The Personal Vote in Mexico:  
Separating Incumbency and Campaign  
Effects with Survey Evidence[[1]](#footnote-2)

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We investigate candidate name recognition in races for the state of Coahuila assembly in 2017. Name familiarity has been associated with efforts by representatives to cultivate a personal vote among constituents towards reelection. We exploit redistricting prior to these races to distinctly identify differentials in name familiarity attributable to incumbency, but not to campaigns—which also effect name familiarity and occur simultaneously. Despite our instrument’s failure, due to few incumbents on the ballot, to include sufficient sampling points for a full separation of these effects, we detect significant shifts in name recognition in accordance with theoretical expectations. Survey evidence of the first election held after Mexico recently dropped single-term limits suggests that static ambitious lawmakers solidified their electoral connection.

Approximate word count: 7,350

Short title: The personal vote in Mexico

Neither author manifests a conflict of interest

1. Paper read at the Annual Meeting of the Midwest Political Science Association in Chicago, April 7th 2022. We thank participants of the IV Encuentro del Grupo de Estudios Legislativos de ALACIP in Mexico City for comments and critiques. We are grateful for the generous support of the Asociación Mexicana de Cultura A.C. and to José Angel Torrens Hernández for research assistance. The authors bear full responsibility for errors and limitations in the study. [↑](#footnote-ref-2)