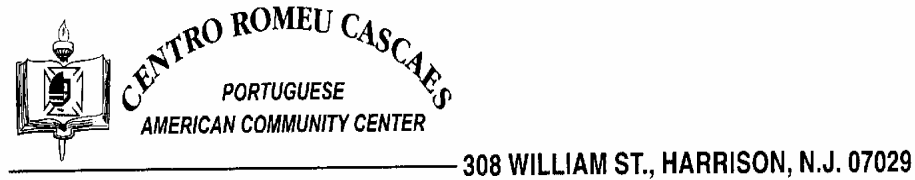


**THE PORTUGUESE AMERICAN CITIZENSHIP PROJECT**  
**A NON-PARTISAN INITIATIVE TO PROMOTE CITIZENSHIP AND CIVIC INVOLVEMENT**



**CENTRO ROMEU CASCAES**  
**HARRISON, NEW JERSEY**

**VOTER REGISTRATION AND VOTING SUMMARY**  
**STATISTICS FOR THE 2006 ELECTIONS**

**February 4, 2008**

**SUPPORTED BY THE**  
**LUSO-AMERICAN**  
**FOUNDATION**

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## **SUMMARY OF WORK**

The methodology for promoting voting in Harrison, NJ has focused on reaching out as broadly as possible to the Portuguese-American community rather than limiting the get-out-the-vote initiatives to members of one organization. To achieve this goal, the voter registration list in Harrison was examined for all voters with Portuguese surnames. Beginning in 2002, a committee from the Centro Romeu Cascaes mailed voter reminder cards to registered voters identified as Portuguese Americans based on their surname.

For the June 2006 Primary Elections and the November 2006 General Elections, postcards in Portuguese and English were sent to every registered Portuguese-named voter in Harrison, reminding them of the election date, their designated polling location, and polling hours.

Because those targeted based on name inevitably include some people who are not Portuguese American, this report includes a secondary analysis to determine the impact of the voter cards on a well-defined group of Portuguese Americans, the members of Centro Romeu Cascaes - a prominent Portuguese American social club in Harrison. The members of this club are a subset of the larger group of Portuguese-named voters and therefore received voter cards as part of the general get-out-the-vote mailing effort. Analysis of voter turnout among organization members provides more reliable statistics on Portuguese American voter turnout.

## **KEY STATISTICS FOR PORTUGUESE-NAMED VOTERS IN HARRISON**

- Number of Portuguese-named voters – 1,144 (21% of all Harrison Residents)
- Portuguese-named voter turnout in June 2006 – 31% (town-wide turnout 34%)
- Portuguese-named voter turnout in November 2006 – 52% (town-wide turnout 52%)

## **KEY STATISTICS FOR CENTRO ROMEU CASCAES MEMBERS**

- Number of Members – 304
- Heads of Household registered to vote – 112 (37% of all members)
- All Household Members registered to vote – 159
- Heads of Household voter turnout in June 2006 – 57% (town turnout 34%)
- Heads of Household voter turnout in November 2006 – 78% (town turnout 52%)

## RESULTS

The results of targeting residents with Portuguese surnames have been mixed. In the 2006 Primary Election, the Portuguese-named group voted at a lower rate than the town average and in the 2006 General Election turnout among the same group equaled the town average.

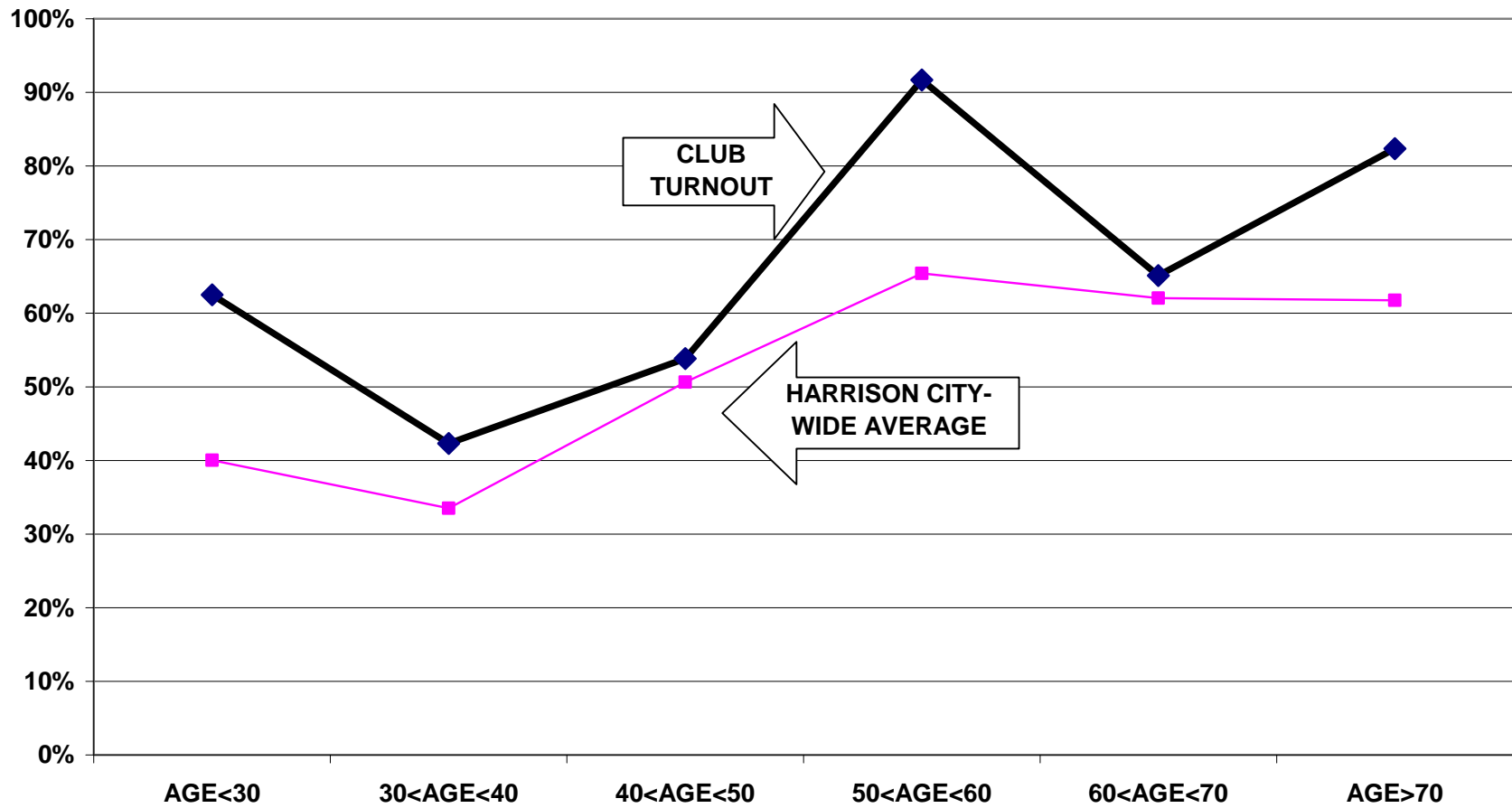
In contrast to Portuguese-named voters, the voter turnout rate of Centro Romeu Cascaes' members is significantly higher than the town's voter turnout rate. In the general election of November 2006, the Centro members outvoted Harrison by over 25%. The members have outvoted the town in all elections since 2002.

Voter turnout is not uniform across age groups. Voters under 30 years of age and even those between 30 and 40 years old had lower turnout rates than the older voters. This is true for the Portuguese-named voters, Centro Romeu Cascaes, and Harrison in general.

For example, Centro Romeu Cascaes voters between 30 and 40 years old had a 42% turnout rate in the November 2006 elections, while voters between 50 and 60 years old had a 92% turnout rate.

The following graph for the November election illustrates the relationship between turnout rates and age.

**REGISTERED VOTERS VERSUS ACTUAL VOTERS NOVEMBER 2006  
CENTRO ROMEU CASCAES VOTERS  
ALL HOUSEHOLD MEMBERS**



## RECOMMENDATIONS

- In order to revive commitment to a Portuguese American strong voter turnout, the Centro should consider sending letters to every family reminding them of group's involvement in the Project and encouraging voter registration for members who are citizens but have not yet registered.
- The Centro Romeu Cascaes should also address the problem of low voter turnout among voters under 30 years of age and even those between 30 and 40. Voter registration is obviously the important first step toward voting but if the turnout rate among under 30 year old voters is less than half that of older voters, some attention must now be paid to ensure that more of these newly registered young voters actually vote.
- The Centro should also examine the benefits of sending voter cards to the Portuguese-named citizens (which includes non-Portuguese Americans) versus sending cards to a tightly defined mailing list of Portuguese Americans only. The Centro shows a strong response to the cards indicating that the Portuguese community does benefit from receiving these. To make the Project more efficient, it would be best to target the Portuguese Americans exclusively.

# APPENDIX A

## PORTUGUESE-NAMED HARRISON VOTERS

- Historical Data 9
- Registered Voter Turnout Bar Graph 10
- Difference in Voter Turnout Bar Graph 11
- Registered Voters vs. Actual Voters November 2006 Bar Graph 12
- Turnout by Age November 2006 Line Graph 13



**HISTORICAL DATA – PORTUGUESE-NAMED HARRISON VOTERS  
REGISTRATION - VOTING**

**PORTUGUESE-NAMED VOTERS  
RESIDENT IN HARRISON**

1144

**VOTING PERFORMANCE OF PORTUGUESE-NAMED RESIDENTS**

**AS PERCENT OF ALL  
REGISTERED PORTUGUESE-  
NAMED ELIGIBLE TO VOTE**

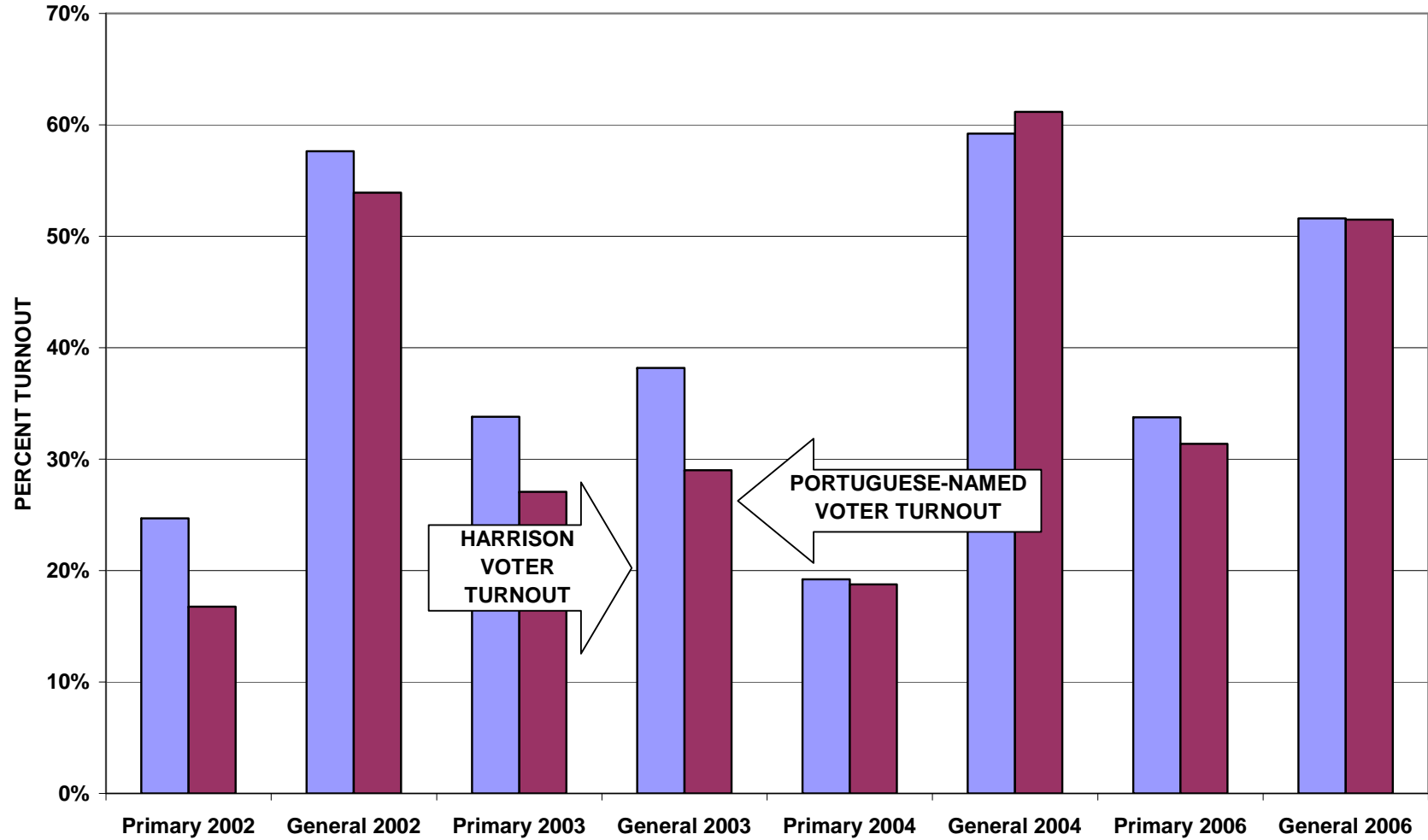
**TOWN WIDE VOTING HISTORY  
AS PERCENT OF ALL  
REGISTERED VOTERS**

**VOTERS JUN 2002            156**  
**VOTERS NOV 2002        502**  
**VOTERS JUN 2003        252**  
**VOTERS NOV 2003        270**  
**VOTERS JUN 2004        191**  
**VOTERS NOV 2004        676**  
**VOTERS JUN 2006        359**  
**VOTERS NOV 2006        589**

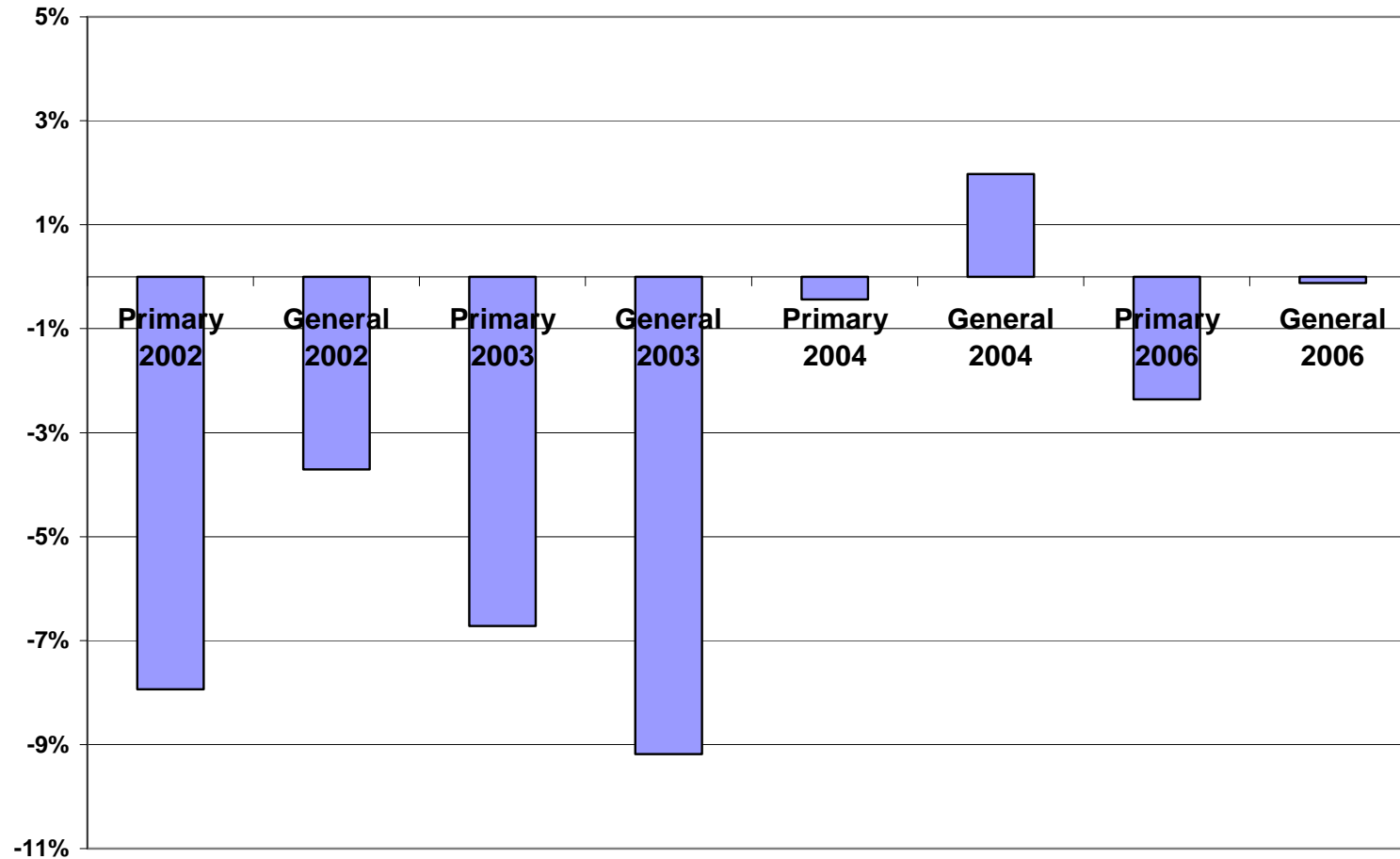
<b>COMPARABLE STATISTICS</b>		
	<b>16.7%</b>	<b>24.7%</b>
	<b>53.9%</b>	<b>57.6%</b>
	<b>27.0%</b>	<b>33.8%</b>
	<b>29.0%</b>	<b>38.2%</b>
	<b>18.7%</b>	<b>19.2%</b>
	<b>61.1%</b>	<b>59.2%</b>
	<b>31.4%</b>	<b>33.7%</b>
	<b>51.5%</b>	<b>51.6%</b>

**Note:** Voting statistics for all elections are based only on voters registered as of June 2007. These statistics cannot be compared to official voter turnout reports which are based on a different registered voter population.

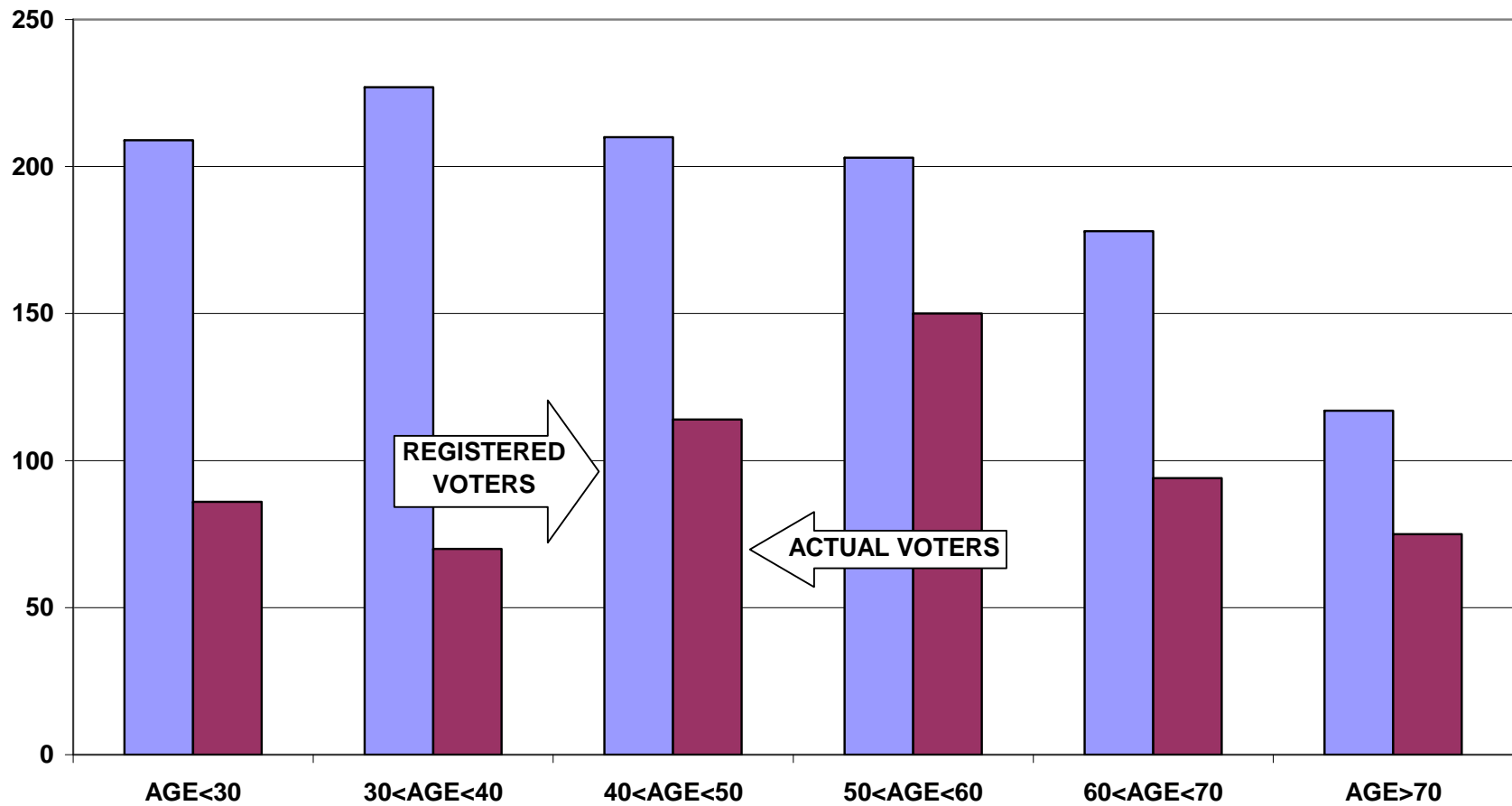
### REGISTERED VOTER TURNOUT COMPARISON OF HARRISON AND PORTUGUESE-NAMED VOTERS



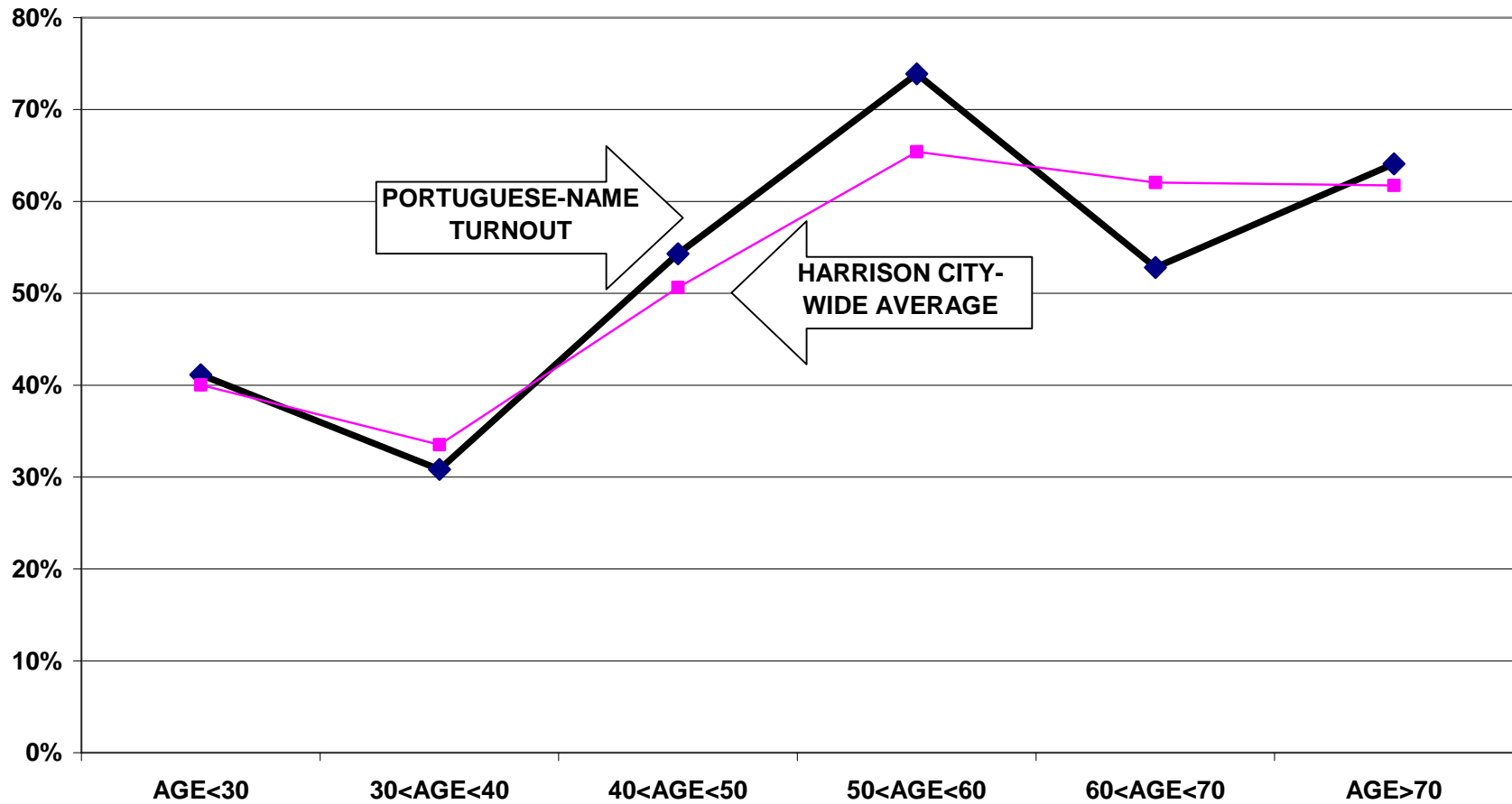
## DIFFERENCE IN VOTER TURNOUT BETWEEN PORTUGUESE-NAMED HARRISON VOTERS AND HARRISON VOTERS



**REGISTERED VOTERS VERSUS ACTUAL VOTERS NOVEMBER 2006  
PORTUGUESE-NAMED VOTERS  
ALL HOUSEHOLD MEMBERS**



**TURNOUT BY AGE NOVEMBER 2006  
PORTUGUESE-NAMED VOTERS  
ALL HOUSEHOLD MEMBERS**



# APPENDIX B

## CENTRO ROMEU CASCAES MEMBERS

- Historical Data 15
- Registered Voter Turnout Bar Graph 16
- Difference in Voter Turnout Bar Graph 17
- Registered Voters vs. Actual Voters November 2006 Bar Graph 18
- Turnout by Age November 2006 Line Graph 19

**HISTORICAL DATA – CENTRO ROMEU CASCAES  
REGISTRATION - VOTING**

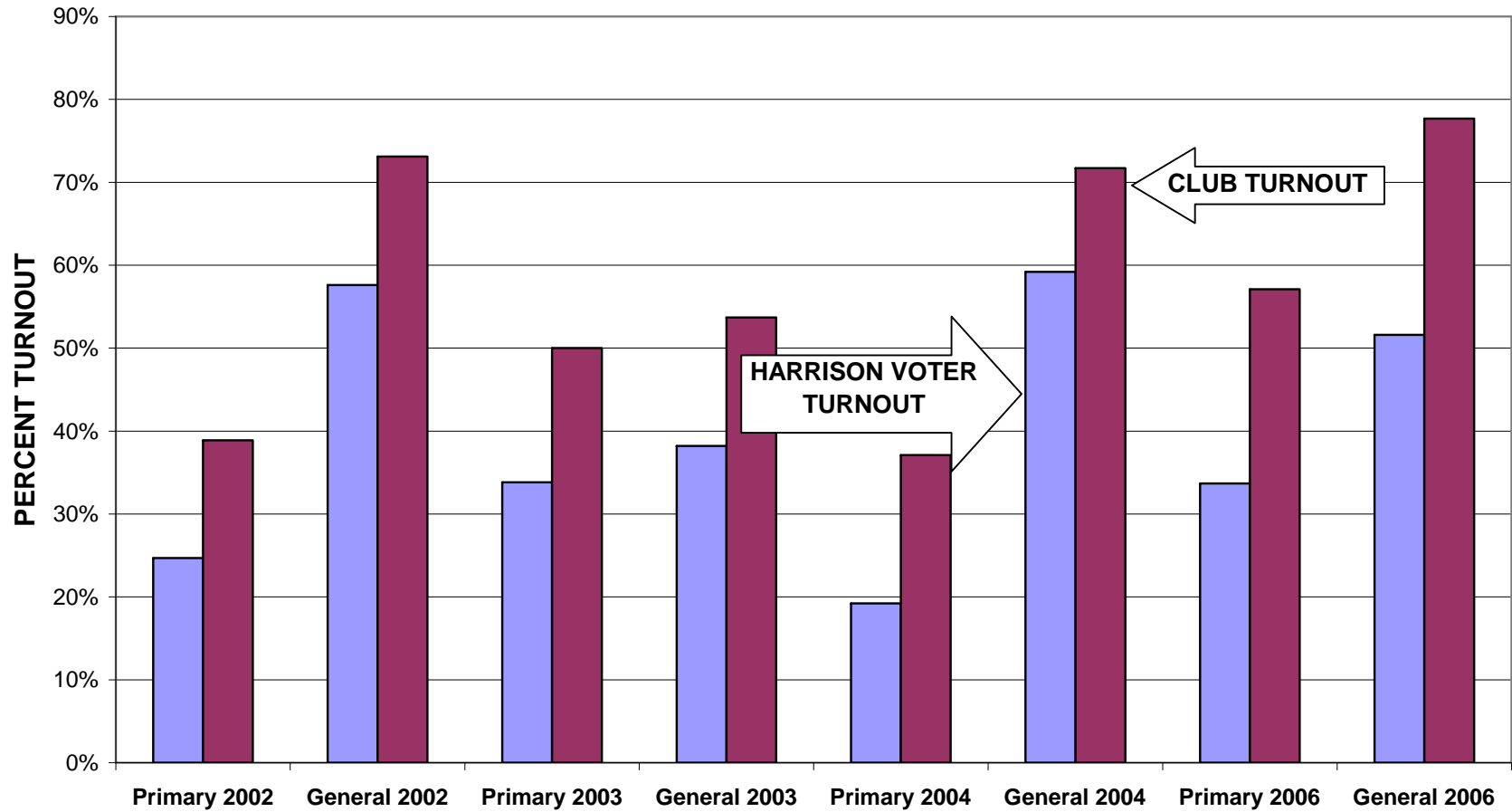
<b>HEADS OF HOUSEHOLD MEMBERS RESIDENT IN HARRISON</b>	<b>304</b>
<b>HEADS OF HOUSEHOLD REGISTERED TO VOTE IN HARRISON</b>	<b>112</b>
<b>ALL FAMILY MEMBERS REGISTERED TO VOTE IN HARRISON</b>	<b>159</b>

**VOTING PERFORMANCE OF CENTRO ROMEU CASCAES**

<b>HEADS OF HOUSEHOLD</b>		<b>AS PERCENT OF ALL REGISTERED MEMBERS ELIGIBLE TO VOTE</b>	<b>TOWN VOTING HISTORY AS PERCENT OF ALL REGISTERED VOTERS</b>
<b>COMPARABLE STATISTICS</b>			
<b>VOTERS JUN 2002</b>		<b>38.9%</b>	<b>24.7%</b>
<b>VOTERS NOV 2002</b>		<b>73.1%</b>	<b>57.6%</b>
<b>VOTERS JUN 2003</b>		<b>50.0%</b>	<b>33.8%</b>
<b>VOTERS NOV 2003</b>		<b>53.7%</b>	<b>38.2%</b>
<b>VOTERS JUN 2004</b>	<b>43</b>	<b>37.1%</b>	<b>19.2%</b>
<b>VOTERS NOV 2004</b>	<b>84</b>	<b>71.7%</b>	<b>59.2%</b>
<b>VOTERS JUN 2006</b>	<b>64</b>	<b>57.1%</b>	<b>33.7%</b>
<b>VOTERS NOV 2006</b>	<b>87</b>	<b>77.7%</b>	<b>51.6%</b>

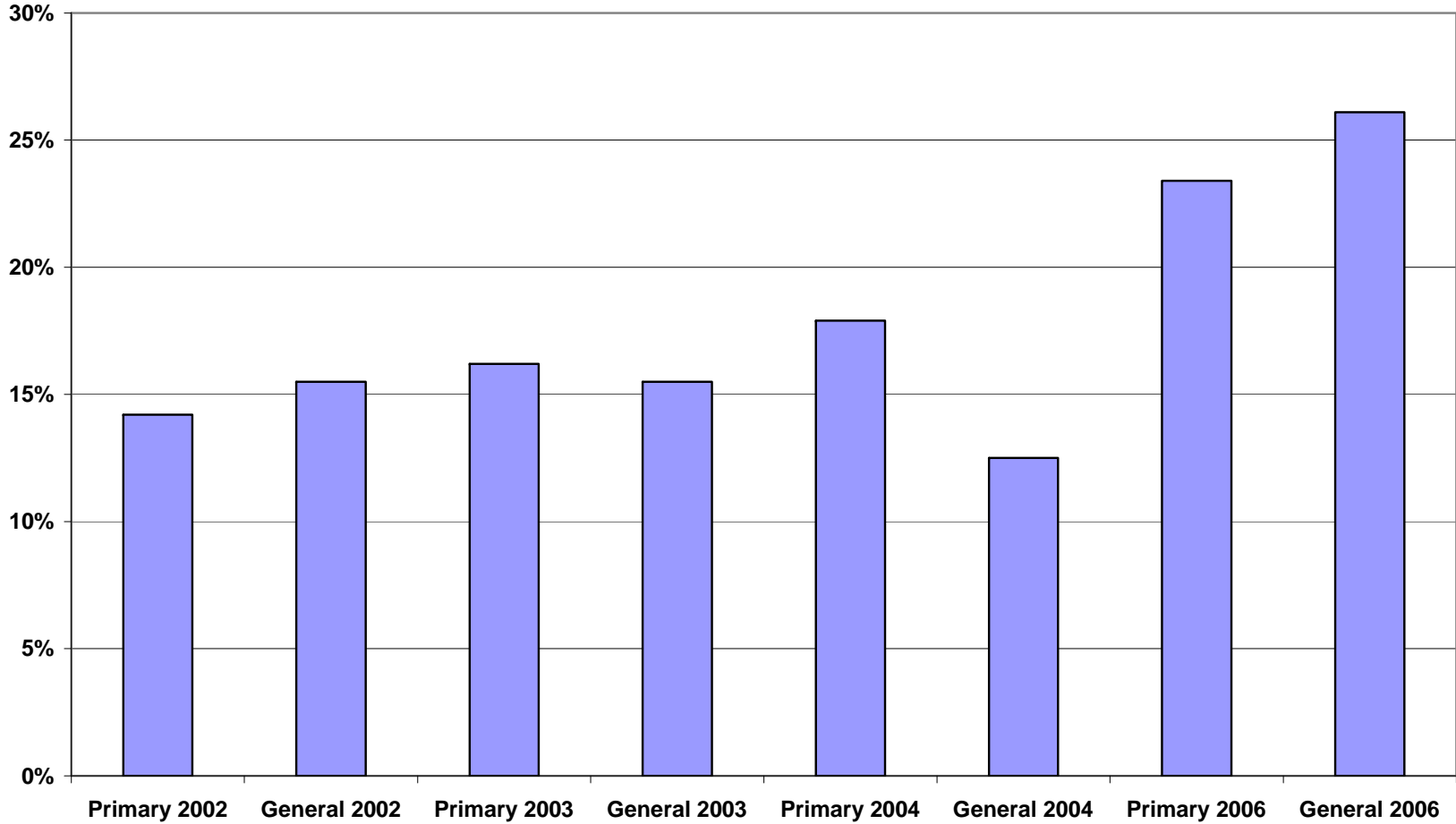
**Note: Voting statistics for all elections are based only on voters registered as of June 2007. These statistics cannot be compared to official voter turnout reports which are based on a different registered voter population.**

### REGISTERED VOTER TURNOUT COMPARISON OF HARRISON AND CENTRO ROMEU CASCAES HEADS OF HOUSEHOLD

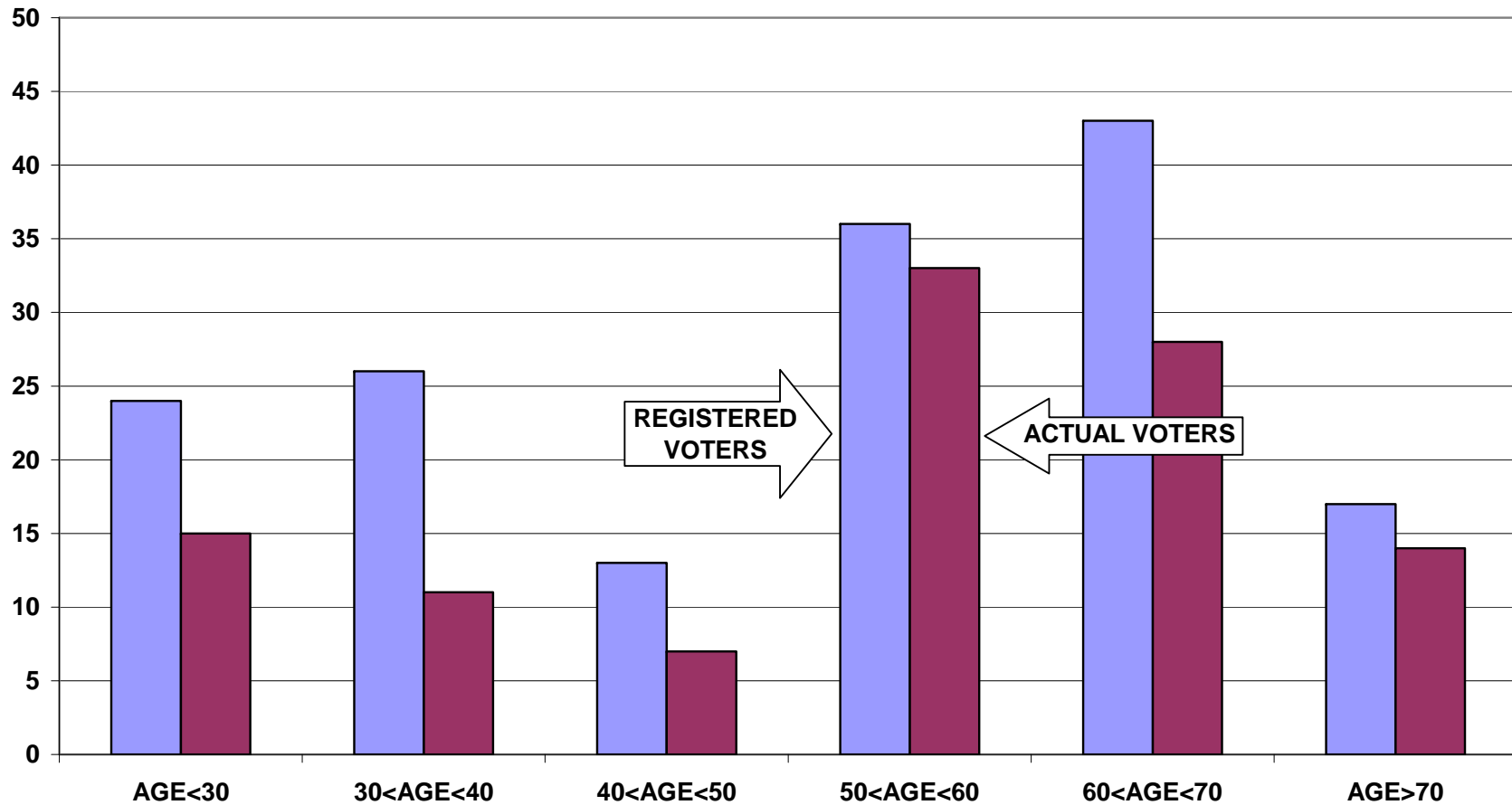




### DIFFERENCE IN VOTER TURNOUT BETWEEN CENTRO ROMEU CASCAES VOTERS AND HARRISON VOTERS HEADS OF HOUSEHOLD



**REGISTERED VOTERS VERSUS ACTUAL VOTERS NOVEMBER 2006  
CENTRO ROMEU CASCAES VOTERS  
ALL HOUSEHOLD MEMBERS**



**REGISTERED VOTERS VERSUS ACTUAL VOTERS NOVEMBER 2006  
CENTRO ROMEU CASCAES VOTERS  
ALL HOUSEHOLD MEMBERS**

