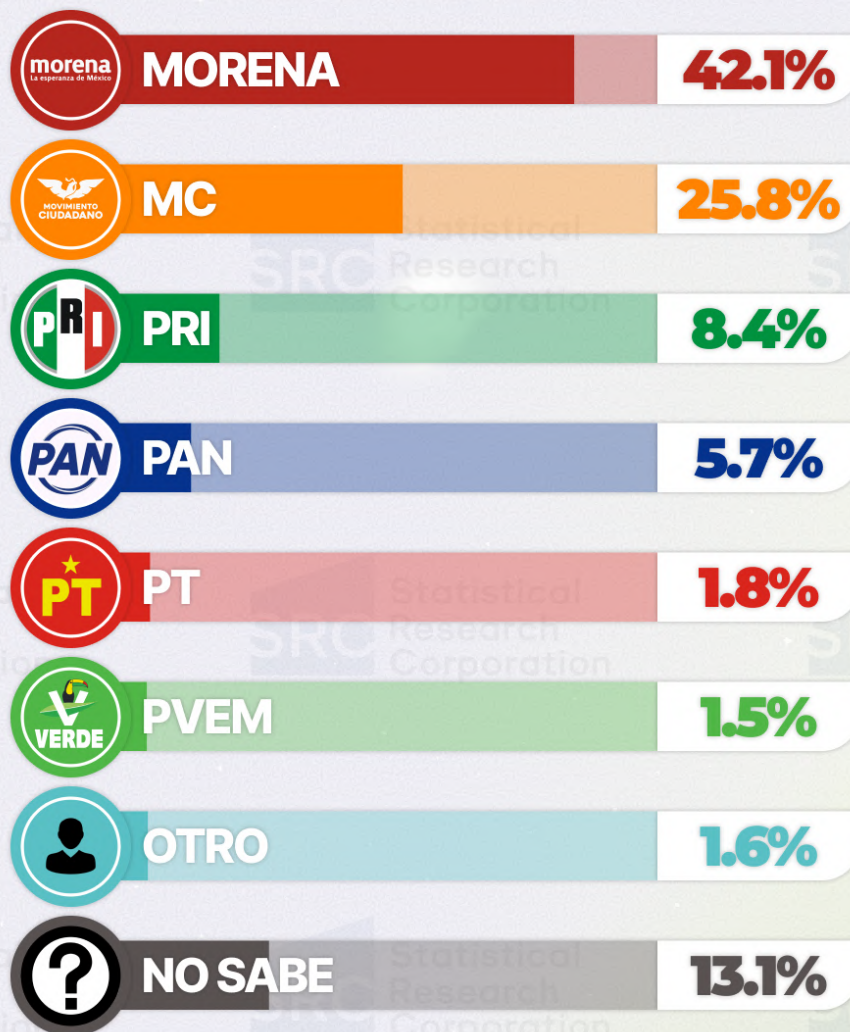


GOVERNANCE 2027 CAMPECHE

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

(Medición sin contemplar alianzas / coaliciones)



Levantamiento: 22 al 24 de febrero de 2026

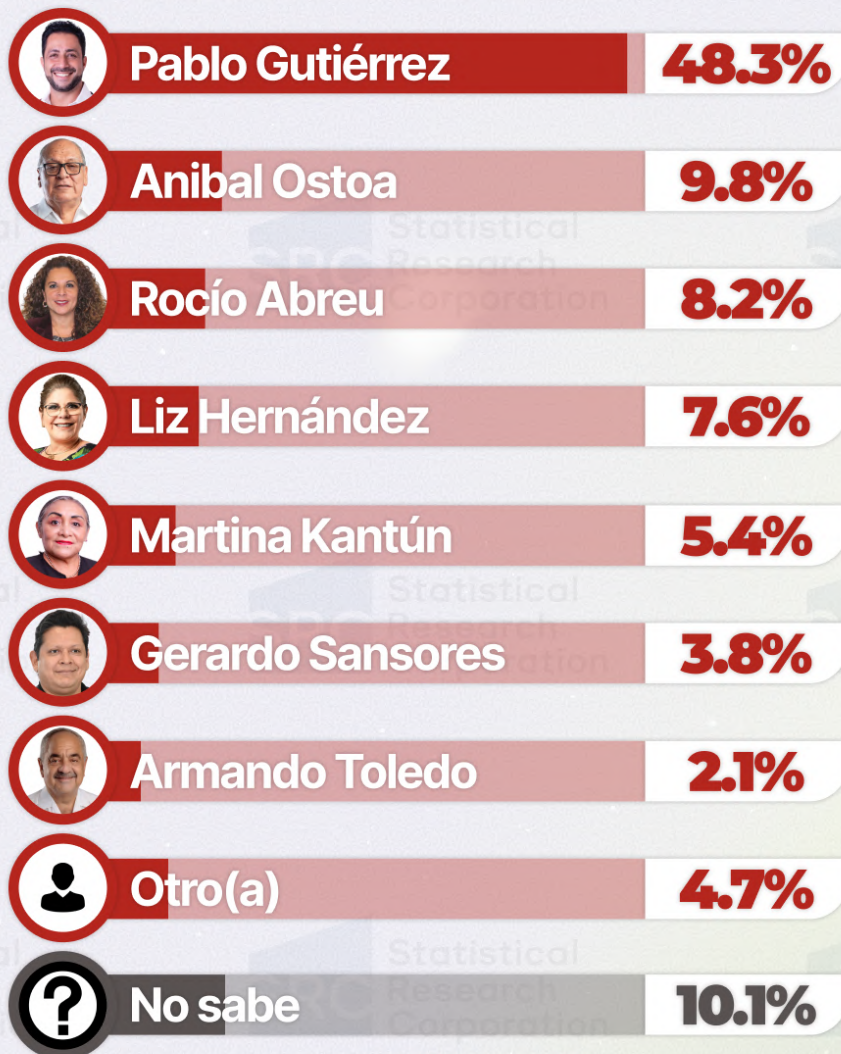
Muestra: 1,000 llamadas telefónicas a individuos mayores de 18 años habitantes de Campeche

Margen de error: $\pm 3.1\%$

Nivel de confianza: 95%

GOVERNMENT 2027 CAMPECHE

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



Levantamiento: 22 al 24 de febrero de 2026

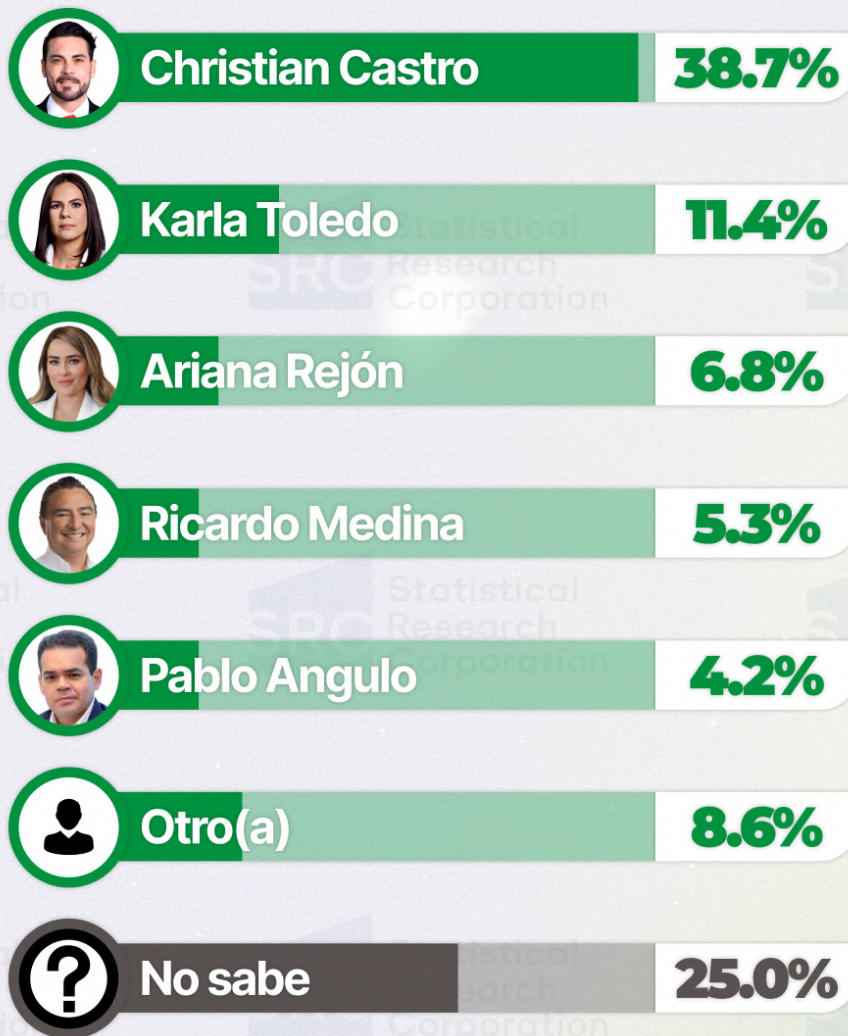
Muestra: 1,000 llamadas telefónicas a individuos mayores de 18 años habitantes de Campeche

Margen de error: $\pm 3.1\%$

Nivel de confianza: 95%

GUBERNATURA 2027 CAMPECHE

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



Levantamiento: 22 al 24 de febrero de 2026

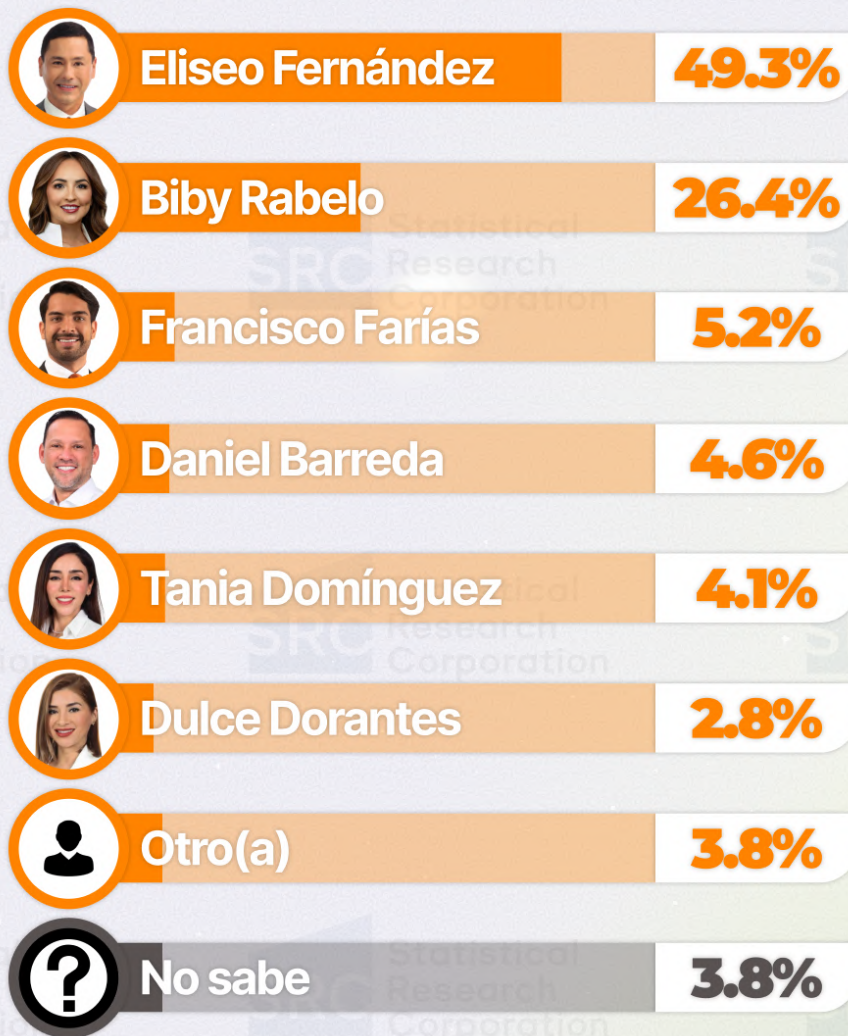
Muestra: 1,000 llamadas telefónicas a individuos mayores de 18 años habitantes de Campeche

Margen de error: $\pm 3.1\%$

Nivel de confianza: 95%

GUBERNATURA 2027 CAMPECHE

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



Levantamiento: 22 al 24 de febrero de 2026

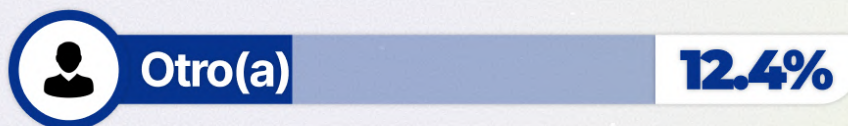
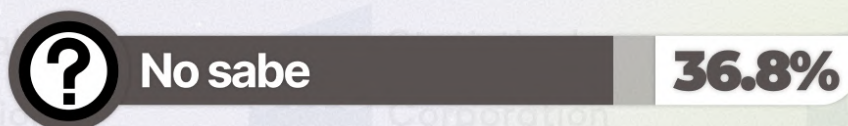
Muestra: 1,000 llamadas telefónicas a individuos mayores de 18 años habitantes de Campeche

Margen de error: $\pm 3.1\%$

Nivel de confianza: 95%

GUBERNATURA 2027 CAMPECHE

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



Levantamiento: 22 al 24 de febrero de 2026

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

Margen de error: $\pm 3.1\%$

Nivel de confianza: 95%

GOVERNANCE 2027 CAMPECHE

METHODOLOGY

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

The target population was composed of persons residing in the state of **Campeche** with 18 years completed or more at the moment 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 estimated of $\pm 3.1\%$ under the assumption of maximum variance ($p=q=0.5$). The sample frame was constructed from the National Plan of Enumeration, which guarantees adequate coverage and representativeness of the target population. To ensure the representativeness of the results, the final data were weighted based on the last list of the electoral roll from the INE, adjusting the distribution by gender, age and municipality.

Data collection was carried out on **22 to 24 February 2026**, through telephone 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 answers 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 72.3% was estimated, a habitual figure in studies applied under this modality, attributed to factors such as the unavailability, disinterest or explicit negative to participate. In order to guarantee the reliability of the data, controls of internal consistency and automatic filters of validation in real time were applied.

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

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