

Challenges for Election Polls: Mexico 2021

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ELECTORAL POLLS IN DIFFICULT TIMES



#WAPOR Webinar Series
Friday, February 5, 2021
10:00 AM - 11:30 AM EST

Polling in Hong Kong in Troubled Times

By Robert Chung (Hong Kong)

Experiences with U.S. National Election Polling in 2016 and 2020, using a Probability-Based Internet Panel and Experimental Outcomes Models

By Jill Darling (USA)

Challenges for Election Polls: Reflections for the Mexico 2021 Mid- Term Election

By Alejandro Moreno (Mexico)

Electoral Polls in Sub-Saharan Africa: A Tall Order?

By Paul Nnanwobu (Nigeria)

Information and registration: <https://wapor.org/resources/wapor-webinars/>

What do we mean by “difficult times”?

PANDEMICS

- Pandemics, city or country lockdowns, health-related issues, sanitary protocols, social distrust (variations by mode of interview)

SAFETY ISSUES

- Wars, conflicts, risky zones, crime

INSITUTIONAL/ POLITICAL CONTEXT

- Restricting laws, political pressures (mode, dissemination, freedom)
- Election specific issues (Mexico: new coalitions, partial alliances, high number of races, turnout and likely voter estimations...)
- Economic considerations: sponsorship.

Other challenges

ACCURACY

- Election specific issues (Mexico: new coalitions, partial alliances, high number of races...)
- Methodological adaptations (telephone, online, mixed methods, weighting, new census data)

THE PROFESSION AND ITS CREDIBILITY

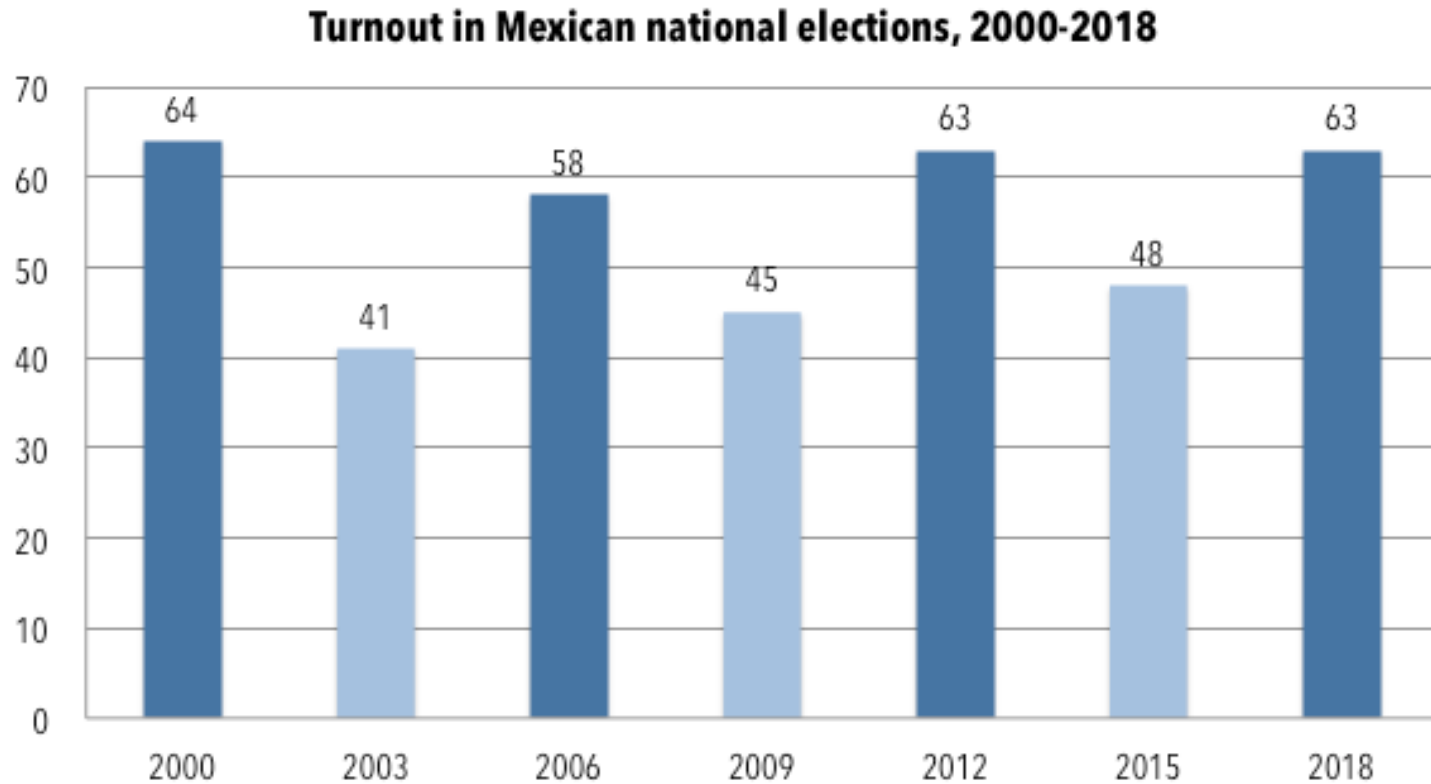
- Professional resistance to new adaptations (good and bad sides)
- Professional malpractice and lack of transparency

PUBLIC DISSEMINATION AND THE PUBLIC GOOD

- Media coverage, journalist's habits, social media
- Universities, academic and professional discussion and evaluation (Mexico: INE)

Turnout and likely voters

(Accuracy issues)



2021: *Terra incognita* for new likely voter estimations?

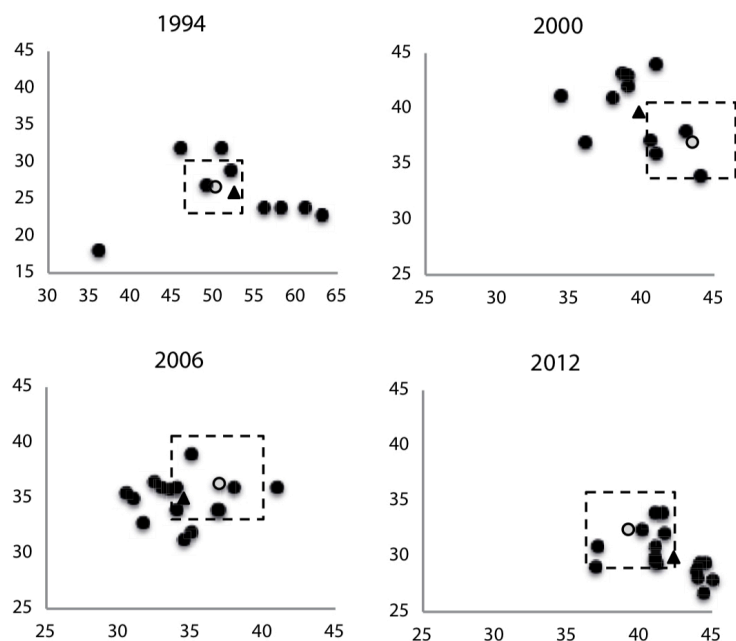
Accuracy record in Mexico

- The **good news** for 2021: mid-term elections have had a more partisan (stable?) look, and polls have been more accurate than in presidential or state governors' races.
- The **bad news**: Mexican polling has had a difficult time estimating support for party coalitions in governor's races. (v.g. 2010, 2016, PAN-PRD; 2021: PAN-PRI-PRD)

Election polls' accuracy: Mexico 1994-2015

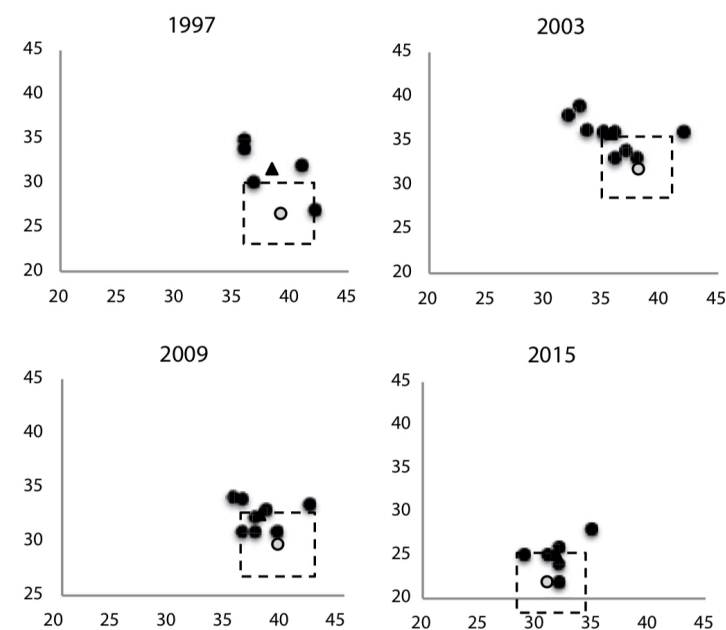
GRÁFICA VII.1. *Acierto y error: elecciones presidenciales.*

Encuestas finales publicadas en las elecciones presidenciales, 1994-2012



GRÁFICA VII.2. *Acierto y error: elecciones legislativas.*

Acierto y error de las encuestas finales en las elecciones para diputados federales, 1997-2015



Accuracy by type of election

1994-2015	Presidential elections	Congressional elections	State Governor elections
Historical verage error (M3)	2.8	2.6	4.2
Historical advantage error (M5)	5.6	4.3	9.2
Number of final polls	61	43	577

Cuadro VII.8. *Acierto y error de encuestas en elecciones nacionales y estatales*

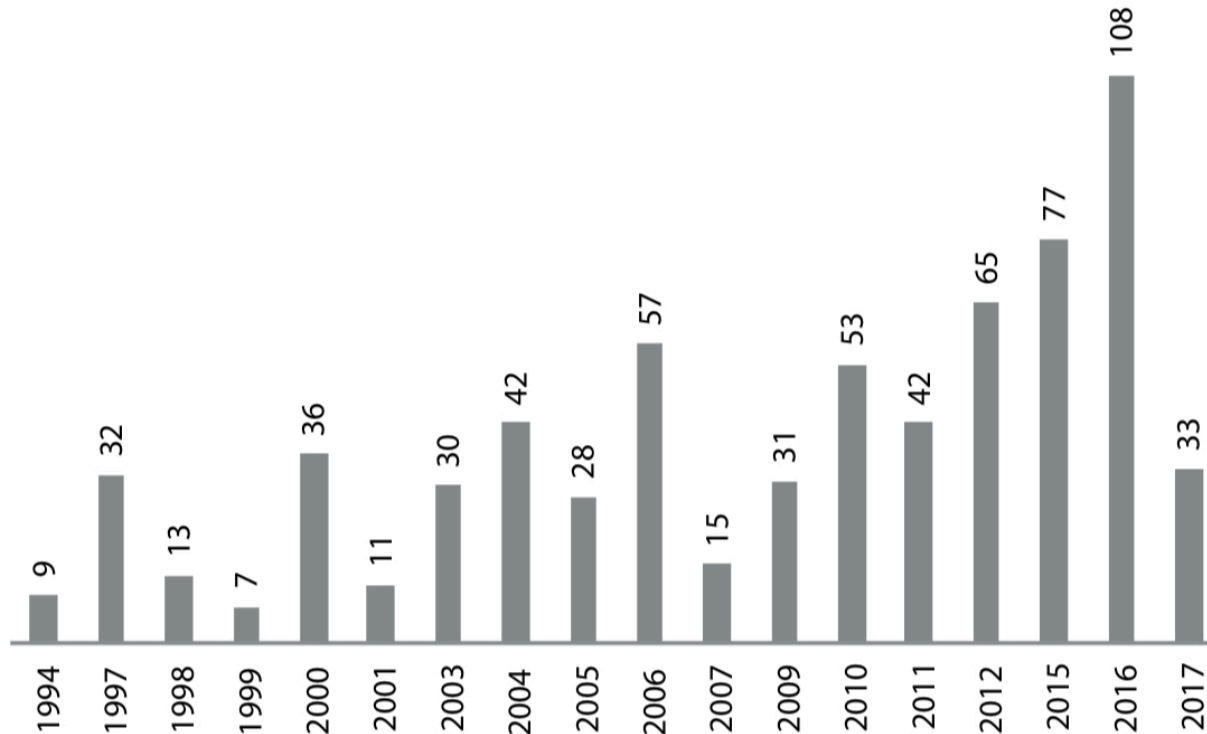
Error histórico total de las encuestas finales según el tipo de elección, 1994-2015.

<i>Elecciones para presidente de la República</i>	<i>Valor</i>
Error promedio M3	2.8
Error ventaja M5	5.6
Desviación estándar M3	1.7
Desviación estándar M5	4.1
Número de encuestas finales	61
<i>Elecciones para diputados federales y senadores</i>	
Error promedio M3	2.6
Error ventaja M5	4.3
Desviación estándar M3	1.5
Desviación estándar M5	3.9
Número de encuestas finales	43
<i>Elecciones para gobernador del estado</i>	
Error promedio M3	4.2
Error ventaja M5	9.2
Desviación estándar M3	2.8
Desviación estándar M5	8.1
Número de encuestas finales	577

Number of final polls by election year

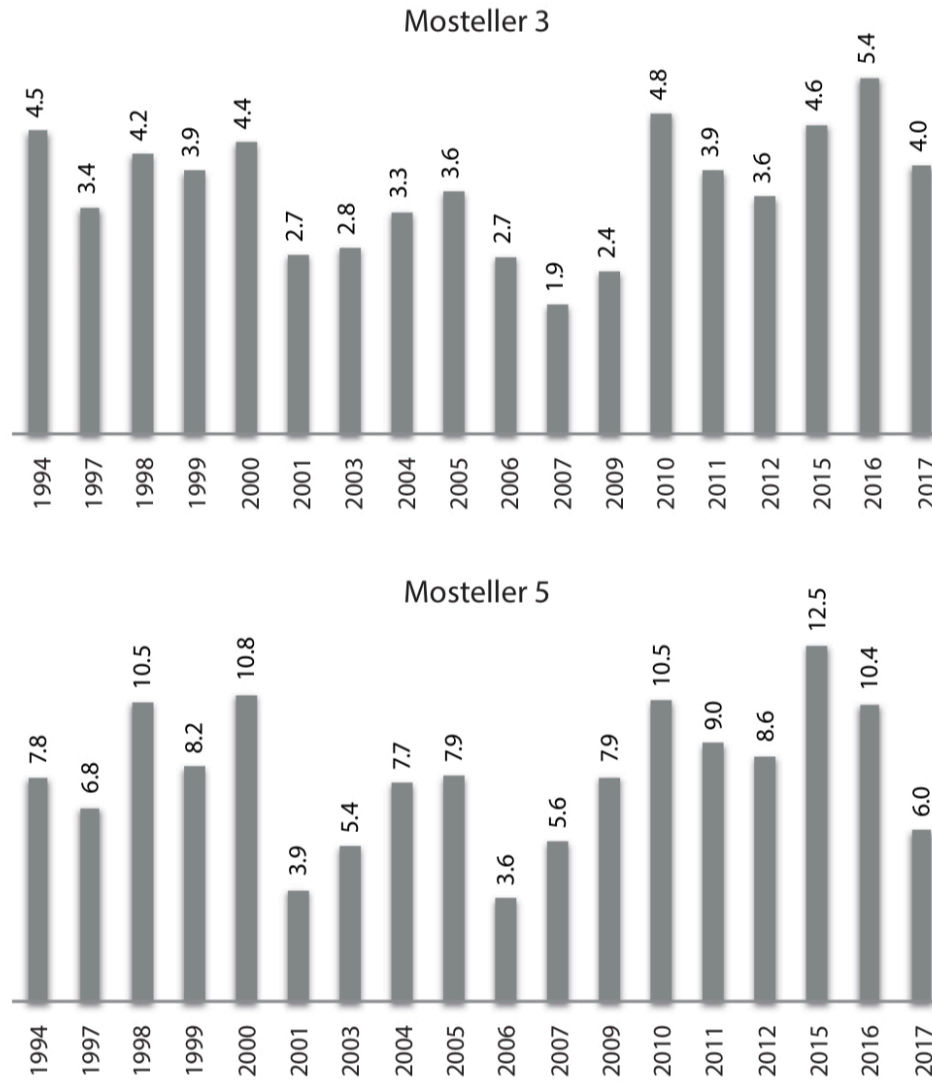
GRÁFICA VII.4. *Encuestas y años electorales.*

Número de encuestas finales por año electoral, 1994-2017



GRÁFICA VII.5. *Tamaño del error de encuestas.*

Error promedio (Mosteller 3) y error ventaja (Mosteller 5), 1994-2017



Thank you!