



TO: Americans for Prosperity
RE: Nebraska Key Poll Findings
DATE: January 11, 2024

Key Findings

The data in polling conducted by Battleground Connect show that Nebraska voters overwhelmingly reject the Governor and State Legislature’s proposed tax plan. Voters have no appetite for higher sales taxes, and will likely hold elected officials accountable for their votes.

Tax Plan Opinion

Overwhelmingly, voters are opposed to the tax plan, with 70% saying they oppose the plan. 60% say they are STRONGLY OPPOSED to the plan. Just 19% support the plan.

Q1: Governor Jim Pillen has approved a plan to raise the state sales tax 36%; making Nebraska the highest sales tax state in the country, even higher than California, with the promise to provide further property tax relief. Do you support or oppose this plan?

Strongly support: 8%
Somewhat support: 11%
TOTAL SUPPORT: 19%
Somewhat oppose: 10%
Strongly oppose: 60%
TOTAL OPPOSE: 70%
Not sure: 11%

The plan is opposed across the political spectrum by ALL party affiliations. 61% of Republicans oppose the plan and 85% of Democrats are opposed. Overall, there is not a single subset of voters that supports the new tax plan.

<i>Column %</i>	<i>Republican</i>	<i>Democratic</i>	<i>Independent</i>
<i>St support</i>	12%	3%	4%
<i>So support</i>	14%	8%	7%
<i>So oppose</i>	12%	6%	12%
<i>St oppose</i>	49%	79%	67%
<i>Not sure</i>	13%	4%	10%

Spending Caps vs. Higher Taxes

Voters prefer hard spending caps instead of higher taxes. The data show that higher taxes, even if they purport to lower property taxes, are not an option for voters. Voters also believe that efforts to lower property taxes have been unsuccessful thus far and higher taxes are not a solution.

Q4: Last year, Governor Jim Pillen committed a billion dollars to local taxing entities in the hopes they would reduce property tax collections. How effective do you think this billion dollars in new spending was in lowering your property taxes?

Very effective: 4%
Somewhat effective: 13%
Not effective: 58%
Not sure: 25%

Q5: Opponents of the sales tax increases who want to reduce property taxes argue that property tax relief can be achieved by placing hard caps on local government spending. Do you support hard spending caps on local government spending in order to lower property taxes?

Yes: 56%
No: 22%
Not sure: 22%

Q6: Which do you prefer as a way to lower property taxes: an increase to sales tax statewide *OR* a hard cap on local government spending?

Increase to sales tax: 14%
Hard cap on local spending: 60%
Not sure: 26%

Accountability at the Ballot Box

Voters say they will be **LESS LIKELY** to support political candidates who vote in favor of the new tax plan.

Q8: Are you more likely or less likely to vote *FOR* your state senator if they vote *FOR* sales tax increases?

More likely: 12%
Less likely: 60%
No difference: 28%

Support for the new tax plan could have disastrous implications for those running for office in 2024. There is very little support for the plan and opposition is in a majority across all political ideologies. It is an issue that will have an impact in both primary and general elections, for members of both political parties.

<i>Column %</i>	<i>Republican</i>	<i>Democratic</i>	<i>Independent</i>
<i>More likely</i>	15%	8%	7%
<i>Less likely</i>	52%	73%	67%
<i>No difference</i>	34%	19%	26%

METHODOLOGY

The survey was conducted January 8 through January 9, 2024. The sample consisted of registered voters who indicated they were likely to vote in the 2024 General Election. Data was collected by telephone to landlines and cell phones. 800 likely voters were interviewed in the survey. The survey has a margin of error of +/-3.7% with a 95% level of confidence.