

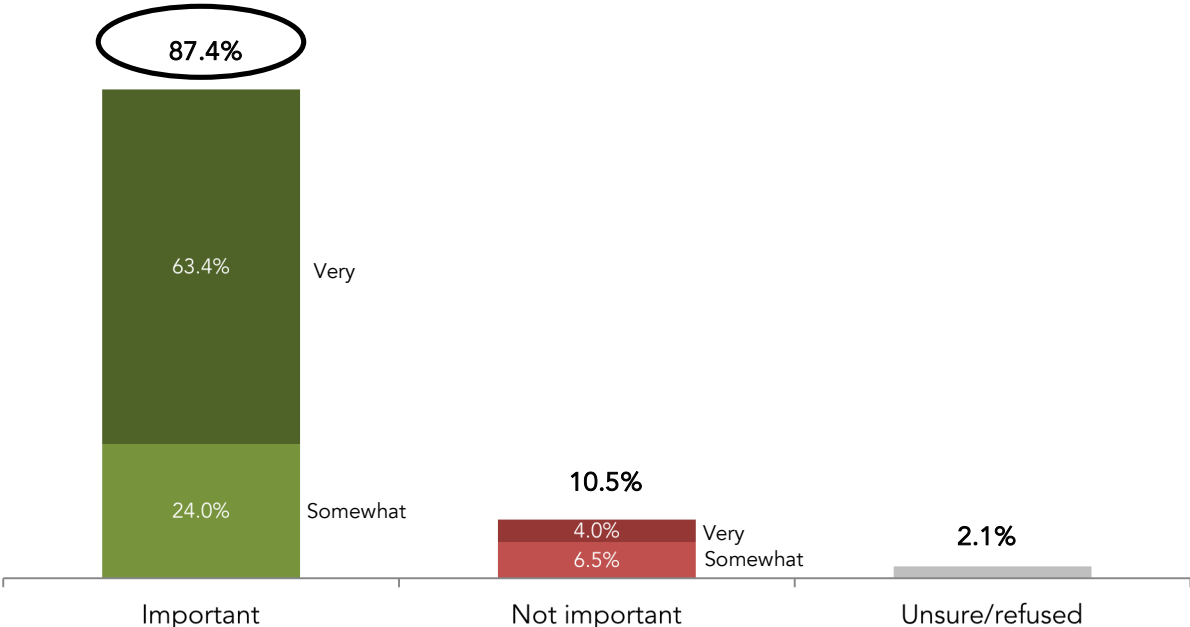
Strategic Memorandum

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:

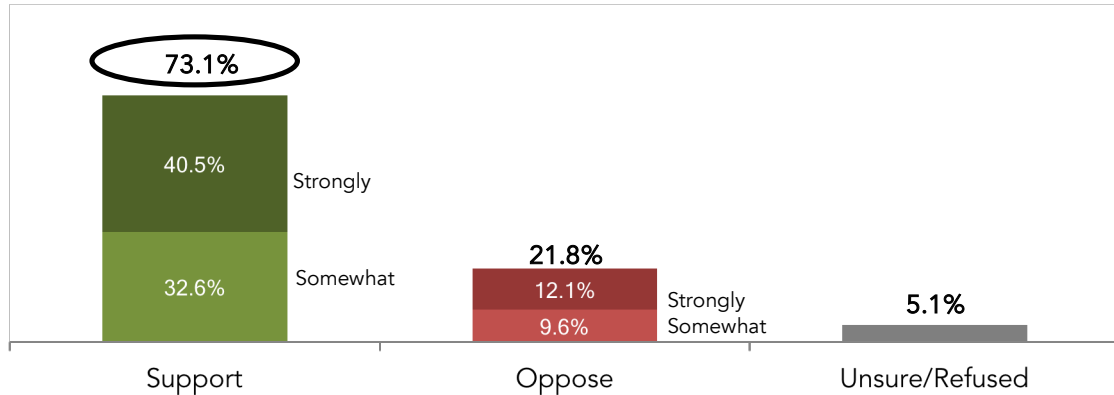
87.4% Say it is Important for California’s next Governor to Support Greater Investment in Programs that Benefit our State’s Young Children



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?"

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

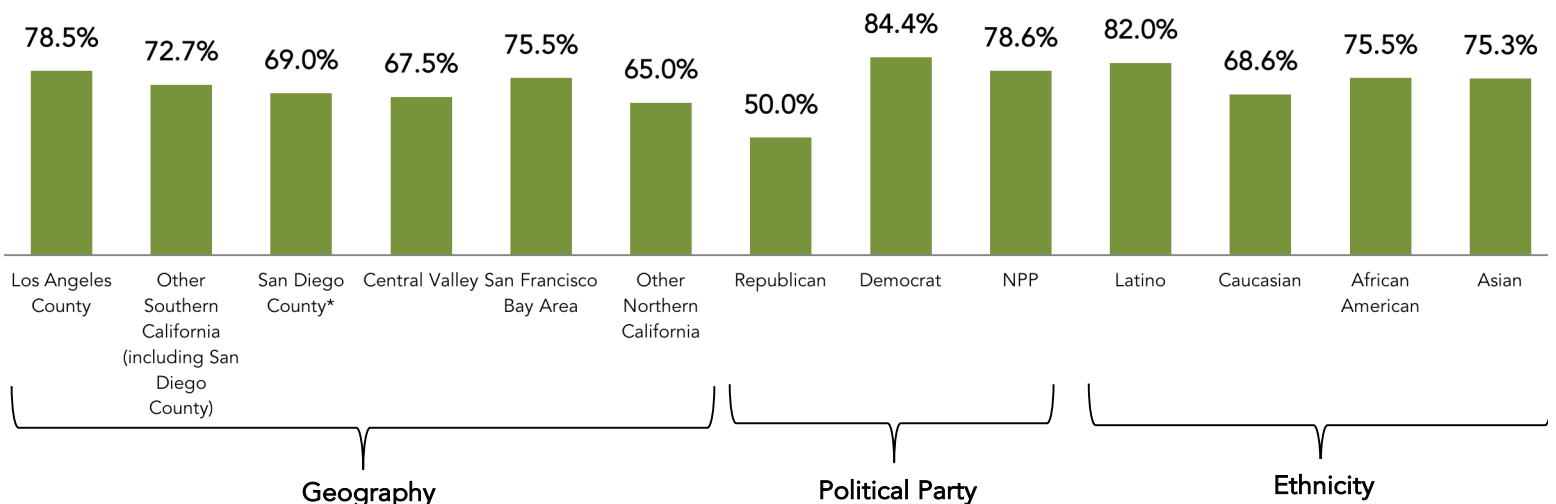
73.1% would support a candidate for Governor Who Wants to Create a System of High Quality, Publicly Funded Childcare and Preschool Programs for ALL California Babies, Toddlers and Preschoolers



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.

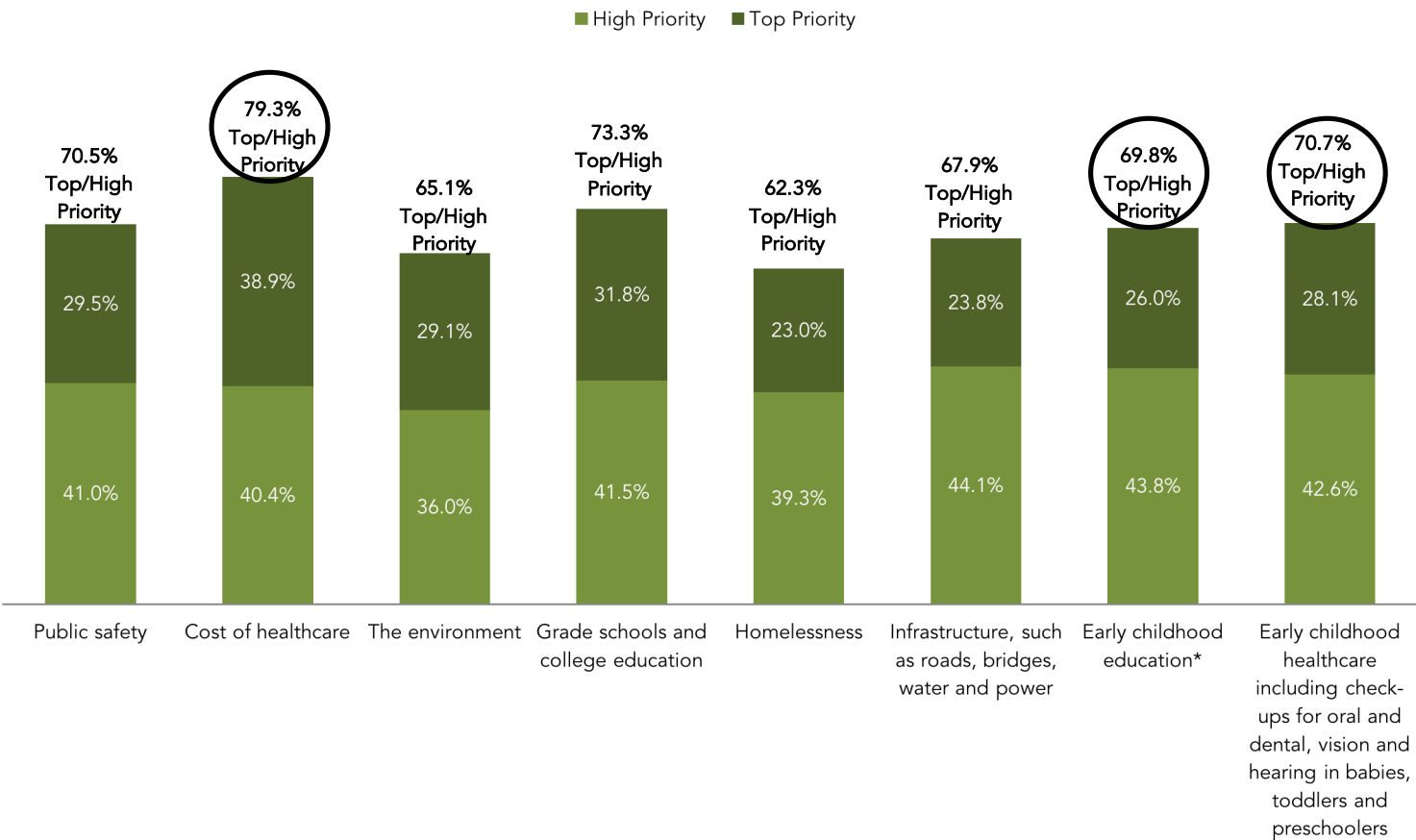
A Candidate for Governor Who Wants to Create a System of High Quality, Publicly Funded Childcare and Preschool Programs for ALL California Babies, Toddlers and Preschoolers Enjoys Support Across Key Demographics



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

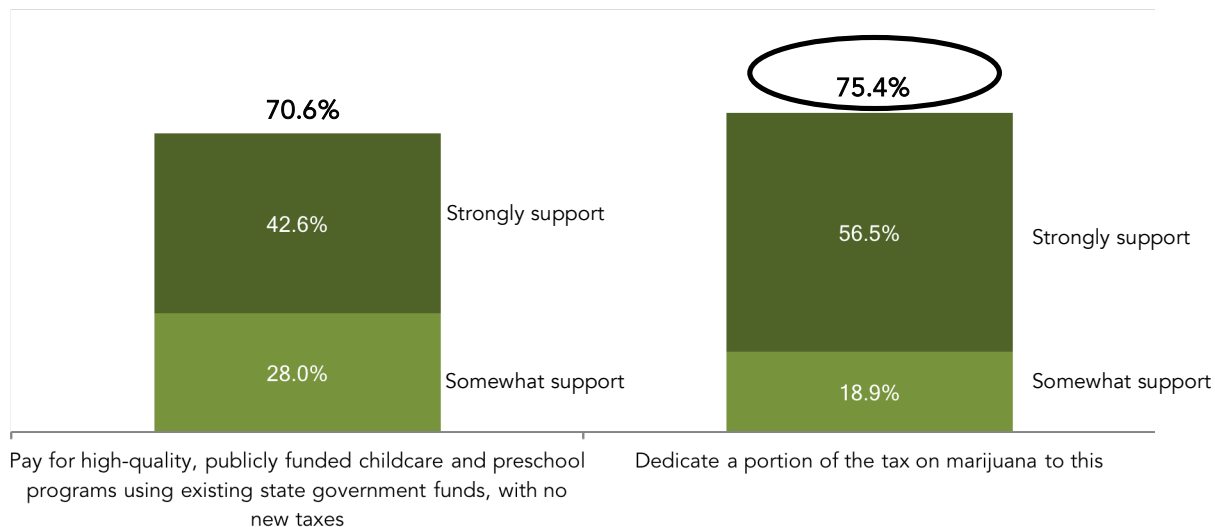


Question: “Now I am going to read a list of issues facing the state of California. Please listen to each and then tell me if that issue should be a top priority, high priority, medium priority, or low priority for more public investment?”

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*

**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.