

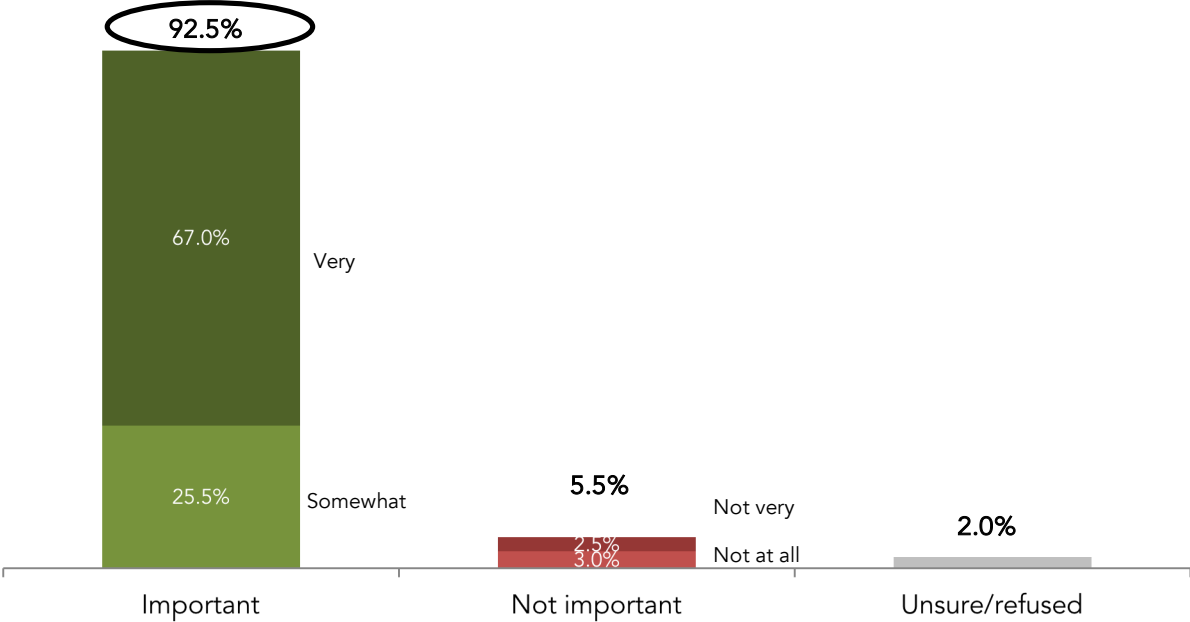
# Strategic Memorandum

TO: Interested Parties  
DATE: September 28, 2017  
RE: Los Angeles County Voter Survey Results: Early Childhood Education

A pair of recent surveys conducted among voters in Los Angeles County found a regional electorate deeply supportive of Early Childhood Education (ECE).

A statewide telephone poll conducted between Friday, July 7 through Saturday, July 15, 2017 surveyed 200 voters throughout the County of Los Angeles and clearly demonstrates an overwhelming desire among Angelenos for greater investment in programs that benefit our state’s young children:

**92.5% of Los Angeles County Voters Say it is Important for California’s next Governor to Support Greater Investment in Programs that Benefit our State’s Young Children**

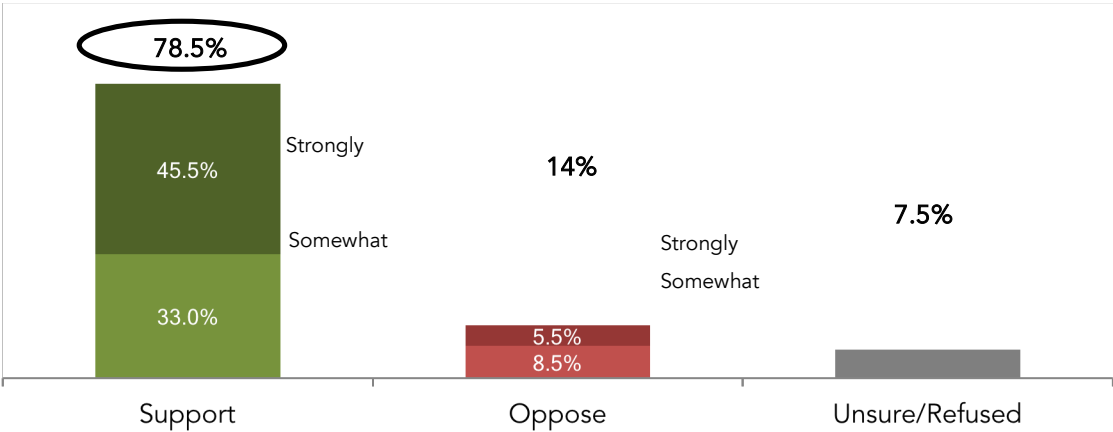


Question: "Over the past decade, early childhood programs that serve babies, toddlers and preschoolers have been cut by more than one billion dollars in California. Do you think it is very important, somewhat important, not very important or not at all important for California’s next Governor to support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



Specifically, nearly eight in ten of the county’s voters (78.5%) would support a 2018 gubernatorial candidate who supports high quality, publicly funded childcare and preschool programs for all California babies and toddlers.

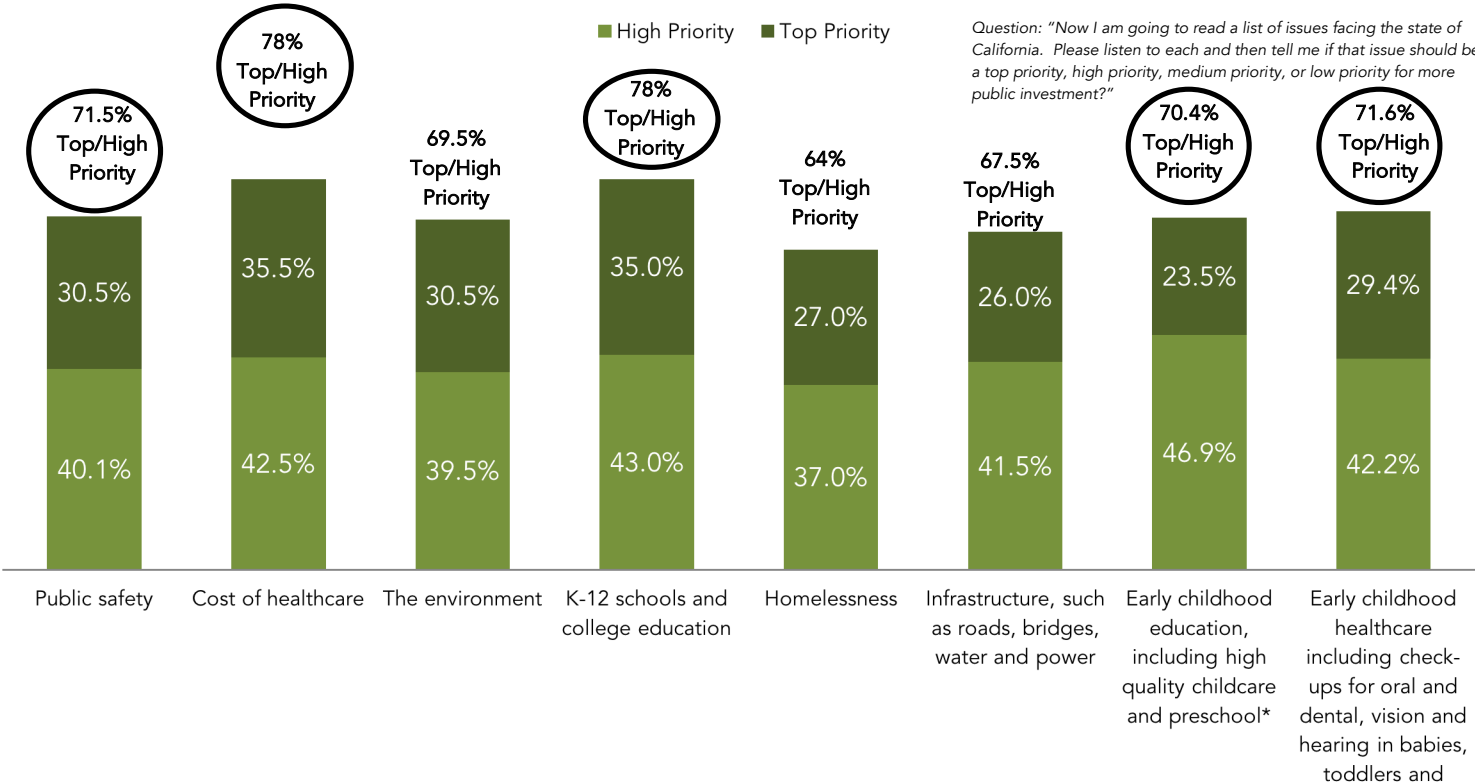
**78.5% would support a candidate for Governor Who Wants to Create a System of High Quality, Publicly Funded Childcare and Preschool Programs for ALL California Babies, Toddlers and Preschoolers**



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)?”

Early Childhood Education stands out as a priority to Los Angeles County voters even when compared to other top issues facing the state. More than 7 in 10 voters in Los Angeles County cite early childhood issues as “top” or “high” priorities, making ECE a top tier concern alongside priorities like healthcare, K-12 and college education, and public safety.

**Early Childhood Education Ranks Among Top Priorities for Voters**



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?”

These findings build upon those of an earlier survey conducted among 1,000 Los Angeles County voters in May 2017 on behalf of the California Community Foundation and the Los Angeles Presschool Advocacy Initiative. This research found that voters recognize the benefits of ECE in promoting healthy socialization, school readiness, and intellectual development in young children. As part of this survey, registered voters were asked to rate the importance of various preschool and Early Childhood Education outcomes and identified these core benefits:

- *Helps children develop social skills and interact with other children* (90% 6-10; 58% "10")
- *Allows children to play in a safe environment* (89% 6-10; 59% "10")
- *Helps children develop their language skills* (89% 6-10; 57% "10")
- *Children begin to learn their ABCs and numbers* (85% 6-10; 56% "10")
- *Prepares children for school* (86% 6-10; 53% "10")
- *Jumpstarts a child's intellectual development* (84% 6-10; 52% "10")

Both voters countywide and parents specifically rated these as the top benefits.

The same countywide survey conducted in May found that among parents of young children (age 10 and under) in Los Angeles County, **child care and preschool are perceived as less accessible than other basic local amenities** that working families rely upon. More than one-third of parents (34%) said that "affordable, quality child care that is conveniently located" and "affordable, quality child care that is convenient and works for your schedule" were not accessible in their area – even more than those who cited local challenges in accessing "good-paying jobs" (32%). Additionally, 28 percent of parents said "affordable, quality preschool" was not accessible in their area – far more than those reporting local challenges in accessing "good schools" (21%), "quality health care" (16%), or "grocery stores with fresh produce" (7%).

The May survey additionally asked respondents about a range of specific policies to help families with young children. Parents in Los Angeles County voiced the strongest support for policies to **"make quality preschool more available and affordable"** (39% top priority, 74% top or high priority) and **"help make child care more affordable through tax breaks for existing child care costs"** (40% top priority, as well as **"having more jobs that provide a flexible schedule so families can more easily deal with child care needs"** (43% top priority, 71% top or high priority).

## METHODOLOGY

A statewide survey was conducted between July 7 – July 15, 2017: for the Los Angeles sample, 200 respondents were interviewed using live, professional interviewers, speaking Spanish and English languages and calling both mobile and landlines. A survey of this size yields a margin of error of +/-7% (95% confidence interval).

For the Los Angeles Countywide survey conducted between May 17-31, 2017: 1,000 respondents were interviewed using live, professional interviewers, speaking Spanish and English languages and calling both mobile and landlines and through online data collection conducted in both Spanish and English. The survey included a base sample of 600 registered voters countywide and an oversample of 400 registered voters who were parents of minor children. The margin of error for the base sample is +/-4%. The margin of error for the parent oversample is +/- 4.9%.