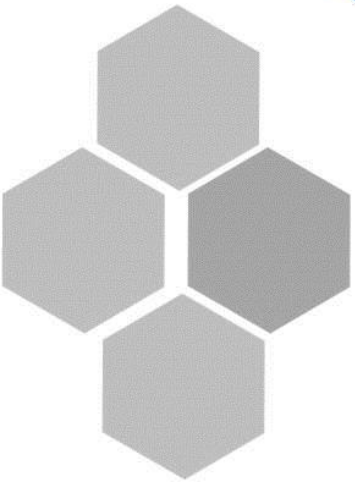




# Perfil del Visitante

## Región Centro

### Verano 2019





# Metodología

Con el objeto de determinar el Perfil del Visitante y conocer la experiencia durante su estancia en la Región Centro, se llevó a cabo un levantamiento de 508 encuestas.

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

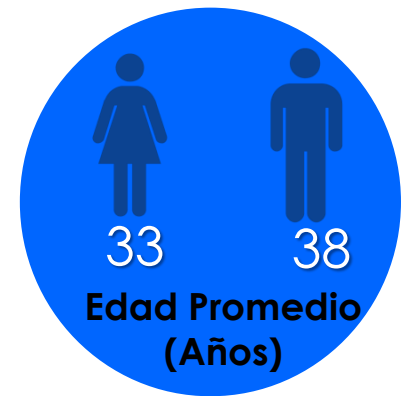
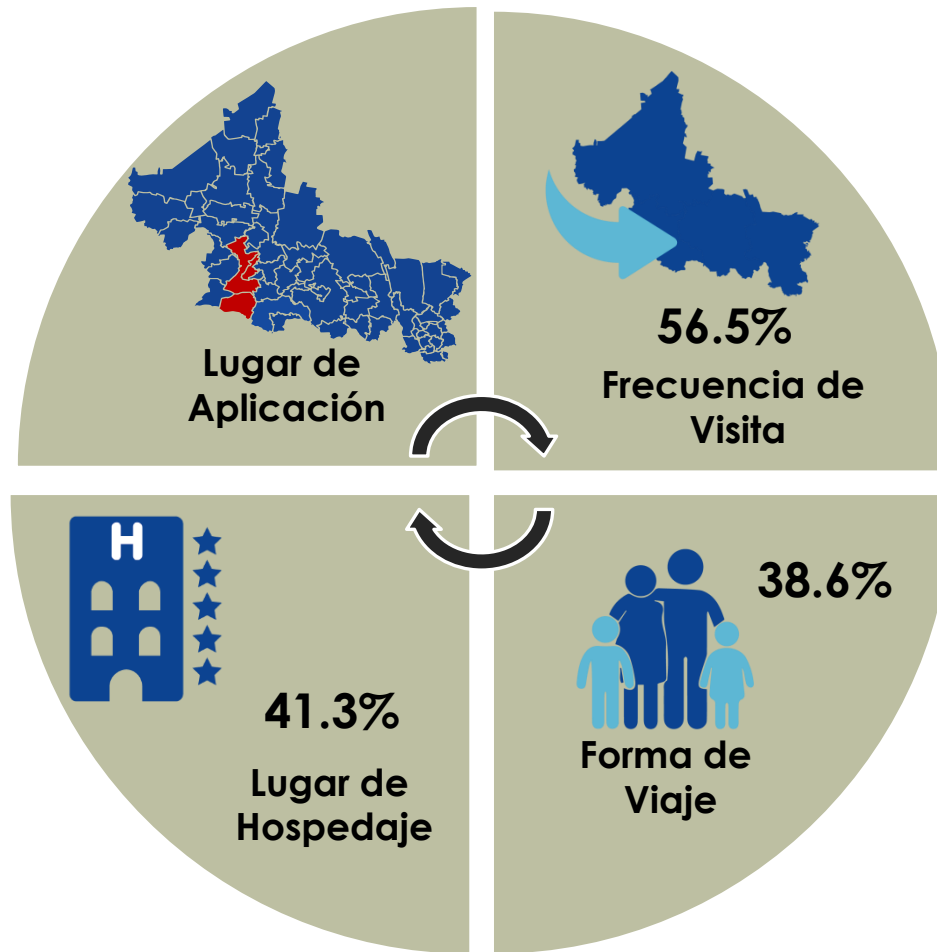
Los resultados obtenidos para cada uno de los conceptos se presentan a continuación:



# Resumen

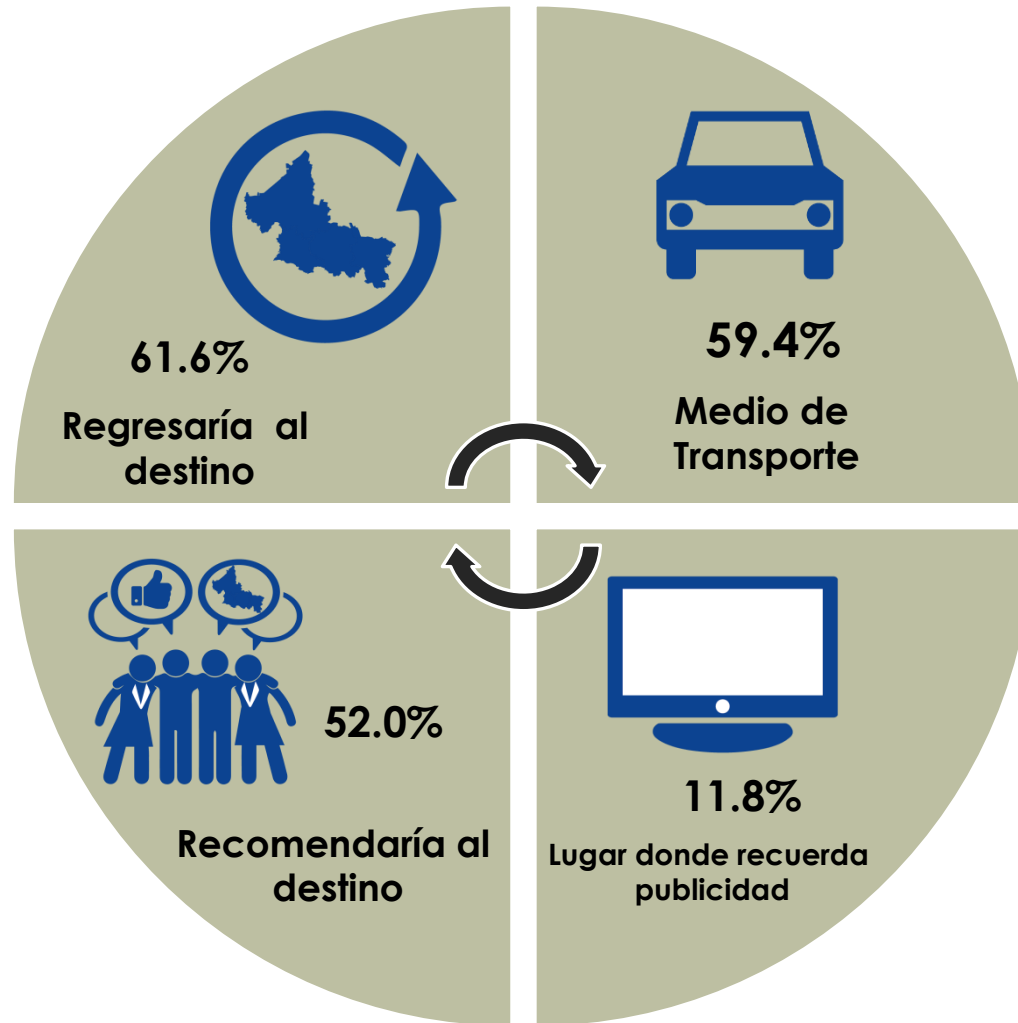
4.0

Tamaño de Grupo promedio



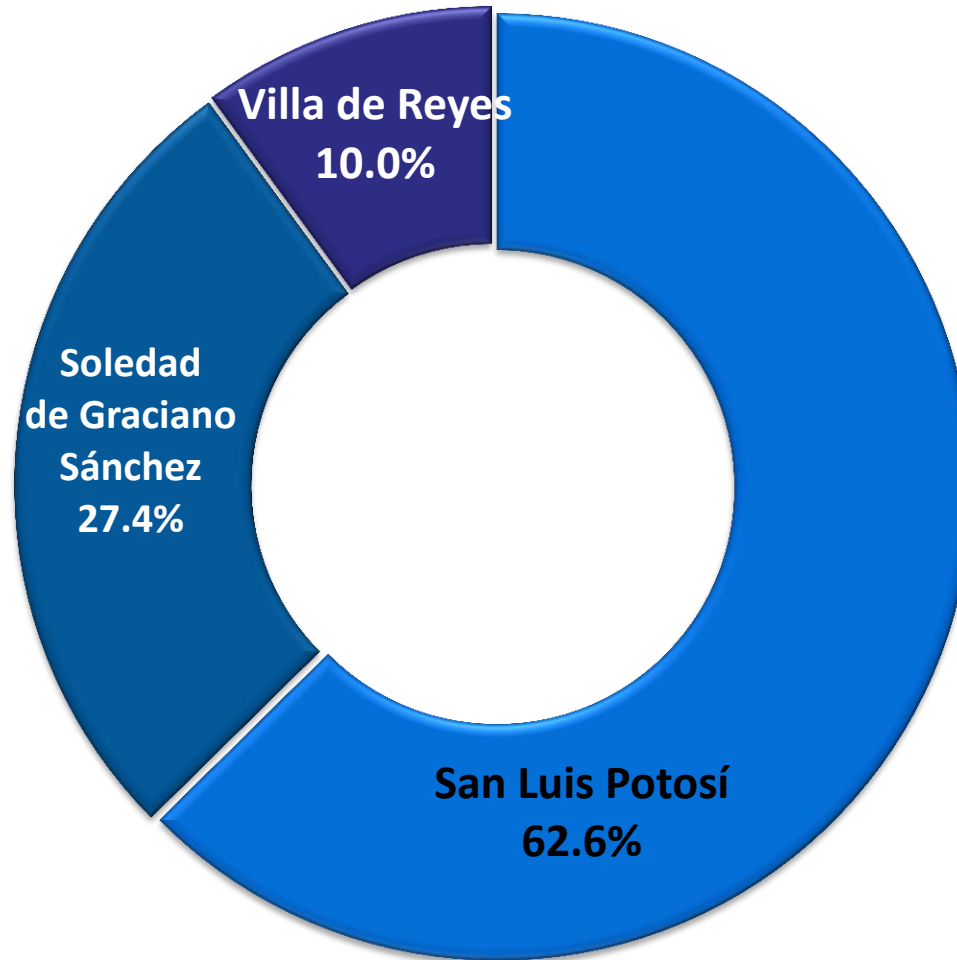


# Resumen





# Lugar de levantamiento

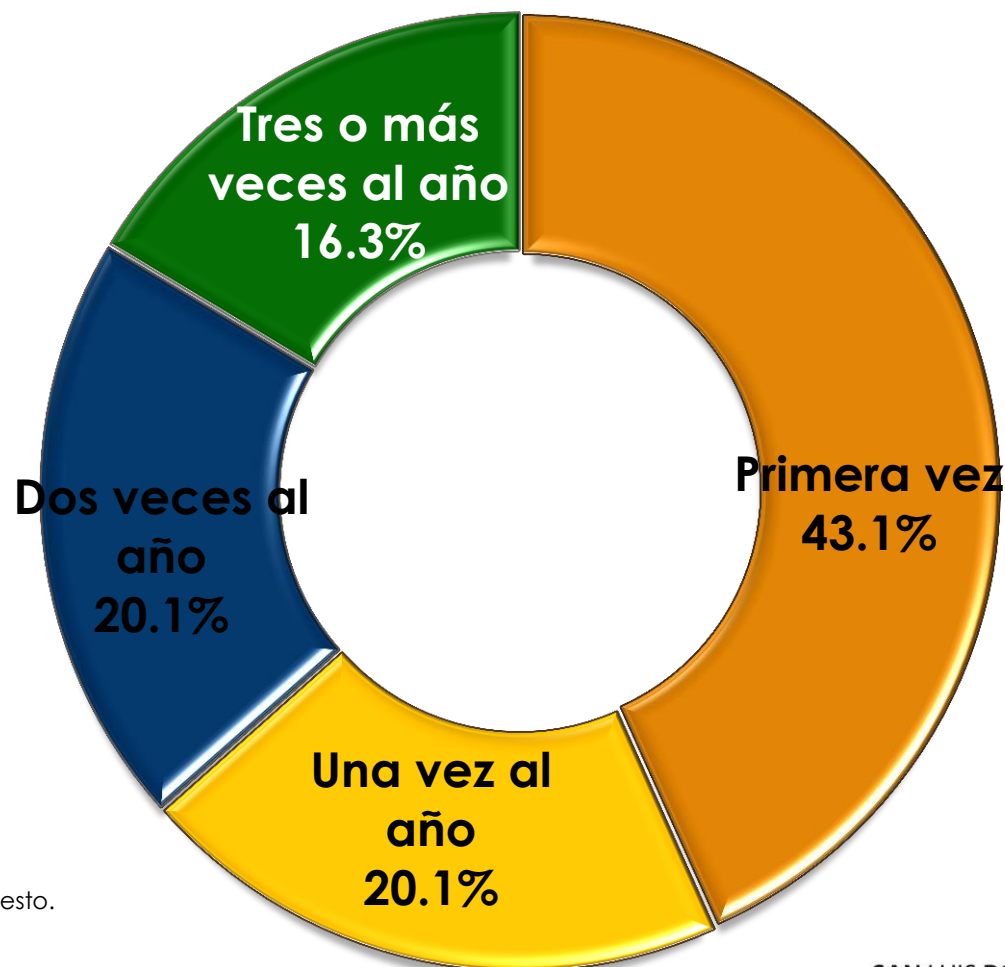




# Frecuencia de Visita a la Región

El 43.1% visita el municipio por primera vez

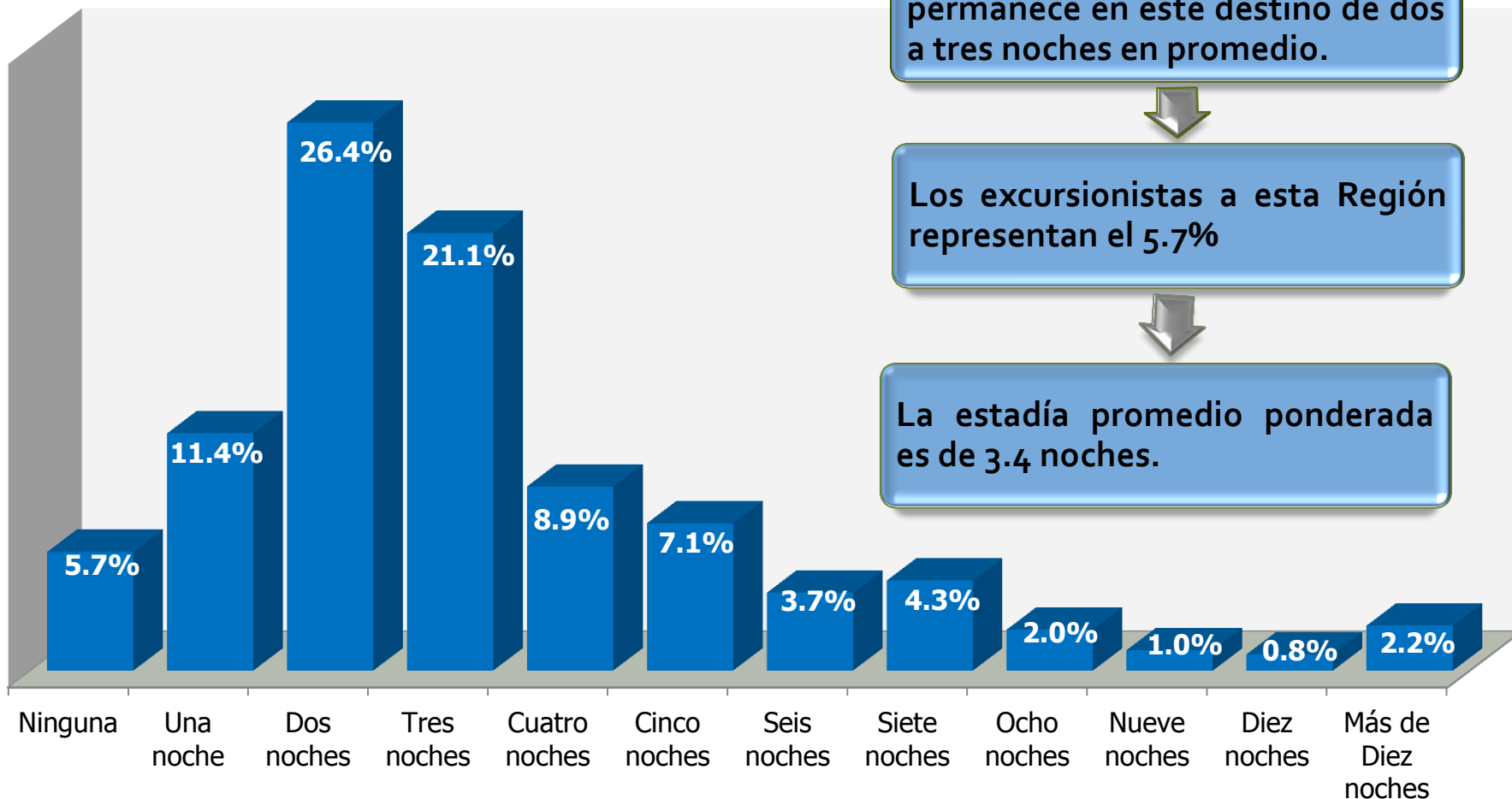
El turismo repetitivo representa el 56.5%



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



# Noches de Estadía



El 47.4% de los visitantes permanece en este destino de dos a tres noches en promedio.



Los excursionistas a esta Región representan el 5.7%

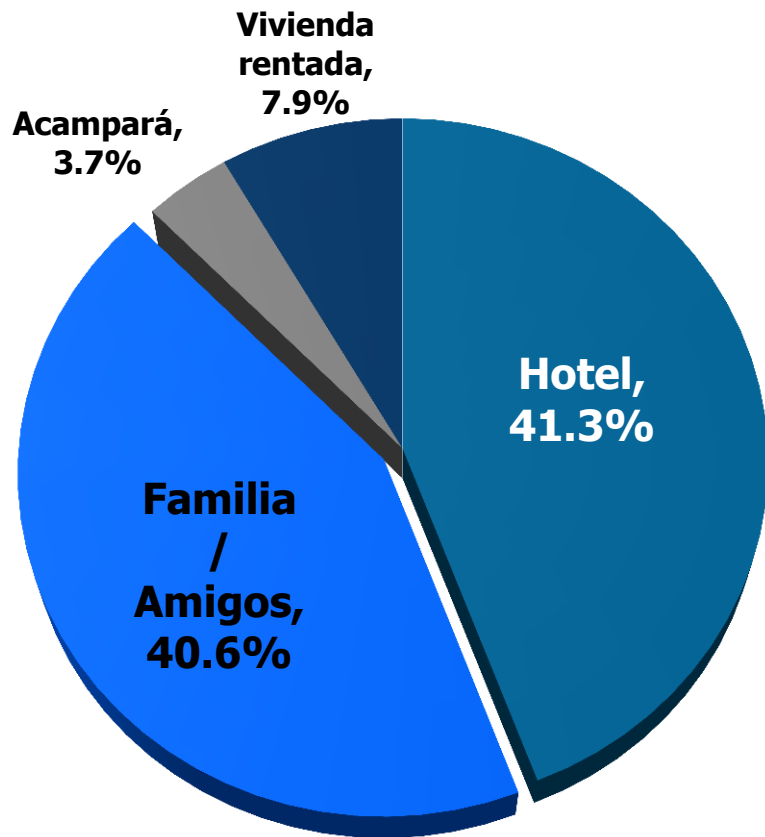


La estadía promedio ponderada es de 3.4 noches.

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



# Lugar de Hospedaje del Visitante



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

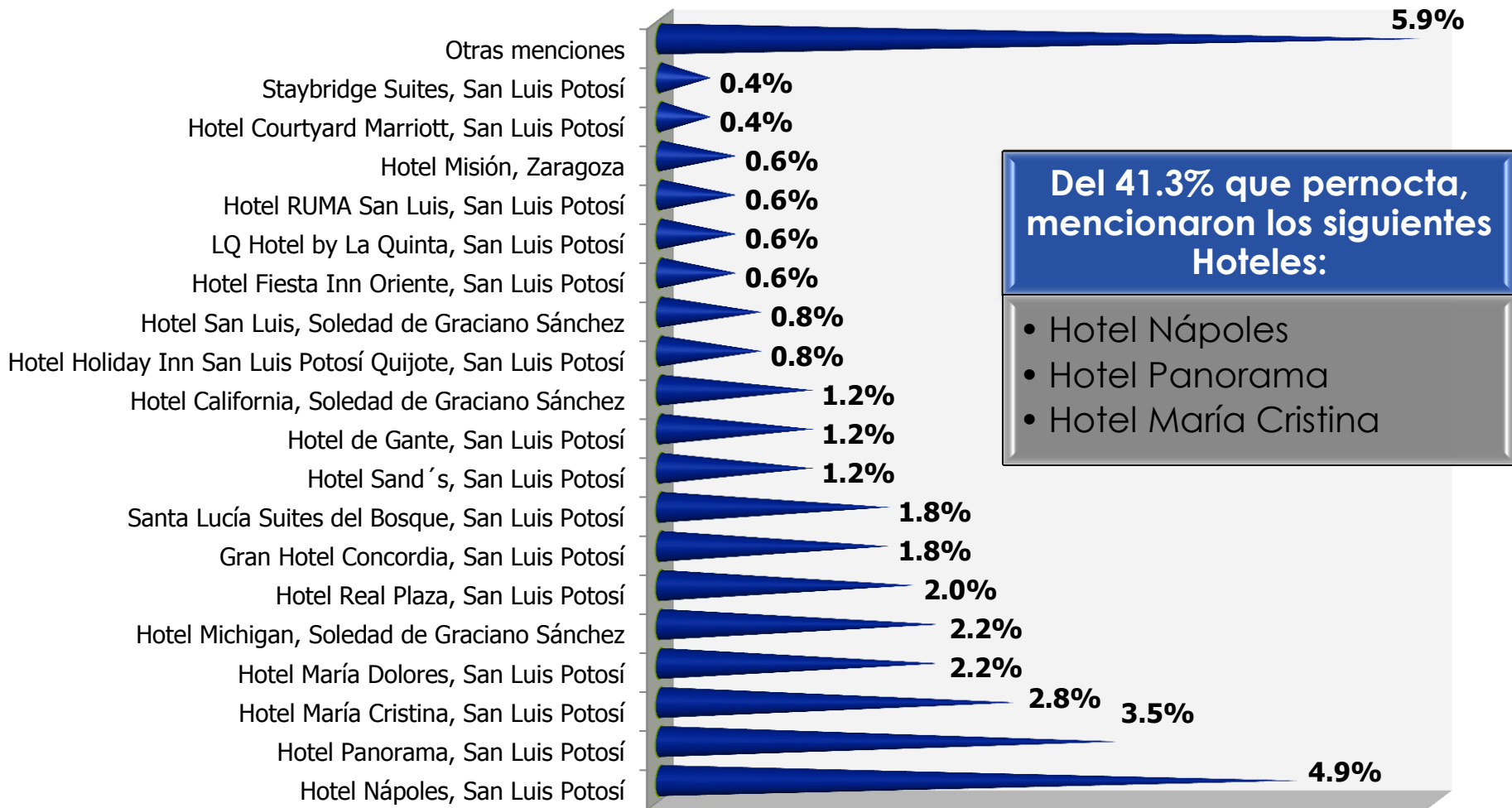
Un poco más de la mitad de los visitantes pernoctan en algún hotel de esta región (41.3%)

El 40.6% prefiere casas de Familiares y amigos.





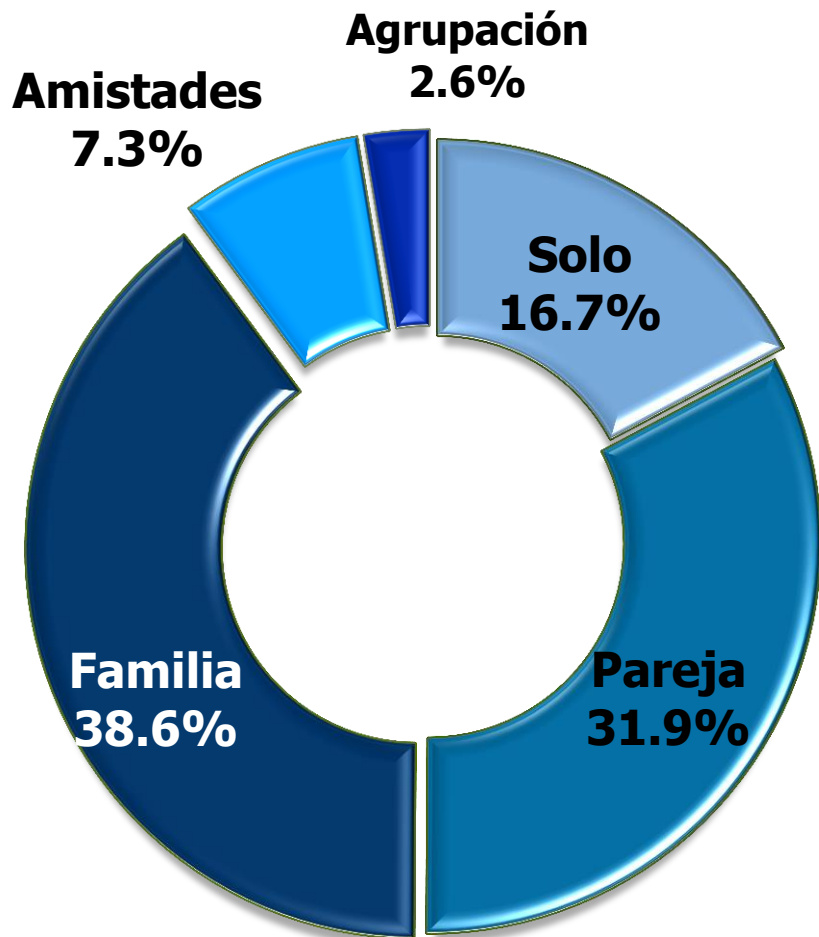
# Principales Hoteles de Pernocta del visitante



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



# Forma de Viajar del Visitante



El 50.9% realiza este viaje con la familia.

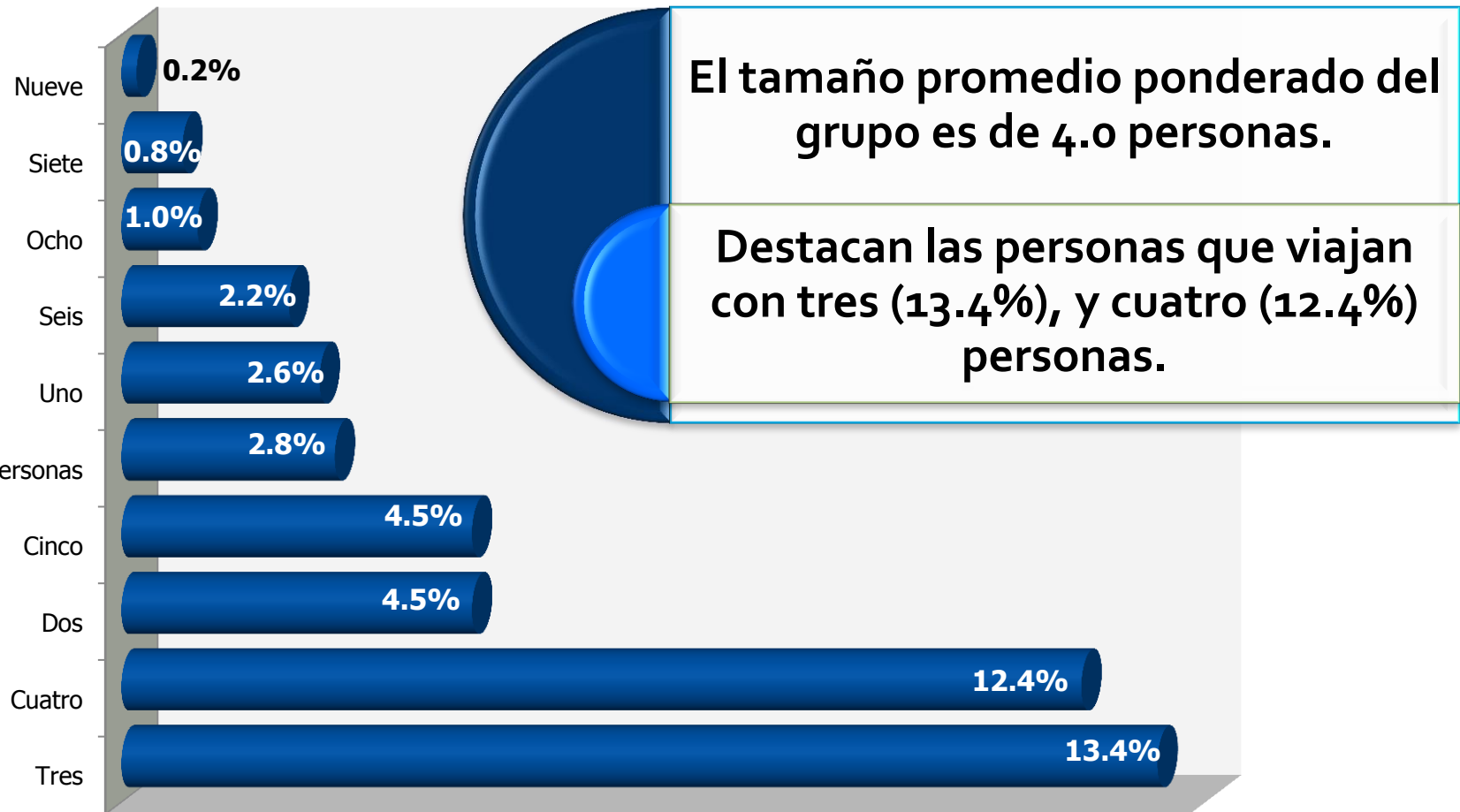
El 22.2% viaja con su pareja.

13.2% viaja solo y el 8.7% realiza este viaje con amistades.

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



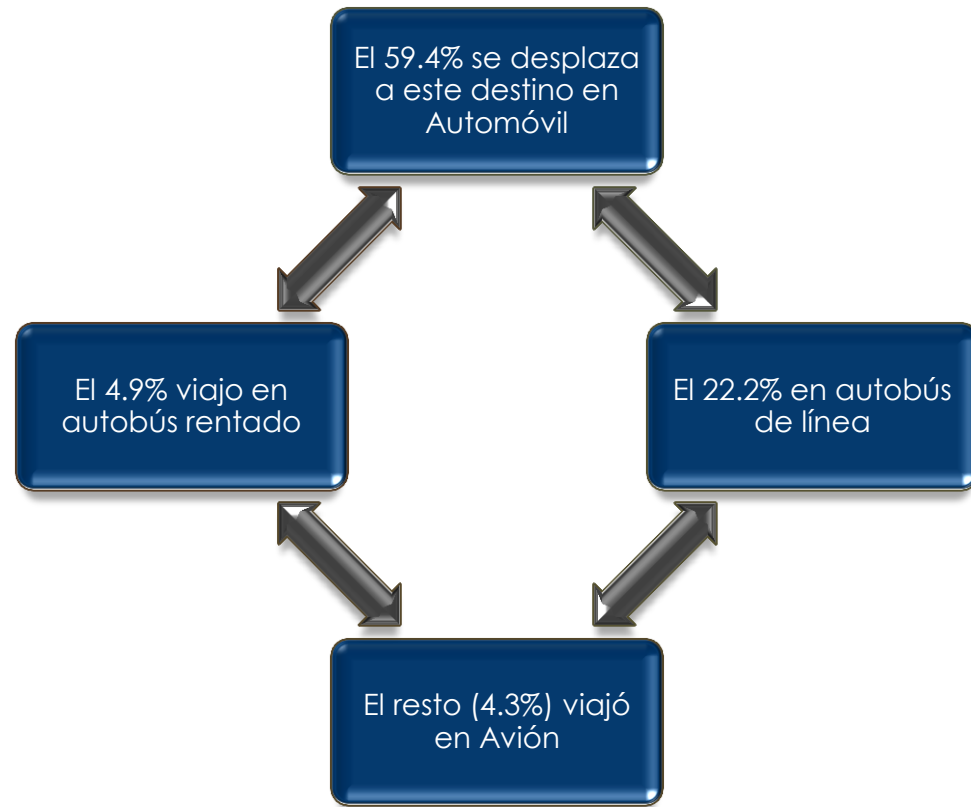
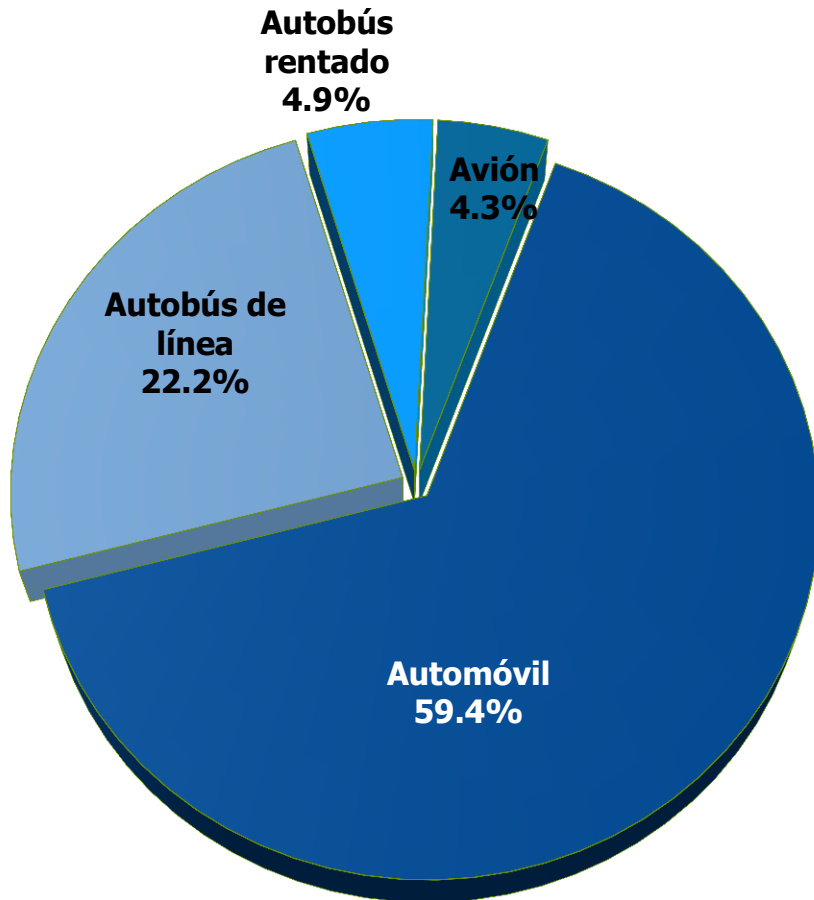
# Número de Acompañantes en su Visita



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



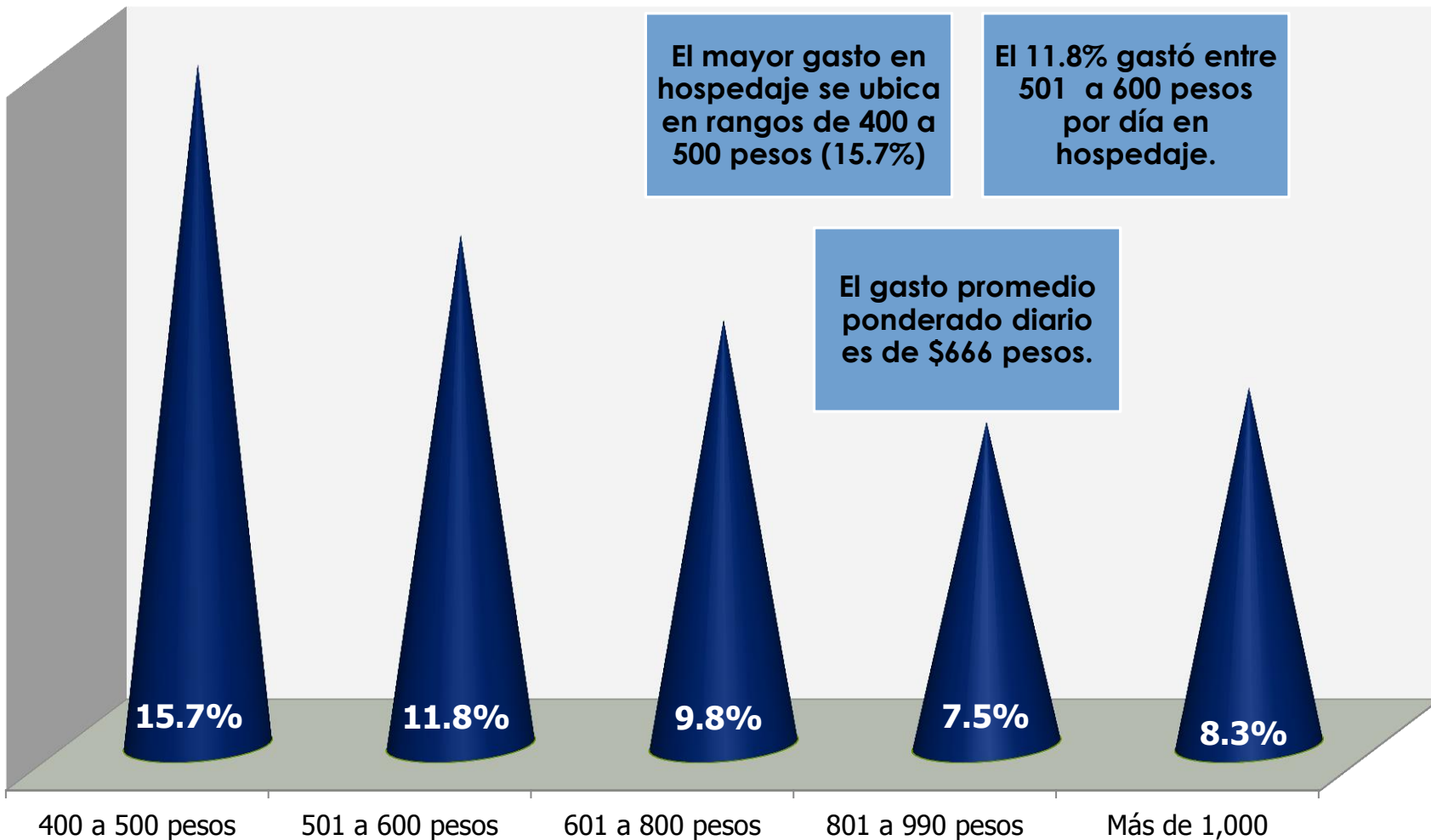
# Medio de Transporte Utilizado por el Visitante



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



# Gasto Promedio - Hospedaje



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

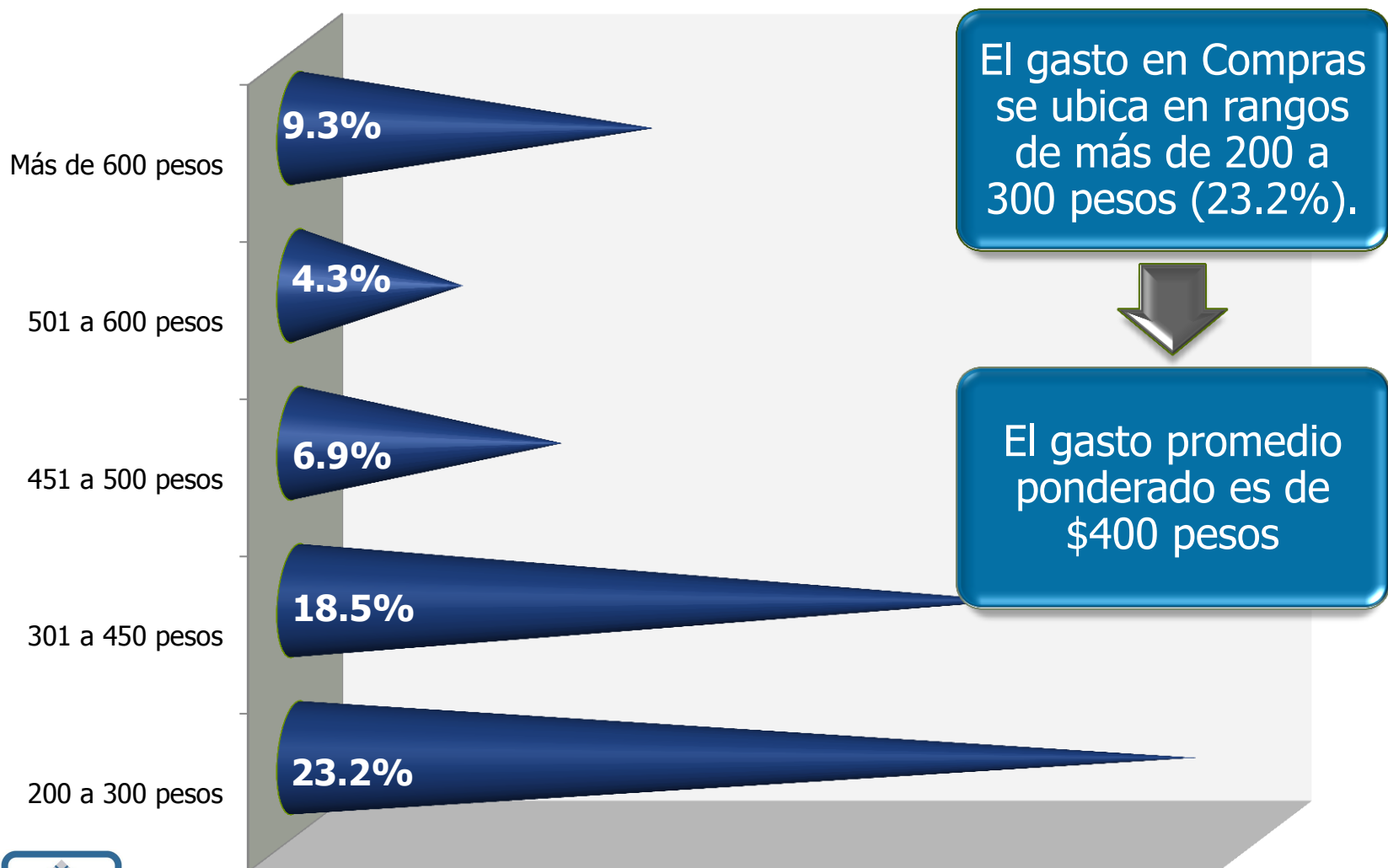


Verano 2019- Región Centro





# Gasto Promedio - Compras

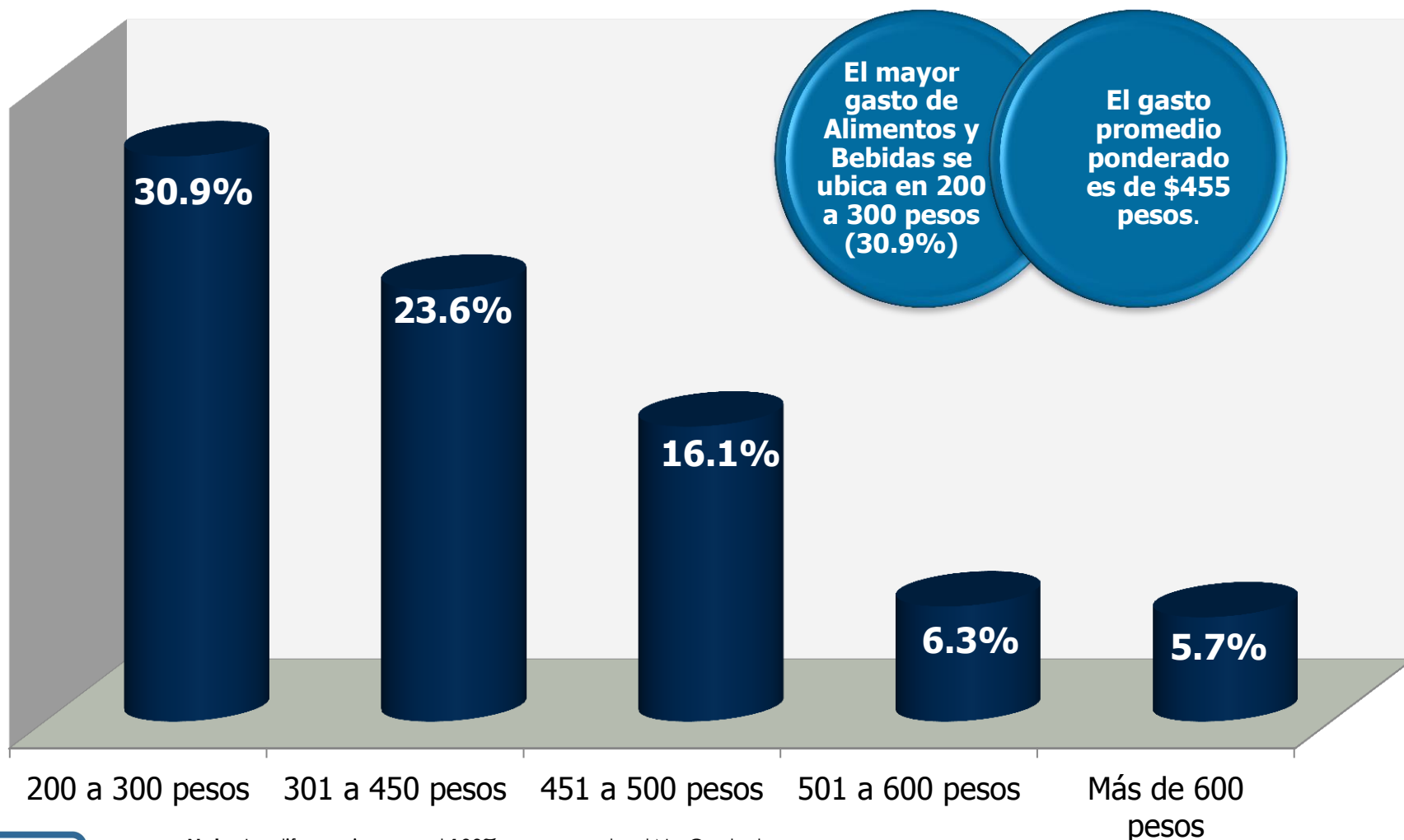


**Nota:** La diferencia para el 100% corresponde al No Contesto.

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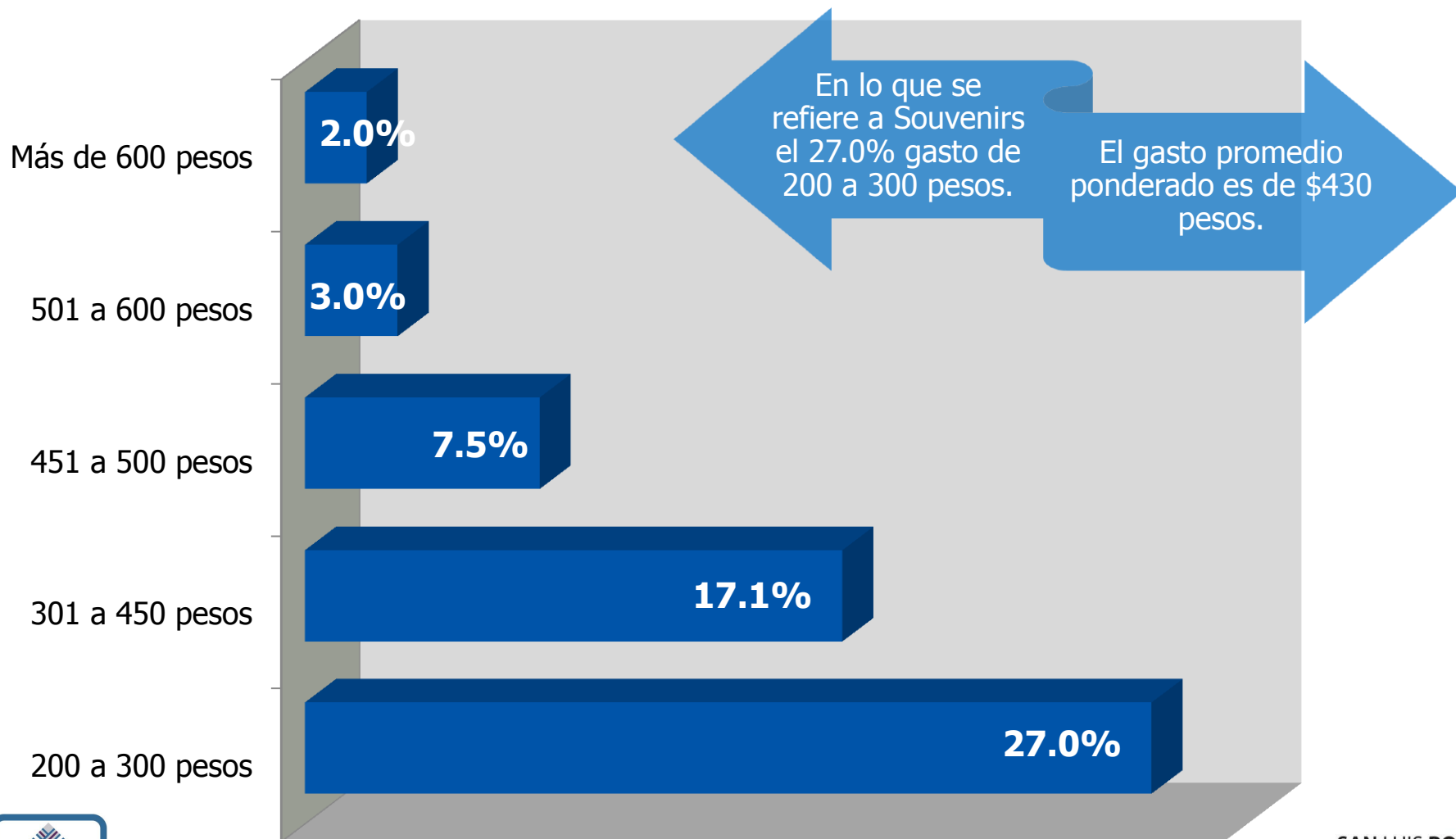
# Gasto Promedio – Alimentos y Bebidas



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



# Gasto Promedio - Souvenirs



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

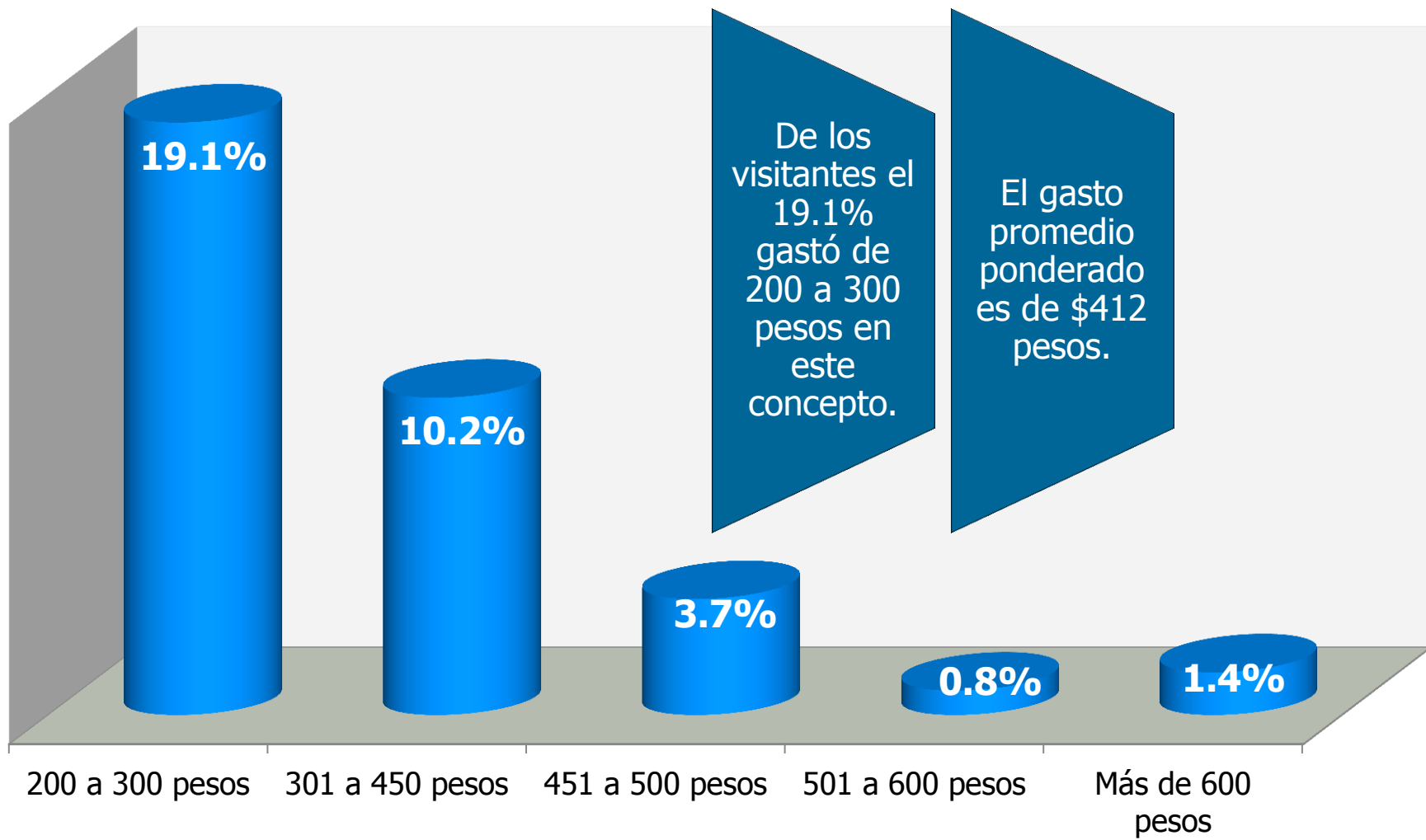
**Verano 2019- Región Centro**







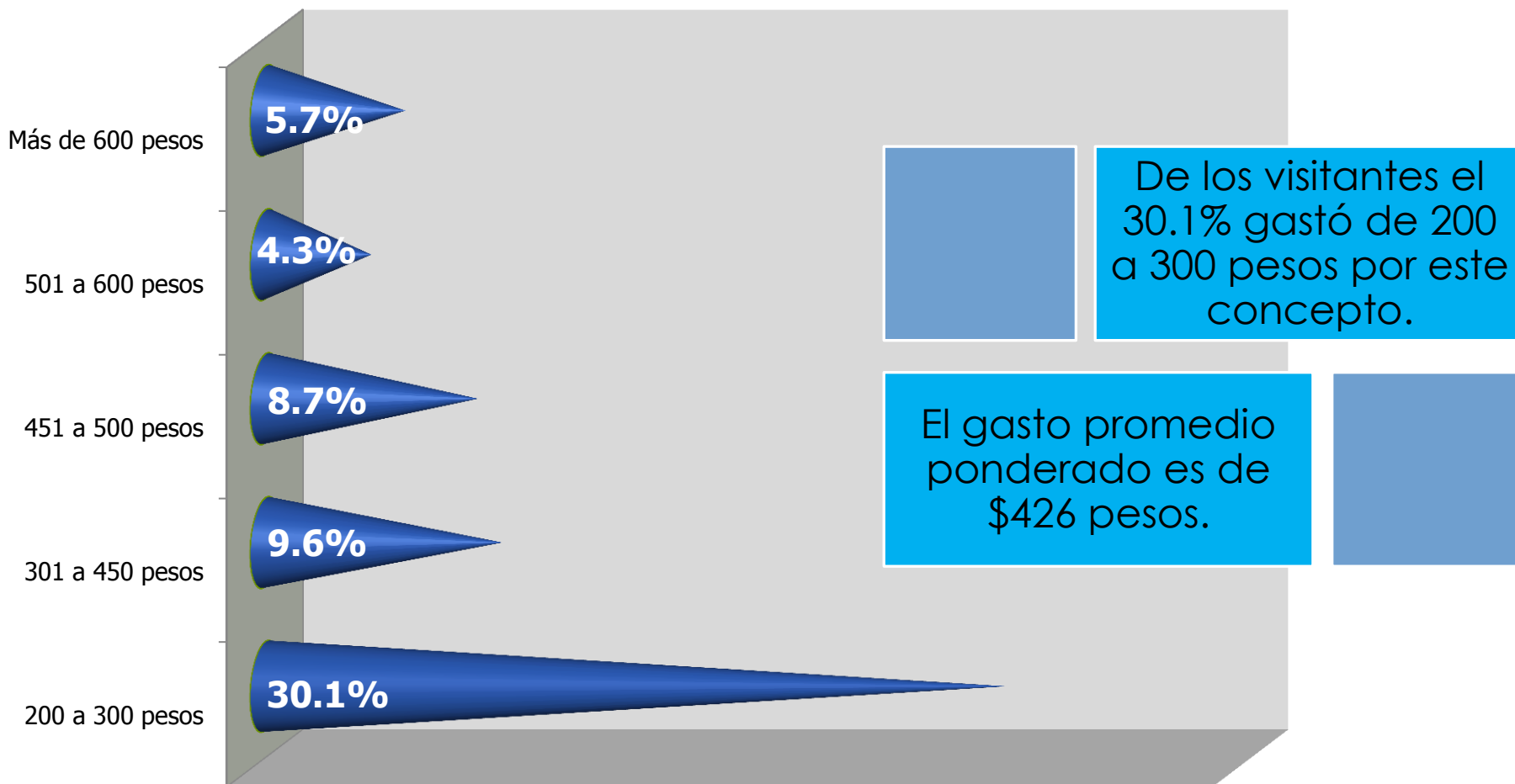
# Gasto Promedio – Transportación Local



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



# Gasto Promedio – Gasolina



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

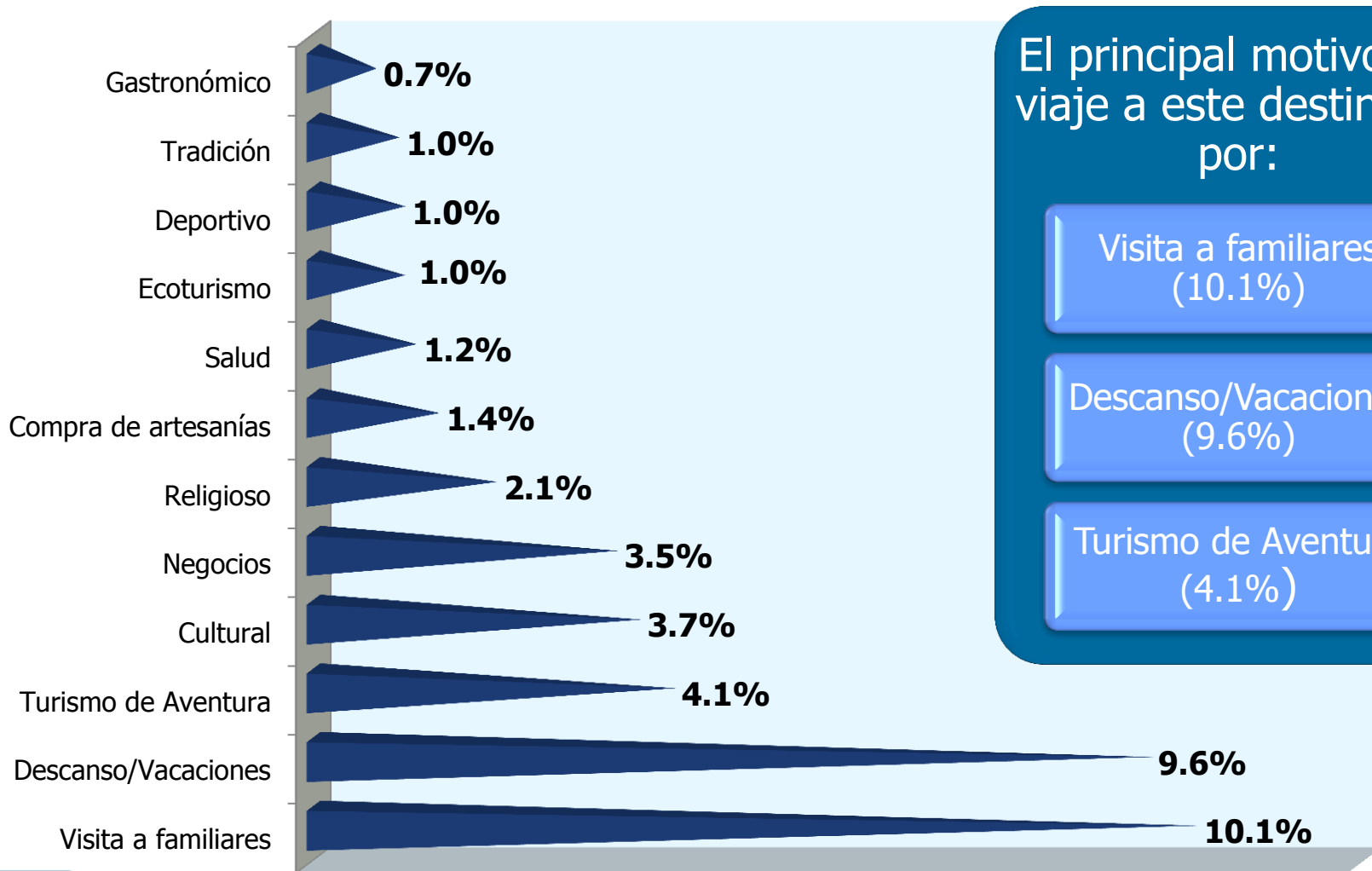


# Gasto Total Promedio Ponderado





# Razón Principal de Viaje a este destino



El principal motivo del viaje a este destino es por:

Visita a familiares  
(10.1%)

Descanso/Vacaciones  
(9.6%)

Turismo de Aventura  
(4.1%)

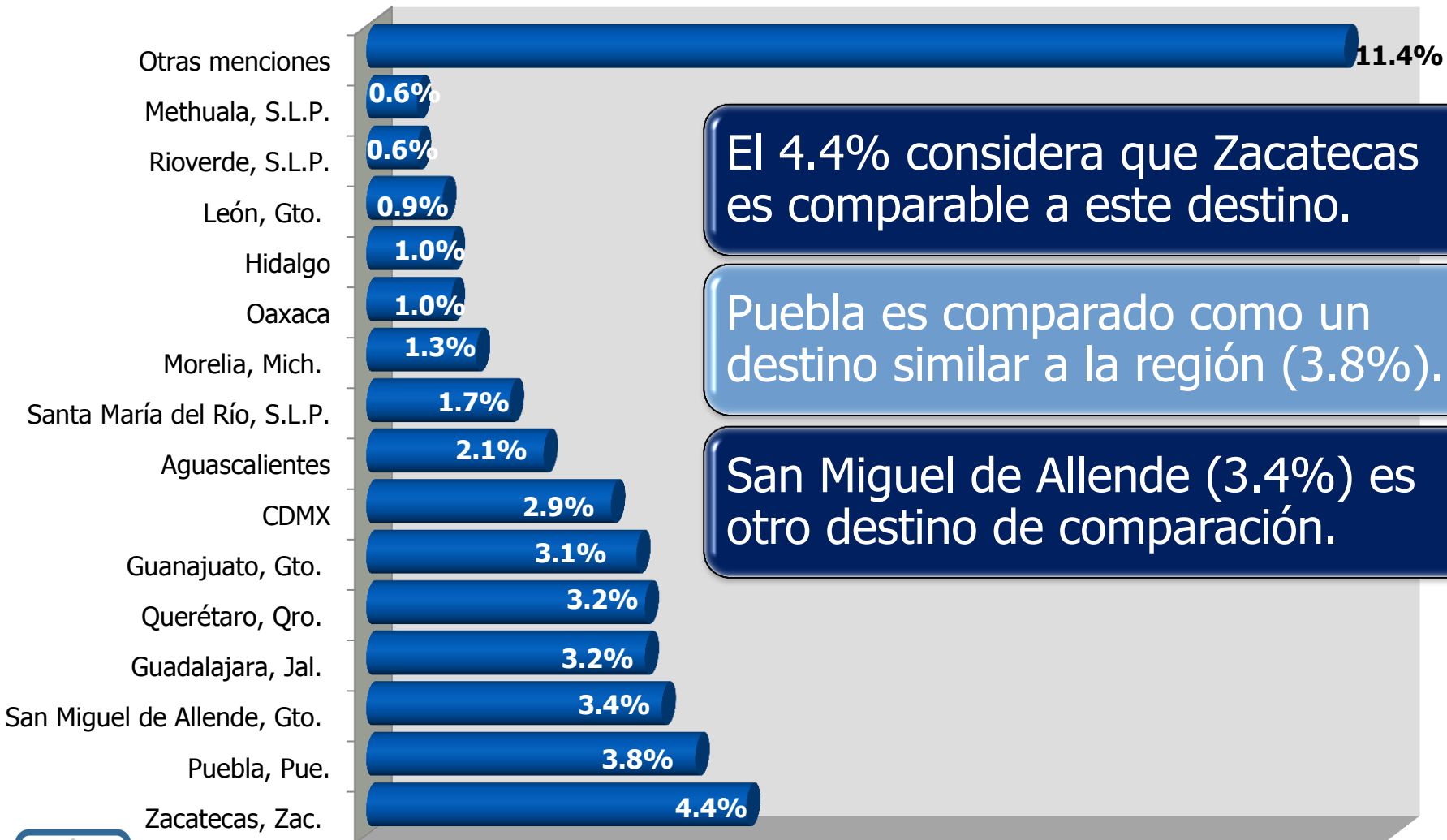
**Nota:** La diferencia para el 100% corresponde al No Contesto.

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# Sitios con los que Comparan a la Región



El 4.4% considera que Zacatecas es comparable a este destino.

Puebla es comparado como un destino similar a la región (3.8%).

San Miguel de Allende (3.4%) es otro destino de comparación.

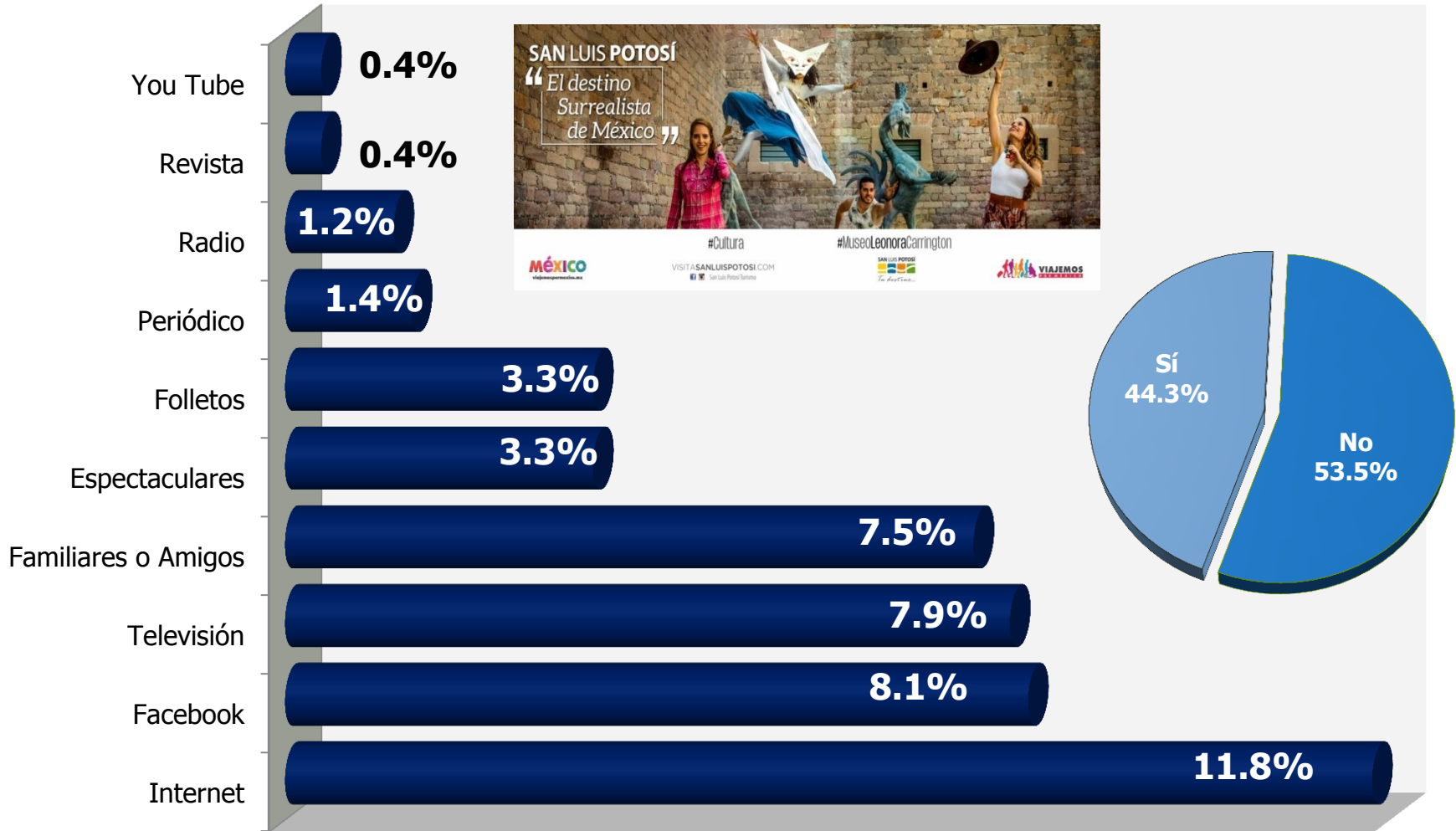
**Nota:** La diferencia para el 100% corresponde al No Contesto.

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# Recordación de la Publicidad

“El destino Surrealista de México”



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



# Medio por el que se enteró o Conoce de la Región según Lugar de Origen

Medio de Comunicación	San Luis Potosí	Nuevo León	Guanajuato	Tamaulipas	Estados Unidos de América	Zacatecas	Querétaro	Jalisco	Veracruz	Ciudad de México	Hidalgo	Sinaloa	Baja California	Coahuila	Aguascalientes	Otras Menciones	Total	
Internet	1.0%	0.4%	0.6%	0.6%	0.8%	0.4%	0.6%	0.6%	0.4%	0.6%	0.6%	0.0%	0.0%	0.4%	0.0%	4.9%	↑	11.8%
Facebook	3.0%	0.0%	0.0%	0.2%	0.4%	0.4%	0.6%	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%	0.0%	0.0%	2.6%	↑	8.1%
Televisión	0.6%	0.4%	0.2%	0.6%	0.4%	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	3.5%	→	7.9%
Familiares o Amigos	1.0%	0.0%	0.2%	0.0%	0.2%	0.2%	0.2%	0.4%	0.2%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	4.7%	→	7.5%
Espectaculares	0.8%	0.0%	0.4%	0.4%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	1.2%	↓	3.3%
Folletos	0.6%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	2.2%	↓	3.3%
Periódico	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%	↓	1.4%
Radio	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	↓	1.2%
Revista	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	↓	0.4%
You Tube	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	↓	0.4%
Instagram	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	↓	0.4%
<b>Total</b>	<b>15.2%</b>	<b>5.1%</b>	<b>4.5%</b>	<b>4.5%</b>	<b>3.9%</b>	<b>3.3%</b>	<b>3.1%</b>	<b>3.0%</b>	<b>3.0%</b>	<b>2.8%</b>	<b>2.4%</b>	<b>2.0%</b>	<b>1.8%</b>	<b>1.8%</b>	<b>1.6%</b>	<b>42.1%</b>		<b>100.0%</b>

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



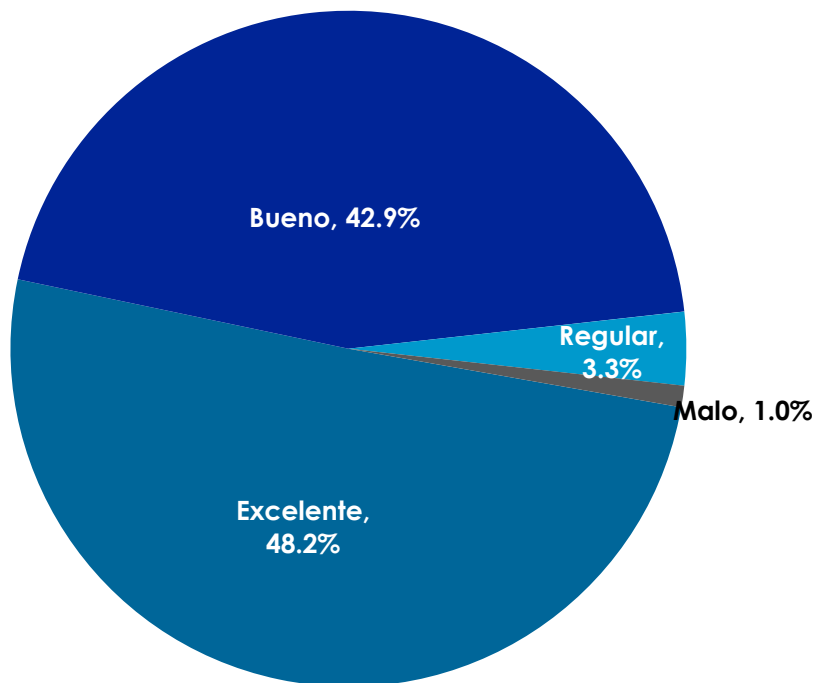
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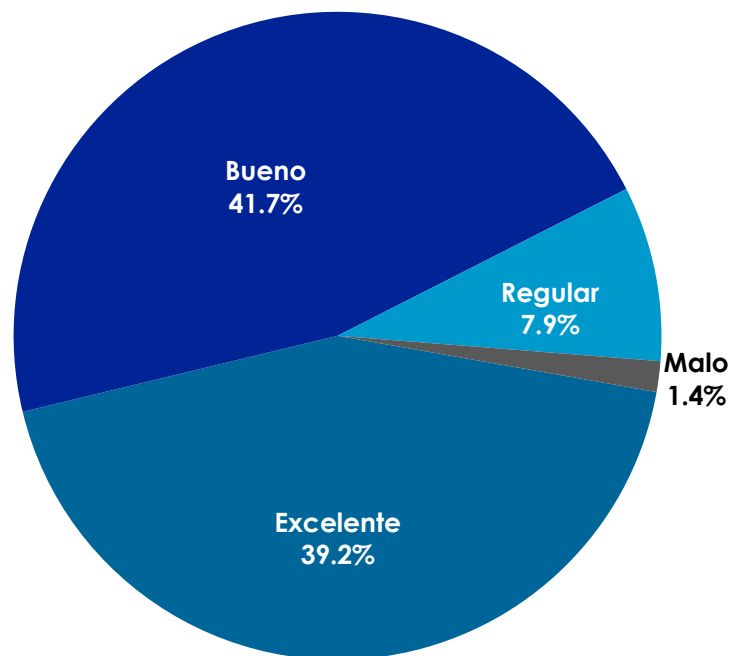


# Satisfacción del destino

## Sitios y Atractivos Turísticos



## Calidad de Infraestructura

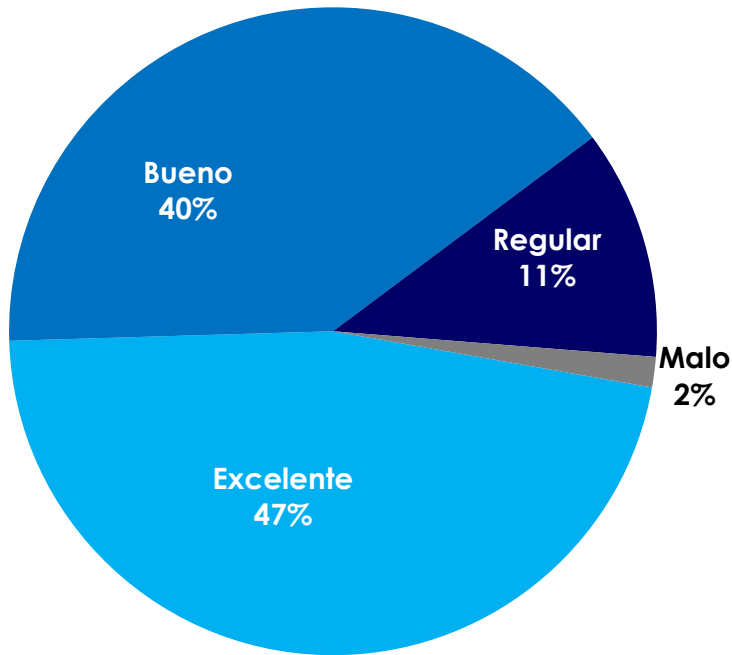




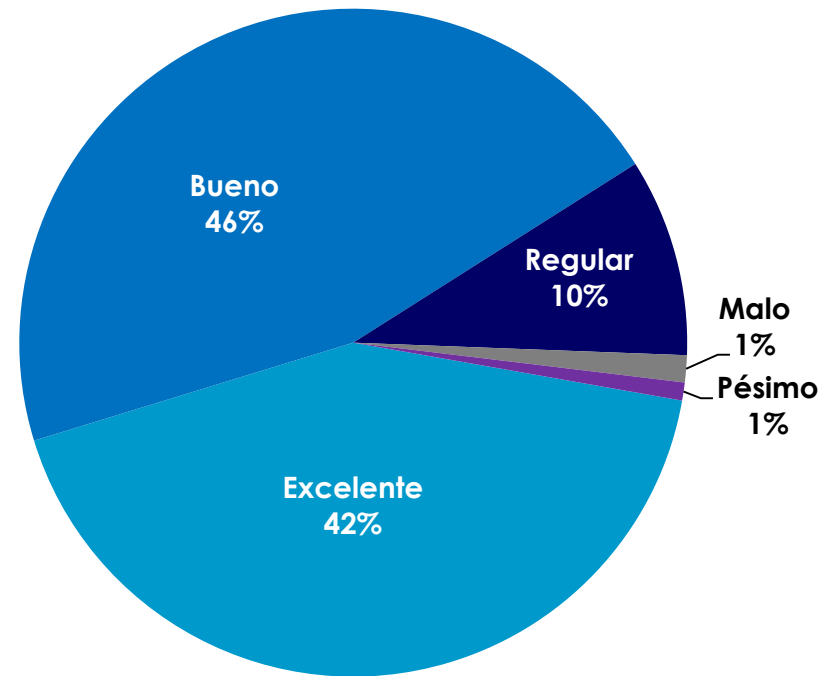


# Satisfacción del destino

## Imagen del destino



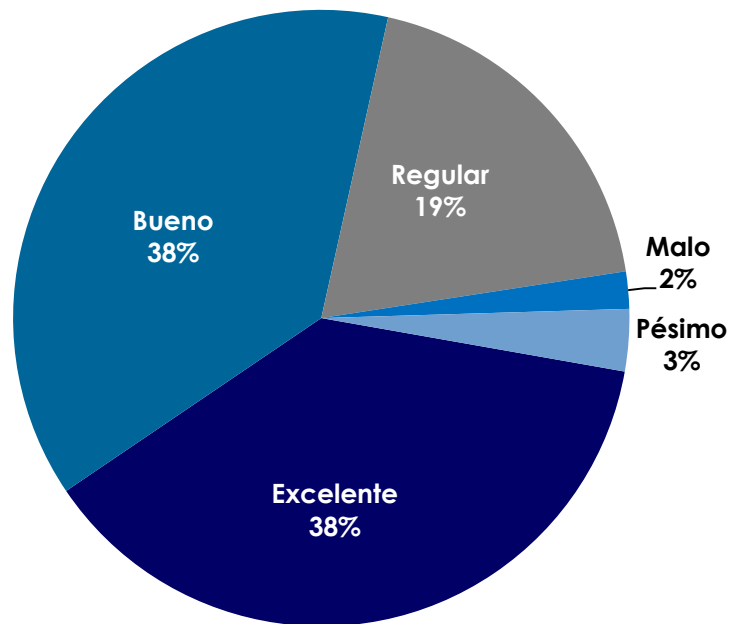
## Experiencia de viaje



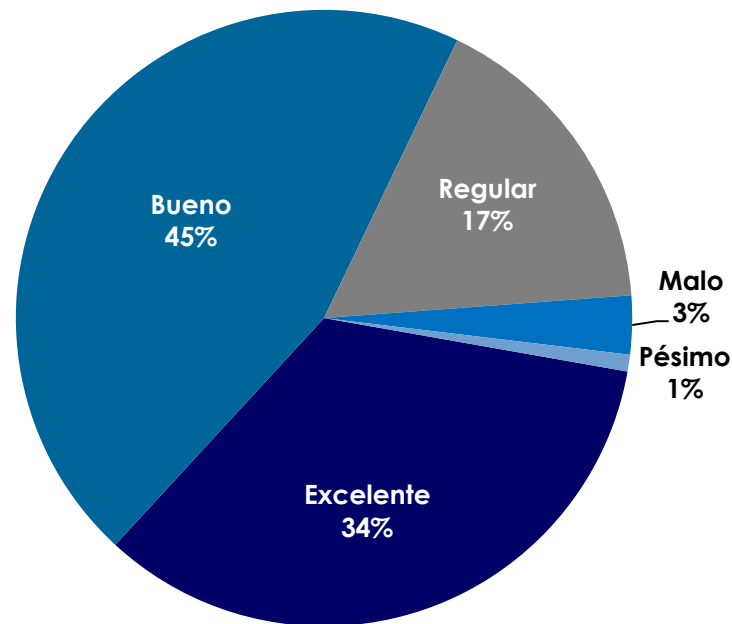


# Satisfacción del destino

## Limpieza en las calles y áreas públicas



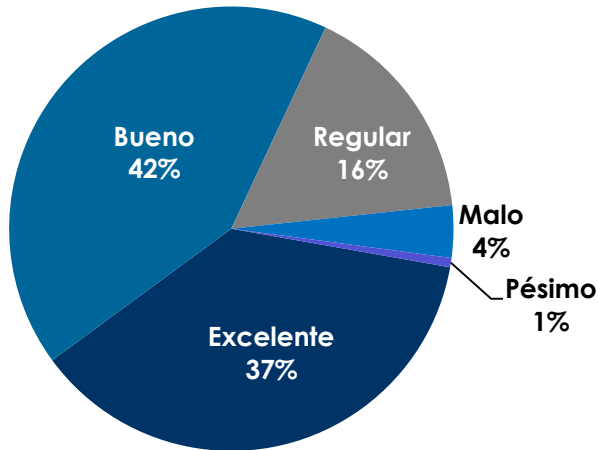
## Señalética turística del destino turístico



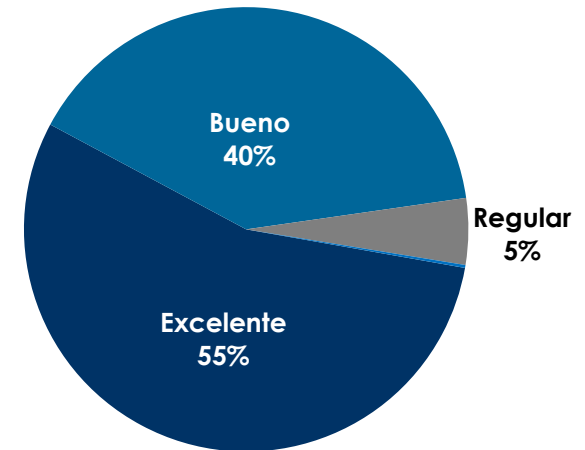


# Satisfacción del destino

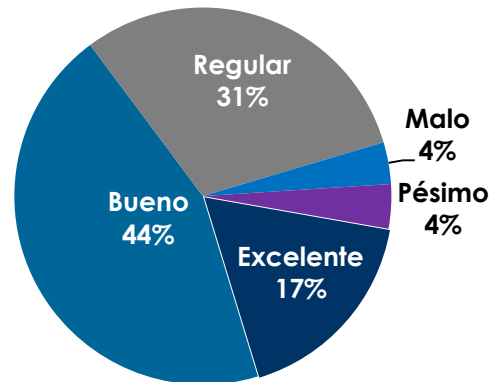
## Módulos de Información Turística



## Gastronomía típica del destino




## Relación calidad/cantidad de sanitarios

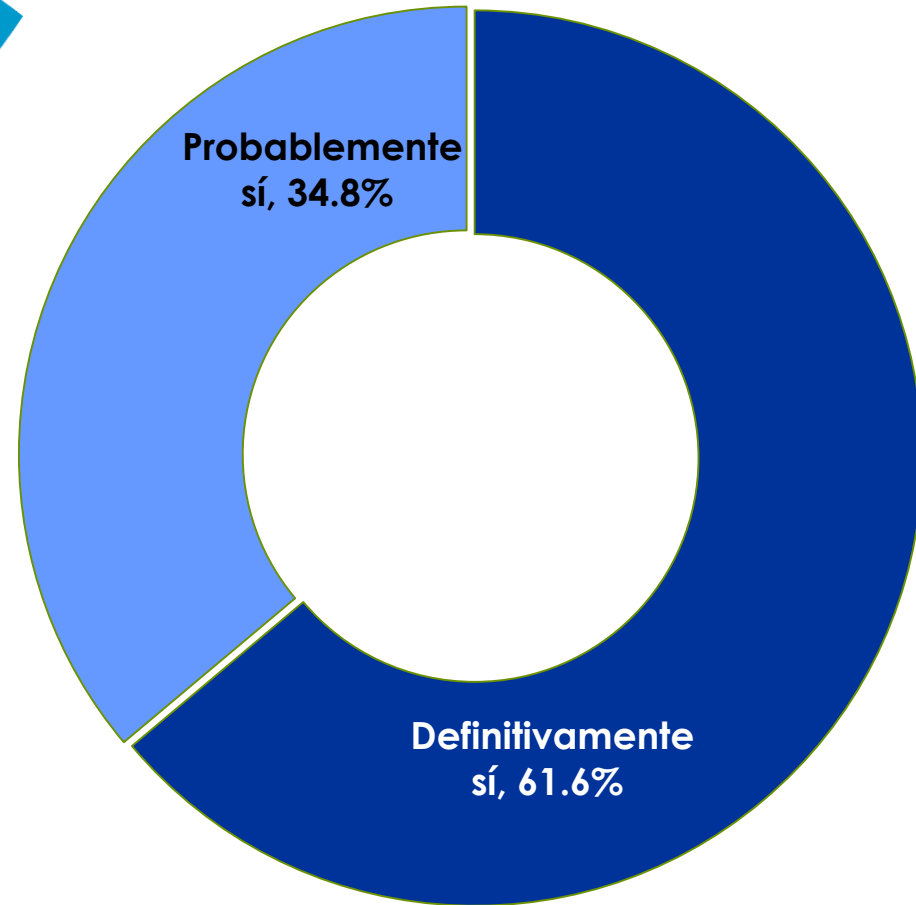


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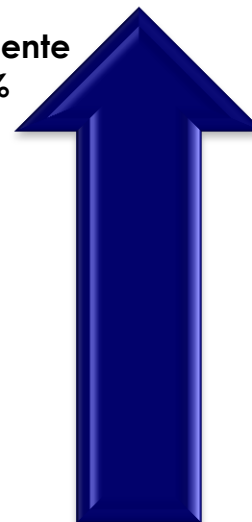
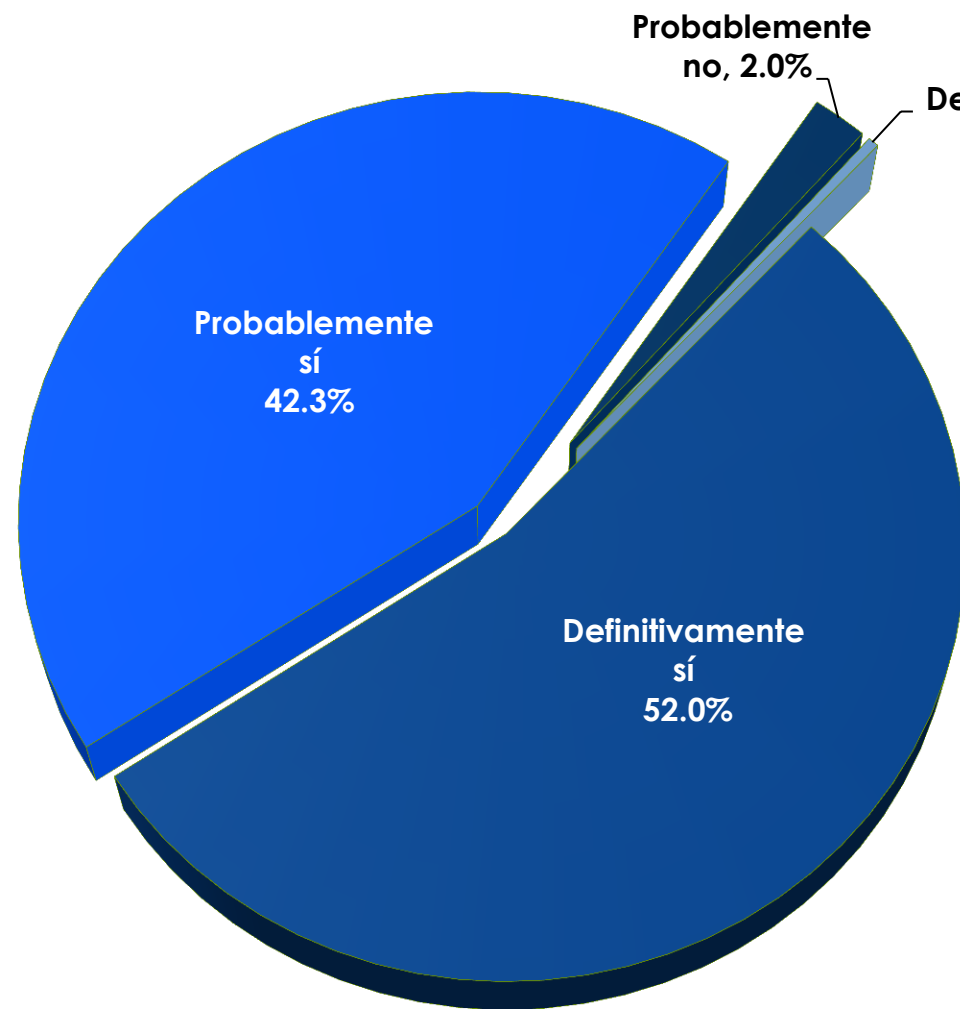
# Opinión de Regresar a este destino

 El 96.5% de los visitantes definitivamente y/o probablemente si regresaría a este destino.

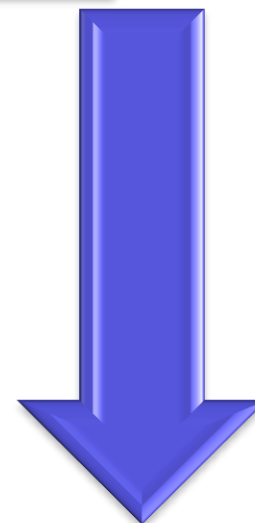




# Opinión de Recomendar a este destino



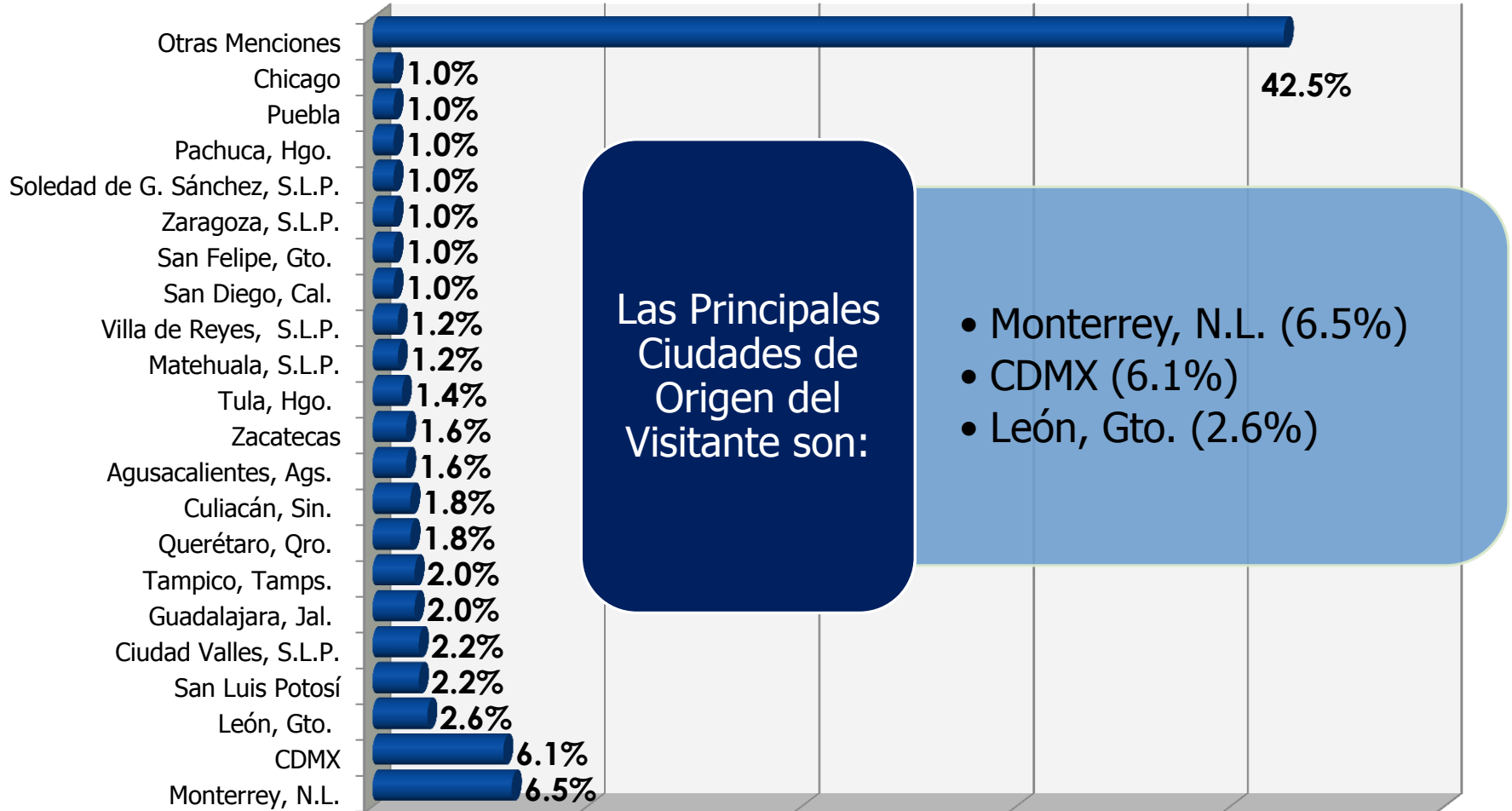
**El 94.3% de los visitantes definitivamente sí y/o probablemente recomendaría el destino.**



El 2.4% probablemente y/o definitivamente no recomendaría el destino.



# Principales Ciudades de Origen del Visitante

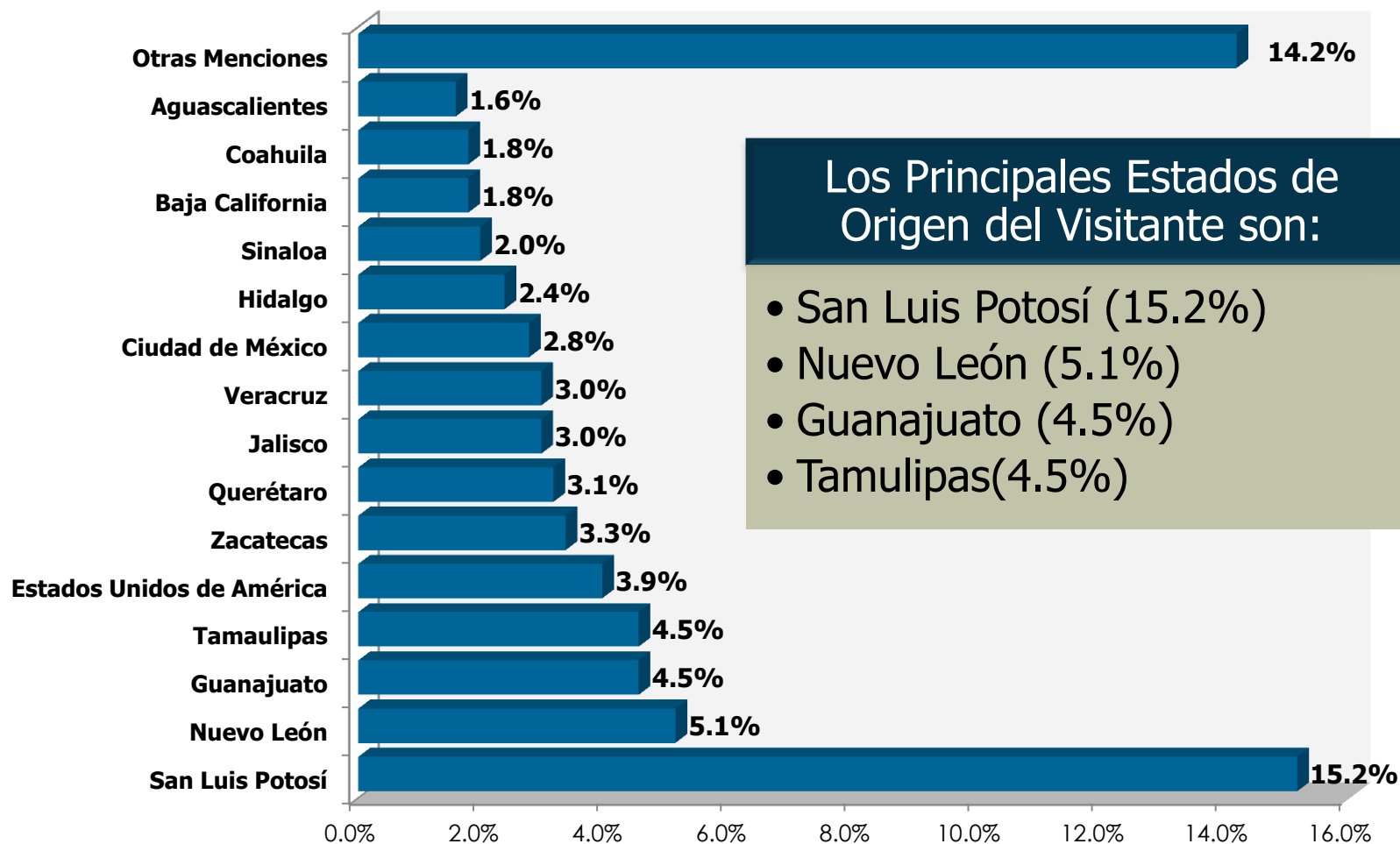


**Nota:** La diferencia para el 100% corresponde al No Contesto.

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# Principales Estados de Origen del Visitante



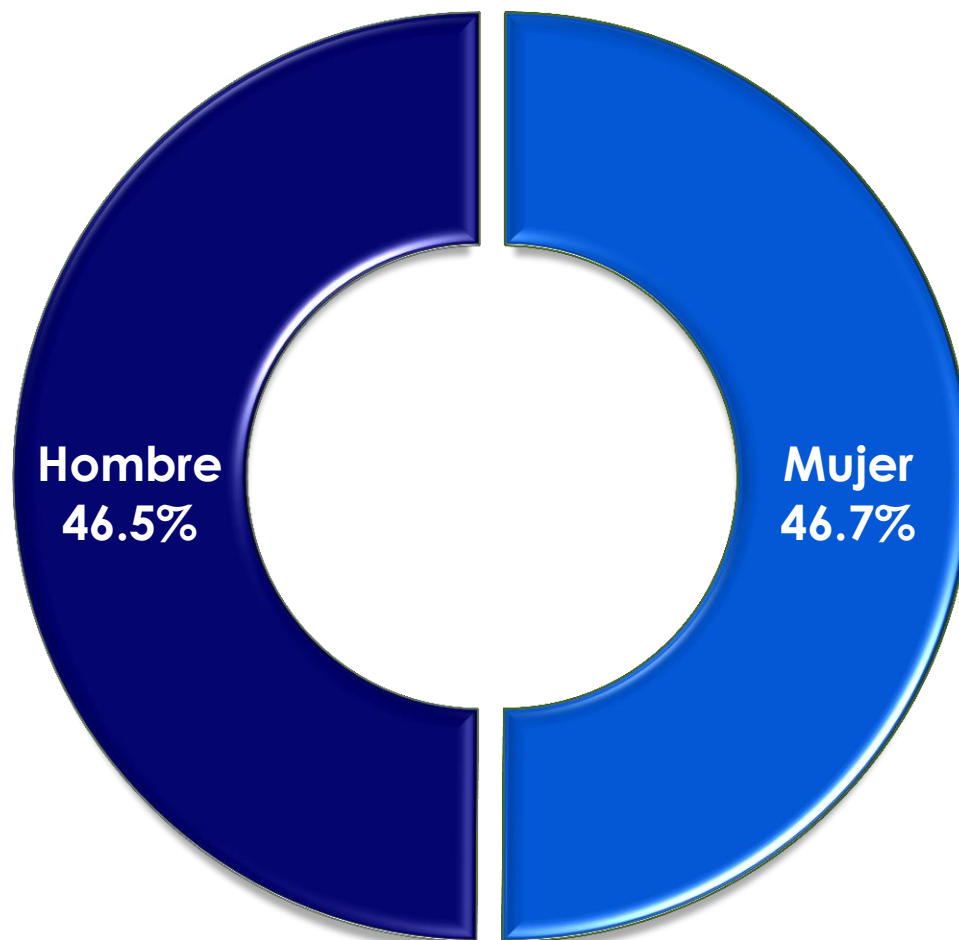
**Nota:** La diferencia para el 100% corresponde al No Contesto.

**Verano 2019- Región Centro**





# Sexo del Visitante a la Región



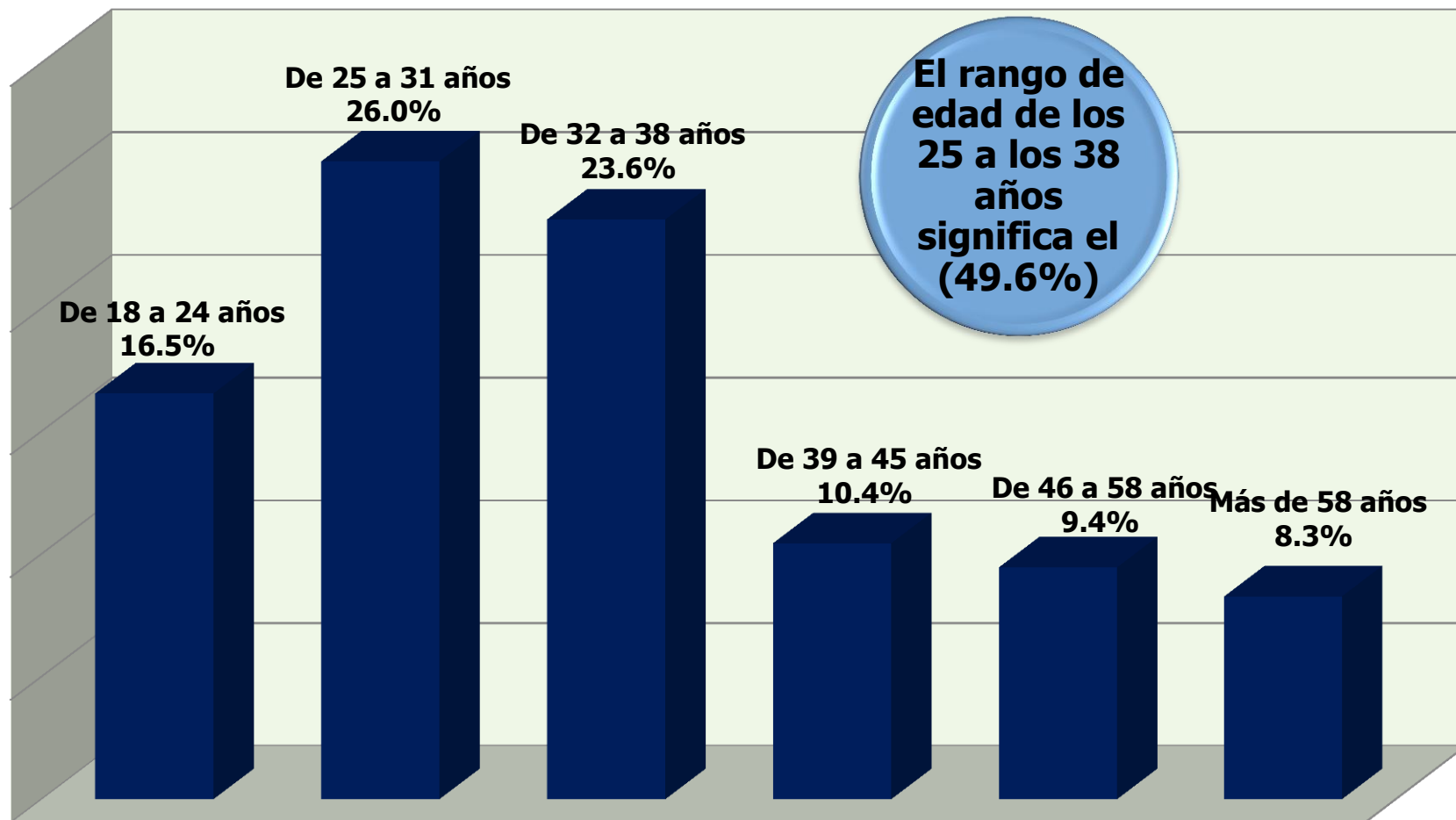
**Nota:** La diferencia para el 100% corresponde al No Contesto.

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# Rango de Edad de los Visitantes



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

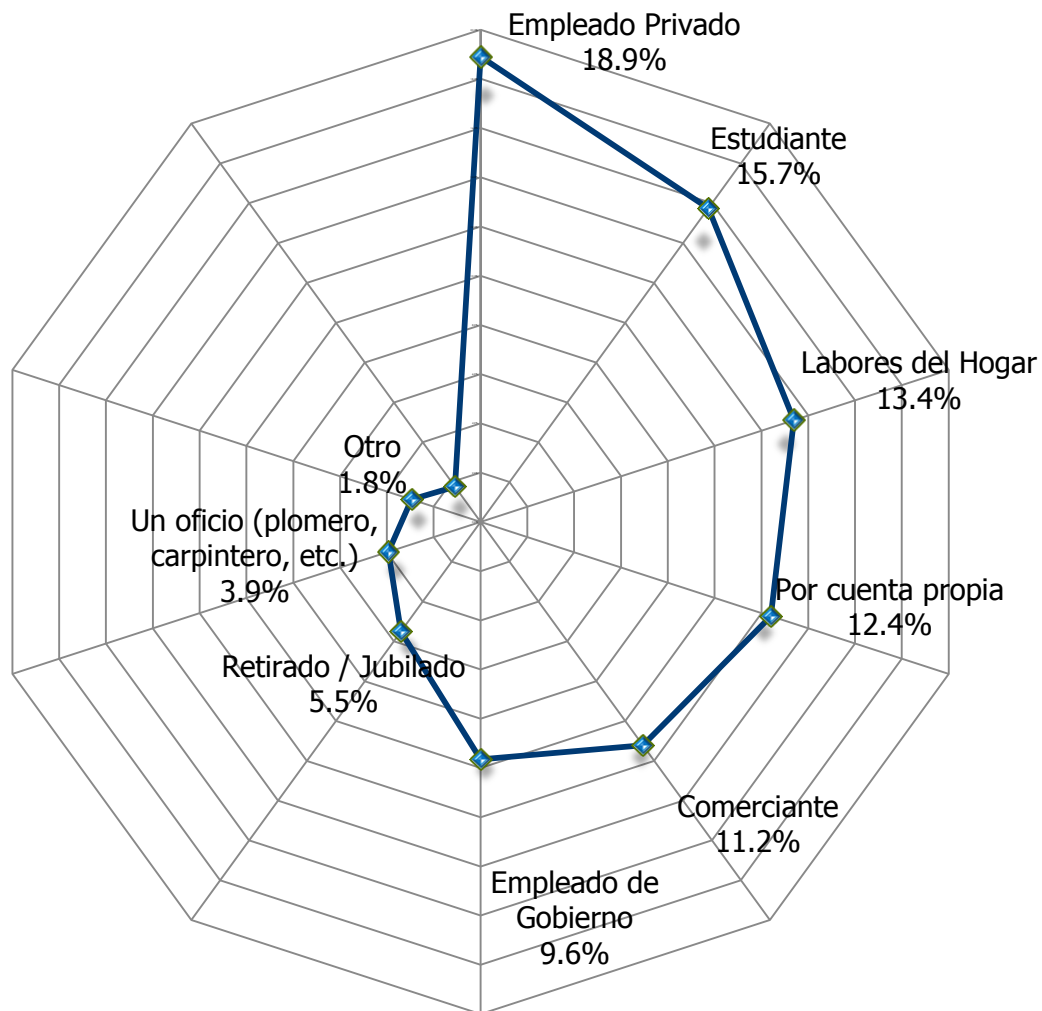


# Ocupación del Visitante a San Luis Potosí

Una importante parte de los visitantes son empleados privados (18.9%)

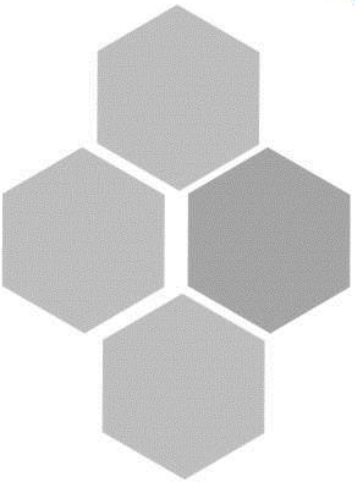
Otro segmento importante (15.7%) son estudiantes y el 13.4 se dedican a labores del hogar.

El 12.4% trabaja por cuenta propia.





# Resultados con perspectiva de género





# Resultados con Perspectiva de Género

## Lugar de Encuesta

Concepto	Mujer	Hombre	No Contesto	Total
San Luis Potosí	31.3%	27.8%	3.5%	<b>62.6%</b>
Soledad de Graciano Sánchez	11.8%	12.8%	2.8%	<b>27.4%</b>
Villa de Reyes	3.5%	5.9%	0.6%	<b>10.0%</b>
No contestó	0.0%	0.0%	0.0%	<b>0.0%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Frecuencia con que visita el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Primera vez	20.5%	19.9%	2.8%	<b>43.1%</b>
Una vez al año	7.9%	11.0%	1.2%	<b>20.1%</b>
Dos veces al año	10.4%	7.7%	2.0%	<b>20.1%</b>
Tres o más veces al año	7.7%	7.7%	1.0%	<b>16.3%</b>
No contestó	0.2%	0.2%	0.0%	<b>0.4%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Noches que permanecerá en la Región

Concepto	Mujer	Hombre	No Contesto	Total
Ninguna	3.1%	2.0%	0.6%	<b>5.7%</b>
Una noche	4.7%	6.1%	0.6%	<b>11.4%</b>
Dos noches	12.6%	11.2%	2.6%	<b>26.4%</b>
Tres noches	8.9%	11.4%	0.8%	<b>21.1%</b>
Cuatro noches	3.9%	4.7%	0.2%	<b>8.9%</b>
Cinco noches	3.5%	3.0%	0.6%	<b>7.1%</b>
Seis noches	2.0%	1.6%	0.2%	<b>3.7%</b>
Siete noches	2.2%	2.0%	0.2%	<b>4.3%</b>
Ocho noches	0.8%	1.2%	0.0%	<b>2.0%</b>
Nueve noches	0.8%	0.2%	0.0%	<b>1.0%</b>
Diez noches	0.6%	0.2%	0.0%	<b>0.8%</b>
Más de Diez noches	1.2%	0.8%	0.2%	<b>2.2%</b>
No contestó	2.4%	2.2%	1.0%	<b>5.5%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>



# Resultados con Perspectiva de Género

## Lugar donde se está hospedando

Concepto	Mujer	Hombre	No Contesto	Total
Hotel	17.9%	20.3%	3.1%	<b>41.3%</b>
Familia / Amigos	20.3%	17.5%	2.8%	<b>40.6%</b>
Acampará	1.4%	2.2%	0.2%	<b>3.7%</b>
Vivienda rentada	2.6%	4.7%	0.6%	<b>7.9%</b>
No contesto	4.5%	1.8%	0.2%	<b>6.5%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Nombre Hotel donde Hospeda

Concepto	Mujer	Hombre	No Contesto	Total
Hotel Nápoles, San Luis Potosí	2.2%	2.8%	0.0%	4.9%
Hotel Panorama, San Luis Potosí	1.4%	2.0%	0.2%	3.5%
Hotel María Cristina, San Luis Potosí	1.6%	1.2%	0.0%	2.8%
Hotel María Dolores, San Luis Potosí	0.8%	1.4%	0.0%	2.2%
Hotel Michigan, Soledad de Graciano Sánchez	1.0%	1.0%	0.2%	2.2%
Hotel Real Plaza, San Luis Potosí	1.2%	0.6%	0.2%	2.0%
Gran Hotel Concordia, San Luis Potosí	0.6%	1.2%	0.0%	1.8%
Santa Lucía Suites del Bosque, San Luis Potosí	1.0%	0.4%	0.4%	1.8%
Hotel Sand's, San Luis Potosí	0.6%	0.4%	0.2%	1.2%
Hotel de Gante, San Luis Potosí	0.8%	0.0%	0.4%	1.2%
Hotel California, Soledad de Graciano Sánchez	1.0%	0.2%	0.0%	1.2%
Hotel Holiday Inn San Luis Potosí Quijote, San Luis Potosí	0.2%	0.4%	0.2%	0.8%
Hotel San Luis, Soledad de Graciano Sánchez	0.4%	0.2%	0.2%	0.8%
Hotel Fiesta Inn Oriente, San Luis Potosí	0.6%	0.0%	0.0%	0.6%
LQ Hotel by La Quinta, San Luis Potosí	0.0%	0.6%	0.0%	0.6%
Hotel RUMA San Luis, San Luis Potosí	0.0%	0.2%	0.4%	0.6%
Hotel Misión, Zaragoza	0.0%	0.6%	0.0%	0.6%
Hotel Courtyard Marriott, San Luis Potosí	0.4%	0.0%	0.0%	0.4%
Staybridge Suites, San Luis Potosí	0.2%	0.2%	0.0%	0.4%
Hotel Ejecutivo 88 Inn, San Luis Potosí	0.0%	0.4%	0.0%	0.4%
Hotel Real Inn San Luis Potosí, San Luis Potosí	0.4%	0.0%	0.0%	0.4%
La Posada Potosina Hotel & Suites, San Luis Potosí	0.2%	0.2%	0.0%	0.4%
Hotel San Francisco, San Luis Potosí	0.2%	0.2%	0.0%	0.4%
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Nombre Hotel donde Hospeda

Concepto	Mujer	Hombre	No Contesto	Total
Hotel San Francisco, San Luis Potosí	0.2%	0.2%	0.0%	0.4%
Hotel Hilton San Luis Potosí, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Quinta Real Palacio de San Agustín, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel Ramada Encore San Luis Potosí, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Ankara Hotel & Suites, San Luis Potosí	0.2%	0.0%	0.0%	0.2%
Hotel City Express Junior Zona Industrial, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel Fiesta Inn San Luis Potosí Glorieta Juárez, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel Real de Minas, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Santosi by Innense, San Luis Potosí	0.2%	0.0%	0.0%	0.2%
Smart Suites, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel Central, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel City Express Junior Carranza, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel Comfort Inn, San Luis Potosí	0.2%	0.0%	0.0%	0.2%
Hotel Ibis, San Luis Potosí	0.2%	0.0%	0.0%	0.2%
Hotel Mansión Los Arcos, San Luis Potosí	0.2%	0.0%	0.0%	0.2%
Hotel One San Luis Potosí Glorieta Juárez, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Posada del Carmen, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel & Camp Hacienda Calderón, Villa de Reyes	0.2%	0.0%	0.0%	0.2%
Hotel del Río Inn, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Corazón de Xoconostle, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel Principal, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel La Privada, Soledad de Graciano Sánchez	0.0%	0.2%	0.0%	0.2%
Hostal Hikury	0.2%	0.0%	0.0%	0.2%
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>



# Resultados con Perspectiva de Género

## Forma de Viaje

Concepto	Mujer	Hombre	No Contesto	Total
Solo	8.1%	6.9%	1.8%	<b>16.7%</b>
Pareja	15.6%	14.4%	2.0%	<b>31.9%</b>
Familia	18.1%	17.9%	2.6%	<b>38.6%</b>
Amistades	2.2%	4.9%	0.2%	<b>7.3%</b>
Agrupación	1.4%	1.0%	0.2%	<b>2.6%</b>
No contesto	1.4%	1.4%	0.2%	<b>3.0%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Número de Acompañantes

Concepto	Mujer	Hombre	No Contesto	Total
Tres	5.9%	6.1%	1.4%	<b>13.4%</b>
Cuatro	5.5%	5.9%	1.0%	<b>12.4%</b>
Dos	1.6%	3.0%	0.0%	<b>4.5%</b>
Cinco	1.6%	2.8%	0.2%	<b>4.5%</b>
Más de Diez personas	1.2%	1.4%	0.2%	<b>2.8%</b>
Uno	1.2%	1.4%	0.0%	<b>2.6%</b>
Seis	1.2%	1.0%	0.0%	<b>2.2%</b>
Ocho	0.2%	0.8%	0.0%	<b>1.0%</b>
Siete	0.4%	0.4%	0.0%	<b>0.8%</b>
Nueve	0.0%	0.2%	0.0%	<b>0.2%</b>
No contesto	28.0%	23.6%	4.1%	<b>55.7%</b>
<b>419</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Medio de Transporte Utilizado

Concepto	Mujer	Hombre	No Contesto	Total
Automóvil	26.2%	29.9%	3.3%	<b>59.4%</b>
Autobús de línea	11.6%	8.5%	2.2%	<b>22.2%</b>
Autobús rentado	2.4%	2.6%	0.0%	<b>4.9%</b>
Avión	2.4%	1.8%	0.2%	<b>4.3%</b>
No contestó	4.1%	3.7%	1.2%	<b>9.1%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>



# Resultados con Perspectiva de Género

## Gasto Promedio en Hospedaje

Concepto	Mujer	Hombre	No Contesto	Total
400 a 500 pesos	6.5%	8.5%	0.8%	<b>15.7%</b>
501 a 600 pesos	6.9%	4.1%	0.8%	<b>11.8%</b>
601 a 800 pesos	3.9%	4.9%	1.0%	<b>9.8%</b>
801 a 990 pesos	1.8%	4.9%	0.8%	<b>7.5%</b>
Más de 1,000	3.1%	4.3%	0.8%	<b>8.3%</b>
No contesto	24.4%	19.7%	2.8%	<b>46.9%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Gasto Promedio en Souvenirs

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	13.6%	11.0%	2.4%	<b>27.0%</b>
301 a 450 pesos	8.7%	7.9%	0.6%	<b>17.1%</b>
451 a 500 pesos	3.0%	3.5%	1.0%	<b>7.5%</b>
501 a 600 pesos	0.8%	2.0%	0.2%	<b>3.0%</b>
Más de 600 pesos	0.8%	1.0%	0.2%	<b>2.0%</b>
No contesto	19.9%	21.1%	2.6%	<b>43.5%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Gasto Promedio en Compras

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	11.8%	10.4%	1.0%	<b>23.2%</b>
301 a 450 pesos	9.4%	7.7%	1.4%	<b>18.5%</b>
451 a 500 pesos	3.1%	3.3%	0.4%	<b>6.9%</b>
501 a 600 pesos	1.2%	2.4%	0.8%	<b>4.3%</b>
Más de 600 pesos	3.7%	4.5%	1.0%	<b>9.3%</b>
No contesto	17.3%	18.1%	2.4%	<b>37.8%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Gasto Promedio en Transportación Local

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	9.6%	8.7%	0.8%	<b>19.1%</b>
301 a 450 pesos	4.7%	4.9%	0.6%	<b>10.2%</b>
451 a 500 pesos	1.8%	1.6%	0.4%	<b>3.7%</b>
501 a 600 pesos	0.0%	0.6%	0.2%	<b>0.8%</b>
Más de 600 pesos	0.4%	0.8%	0.2%	<b>1.4%</b>
No contesto	30.1%	29.9%	4.7%	<b>64.8%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Gasto Promedio en Alimentos y Bebidas

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	15.7%	12.8%	2.4%	<b>30.9%</b>
301 a 450 pesos	10.4%	11.2%	2.0%	<b>23.6%</b>
451 a 500 pesos	8.9%	6.7%	0.6%	<b>16.1%</b>
501 a 600 pesos	2.4%	3.0%	1.0%	<b>6.3%</b>
Más de 600 pesos	1.0%	4.3%	0.4%	<b>5.7%</b>
No contesto	8.3%	8.5%	0.6%	<b>17.3%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Gasto Promedio en Gasolina

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	13.8%	13.4%	3.0%	<b>30.1%</b>
301 a 450 pesos	4.7%	4.7%	0.2%	<b>9.6%</b>
451 a 500 pesos	3.9%	3.9%	0.8%	<b>8.7%</b>
501 a 600 pesos	1.6%	2.4%	0.4%	<b>4.3%</b>
Más de 600 pesos	1.8%	3.3%	0.6%	<b>5.7%</b>
No contesto	20.9%	18.7%	2.0%	<b>41.5%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>



# Resultados con Perspectiva de Género

## Razón Principal de Viaje a la Región

Concepto	Mujer	Hombre	No Contestó	Total
Visita a familiares	5.2%	4.1%	0.7%	10.1%
Descanso/Vacaciones	4.7%	4.1%	0.7%	9.6%
Turismo de Aventura	1.6%	2.3%	0.3%	4.1%
Cultural	1.6%	1.8%	0.3%	3.7%
Negocios	1.2%	2.1%	0.2%	3.5%
Religioso	1.0%	1.0%	0.1%	2.1%
Compra de artesanías	0.7%	0.5%	0.2%	1.4%
Salud	0.9%	0.1%	0.1%	1.2%
Ecoturismo	0.5%	0.5%	0.1%	1.0%
Deportivo	0.3%	0.7%	0.0%	1.0%
Tradición	0.7%	0.3%	0.1%	1.0%
Gastronómico	0.2%	0.4%	0.1%	0.7%
No Contestó	28.0%	28.5%	3.9%	60.4%
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Con que sitios compararía la Región

Concepto	Mujer	Hombre	No Contestó	Total
Zacatecas, Zac.	2.5%	1.7%	0.3%	4.4%
Puebla, Pue.	2.4%	1.2%	0.3%	3.8%
San Miguel de Allende, Gto.	1.8%	1.5%	0.2%	3.4%
Guadalupe, Jal.	1.7%	1.6%	0.0%	3.2%
Querétaro, Qro.	1.4%	1.5%	0.4%	3.2%
Guanajuato, Gto.	1.7%	1.2%	0.3%	3.1%
CDMX	1.5%	1.1%	0.3%	2.9%
Aguascalientes	0.7%	1.2%	0.2%	2.1%
Santa María del Río, S.L.P.	0.7%	1.0%	0.0%	1.7%
Morelia, Mich.	0.4%	0.8%	0.1%	1.3%
Oaxaca	0.4%	0.6%	0.0%	1.0%
Hidalgo	0.4%	0.6%	0.0%	1.0%
León, Gto.	0.3%	0.6%	0.0%	0.9%
Rivera, S.L.P.	0.3%	0.3%	0.0%	0.6%
Methuán, S.L.P.	0.4%	0.1%	0.1%	0.6%
San Luis Potosí	0.2%	0.3%	0.1%	0.6%
Tepoztlán, Mor.	0.3%	0.1%	0.0%	0.4%
Saltillo, Coah.	0.2%	0.2%	0.0%	0.4%
Villa de Reyes, S.L.P.	0.3%	0.1%	0.0%	0.4%
Tlaxcala	0.2%	0.2%	0.0%	0.4%
Toluca, Edo. Mex.	0.2%	0.2%	0.0%	0.4%
San Felipe, Gto.	0.2%	0.2%	0.0%	0.4%
Jalisco	0.2%	0.1%	0.0%	0.3%
Chiapas	0.2%	0.1%	0.0%	0.3%
Monterrey, N.L.	0.1%	0.1%	0.0%	0.3%
Veracruz	0.0%	0.3%	0.0%	0.3%
Ciudad Valles	0.1%	0.2%	0.0%	0.3%
Rayón, S.L.P.	0.2%	0.0%	0.1%	0.3%
Silao, Gto.	0.2%	0.1%	0.0%	0.3%
Venado, S.L.P.	0.2%	0.1%	0.0%	0.3%
Torreón, Coah.	0.0%	0.2%	0.1%	0.3%
Morelos	0.2%	0.0%	0.1%	0.3%
Jérez, Zac.	0.2%	0.1%	0.0%	0.3%
San Juan de los Lagos, Jal.	0.0%	0.2%	0.0%	0.2%
Ciudad Acuña, coah.	0.1%	0.1%	0.0%	0.2%
Xilitla, S.L.P.	0.0%	0.2%	0.0%	0.2%
Ciudad Fernández, S.L.P.	0.2%	0.0%	0.0%	0.2%
San Cristóbal de las Casas, Chis.	0.2%	0.0%	0.0%	0.2%
Ciudad Juárez, Chih.	0.1%	0.0%	0.1%	0.2%
Salamanca, Gto.	0.1%	0.0%	0.1%	0.2%
Tanquián, S.L.P.	0.1%	0.1%	0.0%	0.2%
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Con que sitios compararía la Región

Concepto	Mujer	Hombre	No Contestó	Total
Pachuca, Hgo.		0.0%	0.2%	0.0%
Cuernavaca, Mor.		0.1%	0.1%	0.0%
Ecatepec, Mor.		0.1%	0.1%	0.0%
Ciudad Victoria, Tamps.		0.1%	0.1%	0.0%
Durango, Dgo.		0.0%	0.2%	0.0%
Naucalpan, Edo. Mex.		0.1%	0.1%	0.0%
Valle de los Fantasmás		0.1%	0.1%	0.0%
Cancún, Q Roo.		0.2%	0.0%	0.0%
Chihuahua		0.0%	0.0%	0.1%
Huasteca Potosina		0.0%	0.1%	0.0%
Cedral, S.L.P.		0.1%	0.0%	0.1%
Apodaca, N.L.		0.0%	0.1%	0.0%
Villa de Pozos, S.L.P.		0.0%	0.1%	0.0%
Mexquique, S.L.P.		0.0%	0.1%	0.0%
San Luis de la Paz, Gto.		0.0%	0.1%	0.0%
Zaragoza, S.L.P.		0.1%	0.0%	0.0%
Celaya, Gto.		0.1%	0.0%	0.0%
Hermosillo, Son.		0.1%	0.0%	0.0%
Huichichuayán, S.L.P.		0.0%	0.1%	0.0%
Aquimón, S.L.P.		0.1%	0.0%	0.0%
Coima, Col.		0.0%	0.1%	0.0%
Salinas, S.L.P.		0.1%	0.0%	0.0%
Pinos, Zac.		0.1%	0.0%	0.0%
San José del Pacífico, Oax.		0.0%	0.1%	0.0%
Alaquines, S.L.P.		0.0%	0.1%	0.0%
Lagos de Moreno, Jal.		0.0%	0.1%	0.0%
Santiago, Chile		0.1%	0.0%	0.0%
Matamoros, Tamps.		0.0%	0.1%	0.0%
Mérida, Yuc.		0.0%	0.1%	0.0%
Tula, Hgo.		0.0%	0.1%	0.0%
Ensenada, B.C.		0.1%	0.0%	0.0%
Salta, Arg.		0.0%	0.0%	0.1%
Valle Umbroso, S.L.P.		0.0%	0.0%	0.1%
Nuevo León		0.1%	0.0%	0.0%
Gogorrón, S.L.P.		0.1%	0.0%	0.0%
Dolores Hidalgo, Gto.		0.0%	0.1%	0.0%
Villa Hidalgo		0.1%	0.0%	0.0%
Jaral de Berrios		0.0%	0.1%	0.0%
Taxco, Gro.		0.1%	0.0%	0.0%
No Contestó	24.4%	26.2%	3.7%	54.3%
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

Verano 2019- Región Centro







# Resultados con Perspectiva de Género

## Recuerda Publicidad del Destino

Concepto	Mujer	Hombre	No Contesto	Total
Sí	21.1%	20.5%	2.8%	<b>44.3%</b>
No	24.4%	25.0%	4.1%	<b>53.5%</b>
No contesto	1.2%	1.0%	0.0%	<b>2.2%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Medio en que recuerda la publicidad

Concepto	Mujer	Hombre	No Contesto	Total
Internet	5.3%	5.5%	1.0%	<b>11.8%</b>
Facebook	5.1%	2.4%	0.6%	<b>8.1%</b>
Televisión	3.7%	3.7%	0.4%	<b>7.9%</b>
Familiares o Amigos	4.1%	3.1%	0.2%	<b>7.5%</b>
Espectaculares	2.0%	1.2%	0.2%	<b>3.3%</b>
Folletos	1.4%	1.6%	0.4%	<b>3.3%</b>
Periódico	0.6%	0.6%	0.2%	<b>1.4%</b>
Radio	0.0%	1.2%	0.0%	<b>1.2%</b>
Revista	0.0%	0.4%	0.0%	<b>0.4%</b>
You Tube	0.0%	0.2%	0.2%	<b>0.4%</b>
No contesto	24.4%	26.2%	3.7%	<b>54.3%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>



# Resultados con Perspectiva de Género

## Regresaría al Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	31.7%	26.2%	3.7%	<b>61.6%</b>
Probablemente sí	14.4%	18.7%	1.8%	<b>34.8%</b>
Probablemente no	0.0%	0.0%	0.0%	<b>0.0%</b>
Definitivamente no	0.0%	0.0%	0.0%	<b>0.0%</b>
No Contesto	0.6%	1.6%	1.4%	<b>3.5%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Recomendaría el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	26.6%	21.9%	3.5%	<b>52.0%</b>
Probablemente sí	18.7%	21.7%	2.0%	<b>42.3%</b>
Probablemente no	0.8%	1.2%	0.0%	<b>2.0%</b>
Definitivamente no	0.0%	0.4%	0.0%	<b>0.4%</b>
No Contesto	0.6%	1.4%	1.4%	<b>3.3%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>



# Resultados con Perspectiva de Género

Ciudad de Origen					Ciudad de Origen				
Concepto	Mujer	Hombre	No Contesto	Total	Concepto	Mujer	Hombre	No Contesto	Total
Monterrey, N.L.	3.5%	2.8%	0.2%	6.5%	Matamoros, Tamps.	0.4%	0.0%	0.0%	0.4%
CDMX	2.8%	3.1%	0.2%	6.1%	Guernavaca, Mor.	0.2%	0.2%	0.0%	0.4%
León, Gto.	0.8%	1.8%	0.0%	2.6%	Villa de Arriaga, S.L.P.	0.2%	0.2%	0.0%	0.4%
San Luis Potosí	1.2%	1.0%	0.0%	2.2%	Salto, Uru.	0.2%	0.2%	0.0%	0.4%
Ciudad Valles, S.L.P.	1.6%	0.6%	0.0%	2.2%	Tulancingo, Hgo.	0.2%	0.0%	0.2%	0.4%
Guadalajara, Jal.	0.4%	1.6%	0.0%	2.0%	Texas	0.0%	0.4%	0.0%	0.4%
Tampico, Tamps.	0.6%	1.0%	0.4%	2.0%	Tonalá, Jal.	0.2%	0.2%	0.0%	0.4%
Querétaro, Qro.	0.8%	0.8%	0.2%	1.8%	Zapopan, Jal.	0.0%	0.4%	0.0%	0.4%
Cuicacán, Sin.	1.2%	0.6%	0.0%	1.8%	Emiliano Zapata, Dgo.	0.0%	0.2%	0.0%	0.2%
Aguaascalientes, Ags.	0.6%	1.0%	0.0%	1.6%	Plazaltán, Sin.	0.0%	0.2%	0.0%	0.2%
Zacatecas	0.6%	0.8%	0.2%	1.6%	San Juan de los Lagos, Jal.	0.2%	0.0%	0.0%	0.2%
Tula, Hgo.	0.4%	1.0%	0.0%	1.4%	Cd. Obregón, S.L.P.	0.2%	0.0%	0.0%	0.2%
Matehuala, S.L.P.	0.8%	0.4%	0.0%	1.2%	San Salvador	0.2%	0.0%	0.0%	0.2%
Villa de Reyes, S.L.P.	0.6%	0.6%	0.0%	1.2%	Acayucan, Ver.	0.0%	0.2%	0.0%	0.2%
San Diego, Cal.	0.0%	1.0%	0.0%	1.0%	Casa grande, Chih.	0.0%	0.2%	0.0%	0.2%
San Felipe, Gto.	0.2%	0.8%	0.0%	1.0%	Córdoba, Ver.	0.2%	0.0%	0.0%	0.2%
Zaragoza, S.L.P.	1.0%	0.0%	0.0%	1.0%	Irburide, Gto.	0.0%	0.2%	0.0%	0.2%
Soledad de G. Sánchez, S.L.P.	0.4%	0.4%	0.2%	1.0%	Santa Mónica, Cal.	0.2%	0.0%	0.0%	0.2%
Pachuca, Hgo.	0.4%	0.4%	0.2%	1.0%	Tlalpan, Edo. Mex.	0.2%	0.0%	0.0%	0.2%
Puebla	0.4%	0.6%	0.0%	1.0%	Santa Catarina, S.L.P.	0.2%	0.0%	0.0%	0.2%
Chicago	0.8%	0.2%	0.0%	1.0%	Matlapa, S.L.P.	0.0%	0.0%	0.2%	0.2%
Morelia, Mich.	0.4%	0.6%	0.0%	1.0%	Fresnillo, Zac.	0.0%	0.2%	0.0%	0.2%
Durango	0.4%	0.4%	0.2%	1.0%	Paraná, Bra.	0.0%	0.2%	0.0%	0.2%
Tequisquiapan, Qro.	0.8%	0.2%	0.0%	1.0%	Salt Lake City, Ut.	0.2%	0.0%	0.0%	0.2%
Merida, Yuc.	0.6%	0.2%	0.0%	0.8%	Zacatlépec, Mor.	0.0%	0.2%	0.0%	0.2%
Dallas, Tx.	0.8%	0.0%	0.0%	0.8%	Tanguán, S.L.P.	0.2%	0.0%	0.0%	0.2%
Chihuahua	0.2%	0.4%	0.2%	0.8%	Jiménez, Coah.	0.0%	0.2%	0.0%	0.2%
Mexquitic, S.L.P.	0.6%	0.2%	0.0%	0.8%	Tlaxcala	0.0%	0.2%	0.0%	0.2%
Guadalupe, Zac.	0.6%	0.2%	0.0%	0.8%	Taxco, Gro.	0.0%	0.2%	0.0%	0.2%
Santa María del Río, S.L.P.	0.4%	0.4%	0.0%	0.8%	San Antonio	0.0%	0.2%	0.0%	0.2%
Rayón, S.L.P.	0.6%	0.0%	0.2%	0.8%	Coxcatlán, S.L.P.	0.2%	0.0%	0.0%	0.2%
Xalapa, Ver.	0.4%	0.2%	0.2%	0.8%	La Paz, B.C.	0.0%	0.2%	0.0%	0.2%
Austin, Tx.	0.4%	0.2%	0.2%	0.8%	Jrapuato, Gto.	0.0%	0.0%	0.2%	0.2%
Torreón, Coah.	0.4%	0.0%	0.8%	0.8%	Buenos Aires, Arg.	0.0%	0.0%	0.2%	0.2%
Ciudad Mante, Tamps.	0.2%	0.2%	0.4%	0.8%	Asunción, Par.	0.2%	0.0%	0.0%	0.2%
Pinos, Zac.	0.4%	0.4%	0.0%	0.8%	Hermosillo, Son.	0.0%	0.2%	0.0%	0.2%
Lázaro Cárdenas, Mich.	0.4%	0.2%	0.0%	0.6%	Cerritos, S.L.P.	0.2%	0.0%	0.0%	0.2%
Tepec, Nvy.	0.2%	0.4%	0.0%	0.6%	Orizaba, Ver.	0.0%	0.2%	0.0%	0.2%
Cancon, Q Roo	0.4%	0.2%	0.0%	0.6%	Tequisquiapan, Qro.	0.2%	0.0%	0.0%	0.2%
Ensenada, B.C.	0.6%	0.0%	0.0%	0.6%	Venado, S.L.P.	0.2%	0.0%	0.0%	0.2%
Satillo, Coah.	0.2%	0.4%	0.0%	0.6%	Bogotá, Col.	0.2%	0.0%	0.0%	0.2%
Guajuato	0.2%	0.4%	0.0%	0.6%	El naranjo, S.L.P.	0.0%	0.2%	0.0%	0.2%
Jeréz, Zac.	0.0%	0.4%	0.2%	0.6%	Calvillo, Zac.	0.0%	0.2%	0.0%	0.2%
Huichihuyán, S.L.P.	0.6%	0.0%	0.0%	0.6%	Puerto Escondido, Gax.	0.0%	0.2%	0.0%	0.2%
Naucalpan, Edo. Mex.	0.4%	0.2%	0.0%	0.6%	Piedras Negras, Coah.	0.2%	0.0%	0.0%	0.2%
Mexicali, B.C.	0.4%	0.2%	0.0%	0.6%	Zacapoxtla, Pue.	0.2%	0.0%	0.0%	0.2%
Tamazunchale, S.L.P.	0.2%	0.4%	0.0%	0.6%	Aguisimón	0.0%	0.2%	0.0%	0.2%
Monclova, Coah.	0.0%	0.4%	0.2%	0.6%	Atlixco, Pue.	0.2%	0.0%	0.0%	0.2%
Santa Catarina, S.L.P.	0.0%	0.4%	0.2%	0.6%	Sayula, Jal.	0.0%	0.2%	0.0%	0.2%
Ciudad Victoria, Tamps.	0.4%	0.2%	0.0%	0.6%	Guamuchil, Son.	0.2%	0.0%	0.0%	0.2%
Celaya, Gto.	0.4%	0.2%	0.0%	0.6%	Escobedo, N.L.	0.0%	0.0%	0.2%	0.2%
Rioverde, S.L.P.	0.2%	0.4%	0.0%	0.6%	Santa Fé, Arg.	0.2%	0.0%	0.0%	0.2%
San Juan del Río, Qro.	0.6%	0.0%	0.0%	0.6%	Xilitla, S.L.P.	0.2%	0.0%	0.0%	0.2%
Veracruz	0.4%	0.0%	0.0%	0.4%	Tampo. Flo.	0.0%	0.2%	0.0%	0.2%
Michoacán	0.4%	0.0%	0.0%	0.4%	Zamorá, Mich.	0.2%	0.0%	0.0%	0.2%
Reynosa, Tamps.	0.2%	0.2%	0.0%	0.4%	Alto Lucero	0.0%	0.2%	0.0%	0.2%
Toluca, Edo. Mex.	0.4%	0.0%	0.0%	0.4%	Jesús María, Arg.	0.0%	0.0%	0.2%	0.2%
Sonora	0.0%	0.2%	0.2%	0.4%	Dolores Hidalgo, Gto.	0.0%	0.0%	0.2%	0.2%
Cd. Juárez, Chih.	0.2%	0.2%	0.0%	0.4%	Tamaulipas	0.0%	0.2%	0.0%	0.2%
San Cristóbal, Chs.	0.4%	0.0%	0.0%	0.4%	Nayarit	0.0%	0.2%	0.0%	0.2%
Ahualulco, S.L.P.	0.4%	0.0%	0.0%	0.4%	Chilpancingo, Gro.	0.0%	0.2%	0.0%	0.2%
Ciudad del Maíz, S.L.P.	0.2%	0.0%	0.2%	0.4%	Coahuila	0.0%	0.2%	0.0%	0.2%
Villa de Pozos, S.L.P.	0.2%	0.2%	0.0%	0.4%	Vanegas, S.L.P.	0.2%	0.0%	0.0%	0.2%
Colima, Col.	0.2%	0.2%	0.0%	0.4%	Villa de Ramos, S.L.P.	0.2%	0.0%	0.0%	0.2%
Los Angeles, Cal.	0.0%	0.4%	0.0%	0.4%	Silao, Gto.	0.0%	0.2%	0.0%	0.2%
Oaxaca	0.0%	0.4%	0.0%	0.4%	Hidago	0.0%	0.2%	0.0%	0.2%
Zacatlán, Pue.	0.2%	0.2%	0.0%	0.4%	Morelos	0.0%	0.2%	0.0%	0.2%
Tijuana, B.C.	0.2%	0.2%	0.0%	0.4%	No Contesto	7.8%	9.2%	0.0%	17.0%
Lagos de Moreno, Jal.	0.0%	0.4%	0.0%	0.4%					
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>	<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

Verano 2019- Región Centro





# Resultados con Perspectiva de Género

**Estado de Origen del Entrevistado**

Concepto	Mujer	Hombre	No Contesto	Total
San Luis Potosí	9.3%	5.1%	0.8%	<b>15.2%</b>
Nuevo León	2.6%	2.4%	0.2%	<b>5.1%</b>
Guanajuato	1.2%	3.0%	0.4%	<b>4.5%</b>
Tamaulipas	2.2%	2.0%	0.4%	<b>4.5%</b>
Estados Unidos de América	1.8%	2.0%	0.2%	<b>3.9%</b>
Zacatecas	1.4%	1.6%	0.4%	<b>3.3%</b>
Querétaro	2.0%	0.8%	0.4%	<b>3.1%</b>
Jalisco	1.0%	2.0%	0.0%	<b>3.0%</b>
Veracruz	1.6%	1.2%	0.2%	<b>3.0%</b>
Ciudad de México	1.6%	1.2%	0.0%	<b>2.8%</b>
Hidalgo	0.6%	1.2%	0.6%	<b>2.4%</b>
Sinaloa	1.2%	0.8%	0.0%	<b>2.0%</b>
Baja California	1.2%	0.6%	0.0%	<b>1.8%</b>
Coahuila	0.8%	1.0%	0.0%	<b>1.8%</b>
Aguascalientes	0.6%	0.8%	0.2%	<b>1.6%</b>
Chihuahua	0.4%	1.0%	0.2%	<b>1.6%</b>
Estado de México	1.0%	0.6%	0.0%	<b>1.6%</b>
Puebla	0.8%	0.8%	0.0%	<b>1.6%</b>
Michoacán	0.8%	0.6%	0.0%	<b>1.4%</b>
Yucatán	0.8%	0.2%	0.0%	<b>1.0%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

**Estado de Origen del Entrevistado**

Concepto	Mujer	Hombre	No Contesto	Total
Durango	0.2%	0.4%	0.2%	<b>0.8%</b>
Nayarit	0.2%	0.4%	0.0%	<b>0.6%</b>
Oaxaca	0.0%	0.6%	0.0%	<b>0.6%</b>
Quintana Roo	0.4%	0.2%	0.0%	<b>0.6%</b>
Argentina	0.4%	0.0%	0.2%	<b>0.6%</b>
Guerrero	0.2%	0.2%	0.0%	<b>0.4%</b>
Morelos	0.0%	0.4%	0.0%	<b>0.4%</b>
Sonora	0.2%	0.2%	0.0%	<b>0.4%</b>
El Salvador	0.2%	0.2%	0.0%	<b>0.4%</b>
Colombia	0.4%	0.0%	0.0%	<b>0.4%</b>
Guatemala	0.0%	0.2%	0.2%	<b>0.4%</b>
Uruguay	0.2%	0.2%	0.0%	<b>0.4%</b>
Campeche	0.0%	0.2%	0.0%	<b>0.2%</b>
Chiapas	0.2%	0.0%	0.0%	<b>0.2%</b>
Tlaxcala	0.0%	0.2%	0.0%	<b>0.2%</b>
Brasil	0.0%	0.2%	0.0%	<b>0.2%</b>
Paraguay	0.2%	0.0%	0.0%	<b>0.2%</b>
Alemania	0.0%	0.2%	0.0%	<b>0.2%</b>
No contesto	11.4%	14.2%	2.4%	<b>28.0%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>



# Resultados con Perspectiva de Género

## Edad Promedio de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
De 18 a 24 años	9.6%	6.3%	0.6%	<b>16.5%</b>
De 25 a 31 años	13.8%	10.6%	1.6%	<b>26.0%</b>
De 32 a 38 años	9.6%	13.0%	1.0%	<b>23.6%</b>
De 39 a 45 años	5.3%	4.9%	0.2%	<b>10.4%</b>
De 46 a 58 años	4.7%	3.5%	1.2%	<b>9.4%</b>
Más de 58 años	2.0%	6.3%	0.0%	<b>8.3%</b>
No Contesto	1.6%	1.8%	2.4%	<b>5.7%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>

## Ocupación de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
Empleado Privado	6.7%	10.8%	1.4%	<b>18.9%</b>
Estudiante	8.9%	6.1%	0.8%	<b>15.7%</b>
Labores del Hogar	12.8%	0.4%	0.2%	<b>13.4%</b>
Por cuenta propia	4.9%	6.7%	0.8%	<b>12.4%</b>
Comerciante	4.9%	5.5%	0.8%	<b>11.2%</b>
Empleado de Gobierno	3.0%	6.1%	0.6%	<b>9.6%</b>
Retirado / Jubilado	1.8%	3.5%	0.2%	<b>5.5%</b>
Un oficio (plomero, carpintero, etc.)	0.8%	3.1%	0.0%	<b>3.9%</b>
Empresario(a)	1.0%	2.0%	0.0%	<b>3.0%</b>
Otro	0.8%	1.0%	0.0%	<b>1.8%</b>
No Contesto	1.2%	0.8%	2.2%	<b>4.1%</b>
<b>Total</b>	<b>46.7%</b>	<b>46.5%</b>	<b>6.9%</b>	<b>100.0%</b>