



Nebraska Statewide Survey

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

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Methodology

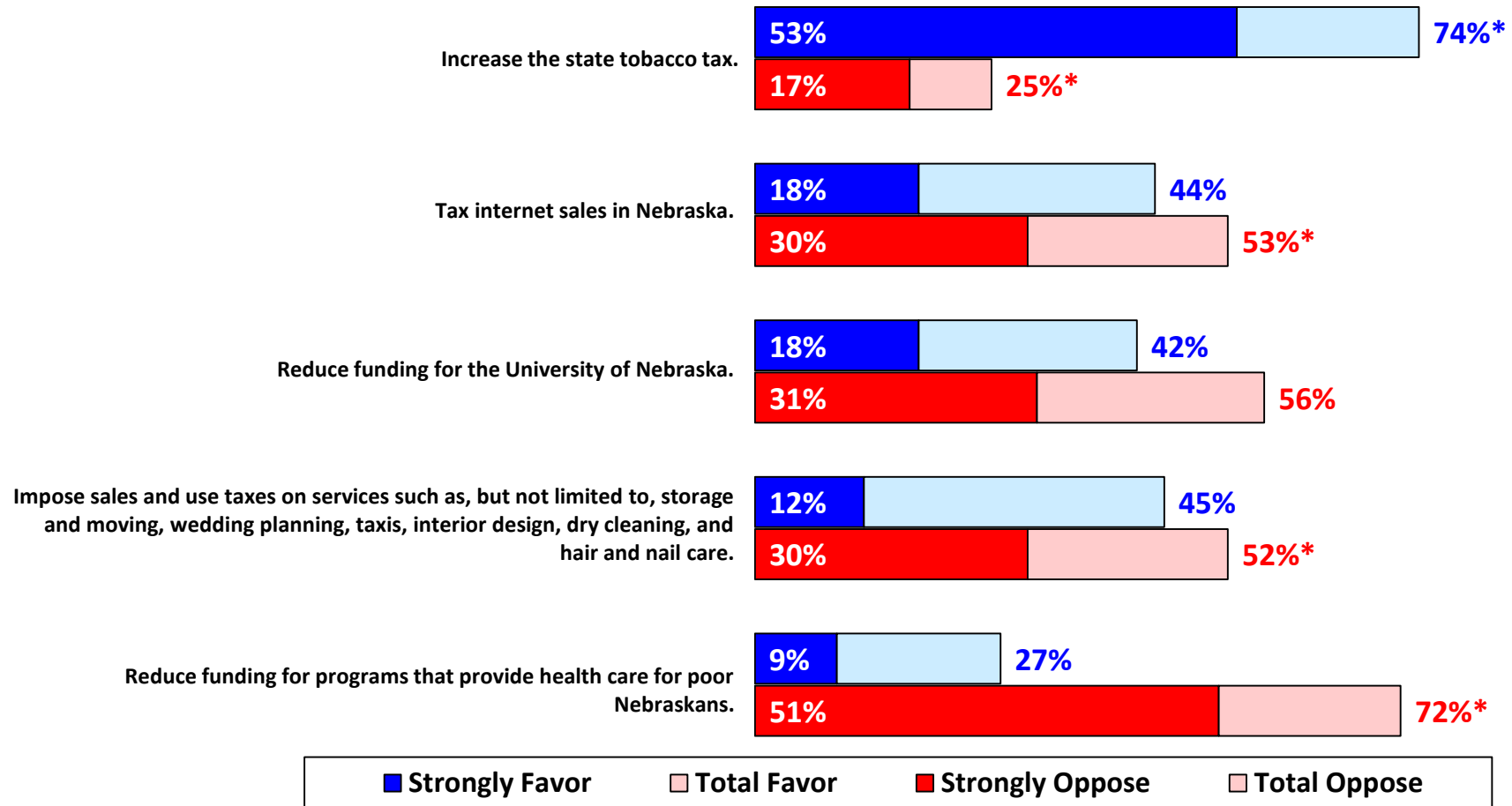
Public Opinion Strategies is pleased to present the key findings of a statewide telephone survey conducted in Nebraska. The survey was completed March 4-7, 2017, among 500 registered voters, including 200 cell phone respondents, and has a margin of error of +4.38%.

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

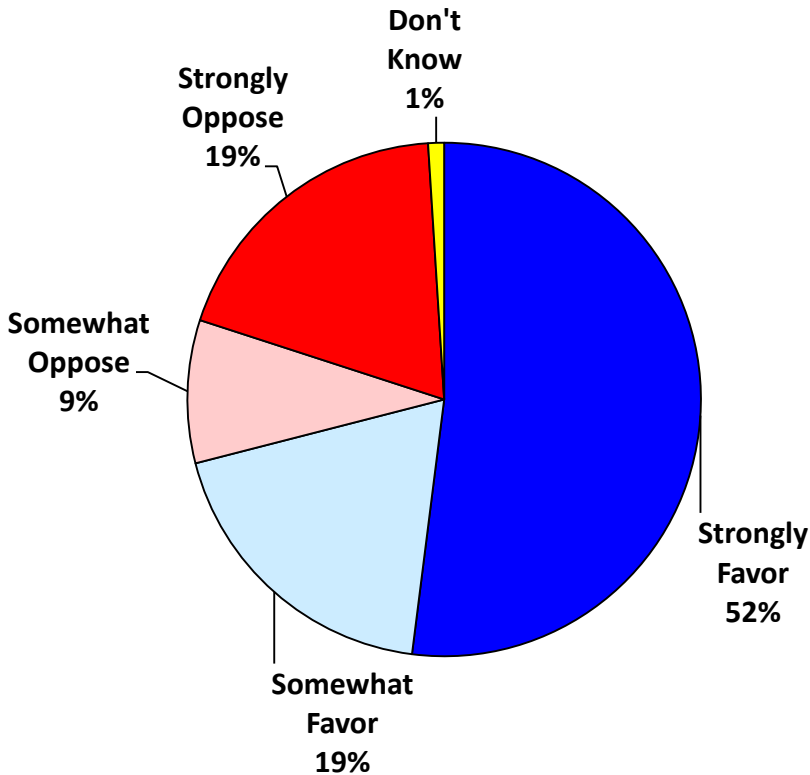


*Denotes Rounding

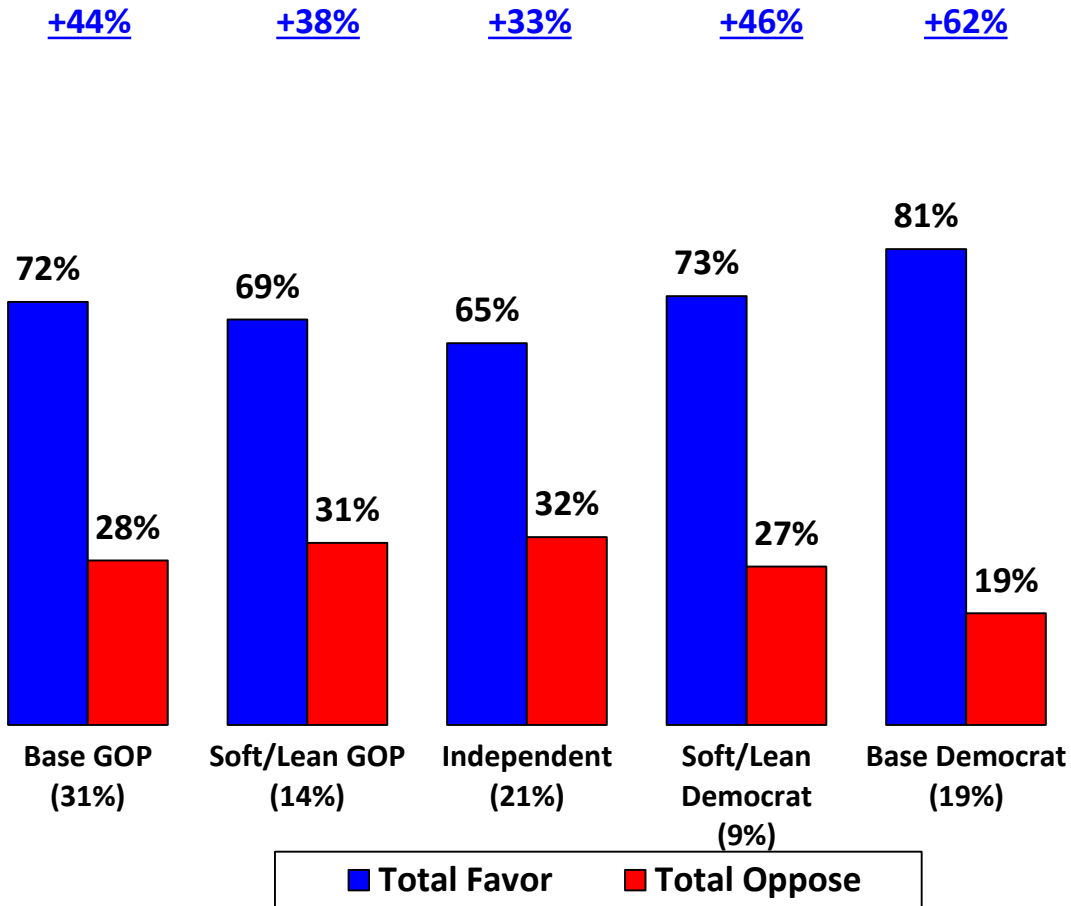
Voters across party lines support a \$1.50 tobacco tax increase to help address the budget shortfall by over 2-1.

“Would you favor or oppose a one dollar and fifty cent per pack increase in the state cigarette tax, plus an equivalent increase for other tobacco products like cigars and chewing tobacco, with the revenue dedicated to addressing the budget shortfall and funding health care and wellness programs, including programs to prevent kids from smoking and help smokers quit?”

Total Favor: 71%
Total Oppose: 28%

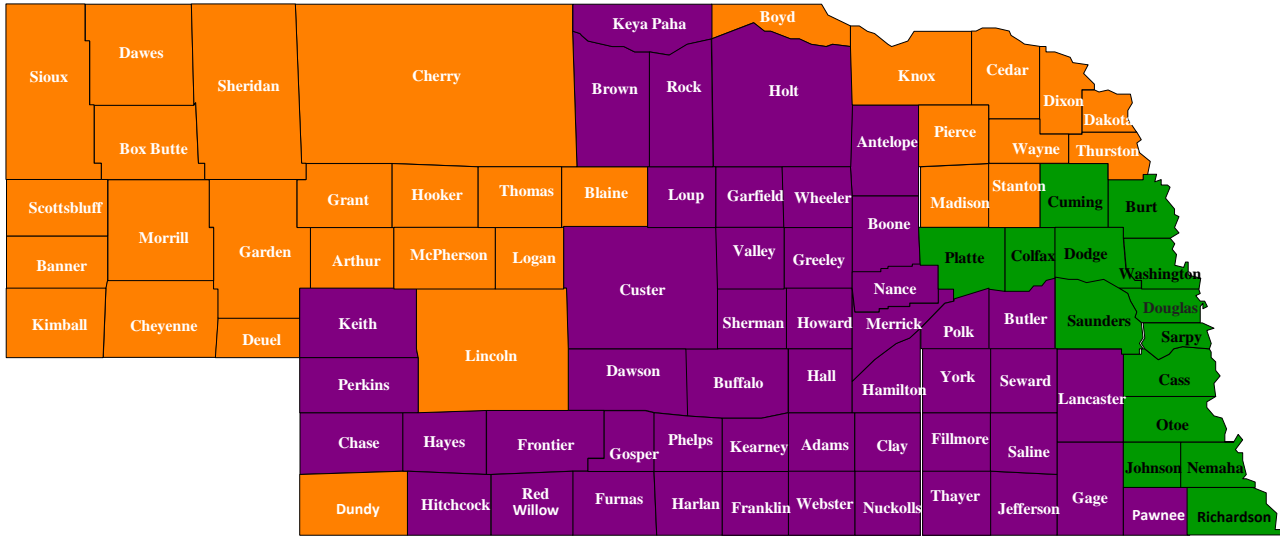


By Party



Voters across the state's media markets support the tax increase.

\$1.50 Tobacco Tax Increase By DMA



Balance DMA (14%)

Lincoln DMA (38%)

Omaha DMA (49%)

Total Favor Total Oppose

69%

29%

Total Favor Total Oppose

71%

28%

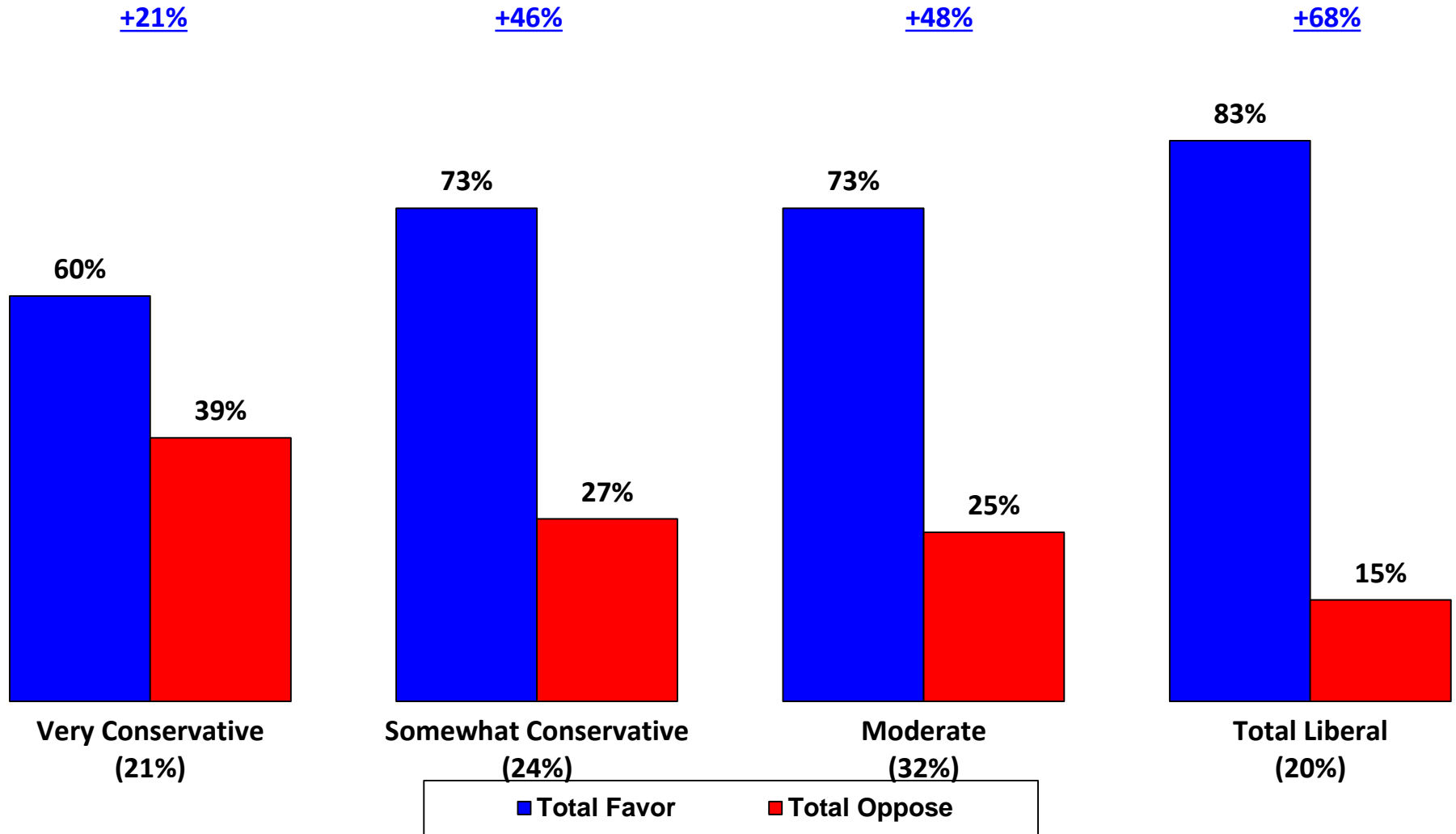
Total Favor Total Oppose

72%

26%

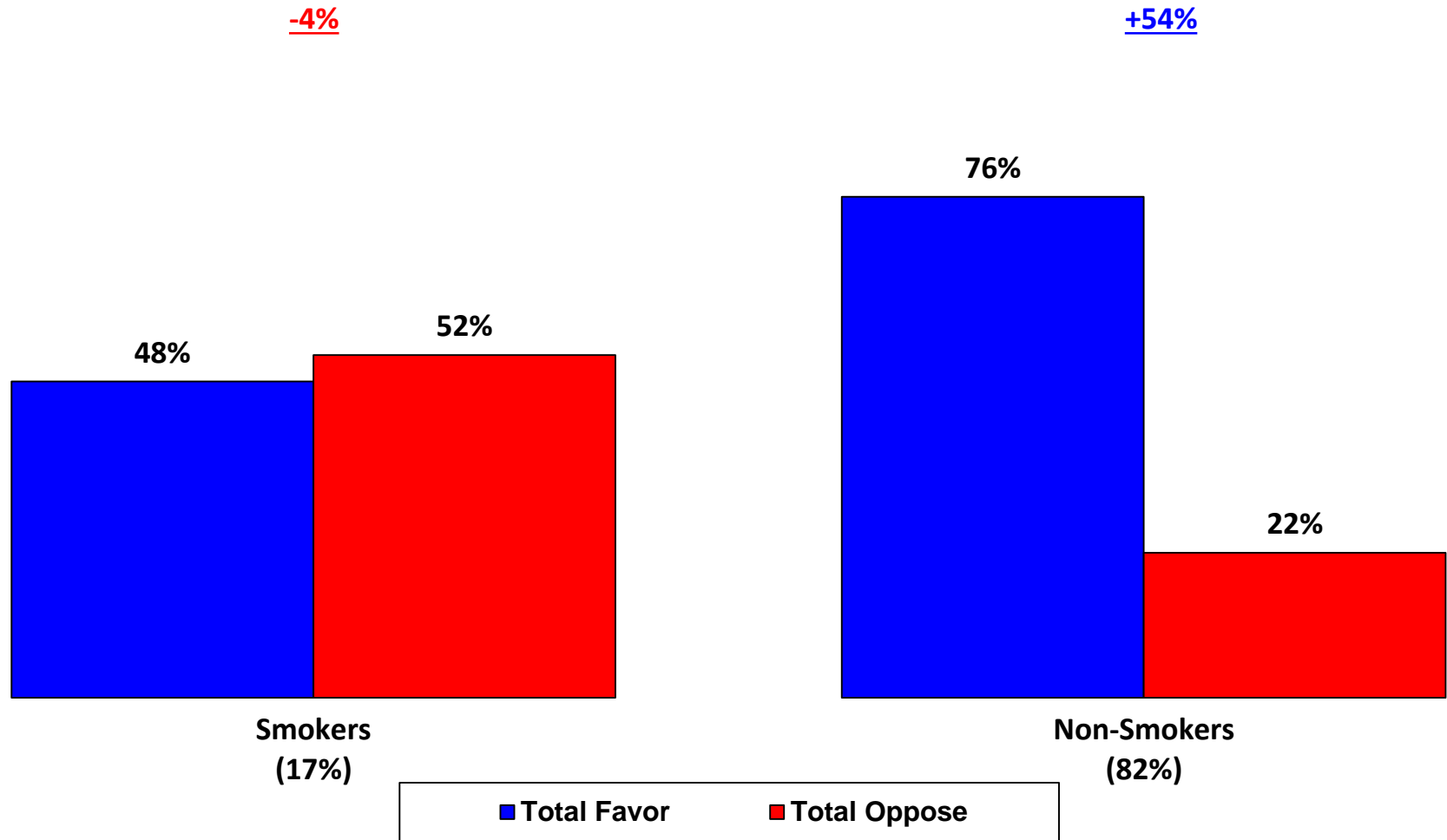
Very conservative voters are the least likely to favor the tobacco tax, but even 60% of these voters support it.

\$1.50 Tobacco Tax Increase by Ideology



Just under half of smokers favor the tax. Over three-quarters of non-smokers support it.

\$1.50 Tobacco Tax Increase by Smoking



**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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