

# FIRST PRE-ELECTION SURVEY



# DEFOE-SPIN



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Taller de Comunicación Política®

# OBJECTIVE

**The First Pre-Election Survey DEFOE-SPIN is a project of investigation on the electoral campaigns of 2018 in Mexico, which pretends to be a methodological and analytical resource for all those who are interested in subjects of public opinion, electoral behavior and political campaigns, including academics, analysts, journalists, and members of the media, in Mexico as in any part of the world.**

**The First Pre-Election Survey DEFOE-SPIN explores methodological appearances related with the process of data collection, the design of questionnaire phrasing, and the potential sources of error of the surveys in Mexico (of coverage, sampling, non-response, between others).**

# METHODOLOGY

- The study, pre-electoral in nature, consisted of 1200 interviews in 120 electoral sections nationwide; in each electoral section, a total of 10 questionnaires were applied.
- The sampling frame used in the sample design were the electoral sections reported by the National Electoral Institute (INE) with information of October 2017.
- The sampling model was stratified by districts with equitable sample allocation.
- The selection of electoral sections was made in a systematic manner with probability proportional to their size in each district, using the Nominal List as a measure.
- The selection of housing was made under a systematic jump of 3 houses whether or not there was an interview conducted.

# METHODOLOGY

- The survey was applied to people over 18 years old with residence in the area selected at the time of the interview. The interviews were applied personally, face to face, at the homes of the people selected within the sample. For this purpose, the survey was carried out by 70 pollsters and 20 supervisors.
- Assuming simple random sampling, the margin of error is +/- 2.83% associated with a statistical confidence level of 95%.
- The survey was applied between the dates of October 28 to November 1, 2017.

# PARTICIPANTS

- The sponsorship and design of the study of the First Pre-Election Survey DEFOE-SPIN 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 survey database was executed by Defoe, Experts on Social Reporting, S.C.



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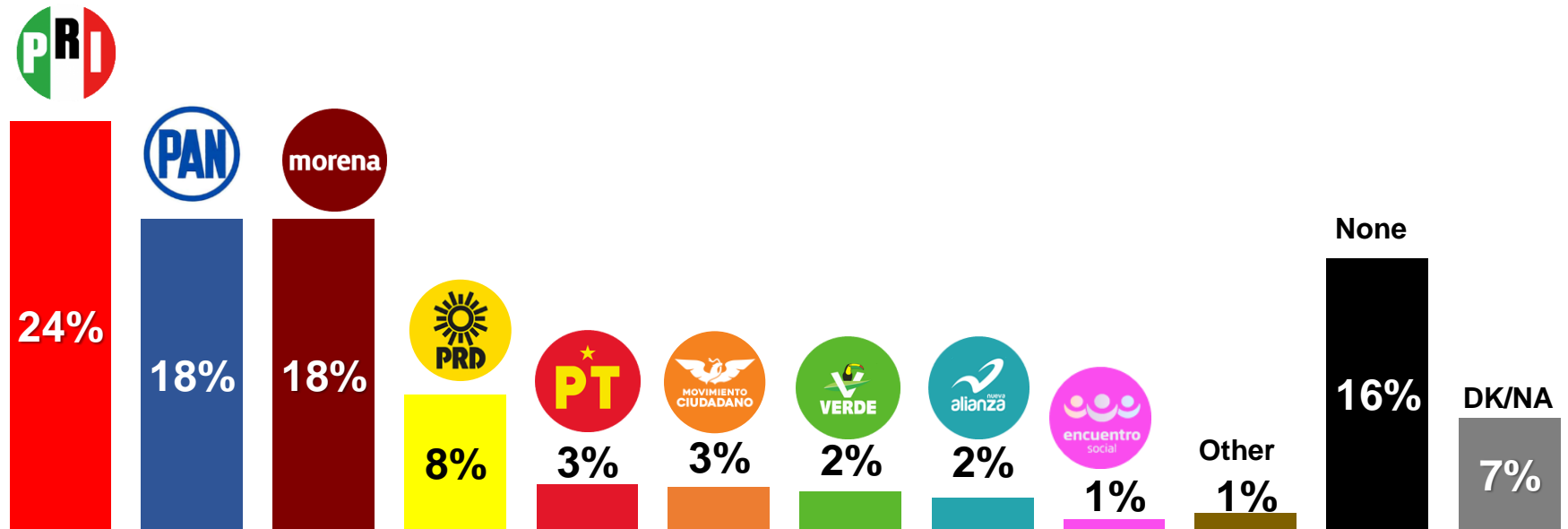
- **Country's economic situation**
- **Retrospective and prospective evaluation of the country's economy**
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# PARTY IDENTIFICATION

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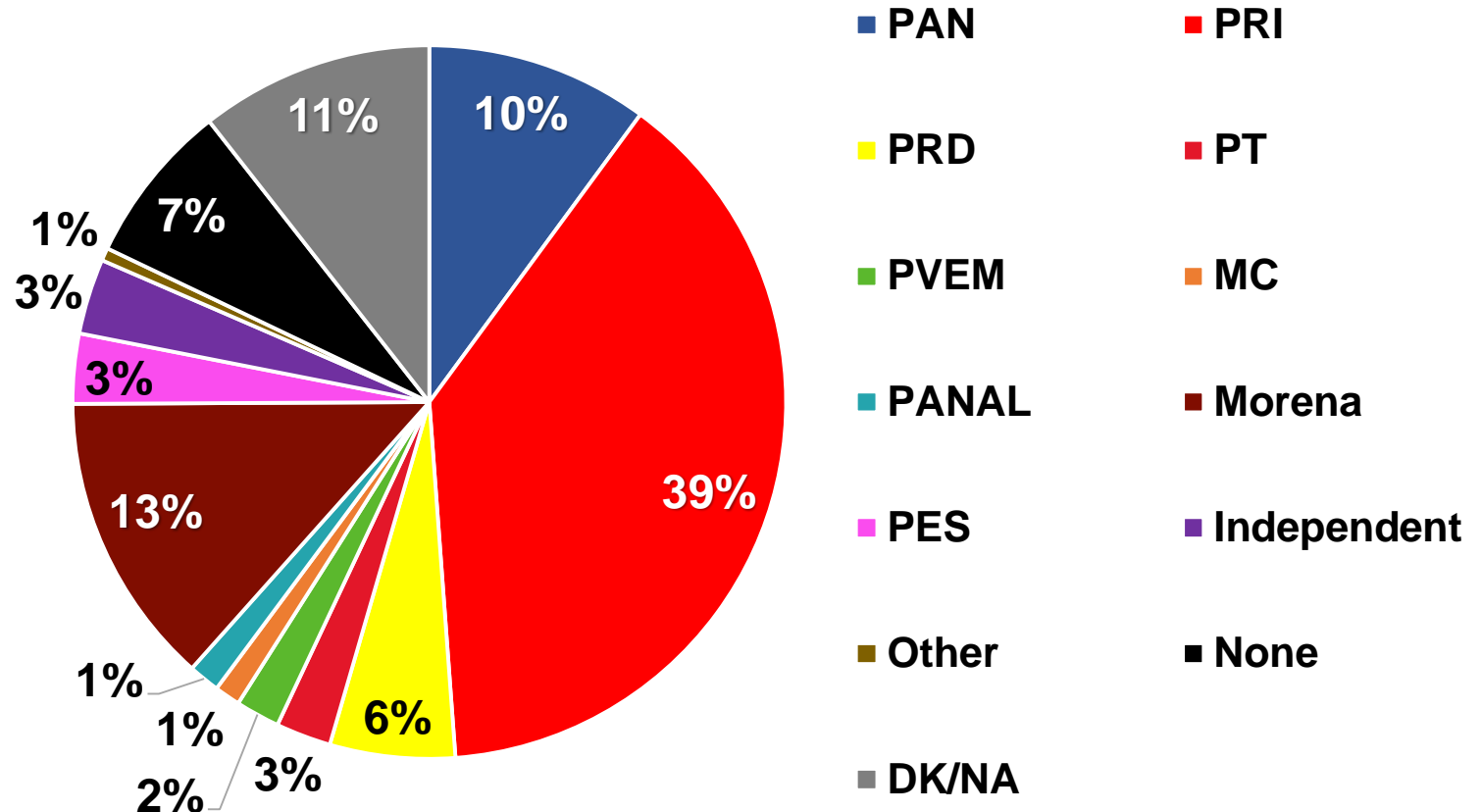
Regardless of who you voted for, which political party do you sympathize with the most?  
(% sum of “much” and “less”)



# PARTY IDENTIFICATION

# PARTY REJECTION

For which party would you NEVER vote for in a presidential election?

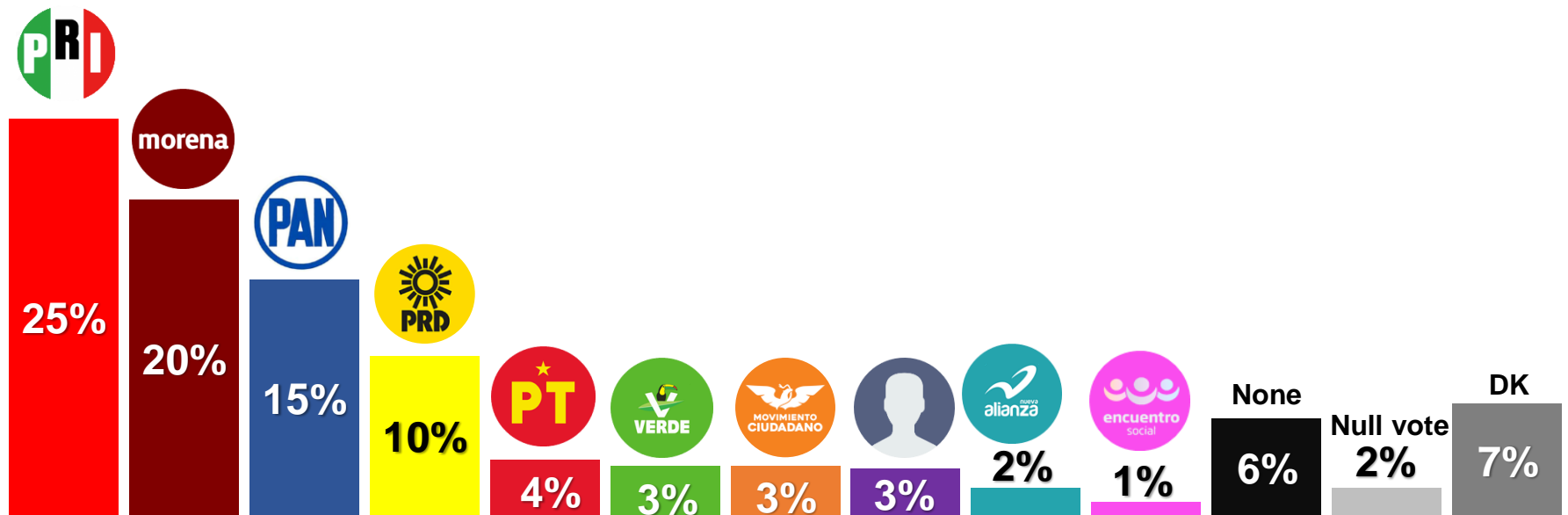


# ELECTORAL PREFERENCE

# ELECTORAL PREFERENCE

## PRESIDENTIAL BALLOT

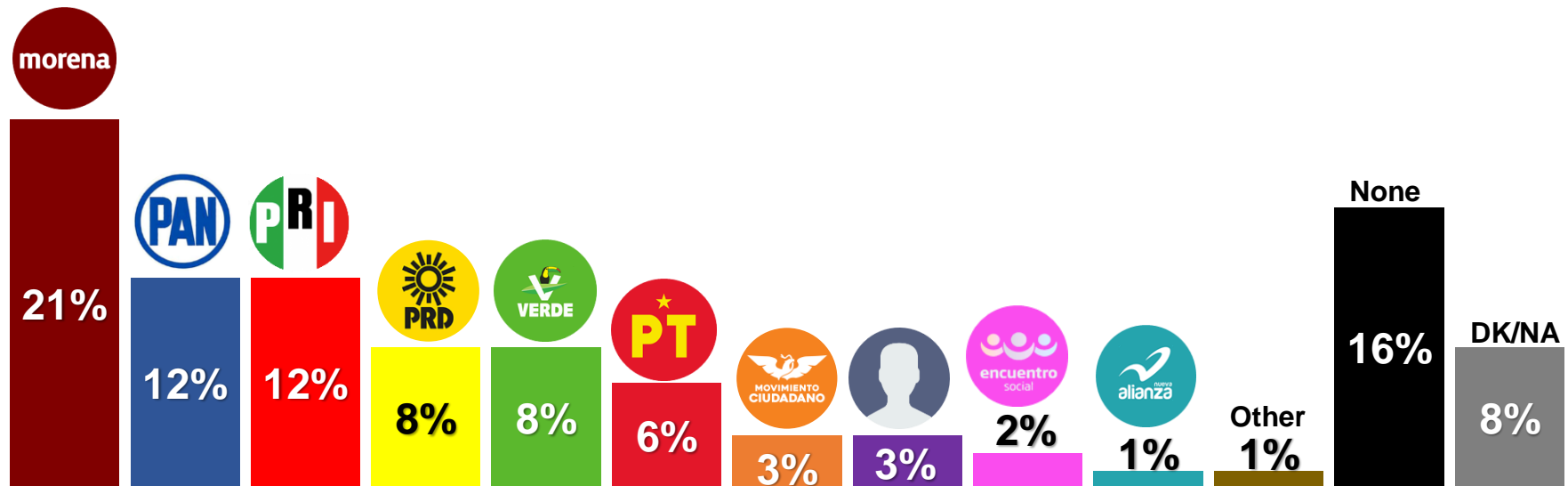
If today was the election for President of the Republic, which party would you vote for?



# ELECTORAL PREFERENCE

## SECOND BEST OPTION

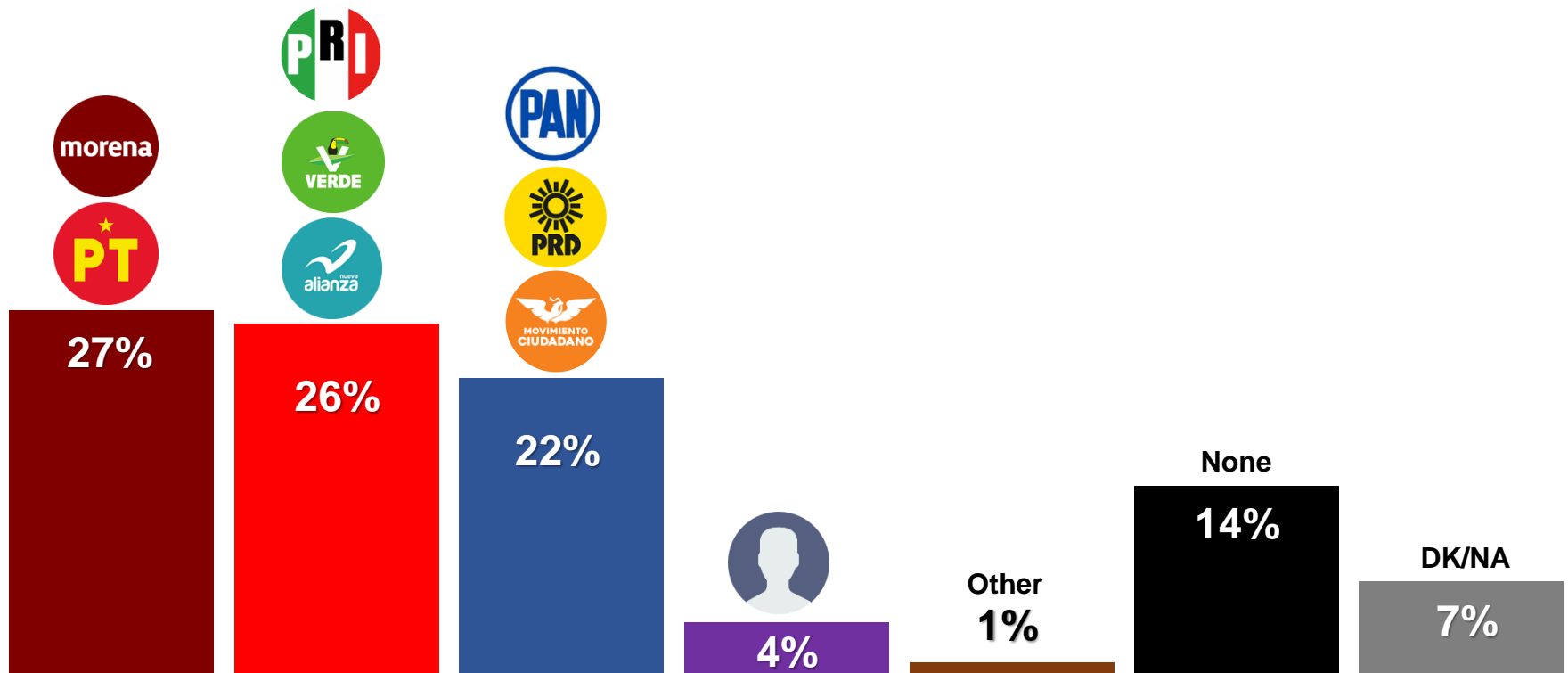
If you were not to vote for the option you just chose, which would be your second best option?



# ELECTORAL PREFERENCE

## VOTE FOR ALLIANCES

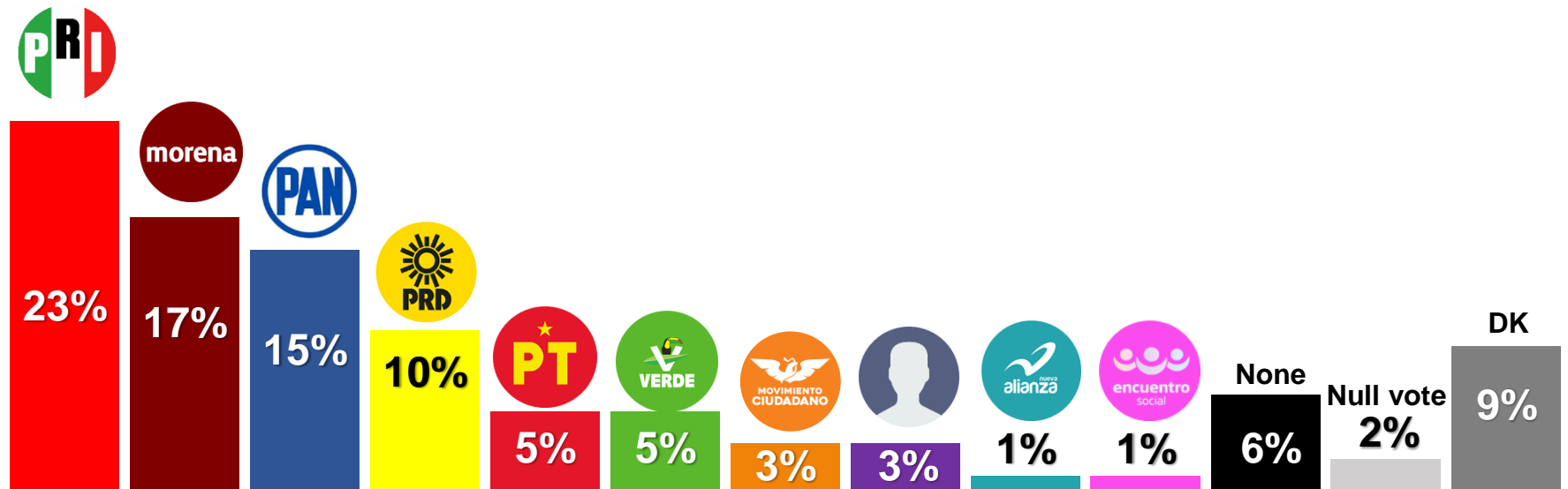
Assuming that some parties will make alliances for the next election, if the presidential elections were held today, which party or alliance would you vote for?



# ELECTORAL PREFERENCE

## FEDERAL DEPUTY BALLOT

If the federal deputy elections were held today, which party would you vote for?



# ELECTORAL PREFERENCE

## PRI'S CANDIDATE

Who do you prefer as a candidate of the Institutional Revolutionary Party (PRI) to the Presidency?



MA Osorio

12%



JA Meade

9%



A Nuño

9%



J Narro

6%

Other  
1%

None

37%

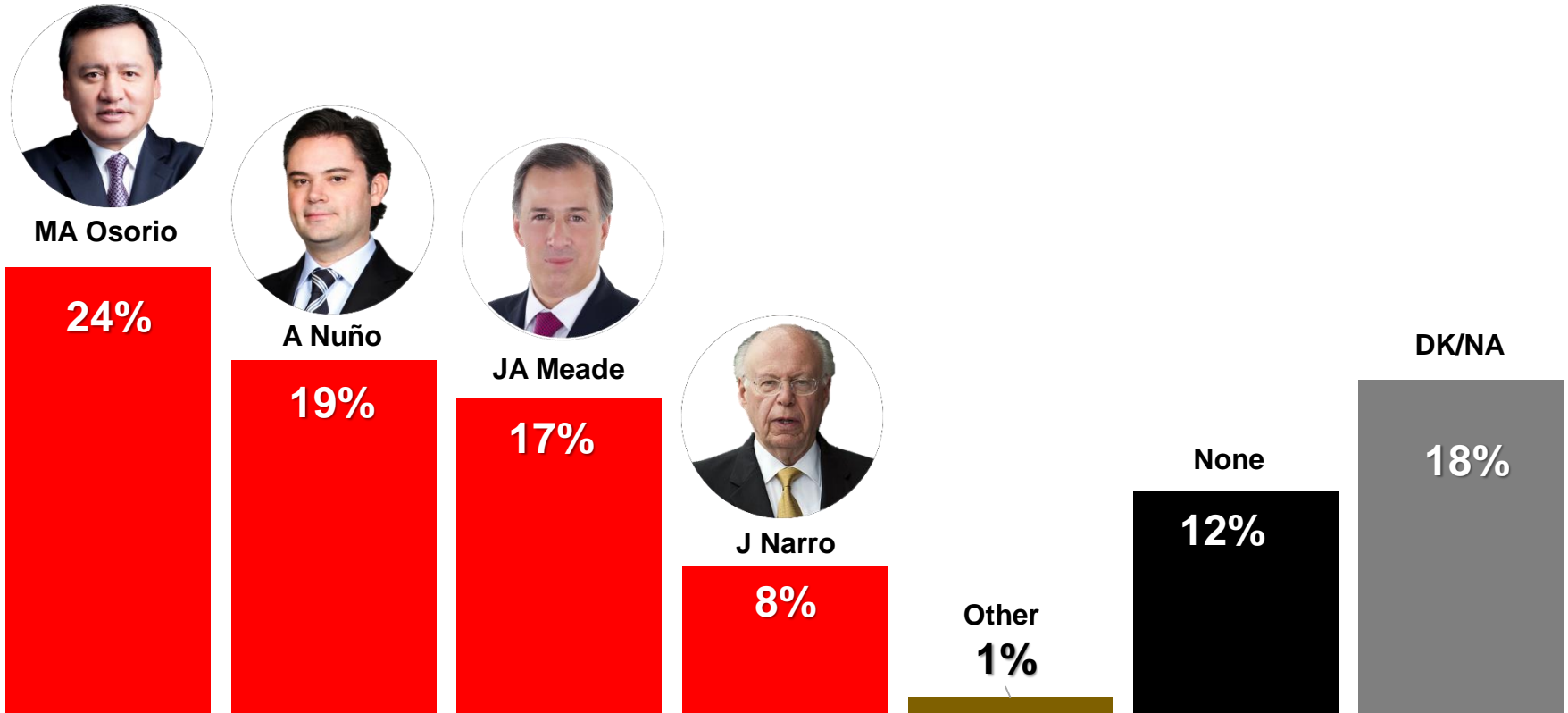
DK/NA

27%

# ELECTORAL PREFERENCE

## PRI'S CANDIDATE (PRIISTAS)

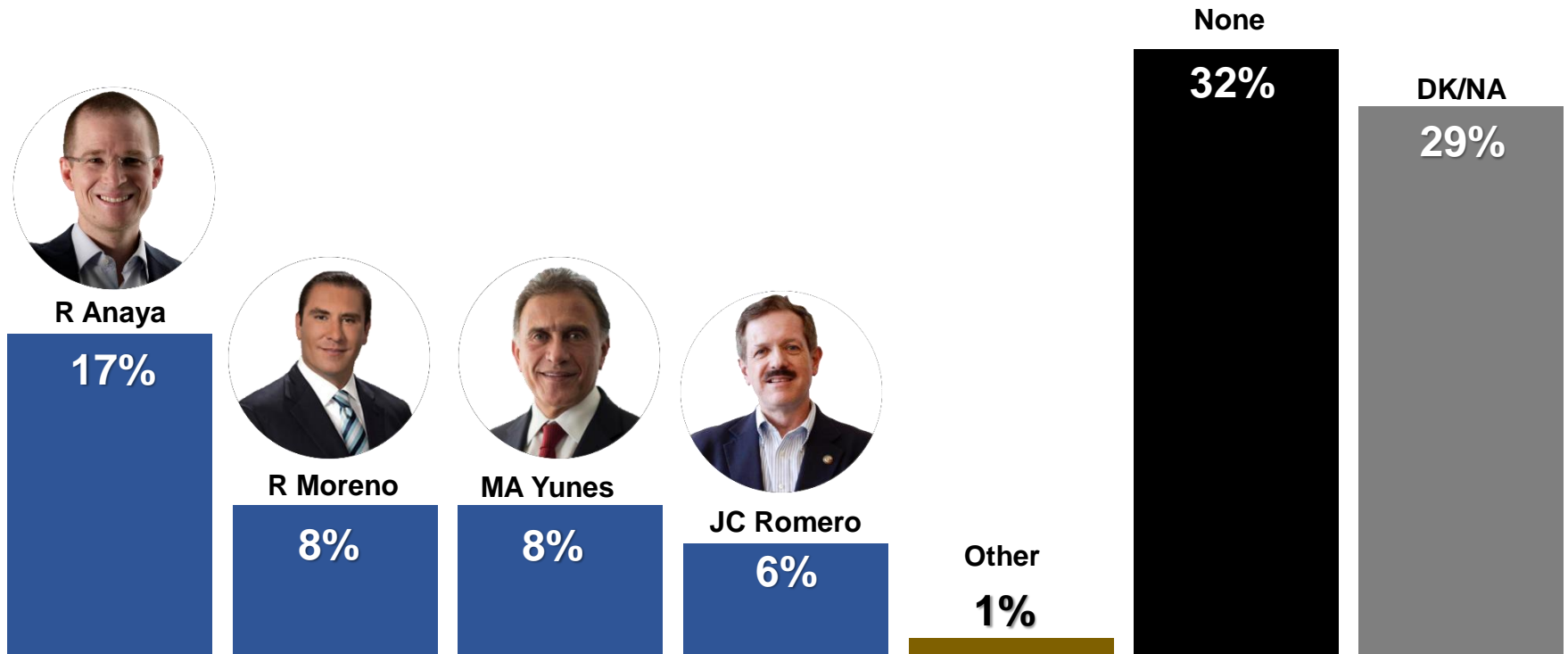
Who do you prefer as a candidate of the Institutional Revolutionary Party (PRI) to the Presidency?  
(% of people that identify themselves as priistas)



# ELECTORAL PREFERENCE

## PAN'S CANDIDATE

Who do you prefer as a candidate of the National Action Party (PAN) to the Presidency?



# ELECTORAL PREFERENCE

## PAN'S CANDIDATE (PANISTAS)

Who do you prefer as a candidate of the National Action Party (PAN) to the Presidency?  
(% of people that identify themselves as panistas)



# ELECTORAL PREFERENCE

## PRD'S CANDIDATE

Who do you prefer as a candidate of the Party of the Democratic Revolution (PRD) for president?



MA Mancera

12%



J Zepeda

10%



G Ramírez

8%



S Aureoles

5%

Other  
1%

None

37%

DK/NA  
28%

# ELECTORAL PREFERENCE

## PRD'S CANDIDATE (PERREDISTAS)

Who do you prefer as a candidate of the Party of the Democratic Revolution (PRD) for president?  
(% of people that identify themselves as perredistas)



MA Mancera

31%



G Ramirez

20%



J Zepeda

18%



S Aureoles

3%

None

15%

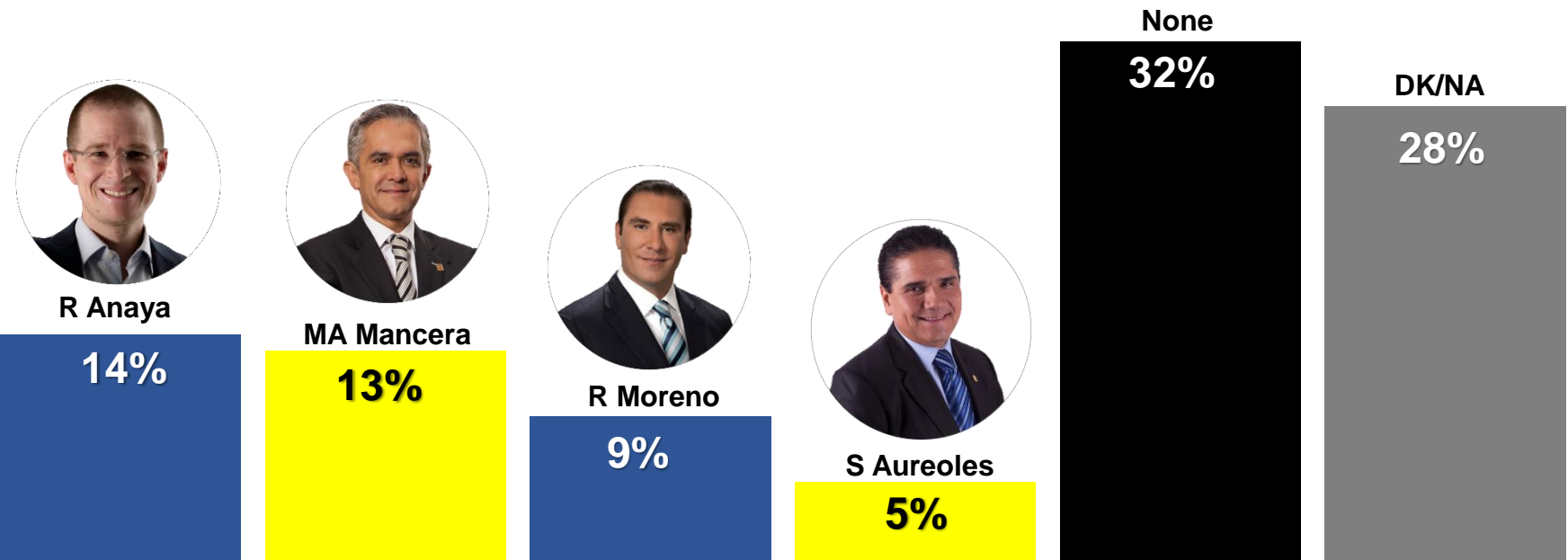
DK/NA

13%

# ELECTORAL PREFERENCE

## FCM'S CANDIDATE

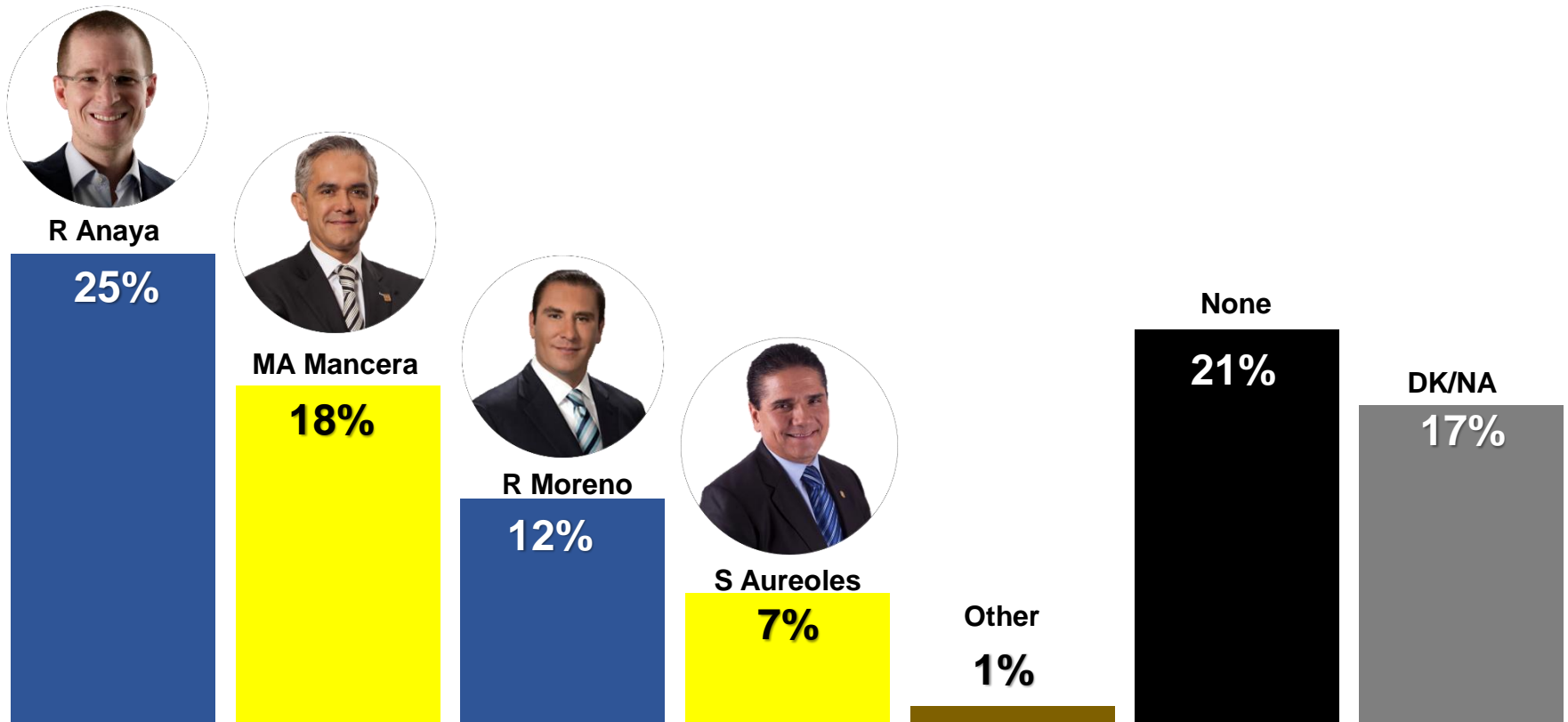
Who do you prefer as a candidate of the Citizen Front for Mexico (PAN-PRD-MC)?



# ELECTORAL PREFERENCE

## FCM'S CANDIDATE (SYMPATHIZERS)

Who do you prefer as a candidate of the Citizen Front for Mexico (PAN-PRD-MC)? (% of people that identify themselves as panistas, perredistas or Movimiento Ciudadano)



# ELECTORAL PREFERENCE

## INDEPENDENT CANDIDATE

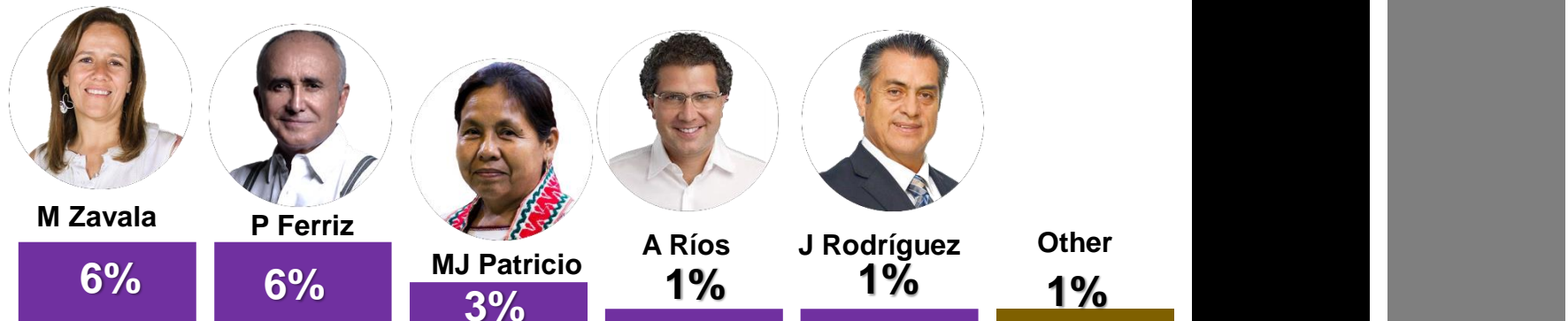
Who do you prefer as an independent candidate?



# ELECTORAL PREFERENCE

## INDEPENDENT CANDIDATES (NON PARTISANS)

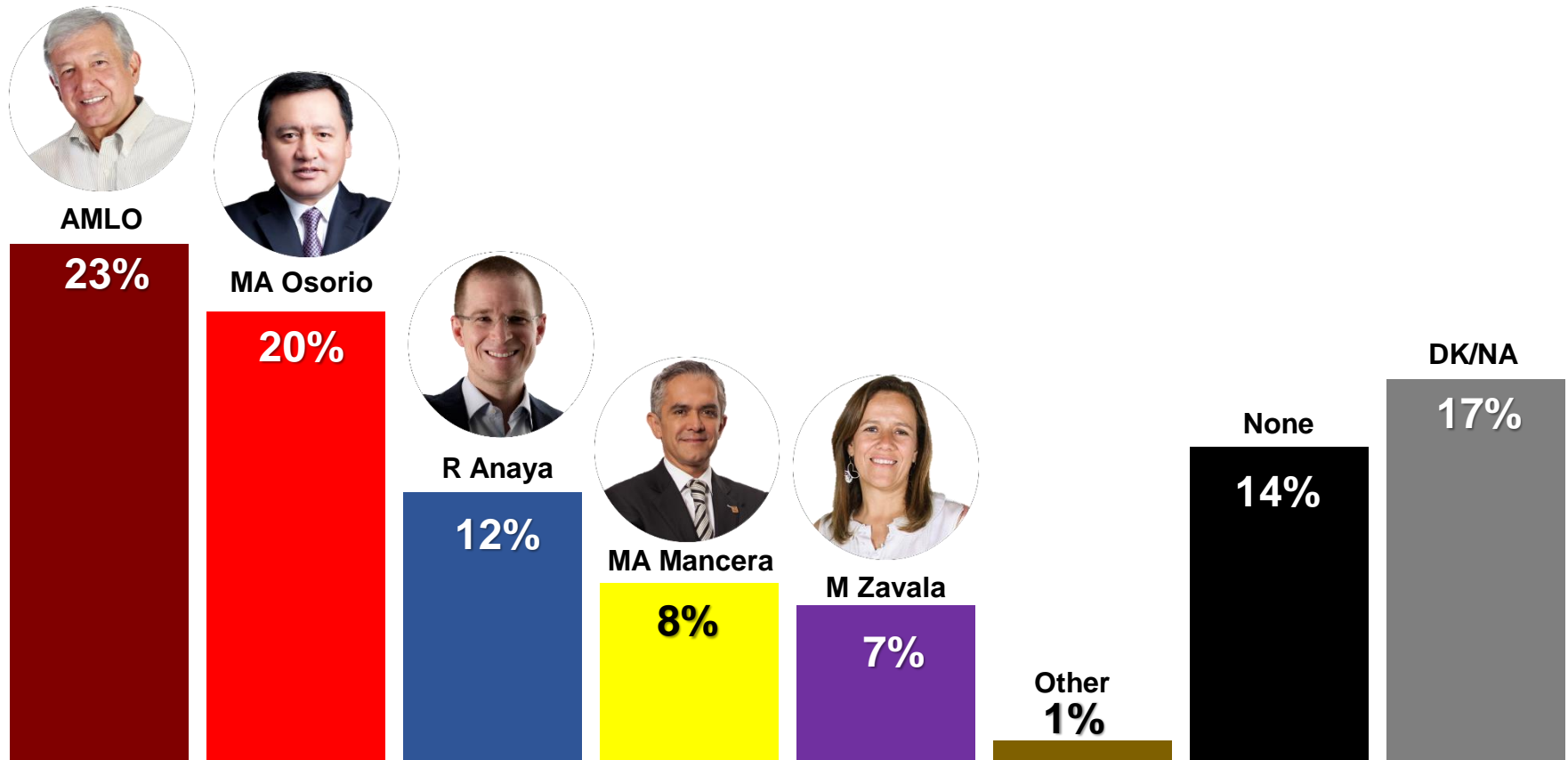
Who do you prefer as an independent candidate? (% of people that do not identify with any party)



# ELECTORAL PREFERENCE

## HEAD-TO-HEAD MATCHUP, SCENARIO 1

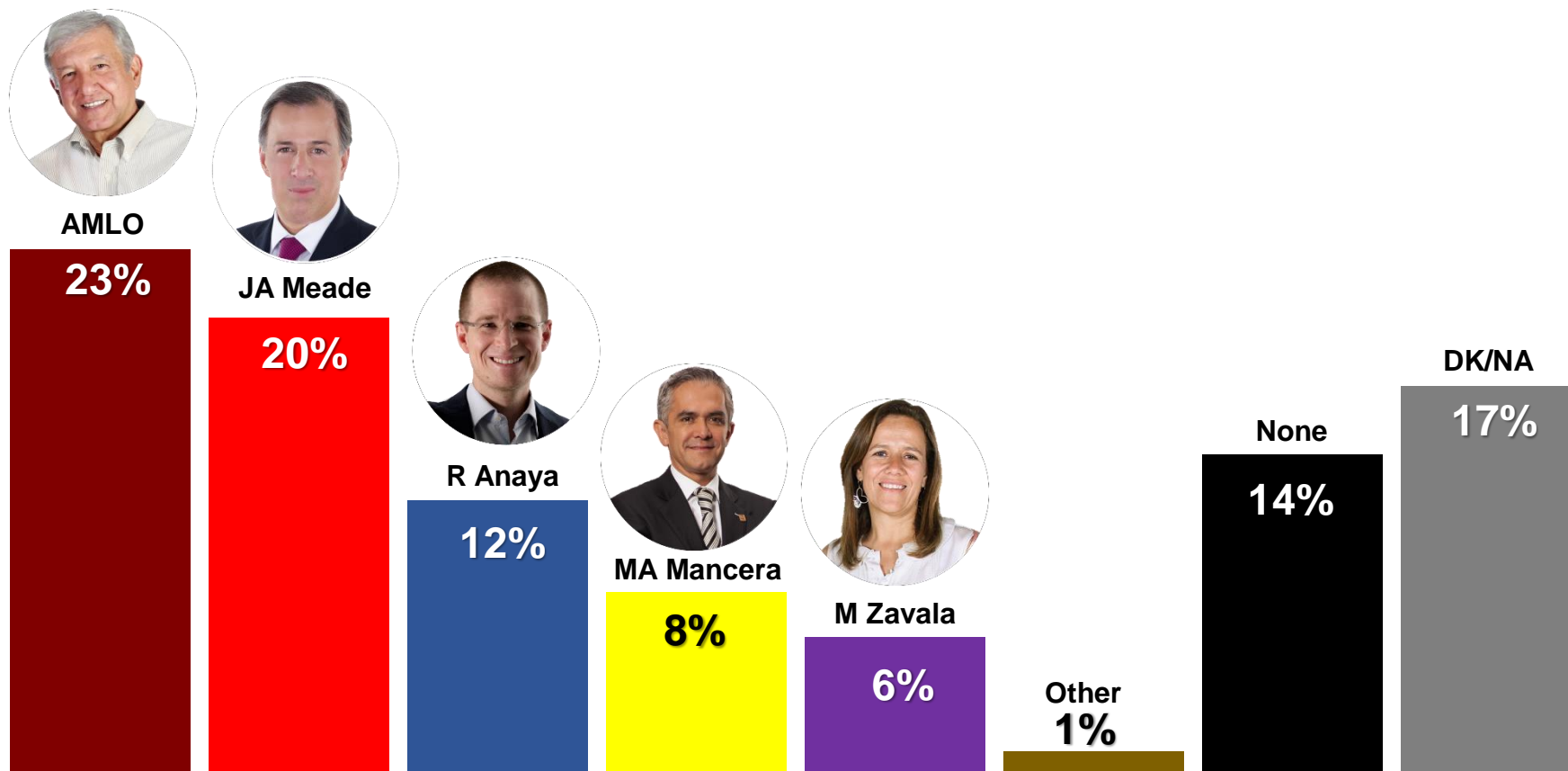
If the presidential election was only between (...) Who would you vote for?



# ELECTORAL PREFERENCE

## HEAD-TO-HEAD MATCHUP, SCENARIO 2

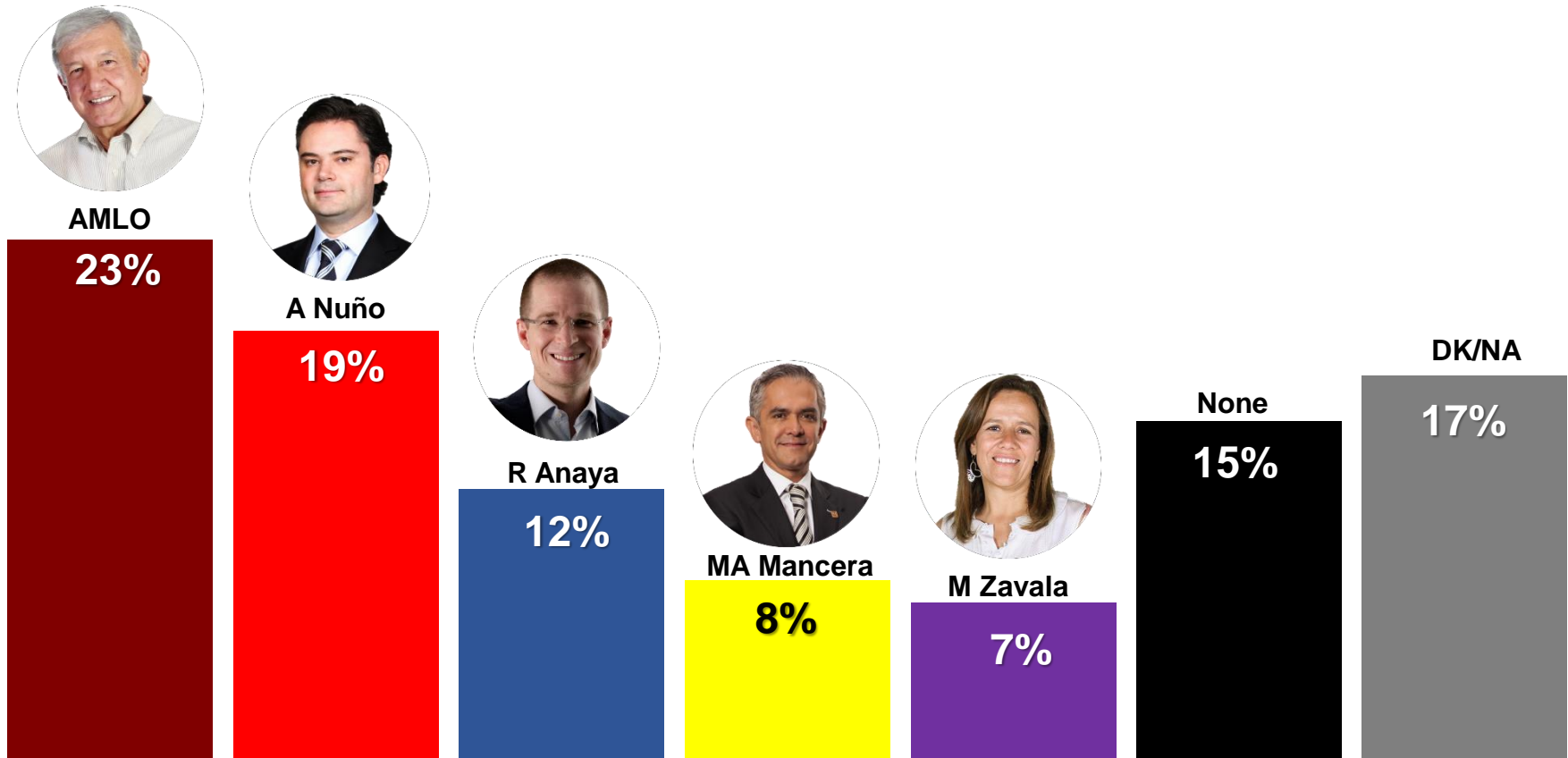
If the presidential election was only between (...) Who would you vote for?



# ELECTORAL PREFERENCE

## HEAD-TO-HEAD MATCHUP, SCENARIO 3

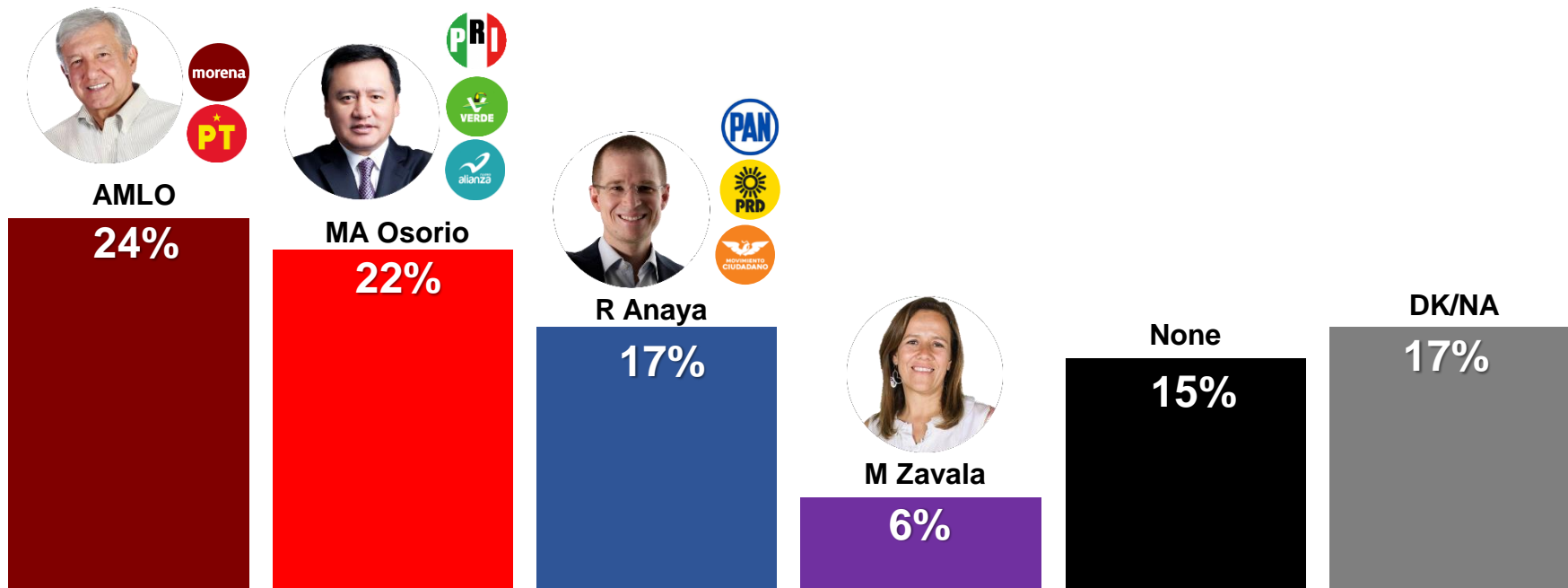
If the presidential election was only between (...) Who would you vote for?



# ELECTORAL PREFERENCE

## ALLIANCES MATCHUP, SCENARIO 1

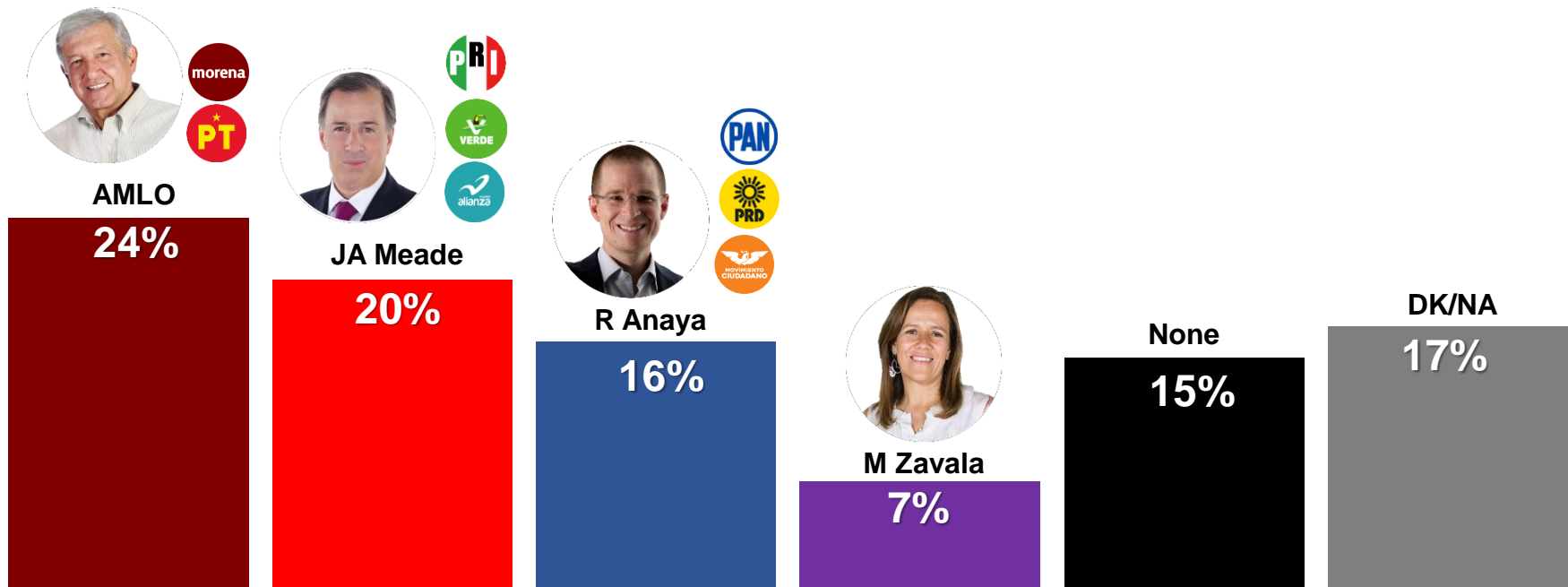
Considering the alliances between parties, if the presidential election was only between (...) Who would you vote for?



# ELECTORAL PREFERENCE

## ALLIANCES MATCHUP, SCENARIO 2

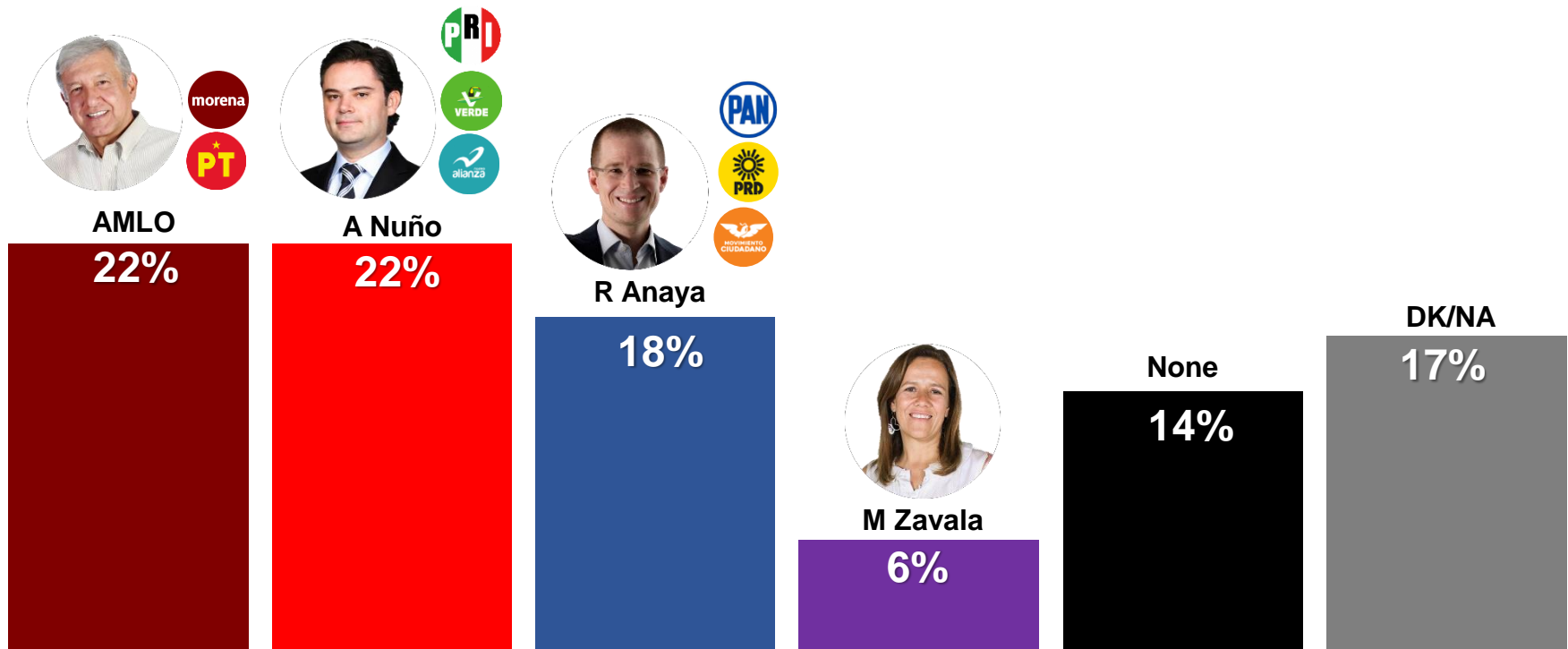
Considering the alliances between parties, if the presidential election was only between (...) Who would you vote for?



# ELECTORAL PREFERENCE

## ALLIANCES MATCHUP, SCENARIO 3

Considering the alliances between parties, if the presidential election was only between (...) Who would you vote for?

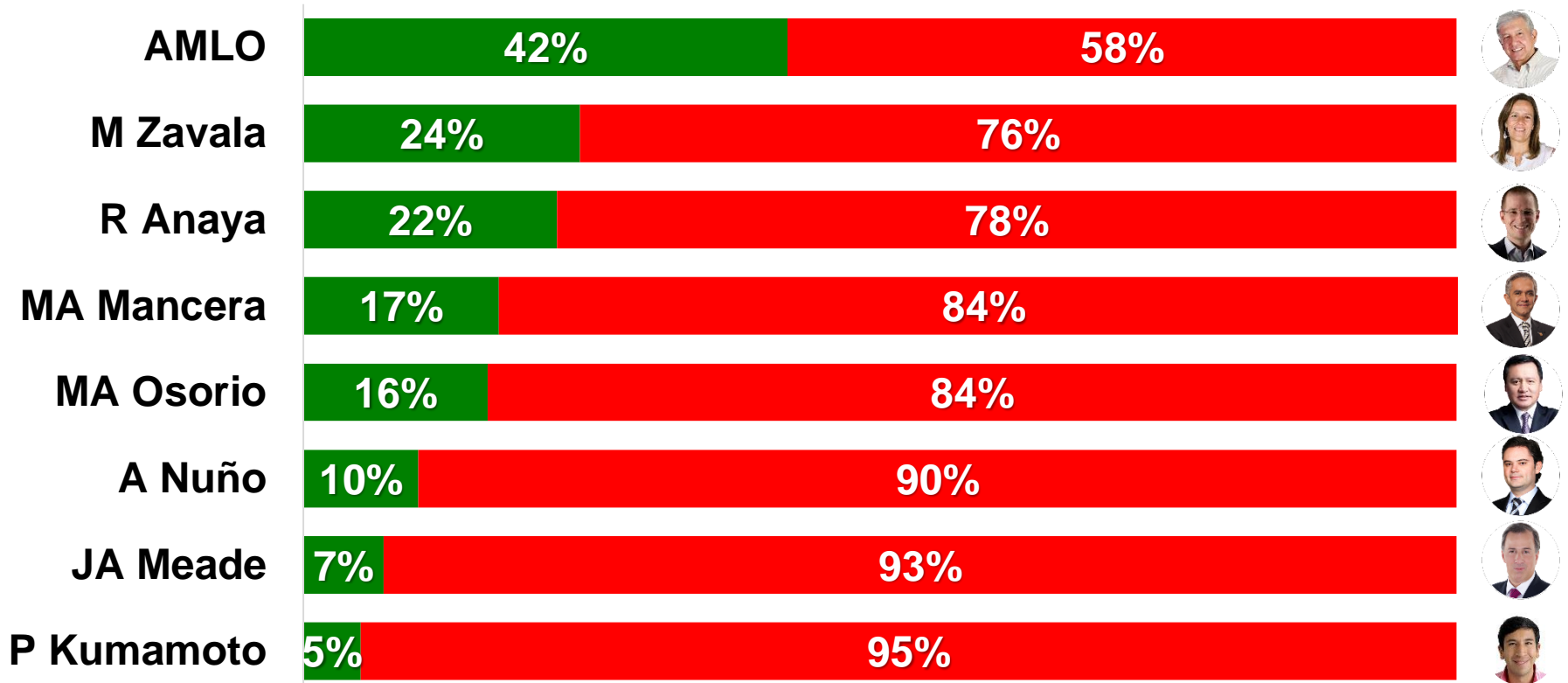


# POSITIONING OF CHARACTERS

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## KNOWLEDGE ABOUT CHARACTERS (SPONTANEOUS)

Have you heard about (...)?

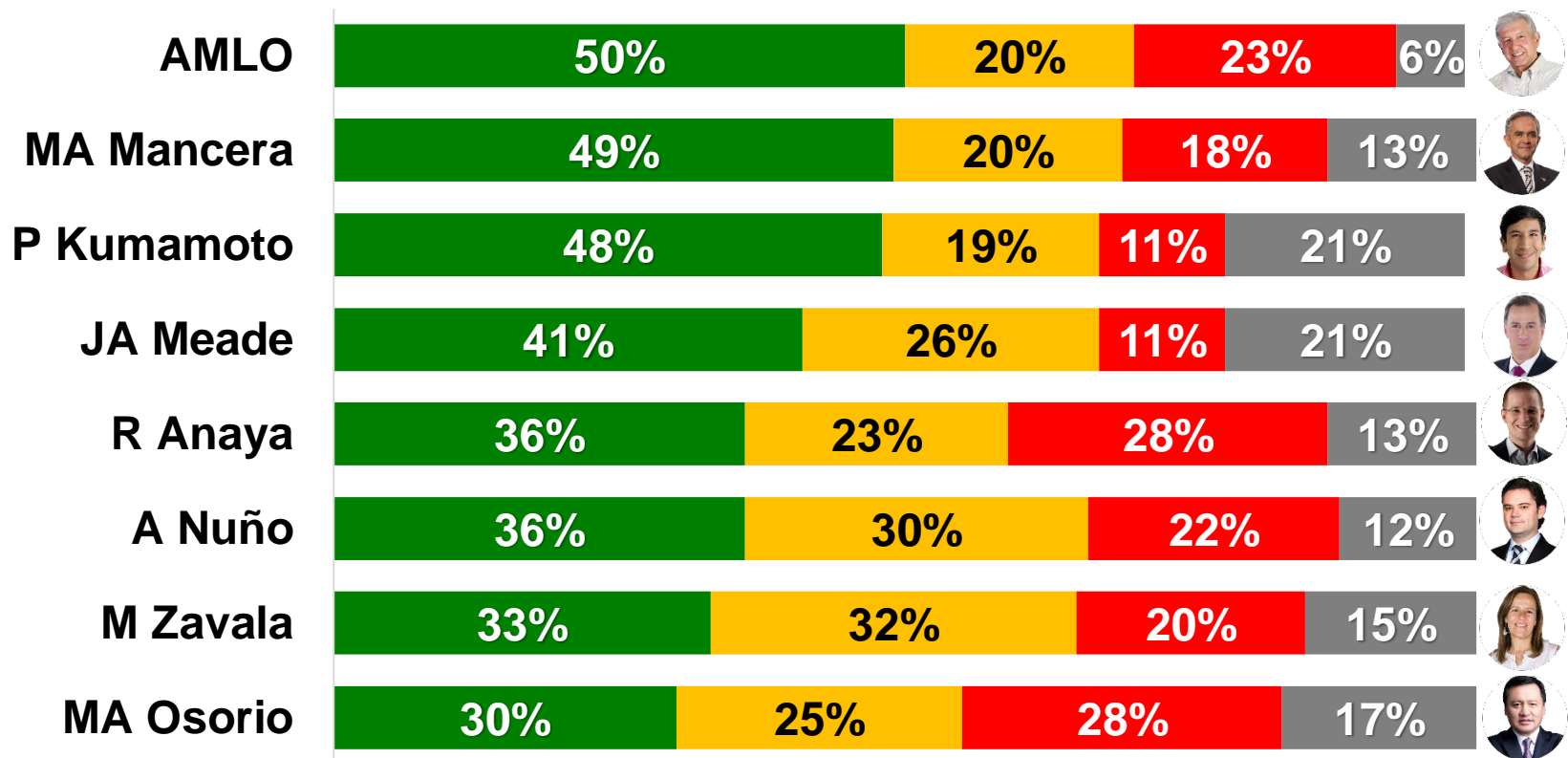


■ Yes ■ No

# POSITIONING OF CHARACTERS

## OPINION OF CHARACTERS

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



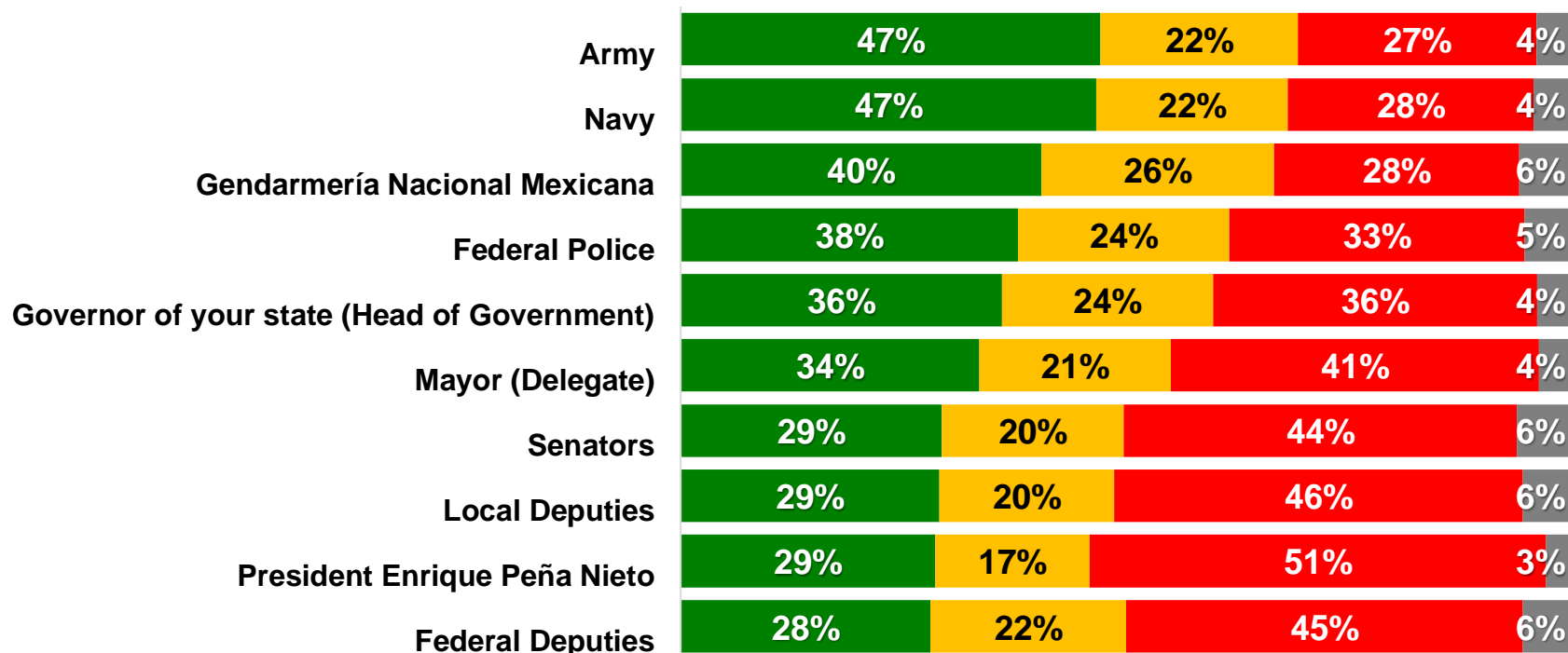
■ Very good/good ■ Regular ■ Very bad/bad ■ DK/NA

# EVALUATION OF AUTHORITIES

# EVALUATION OF AUTHORITIES

## APPROVAL OF INSTITUTIONS

In general, do you approve or disapprove of the way (...) is handling their job?



■ Strongly approve/somewhat approve  
■ Strongly disapprove/somewhat disapprove

■ Neither approve nor disapprove  
■ DK/NA

# EVALUATION OF AUTHORITIES

## PRESIDENTIAL APPROVAL

In general, do you approve or disapprove of the way President Enrique Peña Nieto is handling his job?

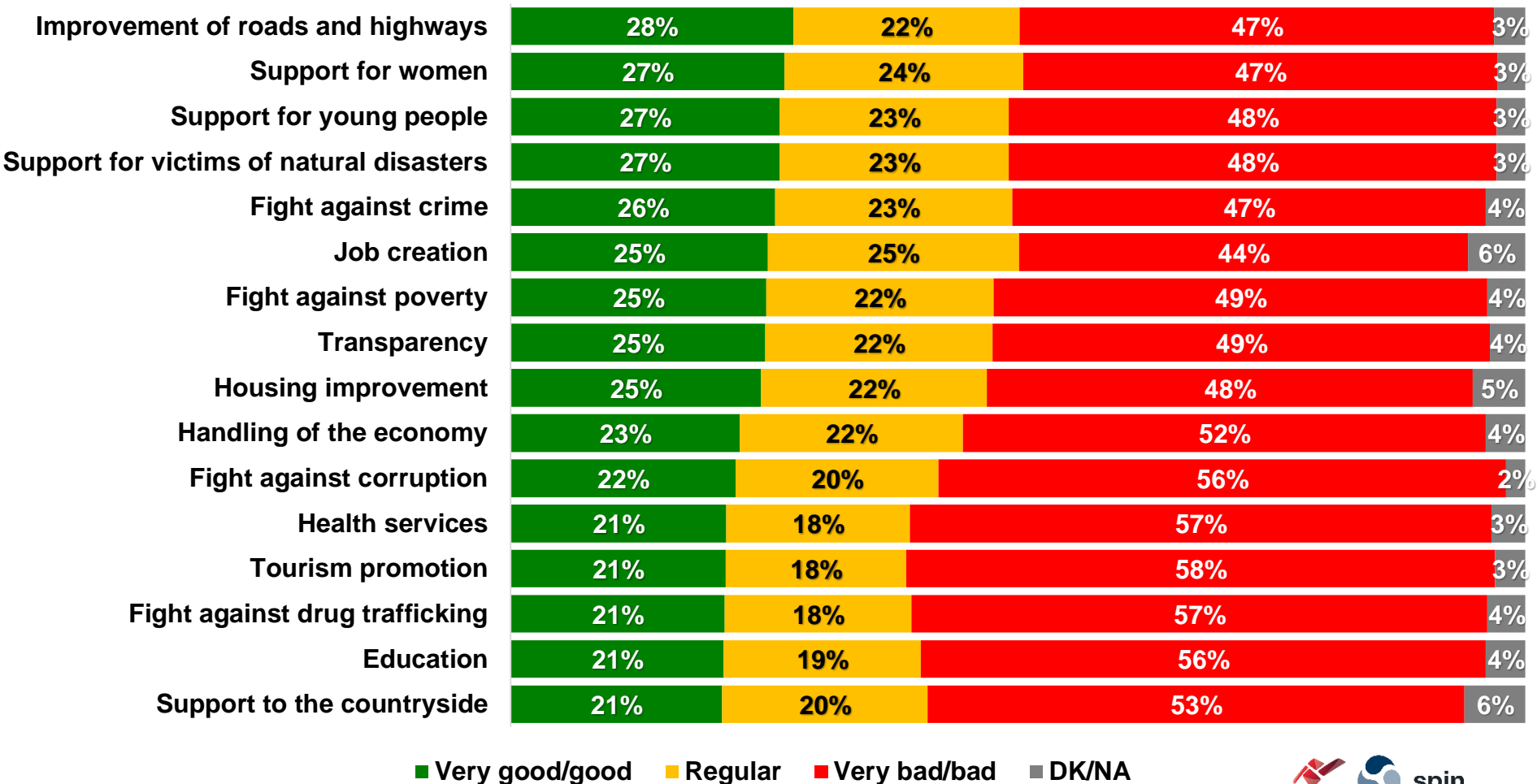


- Strongly approve/somewhat approve
- Neither approve nor disapprove
- Strongly disapprove/somewhat disapprove
- DK/NA

# EVALUATION OF AUTHORITIES

## PRESIDENTIAL PERFORMANCE

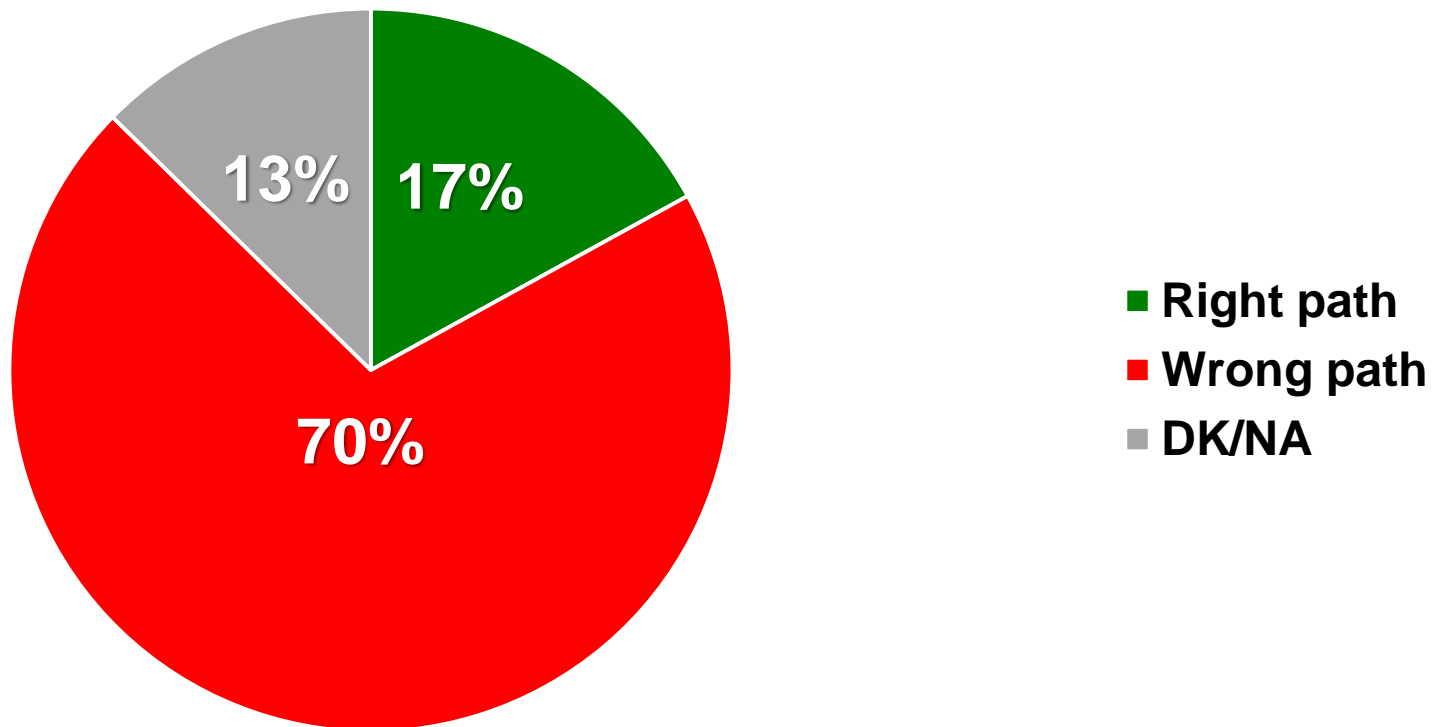
How would you rate the performance of President Enrique Peña Nieto in the following aspects?



# ECONOMIC PERFORMANCE

## COUNTRY'S ECONOMIC SITUATION

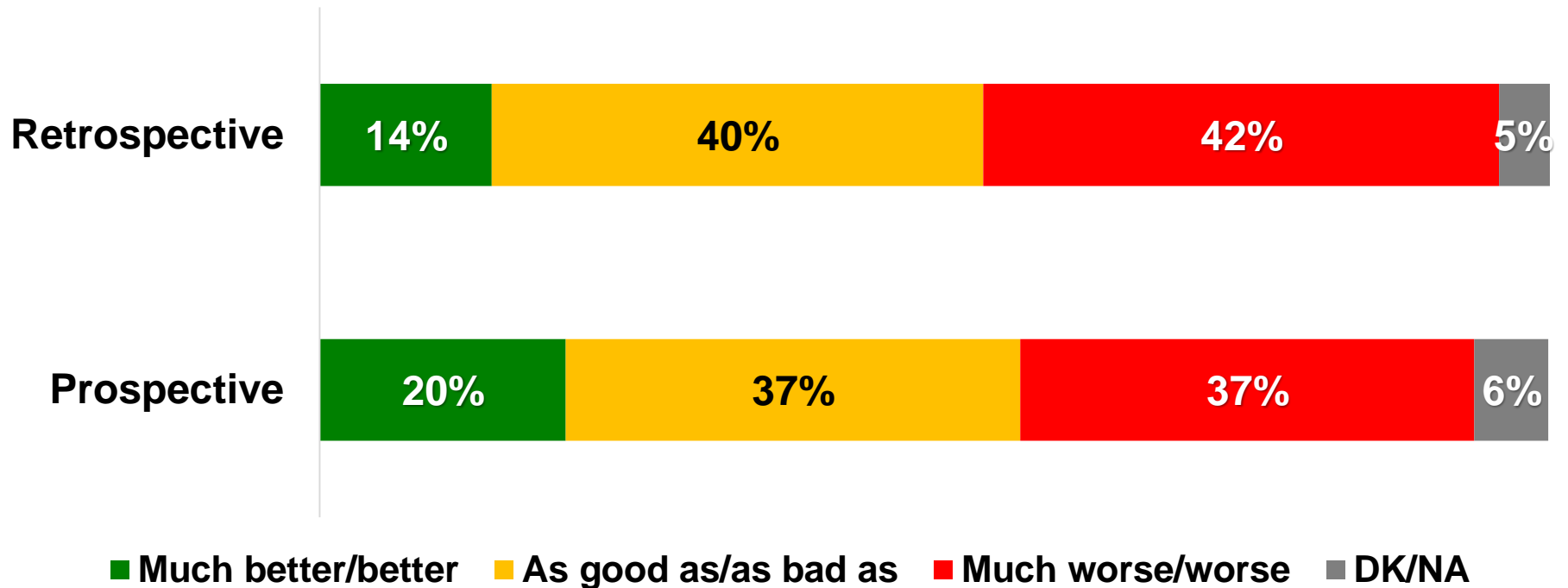
Considering the country's economic performance, do you think Mexico is headed on the right path or the wrong path?



# ECONOMIC PERFORMANCE

## COUNTRY'S ECONOMIC PROSPECTS

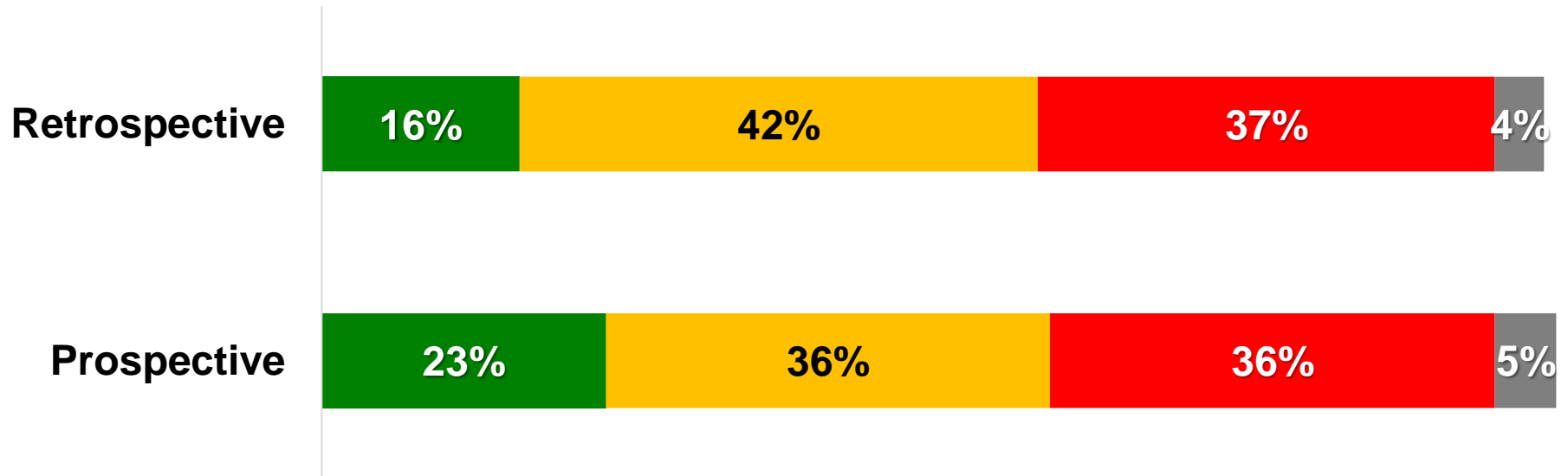
Considering Mexico's economic situation now/next year, would you say the economy is much better, better, the same, worse, much worse than it was a year ago/currently?



# ECONOMIC PERFORMANCE

## PERSONAL ECONOMIC PROSPECTS

Considering your economic situation now/next year, would you say it is much better, better, the same, worse, much worse than it was a year ago/currently?



■ Much better/better   ■ As good as/as bad as   ■ Much worse/worse   ■ DK/NA