

Electoral Studies in Mexico, 1991-2012.

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CIDE

Data are available at

www.biiacs.cide.edu



Public opinion survey. History

- ▶ No public opinion polling before 1991
 - ▶ 1988. Office of the President intensive public opinion polling. Publicly available
 - ▶ 1991. First National exit poll Gallup USA for the national organization of media
 - ▶ 1992. El Norte and Reforma newspaper. First regular media polls (A Moreno Michigan). Last election more than 60 polls published during the campaign in six National newspapers.
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- ▶ New generation of political scientist formed in American Universities. Ample use of survey data on academic studies, mostly electoral.
 - ▶ Two specific Electoral Studies: Mexican Panel Study, and what I call the National Election Study, just because nobody else has used the name.
 - ▶ The Panel group dissolved, and no permanent Election Study group as such.



Mexican Panel Study

- ◇ 2000
- ◇ 2006
- ◇ 2012

Mostly agenda setting, issue ownership, media effects

Chapell Lawson, MIT



CIDE-CSES National Election Study

Year	Election	Topics
1997	Legislative	Divided Government
2000	General	Candidates attributes, media effects
2003	Legislative	View of government, media effects
2006	General	Candidates attributes, media effects
2009	Legislative	Media effects, governance, networks and IFE
2012	General	Organized crime, media effects



2012: Media effects

- ▶ Three preelectoral polls. Campaign and media
- ▶ Exit poll
 - ▶ Citizens
 - ▶ Officers in the poll site. INE
- ▶ Post electoral study
- ▶ Ads and news coding




C IDE- CSES

(Comparative Study of Electoral Systems)

Year	Module	No. Cases
1997	I	2,000
2000	I	1,800
2003	II	2,000
2006	III	1,600
2009	III	2,400
2012	IV	2,400



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- ▶ Polietapic: poll site (seccion), block, household, respondent (last birthday)
 - ▶ Face to face (paper and pencil)
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Problems and future

- ▶ Response rates
- ▶ Questionary length
- ▶ Question wording

- ▶ Underrepresentation of upper economic strata.
Mixed mode

- ▶ Future:
 - ▶ Local government elections (nine in 2015)



Financing

- ▶ Before 2000, private financing
- ▶ 2000-2006. Cide-Conacyt
- ▶ 2009-2012: Cide- INE-Conacyt



▶ www.biiacs.cide.edu

▶ More than 4,500 studies

▶ All polls done by the Office of the Presidency (two PRI one PAN).
Probably four.

▶ Cide-Cses studies

▶ More than 40 different academic studies

▶ Social end economic data

