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Recent elections in Mexico have seen dramatic changes in public opinion toward political parties. Focusing on the elections of 1994 and 1997, the book evaluates campaign strategies, voting habits, party loyalty and the decline of the Institutional Revolutionary Party (PRI). It begins by situating the transformation of Mexico's parties in historical context, then goes on to consider the role of gender and the resurgence of the Mexican left. The contributors, drawn from the U.S. and Mexico, focus on both the strategies of political parties to woo voters, and how voters actually respond. They also develop several methodological innovations for studying public opinion that can be applied beyond the case of Mexico.