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## IBPP Research Associates: Mexico

Salvador Plascencia

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-----The following is an interview conducted by IBPP Research Associate, Mr. Gil Grein, with Salvador Plascencia, an executive assistant/buyer living in Tijuana, Baja California, Mexico.

Grein: How did you feel about the Institution Revolutionary Party's 71-year hold on power in Mexico?

Plascencia: Generally speaking about the Tijuana community, records indicate that over 85% of its population had a negative attitude towards the PRI/Government. Living in Tijuana has allowed me to observe and understand some of the desperation and resentment the average citizen has suffered in its own country. Among other cities in Mexico, Tijuana has and continues to expand at an enormous rate. However the cooperation and growth of the services from the Government have been very minimal. Tijuana is the most visited International Frontier of the world. Being situated next to the USA, higher standards of living are the focal point of the visitors. Due to the enormous amount of US dollars that enter into the city on a daily basis, Tijuana is seen by other Mexican states as the place of growth for poor families as well as the place where corrupted leaders have increased their bank accounts. (For example: Although Tijuana enjoys a heavy visitor traffic rate, the tax money gained from such traffic is not funneled back into the city. The result is a crumbling infrastructure and citizens who live in unnecessary poverty.). The average citizen is a working class citizen who strives to uplift the image of its city with a positive attitude and the city keeps gearing towards a positive change. Finally, the major obstacle of the country, the PRI/Government, has lost its ruling power and the people truly feel Fox has the potential to start correcting some the damages left by the 70 years of corruption ruled by the PRI/Government.

Grein: In what ways will a Vicente Fox administration benefit or not benefit Mexico? Please provide a specific example.

Plascencia: There are hundreds of good reasons and very few bad reasons, however the most common answer from the people of Mexico is a change of political party was considered necessary!

Clear Simple Reasons: Mexico still maintains a large agricultural economy and Fox as a candidate had an advantage because he was an educated agricultural man who experienced the same problems. Fox was governor of Guanajuato, a very poor state which Fox assisted in the transformation into one of Mexico's most eligible states of investment and education and zero tolerance for criminality. Fox stands well above the average man height in Mexico. (His enormous height is a great departure from the usual heights of past presidents. Some have come to use his height to symbolize a change in the government.)

Unclear Reason: The people of Mexico strongly believe the country can't get any worse than the previous 70 years under the ruling power of the PRI/Government.

Grein: In your opinion, what is the general feeling of the public in your area regarding the change in leadership? (For example, are they optimistic/not optimistic about the future of Mexico under Fox?)

International Bulletin of Political Psychology

Plascencia: Even though the new ruling party Partido Accion Nationale/National Action Party is not yet in power, I have seen smiling faces and heard positive comments from the Mexican people everywhere in the country, including from the people in power. We can predict positive results for the new years to come for Mexico. (Keywords: Grein, Mexico, Plascencia.)