PUBLIC OPINION STRATEGIES

turning questions into answers



Nebraska Statewide Survey

July 30-August 1, 2024

PREPARED BY:

Jim Hobart, Partner

Project #240313

METHODOLOGY

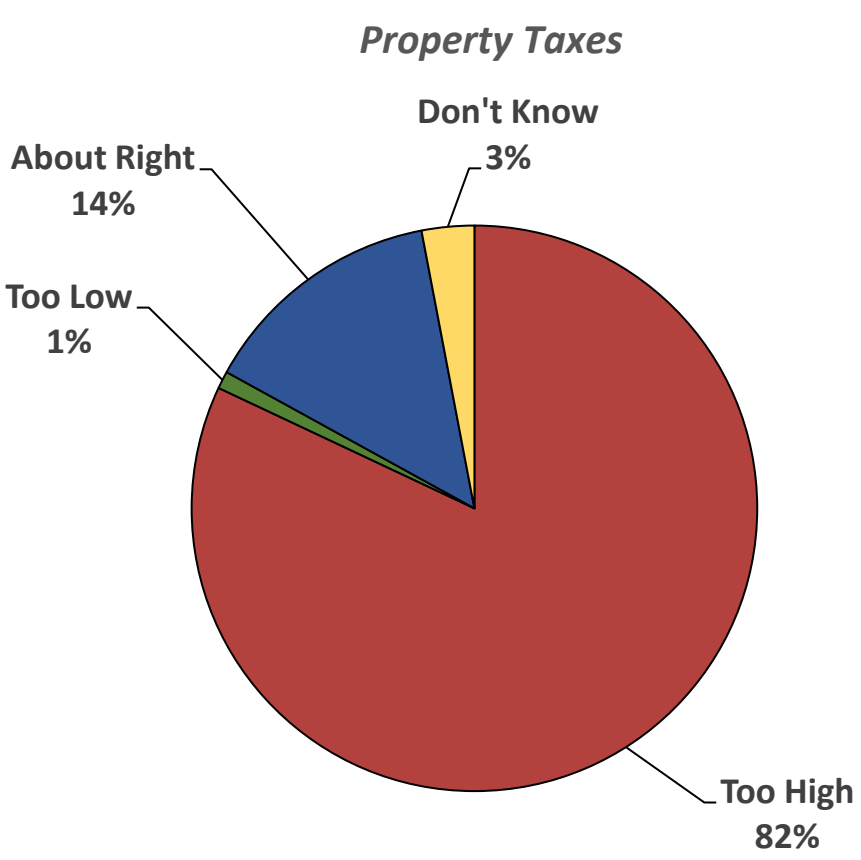
Public Opinion Strategies is pleased to present the key findings of a statewide survey conducted in Nebraska. The survey was completed July 30-August 1, 2024, among 500 likely voters, and has a margin of error of ±4.38%. 434 interviews were completed with cell phone respondents and 66 with landline respondents. Interviews were conducted via telephone.

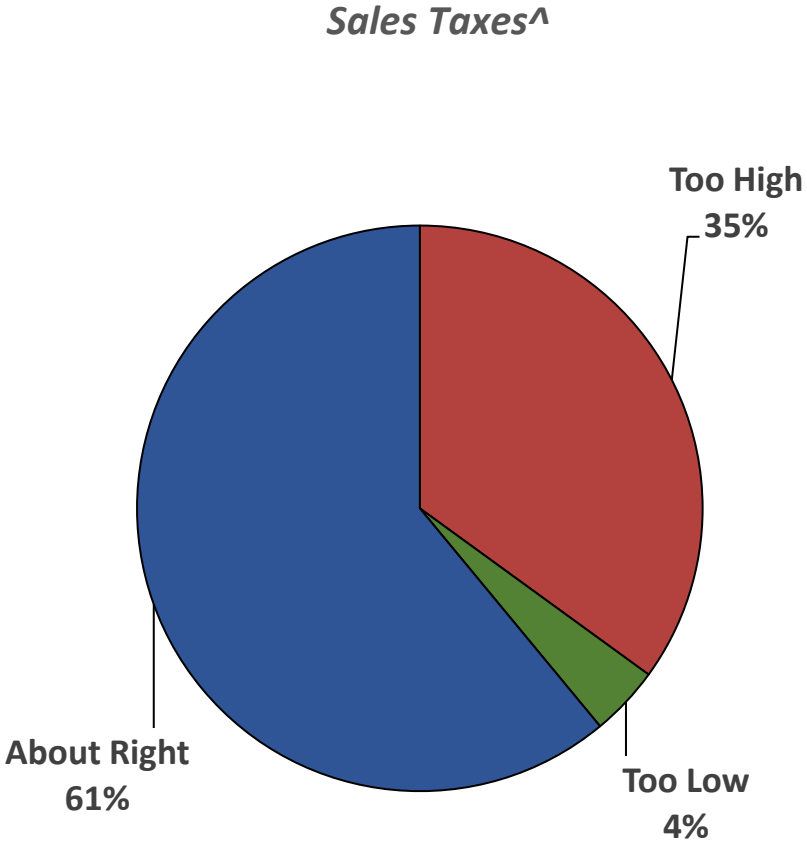
Jim Hobart was the primary researcher on this project. Torie Bolger was the project director and Garrett Briggs provided analytical support.



Education & Property Taxes

An overwhelming number of Nebraskans say property taxes are too high. Sales taxes are not nearly as concerning to voters, with more than half saying they are about right.





^Split Sample A, N=251

More than half of Nebraska voters say property taxes are way too high. Given these numbers, doing nothing is not a realistic option.

Property Tax Extremity
(Among property taxes too high)

56% ***Way too high***

22% ***Somewhat too high***

5% ***Just a little too high***

Sales Tax Extremity
(Among sales taxes too high)

14% ***Way too high***

15% ***Somewhat too high***

7% ***Just a little too high***

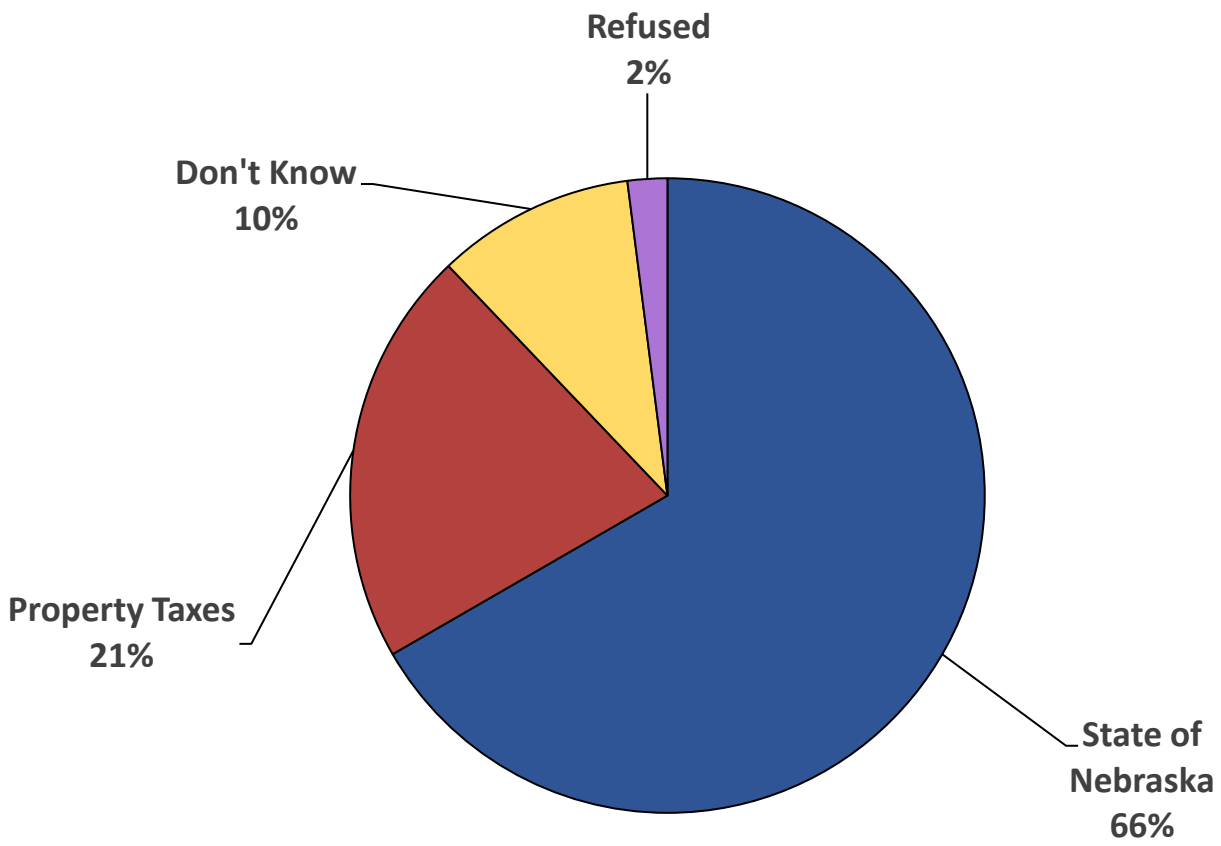
^N=410, results shown off total base; N=89, results shown off Split Sample A

Republican subgoups are absolutely fed up with property taxes.

Top Groups – Property Taxes are Way Too High (56%)	
Base GOP/65+	78%
Trump GOPers	74%
Base GOP/Very Conservative	74%
Ideology: Very Conservative	73%
Base GOP	69%
Congressional District 2	69%
Age: 45-54	68%
GOP Men	67%
Dads	67%
Retired Men	67%
Past GOP Primary Voters	66%
Men 55+	65%
Ideology: Somewhat Conservative	65%
DMA: Omaha	62%
Age: 65+	62%
Education: Some College	62%
Child in Household: Yes	62%
Age: 55-64	61%
Men w/o Degree	61%

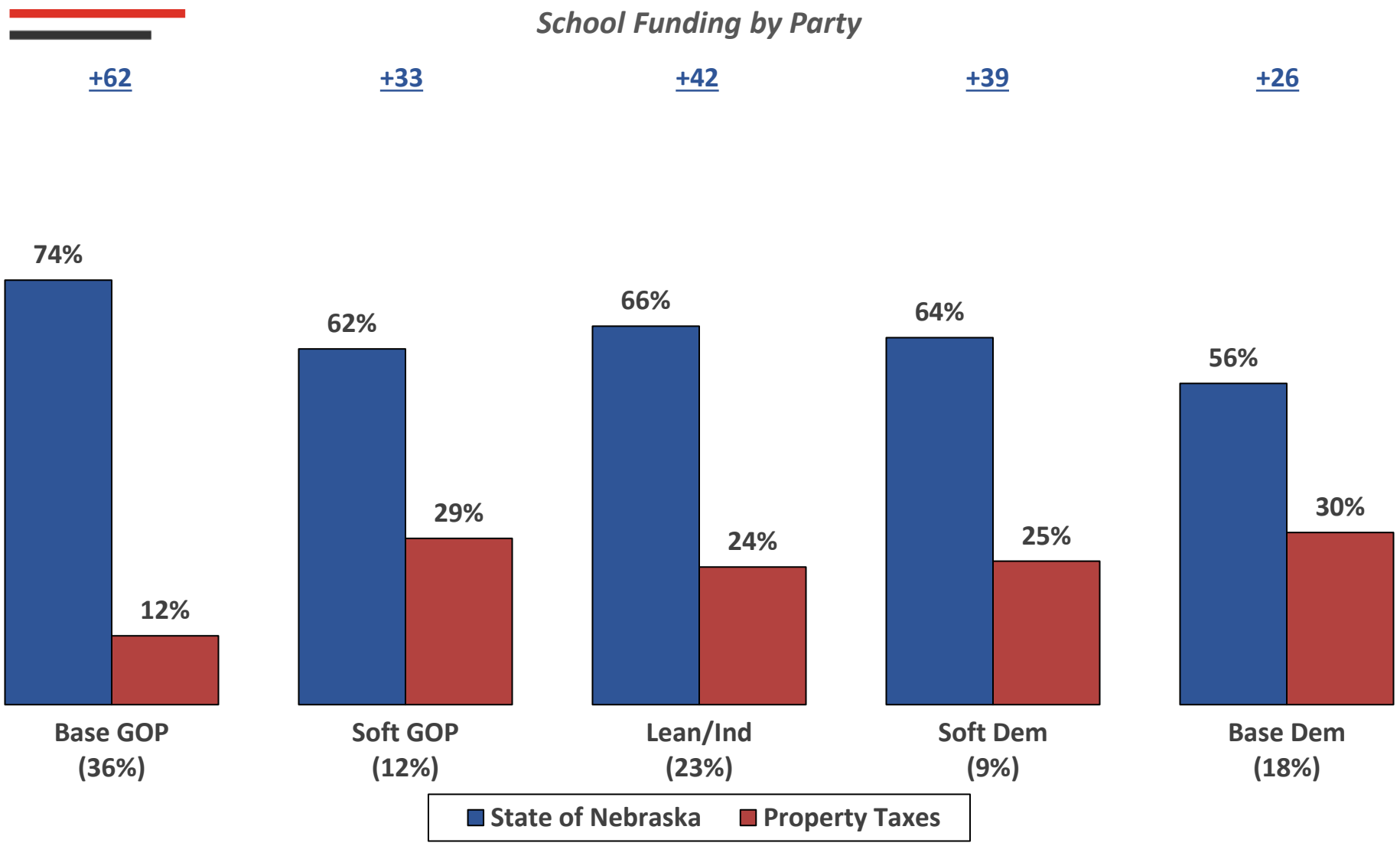
Voters much prefer K-12 funding come from the state of Nebraska rather than property taxes.

School Funding Preference



"Thinking now about funding for K-12 schools in Nebraska, would you rather the majority of funding for K-12 schools come from..."

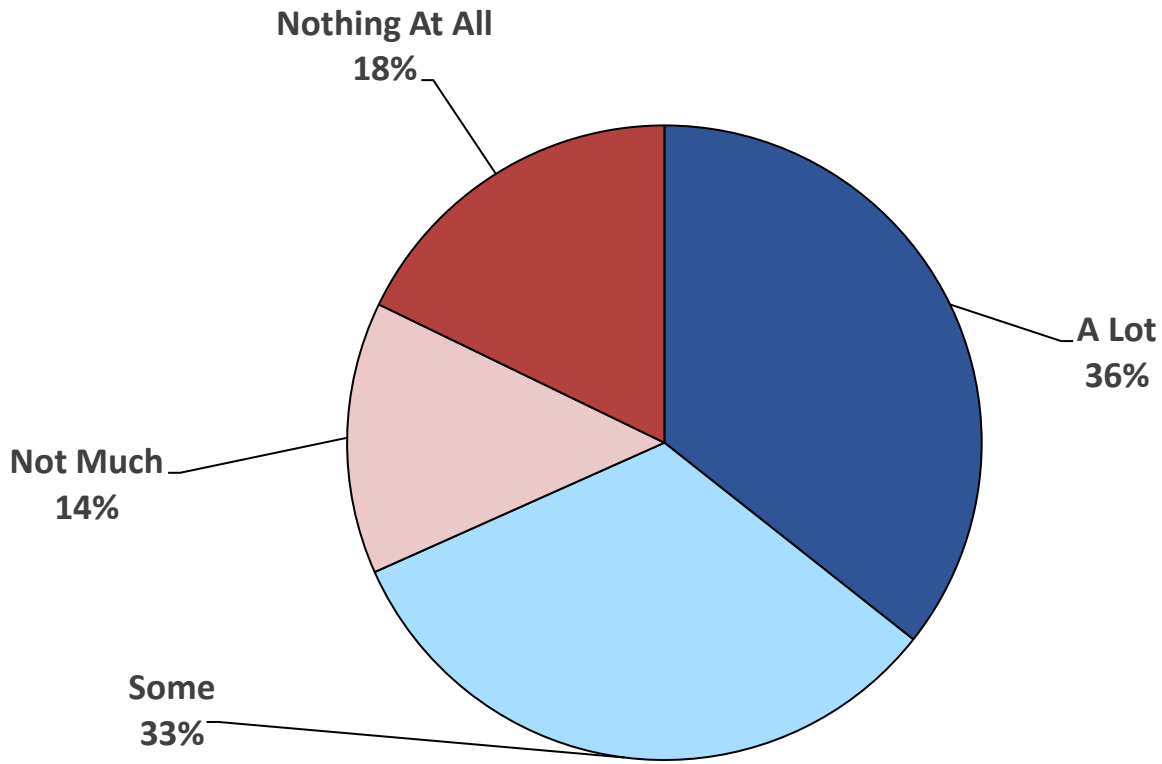
This sentiment extends across partisan lines.



Voters are paying a significant amount of attention to the upcoming special session on property taxes.

S/R/H^ Property Taxes Special Session

Total A Lot/Some	68%*
Total Not Much/Nothing	31%*

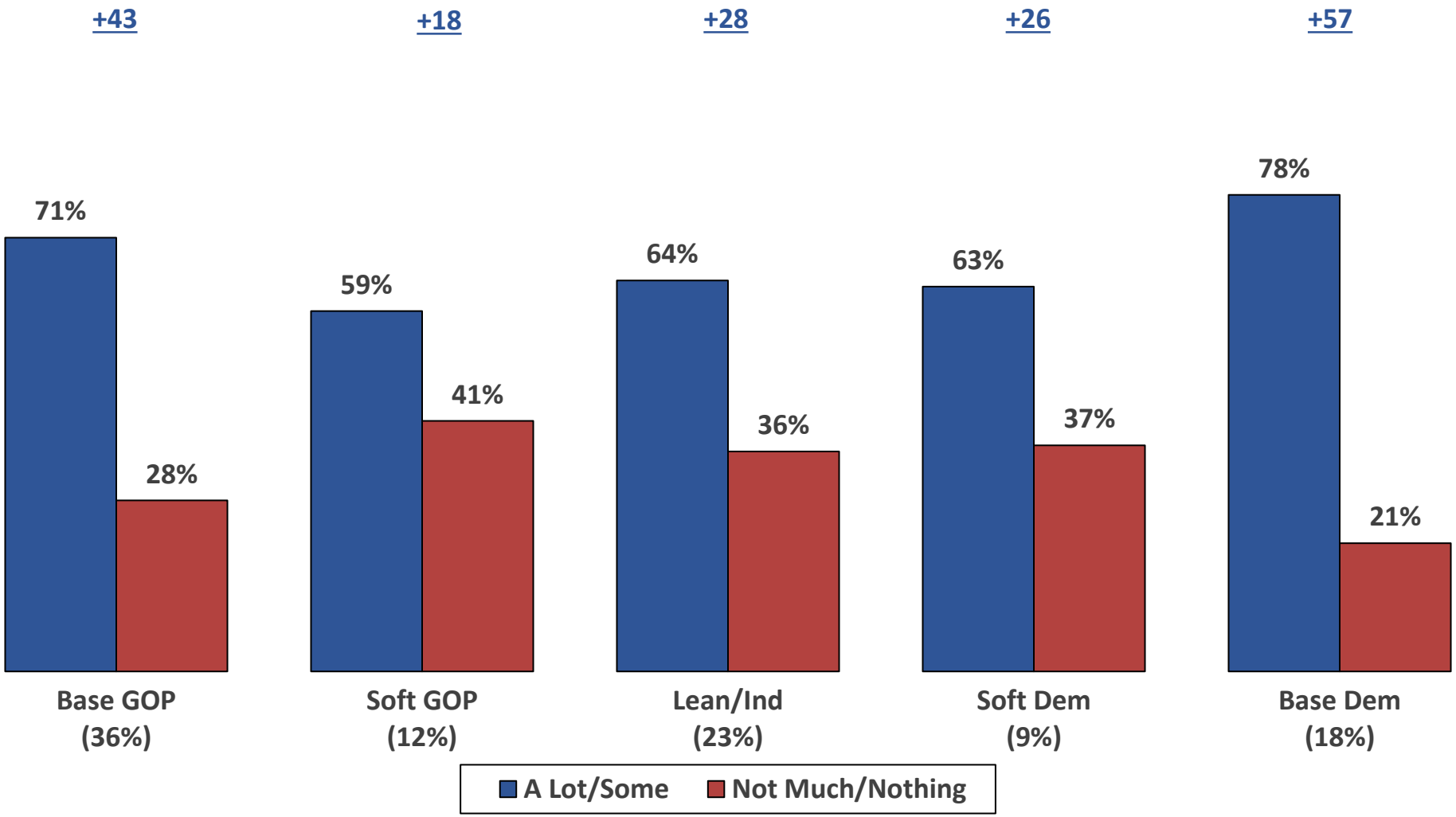


**Denotes Rounding; ^Seen/Read/Heard*

"How much have you seen, read, or heard about Governor Jim Pillen calling the state legislature into a special session specifically to address property taxes?"

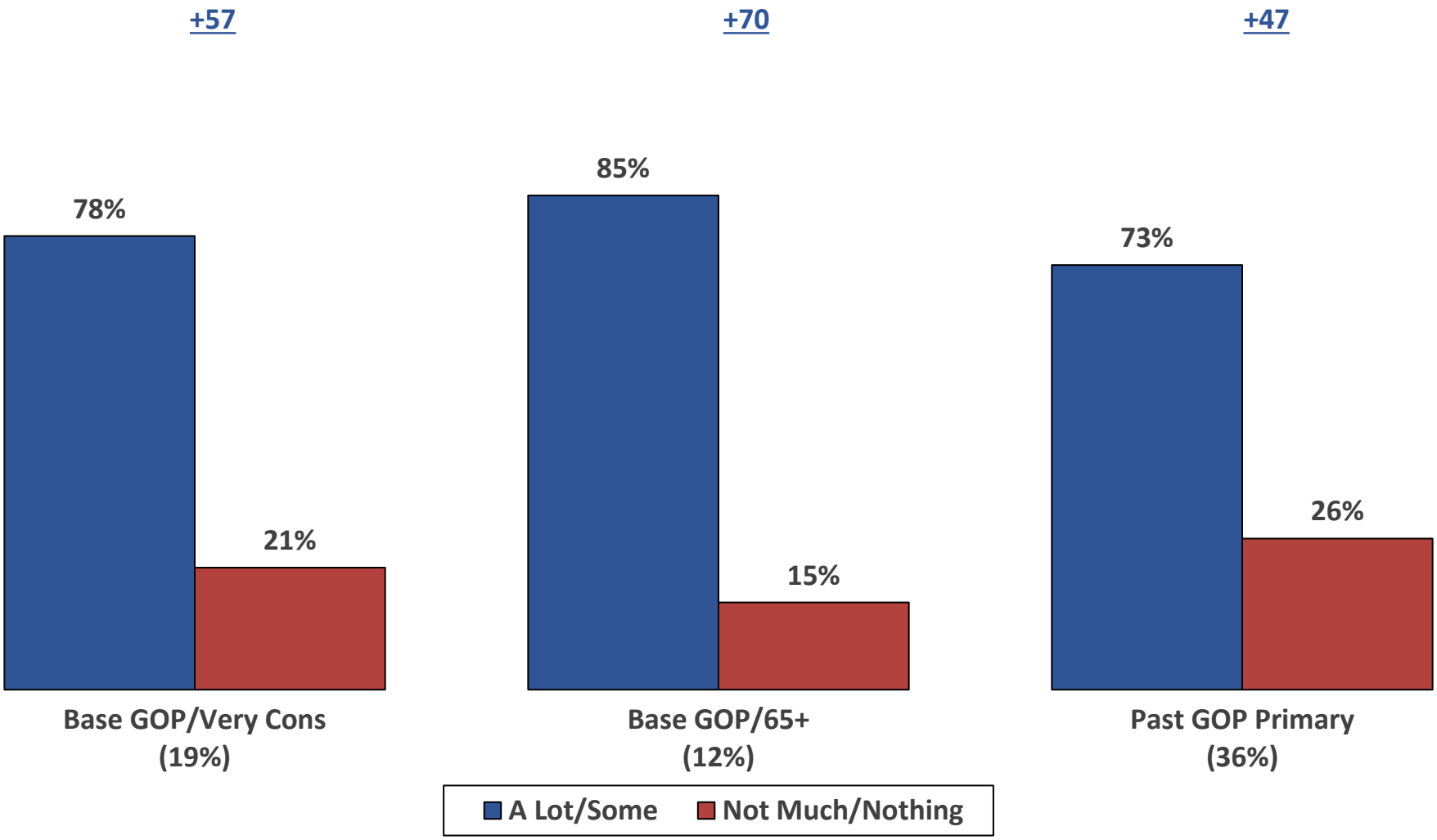
Both base Republicans and base Democrats are tuned in.

S/R/H Property Taxes Special Session by Party



Key GOP primary groups will be paying a lot of attention to the special session on property taxes.

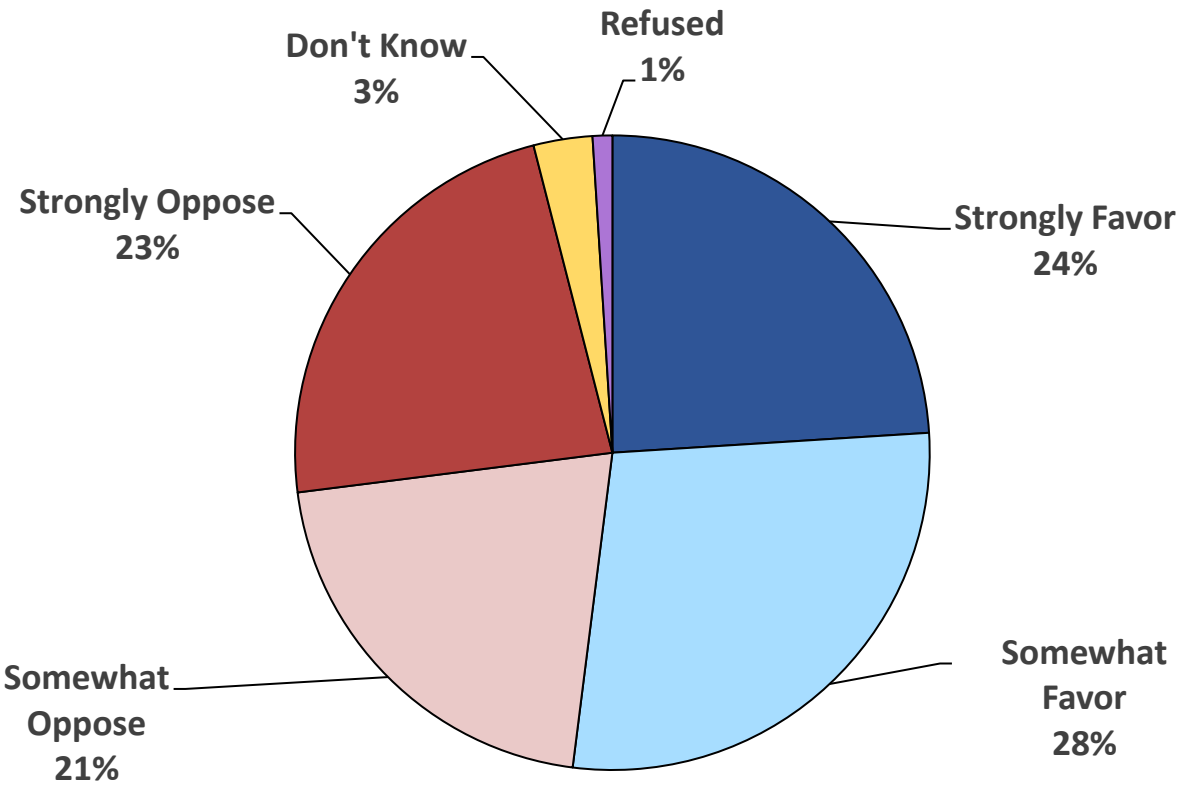
S/R/H Property Taxes Special Session by Core Primary Voters



A majority of voters support the property tax cut proposal.

Support for Cutting Property Taxes

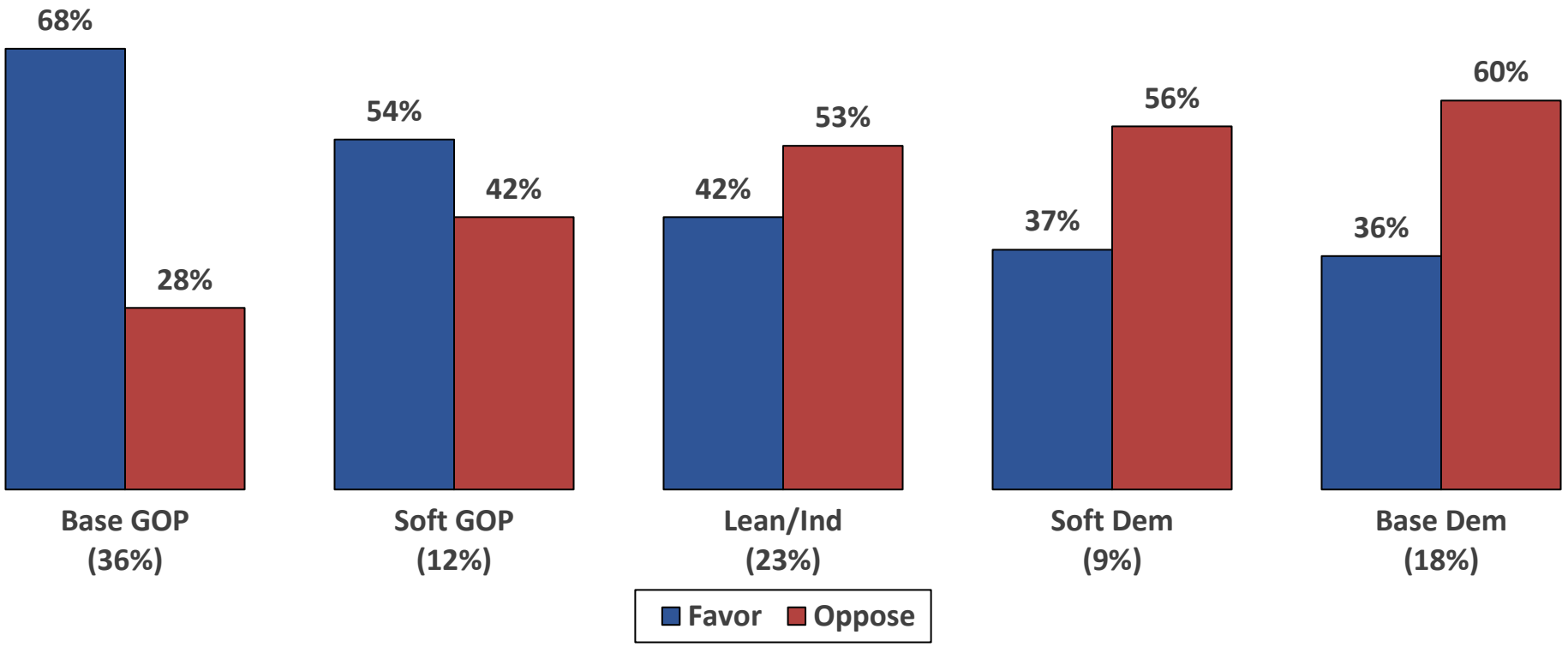
Total Favor	52%
Total Oppose	44%



"As you may know, there is a proposal to cut property taxes in Nebraska by approximately 50%. As part of this proposal, the state would tax items that are not currently taxed such as personal care services, manufacturing goods, and home repairs. Would you favor or oppose cutting property taxes by approximately 50% by taxing items that are not currently taxed?"

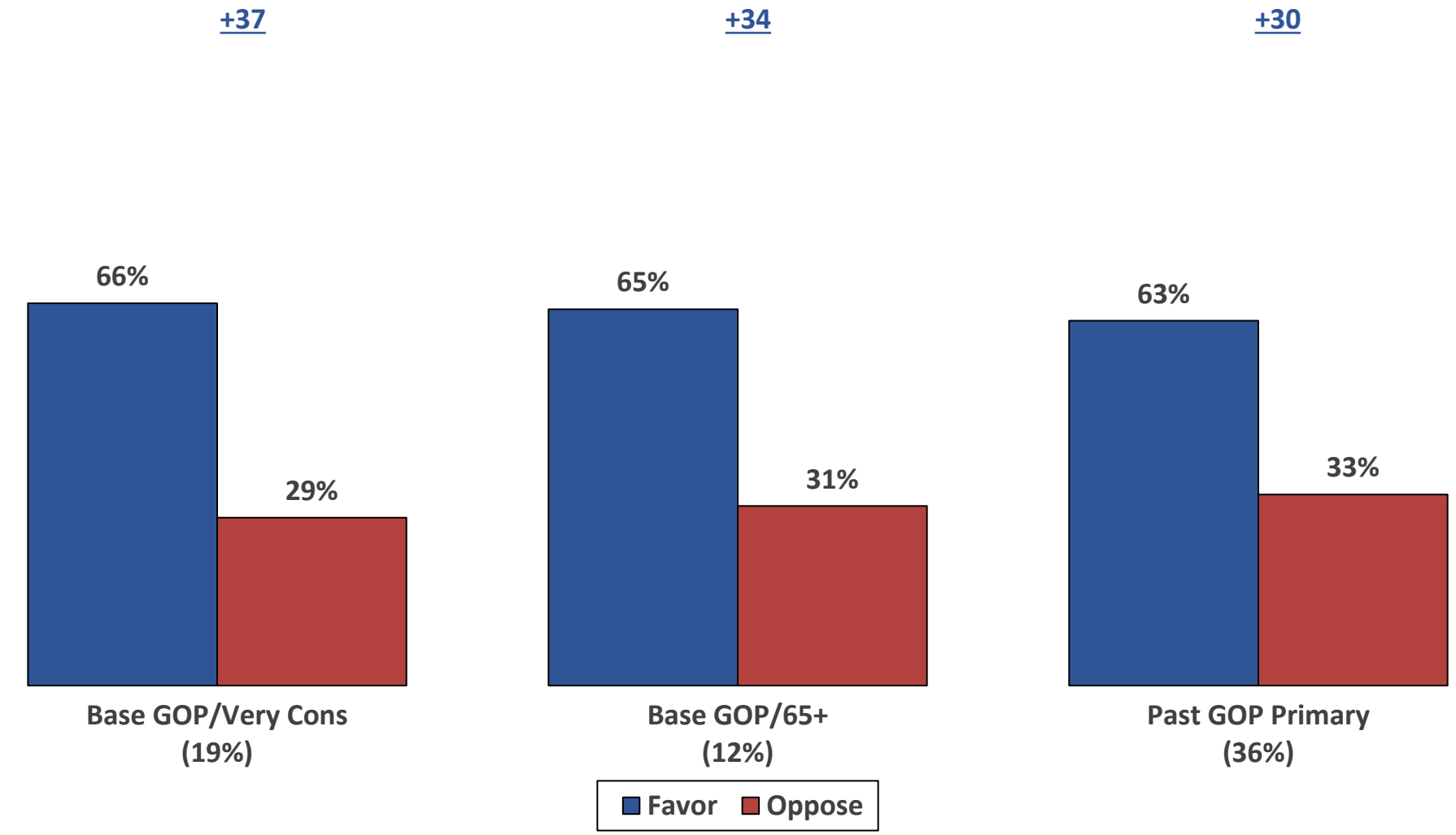
Republicans drive the support for the property tax cut proposal, meaning the Republican base wants this plan to pass.

Support for Cutting Property Taxes by Party



The proposal is a winner with GOP primary voters.

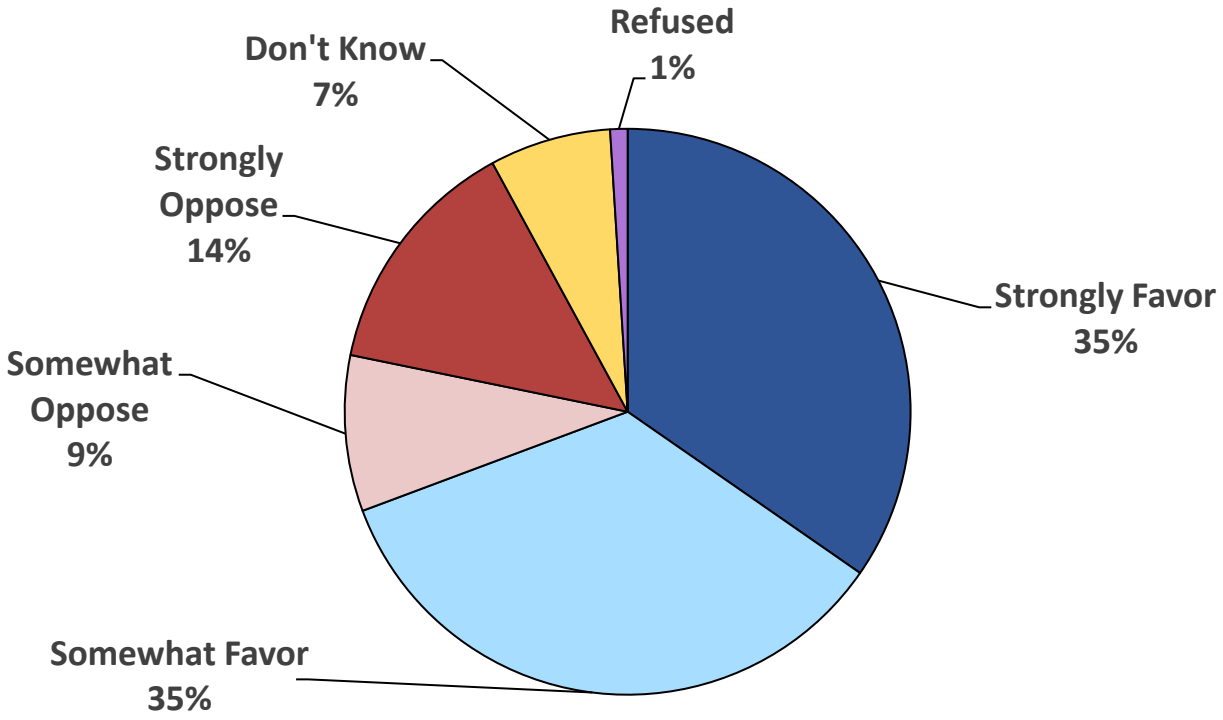
Support for Cutting Property Taxes by Core Republican Primary Voting Groups



There is clear-cut support for shifting school funding responsibility to the state

Support for State School Funding

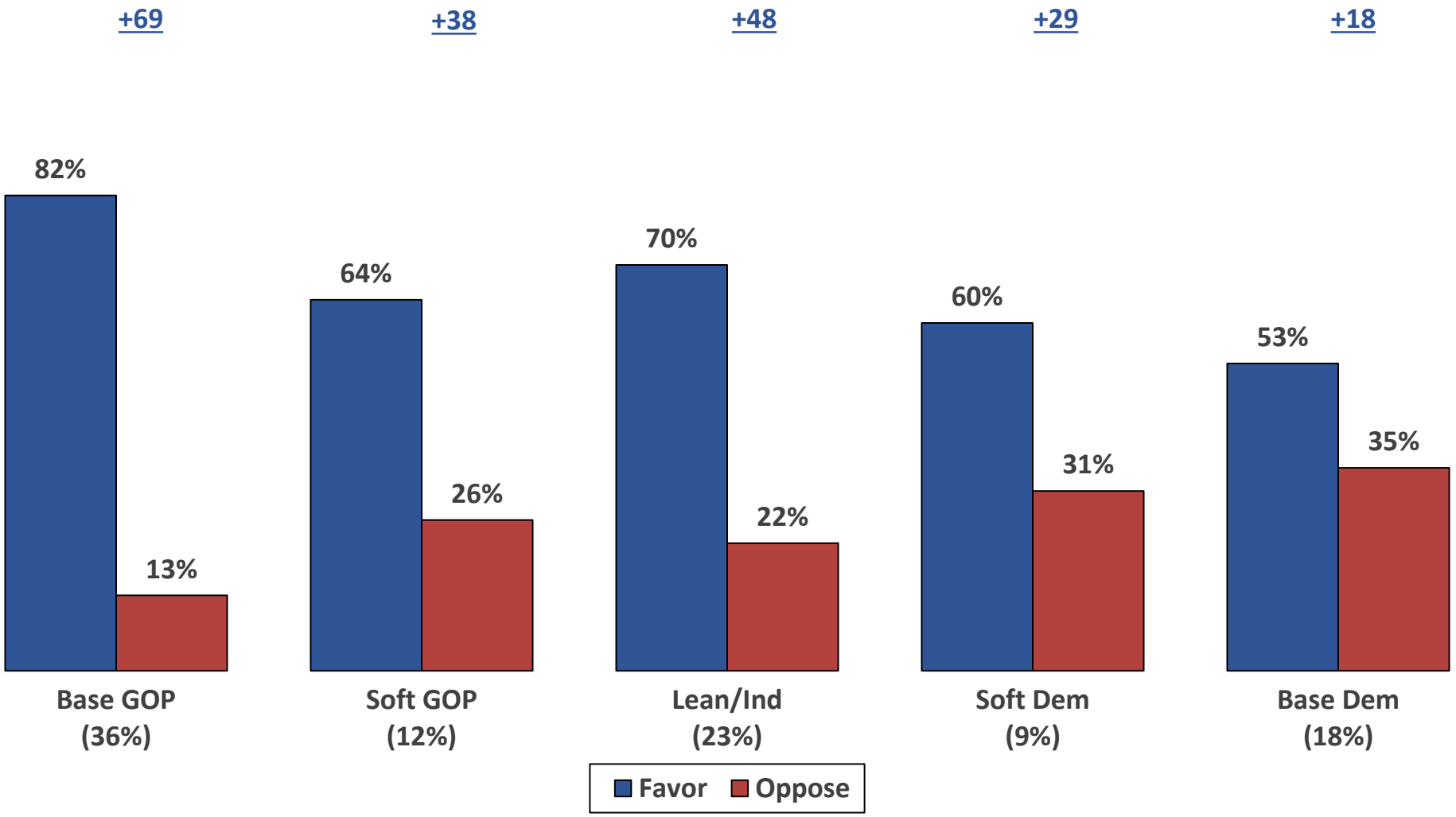
Total Favor	**70%**
Total Oppose	**23%**



"As you may know, property tax revenue is currently one of the major sources of funding for Nebraska schools. Under the property tax cut proposal, eighty percent of school funding would become the responsibility of the state, with much of the new funding going towards increased pay for teachers. Would you favor or oppose shifting more of the responsibility for funding schools to state government in order to substantially cut property taxes?"

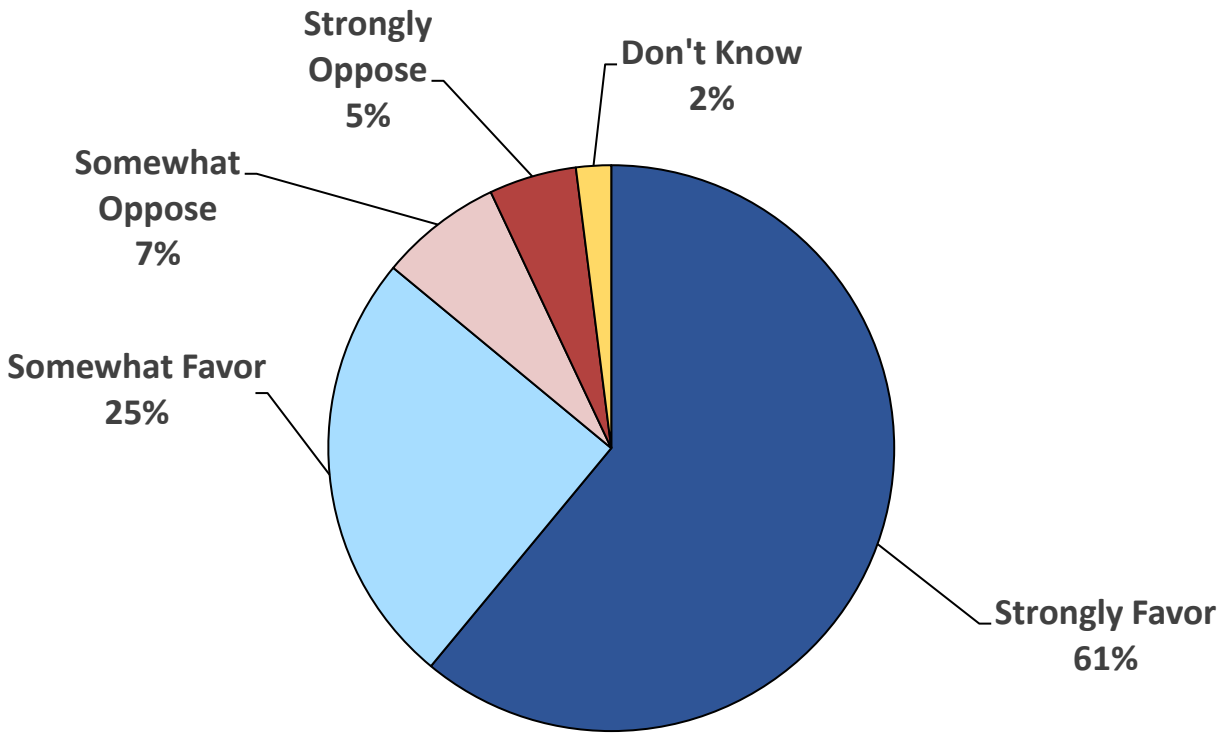
Support is especially high with base Republicans, but is over 50% across partisan lines.

Support for State School Funding by Party



Support for a limit on property tax increases is off the charts.

Total Favor	86%
Total Oppose	12%



"And, would you favor or oppose a proposal that would limit local government's ability to increase property taxes unless the increase is approved by the voters?

When presented with arguments on both sides of the proposal, voters support the property tax cut by 19 points.

54%

Some people say Nebraska property taxes are unsustainable and will soon grow by more than one million dollars a day. It is time to cut Nebraska property taxes by eliminating special interest tax loopholes and capping future property tax increases.

35%

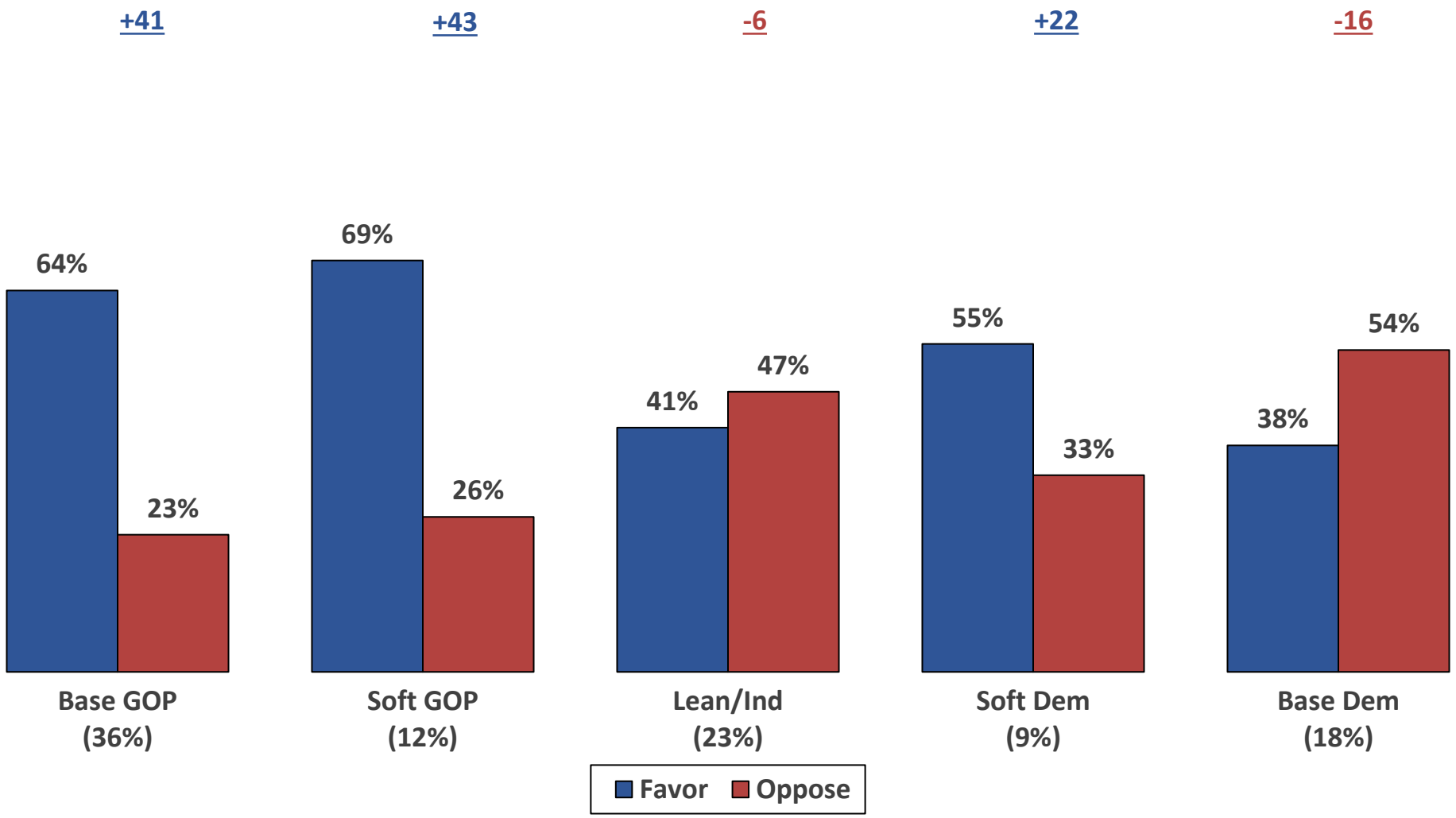
Other people say this proposal to cut property taxes would require a billion dollar increase in sales taxes by taxing everything from food, to haircuts, to home repairs, hurting those who can least afford it. This property tax cut would also mean the state government would have more control of our schools than local government officials.

POS

"Now I am going to read you two statements about the new tax proposal in Nebraska, after I read each statement, please tell me which you agree with MORE..."

Republicans and even soft Dems come down on the side of the proposed property tax cut.

Message Testing of Cutting Property Taxes by Party



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