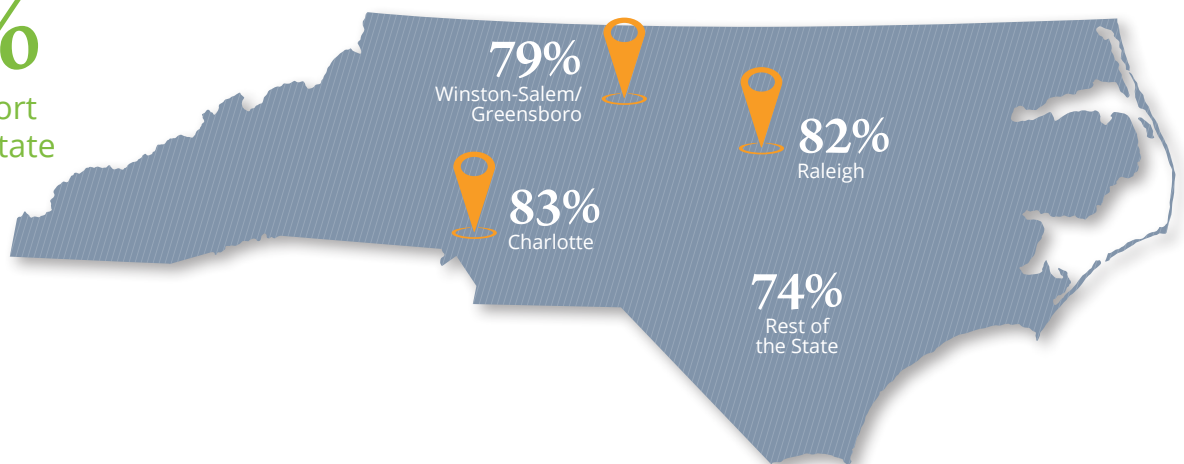


## North Carolina voters want to double state investment in early child development.

A new, bipartisan poll commissioned by the North Carolina Early Childhood Foundation shows that voters across the political spectrum are united on making quality, birth-to-age-eight early education a top priority for the state.<sup>1</sup> **80% of voters support doubling investment in early education—an annual increase in state general funding from 1% to 2%.** Republicans, Independents and Democrats alike favor a wide range of state investments in young children’s healthy development beginning at birth to ensure their success in school and life.

**80% of North Carolina voters support increasing annual state general funding for early child development programs to \$400 million.<sup>2</sup>** This support is seen across the state.

**80%**  
Total Support  
Across the State

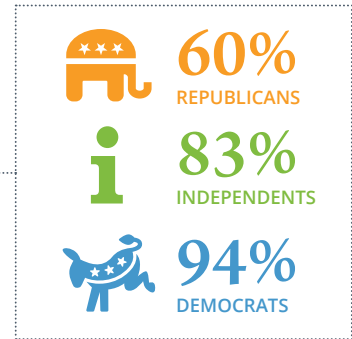


**Quality early childhood education is a top priority issue along with improving the quality of public education.** 88% of North Carolina voters say it is extremely or very important to them personally to make sure that our children get a strong start in life through quality early childhood education.

<sup>1</sup> **Methodology:** Public Opinion Strategies (R) and Hart Research (D) conducted a telephone survey of N=500 voters in North Carolina on both landline and cell phones. The survey was conducted July 25-29, 2018 and has an overall margin of error of +/- 4.38%. The sample was distributed proportionally throughout the state and is demographically representative of the electorate.

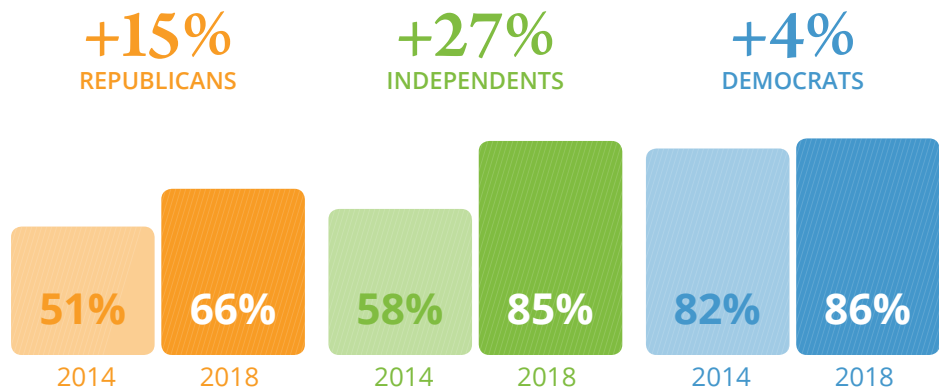
<sup>2</sup> The survey question asked voters if they supported increasing the budget by \$400 million. It should have been read as support increasing the budget to \$400 million.

**80% of North Carolina voters say early education should be a higher priority than reducing business taxes in the state.** Majorities across all parties agree.



**Voters throughout the state say there is a lack of affordable and quality early education programs.** 65% of North Carolina voters say that half or fewer early childhood programs in their area meet both criteria. In fact, respondents making over \$100,000 per year are virtually just as likely (51%) as those who earn less than \$40,000 per year (53%) to say that only some or few programs near them are affordable and high-quality.

**North Carolina voters overwhelmingly agree that we should be doing more to ensure children get a strong start prior to kindergarten.** In fact, this desire to do more has increased substantially across every party in the last four years.



**NC voters recognize that families need more support in the early years.** 81% of North Carolinians support the state providing more families with voluntary home visiting and parent education programs that help parents improve their child's healthy development. 87% believe that parents should be able to take paid leave after the birth or adoption of a child. 72% of Republicans, 88% of Independents and 96% of Democrats support increasing access to the state's early childhood programs, Smart Start and NC Pre-K.

**Voters agree: North Carolina should invest more in early child development now.**

Learn more at [www.buildthefoundation.org](http://www.buildthefoundation.org)