



World Association for Public Opinion Research

Press Release

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Researchers Point Patterns of Realignment in Latin America

The region's experience with democracy and elections is bringing changes in voters' party loyalties

Mexico City—Public opinion polls conducted during recent presidential elections show changing patterns of political support in Latin American nations. An international conference that will bring polling practitioners and scholars to Colonia, Uruguay, on April 12-14, offers several research reports that document shifting voters' loyalties and the emergence of new cleavages in the region.

Findings from survey research that will be discussed in Colonia include how the Movimiento al Socialismo in Bolivia was supported by voters with strong authoritarian values, how regional patterns split Peruvians' votes for President last year, and how Argentines, who are scheduled to elect a new President in October, have changed their traditional loyalties significantly.

Attitudes toward democracy are an important factor behind party support, according to some of the studies scheduled to be presented at the conference, and left-right identities have grown stronger in countries like Mexico, where the two frontrunners in the 2006 presidential election did not include the former ruling party. Reflections on long-term changes in voting and political culture as well as in campaign strategies will take place in WAPOR's "First Latin American Congress on Public Opinion."

The congress is organized by several professionals led by María Braun, CEO, Equipos MORI Argentina, César Aguiar, Equipos MORI, and Manuel Mora y Araujo, of IPSOS-Mora y Araujo, Argentina. Over 40 researchers will deliver conference presentations, and their abstracts can be consulted in advance at www.waporcolonia.com.

University of Michigan professor and WAPOR President, Michael Traugott, will give a press conference in Buenos Aires on April 11, prior to the congress, where he will introduce a new document on exit poll standards developed by WAPOR. The role of polls in elections, including exit polls, is another major topic for the congress in Colonia.

Registrations are taken electronically at the congress web page or contact Maria Braun (mariabraun@equiposmori.com.ar) or Cecilia Straw (straw@equiposmori.com.ar).

For additional information, please visit <http://www.unl.edu/WAPOR/>.