Lori Weigel
NEW BRIDGE STRATEGY
Methodology

New Bridge Strategy conducted a survey among N=500 registered voters throughout North Carolina from April 13-18, 2023. Interviews were conducted via live telephone interviews (both cell phones and landlines) and online. Interviews were distributed proportionally throughout the state. Quotas were set for key demographic sub-groups, such as gender and age.

The margin of error is ±4.38% for the overall sample. The margin of error will vary for sub-groups.
Current State of Child Care
The lack of quality, affordable child care programs is seen as a serious problem by over three-fourths of voters.
Regardless of geographic location, over three-fourths of North Carolinians say the lack of quality, affordable child care programs is a serious problem in the state.

Thinking about just a few issues facing the state - For each one of the following, please indicate how serious a problem you think it is here in North Carolina. Is it extremely serious, very serious, somewhat serious, not really serious or not a problem in North Carolina?
Voters across party lines are concerned about the lack of quality, affordable child care programs.

Thinking about just a few issues facing the state - For each one of the following, please indicate how serious a problem you think it is here in North Carolina. Is it extremely serious, very serious, somewhat serious, not really serious or not a problem in North Carolina?
Low wages, child care costs, and balancing responsibilities are each seen as extremely or very serious problems by most voters.

- **Low wages for child care teachers and workers**: 89% think it is extremely or very serious, with 66% extremely or very serious.
- **The cost of child care that families have to pay**: 90% think it is extremely or very serious, with 65% extremely or very serious.
- **The challenge parents regularly face balancing child care and work responsibilities**: 87% think it is extremely or very serious, with 56% extremely or very serious.

*Focusing just on issues related to child care for children from birth to age five, how much of a problem do you think each one of the following is in your area? Is it extremely serious, very serious, somewhat serious, not really serious or not a problem in North Carolina?*
Vast majorities across parties are concerned about costs and the challenges to parents.

<table>
<thead>
<tr>
<th>% Total Serious</th>
<th>GOP</th>
<th>IND</th>
<th>DEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low wages for child care teachers and workers</td>
<td>82%</td>
<td>87%</td>
<td>96%</td>
</tr>
<tr>
<td>The cost of child care that families have to pay</td>
<td>86%</td>
<td>86%</td>
<td>96%</td>
</tr>
<tr>
<td>The challenge parents regularly face balancing child care and work responsibilities</td>
<td>86%</td>
<td>84%</td>
<td>93%</td>
</tr>
</tbody>
</table>

*Focusing just on issues related to child care for children from birth to age five, how much of a problem do you think each one of the following is in your area? Is it extremely serious, very serious, somewhat serious, not really serious or not a problem in North Carolina?*
Nearly half of voters say the availability of quality and affordable child care has gotten worse since 2020.

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotten better</td>
<td>5%</td>
</tr>
<tr>
<td>Gotten worse</td>
<td>45%</td>
</tr>
<tr>
<td>Stayed about the same</td>
<td>17%</td>
</tr>
<tr>
<td>Unsure</td>
<td>32%</td>
</tr>
</tbody>
</table>

And since 2020 and the start of the pandemic, do you think that the availability of quality and affordable child care has...
Most parents say the availability of quality and affordable child care has gotten worse. This number increases among parents of younger children.

And since 2020 and the start of the pandemic, do you think that the availability of quality and affordable child care has...

- Parents: 55%
- Non-Parents: 41%
- Parents of Children Ages 0-5: 66%
- Grandparents: 42%
Nearly a quarter of voters have relied on others to help provide child care because it is too expensive, and significant numbers say they have had to miss work due to child care issues.
Significant numbers also have been personally affected or know someone who has not pursued job training or continuing education, had to leave the workforce or refused a job opportunity due to child care.

Do any of the following things apply either to you or to someone you know? You may select both if it applies to you AND someone you know.

1. Not pursued job training or continuing education due to a lack of affordable child care
   - Applies to me: 13%
   - Applies to someone I know: 39%
   - Does not apply: 55%

2. Had to leave the workforce because of an inability to find affordable child care
   - Applies to me: 12%
   - Applies to someone I know: 35%
   - Does not apply: 59%

3. Refused a job opportunity, promotion or change because it would increase child care expenses
   - Applies to me: 13%
   - Applies to someone I know: 31%
   - Does not apply: 63%
More than one-in-five parents have experienced at least one of these child care related problems, with particularly high rates among those with children ages 0-5.

**% Applies to me**

<table>
<thead>
<tr>
<th>Problem</th>
<th>Parents</th>
<th>Parents of Children Ages 0-5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relied on family, friends or neighbors to help provide child care because it is too expensive</td>
<td>52%</td>
<td>60%</td>
</tr>
<tr>
<td>Had to call out or miss a shift at work because of a problem with child care</td>
<td>47%</td>
<td>60%</td>
</tr>
<tr>
<td>Refused a job opportunity, promotion or change because it would increase child care expenses</td>
<td>32%</td>
<td>37%</td>
</tr>
<tr>
<td>Not pursued job training or continuing education due to a lack of affordable child care</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Had to cut back on other household essentials because of struggling to pay for child care</td>
<td>29%</td>
<td>32%</td>
</tr>
<tr>
<td>Had to leave the workforce because of an inability to find affordable child care</td>
<td>28%</td>
<td>26%</td>
</tr>
</tbody>
</table>

*Do any of the following things apply either to you or to someone you know? You may select both if it applies to you AND someone you know.*
Importance of Quality, Affordable Child Care
Nearly four-in-five voters say access to quality, affordable child care is essential or very important to strengthening the economy and helping workers provide for their families.

In your opinion, how important is access to quality, affordable child care to our ability to strengthen the economy and help workers be able to provide for their families? Is it...

- Essential/Very Important: 79%
- Somewhat Important: 41%
- Not Important: 3%

In your opinion, how important is access to quality, affordable child care to our ability to strengthen the economy and help workers be able to provide for their families? Is it...
Voters across the state, regardless of community size, say access to quality, affordable child care is essential or very important.

In your opinion, how important is access to quality, affordable child care to our ability to strengthen the economy and help workers be able to provide for their families? Is it...

- 84% Essential
- 14% Somewhat Important
- 2% Not Important

- 74% Essential
- 24% Somewhat Important
- 1% Not Important

- 80% Essential
- 18% Somewhat Important
- 3% Not Important

- 81% Essential
- 13% Somewhat Important
- 5% Not Important
Regardless of party, most voters say access to quality, affordable child care is essential or very important.

In your opinion, how important is access to quality, affordable child care to our ability to strengthen the economy and help workers be able to provide for their families? Is it...

- **Conservative GOP**
  - Essential: 27%
  - Somewhat Important: 19%
  - Not Important: 4%

- **GOP**
  - Essential: 31%
  - Somewhat Important: 19%
  - Not Important: 5%

- **IND**
  - Essential: 40%
  - Somewhat Important: 20%
  - Not Important: 1%

- **DEM**
  - Essential: 52%
  - Somewhat Important: 15%
  - Not Important: 2%
Nearly nine-in-ten voters say that more working families having access to affordable, quality child care should be an important priority for the state this year.

Taking action to ensure that more working families have access to affordable, quality child care...

- Should be an important priority for North Carolina this year: 87%
- Should NOT be an important priority for North Carolina this year: 12%
- Unsure: 1%

Do you think taking action to ensure that more working families have access to affordable, quality child care...?
Increasing state funding to provide more working families with access to affordable, high-quality child care is supported by nearly 80 percent of voters.

Would you support increasing state funding to provide more working families with access to affordable, high-quality child care? Does that sound like something you would support or oppose?
Around two-thirds of Republicans support increasing state funding for affordable, high-quality child care; Democrats and Independents are also very supportive.

Would you support increasing state funding to provide more working families with access to affordable, high-quality child care? Does that sound like something you would - support or oppose?

<table>
<thead>
<tr>
<th></th>
<th>Total Support</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservative GOP</td>
<td>+36</td>
<td>28% Str Support, 14% Str Oppose</td>
</tr>
<tr>
<td>GOP</td>
<td>+30</td>
<td>28% Str Support, 16% Str Oppose</td>
</tr>
<tr>
<td>IND</td>
<td>+60</td>
<td>43% Str Support, 8% Str Oppose</td>
</tr>
<tr>
<td>DEM</td>
<td>+82</td>
<td>62% Str Support, 9% Str Oppose</td>
</tr>
</tbody>
</table>

Would you support increasing state funding to provide more working families with access to affordable, high-quality child care? Does that sound like something you would support or oppose?
Parents, especially those of younger children, are supportive of increasing state funding to provide more working families with access to affordable, high-quality child care.

<table>
<thead>
<tr>
<th></th>
<th>Total Support</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Parents</strong></td>
<td>84%</td>
<td>15%</td>
</tr>
<tr>
<td>Parents of Children Ages 0-5</td>
<td>88%</td>
<td>12%</td>
</tr>
<tr>
<td>Grandparents</td>
<td>86%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Would you support increasing state funding to provide more working families with access to affordable, high-quality child care? Does that sound like something you would support or oppose?
Support is solid and consistent in all types of North Carolina geographies.

Would you support increasing state funding to provide more working families with access to affordable, high-quality child care? Does that sound like something you would support or oppose?
A vast majority of voters say improving the quality of child care and making it more affordable for families is a good investment.

Do you think that improving the quality of child care and making it more affordable for families is a good investment or bad investment of taxpayers' money?
Nearly all Democrats and most Independents and Republicans say improving the quality of child care and making it more affordable is a good investment.

Do you think that improving the quality of child care and making it more affordable for families is a good investment or bad investment of taxpayers' money?
Nine-in-ten voters say that child care should be a bipartisan issue that state leaders work on together.

Child care ______ be a bipartisan issue that state leaders work on together to improve access to quality child care programs

Should
90%

Should NOT
8%

Unsure/Refused
2%

Is child care a bipartisan issue that state leaders - should or should not - work on together to improve access to quality child care programs?
Voters agree that North Carolina should invest in solutions to help with the lack of child care.

The lack of child care in North Carolina is a problem that will not solve itself. North Carolina should invest in solutions.

- % Strongly Agree: 47%
- % Total Agree: 81%

The lack of enough quality child care is hurting North Carolina families.

- % Strongly Agree: 39%
- % Total Agree: 82%

The lack of enough child care options is making it hard for North Carolina businesses to hire employees and grow.

- % Strongly Agree: 32%
- % Total Agree: 73%

For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that.
Voters across party lines agree that North Carolina should invest in solutions to help with the lack of child care and the lack of quality child care is hurting families.

<table>
<thead>
<tr>
<th>% Total Agree</th>
<th>GOP</th>
<th>IND</th>
<th>DEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>The lack of child care in North Carolina is a problem that will not solve itself. North Carolina should invest in solutions.</td>
<td>71%</td>
<td>80%</td>
<td>91%</td>
</tr>
<tr>
<td>The lack of enough quality child care is hurting North Carolina families.</td>
<td>70%</td>
<td>82%</td>
<td>92%</td>
</tr>
<tr>
<td>The lack of enough child care options is making it hard for North Carolina businesses to hire employees and grow.</td>
<td>62%</td>
<td>68%</td>
<td>88%</td>
</tr>
</tbody>
</table>

For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that.
Majorities of voters say more children attending quality child care programs would help a lot.

<table>
<thead>
<tr>
<th>Area</th>
<th>% A Lot</th>
<th>% A Lot/Fair/Some</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensuring workers are able to go to work reliably without worrying about child care concerns</td>
<td>58%</td>
<td>95%</td>
</tr>
<tr>
<td>Breaking the cycle of poverty by ensuring children from lower-income families experience quality educational opportunities that might otherwise be out of reach</td>
<td>58%</td>
<td>92%</td>
</tr>
<tr>
<td>Children developing important social skills, such as self-confidence, self-discipline, and ability to work well with others</td>
<td>57%</td>
<td>94%</td>
</tr>
<tr>
<td>Children having academic success in school</td>
<td>56%</td>
<td>93%</td>
</tr>
<tr>
<td>Enabling more parents to be able to start or continue their careers and provide for their families</td>
<td>54%</td>
<td>95%</td>
</tr>
<tr>
<td>Enabling more workers to pursue job training or continuing education to gain skills to further their career</td>
<td>52%</td>
<td>94%</td>
</tr>
</tbody>
</table>

If more children are able to attend quality child care programs, how much would it help in each of the following areas? Does it help a lot, a fair amount, some, very little, or not at all in each of the following areas?
Questions?