

State of Chinese Americans 2025 Survey Methodology

This survey was conducted by NORC at the University of Chicago and with funding from Committee of 100. This study is part of a research project in progress; ongoing efforts are made to increase the quality of the sampling methodology to improve the accuracy, precision, and reliability of estimates and to ultimately yield a more accurate and complete understanding of the American population.

AmeriSpeak & Amplify AAPI Panels

Data were collected using NORC's AmeriSpeak and Amplify AAPI panels. AmeriSpeak is a large probability-based household panel funded and operated by NORC, designed to be representative of the U.S. household population, including all 50 states and the District of Columbia. U.S. households are randomly selected with a known, non-zero probability from the NORC National Frame as well as other address-based sample (ABS) frames and then recruited by mail, telephone, and in-person field interviews. The panel provides sample coverage of approximately 97% of the U.S. household population.

Amplify AAPI is a large probability-based panel designed to be representative of the U.S. Asian American, Native Hawaiian, and Pacific Islander (AANHPI) household population, include all 50 states and the District of Columbia. U.S. households are randomly selected with a known probability from a national frame of addresses and then recruited by mail and telephone, and in limited cases, face-to-face. For the initial screening, sample households are invited to an online or phone (respondent's choice) survey by visiting a panel website or by calling a toll-free telephone line (inbound/outbound supported). English, Chinese dialects of Mandarin and Cantonese, Vietnamese, and Korean were offered in both printed materials and by telephone recruiters in samples that offered non-English languages. AmeriSpeak and Amplify AAPI panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic institutions, non-profit organizations, the media, and commercial organizations.

Fielding

Interviews for this survey were conducted between May 19 through June 29, 2025 online, available in English, Simplified Chinese, Traditional Chinese, Korean, and Vietnamese. Participants were provided with a small monetary incentive for completing the survey. A general population sample of White, Black, Hispanic, Asian Americans, Native Hawaiians, and Pacific Islanders, 18 years of age and over representing the 50 states and the District of Columbia, were selected from NORC's AmeriSpeak and Amplify AAPI Panels.

In total, NORC collected 2021 of final interviews: 324 non-Hispanic White, 307 non-Hispanic Black, 344 Hispanic, 329 non-Hispanic non-Chinese AAPI, and 717 non-Hispanic Chinese AAPI. The study's sample was selected from the Amplify AAPI and AmeriSpeak Panels using sampling strata based on age, race/Hispanic ethnicity, education, and sex (64 sampling strata in total). Oversamples of non-White individuals were recruited to provide sufficient statistical power to analyses across and within racial and ethnic groups. General population estimates are obtained using statistical weights designed to produce a representative sample with regard to race and Hispanic ethnicity, among other variables detailed below.

Panel & Survey Sample Performance

The survey completion rate is 23.0%, the weighted household panel recruitment rate is 26.1%, and the weighted household panel retention rate is 78.2%, for a cumulative response rate of 4.7%. The overall margin of error is ± 4.15 percentage points at the 95% confidence level, including the design effect. The margin of error is higher for specific racial and ethnic groups (e.g. ± 6.16 percentage points for Whites). Sampling error is only one of many potential sources of error in surveys.

Quality Review

NORC applied cleaning rules to the survey data for quality control. In total, 182 cases were removed from the final set of completed interviews based on two cleaning rules: participants that completed the survey in less than one-third the median duration (11 minutes), and participants that skipped or refused more than 50% of eligible questions.

Statistical Weighting

After the sample has been selected, participants have been interviewed, and data have been collected with quality controls have been applied, panel and study-specific weights were developed in three stages:

- 1) Amplify AAPI Panel Weights were developed for all panel members that account for their probability of selection into the panel recruitment samples, panel recruitment nonresponse adjustments, and calibration adjustments of the recruited panel to match population benchmarks. Amplify AAPI Panel Weights ensure that the Amplify AAPI Panel represents the target AAPI population. The raking dimensions used to match population totals include: age x sex, census region, education, US-born status, and California residence by Chinese origin. Separately, AmeriSpeak Panel Weights were developed for all AmeriSpeak panel members to account for their probability of selection into the panel recruit sample, panel recruitment nonresponse adjustments, and poststratification adjustments of the recruited panel to match population benchmarks.

- 2) Sampling weights developed for the study sample to account for their probabilities of selection from the panel. The Study Specific Base Weights are a product of the Amplify AAPI Panel Weights and the inverse of selection probabilities associated with sample selection from the panel. The study-specific base weights ensure that the sample selected from the panel represents the target AAPI population.
- 3) Final weights developed for all completed cases of a specific study. The final weights are the study-specific base weights adjusted for survey nonresponse through a weighting class method and calibration through raking. Raking adjustments ensure that the final weights align the survey sample to relevant population benchmarks. The final weights may be trimmed to reduce the influence of extreme weights on survey estimates. The raking dimensions are the following: race/ethnicity x age, race/ethnicity x sex, race/ethnicity x region, race/ethnicity x education, and age x sex.

All sociodemographic dimensions described above are weighted to benchmarks from the 2019-2023 5-year American Community Survey.

For more information about the study, please contact Committee of 100 Research & Data Scientist Sam Collitt at scollitt@committee100.org.

About Committee of 100 and NORC:

- Committee of 100 empowers Chinese Americans and bridges America and China, leading with vision and purpose. For over 30 years, we have been the preeminent non-profit leadership organization of distinguished Chinese Americans, advancing full participation in American society and constructive U.S.-China relations through groundbreaking research, policy analysis, leadership development and civic engagement. Learn more at committee100.org.
- NORC at the University of Chicago is a nonpartisan research organization, founded in 1941. It is the oldest and largest university-based survey research organization in the United States. www.norc.org.