

Pre-Election Poll Accuracy in Mexico: 1994-2012

Alejandro Moreno

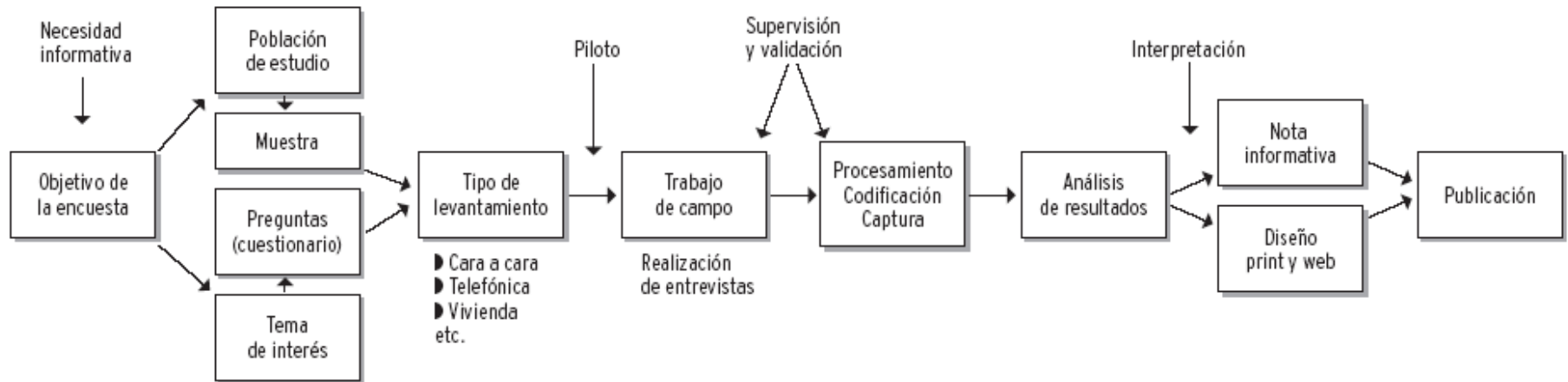
Email: amoreno@itam.mx

Twitter: [@almorenoal](https://twitter.com/almorenoal)

Summary

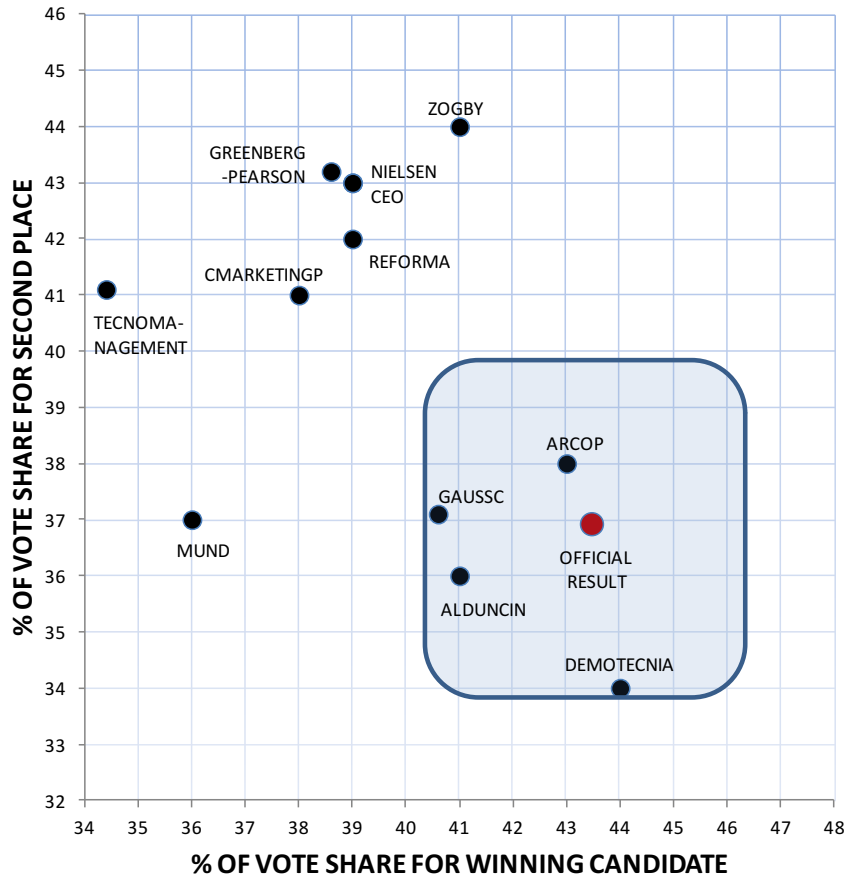
- Analysis of pre-election poll accuracy in national and state-level elections in Mexico from 1994-2012.
- Database with 472 final pre-election polls conducted by 90 polling organizations in 108 elections, 11 national elections (4 presidential) and 99 state-level elections, most of them for state governor.
- All polls analyzed were published, so there is a public record for each.
- Analysis focuses only on the final polls, published within legal times according to Mexican election laws.

The Survey Process

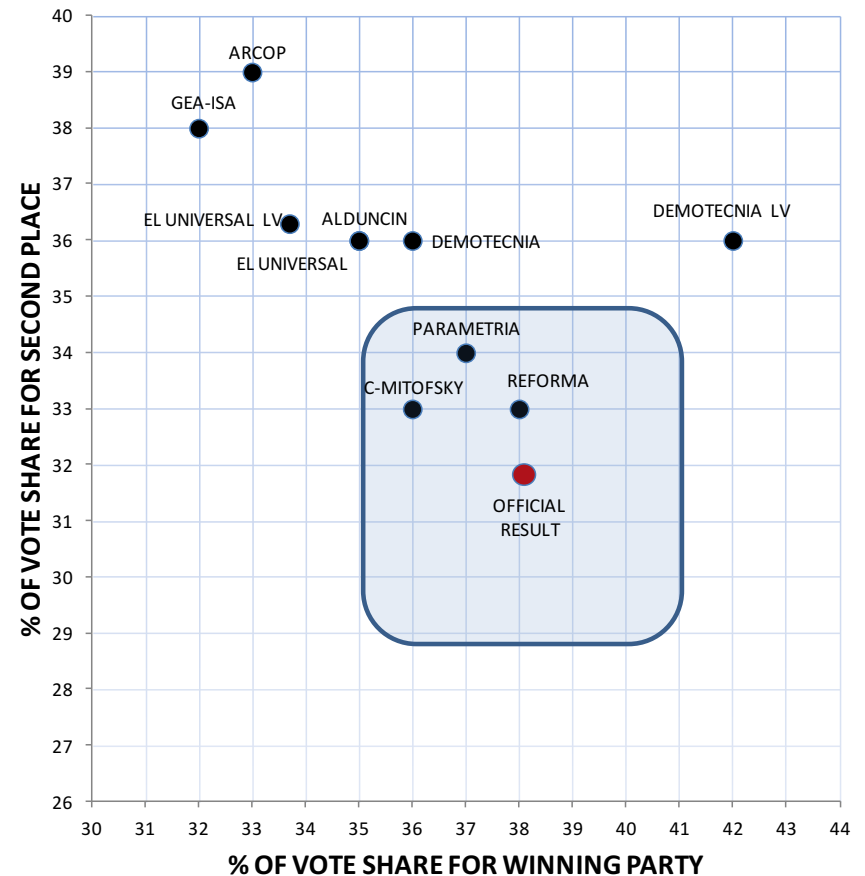


Pre-election polls in 2000 y 2003

PRESIDENTIAL ELECTION 2000

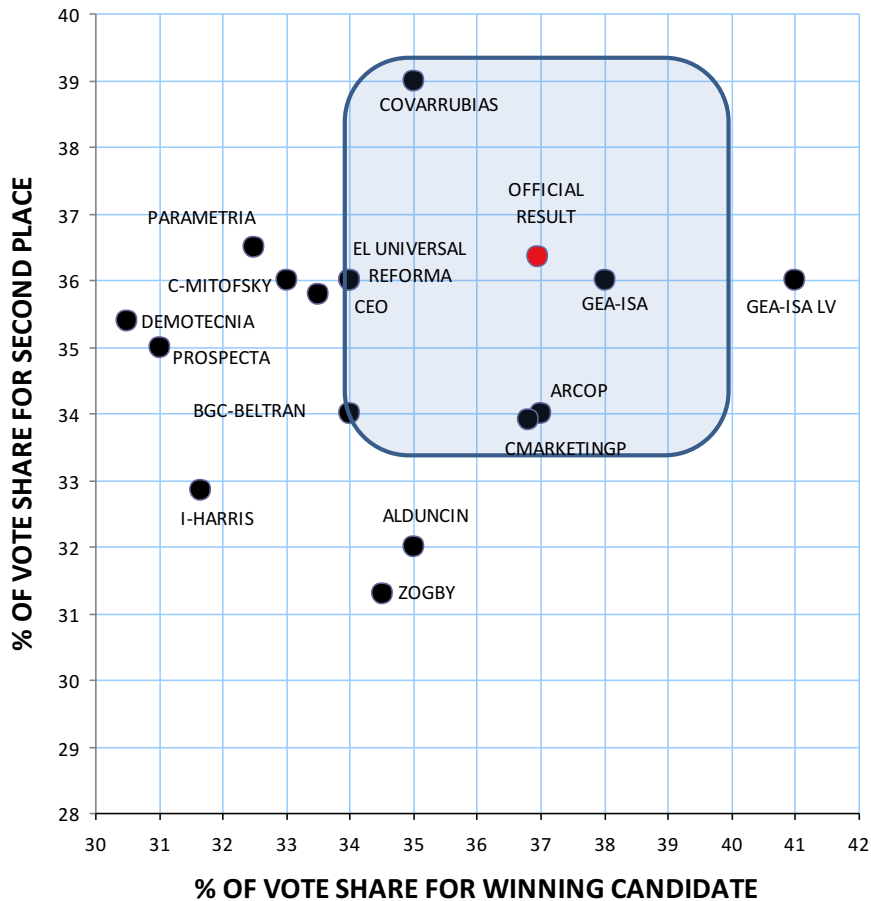


CONGRESSIONAL ELECTION 2003

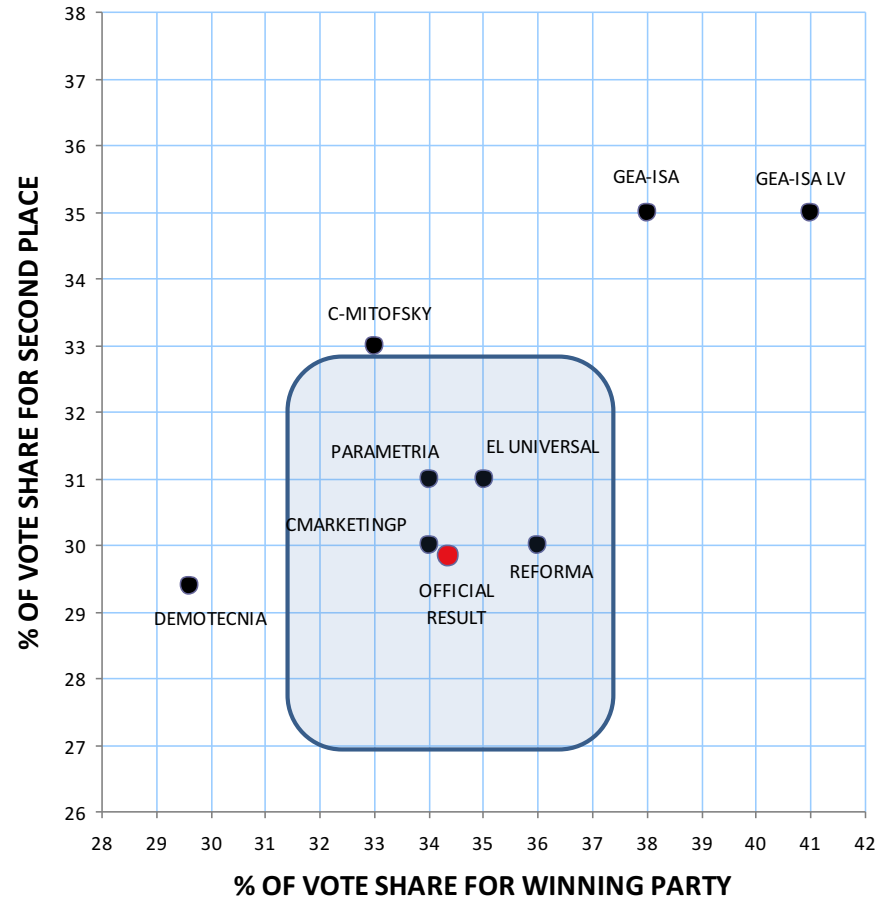


Pre-election polls in 2006

PRESIDENTIAL ELECTION

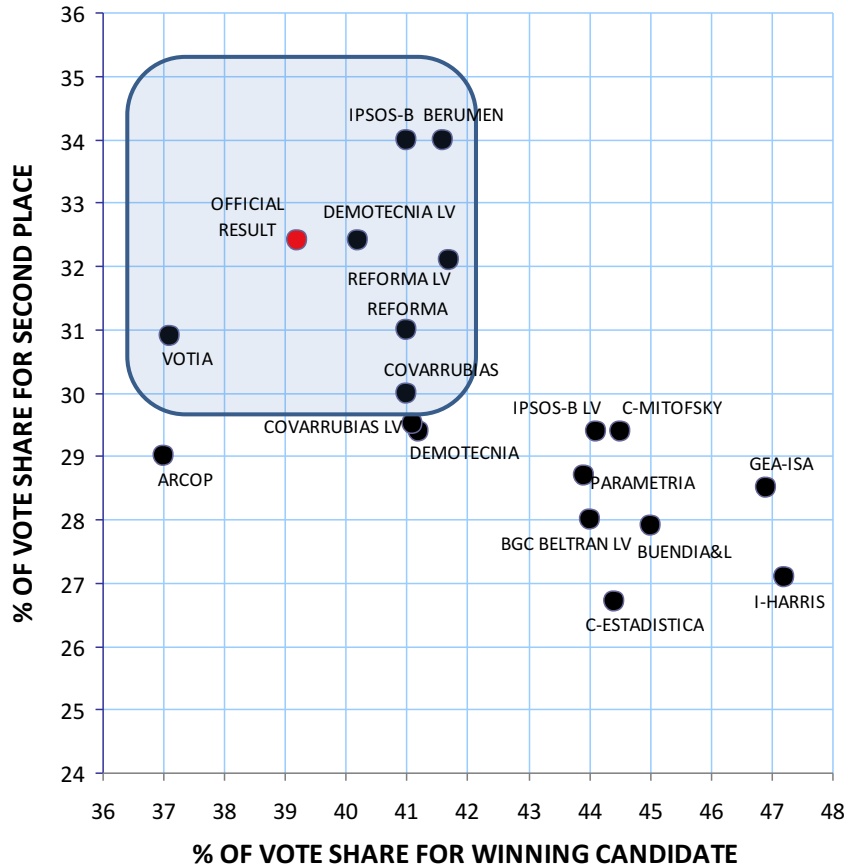


CONGRESSIONAL ELECTION

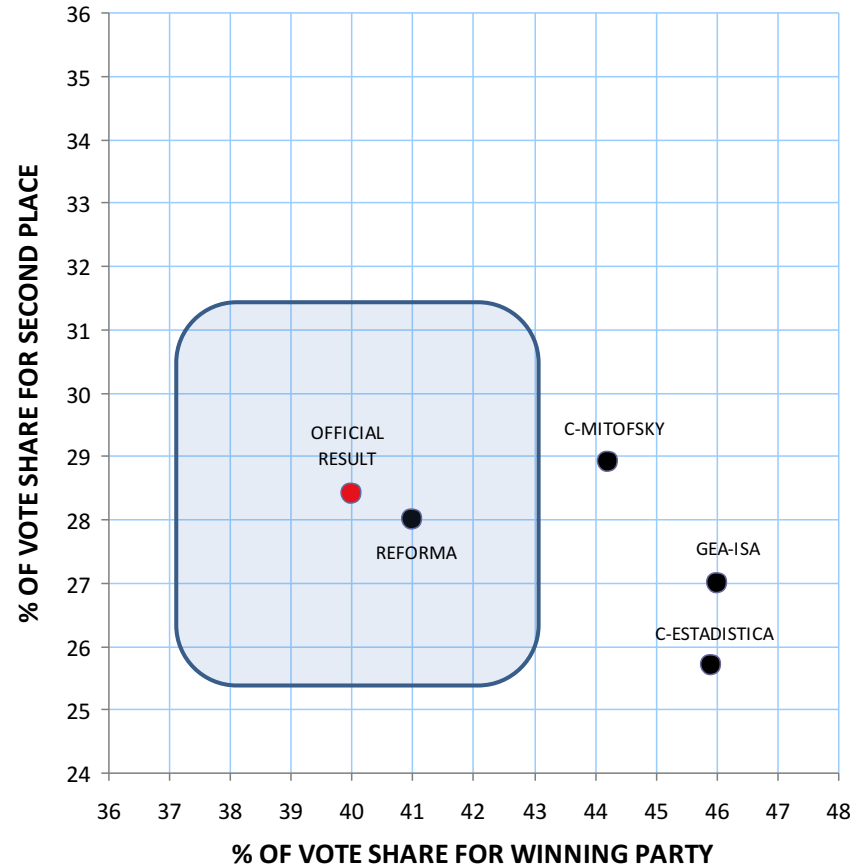


Pre-election polls in 2012

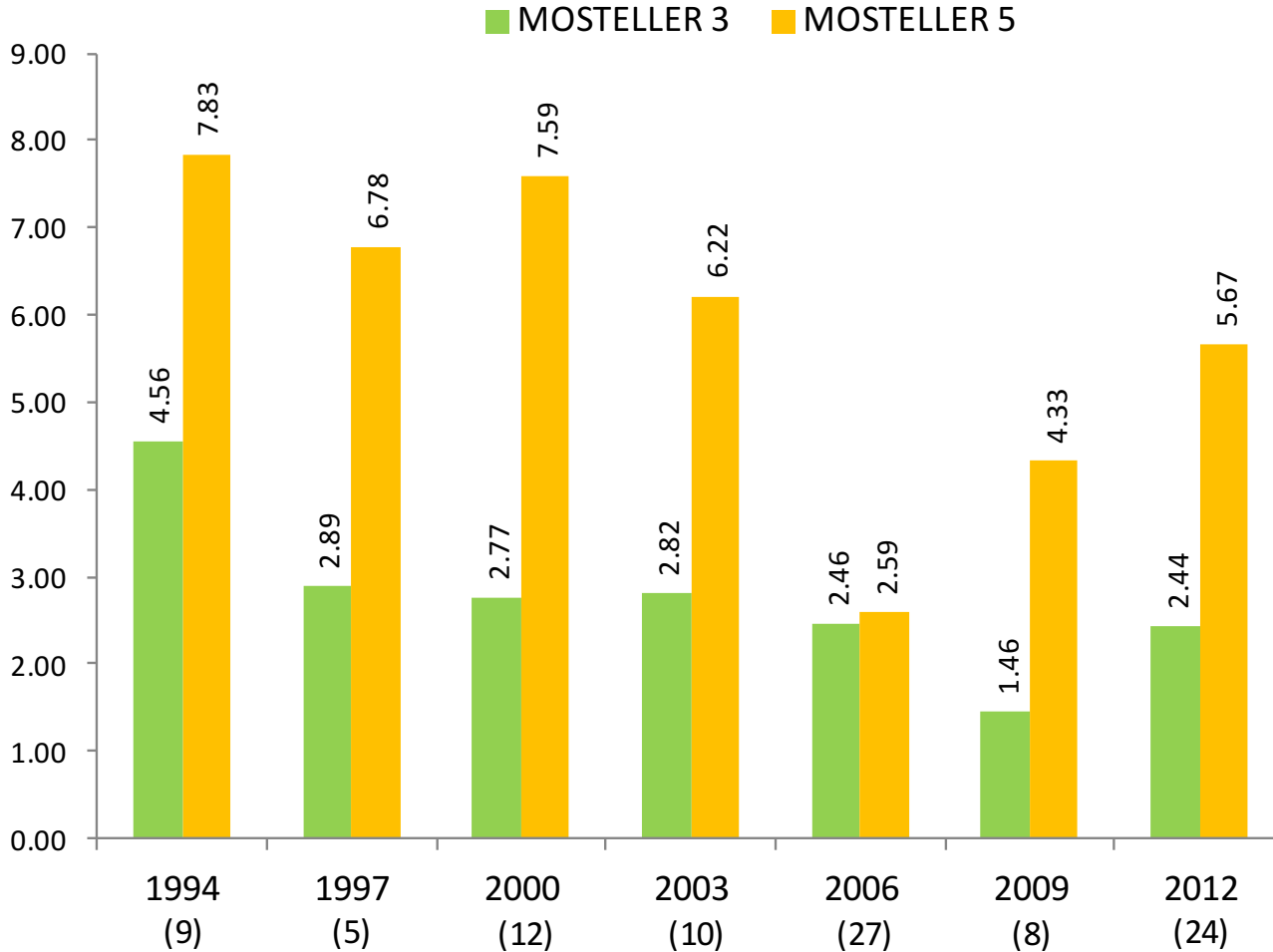
PRESIDENTIAL ELECTION



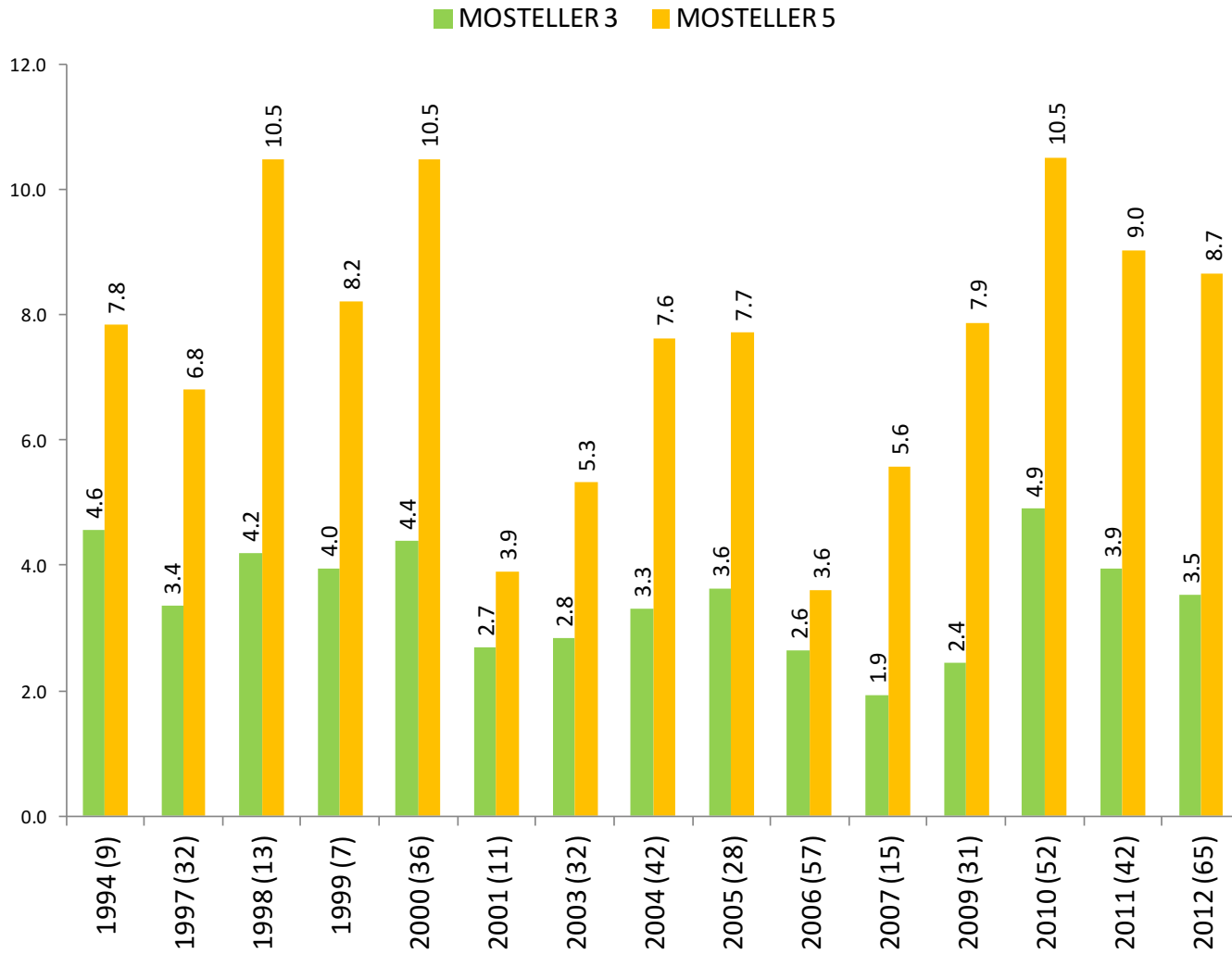
CONGRESSIONAL ELECTION



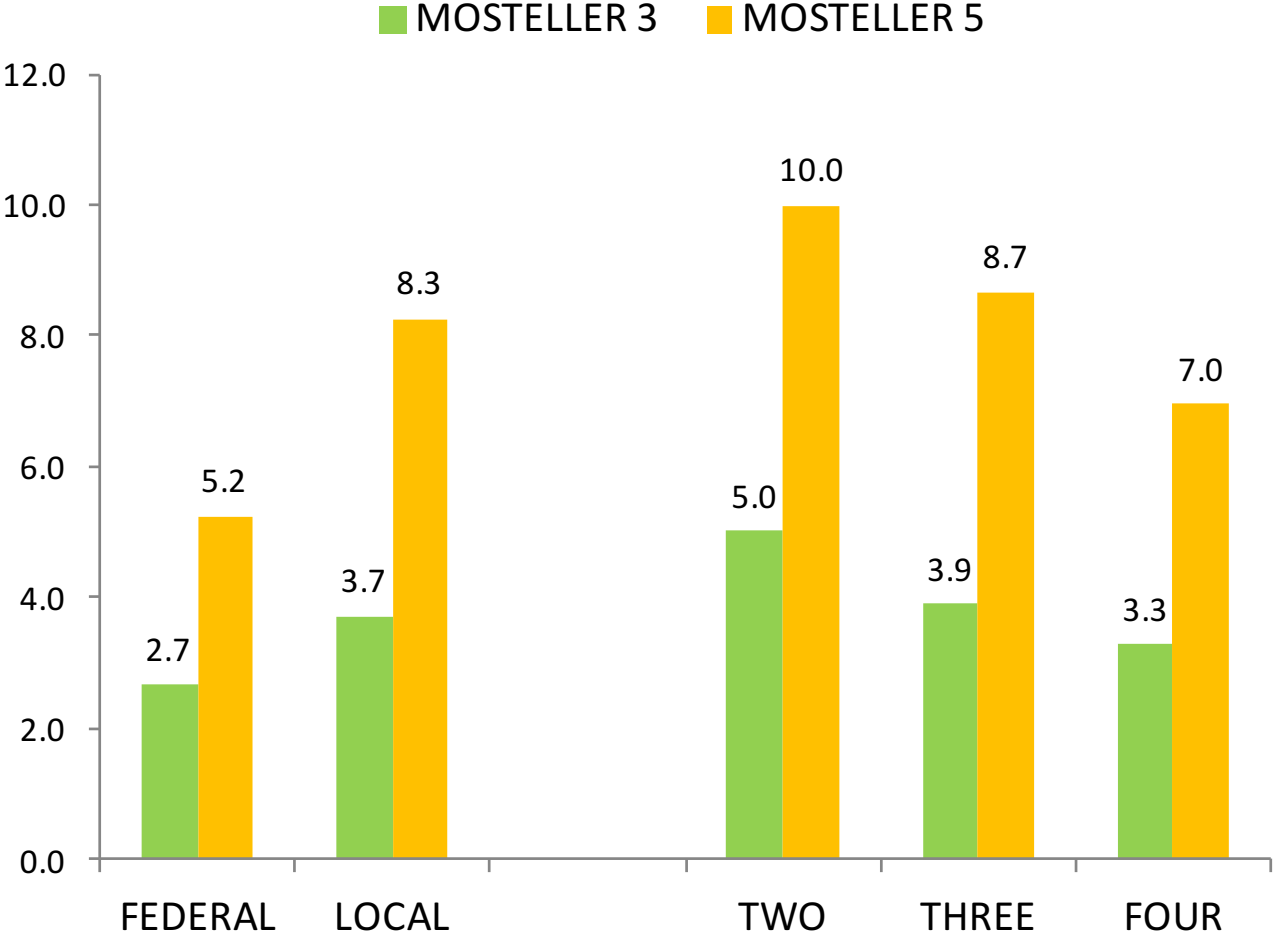
Mosteller M3 & M5 for all published polls in presidential elections, 1994-2012.
(Number of published polls in parenthesis).



Mosteller M3 & M5 for published polls in presidential and state elections, 1994-2012. (Number of published polls in parenthesis).



Mosteller M3 & M5 for published polls by type of election and number of relevant candidates, 1994-2012.



Conclusions

- Pre-election polls have developed in Mexico with intensity since 1994, increasing in visibility and number, and leaving a record of performance and accuracy that can be compared over time and with other countries.
- Preelection polls are a central actor in today's political campaigns, both for their influence and their controversy. They need to be properly documented and carefully analyzed.
- Analyzing poll performance and accuracy in Mexico shows patterns and historical biases by polling organization, keeping record is a crucial to a better understanding of election polls.