

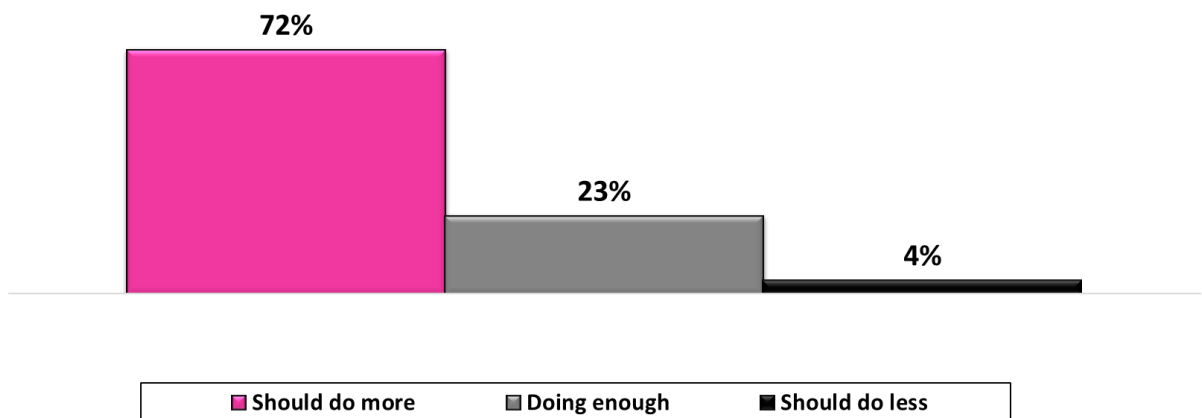
## MEMORANDUM

**TO:** Interested Parties  
**FROM:** Lori Weigel & Karoline McGrail / New Bridge Strategy  
Jay Campbell / Hart Research  
**DATE:** January 8, 2025  
**RE:** Statewide Survey Shows Voters Support Continued State Funding for Child Care

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A recent survey of 500 registered voters throughout New Hampshire conducted by the bipartisan research team of New Bridge Strategy (R) and Hart Research (D)<sup>1</sup> demonstrates that more than **eight-in-ten support continued state funding for child care**. The survey – conducted on behalf of Save the Children Action Network – also found that voters see this funding as a “good investment” of taxpayer money and perceive a number of benefits from ensuring more families who need it can access quality, affordable child care and pre-school. Specifically, the survey found that:

- **Nearly three-in-four voters say the state of New Hampshire should do more to support working families through improving their ability to find quality, affordable child care and pre-school.** As the following chart illustrates, the vast majority of voters say the state should be doing more on this front.



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<sup>1</sup> The bipartisan research team of New Bridge Strategy and Hart Research conducted a statewide survey among N=500 registered voters throughout New Hampshire via live telephone (both cell phone and landlines) and online interviews. Interviews were conducted December 11-15, 2024, and were distributed proportionally throughout the state. Quotas were also set for key demographic sub-groups, such as gender and age. The margin of error for the overall statewide sample is  $\pm 4.38\%$  and will vary for sub-groups.

*Thank you to the Couch Family Foundation for their support of this research.*

The view that the state should be doing more to support working families through improving their ability to find quality, affordable child care and pre-school is evident among a majority of voters across party lines and with all major sub-groups, including:

	% Should do more
Parents/caregivers	71%
Voters without children under 18 at home	73%
Women	78%
Men	67%
Working voters	73%
Retired voters	72%
Republicans	52%
Independents	72%
Democrats	94%
Northern voters	76%
Southern voters	71%
Urban/suburban voters	74%
Small town voters	71%
Rural voters	72%

- **More specifically, overwhelming majorities of New Hampshire voters support the State Legislature continuing to fund child care and providing preschool programs.** Respondents reacted to three different proposals regarding continued funding:

*Maintain the current level of funding of \$45.5 million<sup>2</sup> every two years for the Child Care Scholarship Program, which makes child care more accessible to families with low and moderate incomes so parents or caregivers can work, attend school, or look for a job*  
**87 percent support (48 percent strongly support); 13 percent oppose**

*Continue to fund the scholarship fund that helps child care and preschool teachers pay for care for their own children so they can stay in the child care workforce*  
**88 percent support (51 percent strongly support); 12 percent oppose**

*Last year, New Hampshire dedicated \$15 million to help attract and retain child care and pre-school teachers so that more working families have child care. Would you say the State should continue or stop this funding next year?*  
**82 percent continue funding (58 percent definitely continue); 17 percent stop funding**

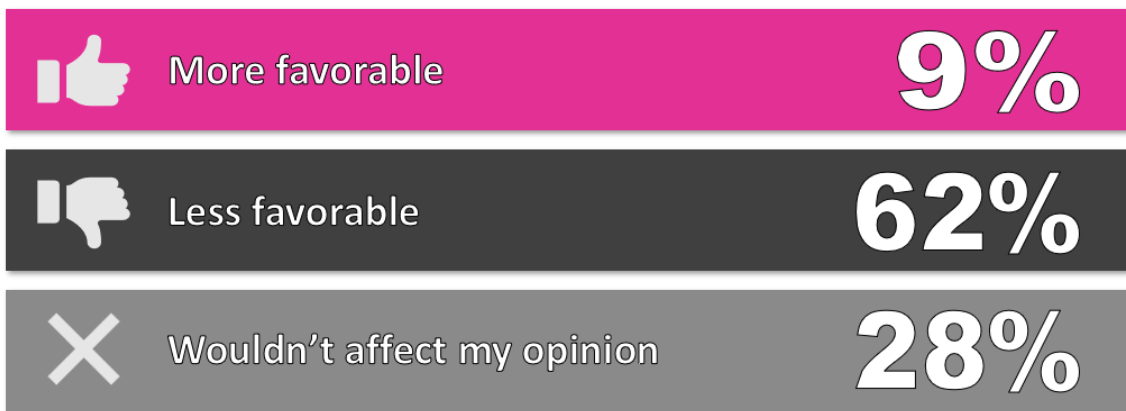
Support for all three proposals extends to all demographic sub-groups and across party lines. Among the critical sub-group of Undeclared voters, support stands at 90 percent for Child Care Scholarships and helping teachers cover care for their own children and 86 percent which say that the \$15 million to attract and retain child care and pre-school teachers should continue. Notably, there is almost no

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<sup>2</sup> In 2023, the legislature invested \$45.5 million in both federal and state funds to fund critical changes in NH’s Childcare Scholarship Program. As of publication, the 2025 funding request for this program has not yet been released.

distinction in support levels between those who have children at home and those who do not have children in their home.

- **New Hampshire voters hold the nearly universal view that funding for the child care and preschool system as a good investment of taxpayer money.** Fully 86 percent say that “that investing in New Hampshire’s child care and preschool system is a good investment,” while only 14 percent view it as a bad investment. In fact, 58 percent characterize this as a “very good investment.”
- **By nearly a seven-to-one margin, voters say they would have a less favorable impression rather than a more favorable impression of their State Legislator if he or she voted to cut state funding for child care and preschool.** More than three-in-five voters say that they would have a less favorable impression of their legislator given this vote, while a mere 9 percent would hold them in a more positive light. Across every partisan group and key demographic, New Hampshire voters would take a more negative view of a legislator who cuts this funding.



- **Voters recognize the importance of access to quality, affordable child care and preschool programs for parents, for children and for the broader New Hampshire economy.** More than seven-in-ten voters characterize each of the following as being “essential” or “very important” (on a scale of essential, very important, somewhat important, not that important or not important at all).

	Essential	Essential/Very Important
<i>Ranked by % Total Essential/Very Important</i>		
Parents of young children being able to provide for their families**	56%	82%
Children’s educational development	51%	78%
Children’s social development	46%	77%
Parents of young children being able to work*	41%	77%
Providing a strong start to the children who will be New Hampshire’s future workers	47%	76%
The New Hampshire economy	37%	74%
Employers being able to find enough workers	36%	71%