<i>REFORMA</i> GROUP SURVEY PANEL 2006: THIRD W Household polling. Initial date		5th	FILE	E NUMB	ER:		
MUNICIPALITY: STA	TE:						
	ECINCT:	_			_ DISTRI	Ст:	
TYPE: 1) Urban 2) Rural 3) Mixed ZIP COL	E:						
DATE: DAY: MONTH: INTERV		1					
Hi, my name is (), I am conducting a survey for () newspaper, this is my ID. (SHOW the country about their opinions on politics. This survey is confidential, the answers you nobody will know which responses you personally gave. The survey will allow us to lear 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	provide n better	will only what Me	be utiliz	zed for s	statistical	purposes	and
C. What is your date of birth? Day: Month:	, Asian,	010.7			Year:		
[NOTE TO USERS OF DATA: ITEM C NOT RECORDED IN THE DATASET] 1. What would you say is the most important problem the country is facing today?	WRITE	OUT)]
 How interested are you in politics: a lot, some, a little or none? 1) A lot 2) Some 3) A little 4) None 	5) DK	/ NA				ļ	
3. How much did you follow the presidential campaign this year: a lot, some, a little1) A lot2) Some3) A little4) None	or none 5) DK					ļ	
 4. Do you have or not have an up-to-date voting ID card with your current address? 1) Yes 2) No (SKIP TO 10) 	?	3)	DK / NA	(SKIP	TO 10)	I	
 5. There were presidential elections this past July 2nd. As you know, some people you or did you not vote in the elections this past July 2nd? 1) Did vote 2) Did not vote (SKIP TO 9) 3) DK/NA/ 	Does no	t remem	iber (S	KIP TO	9)		_
 (USE BALLOT 1) For the purposes of this survey, I will give you a sheet where elections, without my seeing you, and then deposit it in this bag. For whom did y 				oted on	the last p	oresidentia	al
 7. What is the most important reason you voted for this candidate? (READ ROTA' His ideas and proposals He is honest To continue the policies of the incumbent To change the direction the country is going 7. What is the most important reason you voted for this candidate? (READ ROTA' He helps people Always vote same party He is going to win He is the least bad 	9) His 10) Ot	record v			governme —	ent 	_
8. (SHOW CARD A) Now, in this card, mark what party did you vote for in the last	elections PAN	of July PRI/ APM	2 nd PRD PBT	NA	ASDC	DK/NA	
a. Chamber of Deputies	1	2 2	3	4	5	6	1
b. Senate	1	2	3	4	5	6	
c. (ONLY IN MEXICO CITY) mayor of Mexico City	1	2	3	4	5	6	
d. (ONLY in MEXICO CITY) representatives to the Chambers of Deputies	1	2	3	4	5	6	1

d. (ONLY in MEXICO CITY) representatives to the Chambers of Deputies
e. (GUANAJUATO, JALISCO and MORELOS) governor
f. (CAMPECHE, GUANAJUATO, JALISCO, MORELOS, NUEVO LEON,
QUERETARO AND SONORA) mayor (DF) mayor of the borough

 9. [ONLY IF DID NOT VOTE] What is the 1) Problems with voting card 2) Had other commitments on that da 3) Did not know where to vote 4) Had no time 		ason why you did not 5) Had no inte 6) Did not like 7) Was away c 8) Election day	rest in votir any candid on a trip	ng 9) ate 10	2nd? (DO NOT I Other reason:)) DK/NA (DO NC		_
		anuel López Óbrador/I		President of the 5) Patricia Merc 6) Other 8) Dic	ado/ASDC	FOR RESPON 7) DK/NA	SE)
11. [ONLY IF DID NOT VOTE] For whice 1) PAN 2) PRI/AM		ould you have voted fo PRD/PBT	or the Chan 4) NA		s? ASDC	6) DK/NA	
 12. Do you normally watch any news pro NOT INSIST). 1) Does not watch any program>>> (\$ a) First program mentioned: b) Second program mentioned: 	SKIP TO 1	4)			Does not remem		
13. How often do you watch [READ sometimes?	SEPARAT	ELY RESPONSE (S) A few times a week		STION 12]: daily	y, a few times a w Sometimes	veek, once a we	ek or
a. First program mentioned	1	2		3	4	5	
b. Second program mentioned	1	2		3	4	5	
2) Love imprisoned 6) 3) Love without conditions 7)	I THE LIST Camila Zip Code Duel of pa		birth est ugly one	13) Life is a so. 14) What wome	ng 17) n do not say 18) d Nicolas 19)	Woman, real wo	orld cases ופ? ח
15. Did you watch soccer matches durin How many did you watch?16. I will read you a list of voluntary asso	-						
do not belong to the association. (F			Active	Non-active	Do not		
		n	nember	member	belong		_
a. Sports			1 1	2	3	┨ ┣━━	_
b. PTA			1	2	3 7	┨ ┣━━	_

c. Neighborhood	1	
d. Political party	1	1
e. Religious	1	1
f. Environmental, women's rights, human rights	1	1
g. Professional	1	1

17. Are you or your spouse a member of a union? (IF YES) who, you or your spouse?

1) Yes, me 2) Yes, my spouse 3) Neither 4) DK/	/NA

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

is regative opinion and ten means you have a very positive opinion, what is your opinion of? [READ, ROTATING ORDE	NA-11)
a. Felipe Calderón	
b. Roberto Madrazo	
c. Andrés Manuel López Obrador	
d. PAN / National Action Party	
e. PRI / Institutional Revolutionary Party	
f. PRD / Party of Democratic Revolution	
g. [ONLY IN MEXICO CITY] Demetrio Sodi	
h. [ONLY IN MEXICO CITY] Beatriz Paredes	
i. [ONLY IN MEXICO CITY] Marcelo Ebrard	
I. Vicente Fox	
m. George Bush, president of the United States	
n. Fidel Castro, president of Cuba	

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

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		
• • • • • • • • • • • • • • • • • • • •	Г	11.1.1.1.1.1. F . 1.1.1.1.1.1.1.1		

 20. 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

21 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

22. 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) 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	
b. Corruption in government	1	2	3	4	
c. Poverty	1	2	3	4	
d. Job creation	1	2	3	4	
e. Potable water					
f. Education	1	2	3	4	
g. Modernization of electricity sector	1	2	3	4	
h. Commercial relations with the United States	1	2	3	4	

23. During the presidential campaign, what issue received most coverage on TV news? (WRITE OUT)

1

24. During the campaign, to what issue did (...) devote more attention? (READ NAMES, ROTATING ORDER)? (WRITE OUT)

 Felipe Calderón 		
b. Roberto Madrazo		
c. Andrés Manuel López Obrador		

25. Here are some images that were broadcast on TV. Could you tell me which ones have you seen in a political advertisement on TV? (SHOW CARD C)

	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

26. During the campaign which of the presidential candidates was the most (...)? (READ OPTIONS AND NAMES OF CANDIDATES)

	Calderón	Madrazo	López Obrador	Other	None	DK/NA
a. Constructive	1	2	3	4	5	6
b. Nasty	1	2	3	4	5	6

27. When (READ) talks 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. The presidential candidate you supported	1	2	3	4	5	
c. IFE / Federal Electoral Institute	1	2	3	4	5	
d. TRIFE / Federal Electoral Tribunal	1	2	3	4	5	
e. The news on TV	1	2	3	4	5	

28. 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 29) (IF YES, INSIST) Which party or candidate? (WAIT FOR RESPONSE, NOTE ALL MENTIONS)

	Yes	Not		Yes,	Not	1
	mentioned	mentioned		mentioned	mentioned	
a. PAN	1	2	e. Felipe Calderón	1	2	
b. PRI / ApM	1	2	f. Roberto Madrazo	1	2	
c. PRD/PBT	1	2	g. Andrés Manuel López Obrador	1	2	
d. Other party	1	2	h. Other candidate	1	2	

29. Over the last few weeks, has a representative of a political party or candidate given you a gift, money, food, subsidy or any other type of help?

1) Yes 2

2) No (SKIP TO 33)

3) DK/NA (SKIP TO 33)

4) DK/NA

30. Which party or candidate was it? (MARK ALL MENTIONS) What did they give you?

	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	

31. 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?

3) Didn't matter

1) Mattered a lot 2) Mattered somewhat

32. How obligated would you say you felt to vote for the candidate who gave it -- very, somewhat, a little, or not at all?1) Very much2) Somewhat3) A little4) Not at all5) DK/NA

33. How honest do you think (...) (READ NAMES, ROTATING ORDER) is, very, somewhat, not very or not at all honest?

	Very	Somewhat	Not very	Not at all	DK/NA
a. Felipe Calderón	1	2	3	4	5
b. Roberto Madrazo	1	2	3	4	5
c. Andrés Manuel López Obrador	1	2	3	4	5

34. 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

35. In your opinion, should abortion in th 1) Legal 2) I	e case of rape be le llegal	• •	SKIP TO 37)								
36. Are you sure about your opinion or d	o you think you cou	uld change your mir	id? 1) Sure	2) Could change	3) DK / NA						
37. Do you believe that (READ ROTA1) More private investment should be2) The electricity sector should remain	allowed in the elec		ment 3) DK/N	A (DO NOT REAL), SKIP TO 39)						
37b. DO NOT ASK: CODE OPTION TH	HAT WAS READ F	IRST									
38. Are you sure about your opinion or d	o you think you cou	uld change your mir	id? 1)Sure	2) Could change	3) DK/NA						
39. Do you believe that (READ NAMES)		· ·									
	Fo	r	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			2	3							
	e? a lot 5) Stay the s a little 6) Stay the s ROTATING ORDE	same increase same decrease ER) will try to increa	7) Stay the 8) DK/NA se commercial re	e same – stay exact	ctly the same exico and the Unite	ll d States,					
Same											
]	Increase	Decrease	The same	DK/NA							
Increase Decrease The same 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	_						
42. What would you think the majority of stay the same? 1) Increase2) Decrease	3)	Stay the same	tions between Me 4) DK/NA	xico and the Unite	d States increase, o	decrease, or					
43. In general, what would you prefer? (I1) That the government be responsible2) That individuals be responsible for the second se	e for the economic	well being of individ	uals	3) DK/N	IA (do not read) 					
43b. DO NOT ASK: CODE OPTION TH	HAT WAS READ F	IRST									
44. In your opinion, what should the gove1) Give money to the poor and raise ta2) Promote private investment and lear	axes to the rich, or	3	Rotating ore DK/NA (Do Not								
44b. DO NOT ASK: CODE OPTION T	HAT WAS READ F	IRST				_					
45. Which of the following phrases do yo1) The government should try to reduce2) Attempts by the government to reduce	e differences betw	een rich and poor,	or		IA (DO NOT READ ve) 					
45b. DO NOT ASK: CODE OPTION T	HAT WAS READ F	IRST				<u> </u>					
 46. In politics, would you consider yours right? (CENTER) center-left, center 1) Very on the left 2) Somewhat on the left 4) Center 	-right, or center-ce r-left 5)	nter?	7) Very o		somewhat on the le	eft /					
47. How often do you talk about politics with other people? (READ RESPONSE OPTIONS) (Does not know / Does not answer =6) 1) Daily 2) A few days a week 3) A few days a month 4) Rarely 5) Never											

5

48. 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 51) (CODE "1" IF NAME IS PROVIDED AND "O" IF NO NAME IS PROVIDED)

- a. ______ b. _____
- C._____

|_____| |_____| |_____|

49. What is your relationship with ...? (READ SEPARATELY NAMES OF 48)?

	Spouse,son, daughter,	Öther relative	Neighbor	Very close	Friend / acquaintance	Acquaintance from Church	Co-worker	Other [NOTE]	DK/ NA		
	parent	Telative		friend	acquaintance					_	
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		

50. Who do you think (...) voted for in the presidential elections? (MENTION NAMES OF 48 SEPARATELY. IF PERSON IS PRESENT DURING INTERVIEW, DO NOT LET HIM/HER ANSWER)

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

51. For each of the following claims I am going to read you, please tell me if you agree completely, if you agree, if you disagree, of if you disagree completely. (DK/NA=5)

		Totally	Agree	Disagree	Totally	
		agree	-	-	disagree	
	a. In our country, elections are free and fair	1	2	3	4	
	b. In Mexico, everyone is equal before the law	1	2	3	4	
	c. In Mexico, the rich have everything and the poor have nothing	1	2	3	4	
	d. The only difference that matters in politics is the one between rich	1	2	3	4	
	and poor					
	e. It is very important to me to live in a democracy	1	2	3	4	
52.	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				
53.	How clean do you think elections were this year: totally clean, more or less1) Totally2) More or less3) Not very		very clean,) Not at all	or not at all cle	an? 5) DK/NA	
54.	López Obrador has not accepted the elections results announced by IFE. announced by IFE are reliable or do you think the results are reliable? 1) There are reasons to doubt the reliability of results 2) The resu	In your opin ults are relia		re reasons to d DK/NA	loubt that the res	ults
55.	López Obrador has requested that each ballot be re-counted. Do you thin be a recount of the ballots?	k there shou	uld be a re-	count of the bal	llots or that there	should not
	1) Yes, there should be a re-count 2) No, it is not neces	ssary		3) DK/N	l	
56.	The PRD has organized a series of demonstrations to protest against the demonstrations justified or are they not be justified? 1) Yes, they are justified (SKIP TO 59) 2) No, the	results of the			In your opinion,	are those _
57.	If demonstations continue, what should the government do: resort to more 1) Adopt measures 2) Stay aside	forceful tac		them or let the DK/NA	m go on?	
58.	What do you think demonstrators should do: continue demonstrating or sto1) Continue2) Stop	p demonstr		0K/NA		
59.	How would you rate the political situation of the country today? Would you 1) Very good 2) Good 3) Average	say it is (4) Bad		(/NA=6) Very bad		

60.	in general, now would you judge the ecor	iomic situation	of the country	y today? would yo	READ) (DR/N	IA=0)		
	1) Very good 2) Goo	od 3	b) Average	4) Bad	5) Very	y bad		
61.	Since Fox became president, would you so Would you say it has gotten a lot [better a					se, or stayed t	the same? (IN	ISIST)
	1) A lot better 2) A little better	3) Stayed the	e same	4) A little wors	se .	5) A lot wo	orse	
62.	Since Fox became president, would you (INSIST): would you say it has gotten a					gotten worse	e, or stayed th	ne same?
	1) A lot better 2) A little better 3) Stayed the sa	ame 4	I) A little worse		5) A lot wors	e	
63.	Thinking of the next twelve months, do yo worse] or a little [better / worse]? (DK/N	A=6)				-	? (INSIST): A	lot [better /
	1) A lot better 2) A little better 3) Stay the sam	e 4)/	A little worse	5)) A lot worse		
64. ⁻	Thinking of the next twelve months, do you [better / worse] or a little [better / worse 1) A lot better 2) A little better 3			<u>nic situation </u> will g A little worse	-	vorse, or stay) A lot worse	the same? (I	NSIST): A lot
65.	Could you tell me the names of the three	branches of or	overnment or	vou do not remer	mber right now	? (WAIT) (NC		
				, mentioned	Not mentior			
	a. Executive Branch / president			1	2			
	b. Legislative Branch/ Congress			1	2			
	c. Judicial Branch / Courts			1	2			
	d. Other			1	2			
66. (Could you tell me which candidate first pro	posed? (RE		S, DO NOT REAL	D NAMES)			_
		Calderón	Madrazo	López Obrador	Other	None	DK/NA	
	a. a food subsidy for all adults over 70 years old	1	2	3	4	5	6	
	b. increasing the number of day care	1	2	3	4	5	6	

index the second state of the second state device NM-subdivision second is

67. (INTERVIEWER: USE "Gabriel" IF MALE INTERVIEWEE AND "Gabriela" IF FEMALE INTERVIEWEE) Let's imagine that there is a person named Gabriel/Gabriela who is a person like you and lives in a community like yours. A representative of a political party ... (READ OUT SCENARIOS) In your opinion, how much of an obligation should Gabriel/Gabriela feel to vote for this political party - a lot, some, a little, or none?

	A lot	Some	A little	None	DK/NA	
 a. throws a party for Gabriel(a)'s community 	1	2	3	4	5	
b. gives money to Gabriel(a) to buy a week's groceries	1	2	3	4	5	
c. promises to build a sewage system in Gabriel(a)'s community if	1	2	3	4	5	
he wins the election in that neighborhood						

68. How many years of schooling have you had? (IF STILL A STUDENT, MARK CURRENT LEVEL ACHIEVED) 7) Complete high

1) Has no schooling 2) Incomplete elementary

3) Complete elementary

centers for working women

- 4) Incomplete middle/ technical
 - 5) Complete middle/ technical
- 6) Incomplete high
- 8) Incomplete college 9) Complete college or more

10) DK/NA

- $\|$
- 69. (SHOW CARD D) 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: IN PESOS]

wayes, salai	103, perior					/ [NOTE: II				_	
1	2	3	4	5	6	7	8	9	10		
0 to	1,300 to	2,000 to	2,600 to	4,000 to	5,200 to	6,500 to	7,900 to	9,200 to	10,500		
1,299	1,999	2,599	3,999	5,199	6,499	7,899	9,199	10,	or more		
								499			

70. [ONLY TO THOSE WHO VOTED] In some states voters circle to indicate they have already voted. Would you allow me FEDERAL ELECTIONS)	5 I I I I I I I I I I I I I I I I I I I	, .
1) Yes, it is marked as "voted" in federal 2006 2) No, it is not marked as "voted" in federal 2006	3) Has no mark but insists on having voted4) Could not see	5) Does not have ID 6) Will not show
 71. Among the people living in this household, you are () 1) Spouse (END INTERVIEW) 2) Son/daughter 	3) Somebody else, who? (NOTE AND END INTER)	/IEW)
72. From eldest to youngest, which son / daughter are you?	(NOTE)	
Finally, I will give you a gift in appreciation of your time and at	tention. (GIVE GIFT)	
This is all, many thanks!		
73. (DO NOT ASK) Time the interview was finished (USE I	MILITARY TIME)	:
74. (DO NOT ASK) Number of interruptions		
75. (DO NOT ASK) Was the interview conducted through	a translator/interpreter? 1) Yes 2) No	
Many thanks!		

FROM HERE, NO MORE QUESTIONS. CODE BY OBSERVATION

ATTITUDE OF INTERVIEWEE

76. The inte	erview	/ee was							
	a.	1) Open		2) Neutr	al		3) Evasive		
	b.	1) Smart		2) Norm	al		3) Dim witted		
	C.	1) Calm		2) Neutr	al		3) Rushed		
	d.	1) Attentive		2) Neutr	al		Distracted		
	е	1) Interested		2) Neutr	al		3) Bored		
77. Accent	of inte	erviewee 1) High cla	ss 2) Typ	oical 3) L	ow class 4) Foreigr	n accent 5) Indige	nous	
78. Based o	n wha	t you saw, what socia	I class did the i	nterviewee	belong to?				
1) Uppei				ldle class			,	ver class	
2) Uppei	r-midd	lle class	4) Lov	ver-middle	class		6) Ma	rginalized	
79. Was a su	pervis	or present during inte	rview?		1) Yes (\$	SKIP TO	81) 2) No 3) DK	/NA (SKIP TO 81)	
80. Superviso	or was	: 1) Male	2) Fen	nale				
81. Were the	ere otł	ner adults present dur	ing interview?		1) Yes	2) N	lo (SKIP TO 83)	3) DK/NA (SKIP TO 83	
82. Who else	was/v	vere present? 1) Adult male(s)	2) Adu	lt female(s)		3) I	Both	
<u>CARACTERI</u>	STICS	S OF SURROUNDING	AREAS						
83. Soc	cioeco	nomic level of househ	old: 1) A	2) B	3) C	4) D	5) E		
84. Soc	cioeco	nomic level of neighb	orhood 1) A	2) B	3) C	4) D	5) E		
Household d	lescri	ption:							

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

SOCIODEMOGRAPHIC CHARACTERISTICS OF INTERVIEWER

Name of interviewer:				Code:
85.Gender:	1) Male	2) Female		
86.Date of birth: a. Date 87. Age	_ b .	Month:		c . Year:
-				
88. Place of birth: Municipality/Borough:				
89. State:				
90. Level of education achiev	ved:			
1) Has no schooling	4) Incomplete	e middle / technical	7) Complete high	
2) Incomplete elementa	ry 5) Complete	middle / technical	8) Incomplete college	
3) Complete elementary 6) Incomp		e high	9) Complete college or more	
91. 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