

Greater Austin* is now firmly established as a destination for Asian households from a wide variety of national backgrounds and ethnicities. Even facing challenges, Central Texas remains poised for continued growth as Asian communities exert substantial economic and cultural energy in this vibrant and thriving region.

EXECUTIVE SUMMARY

Key takeaways and insights from the 2025 Austin Asian Impact Survey include:

- **Asians in Austin want to be heard.** The 2025 survey saw 54% increased participation among the Central Texas Asian business community, with 345 participants in 2025 (including 300 self-identified Asian respondents) compared to 224 in 2024 (including 186 Asians).
- **Workforce availability and cost are common challenges for businesses in Central Texas.** Both Asian Professionals and Asian Business Owners in this survey cite these factors as primary challenges to business growth in the region. Market environment, competition, and access to capital are also common themes.
- **Asian Professionals in this survey tend to work for larger/higher-revenue companies.** 53% work for companies with annual revenues above \$5 million. 89% work for businesses with more than 20 employees.
- **In contrast, Asian Business Owners polled here tend to own small enterprises.** 79% report their businesses earning less than \$1 million per year and 89% employ fewer than nine people.
- **Asians view Central Texas as a region of opportunity.** 70% of the Asian Business Owners in the 2025 survey report they plan to expand their business in the near term (1-3 years).
- **The area's economy continues to draw new residents.** 50% of respondents came to Greater Austin for work.
- **Asians in our region tend to be highly educated.** 87% of respondents have earned a Bachelors, Masters, or Doctoral degree.
- **Asians in Central Texas are often highly paid.** Almost half of respondents to the 2025 survey earn over \$150,000 per year.
- **Asians in the region are strongly connected to Asia.** Over two-thirds of Asian respondents report they travel to Asia and 71% begin their trips at Austin-Bergstrom over other regional airports.
- **Our respondents who travel to Asia reflect a truly Pan-Asian constituency.** The top Asian destinations among our respondents are Tokyo, Seoul, and Taipei, with destinations as diverse as Mumbai, Manila, and Denpasar ranking high on the list.
- **The 2025 sample is relatively young.** Over half of survey respondents are aged under 40.

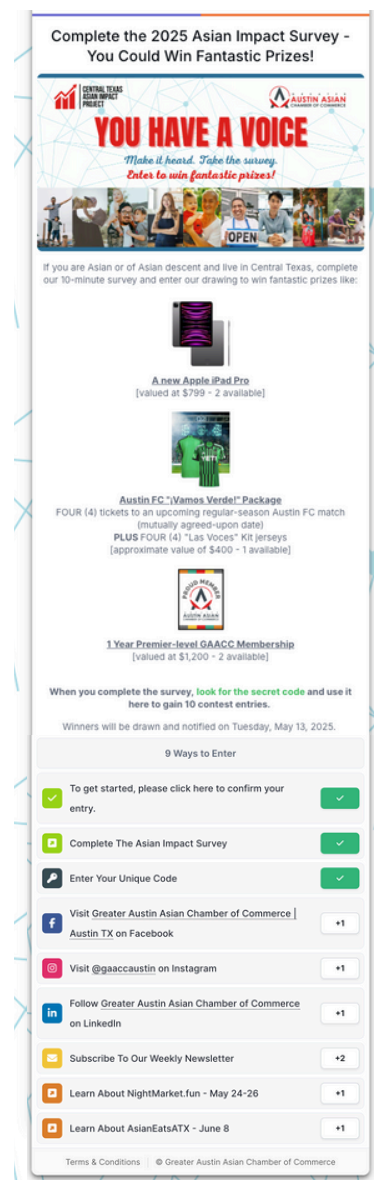
* - "Greater Austin" encompasses Travis, Williamson, Hays, Bastrop, and Caldwell Counties.

ABOUT THE AUSTIN ASIAN IMPACT SURVEY

The Central Texas Asian Impact Project, an initiative of the Greater Austin Asian Chamber of Commerce in collaboration with a robust ecosystem of Knowledge Partners, launched publicly in 2023 with the goal of providing the most comprehensive set of actionable demographic and business insights on the Asian population here in the Greater Austin region (see the final page of this report for an overview of the Impact Project).

Impact Project stakeholders are excited about the 2025 Austin Asian Impact Survey - the second annual iteration of the Project's effort to centralize our region's "Asian voices" by directly capturing the demographics, sentiment, and challenges faced by the Central Texas Asian business community.

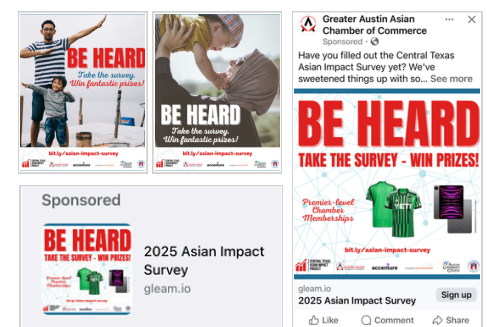
The 2025 Austin Asian Impact Survey repeated many of the same questions from the 2024 survey as a means of bolstering sample sizes and data rigor on those specific questions. A fuller comparative analysis of the 2024 and 2025 survey results will be conducted in a separate, forthcoming report.



Online Survey Contest
with Prize Incentives



Campaign Postcard



Social Media Placements

The Austin Asian Impact Survey uses an online contest with prize giveaways to incentivize participation. The public outreach campaign included digital and print marketing with some limited paid placements.

Key points about the 2025 Austin Asian Impact Survey:

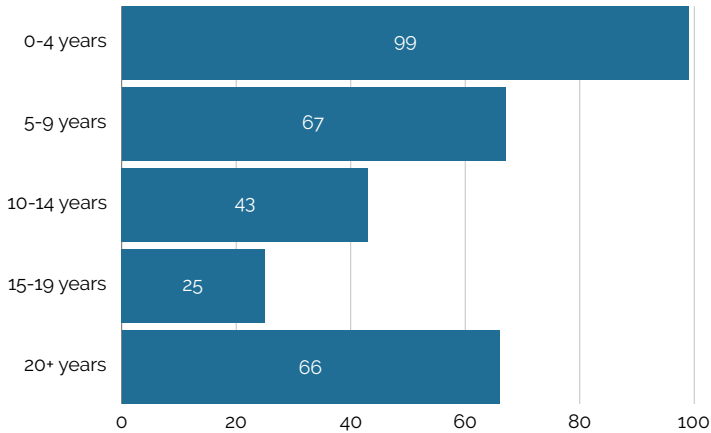
- **The 2025 survey provides more refined information about Asian business ownership in the region.** We added functionality within the survey flow allowing Impact Project analysts to identify and filter results to differentiate between those respondents who, for example, self-identify as business owners and those who do not.
- **The Asian Impact Survey is useful for stakeholders across our ecosystem.** The survey expanded its focus in 2025 with the input of partners like Austin Community College, Ascension Seton, and Austin FC by adding a number of questions covering topics such as health and wellness preferences, needs in higher education, and sports entertainment consumption.
- **The 2025 survey was available for a longer period than last year's.** The 2025 survey was released in early December, 2024 and remained open for participation until May 12, 2025.

LIVING IN CENTRAL TEXAS

Results in this section are filtered to include responses only from self-identified Asians.

Question: How long have you lived in Central Texas?

2025 Results (n=300)

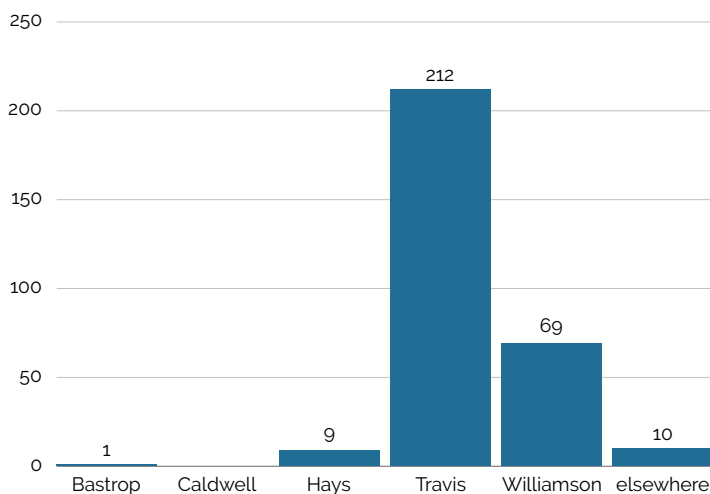


Of the 300 survey participants who self-identified as Asian and answered this question, 99 have lived in Central Texas for less than 5 years (33%), 67 have lived in the region between 5 and 9 years (22%), 43 have lived in the area between 10 and 14 years (14%), 25 have been in Central Texas between 15 and 19 years (8%), and 66 (22%) have lived in the area for 20 years or more.

These results suggest an interesting dynamic at play: a substantial majority of Asians in Central Texas have either lived in the Greater Austin region over multiple decades or are relative newcomers.

Question: What Central Texas county do you live in?

2025 Results (n=300)



Of the 300 survey participants who self-identified as Asian and answered this question, 212 live in Travis County (71%), 69 reside in Williamson County (23%), 9 live in Hays County (3%), one lives in Bastrop County, none live in Caldwell County, and 10 reside outside the five counties that comprise Greater Austin.

We know from other data collected by the Central Texas Asian Impact Project that the Asian population in Central Texas is distributed across all five counties, with notable concentrations in Williamson County. These results indicate a need for the Impact Project to increase efforts toward recruiting participation among Asian-identified people in the four counties surrounding Travis.

Question: Why did you come to Central Texas?

2025 Results (n=300)

Work	49%
Family	20%
School	18%
Other	13%

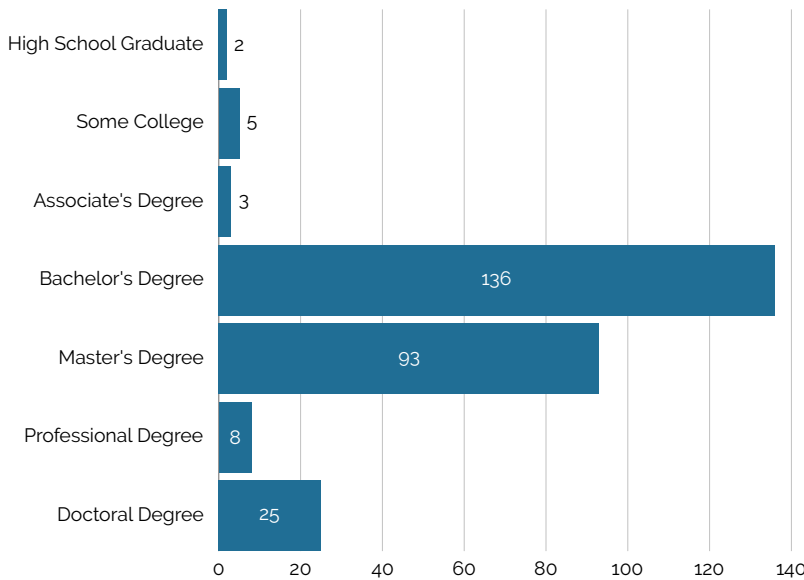
Of the 300 survey participants who self-identified as Asian and answered this question, 146 came to Central Texas for work (49%), 61 came to the region for family (20%), 54 came for school (18%), and 39 selected "Other" reasons (13%). Commonly-stated "Other" reasons include: respondents were born and/or raised here, they came here to pursue a romantic relationship, they were drawn by the culture in the Austin area, lower cost of living, and desire for a "change of place."

EDUCATION

Results in this section are filtered to include responses only from self-identified Asians.

Question: What is the highest level of education you have earned?

2025 Results (n=272)



Of the 272 survey participants who self-identified as Asian and answered this question, 136 have earned a Bachelor's degree (50%) and 93 earned a Master's degree (34.19%). 25 have earned a Doctoral degree (9.19%) and 3 have earned an Associate's degree (1%).

These results align well with the educational attainment figures seen from the U.S. Census and reflected in the Impact Project report **"How educated are the Asians in Austin?"** which indicate an estimated 74% of Asians living in Central Texas have a Bachelor's degree or higher as of 2021.

Visit www.austinasianchamber.org/impact to access interactive reports detailing the economic and demographic impact of Asians in Central Texas.

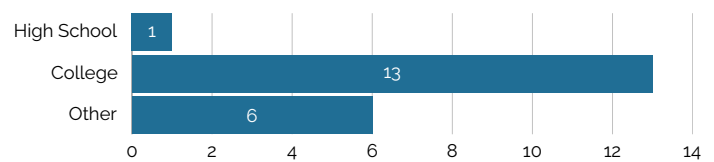
Question: Are you a student?

2025 Results (n=293)

Yes	20 (6.83%)
No	273 (93.17%)

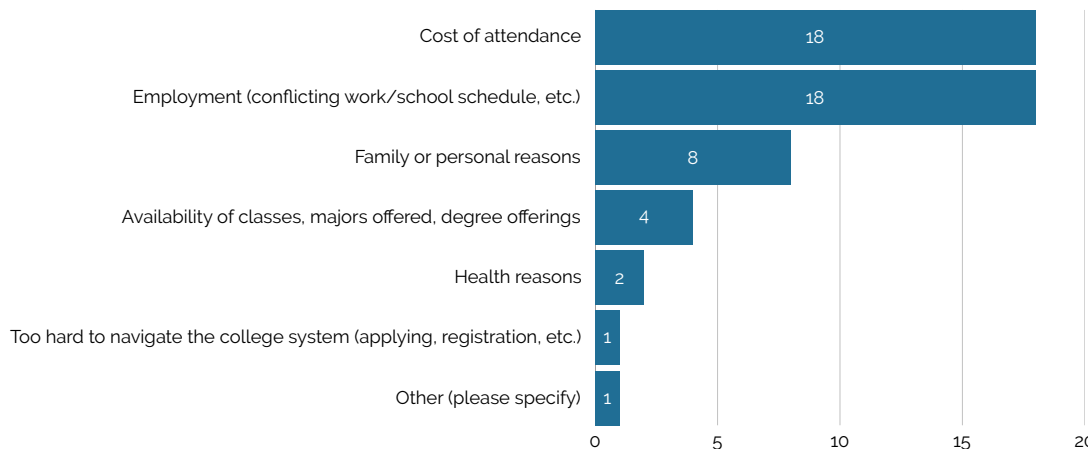
Question (Students only): In what level of school are you currently enrolled?

2025 Results (n=20)



Question: If you have not earned a college-level degree or certificate and want to, what challenges might make continuing your education difficult?

2025 Results (n=29)



After filtering against respondents who stated they already have or do not want a college-level degree, a sample of 29 remains.

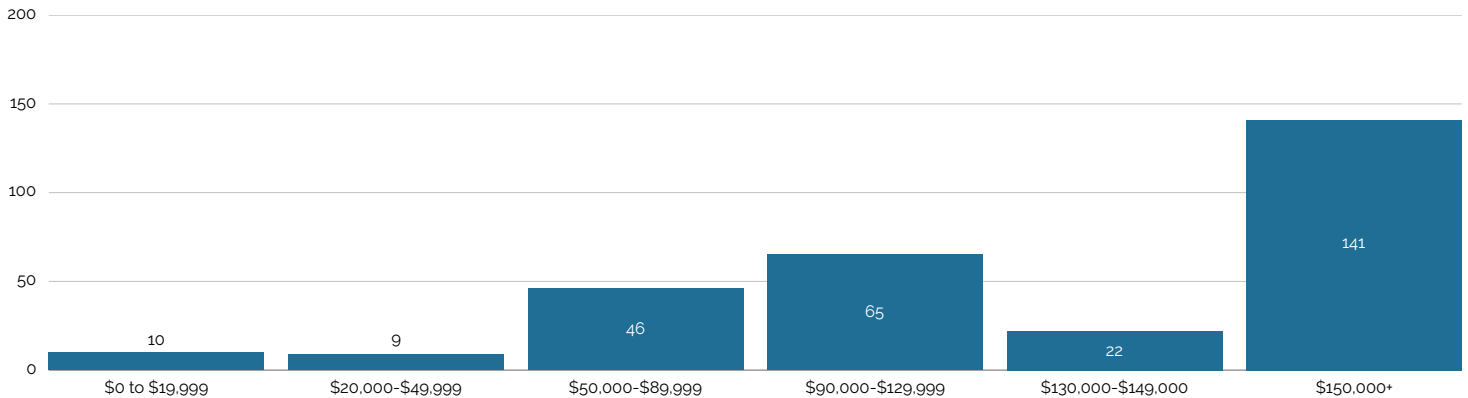
Of those, the cost of attendance and their employment (conflicting schedules, etc.) were the two most commonly-cited factors creating challenges for prospective students.

INCOME & EMPLOYMENT STATUS

Results in this section are filtered to include responses only from self-identified Asians.

Question: What is your total annual household income?

2025 Results (n=293)



Of the 293 respondents who self-identified as Asian and answered this question, almost half earn over \$150,000 per year (141, or 48.12%). Over 75% of these respondents earn over \$90,000 per year.

These results contrast somewhat with the Annual Income figures seen from the U.S. Census and reflected in the Impact Project report **"How Wealthy Are the Asians in Austin."** Those data indicate that 31% of Asians in Central Texas earn over \$150,000 per year as of 2021. The community represented by the Impact Survey sample seems to include more people in the highest income brackets than is suggested by the broader average shown in the (much larger) U.S. Census sample.

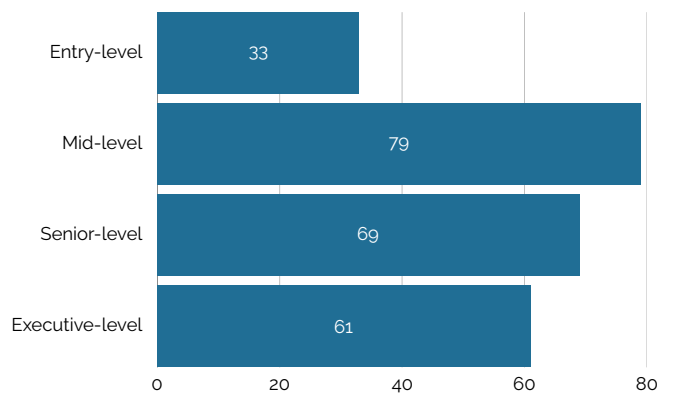
Question: Are you employed right now?

2025 Results (n=273)

Yes, Full Time	222 (81.32%)
Yes, Part Time	23 (8.42%)
Employed but currently on leave	1 (0.37%)
No, but I am looking for employment	13 (4.76%)
No, and I am not looking for employment at this time	14 (5.13%)

Question: What is your current job level?

2025 Results (n=242)



Question (Employed respondents only): Do you own (or run) your business?

2025 Results (n=246)

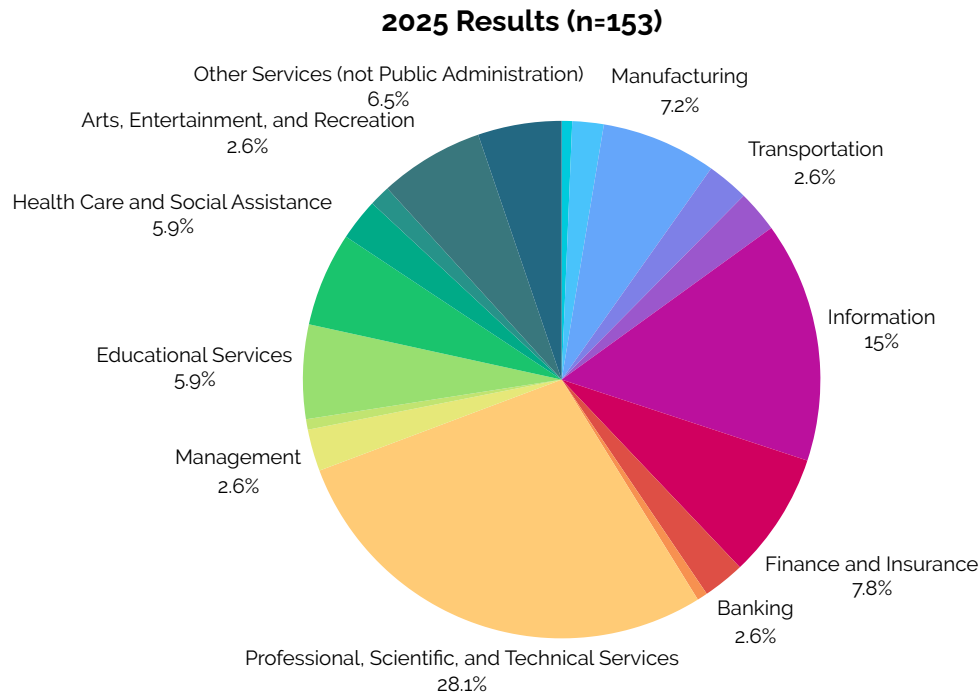
Yes	88 (35.77%)
No	158 (64.23%)

Of the 246 survey participants who self-identified as Asian and answered this question, over one third own a business. Just under two thirds are employed professionals who are not business owners.

EMPLOYMENT - NON-BUSINESS OWNERS

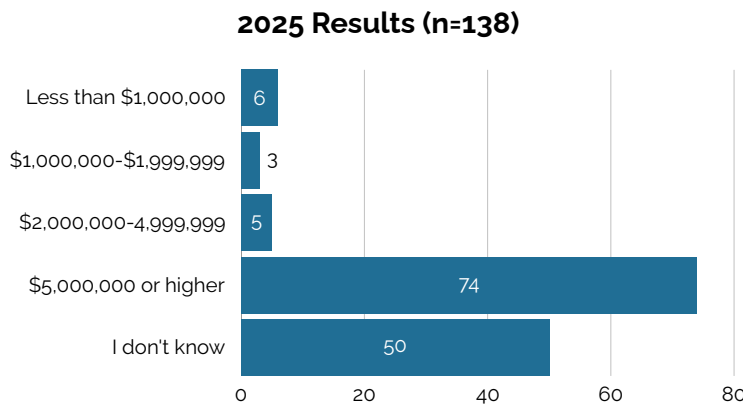
Results in this section are filtered to include responses only from self-identified Asian Employed Non-Business Owners.

Question (Employed Non-Business Owners): What industry do you work in? (Choose the one industry that best matches your business.)

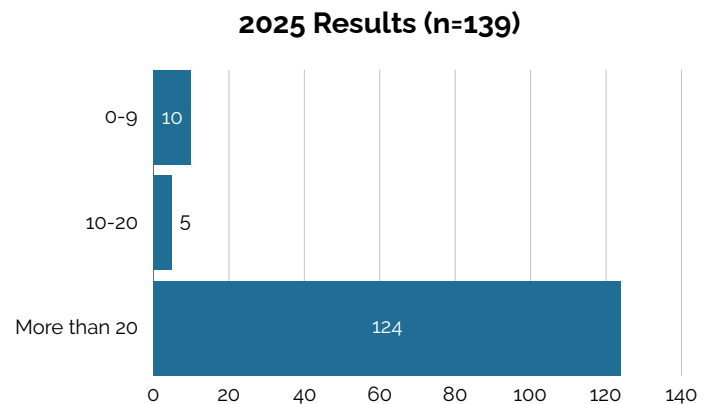


Of the 153 survey participants who self-identified as Asian and answered this question, 28.1% work in a field categorized as providing Professional, Scientific, or Technical Services and 15% work in Information. On the lower end of the scale (not labeled here) are Retail Trade, Management, Arts, Entertainment, & Recreation, and Banking (each at 2.6 %), Construction (2%), Real Estate Rental and Leasing (0.7%), and Utilities (0.7%).

Question (Employed Non-Business Owners): What are your company's revenues from the most recent year?



Question (Employed Non-Business Owners): How many people does your business employ?



Considering revenues and company size (in terms of employees), results from these two questions indicate that an overwhelming majority of the Asian Non-Business Owners who responded here work for large companies.

EMPLOYMENT - NON-BUSINESS OWNERS

Results in this section are filtered to include responses only from self-identified Asian Employed Non-Business Owners.

Question (Employed Non-Business Owners): Do you mostly work from home? (mostly equals greater than 50% of the time)

2025 Results (n=154)

Yes	65 (42.21%)
No	89 (57.79%)

Question (Employed Non-Business Owners): Does your business own property?

2025 Results (n=142)

Yes	69 (48.59%)
No	73 (51.41%)

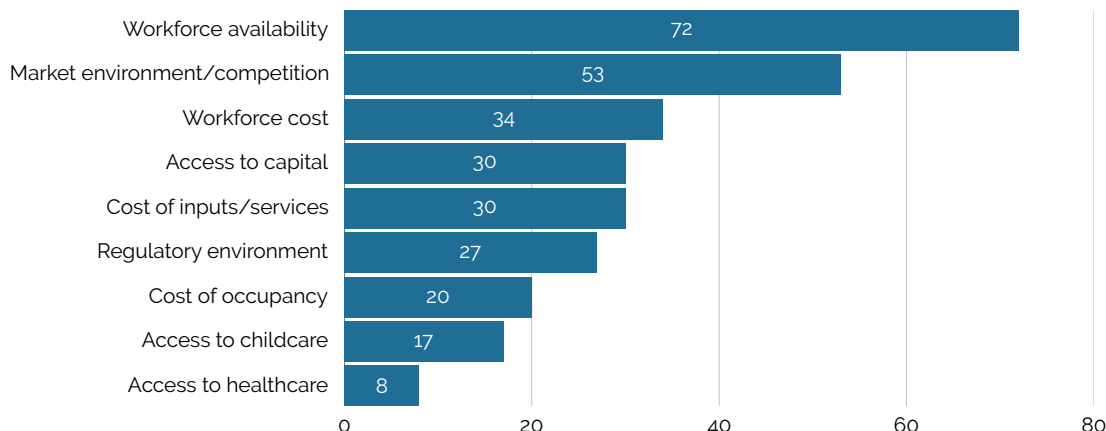
Question (Employed Non-Business Owners): Does your business plan to own property?

2025 Results (n=141)

Yes	20 (14.18%)
No	50 (35.46%)
I don't know	71 (50.35%)

Question (Employed Non-Business Owners): What are the TOP THREE greatest challenges you or your company have experienced or observed for Asian-owned or Asian-led businesses?

2025 Results (n=109)



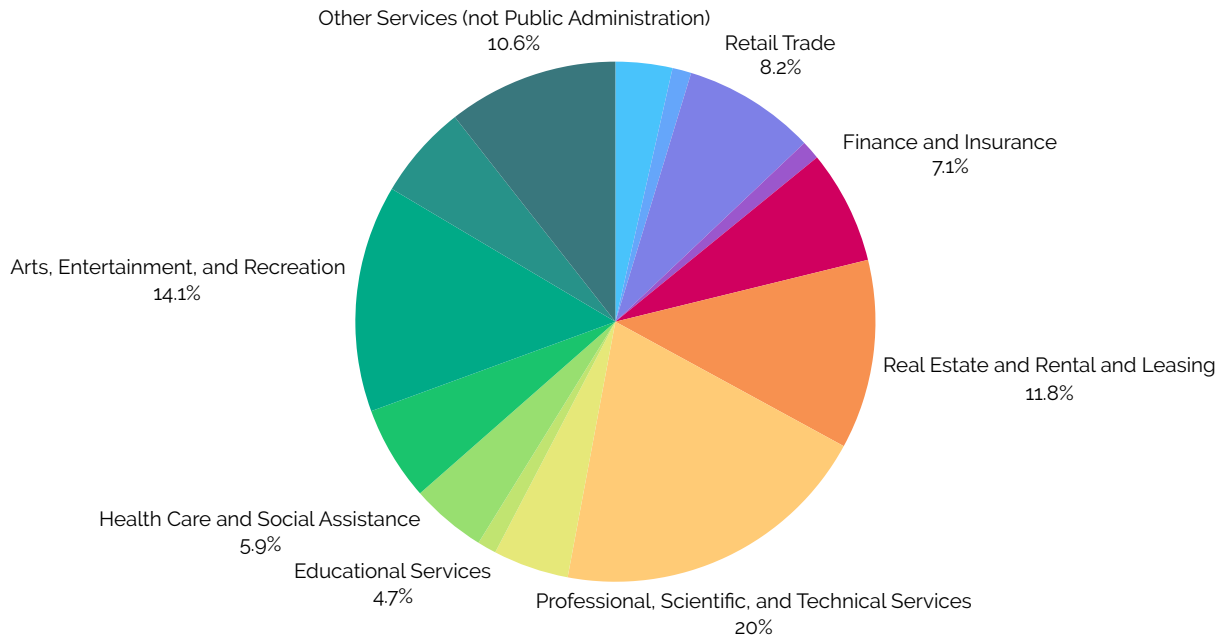
Of the 109 survey participants who self-identified as Asian and answered this question, 72 (66%) cited workforce availability as the greatest challenge to Asian-owned businesses. Market environment and competition was the second-most cited challenge, selected by 53 respondents (48%).

BUSINESS OWNERSHIP

Results in this section are filtered to include responses only from self-identified Asian Business Owners.

Question (Business Owners): What industry does your company work in? (Choose the one industry that best matches your business.)

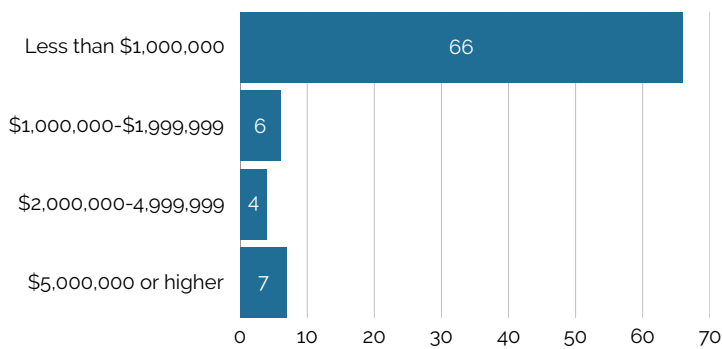
2025 Results (n=85)



Of the 85 survey participants who self-identified as Asian Business Owners and answered this question, 11.8% of them (10 respondents) own businesses in the Real Estate, Rental, and Leasing sector. This contrasts results from Asian Non-Business Owners, for whom that sector accounts for just 0.7% of the sample. Also of note is the complete lack of businesses owned in the Information sector by respondents in this sample compared to 15% of Asian Non-Business Owners who work in that field.

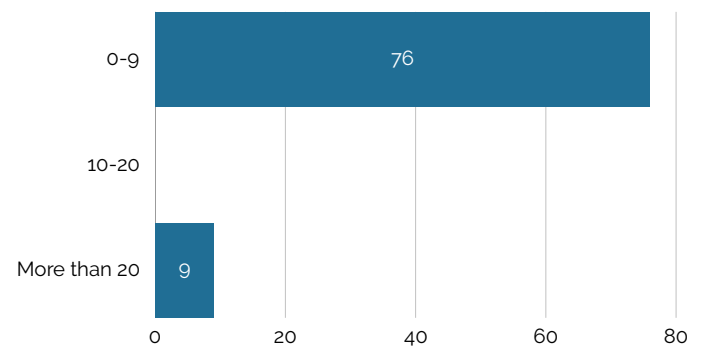
Question (Business Owners): What are your company's revenues from the most recent year?

2025 Results (n=83)



Question (Business Owners): How many people does your business employ?

2025 Results (n=85)



Considering revenues and company size (in terms of employees), results from these two questions indicate that an overwhelming majority of the Asian Business Owners who responded here own small businesses.

BUSINESS OWNERSHIP

Results in this section are filtered to include responses only from self-identified Asian Business Owners.

Question (Business Owners): Do your employees mostly work from home? (mostly equals greater than 50% of the time)

2025 Results (n=83)

Yes	49 (59.04%)
No	34 (40.96%)

Question (Business Owners): Does your business own property?

2025 Results (n=85)

Yes	15 (17.65%)
No	70 (82.35%)

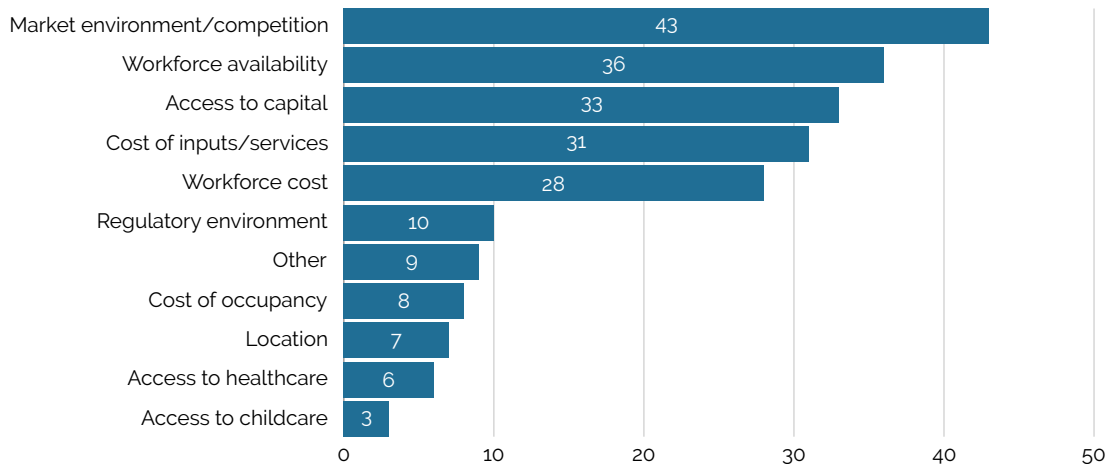
Question (Business Owners): Does your business plan to own property?

2025 Results (n=84)

Yes	27 (32.14%)
No	40 (47.62%)
I don't know	17 (20.24%)

Question (Business Owners): What are the TOP THREE greatest challenges you or your company have experienced/observed for Asian-owned or Asian-led businesses?

2025 Results (n=109)



Of the 109 survey participants who self-identified as Asian and answered this question, 43 (52.44%) cited market environment/competition as the greatest challenge to Asian-owned businesses. Workforce availability was the second most-commonly cited challenge, representing 19.51% of the sample.

Challenging business factors cited by this group in the "Other" category include "bureaucratic and administrative complications," being a new business, finding customers, and "DEI backlash and political climate."

BUSINESS OWNERSHIP

Results in this section are filtered to include responses only from self-identified Asian Business Owners.

Question (Business Owners): Do you have plans to expand your business or company within the next 1-3 years?

2025 Results (n=84)

Yes	59 (70.24%)
No	25 (29.76%)

Question (Business Owners): Has your company partnered with local colleges or universities to recruit employees or interns?

2025 Results (n=85)

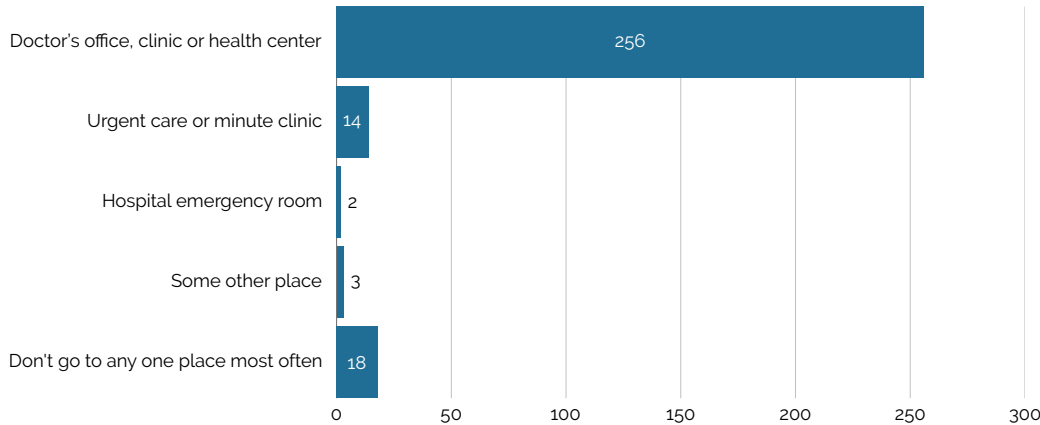
Yes	8 (9.41%)
No, but I would be interested in an opportunity like this.	37 (43.53%)
No, and I am not interested in this kind of opportunity.	40 (47.06%)

HEALTH & WELLNESS

Results in this section are filtered to include responses only from self-identified Asians.

Question: Where do you go most often for healthcare needs?

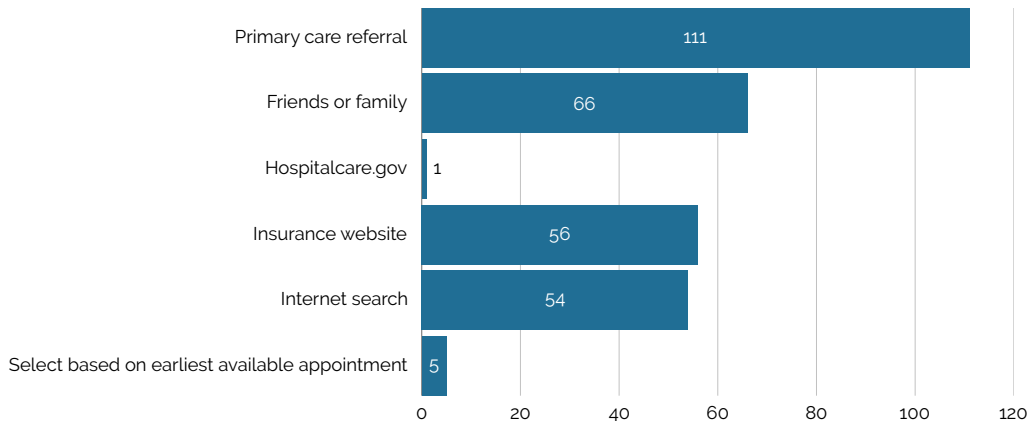
2025 Results (n=293)



Of the 293 survey participants who self-identified as Asian and answered this question, an overwhelming majority prefer a doctor's office, clinic, or health center to address their health needs (87.37%). The remaining 12.63% of the responses are spread among urgent care facilities, hospital emergency rooms, or other resources.

Question: What sources of information do you use most often to choose a physician, clinic or hospital for healthcare?

2025 Results (n=293)



Of the 293 survey participants who self-identified as Asian and answered this question, 37.88% rely on referrals from their primary care physician to help select caregivers. Just over 60% of respondents rely on either friends and family, an insurance provider's website, or general internet searches for guidance on healthcare needs.

Question: How important is it to you that your doctors or healthcare providers understand or share cultural, language, or community-specific background?

Of the 296 survey participants who self-identified as Asian and answered this question:

60%

feel it is important for their healthcare providers to be culturally sensitive.

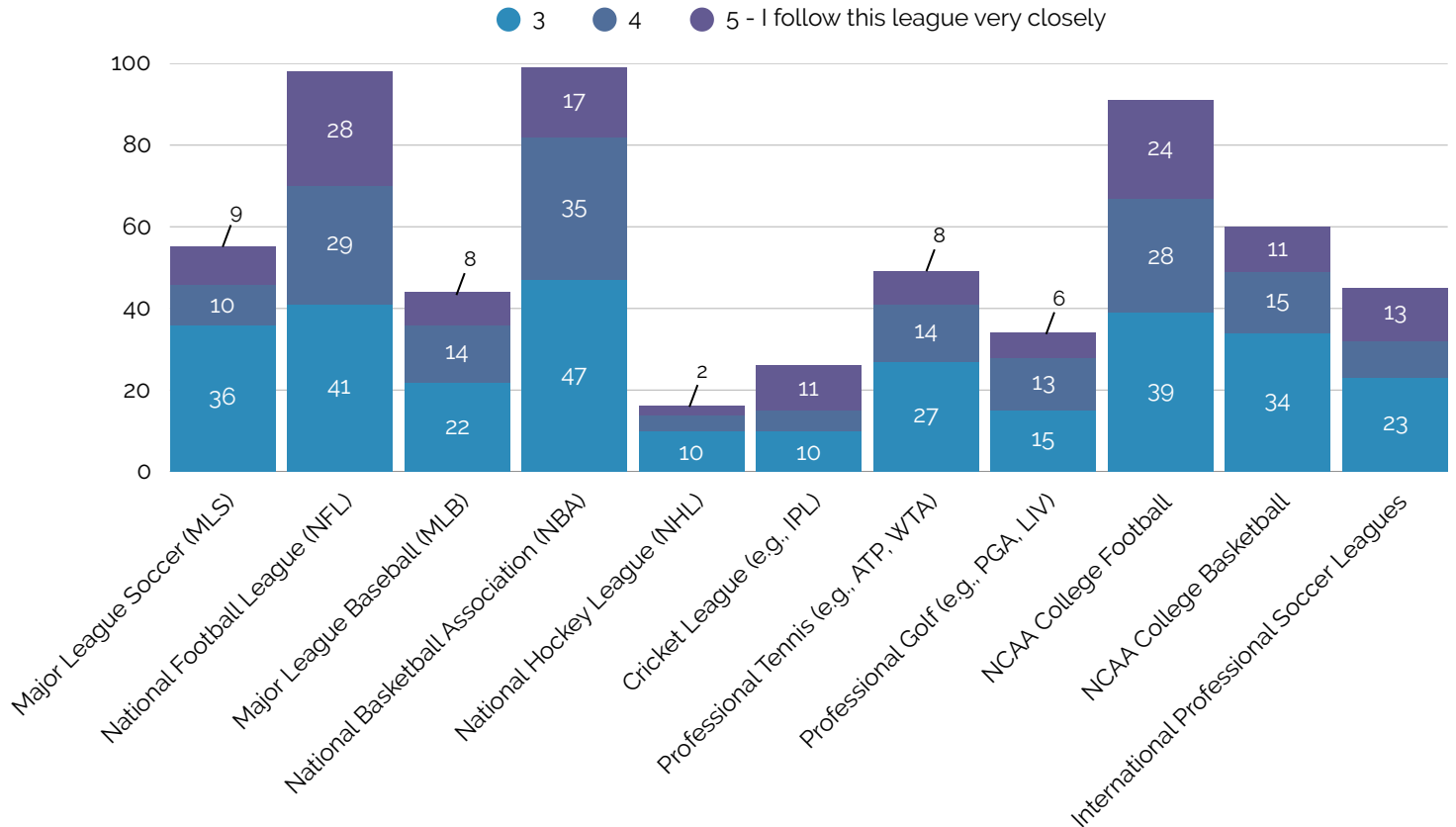
2025 Results (n=278)

SPORTS ENTERTAINMENT PREFERENCES

Results in this section are filtered to include responses only from self-identified Asians.

Question: Which of these sports leagues do you follow? Please rate how closely you follow each on a scale where 1 means "Not at all" and 5 means "Very closely."

2025 Results (n=289)

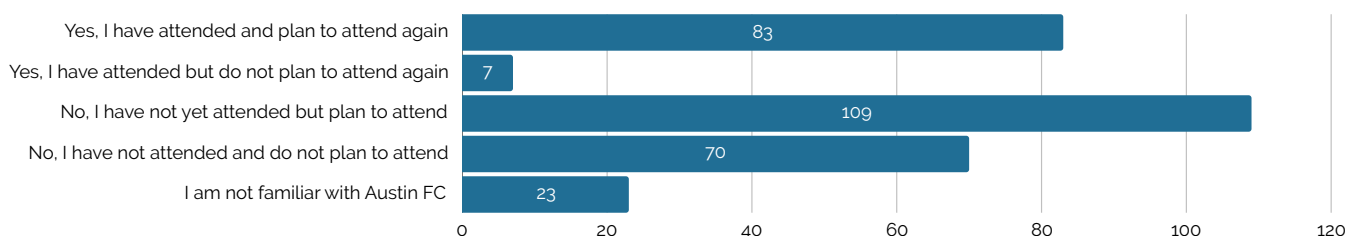


To facilitate legibility and comprehension in this chart, the two lowest-level response options. (Option 1 - "I follow this league 'Not at all,'" and Option 2) have been removed from the results. 289 Asian-identified respondents answered this question in total.

These results suggest that, among self-identified Asians living in Central Texas, NFL and NCAA football are the most popular sports, with NBA basketball following closely behind. These results suggest that the NFL and NBA should consider expanding their leagues with teams in the Austin area.

Question: Have you attended an Austin FC match in the past 12 months, or do you plan to attend one in the next 12 months?

2025 Results (n=292)



ASIAN TRAVEL

Results in this section are filtered to include responses only from self-identified Asians.

Question (all Travelers to Asia): What are your top three destinations (cities) in Asia?

With over two-thirds of self-identified Employed Asian respondents stating they travel to Asia and over 60% stating they plan to travel to Asia more in 2025 than in 2024, it is clear that the Central Texas Asian community retains a strong affinity and close ties to their former or ancestral homes.

Tokyo - and Japan in general - is easily the most popular Asian destination among the 154 respondents who self-identify as Asian and answered this question, being cited as one of their top three destinations 97 times. Seoul achieves second place in this list with 53 citations. Several other cities - Ho Chi Minh City, Singapore, Bangkok, Mumbai, and Beijing each garnered more than 20 mentions.

The range of Asian destinations cited by respondents is broad and represents the full span of the continent. The Central Texas Asian community is truly pan-Asian.

There is a substantial market in Central Texas for travel to Asia, particularly to Japan, Korea, Taiwan, India, and Vietnam. With 71% of survey respondents stating that their Asian travel originates from Austin-Bergstrom International Airport, there is a strong case for one or more Asian-based carriers to add regular direct flights to Asia from AUS to their offerings.



A note on data management for these results: while this question asked respondents to provide their top three destination cities in their response, many opted to name destination countries instead. In those cases, to normalize and refine reporting, non-city responses were categorized using the name of that country's "primary" destination. For example: if a respondent cited "Japan" as one of their destinations, "Tokyo" was substituted in place of the country name. If someone cited "Malaysia," that selection was categorized under "Kuala Lumpur."

2025 Results (n= 154 / 33 destinations)

Destination	Occurrences
Tokyo	92
Seoul	53
Taipei	34
Ho Chi Minh City	33
Singapore	32
Bangkok	28
Mumbai	23
Beijing	21
Hong Kong	17
New Delhi	15
Shanghai	14
Manila	10
Denpasar	7
Islamabad	5
Bangalore	5
Kyoto	5
Hyderabad	4
Jakarta	4
Kuala Lumpur	4
Vientiane	3
Chennai	3
Dubai	3
11 Additional Destinations	1-2 occurrences each

ASIAN TRAVEL

Results in this section are filtered to include responses only from self-identified Asians.

Question (Non-Business Owners): Do you travel to Asia?

2025 Results (n=156)

Yes	103 (66.03%)
No	53 (33.97%)

Question (Business Owners): Do you travel to Asia?

2025 Results (n=85)

Yes	63 (74.12%)
No	22 (25.88%)

Question (all Travelers to Asia): Do you plan more travel to Asia in 2025 vs. 2024?

2025 Results (n=164)

Yes	101 (61.59%)
No	63 (38.41%)

Question (all Travelers to Asia): Approximately what percentage of your Asian trips originate from Austin-Bergstrom International Airport vs. other regional airports (e.g., DFW, IAH, or SAT)?

Of the 148 survey participants who self-identified as Asian and answered this question:

71% begin their Asian travel at Austin-Bergstrom International Airport

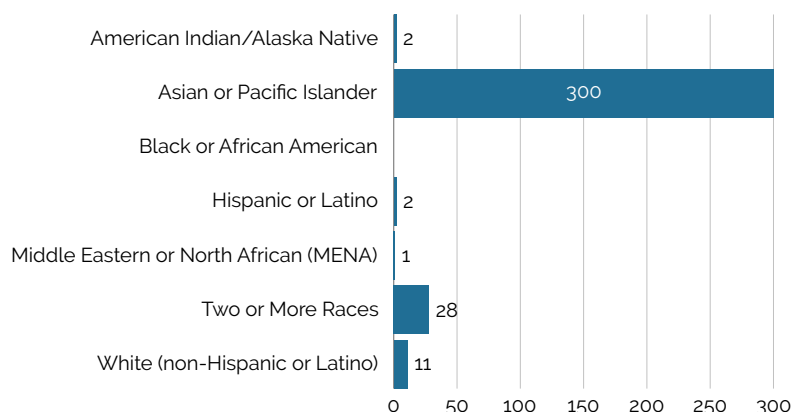
2025 Results (n=148)

RESPONDENT DEMOGRAPHICS

This section details the basic demographic profiles of the 345 respondents who participated in the 2025 Central Texas Asian Impact Survey. Not all respondents answered every survey question. The data provided in this section provide an overview of the entire respondent pool regardless of ethnicity.

Question: What is your race/ethnicity?

2025 Results (n=345)



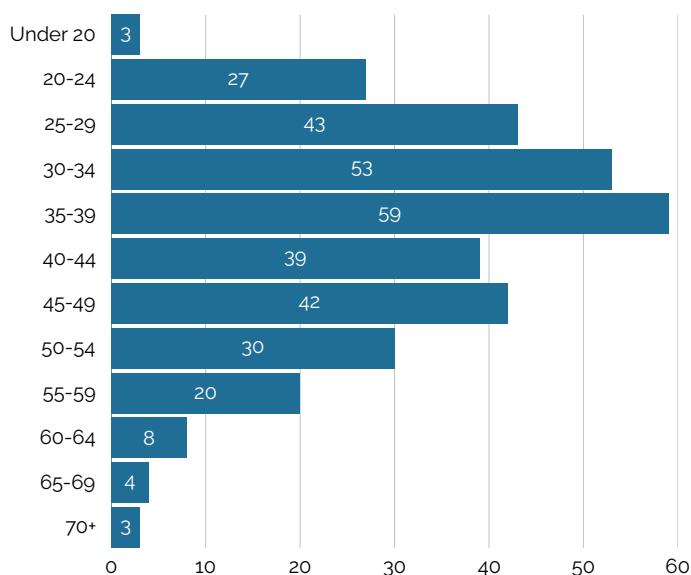
More people participated in the 2025 Austin Asian Impact Survey than did in 2024. Participants in the 2024 self-identified as belonging to a wider range of ethnicities than the 2025 survey participants. Filtering results to only include respondents who self-identify as Asian netted a sample size of 300 for the 2025 survey versus 184 for the 2024 survey.

Overall, the Impact Project achieved its goals of increasing response rates overall for the 2025 survey and, especially, of focusing the survey more closely on Asian-identified respondents.

Of the respondents who answered this question in the 2025 survey, a substantial majority - 300 of them, or 86.96% - self-identified as Asian or Pacific Islander.

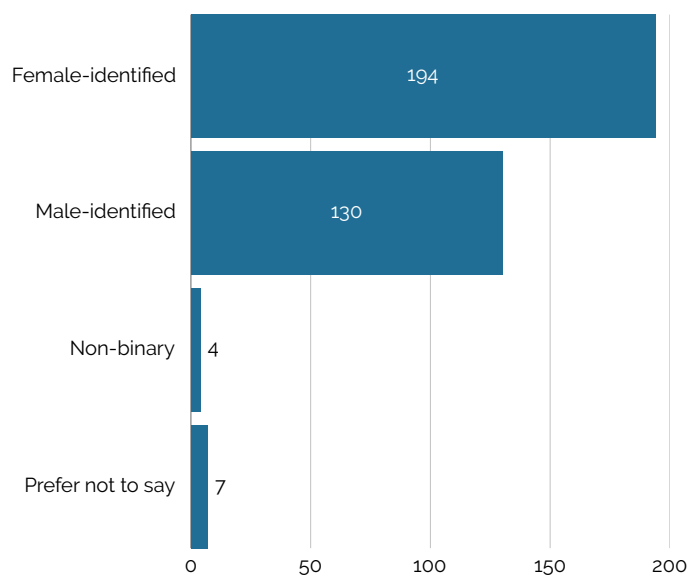
Question: What is your age?

2025 Results (n=331)



Question: What is your gender?

2025 Results (n=335)



The majority of our 2025 survey respondents (nearly 58 %) are female-identified. A majority of respondents are aged between 25 and 45 years.

ABOUT THE CENTRAL TEXAS ASIAN IMPACT PROJECT

AN ECOSYSTEM OF KNOWLEDGE

It takes a village to achieve the work of the Central Texas Asian Impact Project. With the Asian Chamber serving in its established role as a "superconnector," a robust Ecosystem of Knowledge has formed around the project. None of this work would be possible without the assistance and expertise of the individuals, organizations, and companies who join this important effort. **Our deepest gratitude goes out to these talented and generous partners.**



Dr. Lila Valencia
Demographer, City of Austin



Other public & private
entities

A MULTI-YEAR EFFORT

The Central Texas Asian Impact Project began in Fall, 2022 when an ad-hoc team of data scientists and analysts from Accenture's Austin office joined efforts with the staff of the Greater Austin Asian Chamber of Commerce to begin exploring current data pertaining to the AAPI population in Central Texas.

In 2023 the Impact Project released interactive reports produced by Accenture to facilitate public engagement with relevant U.S. Census data along with in-depth analysis provided by Angelou Economics of the Central Texas AAPI population in terms of business and economic impact.

Beginning in late 2023, the Project began conducting community surveys and focus groups to better determine and express the opportunities, challenges, and needs of the Greater Austin AAPI business community as directly expressed by community members. In May, 2025, the Impact Project completed the second annual Austin Asian Impact Survey with plans to expand both the recruitment of survey participants and analysis of survey results in future iterations and reports..

Visit www.austinasianchamber.org/impact to access interactive reports detailing the demographic and economic impact Asians and Asian-Americans bring to the Greater Austin area.

