Abstract

It is a review of electorate behavior in the capital of the state of Jalisco, Mexico, in the last years of the 20th Century and in the 2003 elections. The electorate has been evolving and they have diversified their vote depending on the candidates, and they have exercised the punishment vote. There are hard votes of parties that answer to clients. But electoral volatility from election to election does not guarantee victories for any parties without electoral work. The most outstanding aspect has been the fact that among citizens interested in making democracy advance from diverse civic organizations, emphasis has passed from the defense of the vote, to the demand for electoral participation, and to have elected officials bear in mind the citizens’ point of view.