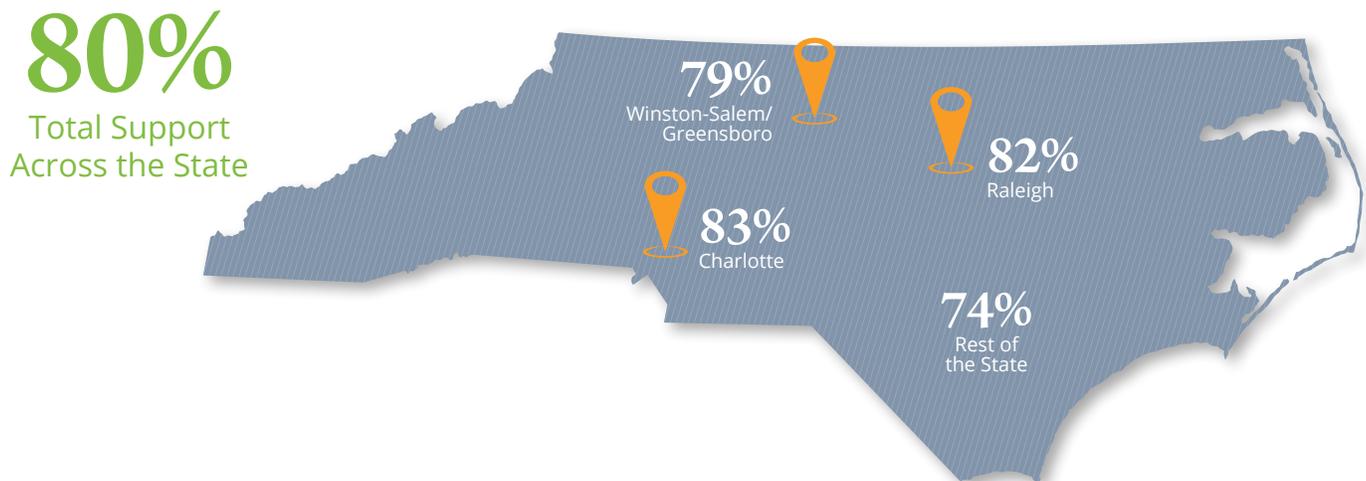


North Carolina voters want to double state investment in early child development.

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.¹ **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.² This support is seen across the state.

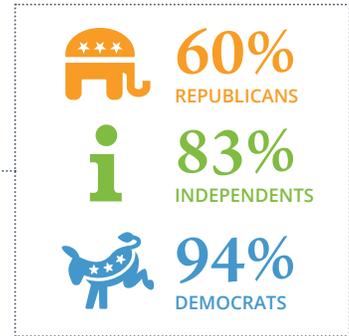
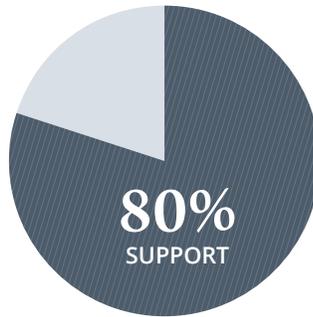


Quality early childhood education is a top priority issue along with improving the quality of public education. 88% of North Carolina voters say it is extremely or very important to them personally to make sure that our children get a strong start in life through quality early childhood education.

¹ **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.

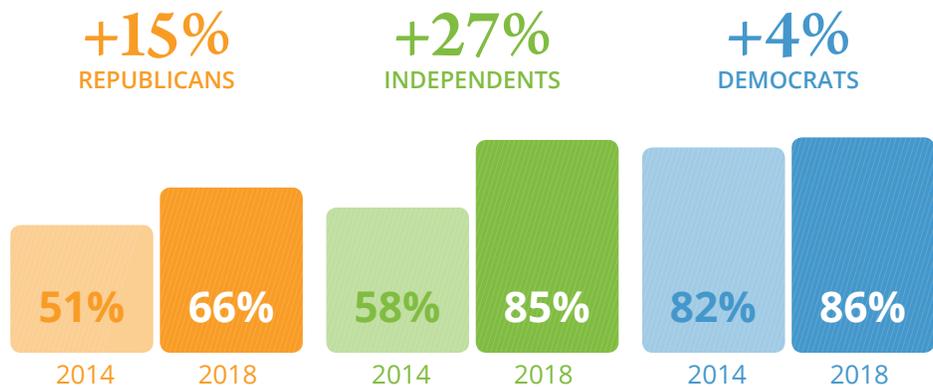
² The survey question asked voters if they supported increasing the budget by \$400 million. It should have been read as support increasing the budget to \$400 million.

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