

Measuring Campaign Effects with Panel Data

Alejandro Moreno
Instituto Tecnológico Autónomo de México
amoreno@itam.mx

Faculty of Social Sciences, Higher School of Economics, Moscow, November 2015.

Some preliminary questions

- Can we capture campaign effects?
 - Are panel data reliable?
 - What are their main problems?
 - How do we benefit from their use?
-
- Mexico Panel Study: 2000, 2006, 2012 presidential elections (NSF & Mexican donors)

Consolidating Mexico's Democracy

*The 2006 Presidential Campaign
in Comparative Perspective*

Edited by
Jorge I. Domínguez
Chappell Lawson
Alejandro Moreno

(2009)



MEXICO'S Evolving Democracy

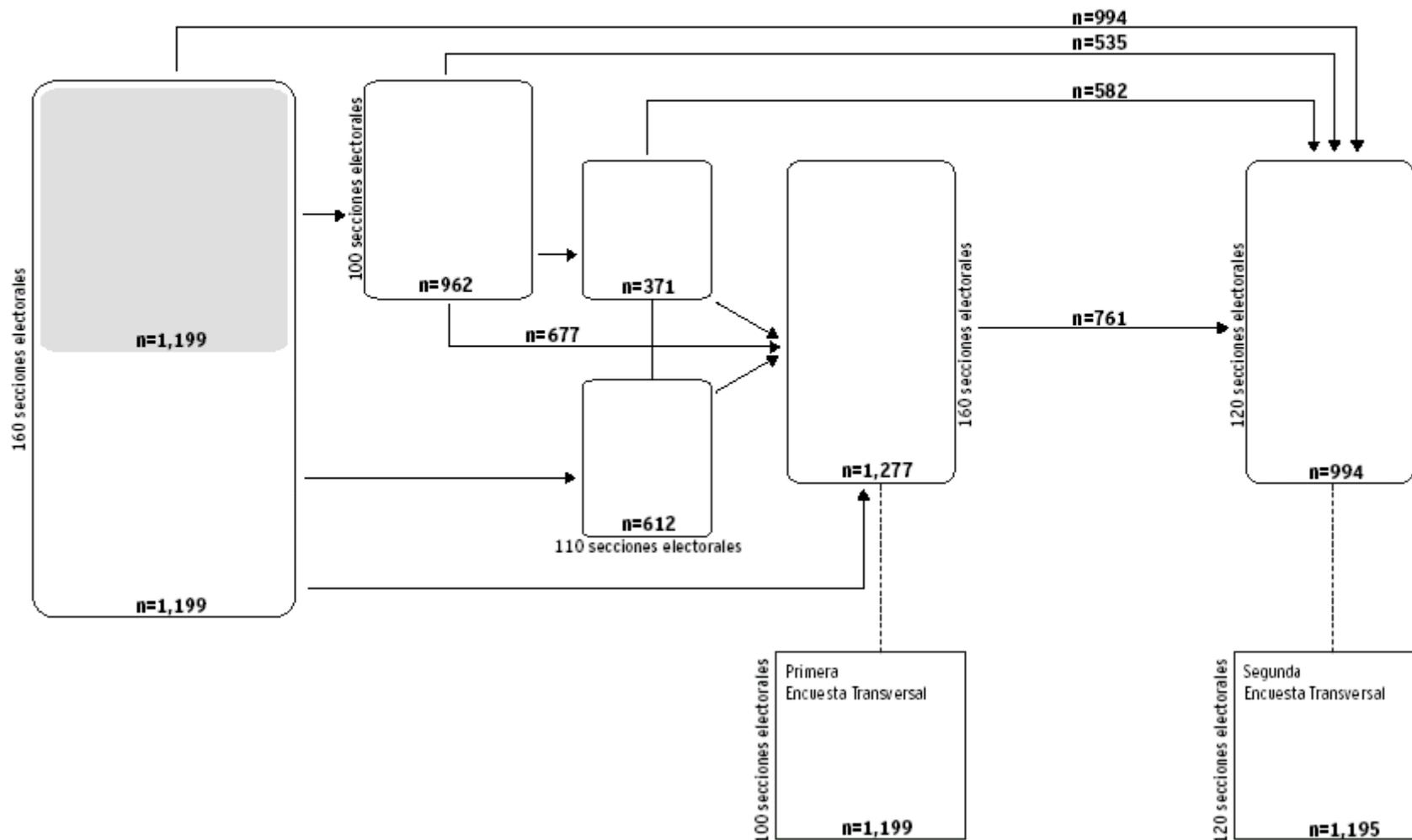
*A Comparative Study
of the 2012 Elections*

Edited by
Jorge I. Domínguez,
Kenneth F. Greene,
Chappell H. Lawson
& Alejandro Moreno

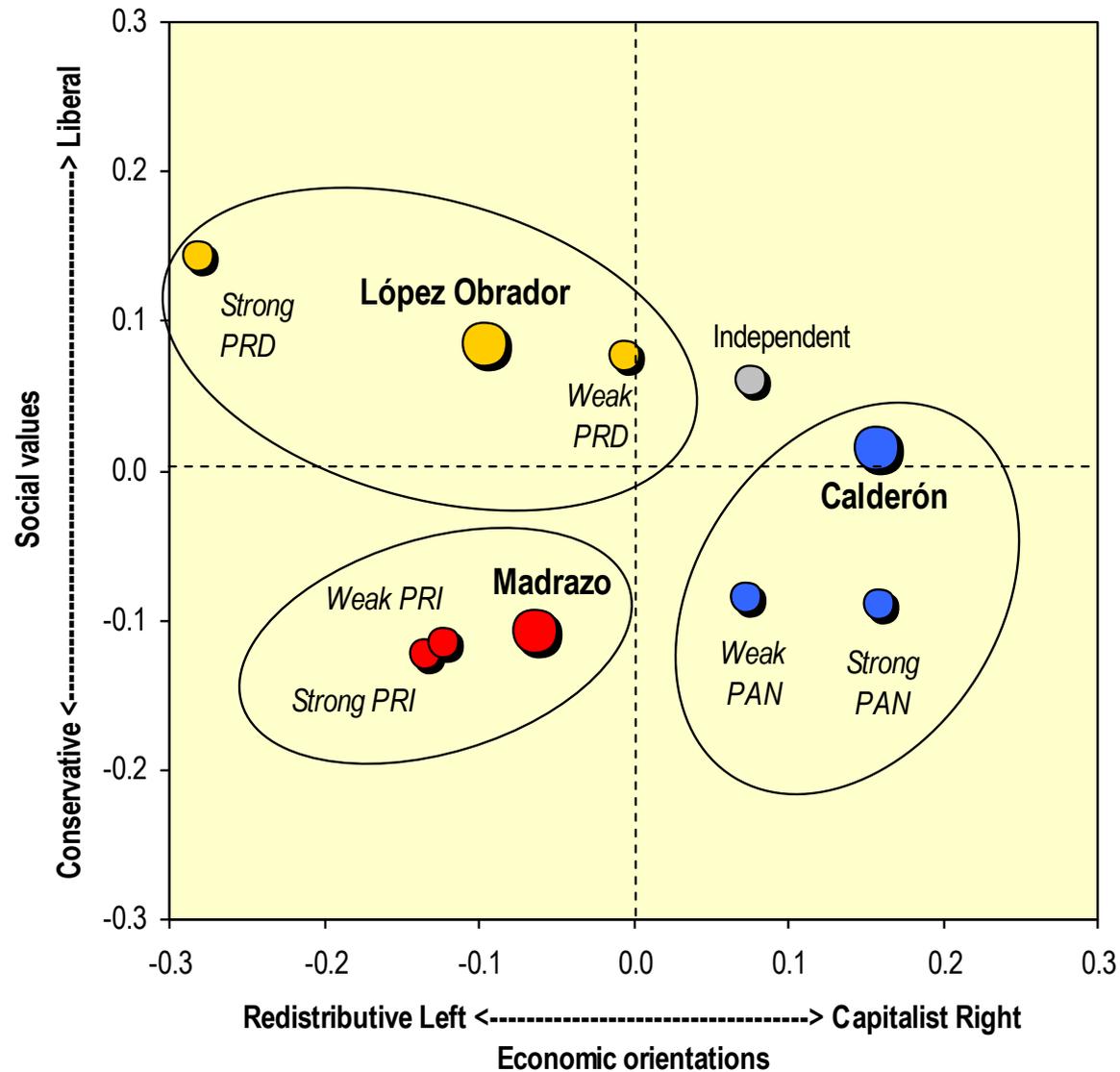
(2015)

DIAGRAMA DEL ESTUDIO PANEL MÉXICO 2000-2002

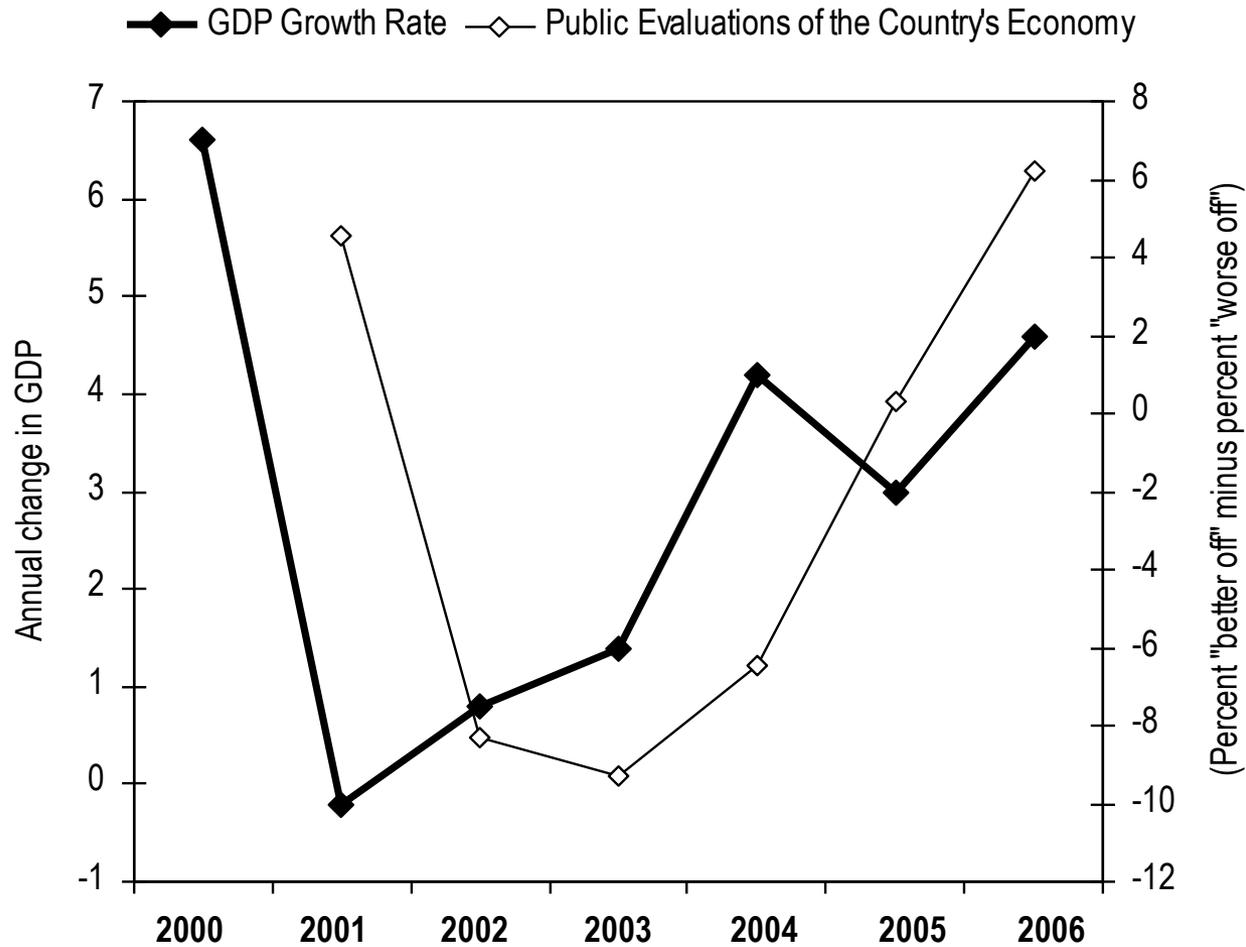
	FEBRERO 2000 Primera ronda	MAYO 2000 Segunda ronda	JUNIO 2000 Tercera ronda	JULIO 2000 Cuarta ronda	MAYO 2002 Quinta ronda
TOTAL ENTREVISTADOS POR RONDA	n=2,398	n=962	n=983	n=1,277	n=994



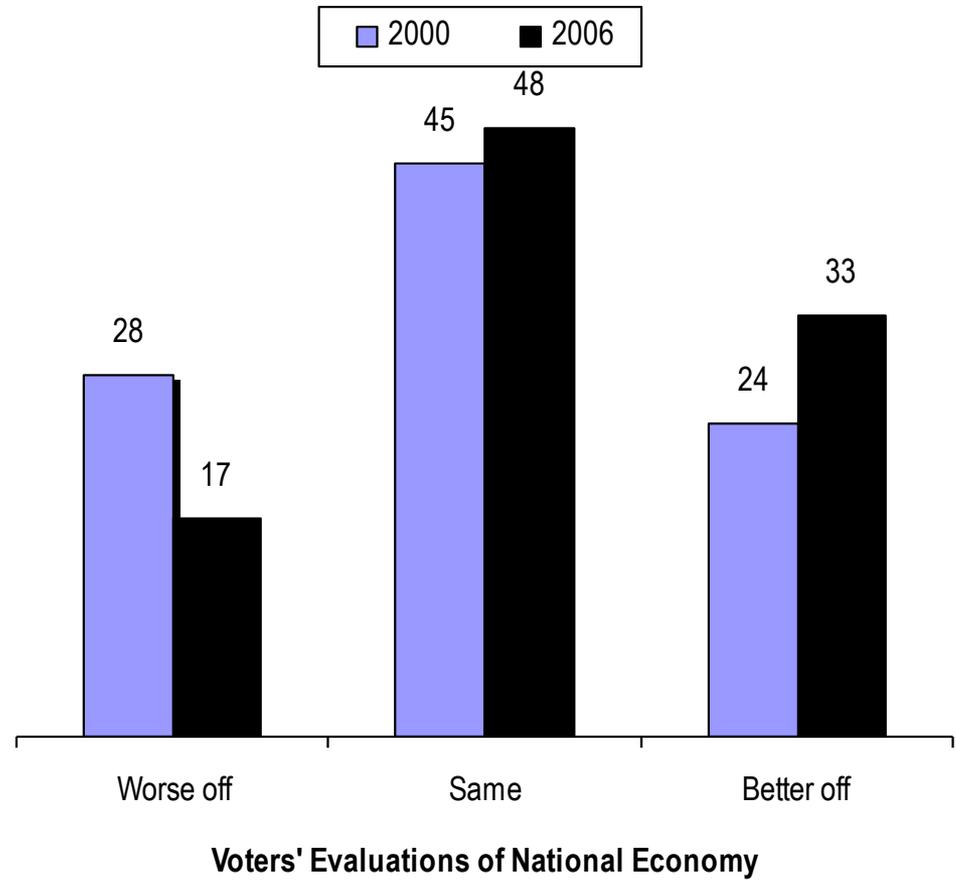
Average voter placement on two dimensions of competition, 2006



The Economy and Public Opinion



The Economy in the Voters' Minds, 2000 and 2006



(Reforma national exit polls, 2000 and 2006).

Table 1. Retrospective Economic Evaluations and Presidential Vote Choice in 2006.

	López Obrador	<i>Vote choice</i> Madrazo	Calderón
<i>National economy in comparison to previous year</i>	%	%	%
Much better	12	11	74
Somewhat better	23	16	58
About the same	41	25	30
Somewhat worse	47	29	17
Much worse	58	29	9
 <i>Personal Economy in comparison to previous year</i>			
Much better	14	12	70
Somewhat better	22	16	58
About the same	41	24	31
Somewhat worse	49	30	15
Much worse	55	32	8

Source: *Reforma*, National Exit Poll, July 2, 2006; n=5,515.

Table 2. Retrospective Economic Evaluations in Two Waves of the Panel Study.

	October 2005	July 2006
<i>National economy since Fox in office</i>		
Much better	10	8
Somewhat better	35	34
About the same	39	45
Somewhat worse	7	5
Much worse	6	5
Don't know	3	3
<i>Personal economy since Fox in office</i>		
Much better	6	5
Somewhat better	25	25
About the same	53	58
Somewhat worse	8	6
Much worse	6	5
Don't know	2	1

Source: Mexico 2006 Panel Study; waves 1 (n=1,600) and 3 (n=1,067).

Figure 2. Support for Felipe Calderón by National Economic Evaluations in Waves 1 and 3 of the Panel Study.

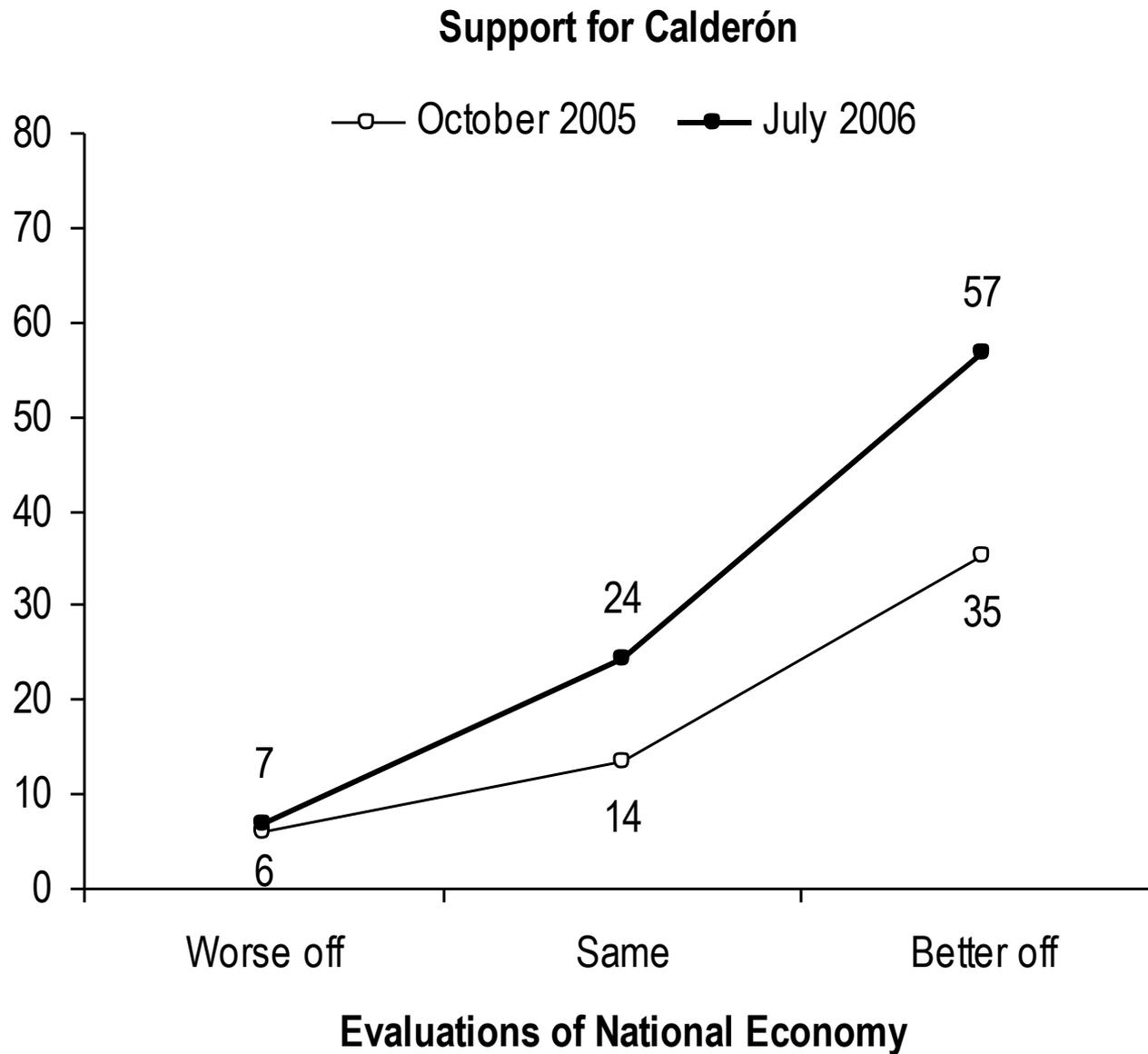
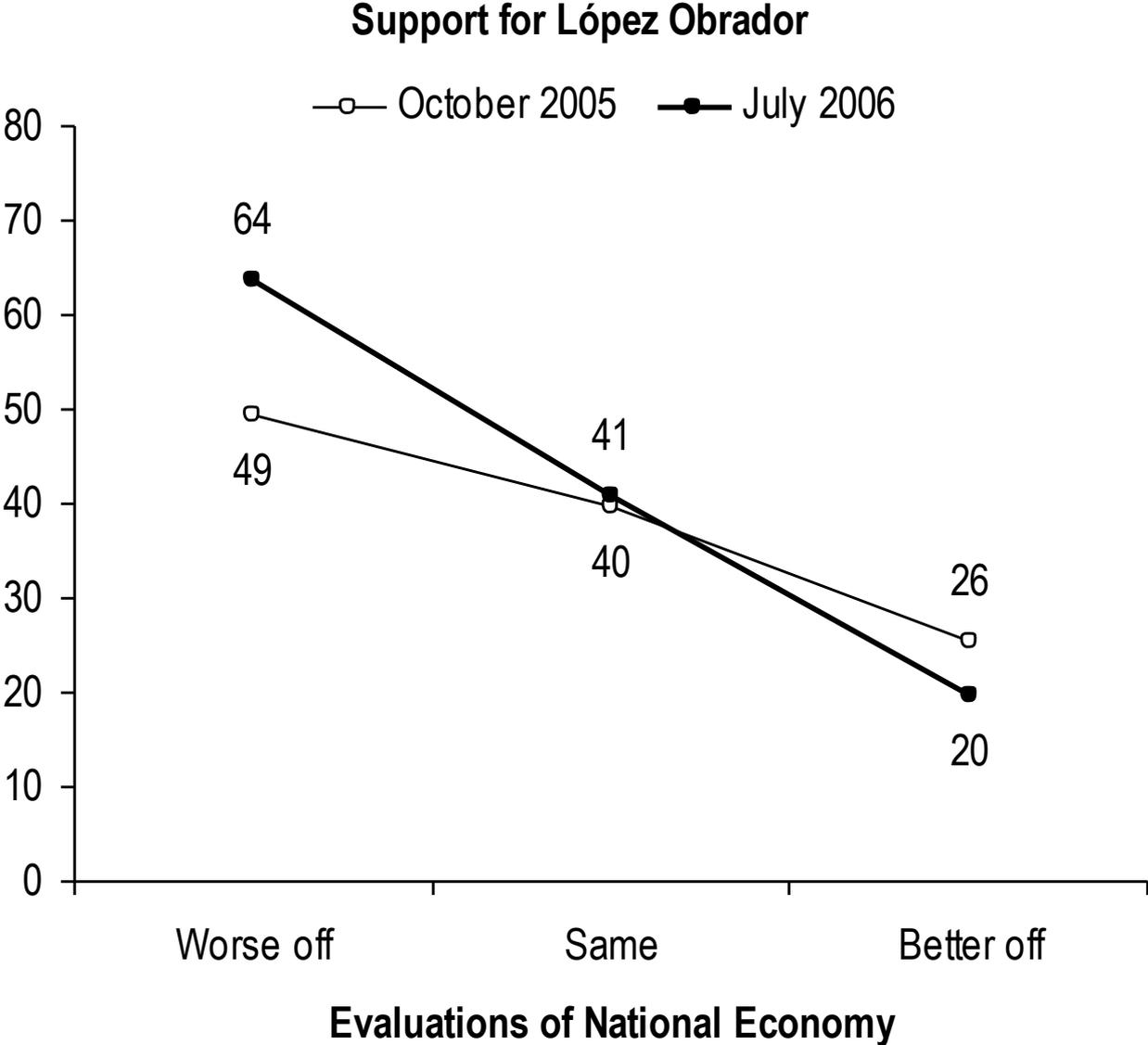
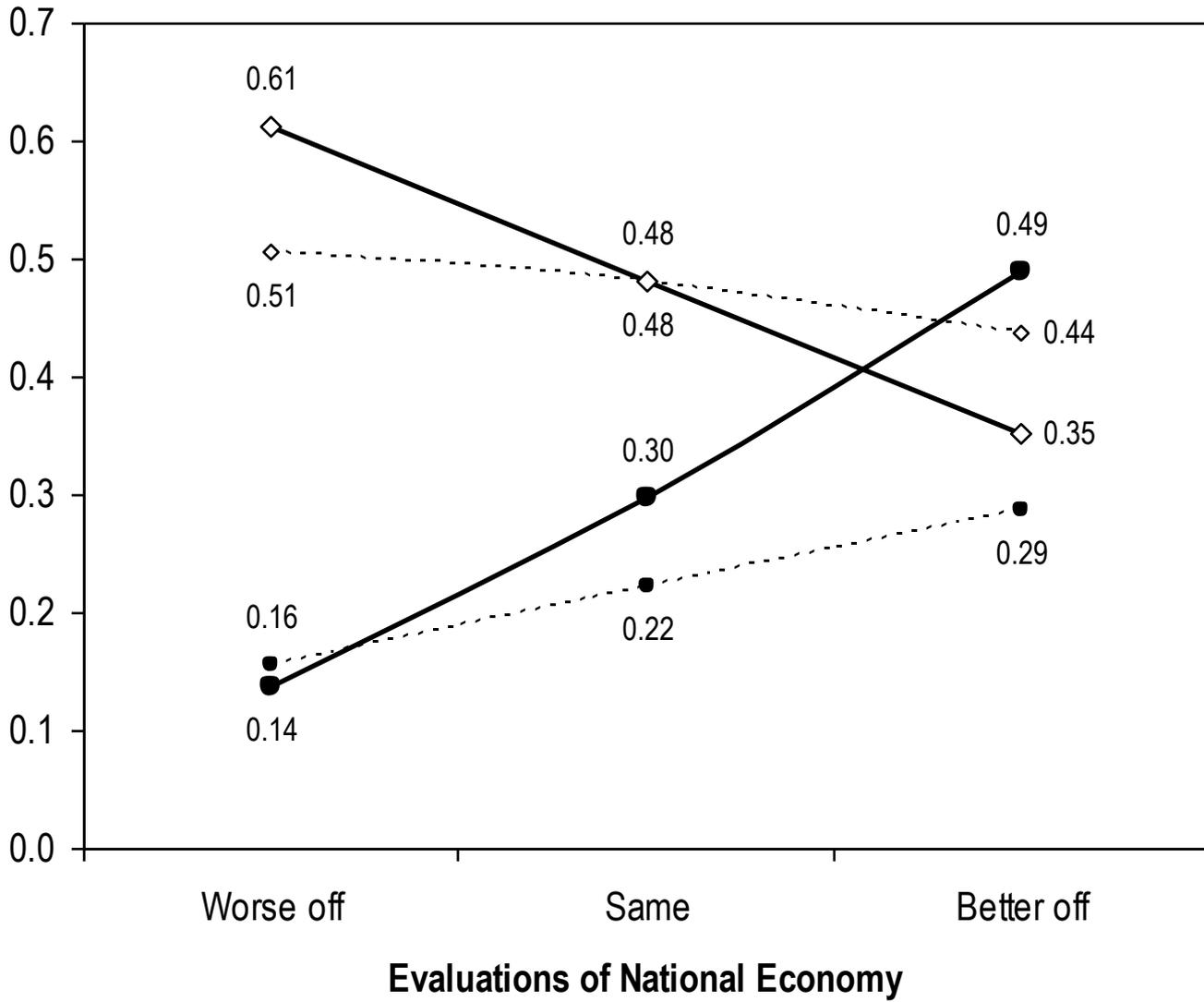


Figure 3. Support for López Obrador by National Economic Evaluations in Waves 1 and 3 of the Panel Study.



Independent (non-partisan) electorate

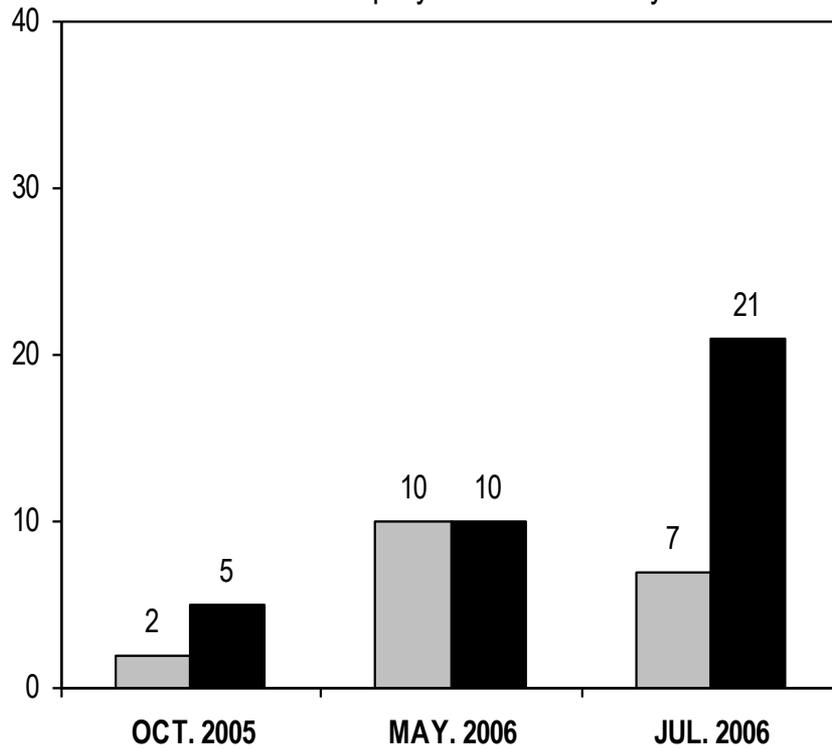
---◇--- López Obrador Oct. 2005 ---●--- Calderón Oct. 2005
—◇— López Obrador Jul. 2006 —●— Calderón Jul. 2006



Issue Ownership

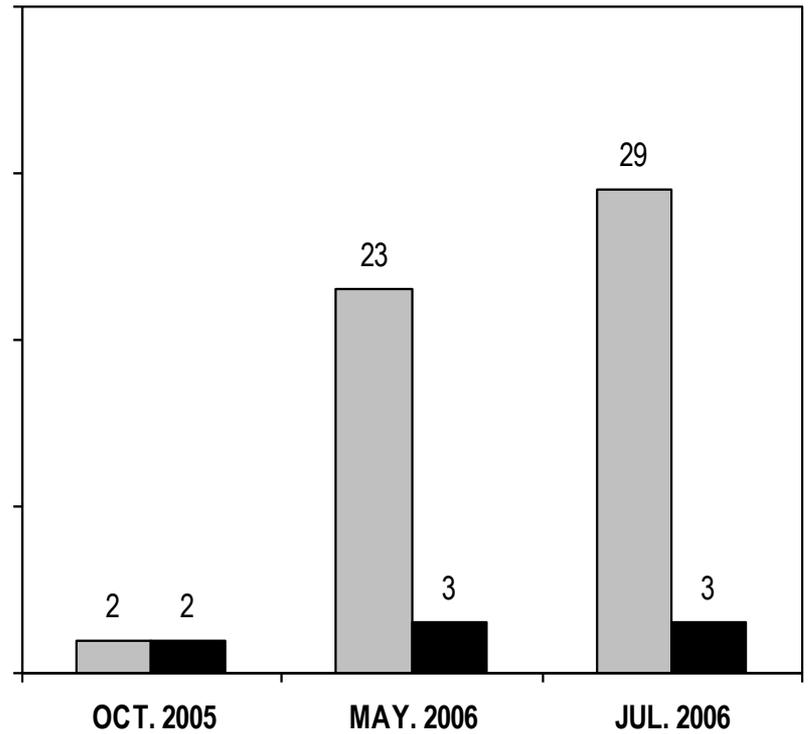
López Obrador

■ Unemployment ■ Poverty



Calderón

■ Unemployment ■ Poverty



Motor interno

Crecimiento anual, %

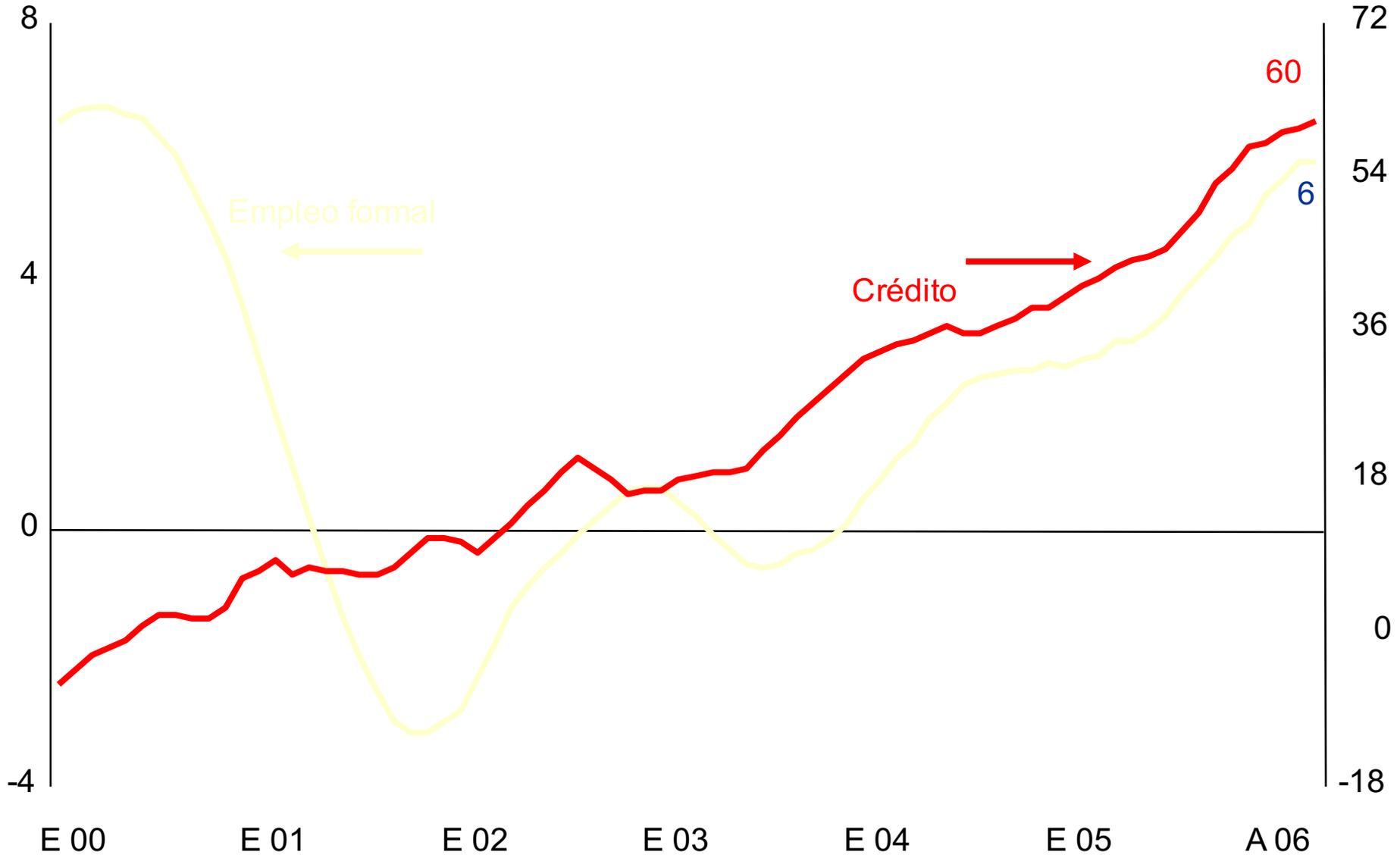


Table 1. Voting Preferences among Independent Voters

	Nov. 2011	March 28	April 25	2012 May 31	June 19	June 27
	%	%	%	%	%	
Andrés M. López Obrador	28	26	31	43	41	37
Enrique Peña Nieto	46	42	34	26	26	28
Josefina Vázquez Mota	25	29	29	21	23	25
Gabriel Quadri	1	3	6	10	10	10
Difference % Peña Nieto minus % López Obrador	18	16	3	-17	-15	-9

Source: *Reforma* national polls (n=1,515 each month).

