

First Five Years Fund



Key findings from a statewide survey of 500 registered voters in North Carolina conducted August 17-19, 2014.



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METHODOLOGY

- Statewide survey of 500 registered voters in North Carolina conducted on both landlines and cell phones
- Interviewing completed August 17-19, 2014
- Overall margin of error of $\pm 4.38\%$
- Sample distributed proportionally throughout the state and is demographically representative of the electorate
- Bipartisan research team of Hart Research and Public Opinion Strategies

By a two-to-one margin, North Carolina residents favor funding needs such as education over fiscal restraint.

Making sure that there is sufficient funding for needs such as education

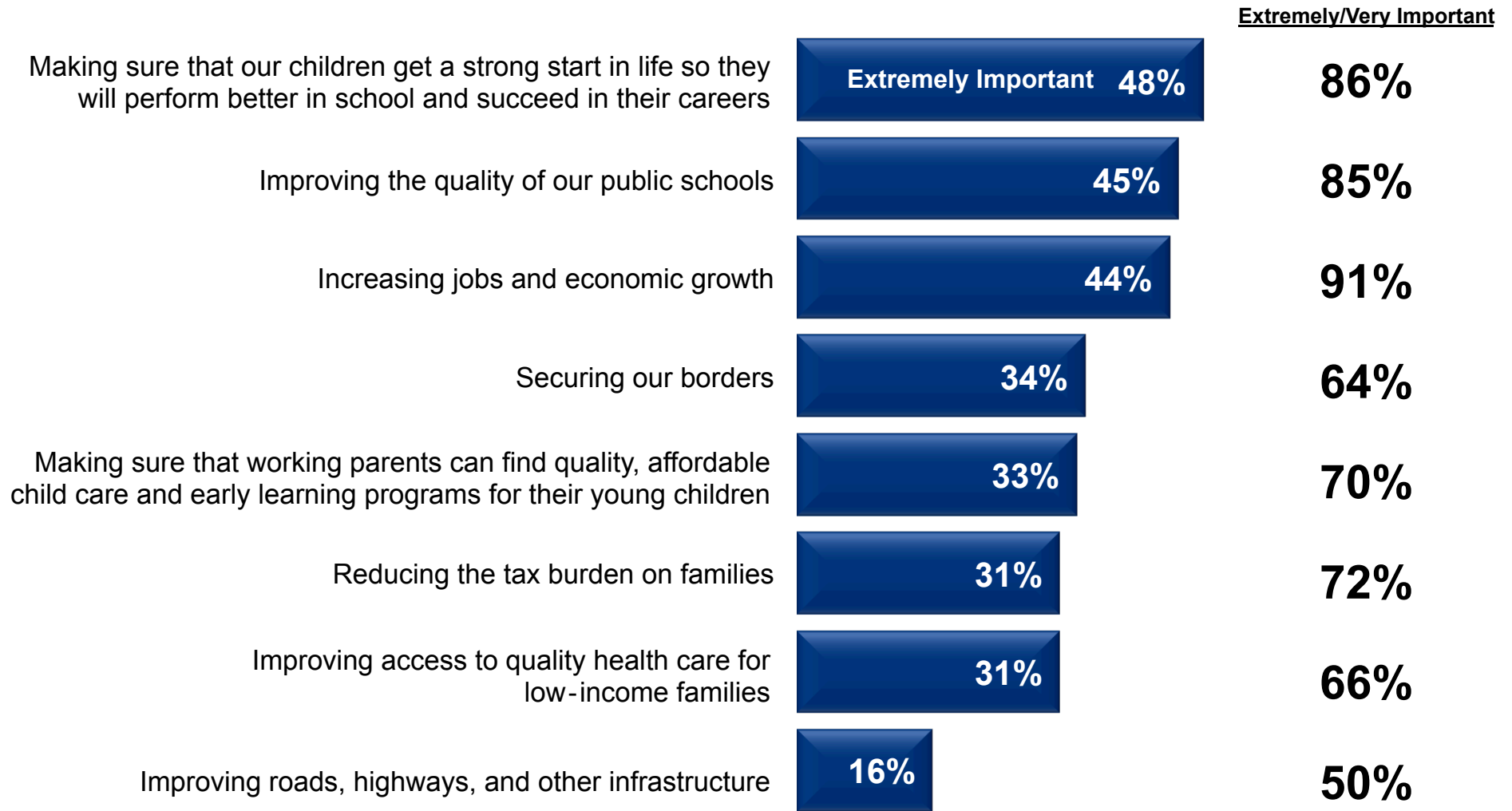
63%

Holding the line on taxes and spending

32%

Which of the following do you think is a greater priority right now – holding the line on taxes and spending, or making sure that there is sufficient funding for needs such as education?

More voters say that giving children a strong start in life is extremely important than any other issue – including jobs.

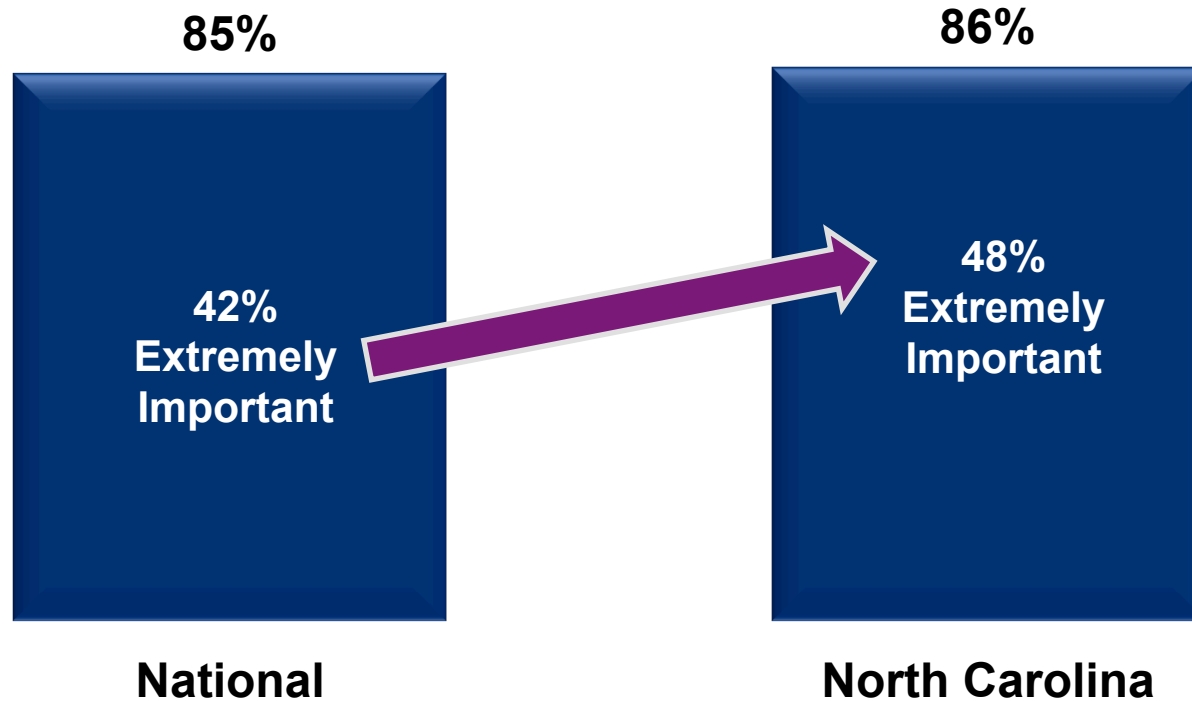


Now I'm going to read you some goals that people might have for our country right now, and I'd like you to rate how important you personally consider each goal to be – is it extremely important, very important, somewhat important or not that important to you.

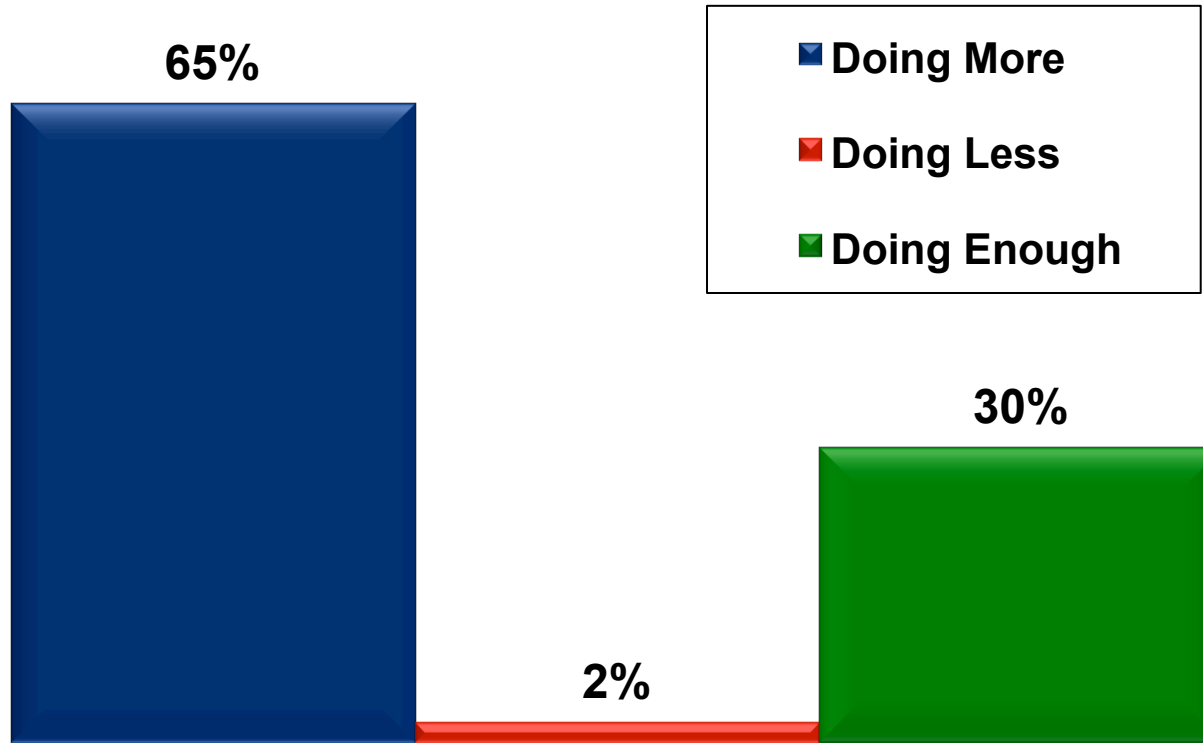
In fact, more North Carolina voters say this is extremely important than do Americans overall.

Making Sure that our Children Get a Strong Start in Life (Comparison)

■ **Extremely/Very Important**



Nearly two-thirds of North Carolina voters say we should be doing more to prepare children for kindergarten.



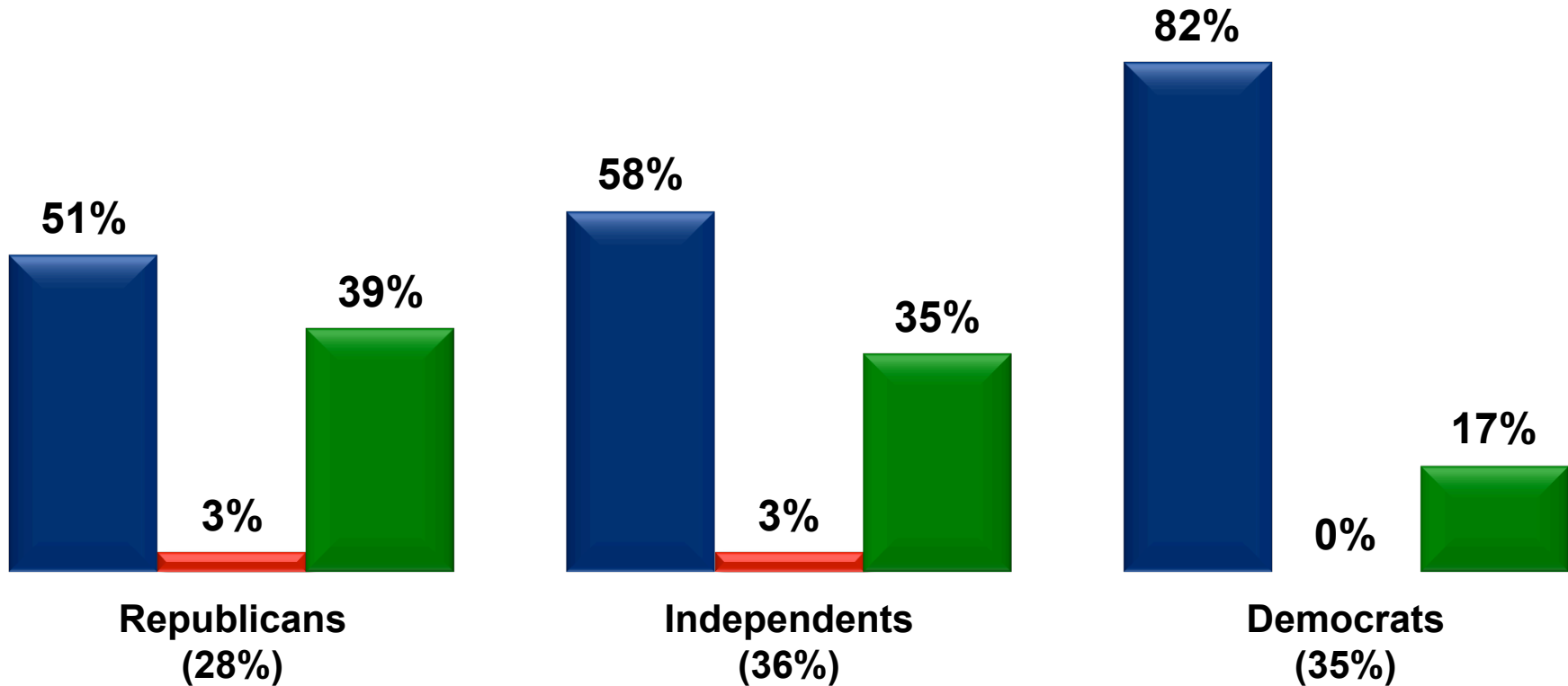
* Split Sampled (N=249)

*And when it comes to ensuring that children here in **North Carolina** begin kindergarten with the knowledge and skills they need to do their best in school, do you think we should be doing more, doing less, or are doing enough?*

Majorities of voters across the partisan spectrum say we should do more to get North Carolina children prepared.

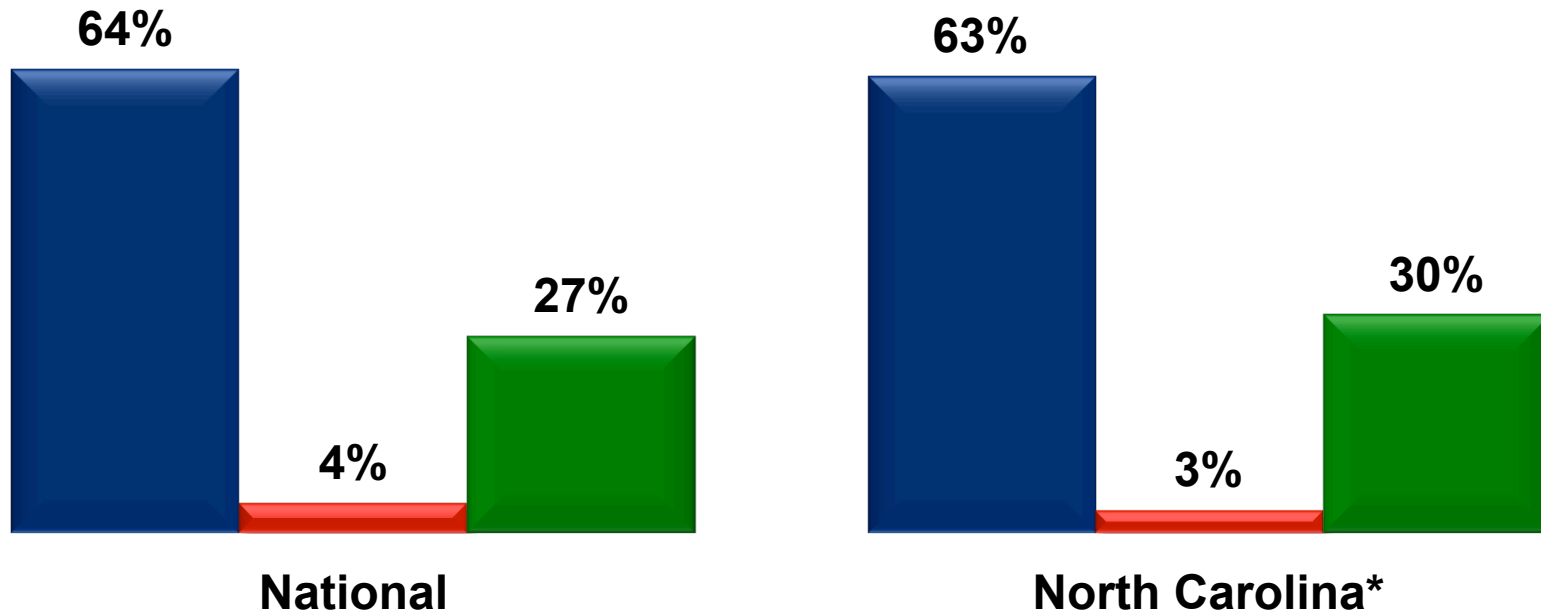
Start Kindergarten in N.C. with Skills/Knowledge To Succeed By Party

■ Doing More ■ Doing Less ■ Doing Enough



North Carolina voter sentiment tracks closely with those nationally when it comes to ensuring U.S. children start school prepared.

■ Doing More ■ Doing Less ■ Doing Enough



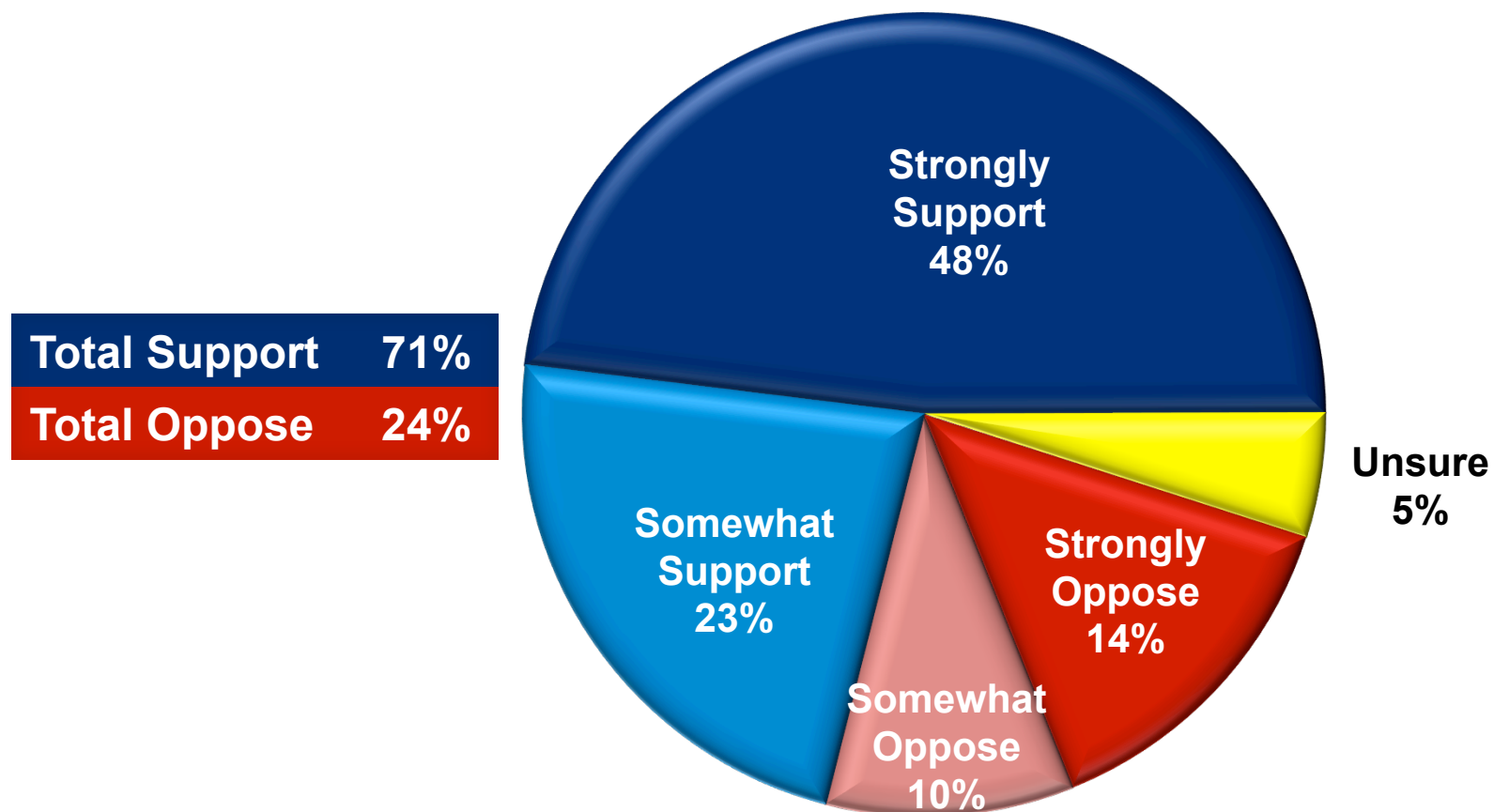
* Split Sampled (N=251)

*And when it comes to ensuring that children in the **United States** begin kindergarten with the knowledge and skills they need to do their best in school, do you think we should be doing more, doing less, or are doing enough?*

EARLY EDUCATION PROPOSAL

“Now, thinking about one potential national proposal -- Congress is considering a plan that would help states and local communities provide better early childhood education programs to parents of children from birth to five. It provides ten billion dollars per year for ten years in grants to states to provide all low and moderate income four year olds with voluntary access to high-quality preschool programs. It also makes available voluntary programs in high-quality early education and child care for infants and toddlers, as well as home visiting and parent education.”

Seven-in-ten North Carolina voters support this proposal. Nearly half strongly support it.

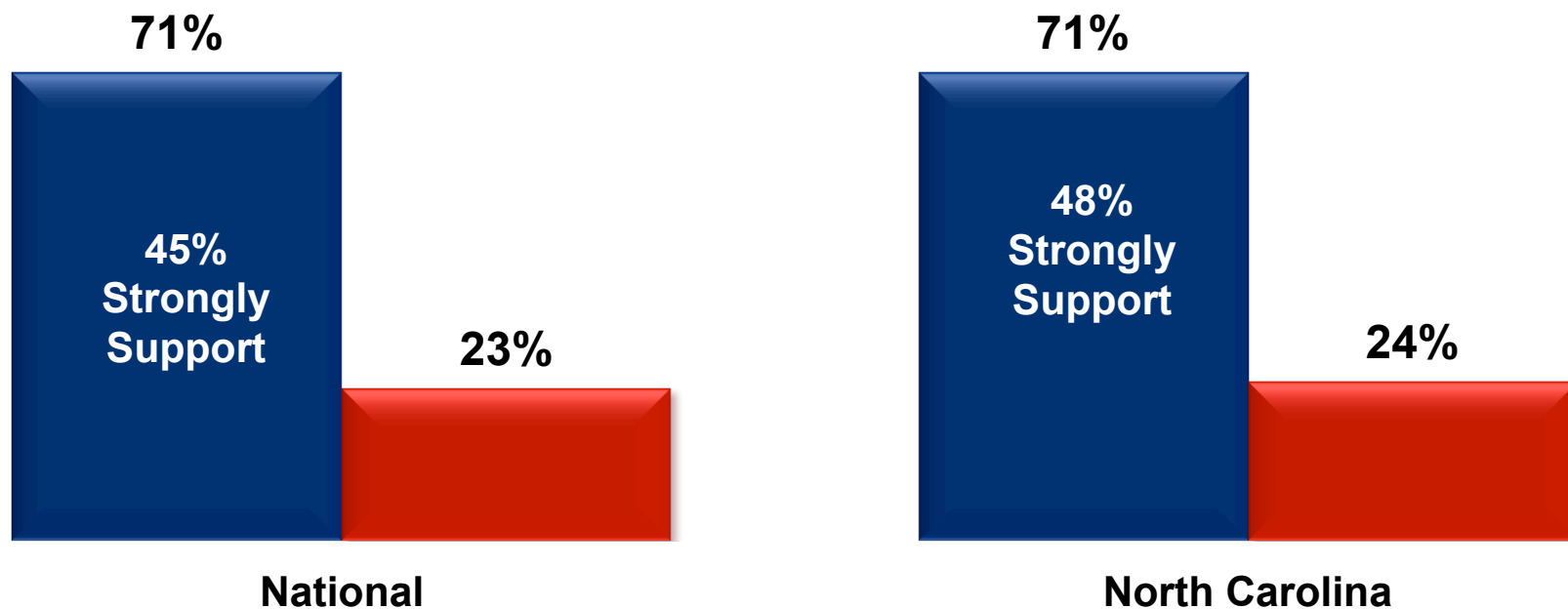


Would you support or oppose this plan to help states and local communities provide better early childhood education?

The intensity of support is slightly higher among North Carolina voters than nationally in support for this proposal.

Early Education Proposal Comparison

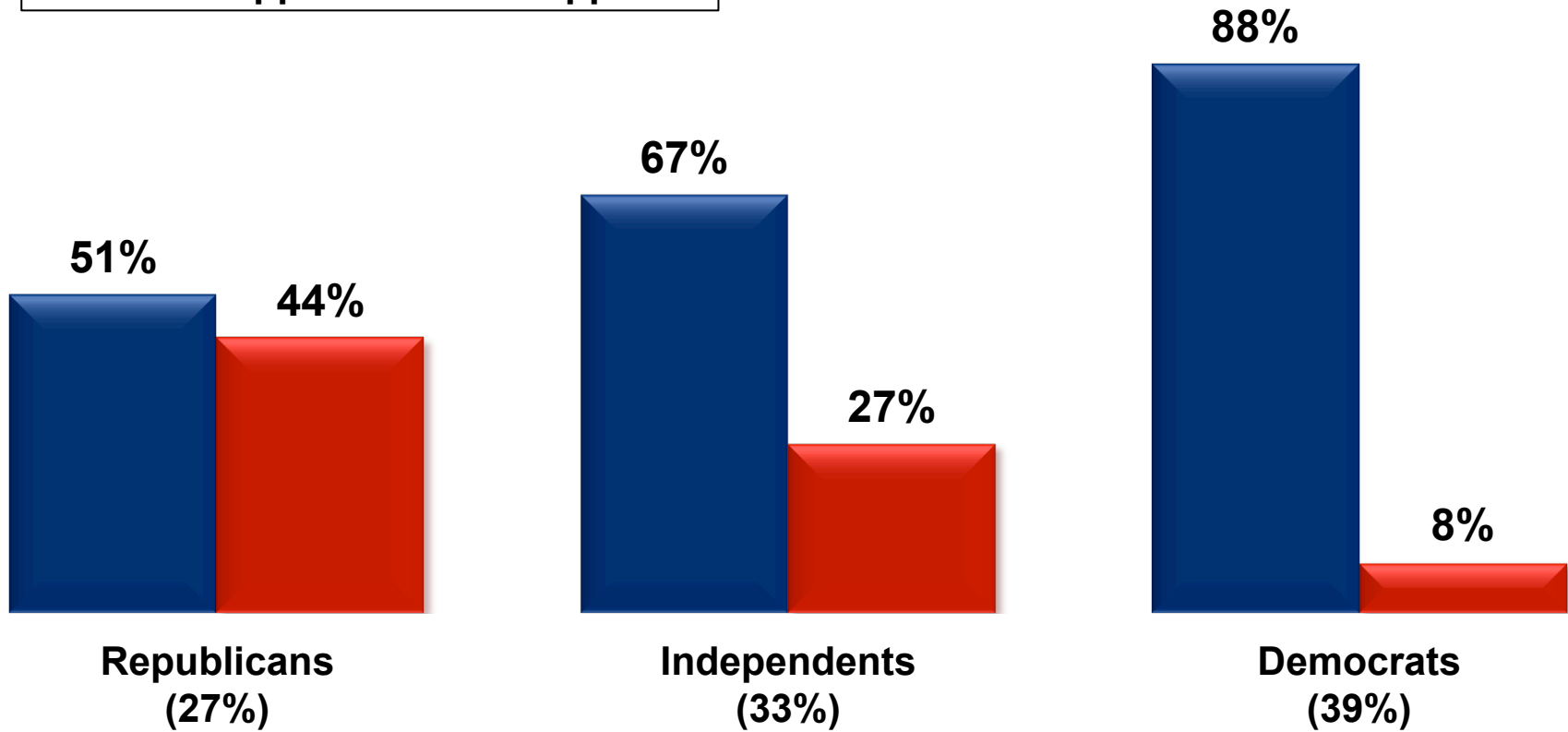
■ Total Support ■ Total Oppose



A majority of North Carolina voters across every political affiliation support this proposal.

Early Education Proposal By Party

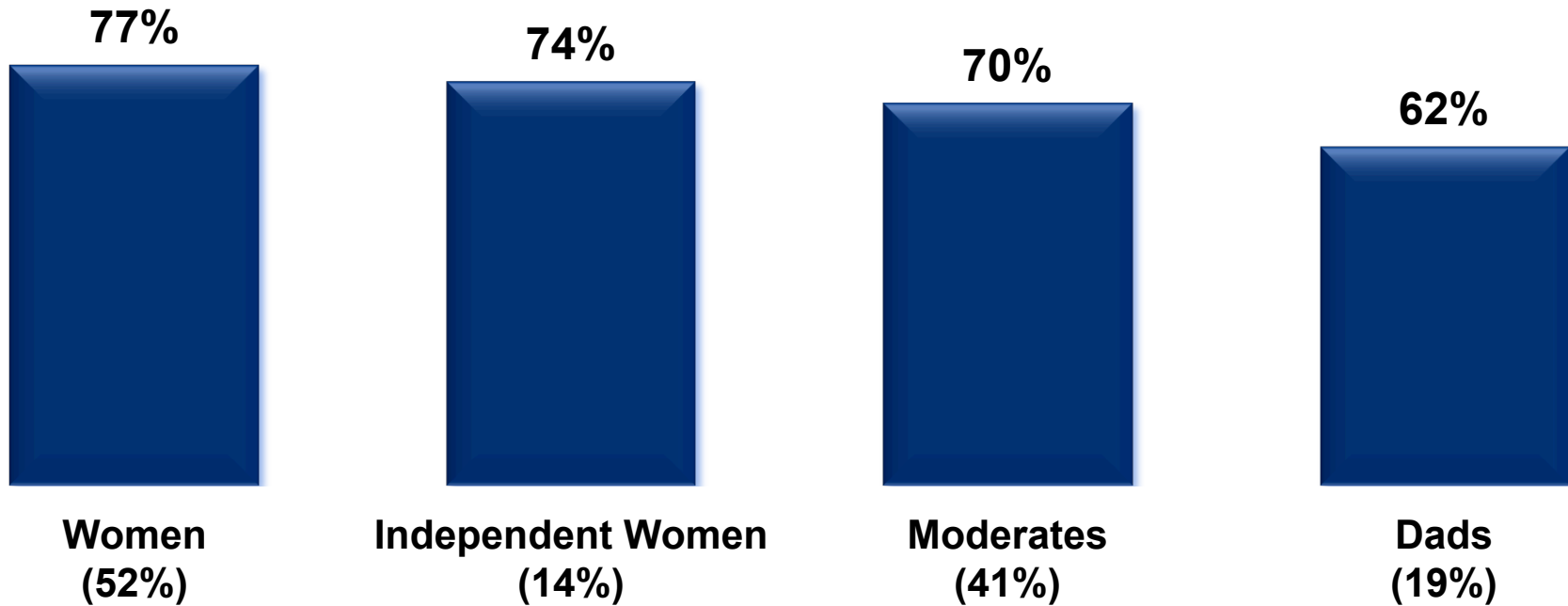
■ Total Support ■ Total Oppose



Key sub-groups of swing voters overwhelmingly support this proposal.

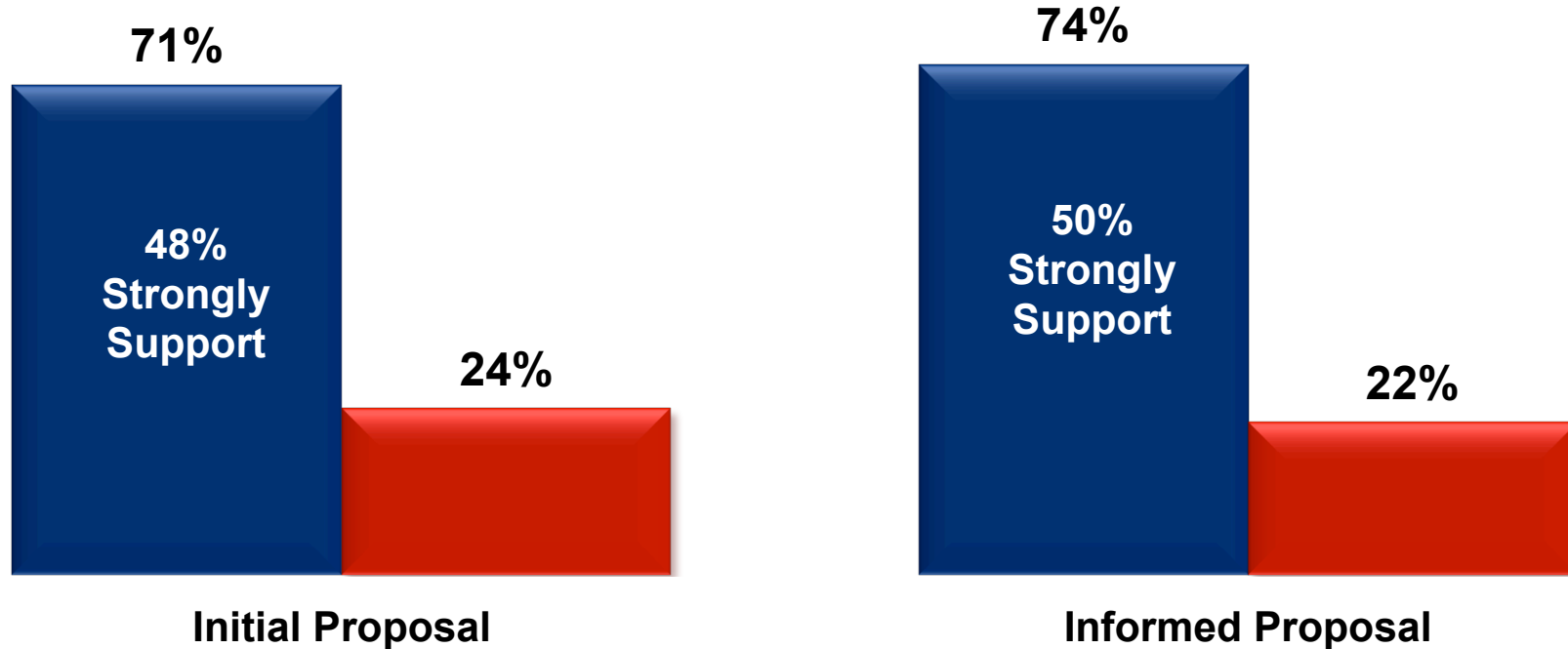
Early Education Ballot By Key Sub-groups

■ Total Support



Support increases after hearing it would increase the deficit short-term, but pay for itself in the long-term.

■ Total Support ■ Total Oppose



And if this plan increased the deficit in the short-term, but paid for itself in the long-term by improving children's education, health, and economic situations, so that less spending will be needed in these areas, would you support or oppose this plan to help states and local communities provide better early childhood education?

By greater than a two-to-one margin, voters want Congress to take action on this proposal, rather than hold off.

**Take action on this
proposal now**

65%

**Wait until later to
consider this proposal**

30%

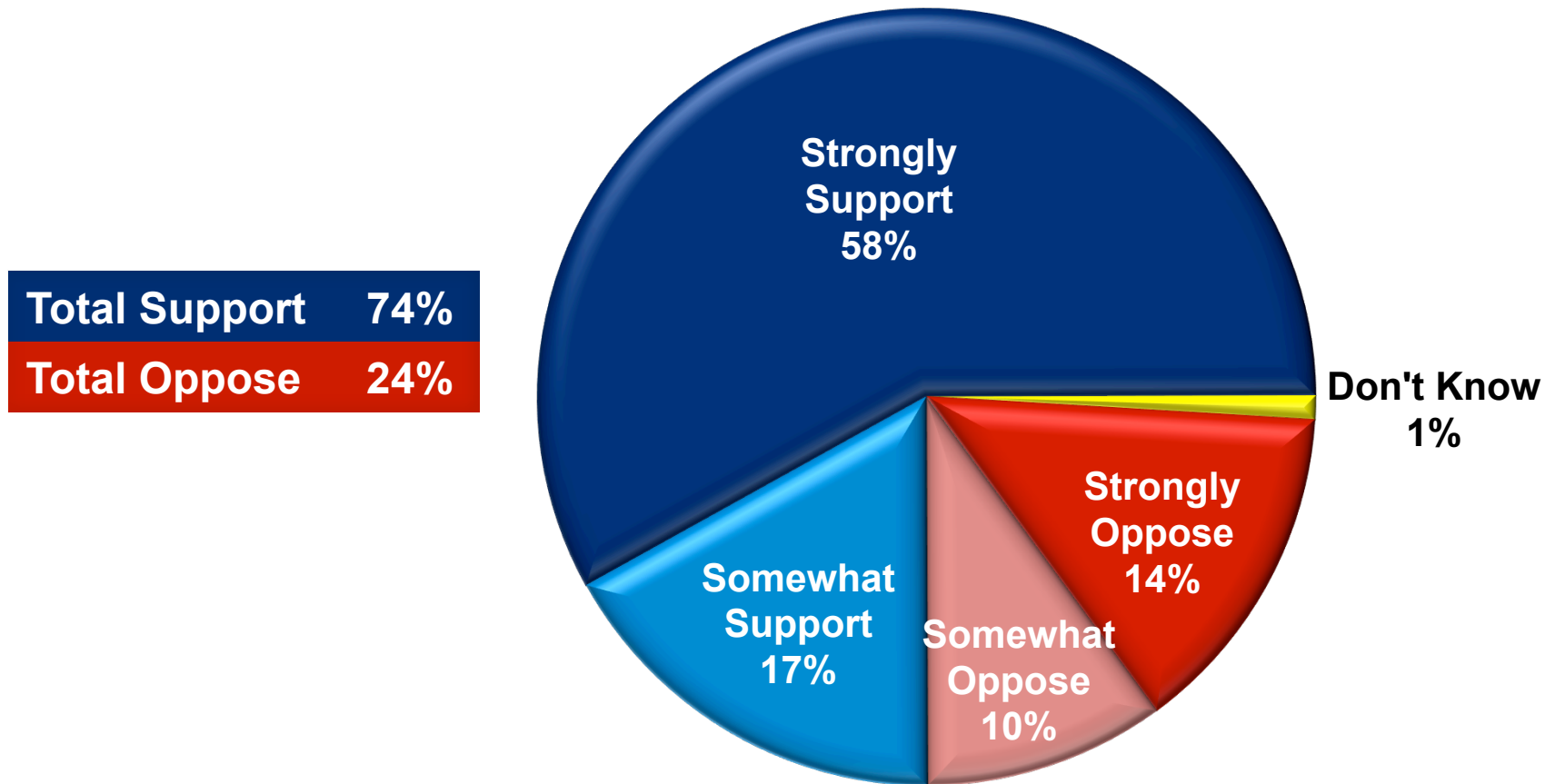
And would you prefer that Congress...

EXPAND PRE-K & SMART START

“As you may know, two of the programs that serve young children in North Carolina are NC Pre-K, a pre-kindergarten education program, and Smart Start, a local program that works with families, teachers, faith communities, doctors and educators to ensure healthy development and early learning for children birth to five. Currently, less than a quarter of North Carolina’s four year olds receive NC Pre-K, and Smart Start funding is inadequate to reach all the children that need it.

Would you support or oppose expanding access to NC Pre-K and Smart Start so that more children in the state can participate in them?”

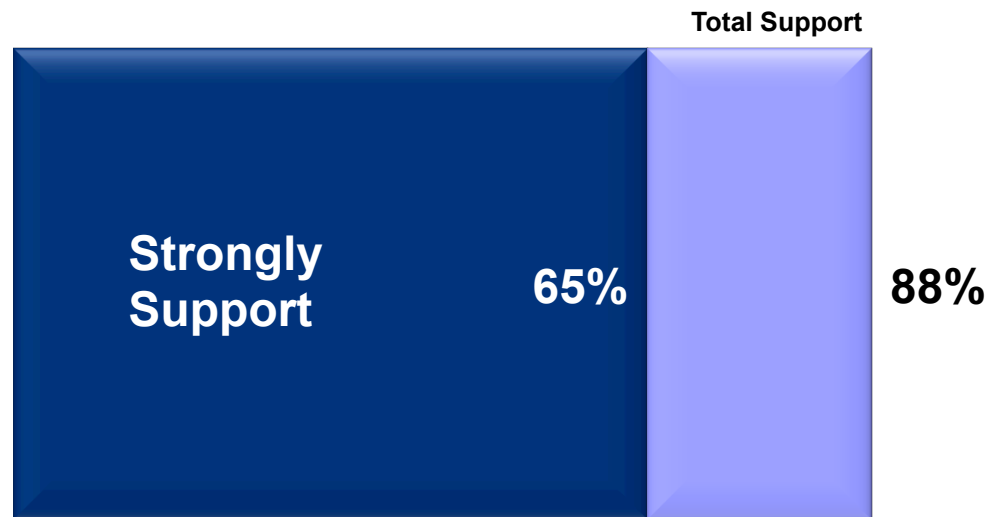
Three-quarters of state voters support expanding access to NC Pre-K and Smart Start, given this context.



Would you support or oppose expanding access to NC Pre-K and Smart Start so that more children in the state can participate in them?

There is even stronger support for investments in pre-school and early elementary teacher training.

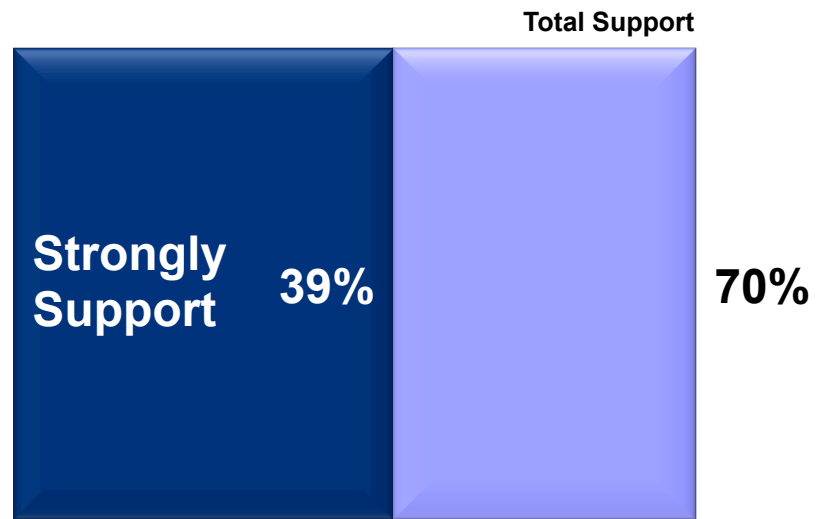
Investing in training and classroom resources so that all pre-school and early elementary school teachers are able to teach each child in a way that addresses their individual needs and ensures they have a strong start in reading and school.



Please tell me if you support or oppose each of the following...

Seven-in-ten support home visiting programs, too.

Providing voluntary home visiting and parent education programs that help parents support their child's early learning, health and emotional development.



Please tell me if you support or oppose each of the following...

All three proposals gain majority support among partisans.

Education Proposals By Party (% Support)

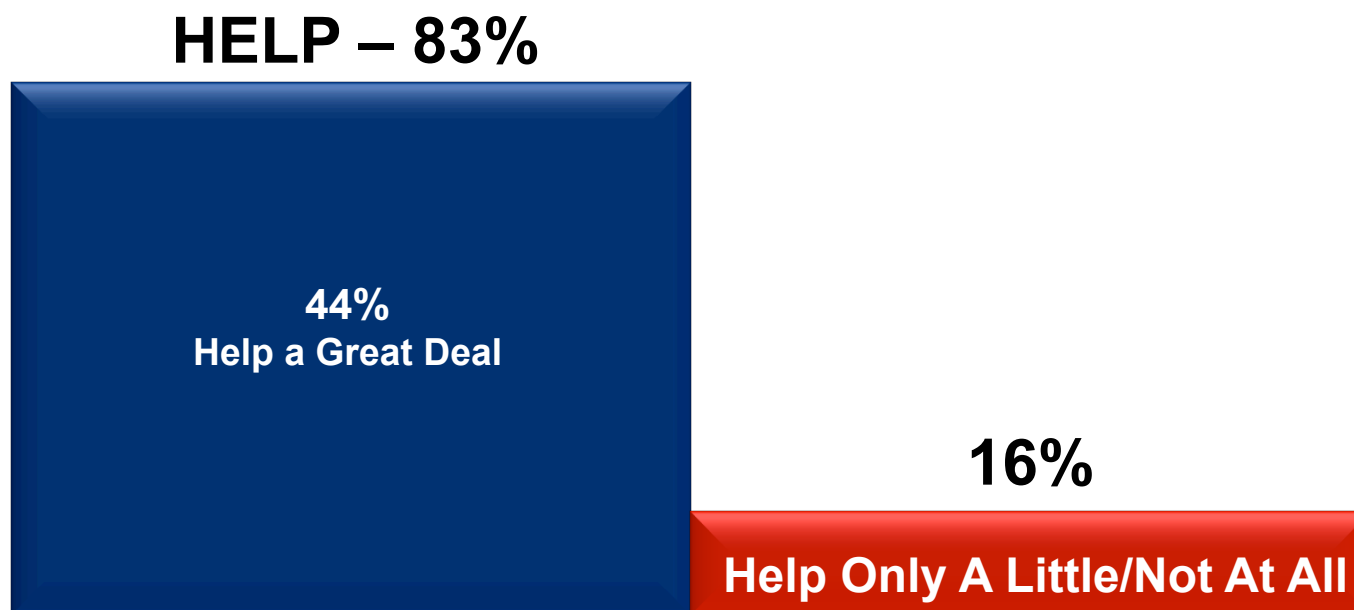
	GOP	IND	DEM
Teacher Training Proposal	81%	86%	94%
Expand NC Pre-K/Smart Start Proposal	50%	73%	92%
Home Visitation Proposal	54%	64%	86%

There is little distinction between parents and those without children at home.

Education Proposals By Parent Status (% Support)

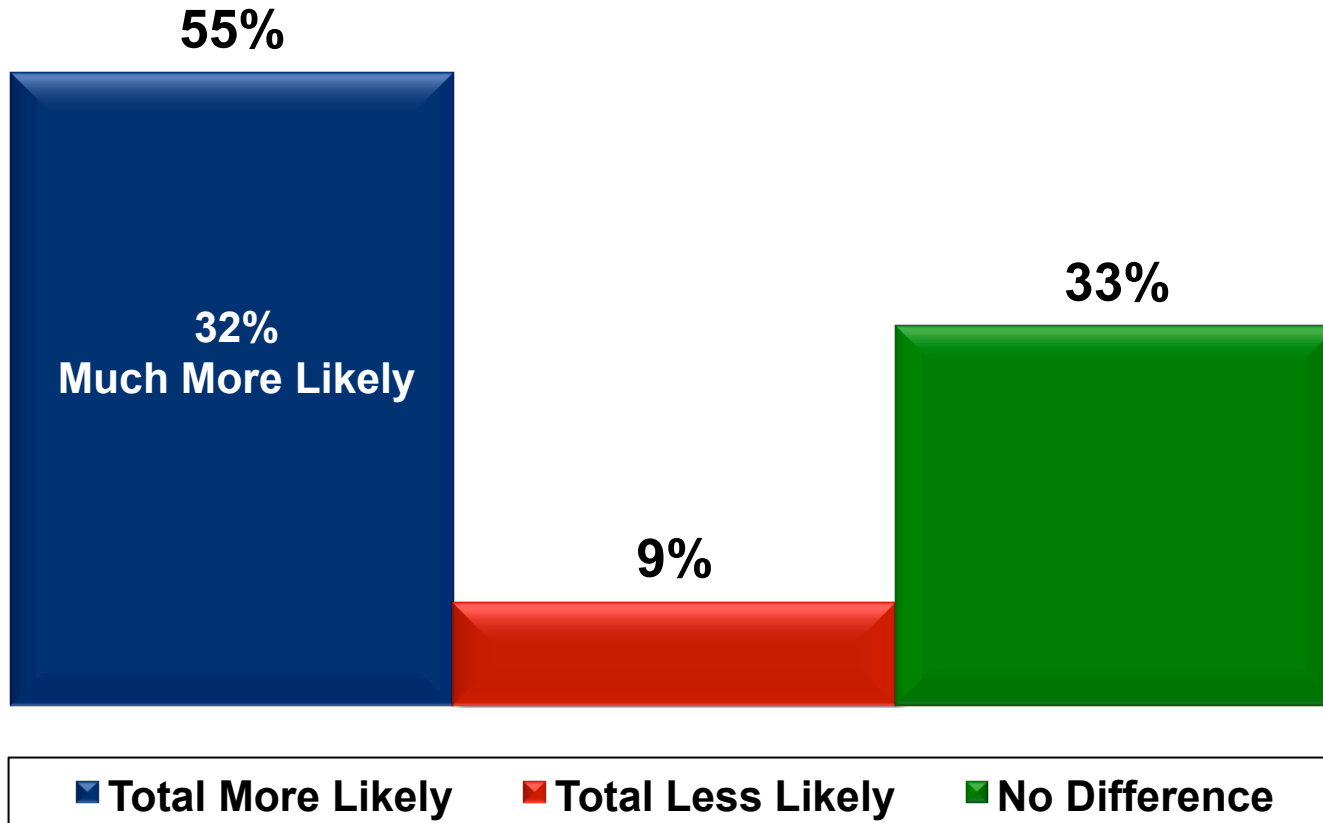
	Parent	Non-Parent
Teacher Training Proposal	90%	87%
Expand NC Pre-K/Smart Start Proposal	73%	75%
Home Visitation Proposal	68%	71%

More than four-in-five say early education investments would help North Carolina's economy.



And if North Carolina invested more in programs that have demonstrated to better prepare children for success in school and life, would this help North Carolina's economy...

Early childhood education is an effective issue in motivating voters to support political candidates.



If a candidate for elected office here in North Carolina supported investing in early childhood education, would you be more likely to vote for him or her, less likely to vote for him or her, or would that not make a difference in your vote one way or the other?

Key sub-groups of swing voters, especially mothers, would be more likely to vote for a candidate who supports early childhood education.

Candidates in Favor of Early Education By Key Groups

	More Likely	Less Likely	No Difference
Moms	73%	5%	19%
Moderates	57%	6%	33%
Independents	53%	10%	35%

THE BOTTOM LINE

- North Carolina voters of all political persuasions say preparing children for school and life is a top priority for the state and nation, second only to the economy.
- State voters want action at both the national and state level to do more to ensure our children are prepared for kindergarten. They want Congress to act now on the Strong Start for Children proposal.
- An overwhelming majority want the state to expand NC Pre-K and Smart Start, invest more in pre-school and early elementary teacher training, and provide voluntary home visiting programs.
- 83% say early education investments would help North Carolina's economy.
- Early childhood education is an effective issue in motivating voters to support a candidate for elected office.

THANK YOU

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9/22



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