



2008 PRIMARY ELECTION PROFILES

NEW JERSEY

NEW JERSEY PRIMARY: FEBRUARY 5

ELECTORAL COLLEGE VOTES: 15

TOTAL POPULATION (2006): 8,724,560 LATINO POPULATION (2006): 1,364,699

In the last decade, New Jersey has leaned Democratic in Presidential elections that have been extremely competitive nationwide. In November 2000, Vice-President Al Gore won 56% of the vote compared to George W. Bush's 40%. In November 2004, U.S. Senator John Kerry won with a narrower but still comfortable 53% - 46% margin.

Latinos in New Jersey tend to affiliate with the Democratic Party, and the Democratic Presidential primary contenders have been targeting the Latino electorate, particularly in the last days leading up to Super Tuesday. Both U.S. Senators Hillary Clinton and Barack Obama have made appearances, organized rallies and conducted active field campaigns in areas of North Jersey which have growing Latino populations, such as North Bergen, Jersey City and Hackensack. Both candidates have also sought the endorsements of New Jersey Latino leaders, and have utilized these leaders as their spokespersons both within and outside of the state.

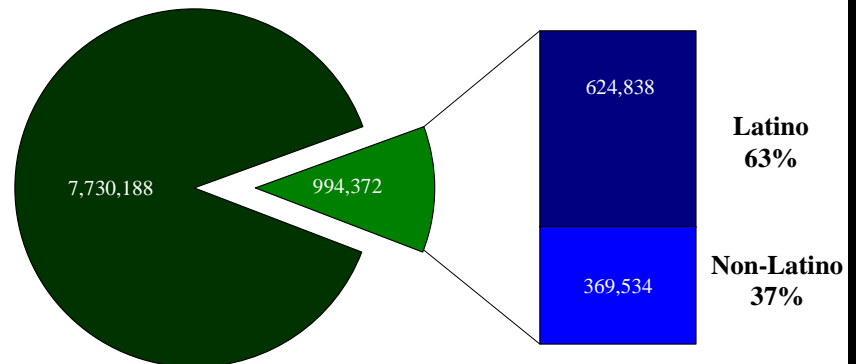
THE LATINO POPULATION IN NEW JERSEY

In 2006, Latinos accounted for about one out of six New Jersey residents (16%). Between 1990 and 2006, the state's Latino population increased significantly from 739,861 to nearly 1.4 million. During this period, New Jersey gained close to 1 million new residents, and nearly two out of three were Latino (63%).

New Jersey Population Growth: 1990-2006

Population in 1990

Population Growth
1990-2006



New Jersey's Latino Population: 2006

	Population	% of Total Population
Latinos	1,364,699	16%
Latino Adults	967,457	15%
Latino Adult U.S. Citizens	578,645	10%

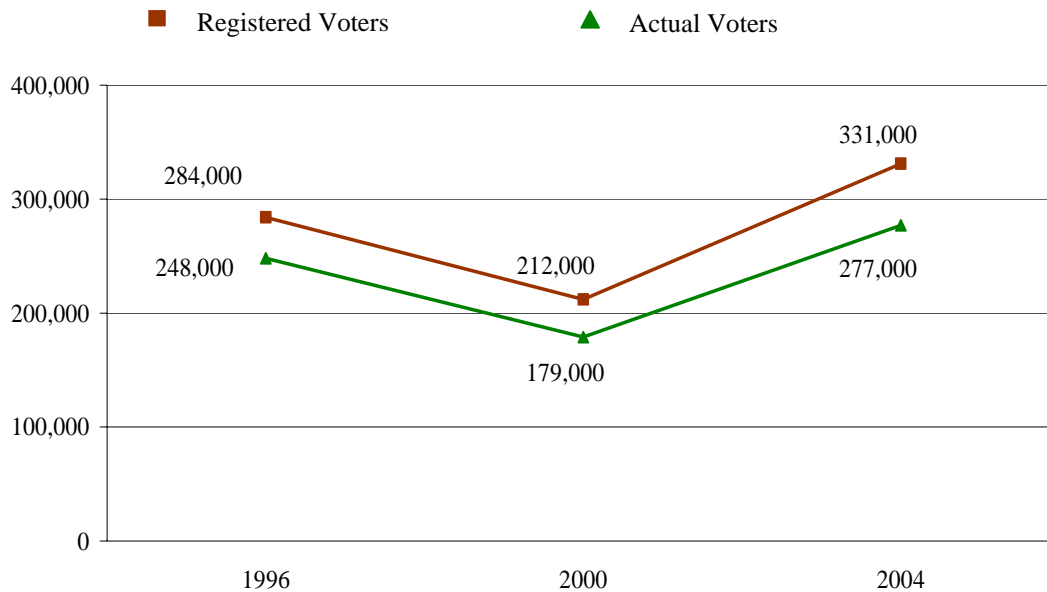
THE LATINO ELECTORATE

The number of New Jersey Latino voters has grown from 248,000 in 1996 to 277,000 in 2004, an increase of 12%. In 2007, about 9% of New Jersey registered voters was Latino (390,950).

New Jersey's Electorate (2007)

Total Registered Voters	4,359,104
Latino Registered Voters	390,950
Latino Share of All Registered Voters	9%

New Jersey Latino Registration and Voting in Past Presidential Elections



See "Sources" for information regarding the limitations of the foregoing data.

LATINO ELECTED OFFICIALS IN NEW JERSEY

- New Jersey is one of four states ever to have a Latino serve as U.S. Senator.
- In January 2007, 103 Latinos served in elected office in New Jersey. In the last decade, the number of Latino elected officials nearly tripled in the state, growing from 35 in 1996 to 103 in 2007. Much of this growth has occurred in local governments, particularly at the county, municipal and school board level; 92% of the state's Latino electeds serve in these local governments.

Latinos in Colorado Elected Office: 1996-2007

	1996	1998	2000	2004	2007
Members Of Congress	1	1	1	1	2
Statewide Officials	0	0	0	0	0
State Legislators	3	4	5	5	6
Local Officials	31	35	69	96	95
Total	35	40	75	102	103

For more information about the NALEO Educational Fund's 2008 Election publications, please contact Rosalind Gold at rgold@naleo.org or (213) 747-7606, ext. 120.

Sources

NALEO Educational Fund, 2007 *National Directory of Latino Elected Officials*.

U.S. Census Bureau, American Community Survey (2006), General Information and Custom Tables.

U.S. Census Bureau, Current Population Survey (CPS), *Voting and Registration in the Elections of November: 1996-2004*.

The CPS data used in these reports 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.

U.S. Census Bureau, Decennial Census, 1990 and 2000.

Voter Contact Service, *National Political DataBase*.