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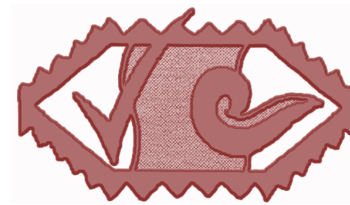
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METHODOLOGY: WCVI 2000 EXIT POLL & TURNOUT STUDY

The William C. Velásquez Institute conducted an exit poll to measure how Latinos voted during the November 2000 General elections. The survey was administered by trained interviewers in both English and Spanish. WCVI pollsters interviewed 756 Latino voters in 29 California precincts. The sample was designed to cover 90% of all Latino voters in the state. Precincts from 5% to 100% of registered Latino voters were included in the sample. The design is a stratified, two stage, probability-based sample. Precincts were included in the universe if they met minimum levels with respect to number and percentage of Latino voters. Precincts were then stratified by geography and percent Latino voter population. The voters poll touched on issues specially relevant to the Latino community which where either represented in the November election or are subject of on going local and national debate.

WCVI subsequently conducted its 2000 Election Turnout Study. Using the randomly-selected precincts identified for the exit poll conducted, actual counts of election day Latino voters were tabulated. Estimates of early voting by Latinos were used to develop a more accurate turnout figure. The results were weighted for a more exact estimate of total Latino turnout in California.

The margin of error for this study is \pm 3.6%. Results may not add up to 100% due to rounding. Margin of error higher for subgroups.



WCVI.ORG

FORMERLY SOUTHWEST VOTER RESEARCH NOTES



LATINOS CAST RECORD VOTE OF 1.618 MILLION IN CALIFORNIA

A turnout study, nearly 268,000 over the '96 elections or 19.8%. conducted by the William C. Velásquez Institute (WCVI), revealed that Latinos cast a record number of ballots in the 2000 California General Election. According to results garnered from the study in 29 California precincts, Latinos cast over 1.6 million votes in the 2000 election. This vote represents an increase of

In the 2000 California General Election, Latinos represented 14.8% of the total votes cast in California, an increase in share from 13.2% to 14.8%. Latino turnout also increased from 65.6 to 70.4%. This increase takes place as state turnout fell.

(Continued on page 2)

California Total/Latino Voter Turnout: A Comparison of the 2000 and 1996 General Elections				
	TVC	TVR	Turnout %	
2000	10,965,822	15,707,307	69.8%	
1996	10,263,490	14,314,658	71.7%	
00-96, +/-	702,332	1,392,649		
00-96 %, +/-	6.8%	9.7%		
	LVC	LVR	Turnout %	Share TVC
2000	1,618,769	2,300,000	70.4%	14.8%
1996	1,351,000	1,969,000	68.6%	13.2%
00-96, +/-	267,769	331,000		
00-96 %, +/-	19.8%	16.8%		

TVC = Total Votes Cast
TVR = Total Voter Registration
LVC = Latino Votes Cast
LVR = Latino Voter Registration

Source: TVC / TVR - 2000/96 California Secretary of State
LVC - 2000/96 WCVI Turnout Study
LVR - 2000, WCVI estimate of LVR as of General Election 2000
1996, WCVI Spanish surname analysis of TVR

The William C. Velásquez Institute conducted an election day exit poll and turnout study on November 7, 2000 of Latino voters in California. This newsletter is a brief report of the findings of the exit poll. The source for all information referenced in this newsletter is the 2000 WCVI exit poll and turnout study, unless otherwise noted. Detailed methodology of the exit poll and turnout study can be found on Page 8 of the newsletter.

**California Latino Voters:
Issues Influencing Presidential Choice
(ranked in order)**

Which one issue mattered most in deciding how you voted for President?

Economy/Jobs	14.1%	Crime/Drugs	6.9%
Health Care	12.9%	The Environment	5.5%
Public Education	11.4%	Gun Control	5.3%
Abortion	7.7%	Taxes	5.0%
Immigration Policy	7.3%	Schod Vouchers	4.4%
Other	7.3%	Prescription Drugs	3.5%
Bilingual Education	7.0%	Teacher Testing	1.6%

PUBLIC EDUCATION & HEALTH CARE ISSUES TOPS ON LATINO VOTER CONCERNS

Latinos spoke out in the 2000 election, and education was one of the key factors in garnering the Latino vote. 24.4% of Latinos identified an education issue as key to determining their vote for president. These issues included Public Education, 11.4%, Bilingual Education, 7.0%, School Vouchers, 4.4%, and Teacher Testing, 1.6%. 16.4% of all Latino voters also identified a Health Care issue as a key to their vote.

This finding represents a marked difference from the 1996 Presidential election where Latinos identified Affirmative Action, 19.9%, and Economy/Jobs, 16.2%, as the key issues. In comparison, education was only identified 9.2% of the time.

LATINO VOTE MAKES BIG GAINS IN 2000 ELECTIONS

(Continued from page 1)

In addition, Latinos experienced big gains in voter registration. Latino voter registration grew by 16.8% since the 1996 election. This increase translated into 331,000 new Latino registered voters. This increase nearly tripled total voter registration growth in the same period, 6.8%.

With the many achievements of the Latino electorate over the past ten years, it is still important to remember that much work remains undone. A special WCVI analysis

WCVI Analysis of 2000 Voting-Age Population

	2000
Latino Voting-Age Population (VAP)	6,639,030
Latino Citizen Voting-Age Population (CVAP)	3,346,071
Latino Voter Registration	2,300,000
% Registered VAP	34.6%
% Registered CVAP	68.7%
Latino Potential	1,046,071

Source: U.S. Census Bureau, Current Population Reports, Projections of the Voting-Age Population for States: November 2000
WCVI Estimates.

of the 2000 Census Voting-Age Population Statistics shows that a little over a million eligible Latinos remain unregistered. (See chart above)

EDITORIAL



A NEW PARADIGM FOR POLLING: ETHNICALLY DESIGNED STUDIES AND SAMPLES

In an election year of hanging chads and hand recounts, who can forget the thrilling election night when we all discovered the next President of the United States was Al Gore...no, sorry, it was George Bush....no, wrong again, it was Al Gore...and you know the rest. In their zeal to be the first network to call the closest election in American history first, Voter News Service (VNS) demonstrated to the country everything right and wrong with their polling system.

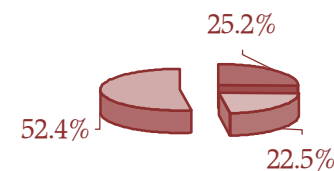
Yes, VNS was accurately calling the election based on their sampled study of precincts across the state of Florida, but no sampled study was ever designed to call an election with a margin of victory of a few thousand votes. A credible researcher would have seen this analysis on election night as the returns poured in and would have waited longer to make an accurate call or, as the case may be, not make a prediction at all.

This error raised serious questions about the nature in which Voter News Service conducts all its research. Let's examine their polling of the Latino vote. By VNS estimates and numbers, Latinos comprised 7% of the national Latino votes cast, yet when they figure this into the total estimate of votes cast nationally, you get roughly 7.35 million Latino votes cast. Even by the most liberal of Census estimates, Latinos only comprise a little under 8 million registered voters giving us a turnout rate of nearly 92%. While we have faith that Latino numbers are climbing, no segment of the electorate turned out at 92%.

VNS's fallacy originated in its initial design. Demographic subgroups, like Latinos and African-Americans, need to have a sample designed around their community. This way when you sample only 1,500-2,000 voters per state you're not trapped into using questionable weighting tools to make your sample more representative. WCVI was founded as a result of these mischaracterizations of the Latino electorate. Hopefully, with the debacle of the 2000 election and the VNS projections, we can all start to examine alternative paradigms to researching our communities.

Latino Voter Union Membership

Do you or any member of your household belong to labor union or a teachers' organization?



Legend: ■ I belong ■ I do not, but someone in household does ■ No one in household

LATINO HOUSEHOLDS CONTINUE TO DEMONSTRATE UNION MEMBERSHIP

Nearly half (47.7%) of all Latino voters reported a member of their household or themselves as union members. That figure is a significant increase from the 1996 Election when that figure was 34.3%.

The distribution of Latino union members or Latino household union members was evenly split at 25.2% and 22.5% respectively.

PROP. 39 SUPPORT REFLECTS VIEWS ON PUBLIC EDUCATION

(Continued from page 3)

Demonstrating Latino concern for public education, they supported the measure 71% to 29%, nearly 20 points higher than the state as a whole, 53.4%.

The strong support for Prop. 39 and the weak support for vouchers should signal to policymakers where Latino voters place their priority.

Total/Latino Vote for Propositions

VOTE FOR PROP. 36 - DRUG TREATMENT		
	FOR	AGAINST
2000 TOTAL	60.9%	39.1%
LATINO	64.9%	35.1%
VOTE FOR PROP. 38 - SCHOOL VOUCHERS		
	FOR	AGAINST
2000 TOTAL	29.4%	70.6%
LATINO	33.9%	66.1%
VOTE FOR PROP. 39 - SCHOOL FACILITIES		
	FOR	AGAINST
2000 TOTAL	53.4%	46.6%
LATINO	70.8%	29.2%

**CA LATINO VOTE IN THE 2000 PRESIDENTIAL ELECTION
"SINCE 96's" PROFILE**

	Before/During 1996	After 1996
GENDER		
Male	47.0%	44.7%
Female	53.0%	55.3%
AGE		
18-24	6.1%	36.4%
25-29	16.2%	14.1%
30-34	14.5%	9.2%
35-39	10.6%	11.2%
40-45	12.7%	7.3%
46-49	11.9%	4.4%
50-54	11.2%	9.7%
55-59	5.9%	4.4%
60-64	4.7%	1.5%
65+	6.1%	1.9%
HOUSEHOLD INCOME		
<\$10,000	2.7%	8.0%
\$10,001-20K	7.9%	16.9%
\$20,001-30K	8.7%	19.4%
\$30,001-40K	13.8%	19.9%
\$40,001-50K	15.7%	9.5%
\$50,001-60K	18.8%	8.0%
\$60,001-70K	5.4%	9.0%
\$70,001-100K	17.4%	6.0%
\$100K+	9.7%	3.5%
EDUCATION		
Some HS or less	9.7%	12.7%
HS Graduate	18.6%	30.2%
Some college or vocational	39.2%	41.5%
College Graduate	12.7%	11.7%
Post Graduate	19.8%	3.9%
ANCESTRY		
Mexican	55.8%	73.6%
Puerto Rican	5.0%	5.5%
Cuban	1.6%	2.0%
Central American	13.7%	12.9%
South American	8.8%	2.5%
Other Latino/Hispanic	15.1%	3.5%
PLACE OF BIRTH		
US	71.8%	46.4%
Mexico	13.8%	36.7%
Other	14.4%	16.9%
CITIZENSHIP		
Before/During 1996	28.0%	17.3%
After 1996	6.9%	47.6%
Does Not Apply	65.1%	35.1%
POLITICAL AFFILIATION		
Democrat	69.6%	72.8%
Republican	18.8%	11.7%
Other	10.6%	9.7%
None of the above	1.0%	5.8%
FIRST-TIME VOTER		
Yes	3.9%	49.5%
No	96.1%	50.5%
HOUSEHOLD UNION MEMBER		
I belong	26.1%	24.5%
I do not, but someone in household does	22.0%	23.0%
No one in household	51.9%	52.5%

EXIT POLL LENDS INSIGHT INTO GROWING SEGMENT OF LATINO VOTERS IN CALIFORNIA: THE "SINCE 96's"

Latino voter registration has experienced a sharp increase since 1996, and the 2000 election day exit poll of Latino voters lends some insight into a growing segment of the Latino electorate. A demographic profile of Latino voters on election day that reported registering since 1996 shows that 53.6% reported being Foreign-Born versus 46.4% native born.

New naturalized citizens also represented a large segment of election day "Since 96's." 47.6% of "Since 96's" reported naturalizing after 1996 compared to 17.3% naturalizing before/during 1996. This group also included a larger Mexican community with 73.6% reporting a Mexican ancestry.

"Since 96's" also reported be-

ing younger. 59.7% reported being younger than 35 years old compared to the 36.8% of those before/during 1996.

This group also reported less education than total election day Latino voters. 42.9% of "Since 96's" reported having a high school education or less. 15.6% reported a college education or better, while 41.5% reported some college or vocational training.

Not surprisingly, 49.5% of election day "Since 96's" reported the 2000 election as their first participation in the electoral process. Election day "Since 96's" also self-identified as Democrats at a rate of 72.8%, compared to only 11.7% identified as Republican.

"Since 96's" Vote for Candidates

VOTE FOR PRESIDENT			
	GORE	BUSH	OTHER
2000	79.8%	17.3%	2.8%
VOTE FOR SENATOR			
	FEINSTEIN	CAMPBELL	OTHER
2000	80.6%	15.5%	3.9%
VOTE IN CONGRESSIONAL DISTRICT			
	DEM	REP	OTHER
2000	79.5%	19.0%	1.5%

GORE WINS LATINO VOTE IN CALIFORNIA; LATINO VOTERS SUPPORT PROPOSITION 39 BY LARGE MARGIN

An exit survey of 756 Latino voters conducted by the William C. Velásquez Institute (WCVI) throughout the state of California revealed that presidential preference was 73.5% for Al Gore/Joseph Lieberman and 24.2% for George W. Bush/Dick Cheney. The 24 share garnered by Bush triples the support Bob Dole received in the '96 campaign, 7%.

The increased support for George W.

Bush did not translate into a substantial increase in support for congressional candidates. Latino voters also indicated strong Democratic preference for congressional candidates 73.7% to 22.6% for the Republican candidate. These numbers are also consistent with the '96 campaign with 84.3% and 13.6% support being received by the Democratic and Republican congressional candidates respectively.

In the area of drug reform, Latinos voted in favor of Prop. 36, allowing persons convicted of certain drug possession/use charges to get parole accompanied with drug treatment. Latinos supported the measure 64.9% to 35.1%.

Additionally, Latinos indicated opposition to Proposition 38 regarding school vouchers with 33.9% indicating voting in favor of the proposition to 66.1% opposed. Again, these numbers are consistent with an October '00 voter poll of Latino registered voters where Latinos indicated similar opposition to such a measure.

For the majority of measures WCVI polled Latino opinion on, Latino voters were consistent with the state vote. With the exception of Prop. 39, a proposition allowing school districts to pass bonds with 55%+ vote for improved school facilities.

(Continued on page 7)

California Latino Vote of Candidates

VOTE FOR PRESIDENT			
	GORE	BUSH	OTHER
2000	73.5%	24.2%	2.3%
VOTE FOR SENATOR			
	FEINSTEIN	CAMPBELL	OTHER
2000	77.9%	19.9%	2.3%
VOTE IN CONGRESSIONAL DISTRICT			
	DEM	REP	OTHER
2000	73.7%	22.6%	3.7%

Dianne Feinstein won the Latino vote in California by a large margin over the Republican candidate, Tom Campbell, 77.9% to 19.9%.

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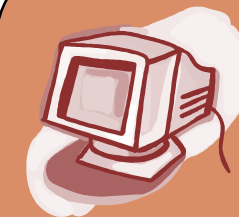
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**SOUTHWEST VOTER RESEARCH NOTES
CHANGES NAME
TO
WCVI.ORG**

As we usher in the new millenium of technology, the Institute has changed the name of its core publication from Southwest Voter Research Notes to WCVI.ORG. This move comes at a time when the Institute is streamlining all its programming efforts through the new revamped website: www.wcvl.org. All publications, data, and services of the Institute will soon be available online. Some of these resources include online redistricting, data searches of WCVI political databases, and the ability to lobby for/against federal legislation.

Please join us at: <http://www.wcvl.org/>. New updates and features will be coming every week!

**CA LATINO VOTE IN THE 2000 PRESIDENTIAL ELECTION
PROFILE BY CANDIDATE**

	TOTAL n/a	GORE 73.5%	BUSH 24.2%
TOTAL			
GENDER			
Male	45.6%	41.7%	52.0%
Female	54.4%	58.3%	48.0%
AGE			
18-24	15.6%	15.9%	14.3%
25-29	15.2%	17.0%	8.9%
30-34	12.9%	11.7%	17.9%
35-39	11.2%	11.6%	10.7%
40-45	11.4%	10.0%	13.7%
46-49	9.4%	7.6%	16.1%
50-54	10.5%	11.7%	6.5%
55-59	5.2%	6.6%	1.2%
60-64	3.7%	3.0%	6.0%
65+	4.8%	4.7%	4.8%
HOUSEHOLD INCOME			
<\$10,000	4.2%	4.1%	4.8%
\$10,001-20K	10.3%	9.7%	11.9%
\$20,001-30K	11.7%	13.0%	8.3%
\$30,001-40K	15.8%	16.3%	11.9%
\$40,001-50K	14.5%	14.8%	14.3%
\$50,001-60K	15.2%	17.7%	8.3%
\$60,001-70K	6.7%	5.4%	9.5%
\$70,001-100K	13.7%	12.0%	19.0%
\$100K+	8.0%	7.0%	11.9%
EDUCATION			
Some HS or less	10.8%	10.2%	11.7%
HS Graduate	22.5%	21.2%	27.8%
Some college or vocational	39.7%	40.0%	38.9%
College Graduate	12.4%	11.2%	15.4%
Post Graduate	14.6%	17.4%	6.2%
ANCESTRY			
Mexican	60.4%	59.4%	61.9%
Puerto Rican	5.2%	4.6%	7.7%
Cuban	1.8%	1.3%	3.9%
Central American	13.1%	14.5%	9.0%
South American	7.3%	8.3%	3.9%
Other Latino/Hispanic	12.2%	11.9%	13.5%
PLACE OF BIRTH			
US	64.5%	61.1%	75.4%
Mexico	20.7%	21.5%	16.8%
Other	14.9%	17.3%	7.8%
CITIZENSHIP			
Before/During 1996	24.2%	25.5%	21.2%
After 1996	19.9%	22.2%	14.4%
Does Not Apply	55.9%	52.3%	64.4%
POLITICAL AFFILIATION			
Democrat	69.8%	84.5%	26.3%
Republican	16.3%	3.0%	58.7%
Other	10.1%	10.4%	6.6%
None of the above	3.7%	2.1%	8.4%
REGISTERED			
Before/During 1996	70.3%	68.3%	77.9%
After 1996	29.7%	31.7%	22.1%
FIRST-TIME VOTER			
Yes	18.0%	19.9%	13.0%
No	82.0%	80.1%	87.0%
HOUSEHOLD UNION MEMBER			
I belong	25.2%	26.9%	20.5%
I do not, but someone in household does	22.5%	25.5%	13.3%
No one in household	52.4%	47.6%	66.3%

SINCE '96 VOTERS BOLSTER LATINO ELECTORATE IN 2000

According to a WCVI exit poll, 35.6% of all Latinos who voted in the 2000 election reported being Foreign-Born, the highest percentage ever reported for a California WCVI exit poll in a presidential election. This large percentage of Foreign-Born Latinos partially accounts for the 29.7% of Latinos that reported registering after 1996.



A demographic profile of Latino voters on election day shows a relatively young group. 43.7% of all Latino voters reported being under the age of 35. Surprisingly, the largest voting group, with regards to age was the 18-24 demographic at 15.6% while only 4.8% reported being over 65.

Mexican/Mexican-Americans made up 60.4% of all election day voters making up the bulk of the California Latino electorate.

42.0% of the all election day Latino voters reported a household income of \$40,000 or less. 4.2% reported a household income less than \$10,000. 28.4% reported a household income over \$60,000, while 8.0% reported a household income over \$100,000. The largest household income class of election day Latino voters came from those reporting a household income of \$30,001-40K. This group made up almost 16% of California Latino vot-

ers. The exit poll also indicates there was a gender gap in election day Latino voters, in California as 45.6% reported being male and 54.4% reported being female.

62.2% of election day Latino voters in 2000 also reported having completed a high school education or some type of college/vocational training. This number compares to the 10.8% who reported having some high school education or less and the 27% who reported a college education or higher.

Latinos also continue to show strong support for the Democratic party. 69.8% of all Latino voters self-identified as Democrats as opposed to the 16.3% that identified as Republican. An increasing 10.1% reported a third party affiliation, while 3.7% reported no affiliation with a political party.

Election day Latino voters also appeared to be a more veteran group as 18.0% reported that the 2000 General election was their first election. The 2000 figure was a 13.7% decrease from '96. The new voters in '96 may be continuing their political participation patterns and lowered the percentage of first-time voters in 2000.

FOREIGN-BORN MAKE UP 35.6% OF CALIFORNIA LATINO VOTERS

The Foreign-Born make up a large percentage of the new registers since 1996. According to a WCVI exit poll, 44.8% of Foreign-Born Latino voters registered after 1996, compared to 21.6% of Native-Born Latino voters. In addition to being new registers, many (45.9%) also report naturalizing after 1996.



reported having a high school education or less. This demographic may lend evidence to the overwhelmingly large number of Latino voters that place an education issue as paramount to their vote.

The foreign born appear to be a largely working class group reporting the largest group at \$30,001-40K, 24%.

This group is slightly older than Native-Born Latino voters with only 32.5% younger than 35 years of age. Both Foreign-Born and Native-Born Latino voters report being over the age of 65.

Unfortunately, this group also reports a higher drop out rate than Native-Born Latinos, 18.1% to 6.7%. Almost half, 47.5%,

As new registers, this group also took the 2000 election as their first opportunity to exercise their civic rights. Nearly 25% of all foreign born Latino voters reported that this was their first time at the ballot box. This is compared to nearly 15% of native born voters in California.

Foreign-Born Vote for Candidates

VOTE FOR PRESIDENT			
	GORE	BUSH	OTHER
2000	81.0%	16.7%	24%
VOTE FOR SENATOR			
	FEINSTEIN	CAMPBELL	OTHER
2000	72.3%	18.1%	9.6%
VOTE FOR CONGRESS			
	DEM	REP	OTHER
2000	74.1%	17.1%	8.8%

**CA LATINO VOTE IN THE 2000 PRESIDENTIAL ELECTION
NATIVE/FOREIGN BORN PROFILE**

	Native-Born	Foreign-Born
GENDER		
Male	43.5%	48.6%
Female	56.5%	51.4%
AGE		
18-24	21.4%	5.7%
25-29	17.2%	12.6%
30-34	12.1%	14.2%
35-39	7.7%	18.2%
40-45	11.0%	10.9%
46-49	9.1%	9.3%
50-54	11.5%	8.1%
55-59	1.8%	11.7%
60-64	3.3%	4.5%
65+	4.9%	4.9%
HOUSEHOLD INCOME		
<\$10,000	4.4%	4.1%
\$10,001-20K	9.1%	13.2%
\$20,001-30K	8.2%	17.4%
\$30,001-40K	11.7%	24.0%
\$40,001-50K	17.3%	8.7%
\$50,001-60K	14.8%	15.7%
\$60,001-70K	8.2%	3.3%
\$70,001-100K	15.7%	10.3%
\$100K+	10.6%	3.3%
EDUCATION		
Some HS or less	6.7%	18.1%
HS Graduate	19.1%	29.4%
Some college or vocational	46.1%	27.7%
College Graduate	14.0%	9.2%
Post Graduate	14.2%	15.5%
ANCESTRY		
Mexican	64.8%	53.6%
Puerto Rican	4.0%	7.5%
Cuban	1.5%	2.0%
Central American	10.8%	15.9%
South American	3.3%	14.3%
Other Latino/Hispanic	15.5%	6.7%
CITIZENSHIP		
Before/During 1996	n/a	43.4%
After 1996	n/a	45.9%
Does Not Apply	n/a	10.7%
POLITICAL AFFILIATION		
Democrat	67.8%	73.5%
Republican	19.6%	11.2%
Other	7.7%	14.4%
None of the above	4.9%	0.8%
REGISTERED		
Before/During 1996	78.4%	55.2%
After 1996	21.6%	44.8%
FIRST-TIME VOTER		
Yes	14.7%	24.7%
No	85.3%	75.3%
HOUSEHOLD UNION MEMBER		
I belong	21.7%	32.2%
I do not, but someone in household does	23.2%	19.6%
No one in household	55.1%	48.2%