



CONTACT

Ann-Sophie Morrisette, Fenton
213.568.6007, amorrisette@fenton.com

FOR IMMEDIATE RELEASE

September 28, 2017

Nearly 9 in 10 Voters Support Greater Investment in Early Childhood Care & Education by California's Next Governor

Statewide Poll by Silicon Valley Community Foundation's Choose Children 2018 Campaign Reveals Electorate Deeply Supportive of Programs Benefitting Babies, Toddlers and Preschoolers

MOUNTAIN VIEW, CA – Nearly nine in ten California voters say it is important for California's next governor to support greater investment in programs that benefit our state's young children, according to a new statewide poll released today by Silicon Valley Community Foundation's *Choose Children 2018* campaign. Voter support is deep-rooted and shared across ethnicity, age, gender, political party, and throughout California's diverse geographic communities. The poll, which was conducted by a bipartisan team of pollsters, found that nearly nine in ten voters (87.7%) agreed it is important for California's next governor to support greater investment in early childhood education programs.

"The data is clear – early childhood education stands out as a priority among California's voters," said Avo Makdessian, Vice President and Director of the Center for Early Learning at Silicon Valley Community Foundation. "Voters old and young, rich and poor, Democrat, Republican and independent voters all agree that California's next governor must address this issue and invest more in early care and education for our young children."

Three-quarters of voters (73.1%) would support a 2018 gubernatorial candidate who wants to create a system of high-quality, publicly funded childcare and preschool programs for all California babies, toddlers and preschoolers. That support is shared across ethnicity, geography and political party. Statewide, 50% of Republicans, 84.4% of Democrats and 77.8% of independent voters would support a candidate for governor who invests more in early care and education. Strong support was shared by voters in Los Angeles (78.5%), San Francisco (75.5%), and San Diego (69.0%) counties.

"This coming election is a defining moment for our state and our youngest children," Assembly Speaker Anthony Rendon said. "High-quality early

childhood programs are an essential part of the solution to California's toughest challenges. Whether addressing homelessness or housing insecurity, poverty or economic mobility, providing children with a strong foundation for their future is a critical part of the solution. I applaud Choose Children's effort to push this critical state issue to the forefront of next year's election."

The poll's findings also revealed that early childhood education stands out as a priority even when compared to other top priorities facing the state. Specifically, seven in 10 voters cite it as a "top" or "high" priority, placing it in the top tier of priorities on par with education and public safety and even ahead of infrastructure and the environment, to which the legislature and Governor dedicated significant resources in recent legislative sessions. And unlike other issues, voters view early childhood education as a priority across the state and political spectrum.

"The voters want a children's governor," said Ted Lempert, president of Children Now. "They are essentially saying to all candidates, 'if you want my vote, you must make the needs of infants, toddlers and preschoolers a priority'."

Lastly, pollsters engaged voters about their willingness to fund revenue options to provide early childhood education programs. Statewide, three-quarters of voters (75.4%) support dedicating a portion of the taxes generated from marijuana to help fund early childhood education programs while 70.6% of voters believe that paying for early childhood education programs should come from existing state funds.

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About the Poll

GrassrootsLab and Tulchin Research conducted the survey from Friday, July 7 through Saturday, July 15, 2017. Eight hundred (800) respondents were interviewed using live, professional interviewers, speaking Spanish, Chinese (Simple Mandarin) and English languages and calling both mobile and landlines (61.4% of this survey was completed on mobile phones). A survey of this size yields a margin of error of +/-3.5% (95% confidence interval). The sample is stratified, meaning that the demographic composition of the results matches the demographic composition of the state's voting population. Several oversamples were completed in addition to the base 800 interviews, including 100 Latino voters, 200 Asian Pacific Islander voters, 100 of those with No Party Preference, 400 interviews in San Diego County and 400 in Santa Barbara County.

About Choose Children 2018

Choose Children 2018 is a statewide campaign committed to ensuring California's next governor is a champion for young children who makes early childhood care and education more accessible, affordable, and of higher quality. This initiative is led by the Silicon Valley Community Foundation's Center for Early Learning in partnership with community, business, philanthropic, and educational leaders throughout California. Learn more at www.choosechildren.org.

About Silicon Valley Community Foundation

Silicon Valley Community Foundation advances innovative philanthropic solutions to challenging problems. As the largest community foundation in the world, we engage donors and corporations from Silicon Valley, across the country and around the globe to make our region and world better for all. Our passion for helping people and organizations achieve their philanthropic dreams has created a global philanthropic enterprise committed to the belief that possibilities start here. Learn more at www.siliconvalleycf.org.

Strategic Memorandum

TO: Interested Parties

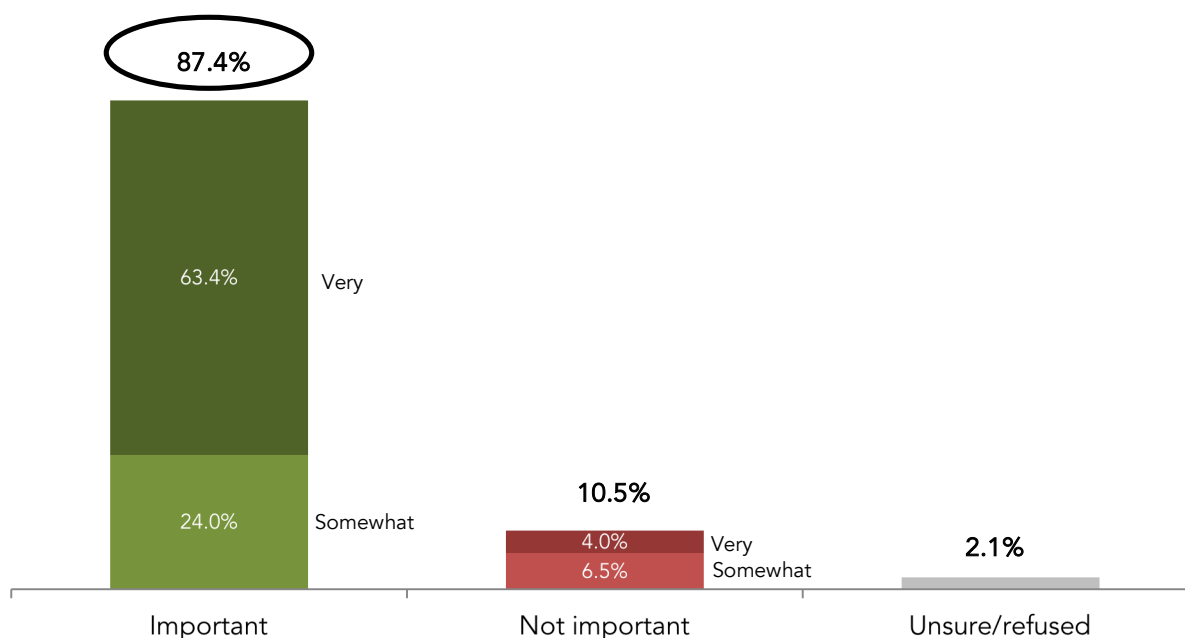
DATE: September 28, 2017

RE: California Statewide Voter Survey Results: Early Childhood Education

From Friday, July 7 through Saturday, July 15, 2017 a telephone survey of voters was conducted throughout the State of California. Our research revealed an electorate deeply supportive of **Early Childhood Education** (ECE).

California voters clearly demonstrate an overwhelming desire for greater investment in programs that benefit our state's young children:

87.4% Say it is Important for California's next Governor to Support Greater Investment in Programs that Benefit our State's Young Children



Question: "Over the past decade, early childhood programs that serve babies, toddlers and preschoolers have been cut by more than one billion dollars in California. Do you think it is very important, somewhat important, not very important or not at all important for California's next Governor to support greater investment in programs that benefit our state's young children?"

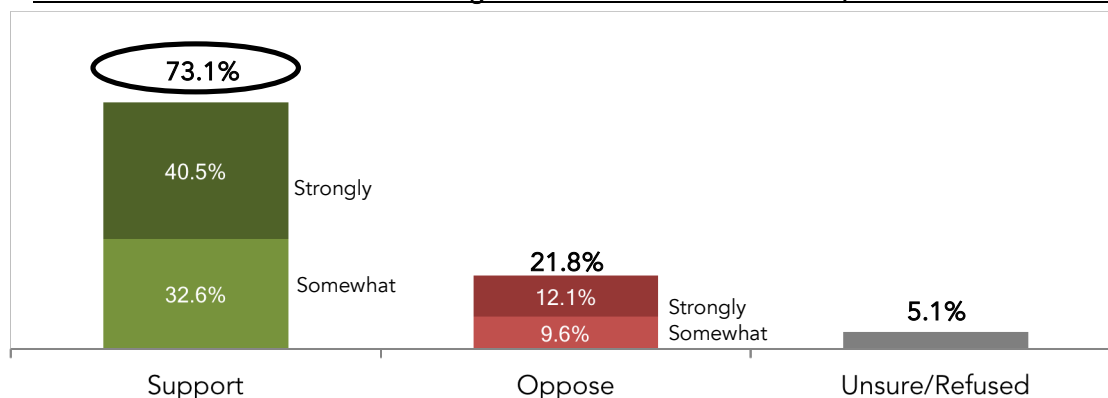


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Specifically, nearly three-quarters of voters would support a 2018 gubernatorial candidate who supports ECE:

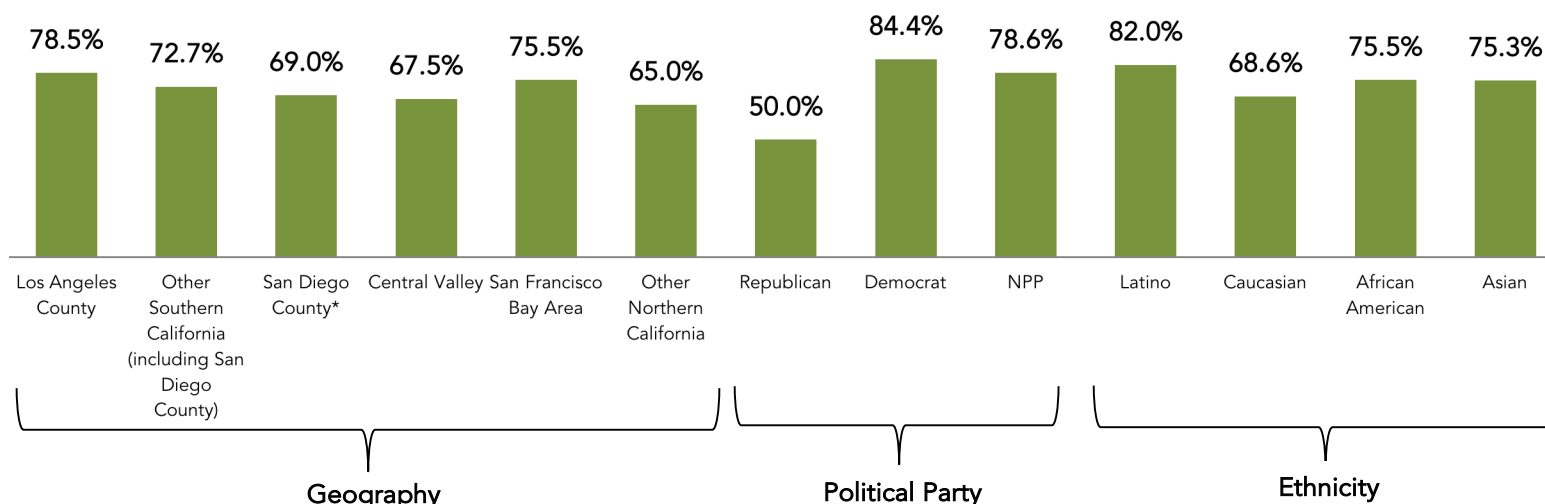
73.1% would support a candidate for Governor Who Wants to Create a System of High Quality, Publicly Funded Childcare and Preschool Programs for ALL California Babies, Toddlers and Preschoolers



Question: "Would you support or oppose a candidate for governor who wants to create a system of high-quality, publicly funded childcare and preschool programs for all California babies, toddlers and preschoolers? And would you say that you strongly (support/oppose) or somewhat (support/oppose)?"

Moreover, this support is deep-rooted and is shared across ethnicity, age group, gender, political party affiliation and throughout California's diverse geographic communities.

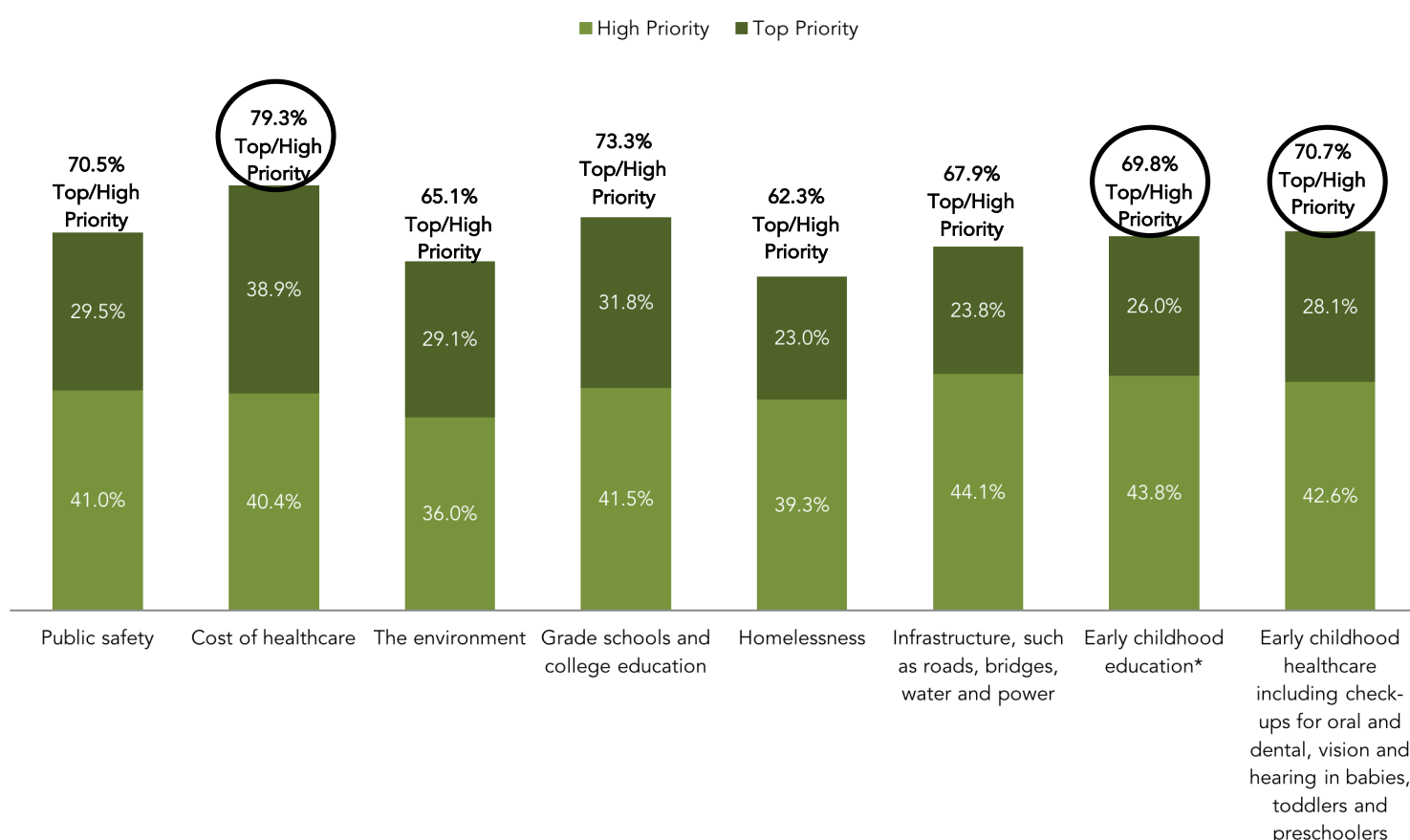
A Candidate for Governor Who Wants to Create a System of High Quality, Publicly Funded Childcare and Preschool Programs for ALL California Babies, Toddlers and Preschoolers Enjoys Support Across Key Demographics



Question: "Would you support or oppose a candidate for governor who wants to create a system of high-quality, publicly funded childcare and preschool programs for all California babies, toddlers and preschoolers? And would you say that you strongly (support/oppose) or somewhat (support/oppose)?"

Early Childhood Education stands out as a priority to California's voters even when compared to other top issues facing the state. Specifically, seven out of 10 voters in California cite it as a "top" or "high" priority, placing it in the top tier of priorities on par with education and public safety and even ahead of infrastructure, to which the State Legislature and the Governor have dedicated significant resources in recent legislative sessions. Furthermore, Early Childhood education is viewed as a priority by voters across the state and the political spectrum, unlike other issues that have higher and lower levels support depending on ideology and geography.

While Voters Say Cost of Healthcare Should Receive the Highest Priority for Increased Public Investment, Early Childhood Education Ranks Above Infrastructure and Nearly as High as Public Safety



Question: "Now I am going to read a list of issues facing the state of California. Please listen to each and then tell me if that issue should be a top priority, high priority, medium priority, or low priority for more public investment?"

Finally, our research revealed that California's voters have an appetite to fund ECE programs, demonstrating the highest support for dedicating a portion of marijuana tax revenues towards ECE.

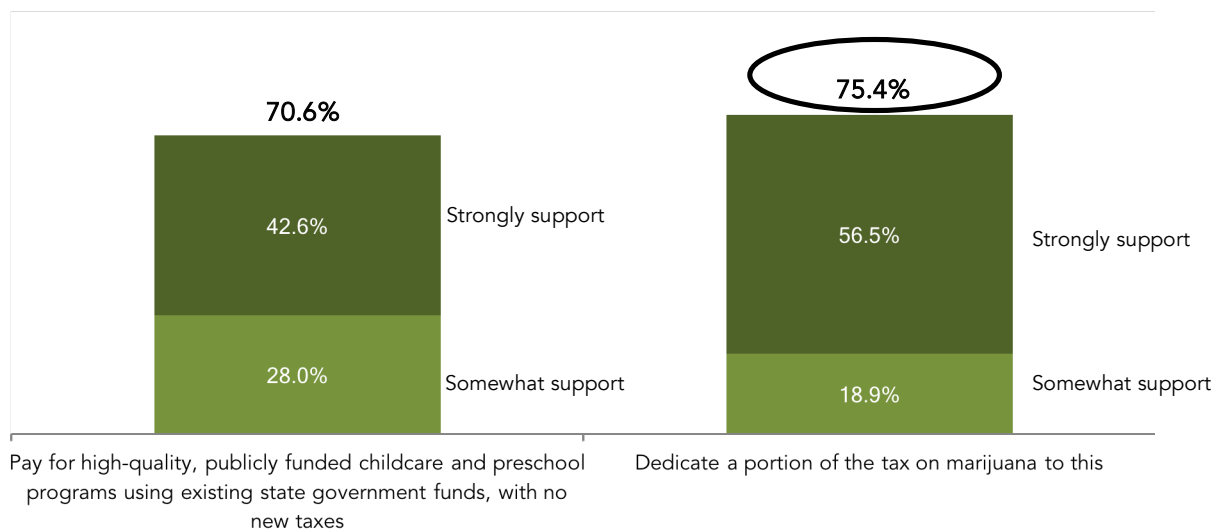
**Split Sample*



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Funding Mechanisms:
Three-Quarters (75.4%) Support Dedicating
a Portion of Taxes from Marijuana to ECE



Question: "While estimates vary, it would cost several billion dollars a year for California to provide high-quality, publicly funded childcare and preschool programs with well-trained teachers and care-givers and lesson plans to make sure children learn the building blocks of language and critical thinking skills, and to ensure that they're ready for the growing demands of kindergarten. Now I am going to read you a list of revenue options that have been proposed for California to provide high-quality, publicly funded childcare and preschool programs for all California babies, toddlers and preschoolers. Please tell me whether you would support or oppose that revenue option."

800 respondents were interviewed using live, professional interviewers, speaking Spanish, Chinese (Simple Mandarin) and English languages and calling both mobile and landlines (61.4% of this survey was completed on mobile phones). A survey of this size yields a margin of error of +/-3.5% (95% confidence interval). The sample is stratified, meaning that the demographic composition of the results matches the demographic composition of the state's voting population. Several oversamples were completed in addition to the base 800 interviews, including 100 Latino voters, 200 Asian Pacific Islander voters, 100 of those with No Party Preference, 400 interviews in San Diego County and 400 in Santa Barbara County.