



# 2017 New Jersey Voter Data Analysis

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**NEW YORK**

163-10 NORTHERN BLVD, STE 307

Flushing, NY 11358

**TEL** 718 961 4117

**FAX** 718 961 4603

**NEW JERSEY**

185 BRIDGE PLZ N,

STE 306

FORT LEE, 07024

**TEL** 201 488 4201

**FAX** 718 961 4603

[KACE.ORG](http://KACE.ORG)



**Korean American Civic Empowerment (KACE)** is a non-partisan, not-for-profit organization, dedicated to empowering the Korean American community through active civic engagement since 1996.

More specifically, KACE is committed to advocating for voting rights, educating Korean American voters, developing civic leadership, contributing to the U.S.-Korea relations, and addressing the issues of the Korean American community to the local, state, and federal governments.

## **Purpose of Analysis**

KACE conducts an analysis of statewide voter data to attain a measure on the current status of Korean Americans' political capability and to gather insight on how to register more Korean Americans to vote.

KACE provides timely and accurate election data analytics of the Korean American community every year.

## **Data Sources**

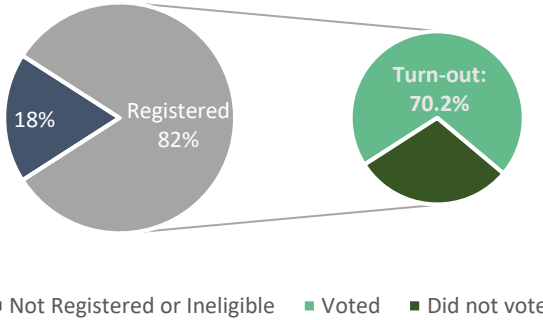
All source data used for analysis come from public information. In this particular analysis, the raw data sets were obtained from the public records collected by the New Jersey Division of Elections as of November 2016 and the 2015 American Community Survey (ACS) published by the United States Census Bureau. Both data sets were the most recent available by the public as of May 2017.

## **Filtering Korean American Voter Data**

Through a proprietary algorithm developed by KACE, the voter data for Korean Americans is filtered by the voter's first name, last name, names of voters at the same address, and other conditions. All the numbers calculated for Korean American voters included in this report are conservative estimates, as calculated by the algorithm.

# FACT SHEET

## All New Jersey State Voters



|                                    |                   |
|------------------------------------|-------------------|
| <b>Total Population</b>            | <b>8,935,421*</b> |
| <b>Total Registered Voters</b>     | <b>5,665,880†</b> |
| <b>Voting-Eligible Population§</b> | <b>6,923,950‡</b> |
| <b>Voter Registration Rate</b>     | <b>81.8%</b>      |
| <b>Voter Turn-out Rate</b>         | <b>70.2%</b>      |

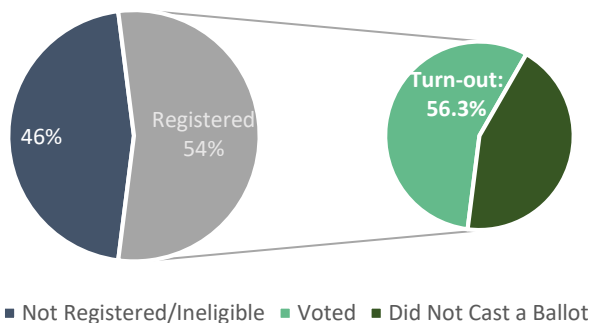
§NOTE: Eligible voters are U.S. citizens ages 18 and older.

\* 2015 American Community Survey, United States Census Bureau

† Accessed May 2017, New Jersey Board of Elections

‡ % of citizens of % 18 years and older of all population

## Korean American Voters in New Jersey



|   |                            |
|---|----------------------------|
| <b>Total Population</b>                       | <b>101,434<sup>*</sup></b> |
| <b>Total Registered Voters</b>                | <b>30,277<sup>†</sup></b>  |
| <b>Voting-Eligible Population<sup>‡</sup></b> | <b>56,056<sup>‡</sup></b>  |
| <b>Voter Registration Rate</b>                | <b>54.0%</b>               |
| <b>Voter Turn-out Rate</b>                    | <b>56.3%</b>               |

<sup>‡</sup>NOTE: Eligible voters are U.S. citizens ages 18 and older.

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\* 2015 American Community Survey, United States Census Bureau

† Accessed May 2017, New Jersey Board of Elections

‡ % Korean American citizens of % 18 years and older of total Korean American population

## Korean American Voter Status

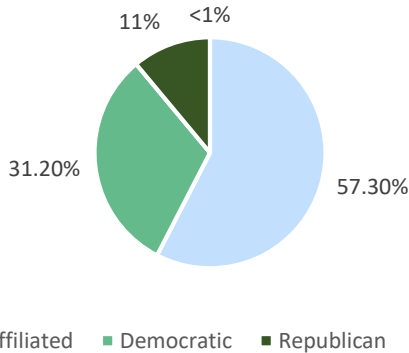
A voter is classified as inactive when:

- Individual does not respond to the confirmation notice of address, sent from the Board of Elections (BOE); and
- Mails sent to the individual's home address is returned to the Board of Elections.

### **4.8% of Korean American registered voters**

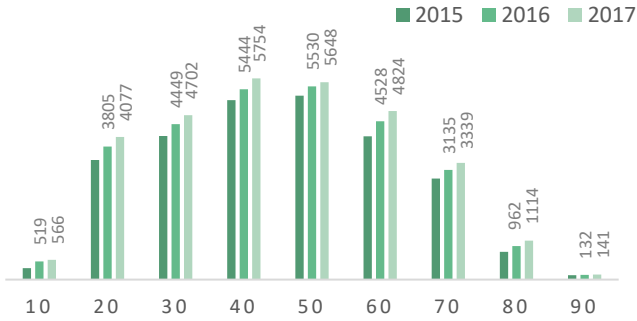
(approximately 1,422 Korean American registered voters) are marked as inactive. In comparison to the data obtained from the 2016 Primary Election, there is a **40% decrease** in inactive voter status.

## Korean American Voters by Party Affiliation



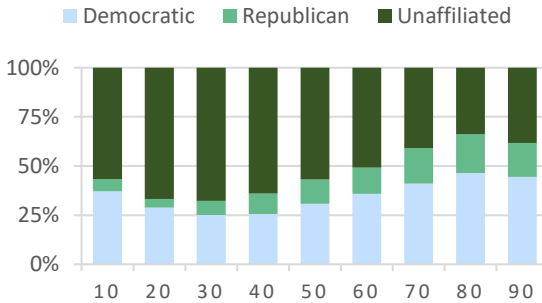
Unlike other states with closed primaries, voters in New Jersey who are unaffiliated with any political party may declare either Republican or Democrat at the polls on the day of the primary election.

## Korean American Voters by Age Group



The 40s is the largest share of all age groups with a total of **5,754 Korean American registered voters**, followed closely by the 50s, 60s, and 30s age groups.

## Distribution of Party by Age Group



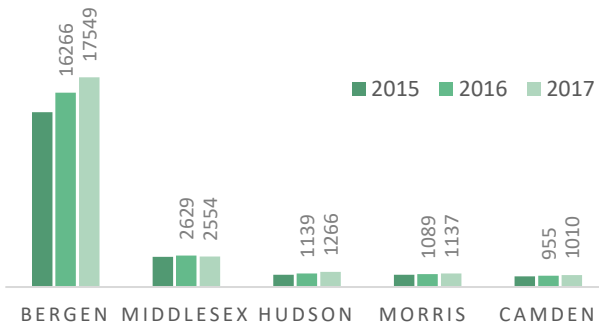
Across all age groups, a significant share of unaffiliated voters make up the total number of registered Korean American voters. Approximately:

- **56.5%** of 10s;
- **66.4%** of 20s;

- **67.3%** of 30s;
- **63.7%** of 40s;
- **56.5%** of 50s; and
- **50.6%** of 60s age groups are unaffiliated voters.

Across the entire age spectrum, 31.1% of all Korean American voters identify as a Democrat as opposed to the 11.0% of all Korean American voters who identify as a Republican.

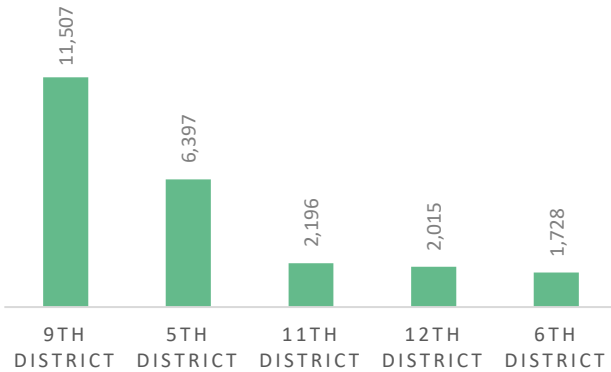
## Korean American Voters by County



Bergen County is home to 58.0% of all Korean American registered voters in New Jersey (17,549). Since the 2016 Primary Election, there is a **7.9% increase** in the number of Korean American voters registered in Bergen County.



## Korean American Voters by Congressional District

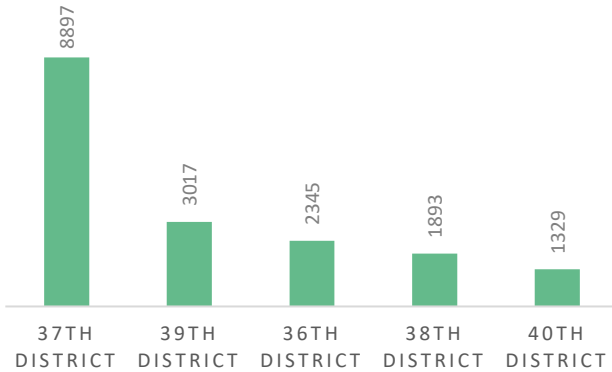


36.5% of all Korean American voters in New Jersey reside in New Jersey's 9th Congressional District (Rep. Bill Pascrell). The 5th Congressional District (Rep. Josh Gottheimer) is home to 6,397 Korean American voters, the 11th Congressional District (Rep. Rodney Frelinghuysen) to 2,196 Korean American voters, the 12th Congressional District (Rep. Bonnie Watson Coleman) to 2,015 Korean American voters, and the 6th Congressional District (Rep. Frank Pallone) to 1,728 Korean American voters.

**Korean American voters account for the following percentage of all voters in each congressional district:**

- 9th District- **2.7%** of total registered voters
- 5th District- **1.3%** of total registered voters
- 11th District- **0.4%** of total registered voters
- 12th District- **0.4%** of total registered voters
- 6th District- **0.4%** of total registered voters

## Korean American Voters by Legislative District

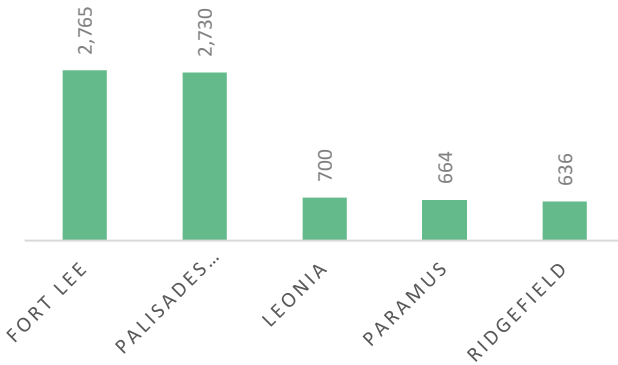


New Jersey's 37th Legislative District (southern Bergen) is home to the largest number of Korean American voters with 8,897 residents. It is followed by the 39th Legislative District (Bergen and Passaic), 36th Legislative District (Bergen and Passaic), and the 38th and 40th Legislative District (Bergen, Essex, Morris, and Passaic).

**Korean American voters account for the following percentage of all voters in each legislative district:**

- 37th District- **7.0%** of total registered voters
- 39th District- **2.0%** of total registered voters
- 36th District- **2.0%** of total registered voters
- 38th District- **1.3%** of total registered voters
- 40th District- **0.9%** of total registered voters

## Korean American Voters by Municipality



Fort Lee is home to 2,765 Korean American voters, followed closely by Palisades Park with 2,730 Korean American voters.

### Korean American voters account for the following percentage of all voters in each municipality:

- Fort Lee- **13.0%** of total registered voters
- Palisades Park- **35.3%** of total registered voters
- Leonia- **13.0%** of total registered voters
- Paramus- **3.6%** of total registered voters
- Ridgefield- **10.3%** of total registered voters

## 8080 Campaign

TEL (201) 488-4201    FAX (718) 961-4603    [info@kace.org](mailto:info@kace.org)

KACE conducts the 8080 Campaign year-round with the goal of increasing **voter registration** and **voter turn-out** rates to 80% in the Korean American community.

KACE provides information and resources to those in need of assistance with voter registration, and for all interested in participating in the 8080 Campaign.

### Voter Hotline

**(347) 766-5233**

KACE operates a voter hotline on election dates to resolve any issues and/or concerns that a voter may face at a poll site.

### Donation

**With your support, we can strengthen our voice, gain visibility, and build our political strength together as a community.** KACE is a registered 501(c)(3) organization with the Internal Revenue Service. Your donations and contributions are tax-deductible.

Please make the check payable to "KACE" and mail to:

**Korean American Civic Empowerment (KACE)  
163-10 Northern Blvd, Suite 307  
Flushing, NY 11358**

**VOTING RIGHTS ADVOCACY.  
VOTER REGISTRATION.  
CIVIC EDUCATION.  
OUR COMMUNITY'S VOICE.**

**KOREAN AMERICAN  
CIVIC EMPOWERMENT  
SINCE 1996.**



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163-10 NORTHERN BLVD, STE 307  
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FAX 718 961 4603

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185 BRIDGE PLZ N, STE 306  
FORT LEE, 07024  
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FAX 718 961 4603

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