

PROCESO ELECTORAL 2018
(FASE PREVIA)
DÉCIMA OCTAVA ENCUESTA
PRESIDENCIA DE LA REPÚBLICA

SÍNTESIS EJECUTIVA

PLANTEAMIENTO GENERAL Y METODOLOGÍA

Décima Octava encuesta para la Presidencia de la República, para la elección del 2018 (Fase Previa).

Fecha del Levantamiento: Del 16 al 22 de Julio del 2017.

Representatividad: Nacional.

Tamaño de la Muestra: Se hicieron 5,275 entrevistas a personas mayores de edad, en las distintas entidades y la Ciudad de México, utilizándose un muestreo aleatorio simple con base en las secciones electorales.

Margen de Error: Se estima que el margen de error es del orden +/- 4 %.

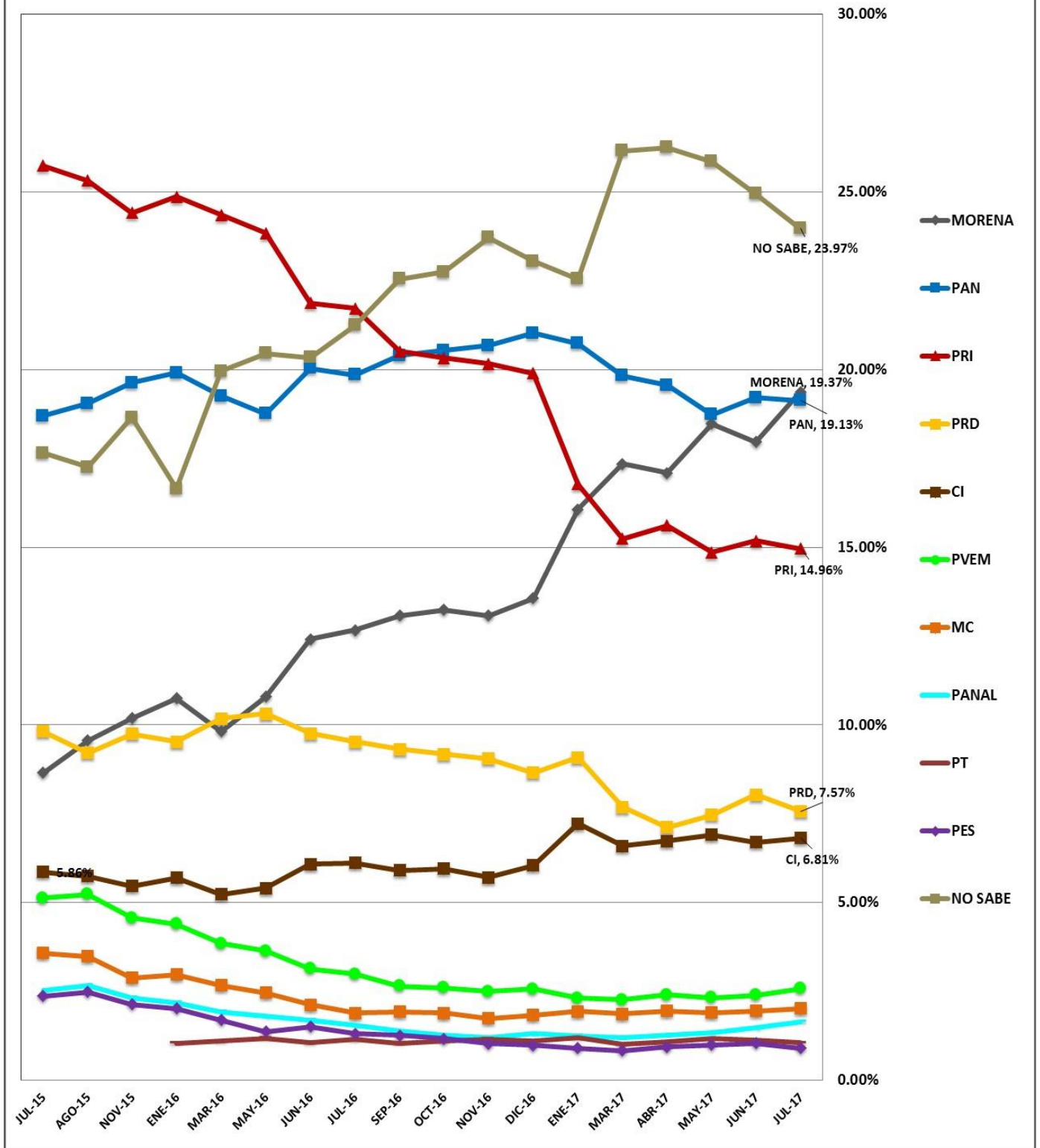
Nivel de Confianza: Se estima que el nivel de confianza en este ejercicio es de alrededor del 95%.

1.-PREFERENCIA POR PARTIDOS

SI EN ESTE MOMENTO FUERA LA ELECCIÓN PARA LA PRESIDENCIA DE LA REPÚBLICA ¿POR CUÁL PARTIDO VOTARÍA USTED?

LOGOS	JUL-15	AGO-15	NOV-15	ENE-16	MAR-16	MAY-16	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	8.65%	9.56%	10.19%	10.75%	9.81%	10.79%	12.41%	12.67%	13.07%	13.24%	13.08%	13.56%	16.06%	17.35%	17.09%	18.48%	17.96%	19.37%
	18.69%	19.05%	19.63%	19.91%	19.26%	18.75%	20.03%	19.85%	20.39%	20.53%	20.67%	21.02%	20.73%	19.82%	19.56%	18.73%	19.21%	19.13%
	25.74%	25.32%	24.41%	24.86%	24.35%	23.84%	21.87%	21.72%	20.51%	20.32%	20.16%	19.89%	16.77%	15.24%	15.61%	14.85%	15.18%	14.96%
	9.81%	9.21%	9.75%	9.53%	10.18%	10.32%	9.76%	9.53%	9.32%	9.18%	9.05%	8.65%	9.08%	7.68%	7.12%	7.46%	8.03%	7.57%
CANDIDATO INDEPENDIENTE	5.86%	5.74%	5.46%	5.70%	5.23%	5.41%	6.08%	6.12%	5.90%	5.95%	5.71%	6.04%	7.22%	6.59%	6.73%	6.91%	6.70%	6.81%
	5.12%	5.23%	4.57%	4.39%	3.84%	3.63%	3.14%	2.98%	2.65%	2.60%	2.49%	2.57%	2.31%	2.26%	2.40%	2.32%	2.39%	2.58%
	3.58%	3.49%	2.88%	2.97%	2.67%	2.46%	2.12%	1.89%	1.93%	1.89%	1.74%	1.83%	1.94%	1.87%	1.95%	1.90%	1.95%	2.02%
	2.53%	2.67%	2.32%	2.18%	1.92%	1.80%	1.69%	1.54%	1.38%	1.26%	1.20%	1.31%	1.25%	1.20%	1.27%	1.34%	1.47%	1.64%
	-----	-----	-----	1.04%	1.10%	1.18%	1.05%	1.14%	1.04%	1.11%	1.16%	1.10%	1.19%	1.01%	1.08%	1.17%	1.12%	1.05%
	2.37%	2.48%	2.14%	2.02%	1.69%	1.37%	1.51%	1.31%	1.26%	1.17%	1.03%	0.98%	0.90%	0.83%	0.94%	0.99%	1.04%	0.90%
NO SABE / NO CONTESTÓ	17.65%	17.25%	18.65%	16.65%	19.95%	20.45%	20.34%	21.25%	22.55%	22.75%	23.71%	23.05%	22.55%	26.15%	26.25%	25.85%	24.95%	23.97%

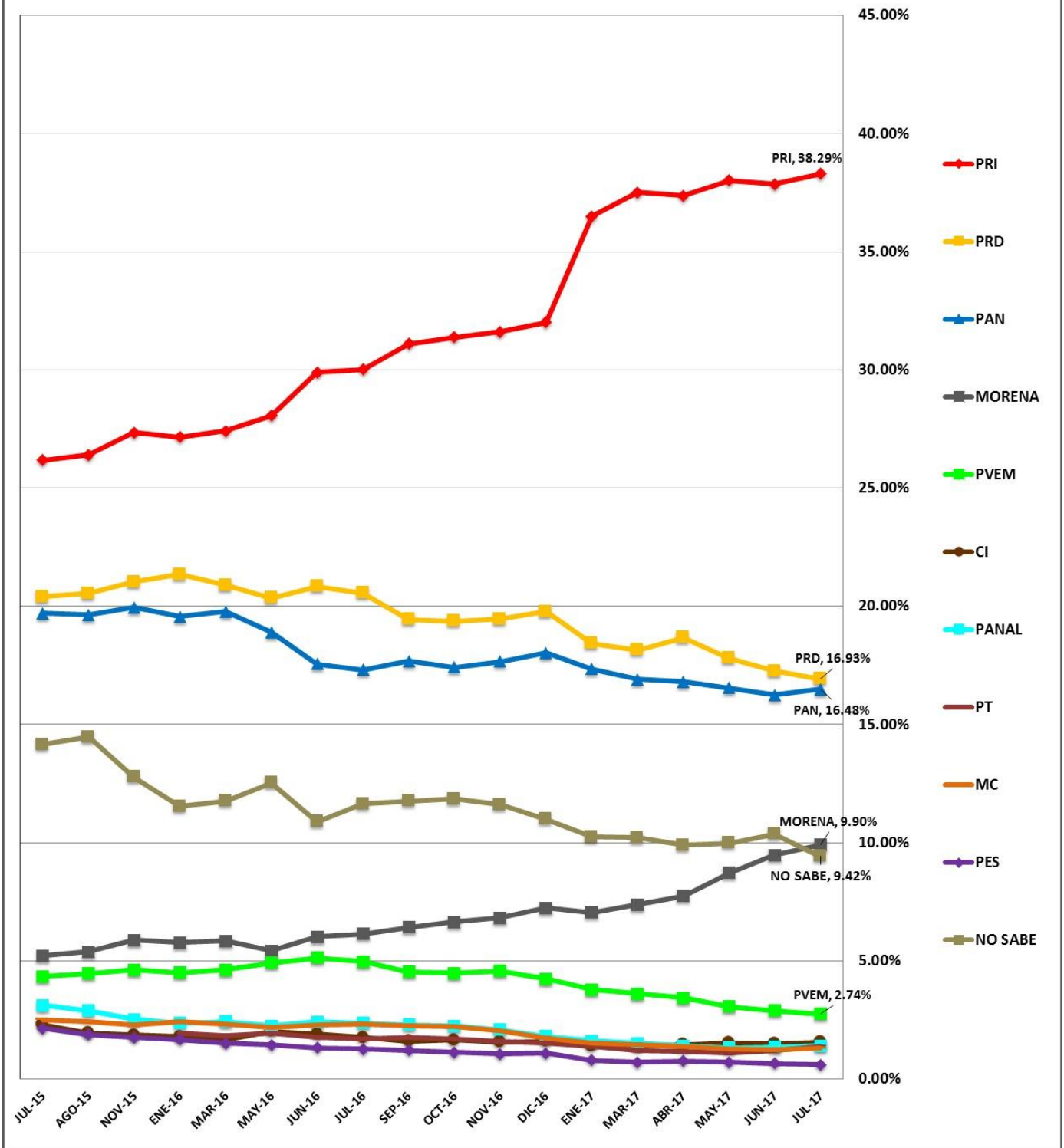
JULIO-2017



2.- VOTO EN CONTRA
¿POR CUÁL PARTIDO DEFINITIVAMENTE NO VOTARÍA USTED?

LOGOS	JUL-15	AGO-15	NOV-15	ENE-16	MAR-16	MAY-16	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	26.18%	26.40%	27.35%	27.15%	27.42%	28.06%	29.90%	30.01%	31.09%	31.37%	31.60%	32.01%	36.49%	37.51%	37.36%	38.02%	37.85%	38.29%
	20.39%	20.54%	21.03%	21.34%	20.89%	20.35%	20.84%	20.56%	19.44%	19.36%	19.45%	19.76%	18.43%	18.14%	18.67%	17.79%	17.26%	16.93%
	19.70%	19.63%	19.94%	19.56%	19.77%	18.89%	17.56%	17.30%	17.67%	17.41%	17.65%	18.03%	17.34%	16.91%	16.80%	16.54%	16.25%	16.48%
	5.21%	5.38%	5.87%	5.77%	5.83%	5.41%	6.02%	6.13%	6.41%	6.64%	6.81%	7.24%	7.04%	7.38%	7.74%	8.71%	9.47%	9.90%
	4.33%	4.45%	4.61%	4.49%	4.61%	4.92%	5.13%	4.96%	4.53%	4.48%	4.56%	4.23%	3.77%	3.61%	3.42%	3.06%	2.88%	2.74%
CANDIDATO INDEPENDIENTE	2.29%	1.94%	1.85%	1.79%	1.65%	2.01%	1.89%	1.76%	1.59%	1.64%	1.56%	1.60%	1.41%	1.37%	1.45%	1.53%	1.49%	1.56%
	3.12%	2.89%	2.52%	2.37%	2.43%	2.25%	2.41%	2.37%	2.30%	2.25%	2.09%	1.81%	1.61%	1.50%	1.40%	1.31%	1.35%	1.41%
	-----	-----	-----	1.93%	1.82%	1.95%	1.77%	1.70%	1.75%	1.68%	1.60%	1.51%	1.36%	1.22%	1.17%	1.10%	1.20%	1.37%
	2.50%	2.42%	2.30%	2.42%	2.31%	2.19%	2.27%	2.32%	2.26%	2.20%	2.04%	1.74%	1.53%	1.45%	1.36%	1.27%	1.24%	1.30%
	2.14%	1.88%	1.76%	1.66%	1.51%	1.44%	1.32%	1.26%	1.21%	1.12%	1.05%	1.09%	0.79%	0.70%	0.75%	0.70%	0.65%	0.60%
NO SABE / NO CONTESTÓ	14.14%	14.47%	12.77%	11.52%	11.76%	12.53%	10.89%	11.63%	11.75%	11.85%	11.59%	10.98%	10.23%	10.21%	9.88%	9.97%	10.36%	9.42%

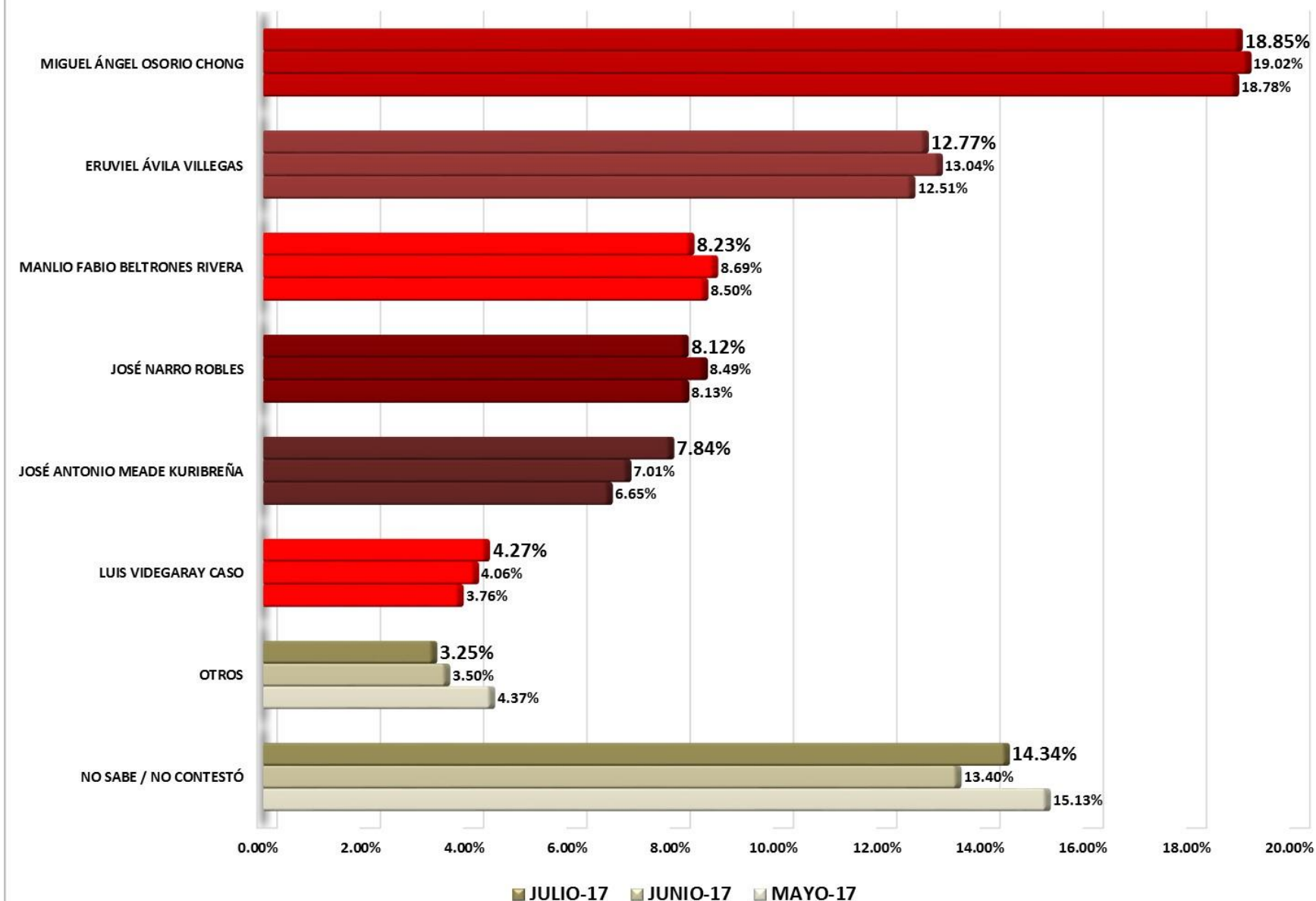
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3.- PREFERENCIAS ENTRE MILITANTES O SIMPATIZANTES DEL PARTIDO REVOLUCIONARIO INSTITUCIONAL.
¿QUIÉN CONSIDERA USTED QUE ES EL MEJOR CANDIDATO DEL PRI PARA LA PRESIDENCIA DE LA REPÚBLICA?

	PRECANDIDATO	JUL-15	AGO-15	NOV-15	ENE-16	MAR-16	MAY-16	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	MIGUEL ÁNGEL OSORIO CHONG	8.48%	8.96%	9.93%	13.81%	15.41%	17.53%	16.94%	17.26%	17.41%	17.92%	18.36%	19.80%	18.65%	19.04%	19.36%	18.78%	19.02%	18.85%
	ERUVIEL ÁVILA VILLEGAS	4.90%	5.32%	8.75%	11.45%	11.71%	12.71%	13.21%	13.38%	12.90%	12.97%	12.85%	12.41%	12.70%	12.86%	13.02%	12.51%	13.04%	12.77%
	MANLIO FABIO BELTRONES RIVERA	13.15%	14.65%	14.82%	13.27%	12.96%	12.23%	10.08%	10.35%	10.56%	10.63%	10.44%	10.03%	9.61%	8.78%	8.24%	8.50%	8.69%	8.23%
	JOSÉ NARRO ROBLES	-----	-----	-----	-----	2.39%	2.88%	2.96%	2.87%	3.53%	3.78%	4.11%	4.53%	6.34%	6.87%	7.71%	8.13%	8.49%	8.12%
	JOSÉ ANTONIO MEADE KURIBREÑA	2.43%	2.37%	4.18%	3.87%	4.92%	4.31%	4.71%	5.15%	5.37%	5.54%	5.70%	6.70%	4.02%	6.04%	6.23%	6.65%	7.01%	7.84%
	LUIS VIDEGARAY CASO	6.87%	5.13%	5.80%	5.88%	5.20%	5.79%	5.32%	5.41%	5.30%	4.15%	3.02%	3.11%	3.44%	3.70%	3.92%	3.76%	4.06%	4.27%
	JOSÉ EDUARDO CALZADA ROVIROSA	-----	-----	-----	1.53%	2.03%	1.78%	2.30%	2.47%	2.66%	2.83%	2.98%	3.05%	3.19%	3.39%	3.54%	3.88%	3.97%	3.60%
	AURELIO NUÑO MAYER	1.22%	2.45%	5.42%	5.21%	4.78%	4.16%	3.66%	3.41%	3.06%	3.11%	3.15%	3.29%	2.74%	2.88%	3.03%	3.14%	3.18%	3.49%
	ENRIQUE DE LA MADRID CORDERO	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	2.54%	2.75%	2.95%	3.27%
	CLAUDIA ARTEMIZA PAVLOVICH ARELLANO	1.76%	1.83%	1.90%	2.69%	2.50%	2.14%	3.29%	3.35%	3.19%	3.03%	2.94%	3.00%	3.68%	3.85%	3.78%	3.49%	3.45%	3.18%
	IVONNE ORTEGA PACHECO	2.56%	2.41%	2.25%	2.36%	2.11%	2.49%	2.80%	2.91%	2.84%	2.79%	2.86%	2.71%	3.50%	4.02%	3.70%	3.27%	2.89%	2.98%
	CLAUDIA RUIZ MASSIEU SALINAS	2.18%	2.32%	3.90%	3.40%	4.03%	3.92%	4.03%	4.36%	3.87%	4.01%	3.89%	3.46%	1.88%	1.41%	1.67%	1.74%	1.96%	1.81%
	EMILIO GAMBOA PATRÓN	2.84%	3.03%	2.41%	2.12%	1.86%	1.61%	1.81%	1.76%	1.51%	1.44%	1.36%	1.06%	0.87%	0.73%	0.61%	0.81%	1.03%	1.16%
	ENRIQUE OCHOA REZA	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	1.31%	1.08%	1.15%	1.04%
	ROSARIO ROBLES BERLANGA	1.60%	1.53%	1.38%	1.47%	1.79%	1.92%	1.41%	1.45%	1.40%	1.26%	1.05%	0.98%	0.65%	0.69%	0.55%	0.50%	0.87%	0.69%
	ALEJANDRO ISMAEL MURAT HINOJOSA	-----	-----	-----	-----	-----	-----	0.82%	0.87%	0.80%	0.73%	0.65%	0.84%	0.91%	0.97%	0.81%	0.86%	0.75%	0.60%
	ALFONSO NAVARRETE PRIDA	1.89%	1.95%	1.46%	1.19%	0.95%	0.69%	0.55%	0.61%	0.91%	0.95%	1.09%	1.02%	0.72%	0.60%	0.71%	0.65%	0.59%	0.51%
	OTROS	7.20%	6.81%	6.12%	5.05%	4.75%	4.24%	5.61%	5.18%	4.73%	4.90%	4.82%	4.64%	5.73%	5.44%	4.13%	4.37%	3.50%	3.25%
	NO SABE / NO CONTESTÓ	34.96%	34.10%	26.37%	22.27%	19.07%	18.41%	18.14%	17.43%	18.29%	18.02%	18.72%	17.83%	20.45%	17.51%	15.14%	15.13%	13.40%	14.34%

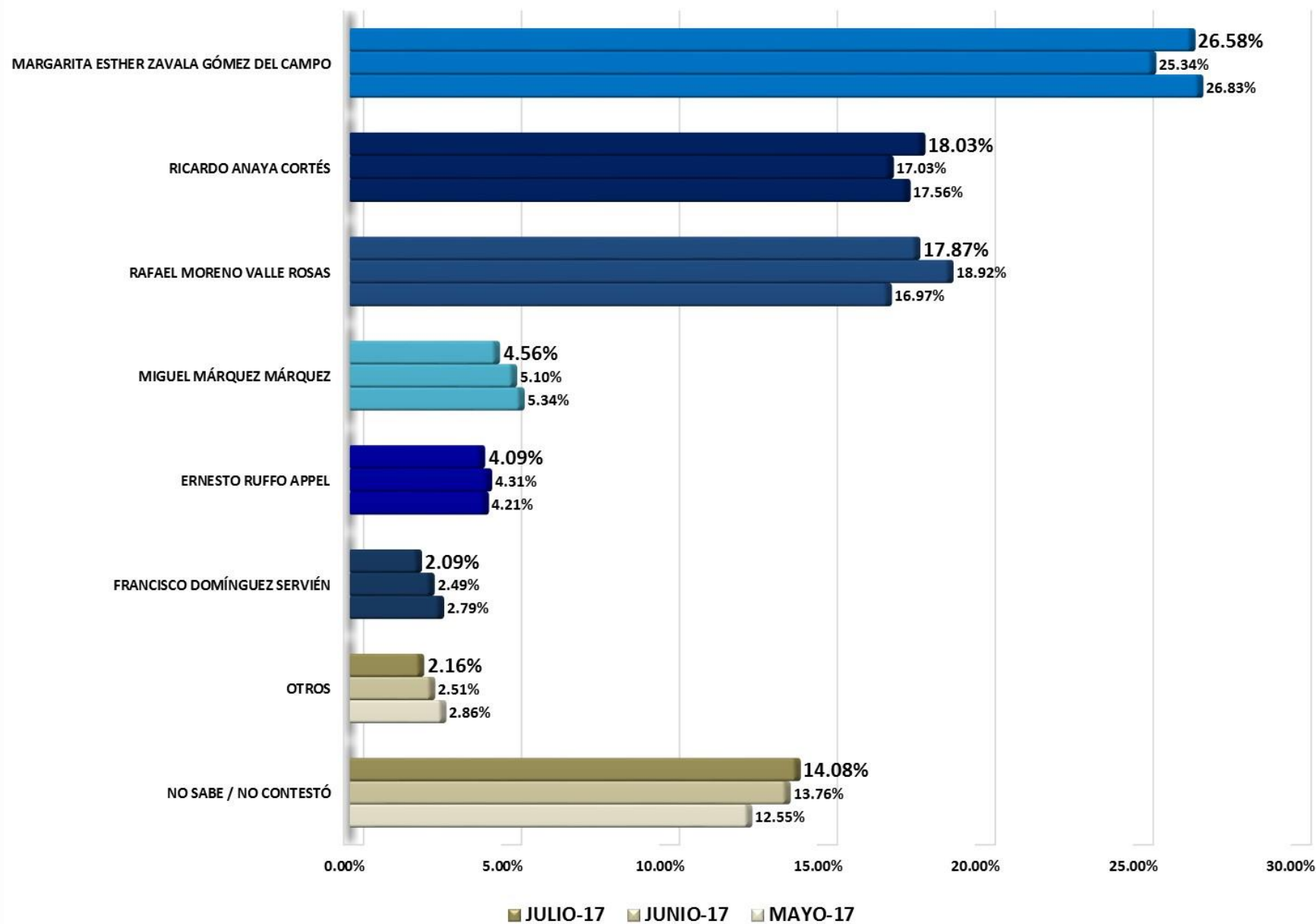
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4.- PREFERENCIAS ENTRE MILITANTES O SIMPATIZANTES DEL PARTIDO ACCIÓN NACIONAL.
¿QUIÉN CONSIDERA USTED QUE ES EL MEJOR CANDIDATO DEL PAN PARA LA PRESIDENCIA DE LA REPÚBLICA?

	PRECANDIDATO	JUL-15	AGO-15	NOV-15	ENE-16	MAR-16	MAY-16	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	MARGARITA ESTHER ZAVALA GÓMEZ DEL CAMPO	16.23%	15.84%	16.37%	19.07%	20.48%	22.75%	23.57%	24.01%	25.52%	25.96%	26.40%	27.12%	26.47%	26.11%	27.04%	26.83%	25.34%	26.58%
	RICARDO ANAYA CORTÉS	5.21%	6.41%	7.35%	9.04%	10.75%	12.21%	15.06%	16.12%	16.68%	16.92%	17.05%	17.48%	17.71%	18.04%	18.36%	17.56%	17.03%	18.03%
	RAFAEL MORENO VALLE ROSAS	12.35%	12.80%	13.41%	12.85%	12.41%	11.93%	12.21%	12.41%	11.79%	12.43%	12.11%	12.93%	14.35%	15.20%	15.83%	16.97%	18.92%	17.87%
	MIGUEL MÁRQUEZ MÁRQUEZ	3.41%	3.70%	4.11%	4.81%	5.18%	7.48%	6.92%	6.47%	5.92%	5.76%	5.34%	5.70%	5.19%	6.33%	5.92%	5.34%	5.10%	4.56%
	ERNESTO RUFFO APPEL	----	----	----	----	----	----	----	----	----	----	----	----	3.23%	4.70%	4.40%	4.21%	4.31%	4.09%
	FRANCISCO DOMÍNGUEZ SERVIÉN	2.50%	3.11%	4.34%	4.59%	4.73%	4.41%	4.59%	4.51%	4.31%	4.11%	3.81%	3.60%	3.31%	3.49%	3.08%	2.79%	2.49%	2.09%
	MIGUEL ÁNGEL YUNES LINARES	----	----	----	----	----	----	0.42%	0.37%	0.30%	0.39%	0.34%	0.87%	1.12%	1.18%	1.30%	1.49%	1.93%	2.02%
	JUAN CARLOS ROMERO HICKS	----	----	----	----	----	----	----	----	----	----	----	----	----	----	1.15%	1.22%	1.36%	1.74%
	JAVIER CORRAL JURADO	----	----	----	----	----	----	1.42%	1.50%	1.57%	1.70%	1.75%	1.94%	2.89%	2.75%	2.04%	2.13%	1.79%	1.65%
	ERNESTO JAVIER CORDERO ARROYO	3.86%	3.92%	3.61%	3.41%	3.12%	2.98%	2.60%	2.48%	2.11%	2.02%	2.14%	2.35%	2.01%	1.85%	1.53%	1.36%	1.45%	1.32%
	JOSÉ ROSAS AISPURO TORRES	----	----	----	----	----	----	0.79%	0.83%	0.90%	1.06%	1.15%	1.23%	1.36%	1.74%	1.67%	1.82%	1.50%	1.27%
	FRANCISCO JAVIER GARCÍA CABEZA DE VACA	----	----	----	----	----	----	0.65%	0.56%	0.61%	0.84%	1.02%	1.14%	1.45%	1.79%	1.60%	1.43%	1.30%	1.22%
	GUSTAVO ENRIQUE MADERO MUÑOZ	9.66%	8.13%	7.84%	8.20%	7.61%	6.54%	5.84%	5.39%	4.69%	4.21%	3.98%	3.08%	2.06%	1.42%	1.21%	1.09%	0.81%	0.85%
	LUIS ERNESTO DERBEZ BAUTISTA	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	0.35%	0.40%	0.47%
	OTROS	6.15%	6.70%	6.50%	4.83%	4.50%	5.12%	4.18%	4.39%	3.96%	3.75%	3.82%	3.40%	3.69%	3.65%	3.20%	2.86%	2.51%	2.16%
	NO SABE / NO CONTESTÓ	25.32%	23.41%	22.05%	19.39%	17.99%	14.84%	10.61%	10.63%	13.15%	13.11%	13.69%	13.32%	10.01%	10.76%	11.67%	12.55%	13.76%	14.08%

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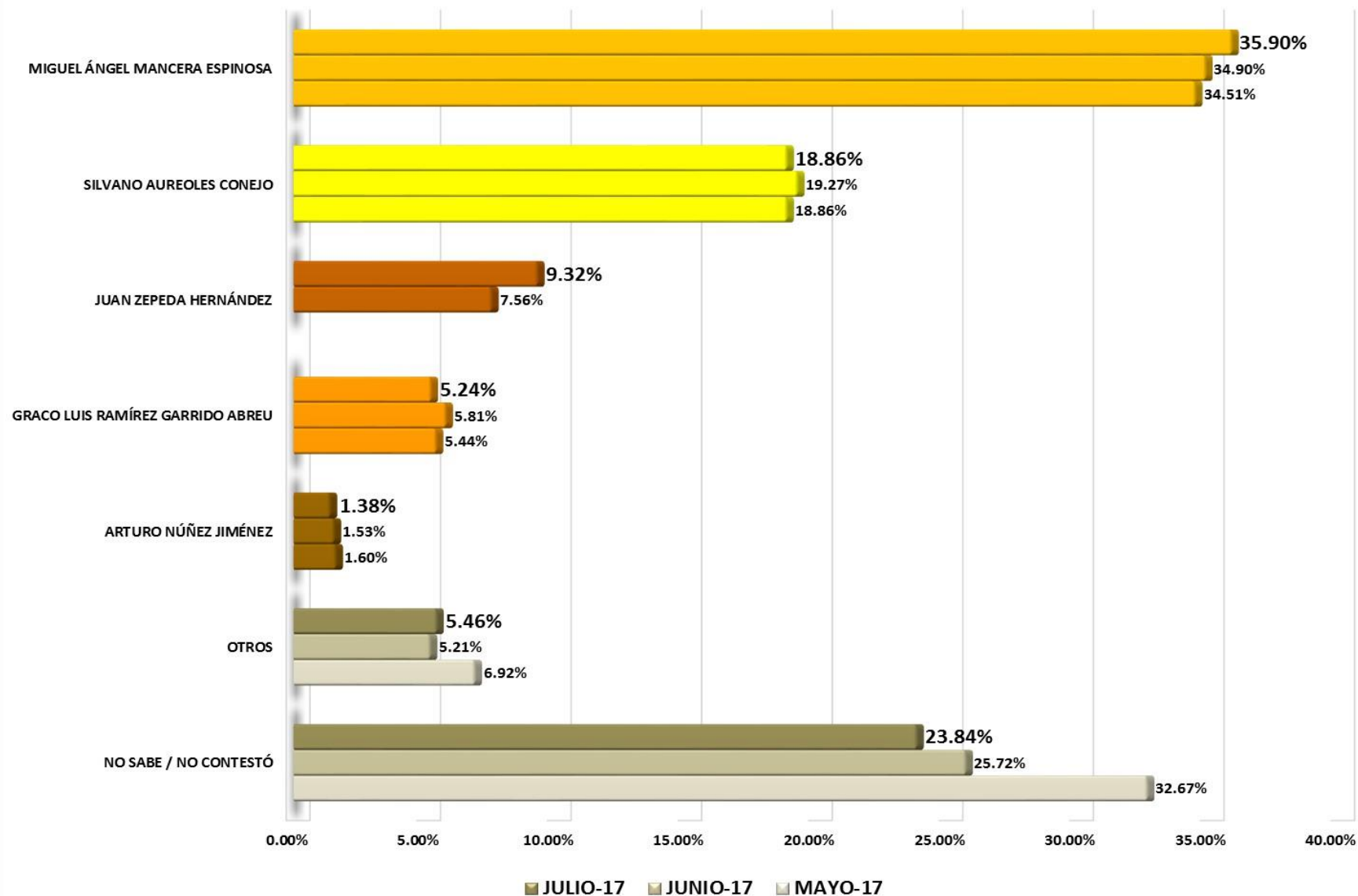


5.- PREFERENCIAS ENTRE MILITANTES O SIMPATIZANTES DEL PARTIDO DE LA REVOLUCIÓN DEMOCRÁTICA.

¿QUIÉN CONSIDERA USTED QUE ES EL MEJOR CANDIDATO DEL PRD PARA LA PRESIDENCIA DE LA REPÚBLICA?

	PRECANDIDATO	JUL-15	AGO-15	NOV-15	ENE-16	MAR-16	MAY-16	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	MIGUEL ÁNGEL MANCERA ESPINOSA	18.21%	19.57%	23.76%	26.87%	29.32%	28.75%	29.42%	31.27%	33.15%	33.74%	34.48%	36.13%	37.48%	36.57%	35.41%	34.51%	34.90%	35.90%
	SILVANO AUREOLES CONEJO	9.67%	10.21%	12.45%	14.40%	14.93%	15.21%	15.41%	16.08%	16.65%	16.51%	16.76%	15.82%	16.21%	18.13%	19.27%	18.86%	19.27%	18.86%
	JUAN ZEPEDA HERNÁNDEZ	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	7.56%	9.32%
	GRACO LUIS RAMÍREZ GARRIDO ABREU	2.41%	2.20%	2.04%	2.31%	2.59%	3.53%	3.70%	3.93%	4.39%	4.67%	4.81%	5.03%	5.54%	5.85%	5.32%	5.44%	5.81%	5.24%
	ARTURO NÚÑEZ JIMÉNEZ	3.30%	3.45%	3.80%	4.05%	4.19%	4.07%	3.91%	3.60%	3.20%	3.07%	2.77%	2.39%	2.24%	2.19%	1.89%	1.60%	1.53%	1.38%
	OTROS	7.63%	8.32%	7.55%	6.89%	6.75%	7.11%	8.20%	7.93%	7.60%	7.72%	7.65%	7.46%	7.12%	6.89%	6.75%	6.92%	5.21%	5.46%
	NO SABE / NO CONTESTÓ	39.94%	39.86%	32.87%	29.29%	26.76%	26.52%	28.16%	27.94%	27.44%	27.76%	27.73%	28.57%	27.37%	28.07%	29.66%	32.67%	25.72%	23.84%

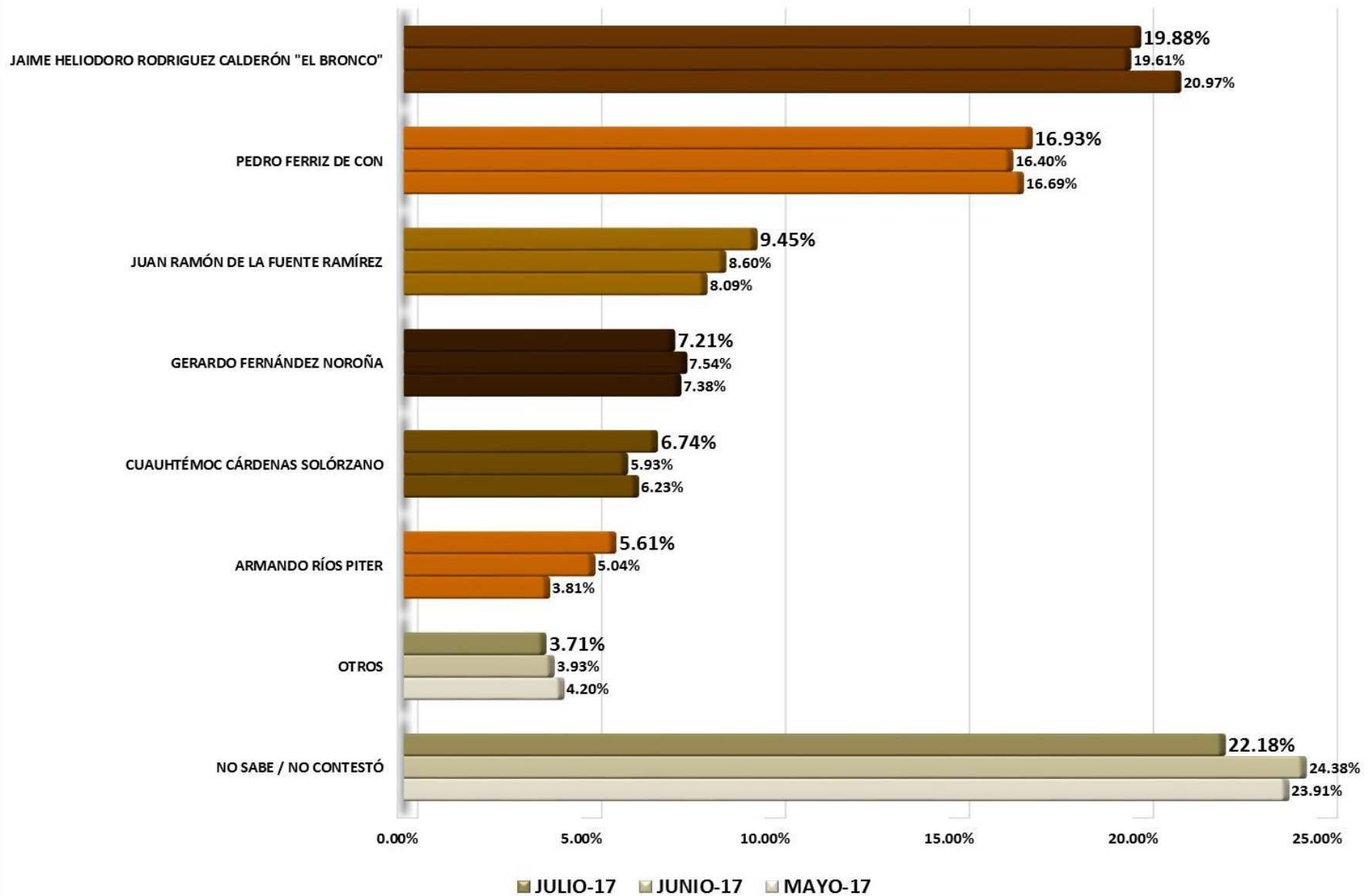
JULIO-2017



6.- PREFERENCIAS ENTRE SIMPATIZANTES DE LAS CANDIDATURAS INDEPENDIENTES.
¿QUIÉN CONSIDERA USTED QUE ES EL MEJOR CANDIDATO INDEPENDIENTE PARA LA PRESIDENCIA DE LA REPÚBLICA?

	PRECANDIDATO	JUL-15	AGO-15	NOV-15	ENE-16	MAR-16	MAY-16	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	JAIME HELIODORO RODRIGUEZ CALDERÓN "EL BRONCO"	36.14%	36.43%	34.75%	35.61%	33.27%	31.82%	29.56%	30.03%	28.79%	28.35%	27.86%	25.92%	22.18%	23.30%	21.89%	20.97%	19.61%	19.88%
	PEDRO FERRIZ DE CON	-----	-----	-----	-----	3.03%	6.77%	9.92%	10.31%	12.02%	13.26%	13.41%	14.04%	15.97%	15.74%	16.24%	16.69%	16.40%	16.93%
	JUAN RAMÓN DE LA FUENTE RAMÍREZ	-----	8.65%	8.11%	9.07%	8.25%	9.27%	10.45%	10.14%	9.38%	8.54%	8.12%	7.57%	7.20%	6.75%	6.56%	8.09%	8.60%	9.45%
	GERARDO FERNÁNDEZ NOROÑA	-----	-----	-----	1.29%	1.66%	2.89%	3.12%	3.21%	3.41%	3.79%	3.92%	4.11%	6.55%	6.81%	6.93%	7.38%	7.54%	7.21%
	CUAUHTÉMOC CÁRDENAS SOLÓRZANO	16.65%	17.36%	18.23%	16.95%	14.40%	11.50%	10.32%	9.27%	8.06%	7.07%	6.55%	5.49%	5.01%	6.14%	6.68%	6.23%	5.93%	6.74%
	ARMANDO RÍOS PITER	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	3.81%	5.04%	5.61%
	DENISE EUGENIA DRESSER GUERRA	-----	-----	-----	-----	-----	-----	-----	2.49%	2.60%	2.92%	2.83%	4.04%	4.49%	4.35%	4.51%	4.74%	4.56%	3.82%
	EMILIO ÁLVAREZ ICAZA	-----	-----	-----	-----	2.82%	4.24%	3.83%	3.51%	2.78%	2.54%	2.19%	1.69%	1.23%	1.79%	2.16%	2.72%	2.90%	3.45%
	MANUEL JESÚS CLOUTHIER CARRILLO	5.19%	6.15%	4.56%	6.49%	6.81%	5.74%	4.90%	4.62%	3.95%	3.40%	3.20%	2.54%	2.09%	1.66%	1.39%	1.26%	1.11%	1.02%
	OTROS	9.23%	7.67%	5.38%	4.60%	3.90%	3.41%	3.70%	3.63%	3.37%	3.49%	3.61%	3.40%	3.67%	3.40%	3.53%	4.20%	3.93%	3.71%
	NO SABE / NO CONTESTÓ	18.97%	12.95%	16.75%	13.20%	14.64%	14.29%	15.58%	15.51%	18.47%	19.01%	20.27%	22.12%	21.48%	18.65%	17.82%	23.91%	24.38%	22.18%

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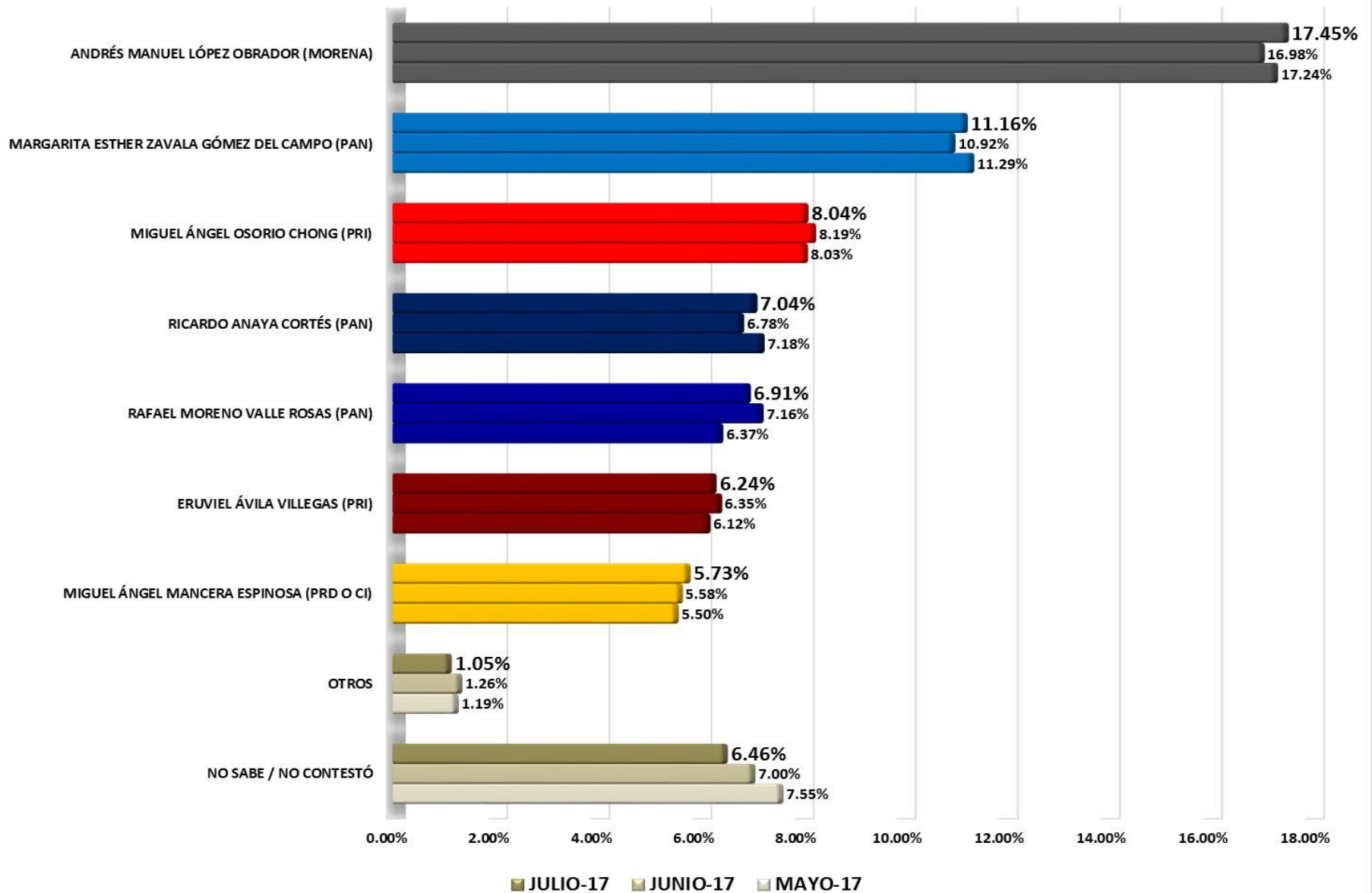


7.- PREFERENCIAS A POBLACIÓN ABIERTA.

SIN IMPORTAR EL PARTIDO POLÍTICO EN EL QUE MILITA O CON EL CUAL SIMPATIZA, ¿QUIÉN CONSIDERA USTED QUE ES EL MEJOR CANDIDATO PARA LA PRESIDENCIA DE LA REPÚBLICA?

	PRECANDIDATO	JUL-15	AGO-15	NOV-15	ENE-16	MAR-16	MAY-16	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	ANDRÉS MANUEL LÓPEZ OBRADOR (MORENA)	11.31%	12.38%	13.26%	13.36%	13.52%	13.87%	14.21%	14.38%	14.57%	14.35%	14.18%	14.58%	16.90%	17.52%	16.79%	17.24%	16.98%	17.45%
	MARGARITA ESTHER ZAVALA GÓMEZ DEL CAMPO (PAN)	8.42%	8.30%	9.07%	9.35%	9.47%	9.84%	10.26%	10.36%	11.29%	11.50%	11.79%	11.43%	11.69%	11.21%	11.57%	11.29%	10.92%	11.16%
	MIGUEL ÁNGEL OSORIO CHONG (PRI)	7.78%	7.21%	7.37%	8.87%	9.61%	9.93%	9.67%	9.80%	9.61%	9.83%	9.94%	9.76%	8.53%	8.24%	8.41%	8.03%	8.19%	8.04%
	RICARDO ANAYA CORTÉS (PAN)	----	2.18%	2.56%	2.88%	3.40%	3.92%	5.13%	5.75%	6.41%	6.70%	6.95%	6.71%	7.02%	7.36%	7.45%	7.18%	6.78%	7.04%
	RAFAEL MORENO VALLE ROSAS (PAN)	5.32%	5.48%	5.61%	5.41%	5.30%	4.81%	4.90%	4.75%	4.69%	4.85%	4.71%	5.11%	5.49%	5.75%	6.11%	6.37%	7.16%	6.91%
	ERUVIEL ÁVILA VILLEGAS (PRI)	3.44%	4.03%	5.53%	6.32%	6.41%	6.82%	7.19%	7.25%	7.07%	7.02%	6.90%	6.60%	6.43%	6.29%	6.50%	6.12%	6.35%	6.24%
	MIGUEL ÁNGEL MANCERA ESPINOSA (PRD O CI)	5.98%	6.12%	6.68%	6.73%	6.84%	6.41%	6.20%	6.15%	6.03%	6.10%	6.23%	6.03%	6.34%	6.14%	5.73%	5.50%	5.58%	5.73%
	JOSÉ NARRO ROBLES (PRI)	----	----	----	----	----	----	----	----	1.61%	1.78%	2.26%	2.84%	4.02%	4.14%	4.72%	5.16%	5.48%	5.22%
	JOSÉ ANTONIO MEADE KURIBREÑA (PRI)	----	----	----	----	1.90%	2.06%	2.54%	3.08%	3.51%	3.58%	3.69%	3.87%	2.17%	2.55%	2.81%	3.03%	3.24%	3.72%
	PEDRO FERRIZ DE CON (CI)	----	----	----	----	----	----	----	----	----	1.30%	1.46%	1.64%	2.34%	2.48%	2.77%	2.92%	2.98%	3.16%
	JAIME HELIODORO RODRÍGUEZ CALDERÓN "EL BRONCO" (CI)	4.10%	4.35%	4.19%	4.45%	4.36%	4.30%	4.15%	4.11%	4.05%	4.00%	3.87%	3.71%	3.16%	3.45%	3.16%	3.09%	3.02%	3.09%
	MANLIO FABIO BELTRONES RIVERA (PRI)	6.20%	7.35%	7.74%	6.94%	6.65%	6.25%	5.03%	4.90%	4.85%	4.72%	4.60%	4.49%	4.07%	3.82%	3.39%	3.44%	3.20%	3.05%
	SILVANO AUREOLES CONEJO (PRD)	2.90%	3.03%	3.07%	3.12%	3.21%	3.30%	3.54%	3.60%	3.44%	3.21%	3.26%	3.08%	3.21%	3.39%	3.26%	3.17%	3.06%	3.03%
	LUIS VIDEGARAY CASO (PRI)	4.91%	4.27%	4.09%	4.24%	3.81%	4.07%	3.79%	3.98%	3.77%	2.95%	1.85%	1.96%	2.24%	2.30%	2.42%	2.18%	2.32%	2.37%
	AURELIO NUÑO MAYER (PRI)	----	----	2.71%	2.64%	2.75%	2.86%	2.69%	2.27%	1.80%	1.84%	1.96%	2.07%	1.77%	1.65%	1.75%	1.81%	1.90%	2.30%
	ENRIQUE ALFARO RAMÍREZ (MC O CI)	----	1.60%	1.98%	1.93%	2.04%	2.13%	2.37%	2.32%	1.89%	1.69%	1.65%	1.70%	1.53%	1.57%	1.39%	1.43%	1.47%	1.38%
	MIGUEL MÁRQUEZ MÁRQUEZ (PAN)	----	----	----	----	----	1.78%	1.82%	1.64%	1.36%	1.41%	1.32%	1.41%	1.50%	1.69%	1.43%	1.62%	1.58%	1.34%
	MANUEL VELASCO COELLO (PVEM)	5.12%	5.29%	4.73%	4.30%	4.15%	3.49%	3.21%	3.03%	2.40%	2.36%	2.31%	2.12%	1.96%	1.83%	1.54%	1.58%	1.53%	1.26%
	OTROS	4.15%	3.65%	2.20%	2.01%	1.87%	1.53%	1.46%	1.50%	1.57%	1.52%	1.56%	1.73%	1.64%	1.20%	1.15%	1.19%	1.26%	1.05%
	NO SABE / NO CONTESTÓ	20.94%	15.89%	11.32%	10.22%	8.20%	8.30%	7.78%	7.52%	7.05%	6.89%	7.21%	7.58%	6.57%	5.91%	6.01%	7.55%	7.00%	6.46%

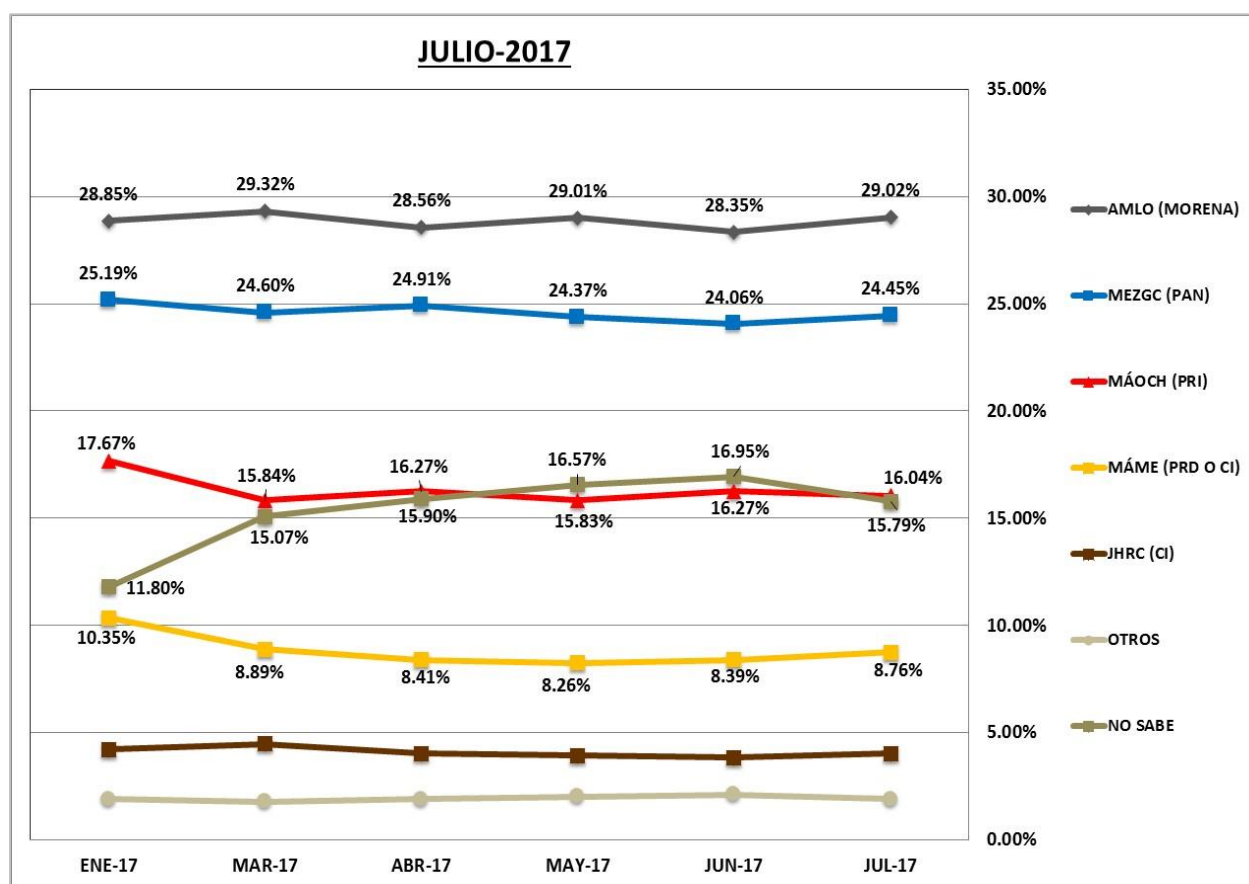
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8.- CAREOS DE INTENCIÓN DE VOTO ENTRE LOS PROSPECTOS MEJOR POSICIONADOS.

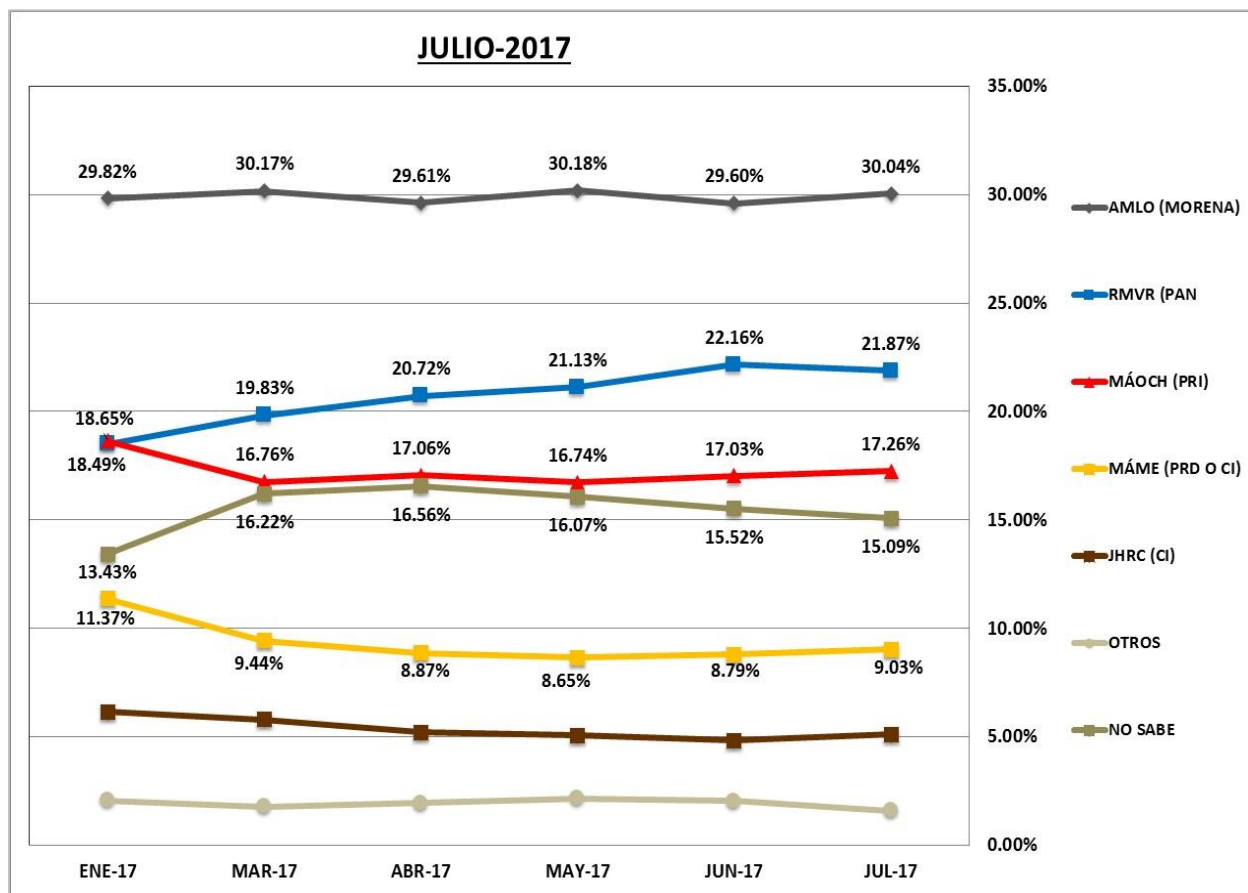
ESCENARIO A

	PRECANDIDATO	MAY-16	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	ANDRÉS MANUEL LÓPEZ OBRADOR (MORENA)	26.35%	27.48%	27.69%	27.51%	27.11%	26.88%	27.23%	28.85%	29.32%	28.56%	29.01%	28.35%	29.02%
	MARGARITA ESTHER ZAVALA GÓMEZ DEL CAMPO (PAN)	22.45%	23.15%	23.43%	24.70%	25.36%	25.71%	25.40%	25.19%	24.60%	24.91%	24.37%	24.06%	24.45%
	MIGUEL ÁNGEL OSORIO CHONG (PRI)	23.61%	21.82%	21.61%	20.72%	20.89%	20.96%	20.32%	17.67%	15.84%	16.27%	15.83%	16.27%	16.04%
	MIGUEL ÁNGEL MANCERA ESPINOSA (PRD O CANDIDATO)	11.26%	10.86%	10.75%	9.91%	9.70%	9.83%	9.26%	10.35%	8.89%	8.41%	8.26%	8.39%	8.76%
	JAIME HELIODORO RODRIGUEZ CALDERÓN "EL BRONCO" (CI)	4.91%	4.76%	4.63%	4.54%	4.60%	4.34%	4.51%	4.22%	4.48%	4.03%	3.94%	3.85%	4.04%
	OTROS	2.01%	2.05%	2.09%	1.88%	1.70%	1.56%	1.70%	1.92%	1.80%	1.92%	2.02%	2.13%	1.90%
	NO SABE / NO CONTESTÓ	9.41%	9.88%	9.80%	10.74%	10.64%	10.72%	11.58%	11.80%	15.07%	15.90%	16.57%	16.95%	15.79%



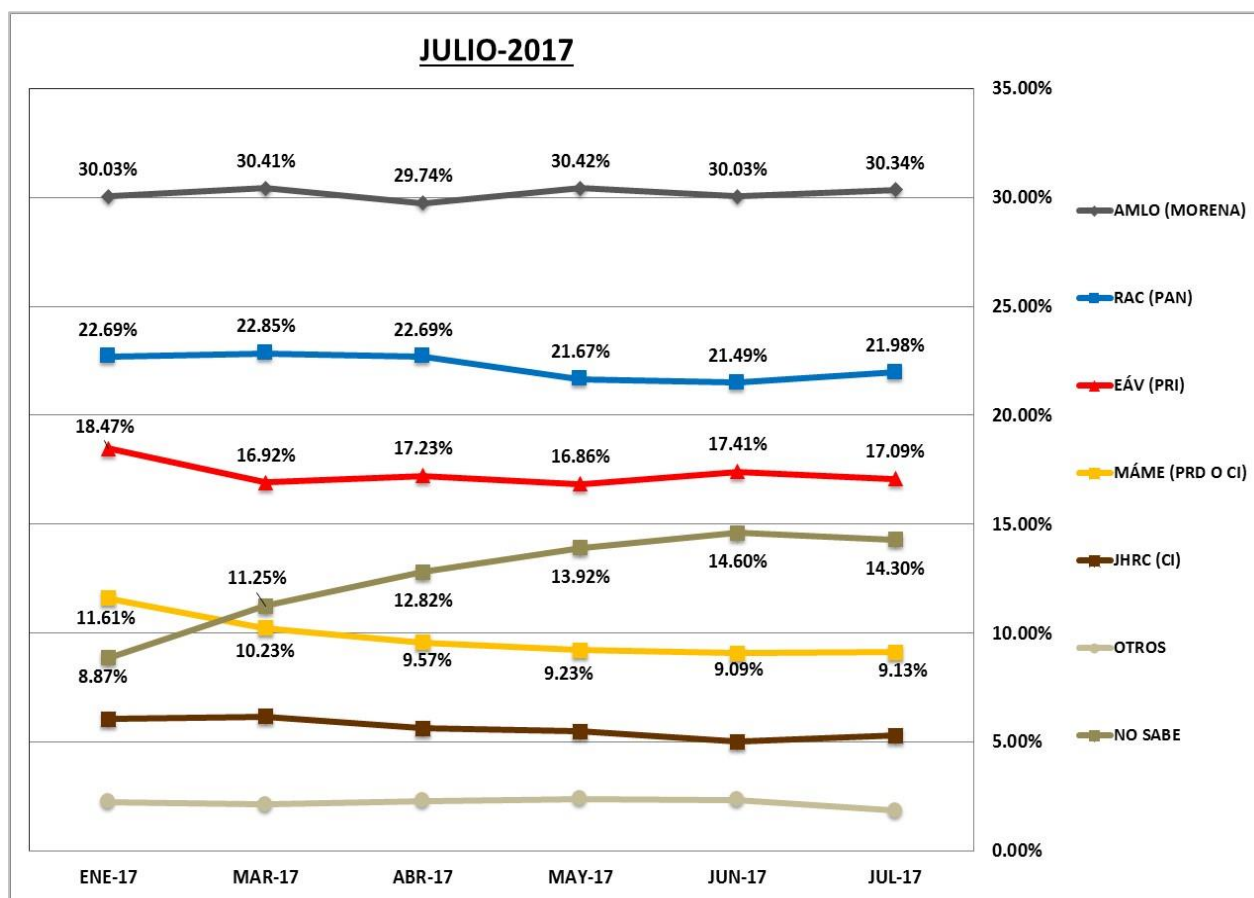
ESCENARIO B

	PRECANDIDATO	MAY-16	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	ANDRÉS MANUEL LÓPEZ OBRADOR (MORENA)	27.61%	28.52%	28.81%	28.65%	28.41%	28.13%	28.57%	29.82%	30.17%	29.61%	30.18%	29.60%	30.04%
	RAFAEL MORENO VALLE ROSAS (PAN)	14.59%	16.43%	16.68%	17.04%	17.45%	17.51%	18.06%	18.49%	19.83%	20.72%	21.13%	22.16%	21.87%
	MIGUEL ÁNGEL OSORIO CHONG (PRI)	23.80%	22.71%	22.90%	21.74%	21.83%	22.03%	21.72%	18.65%	16.76%	17.06%	16.74%	17.03%	17.26%
	MIGUEL ÁNGEL MANCERA ESPINOSA (PRD O)	13.21%	13.48%	13.20%	12.61%	11.96%	11.78%	11.22%	11.37%	9.44%	8.87%	8.65%	8.79%	9.03%
	JAIME HELIODORO RODRIGUEZ CALDERÓN "EL BRONCO" (CI)	7.13%	7.20%	6.91%	6.70%	6.84%	6.51%	6.40%	6.16%	5.80%	5.22%	5.07%	4.84%	5.11%
	OTROS	1.85%	1.94%	2.05%	2.15%	2.08%	2.14%	1.96%	2.08%	1.78%	1.96%	2.16%	2.06%	1.60%
	NO SABE / NO CONTESTÓ	11.81%	9.72%	9.45%	11.11%	11.43%	11.90%	12.07%	13.43%	16.22%	16.56%	16.07%	15.52%	15.09%



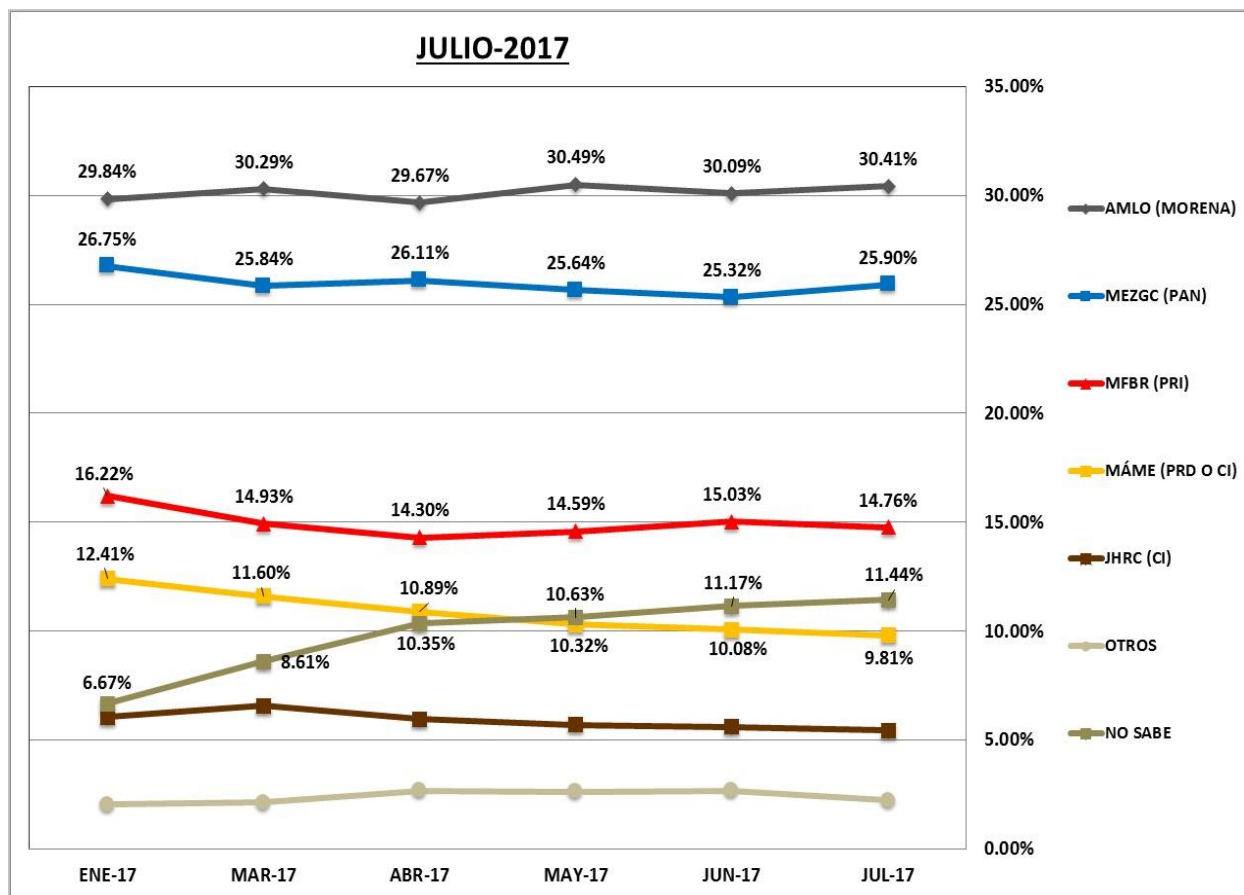
ESCENARIO C

	PRECANDIDATO	MAY-16	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	ANDRÉS MANUEL LÓPEZ OBRADOR (MORENA)	29.57%	29.36%	29.30%	28.97%	28.61%	28.34%	28.77%	30.03%	30.41%	29.74%	30.42%	30.03%	30.34%
	RICARDO ANAYA CORTÉS (PAN)	16.80%	20.45%	21.53%	22.34%	22.56%	22.89%	22.34%	22.69%	22.85%	22.69%	21.67%	21.49%	21.98%
	ERUVIEL ÁVILA VILLEGAS (PRI)	22.39%	22.58%	22.74%	21.83%	21.53%	21.41%	21.10%	18.47%	16.92%	17.23%	16.86%	17.41%	17.09%
	MIGUEL ÁNGEL MANCERA ESPINOSA (PRD O CI)	12.45%	11.90%	11.77%	11.45%	11.69%	11.50%	11.39%	11.61%	10.23%	9.57%	9.23%	9.09%	9.13%
	JAIME HELIODORO RODRIGUEZ CALDERÓN "EL BRONCO" (CI)	7.21%	6.83%	6.60%	6.40%	6.47%	6.19%	6.25%	6.07%	6.19%	5.65%	5.49%	5.02%	5.30%
	OTROS	1.37%	1.52%	1.79%	1.94%	1.82%	2.05%	2.17%	2.26%	2.15%	2.30%	2.41%	2.36%	1.86%
	NO SABE / NO CONTESTÓ	10.21%	7.36%	6.27%	7.07%	7.32%	7.62%	7.98%	8.87%	11.25%	12.82%	13.92%	14.60%	14.30%



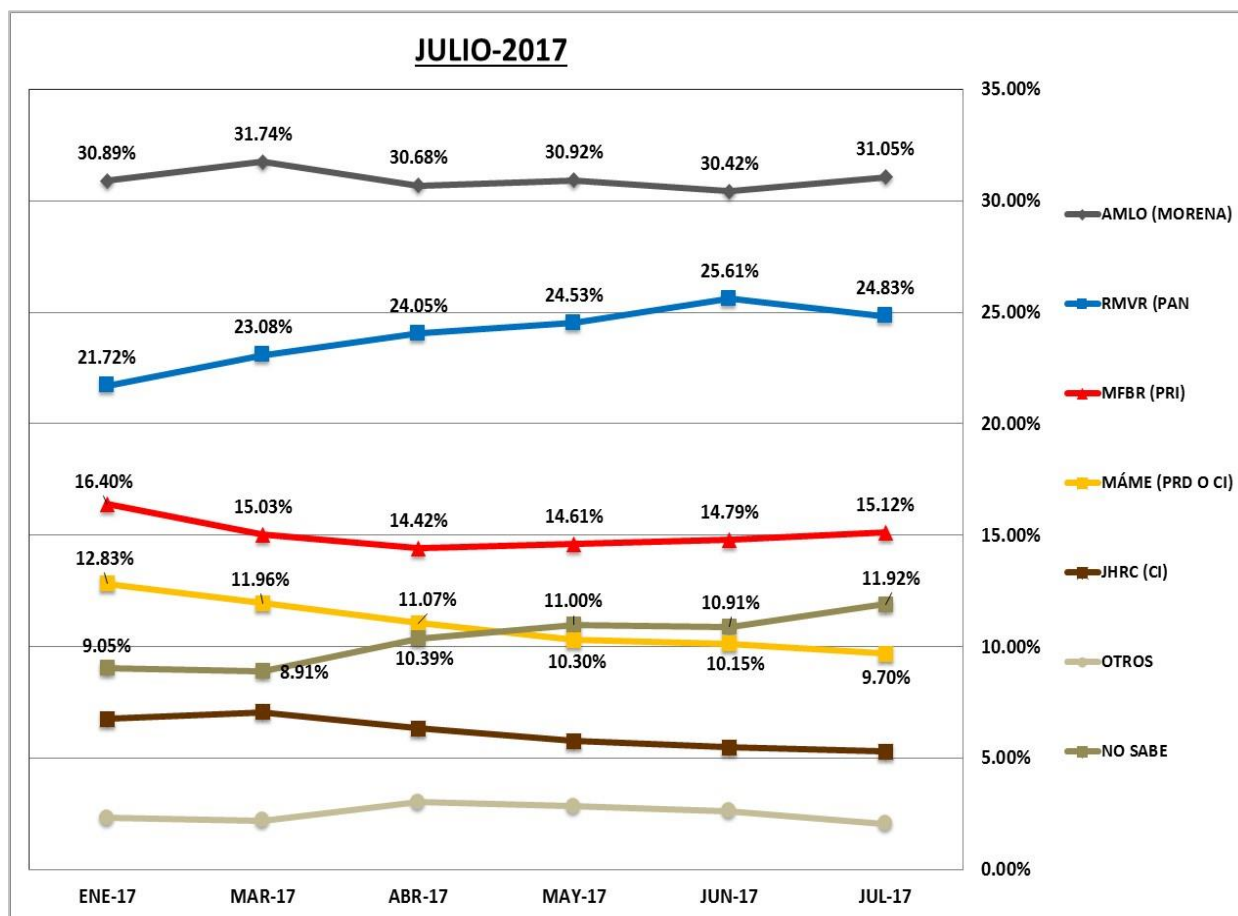
ESCENARIO D

	PRECANDIDATO	MAY-16	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	ANDRÉS MANUEL LÓPEZ OBRADOR (MORENA)	27.39%	28.59%	28.79%	28.41%	28.13%	27.90%	28.56%	29.84%	30.29%	29.67%	30.49%	30.09%	30.41%
	MARGARITA ESTHER ZAVALA GÓMEZ DEL CAMPO (PAN)	25.74%	26.37%	26.54%	26.93%	27.19%	27.45%	27.09%	26.75%	25.84%	26.11%	25.64%	25.32%	25.90%
	MANLIO FABIO BELTRONES RIVERA (PRI)	20.63%	18.96%	18.45%	17.92%	17.66%	17.81%	17.53%	16.22%	14.93%	14.30%	14.59%	15.03%	14.76%
	MIGUEL ÁNGEL MANCERA ESPINOSA (PRD O CI)	11.41%	12.04%	12.26%	11.84%	11.91%	11.83%	12.02%	12.41%	11.60%	10.89%	10.32%	10.08%	9.81%
	JAIME HELIODORO RODRIGUEZ CALDERÓN "EL BRONCO" (CI)	5.66%	6.27%	6.31%	6.07%	6.29%	6.04%	6.21%	6.06%	6.59%	5.98%	5.70%	5.61%	5.45%
	OTROS	1.14%	1.21%	1.40%	1.80%	1.55%	1.78%	1.90%	2.05%	2.14%	2.70%	2.63%	2.70%	2.23%
	NO SABE / NO CONTESTÓ	8.03%	6.56%	6.25%	7.03%	7.27%	7.19%	6.69%	6.67%	8.61%	10.35%	10.63%	11.17%	11.44%



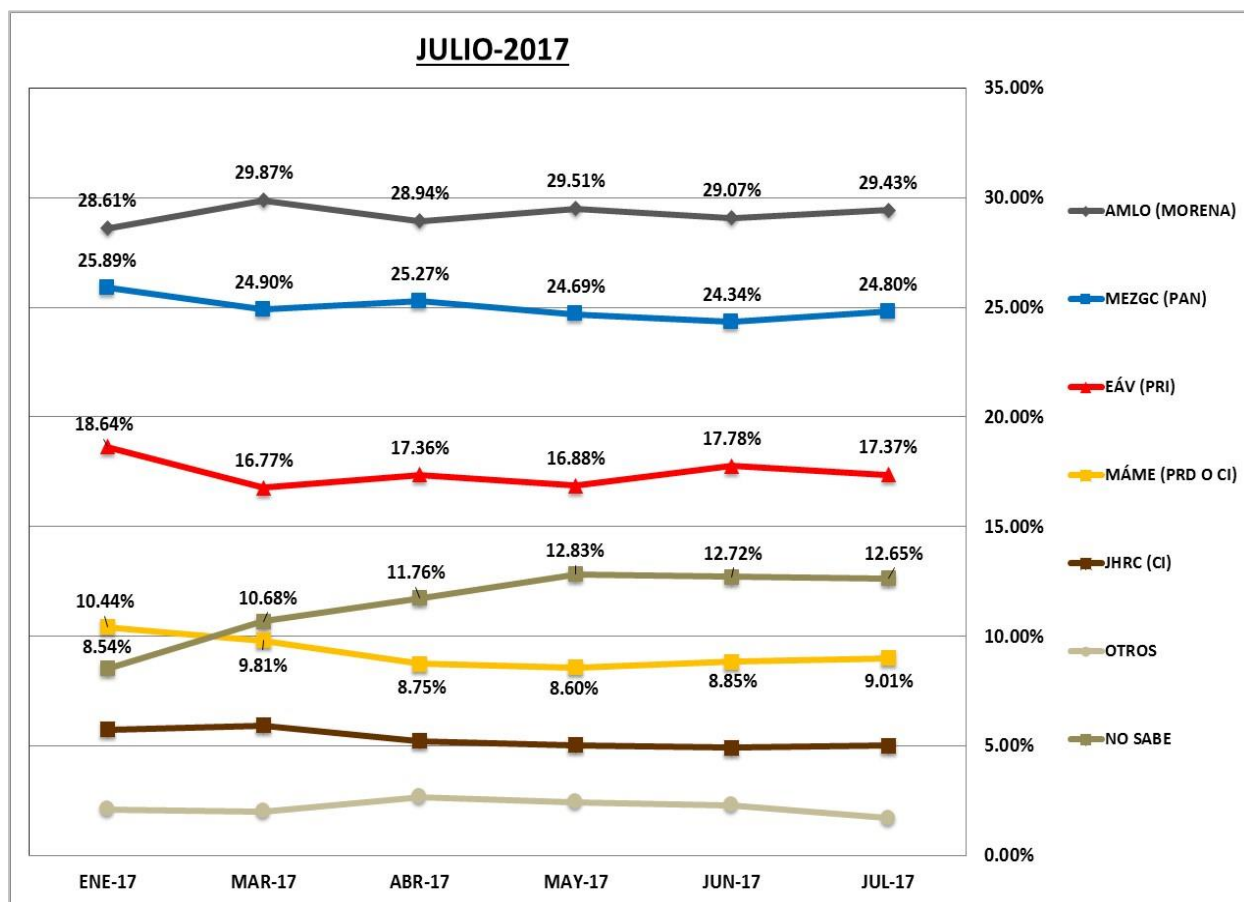
ESCENARIO E

	PRECANDIDATO	MAY-16	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	ANDRÉS MANUEL LÓPEZ OBRADOR (MORENA)	28.83%	30.04%	30.29%	29.82%	29.46%	29.32%	29.71%	30.89%	31.74%	30.68%	30.92%	30.42%	31.05%
	RAFAEL MORENO VALLE ROSAS (PAN)	15.77%	18.49%	18.78%	19.36%	20.30%	20.41%	21.05%	21.72%	23.08%	24.05%	24.53%	25.61%	24.83%
	MANLIO FABIO BELTRONES RIVERA (PRI)	21.94%	20.37%	19.71%	19.50%	19.21%	19.47%	18.86%	16.40%	15.03%	14.42%	14.61%	14.79%	15.12%
	MIGUEL ÁNGEL MANCERA ESPINOSA (PRD O CI)	13.42%	13.23%	13.54%	13.20%	13.05%	12.86%	12.70%	12.83%	11.96%	11.07%	10.30%	10.15%	9.70%
	JAIME HELIODORO RODRIGUEZ CALDERÓN "EL BRONCO" (CI)	7.73%	7.65%	7.70%	7.19%	7.14%	6.98%	7.19%	6.77%	7.07%	6.34%	5.78%	5.49%	5.30%
	OTROS	1.48%	1.26%	1.49%	1.79%	1.87%	1.97%	2.04%	2.34%	2.21%	3.05%	2.86%	2.63%	2.08%
	NO SABE / NO CONTESTÓ	10.83%	8.96%	8.49%	9.14%	8.97%	8.99%	8.45%	9.05%	8.91%	10.39%	11.00%	10.91%	11.92%



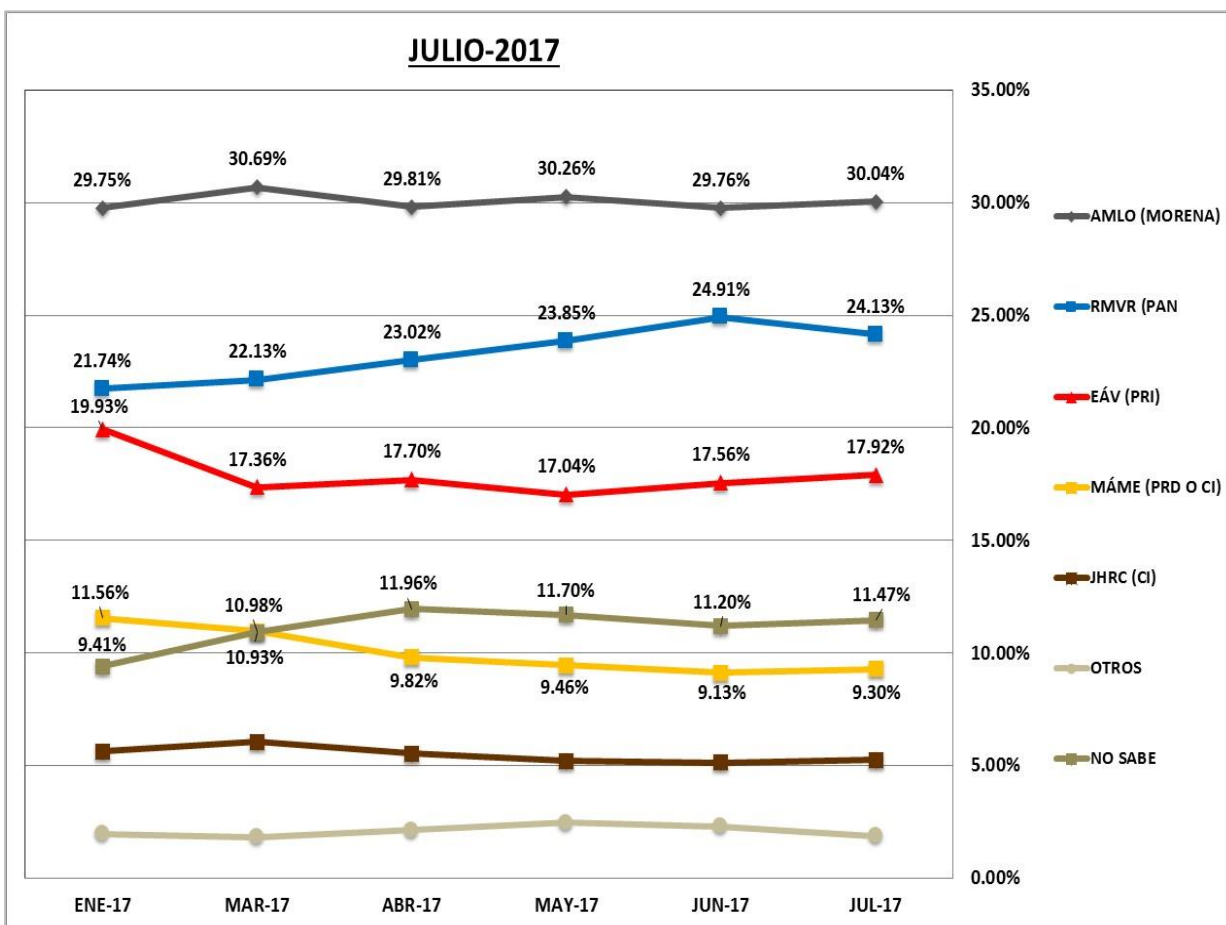
ESCENARIO F

	PRECANDIDATO	MAY-16	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	ANDRÉS MANUEL LÓPEZ OBRADOR (MORENA)	26.71%	27.32%	27.65%	27.40%	27.23%	26.98%	27.30%	28.61%	29.87%	28.94%	29.51%	29.07%	29.43%
	MARGARITA ESTHER ZAVALA GÓMEZ DEL CAMPO (PAN)	25.80%	25.98%	26.11%	26.48%	26.72%	26.93%	26.35%	25.89%	24.90%	25.27%	24.69%	24.34%	24.80%
	ERUVIEL ÁVILA VILLEGAS (PRI)	21.52%	21.31%	21.41%	20.85%	20.70%	20.54%	20.71%	18.64%	16.77%	17.36%	16.88%	17.78%	17.37%
	MIGUEL ÁNGEL MANCERA ESPINOSA (PRD O CI)	10.25%	10.37%	10.48%	10.26%	10.34%	10.41%	10.13%	10.44%	9.81%	8.75%	8.60%	8.85%	9.01%
	JAIME HELIODORO RODRÍGUEZ CALDERÓN "EL BRONCO" (CI)	6.70%	6.39%	6.19%	5.89%	5.95%	5.79%	5.90%	5.75%	5.94%	5.23%	5.04%	4.93%	5.03%
	OTROS	1.69%	1.19%	1.33%	1.64%	1.90%	2.04%	1.85%	2.13%	2.03%	2.69%	2.45%	2.31%	1.71%
	NO SABE / NO CONTESTÓ	7.33%	7.44%	6.83%	7.48%	7.16%	7.31%	7.76%	8.54%	10.68%	11.76%	12.83%	12.72%	12.65%



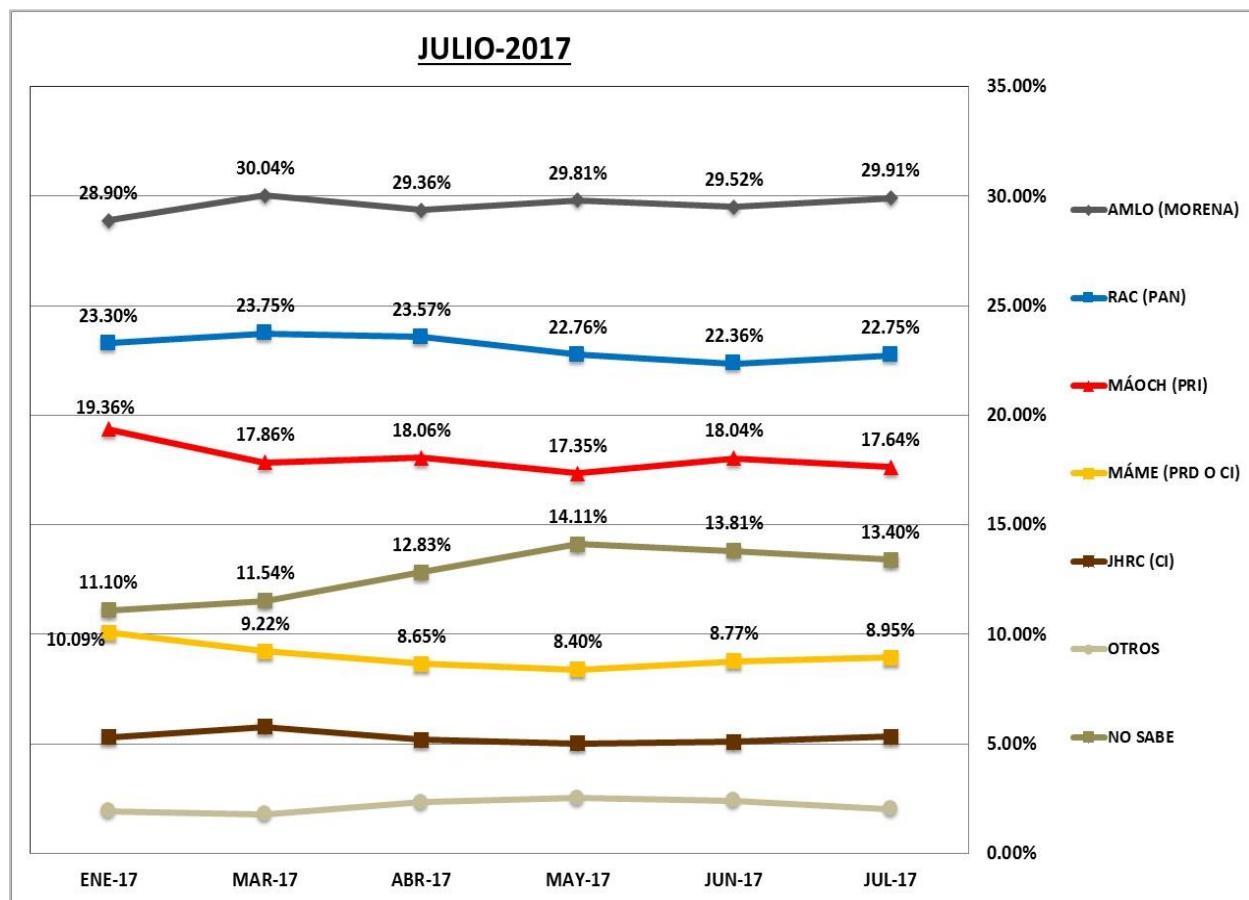
ESCENARIO G

	PRECANDIDATO	MAY-16	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	ANDRÉS MANUEL LÓPEZ OBRADOR (MORENA)	27.81%	28.35%	28.60%	28.39%	28.14%	28.31%	28.82%	29.75%	30.69%	29.81%	30.26%	29.76%	30.04%
	RAFAEL MORENO VALLE ROSAS (PAN)	17.66%	19.81%	20.03%	20.54%	21.03%	20.81%	21.30%	21.74%	22.13%	23.02%	23.85%	24.91%	24.13%
	ERUVIEL ÁVILA VILLEGAS (PRI)	22.30%	22.59%	22.75%	21.58%	21.42%	21.55%	21.46%	19.93%	17.36%	17.70%	17.04%	17.56%	17.92%
	MIGUEL ÁNGEL MANCERA ESPINOSA (PRD O CI)	13.04%	12.68%	12.74%	12.21%	11.98%	11.76%	11.45%	11.56%	10.98%	9.82%	9.46%	9.13%	9.30%
	JAIME HELIODORO RODRÍGUEZ CALDERÓN "EL BRONCO" (CI)	7.41%	7.20%	6.91%	6.35%	6.26%	6.06%	5.94%	5.64%	6.06%	5.54%	5.21%	5.14%	5.25%
	OTROS	1.32%	1.18%	1.26%	1.52%	1.65%	1.73%	1.81%	1.97%	1.85%	2.15%	2.48%	2.30%	1.89%
	NO SABE / NO CONTESTÓ	10.46%	8.19%	7.71%	9.41%	9.52%	9.78%	9.22%	9.41%	10.93%	11.96%	11.70%	11.20%	11.47%



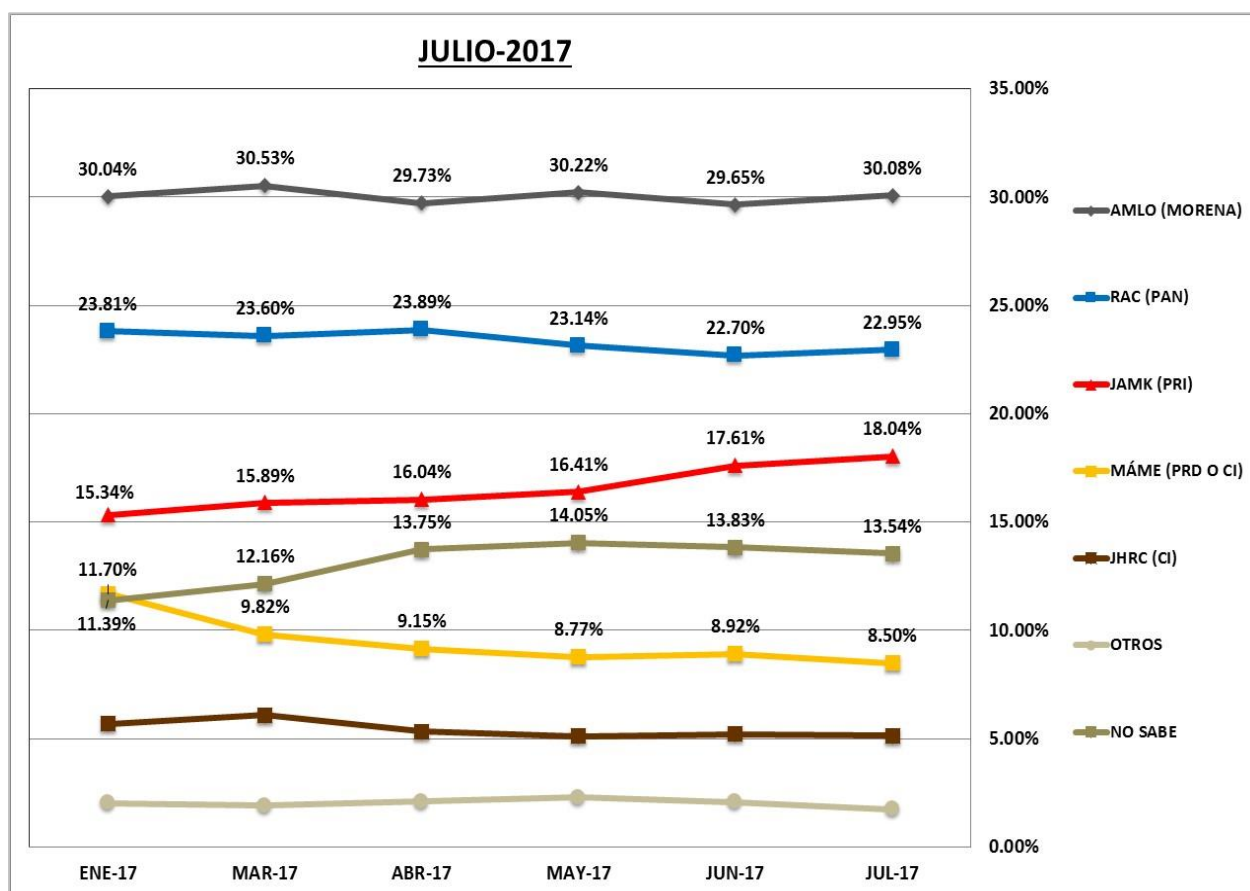
ESCENARIO H

	PRECANDIDATO	JUN-16	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	ANDRÉS MANUEL LÓPEZ OBRADOR (MORENA)	27.83%	28.02%	27.93%	27.50%	27.36%	27.85%	28.90%	30.04%	29.36%	29.81%	29.52%	29.91%
	RICARDO ANAYA CORTÉS (PAN)	20.94%	21.75%	22.06%	22.47%	22.61%	22.41%	23.30%	23.75%	23.57%	22.76%	22.36%	22.75%
	MIGUEL ÁNGEL OSORIO CHONG (PRI)	22.19%	22.43%	21.98%	22.24%	22.39%	22.53%	19.36%	17.86%	18.06%	17.35%	18.04%	17.64%
	MIGUEL ÁNGEL MANCERA ESPINOSA (PRD O CI)	11.03%	10.86%	10.27%	10.06%	10.18%	9.78%	10.09%	9.22%	8.65%	8.40%	8.77%	8.95%
	JAIME HELIODORO RODRIGUEZ CALDERÓN "EL BRONCO" (CI)	5.21%	5.04%	5.19%	5.30%	5.39%	5.16%	5.31%	5.79%	5.19%	5.03%	5.10%	5.32%
	OTROS	1.60%	1.52%	1.60%	1.71%	1.60%	1.80%	1.94%	1.80%	2.34%	2.54%	2.40%	2.03%
	NO SABE / NO CONTESTÓ	11.20%	10.38%	10.97%	10.72%	10.47%	10.47%	11.10%	11.54%	12.83%	14.11%	13.81%	13.40%



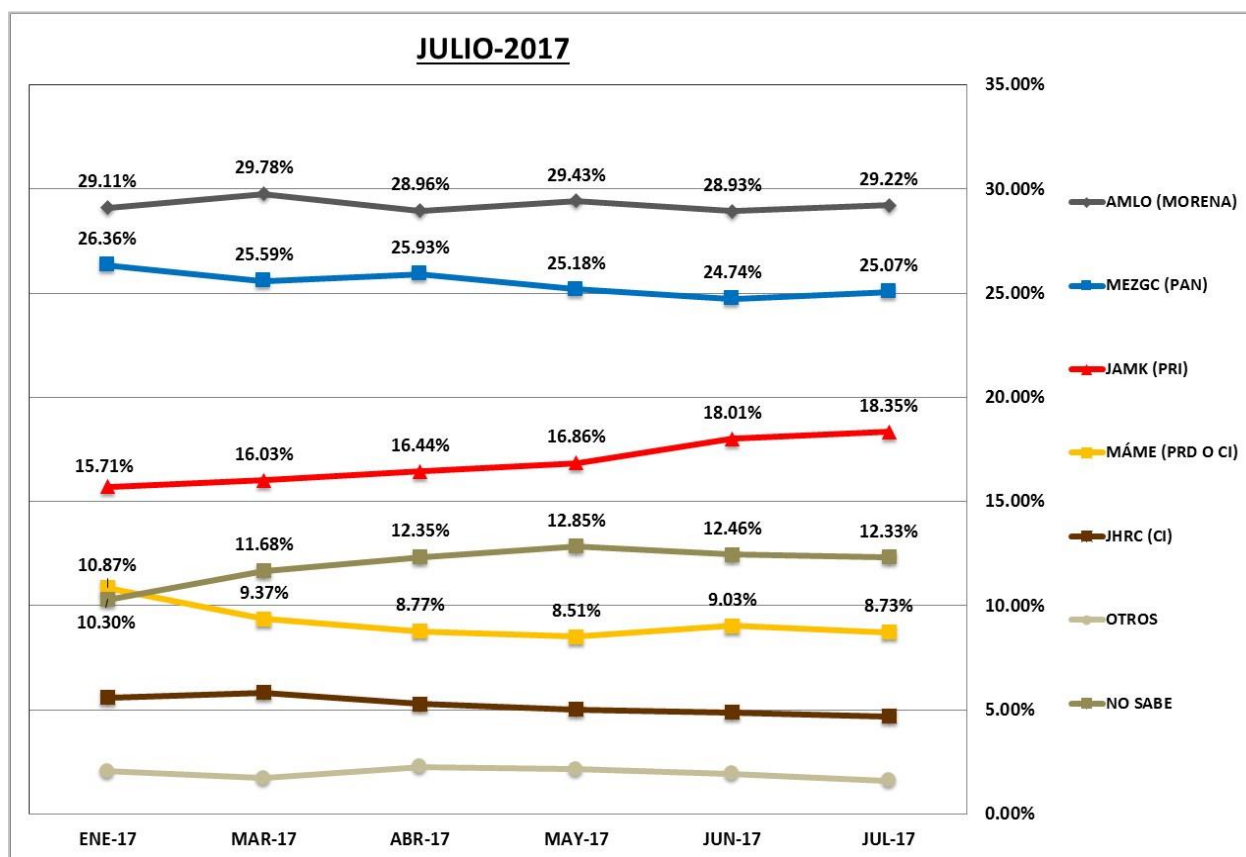
ESCENARIO I

	PRECANDIDATO	JUL-16	SEP-16	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	ANDRÉS MANUEL LÓPEZ OBRADOR (MORENA)	28.31%	28.19%	27.85%	27.66%	28.01%	30.04%	30.53%	29.73%	30.22%	29.65%	30.08%
	RICARDO ANAYA CORTÉS (PAN)	22.74%	23.09%	23.51%	23.83%	23.38%	23.81%	23.60%	23.89%	23.14%	22.70%	22.95%
	JOSÉ ANTONIO MEADE KURIBREÑA (PRI)	19.56%	19.78%	20.12%	19.87%	20.55%	15.34%	15.89%	16.04%	16.41%	17.61%	18.04%
	MIGUEL ÁNGEL MANCERA ESPINOSA (PRD O CI)	12.03%	11.84%	11.61%	11.84%	11.23%	11.70%	9.82%	9.15%	8.77%	8.92%	8.50%
	JAIME HELIODORO RODRIGUEZ CALDERÓN "EL BRONCO" (CI)	5.59%	5.40%	5.53%	5.64%	5.41%	5.69%	6.09%	5.33%	5.11%	5.21%	5.15%
	OTROS	1.45%	1.71%	1.80%	1.72%	1.83%	2.03%	1.91%	2.11%	2.30%	2.08%	1.74%
	NO SABE / NO CONTESTÓ	10.32%	9.99%	9.58%	9.44%	9.59%	11.39%	12.16%	13.75%	14.05%	13.83%	13.54%



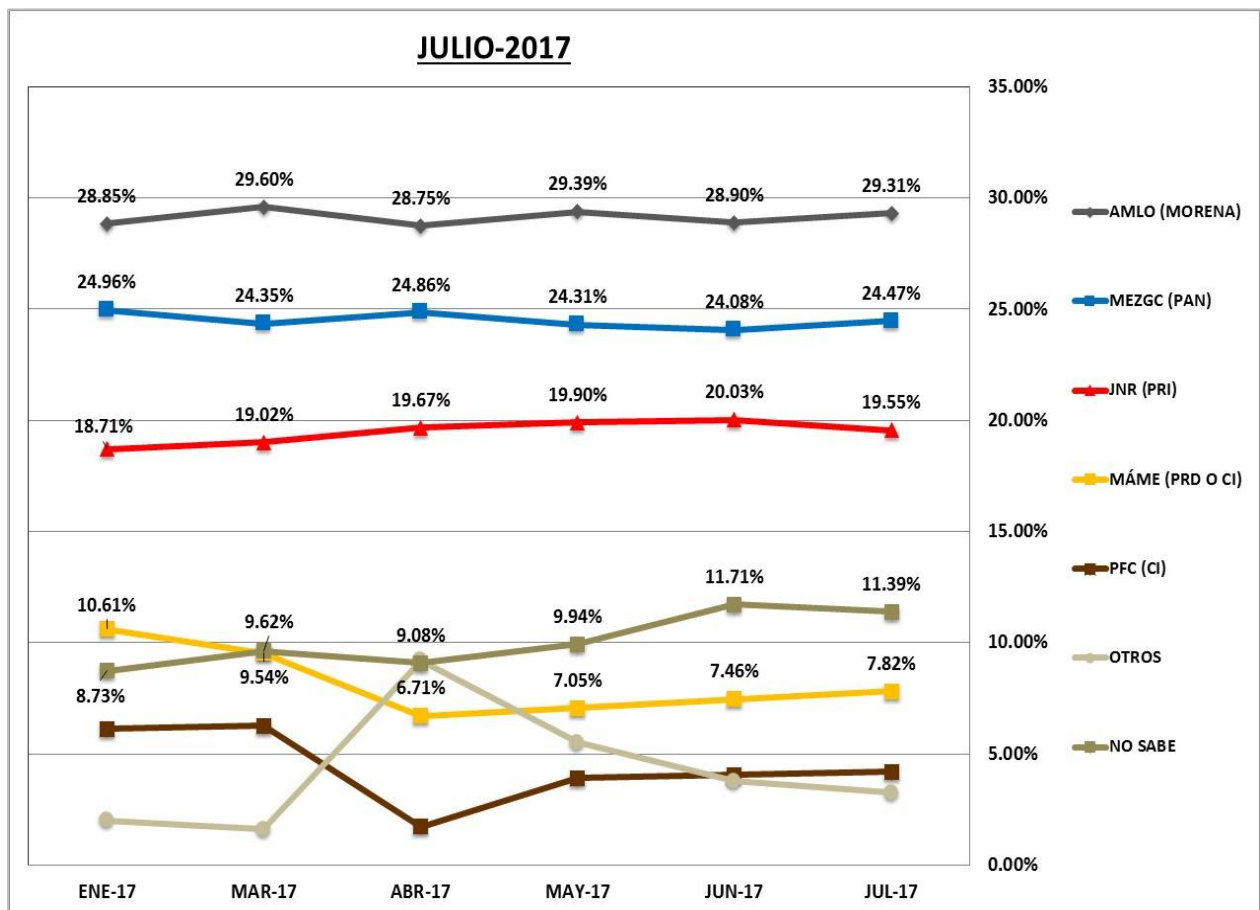
ESCENARIO J

	PRECANDIDATO	OCT-16	NOV-16	DIC-16	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	ANDRÉS MANUEL LÓPEZ OBRADOR (MORENA)	27.70%	27.41%	27.92%	29.11%	29.78%	28.96%	29.43%	28.93%	29.22%
	MARGARITA ESTHER ZAVALA GÓMEZ DEL CAMPO (PAN)	26.84%	27.15%	26.80%	26.36%	25.59%	25.93%	25.18%	24.74%	25.07%
	JOSÉ ANTONIO MEADE KURIBREÑA (PRI)	19.06%	18.74%	19.56%	15.71%	16.03%	16.44%	16.86%	18.01%	18.35%
	MIGUEL ÁNGEL MANCERA ESPINOSA (PRD O CI)	10.70%	10.36%	10.07%	10.87%	9.37%	8.77%	8.51%	9.03%	8.73%
	JAIME HELIODORO RODRIGUEZ CALDERÓN "EL BRONCO" (CI)	5.82%	5.46%	5.31%	5.60%	5.84%	5.29%	5.03%	4.89%	4.69%
	OTROS	1.91%	1.82%	1.96%	2.05%	1.71%	2.26%	2.14%	1.94%	1.61%
	NO SABE / NO CONTESTÓ	7.97%	9.06%	8.38%	10.30%	11.68%	12.35%	12.85%	12.46%	12.33%



ESCENARIO K

	PRECANDIDATO	ENE-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17
	ANDRÉS MANUEL LÓPEZ OBRADOR (MORENA)	28.85%	29.60%	28.75%	29.39%	28.90%	29.31%
	MARGARITA ESTHER ZAVALA GÓMEZ DEL CAMPO (PAN)	24.96%	24.35%	24.86%	24.31%	24.08%	24.47%
	JOSÉ NARRO ROBLES (PRI)	18.71%	19.02%	19.67%	19.90%	20.03%	19.55%
	MIGUEL ÁNGEL MANCERA ESPINOSA (PRD O CI)	10.61%	9.54%	6.71%	7.05%	7.46%	7.82%
	PEDRO FERRIZ DE CON (CI)	6.13%	6.26%	1.73%	3.90%	4.05%	4.20%
	OTROS	2.01%	1.61%	9.20%	5.51%	3.77%	3.26%
	NO SABE / NO CONTESTÓ	8.73%	9.62%	9.08%	9.94%	11.71%	11.39%



ESCENARIO L

	PRECANDIDATO	JUN-17	JUL-17
	ANDRÉS MANUEL LÓPEZ OBRADOR (MORENA)	29.16%	29.45%
	RAFAEL MORENO VALLE ROSAS (PAN)	24.18%	23.80%
	JOSÉ NARRO ROBLES (PRI)	19.21%	18.75%
	SILVANO AUREOLES CONEJO (PRD)	6.60%	6.81%
	ARMANDO RÍOS PITER (CANDIDATO INDEPENDIENTE)	3.23%	3.41%
	OTROS	2.09%	1.84%
	NO SABE / NO CONTESTÓ	15.53%	15.94%

