



SCAN New Hampshire Survey Key Findings

December 2024



Methodology

The bipartisan research team of New Bridge Strategy (R) and Hart Research (D) conducted a survey among N=500 New Hampshire voters from December 11-15, 2024.

Interviews were conducted via live telephone interviews (both cell phones and landlines) and online via text-to-web. Interviews were distributed proportionally throughout the State. Quotas were set for key demographic sub-groups, such as gender and age.

The margin of error is $\pm 4.38\%$ for the overall sample. The margin of error will vary for sub-groups.

Key Demographics



Gender

<i>Male</i>	48%
<i>Female</i>	52%



Region

<i>North</i>	18%
<i>South</i>	82%



Age

<i>18-34</i>	16%
<i>35-44</i>	19%
<i>45-54</i>	16%
<i>55-64</i>	21%
<i>65+</i>	28%



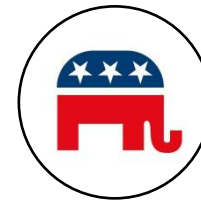
Education

<i>High school or less</i>	25%
<i>Some college</i>	31%
<i>College grad</i>	28%
<i>Post grad</i>	16%



Parent Status

<i>Parents of kids under 18</i>	26%
<i>Not parents of young kids</i>	73%



Party

<i>Republican</i>	33%
<i>Undeclared</i>	35%
<i>Democrat</i>	32%



Perceptions of Child Care in New Hampshire



A majority of voters view the cost of child care as an extremely or very serious issue, on par with the cost of food and groceries.

Ranked by % Total Extremely/Very Serious

	Extremely Serious	Ext/Very Serious
The cost of food and groceries	35%	71%
The cost of child care and preschool that working families have to pay	34%	70%
Lack of quality child care and preschool for working families who need it	26%	58%
Lack of good-paying jobs	18%	44%

Now, thinking about some issues related to families with children from birth to age five, how much of an issue do you think each one of the following is in your area? Is it extremely serious, very serious, somewhat serious, not really serious or not an issue in New Hampshire?

Voters without children are just as concerned about the cost of child care as are parents.

Showing % Total Extremely/Very Serious

	Parents	Non-Parents
The cost of food and groceries	72%	71%
The cost of child care and preschool that working families have to pay	70%	70%
Lack of quality child care and preschool for working families who need it	55%	59%
Lack of good-paying jobs	45%	44%

Now, thinking about some issues related to families with children from birth to age five, how much of an issue do you think each one of the following is in your area? Is it extremely serious, very serious, somewhat serious, not really serious or not an issue in New Hampshire?

New Hampshire voters believe that quality, affordable child care benefits parents, children and the economy.

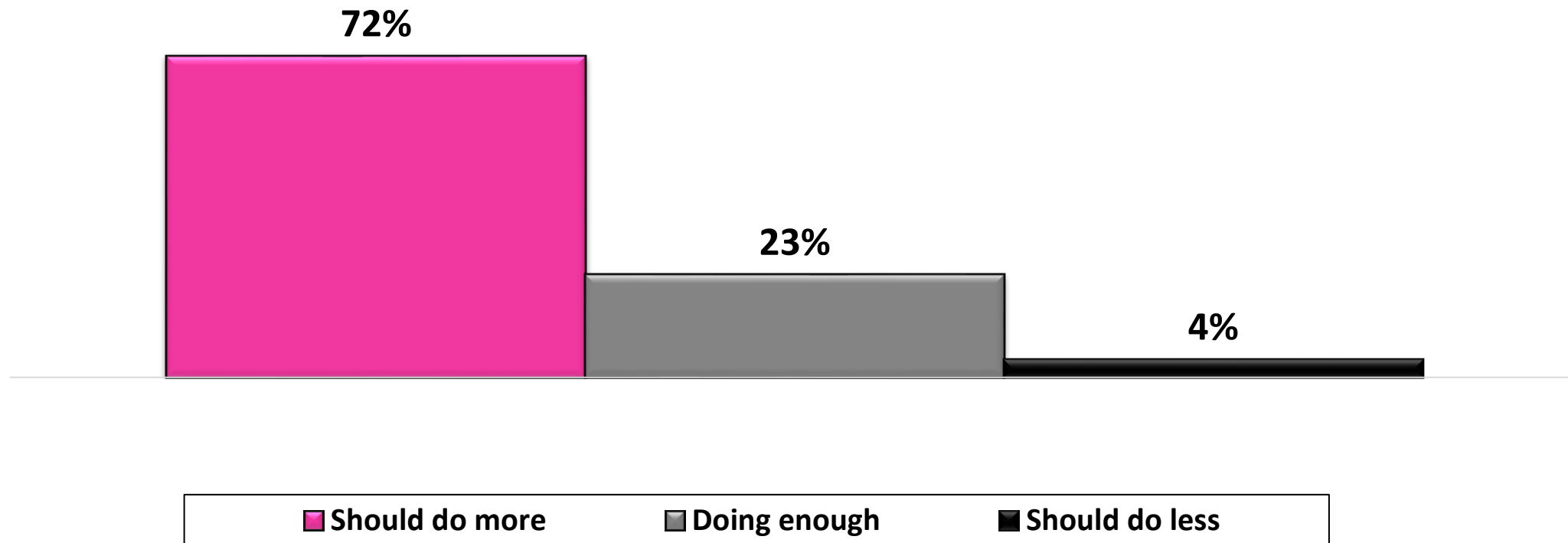
Ranked by % Total Essential/Very Important

	Essential	Essential/Very Important
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%

Moving on, how important do you think that having enough high quality and affordable child care and preschool programs is for each of the following? Is it essential, very important, somewhat important, not that important or not important at all?

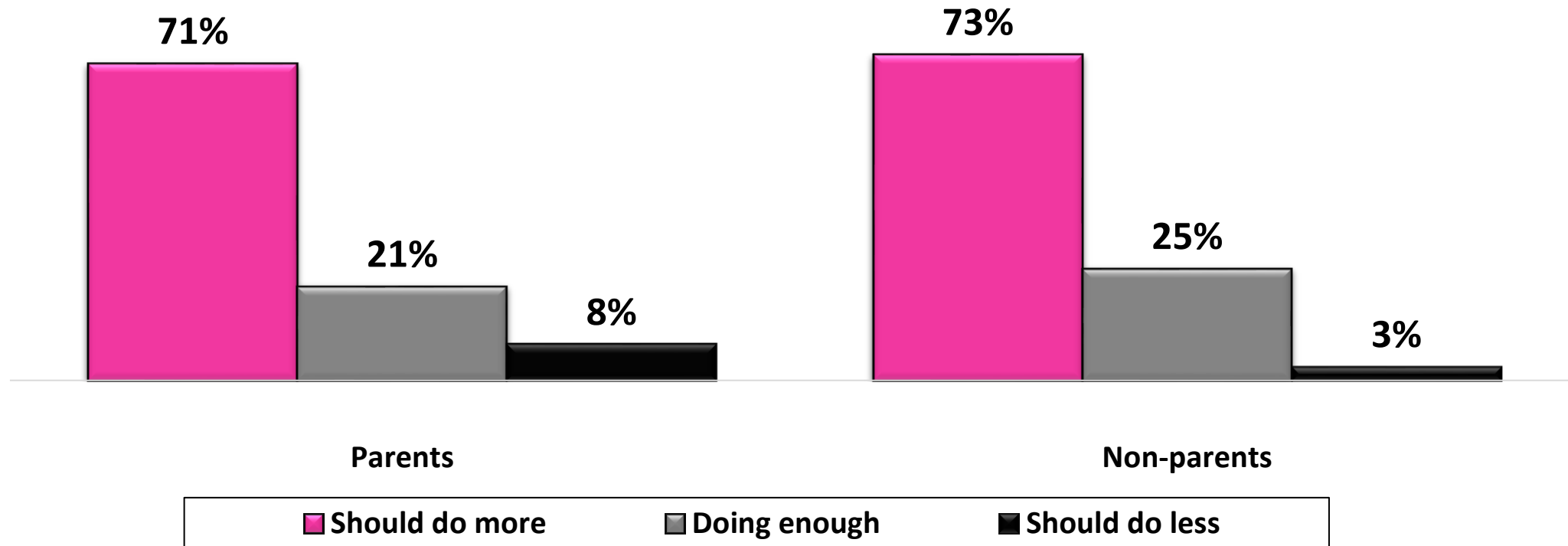
**Asked of Sample A, N=250 **Asked of Sample B, N=250*

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.



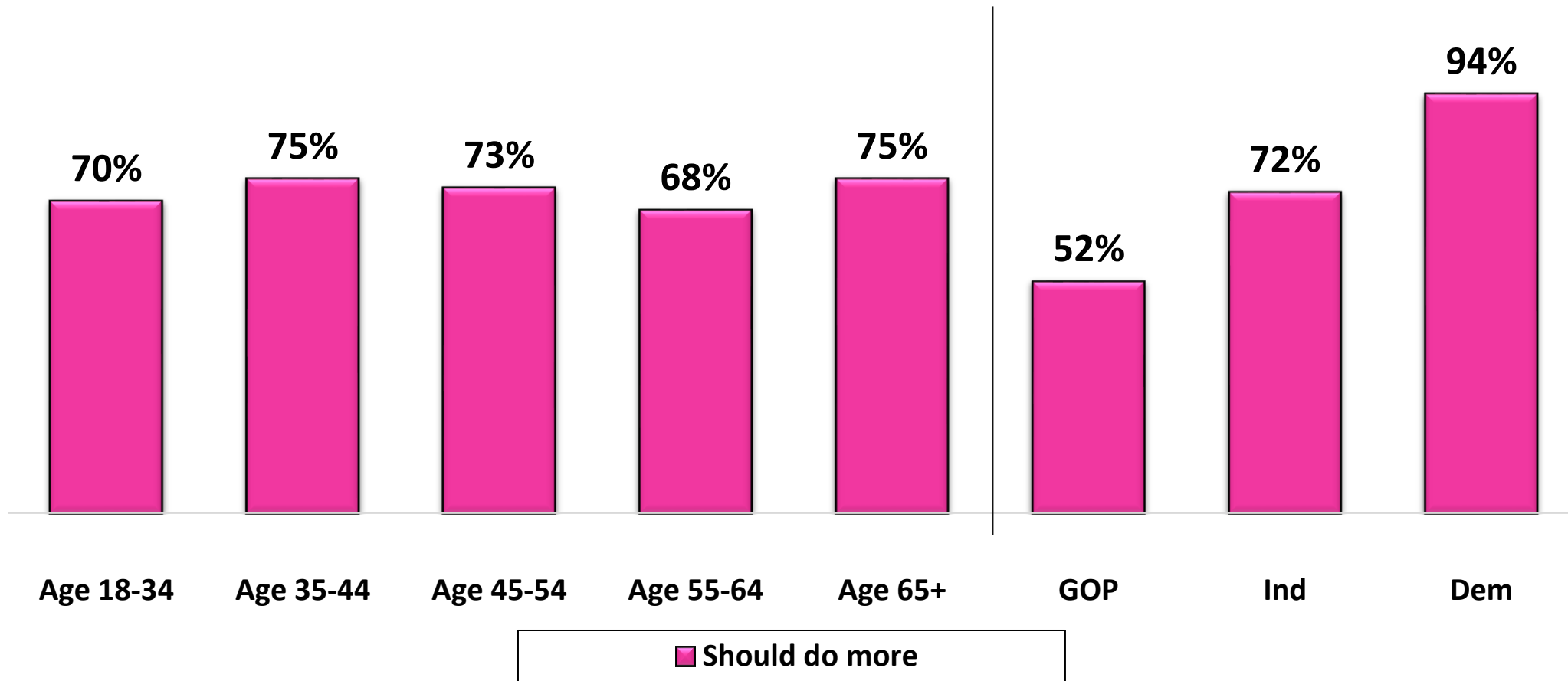
And when it comes to supporting working families through improving their ability to have quality, affordable child care and pre-school, do you think the state of New Hampshire should do more, should do less, or is it doing enough?

Both parents and non-parents agree the state should be doing more.



And when it comes to supporting working families through improving their ability to have quality, affordable child care and pre-school, do you think the state of New Hampshire should do more, should do less, or is it doing enough?

Voters across age groups and party say the state should be doing more.



And when it comes to supporting working families through improving their ability to have quality, affordable child care and pre-school, do you think the state of New Hampshire should do more, should do less, or is it doing enough?

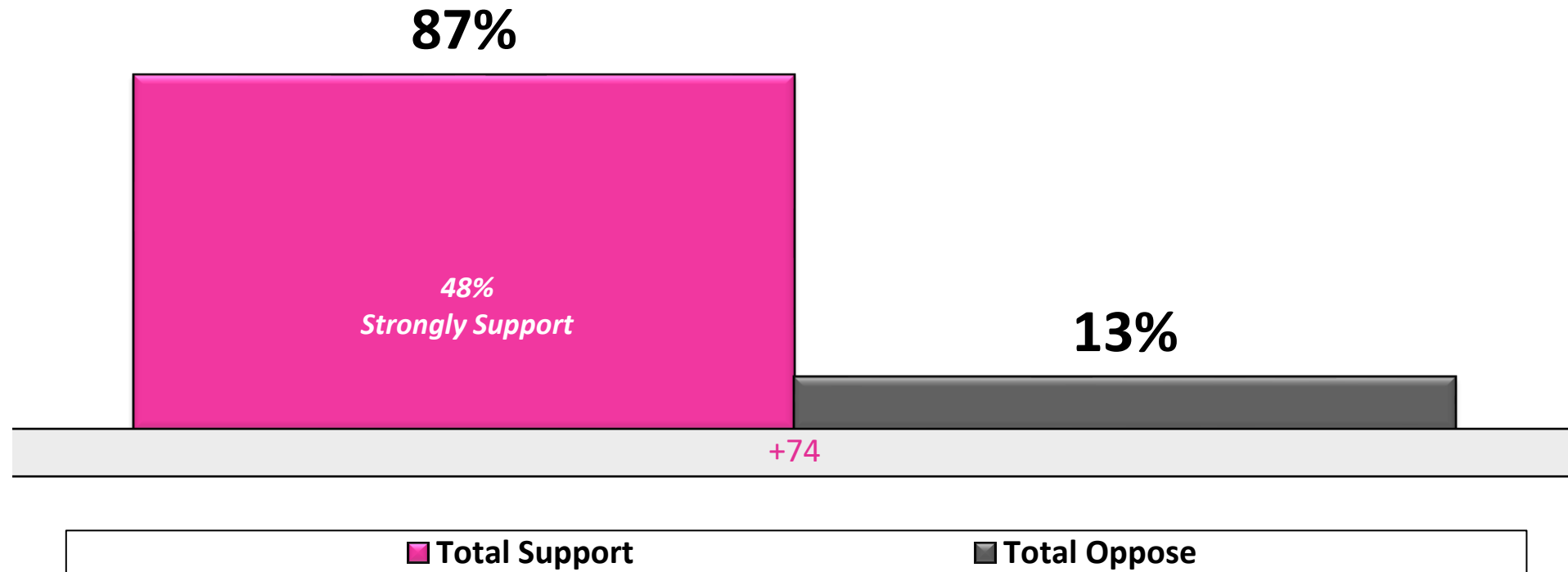


Potential Child Care Proposals



Nearly nine-in-ten voters are supportive of maintaining funding for the Child Care Scholarship Program.

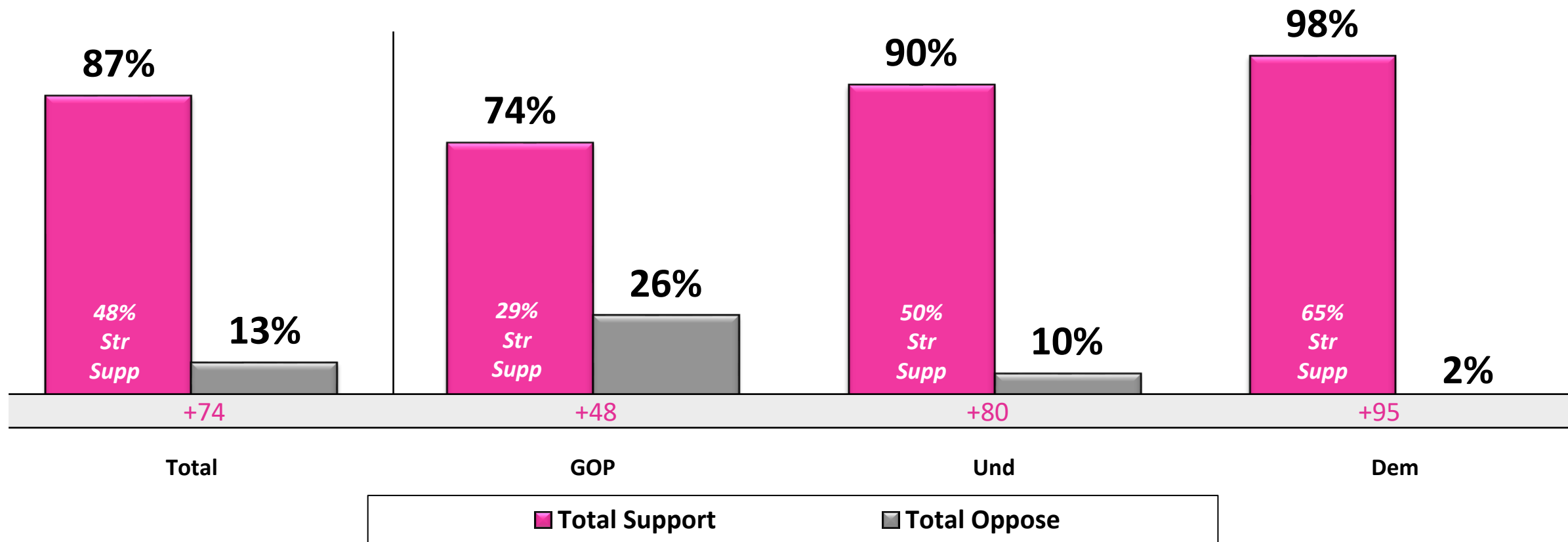
Maintain the current level of funding of \$45.5 million every two years for the Child Care Scholarship Program, which makes child care more accessible to families with low and moderate incomes so parents or caregivers can work, attend school, or look for a job



There are some other proposals that may be considered by the next Governor and state legislature as well, which would provide more quality, affordable child care and preschool for families who need it. For each one, please indicate whether you would strongly support, somewhat support, somewhat oppose or strongly oppose that proposal.

This support is evident across party lines.

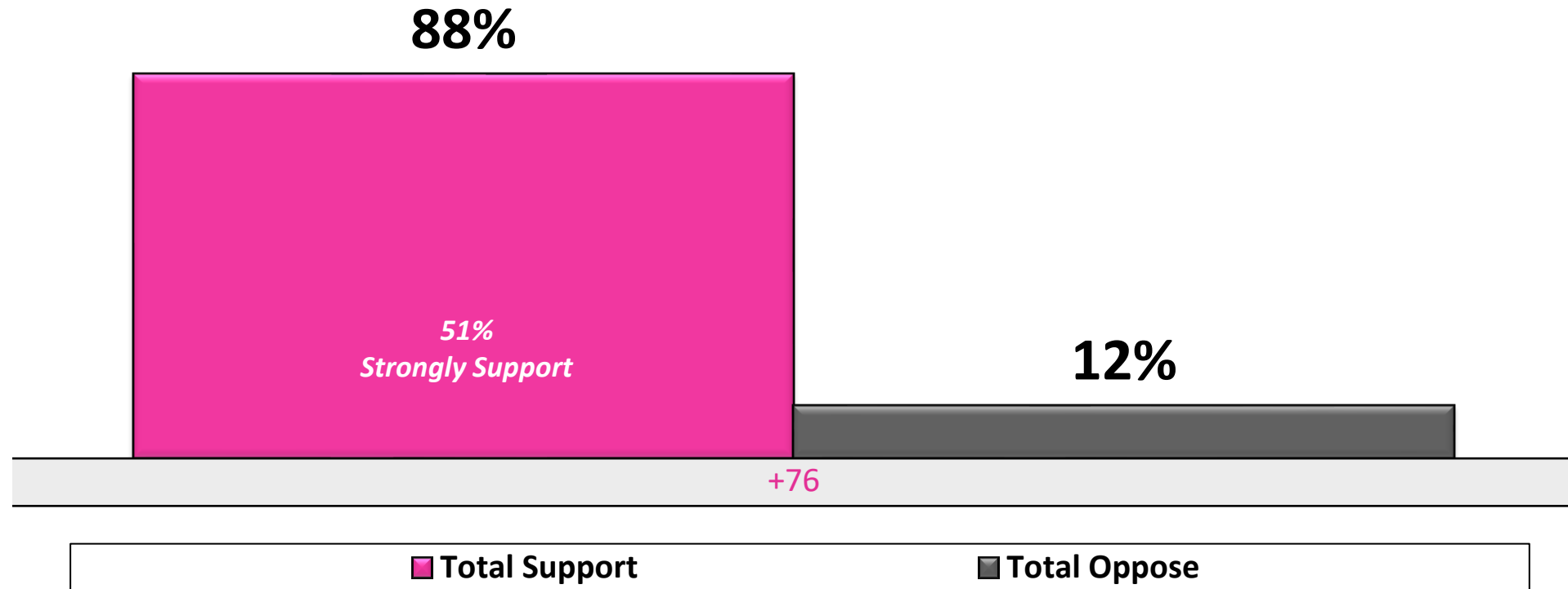
Maintain the current level of funding of \$45.5 million every two years for the Child Care Scholarship Program, which makes child care more accessible to families with low and moderate incomes so parents or caregivers can work, attend school, or look for a job.



There are some other proposals that may be considered by the next governor and state legislature as well, which would provide more quality, affordable child care and preschool for families who need it. For each one, please indicate whether you would strongly support, somewhat support, somewhat oppose or strongly oppose that proposal.

A strong majority of voters are supportive of scholarships for child care workers as well.

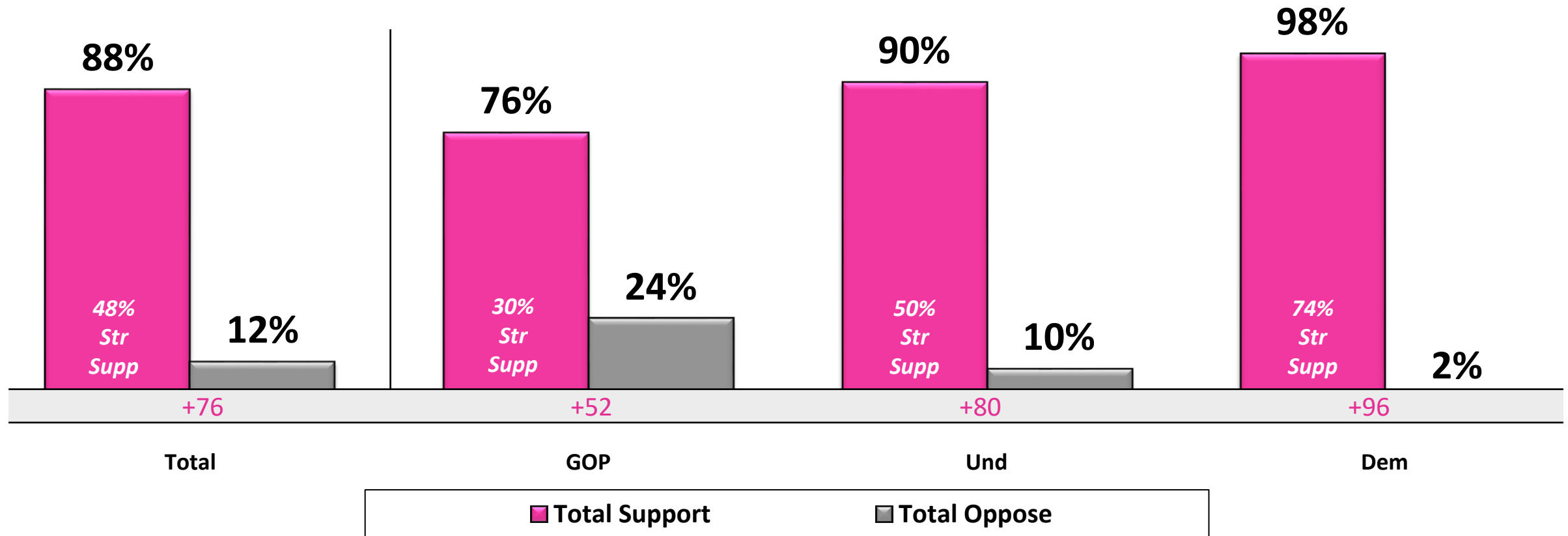
Continue to fund the scholarship fund that helps child care and preschool teachers pay for care for their own children so they can stay in the child care workforce



There are some other proposals that may be considered by the next Governor and state legislature as well, which would provide more quality, affordable child care and preschool for families who need it. For each one, please indicate whether you would strongly support, somewhat support, somewhat oppose or strongly oppose that proposal.

Again, support is solid across party lines.

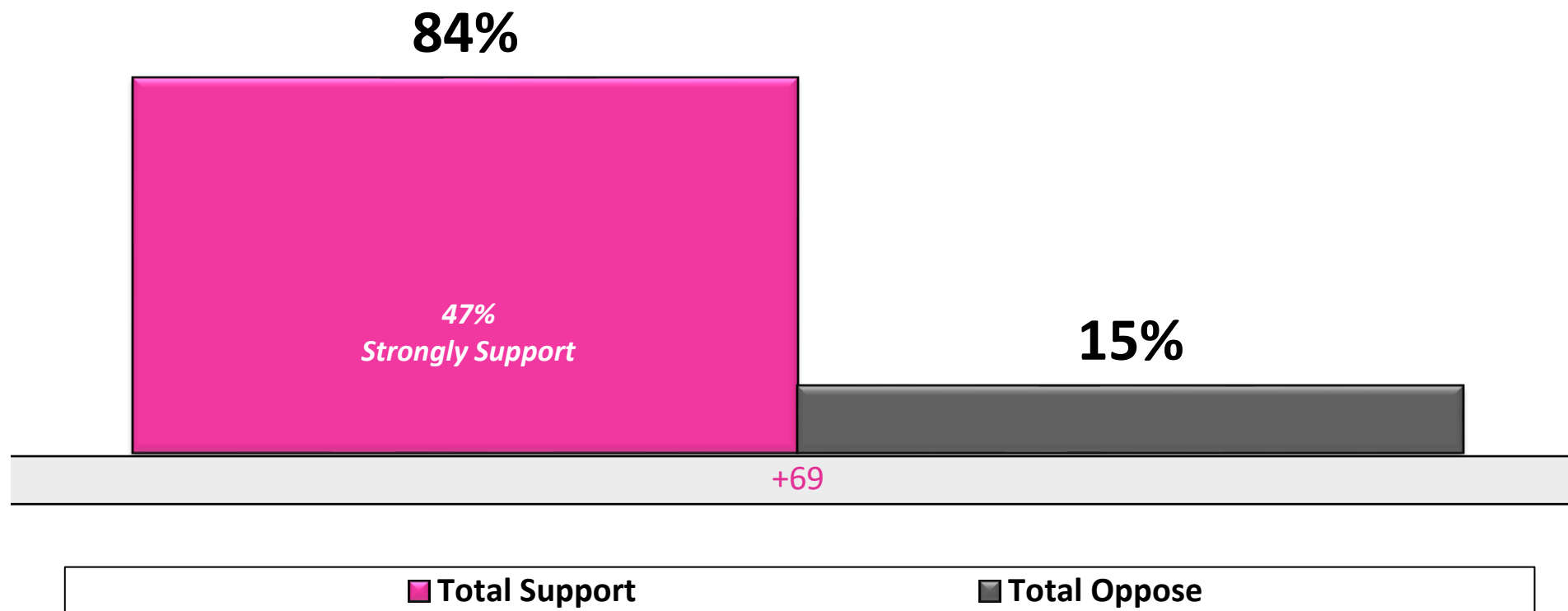
Continue to fund the scholarship fund that helps child care and preschool teachers pay for care for their own children so they can stay in the child care workforce



There are some other proposals that may be considered by the next governor and state legislature as well, which would provide more quality, affordable child care and preschool for families who need it. For each one, please indicate whether you would strongly support, somewhat support, somewhat oppose or strongly oppose that proposal.

Voters are also supportive of providing voluntary pre-school for low-and middle-income families.

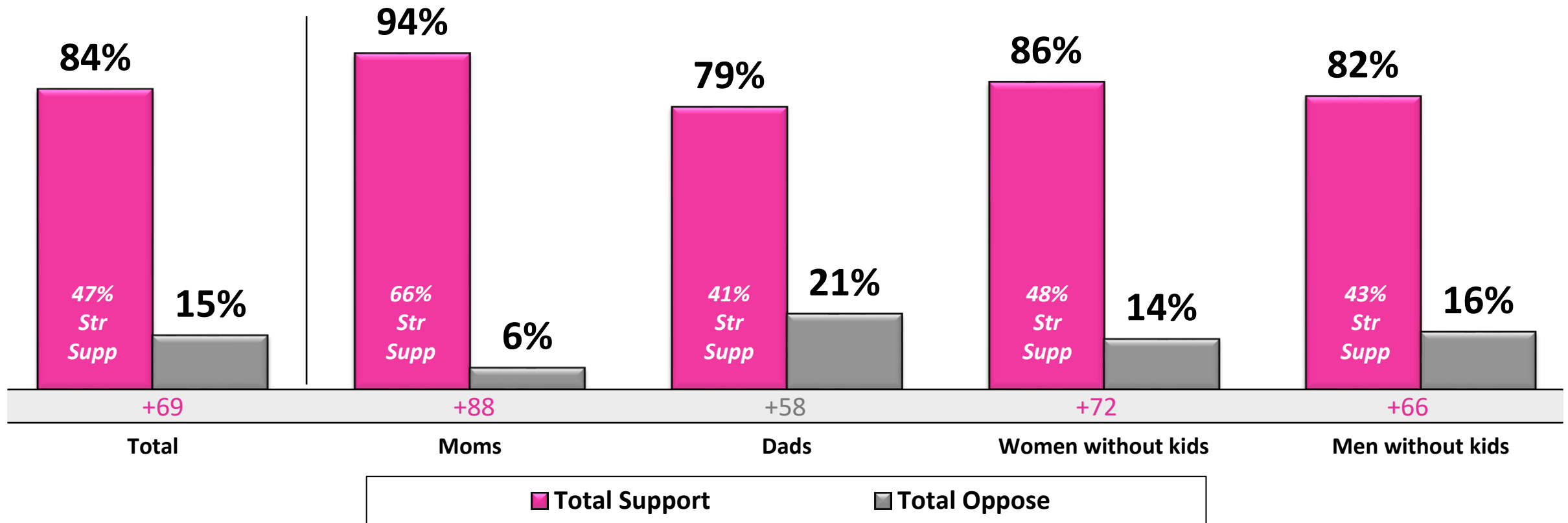
Provide voluntary preschool for low and middle-income families who would like their three or four-year olds to attend preschool at a public school, church-based school, child care center, or home-based child care setting.



There are some other proposals that may be considered by the next governor and state legislature as well, which would provide more quality, affordable child care and preschool for families who need it. For each one, please indicate whether you would strongly support, somewhat support, somewhat oppose or strongly oppose that proposal

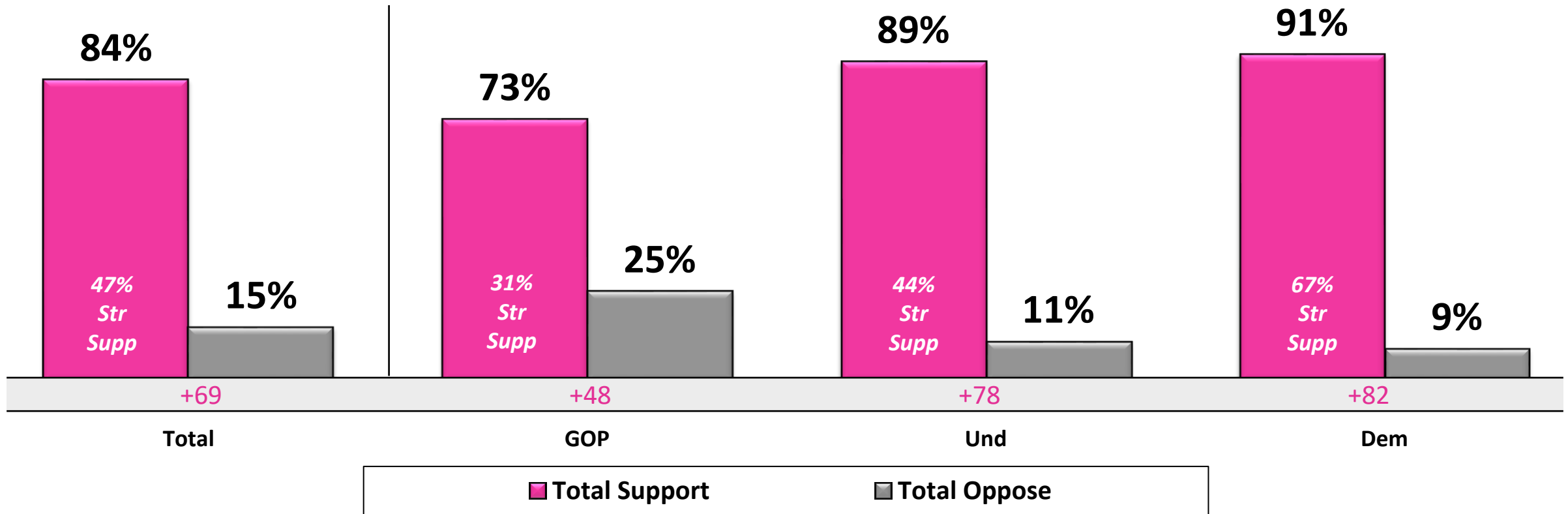
Voters are overwhelmingly supportive regardless of parent status.

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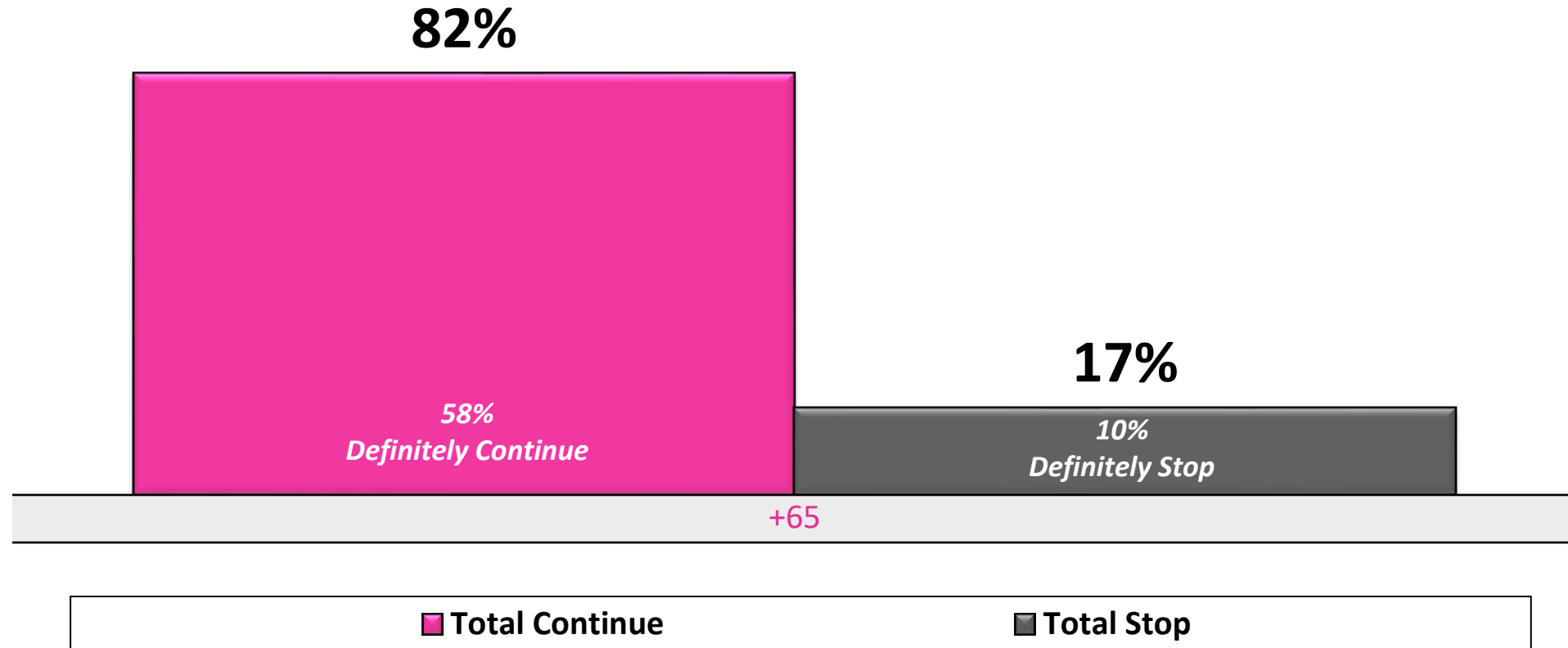
And majorities across party lines are supportive as well.

Provide voluntary preschool for low and middle-income families who would like their three or four-year olds to attend preschool at a public school, church-based school, child care center, or home-based child care setting.



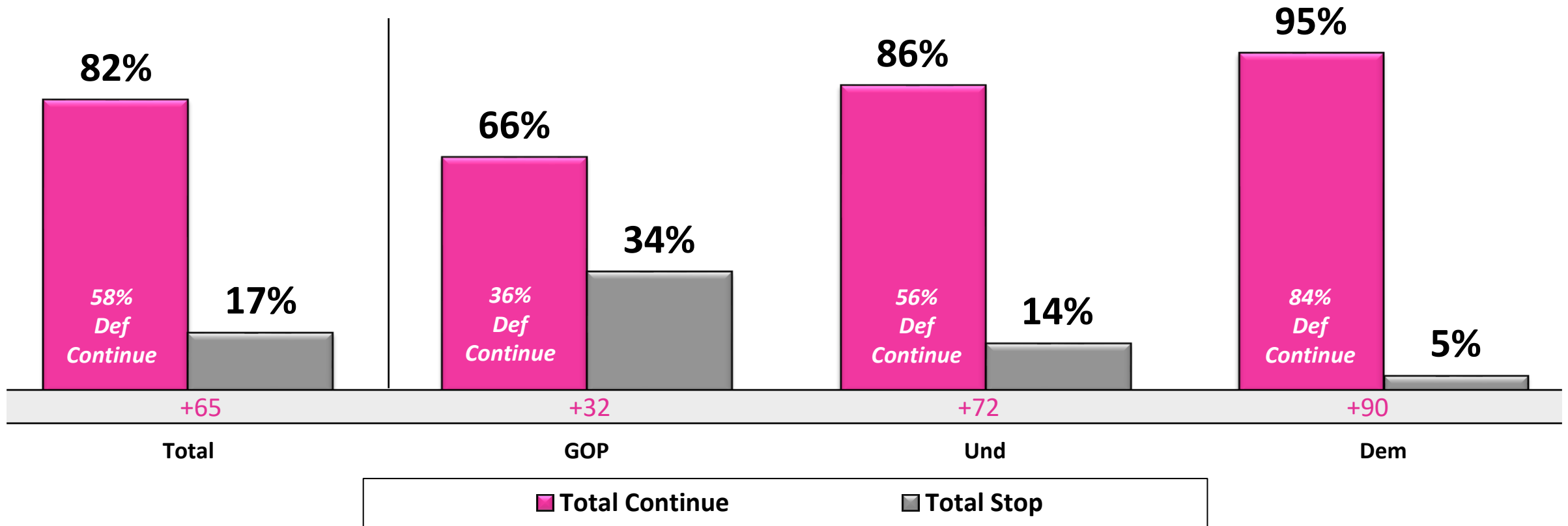
There are some other proposals that may be considered by the next governor and state legislature as well, which would provide more quality, affordable child care and preschool for families who need it. For each one, please indicate whether you would strongly support, somewhat support, somewhat oppose or strongly oppose that proposal.

Four-in-five voters say the state should continue to fund efforts to recruit and retain child care and preschool teachers.



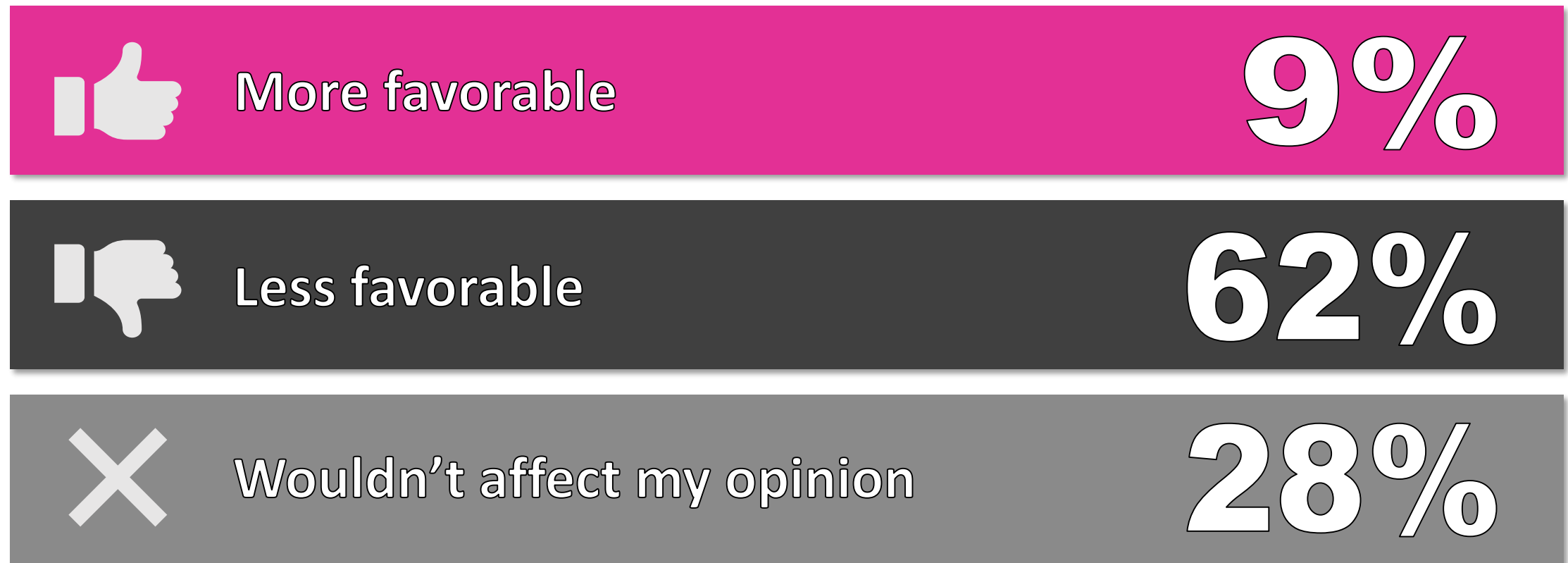
Thinking about one more proposal – Last year, New Hampshire dedicated \$15 million to help attract and retain child care and preschool teachers so that more working families have child care. Would you say the State should continue or stop this funding next year?

Two-thirds or more support this funding across party lines.



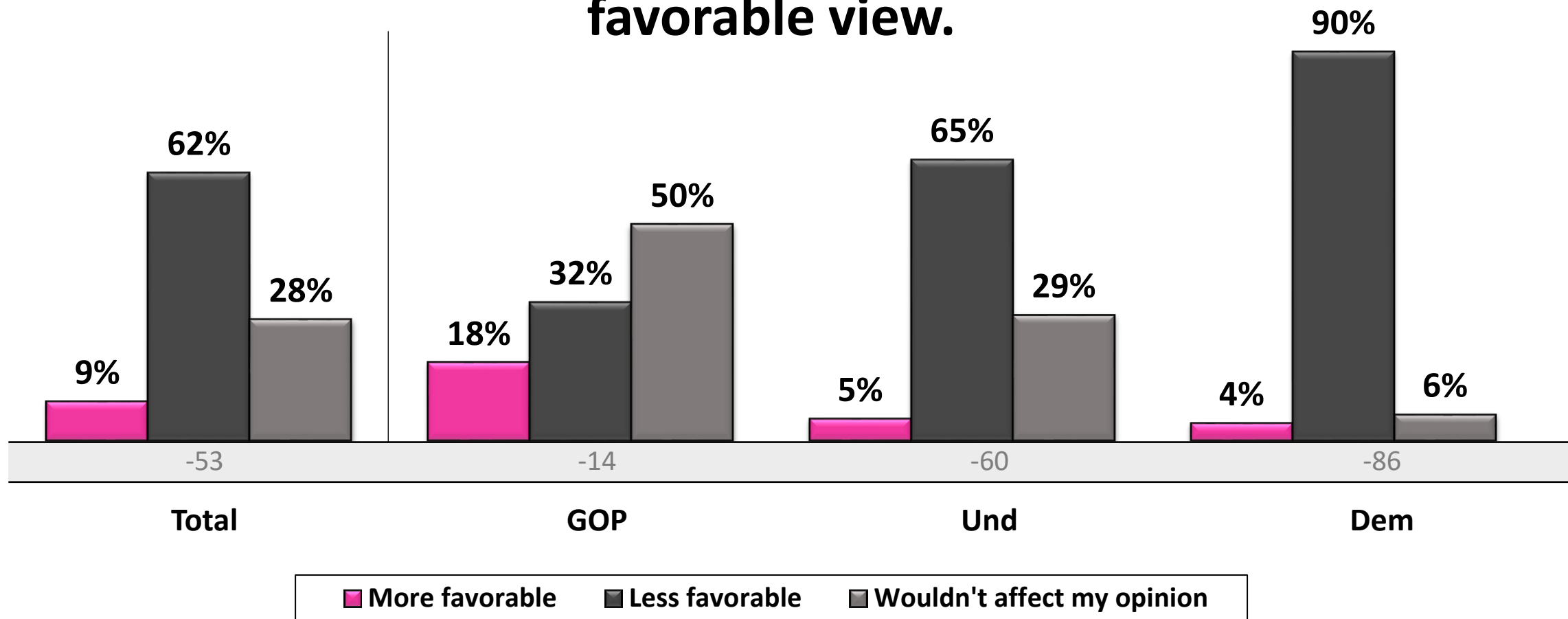
Thinking about one more proposal – Last year, New Hampshire dedicated \$15 million to help attract and retain child care and preschool teachers so that more working families have child care. Would you say the State should continue or stop this funding next year?

Nearly two-in-three say they would have less favorable views of their legislator if they voted to cut funding for child care and pre-school.



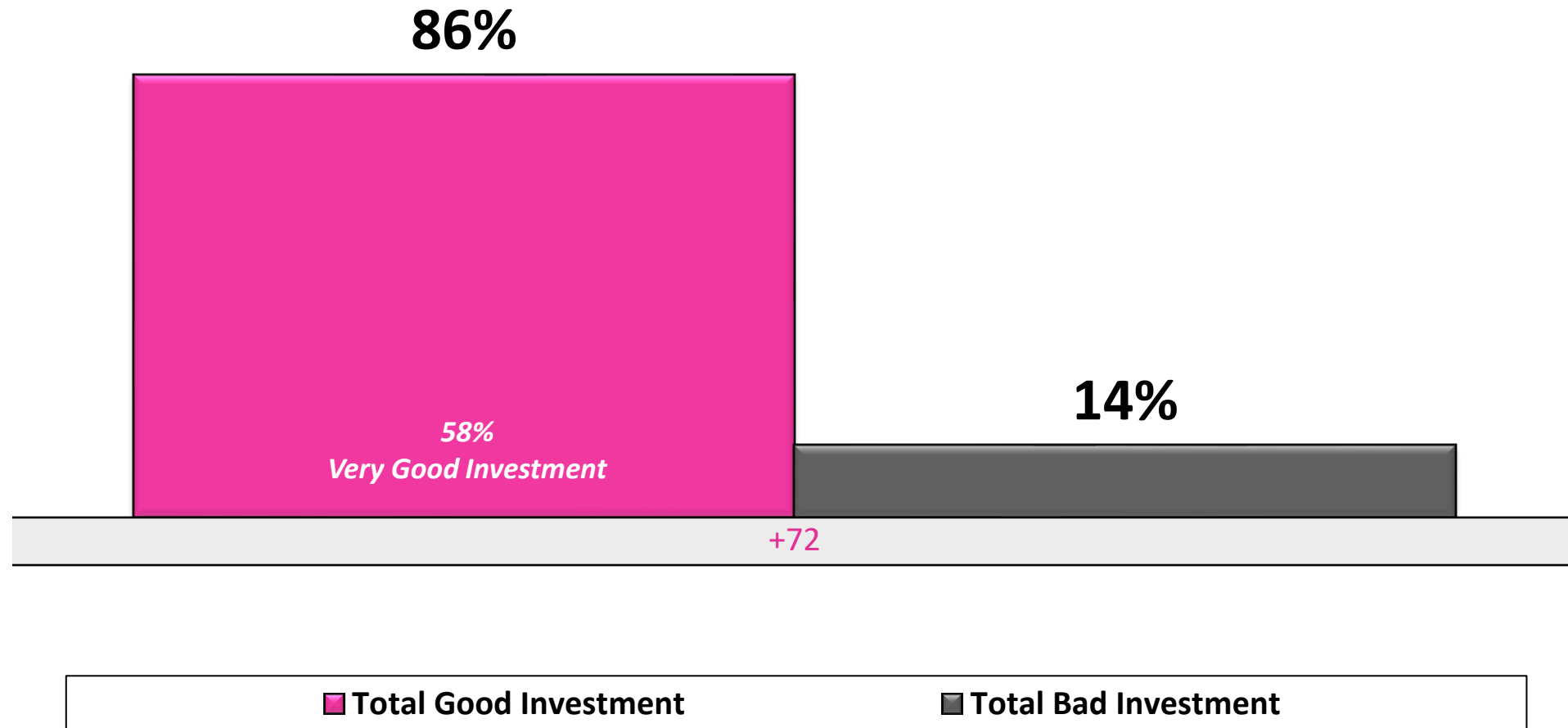
And thinking about the overall funding for child care and preschool, if your state legislator voted to cut this funding, would this make you feel more favorable or less favorable to them, or would it not affect your opinion about your legislator either way?

Voters are more likely to have a negative than positive view; two-thirds of undeclared voters say they would have a less favorable view.



And thinking about the overall funding for child care and preschool, if your state legislator voted to cut this funding, would this make you feel more favorable or less favorable to them, or would it not affect your opinion about your legislator either way?

Overwhelmingly, voters view funding for the child care and pre-school system as a good investment of taxpayer money.

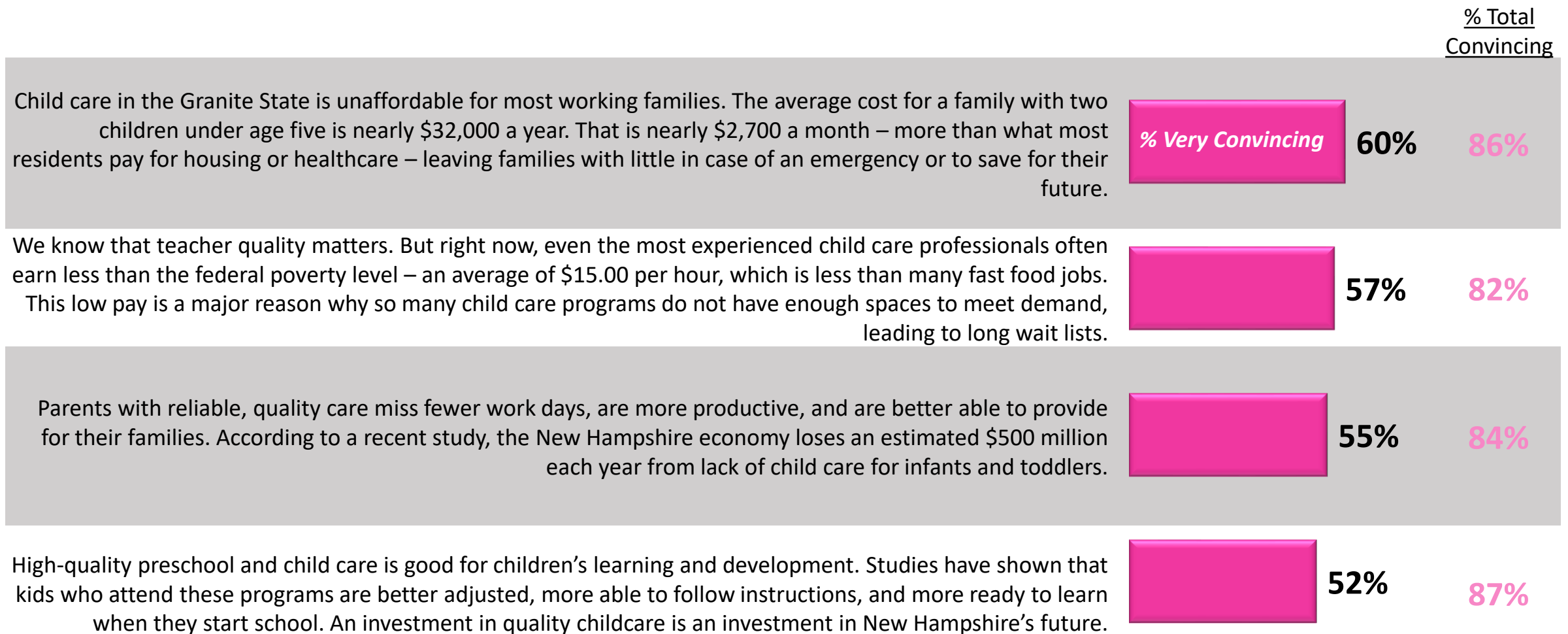


Do you think that investing in New Hampshire's child care and preschool system is a good investment or bad investment of taxpayers' money?



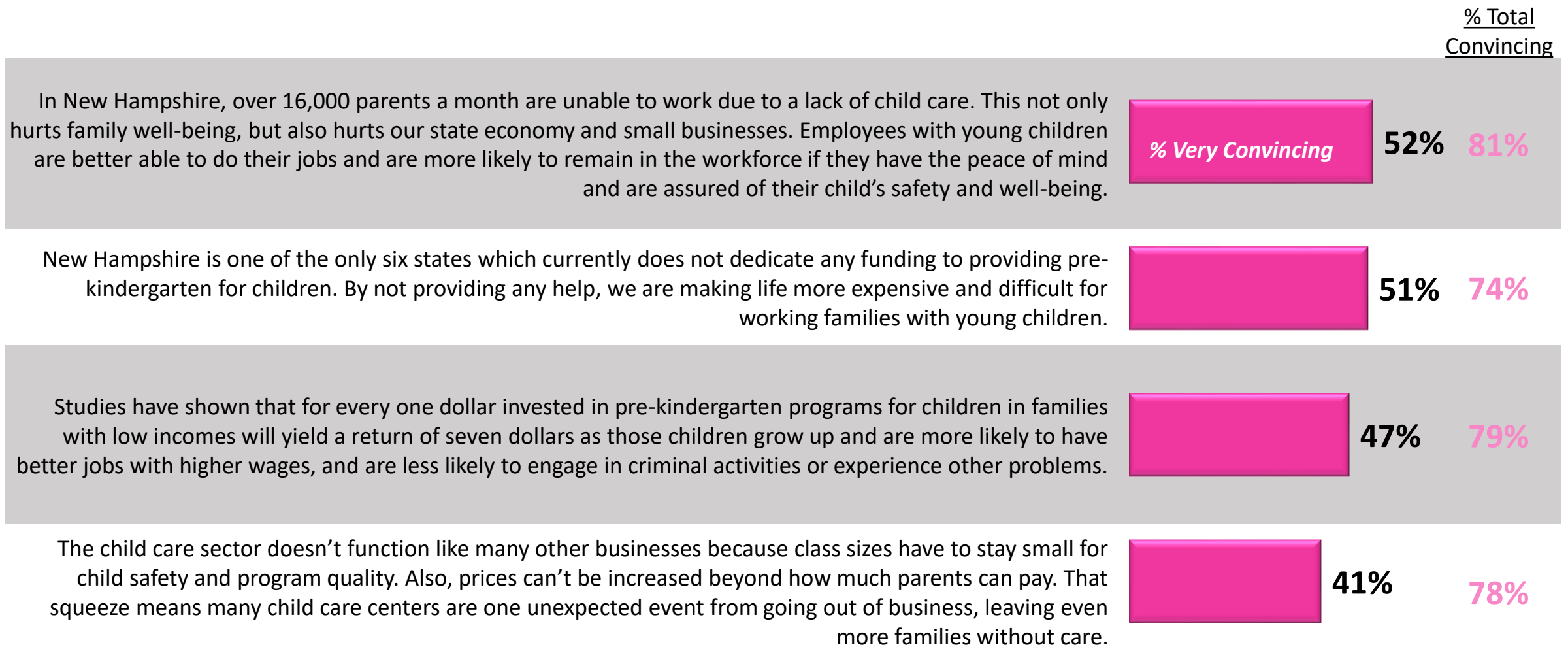
Communicating about Child Care Funding

A majority of voters find all of these messages to be very convincing.



Below you will see some reasons that have been given for why we SHOULD support investing state funding in child care and pre-school. For each statement, please indicate how convincing you personally find it to be. Is it very convincing, somewhat convincing, not very convincing or not at all convincing?

These messages resonated with voters as well.



Below you will see some reasons that have been given for why we SHOULD support investing state funding in child care and pre-school. For each statement, please indicate how convincing you personally find it to be. Is it very convincing, somewhat convincing, not very convincing or not at all convincing?

Partisanship affects how convincing voters say these messages are, though the message around affordability for families is the most convincing across parties.

GOP
Child care is unaffordable for most working families 37%
Parents with reliable, quality care miss fewer work days 35%
High-quality preschool and child care is good 32%
Teacher quality matters 30%
Over 16,000 parents a month are unable to work 29%

UND
Child care is unaffordable for most working families 61%
Teacher quality matters 60%
NH currently does not dedicate any funding to pre-kindergarten 54%
Parents with reliable, quality care miss fewer work days 54%
Over 16,000 parents a month are unable to work 52%

DEM
Child care is unaffordable for most working families 83%
Teacher quality matters 82%
Over 16,000 parents a month are unable to work 77%
Parents with reliable, quality care miss fewer work days 76%
High-quality preschool and child care is good 74%

Showing % Very Convincing

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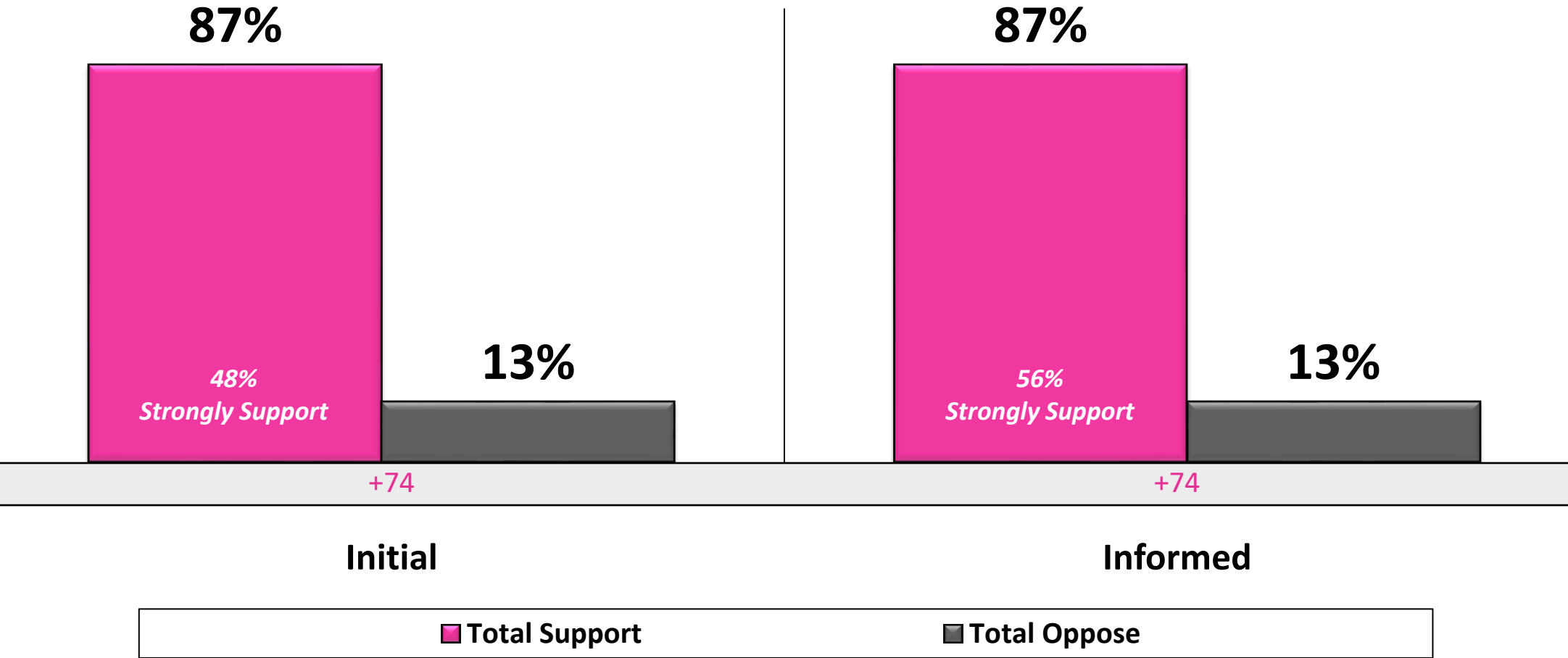
Women are more apt to say all messages are compelling.

Moms	Dads	Women w/o kids	Men w/o kids
Child care is unaffordable for most working families 71%	Child care is unaffordable for most working families 51%	Teacher quality matters 67%	Child care is unaffordable for most working families 56%
NH doesn't dedicate funding to pre-K 69%	Parents with reliable, quality care miss fewer work days 48%	Child care is unaffordable for most working families 65%	High-quality preschool and child care is good 50%
Teacher quality matters 68%	Teacher quality matters 44%	Parents with reliable quality care miss fewer work days 63%	Teacher quality matters 47%
ROI on pre-K 61%	Over 16,000 parents a month are unable to work 41%	Over 16,000 parents a month are unable to work 62%	Parents with reliable, quality care miss fewer work days 47%
Over 16,000 parents a month are unable to work 58%	NH doesn't dedicate funding to pre-K 39%	High-quality preschool and child care is good 60%	NH doesn't dedicate funding to pre-K 46%

Showing % Very Convincing

Below you will see some reasons that have been given for why we SHOULD support investing state funding in child care and pre-school. For each statement, please indicate how convincing you personally find it to be. Is it very convincing, somewhat convincing, not very convincing or not at all convincing?

Support for the Child Care Scholarship program remains high after voters hear more; majority strongly in support.



Having heard more – do you support or oppose maintaining the current level of funding of \$45.5 million every two years for the Child Care Scholarship Program, which makes child care more accessible to families with low and moderate incomes so parents and caregivers can work, attend school, or look for a job?

We tested a number of phrases to describe the “mixed delivery” system. “Parent choice” and a longer, more descriptive explanation are best received; “Mixed delivery” is weakest with every sub-group.

	Mean score	% 80-100
Parent choice child care system	63	39%
Child care offered by different types of providers, including school-based, home-based, center-based, and faith-based	64	38%
Multi-option child care system	60	28%
Mixed delivery early care and education system	48	15%

Thinking some more about child care...Below are some phrases people might mention. Please indicate whether each term sounds positive or negative to you. You do not need to be able to define it or explain the term, just indicate whether it has a positive or negative feeling to it when you hear it. We will use a scale of 0 to 100, where 0 means VERY NEGATIVE, and 100 means VERY POSITIVE. Fifty means neither positive nor negative.



The Bottom Line



The Bottom Line

- New Hampshire voters view the cost of child care as a serious issue on par with the cost of groceries.
- Nearly three-in-four say that the state of New Hampshire should do more to help working families through improving their ability to find quality, affordable child care and pre-school.
- Overwhelmingly, New Hampshire voters back a proposal to reinstate the tax on dividends and gains over a certain amount in order to help fund child care.
- They also are strongly supportive of continuing the Child Care Scholarship funding and the \$15 million that has been dedicated to help attract and retain child care and preschool teachers.
- Excepting the wealth tax reinstatement, there is majority support across the partisan spectrum for all child care proposals tested.
- Voters strongly view funding for the child care and pre-school system as a good investment of taxpayer money.
- This may be because voters believe quality, affordable child care benefits parents, children and the economy.
- Finally, voters from across the political spectrum are more likely to view elected officials who want to cut funding in a negative light than positively.



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