

- SOURCES:**
- Census.gov/quickfacts
 - Transborder.bts.gov
 - City-data.com
 - Google Maps
 - INEGI.org.mx
 - UNAM.mx



2017 Total Border Crossing into the San Diego Region

Border-Crossing	Buses	Bus Passengers	Pedestrians	Personal Vehicles	Personal Vehicle Passengers	Trucks	Trains	Train Passengers
San Ysidro, CA	33,367	61,822	8,279,253	13,777,990	23,831,138	NA	NA	NA
Otay Mesa, CA	31,467	47,117	3,361,489	8,309,476	13,600,059	929,614	477	458
Tecate, CA	3	39	771,453	1,893,225	2,039,817	59,128	NA	NA
TOTAL	64,837	108,978	12,412,195	23,980,691	39,471,014	988,742	477	458

*Of the 1,751,430 people who live in **Tijuana/Rosarito & Tecate**, Mexico a minimum of 50% (875,715) have the ability to cross into the United States and purchase or consume products.

	United States	Mexico		
	San Diego County	*Tijuana	*Rosarito	*Tecate

*Population:	**2,804,593	1,559,683	90,668	101,079
Female:	**1,410,711	49%	49%	49%
Male:	**1,393,882	51%	51%	51%
Avg. Age:	33.4	27	27	27
Home Units:	*1,015,253	420,277	24,144	26,024
HH Income:	\$63,456	\$11,365	\$11,365	\$11,365
*% of Hispanics:	33.4%	95.34%	90.23%	97.26%
*Speak other than Eng @ Home:	37.4%	NA	NA	NA
A/B/C Income Population:		780,000	45,000	50,000

**We deducted the northern portion of San Diego County and the very east because of lack of radio coverage.

Radio

TV/Cable/Satellite

Outdoor

