

# Regional Crossborder Airport Usage

## *Quick Snapshot*



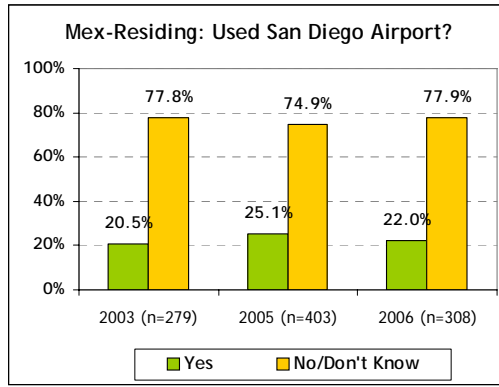
## Airport Issue – Any Data?

**Three times since 2003, Crossborder has asked border crossers (both Mexico- and US-residing) if they had used either the Tijuana or the San Diego airports. The question has been asked in these three ways (with multiple choice responses):**

- *En 2003, usted o alguien en su familia/domicilio utilizo servicios aereos de los aeropuertos de San Diego o Los Angeles? In 2003, did you or someone in your household use airline services from San Diego or Los Angeles airports?*
- *En 2005, usted o alguien en su hogar utilizo servicios aereos del aeropuerto en San Diego? In 2005, did you or someone in your household use airline services from San Diego Airport?*
- *En 2006, aproximadamente cuantas veces usted o alguien en su hogar utilizo servicios aereos del aeropuerto en San Diego? In 2006, approx. how many times did you or someone in your household use airline services from San Diego Airport?*



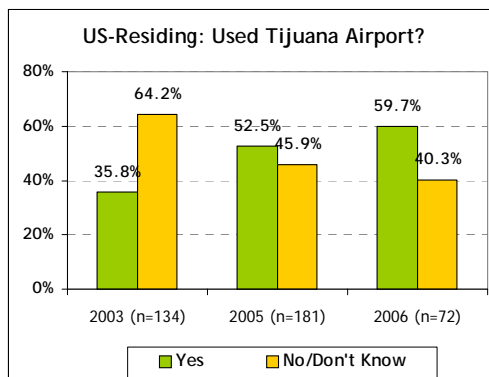
## Yes – Baja Crossers Use SAN...



- Three separate surveys in 2003, 2005, and 2006 indicate a significant number of Baja California (primarily Tijuana) households use SAN during a typical year...
  - Around one-fifth of border crossing households in Tijuana...



## Yes...US Crossers Use TIJ...



- Three surveys ( 2003, 2005, and 2006) indicate regular and possibly increasing usage of TIJ by San Diego & Southern CA households during a typical year...
  - Why possibly increase? More options & cheaper...
  - Admittedly smaller sample size, but will do more surveying in Summer 2007

