

# Wisconsin

## POPULATION FACTS

- Largest Asian American ethnic groups in Wisconsin include: Hmong (57,408), Asian Indian (35,844), Chinese, except Taiwanese (30,416), Filipino (19,567), Korean (13,579) and Vietnamese (9,175)
- Largest NHPI ethnic groups in Wisconsin include: Native Hawaiian (2,146), Other Micronesian (741) and Samoan (641)
- From 2010 to 2020, the number of eligible AAPI voters in Wisconsin grew by 64%
  - This compares to a 6% change for the statewide eligible voting population over the same period.
- AAPI youth (ages 18-29) comprise 36% of the AAPI Citizen Voting Age Population (CVAP) in Wisconsin
- AAPIs age 50 and up comprise 26% of the AAPI CVAP.

**101,057**  
 ELIGIBLE AAPI VOTERS  
 (INCLUDES MULTI-RACIAL  
 POPULATION)

**2.3%**  
 AAPI SHARE OF ELECTORATE  
 IN THE STATE

**221,650**  
 AAPI POPULATION SIZE  
 (INCLUDES MULTI-RACIAL  
 POPULATION)

## COUNTIES WITH HIGHEST AAPI POPULATIONS (INCLUDES MULTI-RACIAL POPULATION)

|           | % of AAPIs in County | Size of AAPI Population | % of AAPI CVAP in County | Size of AAPI CVAP |
|-----------|----------------------|-------------------------|--------------------------|-------------------|
| Milwaukee | 5%                   | 50,281                  | 3%                       | 22,814            |
| Dane      | 7%                   | 39,180                  | 5%                       | 18,363            |
| Waukesha  | 4%                   | 17,988                  | 3%                       | 8,280             |

**110%**  
 AAPI POPULATION GROWTH  
 RATE SINCE 2000

**43%**  
 AAPI POPULATION GROWTH  
 RATE SINCE 2010

### 3 KEY THINGS TO KNOW:

- Growth of AAPI residents 2010-2020: 43%
- Growth of eligible AAPI voters 2010-2020: 64%
- Share of Asian American adults who are Limited English Proficient: 32%

## VOTER ENGAGEMENT AND IDENTIFICATION (NATIONAL-LEVEL DATA)

- Voter contact continues to be an unmet need for AAPIs. In the 2022 Asian American Voter Survey, 56% of Asian Americans received no contact or were unsure if they received contact about the election from the Democratic party and 66% reported the same from the GOP.
- Among contacted Asian American registered voters, 44% reported contact by the Democratic Party from the same survey, 35% by the Republican Party, and 39% 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 2022 survey of registered voters, 37% of Asian Americans did not declare an identification with either political party.

## IMPORTANCE OF LANGUAGE ACCESS\*

- 78% of Asian American adults in Wisconsin speak a language other than English at home, and 32% are Limited English Proficient (speak English less than "very well")
- The top 5 Asian languages spoken in Wisconsin are Hmong (41,757), Chinese (18,283), Hindi (5,901), Tagalog (5,398) and Urdu (5,091)
- In the 2022 Asian American Voter Survey, among Asian Americans that spoke a language other than English at home, 11% said that language has been a barrier in voting in previous elections and 42% said they would make use of voting assistance in their language (national-level data)
- The top NHPI languages with more than 100 estimated speakers in Wisconsin are Marshallese (145) and Samoan (116)

## SOCIOECONOMIC CHALLENGES\*

- About 11,056 Asian Americans in Wisconsin (7%) lack health insurance
- About 24,001 Asian Americans in Wisconsin (15%) live in poverty
- About 7,655 Asian Americans in Wisconsin (5%) lack broadband access
- About 362 NHPIs in Wisconsin (14%) lack health insurance
- About 716 NHPIs in Wisconsin (29%) live in poverty
- About 257 NHPIs in Wisconsin (10%) lack broadband access.

## 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).

\* Data on language access and socioeconomic challenges are presented for the mono-racial populations.

In order to capture AAPIs 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 because CVAP numbers provided by the U.S. Census do not include multiracial AAPIs, and we cannot double-count when adding multiracial population numbers from FactFinder tables. All 2020 estimates were derived from the 2020 ACS 5YR PUMS including the county-level estimates, which were calculated by combining the Public Use Microdata Areas for the 3 largest counties per state.