



## New Jersey (NJ) (14 votes)

Capital: **Trenton**  
 Area: **8,723 sq mi. / 22,591sq km**  
 Population: **8,908,520**  
 Nickname: **"Garden State"**  
 State motto: **"Liberty and Prosperity"**  
 Governor: **Phil Murphy (D)**  
 U.S. Senators: **Bob Menendez (D),**  
**Cory Booker (D)**



### How will your state vote?

Predicting a vote is a challenging task. Political researchers have different opinions on how to predict an election outcome. Different formulas and methods are used, however none is perfect. Each prediction is a snapshot of the voters' opinion at a certain point in time. But with election issues and current events changing so fast, it is quite a challenge to have an accurate prediction of how the election will turn out. In the 2016 election, most political pundits and polls before Election Day had Democratic candidate Hillary Clinton in the lead. Yet, while Clinton won the majority of the popular vote, the Republican candidate Donald J. Trump won the Electoral College votes of key swing states and thus the Presidency.

What are the most common predictors to determine how citizens will vote? Socio-economic factors are among the most important ones. They include, but are not limited to, citizens' education, income, and ethnicity. While these are often mentioned as decisive, others are important to consider as well. For example, many Americans cast their vote based on a single issue like health care, women's reproductive rights, the economy, or the environment. These voters choose their preferred candidate based on the issue most important to their identity, their social network, or personal biography, for example religious affiliation, ideology, or health. Americans also often cast their vote in a local context and are influenced by political and social issues affecting their own state. Finally, calculating voter turnout is key to an accurate prediction.

### Some key variables for predicting the election outcome



#### Voting history

*How have people in the state voted in the past? Is the state solidly red, blue, or purple? What is the expected turnout?*



#### Ethnicity

*What ethnic group does a citizen belong to? What is the ethnic make-up of the state?*



#### Religion

*How important is religion to the citizens? How often do they pray or attend worship service?*



#### Economy

*What's the current economic situation in the state? How many citizens live in poverty? How many are without a job?*



#### Income inequality

*How wide is the gap between wealthy and poor people? How much income does the top 1% in the state take home?*



#### Education

*How many people graduate from high school in your state? How many have a college degree?*

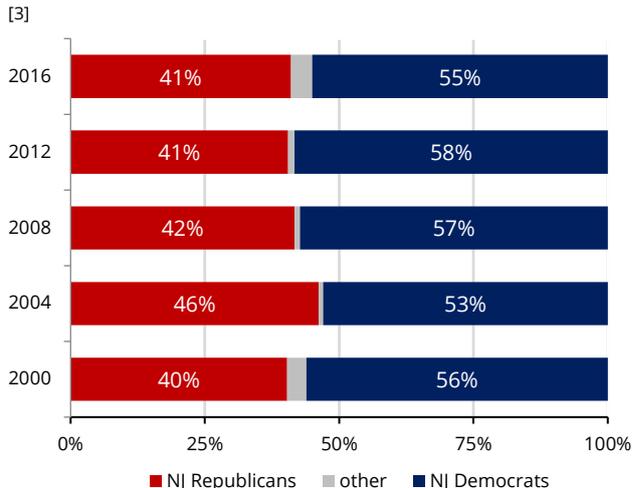


## Voting history <sup>[2]</sup>

New Jersey, one of the 13 original colonies, joined the Union in December 1787 and has participated in all 58 presidential elections.

Thanks to the density of its population, New Jersey has more electoral votes per square mile than any state except Rhode Island. Its 14 electoral votes make it a rich prize. New Jersey has gone Democratic in the last seven elections, after voting Republican in the previous six. Hillary Clinton won the state over Donald Trump by a margin of 55% to 41% in 2016. votes.

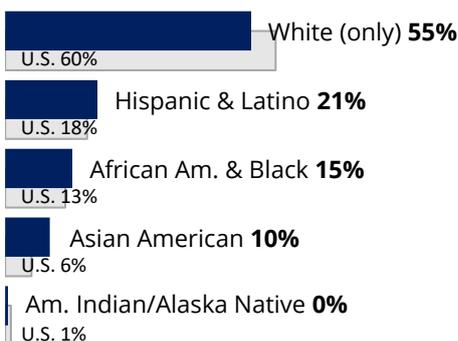
### Election results in New Jersey (2000–2016): <sup>[3]</sup>



### Voter turnout 2016:



## Ethnicity <sup>[4]</sup>



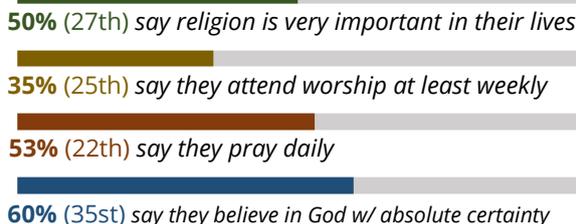
(U.S. average in grey)

## Religion <sup>[5]</sup>

NJ is tied for 19<sup>th</sup> most religious state overall

55% of adults in NJ are "highly religious," based on an overall index

### Religious profile of New Jersey



## Economy <sup>[4]</sup>

**10.2%** (45<sup>th</sup> highest) poverty rate

**3.5%** (23<sup>rd</sup> lowest) unemployment rate

## Income inequality <sup>[6]</sup>

The **top 1%** take home **20% of all the income in NJ.**

(U.S. average: 21%)

1% of the families



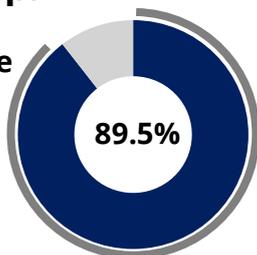
20% of the income



## Education <sup>[4]</sup>

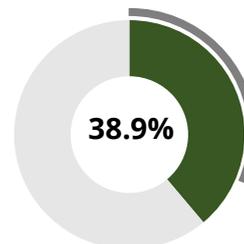
**High school degree or higher**  
persons 25+ yrs. old

U.S. average: 87.7%



**Bachelor's degree or higher**  
persons 25+ yrs. old

U.S. average: 31.5%





## More information on New Jersey\*



### State information

Infoplease.com: <http://www.infoplease.com/states.html>

Official state website: [www.nj.gov/](http://www.nj.gov/)



### Government information:

Governor: [www.nj.gov/governor/](http://www.nj.gov/governor/)

State and Local Government on The Net: <http://www.statelocalgov.net/>

U.S. Senators from the state: <http://www.senate.gov/senators/contact/>

U.S. Representatives from the state: <https://www.house.gov/representatives>



### Election 2020

270twin.com: <http://www.270twin.com/states>

Rock the Vote – voting information: <https://www.rockthevote.org/voting-information/>

Vote.org – voter registration rules: <https://www.vote.org/voter-registration-rules/>



### Statistics

Quick Facts from the US Census Bureau (select state): <https://www.census.gov/quickfacts/>

Economic Policy Institute – The Unequal States of America: <https://epi.org/108519>



## Media



Media Collection by the U.S. Embassy:

<http://usa.usembassy.de/media.htm>



50states.com – Local newspapers:

<http://www.50states.com/news>



OfficialUSA.com – Local TV stations:

<http://www.officialusa.com/stateguides/media/television/states.html>



## Democrats and Republicans in the state

### Democratic Party



<http://www.njdems.org>

<http://facebook.com/njdems>

<http://www.youtube.com/njdems>

<http://twitter.com/njdsc>

### Republican Party

<http://www.njgop.org/>

<http://facebook.com/NewJerseyGOP>

<http://www.youtube.com/user/NJGOP>

<http://twitter.com/NJGOP>

\* For most web-resources, you will have to select your state from a list or type in your state name in a search field. Please note, these are third-party resources, Teach About U.S. is not responsible for this content.

Sources: 1. State map: [Wikimedia Commons](#); 2. Voting history text: adapted from [270twin.com](#); 3. U.S. election history: [David Leip's Election Atlas](#); 4. Ethnicity, economy, and education data: [U.S. Census Bureau](#); 5. Religion data: [Pew poll: How religious is your state?](#); 6. Wealth and income inequality data: [Economic Policy Institute – The Unequal States of America](#).