

Omaha Mayoral Tracking Poll
Live Call Script
April 30 – 31, 2017

Intro: Hello, I'm _____ from the one-minute survey team at _____. Is [name on file] available? [ONLY ALLOW RESPONSES FROM NAME ON FILE].

Q1. Voting has already begun in the election for Mayor of Omaha. Have you yourself already cast your ballot, or have you not yet voted but plan to?

1. Have already cast ballot [SPLIT A]
2. Have not yet voted, but plan to [SPLIT B]
3. Do not plan to vote [VOL – TERMINATE]

Q2. [ASK ONLY OF SPLIT B, THOSE WHO HAVE NOT YET VOTED] Now think about Jean Stothert [staww-thurt]. Do you have a favorable view, or an unfavorable view, of Jean Stothert?

1. Favorable
2. Unfavorable
3. Unsure [VOL]

Q3. [ASK ONLY OF SPLIT B, THOSE WHO HAVE NOT YET VOTED] Next think about Heath Mello. Do you have a favorable view, or an unfavorable view, of Heath Mello?

1. Favorable
2. Unfavorable
3. Unsure [VOL]

Q4A. [IF ALREADY VOTED] In the election for Mayor of Omaha, who did you vote for – [ROTATE] Heath Mello or Jean Stothert?

1. Heath Mello
2. Jean Stothert
3. Refused [VOL]

Q4B. [IF NOT YET VOTED] If the election for Mayor of Omaha were held today, who would you vote for – [ROTATE] Heath Mello or Jean Stothert?

1. Heath Mello
2. Jean Stothert
3. Undecided/ Refused [VOL]

Q5. For statistical purposes only, could you please tell me the year in which you were born?
[RECORD 4 DIGIT YEAR OF BIRTH]

Q6. [RECORD GENDER]

1. Woman
2. Man

End: Great, thank you for your time. Paid for by Mello for Mayor, 402-810-9646.