

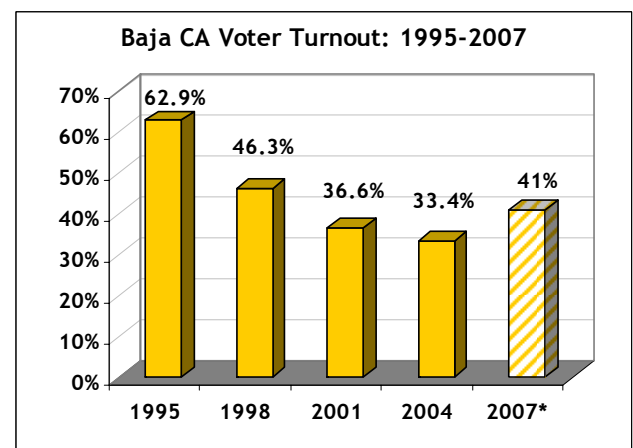
# Voto 2007 - Election Update

A *BorderBills* Alert from Crossborder Group Inc.

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- As of 10:07 a.m., 91% of the votes in Baja California's Sunday elections have been counted, with what some are considering a surprising spread of more than 54,000 votes in favor of **José Guadalupe Osuna Millán** (with **50.6%** [PAN - *Alianza por Baja California*]) over **Jorge Hank Rhon** (**43.7%** [PRI - *Alianza para que Vivas Mejor*]), in what appears to be an major victory for the PAN. Other parties received less than 6% of the total vote.
- **Both former mayors of Tijuana**, the PAN victory comes after a strong campaign by Jorge Hank Rhon replete with election court challenges, accusations of political interference by both major parties, but a largely peaceful election day with minor cases of irregularities - including accusations of people **handing out phone cards as well as money** in exchange for votes, and dozens of pre-filled ballots found at various locations. Looking forward, with the new Governor taking power on **November 1, 2007**, expect a new State team with **heavy representation from Tijuana**.
- In addition to the Governor's race, **mayoral races also took place in Baja California's five municipalities**. With the exception of what appear to be **landslide victories** for the PAN - *Alianza por Baja California* mayoral candidate in **Mexicali** (Rodolfo Valdez Gutiérrez, with over 21,700 votes in favor, for a 51% win), and the PRI - *Alianza para que Vivas Mejor* candidate in **Rosarito** (Hugo Torres, with nearly 5,500 votes in favor, for a 58.9% win) the PAN appears to be edging out victories in most municipalities. Still too close to call, but **likely PAN wins**: Jorge Ramos Hernández (PAN - *Alianza por Baja California*) is maintaining a **slight edge of 7,700 votes** (48.7%) in **Tijuana**; as is Pablo Alejo López Núñez (PAN - *Alianza por Baja California*) in **Ensenada** with **1,100 votes** (45.8%); and Donaldo Peñaloza (PAN - *Alianza por Baja California*) in **Tecate** with **660 votes** (46.9%) in favor. **The new mayors will take power on December 1, 2007**.
- The **Baja California State Congress** also appears to have undergone a major turn-over, with **14 of the 16 generally-elected seats going to candidates of the PAN - *Alianza por Baja California*** (2 for the PRI alliance). Another 9 seats will be allocated based on proportional representation; however, it appears the new PAN Governor will have a majority in the State Congress.
- "**Abstencionismo**" - or the lack of voter participation - has often been called the "winning candidate" in many recent elections, due to low voter turnout rates. However, the 2007 elections appear to have mobilized the Baja California public, resulting in a **higher-than-expected turnout** of approximately **41% of eligible voters**. While clearly lower than one might hope, it is useful to note that - in comparison - only **approximately 39%** of eligible voters in **California** actually participated in the **November 2006 elections**.



*Analysis developed by Kenn Morris and Flavio Olivieri. For additional Mexico analysis, crossborder market research, or binational survey services, please contact Crossborder Group Inc. at (619) 710-8120 or via email at [answers@crossborderbusiness.com](mailto:answers@crossborderbusiness.com)*