

Pollster	ENTRY QUESTIONNAIRE	Number
_ _ _ _ _ _ _ _ _	Start time _ _ _ _ : _ _ _ _ Hour Minutes	_ _ _ _ _ _ _ _ _
Date <u> </u> / <u> </u> / <u> </u> 2018 DD / MM / YYYY		

Your answer is confidential and the information will be used with statistical purposes only.

A) Gender: (**Pollster: write down WITHOUT asking**)

1) Male 2) Female |_|_|

B) What year were you born in?:

|_|_|_|_|_|_|_|_|_|

ELECTORAL PREFERENCE

POLLSTER DELIVER **BALLOT 1** TO POLLEE AND SAY:

I am going to give you a sheet of paper with a question. Please cross out your answer and deposit the sheet of paper inside this urn or backpack. As you can see, this sheet is different to an actual ballot and will be used only in this poll. I remind you that your answer is confidential and will be used for statistical purposes only.

PARTY IDENTIFICATION

1) Regardless of who you voted for, which political party do you sympathize with the most? (**Pollster: Spontaneous answer, insist: much or less?**)

- | | | |
|-------------|-------------------------|---------------------------|
| 1) PAN much | 9) PVEM much | 17) Encuentro Social much |
| 2) PAN less | 10) PVEM less | 18) Encuentro Social less |
| 3) PRI much | 11) Mov. Ciudadano much | 19) Other _____ |
| 4) PRI less | 12) Mov. Ciudadano less | 20) None |
| 5) PRD much | 13) Nueva Alianza much | |
| 6) PRD less | 14) Nueva Alianza less | |
| 7) PT much | 15) MORENA much | |
| 8) PT less | 16) MORENA less | 99) DK/NA _ _ |

POSITIONING OF CANDIDATES

2a) Have you hear about José Antonio Meade?

1) Yes 2) No 9) DK/NA (**Spo**) |_|_|

3a) What is your opinion of José Antonio Meade, very good, good, bad or very bad?

- | | |
|--------------------------|---|
| 1) Very good | |
| 2) Good | 5) Very bad |
| 3) Regular (spontaneous) | 6) I do not know or do not have a clear opinion (spo) |
| 4) Bad | 9) No answer |

2b) Have you heard about Andrés Manuel López Obrador?

1) Yes 2) No 9) DK/NA (**Spo**) |_|_|

3b) What is your opinion of Andrés Manuel López Obrador very good, good, bad or very bad?

- | | |
|--------------------------|---|
| 1) Very good | |
| 2) Good | 5) Very bad |
| 3) Regular (spontaneous) | 6) I do not know or do not have a clear opinion (spo) |
| 4) Bad | 9) No answer |

2c) Have you heard about Ricardo Anaya?

1) Yes 2) No 9) DK/NA (**Spo**) |_|_|

3c) What is your opinion of Ricardo Anaya very good, good, bad or very bad?

- | | |
|--------------------------|---|
| 1) Very good | |
| 2) Good | 5) Very bad |
| 3) Regular (spontaneous) | 6) I do not know or do not have a clear opinion (spo) |
| 4) Bad | 9) No answer |

¿Ha oído usted hablar de Ricardo Anaya?

1) Sí 2) No 9) Ns/Nc (**Esp**) |_|_|

2d) Have you heard about Margarita Zavala?

1) Yes 2) No 9) DK/NA (**Spo**) |_|_|

3d) What is your opinion of Margarita Zavala very good, good, bad or very bad?

- | | |
|--------------------------|---|
| 1) Very good | |
| 2) Good | 5) Very bad |
| 3) Regular (spontaneous) | 6) I do not know or do not have a clear opinion (spo) |
| 4) Bad | 9) No answer |

2e) Have you heard about Jaime Rodríguez *El Bronco*?

1) Yes 2) No 9) DK/NA (**Spo**) |_|_|

3e) What is your opinion of Jaime Rodríguez *El Bronco* very good, good, bad or very bad?

- | | |
|--------------------------|---|
| 1) Very good | |
| 2) Good | 5) Very bad |
| 3) Regular (spontaneous) | 6) I do not know or do not have a clear opinion (spo) |
| 4) Bad | 9) No answer |

MEDIA

4) Can you tell me which activities you carry out every week?			5) How often do you carry out each of the following activities (several times a day, once a day, a few times a week, very rarely)?						
Pollster: Rotate	Yes	No	Several times a day	Once a day	A few times a week	Very rarely	DK/NA		
	a) Watch TV	1	2	1	2	3	4	9	
b) Listen to the radio	1	2	1	2	3	4	9		
c) Read the newspaper	1	2	1	2	3	4	9		
d) Surf the internet	1	2	1	2	3	4	9		
e) Check social media	1	2	1	2	3	4	9		

SOCIO DEMOGRAPHIC

C) What degree of education did you achieve?

- 1) None 4) Higher education or technical degree
 2) Primary education 5) University or higher
 3) Secondary education 9) DK/NA (spo) |__|

TYPE.

- 1) Treatment 1
 2) Treatment 2
 3) Treatment 3
 4) Control |__|

Pollster: Write down the exact time at which you ended the interview:

|__| |__| : |__| |__|
 Hours Minutes

Pollster: Write down the approximate duration of the interview (in minutes): _____

Ballot 1	President	April 2018	Number
Start time __ __ : __ __	Hour	Minutes	__ __ __

Cross out your answer to this question and deposit the sheet of paper in this urn. As you can see, this sheet is different to an actual ballot and will be only be used for this poll.
Your answer is confidential.

If the presidential election were held today, which party would you vote for?



**RICARDO ANAYA
CORTÉS**



**JOSÉ ANTONIO
MEADE KURIBREÑA**



**RICARDO ANAYA
CORTÉS**



**ANDRÉS MANUEL
LÓPEZ OBRADOR**



**JOSÉ ANTONIO
MEADE KURIBREÑA**



**RICARDO ANAYA
CORTÉS**



**JOSÉ ANTONIO
MEADE KURIBREÑA**



**ANDRÉS MANUEL
LÓPEZ OBRADOR**



**ANDRÉS MANUEL
LÓPEZ OBRADOR**



**MARGARITA ESTER
ZAVALA GÓMEZ DEL
CAMPO**



**JAIME RODRÍGUEZ
CALDERÓN
"EL BRONCO"**