

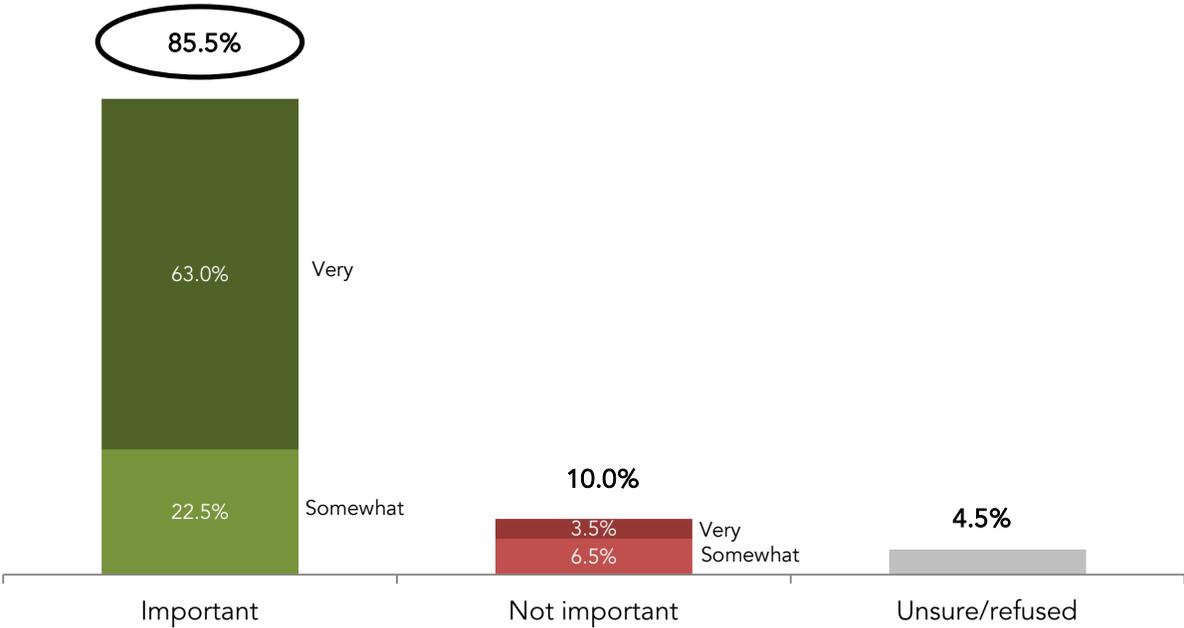
Strategic Memorandum

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

From Friday, July 7 through Sunday, July 16, 2017 a telephone survey of voters was conducted throughout the County of Santa Barbara. Our research revealed a regional electorate deeply supportive of **Early Childhood Education (ECE)**.

Santa Barbara County’s voters clearly demonstrate an overwhelming desire for greater investment in programs that benefit their region’s young children:

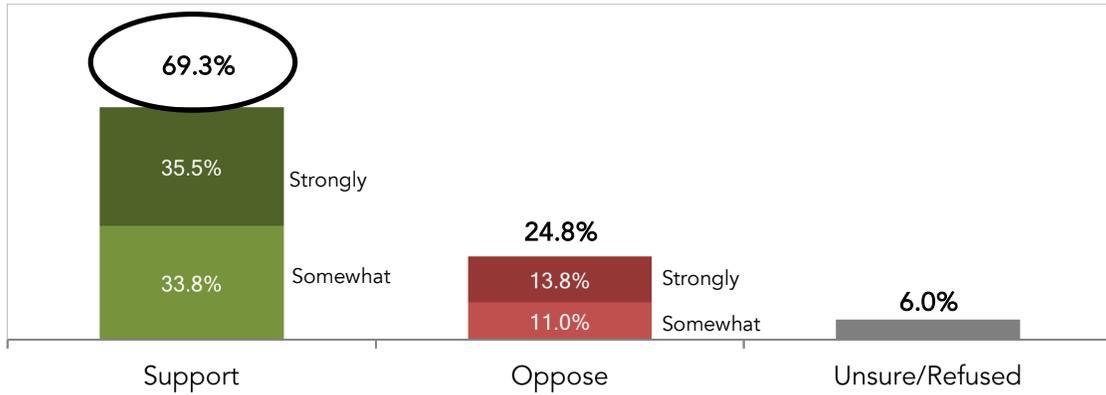
85.5% of Santa Barbara County Voters Say it is Important for Santa Barbara’s Elected Leadership to Support Greater Investment in Programs that Benefit the County’s Young Children



Question: "Santa Barbara County has the highest childhood poverty rate in California. Do you think it is very important, somewhat important, not very important or not at all important for local elected officials to support greater investment in programs that benefit our county's young children?*"

This support extends to statewide investment as well, with over a supermajority of the county’s voters would support a 2018 gubernatorial candidate who supports ECE:

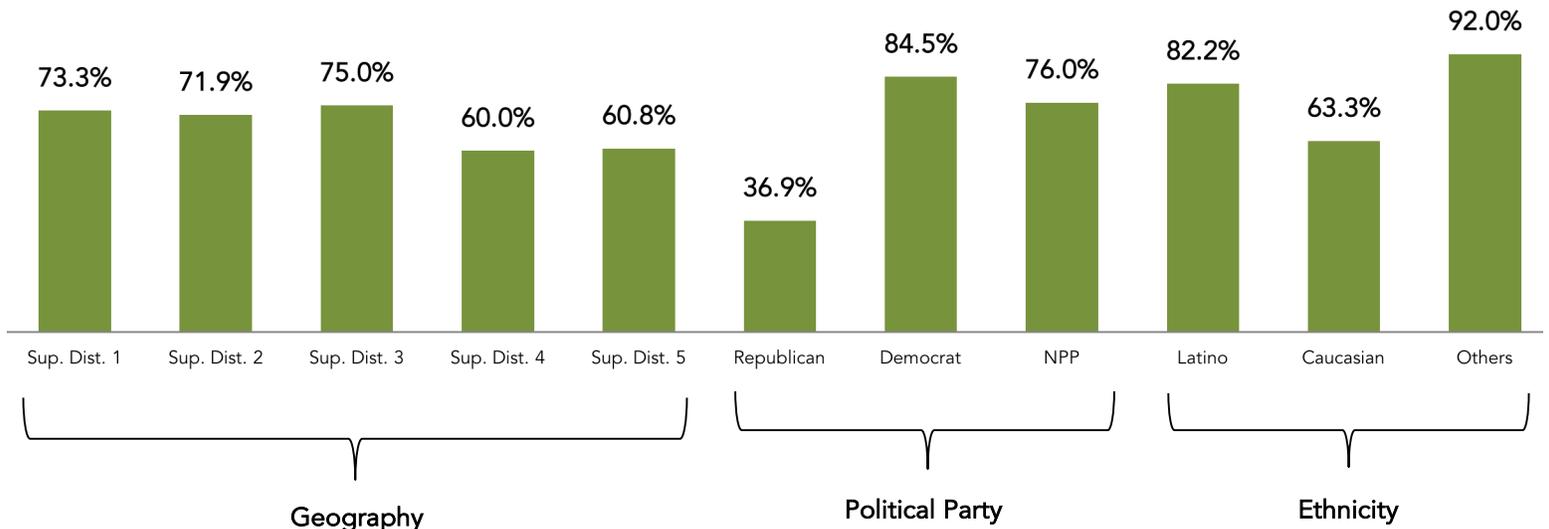
69.3% would support a candidate for Governor Who Wants to Create a System of High Quality, Publicly Funded Childcare and Preschool Programs for ALL California Babies, Toddlers and Preschoolers



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, most political party affiliations and throughout Santa Barbara’s diverse geographic communities.

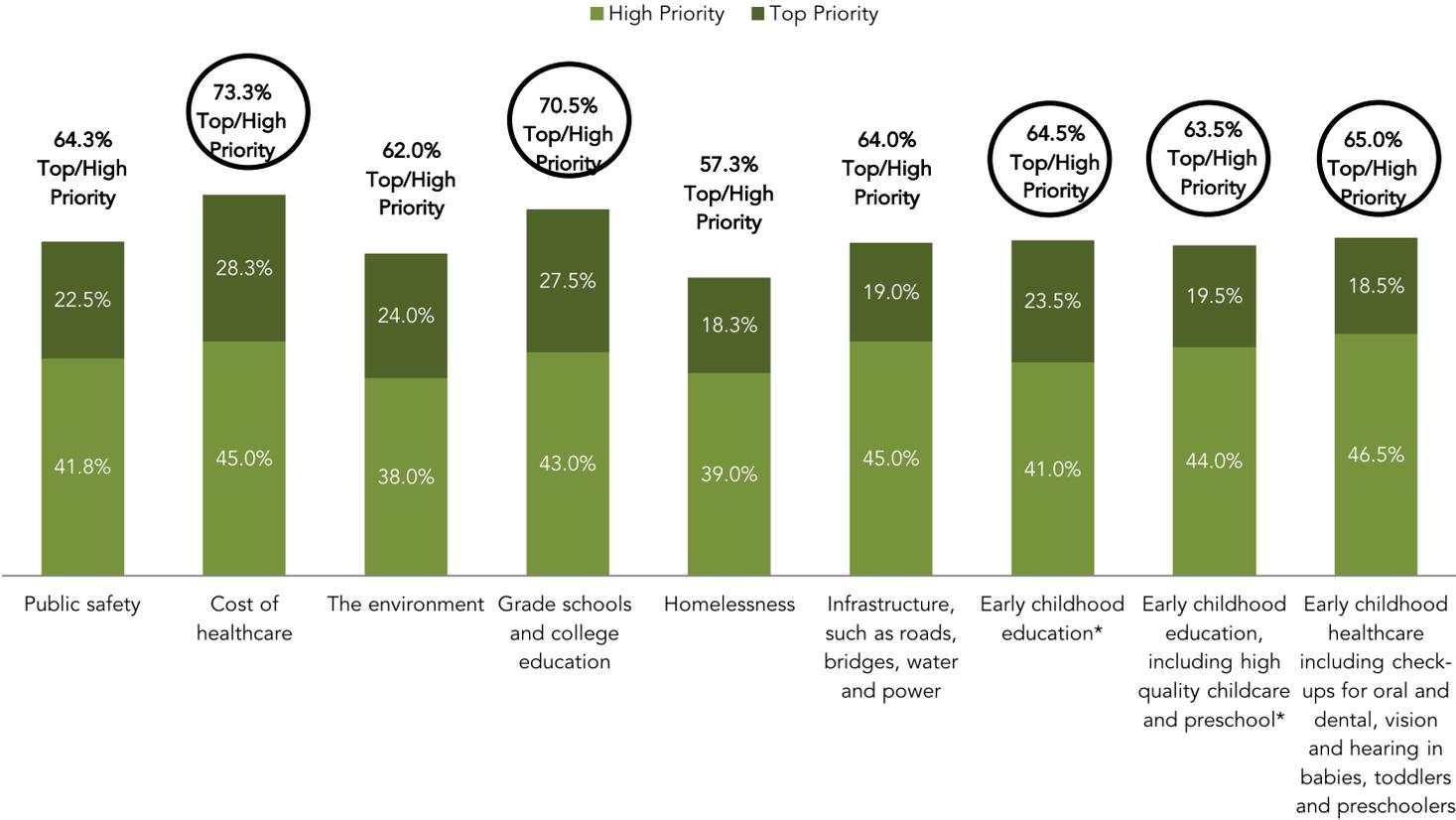
A Candidate for Governor Who Wants to Create a System of High Quality, Publicly Funded Childcare and Preschool Programs for ALL California Babies, Toddlers and Preschoolers Enjoys Support Across Key Demographics



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 Santa Barbara County voters even when compared to other top issues facing the state. Specifically, nearly a supermajority of voters in Santa Barbara cite it as a “top” or “high” priority, placing it in the top tier of priorities, on par with public safety and infrastructure and nearly as high as education, issues 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.

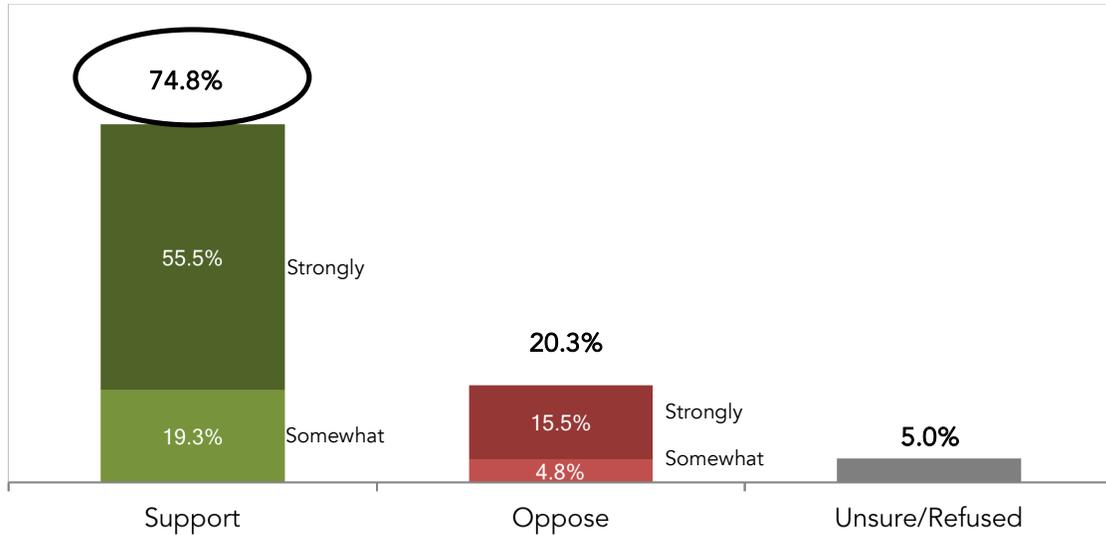
While Voters Say Cost of Healthcare and Grade Schools/College Education Should Receive the Highest Priority for Increased Public Investment, Early Childhood Education Ranks Above Homelessness and Equal to Public Safety



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 Santa Barbara County’s voters have an appetite to fund ECE programs, specifically displaying a high degree of support (74.8%) for the County dedicating a portion of taxes derived from marijuana to the funding of regional ECE programs:

**Three-Quarters (74.8%) Support the County of Santa Barbara Dedicating
a Portion of Taxes from Marijuana to ECE**



Question: "Last year, Californians legalized marijuana. A portion of tax revenue collected on marijuana by the state will be distributed to counties throughout California. Would you support or oppose the County of Santa Barbara dedicating a portion of these funds to providing high-quality, publicly funded childcare and preschool programs for the county's babies, toddlers and preschoolers?"

400 respondents were interviewed using live, professional interviewers, speaking Spanish and English languages and calling both mobile and landlines (61.0% 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.