2000 PANEL SURVEY – FOURTH ROUND Newspapers: Reforma El Norte Mural/Palabra, Debate de Sinaloa, AM de León Fourth Round: July 6-16 File number:									
СО	UNTY/BOROUGH/TOWNSHIP:			STATE:					
ELE	ECTORAL DISTRICT:		Interviewer N	Name and Code:					
TYI	PE	1 Urban		2 Rural					
GENDER		1 Male		2 Female					
RES	SPONDENT SKIN COLOR:	1 White 2 Light brown		3 Dark brown 4 Other (black, Asia	n, etc.)				
you (SH CO	you will remember, we've come back to it some questions more questions about pol (OW IDENTIFICATION). This survey PY OF NEWSPAPER) and no one will be the world with the we would like to give you your give	itics. I have brought wi is confidential; the answ know what answers you	ith me the gift that wers you give will	I mentioned last time. 'appear in the newspape	Γhis is my ID. r this way (SHOW				
1.	What is your date of birth? (IF BORN Day:	AFTER JULY 2, 1982, Month:	, END INTERVIE	Year:					
2.	What would you say is the most importa	nt problem the country	faces today? (WR		pesn't know/Didn't ans	swer			
3.	How much interest would you say you h		O OPTIONS): A little	4 None	9 DK/DA				
4.	How closely are you following this year 1 Very closely 2 Some		n – very closely, so Not very closely	mewhat, not very close 4 Not at all	ly, or not at all? 9 DK/DA				
5.	How often do you talk about politics wit never? 1 Every day 2 A few times per week	h other people: every d 3 A few times per month	lay, a few times a v	veek, a few times a mor	oth, rarely, or 9 DK/DA				
6.	Do you watch any news program on tele "YES," ASK WHICH ONE, NOTING 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	UP TO TWO RESPO sa	9 1 10 11 12 13 14 16	HechosNoche /Javier Alato Las siete del 7/Azteca CNI Noticias/Canal 40 Noticias del 11/Sergio Uzo Multivision/En Blanco y N Multivision /Nexos	orre/Azteca eta/Adriana Pérez Cañ Jegro <i>Other (Which?):</i>				
7.	About how many days per week do you Number of program Number of program	watch it? Days per v Days per v			99 DK/DA 99 DK/DA				
8.	Do you listen to any news broadcast on to "YES," ASK WHICH ONE, NOTING 0 None 1 Monitor/Radio Red / Gutiérrez Viv	UP TO TWO RESPO	ONSES.)	SKIP TO 10. IF THE					

	2 Para Empezar		10 Enfoque		
	3 Panorama/ Detrás de la noticia		11 Imagen/Aris	tégui/Ferriz de Con/Solórzano	
	4 De la A a la Z/ A. Zabludovsky		12 Cortes Inform	nativos	
	5 Eduardo Ruiz Healy		13 Other (WHI	CH?):	
	6 Joaquín López Dóriga			14 Otro (WHICH?):	
	7 José Cárdenas		999 No sabe/NO		
•		11.	<u> </u>		
9.	Approximately how many days per week do	·			
	Number of program	Days per week		999 NS /NC	
	Number of program	Days per week		999 NS /NC	
10.	When they talk about the candidates for pres		a find (READ EACI	HOPTION) very credible,	
	somewhat credible, not very credible, or not	at all credible?			
	1_Very	y 2 Somewhat	3 Not very 4 Not	at all 9 DK/DA	
	a. Television news				
	b. Radio news			1 🗔	
	e. Political advertisements				
SHC	OW CARD A				
	Of the issues on this card, which three do you	u think are the most impor	tant for the next precide	ant to focus on?	
11.	of the issues on this card, which three do you	a tillik are tile most impor	1 Mention		
			1 Mentione	2 Not mentioned	
	a. Conflict in Ch	niapas			
	b. Pollution and				
	c. Corruption	chvironment		-	
		th		 	
	d. Economic gro	owtn			
	e. Democracy				
	f. Women's righ	its			
	g. Education				
	h. Employment				
	i. Inflation, price	e increases			
	j. Taxes				
	k. Drug trafficki	ng			
	l. Poverty	6			
	m. Salaries				
	n. Health care				
		C .		<u> </u>	
	o. Crime/Public	•			
	p. Other (WHIC	(H?):			
		d			
12.	Did you vote in the presidential elections on			k on this piece of paper who	
	you voted for in the elections for President?	· · · · · · · · · · · · · · · · · · ·		_	
	1 Francisco Labastida	4 Manuel Cam	nacho	7 Annulle	ed
	2 Vicente Fox	5 Porfirio Mun	noz Ledo	8 Didn't ve	ote
	3 Cuauhtémoc Cárdenas	6 Gilberto Rino	con Gallardo	9 DK/DA	
13.	What is the main reason you voted for that ca	andidate? (NOTE DIREC	CTLY)		
15.	What is the main reason you voted for that ex	morane. (1/012 DITE)	0121)		
14	Now let's do the same thing, but for the elect	tions for Fodoral Donutios	Dlagga mark on this r	viace of nanar who you voted	
14.	for in the elections for Federal Deputies on the	no 2 nd of July (HAND D)	. I lease mark on tills p	nece of paper who you voted	
			ALLUI AND BUA)		,
	1 PRI	6 PCD		7 Annulle	
	2 PAN/AC	7 PARM		8 Didn't v	ote
	3 PRD/AM	8 PDS		9 DK/DA	
	***	I I anda Gramma =	E CONT TA		
15.	What was the main reason you did not vote of	on July 2""? (NOTE DIRI	ECTLY)		
16.	How clean do you think the elections on July	¹ 2 nd were – totally clean, r	more or less clean, not	very clean, or not at all clean?	
	1 Totally 2 More or	less 3 Not ver	ry clean 4 No	t at all 9 DK/DA	
				<u> </u>	

enerally favorable or unfa	1 Favorable	2 Unfavo		3. Neither favorable	le nor	9 Don't know
				unfavorable		
a. Francisco Labastida						
b. Vicente Fox						
c. Cuauhtémoc Cárdenas						
b. Vice c. Cuan d. Othe e. PRI f. PAN g. PRD h. Allia i. Allia j. Othe the last weeks of the campaign, d	cisco Labastida ente Fox ahtémoc Cárden er: ance for Change nce for Mexico r: lid you see adve	e (AC)	is. No	TE ALL RES 1 Mentio	PONSI ned	2 Not mentione
1 Yes	lid you see adve	rtisements l	by the Fede	eral Electoral Institu	ute on tele	vision?
1 Yes am going to read you some campa	ign slogans; for AD NAME Cue	2 No reach one, p S. WAI' auhtémoc	olease tell r FOR Vicente	ne which person th RESPONSES Francisco	at slogan ş	9 DK
1 Yes am going to read you some campa	ign slogans; for AD NAME Cue	2 No each one, p S. WAI' auhtémoc árdenas	olease tell r FOR Vicente Fox	ne which person the RESPONSES Francisco Labastida	at slogan g	9 DR
an going to read you some campa SLOGAN. DO NOT REA	ign slogans; for AD NAME: Cu	2 No reach one, p S. WAI' auhtémoc	olease tell r FOR Vicente	ne which person th RESPONSES Francisco	at slogan ş	9 DK
a. "Power should serve to people" b. "Enough already"	ign slogans; for AD NAME; Cuc Cuc	2 No each one, p S. WAI' auhtémoc árdenas	olease tell r FOR Vicente Fox	ne which person the RESPONSES Francisco Labastida	at slogan g	9 DK
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a. "Power should serve to people" b. "Enough already" c. "For Mexico, on to vice	ign slogans; for AD NAMES Cu Cu Che	2 No each one, p S. WAI' auhtémoc árdenas	olease tell r FOR Vicente Fox	ne which person the RESPONSES Francisco Labastida	at slogan g	9 DK
a. "Power should serve to people" b. "Enough already"	ign slogans; for AD NAMES Cu Cu Che	2 No each one, p S. WAI' auhtémoc árdenas	olease tell r FOR Vicente Fox	ne which person the RESPONSES Francisco Labastida	at slogan g	9 DK
a. "Power should serve to people" b. "Enough already" c. "For Mexico, on to vided. "The change that's right for you" in the last few weeks of the campaign.	ign slogans; for AD NAMES Cuthe ettory" ght	2 No r each one, p S. WAI auhtémoc rárdenas (1)	Vicente Fox (2)	Francisco Labastida (3) or any political part	other (4) y or preside	goes with. (RE) Dk/da (9) dential candidate (ES)
an going to read you some campa SLOGAN. DO NOT REA a. "Power should serve to people" b. "Enough already" c. "For Mexico, on to vid d. "The change that's right for you" at the last few weeks of the campaignees) Which one? (DO No. 1997)	ign slogans; for AD NAME; Cuc the ettory" ght gn, did you pers OT READ	2 No reach one, p S. WAI auhtémoc árdenas (1) conally atter	Vicente Fox (2)	Francisco Labastida (3) or any political part	other (4) y or preside	goes with. (RE)
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a. "Power should serve to people" b. "Enough already" c. "For Mexico, on to vided. "The change that's right for you" In the last few weeks of the campaigness) Which one? (DO Not people) a. Fran b. Vice c. Cuat	ign slogans; for AD NAME Cuc Cuc Cuc Cuc Cuc Cuc Cuc Cuc Cuc Cu	2 No reach one, p S. WAI auhtémoc fárdenas (1) conally atter OPTIO	Vicente Fox (2)	Francisco Labastida (3) or any political part	other (4) y or preside	goes with. (RE) Dk/da (9) dential candidate (ES)
a. "Power should serve to people" b. "Enough already" c. "For Mexico, on to vided. "The change that's right for you" In the last few weeks of the campaigness) Which one? (DO Note that the content of the content of the content of the campaigness)	ign slogans; for AD NAME Cuc Cuc Cuc Cuc Cuc Cuc Cuc Cuc Cuc Cu	2 No reach one, p S. WAI auhtémoc fárdenas (1) conally atter OPTIO	Vicente Fox (2)	Francisco Labastida (3) or any political part	other (4) y or preside	goes with. (RE) Dk/da
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RESPONSES)				_			_
	a. Francisco La	bostido		1 Mentio	oned 2 No	t mention	<u>ed</u>
	b. Vicente Fox	Dastida		<u> </u>		\vdash	
	c. Cuauhtémoc	Cárdenas					
	d. Other:						
	e. PRI			-			
	f. PAN/AC						
	g. PRD/AM						
	h. Other:			_			
In the last few weeks of t	he campaign, were	vou been visite	d by a represer	ntative from any r	political party or :	oresidenti	al
candidate? (IF YES)		-				problem	
RESPONSES)		`		,			
,				1 Menti	oned 2 No	t mention	ied
	a. PRI						
	b. PAN/AC						
	c. PRD/AM	CII					
	d. Other (WHI	CH):					
In the last few weeks of t From which one? (_		E ALL RES	PONSES)		
	a. Francisco La	14: 1-		1 Menti	oned 2 No	t mention	ed
	b. Vicente Fox	Dasuda		<u> </u>		\vdash	
	c. Cuauhtémoc	Cárdenas				\vdash	
	d. Other:					+ + -	
	e. PRI			-			
	f. PAN/AC						
	g. PRD/AM						
	h. Other:			_			
Of the televised debates b			, I would like	to ask if you saw	the first debate, s	aw the se	cond
debate, saw both debates,	, or saw neither del						
1 First debate		4 Both		9 DI	K/DA		
2 Second deba	te	5 Neither					
Before the second debate	Cuauhtámac Cár	danas Vicanta E	ov and Franci	soo I ahastida me	at to decide when	and how	thay
would conduct the debate						and now	uncy
1 Did see it	, ,		d not see it			9 D	OK/DA
Regardless of whether yo			etween the can	didates, could yo	u tell me which o	of the cand	lidates
made the following states	ments at that meeti	ng?			<u>, </u>		
		1	2	3	4		9
		Cuauhtémoc Cárdenas	Vicente Fo	Francis x Labasti		0.5	DK/DA
. "I'm waiting for a fax"	,	Cardenas	vicente 1 o	A Labasti	ua Oiii	CI	DK/DA
• "The debate is today, to							
The decade is today, to	auj, wany			J	I		
In your opinion, what did candidates?	l(READ NAME	2) do most in his	campaign: co	mmunicate his po	olicy proposals or	rcriticize	other
	1 Policy	2 (Criticize	3 Neither	4 Both	9 DI	K/DA
	proposals						
a. Francisco Labastida	1						

c. Cuauhtémoc Cárdenas	S												
							41. 414						
30. I'm going to read you t	wo tl	hings.	Please te	ell me for	r each one								
77 B					11.1		1 Likes	2 D	islikes	9 DK/	DA		
a. When your favorite ca													
b. When other candidate													
c. When your favorite ca	naic	iate cri	ticizes tr	ie govern	iment								
SHOW CARD B 31. On this card are two wa	ys to	o fight	crime. A	A 1 indica	ates that y	our agree	with one p	osition an	d a 10 me	ans that yo	ou agree wi	ith	
the other position. Plea	se te	ell me v	where on	the scale	e you wou	ld place y	ourself.						
1 2 3 4		5	6	7 8	9	10			ì			_	
									99 DI	K/DA			
The best way to fight						st way to							
crime is to create jobs						s to get to							
and opportunities for people					have ha	arsher pen	nalties for c	criminals					
32. On the same scale, whe	ro w	ould w	ou place	(DEA	DNAME	7 C)							
32. On the same scare, whe	ic w	1	2	(RE A	10 NAMI 4	5	6	7	8	9	10	99 DK/DA	
a. Francisco Labastida	Г				1		T	<u> </u>	T	<u> </u>	10		
b. Vicente Fox	H												
c. Cuauhtémoc Cárdenas	H												
c. Cadamemor Carachas	Th	e hest v	way to fi	ght	1		ı	1	1	The be	st way to f	ioht	<u> </u>
			o create								is to get to		
				for peopl	le							alties for crimin	nals
		11									•		
SHOW CARD C													
33. On this card are two wa	ys to	o deal v	with the	electric ii	ndustry in	our count	ry. A 1 inc	dicates tha	at your agi	ree with or	ne position		
and a 10 means that you													
1 2 3 4		5	6	7 8		10		Ĭ	•	Ĭ			
									99 DI	K/DA			
The electric industry		•		•	The ele	ectric indu	ıstry		•				
should be completely					should	be compl	etely in						
in the hands of the governme	ent				the han	nds of the	private sec	tor					
34. On the same scale, whe	re w							_					
		1	2	3	4	5	6	7	8	9	10	l	
a. Francisco Labastida	_											99 DK/DA	
b. Vicente Fox													
c. Cuauhtémoc Cárdenas													
			ric indus	-							ectric indus	-	
			complet								be comple		
	in t	the han	ds of the	governr	nent					the har	nds of the p	private sector	
SHOW CARD D													
35. On this card are two vie											ıd a 10		
means that you agree w	ith tl	he othe	r positio			here on the	he scale yo	u would p	olace your	self.			
1 2 3 4		5	6	7 8	9	10			1			_	
									99 DI	K/DA			
Political reform has gone							has not gor						
a long way and today politic	al						ake politica	ıl					
competition is fair					compe	tition fair							
36. On the same scale, whe	re w		^ _		_		_	_			4.0		
	_	1	2	3	4	5	6	7	8	9	10	l	_
a. Francisco Labastida	L			<u> </u>	1				ļ	ļ	ļ	99 DK/DA	
b. Vicente Fox	L			ļ					ļ	ļ	ļ		
c. Cuauhtémoc Cárdenas	L											l	
			eform ha									as not gone	
				day polit	ical							ke political	
	cor	mpetiti	on is fair	•						compe	tition fair		

	Г			very hor	what (2				NT	ot at all (4)	Note	uro (5)
a. Francisco Labasti	ida	Very	(1)	Some	wnat (2		lot ver	y (3)	IN	л at all (4)	INOUS	sure (5)
b. Vicente Fox	lua										1	
c. Cuauhtémoc Cárd	lenas										1	
											•	
W CARD E												
n politics, people	e talk abo	out "Le	ft" and	d "Ris	zht".	On a	scale	e of 0	to 1	0. where	0 is "1	eft" and
0 is "right", whe					-					,		
Left		i you p	iacc y	ourser				R	ight			
		3	4	5	6	7	8		1()		
											99	DK/DA
											<u>_</u>	
In the same scale	e, where	would	you p	lace	(REA	AD A	ND :	ROT	'AT	E)		
		Le	ft							Right		
		-	0 1	2	3 4	5	6	7 8	9	10		-
RI									_			99 DK/DA
AN				+		-				+	-	99 DK/DA
RD auhtámas Cárdanas				+		-	-		+	+	-	99 DK/DA
auhtémoc Cárdenas cente Fox		ŀ		+		-	-		-	+	-	-
ncisco Labastida		-	+				+	-	+	+	-	1
icisco Labastida		L										
	Very bad 0 1	1 2	3	4	5	6	,	7	8	Very go 9 10	ood	
PRI			T	1	Τ	T						7 00 PK/P4
PAN												99 DK/DA
AIN												99 DK/DA 99 DK/DA
												4
PRD												99 DK/DA 99 DK/DA 99 DK/DA
PRD Francisco Labastida Vicente Fox												99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA
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RD rancisco Labastida cente Fox lauhtémoc Cárdenas arlos Salinas												99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA
RD rancisco Labastida icente Fox nauhtémoc Cárdenas arlos Salinas rnesto Zedillo	ider yoursel	f priísta.	panista	o perre	edista?							99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA
RD ancisco Labastida cente Fox auhtémoc Cárdenas arlos Salinas mesto Zedillo	sider yoursel 2 Panista			o <i>perre</i> Perredis] 4 C	Other pa		5 None		99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA
PRD rancisco Labastida icente Fox uauhtémoc Cárdenas arlos Salinas rnesto Zedillo enerally, do you cons					ta (PRD)	HICH	_	Other pa		5 None SKIP TO 4.	3) (SI	99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA
PRD Francisco Labastida Vicente Fox Cuauhtémoc Cárdenas Carlos Salinas Ernesto Zedillo Generally, do you cons 1 Priísta (PRI)	2 Panista	ı (PAN)	3	Perredis	ta (PRD) (W	HICH	:		(SKIP TO 4		99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA 9 DK/DA KIP TO 43)
PRD Francisco Labastida Vicente Fox Cuauhtémoc Cárdenas Carlos Salinas Ernesto Zedillo Generally, do you cons 1 Priísta (PRI)	2 Panista	ı (PAN)	3	Perredis	ta (PRD) (W	HICH	:		(SKIP TO 4		99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA 9 DK/DA KIP TO 43)
PRD Francisco Labastida Vicente Fox Juanhtémoc Cárdenas Carlos Salinas Ernesto Zedillo Jenerally, do you cons 1 Priísta (PRI)	2 Panista	ı (PAN)	3	Perredis	ta (PRD) (W PERRE	HICH	:		(SKIP TO 4		99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA 9 DK/DA KIP TO 43)
rancisco Labastida icente Fox uauhtémoc Cárdenas arlos Salinas rnesto Zedillo enerally, do you cons 1 Priísta (PRI)	2 Panista	ı (PAN)	3	Perredis	ta (PRD) (W	HICH	:		(SKIP TO 4		99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA 9 DK/DA KIP TO 43)
rancisco Labastida icente Fox uauhtémoc Cárdenas arlos Salinas rnesto Zedillo enerally, do you cons 1 Priísta (PRI) o you consider yourse ERREDISTA)? 1 Very	2 Panista elf very (P ANSWER	PRIISTA	3 / PANI NE" 0	Perredis	ta (PRD) (W PERRE omewhat	HICH DIST	: A) or s	omew	hat	SKIP TO 4. PRIISTA /		99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA 99 DK/DA 9 DK/DA KIP TO 43)
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46.	These days, do you think you can trust most people or do you think that you can't large a large and a	't be too careful?	9 DK/	'D
47.	With which of the following phrases do you most agree? 1 Politics is complicated and I don't understand it well 2 Politics isn't so complicated and I generally understand it 9 DK/DA (DO NOT READ)			
48.	Of the following items, please tell me which ones you have in your home.	134 (* 1	237	
	a. Radio	1 Mentioned	2 Not mentioned	
	b. Water heater	\vdash		
	c. Oven	H		
	d. Television			
	e. Telephone			
	f. Cellular telephone			
49.		its from? 2 No 2 No 2 No	9 DK/DA 9 DK/DA 9 DK/DA	
50.	Until what grade in school did you study? 1 No formal education 2 Primary 3 Secondary/vocational/e 4 High school/equivalent		5 College or more 9 DK/DA	
51.	• ¿Could you tell me the names of the three branches of government, or do you not READ; NOTE ALL MENTIONS)	t recall right now? (D	O NOT	
		1 Mentioned	2 Not mentioned	
	a. Executive			
	b. Legislative			
	c. Judicial			
52.	Could you tell me how many members there are in the Chamber of Deputies, or o DIRECTLY) 000=DK	do you not recall right	now? (NOTE	
Tha	at's all. Thanks for your participation.			
53	3. SOCIOECONOMIC LEVEL OF DWELLING: A B	C D E	F	
5.1	A SOCIOFICANIONICI EVEL OF NEIGHBORHOOD.		Б	
54	I. SOCIOECONOMIC LEVEL OF NEIGHBORHOOD: A B	C D E	F	
Add Bety Cou Othe	e of interview: Day: Month: lress: Street and and untry/Borough/Township: er instructions to reach residence nature of interviewer:	_)In	Hour: nside:	