

KPBS/Competitive Edge Research Tijuana Poll

Pure Demographics:

Table I. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
AREA	South City	19%	19%	13%	19%	13%	9%	15%	16%	15%	16%
	North City	28%	33%	34%	20%	30%	30%	33%	29%	29%	29%
	South Burbs	16%	11%	14%	10%	8%	9%	5%	12%	9%	11%
	East Burbs	2%	17%	17%	19%	15%	11%	18%	12%	18%	15%
	North Burbs	9%	4%	9%	15%	15%	17%	5%	12%	10%	11%
	North Coastal	14%	15%	10%	9%	9%	20%	15%	12%	13%	13%
	East County	12%	2%	3%	8%	9%	4%	8%	7%	6%	6%
Total	n=	43	54	70	89	53	54	39	188	217	405
FREQUENCY OF TIJUANA VISITS	Once or Twice per Month or More	26%	13%	12%	10%	13%	2%	3%	13%	10%	11%
	Once or Twice per Year	36%	38%	29%	31%	19%	23%	7%	35%	21%	27%
	Less than Once or Twice a Year	29%	36%	41%	49%	52%	70%	80%	42%	55%	49%
	Never Visited	10%	13%	19%	9%	17%	6%	10%	10%	14%	12%
Total	n=	42	53	69	87	48	53	30	182	203	385

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

KPBS/Competitive Edge Research Tijuana Poll

Pure Demographics:

Table I. A2.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
ETHNICITY	White	45%	69%	73%	66%	84%	89%	87%	71%	74%	73%
	Hispanic/Latino	33%	11%	14%	9%	4%	2%	0%	9%	11%	10%
	Other Ethnicity	21%	20%	13%	25%	12%	9%	13%	19%	15%	17%
Total	n=	42	54	70	88	51	53	39	185	215	400
INCOME	<\$20K	8%	4%	6%	9%	14%	15%	30%	10%	11%	11%
	\$20-40K	44%	25%	11%	17%	16%	28%	33%	19%	26%	23%
	\$40-60K	15%	33%	27%	22%	20%	28%	26%	24%	25%	25%
	\$60-80K	18%	14%	26%	22%	11%	15%	4%	17%	18%	17%
	\$80-100K	0%	8%	19%	14%	14%	0%	7%	12%	9%	10%
	>\$100K	15%	16%	10%	17%	25%	13%	0%	19%	11%	14%
Total	n=	39	51	62	78	44	39	27	161	179	340

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Pure Demographics:

Table I. A3.		AGE						Total	
		18-24	25-34	35-44	45-54	55-64	65-74		75+
GENDER	Male	51%	43%	54%	44%	49%	43%	38%	46%
	Female	49%	57%	46%	56%	51%	57%	62%	54%
Total	n=	43	54	70	89	53	54	39	405

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

## KPBS/Competitive Edge Research Tijuana Poll

### Pure Demographics:

Table I. B1.		AREA						FREQUENCY OF TIJUANA VISITS				Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Once or Twice per Month or More	Once or Twice per Year	Less than Once or Twice a Year		Never Visited
AGE	18-24	13%	10%	16%	2%	9%	12%	20%	26%	14%	6%	9%	11%
	25-34	16%	15%	14%	15%	5%	16%	4%	16%	19%	10%	15%	13%
	35-44	15%	21%	23%	20%	14%	14%	8%	19%	19%	15%	28%	17%
	45-54	27%	15%	21%	28%	30%	16%	28%	21%	26%	23%	17%	22%
	55-64	11%	14%	9%	13%	18%	10%	20%	14%	9%	13%	17%	13%
	65-74	8%	14%	12%	10%	20%	22%	8%	2%	11%	20%	7%	13%
	75+	10%	11%	5%	12%	5%	12%	12%	2%	2%	13%	7%	10%
Total	n=	62	117	43	60	44	51	25	43	105	188	46	402
GENDER	Male	48%	46%	53%	37%	52%	43%	52%	53%	60%	41%	40%	46%
	Female	52%	54%	47%	63%	48%	57%	48%	47%	40%	59%	60%	54%
Total	n=	63	119	43	60	44	51	25	43	105	189	48	405

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

### Pure Demographics:

Table I. B2.		AREA						FREQUENCY OF TIJUANA VISITS				Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Once or Twice per Month or More	Once or Twice per Year	Less than Once or Twice a Year		Never Visited
ETHNICITY	White	60%	75%	58%	80%	84%	82%	64%	45%	70%	82%	63%	73%
	Hispanic/Latino	18%	6%	26%	7%	7%	4%	12%	36%	14%	3%	9%	10%
	Other Ethnicity	22%	19%	16%	13%	9%	14%	24%	19%	15%	14%	28%	17%
Total	n=	60	119	43	60	44	49	25	42	105	188	46	400
INCOME	<\$20K	16%	6%	8%	18%	11%	5%	11%	5%	10%	11%	16%	11%
	\$20-40K	30%	18%	26%	20%	17%	22%	37%	21%	24%	21%	18%	23%
	\$40-60K	21%	22%	36%	31%	29%	24%	0%	24%	20%	30%	21%	25%
	\$60-80K	11%	24%	15%	15%	20%	16%	11%	21%	16%	17%	21%	17%
	\$80-100K	14%	14%	3%	11%	9%	3%	11%	11%	11%	11%	8%	10%
	>\$100K	7%	15%	13%	5%	14%	30%	32%	18%	19%	11%	16%	14%
Total	n=	56	99	39	55	35	37	19	38	100	152	38	340

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Pure Demographics:

Table I. B3.		AREA							Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	
FREQUENCY OF TIJUANA VISITS	Once or Twice per Month or More	16%	7%	30%	5%	14%	7%	4%	11%
	Once or Twice per Year	28%	29%	28%	28%	26%	18%	36%	27%
	Less than Once or Twice a Year	48%	54%	25%	52%	49%	58%	48%	49%
	Never Visited	8%	10%	18%	16%	12%	18%	12%	12%
Total	n=	61	113	40	58	43	45	25	385

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Pure Demographics:

Table I. C1.		ETHNICITY			INCOME						Total
		White	Hispanic/Latino	Other Ethnicity	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	
AGE	18-24	7%	34%	13%	8%	22%	7%	12%	0%	12%	11%
	25-34	13%	15%	16%	6%	17%	20%	12%	11%	16%	13%
	35-44	18%	24%	13%	11%	9%	20%	27%	34%	12%	17%
	45-54	20%	20%	33%	19%	17%	20%	29%	31%	27%	22%
	55-64	15%	5%	9%	17%	9%	11%	8%	17%	22%	13%
	65-74	16%	2%	7%	17%	14%	13%	10%	0%	10%	13%
	75+	12%	0%	7%	22%	12%	8%	2%	6%	0%	10%
Total	n=	289	41	67	36	77	84	59	35	49	402
GENDER	Male	45%	41%	53%	44%	39%	46%	46%	54%	61%	46%
	Female	55%	59%	47%	56%	61%	54%	54%	46%	39%	54%
Total	n=	291	41	68	36	77	84	59	35	49	405

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Pure Demographics:

Table I. C2.		ETHNICITY			INCOME						Total
		White	Hispanic/Latino	Other Ethnicity	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	
AREA	South City	12%	27%	19%	25%	22%	14%	10%	23%	8%	16%
	North City	31%	17%	34%	17%	23%	26%	41%	40%	31%	29%
	South Burbs	9%	27%	10%	8%	13%	17%	10%	3%	10%	11%
	East Burbs	16%	10%	12%	28%	14%	20%	14%	17%	6%	15%
	North Burbs	13%	7%	6%	11%	8%	12%	12%	9%	10%	11%
	North Coastal	14%	5%	10%	6%	10%	11%	10%	3%	22%	13%
	East County	5%	7%	9%	6%	9%	0%	3%	6%	12%	6%
Total	n=	291	41	68	36	77	84	59	35	49	405
FREQUENCY OF TIJUANA VISITS	Once or Twice per Month or More	7%	38%	13%	6%	11%	11%	14%	12%	15%	11%
	Once or Twice per Year	27%	38%	25%	29%	34%	24%	28%	32%	40%	27%
	Less than Once or Twice a Year	56%	15%	42%	47%	45%	55%	45%	47%	33%	49%
	Never Visited	10%	10%	20%	18%	10%	10%	14%	9%	13%	12%
Total	n=	277	40	64	34	71	83	58	34	48	385

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**Pure Demographics:**

Table I. C3.		ETHNICITY			Total
		White	Hispanic/Latino	Other Ethnicity	
INCOME	<\$20K	8%	8%	20%	11%
	\$20-40K	20%	32%	27%	23%
	\$40-60K	27%	24%	17%	25%
	\$60-80K	16%	21%	20%	17%
	\$80-100K	12%	5%	5%	10%
	>\$100K	16%	11%	10%	14%
Total	n=	242	38	59	340

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**Impression of Tijuana Demographics:**

Table II. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
IMPRESSION OF TIJUANA	Very Unfavorable	9%	17%	16%	17%	19%	11%	23%	16%	16%	16%
	Somewhat Unfavorable	30%	24%	30%	21%	19%	26%	13%	23%	24%	24%
	Neutral/Unsure	28%	26%	33%	28%	36%	31%	44%	30%	33%	32%
	Somewhat Favorable	19%	17%	13%	24%	15%	22%	5%	20%	14%	17%
	Very Favorable	14%	17%	9%	10%	11%	9%	15%	11%	12%	12%
Total	n=	43	54	70	89	53	54	39	188	217	405

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### Impression of Tijuana Demographics:

		AREA							FREQUENCY OF TIJUANA VISITS				Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Once or Twice per Month or More	Once or Twice per Year	Less than Once or Twice a Year	Never Visited	
Table II. A2.													
IMPRESSION OF TIJUANA	Very Unfavorable	16%	14%	12%	15%	11%	24%	28%	2%	10%	21%	23%	16%
	Somewhat Unfavorable	16%	23%	23%	37%	30%	20%	16%	9%	27%	26%	29%	24%
	Neutral/Unsure	32%	35%	33%	28%	23%	31%	36%	23%	21%	32%	44%	32%
	Somewhat Favorable	19%	18%	21%	10%	32%	10%	4%	30%	28%	14%	2%	17%
	Very Favorable	17%	9%	12%	10%	5%	16%	16%	35%	15%	7%	2%	12%
Total	n=	63	119	43	60	44	51	25	43	105	189	48	405

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### Impression of Tijuana Demographics:

		ETHNICITY			INCOME						Total	
		White	Hispanic/Latino	Other Ethnicity	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K		
Table II. A3.												
IMPRESSION OF TIJUANA	Very Unfavorable	18%	7%	12%	14%	17%	15%	14%	17%	24%	16%	
	Somewhat Unfavorable	25%	17%	21%	17%	22%	23%	31%	29%	22%	24%	
	Neutral/Unsure	29%	34%	43%	42%	36%	30%	29%	20%	18%	32%	
	Somewhat Favorable	18%	20%	15%	11%	14%	23%	19%	23%	14%	17%	
	Very Favorable	11%	22%	10%	17%	10%	10%	8%	11%	20%	12%	
Total	n=	291	41	68	36	77	84	59	35	49	405	

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KPBS/Competitive Edge Research Tijuana Poll

Reason for Visit Demographics:

Table III. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
PRIMARY PURPOSE OF TIJUANA VISIT	For Recreation or Travel	49%	45%	47%	43%	33%	42%	49%	51%	37%	44%
	To Shop, Eat or Attend Events	31%	32%	35%	35%	47%	34%	26%	29%	39%	34%
	Visit Family or Friends	10%	11%	7%	8%	7%	2%	9%	7%	8%	7%
	On Business	3%	2%	5%	8%	2%	0%	0%	4%	3%	3%
	For Medicine or Healthcare	3%	2%	0%	3%	5%	6%	6%	3%	3%	3%
	For Education	0%	2%	2%	0%	0%	0%	0%	0%	1%	1%
	Other	0%	4%	2%	5%	7%	16%	9%	5%	6%	6%
	Varies Too Much to Say	5%	2%	2%	0%	0%	0%	3%	1%	2%	1%
Total	n=	39	47	57	80	43	50	35	167	185	352

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Reason for Visit Demographics:

Table III. A2.		AREA						FREQUENCY OF TIJUANA VISITS			Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Once or Twice per Month or More	Once or Twice per Year		Less than Once or Twice a Year
PRIMARY PURPOSE OF TIJUANA VISIT	For Recreation or Travel	41%	51%	33%	33%	37%	55%	45%	33%	41%	49%	44%
	To Shop, Eat or Attend Events	41%	31%	33%	41%	32%	26%	41%	21%	41%	35%	34%
	Visit Family or Friends	7%	5%	19%	6%	8%	5%	9%	26%	6%	4%	7%
	On Business	5%	2%	6%	4%	5%	2%	0%	12%	3%	2%	3%
	For Medicine or Healthcare	3%	2%	0%	4%	8%	5%	0%	5%	4%	3%	3%
	For Education	0%	1%	0%	0%	0%	2%	0%	2%	0%	1%	1%
	Other	0%	7%	8%	10%	8%	5%	5%	0%	6%	5%	6%
	Varies Too Much to Say	2%	2%	0%	2%	3%	0%	0%	2%	0%	1%	1%
Total	n=	58	107	36	49	38	42	22	43	105	186	352

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KPBS/Competitive Edge Research Tijuana Poll

Reason for Visit Demographics:

Table III. A3.		ETHNICITY			INCOME						Total
		White	Hispanic/Latino	Other Ethnicity	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	
PRIMARY PURPOSE OF TIJUANA VISIT	For Recreation or Travel	45%	27%	49%	43%	39%	46%	38%	47%	49%	44%
	To Shop, Eat or Attend Events	37%	35%	22%	37%	27%	33%	40%	38%	33%	34%
	Visit Family or Friends	3%	24%	16%	7%	16%	8%	6%	6%	2%	7%
	On Business	3%	5%	4%	0%	0%	1%	6%	9%	7%	3%
	For Medicine or Healthcare	4%	3%	2%	7%	3%	7%	4%	0%	0%	3%
	For Education	1%	0%	0%	0%	0%	1%	2%	0%	0%	1%
	Other	6%	3%	7%	3%	13%	3%	2%	0%	9%	6%
	Varies Too Much to Say	2%	3%	0%	3%	3%	1%	2%	0%	0%	1%
Total	n=	257	37	55	30	70	76	50	32	43	352

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KPBS/Competitive Edge Research Tijuana Poll

Impression of Tijuana by Reason for Visit Demographics:

Table III. A3.		IMPRESSION OF TIJUANA					Total
		Very Unfavorable	Somewhat Unfavorable	Neutral/Unsure	Somewhat Favorable	Very Favorable	
PRIMARY PURPOSE OF TIJUANA VISIT	For Recreation or Travel	46%	44%	48%	38%	39%	44%
	To Shop, Eat or Attend Events	31%	36%	27%	47%	35%	34%
	Visit Family or Friends	2%	5%	9%	9%	13%	7%
	On Business	4%	5%	2%	1%	7%	3%
	For Medicine or Healthcare	6%	5%	1%	1%	4%	3%
	For Education	2%	0%	0%	0%	2%	1%
	Other	8%	5%	10%	3%	0%	6%
	Varies Too Much to Say	2%	0%	4%	0%	0%	1%
Total	n=	52	81	105	68	46	352

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KPBS/Competitive Edge Research Tijuana Poll

Tijuana Ties Demographics:

Table IV. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
TIES BETWEEN SAN DIEGO & TIJUANA	Ties Between San Diego and Tijuana are Too Close	5%	15%	19%	9%	9%	9%	8%	13%	9%	11%
	Ties Between the Two Cities Are Close Enough	56%	33%	27%	30%	36%	31%	36%	30%	38%	34%
	Closer Business and Cultural Ties	26%	31%	36%	52%	38%	37%	26%	41%	34%	37%
	Unsure	14%	20%	19%	9%	17%	22%	31%	16%	19%	18%
Total	n=	43	54	70	89	53	54	39	188	217	405

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Tijuana Ties Demographics:

Table IV. A2.		AREA						FREQUENCY OF TIJUANA VISITS				Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Once or Twice per Month or More	Once or Twice per Year	Less than Once or Twice a Year		Never Visited
TIES BETWEEN SAN DIEGO & TIJUANA	Ties Between San Diego and Tijuana are Too Close	10%	8%	9%	17%	9%	18%	4%	2%	10%	11%	17%	11%
	Ties Between the Two Cities Are Close Enough	22%	30%	49%	32%	45%	35%	44%	44%	30%	33%	42%	34%
	Closer Business and Cultural Ties	54%	41%	28%	33%	32%	29%	24%	47%	51%	34%	17%	37%
	Unsure	14%	20%	14%	18%	14%	18%	28%	7%	8%	21%	25%	18%
Total	n=	63	119	43	60	44	51	25	43	105	189	48	405

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KPBS/Competitive Edge Research Tijuana Poll

Tijuana Ties Demographics:

Table IV. A3.		ETHNICITY			INCOME						Total
		White	Hispanic/Latino	Other Ethnicity	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	
TIES BETWEEN SAN DIEGO & TIJUANA	Ties Between San Diego and Tijuana are Too Close	10%	10%	15%	17%	10%	12%	12%	14%	6%	11%
	Ties Between the Two Cities Are Close Enough	34%	44%	31%	33%	38%	33%	29%	46%	33%	34%
	Closer Business and Cultural Ties	38%	34%	34%	39%	30%	33%	49%	31%	43%	37%
	Unsure	18%	12%	21%	11%	22%	21%	10%	9%	18%	18%
Total	n=	291	41	68	36	77	84	59	35	49	405

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Impression of Tijuana by Tijuana Ties:

Table IV. A4.		IMPRESSION OF TIJUANA					Total
		Very Unfavorable	Somewhat Unfavorable	Neutral/Unsure	Somewhat Favorable	Very Favorable	
TIES BETWEEN SAN DIEGO & TIJUANA	Ties Between San Diego and Tijuana are Too Close	23%	10%	9%	4%	9%	11%
	Ties Between the Two Cities Are Close Enough	35%	38%	34%	35%	28%	34%
	Closer Business and Cultural Ties	29%	36%	29%	49%	53%	37%
	Unsure	12%	16%	28%	12%	11%	18%
Total	n=	65	96	128	69	47	405

Competitive Edge Research & Communication, Inc.  
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KPBS/Competitive Edge Research Tijuana Poll

Future Border Relations Demographics:

Table V. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
FUTURE BORDER BETWEEN SAN DIEGO & TIJUANA	A More Restrictive Border with More US Gov't Presence	44%	46%	36%	48%	43%	43%	64%	41%	49%	46%
	A Border Similar to What We Have Today	47%	24%	40%	35%	23%	20%	21%	32%	29%	30%
	A More Open Border with Less US Gov't	5%	24%	19%	11%	21%	28%	10%	20%	14%	17%
	Unsure	5%	6%	6%	6%	13%	9%	5%	6%	7%	7%
Total	n=	43	54	70	89	53	54	39	188	217	405

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Future Border Relations Demographics:

Table V. A2.		AREA						FREQUENCY OF TIJUANA VISITS				Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Once or Twice per Month or More	Once or Twice per Year	Less than Once or Twice a Year		Never Visited
FUTURE BORDER BETWEEN SAN DIEGO & TIJUANA	A More Restrictive Border with More US Gov't Presence	37%	46%	47%	43%	57%	47%	48%	37%	42%	49%	54%	46%
	A Border Similar to What We Have Today	43%	30%	30%	25%	18%	29%	36%	33%	35%	31%	17%	30%
	A More Open Border with Less US Gov't	16%	16%	14%	25%	20%	18%	4%	26%	20%	14%	17%	17%
	Unsure	5%	8%	9%	7%	5%	6%	12%	5%	3%	6%	13%	7%
Total	n=	63	119	43	60	44	51	25	43	105	189	48	405

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**KPBS/Competitive Edge Research Tijuana Poll**

**Future Border Relations Demographics:**

Table V. A3.		ETHNICITY			INCOME						Total
		White	Hispanic/Latino	Other Ethnicity	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	
FUTURE BORDER BETWEEN SAN DIEGO & TIJUANA	A More Restrictive Border with More US Gov't Presence	46%	32%	51%	33%	51%	44%	47%	51%	39%	46%
	A Border Similar to What We Have Today	30%	37%	26%	31%	30%	35%	25%	34%	29%	30%
	A More Open Border with Less US Gov't	16%	27%	16%	33%	13%	15%	20%	9%	24%	17%
	Unsure	8%	5%	6%	3%	6%	6%	7%	6%	8%	7%
<b>Total</b>	<b>n=</b>	<b>291</b>	<b>41</b>	<b>68</b>	<b>36</b>	<b>77</b>	<b>84</b>	<b>59</b>	<b>35</b>	<b>49</b>	<b>405</b>

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**Impression of Tijuana by Future Border Relations:**

Table V. A4.		IMPRESSION OF TIJUANA					Total
		Very Unfavorable	Somewhat Unfavorable	Neutral/Unsure	Somewhat Favorable	Very Favorable	
FUTURE BORDER BETWEEN SAN DIEGO & TIJUANA	A More Restrictive Border with More US Gov't Presence	69%	54%	36%	36%	36%	46%
	A Border Similar to What We Have Today	17%	32%	31%	41%	28%	30%
	A More Open Border with Less US Gov't	11%	11%	19%	19%	30%	17%
	Unsure	3%	2%	14%	4%	6%	7%
<b>Total</b>	<b>n=</b>	<b>65</b>	<b>96</b>	<b>128</b>	<b>69</b>	<b>47</b>	<b>405</b>

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KPBS/Competitive Edge Research Tijuana Poll

**Tijuana Ties by Future Border Relations:**

		TIES BETWEEN SAN DIEGO & TIJUANA				Total
		Ties Between San Diego and Tijuana are Too Close	Ties Between the Two Cities Are Close Enough	Closer Business and Cultural Ties	Unsure	
Table V. A5.						
FUTURE BORDER BETWEEN SAN DIEGO & TIJUANA	A More Restrictive Border with More US Gov't Presence	68%	53%	34%	42%	46%
	A Border Similar to What We Have Today	18%	30%	35%	29%	30%
	A More Open Border with Less US Gov't	11%	9%	28%	13%	17%
	Unsure	2%	7%	3%	17%	7%
Total	n=	44	139	150	72	405

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