

SEEHER  
#WriteHerRight

# API WOMEN

## Authentic Representation and Storytelling



The stories we tell have the power to connect and unite us. They change how we see ourselves, each other, and the world around us. We write the narrative for future generations. The opportunity — and responsibility — to do better is ours.

**SeeHer**, the largest global movement to eliminate gender bias in marketing, media, and entertainment, and **Gold House**, the leading Asian and Pacific Islander (API) changemaker community, partnered to encourage an intersectional approach to the creative development process so that more API women and girls see themselves authentically reflected in content.

The **#WriteHerRight API Women Authentic Representation and Storytelling** guide serves to illuminate the extensive opportunities for genuine and nuanced depictions of API women and help storytellers become aware of unconscious biases. This guide is designed to be a starting point for much-needed discourse. It is critical to have API women represented on screen, behind the camera, and in decision-making positions. The work of diversity, equity, and inclusion is an iterative process which requires unlearning, learning, listening, and ongoing communication.

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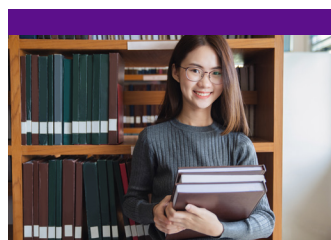
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# EXECUTIVE SUMMARY

The majority of the global population is API, representing multiple major geographic regions, diverse cultures, languages, traditions, and lived experiences. In the United States, Asian Americans and Pacific Islanders (AAPIs) are the fastest growing demographic, with buying power larger than the majority of countries around the world.

**Yet, most do not feel accurately represented in the media.**

API women are often portrayed as a monolith, which ignores the complexities and nuances of various API cultures and increases negative stereotypes. This has significance, as misconceptions and stereotypes fuel discrimination and have been linked to the increase in violence against the API community, especially women. Additionally, Native Hawaiian and Pacific Islander (NHPI) women feel that their stories need deeper development, as their experiences are typically more parallel to Indigenous communities, who face higher levels of erasure than other API cultures.

Authentic representation and storytelling are more important now than ever, as **media may be the only window for many to see others who are different than themselves.**

## APIs ON A GLOBAL SCALE

**4 BILLION**  
POPULATION

**50**  
COUNTRIES

**60%**  
WORLD'S  
POPULATION

**100+**  
LANGUAGES  
AND ETHNICITIES

## AAPIs

### FASTEST GROWING POPULATION IN U.S.

ASIAN +81%

HISPANIC +70%

NHPI +61%

BLACK +20%

WHITE +1%

### AAPI BUYING POWER

**\$1.3 TRILLION**

Larger than the GDP of all but 13 countries around the world

## AAPI HATE

MARCH 19, 2020—DECEMBER 31, 2021

**10,905**  
TOTAL REPORTED  
AAPI HATE CRIMES

**+339%**  
↑  
INCREASE

**61.8%**  
REPORTED BY  
AAPI WOMEN

“ I work to ensure that the women I play are not just relegated to stereotypes. That includes Evelyn Wang [*Everything Everywhere All at Once*], an aging Asian immigrant woman, normally invisible, but in our story, she is the superhero. She is the one who finds her voice. Evelyn's voice and so many like hers need to be heard. Because we all have superpowers. These combined superpowers can and will change the world.

**Michelle Yeoh**

ACTOR,  
PRODUCER

ACCEPTANCE SPEECH OF 1ST SEEHER AWARD  
AT GOLD HOUSE GOLD GALA, MAY 2022



# KEY FINDINGS

In August 2022, SeeHer and Gold House reached out to the marketing, media, and entertainment communities to conduct one of the largest studies on the portrayal of API women across East Asian, Southeast Asian, and South Asian communities, as well as NHPIs and those of mixed race backgrounds. The survey found that three out of four API women are dissatisfied with how they are currently portrayed in the media. However, API women had an overwhelmingly positive outlook for the future of API women in front and behind the camera.

## 62%

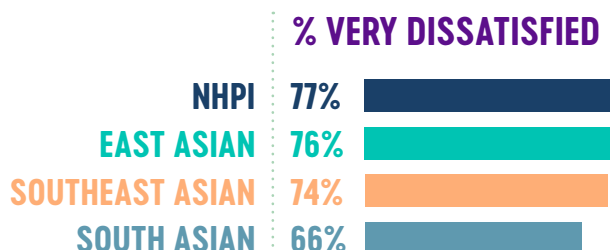
Agree DEI (Diversity, Equity, and Inclusion) efforts have resulted in actual change in front of and behind the camera

## 79%

Are overwhelmingly positive on the outlook for the future of API women in front of and behind the camera

## 74%

Total respondents are dissatisfied with how API women are portrayed in media, advertising, and entertainment



## LGBTQIA+

77% dissatisfied about portrayal  
84% positive outlook for the future

The majority of API women thought nuances of the following attributes **were not well represented**:

 **Pronunciation and Accuracy of API Names**

 **Sexual Orientation**

 **Skin Tone**

 **Gender Identity**

 **Hair Texture**

 **Multi-Racial Identity**

All demographics of API women surveyed chose multi-racial identity as being the worst portrayed in media, advertising, and marketing

Over half of the respondents felt the pronunciation/accuracy of API names were not at all well represented

Southeast Asians felt skin tone was the worst represented

Respondents said the **biggest barriers to increasing representation and accurate portrayals** of API women in media are:

**WRITERS POSITIONS EXPERIENCES RESEARCH DECISION-MAKERS**  
**SCREEN AUDIENCE CULTURE OPPORTUNITIES**  
**ACCESS NARROW HIRING POWER FUNDING**



# CONTEXTUAL REPRESENTATION

“ Audiences are hungry for authenticity. They want to learn about new cultures. They’re open to hearing languages and seeing customs from other places. The specificity of it all makes it relatable.

**Dana Ledoux Miller**

SHOWRUNNER,  
PRODUCER, WRITER



## KEY INSIGHT

It is essential that API women are shown in nuanced and contextualized storylines that emphasize their humanity and diversity. When API women hold meaningful roles in front of and behind the camera, they can serve as narrators of their own stories in their own voices.



# 81%

## of consumers

feel that media is critical in shaping gender roles



“ We need more roles where Asian women and girls are just portrayed as people, not that their role requires them to be Asian.

### Padma Lakshmi

THE NEW YORK TIMES  
BESTSELLING AUTHOR,  
HOST, EXECUTIVE PRODUCER

## THOUGHT STARTER QUESTIONS

**What roles do API women play in the storyline, relative to other characters?**

- Is an API woman the lead or co-lead?
- Could the script pass the Bechdel test? That is, does it include at least two API women talking to each other about something other than a man?
- Is the API woman tokenized or exoticized?

**What are the API women's experiences on screen?**

- Are the characters fleshed out with complete storylines?
- Are the characters shown as experiencing what other women experience and not only defined by their race/ethnicity?
- Are the motivations for the characters' choices and actions clearly defined?
- Do they have multi-layered interests and passions?
- Have the actors portraying the characters been invited to share their own experiences, in their own words?

**What is the impact on audiences watching the API women on screen?**

- Are API women humanized so audiences understand them to be complex and multidimensional?
- Are the stories being told in a way that is broadly applicable to all audiences, not just the API community?
- For stories that incorporate social justice themes, are they rooted in the characters' personal stories in a manner that enables the audience to connect with and emotionally invest in them?

**Are API women represented behind the camera?**

- Are API women represented in the writers' rooms? Are API women hired as showrunners, creative executives, and decision-makers?
- Are API women represented at the studio and executive levels?
- Are API women empowered, supported, and not tokenized?



# PERSONAL ATTRIBUTES

## KEY INSIGHT

API women represent a vast range of countries, regions, and ethnicities. It is imperative that special attention is paid to details and that there is reflection of the many different body types, skin tones, facial features, and hair textures that exist within all API populations.



## THOUGHT STARTER QUESTIONS

**How diverse and authentic are the personal attributes of the API women featured?**

- Is there a range of skin tones, body types, and hair textures?
- Does the background of API women in terms of country, region, ethnic background, and/or language inform the personal attributes of the character?
- Are accurate and preferred pronunciation of API names used?
- Does the cultural presentation (clothing, accent, demeanor, slang, etc.) align with the location represented in the story?
- Are API women shown as intelligent, emotionally and mentally strong, multidimensional, and resilient regardless of skin tone, appearance, or socio-economic status?

## CONSIDER THIS

- Colorism, or the preference for lighter skin, is a significant form of discrimination in many API communities.
- API women are often portrayed in an over-sexualized or “exotic” manner.
- Ensure API women are shown with a variety of skin tones, as proud of their bodies, and owning their sexual identity.



# LANGUAGE

“ Be sensitive to the nuances between Asian Americans and don't paint them with a broad brush. I know that requires a lot of work - for example, in India, if you're from North India, you probably speak Hindi or Punjabi, while if you're from South India, you might speak Tamil... I would love for there to be a little more thoughtfulness and accuracy.

**Padma Lakshmi** *THE NEW YORK TIMES BESTSELLING AUTHOR,  
HOST, EXECUTIVE PRODUCER*



## KEY INSIGHT

Understanding the complexity of language and how it directly reflects identities is critical. Language usage, regional speech, accents, idioms, dialects, and generational differences need to be in context and reflect the characters' history, background, and lived experience.



## THOUGHT STARTER QUESTIONS

- If a character is of a specific culture, are the actor's accent and idioms aligned with the language of that culture?
- Is code-switching incorporated into conversations between family members and friends as well as with non-APIs in an organic way?
- Does the spoken language of a character take their backstory into consideration (e.g., fluency based on generation, number of years in their current country)?
- Is bilingualism integrated into the depiction of API families rather than have older generations speak in broken English?
- Is body language appropriately used in communications? (E.g., specific hand gestures can convey different meanings in different cultures, much like pointing with a middle finger would be inappropriate in the U.S.)
- Do interactions with other characters, situations, and generations include contextual reference to the relevant regions of the characters?
- Are subtitles accurately used to convey the meaning and connotations beyond literal translations?



## CONSIDER THIS

Seamless shifting of languages when characters express themselves or when speaking to a native English speaker vs. an API country's native speaker is common for many API communities. Many APIs also naturally code-switch when talking in a single conversation.



# FAMILY

“ [Many] Asian American families stay together under one roof for longer periods of time, which can result in the collision of many different beliefs. How APIs and AAPIs act with family and how they present to the world can be quite a contrast. I witnessed through my own family a belief that what you don’t show the world might be just as critical, which could be a potential revealing start or insight into character-building.

**Hana Mae Lee** FILMMAKER,  
ACTOR



## KEY INSIGHT

As with all people, API family dynamics are complicated and multi-faceted. There are specific nuances exclusive to certain cultures (e.g., showing respect and addressing elders, which can include honorifics and different body gestures).

Other aspects of family structure that are common to API cultures are multi-generational households, religious rituals regularly done at home, and removing footwear before entering a home. Food, clothing, and jewelry are also important features of API celebrations and traditions.



## THOUGHT STARTER QUESTIONS

- Are the variations between generations in API families fully explored without defaulting to stereotypes of older generations who strictly adhere to traditional values and younger generations who are more Westernized?
- Have the experiences of war trauma and/or displacement from homes by older generations and more recent refugees been considered?
- Have honorifics between generations been appropriately incorporated into intergenerational relationships?
- Are indigenous family and cultural traditions shown specific to each API community by incorporating their unique food/dishes, home design, and rituals?
- Is living in a multi-generational household with nuanced relationships between generations shown as an accepted norm?
- Are there roles that are not “immigrant-based” and seen through the lens of APIs born and raised in the U.S. or outside their familial countries of origin?
- Are there narratives shown from the perspective of multiple generations beyond immigrants [e.g., third generation API women]?
- Are relationships and families shown outside of heteronormative structures? And more deeply, intersectional bonds outside of those that are white?
- Are parent/child relationships explored outside of stereotypes of the traditionally high expectations of older generations and rebellion of younger generations?
- Is there a focus on the API women’s own growth, self-awareness, and evolution outside of their identity tied to family?



“ This industry often demands that I try to define myself but no one’s experience can be reduced to one thing. Being mixed race has often felt like I do not fully belong to one culture or another, rather I am somewhere in the middle of the glorious spectrum of identity that we all belong to. The only thing we can do is share our stories, nuances, and unique experiences in the hope that the industry truly listens. Representation matters and if we are prepared to listen, there is no one who won’t benefit.

**Eleanor Matsuura** ACTOR



# CULTURE AND RELIGION

## KEY INSIGHT

There are a vast range of religious and cultural customs practiced across API communities, from Judeo-Christian religions to Buddhism, Shintoism, Hinduism, and Islam, as well as many indigenous traditions. Many religious and cultural traditions of API communities may not be familiar to Western audiences and are often stigmatized by non-API cultures. Faith and religious practices need to be researched and shown authentically as they are practiced. Historical context is important, as colonization has erased many indigenous religions and religious practices.



## SYMBOLISM AND OTHER CUSTOMS

If the story depicts specific cultural practices, details are important, as they can affect the interpretation of significant symbolic meanings. [E.g., while U.S. cultures may associate the color white with weddings and purity, many Asian cultures associate it with death and funerals.]





### CONSIDER THIS

Though most often represented as a tourist attraction, hula has been a part of Hawaiian life for hundreds of years. Traditionally, dancers would move to chants at temple ceremonies honoring gods and chiefs or tell stories explaining topics including weather patterns, the stars, and the movement of earth and lava.

**SOURCE** *The National Geographic*, March 2022



## THOUGHT STARTER QUESTIONS

### FOOD

- Food is an integral part of API culture, with notable differences across countries, regions, and subcultures. Is the food represented aligned with the API culture and region being accurately portrayed and not exoticized?

### MUSIC

- Music is an intrinsic part of API culture, with a multitude of genres, often with different music played for religious ceremonies, weddings, and social gatherings. Is the music aligned with the situation portrayed?
- Are the instruments used on camera accurately reflective of the culture, time period, and country of origin being represented?
- Is the music conflated to using a single culture's music to represent all API cultures? (E.g., using K-pop for all East Asian cultures or Bollywood music for all South Asian cultures.)

### STYLE AND CLOTHING

- Are the clothes, accessories, and props specific to the story's cultural region, customs, traditions, and time period? Certain styles of clothing have particular meaning (e.g., whether a woman is married) or may be viewed as inappropriate in certain environments.

### RELIGION

- Are religious traditions and rituals normalized and shown as part of the everyday life of all APIs rather than portraying them as exotic, mystical, or something that requires explanation?
- For many API cultures the experience of religion is mostly at home; are religious experiences shown as they are practiced?
- In many API countries religion is a combination of the religion of the colonizers as well as many indigenous practices. Is the history of colonization understood in terms of religion?
- There are several indigenous religious practices among NHPI communities. Have these been portrayed with alignment to the specific culture and community?
- Are religious traditions shown as they are practiced in the culture and not just to signify a single culture? (E.g., Buddhism is not just meditation, Hinduism is not just yoga, and Lunar New Year and the Mid-Autumn Festival are celebrated by many API cultures.)



# CAREER PATHS AND LEADERSHIP

## KEY INSIGHT

Fueling the stereotype of Asian Americans as the **Model Minority**, the often-insistent focus on academic achievement, as well as the elevation of a narrow band of professions, can cause frustration and disappointment between generations and for the individual. The model minority image suggests Asian Americans are always successful, and thus erases the difficulties many face reaching the top rungs of most industries. NHPI women, on the other hand, often face stereotypes painting them as lacking ambition or only focused on certain careers (e.g., tourism or agriculture) rather than displaying their full potential.



## AAPI WOMEN MAKE UP LESS THAN 2% IN THE C-SUITE

THERE IS A 72% DROP-OFF OF AAPI WOMEN FROM ENTRY LEVEL POSITIONS TO THE C-SUITE

### CONSIDER THIS

Deeply rooted API societal influences, such as not calling attention to oneself impacts others on the perception of API women as lacking leadership skills. API women often feel alienated in professional settings which affects their career growth and general confidence.

## 1 in 6 AAPI WOMEN ARE FREQUENTLY MISTAKEN FOR SOMEONE ELSE OF THE SAME RACE

Because of this, colleagues and managers may overlook their specific contributions

## THOUGHT STARTER QUESTIONS

**Are API women involved in career paths and skill sets outside stereotypes and tropes?**

- Are API women shown in creative professions (as opposed to medicine or law)?
- Are API women shown as athletes/involved in sports, involved in their communities, or as entrepreneurs?
- Are API women shown as outspoken or as leaders and decision-makers in their field?
- Are the API women shown making their own choices on education and career rather than following what their family desires?
- Are API women shown as being capable of failure?

# INTERSECTIONALITY

“ As trans people, when we become visible, we become the target. So it does not necessarily mean progress. It’s one step. In the Philippines, trans people are culturally visible. We’re a part of mainstream society. We have trans pageants on national television, but we’re not politically recognized. So mainstream visibility does not equal progress... Visibility and seeing trans people in advertising, media and characters, it’s one step, but it’s also how that story is told, how that visibility is perceived, and how it’s created.

**Geena Rocero** PRODUCER, WRITER,  
DIRECTOR



## KEY INSIGHT

It is vital that API characters are not solely represented by their race or ethnicity, but as complex, multi-faceted people with overlapping points of identity. Intersectional representation is often ignored in favor of stereotypical, one-dimensional depictions.



## THOUGHT STARTER QUESTIONS

### GENDER

- If the API character identifies as non-binary, is their gender expression being authentically represented?
- Are correct pronouns being used to address and refer to the character?
- Are API transgender women being shown in their whole experience outside of tropes and stereotypes of their identity?

### RACE

- Have the unique complexities and nuances of those growing up as mixed race or as adoptees been explored? And have you considered mixed race API characters or adoptees with parents who are not white?
- Does the story reflect the crises and challenges that arise for API women growing up not feeling like they belong in their peer group?
- As many API regions have experienced colonialism, has the racial and sociopolitical history and generational experiences been taken into account when developing the API characters' stories?
- Given the vast diversity of API women, has representation of smaller population groups such as Hmong, Laos, Thai, Khmer, Bangladeshi, and Fijian communities been considered?
- Have the distinct indigenous cultures of NHPI women been taken into account when portraying them?

### BODY

- Are API women with diverse body types, skin tones, and hair types represented on screen? Have you considered the tropes and stereotypes that affect women of larger body types?
- Have you explored traditions or cultural significance tied to certain hairstyles and/or body art?
- Are the cultural attitudes towards body type and skin tone that affect API women been considered?

“ Hire writers and collaborators that are reflective of the communities you are depicting. And do it early enough in the process to actually effect change, not at the tail end of a project where you're simply sprinkling seasoning on the dish - actually embed this in the creative process. Additionally, bring on cultural consultants and subject matter experts that can speak on the topics you're confronting.

**Charlene Joy Jimenez** DIRECTOR OF ENTERTAINMENT PARTNERSHIPS & ADVOCACY, **DEFINE AMERICAN**

CLOSE TO  
**14%**  
OF APIs IN THE U.S.  
ARE OF MIXED RACE





## THOUGHT STARTER QUESTIONS

### AGE

- Are middle-aged and older generations of API women featured as independent and having agency over their lives outside of tropes like the “tiger mom” or “traditional matriarch”?
- Are older API women shown not only as immigrants, but also as those who have lived in the U.S. for several generations?

### DISABILITY

- Have you examined the impact of ableism on people with disabilities and how it affects their everyday experience?
- Are the experiences of API women with cognitive, mental, or physical disability fully explored? Are they without tropes or stereotypes specific to the disability community?
- Is there open dialogue about mental health?
- Have stories of mental health issues specific to API women been explored?
- Has there been consideration in making content more accessible?

### LGBTQIA+

- Are representations and storylines not falling into tropes and stereotypes of LGBTQIA+ people?
- Are the distinct stories of API women in the LGBTQIA+ community represented and explored fully?
- Is historical queerness normalized within the API community? Is there an expansion of queer stories beyond people in their 20s?

### CONSIDER THIS

Experts say AAPIs with disabilities face a set of unique challenges. This includes stigma, shame, cultural barriers, underrepresentation, the model minority myth, and the racism and ableism that’s been exacerbated by the pandemic.

### AAPIs WITH A DISABILITY

**2.4 MILLION** RESEARCH SUGGESTS DISABLED AAPIS ARE OVERLOOKED AND UNDERSERVED

# OVERDONE STORYLINES, STEREOTYPES, AND TROPES

## KEY INSIGHT

Stereotypes and tropes perpetuate negative portrayals of API women, and there is great opportunity to have deeper authentic representation. API women, while incredibly nuanced in their identities, are also just like all other women and people with hopes, dreams, failures, worries, and problems.

**Have you taken into account the following overdone stereotypes and tropes of API women?**

### CONSIDER THIS

#### Model Minority Myth

The term “model minority” was coined in the 1960’s by sociologist William Petersen. Since its introduction in popular media, it has been used to refer to Asian Americans as being particularly successful, praising them for apparent success across academic, economic, and cultural domains in a manner that contrasts with other communities of color.

### Implications

Though seemingly positive, the model minority perception has had negative implications for Asian Americans.

- 1 Obscures anti-Asian racism
- 2 Renders Asian Americans invisible to broader society
- 3 Implies Asian Americans don’t need anti-racist programs
- 4 Discounts the nuanced composition of the Asian American community itself

### MODEL MINORITY

- Overachieving/successful
- Studious/smart/educated/hardworking
- Naturally good at math, science, music, and technology
- High socio-economic status/income
- Well behaved/“keeps head down”/obedient/uncomplaining
- Self-reliant
- Law-abiding
- Lack of risk-taking or only pursuing careers that are proven money-making models

### CHINA DOLL/LOTUS FLOWER

- Submissive in sexualized context
- Fetishized
- Needs saving
- Subservient/obedient
- Object of desire

### TIGER MOM

- Authoritarian/strict
- Highly controlling/harsh/demanding
- Emotionally detached



**DRAGON LADY**

- Untrustworthy/immoral/deceitful
  - Sexually available/alluring
  - Domineering
  - Threatening
  - Overtly sexual
  - Physically aggressive
- 

**PERPETUAL FOREIGNER**

- Exotic/foreign
  - Exaggerated/stereotypical accents
  - Othered
  - Mystical/“weird” practices
  - Un-American/threat
  - Brown Peril
  - Yellow Peril
- 

**IMMIGRANT NARRATIVES**

- One-dimensional immigrant storylines focusing only on generational divisions

**API WOMEN DEFINED BY PROXIMITY TO WHITENESS**

- Romantic relationships are primarily between API women and white men
  - API women seen through “white savior” lens
  - Bi-racial API characters are primarily white and API
  - Roles created for the white, male gaze
  - API woman who rejects her culture in favor of Western culture
- 

**ADDITIONAL OVERDONE STORYLINES**

- NHPI women depicted as unambitious, simple, exotic, or caricatured warriors
- Forced into arranged marriages
- Best friend/sidekick
- Nerd/butt of the joke
- Spiritual guru/wise sage
- Using API regions as backdrops and not authentically acknowledging the local people and culture
- Martial arts masters
- Strictly religious



For some reason, Asians are still allowed to be the butt of jokes. They will make fun of accents. They will take cheap shots at Asian culture and I think one of the things that we need as people is allyship and for people outside of the Asian community to speak up and to be loud.

**Eva Chen**

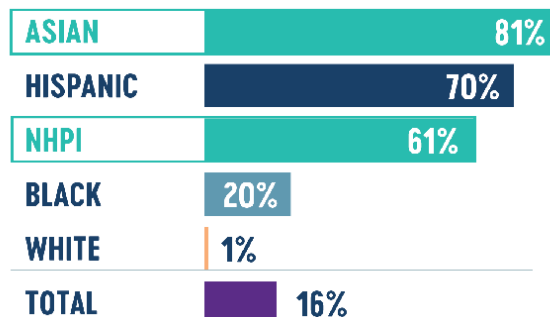
AUTHOR, DIRECTOR OF FASHION  
PARTNERSHIPS, [INSTAGRAM](#)

# CONSUMER INSIGHTS

The API community is the fastest growing racial/ethnic group in the U.S., with a population of more than 23.2 million and a growth rate that far outpaces all other racial and ethnic groups.

The API population in the U.S. is expected to increase an additional 21% by 2025 and reach 35 million by 2060.

## POPULATION GROWTH 2000–2019



The API population is substantially younger than the rest of the U.S. population.

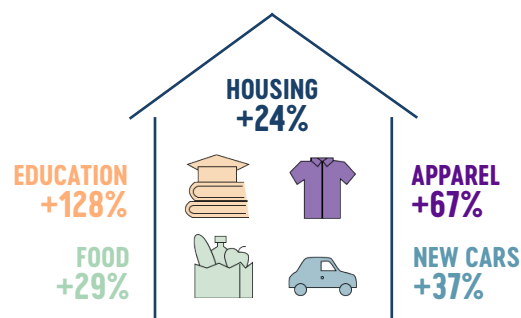
MEDIAN AGE IN THE U.S. **34** API **44** NON-HISPANIC WHITES **38** ALL U.S.

FROM 2000 TO 2019  
AAPI buying power rose

**+314%**

while only being  
6% of the U.S. population

AAPI households  
usually spend more  
annually than the  
national U.S. average



**65%**

of APIs in the U.S. are more likely to  
**WATCH CONTENT THAT FEATURES**  
someone from their identity group

**33%**

of API households in the U.S. are more  
likely than the average U.S. household to be  
**MULTIGENERATIONAL**

**53%**

of APIs in the U.S. are more likely to  
**BUY FROM A BRAND THAT ADVERTISES**  
in content featuring APIs

“During Lunar New Year, I see all these companies rolling out super luxury boxes and red envelopes, and I have not seen any kind of other targeted outreach besides this one month of the year. Companies need to be consistent and there has to be commitment to the community. Because nowadays, especially young consumers, vote with their wallets. So when you see people and you embrace them and really show that you care about the community, you will see the benefits of it because people will vote and choose to purchase and support these brands.

**Eva Chen**

AUTHOR AND DIRECTOR OF FASHION  
PARTNERSHIPS, **INSTAGRAM**

SOURCE CNN, 2021; Confronting Myth and Marginalization, Asian American Audiences and On Screen Representation, Nielsen Diverse Intelligence Series, May 2022; Pew Research, 2021



## THE U.S. API POPULATION IS DIVERSE

**22 MILLION** **1.2 MILLION**

ASIANS

NHPIs

The majority of APIs trace their roots to more than 20 countries in

EAST ASIA

SOUTHEAST ASIA

INDIAN SUBCONTINENT

each with unique histories, cultures, languages, and other characteristics

APIs are projected to be the nation's **largest immigrant group** by the middle of the century

By 2055, APIs are expected to make up

**36%**

of all U.S. immigrants

U.S. API  
POPULATION

**83%**

SINGLE  
RACE

**14%**

MULTI-  
RACIAL

**3%**

HISPANIC  
ASIAN

**57%**

APIs born  
outside the U.S.

6 origin groups make up **85%** of all APIs in the U.S.

CHINESE **24%**

INDIAN **21%**

FILIPINO **19%**

OTHER  
GROUPS **15%**

VIETNAMESE **10%**

KOREAN **9%**

JAPANESE **7%**

**Nearly half** of all APIs in the U.S. live in the West

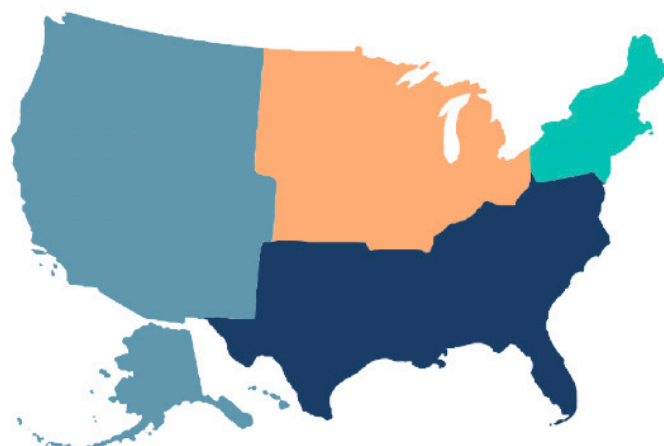
% OF THE API POPULATION IN THE U.S., 2019

WEST **45%**  
9.8 MILLION

NORTHEAST **19%**  
4.2 MILLION

MIDWEST **12%**  
2.7 MILLION

SOUTH **24%**  
5.3 MILLION



## ABOUT SEEHER

**SeeHer** is the leading global movement of media, marketing, and entertainment leaders committed to the accurate depiction of women and girls in advertising and media. Launched in 2016 by the **Association of National Advertisers (ANA)** in partnership with **The Female Quotient (The FQ)**, SeeHer is changing how women and girls are portrayed in media. To help members benchmark success, SeeHer spearheaded the development of the Gender Equality Measure® (GEM®), the first research methodology that quantifies gender bias in ads and programming. GEM® proves that content accurately portraying women and girls dramatically increases both purchase intent and brand reputation. The GEM® methodology quickly became the industry standard, winning the prestigious ESOMAR Research Effectiveness Award in 2017 and leading to its global rollout in 2018. Since 2019, the movement has expanded its verticals to include sports (SeeHer In Sports) and music (SeeHer Hear Her).

To learn more, visit **SeeHer.com** and follow SeeHer on **Instagram**, **Facebook**, **LinkedIn**, **TikTok**, and **Twitter**.

## ABOUT GOLD HOUSE

Gold House is the leading changemaker organization and network of Asian and Pacific Islanders (API), fighting together for socioeconomic equity and belonging. Through a suite of innovative programs and platforms, Gold House unites, invests in, and promotes API creators and companies to change culture and commerce. All to shape a world where everyone can thrive.

To learn more, visit **www.goldhouse.org** or follow @GoldHouseCo on **Instagram**, **Twitter**, **Facebook**, and **LinkedIn**.

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