

## How We See Each Other

The CIDAC-Zogby International survey of  
attitudes in Mexico and the United States of America

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## I. Methodology and Sample Characteristics

### Survey Methodology – United States – National Survey Of Adults, 2/03/06 – 2/07/06

This is a national telephone survey of adults conducted by Zogby International. The target sample is 1010 interviews with approximately 54 questions asked. Samples are randomly drawn from telephone cd's of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. As many as six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies<sup>1</sup> and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.<sup>2</sup> Weighting by region, age, race, religion, and gender is used to adjust for non-response. Margin of error is +/- 3.2 percentage points. Margins of error are higher in sub-groups.

Zogby International's sampling and weighting procedures also have been validated through its political polling: more than 95% of the firm's polls have come within 1% of actual election-day outcomes.

<b>Sample Characteristics – United States</b>	<b>Frequency</b>	<b>Valid Percent*</b>
Sample size	1,010	100
East	232	23
South	263	26
Central/Great Lakes	313	31
West	202	20
18-29	201	20
30-49	401	40
50-64	231	23
65+	171	17
18-24	127	13
25-34	128	13
35-54	424	42
55-69	209	21
70+	115	12

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<sup>1</sup> See COOP4 (p.38) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (2000).

<sup>2</sup> *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

<b>Sample Characteristics – United States (continued)</b>	<b>Frequency</b>	<b>Valid Percent*</b>
Did not answer age	7	--
Less than high school	51	5
High school graduate	187	19
Some college	353	35
College graduate+	417	41
Did not answer education	1	--
White	752	75
Hispanic	100	10
African American	110	11
Asian/Pacific	10	1
Other/mixed	30	3
Did not answer race	7	--
Live in large city	289	29
Live in small city	286	28
Live in suburbs	192	19
Live in rural area	242	24
Progressive/very liberal	84	8
Liberal	204	20
Moderate	252	25
Conservative	314	31
Very conservative	60	6
Libertarian	41	4
Not sure of ideology	50	5
Did not answer ideology	4	--
Roman Catholic	264	26
Protestant	451	45
Jewish	16	2
Muslim	--	--
Other (religion)	275	27
Did not answer religion	5	--
Protestant - Born-again	252	56
Protestant - not Born-again	199	44
Less than \$15,000	97	11
\$15,000-\$24,999	96	11
\$25,000-\$34,999	128	14
\$35,000-\$49,999	131	14

Sample Characteristics – United States (continued)	Frequency	Valid Percent*
\$50,000-\$74,999	183	20
\$75,000 or more	284	31
Did not answer income	90	--
Male	487	48
Female	523	52

\* Numbers have been rounded to the nearest percent and might not total 100.

### Survey Methodology – Mexico – National Survey Of Adults, 2/10/06 – 2/16/06

**Universe:** Spanish speaking Mexicans of 18 years of age living in the national territory.

**Sampling framework:** Most recent (2003) electoral sections defined by the Federal Electoral Institute (IFE)

**Sampling Procedure:** multi-stage sampling procedure. First step consists of a proportional to size random selection of 100 electoral sections; these are the primary sampling units. In the second stage, two house blocks were randomly selected within each selected section. Within each block five households were selected using a systematic random procedure. In the final step an interviewee was selected in each of the selected homes using the last birthday method.

**Sample size:** 1000 completed interviews.

**Margin of error:** the theoretical margin of error for the sample size is +/- 3.1% for a 95% confidence level.

**Field work dates:** interviews were conducted between 02-10-05 and 02-16-05.

**Team:** a total of 30 interviewers, 6 supervisors, 2 general coordinators, 3 coding assistants and 3 data-entry specialist were involved in the project.

**Supervision:** a total of 15% of the total simple was supervised in site, 10% was supervised with a later visit.

Sample Characteristics – Mexico	Frequency	Valid Percent*
Sample size	1,000	100
Urban	700	70
Rural	204	20
Mix of urban and rural	96	10

<b>Sample Characteristics – Mexico (continued)</b>	<b>Frequency</b>	<b>Valid Percent*</b>
Male	482	48
Female	518	52
18-29	305	31
30-49	439	44
50-64	173	17
65+	84	8
18-24	174	17
25-34	232	23
35-54	398	40
55-69	154	15
70+	42	4
No education	88	9
Less than primary	156	16
Primary	222	22
Less than secondary	34	3
Secondary	215	22
Less than prep	47	5
Prep	128	13
Less than university	52	5
University or higher	59	6
Less than \$800 pesos	55	7
\$801-\$2,400	225	30
\$2,401-\$4,000	222	29
\$4,001-\$8,000	176	23
More than \$8,000	86	11
Did not answer income	237	--

\* Numbers have been rounded to the nearest percent and might not total 100.

## II. Executive Summary

# How we see each other

## The CIDAC-Zogby International survey of attitudes in Mexico and the United States of America

March 19, 2006

The relationship between the United States and Mexico is among the most complex in the hemisphere and the most important in the world, made more so in today's post-September 11 world because of concerns over economic growth and national security. There are conflicts and contrasts between the two countries, but also recurrent attempts to find a course of deeper cooperation and solutions to bilateral problems. It is a relationship saturated by myth, clichés, and rhetoric, but also mutual lack of knowledge.

In an effort to foster understanding of their neighbor, the Centro de Investigación para el Desarrollo, AC, and Zogby International, have launched an initiative to probe the opinions that Mexicans and Americans hold toward each other. The project sought to identify perceptions on key topics of the relationship, areas of opportunity to advance common interests as well as the obstacles that hinder progress.

This survey takes on diverse topics and themes that go from the most fundamental perceptions of the attributes and deficiencies of their neighbor, to the most heated issues that define the daily dynamic of the relationship. It is an approximation of the peoples' feelings and perceptions on both sides of the common border.

The results of this poll are eloquent of the complexity of both peoples and of the many contradictions that stem from their interaction. They provide, in the end, the sociological equivalent of an X-ray of the opinions and feelings of two neighboring societies that continue to shape the character of their historic relationship. The survey highlights not just the contrasts, but also the inevitable sharing and co-existence that are now a given of the continent. They also highlight, in Mexico's case, the unacknowledged centrality of the United States in its development.

### Main Findings

- While an overwhelming majority of Americans (80%) have a favorable opinion of the Mexican people, that feeling is not mutual, the survey shows. Just 36% of Mexicans said they have a favorable view of their neighbors to the North. And respondents in neither country hold their neighboring governments in high esteem, as just one in four (26%) Americans have a positive impression of the Mexican government, and only 27% of Mexicans said they have good feelings about the U.S. government. Significantly, it appears that familiarity does not breed contempt, as the more favorable

views of both the Mexican people and their government come from Americans living in the Mountain and Pacific Time Zones.

- Citizens of the United States and Mexico both agree that the other country is important to the future of their own nation, but they harbor deep suspicions about their neighbor.

Among American respondents, 62% said they believe a strong relationship between the two nations is important to the future of the U.S., while 52% of Mexicans said it was important for their country to have a good relationship with Washington. But most Americans and Mexicans in the poll said the U.S. is more likely to consider Mexico a distant neighbor than a friend, and nearly as many Mexicans think the U.S. considers them to be a threat as believe they are a partner. These perceptions of “distance” in the U.S.-Mexican relationship establishes the pattern for perceptions, attitudes and preferences, and may explain the poor ratings that respondents in both nations hold toward the other government, and that the Mexicans hold toward Americans in general.

- The differences of opinion between the nations are clearly seen in response to questions on immigration.

The issue of immigration promises to be a volatile one on the U.S. side of the long border between the two countries, but Americans offer a mixed and somewhat confusing message. A substantial majority of Americans - 62%, including large majorities among all sub-groups - say that the U.S.-Mexico relationship is an important one, and 68% of Americans agree that the U.S. economy benefits from Mexican migrant workers. However, 62% said they want their own congressional representative to support more restrictive policies governing immigration. This includes 38% of those Hispanic-Americans polled.

Asked if they would be willing to support a U.S. economic development plan to help build Mexico’s economy, much like the Marshall Plan helped rebuild Europe after World War II, in exchange for an agreement for more controls on immigration, 57% of Americans said “yes,” while 33% opposed the idea.

American support for an economic aid program for Mexico drops significantly if the prospect of increasing immigration restrictions is taken out of the equation. Just 47% of U.S. respondents said they would support an aid package for their southern neighbor in exchange for greater U.S. access to the Mexican oil and gas industry.

Asked if they would be willing to reduce restrictions on Mexican immigration to the United States in exchange for Mexico allowing greater American investment in the Mexican oil and gas industry, 52% of Americans said they would not support such a proposal.

But Mexicans do not appear to want more U.S. involvement in their economy, the survey shows. A majority (53%) said they would not favor a U.S. economic aid package in exchange for greater controls on immigration into the U.S., and 65% said they were not willing to accept more U.S. investment into the Mexican oil and gas industries in exchange for tighter immigration restrictions. Nearly two in three said they disagreed with the idea of trading a U.S. economic aid package for more U.S. investment in the Mexican oil and gas industry.

The survey revealed that respondents in both nations oppose a U.S. proposal to build a wall to protect its southern border. While 69% of Americans oppose the wall, 90% of Mexicans oppose it.

Forty-five percent of Mexicans think that their lives would improve if they crossed the border, even if doing so illegally.

- The North American Free Trade Agreement, signed into law during the first Clinton administration, has linked the economies of the two nations as never before, but respondents in the two countries have drawn different conclusions about its results.

More Mexicans than not said they were hurt personally by NAFTA, which relaxed trade barriers between Mexico, the U.S., and Canada. While 32% of Mexican respondents said they were harmed by NAFTA, 21% said they have been helped by it. Among American respondents, 19% said they had been harmed, 19% said they had been helped, and 61% of Americans said the agreement has had no impact on them personally.

Despite the experience with NAFTA, half of Mexican respondents and three-quarters of Americans said the idea of free trade between the two nations can bring benefits to both countries.

The trade agreement notwithstanding, Mexico, in the American mindset, is part of Latin America, while Mexicans consider themselves to be a part of North America.

- There was wide disagreement between the respondents, based on nationality, as to why America is a wealthier nation than Mexico. Most Americans (70%) said it was because there was plenty of opportunity and work available in the U.S., while a wide majority of Mexicans - 62% - said it was because the U.S. exploits others.

- Thinking of their own country's economy, a plurality of Mexicans (38%) said they believe they are poorer than the U.S. because of internal corruption, but nearly as many (36%) said the blame should fall to their government for failing to foster prosperity. Among Mexicans, 15% said the people of their nation are to blame, while just 3% of Mexicans blamed the U.S. for its own economic problems.

Americans largely agree with that assessment of their neighbors – 36% put the blame for Mexico's lower economic status on the shoulders of the Mexican government,

while another 35% said the problem was because of corruption. Both Americans and Mexicans agreed that the U.S. economy benefits from the labor of immigrant Mexicans.

- Americans seem to think more highly of Mexicans than of themselves. For example, 78% think that Mexicans are “hard working” in contrast with only 45% who see Americans this way. They also think Mexicans are more “tolerant” than Americans, and that Americans are more racist than Mexicans. On the other hand, Americans see themselves as more “law abiding,” (45%, compared to 34% who think they are not).

Mexicans think Americans are neither hard workers nor honest. They see them as racist, intolerant, and moderately law-abiding. Both Mexicans and Americans agree that there is a problem of discrimination of Mexicans in the United States.

**How We See Each Other – Personal Attributes:**

<b>On Mexicans:</b>	<b>Hard Working</b>	<b>Honest</b>	<b>Law Abiding</b>	<b>Tolerant</b>	<b>Racist</b>
How The U.S. Sees Mexicans	78%	42%	34%	44%	18%
How Mexicans See Mexicans	76%	49%	39%	45%	17%

<b>On Americans:</b>	<b>Hard Working</b>	<b>Honest</b>	<b>Law Abiding</b>	<b>Tolerant</b>	<b>Racist</b>
How The U.S. Sees Americans	56%	41%	46%	36%	35%
How Mexicans See Americans	26%	16%	40%	17%	73%

Overall, Americans see the U.S. as having a positive cultural impact on Mexico (48% compared to 19% of Americans who said their impact has been unfavorable), and see Mexico having a positive cultural impact on the U.S.

Mexico sees it differently, as 44% said the U.S. has had a negative cultural impact on their country. Another 21% said America has had a positive impact on their southern neighbor. A plurality of Mexicans (40%) believe they have positively influenced American culture.

People in both countries certainly appear aware of demographic forces at work in the nations - 79% of Americans said it is most useful for their children to learn the Spanish language (with Chinese in second place at only 10%). Among Mexicans, the overwhelming percentage (88%) said their children should learn English.

Further, there seems to be little resistance among Americans to more familiarity with southern neighbors. More than 80% of Americans would approve of their children marrying a Mexican. By contrast, only slightly over 50% of Mexicans feel the same. While only a quarter of Mexicans have visited the United States, a majority said they have a relative or close friend living there.

Over half of the Americans polled (55%) have visited Mexico, and majorities of both Americans and Mexicans said they want to visit their neighboring country in the future. Which is not to say they are very familiar with the other nation. While 76% of Americans surveyed could not name a single Mexican state, only 30% of Mexicans failed to name an American state.

The Mexican states most named by Americans were Chihuahua, Mexico, Baja California, and Jalisco. Mexicans were most familiar with California, New York, Arizona, and Florida.

More respondents than not in both countries said they believe the violence produced by drug traffickers is a bigger problem for the U.S. than for Mexico because it is a consumer of illegal drugs, but more people than not in both countries agreed that U.S. lawmen should not work in Mexico to hunt criminals, including drug traffickers.

Asked about competing principles of government and society, Mexicans said they slightly favor freedom over equality, while Americans said freedom is significantly more important than equality. But citizens from both countries agreed that democracy is much more important than having an effective government, and both considered “community” to be far more important than the individual. Mexicans, by a 64% to 33% margin, believe it is more important to have security over civil rights, but Americans disagreed. They favored civil rights over security by a 52% to 45% margin.

The survey of Mexicans was conducted Feb. 10-16, included 1,000 interviews, and carries a margin of error of +/- 3.2 percentage points. The survey of Americans was conducted Feb. 3-7, included 1010 interviews, and carries a margin of error of +/- 3.2 percentage points.

### III. Narrative Analysis

1. Is your overall impression of Mexican/American people very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable?

2. Is your overall impression of the Mexican/American government very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable?

**Table 1. Impressions of the Other Country’s People and Government**

	% U.S.		% Mexico	
	Mexican people	Mexican government	American people	American government
Very favorable	39	4	4	5
Somewhat favorable	45	23	32	22
<b>Favorable</b>	<b>84</b>	<b>27</b>	<b>36</b>	<b>27</b>
Somewhat unfavorable	7	28	29	30
Very unfavorable	2	21	24	36
<b>Unfavorable</b>	<b>9</b>	<b>49</b>	<b>53</b>	<b>66</b>
Not sure	6	25	12	8

Americans are much more likely to have favorable impressions of Mexican people, than Mexicans are to have of American people. Both countries have more unfavorable than favorable opinions of each other’s government.

A vast majority of Americans (84%) has favorable impressions of Mexican people, including two in four who say their impression is very favorable. Only 9% have unfavorable impressions of Mexican people. In contrast, a majority of Mexicans (53%) has unfavorable opinions of American people, while just over one in three (36%) have favorable impressions.

In comparison, Americans are almost twice as likely to have unfavorable (49%) than favorable (27%) opinions of Mexican government. An equal percentage of Mexicans also have favorable opinions of American government (27%), but they are even more likely to have unfavorable impressions (66%) of American government than Americans have of Mexican government. Americans are three times as likely as Mexicans to be unsure of the other country’s government.

3. Overall, has the free trade agreement between the US and Mexico helped or hurt you personally?

**Table 2. Free Trade Agreement’s Personal Impact**

	U.S.	Mexico
Helped	19	21
Hurt	19	32
Neither/Not sure	61	47

Similar percentages of Americans (19%) and Mexicans (21%) say the free trade agreement between the US and Mexico has helped them. Americans are just as likely, however, to say the agreement has hurt them, while Mexicans are even more likely to say so (32%).

4. Do you agree or disagree that the idea of free trade between the US and Mexico can benefit the people of both countries?

**Table 3. Free Trade’s Impact on the Countries**

	U.S.	Mexico
Agree	75	50
Disagree	19	36
Not sure	6	14

Respondents from each country are more likely to agree than disagree that the idea of free trade between the US and Mexico can benefit the people of both countries. Three-fourths of Americans agree, while one in five disagrees. In comparison, half of Mexicans agree, while one in three disagrees.

401. On a scale from 1 to 5, where 1 is “not at all important” and 5 is “extremely important,” how important is the US-Mexico relationship to the United States/Mexico?

**Table 4. Importance of the US-Mexico Relationship to Each Country**

	U.S.	Mexico
1. Not at all important	4	7
2	7	8
<b>Low importance (1+2)</b>	<b>11</b>	<b>15</b>
3	25	30
4	25	28
5. Extremely important	37	24
<b>High importance (4+5)</b>	<b>62</b>	<b>52</b>
Not sure	2	4

Majorities from both countries give high ratings to the importance of the US-Mexico relationship to their own country. Americans are more likely than Mexicans, though, to rate the importance as a 5 on the scale, saying the relationship is extremely important. Mexicans are slightly more likely than Americans to give a medium rating (30% to 25% rating a 3 on the scale) or a lower rating (15% to 11% giving ratings of 1 and 2).

5. Do you agree or disagree the US economy benefits from Mexican migrant workers?

**Table 5. Mexican Migrant Workers’ Effect on US Economy**

	U.S.	Mexico
Agree	68	80
Disagree	27	16
Not sure	6	4

Large majorities from both countries agree the US economy benefits from Mexican migrant workers. In the US, two in three (68%) agree, while an even larger majority in Mexico agrees (80%). On the other side, one-fourth of Americans (27%) and one-sixth of Mexicans (16%) disagree.

*(Mexico only)* 6. In the best interests of its future, do you feel Mexico is better off adopting a “look North” attitude or a “look South” attitude?

**Table 6. Should Mexico Look North or South**

	Mexico
Look North	55
Look South	24
Not sure	21

Mexicans are more than twice as likely to feel its country should “look North” rather than “look South.” A majority (55%) says to “look North,” while one in four (24%) says to “look South.” One in five (21%) is not sure.

*(U.S. only)* 7. Would you prefer that your congressman support immigration regulations that are more restrictive or more open?

**Table 7. Setting Immigration Regulations**

	U.S.
More restrictive	62
More open	30
Not sure	9

Americans are twice as likely to prefer more restrictive immigration regulations (62%) than more open ones (30%). Nine percent are not sure.

*(Mexico only) 8. Would it improve your life if you crossed the border to work illegally in the US?*

**Table 8. Would Crossing the Border Improve Your Life?**

	Mexico
Yes	45
No	47
Not sure	8

Nearly half of Mexicans (45%) say their lives would improve if they crossed the border to work illegally in the US. A slight plurality (47%) says this would not improve their lives.

*9. After World War Two, the US launched the Marshall Plan – a program to assist the reconstruction of Europe. Would you agree or disagree to a US plan to help Mexico’s development in exchange for controls on illegal migrants?*

**Table 9. The US to Help Mexico in Exchange for Immigrant Controls**

	U.S.	Mexico
Agree	57	29
Disagree	33	53
Not sure	11	18

Views in the US and Mexico are opposing on this idea. A majority in the US (57%) agrees with the plan, while one in three (33%) disagrees. In contrast, a majority in Mexico (53%) disagrees with the plan, while three in ten (29%) agrees to it. Mexicans (18%) are more likely than Americans (11%) to be unsure.

*10. Presently, Mexico does not accept American investment in important sectors such as oil and gas. Would you be willing or unwilling to reduce restrictions on Mexicans immigrating to the US in exchange for allowing more US investment in Mexican oil and gas operations now reserved for the Mexican government?*

**Table 10. Reducing Immigrant Controls for Increased US Investment in Mexico**

	U.S.	Mexico
Willing	38	20
Unwilling	52	65
Not sure	10	15

Majorities in both countries are unwilling to accept reducing restrictions on Mexicans immigrating to the US in exchange for allowing more US investment in Mexican oil and gas operations currently reserved for the Mexican government. Still, unwillingness is higher among Mexicans (65%) than among Americans (52%), while Americans are almost twice as likely as Mexicans (38% to 20%, respectively) to be willing to accept this plan. One in seven Mexicans (15%) and one-tenth of Americans (10%) are not sure.

*11. Would you agree or disagree to a US financial-aid program for Mexico in exchange for allowing more US investment in Mexican oil and gas operations now reserved to the Mexican government?*

**Table 11. US Financial Aid for Increased US Investment in Mexico**

	U.S.	Mexico
Agree	47	20
Disagree	44	66
Not sure	10	14

Americans are closely divided on this issue (47% agree, 44% disagree), while Mexicans are more than three times as likely to disagree (66%) than to agree (20%). One-tenth of Americans (10%) and one in seven Mexicans (14%) are not sure.

*(Mexico only) 12. If Mexico were to experience a massive inflow of Central American migrants, would you consider it necessary to build a wall on our southern border?*

**Table 12. Building a Wall on Mexico/Central America Border**

	Mexico
Yes	12
No	84
Not sure	4

One in eight Mexicans (12%) would consider it necessary to build a wall on the southern border if the country were to experience a massive inflow of Central American migrants. The vast majority (84%) says this would not be necessary.

13. Which of the following do you feel is more likely the reason why the US is so much wealthier than Mexico?

**Table 13. Why US is Wealthier than Mexico**

	<b>U.S.</b>	<b>Mexico</b>
It is a free country where people have plenty of opportunity to work	<b>70</b>	22
It exploits others' wealth	12	<b>62</b>
It is a lucky nation, destined to be successful	7	8
Other	4	1
None of these/Not sure	7	6

Opinions on this issue vary greatly between the two neighboring countries. A large majority of Americans (70%) think their own country is so much wealthier than Mexico because it is a free country where people have plenty of opportunity to work. This same view is held by just over one-fifth of Mexicans. In stark contrast, a majority of Mexicans (62%) says the US is so much wealthier because it exploits others' wealth. Only one in eight (12%) Americans agree with this belief. Similar amounts in each country (7% to 8%) say the US is so much wealthier because it is a lucky nation, destined to be successful.

14. Which of the following do you feel is more likely the reason why Mexico is so much poorer than the US?

**Table 14. Why Mexico is Poorer than US**

	<b>U.S.</b>	<b>Mexico</b>
It's the Mexican government's fault	36	36
Corruption	35	38
It's the people of Mexico's fault	7	15
Globalization	8	5
It's the US's fault	1	3
Other	3	1
None of these/Not sure	11	3

As opposed to the results of the previous question, opinions here are very similar. In each country, just over seven in ten respondents are closely divided between two options. Equal percentages of Mexicans and Americans (36% each) feel Mexico is so much poorer than the US due to the fault of the Mexican government. Similar percentages of Americans (35%) and Mexicans (38%), however, also feel that corruption is to blame. Mexicans are twice as likely as Americans (15% to 7%) to say this is the fault of the Mexican people.

15. In 2008, the US will hold presidential elections. What kind of president do you think would be better for the United States/Mexico – one like Bill Clinton or one like George W. Bush?

**Table 15. Which Kind of President is Better**

	U.S.	Mexico
Clinton	53	36
Bush	34	11
Neither/Not sure	14	53

Americans and Mexicans both think that their own country would be better off if the next US president was more like Bill Clinton than like George W. Bush. A majority of Americans (53%) feels this way, as does just over one-third of Mexicans (36%). In comparison, one-third of Americans (34%) and one in nine Mexicans (11%) feel their country would be better off if the next US president was more like George W. Bush. A majority of Mexicans (53%), though, would choose that the next US president not be like either Clinton or Bush, or is not sure. One in seven Americans (14%) feels the same for their *own* country.

16. Recently, Mexico passed a law that allows Mexicans living in the US to vote in Mexican elections. Would you agree or disagree that Mexican candidates should be allowed to campaign in the US?

**Table 16. Allowing Mexican Candidates to Campaign in the US**

	U.S.	Mexico
Agree	35	43
Disagree	62	47
Not sure	3	10

Mexicans are closely divided on this issue, while Americans are much more likely to disagree than to agree.

A slight plurality of Mexicans (47%) disagrees that Mexican candidates should be allowed to campaign in the US, but over two in five (43%) agree that candidates *should* be able to campaign north of the border. In the US, more than three in five adults (62%) disagree that Mexican candidates should be allowed to campaign in their country, but one in three (35%) feels Mexican candidates *should* be allowed to campaign in the States.

17 – 21. Using a scale from 1 to 5, where 1 is “not at all” and 5 is “extremely,” how would you grade Mexicans generally on each of the following characteristics?

**Table 17. Grading Mexicans on Characteristics**

	U.S.				Mexico			
	High (4+5)	Medium (3)	Low (1+2)	Not sure	High (4+5)	Medium (3)	Low (1+2)	Not sure
Hard working	78	13	6	3	76	18	6	1
Honest	42	36	12	10	50	31	18	1
Tolerant	43	32	14	10	45	29	22	3
Law abiding	34	37	21	8	39	32	28	2
Racists	18	32	36	14	17	16	63	3

Sentiments are very similar among Americans and Mexicans when grading Mexicans on these five characteristics.

Adults in both countries are most likely to give high ratings (a 4 or 5) to Mexicans for being hard workers, as three-fourths in each country feel this way. Ranking second and third are “honest” and “tolerant.” Among Americans, just over two in five (42% to 43%) give Mexicans high ratings for these qualities; slightly higher percentages of Mexicans give high ratings (50% honest, 45% tolerant) to each of these two characteristics.

High ratings for “law abiding” come in at one in three (34%) among Americans, and two in five (39%) among Mexicans. Just over one-sixth of adults in each country (17% to 18%) give Mexicans high ratings for being racists.

Mexicans are more likely than Americans to rate their own countrymen with low ratings (a 1 or 2) on honesty (18% to 12% respectively), being tolerant (22% to 14%), and law abiding (28% to 21%). They are much more likely than Americans to give low ratings on Mexicans being racists (63% to 36%, respectively).

22 – 26. I will read you again the same list of characteristics. This time, using the same scale from 1 to 5, where 1 is “not at all” and 5 is “extremely,” how would you grade Americans generally on each of these characteristics?

**Table 18. Grading Americans on Characteristics**

	U.S.				Mexico			
	High (4+5)	Medium (3)	Low (1+2)	Not sure	High (4+5)	Medium (3)	Low (1+2)	Not sure
Hard working	55	38	6	1	25	21	48	6
Law abiding	46	44	9	1	40	22	31	8
Honest	41	46	12	2	22	26	43	9
Racists	35	43	21	2	72	9	13	6
Tolerant	36	43	19	2	16	26	49	9

Mexicans are much more likely to look poorly upon Americans than Americans are to do of Mexicans. This is seen as approximately half of Mexicans give low ratings (a 1 or 2) to Americans as “hard working” and “tolerant.” More than two in five Mexicans (43%) also rate Americans low on being “honest.” The biggest consensus of Mexicans is observed as a majority of nearly three in four (72%) rates Americans highly on being racists.

Americans are most likely to rate themselves highly as “hard working,” as 55% give ratings of a 1 or 2. More than two in five also rate themselves highly as “law abiding” and honest.” Americans seem typically more likely to give themselves medium ratings (a 3 on the scale) on “law abiding,” “honest,” “racists,” and “tolerant.” They are twice as likely, however, to rate themselves highly as racists (35%) than to give the same high ratings to Mexicans as racists (18%).

27. Would you say the cultural impact of the US on Mexico has been favorable or unfavorable, or has it had no impact?

28. Would you say the cultural impact of Mexico on the US has been favorable or unfavorable, or has it had no impact?

**Table 19. Cultural Impact of Each Country on the Other**

	U.S.		Mexico	
	Impact of the US on Mexico	Impact of Mexico on US	Impact of the US on Mexico	Impact of Mexico on US
Favorable	48	43	21	40
Unfavorable	19	23	44	20
No impact	24	27	19	21
Not sure	10	7	17	20

Americans are much more likely than Mexicans to see the cultural impact of the US on Mexico as being favorable.

Nearly half of Americans (48%) say their impact on Mexico has been favorable, while one in five (19%) sees it as being unfavorable. In contrast, twice as many Mexicans say the impact of the US has been unfavorable (44%) rather than favorable (21%).

Americans and Mexicans are in agreement as to how Mexico has culturally affected the US. Approximately two-fifths of people in both countries (43% US, 40% Mexico) say the impact has been favorable. Approximately half as many in each country (23% US, 20% Mexico) believe the impact has been unfavorable.

In both instances, Americans (approximately one in four) are slightly more likely than Mexicans (one in five) to say the impact of each country on the other has been negligible.

*(U.S. only) 29. What one language would you say would be more useful for your children to learn as a second language – Spanish, French, German, Chinese, Japanese, Arabic, or Russian?*

*(Mexico only) 30. What one language would you say would be more useful for your children to learn as a second language – English, French, German, Chinese, Japanese, Arabic, or Russian?*

**Table 20. Most Useful Language for Children**

	U.S.	Mexico
Spanish	79	N/A
English	N/A	88
Chinese	10	1
French	4	2
Japanese	2	1
German	1	1
Arabic	2	0
Russian	0	0
None of these/Not sure	3	7

Americans and Mexicans alike overwhelmingly would choose the main language of the other country from a list of languages that would be most useful for their children to learn. Four in five Americans (79%) say that Spanish would be most useful, while an even large majority of Mexicans (88%) say that English would be most useful.

31. Do you have a relative living in Mexico/the U.S.?

32. Do you have a close friend living in Mexico/the U.S.?

**Table 21. Relatives and Close Friends Living in the Other Country**

	U.S.		Mexico	
	Relative in Mexico	Close friend in Mexico	Relative in U.S.	Close friend in U.S.
Yes	6	12	60	56
No	95	88	40	44

More than half of Mexicans have relatives (60%) and close friends (56%) living in the US. In stark contrast, only 6% of Americans have relatives living in Mexico, and just one in eight (12%) has a close friend living in Mexico.

33. Have you ever visited Mexico/the U.S.?

34. Would you like to visit Mexico/the U.S.?

**Table 22. Visiting the Other Country**

	U.S.		Mexico	
	Visited Mexico	Like to visit Mexico	Visited the U.S.	Like to visit the U.S.
Yes	55	70	25	59
No	46	29	75	40
Not sure	--	1	0	1

A majority of Americans (55%) has visited Mexico, while fewer than half as many Mexicans (25%) have visited the US. Majorities in both countries would like to visit the other country.

35. Would you approve of your son/daughter or brother/sister marrying a Mexican/an American?

**Table 23. Approval of Inter-Country Marriage**

	U.S.	Mexico
Yes	81	52
No	14	36
Not sure	5	12

Four in five Americans (81%) would approve of their son/daughter or brother/sister marrying a Mexican. A much smaller majority of Mexicans (52%) say they would approve of their child or sibling marrying an American.

36. *Would you agree or disagree that Mexico is a “Western nation,” like Spain, Canada, or the US?*

**Table 24. Is Mexico a Western Nation?**

	U.S.	Mexico
Agree	67	26
Disagree	25	45
Not sure	8	30

Two-thirds of Americans (67%) agree that Mexico is a “Western nation,” like Spain, Canada, or the US. One in four (25%) disagrees. In comparison, Mexicans are more likely to disagree (45%) than agree (26%) that their country is a “Western nation.” A large percentage of Mexicans (30%), however, are not sure.

37. *Would you agree or disagree that Mexicans are discriminated against in the US?*

**Table 25. Discrimination of Mexicans in the US**

	U.S.	Mexico
Agree	73	79
Disagree	23	18
Not sure	5	3

There is strong consensus among Americans (73%) and Mexicans (79%) that Mexicans are discriminated against in the US. Disagreement comes from slightly more Americans (23%) than Mexicans (18%).

38. *Would you say Mexico is more a part of North America or part of Latin America?*

**Table 26. Mexico: North America or Latin America?**

	U.S.	Mexico
Latin America	66	41
North America	28	43
Not sure	6	16

A strong majority of Americans (66%) feels Mexico is more a part of Latin America; one in four (28%) says it is more a part of North America. Mexicans, however, are closely divided on their views, as 43% says their country is more a part of North America, while nearly as many (41%) say it is more a part of Latin America. One in six Mexicans (16%) is unsure.

39. Which of the following best describes how you believe the US sees Mexico?

**Table 27. How the US Views Mexico**

	U.S.	Mexico
Distant neighbor	49	36
Friend	30	12
Partner	12	20
Threat	6	18
None/Not sure	3	13

Perceptions within and between each country vary greatly on this issue. The one similarity is seen as a plurality in each country believes the US sees Mexico as a distant neighbor. Still, more Americans (49%) than Mexicans (36%) hold this view.

Among Americans, “friend” ranks second, as cited by three in ten (30%). This same view, however, ranks fourth and last among Mexicans, as only one in eight (12%) feels that the US is more likely to see Mexico as “a friend.”

Among Americans, “partner” (12%) and “threat” (6%) rank third and fourth. These two descriptions, though, are cited by many more Mexicans, and rank second (20%) and third (18%), respectively.

*Next, I will read you pairs of concepts. For each pair, please tell me which of the two you consider to be more important.*

40. Freedom or equality

**Table 28. Freedom vs. Equality**

	U.S.	Mexico
Freedom	74	53
Equality	23	45
Not sure	3	2

A majority in each country says freedom is more important than equality. This view is held by a much larger percentage of people in the US (74%) than in Mexico (53%), however. Mexicans, consequently, are twice as likely as Americans (45% to 23%) to say “equality” is the more important of the two.

41. *Community or individual*

**Table 29. Community vs. the Individual**

	U.S.	Mexico
Community	72	69
Individual	26	27
Not sure	2	4

Americans and Mexicans are in close agreement on this pair of concepts. Approximately seven in ten of both (72% US, 69% Mexico) feel “community” is the more important of the two. Just over one-fourth in each country (26% to 27%) says “the individual” is more important.

42. *Effective government or democracy*

**Table 30. Effective Government vs. Democracy**

	U.S.	Mexico
Democracy	62	62
Effective government	35	34
Not sure	3	4

Feelings among Mexicans and Americans are virtually identical, as 62% in each country feel “democracy” is more important than “effective government.” Just over one-third of adults in each country (34% to 35%) says that “effective government” is the more important of the two.

43. *Security or Civil rights*

**Table 31. Security vs. Civil Rights**

	U.S.	Mexico
Security	45	64
Civil rights	52	33
Not sure	4	4

This is the one pair of concepts among which Americans and Mexicans share opposing views. Mexicans are twice as likely to choose “security” (64%) over “civil rights” (33%). Americans are more closely divided, and are more likely to opt for “civil rights” (52%) over “security” (45%).

44. Do you agree or disagree with the building of a wall between Mexico and the US?

**Table 32. Building a Wall on Mexico/US Border**

	U.S.	Mexico
Agree	28	7
Disagree	69	90
Not sure	3	3

A large majority in both countries (69% US, 90% Mexico) disagrees with the building of a wall between Mexico and the US. Americans, however, are four times as likely as Mexicans (28% to 7%, respectively) to agree with the building of such a wall.

45. Which of the following two statements comes closer to your own opinion – Statement A or Statement B?

**Table 33. Who Does Drug Traffic Violence Affect More**

	U.S.	Mexico
<b>Statement B:</b> The violence produced by drug traffickers is a bigger problem for the US because it consumes drugs	62	39
<b>Statement A:</b> The violence produced by drug traffickers is a bigger problem for Mexico because it produces and exports drugs	25	32
Both	9	23
Neither	1	1
Not sure	3	4

Over three-fifths of Americans (62%) feel the violence produced by drug traffickers is a bigger problem for the US because it consumes drugs (Statement B). One in four (25%) says this is a bigger problem for Mexico because it produces and exports drugs (Statement A). While Mexicans are also more likely to agree with Statement B than with Statement A, they are less likely than Americans to say this is a bigger problem for the US (39%), and more likely than Americans to say it is a bigger problem for their own country (32%). Mexicans are much more likely than Americans (23% to 9%, respectively) to agree equally with both statements.

46. Would you agree or disagree that American policemen should work in Mexico to combat crime that affects US security?

**Table 34. American Policemen Combating Crime in Mexico**

	U.S.	Mexico
Agree	40	18
Disagree	55	73
Not sure	5	9

Majorities of people in both countries disagree that American policemen should work in Mexico to combat crime affecting US security. Disagreement is much higher, however, among Mexicans (73%) than Americans (55%). Americans are subsequently twice as likely as Mexicans (40% to 18%, respectively) to agree that American policemen should work in Mexico to combat crime that affects US security.

*(U.S. only) 47. Can you name for me five of the 31 Mexican states? (The following are the more prevalent responses.)*

**Table 35. American Knowledge of Mexican States**

	U.S.
Chihuahua	9
México	6
Baja California	5
Jalisco	4
Baja California Sur	3
Chiapas	3
Michoacán	3
Oaxaca	3
Sonora	3
Yucatán	3
None/Not sure	76

Three-fourths of Americans (76%) are unable to name any of Mexico’s 31 states. Chihuahua (9%), México (6%), and Baja California (5%) are cited more frequently than the others. Each of the 31 states is named at least once.

*(Mexico only) 47. Can you name for me five of the 50 U.S. states? (The following are the more prevalent responses.)*

**Table 36. Mexican Knowledge of US States**

	Mexico
Texas	40
California	38
New York	21
Washington	13
Florida	12
Arizona	11
Colorado	9
North Carolina	6
Nevada	5
None/Not sure	30

Seven in ten Mexicans (70%) can name at least one of the United States' 50 states. Three in ten (30%) are unable to name any. Mexicans are most likely to name Texas (40%) and California (38%), with half as many citing New York (21%). More than one in ten name Washington (13%), Florida (12%), and Arizona (11%). Maine, Rhode Island, and Vermont are the only three states not cited by any respondents.