

KPBS/CERC U.S. - Mexico Border Poll
(n=405, San Diego County Adults)

Hi this is _____ with Competitive Edge Research, a national polling firm and we're calling the good folks of San Diego County to ask your opinion on local issues. We are not selling anything. Most people find it interesting and all your answers will be kept strictly confidential. Please let me begin by asking . . .

Q1. What is your zipcode?	South City	15.6%
	North City	29.4
	South Burbs	10.6
	East Burbs	14.8
	North Burbs	10.9
	North Coastal	12.6
	East County	6.2

Now I'd like to ask you a few questions about cross-border issues . . .

Q2. Do you have a favorable or unfavorable impression of Tijuana?	Very Favorable	11.6%
	Somewhat Favorable	17.0
	Neutral	26.2
	Somewhat Unfavorable	23.7
	Very Unfavorable	16.0
	Unsure (<i>Not read</i>)	5.4

Q3. How often do you go to Tijuana? On average do you cross the local border . . .	Once a Day	0.7%
	Once or Twice per Week	3.0
	Once or Twice per Month	6.9
	Once or Twice per Year	25.9
	Less than Once or Twice per Year or	46.7
	Have You Never Been to Tijuana?	11.9
	Unsure/Varies Too Much to Say (<i>Not read</i>)	4.9

Q4. What is your primary purpose for visiting Tijuana? (Of at least once a year or more to Q3, n=352)

For Recreation or Travel	43.8%
To Shop, Eat or Attend Events	34.4
Visit Family or Friends	7.4
On Business	3.4
For Medicine or Healthcare	3.1
For Education	0.6
Other (<i>Not read</i>)	6.0
Varies Too Much to Say (<i>Not read</i>)	1.4

Q5. Do you want San Diego to develop . . .

Closer business and cultural ties with Tijuana,	37.0%
Do you think ties between the two cities are close enough as it is, or	34.3
Do you think the ties between San Diego and Tijuana are too close?	10.9
Unsure (<i>Not read</i>)	17.8

Q6. In picturing what the border between San Diego and Tijuana could look like in the future, would you most like to see . . . (*List was rotated*)

A border similar to what we have today,	30.4%
A more restrictive border with more US government presence,	45.7
A more open border with less US government presence	17.0
Unsure (<i>Not read</i>)	6.9

Thanks, now just to make sure we have a representative sample . . .

Q7. What is your main ethnic or racial heritage?

White	71.9%
Hispanic or Latino	10.1
Asian	4.4
African-American	4.0
Native American	1.5
Something Else	3.0
Mixed Race (<i>Not read</i>)	4.0
Refused (<i>Not read</i>)	1.2

Q8. Please stop me when I reach your age category . . .

18 to 24	10.6%
25 to 34	13.3
35 to 44	17.3
45 to 54	22.0
55 to 64	13.1
65 to 74	13.3
75 and Over	9.6
Refused (<i>Not read</i>)	0.7

Q9. And please stop me when I reach the category closest to your household's total annual income . . .

Less than \$20,000	8.9%
\$20 to 40,000	19.0
\$40 to 60,000	20.7
\$60 to 80,000	14.6
\$80 to 100,000	8.6
More than \$100,000	12.1
Refused (<i>Not read</i>)	16.0

Thanks for your time and your opinion counts.

Q10. Gender (By Observation)	Male	46.4%
	Female	53.6
