

NEBRASKA ANNUAL SOCIAL SURVEY SNAPSHOT: IS NEBRASKA HEADING IN THE RIGHT DIRECTION?

Nebraskans Think the Country is Headed in the Wrong Direction, but are Split Over Nebraska's Direction

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A survey of 1725 Nebraskans between July and November 2023 revealed notable differences in views on whether the state and US are headed in the right direction. Overall, 43% of Nebraska adults think the state is headed in the right direction, 31% feel unsure and 26% feel the state is going in the wrong direction. In comparison, only 11% think the country is headed in the right direction, 19% report being unsure about the country's direction, and 70% think the country is heading in the wrong direction.

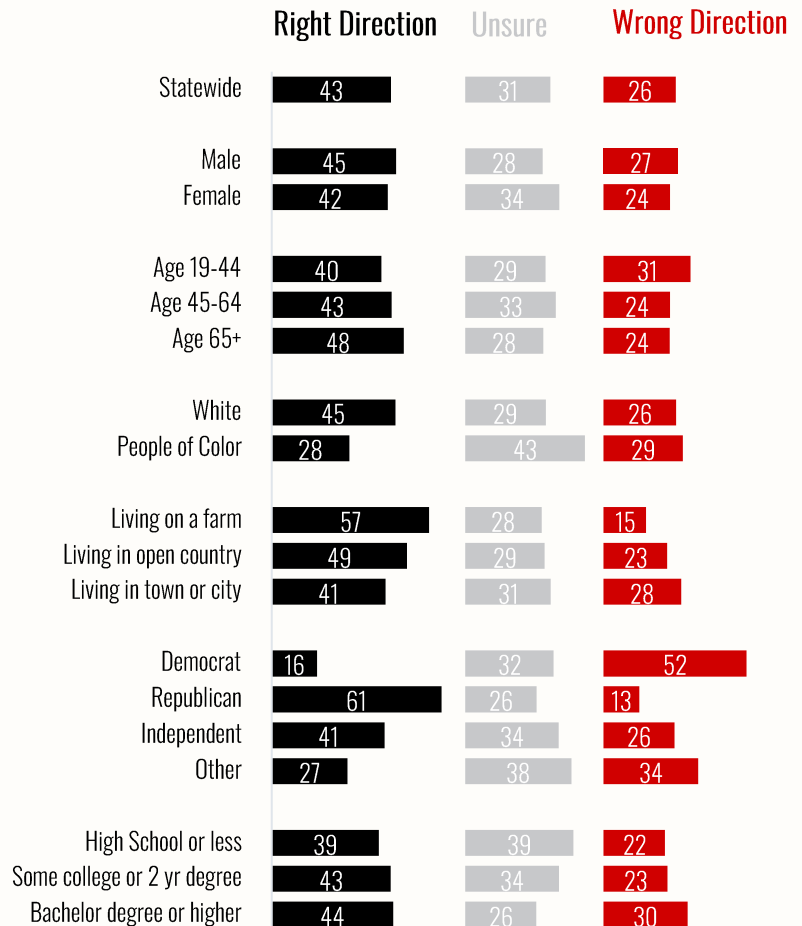
Men and women are similar in attitudes about whether Nebraska and the country are heading in the right direction. About four-in-10 men and women think the state is headed in the right direction, whereas only one-in-ten feel the country as a whole is headed in the right direction. Twenty-eight percent of men feel unsure about Nebraska's direction and 18% are unsure about the country; women stood at 34% and 19%. About a quarter of men (27%) and women (24%) think the state is headed in the wrong direction and seven-in-ten (69% men; 72% women) for the country.

Seniors (age 65+) are significantly more likely than younger adults to think that Nebraska is headed in the right direction, reported by 48% of adults age 65 and older, 40% age 19 to 44, and 43% ages 45 to 64. About one-third (31%) of younger adults think that Nebraska is heading in the wrong direction, compared to about one-quarter of All age groups are equally pessimistic about the country, with about 70% of all Nebraska age groups reporting that the country is headed in the wrong direction.

White respondents are significantly more positive (45% right track) about the direction of Nebraska than People of Color (28% right track). However, People of Color are significantly more positive than White respondents about the direction of the country (right track: 30% vs. 9%), although large fractions of each group consider the country going in the wrong direction (74% White adults; 48% People of Color).

Nebraskans who live in a town or city differ significantly about the direction of Nebraska and the country than those who live on a farm or in open country. More than half (57%) of adults who live on a farm think Nebraska is headed in the right direction, compared to 49% of adults who live in open country and 41% of adults who live in town or city. When looking at the country as a whole, 80% of those who live on a farm or

All in all, do you think things in Nebraska are generally headed in the right direction or the wrong direction?



open country think that the country is going in the wrong direction, compared to 69% of those living in a town or city.

There are substantial differences in attitudes by party affiliation. A majority of Republicans (61%) think that Nebraska is heading in the right direction, compared to only 16% of Democrats and 41% of Independents. Half of Democrats (52%) think that Nebraska is heading in the wrong direction, compared to 13% of Republicans and 26% of Independents. In contrast, 81% of Republicans think that the country is heading in the wrong direction, significantly different from the 60% of Democrats and 64% of Independents who report the same.

Attitudes about the direction of Nebraska differ significantly across education levels, largely in the “unsure” category. About four-in-ten adults in each education group think that Nebraska is headed in the right direction. However, 39% of adults with a high school diploma or less, 34% of people with some college or two-year degree, and 26% of people with bachelor’s degree or higher feel unsure about the state. No differences are observed in Nebraska adults’ attitudes about the country as a whole across education groups.

Data Source and Methodology

The Nebraska Annual Social Indicators Survey (NASIS) is an annual statewide concurrent mail and web survey conducted by BOSR with multiple clients. NASIS uses an address-based sample of adults aged 19 and older (Nebraska’s age of majority), and asks

adults with the next birthday to participate in the survey. The 2023 NASIS consisted of a 16-page paper questionnaire that was administered by mail with an option to complete by web to a sample of 8,000 Nebraska households. Data were collected from July to November 2023 with an AAPOR Response Rate 2 of 21.6% (n=1,725). Overall estimates have a margin of error of ±4%. Significantly different groups are reported from statistical tests with p<.05. The full methodology report can be found at <https://bosr.unl.edu/nasis>.

WHO ARE WE?

BOSR has been conducting survey research and providing research assistance to University of Nebraska–Lincoln faculty, departments, administrative units, students, and various government agencies and non-profit organizations since 1964. Operating as a 'one-stop research shop,' BOSR develops and manages mail, web, telephone, in-person, and mixed-mode surveys with academic rigor.

All in all, do you think things in the country as a whole are generally headed in the right direction or the wrong direction?

