

# New Jersey's AAPI Electorate in 2016

There are over 443,000 eligible AAPI voters, comprising 7% of the state's electorate.



## Population Facts

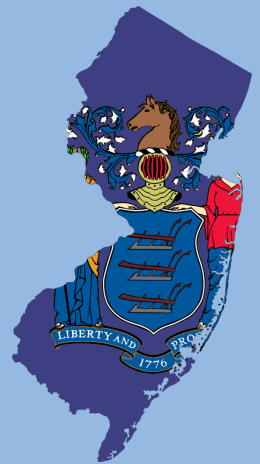
- Largest AAPI ethnic groups in New Jersey include: Indian (358,000), Chinese (166,000), Filipino (138,000), Korean (116,000), Vietnamese (29,000), and Pakistani (28,000).
- From 2000-2010, the number of eligible AAPI voters (citizen voting age population, or CVAP) in New Jersey grew by 62%.
  - This AAPI growth rate compares to 5% for the statewide eligible voting population between 2000 to 2010.
- From 2008 to 2012, the number of eligible AAPI voters in New Jersey grew 21%.
  - This compares to a 2.8% growth rate for the statewide eligible voting population between 2008 to 2012.
- Youth (ages 18-29) comprise 21% of the AAPI electorate in New Jersey.
- AAPIs age 50 and up comprise 39% of the AAPI electorate.

## Counties with Highest AAPI Populations (by pop size)

	% of AAPIs in county	Size of AAPI population	% of AAPI CVAP in county	Size of AAPI CVAP
Middlesex	23.1%	190,070	16.4%	86,480
Bergen	15.3%	140,875	11%	67,820
Hudson	14.4%	94,195	10.1%	38,825

## Challenges to Voter Participation

- 81% of Asian Americans in New Jersey speak a language other than English at home, and of those, more than 30% speak English less than “very well.”



New Jersey is home to 903,000 AAPIs, a 69% increase from 2000.

## Voter Engagement and Identification

- Voter contact is a large, unmet need among AAPIs. In the 2012 AAPI Post-Election Survey of registered voters, 74% of Pacific Islanders and 69% of Asian Americans received no contact about the election, compared to 64% of Latinos, 61% of African Americans, and 57% of whites who were not contacted.
- Among those contacted, Democrats had the most reach (50%), followed by Republicans (42%) and nonpartisan community organizations (25%).
- In the Northeast, the lack of contact among Asian Americans was even higher, at 80% of registered voters.
- There is also a large opportunity for voter education through contact. In the same survey of registered voters, 47% of Asian Americans and 37% of Pacific Islanders did not declare an identification with either political party, compared to 20% of African Americans, 31% of Latinos, and 36% of whites.

## Importance of Language Access

Turnout is 9% lower for Limited-English Proficient (LEP) than non-LEP registered voters according to the 2012 AAPI Post-Election Survey, and 63% say that Asian language support at polling places would be useful.

## Socioeconomic Challenges

- About 106,900 Asian Americans in New Jersey (14%) lack health insurance.
- About 52,400 Asian Americans in New Jersey (7%) live in poverty.
- About 320 NHPs in New Jersey (13%) live in poverty.

## Multilingual Voter Hotline

If you, or anyone you know, has difficulty with language access or needs any other type of voting assistance (including questions about polling locations or voting procedures), please call the National Asian American Voter Hotline at 1-888-API-VOTE (1-888-274-8683).

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For more information or questions, email [info@apiavote.org](mailto:info@apiavote.org)

Data on growth of AAPI CVAP from report by New Organizing Institute Education Fund. Data on language access, voter engagement and identification from the 2012 AAPI Post-Election Survey. Finally, with respect to population and CVAP numbers: In order to capture Asian Americans and Pacific Islanders who are mono-racial as well as multi-racial, we have calculated statewide population and electorate numbers using the Public Use Microdata Sample (PUMS). We do this to overcome two problems: CVAP numbers provided by the U.S. Census do not include multiracial AAPIs, and we cannot double-count when adding multi-racial population numbers from FactFinder tables (more than 10% of multi-racial AAPIs say they are Asian as well as Native Hawaiian or Pacific Islander). Resident numbers regardless of age and citizenship are derived from the 2014 ACS 1YR PUMS file. We derive the number of CVAP by multiplying residents by the proportion CVAP, which is calculated using the latest 5YR PUMS file to improve precision. Any other characteristics of the population is based on the ACS 5YR PUMS file to provide the most precise estimates possible. Finally, the PUMS file does not contain large enough samples for county estimates, so we rely on the Census Bureau's Special Tabulations of the Citizen Voting Age Population, which provides county estimates but does not include multiracial AAPIs.