

2026 AAPI Voter Demographics | NEW JERSEY

NEW JERSEY

25.80%
AAPI POPULATION
GROWTH 2014-2024



1,136,180
AAPI POPULATION SIZE

284,597
FOREIGN BORN NONCITIZEN

425,858
FOREIGN BORN CITIZEN

425,725
NATIVE BORN CITIZEN

LARGEST ASIAN AMERICAN ETHNIC GROUPS IN NEW JERSEY

Asian Indian (448,645)	Chinese, except Taiwanese (185,789)	Filipino (155,716)	Korean (114,233)	Pakistani (44,162)	Vietnamese (29,001)
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LARGEST NHPI ETHNIC GROUPS IN NEW JERSEY

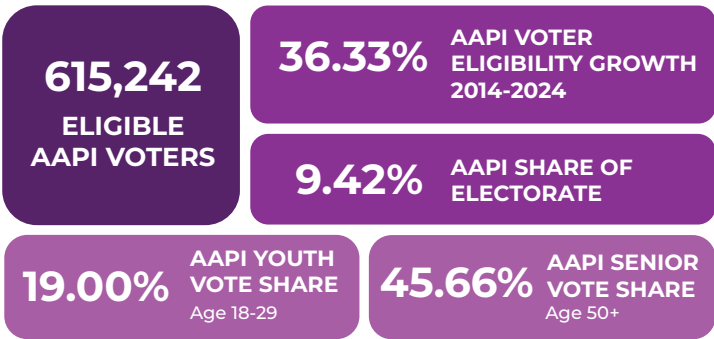
Native Hawaiian (3,219)	Samoan (1,057)	Chamorro (893)
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VOTER TRENDS

(National Level Data, 2024)

- According to the 2024 Asian American Voter Survey (AAVS), 90% of Asian American voters say they plan to vote for President, Congress and other offices in November (compared to 93% in 2020 and 94% in 2016). Over two-thirds (68%) say they are absolutely certain they will vote in 2024.
- Nearly half of Asian American voters (46%) prefer voting by mail or dropping their ballot off, instead of voting in-person.
- 42% of Asian American voters say they have not been contacted by either of the two major political parties in the 2024 election season, including half (50%) who say they have not been contacted by the Democratic Party and 57% indicating not being contacted by the Republican Party.

(Current Data)



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LANGUAGE DIVERSITY

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

Among Asian Americans in New Jersey:

67.35% *Speak a language outside of English at home*

23.10% *Are limited English-proficient (speak English less than “very well”)*

Top Asian Languages

Chinese (128,220)
Hindi (92,818)
Gujarati (82,185)
Tagalog (79,836)
Korean (77,556)

Top NHPI Languages

Samoan (144)

SOCIOECONOMIC CHALLENGES IN NEW JERSEY



About 6.26% Asian Americans and 26.27% NHPs in New Jersey live in poverty.



About 4.83% Asian Americans and 13.15% NHPs in New Jersey lack health insurance.



About 9.69% Asian Americans and 21.59% NHPs in New Jersey lack broadband access.

COUNTIES WITH THE HIGHEST AAPI POPULATIONS

	Size of AAPI Population	AAPI Share of County Population	Number of AAPI Eligible Voters	AAPI Eligible Vote Share of County
Middlesex County, New Jersey	224,340	25.75%	112,938	19.95%
Bergen County, New Jersey	163,715	17.01%	96,050	14.36%
Hudson County, New Jersey	122,512	0.17%	52,259	0.12%
Somerset County, New Jersey	69,091	0.20%	36,925	0.15%
Morris County, New Jersey	56,117	0.11%	31,866	0.09%