

Pollster	National Survey September 2018	Number
_ _ _ _ _ _ _	Street: _____ # Outdoor: _____ # Indoor: _____	_ _ _ _ _ _ _
Date	Neighbourhood: _____ Municipality: _____ State: _____	Start Time
____/09/2018 DD/MM/YYYY	Federal District: _ _ _ Section: _ _ _ _ _ _ Questionnaire: _____	____:____ Hours Minutes

POLLSTER: REMEMBER TO REGISTER THE NUMBER OF TRIALS YOU CARRY OUT BEFORE GETTING AN INTERVIEW IN THE "RESPONSE REGISTER" FORMAT.

Your answer is confidential, and the information provided will be used for statistical purposes only.

- A) Do you have a voting license?
1) Yes 2) No (Pollster: Render thanks and FINISH the interview)
9) DK/NA (Pollster: Render thanks and FINISH the interview)

|_|_|

- B) Do you vote in this locality?
1) Yes 2) No (Pollster: Render thanks and FINISH the interview)
9) No answer (Pollster: Render thanks and FINISH the interview)

|_|_|

- C) In what year you were born?

|_|_|_|_|_|

- D) How old are you? (Pollster: Render thanks and FINISH the interview if the interviewee is less than 18 years old)

|_|_|_|

MAIN PROBLEMS

- 1) What do you think is the most important problem at the moment?

(Pollster: Rotate options)

- | | |
|-------------------------------|----------------------------|
| 1) Crime and safety | 5) Unemployment |
| 2) Economic crisis | 6) Education |
| 3) Drug trafficking | 7) Other (spo) ¿Which one? |
| 4) Bad government/Politicians | 9) DK/NA (spo) |

MEXICO'S NEW INTERNATIONAL AIRPORT

- A1) Have you heard about the construction of a new airport in the Metropolitan Zone of the Mexican Valley?

- 1) Yes
2) No (Go to section B1) 9) DK/NA (spo) (Go to section B1)

- A2) Could you tell me which places have been mentioned as locations of the new airport?

- 1) Texcoco (spo)
2) Santa Lucía (spo)
3) Santa Lucia Military Air Base (spo)
4) Texcoco and Santa Lucia (spo)
5) Other (spo) _____ 9) DK/DA (spo)

- A3) Do you want ...?

- 1) The construction of the airport to be completed in Texcoco, or
2) A new airport to be built in Santa Lucia's Military Air Base and Mexico City's International Airport Benito Juarez to continue operating
9) DK/DA (spo)

- A4) Could you tell me in which Mexican state is Texcoco located?

- 1) Mexico City
2) State of Mexico
3) Hidalgo
4) Morelos 9) DK/NA (spo) |_|_|

- A5) Could you tell me in which Mexican state is located Santa Lucia's Military Air Base?

- 1) Mexico City
2) State of Mexico
3) Hidalgo
4) Morelos 9) DK/NA (spo) |_|_|

- A6) Which project do consider to be more affordable?

- 1) Finishing the new airport construction in Texcoco, or
2) Building a new airport in Santa Lucia's Military Air Base and paying penalties due to the suspension of the airport construction in Texcoco
9) DK/DA (spo) |_|_|

- A7) Regardless of where the new airport is built, do you consider that...?

- 1) Only the government should build it and run it
2) Only the private enterprise should build it and run it
3) The government and private enterprise should build it and run it together
9) DK/NA (spo) |_|_|

Santa Lucia residents

- A8) If the new airport was built in Santa Lucia, could you arrange the following issues related to this construction, from the most worrisome to you to the least worrisome? (Rotate options)

- 1) Overpopulation
2) Pollution
3) Traffic jams
4) Insecurity
5) Land expropriation
6) Other: _____ (spo) |_|_|

CDMX residents

- A9) If the new airport was built in Santa Lucia, could you arrange the following issues related to this construction, from the most worrisome to you to the least worrisome? (Rotate options)

- 1) Overpopulation
2) Pollution
3) Traffic jams
4) Insecurity
5) Land expropriation
6) Other: _____ (spo) |_|_|

AMLO'S INICIATIVES: MAYA TRAIN

AMLO'S INICIATIVES: MAYA TRAIN

Now we will address other topics.

- B1) Have you heard about the construction of the Maya Train, a touristic train that will travel along the southeast states?

1) Yes 2) No (Go to section C1) 9) DK/DA (Spo; Go to section C1)

|___|

B2) Do you consider that the construction of the Maya Train should be subject of public consultation?

1) Yes

2) No 9) DK/NA

|___|

B3) ¿Do you want...?

1) The Maya Train to be built, or

2) The Maya Train not to be built 9) DK/DA (spo)

AMLO'S INICIATIVES: STRUCTURAL REFORMS

C1) On a scale from 1 to 5, where 1 is highly approve and 5 is highly disapprove, what do you think of the following actions? (Pollster: show card 1)

Pollster: Rotate options	Highly approve					DK/NA (spo)
	1	2	3	4	5	
a) Reducing public officials' salaries even though they have a great responsibility associated to their position	1	2	3	4	5	9
b) Moving Ministries headquarters out of Mexico City even though some cities lack infrastructure to receive them	1	2	3	4	5	9
c) Selling the Presidential Aircraft and having the president, as well as his cabinet flying in commercial airplanes even when they attend important meetings	1	2	3	4	5	9
d) Repelling the Educational Reform of 2014 even if that means stopping quality evaluations to teachers	1	2	3	4	5	9
e) Repelling the Energetic Reform of 2014 even though PEMEX does not have the required resources to find and exploit new oil wells	1	2	3	4	5	9
f) Reducing taxes in States along the northern border even if that only benefits residents of the richest states	1	2	3	4	5	9
g) Producing in our country all the food that is consumed even if this turns out more expensive than buying it abroad	1	2	3	4	5	9
h) That the Army and the Navy remain in the streets even if it's not their appointed function to combat organized crime	1	2	3	4	5	9

IDEOLOGY

D1) Do you agree or disagree with the following actions?

Pollster: Rotate options	Strongly agree	Somewhat agree	Neither agree nor disagree (spo)	Somewhat disagree	Strongly disagree	DK/na (spo)
	a) Decriminalizing abortion across the country	1	2	3	4	5
b) Legalizing same-sex marriage in Mexico	1	2	3	4	5	9
c) Lowering taxes even if there's a quality reduction in public services	1	2	3	4	5	9
d) Allowing the government to control prices of food and basic services	1	2	3	4	5	9

AUTORITARISM AND POPULISM

E1) On a scale from 1 to 7, where 1 means not important and 7 means very important, Hoy important is it to you to live in a democratically governed country? Pollster: Show card 2.

9) DK/NA (spo)

|___|

E2) How would you rate the following forms of government, very good, good, regular, bad or very bad? (On a scale from 1 to 5)

Pollster: Rotate options	Very good	Good	Regular	Bad	Very bad	DK/NA (spo)

a) Having a democratic political system with free elections	1	2	3	4	5	9
b) Having the Army rule	1	2	3	4	5	9
c) Having a president who doesn't have to bother with Congress or elections	1	2	3	4	5	9

E3) Which of the following statements is closest to your view?

1) Democracy is preferable to any other kind of government

2) In some circumstances, a nondemocratic government can be preferable

3) For someone like me, it doesn't matter what kind of government we have

9) DK/NA (spo)

|___|

E4) Do you Strongly agree, Agree, neither agree nor disagree, Disagree, strongly disagree that, in case of emergency, the president takes control over the media?

1) Strongly agree

2) Agree

3) Neither agree nor disagree

4) Disagree

5) Strongly disagree

9) DK/NA (spo)

|___|

E5) On a scale from 1 to 7, where 1 is Highly approve and 7 is Highly disapprove, how much do you approve or disapprove the following statements? (Pollster: Show card 3.)

Pollster: Rotate options	Highly approve						Highly disapprove	DK/NA (spo)
	1	2	3	4	5	6		
a) Politics is a struggle between good and evil	1	2	3	4	5	6	7	9
b) The people, and not politicians, should decide the country's most important matters	1	2	3	4	5	6	7	9
c) I rather be represented by a citizen rather than a professional politician	1	2	3	4	5	6	7	9
d) The government would work better if decisions were taken by non-elected experts instead of politicians or the people	1	2	3	4	5	6	7	9
e) Once the people has decided what's right and what's wrong we should avoid the opposition of a minority	1	2	3	4	5	6	7	9
f) Our president should follow the people's will because the people always know what's right	1	2	3	4			5	9
g) The government would work better if decisions were taken by successful businessmen	1	2	3	4			5	9
h) The power of a few particular interests hinders the development of our country	1	2	3	4			5	9
i) The political and business class have betrayed the people several times	1	2	3	4			5	9

NORTH AMERICA FREE TRADE AGREEMENT

F1) Have you heard about the North American Free Trade Agreement (NAFTA)?

1) Yes

2) No (Go to section T1)

9) DK/NA (spo)

|___|

F2) Do you agree or disagree with Mexico being part of the North American Free Trade Agreement (NAFTA)??

1) Agree

2) Disagree

9) DK/NA (spo)

|___|

F3) Which of the following countries has profited the most with the North American Free Trade Agreement (NAFTA)?

1) Mexico

2) United States

3) Canada

9) DK/NA (spo)

|___|

F4) Which of the following countries has profited the least with the North American Free Trade Agreement (NAFTA)?

1) Mexico

2) United States

3) Canada

9) DK/NA (spo)

|___|

F5) Do you agree or disagree with Mexico signing a new free trade agreement only with the United States and excluding Canada?

- 1) Agree
2) Disagree 9) DK/NA (spo) |__|

LIKELY VOTERS

2) Would you say you are a person who is very interested, interested, not so interested, or not interested at all in politics?

- 1) Very interested 3) Not so interested 9) DK/NA (Spo)
2) Somewhat interested 4) Not interested at all |__|

PARTY IDENTIFICATION

3) 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 99) DK/NA
8) PT less 16) MORENA less |__|

4) For which party would you NEVER vote for in a presidential election? (Pollster: Spontaneous answer)

- 1) PAN 6) Movimiento Ciudadano 11) None
2) PRI 7) Nueva Alianza
3) PRD 8) MORENA
4) PT 9) Encuentro Social 99) DK/NA
5) PVEM 10) Other _____ |__|

IDEOLOGY

5) In politics, people often talk about left and right. In a scale from 1 to 7 where 1 means completely left-leaning and 7 completely right-leaning...

Pollster: Show card 4.

Pollster: Rotate options	Left	Right	DK/NA (spo)
a) Where would you locate yourself?	1 2 3 4 5 6 7		9
b) Where do you locate PAN?	1 2 3 4 5 6 7		9
c) Where do you locate PRI?	1 2 3 4 5 6 7		9
d) Where do you locate PRD?	1 2 3 4 5 6 7		9
e) ¿Where would you locate MORENA?	1 2 3 4 5 6 7		9

EVALUATION OF AUTHORITIES

6) In general, do you approve or disapprove of the way (...) is handling their job? (Pollster: Insist Strongly or approve/disapprove?)

Pollster: Rotate Options	Strongly approve	Somewhat approve	Neither approves nor disapproves	Somewhat disapprove	Strongly disapprove	DK/NA (spo)
a) President Enrique Peña Nieto	1	2	3	4	5	9
b) Governor (Head of Government)	1	2	3	4	5	9
c) Mayor (Delegate)	1	2	3	4	5	9
d) Federal Deputies	1	2	3	4	5	9
e) Senators	1	2	3	4	5	9
f) Local Deputies	1	2	3	4	5	9
g) Army	1	2	3	4	5	9
h) Mexican National Gendarmerie	1	2	3	4	5	9
i) Federal Police	1	2	3	4	5	9
j) Navy	1	2	3	4	5	9
k) Electoral Tribunal of the Federal Judicial Power	1	2	3	4	5	9
l) National Electoral Institute (INE)	1	2	3	4	5	9

ECONOMIC PERFORMANCE

7) Considering the country's economic performance, do you think Mexico is headed on the right path or the wrong path?

- 1) Right path
2) Wrong path 9) DK/NA (Spo) |__|

8) Considering Mexico's economic situation, would you say the economy is much better now, better now, the same, worse now, much worse now than it was a year ago?

- (Polls. If the answer is –same-, ask: Equally good or equally bad?)
1) Much better now 5) Worse now
2) Better now 6) Much worse now
3) As good as it was a year ago (spo)
4) As bad as it was a year ago (spo) 9) DK/NA (spo) |__|

9) Forecasting the country's economic situation for next year, do you think the economy will be much better, better, the same, worse, or much worse than it currently is?

- (Polls. If the answer is –same-, ask: Equally good or equally bad?)
1) Much better now 5) Worse
2) Better now 6) Much worse
3) As good as it is now (spo)
4) As bad as it is now (spo) 9) DK/NA (spo) |__|

10) Considering your current economic situation, would you say it is much better now, better, the same, worse or much worse than it was a year ago?

- (Polls. If the answer is –same-, ask: Equally good or equally bad?)
1) Much better now 5) Worse now
2) Better now 6) Much worse now
3) As good as it was a year ago (spo)
4) As bad as it was a year ago (spo) 9) DK/NA (spo) |__|

11) Considering your economic situation for the following year, would you say that your economy Will be much better, better, the same, worse or much worse than it was a year ago?

- (Polls. If the answer is –same-, ask: Equally good or equally bad?)
1) Much better 5) Worse
2) Better 6) Much worse
3) As good as it is now (spo)
4) As bad as it is now (spo) 9) DK/NA (spo) |__|

MEDIA

12) Can you tell me which activities you carry out every week?	13) 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)?						
Enc: Rotate options	Yes	No	Several times a day	Once a day	A few times a week	Rarely	DK/NA
	a) Watch TV	1	2	1	2	3	4
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
f) Speak with friends and family	1	2	1	2	3	4	9

FOR THOSE WHO ANSWERED THEY WATCH TELEVISION

14) During the week, what are the three television shows you watch the most?

- A1= _____
A2= _____
A3= _____

15) Usually people do not watch the news on television. Do you usually watch the news?

- 1) Yes 2) No 9) DK/NA (spo) |__|

16) What is your favorite news program?

- A1= _____

FOR THOSE WHO ANSWERED THEY LISTEN TO THE RADIO

17) During the week, what are the three radio programs you listen to the most?

A1= _____
 A2= _____
 A3= _____

18) Usually people do not listen to the news on the radio. Do you usually listen to the news?

1) Yes 2) No 9) DK/NA (spo) |____|

19) What is your favorite radio news program?

A1= _____

FOR THOSE WHO ANSWERED THEY DO READ THE NEWSPAPER

20) During the week, which are the three newspaper sections you read the most?

A1= _____
 A2= _____
 A3= _____

21) Usually people do not read newspaper news. Do you usually read the news?

1) Yes 2) No 9) / DK/NA (spo) |____|

22) Who is your favourite columnist?

A1= _____

FOR THOSE WHO ANSWERED THEY DO CHECK THE INTERNET

23) During the week, what are the three internet sites you visit the most?

A1= _____
 A2= _____
 A3= _____

24) Usually people do not read the news on the internet. Do you usually read the news on the internet?

1) Yes 2) No 9) DK/NA (spo) |____|

25) What is your favorite website to read the news?

A1= _____

FOR THOSE WHO ANSWERED THEY DO CHECK SOCIAL MEDIA

26) What are the three social media platforms you use the most?

A1= _____
 A2= _____
 A3= _____

27) Usually people do not follow the news on social media. Do you usually follow the news on your social media?

1) Yes 2) No 9) DK/NA (spo) |____|

28) Which is your favourite news account on social media?

A1= _____

FOR THOSE WHO ANSWERED THEY DO SPEAK WITH FRIENDS AND FAMILY

29) During the week, what are the topics you talk about with friends and family the most?

A1= _____
 A2= _____
 A3= _____

30) Usually people do not talk with friends and family about the news. Do you usually talk about the news with friends and family?

1) Yes 9) / DK/NA (spo) |____|

31) Which theme do you prefer to talk while being with your family and friends?

A1= _____

Pollster: Read out loud: When we check social media, when we use apps to watch videos or listen to music, when we send or receive text messages through apps or when we use browsers, we are using the internet.

T1) Do you use the internet?

1) Yes
 2) No (**Go to T38**) 9) DK/NA (spo) |____|

T2) Do you own a mobile phone?

1) Yes
 2) No (Go to T61) 9) DK/NA (spo) (**Go to T4**) |____|

T3) Is your mobile phone a smartphone?

1) Yes
 2) No (**Go to T45**) 9) DK/NA (spo) |____|

T4) Are you a member of a social media platform such as Twitter, Facebook, YouTube, WhatsApp, or similar?

1) Yes
 2) No (**Go to section E**) 9) DK/NA (spo) (**Go to section E**) |____|

Enc: Rotate	T5) Do you have an account on (...)?		T6) How many hours, a day do you spend on (...), approximately?	
	Yes	No	Register in hours	DK/NA
a) Twitter	1	2		99
b) Facebook	1	2		99
c) Youtube	1	2		99
d) Instagram	1	2		99
e) Whats App	1	2		99

VOTO PASADO

ENCUESTADOR ENTREGUE LA **BOLETA 1** AL ENTREVISTADO Y DIGA:

En estos momentos le voy a dar una hoja con una pregunta, por favor marque su respuesta y deposite la hoja en esta urna o mochila. Como usted ve esta hoja es diferente a las boletas electorales y se usará solamente en esta encuesta. Le recuerdo que su respuesta es confidencial y se utilizará con fines estadísticos.

32) ¿Por cuál partido o candidato votó usted para Presidente en la pasada elección de 2012? **Encuestador: lea opciones 1-4**

- | | |
|--|--|
| 1) PAN-Josefina Vázquez Mota | 5) No pude votar (Esp) |
| 2) PRI-PVEM-Enrique Peña Nieto | 6) No recuerdo (Esp) |
| 3) PRD-PT-MC-Andrés Manuel López Obrador | 7) Otro (Esp): _____ |
| 4) PANAL-Gabriel Quadri de la Torre | 9) Ns/Nc (Esp) ____ |

SOCIO DEMOGRAFIC

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

1) Male
 2) Female |____|

F) 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) ____ |

G) Having in mind your information is only used for statistical purposes, adding up everything earned by your family, what is the monthly income in your home, approximately?

- | | |
|--------------------|---|
| 1) Up to \$1,500 | 4) \$6,001-\$12,000 |
| 2) \$1,501-\$3,000 | 5) More than \$12,000 |
| 3) \$3,001-\$6,000 | 9) DK/NA (spo) ____ |

H) What is your main occupation?

- | | |
|-----------------------------------|-----------------|
| 1) Public sector (not a teacher) | 8) Teacher |
| 2) Self-employed | 9) Unemployed |
| 3) Private sector (not a teacher) | 10) Retired |
| 4) Agricultural sector | 11) Other (spo) |
| 5) Worker | 99) DK/NA (spo) |
| 6) House keeper | |

TECHNOLOGY

7) Student

|_|_|_|

l) What is your marital status?

1) Single

2) Married

3) Free union

4) Divorced

5) Separated

6) Widow

9) DK/NA (spo)

|_|_|

POLLSTER: Ask and write down the name of the pollee

POLLSTER EXPLAIN THE FOLLOWING: "For the purpose of measuring the quality of my work, a person from this company would like to contact you. For this purpose, I would be very grateful if you would provide your number so that he or she can carry out this supervision."

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

|_|_|_| : |_|_|_|

Hour Minutes

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

	NAME	SIGNATURE
<i>Pollster</i>		
Supervisor		

BORRADOR

Ballot 1	Past 2018 Presidential Vote	September 2018	Folio
Street: _____ # Outdoor: _____ # Indoor: _____			_ _ _ _
Neighbourhood: _____			
Municipio: _____		State: _____	
Federal District: _ _ _		Section: _ _ _ _	

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.

In the past Presidential Election, for which party or candidate did you vote?



PARTIDO ACCIÓN NACIONAL
RICARDO ANAYA



PARTIDO REVOLUCIONARIO
INSTITUCIONAL
JOSÉ ANTONIO MEADE



PARTIDO DE LA REVOLUCIÓN
DEMOCRÁTICA
RICARDO ANAYA



PARTIDO DEL
TRABAJO
ANDRÉS MANUEL
LÓPEZ OBRADOR



PARTIDO VERDE ECOLOGISTA DE
MÉXICO
JOSÉ ANTONIO MEADE



MOVIMIENTO CIUDADANO
RICARDO ANAYA



PARTIDO NUEVA ALIANZA
JOSÉ ANTONIO MEADE



MORENA
ANDRÉS MANUEL
LÓPEZ OBRADOR



PARTIDO ENCUENTRO SOCIAL
ANDRÉS MANUEL
LÓPEZ OBRADOR



MARGARITA ZAVALA



JAIME RODRÍGUEZ CALDERÓN
"EL BRONCO"

96) Could not vote

97) Do not remember

98) Other : _____

99) NA(spo)

CARD 1

Strongly
Approve

Strongly
Disapprove

1	2	3	4	5
---	---	---	---	---

CARD 2

Not Important

Very Important

1	2	3	4	5	6	7
---	---	---	---	---	---	---

CARD 3

Strongly
agree

Strongly
Disagree

1	2	3	4	5	6	7
---	---	---	---	---	---	---

CARD 4

Left

Right

1	2	3	4	5	6	7
---	---	---	---	---	---	---