



Crossborder Surveys

**Affordable At-Border Omnibus Surveys
One-Time, or Every Quarter...**

**...for Smart Policy and
Business Decisions**

**A Mexico & US-Mexico
Market Research Service of
Crossborder Group Inc. [US]
& Crossborder NS, S de RL de CV [México]**



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Answers@CrossborderBusiness.com**



economic studies • impacts of wait times • public perceptions • transportation planning • health studies • crossborder shoppers • tourism surveys • market studies • brand awareness...and more.

Since 2003, Crossborder has applied over 40,000 at-border surveys at 11 Ports of Entry along the US-Mexico border -- as well as field and B2B surveys (phone, email, face-to-face) by our Mexico-based staff. We collect and deliver accurate data for critical insights and decisions.

2011 California-Baja California At-Border Omnibus Survey Packages*

# Surveys	Your Questions + Demographic Variables	Cost	Days in Field
600	At-Border 4+4	\$ 3,950	4
	At-Border 8+4	\$ 5,950	4
1,200	At-Border 4+4	\$ 5,750	8
	At-Border 8+4	\$ 7,450	10

* Cost shown for up to 2 POEs & projects at San Ysidro & Otay Mesa POEs; additional fee for projects including Tecate (\$600); Calexico, Calexico East or Algodones (\$1,400); or 3+ POEs (varies)

At-border omnibus survey packages include 4+ standard demographic variables of targeted border crossers, plus from 4- to 8- proprietary questions (including jumps) from our clients. Standard one-season pricing (at left) includes:

- at-border staffing, permits, & bilingual data collection
- basic analysis of data (frequencies + basic crosstabs)
- a concise, English-language report (delivered in PDF)

Omnibus surveys take place in Spring, Summer, Fall and Winter/Holiday quarters -- we also offer multi-season discounts, customized surveys, and can combine at-border surveys with flyering.

Contact us at 1-888-492-6733 today!

A Few of Our Satisfied At-Border & Mexico Survey Clients...

