

# WE CHOOSE CARE

Over 70% of San Diego voters support child care!



Support for a San Diego County child care initiative spans across party lines, areas where people live, and the age, gender, race, ethnicity, and income level of voters.

## Child Care Is a Solvable Issue.

Voters are overwhelmingly in favor of

- child care for working parents
- support for mental and behavioral health
- child care quality initiatives

Family experiences and research are clear: **child care is essential in the development of our children and the employment of the adult caregivers in their lives.**

**YET:** Child care is hard to find, hard to afford, & varies in quality in San Diego County.

**YET:** Child care providers struggle to make a living and hire the right employees.



"As students and mothers, we are tirelessly working to reshape the narrative for our children."

Makayla, Parent & Student

"San Diego's child care deserts pose one of the greatest threats to our economic competitiveness."

Mark Cafferty, CEO of San Diego Regional EDC

"If we don't advocate and work together, nothing will get accomplished."

Mary Ann Canales, Director of Busy Bee Child Care

We asked. San Diego answered!

76%

76% of voters support child care for working parents, mental and behavioral health support, and child care quality initiatives.

72%

72% of voters perceive a widespread need for funding childcare, youth programs, and after-school programs.

We Choose Care in San Diego.

Together we are tackling the challenges of child care across our San Diego County communities

[www.SDChildrenFirst.org](http://www.SDChildrenFirst.org)  
[@ChildrenFirstCollective](https://www.instagram.com/ChildrenFirstCollective)



# HOW SAN DIEGO VOTERS FEEL



**High support for multiple revenue options** to increase access to affordable, quality child care.

**High support for fair pay to child care providers, facilities, and incentivizing businesses** to support their employees' child care needs.

**Two-thirds say they would view local elected officials more favorably if they placed this measure on the ballot.**



Children First Collective knows that **progress will be made when our leaders make child care a priority, paired with a groundswell of community support.** Together, we will make the difference.



## The Poll

Partnering with FM3 Research, in the summer of 2024, Children First Collective received independent polling results from across San Diego County to understand attitudes about funding early childhood programs.



## About Children First Collective

We are child care providers, parents, agencies, community leaders, and advocates. We're working together to make sure our child care system benefits all children, families, and child care providers.

**Join the Collective or get on our mailing list!**

We choose  
**care.**