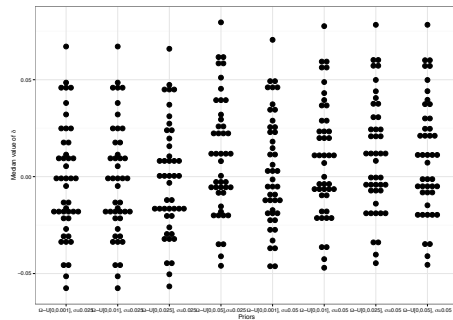
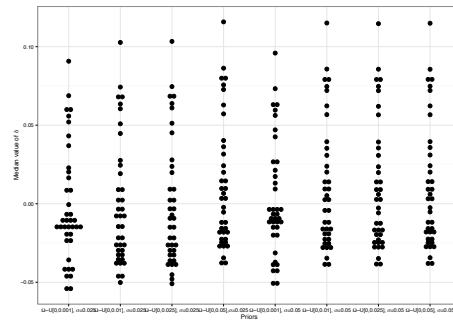


Supplementary Information



(a) 2006



(b) 2012

Figure A: Sensitivity analysis for the model analyzing the 2006 and 2012 electoral polls in Mexico. The figure shows the median values for house effects under different combinations of assumed variance for the margin of error of the polling firms, σ , and the daily variation of voters' electoral preference, τ .

Table A: Error distributions for the polling firms in 2006 Mexican presidential elections.

Pollster	Candidate	Quantile Values		
		0.025	0.50	0.975
ARCOP	PAN: Calderón	-0.036	0.000	0.036
ARCOP	PRD: López Obrador	-0.066	-0.031	0.007
ARCOP	PRI: Madrazo	-0.010	0.026	0.062
BGC	PAN: Calderón	-0.065	-0.030	0.004
BGC	PRD: López Obrador	-0.051	-0.017	0.018
BGC	PRI: Madrazo	0.003	0.039	0.073
CEO	PAN: Calderón	-0.072	-0.033	0.004
CEO	PRD: López Obrador	-0.038	-0.001	0.038
CEO	PRI: Madrazo	-0.012	0.025	0.063
Consulta Mitofsky	PAN: Calderón	-0.079	-0.045	-0.013
Consulta Mitofsky	PRD: López Obrador	-0.036	-0.004	0.031
Consulta Mitofsky	PRI: Madrazo	0.012	0.046	0.079
Covarrubias	PAN: Calderón	-0.065	-0.027	0.010
Covarrubias	PRD: López Obrador	-0.009	0.027	0.067
Covarrubias	PRI: Madrazo	-0.025	0.012	0.049
DATA OPM	PAN: Calderón	-0.064	-0.018	0.027
DATA OPM	PRD: López Obrador	-0.039	0.007	0.055
DATA OPM	PRI: Madrazo	-0.033	0.011	0.054
Demotecnia - M. de las Heras	PAN: Calderón	-0.085	-0.052	-0.019
Demotecnia - M. de las Heras	PRD: López Obrador	-0.050	-0.018	0.016
Demotecnia - M. de las Heras	PRI: Madrazo	0.034	0.068	0.100
El Universal	PAN: Calderón	-0.050	-0.017	0.016
El Universal	PRD: López Obrador	-0.032	0.001	0.035
El Universal	PRI: Madrazo	-0.024	0.009	0.043
GEA-ISA	PAN: Calderón	-0.016	0.019	0.052
GEA-ISA	PRD: López Obrador	-0.050	-0.017	0.018
GEA-ISA	PRI: Madrazo	-0.023	0.011	0.045
INDEMERC	PAN: Calderón	-0.095	-0.058	-0.021
INDEMERC	PRD: López Obrador	-0.050	-0.012	0.025
INDEMERC	PRI: Madrazo	0.010	0.046	0.084
Indemerc Mundial	PAN: Calderón	-0.075	-0.033	0.009
Indemerc Mundial	PRD: López Obrador	-0.062	-0.020	0.024
Indemerc Mundial	PRI: Madrazo	-0.025	0.017	0.059
Marketing Político	PAN: Calderón	-0.049	-0.013	0.022
Marketing Político	PRD: López Obrador	-0.051	-0.016	0.021
Marketing Político	PRI: Madrazo	-0.004	0.033	0.068
Parametría	PAN: Calderón	-0.081	-0.046	-0.011
Parametría	PRD: López Obrador	-0.035	-0.001	0.035
Parametría	PRI: Madrazo	0.015	0.049	0.084
Reforma	PAN: Calderón	-0.051	-0.018	0.015
Reforma	PRD: López Obrador	-0.033	-0.001	0.034
Reforma	PRI: Madrazo	-0.023	0.010	0.044
Zogby	PAN: Calderón	-0.062	-0.022	0.017
Zogby	PRD: López Obrador	-0.072	-0.034	0.006
Zogby	PRI: Madrazo	0.009	0.047	0.087

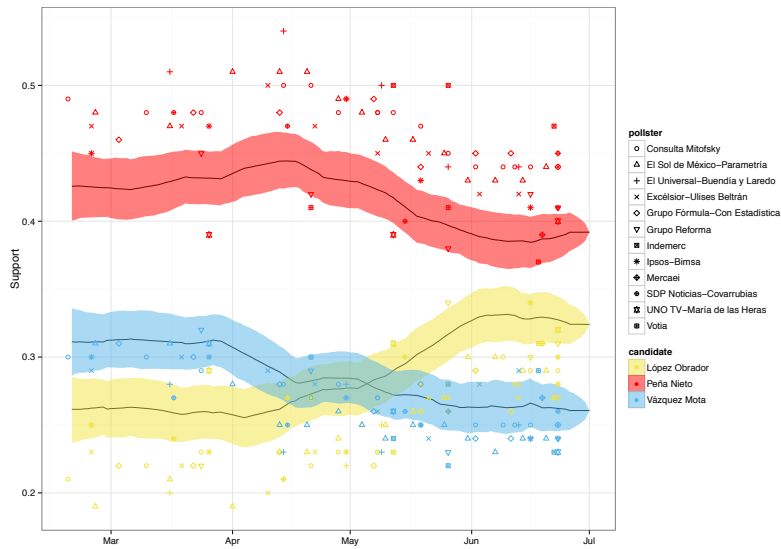
Table B: Error distributions for the polling firms in 2012 Mexican presidential elections.

Pollster	Candidate	Quantile Values		
		0.025	0.50	0.975
Consulta Mitofsky	PAN: Vázquez Mota	-0.047	-0.021	0.005
Consulta Mitofsky	PRD: López Obrador	-0.063	-0.037	-0.011
Consulta Mitofsky	PRI: Peña Nieto	0.042	0.069	0.097
El Sol de México-Parametría	PAN: Vázquez Mota	-0.058	-0.032	-0.006
El Sol de México-Parametría	PRD: López Obrador	-0.061	-0.035	-0.008
El Sol de México-Parametría	PRI: Peña Nieto	0.037	0.065	0.093
El Universal-Buendía y Laredo	PAN: Vázquez Mota	-0.058	-0.032	-0.005
El Universal-Buendía y Laredo	PRD: López Obrador	-0.067	-0.040	-0.012
El Universal-Buendía y Laredo	PRI: Peña Nieto	0.047	0.076	0.105
Excélsior-Ulises Beltrán	PAN: Vázquez Mota	-0.041	-0.014	0.012
Excélsior-Ulises Beltrán	PRD: López Obrador	-0.062	-0.036	-0.009
Excélsior-Ulises Beltrán	PRI: Peña Nieto	0.024	0.052	0.080
Grupo Fórmula-Con Estadística	PAN: Vázquez Mota	-0.047	-0.021	0.006
Grupo Fórmula-Con Estadística	PRD: López Obrador	-0.065	-0.039	-0.012
Grupo Fórmula-Con Estadística	PRI: Peña Nieto	0.034	0.062	0.090
Grupo Reforma	PAN: Vázquez Mota	-0.052	-0.025	0.002
Grupo Reforma	PRD: López Obrador	-0.033	-0.006	0.021
Grupo Reforma	PRI: Peña Nieto	-0.008	0.020	0.049
Indemerc	PAN: Vázquez Mota	-0.072	-0.044	-0.016
Indemerc	PRD: López Obrador	-0.077	-0.050	-0.023
Indemerc	PRI: Peña Nieto	0.074	0.104	0.134
Ipsos-Bimsa	PAN: Vázquez Mota	-0.057	-0.029	-0.000
Ipsos-Bimsa	PRD: López Obrador	-0.037	-0.009	0.019
Ipsos-Bimsa	PRI: Peña Nieto	0.017	0.046	0.076
Mercaei	PAN: Vázquez Mota	-0.039	-0.003	0.033
Mercaei	PRD: López Obrador	-0.046	-0.008	0.029
Mercaei	PRI: Peña Nieto	-0.029	0.010	0.050
Milenio-GEA ISA	PAN: Vázquez Mota	-0.049	-0.024	0.001
Milenio-GEA ISA	PRD: López Obrador	-0.072	-0.047	-0.022
Milenio-GEA ISA	PRI: Peña Nieto	0.043	0.069	0.096
SDP Noticias-Covarrubias	PAN: Vázquez Mota	-0.054	-0.027	0.001
SDP Noticias-Covarrubias	PRD: López Obrador	-0.026	0.002	0.031
SDP Noticias-Covarrubias	PRI: Peña Nieto	-0.000	0.029	0.059
UNO TV-María de las Heras	PAN: Vázquez Mota	-0.057	-0.029	-0.000
UNO TV-María de las Heras	PRD: López Obrador	-0.004	0.024	0.054
UNO TV-María de las Heras	PRI: Peña Nieto	-0.033	-0.003	0.029
Votia	PAN: Vázquez Mota	-0.019	0.010	0.040
Votia	PRD: López Obrador	-0.043	-0.014	0.016
Votia	PRI: Peña Nieto	-0.028	0.002	0.034

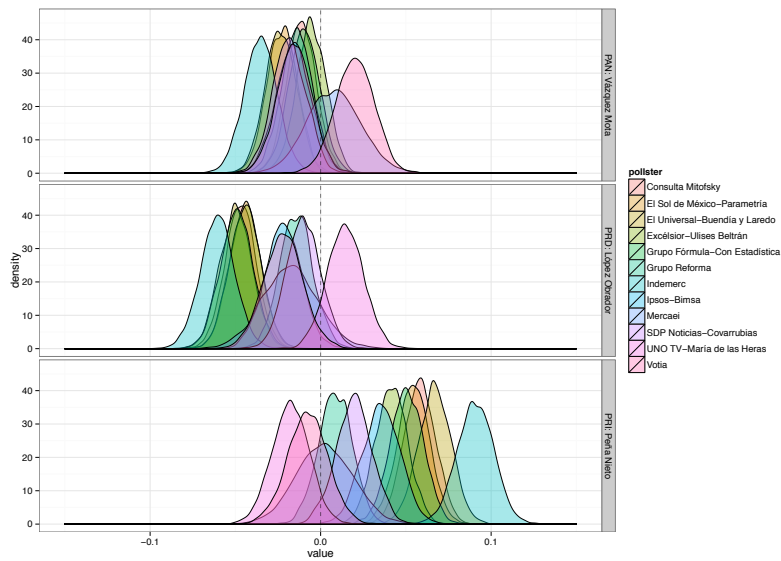
Table C: Popular vote in 2006 and 2012 Mexican presidential elections.

Year	Votes	PAN	PRI	PRD	Others	Blank
2006	41,791,322	35.89%	22.26%	35.31%	4.37%	2.16%
2012	50,323,153	25.41%	38.21%	31.59%	2.33%	2.47%

Source: Mexico's Federal Electoral Institute.



(a)



(b)

Figure B: Estimated vote intention and *systematic error* per candidate and pollster for the 2012 Mexican presidential elections. These estimations do not consider the Milenio (GEA-ISA) daily track