National Survey

Report

February, 2018
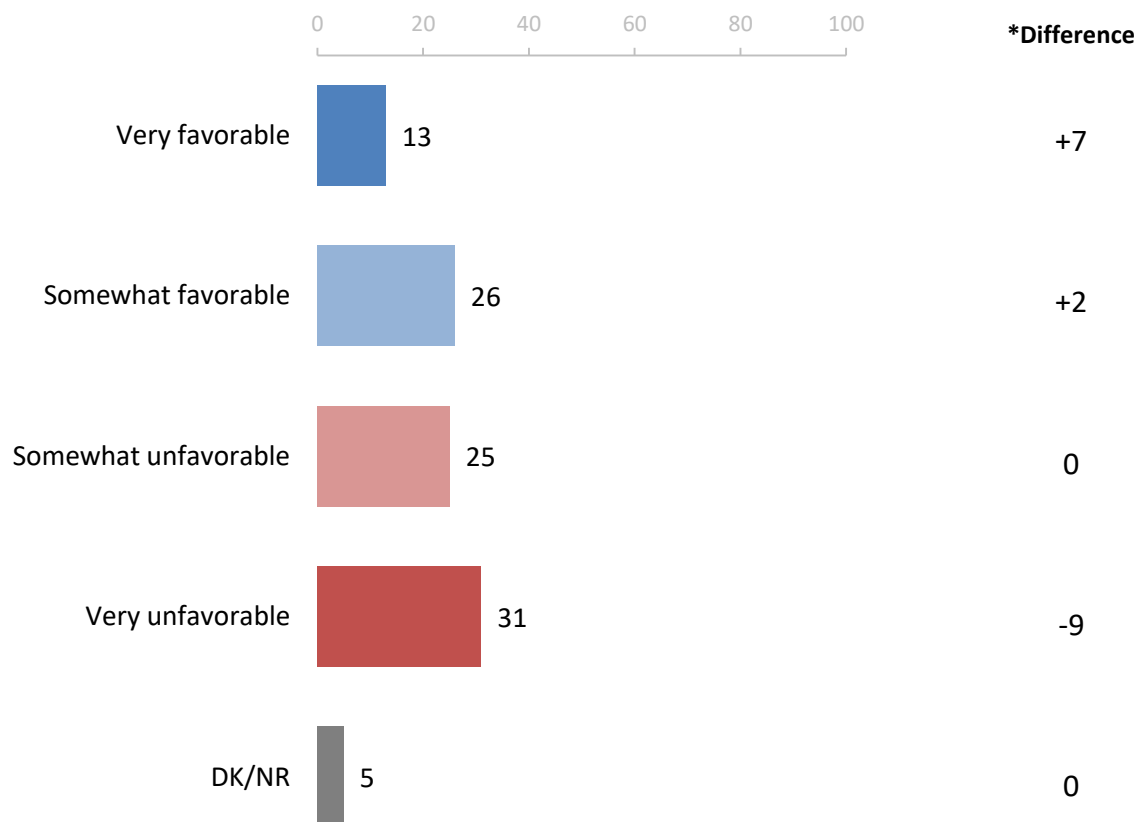
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Methodology

Target population	Mexican adults enrolled as voters, 18 years of age or older, who reside in housing units within the national territory.
Interviewing mode	Face-to-face interviews with structured questionnaires administered by trained interviewers through personal electronic devices (tablet).
Geographical scope	Results are representative at the national level.
Sampling frame	The sampling frame is composed of the following: •Listing of electoral sections *(INE)*. •Listing of voters *(Lista Nominal, INE)* •Listing of blocks *(Catálogo de manzanas (INE)*. •Blueprints for each indiviudal electoral section *(INE (Urbano, Mixto y Rural)*.
Sampling design	In order to achieve a representative sample, Buendía & Laredo used a multistage area probability sample design. At the first stage, each PSU in the sampling frame is assigned to a non-overlapping sample stratum. 100 electoral sections were selected conducting a systematic sampling with probability proportional to its size (PPS). At the second stage, within each sampled PSU, two blocks are selected through a systematic sampling method with probability proportional to size from the Catálogo de Manzanas (INE). At the third stage, 5 housing units per block were selected using a systematic method by means of a spiral method and clockwise walking. At the fourth stage, a respondent from the total pool of household inhabitants was selected through a random selection procedure.

Sample size: 1,000 completed interviews. **Date of data collection**: February 16 – February 22, 2018.

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Methodology (cont.)

Sample size	1,000 completed interviews.
Data processing and adjustments	The results are weighted frequencies. The weighting variable incorporates the marginal frequencies of the sociodemographic distributions adjustment factor and the sampling selection weight with a raking algorithm. This algorithm performs iterative proportional fitting, or raking, to produce a set of calibrated survey weights such that the sample weighted totals of control variables match the known population totals. In this case, sex, age, education, labor and strata.
Margin of error	Each question has its own margin of error. Considering a design effect of 1.3, the margin of error of the survey is +/- 3.53 percentage points at a confidence level of 95%.
Date of data collection	February 16 – February 22, 2018.
Design, Data collection and analysis	Buendía & Laredo, S.C.

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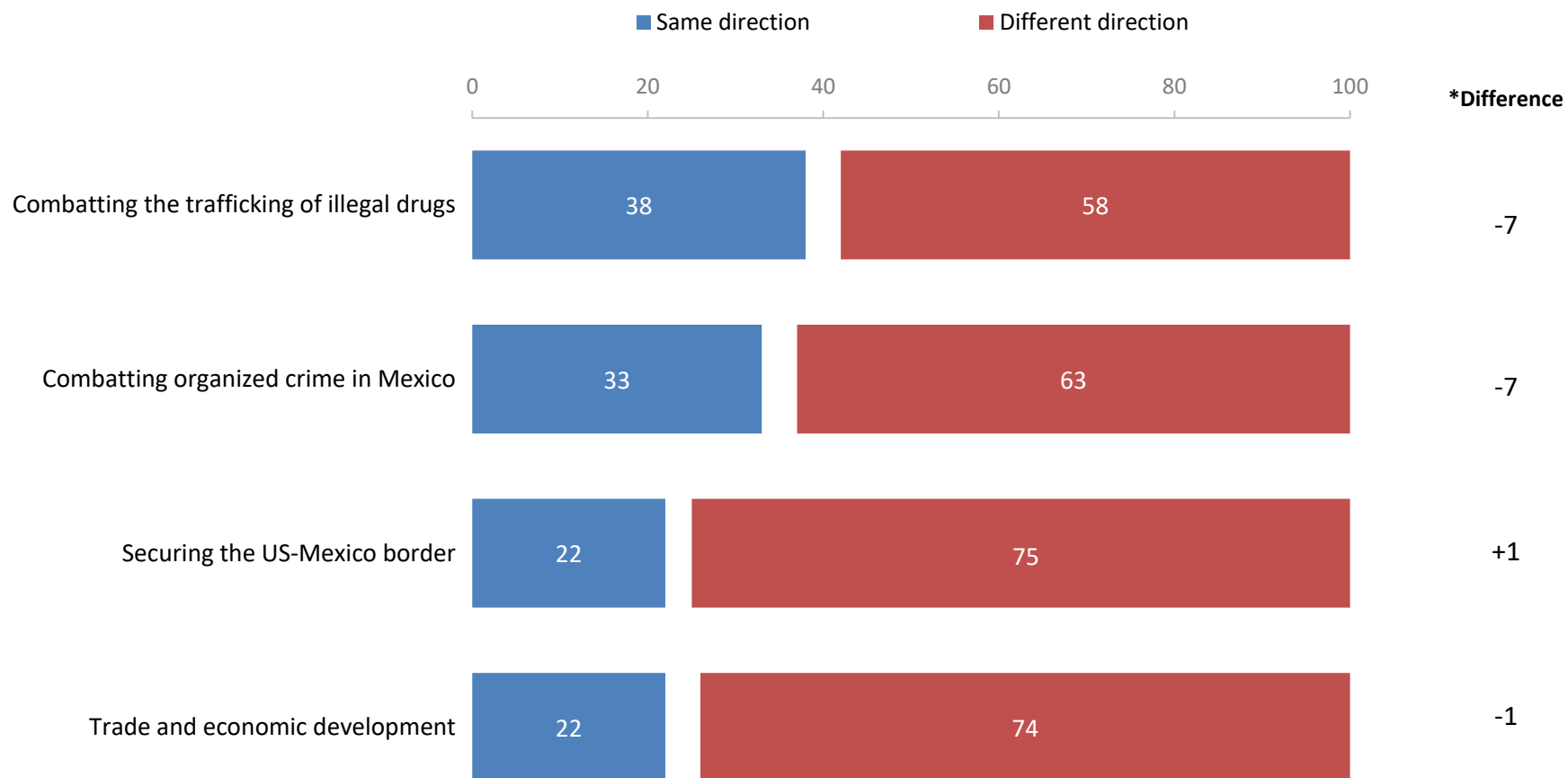
3

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Opinion of the United States

Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of the United States?

	0 20 40 60 80 100	*Difference
Very favorable	13	+7
Somewhat favorable	26	+2
Somewhat unfavorable	25	0
Very unfavorable	31	-9
DK/NR	5	0

*Difference between February 2018 poll and October 2017 poll

Sample size: 1,000 completed interviews. **Date of data collection**: February 16 – February 22, 2018.

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United States and Mexico´s work direction

Please tell me whether the US and Mexico are working in the same or different direction on each of the following issues.
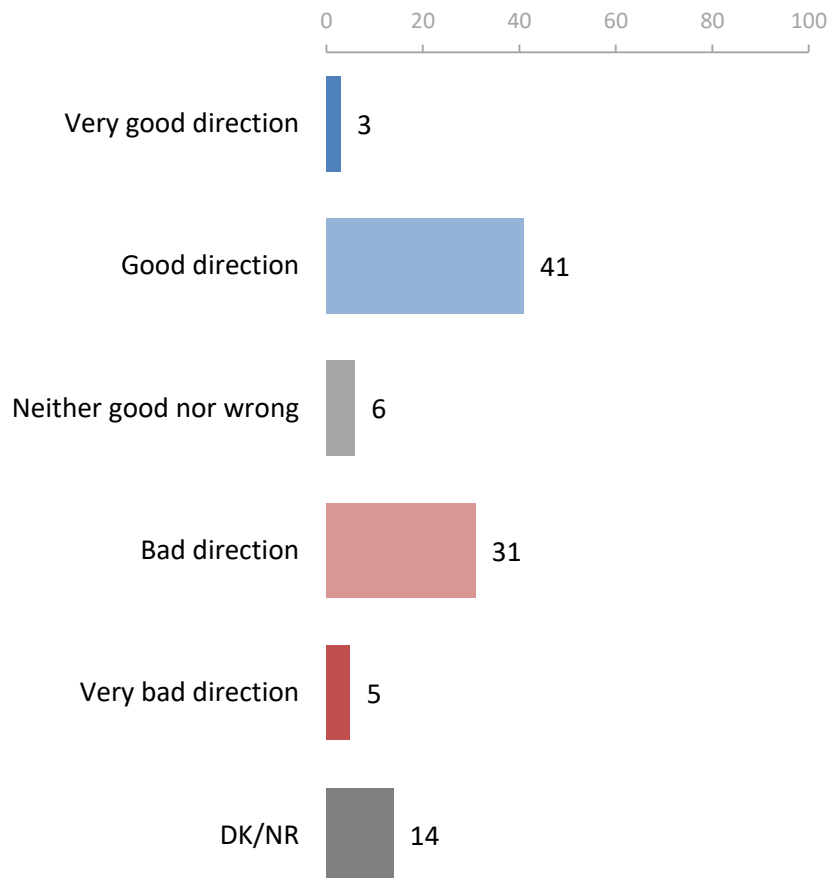
■ Same direction   ■ Different direction

*Difference

Issue	Same direction	Different direction	*Difference
Combatting the trafficking of illegal drugs	38	58	-7
Combatting organized crime in Mexico	33	63	-7
Securing the US-Mexico border	22	75	+1
Trade and economic development	22	74	-1

"Other", "DK" and "NR" percentages are not shown

*Difference of "Same direction" between February 2018 poll and October 2017 poll

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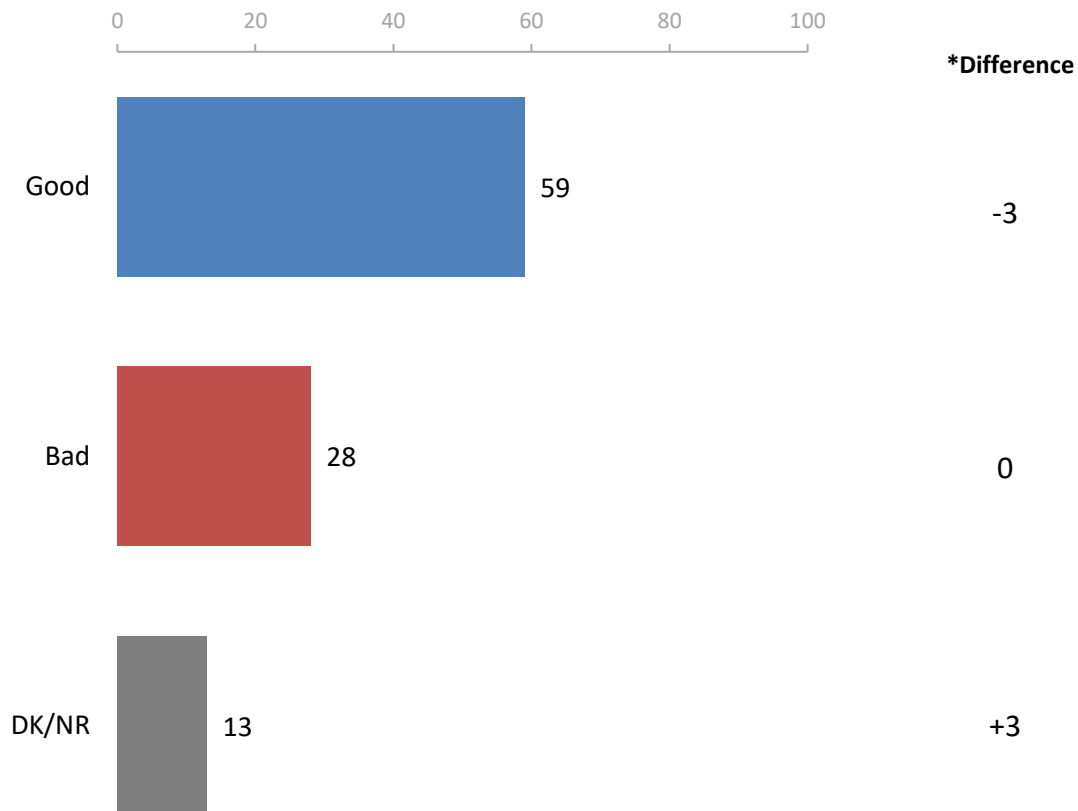
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NAFTA renegotiation

As you may know, Mexico, U.S. and Canada are in talks to renegotiate NAFTA. From what you know, do you think the renegotiations of NAFTA are going in a very good direction, good direction, bad direction or very bad direction?

Category	Value
Very good direction	3
Good direction	41
Neither good nor wrong	6
Bad direction	31
Very bad direction	5
DK/NR	14

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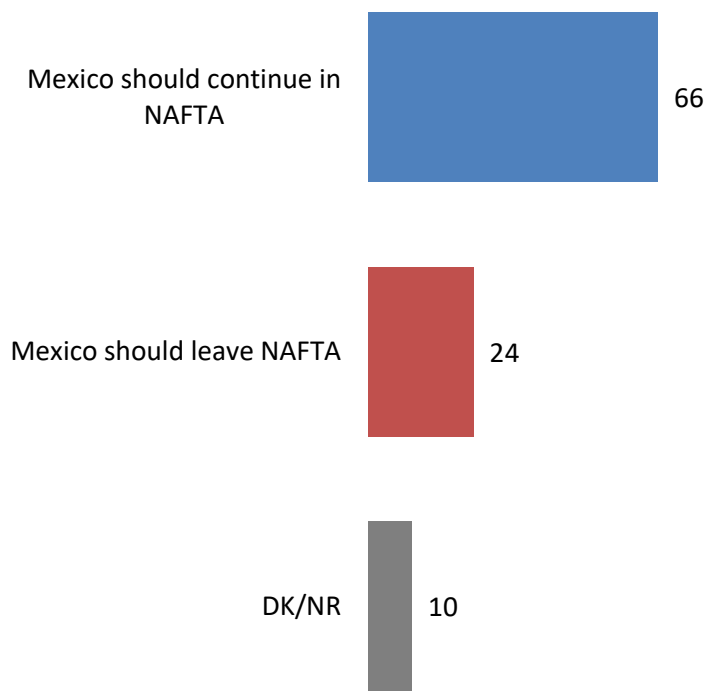
6

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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?

*Difference

Good — 59	-3
Bad — 28	0
DK/NR — 13	+3

*Difference between February 2018 poll and October 2017 poll

Sample size: 1,000 completed interviews. **Date of data collection**: February 16 – February 22, 2018.

7

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NAFTA's continuity

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

Mexico should continue in NAFTA — 66

Mexico should leave NAFTA — 24

DK/NR — 10

If the US leaves NAFTA, do you think that Mexico should continue in NAFTA with Canada or do you think México should also leave NAFTA? [Among the 66% that said that Mexico should stay in NAFTA]

Should continue in NAFTA with Canada — 56

Should also leave NAFTA — 7

DK/NR — 3

Sample size: 1,000 completed interviews. **Date of data collection**: February 16 – February 22, 2018.

8

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