

# New Jersey

## POPULATION FACTS

- Largest AAPI ethnic groups in New Jersey include: Indian (388,269), Chinese (179,136), Filipino (139,842), Korean (100,581), and Pakistani (31,603).
- From 2010 to 2016, the number of eligible AAPI voters in New Jersey grew 27%.
  - This compares to a 4% growth rate for the statewide eligible voting population between 2010 to 2016.
- AAPI youth (ages 18-29) comprise 20% of the AAPI CVAP population in New Jersey.
- AAPIs age 50 and up comprise 40% of the AAPI CVAP population.

467,507

ELIGIBLE AAPI VOTERS

7%

AAPI SHARE OF ELECTORATE  
IN THE STATE

941,057

AAPI POPULATION SIZE

76%

AAPI POPULATION  
GROWTH RATE SINCE 2000

## COUNTIES WITH HIGHEST AAPI POPULATIONS

	% of AAPIs in County	Size of AAPI Population	% of AAPI CVAP in County	Size of AAPI CVAP
Middlesex	24%	195,195	17%	89,405
Bergen	16%	145,485	11%	71,635
Hudson	15%	97,860	10%	39,605

One-fifth of AAPIs in New Jersey live in Middlesex County, where AAPIs make up nearly a quarter of the population.

## VOTER ENGAGEMENT AND IDENTIFICATION

- Voter contact continues to be an unmet need for AAPIs. In the 2016 Post-Election National Asian American Survey, 74% of Native Hawaiians & Pacific Islanders and 71% of Asian Americans across the country received no contact about the election, compared to 73% of Latinos, 58% of African Americans, and 56% of whites who were not contacted.
- Among Asian American registered voters that were contacted, 48% reported contact by the Democratic Party in the Fall 2016 National Asian American Survey, 16% by the Republican Party, and 35% by both parties.
- There is also a large opportunity for voter education through contact. In the same survey of registered voters, 41% of Asian Americans and 40% of Pacific Islanders did not declare an identification with either political party.

## IMPORTANCE OF LANGUAGE ACCESS

- 80% of Asian Americans in New Jersey speak a language other than English at home, and of those, more than 36% speak English less than “very well.”
- 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 90,514 Asian Americans in New Jersey (11%) lack health insurance.
- About 53,829 Asian Americans in New Jersey (7%) live in poverty.
- About 702 NHPs in New Jersey (27%) 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).



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

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 2016 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.