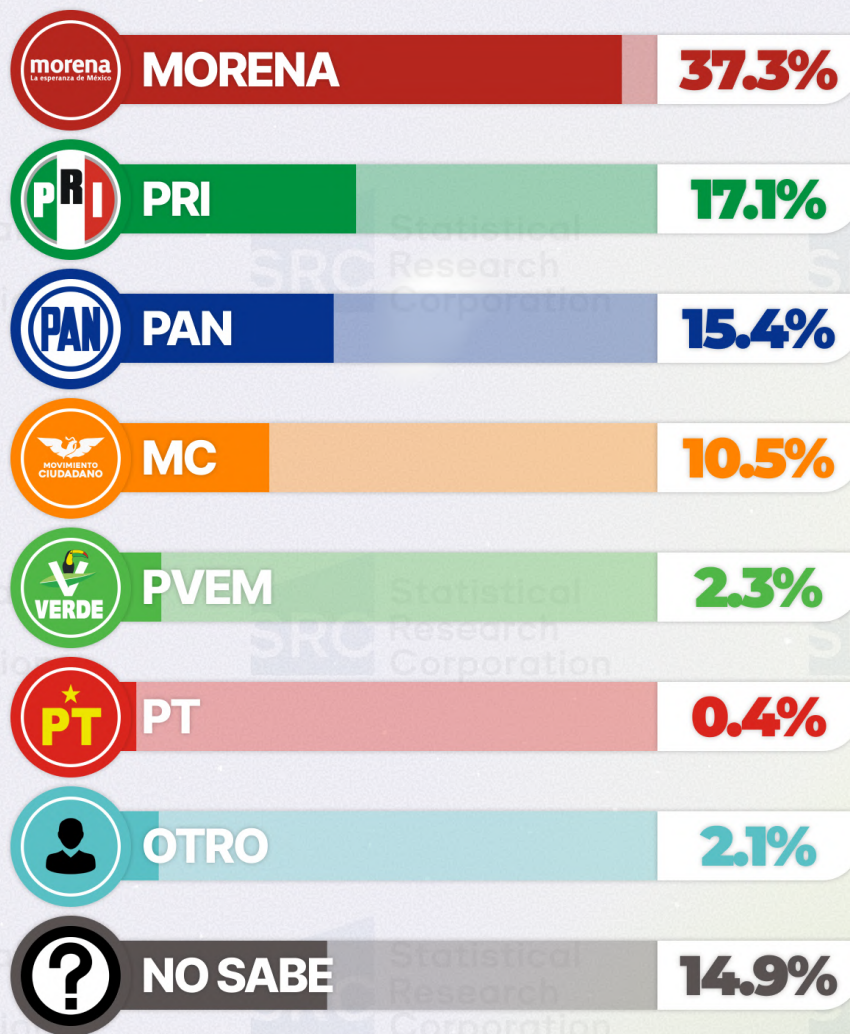


GOVERNANCE 2027 COLIMA

If the elections for the **governance** of **Colima** were today,
for which party would you vote?

(Measurement without considering alliances / coalitions)



Survey: 17 de agosto de 2025

Sample: 1,000 telephone calls to individuals over 18 years of age in Colima

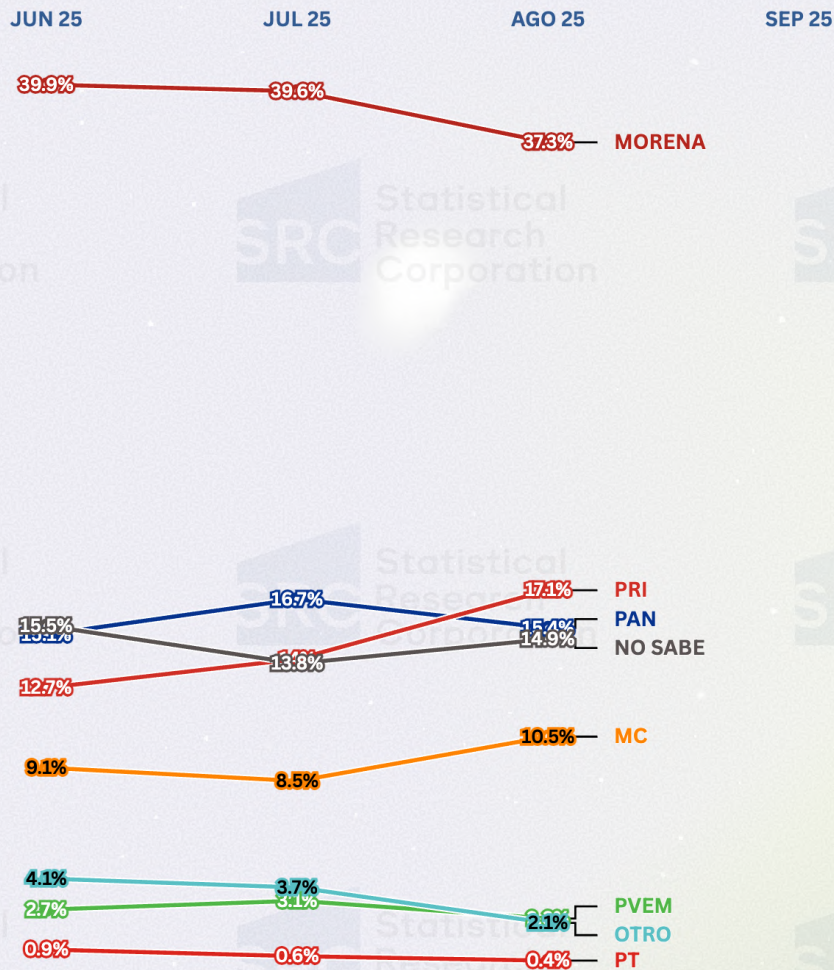
Margin of error: $\pm 3.8\%$

Level of confidence: 95%

GUBERNATURA 2027 COLIMA

Si las elecciones para la **gubernatura** de **Colima** fueran hoy,
¿por cuál partido votaría?

(Medición sin contemplar alianzas / coaliciones)



Levantamiento: 17 de agosto de 2025

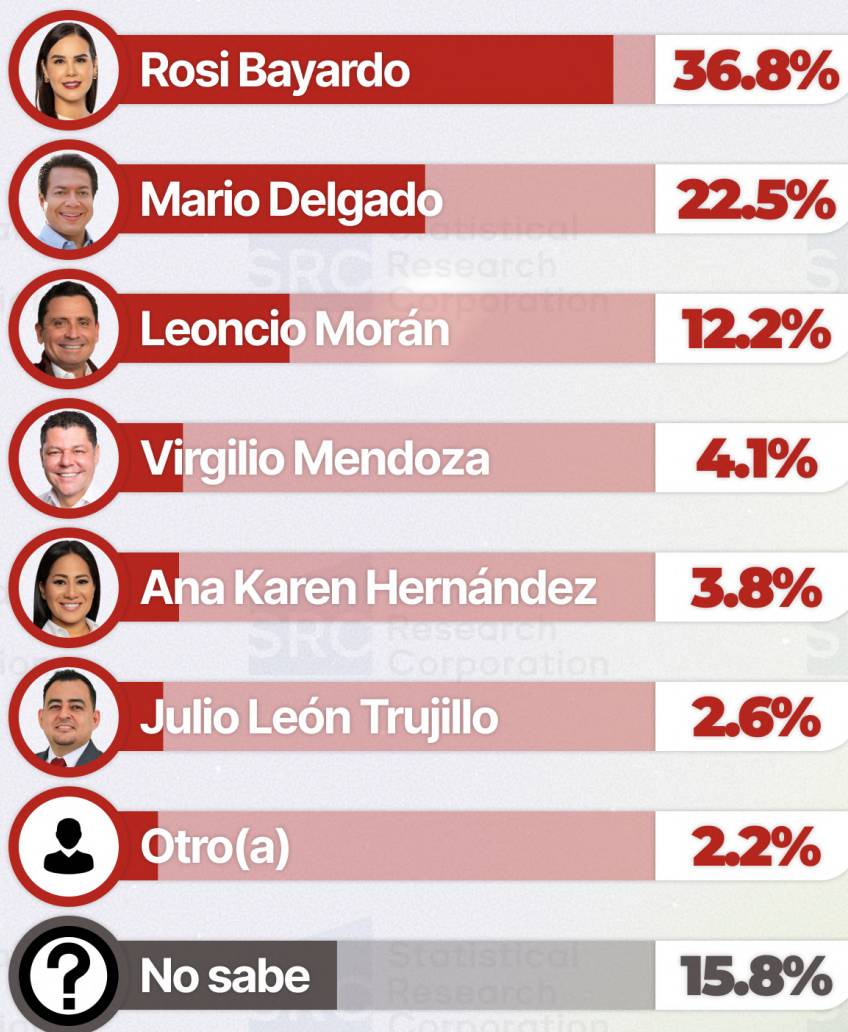
Muestra: 1,000 llamadas telefónicas a individuos mayores de 18 años habitantes de Colima

Margen de error: $\pm 3.8\%$

Nivel de confianza: 95%

GUBERNATURA 2027 COLIMA

De las siguientes personas,
¿Quién cree usted que debería ser el **candidato(a)** de **MORENA** para la
gubernatura de **Colima** en 2027?



Levantamiento: 17 de agosto de 2025

Muestra: 1,000 llamadas telefónicas a individuos mayores de 18 años habitantes de Colima

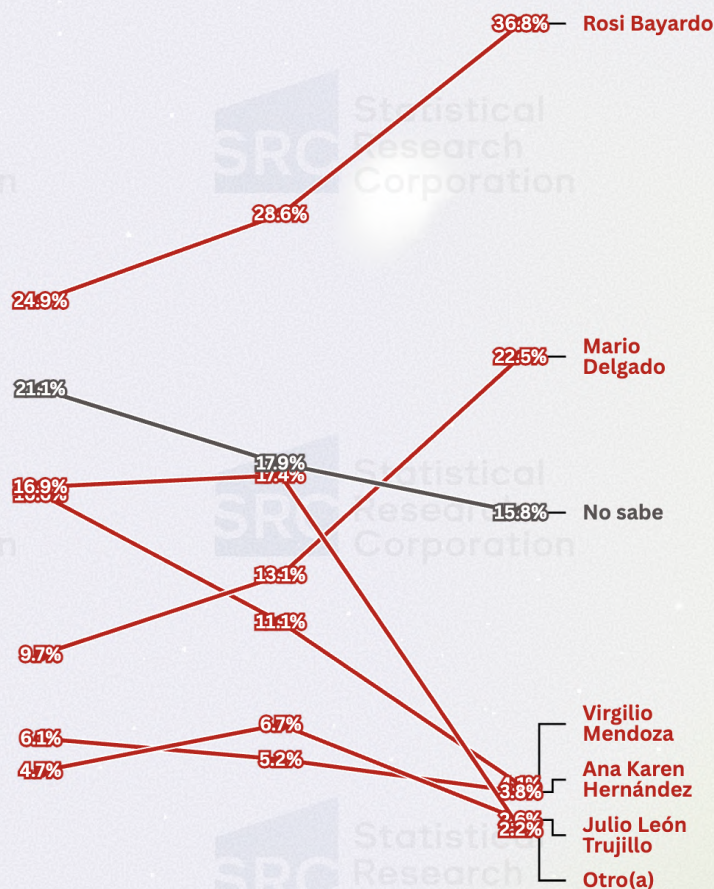
Margen de error: $\pm 3.8\%$

Nivel de confianza: 95%

GUBERNATURA 2027 COLIMA

De las siguientes personas,
¿Quién cree usted que debería ser el **candidato(a)** de **MORENA** para la
gubernatura de **Colima** en 2027?

JUN 25 JUL 25 AGO 25 SEP 25



Levantamiento: 17 de agosto de 2025

Muestra: 1,000 llamadas telefónicas a individuos mayores de 18 años habitantes de Colima

Margen de error: $\pm 3.8\%$

Nivel de confianza: 95%

GUBERNATURA 2027 COLIMA

De las siguientes personas,
¿Quién cree usted que debería ser el **candidato(a)** del **PAN** para la
gubernatura de **Colima** en 2027?



Riult Rivera

68.3%



Julia Jiménez

8.7%



Otro(a)

11.3%



No sabe

11.7%

Levantamiento: 17 de agosto de 2025

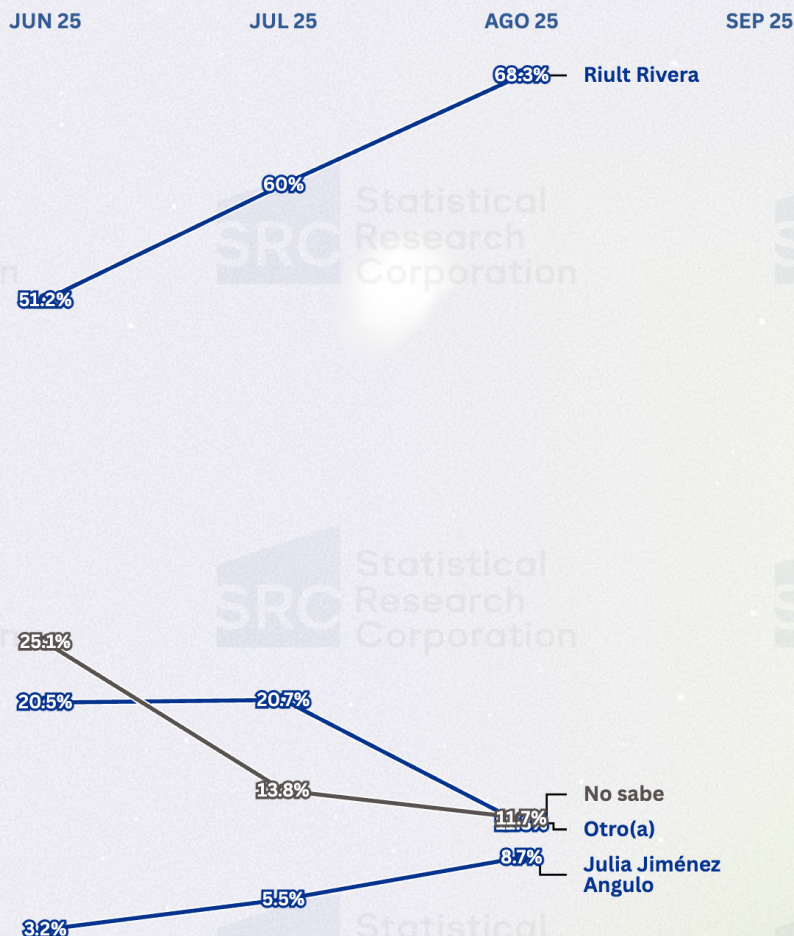
Muestra: 1,000 llamadas telefónicas a individuos mayores de 18 años habitantes de Colima

Margen de error: $\pm 3.8\%$

Nivel de confianza: 95%

GUBERNATURA 2027 COLIMA

De las siguientes personas,
¿Quién cree usted que debería ser el **candidato(a)** del **PAN** para la
gubernatura de **Colima** en 2027?



Levantamiento: 17 de agosto de 2025

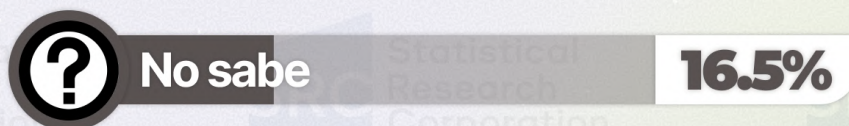
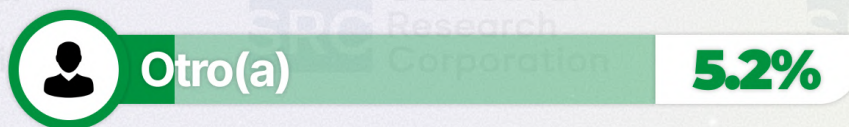
Muestra: 1,000 llamadas telefónicas a individuos mayores de 18 años habitantes de Colima

Margen de error: $\pm 3.8\%$

Nivel de confianza: 95%

GOVERNANCE 2027 COLIMA

De las siguientes personas,
¿Quién cree usted que debería ser el **candidato(a)** del **PRI** para la
gubernatura de **Colima** en 2027?



Levantamiento: 17 de agosto de 2025

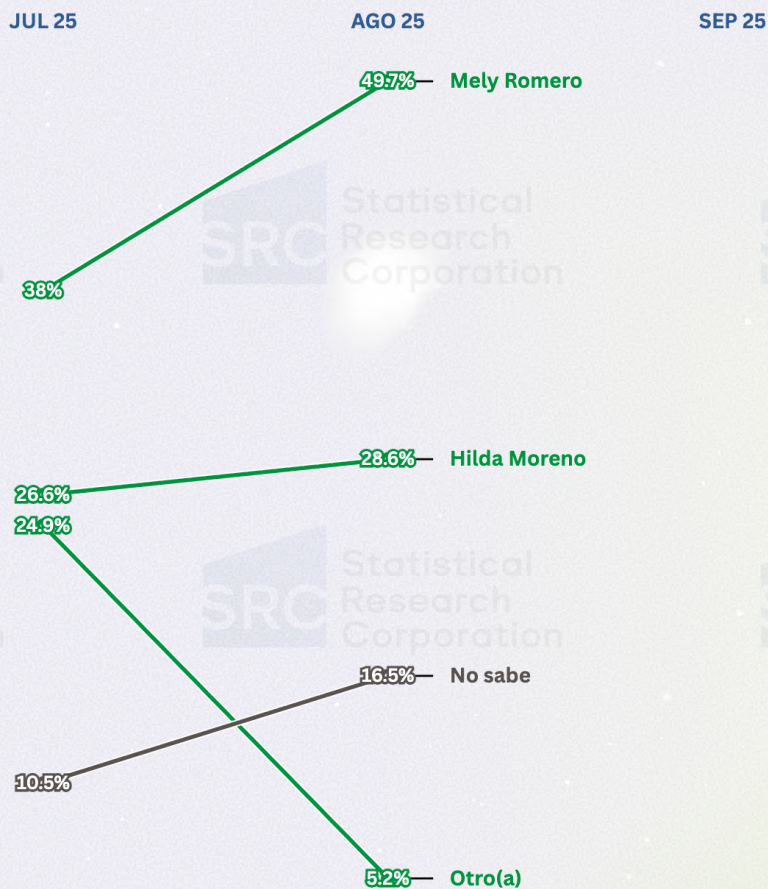
Muestra: 1,000 llamadas telefónicas a individuos mayores de 18 años habitantes de Colima

Margen de error: $\pm 3.8\%$

Nivel de confianza: 95%

GUBERNATURA 2027 COLIMA

De las siguientes personas,
¿Quién cree usted que debería ser el **candidato(a)** del **PRI** para la
gubernatura de **Colima** en 2027?



Levantamiento: 17 de agosto de 2025

Muestra: 1,000 llamadas telefónicas a individuos mayores de 18 años habitantes de Colima

Margen de error: $\pm 3.8\%$

Nivel de confianza: 95%

GOVERNANCE 2027

COLIMA

METHODOLOGY

The present study has as its objective to estimate the electoral preferences of the population of the state of Colima with a view to the election of the governorship in 2027, starting from a methodological rigorous design supported in quantitative research techniques and probabilistic sampling.

The target population was composed of people residing in the state of Colima, with 18 years completed or more at the time of the survey, without distinction of sex, socioeconomic level, political affiliation or degree of schooling, and with access to an active telephone line (fixed or mobile).

A simple random sampling design was applied, considering a sample size of 1,000 effective cases, calculated to provide estimates with a confidence level of 95% and a maximum error margin of $\pm 3.8\%$ under the assumption of maximum variance ($p=q=0.5$). The sampling frame was constructed from the National Numeration Plan, which guarantees adequate and representative coverage of the target population.

Data collection was carried out on August 17, 2025, through telephone automated interviews (robotcall). This system consisted in the random marking of telephone numbers within the reference frame, and the reproduction of a pre-recorded structured questionnaire, where the participants registered their responses through the numeric keypad of their device.

This method, in addition to maximizing territorial coverage and reducing operating costs, allows standardizing the application of the instrument, minimizing errors associated with the intervention of the interviewer.

A rejection rate of 69% was estimated, a habitual figure in studies applied under this modality, attributed to factors such as unavailability, disinterest or explicit negative response to participate. In order to guarantee the reliability of the data, controls of internal consistency and automatic validation filters were applied in real time.

The study was requested, carried out and sponsored by **SRC Statistical Research Corporation S.A. de C.V.**

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