

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



2017 Total Border Crossing into the Laredo & San Antonio Region

Border-Crossing	Buses	Bus Passengers	Pedestrians	Personal Vehicles	Personal Vehicle Passengers	Trucks	Trains	Train Passengers
Laredo, TX	40,220	728,177	3,016,801	4,990,649	10,488,748	2,182,984	4,252	NA

*Of the 384,033 people who live in **Nuevo Laredo**, Mexico a minimum of 50% (192,016) have the ability to cross into the United States and purchase or consume products.

	United States	Mexico
	Laredo	*Nuevo Laredo
Population:	255,473	384,033
Female:	131,824	50%
Male:	123,649	50%
Avg. Age:	28.8	28
Home Units:	68,610	95,026
HH Income:	\$39,711	\$10,200
*% of Hispanics:	95.6%	95.77%
*Speak other than Eng @ Home:	90.5%	NA
A/B/C Income Population:		191,000

Radio



MULTIMEDIOS



TV/Cable/Satellite



Outdoor

