

# Puebla

2010

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Participation in voting did not change much in State wide Gubernatorial voting from 2004 to 2010 (up 0.8%). Further turnout was down about 1% in the voting for the local Congress.

However, the vote turnout for Municipal Presidents was the highest ever -- 64.5%, up over 8% from 2004. Previous elections showed local municipal and state wide elections at nearly the same percentage. Only post-electoral study can clarify this dynamic.

The vote for the PRI (combined with its PVEM ally) dropped 11.23% from 2004 to 2010. It is here that we need to study the questions of the bad reputation of the current PRI governor, the PRI's general vulnerability to an oppositional candidate recruited from its own ranks, and the desertion of the PANAL vote and special vote-turnout capacity.

The combined PAN, PRD and Convergence turnout in 2004 was 43.9%. As a formal electoral alliance they grew 6.52% to a majority percentage of 50.42%. Did this come from excitement generated over the new format of the opposition? How much of the margin was generated from the new support of the PANAL, which on its own in 2007 was pulling in over 150,000 votes?

The PT did not join the opposition alliance, and increased its percentage of the gubernatorial vote with its own candidate from 1.6% in 2004 to 5.96% in 2010.

## Gubernatorial Election Results

2010 (Final Results)	PAN+PRD+CONV+PANAL	PRI+PVEM	PT	Total Votes	Registered Voters	Participation
% Votes	50.42%	40.07%	5.96%			56.00%
Votes	1,111,318	883,285	116,643	2,111,246	3,769,990	

2004	PAN	PRI	PRD	PT	PVEM	CONV	Total Votes	Registered Voters	Participation
% Votes	36.00%	49.60%	5.60%	1.60%	1.70%	2.30%			55.20%
Votes	642,519	886,535	100,157	27,799	31,169	40,487	1,786,039	3,237,686	

1998	PAN	PRI	PRD	PT	PVEM	CP	Total Votes	Registered Voters	Participation
% Votes	29.70%	55.50%	11.20%	2.00%	1.40%	0.30%			54%
Votes	406,804	760,939	152,944	27,508	18,728	3,692	1,370,615	2,538,646	

1992	PAN	PRI	PRD	PARM	PFCRN	PPS	Total Votes	Registered Voters	Participation
% Votes	17.10%	70.40%	6.30%	1.60%	2.60%	2.00%			39.50%
Votes	127,963	526,286	46,987	12,143	19,127	15,173	747,679	1,894,276	

## Pre-election surveys

Candidate Party/Alliance	Reforma June	PROSPECTA June	GCE June	CONSULTA MITOFSKY June	BEAP May	PROSPECTA May	GCE May	CONSULTA MITOFSKY May
PAN, PRD, CONV, PANAL Rafael Moreno Valle.	44%	32%	39.2%	34.2%	36.6%	26%	37.7%	29.2%
PRI, PVEM Javier López Zavala	51%	48%	37.2%	43.7%	48.7%	47%	46.8%	45.2%
PT Armando Etcheverry Beltrán	5%	5%	5.4%	4.7%	7.1%		4.8%	3%
Nc/Ns		15.1%	15.1%	17.4%		20%	3.2%	

The high percentage of Don't Know and Not Answering voters in June with Prospecta, GCE and Consulta Mitofsky may be helpful in understanding the pollsters' problems in correctly anticipating the results. Nobody, except the GCE with dramatically back-and-forth results anticipated the Coalition winning on July 4<sup>th</sup> (GCE had the Coalition in second place by 9% in May and ahead by 2% in June). But, not even GCE anticipated the 10 point victory margin.

It is not clear if there were sampling problems, or if in fact there was a significant measure of "late deciders", influenced possibly by the late massive mobilization of PANAL vote operatives.

We see signs that the PRI was vulnerable because of the out-going Governor's image. Further, the candidate of the Alliance (formed in the PRI, and with PRI membership until at least the last few months, increasingly close to the PANAL) was not a threatening sort of extremely different "opposition." If this is a transitional election, it is perhaps as close to "velvet" as it gets in Mexico.

**Comparative:**  
Final Results – Exit Polls – Quick Counts

Party	Final Results	Quick Count Consulta Mitofsky	Exit Poll Consulta Mitofsky	Exit Poll Prospecta	Exit Poll Parametría	Exit Poll Mendoza Blanco
PAN+PRD+CONV+PANAL	50.42%	53%	46%	42.9%	49%	51%
PRI+ PVEM	40.07%	41%	47%	49.4%	44%	44%
PT	5.96%	6%				
OTROS			7%			
NR			11.7%			

Exit polls by Mendoza Blanco (for TV Azteca) and Parametria showed the Alliance winning, with TV Azteca by 7% and Parametria by 5%. Prospecta was wrong.

Consulta Mitofsky was wrong on the exit poll\*, but corrected on the quick count \*\*(as we have noted, the necessary complementary feature to any published exit poll).

\*An “Exit poll” is based on a sample of voters immediately after they voted (that is the reason why they are known as “a pie de urna” poll in some Latin America countries or “a boca de urna” in others.

\*A \*Quick Count is based on a sample of polling place tabulations reporting their final results, usually published on the wall of polling site.

## State Congress: Election Results

There are currently 41 seats in the local Congress. In 2004, the PRI plus PVEM held 26. It was down to 25 in 2007, and now down to 18. In this sense, the PRI did not collapse or disappear at the local level, but it did lose its majority position in the local Congress.

In 2004, the PAN held 10 seats, and then went down to 8 in 2007. The PRD with its Convergence ally held 3 seats in 2004, and continued to hold 3 in 2007. The PANAL held 2 seats in its initiating year of independent activity (2007) in Puebla. Thus, the group which became the alliance held 13 seats in 2007. The 2010 alliance group won a bare majority (but, majority nonetheless) of 21 in 2010. This is one of the critical features of the election. The PT has held 2 deputy seats in the past three elections (2004, 2007 and 2010).

2010 (Final Results)	PAN+PRD+ CONV+ PANAL	PRI+PVEM	PT	Total Votes	Registered Voters	Participation
<b>%Votes</b>	50.42%	40.93%	9.69%			53.82%
<b>Votes</b>	906,482	830,516	196,577	2,029,108	3,769,990	
<b>DEPUTIES</b>	21	18	2			

2007	PAN	PT	PANAL	ALTERNAT	PAC	PRD+CONV	PRI+PVEM	Total Votes	Registered Voters	Participation
<b>%Votes</b>	29.30%	3.80%	8.20%	0.60%	1.60%	10.90%	41.40%			55%
<b>Votes</b>	540,628	69,889	150,592	10,999	30,209	200,430	764,005	1,800,315	3,275,681	
<b>DEPUTIES</b>	8	2	2			(2PRD, 1CONV)	25			

2004	PAN	PRI	PRD	PT	PVEM	CONV	Total Votes	Registered Voters	Participation
<b>%Votes</b>	34.80%	43.50%	8.20%	2.70%	2.90%	4.00%			55.48%
<b>Votes</b>	625,832	780,570	147,529	48,936	52,443	71,223	1,796,157	3,237,686	
<b>DEPUTIES</b>	10	26	2	1	1	1			

2001	PAN	PRI	PRD	PT	PVEM	CONV	PSN	PAS	Total Votes	Registered Voters	Participation
<b>%Votes</b>	16.90%	20.90%	4.60%	1.40%	2.20%	1.80%	0.10%	0.10%			51.71%
<b>Votes</b>	501,870	623,491	137,262	42,990	65,982	53,840	4,272	3,740	1,489,442	2,880,216	
<b>DEPUTIES</b>	10	26	2	1	1	1	0	0			

## Municipal Election Results

There are 217 municipalities in Puebla. The PRI held 137 in 2004, and increased their holdings to 142 in 2007. This year they held a plurality of municipalities -- 106 in number. The various alliance members held 77 municipalities in 2004, and dropped to 66 in 2007, with the PAN holding the lion's share at 50 and the PRD 16. This year the Alliance won 102 municipalities at the last counting of the electoral institute. This shows a depth of shift to the new political force. The PANAL in its initiating year of 2007 won 2 municipalities on its own. The PT, keeping to its independent course in Puebla, had 3 municipalities in 2004, up to 4 in 2007, and this year won 6.

2010 (Final Results)	PAN+ PRD+ CONV+ PANAL	PRI+PVEM	PT	Total Votes	Registered Voters	Participation
%Votes	44.28%	39.89%	11.115			64.49%
Votes	924,617	832,865	231,956	2,088,127	3,237,686	
Municipalities	102	106	9			

2007	PAN	PRI	PT	PANAL	ALTERNAT	PAC	PRD+CONV	PRI+PVEM	Total Votes	Registered Voters	Participation
%Votes	28.80%	0.00%	4.00%	7.70%	0.30%	1.50%	12.40%	41.30%			56.70%
Votes	535,525	0	74,964	143,601	6,161	27,993	230,280	767,219	1,857,315	3,275,681	
Municipalities	50	0	4	2	0	1	16	142			

2004	PAN	PRI	PRD	PT	PVEM	CONV	Total Votes	Registered Voters	Participation
%Votes	35.50%	42.90%	8.70%	2.60%	2.60%	4.10%			55.30%
Votes	637,401	770,974	156,575	47,290	47,147	73,196	1,795,356	3,237,686	
Municipalities	58	135	16	3	2	3			

2001	PAN	PRI	PRD	PT	PVEM	CONV	PSN	PAS	Others	Total Votes	Registered Voters	Participation
%Votes	22.70%	28.00%	6.30%	1.60%	2.70%	2.30%	0.10%	0.00%	16.70%			51.87%
Votes	495,305	610,630	138,382	35,209	58,075	49,633	1,108	228	365,518	1,493,909	2,880,216	
Municipalities	25	89	14	2	4	1	0	0	81			

## REFERENCES:

The organization of these results is a work product of the MUND Group research team, based on the sources indicated below. In this series of reports/bulletins we have utilized only public and published material. Of course, there is information from non-public and non-published sources, but that is for use at another time. The observations we make are hypotheses developed to guide our initial follow up work.

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