

To: Interested Parties
From: Brad Chism
Date: 9/13/2010
Re: Survey Results for Bold Nebraska

Zata|3 Consulting recently conducted a random sample survey of voters in Nebraska for our client, Bold Nebraska. Below are highlights from the survey.

Purpose: We were tasked with exploring informed voter opinion about the process for consideration of the TransCanada pipeline proposal. After explaining to voters the nature of the proposal, we asked several questions about what they expected of their elected officials on this matter. We were also asked to gauge the informed voter level of support for the TransCanada Pipeline proposal.

The survey began with this explanation:

TransCanada is a multinational company that wants to build a pipeline to carry oil through the Nebraska Sandhills and various towns in our state. The pipeline would also cross the Ogallala aquifer, which provides 2 million Americans clean drinking water. The oil in the pipeline will be sold on the international market and is not earmarked for the United States. 90% of the jobs needed to build the pipeline will go to out-of-state workers. The project will require 3 new electricity transmission lines, at the cost of \$49 million to ratepayers, in order to support the proposed oil pipeline.

Here are the survey highlights:

- **Activism Level of Elected Officials** – Overwhelmingly, voters expect a high level of scrutiny from our elected officials on this proposal. There are almost no differences by age, gender or geography.
- **Candidate Inactivity and Impact on Vote** – Voter support drops off considerably for those candidates who don't get seriously involved in the inquiry. Again, there is little difference by demography or geography on this issue.
- **Regulatory Authority** – There is widespread acceptance of the need for pipeline regulation. The voters within the affected counties are more sensitive to this issue (+3%).
- **Citizen Access** – Voters expect access to an Emergency Response Plan that deals with pipeline spills by about a 5:1 ratio. Again, this is more important in the target counties (+5%).
- **Pipeline Opposition** – Informed voters oppose the pipeline by more than a 2:1 margin, with a third of the voters undecided. The support is higher in the target counties.

Methodology: We used IVR survey technology to complete 500 surveys on the evening of September 9, 2010. We asked a total of seven questions in this survey. We completed two sets of samples: 350 completed surveys statewide and 150 completed surveys in the counties impacted by the TransCanada Pipeline proposal. These results include demographic breakdowns and tabs by County and Congressional Districts. However, sample sizes are too small to draw detailed conclusions on age or other cross tabs. These results are not weighted for age, gender or for population by CD or County. A larger sample with a longer questionnaire would yield more detailed cross-tabulations.

Independent analyses from publications such as the *Wall Street Journal*, *National Council on Public Polls*, *American Association of Public Opinion Research*, Nate Silver's FiveThirtyEight.com, and *The Pew Research Center* all show automated, recorded voice surveys used to record candidate preferences have an accuracy level comparable to live interviewer surveys.

About Zata | 3 Consulting: Zata | 3 is a Washington, DC-based consulting firm that works for Democratic candidates and progressive causes. We have worked in Nebraska on behalf of numerous Democratic candidates and organizations. Our website is located at www.zata3.com.

BoldNE01

[Intro] Hello, this is BoldNebraska.org, an independent nonprofit that keeps politicians accountable and Nebraskans informed on key issues. We are calling with a quick survey about the proposed oil pipeline that would run through the Nebraska Sandhills and Ogallala Aquifer. I'd like to ask you a few questions and get you to use your telephone keypad to respond. Your individual responses will remain confidential.

We will start with a brief overview of the pipeline and then ask a series of brief questions.

TransCanada is a multinational company that wants to build a pipeline to carry oil through the Nebraska Sandhills and various towns in our state. The pipeline would also cross the Ogallala aquifer, which provides 2 million Americans clean drinking water. The oil in the pipeline will be sold on the international market and is not earmarked for the United States. 90% of the jobs needed to build the pipeline will go to out-of-state workers. The project will require 3 new electricity transmission lines, at the cost of \$49 million to ratepayers, in order to support the proposed oil pipeline.

Q1. First Question. How active and vocal do you think elected officials, especially Governor Heineman and our State Senators, should be in asking questions about the proposed pipeline? Should they be Very Active, Somewhat Active, Somewhat Inactive, or Very Inactive?

1. Press 1 for Very Active
2. Press 2 for Somewhat Active
3. Press 3 for Somewhat Inactive
4. Press 4 for Very Inactive

Q2. For a candidate who did not actively ask questions and seek information about the proposed pipeline, how would this affect your vote for the candidate? Would you continue to vote for the candidate or withhold a vote?

1. Press 1 if you would continue to vote for the candidate
2. Press 2 if you would withhold your vote from this candidate
3. And press 3 if you are undecided at this time.

Q3. There are currently no state regulations on oil pipelines in Nebraska. State regulations determine the best route for a pipeline, protect the economic livelihood of farmers and ranchers, and prevent potential negative environmental and wildlife impacts of the pipeline. Do you think there should be state regulations on the pipeline, there should not be state regulations, or are you undecided at this time?

1. Press 1 if you believe pipelines should have state regulations
2. Press 2 if you believes pipelines should not have state regulations
3. And press 3 if you are undecided at this time.

Q4. Do you think Nebraskans should have access and input to a state-based Emergency Response Plan for oil spills, should not have access and input to a state-based Emergency Response Plan or are you undecided at this time?

1. Press 1 if you believe Nebraskans should have access and input to state-based Emergency Response Plans for oil spills
2. Press 2 if you do not believe Nebraskans should have access and input to state-based Emergency Response Plans.
3. And press 3 if you are undecided at this time.

Q5. Do you support or oppose the proposed TransCanada oil pipeline that will carry oil through the Nebraska Sandhills and over the Ogallala Aquifer, or are you undecided at this time?

1. Press 1 if you support the pipeline
2. Press 2 if you oppose the pipeline.
3. And Press 3 if you are undecided at this time.

Q6. Almost done. Now, for statistical purposes, please tell us your gender.

1. Press 1 for Male
2. Press 2 for Female

Q7. Thanks. Last question. Please use your keypad to tell us your age range.

1. Press 1 if you are under 40
2. Press 2 if you are age 41 to 59
3. Press 3 if you are 60 or older

[END CALL] This call was paid for by BoldNebraska.com. Please give us a call at 402-403-3625 or visit www.boldnebraska.org. Thank you for your time. Goodbye.

**Total Survey Results
Toplines**

Q01. Elected officials: how active?	
Q01-HowActive?	%
1 - Very active	84%
2 - Somewhat active	11%
3 - Somewhat inactive	3%
4 - Very inactive	2%
Grand Total	100%

Q02. If not active, how would you vote?	
Q02-NotActiveVote	%
1 - Continue to vote for candidate	20%
2 - Withhold vote from candidate	57%
3 - Undecided	22%
Grand Total	100%

Q03. Should pipeline have state regulations?	
Q03-StateRegulations	%
1 - Should have	76%
2 - Should not have	6%
3 - Undecided	18%
Grand Total	100%

Q04. Citizens: access and input to ERP?	
Q04-EmergencyPlan	%
1 - Should have access and input	81%
2 - Should not have access and input	2%
3 - Undecided	16%
Grand Total	100%

Q05. Proposed pipeline support?	
Q05-OilPipelineSupport	%
1 - Support	19%
2 - Oppose	48%
3 - Undecided	33%
Grand Total	100%

**Affected Counties
Toplines**

Q01. Elected officials: how active?	
Q01-HowActive?	%
1 - Very active	84%
2 - Somewhat active	12%
3 - Somewhat inactive	3%
4 - Very inactive	1%
Grand Total	100%

Q02. If not active, how would you vote?	
Q02-NotActiveVote	%
1 - Continue to vote for candidate	18%
2 - Withhold vote from candidate	60%
3 - Undecided	22%
Grand Total	100%

Q03. Should pipeline have state regulations?	
Q03-StateRegulations	%
1 - Should have	78%
2 - Should not have	5%
3 - Undecided	17%
Grand Total	100%

Q04. Citizens: access and input to ERP?	
Q04-EmergencyPlan	%
1 - Should have access and input	85%
2 - Should not have access and input	1%
3 - Undecided	14%
Grand Total	100%

Q05. Proposed pipeline support?	
Q05-OilPipelineSupport	%
1 - Support	22%
2 - Oppose	45%
3 - Undecided	33%
Grand Total	100%

**Unaffected Areas Statewide
Toplines**

Q01. Elected officials: how active?	
Q01-HowActive?	%
1 - Very active	84%
2 - Somewhat active	11%
3 - Somewhat inactive	3%
4 - Very inactive	2%
Grand Total	100%

Q02. If not active, how would you vote?	
Q02-NotActiveVote	%
1 - Continue to vote for candidate	21%
2 - Withhold vote from candidate	56%
3 - Undecided	23%
Grand Total	100%

Q03. Should pipeline have state regulations?	
Q03-StateRegulations	%
1 - Should have	75%
2 - Should not have	6%
3 - Undecided	18%
Grand Total	100%

Q04. Citizens: access and input to ERP?	
Q04-EmergencyPlan	%
1 - Should have access and input	80%
2 - Should not have access and input	3%
3 - Undecided	17%
Grand Total	100%

Q05. Proposed pipeline support?	
Q05-OilPipelineSupport	%
1 - Support	18%
2 - Oppose	49%
3 - Undecided	34%
Grand Total	100%

**Affected Counties
by County**

Q01. Elected officials: how active?								
	CountyGroup		Values				Total #	Total %
	Group 1		Group 2		Group 3			
Q01-HowActive?	#	%	#	%	#	%		
1 - Very active	24	80%	34	85%	68	85%	126	84%
2 - Somewhat active	5	17%	4	10%	9	11%	18	12%
3 - Somewhat inactive		0%	2	5%	2	3%	4	3%
4 - Very inactive	1	3%		0%	1	1%	2	1%
Grand Total	30	100%	40	100%	80	100%	150	100%

Q02. If not active, how would you vote?								
	CountyGroup		Values				Total #	Total %
	Group 1		Group 2		Group 3			
Q02-NotActiveVote	#	%	#	%	#	%		
1 - Continue to vote for candidate	3	10%	5	13%	19	24%	27	18%
2 - Withhold vote from candidate	21	70%	25	63%	44	55%	90	60%
3 - Undecided	6	20%	10	25%	17	21%	33	22%
Grand Total	30	100%	40	100%	80	100%	150	100%

Q03. Should pipeline have state regulations?								
	CountyGroup		Values				Total #	Total %
	Group 1		Group 2		Group 3			
Q03-StateRegulations	#	%	#	%	#	%		
1 - Should have	24	80%	32	80%	61	76%	117	78%
2 - Should not have	1	3%	2	5%	4	5%	7	5%
3 - Undecided	5	17%	6	15%	15	19%	26	17%
Grand Total	30	100%	40	100%	80	100%	150	100%

**Affected Counties
by County**

Q04. Citizens: access and input to ERP?								
	CountyGroup		Values				Total #	Total %
	Group 1		Group 2		Group 3			
Q04-EmergencyPlan	#	%	#	%	#	%		
1 - Should have access and input	26	87%	34	85%	67	84%	127	85%
2 - Should not have access and input		0%	1	3%	1	1%	2	1%
3 - Undecided	4	13%	5	13%	12	15%	21	14%
Grand Total	30	100%	40	100%	80	100%	150	100%

Q05. Proposed pipeline support?								
	CountyGroup		Values				Total #	Total %
	Group 1		Group 2		Group 3			
Q05-OilPipelineSupport	#	%	#	%	#	%		
1 - Support	7	23%	7	18%	19	24%	33	22%
2 - Oppose	12	40%	21	53%	35	44%	68	45%
3 - Undecided	11	37%	12	30%	26	33%	49	33%
Grand Total	30	100%	40	100%	80	100%	150	100%

<p>Group 1: Keya Paha, Holt, Rock, Garfield, Wheeler</p> <p>Group 2: Greeley, Boone, Nance, Merrick.</p> <p>Group 3: Hamilton, York, Filmore, Saline, Jefferson</p>
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**Affected Counties
by Gender**

Q01. Elected officials: how active?						
	Q06-Gender		Values		Total #	Total %
	1 - Male		2 - Female			
Q01-HowActive?	#	%	#	%		
1 - Very active	59	82%	67	86%	126	84%
2 - Somewhat active	9	13%	9	12%	18	12%
3 - Somewhat inactive	2	3%	2	3%	4	3%
4 - Very inactive	2	3%		0%	2	1%
Grand Total	72	100%	78	100%	150	100%

Q02. If not active, how would you vote?						
	Q06-Gender		Values		Total #	Total %
	1 - Male		2 - Female			
Q02-NotActiveVote	#	%	#	%		
1 - Continue to vote for candidate	21	29%	6	8%	27	18%
2 - Withhold vote from candidate	35	49%	55	71%	90	60%
3 - Undecided	16	22%	17	22%	33	22%
Grand Total	72	100%	78	100%	150	100%

Q03. Should pipeline have state regulations?						
	Q06-Gender		Values		Total #	Total %
	1 - Male		2 - Female			
Q03-StateRegulations	#	%	#	%		
1 - Should have	55	76%	62	79%	117	78%
2 - Should not have	4	6%	3	4%	7	5%
3 - Undecided	13	18%	13	17%	26	17%
Grand Total	72	100%	78	100%	150	100%

**Affected Counties
by Gender**

Q04. Citizens: access and input to ERP?						
	Q06-Gender		Values		Total #	Total %
	1 - Male		2 - Female			
Q04-EmergencyPlan	#	%	#	%		
1 - Should have access and input	60	83%	67	86%	127	85%
2 - Should not have access and input	2	3%		0%	2	1%
3 - Undecided	10	14%	11	14%	21	14%
Grand Total	72	100%	78	100%	150	100%

Q05. Proposed pipeline support?						
	Q06-Gender		Values		Total #	Total %
	1 - Male		2 - Female			
Q05-OilPipelineSupport	#	%	#	%		
1 - Support	24	33%	9	12%	33	22%
2 - Oppose	28	39%	40	51%	68	45%
3 - Undecided	20	28%	29	37%	49	33%
Grand Total	72	100%	78	100%	150	100%

**Affected Counties
by Age**

Q01. Elected officials: how active?								
	Q07-Age		Values				Total #	Total %
	1 - 40 or under		2 - 41 to 59		3 - 60 or older			
Q01-HowActive?	#	%	#	%	#	%		
1 - Very active	6	60%	42	93%	78	82%	126	84%
2 - Somewhat active	3	30%	3	7%	12	13%	18	12%
3 - Somewhat inactive		0%		0%	4	4%	4	3%
4 - Very inactive	1	10%		0%	1	1%	2	1%
Grand Total	10	100%	45	100%	95	100%	150	100%

Q02. If not active, how would you vote?								
	Q07-Age		Values				Total #	Total %
	1 - 40 or under		2 - 41 to 59		3 - 60 or older			
Q02-NotActiveVote	#	%	#	%	#	%		
1 - Continue to vote for candidate	4	40%	7	16%	16	17%	27	18%
2 - Withhold vote from candidate	5	50%	32	71%	53	56%	90	60%
3 - Undecided	1	10%	6	13%	26	27%	33	22%
Grand Total	10	100%	45	100%	95	100%	150	100%

Q03. Should pipeline have state regulations?								
	Q07-Age		Values				Total #	Total %
	1 - 40 or under		2 - 41 to 59		3 - 60 or older			
Q03-StateRegulations	#	%	#	%	#	%		
1 - Should have	6	60%	34	76%	77	81%	117	78%
2 - Should not have	2	20%	4	9%	1	1%	7	5%
3 - Undecided	2	20%	7	16%	17	18%	26	17%
Grand Total	10	100%	45	100%	95	100%	150	100%

**Affected Counties
by Age**

Q04. Citizens: access and input to ERP?								
	Q07-Age		Values		3 - 60 or older		Total #	Total %
	1 - 40 or under		2 - 41 to 59		#	%		
Q04-EmergencyPlan	#	%	#	%	#	%		
1 - Should have access and input	9	90%	38	84%	80	84%	127	85%
2 - Should not have access and input		0%		0%	2	2%	2	1%
3 - Undecided	1	10%	7	16%	13	14%	21	14%
Grand Total	10	100%	45	100%	95	100%	150	100%

Q05. Proposed pipeline support?								
	Q07-Age		Values		3 - 60 or older		Total #	Total %
	1 - 40 or under		2 - 41 to 59		#	%		
Q05-OilPipelineSupport	#	%	#	%	#	%		
1 - Support	4	40%	10	22%	19	20%	33	22%
2 - Oppose	2	20%	20	44%	46	48%	68	45%
3 - Undecided	4	40%	15	33%	30	32%	49	33%
Grand Total	10	100%	45	100%	95	100%	150	100%

**Unaffected Areas Statewide
by CD**

Q01. Elected officials: how active?								
	CD		Values				Total #	Total %
	1	2	3	4	5	6		
Q01-HowActive?	#	%	#	%	#	%		
1 - Very active	118	84%	72	82%	104	86%	294	84%
2 - Somewhat active	17	12%	9	10%	11	9%	37	11%
3 - Somewhat inactive	4	3%	4	5%	3	2%	11	3%
4 - Very inactive	2	1%	3	3%	3	2%	8	2%
Grand Total	141	100%	88	100%	121	100%	350	100%

Q02. If not active, how would you vote?								
	CD		Values				Total #	Total %
	1	2	3	4	5	6		
Q02-NotActiveVote	#	%	#	%	#	%		
1 - Continue to vote for candidate	30	21%	20	23%	24	20%	74	21%
2 - Withhold vote from candidate	77	55%	50	57%	70	58%	197	56%
3 - Undecided	34	24%	18	20%	27	22%	79	23%
Grand Total	141	100%	88	100%	121	100%	350	100%

Q03. Should pipeline have state regulations?								
	CD		Values				Total #	Total %
	1	2	3	4	5	6		
Q03-StateRegulations	#	%	#	%	#	%		
1 - Should have	108	77%	68	77%	88	73%	264	75%
2 - Should not have	9	6%	6	7%	7	6%	22	6%
3 - Undecided	24	17%	14	16%	26	21%	64	18%
Grand Total	141	100%	88	100%	121	100%	350	100%

**Unaffected Areas Statewide
by CD**

Q04. Citizens: access and input to ERP?								
	CD		Values				Total #	Total %
	1	%	2	%	3	%		
Q04-EmergencyPlan	#	%	#	%	#	%		
1 - Should have access and input	118	84%	72	82%	89	74%	279	80%
2 - Should not have access and input	4	3%	3	3%	3	2%	10	3%
3 - Undecided	19	13%	13	15%	29	24%	61	17%
Grand Total	141	100%	88	100%	121	100%	350	100%

Q05. Proposed pipeline support?								
	CD		Values				Total #	Total %
	1	%	2	%	3	%		
Q05-OilPipelineSupport	#	%	#	%	#	%		
1 - Support	28	20%	16	18%	18	15%	62	18%
2 - Oppose	63	45%	46	52%	61	50%	170	49%
3 - Undecided	50	35%	26	30%	42	35%	118	34%
Grand Total	141	100%	88	100%	121	100%	350	100%

**Unaffected Areas Statewide
by Gender**

Q01. Elected officials: how active?						
	Q06-Gender		Values		Total #	Total %
	1 - Male		2 - Female			
Q01-HowActive?	#	%	#	%		
1 - Very active	115	75%	179	91%	294	84%
2 - Somewhat active	24	16%	13	7%	37	11%
3 - Somewhat inactive	9	6%	2	1%	11	3%
4 - Very inactive	6	4%	2	1%	8	2%
Grand Total	154	100%	196	100%	350	100%

Q02. If not active, how would you vote?						
	Q06-Gender		Values		Total #	Total %
	1 - Male		2 - Female			
Q02-NotActiveVote	#	%	#	%		
1 - Continue to vote for candidate	48	31%	26	13%	74	21%
2 - Withhold vote from candidate	72	47%	125	64%	197	56%
3 - Undecided	34	22%	45	23%	79	23%
Grand Total	154	100%	196	100%	350	100%

Q03. Should pipeline have state regulations?						
	Q06-Gender		Values		Total #	Total %
	1 - Male		2 - Female			
Q03-StateRegulations	#	%	#	%		
1 - Should have	106	69%	158	81%	264	75%
2 - Should not have	17	11%	5	3%	22	6%
3 - Undecided	31	20%	33	17%	64	18%
Grand Total	154	100%	196	100%	350	100%

**Unaffected Areas Statewide
by Gender**

Q04. Citizens: access and input to ERP?						
	Q06-Gender		Values		Total #	Total %
	1 - Male		2 - Female			
Q04-EmergencyPlan	#	%	#	%		
1 - Should have access and input	120	78%	159	81%	279	80%
2 - Should not have access and input	7	5%	3	2%	10	3%
3 - Undecided	27	18%	34	17%	61	17%
Grand Total	154	100%	196	100%	350	100%

Q05. Proposed pipeline support?						
	Q06-Gender		Values		Total #	Total %
	1 - Male		2 - Female			
Q05-OilPipelineSupport	#	%	#	%		
1 - Support	44	29%	18	9%	62	18%
2 - Oppose	61	40%	109	56%	170	49%
3 - Undecided	49	32%	69	35%	118	34%
Grand Total	154	100%	196	100%	350	100%

**Unaffected Areas Statewide
by Age**

Q01. Elected officials: how active?								
	Q07-Age		Values				Total #	Total %
	1 - 40 or under		2 - 41 to 59		3 - 60 or older			
Q01-HowActive?	#	%	#	%	#	%		
1 - Very active	21	81%	103	84%	170	85%	294	84%
2 - Somewhat active	3	12%	14	11%	20	10%	37	11%
3 - Somewhat inactive	1	4%	3	2%	7	3%	11	3%
4 - Very inactive	1	4%	3	2%	4	2%	8	2%
Grand Total	26	100%	123	100%	201	100%	350	100%

Q02. If not active, how would you vote?								
	Q07-Age		Values				Total #	Total %
	1 - 40 or under		2 - 41 to 59		3 - 60 or older			
Q02-NotActiveVote	#	%	#	%	#	%		
1 - Continue to vote for candidate	7	27%	31	25%	36	18%	74	21%
2 - Withhold vote from candidate	15	58%	62	50%	120	60%	197	56%
3 - Undecided	4	15%	30	24%	45	22%	79	23%
Grand Total	26	100%	123	100%	201	100%	350	100%

Q03. Should pipeline have state regulations?								
	Q07-Age		Values				Total #	Total %
	1 - 40 or under		2 - 41 to 59		3 - 60 or older			
Q03-StateRegulations	#	%	#	%	#	%		
1 - Should have	17	65%	86	70%	161	80%	264	75%
2 - Should not have	4	15%	7	6%	11	5%	22	6%
3 - Undecided	5	19%	30	24%	29	14%	64	18%
Grand Total	26	100%	123	100%	201	100%	350	100%

**Unaffected Areas Statewide
by Age**

Q04. Citizens: access and input to ERP?								
	Q07-Age		Values		3 - 60 or older		Total #	Total %
	1 - 40 or under		2 - 41 to 59					
Q04-EmergencyPlan	#	%	#	%	#	%		
1 - Should have access and input	18	69%	98	80%	163	81%	279	80%
2 - Should not have access and input	1	4%	4	3%	5	2%	10	3%
3 - Undecided	7	27%	21	17%	33	16%	61	17%
Grand Total	26	100%	123	100%	201	100%	350	100%

Q05. Proposed pipeline support?								
	Q07-Age		Values		3 - 60 or older		Total #	Total %
	1 - 40 or under		2 - 41 to 59					
Q05-OilPipelineSupport	#	%	#	%	#	%		
1 - Support	4	15%	26	21%	32	16%	62	18%
2 - Oppose	11	42%	50	41%	109	54%	170	49%
3 - Undecided	11	42%	47	38%	60	30%	118	34%
Grand Total	26	100%	123	100%	201	100%	350	100%