Americas Barometer 2023: Mexico

Technical Information

Country	Year	Sample Size	Weighted/Unweighted	Fieldwork dates
Mexico	2023	1,622	Self-weighted	May 12th - July 19th, 2023

LAPOP Lab Americas Barometer 2023 Survey Round

The 2023 Americas Barometer represents the 10th round of LAPOP Lab main project, which marks a significant milestone in the realm of public opinion research in the Americas. Over the past decade, the Americas Barometer has emerged as a leading source of data, providing valuable insights into the political, social, and economic landscape of the region. With its rigorous methodology and extensive coverage, the survey has been instrumental in understanding the diverse perspectives and attitudes of citizens across Latin America and the Caribbean. The Americas Barometer permits valid comparisons across countries, and time, via a common core questionnaire and standardized methods. Over the years, the Americas Barometer has interviewed over 385,000 respondents across the region.

In the 2023 round of the AmericasBarometer, LAPOP Lab switched back to its conventional data collection mode (Face-to-Face household surveys). At the heart of the survey's methodology lies a robust and complex sample design. Following the methodology of previous rounds, the 2023 AmericasBarometer continues to use the sample strategy introduced in the 2012 round of the surveys and also employed in the 2014, 2016/17 and 2018/19 rounds. This sample design continues to use, in almost all cases, the same stratification employed since 2004, making adjustments where necessary when census information is updated. The sample design aims for representative results at the primary stratum level, accounting for urban/rural areas and the size of municipalities. This approach ensures a thorough and nuanced understanding of public opinion across different geographic and demographic segments. By stabilizing primary sampling unit (PSU) and cluster sizes and employing Probability Proportional to Size (PPS) method for PSU selection, the survey maximizes efficiency and minimizes intra-class correlation.

As in previous rounds of the AmericasBarometer, we conducted online surveys in the U.S. and Canada. In Haiti and Nicaragua CATI interviews were conducted using Random-Digit Dialing (RDD) using mobile phone numbers as sampling frames.

Table 1: Sample sizes by Strata and Municipality Size in the 2023 AmericasBarometer Survey in Mexico

Strata		Sample Size by Design	Number of Interviews (Unweighted)
North		396	414

serious errors, and we refuse to accept (that is, we require the cancelation of) low quality interviews.³

The local firm audited 100% of interviews. All interviews we

ed a subset of the interviews. A total of 58 interviews were canceled in Mexico in the 2023 AmericasBarometer. The most predominant reasons for canceling an interview were skipping questions and not reading questions completely or correctly. There were 93 incomplete/ early termination interviews.

Response Rates in Mexico

In this section we present the survey response rates. 4 The Americas Barometer response rates are