



## Nebraska Survey Toplines | Nov 2023

1048 Interviews

**Q1. How motivated are you to vote in the upcoming election on a scale from 0 to 10, where 0 means you are not motivated at all and 10 means you are extremely motivated?**

73% 10 - Extremely motivated  
5 9  
4 8  
3 7  
3 6  
5 5  
1 4  
2 3  
1 2  
1 1  
3 0 - Not motivated at all  
82 **Total 8-10**  
5 **Total 0-2**

**Q2. How favorable are your feelings about the following individuals and organizations?**

|                           | <u>Favorable</u> |      | Neutral | <u>Unfavorable</u> |      | Never heard | <i>Total fav</i> | <i>Total unfav</i> |
|---------------------------|------------------|------|---------|--------------------|------|-------------|------------------|--------------------|
|                           | Very             | Smwt |         | Smwt               | Very |             |                  |                    |
| Donald Trump              | 26               | 17   | 8       | 6                  | 43   | 1           | <b>43</b>        | <b>48</b>          |
| Labor unions              | 22               | 20   | 28      | 12                 | 17   | 1           | <b>42</b>        | <b>30</b>          |
| Warren Buffett            | 16               | 24   | 32      | 14                 | 13   | 1           | <b>40</b>        | <b>26</b>          |
| Jim Pillen                | 9                | 20   | 24      | 12                 | 31   | 4           | <b>30</b>        | <b>43</b>          |
| Pete Ricketts             | 9                | 20   | 17      | 12                 | 39   | 2           | <b>30</b>        | <b>51</b>          |
| Bernie Sanders            | 12               | 15   | 15      | 10                 | 46   | 1           | <b>27</b>        | <b>56</b>          |
| Republicans in Washington | 4                | 20   | 15      | 19                 | 40   | 1           | <b>25</b>        | <b>59</b>          |
| Deb Fischer               | 6                | 18   | 26      | 17                 | 28   | 6           | <b>24</b>        | <b>45</b>          |
| Joe Biden                 | 10               | 13   | 8       | 9                  | 59   | 1           | <b>23</b>        | <b>69</b>          |
| Democrats in Washington   | 6                | 16   | 12      | 14                 | 51   | 2           | <b>22</b>        | <b>65</b>          |
| Dan Osborn                | 1                | 4    | 26      | 4                  | 6    | 59          | <b>5</b>         | <b>10</b>          |
| Mitch McConnell           | 1                | 4    | 19      | 21                 | 51   | 4           | <b>5</b>         | <b>72</b>          |

**Q3. If the 2024 election for President were held today and the candidates were the following, who would you vote for?**

50% Donald Trump, the Republican  
34 Joe Biden, the Democrat  
16 Not sure

*Polling was conducted online from November 13-16, 2023. Using Dynamic Online Sampling to attain a representative sample, Change Research polled 1,048 likely 2024 voters in Nebraska. Post-stratification was performed on age, gender, race/ethnicity, region, and 2020 presidential vote. You can see a full methodology statement [here](#), which complies with the requirements of AAPOR's Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results.*

**[IF NOT SURE] If you had to choose, who would you vote for?**

16% Donald Trump, the Republican  
7 Joe Biden, the Democrat  
36 Not sure  
41 Would not vote

***Aggregated Presidential Ballot***

53% Donald Trump, the Republican  
35 Joe Biden, the Democrat  
6 Not sure  
7 Would not vote

**Q4. If the 2024 election for United States Senate were held today and the candidates were the following, who would you vote for?**

36% Dan Osborn, the Independent  
35 Deb Fischer, the Republican  
28 Not sure

**[IF NOT SURE] If you had to choose, who would you vote for?**

14% Dan Osborn, the Independent  
8 Deb Fischer, the Republican  
63 Not sure  
15 Would not vote

***Aggregated Initial Senate Ballot***

40% Dan Osborn, the Independent  
38 Deb Fischer, the Republican  
18 Not sure  
4 Would not vote

**Q5. If the 2024 special election for United States Senate were held today and the candidates were the following, who would you vote for?**

46% Pete Ricketts, the Republican  
37 The Democratic candidate  
17 Not sure

**[IF NOT SURE] If you had to choose, who would you vote for?**

10% Pete Ricketts, the Republican  
5 The Democratic candidate  
66 Not sure  
19 Would not vote

***Aggregated Ricketts vs. Generic Democrat Ballot***

47% Pete Ricketts, the Republican  
38 The Democratic candidate  
11 Not sure  
3 Would not vote

**Q6. Which of the following are the biggest challenges facing America? Please choose up to three.**

- 41% High costs for gas and groceries
- 36 Immigration
- 33 Political extremism
- 29 High taxes
- 28 Threats to women's reproductive freedom
- 27 Government intrusion in our personal lives
- 25 Access to quality, affordable health care
- 23 The federal deficit
- 22 High housing costs
- 20 Schools not preparing students for success
- 20 Gun violence
- 19 Threats to our gun rights
- 19 Not taking care of military members and veterans
- 13 Homelessness
- 12 Extreme weather events caused by climate change
- 12 High crime rates
- 11 Foreign policy challenges
- 11 Challenges facing our farmers
- 10 Challenges facing workers and small businesses
- 10 Something else (please specify)

**Q7. Which of the following best describes your position on abortion?**

- 42% I believe abortion should be legal, and that decisions about abortion should be made by a woman and her doctor
- 6 I believe abortion should be legal in most cases, but there should be some exceptions
- 14 I believe we should work to reduce unwanted pregnancies without harsh government intrusion into people's reproductive decisions
- 26 I believe abortion should be illegal in most cases, but there should be exceptions for rape, incest, and the life of the mother
- 12 I believe abortion should be illegal in almost all cases

**Q8. Do you support or oppose legalizing the sale of medical marijuana to adults 21 and older in Nebraska?**

- 47% Strongly support
- 24 Somewhat support
- 7 Somewhat oppose
- 18 Strongly oppose
- 4 Not sure
- 71 **Total support**
- 25 **Total oppose**

**Q9. Do you agree or disagree with the following statement: "Nebraska's government works better than Washington DC because our unicameral legislature is nonpartisan. We need more independent voices in Washington to deliver to everyone like we do here."**

- 18% Strongly agree
- 38 Somewhat agree
- 17 Somewhat disagree
- 12 Strongly disagree
- 15 Not sure
- 56 **Total agree**
- 29 **Total disagree**

**Q10. [Bios were shown in random order] *Dan Osborn, 48, is a Navy man, mechanic, an independent, union leader, and a husband and father. After serving in the Navy and Nebraska National Guard, he went to work at the Kellogg's plant in Omaha as an industrial mechanic. After rising to the presidency of his union, BCTGM 50G, Dan led the successful 2021 Kellogg's strike in Omaha, preserving hundreds of middle class jobs for the next generation of workers. Dan has made his living fixing things, and he believes there's nothing that needs fixing more than the US Senate. He believes we all have more in common with each other than we have with the partisans who run Washington. He will bring Nebraskans together around a common-sense platform to protect small businesses, family farms and ranches, and middle-class jobs – before they become a thing of the past.***

***As a rural Nebraska cattle rancher and a mother of three, Deb Fischer, 72, is as Nebraskan as they come. After a 35-year career in agriculture, education, and public service, Deb was elected in 2012 as the first woman to represent Nebraska for a full-term in the U.S. Senate. She has worked hard to take care of both rural and urban communities, strengthen our military, and invest in public infrastructure for all Nebraskans. As a member of the Senate Armed Service Committee, Deb ensures that our men and women in uniform have the resources they need to fulfill their missions around the world. As a member of the Agriculture Committee, she is crafting the next Farm Bill to give Nebraskans a voice and ensure crop insurance is protected.***

**Now that you've read some more, if the 2024 election for United States Senate were held today and the candidates were the following, who would you vote for?**

|     |                             |
|-----|-----------------------------|
| 50% | Dan Osborn, the independent |
| 32  | Deb Fischer, the Republican |
| 18  | Not sure                    |

**[IF NOT SURE] If you had to choose, who would you vote for?**

|     |                             |
|-----|-----------------------------|
| 15% | Dan Osborn, the independent |
| 7   | Deb Fischer, the Republican |
| 64  | Not sure                    |
| 14  | Would not vote              |

***Aggregated Post-Bio Ballot***

|     |                             |
|-----|-----------------------------|
| 52% | Dan Osborn, the independent |
| 32  | Deb Fischer, the Republican |
| 13  | Not sure                    |
| 3   | Would not vote              |

**Q11. “Deb Fischer has stood right by the side of Alabama Senator Tommy Tuberville as he has blocked the promotions of hundreds of military leaders since February in protest of Pentagon abortion policy. This misguided activism undermines our military and puts our national security at risk at a critical time. We need a Senator who supports our military, not one who undermines its leadership.” Is this argument:**

|     |                       |
|-----|-----------------------|
| 29% | Very convincing       |
| 30  | Somewhat convincing   |
| 24  | Not very convincing   |
| 17  | Not at all convincing |

**Q12. “When she first ran for Senate 12 years ago, Deb Fischer pledged that she would only serve for two terms. But now she’s breaking her promise and running for a third term. The problem in Washington, DC is wealthy career politicians who are out of touch with the needs of working people. Nebraska should be part of electing a new generation of leaders who understand the challenges we face.” Is this argument:**

|     |                       |
|-----|-----------------------|
| 36% | Very convincing       |
| 34  | Somewhat convincing   |
| 20  | Not very convincing   |
| 10  | Not at all convincing |

**Q13. “Dan Osborn is the choice of Nebraska Democrats. He’s running for one reason: to keep Republicans from controlling the Senate so that Democrats can keep bankrupting our country. We shouldn’t be fooled – Deb Fischer is the only choice for Nebraskans who want to keep Democrats out of power.” Is this argument:**

|     |                       |
|-----|-----------------------|
| 19% | Very convincing       |
| 25  | Somewhat convincing   |
| 26  | Not very convincing   |
| 30  | Not at all convincing |

**Q14. “Dan Osborn is a true independent who has never affiliated with or donated to either party. The US Senate gets nothing done because it’s full of politicians who follow orders from Charles Schumer or Mitch McConnell. Electing Dan can be a swing vote, ensuring that the nation’s policy is not being dictated by either Mitch McConnell or Charles Schumer.” Is this argument:**

|     |                       |
|-----|-----------------------|
| 21% | Very convincing       |
| 44  | Somewhat convincing   |
| 24  | Not very convincing   |
| 11  | Not at all convincing |

**Q15. “Dan Osborn will fight every day for small businesses, workers, and farmers. He wants to cut taxes for small businesses and the middle class, protect middle-class jobs and wages, improve worker safety, and create a level playing field for family farms and ranches, through a Right to Repair law and fixing federal crop insurance subsidies that unfairly favor large operators.” Is this argument:**

|     |                       |
|-----|-----------------------|
| 27% | Very convincing       |
| 48  | Somewhat convincing   |
| 16  | Not very convincing   |
| 9   | Not at all convincing |

**Q16. “Dan Osborn will prove that we don’t have to keep re-electing Republicans who aren’t making Nebraska any better. Dan is an independent who can appeal to reasonable voters in both parties, as well as those who don’t like either party. We finally have a strong, electable alternative and Nebraskans of all stripes should unite behind him.” Is this argument:**

|     |                       |
|-----|-----------------------|
| 24% | Very convincing       |
| 40  | Somewhat convincing   |
| 22  | Not very convincing   |
| 13  | Not at all convincing |

**Q17. “For 12 years, Deb Fischer has championed the values of Nebraska families, farmers, and workers, and fought to keep spending down and keep our country on the right track. She’s been there for us, and now we need to be there for her. She’s earned a third term.” Is this argument:**

|     |                       |
|-----|-----------------------|
| 11% | Very convincing       |
| 28  | Somewhat convincing   |
| 29  | Not very convincing   |
| 32  | Not at all convincing |

**Q18. “Dan Osborn opposes efforts to legislate how private citizens conduct themselves. While he respects the deep moral convictions of his fellow Nebraskans, he opposes using the federal government to enforce those convictions on others. The federal government should not ban guns, abortions or contraceptives, or the ability for people to live their private lives how they choose.” Is this argument:**

- 28% Very convincing
- 45 Somewhat convincing
- 17 Not very convincing
- 11 Not at all convincing

**Q19. “Deb Fischer is an extremist on abortion, who thinks it should be illegal to get an abortion even in cases of rape or incest. If she is part of the majority next year, that could become the law of the land. We can’t let someone as extreme as her set abortion policy for the whole country.” Is this argument:**

- 34% Very convincing
- 23 Somewhat convincing
- 21 Not very convincing
- 22 Not at all convincing

**Q20. One last time, if the 2024 election for United States Senate were held today and the candidates were the following, who would you vote for?**

- 51% Dan Osborn, the independent
- 29 Deb Fischer, the Republican
- 20 Not sure

**[IF NOT SURE] If you had to choose, who would you vote for?**

- 10% Dan Osborn, the independent
- 4 Deb Fischer, the Republican
- 69 Not sure
- 16 Would not vote

***Aggregated Final Ballot***

- 53% Dan Osborn, the independent
- 30 Deb Fischer, the Republican
- 14 Not sure
- 3 Would not vote

**Q21. Which of the following sources do you most trust for information on local election related issues? Select up to three.**

- 29% Local TV news
- 21 National TV news (ABC, NBC, CBS, PBS)
- 20 National Public Radio
- 18 None of these
- 18 Other news websites
- 17 Omaha World-Herald
- 14 Fox News
- 12 National newspapers (New York Times, Washington Post, Wall Street Journal)
- 11 Talk radio
- 10 Lincoln Journal Star
- 9 CNN
- 8 MSNBC
- 8 Facebook
- 6 Twitter
- 3 Grand Island Independent

- 2 Instagram
- 17 Other (please specify)

**D1. Are you male or female?**

- 47% Male
- 53 Female

**D2. Age**

- 22% 18 to 34
- 24 35 to 49
- 27 50 to 64
- 27 65+

**D3. Race/Ethnicity**

- 87% White / Caucasian
- 7 Hispanic or Latino/a
- 3 Black or African American
- 1 Asian / Pacific Islander
- 1 American Indian or Alaska Native
- 2 Other

**D4. What is the highest level of education you have completed?**

- 11% High school diploma or less
- 30 Some college, but no degree
- 16 Associate's degree, or two-year college degree
- 26 Bachelor's degree, or four-year college degree
- 16 Graduate degree

**D5. Party Identification**

- 19% Strong Democrats
- 6 Weak Democrats
- 9 Independent lean Democrats
- 14 Pure independents
- 9 Independent lean Republicans
- 12 Weak Republicans
- 32 Strong Republicans

- 25% Base Democrats
- 31 Independents + Leaners
- 44 Base Republicans

- 33% Democrats
- 14 Pure independents
- 53 Republicans

**D6. How did you vote in the 2020 election for President, or for some reason were you unable to vote?**

- 35% Joe Biden, the Democrat
- 53 Donald Trump, the Republican
- 5 Jo Jorgensen, the Libertarian
- 2 Not registered/Too young/Ineligible
- 6 Did not vote