



## NEWS RELEASE

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### \*\*\*ELECTION 2022 PRIMARY PROFILE\*\*\*

## Nearly 470,000 Latinos in New Jersey Will Cast Ballots This November

*Latino voter turnout in the state is expected to mirror 2018's historic numbers, marking a 71.5 percent increase from 2014*

*"The number of Latinos who cast ballots in New Jersey midterm elections increased dramatically between 2010 and 2018. Continued efforts to reach and engage Latino voters are critical for 2022 turnout numbers to reach or exceed 2018's ground-breaking levels."*

*— NALEO Educational Fund CEO Arturo Vargas*

**WASHINGTON, D.C.** — The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today released its 2022 [New Jersey Latino Voter Profile](#), offering a comprehensive analysis of the Latino electorate in New Jersey — including projected voter turnout, demographic trends, and population growth — ahead of the state's primary elections on June 7 and November's midterm elections.

According to the projections, more than 469,000 Latinos in New Jersey will cast ballots this November — mirroring 2018's historic turnout and marking a 71.5 percent increase from 2014. Further, more than 13 percent of all registered voters in New Jersey are Latino, and the Latino share of all 2022 New Jersey voters is expected to be 15.6 percent, which mirrors 2018's historic numbers.

"The number of Latinos who cast ballots in New Jersey midterm elections increased dramatically between 2010 and 2018. Continued efforts to reach and engage Latino voters are critical for 2022 turnout numbers to reach or exceed 2018's ground-breaking levels," said **NALEO Educational Fund CEO Arturo Vargas**.

"More than one out of eight New Jersey registered voters are Latino (13.4 percent), meaning the Latino electorate will play a major role in the outcome of congressional contests across the state, including the race for the seat being vacated by retiring U.S. Representative Albio Sires (D), a veteran lawmaker who has served in Congress since 2006."

### **Key Findings Include:**

- Latino registered voters in New Jersey 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.

- New Jersey’s Latino population grew from 1.5 million to 2.0 million, a 28.8 percent increase that accounts for 90 percent of the state’s total population growth.
- In 2021, 169 Latinos served in New Jersey elected office; this number was comprised of one U.S. Senator, one U.S. Representative, 10 state legislators, and 157 legislators at the local level (including county, municipal, school board, and judicial officials).
- More than 469,000 Latinos in New Jersey will cast their ballots in 2022 — marking a 71.5 percent increase in Latino voter turnout from 2014.
- More than 13 percent of all registered voters in New Jersey are Latino, and the Latino share of all 2022 New Jersey voters is expected to be 15.6 percent, which mirrors 2018 numbers.

**The Numbers:**

State	Projected Latino Vote 2022		Latino Vote 2018	% Change between 2018 and 2022		Latino Vote 2014	% Change Between 2014 and 2022
New Jersey	469,900		471,000	-0.2%*		274,000	71.5%

*\*Not Statistically Significant*

For information on the comparability of data sources and additional data on population changes, please refer to the full report available [here](#).

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**About NALEO Educational Fund**

*NALEO Educational Fund is the nation’s leading non-partisan, non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.*