



Save the Children
Action Network™



NEW HAMPSHIRE VOTERS CARE ABOUT EARLY CHILDHOOD EDUCATION

.....Inside:

An in-depth report proves investing in high-quality early childhood education is a top priority for New Hampshire voters.



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Current legislators and candidates looking for issues with broad appeal that can meaningfully improve the lives of their constituents should embrace New Hampshire-specific policies that invest in our youngest learners and early intervention programs.

Our bipartisan polling team of TargetPoint Consulting, led by Michael Meyers, and Greenberg Quinlan Rosner Research, led by David Walker, was commissioned by Save the Children Action Network to conduct survey research among New Hampshire general election voters to gauge their opinions about early childhood education and early intervention policies. In addition to general election voters, we also conducted interviews with both Democratic and Republican primary voters.

Education is a leading priority among all voters, especially Independent and Democratic voters. Voters of all partisan stripes understand the critical importance of years zero through five in a child's development and believe public education should start with preschool and be offered to all 4-year-olds.

Seven out of 10 voters in New Hampshire believe improving our education system, including preschool, K-12, and higher education, should be a top priority.

As important as these results are, two discrete findings really stand out. First, voters are willing to put their money where their mouths are, which is to say, voters support additional investments in early childhood education, even when told it means a slight increase in taxes. Second, when voters are told in state-specific detail about the current inadequate financial support for early childhood education and assistance, they respond with real political urgency.

Huge numbers of Democrats, Republicans, and Independents describe themselves as more likely to support a candidate who advocates for investing in early childhood education and child care. Candidates would be wise to listen to these voters.

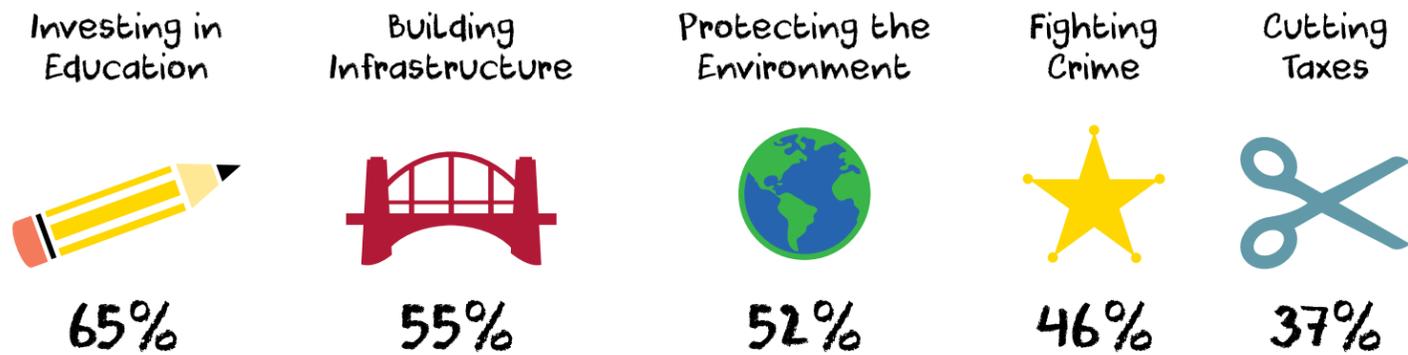
David Walker is a Vice President at Greenberg Quinlan Rosner, and 2018 marks his 30th year conducting public opinion research. He has worked on campaigns at every level of government, from national elections to local sheriff. He and his firm have extensive experience working on education and early childhood education issues, including work with the National Education Association, Education Minnesota, Colorado Education Association, Achieve, and D.C. Public Schools.

Michael Meyers is President and partner at TargetPoint Consulting. His two decades of experience bring a deep understanding of the views held by the national electorate. His past clients include the presidential campaigns of President Bush, Senator McCain, and Governor Romney. Numerous clients have benefited from his insights as a public opinion researcher, including the Michigan legislature, local ballot initiatives, and presidential campaigns.

NEW HAMPSHIRE VOTER ATTITUDES ON EARLY CHILDHOOD EDUCATION

Education, Including Preschool, Is a Leading Issue

Voters rank improving New Hampshire's education system—including preschool—as an “extremely or very high priority,” EVEN when compared to other popular issues.



Top Policy Issue: Child Care Quality

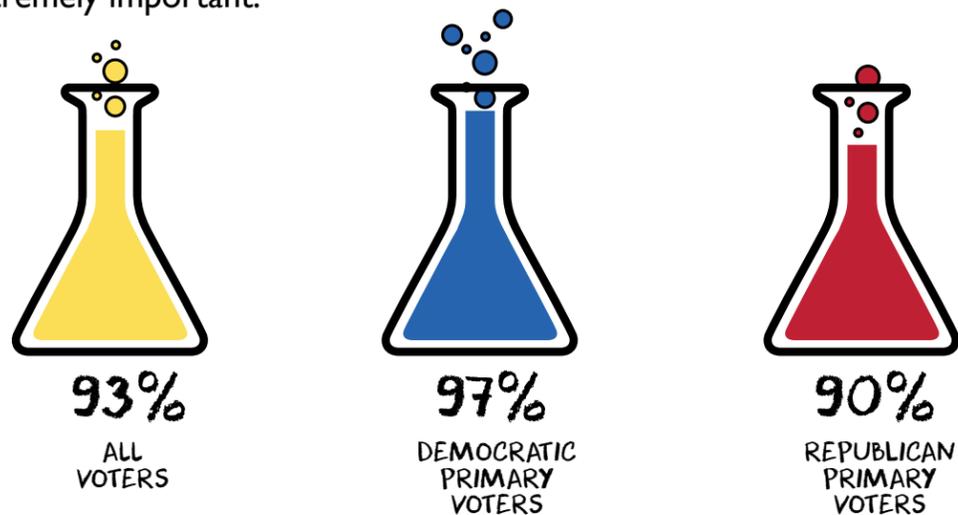


An overwhelming majority of voters are more likely to vote for a candidate who said this about child care: "Parents have a right to know the child care they use provides a safe, quality environment for their children. Only 8% of childcare programs in our state are nationally accredited, and access to information about the quality of facilities is extremely limited. I want to implement a new system that provides parents with quality ratings of centers and encourages centers in our state to improve the quality of child care they offer."



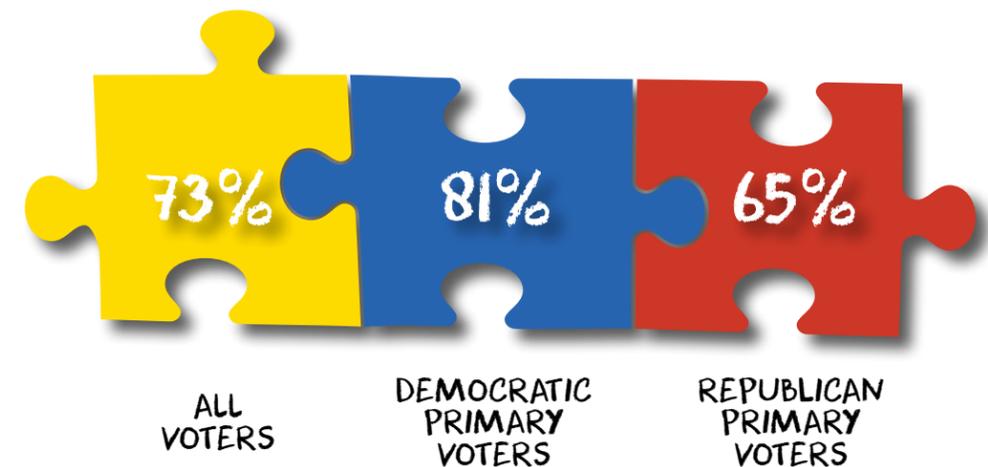
Voters Agree: The Early Years Are Important

Voters recognize the vital role education can play in the early years of development, saying ages 0 to 5 are important, with a majority of voters recognizing that these years are “extremely important.”



Childcare Reform: A Bipartisan Issue

There is strong bipartisan agreement on changing childcare assistance. Majorities of both parties agree they'd be more likely to vote for a candidate who would change how state-funded childcare assistance works and end the strict income cutoff to benefits.



MESSAGE GUIDANCE FOR CANDIDATES ON EARLY CHILDHOOD EDUCATION

The six statements below are powerful messages that resonate with New Hampshire voters to support new investments in early childhood education. At least 66 percent of voters say these statements are convincing arguments in favor of early childhood care and education.

Below are the top three messages, ranked in order of most powerful for each target audience of voters, color coded to correspond with the message chart on page 6.



	INDEPENDENTS	REPUBLICANS	DEMOCRATS	WOMEN	SENIORS	MILLENNIALS
	2 nd	1 st				
		3 rd	1 st	3 rd		2 nd
	3 rd		2 nd		1 st	3 rd
	1 st			1 st	2 nd	1 st
		2 nd	3 rd	2 nd	3 rd	



POLICY THAT ADVANCES HIGH-QUALITY EARLY CHILDHOOD EDUCATION

SUMMARY: PRESCHOOL SHOULD BE UNIVERSALLY ACCESSIBLE

Fifty-one percent of New Hampshire voters believe public education should start at pre-K and be offered to all 4-year-olds. Only 9 percent say it should be offered to low-income kids, and just 36 percent think it should not be part of public schools. While Republicans are more divided, large majorities of Democrats and Independents want preschool.

The following are policy proposals, which New Hampshire voters overwhelmingly support, to expand preschool and invest in early childhood education, ranked in order of popularity. The total percentage is the sum of voters who are "much more likely" or "somewhat more likely" to vote for a candidate who advocates for these policies during his or her campaign.

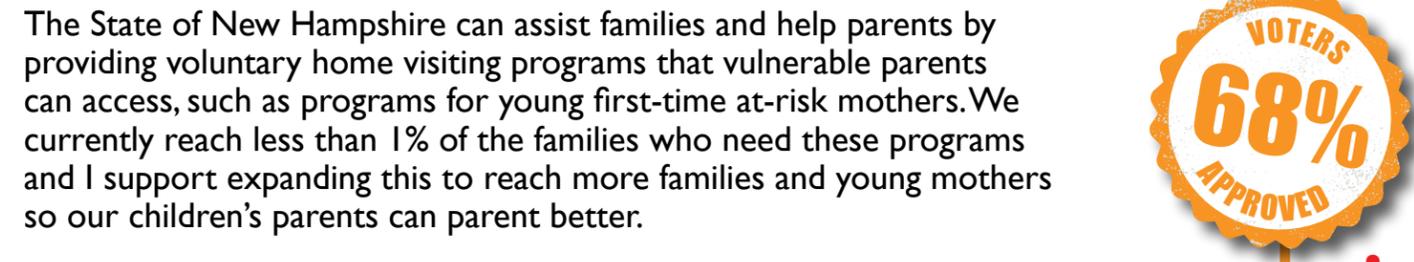


In New Hampshire it should pay to work hard. I support changing the way childcare assistance works so that we can end the cycle of poverty. Families that reach a certain income level get cut off from any childcare assistance. Instead of a strict cutoff, I believe we should gradually lower the amount of assistance families get, so that they still have help with childcare costs, enabling them to get out of poverty and move into the middle class.

Parents have a right to know the child care they use provides a safe, quality environment for their children. Only 8% of childcare programs in our state are nationally accredited, and access to information about the quality of facilities is extremely limited. I want to implement a new system that provides parents with quality ratings of centers and encourages centers in our state to improve the quality of child care they offer.



New Hampshire is one of the few states that has no funding allocated for preschool programs — not even for low-income children. That means over 19 thousand low-income kids who could benefit most from high-quality early education have no access to pre-kindergarten. I want to expand funding so at least the lowest-income 4-year-olds who want to attend preschool have access in our state, and help ensure more kids have an equal opportunity to succeed.



The State of New Hampshire can assist families and help parents by providing voluntary home visiting programs that vulnerable parents can access, such as programs for young first-time at-risk mothers. We currently reach less than 1% of the families who need these programs and I support expanding this to reach more families and young mothers so our children's parents can parent better.



Currently, New Hampshire is only funding 80% of full-day Kindergarten through the state, with the potential for the other 20% of funding to come from the Keno Lottery. If Keno doesn't perform well, that means we are under-funding the first point of learning for New Hampshire children. I want to expand our investment in Kindergarten beyond Keno so our Kindergarten programs are fully funded.

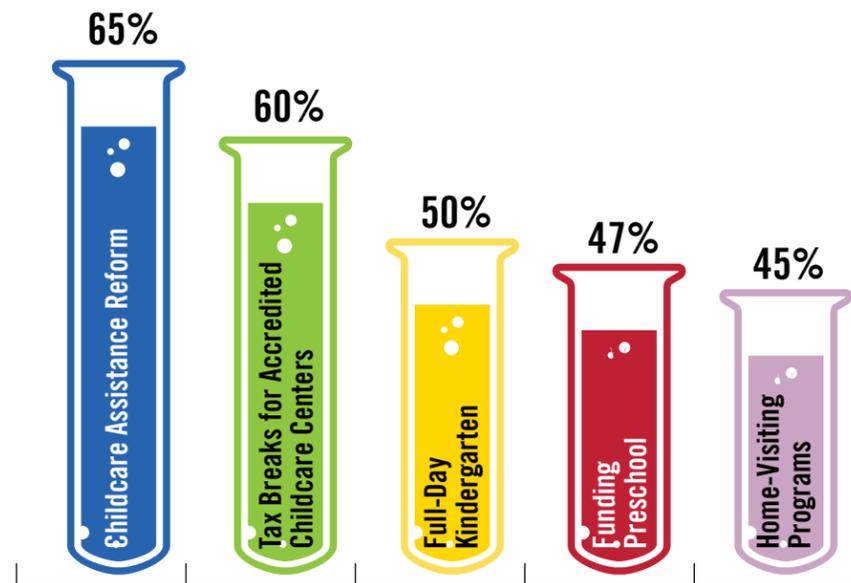
DID YOU KNOW?

Voters Want Investments in Early Education, Even if It Means a Slight Tax Increase

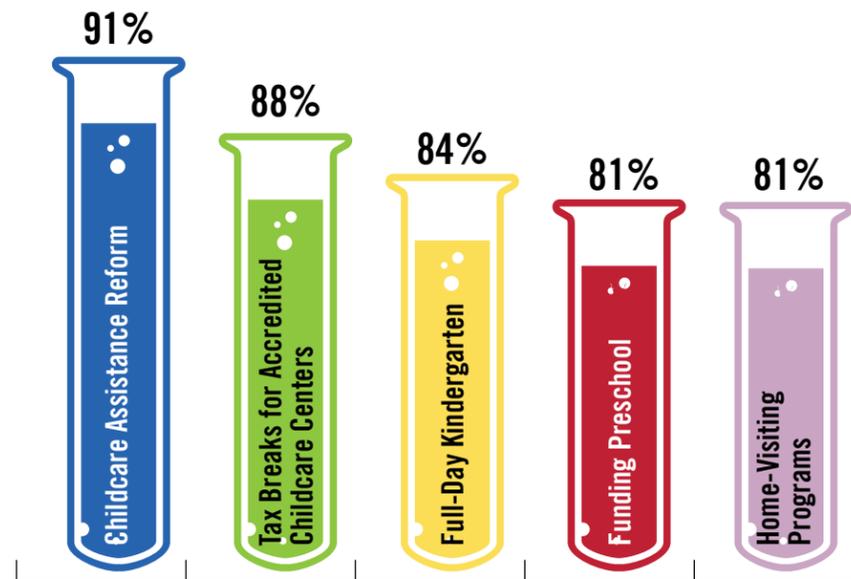
Fifty-eight percent of voters said they would support a candidate that came out in FAVOR of investing in high-quality early childhood education programs and child care, even if it meant a slight tax increase. Among the 58 percent, Republican primary voters are more likely to support this policy by 26 percent, and Democratic primary voters support it by 82 percent.



POLICY PROPOSALS BY PARTY



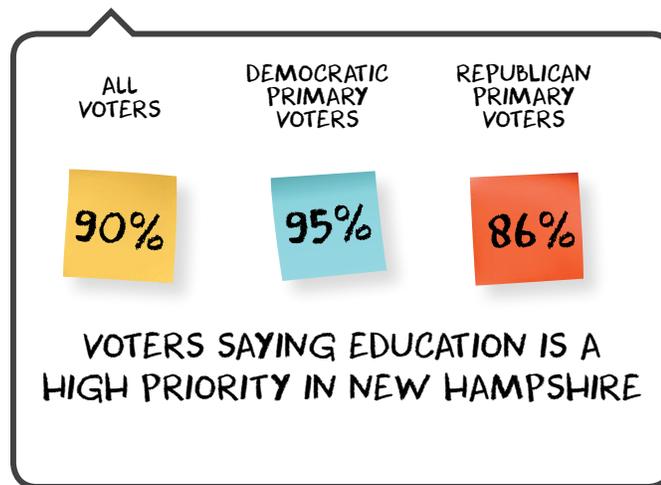
REPUBLICAN PRIMARY VOTERS



DEMOCRATIC PRIMARY VOTERS

Save the Children Action Network supports efforts to invest in children from the beginning. By investing in early childhood education, we ensure a strong start for our children and a better future for us all.

INSIDE: Education and early childhood education is a top priority for New Hampshire voters across partisan lines.



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