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Nota di contenuto	Contents; I. Introduction; II. Program and Data Description; Program Description; Tables; 1. Variables and Weights Used to Estimate the Discriminant Proxy-Means Score; Data Description; 2. Transfer Levels by Grade and Gender (pesos per month, 2002); III. Methodology; IV. Results; Figures; 1. Unconditional Probabilities; Targeting Performance Across Participation Stages; 2. Conditional Probabilities; 3. Targeting Performance by Stage; 4. Share of Targeting Performance by Stage; 5. Share of Targeting Performance by Stage; Policy Reform Simulations 3. Trade-off Between Vertical Targeting Performance and Program CoverageV. Summary; Appendix; Details of Simulations Estimating Targeting Implications of Universal Knowledge; Appendix Tables; 1. Results for Conditional Application and Acceptance Outcomes and Consumption Model; 2. Application Outcomes Under Universal Knowledge; References
Sommario/riassunto	Mexico's main social support program, Oportunidades, combines two methods to target cash to poor households: an initial self-selection by households who acquire knowledge about the program and apply for benefits, followed by an administrative determination of eligibility based on a means test. Self-selection improves targeting by excluding high-income households, while administrative targeting does so mainly by excluding middle-income households. The two methods are complementary: expanding program knowledge across households substantially increases applications from non-poor households, thus reinforcing the importance of administrative targeting. The paper shows that targeting can be further improved through redesigning the means test and differentiating transfers according to demographic characteristics.