

Pollster _ _ _ _ _ _ _ _	National Survey October 2017		Number _ _ _ _ _ _ _ _
Date ____/09/2017 DD/MM/YYYY	Street: _____	# Outdoor: _____ # Indoor: _____	Start time ____:____ Hours Minutes
	Neighbourhood: _____	Municipality: _____ State: _____	
	Federal District: _ _ _	Section: _ _ _ _ _ _	Type of survey: _____

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) No answer (**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 were you born?
|_|_|_|_|_|
- D) What is your age? (**Suspend the interview if he/she is younger than 18**)
|_|_|_|_| 99) DK/NA (**Spo**)

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.

- AFTER THEY HAVE DEPOSITED BALLOT 1, ASK:**
1a) If you were not to vote for the option you just chose, which would be your second best option? **Pollster: Wait for answer and register**
- 1) PAN 6) Movimiento Ciudadano 11) Other _____
2) PRI 7) Nueva Alianza 12) None (**Spo**)
3) PRD 8) MORENA
4) PT 9) Encuentro Social
5) PVEM 10) Independent candidate 99) DK/NA (**Spo**) |_|_|_|

POLLSTER DELIVER BALLOT 2 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.

- AFTER THEY HAVE DEPOSITED BALLOT 2, ASK:**
1b) If you were not to vote for the option you just chose, which would be your second best option? **Pollster: Wait for the answer and register**
- 1) PAN 6) Movimiento Ciudadano 11) Other _____
2) PRI 7) Nueva Alianza 12) None (**Spo**)
3) PRD 8) MORENA
4) PT 9) Encuentro Social
5) PVEM 10) Independent candidate 99) DK/NA (**Spo**) |_|_|_|

LIKELY VOTERS

- 2) How sure are you of voting on the presidential election for the same party you voted for today?
Pollster: read options
1) Very sure 3) Not so sure
2) Somewhat sure 4) Not sure at all 9) DK/NA (**Spo**) |_|_|
- 3) Which party did you vote for in the presidential election held in 2012?
Pollster: Read options 1-4
1) PAN-Josefina Vázquez Mota 5) I could not vote (**Spo**)
2) PRI-PVEM-Enrique Peña Nieto 6) I do not remember (**Spo**)
3) PRD-PT-MC-Andrés Manuel López Obrador 7) Other (**Esp**): _____
4) PANAL-Gabriel Quadri de la Torre 9) DK/NA (**Espo**) |_|_|
- 4) Do you know when the next presidential election is held? (**Pollster: Spontaneous answer. If the response is -Yes-, ask: When?**)
1) Yes, 1st of July of 2018 3) No
2) Yes, another date _____ 9) DK/NA |_|_|

- 5) In general terms, how interested are you in the next presidential election?
1) Very much 3) Little 9) DK/NA (**Spo**)
2) Somewhat 4) Not at all |_|_|

6) In a scale from 1 to 10, where 1 is not likely you will vote and 10 is very likely you will vote, tell me how likely will you vote in the next presidential election?

1	2	3	4	5	6	7	8	9	10	DK/NA (Spo)
										99

- 7) Would you say you are a person who is very interested, somewhat 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 |_|_|
- 8) The last time you went to a voting booth, when did you decide the party or candidate you were going to vote for?
1) More than a month in advance 4) Other (**Spo**) _____
2) One week in advance
3) The moment I arrived to the voting booth 9) DK/NA (**Spo**) |_|_|
- 9) How regularly do you vote?
1) Always 3) Sometimes 5) Never
2) Almost everytime 4) Barely 9) DK/NA (**Spo**) |_|_|

PARTY IDENTIFICATION

- 10) 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 |_|_|_|
- 11) Regardless of your electoral participation and the party or candidate you prefer, which party do you think will win the next 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
5) PVEM 10) Other _____ 99) DK/NA |_|_|_|
- 12) 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
5) PVEM 10) Other _____ 99) DK/NA |_|_|_|
- 13) Assuming that you will participate to choose the next president, what will have a greater influence on your vote, the candidate or the party?
1) Candidate 3) Both (**Spo**) 9) DK/NA (**Spo**)
2) Party 4) Other (**Spo**) _____ |_|_|

IDEOLOGY

- 14) 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: Rotate	Left	Right	DK/NA (Spo)
a) Where would you be located?	1 2 3 4 5 6 7		9
b) Where would you locate the PAN?	1 2 3 4 5 6 7		9
c) Where would you locate the PRI?	1 2 3 4 5 6 7		9
d) Where would you locate the PRD?	1 2 3 4 5 6 7		9
e) Where would you locate MORENA?	1 2 3 4 5 6 7		9

ALLIANCES

15) Assuming that some parties will make alliances for the next election, if the presidential election were held today, which party or alliance would you vote for? (Pollster: Read options)

- 1) PAN-PRD-MC
- 2) PRI-PVEM-PANAL
- 3) MORENA-PT
- 4) Independent candidate
- 5) Other _____
- 6) None (Spo)
- 9) NK/NA (Spo) |___|

EVALUATION OF AUTHORITIES

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

Pollster: rotate options	Strongly approve	Somewhat approve	Neither approve nor disapprove (Spo)	Somewhat disapprove	Strongly disapprove	NK/NA (Spo)
a) President Enrique Peña Nieto	1	2	3	4	5	9
b) Governor of your state (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) Gendarmería Nacional Mexicana	1	2	3	4	5	9
i) Federal Police						
j) Navy						

17) How would you rate the performance of president Enrique Peña Nieto in the following aspects (very good, good, bad, very bad)? (Pollster: Rotate options each time)

Pollster: Rotate	Very good	Good	Regular (spo)	Bad	Very bad	DK/NA (spo)
a) Fight against corruption	1	2	3	4	5	9
b) Fight against crime	1	2	3	4	5	9
c) Fight against drug trafficking	1	2	3	4	5	9
d) Fight against poverty	1	2	3	4	5	9
e) Job creation	1	2	3	4	5	9
f) Improvement of roads and highways	1	2	3	4	5	9
g) Housing improvement	1	2	3	4	5	9
h) Support to the countryside	1	2	3	4	5	9
i) Tourism promotion	1	2	3	4	5	9
j) Support for women	1	2	3	4	5	9
k) Transparency	1	2	3	4	5	9
l) Support for young people	1	2	3	4	5	9
m) Handling of the economy	1	2	3	4	5	9
n) Education	1	2	3	4	5	9
o) Health services	1	2	3	4	5	9
p) Support for victims of natural disasters	1	2	3	4	5	9

POSITIONING OF CHARACTERS

18a) Have you heard about Margarita Zavala?
 1) Yes 2) No (Go to Q23) 9) DK/NA (Spo) (Go to Q23) |___|

19a) If the previous answer was yes, what have you heard, or know about Margarita Zavala?
 *(Write down up to three answers)
 A1= _____
 A2= _____
 A3= _____

20a) What is your opinion of Margarita Zavala, very good, good, bad or very bad?
 1) Very good 5) Very bad
 2) Good 6) I do not know or do not have a clear opinion (spo)
 3) Regular (spontaneous) 9) No answer
 4) Bad

21a) Why do you have this opinion?
 *(Write down up to three answers)
 A1= _____
 A2= _____
 A3= _____

18b) Have you heard about Ricardo Anaya?
 1) Yes 2) No 9) DK/NA (Spo) |___|

19b) If the previous answer was yes, what have you heard, or know about Ricardo Anaya?
 *(Write down up to three answers)
 A1= _____
 A2= _____
 A3= _____

20b) What is your opinion of Ricardo Anaya, very good, good, bad or very bad?
 1) Very good 5) Very bad
 2) Good 6) I do not know or do not have a clear opinion (spo)
 3) Regular (Spo) 9) No answer
 4) Bad

21b) Why do you have this opinion?
 *(Write down up to three answers)
 A1= _____
 A2= _____
 A3= _____

18c) Have you heard about Andrés Manuel López Obrador?
 1) Yes 2) No 9) DK/NA (Spo) |___|

19c) If the previous answer was yes, what have you heard, or know about Andrés Manuel López Obrador?
 *(Write down up to three answers)
 A1= _____
 A2= _____
 A3= _____

20c) What is your opinion of Andrés Manuel López Obrador, very good, good, bad or very bad?
 1) Very good 5) Very bad
 2) Good 6) I do not know or do not have a clear opinion (Spo)
 3) Regular (Spo) 9) No answer
 4) Bad

21c) Why do you have this opinion?
 *(Write down up to three answers)
 A1= _____
 A2= _____
 A3= _____

18d) Have you heard about Miguel Ángel Mancera?
 1) Yes 2) No 9) DK/NA (Spo) |___|

19d) If the previous answer was yes, what have you heard, or know about Miguel Ángel Mancera?
 *(Write down up to three answers)
 A1= _____
 A2= _____
 A3= _____

20d) What is your opinion of Miguel Ángel Mancera, very good, good, bad or very bad?

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

21d) Why do you have this opinion?

*(Write down up to three answers)

A1= _____
A2= _____
A3= _____

18e) Have you heard about José Antonio Meade?

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

19e) If the previous answer was yes, what have you heard, or know about José Antonio Meade?

*(Write down up to three answers)

A1= _____
A2= _____
A3= _____

20e) What is your opinion of José Antonio Meade, very good, good, bad or very bad?

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

21e) Why do you have this opinion?

*(Write up to three answers)

A1= _____
A2= _____
A3= _____

18f) Have you heard about Miguel Ángel Osorio Chong?

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

19f) If the previous answer was yes, what have you heard, or know about Miguel Ángel Osorio Chong?

*(Write up to three answers)

A1= _____
A2= _____
A3= _____

20f) What is your opinion of Miguel Ángel Osorio Chong, very good, good, bad or very bad?

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

21f) Why do you have this opinion?

*(Write up to three answers)

A1= _____
A2= _____
A3= _____

18g) Have you heard about Aurelio Nuño?

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

19g) If the previous answer was yes, what have you heard, or know about Aurelio Nuño?

*(Write up to three answers)

A1= _____
A2= _____
A3= _____

20g) What is your opinion of Aurelio Nuño, very good, good, bad or very bad?

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

21g) Why do you have this opinion?

*(Write up to three answers)

A1= _____
A2= _____
A3= _____

18h) Have you heard about Pedro Kumamoto?

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

19h) If the previous answer was yes, what have you heard, or know about Pedro Kumamoto?

*(Write up to three answers)

A1= _____
A2= _____
A3= _____

20h) What is your opinion of Pedro Kumamoto, very good, good, bad or very bad?

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

21h) Why do you have this opinion?

*(Write up to three answers)

A1= _____
A2= _____
A3= _____

MAIN PROBLEMS

20) When you think about the problems affecting the country, what do you think is the most important problem at the moment? (Pollster: Rotate options)

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

ECONOMIC PERFORMANCE

21) 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)
- | ____ |

22) 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
 - 2) Better now
 - 3) As good as it was a year ago (Spo)
 - 4) As bad as it was a year ago (Spo)
 - 5) Worse now
 - 6) Much worse now
 - 9) DK/NA (Spo)
- | ____ |

23) 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
 - 2) Better now
 - 3) As good as it is now (Spo)
 - 4) As bad as it is now (Spo)
 - 5) Worse
 - 6) Much worse
 - 9) DK/NA (Spo)
- | ____ |

24) 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
 - 2) Better now
 - 3) As good as it was a year ago (Spo)
 - 4) As bad as it was a year ago (Spo)
 - 5) Worse now
 - 6) Much worse now
 - 9) DK/NA (Spo)
- | ____ |

25) Forecasting your economic situation for next year, do you think it 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
 - 2) Better
 - 3) As good as it is now (Spo)
 - 4) As bad as it is now (Spo)
 - 5) Worse
 - 6) Much worse
 - 9) DK/NA (Spo)
- | ____ |

PUBLIC SECURITY EVALUATION

26) Switching topics, if you compare the country's current public security situation with the situation a year ago, would you say it has improved or worsened?

(Polls. Insist: Improved/Worsened a lot or a little?)

- 1) Improved a lot
 - 2) Improved a little
 - 3) Still the same (Spo)
 - 4) Worsened a little
 - 5) Worsened a lot
 - 9) DK/NA (Spo)
- | ____ |

27) Thinking about the next 12 months, would you say public security in the country will improve or will get worse? **(Polls. Insist: Improve/Get worse a lot or a little?)**

- 1) Will improve a lot
 2) Will improve a little
 3) Will stay the same **(Spo)** 9) DK/NA **(Spo)** | ___ |
- 4) Will get worst a little
 5) Will get worst a lot

28) Were you an assault or robbery victim in the past 12 months, in the period between **September of 2016 and September of 2017?**

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

VOTING REASONS

29) How much will the government performance affect your vote decision?

- 1) A lot 3) A little
 2) Somewhat 4) Nothing 9) DK/NA **(Spo)** | ___ |

30) When deciding how to vote, how much do party ads in (...) influence you, a lot, somewhat, a little or nothing?

Pollster: Rotate	A lot	Somewhat	A little	Nothing	DK/NA (Spo)
a) TV	1	2	3	4	9
b) Newspapers	1	2	3	4	9
c) Radio	1	2	3	4	9
d) Internet	1	2	3	4	9
e) Billboards	1	2	3	4	9
f) Painted walls	1	2	3	4	9
g) Twitter	1	2	3	4	9
h) Facebook	1	2	3	4	9
i) Youtube	1	2	3	4	9
j) Whatsapp messages					

INDEPENDENT CANDIDATES

Independent candidates were introduced in the last elections. They do not belong to a political party.

A1) Have you voted for an independent candidate or not?

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

A2) What is your opinion of independent candidates, very good, good, bad or very bad?

- 1) Very good 4) Bad
 2) Good 5) Very bad
 3) Regular (spo) 9) DK/NA (spo)

A3) Who do you think (...) a politician or an independent candidate?

Polls: Rotate	Politician	Independent	DK/NA
a) Has a better performance in public office	1	2	9
b) Is less corrupt	1	2	9
c) Fullfills their promises	1	2	9
d) Is closer to the people			

A4) What is your opinion about the politicians who quit their party to run as independent candidates, very good, good, bad or very bad?

- 1) Very good 4) Bad
 2) Good 5) Very bad
 3) Regular (spo) 9) DK/NA (spo)

HEAD-TO-HEAD MATCHUPS

Ca_pri) Who do you prefer as a candidate of the Institutional Revolutionary Party (PRI) to the Presidency? *(Rotate options)

- 1) José Antonio Meade 5) None
 2) Aurelio Nuño 6) Other, which one? _____
 3) José Narro 7) I don't know
 4) Miguel Ángel Osorio Chong 8) No answer

Ca_pan) Who do you prefer as a candidate of the National Action Party (PAN) to the Presidency? *(Rotate options)

- 1) Ricardo Anaya 5) None
 2) Rafael Moreno Valle 6) Other, which one? _____
 3) Miguel Ángel Yunes 7) I do not know
 4) Juan Carlos Romero Hicks 8) No answer

Ca_prd) Who do you prefer as a candidate of the Party of the Democratic Revolution (PRD) for president? *(Rotate options)

- 1) Miguel Ángel Mancera 5) None
 2) Silvano Aureoles 6) Other, which one? _____
 3) Juan Zepeda 7) I do not know
 4) Graco Ramírez 8) No answer

Ca_fcm) Who do you prefer as a candidate of the Citizen Front for Mexico (PAN-PRD-MC)? *(Rotate options)

- 1) Ricardo Anaya 5) None
 2) Miguel Ángel Mancera 6) Other, which one? _____
 3) Silvano Aureoles 7) I don't know
 4) Rafael Moreno Valle 8) No answer

Ca_ind) Who do you prefer as an independent candidate? *(Rotate options)

- 1) Margarita Zavala 6) None
 2) Jaime Rodríguez Calderón 7) Other, which one? _____
 3) Pedro Ferriz de Con 8) I do not know
 4) María de Jesús Patricio Martínez 9) No answer
 5) Armando Ríos Piter

GENERAL HEAD-TO-HEAD MATCHUPS

If the presidential election was only between (...) Who would you vote for? *(Rotate options)

- Ca1) 1. Andrés Manuel López Obrador (Morena-PT),
 2. Miguel Ángel Osorio Chong (PRI-PVEM-PANAL),
 3. Ricardo Anaya (PAN),
 4. Miguel Ángel Mancera (PRD),
 5. Margarita Zavala (Independent),
 6. Other (Spontaneous)
 7. None (Spontaneous),
 8. I do not know, 99. No answer (___)

- Ca2) 1. Andrés Manuel López Obrador (Morena-PT),
 2. José Antonio Meade (PRI-PVEM-PANAL),
 3. Ricardo Anaya (PAN),
 4. Miguel Ángel Mancera (PRD),
 5. Margarita Zavala (Independent),
 6. Other (Spontaneous)
 7. None (Spontaneous),
 8. I do not know,
 99. No answer (___)

- Ca3) 1. Andrés Manuel López Obrador (Morena-PT),
 2. Aurelio Nuño (PRI-PVEM-PANAL),
 3. Ricardo Anaya (PAN),
 4. Miguel Ángel Mancera (PRD),
 5. Margarita Zavala (Independent),
 6. Other (Spontaneous)
 7. None (Spontaneous),
 8. I do not know,
 99. No answer (___)

Ca4) Considering the alliances between parties, if the presidential election was only between (...) who would you vote for?

- *(Rotate options)
 a) 1. Andrés Manuel López Obrador (Morena-PT),
 2. Miguel Ángel Osorio Chong (PRI-PVEM-PANAL),
 3. Ricardo Anaya (PAN-PRD-MC),
 4. Margarita Zavala (Independent),
 5. Other (Spontaneous)
 6. None (Spontaneous),
 7. I do not know,
 99. No answer (___)

- Ca5) 1. Andrés Manuel López Obrador (Morena-PT),
 2. José Antonio Meade (PRI-PVEM-PANAL),
 3. Ricardo Anaya (PAN-PRD-MC),
 4. Margarita Zavala (Independent),
 5. Other (Spontaneous)
 6. None (Spontaneous),
 7. I do not know,
 99. No answer (___)

-OPTION 1- TYPE A-B-C OF THE SURVEY

C10_abc) Usually people do not read newspaper news. Do you usually read the news?

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

-OPTION 2- TYPE D-E-F OF THE SURVEY

C10_def) Do you usually read the news?

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

C11) Who is your favourite columnist?

A1= _____

FOR THOSE WHO ANSWERED THEY DO CHECK THE INTERNET

C12) During the week, what are the three internet sites you visit the most?

A1= _____

A2= _____

A3= _____

-OPTION 1- TYPE A-B-C OF THE SURVEY

C13_abc) 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) |___|

-OPTION 2- TYPE D-E-F OF THE SURVEY

C13_def) Do you usually read the news on the internet?

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

C14) What is your favorite website to read the news?

A1= _____

FOR THOSE WHO ANSWERED THEY DO CHECK SOCIAL MEDIA

C15) are the three social media platforms you use the most?

A1= _____

A2= _____

A3= _____

-OPTION 1- TYPE A-B-C OF THE SURVEY

C16_abc) 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) |___|

- OPTION 2- TYPE D-E-F OF THE SURVEY

C16_def) Do you usually follow the news on your social media?

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

C17) Which is your favourite news account on social media?

A1= _____

FOR THOSE WHO ANSWERED THEY DO SPEAK WITH FRIENDS AND FAMILY

C18) During the week, what are the topics you talk about with friends and family the most?

A1= _____

A2= _____

A3= _____

-OPTION 1- TYPE A-B-C DE OF THE SURVEY

C19_abc) 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 2) No 9) / DK/NA (Spo) |___|

- OPTION 2- TYPE D-E-F OF THE SURVEY

C19_def) Do you usually talk about the news with friends and family?

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

C20) When you talk with friends and family about the news, what is your favourite topic?

A1= _____

TECHNOLOGY

INTERNET USE AND ACCESS

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.

T13) Do you use the internet?

1) Yes 2) No (Go to T37) 9) DK/NA (Spo) (Go to T37) |___|

T16) When you use the internet, approximately how many hours do you spend on it?

|___| |___| Hours 99) DK/NA (Spo)

T17) Approximately how long have you been an internet user for?

|___| |___| years 99) DK/NA (Spo)

T18) Now please tell me, which of the following devices do you use to connect to the internet?	T19) How often do you use (...) to connect to the internet?								
Pollster: Rotate If you do not have the device write down 2 (No)	Yes	No	Daily	Once a week	Once every two weeks	Once a month	Once every two months or more	DK/NA	
	a) Desktop	1	2	1	2	3	4	5	9
b) Laptop	1	2	1	2	3	4	5	9	
c) Tablet	1	2	1	2	3	4	5	9	
d) Smartphone	1	2	1	2	3	4	5	9	
e) Kindle (digital book reader)	1	2	1	2	3	4	5	9	
f) Smart TV	1	2	1	2	3	4	5	9	
g) Game console	1	2	1	2	3	4	5	9	

T20) Where do you usually connect to the internet?

Pollster: Rotate	Yes	No	DK/NA	
a) Home	1	2	9	
b) Workplace	1	2	9	
c) School	1	2	9	
d) Cybercafe	1	2	9	
e) Anywhere through a smartphone or tablet	1	2	9	
f) Public places	1	2	9	
g) Public transport	1	2	9	

FAKE NEWS

X1) Have you heard or not about the sale of plastic rice in Mexico?

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

X2) Do you consider this news is real or not?

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

X3) Have you heard the term "fake news"?

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

"Fake news" is a term that has been used lately to refer to false news.

X4) How easy or difficult is it for you to identify "fake news"?

- 1) Very easy
- 2) Easy
- 3) Difficult
- 4) Very difficult

X5) What actions do you take when you take when you receive or read news to know if it is false or not?

- 1) Verify the sources
- 2) Read the comments that there might be about the news
- 3) Search for the news in prestigious media outlets
- 4) Ask someone who knows more about the topic
- 5) Other (Spo)
- 6) I do not take any action to verify the information
- 9) DK/NA

X6) What do you think is the purpose of spreading false news?

- 1) Create panic
- 2) Gain followers or subscribers
- 3) Misinform
- 4) Create confusion
- 5) None in particular
- 6) Other (Spo)
- 7) DK/NA (Spo)

MOBILE PHONES

T38) Do you own a mobile phone?

1) Yes 2) No (Go to T61) 9) DK/NA (Spo) (Go to T61) |___|

T39) Do you pay your mobile phone through prepaid cards or a plan?

1) Prepaid card 2) Plan 9) DK/NA (Spo) |___|

T40) Approximately how much do you spend on your mobile phone per month?

- 1) \$100 - \$300
- 2) \$301 - \$500
- 3) \$501 - \$1000
- 4) \$1001 - \$1500
- 5) More than \$1500
- 9) DK/NA (Spo)

T41) With what company do you have your mobile phone contract?

- 1) Telcel 4) Unefon
 2) Movistar 5) Other (Spo): _____
 3) AT&T 9) DK/NA (Spo) |__|

T42) Is your mobile phone a smartphone?

- 1) Yes 2) No (Go to T45) 9) DK/NA (Go to T44) |__|

T43) In a scale from 1 to 5 where 1 is beginner and 5 is expert, how would you rate your skills in managing a smartphone?

						DK/NA (Spo)
1	2	3	4	5		9

T44) Does your mobile phone have access to the internet?

- 1) Yes 2) No (Go to T48) 9) DK/NA (Spo) (Go to T47) |__|

T46) Did you connect yesterday to the internet on your mobile phone?

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

T47) Do you connect to the internet on your mobile phone through WiFi or a 3G service?

- 1) WiFi 2) 3G service or similar 9) DK/NA (Spo) |__|

SOCIAL MEDIA

T61) Are you a member of a social media platform such as Twitter, Facebook, Youtube, Whatsapp, or similar?

- 1) Yes 2) No (Go to T79) 9) DK/NA (Spo) (Go to T79) |__|

Pollster: Rotate	T62) Do you have an account on (...)?		Register in hours	DK/NA
	Yes	No		
a) Twitter	1	2		99
b) Facebook	1	2		99
c) Myspace	1	2		99
d) LinkedIn	1	2		99
e) Tumblr	1	2		99
f) Youtube	1	2		99
g) Vimeo	1	2		99
h) Instagram	1	2		99
i) Google Plus	1	2		99
j) Pinterest	1	2		99
k) Hi5	1	2		99
l) Metroflog	1	2		99
m) Taringa	1	2		99
n) Blogger	1	2		99
o) Snapchat	1	2		99
p) Spotify	1	2		99
q) Whatsapp	1	2		99
r) Waze	1	2		99
s) Kik	1	2		99

T64) Which account do you use the most? (Pollster: Spontaneous)

- 1) Twitter 12) Metroflog
 2) Facebook 13) Taringa
 3) Myspace 14) Blogger
 4) LinkedIn 15) Snapchat
 5) Tumblr 16) Spotify
 6) Youtube 17) Whatsapp
 7) Vimeo 18) Waze
 8) Instagram 19) Kik
 9) Google Plus 20) Other _____
 10) Pinterest 21) Ninguna
 11) Hi5 99) Ns/Nc |__|__|

T65) Approximately, how many friends or "contacts" do you have in the account you use the most?

- |__|__|__|__| Friends or contacts 9999) DK/NA (Spo)

SOCIAL DESIRABILITY (M-C/20)

I will read outloud a list of phrases which are related to personal attitudes and I want you to decide if you identify with (True) or not (False) with the content of each phrase.

Pollster: Rotate	True	False
b) I never hesitate to leave what I am doing to help someone in trouble	1	2
d) I have never really despised someone	1	2
f) Sometimes I am unhappy when I can't do things my way	1	2
k) Sometimes I like gossip	1	2
l) There have been times when I have had feelings of rebellion against people with authority even when knowing that they were right	1	2
n) Sometimes I play dumb to get rid of someone	1	2
o) On some occasion I have taken advantage of someone	1	2
p) When I make a mistake I am always willing to admit it	1	2
q) I always try to do what I preach	1	2
s) Sometimes I try to take revenge instead of forgiving or forgetting what someone has done to me	1	2
t) When I don't know something I don't mind to admit it	1	2
u) I am always polite, even with unpleasant people	1	2
v) Sometimes I insist on doing things my way	1	2
w) On some occasions I feel I am sly	1	2
x) I have never let someone get punished for things I had done	1	2
y) I never get angry when people ask me to return a favor	1	2
z) I never get irritated when people express ideas very different to mine	1	2
ab) On some occasions I have felt very jealous of other people's good fortune	1	2
ad) Sometimes it bothers me that people ask me favours	1	2
ag) I have never said something on purpose that could hurt someone's feelings	1	2

XIX. SOCIO DEMOGRAPHIC

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, approximately what is the monthly income in your home?

- 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
 7) Student |__|__|

I) What is your marital status?

- 1) Single 5) Separated
 2) Married 6) Widow
 3) Free union
 4) Divorced 9) DK/NA |__|

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:

|_|_| : |_|_|
Hours Minutes

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

	Name	Signature
<i>Pollster</i>		
Supervisor		

BORRADOR

Ballot 1	president	October 2017	Folio
Street: _____ # Outdoor: _____ # Indoor: _____			_ _ _ _
Neighbourhood: _____			
Municipality: _____		State: _____	
Federal District: _ _ _	Section: _ _ _ _ _		

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?



Ballot 1	Federal Deputy	October 2017	Folio
Street: _____ # Outdoor: _____ #			_ _ _ _
Indoor: _____ Neighbourhood: _____			
Municipality: _____		State: _____	
Federal District: _ _ _	Section: _ _ _ _ _		

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 federal deputy election were held today, what party would you vote for?

