

2024 AAPI Voter Demographics | WISCONSIN

124,157

ELIGIBLE AAPI VOTERS*

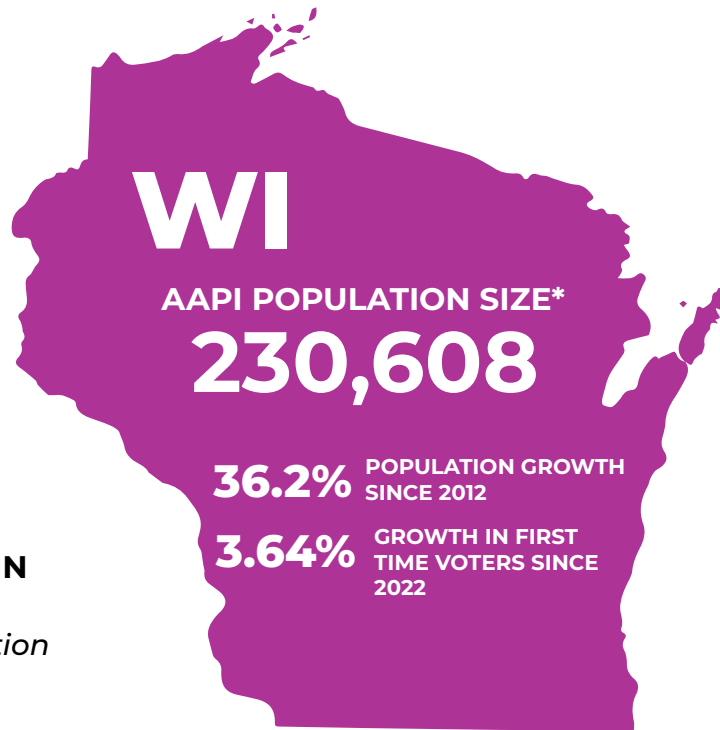
25.2%

AAPI VOTER ELIGIBILITY
GROWTH (2012-2022)

2.75%

AAPI SHARE OF
ELECTORATE IN WISCONSIN

* Includes multi-racial population



43,661

FOREIGN BORN
NONCITIZENS

57,122

FOREIGN BORN
CITIZENS

118,808

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
Milwaukee County	4.6%	43,295	6.5%	20,989
Dane County,	6.0%	33,548	7.9%	16,400
Waukesha County	3.9%	15,885	5.1%	7,717
Brown County	3.2%	8,534	4.3%	4,107
Marathon County	5.6%	7,711	7.4%	4,362

LARGEST ASIAN AMERICAN ETHNIC GROUPS IN WISCONSIN

Hmong (58,516)	Asian Indian (37,264)	Chinese, except Taiwanese (32,058)	Filipino (22,363)	Korean (12,980)	Japanese (10,596)
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LARGEST NHPI ETHNIC GROUPS IN WISCONSIN

Native Hawaiian (2,079)	Chamorro (797)	Samoan (754)
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AAPI CITIZEN VOTING AGE POPULATION (CVAP)

26.8%
Voters aged 50+

34.1%
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).*

54.9% of Asian American adults in WI **speak a language other than English at home.**

29% of Asian American adults in WI are **Limited English Proficient** (speak English less than “Very well”)

Hmong (38,448) **Chinese** (17,559) **Tagalog** (7,687) **Hindi** (6,305) **Vietnamese** (4,794)

TOP 5 ASIAN LANGUAGES SPOKEN IN WI

Other Eastern Malayo-Polynesian languages (162) **Marshallese** (109)

TOP NHPI LANGUAGES WITH 100+ ESTIMATED SPEAKERS IN WI

SOCIOECONOMIC CHALLENGES IN WISCONSIN



About 11.6% Asian Americans and 11.9% NHPIs in Wisconsin live in poverty.



About 6.9% Asian Americans and 8.8% NHPIs in Wisconsin lack health insurance.



About 13.4% Asian Americans and 14.1% NHPIs in Wisconsin lack broadband access.