

# Wisconsin

## POPULATION FACTS

- Largest AAPI ethnic groups in Wisconsin include: Hmong (54,205), Indian (36,539), Chinese (31,177), Filipino (16,728), Korean (12,287), Vietnamese (9,843).
- From 2012 to 2018, the number of eligible AAPI voters in Wisconsin grew 38%
  - This compares to a 3% growth rate for the statewide eligible voting population between 2012 to 2018
- AAPI youth (ages 18-29) comprise 37% of the AAPI CVAP population in Wisconsin
- AAPIs age 50 and up comprise 26% of the AAPI CVAP population.

91,556  
ELIGIBLE AAPI VOTERS

3.3%  
AAPI SHARE OF ELECTORATE  
IN THE STATE

194,173  
AAPI POPULATION SIZE

## COUNTIES WITH HIGHEST AAPI POPULATIONS

	% of AAPIs in County	Size of AAPI Population	% of AAPI CVAP in County	Size of AAPI CVAP
Milwaukee County	4%	40,920	3%	18,430
Dane County	6%	31,495	4%	13,980
Waukesha County	4%	14,045	2%	6,045

82%  
AAPI POPULATION  
GROWTH RATE SINCE 2000

A fifth of eligible AAPI voters in Wisconsin live in Milwaukee County.

## VOTER ENGAGEMENT AND IDENTIFICATION

- Voter contact continues to be an unmet need for AAPIs. In the 2018 Asian American Voter Survey, 50% of Asian Americans received no contact or were unsure if they received contact about the election from the Democratic party and 60% reported the same from the GOP.
- Among contacted Asian American registered voters, 52% reported contact by the Democratic Party from the same survey, 40% by the Republican Party, and 44% by community organizations. In comparison, the 2016 National Asian American Post-Election Survey shows 48% of AAPI voters reported contact from the Democratic party and 16% by the Republican party.
- There is also an opportunity for voter education through contact. In the 2018 survey of registered voters, 38% of Asian Americans did not declare an identification with either political party.

## IMPORTANCE OF LANGUAGE ACCESS

- 75% of Asian Americans in Wisconsin speak a language other than English at home, and of those, more than 41% speak English less than “very well.”
- Turnout is 9% lower for Limited-English Proficient (LEP) than non-LEP registered voters according to the 2012 AAPI Post-Election Survey, and 63% say that Asian language support at polling places would be useful.

## SOCIOECONOMIC CHALLENGES

- About 11,852 Asian Americans in Wisconsin (8%) lack health insurance.
- About 27,407 Asian Americans in Wisconsin (18%) live in poverty.
- About 408 NHPs in Wisconsin (22%) live in poverty.

## MULTILINGUAL VOTER HOTLINE

- If you, or anyone you know, has difficulty with language access or needs any other type of voting assistance (including questions about polling locations or voting procedures), please call the National Asian American Voter Hotline at 1-888-API-VOTE (1-888-274-8683).



For more information or questions, please email [info@apiavote.org](mailto:info@apiavote.org) or [info@aapidata.com](mailto:info@aapidata.com).

In order to capture Asian Americans and Pacific Islanders who are mono-racial as well as multi-racial, we have calculated statewide population and electorate numbers using the Public Use Microdata Sample (PUMS). We do this to overcome two problems: CVAP numbers provided by the U.S. Census do not include multiracial AAPIs, and we cannot double-count when adding multi-racial population numbers from FactFinder tables (more than 10% of multi-racial AAPIs say they are Asian as well as Native Hawaiian or Pacific Islander). Resident numbers regardless of age and citizenship are derived from the 2016 ACS 1YR PUMS file. We derive the number of CVAP by multiplying residents by the proportion CVAP, which is calculated using the latest 5YR PUMS file to improve precision. Any other characteristics of the population is based on the ACS 5YR PUMS file to provide the most precise estimates possible. Finally, the PUMS file does not contain large enough samples for county estimates, so we rely on the Census Bureau's Special Tabulations of the Citizen Voting Age Population, which provides county estimates but does not include multiracial AAPIs.