

PRESS RELEASE

FIRST PRE-ELECTION SURVEY DEFOE-SPIN

NOVEMBER 2017

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- **There is a technical tie between the three possible alliances with presidential candidates.**
 - **Among PRI members, Miguel Ángel Osorio Chong is the candidate with the most electoral advantage, followed by a tie between Aurelio Nuño and José Antonio Meade. Whereas among PAN members, Ricardo Anaya is comfortably on the top of the preferences. Among PRD members, Miguel Ángel Mancera leads the race. Meanwhile Margarita Zavala is ahead the preferences for independent candidates.**
 - **If the Citizen Front for Mexico formalizes its alliance, electoral preferences are split between Ricardo Anaya and Miguel Angel Mancera.**
 - **Approval of President Enrique Peña Nieto is around 30 percent.**
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DEFOE (defoe.mx) and **SPIN-TCP** (spintcp.com) present The First Pre-Election Survey to determine electoral preferences, as well as to evaluate methodological aspects of the unresolved debates in Mexico (encuestadefoe-spin.com). The survey has national representativeness and it was held with face to face interviews in households, between October 28th and November 1st of 2017.

The **First Pre-Election Survey DEFOE-SPIN** is public in its totality, including the database (1,200 cases and more than 350 variables) and the questionnaire as it was carried out (more than 80 questions), so that any person interested, not only academics, but mainly analysts or members of the media in Mexico or elsewhere in can know the methodology, can carry out analyzes different from the those of DEFOE and SPIN and, where appropriate, make suggestions to improve the exercise.

The sample of the **First Pre-Election Survey DEFOE-SPIN** took into account 120 electoral sections at the national level, and in each electoral section, a total of 10 questionnaires were applied. The design of the sample used the electoral sections reported by the National Electoral Institute (INE), with information as of October 2017. The margin of error (MOE) is +/- 2.83 percentage points, associated with a 95 percent confidence level.

For a long time, there has been an interest in **DEFOE** and **SPIN** in retaking the agenda on electoral behavior in Mexico, which has lagged in recent years, precisely because of the lack of complete and public databases of electoral surveys.

Electoral surveys in Mexico, which at first provided certainty by providing valuable information to political actors, the media and voters, have increasingly become the source of sub-optimal decisions by political parties at the moment of designating their candidates, misinterpretations in the media and even the origin of post-electoral conflicts.

The **DEFOE-SPIN** surveys seek to rekindle the debates around electoral behavior in Mexico and set an example of what we understand by transparency and commitment to scientific work in the survey methodology and the publication of electoral surveys. It is important to note that we are against pollsters' regulation by the authorities and we firmly believe that the polling guild should self-regulate through best international practices, including absolute transparency in the publication of information from public surveys.

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