



The feeling of Mexicans  
before the elections

2018



Mexicans are **proud** of their culture and traditions; food, music, architecture, as well of the variety of nature and landscapes Mexico has

Nevertheless, when it comes to politics their feelings are completely different, Mexicans feel **concerned, disappointed**, angry and **betrayed** although still harbor the hope of a positive change in the future.

# Likes and dislikes

Mexicans are proud of their national heritage; they like the culture, the traditions, the food, the architecture, the landscapes and the music of Mexico. However, they dislike their current situation that is adjudge to the government.



**97%**  
are proud of their national heritage



**80%**  
are unhappy with the National media, the social classes and the current economy of the country.



**65%**  
express disagreement with the image they have abroad



**60%**  
believe the educational model is not accurate and the same proportion is sick of the corruption



**10%**  
affirm to be satisfied with the current government



**7%**  
argue they have good politicians



**6%**  
believe the political parties Mexico has are good.

# Their feelings

Mexicans feel betrayed and unprotected by their government that is why they walk feeling worried and frustrated. At present, live with fear and insecurity, though they have and want to have hope of a better future.

Mexicans are disappointed and little proud of their nationality leading to have a low level of happiness and satisfaction with their current live (rated with values of 3,9 and 3,1 on a 10 points scale). As they are sick of the current situation, they are creating initiatives that seek a change and a better future.

## How do you feel treated by...?



**MEXICO**  
5 out of 10



**THE**  
**GOVERNMENT**  
3 out of 10



**THE**  
**POLITICIANS**  
2 out of 10

# The dreamed Mexico

A first world country is the type of county Mexicans deserve and expect to have. A safe country, with outstanding education, clean, peaceful and without corruption.

We can be a first world country!

It is possible to have a peaceful country!

The Government may be our salvation!

We can have a country without corruption!

We can have an outstanding education!

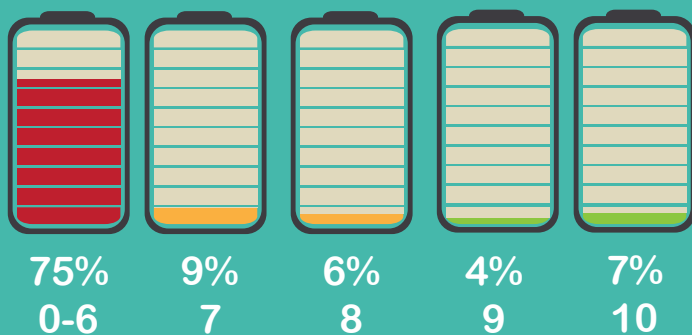


Curiously, the vast majority of Mexicans tend to delegate to the Government as the entity that must make Mexico change, only few Mexicans are confident that the mentality of every Mexican evolve and become aware of the importance of their actions as they know Mexico is conformed by each of the people that live in the country and it is necessary that all people do their part to transform the country.

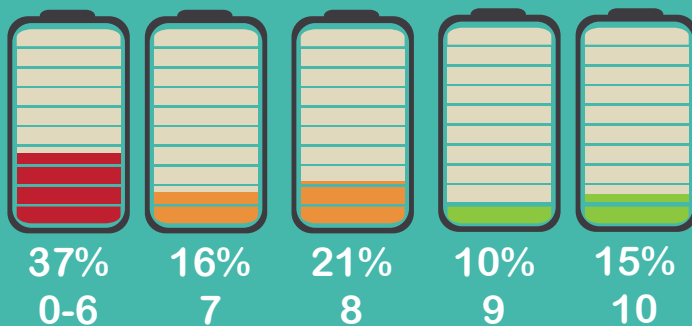
# Their contribution

Predictably, there is a lack of trust on the evolution of Mexico to be as they dream about; obtaining a rate of 4,2 on a 10 points scale. However, the men, the people of 46 to 55 years old and the inhabitants of the South of the country are more optimistic that Mexico will become the country they dream of. As a consequence, 4 out of 10 Mexicans consider they are contributing in the construction of a better country, being supported mainly by their family and friends.

## How far is Mexico to be as you dream of?

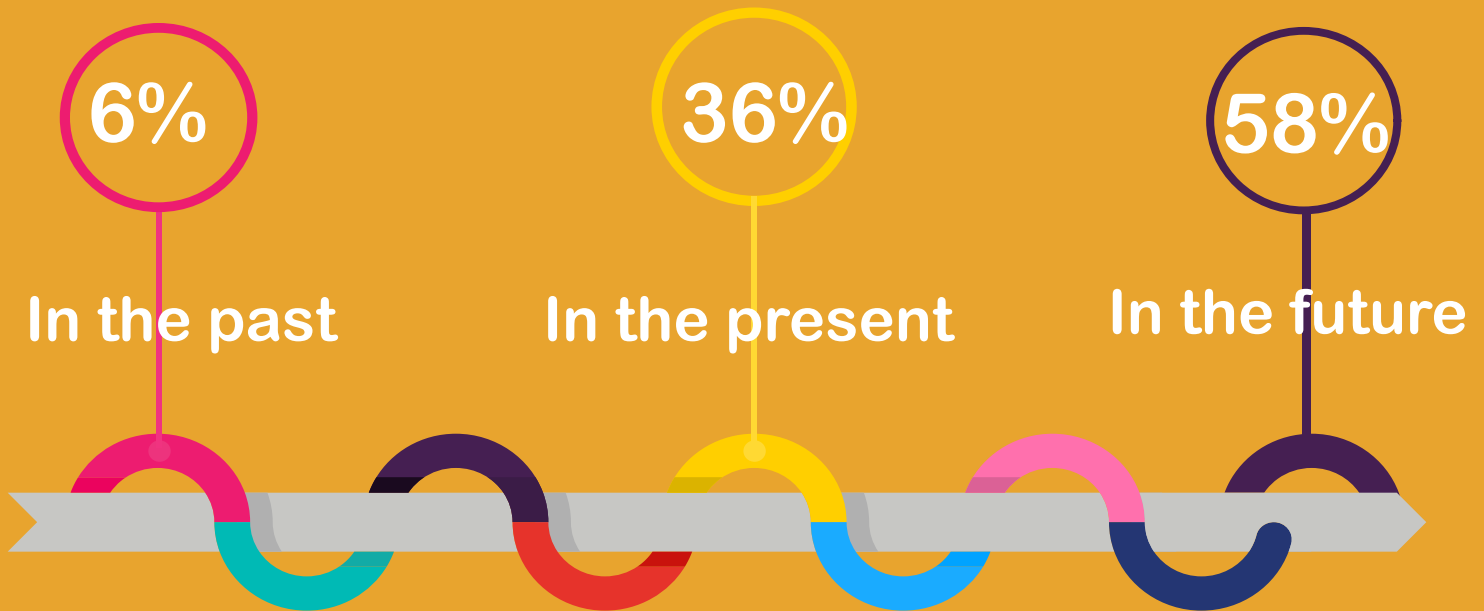


## To what extent you are contributing in the construction of a better Mexico?



# The evolution of the country

When was Mexico better...?



Enhancing the hope of a change, more than a half of Mexicans consider that Mexico will be better in the future, nevertheless, they are not very sure to what extent the country will be improved with the presidency of each of the four candidates, as all of them obtained a note of less than 6 on a 10 points scale when we asked them about it.

For you, to what extent Mexico will be improved with the presidency of each candidate?

Andrés Manuel López	5.5
Ricardo Anya	4.2
Jaime Rodríguez	3.7
José Antonio Maede	3.6

# The feelings towards each candidate



## AMLO

Mexicans perceive Andrés Manuel López Obrador as Saint Peter, who will open for them the doors of heaven; as a result all the positive feelings are directed only towards him, specially the hope and the happiness.



## ANAYA

Between the heaven and the hell; in the limbo, is Ricardo Anaya, who was not able to obtain a clear differentiation between positive and negative feelings, only in being the most innovative of the four candidates.

## JAIME RODRIGUEZ

On earth, is Jaime Rodriguez, who is perceived as the most different, but the least educated.

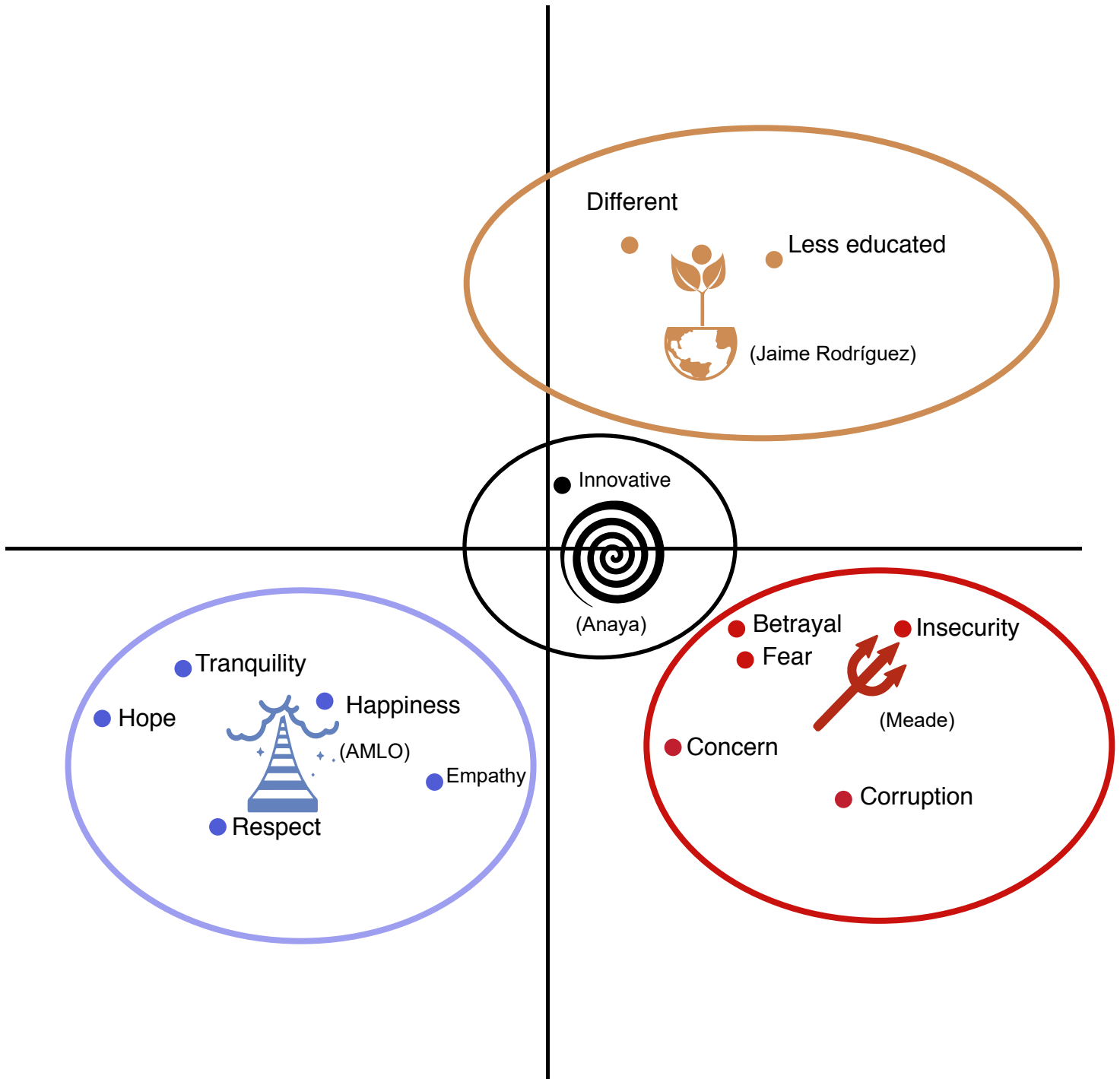


## MEADE

José Antonio Meade is identified as the main route to arrive to hell; as a consequence, for Mexicans the main feeling that he provokes is fear.

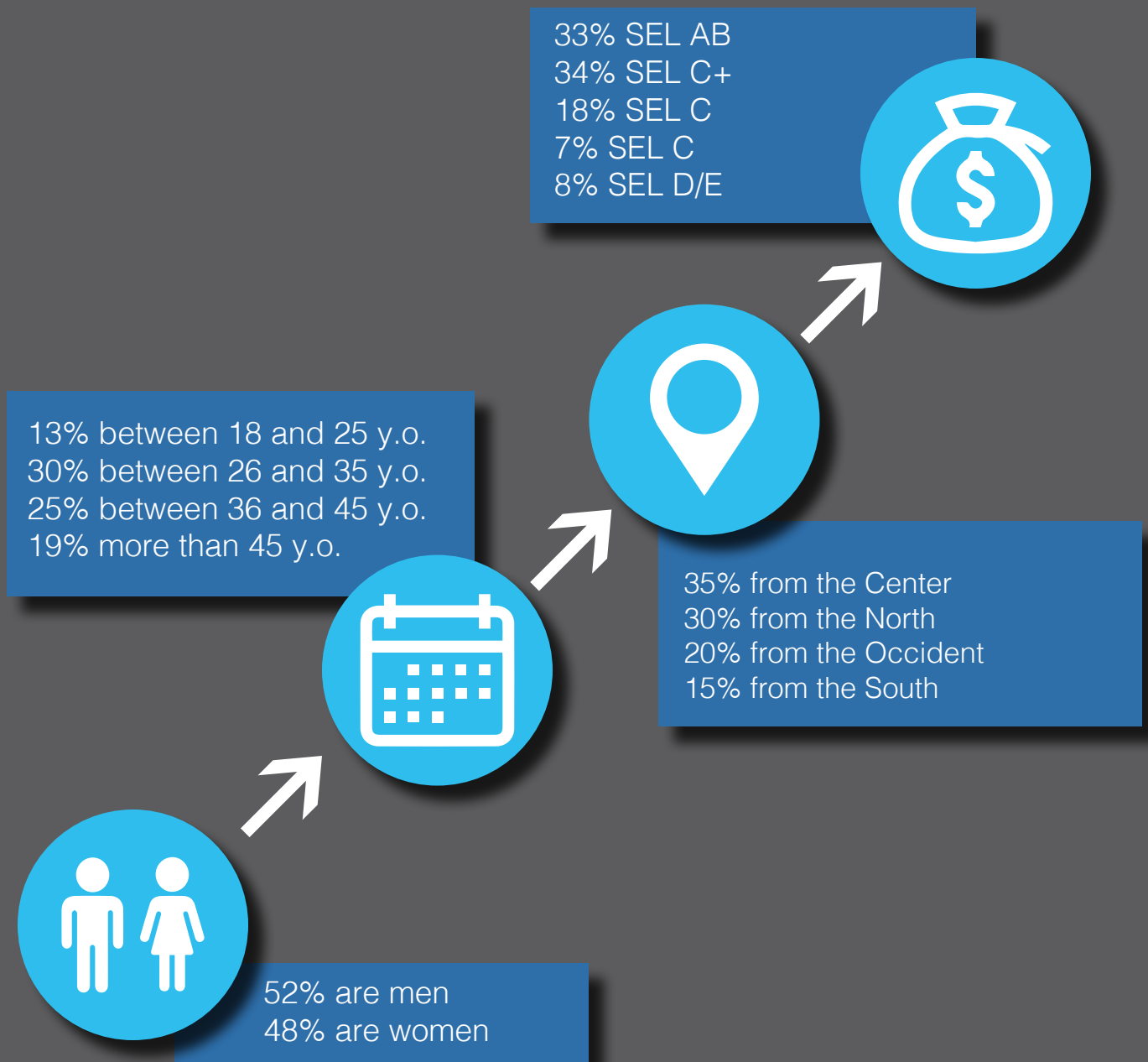


# Please select all the attributes that you relate to each candidate



N=7500  
Analysis ANACOR

# Thanks to the **7500** Mexicans who gave us their comments





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