

Roper Center Archives Update
July, 2006



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➤ Highlights:

- 3 new Cable News Network/USA Today Polls conducted by Gallup Organization from February-March, 2006 including *The Aftermath of Hurricane Katrina* sample of New Orleans residents.
- *Public Attitudes Toward Painkiller Abuse* conducted by Schulman, Ronca, & Bucuvalas, Inc. for Reckitt Benckiser Pharmaceuticals Inc. from May 13-June 14, 2005.
- Politics and Public Service & College Undergraduate 4 polls conducted by Institute of Politics at Harvard University in 2003, 2004, 2005 and 2006.

New Studies

United States -- National adult samples

- Study Title:** Gallup/CNN/USA Today Poll # 2006-10: Government and Business/Politics
Study #: [USAIPOCNUS2006-10](#) 
Methodology: Survey by: Cable News Network and USA Today
Conducted by Gallup Organization, February 28-March 1, 2006, and based on telephone interviews with a National adult sample of 1,020.
Variables: 138
Topical Coverage: George W. Bush job performance (6); political party to win Congressional election (1); Dick Cheney job performance (1); characteristics for George W. Bush (4); political party handling terrorism and military threats (1); big business power over Bush administration (1); Bush attention to administration (1); Congress and ethics (1); war in Iraq (5); sale of cargo operations (9); opinion of Arab and Muslim allies (1); terrorist infiltration (6).
- Study Title:** Gallup/CNN/USA Today Poll # 2006-11: Iraq/Price of Gasoline
Study #: [USAIPOCNUS2006-11](#) 
Methodology: Survey by: Cable News Network and USA Today
Conducted by Gallup Organization, March 10-12, 2006, and based on telephone interviews with a National adult sample of 1,001.
Variables: 183
Topical Coverage: George W. Bush job performance (3) political party candidate for Congress (1); political party best able to handle certain issues (3); Iraq issue affecting vote for Congressman (1); economy (2); situation in Iraq (18); personal involvement with Iraq (10); gas prices (3); abortion (1); air travel (1); foreign owned cargo companies in U.S. ports (1); energy situation (8); hybrid cars (1); supply of oil (2); terrorist attacks on oil facilities (1); alternative fuel (2); financial situation and issues (10); divorce (1); finances affecting divorce (1); baseball (4).
- Study Title:** SRBI/Reckitt Benckiser Poll # 2005-3468: Public Attitudes Toward Painkiller Abuse
Study #: [USSRBI2005-3468](#) 
Methodology: Survey by: Reckitt Benckiser Pharmaceuticals Inc.
Conducted by Schulman, Ronca, & Bucuvalas, Inc., May 13-June 14, 2005, and based on telephone interviews with a National adult sample of 1,503.
Variables: 397
Topical Coverage: Quality of life (1); worsening factors for certain issues (1); community changes (4); drugs in community (1); opinions on drug addiction (10); drug abuse affecting other problems (7); addiction contributing to other problems (5); opinions on drug addicts (4); addicts seeking help (2); problems in treating addicts (8); knowledge of prescription pain killer additives (2); knowledge of someone addicted to prescription pain killers (4); prescription pain killer vs. heroin abuse (4); groups who become drug addicts (9); access to heroin and prescription pain killers (2); treatment options for addicts (15); treatment in doctor's office (8); ability to tell if someone is an addict (2); resource base for drug knowledge (1).

United States -- Other samples

Study Title: Gallup/CNN/USA Today Poll # 2006-08: Aftermath of Hurricane Katrina

Study #: [USAIPOCNUS2006-08](#) 

Methodology: Survey by: Cable News Network and USA Today
Conducted by Gallup Organization, February 18-26, 2006, and based on telephone interviews with a Adult residents of New Orleans, LA sample of 804.

Variables: 106

Topical Coverage: Normal life after Hurricane Katrina (4); availability of certain items after Hurricane Katrina (8); worries after Hurricane Katrina (4); preferred place of residence (3); previous home (2); finances and insurance (4); Hurricane Katrina affecting family (1); employment before and after Hurricane Katrina (2); future of New Orleans (1); Mardi Gras (1); certain people handling Hurricane Katrina (5); rebuilding New Orleans (4); New Orleans dealing with another Hurricane (2); confidence in levees (1); upcoming Mayoral election (6); Ray Nagin's "chocolate city" (1).

Study Title: IOP Poll # 2003-UGRAD: Survey name: Politics and Public Service & College Undergraduate Survey 2003

Study #: [USIOP2003-UGRAD](#) 

Methodology: Conducted by Institute of Politics at Harvard University, October 3-12, 2003, and based on telephone interviews with a Undergraduate College Students sample of 1,202.

Variables: 87

Topical Coverage: College enrollment (1); citizenship (1); students registered to vote (1); likelihood of voting (3); absentee or polling place (3); involvement in extracurricular activities (7); political activism and involvement (3); likelihood of being politically active (3); likelihood of contributing to community (1); consideration of career and employment choices (6); political engagement solving problems (2); effectiveness of Community volunteerism (2); comparing against parents (3); opinions on certain statements (9); direction of country (1); following presidential election (1); George W. Bush job performance (3); Democratic candidate for president (1); important qualities in a president (2); methods of receiving campaigning information (1); campaign blogging (2); U.S. and Iraq war (6); trust in military (1); feelings on September 11 (1); patriotism (1); future job prospects (1); celebrity involvement in political issues (2); discussions of politics (2); contacts with politic officials (1); high school involvement in community service (1).

Study Title: IOP Poll # 2004-UGRAD: Survey name: Politics and Public Service & College Undergraduate Survey 2004

Study #: [USIOP2004-UGRAD](#) 

Methodology: Conducted by Institute of Politics at Harvard University, March 13-23, 2004, and based on telephone interviews with a Undergraduate College Students sample of 1,205.

Variables: 57

Topical Coverage: College enrollment (1); students registered to vote (1); likelihood of voting in presidential election (1); direction of country (1); George W. Bush job performance (2); John Kerry (1); George Bush vs. John Kerry (2); campaign for president (1); qualities of candidates (2); U.S. involvement in Iraq (1); same-sex/homosexual marriage (1); future job prospects (1); liberal vs. conservative views (1); philosophies of the parties (1); opinions on certain statements (12); behaviors and characteristics of candidates (9); patriotism (1); preferred candidate for roommate (1); reality show involvement (1).

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Study Title: IOP Poll # 2005-UGRAD: Survey name: Politics and Public Service & College Undergraduate Survey 2005

Study #: [USIOP2005-UGRAD](#) 

Methodology: Conducted by Institute of Politics at Harvard University, October 10- 18, 2005, and based on telephone interviews with a Undergraduate College Students sample of 1,204.

Variables: 107

Topical Coverage: College enrollment (2); students registered to vote (1); liberal vs. conservative views (1); political activism and involvement (6); direction of country (1); George W. Bush job performance (1); U.S. handling Iraq (1); Hurricane Katrina (3); opinions on supreme court nominations (3); Harriet Miers (4); extracurricular involvement (6); online political involvement (2); likeliness to be politically active (2); likeliness to provide community service (1); opinions on political activities (11); effectiveness of political engagement (2); effectiveness of community volunteerism (2); trust in individuals and institutions (5); ethics of congress (1); opinions on politics and public service (20); involvement with news and information (8).

Study Title: IOP Poll # 2006-UGRAD: Survey name: Politics and Public Service & College Undergraduate Survey 2006

Study #: [USIOP2006-UGRAD](#) 

Methodology: Conducted by Institute of Politics at Harvard University, March 13-27, 2006, and based on telephone interviews with a Undergraduate College Students sample of 1,200.

Variables: 87

Topical Coverage: College enrollment (2); students registered to vote (1); liberal vs. conservative views (1); knowledge of voter registration materials (1); political activism (1); direction of country (2); George W. Bush job performance (1); abortion (2); wiretapping (3); Hillary Rodham Clinton vs. John McCain (1); opinions on certain statements (25); influence of religion (2); importance of candidate's religion (1); U.S. foreign policy (12); U.S. handling Iraq (1); involvement on Facebook.com (3); students posting information online (1); future job perspectives (1); possession of students loans (1); religious and spiritual growth (2); importance of religion (1); religious preference (2); ethnic affiliation (2).

Revised Studies

United States -- National adult samples

Study Title: Gallup Poll # 1947-0395: Labor Legislation/Vacation/Politics
Study #: [USAIPO1947-0395](#)
Methodology: Conducted by Gallup Organization, April 25-30, 1947, and based on face to face interviews with a National adult sample of 3,142.
Variables: 79
Topical Coverage: Inflation (1); possibility of another American building a fortune like Henry Ford (2); labor legislation (7); if Roosevelt was alive would he be doing the same actions toward Russia (1); vacation trip this summer (8); Harry Truman job performance (3); Russia (1); number of hours worked yesterday (1); number of hours worked in the last week (1); opinions on 44 hour standard work week (1); America taking in displaced people--Polish, Jews and other (2); financial better/worse off since war (2); federal budget surplus (1); read any books recently (3); x-ray (4); 1948 presidential election (2); meaning of "industrywide bargaining" (4); vote in the 1944 presidential election (1).

Study Title: Gallup Poll # 1947-0398: Politics/Peace Treaty
Study #: [USAIPO1947-0398](#)
Methodology: Conducted by Gallup Organization, June 6-11, 1947, and based on face to face interviews with a National adult sample of 3,171.
Variables: 79
Topical Coverage: Atoms bombs (2); inflation and wages (1); law about labor unions (3); teachers' salaries (3); lynching trial in Greenville, South Carolina (2); lynchings and the federal government (2); knowledge of license plate number (1); vote for a presidential candidate from the new liberal political Henry Wallace wants to start (1); opinion of Henry Wallace (1); attend adult classes (2); peace treaty including/not including Russia (2); mental hospitals in respondent's state (4); prefer to own a business or work for someone else (2); assisted suicide (2); government ownership of electric companies (2); political party vote for in presidential election if held today (1); vote in the 1944 presidential election (2).

Study Title: Gallup Poll # 1948-0424: 1948 Presidential Election
Study #: [USAIPO1948-0424](#) 
Methodology: Conducted by Gallup Organization, August 20-25, 1948, and based on face to face interviews with a National adult sample of 3,087.
Variables: 27
Topical Coverage: Prohibition (1); election day as a national holiday (1); Omar N. Bradley (2); Frank Newton (2); plan to vote in November election (2); 1948 presidential election (5); women school teachers smoking outside of school (1); vote in 1944 presidential election (2).

Study Title: Gallup Poll # 1948-0426: 1948 Presidential Election
Study #: [USAIPO1948-0426](#) 
Methodology: Conducted by Gallup Organization, September 10-15, 1948, and based on face to face interviews with a National adult sample of 3,029.
Variables: 21
Topical Coverage: Prohibition (1); interest in upcoming presidential election (1); plan to vote in November election (2); 1948 presidential election (4); Wallace on presidential election ballot in your state (1); women school teachers smoking outside of school (1); vote in 1944 presidential election (1).

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Study Title: Gallup Poll # 1948-0428: 1948 Presidential Election
Study #: [USAIPO1948-0428](#) 
Methodology: Conducted by Gallup Organization, September 23-28, 1948, and based on face to face interviews with a National adult sample of 3,066.
Variables: 27
Topical Coverage: Prohibition (1); interested in upcoming presidential election (1); knowledge of J. Edgar Hoover in the news recently (2); knowledge of Frank J. Snyder in the news recently (2); plan to vote in November election (2); 1948 presidential election (3); political party vote for in Congressional election (1); candidate to win state in presidential election (1); women school teachers smoking outside of school (1); vote in 1944 presidential election (1).

Study Title: Gallup Poll # 1957-0587: Politics/Teachers and Schools
Study #: [USAIPO1957-0587](#) 
Methodology: Conducted by Gallup Organization, August 8-13, 1957, and based on face to face interviews with a National adult sample of 1,542.
Variables: 47
Topical Coverage: Respondent's ability to swim (2); Dwight Eisenhower job performance (1); save/collect trading stamps (1); unemployment in respondent's community (1); inflation (1); presidential election (4); product associated with the brand name "Norelco" (1); teachers and the education system (15); respondent's knowledge of certain leaders (4); definition of "Automation" (2); brands of electric shavers (1); written to a Congressman in the last year (1); vote in any election (1); political party to win election (1); vote in last November 1956 election (1); rent/own home (4).

Study Title: Gallup/CNN/USA Today Poll # 1995-9511021: Mid-November Flash Poll
Study #: [USAIPOCNUS1995-9511021](#) 
Methodology: Survey by: Cable News Network and USA Today
Conducted by Gallup Organization, November 17-18, 1995, and based on telephone interviews with a National adult sample of 600.
Variables: 23
Topical Coverage: Bill Clinton job performance(1); 1996 election(3); Republican candidates(2); federal government shutdown(2); budget negotiations(5); Republican budget plan(1).

Study Title: Gallup/CNN/USA Today Poll # 1998-9809036: Clinton/Lewinsky scandal
Study #: [USAIPOCNUS1998-9809036](#) 
Methodology: Survey by: Cable News Network and USA Today
Conducted by Gallup Organization, September 23-24, 1998, and based on telephone interviews with a National adult sample of 1,046.
Variables: 52
Topical Coverage: Bill Clinton job performance (4); Election for congress (2); Upcoming election (7); Investigation of Bill Clinton (13); Congressional election (2); Video tape of Bill Clinton's testimony (2).

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Study Title: Gallup/CNN/USA Today Poll # 1999-9908036: Air Travel/Summer Drought/Taxes
Study #: [USAIPOCNUS1999-9908036](#) 
Methodology: Survey by: Cable News Network and USA Today
Conducted by Gallup Organization, August 3-4, 1999, and based on telephone interviews with a National adult sample of 1,048.
Variables: 77
Topical Coverage: Bill Clinton job performance (2); Political leaders job performance (2); Bill Clinton vs. Republicans in Congress (3); Legislation passed this year (4); Tax Cut Bill (4); Medicare prescription drug coverage (1); Rating of present/past president (5); Clinton Impeachment (1); Gun Control (1); Violence in work place (2); Weather (2); Air Conditioning (2); Drought (2); Hillary Rodham Clinton as US Senator (1); Hillary Clinton's magazine interview (1); Flying/Airplanes (18); Best University in US (1); Watergate (3); Clinton/Lewinsky Scandal vs. Watergate (1).

Study Title: Los Angeles Times Poll # 2001-455: George W. Bush's Tax Cut Proposal
Study #: [USLAT2001-455](#) 
Methodology: Conducted by Los Angeles Times, March 3-5, 2001, and based on telephone interviews with a National adult sample of 1,449.
Variables: 81
Topical Coverage: Direction of country (1); most important problems facing the country (9); Democrats vs. Republicans (1); trust of Washington (1); political parties (1); George W. Bush job performance (1); Cabinet appointments (2); George W. Bush (11); Dick Cheney (2); economy (3); people in news (3); California energy crisis (1); taxes (8); finance reform (1); abortion (4); Supreme Court (2); Bill Clinton (7).

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Mexico

- Study Title:** Consulta/Mitofsky/Televisa Poll # 1998-AGUAS: Aguascalientes Governor Exit Poll, 1998
Study #: [MXMI 1998-AGUAS](#) 
Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, August 2, 1998, and based on self-administered interviews with 5,307 Voters exiting polling booths from the state of Aguascalientes.
Variables: 16
Topical Coverage: Respondent able/unable to vote (2); Otto Granados Roldan job performance (1); moment when respondent made a decision on which candidate to vote for (1); candidate voted for the 1998 gubernatorial election (1).
- Study Title:** Consulta/Mitofsky/Televisa Poll # 1998-DURANGO: Durango Governor Exit Poll, 1998
Study #: [MXMI 1998-DURANGO](#) 
Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, July 5, 1998, and based on self-administered interviews with 2,522 Voters exiting polling booths from the state of Durango.
Variables: 12
Topical Coverage: Respondent able/unable to vote (2); Maximiliano Silerio Esparza job performance (1); moment when respondent made a decision on which candidate to vote for (1); candidate voted for the 1998 gubernatorial election (1).
- Study Title:** Consulta/Mitofsky/Televisa Poll # 1998-OAXACA: Oaxaca Governor Exit Poll, 1998
Study #: [MXMI 1998-OAXACA](#) 
Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, August 2, 1998, and based on self-administered interviews with 3,089 Voters exiting polling booths from the state of Oaxaca.
Variables: 16
Topical Coverage: Respondent able/unable to vote (2); Diodoro Carrasco job performance (1); moment when respondent made a decision on which candidate to vote for (1); candidate voted for the 1998 gubernatorial election (1).
- Study Title:** Consulta/Mitofsky/Televisa Poll # 1998-PUEBLA: Puebla Governor Exit Poll, 1998
Study #: [MXMI 1998-PUEBLA](#) 
Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, November 8, 1998, and based on self-administered interviews with 3,231 Voters exiting polling booths from the state of Puebla.
Variables: 32
Topical Coverage: Respondent able/unable to vote (2); Manuel Bartlett Diaz job performance (1); moment when respondent made a decision on which candidate to vote for (1); source of information about the elections and political parties (8); most important source of information (2); political parties (7); candidate voted for the 1998 gubernatorial election (1).

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- Study Title:** Consulta/Mitofsky/Televisa Poll # 1998-SINALOA: Sinaloa Governor Exit Poll, 1998
Study #: [MXMI1998-SINALOA](#) 
- Methodology:** Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, November 8, 1998, and based on self-administered interviews with 2,605 Voters exiting polling booths from the state of Sinaloa.
- Variables:** 33
Topical Coverage: Respondent able/unable to vote (2); Renato Vega Alvarado job performance (1); moment when respondent made a decision on which candidate to vote for (1); source of information about the elections and political parties (8); most important source of information (2); political parties (7); candidate voted for the 1998 gubernatorial election (1).
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- Study Title:** Consulta/Mitofsky/Televisa Poll # 1998--TLAXCALA: Tlaxacala Governor Exit Poll, 1998
Study #: [MXMI1998-TLAXCALA](#) 
- Methodology:** Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, November 8, 1998, and based on self-administered interviews with 5,497 Voters exiting polling booths from the state of Tlaxacala.
- Variables:** 32
Topical Coverage: Respondent able/unable to vote (2); Antonio Alvarez Lima job performance (1); moment when respondent made a decision on which candidate to vote for (1); source of information about the elections and political parties (8); most important source of information (2); political parties (7); candidate voted for the 1998 gubernatorial election (1).
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- Study Title:** Consulta/Mitofsky/Televisa Poll # 1998-VERACRUZ: Veracruz Governor Exit Poll, 1998
Study #: [MXMI1998-VERACRUZ](#) 
- Methodology:** Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, August 2, 1998, and based on self-administered interviews with 3,487 Voters exiting polling booths from the state of Veracruz.
- Variables:** 16
Topical Coverage: Respondent able/unable to vote (2); Patricio Chirinos job performance (1); moment when respondent made a decision on which candidate to vote for (1); candidate voted for the 1998 gubernatorial election (1).
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- Study Title:** Consulta/Mitofsky/Televisa Poll # 1998-ZACATECAS: Zacatecas Governor Exit Poll, 1998
Study #: [MXMI1998-ZACATECAS](#) 
- Methodology:** Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, July 5, 1998, and based on self-administered interviews with 2,588 Voters exiting polling booths from the state of Zacatecas.
- Variables:** 12
Topical Coverage: Respondent able/unable to vote (2); Arturo Romo Gutierrez job performance (1); moment when respondent made a decision on which candidate to vote for (1); candidate voted for the 1998 gubernatorial election (1).

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Study Title: Consulta/Mitofsky/Televisa Poll # 1999-COAHUILA: Coahuila Governor Exit Poll, 1999
Study #: [MXMI1999-COAHUILA](#) 
Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, September 26, 1999, and based on self-administered interviews with 14,756 Voters exiting polling booths from the state of Coahuila.
Variables: 29
Topical Coverage: Respondent able/unable to vote (2); candidate respondent voted for governor (1); Rogelio Montemayor Seguy job performance (1); moment when respondent made a decision on which candidate to vote for (1); political party (5); vote in 1994 and 1997 election (2).

Study Title: Consulta/Mitofsky/Televisa Poll # 1999-ESTMEX: State of Mexico Governor Exit Poll, 1999
Study #: [MXMI1999-ESTMEX](#)
Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, July 4, 1999, and based on self-administered interviews with 5,281 Voters exiting polling booths from the state of Mexico.
Variables: 28
Topical Coverage: Respondent able/unable to vote (2); Cesar Camacho Quiroz job performance (1); moment when respondent made a decision on which candidate to vote for (1); political party (10).

Study Title: Consulta/Mitofsky/Televisa Poll # 1999-GUERRERO: Guerrero Governor Exit Poll, 1999
Study #: [MXMI1999-GUERRERO](#) 
Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, February 7, 1999, and based on self-administered interviews with 2,576 Voters exiting polling booths from the state of Guerrero.
Variables: 31
Topical Coverage: Respondent able/unable to vote (2); Angel Acuirre Rivero job performance (1); moment when respondent made a decision on which candidate to vote for (1); source of information about the elections and political parties (8); most important source of information (2); political parties (7); candidate voted for the 1999 gubernatorial election (1).

Study Title: Consulta/Mitofsky/Televisa Poll # 1999-MONCLOVA: Monclova Exit Poll, 1999
Study #: [MXMI1999-MONCLOVA](#) 
Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, September 26, 1999, and based on self-administered interviews with 3,007 Voters exiting polling booths from the city of Monclova, Coahuila.
Variables: 28
Topical Coverage: Respondent able/unable to vote (2); candidate respondent voted for governor (1); Rogelio Montemayor Seguy job performance (2); moment when respondent made a decision on which candidate to vote for (1); political party (5); vote in 1994 and 1997 election (2).

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Study Title: Consulta/Mitofsky/Televisa Poll # 1999-NAYARIT: Nayarit Governor Exit Poll, 1999

Study #: [MXMI1999-NAYARIT](#) 

Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, July 4, 1999, and based on self-administered interviews with 5,279 Voters exiting polling booths from the state of Nayarit.

Variables: 26

Topical Coverage: Respondent able/unable to vote (2); Rigoberto Ochoa Zaragoza job performance (1); moment when respondent made a decision on which candidate to vote for (1); source of information about the elections and political parties (8); most important source of information (2); political parties (6); candidate voted for the 1999 gubernatorial election (1).

Study Title: Consulta/Mitofsky/Televisa Poll # 1999-PNEGRAS: Piedras Negras Exit Poll, 1998

Study #: [MXMI1999-PNEGRAS](#) 

Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, September 26, 1999, and based on self-administered interviews with 2,342 Voters exiting polling booths from the city of Piedras Negras, Coahuila.

Variables: 28

Topical Coverage: Respondent able/unable to vote (2); Rogelio Montemayor Seguy job performance (2); moment when respondent made a decision on which candidate to vote for (1); source of information about the elections and political parties (8); most important source of information (2); political parties (6); candidate voted for the 1999 gubernatorial election (1).

Study Title: Consulta/Mitofsky/Televisa Poll # 1999-QUINTANA: Quintana Roo Governor Exit Poll, 1999

Study #: [MXMI1999-QUINTANA](#) 

Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, February 21, 1999, and based on self-administered interviews with 2,884 Voters exiting polling booths from the state of Quintana Roo.

Variables: 30

Topical Coverage: Respondent able/unable to vote (2); Mario Villanueva Madrid job performance (2); moment when respondent made a decision on which candidate to vote for (1); source of information about the elections and political parties (8); most important source of information (2); political parties (6); candidate voted for the 1999 gubernatorial election (1).

Study Title: Consulta/Mitofsky/Televisa Poll # 1999-SALTILLO: Saltillo Exit Poll, 1999

Study #: [MXMI1999-SALTILLO](#) 

Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, September 26, 1999, and based on self-administered interviews with 3,452 Voters exiting polling booths from the city of Saltillo, Coahuila.

Variables: 28

Topical Coverage: Respondent able/unable to vote (2); Rogelio Montemayor Seguy job performance (2); moment when respondent made a decision on which candidate to vote for (1); political parties (6); candidate voted for the 1999 gubernatorial election (1).

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Study Title: Consulta/Mitofsky/Televisa Poll # 1999-TORREON: Torreon Exit Poll
Study #: [MXMI1999-TORREON](#) 
Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, September 26, 1999, and based on self-administered interviews with 3,559 Voters exiting polling booths from the city of Torreon, Coahuila.
Variables: 28
Topical Coverage: Respondent able/unable to vote (2); Rogelio Montemayor Seguy job performance (2); moment when respondent made a decision on which candidate to vote for (1); political parties (6); candidate voted for the 1999 gubernatorial election (1).

Study Title: Consulta/Mitofsky/Televisa Poll # 2000-GUANA: Guanajuato Governor Exit Poll, 2000
Study #: [MXMI2000-GUANA](#) 
Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, July 2, 2000, and based on self-administered interviews with 5,443 Voters exiting polling booths from the state of Guanajuato.
Variables: 93
Topical Coverage: Respondent able/unable to vote (2); media and politics (2); candidate best able to handle issues (3); advertising of candidates (4); attention paid to political campaigns (1); current state of the nation (1); economy (1); President Zedillo job performance (2); likelihood candidates can keep their campaign promises (1); commerce (2); voted in the 1994 presidential election (1); political party voted for in the 1994 presidential election (1); vote in the 1997 elections (1); political party voted for in the 1997 elections (1); respondent normally votes for their affiliated political party vs against (1); types of political promotion used in candidates campaigns (8); respondent's decision for whom they are voting for in the presidential election (1); confidence in the institute of federal election (1); elections (6); reason respondent voted for their presidential candidate (1); most important problem facing the country (1); candidate and political party voted for in the presidential election (1); candidate and political party voted for in the gubernatorial election (1).

Study Title: Consulta/Mitofsky/Televisa Poll # 2000-MORELOS: Morelos Governor Exit Poll, 2000
Study #: [MXMI2000-MORELOS](#) 
Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, July 2, 2000, and based on self-administered interviews with 2,708 Voters exiting polling booths from the state of Morelos.
Variables: 93
Topical Coverage: Respondent able/unable to vote (2); media and politics (2); candidate best able to handle issues (3); advertising of candidates (4); attention paid to political campaigns (1); current state of the nation (1); economy (1); President Zedillo job performance (2); likelihood candidates can keep their campaign promises (1); commerce (2); voted in the 1994 presidential election (1); political party voted for in the 1994 presidential election (1); vote in the 1997 elections (1); political party voted for in the 1997 elections (1); respondent normally votes for their affiliated political party vs against (1); types of political promotion used in candidates campaigns (8); respondent's decision for whom they are voting for in the presidential election (1); confidence in the institute of federal election (1); elections (6); reason respondent voted for their presidential candidate (1); most important problem facing the country (1); candidate and political party voted for in the presidential election (1); candidate and political party voted for in the gubernatorial election (1).

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- Study Title:** Consulta/Mitofsky/Televisa Poll # 1999-BCS: Baja California Sur Governor Exit Poll, 1999
Study #: [MXMI1999-BCS](#) 
- Methodology:** Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, February 7, 1999, and based on self-administered interviews with 842 Voters exiting polling booths from the state of Baja California Sur.
- Variables:** 32
- Topical Coverage:** Respondent able/unable to vote (2); Guillermo Mercado Romero job performance (1); moment when respondent made a decision on which candidate to vote for (1); source of information about the elections and political parties (8); most important source of information (2); political parties (7); candidate voted for the 1998 gubernatorial election (1).
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- Study Title:** Consulta/Mitofsky/Televisa Poll # 1999-HIDALGO: Hidalgo Governor Exit Poll, 1999
Study #: [MXMI1999-HIDALGO](#) 
- Methodology:** Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, September 26, 1999, and based on self-administered interviews with 3,200 Voters exiting polling booths from the state of Hidalgo.
- Variables:** 31
- Topical Coverage:** Respondent able/unable to vote (2); Humberto Lugo Gil job performance (1); moment when respondent made a decision on which candidate to vote for (1); source of information about the elections and political parties (8); most important source of information (2); political parties (6); candidate voted for the 1999 gubernatorial election (1).
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- Study Title:** Consulta/Mitofsky/Televisa Poll # 2000-DISTRITOFED: 2000 Distrito Federal Election Exit Poll
Study #: [MXMI2000-DISTRITOFED](#) 
- Methodology:** Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, July 2, 2000, and based on self-administered interviews with 5,713 Voters exiting polling booths from the state of Distrito Federal.
- Variables:** 93
- Topical Coverage:** Respondent able/unable to vote (2); media and politics (2); candidate best able to handle issues (3); advertising of candidates (4); attention paid to political campaigns (1); current state of the nation (1); economy (1); President Zedillo job performance (2); likelihood candidates can keep their campaign promises (1); commerce (2); voted in the 1994 presidential election (1); political party voted for in the 1994 presidential election (1); vote in the 1997 elections (1); political party voted for in the 1997 elections (1); respondent normally votes for their affiliated political party vs against (1); types of political promotion used in candidates campaigns (8); respondent's decision for whom they are voting for in the presidential election (1); confidence in the institute of federal election (1); elections (6); reason respondent voted for their presidential candidate (1); most important problem facing the country (1); candidate and political party voted for in the presidential election (1); candidate and political party voted for in the gubernatorial election (1).

Roper Center Archives Update
July, 2006

Study Title: Consulta/Mitofsky/Televisa Poll # 2000-NATELEC: 2000 Mexican Presidential Election National Exit Poll

Study #: [MXMI2000-NATELEC](#) 

Methodology: Survey by: Televisa
Conducted by Consulta, S.A./Mitofsky International, July 2, 2000, and based on self-administered interviews with 37,062 Voters exiting polling booths at the national level sample.

Variables: 93

Topical Coverage: Respondent able/unable to vote (2); media and politics (2); candidate best able to handle issues (3); advertising of candidates (4); attention paid to political campaigns (1); current state of the nation (1); economy (1); President Zedillo job performance (2); likelihood candidates can keep their campaign promises (1); commerce (2); voted in the 1994 presidential election (1); political party voted for in the 1994 presidential election (1); vote in the 1997 elections (1); political party voted for in the 1997 elections (1); respondent normally votes for their affiliated political party vs against (1); types of political promotion used in candidates campaigns (8); respondent's decision for whom they are voting for in the presidential election (1); confidence in the institute of federal election (1); elections (6); reason respondent voted for their presidential candidate (1); most important problem facing the country (1); candidate and political party voted for in the presidential election (1).

41 studies are currently included in this update.