

ATTITUDES TOWARDS ASIAN
AMERICANS, NATIVE HAWAIIANS,
AND PACIFIC ISLANDERS

STAAUS Index Report 2024



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Introduction

Perceptions about a community carry weight. They can influence who is hired, which legislations are passed, whose stories are told by Hollywood, and which historical events children learn about in school. Asian Americans, Native Hawaiians, and Pacific Islanders (AANHPIs) know these challenges. Long-held misperceptions and stereotypes threaten our safety, sense of belonging, and access to opportunity. The STAATUS Index (Social Tracking of Asian Americans in the United States) is the leading, annual survey of Americans' attitudes towards AANHPIs. When the report first launched in 2021, it was one of the first national analyses of its kind in 20 years. Today, it is the only multi-year, nationally representative study to collect data on the perspectives of other racial groups about AANHPIs.

Over the years, STAATUS has become a reliable pulse on issues AANHPIs face. Our findings have been used to educate, inform, and make evidence-based decisions in efforts including academic research, political action, and community programs. The data reveals sources of influences on perceptions about the community and how harmful stereotypes

evolve and persist year over year. Using STAATUS data we can consider important questions such as:

- In what ways are pandemic-era anti-Asian sentiments still present?
- Do U.S.-China relations influence treatment of the AANHPI community?
- How recognizable are AANHPIs in the media?
- How do people think of AANHPI safety, in the wake of mass shootings in California, Georgia, and Texas?

For the first time, the report includes expanded subgroup analyses with data about East Asians, Filipinos, South Asians, Southeast Asians, and Native Hawaiians and Pacific Islanders (NHPIs), as well as more year-over-year insights where relevant. Each new element in the 2024 STAATUS Index improves tracking and deepens our understanding of trends so we can advance efforts that fight hate and violence, reclaim AANHPI narratives, and celebrate the stories and histories of our diverse community.



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.

We also collaborated with leading AANHPI research and data organizations, including AAPI Data and the Asian American Research Initiative.



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Executive Summary

STAATUS Index 2024 builds upon three consecutive years of research to better understand how perceptions of AANHPIs are evolving over time. We surveyed 6,272 Americans across the country to uncover the most pressing issues AANHPIs are facing today. Key results include:

1. Americans don’t think hate toward Asian Americans has increased, but Asian Americans disagree.

- Only one-third of Americans think hate towards Asian Americans has increased. Perceptions that Asian Americans are treated fairly in the US have risen steadily since 2021.
- Meanwhile, over the past 12 months: 32% of Asian Americans say they were called a slur, and 29% say they were verbally harassed or verbally abused.
 - The numbers are even higher for some subgroups. For example, Southeast Asian Americans report higher incidences of being called a racial slur (40%), verbal harassment or abuse (39%), and threats of physical assault (22%) over the last 12 months.

- 41% of Asian Americans think they are likely to be the victim of a physical attack and 59% of Asians Americans think it is at least somewhat likely that they will be a victim of discrimination in the next 5 years because of their race, ethnicity, or religion.

2. Because of discrimination, violence, and lack of representation, only 38% of Asian Americans completely agree they belong, and even fewer feel they are fully accepted.

- Asian Americans are least likely to feel strongly that they belong, and also least likely to feel that they are accepted for their racial identity in the US.
- 38% of Asian Americans completely agree that they belong, while only 18% completely agree that they are accepted in the U.S. for their racial identity.
- For Asian Americans who feel they aren’t fully accepted or don’t fully belong in the U.S., social media (34%), and workplaces, neighborhoods, and schools/colleges/universities (all 31%) feel the least welcoming.

3. We need to break the “STAATUS quo” and it is our responsibility to advocate for and celebrate AANHPI stories beyond Heritage Month.

- Doubts about Asian Americans’ loyalty to the US have risen to their highest levels since our study’s conception. In 2024, 79% are unsure or in agreement about Asian Americans’ loyalty to their countries of origin than to the United States.
- A majority of Americans (55%) are unable to name a single event or policy related to Asian Americans.
 - Four years after this original finding made waves, more than half of all Americans (52%) still can’t name a famous Asian American. When people are named, Jackie Chan (9%) (who is not American), Bruce Lee (5%) (who died over 50 years ago), and Kamala Harris (2%) are the most common responses.
- Half of Americans (50%) can’t name a favorite movie with an Asian American character, but Americans want to see more Asian Americans in dramas (59%) and comedies (60%).

The top 3 ideas for decreasing racism are to teach the history of Asian Americans in K-12 schools and colleges (41%), increase visibility of Asian Americans in American society (41%), and provide more opportunities to interact with Asian Americans (39%).

“Since its debut in 2021, the STAATUS Index has uncovered hidden perceptions and stereotypes that have given rise to racism against AANHPIs throughout our long history in the US and during the COVID-19 pandemic. Unless we understand and continue to struggle against these deeply rooted views, they will persist and threaten the wellbeing of AANHPIs when the next crisis emerges.”

– Dr. Paul Watanabe (AAC Chair)

Background

The STAATUS Index employs various social psychology frameworks. The Stereotype Content Model, created by Professor Susan Fiske in 2002,¹ analyzes how dominant groups use two key dimensions - competence and sociability - to evaluate the potential threat of "other" groups. Several studies have demonstrated that Asian Americans and others, such as female professionals, tend to be classified as outgroups that are generally respected but not very liked.^{2, 3, 4} These groups are often stereotyped as highly competent, which elicits respect, but low in sociability or likeability. As a result, this combination of perceptions creates a complex mix of admiration, resentment, and envy.

Scholars have been documenting the stereotyping of Asian Americans for decades.^{5, 6, 7, 8} Stereotyping not only has the potential to result in extreme outcomes such as violence, but it also has significant mental health implications, particularly for Asian Americans' sense of belonging.^{9, 10, 11, 12} In a 1992 study, Professor Bonnie M. Hagerty and colleagues suggested that a sense of belonging is a crucial mental health concept that has two key attributes: (1) valued involvement or the experience of being valued, needed, or accepted; and

(2) fit, which refers to the perception that an individual's characteristics align with their environment or system.¹³



Professor John A. Powell describes belonging as the opposite of "othering," which occurs when societies experiencing significant change become anxious and exclude specific groups seen as potential threats to the "favored" group.¹⁴ Politicians and other leaders often use Asian American stereotypes and misperceptions to advance their own agendas, which has real world implications for the safety of Asian Americans across the country.

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

Model Minority: The model minority myth is a stereotype that portrays certain minority groups in the U.S., typically Asian Americans, as highly successful, due in large part to their cultural values, hard work, and intelligence. As a result, the presumption is that these minority groups have overcome systemic racism and discrimination, and have attained high levels of education, income, and professional success.

The term "model minority" was coined in the 1960s during the civil rights movement in the United States, as a way to contrast Asian Americans with other minority groups, particularly African Americans, who were advocating for their civil rights and equality. It is a divisive stereotype that pits communities of color against each other and masks the socioeconomic diversity within the AANHPI community.^{5, 15}

Yellow peril: Yellow peril refers to the perceived threat to Americans posed by people of Asian descent, particularly those from East Asian countries. The term was used to stoke fear and anxiety about Asian immigrants, and it fueled xenophobia, discrimination, and anti-Asian sentiment. This stereotype is used to justify discriminatory policies, such as anti-immigration laws, restrictive measures against Asian communities, and

the portrayal of Asians as a threat to Western values, civilization, and supremacy.¹⁶

Perpetual foreigner: The perpetual foreigner myth is a stereotype that portrays individuals of certain racial/ethnic backgrounds as "foreign" or "outsiders" even if they are born and raised in the U.S. and have citizenship or permanent residency. This myth suggests that these individuals, often from minority or immigrant communities, are never fully accepted as belonging to the country or society in which they live, and are constantly perceived as foreign or alien. The perpetual foreigner myth is often applied to individuals from Asian, Middle Eastern, Latinx, and African backgrounds.^{17, 18, 19}

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.

Methodology

We designed and conducted a nationally representative 15-minute survey of 6,272 respondents located across the United States, aged 16 and older. The survey was carried out by Savanta Research via an online panel, from January 30 to March 13, 2024. 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 2020 for individuals aged 16 and above, encompassing the following factors: Race alone (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 findings. For comparative analyses of Asian American subgroups (East Asian/South Asian/Southeast Asian/Filipino), we used unweighted data.

For several questions, we split the sample and randomly assigned each sub-sample questions about Asian Americans or NHPs, 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.

We engaged a consultant to analyze random sub-samples (n=1000) of the open-ended responses. For questions in which respondents were asked about specific AANHPI subgroups, we drew random samples that contained approximately 20% of the total number of responses corresponding to each subgroup. After analyzing the top responses for each open-ended question (or subgroup question, where relevant), we manually coded them into the full dataset to determine total incidence of each coded response.

Data was cleaned and analyzed using Stata 17, R, and Tableau. Results are valid within +/-1.2% 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 and omission of non-significant response categories, some percentages may not add up to 100%.

Acknowledging the range of distinctive identities within (and perceptions of) the NHP community, the STAATUS Index mainly centers the Asian American population. We included findings relating to public perceptions of NHPs in a separate section.

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 U.S. 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 NHP, and white as white American or whites in our report.

Unweighted sample sizes and margins of error for the groups against which we report are listed on the following page.



Analysis category	Sample size (unweighted) n (%)		Margin of error (unweighted)
Sex			
Female	3,410	(54.4%)	2%
Male	2,793	(44.5%)	2%
Other	69	(1.1%)	2%
Age group (disaggregated)			
16–24 years	614	(9.8%)	4%
25–34 years	917	(14.6%)	3%
35–44 years	1,206	(19.2%)	2%
45–54 years	858	(13.7%)	3%
55–64 years	1,067	(17.0%)	3%
65–74 years	958	(15.3%)	3%
75+ years	652	(10.4%)	4%
Race/ethnicity (race alone)			
Asian	1,619	(25.9%)	2%
Black	588	(9.4%)	4%
Hispanic	785	(12.6%)	3%
NHPI	30	(0.5%)	18%
White	3,090	(49.5%)	2%
American Indian, Alaska Native, or Native American	54	(0.9%)	13%
Middle Eastern, Southwest Asian, or North African	23	(0.4%)	20%
Political affiliation			
Democrat	2,122	(33.8%)	2%
Republican	1,793	(28.6%)	2%
Education			
Less than high school	56	(0.9%)	13%
Some high school	159	(2.5%)	8%
High school degree or equivalent	1,025	(16.3%)	3%
Some college or trade school	1,381	(22.0%)	3%
Associate degree	707	(11.3%)	4%
College degree	1,734	(27.6%)	2%
Master’s degree	1,006	(16.0%)	3%
Doctorate degree	204	(3.3%)	7%
Income			
Less than 25k	774	(12.3%)	4%
26–49k	1,057	(16.9%)	3%
50–74k	937	(14.9%)	3%
75–99k	1,098	(17.5%)	3%
100–149k	1,312	(20.9%)	3%
150k+	722	(11.5%)	4%
Prefer not to answer	372	(5.9%)	5%
Asian American group (disaggregated)			
East Asian	255	(16.4%)	6%
Filipino	494	(31.7%)	4%
South Asian	467	(30.0%)	5%
Southeast Asian	301	(19.3%)	6%



Hate

The public believes hate and discrimination towards Asian Americans have decreased. However, Asian Americans continue to experience hate and expect to experience discrimination.

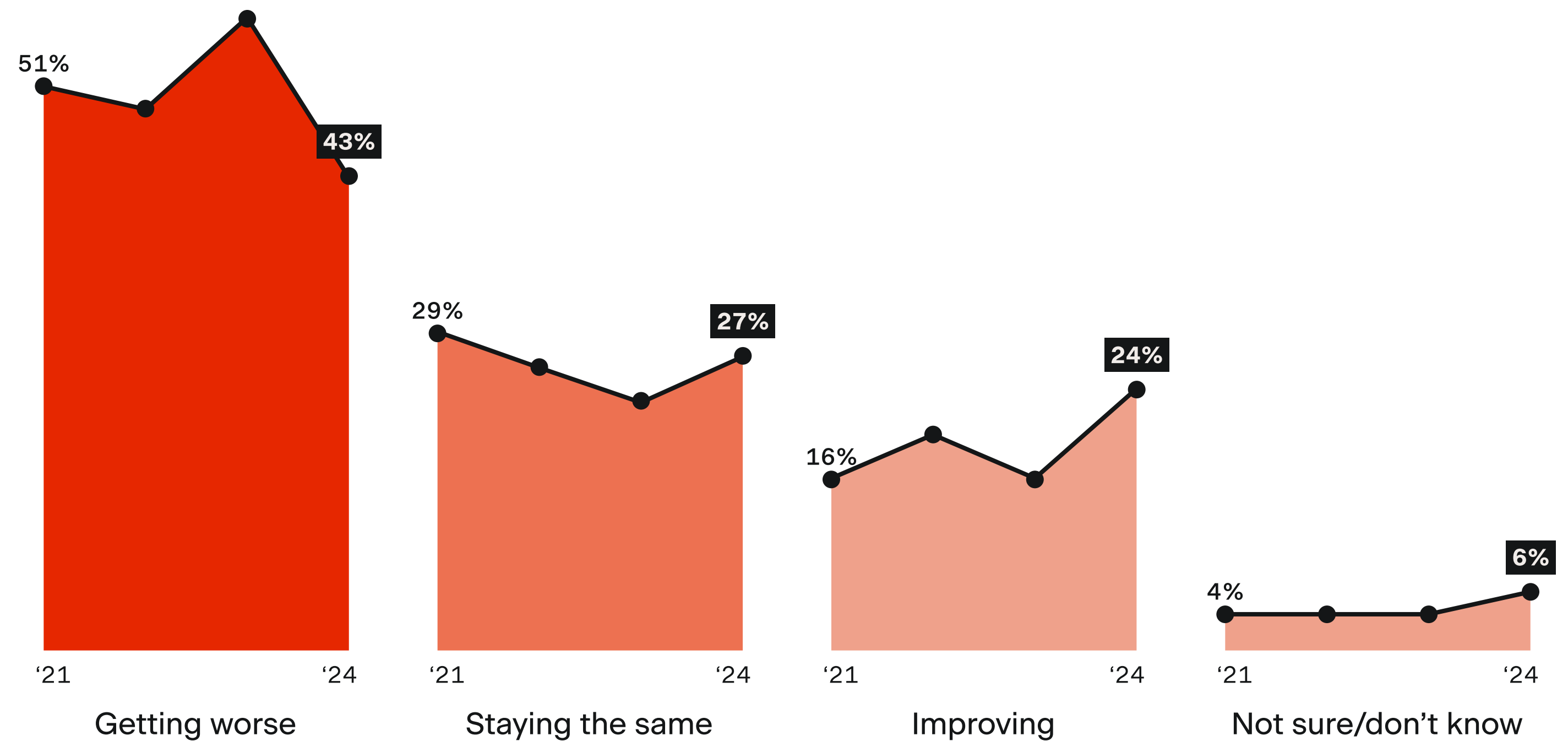
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In 2024, as before, more Americans think race relations have gotten worse in the last 5 years.

More Americans (43%) believe race relations are getting worse instead of better (24%). However, there is good news. More Americans than in years past say relations are getting better, including people of color.

In the last 5 years, do you think the relationships between racial groups in the U.S. are...

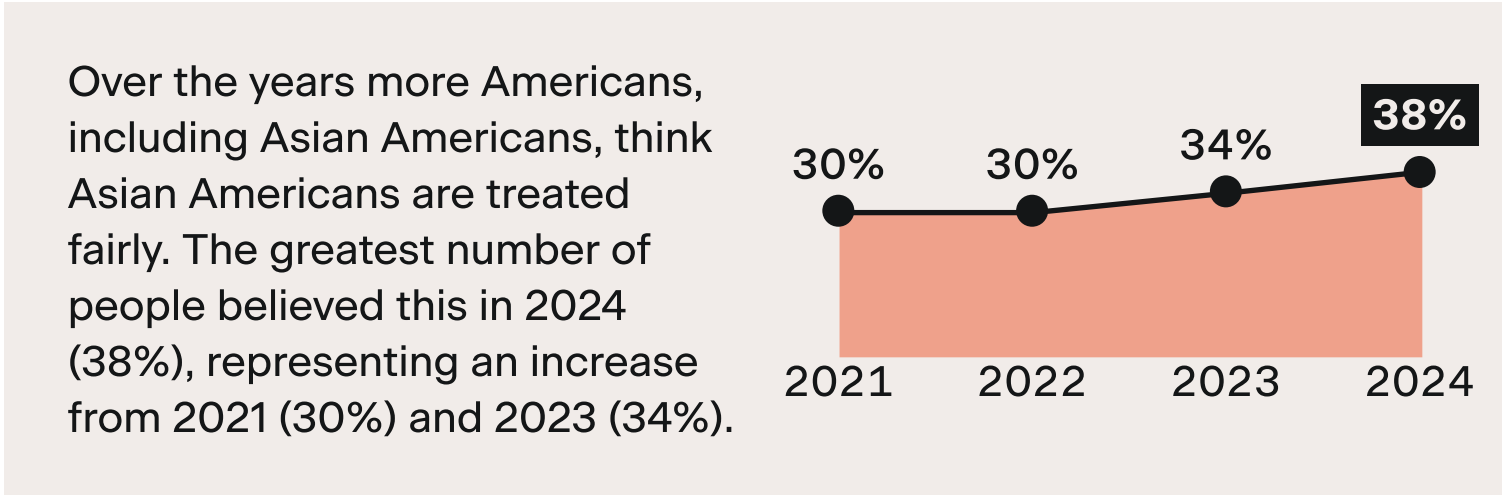


Americans agree communities of color experience more discrimination and fewer advantages than white Americans.

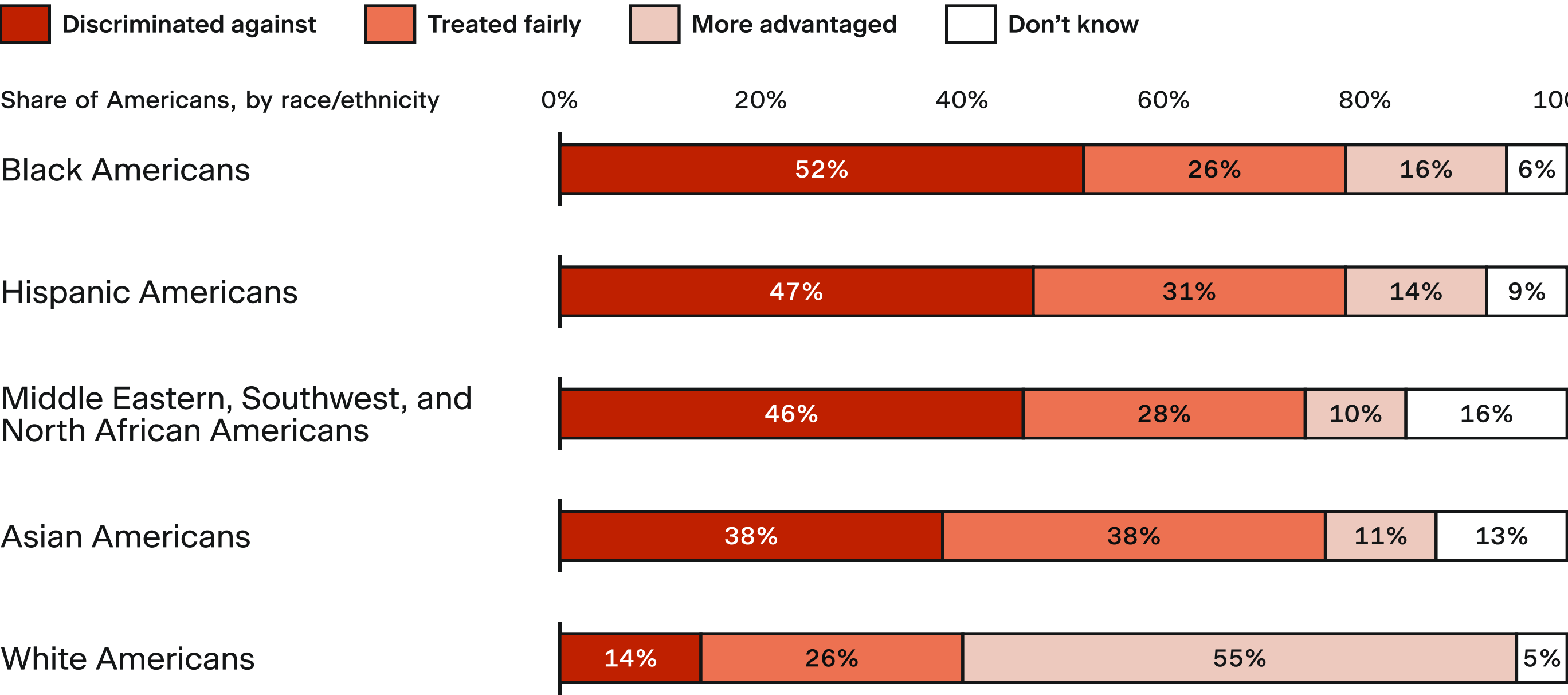
When considering the treatment of different groups, only 14% of people feel white Americans are discriminated against. Many more people recognize that Black Americans (52%), Hispanic Americans (47%), Middle Eastern, Southwest Asian, and North African (MENA) Americans (46%), and Asian Americans (38%) experience discrimination.

People believe white Americans have the most advantages (55%). Significantly fewer people say that people of color have the most advantages — Black Americans (16%), Hispanic Americans (14%), and Asian Americans (11%).

Equal proportions of Americans believe that Asian Americans face discrimination or that they are treated fairly; this proportion varies for other communities of color.



How are the following racial groups being treated in the U.S. today?

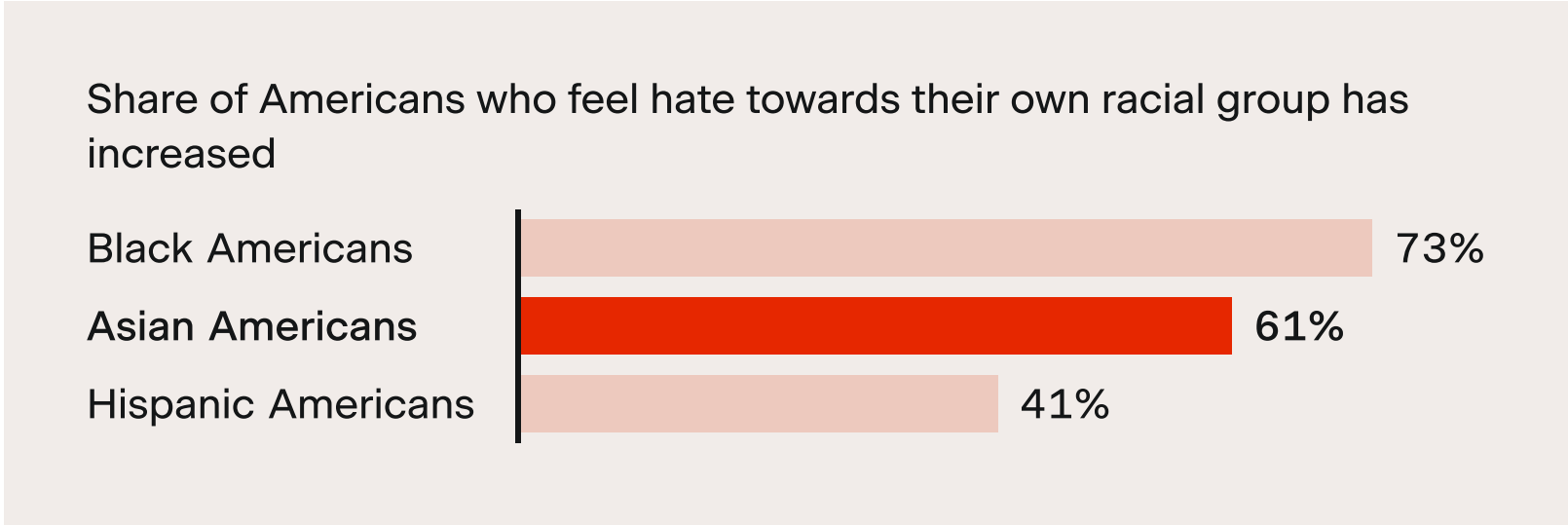


Americans don't think hate towards Asian Americans has increased, but Asian Americans disagree.

In general, people believe there is more hate being directed at systemically marginalized groups (59%) in the past year, with only 12% saying it decreased.

People believe hate has increased towards Black Americans (42%), but less towards Asian Americans (33%) or Hispanic Americans (25%).

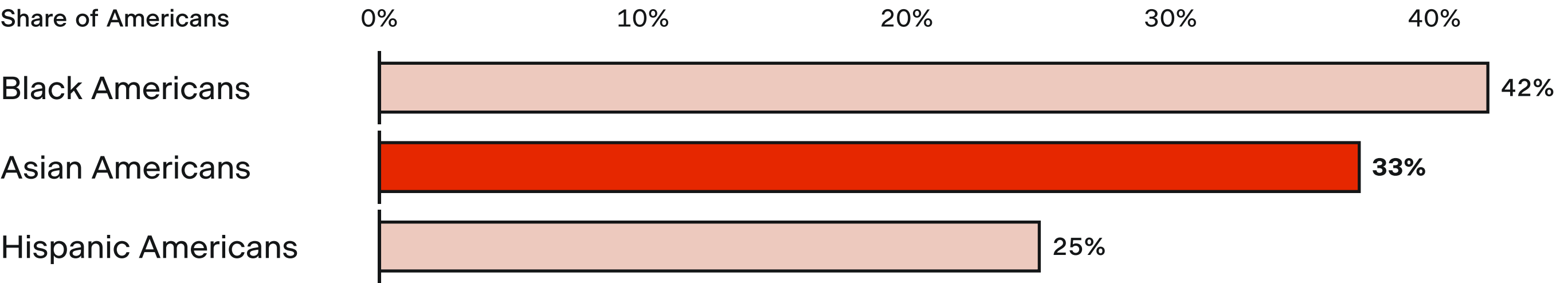
In stark contrast, 73% of Black Americans, 61% of Asian Americans, and 41% of Hispanic Americans feel that hate towards them has increased.



Do you feel that hate towards certain groups or communities has changed over the last 12 months?



Towards which groups do you think that hate has increased over the last 12 months?

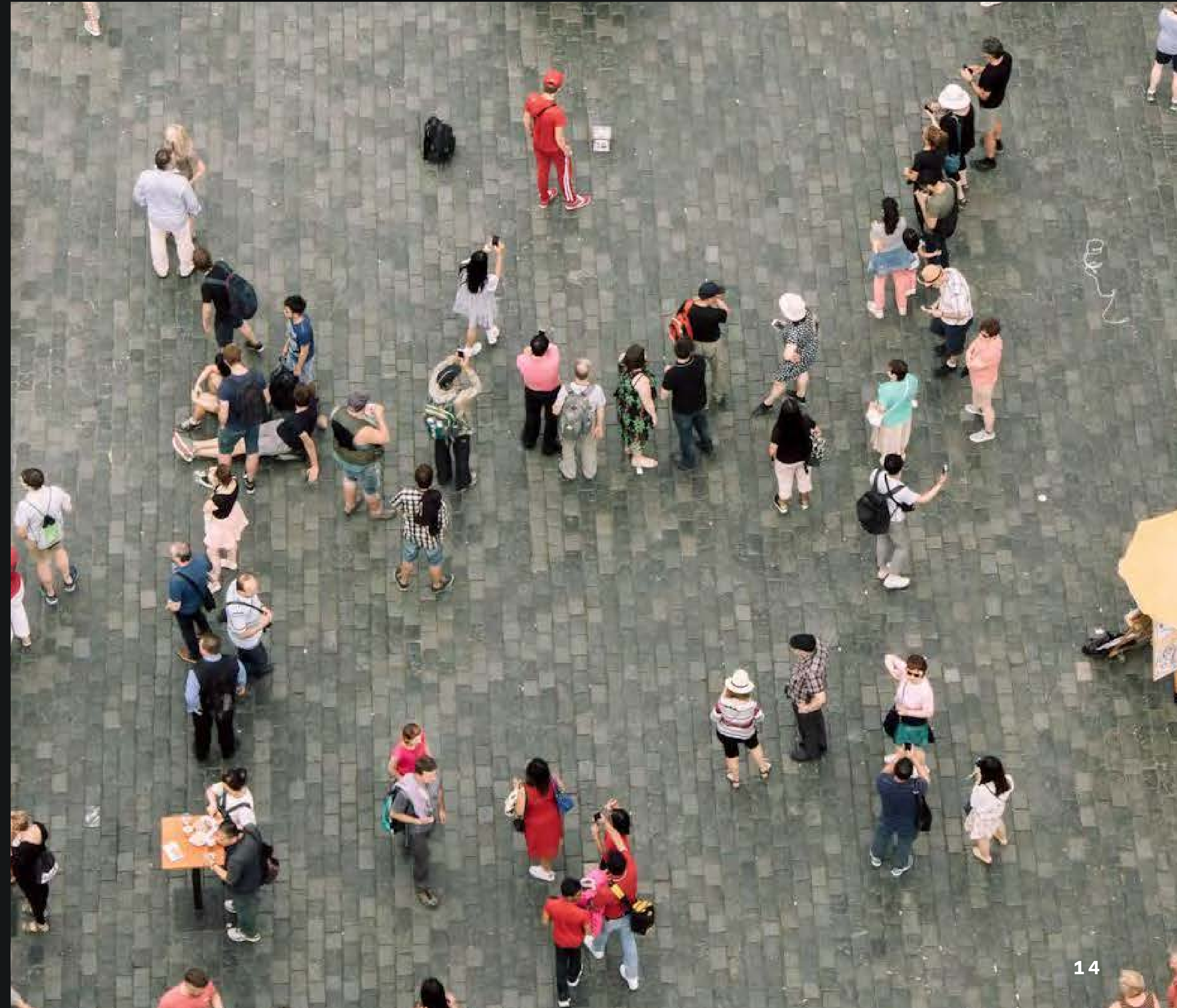


More than 4 in 10
Americans show
no familiarity with
recent tragedies
involving Asian
Americans.

43% of Americans say they are not at all familiar with the 2023 mass shootings in Monterey Park and Half Moon Bay in California.



Nearly **1 in 3** Asian Americans have been called a racial or ethnic slur in the past year.

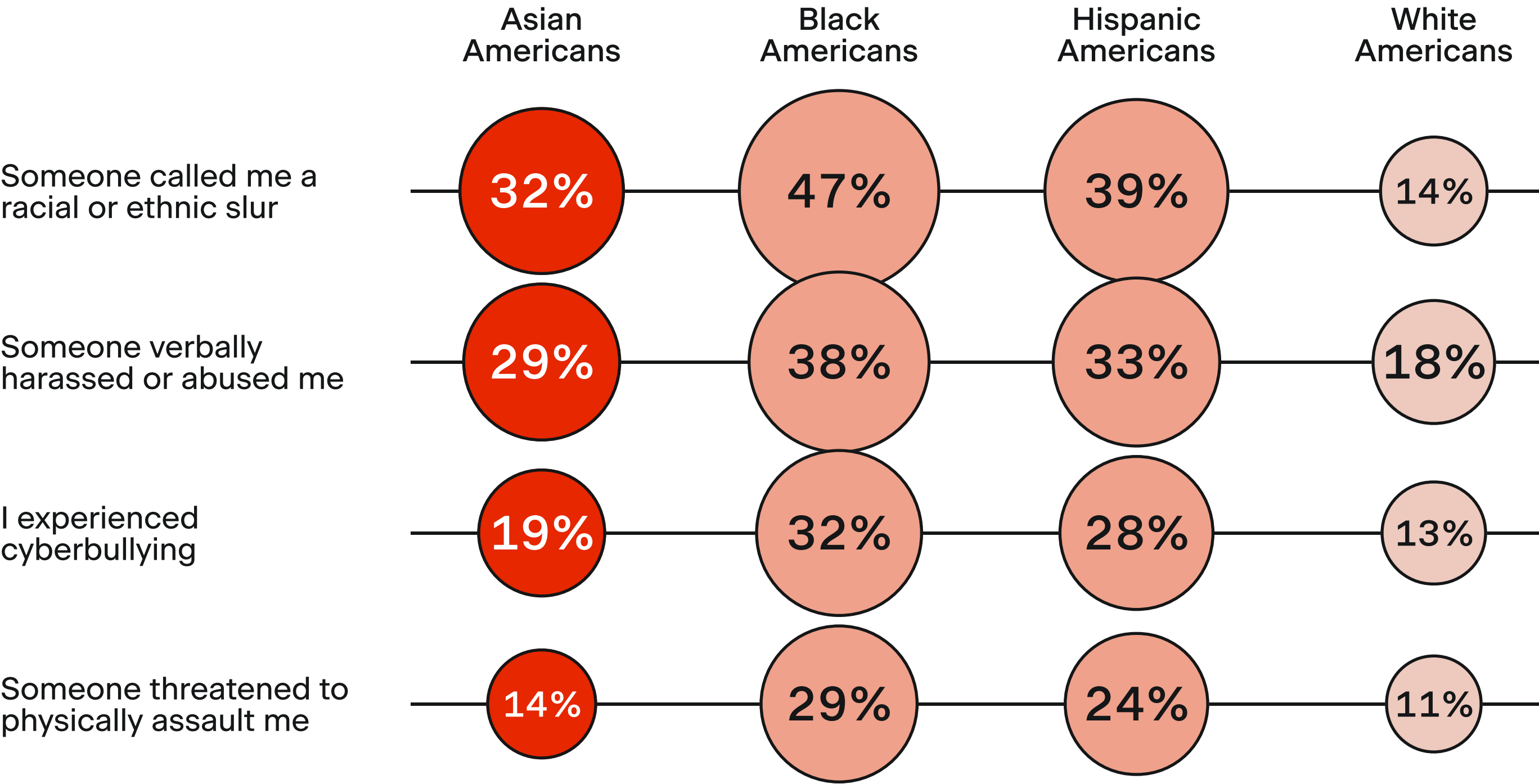


Nearly 3 in 10 Asian Americans were verbally harassed or abused in the last 12 months because of their race, ethnicity, or religion.

The numbers are even higher for some subgroups. Southeast Asian Americans report higher incidences of being called a racial slur (40%), verbal harassment or abuse (39%), and threats of physical assault (22%) over the last 12 months.

Have you experienced any of the following incidents in the last 12 months, specifically because of your race, ethnicity, or religion?

Share of Americans, by race/ethnicity

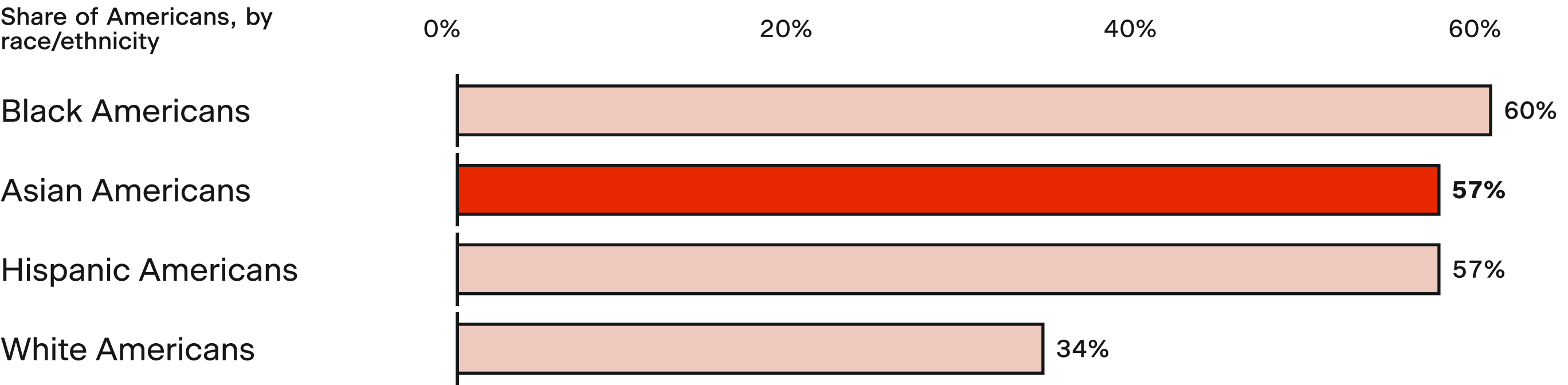


The **majority** of Asian Americans have felt unsafe or uncomfortable because of their race, ethnicity, or religion.

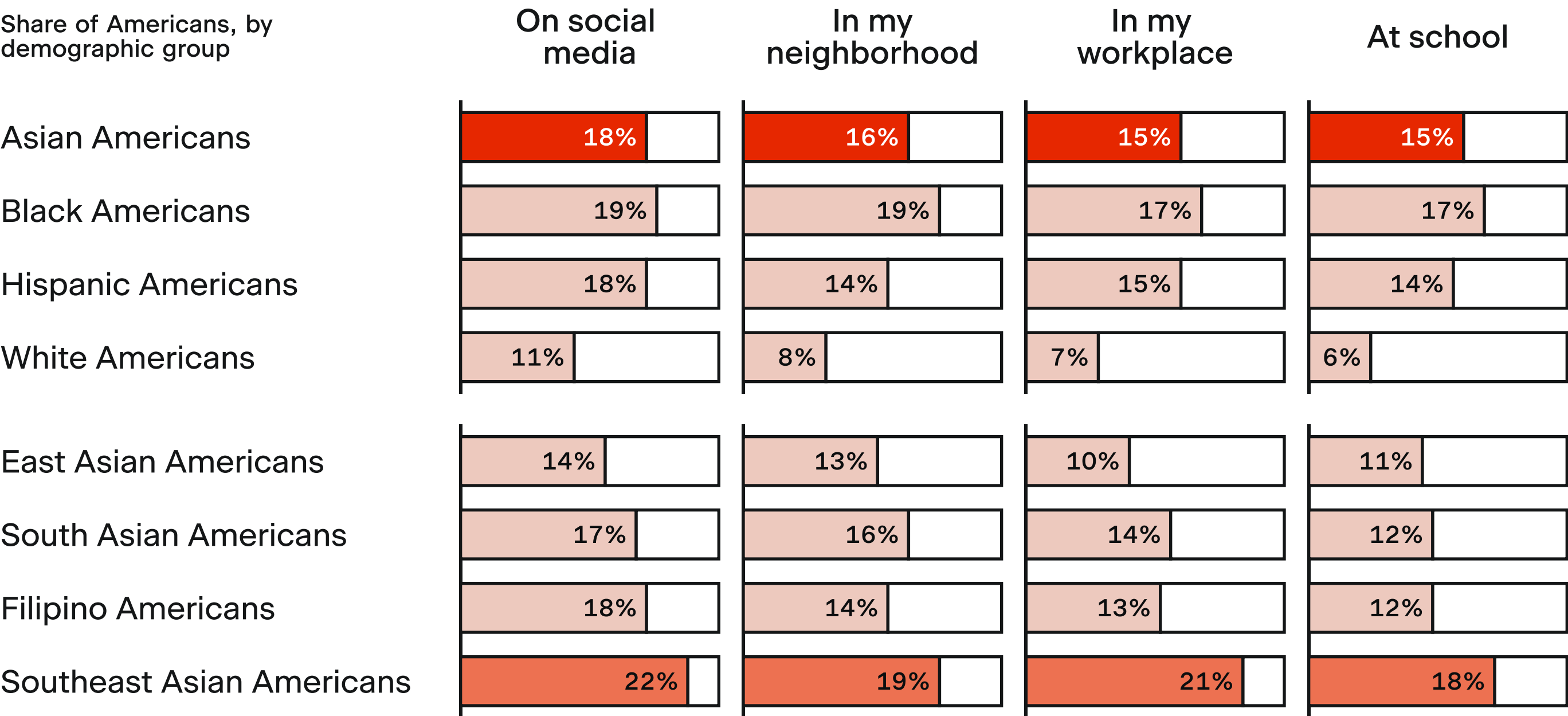
57% of Asian Americans say they have felt unsafe or uncomfortable, including on social media (18%), in their neighborhoods (16%), at school (15%), and at their workplace (15%). Only 34% of white Americans say they have felt unsafe in these places. Only 34% of white Americans say they have felt unsafe in these places.

Southeast Asian Americans (66%) are more likely than other subgroups to report feeling unsafe in day-to-day spaces – more than South Asians (56%), East Asians (53%), and Filipinos (49%). They are also most likely to report feeling unsafe in their workplace (21%) compared to Asian Americans overall (15%).

Have you felt unsafe or uncomfortable because of your race, ethnicity, or religion?



Have you felt unsafe or uncomfortable in the following spaces because of your race, ethnicity, or religion?



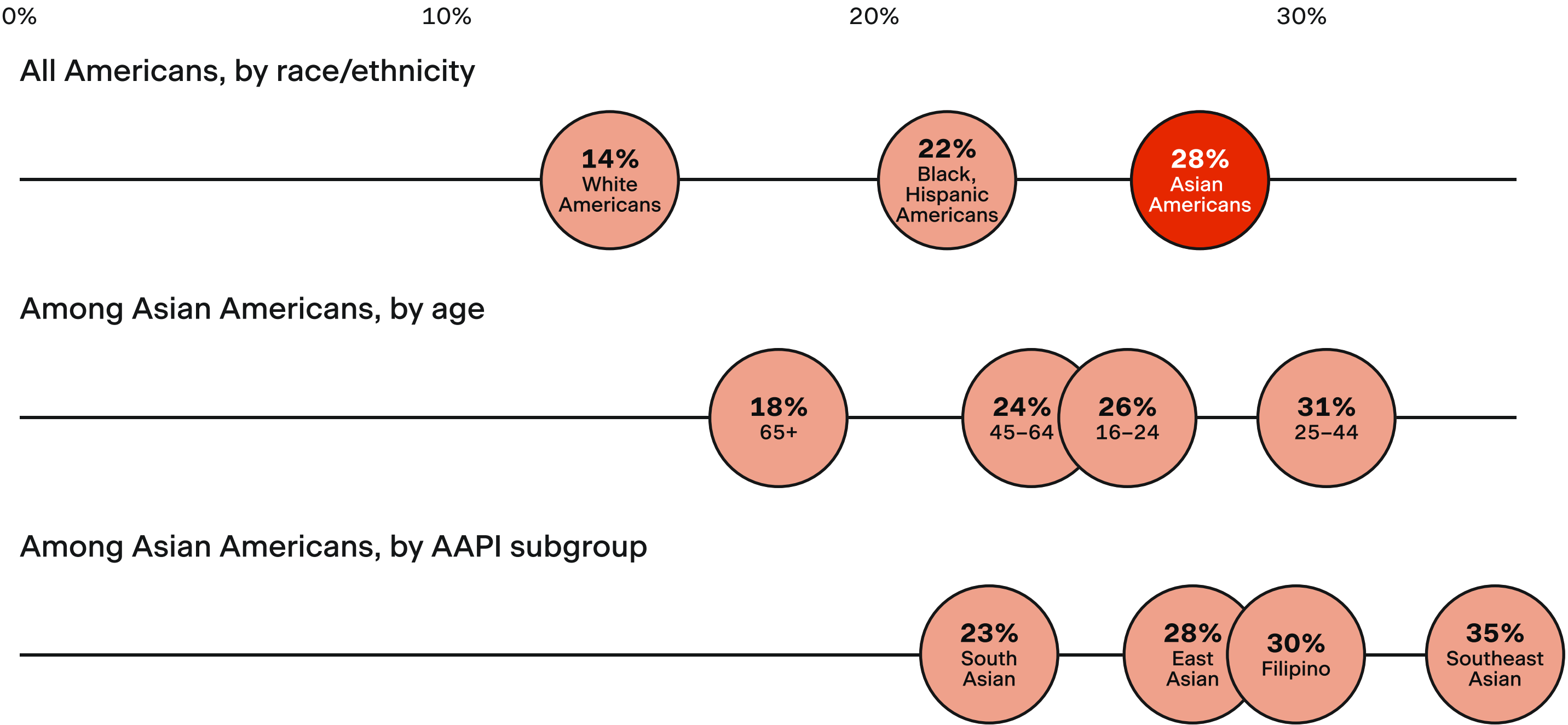
Asian Americans feel least safe on public transportation.

More than a quarter (28%) of Asian Americans say they feel unsafe on public transportation due to their race, ethnicity, or religion. That's more than Black Americans (22%) and Hispanic Americans (22%). It's also double what white Americans report (14%).

Gender, age, and education influence feelings of safety. Asian American women (30%) are more likely to feel unsafe on public transportation than men (25%). Asian Americans aged 25-44 are most likely to feel unsafe on public transportation (31%), and those aged 65+ are least likely (18%). 33% of Asian Americans with doctorate degrees say they feel unsafe, compared to 22% with a high school degree or less.

Southeast Asians (35%) are the most likely to feel unsafe, when compared to other subgroups.

Have you felt unsafe or uncomfortable on public transportation because of your race, ethnicity, or religion?





2 in 5 Asian Americans worry about being the victim of a **physical attack** because of their race, ethnicity, or religion.

41% of Asian Americans think they are likely to be the victim of a physical attack in the next 5 years because of their race, ethnicity, or religion. 46% of Black Americans, and 40% of Hispanic Americans expect to experience the same, compared to 23% of white Americans.

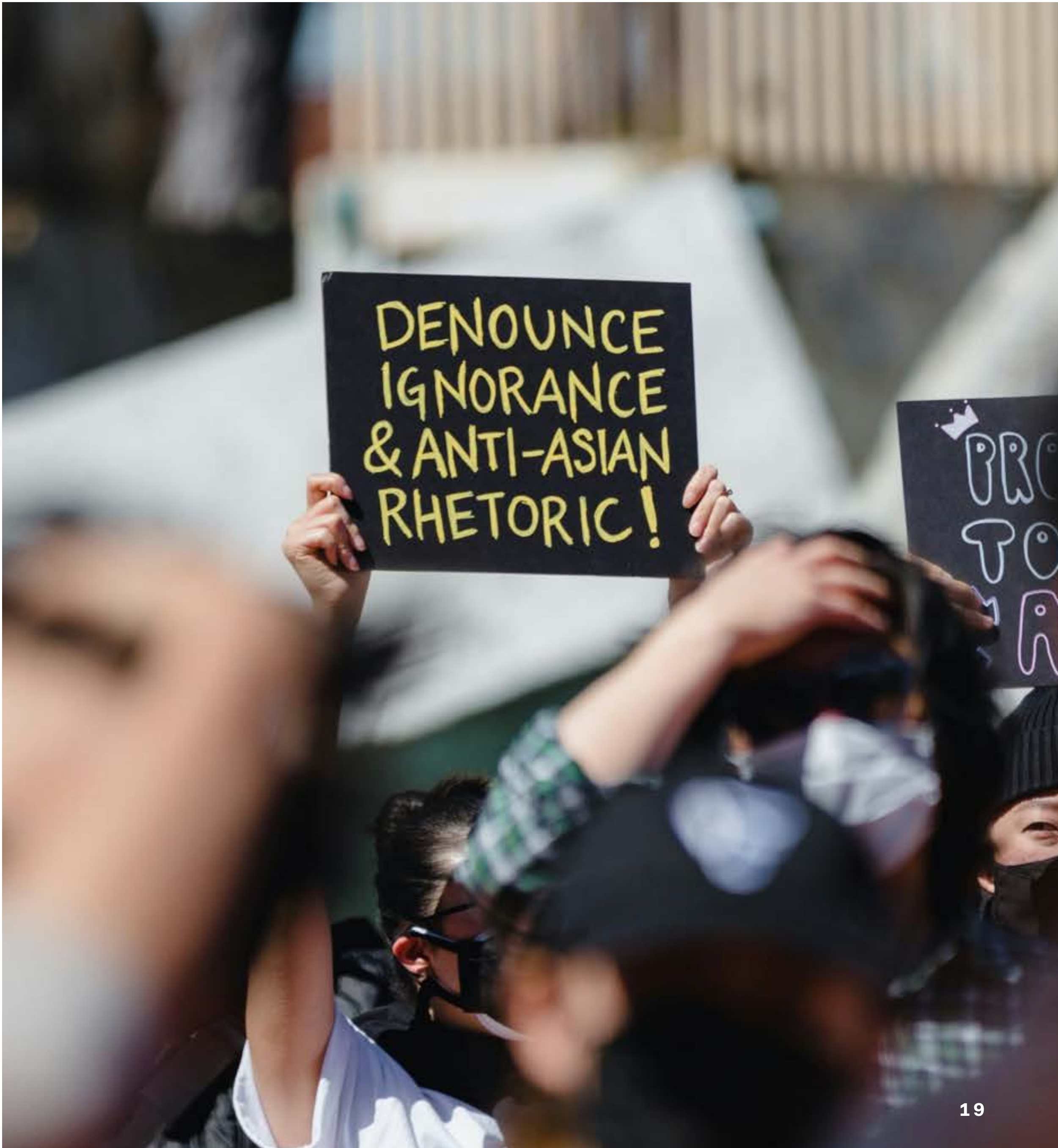
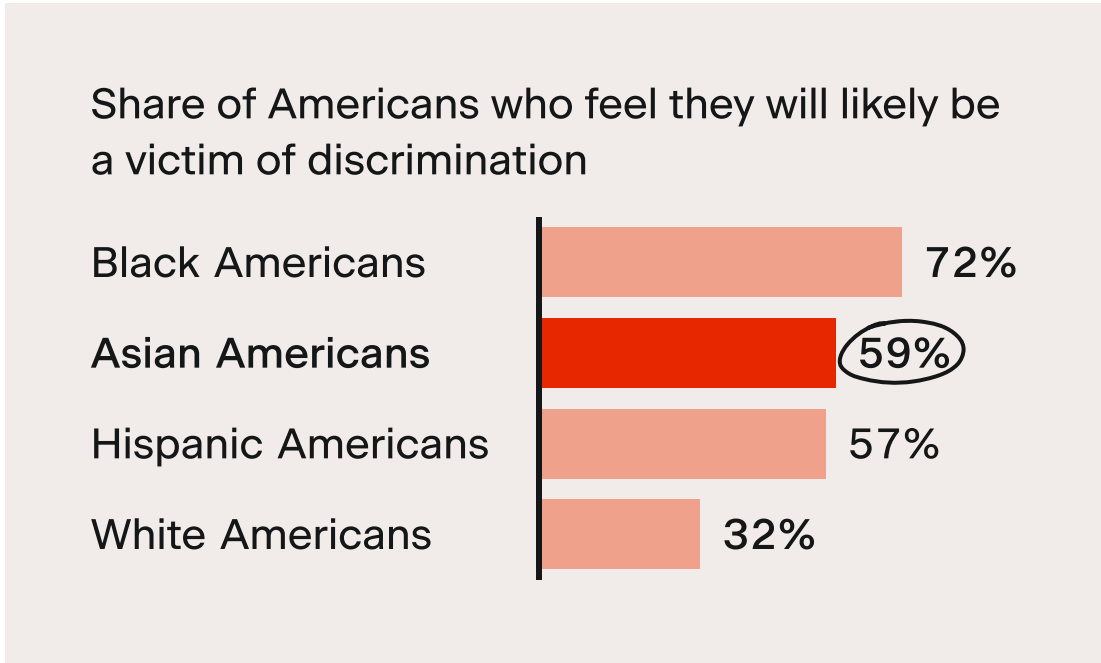
Nearly 3 in 5 Asian Americans are concerned they will be victims of **discrimination** because of their race, ethnicity, or religion.

59% of Asian Americans think it is at least somewhat likely that they will be a victim of discrimination in the next 5 years. 72% of Black Americans and 57% of Hispanic Americans reported similar concerns.

Asian American men (62%) and women (58%) have similar expectations of experiencing discrimination.

But there is a bigger difference when political affiliation and age are considered. Asian American Democrats (65%) are more likely than Asian American Republicans (55%) to feel discrimination

is likely. An even wider gap exists between younger and older Asian Americans. 38% of Asian Americans aged 16-24 think it is very or extremely likely, versus 17% of people over 75.



National Security

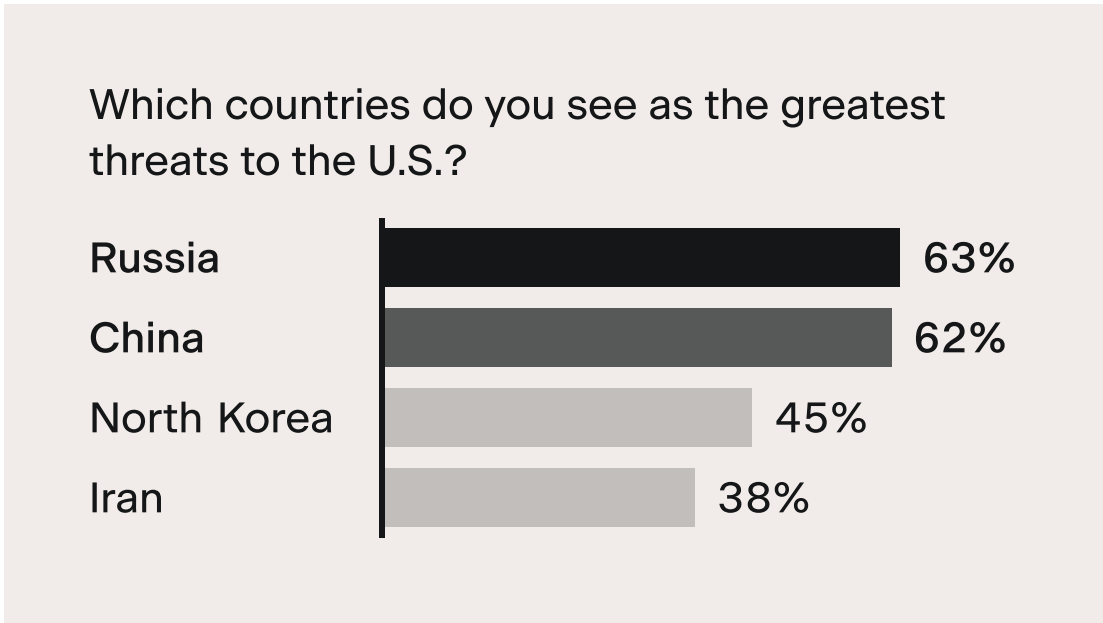
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Fear is one of the reasons hate toward Asian Americans persists, even years after the peak of the COVID-19 pandemic. Americans see China as one of the greatest threats to the U.S. and the majority are unsure or in agreement about Asian Americans' lack of loyalty to the U.S.

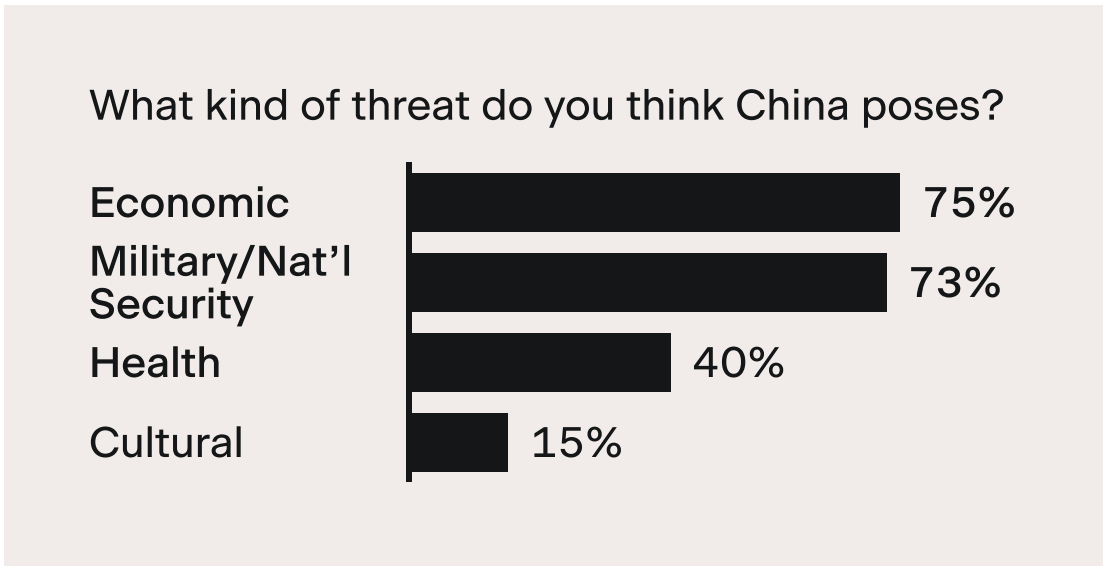


A majority of Americans say China and Russia are the greatest threats to the U.S.

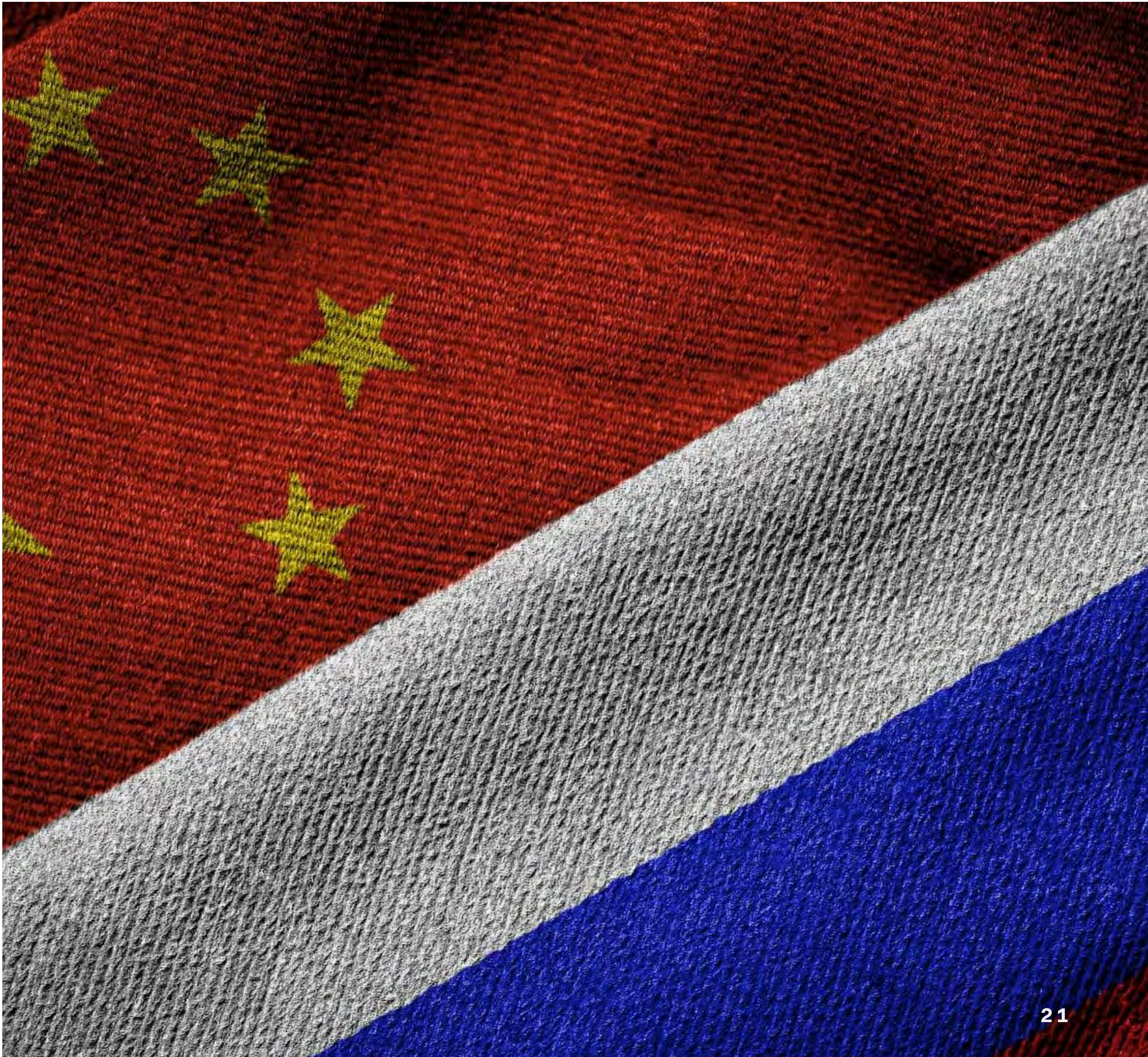
Americans say China (62%) and Russia (63%) are the countries that are the greatest threats to the U.S.



When asked what kind of threat China poses, people say economic (75%), military/national security (73%), and health (40%).



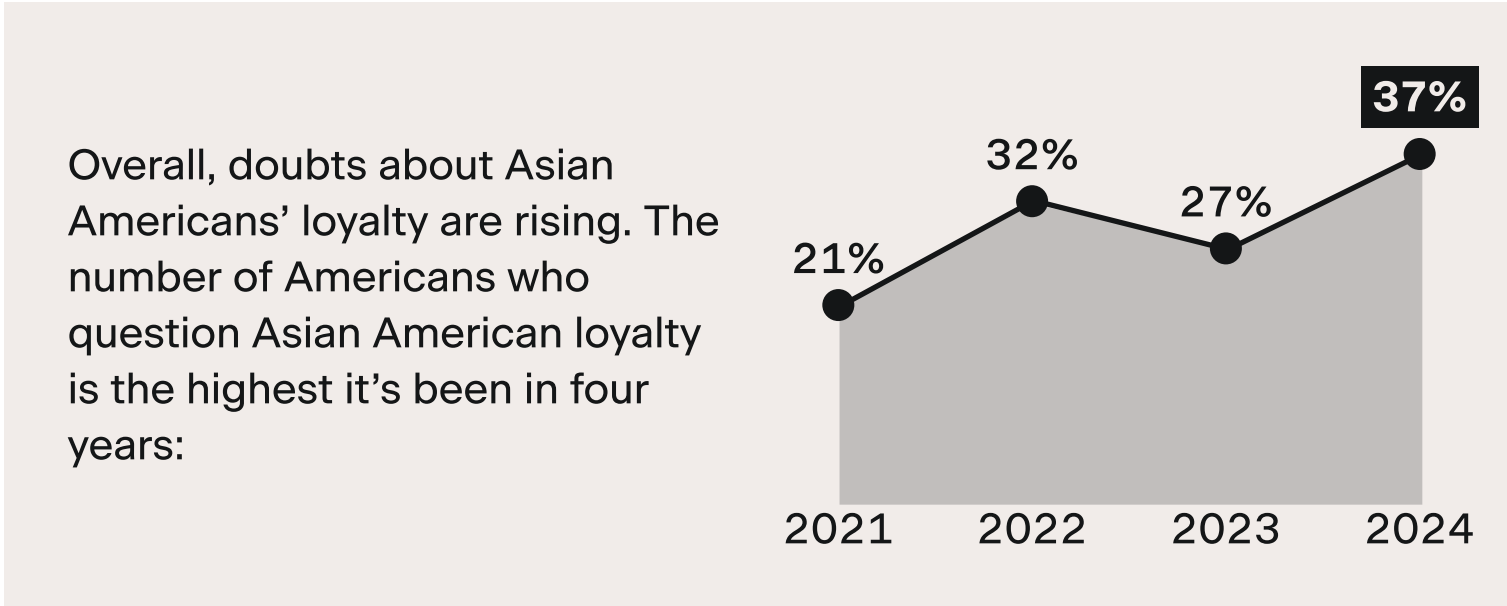
Republicans (73%) are more likely than Democrats (54%) to view China as a threat.



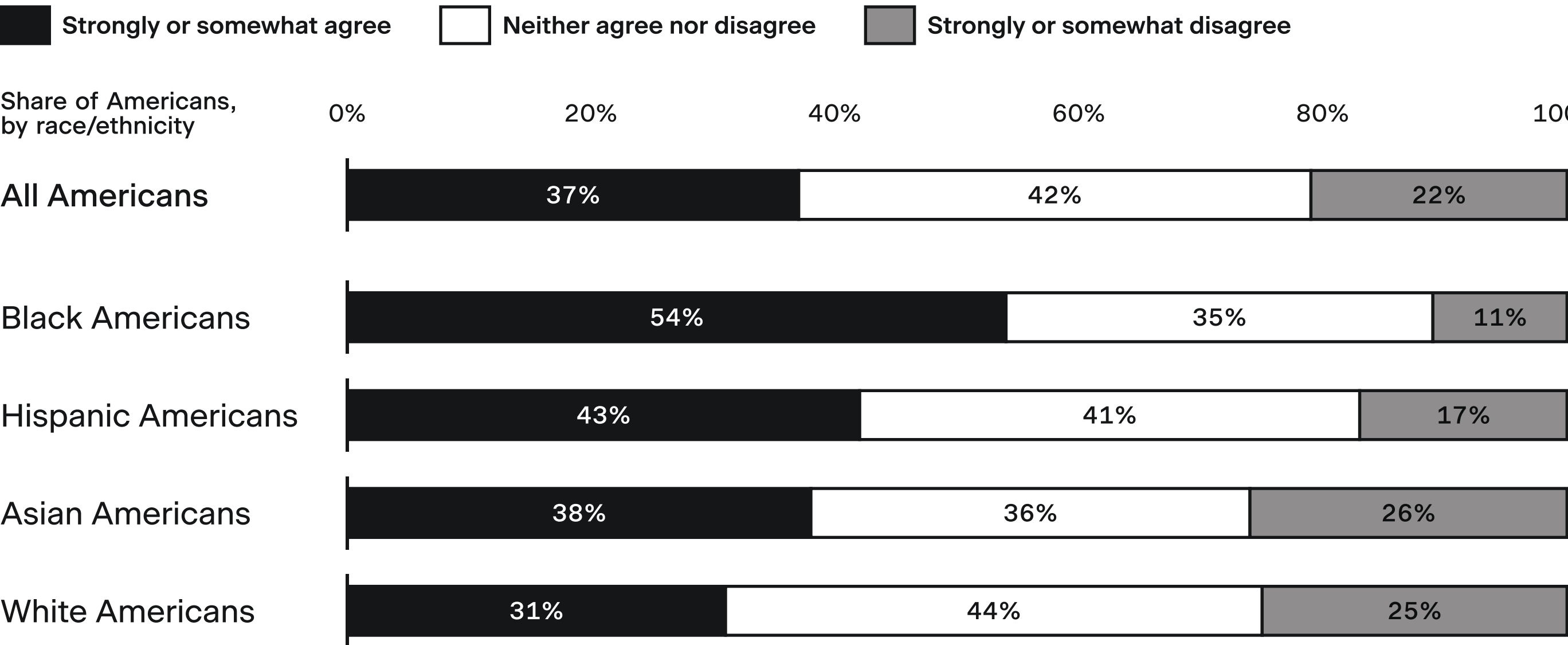
Nearly 40% of Americans believe that Asian Americans are more loyal to a country in Asia than to the U.S.

79% are unsure or in agreement about Asian Americans’ loyalty to their countries of origin than to the United States.

People of color are more likely than white Americans to perceive Asian Americans as more loyal to an Asian country than to the U.S. 54% of Black Americans and 43% of Hispanic Americans somewhat or strongly agree, compared to 31% of white Americans. 42% of Americans neither agree nor disagree.



In general, Asian Americans are more loyal to their country of origin than to the United States...



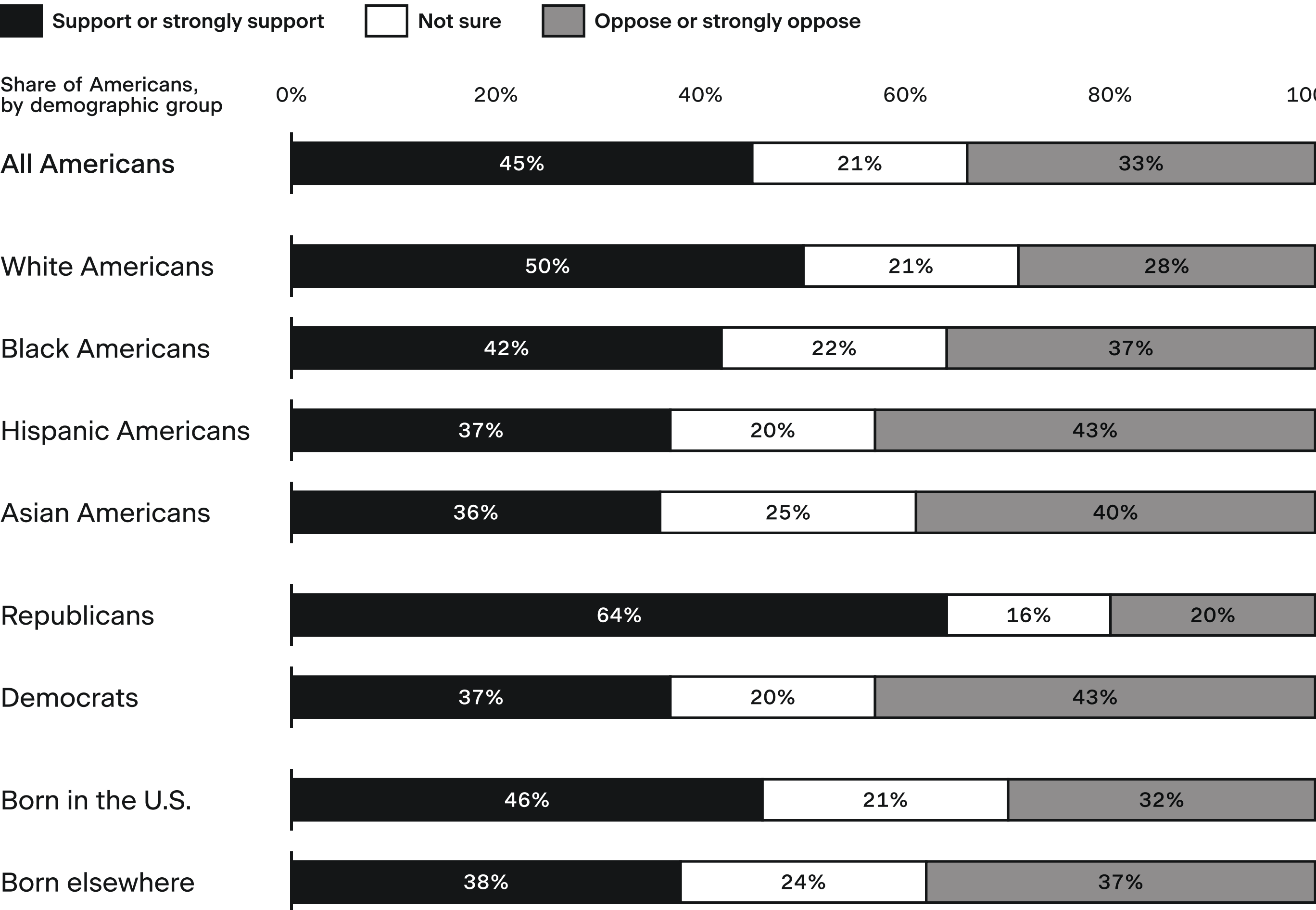
Nearly half of Americans support legislation preventing foreign citizens from certain countries (including China) from purchasing land.

45% of Americans indicate support for such legislation, with 64% of Republicans and 37% of Democrats in favor.

People of color are less likely than white Americans to agree. 50% of white Americans agree, compared to 42% of Black Americans, 37% of Hispanic Americans, and 36% of Asian Americans somewhat or strongly supporting such legislation.

Those born in the U.S. (46%) are more likely to support, as compared to foreign-born persons (38%). Differences for support of the policy also exist among non-citizens (37%) and citizens (45%).

Recently, lawmakers in several states have proposed legislation preventing foreign citizens from specific countries (e.g., Russia, China, Iran) who reside in the U.S. from purchasing land. Do you support such legislation?



Visibility & Awareness

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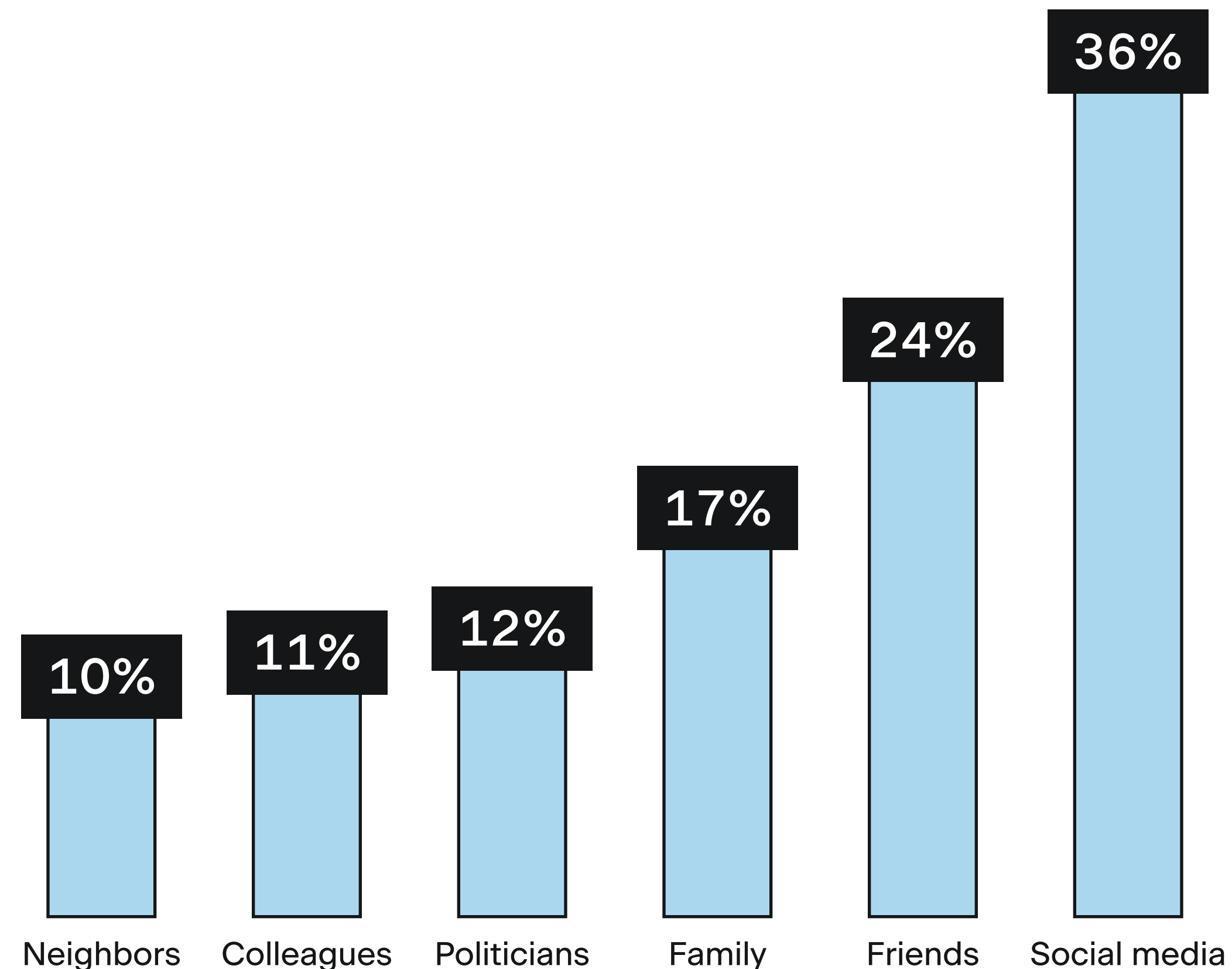
Another explanation for why hate persists: Americans continue to hold limited or stereotypical views of Asian Americans' history and role within U.S. society.



Americans get most of their information about Asian Americans from the news and social media.

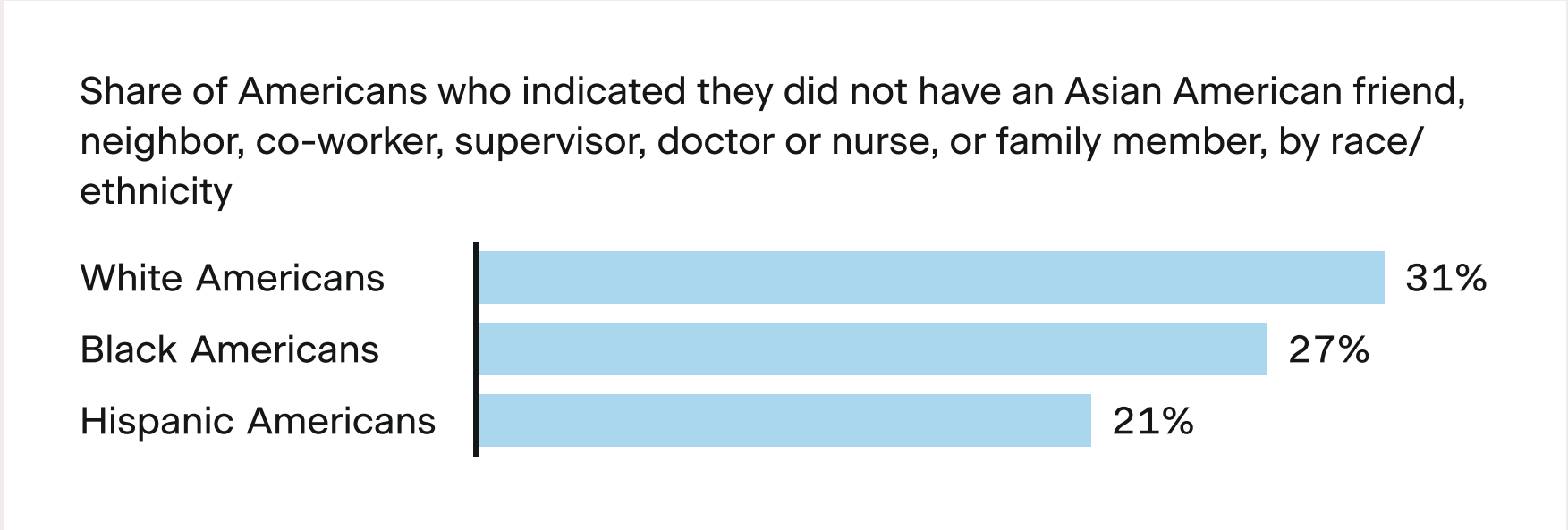
When asked where they get most of their information about Asian Americans, people say they learn about Asian Americans primarily from the news (58%), followed by social media (36%). Of those who say social media, Facebook (46%) and YouTube (45%) are the top platforms.

Where do you get most of your information about Asian Americans?



More than a quarter of Americans lack personal relationships with Asian Americans.

Among a list of choices that described forms of relationships with Asian Americans, including friend, co-worker, and neighbor, 28% of Americans picked “none.” That’s up from 2023, when 24% of people said “none.” Less than half of people (47%) say they have an Asian American friend.



Compared to their own racial group, other Americans see Asian Americans as having high standing in education and finances, but lower cultural and political standing.

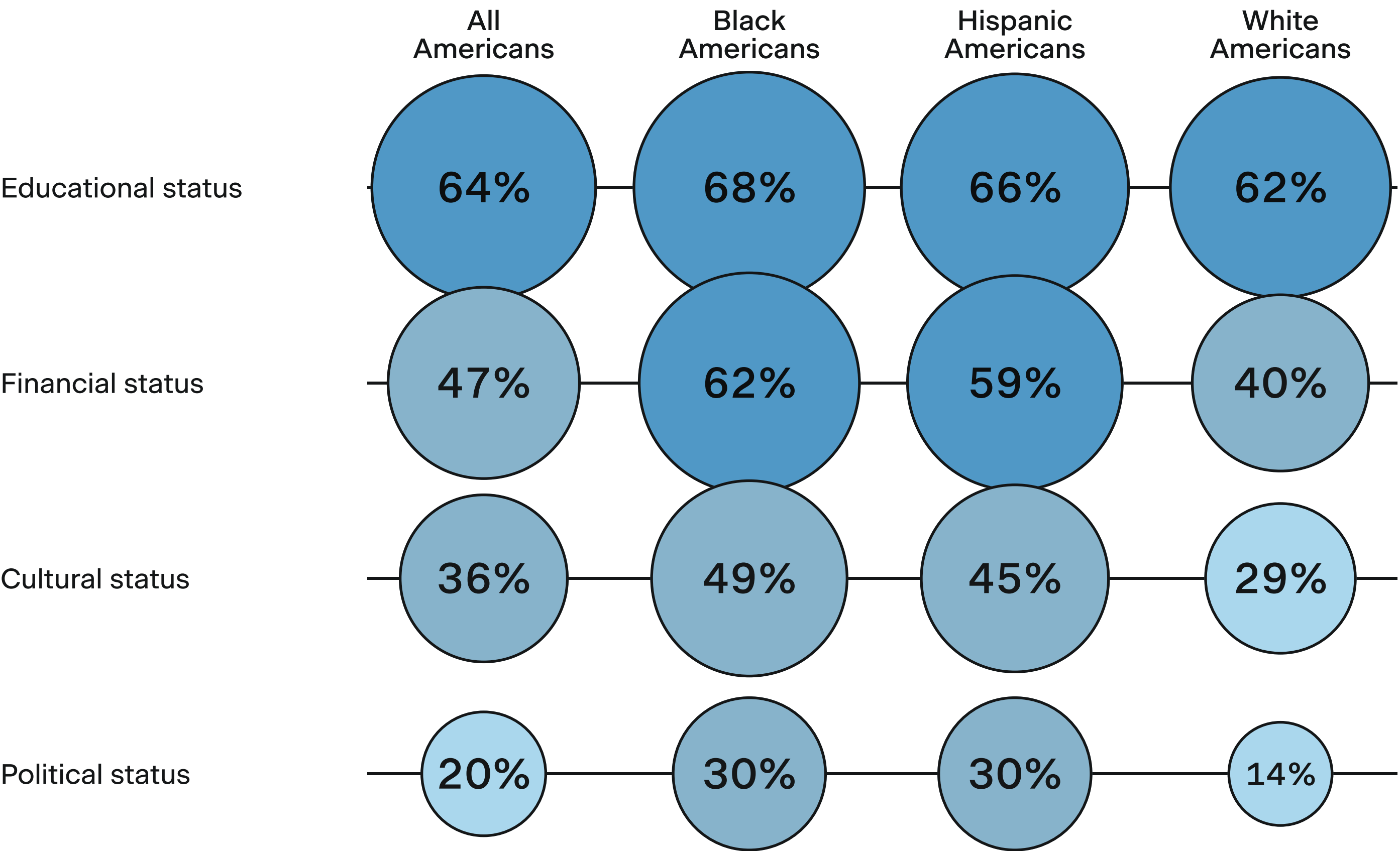
Black (68%), Hispanic (66%) and white (62%) Americans see Asian Americans as having an educational status higher than their own. Asian Americans are thought to have higher financial status by Black (62%) and Hispanic (59%) Americans. These signal a persistent effect of the model minority myth.

Nearly half of both Black Americans and Hispanic Americans (49% and 45%, respectively) see Asian Americans’ cultural status as higher than their own. White Americans consider the cultural status of Asian Americans as the same as their own (50%).

46% of white Americans, 38% of Black Americans, and 28% of Hispanic Americans say their own racial group has a higher political status than Asian Americans.

Share of Americans who think the status of Asian Americans in these areas is **higher** than their own racial group

Share of Americans, by race/ethnicity



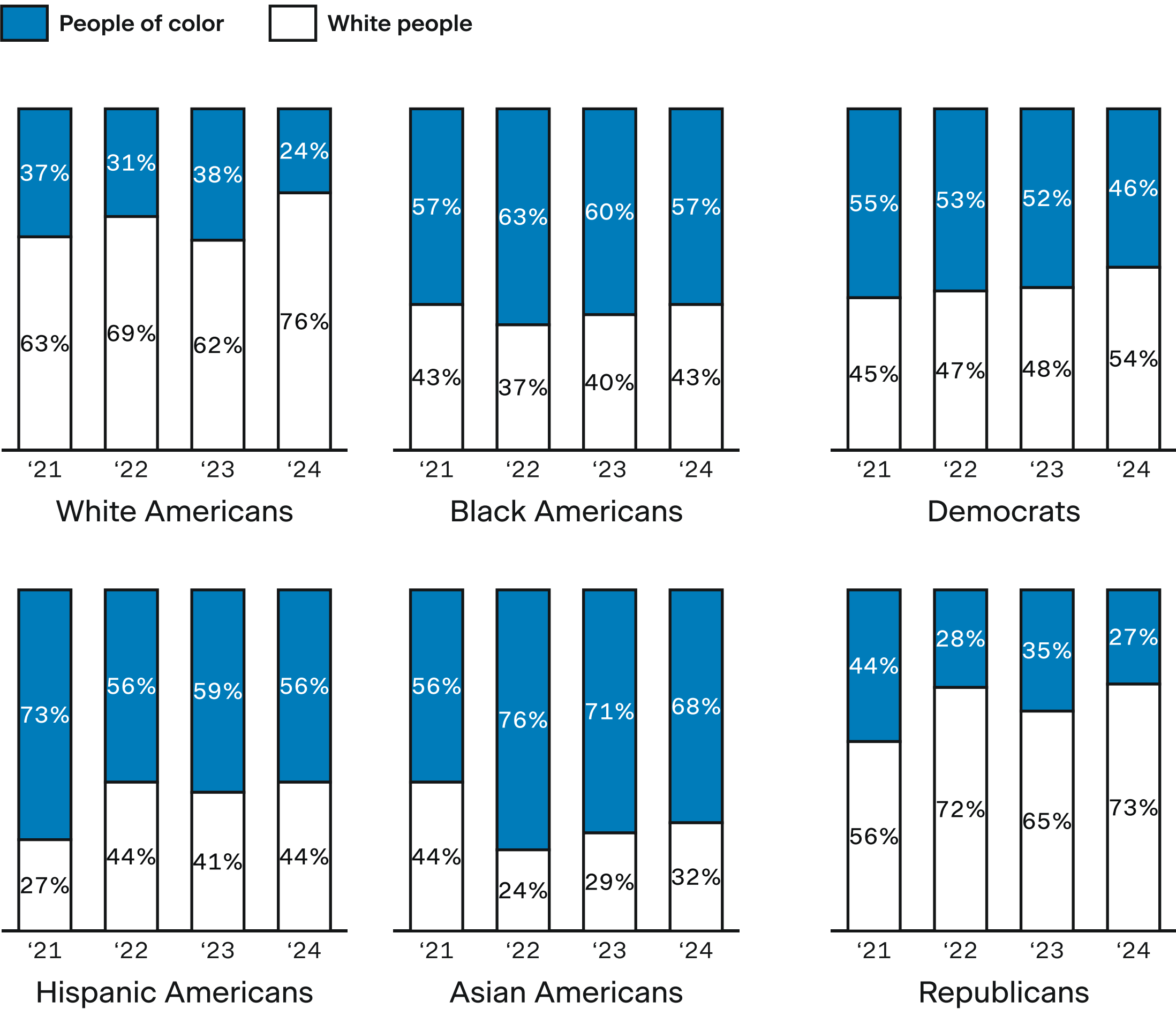
White Americans see Asian Americans as more similar in status to themselves, whereas communities of color see Asian Americans more as people of color.

The majority of each racial group - Black (57%), Hispanic (56%), and white (76%) - view Asian Americans as more similar in status to themselves. Asian Americans see their status as closer to people of color (68%).

Younger Americans (16-24 yrs) are more likely than older Americans (75+ yrs) to see Asian Americans as people of color (57% by young people, compared to 24% by older), while Republicans (73%) are more likely than Democrats (54%) to see the status of Asian Americans as closer to white people. Americans with more education tend to see the status of Asian Americans as closer to white - for instance, 80% of those with a Doctorate degree see Asian Americans as close to white, as compared to 45% of those with some or less than a high school degree.

While only white Americans see the status of Asian Americans as closer to white, there has been a slow but steady shift since 2021 among Black, Hispanic, and Asian Americans who increasingly see the status of Asian Americans as closer to white people than to people of color.

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

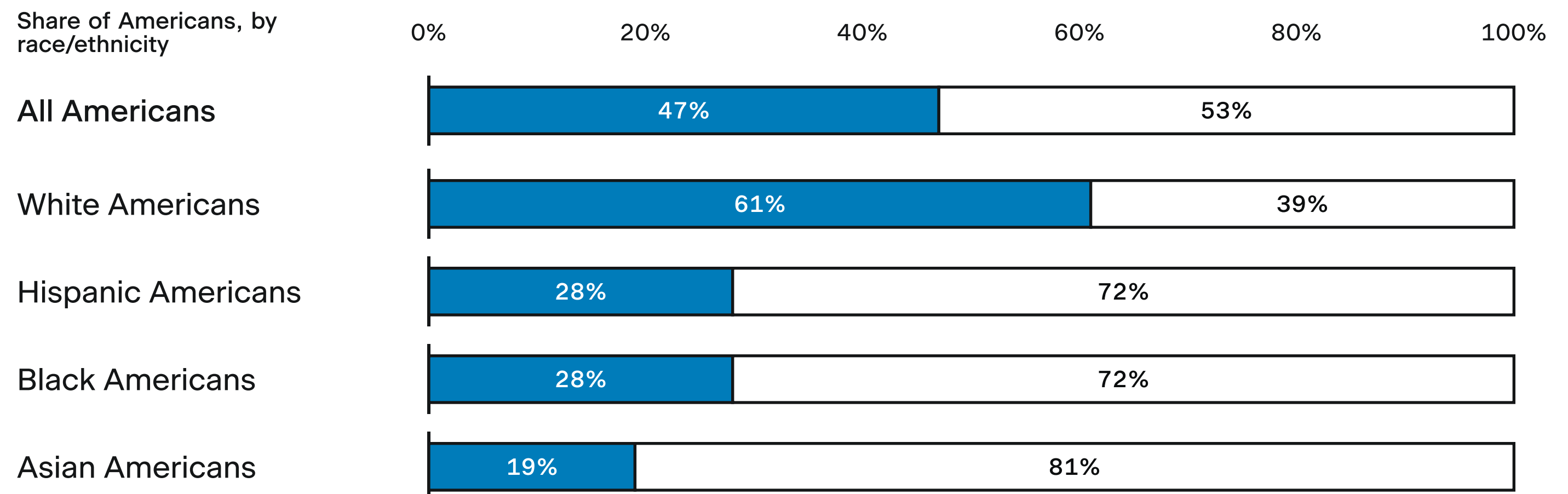


Apart from a majority of White Americans, other Americans largely see NHPIs as people of color.

Americans are more likely to see NHPIs as people of color (53%) than as white people. This is a drop from 2023, when 61% said they saw NHPIs as people of color.

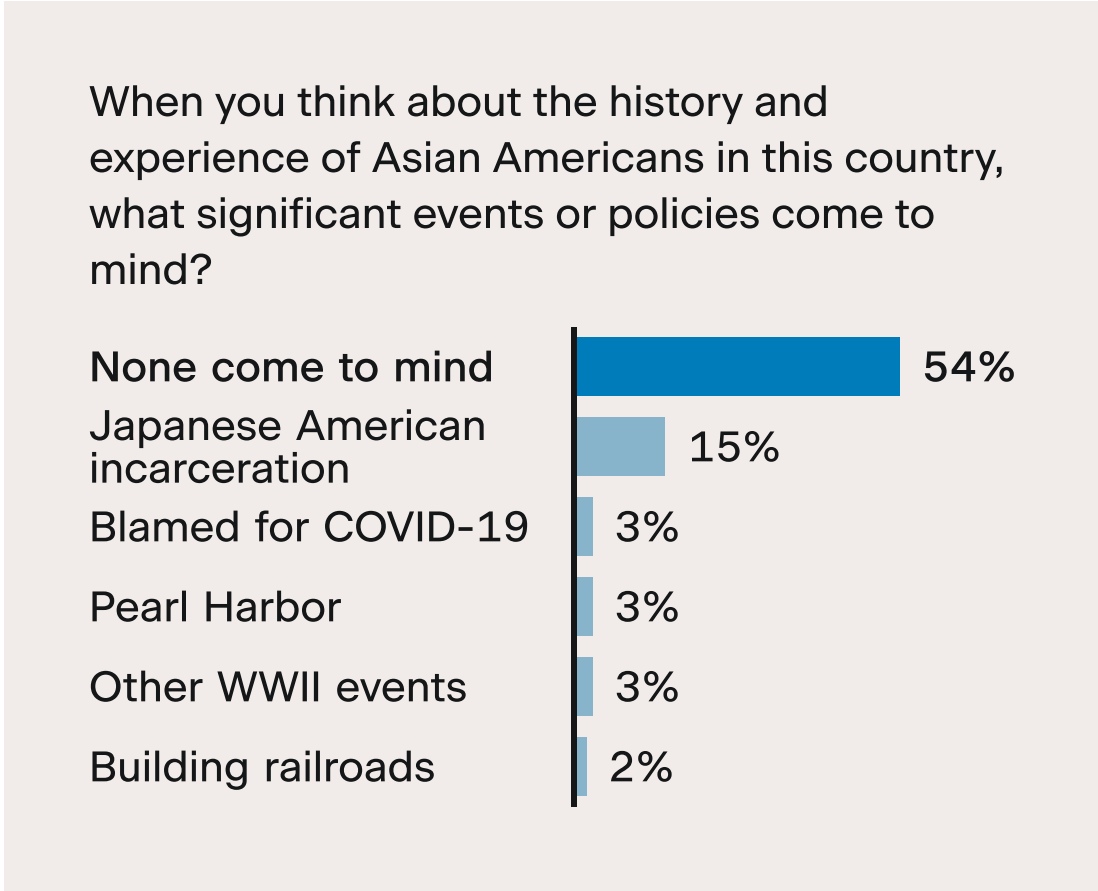
When you think of the status of Native Hawaiians and Pacific Islanders in U.S. society, do you view NHPIs as more similar to white people or to people of color?

White people People of color



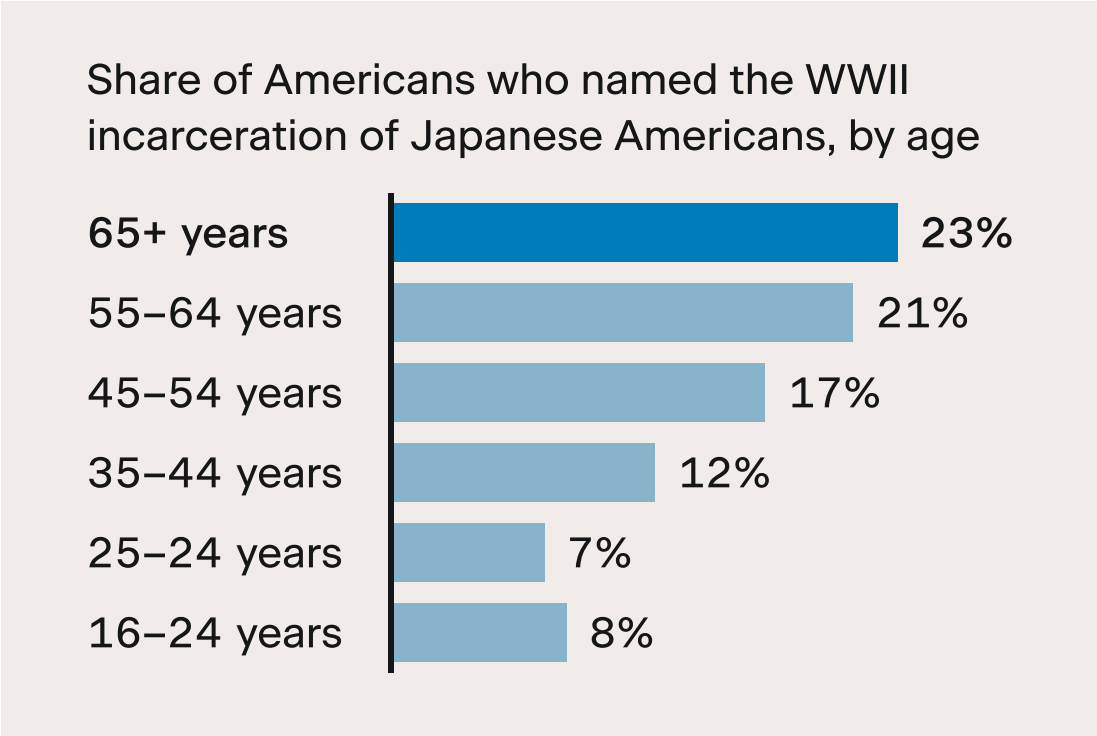
A majority of Americans are unable to name a single historical event or policy related to Asian Americans.

More than half (55%) of Americans say nothing comes to mind when asked to name an event or policy related to the history or lives of Asian Americans. People who have an answer most often say Japanese American incarceration (15%), followed by blame for COVID-19 (3%), the attack on Pearl Harbor (3%), other World War II events including the bombings of Hiroshima and Nagasaki (3%), building railroads (2%), hate crimes or attacks targeting Asians (1%), and the Chinese Exclusion Act (1%).



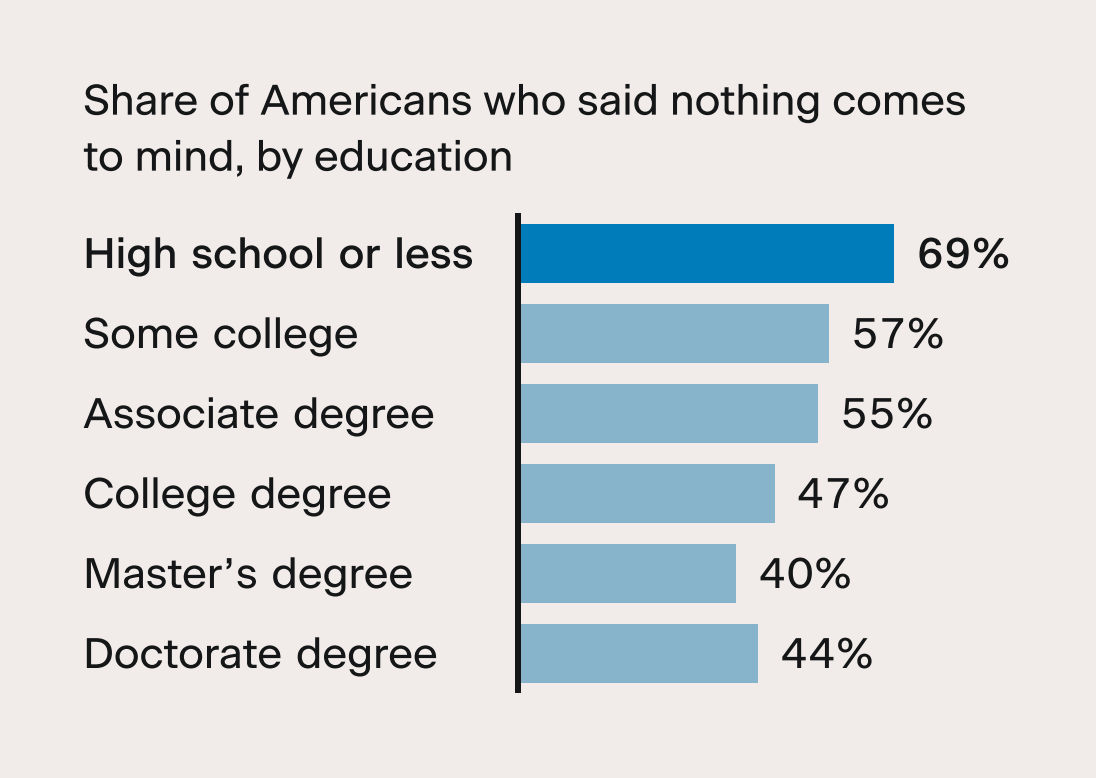
In general, younger generations struggle to name an event or policy, compared to older generations. 57% of people aged 16-34 don't have an answer, compared to 49% of people 65+.

There's a similar trend with specific events such as the incarceration of Japanese Americans. Older people are more likely to name the event than younger people.



Republicans (58%) struggle more than Democrats (47%) to name an event or policy.

Education also seems to matter. People with a college degree (47%) or a master's degree (40%) are less likely than people with a high school diploma or less (69%) to say "none come to mind."



Americans generally confuse Asian American history with historical events from U.S.-Asia relations.



Americans remain largely unfamiliar with key events in Asian American history, even when prompted.

Only 17% say they are extremely or moderately familiar with the 1882 Chinese Exclusion Act. This is down from 24% in 2023.

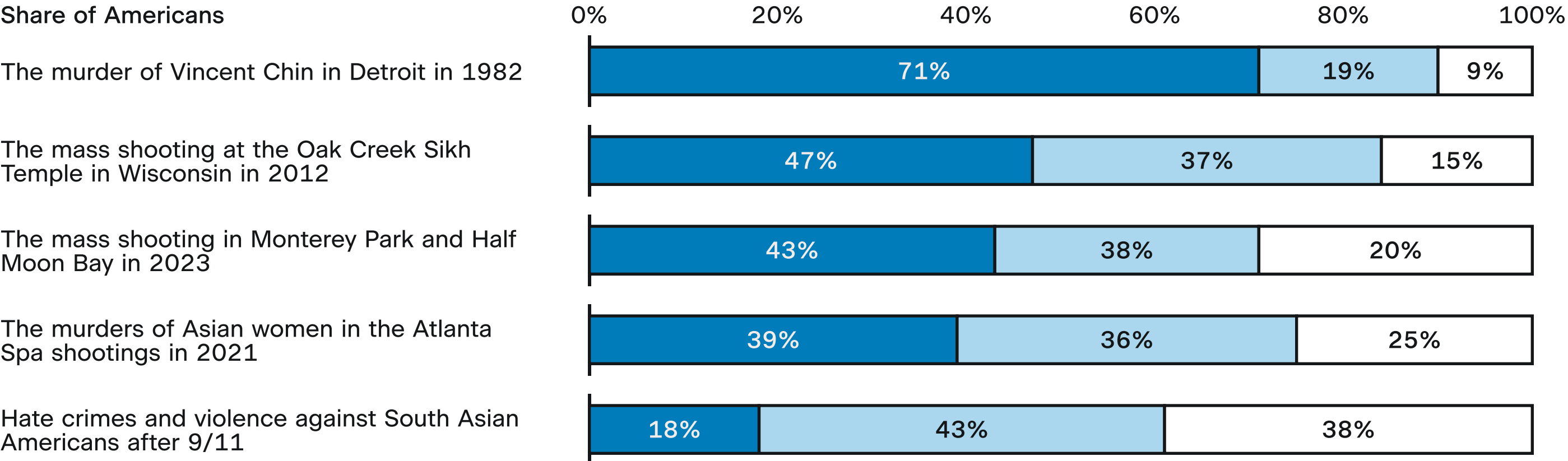
More Americans (82%) are aware of violence against South Asian Americans after 9/11, but fewer about the more recent Atlanta Spa shootings (61%).

The role of Asian Americans in social justice or civil rights movements is also relatively unknown, with 85% of Americans responding that they are unfamiliar or slightly/moderately familiar.

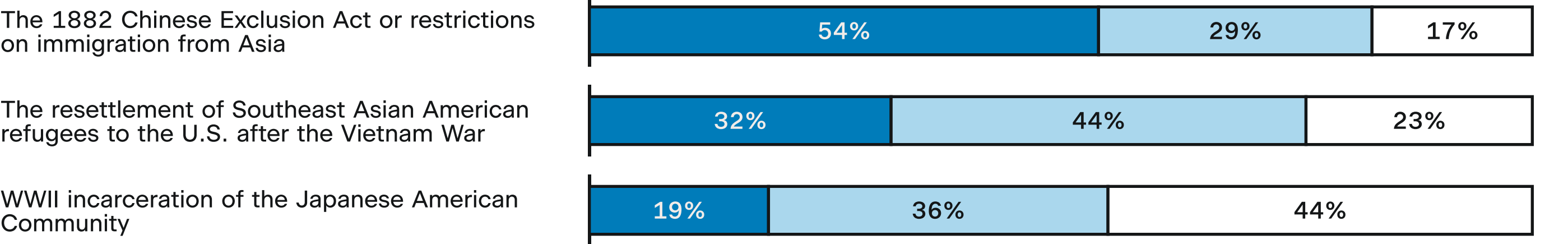
How familiar are you with...

Not at all familiar Somewhat or slightly familiar Moderately or extremely familiar

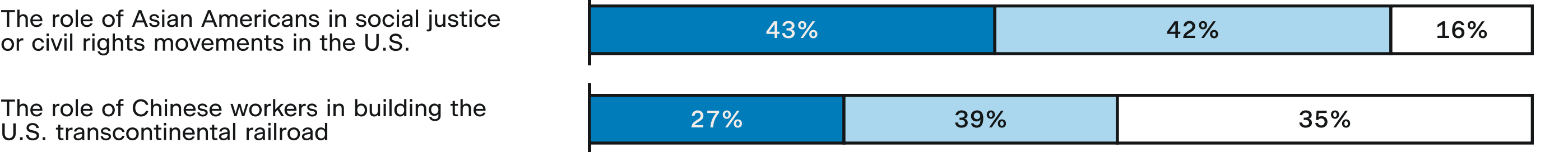
Violence against Asian Americans



Historical events



The role of Asian Americans in U.S. history



Americans have limited exposure to information about Native Hawaiians and Pacific Islanders.

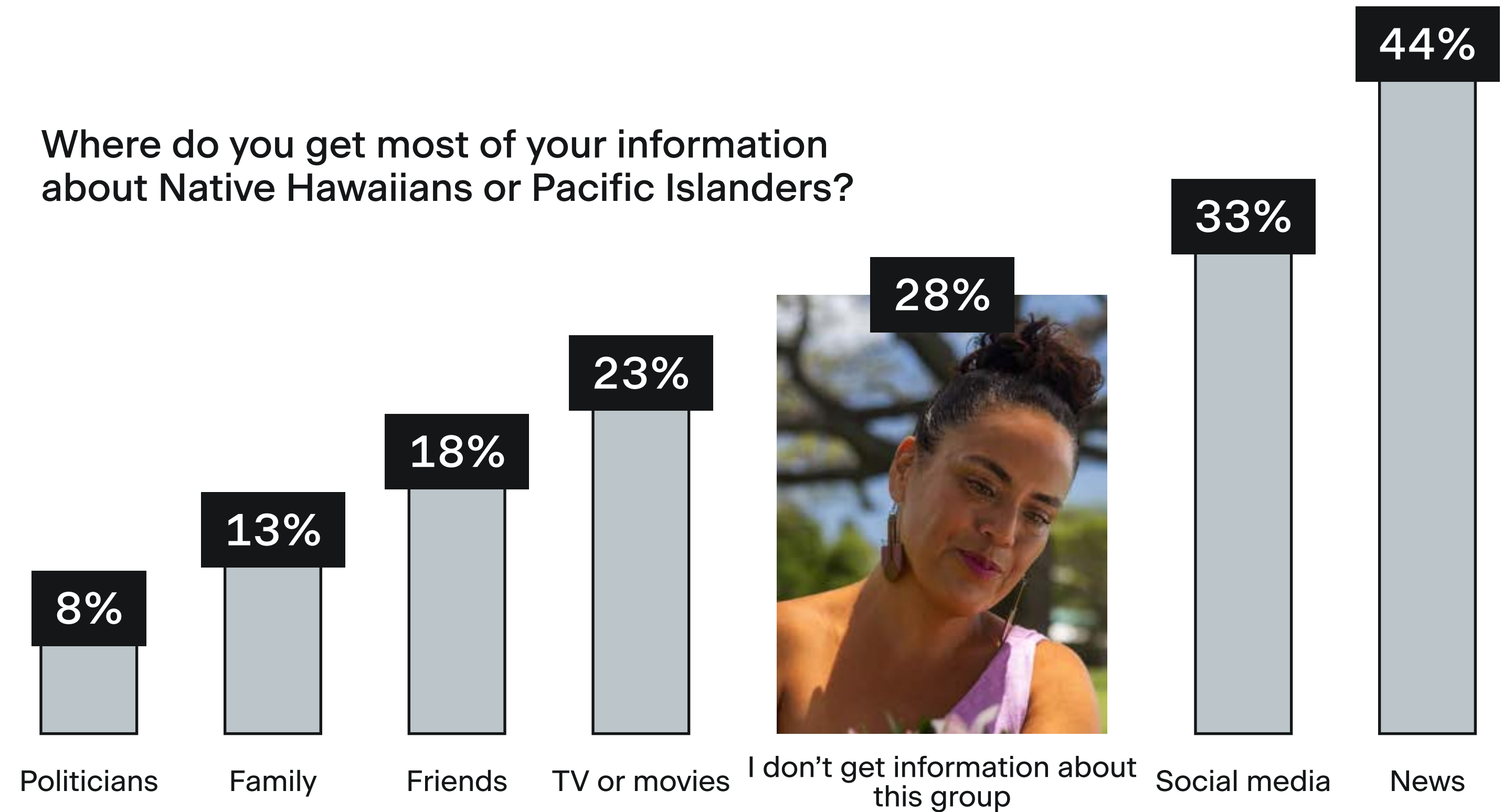
Over half of Americans (56%) are not at all familiar with a key event in Native Hawaiian history (the overthrow of the Hawaiian Kingdom in 1893).

Relatedly, more than a quarter (28%) of Americans say they don't learn about NHPs at all. Those who do get information, get it most often from the news (44%) or social media (33%). Few people learn about NHPs through TV or movies (23%), friends (18%) or family (13%).

How familiar are you with the overthrow of the Hawaiian Kingdom in 1893?



Where do you get most of your information about Native Hawaiians or Pacific Islanders?



More than half of all Americans can't name a famous Asian American.

Most people can't think of (52%) a famous Asian American. When people do provide a name, they most often say Jackie Chan (9%) (who is not American), Bruce Lee (5%) (who died over 50 years ago), and Kamala Harris (2%).

Are older Americans more likely to think of Jackie Chan than younger ones? Not necessarily. When asked to name a famous Asian American, 25-34 year olds are the group most likely to mention him (23%).

Overall, Americans often mistake Asian nationals for Asian Americans. Women are also more invisible, with more Americans naming famous Asian American men.

Please name a famous or prominent Asian American...

I can't think of one — 52% Jackie Chan — 9%

Bruce Lee — 5% Kamala Harris — 2% George Takei — 1% Michelle Yeoh — 1%
The Rock/Dwayne Johnson — <1% Don Ho — <1% Manny Pacquiao — <1%
Mindy Kaling — <1% Mahatma Gandhi — <1% Vivek Ramaswamy — <1%
Barack Obama — <1% Ho Chi Minh — <1%

Majority of Americans cannot name famous people from Asian American subgroups.

When asked about specific subgroups, even fewer people could name a famous person. Some subgroups, like Filipino Americans, are more invisible than other groups.

69% of people can't think of a famous Filipino American. 5% name Manny Pacquiao, 4% name Bruno Mars, and 1% name Olivia Rodrigo.

68% of people can't think of a Southeast Asian American. The top responses are Jackie Chan (3%), Michelle Yeoh (2%), and Ho Chi Minh (1%).

61% of people can't think of a famous South Asian American. Mahatma Gandhi (4%), Kamala Harris (3%), Vivek Ramaswamy (2%), and Priyanka Chopra (2%) are the most common.

55% of people can't think of a famous East Asian American, 7% of people name Jackie Chan, 2% name Bruce Lee, and 2% name George Takei.

Please name a famous or prominent Filipino American.

I can't think of one —69%

Manny Pacquiao —5% Bruno Mars —4% Olivia Rodrigo —1% Imelda Marcos —1%

Please name a famous or prominent Southeast Asian American.

I can't think of one —68%

Jackie Chan —3% Michelle Yeoh —2% Ho Chi Minh —1% Bruce Lee —1% Ke Huy Quan —1% Manny Pacquiao —1%

Please name a famous or prominent South Asian American.

I can't think of one —61%

Mahatma Gandhi —4% Kamala Harris —3% Vivek Ramaswamy —2% Mindy Kaling —2% Priyanka Chopra —2% Jackie Chan —1%

Please name a famous or prominent East Asian American.

I can't think of one —56%

Jackie Chan —7% Bruce Lee —2% George Takei —2% Michelle Yeoh —1%

1 in 2 Americans can't name a famous Native Hawaiian or Pacific Islander.

Half of Americans (52%) can't name or think of a famous NHPI person. Among those who can name someone, the most common people are The Rock/Dwayne Johnson (16%), Jason Momoa (8%), and Don Ho (5%).

Respondents tend to misidentify the ethnicity of famous people when responding to this question, similar to responses when asked to name famous Asian Americans or famous people from Asian American subgroups.

Please name a famous or prominent Native Hawaiian or Pacific Islander...

I can't think of one — 52%

The Rock/Dwayne Johnson — 16%

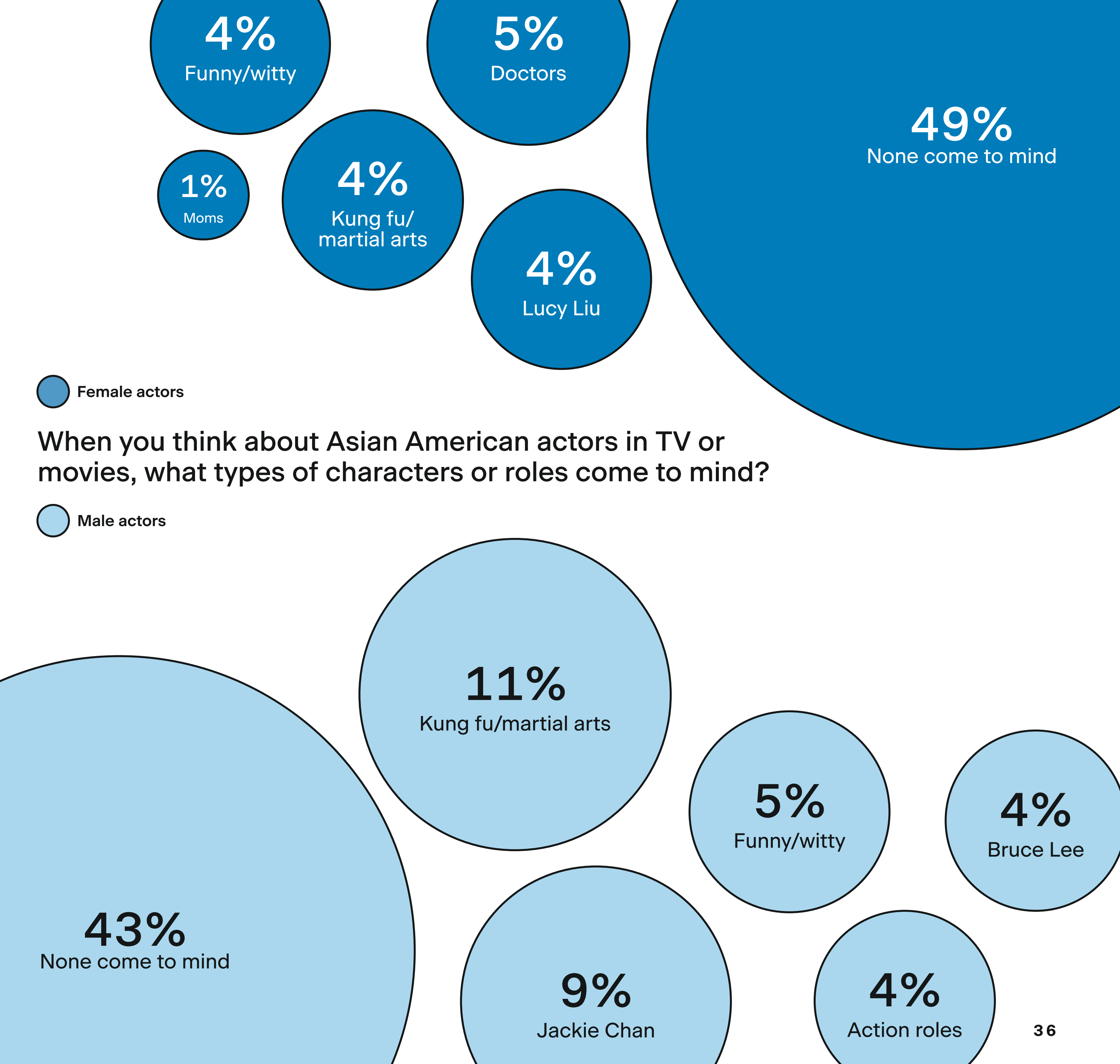
Jason Momoa — 8% Don Ho — 5% Barack Obama — 2% Bruno Mars — <1%

Manny Pacquiao — <1%

Nearly half of Americans can't think of any characters or roles for Asian American actors in TV or movies. When they can think of one, it's usually kung fu or martial arts for males and doctors for females.

When it comes to naming a type of character or role an Asian American actress plays on TV or in a movie, 49% of people say “None come to mind” or “Don’t know.” Other answers include doctors (5%), kung fu/martial arts (4%), Lucy Liu (4%), and funny/witty/comedic relief (4%).

People most often say no roles come to mind (43%) when thinking about Asian American male actors on TV or in movies. When respondents can think of a type of role, they most often say kung fu/martial arts (11%), Jackie Chan (9%), funny/witty/comedic relief (5%), Bruce Lee (4%), and action roles (4%).





Half of Americans can't name a favorite movie with an Asian American character.

When asked to name their favorite movie with an Asian American character, 50% of people say that no movie comes to mind. Those who can name a movie say *Crazy Rich Asians* (6%), *Rush Hour* (5%), *The Karate Kid* (2%), and other Jackie Chan movies (4%).

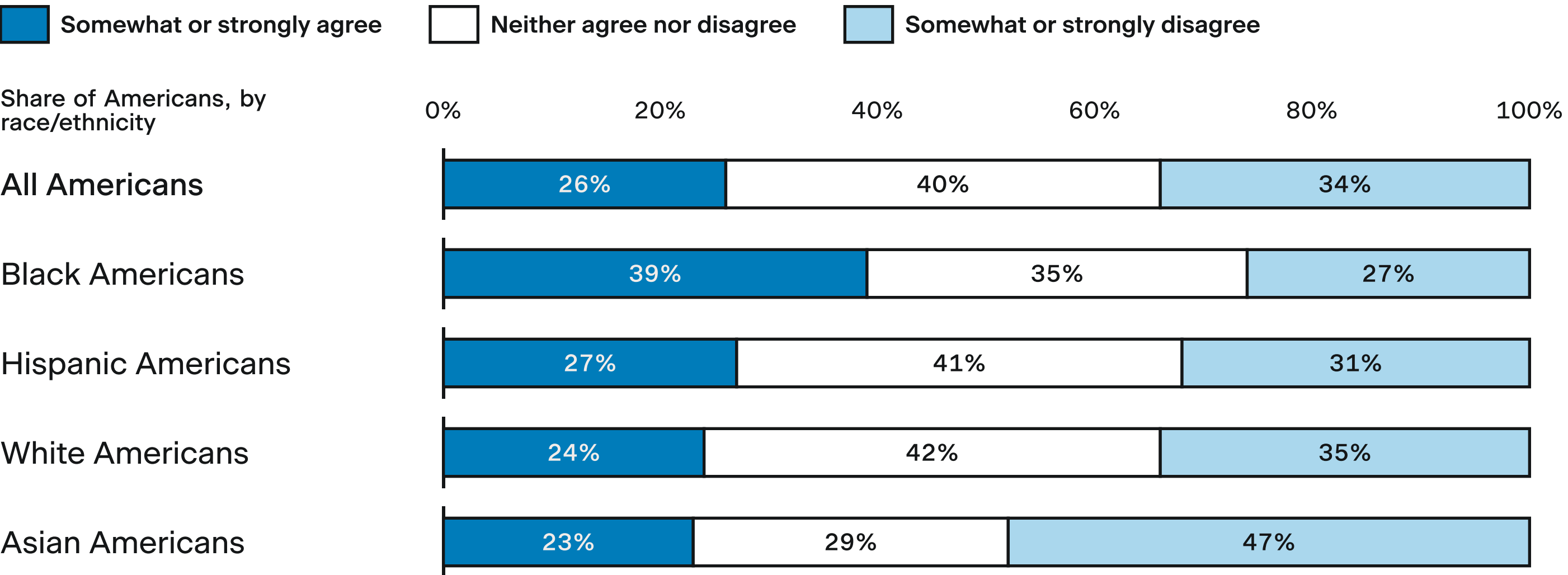
Jackie Chan movies dominate this question. Their popularity goes beyond older Americans — with Americans aged 16-24 (4%) just as likely as people 55-64 years old (3.7%) to mention a movie that stars Jackie Chan.

About a quarter of Americans perceive Asian Americans as less friendly to non-Asian Americans.

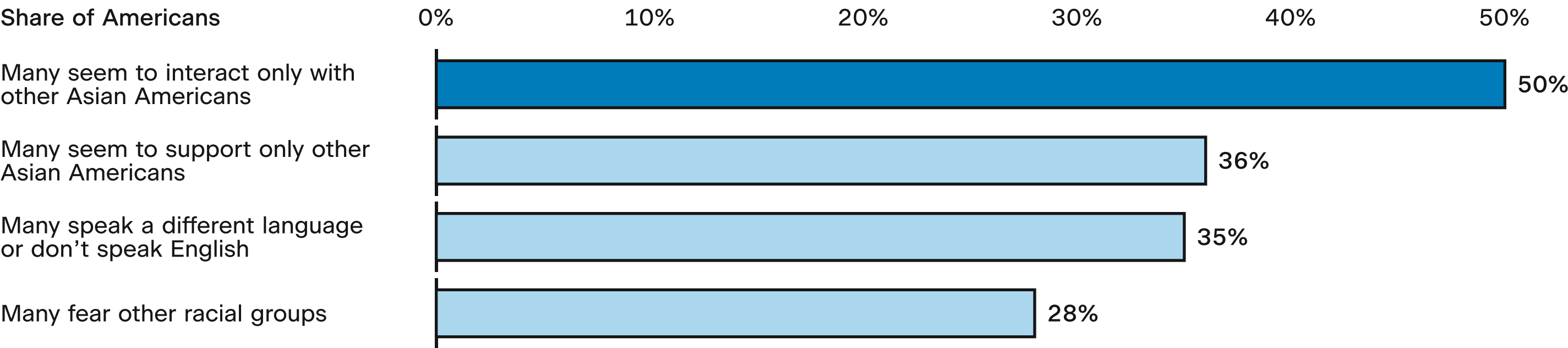
26% of respondents somewhat or strongly agree with the idea that Asian Americans are less friendly, with half (50%) feeling that the community only interacts with other Asian Americans.

Black Americans are most likely to perceive Asian Americans as less friendly (39%) compared to Hispanic Americans (27%) and white Americans (24%).

In general, Asian Americans are less friendly to non-Asian Americans



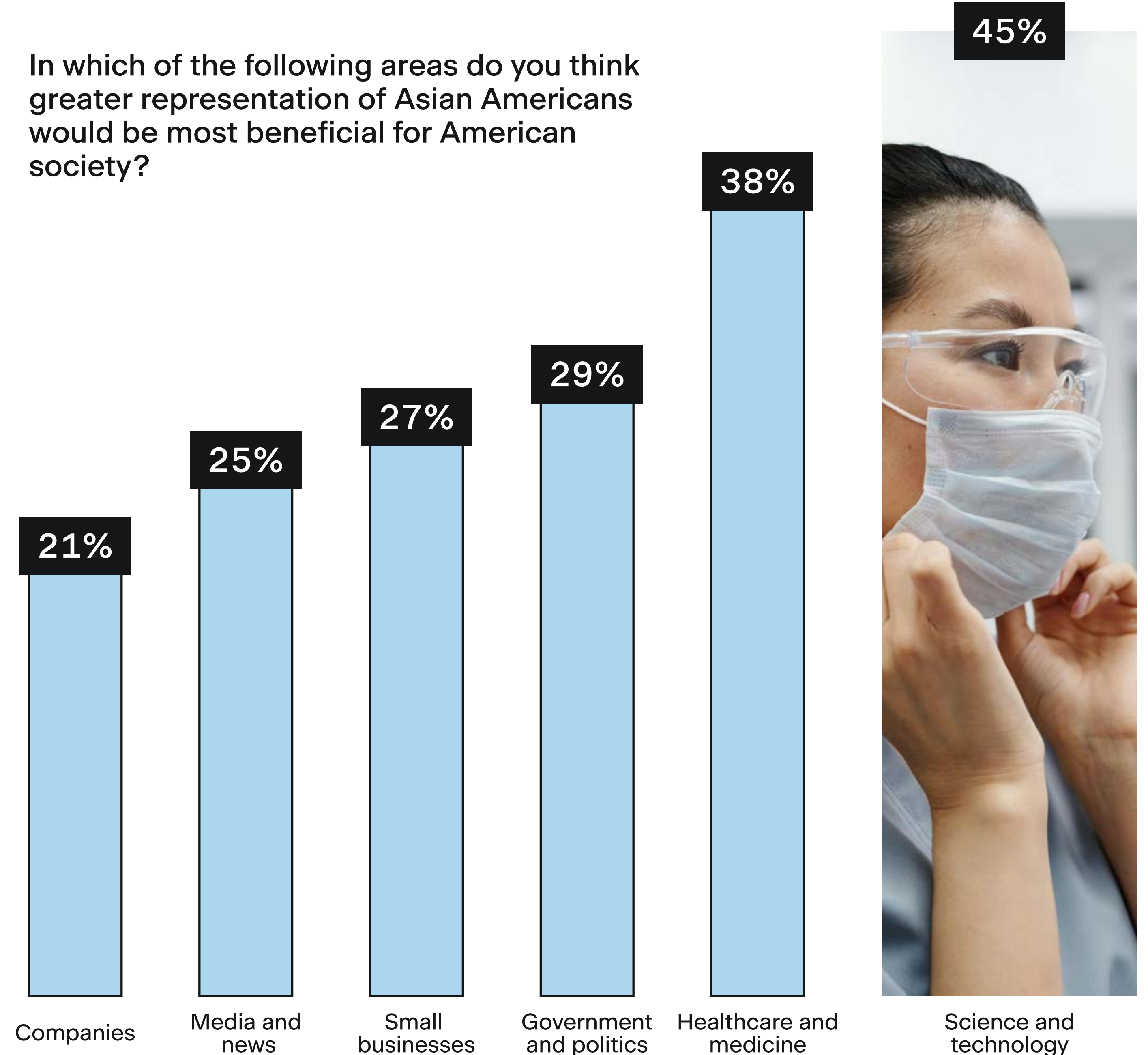
Why do you think that Asian Americans are less friendly to non-Asian Americans?



Americans feel increased representation of Asian Americans would be most beneficial in science/technology and healthcare/medicine.

Respondents say greater representation of Asian Americans would be most beneficial in the fields of science and technology (45%), and healthcare and medicine (38%).

In which of the following areas do you think greater representation of Asian Americans would be most beneficial for American society?



Nearly 1 in 8 Americans are not comfortable with the idea of an Asian American President or Vice President.

Though only 4% of Americans express discomfort at the idea of having an Asian American boss or supervisor, 13% of Americans say they would be extremely or somewhat uncomfortable at the prospect of Asian Americans in the highest positions of the Executive Branch.

Discomfort at the prospect of an Asian American President/Vice President holds steady at around 13% no matter which Asian American subgroup Americans are asked about.

People, in general, have consistently expressed discomfort with the idea of Asian Americans in the highest positions, with 9% of people in 2021, 10% in 2022, and 19% of people in 2023 expressing some discomfort with the idea.



Belonging

Continued hate, fear, and stereotypes create a domino effect — other Americans mistrust Asian Americans, and Asian Americans are least likely to feel a strong sense of belonging and acceptance in the U.S.

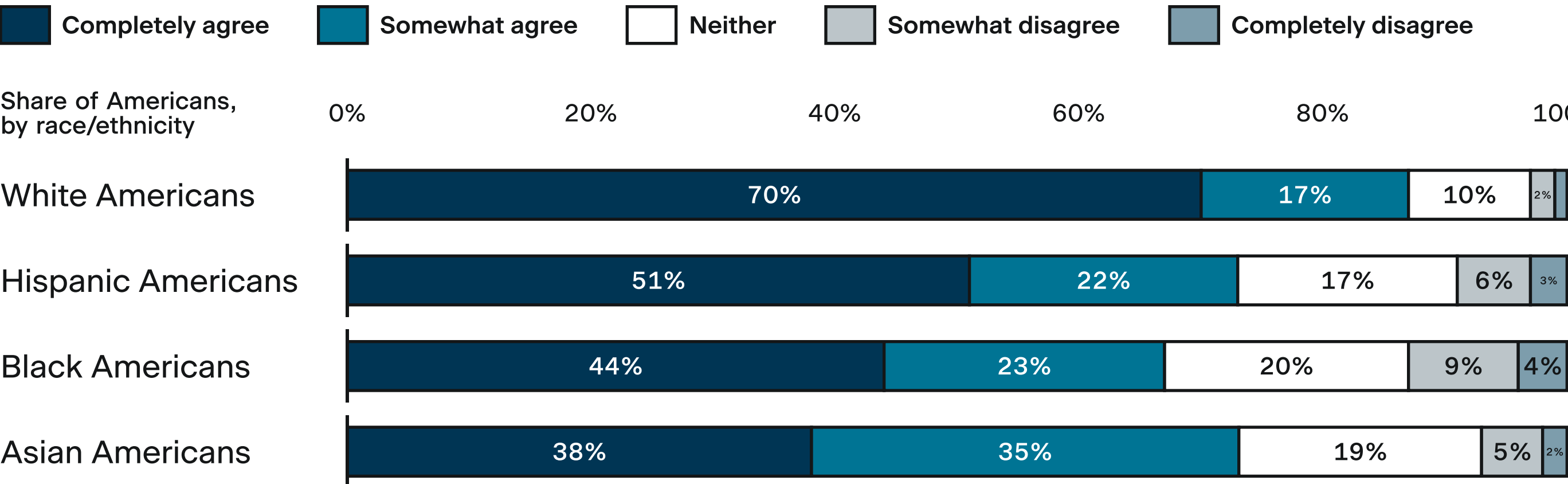


Overall Americans of color are less likely to feel they belong or are accepted than white Americans.

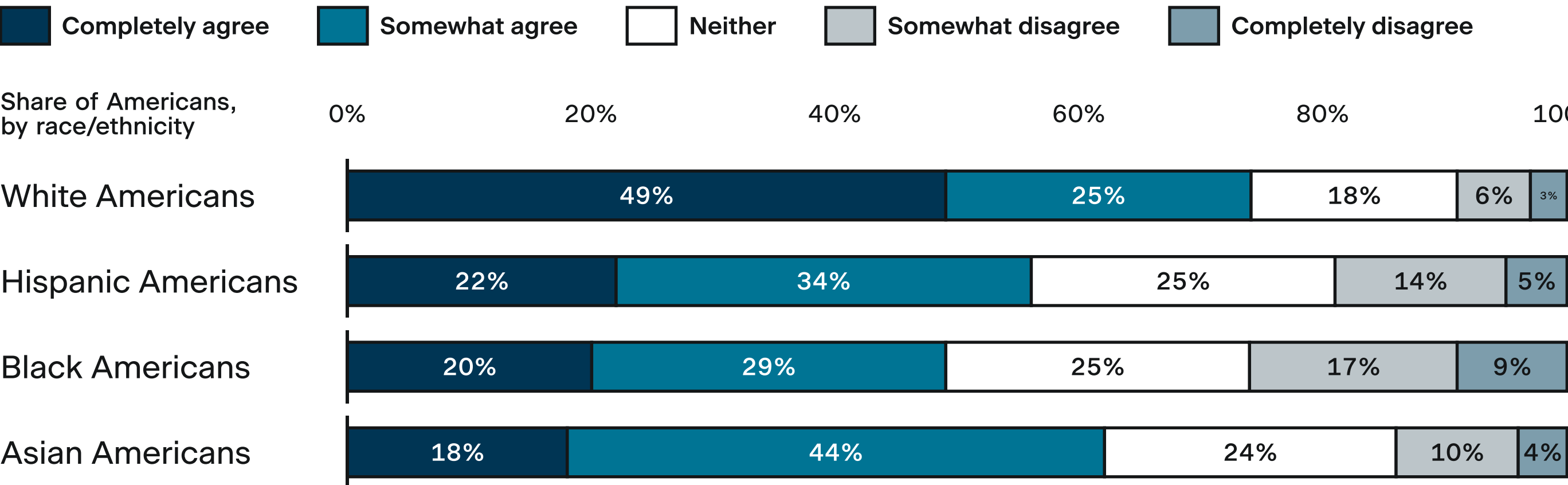
While the overwhelming majority of white Americans (70%) feel they completely belong in the U.S., fewer Asian Americans (38%), Black Americans (44%), and Hispanic Americans (51%) say the same.

49% of white Americans feel their racial identity is completely accepted, but only 18% of Asian Americans, 20% of Black Americans, and 22% of Hispanic Americans feel the same.

Personally, I feel that I belong in the U.S...



Personally, I feel that I am accepted in the U.S. for my identity...

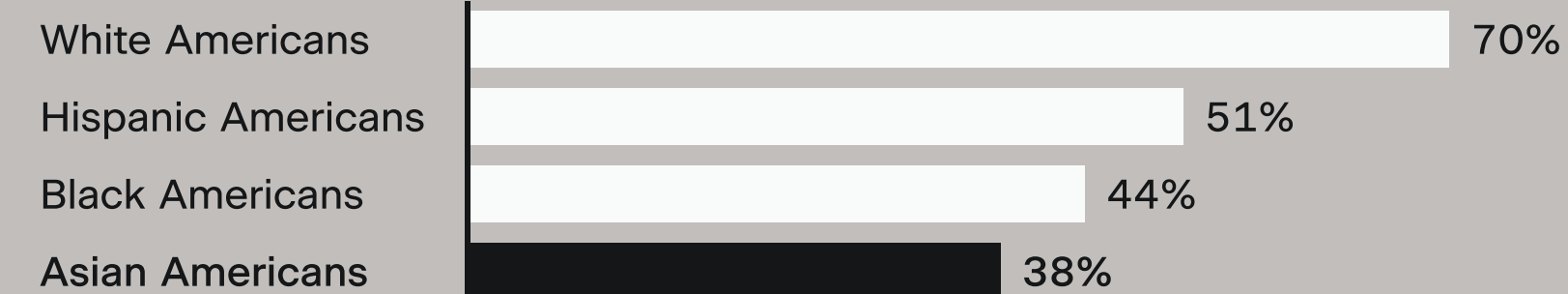




Asian Americans are the least likely group to feel strongly that they belong in the U.S.

Only 38% of Asian Americans completely agree that they belong, compared to 44% of Black Americans, 51% of Hispanic Americans, and 70% of white Americans.

Share of Americans who completely agree they belong in the U.S., by race/ethnicity

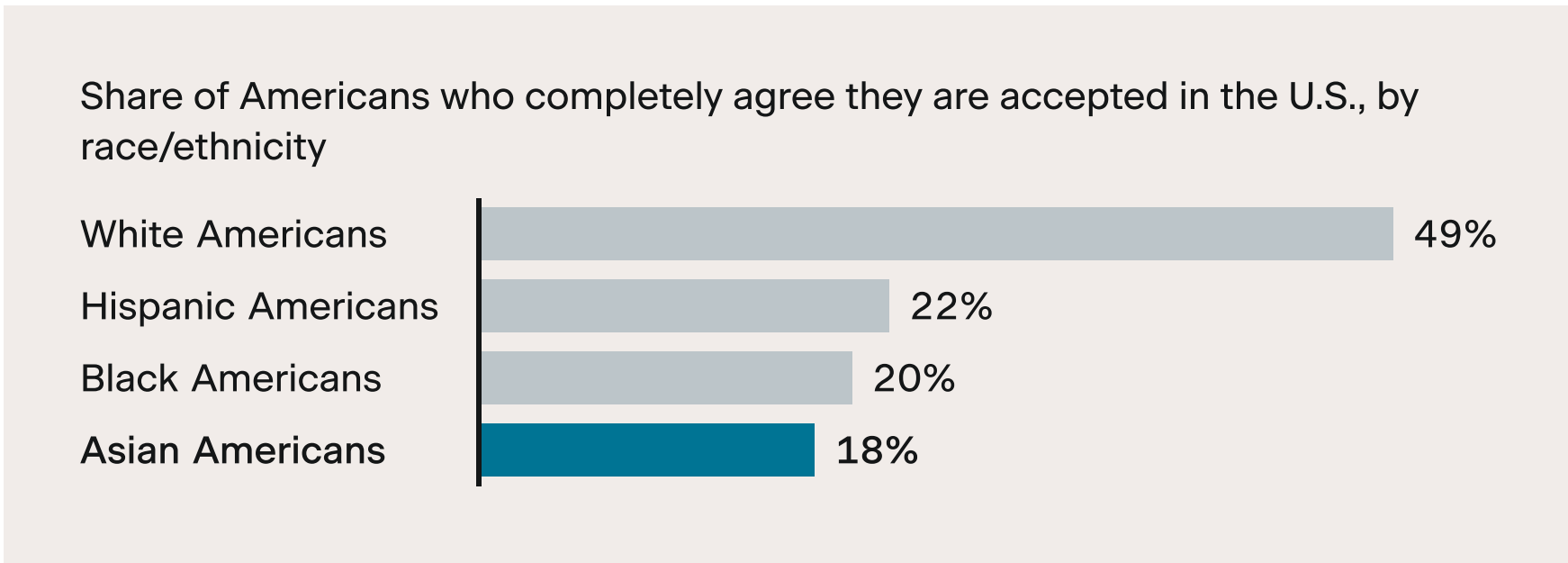


Asian Americans are also least likely to feel strongly that they are accepted in the U.S.

Only 18% of Asian Americans completely agree that they are accepted for their racial identity. This figure is lower than what we find among Black Americans (20%), Hispanic Americans (22%), and white Americans (49%).

Younger Asian Americans feel less accepted than older ones.

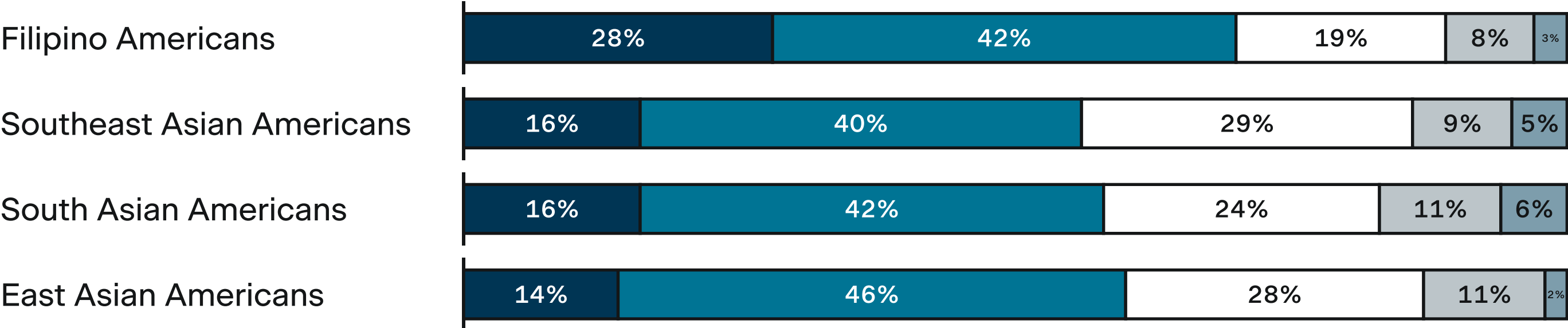
Filipino Americans are most likely, among Asian American subgroups, to express a strong sense of acceptance (28%), while East Asians (14%) are least likely.



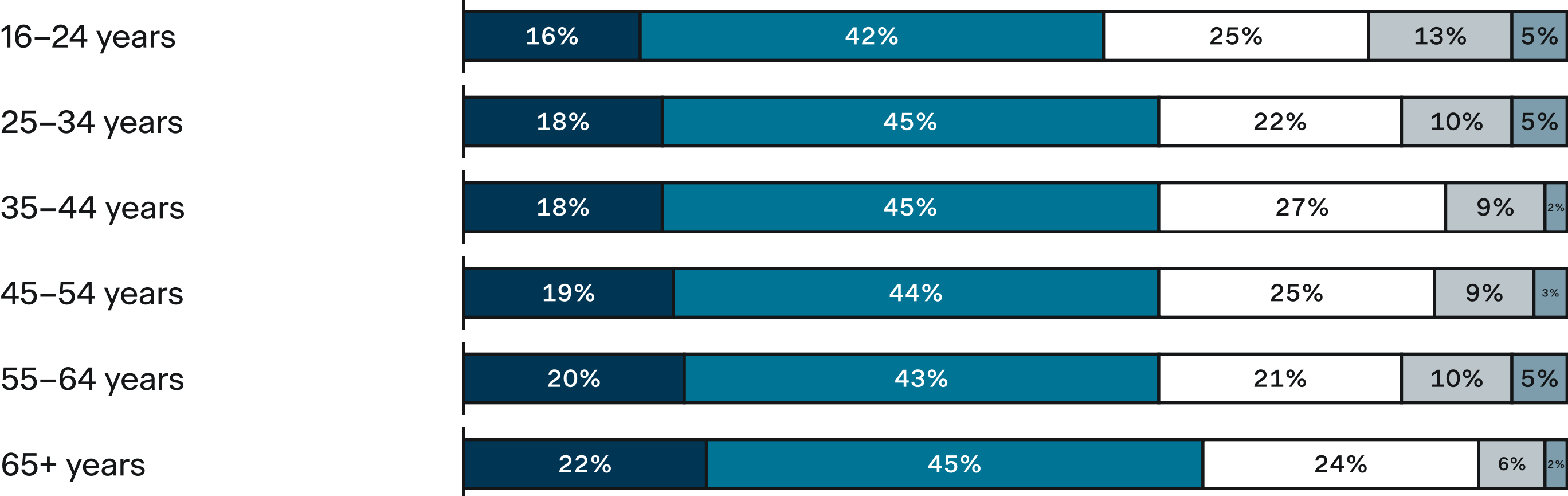
Personally, I feel that I am accepted in the U.S. for my identity...

Completely agree Somewhat agree Neither Somewhat disagree Completely disagree

Share of Asian Americans, by subgroup 0% 20% 40% 60% 80% 100%



Share of Asian Americans, by age 0% 20% 40% 60% 80% 100%



Asian Americans feel more of a sense of belonging than acceptance in the U.S.

38% of Asian Americans completely agree that they belong, while only 18% completely agree that they are accepted in the U.S. for their racial identity.

Few things seem to change those feelings. Among Asian Americans with doctorate degrees, 40% strongly agree they belong, and 20% strongly agree they are accepted. Asian Americans with only a high school education feel similar senses of acceptance and belonging to those with a doctorate degree.

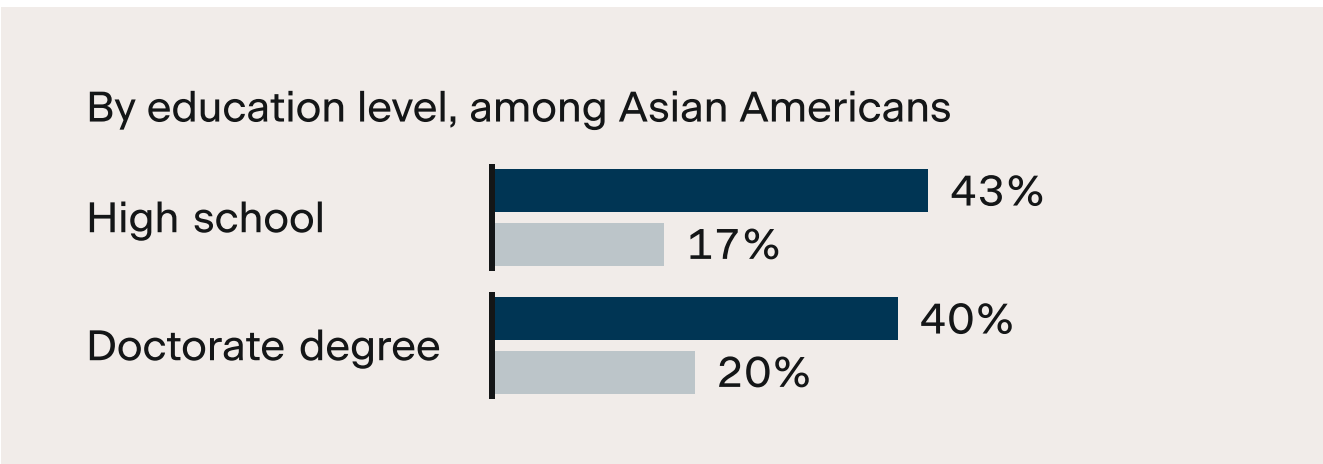
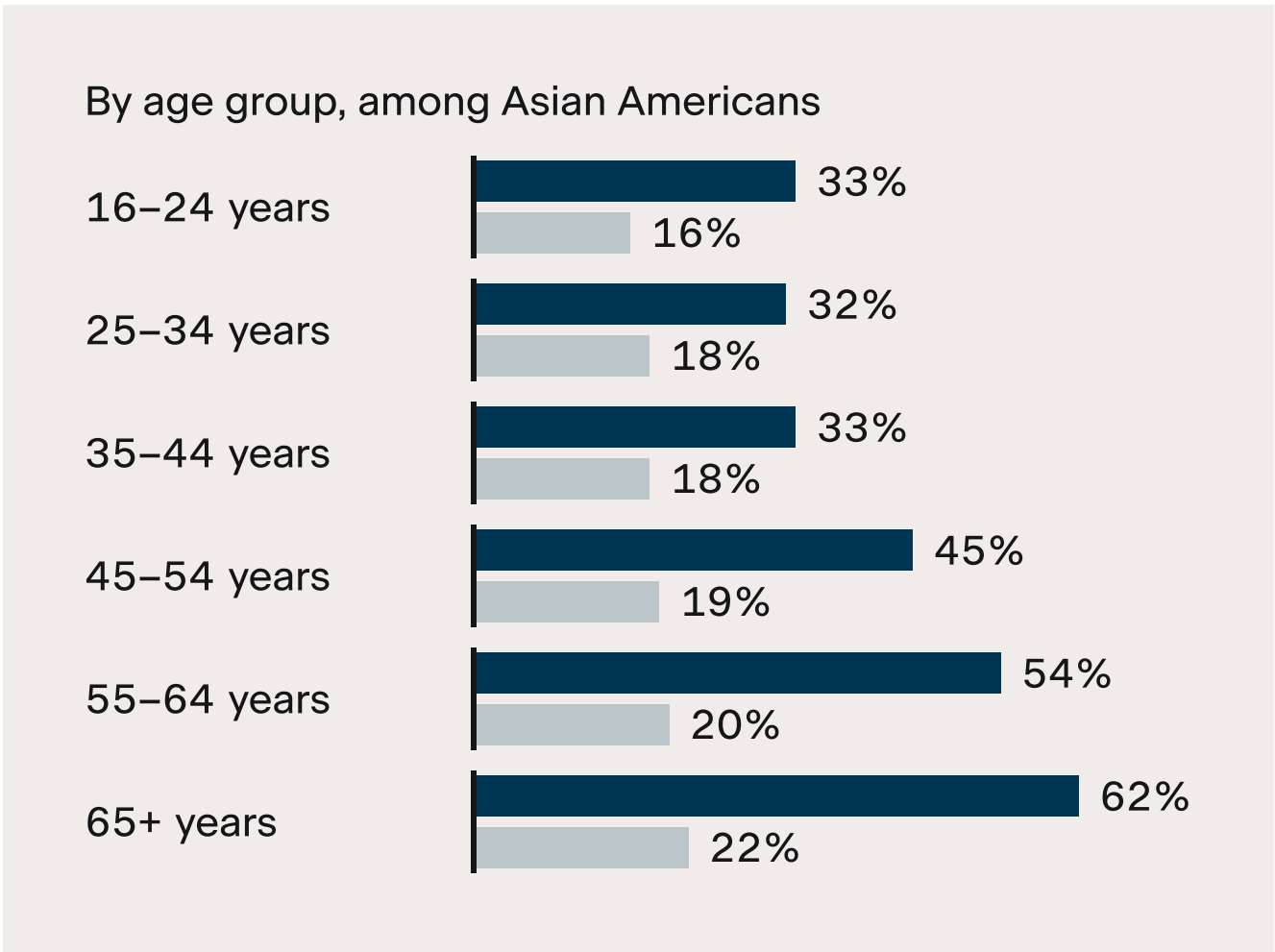
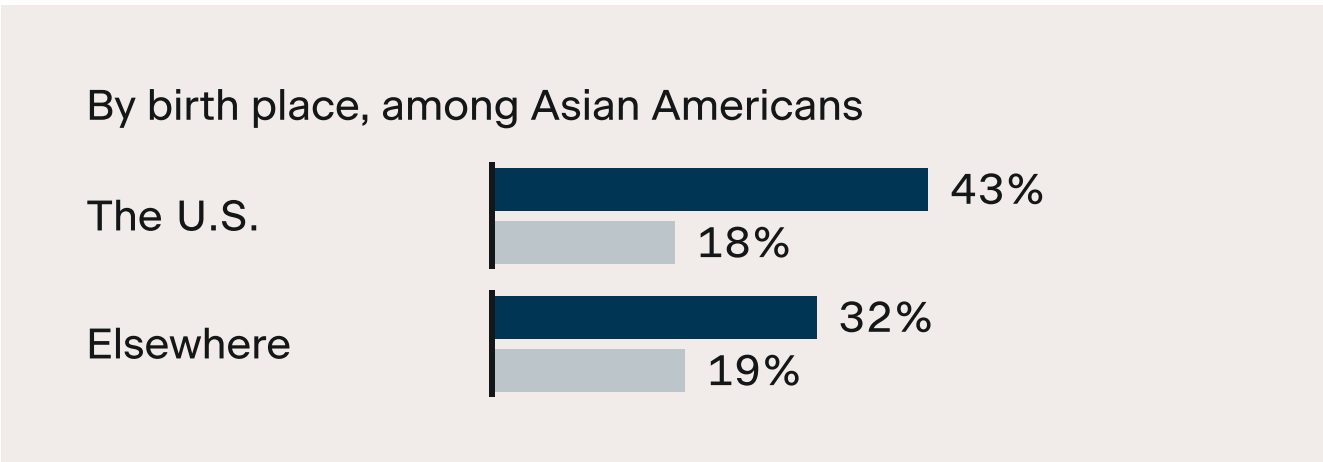
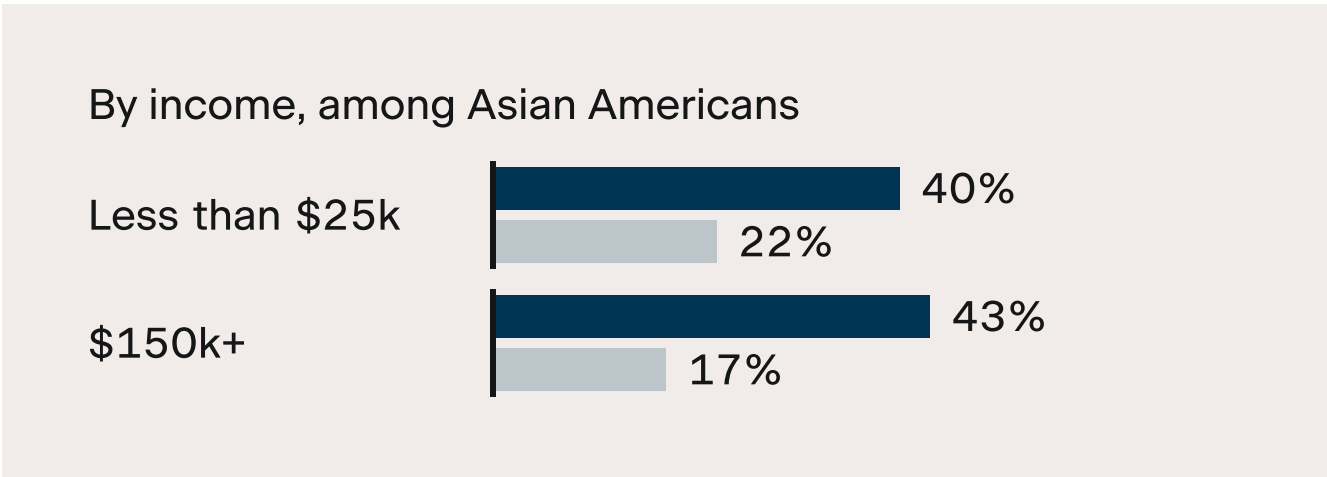
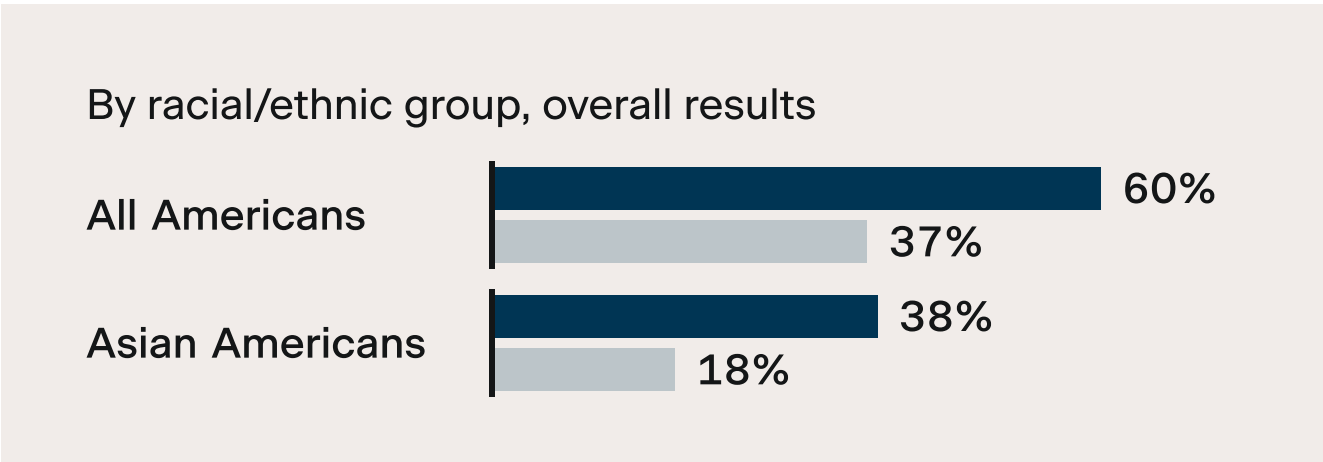
Among those earning \$150,000+, 43% feel they belong and only 17% feel they are accepted; similar to how Asian Americans earning less than \$25,000 feel (40% feel they belong, 17% feel accepted).

Age is one of the greatest influencers, with 62% of Asian Americans 65 years and older saying they feel like they belong in the U.S. But only 22% say they are accepted for their identity.

Where someone is born also plays a role. Asian Americans born in the U.S. have a greater difference between a feeling of strong belonging (43%) and acceptance (18%) compared to people born outside of the U.S (32% feel they belong and 19% feel accepted).

Share of Asian Americans who completely agree they belong in the U.S. vs those who feel they are accepted in the U.S.

Belonging Acceptance



Asian Americans feel a lack of belonging in everyday spaces.

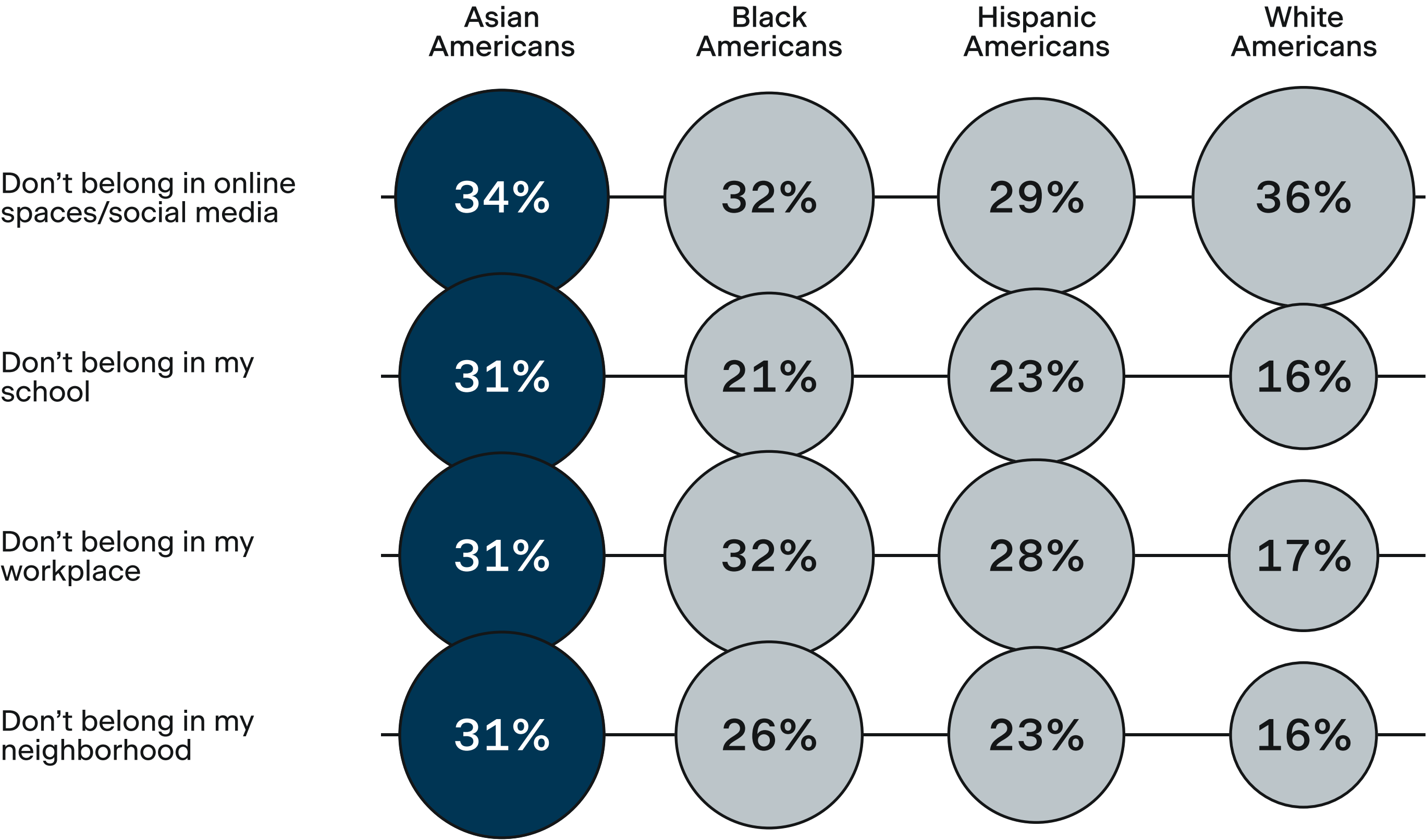
For Asian Americans who say they aren't fully accepted or don't fully belong in the U.S., online spaces/social media (34%) feel the least welcoming. Asian Americans also say they feel like they belong least at their workplaces, neighborhoods, and schools/ colleges/universities (all 31%).

Black Americans and Hispanic Americans also feel they don't belong at work (32%; 28%, respectively) or in their neighborhoods (26%, 23%, respectively). Only a small percentage of white Americans feel out of place where they work (17%) or live (16%).

Asian Americans feel the greatest sense of belonging with family (93%), in places of worship (91%), and among friends (89%).

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

Share of Americans, by race/ethnicity



Like other communities of color, Asian Americans say **discrimination, violence, and lack of representation** are the top reasons for feeling a lack of belonging or acceptance in the U.S.

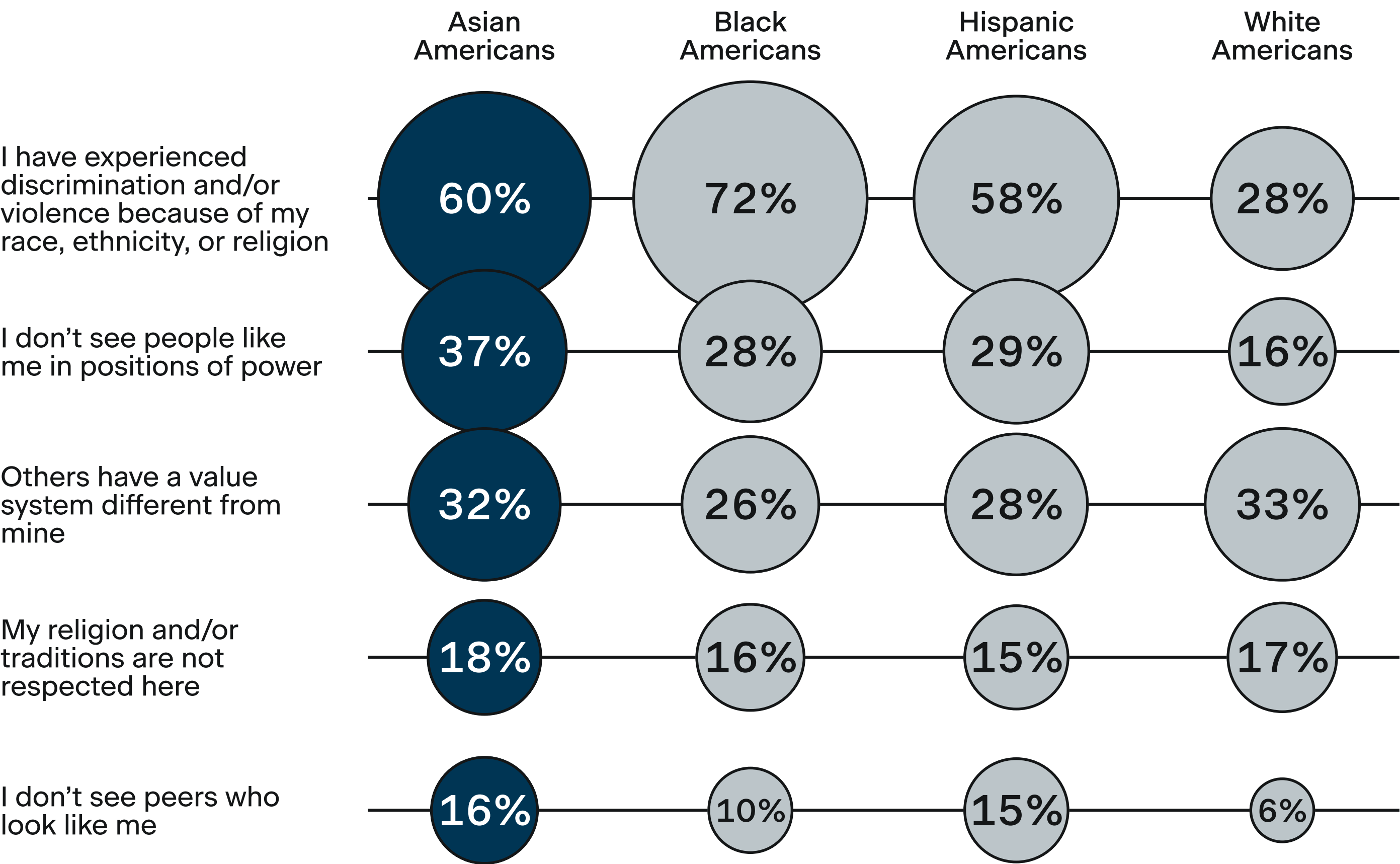
For Asian Americans who don't feel they belong or are accepted, 60% point to previous experiences of discrimination and violence, and 37% say they don't see people like them in positions of power.

Asian Americans are the most likely to attribute lack of belonging or acceptance to representation (37%), compared to Black Americans (28%) and Hispanic Americans (29%).

These findings are largely the same as in 2023, showing Asian Americans experience a pattern of discrimination and lack of visibility.

Why do you feel like you don't belong or are not accepted?

Share of Americans, by race/ethnicity, or religion



Future Opportunities

STATUS INDEX

Americans are interested in continuing to help change narratives about Asian Americans in society.



7 in 10 Americans
believe Asian
immigrants have had
a positive impact on
American society.

Republicans are less likely (65%) than Democrats (77%)
to think so.

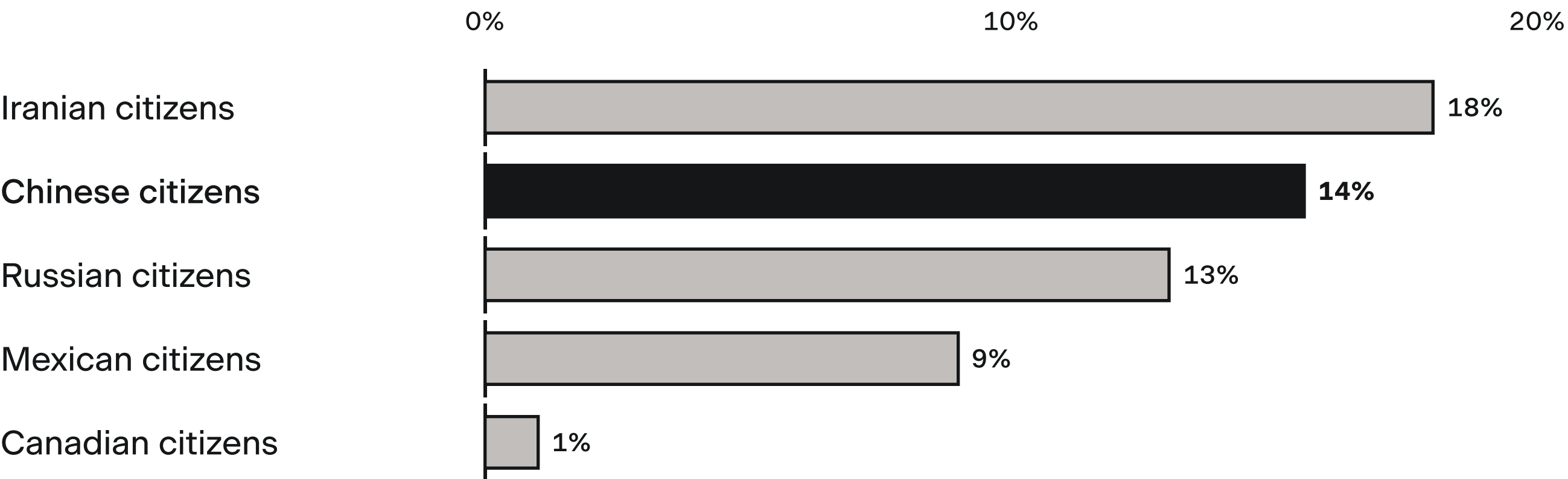


14% of Americans think Chinese citizens living in the U.S. pose the greatest threat to the U.S., compared to citizens of other nations residing here.

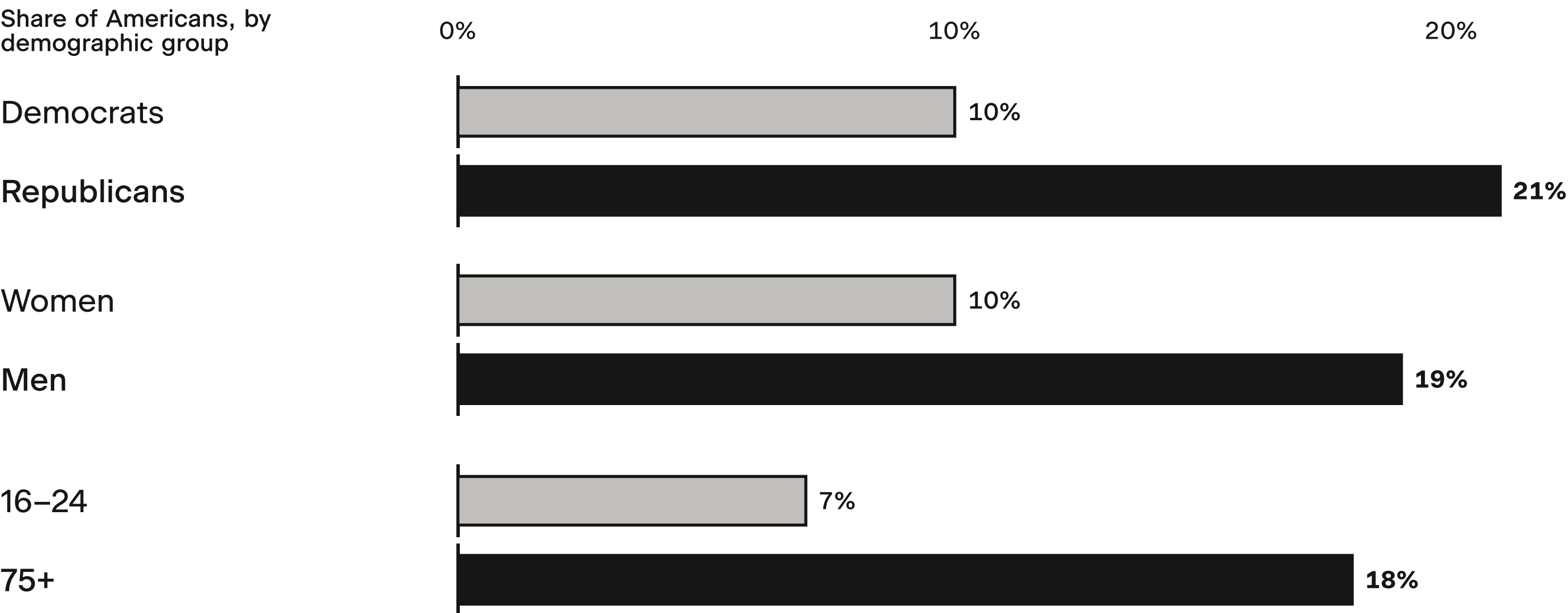
Republicans (21%) are more than twice as likely as Democrats (10%) to see Chinese citizens as a threat.

Age and gender also influence perceptions, with older people and men being more likely to see Chinese citizens as national security threats.

Which foreign nationals living in the U.S. pose the greatest threat to the U.S.?



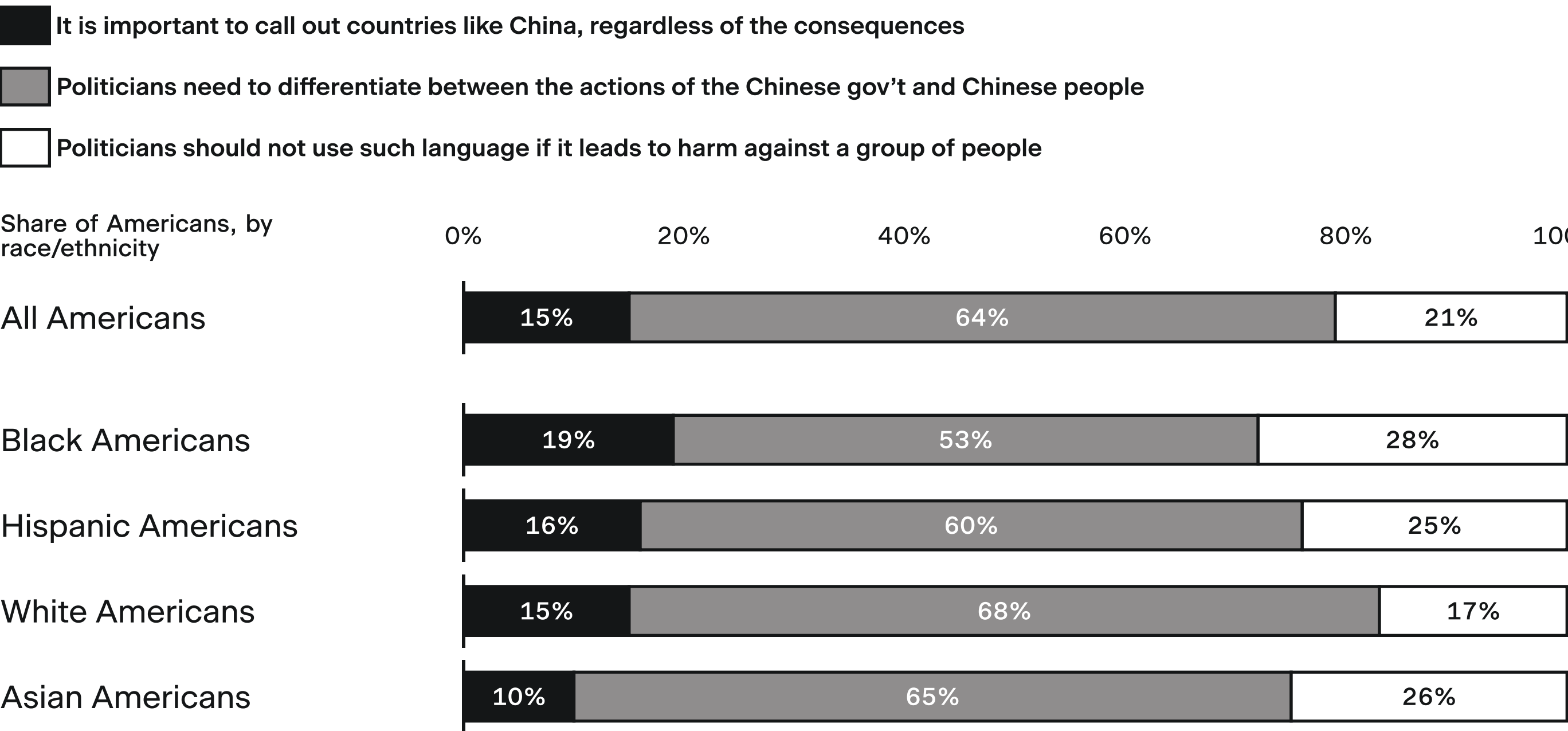
Share of Americans who think Chinese citizens pose a threat to the U.S.



Most Americans think politicians, when criticizing China, should distinguish between governments and people.

We asked respondents about their stance on politicians' criticism of the People's Republic of China which could lead to prejudice against Chinese and other Asians in the US. 64% of people feel politicians need to call out countries like China, while clearly differentiating the actions of the Chinese government and Chinese people.

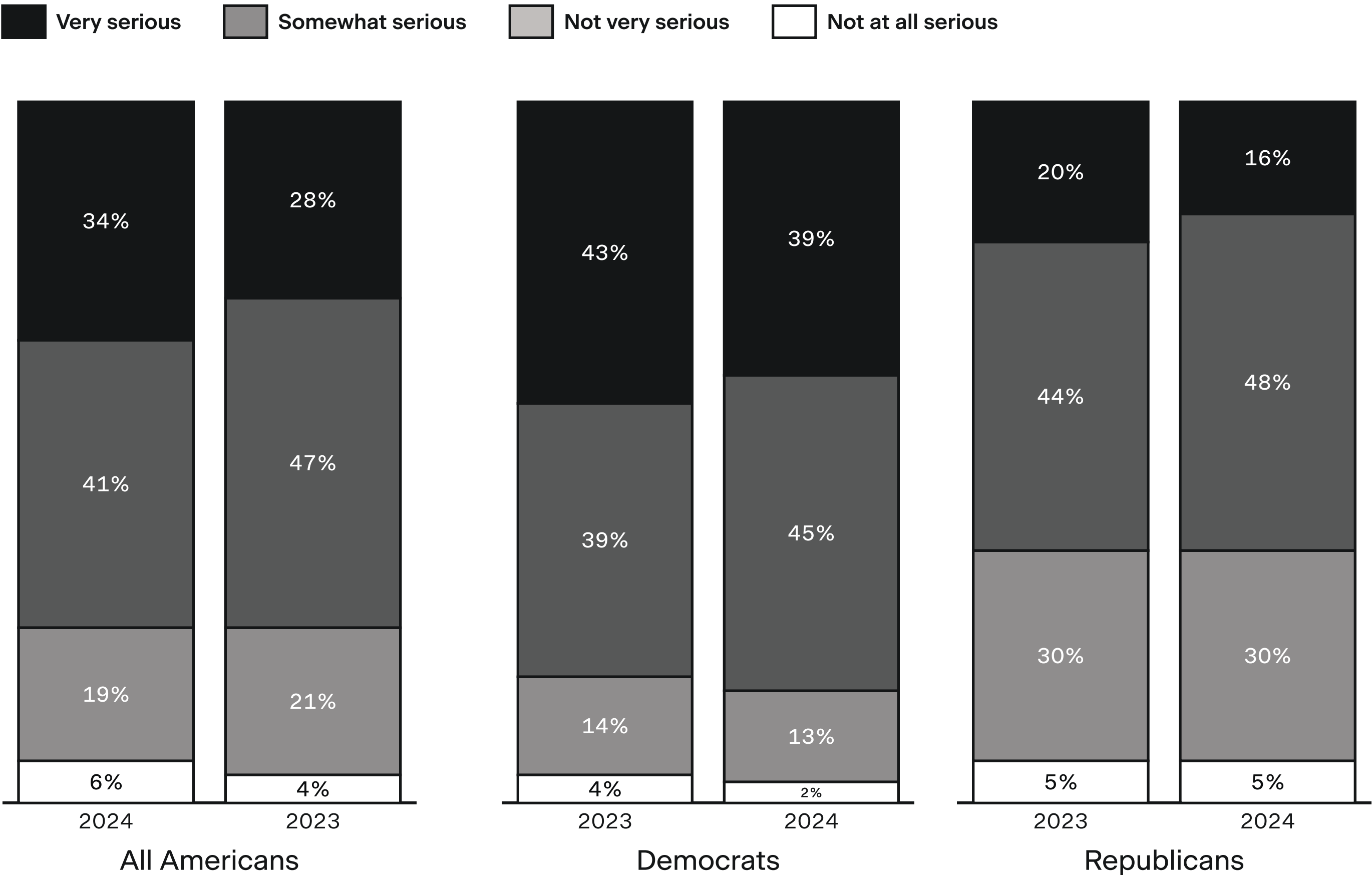
Politicians' criticism of China can lead to prejudice against Chinese and other Asians in the U.S. What is your stance on the use of such political language?



75% of Americans continue to think racist attacks on Asian Americans are a serious problem today.

Democrats (84%) are more likely than Republicans (64%) to think attacks on Asian Americans are a serious problem, with 39% of Democrats considering them a very serious problem (compared to 16% of Republicans). These partisan results are similar to findings in 2023.

How serious of a problem do you think racist attacks targeting Asian Americans are today?

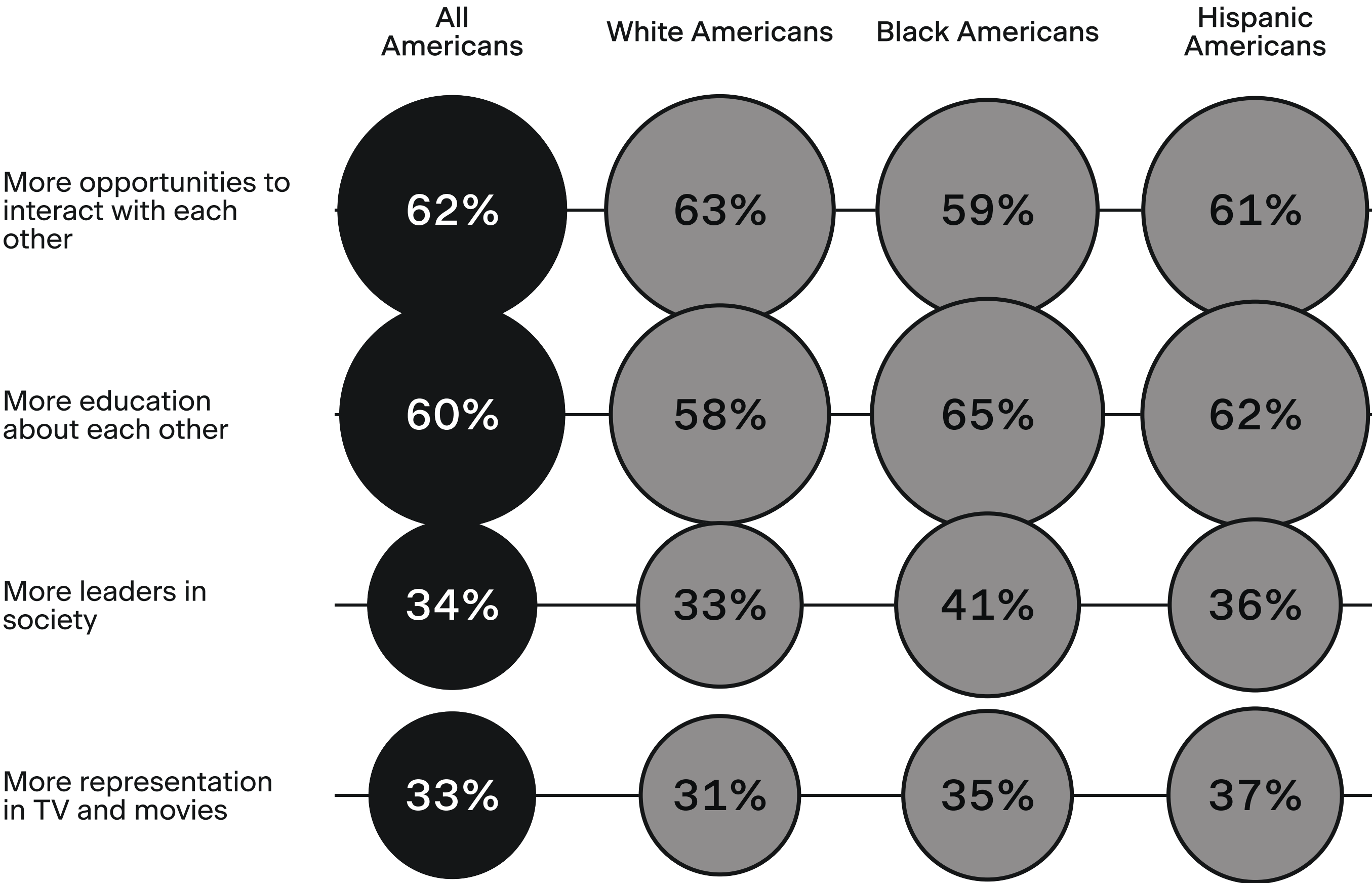


Americans say more opportunities to interact with and learn about Asian Americans could improve race relations with the community.

People want more opportunities to interact with (62%) and learn about (60%) each other. Among specific racial groups, 63% of white Americans, 61% of Hispanic Americans, and 59% of Black Americans say they are interested in more opportunities to interact with Asian Americans. Black Americans (65%) and Hispanic Americans (62%) say they want more education between their groups and Asian Americans.

What could improve the relationship between your racial group and Asian Americans?

Share of Americans, by race/ethnicity

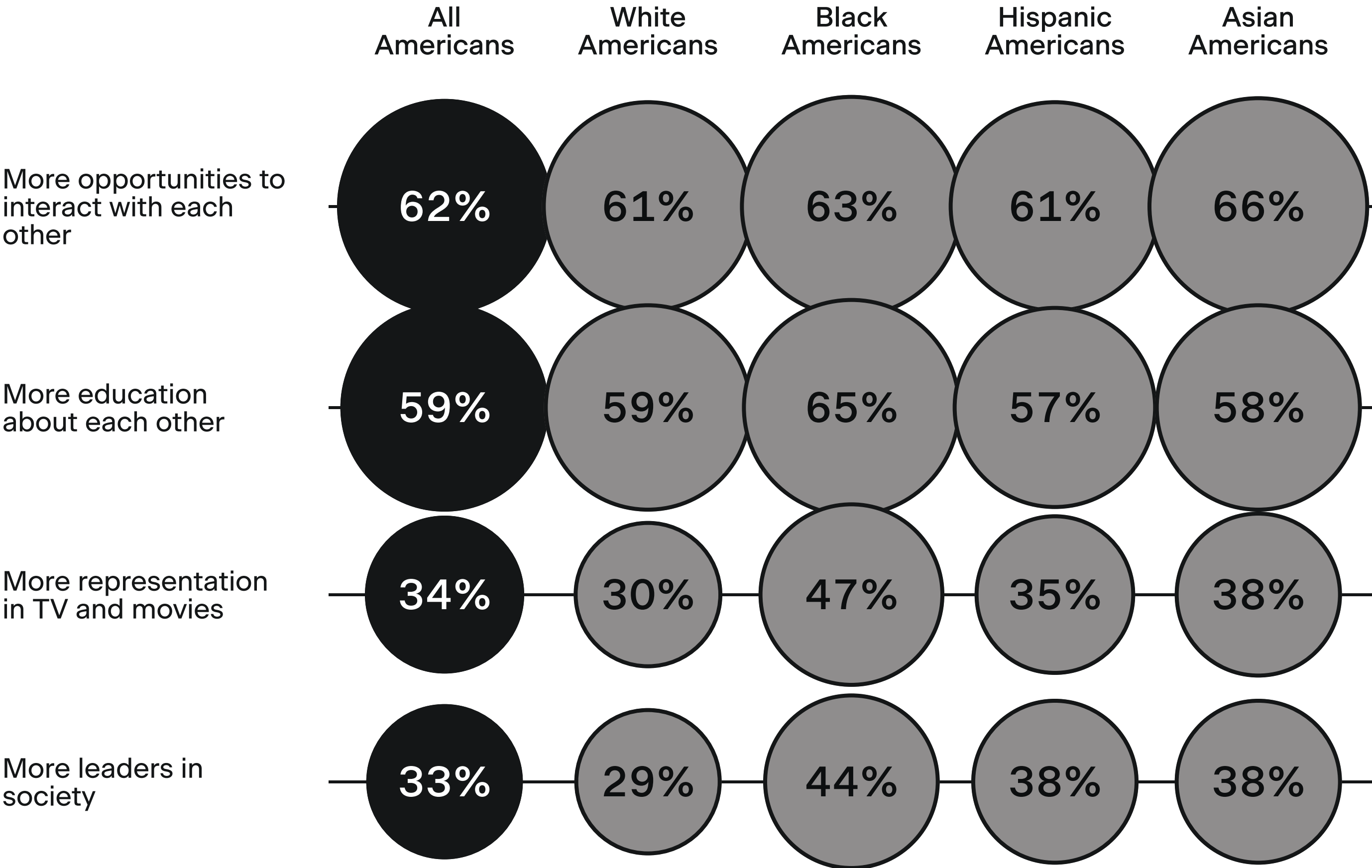


Americans are interested in more interactions and educational opportunities to improve race relations with NHPIs.

62% cite more opportunities to interact and 59% more education about each other as key pathways to improving relationships between their racial groups and NHPIs.

What could improve the relationship between your racial group and Native Hawaiians and Pacific Islanders?

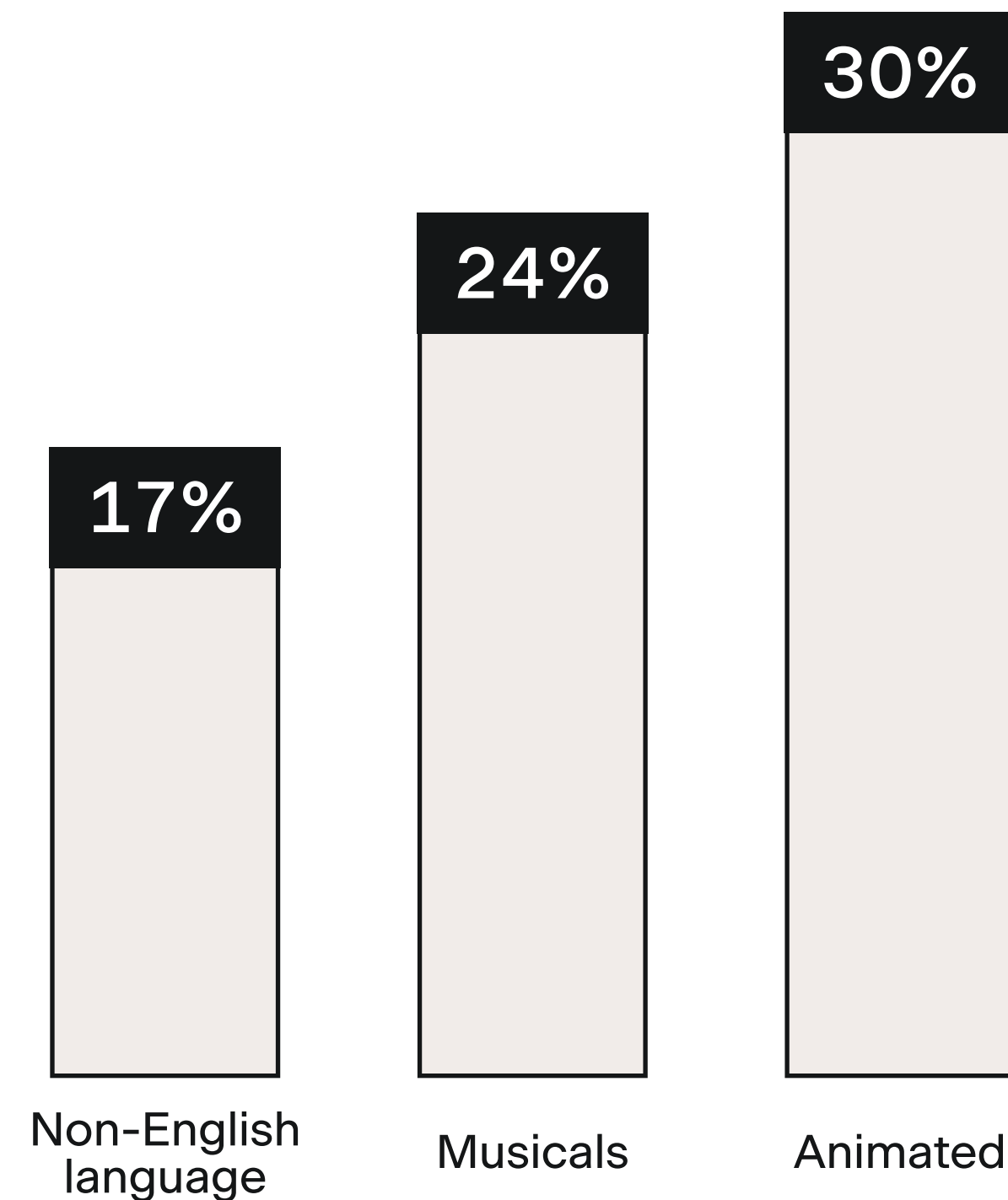
Share of Americans, by race/ethnicity



The majority of Americans want more Asian Americans in drama and comedy TV shows or movies.

Americans want to see more Asian Americans in dramas (59%) and comedies (60%).

In what types of films or TV shows would you be most interested to see more Asian Americans?



Dramas

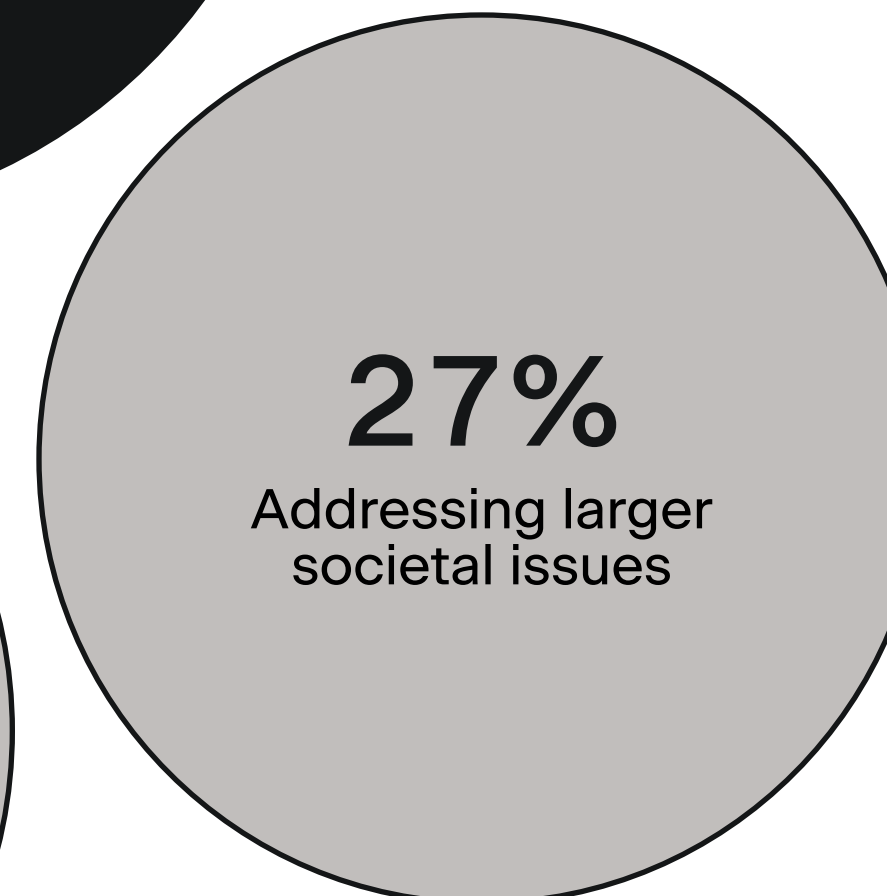
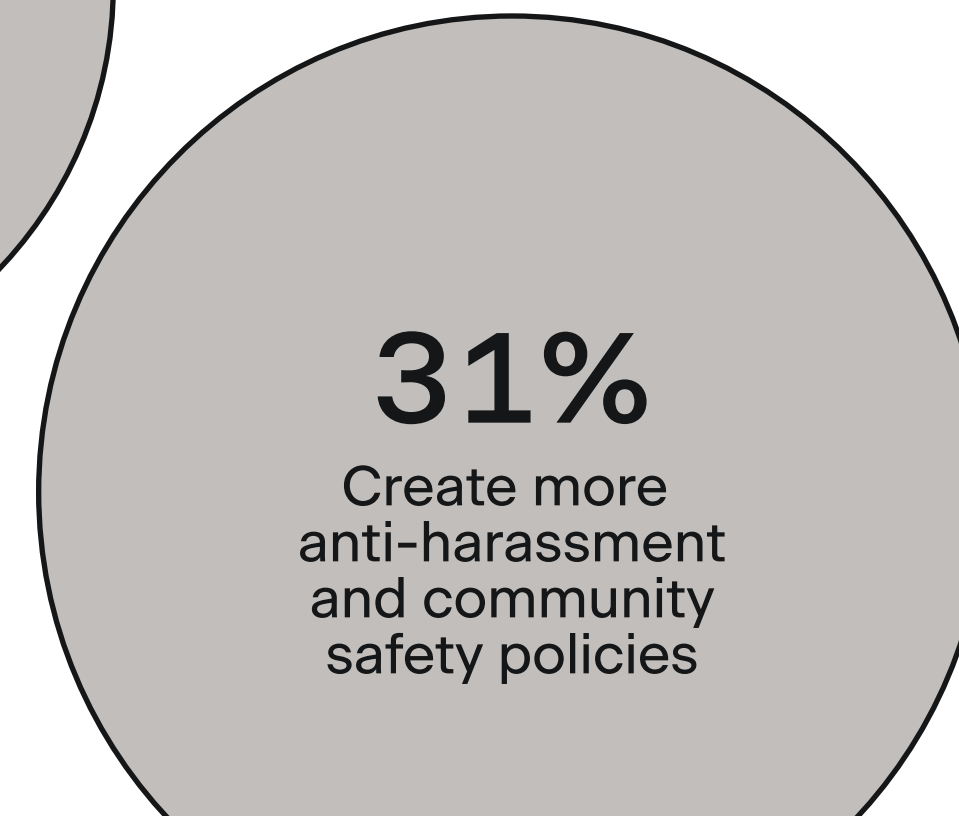
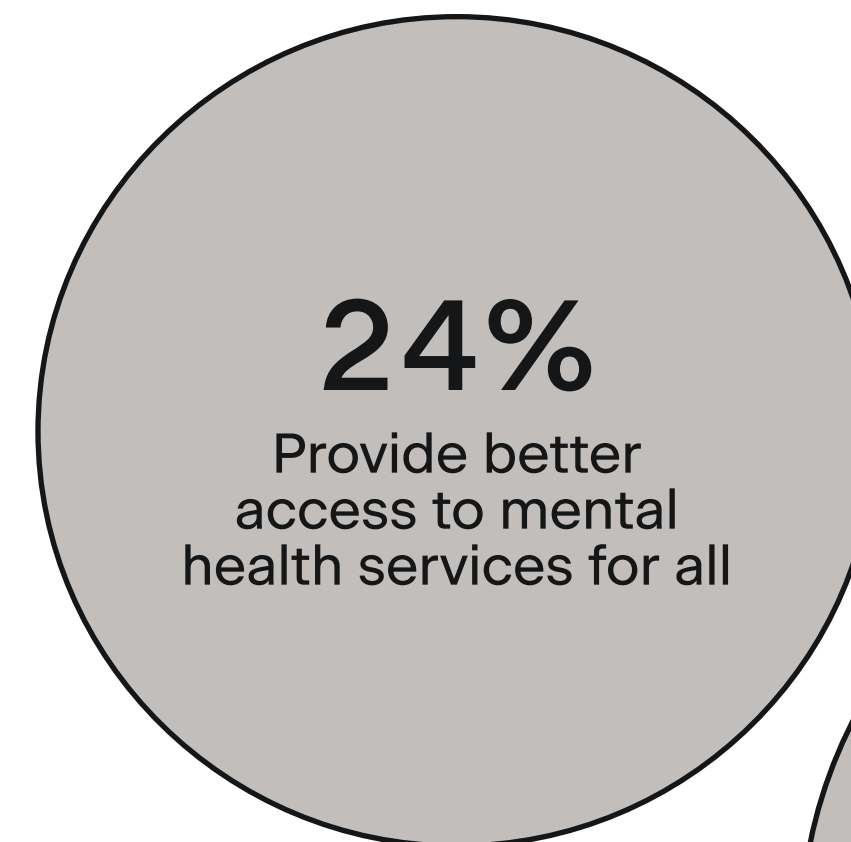
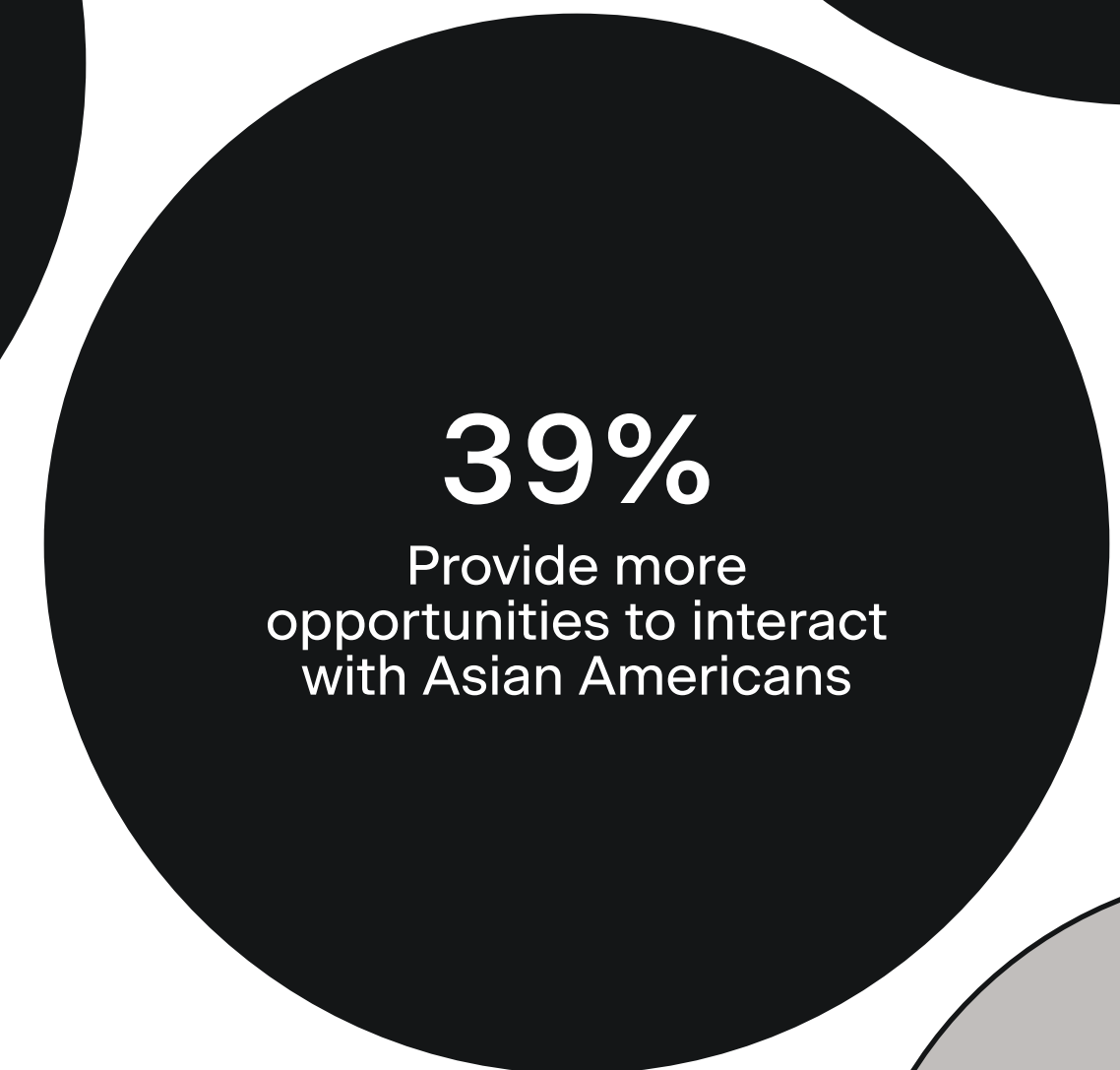
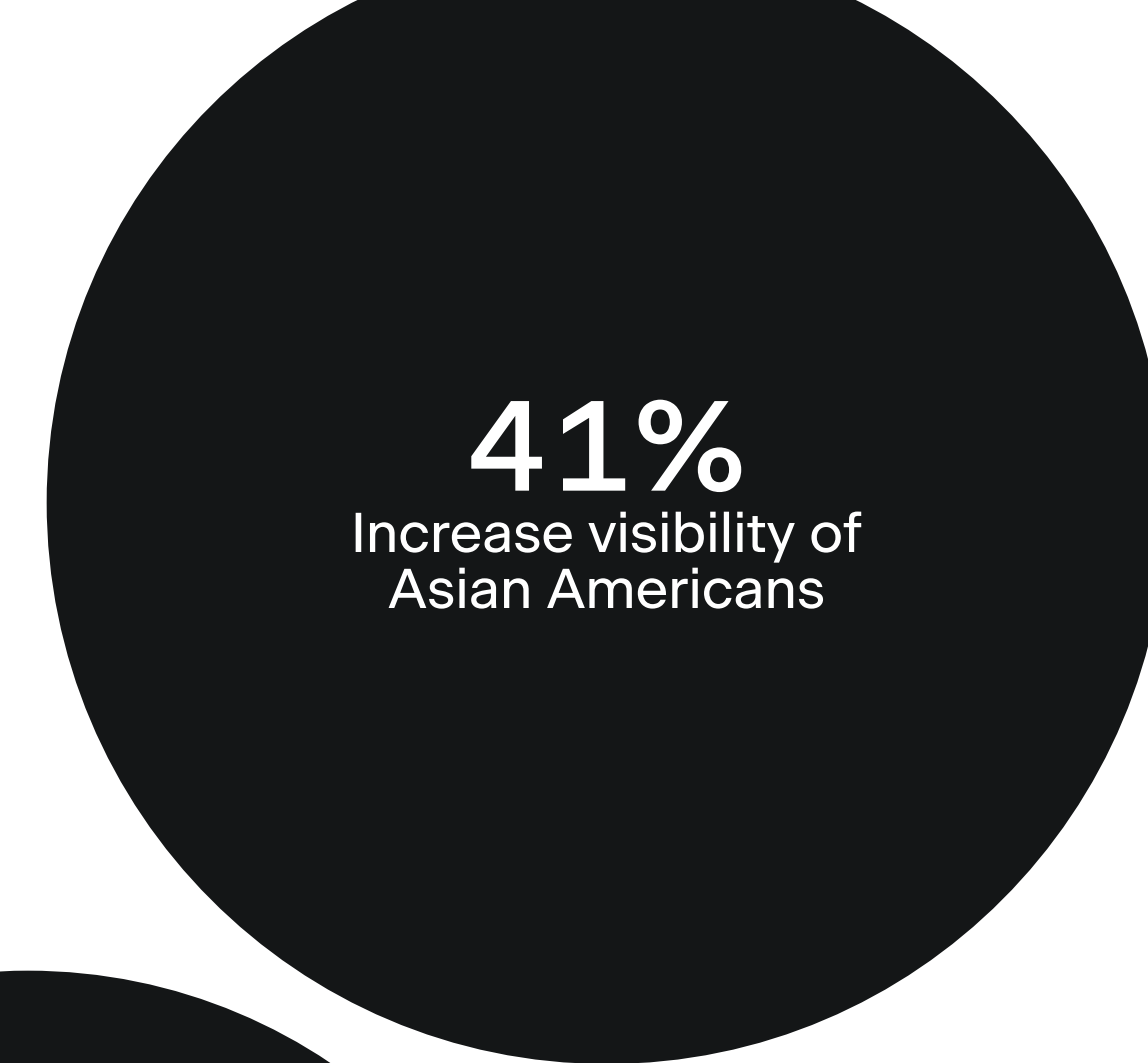
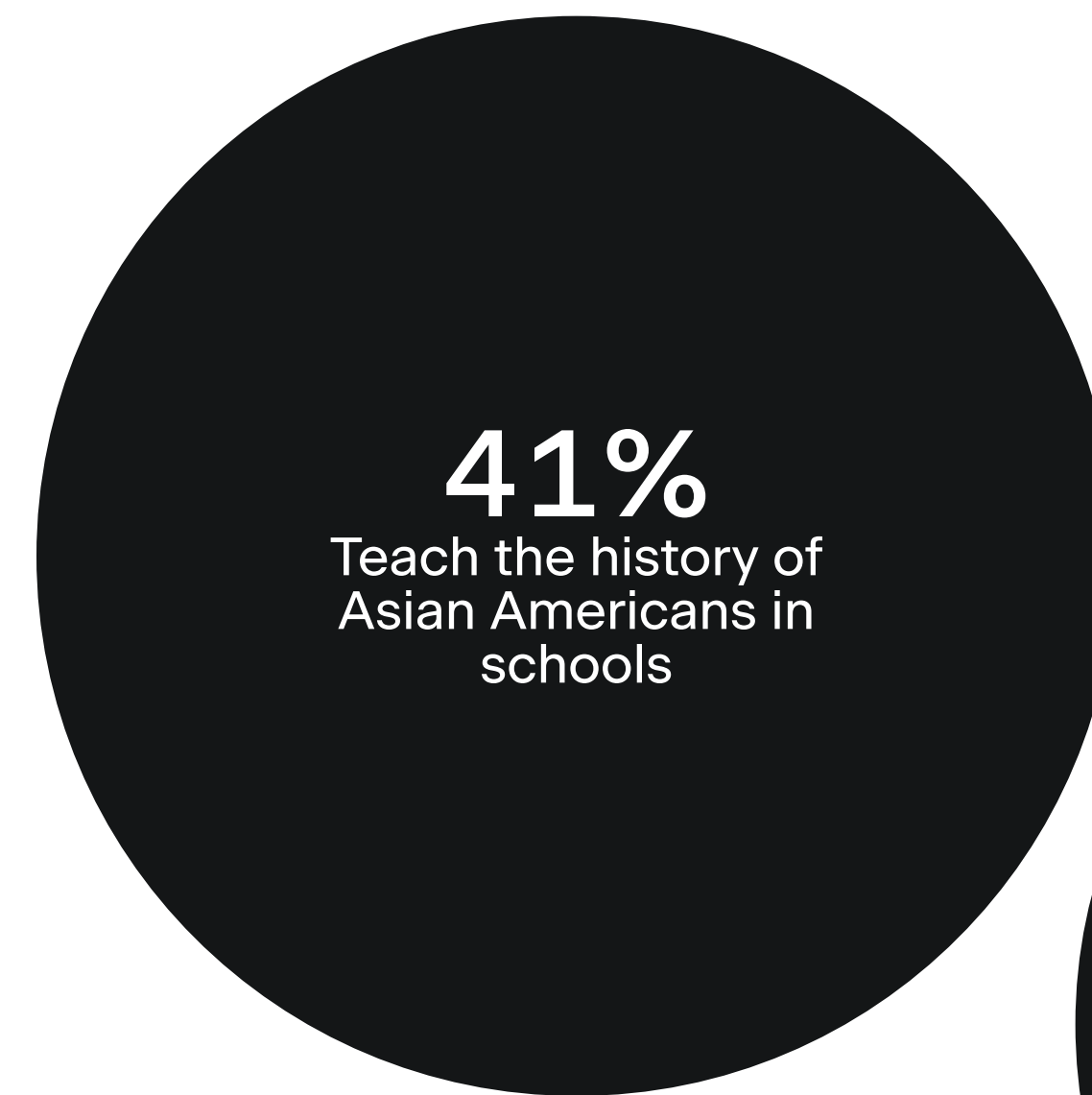


Comedies

By improving education, boosting visibility, and increasing opportunities to interact, Americans say racism towards Asian Americans will decrease.

The top 3 ideas for decreasing racism are to teach the history of Asian Americans in K-12 schools and colleges (41%), increase visibility of Asian Americans in American society (41%), and provide more opportunities to interact with Asian Americans (39%).

Which of the following do you think is the best way to decrease racism towards Asian Americans?



Discussion

The individual results of the STAATUS Index are meaningful on their own. However, when examined together a clear throughline emerges. Persisting and escalating hate and mistrust directed at Asian Americans, combined with a lack of representation and visibility, contribute to feelings of exclusion and non-acceptance. Examining the individual trends as well as the connections in these results is an effective starting point for combating hate, expanding education efforts, and broadening narratives, thereby driving real change.

Despite our growing distance from the COVID-19 pandemic, Asian American still experience alarming levels of hate. Nearly 3 in 10 Asian Americans were verbally harassed or abused in the last 12 months, nearly 1 in 3 have been called a racial or ethnic slur, and a majority report feeling unsafe or uncomfortable in day-to-day spaces like social media, workplaces, neighborhoods, and schools. 38% of Asian Americans have experienced discrimination.

Other surveys confirm what people report in the STAATUS Index, such as the FBI and National Crime Victimization Survey. According to the [2024 TAAF NYC Safety Study](#),²⁰ 70% of Asian Americans living in

New York City said they have felt unsafe or uncomfortable in various public settings. It's worse for Asian American women, 83% of whom felt unsafe. In 2023, [The Associated Press-NORC Center for Public Affairs Research and AAPI Data](#)²¹ found that AAPIs have experienced discrimination in stores or shopping malls (30%), while receiving healthcare from doctors and hospitals (28%), and in their community (28%).

Partially fueling this surge of Asian American hate, mistrust, and stereotypes are increasing anti-China perceptions in the U.S. People see China and Russia as equal threats to the U.S. This is disconcerting given that Russia is at war with Ukraine, an ally of the U.S., while China is not militarily engaged. A 2023 [Pew Research Center](#)²² analysis shows similar perceptions, revealing that out of all the countries in the world, half of Americans consider China to be the biggest threat to the U.S. Additionally, nearly 80% are unsure or in agreement about Asian Americans' lack of loyalty to the United States.

Anti-China sentiment manifests in support for restrictions on land ownership and jobs. This year we find 45% of Americans are in favor of preventing foreign nationals, including from China, from purchasing land. Additionally, in

2023, 31% of Americans said they believe Asian Americans should be subject to greater scrutiny if they work in roles critical to U.S. global strategic competitiveness.

Viewing China as one of the greatest threats, coupled with doubts on Asian Americans' loyalty, is a clear example of how Yellow Peril fears could easily result in discriminatory policies such as restrictions on land ownership. Such racist policies can further perpetuate hate and continue to spur violence against Asian Americans.

Ongoing challenges for Asian Americans in American society arise from pervasive stereotypes and misconceptions, such as the model minority and perpetual foreigner notions, which overshadow the diversity within the community. Many Americans incorrectly assume higher educational and financial status among Asian Americans, perpetuating the model minority myth - however, Asian Americans themselves report feeling a lack of belonging in school and in the workplace. Asian Americans are often seen as outsiders, with a significant portion of Americans believing they primarily socialize within their own community, further exacerbating social disconnect. Moreover, there's a lack of recognition of Asian Americans in mainstream culture

and history, with figures like Jackie Chan standing in for the broad range of Asian American experiences. Additionally, limited perceptions of Asian Americans' professional and leadership capabilities persist. For example, most people in 2024 think there should be more Asian American representation in the fields of science and technology and healthcare and medicine. However in 2023 and 2022, Americans felt Asian Americans were already well-represented in senior positions in these fields. This disparity, coupled with discomfort about Asian Americans in the highest leadership roles, indicates a potential bamboo ceiling, reflecting systemic barriers to their advancement.

Taken as a whole, this year's findings tell a story of continued hate and discrimination towards the Asian American community in both overt and covert ways. They give us insights into why Asian Americans are least likely of any racial group to feel a strong sense of belonging and acceptance. A surprising takeaway is that education, wealth, and where one is born do not necessarily increase perceived acceptance for Asian Americans. That Asian American youth are least likely to feel accepted is especially troubling, and may help explain the burgeoning mental health crisis.

It is not a feeling Asian Americans have to face alone, however. Across other groups, people of color report experiences of discrimination and feeling a lack of belonging and acceptance compared to white Americans. Finding opportunities for Asian Americans to come together with other communities of color – including NHPIs, who share many of the struggles faced by Asian Americans – could be a big step in changing the tide for all.

To address the issues uncovered by this year’s report, we need comprehensive action. Taking steps to bolster education about AANHPIs, enhance opportunities for cross-racial interactions, and increase AANHPIs’ visibility in society promises to decrease discrimination and create a safer, more inclusive American society.

Our study is not without limitations. We share a few below along with recommendations for future research:

- 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 address, 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.
- Though our sample of NHPIs (n=30) is too small for meaningful subgroup analysis, our findings on public views on the NHPI population are unique and instructive. 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 the 2024 survey, we introduced an option “None come to mind” for questions that required an open-ended response, in order to ease data cleaning and backend coding. Compared to previous years, we find that this year, more people opted for the “None come to mind” option. This could be due to the ease of selecting the option in a desire to complete the survey.

Our Academic Advisory Committee will review including this option for future surveys.

- 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.”



Conclusion

Understanding how people view Asian Americans, Native Hawaiians, and Pacific Islanders continues to be crucial to building a world where AANHPIs are safe, included, and thriving. The STAATUS Index is the only nationally representative survey that covers these pressing issues. When it launched in 2021 on the heels of a global pandemic, the STAATUS Index captured ways that AANHPIs continued to be blamed for COVID-19 and either seen in highly stereotypical ways — with Jackie Chan and Bruce Lee being the AANHPIs Americans recollected most, if at all — or not seen at all. The following year, in 2022, it was clear our community still struggled with a lack of belonging, a theme that reappeared in 2023, and continues today. Now in its fourth year, we continue to see the role fear and stereotypes play in hatred and violence towards AANHPIs. This year’s data, combined with deeper year-over-year trends, also reveals how these persistent problems contribute to feelings of exclusion and non-acceptance among AANHPIs.

Glimpses of hope and optimism dot the survey. There is interest in learning about AANHPIs, introducing historical events to

curriculum, and increasing interactions. However discrimination and feelings of mistrust continue, with Americans unable or unwilling to recognize the impact of these challenges. Amidst economic, political, and social challenges today, AANHPI friends, families, and elders still feel unsafe and unwelcome. There is no easy solution to addressing these challenges. Anti-Asian sentiment is deeply rooted in the country, spanning beyond today’s political rhetoric and the cloud of COVID-19. However, the STAATUS Index helps to identify and dismantle entrenched racial bias, discrimination, and stereotypes by producing accurate and inclusive data. TAAF and our partners continue to use the findings from STAATUS to inform our thinking, strategy, and programmatic work. Our NYC Safety Survey,¹⁹ TEAACH Field Guide,²³ and Red Light, Green Light²⁴ studies are some data-driven ways to understand the needs of our communities better and shed light on potential ways forward. As we continue to uncover new insights, we can identify and collaborate on concrete solutions to fight racism towards the AANHPI community, and work toward a more just and inclusive society.

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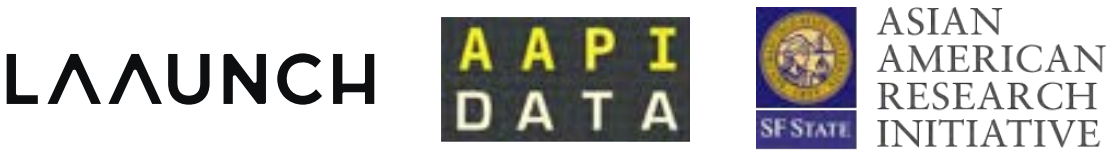
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