



Perfil del Visitante Semana Santa 2018

Matehuala, S.L.P.

Metodología Perfil del Visitante

Con el objeto de determinar el Perfil del Visitante y conocer la experiencia durante su estancia en la Región, se llevó a cabo un levantamiento de 457 encuestas.

Las entrevistas se levantaron durante la temporada de Semana Santa y Pascua en los principales sitios turísticos de la región y fueron contestadas directamente por los visitantes.

Los resultados obtenidos para cada uno de los conceptos se presentan a continuación

Frecuencia de Visita a la Región

Un alto porcentaje es turismo repetitivo y representa el 64.0%

Visitan por primera vez la región una tercera parte 34.7%

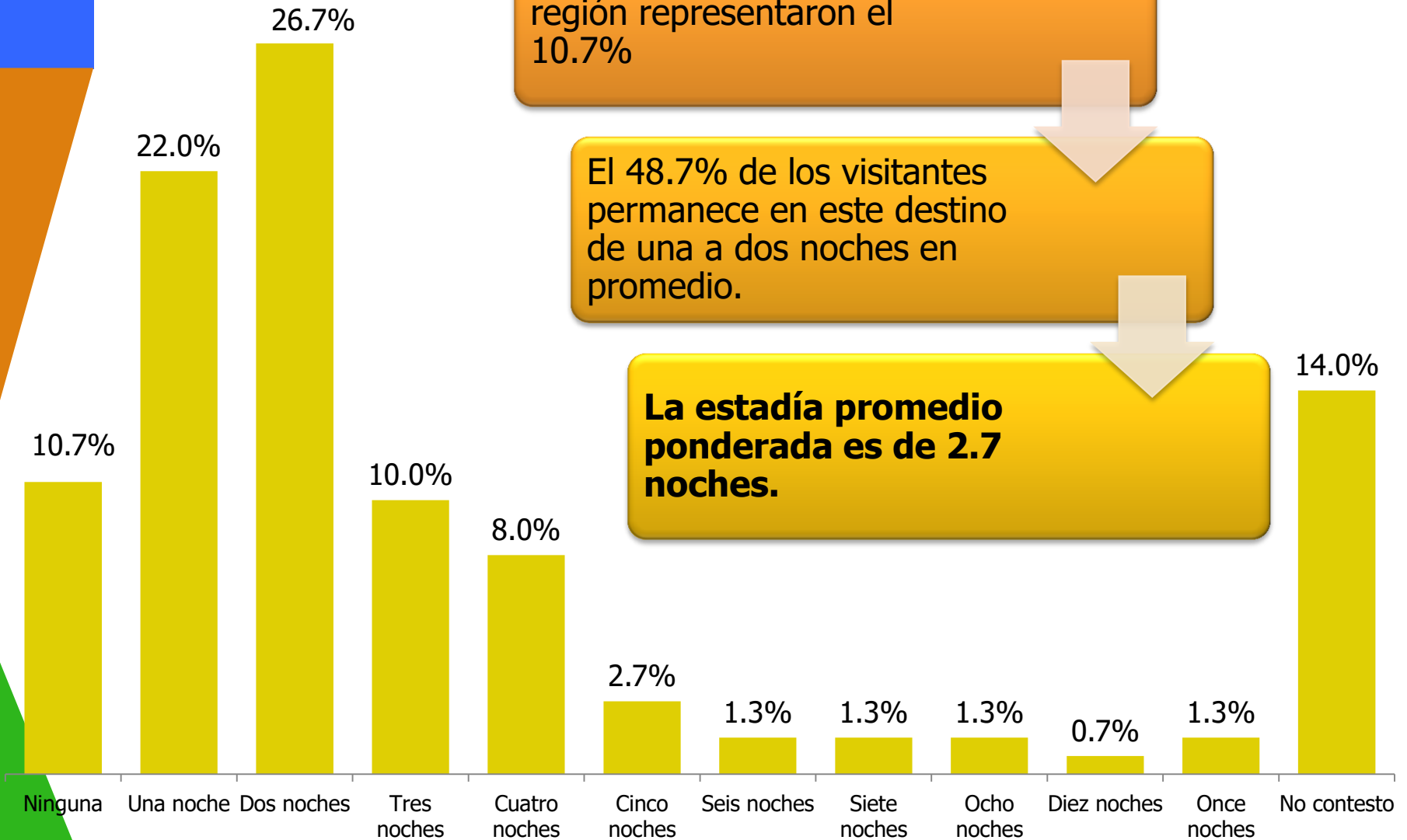


Noches de Estadía

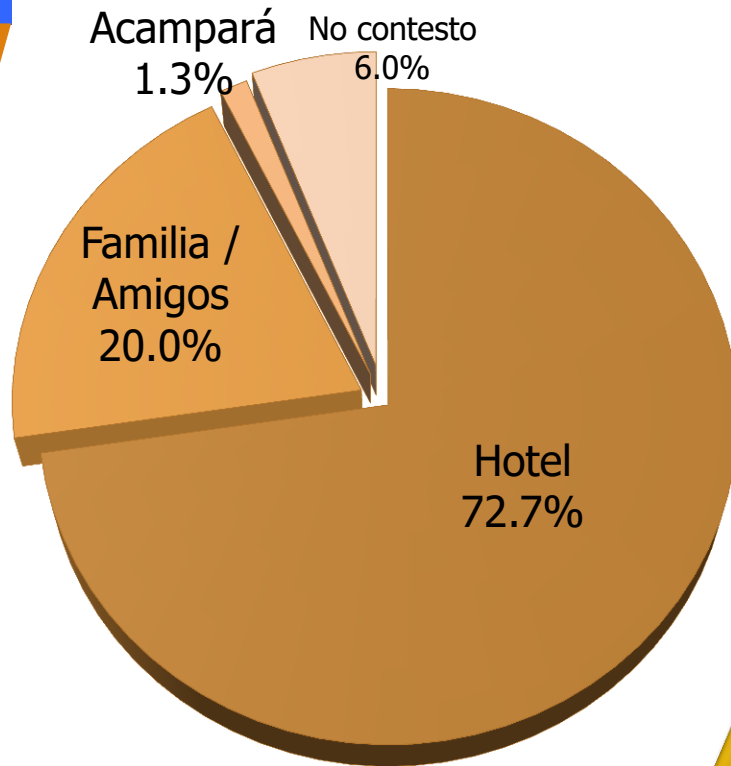
Los excursionistas a esta región representaron el 10.7%

El 48.7% de los visitantes permanece en este destino de una a dos noches en promedio.

La estadía promedio ponderada es de 2.7 noches.



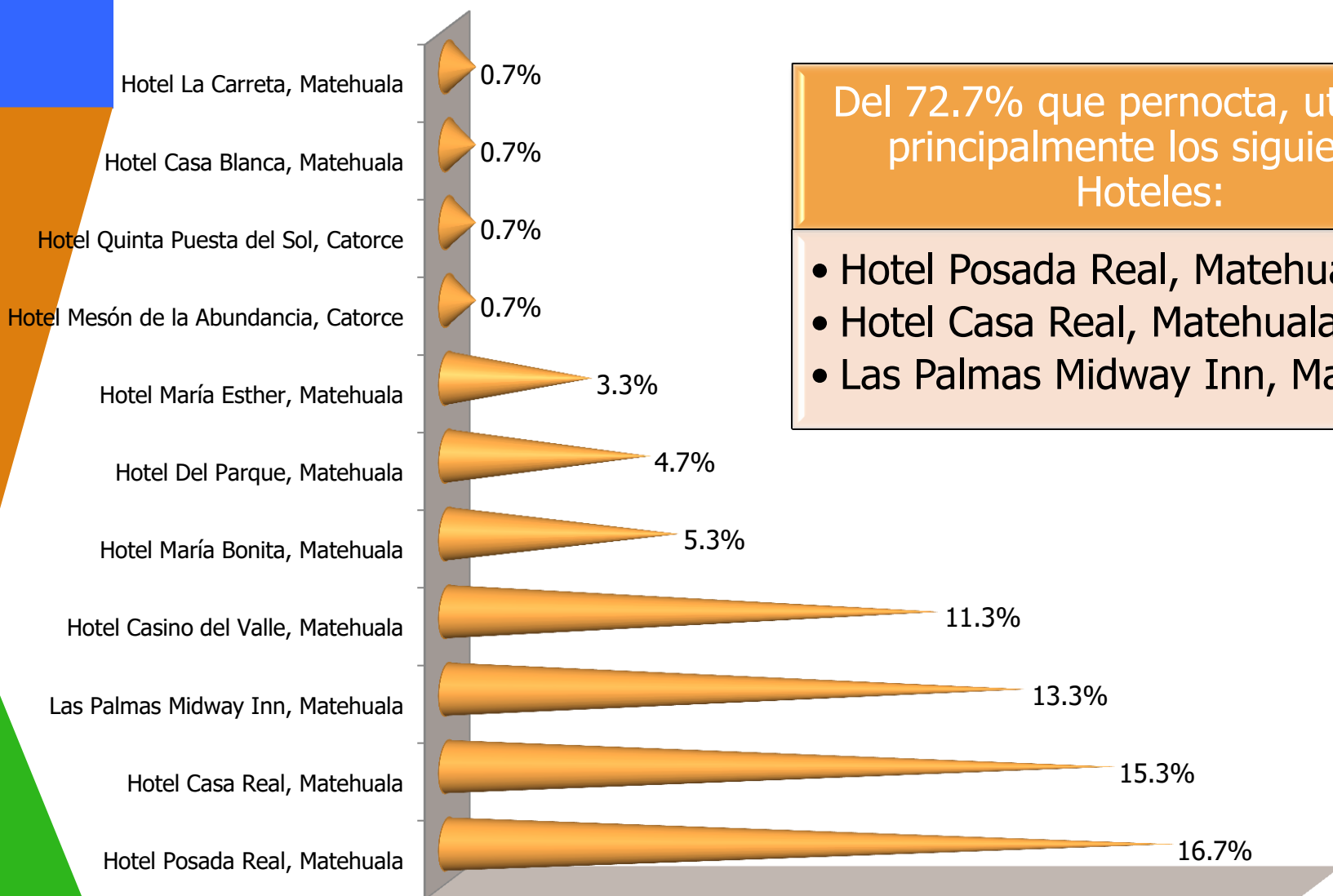
Lugar de Hospedaje del Visitante



Más de la mitad de visitantes pernoctan en algún hotel de esta región (72.7%)

El 20.0% prefiere casas de Familiares y amigos

Principales Hoteles de Pernocta del visitante

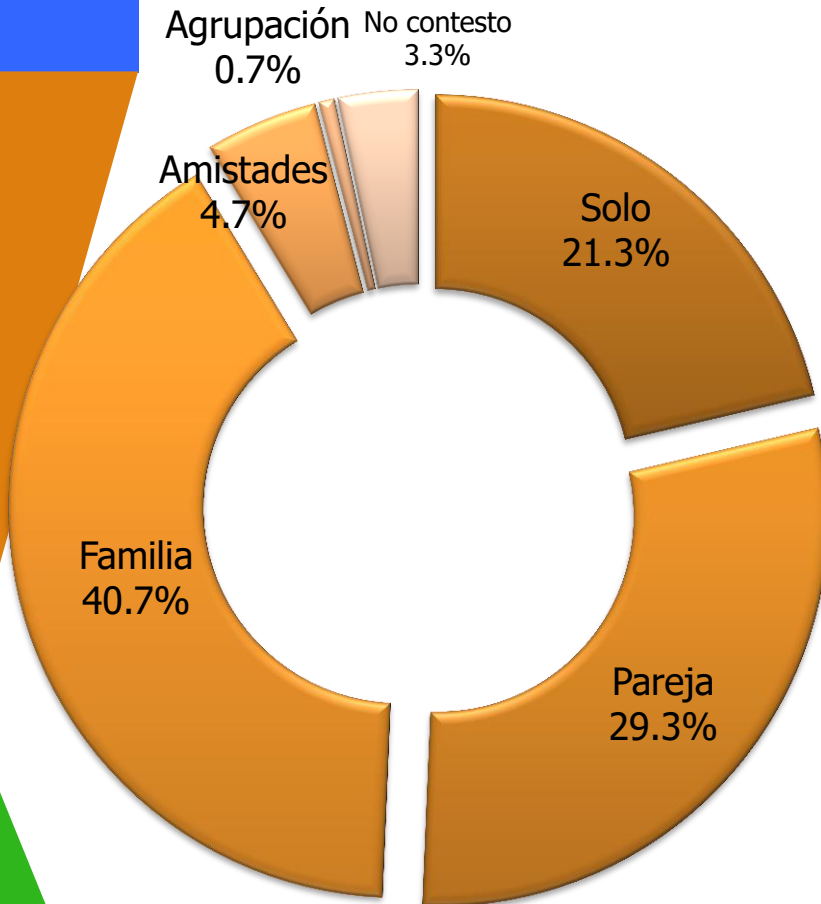


Del 72.7% que pernocta, utilizaron principalmente los siguientes Hoteles:

- Hotel Posada Real, Matehuala
- Hotel Casa Real, Matehuala
- Las Palmas Midway Inn, Matehuala

Nota: La diferencia para el 72.7% que se hospedaron en hotel corresponde al No Contesto.

Forma de Viajar del Visitante

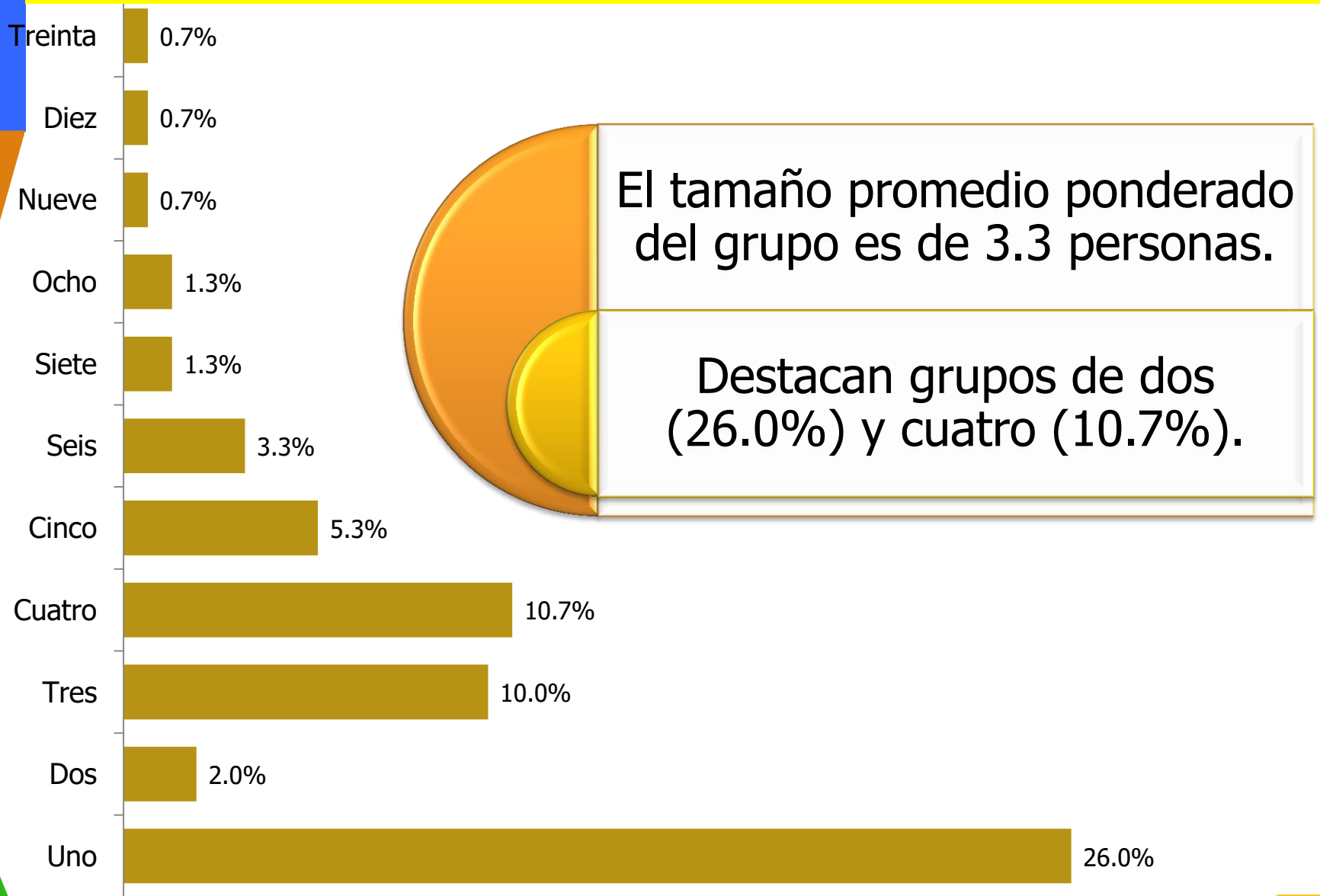


El 40.7% realiza este viaje con su familia.

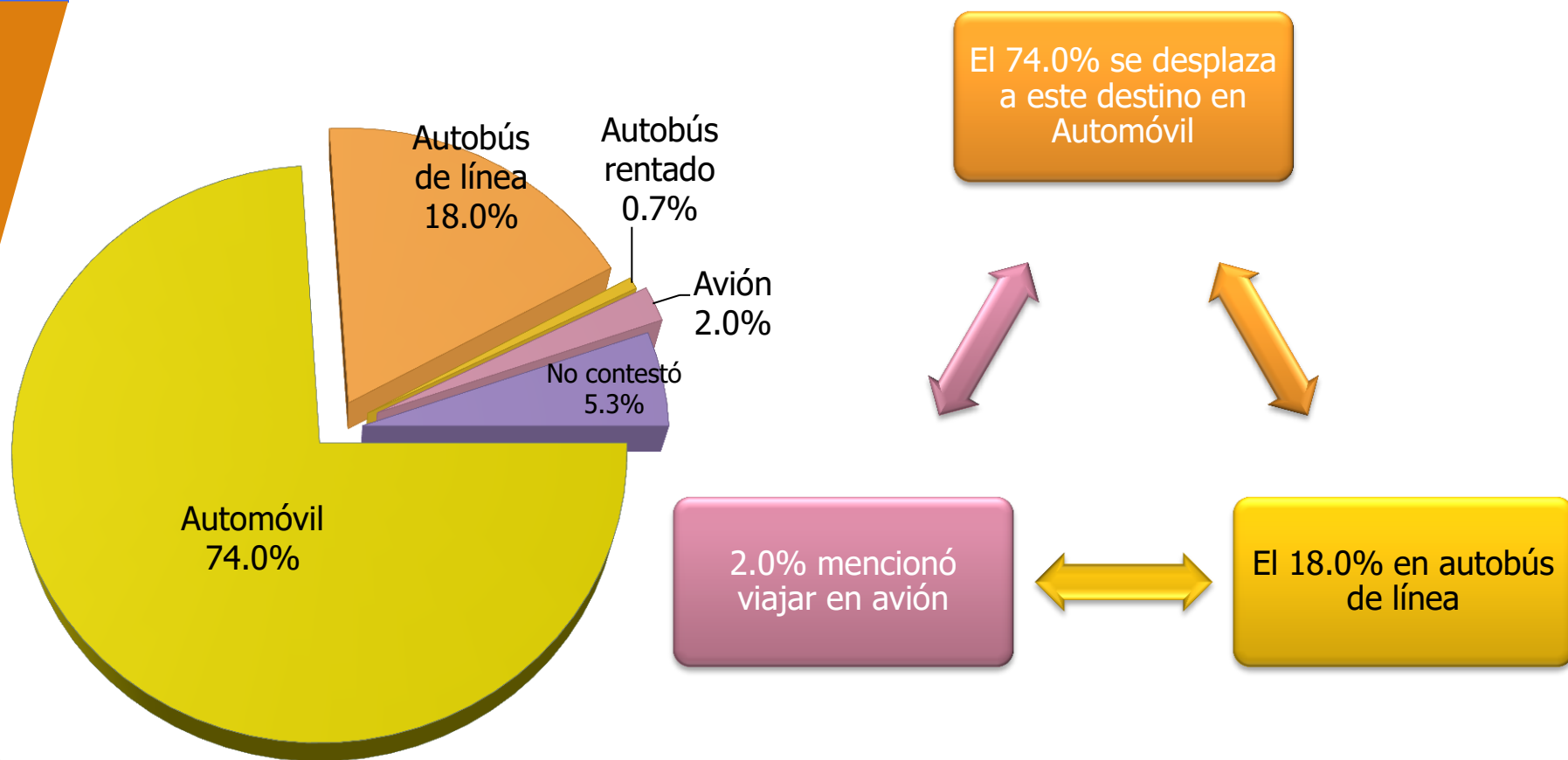
El 29.3% viaja con su pareja

4.7% se acompañó con Amistades

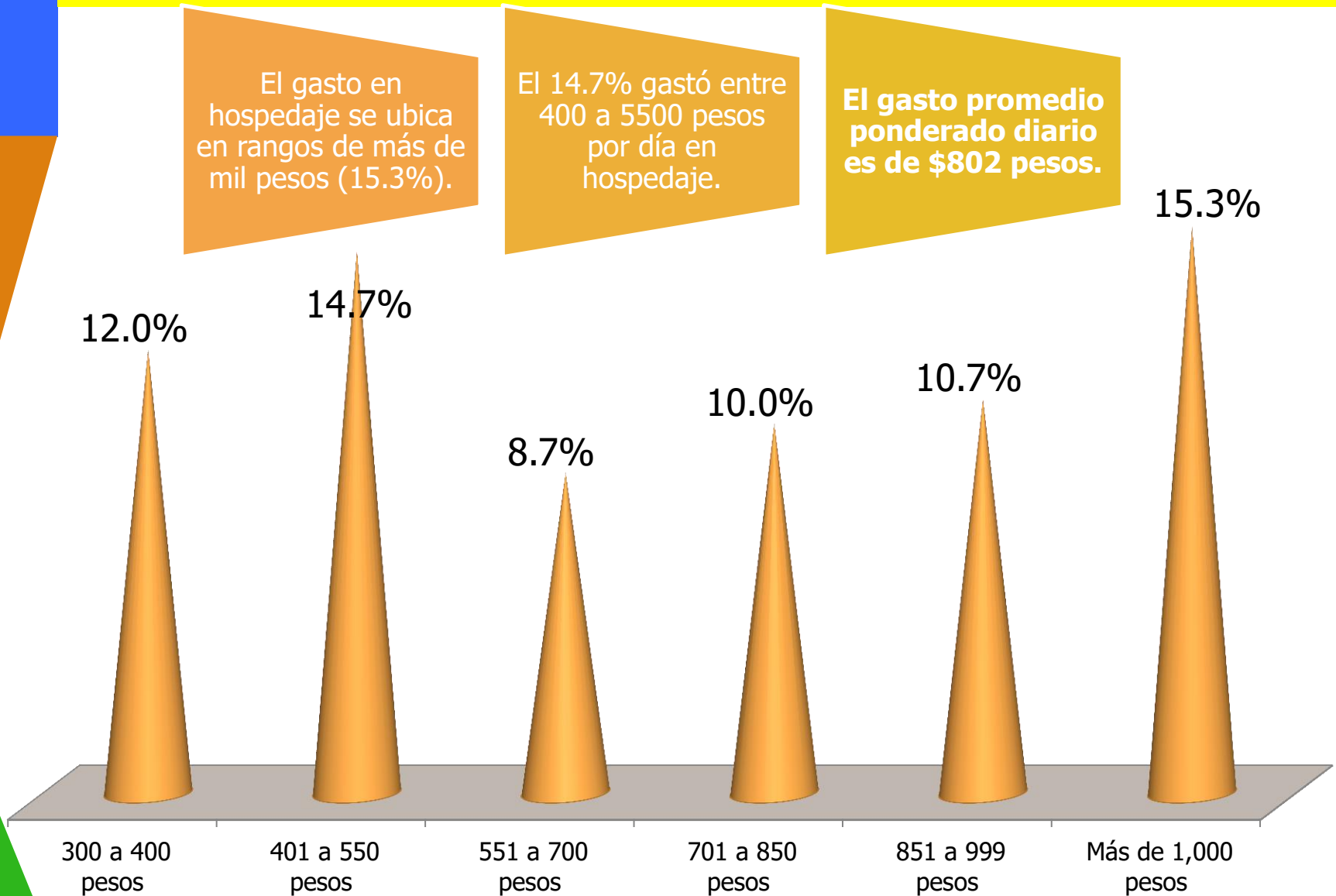
Número de Acompañantes en su Visita



Medio de Transporte Utilizado por el Visitante



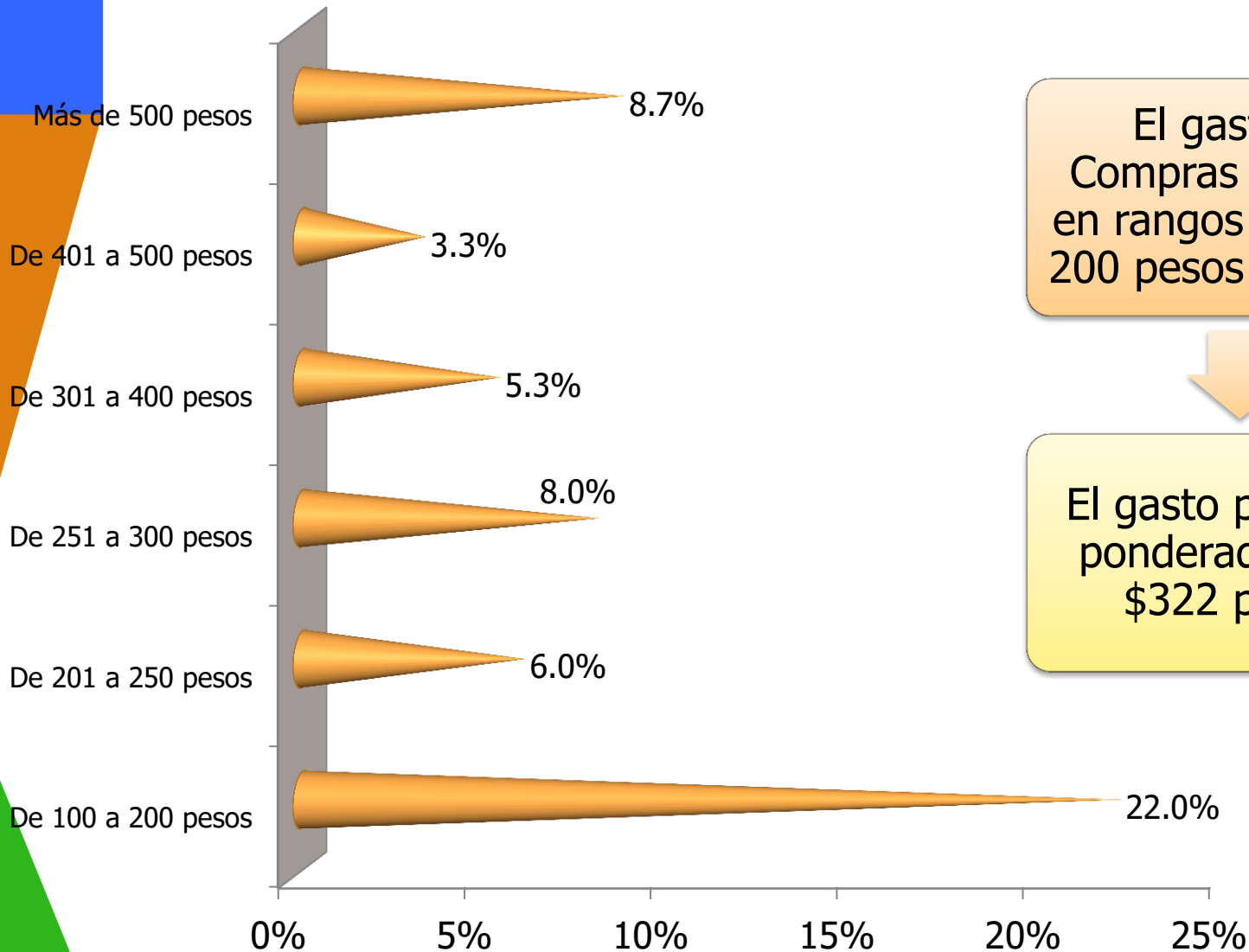
Gasto Promedio - Hospedaje



Nota: La diferencia para el 100% corresponde al No Contesto.

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Gasto Promedio - Compras



El gasto en Compras se ubica en rangos de 100 a 200 pesos (22.0%).

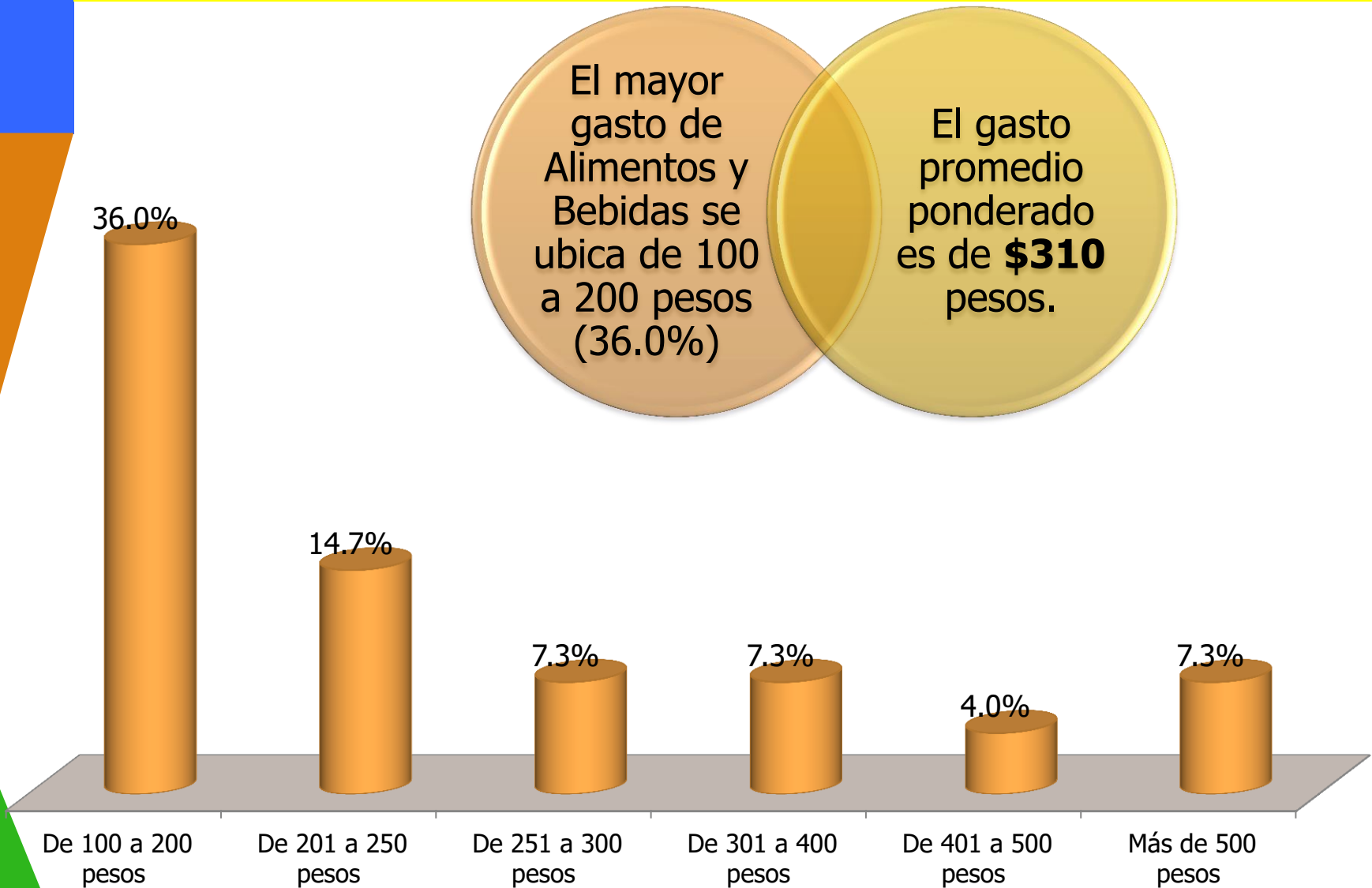


El gasto promedio ponderado es de \$322 pesos.

Nota: La diferencia para el 100% corresponde al No Contesto.

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Gasto Promedio – Alimentos y Bebidas



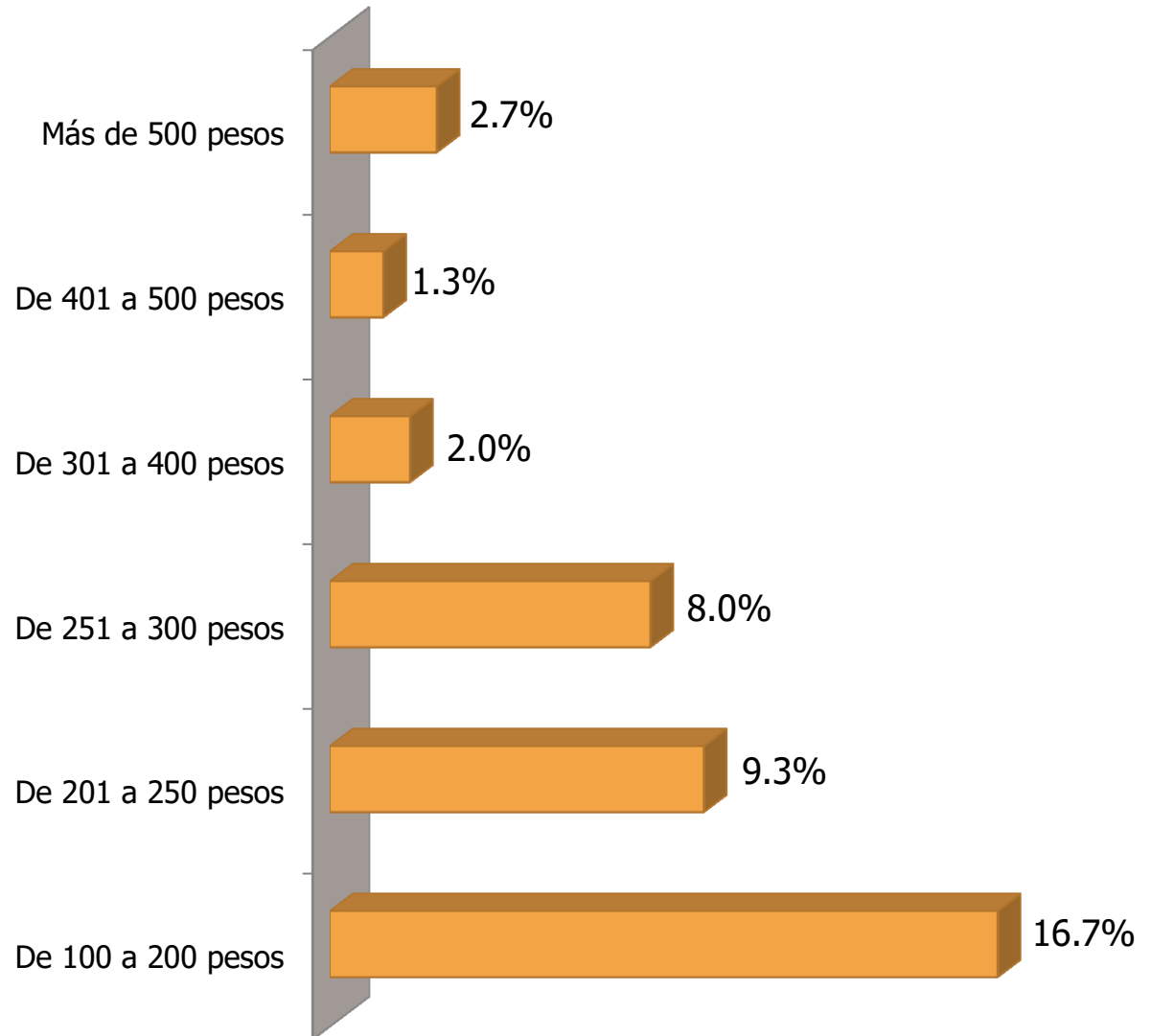
Nota: La diferencia para el 100% corresponde al No Contesto.

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Gasto Promedio - Souvenirs

En lo que se refiere a Souvenirs el 16.7% gasto de 100 a 200 pesos.

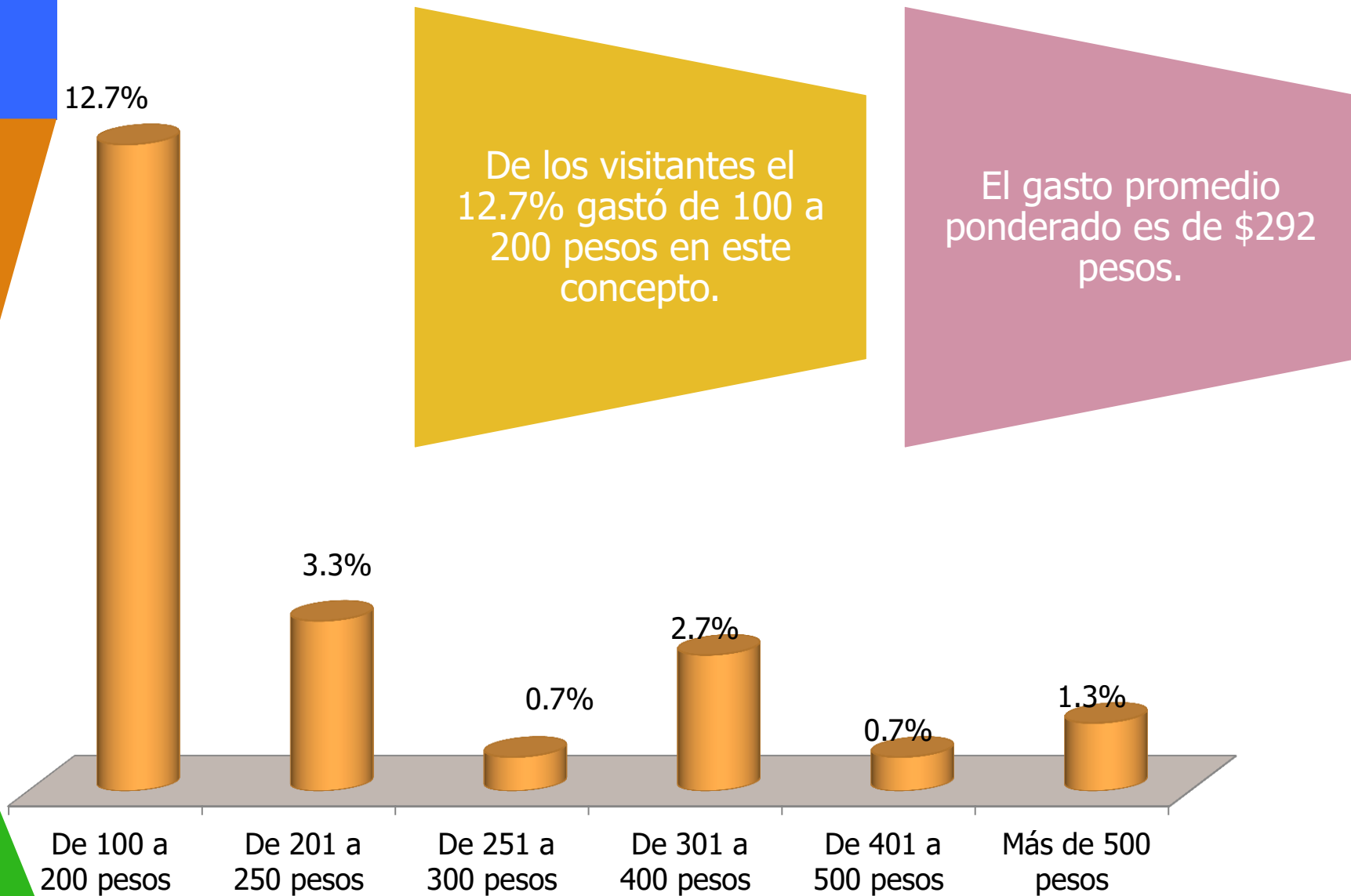
El gasto promedio ponderado es de \$330 pesos.



Nota: La diferencia para el 100% corresponde al No Contesto.

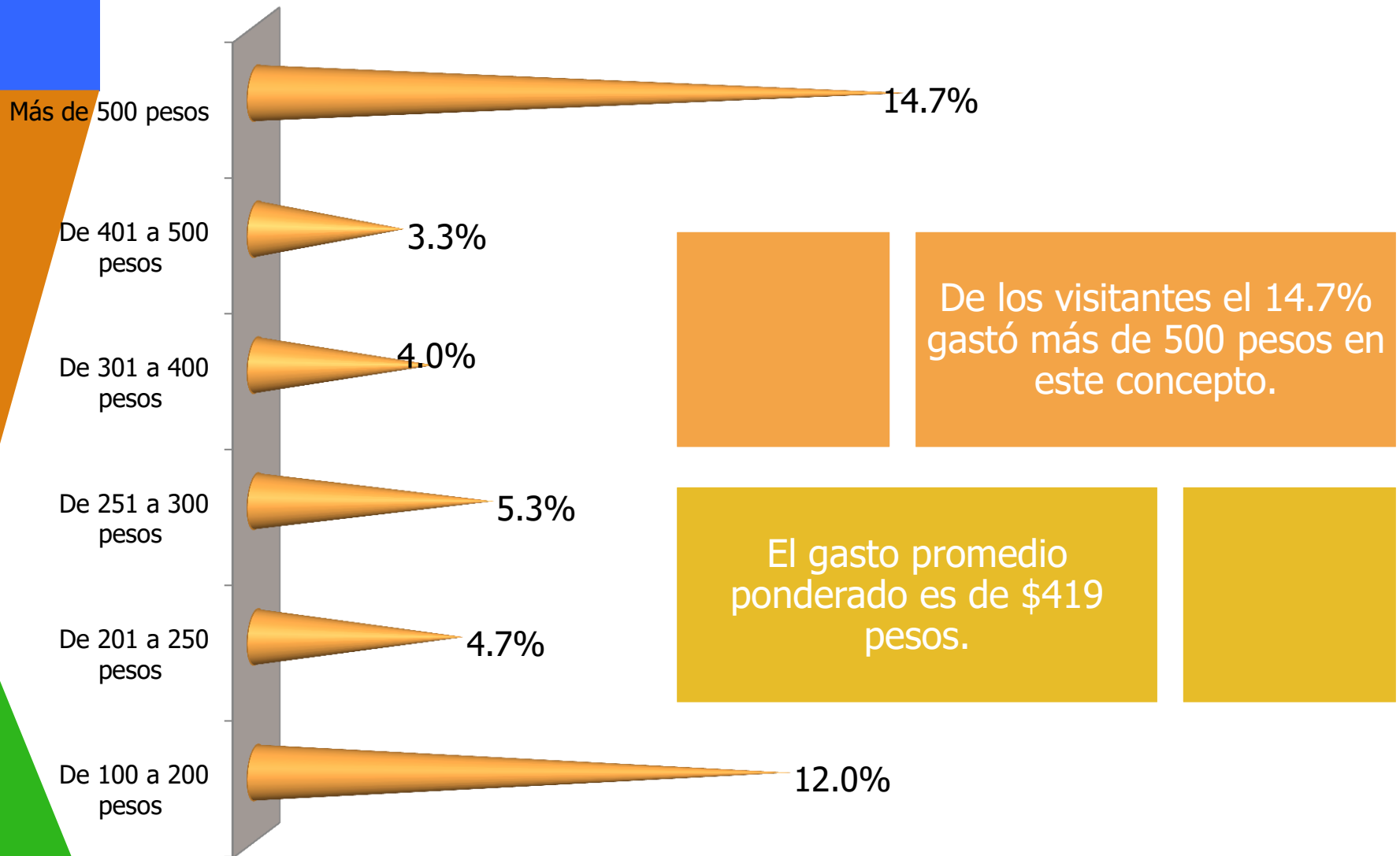
Perfil del Visitante Semana Santa 2018 – Matehuala, S.L.P.

Gasto Promedio – Transportación Local



Nota: La diferencia para el 100% corresponde al No Contesto.
Perfil del Visitante Semana Santa 2018 – Matehuala, S.L.P.

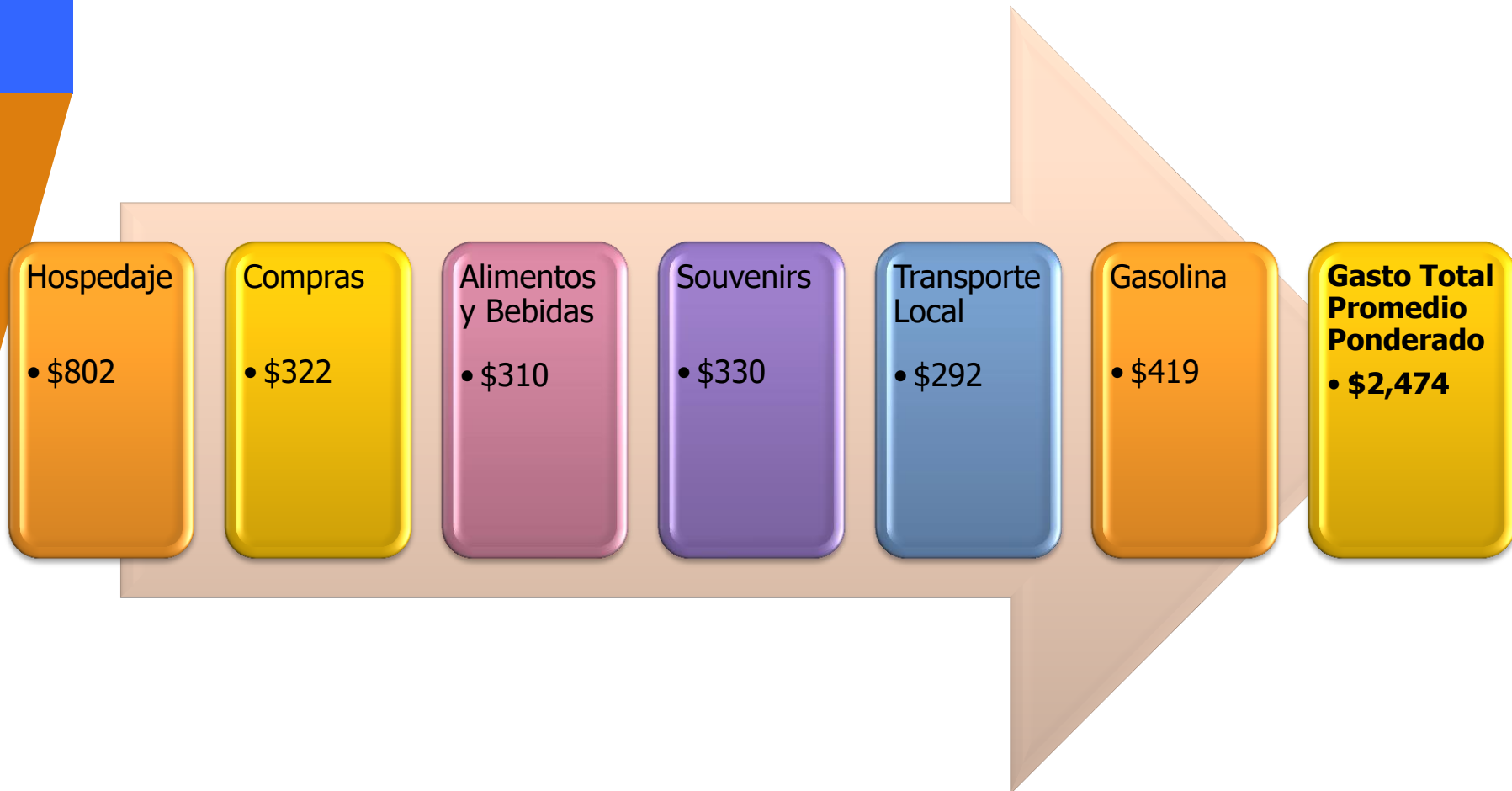
Gasto Promedio – Gasolina



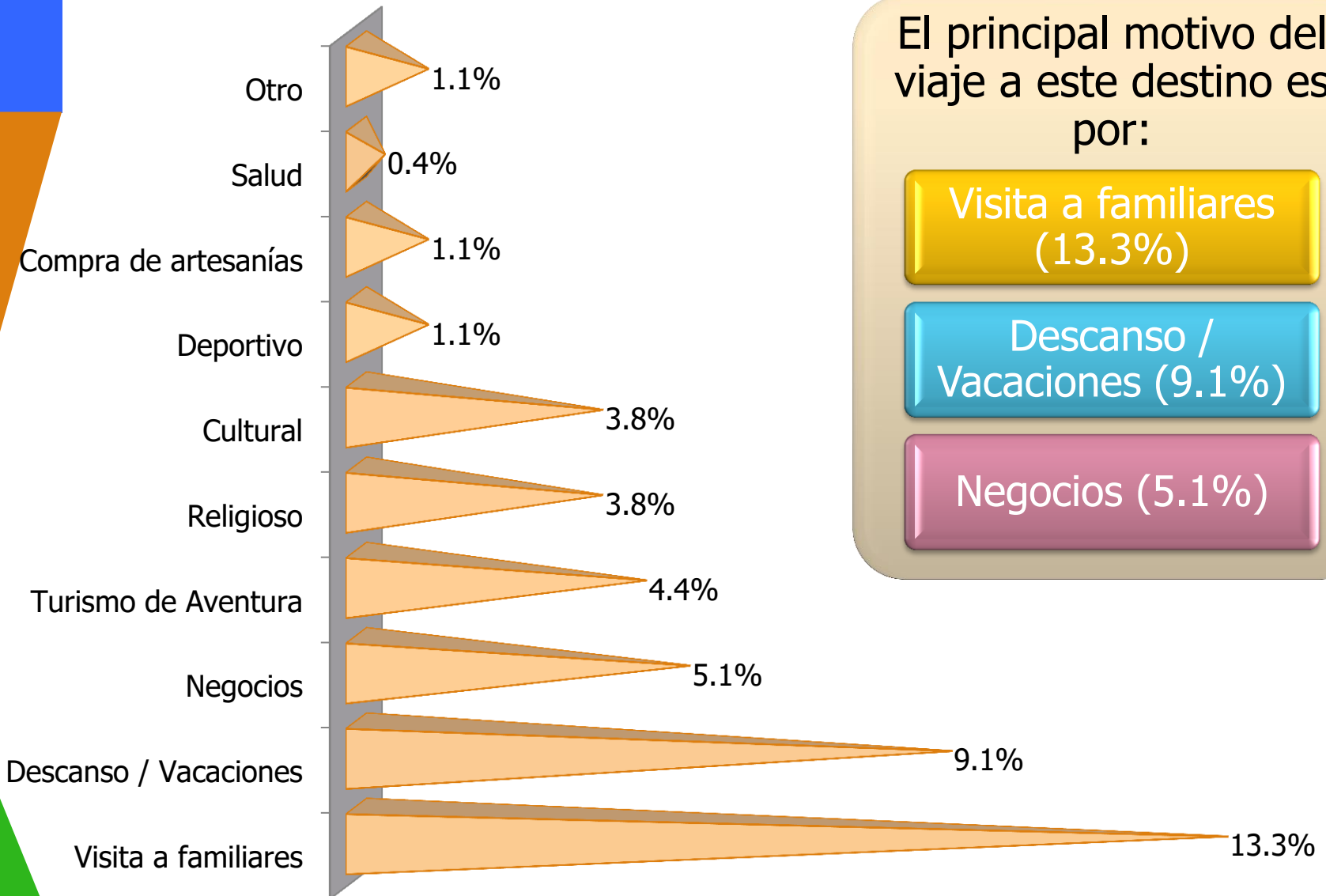
Nota: La diferencia para el 100% corresponde al No Contesto.

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Gasto Total Promedio Ponderado



Razón Principal de Viaje



El principal motivo del viaje a este destino es por:

Visita a familiares
(13.3%)

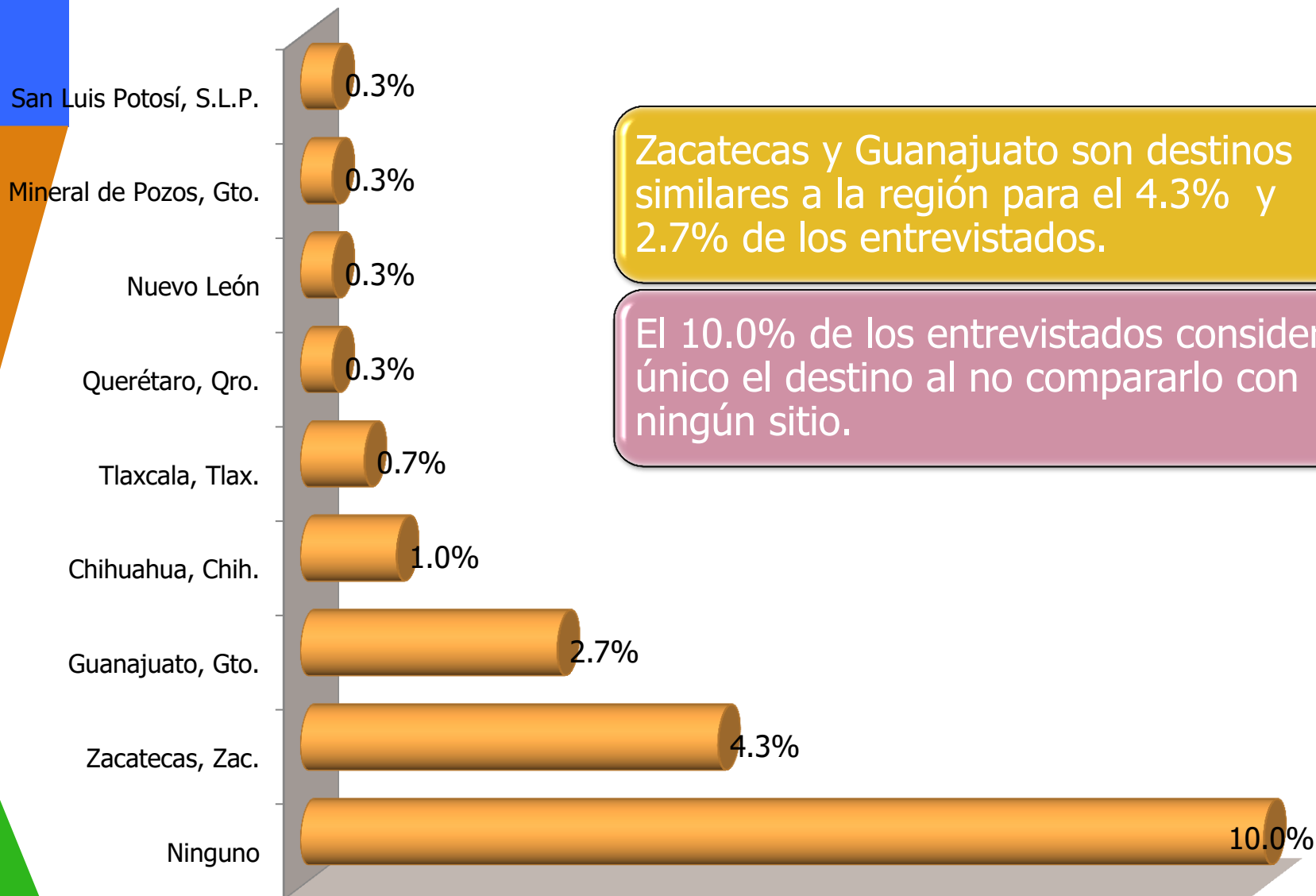
Descanso /
Vacaciones (9.1%)

Negocios (5.1%)

Nota: La diferencia para el 100% corresponde al No Contesto.

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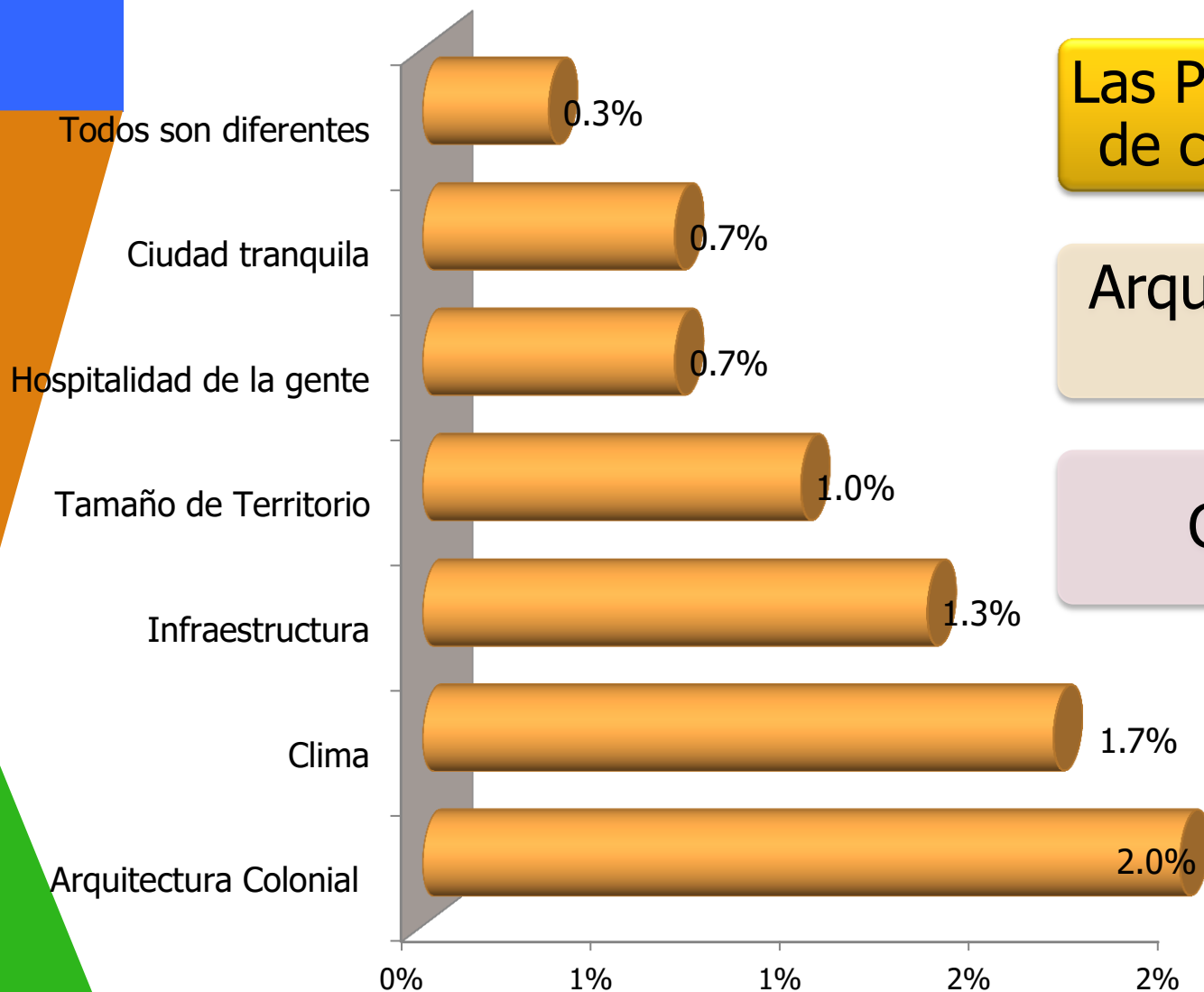
Sitios con los que Comparan a la Región



Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Semana Santa 2018 – Matehuala, S.L.P.

Razones de Comparación con Otro Destino



Las Principales razones de comparación son:



Arquitectura Colonial (2.0%)



Clima (1.7%)

Nota: La diferencia para el 100% corresponde al No Contesto.
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Medio por el que se entero o Conoce de la Región

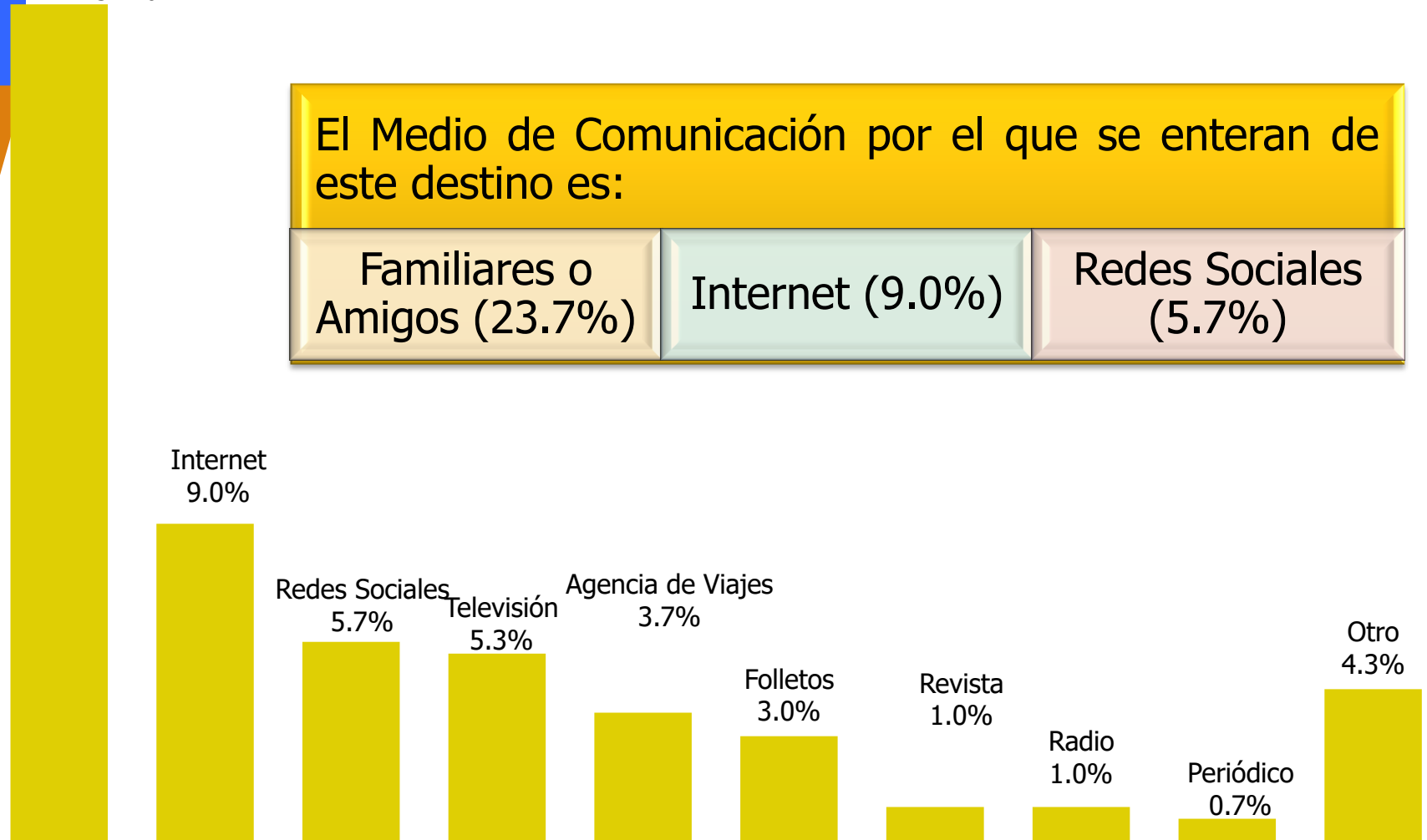
Familiares o amigos
23.7%

El Medio de Comunicación por el que se enteran de este destino es:

Familiares o Amigos (23.7%)

Internet (9.0%)

Redes Sociales (5.7%)

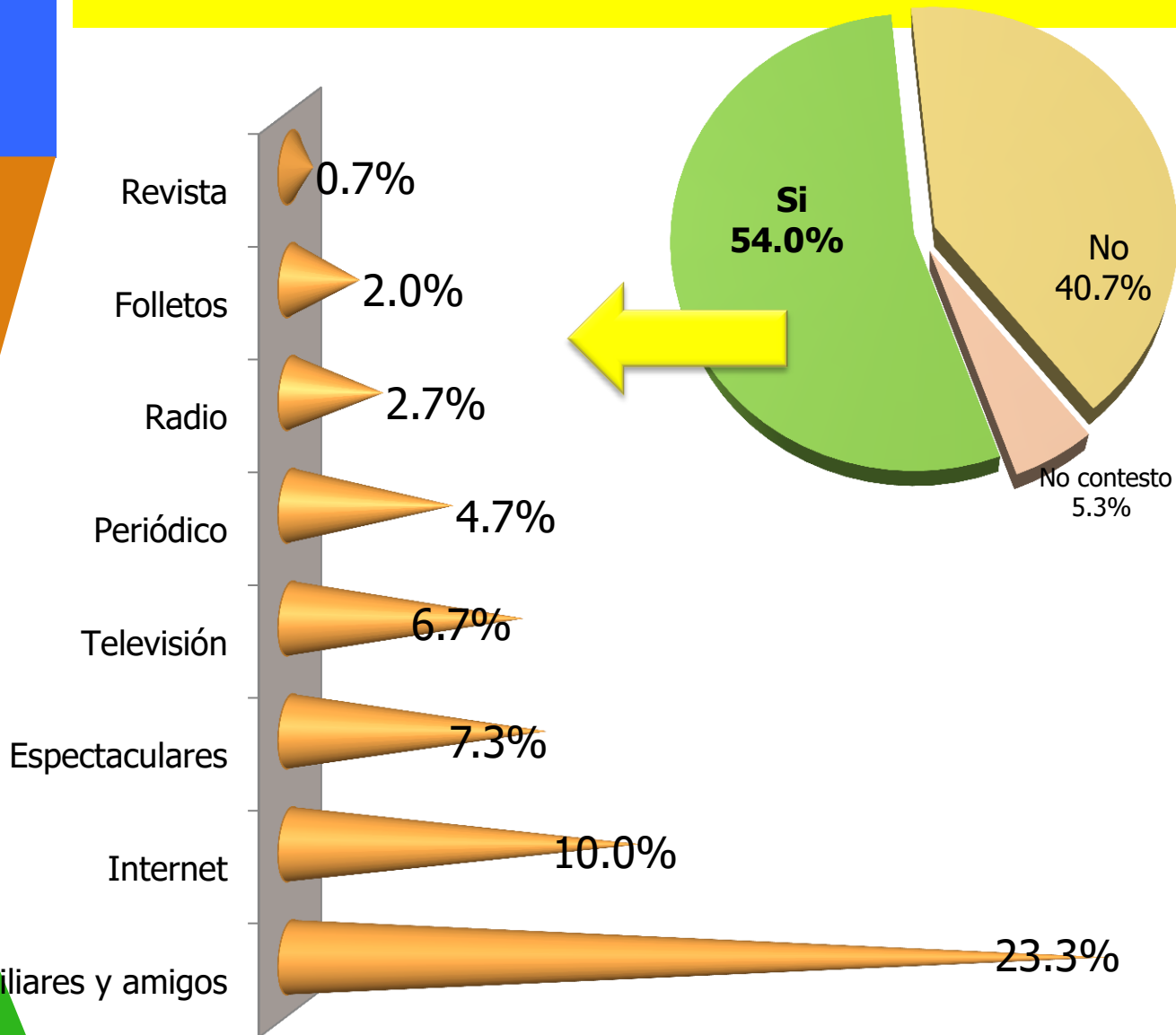


Nota: La diferencia para el 100% corresponde al No Contesto.

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Recordación de la Publicidad

"San Luis Potosí Tu Destino por Naturaleza"

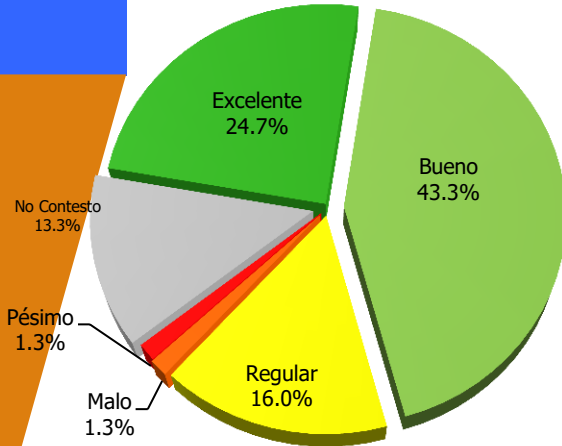


Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Semana Santa 2018 – Matehuala, S.L.P.

Evaluación de los Visitantes

Sitios y atractivos turísticos



Calidad Infraestructura turística

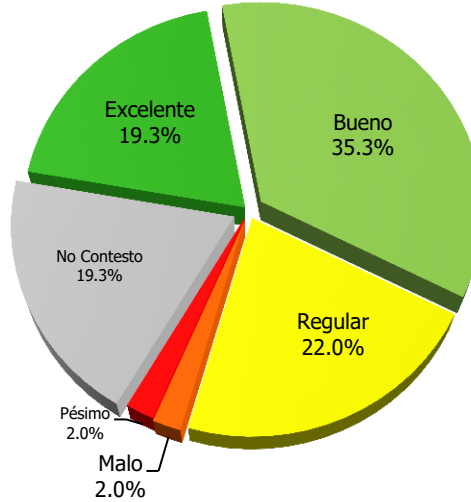
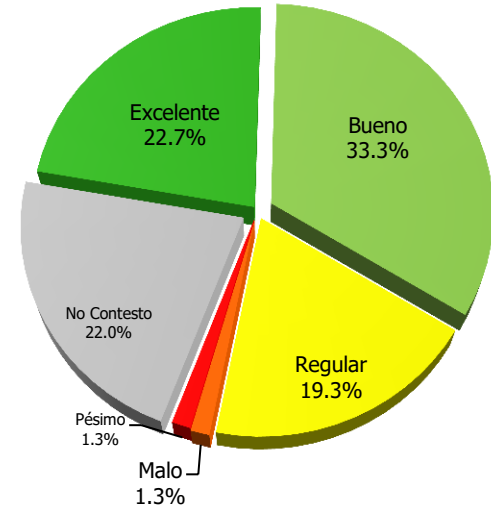
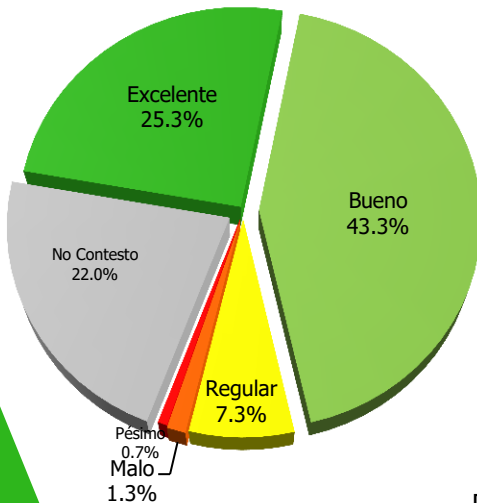


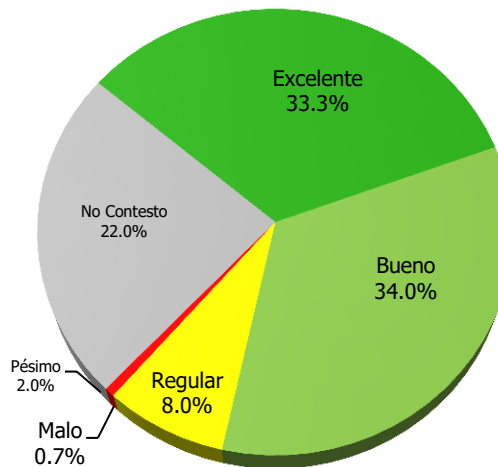
Imagen del destino



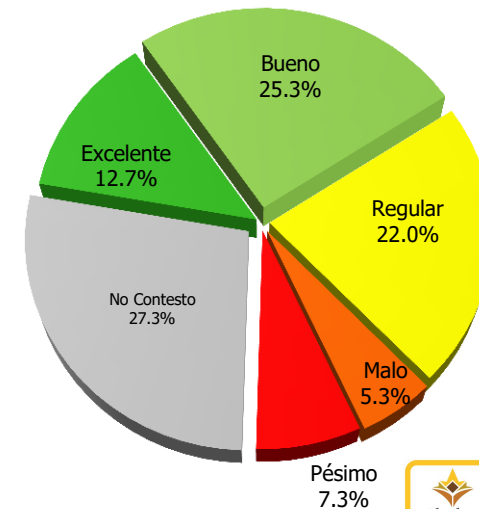
Experiencia de viaje



Hospitalidad de residentes

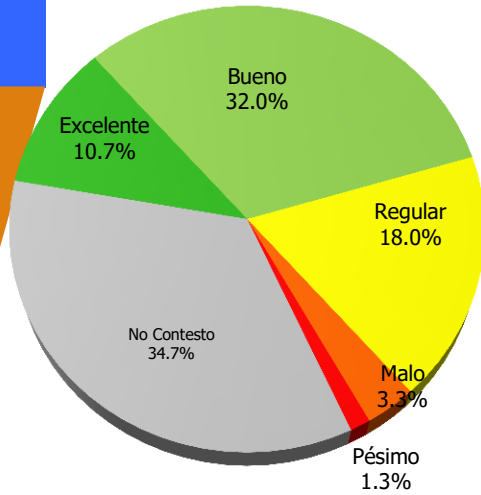


Limpieza en calles y áreas públicas

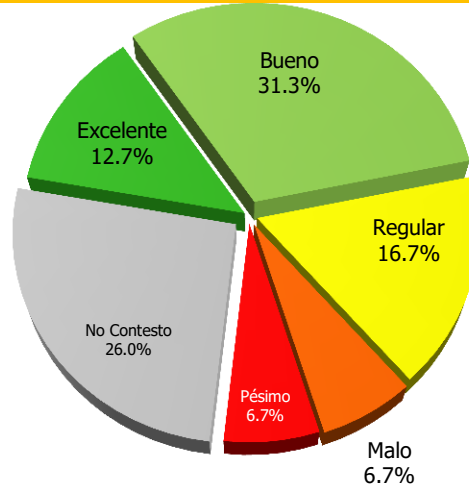


Evaluación de los Visitantes

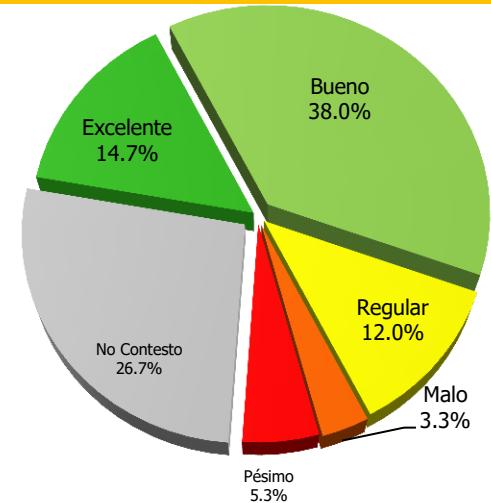
Transporte público local



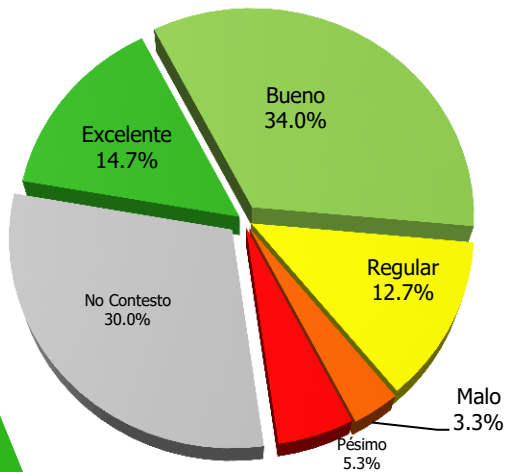
Percepción de seguridad



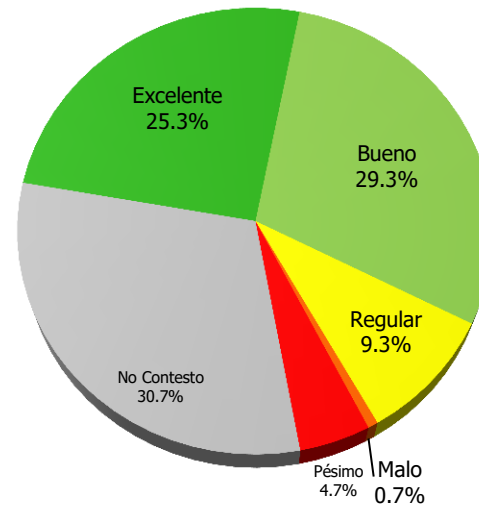
Señalética para llegar al destino



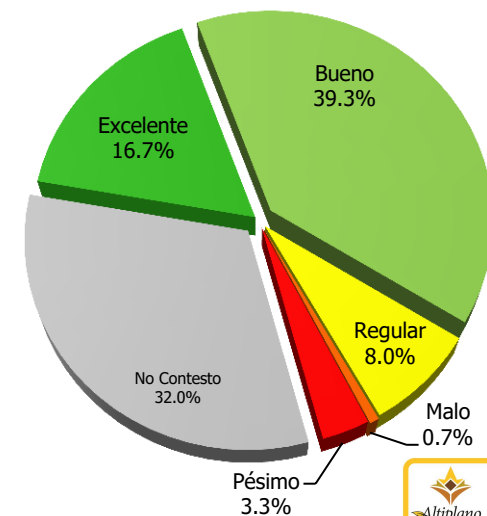
Señalética del destino



Disponibilidad de información turística

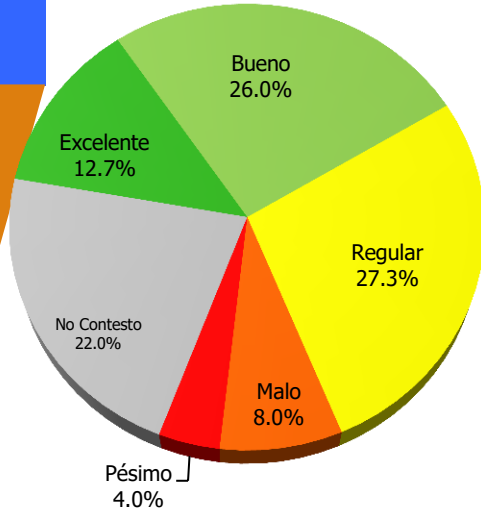


Relación calidad/precio en destino

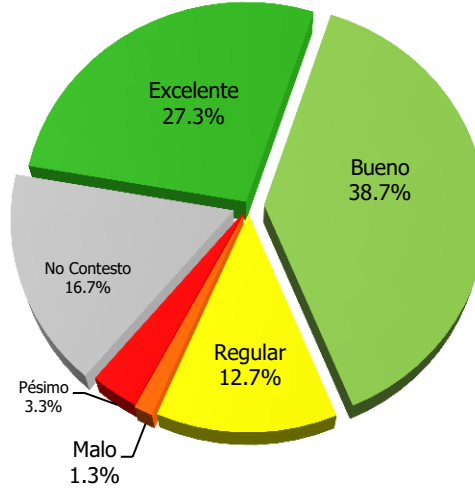


Evaluación de los Visitantes

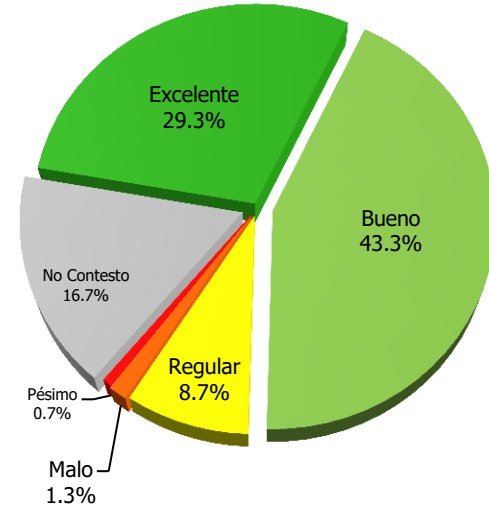
Estacionamientos



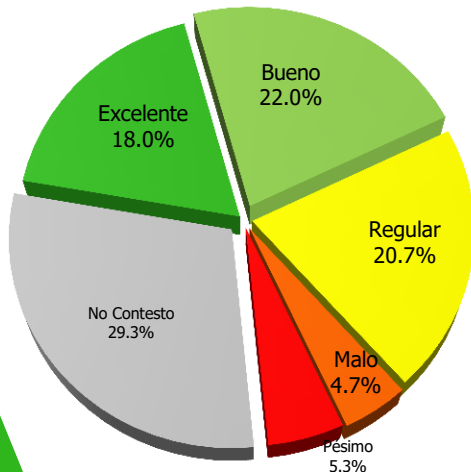
Artesanías



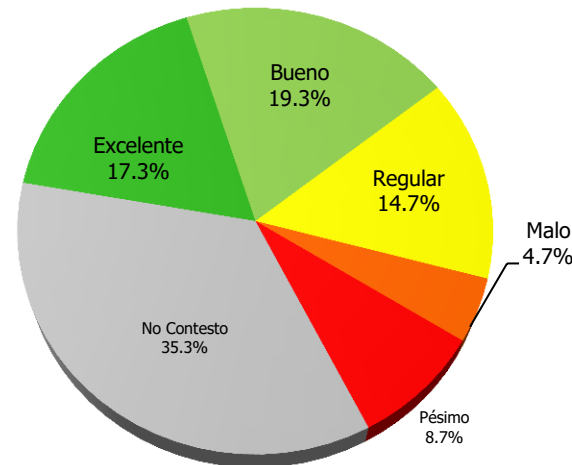
Gastronomía



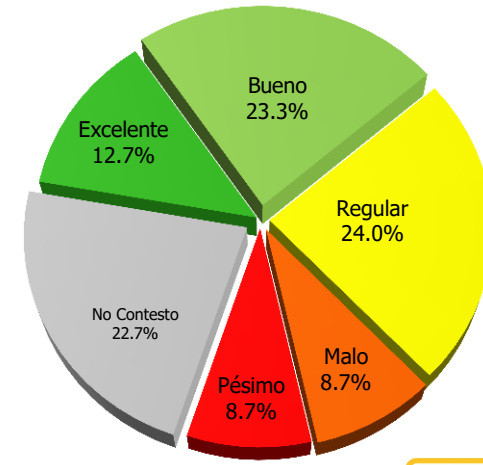
Vendedores



Contaminación



Sanitarios



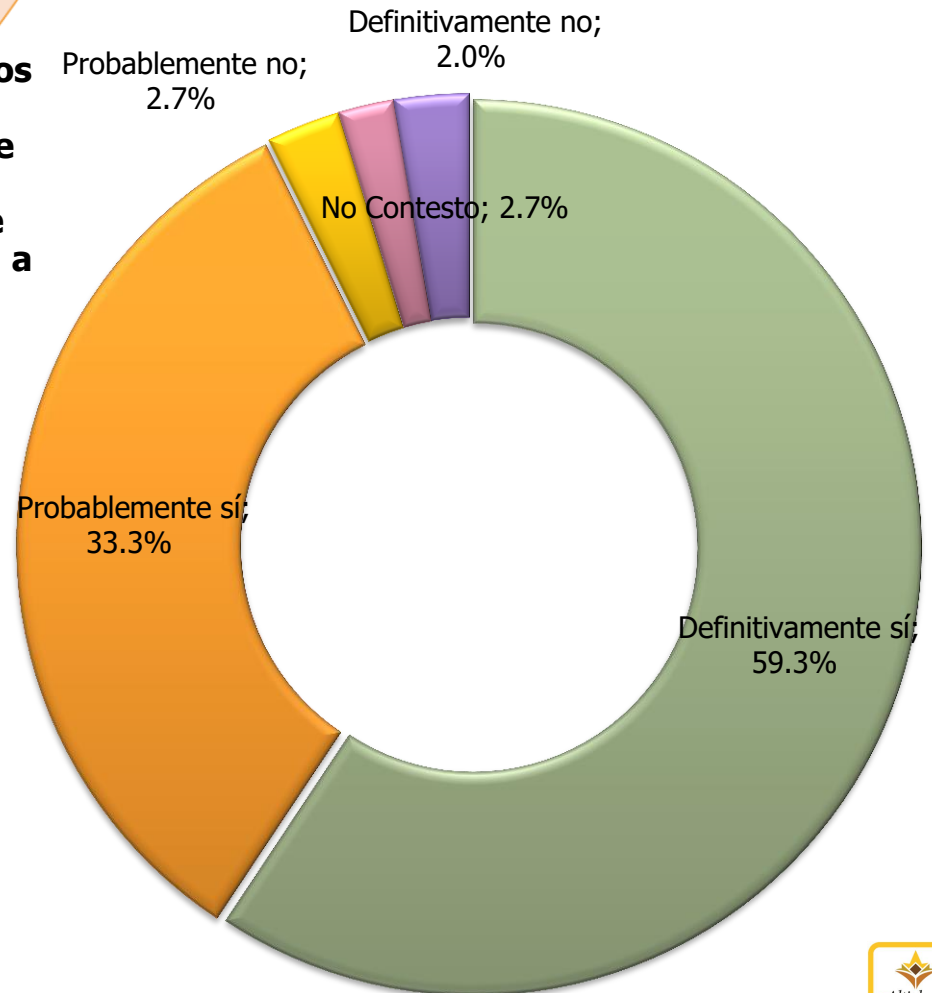
Resumen Evaluación de los Visitantes

| Concepto | Total | | | | | | No Contesto |
|--|-----------|---------|---------|--------|--------|--|-------------|
| | Excelente | Bueno | Regular | Malo | Pésimo | | |
| Sitios y Atractivos Turísticos | ⇒ 24.7% | ↑ 43.3% | ↘ 16.0% | ↓ 1.3% | ↓ 1.3% | | 13.3% |
| Calidad de la Infraestructura Turística | ⇒ 19.3% | ↑ 35.3% | ↘ 22.0% | ↓ 2.0% | ↓ 2.0% | | 19.3% |
| Imagen del destino | ↗ 22.7% | ↑ 33.3% | ⇒ 19.3% | ↓ 1.3% | ↓ 1.3% | | 22.0% |
| Experiencia de viaje del destino | ⇒ 25.3% | ↑ 43.3% | ↓ 7.3% | ↓ 1.3% | ↓ 0.7% | | 22.0% |
| Hospitalidad de los residentes | ↑ 33.3% | ↑ 34.0% | ↘ 8.0% | ↓ 0.7% | ↓ 2.0% | | 22.0% |
| Limpieza en las calles y áreas públicas | ↘ 12.7% | ↑ 25.3% | ↑ 22.0% | ↓ 5.3% | ↓ 7.3% | | 27.3% |
| Transporte público local | ↘ 10.7% | ↑ 32.0% | ⇒ 18.0% | ↓ 3.3% | ↓ 1.3% | | 34.7% |
| Percepción de seguridad | ↘ 12.7% | ↑ 31.3% | ⇒ 16.7% | ↓ 6.7% | ↓ 6.7% | | 26.0% |
| Señalética para llegar al destino | ↘ 14.7% | ↑ 38.0% | ↘ 12.0% | ↓ 3.3% | ↓ 5.3% | | 26.7% |
| Señalética del destino turístico | ↘ 14.7% | ↑ 34.0% | ↘ 12.7% | ↓ 3.3% | ↓ 5.3% | | 30.0% |
| Disponibilidad de información turística | ↑ 25.3% | ↑ 29.3% | ↘ 9.3% | ↓ 0.7% | ↓ 4.7% | | 30.7% |
| La relación calidad / precio en el destino | ⇒ 16.7% | ↑ 39.3% | ↓ 8.0% | ↓ 0.7% | ↓ 3.3% | | 32.0% |
| Estacionamientos | ↘ 12.7% | ↑ 26.0% | ↑ 27.3% | ↓ 8.0% | ↓ 4.0% | | 22.0% |
| Artesanías | ↗ 27.3% | ↑ 38.7% | ↘ 12.7% | ↓ 1.3% | ↓ 3.3% | | 16.7% |
| Gastronomía | ↗ 29.3% | ↑ 43.3% | ↓ 8.7% | ↓ 1.3% | ↓ 0.7% | | 16.7% |
| Vendedores ambulantes | ↗ 18.0% | ↑ 22.0% | ↑ 20.7% | ↓ 4.7% | ↓ 5.3% | | 29.3% |
| Contaminación | ↑ 17.3% | ↑ 19.3% | ↗ 14.7% | ↓ 4.7% | ↘ 8.7% | | 35.3% |
| Sanitarios | ↘ 12.7% | ↑ 23.3% | ↑ 24.0% | ↓ 8.7% | ↓ 8.7% | | 22.7% |

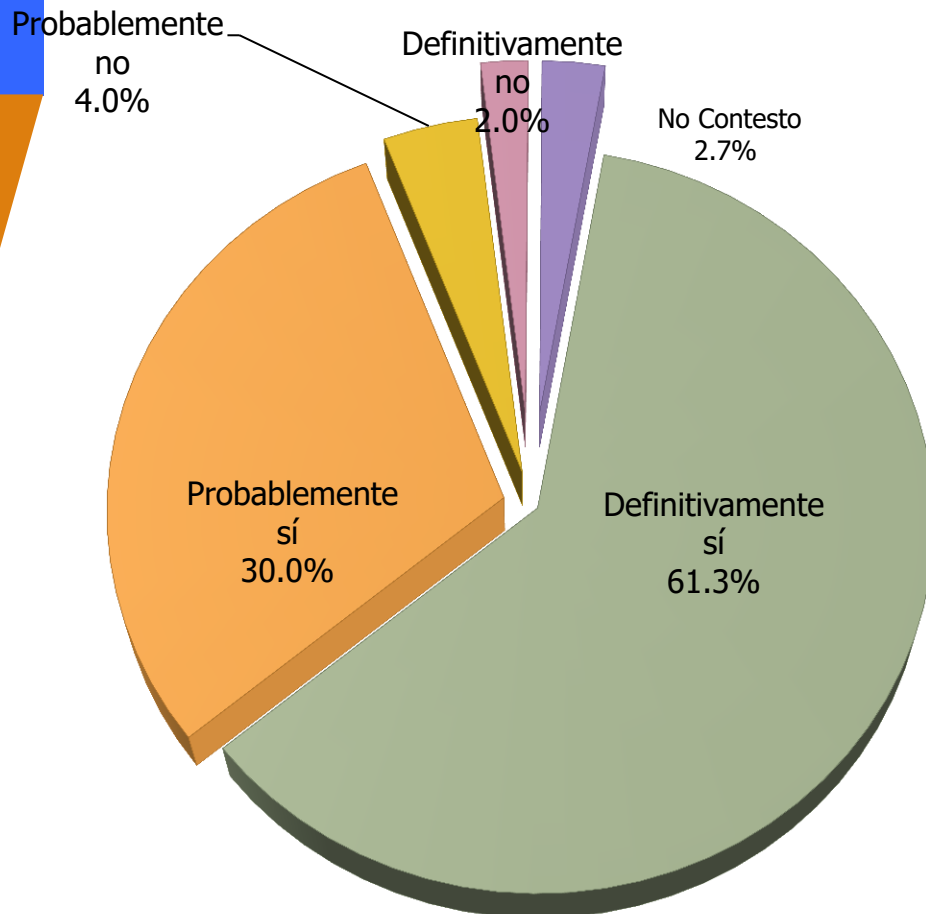
Opinión de Regresar a San Luis Potosí

● Solamente el 4.7% Probablemente o Definitivamente no regresaría

● El 92.7% de los visitantes definitivamente o probablemente si regresaría a este destino.



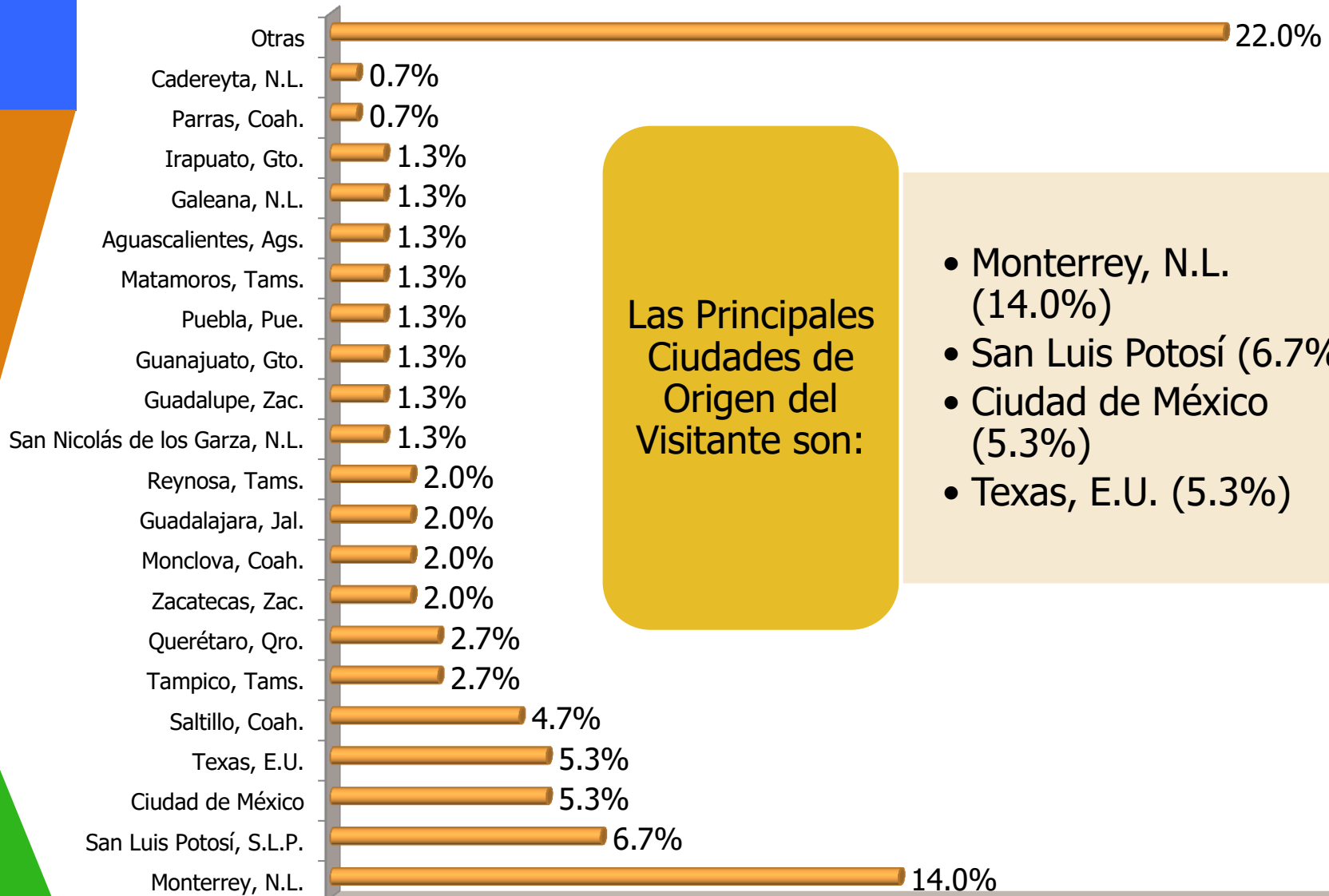
Opinión de Recomendar a San Luis Potosí



El 91.3% de los visitantes definitivamente o probablemente sí Recomendaría el destino.

El 6.0% Probablemente o definitivamente no recomendaría el destino.

Principales Ciudades de Origen del Visitante



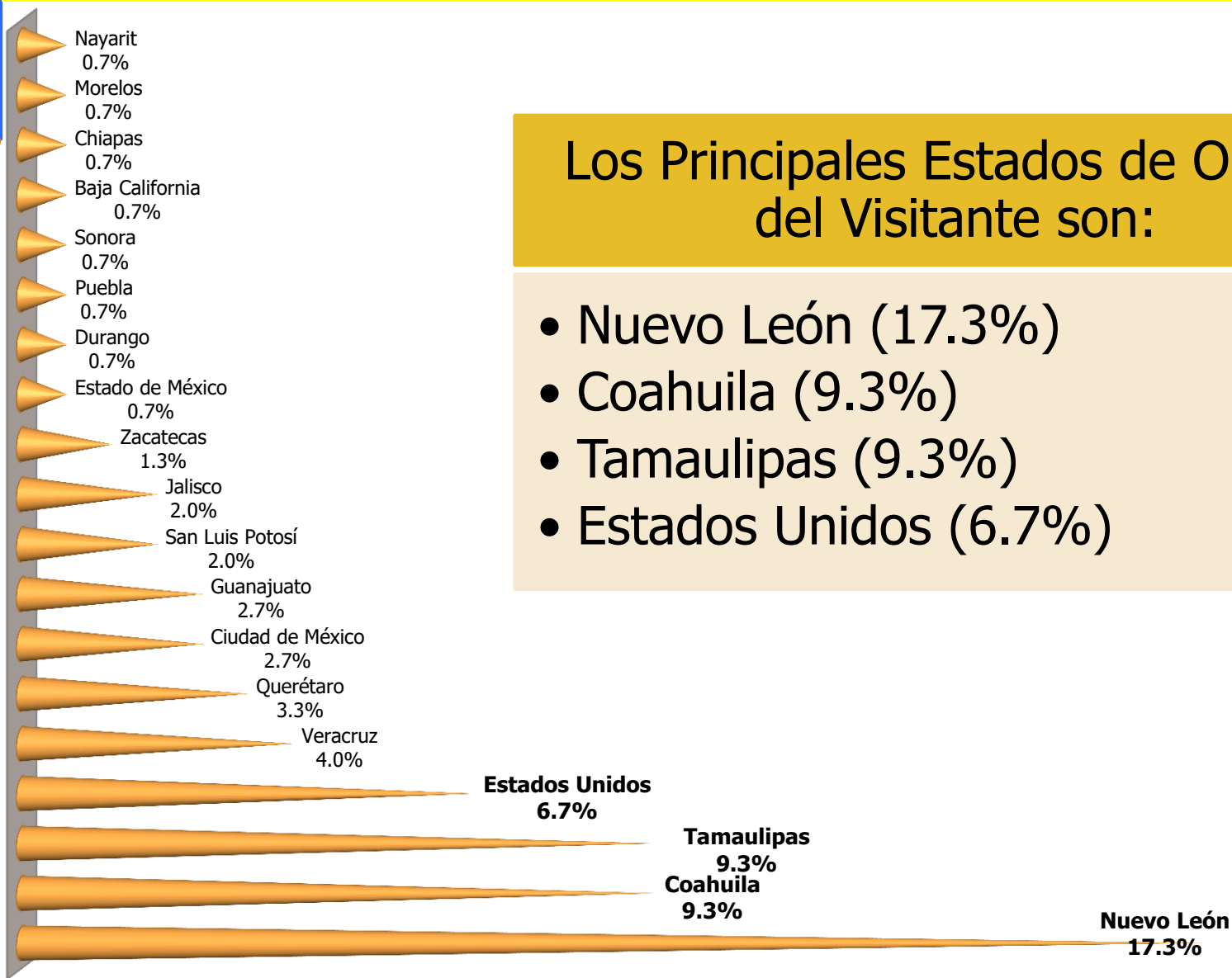
Las Principales Ciudades de Origen del Visitante son:

- Monterrey, N.L. (14.0%)
- San Luis Potosí (6.7%)
- Ciudad de México (5.3%)
- Texas, E.U. (5.3%)

Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Semana Santa 2018 – Matehuala, S.L.P.

Principales Estados de Origen del Visitante

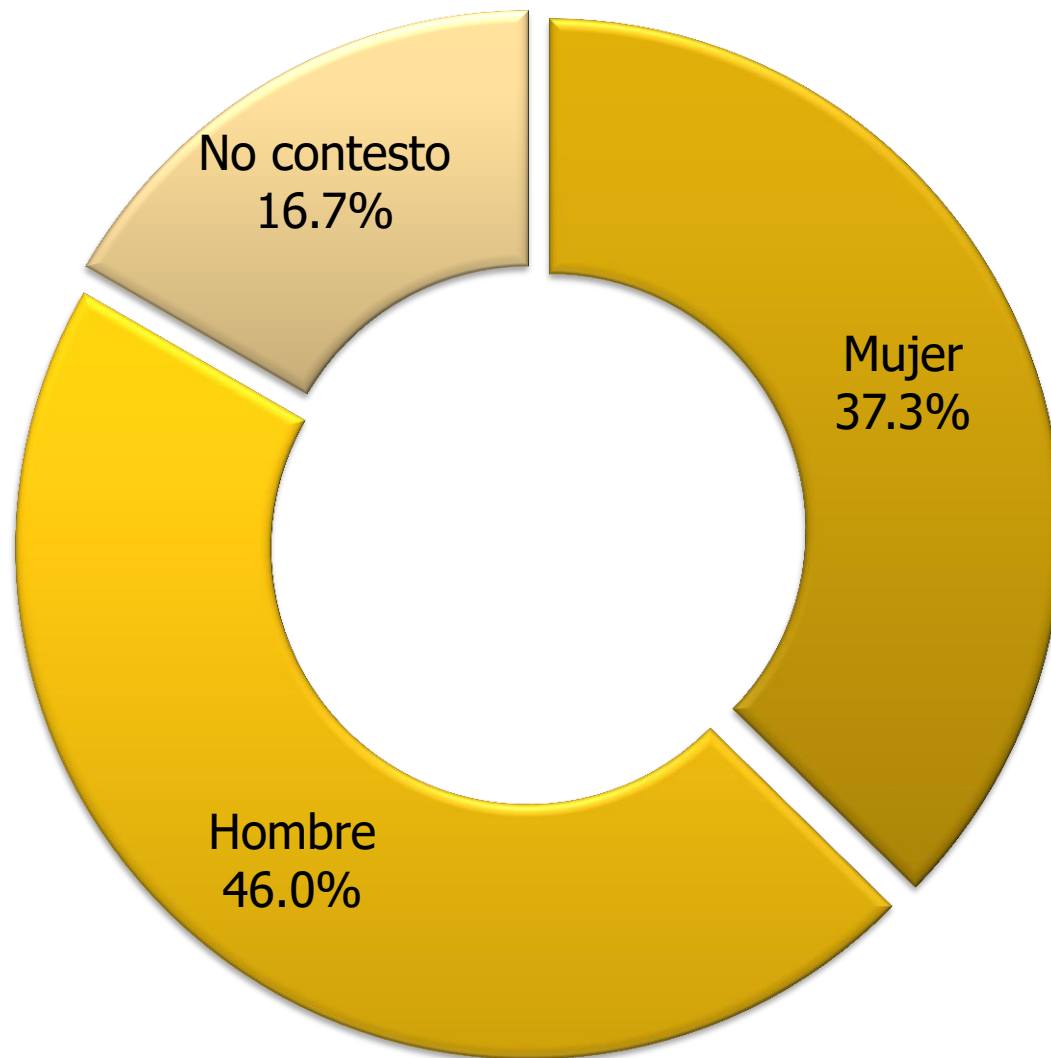


Los Principales Estados de Origen del Visitante son:

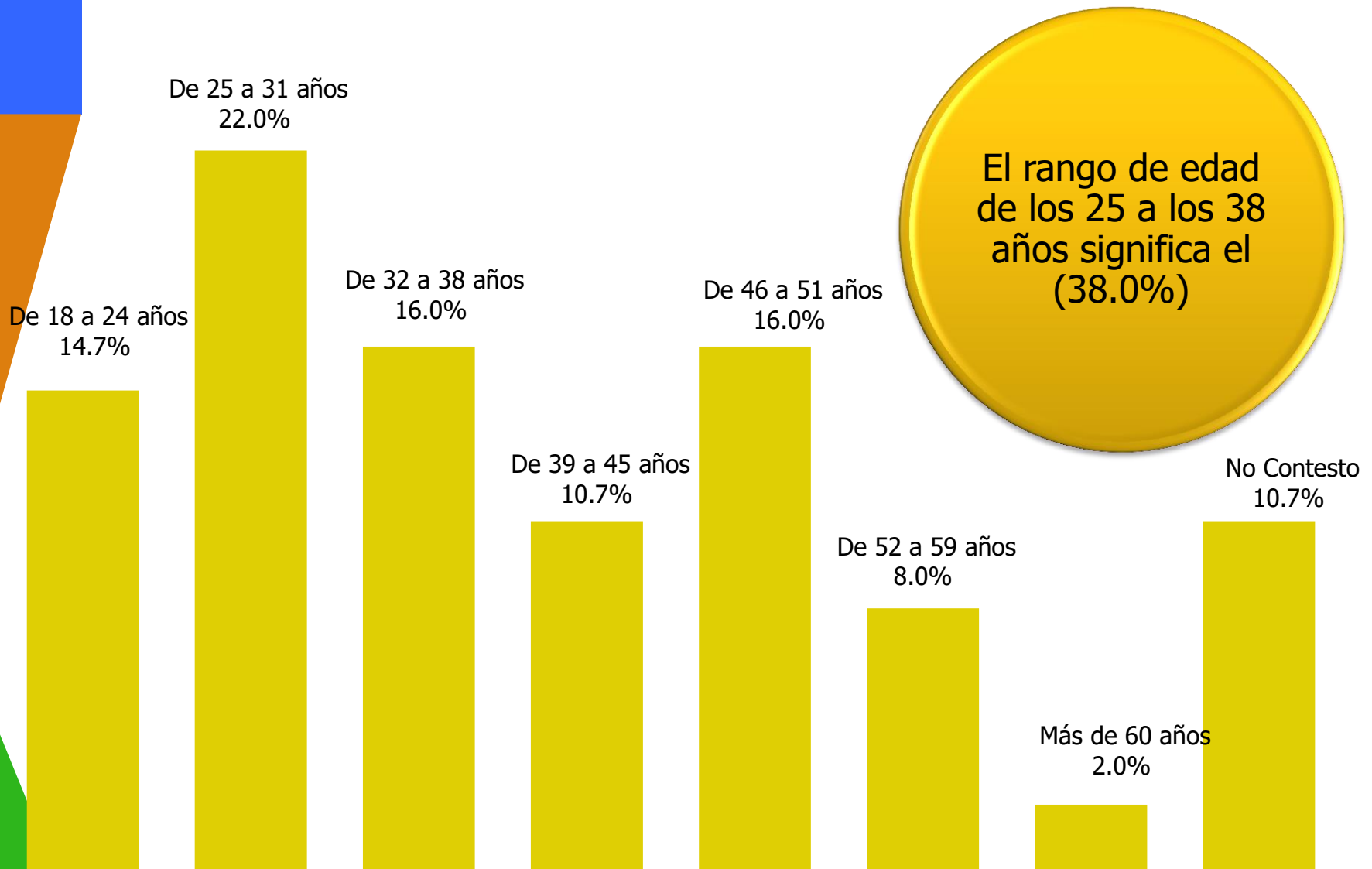
- Nuevo León (17.3%)
- Coahuila (9.3%)
- Tamaulipas (9.3%)
- Estados Unidos (6.7%)

Nota: La diferencia para el 100% corresponde al No Contesto.
Perfil del Visitante Semana Santa 2018 – Matehuala, S.L.P.

Sexo del Visitante a la Región



Rango de Edad de los Visitantes

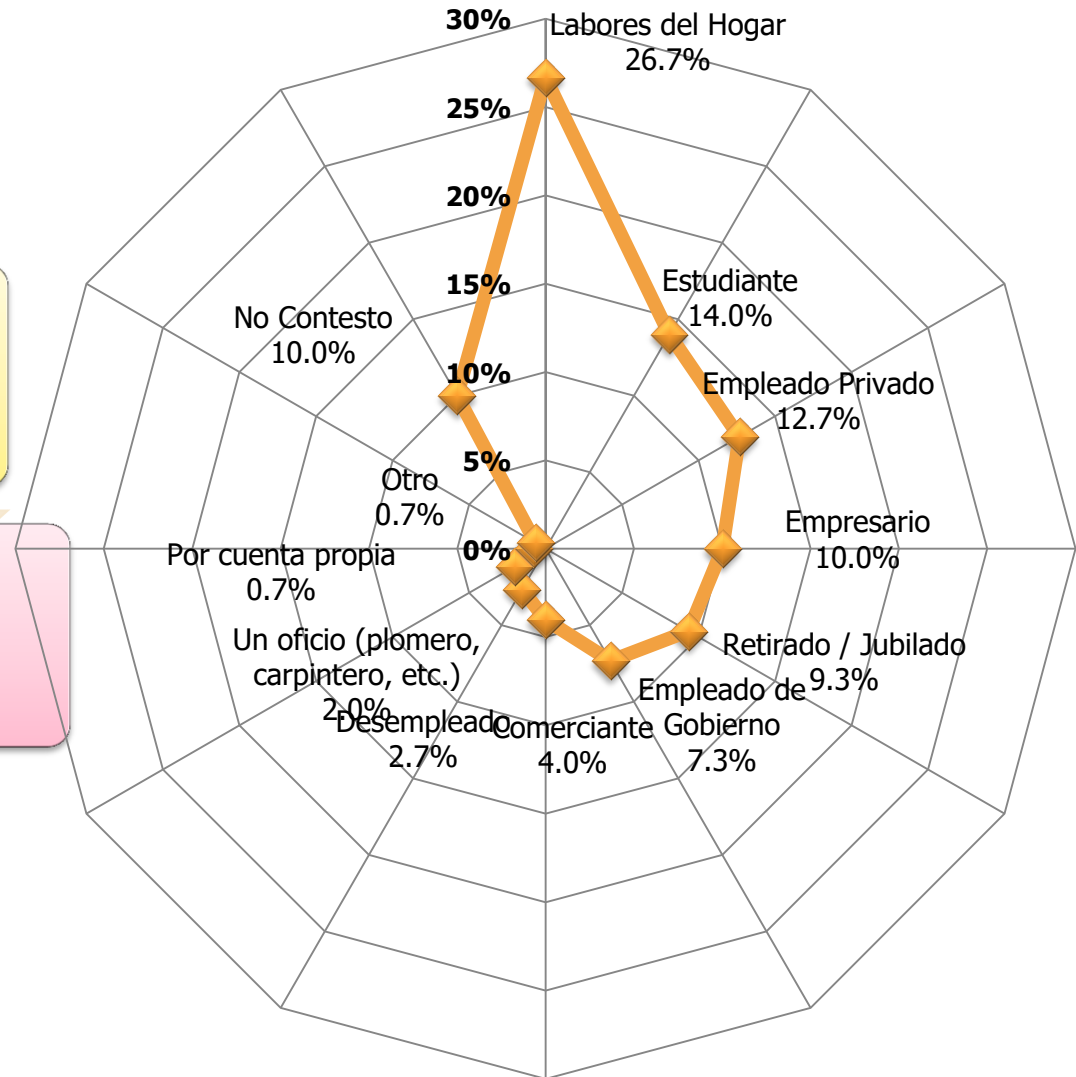


Ocupación del Visitante a San Luis Potosí

Una importante parte de los visitantes se dedican a labores del hogar (26.7%)

Otro segmento importante (14.0%) son Estudiantes

El 12.7% son Empleados Privados





Perfil del Visitante

Matehuala, S.L.P.

Semana Santa 2018

Resumen con Perspectiva de Género

Resumen Resultados

Frecuencia con que vista el Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|-------------------------|--------------|--------------|--------------|---------------|
| Primera vez | 12.7% | 16.7% | 5.3% | 34.7% |
| Una vez al año | 9.3% | 10.7% | 4.7% | 24.7% |
| Dos veces al año | 6.7% | 6.0% | 3.3% | 16.0% |
| Tres o más veces al año | 7.3% | 12.7% | 3.3% | 23.3% |
| No contesto | 1.3% | 0.0% | 0.0% | 1.3% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Noches que permanecerá en la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------|--------------|--------------|--------------|---------------|
| Ninguna | 4.7% | 4.7% | 1.3% | 10.7% |
| Una noche | 9.3% | 11.3% | 1.3% | 22.0% |
| Dos noches | 9.3% | 14.7% | 2.7% | 26.7% |
| Tres noches | 4.0% | 5.3% | 0.7% | 10.0% |
| Cuatro noches | 2.7% | 4.0% | 1.3% | 8.0% |
| Cinco noches | 1.3% | 0.7% | 0.7% | 2.7% |
| Seis noches | 1.3% | 0.0% | 0.0% | 1.3% |
| Siete noches | 0.7% | 0.0% | 0.7% | 1.3% |
| Ocho noches | 0.7% | 0.7% | 0.0% | 1.3% |
| Diez noches | 0.7% | 0.0% | 0.0% | 0.7% |
| Once noches | 0.0% | 1.3% | 0.0% | 1.3% |
| No contesto | 2.7% | 3.3% | 8.0% | 14.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Resumen Resultados

Lugar donde se esta hospedando

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| Hotel | 25.3% | 34.7% | 12.7% | 72.7% |
| Familia / Amigos | 7.3% | 9.3% | 3.3% | 20.0% |
| Acampará | 1.3% | 0.0% | 0.0% | 1.3% |
| No contesto | 3.3% | 2.0% | 0.7% | 6.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Nombre Hotel donde Hospeda

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------------------------|--------------|--------------|--------------|---------------|
| Hotel Posada Real, Matehuala | 5.3% | 8.7% | 2.7% | 16.7% |
| Hotel Casa Real, Matehuala | 4.7% | 7.3% | 3.3% | 15.3% |
| Las Palmas Midway Inn, Matehuala | 5.3% | 5.3% | 2.7% | 13.3% |
| Hotel Casino del Valle, Matehuala | 2.0% | 8.0% | 1.3% | 11.3% |
| Hotel María Bonita, Matehuala | 2.0% | 2.7% | 0.7% | 5.3% |
| Hotel Del Parque, Matehuala | 2.0% | 2.0% | 0.7% | 4.7% |
| Hotel María Esther, Matehuala | 2.0% | 0.7% | 0.7% | 3.3% |
| Hotel Mesón de la Abundancia, Catorce | 0.7% | 0.0% | 0.0% | 0.7% |
| Hotel Quinta Puesta del Sol, Catorce | 0.0% | 0.0% | 0.7% | 0.7% |
| Hotel Casa Blanca, Matehuala | 0.0% | 0.0% | 0.7% | 0.7% |
| Hotel La Carreta, Matehuala | 0.7% | 0.0% | 0.0% | 0.7% |
| No contesto | 12.7% | 11.3% | 3.3% | 27.3% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Resumen Resultados

Forma de Viaje

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Solo | 8.0% | 12.0% | 1.3% | 21.3% |
| Pareja | 12.0% | 14.0% | 3.3% | 29.3% |
| Familia | 13.3% | 16.7% | 10.7% | 40.7% |
| Amistades | 2.0% | 2.0% | 0.7% | 4.7% |
| Agrupación | 0.0% | 0.7% | 0.0% | 0.7% |
| No contesto | 2.0% | 0.7% | 0.7% | 3.3% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Número de Acompañantes

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Uno | 11.3% | 12.0% | 2.7% | 26.0% |
| Dos | 0.7% | 1.3% | 0.0% | 2.0% |
| Tres | 2.7% | 5.3% | 2.0% | 10.0% |
| Cuatro | 4.7% | 3.3% | 2.7% | 10.7% |
| Cinco | 0.7% | 2.7% | 2.0% | 5.3% |
| Seis | 1.3% | 1.3% | 0.7% | 3.3% |
| Siete | 0.7% | 0.7% | 0.0% | 1.3% |
| Ocho | 0.7% | 0.7% | 0.0% | 1.3% |
| Nueve | 0.7% | 0.0% | 0.0% | 0.7% |
| Diez | 0.7% | 0.0% | 0.0% | 0.7% |
| Treinta | 0.0% | 0.7% | 0.0% | 0.7% |
| No contesto | 13.3% | 18.0% | 6.7% | 38.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Medio de Transporte Utilizado

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| Automóvil | 26.0% | 35.3% | 12.7% | 74.0% |
| Autobús de línea | 8.7% | 6.7% | 2.7% | 18.0% |
| Autobús rentado | 0.0% | 0.0% | 0.7% | 0.7% |
| Avión | 0.7% | 1.3% | 0.0% | 2.0% |
| No contestó | 2.0% | 2.7% | 0.7% | 5.3% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Resumen Resultados

Gasto Promedio en Hospedaje

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| 300 a 400 pesos | 4.7% | 6.0% | 1.3% | 12.0% |
| 401 a 550 pesos | 3.3% | 8.7% | 2.7% | 14.7% |
| 551 a 700 pesos | 2.7% | 4.7% | 1.3% | 8.7% |
| 701 a 850 pesos | 3.3% | 4.0% | 2.7% | 10.0% |
| 851 a 999 pesos | 4.7% | 4.0% | 2.0% | 10.7% |
| Más de 1,000 pesos | 5.3% | 6.7% | 3.3% | 15.3% |
| No contesto | 13.3% | 12.0% | 3.3% | 28.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Gasto Promedio en Compras

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 6.0% | 10.7% | 5.3% | 22.0% |
| De 201 a 250 pesos | 2.7% | 2.0% | 1.3% | 6.0% |
| De 251 a 300 pesos | 4.7% | 2.0% | 1.3% | 8.0% |
| De 301 a 400 pesos | 3.3% | 2.0% | 0.0% | 5.3% |
| De 401 a 500 pesos | 0.0% | 3.3% | 0.0% | 3.3% |
| Más de 500 pesos | 5.3% | 2.7% | 0.7% | 8.7% |
| No contesto | 15.3% | 23.3% | 8.0% | 46.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Gasto Promedio en Alimentos y Bebidas

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 11.3% | 18.0% | 6.7% | 36.0% |
| De 201 a 250 pesos | 5.3% | 8.0% | 1.3% | 14.7% |
| De 251 a 300 pesos | 3.3% | 2.7% | 1.3% | 7.3% |
| De 301 a 400 pesos | 3.3% | 3.3% | 0.7% | 7.3% |
| De 401 a 500 pesos | 2.0% | 2.0% | 0.0% | 4.0% |
| Más de 500 pesos | 4.0% | 3.3% | 0.0% | 7.3% |
| No contesto | 8.0% | 8.7% | 6.7% | 23.3% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Gasto Promedio en Souvenirs

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 5.3% | 8.7% | 2.7% | 16.7% |
| De 201 a 250 pesos | 5.3% | 2.7% | 1.3% | 9.3% |
| De 251 a 300 pesos | 1.3% | 4.7% | 2.0% | 8.0% |
| De 301 a 400 pesos | 1.3% | 0.0% | 0.7% | 2.0% |
| De 401 a 500 pesos | 1.3% | 0.0% | 0.0% | 1.3% |
| Más de 500 pesos | 1.3% | 1.3% | 0.0% | 2.7% |
| No contesto | 21.3% | 28.7% | 10.0% | 60.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Gasto Promedio en Transportación Local

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 5.3% | 5.3% | 2.0% | 12.7% |
| De 201 a 250 pesos | 2.0% | 0.7% | 0.7% | 3.3% |
| De 251 a 300 pesos | 0.7% | 0.0% | 0.0% | 0.7% |
| De 301 a 400 pesos | 0.7% | 0.7% | 1.3% | 2.7% |
| De 401 a 500 pesos | 0.7% | 0.0% | 0.0% | 0.7% |
| Más de 500 pesos | 0.7% | 0.7% | 0.0% | 1.3% |
| No contesto | 27.3% | 38.7% | 12.7% | 78.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Gasto Promedio en Gasolina

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 3.3% | 7.3% | 1.3% | 12.0% |
| De 201 a 250 pesos | 0.7% | 2.7% | 1.3% | 4.7% |
| De 251 a 300 pesos | 1.3% | 4.0% | 0.0% | 5.3% |
| De 301 a 400 pesos | 1.3% | 2.0% | 0.7% | 4.0% |
| De 401 a 500 pesos | 0.7% | 2.7% | 0.0% | 3.3% |
| Más de 500 pesos | 8.0% | 4.7% | 2.0% | 14.7% |
| No contesto | 22.0% | 22.7% | 11.3% | 56.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Resumen Resultados

Razón Principal de Viaje a la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------------|--------------|--------------|--------------|---------------|
| Visita a familiares | 4.4% | 6.0% | 2.9% | 13.3% |
| Descanso / Vacaciones | 4.0% | 4.4% | 0.7% | 9.1% |
| Negocios | 1.8% | 2.7% | 0.7% | 5.1% |
| Turismo de Aventura | 3.1% | 0.9% | 0.4% | 4.4% |
| Religioso | 2.0% | 1.8% | 0.0% | 3.8% |
| Cultural | 1.6% | 1.6% | 0.7% | 3.8% |
| Deportivo | 0.2% | 0.7% | 0.2% | 1.1% |
| Compra de artesanías | 0.4% | 0.7% | 0.0% | 1.1% |
| Salud | 0.2% | 0.0% | 0.2% | 0.4% |
| Otro | 0.0% | 0.9% | 0.2% | 1.1% |
| No Contestó | 19.6% | 26.4% | 10.7% | 56.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Con que sitios compararía la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|-------------------------|--------------|--------------|--------------|---------------|
| Ninguno | 4.3% | 5.0% | 0.7% | 10.0% |
| Zacatecas, Zac. | 1.3% | 2.7% | 0.3% | 4.3% |
| Guanajuato, Gto. | 0.3% | 1.3% | 1.0% | 2.7% |
| Chihuahua, Chih. | 0.0% | 0.7% | 0.3% | 1.0% |
| Tlaxcala, Tlax. | 0.0% | 0.7% | 0.0% | 0.7% |
| Querétaro, Qro. | 0.3% | 0.0% | 0.0% | 0.3% |
| Nuevo León | 0.0% | 0.3% | 0.0% | 0.3% |
| Mineral de Pozos, Gto. | 0.0% | 0.3% | 0.0% | 0.3% |
| San Luis Potosí, S.L.P. | 0.0% | 0.3% | 0.0% | 0.3% |
| No Contesto | 31.0% | 34.7% | 14.3% | 80.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Razones de Comparación con la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------------|--------------|--------------|--------------|---------------|
| Arquitectura Colonial | 0.3% | 1.3% | 0.3% | 2.0% |
| Clima | 0.0% | 1.0% | 0.7% | 1.7% |
| Infraestructura | 0.0% | 1.0% | 0.3% | 1.3% |
| Tamaño de Territorio | 0.7% | 0.3% | 0.0% | 1.0% |
| Hospitalidad de la gente | 0.3% | 0.3% | 0.0% | 0.7% |
| Ciudad tranquila | 0.7% | 0.0% | 0.0% | 0.7% |
| Todos son diferentes | 0.0% | 0.3% | 0.0% | 0.3% |
| No contestó | 35.3% | 41.7% | 15.3% | 92.3% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Resumen Resultados

Medio por el que se enteró o conoce región

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------|--------------|--------------|--------------|---------------|
| Familiares o amigos | 8.3% | 11.7% | 3.7% | 23.7% |
| Internet | 4.3% | 3.3% | 1.3% | 9.0% |
| Redes Sociales | 2.7% | 2.7% | 0.3% | 5.7% |
| Televisión | 1.3% | 2.3% | 1.7% | 5.3% |
| Agencia de Viajes | 1.0% | 2.0% | 0.7% | 3.7% |
| Folletos | 0.7% | 1.7% | 0.7% | 3.0% |
| Revista | 0.7% | 0.0% | 0.3% | 1.0% |
| Radio | 0.3% | 0.3% | 0.3% | 1.0% |
| Periódico | 0.7% | 0.0% | 0.0% | 0.7% |
| Otro | 2.0% | 1.7% | 0.7% | 4.3% |
| No contesto | 15.3% | 20.3% | 7.0% | 42.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Recordación de Publicidad con Imagen

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Si | 18.0% | 28.0% | 8.0% | 54.0% |
| No | 16.7% | 16.7% | 7.3% | 40.7% |
| No contesto | 2.7% | 1.3% | 1.3% | 5.3% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Lugar de Recordación de la Publicidad

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------|--------------|--------------|--------------|---------------|
| Familiares y amigos | 10.7% | 10.0% | 2.7% | 23.3% |
| Internet | 3.3% | 4.0% | 2.7% | 10.0% |
| Espectaculares | 2.0% | 5.3% | 0.0% | 7.3% |
| Televisión | 2.0% | 4.0% | 0.7% | 6.7% |
| Periódico | 2.7% | 2.0% | 0.0% | 4.7% |
| Radio | 0.0% | 2.0% | 0.7% | 2.7% |
| Folletos | 0.0% | 1.3% | 0.7% | 2.0% |
| Revista | 0.0% | 0.7% | 0.0% | 0.7% |
| No contexto | 16.7% | 16.7% | 9.3% | 42.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Resumen Resultados

Evaluación de los sitios y atractivos turísticos

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 10.7% | 11.3% | 2.7% | 24.7% |
| Bueno | 16.7% | 19.3% | 7.3% | 43.3% |
| Regular | 4.7% | 9.3% | 2.0% | 16.0% |
| Malo | 1.3% | 0.0% | 0.0% | 1.3% |
| Pésimo | 0.0% | 0.7% | 0.7% | 1.3% |
| No Contesto | 4.0% | 5.3% | 4.0% | 13.3% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de la Calidad de la Infraestructura Turística

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 8.0% | 8.7% | 2.7% | 19.3% |
| Bueno | 14.7% | 17.3% | 3.3% | 35.3% |
| Regular | 6.7% | 11.3% | 4.0% | 22.0% |
| Malo | 0.7% | 0.7% | 0.7% | 2.0% |
| Pésimo | 0.7% | 0.0% | 1.3% | 2.0% |
| No Contesto | 6.7% | 8.0% | 4.7% | 19.3% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de la Imagen del Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 12.0% | 8.7% | 2.0% | 22.7% |
| Bueno | 12.7% | 16.7% | 4.0% | 33.3% |
| Regular | 5.3% | 10.0% | 4.0% | 19.3% |
| Malo | 0.7% | 0.7% | 0.0% | 1.3% |
| Pésimo | 0.0% | 0.0% | 1.3% | 1.3% |
| No Contesto | 6.7% | 10.0% | 5.3% | 22.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de la Experiencia de viaje en el destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 10.0% | 10.0% | 5.3% | 25.3% |
| Bueno | 15.3% | 22.7% | 5.3% | 43.3% |
| Regular | 4.7% | 2.0% | 0.7% | 7.3% |
| Malo | 0.0% | 1.3% | 0.0% | 1.3% |
| Pésimo | 0.0% | 0.0% | 0.7% | 0.7% |
| No Contesto | 7.3% | 10.0% | 4.7% | 22.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de la hospitalidad de los residentes

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 10.7% | 17.3% | 5.3% | 33.3% |
| Bueno | 18.0% | 12.7% | 3.3% | 34.0% |
| Regular | 2.7% | 3.3% | 2.0% | 8.0% |
| Malo | 0.7% | 0.0% | 0.0% | 0.7% |
| Pésimo | 0.0% | 1.3% | 0.7% | 2.0% |
| No Contesto | 5.3% | 11.3% | 5.3% | 22.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de la limpieza en calles y áreas públicas

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 4.0% | 4.7% | 4.0% | 12.7% |
| Bueno | 10.0% | 12.7% | 2.7% | 25.3% |
| Regular | 12.7% | 8.7% | 0.7% | 22.0% |
| Malo | 1.3% | 4.0% | 0.0% | 5.3% |
| Pésimo | 1.3% | 3.3% | 2.7% | 7.3% |
| No Contesto | 8.0% | 12.7% | 6.7% | 27.3% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Resumen Resultados

Evaluación del transporte público local

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 2.7% | 4.0% | 4.0% | 10.7% |
| Bueno | 14.0% | 16.0% | 2.0% | 32.0% |
| Regular | 8.0% | 8.0% | 2.0% | 18.0% |
| Malo | 0.7% | 2.7% | 0.0% | 3.3% |
| Pésimo | 0.0% | 0.0% | 1.3% | 1.3% |
| No Contesto | 12.0% | 15.3% | 7.3% | 34.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de la percepción de seguridad

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 4.7% | 4.7% | 3.3% | 12.7% |
| Bueno | 12.7% | 16.0% | 2.7% | 31.3% |
| Regular | 7.3% | 6.0% | 3.3% | 16.7% |
| Malo | 2.7% | 3.3% | 0.7% | 6.7% |
| Pésimo | 0.7% | 3.3% | 2.7% | 6.7% |
| No Contesto | 9.3% | 12.7% | 4.0% | 26.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de la señalética para llegar al destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 6.0% | 5.3% | 3.3% | 14.7% |
| Bueno | 16.0% | 19.3% | 2.7% | 38.0% |
| Regular | 5.3% | 5.3% | 1.3% | 12.0% |
| Malo | 0.7% | 2.7% | 0.0% | 3.3% |
| Pésimo | 0.7% | 2.0% | 2.7% | 5.3% |
| No Contesto | 8.7% | 11.3% | 6.7% | 26.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de la señalética en el destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 6.0% | 5.3% | 3.3% | 14.7% |
| Bueno | 14.0% | 18.0% | 2.0% | 34.0% |
| Regular | 4.7% | 6.7% | 1.3% | 12.7% |
| Malo | 1.3% | 2.0% | 0.0% | 3.3% |
| Pésimo | 0.7% | 1.3% | 3.3% | 5.3% |
| No Contesto | 10.7% | 12.7% | 6.7% | 30.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de la disponibilidad de información turística

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 10.7% | 11.3% | 3.3% | 25.3% |
| Bueno | 11.3% | 16.0% | 2.0% | 29.3% |
| Regular | 2.7% | 6.7% | 0.0% | 9.3% |
| Malo | 0.7% | 0.0% | 0.0% | 0.7% |
| Pésimo | 0.7% | 0.7% | 3.3% | 4.7% |
| No Contesto | 11.3% | 11.3% | 8.0% | 30.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de la calidad / precio del destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 8.0% | 6.0% | 2.7% | 16.7% |
| Bueno | 16.0% | 19.3% | 4.0% | 39.3% |
| Regular | 2.7% | 5.3% | 0.0% | 8.0% |
| Malo | 0.7% | 0.0% | 0.0% | 0.7% |
| Pésimo | 0.0% | 0.7% | 2.7% | 3.3% |
| No Contesto | 10.0% | 14.7% | 7.3% | 32.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Resumen Resultados

Evaluación de los estacionamientos

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 6.0% | 4.7% | 2.0% | 12.7% |
| Bueno | 11.3% | 10.7% | 4.0% | 26.0% |
| Regular | 10.0% | 15.3% | 2.0% | 27.3% |
| Malo | 2.7% | 4.7% | 0.7% | 8.0% |
| Pésimo | 0.7% | 1.3% | 2.0% | 4.0% |
| No Contesto | 6.7% | 9.3% | 6.0% | 22.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de las artesanías

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 10.7% | 12.7% | 4.0% | 27.3% |
| Bueno | 18.0% | 16.7% | 4.0% | 38.7% |
| Regular | 4.0% | 7.3% | 1.3% | 12.7% |
| Malo | 0.0% | 0.7% | 0.7% | 1.3% |
| Pésimo | 0.7% | 1.3% | 1.3% | 3.3% |
| No Contesto | 4.0% | 7.3% | 5.3% | 16.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de la gastronomía

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 10.0% | 14.7% | 4.7% | 29.3% |
| Bueno | 18.0% | 20.7% | 4.7% | 43.3% |
| Regular | 4.7% | 4.0% | 0.0% | 8.7% |
| Malo | 0.7% | 0.0% | 0.7% | 1.3% |
| Pésimo | 0.0% | 0.0% | 0.7% | 0.7% |
| No Contesto | 4.0% | 6.7% | 6.0% | 16.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de vendedores

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 6.7% | 7.3% | 4.0% | 18.0% |
| Bueno | 11.3% | 9.3% | 1.3% | 22.0% |
| Regular | 8.0% | 10.7% | 2.0% | 20.7% |
| Malo | 1.3% | 3.3% | 0.0% | 4.7% |
| Pésimo | 0.7% | 2.7% | 2.0% | 5.3% |
| No Contesto | 9.3% | 12.7% | 7.3% | 29.3% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de la contaminación

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 5.3% | 8.0% | 4.0% | 17.3% |
| Bueno | 7.3% | 10.7% | 1.3% | 19.3% |
| Regular | 8.0% | 6.7% | 0.0% | 14.7% |
| Malo | 2.7% | 1.3% | 0.7% | 4.7% |
| Pésimo | 2.7% | 4.0% | 2.0% | 8.7% |
| No Contesto | 11.3% | 15.3% | 8.7% | 35.3% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Evaluación de sanitarios

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Excelente | 3.3% | 5.3% | 4.0% | 12.7% |
| Bueno | 9.3% | 12.0% | 2.0% | 23.3% |
| Regular | 13.3% | 10.0% | 0.7% | 24.0% |
| Malo | 2.0% | 5.3% | 1.3% | 8.7% |
| Pésimo | 2.7% | 4.0% | 2.0% | 8.7% |
| No Contesto | 6.7% | 9.3% | 6.7% | 22.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Resumen Resultados

Regresaría al Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| Definitivamente sí | 23.3% | 27.3% | 8.7% | 59.3% |
| Probablemente sí | 12.0% | 16.7% | 4.7% | 33.3% |
| Probablemente no | 1.3% | 0.7% | 0.7% | 2.7% |
| Definitivamente no | 0.7% | 0.7% | 0.7% | 2.0% |
| No Contesto | 0.0% | 0.7% | 2.0% | 2.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Recomendaría el Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| Definitivamente sí | 24.0% | 28.7% | 8.7% | 61.3% |
| Probablemente sí | 12.7% | 12.7% | 4.7% | 30.0% |
| Probablemente no | 0.7% | 3.3% | 0.0% | 4.0% |
| Definitivamente no | 0.0% | 0.7% | 1.3% | 2.0% |
| No Contesto | 0.0% | 0.7% | 2.0% | 2.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Resumen Resultados

| Ciudad de Origen | | | | |
|--------------------------------|-------|--------|-------------|--------------|
| Concepto | Mujer | Hombre | No Contesto | Total |
| Monterrey, N.L. | 5.3% | 6.7% | 2.0% | 14.0% |
| San Luis Potosí, S.L.P. | 0.7% | 4.7% | 1.3% | 6.7% |
| Ciudad de México | 0.7% | 3.3% | 1.3% | 5.3% |
| Texas, E.U. | 1.3% | 2.0% | 2.0% | 5.3% |
| Saltillo, Coah. | 1.3% | 2.7% | 0.7% | 4.7% |
| Tampico, Tams. | 1.3% | 0.7% | 0.7% | 2.7% |
| Querétaro, Qro. | 0.7% | 0.7% | 1.3% | 2.7% |
| Zacatecas, Zac. | 0.7% | 0.7% | 0.7% | 2.0% |
| Monclova, Coah. | 0.7% | 0.7% | 0.7% | 2.0% |
| Guadalajara, Jal. | 0.7% | 1.3% | 0.0% | 2.0% |
| Reynosa, Tams. | 1.3% | 0.7% | 0.0% | 2.0% |
| San Nicolás de los Garza, N.L. | 1.3% | 0.0% | 0.0% | 1.3% |
| Guadalupe, Zac. | 0.7% | 0.7% | 0.0% | 1.3% |
| Guanajuato, Gto. | 1.3% | 0.0% | 0.0% | 1.3% |
| Puebla, Pue. | 0.7% | 0.7% | 0.0% | 1.3% |
| Matamoros, Tams. | 0.7% | 0.7% | 0.0% | 1.3% |
| Aguascalientes, Ags. | 0.0% | 1.3% | 0.0% | 1.3% |
| Galeana, N.L. | 0.7% | 0.7% | 0.0% | 1.3% |
| Irapuato, Gto. | 0.0% | 1.3% | 0.0% | 1.3% |
| Parras, Coah. | 0.7% | 0.0% | 0.0% | 0.7% |
| Cadereyta, N.L. | 0.0% | 0.7% | 0.0% | 0.7% |
| Apodaca, N.L. | 0.0% | 0.7% | 0.0% | 0.7% |
| Laredo, Tams. | 0.0% | 0.7% | 0.0% | 0.7% |
| Rioverde, S.L.P. | 0.7% | 0.0% | 0.0% | 0.7% |
| Durango, Dgo. | 0.0% | 0.0% | 0.7% | 0.7% |
| Mexicali, B.C. | 0.0% | 0.0% | 0.7% | 0.7% |
| Torreón, Coah. | 0.0% | 0.7% | 0.0% | 0.7% |
| Hermosillo, Son. | 0.7% | 0.0% | 0.0% | 0.7% |

| Ciudad de Origen | | | | |
|--|--------------|--------------|--------------|---------------|
| Concepto | Mujer | Hombre | No Contesto | Total |
| Ciudad Valles, S.L.P. | 0.0% | 0.7% | 0.0% | 0.7% |
| Tantoyuca, Ver. | 0.0% | 0.7% | 0.0% | 0.7% |
| Estado de México | 0.0% | 0.0% | 0.7% | 0.7% |
| Tepic, Nay. | 0.0% | 0.7% | 0.0% | 0.7% |
| Cuernavaca, Mor. | 0.0% | 0.7% | 0.0% | 0.7% |
| Álvaro Obregón, CDMX | 0.7% | 0.0% | 0.0% | 0.7% |
| Tuxpan, Ver. | 0.7% | 0.0% | 0.0% | 0.7% |
| San Pedro Garza García, N.L. | 0.7% | 0.0% | 0.0% | 0.7% |
| Ciudad Fernández, S.L.P. | 0.7% | 0.0% | 0.0% | 0.7% |
| Valle Hermoso, Tams. | 0.7% | 0.0% | 0.0% | 0.7% |
| Xalapa, Ver. | 0.7% | 0.0% | 0.0% | 0.7% |
| Pueblo Viejo, Ver. | 0.7% | 0.0% | 0.0% | 0.7% |
| Miami, Fl. E.U. | 0.0% | 0.7% | 0.0% | 0.7% |
| Gustavo A. Madero, CDMX | 0.7% | 0.0% | 0.0% | 0.7% |
| Soledad de Graciano Sánchez, S.L.P. | 0.7% | 0.0% | 0.0% | 0.7% |
| Zapopan, Jal. | 0.0% | 0.0% | 0.7% | 0.7% |
| San Cristóbal de las Casas, Chis. | 0.0% | 0.7% | 0.0% | 0.7% |
| Lagos de Moreno, Jal. | 0.7% | 0.0% | 0.0% | 0.7% |
| Nueva Rosita, San Juan de Sabinas, Coah. | 0.0% | 0.7% | 0.0% | 0.7% |
| Santiago, San Pedro, Coah. | 0.0% | 0.7% | 0.0% | 0.7% |
| Salamanca, Gto. | 0.0% | 0.7% | 0.0% | 0.7% |
| Orizaba, Ver. | 0.0% | 0.7% | 0.0% | 0.7% |
| Oaxaca, Oax. | 0.0% | 0.7% | 0.0% | 0.7% |
| Cuatro Ciénegas, Coah. | 0.7% | 0.0% | 0.0% | 0.7% |
| Ciudad Mante, Tams. | 0.7% | 0.0% | 0.0% | 0.7% |
| Illinois, Chic. E.U. | 0.7% | 0.0% | 0.0% | 0.7% |
| No Contesto | 6.7% | 6.7% | 3.3% | 16.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Resumen Resultados

Estado de Origen del Entrevistado

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| Nuevo León | 6.0% | 9.3% | 2.0% | 17.3% |
| Coahuila | 3.3% | 4.7% | 1.3% | 9.3% |
| Tamaulipas | 6.0% | 2.7% | 0.7% | 9.3% |
| Estados Unidos | 2.0% | 2.7% | 2.0% | 6.7% |
| Veracruz | 2.0% | 2.0% | 0.0% | 4.0% |
| Querétaro | 0.7% | 0.7% | 2.0% | 3.3% |
| Ciudad de México | 0.7% | 0.7% | 1.3% | 2.7% |
| Guanajuato | 0.7% | 2.0% | 0.0% | 2.7% |
| San Luis Potosí | 0.7% | 1.3% | 0.0% | 2.0% |
| Jalisco | 0.7% | 1.3% | 0.0% | 2.0% |
| Zacatecas | 0.7% | 0.7% | 0.0% | 1.3% |
| Estado de México | 0.0% | 0.7% | 0.0% | 0.7% |
| Durango | 0.0% | 0.0% | 0.7% | 0.7% |
| Puebla | 0.0% | 0.7% | 0.0% | 0.7% |
| Sonora | 0.7% | 0.0% | 0.0% | 0.7% |
| Baja California | 0.0% | 0.0% | 0.7% | 0.7% |
| Chiapas | 0.0% | 0.7% | 0.0% | 0.7% |
| Morelos | 0.0% | 0.7% | 0.0% | 0.7% |
| Nayarit | 0.0% | 0.7% | 0.0% | 0.7% |
| No contesto | 13.3% | 14.7% | 6.0% | 34.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Resumen Resultados

Edad Promedio de los Entrevistados

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------|--------------|--------------|--------------|---------------|
| De 18 a 24 años | 7.3% | 6.0% | 1.3% | 14.7% |
| De 25 a 31 años | 8.7% | 10.0% | 3.3% | 22.0% |
| De 32 a 38 años | 4.7% | 8.0% | 3.3% | 16.0% |
| De 39 a 45 años | 2.7% | 7.3% | 0.7% | 10.7% |
| De 46 a 51 años | 6.7% | 7.3% | 2.0% | 16.0% |
| De 52 a 59 años | 2.7% | 4.7% | 0.7% | 8.0% |
| Más de 60 años | 0.7% | 1.3% | 0.0% | 2.0% |
| No Contesto | 4.0% | 1.3% | 5.3% | 10.7% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |

Ocupación de los Entrevistados

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------------------------|--------------|--------------|--------------|---------------|
| Labores del Hogar | 9.3% | 15.3% | 2.0% | 26.7% |
| Estudiante | 5.3% | 6.0% | 2.7% | 14.0% |
| Empleado Privado | 3.3% | 6.0% | 3.3% | 12.7% |
| Empresario | 0.0% | 9.3% | 0.7% | 10.0% |
| Retirado / Jubilado | 7.3% | 0.7% | 1.3% | 9.3% |
| Empleado de Gobierno | 4.7% | 2.7% | 0.0% | 7.3% |
| Comerciante | 1.3% | 2.7% | 0.0% | 4.0% |
| Desempleado | 2.7% | 0.0% | 0.0% | 2.7% |
| Un oficio (plomero, carpintero, etc.) | 0.7% | 1.3% | 0.0% | 2.0% |
| Por cuenta propia | 0.0% | 0.7% | 0.0% | 0.7% |
| Otro | 0.0% | 0.7% | 0.0% | 0.7% |
| No Contesto | 2.7% | 0.7% | 6.7% | 10.0% |
| Total | 37.3% | 46.0% | 16.7% | 100.0% |



Perfil del Visitante

Matehuala, S.L.P.

Semana Santa 2018

Resumen por Segmento de Población

Resumen Resultados

Frecuencia con que visita el Destino

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|-------------------------|--------------|-----------------|-----------------|--------------|---------------|
| Primera vez | 12.7% | 18.7% | 0.0% | 3.3% | 34.7% |
| Una vez al año | 5.3% | 16.0% | 0.7% | 2.7% | 24.7% |
| Dos veces al año | 6.7% | 6.7% | 0.0% | 2.7% | 16.0% |
| Tres o más veces al año | 11.3% | 8.7% | 1.3% | 2.0% | 23.3% |
| No contesto | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Noches que permanecerá en la Región

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|---------------|--------------|-----------------|-----------------|--------------|---------------|
| Ninguna | 5.3% | 4.7% | 0.7% | 0.0% | 10.7% |
| Una noche | 4.0% | 16.0% | 0.0% | 2.0% | 22.0% |
| Dos noches | 10.7% | 14.7% | 0.0% | 1.3% | 26.7% |
| Tres noches | 4.0% | 4.7% | 0.0% | 1.3% | 10.0% |
| Cuatro noches | 4.7% | 1.3% | 0.7% | 1.3% | 8.0% |
| Cinco noches | 2.0% | 0.7% | 0.0% | 0.0% | 2.7% |
| Seis noches | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| Siete noches | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| Ocho noches | 0.0% | 1.3% | 0.0% | 0.0% | 1.3% |
| Diez noches | 0.0% | 0.0% | 0.0% | 0.7% | 0.7% |
| Once noches | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| No contesto | 4.0% | 5.3% | 0.7% | 4.0% | 14.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Resumen Resultados

Lugar donde se esta hospedando

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|------------------|--------------|-----------------|-----------------|--------------|---------------|
| Hotel | 24.0% | 37.3% | 1.3% | 10.0% | 72.7% |
| Familia / Amigos | 9.3% | 10.0% | 0.0% | 0.7% | 20.0% |
| Acampará | 0.0% | 0.7% | 0.7% | 0.0% | 1.3% |
| No contesto | 3.3% | 2.7% | 0.0% | 0.0% | 6.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Nombre Hotel donde Hospeda

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|---------------------------------------|--------------|-----------------|-----------------|--------------|---------------|
| Hotel Posada Real, Matehuala | 6.0% | 8.0% | 0.7% | 2.0% | 16.7% |
| Hotel Casa Real, Matehuala | 4.0% | 10.0% | 0.0% | 1.3% | 15.3% |
| Las Palmas Midway Inn, Matehuala | 5.3% | 4.7% | 0.0% | 3.3% | 13.3% |
| Hotel Casino del Valle, Matehuala | 5.3% | 6.0% | 0.0% | 0.0% | 11.3% |
| Hotel María Bonita, Matehuala | 1.3% | 3.3% | 0.0% | 0.7% | 5.3% |
| Hotel Del Parque, Matehuala | 2.0% | 1.3% | 0.0% | 1.3% | 4.7% |
| Hotel María Esther, Matehuala | 0.0% | 3.3% | 0.0% | 0.0% | 3.3% |
| Hotel Mesón de la Abundancia, Catorce | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Hotel Quinta Puesta del Sol, Catorce | 0.0% | 0.0% | 0.0% | 0.7% | 0.7% |
| Hotel Casa Blanca, Matehuala | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Hotel La Carreta, Matehuala | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| No contesto | 12.0% | 12.7% | 1.3% | 1.3% | 27.3% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Resumen Resultados

Forma de Viaje

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Solo | 5.3% | 13.3% | 0.0% | 2.7% | 21.3% |
| Pareja | 12.0% | 12.7% | 1.3% | 3.3% | 29.3% |
| Familia | 14.0% | 21.3% | 0.7% | 4.7% | 40.7% |
| Amistades | 3.3% | 1.3% | 0.0% | 0.0% | 4.7% |
| Agrupación | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| No contesto | 2.0% | 1.3% | 0.0% | 0.0% | 3.3% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Número de Acompañantes

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Uno | 10.7% | 11.3% | 0.7% | 3.3% | 26.0% |
| Dos | 1.3% | 0.7% | 0.0% | 0.0% | 2.0% |
| Tres | 4.7% | 5.3% | 0.0% | 0.0% | 10.0% |
| Cuatro | 4.0% | 4.7% | 0.7% | 1.3% | 10.7% |
| Cinco | 1.3% | 4.0% | 0.0% | 0.0% | 5.3% |
| Seis | 0.7% | 2.0% | 0.0% | 0.7% | 3.3% |
| Siete | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| Ocho | 0.0% | 1.3% | 0.0% | 0.0% | 1.3% |
| Nueve | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Diez | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Treinta | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| No contesto | 11.3% | 20.7% | 0.7% | 5.3% | 38.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Medio de Transporte Utilizado

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|------------------|--------------|-----------------|-----------------|--------------|---------------|
| Automóvil | 25.3% | 38.7% | 0.7% | 9.3% | 74.0% |
| Autobús de línea | 9.3% | 6.7% | 0.7% | 1.3% | 18.0% |
| Autobús rentado | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Avión | 1.3% | 0.7% | 0.0% | 0.0% | 2.0% |
| No contestó | 0.7% | 4.0% | 0.7% | 0.0% | 5.3% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Resumen Resultados

Gasto Promedio en Hospedaje

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------------|--------------|-----------------|-----------------|--------------|---------------|
| 300 a 400 pesos | 6.0% | 4.7% | 0.0% | 1.3% | 12.0% |
| 401 a 550 pesos | 5.3% | 9.3% | 0.0% | 0.0% | 14.7% |
| 551 a 700 pesos | 2.7% | 4.0% | 0.7% | 1.3% | 8.7% |
| 701 a 850 pesos | 2.0% | 7.3% | 0.0% | 0.7% | 10.0% |
| 851 a 999 pesos | 4.7% | 4.7% | 0.0% | 1.3% | 10.7% |
| Más de 1,000 pesos | 3.3% | 6.7% | 0.0% | 5.3% | 15.3% |
| No contesto | 12.7% | 14.0% | 1.3% | 0.7% | 28.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Gasto Promedio en Compras

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------------|--------------|-----------------|-----------------|--------------|---------------|
| De 100 a 200 pesos | 10.0% | 9.3% | 0.7% | 2.0% | 22.0% |
| De 201 a 250 pesos | 2.7% | 2.7% | 0.0% | 0.7% | 6.0% |
| De 251 a 300 pesos | 3.3% | 3.3% | 0.7% | 0.7% | 8.0% |
| De 301 a 400 pesos | 3.3% | 2.0% | 0.0% | 0.0% | 5.3% |
| De 401 a 500 pesos | 1.3% | 2.0% | 0.0% | 0.0% | 3.3% |
| Más de 500 pesos | 5.3% | 2.7% | 0.0% | 0.7% | 8.7% |
| No contesto | 10.7% | 28.7% | 0.7% | 6.7% | 46.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Gasto Promedio en Alimentos y Bebidas

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------------|--------------|-----------------|-----------------|--------------|---------------|
| De 100 a 200 pesos | 9.3% | 18.7% | 1.3% | 6.7% | 36.0% |
| De 201 a 250 pesos | 6.7% | 8.0% | 0.0% | 0.0% | 14.7% |
| De 251 a 300 pesos | 4.7% | 2.7% | 0.0% | 0.0% | 7.3% |
| De 301 a 400 pesos | 4.0% | 2.0% | 0.7% | 0.7% | 7.3% |
| De 401 a 500 pesos | 2.7% | 1.3% | 0.0% | 0.0% | 4.0% |
| Más de 500 pesos | 3.3% | 4.0% | 0.0% | 0.0% | 7.3% |
| No contesto | 6.0% | 14.0% | 0.0% | 3.3% | 23.3% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Gasto Promedio en Souvenirs

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------------|--------------|-----------------|-----------------|--------------|---------------|
| De 100 a 200 pesos | 8.0% | 6.0% | 0.7% | 2.0% | 16.7% |
| De 201 a 250 pesos | 4.0% | 5.3% | 0.0% | 0.0% | 9.3% |
| De 251 a 300 pesos | 2.7% | 5.3% | 0.0% | 0.0% | 8.0% |
| De 301 a 400 pesos | 1.3% | 0.0% | 0.0% | 0.7% | 2.0% |
| De 401 a 500 pesos | 1.3% | 0.0% | 0.0% | 0.0% | 1.3% |
| Más de 500 pesos | 0.7% | 2.0% | 0.0% | 0.0% | 2.7% |
| No contesto | 18.7% | 32.0% | 1.3% | 8.0% | 60.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Gasto Promedio en Transportación Local

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------------|--------------|-----------------|-----------------|--------------|---------------|
| De 100 a 200 pesos | 6.7% | 6.0% | 0.0% | 0.0% | 12.7% |
| De 201 a 250 pesos | 1.3% | 2.0% | 0.0% | 0.0% | 3.3% |
| De 251 a 300 pesos | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| De 301 a 400 pesos | 0.7% | 1.3% | 0.0% | 0.7% | 2.7% |
| De 401 a 500 pesos | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Más de 500 pesos | 0.7% | 0.0% | 0.7% | 0.0% | 1.3% |
| No contesto | 26.7% | 40.7% | 1.3% | 10.0% | 78.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Gasto Promedio en Gasolina

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------------|--------------|-----------------|-----------------|--------------|---------------|
| De 100 a 200 pesos | 6.0% | 5.3% | 0.0% | 0.7% | 12.0% |
| De 201 a 250 pesos | 2.7% | 2.0% | 0.0% | 0.0% | 4.7% |
| De 251 a 300 pesos | 2.7% | 2.7% | 0.0% | 0.0% | 5.3% |
| De 301 a 400 pesos | 0.7% | 2.7% | 0.0% | 0.7% | 4.0% |
| De 401 a 500 pesos | 1.3% | 2.0% | 0.0% | 0.0% | 3.3% |
| Más de 500 pesos | 8.7% | 4.7% | 0.0% | 1.3% | 14.7% |
| No contesto | 14.7% | 31.3% | 2.0% | 8.0% | 56.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Resumen Resultados

Razón Principal de Viaje a la Región

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|-----------------------|--------------|-----------------|-----------------|--------------|---------------|
| Visita a familiares | 5.1% | 6.7% | 0.2% | 1.3% | 13.3% |
| Descanso / Vacaciones | 2.7% | 5.8% | 0.0% | 0.7% | 9.1% |
| Negocios | 1.3% | 3.1% | 0.2% | 0.4% | 5.1% |
| Turismo de Aventura | 3.6% | 0.4% | 0.0% | 0.4% | 4.4% |
| Religioso | 0.9% | 2.4% | 0.2% | 0.2% | 3.8% |
| Cultural | 0.7% | 2.7% | 0.0% | 0.4% | 3.8% |
| Deportivo | 0.7% | 0.4% | 0.0% | 0.0% | 1.1% |
| Compra de artesanías | 1.1% | 0.0% | 0.0% | 0.0% | 1.1% |
| Salud | 0.2% | 0.0% | 0.0% | 0.2% | 0.4% |
| Otro | 0.2% | 0.4% | 0.0% | 0.4% | 1.1% |
| No Contestó | 20.2% | 28.7% | 1.3% | 6.4% | 56.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Con que sitios compararía la Región

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|-------------------------|--------------|-----------------|-----------------|--------------|---------------|
| Ninguno | 5.0% | 4.0% | 0.0% | 1.0% | 10.0% |
| Zacatecas, Zac. | 1.0% | 2.7% | 0.3% | 0.3% | 4.3% |
| Guanajuato, Gto. | 0.0% | 2.3% | 0.0% | 0.3% | 2.7% |
| Chihuahua, Chih. | 0.0% | 0.7% | 0.0% | 0.3% | 1.0% |
| Tlaxcala, Tlax. | 0.3% | 0.3% | 0.0% | 0.0% | 0.7% |
| Querétaro, Qro. | 0.3% | 0.0% | 0.0% | 0.0% | 0.3% |
| Nuevo León | 0.0% | 0.3% | 0.0% | 0.0% | 0.3% |
| Mineral de Pozos, Gto. | 0.0% | 0.3% | 0.0% | 0.0% | 0.3% |
| San Luis Potosí, S.L.P. | 0.3% | 0.0% | 0.0% | 0.0% | 0.3% |
| No Contesto | 29.7% | 40.0% | 1.7% | 8.7% | 80.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Razones de Comparación con la Región

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------------------|--------------|-----------------|-----------------|--------------|---------------|
| Arquitectura Colonial | 0.3% | 1.7% | 0.0% | 0.0% | 2.0% |
| Clima | 0.7% | 1.0% | 0.0% | 0.0% | 1.7% |
| Infraestructura | 0.3% | 0.3% | 0.3% | 0.3% | 1.3% |
| Tamaño de Territorio | 0.7% | 0.3% | 0.0% | 0.0% | 1.0% |
| Hospitalidad de la gente | 0.3% | 0.0% | 0.0% | 0.3% | 0.7% |
| Ciudad tranquila | 0.3% | 0.3% | 0.0% | 0.0% | 0.7% |
| Todos son diferentes | 0.3% | 0.0% | 0.0% | 0.0% | 0.3% |
| No contestó | 33.7% | 47.0% | 1.7% | 10.0% | 92.3% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Resumen Resultados

Medio por el que se enteró o conoce región

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|---------------------|--------------|-----------------|-----------------|--------------|---------------|
| Familiares o amigos | 11.0% | 10.0% | 0.3% | 2.3% | 23.7% |
| Internet | 2.7% | 5.3% | 0.0% | 1.0% | 9.0% |
| Redes Sociales | 2.3% | 3.3% | 0.0% | 0.0% | 5.7% |
| Televisión | 1.3% | 3.7% | 0.0% | 0.3% | 5.3% |
| Agencia de Viajes | 1.0% | 2.0% | 0.0% | 0.7% | 3.7% |
| Folletos | 0.7% | 2.0% | 0.0% | 0.3% | 3.0% |
| Revista | 0.3% | 0.7% | 0.0% | 0.0% | 1.0% |
| Radio | 0.0% | 0.3% | 0.3% | 0.3% | 1.0% |
| Periódico | 0.3% | 0.3% | 0.0% | 0.0% | 0.7% |
| Otro | 0.3% | 3.0% | 0.0% | 1.0% | 4.3% |
| No contesto | 16.7% | 20.0% | 1.3% | 4.7% | 42.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Recordación de Publicidad con Imagen

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Si | 22.7% | 27.3% | 1.3% | 2.7% | 54.0% |
| No | 12.0% | 22.0% | 0.0% | 6.7% | 40.7% |
| No contesto | 2.0% | 1.3% | 0.7% | 1.3% | 5.3% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Lugar de Recordación de la Publicidad

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|---------------------|--------------|-----------------|-----------------|--------------|---------------|
| Familiares y amigos | 9.3% | 14.0% | 0.0% | 0.0% | 23.3% |
| Internet | 5.3% | 3.3% | 0.0% | 1.3% | 10.0% |
| Espectaculares | 3.3% | 4.0% | 0.0% | 0.0% | 7.3% |
| Televisión | 2.0% | 4.7% | 0.0% | 0.0% | 6.7% |
| Periódico | 2.0% | 2.0% | 0.7% | 0.0% | 4.7% |
| Radio | 0.0% | 1.3% | 0.7% | 0.7% | 2.7% |
| Folletos | 0.7% | 0.7% | 0.0% | 0.7% | 2.0% |
| Revista | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| No contesto | 13.3% | 20.7% | 0.7% | 8.0% | 42.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Resumen Resultados

Evaluación de los sitios y atractivos turísticos

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 10.7% | 12.7% | 0.7% | 0.7% | 24.7% |
| Bueno | 18.0% | 19.3% | 1.3% | 4.7% | 43.3% |
| Regular | 5.3% | 10.0% | 0.0% | 0.7% | 16.0% |
| Malo | 0.7% | 0.0% | 0.0% | 0.7% | 1.3% |
| Pésimo | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| No Contesto | 1.3% | 8.0% | 0.0% | 4.0% | 13.3% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de la Calidad de la Infraestructura Turística

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 10.0% | 8.7% | 0.7% | 0.0% | 19.3% |
| Bueno | 12.0% | 18.7% | 1.3% | 3.3% | 35.3% |
| Regular | 10.0% | 8.7% | 0.0% | 3.3% | 22.0% |
| Malo | 0.7% | 1.3% | 0.0% | 0.0% | 2.0% |
| Pésimo | 1.3% | 0.7% | 0.0% | 0.0% | 2.0% |
| No Contesto | 2.7% | 12.7% | 0.0% | 4.0% | 19.3% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de la Imagen del Destino

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 10.7% | 10.7% | 1.3% | 0.0% | 22.7% |
| Bueno | 12.7% | 18.0% | 0.7% | 2.0% | 33.3% |
| Regular | 8.7% | 8.0% | 0.0% | 2.7% | 19.3% |
| Malo | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| Pésimo | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| No Contesto | 3.3% | 12.7% | 0.0% | 6.0% | 22.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de la Experiencia de viaje en el destino

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 10.0% | 14.0% | 0.0% | 1.3% | 25.3% |
| Bueno | 15.3% | 22.0% | 2.0% | 4.0% | 43.3% |
| Regular | 6.0% | 0.0% | 0.0% | 1.3% | 7.3% |
| Malo | 1.3% | 0.0% | 0.0% | 0.0% | 1.3% |
| Pésimo | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| No Contesto | 3.3% | 14.7% | 0.0% | 4.0% | 22.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de la hospitalidad de los residentes

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 13.3% | 18.0% | 0.0% | 2.0% | 33.3% |
| Bueno | 12.7% | 16.7% | 2.0% | 2.7% | 34.0% |
| Regular | 5.3% | 2.0% | 0.0% | 0.7% | 8.0% |
| Malo | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Pésimo | 0.7% | 1.3% | 0.0% | 0.0% | 2.0% |
| No Contesto | 4.0% | 12.7% | 0.0% | 5.3% | 22.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de la limpieza en calles y áreas públicas

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 4.7% | 6.0% | 0.0% | 2.0% | 12.7% |
| Bueno | 10.0% | 12.7% | 2.0% | 0.7% | 25.3% |
| Regular | 12.0% | 8.7% | 0.0% | 1.3% | 22.0% |
| Malo | 3.3% | 2.0% | 0.0% | 0.0% | 5.3% |
| Pésimo | 4.0% | 3.3% | 0.0% | 0.0% | 7.3% |
| No Contesto | 2.7% | 18.0% | 0.0% | 6.7% | 27.3% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Resumen Resultados

Evaluación del transporte público local

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 4.7% | 4.0% | 0.0% | 2.0% | 10.7% |
| Bueno | 11.3% | 17.3% | 2.0% | 1.3% | 32.0% |
| Regular | 10.0% | 6.7% | 0.0% | 1.3% | 18.0% |
| Malo | 2.7% | 0.7% | 0.0% | 0.0% | 3.3% |
| Pésimo | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| No Contesto | 7.3% | 21.3% | 0.0% | 6.0% | 34.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de la percepción de seguridad

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 6.7% | 4.7% | 0.0% | 1.3% | 12.7% |
| Bueno | 10.7% | 17.3% | 1.3% | 2.0% | 31.3% |
| Regular | 6.0% | 7.3% | 0.7% | 2.7% | 16.7% |
| Malo | 5.3% | 1.3% | 0.0% | 0.0% | 6.7% |
| Pésimo | 3.3% | 2.7% | 0.0% | 0.7% | 6.7% |
| No Contesto | 4.7% | 17.3% | 0.0% | 4.0% | 26.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de la señalética para llegar al destino

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 6.0% | 6.7% | 0.7% | 1.3% | 14.7% |
| Bueno | 17.3% | 18.0% | 1.3% | 1.3% | 38.0% |
| Regular | 5.3% | 5.3% | 0.0% | 1.3% | 12.0% |
| Malo | 2.0% | 1.3% | 0.0% | 0.0% | 3.3% |
| Pésimo | 2.0% | 2.7% | 0.0% | 0.7% | 5.3% |
| No Contesto | 4.0% | 16.7% | 0.0% | 6.0% | 26.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de la señalética en el destino

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 6.7% | 6.0% | 0.7% | 1.3% | 14.7% |
| Bueno | 12.7% | 18.0% | 1.3% | 2.0% | 34.0% |
| Regular | 9.3% | 2.7% | 0.0% | 0.7% | 12.7% |
| Malo | 1.3% | 2.0% | 0.0% | 0.0% | 3.3% |
| Pésimo | 2.7% | 2.0% | 0.0% | 0.7% | 5.3% |
| No Contesto | 4.0% | 20.0% | 0.0% | 6.0% | 30.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de la disponibilidad de información turística

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 12.7% | 10.0% | 0.7% | 2.0% | 25.3% |
| Bueno | 12.7% | 14.7% | 0.7% | 1.3% | 29.3% |
| Regular | 4.0% | 4.0% | 0.7% | 0.7% | 9.3% |
| Malo | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Pésimo | 2.7% | 1.3% | 0.0% | 0.7% | 4.7% |
| No Contesto | 4.0% | 20.7% | 0.0% | 6.0% | 30.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de la calidad / precio del destino

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 9.3% | 5.3% | 0.7% | 1.3% | 16.7% |
| Bueno | 14.0% | 21.3% | 1.3% | 2.7% | 39.3% |
| Regular | 5.3% | 2.7% | 0.0% | 0.0% | 8.0% |
| Malo | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Pésimo | 2.0% | 1.3% | 0.0% | 0.0% | 3.3% |
| No Contesto | 5.3% | 20.0% | 0.0% | 6.7% | 32.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Resumen Resultados

Evaluación de los estacionamientos

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 6.7% | 4.7% | 0.0% | 1.3% | 12.7% |
| Bueno | 7.3% | 16.0% | 0.7% | 2.0% | 26.0% |
| Regular | 10.0% | 14.0% | 1.3% | 2.0% | 27.3% |
| Malo | 6.0% | 2.0% | 0.0% | 0.0% | 8.0% |
| Pésimo | 2.7% | 1.3% | 0.0% | 0.0% | 4.0% |
| No Contesto | 4.0% | 12.7% | 0.0% | 5.3% | 22.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de las artesanías

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 11.3% | 13.3% | 0.7% | 2.0% | 27.3% |
| Bueno | 14.7% | 20.0% | 0.7% | 3.3% | 38.7% |
| Regular | 4.0% | 6.7% | 0.7% | 1.3% | 12.7% |
| Malo | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| Pésimo | 2.0% | 1.3% | 0.0% | 0.0% | 3.3% |
| No Contesto | 4.0% | 8.7% | 0.0% | 4.0% | 16.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de la gastronomía

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 12.7% | 13.3% | 0.7% | 2.7% | 29.3% |
| Bueno | 15.3% | 24.0% | 0.0% | 4.0% | 43.3% |
| Regular | 3.3% | 3.3% | 1.3% | 0.7% | 8.7% |
| Malo | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| Pésimo | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| No Contesto | 4.0% | 9.3% | 0.0% | 3.3% | 16.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de vendedores

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 8.0% | 8.0% | 0.0% | 2.0% | 18.0% |
| Bueno | 9.3% | 10.7% | 0.7% | 1.3% | 22.0% |
| Regular | 8.7% | 9.3% | 1.3% | 1.3% | 20.7% |
| Malo | 3.3% | 1.3% | 0.0% | 0.0% | 4.7% |
| Pésimo | 2.7% | 2.7% | 0.0% | 0.0% | 5.3% |
| No Contesto | 4.7% | 18.7% | 0.0% | 6.0% | 29.3% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de la contaminación

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 8.0% | 7.3% | 0.0% | 2.0% | 17.3% |
| Bueno | 6.7% | 10.7% | 0.7% | 1.3% | 19.3% |
| Regular | 9.3% | 3.3% | 1.3% | 0.7% | 14.7% |
| Malo | 1.3% | 3.3% | 0.0% | 0.0% | 4.7% |
| Pésimo | 5.3% | 3.3% | 0.0% | 0.0% | 8.7% |
| No Contesto | 6.0% | 22.7% | 0.0% | 6.7% | 35.3% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Evaluación de sanitarios

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Excelente | 7.3% | 3.3% | 0.0% | 2.0% | 12.7% |
| Bueno | 6.0% | 14.7% | 1.3% | 1.3% | 23.3% |
| Regular | 9.3% | 11.3% | 0.7% | 2.7% | 24.0% |
| Malo | 4.0% | 4.7% | 0.0% | 0.0% | 8.7% |
| Pésimo | 4.7% | 4.0% | 0.0% | 0.0% | 8.7% |
| No Contesto | 5.3% | 12.7% | 0.0% | 4.7% | 22.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Resumen Resultados

Regresaría al Destino

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------------|--------------|-----------------|-----------------|--------------|---------------|
| Definitivamente sí | 17.3% | 34.0% | 0.7% | 7.3% | 59.3% |
| Probablemente sí | 16.0% | 14.7% | 1.3% | 1.3% | 33.3% |
| Probablemente no | 1.3% | 1.3% | 0.0% | 0.0% | 2.7% |
| Definitivamente no | 2.0% | 0.0% | 0.0% | 0.0% | 2.0% |
| No Contesto | 0.0% | 0.7% | 0.0% | 2.0% | 2.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Recomendaría el Destino

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------------|--------------|-----------------|-----------------|--------------|---------------|
| Definitivamente sí | 20.0% | 33.3% | 1.3% | 6.7% | 61.3% |
| Probablemente sí | 12.7% | 14.7% | 0.7% | 2.0% | 30.0% |
| Probablemente no | 3.3% | 0.7% | 0.0% | 0.0% | 4.0% |
| Definitivamente no | 0.7% | 1.3% | 0.0% | 0.0% | 2.0% |
| No Contesto | 0.0% | 0.7% | 0.0% | 2.0% | 2.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Resumen Resultados

Ciudad de Origen

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------------------------|------------|-----------------|-----------------|-------------|--------------|
| Monterrey, N.L. | 6.0% | 6.7% | 0.7% | 0.7% | 14.0% |
| San Luis Potosí, S.L.P. | 2.7% | 3.3% | 0.0% | 0.7% | 6.7% |
| Ciudad de México | 0.7% | 4.0% | 0.0% | 0.7% | 5.3% |
| Texas, E.U. | 1.3% | 2.7% | 0.0% | 1.3% | 5.3% |
| Saltillo, Coah. | 0.7% | 3.3% | 0.0% | 0.7% | 4.7% |
| Tampico, Tams. | 1.3% | 0.7% | 0.0% | 0.7% | 2.7% |
| Querétaro, Qro. | 1.3% | 1.3% | 0.0% | 0.0% | 2.7% |
| Zacatecas, Zac. | 1.3% | 0.0% | 0.0% | 0.7% | 2.0% |
| Monclova, Coah. | 0.7% | 1.3% | 0.0% | 0.0% | 2.0% |
| Guadalajara, Jal. | 0.7% | 0.7% | 0.0% | 0.7% | 2.0% |
| Reynosa, Tams. | 0.7% | 0.7% | 0.0% | 0.7% | 2.0% |
| San Nicolás de los Garza, N.L. | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| Guadalupe, Zac. | 1.3% | 0.0% | 0.0% | 0.0% | 1.3% |
| Guanajuato, Gto. | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| Puebla, Pue. | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| Matamoros, Tams. | 0.0% | 0.0% | 0.0% | 1.3% | 1.3% |
| Aguascalientes, Ags. | 1.3% | 0.0% | 0.0% | 0.0% | 1.3% |
| Galeana, N.L. | 0.7% | 0.7% | 0.0% | 0.0% | 1.3% |
| Irapuato, Gto. | 0.0% | 1.3% | 0.0% | 0.0% | 1.3% |
| Parras, Coah. | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Cadereyta, N.L. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Apodaca, N.L. | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Laredo, Tams. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Rioverde, S.L.P. | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Durango, Dgo. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Mexicali, B.C. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Torreón, Coah. | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Hermosillo, Son. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |

Ciudad de Origen

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|---|--------------|-----------------|-----------------|--------------|---------------|
| Ciudad Valles, S.L.P. | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Tantoyuca, Ver. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Estado de México | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Tepic, Nay. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Cuernavaca, Mor. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Álvaro Obregón, CDMX | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Tuxpan, Ver. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| San Pedro Garza García, N.L. | 0.0% | 0.0% | 0.0% | 0.7% | 0.7% |
| Ciudad Fernández, S.L.P. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Valle Hermoso, Tams. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Xalapa, Ver. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Pueblo Viejo, Ver. | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Miami, Fl. E.U. | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Gustavo A. Madero, CDMX | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Soledad de Graciano Sánchez, Tams. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Zapopan, Jal. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| San Cristóbal de las Casas, Chi. | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Lagos de Moreno, Jal. | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Nueva Rosita, San Juan de los Ríos, Tams. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Santiago, San Pedro, Coah. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Salamanca, Gto. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Orizaba, Ver. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Oaxaca, Oax. | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Cuatro Ciénegas, Coah. | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Ciudad Mante, Tams. | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Illinois, Chic. E.U. | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| No Contesto | 4.0% | 9.3% | 1.3% | 2.0% | 16.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Resumen Resultados

Estado de Origen del Entrevistado

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|------------------|--------------|-----------------|-----------------|--------------|---------------|
| Nuevo León | 7.3% | 8.0% | 0.7% | 1.3% | 17.3% |
| Coahuila | 4.0% | 5.3% | 0.0% | 0.0% | 9.3% |
| Tamaulipas | 2.7% | 4.7% | 0.0% | 2.0% | 9.3% |
| Estados Unidos | 2.0% | 3.3% | 0.0% | 1.3% | 6.7% |
| Veracruz | 0.7% | 3.3% | 0.0% | 0.0% | 4.0% |
| Querétaro | 1.3% | 2.0% | 0.0% | 0.0% | 3.3% |
| Ciudad de México | 0.7% | 1.3% | 0.0% | 0.7% | 2.7% |
| Guanajuato | 0.0% | 2.7% | 0.0% | 0.0% | 2.7% |
| San Luis Potosí | 0.7% | 1.3% | 0.0% | 0.0% | 2.0% |
| Jalisco | 1.3% | 0.7% | 0.0% | 0.0% | 2.0% |
| Zacatecas | 1.3% | 0.0% | 0.0% | 0.0% | 1.3% |
| Estado de México | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Durango | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Puebla | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Sonora | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Baja California | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Chiapas | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% |
| Morelos | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Nayarit | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| No contesto | 12.0% | 15.3% | 1.3% | 5.3% | 34.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Resumen Resultados

Sexo del entrevistado

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|--------------|--------------|-----------------|-----------------|--------------|---------------|
| Mujer | 16.0% | 16.7% | 0.7% | 4.0% | 37.3% |
| Hombre | 16.0% | 27.3% | 1.3% | 1.3% | 46.0% |
| No contesto | 4.7% | 6.7% | 0.0% | 5.3% | 16.7% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |

Ocupación de los Entrevistados

| Concepto | Millenials | Familia / Grupo | Adultos Mayores | No Contesto | Total |
|-------------------------------|--------------|-----------------|-----------------|--------------|---------------|
| Labores del Hogar | 14.7% | 11.3% | 0.0% | 0.7% | 26.7% |
| Estudiante | 4.0% | 10.0% | 0.0% | 0.0% | 14.0% |
| Empleado Privado | 2.7% | 8.0% | 0.0% | 2.0% | 12.7% |
| Empresario | 2.0% | 8.0% | 0.0% | 0.0% | 10.0% |
| Retirado / Jubilado | 0.7% | 5.3% | 1.3% | 2.0% | 9.3% |
| Empleado de Gobierno | 7.3% | 0.0% | 0.0% | 0.0% | 7.3% |
| Comerciante | 0.7% | 2.7% | 0.0% | 0.7% | 4.0% |
| Desempleado | 0.7% | 1.3% | 0.0% | 0.7% | 2.7% |
| Un oficio (plomero, carpinte) | 0.7% | 1.3% | 0.0% | 0.0% | 2.0% |
| Por cuenta propia | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| Otro | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| No Contesto | 3.3% | 2.0% | 0.0% | 4.7% | 10.0% |
| Total | 36.7% | 50.7% | 2.0% | 10.7% | 100.0% |



Perfil del Visitante

Matehuala, S.L.P.

Semana Santa 2018

Resumen por Principal Ciudad de Origen

Resumen Resultados

Frecuencia con que visita el Destino

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|-------------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Primera vez | 4.7% | 1.3% | 1.3% | 3.3% | 17.3% | 6.7% | 34.7% |
| Una vez al año | 4.0% | 1.3% | 0.0% | 2.0% | 15.3% | 2.0% | 24.7% |
| Dos veces al año | 2.0% | 1.3% | 0.7% | 2.7% | 6.7% | 2.7% | 16.0% |
| Tres o más veces al año | 3.3% | 1.3% | 0.0% | 2.0% | 12.0% | 4.7% | 23.3% |
| No contesto | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.7% | 1.3% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Noches que permanecerá en la Región

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|---------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Ninguna | 0.7% | 0.0% | 0.0% | 1.3% | 4.7% | 4.0% | 10.7% |
| Una noche | 4.0% | 2.7% | 0.0% | 0.7% | 11.3% | 3.3% | 22.0% |
| Dos noches | 2.7% | 0.0% | 1.3% | 4.7% | 16.0% | 2.0% | 26.7% |
| Tres noches | 1.3% | 0.0% | 0.7% | 0.7% | 6.0% | 1.3% | 10.0% |
| Cuatro noches | 2.0% | 1.3% | 0.0% | 1.3% | 2.7% | 0.7% | 8.0% |
| Cinco noches | 1.3% | 0.0% | 0.0% | 0.7% | 0.7% | 0.0% | 2.7% |
| Seis noches | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% | 1.3% |
| Siete noches | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.7% | 1.3% |
| Ocho noches | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% | 1.3% |
| Diez noches | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| Once noches | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% | 1.3% |
| No contesto | 2.0% | 1.3% | 0.0% | 0.7% | 5.3% | 4.7% | 14.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Resumen Resultados

Lugar donde se esta hospedando

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Hotel | 8.7% | 4.7% | 1.3% | 7.3% | 37.3% | 13.3% | 72.7% |
| Familia / Amigos | 4.0% | 0.7% | 0.0% | 2.7% | 10.7% | 2.0% | 20.0% |
| Acampará | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 1.3% |
| No contesto | 0.7% | 0.0% | 0.7% | 0.0% | 4.0% | 0.7% | 6.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Nombre Hotel donde Hospeda

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|---------------------------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Hotel Posada Real, Matehuala | 1.3% | 0.7% | 0.0% | 2.7% | 2.0% | 10.0% | 16.7% |
| Hotel Casa Real, Matehuala | 2.0% | 1.3% | 0.7% | 0.7% | 9.3% | 1.3% | 15.3% |
| Las Palmas Midway Inn, Matehuala | 1.3% | 0.7% | 0.0% | 1.3% | 8.7% | 1.3% | 13.3% |
| Hotel Casino del Valle, Matehuala | 2.0% | 0.0% | 0.0% | 1.3% | 8.0% | 0.0% | 11.3% |
| Hotel María Bonita, Matehuala | 1.3% | 2.0% | 0.0% | 0.0% | 2.0% | 0.0% | 5.3% |
| Hotel Del Parque, Matehuala | 0.7% | 0.0% | 1.3% | 0.7% | 2.0% | 0.0% | 4.7% |
| Hotel María Esther, Matehuala | 0.0% | 0.0% | 0.0% | 0.7% | 2.0% | 0.7% | 3.3% |
| Hotel Mesón de la Abundancia, Catorce | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| Hotel Quinta Puesta del Sol, Catorce | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.7% |
| Hotel Casa Blanca, Matehuala | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| Hotel La Carreta, Matehuala | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| No contesto | 5.3% | 0.7% | 0.0% | 2.7% | 16.0% | 2.7% | 27.3% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Resumen Resultados

Forma de Viaje

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Solo | 2.0% | 2.7% | 1.3% | 2.7% | 9.3% | 3.3% | 21.3% |
| Pareja | 2.7% | 0.0% | 0.0% | 3.3% | 18.0% | 5.3% | 29.3% |
| Familia | 8.0% | 2.0% | 0.7% | 3.3% | 20.7% | 6.0% | 40.7% |
| Amistades | 0.0% | 0.7% | 0.0% | 0.0% | 3.3% | 0.7% | 4.7% |
| Agrupación | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.7% |
| No contesto | 1.3% | 0.0% | 0.0% | 0.7% | 0.7% | 0.7% | 3.3% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Número de Acompañantes

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Uno | 2.0% | 0.0% | 0.0% | 3.3% | 16.0% | 4.7% | 26.0% |
| Dos | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% | 0.7% | 2.0% |
| Tres | 1.3% | 0.7% | 0.7% | 0.7% | 6.0% | 0.7% | 10.0% |
| Cuatro | 2.0% | 0.0% | 0.0% | 0.7% | 6.7% | 1.3% | 10.7% |
| Cinco | 2.0% | 0.0% | 0.0% | 0.7% | 2.0% | 0.7% | 5.3% |
| Seis | 0.0% | 0.0% | 0.0% | 0.7% | 2.0% | 0.7% | 3.3% |
| Siete | 1.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% |
| Ocho | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.7% | 1.3% |
| Nueve | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| Diez | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.7% |
| Treinta | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| No contesto | 5.3% | 4.0% | 1.3% | 4.0% | 16.7% | 6.7% | 38.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Medio de Transporte Utilizado

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Automóvil | 12.0% | 4.0% | 2.0% | 7.3% | 38.0% | 10.7% | 74.0% |
| Autobús de línea | 2.0% | 1.3% | 0.0% | 2.0% | 10.0% | 2.7% | 18.0% |
| Autobús rentado | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| Avión | 0.0% | 0.0% | 0.0% | 0.0% | 2.0% | 0.0% | 2.0% |
| No contestó | 0.0% | 0.0% | 0.0% | 0.7% | 1.3% | 3.3% | 5.3% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Resumen Resultados

Gasto Promedio en Hospedaje

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| 300 a 400 pesos | 2.7% | 0.0% | 0.0% | 1.3% | 4.7% | 3.3% | 12.0% |
| 401 a 550 pesos | 2.0% | 2.0% | 0.0% | 2.0% | 6.7% | 2.0% | 14.7% |
| 551 a 700 pesos | 1.3% | 0.7% | 0.0% | 1.3% | 4.7% | 0.7% | 8.7% |
| 701 a 850 pesos | 0.7% | 0.0% | 0.7% | 0.7% | 8.0% | 0.0% | 10.0% |
| 851 a 999 pesos | 2.0% | 0.0% | 0.0% | 0.7% | 6.7% | 1.3% | 10.7% |
| Más de 1,000 pesos | 1.3% | 2.0% | 1.3% | 0.0% | 10.0% | 0.7% | 15.3% |
| No contesto | 4.0% | 0.7% | 0.0% | 4.0% | 11.3% | 8.7% | 28.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Gasto Promedio en Compras

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| De 100 a 200 pesos | 5.3% | 0.0% | 0.0% | 2.7% | 8.0% | 6.0% | 22.0% |
| De 201 a 250 pesos | 0.0% | 0.0% | 0.0% | 0.0% | 3.3% | 2.7% | 6.0% |
| De 251 a 300 pesos | 2.0% | 0.0% | 0.0% | 1.3% | 2.7% | 2.0% | 8.0% |
| De 301 a 400 pesos | 0.7% | 0.0% | 0.0% | 2.0% | 2.7% | 0.0% | 5.3% |
| De 401 a 500 pesos | 0.7% | 0.0% | 0.0% | 0.0% | 2.7% | 0.0% | 3.3% |
| Más de 500 pesos | 0.7% | 0.7% | 0.0% | 1.3% | 5.3% | 0.7% | 8.7% |
| No contesto | 4.7% | 4.7% | 2.0% | 2.7% | 27.3% | 5.3% | 46.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Gasto Promedio en Alimentos y Bebidas

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| De 100 a 200 pesos | 3.3% | 1.3% | 1.3% | 3.3% | 18.7% | 8.0% | 36.0% |
| De 201 a 250 pesos | 2.0% | 0.7% | 0.0% | 3.3% | 4.7% | 4.0% | 14.7% |
| De 251 a 300 pesos | 2.7% | 0.0% | 0.0% | 0.7% | 2.7% | 1.3% | 7.3% |
| De 301 a 400 pesos | 2.0% | 0.0% | 0.0% | 0.7% | 4.7% | 0.0% | 7.3% |
| De 401 a 500 pesos | 0.7% | 0.0% | 0.0% | 0.0% | 3.3% | 0.0% | 4.0% |
| Más de 500 pesos | 0.7% | 0.7% | 0.0% | 1.3% | 4.7% | 0.0% | 7.3% |
| No contesto | 2.7% | 2.7% | 0.7% | 0.7% | 13.3% | 3.3% | 23.3% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Gasto Promedio en Souvenirs

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| De 100 a 200 pesos | 2.0% | 0.0% | 0.7% | 3.3% | 8.0% | 2.7% | 16.7% |
| De 201 a 250 pesos | 1.3% | 0.0% | 0.0% | 0.0% | 5.3% | 2.7% | 9.3% |
| De 251 a 300 pesos | 2.0% | 0.7% | 0.0% | 1.3% | 4.0% | 0.0% | 8.0% |
| De 301 a 400 pesos | 0.0% | 0.0% | 0.0% | 1.3% | 0.7% | 0.0% | 2.0% |
| De 401 a 500 pesos | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% | 1.3% |
| Más de 500 pesos | 0.0% | 0.7% | 0.0% | 0.0% | 1.3% | 0.7% | 2.7% |
| No contesto | 8.7% | 4.0% | 1.3% | 4.0% | 31.3% | 10.7% | 60.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Gasto Promedio en Transportación Local

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| De 100 a 200 pesos | 0.0% | 0.0% | 0.0% | 2.0% | 9.3% | 1.3% | 12.7% |
| De 201 a 250 pesos | 0.7% | 0.7% | 0.0% | 0.0% | 2.0% | 0.0% | 3.3% |
| De 251 a 300 pesos | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| De 301 a 400 pesos | 0.0% | 0.0% | 0.0% | 0.7% | 2.0% | 0.0% | 2.7% |
| De 401 a 500 pesos | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% |
| Más de 500 pesos | 0.7% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 1.3% |
| No contesto | 12.0% | 4.7% | 2.0% | 7.3% | 37.3% | 15.3% | 78.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Gasto Promedio en Gasolina

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| De 100 a 200 pesos | 3.3% | 0.0% | 0.0% | 2.7% | 4.7% | 1.3% | 12.0% |
| De 201 a 250 pesos | 0.0% | 0.0% | 0.0% | 0.7% | 3.3% | 0.7% | 4.7% |
| De 251 a 300 pesos | 2.0% | 0.0% | 0.0% | 0.7% | 2.7% | 0.0% | 5.3% |
| De 301 a 400 pesos | 0.0% | 0.0% | 0.0% | 0.7% | 2.7% | 0.7% | 4.0% |
| De 401 a 500 pesos | 0.7% | 0.0% | 0.0% | 0.0% | 2.7% | 0.0% | 3.3% |
| Más de 500 pesos | 2.0% | 0.7% | 0.0% | 3.3% | 6.0% | 2.7% | 14.7% |
| No contesto | 6.0% | 4.7% | 2.0% | 2.0% | 30.0% | 11.3% | 56.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Resumen Resultados

Razón Principal de Viaje a la Región

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajo | Otras Ciudades | No Contesto | Total |
|-----------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Visita a familiares | 2.0% | 0.4% | 0.0% | 1.3% | 6.9% | 2.7% | 13.3% |
| Descanso / Vacaciones | 2.0% | 0.2% | 0.0% | 0.7% | 5.3% | 0.9% | 9.1% |
| Negocios | 0.4% | 0.9% | 0.4% | 0.7% | 2.2% | 0.4% | 5.1% |
| Turismo de Aventura | 0.7% | 0.2% | 0.0% | 0.9% | 1.8% | 0.9% | 4.4% |
| Religioso | 0.4% | 0.4% | 0.0% | 0.2% | 2.0% | 0.7% | 3.8% |
| Cultural | 0.2% | 0.0% | 0.0% | 0.2% | 2.9% | 0.4% | 3.8% |
| Deportivo | 0.0% | 0.0% | 0.2% | 0.0% | 0.7% | 0.2% | 1.1% |
| Compra de artesanías | 0.4% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 1.1% |
| Salud | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.2% | 0.4% |
| Otro | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 0.7% | 1.1% |
| No Contestó | 7.8% | 3.1% | 1.3% | 6.0% | 28.9% | 9.6% | 56.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Resumen Resultados

Con que sitios compararía la Región

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|-------------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Ninguno | 1.3% | 0.0% | 0.3% | 1.0% | 7.0% | 0.3% | 10.0% |
| Zacatecas, Zac. | 1.3% | 0.0% | 0.3% | 0.3% | 2.0% | 0.3% | 4.3% |
| Guanajuato, Gto. | 0.3% | 0.0% | 0.0% | 0.0% | 1.7% | 0.7% | 2.7% |
| Chihuahua, Chih. | 0.0% | 0.0% | 0.0% | 0.3% | 0.7% | 0.0% | 1.0% |
| Tlaxcala, Tlax. | 0.0% | 0.3% | 0.0% | 0.0% | 0.3% | 0.0% | 0.7% |
| Querétaro, Qro. | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 0.3% |
| Nuevo León | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% |
| Mineral de Pozos, Gto. | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.0% | 0.3% |
| San Luis Potosí, S.L.P. | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.3% |
| No Contesto | 10.7% | 5.0% | 1.3% | 8.0% | 40.0% | 15.0% | 80.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Razones de Comparación con la Región

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Arquitectura Colonial | 0.7% | 0.0% | 0.0% | 0.0% | 1.0% | 0.3% | 2.0% |
| Clima | 0.3% | 0.0% | 0.3% | 0.3% | 0.7% | 0.0% | 1.7% |
| Infraestructura | 0.3% | 0.0% | 0.0% | 0.3% | 0.3% | 0.3% | 1.3% |
| Tamaño de Territorio | 0.0% | 0.0% | 0.0% | 0.0% | 1.0% | 0.0% | 1.0% |
| Hospitalidad de la gente | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| Ciudad tranquila | 0.0% | 0.0% | 0.0% | 0.3% | 0.3% | 0.0% | 0.7% |
| Todos son diferentes | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.0% | 0.3% |
| No contestó | 12.7% | 5.3% | 1.7% | 8.7% | 48.0% | 16.0% | 92.3% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Resumen Resultados

Medio por el que se enteró o conoce región

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajo | Otras Ciudades | No Contesto | Total |
|---------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Familiares o amigos | 3.7% | 1.3% | 0.3% | 3.0% | 11.0% | 4.3% | 23.7% |
| Internet | 0.7% | 0.3% | 0.0% | 1.3% | 6.3% | 0.3% | 9.0% |
| Redes Sociales | 0.3% | 0.3% | 0.0% | 0.3% | 3.3% | 1.3% | 5.7% |
| Televisión | 1.0% | 0.3% | 0.0% | 0.7% | 3.3% | 0.0% | 5.3% |
| Agencia de Viajes | 0.3% | 0.3% | 0.3% | 0.0% | 2.3% | 0.3% | 3.7% |
| Folletos | 0.0% | 0.3% | 0.0% | 0.0% | 2.7% | 0.0% | 3.0% |
| Revista | 0.0% | 0.3% | 0.0% | 0.3% | 0.3% | 0.0% | 1.0% |
| Radio | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 1.0% |
| Periódico | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 0.3% | 0.7% |
| Otro | 0.0% | 0.0% | 0.3% | 0.0% | 2.7% | 1.3% | 4.3% |
| No contesto | 7.3% | 2.0% | 1.0% | 4.3% | 19.7% | 8.3% | 42.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Recordación de Publicidad con Imagen

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajo | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Si | 9.3% | 2.7% | 0.7% | 7.3% | 29.3% | 4.7% | 54.0% |
| No | 4.7% | 2.7% | 1.3% | 2.7% | 21.3% | 8.0% | 40.7% |
| No contesto | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 4.0% | 5.3% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Lugar de Recordación de la Publicidad

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajo | Otras Ciudades | No Contesto | Total |
|---------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Familiares y amigos | 4.7% | 1.3% | 0.0% | 2.7% | 12.0% | 2.7% | 23.3% |
| Internet | 0.7% | 0.7% | 0.0% | 2.0% | 6.0% | 0.7% | 10.0% |
| Espectaculares | 0.0% | 0.0% | 0.0% | 0.7% | 6.0% | 0.7% | 7.3% |
| Televisión | 1.3% | 0.7% | 0.0% | 0.0% | 4.7% | 0.0% | 6.7% |
| Periódico | 0.0% | 0.0% | 0.0% | 0.7% | 2.7% | 1.3% | 4.7% |
| Radio | 0.7% | 0.0% | 0.0% | 0.7% | 0.7% | 0.7% | 2.7% |
| Folletos | 1.3% | 0.0% | 0.7% | 0.0% | 0.0% | 0.0% | 2.0% |
| Revista | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.0% | 0.7% |
| No contesto | 5.3% | 2.7% | 1.3% | 2.7% | 20.0% | 10.7% | 42.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Resumen Resultados

Evaluación de los sitios y atractivos turísticos

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 4.7% | 2.0% | 0.7% | 2.0% | 10.7% | 4.7% | 24.7% |
| Bueno | 7.3% | 2.0% | 0.0% | 6.7% | 19.3% | 8.0% | 43.3% |
| Regular | 1.3% | 0.7% | 0.0% | 1.3% | 10.0% | 2.7% | 16.0% |
| Malo | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% | 0.0% | 1.3% |
| Pésimo | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% | 1.3% |
| No Contesto | 0.7% | 0.7% | 0.7% | 0.0% | 10.0% | 1.3% | 13.3% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Evaluación de la Calidad de la Infraestructura Turística

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 4.0% | 1.3% | 0.0% | 0.7% | 10.7% | 2.7% | 19.3% |
| Bueno | 5.3% | 2.0% | 0.0% | 4.0% | 15.3% | 8.7% | 35.3% |
| Regular | 4.0% | 1.3% | 0.7% | 4.0% | 8.7% | 3.3% | 22.0% |
| Malo | 0.0% | 0.0% | 0.7% | 0.7% | 0.7% | 0.0% | 2.0% |
| Pésimo | 0.0% | 0.0% | 0.0% | 0.0% | 2.0% | 0.0% | 2.0% |
| No Contesto | 0.7% | 0.7% | 0.7% | 0.7% | 14.7% | 2.0% | 19.3% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Evaluación de la Imagen del Destino

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 3.3% | 1.3% | 0.0% | 1.3% | 10.7% | 6.0% | 22.7% |
| Bueno | 6.7% | 2.7% | 0.7% | 2.7% | 15.3% | 5.3% | 33.3% |
| Regular | 2.7% | 0.7% | 0.0% | 4.7% | 8.0% | 3.3% | 19.3% |
| Malo | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% | 0.0% | 1.3% |
| Pésimo | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% | 1.3% |
| No Contesto | 1.3% | 0.7% | 0.7% | 1.3% | 16.0% | 2.0% | 22.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Evaluación de la Experiencia de viaje en el destino

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 2.7% | 2.0% | 0.7% | 2.7% | 13.3% | 4.0% | 25.3% |
| Bueno | 8.7% | 2.0% | 0.7% | 4.0% | 19.3% | 8.7% | 43.3% |
| Regular | 0.7% | 0.0% | 0.0% | 2.0% | 3.3% | 1.3% | 7.3% |
| Malo | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% | 1.3% |
| Pésimo | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| No Contesto | 2.0% | 1.3% | 0.7% | 1.3% | 14.0% | 2.7% | 22.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Evaluación de la hospitalidad de los residentes

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 6.0% | 2.7% | 0.7% | 4.7% | 14.7% | 4.7% | 33.3% |
| Bueno | 4.7% | 0.7% | 0.7% | 4.0% | 16.7% | 7.3% | 34.0% |
| Regular | 2.0% | 0.0% | 0.0% | 0.7% | 3.3% | 2.0% | 8.0% |
| Malo | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.7% |
| Pésimo | 0.0% | 0.0% | 0.0% | 0.0% | 2.0% | 0.0% | 2.0% |
| No Contesto | 1.3% | 2.0% | 0.7% | 0.7% | 16.0% | 1.3% | 22.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.7% | 16.0% | 100.0% |

Evaluación de la limpieza en calles y áreas públicas

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 2.0% | 2.7% | 0.0% | 1.3% | 4.0% | 2.7% | 12.7% |
| Bueno | 2.7% | 0.7% | 0.0% | 2.0% | 10.7% | 9.3% | 25.3% |
| Regular | 3.3% | 0.0% | 1.3% | 3.3% | 12.7% | 1.3% | 22.0% |
| Malo | 2.7% | 0.7% | 0.0% | 0.7% | 0.7% | 0.7% | 5.3% |
| Pésimo | 1.3% | 0.0% | 0.0% | 1.3% | 4.7% | 0.0% | 7.3% |
| No Contesto | 2.0% | 1.3% | 0.7% | 1.3% | 19.3% | 2.7% | 27.3% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Resumen Resultados

Evaluación del transporte público local

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 2.0% | 2.0% | 0.0% | 0.7% | 4.0% | 2.0% | 10.7% |
| Bueno | 4.0% | 1.3% | 0.0% | 2.7% | 14.7% | 9.3% | 32.0% |
| Regular | 5.3% | 0.0% | 1.3% | 2.0% | 8.0% | 1.3% | 18.0% |
| Malo | 0.0% | 0.7% | 0.0% | 1.3% | 1.3% | 0.0% | 3.3% |
| Pésimo | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% | 1.3% |
| No Contesto | 2.7% | 1.3% | 0.7% | 3.3% | 22.7% | 4.0% | 34.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Evaluación de la percepción de seguridad

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 1.3% | 2.0% | 0.0% | 0.7% | 5.3% | 3.3% | 12.7% |
| Bueno | 4.7% | 1.3% | 0.0% | 4.0% | 14.0% | 7.3% | 31.3% |
| Regular | 4.7% | 0.0% | 0.7% | 0.7% | 8.7% | 2.0% | 16.7% |
| Malo | 1.3% | 0.7% | 0.0% | 2.0% | 2.7% | 0.0% | 6.7% |
| Pésimo | 1.3% | 0.0% | 0.7% | 0.7% | 3.3% | 0.7% | 6.7% |
| No Contesto | 0.7% | 1.3% | 0.7% | 2.0% | 18.0% | 3.3% | 26.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Evaluación de la señalética para llegar al destino

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 2.7% | 2.7% | 0.0% | 0.7% | 5.3% | 3.3% | 14.7% |
| Bueno | 4.7% | 1.3% | 0.7% | 7.3% | 15.3% | 8.7% | 38.0% |
| Regular | 2.0% | 0.0% | 0.0% | 0.0% | 8.7% | 1.3% | 12.0% |
| Malo | 2.0% | 0.0% | 0.0% | 0.7% | 0.7% | 0.0% | 3.3% |
| Pésimo | 0.0% | 0.0% | 0.7% | 0.7% | 3.3% | 0.7% | 5.3% |
| No Contesto | 2.7% | 1.3% | 0.7% | 0.7% | 18.7% | 2.7% | 26.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Evaluación de la señalética en el destino

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 3.3% | 2.0% | 0.0% | 0.7% | 6.0% | 2.7% | 14.7% |
| Bueno | 3.3% | 2.0% | 0.7% | 4.7% | 15.3% | 8.0% | 34.0% |
| Regular | 4.7% | 0.0% | 0.0% | 1.3% | 5.3% | 1.3% | 12.7% |
| Malo | 0.7% | 0.0% | 0.0% | 0.7% | 1.3% | 0.7% | 3.3% |
| Pésimo | 0.0% | 0.0% | 0.7% | 0.7% | 3.3% | 0.7% | 5.3% |
| No Contesto | 2.0% | 1.3% | 0.7% | 2.0% | 20.7% | 3.3% | 30.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Evaluación de la disponibilidad de información turística

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 4.0% | 2.7% | 0.7% | 2.0% | 12.7% | 3.3% | 25.3% |
| Bueno | 4.7% | 0.7% | 0.0% | 2.7% | 12.7% | 8.7% | 29.3% |
| Regular | 2.7% | 0.0% | 0.0% | 2.0% | 4.0% | 0.7% | 9.3% |
| Malo | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.7% |
| Pésimo | 0.0% | 0.0% | 0.7% | 1.3% | 2.0% | 0.7% | 4.7% |
| No Contesto | 2.7% | 2.0% | 0.7% | 2.0% | 20.7% | 2.7% | 30.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Evaluación de la calidad / precio del destino

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 2.7% | 1.3% | 0.0% | 1.3% | 8.7% | 2.7% | 16.7% |
| Bueno | 8.7% | 2.7% | 0.7% | 3.3% | 14.7% | 9.3% | 39.3% |
| Regular | 0.0% | 0.0% | 0.0% | 2.7% | 4.7% | 0.7% | 8.0% |
| Malo | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| Pésimo | 0.0% | 0.0% | 0.7% | 0.7% | 1.3% | 0.7% | 3.3% |
| No Contesto | 2.7% | 1.3% | 0.7% | 2.0% | 22.0% | 3.3% | 32.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Resumen Resultados

Evaluación de los estacionamientos

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 2.0% | 1.3% | 0.0% | 1.3% | 4.7% | 3.3% | 12.7% |
| Bueno | 5.3% | 2.0% | 0.0% | 1.3% | 9.3% | 8.0% | 26.0% |
| Regular | 2.7% | 1.3% | 0.7% | 5.3% | 14.7% | 2.7% | 27.3% |
| Malo | 2.0% | 0.0% | 0.0% | 1.3% | 4.0% | 0.7% | 8.0% |
| Pésimo | 0.7% | 0.0% | 0.7% | 0.0% | 2.7% | 0.0% | 4.0% |
| No Contesto | 1.3% | 0.7% | 0.7% | 0.7% | 16.7% | 2.0% | 22.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Evaluación de las artesanías

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 4.0% | 1.3% | 0.0% | 1.3% | 15.3% | 5.3% | 27.3% |
| Bueno | 6.7% | 1.3% | 0.0% | 5.3% | 20.0% | 5.3% | 38.7% |
| Regular | 2.7% | 1.3% | 0.7% | 2.0% | 3.3% | 2.7% | 12.7% |
| Malo | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% | 0.0% | 1.3% |
| Pésimo | 0.0% | 0.0% | 0.7% | 0.0% | 2.7% | 0.0% | 3.3% |
| No Contesto | 0.7% | 1.3% | 0.7% | 0.0% | 10.7% | 3.3% | 16.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Evaluación de la gastronomía

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 5.3% | 2.0% | 0.0% | 2.7% | 16.0% | 3.3% | 29.3% |
| Bueno | 6.0% | 2.0% | 0.0% | 6.0% | 22.0% | 7.3% | 43.3% |
| Regular | 1.3% | 0.7% | 1.3% | 0.7% | 2.0% | 2.7% | 8.7% |
| Malo | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.7% | 1.3% |
| Pésimo | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| No Contesto | 1.3% | 0.7% | 0.7% | 0.7% | 10.7% | 2.7% | 16.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Evaluación de vendedores

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 2.0% | 2.0% | 0.0% | 2.0% | 9.3% | 2.7% | 18.0% |
| Bueno | 4.7% | 0.7% | 0.0% | 1.3% | 8.0% | 7.3% | 22.0% |
| Regular | 4.0% | 0.7% | 0.7% | 2.7% | 8.7% | 4.0% | 20.7% |
| Malo | 0.7% | 0.7% | 0.0% | 1.3% | 1.3% | 0.7% | 4.7% |
| Pésimo | 0.0% | 0.0% | 0.0% | 0.7% | 4.7% | 0.0% | 5.3% |
| No Contesto | 2.7% | 1.3% | 1.3% | 2.0% | 20.0% | 2.0% | 29.3% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Evaluación de la contaminación

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 1.3% | 2.0% | 0.0% | 1.3% | 9.3% | 3.3% | 17.3% |
| Bueno | 4.0% | 0.7% | 0.0% | 1.3% | 6.0% | 7.3% | 19.3% |
| Regular | 3.3% | 1.3% | 0.7% | 2.7% | 4.0% | 2.7% | 14.7% |
| Malo | 2.0% | 0.7% | 0.0% | 1.3% | 0.7% | 0.0% | 4.7% |
| Pésimo | 1.3% | 0.0% | 0.7% | 1.3% | 4.0% | 1.3% | 8.7% |
| No Contesto | 2.0% | 0.7% | 0.7% | 2.0% | 28.0% | 2.0% | 35.3% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Evaluación de sanitarios

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Excelente | 1.3% | 2.0% | 0.0% | 1.3% | 4.7% | 3.3% | 12.7% |
| Bueno | 4.0% | 0.7% | 0.0% | 1.3% | 10.0% | 7.3% | 23.3% |
| Regular | 3.3% | 1.3% | 0.7% | 2.7% | 13.3% | 2.7% | 24.0% |
| Malo | 2.0% | 0.7% | 0.0% | 1.3% | 4.7% | 0.0% | 8.7% |
| Pésimo | 1.3% | 0.0% | 0.7% | 1.3% | 4.0% | 1.3% | 8.7% |
| No Contesto | 2.0% | 0.7% | 0.7% | 2.0% | 15.3% | 2.0% | 22.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Resumen Resultados

Regresaría al Destino

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Definitivamente sí | 8.7% | 2.7% | 0.0% | 4.7% | 36.7% | 6.7% | 59.3% |
| Probablemente sí | 4.7% | 2.0% | 2.0% | 4.7% | 12.7% | 7.3% | 33.3% |
| Probablemente no | 0.7% | 0.0% | 0.0% | 0.7% | 0.7% | 0.7% | 2.7% |
| Definitivamente no | 0.0% | 0.0% | 0.0% | 0.0% | 2.0% | 0.0% | 2.0% |
| No Contesto | 0.0% | 0.7% | 0.0% | 0.0% | 0.0% | 2.0% | 2.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Recomendaría el Destino

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Definitivamente sí | 7.3% | 3.3% | 0.0% | 5.3% | 36.7% | 8.7% | 61.3% |
| Probablemente sí | 5.3% | 1.3% | 1.3% | 4.7% | 12.0% | 5.3% | 30.0% |
| Probablemente no | 1.3% | 0.0% | 0.0% | 0.0% | 2.0% | 0.7% | 4.0% |
| Definitivamente no | 0.0% | 0.0% | 0.7% | 0.0% | 1.3% | 0.0% | 2.0% |
| No Contesto | 0.0% | 0.7% | 0.0% | 0.0% | 0.0% | 2.0% | 2.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Resumen Resultados

Estado de Origen del Entrevistado

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Nuevo León | 11.3% | 0.0% | 0.0% | 1.3% | 4.0% | 0.7% | 17.3% |
| Coahuila | 0.0% | 0.0% | 0.0% | 0.0% | 8.7% | 0.7% | 9.3% |
| Tamaulipas | 0.0% | 0.0% | 0.0% | 0.0% | 8.7% | 0.7% | 9.3% |
| Estados Unidos | 0.0% | 0.0% | 0.0% | 0.0% | 6.7% | 0.0% | 6.7% |
| Veracruz | 0.0% | 0.0% | 0.0% | 0.0% | 3.3% | 0.7% | 4.0% |
| Querétaro | 0.0% | 0.0% | 0.0% | 2.7% | 0.7% | 0.0% | 3.3% |
| Ciudad de México | 0.0% | 1.3% | 0.0% | 0.0% | 0.7% | 0.7% | 2.7% |
| Guanajuato | 0.0% | 0.0% | 0.0% | 2.0% | 0.7% | 0.0% | 2.7% |
| San Luis Potosí | 0.0% | 0.0% | 0.0% | 0.0% | 2.0% | 0.0% | 2.0% |
| Jalisco | 0.0% | 0.0% | 1.3% | 0.0% | 0.7% | 0.0% | 2.0% |
| Zacatecas | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% | 0.0% | 1.3% |
| Estado de México | 0.0% | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% |
| Durango | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| Puebla | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| Sonora | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| Baja California | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| Chiapas | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| Morelos | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| Nayarit | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.7% |
| No contesto | 2.7% | 3.3% | 0.7% | 2.7% | 11.3% | 13.3% | 34.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Resumen Resultados

Sexo del entrevistado

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|--------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Mujer | 5.3% | 0.7% | 0.7% | 3.3% | 20.7% | 6.7% | 37.3% |
| Hombre | 6.7% | 3.3% | 1.3% | 4.7% | 23.3% | 6.7% | 46.0% |
| No contesto | 2.0% | 1.3% | 0.0% | 2.0% | 8.0% | 3.3% | 16.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Edad Promedio de los Entrevistados

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|-----------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| De 18 a 24 años | 2.0% | 0.7% | 0.7% | 1.3% | 9.3% | 0.7% | 14.7% |
| De 25 a 31 años | 4.0% | 0.0% | 0.0% | 4.7% | 10.0% | 3.3% | 22.0% |
| De 32 a 38 años | 1.3% | 0.7% | 0.0% | 1.3% | 8.7% | 4.0% | 16.0% |
| De 39 a 45 años | 2.0% | 0.7% | 0.7% | 0.0% | 7.3% | 0.0% | 10.7% |
| De 46 a 51 años | 2.0% | 2.0% | 0.0% | 2.0% | 6.7% | 3.3% | 16.0% |
| De 52 a 59 años | 1.3% | 0.7% | 0.0% | 0.0% | 4.0% | 2.0% | 8.0% |
| Más de 60 años | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 2.0% |
| No Contesto | 0.7% | 0.7% | 0.7% | 0.7% | 6.0% | 2.0% | 10.7% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |

Ocupación de los Entrevistados

| Concepto | Monterrey | CDMX | Guadalajara | Región Bajío | Otras Ciudades | No Contesto | Total |
|---------------------------------------|--------------|-------------|-------------|--------------|----------------|--------------|---------------|
| Labores del Hogar | 7.3% | 2.0% | 0.0% | 6.7% | 7.3% | 3.3% | 26.7% |
| Estudiante | 1.3% | 0.7% | 0.0% | 0.0% | 10.0% | 2.0% | 14.0% |
| Empleado Privado | 0.0% | 0.7% | 0.0% | 0.0% | 10.7% | 1.3% | 12.7% |
| Empresario | 1.3% | 1.3% | 0.7% | 0.7% | 4.7% | 1.3% | 10.0% |
| Retirado / Jubilado | 0.7% | 0.0% | 0.0% | 0.7% | 4.7% | 3.3% | 9.3% |
| Empleado de Gobierno | 0.0% | 0.0% | 0.7% | 0.7% | 6.0% | 0.0% | 7.3% |
| Comerciante | 0.0% | 0.0% | 0.7% | 0.0% | 2.7% | 0.7% | 4.0% |
| Desempleado | 0.7% | 0.0% | 0.0% | 0.0% | 1.3% | 0.7% | 2.7% |
| Un oficio (plomero, carpintero, etc.) | 0.7% | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% | 2.0% |
| Por cuenta propia | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% |
| Otro | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% |
| No Contesto | 0.7% | 0.7% | 0.0% | 1.3% | 3.3% | 4.0% | 10.0% |
| Total | 14.0% | 5.3% | 2.0% | 10.0% | 52.0% | 16.7% | 100.0% |



Perfil del Visitante Semana Santa 2018

Matehuala, S.L.P.