38%

Putting tax dollars toward school or community programs that promote understanding and appreciation of Asian American cultures

36%

Investing more tax dollars into law enforcement agencies to track and respond to discrimination against Asian Americans



# CONCLUSION

The STAATUS Index serves as an annual barometer of the American public’s perceptions and feelings about Asian Americans, Native Hawaiians, and Pacific Islanders. Now in its fifth year, the 2025 STAATUS Index findings, as well as the cumulative data, help us better identify trends and distinguish what has changed and what has stayed the same. Long-held stereotypes, political rhetoric, and information gaps all contribute to misconceptions about AANHPIs. These beliefs, combined with a continued lack of visibility and representation, contribute to AANHPIs feeling excluded and unsafe. At the same time, examining these perceptions sheds light on opportunities for growth, whether through expanding education to include Asian American history and contributions, building a greater understanding of AANHPI cultures, or changing public narratives.

As in previous years, there is a sizable disconnect between perceptions and the realities of Asian American experiences. While Americans increasingly believe that Asian Americans are treated fairly, a concerning 63% of Asian American respondents report feeling unsafe in at least one day-to-day space, and nearly half say they’ve been insulted because of their race in the past 12 months. Asian American respondents are also far less likely than whites to feel they belong in the U.S., and are least likely to feel a sense of belonging in online and social media spaces.

Another challenge that faces Asian Americans is the persistence of harmful stereotypes and tropes. The top adjectives used to describe Asian Americans—smart, hardworking, and nice—are in keeping with the model minority myth. These stereotypes continue to drive perceptions of Asian Americans, including in the workplace, where East and South Asian Americans are

viewed as less assertive and are seen as having less authoritative leadership styles than white Americans. The perception that Asian Americans are good workers but possess less stereotypical leadership traits effectively keeps the “bamboo ceiling” in place. These findings accord with prior research, such as Professor Susan Fiske’s, on perceptions of Asian Americans being seen as competent, but less warm.

It’s hard to dispel myths when many Americans have no personal connections to Asian Americans. 1 in 4 Americans say they have no personal relationship with an Asian American. This is further compounded by a lack of knowledge about Asian Americans, with 53% of Americans unable to name a single event or policy involving Asian Americans. While Americans cite cable news and social media as main sources of news about Asian Americans, another information source—politicians—has gone from being cited by 6% of Americans in 2021 to 14% in 2025.

New areas of concern have arisen this year, particularly when it comes to questions of national loyalty. When 4 in 10 Americans see Asian Americans as more loyal to their country of origin than the United States, it raises concern for the safety of Asian American communities. These misperceptions don’t arise in a vacuum, with the current political climate as well as lingering resentment from the COVID-19 pandemic likely contributing to mistrust of Asian Americans. The increased positioning of China as an enemy in political discourse clouds perceptions of all Chinese Americans. Reminiscent of Yellow Peril and perpetual foreigner tropes, this mistrust can lead to anti-Asian hate and violence. This is even more dangerous when coupled with the finding that less than half of Americans strongly agree that the incarceration of Japanese Americans in internment camps during World War II was wrong.

It’s critical that we address the ongoing and new challenges facing Asian Americans. With so many in the

Asian American community still feeling unsafe or that they don’t belong, and with increasing questions about where Asian Americans’ loyalties lie, we must renew our efforts to expand AANHPI education, build opportunities for cross-racial interactions, and broaden existing narratives. Finding opportunities to work with other communities of color—including NHPs, who share many of the same struggles as Asian Americans—can also help in advancing safety, prosperity, and belonging for all of our communities.

## ACKNOWLEDGEMENTS

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- The DataFace** (data visualization and report design)
- Blix** (AI-powered text analysis of open-ended survey responses)
- Matter Unlimited** (PR support)
- Mr. Calvin Naito** (Japanese American Incarceration question)

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LAUNCH

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