	Newspapers: <i>Re</i> Third Round:	forma Jun	l / El Norte			IIRD ROUND a, Debate de Si		, AM de León File			
COL	JNTY/BOROUGH/TOWNSHIP:	STATE:									
ELE	CTORAL DISTRICT:	Interviewer Name and Code:									
TYP	E	] 1 Url	ban			2 Rural					
GEN	DER	] 1 Ma	ile			2 Female					
RES	PONDENT SKIN COLOR:	1 W 2 Li	hite ght brown			3 Dark brown 4 Other (blace		nn, etc.)			
you (SH) COI	ou will remember, we've come back to intervisione questions more questions about politics. OW IDENTIFICATION). This survey is corY OF NEWSPAPER) and no one will know ites, after which we would like to give you you	I have nfident what a	brought with ial; the answ inswers you	h me the givers you giversonally a	ft that e will	I mentioned last appear in the nev	time. wspape	This is my ID. er this way ( <b>SHOW</b>			
1.	What is your date of birth? (IF BORN AFTE Day:	R JUL Mor		END INTE	RVIE	XW) Year: [					
2.	What would you say is the most important pro	oblem t	he country fa	aces today?	(WR	ITE OUT)	99 D	oesn't know/Didn't an	swer		
3.	How much interest would you say you have in 1 A lot 2 Some	n politi		OPTIONS	):	4 None		9 DK/DA			
4.	How closely are you following this year's pre  1 Very closely 2 Somewhat			- very close		omewhat, not ver		ely, or not at all?  9 DK/DA			
5.	How often do you talk about politics with oth never?  1 Every day 2 A few times per week	3 A	ole: every da  A few times per month	ay, a few tin		week, a few times  5 Nev		nth, rarely, or  9 DK/DA			
6.	How often do you read about politics in news rarely, or never?  1 Every day 2 A few times per week	3 A	and magazin A few times per month	nes: every c	-	few times a week		v times a month,  9 DK/DA			
7.	Do you watch any news program on televisión  "YES," ASK WHICH ONE, NOTING UP  0 Does not watch 1 Noticiario/Guillermo Ortega/Televisa 2 Primero Noticias/L. Dóriga/Televisa 3 Abraham Zabludovsky/Televisa 4 Hoy/Televisa 5 Noticiario/Lolita Ayala/Televisa 6 Notivisa/Televisa 7 HechosAM/TVAzteca 8 HechosTarde/TVAzteca	n? (IF '	THE ANSW		9 10 11 12 13 14 16	HechosNoche /Javi Las siete del 7/Azt CNI Noticias/Cana Noticias del 11/Se Multivision/En Bla Multivision /Nexo	ier Alat teca al 40 rgio Uz anco y l s	orre/Azteca eta/Adriana Pérez Caí			
8.	About how many days per week do you watch Number of program Number of program	it?	Days per w					99 DK/DA 99 DK/DA			

9.	How often do you listen to news about politics on the radio: every day, a few times a w	eek, a few times a m	onth, rarely, or	
	never?  1 Every day  2 A few times	5 Never	9 DK/DA	
10.	When they talk about the candidates for president, how credible do you find ( <b>READ</b> somewhat credible, not very credible, or not at all credible?			
	1 Very 2 Somewhat 3 Not very	4 Not at all	9 DK/DA	
	a. Television news b. Radio news			
	c. Newspapers			
	d. Reports from other people			
	e. Political advertisements			
	f. Polls			
SHO	OW CARD A			
11.	Of the issues on this card, which three do you think are the most important for the next p			
	1 Me	entioned 2 No	ot mentioned	
	a. Conflict in Chiapas			
	b. Pollution and environment			
	c. Corruption			
	d. Economic growth			
	e. Democracy			
	f. Women's rights			
	g. Education			
	h. Employment			
	i. Inflation, price increases			
	j. Taxes			
	k. Drug trafficking  1. Poverty			
	m. Salaries			
	n. Health care			
	o. Crime/Public safety			
	p. Other (WHICH?):			
	r			
12.	Have you already decided for whom you will vote? (INSIST) When did you decide?	(READ)		
	1 Today 4 In the last 3 months	7	Hasn't decided	
	2 In the last 2 weeks 5 From the beginning of the can			
	3 In the last month 6 Always vote for same party	9	DK/DA	
13.	Are you currently registered to vote in the area where you live?		0 DV/D4	
	1 Yes 2 No		9 DK/DA	
14	<b>SHOW CARD B</b> On a scale of 0 to 10, where 0 means that you definitely will NOT vo	ote this year in the el	ections for	
	president and 10 means that you definitely WILL vote, please tell me how likely it is that			
	presidential elections.	•	•	
	Will note vote	Will vote		
	0 1 2 3 4 5 6 7 8	9 10		
			99 DK/DA	
1.5	No. Conference of the control of the following state of the followin	. 1 . 1	4	
15.	Now for the purposes of this survey let's suppose that today is the day of the election an			
	President. For this exercise, I'm going to give you a piece of paper on which you can m seeing it and then deposit in this box. If today were the elections for President, for whom			
	BALLOT AND BOX)	iii would you voic: (	IIAND	
	1 Vicente Fox 4 Manuel Camacho		7 None	
	2 Francisco Labastida 5 Porfirio Munoz Ledo			
	3 Cuauhtémoc Cárdenas 6 Gilberto Rincon Gallardo		9 DK/DA	
	<u> </u>			
16.	At this point, do you feel sure that you will vote for that candidate or do you think you t	hat could change you		
	1 Sure 2 Could change vote		9 DK/DA	

17. What is the main reason	you are g	going to v	ote for th	at candid	late? (No	OTE I	DIREC'	ΓLY)					
SHOW CARD C													
18. On this scale, 0 means th													
win the elections. How	likely is i	it that(I	READ O	PTIONS	and RO	TATI	E) will	win the	elections	on July	2 for l	President	
of the Republic?	efinitely l	logo							W/:11	dafinital	.,		
WIII de	0	1 2	2 3	4	5	6	7	8	9	definitel 10	y wiii		
a. Vicente Fox				T :					ΓÍ			99 DK/DA	
b. Francisco Labastida												99 DK/DA	
c. Cuauhtémoc Cárdenas												99 DK/DA	
40 37 172 174 74	. 1	C 41 1	.: c	C 1 1	D .:	T.C.	1	.1 1	C /1	1	D1	1	
<b>19.</b> Now let's do the same the on this sheet the party you												se mark	
1 PAN/AC	ou would	vote for i	ii today w	6 CD		electi	ons. (n	IAND I	ALLUI	AND		11 PSN	
2 PRI				7 DS								12 None	
3 PRD/AM				8 PAS								99 DK/DA	
4 PT 5 PVEM				9 PA									
JI VEW			<u> </u>	10 10	JD .								
20. At this point, do you fee	l sure you	ı that will	l vote for	that party	y or do y	ou thin	k that y	ou coul	d change	your vo	te?		
1 Sure				2 Co	uld chan	ge vote	e					9 DK/DA	
A4 TT 1 1 1 1 1 1								,				11 1 0	
21. How clean do you think		-		be – total					-				
1 Totally		2 More o	or iess	Ш	3 Not ve	ery cie	an	4	Not at all	_		9 DK/DA	
22 Do you think that	nouve o	ON OFFOR	a an tal	ovigion	a of 1	DE A	<b>D)</b> ic	cono	rolls, fo	wanahi	ام مه		
<b>22.</b> Do you think that unfavorable towar				CV15101	1 01(	( <b>K</b> L')	<b>1D</b> ) 18	gene	iany ia	vorabi	ie oi		
untavorable towar	a tnat c			2.11.6			37 1.1			1 0 D	2.1		
		1 Fav	orable	2 Unfa	vorable	3.	Neither	tavoral vorable		9 D	on't kr	iow	
a. Francisco Labastid	a						uiiic	ivorabic	7				
<b>b.</b> Vicente Fox													
c. Cuauhtémoc Cárde	nas												
23. In the last few weeks, ha	ve you se	een public	city or adv	vertiseme	ents by po	olitical	parties	or pres	idential c	andidate	es on te	elevision?	
(IF "YES") By whom?													
, ,								l Menti		,	ot ment	tioned	
	a Er	ancisco L	abactida						1				
		icente Fo							1				
			c Cárdena	ıs					1				
	d. Ot												
	e. PR												
			za por el C										
	_		ıza por M										
	n. Ot	iner:							j				
											,	DE 4 D	
<b>24.</b> I am going to read you s			_		-		-		_	n goes w	vith. (	READ	
SLOGAN. DO N	OT RI	EAD N							<u>S).</u>				
				uhtémoc	Vice		Fran		Oth -		Dk/da		
			l Ca	írdenas (1)	Fo: (2)		Laba (3	stida 3)	Othe (4)	1	(9)		
a. "Power shoul	d serve	e the		` /	, , ,	,	(-	,					
people"	4 501 YC				1								
	a d-199				+				-				
b. "Enough alre	-	• .			-								
c. "For Mexico.	on to v	zictory <sup>5</sup>	77						İ	1			

d. "The change that's right		
for you"		
e. "I see you, I hear you"		
f. "Say it out loud: Mexico is		
ours"		



<b>25.</b> Have you seen the movie	"Todo el Poder"?					
-	1 Yes	2 No		9 DK/DA		
26. Have you seen the	movie "Herod's La	w"?				
•	1 Yes	2 No		9 <i>DK/DA</i>		
27. In the last few weeks, hav	e you personally attended	l a rally for any political	party or presidential can	didate? (IF YES)		
Which one? (DO N						
`		,	1 Mentioned	2 Not mentioned		
	a. Francisco Labastida					
	b. Vicente Fox					
	c. Cuauhtémoc Cárden					
	d. Other candidate (W. e. PRI	HICH):	$\vdash$	$\vdash$		
	f. PAN/AC					-
	g. PRD/AM					
	h. Other party (WHIC)	H):				
20				<u>—</u>		
28. In the last few weeks, hav		_ ·	• • • •	• •		
candidate? (IF YES) F	rom wnom? (DO N	NOT READ OPTI				
	a. Francisco Labastida		1 Mentioned	2 Not mentioned		
	b. Vicente Fox					
	c. Cuauhtémoc Cárden	ias				
	d. Other:					
	e. PRI					
	f. PAN/AC					
	g. PRD/AM					
	h. Other:					
29. In the last few weeks, have one? (DO NOT RE	•			) From which  2 Not mentioned		
	a. PRI			21,00 mentione		
	b. PAN/AC					
	c. PRD/AM					
	d. Other (WHICH):					
30. In the last few weeks, has (IF YES) From which	ch one? (DO NOT					
	a. PRI					
	b. PAN/AC		<u> </u>			
	<ul><li>c. PRD/AM</li><li>d. Other (WHICH):</li></ul>			$\vdash$		
	d. Other (WHICH)					
31. In the last few weel vote for president?	ks, have you heard	the results of any p	oll about who peo	ople are going to		
						-
32. What percentage of <b>DK=00</b> ) will win in		elieve (READ N	NAME AND NOT	TE DIRECTLY;		ı
<ul><li>a. Vicente Fox</li><li>b. Francisco Labastida Och</li></ul>	100				$\vdash \vdash$	
c. Cuauhtémoc Cárdenas	ua .					

part of it?		2 D: 1	24 14				DIZ/DA	
1 Saw all	2 Saw part	3 Did	n't see it			9	DK/DA	
34. In your opinion, who won th	ne debate?							
1 Vicente Fox		4 Manuel Cama	cho	7 No	ne		Г	
2 Francisco Labas	stida	5 Porfirio Muno	_	- / 110	nic .			
3 Cuauhtemoc Ca		6 Gilberto Rinc		9 DI	C/DA			
3 Guadinemoe Ca	ir delias	Gallardo		7 21	, D. I			
	<u> </u>		<u> </u>				<u> </u>	
35. In the last few days, from w	hom have you hear	d comments about th	ne debate?					
•	J			1 Mentio	ned	2 Not me	entioned	
_	a. Television com	mentators						
	b. Close family me	embers						
	<ul> <li>c. Friends and acq</li> </ul>							
	d. Commentators	on the radio						
	e. Anyone else? _							
36. From everything that you ha	ive heard in the las	t few days, according	g to the majorit	y of peop	le, who wa	as the winn	er of the	
debate?	_	<b>—</b>						
1 Vicente Fox		4 Manuel Cama	<del>-</del>	7 No	ne			
2 Francisco Labas		5 Porfirio Muno		_			_	
3 Cuauhtémoc Cá	rdenas	6 Gilberto Rinc	on	9 DI	K/DA			
		Gallardo						
27 Would you gov that the prog	idential dehate (I	DEAD)						
37. Would you say that the pres		e of the candidates		ad na affa	ot on 11011			
2 Weakened your			₩ 4 п	ad no ene	ect on you	r preferenc	e	
3 Mada you chan	ga vour proference	from one condidate t	to D	K/DA				
	ge your preference	from one candidate	to 9 D	K/DA				
3 Made you chang another	ge your preference	from one candidate	to 9 D	K/DA				
another					policy pro	onosals or	criticize	
					policy pro	oposals or o	criticize	
another 38. In your opinion, what has			paign: commu		policy pro		criticize  9 DK/D	A
another 38. In your opinion, what has	(READ NAME) d	lone most in his cam	paign: commu	nicate his				A
another  38. In your opinion, what has other candidates?  a. Francisco Labastida	(READ NAME) d	lone most in his cam	paign: commu	nicate his				A
another  38. In your opinion, what has other candidates?	(READ NAME) d	lone most in his cam	paign: commu	nicate his				A
another  38. In your opinion, what has other candidates?  a. Francisco Labastida	(READ NAME) d	lone most in his cam	paign: commu	nicate his				A
another  38. In your opinion, what has other candidates?  a. Francisco Labastida b. Vicente Fox c. Cuauhtémoc Cárdenas	(READ NAME) d  1 Policy proposals	2 Criticize	paign: commu	nicate his	4 Bo	oth	9 DK/D	A
another  38. In your opinion, what has other candidates?  a. Francisco Labastida b. Vicente Fox	(READ NAME) d  1 Policy proposals	2 Criticize	paign: commune 3 No	either it: (REA	4 Bo	noth ROTATE)	9 DK/D	A
another  38. In your opinion, what has other candidates?  a. Francisco Labastida b. Vicente Fox c. Cuauhtémoc Cárdenas  39. I'm going to read you two the	(READ NAME) of 1 Policy proposals proposals nings. Please tell n	2 Criticize	paign: commu	either it: (REA	4 Bo	oth	9 DK/D	A
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another  38. In your opinion, what has other candidates?  a. Francisco Labastida b. Vicente Fox c. Cuauhtémoc Cárdenas  39. I'm going to read you two the going to read you two	(READ NAME) of 1 Policy proposals nings. Please tell nate criticizes anotheticize your favorite	2 Criticize ne for each one if you her candidate	paign: commune 3 No	either it: (REA	4 Bo	noth ROTATE)	9 DK/D	A
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The best way to fight crime is to create jobs and opportunities for people

The best way to fight crime is to get tough and have harsher penalties for criminals

	and oppo	ortunities	for peop	le					have h	arsher pena	alties for criminal
SHOW CARD E											
42. On this card are two wa	vs to deal	with the	electric i	ndustry in	Ollr Collm	try Aline	licates th	iat voiir agre	e with o	ne nosition	
and a 10 means that you											
1 2 3 4	5	6	7 8		10				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
								99 DK/	DΑ		
The electric industry		<u> </u>	ı	The ele	ectric indu	ustry					<u> </u>
should be completely					be compl	•					
in the hands of the government	ent			the har	nds of the	private sec	tor				
43. On the same scale, whe	re would y				_		_				
	1	2	3	4	5	6	7	8	9	10	1 00 DK/D4 F
a. Francisco Labastida										<u> </u>	99 DK/DA
<b>b.</b> Vicente Fox										<u> </u>	ļ
c. Cuauhtémoc Cárdenas	Tri 1	1							Tri 1		l L
		tric indus e complet								ectric indus be comple	
		nds of the		mont							orivate sector
	III uie iia	nus or the	governi	Hent					the nai	ius of the p	nivate sector
SHOW CARD F											
44. On this card are two vie	ws of poli	itical refo	rm in ou	r country.	A 1 indic	cates that vo	our agree	with one po	sition an	ıd a 10	
means that you agree w											
1 2 3 4	5	6	7 8	9	10	-					
								99 DK/	DA		
Political reform has gone						has not gor					
a long way and today politic	al					ake politica	1				
competition is fair				compe	tition fair	•					
45 0 1 1 1	1.1		(DE)	D NIA N #1	EQ)						
45. On the same scale, whe							7	0	0	10	
a. Francisco Labastida	1	2	3	4	5	6	7	8	9	10	99 DK/DA
<b>b.</b> Vicente Fox										+	-
c. Cuauhtémoc Cárdenas										+	<del> </del>
c. Cuauntemoe Cardenas	Political	reform ha	e gone						Politic	al reform h	l L nas not gone
		ay and to		ical							ke political
		ion is fair		icui						tition fair	ac ponticui
	competit								compe	tition iun	
Now I'm going to ask you al	out the ca	pabilities	and cha	racter of s	ome presi	dential can	didates.	If you don't	have an	opinion	
about a candidate, just tell m					•			•		•	
46. How capable of managing			. (REAI	O AND RO	OTATE)	<ul> <li>very capa</li> </ul>	ıble, som	ewhat capal	ole, not v	ery capable	e,
or not at all capable – o	r are you r										
		Ver	y (1)	Somew	hat (2)	Not very (	(3) N	Not at all (4)		Not sure (	5)
a. Francisco Labasti	da										
<b>b.</b> Vicente Fox											L
c. Cuauhtémoc Cárd	enas										
47. How capable of combat						AD AND I	ROTATI	E) – very ca <sub>l</sub>	pable, so	mewhat	
capable, not very capab	le, or not a					37 .	(a) I 1	T 11 (4)	-	<b>N</b>	
		Ver	y (1)	Somew	nat (2)	Not very (	(5) N	Not at all (4)		Not sure (	5)
a. Francisco Labastio	<u> 1a                                   </u>	1		1							——
<b>b.</b> Vicente Fox		1		1							——
c. Cuauhtémoc Cárd	enas										
40 II 11 C'	. ,, .			(DEAP	AND DO	ACT A COPY		1.1		1 .	
48. How capable of improv				(KEAD	AND KO	)1A1E) – v	very capa	ibie, somew	nat capat	ne, not ver	У
capable, or not at all cap	padie – or			C	hat (2)	Not '	(2)	Tot ot =11 (4)		Not see 6	5)
		ver	y (1)	Somew	nat (2)	Not very (	(S) \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Not at all (4)		Not sure (5	3)

**a.** Francisco Labastida**b.** Vicente Fox

c. Cuauhtémoc Cárdenas									
er cummenter curdenus				I					
49. Which of the candida	ites do you	think is	s most.	(READ	)?				
	Labastida	Fox	Cárdena			no Rincón	None	DK (8)	
	443	/=\		Ledo		Gallardo			
***	(1)	(2)	(3)	(4)	(5)	(6)	(7)		
a. Honest									
<b>b.</b> Capable of governing									
c. Most experienced									
<b>d.</b> Closest to the people									
50. (SHOW CARD G). I'm go a 0 means that your opinion me know and we will go on Very	is very bad and to the next on bad	nd a 10 me	ans that y	our opinion i	s very good	d. If you don't l ND ROTA' Ver	nave an opi	nion, just let	
a. PAN/AC								99 DK/DA	
b. PRI			1		$\bot$			99 DK/DA	
c. PRD/AM								99 DK/DA	
				•				_	
d. Vicente Fox								99 DK/DA	
e. Francisco Labastida								99 DK/DA	
f. Cuauhtémoc Cárdenas								99 DK/DA	
a. PRI b. PAN c. PRD d. Cuauhtémoc Cárdenas e. Vicente Fox f. Francisco Labastida	L	0 1	2 3	3 4 5		<b>FATE)</b> Right  9 10		99 DK/DA 99 DK/DA 99 DK/DA	
<ul> <li>53. Generally, do you consider yourself ve</li> <li>54. Do you consider yourself ve</li> </ul>	Panista (PAN)	3	Perredista (	(PRD) (WHICH):		(SKIP TO	(S	9 <i>DK/DA</i> EKIP TO 56)	
PERREDISTA)?	. j (1 141191		CA1A/IE	anddig i M	, or somew	HIIDI		-43 /	
1 Very			2 Som	newhat				9 No sabe/NC	
		<u> </u>						_	
(ONLY TO THOSE WHO AN 55. With which party do you mo		DO NOT			IN QUEST	5 None		9 DK/DA	
a lot	approve/disap 2 Approve somewhat	prove som	newhat? Neither app nor disappi	prove 2	Disapprov somewhat	e 5 Di	sapprove a lot	9 DK/DA	
<b>57.</b> In general, do you approve a approve/disapprove a lot or				nber of Depu	ties is doin	g its job? (INSI	ST) Do yo	ou	

	1 Approve 2 Approve somewhat	3 Neither approve 4 Disapprove nor disapprove somewhat	5 Disapprove 9 DK/DA a lot	
58.	Do you personally believe that there will be or v  1 Will be a crisis	vill not be an economic crisis at the end of this a  2 Will not be a crisis	dministration? 9 DK/DA	
59.	Do you feel that Mexico today is or is not a dem  1 Is a democracy	ocracy? 2 Is not a democracy	9 DK/DA	
60.	Until what grade in school did you study?  1 No formal education 2 Primary	3 Secondary/vocational/equivalent 4 High school/equivalent	5 College or more 9 DK/DA	
61.	About how many light bulbs are there in your ho	ouse? (NOTE DIRECTLY):		
62.	What is you civil status?  1 Single 2 Married	3 Cohabitating 4 Widow	5 Spaprated/divorced 9 DK/DA	
63.	What is your principal occupation? (NOTE DIF 1 Employer, 10 or more employees 2 Employer, fewer than 10 employees 3 Professional 4 Office worker/supervisor 5 Office worker under supervision 6 Teacher 7 Employee in established business	8 Chauffer/security guard 9 Manual laborer 10 Salesman/street vendor 11 Nanny/domestic 12 Farmer on collective farm 13 Farmer/fisherman 14 Retired	15 Student 16 Housewife 17 Other 99 DK/DA	
64.	Between all the people that live here with you, a  1 0 to 1,000 pesos  2 1001 to 2000 pesos  3 2,001 to 4,000 pesos  4 4,001 to 6,000 pesos	5 6,001 to 8,000 pesos 6 8,001 to 12,000 pesos 7 12,001 to 16,000 pesos 8 16,001 to 20,000 pesos	9 More than 20,000 pesos 99 <i>DK/DA</i>	
65.	How many people depend on that monthly income	ne? (NOTE DIRECTLY)		
66.	Do you speak an indigenous language?  1 Yes	2 No	9 DK/DA	
67.	Do you have a phone in your house?  1 Yes	2 No	9 DK/DA	
Are	you or anyone in your immediate family a benefi  1 Yes	ciary of PROGRESA?  2 No	9 DK/DA	
	¿Could you tell me the names of the three branch AD; NOTE ALL MENTIONS)			
	<ul><li>a. Executive</li><li>b. Legislative</li><li>c. Judicial</li></ul>	1 Mentioned	2 Not mentioned	
69.	Could you tell me how many members there are <b>DIRECTLY</b> ) 000=DK	e in the Chamber of Deputies, or do you not reca	all right now? (NOTE	

70. We would very much like to come back and interview you again in two months. That interview will be shorter, and we would like to bring you a small gift in appreciation of your time and responses. Would you be willing to participate in another interview in the future?  1 Yes (NOTE RESPONDENT DATA ON CONTROL SOCIOECONOMIC LEVEL)  SHEET)  2 No (GO TO SOCIOECONOMIC LEVEL)	
71. SOCIOECONOMIC LEVEL OF DWELLING:  A B C D E F  72. SOCIOECONOMIC LEVEL OF NEIGHBORHOOD:  A B C D E F	
Date of interview:         Day:	
Country/Borough/Township: Other instructions to reach residence Signature of interviewer:	