



RELEASE EMBARGOED UNTIL

April 19, 2018 at 6:00 a.m. PDT

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HALF OF CALIFORNIA VOTERS BELIEVE EARLY CHILDHOOD EDUCATION, PAID FAMILY LEAVE, SHOULD BE A TOP PRIORITY FOR CALIFORNIA'S NEXT GOVERNOR

Silicon Valley Community Foundation's *Choose Children 2018* Campaign's Statewide Poll
Also Reveals Newsom, Cox Leading Gubernatorial Hopefuls

MOUNTAIN VIEW, CA - Half of California's likely voters (50.1%) continue to strongly support making quality early childhood education programs available for all children a top priority for California's next governor, while 53.4% of likely voters say that paid family leave should be expanded beyond the current six weeks, according to a statewide poll released today by Silicon Valley Community Foundation's *Choose Children 2018* campaign. Voter support for increasing investment in early education programs and support for expanding California's existing paid family leave program is deep-rooted and shared across ethnicity, age, gender, political party, and throughout California's diverse geographic communities.

"Despite the myriad priorities that face our state, Californians continue to believe that investing early in babies, toddlers and preschoolers and making quality early education programs available should be a top priority for our next governor," said Emmett D. Carson, Ph.D., CEO of Silicon Valley Community Foundation. "Not surprisingly, voters also



understand the link between investing early in education and the important role paid family leave plays to promote healthy kids and families.”

The statewide poll, which was conducted by a bipartisan team of pollsters, found that 53.4% of voters believe California’s paid family leave program should be expanded beyond the current six-week program. Additionally, a super-majority of voters (69.3%) support ensuring quality affordable pre-school is available for every family. The poll also found that 65.9% support voluntary home visiting programs for new parents and their babies. When voters were asked what early childhood education policies would make them more likely to support a candidate for governor, an overwhelming number voiced support for investing in healthcare for young children (69.7%); raising wages for qualified preschool teachers and child care providers (69.3%); identifying learning and physical disabilities early (68.8%); and making high-quality child care (61.7%) and preschool (61.4%) for babies, toddlers and preschoolers available for every California family.

“No matter our differences, Californians believe in our kids. That's why 20 years ago, they voted to make kids a priority by dedicating resources to our youngest Californians through First 5,” said Kim Belshé, Executive Director of First 5 LA, an independent County agency in Los Angeles that advocates for programs and polices benefiting children through age 5. “We must redouble this commitment to the well-being and development of our kids by calling on our next governor to prioritize them in policy and budget decisions. The choices our next governor makes will shape the future of our children and State.”

The poll’s findings also revealed that California Lt. Governor Gavin Newsom continues to lead the field of gubernatorial hopefuls for the June 2018 primary, with 25.6% of likely voters saying they would vote for him, followed by businessman John Cox (16.4%), State Controller John Chiang (9.0%), Assemblyman Travis Allen (8.9%), former L.A. Mayor Antonio Villaraigosa (6.6%) and former State Superintendent of Public Instruction Delaine Eastin (5.1%). In a hypothetical general election match-up, Newsom leads Cox 42.0% to 32.2%, and Villaraigosa 38.3% to 20.5%, with 41.3% undecided.

Pollsters also tested voters’ support for a gubernatorial candidate willing to commit and spend state resources to create a system of high-quality, publicly funded childcare and preschool programs, in addition to voters’ willingness to help pay for the programs. In all, voters remained strongly supportive when asked about various cost estimates to support programs



that benefit young children: \$4 billion-5 billion a year (46.6%); \$10 billion per year (46.2%); and \$25 billion per year (46.6%). Statewide, a plurality of voters (47.8%) said they would be willing to pay higher taxes to support programs that benefit young children. Among the more popular ways to generate revenues to pay for high-quality, publicly funded childcare and preschool, voters overwhelmingly support dedicating a portion of existing state taxes on marijuana (74.0%), a tax on the purchase of firearms and ammunition (66.7%), increasing taxes on the wealthy (61.9%) and changing the tax structure for commercial and industrial properties (60.2%).

Finally, Silicon Valley Community Foundation and NBC Bay Area are co-hosting “Decision 2018: The Race for Governor,” the final debate among major candidates running for California governor before the June primary election. The debate will occur on May 8 and will be moderated by Chuck Todd, NBC News’ Political Director and Moderator of “Meet the Press.” SVCF and NBC Bay Area will announce participating candidates at the end of April. The selection of debate participants will, in part, be based on this poll, as well as the averages of other independent statewide polls that were conducted from March 9 to April 16.

About the Poll

J. Wallin Opinion Research and Tulchin Research conducted the survey from Friday, March 30 through Wednesday, April 4, 2018, of likely June 2018 primary election voters throughout the state of California. Eight hundred (800) respondents were interviewed using live, professional interviewers, speaking Spanish and English languages and calling both mobile and landlines (52.4% of responses were completed on mobile phones). A survey of this size yields a margin of error of +/-3.7% (95% confidence interval). The sample is stratified, meaning that the demographic composition of the results matches the demographic composition of the region and turnout model surveyed. This project also included an oversample of 200 likely voters within Los Angeles County.

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. This 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.choosechildren2018.org.

About Silicon Valley Community Foundation

Silicon Valley Community Foundation advances innovative philanthropic solutions to challenging problems. We engage donors and corporations from Silicon Valley, across the country and around the globe to make our region and world better for all. Our passion for helping people and organizations achieve their philanthropic dreams has created a global philanthropic enterprise committed to the belief that possibilities start here. Learn more at www.siliconvalleycf.org.

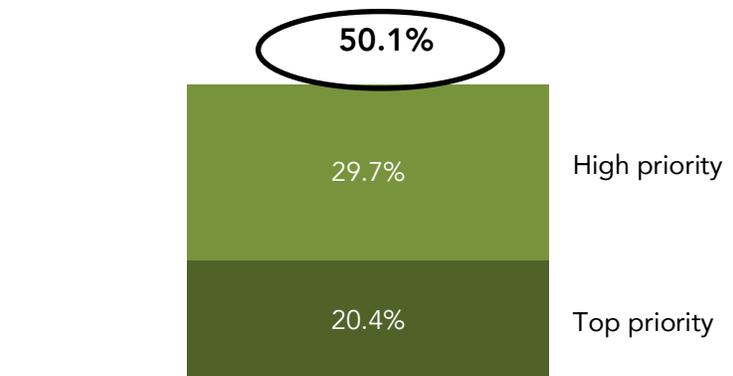
Strategic Memorandum

TO: Interested Parties
DATE: April 17, 2018
RE: California Statewide Voter Survey Results: Choose Children

From Friday, March 30 through Wednesday, April 4, 2018 a telephone survey of likely June, 2018 Primary Election voters was conducted throughout the State of California. Our research revealed an electorate deeply supportive of **policies that support California's young children.**

Half of California's voters (50.1%) continue to strongly support making quality early childhood education programs available for all children a top priority for California's next governor.

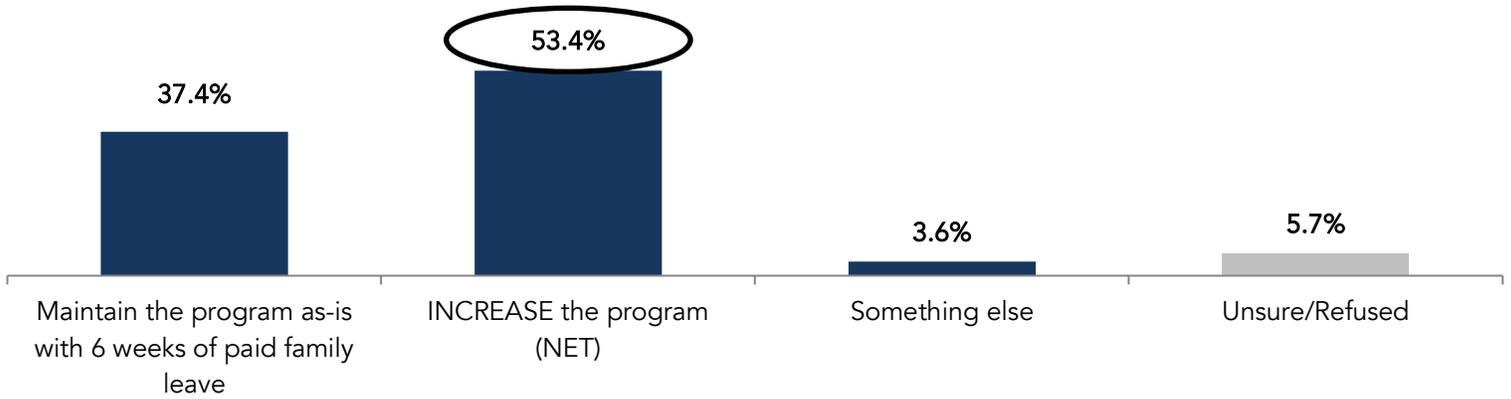
50.1% Say Making Quality Early Childhood Education Programs Available for All Children, Before They Start Kindergarten and Making Quality More Affordable Should be a Top/High Priority for California's Next Governor



Making quality early childhood education programs available for all children, before they start Kindergarten and making quality child care more affordable

Question: "This year California will elect a new Governor. Now I am going to read a list of several issues that may be facing 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 California's next Governor?"

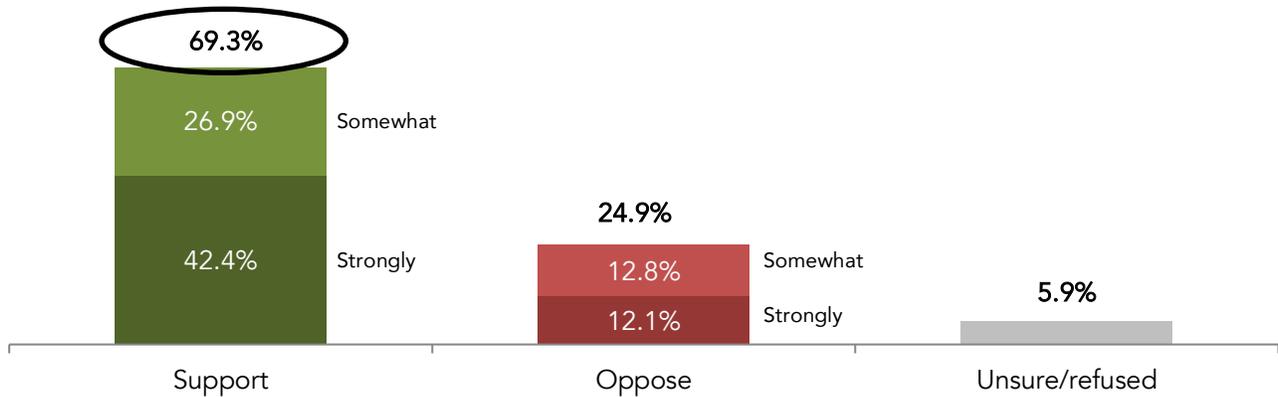
53.4% of Likely Voters Say That Paid Family Leave Should be Expanded Beyond the Current Six Weeks



Question: "Paid family leave supports working families balance work and family obligations when newborn babies or other family members need care. California currently require employers with 50 or more employees to provide six weeks of partially paid family leave for new parents to care for their newborn child or for caregivers to take care of a sick family member. Pediatricians consider the first six months a critical time for infant bonding that defines emotional and cognitive development. Which amount of paid family leave do you feel is BEST for California and California's families?"

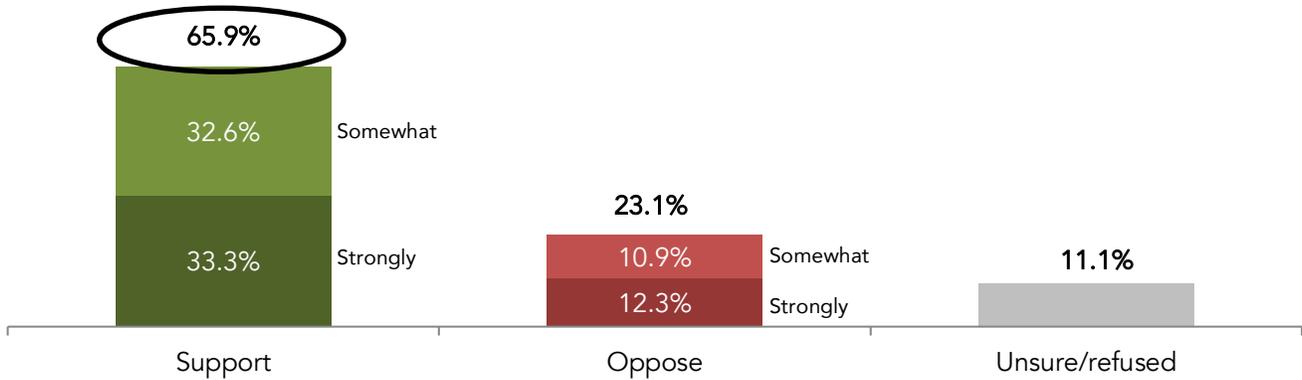
Voter support for increasing investment in early childhood education programs and support for expanding California's existing paid family leave program is deep-rooted and shared across_ ethnicity, age, gender, political party, and throughout California's diverse geographic communities.

A Super-Majority (69.3%) Supports Ensuring Quality Affordable Pre-School is Available for Every Family



Question: "Do you support or oppose ensuring quality affordable pre-school is available to every family who wants it regardless of income?"

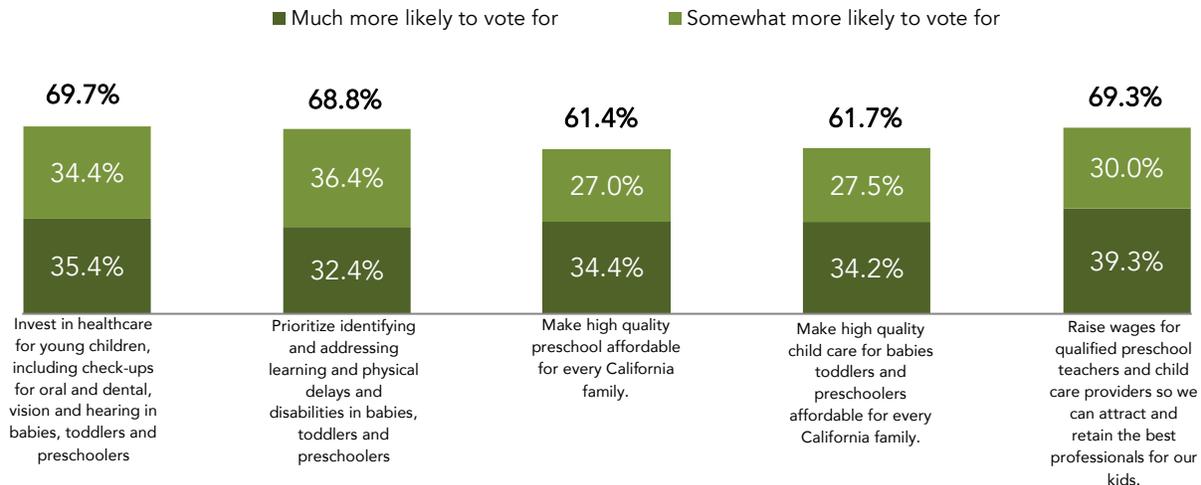
65.9% Support Voluntary Home Visiting for New Parents and Their Babies



Question: "As you may know, voluntary home visiting is a type of service for new parents and their babies. Trained home visitors provide services and support for parents and their children in their homes, where they may feel most comfortable. Parents who choose to participate in home visits may receive information on child development, health, and well-being, and on sources of support for parents themselves. Based on this, do you support or oppose voluntary home visiting for new parents and their babies?"

When voters were asked what early childhood education policies would make them more likely to support a candidate for governor, an overwhelming number voiced support for investing in healthcare for babies, toddlers and preschoolers (69.7%); raising wages for qualified preschool teachers and child care providers (69.3%); identifying learning and physical disabilities early (68.8%); and making high quality child care (61.7%) and preschool (61.4%) for babies, toddlers and preschoolers available for every California family.

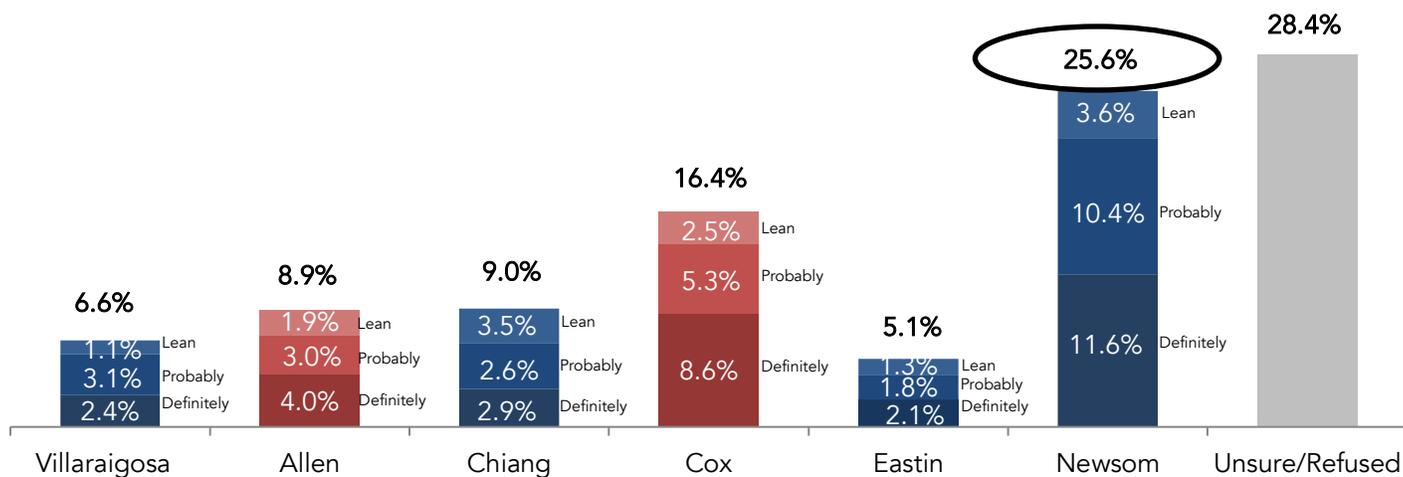
What Policies Make Likely Voters More Likely to Support a Candidate for Governor?



Question: "I am going to read a list of several policies that have been proposed for California. Please listen to each and tell me if you would be more likely or less likely to support a candidate for Governor who supported that policy?"

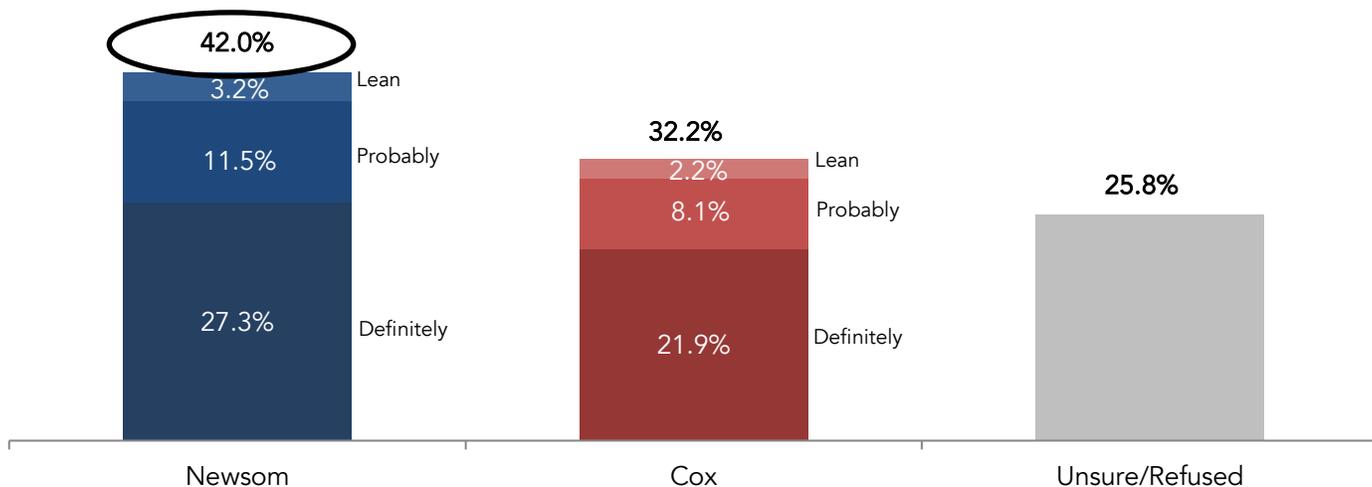
THE RACE FOR CALIFORNIA'S NEXT GOVERNOR

California Lt. Governor Gavin Newsom Leads the Field of Gubernatorial Hopefuls for the June 2018 Primary Election



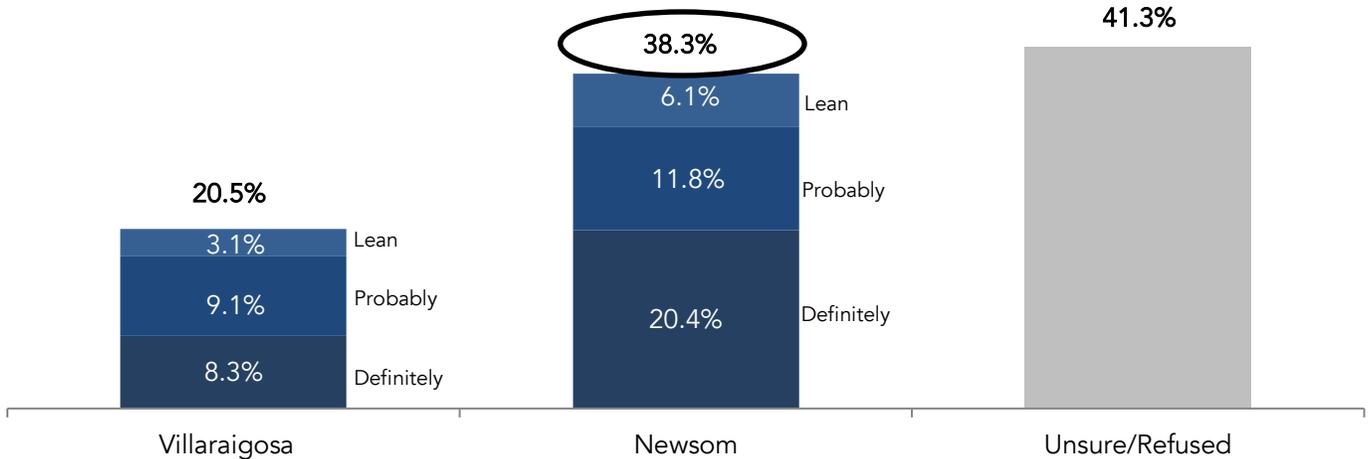
Question: "The Primary Election for Governor will be held in June. If the Election for Governor were held today for whom would you vote?"

Gavin Newsom Leads Cox In a Hypothetical General Election Head-to-Head Matchup



Question: "The General Election for Governor will be held in November. If the Election for Governor were held today and the only candidates were Gavin Newsom and John Cox, for whom would you vote?"

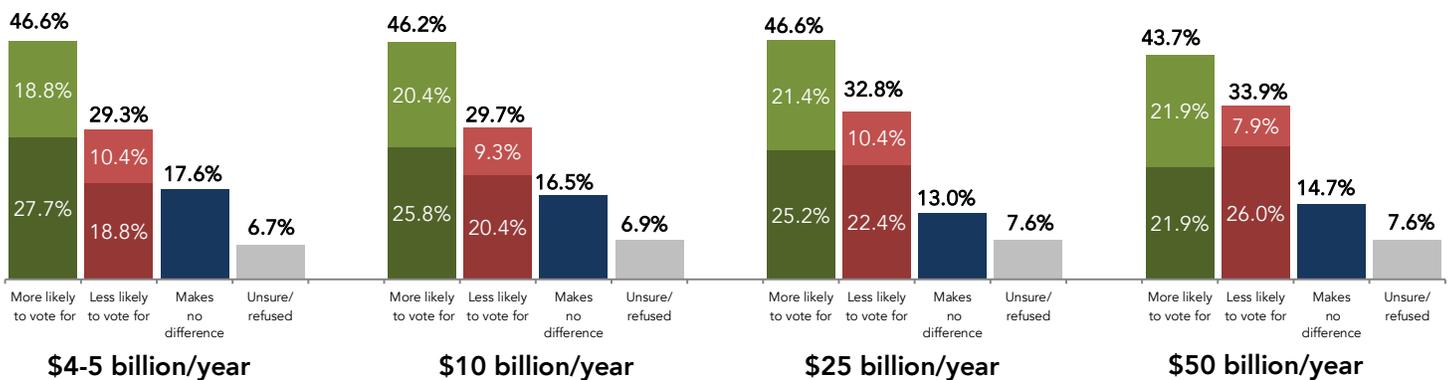
**Gavin Newsom Leads Villaraigosa
In a Hypothetical General Election Head-to-Head Matchup**



Question: "The General Election for Governor will be held in November. If the Election for Governor were held today and the only candidates were Antonio Villaraigosa and Gavin Newsom, for whom would you vote?"

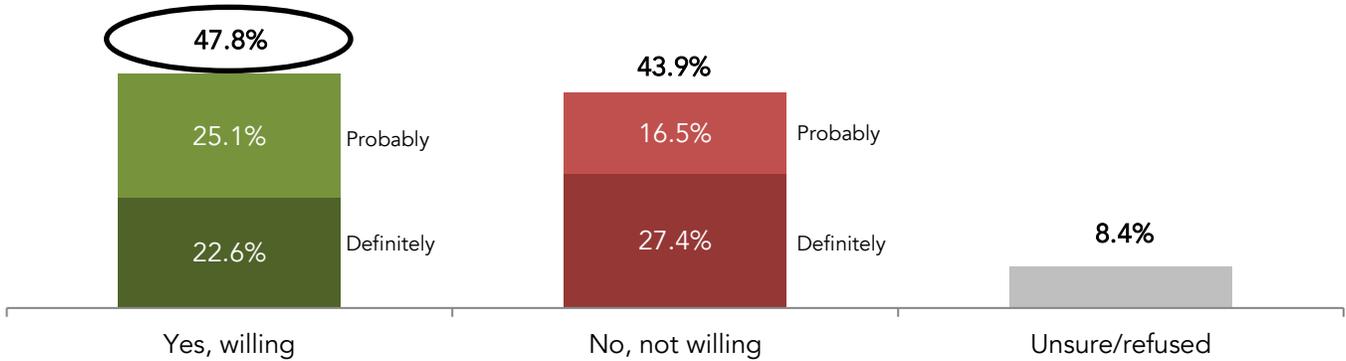
Our research also investigated voter support for funding policies and programs that benefit California's young children...

**Voter Support of Various Cost Estimates
to Support Programs that Benefit Young Children is High**



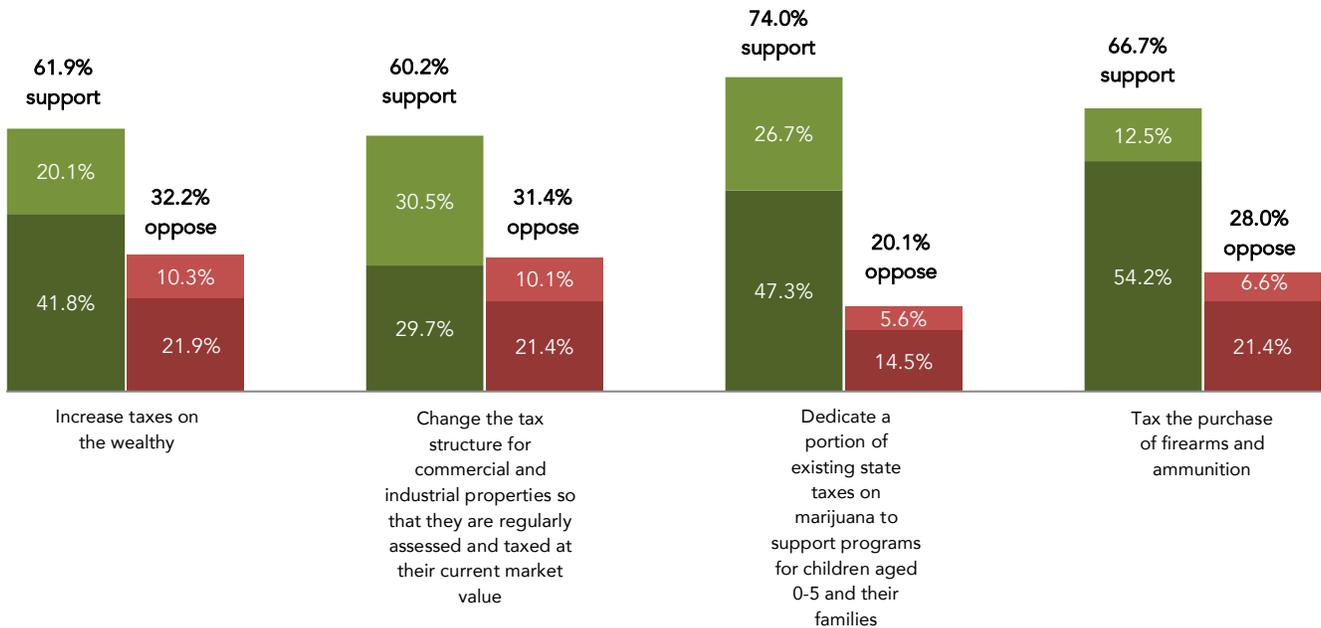
Question: "California's state budget for the 2017-2018 fiscal year is about 290 billion dollars including federal funds... While estimates vary, it would cost (NUMBER) dollars a year for California to provide high-quality, publicly funded childcare and preschool programs with well-trained, qualified 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. Does knowing this make you more likely or less likely to vote for a candidate for Governor who commits to creating a system of high-quality, publicly funded childcare and preschool programs for all California babies, toddlers and preschoolers?"

A Plurality (47.8%) Said They Would be Willing to Pay Higher Taxes to Support Programs that Benefit Young Children



Question: "Would you be willing to pay higher taxes to support programs that benefit young children?"

Voters Overwhelmingly Support Several Possible Funding Mechanisms To Pay for Programs that Benefit Young Children



Question: "Now, I'm going to ask you about several possible ways to pay for the costs for California to provide high-quality, publicly funded childcare and preschool programs. Please listen to each and let me know if you would support or oppose that option."

Methodology: 800 respondents were interviewed using live, professional interviewers, speaking Spanish and English languages and calling both mobile and landlines (52.4% of this survey was completed on mobile phones). A survey of this size yields a margin of error of +/-3.7% (95% confidence interval). Our sample is stratified, meaning that the demographic composition of our results matches the demographic composition of the region and turnout model that we surveyed. This project also entailed an oversample of 200 likely voters within Los Angeles County. Our 2018 June Primary Election turnout model (PDI 18P4) consisted of those voters who: [(Voted 6/10 or 6/14), Or (Voted at least 2 of 6/12, 11/14 or 6/16), Or (Registered since 6/14 & voted 6/16)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16. This represents 8,098,390 voters (a 42.6% turnout) and 5,304,943 households (51.3%)

ⁱ Question options:

- Maintain the program as-is with 6 weeks of paid family leave
- Three months of paid family leave
- Six months of paid family leave
- A year of paid family leave

ⁱⁱ How the ballot read (rotated):

Antonio Villaraigosa, Party Preference: Democratic, Public Policy Advisor
Travis Allen, Party Preference: Republican, California Assemblyman/Businessman
John Chiang, Party Preference: Democratic, California State
John Cox, Party Preference: Republican, Businessman/Taxpayer Advocate
Delaine Eastin, Party Preference: Democratic, Education/Youth Advocate
Gavin Newsom, Party Preference: Democratic, Lieutenant Governor/Businessman