

2024 AAPI Voter Demographics | NEW JERSEY

584,236

ELIGIBLE AAPI VOTERS*

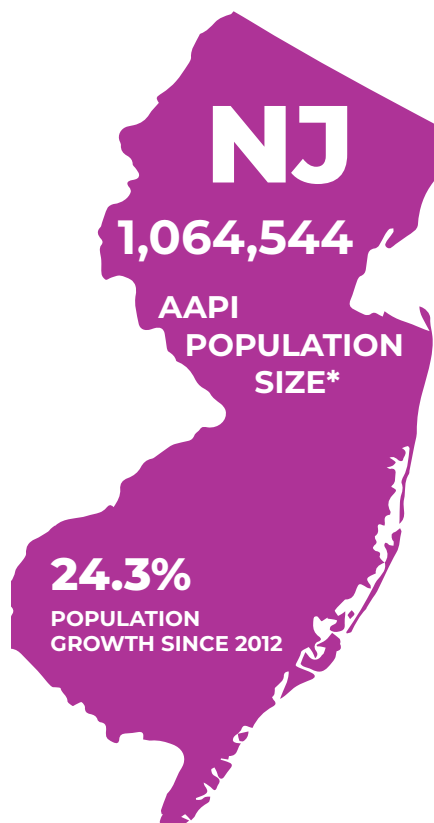
13.6%

AAPI VOTER ELIGIBILITY
GROWTH (2012-2022)

9.05%

AAPI SHARE OF
ELECTORATE IN NEW
JERSEY

** Includes multi-racial population*



261,911

FOREIGN BORN
NONCITIZENS

391,341

FOREIGN BORN
CITIZENS

378,858

NATIVE BORN
CITIZENS

COUNTIES WITH HIGHEST AAPI POPULATIONS

	AAPI Share of County Pop	Size of AAPI Population	AAPI Eligible Voter Share of County	Number of AAPI Eligible Voters
Middlesex County	25.0%	214,986	37.8%	106,598
Bergen County	16.6%	158,694	24%	91,110
Hudson County	16%	114,165	26.4%	49,332
Somerset County	19.1%	65,754	27.5%	34,464
Morris County	10.8%	54,720	14.8%	29,601

LARGEST ASIAN AMERICAN ETHNIC GROUPS IN NEW JERSEY

Asian Indian (432,115)	Chinese, except Taiwanese (178,489)	Filipino (150,084)	Korean (110,729)	Pakistani (40,618)	Vietnamese (27,431)
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LARGEST NHPI ETHNIC GROUPS IN NEW JERSEY

Native Hawaiian (2,760)	Chamorro (1,303)	Samoan (920)
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AAPI CITIZEN VOTING AGE POPULATION (CVAP)

44.5%

Voters aged 50+

19.9%

Voters aged 18-29

VOTER ENGAGEMENT *(National Level Data)*

- Voter contact falls short for AAPIs. In the 2022 Asian American Voter Survey (AAVS), 56% of Asian Americans had no or uncertain contact from the Democrats. 66% reported the same from the Republicans.
- Of contacted Asian American registered voters, 44% reported outreach from Democrats, 35% from Republicans, 39% from community groups. Comparatively, in 2016, 48% reported Democratic outreach, 16% from the Republicans.
- 37% of registered Asian Americans did not identify with either party, signaling need and opportunity for voter education via outreach.

IMPORTANCE OF LANGUAGE ACCESS

Per the 2022 AAVS, of Asian Americans speaking non-English languages at home, 11% reported language barriers to voting and 42% stated voting assistance in their language would be utilized. *(National level data).*

68.3% of Asian American adults in NJ **speak a language other than English at home.**

29.2% of Asian American adults in NJ are **Limited English Proficient** (speak English less than “Very well”)

Chinese (124,478) **Hindi** (86,410) **Gujarati** (81,575) **Korean** (78,578) **Tagalog** (77,175)

TOP 5 ASIAN LANGUAGES SPOKEN IN NJ

Samoan (233)

TOP NHPI LANGUAGES WITH 100+ ESTIMATED SPEAKERS IN NJ

SOCIOECONOMIC CHALLENGES IN NEW JERSEY



About 5.9% Asian Americans and 10.9% NHPIs in New Jersey live in poverty.



About 5% Asian Americans and 9.9% NHPIs in New Jersey lack health insurance.



About 8% Asian Americans and 20.8% NHPIs in New Jersey lack broadband access.

SECTION 203

Section 203 protects voting rights of language minorities by providing “registration or voting notices, forms, instructions, assistance, or other materials or information relating to the electoral process, including ballots” in the language appropriate to the covered minority group.

Coverage determinations for each state, county or county subdivision (depending on which is the operating level of government) is made every 5 years using data from the Census Bureau’s American Community Survey.

COVERAGE AREAS:

Political Subdivision: Bergen County
Language Minority Group: Korean

Political Subdivision: Middlesex County
Language Minority Group: Asian Indian (including Sikh)