

REFORMA GROUP
SURVEY PANEL 2006: SECOND WAVE
 April-May

FILE NUMBER: _____

MUNICIPALITY: _____

STATE: _____

TOWN/VILLAGE: _____

PRECINCT: _____ DISTRICT: _____

TYPE: 1) Urban 2) Rural 3) Mixed _____

ZIP CODE: _____

DATE: DAY: _____ MONTH: _____

INTERVIEWER: _____

Hi, my name is (...), I am conducting a survey for (...) newspaper, this is my ID. **(SHOW ID CARD)**. We are asking two thousand people around the country about their opinions on politics. This survey is confidential, the answers you provide will only be utilized for statistical purposes and nobody will know which responses you personally gave. The survey will allow us to learn better what Mexicans think about political issues. The interview will last between 20 to 25 minutes. Is this OK?

Time interview was started **(UTILIZE MILITARY TIME)** _____ : _____

A. Gender **(WRITE WITHOUT ASKING)**: 1) Male 2) Female _____

B. Skin color **(WRITE WITHOUT ASKING)**
 1) White 2) Light brown 3) Dark brown 4) Other (Black, Asian, etc.) _____

C. What is your date of birth?
 Day: Month: Year: 19

D. How old are you? _____

1. What would you say is the most important problem the country is facing today? **(WRITE OUT)**

2. How much interest do you have in politics: a lot, some, a little or none?
 1) A lot 2) Some 3) A little 4) None 5) DK / NA _____

3. How often do you talk about politics with other people? **(READ RESPONSE OPTIONS) (Does not know / Does not answer =6)**
 1) Daily 2) Some days a week 3) Some days a month 4) Rarely 5) Never _____

4. How much attention are you paying to the presidential campaign: a lot, some, a little or none?
 1) A lot 2) Some 3) A little 4) None 5) DK / NA _____

5. Do you have an up-to-date voter ID card with your current address? 1) Yes 2) No 3) DK / NA _____

6. How likely is it that you will vote in this year elections: totally sure, very likely, somewhat likely, little likely or will not vote?
 1) Totally sure 2) Very likely 3) Somewhat likely 4) Little likely 5) Will not vote 6) DK / NA _____

7. For the purposes of this survey, we will assume that today it is elections day and that you will vote for president of the republic. I will give you a ballot that you can mark without my seeing you, after which you can deposit it in this bag. If elections were today, for whom would you vote? **(USE TICKET AND BALLOT BOX)** _____

8. At this point, are you sure that you will vote for this candidate or do you think that you could change your mind and vote for another candidate?
 1) Sure **(SKIP TO 10)** 2) Could change 3) Does not know / Does not answer _____

9. If you were to change your vote to another candidate, for whom would you vote for? **(WAIT FOR RESPONSE)**
 1) Felipe Calderón 2) Roberto Madrazo 3) Andrés Manuel López Obrador 4) Roberto Campa 5) Patricia Mercado 6) Undecided 7) None/Will not vote 8) Other 9) DK/NA _____

10. Now we'll do the same for elections to the Chamber of Deputies. Please mark in this sheet, if elections for the Chamber of Deputies were today, for which party would you vote? **(USE TICKET AND BALLOT BOX)** _____

11. At this point, are you sure that you will vote for this party or do you think that you could change your mind and vote for another party?
 1) Sure 2) Could change 3) Does not know / Does not answer _____

12. **[ONLY IN MEXICO CITY]** We will now do the same for elections of mayor of Mexico City. Please mark on this sheet, if elections for mayor of Mexico City were today, for which candidate would you vote? **(USE TICKET AND BALLOT BOX)** _____

13. **[ONLY IN MEXICO CITY.]** At this point, are you sure that you will vote for this candidate or do you think that you could change your mind and vote another candidate?
 1) Sure 2) Could change 3) Does not know / Does not answer _____

14. In this household, do you have a TV or do you not have a TV?
 1) Yes 2) No 3) Yes, but it does not work 4) DK/NA _____

15. Do you normally watch any news program on TV? (IF YES) Which one? (NOTE UP TO TWO MENTIONS; IF ONLY ONE IS MENTIONED, DO NOT INSIST).
 a. First program mentioned: _____ 99) DK / NA / Does not remember >>> (SKIP TO 17)
 b. Second program mentioned: _____ 1st mention _____
 1) Does not watch any program>>> (SKIP TO 17) 2nd mention _____

16. How often do you watch ... [READ SEPARATELY RESPONSE (S) FOR QUESTION 15]: daily, A few times a week, once a week or sometimes?

	Daily	A few times a week	Once a week	Sometimes	DK/NA	
a. First program mentioned	1	2	3	4	5	_____
b. Second program mentioned	1	2	3	4	5	_____

17. Do you normally watch any soap opera on TV? (YES) which one(s)? (NOTE UP TO TWO MENTIONS; IF ONLY ONE MENTION, DO NOT INSIST. IF PROGRAM MENTIONED IS NOT IN THE LIST, WRITE IT OUT)

1) None >>> (SKIP TO 19)	5) <i>Love is priceless</i>	9) <i>Hidden truth</i>	13) <i>Marimar</i>	17) DK/NA>>> (SKIP TO 19)
2) <i>Love imprisoned</i>	6) <i>The spring</i>	10) <i>Life is a song</i>	14) <i>I will never forget you</i>	1st mention _____
3) <i>Love without conditions</i>	7) <i>Love hurts</i>	11) <i>What women do not say</i>	15) <i>Rebel</i>	2nd mention _____
4) <i>Duel of passions</i>	8) <i>The prettiest ugly one</i>	12) <i>Maria from the neighborhood</i>	16) Other. Which one? _____	

18. How often do you watch...[READ SEPARATELY RESPONSE (S) FOR QUESTION 17]; daily, a few times a week, once a week or sometimes?

	Daily	A few times a week	Once a week	Sometimes	DK/NA	
a. First soap opera mentioned	1	2	3	4	5	_____
b. Second soap opera mentioned	1	2	3	4	5	_____

19. How many soccer matches do you normally watch on TV per week? _____

20. (SHOW CARD A) I am going to ask your opinion about some people and institutions. On a 0 to 10 scale, where zero means you have a very negative opinion and ten means you have a very positive opinion, what is your opinion of....? (READ ROTATING ORDER) (DK/NA=11)

a. Felipe Calderón		
b. Roberto Madrazo		
c. Andrés Manuel López Obrador		
d. Roberto Campa		
e. Patricia Mercado		
f. PAN / National Action Party		
g. PRI / Institutional Revolutionary Party		
h. PRD / Party of Democratic Revolution		
i. [ONLY IN MEXICO CITY] Demetrio Sodi		
j. [ONLY IN MEXICO CITY] Beatriz Paredes		
k. [ONLY IN MEXICO CITY] Marcelo Ebrard		
l. Vicente Fox		
m. George Bush, president of the United States		
n. Fidel Castro, president of Cuba		

21. When (READ) about politics, how much do you believe...him / them / it -- a lot, some, a little or not at all?

	A lot	Some	A little	Not at all	DK/NA	
a. Vicente Fox	1	2	3	4	5	_____
b. Your favorite candidate to the presidency	1	2	3	4	5	_____
c. Instituto Federal Electoral, IFE / Federal Electoral Institute	1	2	3	4	5	_____
d. The news onTV	1	2	3	4	5	_____
e. Your family and friends	1	2	3	4	5	_____

22. In general, would you say you identify with the PAN, the PRI or the PRD? (INSIST) Would you say you identify strongly with (...) or only somewhat with (...)?

1) strong PAN	3) strong PRI	5) strong PRD	7) Other	9) DK/NA
2) weak PAN	4) weak PRI	6) weak PRD	8) None	_____

23. ¿For how long have you identified with ... (PAN / PRI / PRD)? **(READ) (DK/NA=5)**

1) Less than 2 years 2) Between 2 and 5 years 3) Between 5 and 11 years 4) More than 11 years

24. In general, do you approve or disapprove of the way which Vicente Fox is doing his job as president? **[INSIST] A lot or a little?**

1) Approve a lot 2) Approve a little 3) Neither 4) Disapprove a little 5) Disapprove a lot 6) DK/NA

25. Do you think that Fox has brought important changes to Mexico or that he has not brought important changes to Mexico?

1) Yes, he has brought important changes 2) No, he has not brought important changes 3) DK/NA

26. I will read you some issues to which the next president could pay attention, and I would like you to tell me how urgent they are. All of them may be urgent, but some may be more urgent than others. Would you say that ... **(READ ROTATING ORDER)** is an issue that is very urgent, urgent, or not so urgent?

	Very urgent	Urgent	Not so urgent	DK/NA	
a. Crime	1	2	3	4	<input type="text"/>
b. Corruption in government	1	2	3	4	<input type="text"/>
c. Poverty	1	2	3	4	<input type="text"/>
d. Job creation	1	2	3	4	<input type="text"/>
e. Potable water					<input type="text"/>
f. Education	1	2	3	4	<input type="text"/>
g. Modernization of electricity sector	1	2	3	4	<input type="text"/>
h. Commercial relations between Mexico and the United States	1	2	3	4	<input type="text"/>

27. What issue is receiving most coverage on TV news? **(WRITE OUT)**

28. To what issue is (...) devoting most attention? **(READ NAMES, ROTATING ORDER)? (WRITE OUT)**

a. Felipe Calderón	<input type="text"/>	<input type="text"/>
b. Roberto Madrazo	<input type="text"/>	<input type="text"/>
c. Andrés Manuel López Obrador	<input type="text"/>	<input type="text"/>

29. In your opinion, what has (...) mostly done in his campaign **(READ NAMES, ROTATING ORDER)**: offered his own proposals or criticized other candidates?

	Communicate proposals	Criticize opponents	Neither of the two	DK/NA	
a. Felipe Calderón	1	2	3	4	<input type="text"/>
b. Roberto Madrazo	1	2	3	4	<input type="text"/>
c. Andrés Manuel López Obrador	1	2	3	4	<input type="text"/>

30. So far, which of the presidential candidates has been the most (...)? **(READ OPTIONS AND NAMES OF CANDIDATES)**

	Felipe Calderón	Roberto Madrazo	López Obrador	Other (DO NOT READ)	None (DO NOT READ)	DK/NA (DO NOT READ)	
a. Constructive	1	2	3	4	5	6	<input type="text"/>
b. Nasty	1	2	3	4	5	6	<input type="text"/>
c. Genuine	1	2	3	4	5	6	<input type="text"/>
d. Crass	1	2	3	4	5	6	<input type="text"/>

31. And of the three main presidential candidates, Calderón, Madrazo and López Obrador, which one has (...)? **(READ)**

	Felipe Calderón	Roberto Madrazo	López Obrador	DK/NA (DO NOT READ)	
a. Spent the most on his campaign	1	2	3	4	<input type="text"/>
b. Spent the least on his campaign	1	2	3	4	<input type="text"/>

32. I am going to read you some campaign slogans; for each one please tell me which politician says it. **(READ ROTATING ORDER)**

	Calderón	Madrazo	López Obrador	Other	DK/NA	
a. "Let's get things done"	1	2	3	4	5	
b. "I deliver"	1	2	3	4	5	
c. "So we live better"	1	2	3	4	5	

33. Here are some images from campaign advertisements. Could you tell me which ones have you seen on TV? **(SHOW CARD B) (WAIT FOR RESPONSE)**

	Yes, I have seen it	No, I have not seen it	DK/NA
Image a	1	2	3
Image b	1	2	3
Image c	1	2	3
Image d	1	2	3
Image e	1	2	3
Image f	1	2	3
Image g	1	2	3
Image h	1	2	3

34. When telephone conversations involving Mario Marín, PRI governor of Puebla, became public how did they affect your feelings towards Roberto Madrazo, PRI presidential candidate? Would you say this incident made you feel ... **(READ)**

- 1) More likely to vote for him
 2) Less likely to vote for him
 3) Had no effect on my feelings towards PRI candidate
 4) DK / NA **(DO NOT READ)**

35. When Andrés Manuel López Obrador told President Fox "Stop squawking and shut up," how did it affect your feelings towards López Obrador, PRD presidential candidate? Would you say this incident made you feel ... **(READ)**

- 1) More likely to vote for him
 2) Less likely to vote for him
 3) Had no effect on my feelings towards PRD candidate
 4) DK / NA **(DO NOT READ)**

36. When Felipe Calderón announced that his campaign was not going in the right direction and that his advisors were making him say things he would not otherwise say, how did it affect your feelings towards Felipe Calderón, PAN presidential candidate? Would you say this event made you feel ... **(READ)**

- 1) More likely to vote for him
 2) Less likely to vote for him
 3) Had no effect on my feelings towards PAN candidate
 4) DK / NA **(DO NOT READ)**

37. Did you see on TV, or listen to on the radio the debate among presidential candidates that was broadcast on April 25th? **(IF YES, INSIST)** Did you see/listen to all of it or just a part of it?

- 1) I saw all of it on TV
 2) I saw a part of it on TV
 3) I listened to all of it on the radio
 4) I listened to a part on the radio
 5) Neither saw nor listened to it
 6) DK/NA

38. Did you hear comments about the presidential debate in the media? **(IF YES)** On the radio or on TV?

- 1) Yes, on the radio
 2) Yes, on the TV
 3) Yes, on both
 4) No
 5) DK/NA

39. Did you talk about the presidential debate with other people?

- 1) Yes
 2) No
 5) DK/NA

40. In your view, who won the debate? **(WAIT FOR RESPONSE, DO NOT READ OPTIONS)**

- 1) Felipe Calderón
 2) Roberto Madrazo
 3) Andrés Manuel López Obrador
 4) Roberto Campa
 5) Patricia Mercado
 6) Other
 7) None
 8) DK / NA

41. Over the last few weeks, has a representative of any political party or candidate knocked your door? **(YES=1) (NO=2), (DK/NA=3); SKIP TO 42) (IF YES, INSIST)** Which party or candidate? **(WAIT FOR RESPONSE, NOTE ALL MENTIONS)**

	Yes mentioned	Not mentioned	
a. PAN	1	2	
b. PRI / ApM	1	2	
c. PRD/PBT	1	2	
d. Other party	1	2	

	Yes, mentioned	Not mentioned	
e. Felipe Calderón	1	2	
f. Roberto Madrazo	1	2	
g. Andrés Manuel López Obrador	1	2	
h. Other candidate	1	2	

42. Over the last few weeks, has a representative of a political party or candidate given you a gift, money, meals, groceries, or any other type of help?
 1) Yes _____ 2) No (SKIP TO 44) _____ 3) DK/NA (SKIP TO 44) _____

42b Which party or candidate was it? (AFTER EACH, ASK) What did they give you? (MARK ALL MENTIONS)

	Gift	Money	Meals	Groceries	Other type of help	Do not remember	DK/NA
a. PAN	1	2	3	4	5	6	7
b. PRI / ApM	1	2	3	4	5	6	7
c. PRD / PBT	1	2	3	4	5	6	7
d. Other party (WHICH):	1	2	3	4	5	6	7
e. Felipe Calderón	1	2	3	4	5	6	7
f. Roberto Madrazo	1	2	3	4	5	6	7
g. Andrés Manuel López Obrador	1	2	3	4	5	6	7
h. Other candidate (WHICH):	1	2	3	4	5	6	7

43. Would you say this gift or assistance from the party or candidate mattered a lot to you, mattered somewhat to you, or didn't matter to you?
 1) Mattered a lot _____ 2) Mattered somewhat _____ 3) Didn't matter _____ 4) DK/NA _____

44. How likely is it that (READ NAMES, ROTATING ORDER) will win the elections in 2006; would you say it is totally certain that he will win, likely that he will win, likely that he will lose, or totally certain that he will lose?

	Totally certain that he will win	Likely that he will win	Likely that he will lose	Totally certain that he will lose	DK/NA
a. Felipe Calderón	1	2	3	4	5
b. Andrés Manuel López Obrador	1	2	3	4	5
c. Roberto Madrazo	1	2	3	4	5

45. Now I'd like to ask your opinion about some presidential candidates. I'll start with Felipe Calderón. In your opinion, how (READ) is Calderón; very, somewhat, not very or not at all?

	Very	Somewhat	Not very	Not at all	DK/NA
a. Capable of managing the economy	1	2	3	4	5
b. Capable of reducing crime	1	2	3	4	5
c. Capable of reducing poverty	1	2	3	4	5
d. Honest	1	2	3	4	5

46. Now Roberto Madrazo. How (READ) is Madrazo; a lot, somewhat, a little or nothing?

	Very	Somewhat	Not very	Not at all	DK/NA
a. Capable of managing the economy	1	2	3	4	5
b. Capable of reducing crime	1	2	3	4	5
c. Capable of reducing poverty	1	2	3	4	5
d. Honest	1	2	3	4	5

47. Now Andrés Manuel López Obrador. How (READ) is López Obrador; a lot, somewhat, a little or nothing?

	Very	Somewhat	Not very	Not at all	DK/NA
a. Capable of managing the economy	1	2	3	4	5
b. Capable of reducing crime	1	2	3	4	5
c. Capable of reducing poverty	1	2	3	4	5
d. Honest	1	2	3	4	5

48. Some people fear that, if López Obrador wins the presidency, there will be a crisis in the country. Do you believe that there will be a crisis if López Obrador wins the presidential elections, or do you believe the country will go on as normal?

1) Yes, there will be a crisis _____ 2) No, the country will go on as normal _____ 3) DK/NA _____

49. In your opinion, should the death penalty be applied in the case of murder or should it not be applied in the case of murder?

1) Yes, it should be applied _____ 2) No, it should not be applied _____ 3) DK/NA _____

50. In your opinion, should abortion in the case of rape be legal or illegal?

1) Legal _____ 2) Illegal _____ 3) DK/NA (SKIP TO 52) _____

51. Are you sure about your opinion or do you think you could change your mind? 1) Sure 2) Could change 3) DK / NA _____

52. In your opinion, what should be the principal role for women these days? (READ ROTATING ORDER)

- 1) Stay at home and take care of the family
 2) Have a job and a career of their own
 3) Both (DO NOT READ)
 4) DK/NA (DO NOT READ)

52b. DO NOT ASK: CODE OPTION THAT WAS READ FIRST _____

53. Do you believe that ... (READ ROTATING ORDER)

- 1) More private investment should be allowed in the electricity sector
 2) The electricity sector should remain almost completely in hands of government
 3) DK/NA (DO NOT READ)

53b. DO NOT ASK: CODE OPTION THAT WAS READ FIRST _____

54. Are you sure about your opinion or do you think you could change your mind? 1) Sure 2) Could change 3) DK/NA

55. Do you believe that (READ NAMES, ROTATING ORDER) is for or against allowing more private investment in the electricity sector?

	For	Against	DK/NA
a. Felipe Calderón	1	2	3
b. Andrés Manuel López Obrador	1	2	3
c. Roberto Madrazo	1	2	3
d. The majority of Mexicans	1	2	3

56. What would you prefer: that commercial relations between Mexico and the United States increase, decrease, or remain the same?

- 1) Increase 2) Decrease 3) Remain the same 4) DK/NA

57. Do you believe that (READ NAMES ROTATING ORDER) will try to increase commercial relations between Mexico and the United States, decrease commercial relations between Mexico and the United States or keep relations between Mexico and the United States the same?

	Increase	Decrease	Unchanged	DK/NA
a. Felipe Calderón	1	2	3	4
b. Roberto Madrazo	1	2	3	4
c. Andrés Manuel López Obrador	1	2	3	4

58. What would you think the majority of Mexicans prefer: that commercial relations between Mexico and the United States increase, decrease, or remain the same?

- 1) Increase 2) Decrease 3) Stay the same 4) DK/NA

59. In general, what would you prefer? (READ ROTATING ORDER)

- 1) That the government be responsible for the economic well being of individuals
 2) That individuals be responsible for their own economic well being
 3) DK/NA (DO NOT READ)

59b. DO NOT ASK: CODE OPTION THAT WAS READ FIRST _____

60. In your opinion, what should the government do to reduce poverty? (READ ROTATING ORDER)

- 1) Give money to the poor and raise taxes to the rich
 2) Promote private investment and leave taxes as they are
 3) DK/NA (DO NOT READ)

60b. DO NOT ASK: CODE OPTION THAT WAS READ FIRST _____

61. Could you tell me which candidate first proposed...? (READ OPTIONS)

	Calderón	Madrazo	López Obrador	Other	None	NS/NC
a. a food subsidy for all adults over 70 years old	1	2	3	4	5	6
b. a "ten-fifteen-twenty" regime to punish violent crime	1	2	3	4	5	6
c. increased punishments for violence against women	1	2	3	4	5	6
d. ending all imports of natural gas within the next three years	1	2	3	4	5	6

62. In politics, would you consider yourself on the left, on the right, or in the center? **(IF LEFT OR RIGHT)** Very or somewhat on the left / right? **(CENTER)** Center-left, center-right, or center-center?
 1) Very on the left 3) Center-left 5) Center-right 7) Very on the right 9) DK/NA
 2) Somewhat on the left 4) Center-center 6) Somewhat on the right 8) None _____
63. Do you think that Mexico is a democracy or is not a democracy?
 1) Yes, it is a democracy 2) No, it is not a democracy 3) DK/NA _____
64. How fair do you think elections will be this year: totally fair, more or less fair, a little fair, or not at all fair?
 1) Totally fair 2) More or less 3) A little 4) Not at all 5) DK/NA _____
65. Let's suppose the election is over and IFE announces that candidate you voted for has lost. Your candidate rejects the result and calls on his followers to join him in protest demonstrations. Would you join the demonstration to support your candidate or would you not join the demonstration?
 1) Yes I would join it 2) No, I would not join it 3) DK/NA _____
66. Could you name the three persons with whom you most frequently talk about politics? Would you mind telling me first and last name, or just the first name and the last name initial? **(WRITE OUT IN SAME ORDER MENTIONED. IF NO MENTIONS, SKIP TO 69)(CODE "1" IF NAME IS PROVIDED AND "O" IF NO NAME IS PROVIDED)**
 a. _____
 b. _____
 c. _____

67. What is your relationship with ...? **(READ SEPARATELY NAMES OF 66)?**

	Spouse,son, daughter, parent	Other relative	Neighbor	Very close friend	Friend/acquaintance	Acquaintance from church	Co-worker	Other [NOTE]	DK/NA
a.	1	2	3	4	5	6	7	8. _____	9
b.	1	2	3	4	5	6	7	8. _____	9
c.	1	2	3	4	5	6	7	8. _____	9

68. Who do you think (...) will vote for in the presidential elections? **(MENTION NAMES OF 66 SEPARATELY. IF PERSON PRESENT DURING INTERVIEW, DO NOT LET HIM/HER ANSWER)**

	Calderón	Madrazo	López Obrador	Campa	Mercado	Will not vote	DK/NA
a.	1	2	3	4	5	6	7
b.	1	2	3	4	5	6	7
c.	1	2	3	4	5	6	7

69. Could you tell me which former Mexican president ... **(READ ITEMS AND WAIT FOR RESPONSE)**, or you don't remember right now?

	Lázaro Cárdenas	Carlos Salinas	Ernesto Zedillo	Other	Do not remember	DK/NA
a. Nationalized oil	1	2	3	4	5	6
b. Created the National Solidarity Program (PRONASOL)	1	2	3	4	5	6
c. Created the PROGRESA program	1	2	3	4	5	6

70. **(SHOW CARD C)** I will show you a card with different income levels. Which one would your household monthly income fall in, counting all wages, salaries, pensions and other sources of income? **(DK/NA=11) [NOTE TO USERS OF DATA: AMOUNTS ARE IN PESOS]**

1	2	3	4	5	6	7	8	9	10
0 to 1,299	1,300 to 1,999	2,000 to 2,599	2,600 to 3,999	4,000 to 5,199	5,200 to 6,499	6,500 to 7,899	7,900 to 9,199	9,200 to 10,499	10,500 or more

71. Do you or anyone in this household receive money from somebody living in the United States?
 1) Yes 2) No **(SKIP TO 74)** 3) DK/NA **(SKIP TO 74)** _____

72. How often do you receive money from the United States? **(READ)**
 1) More than once a month 3) Every two or three months 5) Less than once very six month
 2) Once a month 4) Every four or six months 6) DK/NA **(DO NOT READ)** _____

73. (SHOW CARD D) In general, how much money do you receive each time they send you money from the United States? (DK/NA=10)

1	2	3	4	5	6	7	8	9
1 to 199	200 to 499	500 to 999	1000 to 1,999	2,000 to 4,999	5,000 to 9,999	10,000 to 19,999	20,000 to 30,499	35,000 or more

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74. How many years of schooling have you had? (IF STILL A STUDENT, MARK LEVEL ALREADY ACHIEVED)

- | | | |
|--------------------------|----------------------------------|-----------------------------|
| 1) Has no schooling | 4) Incomplete middle / technical | 7) Complete high |
| 2) Incomplete elementary | 5) Complete middle / technical | 8) Incomplete college |
| 3) Complete elementary | 6) Incomplete high | 9) Complete college or more |

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Finally, I would like to give you a gift in appreciation of your time and attention. (GIVE GIFT)

75. We would very much like to interview you again in July, after the elections. It would be shorter. For that occasion, we would like to bring you a new gift in appreciation of your time and answers. Would you be willing to participate in another interview in the future?

- 1) Yes 2) No 3) DK/NA

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76. (DO NOT ASK) Time the interview was finished (USE MILITARY TIME)

	:	
--	---	--

77. (DO NOT ASK) Number of interruptions

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78. (DO NOT ASK) Was the interview conducted through a translator/interpreter? 1) Yes 2) No

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Many thanks!

FROM HERE, NO MORE QUESTIONS. CODE BY OBSERVATION

ATTITUDE OF INTERVIEWEE

79. The interviewee was...

a.	1) Open	2) Neutral	3) Evasive
b.	1) Smart	2) Normal	3) Dim witted
c.	1) Calm	2) Neutral	3) Rushed
d.	1) Attentive	2) Neutral	3) Distracted
e.	1) Interested	2) Neutral	3) Bored

80. Accent of interviewee 1) High class 2) Typical 3) Low class 4) Foreign accent 5) Indigenious

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81. Was a supervisor present during interview? 1) Yes 2) No 3) DK/NA

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82. Where other persons present during interview? 1) Yes 2) No 3) DK/NA

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CHARACTERISTICS OF SURROUNDING AREAS

83. In the area nearby, is there political advertising from...?

	Yes	No
a. Felipe Calderón	1	2
b. Roberto Madrazo	1	2
c. Andrés Manuel López Obrador	1	2
d. Roberto Campa	1	2
e. Patricia Mercado	1	2

84. For which presidential candidate is there most advertising in the area?

- | | | |
|--------------------------------|---------------------|----------|
| 1) Felipe Calderón | 4) Roberto Campa | 7) DK/NA |
| 2) Roberto Madrazo | 5) Patricia Mercado | |
| 3) Andrés Manuel López Obrador | 6) None | |

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Observations: If problems occurred during the interview, if you observed some unusual event, please write it here. If nothing occurred write "None":

SOCIO-DEMOGRAPHIC CHARACTERISTICS OF INTERVIEWER

Name of interviewer: _____

Code: |__|__|__|

85. Gender: 1) Male 2) Female

|__|

86. Date of birth:

a. Date |__|__|

b. Month: |__|__|

c. Year: |__|__|

87. Age

|__|__|

88. Place of birth: Municipality/Borough: _____

|__|__|__|__|

State: _____

|__|__|

89. Level of education achieved:

1) Has no schooling

4) Incomplete middle / technical

7) Complete high

2) Incomplete elementary

5) Complete middle / technical

8) Incomplete college

3) Complete elementary

6) Incomplete high

9) Complete college or more

|__|

90. Skin color:

1) White

2) Light brown

3) Dark brown

4) Other (Black, Asian, other)

|__|

Data compiled in this file are truthful:

Complete name

Signature