

California General 2018 - Conjoint experiment



Sample 2178 California adult citizens
Conducted October 10 - 24, 2018
Margin of Error ±3.1%

1. Are you registered to vote?

Yes	100%
No	0%
Don't know	0%

2. Which political party are you registered as?

Democrat	51%
Republican	27%
Other party	5%
No Party	14%
Not sure	2%
Not registered to vote	1%

3. In which U.S. Congressional District are you registered to vote?

District 1 - Doug LaMalfa (Republican)	1%
District 2 - Jared Huffman (Democrat)	2%
District 3 - John Garamendi (Democrat)	3%
District 4 - Tom McClintock (Republican)	2%
District 5 - Mike Thompson (Democrat)	2%
District 6 - Doris Matsui (Democrat)	3%
District 7 - Ami Bera (Democrat)	2%
District 8 - Paul Cook (Republican)	3%
District 9 - Jerry McNerney (Democrat)	2%
District 10 - Jeff Denham (Republican)	2%
District 11 - Mark DeSaulnier (Democrat)	3%
District 12 - Nancy Pelosi (Democrat)	2%
District 13 - Barbara Lee (Democrat)	3%
District 14 - Jackie Speier (Democrat)	1%
District 15 - Eric Swalwell (Democrat)	1%
District 16 - Jim Costa (Democrat)	2%
District 17 - Ro Khanna (Democrat)	2%
District 18 - Anna Eshoo (Democrat)	2%
District 19 - Zoe Lofgren (Democrat)	2%
District 20 - Jimmy Panetta (Democrat)	1%
District 21 - David Valadao (Republican)	2%

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District 22 - Devin Nunes (Republican)	1%
District 23 - Kevin McCarthy (Republican)	3%
District 24 - Salud Carbajal (Democrat)	1%
District 25 - Steve Knight (Republican)	2%
District 26 - Julia Brownley (Democrat)	2%
District 27 - Judy Chu (Democrat)	2%
District 28 - Adam Schiff (Democrat)	3%
District 29 - Tony Cárdenas (Democrat)	1%
District 30 - Brad Sherman (Democrat)	2%
District 31 - Pete Aguilar (Democrat)	2%
District 32 - Grace Napolitano (Democrat)	2%
District 33 - Ted Lieu (Democrat)	2%
District 34 - Jimmy Gomez (Democrat)	1%
District 35 - Norma Torres (Democrat)	1%
District 36 - Raul Ruiz (Democrat)	2%
District 37 - Karen Bass (Democrat)	2%
District 38 - Linda Sánchez (Democrat)	2%
District 39 - Ed Royce (Republican)	2%
District 40 - Lucille Roybal-Allard (Democrat)	1%
District 41 - Mark Takano (Democrat)	2%
District 42 - Ken Calvert (Republican)	2%
District 43 - Maxine Waters (Democrat)	2%
District 44 - Nanette Barragan (Democrat)	1%
District 45 - Mimi Walters (Republican)	1%
District 46 - Lou Correa (Democrat)	2%
District 47 - Alan Lowenthal (Democrat)	2%
District 48 - Dana Rohrabacher (Republican)	2%
District 49 - Darrell Issa (Republican)	2%
District 50 - Duncan D. Hunter (Republican)	2%
District 51 - Juan Vargas (Democrat)	2%
District 52 - Scott Peters (Democrat)	1%
District 53 - Susan Davis (Democrat)	2%

4. Were you registered to vote at the same address in 2016?

Yes	86%
No	14%

5. How would you describe the place where you live?

City	41%
Suburb	40%

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Town	10%
Rural area	8%
Other	1%

6. Is the place where you live owned or rented?

Owned by you or your family	62%
Rented from someone else	36%
Other	2%

7. About how often do you hear or read something in the news that makes you angry?

A few times a day	45%
Once a day	29%
Once a week	15%
Once a month	3%
Rarely	8%

8. Would you say things in this country today are...

Generally headed in the right direction	29%
Off on the wrong track	63%
Not sure	7%

9. Overall, do you think the economy is getting better or worse?

Getting better	33%
About the same	28%
Getting worse	35%
Not sure	4%

10. Since the beginning of this year, have you noticed an increase in your family's take-home pay?

Yes	30%
No	64%
Not sure	6%

11. Do you favor or oppose the tax reform bill signed into law last year?

Favor	30%
Oppose	50%
Not sure	20%

12. Do you favor or oppose the following items in the tax bill enacted by Congress and signed into law by the President in December 2017?

	Favor	Oppose	Not sure
Impose a \$10,000 limit on deductions for state and local taxes	29%	47%	24%
Increase the standard deduction, but eliminating many itemized deductions	36%	39%	25%
Lower the home mortgage interest deduction for new purchases to \$750,000	41%	34%	25%
Repeal the penalty for individuals who do not purchase health insurance	48%	38%	15%
Reduce the corporate tax rate from 35% to 21%	35%	53%	12%

13. Overall, do you approve or disapprove of the way that the United States Congress is handling its job?

Strongly approve	3%
Somewhat approve	15%
Neither approve nor disapprove	12%
Somewhat disapprove	21%
Strongly disapprove	46%
Don't know	3%

14. Do you approve or disapprove of the way Donald Trump is handling his job as President?

Strongly approve	23%
Somewhat approve	12%
Neither approve nor disapprove	5%
Somewhat disapprove	6%

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Strongly disapprove	54%
Don't know	1%

15. Do you think Donald Trump should run for reelection?

Should run for reelection	32%
Should not run for reelection	62%
Not sure	6%

16. How important is the choice of the next Supreme Court Justice to you personally?

Very important	64%
Somewhat important	21%
Not too important	7%
Not at all important	3%
Don't know	5%

17. Did you watch the Kavanaugh hearings?

Watch all or most	45%
Watched only the latest hearing related to the sexual assault and harassment allegation ..	15%
Saw clips or read about it only	33%
Did not see or hear anything about it	7%

18. In general, how would you describe your own political viewpoint?

Very liberal	14%
Liberal	22%
Moderate	33%
Conservative	18%
Very conservative	9%
Not sure	4%

19. Generally speaking, do you think of yourself as a ...?

Democrat	45%
Republican	23%
Independent	25%
Other	4%

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Not sure 3%

20. Generally speaking, do you think of yourself as a ...?

Strong Democrat 32%
 Not very strong Democrat 15%
 Lean Democrat 12%
 Independent 11%
 Lean Republican 8%
 Not very strong Republican 7%
 Strong Republican 13%
 Not sure 2%

21. What do you think are the three most important problems facing California today? Choose up to three items.

Crime 28%
 Environment 31%
 Terrorism 7%
 Immigration 42%
 Healthcare 40%
 Jobs and the economy 35%
 Taxation 33%
 Tariffs 6%
 Education 36%
 Other 7%
 Don't know 2%

22. What do you think is the most important problem facing California today?

Crime 5%
 Environment 13%
 Terrorism 2%
 Immigration 23%
 Healthcare 16%
 Jobs and the economy 12%
 Taxation 13%
 Tariffs 1%
 Education 8%
 Something else 8%

23. Do you favor or oppose the following things?

	Favor	Oppose	Neither favor nor oppose	Not sure
Government action to combat climate change	60%	22%	15%	3%
Limit state and local law enforcement agencies' communication with federal immigration authorities	32%	41%	16%	10%
Raise the minimum age to buy guns to 21	70%	17%	11%	3%
Increase the state minimum wage	59%	23%	12%	5%
Build a wall on the US-Mexico border	33%	56%	8%	4%
Impose restrictions on abortion	26%	56%	14%	4%
Ban fracking in California	49%	26%	14%	10%
Require equal pay for all genders	74%	12%	10%	4%
Impose tariffs on steel and aluminum imports	24%	44%	18%	14%
Ban assault weapons	66%	21%	9%	4%
Create a single-payer health insurance system funded by taxes	46%	29%	11%	14%
Impeach President Donald Trump	49%	37%	9%	5%
Detain illegal immigrant children together with their parents	56%	25%	13%	6%
Provide universal pre-kindergarten education	61%	21%	11%	7%
Prevent all state and local police forces from questioning and holding people on immigration violations unless they have a previous conviction for serious crime	48%	37%	8%	7%

24. How important are the following issues in determining whom you will vote for in the coming election?

	Very important	Somewhat important	Slightly important	Not important at all
Government action to combat climate change	52%	18%	11%	19%
Limit state and local law enforcement agencies' communication with federal immigration authorities	37%	30%	15%	17%
Raise the minimum age to buy guns to 21	55%	21%	11%	13%
Increase the state minimum wage	46%	25%	13%	15%
Build a wall on the US-Mexico border	38%	16%	8%	38%
Impose restrictions on abortion	43%	18%	12%	27%
Ban fracking in California	41%	24%	17%	18%
Require equal pay for all genders	54%	22%	11%	13%
Impose tariffs on steel and aluminum imports	21%	29%	23%	27%
Ban assault weapons	58%	19%	11%	12%
Create a single-payer health insurance system funded by taxes	48%	22%	12%	18%
Impeach President Donald Trump	48%	13%	10%	29%
Detain illegal immigrant children together with their parents	48%	23%	14%	15%
Provide universal pre-kindergarten education	35%	27%	19%	19%
Prevent all state and local police forces from questioning and holding people on immigration violations unless they have a previous conviction for serious crime	44%	26%	13%	17%

25. How important is it that more women be elected to political offices?

Very important to me 42%

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Somewhat important	26%
Slightly important	10%
Not important at all	22%

26. Overall, do you approve or disapprove of the way that Jerry Brown is handling his job as Governor?

Strongly approve	23%
Somewhat approve	27%
Neither approve nor disapprove	12%
Somewhat disapprove	8%
Strongly disapprove	27%
Don't know	4%

27. Overall, do you approve or disapprove of the way that Kamala Harris is handling her job as U.S. Senator?

Strongly approve	34%
Somewhat approve	17%
Neither approve nor disapprove	13%
Somewhat disapprove	4%
Strongly disapprove	25%
Don't know	7%

28. Overall, do you approve or disapprove of the way that Dianne Feinstein is handling her job as U.S. Senator?

Strongly approve	18%
Somewhat approve	27%
Neither approve nor disapprove	12%
Somewhat disapprove	10%
Strongly disapprove	28%
Don't know	5%

29. Overall, do you approve or disapprove of the way that Nancy Pelosi is handling her job as the Minority Leader of the U.S. House of Representatives?

Strongly approve	17%
Somewhat approve	21%
Neither approve nor disapprove	16%
Somewhat disapprove	9%
Strongly disapprove	30%
Don't know	7%

30. Overall, do you approve or disapprove of the way the California Legislature is handling its job?

Strongly approve	13%
Somewhat approve	29%
Neither approve nor disapprove	15%
Somewhat disapprove	11%
Strongly disapprove	25%
Don't know	7%

31. How interested are you in the election for governor?

Very interested	65%
Somewhat interested	27%
Not at all interested	8%

32. How interested are you in the election for the U.S. Senate?

Very interested	63%
Somewhat interested	26%
Not at all interested	11%

33. How interested are you in the election to represent your congressional district in the U.S. House of Representatives?

Very interested	63%
Somewhat interested	28%
Not at all interested	9%

34. Who do you think will win the election for governor?

Definitely GAVIN NEWSOM	32%
Probably GAVIN NEWSOM	26%
50/50	21%
Probably JOHN H. COX	9%
Definitely JOHN H. COX	12%

35. Who do you think will win the election to represent California in the U.S. Senate?

Definitely KEVIN DE LEON	8%
Probably KEVIN DE LEON	14%
50/50	26%
Probably DIANNE FEINSTEIN	33%

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Definitely DIANNE FEINSTEIN 19%

36. Who do you think will win the election to represent your congressional district in the U.S. House of Representatives?

Definitely [House candidate 1] 29%
 Probably [House candidate 1] 25%
 50/50 22%
 Probably [House candidate 2] 12%
 Definitely [House candidate 2] 12%

37. Do you think the #metoo movement has increased or reduced gender inequality?

Increased 28%
 Reduced 26%
 Had no effect 28%
 Not sure 18%

38. Do you think the #metoo movement has treated men fairly or unfairly?

Fairly 39%
 Unfairly 33%
 Had no effect 13%
 Not sure 15%

39. How serious a problem is sexual harassment in...

	Very serious	Somewhat serious	Slightly serious	Not a problem at all
The federal government	43%	31%	18%	8%
California state government	36%	34%	22%	8%
Places where you have worked	26%	21%	22%	31%

40. How closely do you follow news about the general election to be held on November 6?

Very closely 38%
 Fairly closely 38%

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Not too closely	16%
Not at all closely	6%
Don't know	2%

41. Where do you get your news about the general election?

Cable TV news	42%
Local TV news	46%
Internet/social media	41%
News website/app	43%
Radio	30%
Newspaper in print	23%
Issue-based group website/app/email/flyer	16%
Candidate or campaign website/app/email/flyer	19%
Don't know	3%

42. Have you been contacted personally by a political campaign?

Yes	37%
No	58%
Don't know	5%

43. How were you contacted by the campaign?

By telephone	58%
By text message	38%
On Facebook or other social media	14%
By mail	50%
In person	26%
Others	8%

44. Have you done the following activities in the past year?

	Yes	No
Contributed money to a women's rights advocacy group	15%	85%

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	Yes	No
Contributed money to an advocacy group for an issue other than women's rights	24%	76%
Contacted a public official about women's rights	14%	86%
Signed a petition	56%	44%
Participated in the Women's March	13%	87%
Participated in a protest or demonstration	18%	82%
Volunteered for a political campaign	13%	87%
Voted for or worked for a political candidate because of their position on women's issues	21%	79%
Attended a local political meeting, such as school board or city council	19%	81%
Contributed money to a political party or political candidate	30%	70%

45. Who did you vote for in the election for President in 2016?

Hillary Clinton	56%
Donald Trump	30%
Gary Johnson	3%
Jill Stein	2%
Evan McMullin	0%
Other	2%
Did not vote for President	7%

46. Who did you vote for U.S. House of Representatives in your district in 2016?

[House candidate 1 2016]	52%
[House candidate 2 2016]	27%
None of the above	6%
Not sure	5%
Did not vote in this race	9%

47. Will you vote in the California general election on November 6?

Definitely will vote	83%
Probably will vote	9%
Equally likely to vote or not vote	4%
Probably will not vote	1%
Definitely will not vote	3%

48. How will/did you vote?

In person on election day	38%
In person before the election	4%
By mail	58%

49. Compared to voting in previous Congressional election years, are you more or less enthusiastic about voting in this year's Congressional election?

More enthusiastic	56%
Less enthusiastic	12%
About the same	28%
Not sure	4%

50. Does the outcome of this year's congressional election matter to you more or less than in previous years, or about the same?

More than in previous years	70%
Less than in previous years	6%
About the same	24%

51. Proposition 6 is called the "Eliminates Certain Road Repair and Transportation Funding. Requires Certain Fuel Taxes and Vehicle Fees be Approved by the Electorate. Initiative Constitutional Amendment." It repeals a 2017 transportation law's taxes and fees designated for road repairs and public transportation. The fiscal impact is reduced ongoing revenues of \$5.1 billion from state fuel and vehicle taxes that mainly would have paid for highway and road maintenance and repairs, as well as transit programs. If the election were held today, would you vote yes or no on Proposition 6?

Yes	34%
No	47%
Don't know	19%

52. Proposition 10 is called the "Expands Local Governments' Authority to Enact Rent Control on Residential Property. Initiative Statute." It repeals state law that currently restricts the scope of rent-control policies that cities and other local jurisdictions may impose on residential property. The fiscal impact is potential net reduction in state and local revenues of tens of millions of dollars per year in the long term. Depending on actions by local communities, revenue losses could be less or considerably more. If the election were held today, would you vote yes or no on Proposition 10?

Yes	33%
No	42%
Don't know	25%

53. Who do you plan to vote for in the race for governor?

GAVIN NEWSOM, Democratic Lieutenant Governor/Businessman	53%
JOHN H. COX, Republican Businessman/Taxpayer Advocate	34%
None of the above	3%
Not sure	10%

54. Who do you plan to vote for in the race for lieutenant governor?

ED HERNANDEZ, Democratic State Senator/Businessman	19%
ELENI KOUNALAKIS, Democratic Businesswoman/Economic Advisor	32%
None of the above	22%
Not sure	28%

55. Who do you plan to vote for in the race for U.S. Senate?

KEVIN DE LEON, Democratic California Senator	29%
DIANNE FEINSTEIN*, Democratic United States Senator	36%
None of the above	19%
Not sure	16%

56. What is your gender?

Male	47%
Female	53%

57. Respondent age

Under 30	17%
30-44	22%
45-64	36%

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65+24%

58. What racial or ethnic group best describes you?

White52%
 Black7%
 Hispanic23%
 Asian12%
 Native American1%
 Middle Eastern0%
 Mixed3%
 Other2%

59. What racial or ethnic group best describes you?

White/Other58%
 Black7%
 Hispanic23%
 Asian12%

60. What racial or ethnic group best describes you?

White52%
 Black7%
 Hispanic23%
 Asian12%
 Other6%

61. What is the highest level of education you have completed?

No HS2%
 High school graduate15%
 Some college28%
 2-year15%
 4-year23%
 Post-grad17%

62. What is the highest level of education you have completed?

No degree	61%
College grad	39%

63. What is the highest level of education you have completed?

HS or less	17%
Some college	44%
College grad	23%
Postgrad	17%

64. What is your marital status?

Married	48%
Separated	2%
Divorced	13%
Widowed	6%
Never married	28%
Domestic / civil partnership	4%

65. Are you a parent or guardian? Please select all that apply

Yes, of at least one child younger than 18 years old	23%
Yes, of at least one child 18 years old or older	34%
No, I am neither a parent or guardian	45%

66. Do you have any grandchildren?

Yes	42%
No	58%

67. We'd like to know whether you or someone in your immediate family is currently serving or has ever served in the U.S. military. Immediate family is defined as your parents, siblings, spouse, and children. Please check all boxes that apply.

Military Household - I am	0%
Military Household - Family	6%
Military Household - I served previously	11%
Military Household - Family served previously	36%
Military Household - None	51%

68. Are you or is someone in your household a member of a labor union?

Yes, I am	12%
Yes, household member is	10%
No	78%

69. Which of the following best describes your current employment status?

Full-time	39%
Part-time	11%
Temporarily laid off	1%
Unemployed	5%
Retired	25%
Permanently disabled	7%
Homemaker	5%
Student	6%
Other	2%

70. Thinking back over the last year, what was your family's annual income?

Less than \$10,000	6%
\$10,000 - \$19,999	8%
\$20,000 - \$29,999	7%
\$30,000 - \$39,999	8%
\$40,000 - \$49,999	7%
\$50,000 - \$59,999	8%
\$60,000 - \$69,999	6%
\$70,000 - \$79,999	5%
\$80,000 - \$99,999	9%
\$100,000 - \$119,999	6%
\$120,000 - \$149,999	7%
\$150,000 - \$199,999	5%
\$200,000 - \$249,999	3%
\$250,000 - \$349,999	1%
\$350,000 - \$499,999	1%
\$500,000 or more	1%
Prefer not to say	12%

71. Which industry do/did you work in?

Agriculture, Forestry, Fishing and Hunting	1%
Mining, Oil and Gas Extraction, and Utilities	1%
Construction	3%

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Manufacturing	5%
Wholesale Trade	2%
Retail Trade	8%
Transportation and Warehousing	4%
Information	3%
Finance, Insurance, and Real Estate	7%
Professional, Scientific, and Technical Services	9%
Education	13%
Health Care and Social Assistance	11%
Arts, Entertainment, and Recreation	6%
Restaurant, Travel and Lodging	2%
Other Services (except Government)	17%
Government	8%

72. What best describes your occupation?

Professional/Technical	17%
Executive/Upper Management	4%
Middle Management	8%
Sales	7%
Business Owner/Self-Employed	6%
Clerical/Administrative	8%
Retired	20%
Military/Civilian Uniform Services	1%
Homemaker	5%
Student	6%
Unemployed	5%
Other	12%

73. What best describes your job title?

Chairman/Board Member	1%
Partner/Owner	6%
President/CEO/COO	2%
CFO/Controller/Treasurer	1%
CIO/CTO	0%
Executive Vice President/Senior VP	1%
Vice President/Assistant VP/Principal	1%
General Manager	2%
Director/Department Head	3%
Manager/Senior Manager	7%
Assistant Director/Assistant Manager	2%

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Account Manager/Account Director	0%
Product Manager	1%
Publisher/Producer	0%
Supervisor	5%
Associate/Senior Associate	5%
Technician/Tech. Specialist	4%
Developer/Programmer	2%
Professional/Professional Specialist	9%
Tradesman/Trade Specialist	2%
Administrator	3%
Doctor/Physician/Nurse	1%
CPA	0%
Professor/Teacher/Educator	5%
Lawyer	1%
Other	34%

74. Does your job involve science, technology, engineering or math?

Yes	39%
No	59%
Not sure	3%

75. How important is religion in your life?

Very important	33%
Somewhat important	22%
Not too important	16%
Not at all important	29%

76. Aside from weddings and funerals, how often do you attend religious services?

More than once a week	7%
Once a week	17%
Once or twice a month	7%
A few times a year	14%
Seldom	21%
Never	32%
Don't know	2%

77. Would you describe yourself as a "born-again" or evangelical Christian, or not?

Yes	22%
No	78%

78. People practice their religion in different ways. Outside of attending religious services, how often do you pray?

Several times a day	25%
Once a day	14%
A few times a week	11%
Once a week	3%
A few times a month	6%
Seldom	15%
Never	24%
Don't know	3%

79. What is your present religion, if any?

Protestant	21%
Roman Catholic	23%
Mormon	1%
Eastern or Greek Orthodox	1%
Jewish	4%
Muslim	2%
Buddhist	2%
Hindu	0%
Atheist	9%
Agnostic	9%
Nothing in particular	19%
Something else	9%

80. Which of these statements best describes you?

Immigrant Citizen	13%
Immigrant non-citizen	0%
First generation	20%
Second generation	24%
Third generation	43%