

# FIRST DEFOE-SPIN EXPERIMENT



**spin**  
Taller de Comunicación Política®

## APRIL 2018

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# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## RESEARCHERS AND SPONSORSHIP

- The sponsorship and design of the First DEFOE-SPIN Experiment were carried out jointly by Defoe, Experts on Social Reporting, S.C. and SPIN-Taller de Comunicación Política, S.C.
- The application and generation of the database was conducted by Defoe, Experts on Social Reporting, S.C.
- The analysis and interpretation of data was carried out by SPIN-Taller de Comunicación Política, S.C.



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## OBJECTIVES

- Learn the impact of preelectoral surveys as a key piece of information about the competition situation of candidates during the 2018 presidential campaign in Mexico.
- Identify the effects of different types of stimuli related to four different electoral poll scenarios (strategic voting or bandwagon effect).
- Learn the socio-demographic characteristics and political preferences of participants who modify their vote intention once they're exposed to poll information.

# WHAT IS AN EXPERIMENT AND WHAT IS IT USED FOR?

- In general experiments seek to make direct comparisons between the effect of different doses of stimuli (treatments), with the absence of these (controls), among a group of participants. A brief questionnaire is applied to the participants before separating them into groups and presenting them, simultaneously, one of the treatments in a closed environment, and a new questionnaire is applied immediately after to learn the changes due to the participants' exposure to control or treatments.
- The measurement prior and after the treatment application allows direct association (causality) of the treatment effect with the change in candidates' responses to the entry and exit polls.

## WHAT DIFFERENCES ARE THERE BETWEEN EXPERIMENTS AND SURVEYS?

- Experiments allow to establish a cause-effect relationship among variables, whilst surveys only show association between variables (correlation).
- Experiments do not need to be representative because they only seek for the effect of one or several treatments among the participants, who are interviewed before and after the treatments are applied.
- For several decades, Economics and, increasingly, Political Science, use experiments to complement designs that allow to have information to make more solid statements about research hypothesis.

# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## METHODOLOGY

- The First DEFOE-SPIN Experiment was conducted on April 14th and 15th 2018 with 240 participants, aged 40 to 70 (segments which have voted above population average in the last federal elections), who were recruited in three cities of Mexico: 80 in Mexico City, 80 in Guadalajara, Jalisco, and 80 in Boca del Río, Veracruz.
- The First DEFOE-SPIN Experiment measured the effect of four different scenarios derived from the publication of pre-election surveys, in which there is: a difference between first and second place, a difference between the second and third, and one more in which second and third place have a reversed order.



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## TREATMENTS AND CONTROL

- Treatment 1 (tie for the second place)
  - AMLO (40%) > ANAYA (25%) = MEADE (25%) > INDEPENDENTS (10%)
- Treatment 2 (unclear second place)
  - AMLO (34%) > ANAYA (30%) > MEADE (28%) > INDEPENDENTS (8%)
- Treatment 3 (reverted unclear second place)
  - AMLO (34%) > MEADE (30%) > ANAYA (28%) > INDEPENDENTS (8%)
- Control (well-defined places)
  - AMLO (40%) > ANAYA (30%) > MEADE (20%) > INDEPENDENTS (10%)

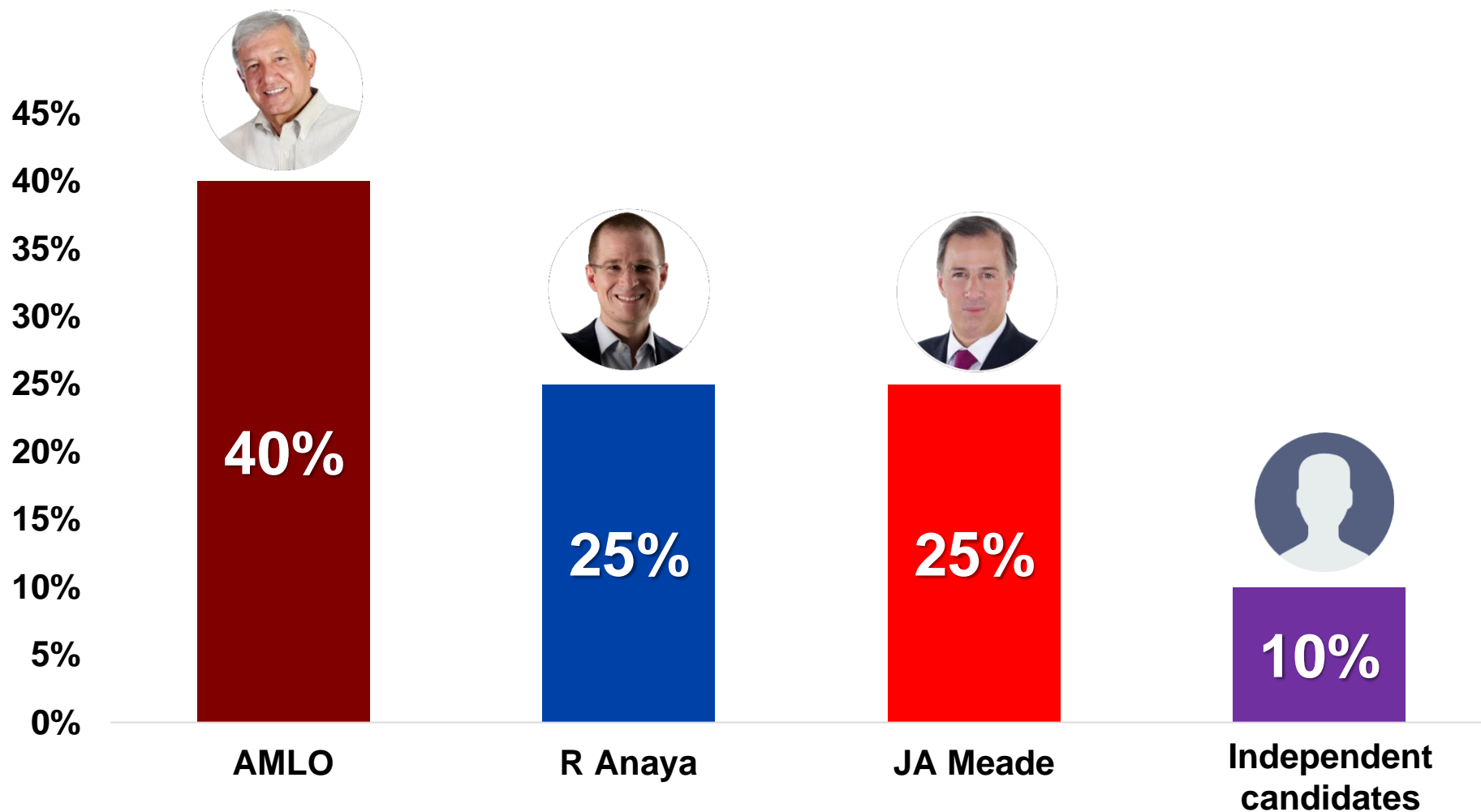
# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXPERIMENT DESIGN

Treatment/City	CDMX	Guadalajara	Veracruz	Total
T1	20	20	20	60
T2	20	20	20	60
T3	20	20	20	60
Control	20	20	20	60
Total	80	80	80	240

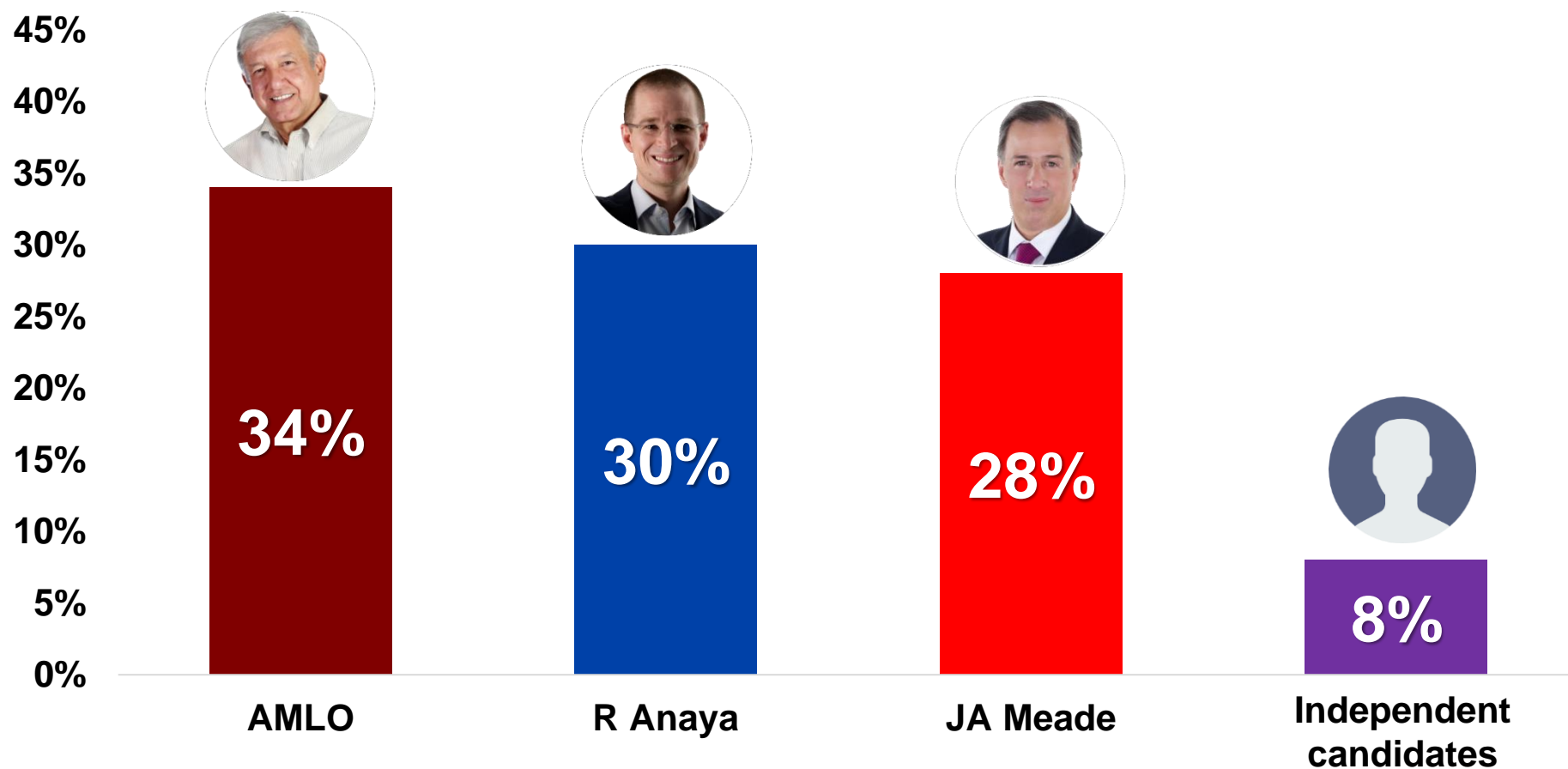
# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## TREATMENT 1: AMLO > ANAYA = MEADE



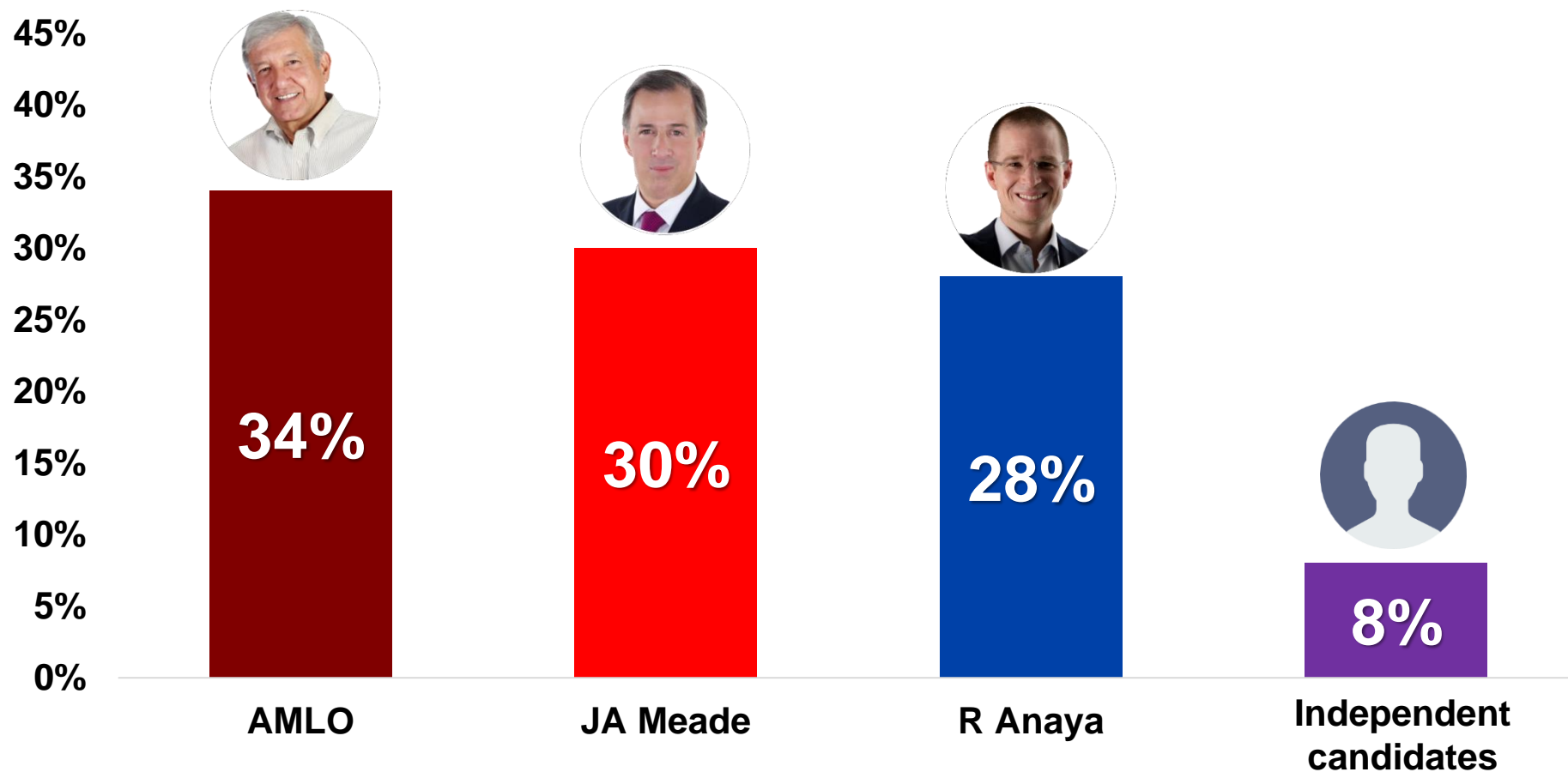
# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## TREATMENT 2: AMLO > ANAYA > MEADE



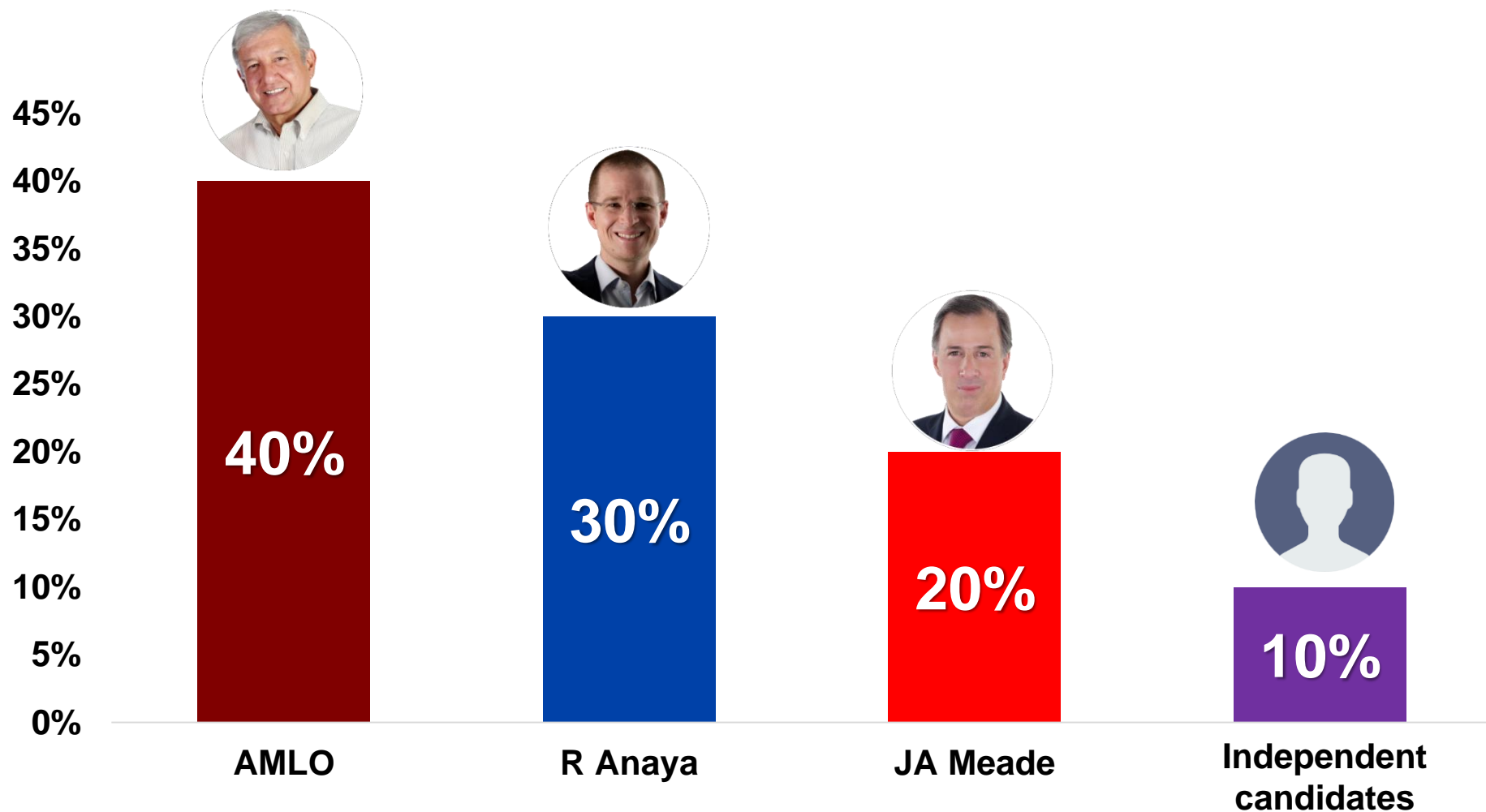
# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## TREATMENT 3: AMLO > MEADE > ANAYA



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## CONTROL: AMLO > ANAYA > MEADE



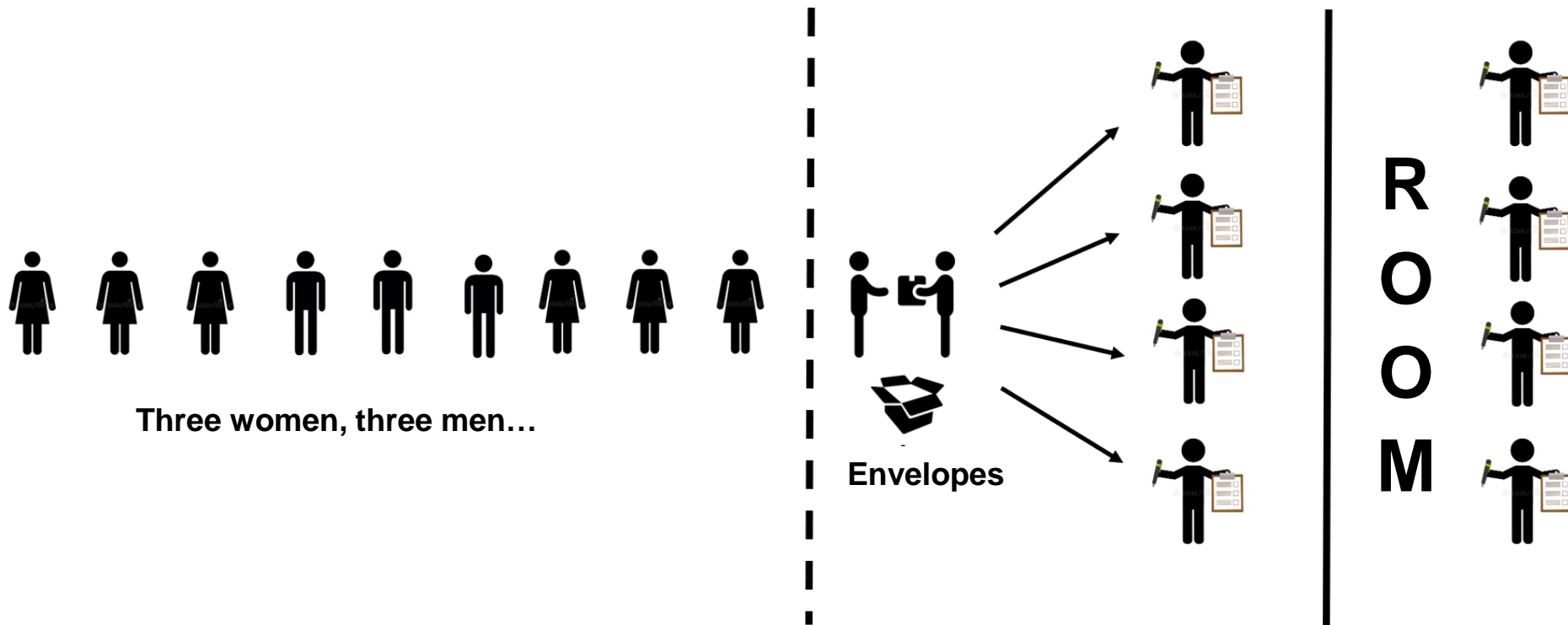
# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## DEVELOPMENT OF THE EXPERIMENT

- The participants were delivered a closed envelope with the same news about the format of the presidential debates and a survey –different according to each one of the treatments and the control-, a blank card and a pen.
- Through the projection of a video, the participants were instructed to write down a brief summary on the blank card about the news and about the survey.
- All the participants, from the moment in which they received the envelope, during the entry poll, during the experiment and during the exit poll, were forbidden to speak in order to avoid contaminating the results.
- The full methodology can be consulted in the Executive Summary and on the website *encuestadefoe-spin.com*.

# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## PRE-EXPERIMENT APPLICATION

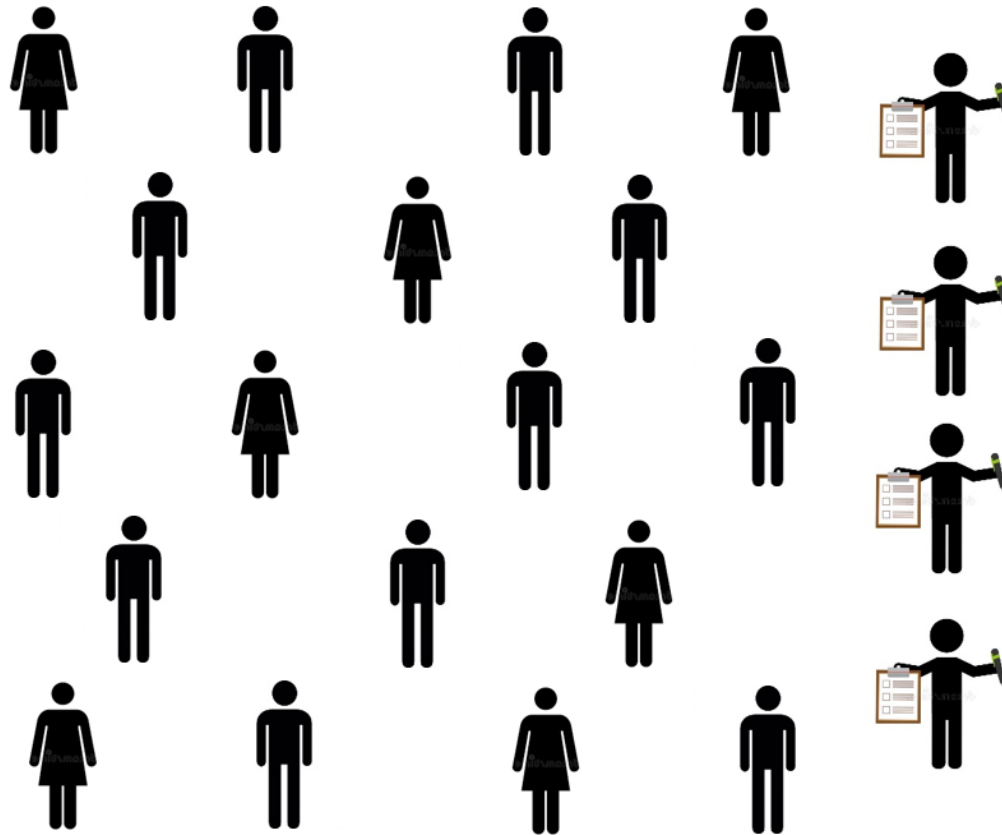




# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## MESSAGE AND EXPERIMENT

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# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXPLANATORY VIDEO

**SILENCE**

Thank you for participating in the study of the analysis of information in the media.

### INSTRUCTIONS:

1. Open the envelope that you received at the entrance.
2. Read the news and the survey that come inside the envelope.
3. Write a summary of the news and the survey on the blank card that comes inside the envelope.
4. When finished, put all the information inside the envelope.
5. Raise your hand to leave the room.
6. Hand over the envelope when you leave the room.
7. Do not talk or interact with any other person inside the room.

## NEWS

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### Aprueban formato del primer debate

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Por HÉCTOR GUTIÉRREZ

05 de abril de 2018

Con la inconformidad de los representantes de candidatos, la Comisión de Debates del Instituto Nacional Electoral (INE) aprobó ayer el formato y los moderadores del primer debate entre aspirantes a la Presidencia.

Según el formato aprobado, el primer debate, que se llevará a cabo en el Palacio de Minería de la Ciudad de México el 22 de abril, se dividirá en cuatro bloques para abordar igual número de temas: seguridad, corrupción e impunidad,

democracia y grupos vulnerables, y política y gobierno.

Los cuatro bloques, que en total tendrán una duración de 1 hora con 54 minutos, serán divididos en dos segmentos: en el primero los moderadores cuestionarán a los candidatos, mientras que en el segundo habrá una mesa de diálogo entre los cuatro candidatos.

En el primer segmento de cada bloque cada uno de los candidatos tendrá 2 minutos con 30 segundos para contestar a los moderadores, quienes a su vez contarán con 30 segundos para hacer preguntas o interpelar; después habrá 4 minutos de

réplicas y contrarréplicas entre los abanderados.

En el segundo segmento Ricardo Anaya, Andrés Manuel López Obrador, José Antonio Meade y Margarita Zavala debatirán 8 minutos; al finalizar los cuatro bloques, los cuatro candidatos tendrán un minuto para cerrar.

En la presentación del formato del primer debate, que hoy será ratificado por el Consejo General, los representantes de los candidatos acusaron al INE de darles protagonismo a los moderadores, lo cual podría generar sesgos e inequidad.

# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## NEWS AND SURVEY

### CONTROL

#### Aprueban formato del primer debate

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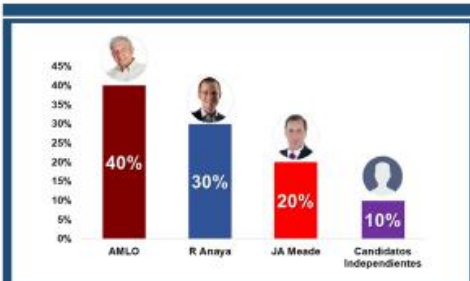
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#### ENCUESTA PRESIDENCIAL 2018



### TREATMENT 1

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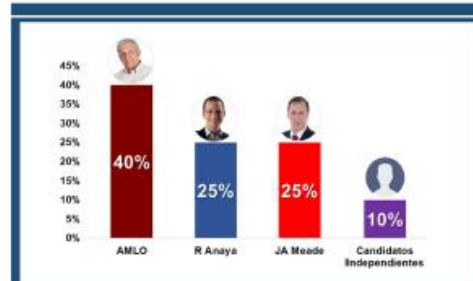
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#### ENCUESTA PRESIDENCIAL 2018



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## NEWS AND SURVEY

### TREATMENT 2

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05 de abril de 2018

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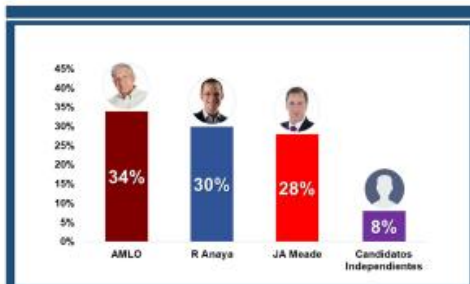
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#### ENCUESTA PRESIDENCIAL 2018



### TREATMENT 3

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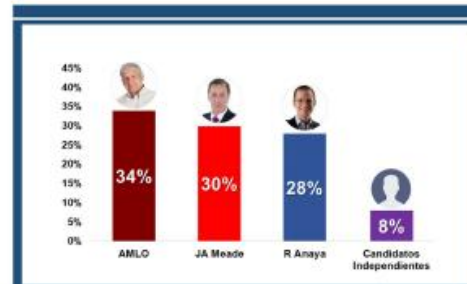
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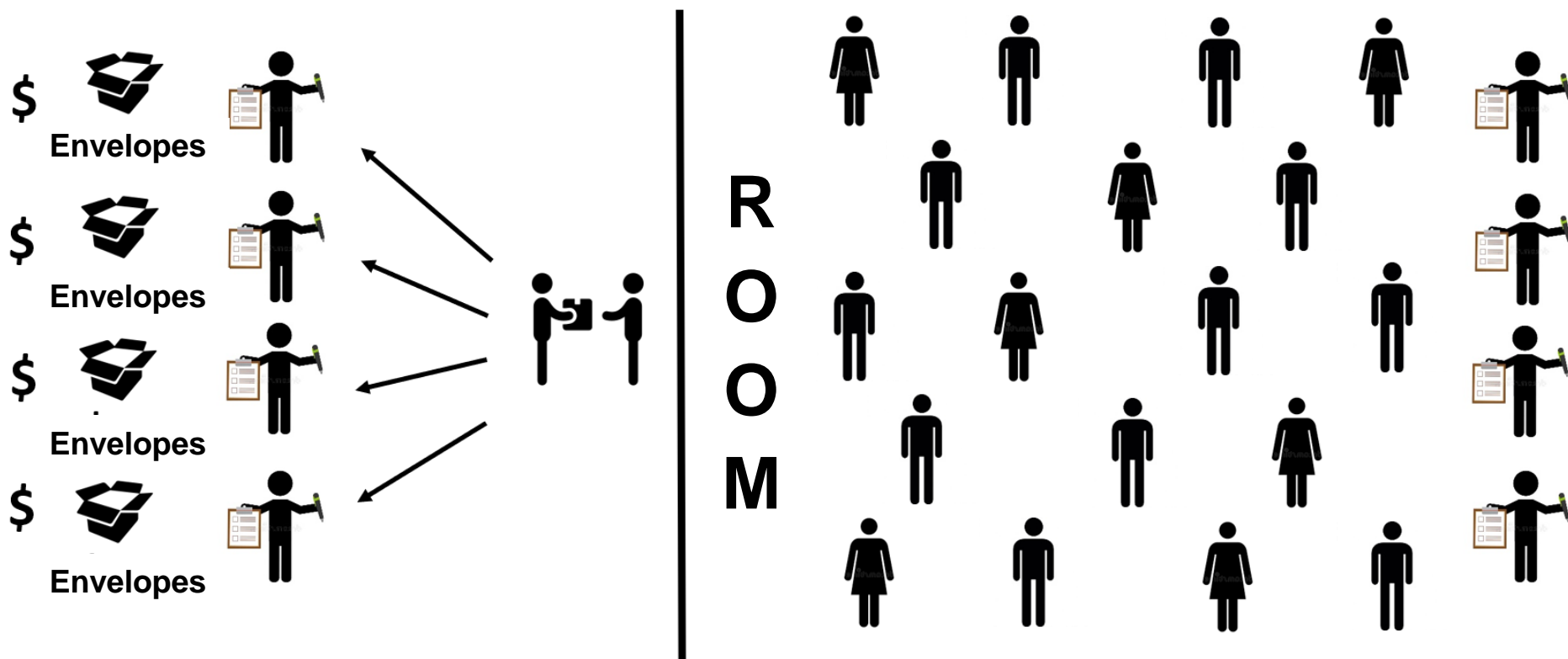
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#### ENCUESTA PRESIDENCIAL 2018



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## POST-EXPERIMENT APPLICATION



# **SUMMARY OF FINDINGS APRIL-2018**

## SUMMARY OF FINDINGS (1/2)

- Survey information can in fact modify vote intention, as one of every three participants in the experiment modified his vote intention once they had access to a survey.
- By showing the participants of the experiment various survey scenarios, results obtained show that more than strategic (useful) vote to make the second place competitive, the participants preferred to reinforce the advantage of the winner, as shown in each of the cases:
  - Treatment 1, that shows a survey with a tie among candidates for the second and third place, doesn't reveal the existence of strategic voting effect.
  - Treatment 2, that shows a close competition between the first and second places, strengthens the first place, which reveals the existence of the bandwagon effect.



## SUMMARY OF FINDINGS (1/2)

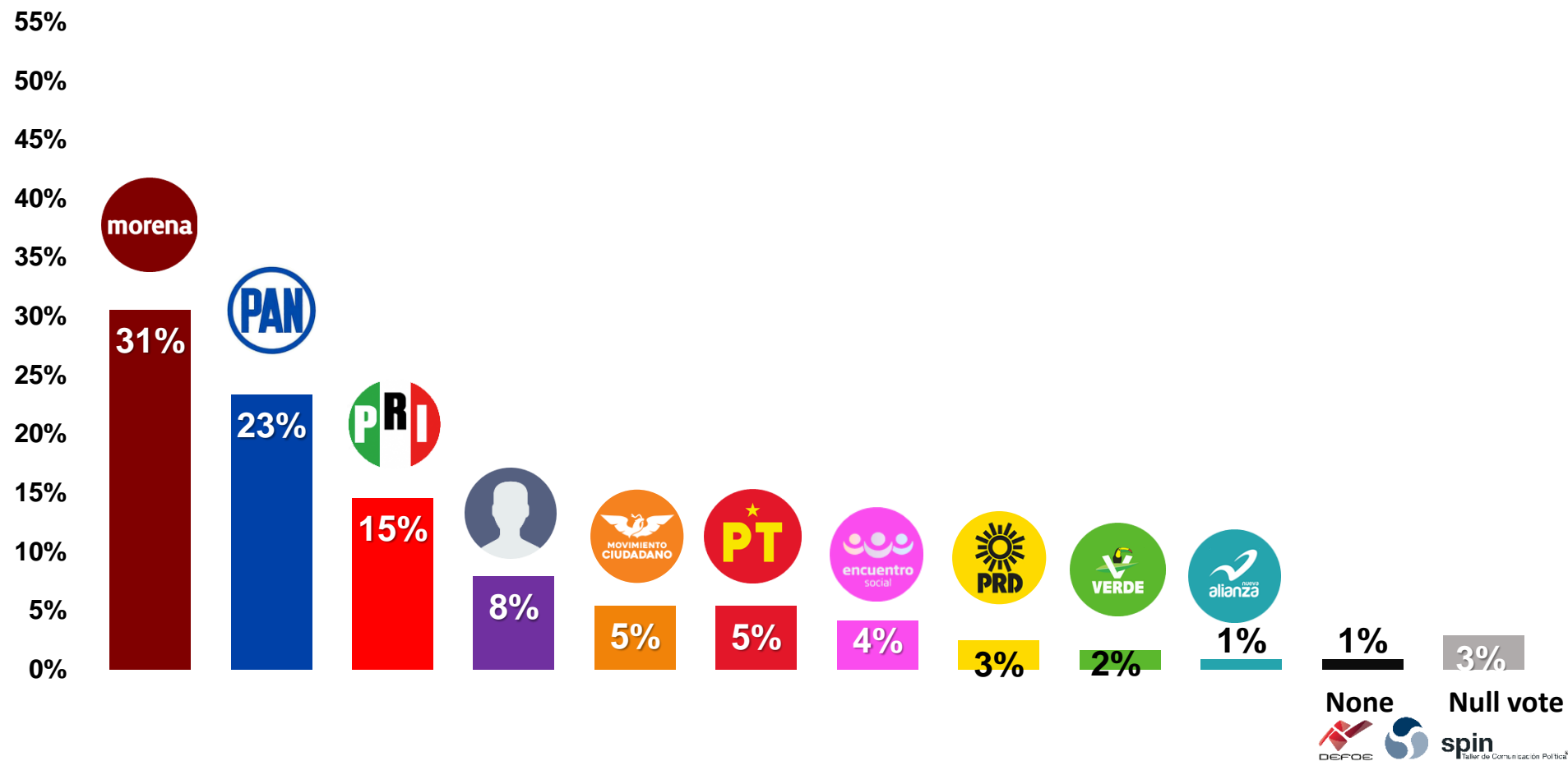
- Treatment 3, far from showing the strengthening of the second place (Meade before the experiment), takes votes from him, which could reveal an anti-PRI vote stronger than strategic voting in his favor.
- Control, which has a well-defined first, second and third place, shows that Anaya loses more votes to AMLO than Meade, which reveals the existence of the bandwagon effect.
- The survey scenarios used in the experiment (innovative exercise Mexico) reflect the results of the diverse surveys published so far.
- The experiment's participants show a greater propensity to strengthen the winner than to vote strategically to make the second place more competitive derived, perhaps, from the strong anti-PRI effect.

# **AGGREGATE RESULTS APRIL-2018**

# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT

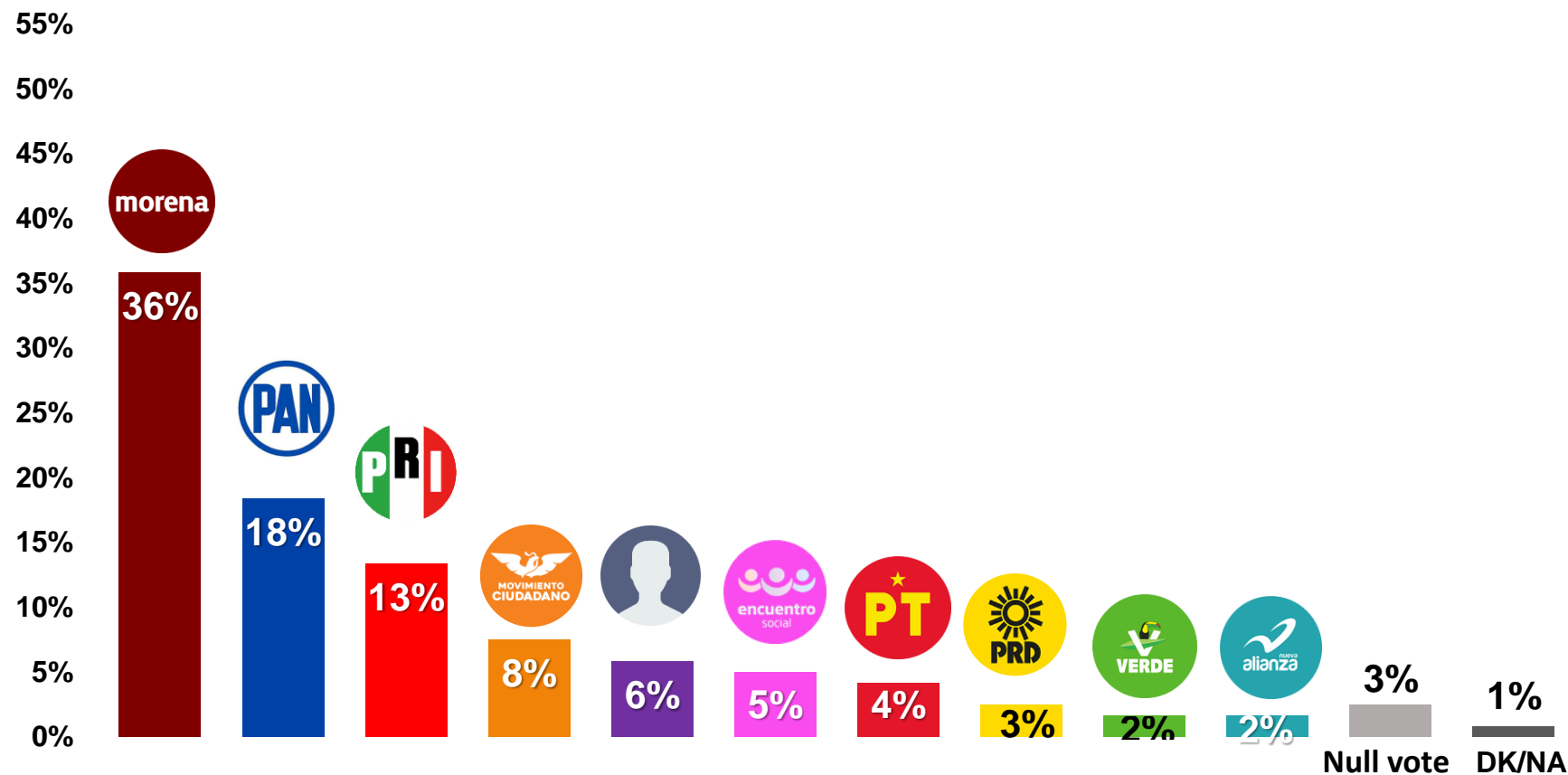
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXIT PRESIDENTIAL BALLOT

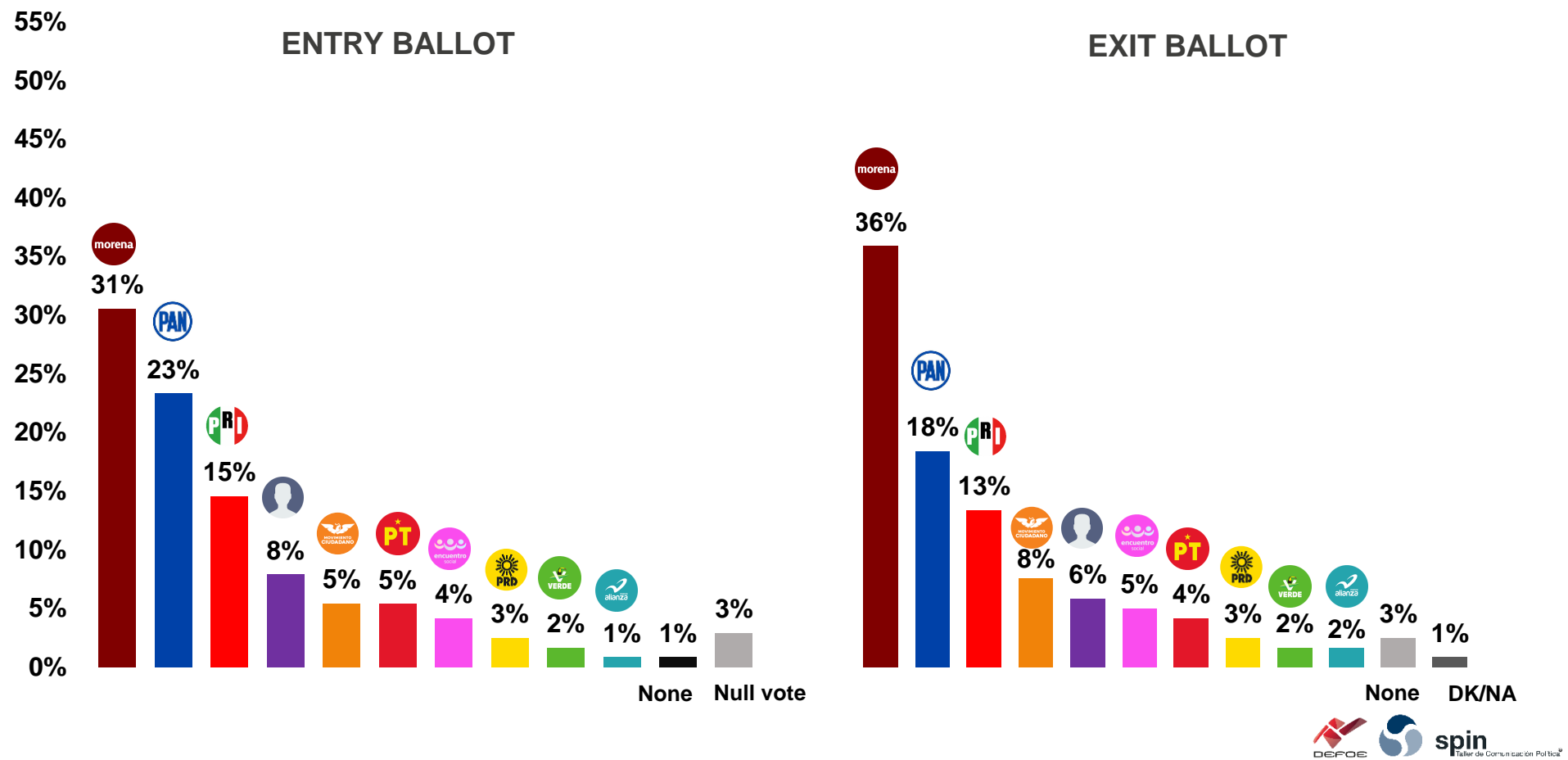
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# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## COMPARATIVE BETWEEN ENTRY AND EXIT PRESIDENTIAL BALLOT

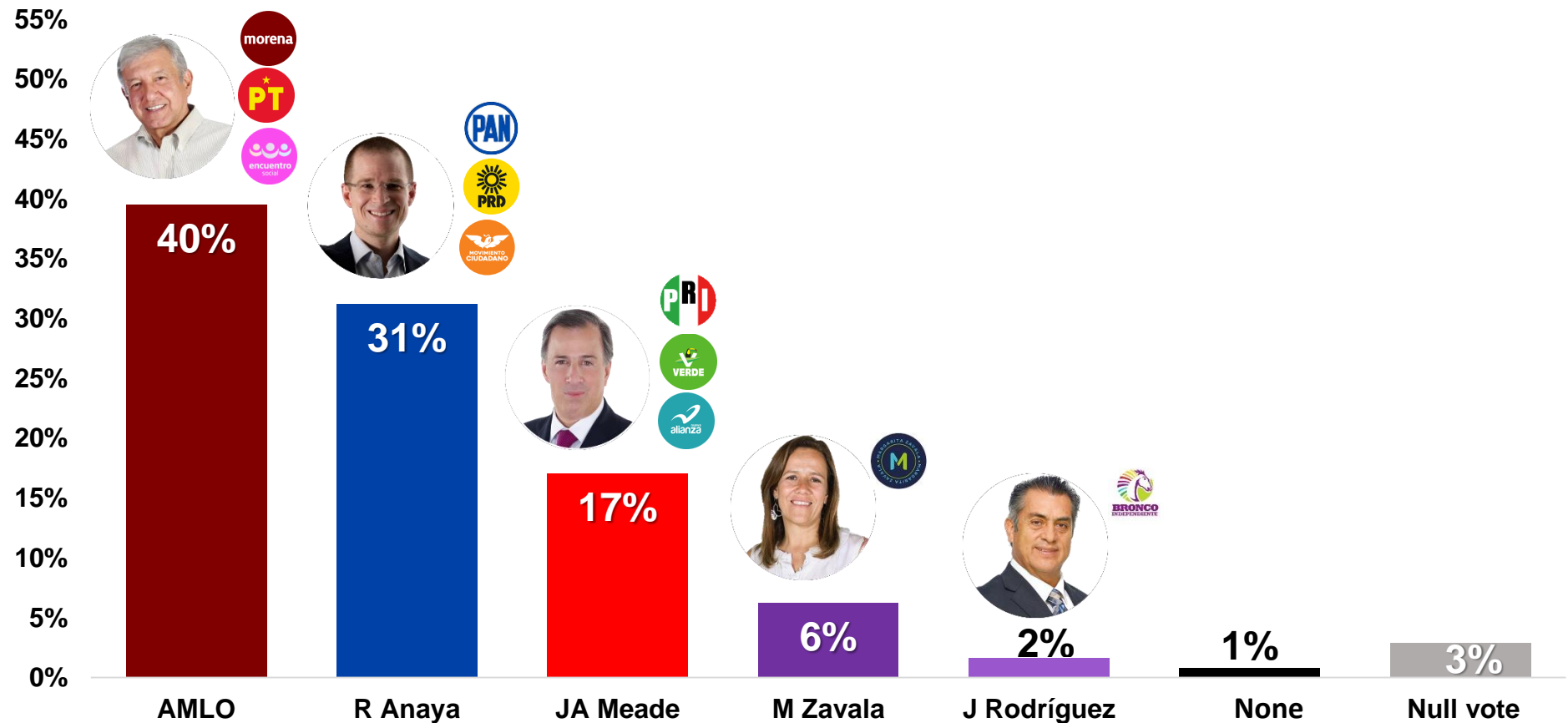
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# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT BY ALLIANCES

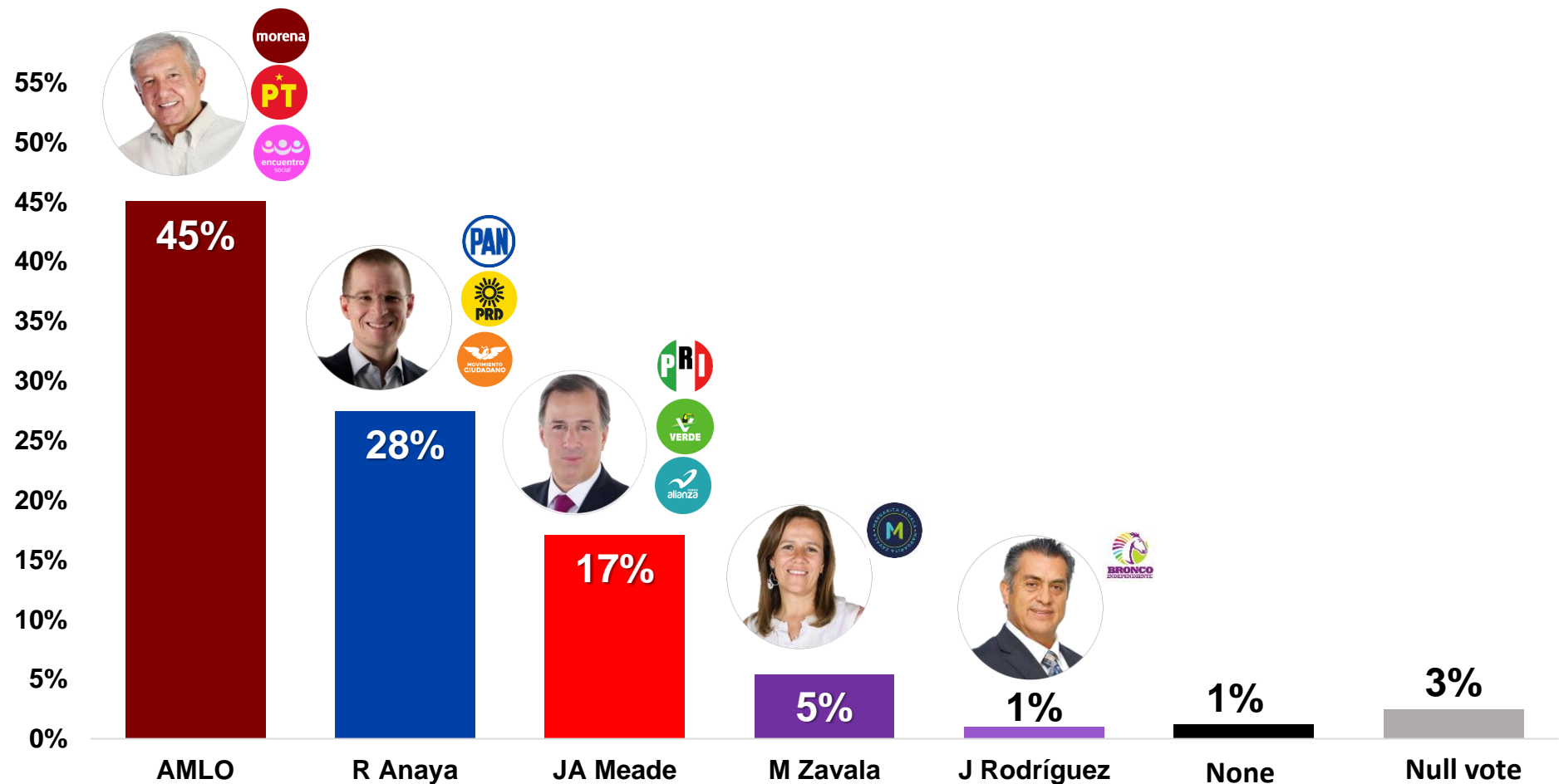
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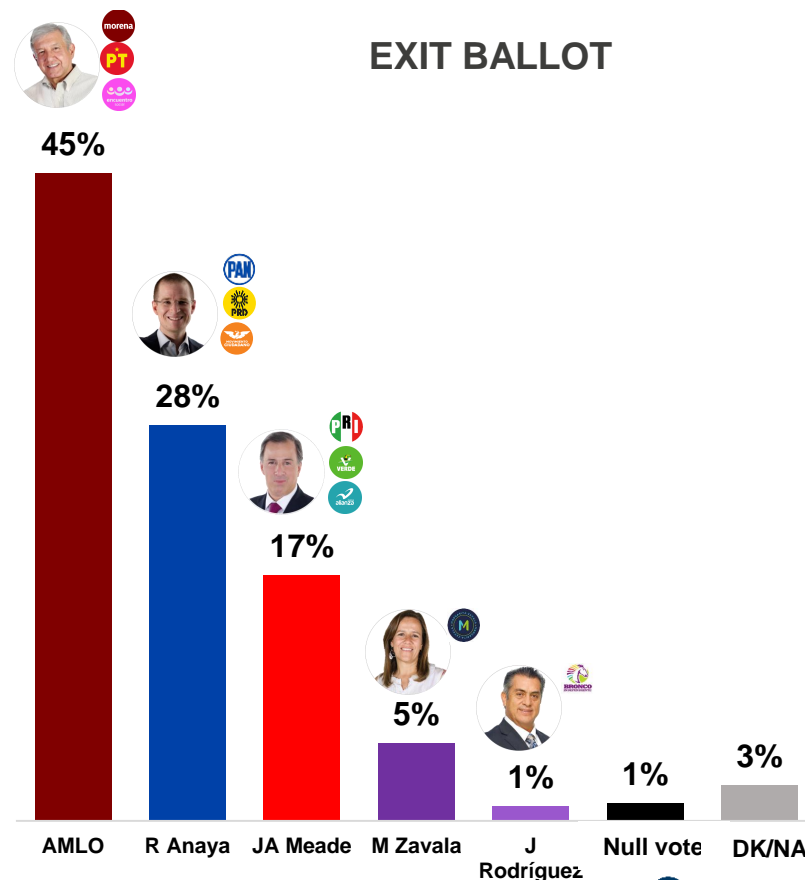
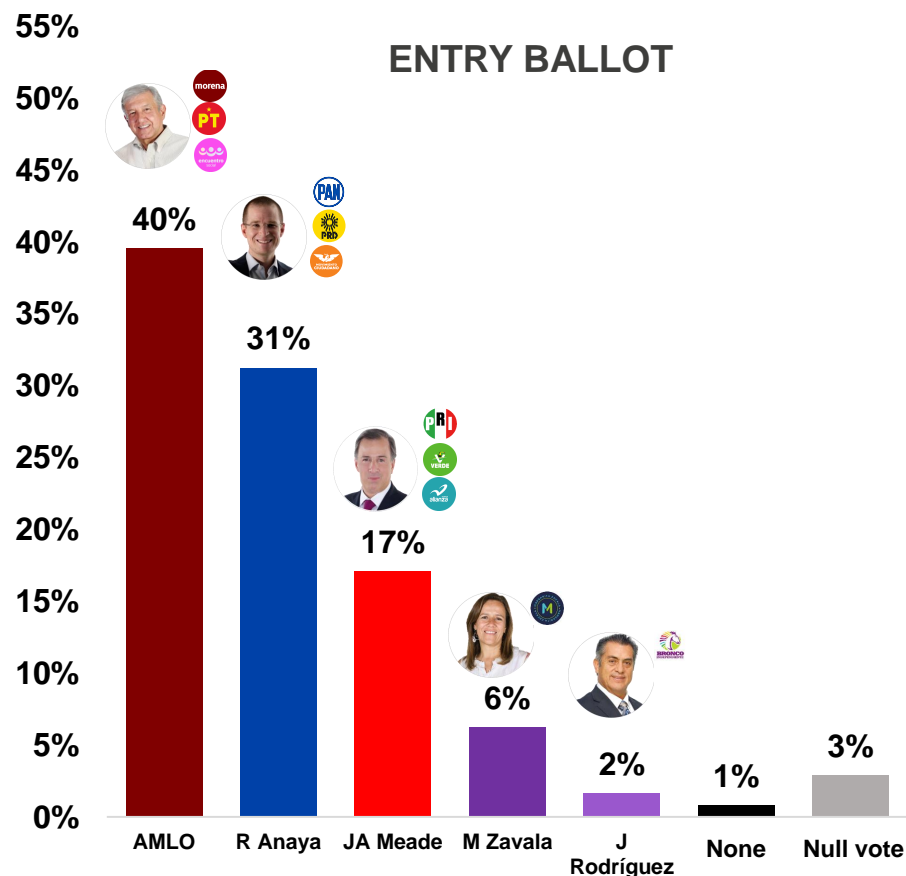
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# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## COMPARATIVE ENTRY AND EXIT PRESIDENTIAL BALLOT BY ALLIANCES

If the presidential election was held today, which party would you vote for?





# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## SHIFTS BETWEEN CANDIDATES

AGGREGATE

EXIT ENTRY	R Anaya	AMLO	J A Meade	M Zavala	J Rodríguez	DK/NA/Null vote	Total
R Anaya	49	18	4	0	1	3	75
AMLO	10	79	4	1	0	1	95
J A Meade	4	5	29	3	0	0	41
M Zavala	3	2	1	9	0	0	15
J Rodríguez	2	1	0	0	1	0	4
DK/NA/Null vote	0	2	2	0	0	5	9
Total	68	107	40	13	2	9	239

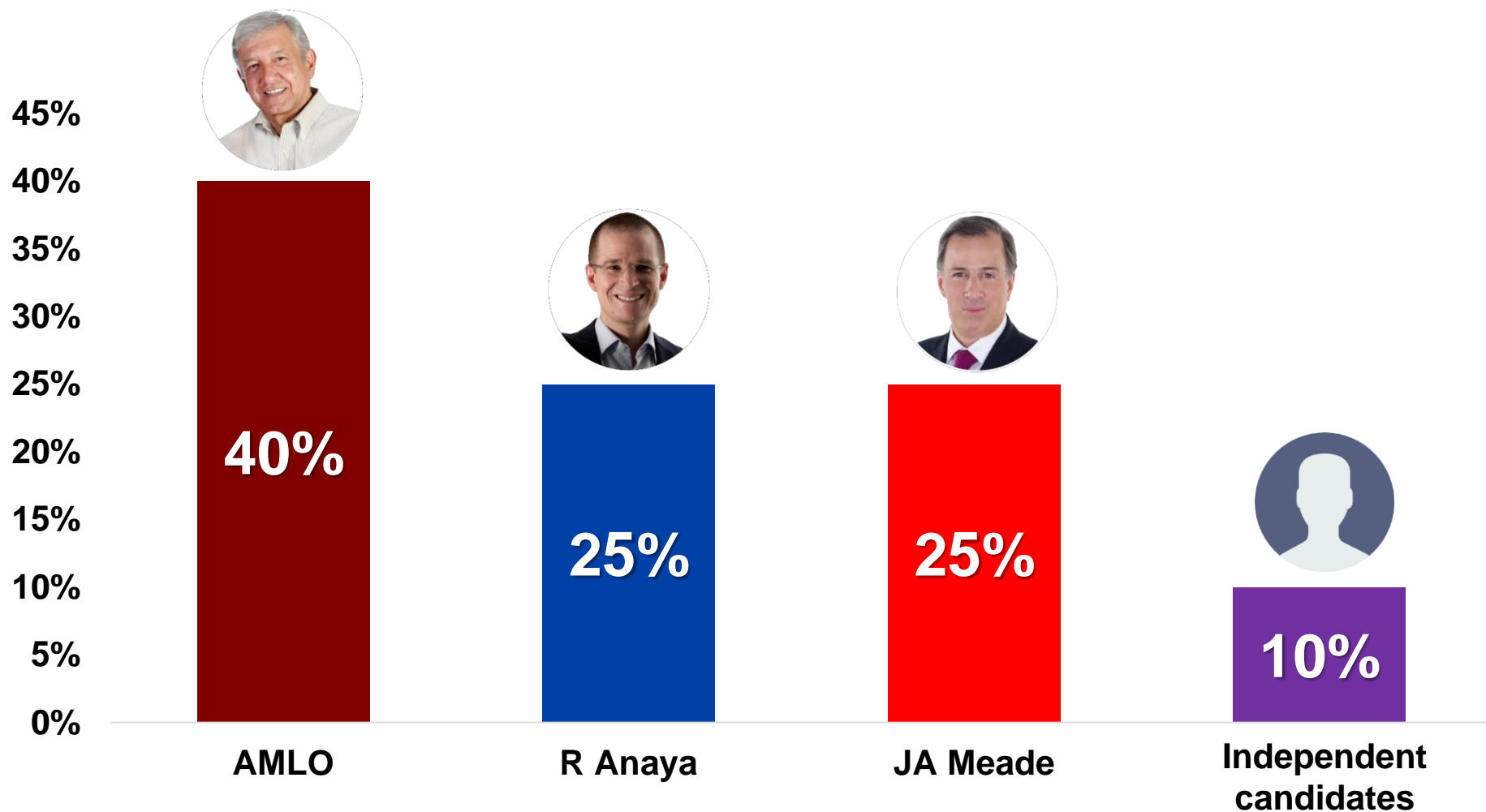
# **RESULTS**

# **TREATMENT 1**

# **APRIL-2018**

# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

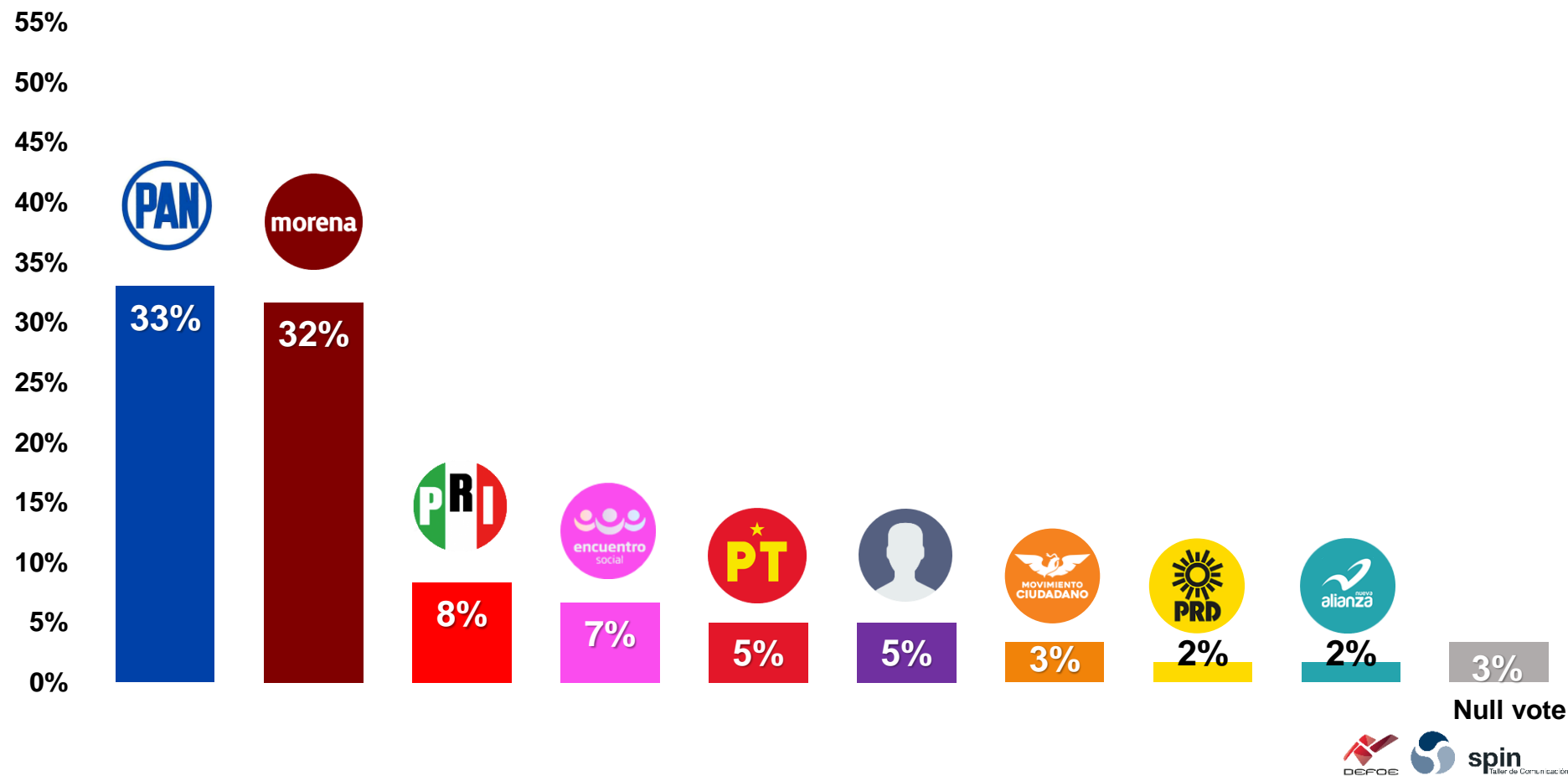
## TREATMENT 1: AMLO > ANAYA = MEADE



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT TREATMENT 1

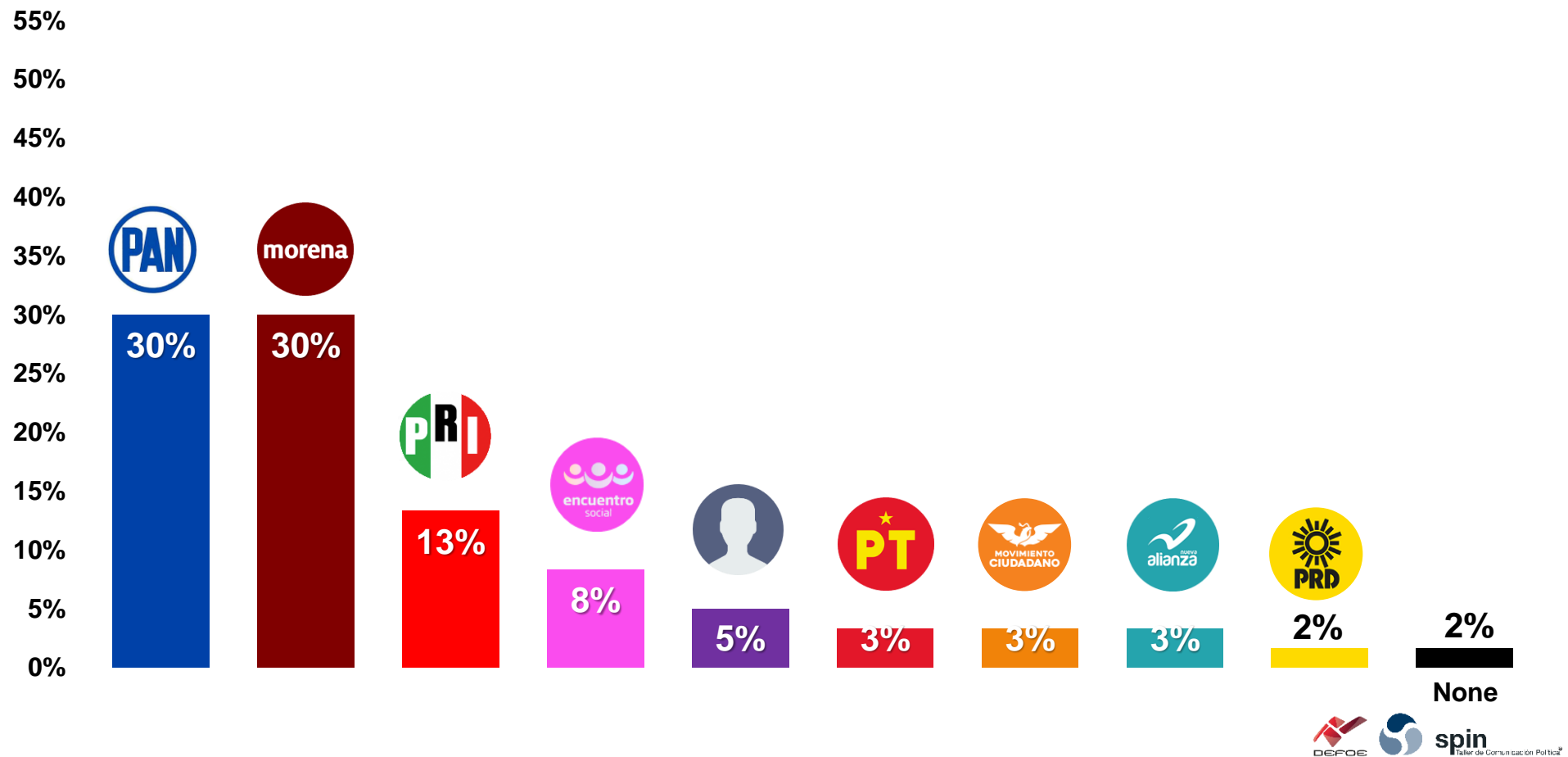
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## EXIT PRESIDENTIAL BALLOT TREATMENT 1

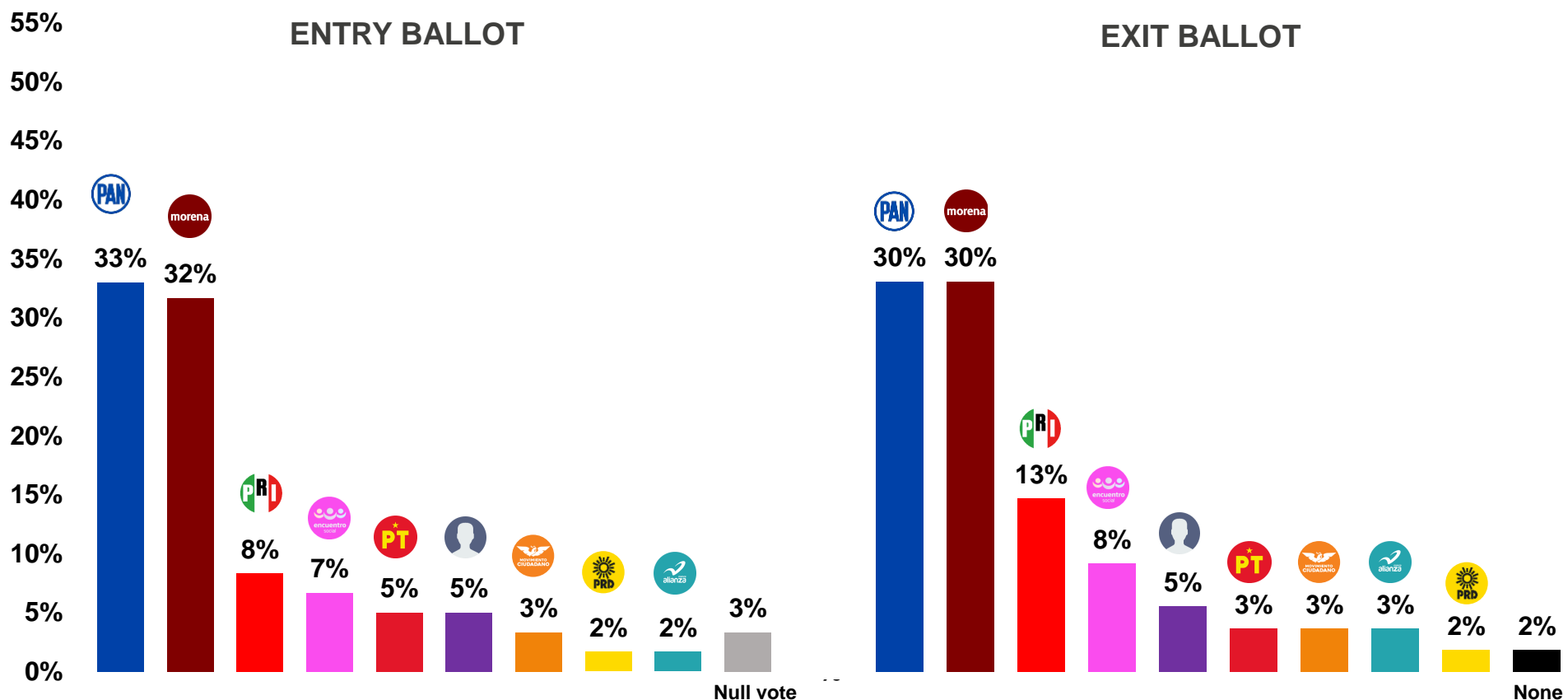
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# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## COMPARATIVE BETWEEN ENTRY AND EXIT PRESIDENTIAL BALLOT TREATMENT 1

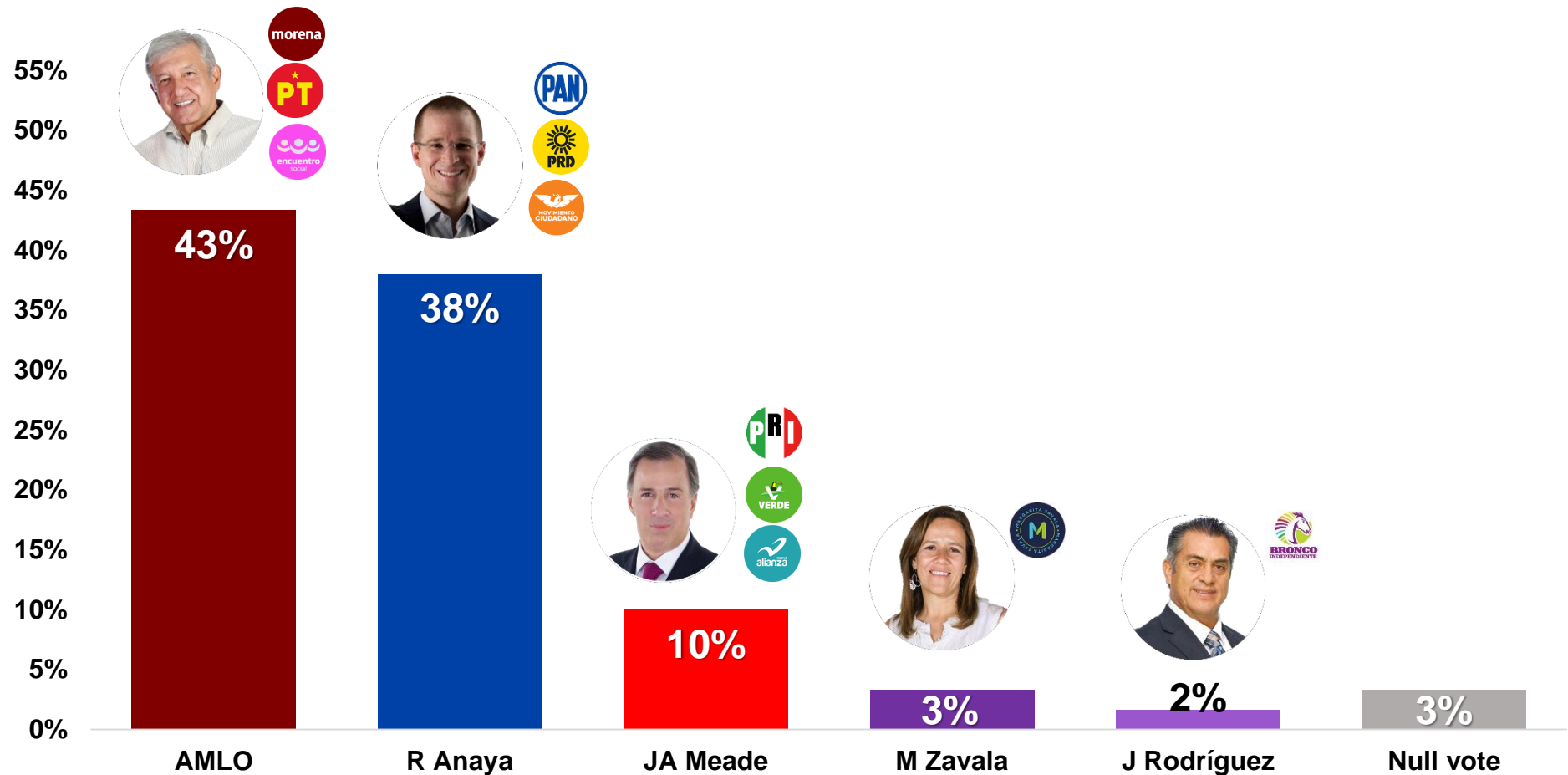
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# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT BY ALLIANCES TREATMENT 1

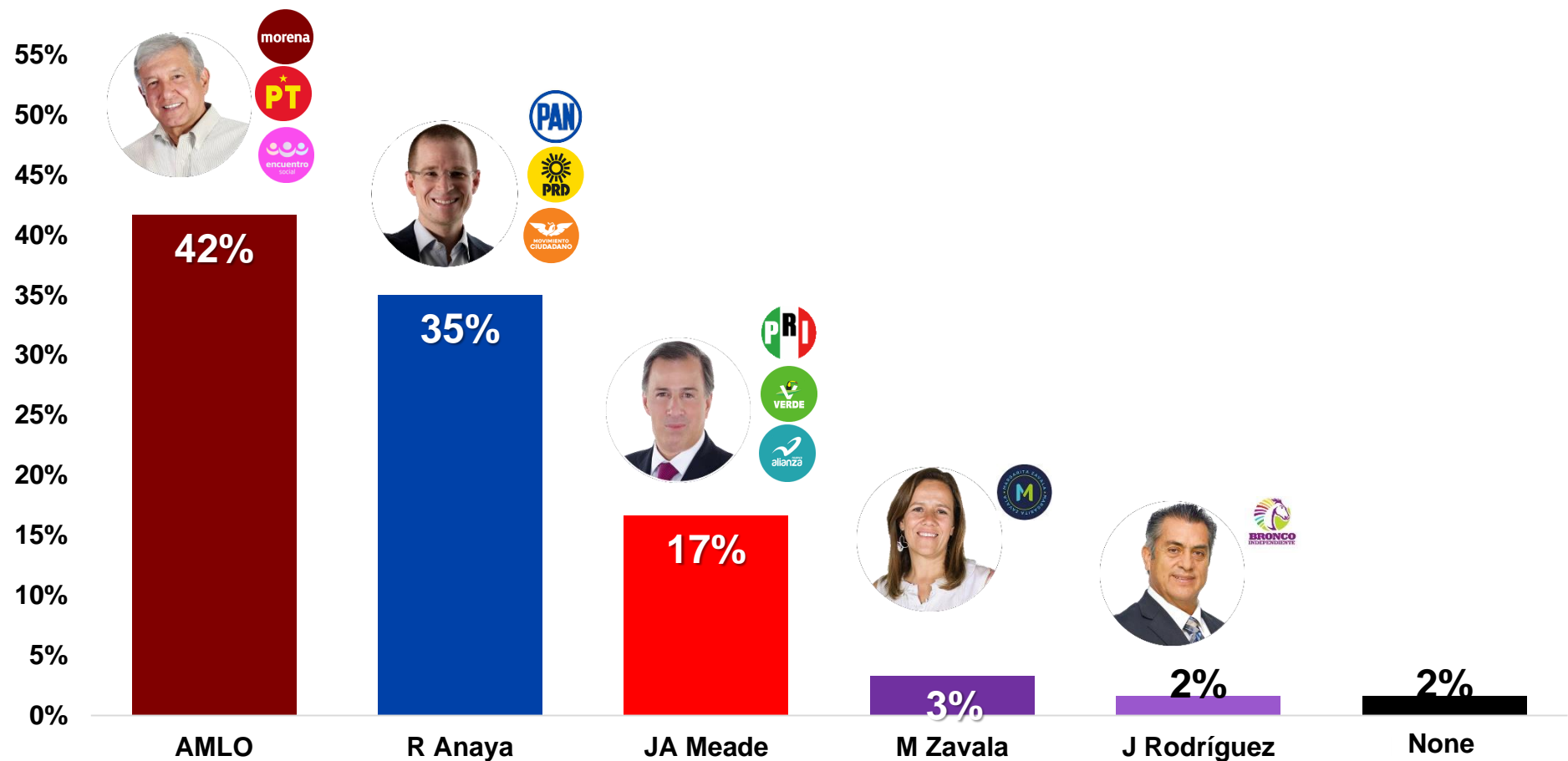
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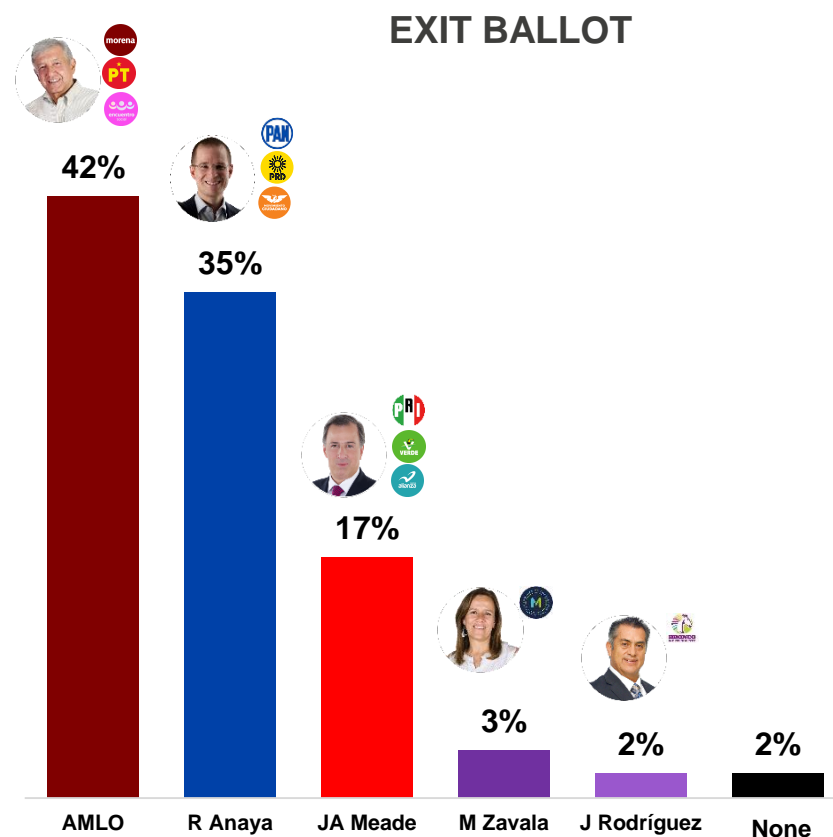
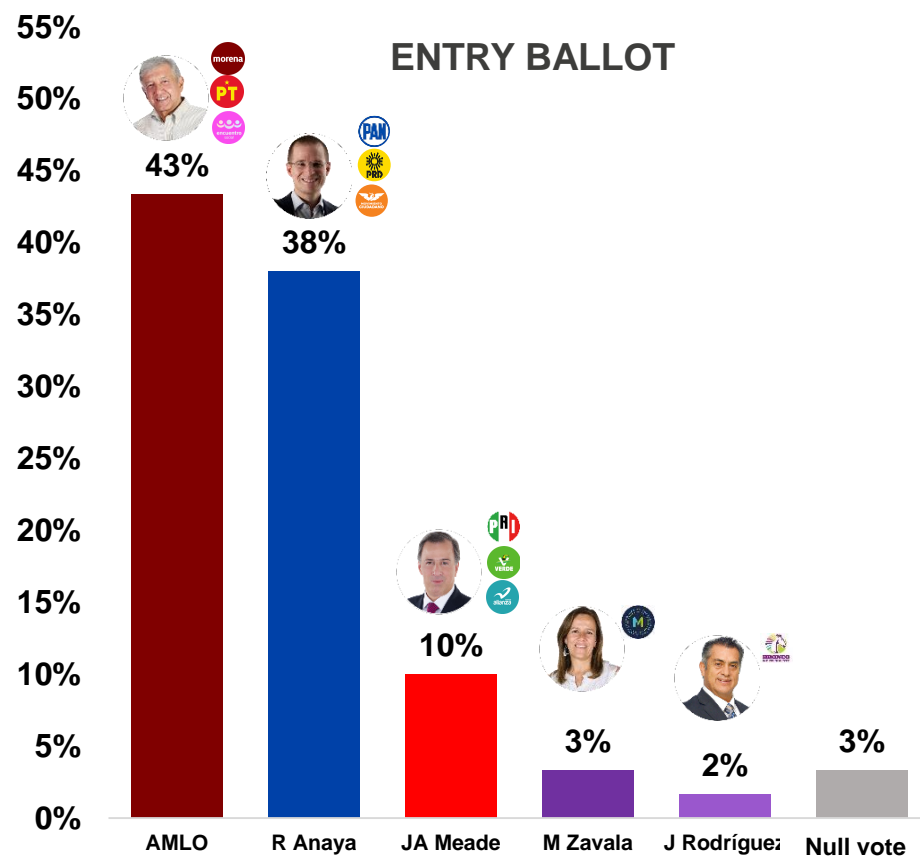




# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## COMPARATIVE ENTRY AND EXIT PRESIDENTIAL BALLOT BY ALLIANCES TREATMENT 1

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# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## SHIFTS BETWEEN CANDIDATES

### TREATMENT 1

EXIT ENTRY	R Anaya	AMLO	J A Meade	M Zavala	J Rodríguez	DK/NA/Null vote	Total
R Anaya	17	2	2	0	1	1	23
AMLO	3	22	1	0	0	0	26
J A Meade	0	0	6	0	0	0	6
M Zavala	0	0	0	2	0	0	2
J Rodríguez	1	0	0	0	0	0	1
DK/NA/Null vote	0	1	1	0	0	0	2
Total	21	25	10	2	1	1	60

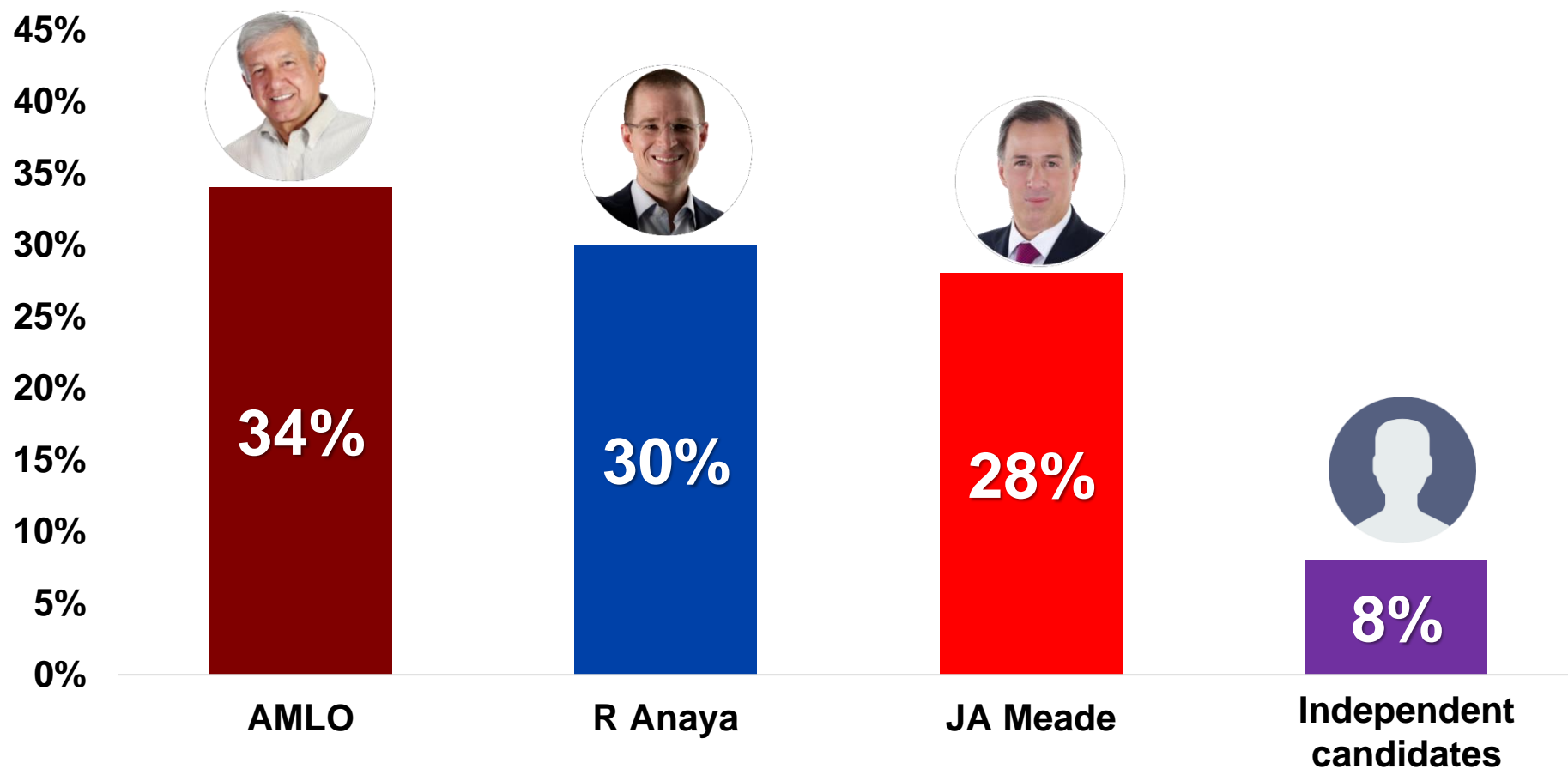
# **RESULTS**

## **TREATMENT 2**

### **APRIL-2018**

# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

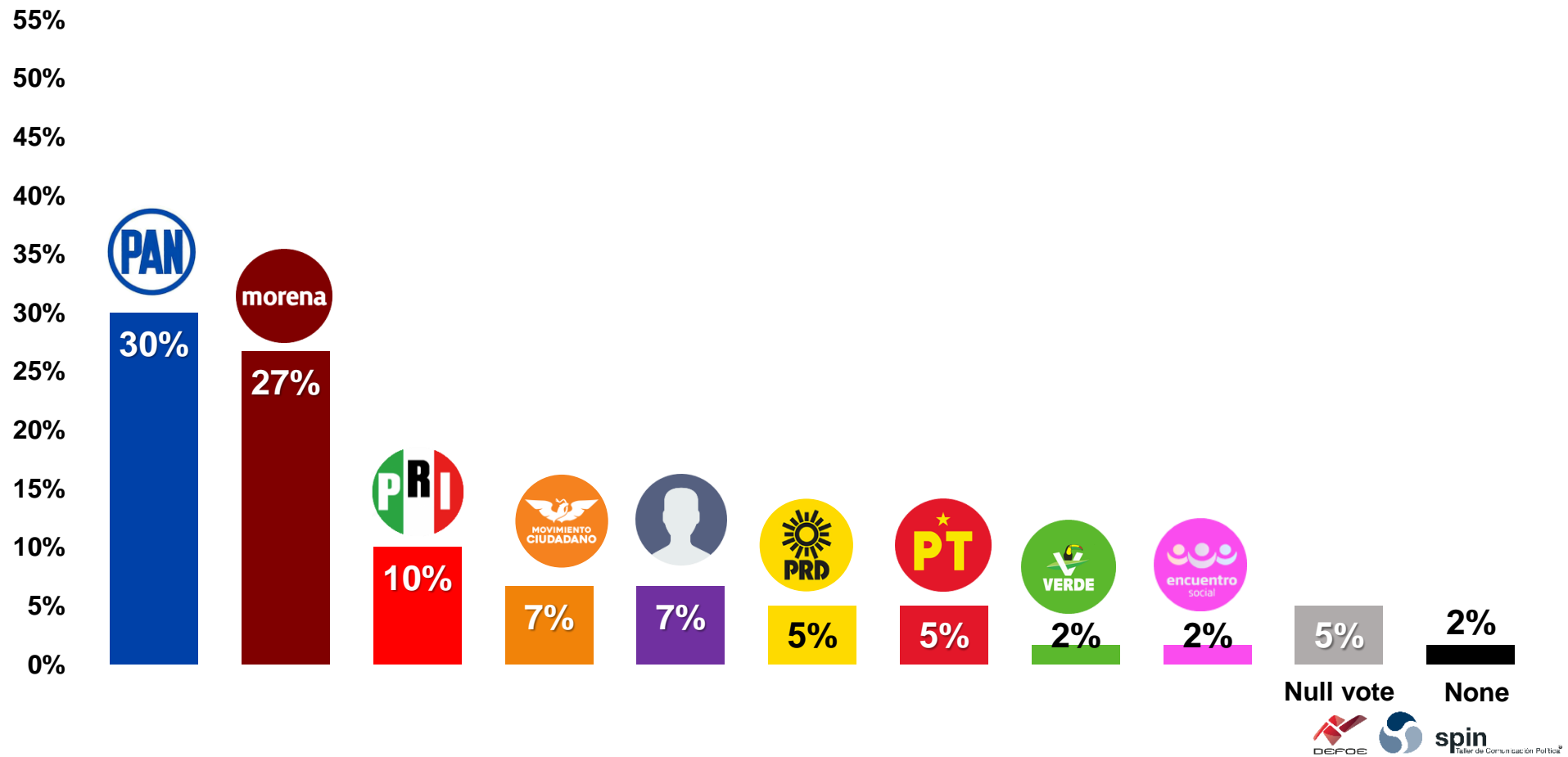
## TREATMENT 2: AMLO > ANAYA > MEADE



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY AND EXIT PRESIDENTIAL BALLOT TREATMENT 2

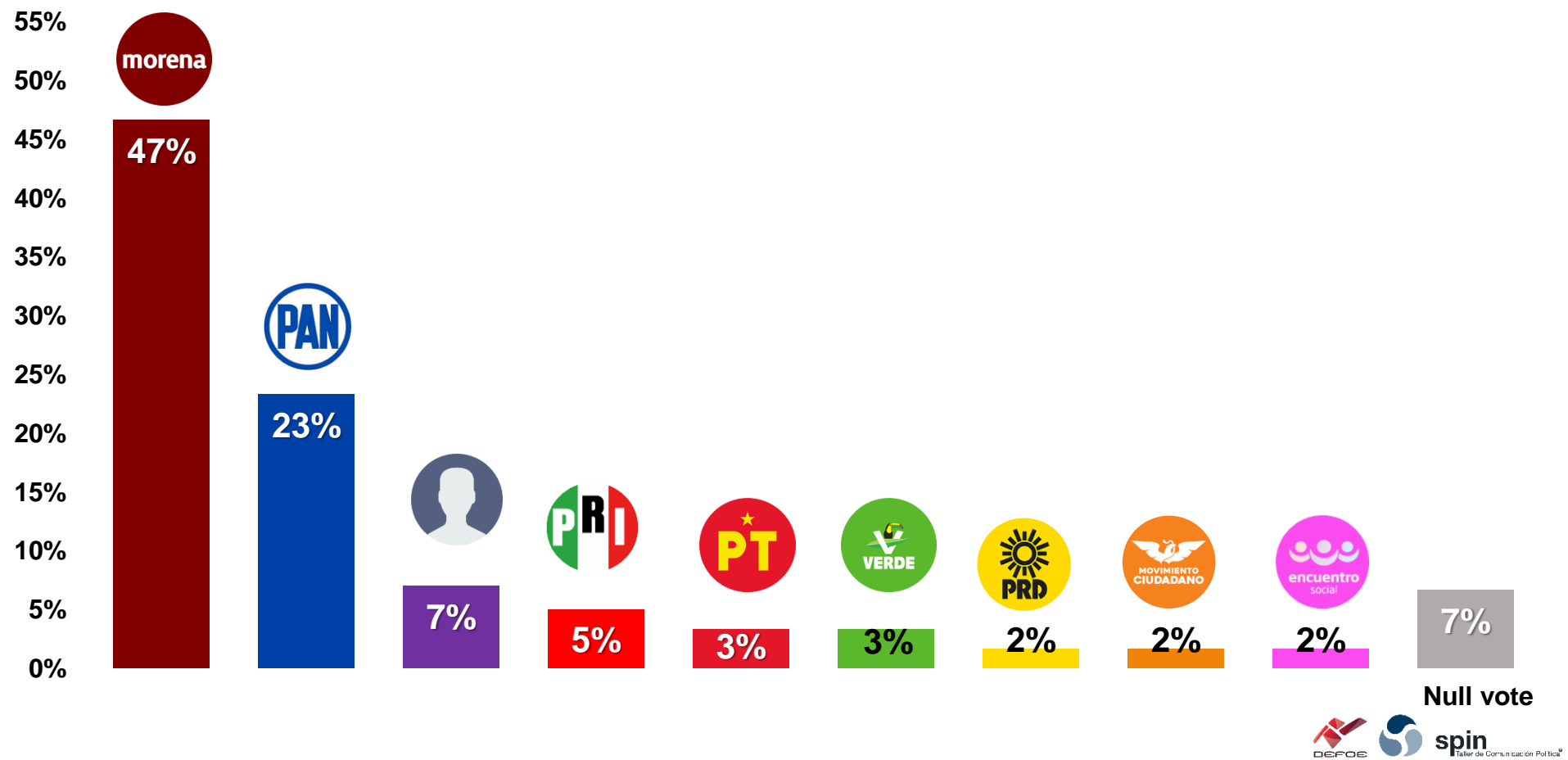
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXIT PRESIDENTIAL BALLOT TREATMENT 2

If the presidential election was held today, which party would you vote for?



# COMPARATIVE BETWEEN ENTRY AND EXIT PRESIDENTIAL BALLOT TREATMENT 2

**ENTRY BALLOT**

Party	Percentage
PAN	30%
MORENA	27%
PRI	10%
Other 1	7%
Other 2	7%
Other 3	5%
Other 4	5%
Other 5	2%
Other 6	2%
Null vote	5%
None	2%

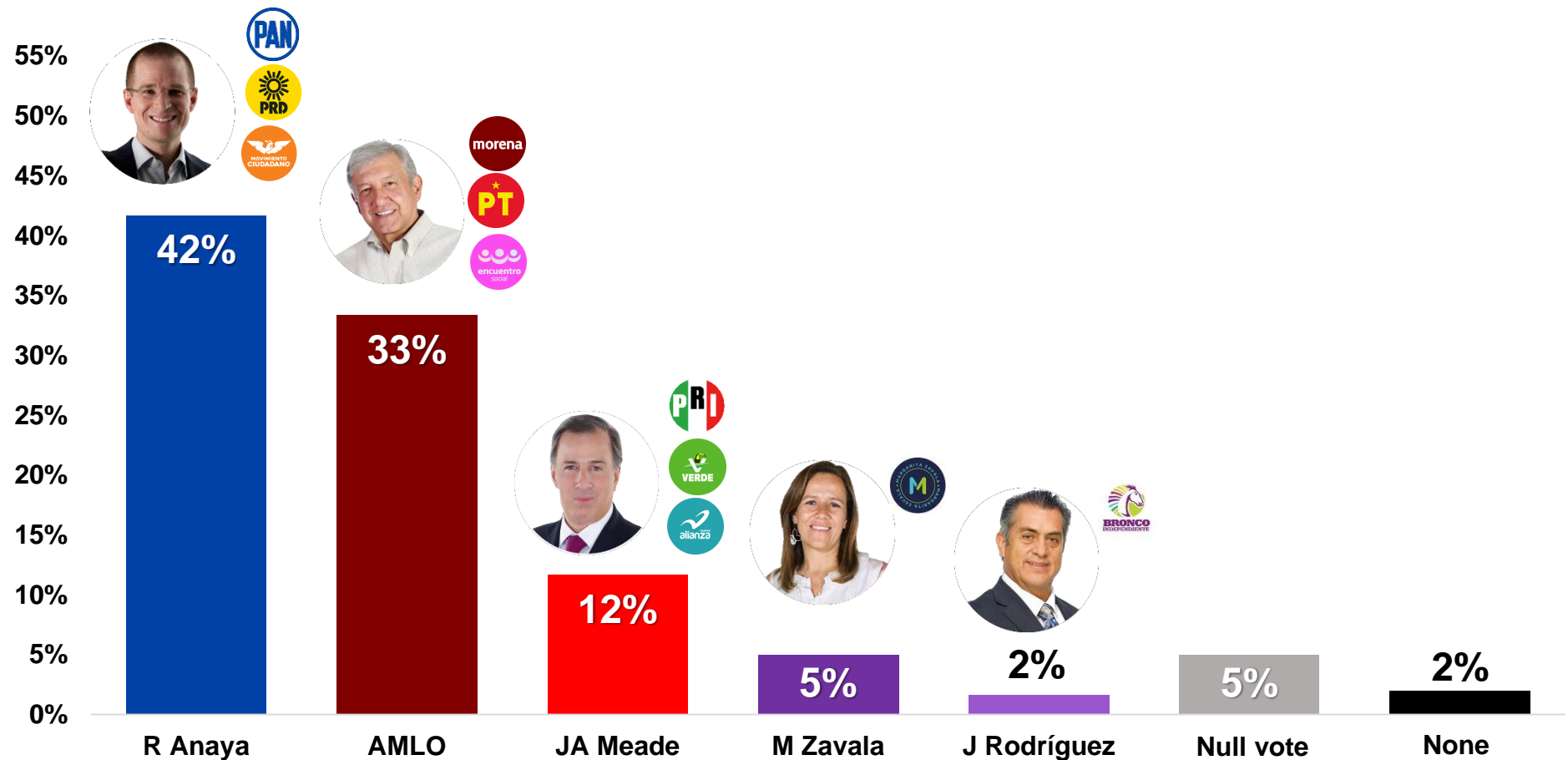
**EXIT BALLOT**

Party	Percentage
MORENA	47%
PAN	23%
Other 1	7%
PRI	5%
Other 2	3%
Other 3	3%
Other 4	2%
Other 5	2%
Other 6	2%
Null vote	7%

# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT BY ALLIANCES TREATMENT 2

If the presidential election was held today, which party would you vote for?

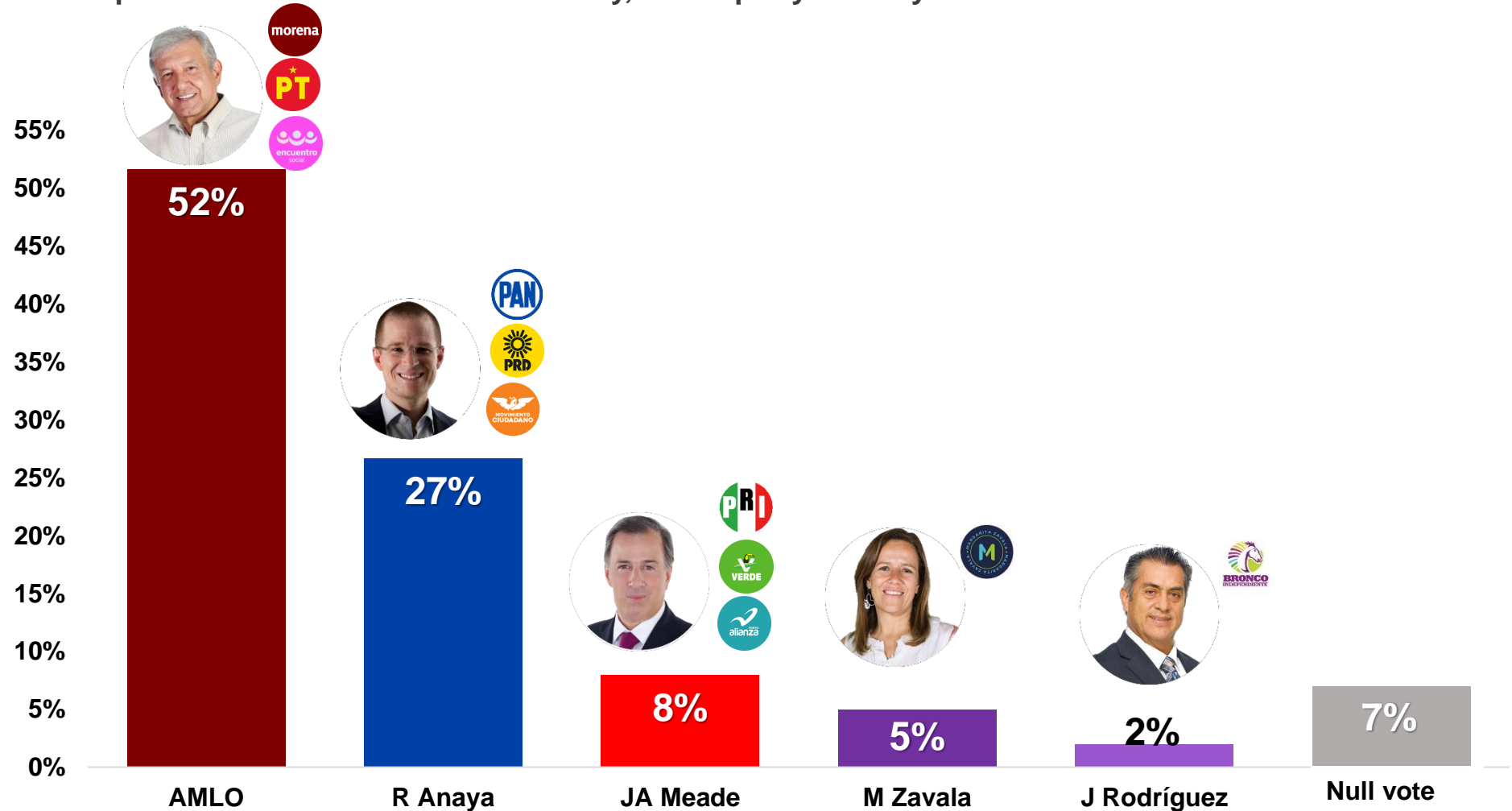




# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXIT PRESIDENTIAL BALLOT BY ALLIANCES TREATMENT 2

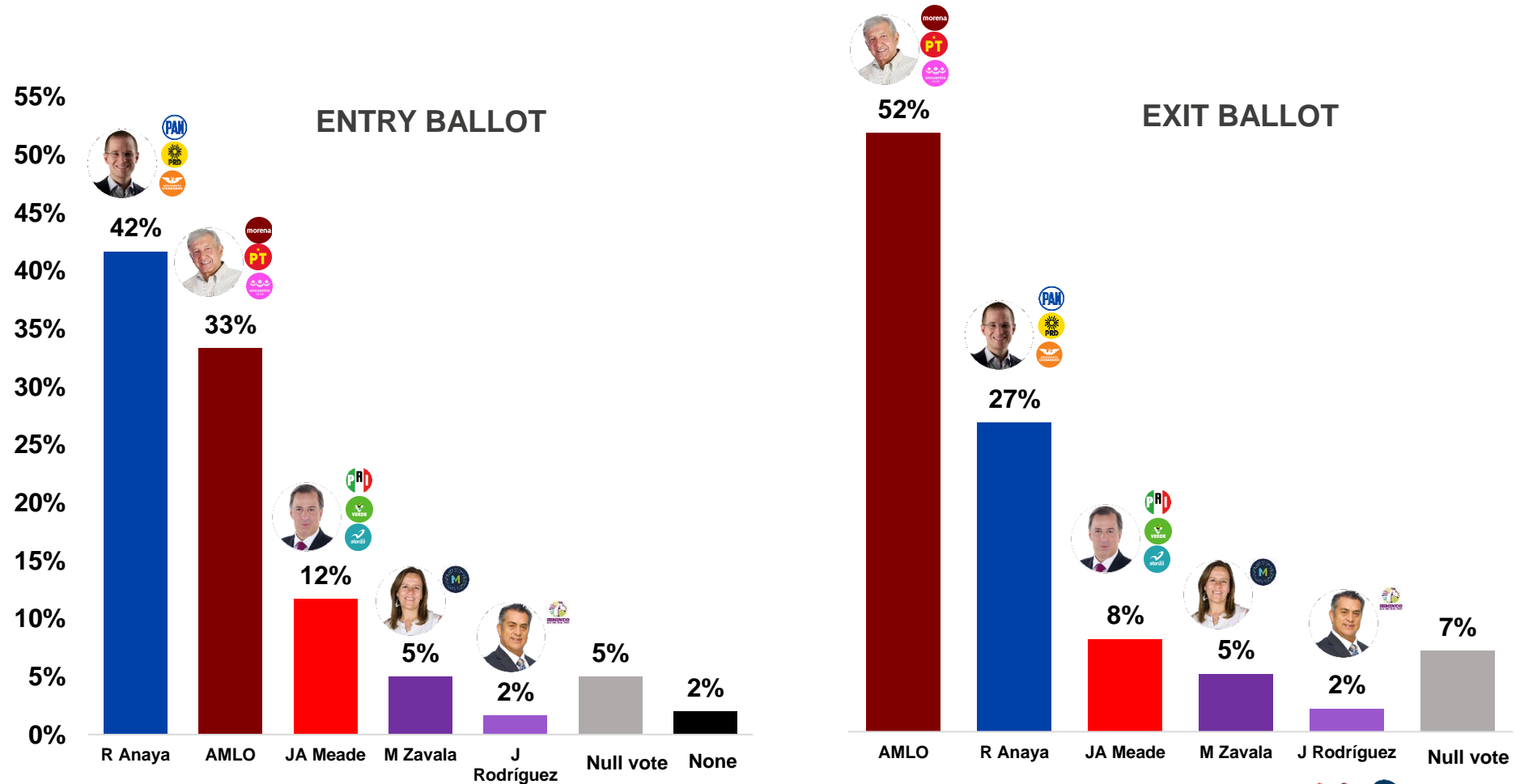
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## COMPARATIVE BETWEEN ENTRY AND EXIT PRESIDENTIAL BALLOT BY ALLIANCES TREATMENT 2

If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## SHIFTS BETWEEN CANDIDATES

TREATMENT 2

EXIT 1 ENTRY	R Anaya	AMLO	J A Meade	M Zavala	J Rodríguez	DK/NA/Null vote	Total
R Anaya	14	10	0	0	0	1	25
AMLO	2	18	0	0	0	0	20
J A Meade	0	2	4	1	0	0	7
M Zavala	0	1	0	2	0	0	3
J Rodríguez	0	0	0	0	0	1	1
DK/NA/Null vote	0	0	1	0	0	3	4
Total	16	31	5	3	1	4	60

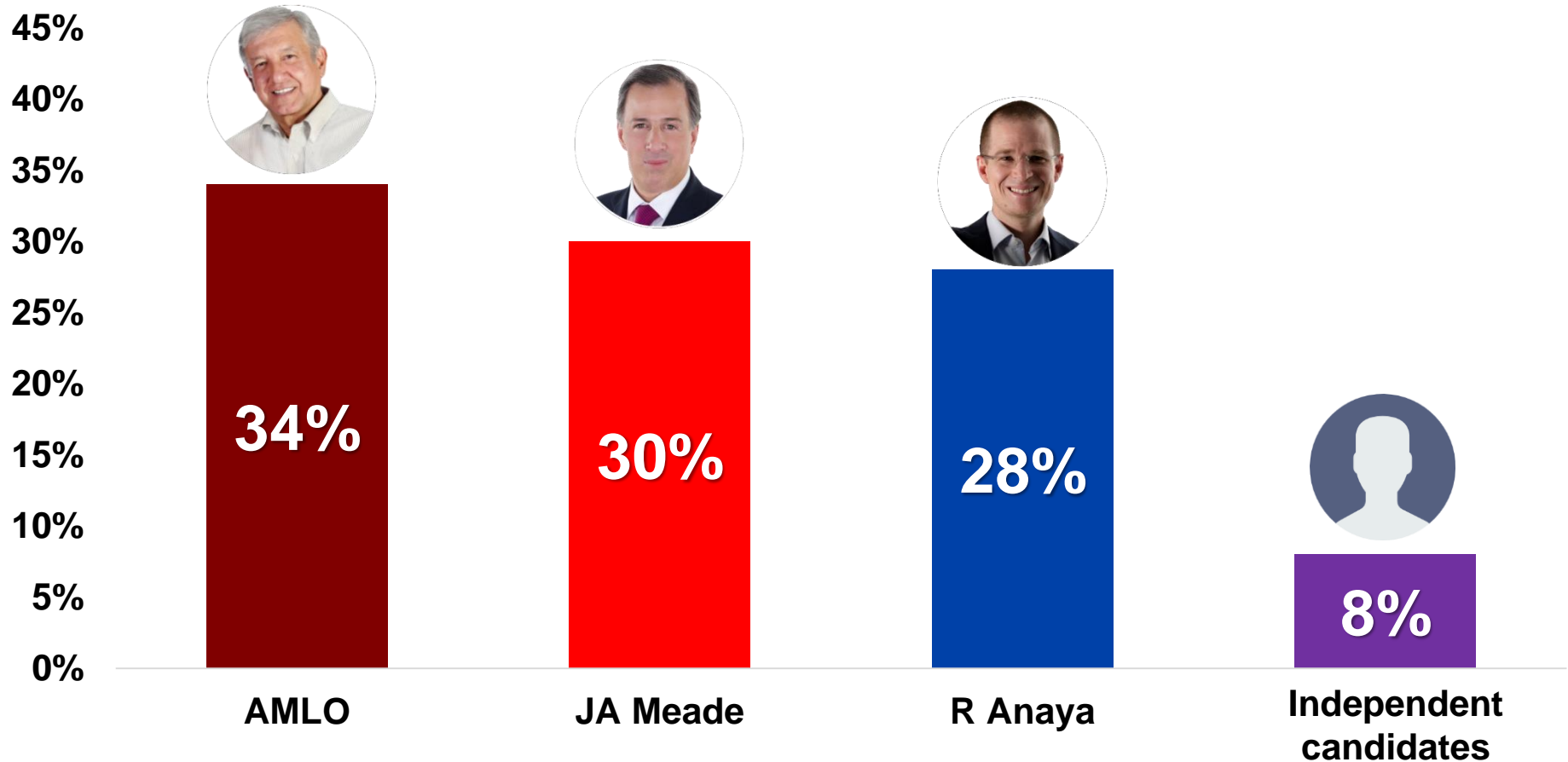
# **RESULTS**

## **TREATMENT 3**

### **APRIL-2018**

# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

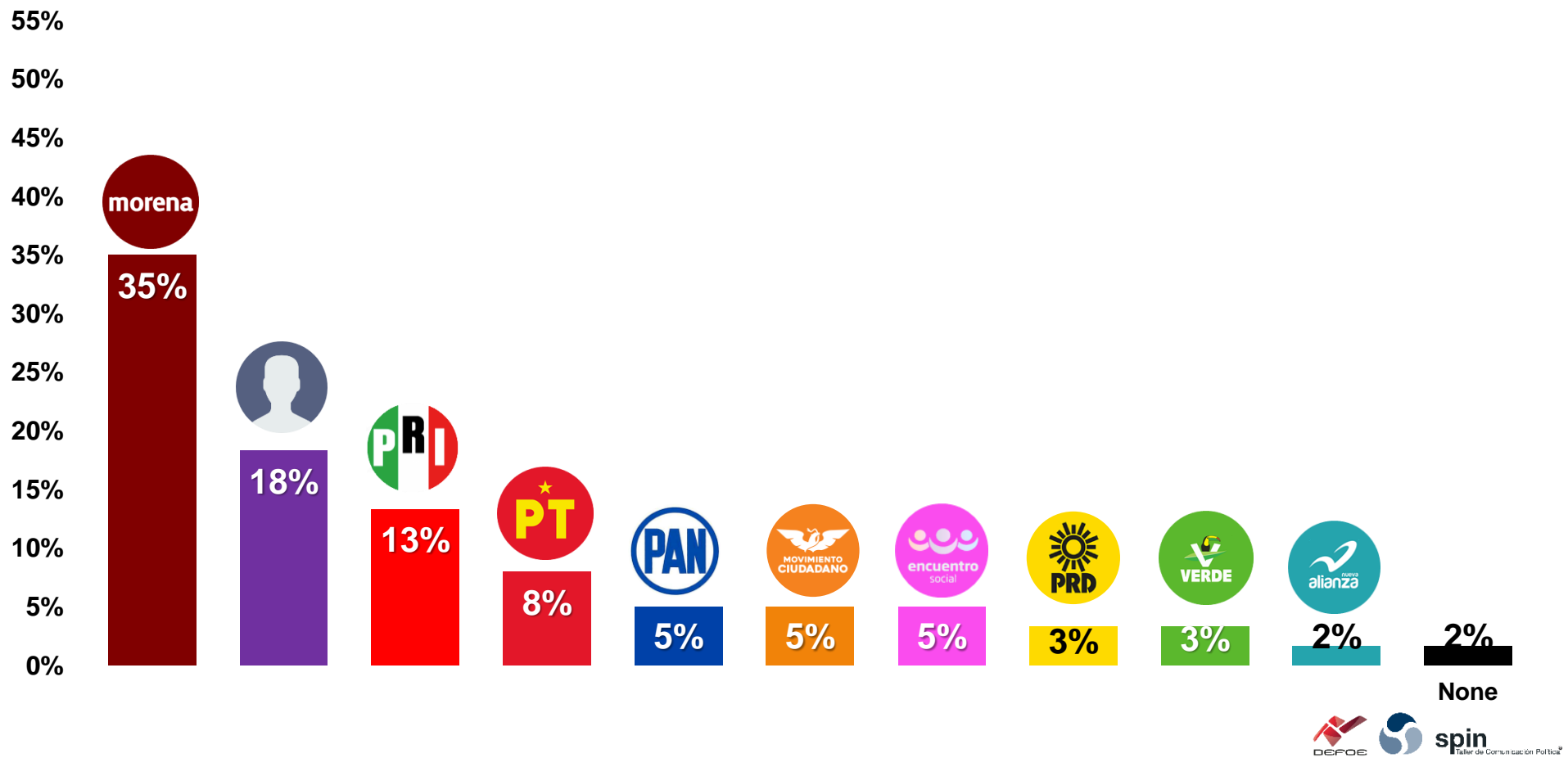
## TREATMENT 3: AMLO > MEADE > ANAYA



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT TREATMENT 3

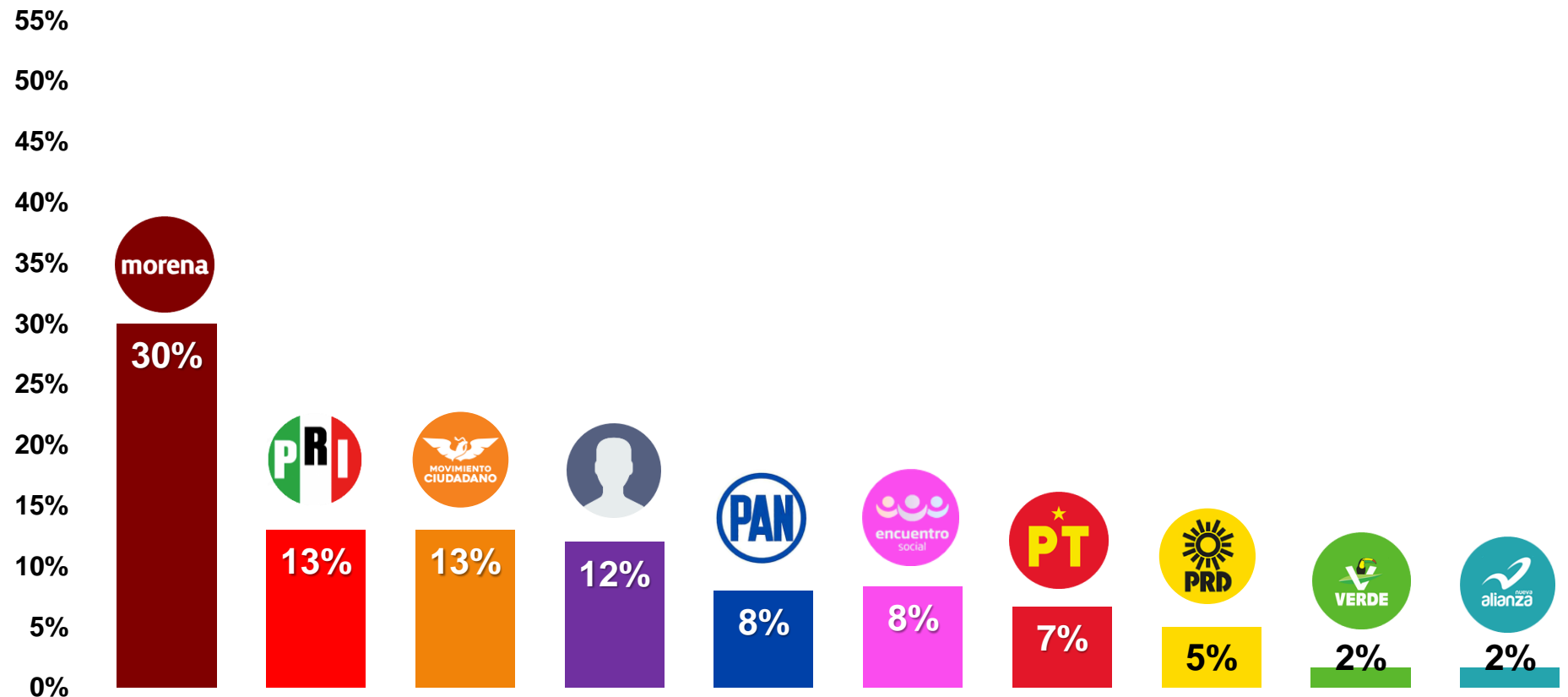
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXIT PRESIDENTIAL BALLOT TREATMENT 3

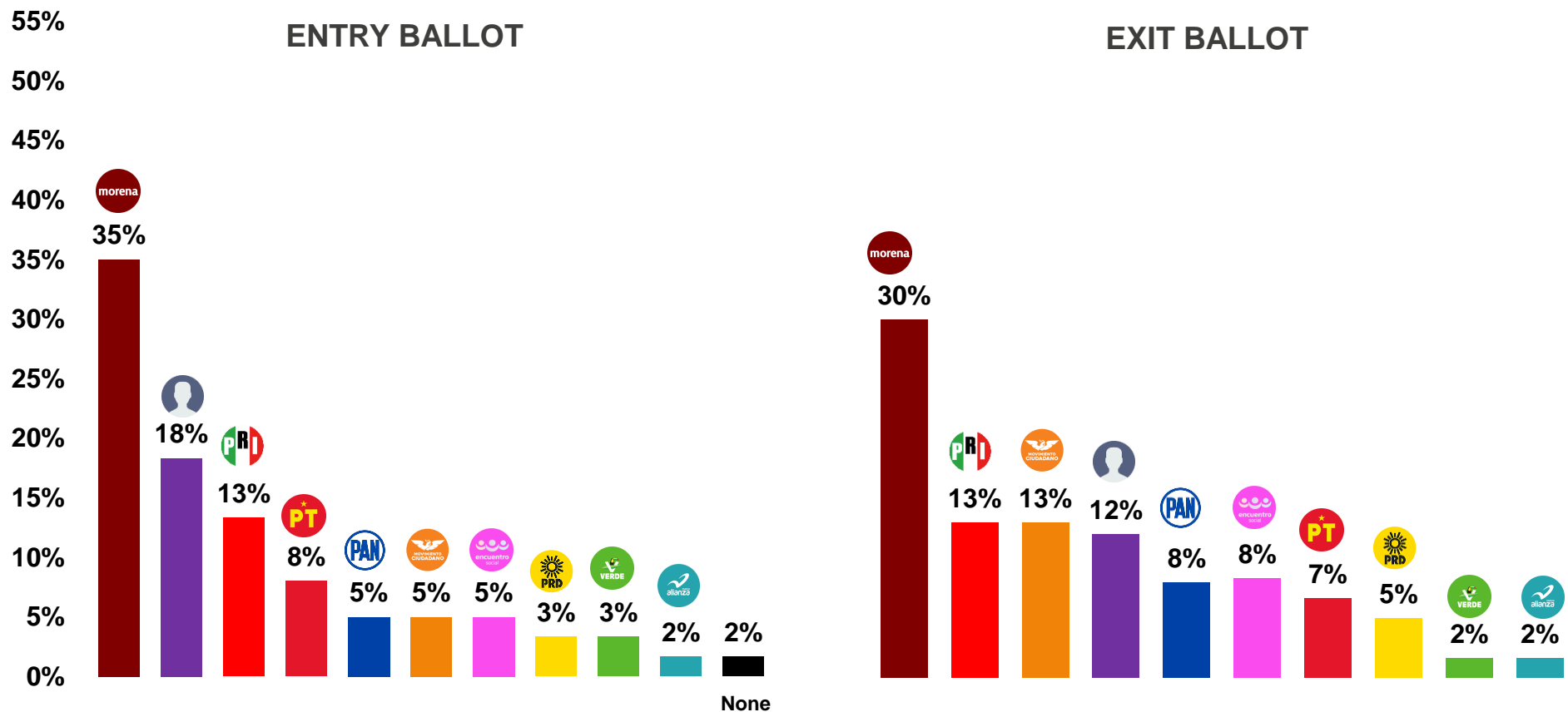
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## COMPARATIVE BETWEEN ENTRY AND EXIT PRESIDENTIAL BALLOT TREATMENT 3

If the presidential election was held today, which party would you vote for?

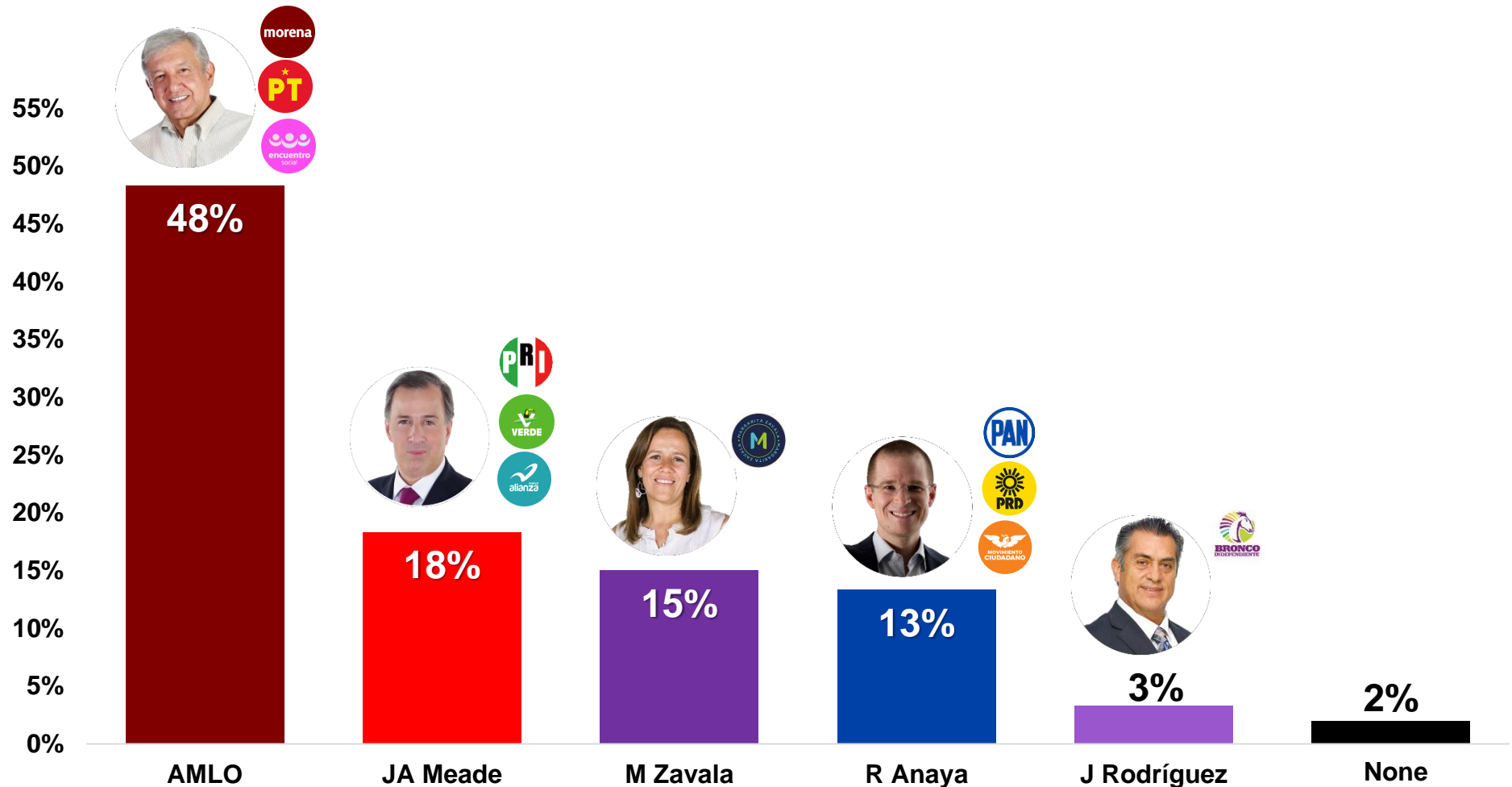




# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT BY ALLIANCES TREATMENT 3

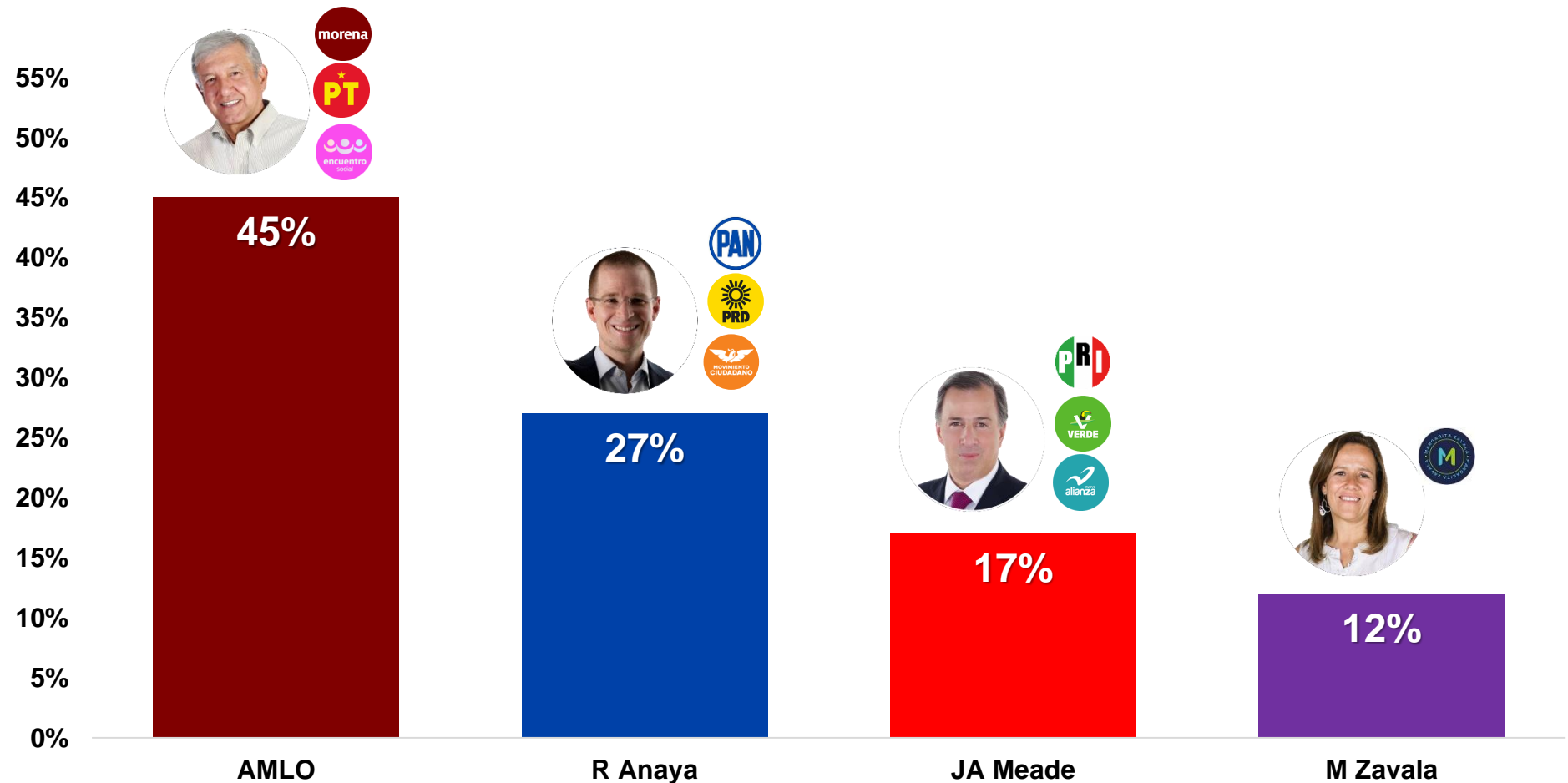
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXIT PRESIDENTIAL BALLOT BY ALLIANCES TREATMENT 3

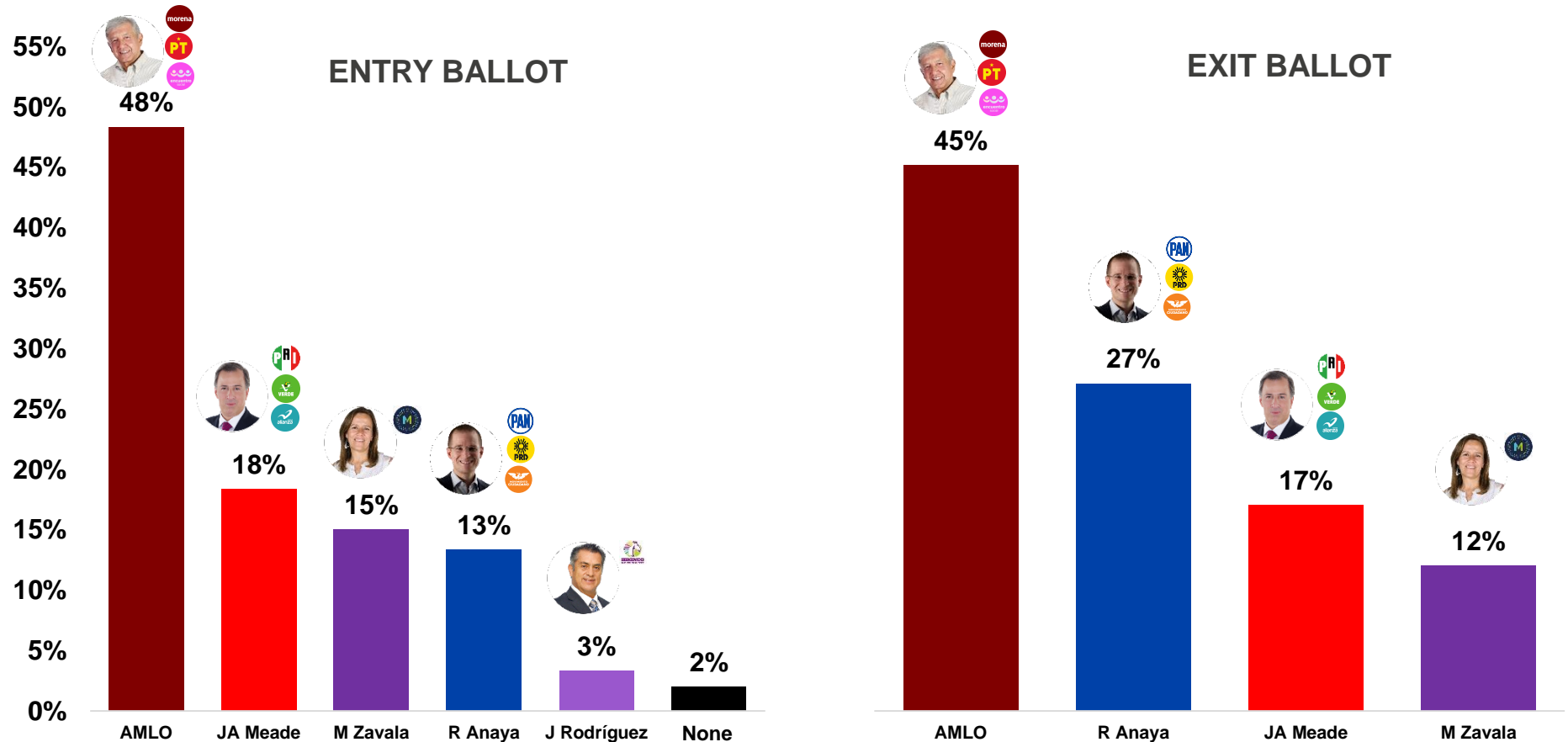
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## COMPARATIVE BETWEEN ENTRY AND EXIT PRESIDENTIAL BALLOT BY ALLIANCES TREATMENT 3

If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## SHIFTS BETWEEN CANDIDATES

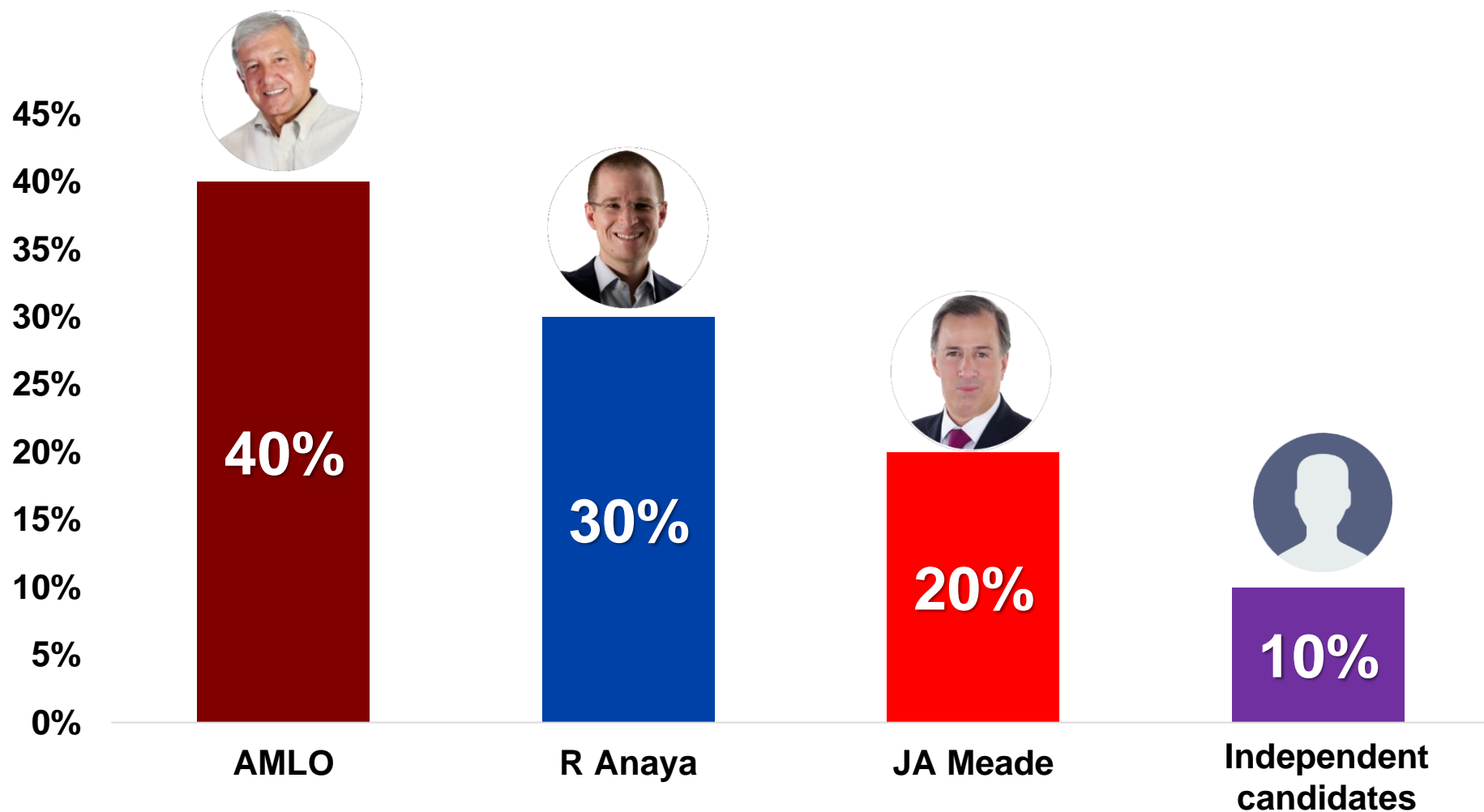
TREATMENT 3

EXIT ENTRY	R Anaya	AMLO	J A Meade	M Zavala	J Rodríguez	DK/NA/Null vote	Total
R Anaya	8	0	0	0	0	0	8
AMLO	2	24	2	1	0	0	29
J A Meade	2	0	7	2	0	0	11
M Zavala	3	1	1	4	0	0	9
J Rodríguez	1	1	0	0	0	0	2
DK/NA/Null vote	0	1	0	0	0	0	1
Total	16	27	10	7	0	0	60

# **RESULTS CONTROL APRIL-2018**

# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

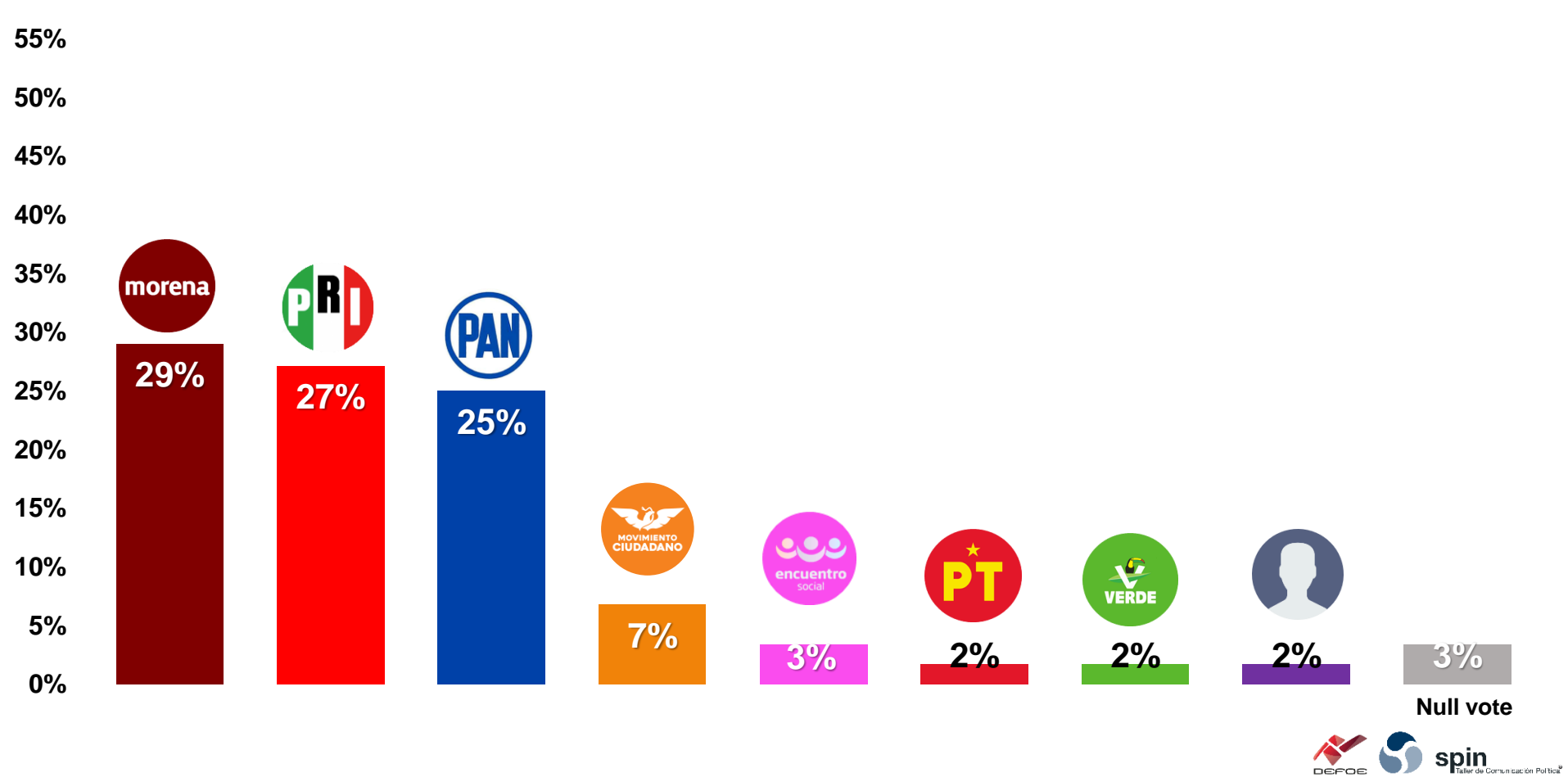
## CONTROL: AMLO > ANAYA > MEADE



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT CONTROL

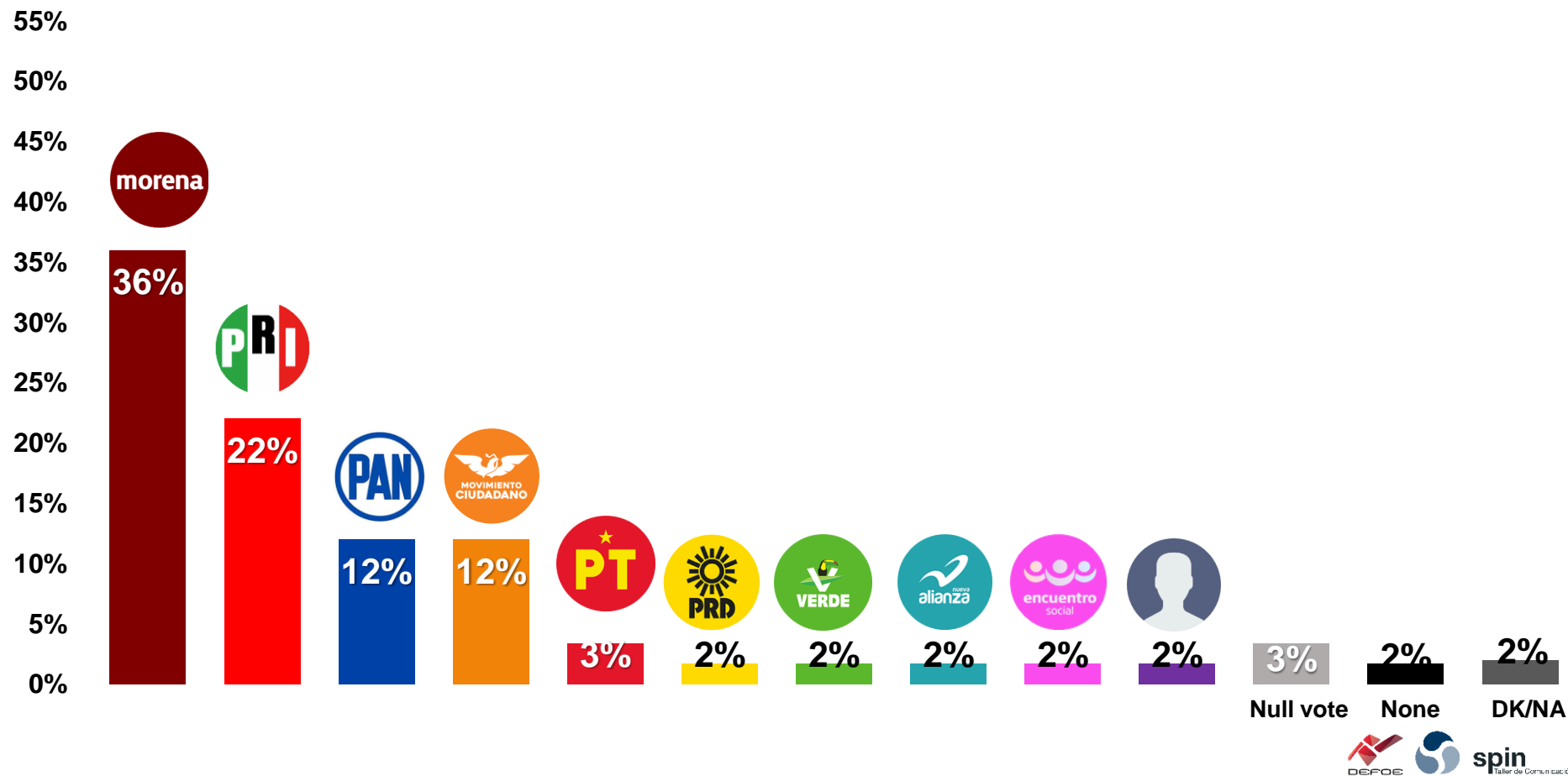
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXIT PRESIDENTIAL BALLOT CONTROL

If the presidential election was held today, which party would you vote for?

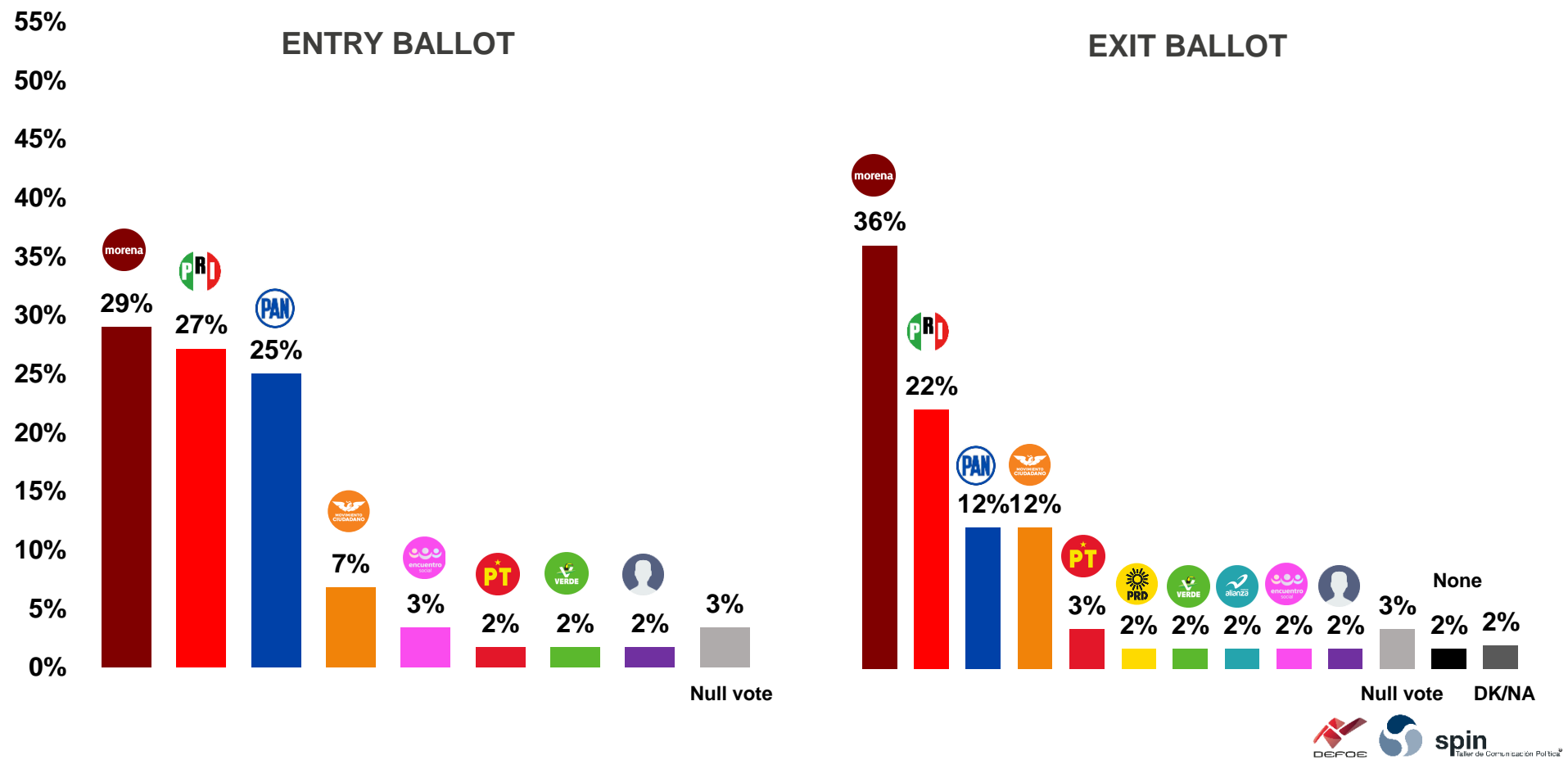




# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## COMPARATIVE BETWEEN ENTRY AND EXIT PRESIDENTIAL BALLOT CONTROL

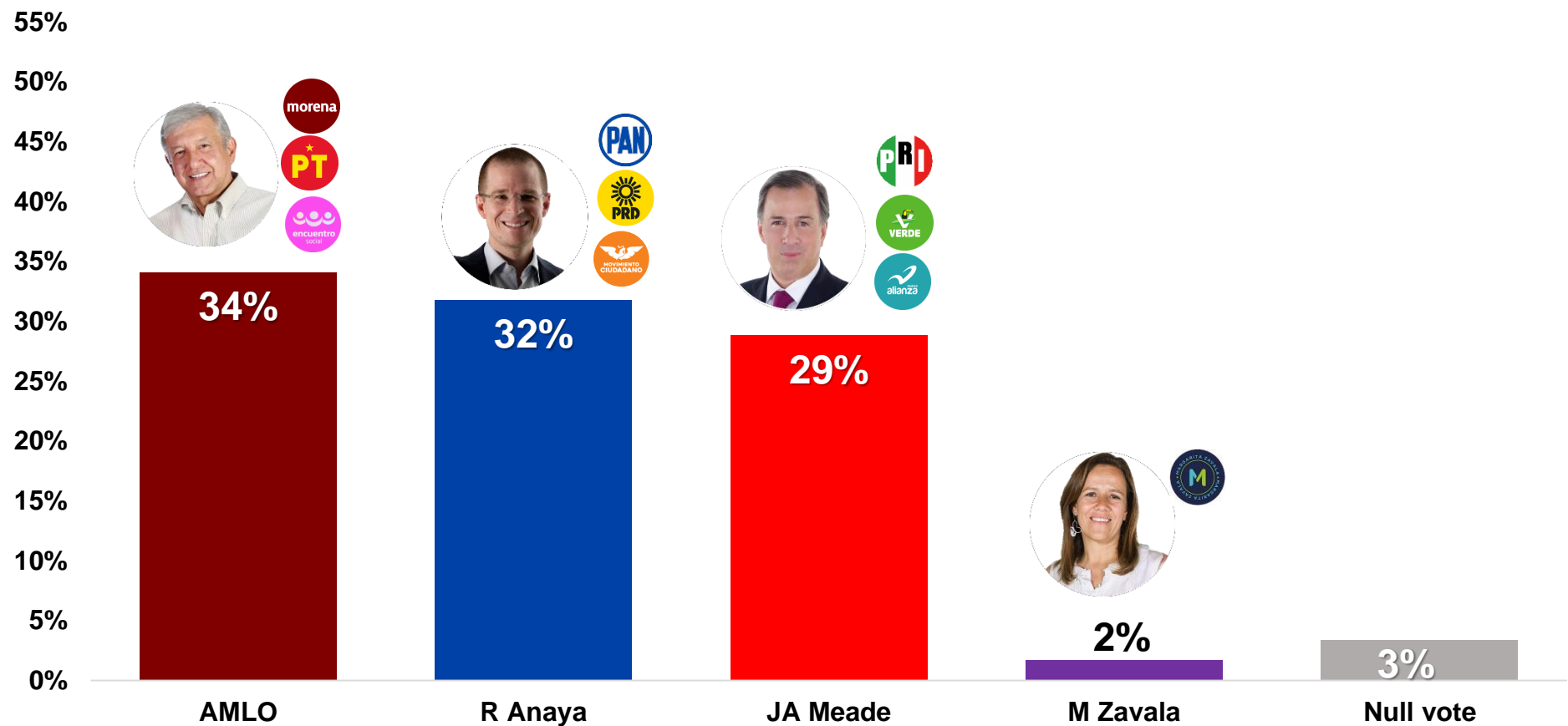
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT BY ALLIANCES CONTROL

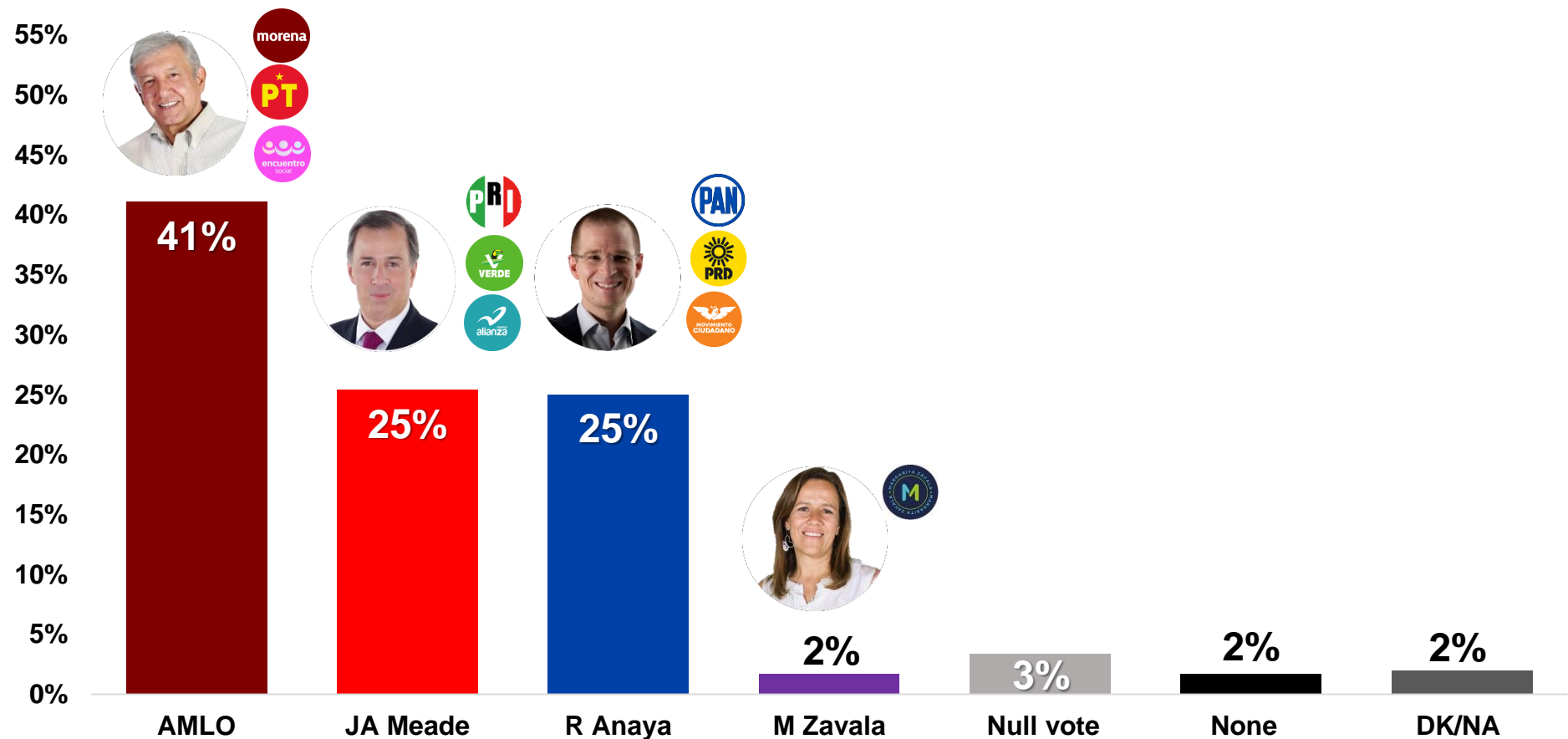
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXIT PRESIDENTIAL BALLOT BY ALLIANCES CONTROL

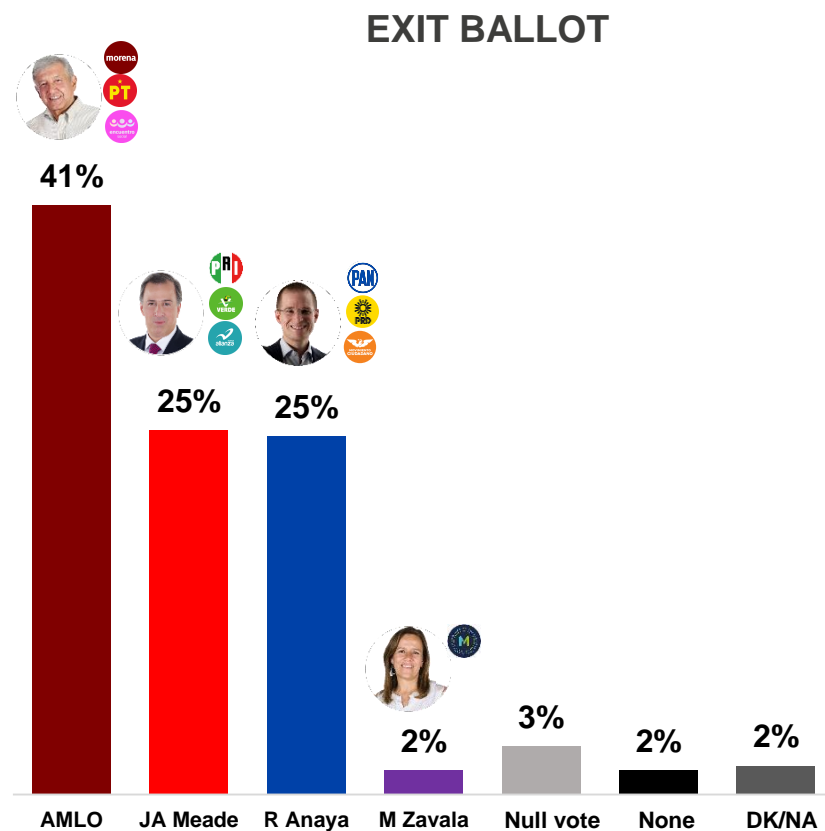
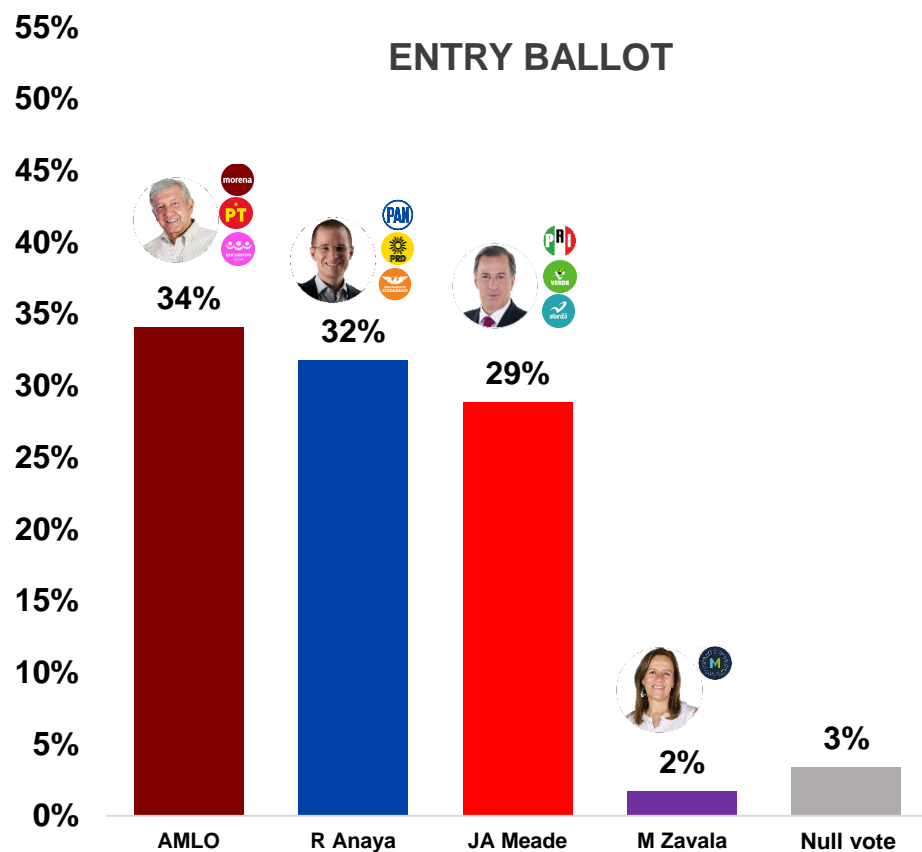
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## COMPARATIVE BETWEEN ENTRY AND EXIT PRESIDENTIAL BALLOT BY ALLIANCES CONTROL

If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## SHIFTS BETWEEN CANDIDATES

CONTROL

EXIT ENTRY	R Anaya	AMLO	J A Meade	M Zavala	J Rodríguez	DK/NA/Null vote	Total
R Anaya	10	6	2	0	0	1	19
AMLO	3	15	1	0	0	1	20
J A Meade	2	3	12	0	0	0	17
M Zavala	0	0	0	1	0	0	1
J Rodríguez	0	0	0	0	0	0	0
DK/NA/Null vote	0	0	0	0	0	2	2
Total	15	24	15	1	0	4	59

# **RESULTS**

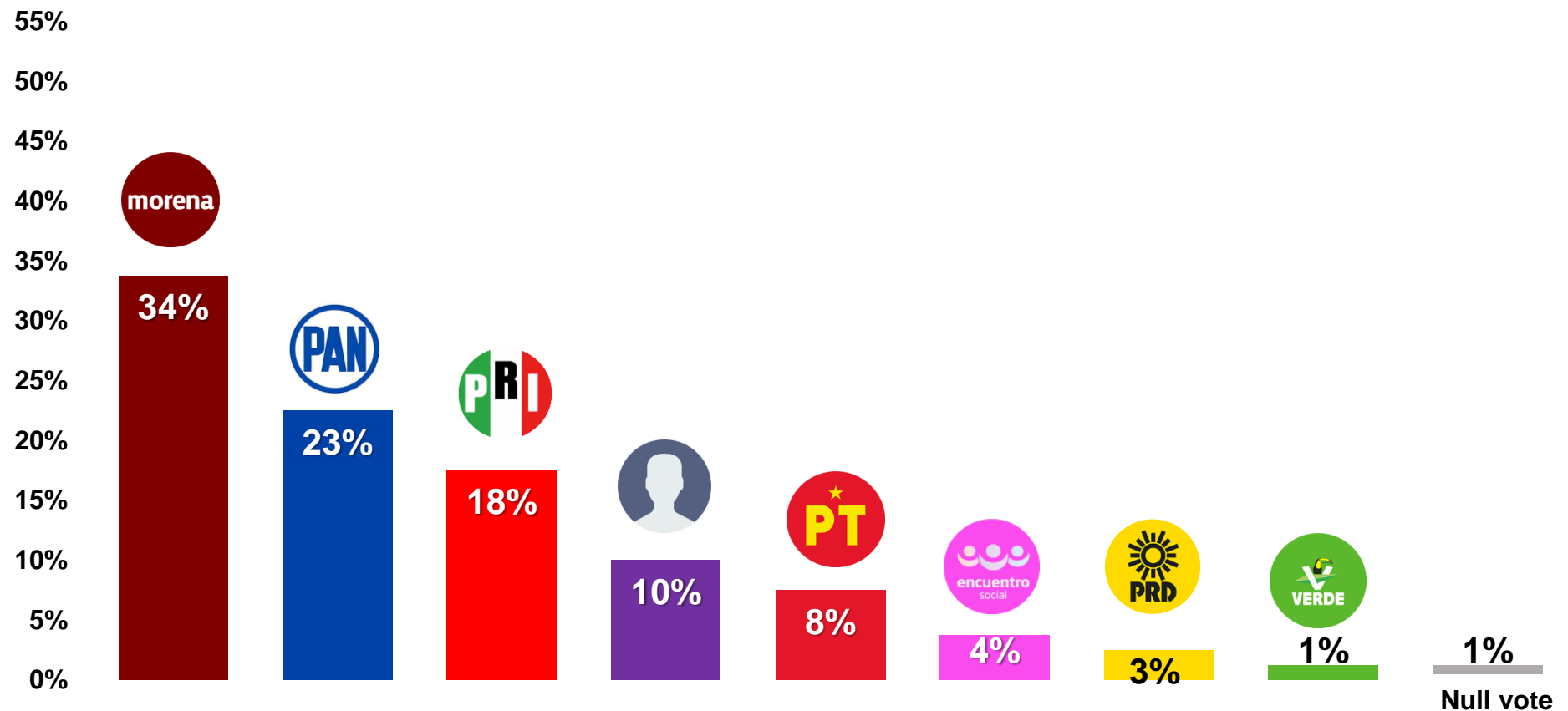
# **MEXICO CITY**

# **APRIL-2018**

# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT MEXICO CITY

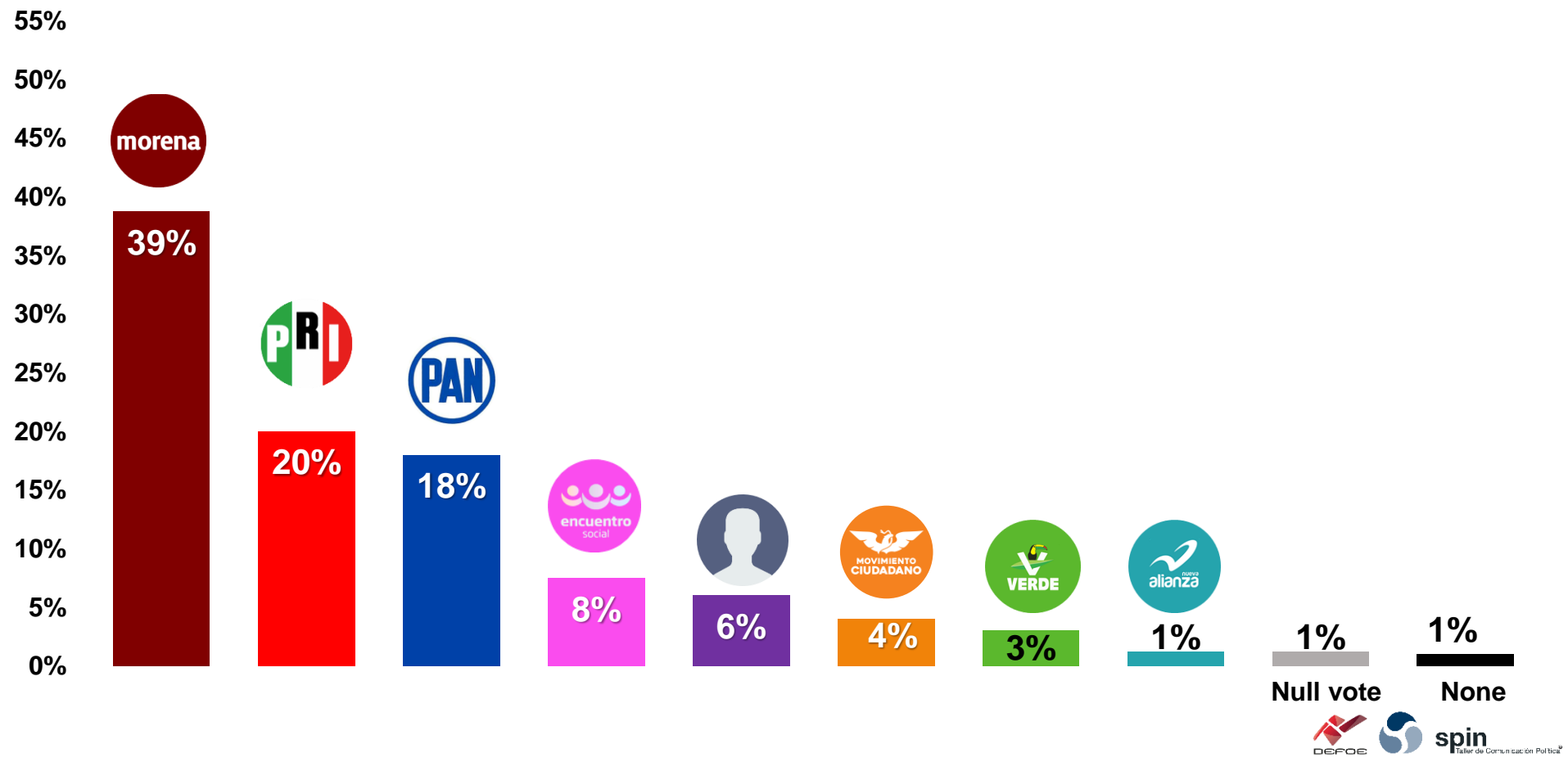
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXIT PRESIDENTIAL BALLOT MEXICO CITY

If the presidential election was held today, which party would you vote for?

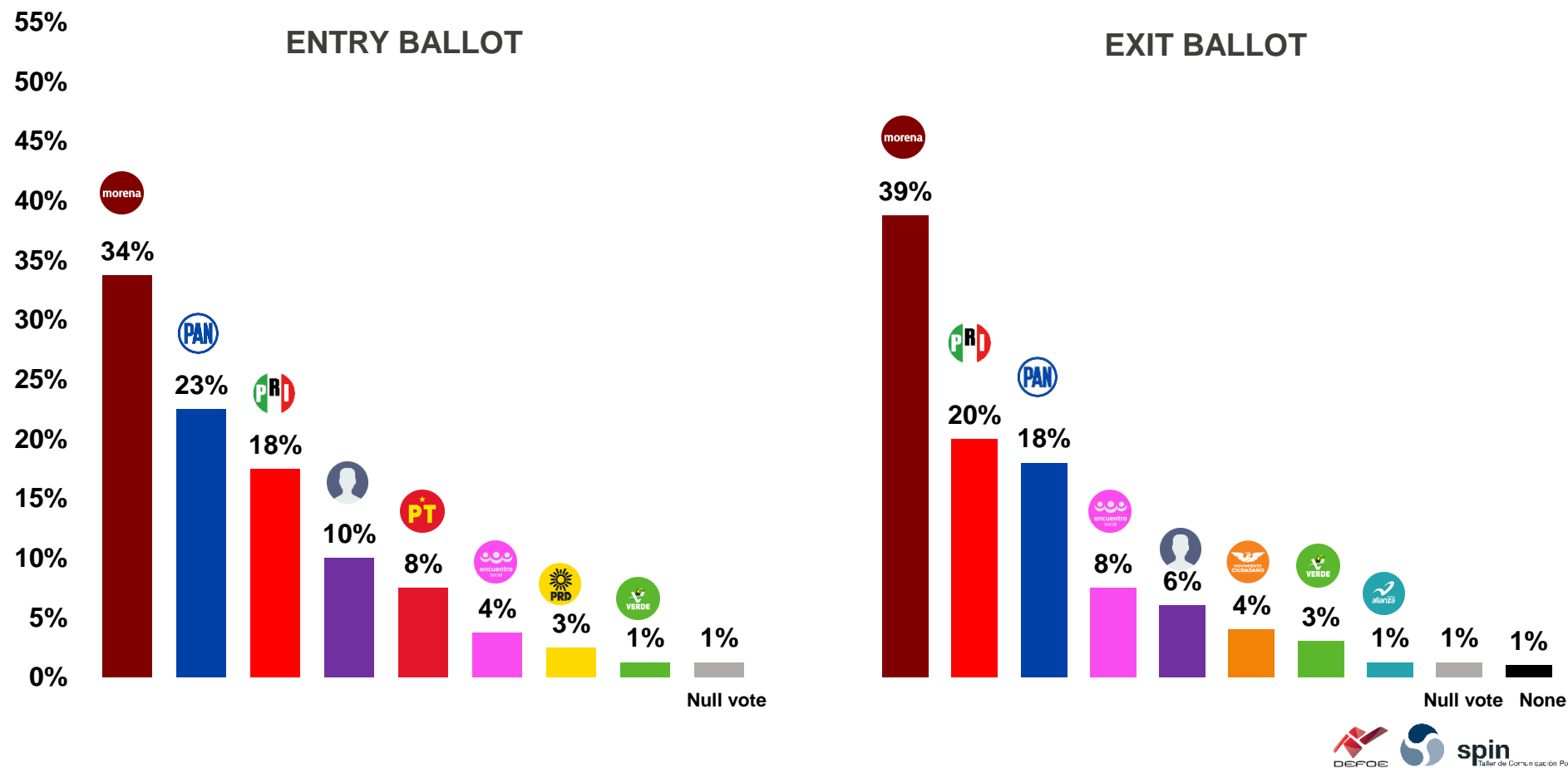




# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## COMPARATIVE BETWEEN ENTRY AND EXIT PRESIDENTIAL BALLOT MEXICO CITY

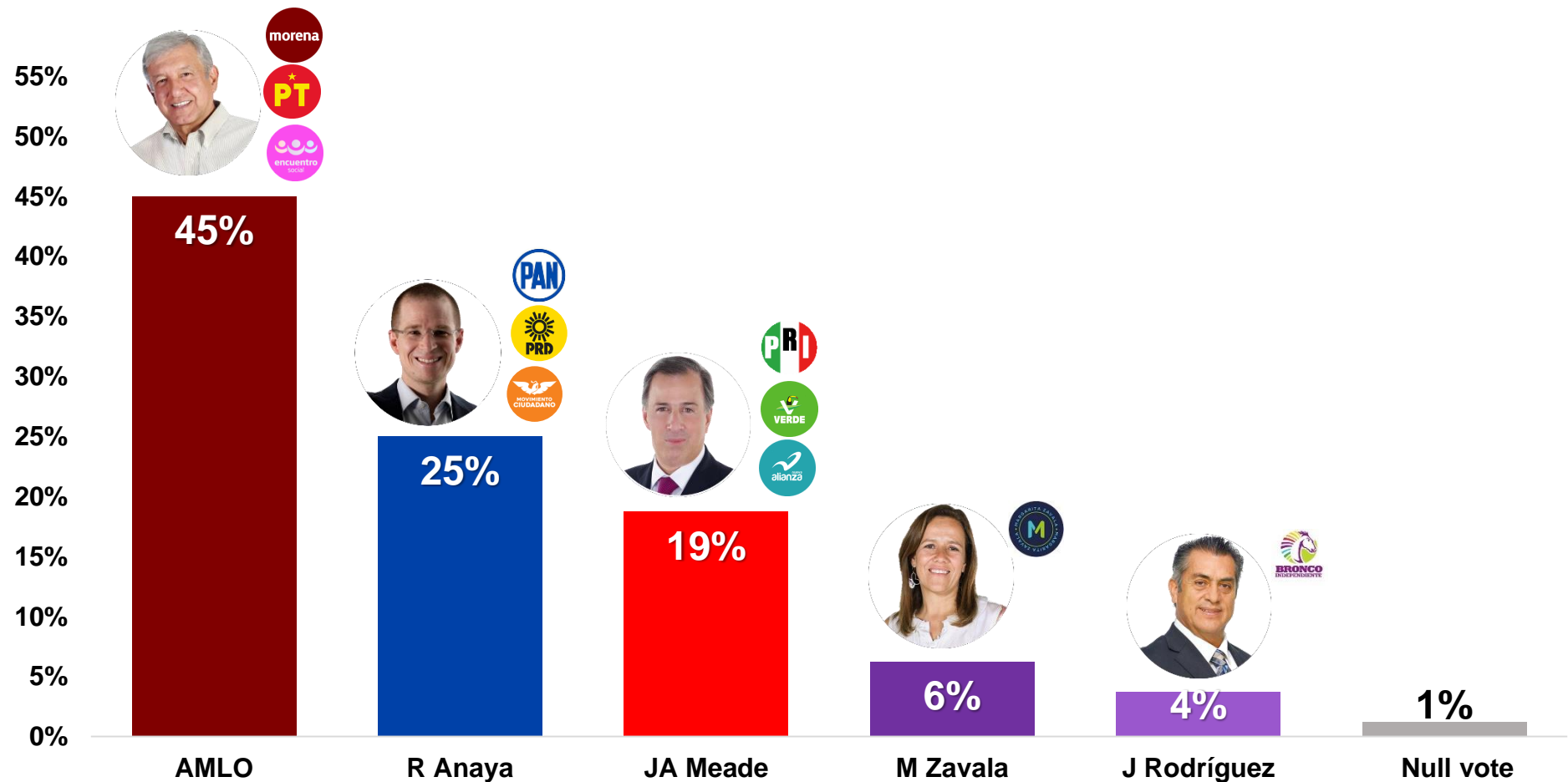
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT BY ALLIANCES MEXICO CITY

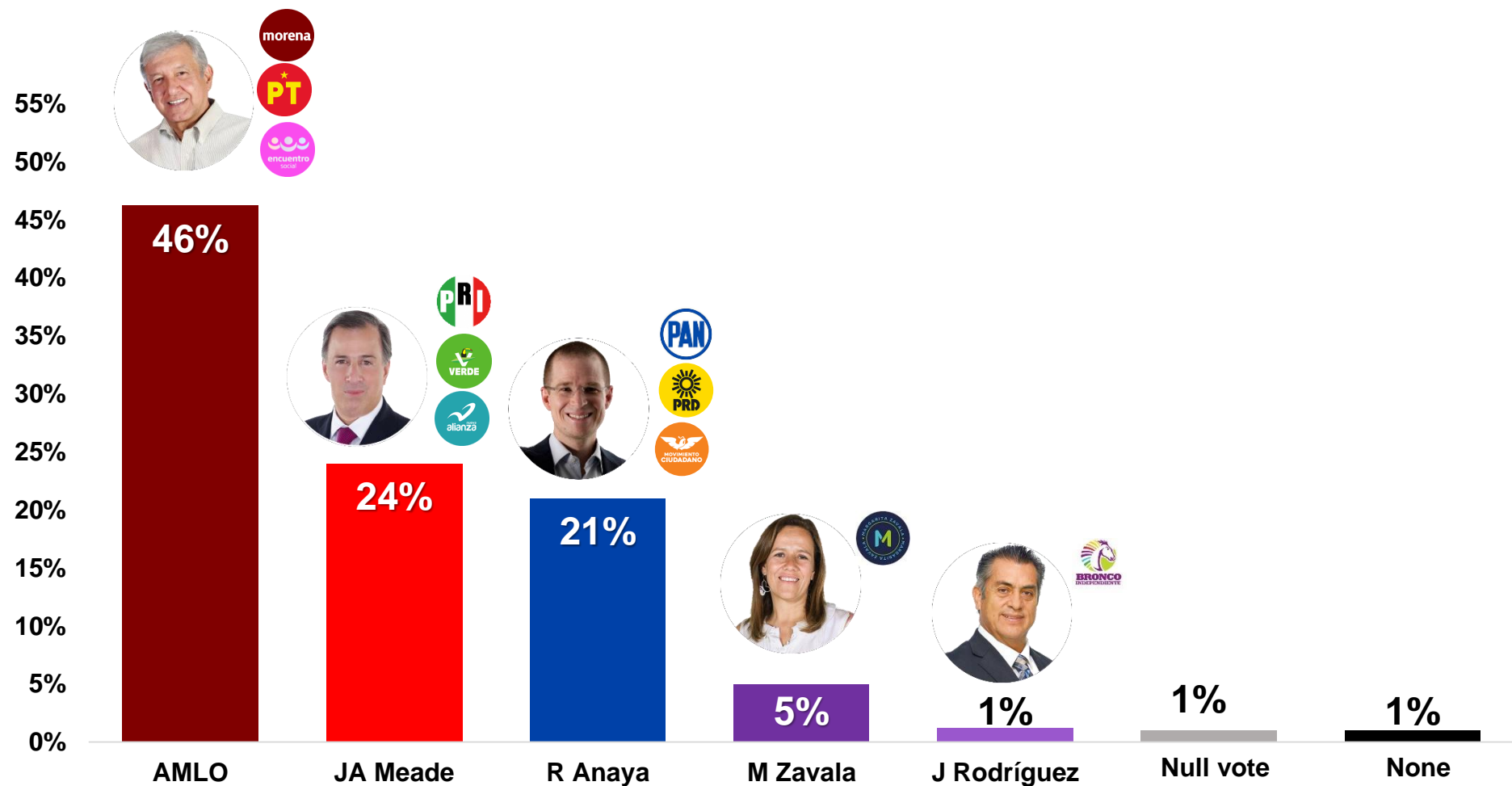
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXIT PRESIDENTIAL BALLOT BY ALLIANCES MEXICO CITY

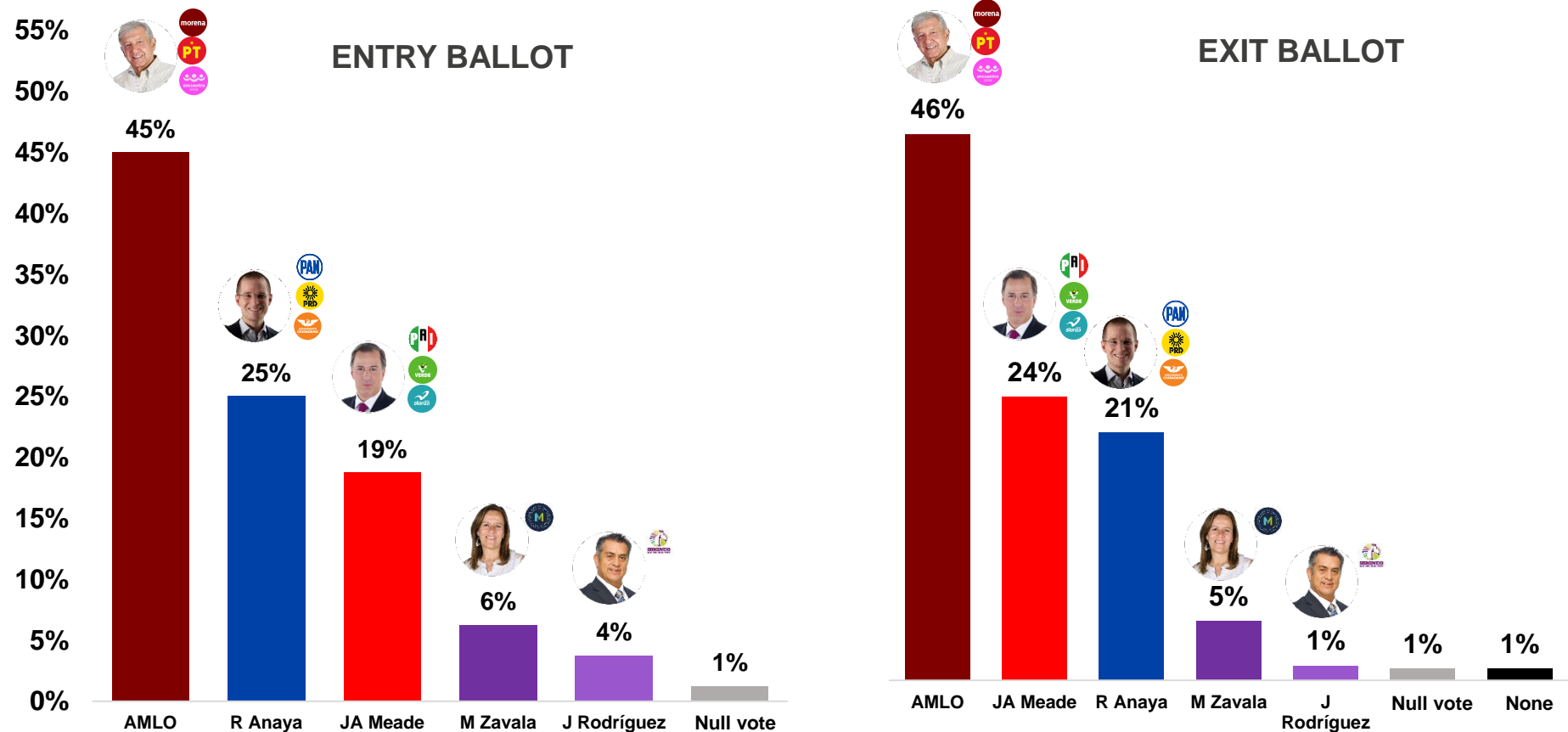
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## COMPARATIVE BETWEEN ENTRY AND EXIT PRESIDENTIAL BALLOT BY ALLIANCES MEXICO CITY

If the presidential election was held today, which party would you vote for?



# **RESULTS**

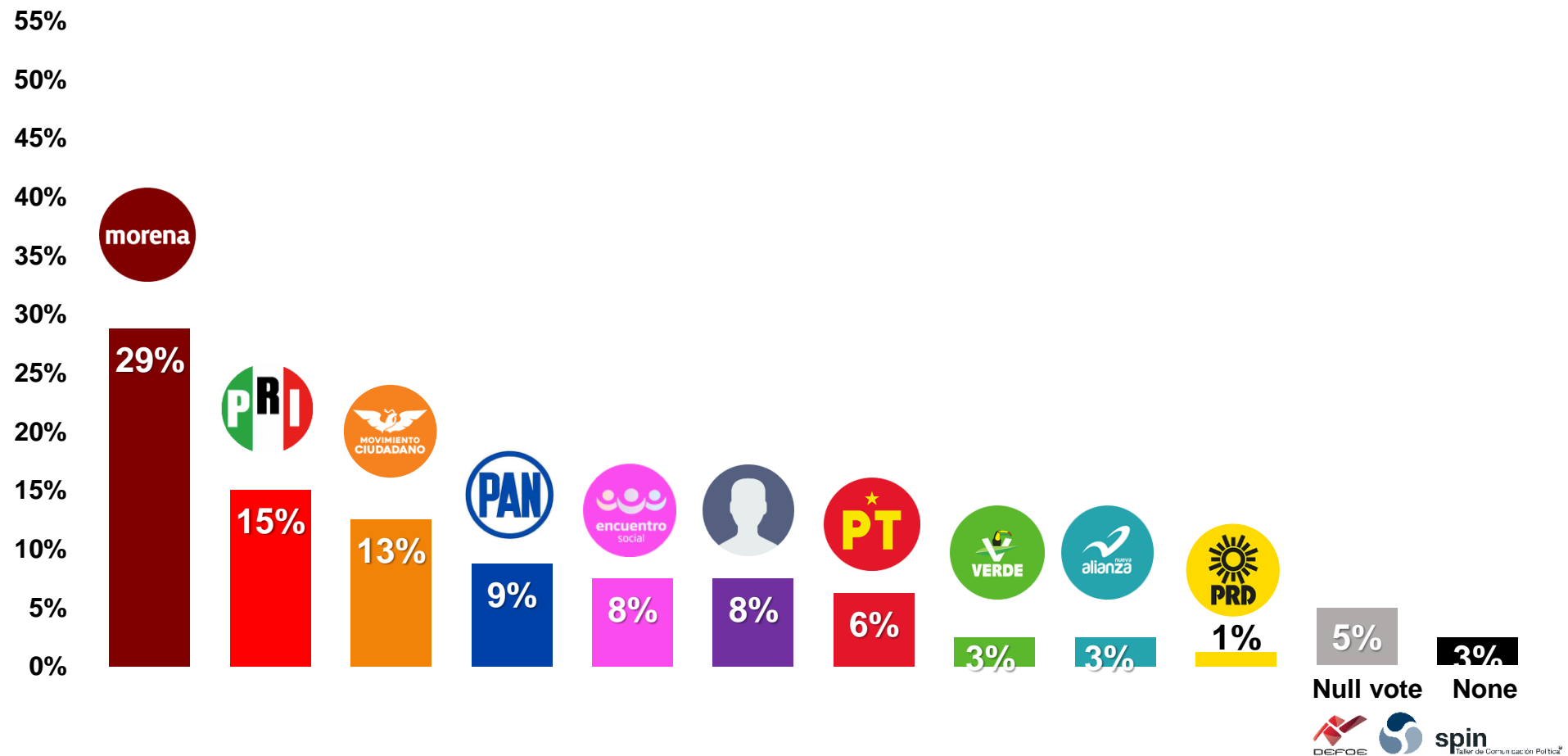
# **GUADALAJARA**

# **APRIL-2018**

# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT GDL

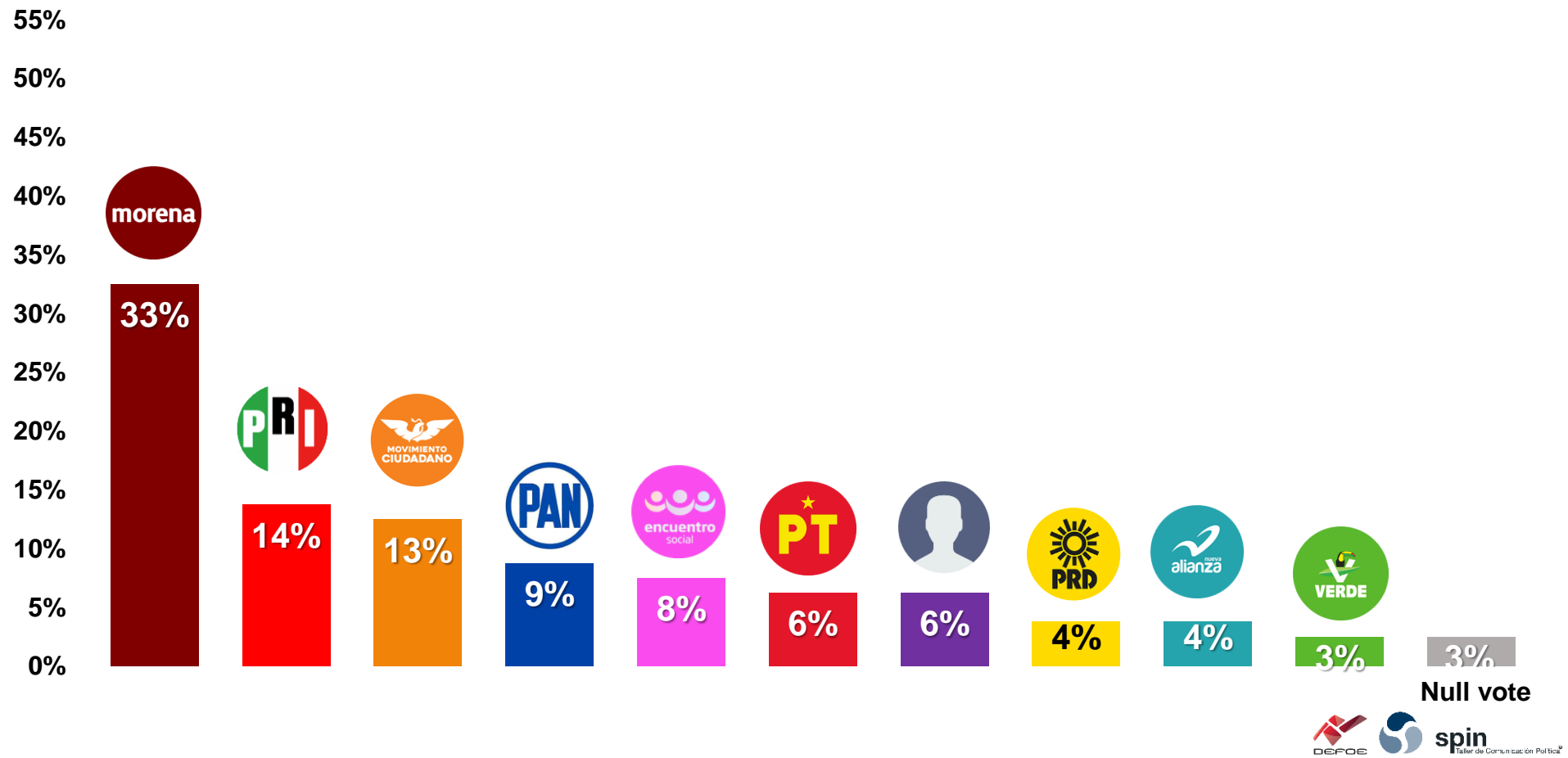
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXIT PRESIDENTIAL BALLOT GDL

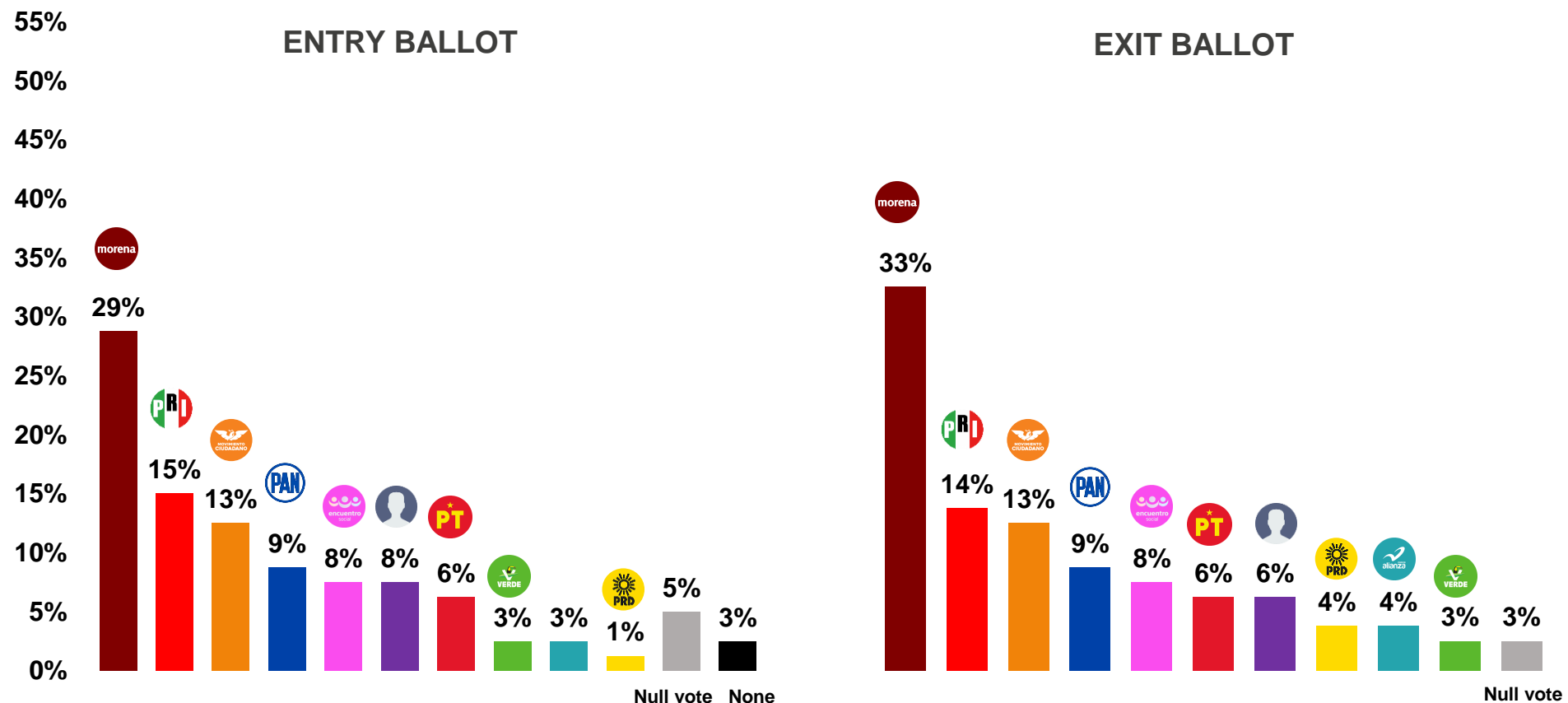
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## COMPARATIVE BETWEEN ENTRY AND EXIT PRESIDENTIAL BALLOT GUADALAJARA

If the presidential election was held today, which party would you vote for?

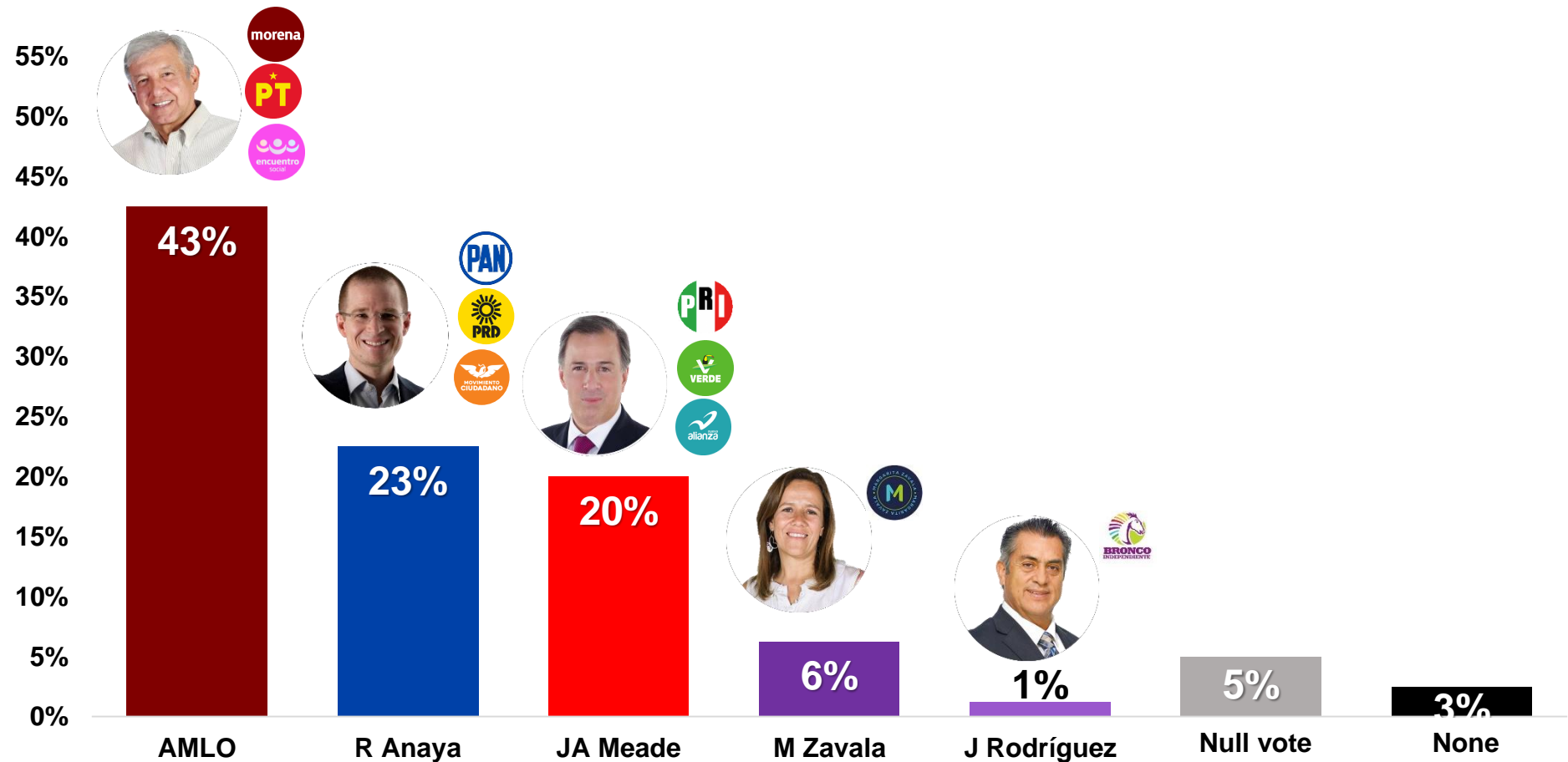




# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT BY ALLIANCES GDL

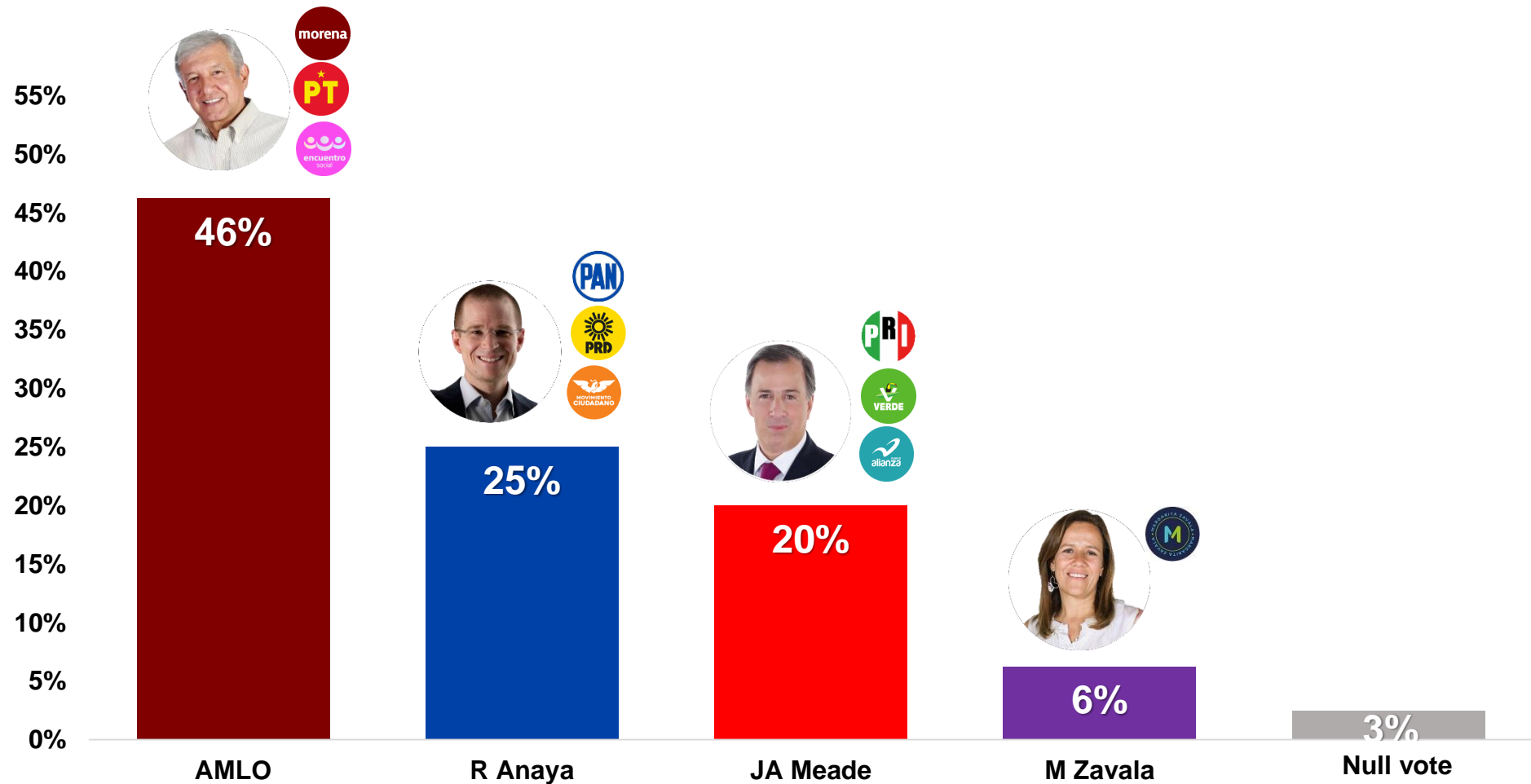
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXIT PRESIDENTIAL BALLOT BY ALLINACES GDL

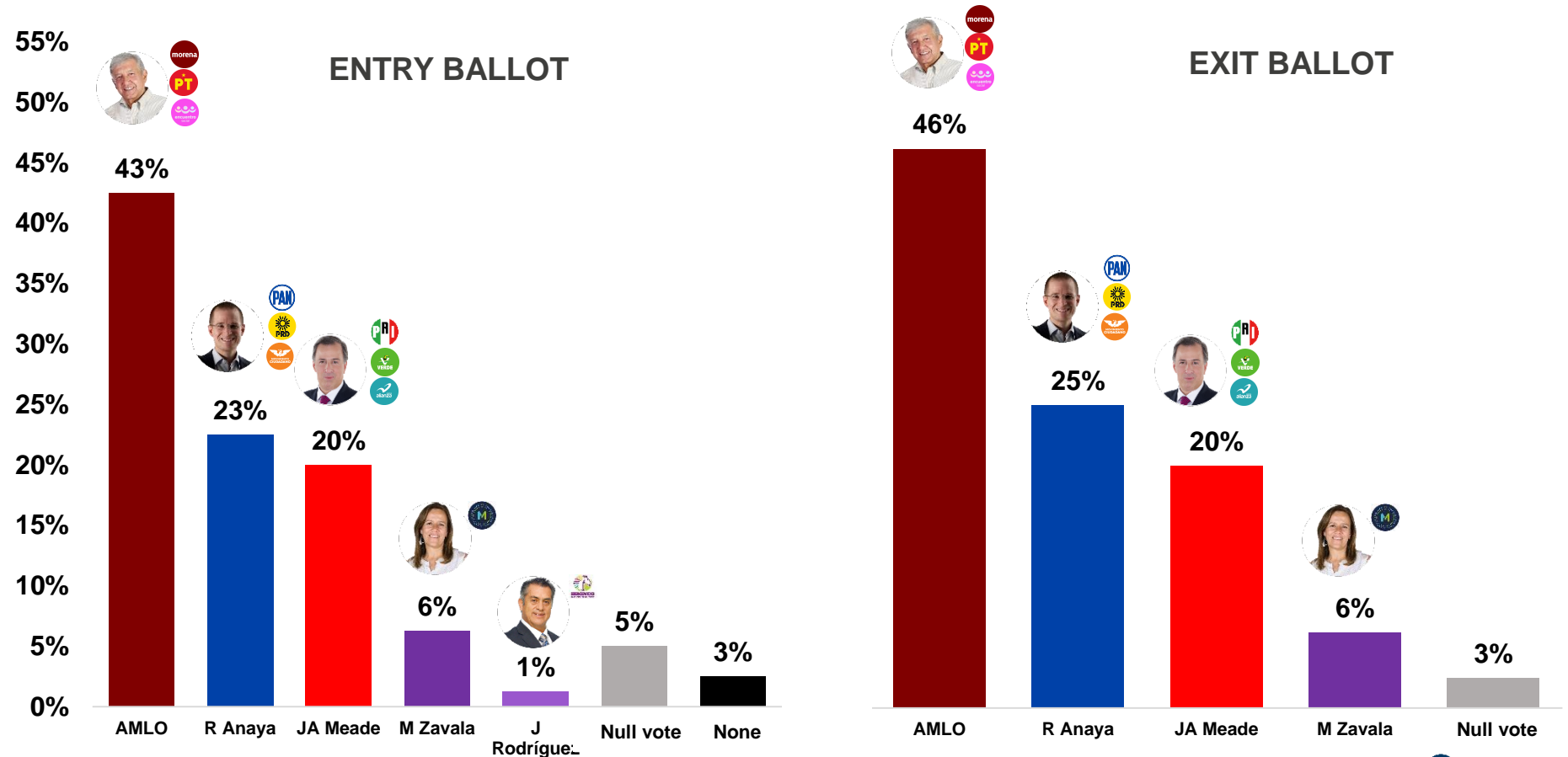
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## COMPARATIVE BETWEEN ENTRY AND EXIT PRESIDENTIAL BALLOT BY ALLIANCES GDL

If the presidential election was held today, which party would you vote for?



# **RESULTS**

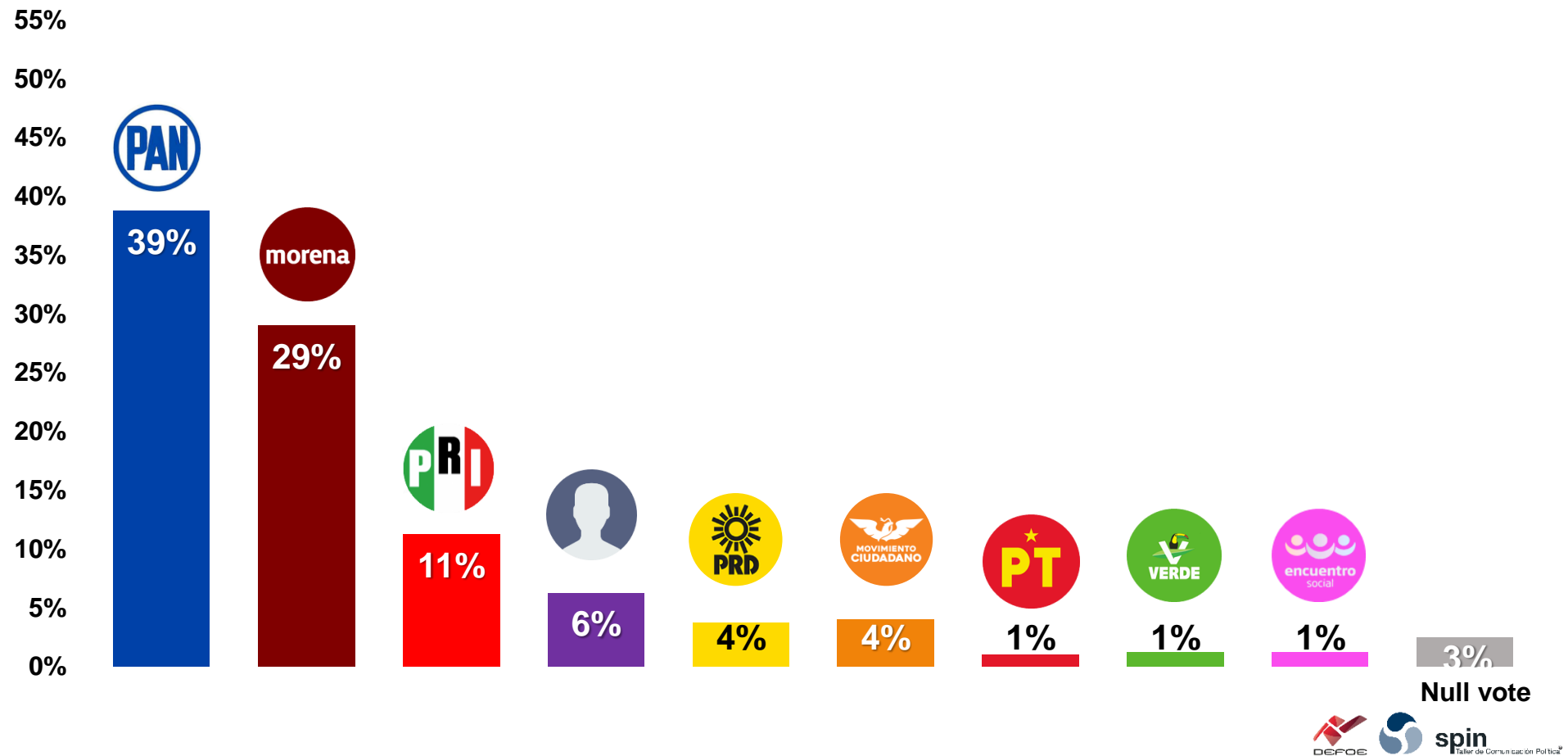
# **VERACRUZ**

# **APRIL-2018**

# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT VERACRUZ

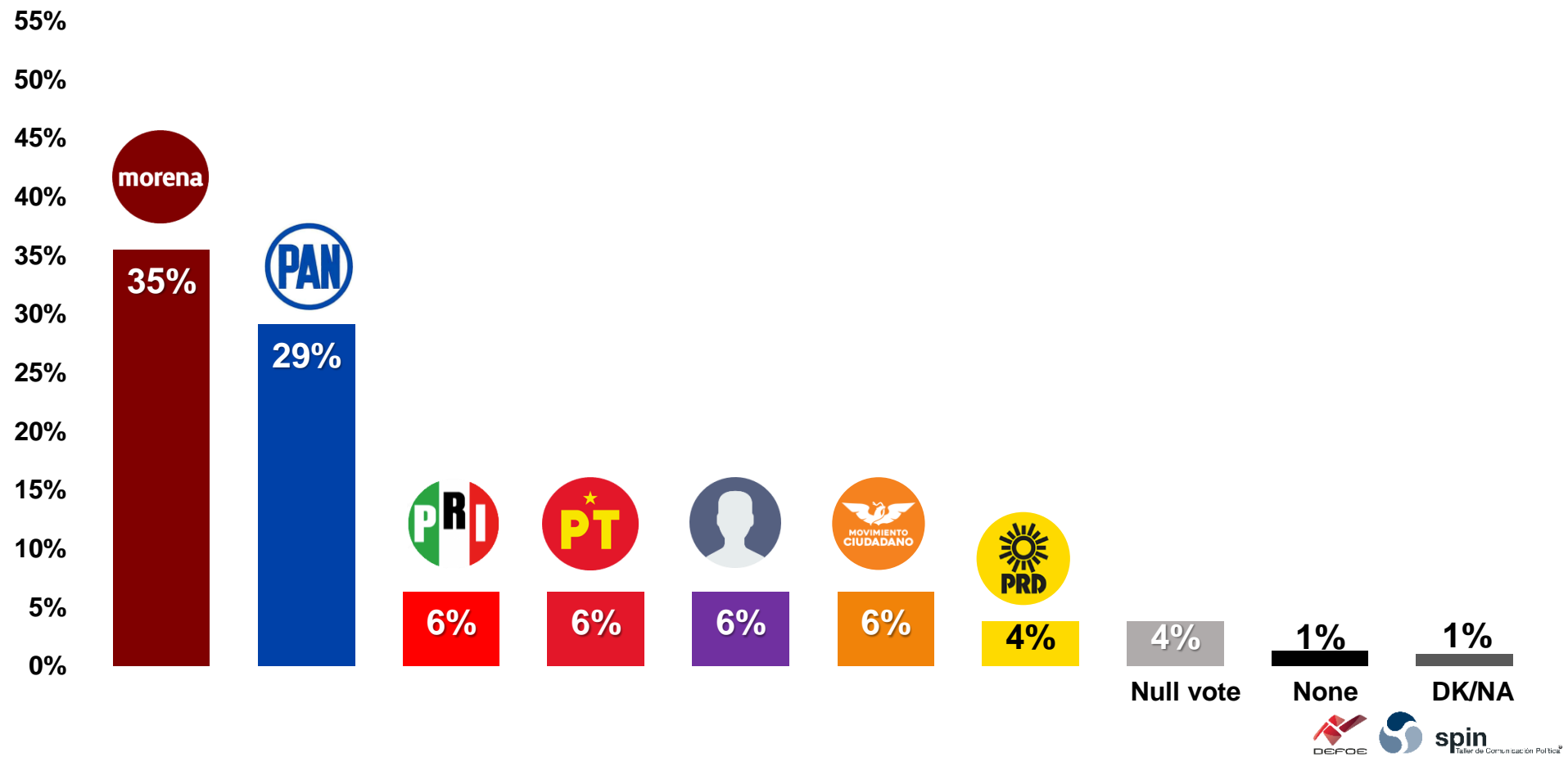
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXIT PRESIDENTIAL BALLOT VERACRUZ

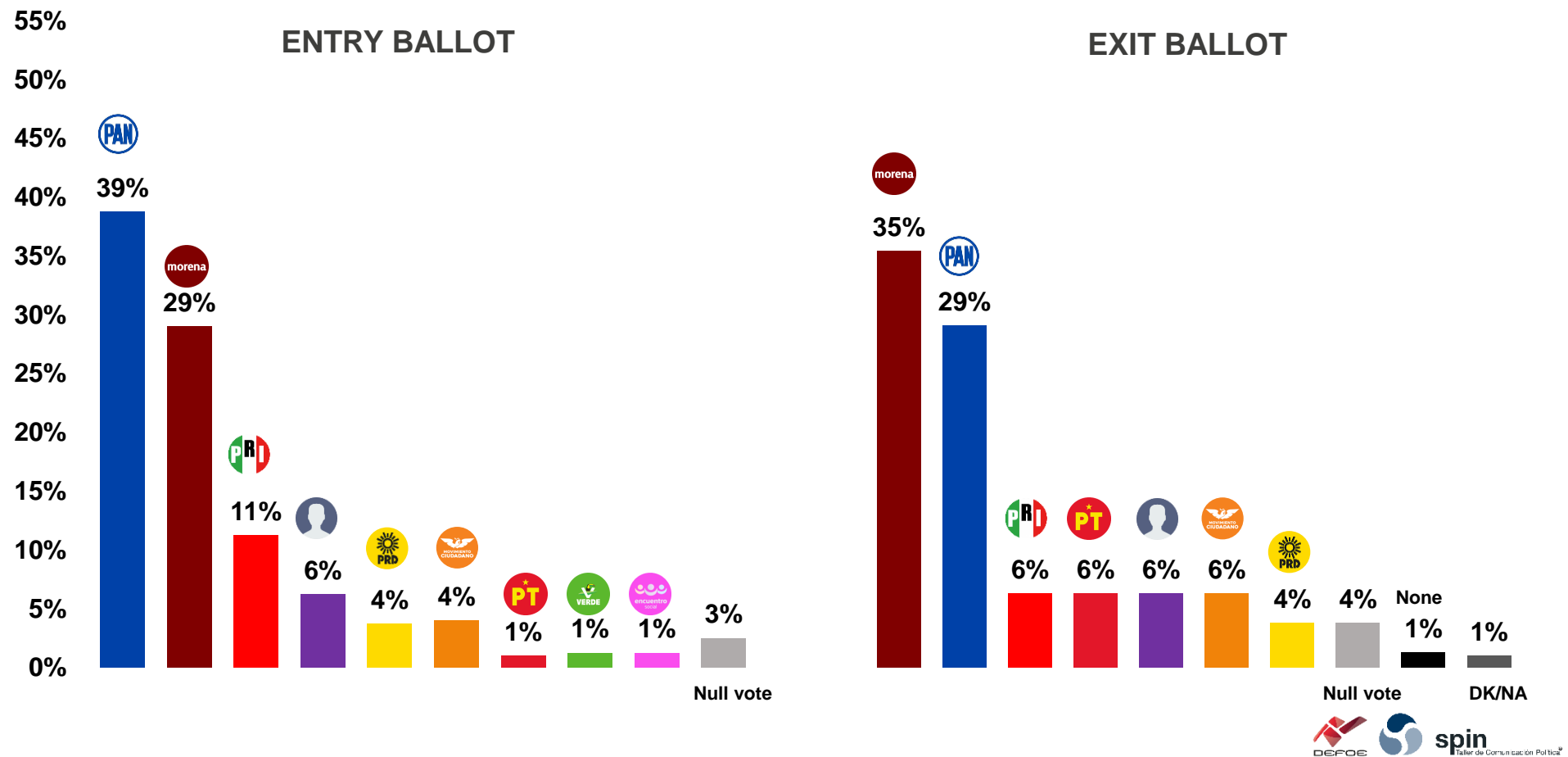
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## COMPARATIVE BETWEEN ENTRY AND EXIT PRESIDENTIAL BALLOT VERACRUZ

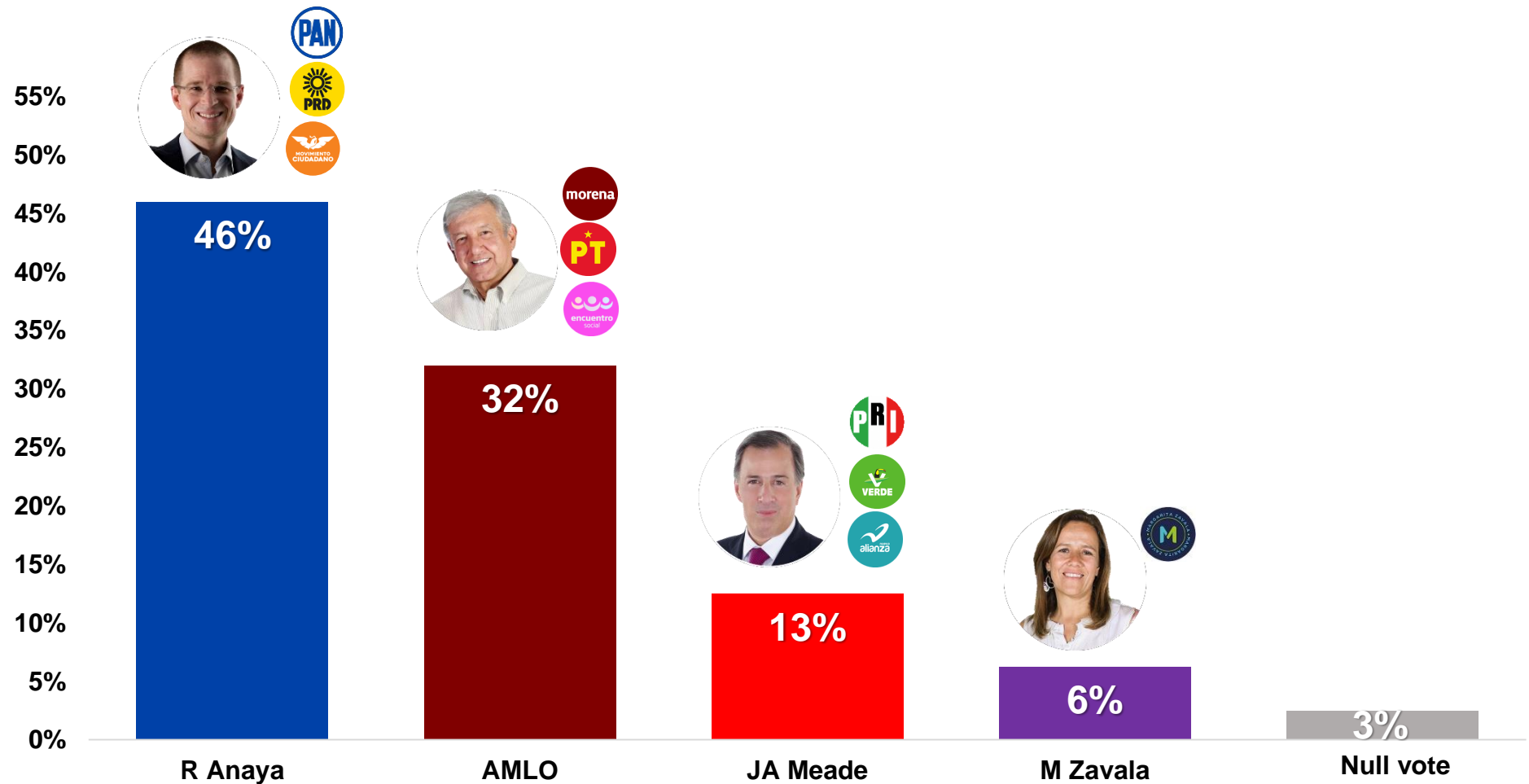
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## ENTRY PRESIDENTIAL BALLOT BY ALLIANCES VERACRUZ

If the presidential election was held today, which party would you vote for?

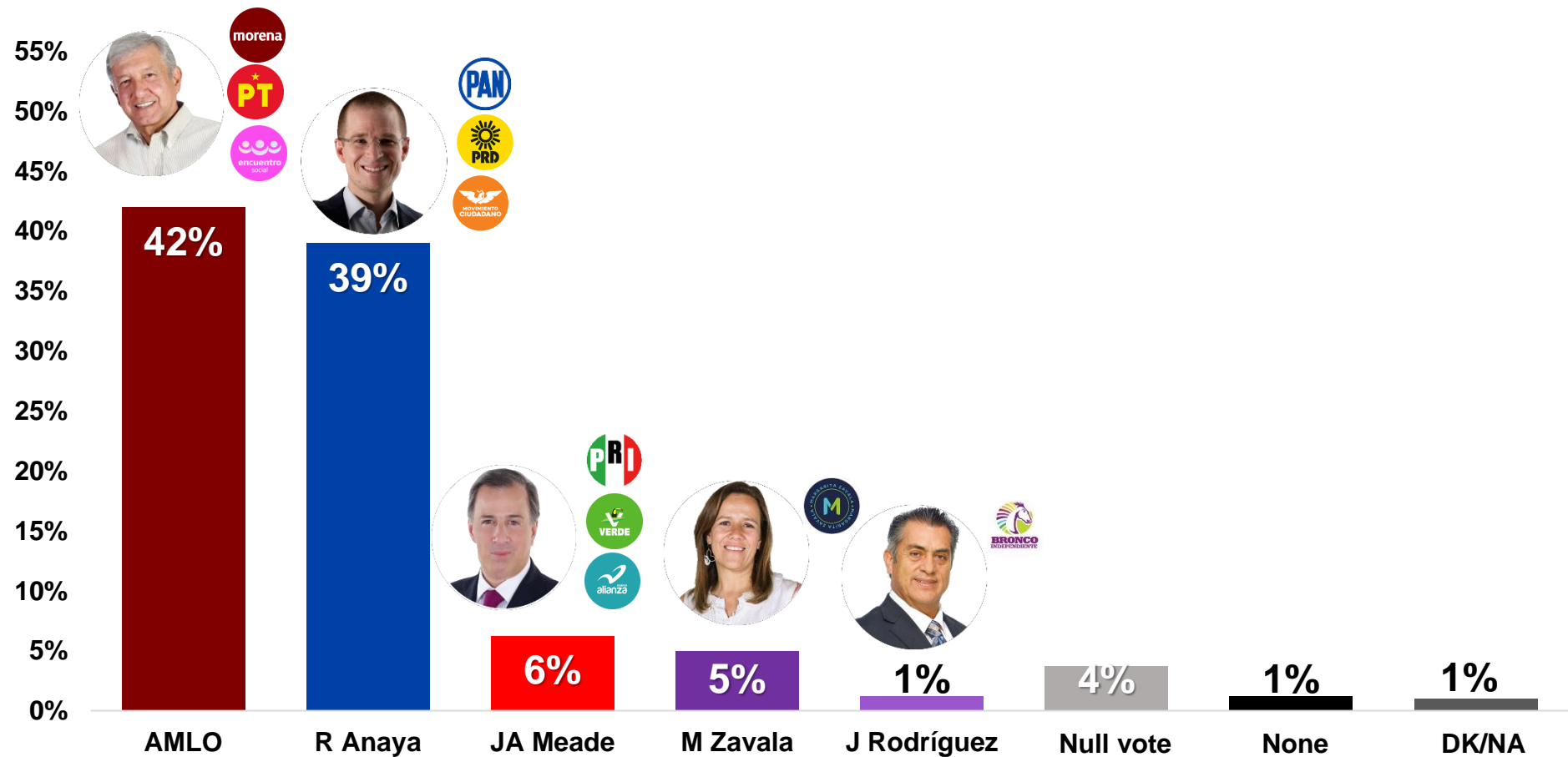




# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

## EXIT PRESIDENTIAL BALLOT BY ALLIANCES VERACRUZ

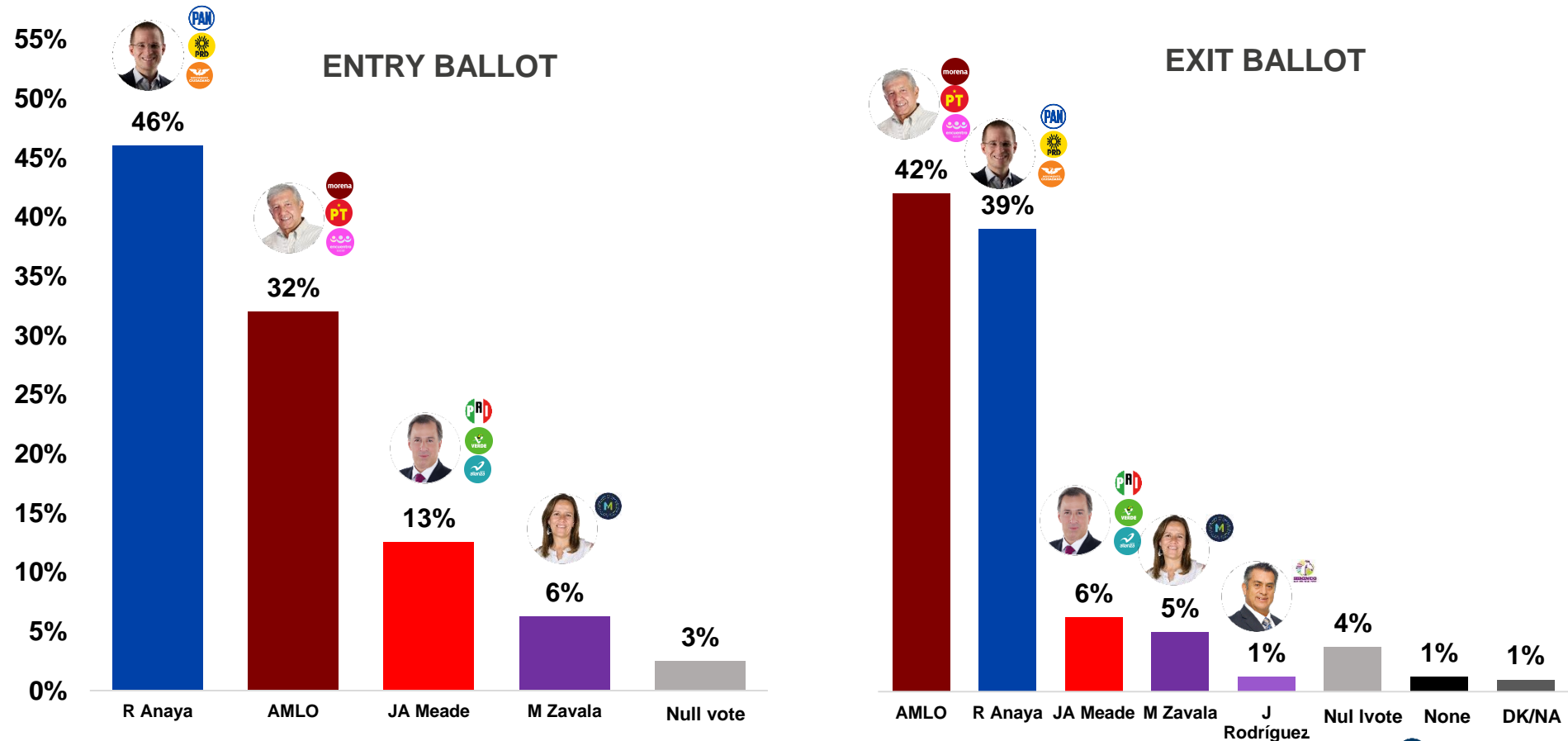
If the presidential election was held today, which party would you vote for?



# FIRST DEFOE-SPIN EXPERIMENT APRIL-2018

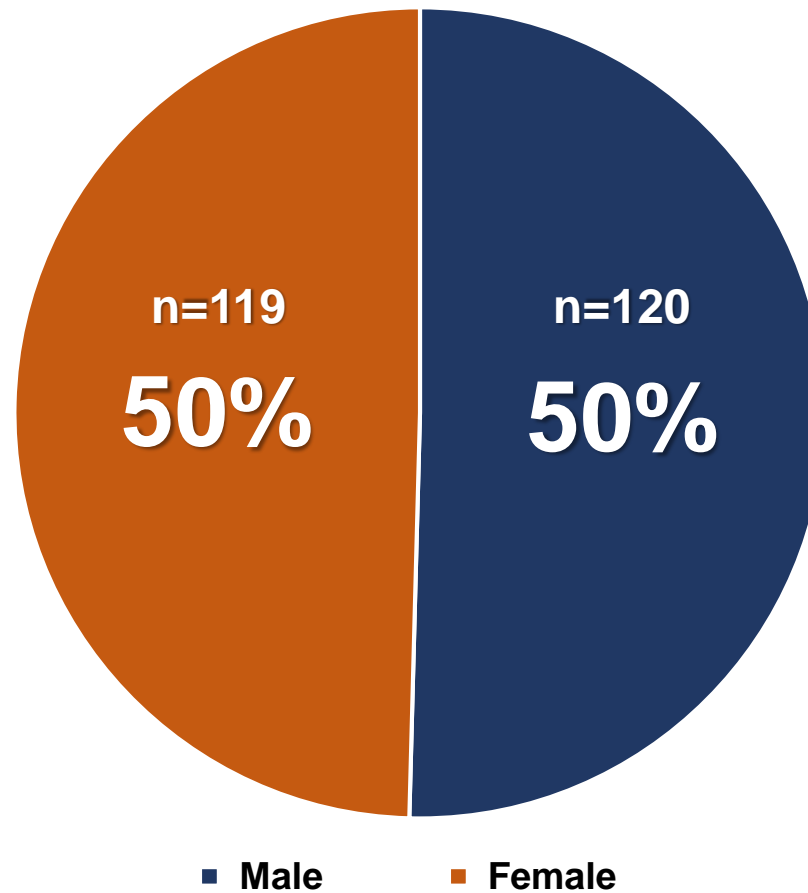
## COMPARATIVE BETWEEN ENTRY AND EXIT PRESIDENTIAL BALLOT BY ALLIANCES VERACRUZ

If the presidential election was held today, which party would you vote for?



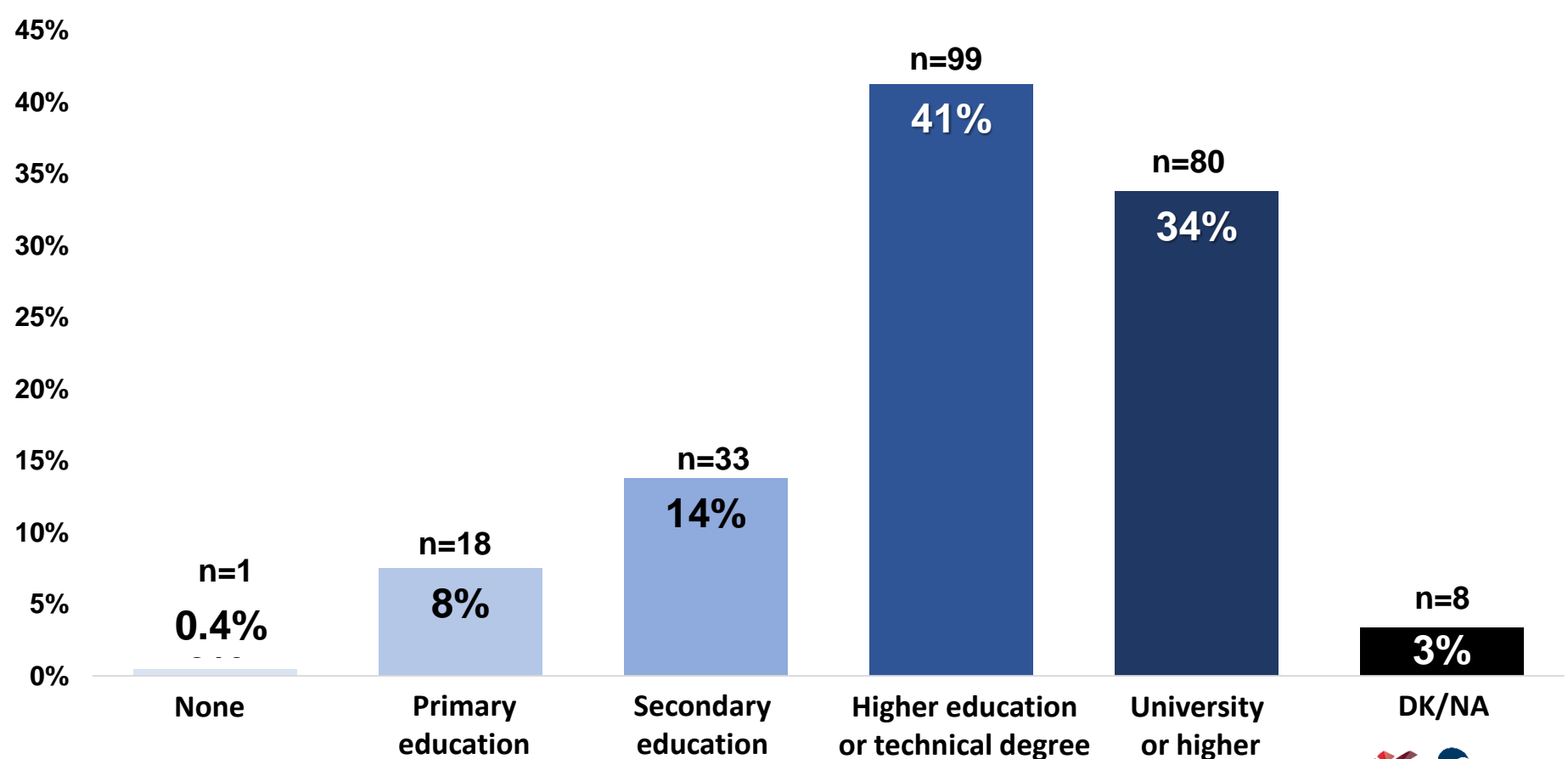
# **DESCRIPTIVE DATA APRIL-2018**

## GENDER



## EDUCATION

What degree of education did you achieve?

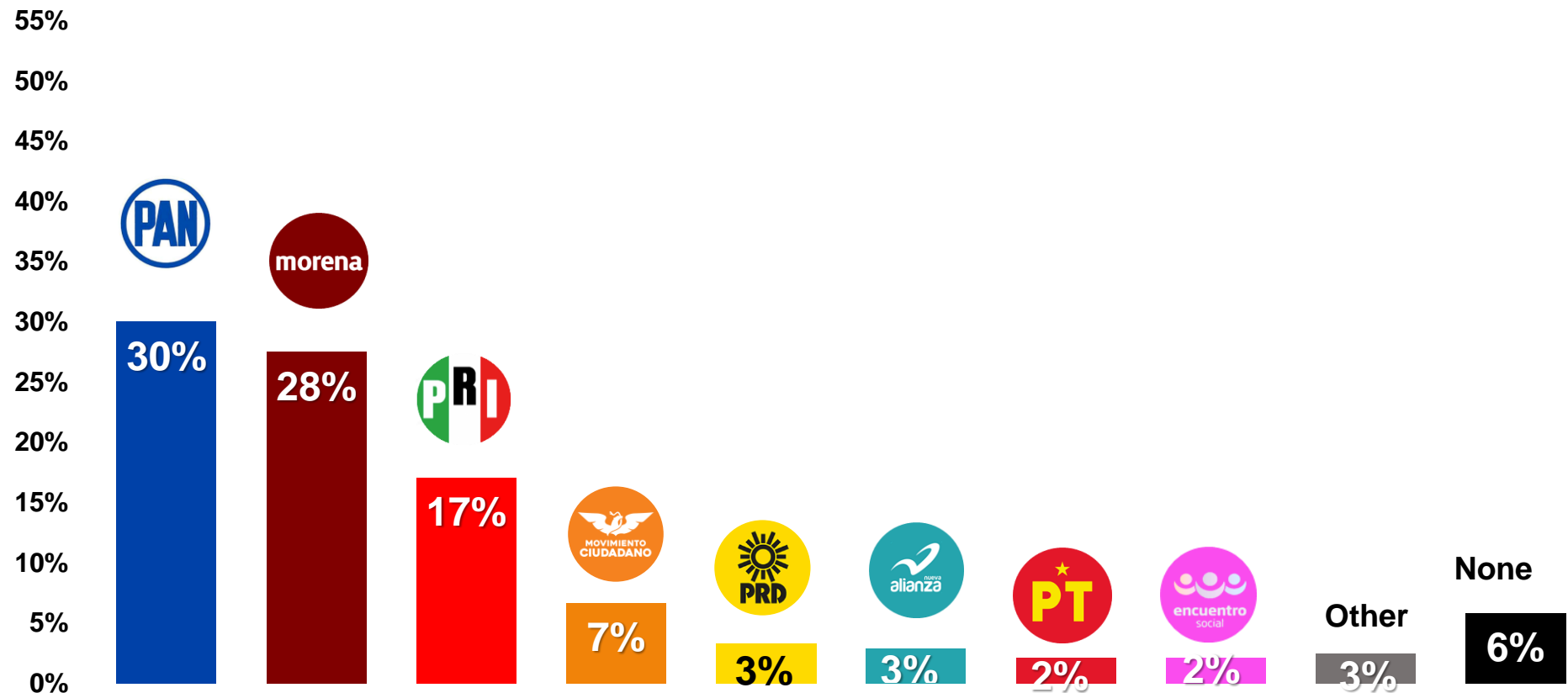


# **PARTY IDENTIFICATION APRIL-2018**

## PARTY IDENTIFICATION APRIL-2018

# PARTY IDENTIFICATION

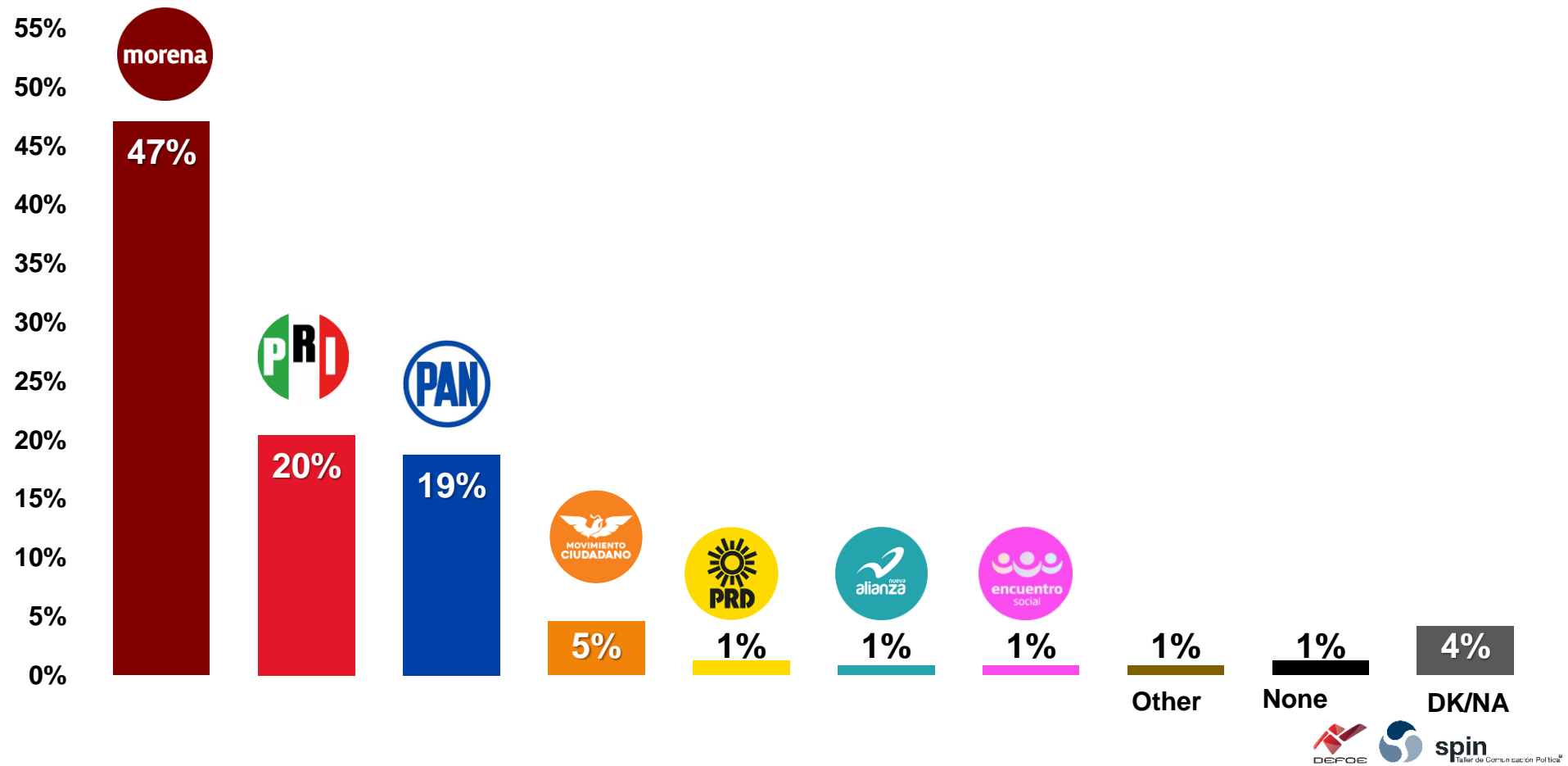
Regardless of who you voted for, which political party do you sympathize with the most? (% sum of “some” and “less”).



# PARTY IDENTIFICATION APRIL-2018

## EXPECTED WINNER

Regardless of your electoral participation and the party or candidate you prefer, which party do you think will win the next presidential election?

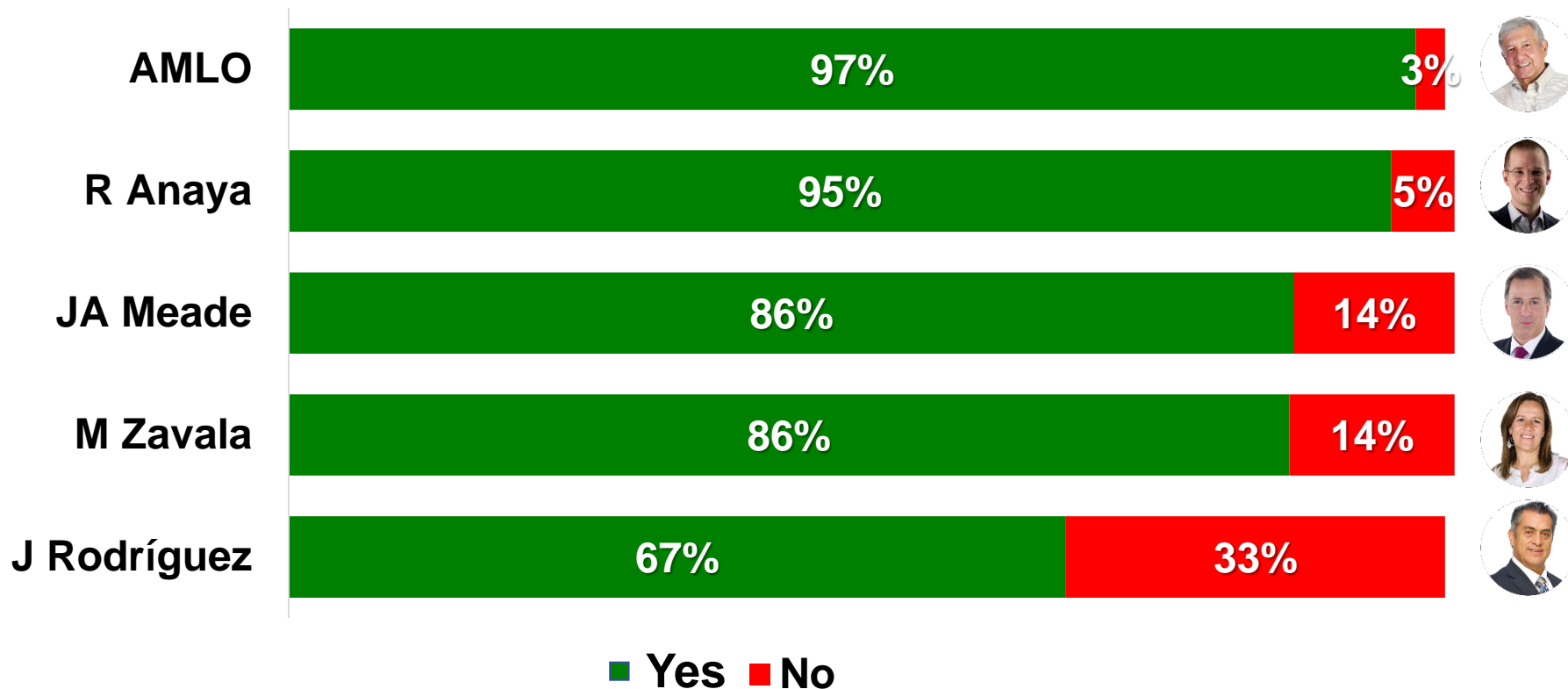




# **POSITIONING OF CANDIDATES ABR-2018**

# KNOWLEDGE ABOUT CANDIDATES ("SPONTANEOUS")

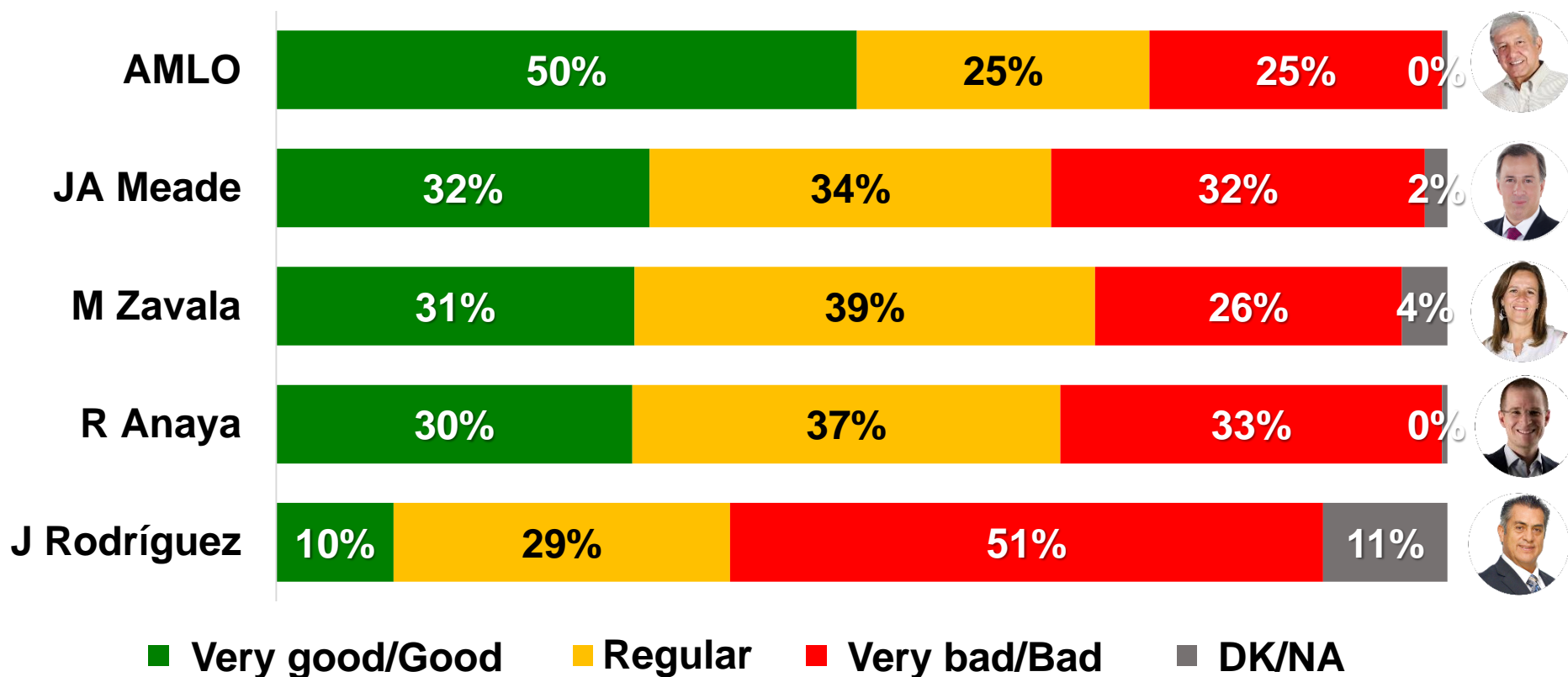
Have you heard about (...)?



## POSITIONING OF CANDIDATES APRIL-2018

# OPINION ABOUT CANDIDATES

What is your opinion of (...), very good, good, bad or very bad?

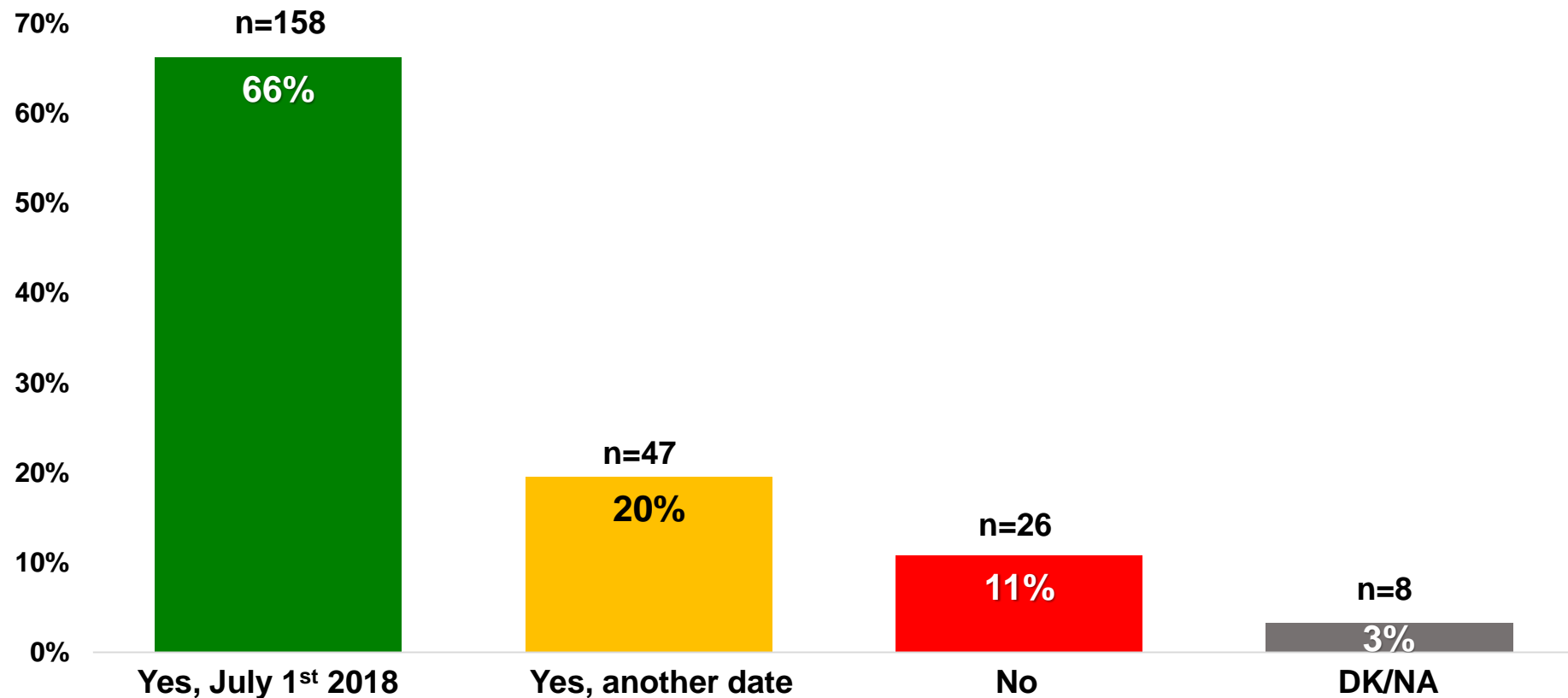


# **KNOWLEDGE ABOUT THE ELECTION APRIL-2018**

# KNOWLEDGE ABOUT THE ELECTION APRIL-2018

## ELECTION DATE

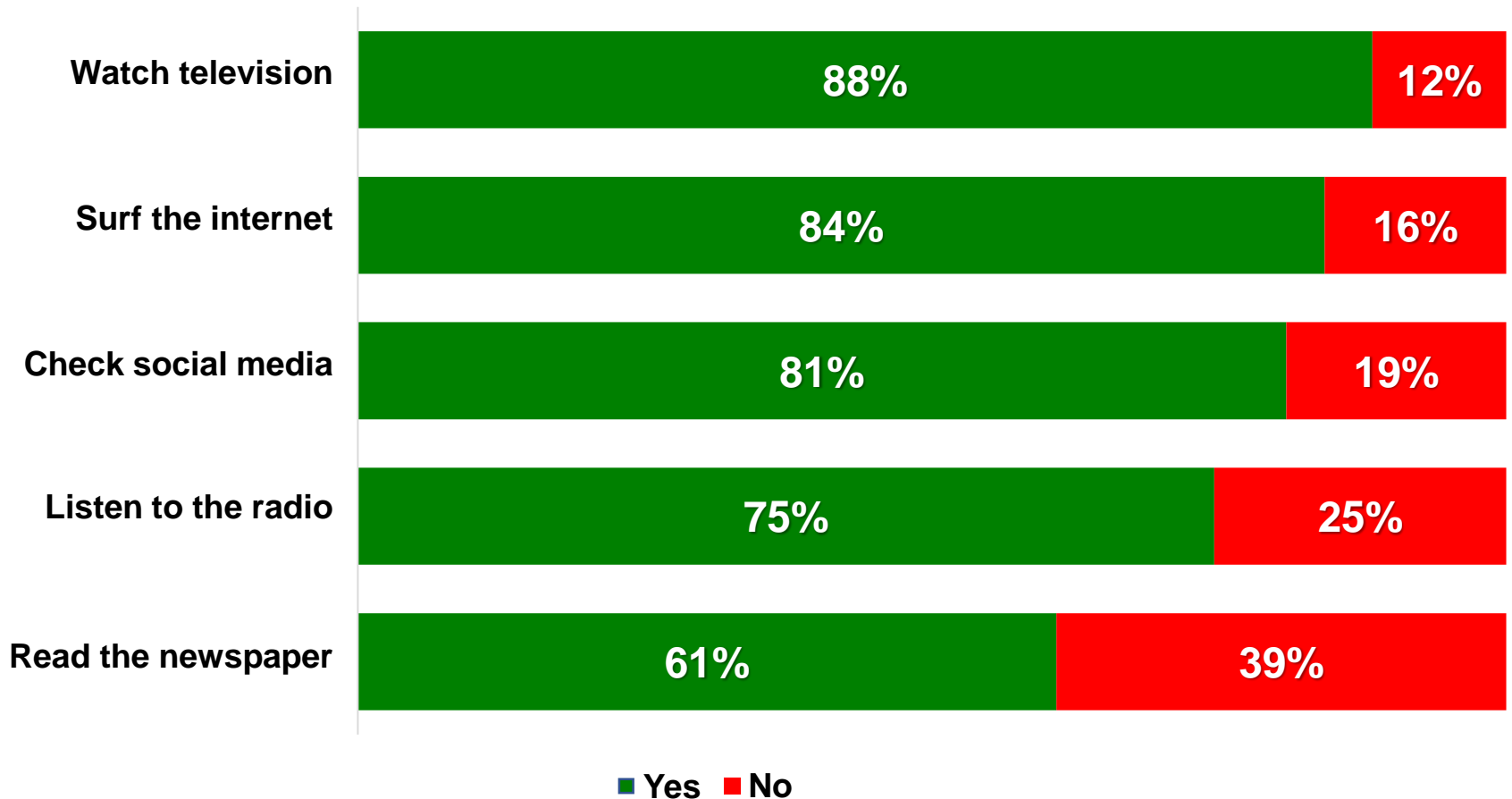
Do you know when the next presidential election is held?



# **MEDIA CONSUMPTION APRIL-2018**

## WEEKLY ACTIVITIES

Can you tell me which activities you carry out every week?



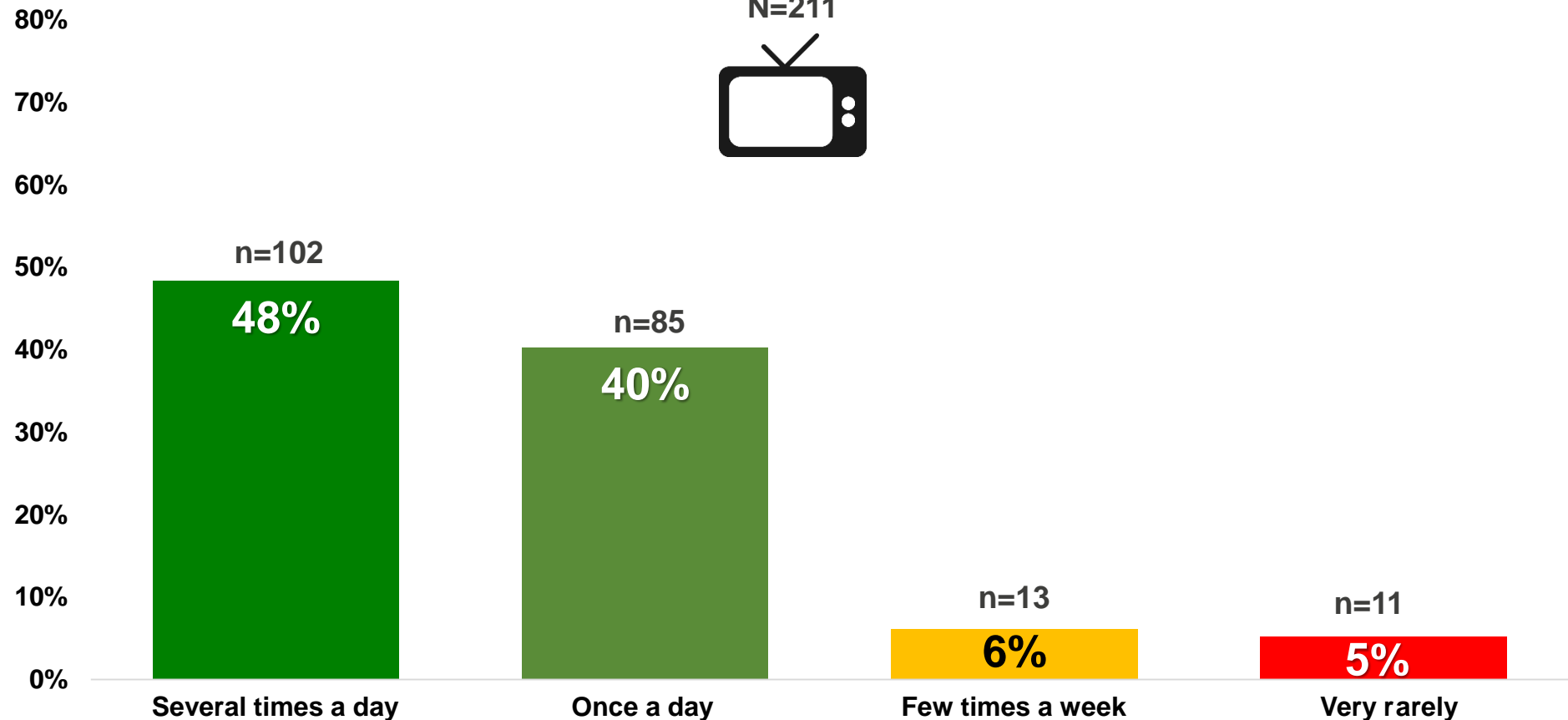
# MEDIA CONSUMPTION APRIL-2018

## WEEKLY ACTIVITIES

How often do you carry out each of the following activities?

### WATCH TELEVISION

N=211



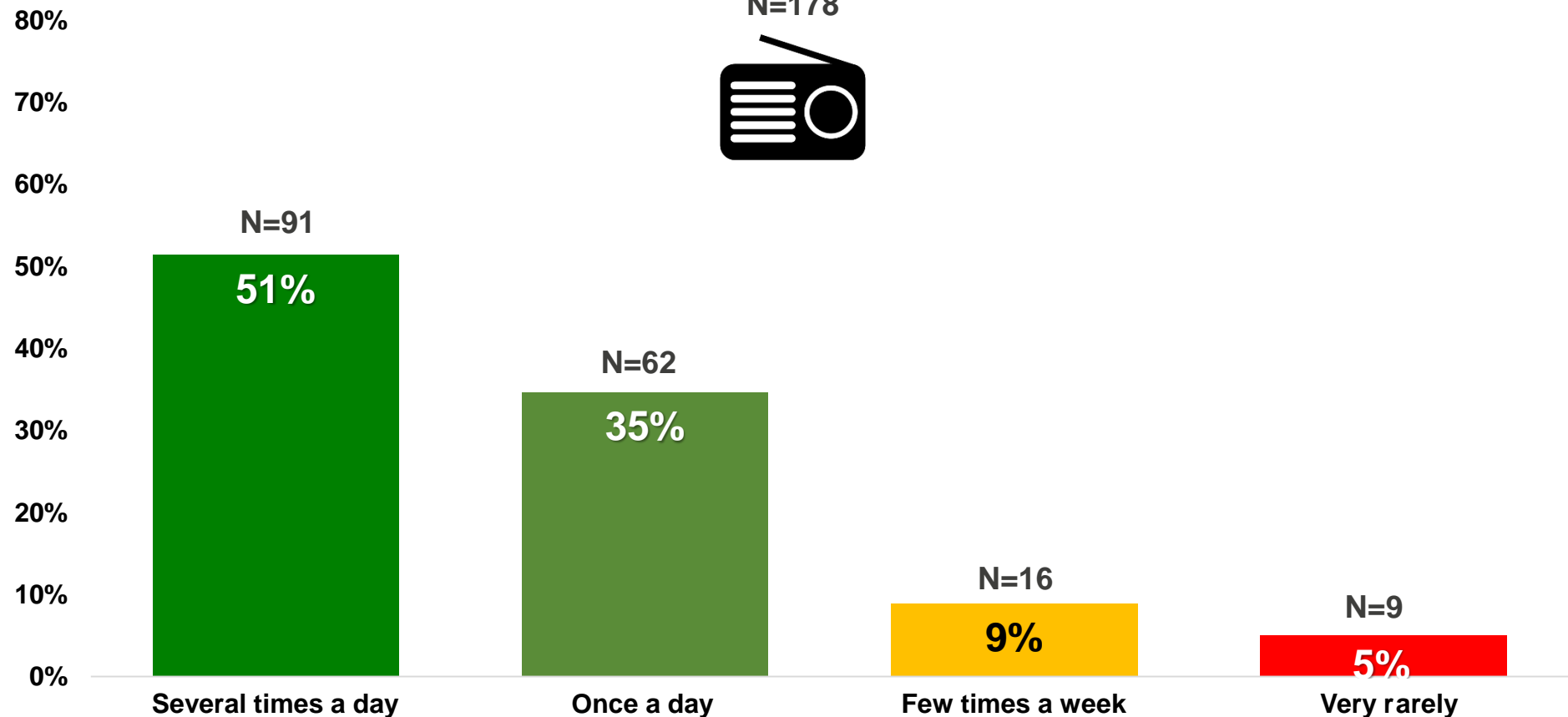


## WEEKLY ACTIVITIES

How often do you carry out each of the following activities?

### LISTEN TO THE RADIO

N=178



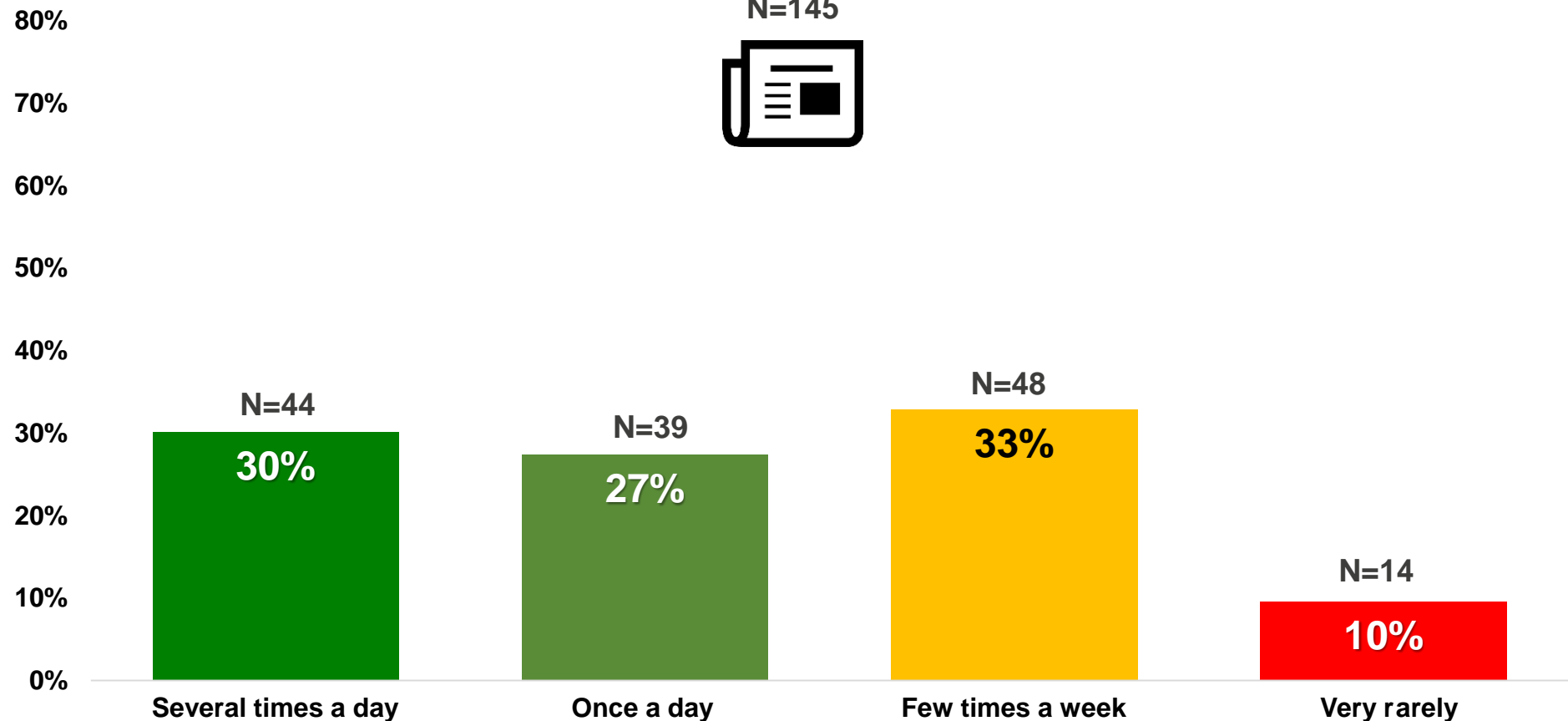
# MEDIA CONSUMPTION APRIL-2018

## WEEKLY ACTIVITIES

How often do you carry out each of the following activities?

### READ THE NEWSPAPER

N=145



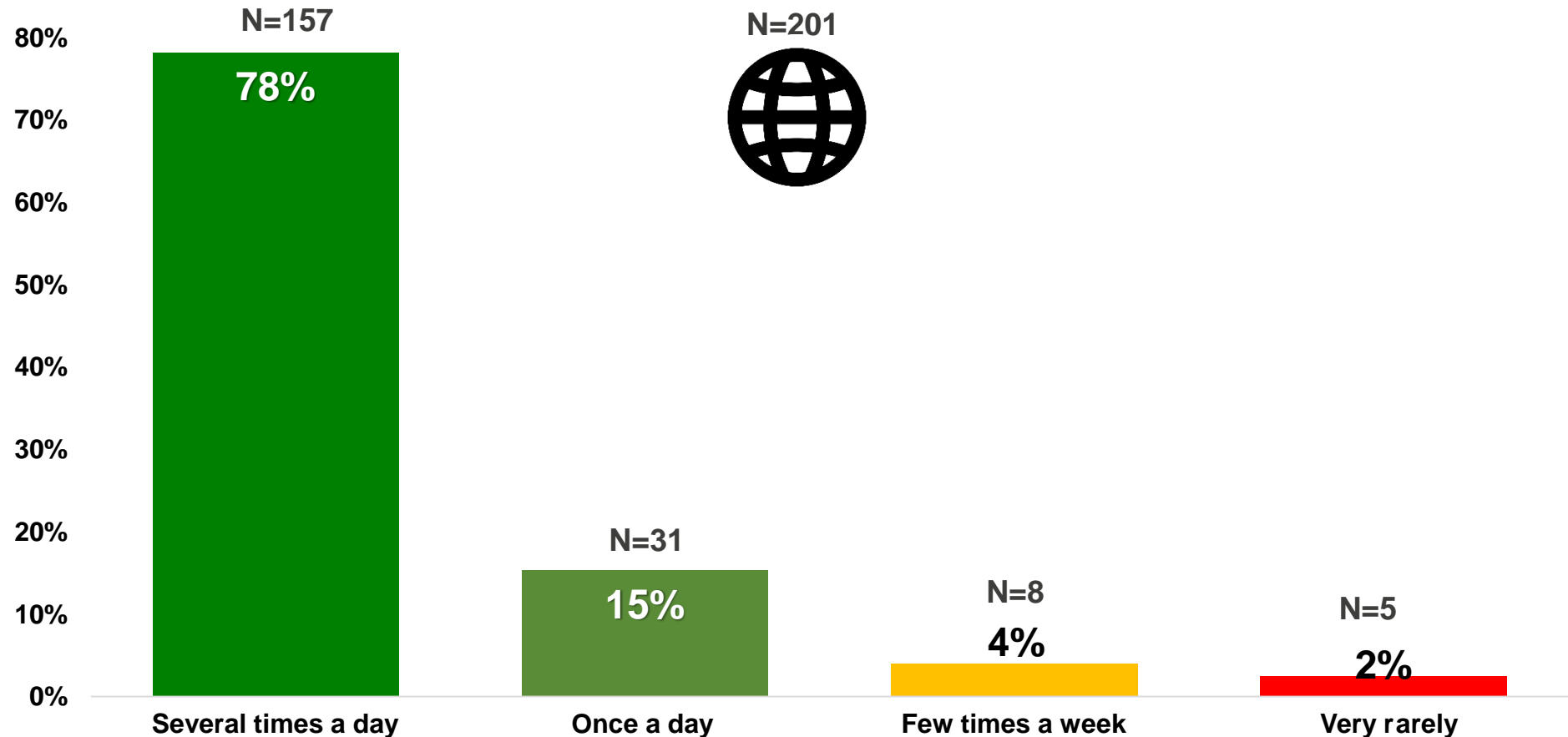
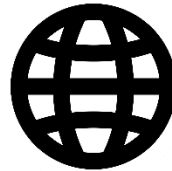
# MEDIA CONSUMPTION APRIL-2018

## WEEKLY ACTIVITIES

How often do you carry out each of the following activities?

### SURF THE INTERNET

N=201



# MEDIA CONSUMPTION APRIL-2018

## WEEKLY ACTIVITIES

How often do you carry out each of the following activities?

CHECK SOCIAL MEDIA  
N=193

