

Mexico 1979 Survey: Guadalajara, Mexico

Technical Information

Country	Year	Sample Size	Weighted/Unweighted
Mexico	1979	430	Unweighted

The sample of México in 1979 was focused on the residents in Guadalajara (with quotas for gender and age at the household level). The interviews were face-to-face interviews conducted door-to-door and targeted urban citizens of voting age.

Respondents in Guadalajara, the second largest city in Mexico, were sampled based on an area probability sample. Working-class respondents in six northern cities in Mexico were also sampled in 1978 based on workers in the *maquiladora* industry. That sample is described separately under “Mexico 1978” in <https://www.vanderbilt.edu/lapop/mexico.php>.

The University of Arizona’s Guadalajara Summer Program supported the data gathering for this study. The researchers were John A. Booth and Mitchell A. Seligson, with Booth leading the field team.

Unfortunately, the dataset for this study does not contain the complete set of variables any longer. When the 1978 sample was merged with the 1979 sample, only items that were contained in both surveys were included. Most variables unique to the Guadalajara survey were lost in the various moves of the two researchers. After an extensive search, it appears that unfortunately they cannot be recovered. Nonetheless, the publications based on this data set focused only on the variables that survived.

Results of this study were published in “The Political Culture of authoritarianism in Mexico: A Reexamination” in the *Latin American Research Review* 19 (1) in 1984, an article co-authored by Mitchell A. Seligson and John A. Booth.