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FOR IMMEDIATE RELEASE

September 28, 2017

STRONG MAJORITIES OF SANTA BARBARA COUNTY VOTERS WANT CALIFORNIA'S NEXT GOVERNOR TO INVEST IN EARLY CHILDHOOD CARE AND EDUCATION

**New poll finds support among nearly nine in 10 voters that
is shared throughout the county and across party affiliations**

SANTA BARBARA, CA – Strong majorities of Santa Barbara County voters support greater investments in programs that benefit California's youngest children and would favor a candidate for governor who pledges to create a system of high-quality, publicly funded childcare and preschool programs. These are among the key findings from a survey released today by the Santa Barbara Foundation in partnership with Silicon Valley Community Foundation's *Choose Children 2018* campaign.

Nearly nine in 10 (85.5%) Santa Barbara County voters say it is important for California's next governor to support more investments in programs that benefit young children, with more than 63% believing such support is very important. A supermajority of 69.3% would support a gubernatorial candidate who pledges support for early childhood care and education (ECE).

"Voters clearly understand what years of research show: investments in high-quality early childhood programs pay off for those children, their families and our state," said Ronald Gallo, President and CEO of the Santa Barbara Foundation. "And what Santa Barbara voters are saying loud and clear is that now is the time for California to invest in programs that will prepare our youngest children for success in school and ensure our state has the highly trained workforce it will need in the decades to come."

Voter support is deeply rooted and shared across political party affiliation, ethnicity, gender and age groups. More than eight in 10 (84.5%) Democrats favor a candidate for governor who wants to create a high-quality early childhood care and education system, as do 76% of independent voters and nearly 36.9% of Republicans. Nearly three-quarters (74.8%) of voters would like to see local funds fees raised through a tax on marijuana product sales and licensing fees to support ECE programs.

“Voters old and young, rich and poor, Democrat, Republican and independent voters all share a common desire: more support for young children and their families,” said Congressman Salud Carbajal, “Early childhood care and education is a unifying issue, and the results of this survey make it very clear that those candidates running for governor need to have detailed and specific plans for how to build a strong early childhood system in California.”

In addition, early childhood education remains a priority compared to other top issues facing the state. More than seven in 10 (73.3%) identified the cost of healthcare, 70.5% the state of K-12 and college education, 65% early childhood healthcare and 64.5% early childhood education as the issues that should receive the highest priority for increased public investments in the state.

“As an elected official, I have worked tirelessly to ensure that our state reflects the realities faced by so many working families in our modern society. There are more women in the workforce today than ever before but parents continue to struggle to have a healthy work/life balance. In California, I have introduced several measures that address these new realities,” said Senator Hannah-Beth Jackson. “My greatest hope is that California’s next governor recognizes the growing need for policies that reflect and protect the needs of the working families today and in the future.”

The poll surveyed 400 Santa Barbara County voters, and was completed as part of a statewide survey conducted by the *Choose Children 2018* campaign. For full statewide results, please visit www.choosechildren.org.

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About the Poll

GrassrootsLab and Tulchin Research conducted the survey from Friday, July 7 through Saturday, July 15, 2017. Four hundred (400) respondents were interviewed using live, professional interviewers, speaking Spanish and English languages and calling both mobile and landlines (61 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 state’s voting population.

About the Santa Barbara Foundation

The Santa Barbara Foundation was established in 1928 to enrich the lives of the people of Santa Barbara County through philanthropy. As the largest community foundation in the county and a major source of funding for local nonprofits, the foundation is committed to building philanthropy, strengthening the nonprofit sector and solving community problems. www.sbfoundation.org

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. The initiative is led by 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.

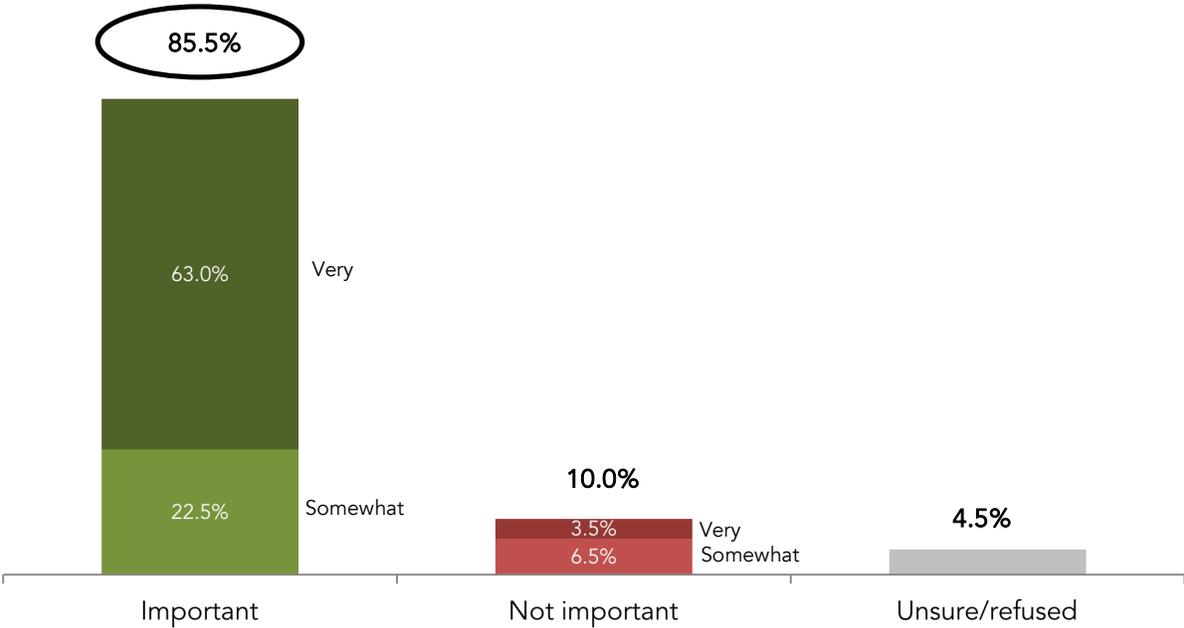
Strategic Memorandum

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:

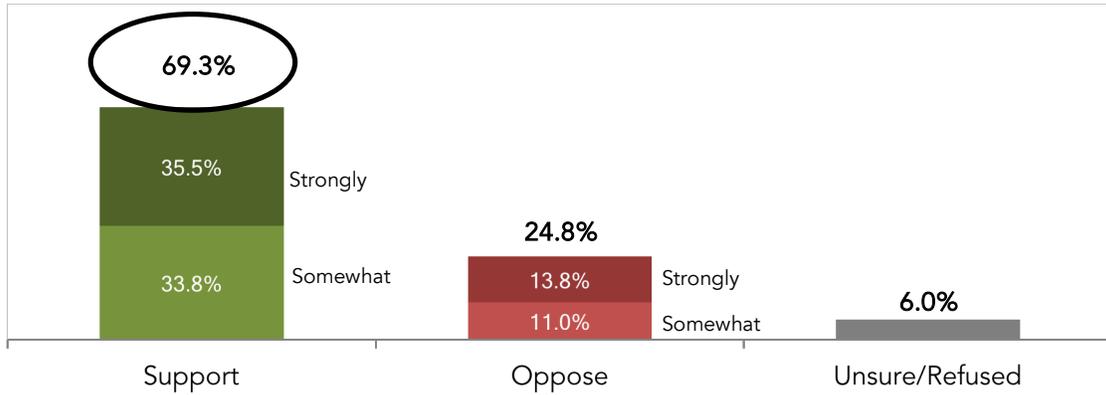
85.5% of Santa Barbara County Voters Say it is Important for Santa Barbara’s Elected Leadership to Support Greater Investment in Programs that Benefit the County’s Young Children



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:

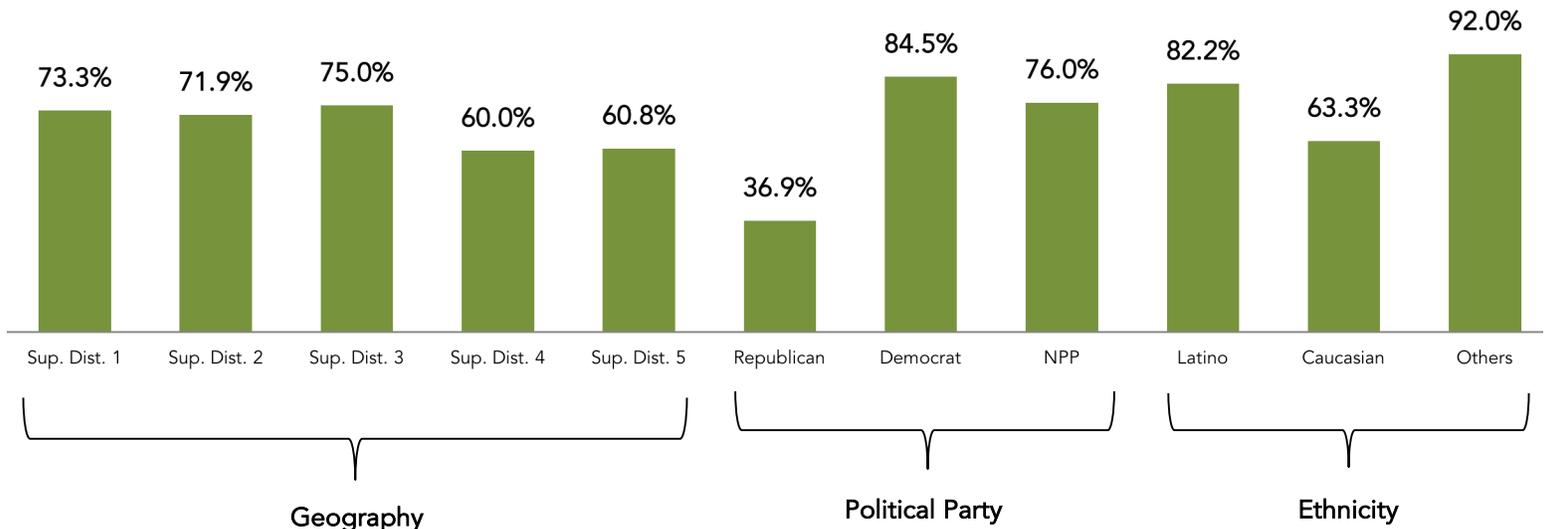
69.3% would support a candidate for Governor Who Wants to Create a System of High Quality, Publicly Funded Childcare and Preschool Programs for ALL California Babies, Toddlers and Preschoolers



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)?”



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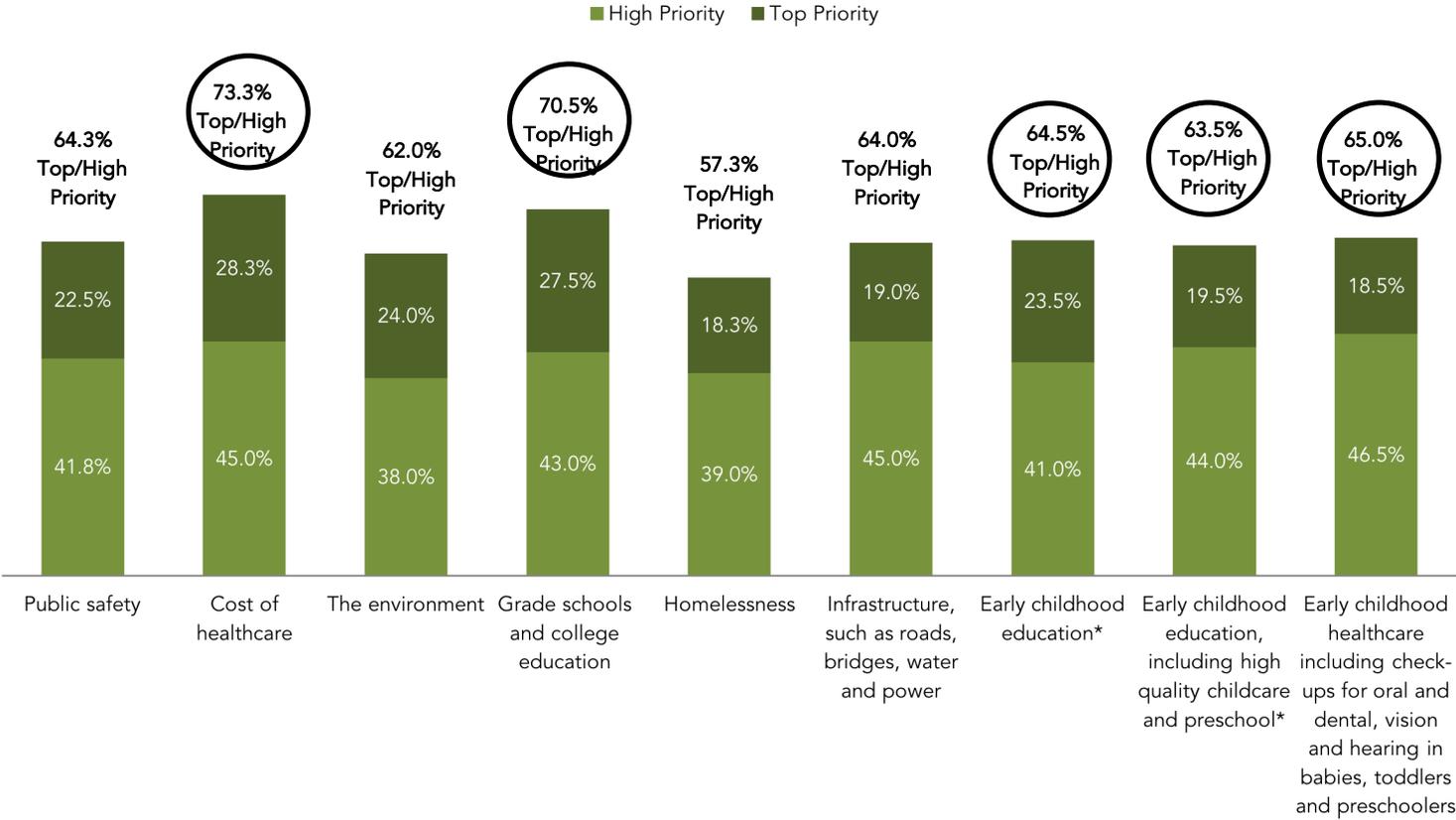


**CHOOSE
CHILDREN
2018**



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.

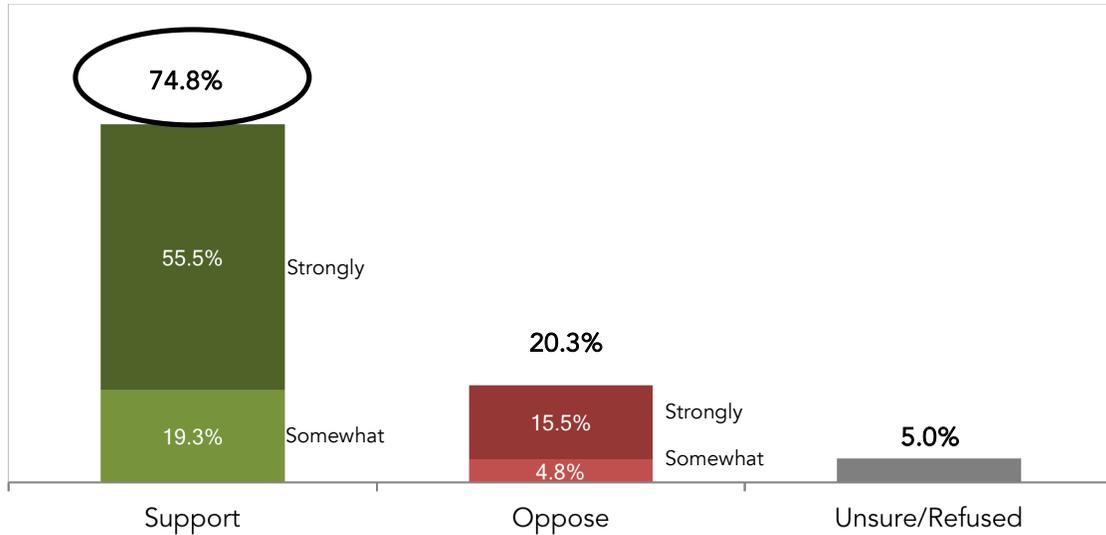
While Voters Say Cost of Healthcare and Grade Schools/College Education Should Receive the Highest Priority for Increased Public Investment, Early Childhood Education Ranks Above Homelessness and Equal to Public Safety



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.