

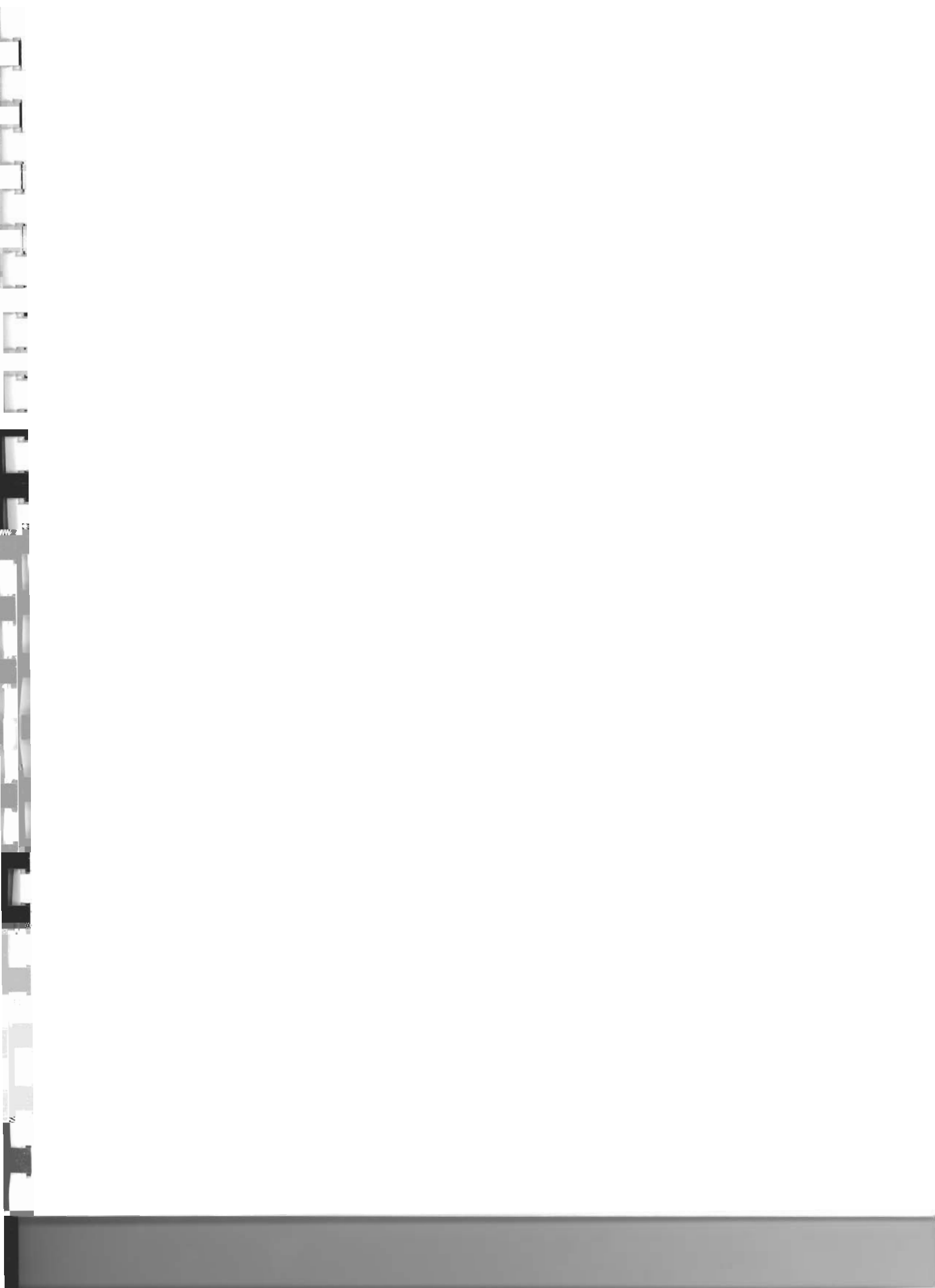


### C. The Changing Role of Polling and Quick Counts

Other major changes include the growing importance of the *Programa de Resultados Preliminares* (PREP), the proliferation of pre-election opinion surveys and exit polls, and the declining importance of the numerous quick counts conducted by various organizations. In the 1994 elections, the lack of credibility of the Mexican electoral process made people look to many different sources, including quick counts, to divine results. Although the 1994 PREP results were accurate, in an effort to build confidence in the process, IFE implemented a more efficient, streamlined PREP in 1997. This PREP mandated that the results of each *casilla* be sent electronically from the office of the state electoral institute to the federal counting center at the IFE office in the Federal District for compilation and for posting in, among other places, the World Wide Web.

In previous elections (before 1994), the public had little confidence in the vote count as results sometimes were withheld, and when they were reported, the ruling party often was ahead. In 1997, the public received a plethora of results, although not everyone understood the difference between quick counts and exit polls. Quick counts use results of the actual count at a random sample of *casillas* to project a baseline for the results; exit polls use interviews with citizens after they voted--often employing techniques to ensure randomness of the sample--to estimate election results.

As it turned out, the difference between opinion polls conducted in June and quick counts and exit polls were quite small.









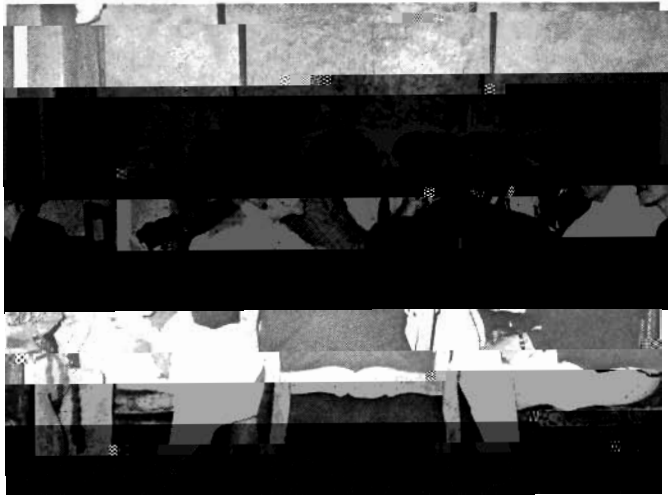


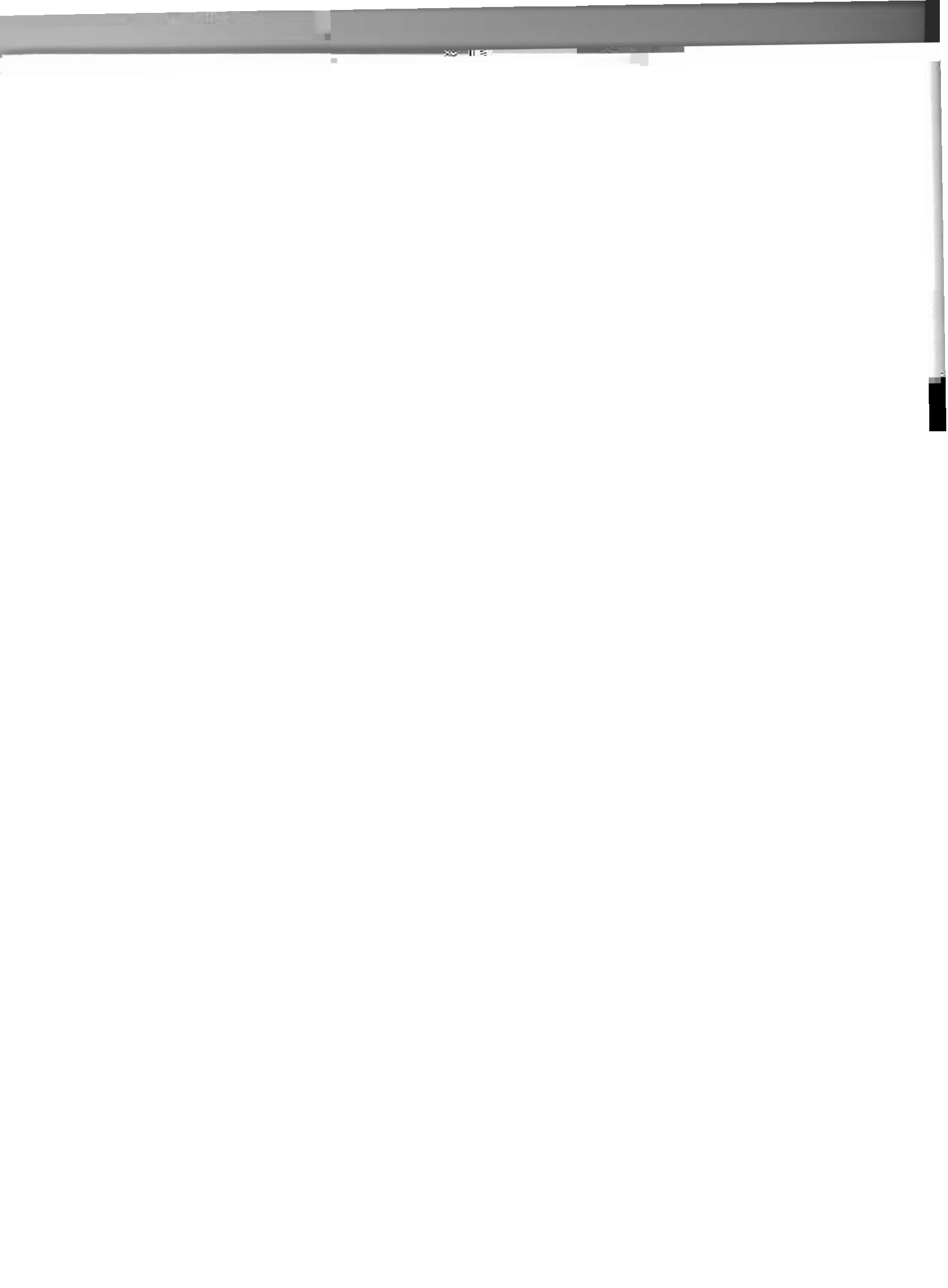














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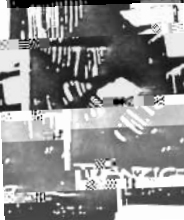


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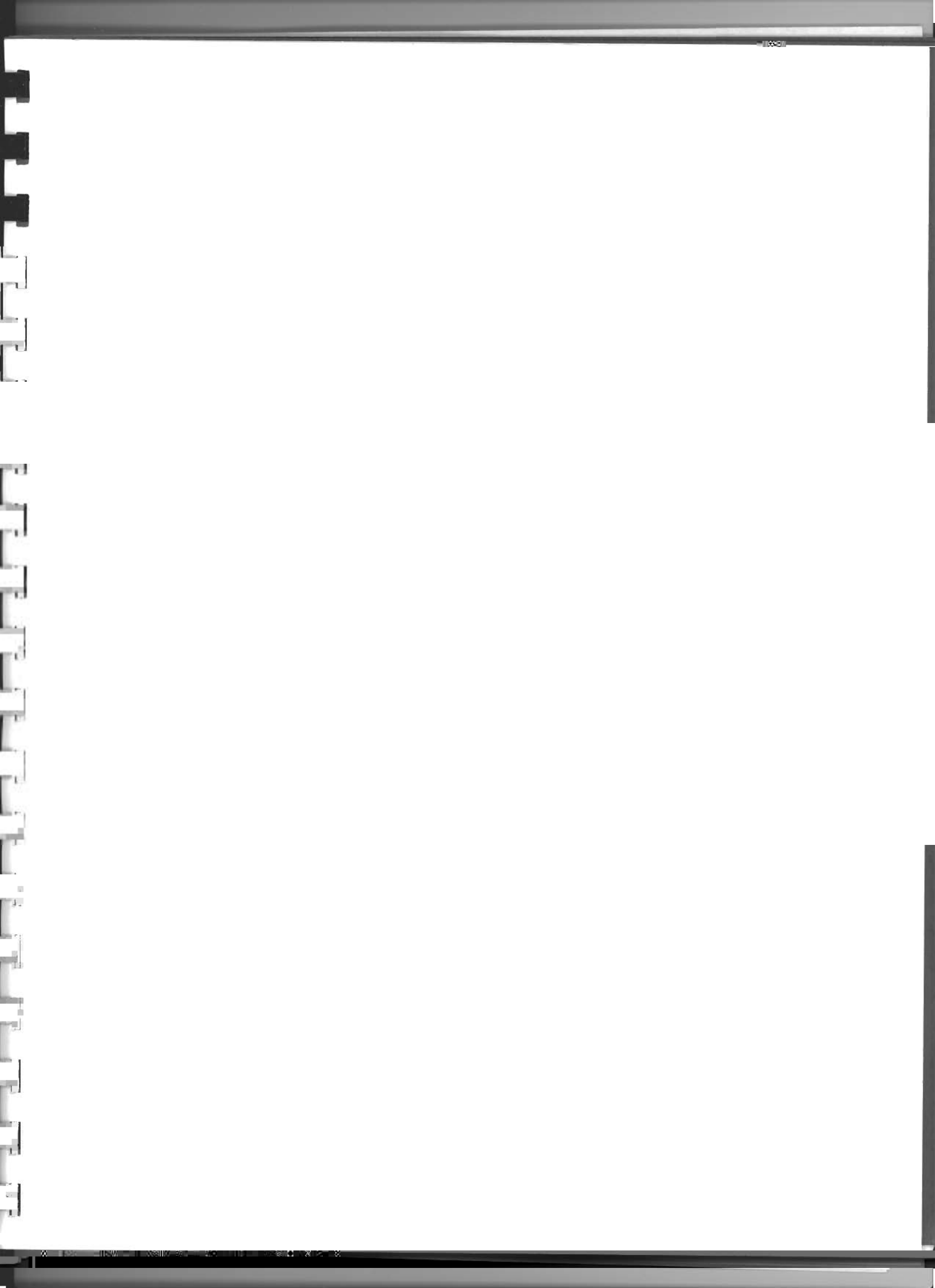
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