



# Nebraska Statewide Survey

## Key Findings

*April 2022*

# Methodology

New Bridge Strategy conducted a survey among N=501 registered voters throughout Nebraska from April 8-13, 2022. Interviews were conducted via live telephone interviews (both cell phones and landlines) and online. Interviews were distributed proportionally throughout the state. Quotas were set for key demographic sub-groups, such as gender and age.

The margin of error is  $\pm 4.38\%$  for the overall sample. The margin of error will vary for sub-groups.

# Key Demographics



## Gender

<i>Male</i>	48%
<i>Female</i>	52%



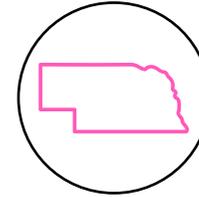
## Age

<i>18-34</i>	23%
<i>35-44</i>	17%
<i>45-54</i>	14%
<i>55-64</i>	19%
<i>65+</i>	27%



## Education

<i>High school or less</i>	26%
<i>Some college</i>	31%
<i>College grad</i>	30%
<i>Post grad</i>	12%



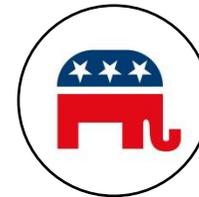
## Media Market

<i>Omaha</i>	49%
<i>Lincoln/Hastings-Kearney</i>	38%
<i>Other Markets</i>	13%



## Community

<i>Urban</i>	34%
<i>Suburban</i>	19%
<i>Small Town</i>	24%
<i>Rural</i>	22%



## Party

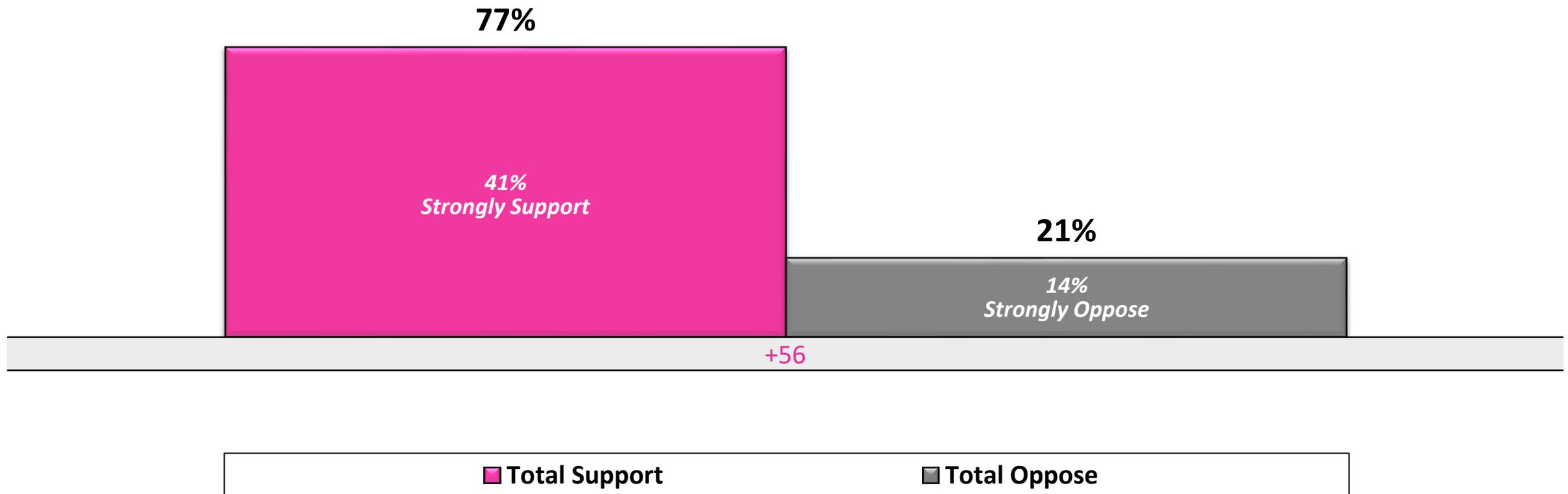
<i>Republican</i>	47%
<i>Independent</i>	25%
<i>Democrat</i>	27%



# Key Findings

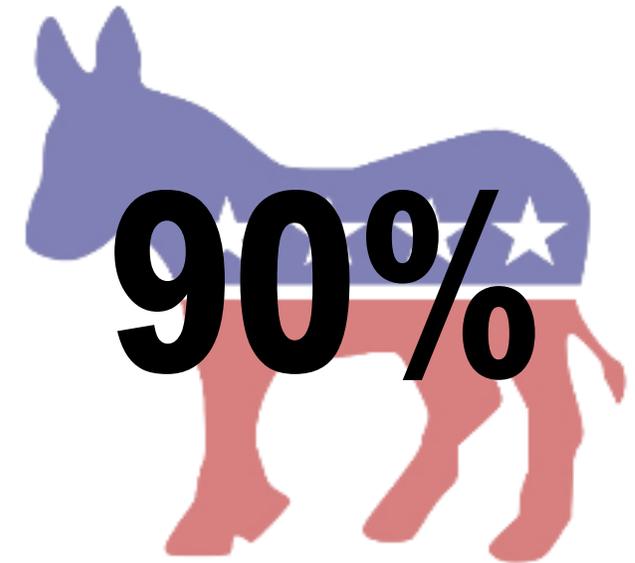
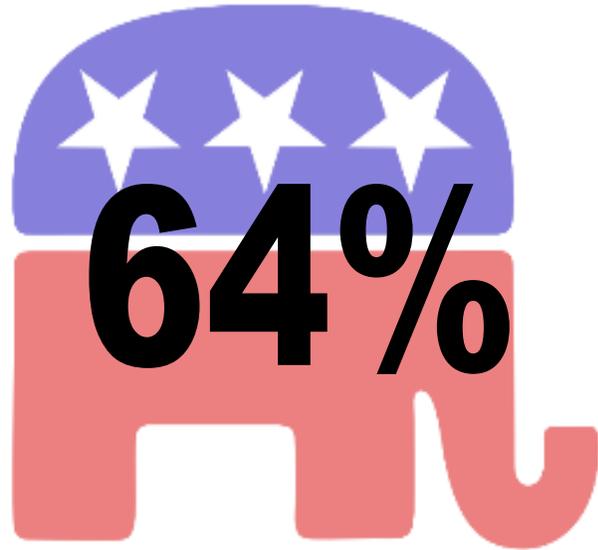
# More than three-quarters of Nebraska voters offer support for the America the Beautiful effort.

*America the Beautiful is a national effort with local collaboration to move toward an overall national goal of conserving thirty percent of land and waters in America, and thirty percent of ocean areas by the year 2030. Does that sound like something you would support or oppose?*

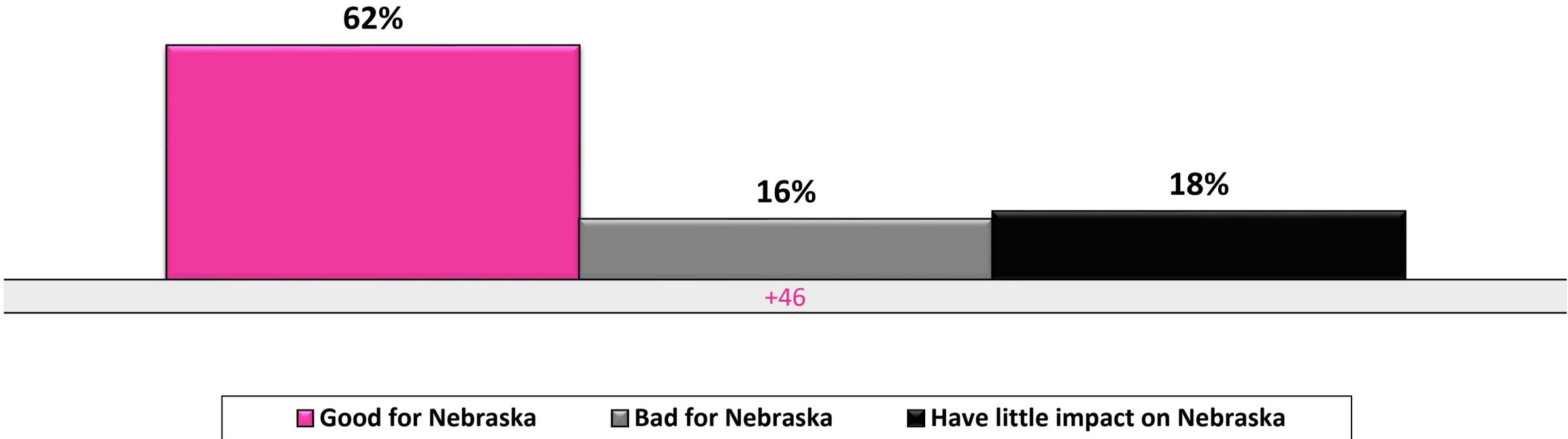


# Majorities across party lines support this national goal to conserve 30% of lands and waters and ocean areas by 2030.

*% support America the Beautiful, "a national effort with local collaboration to move toward an overall national goal of conserving thirty percent of land and waters in America, and thirty percent of ocean areas by the year 2030."*



# A majority of voters think the U.S. adopting the America the Beautiful conservation goal would be good for Nebraska.



*Do you think the U.S. adopting this America the Beautiful goal to conserve thirty percent of our nation's lands and waters by 2030 through a voluntary, nationwide effort would be...*

**Fully 85% of voters say more needs to be done to protect land, water, and wildlife habitat here in Nebraska; over one-third say “a lot” more needs doing.**

**We need to do a lot more to protect land, water and wildlife habitat in Nebraska**

**34%**

**We have made progress, but some more needs to be done to protect land, water and wildlife in Nebraska**

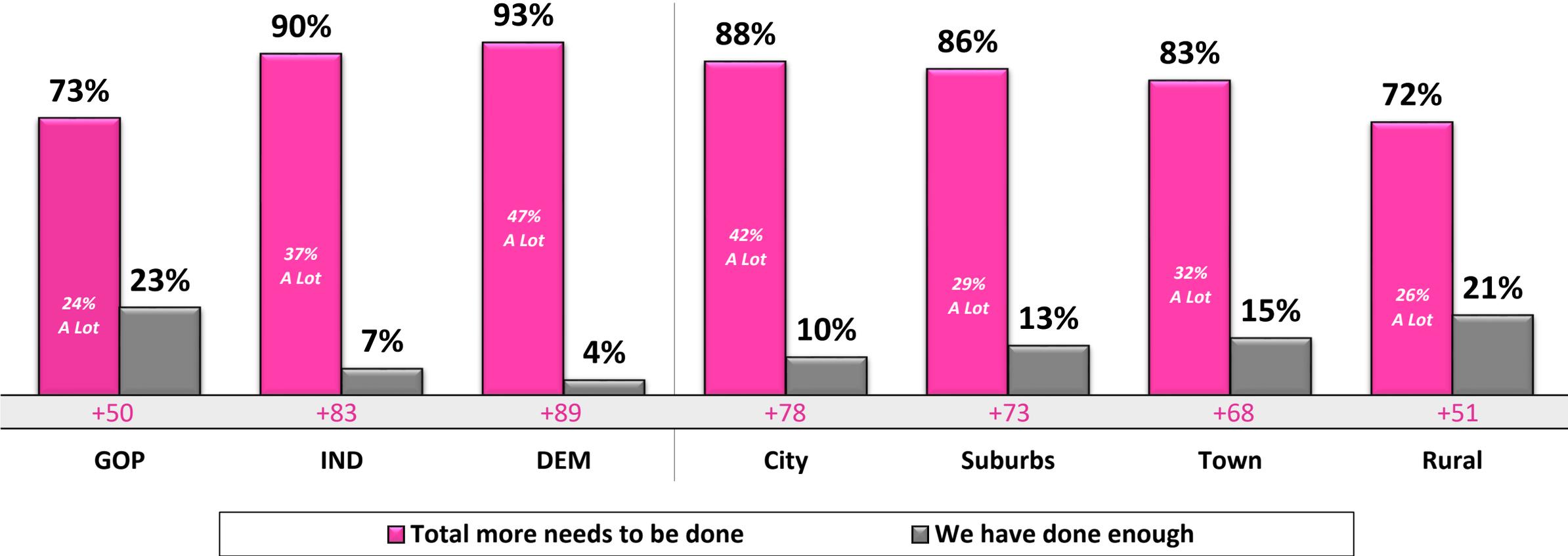
**49%**

**We have done enough, and there is no need to protect more land, water and wildlife habitat in Nebraska**

**14%**

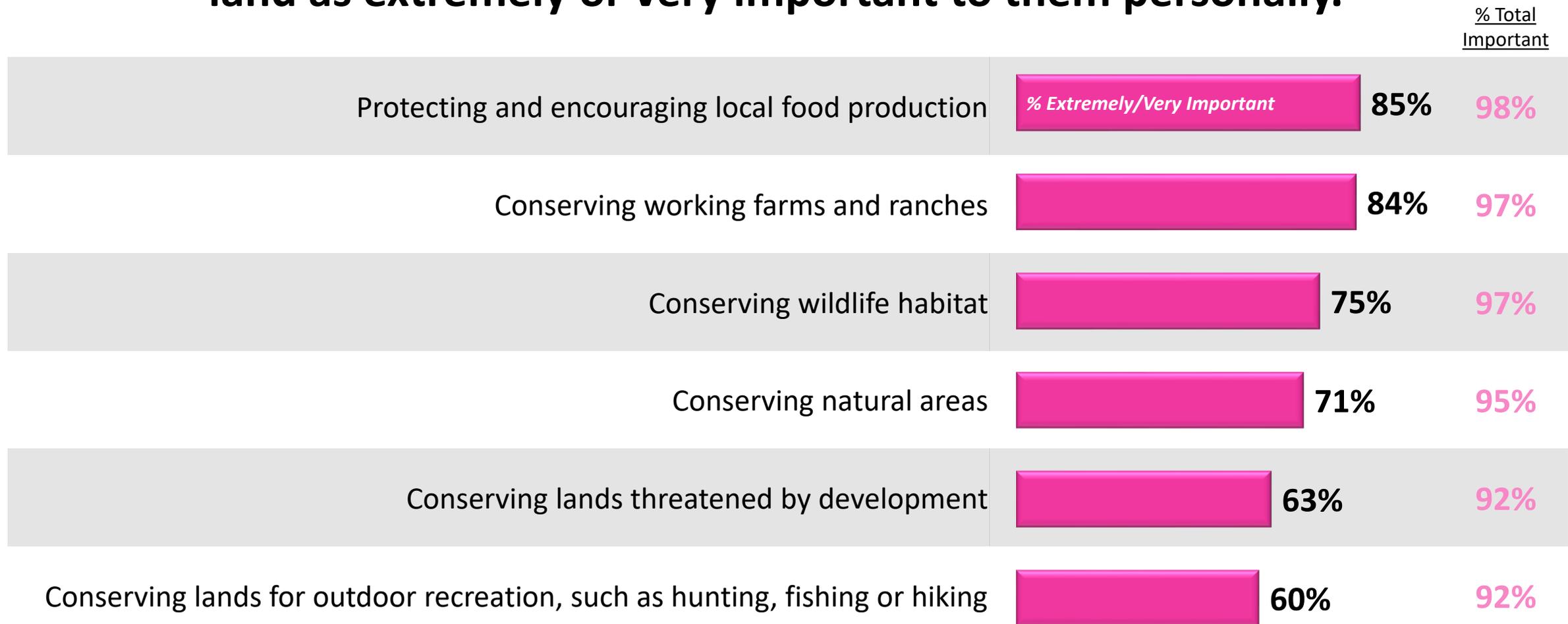
*Thinking about land and water in Nebraska, which statement best represents how you feel?*

# Regardless of party affiliation or community type, most voters say that more needs to be done to protect Nebraska's land, water, and wildlife habitat.



Thinking about land and water in Nebraska, which statement best represents how you feel?

# Three-in-five or more Nebraska voters rate each of six goals for conserving land as extremely or very important to them personally.



Thinking about some of the goals for conserving lands in Nebraska, please indicate how important it would be to you that lands be conserved for this purpose. Is it...

# Voters in every type of community say that local food production and conserving farms and ranches are extremely or very important goals.

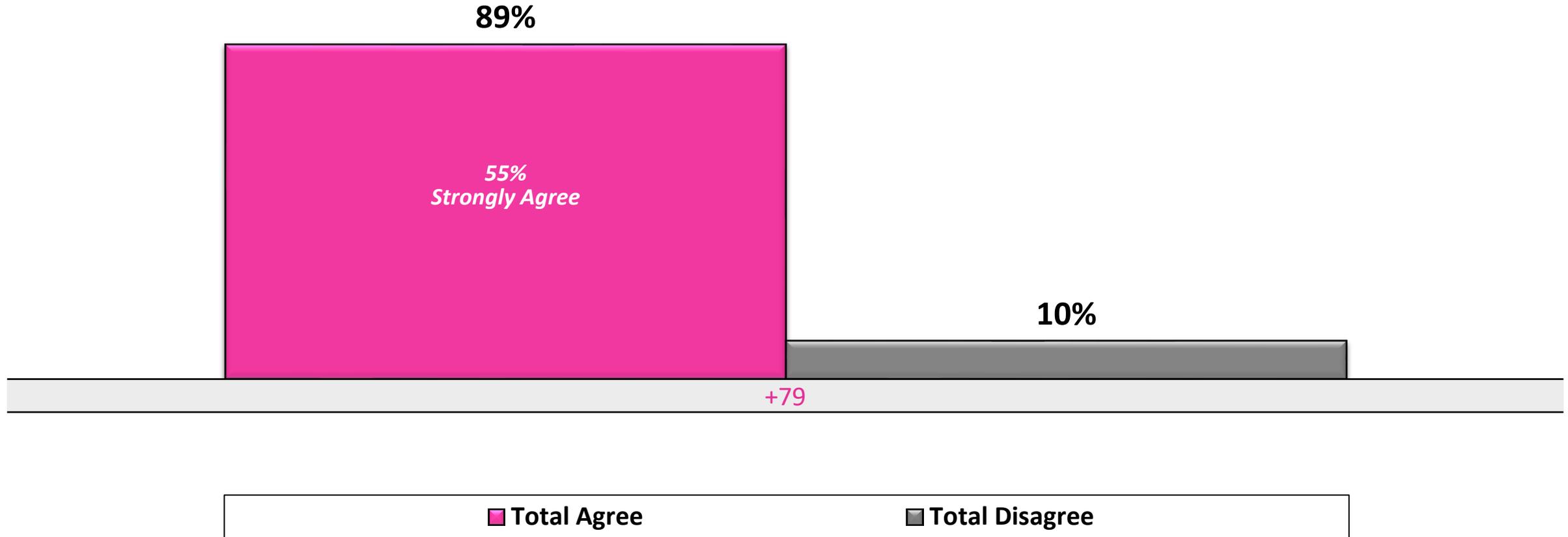
City	Suburbs	Town	Rural
Protecting and encouraging local food production 83%	Conserving working farms and ranches 89%	Protecting and encouraging local food production 87%	Conserving working farms and ranches 85%
Conserving working farms and ranches 83%	Protecting and encouraging local food production 88%	Conserving working farms and ranches 83%	Protecting and encouraging local food production 83%
Conserving wildlife habitat 81%	Conserving wildlife habitat 82%	Conserving wildlife habitat 75%	Conserving wildlife habitat 59%
Conserving natural areas 79%	Conserving natural areas 74%	Conserving natural areas 74%	Conserving lands threatened by development 55%
Conserving lands threatened by development 67%	Conserving lands threatened by development 67%	Conserving lands threatened by development 60%	Conserving natural areas 52%

Showing % Extremely/Very Important

*Thinking about some of the goals for conserving lands in Nebraska, please indicate how important it would be to you that lands be conserved for this purpose. Is it...*

# Nearly nine-in-ten say that landowners have the right to make permanent land use decisions; majority strongly agree.

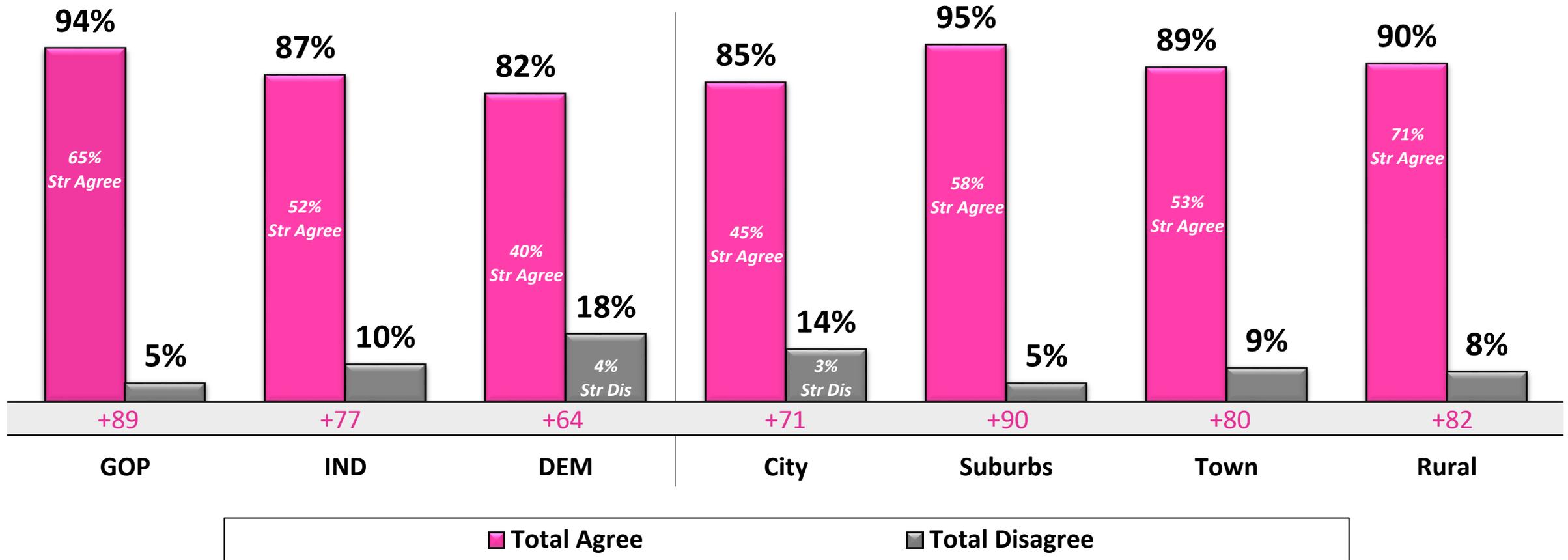
*Landowners have the right to make permanent decisions about the use of their land.*



*Do you agree or disagree with the following statement?*

# Agreement is highest among Republicans; overwhelming in every type of community including rural areas.

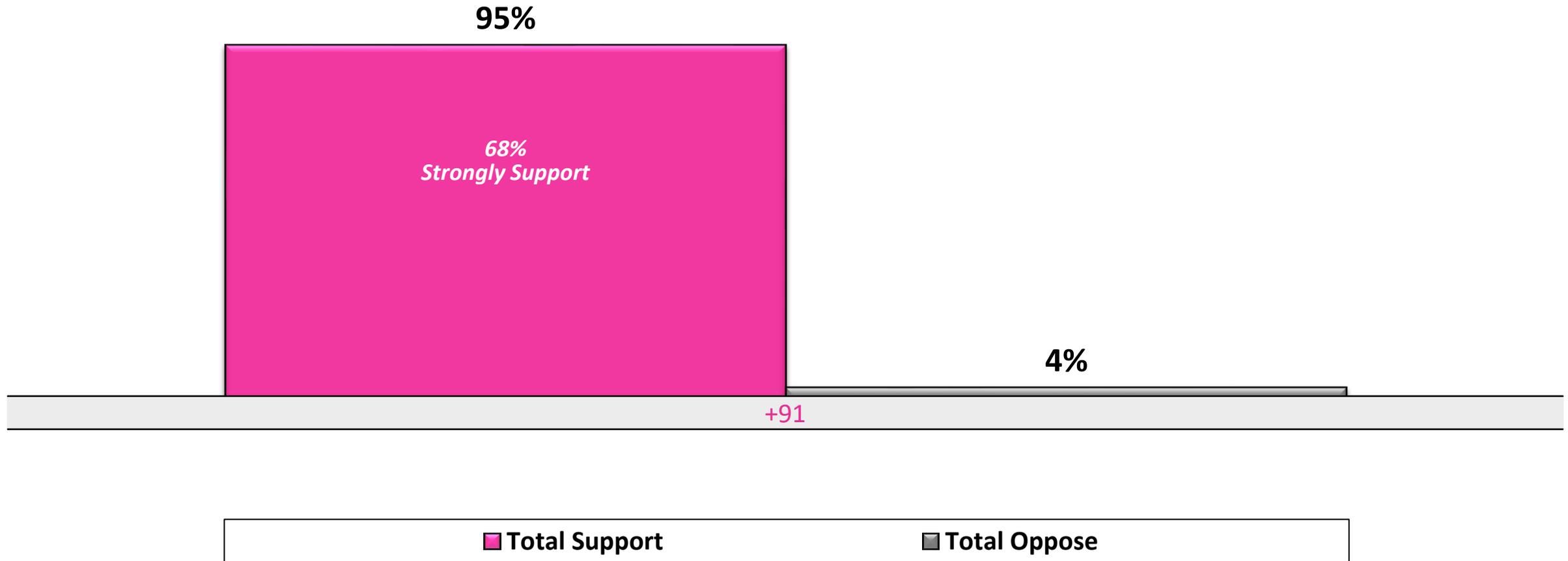
*Landowners have the right to make permanent decisions about the use of their land.*



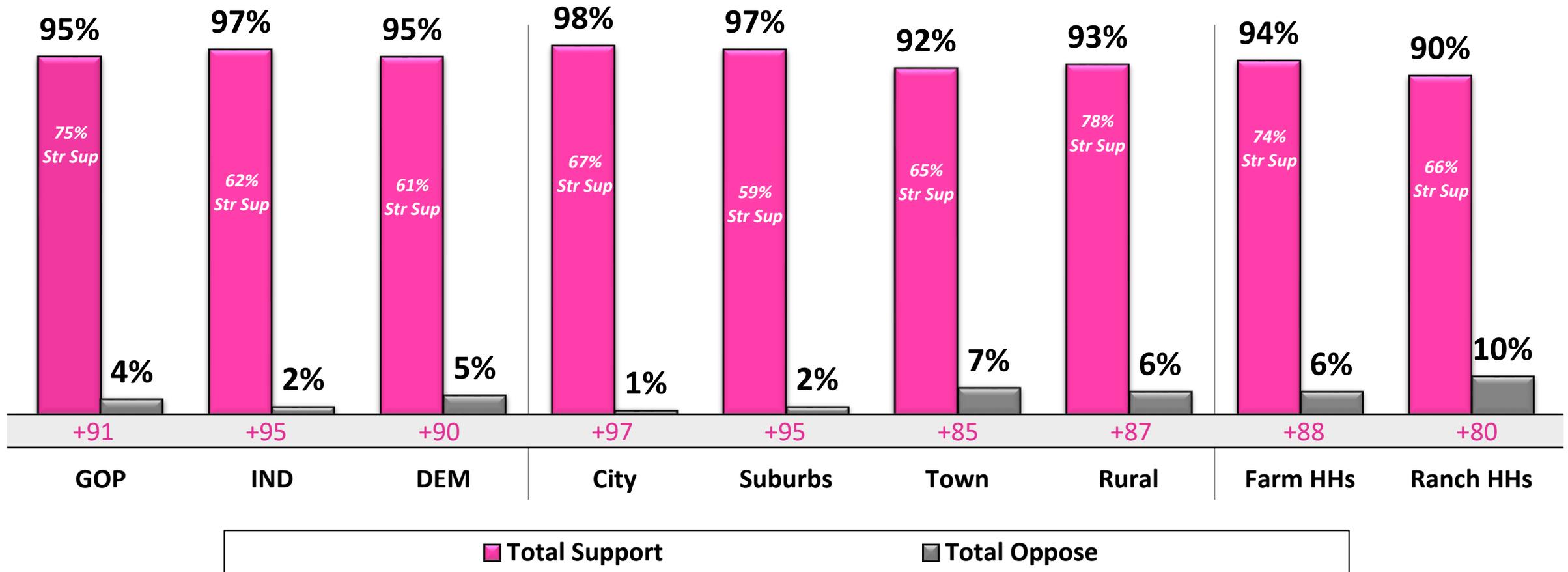
*Do you agree or disagree with the following statement?*

# Nearly all support landowners' ability to conserve their land through voluntary conservation programs; two-thirds strongly support.

*One way to conserve working ranches, farms, water, and wildlife habitat in Nebraska, is to work with willing landowners who utilize voluntary conservation programs on their property. These programs enable landowners to keep farms and ranches in agricultural use or as wildlife habitat into the future. Do you support or oppose private landowners' ability to conserve their lands as working farms, ranches or habitat through voluntary conservation programs?*

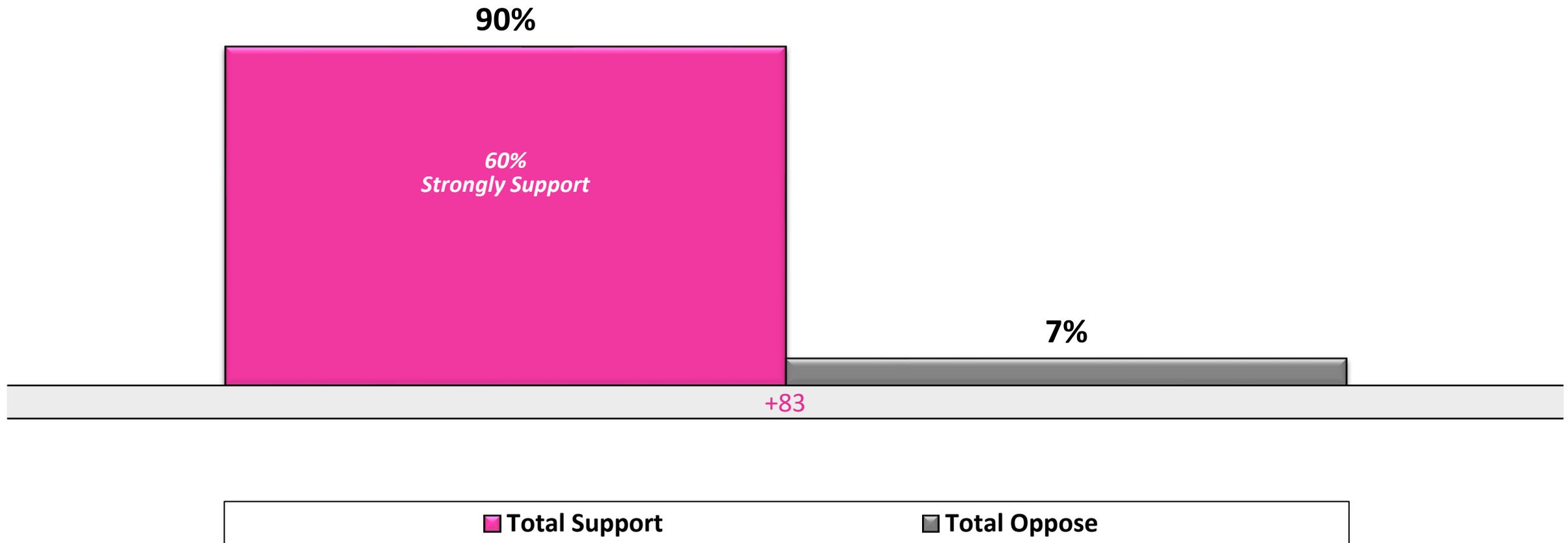


# Support for landowners' ability to conserve their lands is high across party, community type, and with farmers and rancher households.



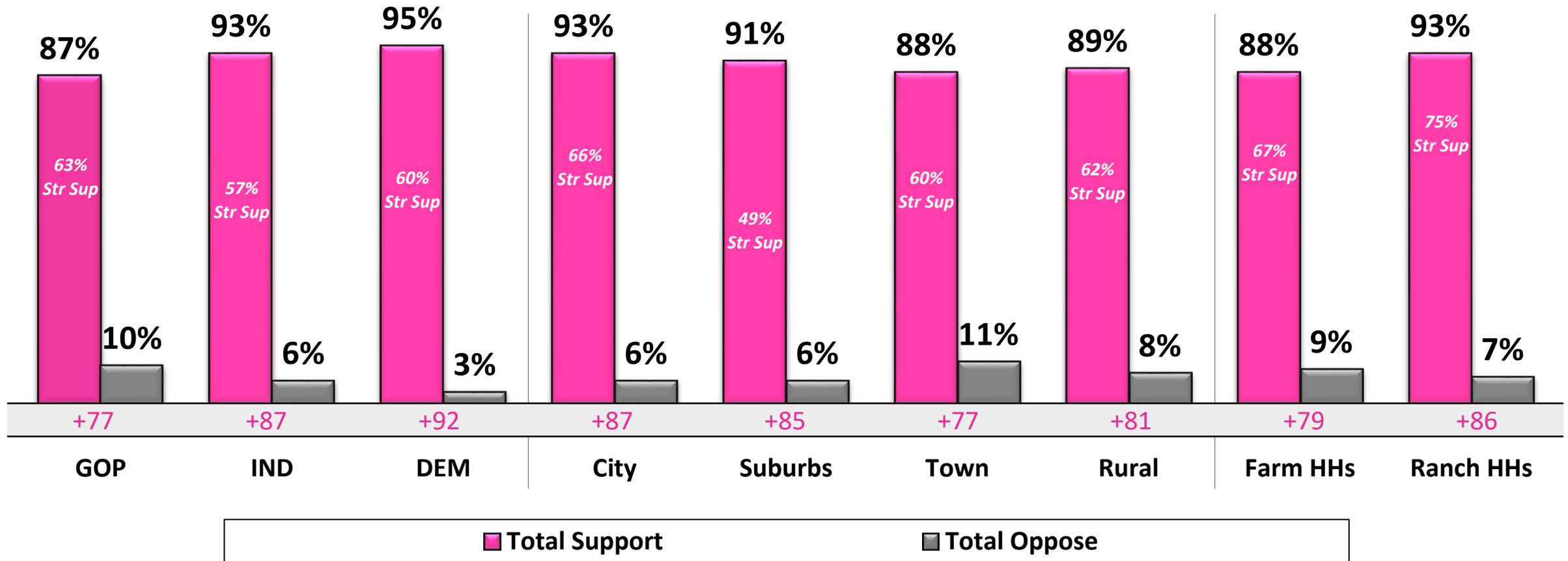
Do you support or oppose private landowners' ability to conserve their lands as working farms, ranches or habitat through voluntary conservation programs?

# Nine-in-ten would encourage the Governor to support these voluntary conservation programs; a mere 7% want him to oppose.



*And would you encourage the Governor to support or oppose allowing landowners to enter into these voluntary conservation programs to conserve their land as working farms and ranches or natural areas for future generations?*

# Voters across party, community type, and in farm and ranch households want the Governor to support allowing landowners to conserve their land.



And would you encourage the Governor to support or oppose allowing landowners to enter into these voluntary conservation programs to conserve their land as working farms and ranches or natural areas for future generations?

# More voters agree with a rationale in support of voluntary conservation programs, rather than an opposition statement.

Supporters of using voluntary conservation programs say that determining the future use of your land is one of the most fundamental property rights. This is a cherished American value that allows landowners to keep their land as working farms and ranches into the future so that they are not developed and preserve the rural character of our state.

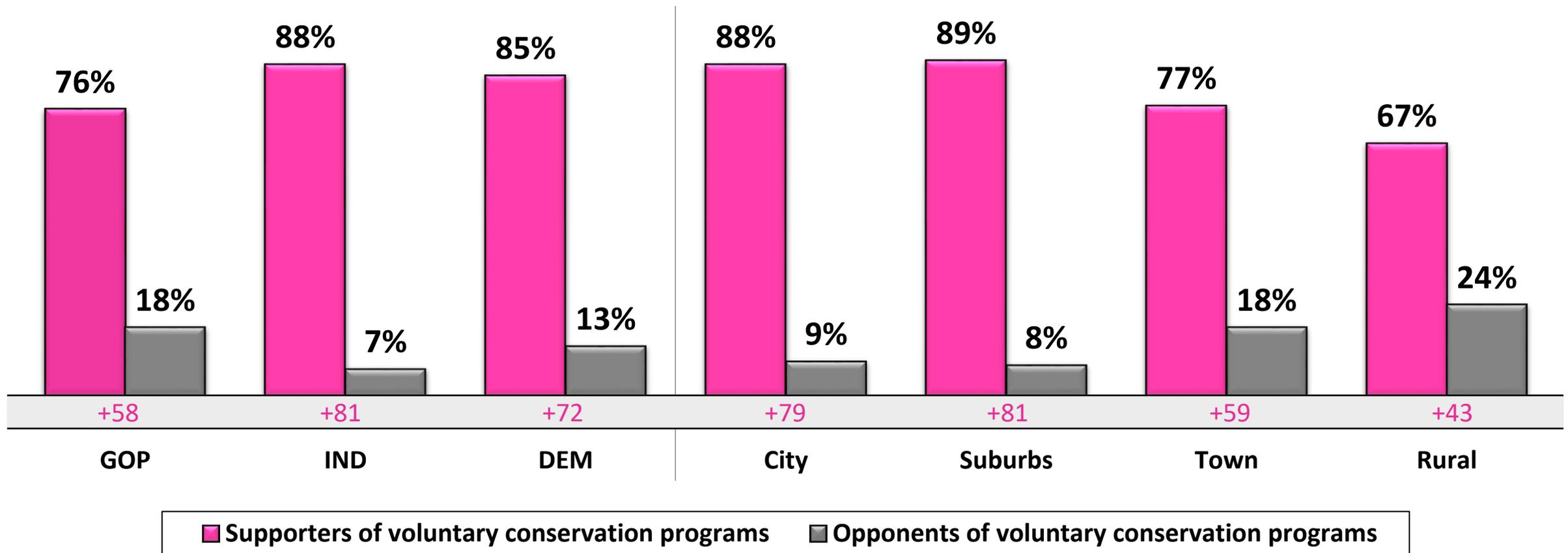
81%

Opponents of using voluntary conservation programs say that this is a way for radical environmental groups to engage in a land grab that takes private property out of productive use forever.

14%

*Please indicate which one of the following points of view you agree with more, even if neither one perfectly matches what you think.*

# Voters across party lines and in every type of community side more with the rationale in support of voluntary conservation programs.



Please indicate which one of the following points of view you agree with more, even if neither one perfectly matches what you think.



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