



*New Hampshire Statewide Survey
Thursday - Sunday, March 13 - 16, 2025
n=500 Voters
Topline*

**Denotes results under 0.5%*

Due to rounding, some figures may be higher or lower by less than one-half of one percent. Totals may not add up to 100%.

To begin, we have just a few general questions.

1. Do you think that things in New Hampshire are generally headed in the right direction, or do you think that things in the state are off on the wrong track?

47% Right Direction

43% Wrong Track

9% **[DO NOT READ]** Don't Know

* **[DO NOT READ]** Prefer Not to Answer

2. Are you or is anyone in your household employed by a newspaper, television or radio station, a political party, or a candidate for political office?

100% No

3. **[IF LANDLINE, ASK]** Are you registered to vote in New Hampshire at this address?
[IF CELL, ASK] Are you registered to vote in New Hampshire?

100% Yes

4. [Do NOT Ask, By Observation]

48% Male
52% Female

5. In what year were you born? [CODE INTO CATEGORIES]

3% 18-24
12% 25-29
5% 30-34
9% 35-39
7% 40-44
5% 45-49
7% 50-54
9% 55-59
7% 60-64
8% 65-69
10% 70-74
16% 75+

2% Prefer Not to Answer

20% TOTAL 18-34
21% TOTAL 35-49
23% TOTAL 50-64
33% TOTAL 65+

6. PARTY REGISTRATION FROM FILE

34% Republican
30% Democrat
36% Undeclared

7. What is the highest level of school you have completed or the highest degree you have received? **[READ 1 THRU 7 IF NECESSARY] [ROTATE 1-7 TOP TO BOTTOM, BOTTOM TO TOP]**

1% No high school diploma
17% High school diploma or equivalent
4% Vocational / technical training
17% Some college, but no degree
14% Associate's or two year degree
28% Bachelor's or four year degree
18% Advanced degree, such as Master's, Professional or Doctorate degree

* **[DO NOT READ]** Don't Know
1% **[DO NOT READ]** Prefer Not to Answer

22% TOTAL HIGH SCHOOL OR LESS
31% TOTAL SOME COLLEGE
46% TOTAL COLLEGE GRAD+

Now I am going to read you the names of some people and policies that are active in politics or public debate. Please tell me whether you have a favorable or unfavorable impression of each one. If I name someone or something you have not heard of or don't know too much about, just tell me and we'll go on to the next one. **[RANDOMIZE Q8-11]**

	TOTAL HRD OF	FAV	UNFAV	HRD OF/ NO OPIN	NEVER HEARD	[DNR] REF
8. Donald Trump	100%	42%	52%	5%	*	*
9. Kelly Ayotte	95%	46%	35%	14%	4%	1%
10. The New Hampshire State Legislature	93%	40%	29%	23%	5%	2%
11. School Choice	86%	41%	30%	15%	10%	4%

-
12. Which one or two of the following issues is the most important for the Governor and state legislature to deal with? **[ACCEPT UP TO TWO RESPONSES] [READ AND RANDOMIZE 1-11]**

35% Jobs, the economy, and the cost of living
28% Affordable housing
23% Education
17% Healthcare
15% Illegal immigration and border security
11% Government spending and the state budget
11% Taxes
9% Crime, drugs, and public safety
9% Abortion
8% The environment and natural resources
6% Transportation and infrastructure

2% **[DO NOT READ]** Other **[SPECIFY: _____]**

* **[DO NOT READ]** Don't Know

-- **[DO NOT READ]** Prefer Not to Answer

[ASK Q13 OF HALF SAMPLE A] [N=246]

13. Students are often graded on an A to F scale based on the quality of their work. Using the same scale, how would you grade New Hampshire's K to 12 public schools? **[ROTATE 1-5 TOP TO BOTTOM, BOTTOM TO TOP]**

[ASK Q13B OF HALF SAMPLE B] [N=254]

- 13B. Students are often graded on an A to F scale based on the quality of their work. Using the same scale, how would you grade your local K to 12 public schools? **[ROTATE 1-5 TOP TO BOTTOM, BOTTOM TO TOP]**

NH	Local		
<u>Q13</u>	<u>Q13B</u>	<u>Comb</u>	
8%	11%	10%	A - Excellent
34%	28%	31%	B - Good
33%	29%	31%	C - Average
12%	14%	13%	D - Below Average
4%	5%	4%	F - Failing
9%	11%	10%	[DO NOT READ] Don't Know
--	2%	1%	[DO NOT READ] Prefer Not to Answer
42%	39%	41%	TOTAL A/B
16%	19%	17%	TOTAL D/F
3.34	3.31	3.33	GPA

-
14. As you may know, New Hampshire has a school choice program that allows families who are at or below 350% of the federal poverty limit, approximately \$110,000 a year for a family of four, to be eligible to send their children to the school of their choice. The current program serves approximately 5,300 students who get an average of \$5,200 in scholarships to attend the school of their choice.

Do you **[ROTATE TOP TO BOTTOM, BOTTOM TO TOP]** strongly favor, somewhat favor, somewhat oppose, ...or... strongly oppose the current New Hampshire school choice program? **[ROTATE 1-4 TOP TO BOTTOM, BOTTOM TO TOP]**

26% Strongly Favor
33% Somewhat Favor
16% Somewhat Oppose
18% Strongly Oppose

6% **[DO NOT READ]** Don't Know
1% **[DO NOT READ]** Prefer Not to Answer

59% TOTAL FAVOR
33% TOTAL OPPOSE

15. Do you think New Hampshire's current school choice program: **[RANDOMIZE 1-2, ALWAYS ASK 3 LAST]**

23% Does not go far enough because it still leaves too many students ineligible
37% Goes too far because it would take too much money away from public schools
29% Or does this strike the right balance?

9% **[DO NOT READ]** Don't Know
2% **[DO NOT READ]** Prefer Not to Answer

Now you are going to hear about some proposals that the New Hampshire legislature is consider regarding its school choice program. **[RANDOMIZE Q16-18, Q19-20, AND Q21-22 SERIES]**

[GOVERNOR PROPOSAL BATTERY]

16. This proposal would allow families currently enrolled in New Hampshire's school choice program to continue to be eligible to attend the school of their choice, while also expanding eligibility to only families whose children currently attend public school or are entering kindergarten, regardless of the family's income, with no caps on student enrollment.

Do you **[ROTATE TOP TO BOTTOM, BOTTOM TO TOP]** strongly favor, somewhat favor, somewhat oppose, ...or... strongly oppose this proposal? **[ROTATE 1-4 TOP TO BOTTOM, BOTTOM TO TOP]**

19% Strongly Favor
30% Somewhat Favor
20% Somewhat Oppose
24% Strongly Oppose

7% **[DO NOT READ]** Don't Know
1% **[DO NOT READ]** Prefer Not to Answer

49% TOTAL FAVOR
44% TOTAL OPPOSE

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17. Do you think this proposal to expand New Hampshire's school choice program to only families whose children currently attend public school or are entering kindergarten:
[RANDOMIZE 1-2, ALWAYS ASK 3 LAST]

21% Does not go far enough because it still leaves too many students ineligible
39% Goes too far because it would take too much money away from public schools
30% Or does this strike the right balance by expanding eligibility, while not funding families who already pay for their child to attend a private school?

8% **[DO NOT READ]** Don't Know
2% **[DO NOT READ]** Prefer Not to Answer

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18. Now thinking more about this proposal to expand New Hampshire's school choice program to only families whose children currently attend public school or are entering kindergarten... Which statement comes closest to your own opinion?

[RANDOMIZE 1-2]

41% This proposal strikes the right balance because it expands school choice by removing income limits, giving working- and middle-income families who do not qualify under the current program but still need financial help the opportunity to send their kids to the school of their choice, without giving taxpayer money to rich families who are already in private school.

...or...

43% This proposal is unfair because it allows rich families whose kids attend public school into the school choice program, while excluding many working- and middle-class families, like a firefighter and nurse who earn too much to be eligible for the current program, but currently sacrifice to send their kids to private school.

2% **[DO NOT READ]** Other **[SPECIFY: _____]**
11% **[DO NOT READ]** Don't Know
3% **[DO NOT READ]** Refused

[SENATE PROPOSAL BATTERY]

19. This proposal would make all families eligible to send their children to the school of their choice, but cap the enrollment to 10,000 students in the first year. Priority would be given to lower- and middle-income families and students with disabilities, with the possibility to expand the enrollment cap in future years if there is increased demand.

Do you **[ROTATE TOP TO BOTTOM, BOTTOM TO TOP]** strongly favor, somewhat favor, somewhat oppose, ...or... strongly oppose this proposal? **[ROTATE 1-4 TOP TO BOTTOM, BOTTOM TO TOP]**

22% Strongly Favor
32% Somewhat Favor
16% Somewhat Oppose
23% Strongly Oppose

6% **[DO NOT READ]** Don't Know
1% **[DO NOT READ]** Prefer Not to Answer

54% TOTAL FAVOR
39% TOTAL OPPOSE

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20. Do you think this proposal to expand New Hampshire's school choice program to all families and increase the enrollment cap to 10,000 students, while giving priority to lower- and middle-income families and students with disabilities: **[RANDOMIZE 1-2, ALWAYS ASK 3 LAST]**

21% Does not go far enough because it still leaves too many students ineligible
35% Goes too far because it would take too much money away from public schools
35% Or does this strike the right balance by expanding eligibility, while being fiscally responsible?

6% **[DO NOT READ]** Don't Know
3% **[DO NOT READ]** Prefer Not to Answer

[HOUSE PROPOSAL BATTERY]

21. This proposal would increase eligibility in the first year for families making up to 400% of the poverty limit, or approximately \$125,000 a year for a family of four. Then in the second year, it would allow all parents regardless of income to enroll in the program, without any caps on enrollment.

Do you **[ROTATE TOP TO BOTTOM, BOTTOM TO TOP]** strongly favor, somewhat favor, somewhat oppose, ...or... strongly oppose this proposal? **[ROTATE 1-4 TOP TO BOTTOM, BOTTOM TO TOP]**

15% Strongly Favor
31% Somewhat Favor
18% Somewhat Oppose
28% Strongly Oppose

6% **[DO NOT READ]** Don't Know
1% **[DO NOT READ]** Prefer Not to Answer

46% TOTAL FAVOR
46% TOTAL OPPOSE

-
22. Do you think this proposal to expand New Hampshire's school choice program by increasing the income cap the first year and in the second year, allow all parents regardless of income to enroll in the program, without any caps on enrollment:
[RANDOMIZE 1-2, ALWAYS ASK 3 LAST]

17% Does not go far enough because it still leaves too many students ineligible in the first year
40% Goes too far because it would take too much money away from public schools
35% Or does this strike the right balance by expanding eligibility, but phasing it in over time and making all students eligible?

6% **[DO NOT READ]** Don't Know
2% **[DO NOT READ]** Prefer Not to Answer

23. Which of these school choice proposals do you prefer the MOST?

[IF Q23:1-3, FIRST CHOICE, ASK Q24; EXCLUDE OPTION IN Q23] [SHOWN OFF TOTAL BASE N=500]

24. And which school choice proposal would you prefer the SECOND most?

1st	2nd		
Q23	Q24	Comb	
33%	14%	47%	Expanding eligibility to all families, but initially capping enrollment to 10,000 students in the first year, while giving priority to lower- and middle-income families and students with disabilities.
18%	19%	37%	Expanding eligibility to families making up to 400% of the poverty limit the first year, and in the second year, allowing all parents regardless of income to enroll, without any caps on enrollment.
14%	16%	31%	Expanding eligibility to only families whose children currently attend public school or are entering kindergarten, with no caps on student enrollment or household income.
30%	12%	42%	None of These
4%	3%	7%	[DO NOT READ] Don't Know
1%	*	2%	[DO NOT READ] Prefer Not to Answer

25. Regardless of your views on specific school choice proposals, which statement comes closest to your own opinion? **[RANDOMIZE 1-2]**

51% School choice is a good idea because it empowers parents to hold both public and private schools accountable with their tax dollars and have more input on their children's education.

...or...

44% School choice is a bad idea because it cuts money from already underfunded public schools, hurts small towns and rural communities, and causes property taxes to rise.

4% **[DO NOT READ]** Don't Know

1% **[DO NOT READ]** Prefer Not to Answer

26. New Hampshire public schools receive around \$24,000 per student, while the average cost of a school choice scholarship is \$5,200 per student. Even when students leave for private school, schools keep all local funding, which is typically over \$15,000 per student. Knowing this, which statement comes closest to your view?

63% School districts should be able to adjust their budgets without raising property taxes when students leave for school choice programs since they continue receiving taxpayer funding, while serving fewer students.

...or...

28% School districts may need to raise property taxes when students leave for school choice programs because losing state funding makes it harder to provide resources for students who remain in public schools.

6% **[DO NOT READ]** Don't Know

3% **[DO NOT READ]** Prefer Not to Answer

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27. As part of its school choice program, New Hampshire gives phase out grants to public schools for two years after a child transfers from a public school to a private school, even though that public school is no longer serving that student.

Do you **[ROTATE TOP TO BOTTOM, BOTTOM TO TOP]** strongly favor, somewhat favor, somewhat oppose, ...or... strongly oppose providing phase out grants for two years to New Hampshire public schools for students who transfer to private schools and they are no longer serving? **[ROTATE 1-4 TOP TO BOTTOM, BOTTOM TO TOP]**

13% Strongly Favor
28% Somewhat Favor
21% Somewhat Oppose
25% Strongly Oppose

9% **[DO NOT READ]** Don't Know
2% **[DO NOT READ]** Prefer Not to Answer

42% TOTAL FAVOR
47% TOTAL OPPOSE

28. And now I have just a few questions for statistical purposes only.

Which of these statements best describes how you have usually voted in past elections?
[ROTATE 1-7 TOP TO BOTTOM, BOTTOM TO TOP]

- 18% Straight Republican
- 13% Mostly Republican
- 2% A few more Republicans than Democrats
- 29% Independent or Depends on the Person
- 3% A few more Democrats than Republicans
- 15% Mostly Democratic
- 17% Straight Democratic
- 1% **[DO NOT READ]** Don't Know
- 1% **[DO NOT READ]** Prefer Not to Answer

31% TOTAL REPUBLICAN
34% TOTAL TICKET-SPLITTER
32% TOTAL DEMOCRATIC

29. Do you have any children or grandchildren currently enrolled in a K to 12 school in New Hampshire?

[IF YES, ASK] And would those be your children or grandchildren?

- 33% TOTAL FAMILIES WITH KIDS IN NEW HAMPSHIRE K-12 SCHOOLS**
- 17% Yes, children under 18 years old
 - 13% Yes, grandchildren under 18 years old
 - 2% Yes, both children and grandchildren under 18 years old
 - 66% No, children or grandchildren under 18 years old
 - 1% **[DO NOT READ]** Don't Know / Prefer Not to Answer
- 19% TOTAL PARENTS**
16% TOTAL GRANDPARENTS
-

[IF Q29:1-3, HAVE KIDS, ASK Q30] [ASKED OF N=164 WITH KIDS OR GRANDKIDS IN NEW HAMPSHIRE K-12 SCHOOLS]

30. **[IF Q29:1,3, ask] Are your children enrolled in... [READ 1-6] [ACCEPT MULTIPLE RESPONSES]**

[IF Q19:2, ask] Are your grandchildren enrolled in... [READ 1-6] [ACCEPT MULTIPLE RESPONSES]

[IF SAY HAVE MORE THAN ONE CHILD] If you have more than one [IF Q29:1,3: child / IF Q29:2: grandchild] in New Hampshire's K to 12 schools, please tell me all that apply.

n=164 n=500

<u>Skip</u>	<u>Total</u>	
83%	27%	A traditional public school, inside the child's school district
8%	3%	A traditional public school, outside the child's school district
7%	2%	A charter school
9%	3%	A private school
5%	2%	Or are they home schooled?
1%	*	[EXCLUSIVE] Don't Know
--	--	[EXCLUSIVE] Prefer Not to Answer

31. Regardless of how you feel today, for whom DID you vote in the 2024 election for President: **[ROTATE TRUMP / HARRIS]** Republican Donald Trump, Democrat Kamala Harris, someone else, or were you not able to vote in that election?

44%	Republican Donald Trump
46%	Democrat Kamala Harris
4%	Someone Else
3%	Did Not Vote
*	[DO NOT READ] Don't Know
2%	[DO NOT READ] Refused

32. And for statistical purposes only, which category best describes your annual household income? **[ROTATE 1-6 TOP TO BOTTOM, BOTTOM TO TOP]**

5% Under \$25,000
9% \$25,000 to just under \$50,000
18% \$50,000 to just under \$75,000
17% \$75,000 to just under \$100,00
14% \$100,000 to just under \$125,000
30% \$125,000 or more

8% **[DO NOT READ]** Prefer Not to Answer

[RECORD FROM FILE FOR CORRECT RESPONDENT IN HOUSEHOLD]

V1. County

84% TOTAL BOSTON (MANCHESTER) DMA

5% Belknap
6% Cheshire
28% Hillsborough
11% Merrimack
25% Rockingham
9% Strafford

10% TOTAL BURLINGTON-PLATTSBURGH DMA

7% Grafton
3% Sullivan

84% TOTAL PORTLAND-AUBURN DMA

4% Carroll
3% Coos

V2. Geography

13% Urban
31% Suburban
11% Town
45% Rural

44% TOTAL URBAN/SUBURBAN
56% TOTAL TOWN/RURAL

V3. Calculated Party

36% Hard Republican
9% Soft Republican
11% Independent
12% Soft Democrat
32% Hard Democrat

45% TOTAL REPUBLICAN
44% TOTAL DEMOCRAT

V4. Ethnicity

90% White

10% TOTAL NON-WHITE

1% Asian
1% Black
4% Hispanic
5% Other

V5. General Election Vote History Frequency

3%	0 of 4
13%	1 of 4
22%	2 of 4
20%	3 of 4
42%	4 of 4

V6. 2022 General Election

73%	TOTAL VOTED
65%	Voted
8%	Voted by Absentee/Mail
27%	Did Not Vote

V7. 2020 General Election

89%	TOTAL VOTED
69%	Voted
20%	Voted by Absentee/Mail
11%	Did Not Vote

V8. Primary Vote History Frequency

54%	0 of 4
15%	1 of 4
13%	2 of 4
9%	3 of 4
9%	4 of 4

V9. Mode

15% Landline
85% Cell Call
