



Stunningly High Millennial Engagement on Eve of Mexico's Election

June 29, 2018

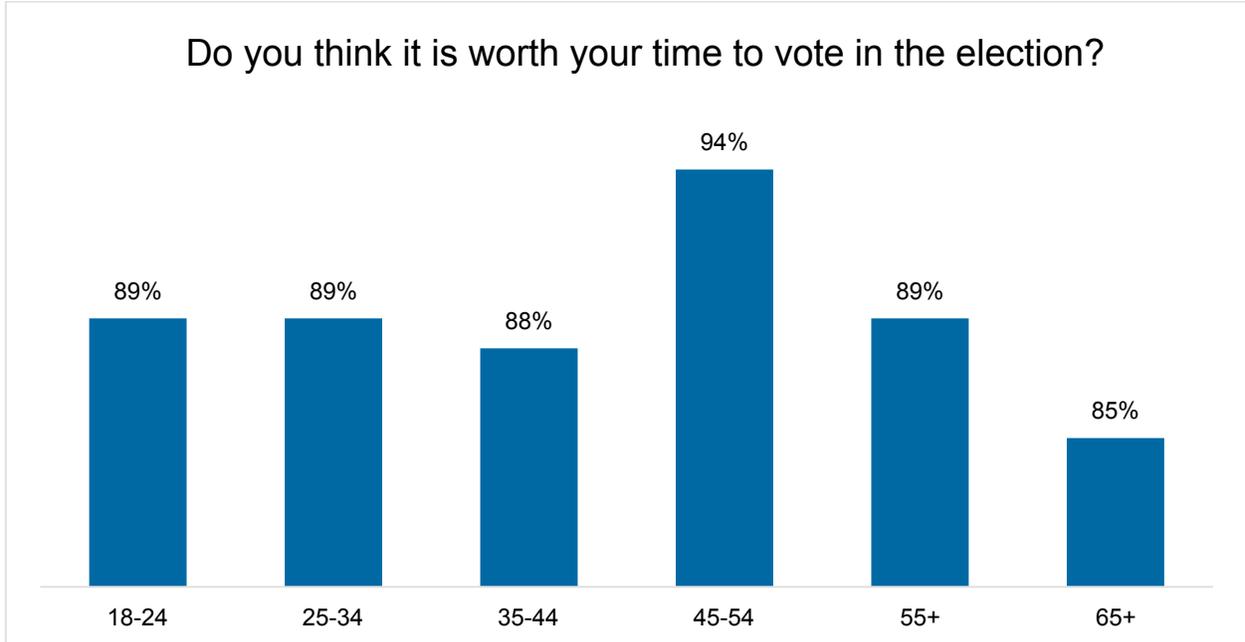
by Danielle Goldfarb, Head, Global Research

Political scientists have tracked high levels of disengagement among young people globally over the last number of years. On a range of political, social, and economic issues, including issues as critical as Brexit, large shares of Millennials globally have told us they just don't care. RIWI has also found significant levels of disengagement globally among citizens in older age cohorts.

But as Mexico heads into its July 1 election, RIWI continuous survey data show that the country is bucking this worldwide trend in a startling manner. RIWI data on almost 4,000 randomly engaged Mexicans during the week leading up to the election shows a stunning level of engagement for Mexican Millennials - and in fact for all age groups in Mexico.

9 in 10 Mexican young people -- and Mexicans of all ages -- think it is worth their time to vote, as the chart below shows. Comparable RIWI data across Japan, the UK, France and elsewhere show significantly lower levels of engagement, closer to 7 in 10.

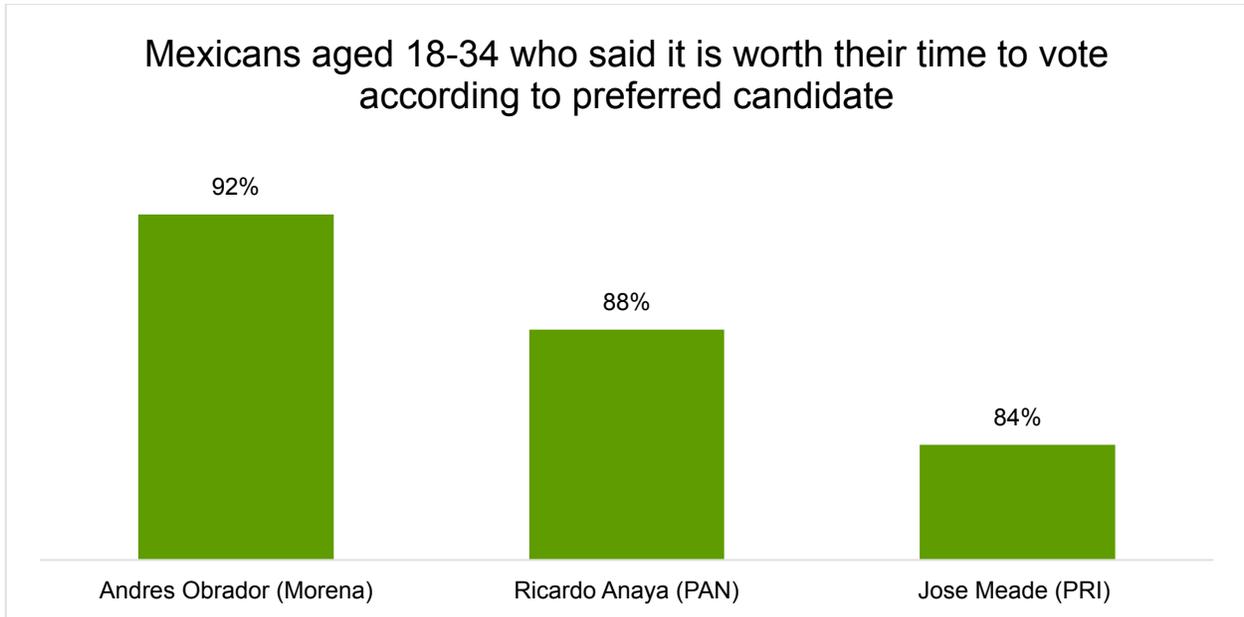
Millennial engagement matters especially in Mexico as the country has a very large young population. Millennials could account for nearly half of the Mexican electorate on July 1.



Source: RIWI data. June 25-June 29, 2018. Observations from 3917 randomly engaged Mexicans.



Mexico's levels of engagement overall and for Millennials in particular are broad-based across the country. The chart below shows they are also high for Millennials across all of the major candidates. However, engagement levels for those who support Andrés Manuel López Obrador (known more commonly by his initials as AMLO) of the Morena party are even higher.



Source: RIWI data. June 25-June 29, 2018. Observations from 3917 randomly engaged Mexicans.

Mexican Millennials are most concerned with violence, corruption, and economic growth, according to RIWI's country-wide representative data. But it is not clear if this entirely explains their high levels of engagement.

A majority (61%) of Mexican respondents predict an AMLO win, regardless of their personal preferences. 25 percent believe PAN's Ricardo Anaya will win, and 14 percent predict the PRI candidate Jose Meade will win. The majority of respondents across all major regions, including in Mexico City, predict an AMLO victory. Millennials overwhelmingly support AMLO: 50% of those aged 18-24 support AMLO and 60% of 25-34 year olds support AMLO.

For real-time updates up to election day, or questions about available data breakdowns, please contact Danielle Goldfarb at daniellegoldfarb@riwi.com.



About RIWI Technology: A Continuous, Global Random Survey and Predictive Analytics System

RIWI Corp. (“RIWI”) offers continuous, randomized behavior and opinion tracking in all countries. RIWI continuously tracked the views of Mexicans from June 25, 2018 to 6am June 29, 2018. RIWI technology captures true, broad-based sentiment across Mexico, including the views of Millennials who do not typically answer traditional surveys.

RIWI predicted the certainty of US President Trump’s 2016 election, the turnout factors that would predict the 2016 Brexit vote, the 2017 French election, the precise margin of defeat in the 2016 Italian referendum, as well as many other sentiment shifts not captured by traditional polling across the world.

RIWI’s patented survey technology enables the continuous capture of broad, randomized opinion data on an uninterrupted basis in any geography of the world. RIWI delivers anonymous surveys to random Web users who are surfing online by typing inactive, non-trademarked websites directly into the Web address bar (i.e., URL) and, further, ensures through machine-learning properties that the exposed survey audiences are representative of the Web-using geography of interest. When these users type in websites that are vacant or no longer exist, RIWI invites these inbound random visitors, filtered through a series of proprietary algorithms, to participate in a language-appropriate survey for no incentives. RIWI’s global survey platform thus enables rapid and non-conditioned survey response data from any random respondent encounter. No personally identifiable information is collected, stored or transferred.

RIWI technology offers a “truly random sample of the Internet population”, according to IRIS (International Research Institutes), the largest scientific association of independent research agencies in the world, when describing RIWI’s technology (referred to as Random Domain Intercept Technology™, or RDIT). Since its incorporation in 2009, RIWI has received more than 1.3 billion responses across the world responding to RIWI surveys, digital campaigns and ad tests.

RIWI technology captures views of respondents representative of the Web-using population. Continuous tracking allows up-to-date and robust data on emergent trends. The number of observations per question vary due to the randomization of the survey engagement process. Some respondents choose not to respond to every survey question since RIWI technology does not use quota-based sampling or other methods to compel disinterested or paid respondents from answering all questions. Originally used for government-commissioned pandemic surveillance during H1N1, RIWI technology has been profiled in leading scientific publications, such as *Nature* and *The Lancet*, and is used by researchers at top Universities such as Harvard, Oxford, MIT and the University of Toronto. Long-term RIWI clients include the US State Department, the United Nations World Food Programme, G7 government agencies, international banks, and the Bill & Melinda Gates Foundation.