

**Vianovo/GSD&M**  
**American Attitudes on Mexico: Survey Results**

n=1000 U.S. adults  
Conducted online via YouGov panel, MOE ±3.9%  
Fielded October 3-7, 2012

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Vianovo Research is conducting a survey on issues facing the United States and the world and would like your opinions on a few questions. This survey is being conducted for research purposes only, and you will not be sold anything.

1. Would you say things in the United States today are:

31%	Generally headed in the right direction
57%	Off on the wrong track
12%	Not sure

2. Which of the following would you say is the most important problem facing this country today? [Randomize]

63%	Economy and jobs
14%	The federal deficit
5%	Gas prices
3%	Taxes
3%	Immigration
2%	Terrorism
4%	Education
1%	Border security
6%	Other

**COUNTRY COMPARISONS**

**The rest of this survey will focus on your views about other countries in the world.**

3. Given what you know about the following countries, what is your opinion of each – is it very favorable, mostly favorable, mostly unfavorable, or very unfavorable? [Randomize]

	Very unfavorable	Mostly unfavorable	Neither	Mostly favorable	Very favorable
a. Mexico	19%	31	34	14	3
b. Canada	2%	2	22	39	35
c. Brazil	4%	11	50	30	5
d. Colombia	15%	29	45	10	1
e. Greece	10%	21	45	21	3
f. United Kingdom	3%	4	25	41	26
g. Saudi Arabia	19%	33	38	9	1
h. China	22%	31	35	11	2
i. Turkey	8%	19	56	15	2
j. El Salvador	10%	22	59	8	1
k. Russia	13%	26	45	14	2

4. Again, thinking about those same countries, based on what you know, would you describe each of their economies as modern, developing or not developed?  
[Randomize]

	Modern	Developing	Not developed
a. Mexico	17%	56	27
b. Canada	86%	10	4
c. Brazil	43%	49	7
d. Colombia	16%	56	28
e. Greece	46%	36	18
f. United Kingdom	82%	13	5
g. Saudi Arabia	39%	40	22
h. China	52%	43	5
i. Turkey	29%	54	17
j. El Salvador	8%	53	39
k. Russia	44%	46	10

5. Finally, thinking about those same countries one last time, how safe or unsafe would you feel about traveling to each one on vacation or for business? [Randomize]

	Very unsafe	Somewhat unsafe	Neither	Somewhat safe	Very safe
a. Mexico	43%	29	16	10	2
b. Canada	3%	1	12	17	67
c. Brazil	12%	21	30	30	9
d. Colombia	38%	30	23	9	2
e. Greece	12%	16	28	31	13
f. United Kingdom	3%	3	17	27	51
g. Saudi Arabia	37%	29	20	11	4
h. China	16%	22	26	28	9
i. Turkey	21%	28	31	16	4
j. El Salvador	31%	35	25	7	1
k. Russia	11%	27	30	27	6

**MEXICO: ASSOCIATIONS & INFORMATION FLOW**

6. You indicated your overall view of Mexico is [pipe Q3a answer]. Please briefly explain why you feel this way about Mexico.\*

- 72% Drugs/Cartels/Crime/Violence/Unsafe
- 21% Corruption
- 13% Don't know/Not familiar enough
- 7% Illegal immigration/Border crossings
- 7% Good place to visit/Things to see/Safe places
- 5% Good people/Developing/Trying hard/Like it
- 4% Been there/Know people from there
- 4% Ally/Friend/Neighbor
- 3% Poverty/Poor
- 3% Depends on where you go/Some places safe
- 2% Dirty/Pollution

\*Numbers sum to more than 100% because people mention multiple factors.

7. Now, thinking about Mexico, what are three words that come to mind?\*

	<u>1<sup>st</sup> Mention</u>	<u>2<sup>nd</sup> Mention</u>	<u>3<sup>rd</sup> Mention</u>	<u>TOTAL</u>
Drugs	22%	17%	6%	45%
Poor/Poverty	4%	6%	6%	16%
Illegal immigrants/Immigrants	5%	7%	4%	16%
Corrupt/Corruption	4%	5%	4%	13%
Unsafe	3%	2%	3%	8%
Dirty	2%	3%	2%	7%
Danger	3%	2%	2%	7%
Cartel	3%	2%	2%	7%
Crime	2%	2%	3%	7%
Violence	2%	2%	2%	6%
Beaches	2%	2%	1%	5%
Hot	2%	2%	1%	5%

\*Numbers sum to more than 100% because people offer up to three words.

8. In the past month or so, have you seen, read, or heard anything recently about Mexico?

55% Yes  
45% No

9. And has what you've seen, read, or heard recently about Mexico given you a more favorable impression of Mexico or a less favorable impression of Mexico?

6% More favorable  
66% Less favorable  
28% Had made no difference

10. In your own words, please describe what you've seen, read, or heard.\*

Of those who have read/seen/heard something:

81% Drug problems/Cartels/Drug violence  
42% Murder/Shooting/Beheadings  
39% U.S. Border Patrol agent killed  
14% Illegal immigration/Border crossings  
6% Fast & Furious  
8% U.S. tourist killed  
4% Crime crackdown/Reform/Government fighting back

\*Numbers sum to more than 100% because people mention multiple things.

11. And where did you see, read or hear this information?

85% In the news  
1% Advertising  
2% Social media sites like Twitter or Facebook  
2% Travel stories  
8% Word of mouth -- from a friend, family member or acquaintance  
2% Can't remember

**VIEWS OF MEXICO**

12. Do you think the U.S. relationship with Mexico has gotten stronger, has gotten weaker or has been mostly unchanged during the past four years?

- 8% Stronger
- 28% Weaker
- 43% Mostly unchanged
- 21% Don't know

13. And which is closer to your view of Mexico's current relationship with the United States?

- 14% Mexico is a good neighbor and partner for the U.S.
- 59% Mexico is a source of problems for the U.S.
- 27% Don't know enough

14. As you may know, Mexico is a major trading partner of the U.S. What kind of overall impact – if any – do you think this relationship has had on the American economy?

- 6% Very positive
- 27% Somewhat positive
- 22% Somewhat negative
- 12% Very negative
- 12% Little to no impact
- 21% Don't know

15. *Question held back for potential future release*

16. How safe or unsafe would you feel about traveling to the following areas of Mexico on vacation or for business? [Randomize]

	Very unsafe	Somewhat unsafe	Somewhat safe	Very safe	Don't know
a. Mexico City	32%	26	20	6	16
b. Border cities	52%	21	8	2	17
c. Monterrey	21%	22	20	6	31
d. Cancun	14%	18	37	18	13
e. Puerto Vallarta	17%	19	30	12	23
f. Cabo San Lucas	16%	16	30	14	24

17. In recent years, the relationship between the U.S. and Mexican governments has largely focused on security issues such as border control and drug trafficking. Thinking about the future of the U.S.-Mexico relationship, which of the following views is closer to your own?

70% It's important to maintain focus on security issues

OR

30% There needs to be more emphasis on economic, trade and energy issues



18. Below is a list of statements about Mexico. Please indicate whether you agree or disagree with each statement. [Randomize]

	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	No opinion
a. Mexico has a large, growing middle class	17%	22	24	6	31
b. Mexico is a good place to do business	17%	25	27	5	26
c. Mexico is winning the fight against the drug cartels and traffickers	49%	23	7	3	17
d.	<i>Statement withheld for potential future release</i>				
e. Mexico has a rich cultural heritage	4%	4	27	50	14
f. Mexico is a dangerous and unstable country	7%	16	33	32	12
g.	<i>Statement withheld for potential future release</i>				
h. Products made in Mexico are safer than products made in China	7%	14	31	7	40

**DEMOGRAPHICS**

We're almost done. Now we just have a few basic questions for statistical purposes.

19. How closely would you say you follow news about world affairs and foreign policy issues?

- 24% Very closely
- 43% Somewhat closely
- 26% Not too closely
- 7% Not at all

20. Which best describes your travel to Mexico?

- 15% I've been there once
- 23% I've been there a few times
- 10% I've been there many times
- 1% I travel there frequently
- 52% I've never been there

21. Do you have any friends, family or colleagues in the U.S. that were born in Mexico?

- 36% Yes
- 64% No

22. How would you describe the area in which you live?

- 23% Urban
- 41% Suburban
- 20% Small Town
- 17% Rural

23. Are you registered to vote?

- 88% Yes
- 12% No

24. Finally, if the presidential election were being held today, for whom would you vote?

- 42% Barack Obama and Joe Biden, the Democrats
- 37% Mitt Romney and Paul Ryan, the Republicans
- 4% Other
- 9% Not sure
- 8% Not planning to vote

We have a final few questions for you so that we can better understand the results of our survey.

25. In what year were you born? [AGE COLLAPSED]

22%	18-29
25%	30-44
35%	45-64
18%	65 and up

26. Are you male or female?

48%	Male
52%	Female

27. Generally speaking, would you say that you usually think of yourself as a...

35%	Democrat
25%	Republican
40%	Independent
5%	Not Sure

28. What racial or ethnic group best describes you?

72%	White
12%	Black or African-American
9%	Hispanic or Latino
2%	Asian or Asian-American
1%	Native American
0%	Middle Eastern
3%	Mixed Race
1%	Other (please specify)

29. What is the highest level of education that you have completed?

6%	Did not graduate from high school
39%	High school degree
30%	Some college/2-year college degree [Collapsed]
17%	4-year college degree
9%	Postgraduate degree (MA, MBA, MD, JD, PhD, etc.)

30. What is your marital status?

- 49% Married, living with spouse
- 10% Divorced
- 3% Separated
- 6% Widowed
- 27% Single, never married
- 5% Domestic Partnership

31. Are you of Spanish, Latino, or Hispanic origin or descent?

- 12% Yes
- 89% No

32. Which of the following best describes your current employment status?

- 31% Full-time working
- 12% Part-time working
- 1% Temporarily laid off
- 9% Unemployed
- 20% Retired
- 7% Permanently disabled
- 11% Taking care of home or family
- 7% Student
- 2% Other

33. Would you describe yourself as a "born-again" or evangelical Christian, or not?

- 33% Yes
- 68% No

34. Aside from weddings and funerals, how often do you attend religious services?

- 10% More than once a week
- 17% Once a week
- 9% Once or twice a month
- 14% A few times a year
- 22% Seldom
- 25% Never
- 3% Don't know

35. What is your present religion, if any?

41%	Protestant
18%	Catholic
1%	Mormon
1%	Eastern or Greek Orthodox
2%	Jewish
1%	Muslim
1%	Buddhist
7%	Agnostic/Atheist
20%	Nothing in particular
8%	Something else

36. In general, how would you describe your own political viewpoint?

4%	Very liberal
12%	Liberal
36%	Moderate
25%	Conservative
6%	Very conservative

37. Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs:

42%	Most of the time
31%	Some of the time
16%	Only now and then
7%	Hardly at all
5%	Don't know

38. Thinking back over the last year, what was your family's annual income? [Collapsed]

7%	Less than \$10K
21%	\$10K-\$30K
21%	\$30K-\$50K
25%	\$50K-\$100K
12%	More than \$100K
15%	Prefer not to say

REGION.

6%	New England
11%	Mid-Atlantic
10%	Upper Mid-East
10%	Upper Mid-West
24%	Deep South
12%	Border South
11%	Rocky Mountain West
17%	Pacific

Collapsed:

17%	East
20%	Midwest
35%	South
28%	West