

# The 2006 Mexican Presidential Election: A Quick-and-Dirty Topical Map

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In July of 2006, the Mexican people participated in a presidential election. The vote was very close, with the conservative candidate Felipe Calderón eking out a narrow victory over the leftist candidate Andrés Manuel López Obrador.

In a National Public Radio report, it was noted that the leftist candidate received his support primarily from the poorer areas of the country, while the conservative candidate was strongest in the more well-to-do areas. This is the reverse of the pattern observed in the U.S.

With a little bit of Internet research, the study which described this phenomenon was located: "Income and Vote Choice in the 2000 Mexican Presidential Election", by Jeronimo Cortina and Andrew Gelman of Columbia University. Using data from that study and from the newspaper El Universal, a visual representation was quickly created, as shown at the right.

This map can serve as a generator for class discussion about Mexican society and its economy. For example,

- \* Why is the per capita income so much higher in the north relative to the south?
- \* What's happening in the central coastal areas, and in Mexico City?
- \* Which of these states have you heard about in the news, and how does it fit?

