

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



2017 Total Border Crossing into the McAllen, Harlingen & Brownsville Region

Border-Crossing	Buses	Bus Passengers	Pedestrians	Personal Vehicles	Personal Vehicle Passengers	Trucks	Trains	Train Passengers
Roma, TX	414	8,509	245,594	805,973	1,541,662	7,608	NA	NA
Rio Grande City, TX	NA	NA	60,649	401,807	814,300	37,521	NA	NA
Hidalgo, TX	20,840	249,524	2,185,335	4,401,115	9,177,083	620,236	NA	NA
Progreso, TX	NA	NA	899,201	1,218,065	2,712,778	52,516	NA	NA
Brownsville, TX	6,476	43,733	2,761,819	4,859,573	10,047,891	228,188	829	NA
TOTAL	27,730	301,766	6,152,598	11,686,533	24,293,714	946,069	829	0

*Of the 1,258,291 people who live on the **Mexico side of the Rio Grand Valley** a minimum of 50% (629,146) have the ability to cross into the United States and purchase or consume products.

	United States				Mexico			
	Roma, Rio Grand City (Starr County)	McAllen/Hidalgo/Progreso (Hidalgo County)	Brownsville (Cameron County)	*Ciudad Miguel Aleman	*Camargo	*Reynosa	*Rio Bravo	*Matamoros
*Population:	63,795	842,304	422,156	27,015	14,933	608,891	118,259	489,193
Female:	32,790	431,260	218,255	50%	51%	50%	50%	50%
Male:	31,004	411,044	203,901	50%	49%	50%	50%	50%
Avg. Age:	NA	NA	NA	28	28	28	25	28
Home Units:	19,656	264,604	147,492	7,583	3,429	153,086	31,087	130,226
HH Income:	\$26,172	\$34,782	\$33,266	\$10,200	\$10,200	\$10,200	\$10,200	\$10,200
*% of Hispanics:	95.8%	91.3%	88.8%	98.51%	NA	98%	97.89%	96.7%
*Speak other than Eng @ Home:	96.1%	84.7%	74.5%	NA	NA	NA	NA	NA
		<i>A/B/C Income Population:</i>		11,000	6,000	297,000	55,000	244,000

Radio



TV/Cable/Satellite



Outdoor

