

Maximizing Media Coverage for Political Campaigns in Mexico

The Case of Jalisco

Objective

To present the geographic distribution of potential voters and the average level of media coverage that a candidate may expect to have per electoral section (the smallest electoral unit, includes up to 1,500 voters).

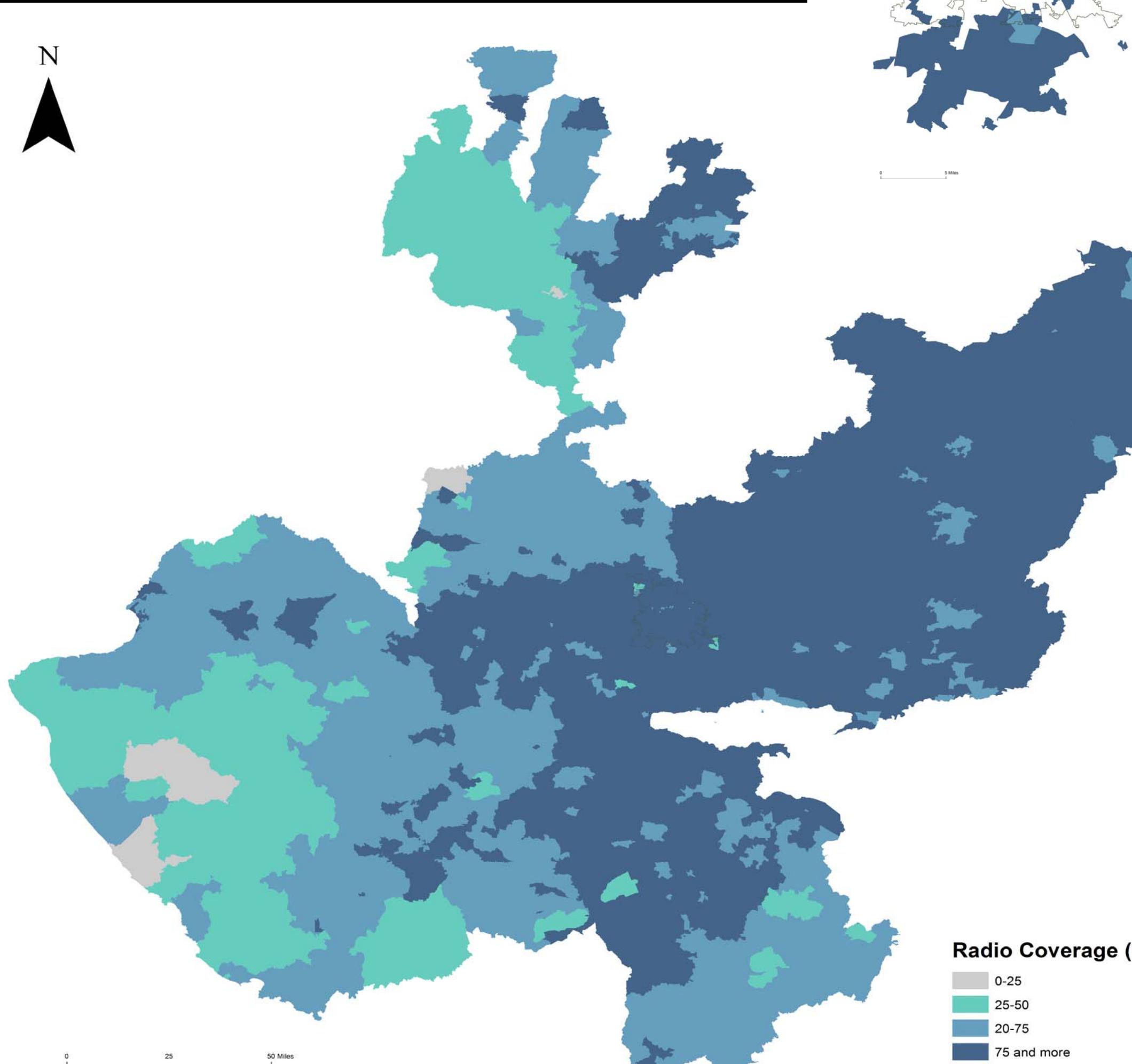
Motivation

Mexican candidates are not allowed to buy radio or television ads, quotas are designed by the Electoral Institute. Private funding is also strictly capped, so that campaigns are primarily sustained through public funds.

Given the limits in total expenditure and advertising, the identification of media coverage represents a valuable tool for maximizing resources.

Effectively used, geographic analyses would enable efficient spending and effective messaging. Micro-targeting has long been used in the U.S. but the technique is fairly new in Mexico.

Radio



Methodology

Utilizing the 2010 Mexican census data per electoral section, I estimated:

1. The percentage of citizens per electoral section with access to each media, by calculating:
 - a. The number of households with access to each type of media
 - b. The average number of citizens per household
2. The relevance of media coverage in terms of potential voters, by estimating the percentage of voters reached per section.
3. Possible correlation between socioeconomic traits and media coverage, using variables such as age, years of schooling, employment, and household access to utilities (water, electricity)

Assumptions

A hierarchical and perfect overlap of the three media: households with TV are assumed to have radio, and households with internet access are assumed to have TV and radio. The possibility of a household having TV and not radio is not considered.

An even distribution of socioeconomic attributes across population age groups so that citizens (individuals that are 18 years or older) have on average the same traits than younger individuals.

Main Findings

1. Access to each media

Internet access covers 25% of Jalisco's citizens. Coverage is higher in urban areas, reaching up to 65% of potential voters; and lower in rural areas, coverage being 5%

TV is the most widely spread media in pri-

vate households, with 95% coverage in the state. The lower reach is 32% of potential voters per electoral section.

Radio is the second most widely spread media in private households with a state coverage of 84%, the lower reach being 35%

Because the analysis only considers household access to media, media coverage (particularly radio and Internet) is bound to be higher.

2. Relevance of each section

The results show that most of the voters live in medium-coverage areas, making it difficult to recommend budget maximizing strategies.

An analysis of the two extremes shows that one third of potential voters with ac-

cess to Internet live in high-coverage areas, and less than one percent live in areas with low coverage sections.

Potential Voters Reached by Media (%)		
	Total	High-coverage
Internet	26	.33
TV	95	.13
Radio	84	.14

An element that may explain the lack of a statistically significant correlation between socioeconomic characteristics and media is the imperfect fit between administrative borders and electoral segmentation

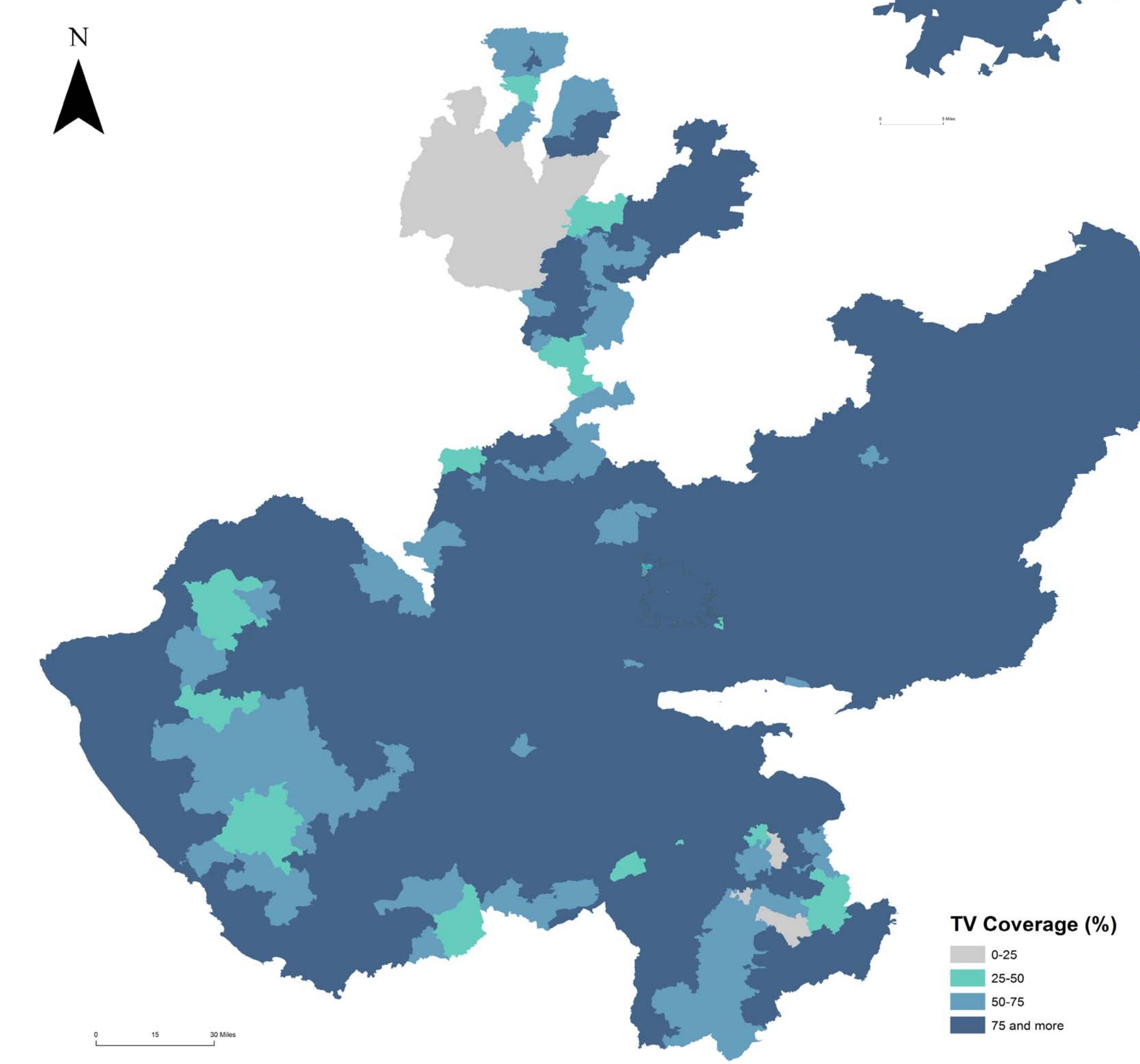
This is clear when zooming in to Guadalajara's metropolitan area, where white areas between electoral sections can be seen.

References

INEGI - IFE. 2010 Census Data by Electoral Sections

IFE Registered Voters per Electoral Section as of November 2011

Television



Internet

