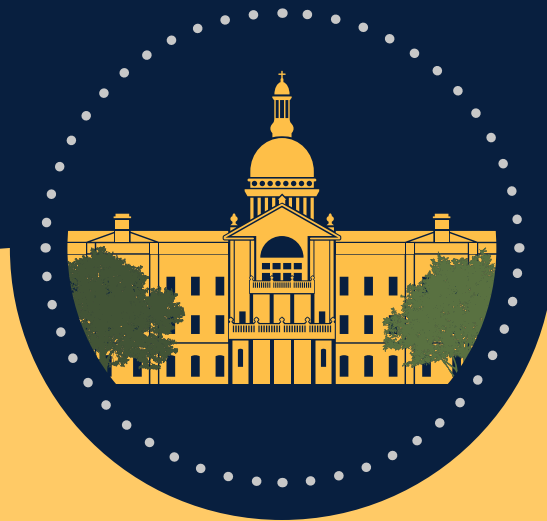




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PRIMARY ELECTION PROFILE

# NEW JERSEY



.....

# ELECTION DAY:

## TUESDAY, JUNE 7, 2022

.....

**PROJECTED LATINO VOTE FOR NOVEMBER 2022: 469,900**

.....

**TOTAL POPULATION (2020):**

**9,288,994**

**LATINO POPULATION (2020):**

**2,002,575**

.....



The landscape for New Jersey’s 2022 midterm primary and November elections includes several policy and political developments that could affect Latino participation and political progress in the state. New Jersey holds its statewide and state legislative elections in odd-numbered years, and as of this writing, the state has held many of its even-numbered year municipal, school board, and special district elections. Thus, for the remainder of 2022, much of the political focus will be on New Jersey’s congressional elections, which are the first to occur after the reapportionment and redistricting that followed Census 2020. With Latinos comprising 13.4 percent of New Jersey’s registered voters, and a higher share in many congressional districts, they are poised to help determine the outcome of congressional contests throughout the state.

## REDISTRICTING

The New Jersey Congressional Redistricting Commission draws the lines for the state’s congressional districts, and the New Jersey Legislative Apportionment Commission draws the lines for state legislative districts. The state’s Redistricting Commission was comprised of 13 members, with six members each being selected by Democratic or Republican legislative and party leaders. The New Jersey Supreme Court selected the 13th member, generally considered to be an independent “tiebreaker.” The state’s Legislative Apportionment Commission had 10 members, with five selected by the leadership of each major political party; the Chief Justice of the New Jersey Supreme Court

appointed an 11th “tiebreaker” member. A coalition of civic, voting rights, advocacy, and community organizations submitted unity and racial equity map proposals to the Redistricting Commission and the Legislative Apportionment Commission to promote the fair representation of voters of color. An [analysis](#) by the Fair Districts coalition compared the share of voting-age population (VAP) of different population groups in congressional and legislative districts before and after redistricting to assess whether the maps ultimately adopted provided fair representation for voters of color in the state. According to the analysis, the Redistricting Commission’s congressional map significantly strengthened opportunities for Latino representation in one district (CD-9) but eliminated the one previously-existing Latino majority VAP district by reducing the Latino VAP in CD-8 to 49 percent.

New Jersey’s state legislators are elected from 40 legislative districts (LD), with voters in each district electing one State Senator and two members of the State Assembly. According to the Fair District coalition’s [analysis](#) of the state legislature, the number of Latino-majority VAP districts (LD 33 and 35) and the number of Latino-plurality VAP districts (LD 20 and 29) remained unchanged after redistricting.

## CONGRESSIONAL RACES

Neither of New Jersey’s incumbent U.S. Senators – Cory Booker (D) and Bob Menendez (D) – are up for re-election in 2022. New Jersey’s Latino incumbent U.S. Representative, Albio Sires (D) is retiring, and several Latinos are vying for the nomination to run for the 8th Congressional District seat he is vacating. In the Democratic primary, political observers view attorney Robert Menendez Jr. as the frontrunner, with healthcare start-up Director David Ocampo Grajales also among the contest’s candidates. Housing inspector Marcos Arroyo has good prospects of winning the Republican nomination but will face a tough race in the general election, given the partisan leanings of the district.



# NEW JERSEY

PROJECTED LATINO VOTE 2022	LATINO VOTE 2018	% CHANGE BETWEEN 2018 AND 2022	LATINO VOTE 2014	% CHANGE BETWEEN 2014 AND 2022
469,900	471,000	-0.2%*	274,000	71.5%

\* Not statistically significant

# NEW JERSEY LATINO VOTER PROJECTION FOR ELECTION 2022

NALEO Educational Fund projects that more than 469,000 Latinos will cast ballots in the 2022 midterm New Jersey elections in November. Our projection is based on trends in voter turnout in the past five midterm congressional elections. Between 2014 and 2018, there was a dramatic increase of 71.9 percent in turnout. As described in more detail in NALEO Educational Fund’s [2022 Latino Vote Projections](#), several factors may have contributed to this increase, including the political dialogue around such issues as the migrant caravan crisis along the border, a rise in anti-Latino measures, and comments about immigrants from then-President Trump. Therefore, considering the trends in the past five midterm elections, we project the New Jersey Latino vote in November 2022 to mirror 2018 turnout and represent a 71.5 percent increase from 2014.

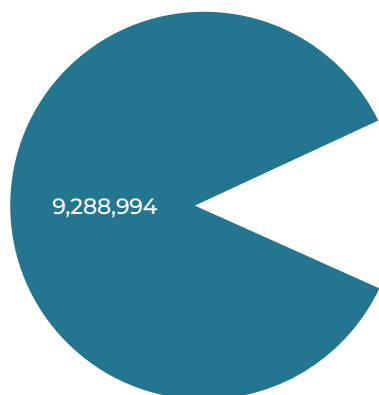
In addition, the Latino share of all New Jersey voters in 2022 is expected to be 15.6 percent, which mirrors the Latino share in 2018, and is a 22.3 percent increase from 2014.

Our Election 2022 projection is a floor, and the actual Latino vote could exceed the projection based on the political and policy environments leading into the November election. Furthermore, we note that one of the factors contributing to the groundbreaking turnout of Latinos in Election 2018 was the investment made by candidates and parties in Latino voter mobilization. This kind of investment will be crucial for the New Jersey Latino vote in Election 2022 to match or exceed the vote of 2018. More information about New Jersey Latino turnout can be found in “Voter Turnout” below and in NALEO Educational Fund’s [analysis](#) of national and state projected turnout in Election 2022.

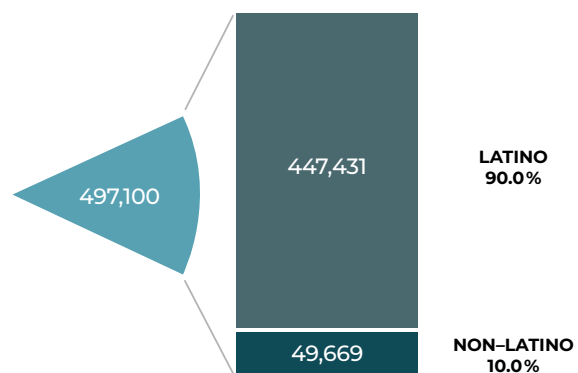
## POPULATION GROWTH BETWEEN 2010 AND 2020

Between 2010 and 2020, New Jersey’s total population grew from 8.8 million to 9.3 million, increasing 5.7 percent. During the same period, the state’s Latino population grew from 1.5 million to 2.0 million, increasing 28.8 percent. By comparison, the state’s non-Latino population increased by 0.7 percent. The increase in New Jersey’s Latino population accounted for 90 percent of the state’s population growth during the past decade.

POPULATION IN 2010



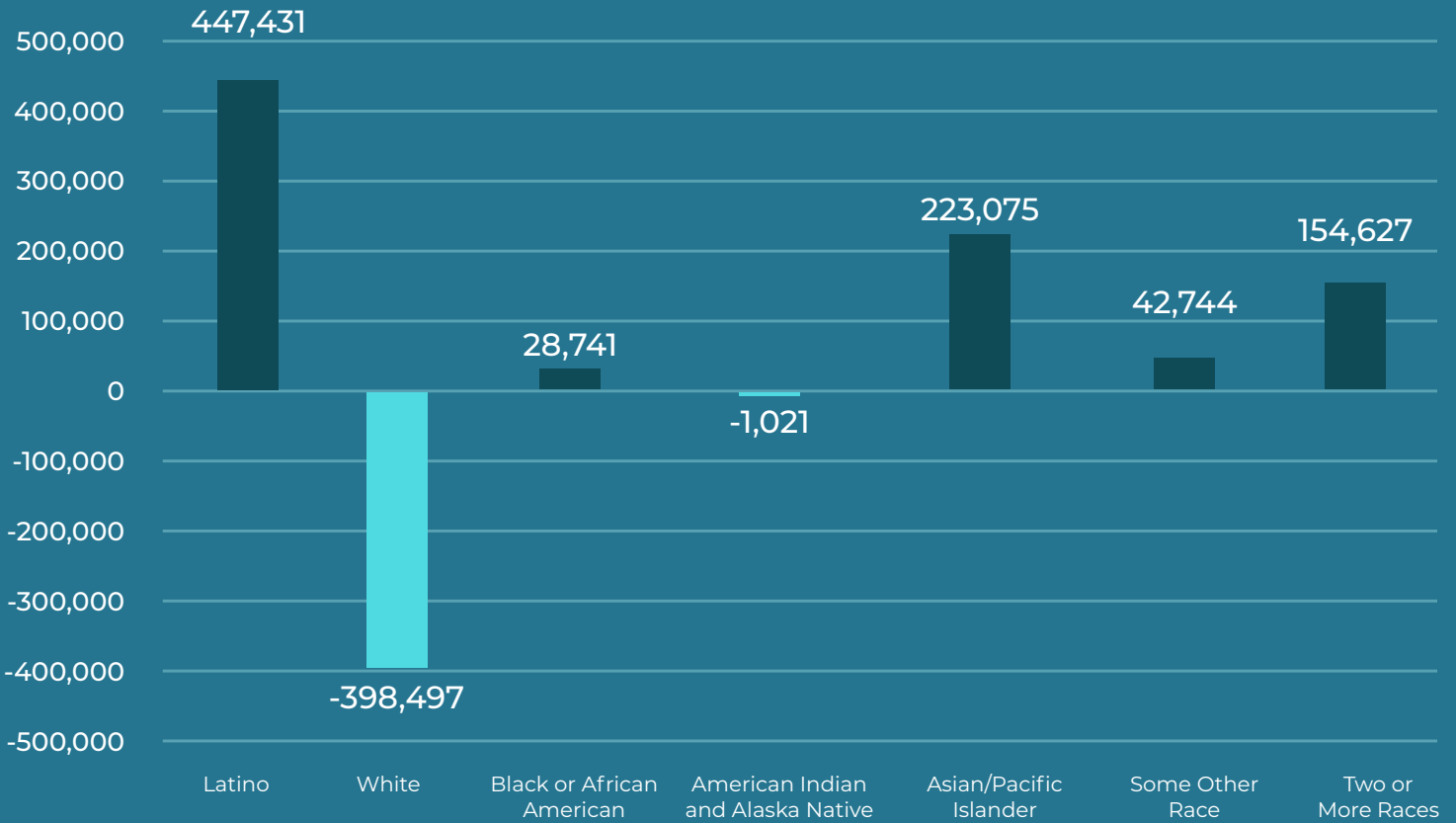
POPULATION GROWTH 2010–2020



See “Sources” at the end of this profile for information about the potential impact of the national net undercount of Latinos in Census 2020 on the data in this profile.

# GROWTH OF NEW JERSEY POPULATION GROUPS 2010-2020

The New Jersey Latino population increase between 2010 and 2020 exceeded the growth of other population groups.



## NEW JERSEY LATINO POPULATION 2020

	POPULATION	SHARE OF TOTAL POPULATION
All Latinos	2,002,575	21.6%
Latino Adults	1,435,999	19.7%
Latino Voting-Age Citizens	936,253	15.2%

See “Sources” at the end of this profile for information about the comparability of data sources for this table.

# NEW JERSEY LATINO ELECTORATE

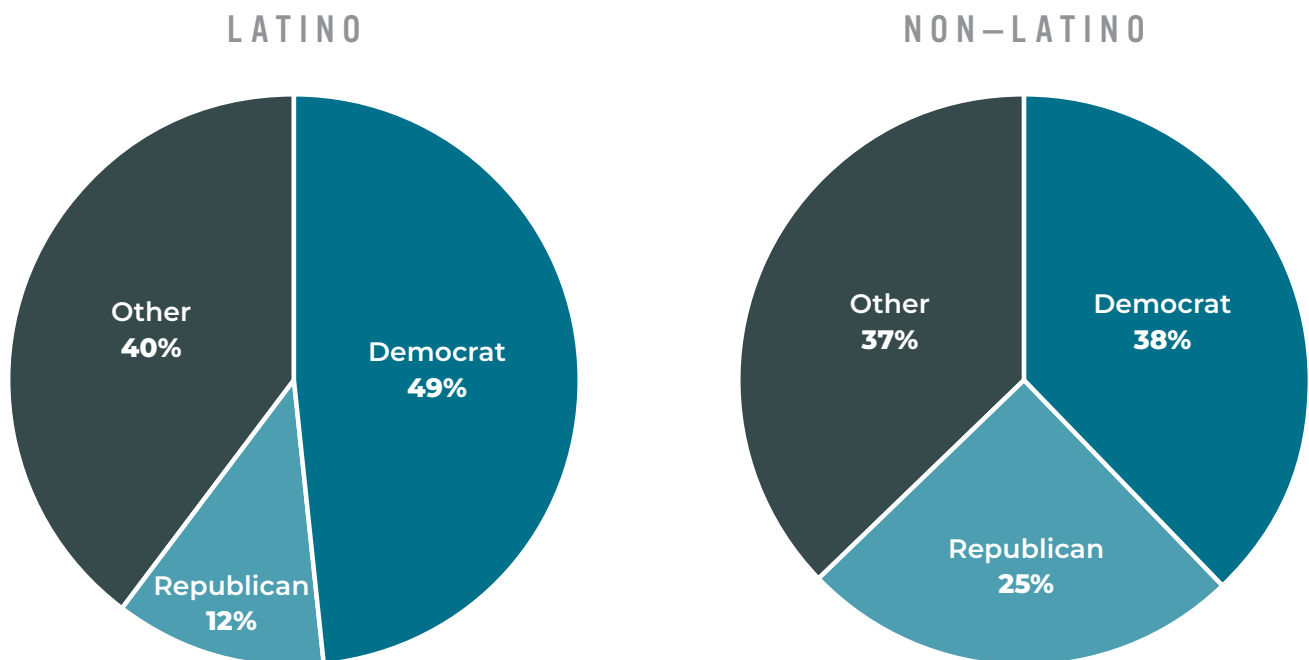
(as of April 2022, from  
VAN voter file)

Total Registered Voters	5,860,234
Latino Registered Voters	782,815
Latino Share of Registered Voters	13.4%

Over 13 percent of New Jersey registered voters are Latino.

## PARTY AFFILIATION

Latinos are more likely to be Democrats than non-Latinos, with 49 percent of Latinos affiliating with the Democratic Party, compared to 38 percent of non-Latinos. Latinos are less likely to be Republicans than the non-Latino electorate and slightly more likely not to be affiliated with either major political party. Less than one of every eight Latino registered voters (12 percent) is Republican, compared to 25 percent of non-Latinos. Two of every five Latino registered voters (40 percent) are not affiliated with either major party, compared to 37 percent of non-Latinos.

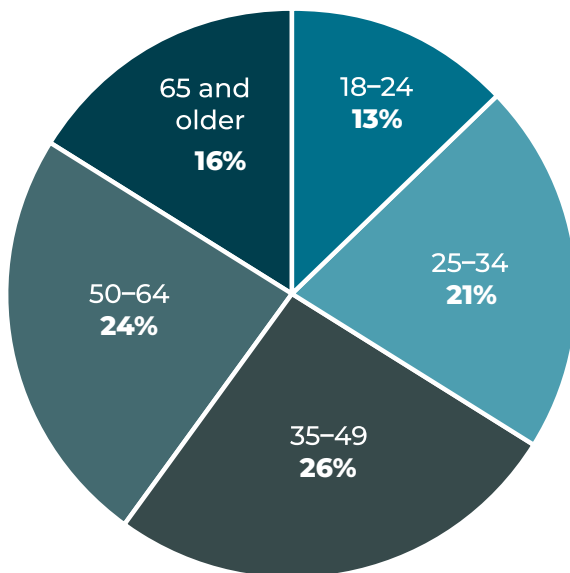


Totals may not add up to 100% because of rounding.

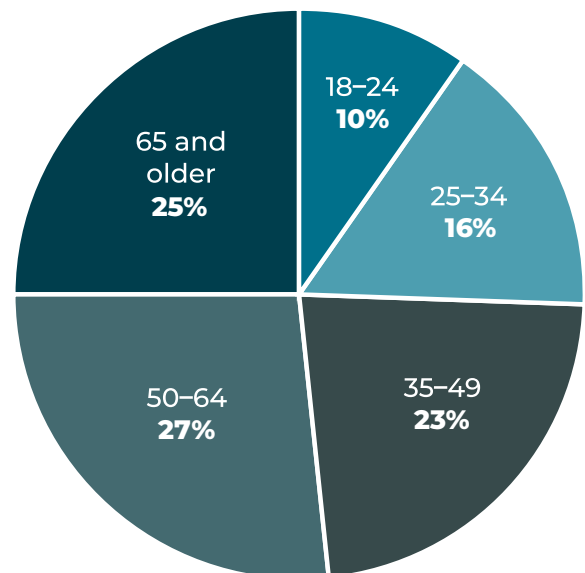
# AGE

New Jersey Latino registered voters tend to be younger than non-Latinos, with 18–24-year-olds comprising 13 percent of registered Latinos, compared to 10 percent of non-Latinos. Similarly, 21 percent of Latino registered voters are 25–34-year-olds, compared to 16 percent of non-Latinos. In contrast, 52 percent of non-Latino registered voters are 50 and older, compared to 40 percent of Latinos.

LATINO



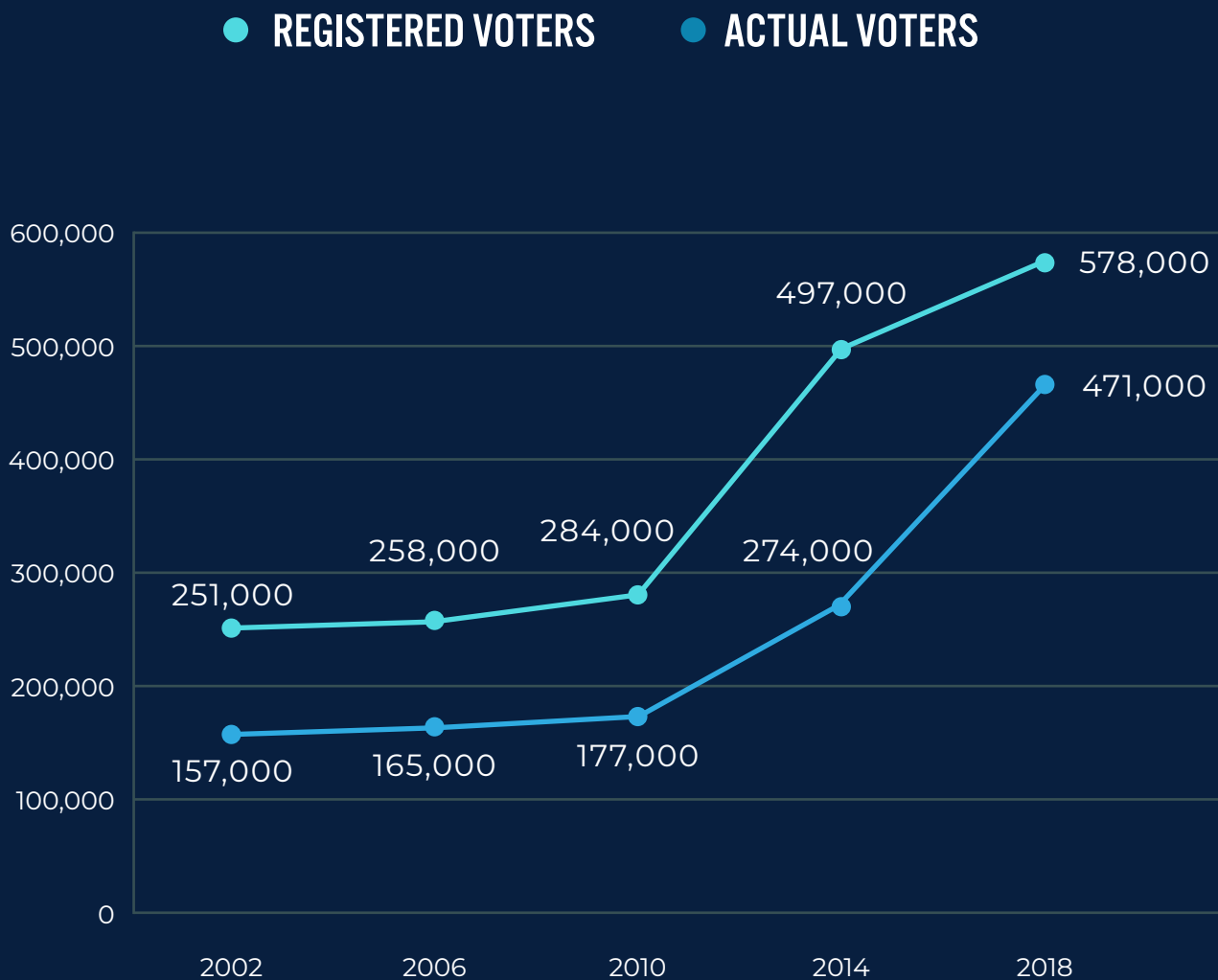
NON-LATINO



*Totals may not add up to 100% because of rounding.*

# LATINO VOTER TURNOUT

Latino voter turnout in New Jersey midterm elections increased 55 percent from 177,000 in 2010 to 274,000 in 2014. Between 2014 and 2018, there was dramatic growth in the number of Latino voters from 274,000 to 471,000 — an increase of 72 percent.





# LATINOS IN NEW JERSEY ELECTED OFFICES 1996–2021

In 2021, 169 Latinos served in elected office in New Jersey, with 93 percent serving at the local level, including county, municipal, school board, and judicial or law enforcement officials.

NEW JERSEY	1996	2001	2007	2013	2021
U.S. Senators	0	0	1	1	1
U.S. Representatives	1	1	1	1	1
State Legislators	3	5	6	9	10
Local Officials	31	71	95	117	157
<b>TOTAL</b>	35	77	103	128	169

## SOURCES

NALEO Educational Fund, National Directory of Latino Elected Officials, 2016–2021.

Generally, data on the overall New Jersey and Latino populations for 2020 are from the 2020 Census Redistricting Data Summary Files. However, because these data do not include information on residents' citizenship, data on the 2020 citizen voting-age population of New Jersey overall and Latinos are from the U.S. Census Bureau's 2016–2020 American Community Survey (ACS) 5-year data. Therefore, this should be taken into account when making comparisons between population data in this profile.

Additionally, in March 2022, the Census Bureau released its first official estimate of the accuracy of Census 2020, which revealed national net undercounts of the Latino population (4.99 percent), the Black or African American population (3.30 percent), and the American Indian and Alaska Native population living on reservations (5.64 percent). The national net undercount of Latinos raises significant concerns about an undercount of Latinos in New Jersey. NALEO Educational Fund is advocating that the Census Bureau provide disaggregated data by levels of geography lower than at the state level and that it conducts additional evaluation and assessments to enhance our understanding of the accuracy of the Census 2020 counts of New Jersey.

The source of the voting and registration data in the profile, unless indicated otherwise, is from the Census Bureau's Current Population Survey (CPS) and its *Voting and Registration in the Elections of November: 2002–2020* report. The CPS data used in this profile and the survey from which they are derived are subject to certain limitations. First, actual voter turnout and registration may be overestimated by the CPS because individuals may tend to over-report electoral participation. Additionally, the CPS is a national survey, and estimates derived for smaller sub-groups within the national population may be based on relatively small sample sizes. Consequently, the margin of error associated with estimates of voting and registration for these sub-groups is greater than the margin associated with the national population or larger population sub-groups.

## PROJECTION METHODOLOGY

For New Jersey, NALEO Educational Fund derived its projection of the Latino vote in Election 2022 by using a statistical modeling approach that takes into account trends in Latino voter turnout over the past five midterm election cycles. We determined Latino voter turnout in those cycles from U.S. Census Bureau CPS data and *Voting and Registration in the Elections of November: 2002–2018*. Because the projections are based on past voting trends, they do not take into account the potential increase or decrease in Latino turnout that could result from current circumstances, including challenges created by the COVID-19 pandemic, more robust voter engagement efforts, naturalization trends, changes in voter registration and voting laws and practices, or other factors.

NGP Voter Activation Network (VAN) voter file data, April 2022: VAN data are subject to some limitations regarding collecting, entering, maintaining, and analyzing voter file records. All estimates are of Registered Active Voters.

For more information about NALEO Educational Fund's publications about the Latino population or Election 2022, please contact Dorian Caal at [dcaal@naleo.org](mailto:dcaal@naleo.org) or (213) 765-9450.