

**TO: Interested Parties**  
**FROM: Jay Campbell, Hart Research Associates**  
**Lori Weigel, New Bridge Strategy**  
**DATE: March 25, 2022**  
**RE: Findings from a New Survey in North Carolina**

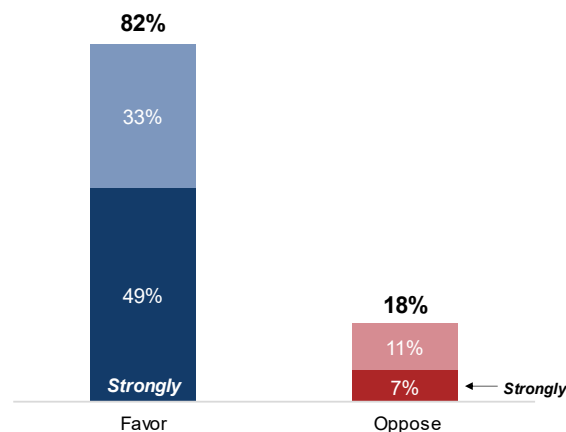
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In our new survey<sup>1</sup> among likely voters, conducted on behalf of First Five Action Fund, North Carolinians have a clear and strong two-pronged message about the reconciliation package under consideration: they believe the legislation should lower costs for families; and they believe that lowering the cost of child care rivals climate change and prescription drug prices in importance for inclusion in this legislation.

**North Carolinians widely support legislation that will lower costs for families, including making child care more affordable.** Lowering costs for families is a prime goal for voters right now: over nine in 10 (91%) say that “the cost of living for families, including the cost of rent, groceries, and child care” is a big problem. As such, the overwhelming majority of voters favor legislation that takes specific steps to address the problem.

### Wide Support for Proposed Legislation

*Legislation that would lower the cost of prescription drugs, address climate change by increasing the use of clean energy, and make child care more available and more affordable for families*



<sup>1</sup> Online survey among 402 likely voters statewide in North Carolina, conducted March 17 to 22, 2022. Margin of error is  $\pm 4.85$  percentage points for the full sample, with higher tolerances for subgroups.

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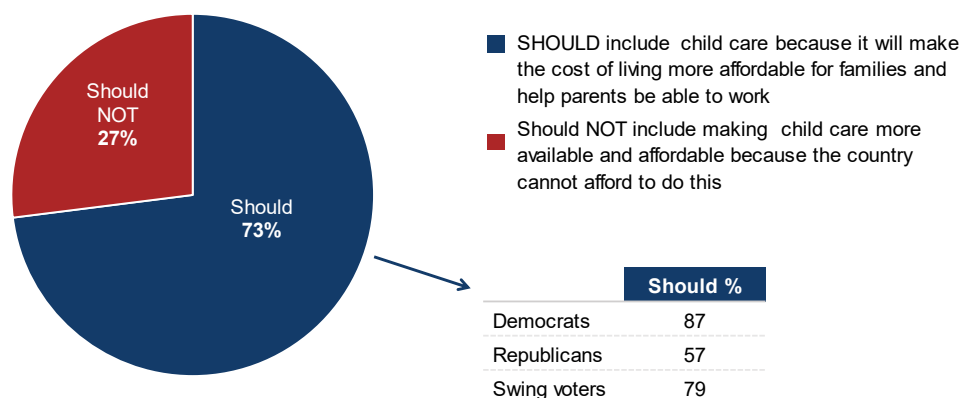
Support for such legislation is significant across the electorate, including in all types of communities. And, notably, it is especially high among swing voters (those who identify neither as strong partisans nor at the ideological poles):

	<u>Favor</u> %	<u>Oppose</u> %	<u>Net</u> +/-
Democrats	97	3	+94
Republicans	67	33	+35
Swing voters	89	11	+78
Men	81	19	+61
Women	84	16	+67
18 to 39	91	9	+82
40 to 59	88	12	+76
60 and older	71	29	+42
Non-college graduates	81	19	+62
College graduates	85	15	+69

**By more than two to one, voters say this legislation should include child care, despite the cost.** Three in four voters say this is the case:

### Voters Want Child Care Included in the Legislation

*Do you think the legislation...*



Again, this sentiment crosses partisanship—87% of Democrats, 79% of swing voters, and 57% of Republicans say child care ought to be included. It is also notable that both parents (86%) and those without children (69%) say child care should be included.

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Indeed, child care rivals or exceeds the other two elements of the legislation in importance, in voters' estimation: 84% say it is important for the legislation to lower the cost of child care, compared with 94% who say it is important to reduce the cost of prescription drugs and 69% who say it is important to address climate change.

### **Both the need for and the benefits of child care are apparent to voters.**

#### *The need:*

- Sixty-three percent (63%) say the **only way** to meet demand for child care and ensure its affordability is for the government to take action; 37% believe cost and availability will improve on their own.
- Forty-one percent (41%) of all voters say they, a coworker, or a friend or family member has had trouble finding child care in the past several years. That includes 37% of parents who say this applies to themselves.

#### *The benefits:*

- Seventy-eight percent (78%) say that **child care and early learning programs are a good investment of taxpayers' money** (including 40% who say it is a *very good investment*). Even 67% of those who say federal spending is too high believe child care to be a good investment.
- Eight in ten (82%) agree that their community would benefit from child care being more available and affordable. That includes 81% of residents of North Carolina's small towns and rural areas.
- Seventy-six percent (76%) agree that more available and affordable child care will help the economy recover from the pandemic by helping people get back to work.

**North Carolinians would be unhappy with their member of Congress if child care is not included in this legislation.** Seven in 10 voters (70%) say they would be disappointed (57%) or upset (14%) with their member of Congress if their member votes to approve legislation that excludes child care. Eight in ten Democrats (80%) feel this way, as do more than half (58%) of Republicans. Notably, 78% of swing voters say they, too, would be disappointed or upset.