



# Reform for Nebraska's Future Nebraska Statewide Voter Survey

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January 2-5, 2017

N=502 Nebraska Registered Voters

MoE:  $\pm 4.46\%$





# Methodology

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N=502 Nebraska voters

Live interviewer, phone survey

56% of interviews conducted via cell phone

Distributed proportionate to the voting population in the state

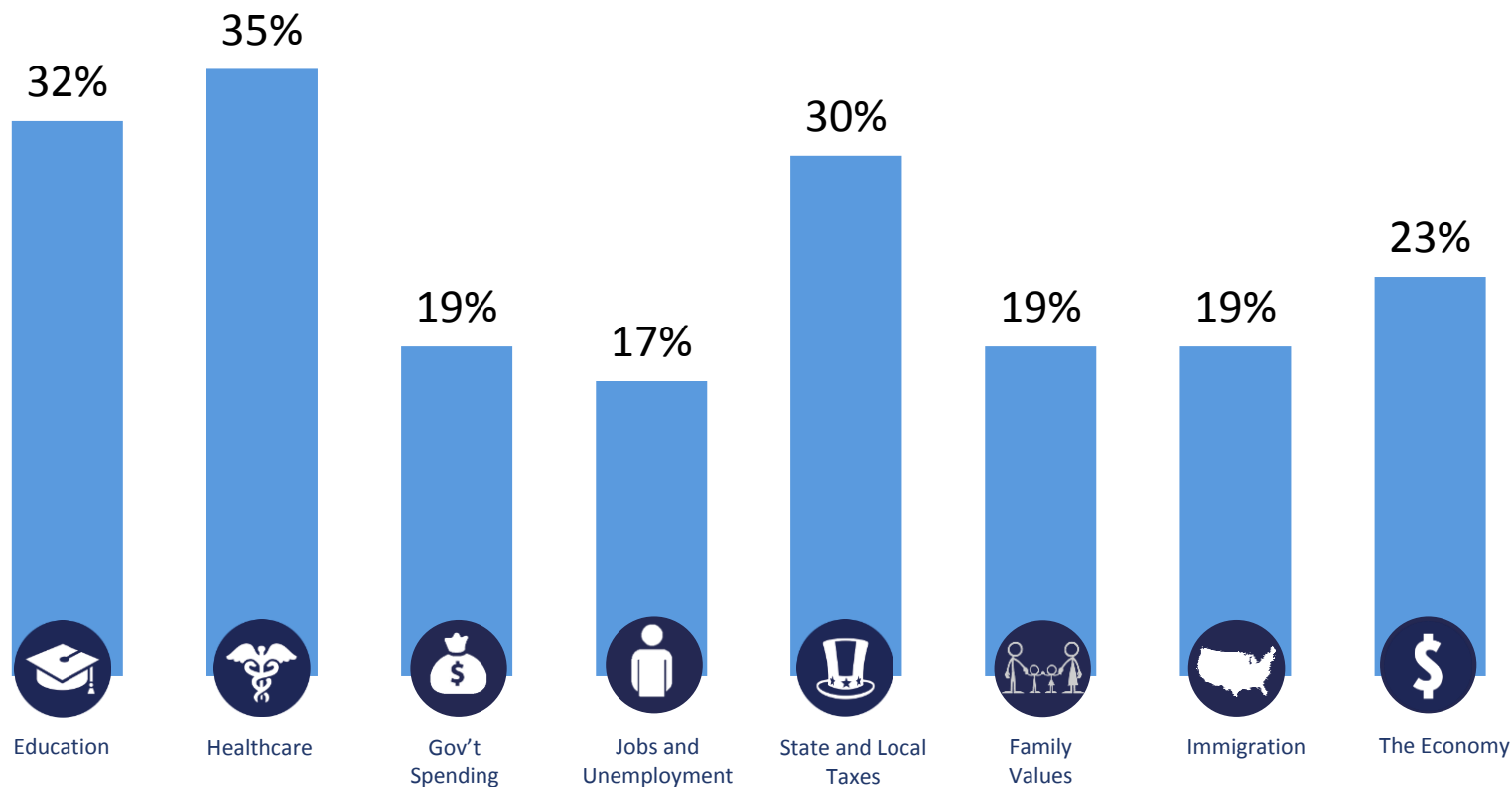
Fielded January 2-5, 2017

Margin of Error  $\pm 4.46\%$



# Most Important Issue

Of the following list of issues in Nebraska, which are the most important to you?



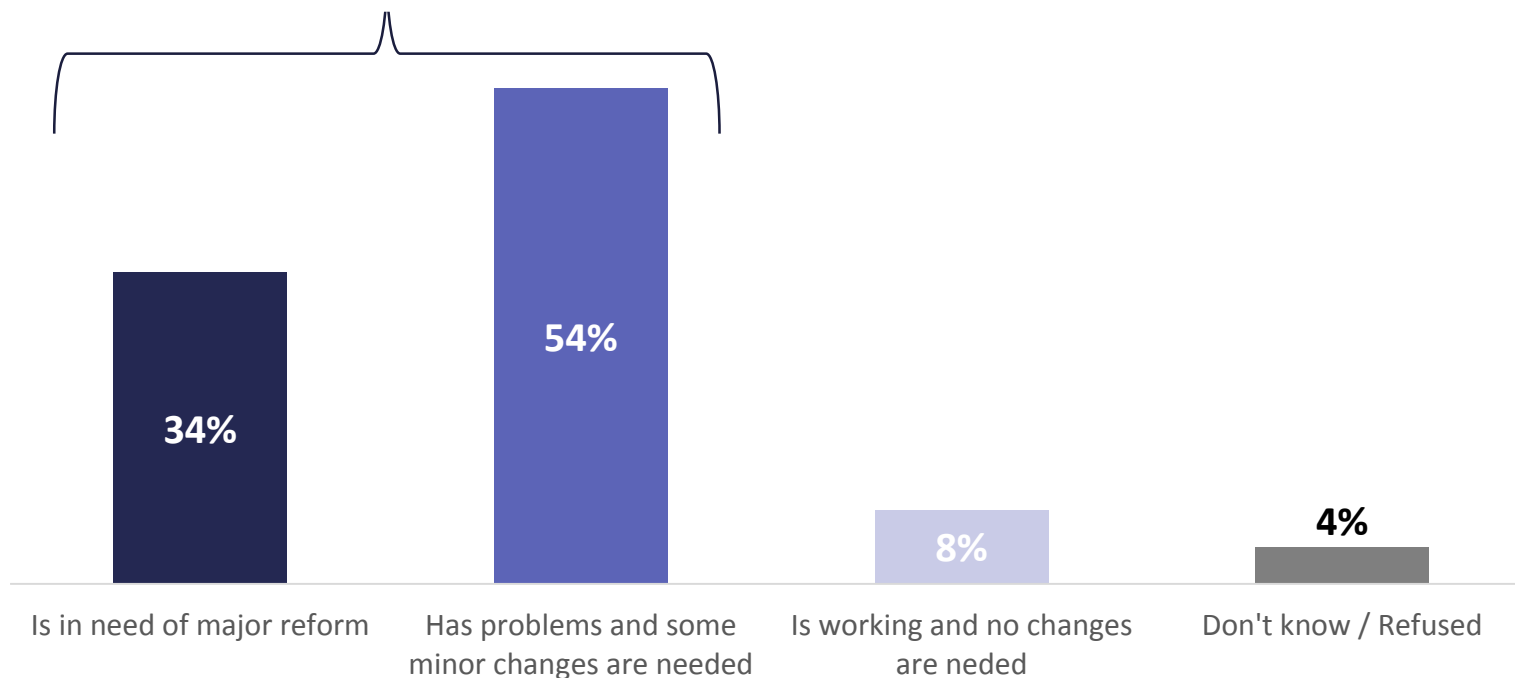


# Need for Reform

Thinking about the state and local budgets and how the state and local government taxes citizens, of the following statements, which one best reflects your view?

The state budget and system of taxation...

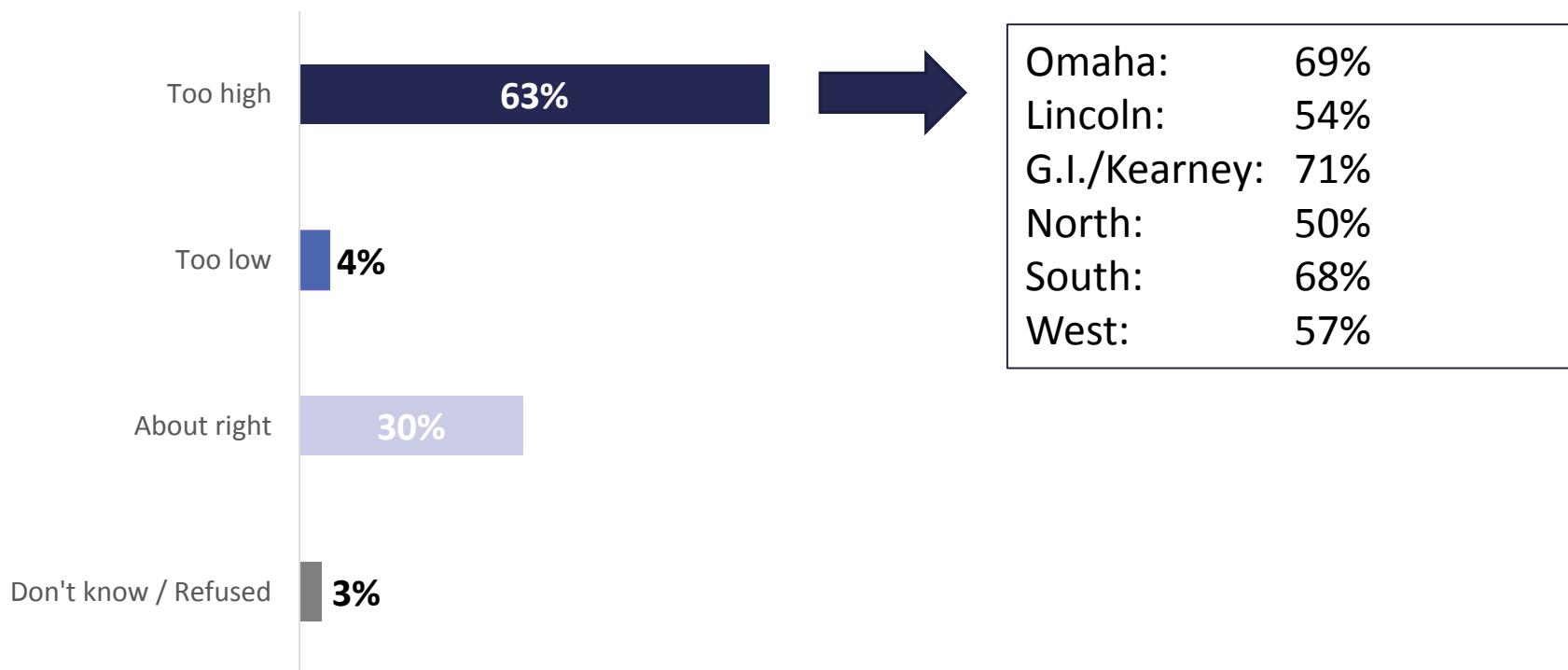
**88% Want Reform**





# Taxes Too High

Thinking just about state and local taxes in Nebraska, would you say state and local taxes are...





# Reform Supporters

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Support Major Reform and Say Taxes Are Too High

Independents 45+ (49%)

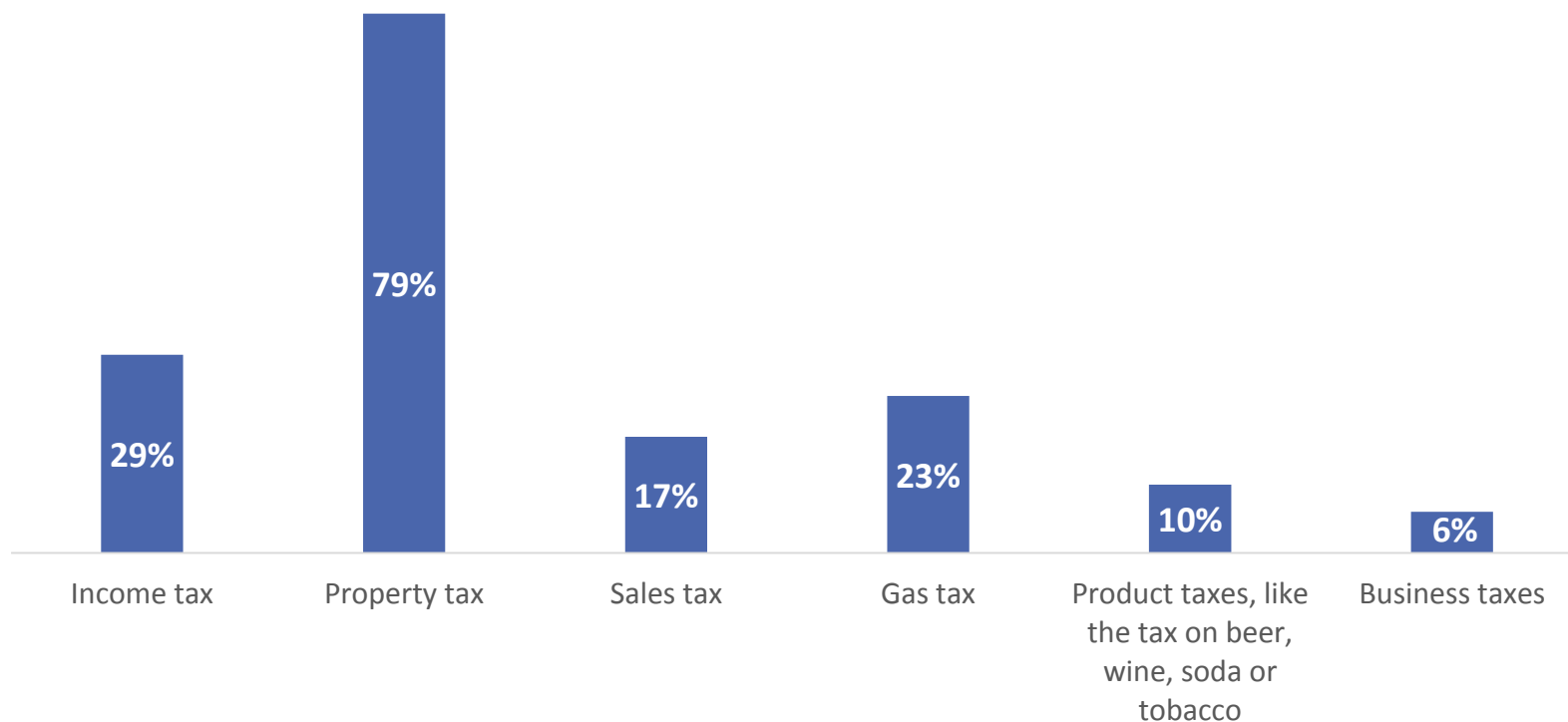
Labor union HH (40%)

Men 45+ (38%)



# Excessive Taxes – All Mentions

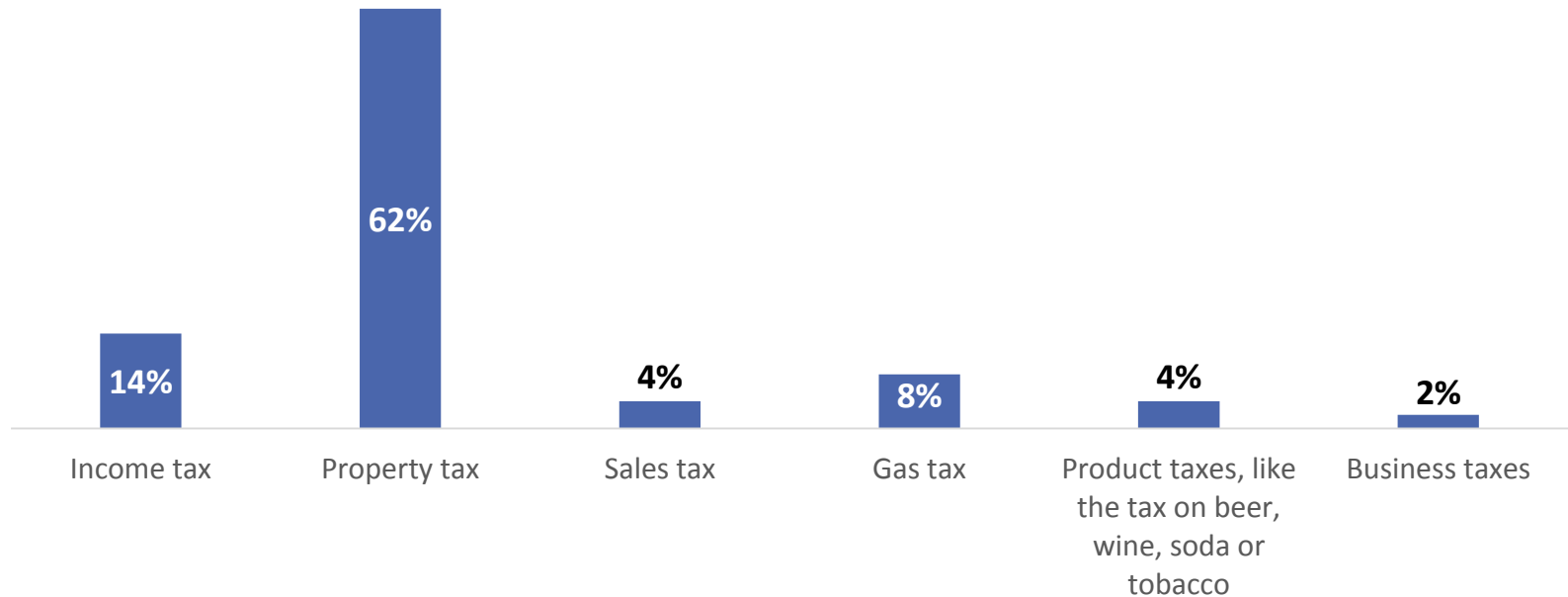
Which state or local tax that you pay would you say is too high? (CHECK ALL THAT APPLY)



# Excessive Taxes – First Mention



Which state or local tax that you pay would you say is too high?  
FIRST MENTION

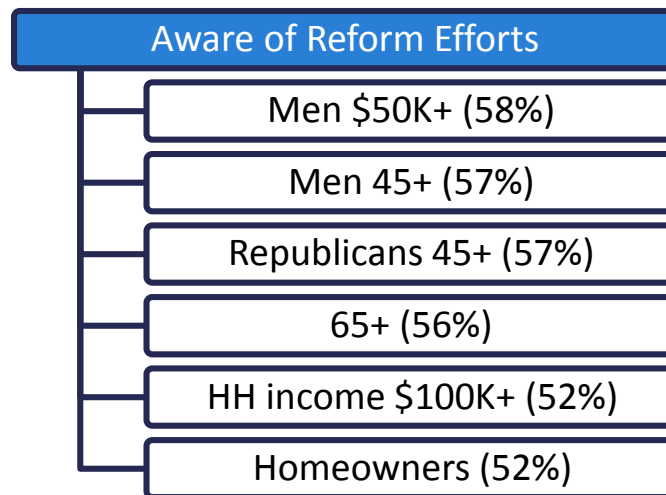
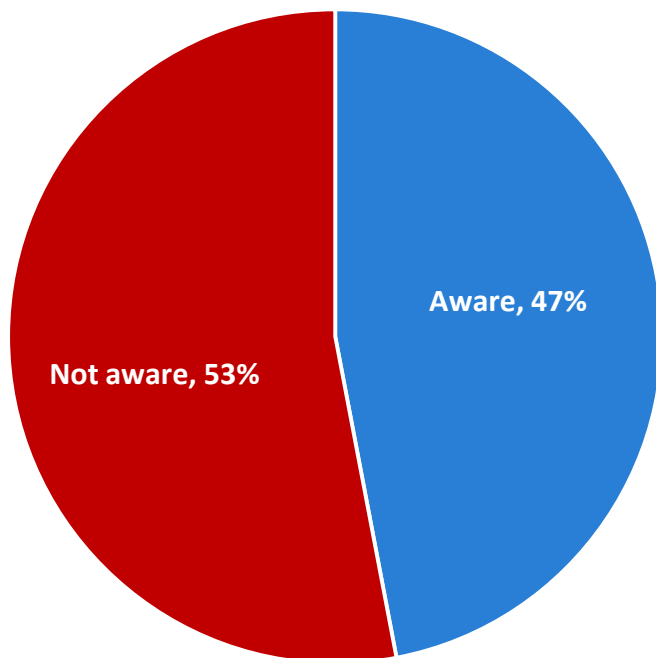






# Reform Awareness

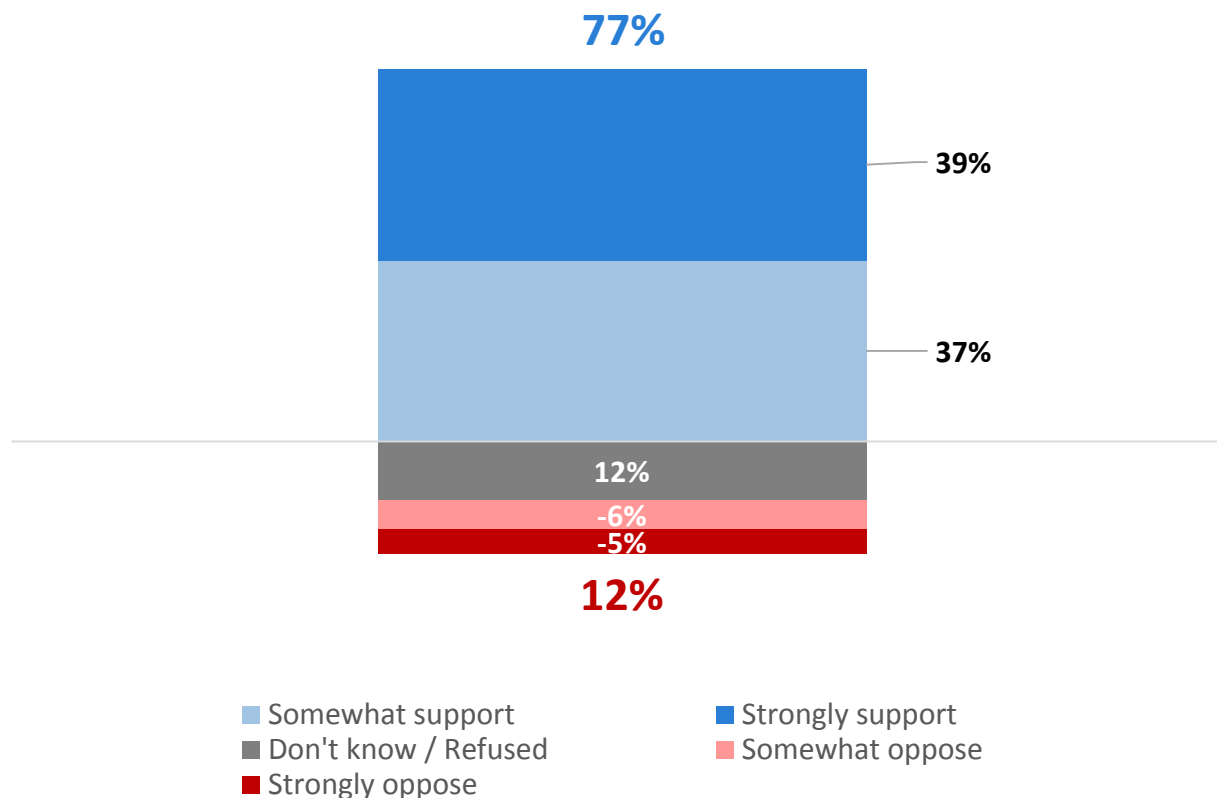
The legislature and governor have talked about tax reform over the last several years, specifically reforming property taxes in Nebraska. First of all, have you seen, read, or heard anything about legislators trying to reform property taxes in the state?





# Reform Support

In general, do you support or oppose Nebraska reforming property taxes?

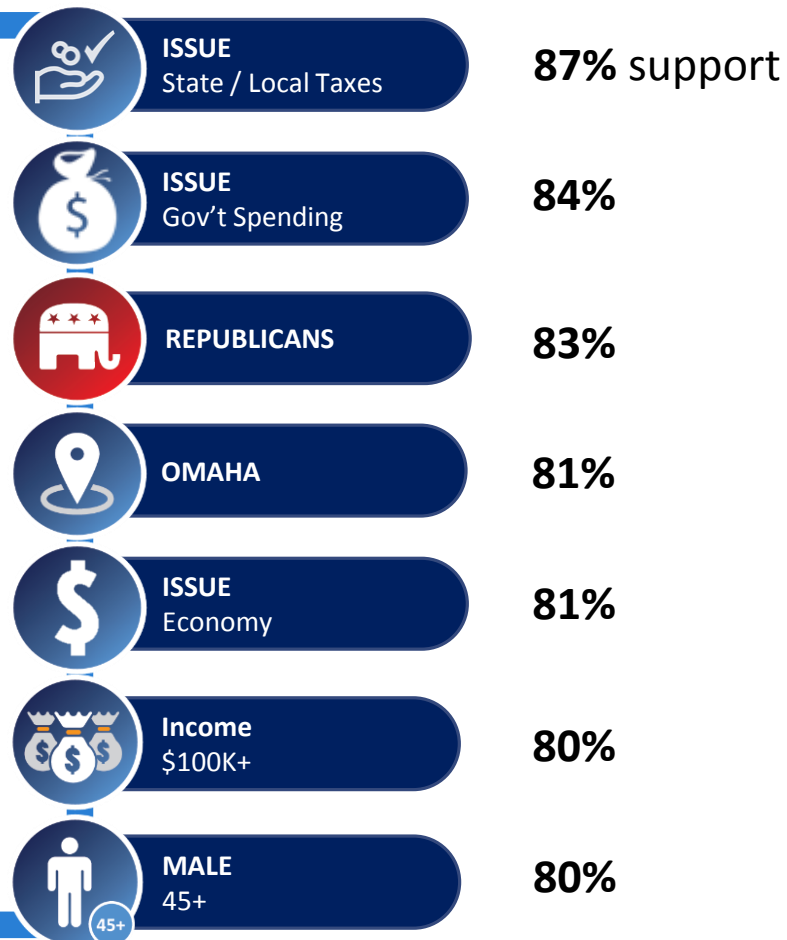


Totals may not add to 100% due to rounding.



# Top Supporters

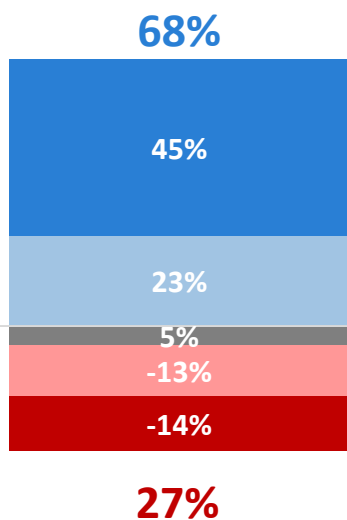
**Support  
Property  
Tax  
Reform**





# Taking Decision to Voters

Some people have suggested voters should be the ones to decide if property taxes are reformed in the state instead of the state legislature. Do you support or oppose taking the decision to reform property taxes directly to the voters?

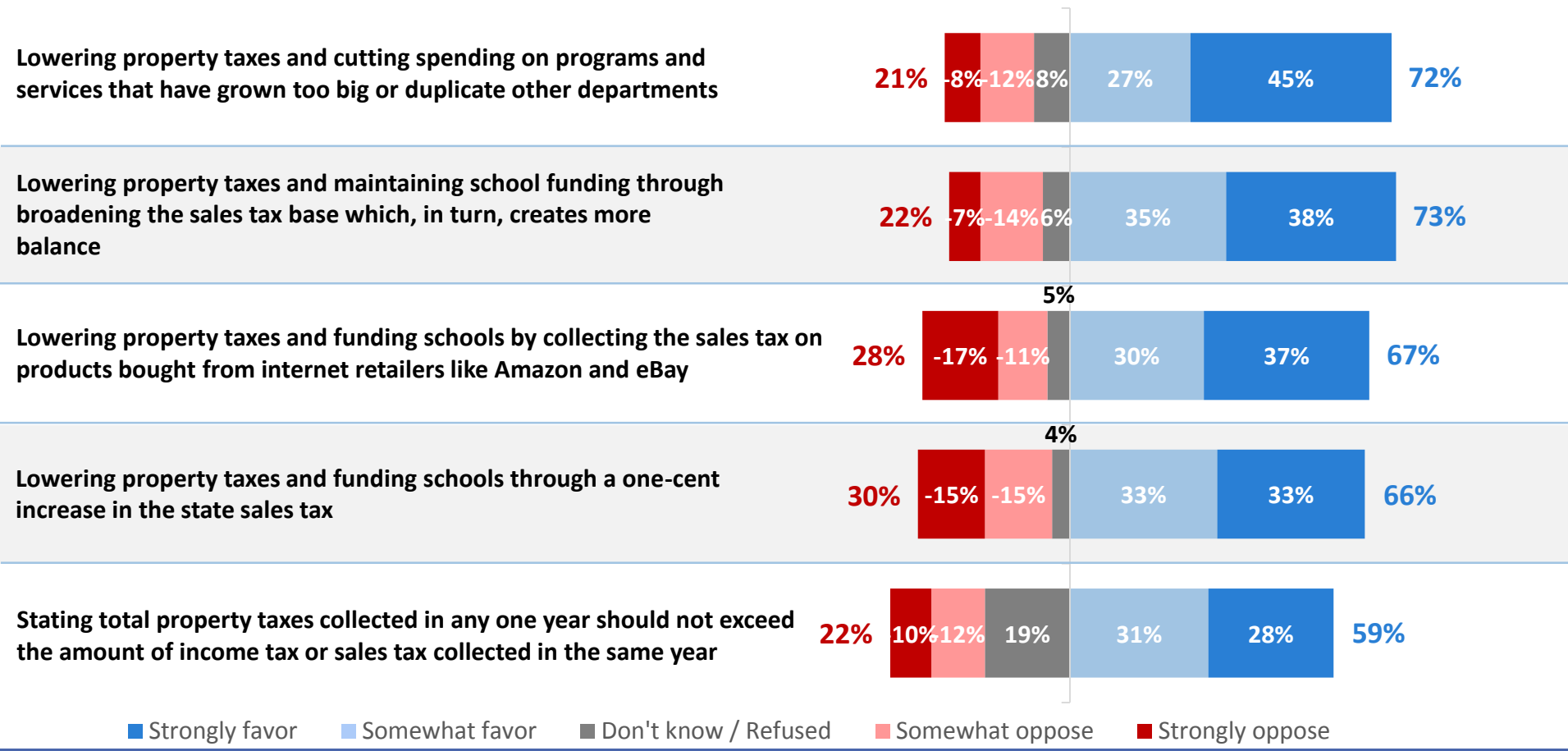


- Somewhat support
- Strongly support
- Don't know / Refused
- Somewhat oppose
- Strongly oppose

## STRONGLY Support Taking Reform to Voters

- South (56%)
- Independents (52%)
- Omaha and Lincoln <\$50K (52%)
- Issue – Jobs and unemployment (51%)
- Men outside Omaha / Lincoln (51%)
- HH income \$30K-\$50K (51%)
- Grand Island / Kearney (50%)

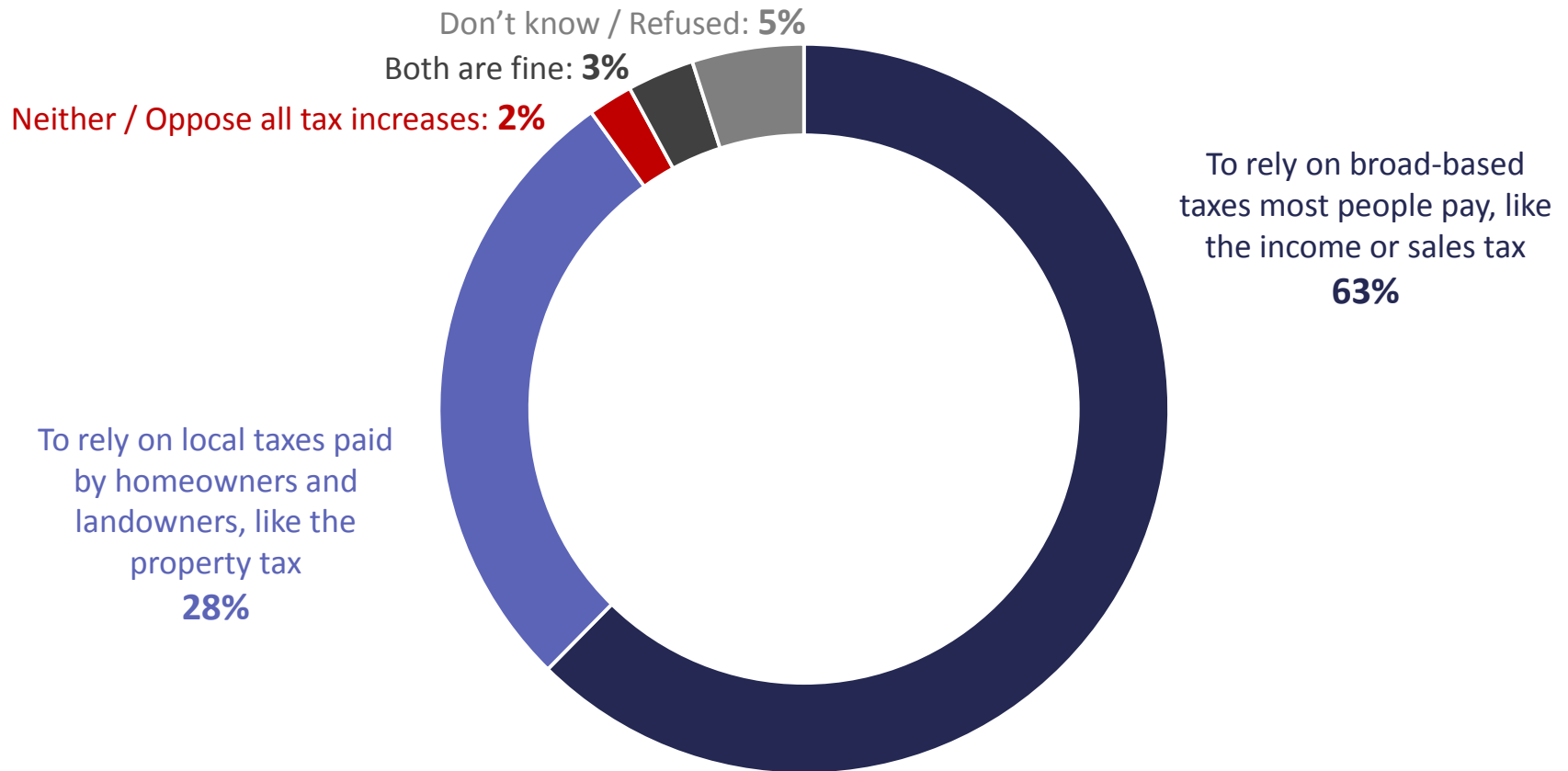
# All Proposals Have Majority Support



# Funding Education – Local or Broad-Based?



When it comes to funding state priorities like education, which is the better approach?

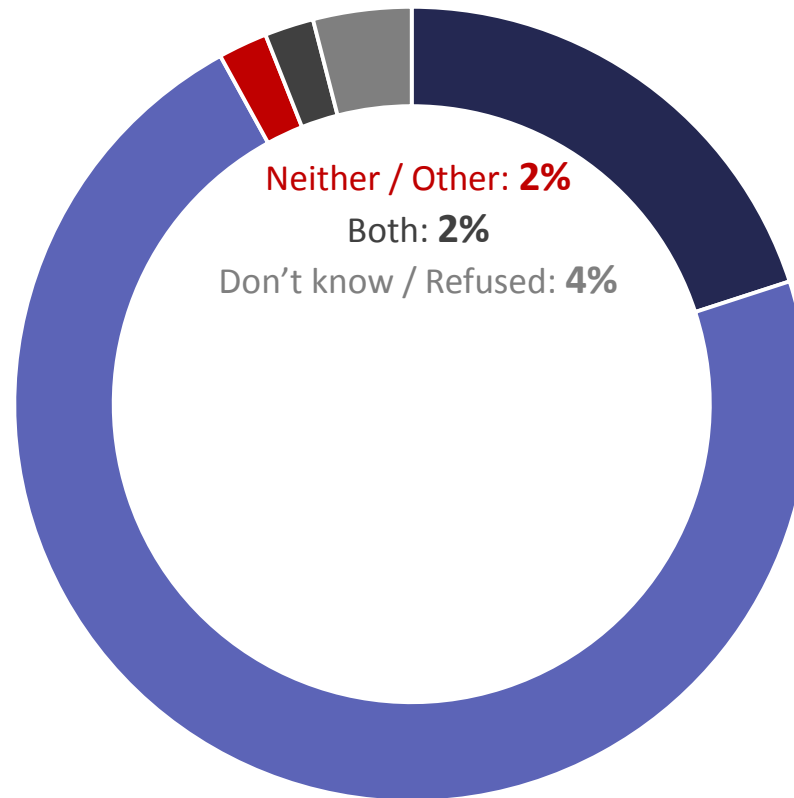


# Funding Education – Local or Diversified



Between the following two viewpoints, which is closer to your own?

Our schools should be funded through several different sources, like property taxes and the sales tax, so schools aren't dependent on one source of funding and vulnerable during tough times  
**72%**

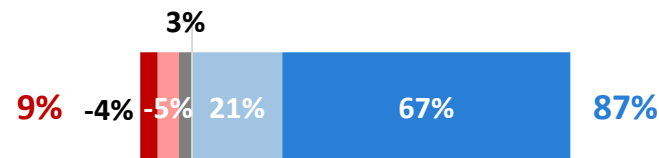


Our schools should be funded mainly by property taxes since those taxes are collected at a local level and reflect the different needs of each school district  
**20%**

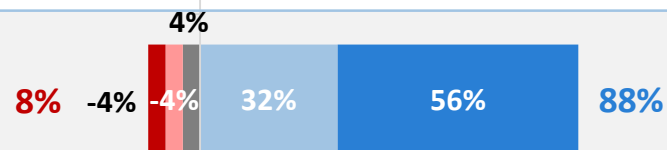


# Messaging FOR Property Tax Reform Is Strong w/ Intensity

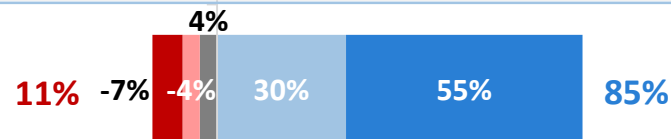
Property taxes have increased 35% over the past 10 years for the average homeowner. It's time we look at reforming these out of control increases.



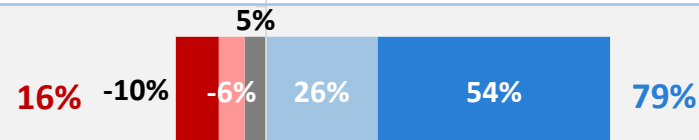
Property tax reform is necessary and can be done while also preserving public education funding.



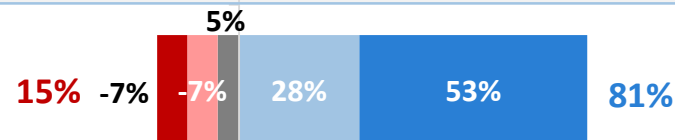
State and local policies have made our schools too dependent on property tax revenue. Funding schools through a mix of property taxes and sales taxes is a fairer way so everyone contributes to our schools.



Our education needs haven't grown at a rate high enough to justify the increase in property taxes.



We need to protect funding for our schools by giving them a more reliable revenue source moving forward.



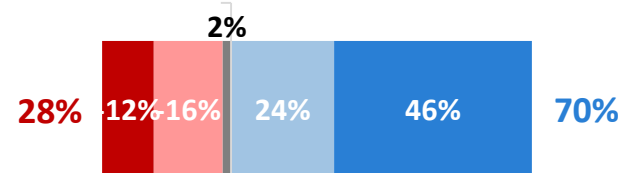
■ Strongly agree   ■ Somewhat agree   ■ Don't know / Refused   ■ Somewhat disagree   ■ Strongly disagree



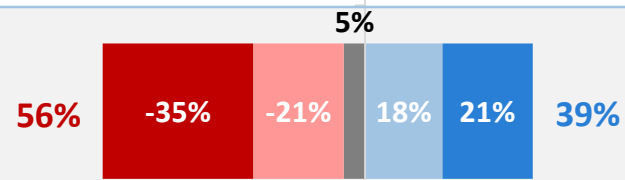


# Messaging AGAINST Property Tax Reform Is Weaker

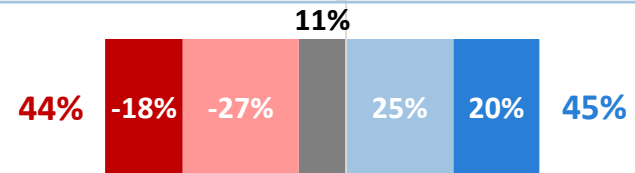
Property taxes are a local issue and should be decided at the local level and not by state bureaucrats in Lincoln.



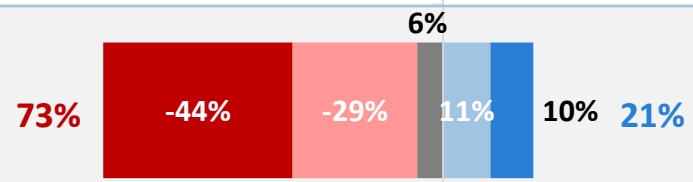
Farmers are doing well and already receive many, many tax breaks. I think they can afford to pay more to keep our schools strong.



Lawmakers shouldn't be so focused on property tax reform, which mainly benefits farmers, and should instead be focused on income tax.



Attempts to reform property taxes aren't really designed to help people. They are nothing more than efforts to hurt public education.

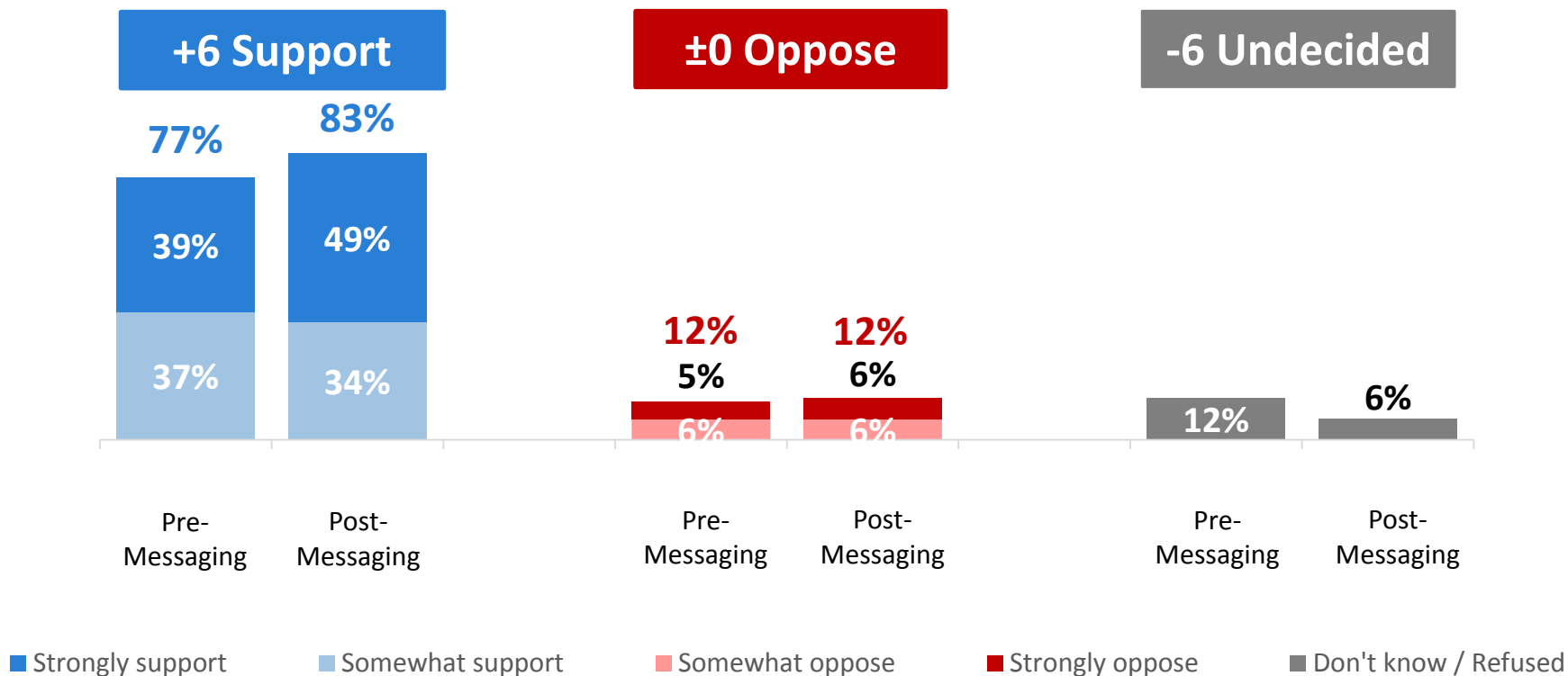


■ Strongly agree   ■ Somewhat agree   ■ Don't know / Refused   ■ Somewhat disagree   ■ Strongly disagree



# Post-Debate Shift

After talking about it some more, and hearing from both sides, do you support or oppose Nebraska reforming property taxes?





# Key Voters

## All Regions

West (87%)

South (85%)

Grand Island / Kearney  
(85%)

Omaha (83%)

Lincoln (80%)

North (79%)

## All Ages

55-64 years (86%)

65+ (83%)

<35 (83%)

35-54 (81%)

## All Income Levels

<\$30K (88%)

\$30-\$50K (86%)

\$50-\$100K (81%)

\$100K+ (79%)

## “Tougher Audiences”

Renters (88%)

Parents (79%)

Teachers (74%)