Abstract

This article analyzes the strategies of publicity campaigns followed by the candidates of the presidential election of 2006 in Mexico taken from the results of the electoral polls and of the difficulties encountered by those interviewed on the configuration of the decision around the vote within the contexts of the campaigns. It also intends to answer a series of questions derived from the problematic, such as, do the polls detect the variations on electoral preferences during the course of the electoral campaign?, Is there a relation between the campaign activities and the variations in the electoral preferences? Do the publicity campaigns have an impact on the definition of the electoral vote?