



SCAN Early Childhood Education New Hampshire Survey

N=800 NH Registered Voters (600 statewide + 100 GOP Primary OS + 100 Dem Primary OS) Toplines March 8-15, 2018

QTURNOUT. Thinking about the November general elections for federal, state and local offices including Governor, how likely is it that you will vote in the November election? Would you say it is...

(READ AND ROTATE CODES 1-4 TOP TO BOTTOM AND BOTTOM TO TOP)

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Weighted Base	600	326	346
Very likely	86%	87%	91%
Somewhat likely	10	10	7
Not very likely	2	2	1
Not at all likely	2	0	1
Don't know	1	0	0
Refused/NA	0	0	0
COLLAPSED CODES			
Very/Somewhat	95%	98%	98%
Not very/Not at all	4	2	1

QGOVJOBAPPROVAL. Do you approve or disapprove of the job Chris Sununu is doing as Governor?

(IF APPROVE/DISAPPROVE, ASK) Would that be STRONGLY (approve/disapprove) or just SOMEWHAT (approve/disapprove)?

		Likely	Likely
	Main	GOP	Dem
	<u>Sample</u>	Primary	Primary
Strongly approve	24%	47%	5%
Somewhat approve	39	38	35
Somewhat disapprove	12	3	25
Strongly disapprove	11	3	18
Don't know	13	9	14
Refused/NA	1	1	2
COLLARGED CODES			
COLLAPSED CODES			
Approve	63%	85%	41%
Disapprove	22	6	43
DK/Ref	15	9	16

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QDJTJOBAPPROVAL. Do you approve or disapprove of the job Donald Trump is doing as President?

(IF APPROVE/DISAPPROVE, ASK) Would that be STRONGLY (approve/disapprove) or just SOMEWHAT (approve/disapprove)?

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Strongly approve	26%	59%	0%
Somewhat approve	17	29	1
Somewhat disapprove	4	2	2
Strongly disapprove	49	7	96
Don't know	3	2	0
Refused/NA	1	0	0
COLLAPSED CODES			
Approve	43%	88%	1%
Disapprove	53	10	98
DK/Ref	4	2	0

QPRIMVOTE. Thinking about the September primary elections where parties choose their nominees for federal, state and local offices including Governor, do you think you are more likely to vote in the (ROTATE: Republican or the Democratic) Primary? If like most people, you are not planning on voting in either party's primary election, just let me know that.

(IF RESPONDENT SAYS DON'T KNOW / NOT SURE IF THEY'LL VOTE, PROBE:) If you do vote, are you more likely to vote in the (ROTATE: Republican or the Democratic) Primary?

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Republican Primary	37%	100%	0%
Democratic Primary	41	0	100
Definitely will not vote	6	0	0
Don't know	14	0	0
Refused/NA	2	0	0

{IF QPRIMVOTE=1 ASK QGOPBALLOT, OTHERWISE GO TO FILTER BEFORE QDEMBALLOT}

QGOPBALLOT. If the Republican Primary election for Governor of New Hampshire was being held today, who would you be voting for....Chris Sununu or someone else?

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Weighted Base	224	326	0
Chris Sununu	79%	77%	0%
Other / Someone else [VOL]	7	8	0
Don't know	14	14	0
Refused/NA	0	1	0

{IF QPRIMVOTE=2 ASK QDEMBALLOT, OTHERWISE GO TO QGOVBALLOT}

QDEMBALLOT. If the Democratic Primary election for Governor of New Hampshire was being held today, who would you be voting for... (RANDOMIZE; Steve Marchand, Mark Connolly, or Molly Kelly)?

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Weighted Base	243	0	346
Steve Marchand	11%	0%	11%
Mark Connolly	9	0	9
Molly Kelly	17	0	17
Other / Someone else [VOL]	4	0	3
Don't know	58	0	58
Refused/NA	1	0	1

(ASK ALL)

QGOVBALLOT. If the general election for Governor of New Hampshire was being held today, would you be voting for (ROTATE) the Republican Candidate or the Democrat Candidate?

(IF REPUBLICAN / DEMOCRAT) And are you definitely supporting the (Republican / Democrat) candidate or is there a chance you could change your mind?

(IF DON'T KNOW OR REFUSED) Which way would you lean as of today - (ROTATE) toward the Republican, or toward the Democrat?

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Republican Candidate, Definitely	26%	61%	1%
Republican Candidate, Could Change Mind	11	20	3
Lean, Republican	6	10	1
Lean, Democrat	5	0	10
Democrat Candidate, Could Change Mind	11	1	23
Democrat Candidate, Definitely	23	0	53
Other / Someone else / Other party [VOL]	3	1	2
Don't know	14	8	6
Refused/NA	1	0	0
COLLAPSED CODES			
Republican Cand.	43%	90%	6%
Democrat Cand.	39	1	87
Other/DK/Ref	18	9	8

Thinking about different issues that candidates might prioritize as part of their agenda, how high of a priority are each of the following issues to you?

The (first/next) issue is...

(RANDOMIZE QPRIORITY1 – QPRIORITY5)

(AFTER EACH, ASK:) Is this an extremely high priority, very high priority, somewhat high priority, not very high priority, or not a priority at all?

	PRIORITY					COLLAPSED			
Rank ordered by % saying the issue is an Extremely or Very High Priority	Extrem. <u>high</u>	Very <u>High</u>	Smwt <u>High</u>	Not Vry <u>High</u>	Not at All	Total <u>Priority</u>	Extrem./ Vry High	Not Vry/ Not at all	DK/ <u>Ref.</u>
QPRIORITY3. Improving our education system including preschool, K through 12 and higher education.									
Main Sample	30%	35	25	5	3	90%	65	8	2
Likely GOP Primary	20%	28	37	6	5	86%	49	12	3
Likely DEM Primary	37%	41	16	4	0	95%	78	4	1
QPRIORITY1. Investing in infrastructure to fix our roads, bridges, highways and transit systems.									
Main Sample	18%	37	39	5	1	93%	55	6	1
Likely GOP Primary	21%	36	36	5	2	93%	57	6	0
Likely DEM Primary	14%	43	37	4	1	94%	57	5	1
QPRIORITY2. Protecting the environment and focusing on reducing the effects of climate change.									
Main Sample	23%	29	21	15	10	73%	52	25	2
Likely GOP Primary	6%	15	26	25	25	47%	21	51	2
Likely DEM Primary	39%	45	11	3	1	95%	84	4	1
QPRIORITY5. Fighting local crime in my community.									
Main Sample	16%	30	31	15	7	77%	46	23	1
Likely GOP Primary	23%	33	25	13	4	81%	56	17	2
Likely DEM Primary	8%	23	40	18	10	71%	31	29	1
QPRIORITY4. Cutting taxes.									
Main Sample	16%	21	34	16	10	71%	37	26	2
Likely GOP Primary	26%	28	30	9	3	85%	55	12	4
Likely DEM Primary	8%	13	30	27	20	51%	21	47	2

Now, I'd like to ask you a few questions specifically about CHILDREN'S ISSUES AND POLICIES that leaders at the state level are considering over the next several years.

QECEIMPORT. In general, how important are the years zero to five years old to the learning, growth and development for children – are they extremely important, very important, somewhat important, a little important, or not important at all?

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Extremely important	55%	47%	65%
Very important	27	26	25
Somewhat important	10	17	7
A little important	3	3	2
Not important at all	3	6	1
Don't know	1	0	0
Refused/NA	0	0	0
COLLAPSED CODES			
Extremely/Very/Somewhat	93%	90%	97%
Extremely/Very	83	73	90
A little/Not at	6	10	3

QECEPHILOSPH. Which of the following THREE statements best reflects your opinion about public education for young children? Do you believe...

(READ AND ROTATE CODES 1-3 TOP TO BOTTOM and BOTTOM TO TOP)

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Public education should start with pre-school and should be offered to all 4-year-olds.	51%	35%	69%
Publicly provided pre-school should only be offered to LOW-INCOME and disadvantaged 4-year-olds.	9	7	12
Pre-school SHOULD NOT be part of the public education system at all and public education should start with kindergarten at age 5 or later.	36	53	15
None of these [VOL]	2	2	1
Don't know Refused/NA	2 0	2 0	2 0

If a candidate running for Governor said the following about programs that would impact the lives of children zero to five years old, would you be more or less likely to vote for them?

(If a candidate said / and what if a candidate said)...

(RANDOMIZE QECEPOLICY1 – QECEPOLICY5)

(AFTER READING EACH - ASK AS NECESSARY) Would you be more likely or less likely to vote for a candidate running for Governor who said that?

(IF MORE / LESS LIKELY) Would that be much (MORE/LESS) likely or just somewhat (MORE/LESS) likely?

						COLLAPSED		
Rank ordered by % More Likely to Support	Much more	Smwt more	Smwt <u>less</u>	Much <u>less</u>	No <u>Impact</u>	More <u>Likely</u>	Less <u>Likely</u>	No Impact/ <u>DK/Ref</u>
QECEPOLICY3. 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 cutoff from any childcare assistance. Instead of a strict cutoff, I believe we should gradually lower the amount of assistance families get so they still have help with childcare costs, enabling them to get out of poverty and move into the middle class.								
Main Sample	33%	40	12	8	3	73%	20	7
Likely GOP Primary	24%	41	15	11	4	65%	27	8
Likely DEM Primary	45%	37	7	5	1	81%	12	6
QECEPOLICY5. Parents have a right to know the childcare 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 which provides parents with quality ratings of centers and encourages centers in our state to improve the quality of childcare they offer.								
Main Sample	37%	34	11	8	7	71%	19	10
Likely GOP Primary	21%	39	18	12	6	60%	30	10
Likely DEM Primary	49%	34	7	1	6	84%	8	8

COLLAPSED

	Much	Smwt	Smwt	Much	No	More	Less	No Impact/
Cont	more	more	less	less	Impact	<u>Likely</u>	<u>Likely</u>	DK/Ref
QECEPOLICY1. 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.								
Main Sample	34%	35	13	11	5	69%	24	7
Likely GOP Primary	16%	30	24	21	6	47%	45	8
Likely DEM Primary	56%	34	3	4	1	91%	6	3
QECEPOLICY2. 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.								
Main Sample	29%	39	13	10	5	68%	23	9
Likely GOP Primary	13%	32	23	20	6	45%	43	12
Likely DEM Primary	45%	43	5	2	2	88%	7	5
QECEPOLICY4. 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.								
Main Sample	33%	32	14	12	5	65%	26	10
Likely GOP Primary	21%	30	20	18	6	50%	38	12
Likely DEM Primary	51%	31	6	4	5	81%	10	9

Now I'm going to read you some arguments people have made in favor of investing in quality early childhood education programs like those you just heard about. For each one, tell me if you find that argument very convincing, somewhat convincing, not very convincing or not at all convincing.

The (first/next) one is...

(RANDOMIZE QMESSAGE1 – QMESSAGE6)

(AFTER READING EACH - ASK AS NECESSARY) Do you find that argument very convincing, somewhat convincing, not very convincing or not at all convincing?

					C	OLLAPSED	
Ranked by % Very Convincing	<u>Very</u>	<u>Smwt</u>	Not <u>very</u>	Not at all	Convincing	Not <u>Convincing</u>	DK/ <u>Ref</u>
QMESSAGE4. High-quality early childhood education exposes kids to reading earlier in life and results in increased literacy rates for participants by third grade.							
Main Sample	44%	33	13	9	77%	22	1
Likely GOP Primary	33%	36	16	15	68%	31	1
Likely DEM Primary	58%	32	6	3	90%	9	2
QMESSAGE2. It is ultimately the responsibility of parents to raise and instruct their children, but early childhood education programs can assist families, particularly those facing tough times, so that all children have an equal opportunity to succeed in life.							
Main Sample	39%	40	11	9	79%	20	1
Likely GOP Primary	31%	42	14	12	73%	26	1
Likely DEM Primary	43%	42	7	5	86%	12	2
QMESSAGE1. In science and math scores, American children are falling behind students around the world because other countries are investing in high-quality early education programs. It is time we put American children on a level playing field by investing in early childhood education programs.							
Main Sample	39%	32	13	16	70%	28	1
Likely GOP Primary	24%	30	21	24	54%	45	1
Likely DEM Primary	55%	33	6	5	88%	12	0
QMESSAGE5. Scientific studies show the human brain develops most rapidly in the earliest years between birth and age five, but almost all the public money we invest in children happens after the age of five. We should change this and invest more in high-quality early childhood education.							
Main Sample	39%	30	15	15	69%	30	1
Likely GOP Primary	22%	28	22	26	50%	48	2
Likely DEM Primary	54%	34	6	4	88%	10	1

COLLAPSED

Cont	<u>Very</u>	<u>Smwt</u>	Not very	Not <u>at all</u>	Convincing	Not <u>Convincing</u>	DK/ <u>Ref</u>
QMESSAGE3. A recent national news report on early childhood education cited positive long-term outcomes including less grade repetition, lower high school drop-out rates and fewer teen pregnancies.							
Main Sample	30%	42	13	14	71%	27	2
Likely GOP Primary	19%	38	18	23	57%	40	3
Likely DEM Primary	45%	41	8	4	85%	12	2
QMESSAGE6. Our public school system is in desperate need of reform, and any effort to fix our state's public schools needs to include investments in high-quality early childhood education as a part of such larger education reform.							
Main Sample	28%	38	18	15	66%	33	1
Likely GOP Primary	17%	32	24	25	50%	49	2
Likely DEM Primary	40%	42	11	5	82%	16	2

QECETAX. Thinking about opportunities to support programs that improve the lives of children in New Hampshire, do you support or oppose investing more in these programs, even if it meant a slight increase in your taxes?

(IF SUPPORT / OPPOSE) Is that strongly (support/oppose) or just somewhat?

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Strongly Support	36%	15%	60%
Somewhat Support	31	29	27
Somewhat Oppose	11	17	7
Strongly Oppose	19	37	5
Don't Know	2	2	2
Refused/NA	0	0	0
COLLAPSED CODES			
Support	67%	44%	87%
Oppose	30	54	11
DK/Ref	3	2	2

(HALF SAMPLE A)

QECECANDTAXa. And if a candidate for office came out in FAVOR of investing in high quality early childhood education programs and childcare, even if it meant raising taxes, would you be more or less likely to vote for that candidate?

(IF MORE LIKELY / LESS LIKELY) And would that be MUCH (more/less) likely or just SOMEWHAT (more/less) likely?

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Weighted Base	302	159	174
Much more likely	28%	9%	42%
Somewhat more likely	30	16	40
Somewhat less likely	14	28	6
Much less likely	19	34	6
No impact [VOL]	6	8	4
Don't Know	2	3	2
Refused/NA	1	2	1
COLLAPSED CODES			
More Likely	58%	26%	82%
Less Likely	32	62	12
No Impact/DK/Ref	10	13	6

(HALF SAMPLE B)

QECECANDTAXb. And if a candidate for office came out in FAVOR of investing in high quality early childhood education programs and childcare, would you be more or less likely to vote for that candidate?

(IF MORE LIKELY / LESS LIKELY) And would that be MUCH (more/less) likely or just SOMEWHAT (more/less) likely?

		Likely	Likely
	Main	GOP	Dem
	<u>Sample</u>	Primary	Primary
Weighted Base	298	167	172
Much more likely	28%	18%	38%
Somewhat more likely	40	34	46
Somewhat less likely	14	16	6
Much less likely	10	19	2
No impact [VOL]	5	8	4
Don't Know	4	6	4
Refused/NA	0	0	1
COLLAPSED CODES			
More Likely	67%	52%	84%
Less Likely	24	35	8
No Impact/DK/Ref	9	14	8

Now I just have a few more questions for statistical purposes...

PSCALE

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Strong Democrat	19%	0%	49%
Weak Democrat	5	0	8
Independent Democrat	22	2	39
Independent	9	6	2
Independent Republican	21	40	1
Weak Republican	6	12	1
Strong Republican	16	40	0
Not ascertained	1	0	1
COLLAPSED CODES			
Republicans	43%	92%	1%
Independents	9	6	2
Democrats	46	2	96
Other	1	0	1

QEDOFR. What is the last grade of school you completed?

(READ CODES 1-8, IF NECESSARY)

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Grade school or less [Grade 1-8]	0%	1%	0%
Some high school [Grade 9-11]	1	1	0
Graduated high school [Grade 12]	21	21	18
Vocational school/Technical school	4	3	2
Some college-2 years or less	15	19	13
Some college-more than 2 years	9	10	7
Graduated college	28	26	32
Post-graduate degree [e.g. MA, MBA, LLD PhD]	21	19	27
Don't Know	0	0	0
Refused	1	0	1
COLLAPSED CODES			
Less than HS	2%	1%	0%
HS grad/Voc/Tech	25	25	19
Some College	23	29	21
College grad	49	45	59

CHURCHGOER. And how often would you say you usually attend church? (READ CODES 1-6)

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
More than once a week	5%	9%	2%
Once a week	14	25	10
A couple of times a month	10	7	10
Less than once a month	9	8	7
Only on holidays	14	14	18
Or, Never	42	32	49
Don't know	1	1	1
Refused/NA	5	4	2

QMSTATUS. Are you currently married, living with a partner, divorced, separated, widowed or have you never been married? (IF RESPONDENT SAYS "SINGLE", ask which category is appropriate between codes 2-6)

GOP	Dem
<u>Primary</u>	Primary
69%	59%
2	7
8	7
1	2
9	8
10	17
1	1
	8 1 9

QCHILD. Do you have any children? (IF YES, ASK:) Are any younger than 18 years old?

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Yes, all under 18 years old	20%	17%	16%
Yes, but children all 18 or older	48	53	46
Yes, both types	6	9	5
No children	26	21	33
Refused/NA	1	1	1
COLLAPSED			
Have young kids	25%	26%	20%

QINCOME. Which of the following income groups includes your TOTAL FAMILY INCOME in 2017 before taxes? (Just stop me when I read the correct category)

(READ CODES 1-7)

	Likely	Likely
Main	GOP	Dem
<u>Sample</u>	<u>Primary</u>	<u>Primary</u>
6%	5%	5%
6	3	5
6	4	6
8	11	8
15	15	16
14	11	15
31	33	31
2	2	4
12	15	9
60/	50%	5%
	_	12
24	26	24
45	44	46
14	18	13
	Sample 6% 6 8 15 14 31 2 12 6% 12 24 45	Main Sample GOP Primary 6% 5% 6 3 6 4 8 11 15 15 14 11 31 33 2 2 12 15 6% 5% 12 8 24 26 45 44

{IF QINCOME=8,9 ASK QINCOME75, OTHERWISE CONTINUE}

QINCOME75. Would you please tell me if your family income was under or over \$75,000?

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Under \$75,000	3%	5%	3%
Over \$75,000	2	2	3
Don't Know	1	1	1
Refused	9	9	6
Not asked	86	82	87

QPHONETYPE. Finally, in terms of your household's phone usage, do you have a landline only, a cell phone only, or both a landline and cell phone? (IF BOTH, ASK) Which do you use more—would you say you always or almost always use your LANDLINE, or always or almost always use your CELL PHONE?

		Likely	Likely
	Main	GOP	Dem
	Sample	Primary	Primary
Have landline only	4%	4%	5%
Have cell phone only	29	28	29
Have both, always/mostly use LANDLINE	15	18	16
Have both, always/mostly use CELL PHONE	34	33	33
Have both, use both about equally [VOL]	15	15	16
Refused/NA	2	2	2

QRACE. And again, to make sure we have a representative group of people, I need to ask, is your racial or ethnic heritage white, black, Hispanic, Asian or something else?

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
White	88%	94%	90%
Black/African American	0	0	1
Hispanic/Spanish American/Chicano	1	1	2
Asian/[Japanese, Korean, Pacific Islander, etc.]	1	0	1
American Indian/Native American	0	0	0
Other	6	2	4
Not ascertained	3	3	2

AGE6

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
18-24	6%	2%	8%
25-34	11	7	10
35-44	15	14	13
45-54	16	16	13
55-64	24	25	24
65+	27	35	32
REF	0	1	0

QSEX. Sex: (BY OBSERVATION)

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Male	48%	54%	40%
Female	52	46	60

REGION

	Main <u>Sample</u>	Likely GOP <u>Primary</u>	Likely Dem <u>Primary</u>
Balance of South	29%	24%	36%
North	18	19	17
Rockingham County	22	26	20
Hillsborough County	30	31	27