

# 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?**

White .....52%  
 Black .....7%  
 Hispanic .....23%  
 Asian .....12%  
 Native American .....1%  
 Middle Eastern .....0%  
 Mixed .....3%  
 Other .....2%

**59. What racial or ethnic group best describes you?**

White/Other .....58%  
 Black .....7%  
 Hispanic .....23%  
 Asian .....12%

**60. What racial or ethnic group best describes you?**

White .....52%  
 Black .....7%  
 Hispanic .....23%  
 Asian .....12%  
 Other .....6%

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

No HS .....2%  
 High school graduate .....15%  
 Some college .....28%  
 2-year .....15%  
 4-year .....23%  
 Post-grad .....17%



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%