

WEBINAR

Child Care Survey Results

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NEW BRIDGE STRATEGY





North Carolina Survey

Key Findings

April 2023

Methodology

New Bridge Strategy conducted a survey among N=500 registered voters throughout North Carolina from April 13-18, 2023.

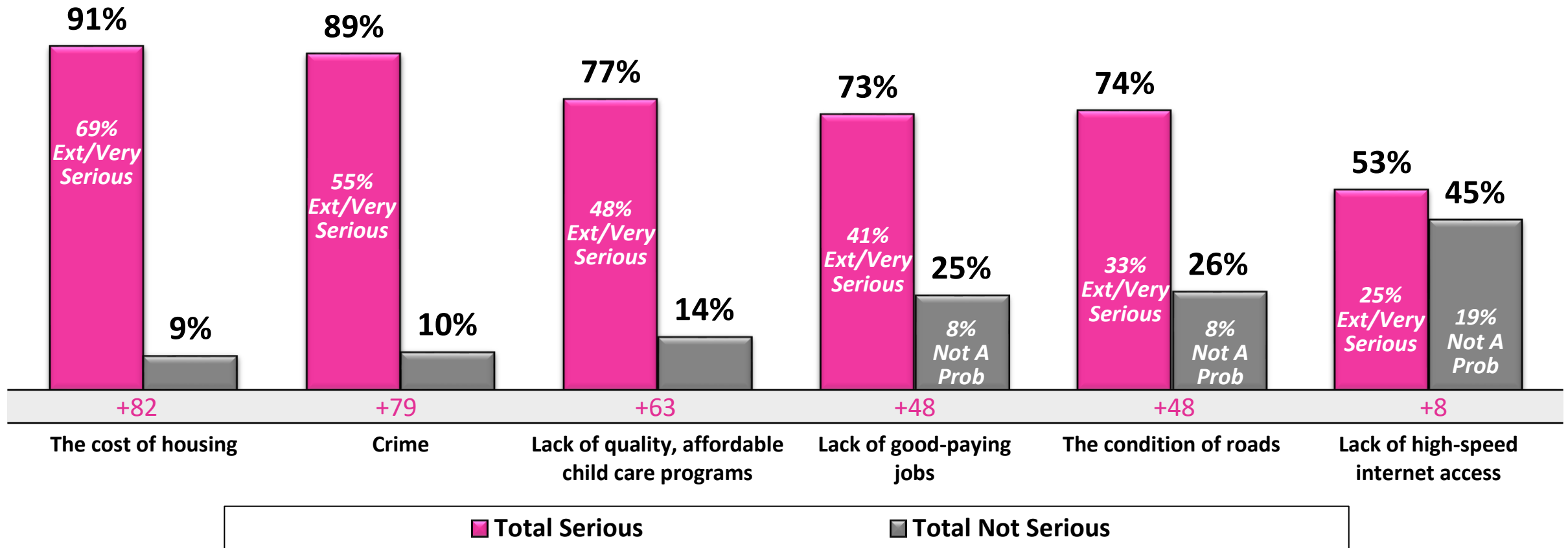
Interviews were conducted via live telephone interviews (both cell phones and landlines) and online. Interviews were distributed proportionally throughout the state. Quotas were set for key demographic sub-groups, such as gender and age.

The margin of error is $\pm 4.38\%$ for the overall sample. The margin of error will vary for sub-groups.



Current State of Child Care

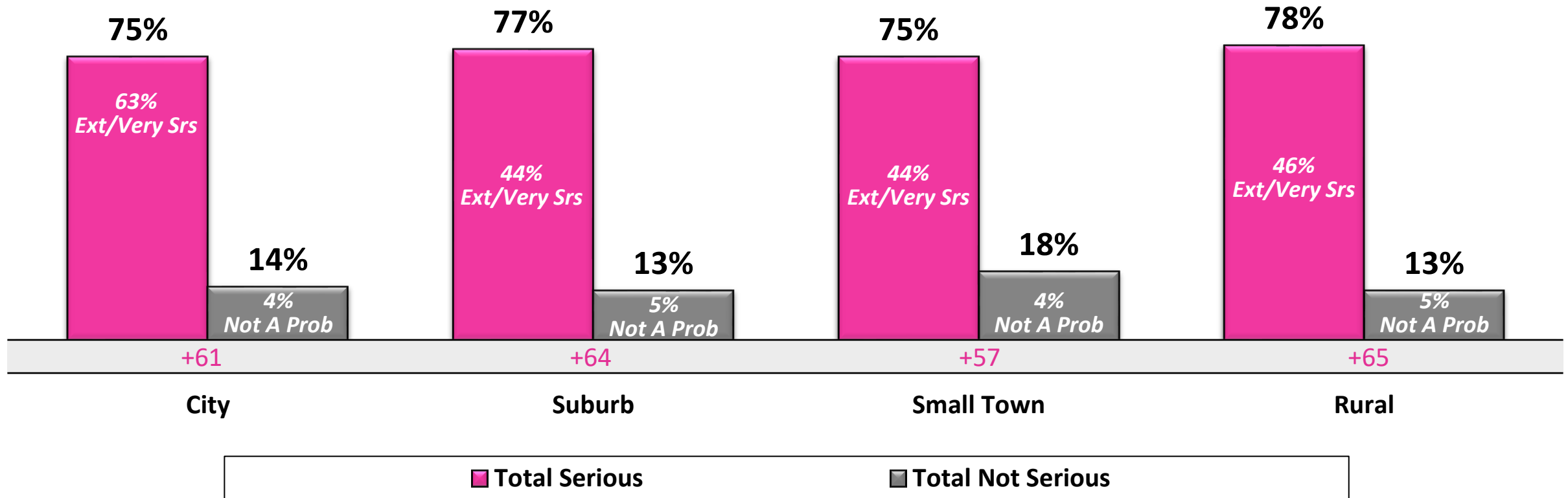
The lack of quality, affordable child care programs is seen as a serious problem by over three-fourths of voters.



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?

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.

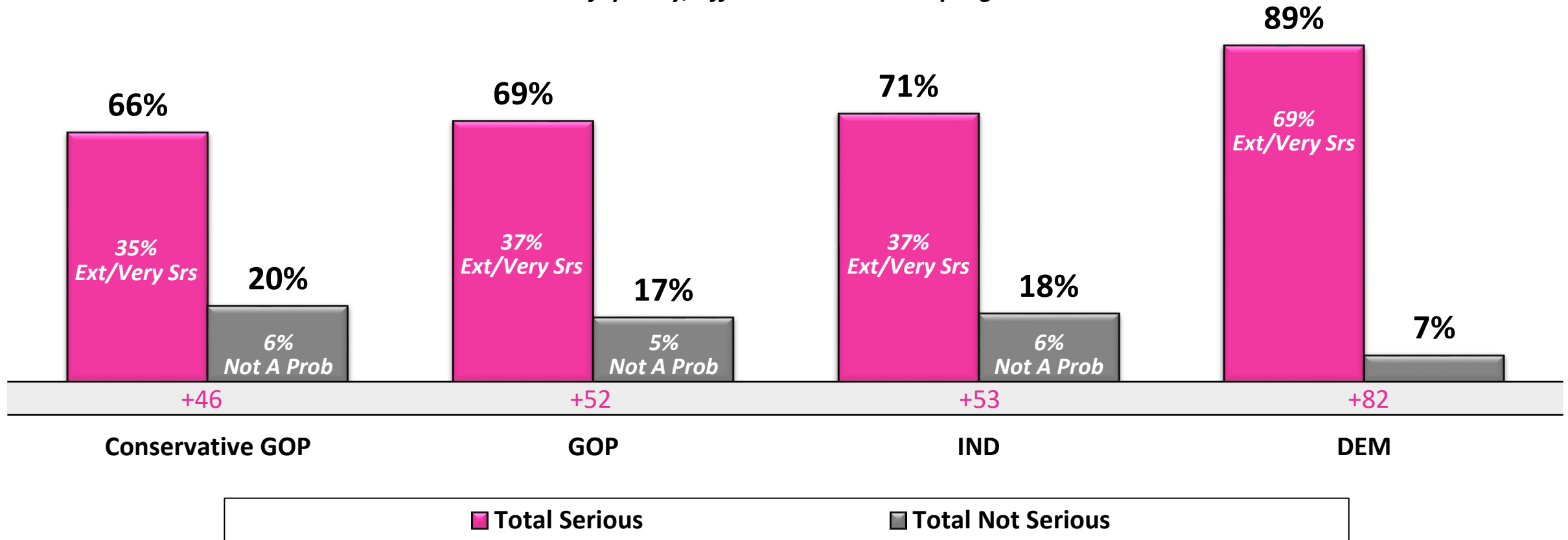
Lack of quality, affordable child care programs



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?

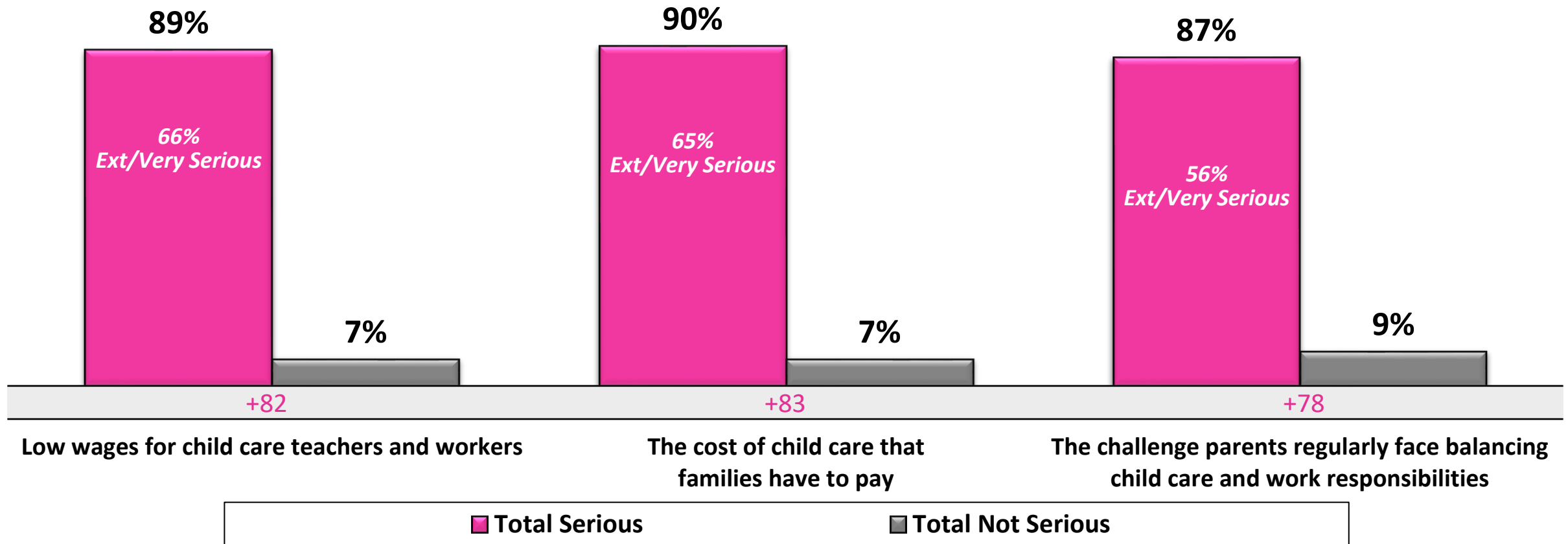
Voters across party lines are concerned about the lack of quality, affordable child care programs.

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.



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.

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

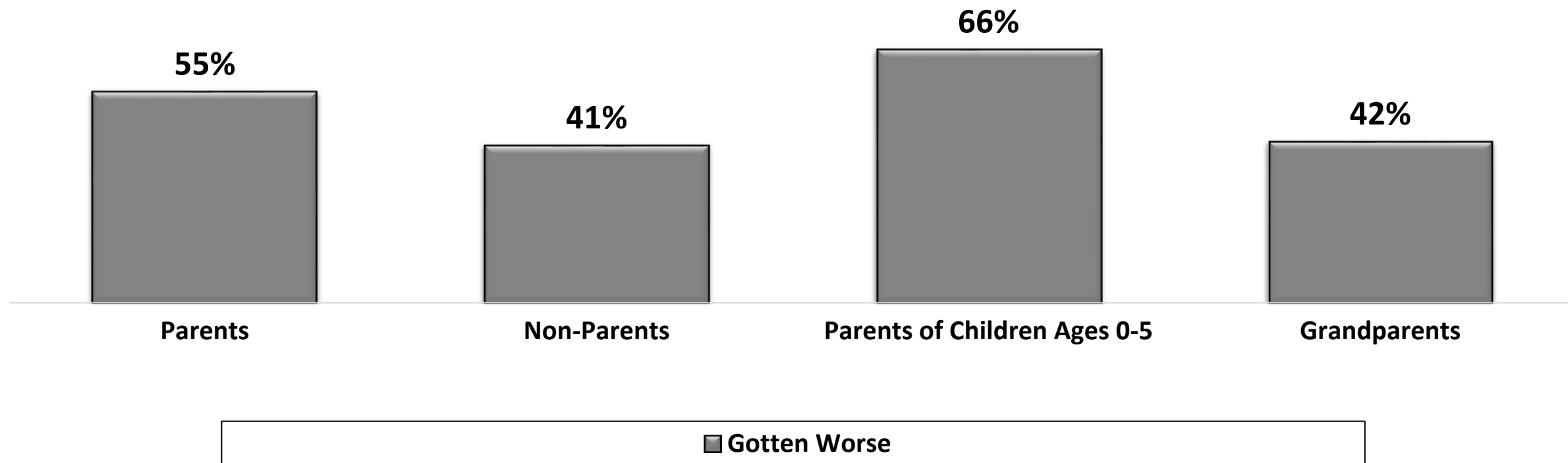
Focusing just on issues related to child care for children from birth to age five, how much of a problem do you think each one of the following is in your area? Is it extremely serious, very serious, somewhat serious, not really serious or not a problem in North Carolina?

Nearly half of voters say the availability of quality and affordable child care has gotten worse since 2020.



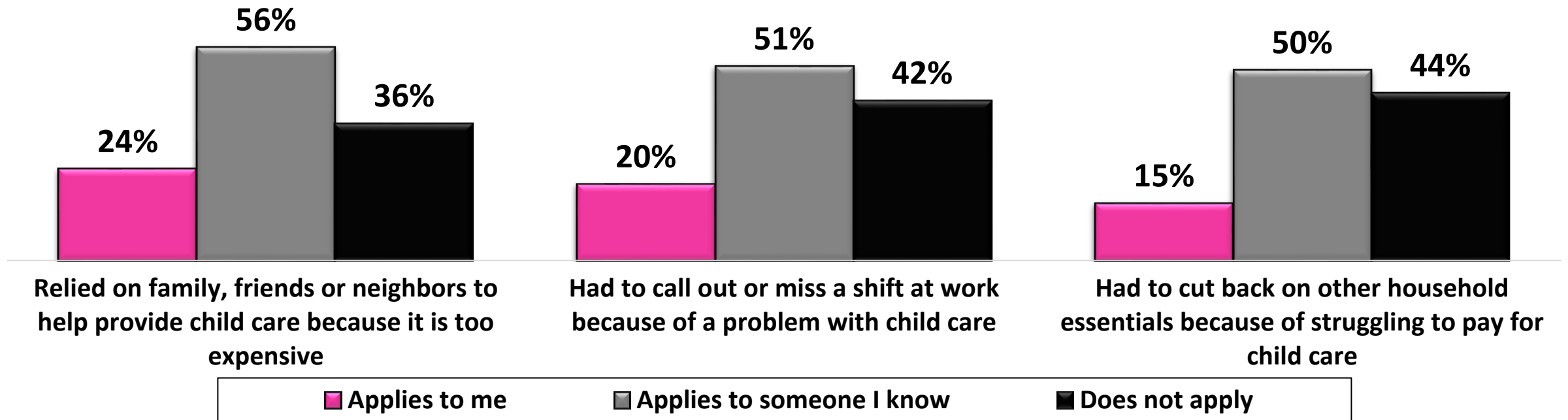
And since 2020 and the start of the pandemic, do you think that the availability of quality and affordable child care has...

Most parents say the availability of quality and affordable child care has gotten worse. This number increases among parents of younger children.



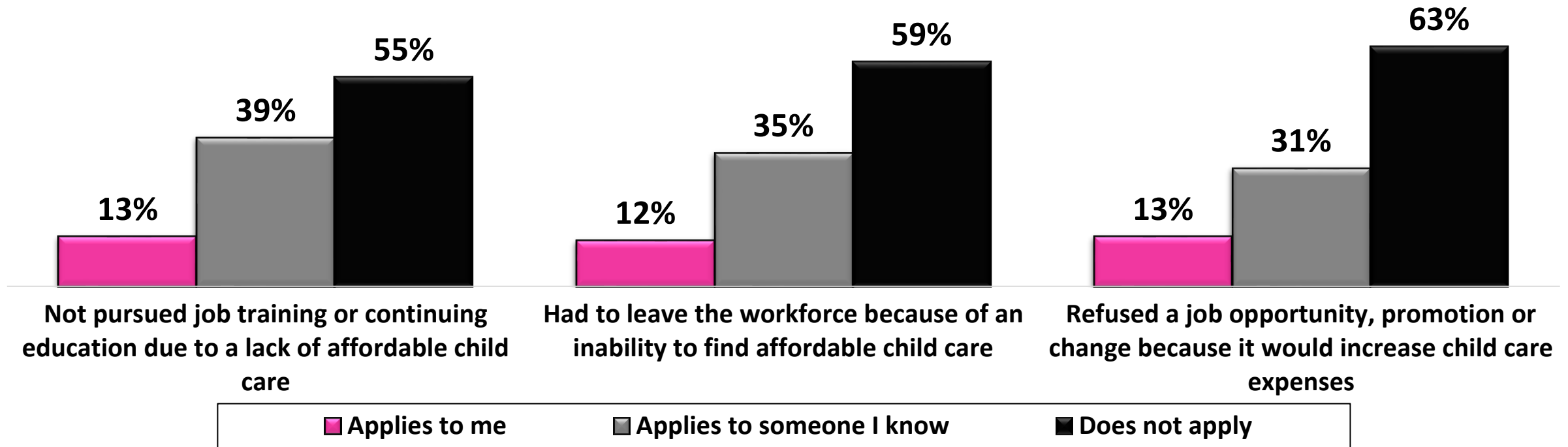
And since 2020 and the start of the pandemic, do you think that the availability of quality and affordable child care has...

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.



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.

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.

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

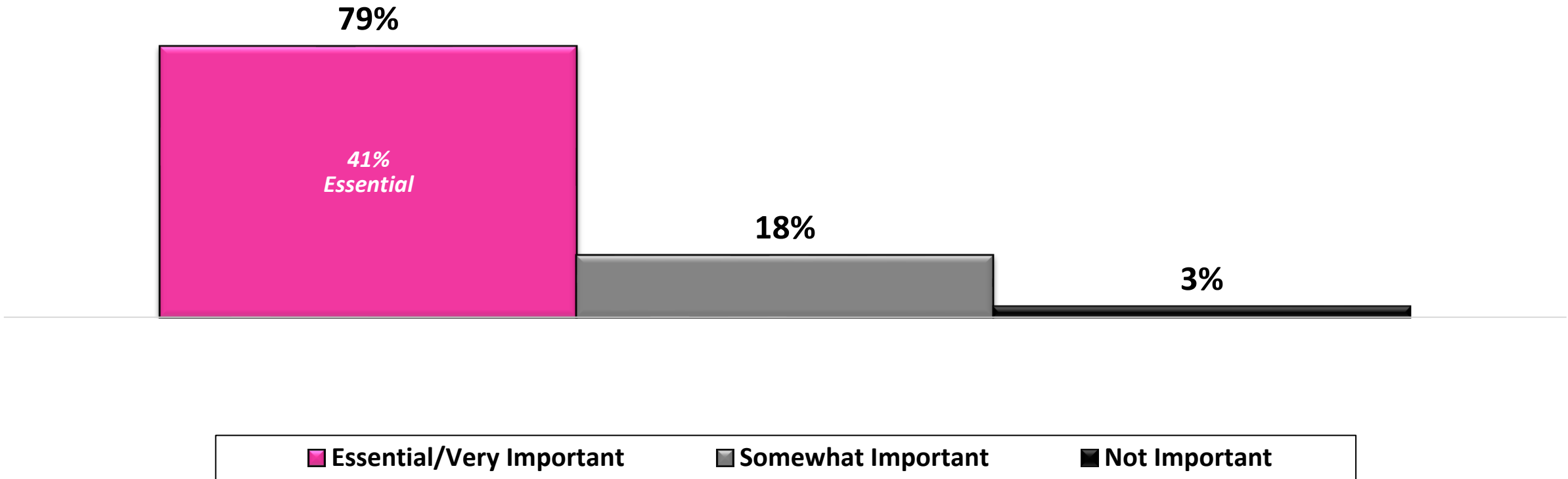
	Parents	Parents of Children Ages 0-5
Relied on family, friends or neighbors to help provide child care because it is too expensive	52%	60%
Had to call out or miss a shift at work because of a problem with child care	47%	60%
Refused a job opportunity, promotion or change because it would increase child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

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.



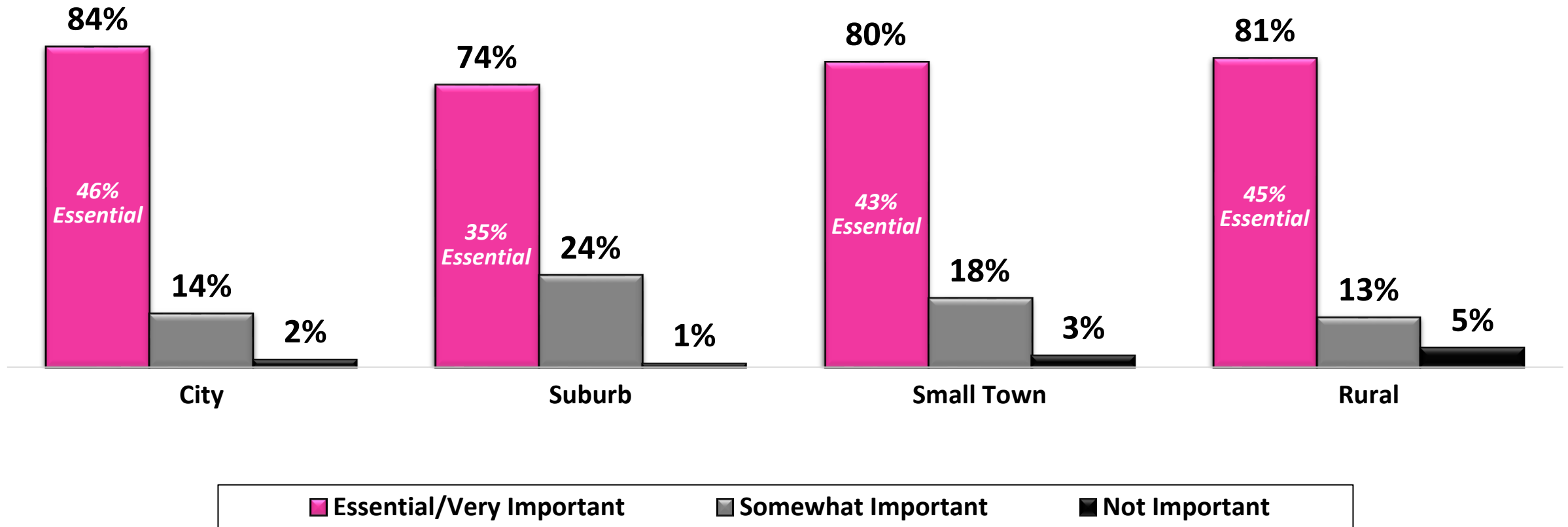
Importance of Quality, Affordable Child Care

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.



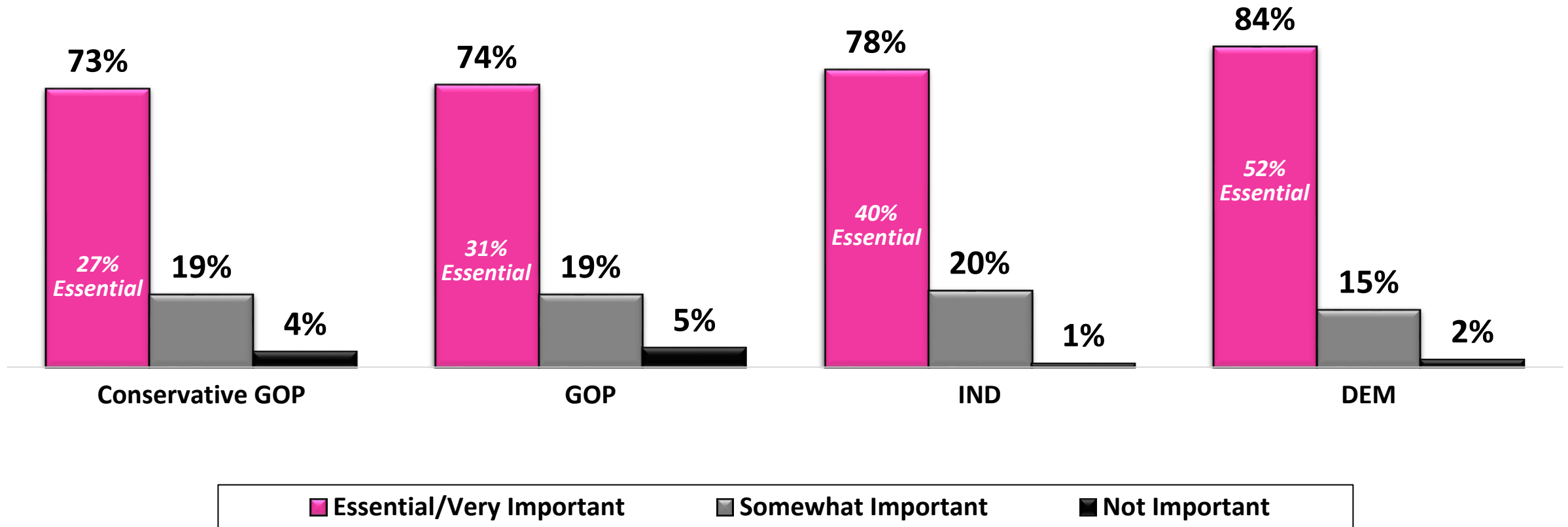
In your opinion, how important is access to quality, affordable child care to our ability to strengthen the economy and help workers be able to provide for their families? Is it...

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...

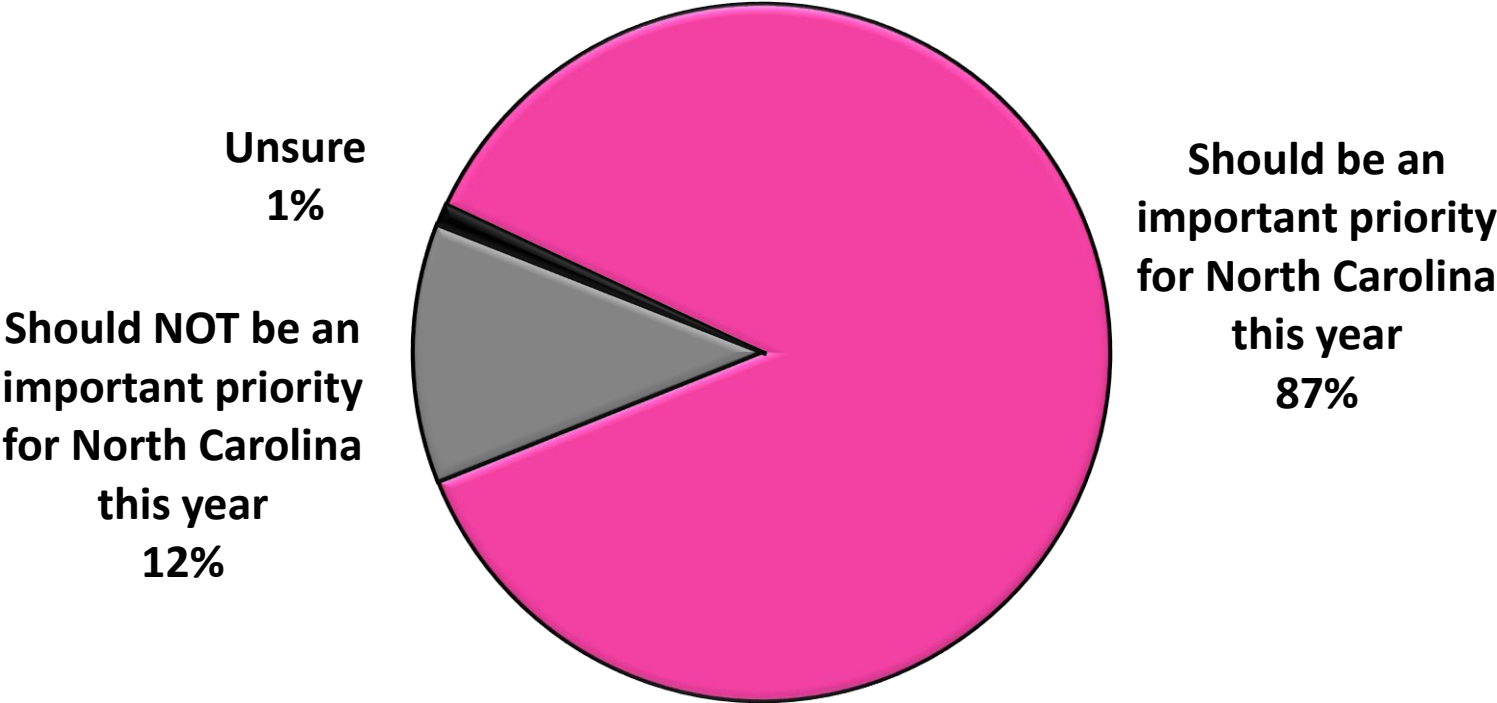
Regardless of party, most voters say access to quality, affordable child care is essential or very important.



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...

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...



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.

79%

45%
Strongly Support

20%

8%
Strongly Oppose

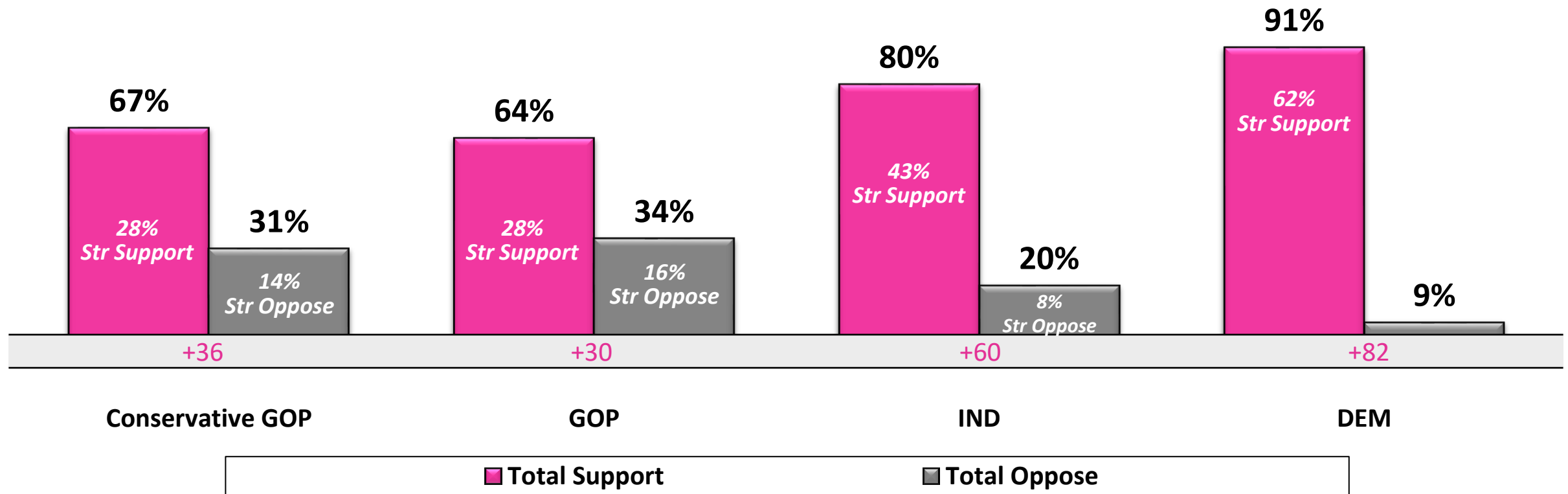
+59

■ Total Support

■ Total Oppose

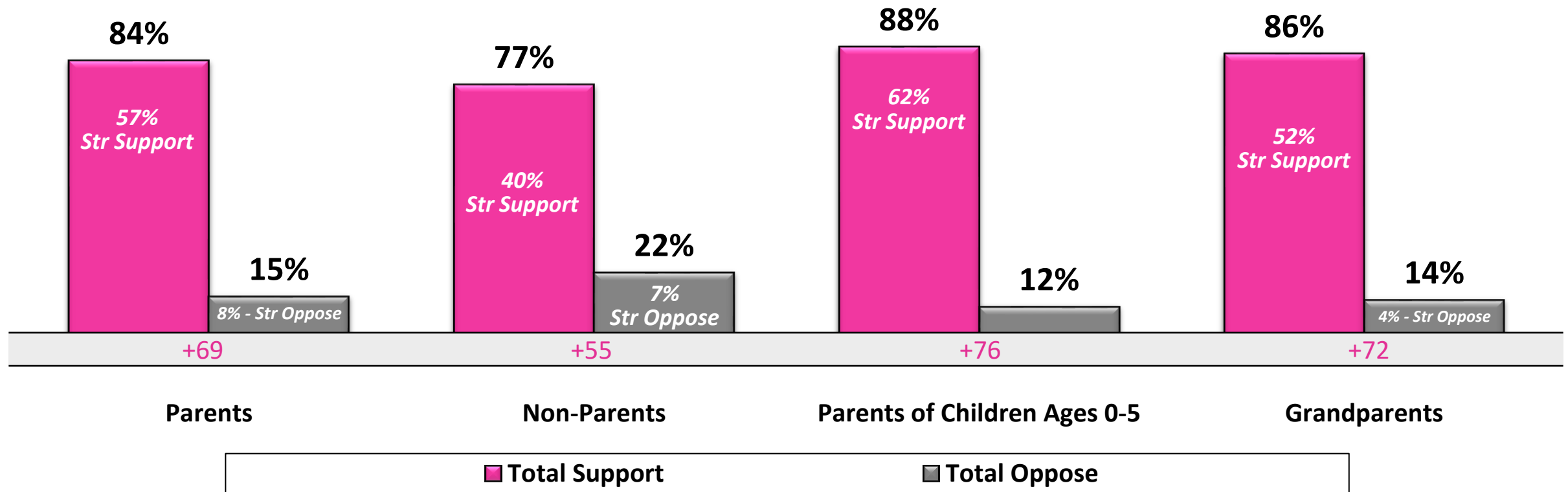
Would you support increasing state funding to provide more working families with access to affordable, high-quality child care? Does that sound like something you would - support or oppose?

Around two-thirds of Republicans support increasing state funding for affordable, high-quality child care; Democrats and Independents are also very supportive.



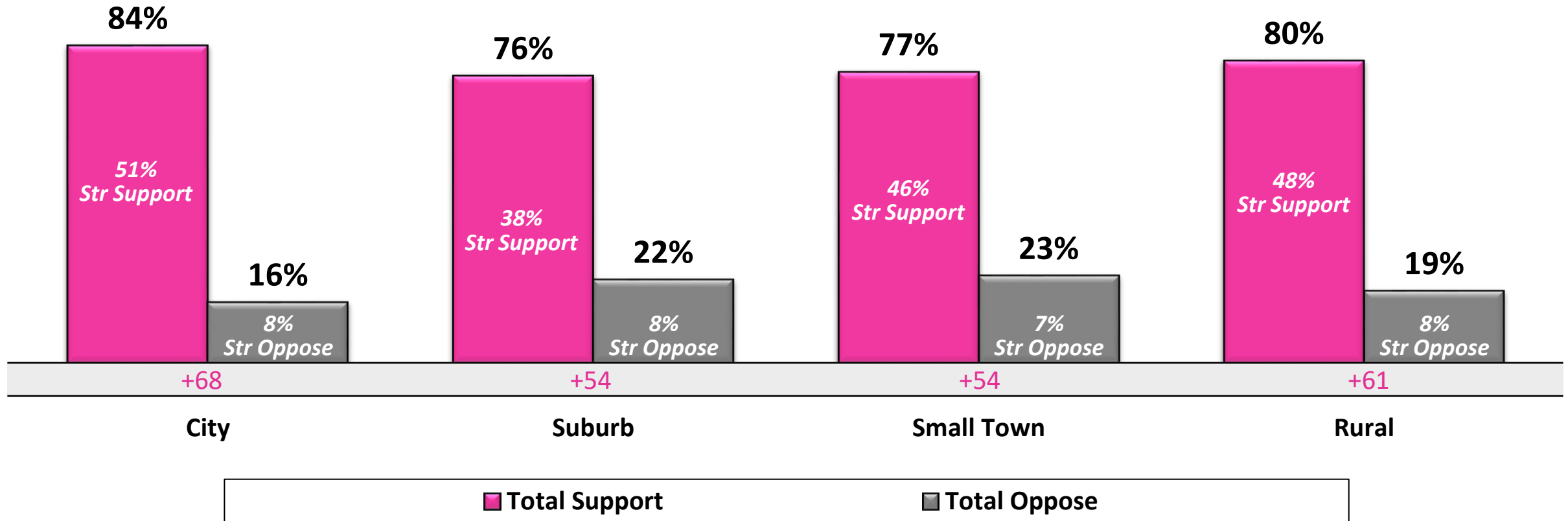
Would you support increasing state funding to provide more working families with access to affordable, high-quality child care? Does that sound like something you would - support or oppose?

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.



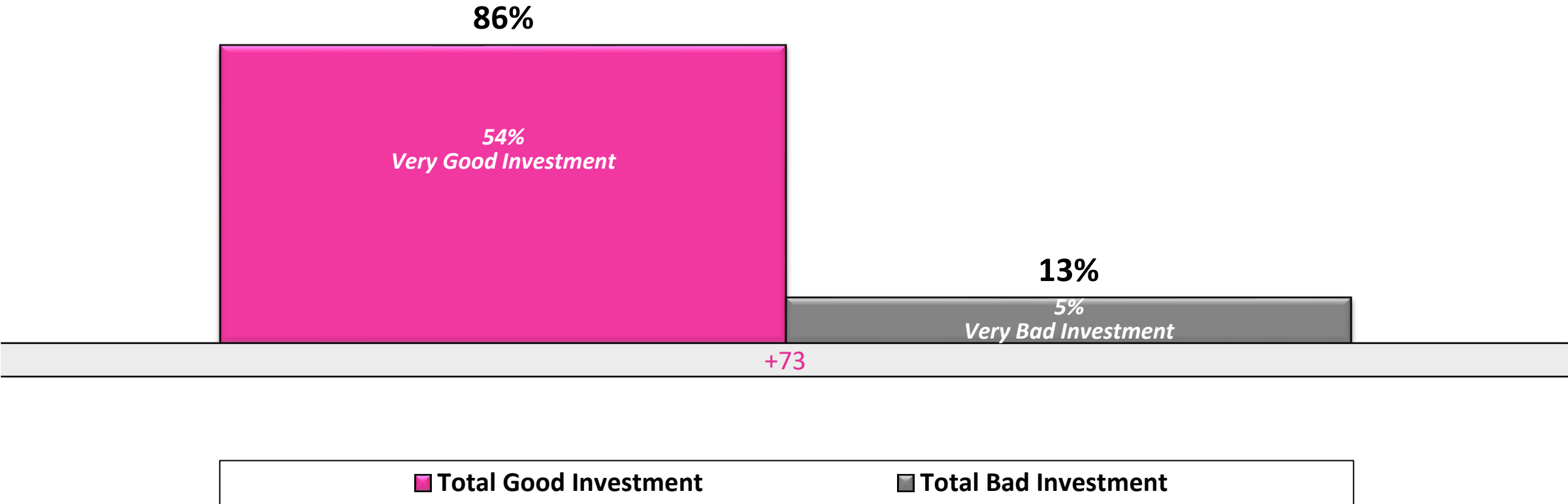
Would you support increasing state funding to provide more working families with access to affordable, high-quality child care? Does that sound like something you would - support or oppose?

Support is solid and consistent in all types of North Carolina geographies.



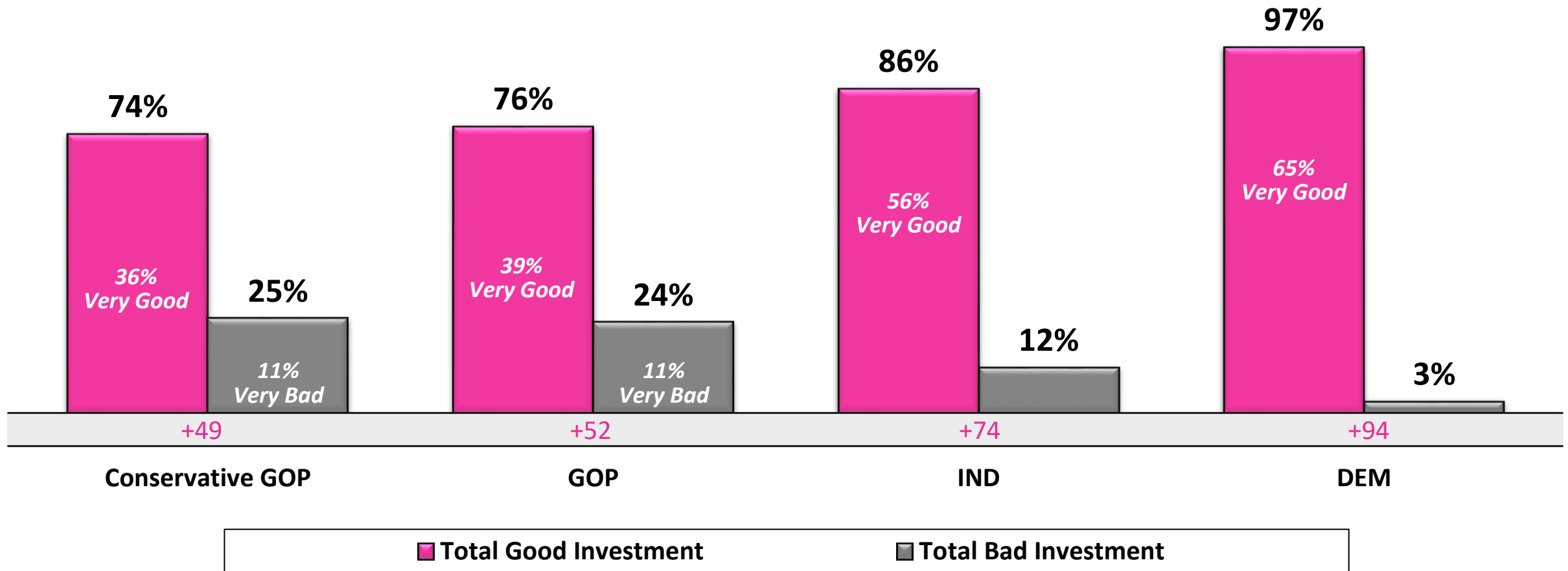
Would you support increasing state funding to provide more working families with access to affordable, high-quality child care? Does that sound like something you would - support or oppose?

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?

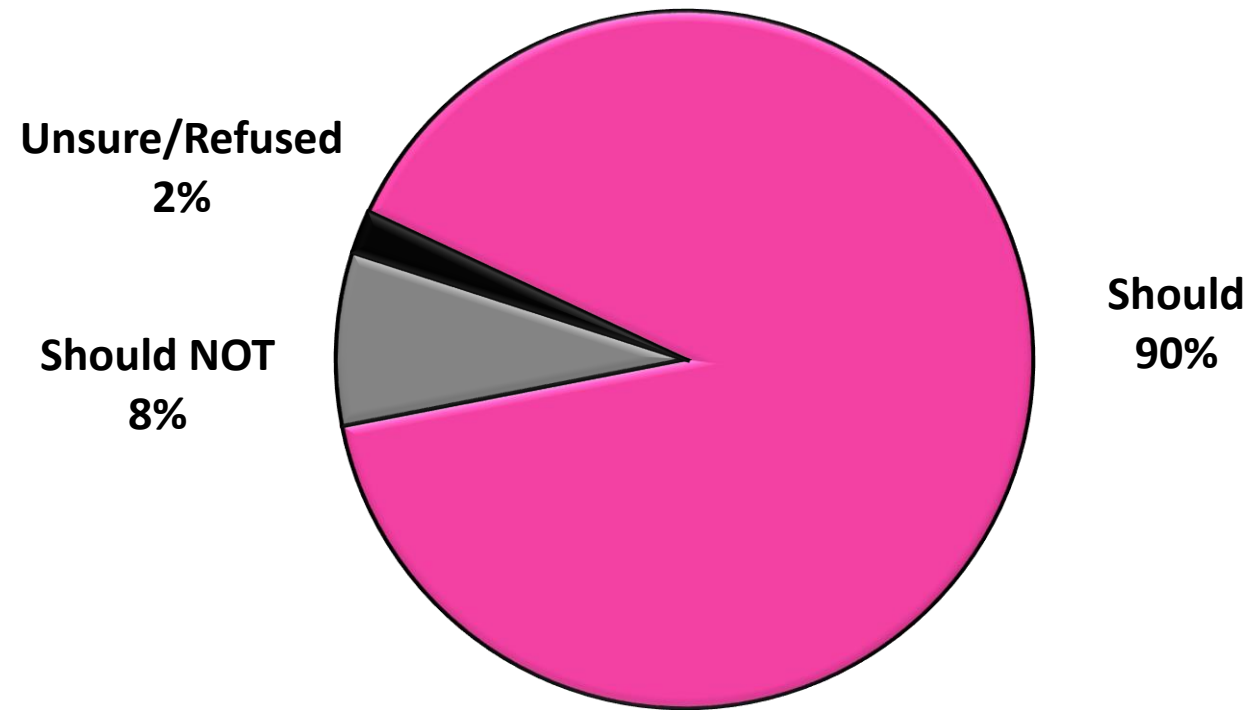
Nearly all Democrats and most Independents and Republicans say improving the quality of child care and making it more affordable is a good investment.



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?

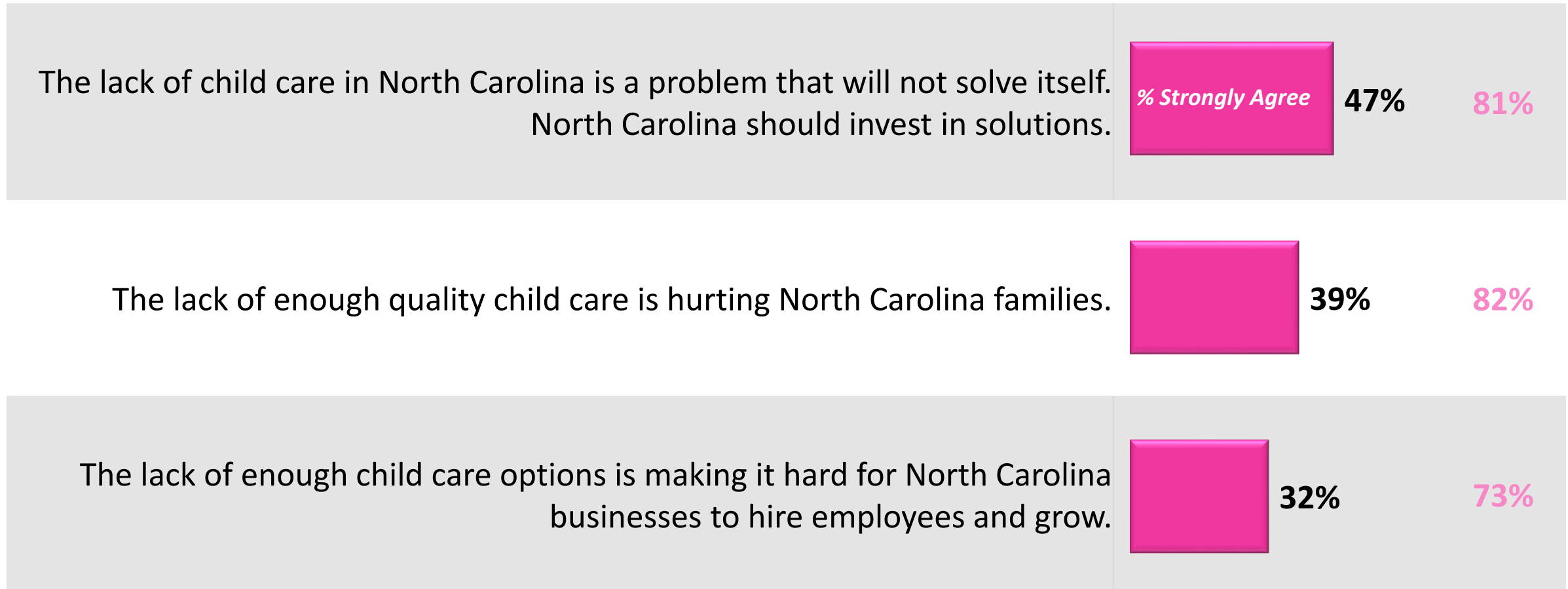
Nine-in-ten voters say that child care should be a bipartisan issue that state leaders work on together.

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



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.



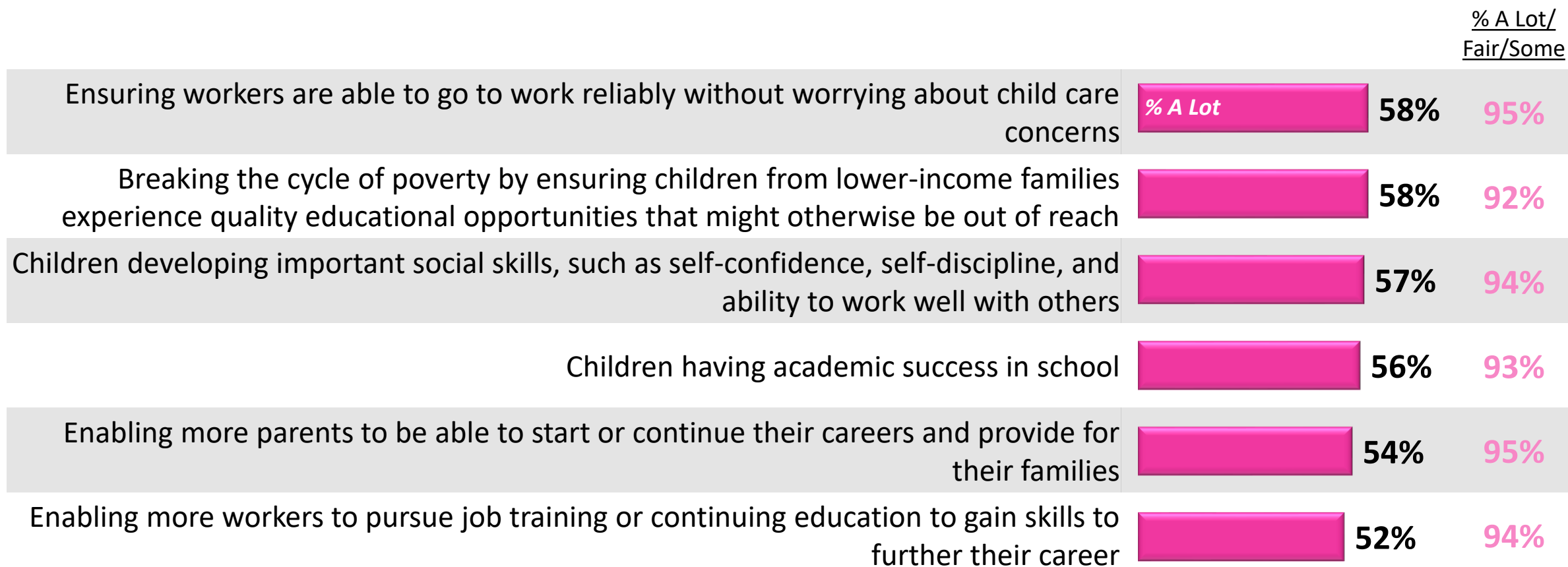
For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that.

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.

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

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.



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?



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A photograph of a baby sitting on the floor, eating a cookie. The baby is wearing a striped sweater and jeans. The background is a blurred indoor setting. The entire image has a blue color overlay.

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Foundation

