

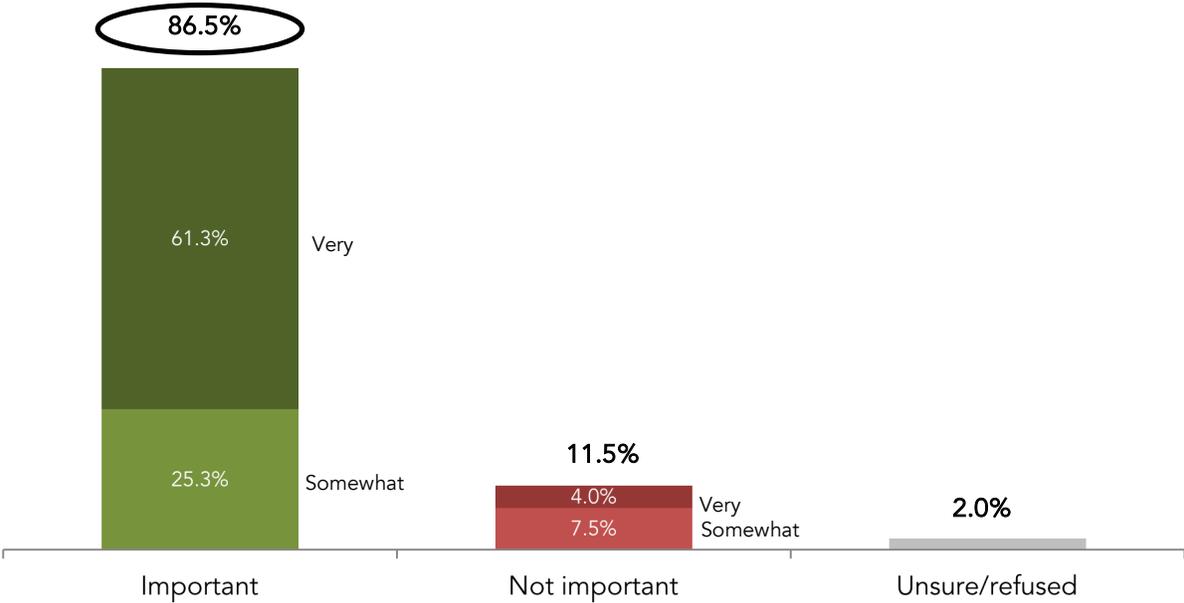
# Strategic Memorandum

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

From Wednesday, July 19 through Sunday, July 23, 2017 a telephone survey of voters was conducted throughout the County of San Diego. Our research revealed a regional electorate deeply supportive of Early Childhood Education (ECE).

San Diego voters clearly demonstrate an overwhelming desire for greater investment in programs that benefit our state’s young children:

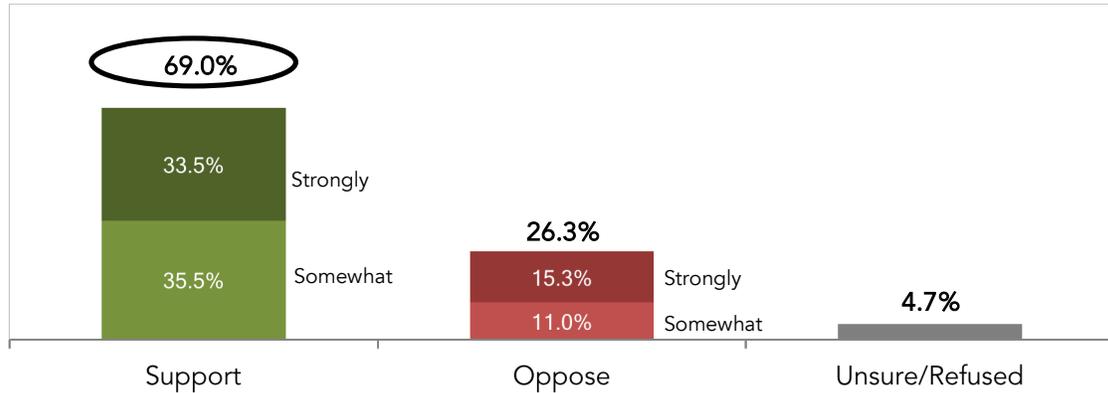
**86.5% of San Diego Voters Say it is Important for California’s next Governor to Support Greater Investment in Programs that Benefit our State’s Young Children**



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, over a supermajority of the county's voters would support a 2018 gubernatorial candidate who supports ECE:

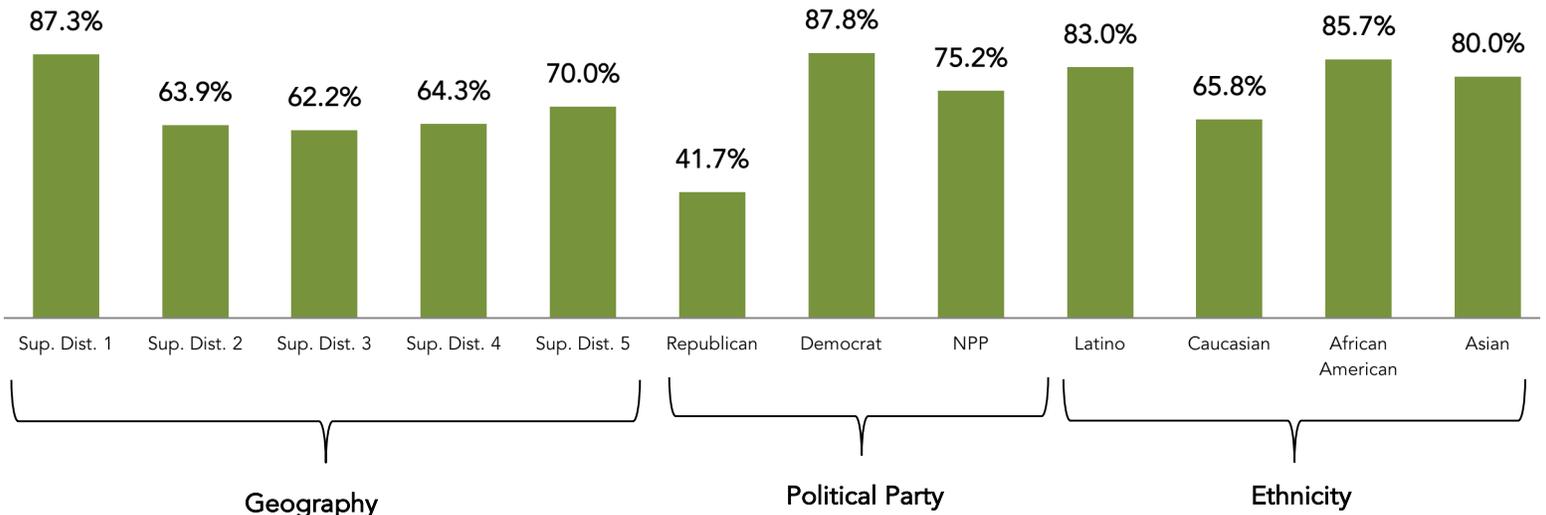
**69.0% would support a candidate for Governor Who Wants to Create a System of High Quality, Publicly Funded Childcare and Preschool Programs for ALL California Babies, Toddlers and Preschoolers**



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 San Diego's diverse geographic communities.

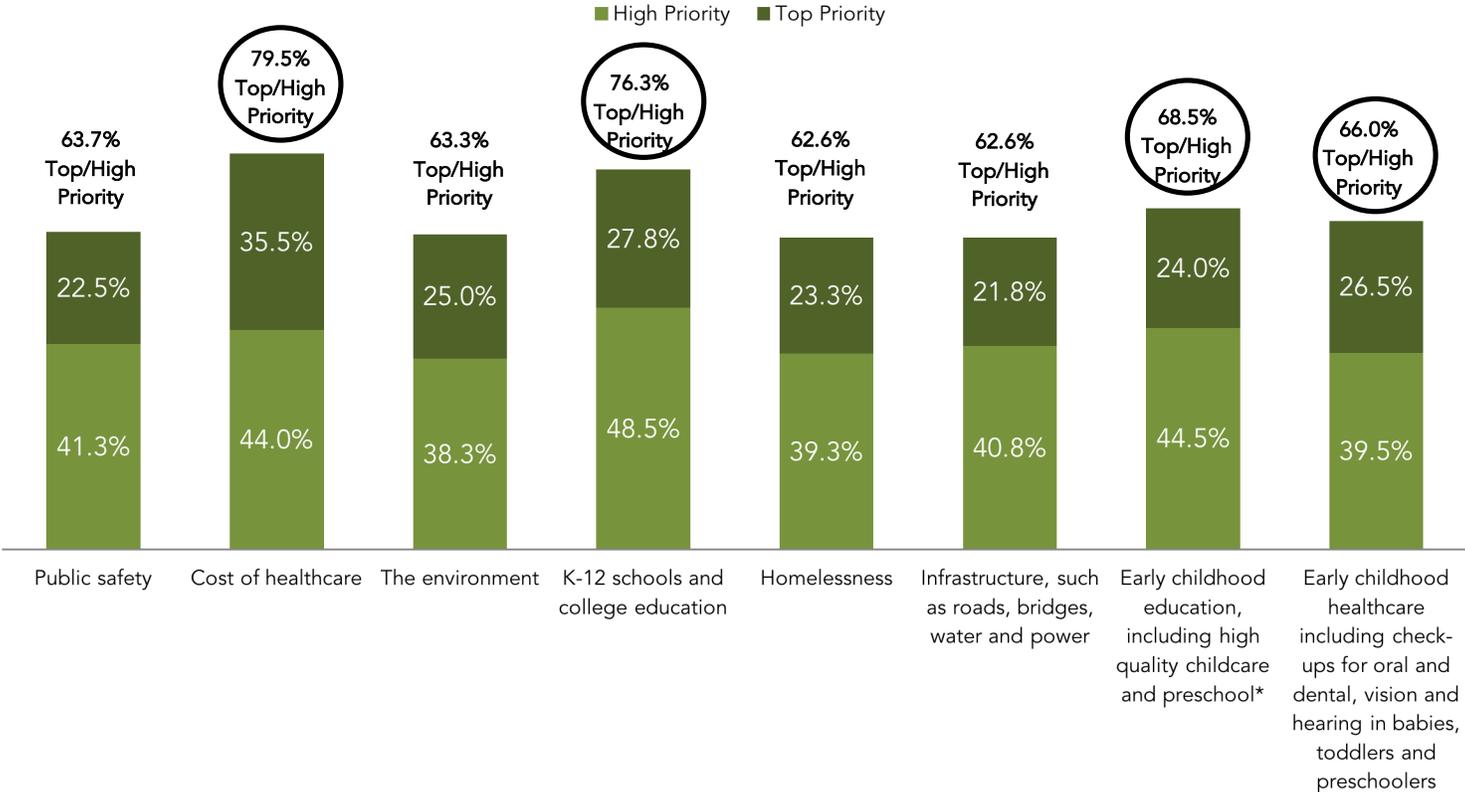
**A Candidate for Governor Who Wants to Create a System of High Quality, Publicly Funded Childcare and Preschool Programs for ALL California Babies, Toddlers and Preschoolers Enjoys Support Across Key Demographics**



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 San Diego County voters even when compared to other top issues facing the state. Specifically, a supermajority of voters in San Diego cite it as a “top” or “high” priority, placing it in the top tier of priorities, nearly on par with education and even ahead of public safety and infrastructure, to which the State Legislature and the Governor have dedicated significant resources in recent legislative sessions. Furthermore, Early Childhood Education is seen as a priority by voters across the county and the political spectrum, unlike other issues that have higher and lower levels of support, depending on ideology and geography.

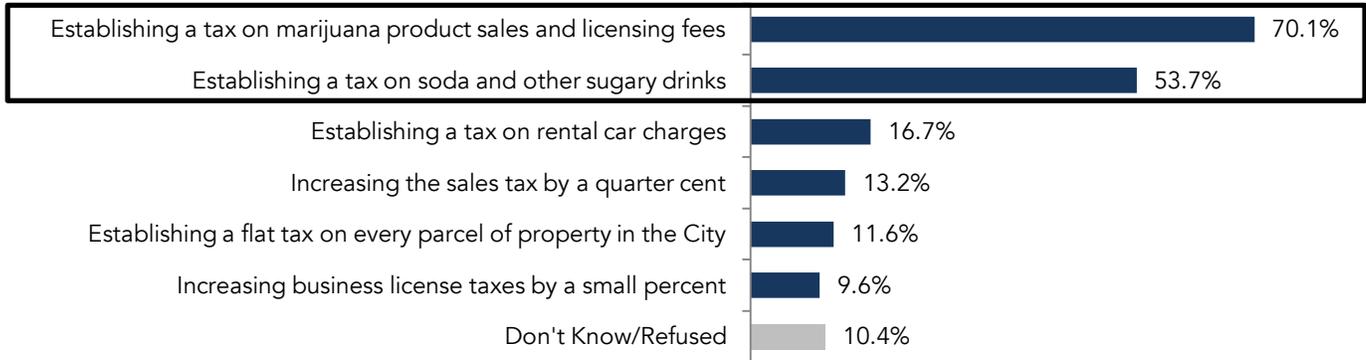
**While Voters Say Cost of Healthcare and K-12/College Education Should Receive the Highest Priority for Increased Public Investment, Early Childhood Education Ranks Above Public Safety, Homelessness and Infrastructure**



*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 San Diego County’s voters have an appetite to fund ECE programs, demonstrating the highest support for new taxes on regional marijuana sales and licensing fees:

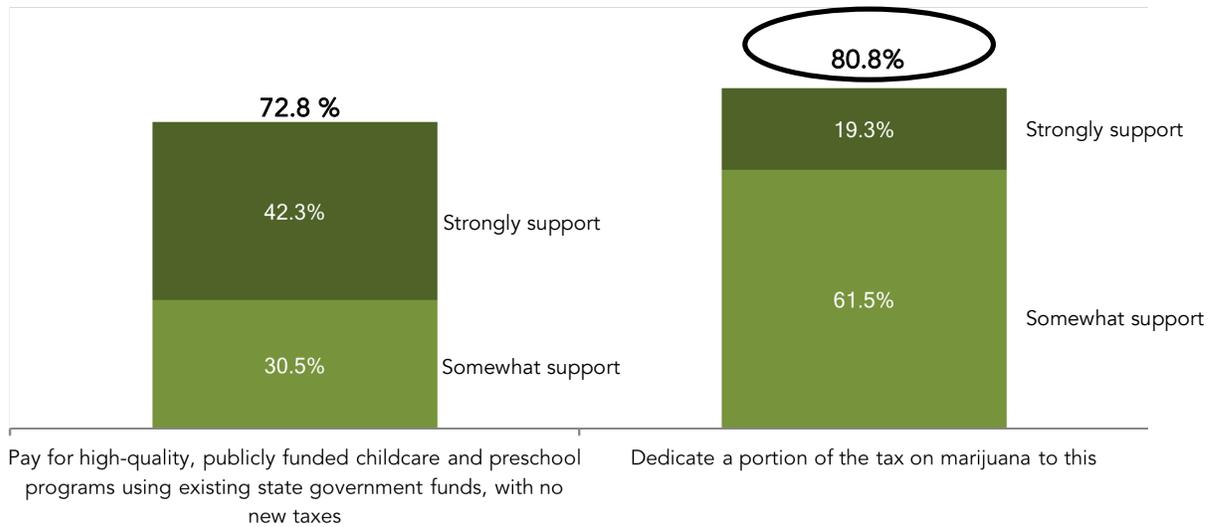
**70.1% of San Diego Voters Would Like to See Local Funding For ECE Raised by Establishing a Tax on Marijuana Product Sales and Licensing Fees**



*Question: "Some people in San Diego are interested in identifying local public funding for early childhood and youth development programs. I am going to read a list of different ways local funding could be raised. Please listen to the list and then tell me which TWO ways you feel are the best?"*

This support for funding ECE investment via revenues derived from Marijuana extends to statewide efforts as well:

**Statewide Funding Mechanisms:**  
**80.3% 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."*

400 respondents were interviewed using live, professional interviewers, speaking Spanish and English languages and calling both mobile and landlines (61.5% of this survey was completed on mobile phones). A survey of this size yields a margin of error of +/-4.9% (95% confidence interval). The sample is stratified, meaning that the demographic composition of the results matches the demographic composition of the county's voting population.