Key findings from a statewide telephone survey of 500 registered voters in Nebraska, with 200 cell phone interviews, conducted March 4-7, 2017.
Methodology

Public Opinion Strategies is pleased to present the key findings of a statewide telephone survey conducted in Nebraska. The survey was completed March 4-7, 2017, among 500 registered voters, including 200 cell phone respondents, and has a margin of error of ±4.38%.

Glen Bolger was the principal researcher on this project. Kyle Clark was the project director, and Ryan Garikes provided analytical support.
Out of the five proposals tested to help fix the state budget shortfall, increasing the state tobacco tax has by far the most support.

Now as you may know, the state of Nebraska is facing a budget shortfall. As a result, legislators are considering certain proposals to make sure important state priorities have adequate funding. I am going to read you a list of proposals that have been suggested to make sure the state balances the budget while still funding these priorities. After I read each one, please tell me if you FAVOR or OPPOSE that proposal...

**Ranked by % Strongly Favor**

- **Increase the state tobacco tax.**
  - Strongly Favor: 53%
  - Total Favor: 74%*
  - Strongly Oppose: 17%
  - Total Oppose: 25%*

- **Tax internet sales in Nebraska.**
  - Strongly Favor: 18%
  - Total Favor: 44%
  - Strongly Oppose: 30%
  - Total Oppose: 53%*

- **Reduce funding for the University of Nebraska.**
  - Strongly Favor: 18%
  - Total Favor: 42%
  - Strongly Oppose: 31%
  - Total Oppose: 56%

- **Impose sales and use taxes on services such as, but not limited to, storage and moving, wedding planning, taxis, interior design, dry cleaning, and hair and nail care.**
  - Strongly Favor: 12%
  - Total Favor: 45%
  - Strongly Oppose: 30%
  - Total Oppose: 52%*

- **Reduce funding for programs that provide health care for poor Nebraskans.**
  - Strongly Favor: 9%
  - Total Favor: 27%
  - Strongly Oppose: 51%
  - Total Oppose: 72%*

*Denotes Rounding
Voters across party lines support a $1.50 tobacco tax increase to help address the budget shortfall by over 2-1.
Voters across the state’s media markets support the tax increase.

$1.50 Tobacco Tax Increase By DMA

Balance DMA (14%)

<table>
<thead>
<tr>
<th>Total Favor</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>69%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Lincoln DMA (38%)

<table>
<thead>
<tr>
<th>Total Favor</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>71%</td>
<td>28%</td>
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</table>

Omaha DMA (49%)

<table>
<thead>
<tr>
<th>Total Favor</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>72%</td>
<td>26%</td>
</tr>
</tbody>
</table>
Very conservative voters are the least likely to favor the tobacco tax, but even 60% of these voters support it.

$1.50 Tobacco Tax Increase by Ideology

Very Conservative (21%)
- Total Favor: 60%
- Total Oppose: 39%

Somewhat Conservative (24%)
- Total Favor: 73%
- Total Oppose: 27%

Moderate (32%)
- Total Favor: 73%
- Total Oppose: 25%

Total Liberal (20%)
- Total Favor: 83%
- Total Oppose: 15%
Just under half of smokers favor the tax. Over three-quarters of non-smokers support it.

$1.50 Tobacco Tax Increase by Smoking

-4%  
+54%

48%  
52%

Smokers (17%)

76%  
22%

Non-Smokers (82%)

Total Favor  Total Oppose
For more information about this presentation or about Public Opinion Strategies, please give us a call.

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Turning Questions Into Answers

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