

PROCESO ELECTORAL 2018

(FASE PREVIA)

DÉCIMA CUARTA ENCUESTA

JEFATURA DE GOBIERNO DE LA CIUDAD DE MÉXICO

SÍNTESIS EJECUTIVA

PLANTEAMIENTO GENERAL Y METODOLOGÍA

Décima Cuarta encuesta para la Jefatura de Gobierno de la Ciudad de México, para la elección del 2018 (Fase Previa).

Fecha del Levantamiento: Del 18 al 20 de Octubre del 2017.

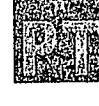
Tamaño de la Muestra: Se hicieron 1,500 entrevistas, en 100 puntos de levantamiento de la Ciudad de México, a personas mayores de edad, utilizándose un muestreo aleatorio simple con base en las secciones electorales.

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

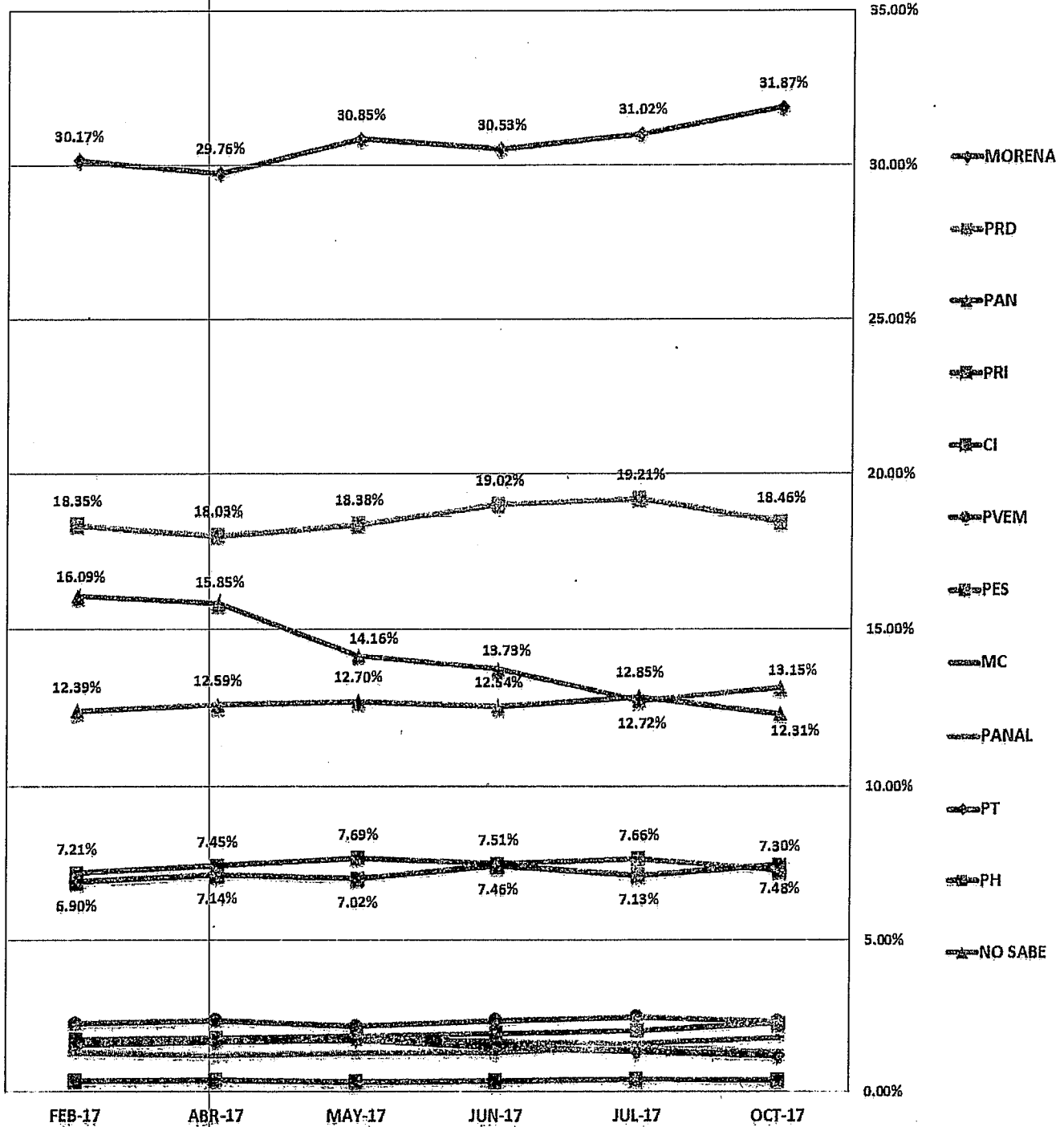
Nivel de Confianza: Se estima que el nivel de confianza en este ejercicio es de alrededor del 95%.

1.-PREFERENCIA POR PARTIDOS

SI EN ESTE MOMENTO FUERA LA ELECCIÓN PARA LA JEFATURA DE GOBIERNO DE LA CIUDAD DE MÉXICO ¿POR CUÁL PARTIDO VOTARÍA USTED?

LOGOS	ENE-16	MAR-16	MAY-16	JUN-16	AGO-16	SEPT-16	NOV-16	DIC-16	FEB-17	ABR-17	MAY-17	JUN-17	JUL-17	OCT-17
	25.74%	24.89%	24.45%	26.67%	26.93%	27.03%	26.75%	27.23%	30.17%	29.76%	30.85%	30.53%	31.02%	31.87%
	18.65%	19.74%	20.21%	20.76%	20.54%	21.08%	21.32%	20.65%	18.35%	18.03%	18.38%	19.02%	19.21%	18.46%
	11.82%	11.63%	11.81%	10.83%	11.02%	11.55%	11.39%	12.08%	12.39%	12.59%	12.70%	12.54%	12.85%	12.31%
	10.36%	10.21%	10.39%	8.65%	8.41%	7.89%	7.67%	7.84%	6.90%	7.14%	7.02%	7.46%	7.13%	7.48%
CANDIDATURA INDEPENDIENTE	7.47%	7.82%	8.04%	8.52%	8.37%	8.24%	8.05%	7.79%	7.21%	7.45%	7.69%	7.51%	7.66%	7.30%
	4.31%	3.98%	3.27%	2.59%	2.46%	2.16%	2.26%	2.41%	2.26%	2.37%	2.17%	2.37%	2.49%	2.34%
	2.19%	2.27%	1.93%	2.74%	2.35%	2.02%	1.91%	1.86%	1.74%	1.80%	1.86%	1.95%	2.04%	2.29%
	2.63%	2.35%	2.18%	2.41%	2.09%	1.71%	1.84%	1.72%	1.63%	1.72%	1.79%	1.68%	1.60%	1.82%
	1.88%	1.66%	1.52%	1.88%	1.78%	1.57%	1.48%	1.37%	1.32%	1.21%	1.31%	1.35%	1.48%	1.35%
	1.56%	1.51%	1.36%	1.00%	0.80%	0.90%	0.96%	1.30%	1.58%	1.68%	1.74%	1.49%	1.37%	1.23%
	1.80%	1.45%	1.01%	0.81%	0.61%	0.54%	0.50%	0.41%	0.36%	0.40%	0.33%	0.37%	0.43%	0.40%
NO SABE / NO CONTESTÓ	11.59%	12.49%	13.83%	13.14%	14.64%	15.31%	15.87%	15.34%	16.09%	15.85%	14.16%	13.73%	12.72%	13.15%

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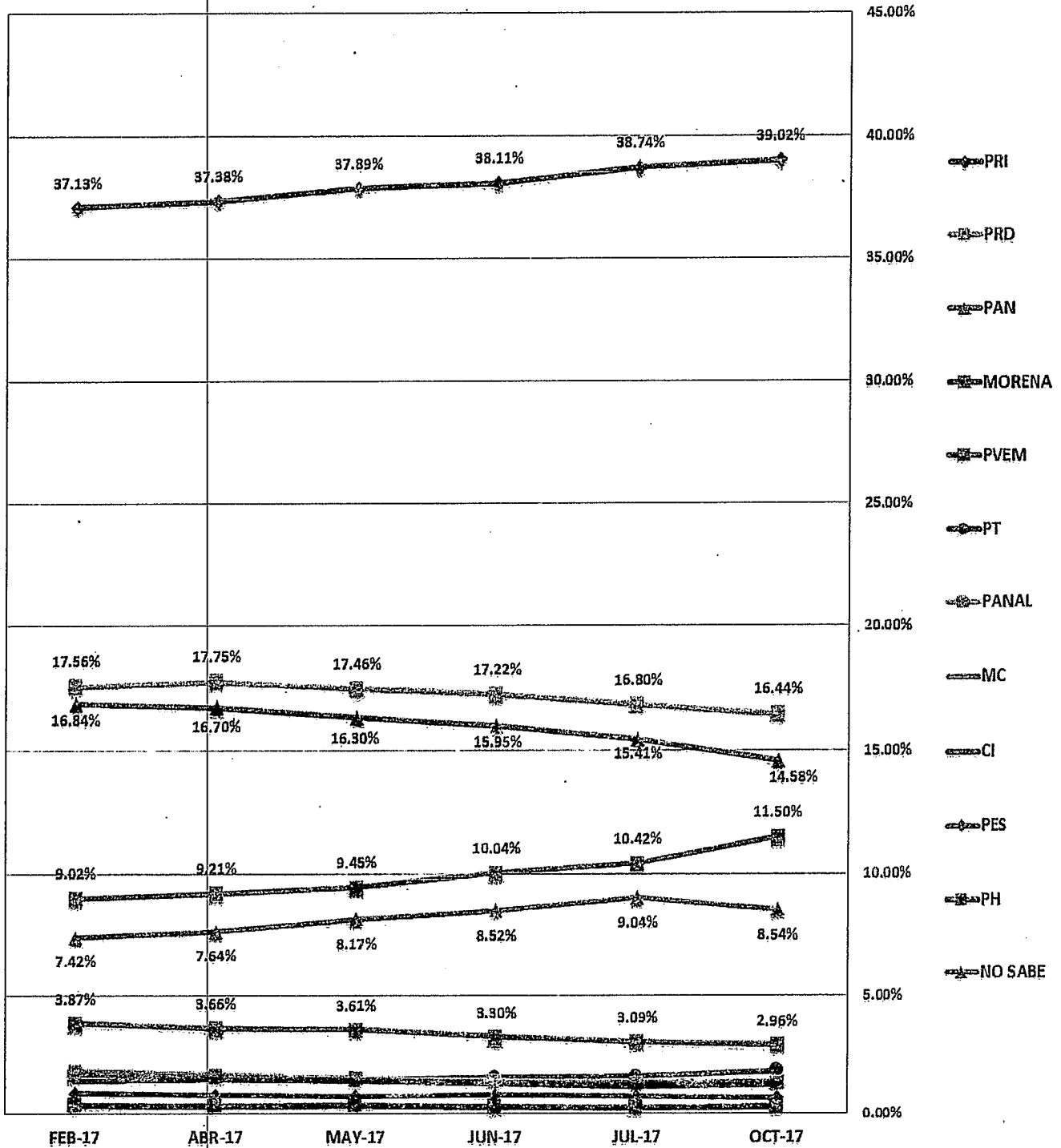


2.- VOTO EN CONTRA

¿POR CUÁL PARTIDO DEFINITIVAMENTE NO VOTARÍA USTED?

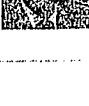
LOGOS	ENE-16	MAR-16	MAY-16	JUN-16	AGO-16	SEPT-16	NOV-16	DIC-16	FEB-17	ABR-17	MAY-17	JUN-17	JUL-17	OCT-17
	29.52%	30.14%	30.44%	32.03%	32.40%	33.81%	34.02%	34.29%	37.13%	37.38%	37.89%	38.11%	38.74%	39.02%
	17.39%	17.60%	17.43%	17.67%	17.50%	17.21%	17.42%	18.02%	17.56%	17.75%	17.46%	17.22%	16.80%	16.44%
	18.40%	18.65%	18.89%	18.35%	18.12%	17.96%	18.05%	17.86%	16.84%	16.70%	16.30%	15.95%	15.41%	14.58%
	6.11%	6.44%	6.57%	7.69%	7.89%	8.04%	8.31%	8.89%	9.02%	9.21%	9.45%	10.04%	10.42%	11.50%
	5.74%	5.61%	5.35%	5.41%	5.30%	5.07%	4.76%	4.23%	3.87%	3.66%	3.61%	3.30%	3.09%	2.96%
	2.42%	2.30%	2.47%	2.55%	2.61%	2.42%	2.31%	2.17%	1.82%	1.65%	1.51%	1.60%	1.65%	1.90%
	2.81%	2.86%	2.91%	2.70%	2.48%	2.36%	2.18%	2.00%	1.87%	1.72%	1.58%	1.47%	1.36%	1.42%
	3.24%	2.93%	2.80%	2.64%	2.36%	2.25%	2.09%	1.87%	1.74%	1.61%	1.46%	1.34%	1.27%	1.38%
CANDIDATURA INDEPENDIENTE	1.21%	1.08%	1.22%	1.30%	1.22%	1.30%	1.25%	1.36%	1.41%	1.50%	1.41%	1.31%	1.20%	1.25%
	1.30%	1.12%	1.18%	1.09%	1.15%	1.05%	0.98%	1.03%	0.92%	0.83%	0.77%	0.83%	0.75%	0.69%
	1.39%	1.26%	1.06%	0.92%	0.74%	0.69%	0.60%	0.53%	0.40%	0.35%	0.39%	0.31%	0.27%	0.32%
NO SABE / NO CONTESTÓ	10.47%	10.01%	9.68%	7.65%	8.23%	7.84%	8.03%	7.75%	7.42%	7.64%	8.17%	8.52%	9.04%	8.54%

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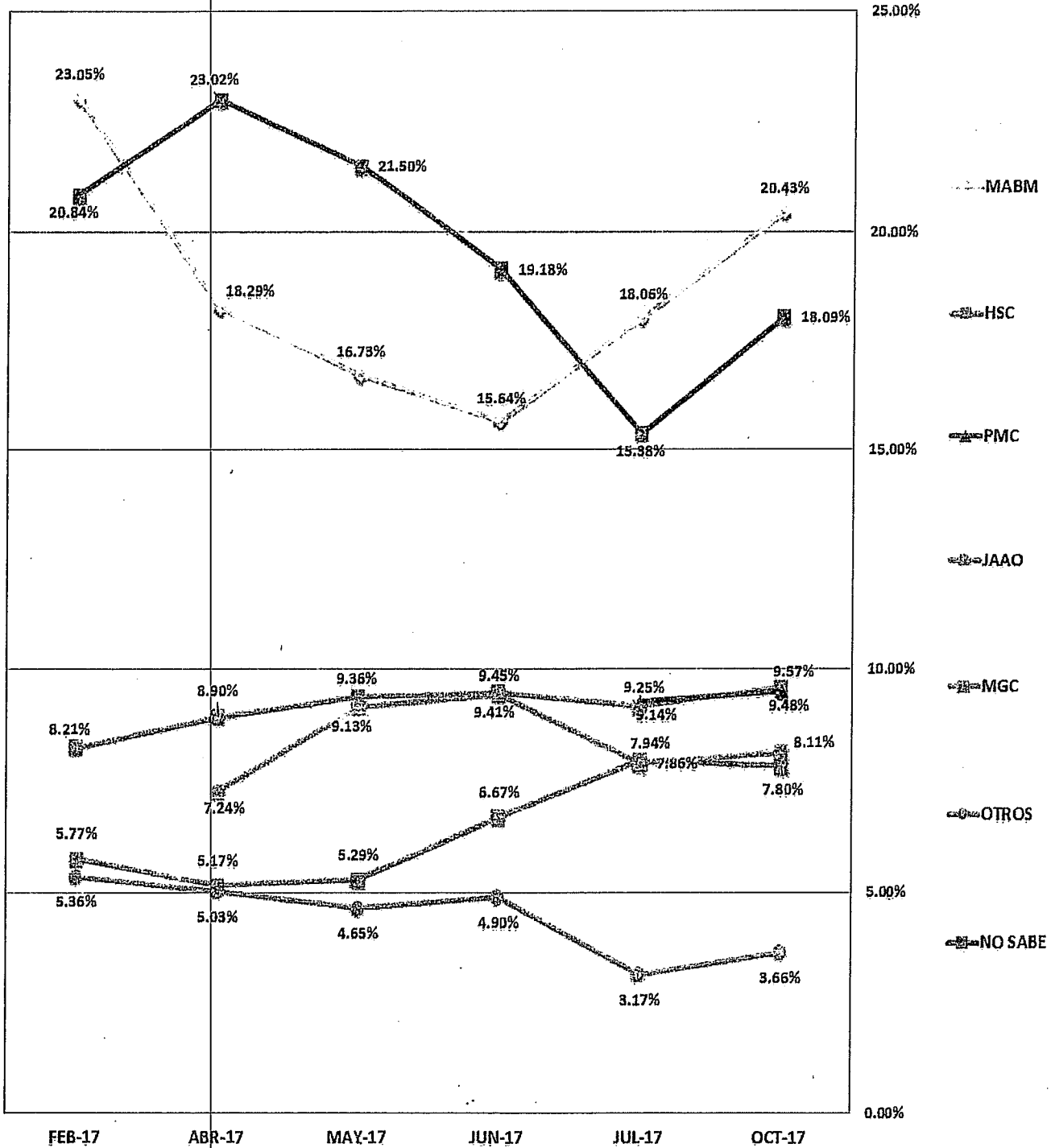


3.- PREFERENCIAS ENTRE MILITANTES O SIMPATIZANTES DEL PARTIDO DE LA REVOLUCIÓN DEMOCRÁTICA.

¿QUIÉN CONSIDERA USTED QUE ES EL MEJOR CANDIDATO DEL PRD PARA LA JEFATURA DE GOBIERNO DE LA CIUDAD DE MÉXICO?

	PRECANDIDATO	ENE-16	MAR-16	MAY-16	JUN-16	AGO-16	SEPT-16	NOV-16	DIC-16	FEB-17	ABR-17	MAY-17	JUN-17	JUL-17	OCT-17
	MARÍA ALEJANDRA BARRALES MAGDALENO	17.22%	18.75%	19.52%	19.84%	20.03%	21.34%	22.09%	22.48%	23.05%	18.29%	16.73%	15.64%	18.06%	20.43%
	HÉCTOR SERRANO CORTÉS	4.67%	3.13%	3.25%	3.60%	4.07%	5.96%	6.96%	7.47%	8.21%	8.90%	9.36%	9.45%	9.14%	9.57%
	PATRICIA MERCADO CASTRO	----	----	----	----	----	----	----	----	----	----	----	----	9.25%	9.48%
	JOSÉ ARMANDO AHUED ORTEGA	----	----	----	----	----	----	----	----	----	7.24%	9.13%	9.41%	7.86%	8.11%
	MANUEL GRANADOS COVARRUBIAS	3.41%	5.49%	6.09%	5.09%	5.15%	5.03%	5.19%	5.30%	5.77%	5.17%	5.29%	6.67%	7.94%	7.80%
	SALOMÓN CHERTORIVSKI WOLDENBERG	5.33%	7.55%	9.03%	9.39%	9.19%	8.86%	8.51%	7.91%	8.72%	9.94%	10.27%	9.86%	8.12%	7.65%
	VÍCTOR HUGO LOBO ROMÁN	3.28%	2.83%	3.04%	3.19%	2.87%	2.95%	3.05%	3.18%	3.25%	3.41%	3.75%	3.98%	3.34%	6.08%
	DIONE ANGUIANO FLORES	8.14%	7.70%	7.84%	8.15%	7.74%	7.61%	7.70%	7.22%	6.93%	6.15%	6.32%	6.51%	5.25%	4.61%
	JOSÉ RAMÓN AMIEVA GÁLVEZ	1.94%	3.09%	4.27%	5.65%	6.01%	7.10%	6.46%	6.21%	5.94%	4.67%	4.80%	4.95%	5.19%	4.52%
	OTROS	4.03%	3.86%	4.20%	5.04%	5.27%	4.98%	5.07%	5.13%	5.36%	5.03%	4.65%	4.90%	3.17%	3.66%
	NO SABE / NO CONTESTÓ	20.82%	23.40%	21.58%	22.75%	22.64%	19.83%	20.10%	21.97%	20.84%	23.02%	21.50%	19.18%	15.38%	18.09%

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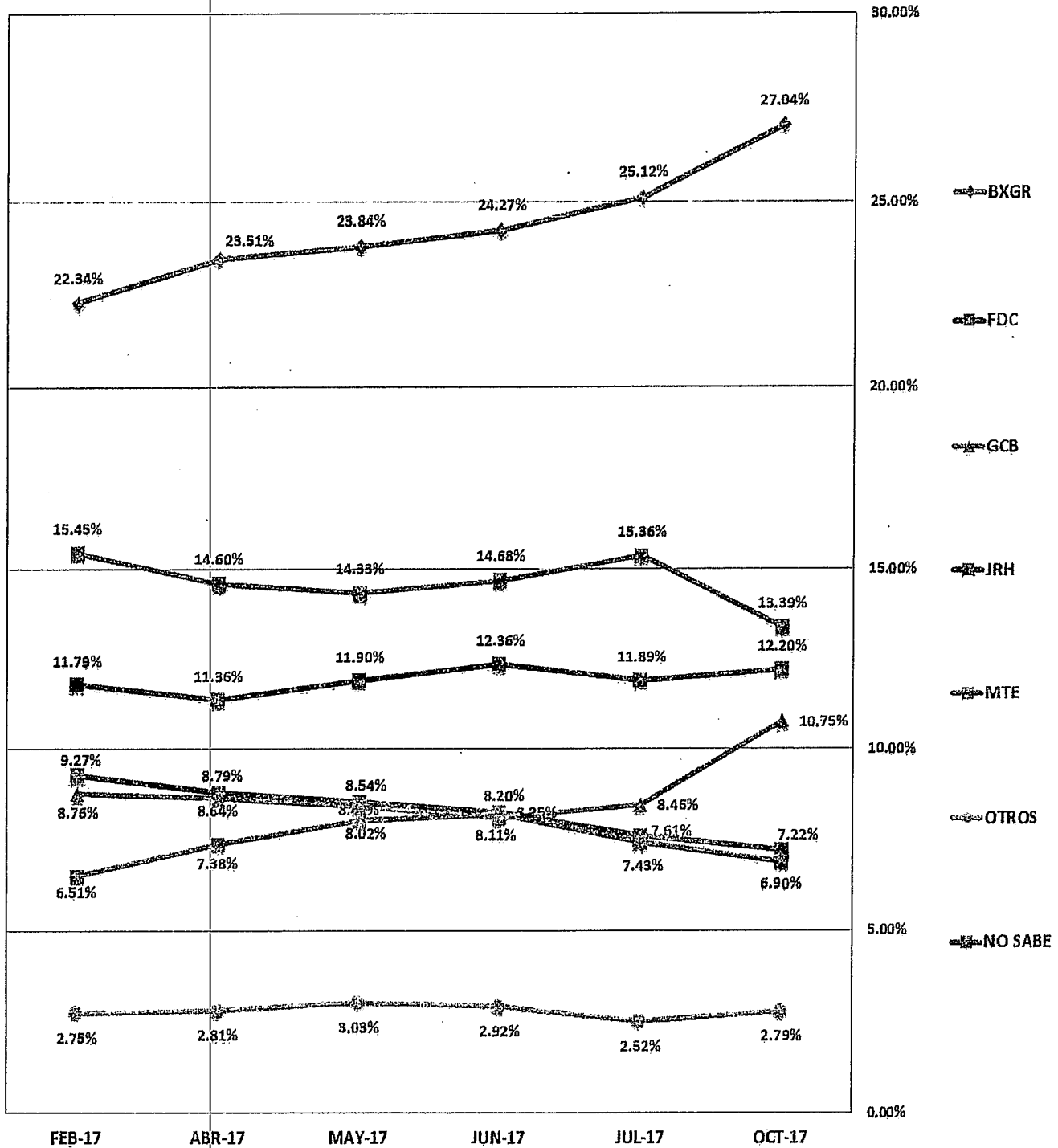


4.- PREFERENCIAS ENTRE MILITANTES O SIMPATIZANTES DEL PARTIDO ACCIÓN NACIONAL.

¿QUIÉN CONSIDERA USTED QUE ES EL MEJOR CANDIDATO DEL PAN PARA LA JEFATURA DE GOBIERNO DE LA CIUDAD DE MÉXICO?

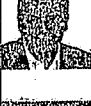
	PRECANDIDATO	ENE-16	MAR-16	MAY-16	JUN-16	AGO-16	SEPT-16	NOV-16	DIC-16	FEB-17	ABR-17	MAY-17	JUN-17	JUL-17	OCT-17
	BERTHA XÓCHITL GÁLVEZ RUIZ	22.95%	20.86%	19.32%	19.65%	19.44%	19.20%	19.81%	21.12%	22.34%	23.51%	23.84%	24.27%	25.12%	27.04%
	FEDERICO DÖRING CASAR	6.47%	7.81%	8.56%	8.78%	9.56%	9.81%	10.35%	11.08%	11.79%	11.36%	11.90%	12.36%	11.89%	12.20%
	GABRIELA CUEVAS BARRÓN	13.82%	11.74%	10.85%	9.47%	9.27%	9.36%	9.04%	8.60%	8.76%	8.64%	8.41%	8.11%	8.46%	10.75%
	JORGE ROMERO HERRERA	8.69%	9.27%	10.07%	10.21%	10.03%	10.39%	10.48%	9.65%	9.27%	8.79%	8.54%	8.25%	7.61%	7.22%
	MAURICIO TABÉ ECHARTEA	4.08%	3.02%	3.08%	3.14%	3.20%	3.29%	3.41%	4.98%	6.51%	7.38%	8.02%	8.20%	7.43%	6.90%
	CHRISTIAN VON ROERICH	10.57%	10.22%	9.76%	9.24%	9.08%	8.76%	8.49%	8.31%	7.41%	7.49%	7.67%	7.94%	7.37%	6.84%
	MARIANA GÓMEZ DEL CAMPO GURZA	5.26%	6.13%	5.74%	5.39%	5.76%	5.41%	5.22%	4.67%	4.31%	4.52%	4.21%	4.40%	6.43%	5.95%
	SANTIAGO CREEL MIRANDA	---	7.43%	8.13%	10.56%	10.78%	10.92%	10.11%	8.78%	7.88%	7.23%	6.60%	5.14%	4.41%	3.89%
	ERNESTO CORDERO ARROYO	---	5.05%	4.49%	4.07%	4.13%	3.80%	3.60%	3.70%	3.53%	3.67%	3.45%	3.73%	3.40%	3.03%
	OTROS	4.56%	2.35%	2.68%	2.81%	2.70%	2.82%	3.06%	2.92%	2.75%	2.81%	3.03%	2.92%	2.52%	2.79%
	NO SABE / NO CONTESTÓ	23.60%	16.12%	17.32%	16.68%	16.05%	16.24%	16.43%	16.19%	15.45%	14.60%	14.33%	14.68%	15.36%	13.39%

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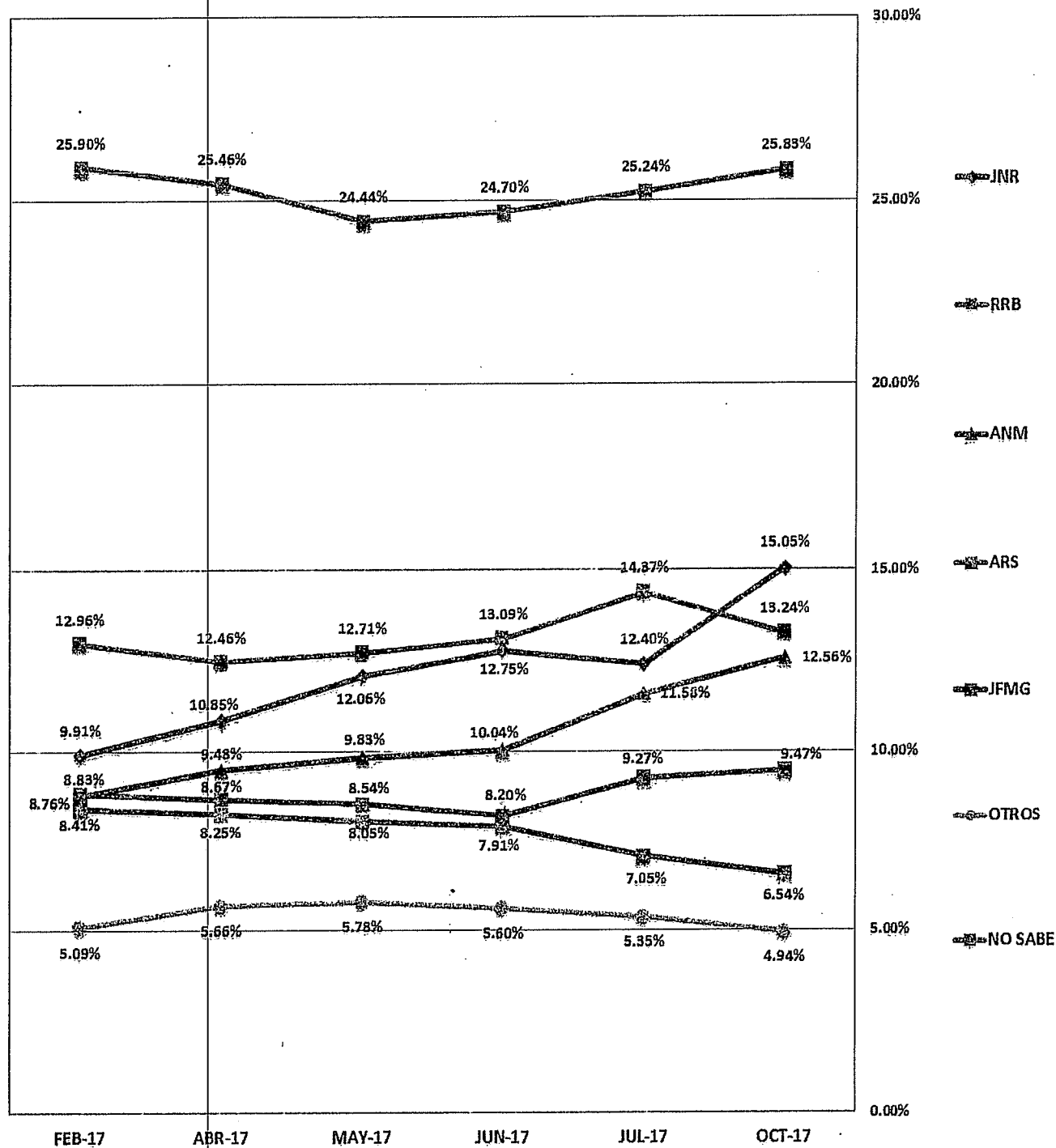


5.- PREFERENCIAS ENTRE MILITANTES O SIMPATIZANTES DEL PARTIDO REVOLUCIONARIO INSTITUCIONAL.

¿QUIÉN CONSIDERA USTED QUE ES EL MEJOR CANDIDATO DEL PRI PARA LA JEFATURA DE GOBIERNO DE LA CIUDAD DE MÉXICO?

	PRECANDIDATO	ENE-16	MAR-16	MAY-16	JUN-16	AGO-16	SEPT-16	NOV-16	DIC-16	FEB-17	ABR-17	MAY-17	JUN-17	JUL-17	OCT-17
	JOSÉ NARRO ROBLES	----	----	----	----	4.38%	6.21%	8.05%	9.26%	9.91%	10.85%	12.06%	12.75%	12.40%	15.05%
	ROSARIO ROBLES BERLANGA	18.69%	17.79%	16.83%	15.24%	15.40%	15.21%	13.95%	13.21%	12.96%	12.46%	12.71%	13.09%	14.37%	13.24%
	AURELIO NUÑO MAYER	9.73%	10.31%	10.67%	9.03%	8.47%	8.19%	7.89%	8.44%	8.76%	9.48%	9.83%	10.04%	11.58%	12.56%
	ADRIAN RUBALCAVA SUÁREZ	12.20%	10.23%	9.62%	8.79%	8.55%	8.76%	9.04%	9.18%	8.83%	8.67%	8.54%	8.20%	9.27%	9.47%
	JOSÉ FERNANDO MERCADO GUAIDA	3.12%	5.72%	7.59%	8.56%	8.39%	8.44%	8.64%	8.80%	8.41%	8.25%	8.05%	7.91%	7.05%	6.54%
	CUAUHTÉMOC GUTIÉRREZ DE LA TORRE	3.03%	3.14%	3.96%	3.70%	3.51%	3.41%	3.49%	4.13%	4.45%	4.58%	4.76%	4.60%	3.77%	3.40%
	MIGUEL ÁNGEL SALAZAR MARTÍNEZ	4.46%	4.70%	5.01%	5.22%	4.86%	4.73%	4.91%	5.05%	4.87%	4.63%	4.39%	4.20%	3.50%	3.27%
	JORGE ALVARADO GALICIA	1.89%	2.01%	2.33%	2.74%	2.69%	2.85%	2.95%	3.01%	3.25%	3.30%	3.13%	2.98%	2.75%	2.90%
	ROBERTO CAMPA CIFRIÁN	----	4.34%	5.17%	6.03%	6.32%	6.58%	6.13%	5.17%	4.51%	3.92%	4.04%	4.14%	3.24%	2.80%
	OTROS	4.70%	4.18%	4.54%	5.19%	4.26%	4.70%	5.11%	4.93%	5.09%	5.66%	5.78%	5.60%	5.35%	4.94%
	NO SÁBE / NO CONTESTÓ	29.53%	26.70%	22.84%	26.40%	25.40%	23.88%	24.50%	24.80%	25.90%	25.46%	24.44%	24.70%	25.24%	25.83%

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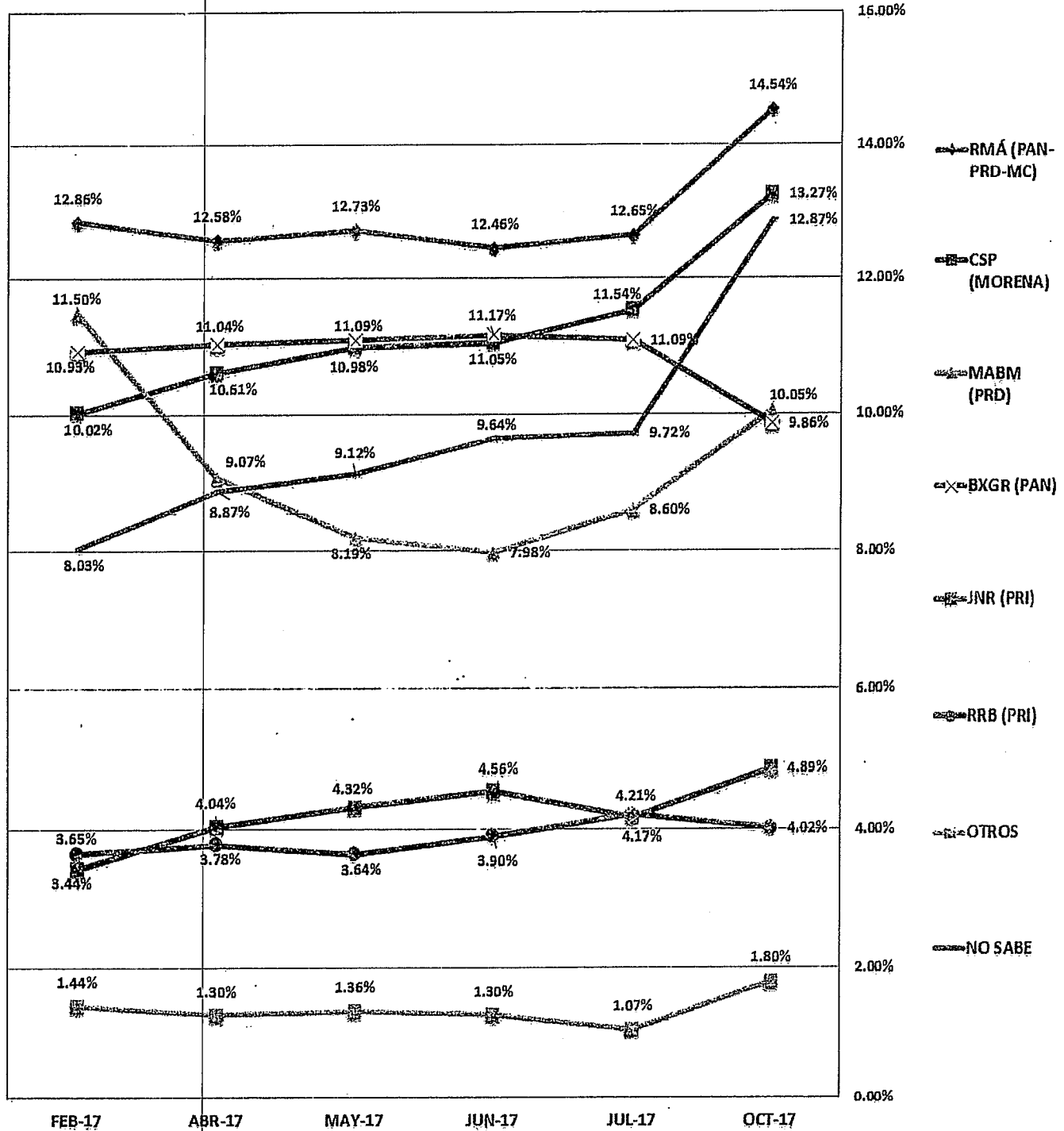


6.- PREFERENCIAS A POBLACIÓN ABIERTA.

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

	PRECANDIDATO	ENE-16	MAR-16	MAY-16	JUN-16	AGO-16	SEPT-16	OCT-16	NOV-16	DIC-16	ENE-17	FEB-17	MAR-17	ABR-17	MAY-17	JUN-17	JUL-17	AGO-17
	RICARDO MONREAL ÁVILA (PAN-PRD-MC)	16.42%	15.91%	15.28%	15.49%	15.21%	14.97%	13.42%	13.08%	12.86%	12.58%	12.73%	12.46%	12.65%	14.54%			
	CLAUDIA SHEINBAUM PARDO (MORENA)	6.31%	7.39%	8.54%	8.81%	8.95%	9.23%	9.87%	9.43%	10.02%	10.61%	10.98%	11.05%	11.54%	13.27%			
	MARÍA ALEJANDRA BARRALES MAGDALENO (PRD)	12.30%	12.45%	11.84%	11.35%	11.74%	11.86%	12.02%	12.24%	11.50%	9.07%	8.19%	7.98%	8.60%	10.05%			
	BERTILA XÓCHITL GÁLVEZ RUIZ (PAN)	10.87%	10.30%	10.09%	9.84%	9.70%	9.81%	10.05%	10.61%	10.93%	11.04%	11.09%	11.17%	11.09%	9.86%			
	JOSÉ NARDO ROBLES (PRI)	---	---	---	---	---	---	2.48%	3.09%	3.44%	4.04%	4.32%	4.56%	4.17%	4.89%			
	ROSARIO ROBLES BERLANGA (PRI)	4.13%	4.34%	4.80%	4.29%	4.36%	4.18%	3.96%	3.85%	3.65%	3.78%	3.64%	3.90%	4.21%	4.02%			
	SALOMÓN CHENTORIVSKI WOLDENBERG (PRD)	4.60%	5.41%	5.77%	5.47%	5.23%	5.07%	4.57%	4.32%	4.06%	4.34%	4.71%	4.90%	4.06%	3.95%			
	HÉCTOR SERRANO CORTÉS (PRD)	---	---	---	---	---	---	1.61%	2.08%	2.35%	2.61%	2.78%	2.84%	2.98%	3.37%			
	AURELIO NUÑO MAYER (PRI)	3.06%	3.41%	3.29%	3.11%	2.61%	2.41%	2.30%	2.50%	2.64%	2.79%	2.65%	2.74%	2.87%	3.21%			
	JOSÉ ARMANDO AHUED ORTEGA (PRD)	---	---	---	---	---	---	---	---	---	2.41%	3.31%	3.53%	2.81%	3.08%			
	PATRICIA MERCADO CASTRO (PRD)	7.59%	6.82%	6.26%	5.72%	5.65%	5.34%	4.89%	4.41%	4.15%	3.57%	3.07%	2.92%	3.29%	3.03%			
	MANUEL GRANADOS COVARRUBIAS (PRD)	---	2.03%	2.34%	2.04%	1.74%	1.80%	1.87%	1.97%	2.10%	1.80%	1.85%	2.04%	2.16%	2.45%			
	GABRIELA CUEVAS BARRÓN (PAN)	2.68%	2.77%	2.51%	2.09%	1.90%	1.76%	1.49%	1.35%	1.71%	1.65%	1.70%	1.39%	1.71%	2.38%			
	FEDERICO DÖRING CASAR (PAN)	---	---	---	---	0.90%	0.95%	1.13%	1.55%	1.98%	2.03%	2.13%	2.30%	2.04%	2.09%			
	VÍCTOR HUGO LOBO ROMÁN (PRD)	---	---	---	---	---	---	---	---	---	---	---	---	---	2.04%			
	ADRIÁN RUBALCAVA SUÁREZ (PRI)	1.95%	2.13%	2.08%	1.89%	1.85%	1.94%	1.82%	1.90%	1.85%	1.77%	1.81%	1.72%	1.60%	1.73%			
	JORGE ROMERO HERRERA (PAN)	1.45%	1.58%	1.73%	1.80%	1.98%	2.05%	2.15%	2.03%	1.77%	1.73%	1.60%	1.35%	1.22%	1.37%			
	OTROS	1.35%	1.57%	1.45%	1.30%	1.46%	1.22%	1.40%	1.22%	1.44%	1.30%	1.36%	1.30%	1.07%	1.80%			
	NO SABE / NO CONTESTÓ	8.55%	8.90%	10.35%	10.67%	10.16%	9.48%	9.14%	8.79%	8.03%	8.87%	9.12%	9.64%	9.72%	12.87%			

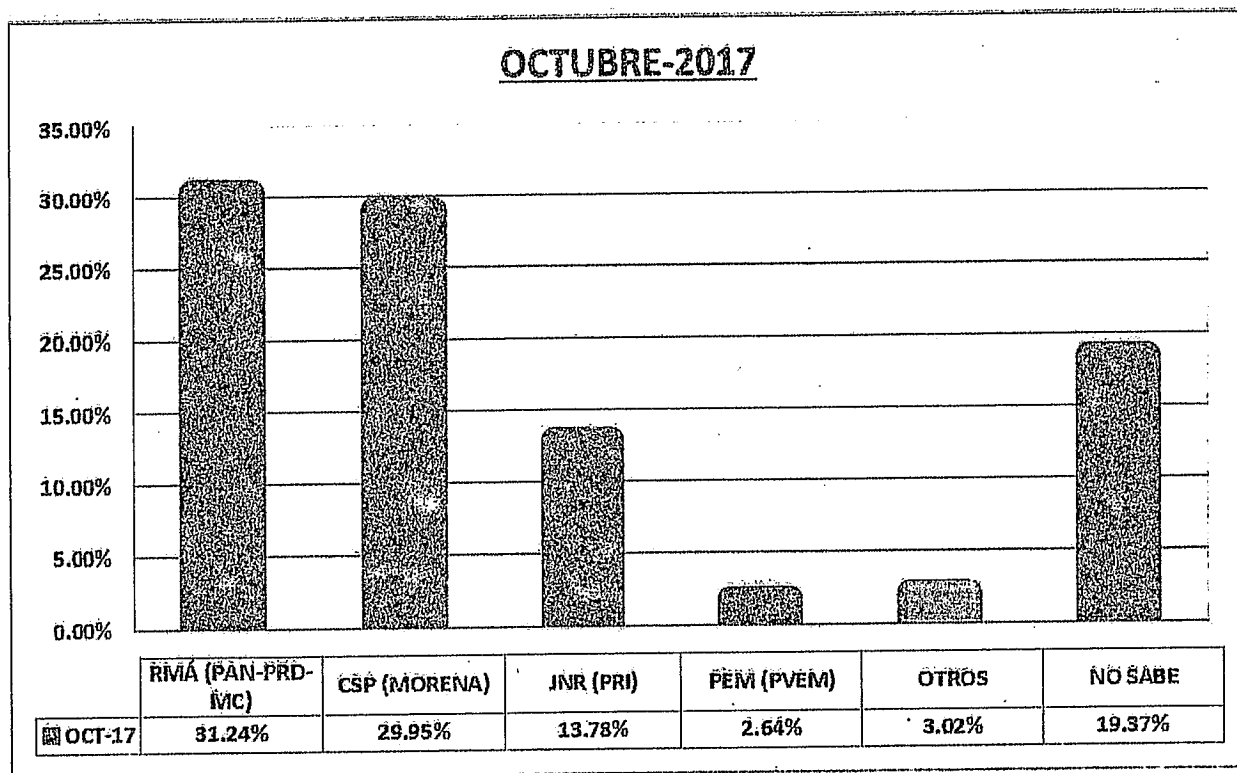
OCTUBRE-2017



7.- CRUCES DE INTENCIÓN DE VOTO ENTRE LOS PROSPECTOS MEJOR POSICIONADOS.

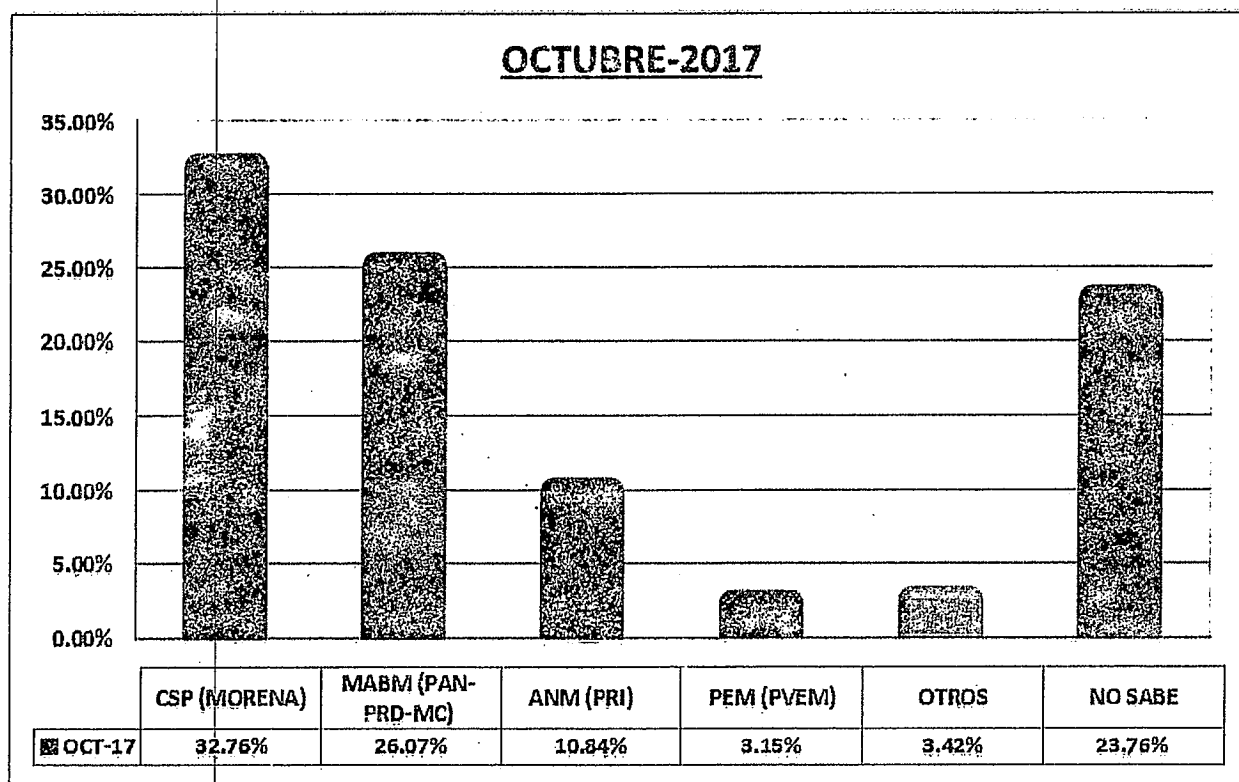
ESCENARIO A)

	PRECANDIDATO	OCTUBRE-17
	RICARDO MONREAL ÁVILA (PAN-PRD-IMC)	31.24%
	CLAUDIA SHEINBAUM PARDO (MORENA)	29.95%
	JOSÉ NARRO ROBLES (PRI)	13.78%
	PABLO ESCUDERO MORALES (PVEM)	2.64%
	OTROS	3.02%
	NO SABE / NO CONTESTÓ	19.37%



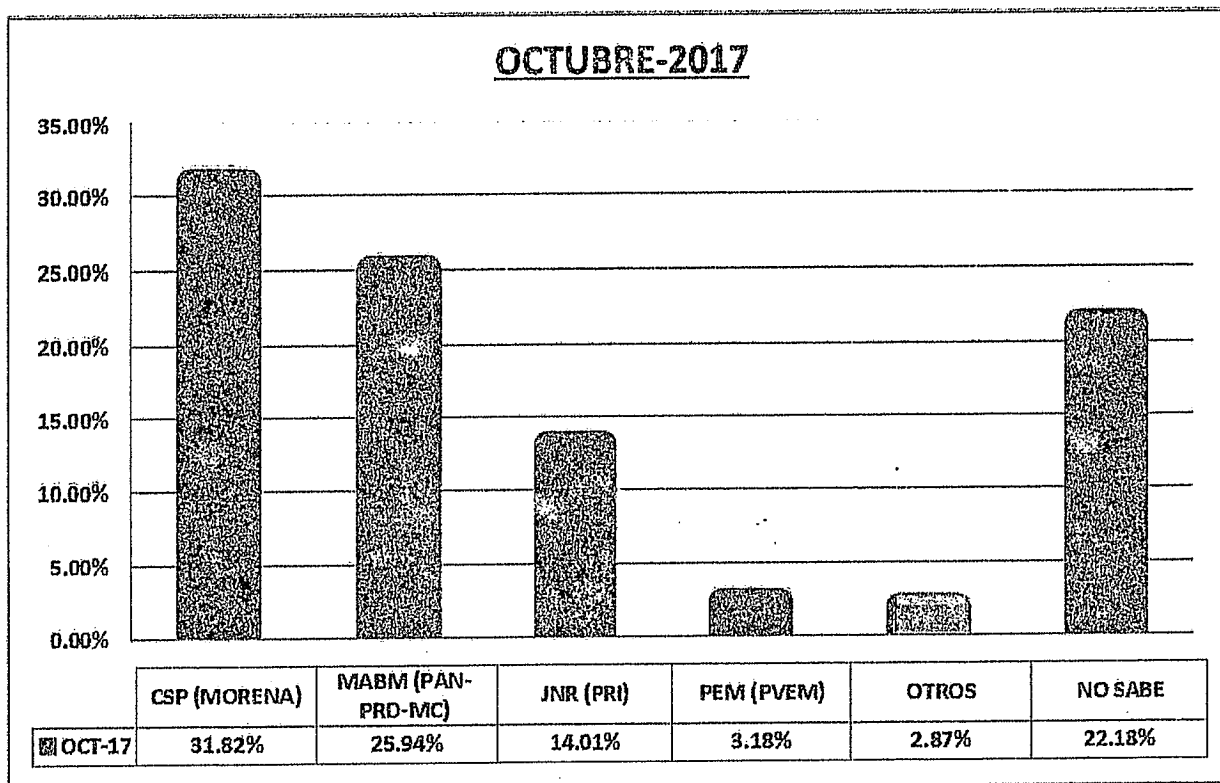
ESCENARIO B)

PRECANDIDATO		OCTUBRE-17
	CLAUDIA SHEINBAUM PARDO (MORENA)	32.76%
	MARÍA ALEJANDRA BARRALES MAGDALENO (PAN-PRD-MC)	26.07%
	AURELIO NUÑO MAYER (PRI)	10.84%
	PABLO ESCUDERO MORALES (PVEM)	3.15%
	OTROS	3.42%
	NO SABE / NO CONTESTÓ	23.76%



ESCENARIO C)

	PRECANDIDATO	OCTUBRE 17
	CLAUDIA SHEINBAUM PARDO (MORENA)	31.82%
	MARÍA ALEJANDRA BARRALES MAGDALENO (PAN-PRD-MC)	25.94%
	JOSÉ NARRO ROBLES (PRI)	14.01%
	PABLO ESCUDERO MORALES (PVEM)	3.18%
	OTROS	2.87%
	NO SABE / NO CONTESTÓ	22.18%



ESCENARIO D)

PRECANDIDATOS		OCTUBRE-17
	RICARDO MONREAL ÁVILA (PAN-PRD-MC)	32.67%
	CLAUDIA SHEINBAUM PARDO (MORENA)	31.13%
	AURELIO NUÑO MAYER (PRI)	11.20%
	PABLO ESCUDERO MORALES (PVEM)	3.24%
	OTROS	3.05%
	NO SABE / NO CONTESTÓ	18.71%

