



San Mateo County Voter Attitudes Toward Childcare and Early Childhood Issues

*Key Findings of a Countywide Survey
Conducted March 20-29, 2022*



OPINION
RESEARCH
& STRATEGY

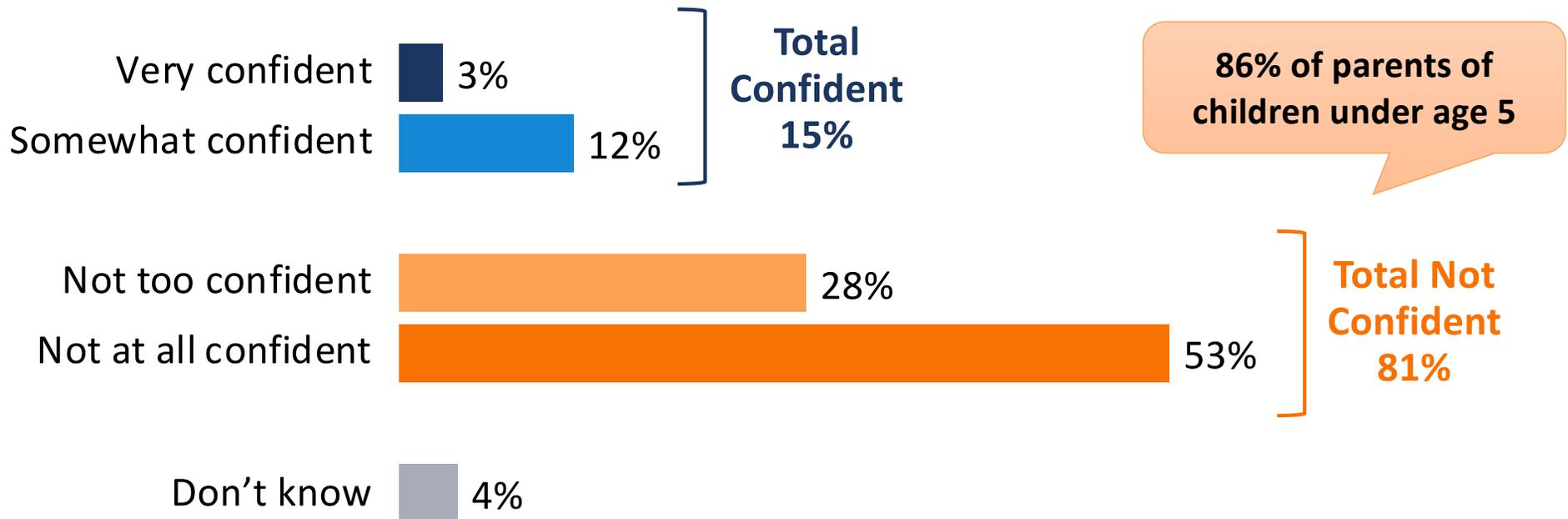
Survey Methodology

Dates	March 20-29, 2022
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2022 Voters in San Mateo County with oversamples in Districts 2 and 3
Total Interviews	729
Margin of Sampling Error	±4.0% at the 95% Confidence Level
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English, Spanish and Vietnamese

(Note: Not All Results Will Sum to 100% Due to Rounding)

Four in five are not confident that future generations will be able to afford living in their community.

How confident are you that future generations, like your children or grandchildren, will be able to afford to live in your community?

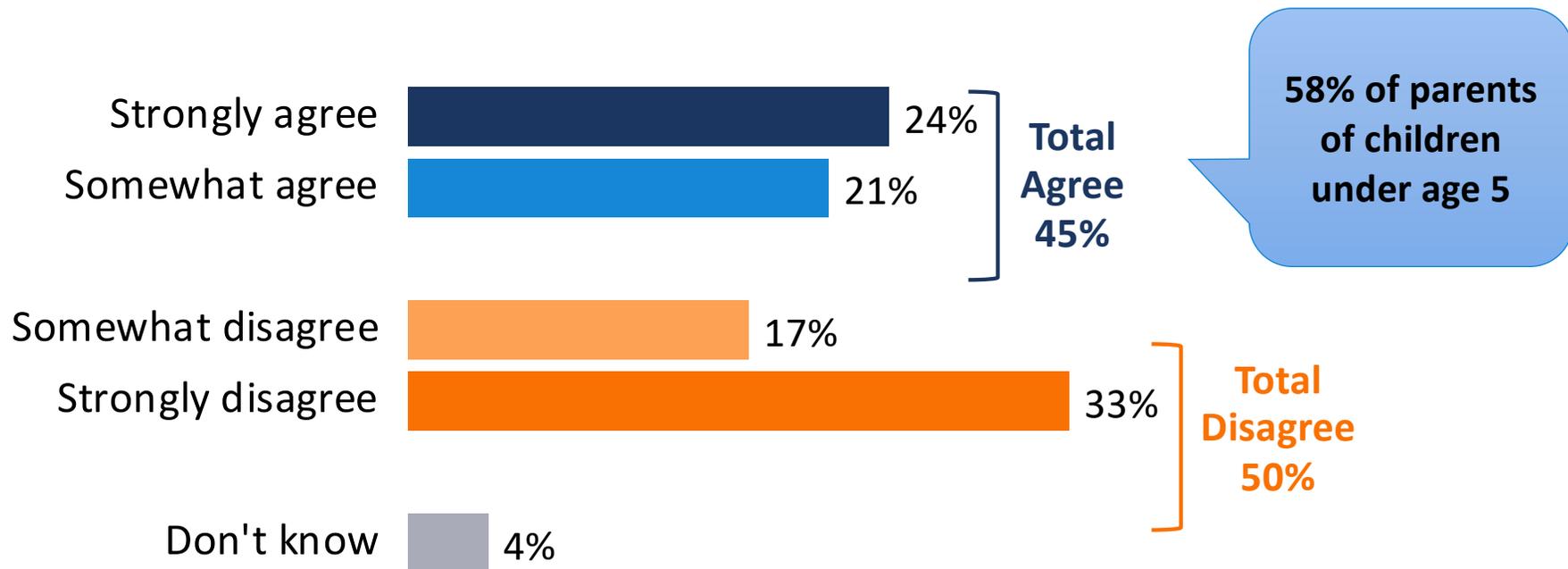


Parents of children under age 5, voters under age 50 – especially those in their 30's, those with incomes under \$30,000 and those with incomes between \$120,000 and \$150,000 and District 3 and 4 residents were among those that expressed the least confidence.

Nearly half are seriously considering moving out of the Bay Area.

I am going to read you a statement. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

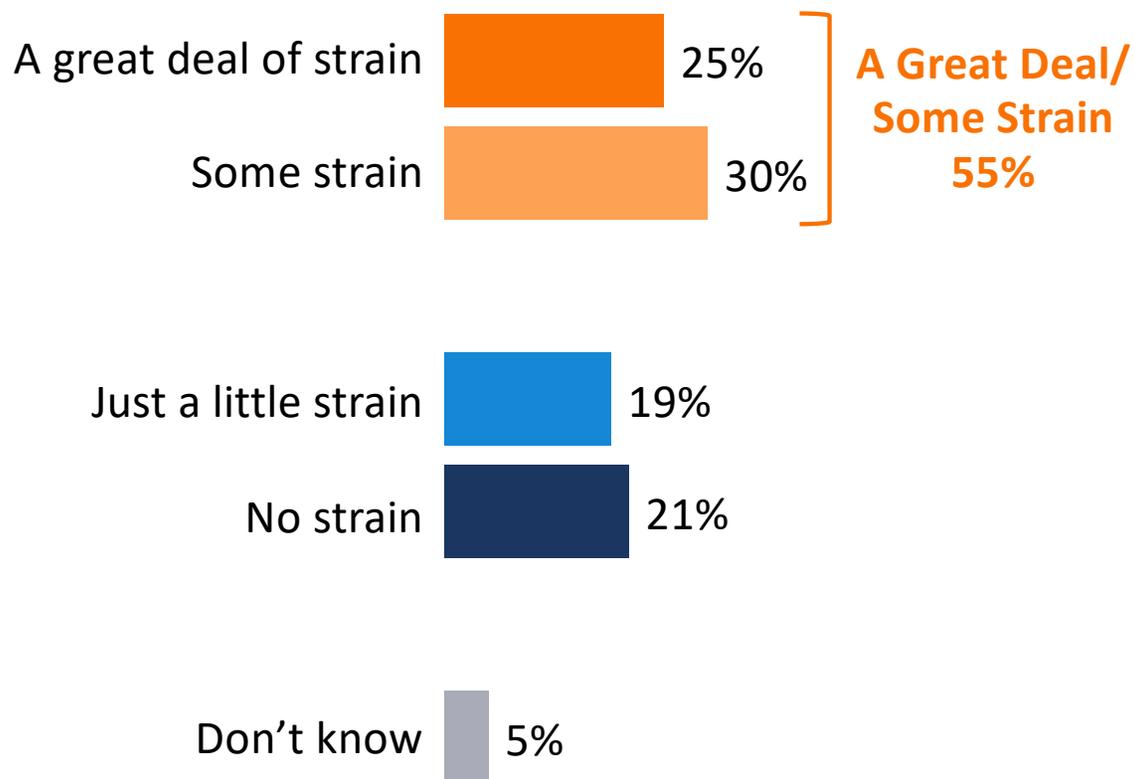
"I am likely to move out of the Bay Area in the next few years."



Voters under age 50, Latinos, parents – especially those with children 5 and under, and those with household incomes between \$120,000 and \$150,000 and District 4 residents were among the most likely to consider leaving.

A majority says that the cost of childcare or preschool is a financial strain.

(Asked of Parents with Children Ages 5 and Under: Does paying for childcare or preschool place a financial strain on you and your family?) (Asked of Parents with Children Ages 6-18: When your child was under age 6 did paying for childcare or preschool place a financial strain on you and your family?)

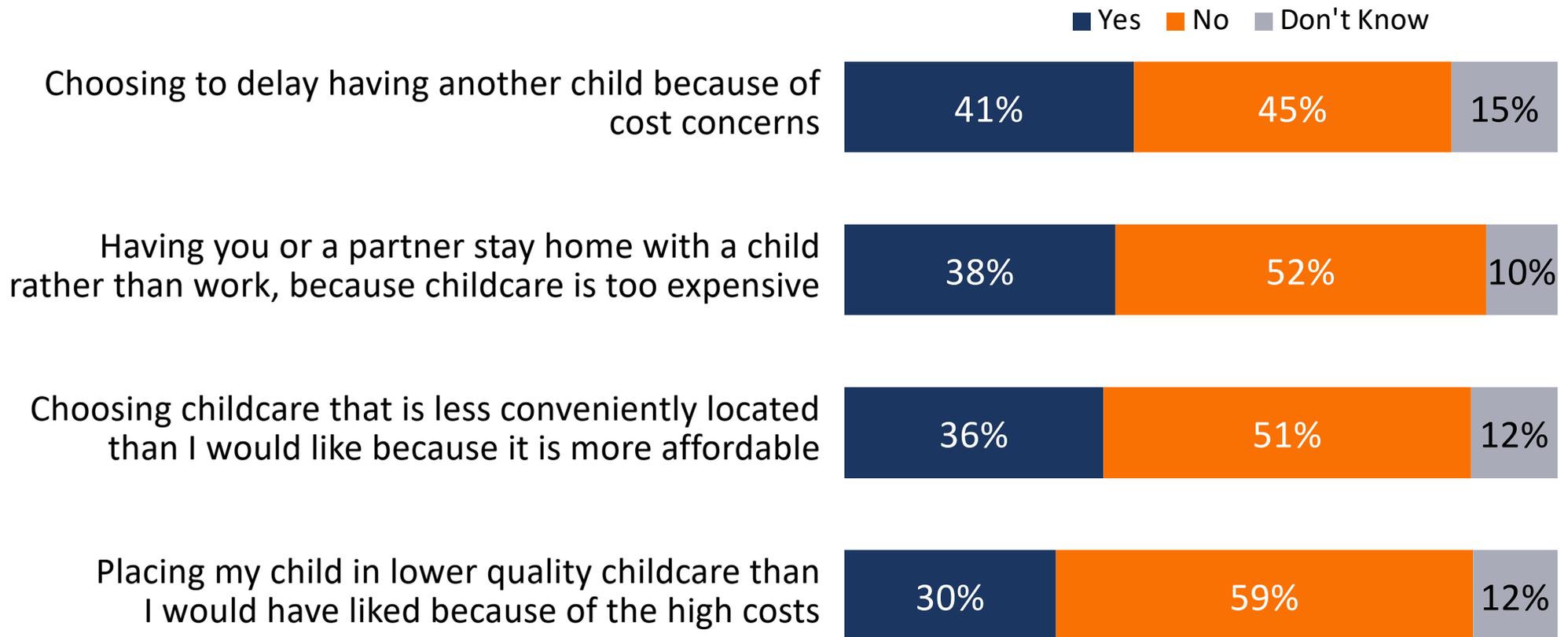


Demographic Groups Most Likely to Say They Faced A Great Deal of Strain

Ages 30-39
Filipino
HH Income \$60,000-\$90,000
Have Children 5 or under
Ages 65+
HH Income \$30,000-\$60,000
San Mateo
Non-College Educated Women
Republican Women

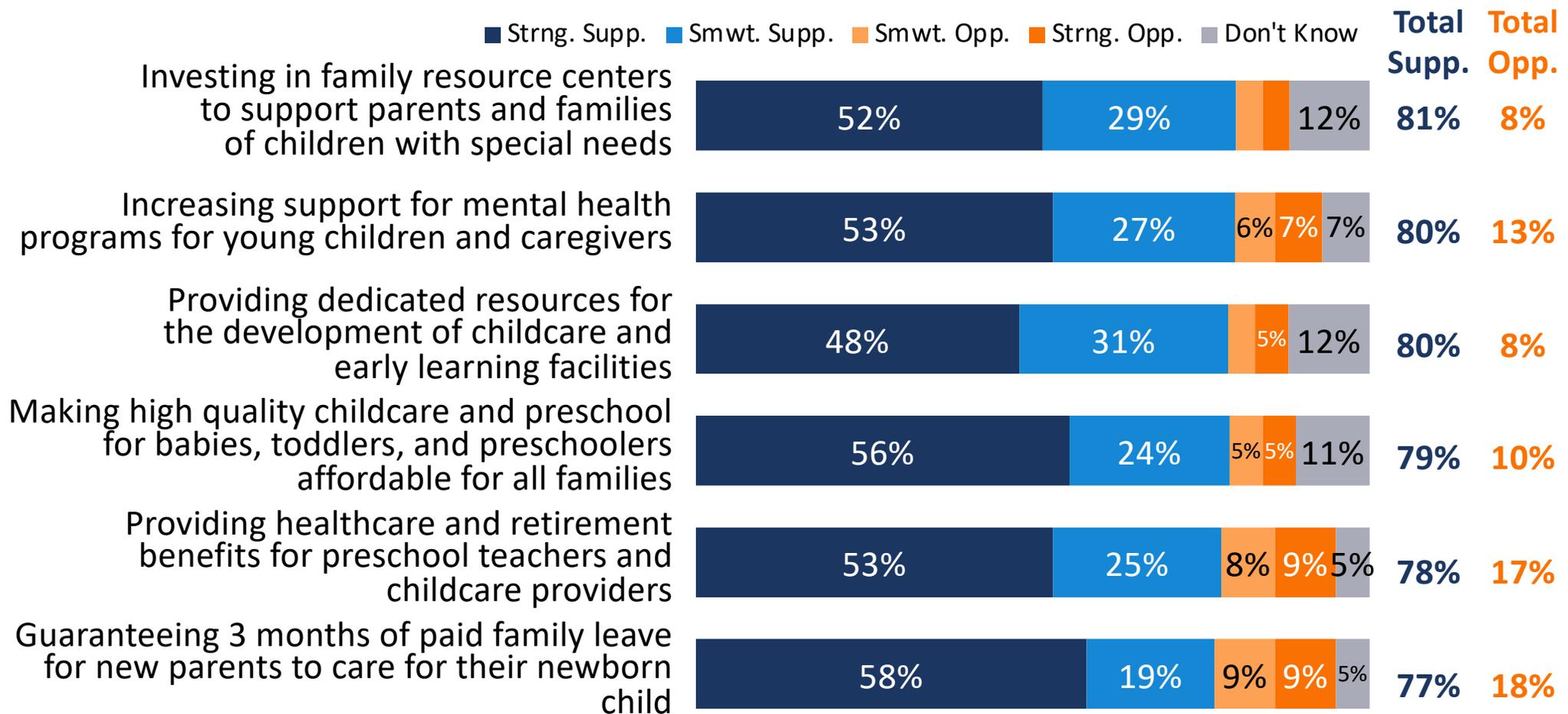
Families are making difficult decisions due to cost concerns.

Sometimes the cost of childcare or preschool for children under age 5 forces parents to make difficult decisions. I am going to read you a list of decisions some parents have to make. Please tell me if this is a decision you personally have had to make at any point.

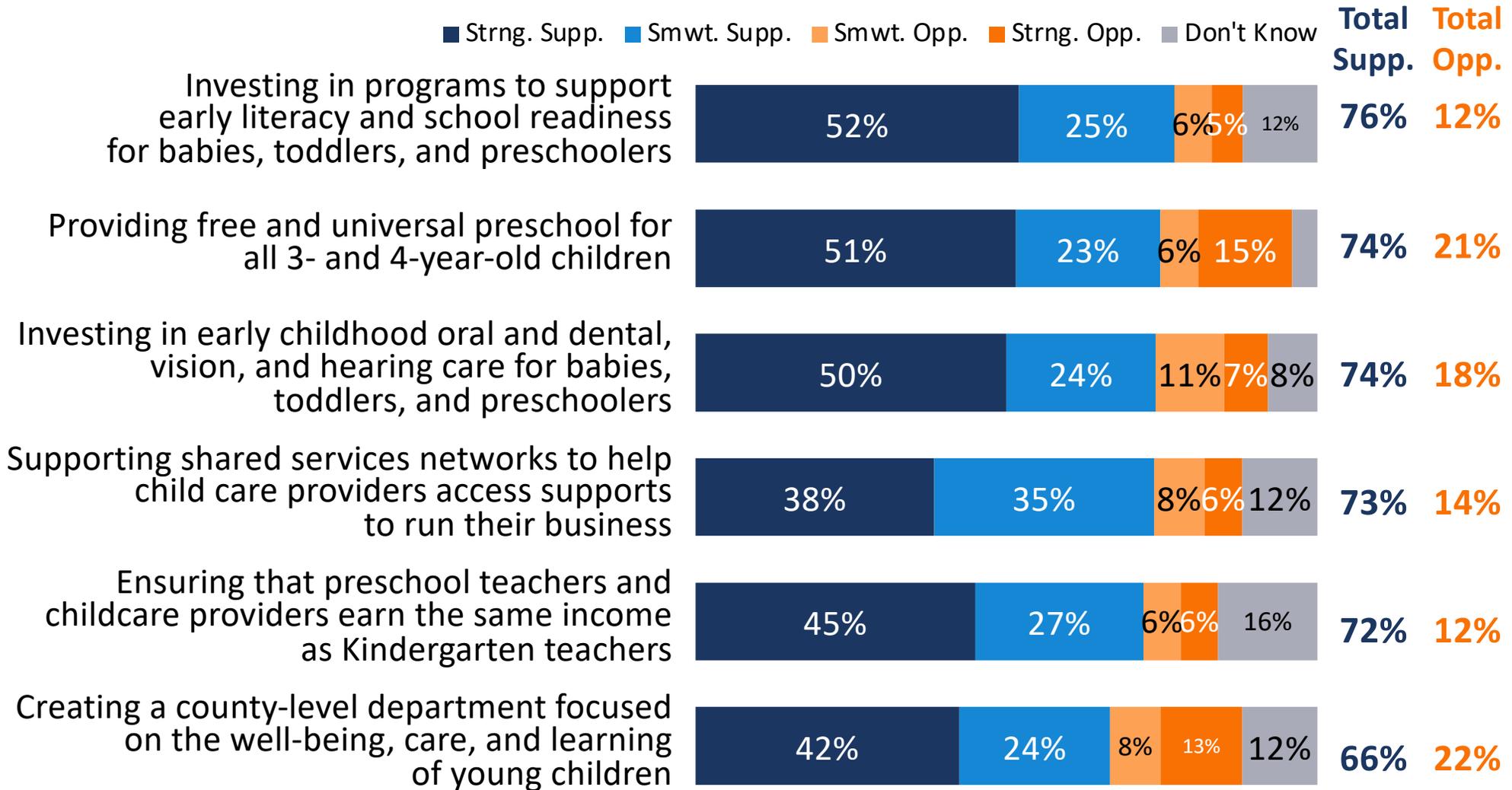


Investing in family resources centers, supporting mental health programs, and providing dedicated resource for childcare facilities are the most strongly supported investments.

Please tell me whether you would strongly support, somewhat support, somewhat oppose, or strongly oppose county government taking each of the following actions.



More than three-quarters support investing in programs to support early literacy.





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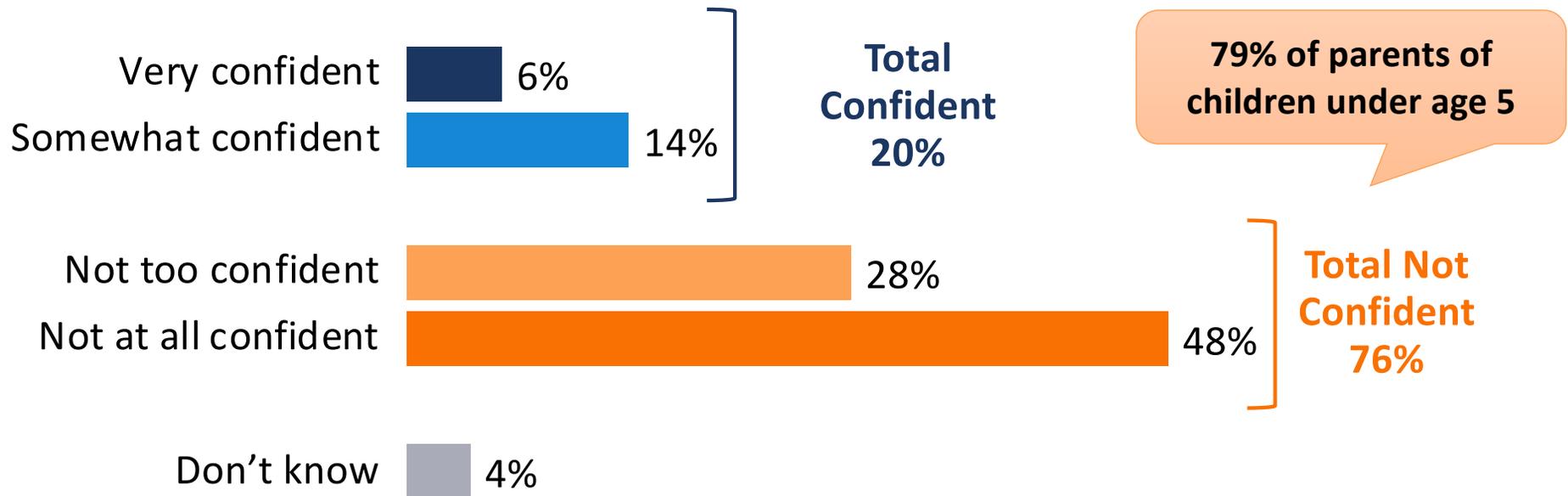
Survey Methodology

Dates	March 20-29, 2022
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2022 Voters in Santa Clara County with an oversample in Santa Clara County District 1
Total Interviews	638
Margin of Sampling Error	±4.0% at the 95% Confidence Level
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English, Spanish and Vietnamese

(Note: Not All Results Will Sum to 100% Due to Rounding)

Three-quarters of voters are not confident that future generations will be able to afford living in their community.

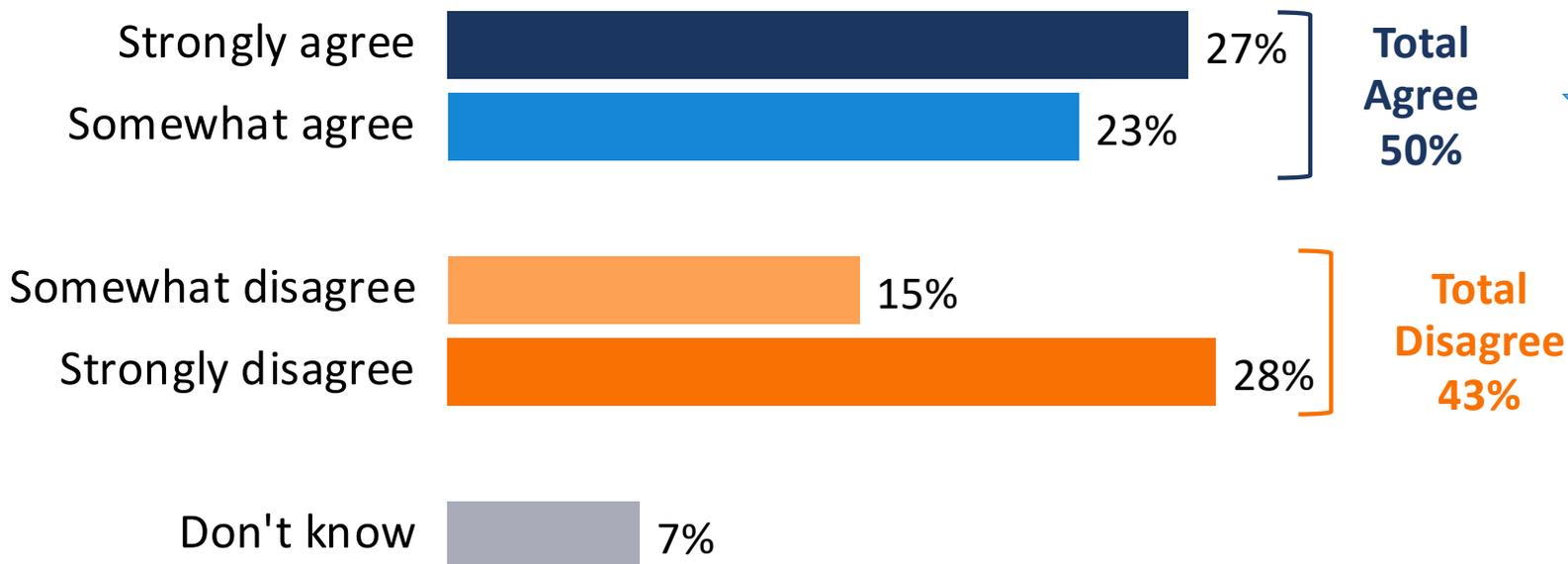
How confident are you that future generations, like your children or grandchildren, will be able to afford to live in your community?



Parents of children under age 5, voters under age 40, those with incomes under \$30,000 and those with incomes between \$120,000 and \$150,000 and County District 1 residents were among those that expressed the least confidence.

Half are seriously considering leaving the Bay Area permanently.

*I am going to read you a statement. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.
"I am likely to move out of the Bay Area in the next few years."*

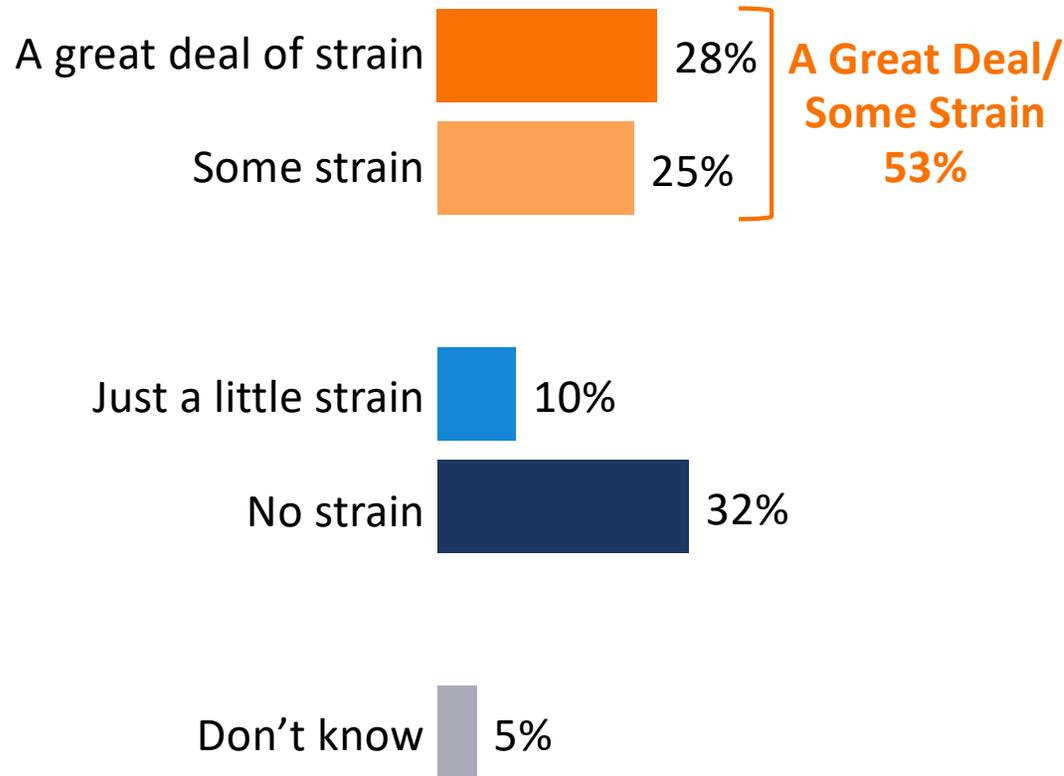


59% of parents of children under age 5

Voters under age 50, voters of color, parents – especially those with children 5 and under – and those with household incomes between \$60,000 and \$90,000 and \$120,000 and \$150,000 were among the most likely to consider leaving.

Paying for childcare and preschool has created financial strain for a majority of families.

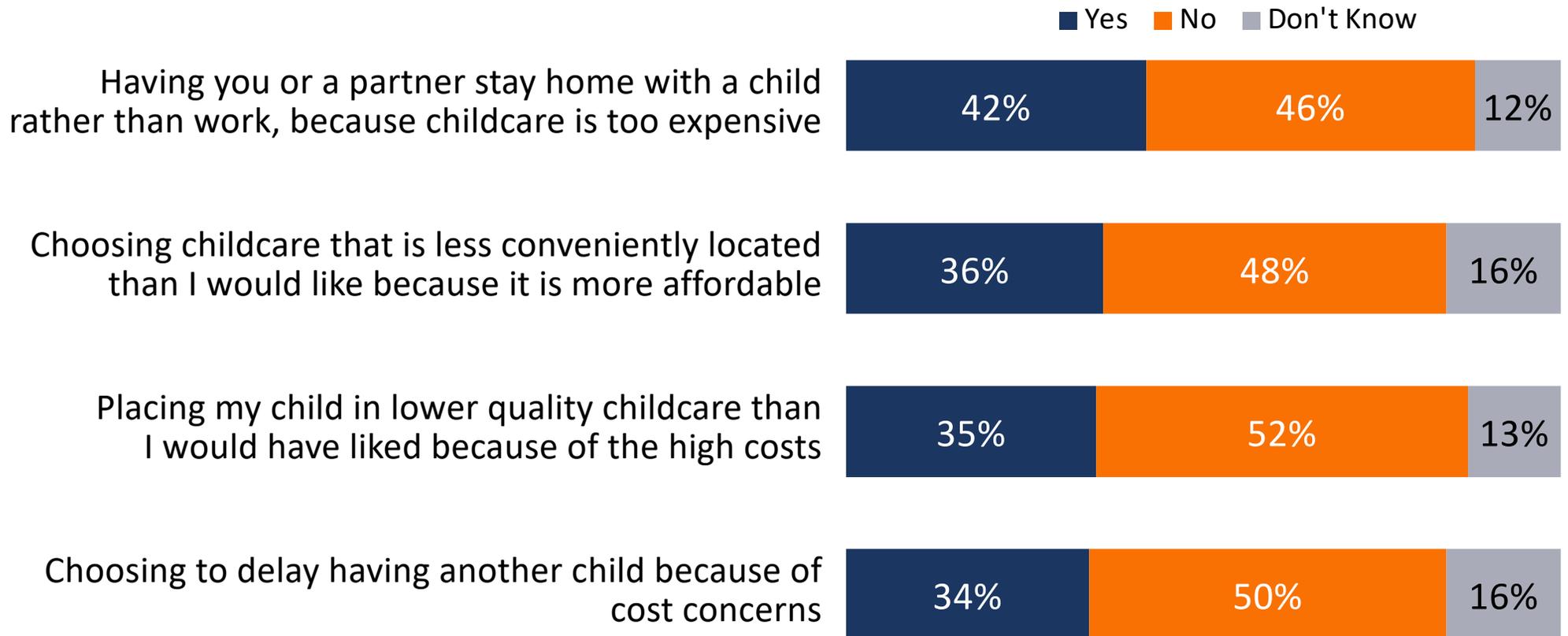
(Asked of Parents with Children Ages 5 and Under: Does paying for childcare or preschool place a financial strain on you and your family?) (Asked of Parents with Children Ages 6-18: When your child was under age 6 did paying for childcare or preschool place a financial strain on you and your family?)



Demographic Group Most Likely to Experience A Great Deal of Strain
Ages 30-39
HH Income \$30,000-\$60,000
Independents Ages 18-49
Men Ages 18-49
Santa Clara Supervisorial District 1
Democrats Ages 18-49
Democratic Men
Asians/Pacific Islanders
HH Income \$90,000-\$120,000
Independent Women

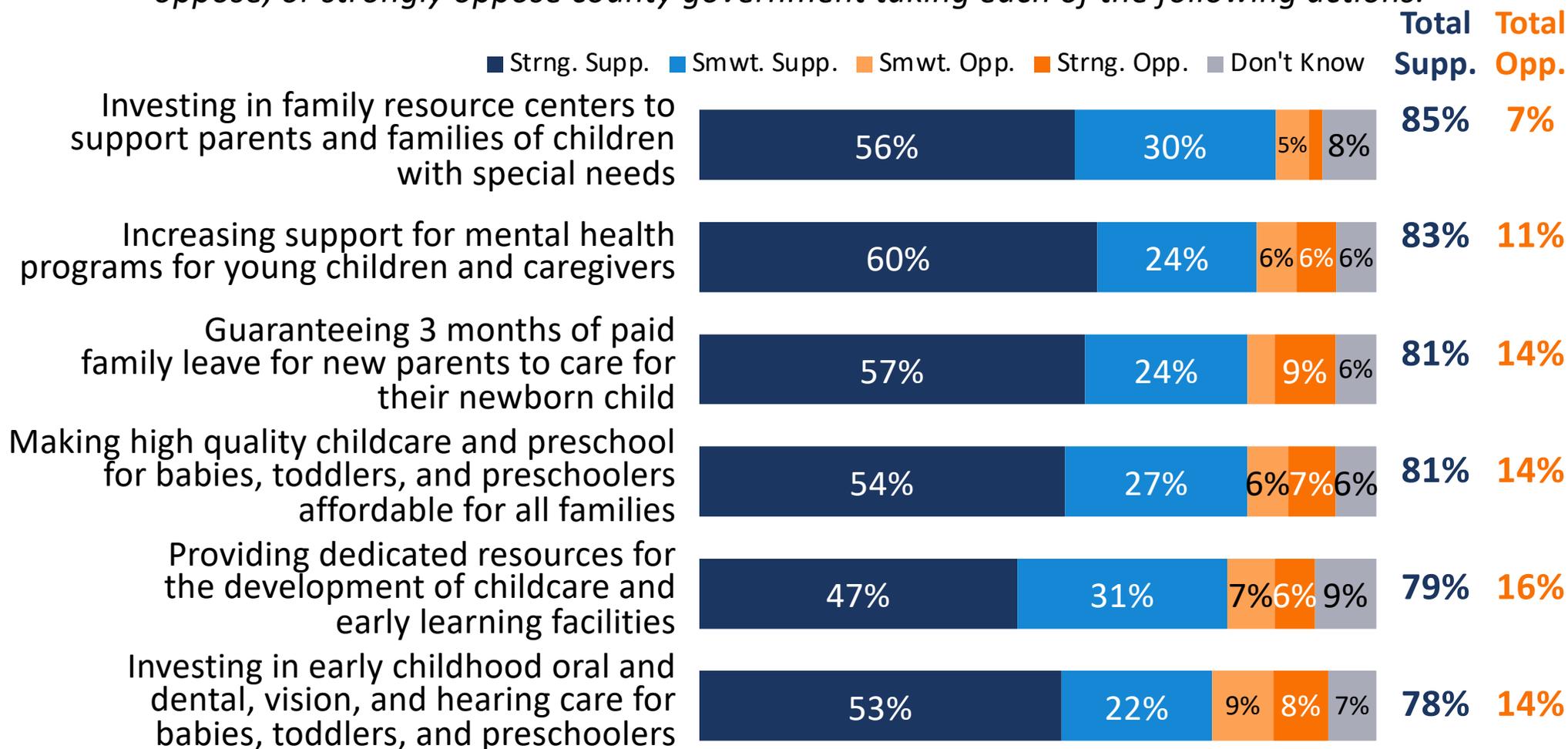
Families are making difficult decisions due to cost concerns.

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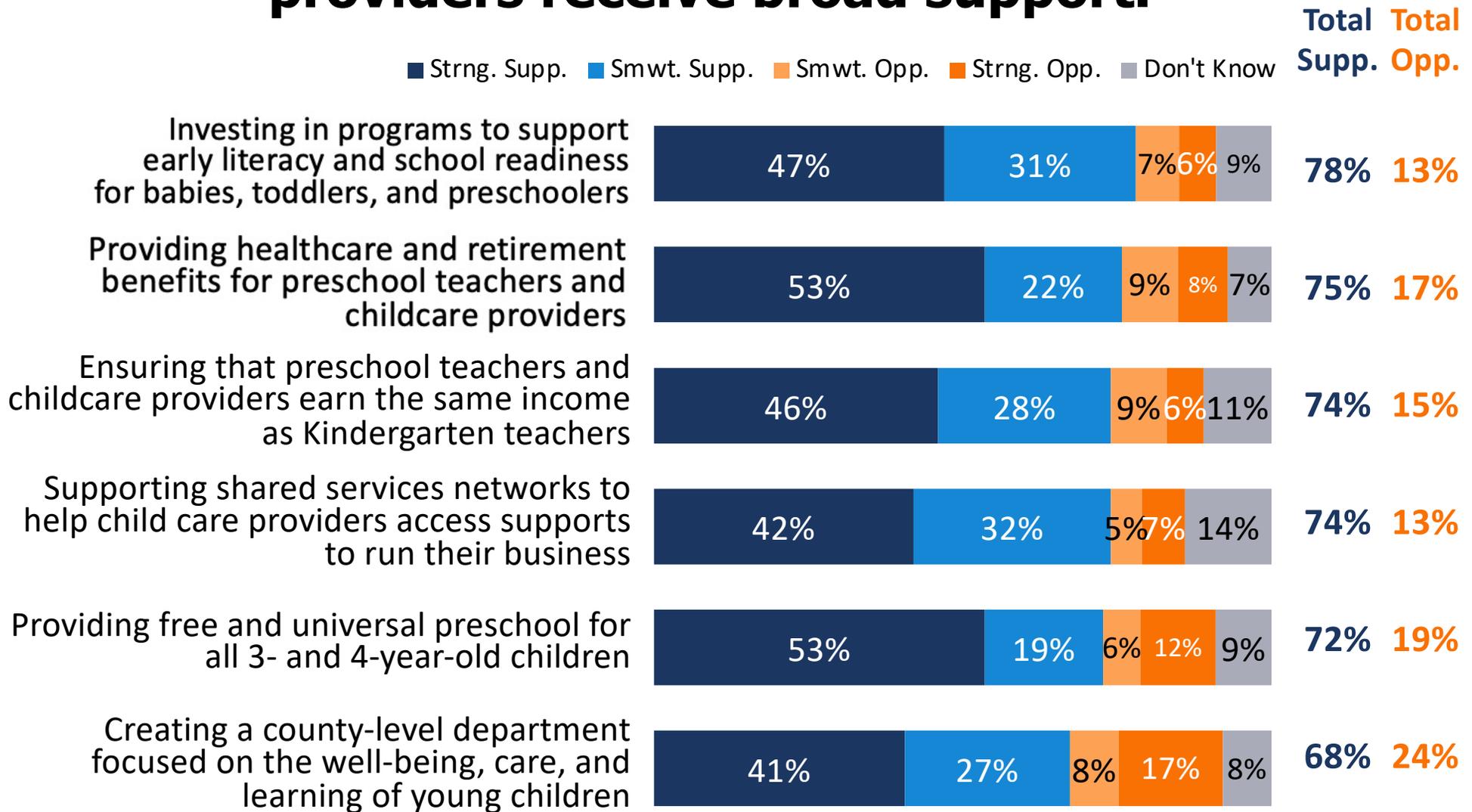


Voters offer strong support for investing in family resource centers supporting families of children with special needs and mental health programs.

Please tell me whether you would strongly support, somewhat support, somewhat oppose, or strongly oppose county government taking each of the following actions.



Investing in early literacy and school readiness and providing benefits to preschool teachers and childcare providers receive broad support.



**For more information,
contact:**



**OPINION
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