Telephone Questionnaire

Turismo fronterizo: caracterización y posibilidades de desarrollo
CARD

Hello. I work at El Colegio de la Frontera Norte and I am conducting a survey for Mexico’s Tourism Ministry to assess the potential market of the Mexican Border tourism. All your answers will be used only for statistical purposes. If you agree, I will ask you some questions about yourself and your family.

FILTER QUESTIONS

1. How old are you? ____________ (If younger than 18 finish)

Personal characteristics: (Interviewer: don’t read options, just record the corresponding code number)

2. Gender____
   01 Male
   02 Female

3. What is your marital status? _________
   01 Single
   02 Married
   03 Common law
   04 Widow/widower
   05 Divorced
   06 Separated

4. Are you Hispanic, Latino or Spanish? _____________
   01 Yes, Mexican, Mexican-American or Chicano
   02 Yes, other Spaniard, Hispanic or Latino group
   03 No

   4.1. What is your ethnicity? _____________
   01 Anglo-American (White)
   02 Asian
   03 Afro-American (Black)
   04 Other, specify _________

5. Where were you born? _______
   01 United States
   02 Mexico
   03 Other

6. What is the highest educational grade you achieved? _________________
   01 Ninguno
   02 Pimaria
   03 Secundaria
   04 Prep. o Bachiller
   05 Est. Tec. c/prim.
   06 Est. Tec. c/sec.
   07 Normal
   08 Universidad
   09 None
   10 Elementary School
   11 Junior High
   12 High school
   13 College
   14 Other, ___

7. What is your occupation? _______________
   01 Manager/ Director
   02 Professional/ Technician
   03 Gov./ Business employee
   04 Armed forces
   05 Factory/ Construction workers
   06 Farmers / cattleman/ fisherman
   07 Retired
   08 Student
   09 Housewife
   10 Other, specify _________
8. Did you work the last week? _______ _________
   01 Yes                  02 No

9. What was your total household income before taxes for the last calendar year (January through December of 2003)? (Please include income from all sources, including salaries, bonuses, interest, dividends, capital gains, and so on.) (X ONE Box)

   1  □ Less than $25,000
   2  □ $25,000 to $49,999
   3  □ $50,000 to $74,999
   4  □ $75,000 to $99,999
   5  □ $100,000 to $124,999
   6  □ $125,000 to $149,999
   7  □ $150,000 to $199,999
   8  □ $200,000 to $249,999
   9  □ $250,000 or more

TRAVEL PROFILE:
(Interviewer: don’t read options, just record the corresponding code number)

10. In the last year (2003) did you travel somewhere any distance 200 miles or less?_____
   01 Yes   02 No (Go to question17)

   10.1 How many trips of this kind did you make during the last year? _________

   10.2 What places did you visit in your last trip? ________, ________________

11. What type of transportation did you use in your last trip? _______________
   01 Car  02 Train 03 Airplane 04 Other, ______

12. What was the main purpose of your last trip? ____________________________
   01 Leisure, recreation or vacation 07 Sport activities
   02 Visiting friends or relatives 08 Meetings and conventions
   03 Business or professional activities 09 Cinegetic activities (hunting)
   04 Medical treatment 10 Ecotourism
   05 Shopping 11 Fishing
   06 Culture 12 Other, specify _______________

13. How do you usually travel?________________________
   01 Alone  04 With friends
   02 With your couple  05 With co-workers
   03 With your family  06 With a traveling group

14. How long did you stay during this trip? ____________________________
   01 Less than a day  (Go to question 16) 04 1 to 4 weeks
   02 1 to 3 nights 05 More than a month
   03 4 to 7 nights

15. During your trip, Where did you stay most of the time?
   01 Hotel  04 Own house or apartment 07 Camping
   02 Motel  05 Rented house or apt. 08 Trailer park or camper
   03 Shared time  06 With friends or family 09 Other (specify)

16. On average how much did you spend in your last trip? ____________________________ Dollars
INFORMATION OF THE NORTHERN MEXICAN BORDER

17. In a single word, when you hear something regarding the Mexican border, what is the first thing that comes to your mind? ____________________________________________

18. Did you read, receive or listen about any tourist promotions regarding the Northern Mexican Border during 2003?

01 Yes  02 No (Go to question 19)

18.1 Where did you see or hear these ads?

01 Travel agency  02 TV  03 Radio  04 Internet
05 Family or friends  06 Magazines  07 Newspaper  08 Mexico brochures
09 01.800.MEXICO  10 Others, specify_________

18.2 Do you remember any slogan?

01 Yes, which one (s)? ______________________________ 02 No

19. Have you ever traveled to Mexico as a tourist?

01 Yes  02 No (Go to question 21)

20. Have you ever visited a city in the Northern Mexican Border?

01 Yes, which one (s)? __________________ (Go to question 22)  02 No

21. Rate the following reasons for NOT visiting the Northern Mexican Border?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Very</th>
<th>Somewhat</th>
<th>Not a reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Safety of the destination</td>
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<tr>
<td>2 Authority corruption</td>
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<tr>
<td>3 Problems related to documentation for people or vehicles in Mexico</td>
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<td>4 Border cross waiting time</td>
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<tr>
<td>5 Poverty images/ Street vendors</td>
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<td>6 Availability of first-rate medical services</td>
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<td>7 Unclean city</td>
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<td>8 Costs of services</td>
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<tr>
<td>9 Hygiene and cleanliness in food and drinks</td>
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<td>10 Language barrier</td>
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<td>11 Insufficient tourist information</td>
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<tr>
<td>12 Tax deducibility</td>
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<td>13 Bad care of streets and highways</td>
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</tbody>
</table>

22. Rate the following reasons for choosing the northern Mexican border as your travel destination?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Very</th>
<th>Somewhat</th>
<th>Not very important</th>
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</thead>
<tbody>
<tr>
<td>1 Mexican hospitality</td>
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<td>2 Access to northern Mexican border</td>
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<td>3 Pharmacy and Hospitals</td>
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<td>4 Shop for local products or handcrafts</td>
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<td>5 Friendliness to Americans</td>
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<td>6 Distinct culture/lifestyle</td>
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<td>7 Evening entertainment</td>
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<td>8 Travel cost</td>
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<td></td>
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<tr>
<td>9 Travel time</td>
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<tr>
<td>10 Mexican food and drinks</td>
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<td>11 Value for the money</td>
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<tr>
<td>12 Variety of activities</td>
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</tbody>
</table>
23. If the following products and services be offered, would you travel to the Northern Mexican Border?

<table>
<thead>
<tr>
<th>Service</th>
<th>Much more</th>
<th>More</th>
<th>Same as</th>
<th>No travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casino gambling</td>
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<td>Thematic Parks</td>
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<td>Museums</td>
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<tr>
<td>Beach Resort</td>
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24. What services or facilities would you like offered in the Northern Mexican Border cities?

________________________________________________________________________________________

THANK AND FINISH