

## **FIRST PRE-ELECTION SURVEY DEFOE-SPIN**

### **Methodological Note**

**November 2017**

---

#### **I. AIM OF THE STUDY**

The First Pre-Election Survey DEFOE-SPIN is a project of investigation on the electoral campaigns of 2018 in Mexico, which pretends to be a methodological and analytical resource for all those who are interested in subjects of public opinion, electoral behavior and political campaigns, including academics, analysts, journalists, and members of the media, in Mexico as in any part of the world.

The First Pre-Election Survey DEFOE-SPIN explores methodological appearances related with the process of data collection, the design of questionnaire phrasing, and the potential sources of error of the surveys in Mexico (of coverage, sampling, non-response, between others).

The First Pre-Election Survey DEFOE-SPIN consisted of 1,200 interviews in 120 electoral sections at a nationwide level. A total of ten questionnaires were applied in each section.

#### **II. PARTICIPANTS OF THE STUDY**

The sponsorship and design of the study of the First Pre-Election Survey DEFOE-SPIN were carried out jointly by Defoe, Experts on Social Reporting, S.C. and SPIN-Taller de Comunicación Política, S.C. The application and generation of the survey database was executed by Defoe, Experts on Social Reporting, S.C.

#### **III. SAMPLING FRAME**

The sampling frame used in the sample design were the electoral sections reported by the National Electoral Institute (INE) with information of October 2017.

#### **IV. SAMPLE DESIGN**

The sampling model of the First Pre-Election Survey DEFOE-SPIN was stratified by circumscription with equitable sample allocation. The selection of electoral sections was made in a systematic manner with probability proportional to their size in each constituency, using the Nominal List as a measure. The selection of housing was made under a systematic jump of three houses, whether the interview was conducted or not. In the selected dwelling a citizen was chosen randomly under the criteria of the most recent birthday date.

#### **V. SAMPLE SIZE AND ERROR MARGIN**

The study sample consisted of selecting randomly 120 of 68,364 electoral sections. In each section, 10 interviews were obtained, collecting a total of 1,200 effective interviews. The survey was applied to people over 18 years old with residence in the area selected at the time of the interview.

Assuming simple random sampling, the associated margin of error is +/- 2.83%, with a statistical confidence level of 95%.

#### **VI. RESULT RATES**

In total, the exercise had 2,828 attempts which are classified into 1,200 effective interviews, 168 partial interviews, 876 rejections to interview and 584 did not find any contact in housing.

The response rate recorded in the study is 42.4 percent, which is calculated with the RR1 formula, published in *"Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. Revised 2016. AAPOR "*.

The rejection rate is 30.98 percent, which is calculated with the REF1 formula, published in *"Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. Revised 2016. AAPOR "*.

#### **VII. METHOD OF INFORMATION COLLECTION AND LIFTING DATES**

The interviews were applied personally, face to face in housing, with the help of an electronic device (tablet), with the participation of 70 interviewers and 20 supervisors.

The survey of the First Pre-Electoral Survey DEFOE-SPIN was conducted between October 28 and November 1, of 2017.

## **VIII. FIELD WORK**

The fieldwork includes the subjects of training, supervision and capture.

The training was conducted personally in Mexico City. The subject of the housing and individual selection methodology was reviewed; the knowledge of the electoral sections corresponding to the exercise through the sectional maps; the knowledge of questionnaire and review of instructions; and use of the response capture system by electronic device.

Supervision was carried out directly, that is, at the time the interviewer was conducting the survey the supervisor was with him in the presence of the interviewee.

The data capture was made with an automated system of immediate registration through the electronic device. Each interviewer had a tablet with the integrated system to record the answers in each interview.

## **IX. VALIDATION OF RECORDS**

By having the immediate capture system, the record base is generated immediately in a text file separated by commas (.csv).

For the validation of the records, revisions were made in the data where the human factor had more participation. Atypical responses detection tests, interview times and system registration time were performed.

## **X. NON-SAMPLE CONSIDERATIONS**

In research and studies of this type the existence of non-sampling errors should be considered, which may include the questions phrasing, the unanticipated effects of questions before or after others in the questionnaire, and the contingencies than can be presented at the time of the survey. All the mentioned aspects are taken into account after the survey.