

Will the Third Time be the Charm for Mexico's AMLO? Jorge Buendía

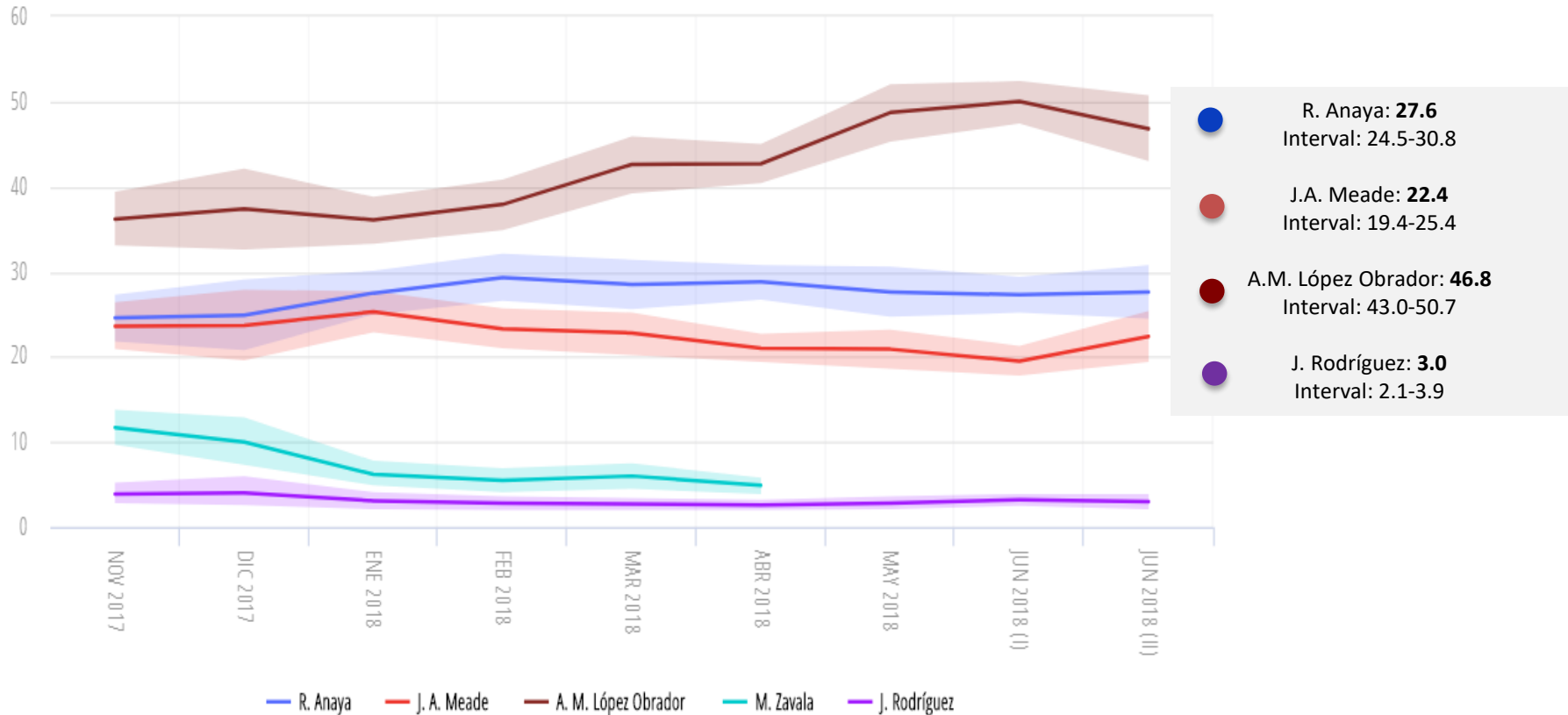
**Mexico Election 2018: A Historic Vote across
the Nation**

Mexico Institute, Wilson Center

Electoral preference

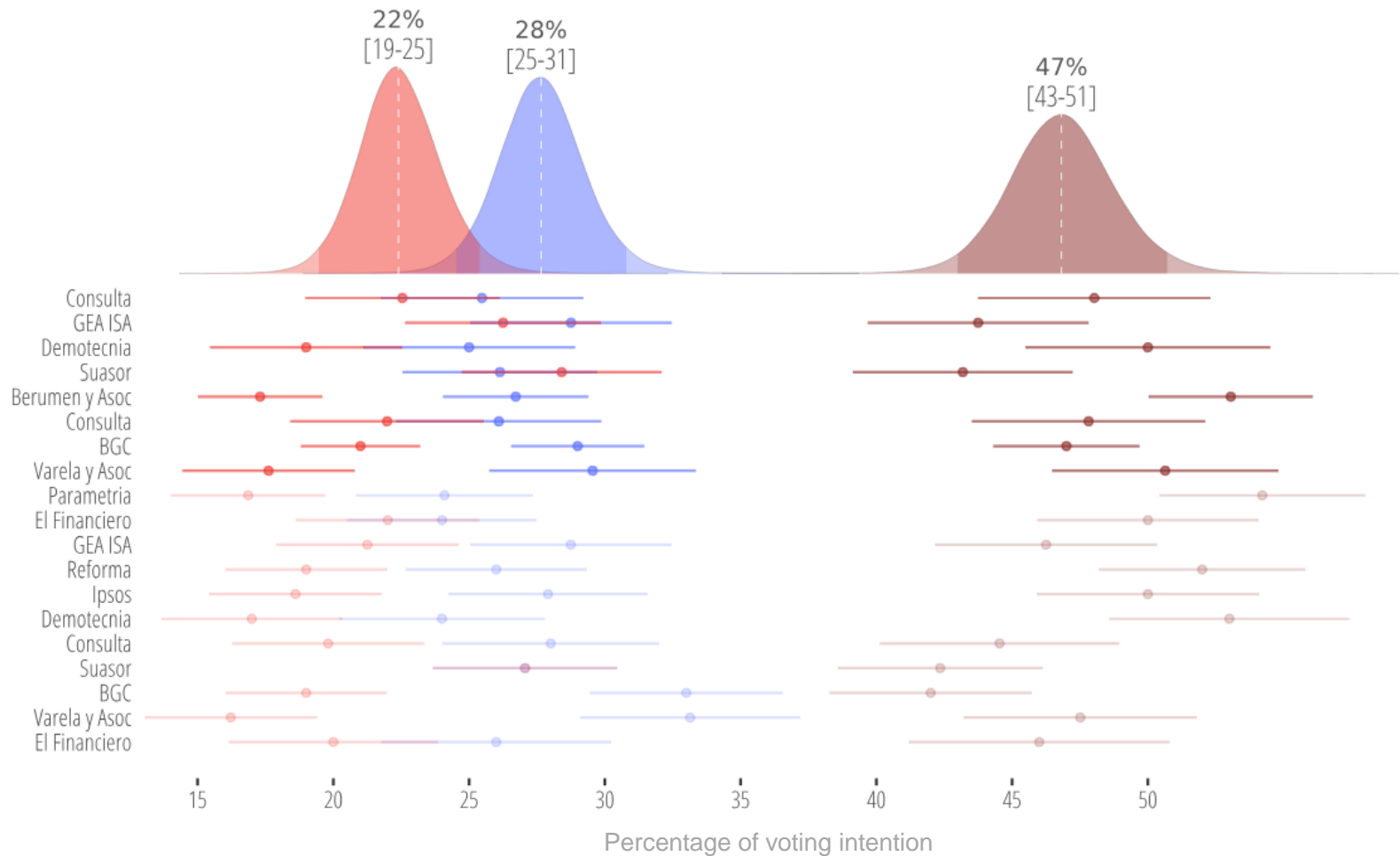
Estimates of each candidate's percentage of voting intention

Timeline



LAST UPDATE: JUN 25 2018

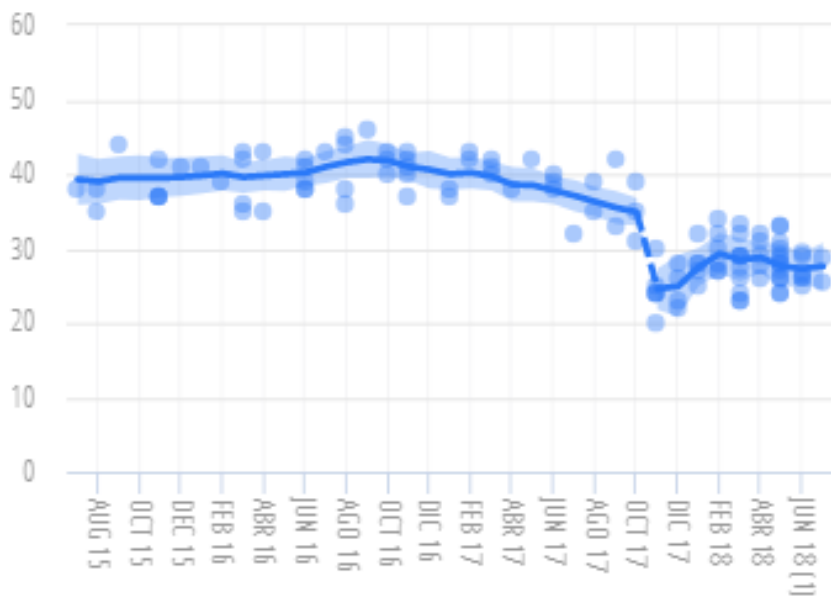
Ricardo Anaya J. Antonio Meade A. M. López Obrador



JAVIER MARQUEZ / @JMarquezP / ORACULUS.MX

Ricardo Anaya

Aug.-15 to Oct.-17: PAN+PRD+MC

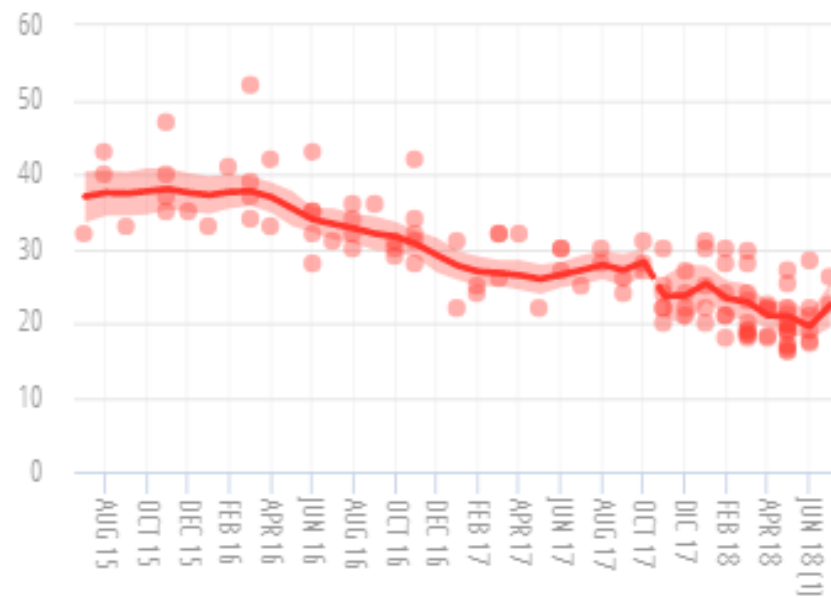


— Tendency
● Polls

Javier Marquez / @JMarquezP / ORACULUS.MX

J. Antonio Meade

Aug.-15 to Oct.-17: PRI+PVEM+NA

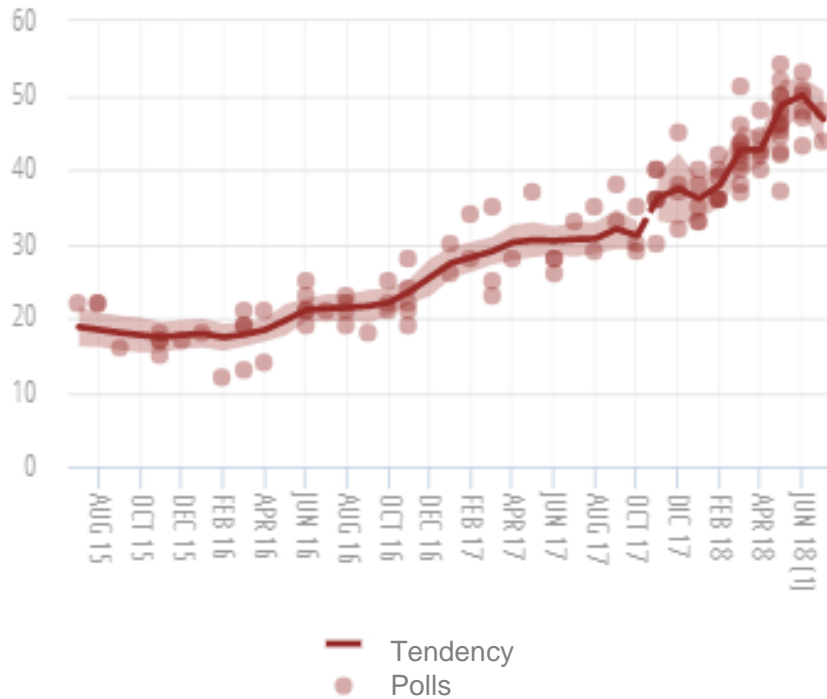


— Tendency
● Polls

Javier Marquez / @JMarquezP / ORACULUS.MX

A. M. López Obrador

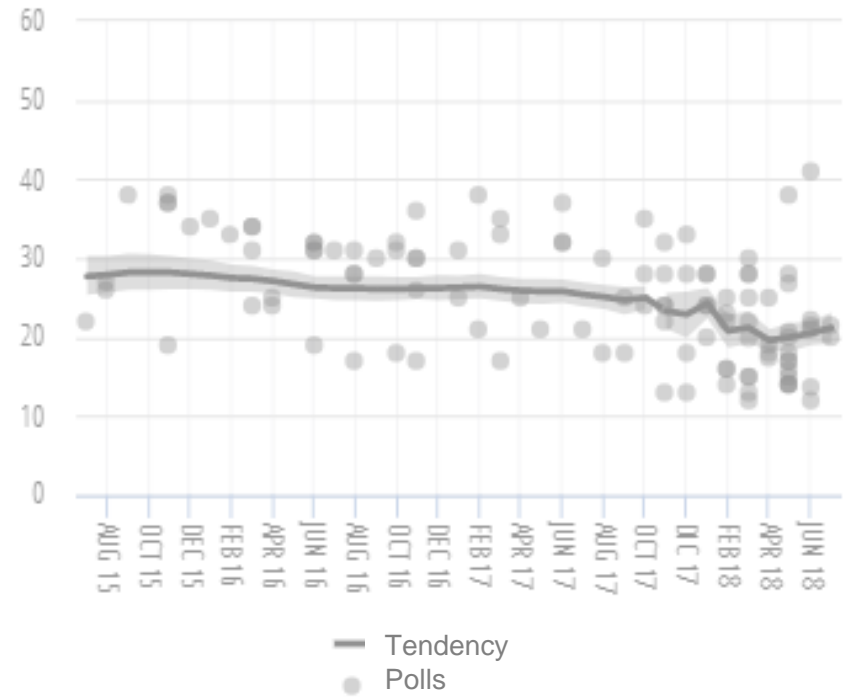
Aug.-15 to Oct.-17: MORENA+PT+PES



— Tendency
● Polls

Javier Marquez / @JMarquezP / ORACULUS.MX

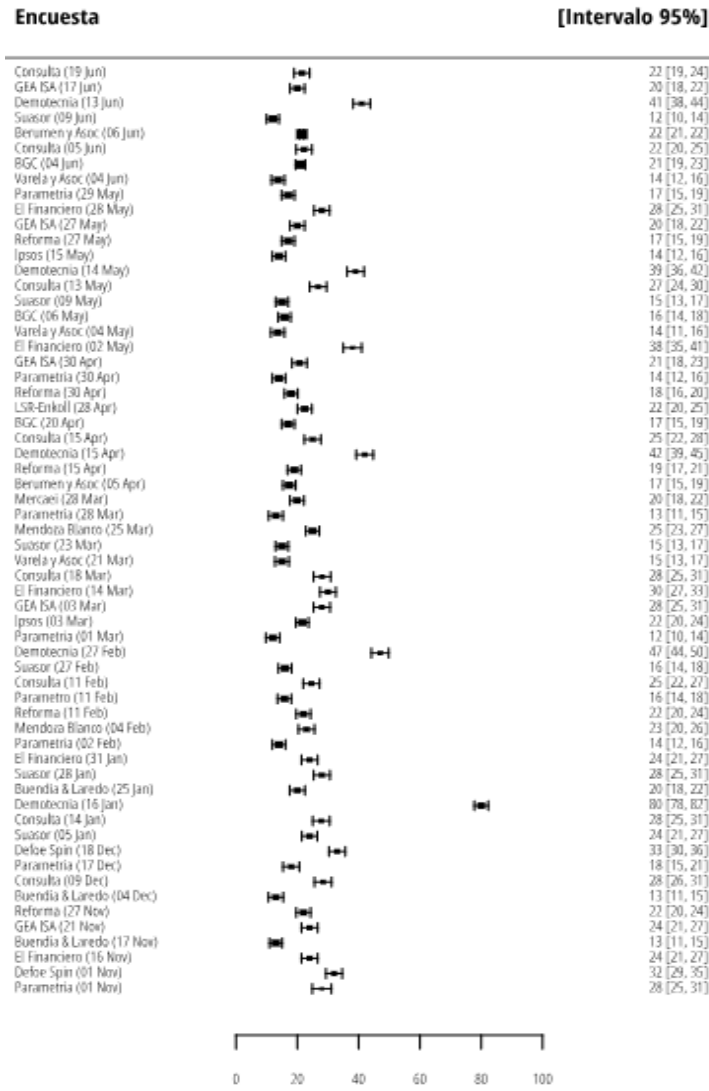
Non response



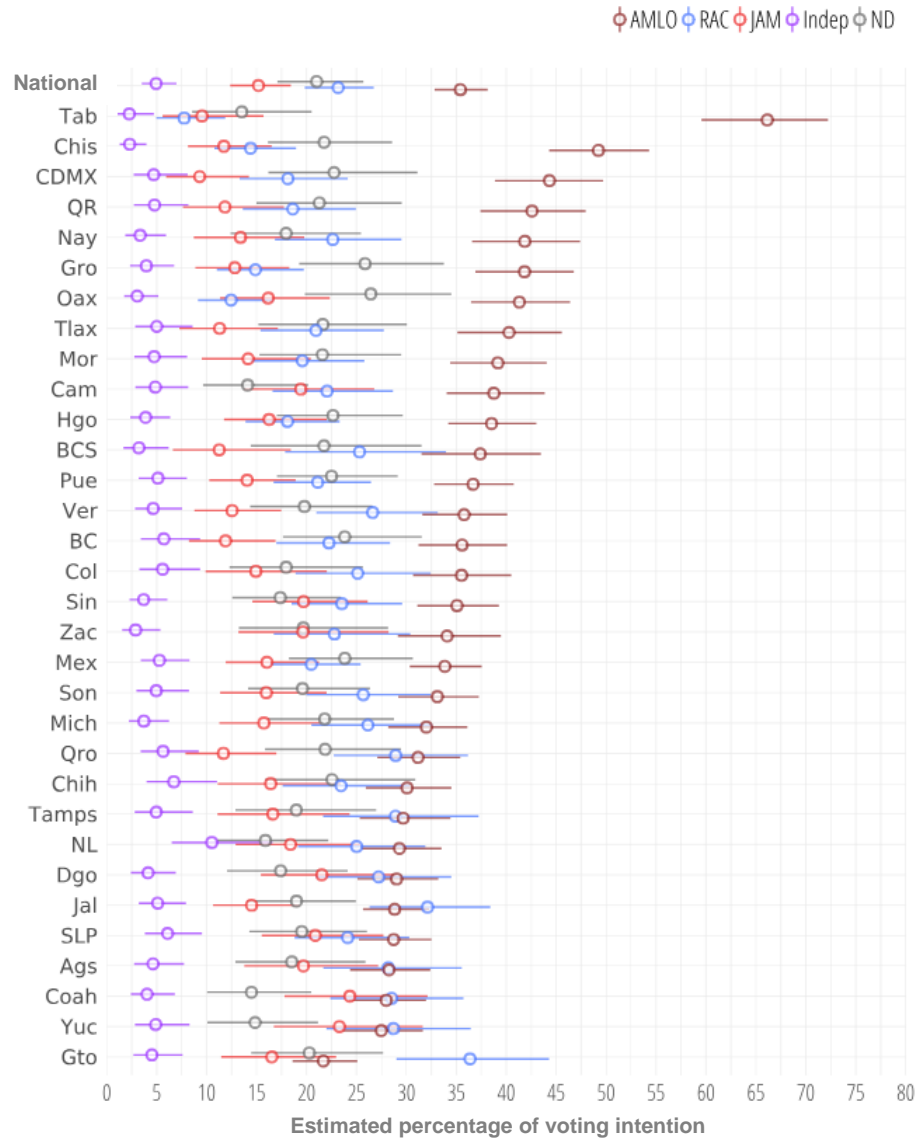
— Tendency
● Polls

Javier Marquez / @JMarquezP / ORACULUS.MX

Non response

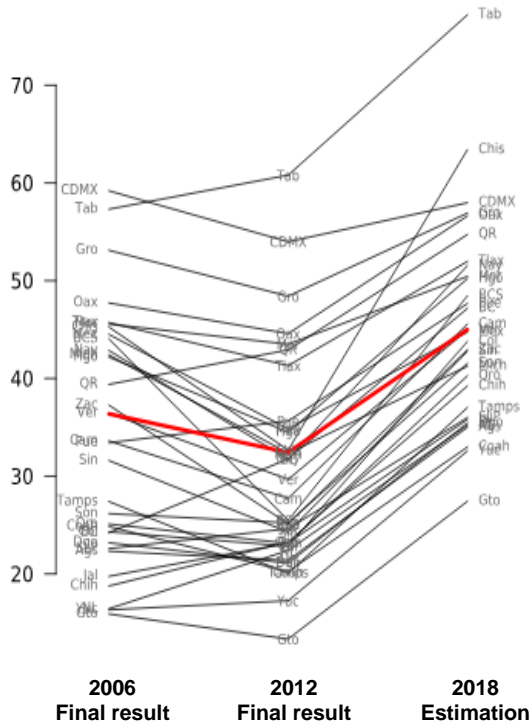


Estimates of voting intention by state

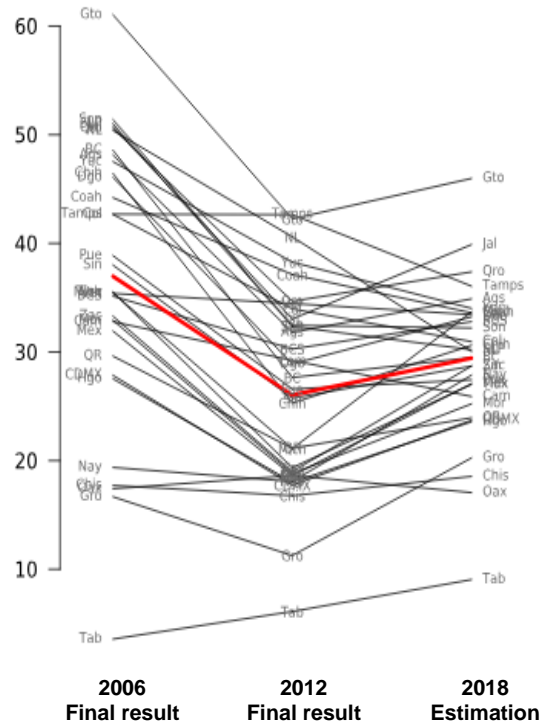


Changes in electoral preference 2006-2012 by state

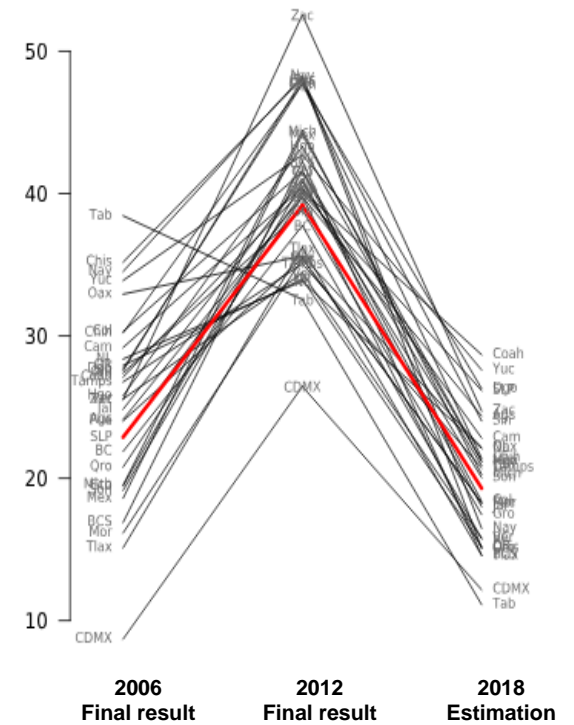
A. M. López Obrador



Ricardo Anaya

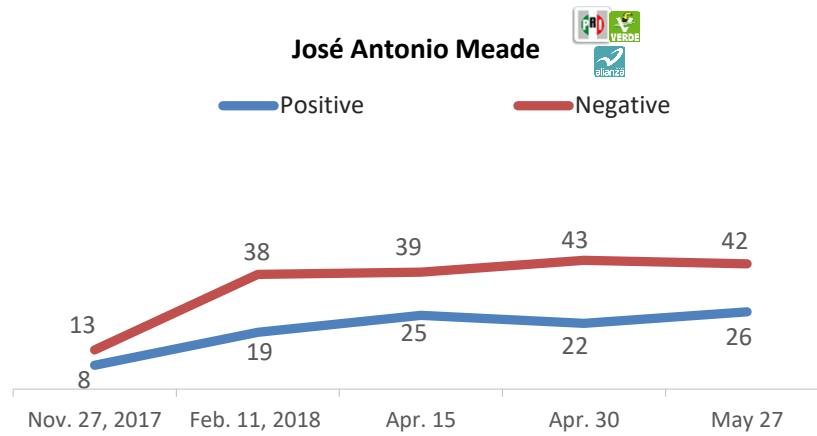
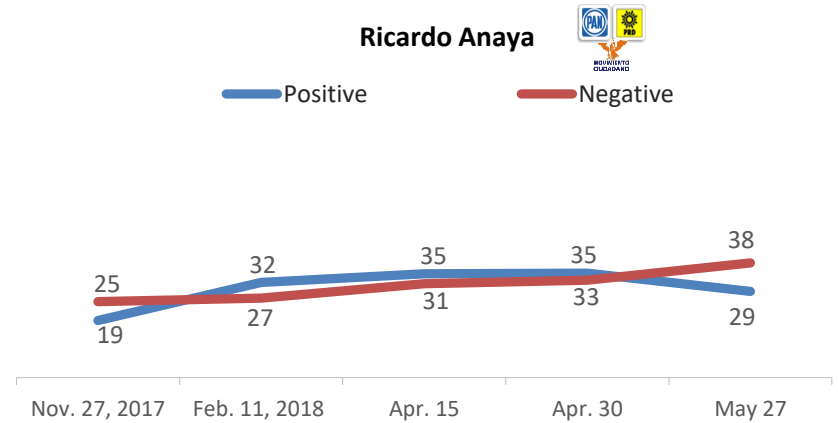
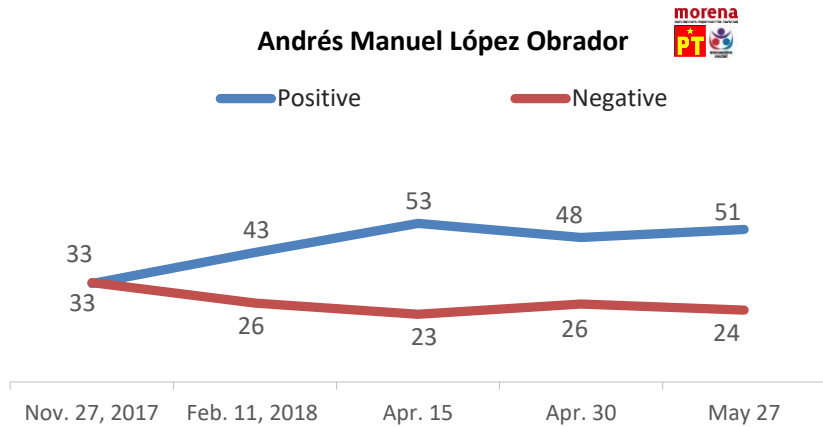


José A. Meade



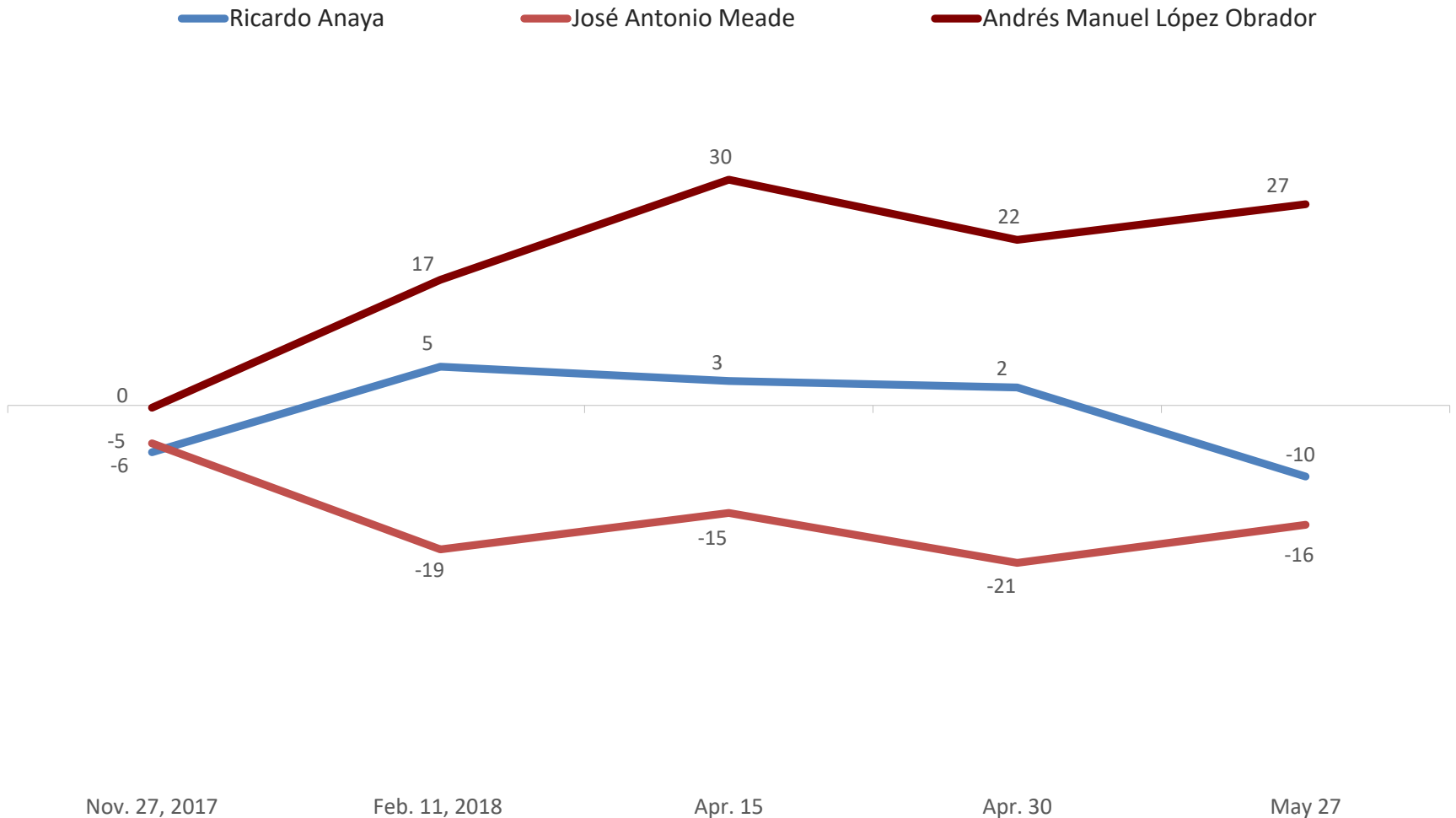
Opinions towards the candidates

Timeline: Opinions towards the candidates (Source: Reforma)



Timeline: Balance of opinions (Source: Reforma)

Positive opinions minus negative opinions



Social bases of electoral preference

Electoral regions in 2018

Source: INE

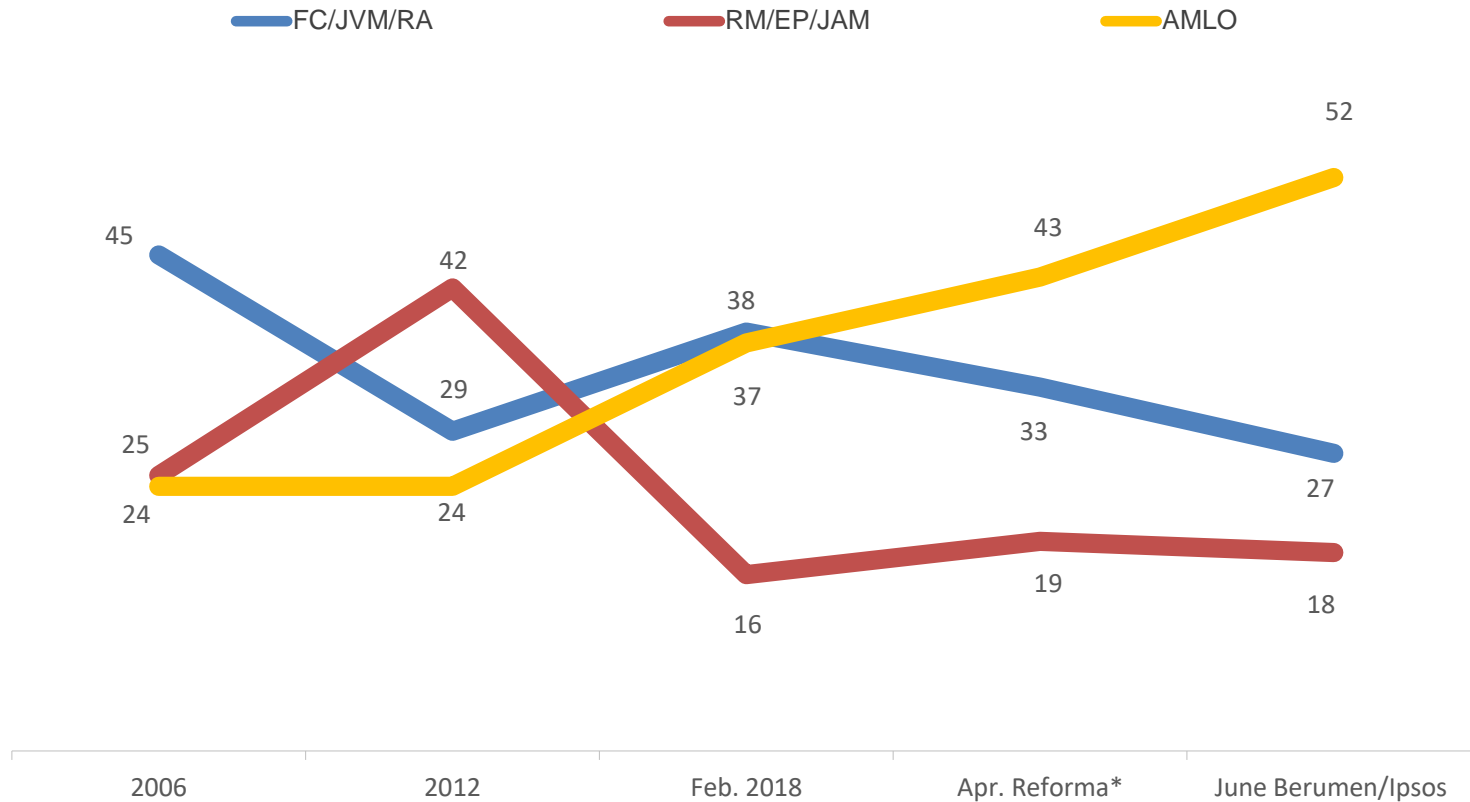


Timeline: Electoral preference of President of Mexico

Electoral region 1 (Pacific coast)

Source: INE (Official results 2006 and 2012), Reforma (February and April 2018 poll) and Berumen/Ipsos (poll, June 2018).

Electoral region 1:
 BAJA CALIFORNIA, BAJA CALIFORNIA SUR, CHIHUAHUA, DURANGO, JALISCO, NAYARIT, SINALOA AND SONORA.



The percentages of other candidates are not shown
 *Average of Reforma's polls from Apr. 12-15 and Apr. 26-30

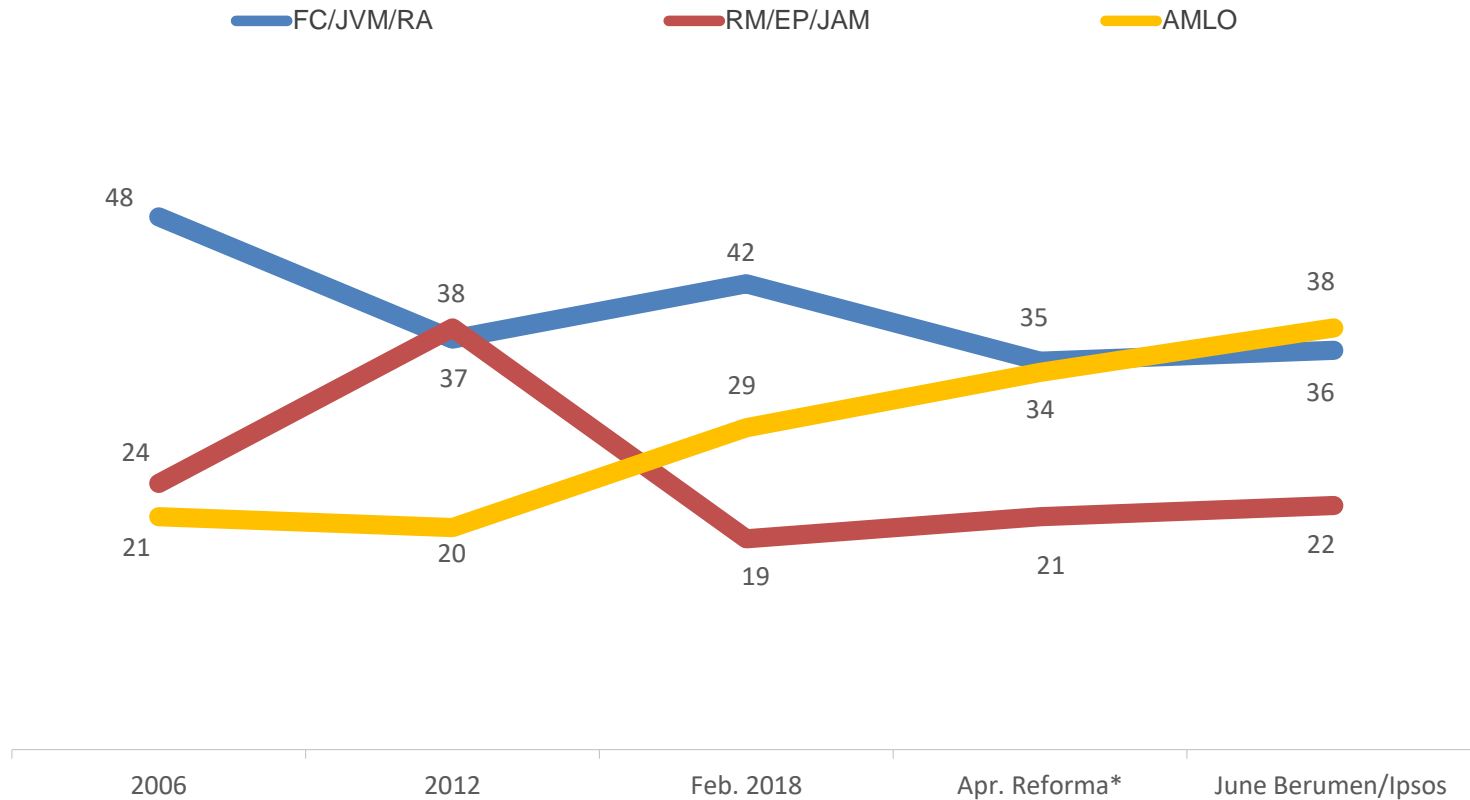
Percentages without item non response

Timeline: Electoral preference of President of Mexico

Electoral region 2 (Northeast)

Source: INE (Official results 2006 and 2012), Reforma (February and April 2018 poll) and Berumen/Ipsos (poll, June 2018).

Electoral region 2:
 AGUASCALIENTES, COAHUILA,
 GUANAJUATO, NUEVO LEON,
 QUERETARO, SAN LUIS POTOSI,
 TAMAULIPAS AND ZACATECAS.



The percentages of other candidates are not shown

*Average of Reforma's polls from Apr. 12-15 and Apr. 26-30

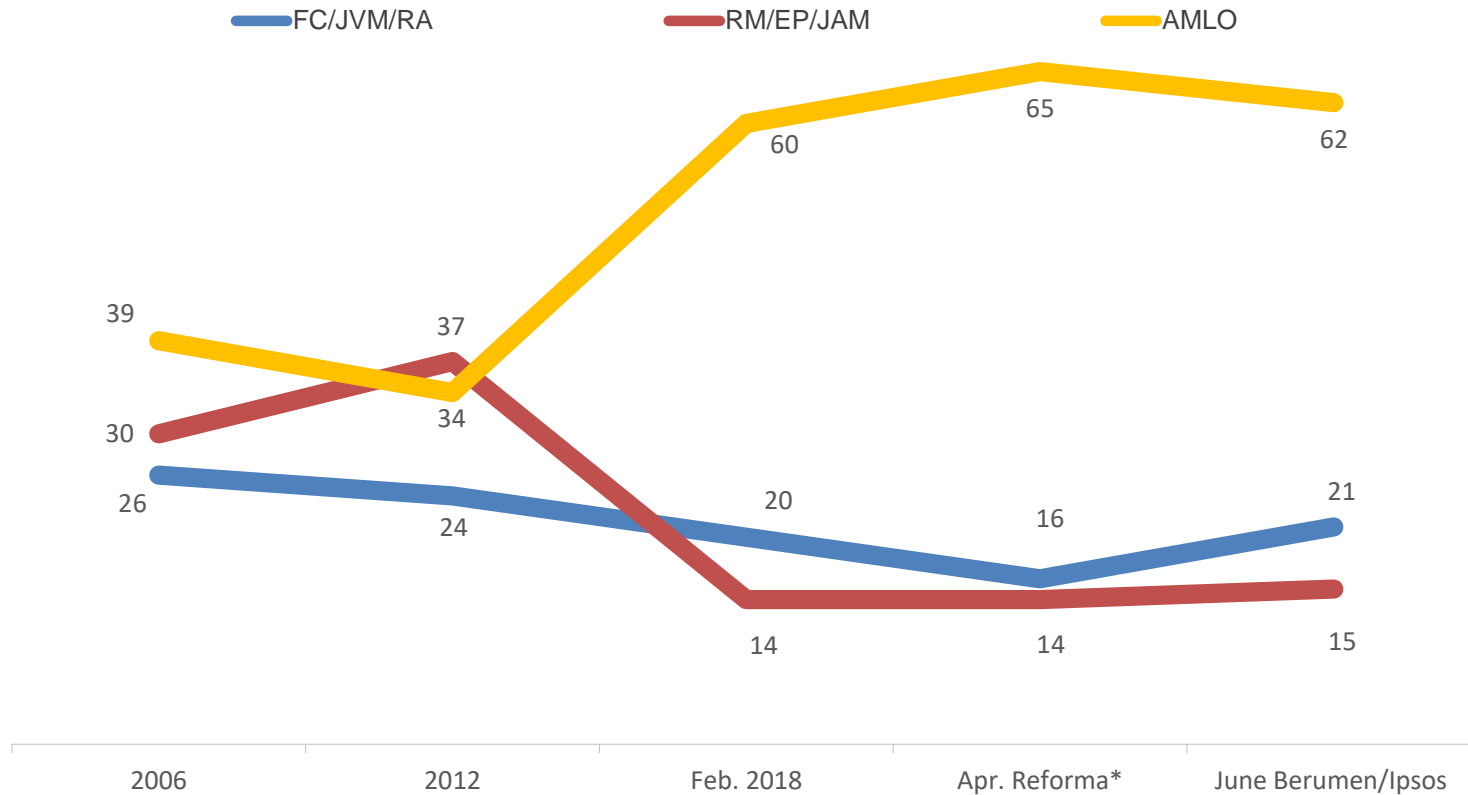
Percentages without item non response

Timeline: Electoral preference of President of Mexico

Electoral region 3 (South)

Electoral region 3:
CAMPECHE, CHIAPAS, OAXACA,
QUINTANA ROO, TABASCO,
VERACRUZ AND YUCATAN.

Source: INE (Official results 2006 and 2012), Reforma (February and April 2018 poll) and Berumen/Ipsos (poll, June 2018).



The percentages of other candidates are not shown

*Average of Reforma's polls from Apr. 12-15 and Apr. 26-30

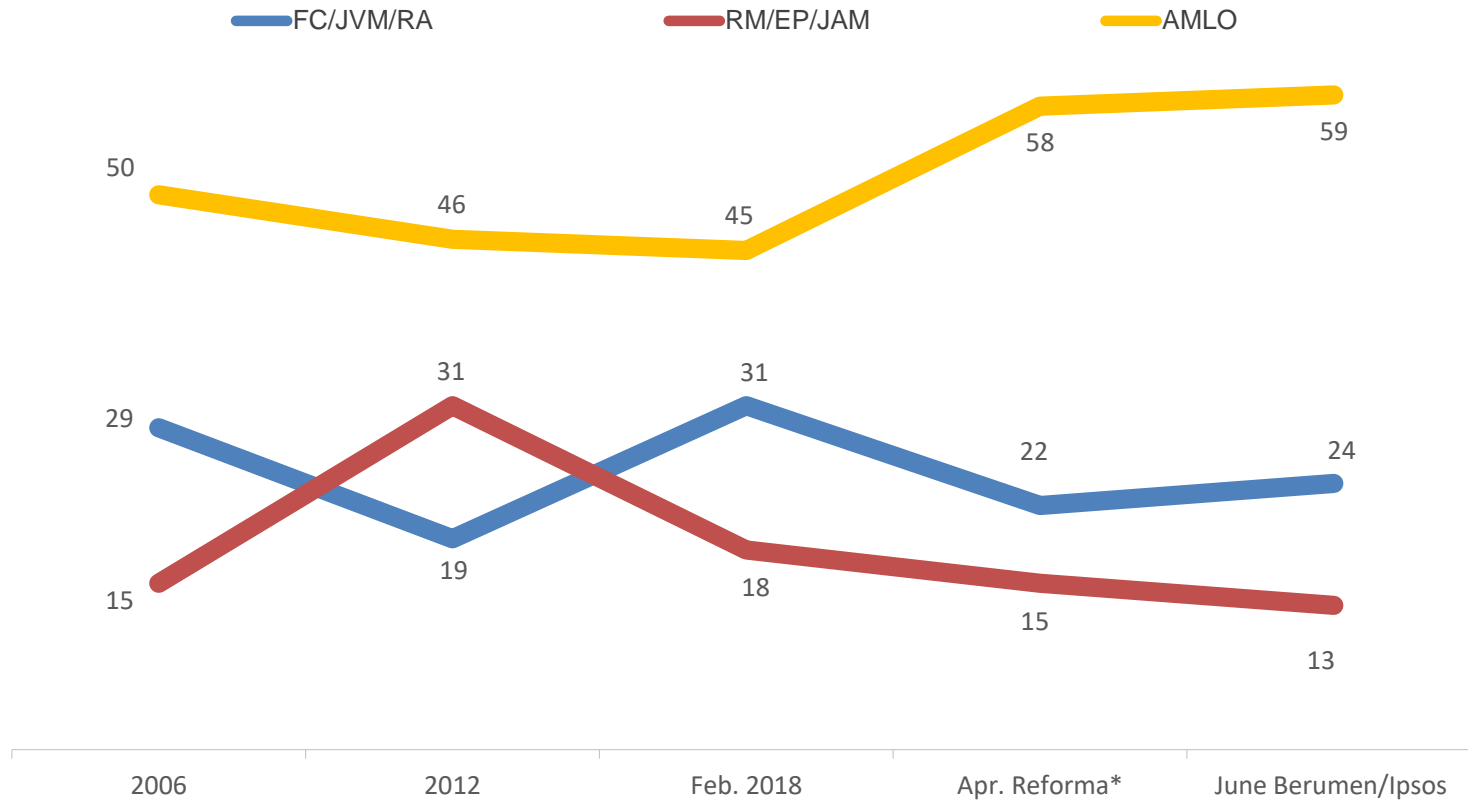
Percentages without item non response

Timeline: Electoral preference of President of Mexico

Electoral region 4

Electoral region 4:
DISTRITO FEDERAL, GUERRERO,
MORELOS, PUEBLA AND TLAXCALA.

Source: INE (Official results 2006 and 2012), Reforma (February and April 2018 poll) and Berumen/Ipsos (poll, June 2018).



The percentages of other candidates are not shown

*Average of Reforma's polls from Apr. 12-15 and Apr. 26-30

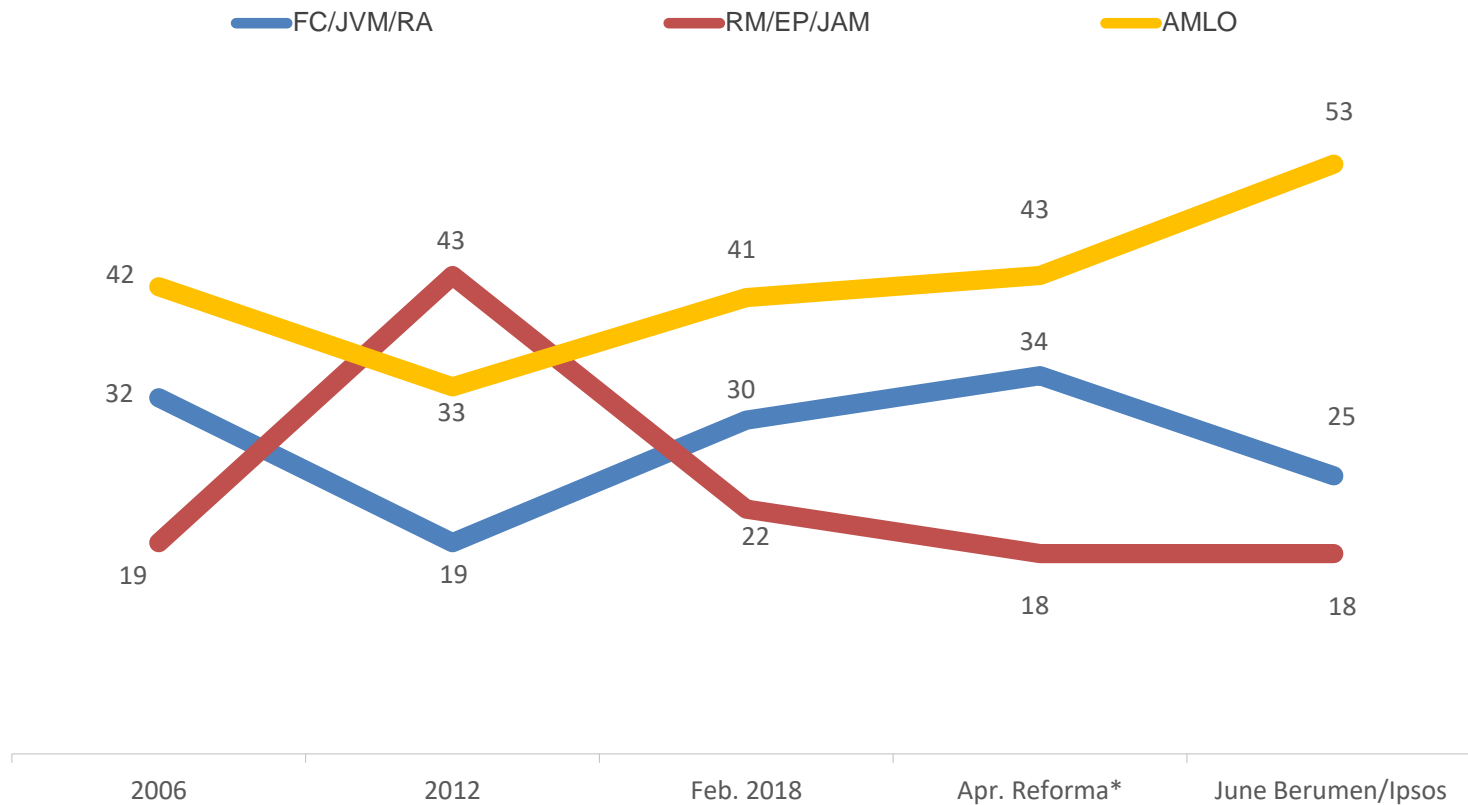
Percentages without item non response

Timeline: Electoral preference of President of Mexico

Electoral region 5

Electoral region 5:
COLIMA, HIDALGO, MEXICO AND
MICHOCAN.

Source: INE (Official results 2006 and 2012), Reforma (February and April 2018 poll) and Berumen/Ipsos (poll, June 2018).



The percentages of other candidates are not shown

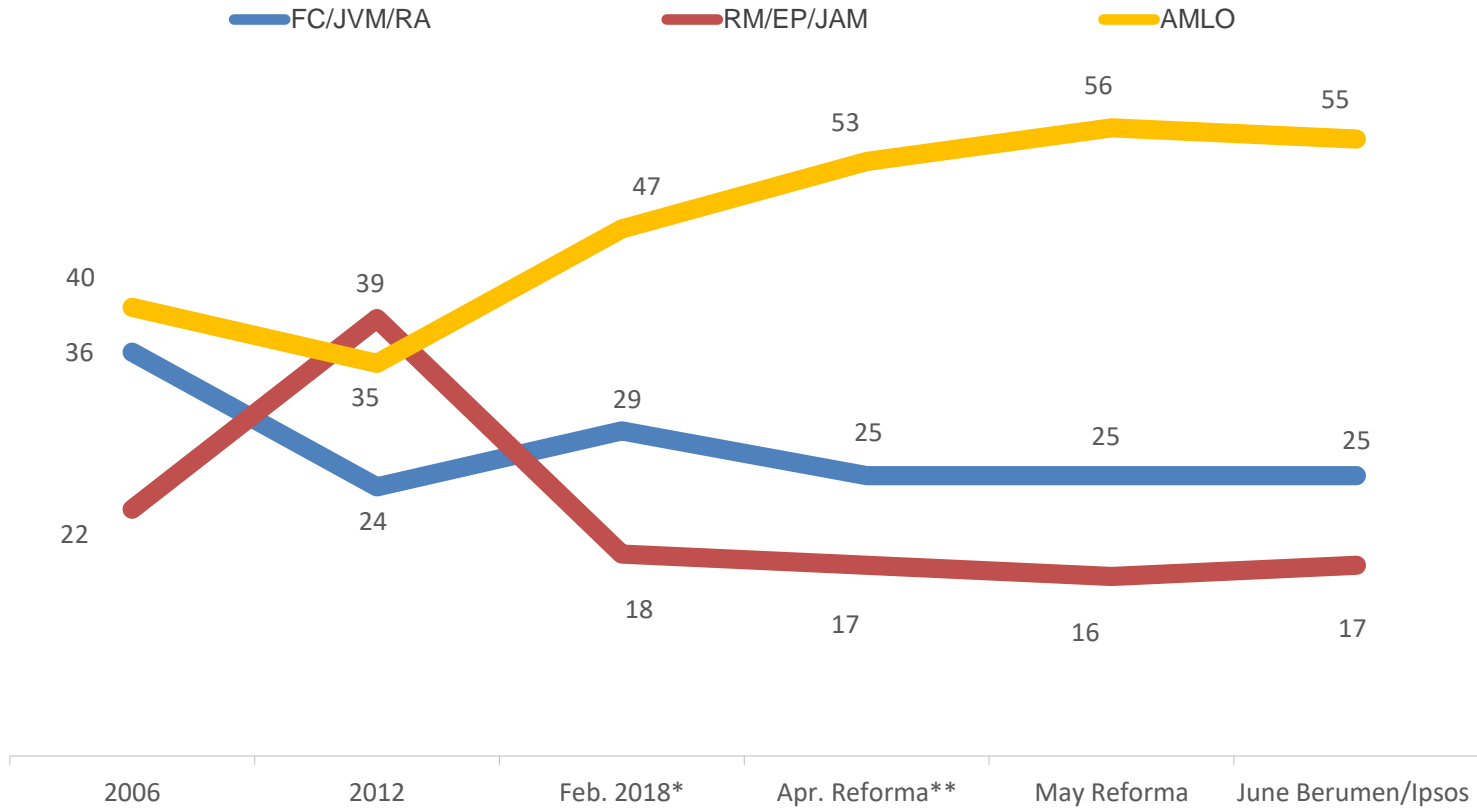
*Average of Reforma's polls from Apr. 12-15 and Apr. 26-30

Percentages without item non response

Timeline: Electoral preference of President of Mexico

Gender: Males

Source: Consulta Mitofsky (exit poll 2006)
 B&L(exit poll 2012)
 Encuesta B&L/ El Universal (Jan. poll 2018)
 Reforma (Feb. and Apr. polls 2018)
 Berumen/Ipsos (June poll 2018)



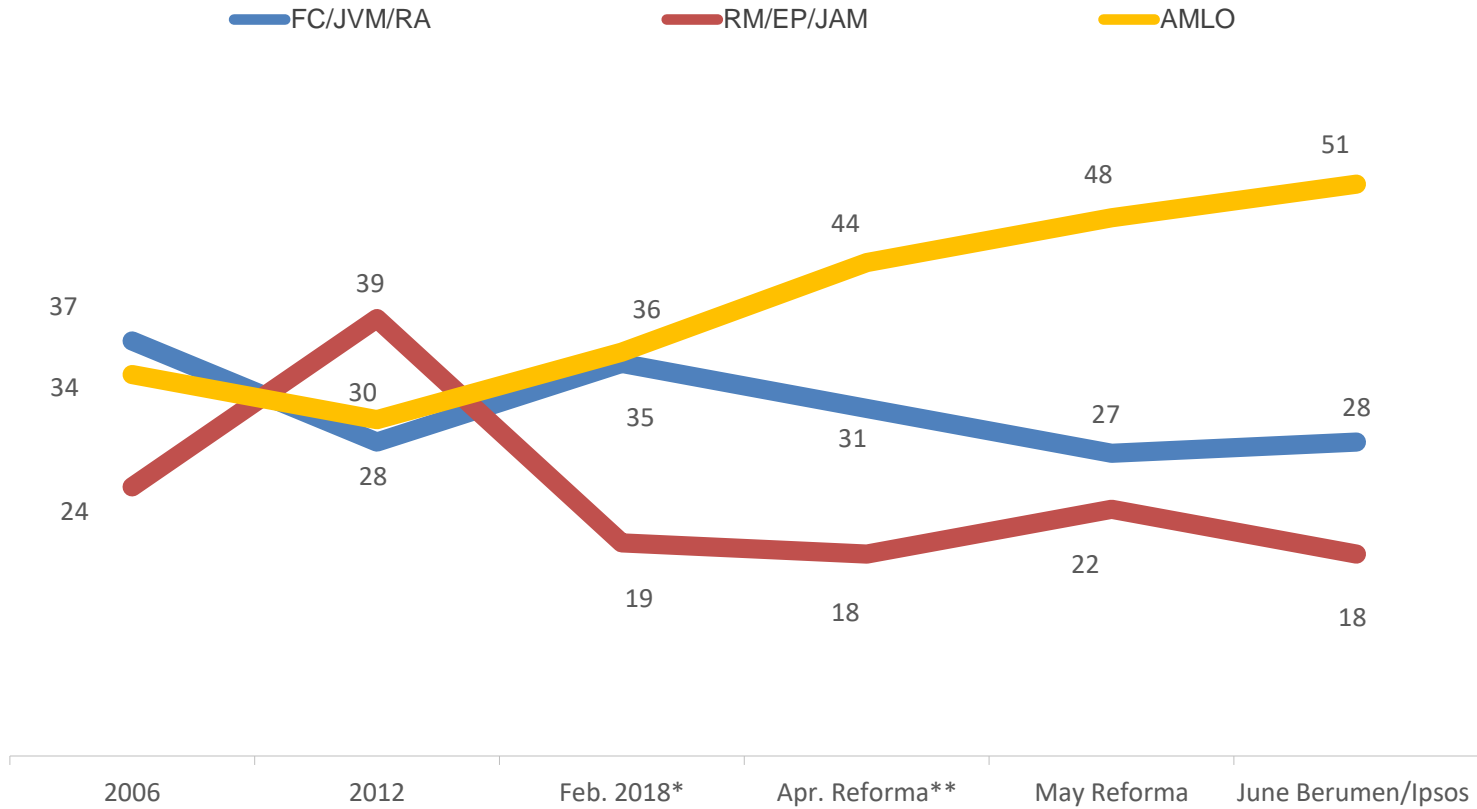
* Average of B&L/El Universal (Jan. 2018) and Reforma (Feb.2018) polls

The percentages of other candidates are not shown
 **Average of Reforma's polls from Apr. 12-15 and Apr. 26-30

Timeline: Electoral preference of President of Mexico

Gender: Females

Source: Consulta Mitofsky (exit poll 2006)
 B&L(exit poll 2012)
 Encuesta B&L/ El Universal (Jan. poll 2018)
 Reforma (Feb. and Apr. polls 2018)
 Berumen/Ipsos (June poll 2018)



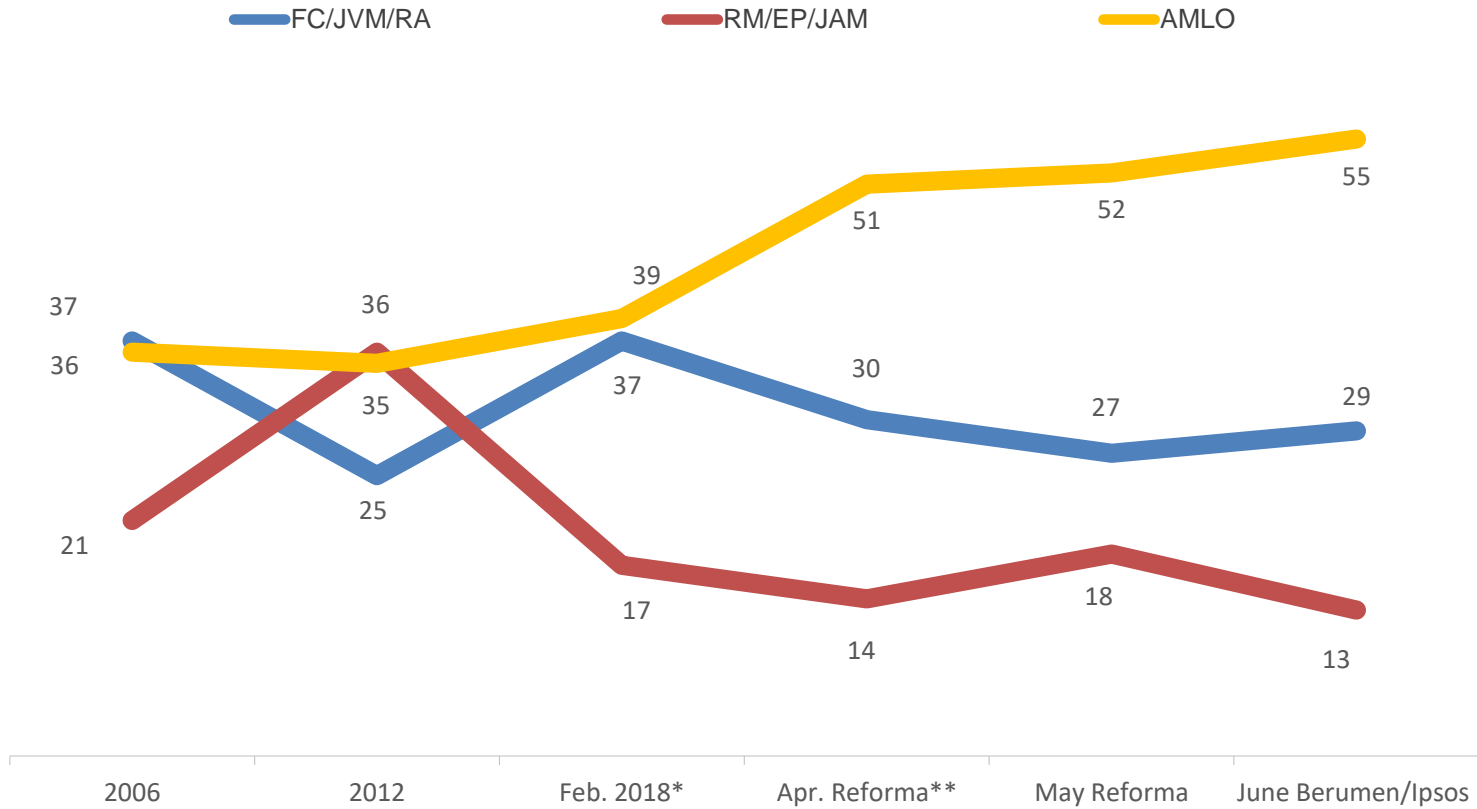
* Average of B&L/El Universal (Jan. 2018) and Reforma (Feb.2018) polls

The percentages of other candidates are not shown
 **Average of Reforma's polls from Apr. 12-15 and Apr. 26-30

Timeline: Electoral preference of President of Mexico

Age group: 18 to 29 years

Source: Consulta Mitofsky (exit poll 2006)
 B&L(exit poll 2012)
 Encuesta B&L/ El Universal (Jan. poll 2018)
 Reforma (Feb. and Apr. polls 2018)
 Berumen/Ipsos (June poll 2018)



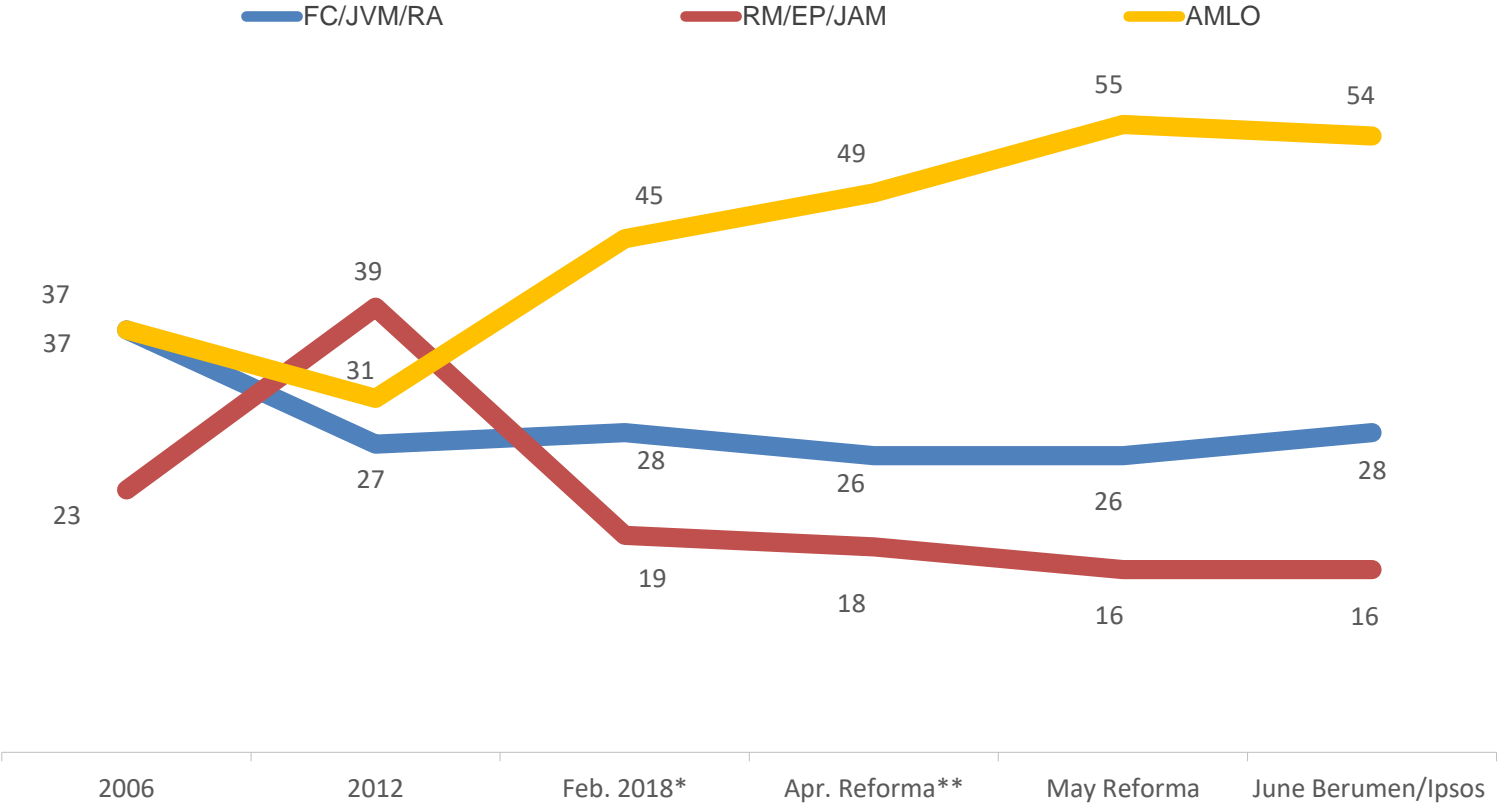
* Average of B&L/El Universal (Jan. 2018) and Reforma (Feb.2018) polls

The percentages of other candidates are not shown
 **Average of Reforma's polls from Apr. 12-15 and Apr. 26-30

Timeline: Electoral preference of President of Mexico

Age group: 30 to 49 years

Source: Consulta Mitofsky (exit poll 2006)
 B&L(exit poll 2012)
 Encuesta B&L/ El Universal (Jan. poll 2018)
 Reforma (Feb. and Apr. polls 2018)
 Berumen/Ipsos (June poll 2018)



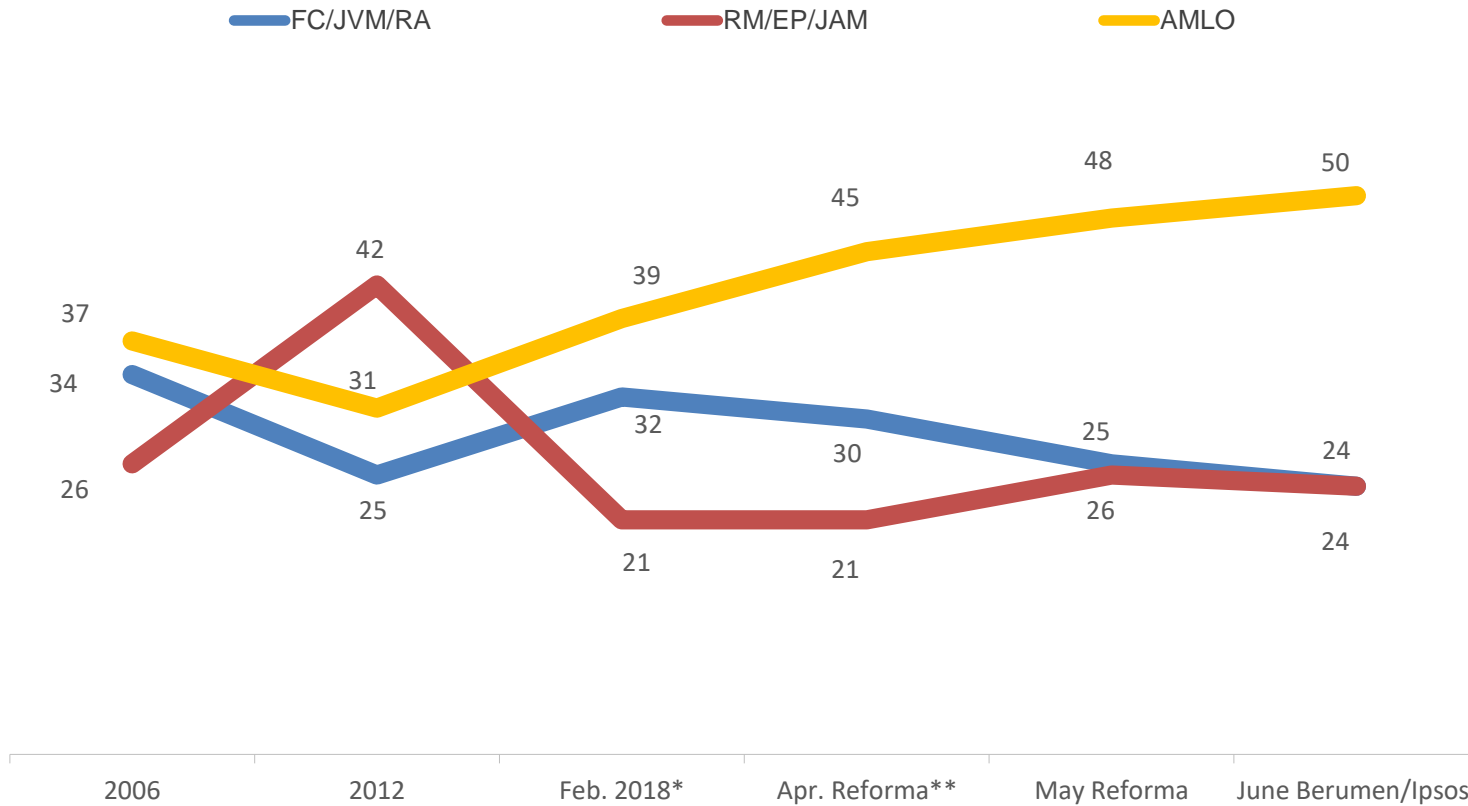
* Average of B&L/El Universal (Jan. 2018) and Reforma (Feb.2018) polls

The percentages of other candidates are not shown
 **Average of Reforma’s polls from Apr. 12-15 and Apr. 26-30

Timeline: Electoral preference of President of Mexico

Age group: 50 years or more

Source: Consulta Mitofsky (exit poll 2006)
 B&L(exit poll 2012)
 Encuesta B&L/ El Universal (Jan. poll 2018)
 Reforma (Feb. and Apr. polls 2018)
 Berumen/Ipsos (June poll 2018)



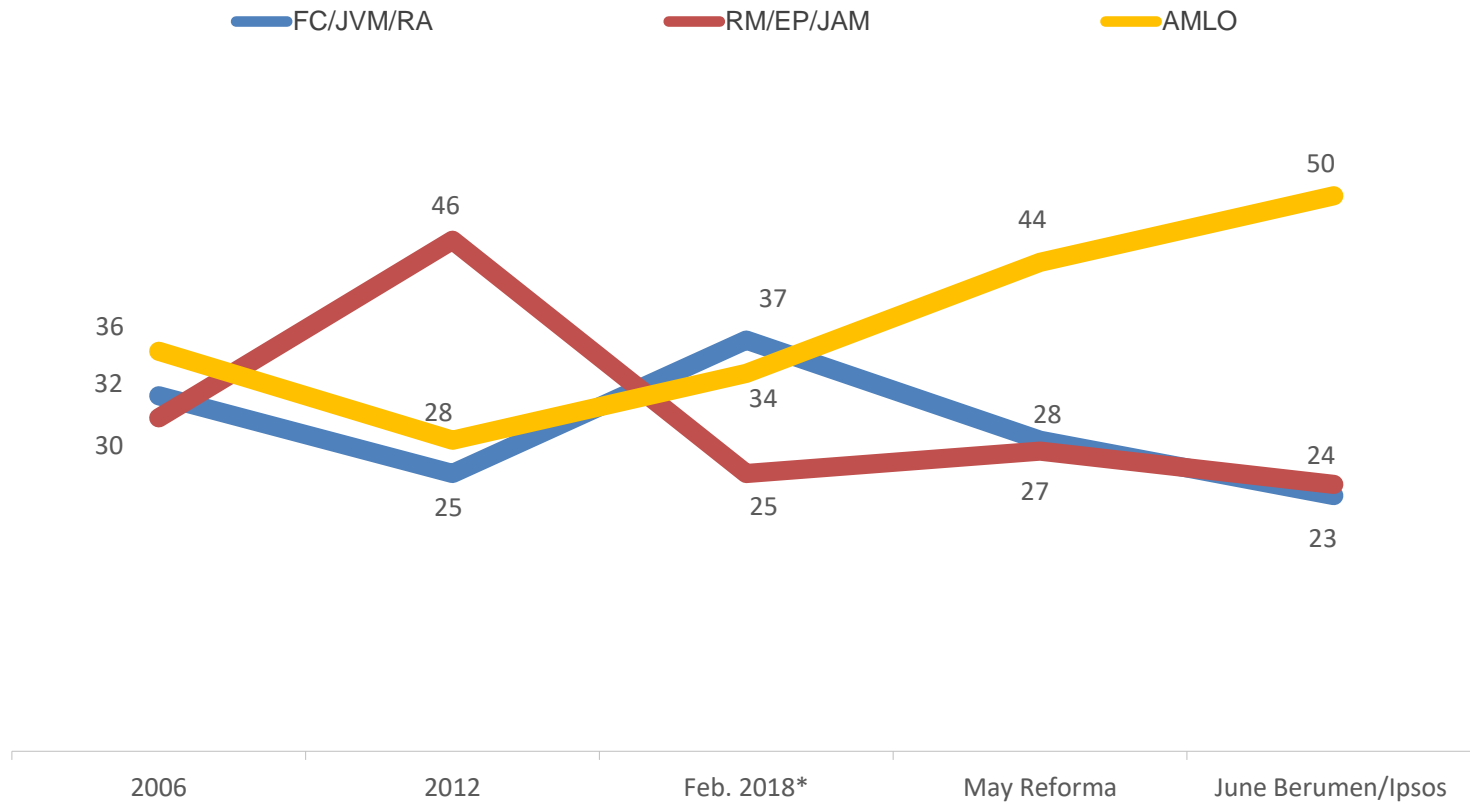
* Average of B&L/El Universal (Jan. 2018) and Reforma (Feb.2018) polls

The percentages of other candidates are not shown
 **Average of Reforma's polls from Apr. 12-15 and Apr. 26-30

Timeline: Electoral preference of President of Mexico

Education: Elementary

Source: Consulta Mitofsky (exit poll 2006)
B&L(exit poll 2012)
Encuesta B&L/ El Universal (Jan. poll 2018)
Reforma (Feb. poll 2018)
Berumen/Ipsos (June poll 2018)



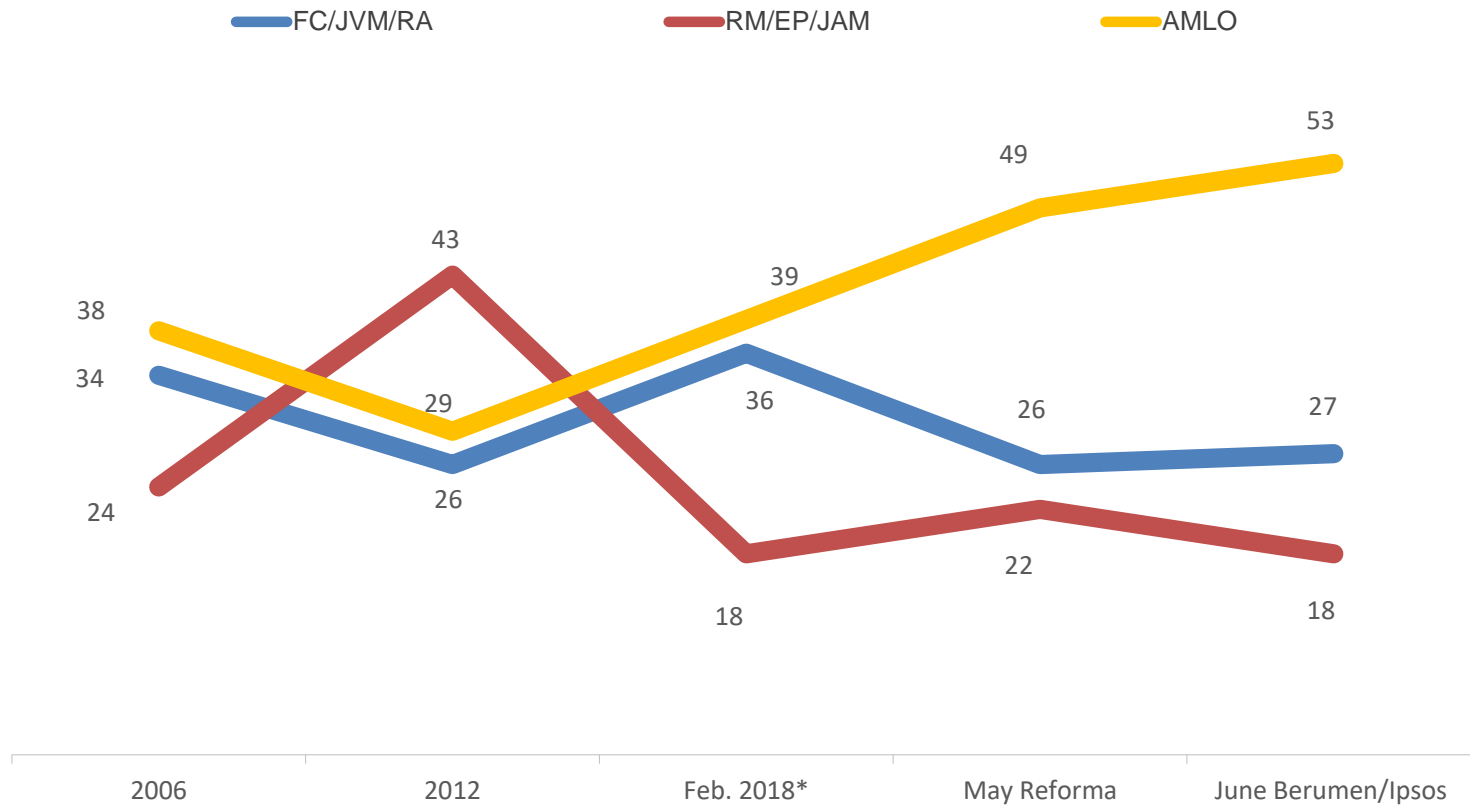
*Average of B&L/El Universal (Jan. 2018) and Reforma (Feb.2018) polls

The percentages of other candidates are not shown

Timeline: Electoral preference of President of Mexico

Education: Middle high school

Source: Consulta Mitofsky (exit poll 2006)
B&L(exit poll 2012)
Encuesta B&L/ El Universal (Jan. poll 2018)
Reforma (Feb. poll 2018)
Berumen/Ipsos (June poll 2018)



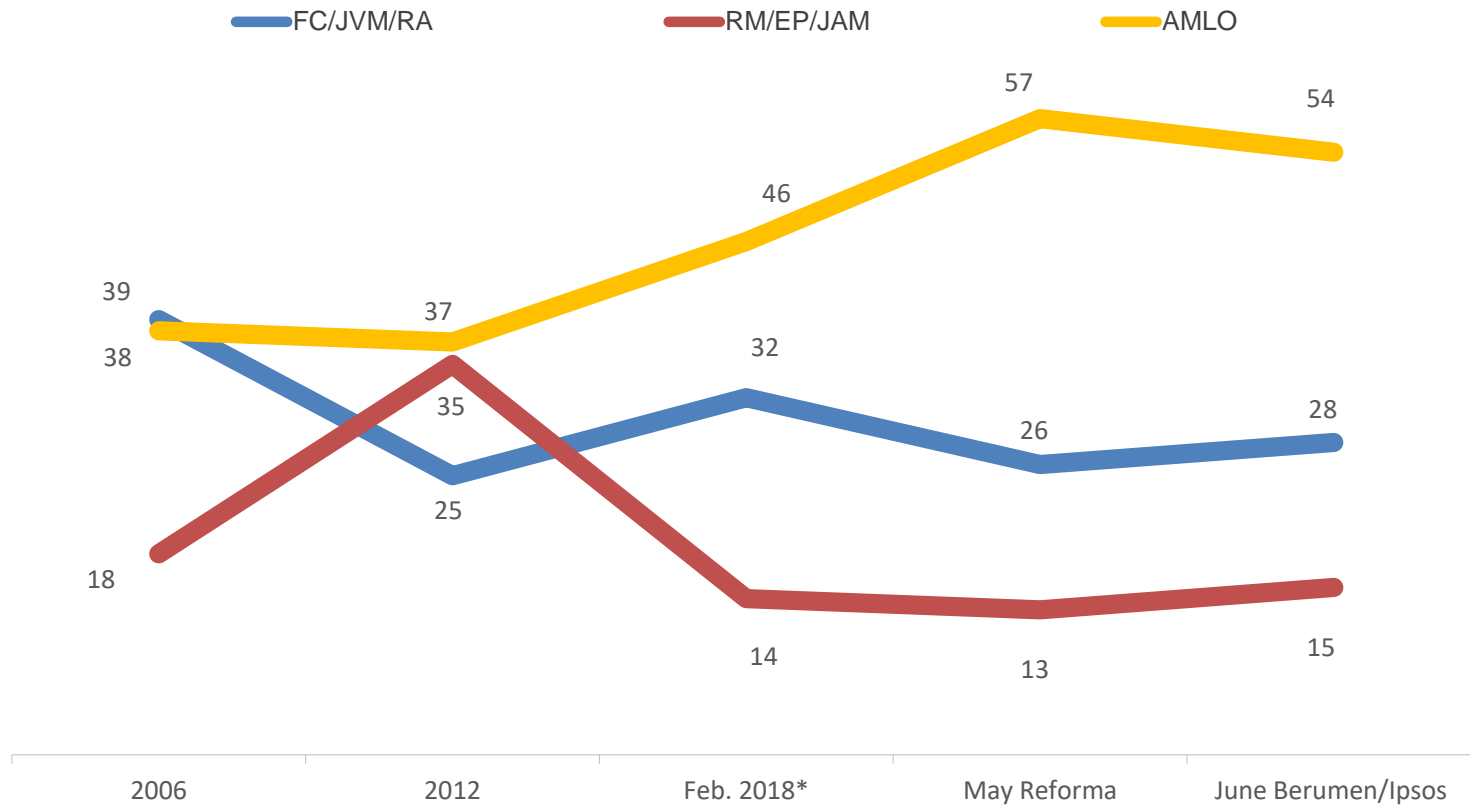
*Average of B&L/El Universal (Jan. 2018) and Reforma (Feb.2018) polls

The percentages of other candidates are not shown

Timeline: Electoral preference of President of Mexico

Education: High school

Source: Consulta Mitofsky (exit poll 2006)
B&L(exit poll 2012)
Encuesta B&L/ El Universal (Jan. poll 2018)
Reforma (Feb. poll 2018)
Berumen/Ipsos (June poll 2018)



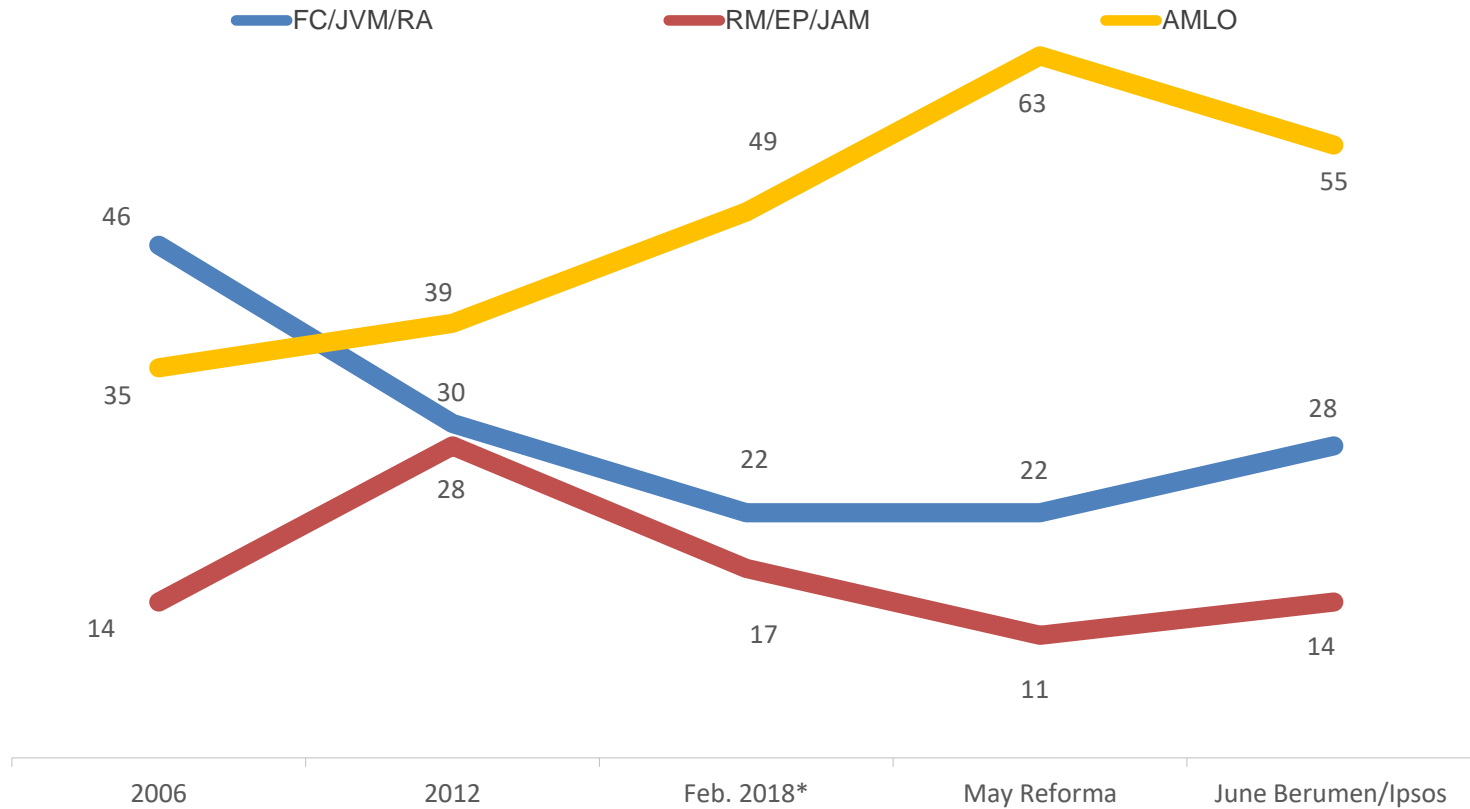
*Average of B&L/El Universal (Jan. 2018) and Reforma (Feb.2018) polls

The percentages of other candidates are not shown

Timeline: Electoral preference of President of Mexico

Education: University or more

Source: Consulta Mitofsky (exit poll 2006)
B&L(exit poll 2012)
Encuesta B&L/ El Universal (Jan. poll 2018)
Reforma (Feb. poll 2018)
Berumen/Ipsos (June poll 2018)



*Average of B&L/El Universal (Jan. 2018) and Reforma (Feb.2018) polls

The percentages of other candidates are not shown

Changes in electoral preference by candidate (February-June)

Electoral regions

	1			2			3			4			5		
	Feb.	June	Difference	Feb.	June	Difference	Feb.	June	Difference	Feb.	June	Difference	Feb.	June	Difference
Ricardo Anaya	38	27	-11	42	36	-6	20	21	+1	31	24	-7	30	25	-5
José Antonio Meade	16	18	+2	19	22	+3	14	15	+1	18	13	-5	22	18	-4
Andrés Manuel López Obrador	37	52	+15	29	38	+9	60	62	+2	45	59	+14	41	53	+12

Changes in electoral preference by candidate (February-June)

	Gender						Age group								
	Males			Females			18 to 29 years			30 to 49 years			50 years or more		
	Feb.	June	Difference	Feb.	June	Difference	Feb.	June	Difference	Feb.	June	Difference	Feb.	June	Difference
Ricardo Anaya	29	25	-4	35	28	-7	37	29	-8	28	28	0	32	24	-8
José Antonio Meade	18	17	-1	19	18	-1	17	13	-4	19	16	-3	21	24	+3
Andrés Manuel López Obrador	47	55	+8	36	51	+15	39	55	+16	45	54	+9	39	50	+11

Changes in electoral preference by candidate (February-June)

	Education											
	Elementary			Middle high school			High school			University or more		
	Feb.	June	Difference	Feb.	June	Difference	Feb.	June	Difference	Feb.	June	Difference
Ricardo Anaya	37	23	-14	36	27	-9	32	28	-4	22	28	+6
José Antonio Meade	25	24	-1	18	18	0	14	15	+1	17	14	-3
Andrés Manuel López Obrador	34	50	+16	39	53	+14	46	54	+8	49	55	+6

Sources

IFE, Electoral Results 1991-2012:

<http://siceef.ife.org.mx/pef2012/SICEEF2012.html#>

Consulta Mitosky, 2006:

<http://portalanterior.ine.mx/archivos2/portal/EncuestasElectorales/rsc/docs/2005-2006/CONSULTAMITOFISKY-ES.pdf>

REFORMA poll, April 12 to 15:

<https://www.ine.mx/consorcio-interamericano-comunicacion/>

REFORMA poll, April 26 to 30:

<https://www.ine.mx/consorcio-interamericano-comunicacion/>

REFORMA poll, May 24 to 27:

<https://www.ine.mx/consorcio-interamericano-comunicacion/>

Berumen/Ipsos poll, June:

<http://www.berumen.com.mx/estudio-electoral-2018/>

Corruption/Insecurity

Electoral preference by most pressing subject that needs to be solved

Most pressing subject that needs to be solved*

		Insecurity (40%)	Corruption (27%)	The economic conditions (15%)	The workings of the government (8%)
Electoral preference President of Mexico	Anaya, PAN-PRD-MC	25	25	22	18
	Meade, PRI-PVEM-PANAL	16	11	14	10
	AMLO, MORENA-PT-PES	33	46	41	42
	Independent candidates	3	1	2	2
	Non response	23	17	21	28
	Total	100	100	100	100

*Percentages of “DK/NA” and “Other” are not shown

Electoral preference by priority of the next government

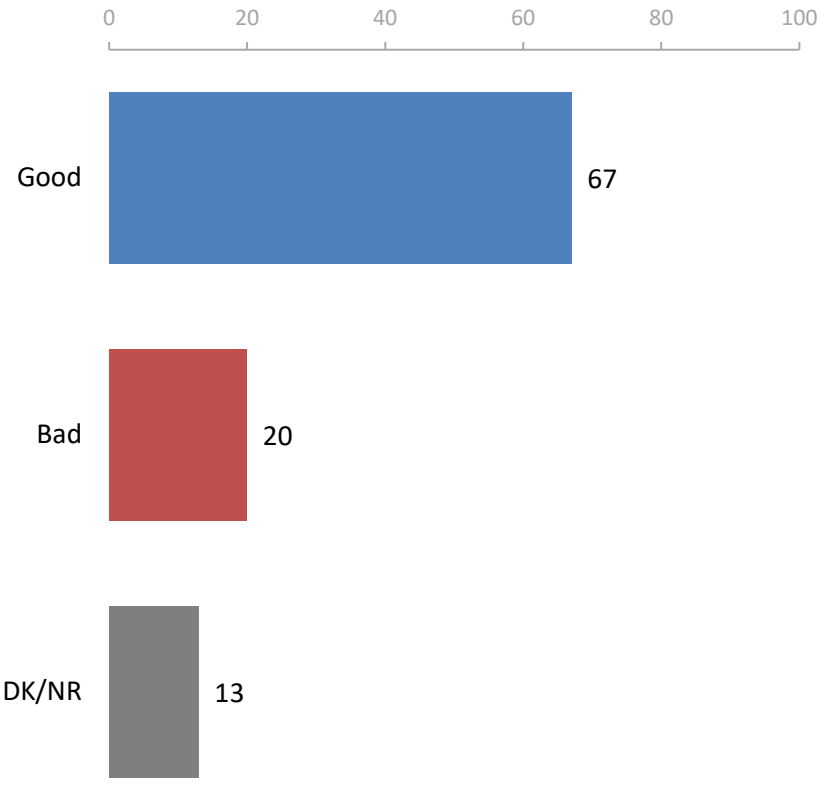
		Priority of the next government*		
		To combat corruption (44%)	To improve the economy (31%)	To combat insecurity (15%)
Electoral preference President of Mexico	Anaya, PAN-PRD-MC	24	24	23
	Meade, PRI-PVEM-PANAL	14	10	17
	AMLO, MORENA-PT-PES	40	41	33
	Independent candidates	2	2	2
	Non response	20	23	25
Total		100	100	100

*Percentage of "DK/NA" is not shown

NAFTA

NAFTA's impact on Mexican economy

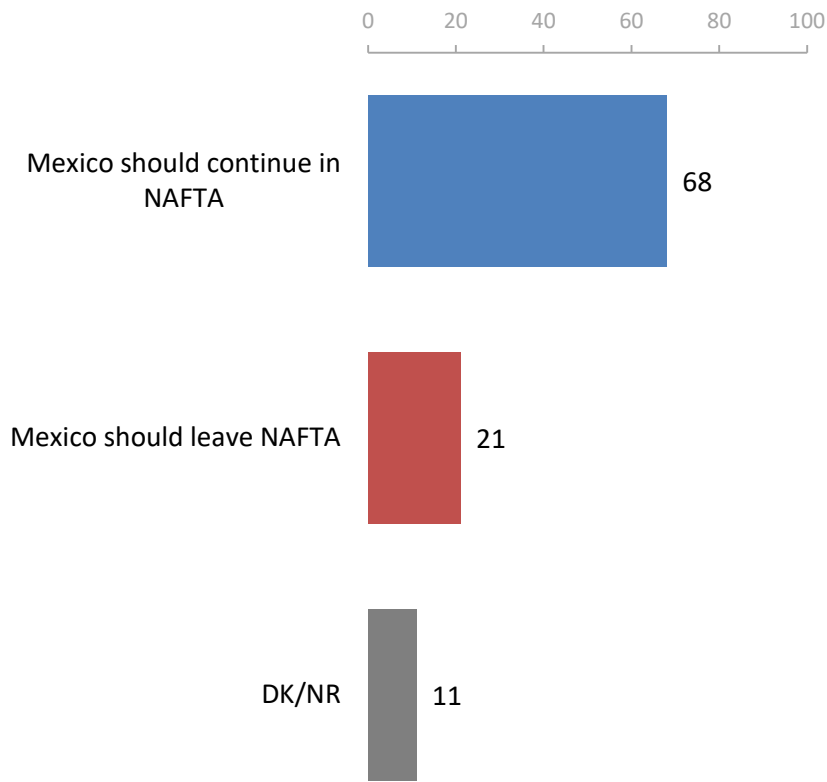
Overall, do you think the North American Free Trade Agreement, also known as NAFTA, is good or bad for the Mexican economy?



	Good	Bad
Ricardo Anaya, PAN-PRD-MC	25	23
José Antonio Meade, PRI-PVEM-NA	16	15
Andrés Manuel López Obrador, MORENA-PT-PES	38	40
Jaime Rodríguez "El Bronco", independent candidate	3	1
No answer	18	21
Total	100	100

NAFTA's continuity

In your opinion, México should continue in NAFTA or Mexico should leave NAFTA?



	Mexico should continue in NAFTA	Mexico should leave NAFTA
Ricardo Anaya, PAN-PRD-MC	24	26
José Antonio Meade, PRI-PVEM-NA	16	16
Andrés Manuel López Obrador, MORENA-PT-PES	37	39
Jaime Rodríguez "El Bronco", independent candidate	3	3
No answer	20	16
Total	100	100