International Bridges Crossborder Survey

Social and Economic Crossing Characteristics
November 2023 to June 2024



City of El Paso
International Bridges Department

IBD-2024-01

https://pdnuno.com/data/ibcs

EPA TX CITY OF EL PASO

EL PASO INTERNATIONAL BRIDGES

El Colegio de la Frontera Norte

Introduction

The International Bridges Crossborder Survey (IBCS) is a collaborative effort between the City of El Paso International Bridges Department and El Colegio de la Frontera Norte to quantify cross-border activities from personal crossings through the El Paso-Ciudad Juarez ports of entry. The face-to-face survey is conducted all days of the week in morning (7 a.m. to 3 p.m.) and afternoon (3 p.m. to 11 p.m.) shifts on the Mexican side as persons 16 years and older cross into El Paso at three of the region's ports of entry – Paso del Norte (PdN), Bridge of the Americas (BOTA) and Ysleta. Crossers whose primary place of residence is Mexico are given an "entry" survey (entering to visit the United States) while those that say the United States are given an "exit" survey (returning after visiting Mexico). The former captures planned activities and expenditures and the latter captures activities and expenditures already made.

This document covers the findings from a sample size of 6,858 surveys from November 1, 2023, to June 30th, 2024. Using a stratified random sampling methodology, the results represent a population size or weighted sample of 10.8 million personal crossings (see pdnuno.com/data/ibcs for methodology). It is important to underscore that the unit of analysis is crossings and not crossers since persons can take multiple trips. The following provides a snapshot of crossing demographics, place of residence, reason for travel, expenditures by economic activity, length of stay, crossing frequency, and the influence of wait times and the exchange rate.



Key Survey Findings

Note: **MX** and **US** acronyms refer to total crossings by Mexico and U.S. residents.

Demographics

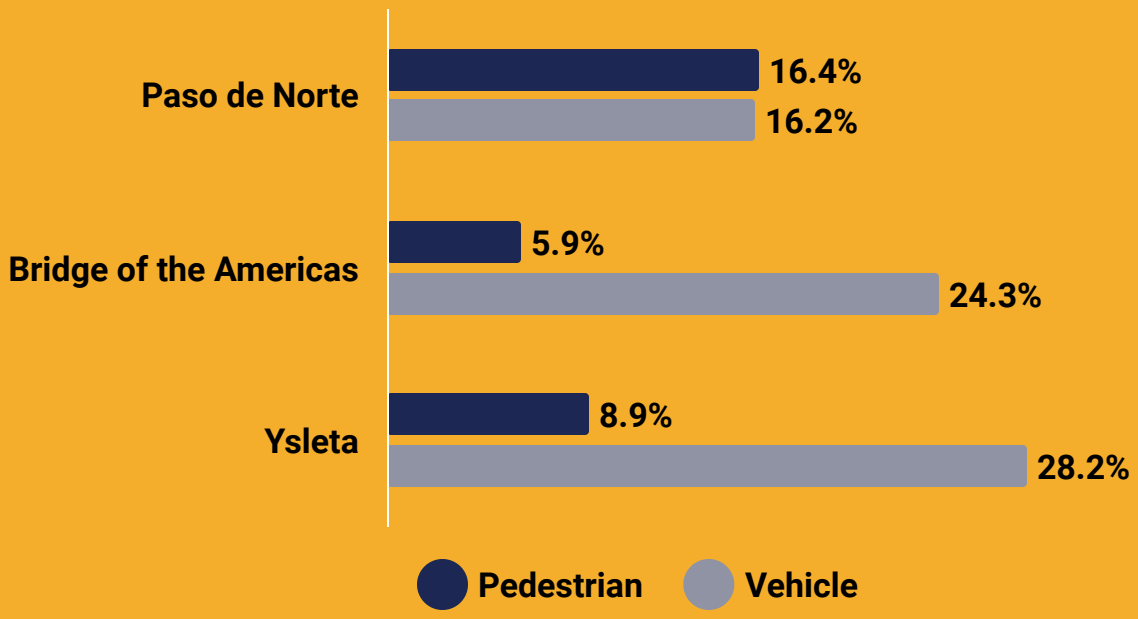
- Primary place of residence – MX 71% vs. US 29%
- Gender – women 56% vs. men 44% from both countries
- Age groups – MX mostly 20 to 39 vs. US largest group is 60+
- Work & school – MX 77% employed & 10% students vs. US 57% employed & 6% students
- Household average / median income – MX $19,328 / $13,000 vs. US $33,082 / $24,000
- MX top occupations – production 13%, food 13%, sales 12%, and transportation 11%
- US top occupations – transportation 13%, construction 11%, sales 10%, and food 10%

Trip Characteristics

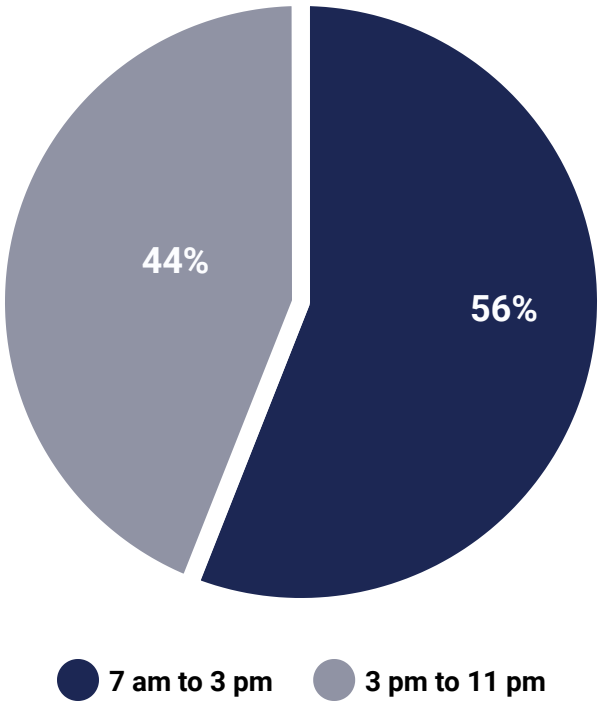
- Primary reason for crossing
  - MX – retail shop 31%, work 27%, and social family & friends 26%
  - US – social family & friends 60%, health related 16%, and retail shop 8%
- Top spending types
  - MX – clothing & accessory stores 27%, food & drink places 20%, and food & beverage stores 15%
  - US – food & drink places 26%, food & beverage stores 18%, and health services 15%
- Length of stay
  - less than 6 hours – MX 59% vs. US 55%
  - at least 24 hours – MX 14% vs. US 36%
- Number of other crossings in last 30 days by person interviewed
  - 5 or more times – MX 52% vs. US 34%
- Exchange rate influences spending partly or always – MX 5% vs. US 35%
- Wait times into El Paso influences crossing partly or always – MX 53% vs. US 55%
- Wait times into Juarez influences crossing partly or always – MX 47% vs. US 47%
- Mode to destination after crossing into El Paso (for pedestrians only)
  - MX – walk 37%, personal vehicle 31%, and bus 21%
  - US – personal vehicle 53%, walk 23%, and bus 15%

SURVEYS ADMINISTERED

By bridge and mode

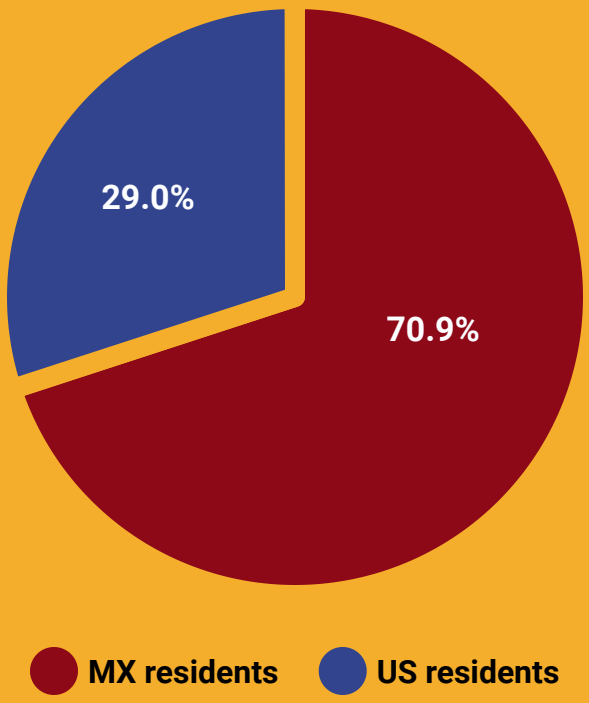


By morning and afternoon shifts



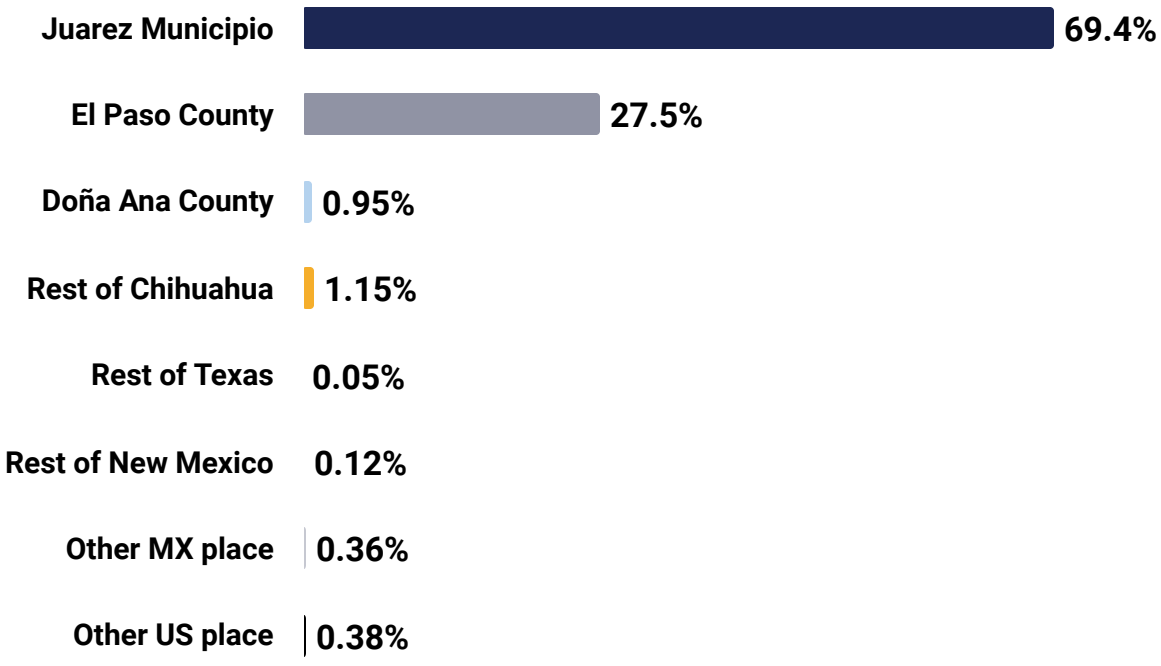
DEMOGRAPHICS

Country of primary residence



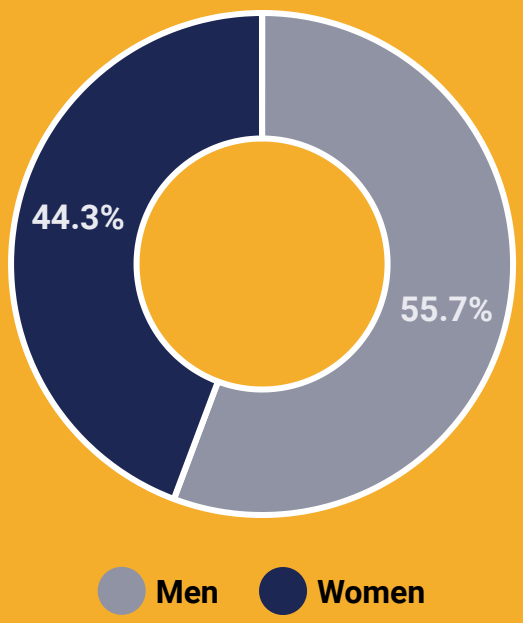
***Note:** < 0.1% from other countries

Place of primary residence

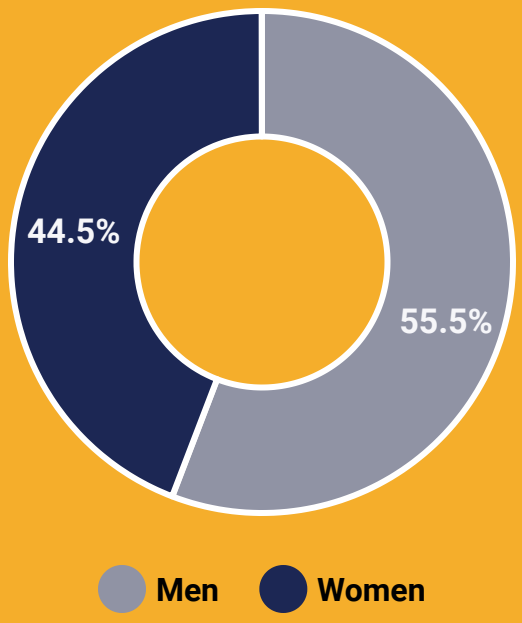


Gender

MX residents

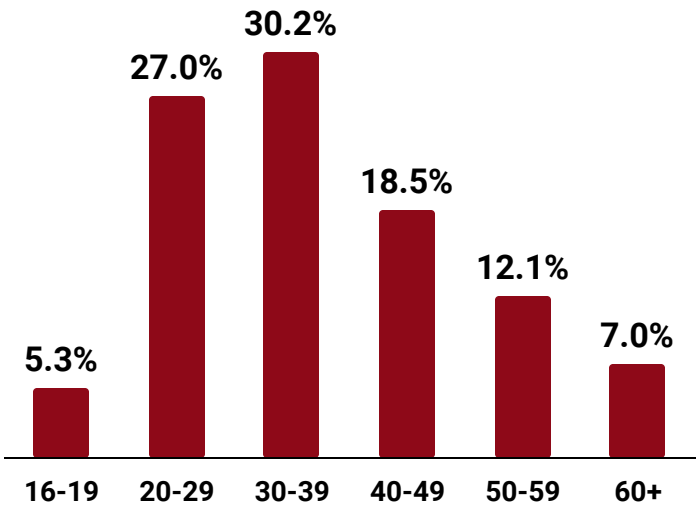


US residents

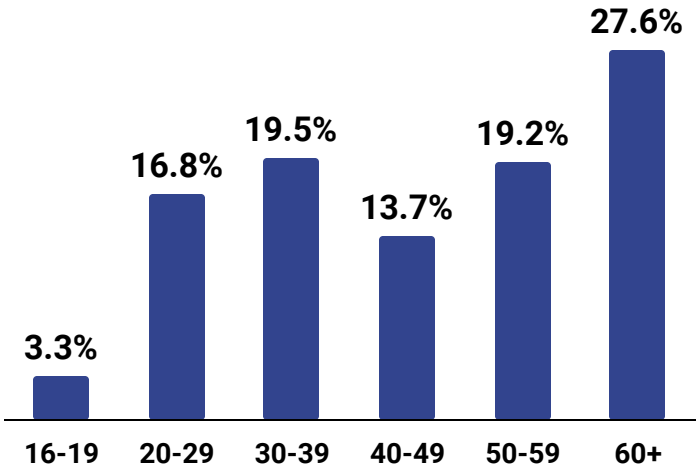


Age groups

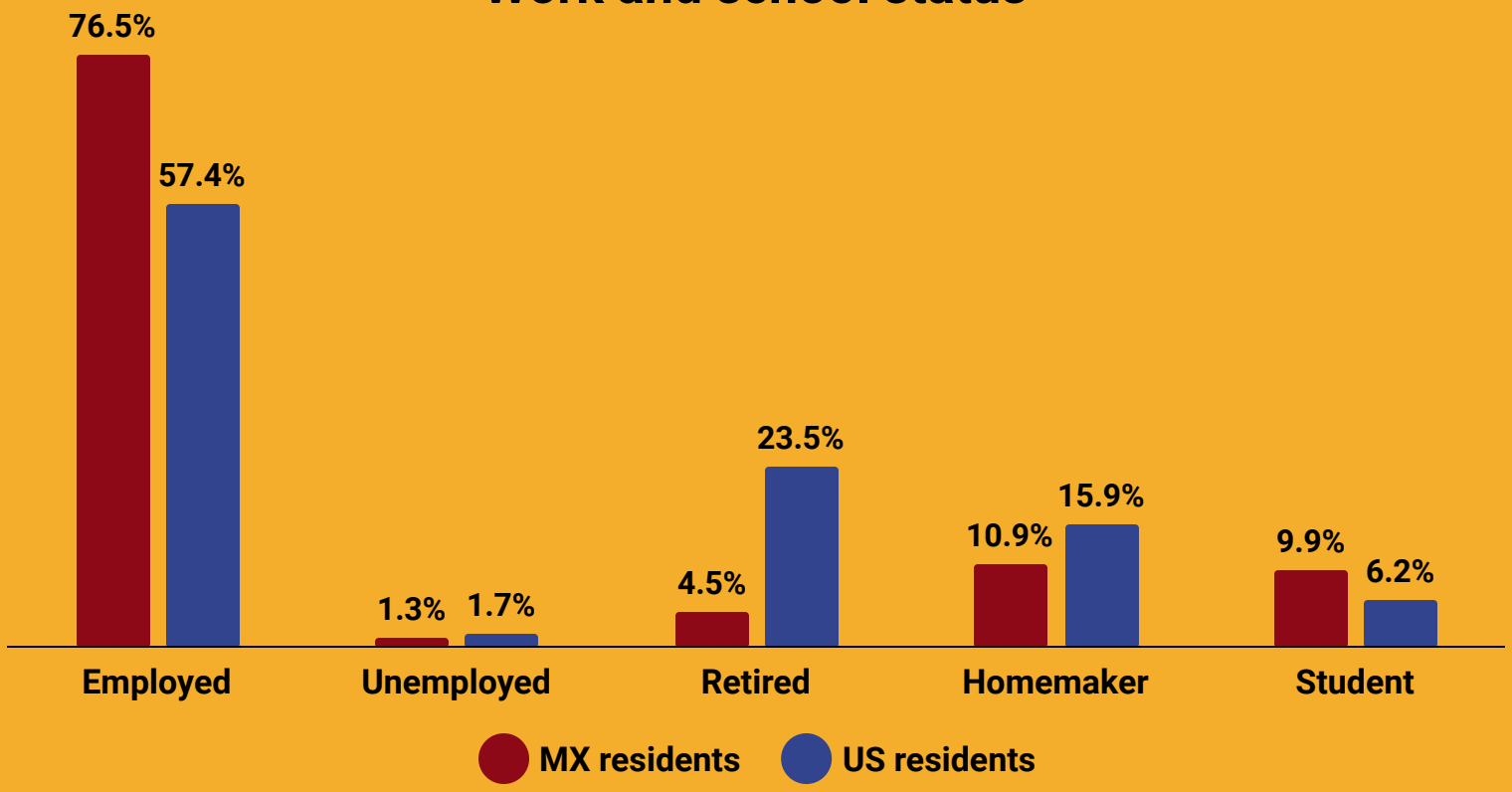
MX residents



US residents

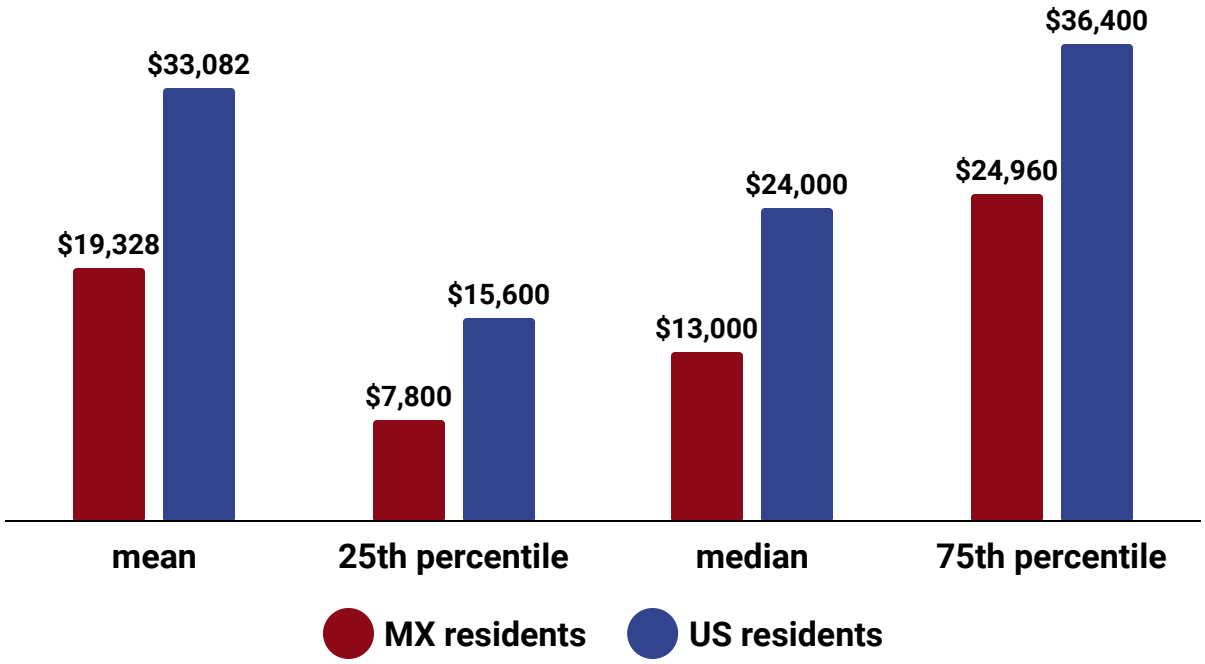


Work and school status



***Note:** Person can be either employed or unemployed plus be retired, a homemaker and/or a student.

Annual household income (in US dollars)



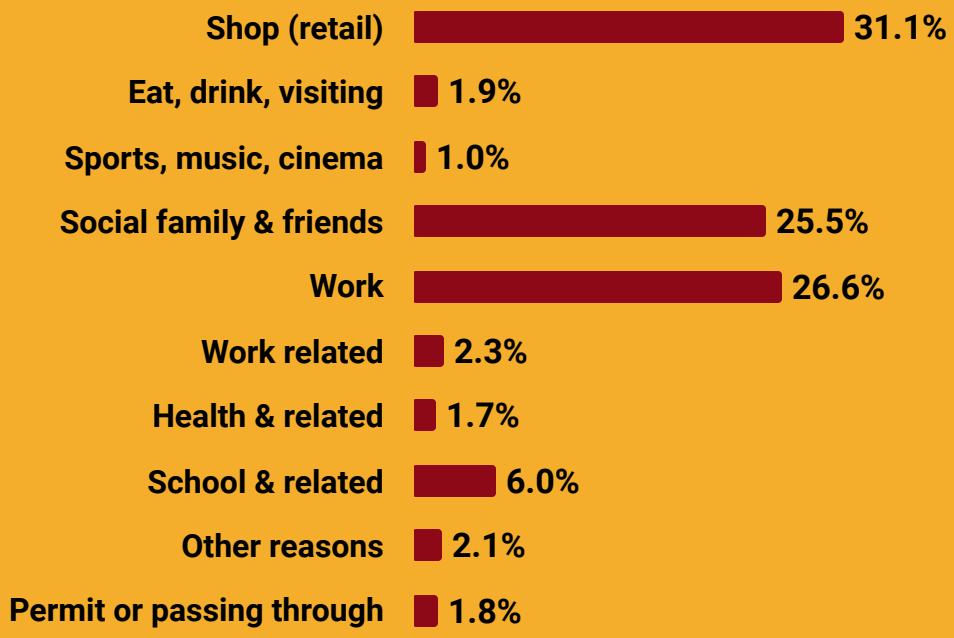
Occupational employment

Standard Occupational Classification - Major Group		MX (%)	US (%)
11-0000	Management	**3.0**	**3.2**
13-0000	Business & financial operations	1.9	2.8
15-0000	Computer & mathematical	0.9	0.8
17-0000	Architecture & engineering	**4.3**	2.0
19-0000	Life, physical & social science	0.6	0.2
21-0000	Community & social service	0.6	0.7
23-0000	Legal	0.9	0.4
25-0000	Educational instruction & library	**3.7**	**3.1**
27-0000	Arts, design, entertainment, sports, & media	1.3	1.5
29-0000	Healthcare practitioners & technical	**4.7**	**5.6**
31-0000	Healthcare support	1.5	**3.2**
33-0000	Protective service	**3.0**	1.2
35-0000	**Food preparation & serving related**	**12.5**	**9.9**
37-0000	Building & grounds cleaning & maintenance	1.6	2.6
39-0000	Personal care & service	2.3	**3.4**
41-0000	**Sales & related**	**11.6**	**10.1**
43-0000	Office & administrative support	**3.7**	**4.0**
45-0000	Farming, fishing & forestry	0.04	0.5
47-0000	**Construction & extraction**	**5.2**	**10.6**
49-0000	Installation, maintenance & repair	**4.5**	**7.2**
51-0000	**Production**	**8.5**	**5.6**
51-0000	**Production (maquiladora specified)**	**4.9**	**1.0**
53-0000	**Transportation & material moving**	**11.3**	**13.2**
55-0000	Military specific	0.1	0.1
Unclassified	Business person (comerciante & empresario)	**5.9**	**6.4**
Unclassified	Technicians (tecnicos)	0.8	0.4
Unclassified	General labor	0.4	0.2
Unclassified	Public service	0.3	0.1
	Total	100	100

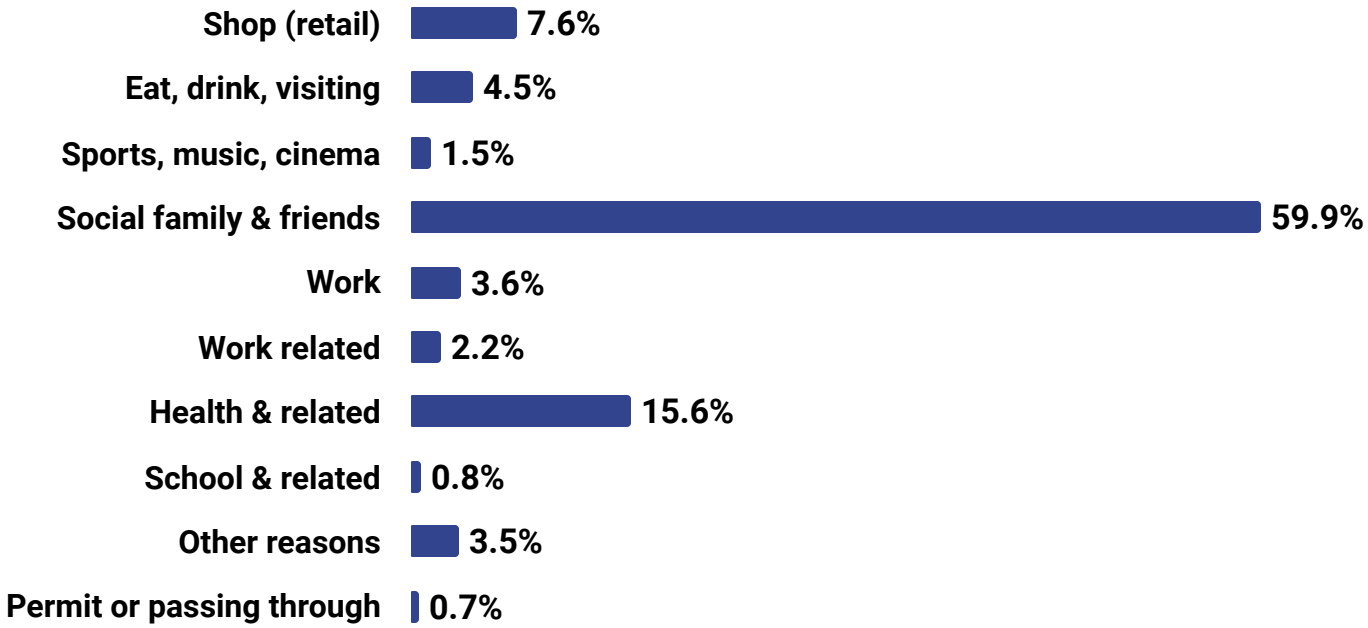
***Note:** Color highlight are based on the percentage distribution, with darker shades indicating higher occupational shares.

TRIP CHARACTERISTICS

MX residents' primary reason for crossing



US residents' primary reason for crossing



Percent that will or did spend during this trip

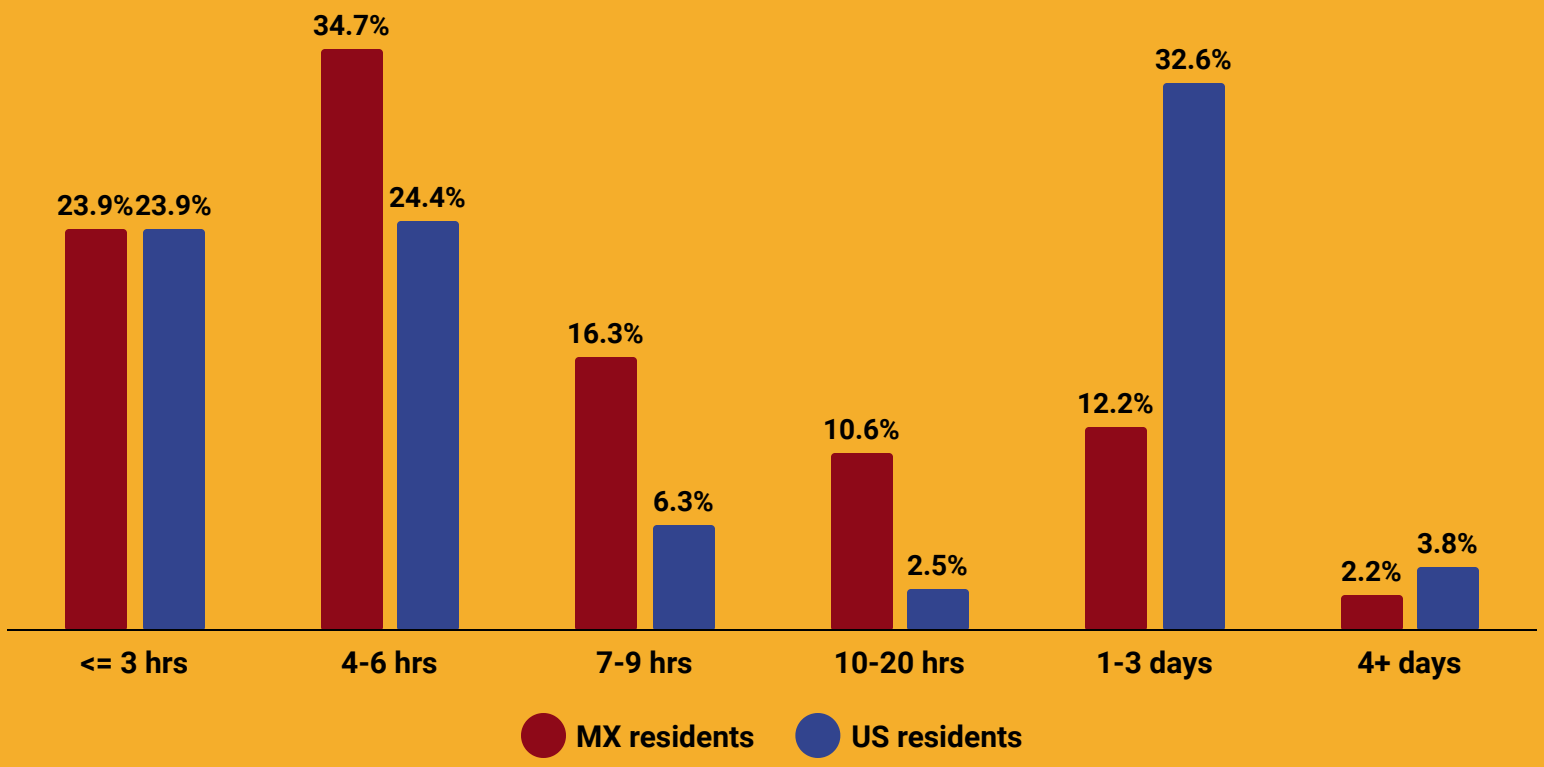
- **MX residents 54.2%**
- **US residents 67.6%**

Spending by economic activity (goods and services)

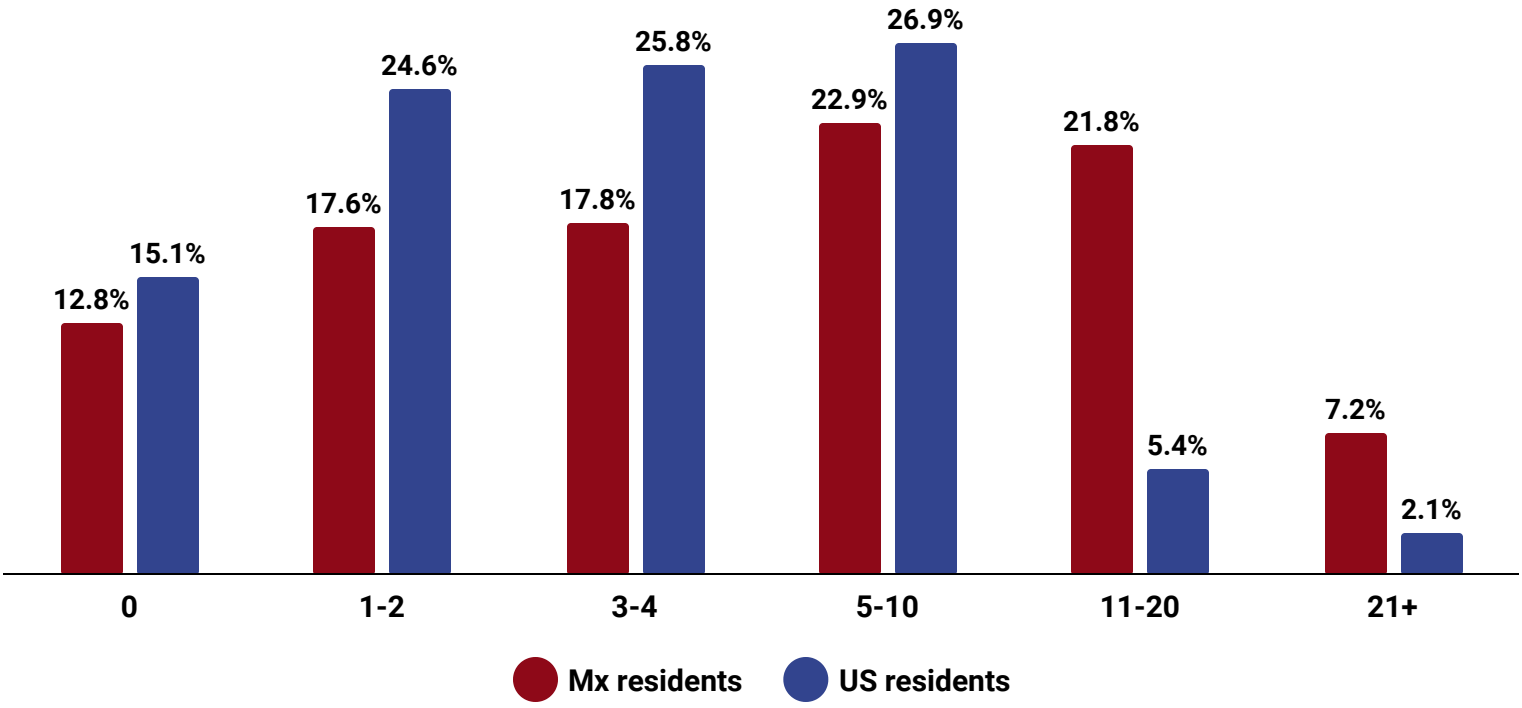
	North American Industry Classification System		% of spending visit MX	% of spending visit US	avg. spending MX	avg. spending US
	42	Wholesale	0.4	0.1	$270	$5,000
Retail Stores	441	Auto dealers & auto parts	**4.6**	1.9	$728	$403
Retail Stores	444	Building materials & garden supply	0.9	1.6	$281	$3,200
Retail Stores	**445**	**Food & beverage**	**14.6**	**17.6**	$94	$141
Retail Stores	449	Furniture, electronics & appliances	**2.4**	0.6	$408	$219
Retail Stores	**455**	**General merchandise**	**10.8**	**14.7**	$197	$210
Retail Stores	456	Health & personal care	0.3	**2.7**	$111	$84
Retail Stores	457	Gasoline stations	**2.0**	**3.3**	$50	$56
Retail Stores	**458**	**Clothing & accessories**	**27.4**	**3.4**	$165	$129
Retail Stores	459	Sporting, musical & miscellaneous	**8.2**	**4.5**	$206	$179
Services	485	Ground transportation	**4.4**	1.5	$22	$70
Services	512	Cinema	0.1	0.3	$30	$63
Services	52	Financial	0.4	0.4	$147	$337
Services	541	Professional, scientific & technical	0.02	**2.1**	$30	$123
Services	**62**	**Health care**	0.7	**14.8**	$88	$145
Services	71	Arts, sports, sites, & entertainment	0.1	0.1	$16	$425
Services	721	Accomodation	0.1	0.1	$463	$230
Services	**722**	**Food & drinking places**	**20.4**	**25.8**	$50	$97
Services	811	Repair & maintenance	0.7	1.1	$407	$321
Services	812	Personal care	0.3	1.7	$216	$88
Services	81	Other services	1.2	1.9	$219	$479
		Total Retail	**71.2**	**50.1**	$203	$262
		Total Services	**28.4**	**49.9**	$66	$133

***Note:** Color highlight are based on the percentage distribution, with darker shades indicating higher spending shares. Average spending by economic activity in U.S. dollars.

Length of stay during this trip

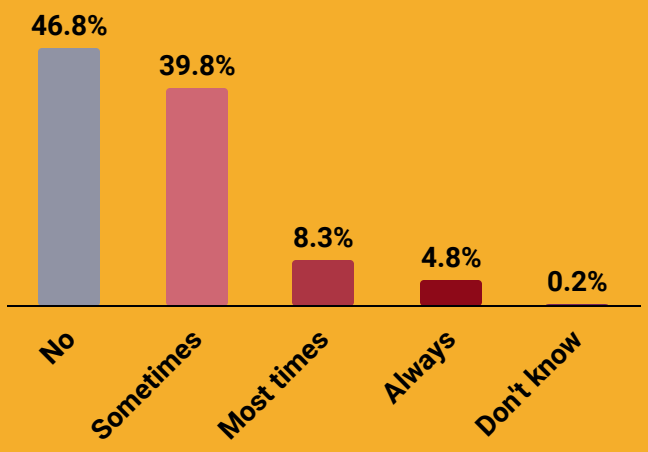


Number of other crossings in past 30 days by respondent

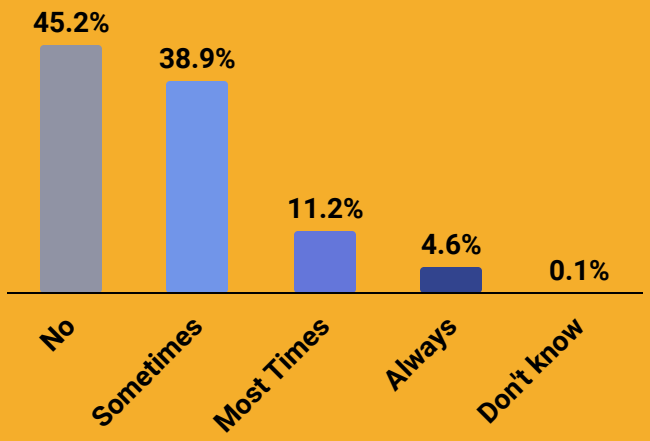


Wait times into El Paso influences crossing

MX residents

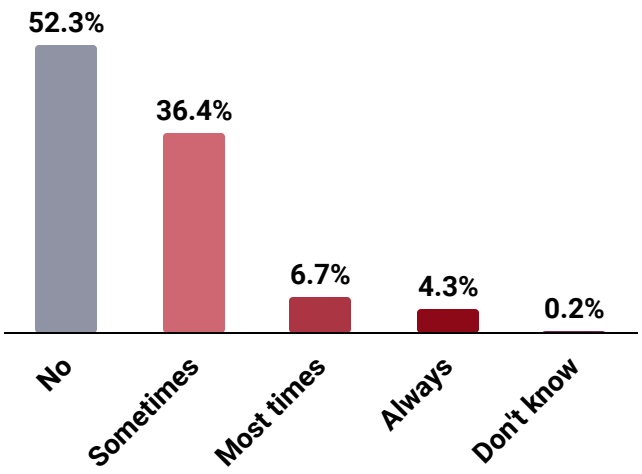


US residents

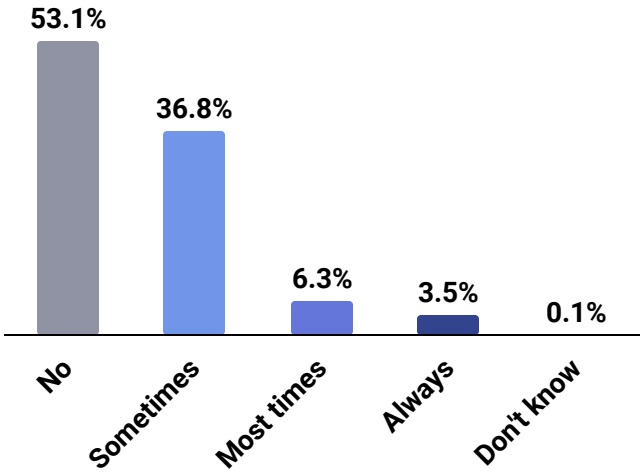


Wait times into Juarez influences crossing

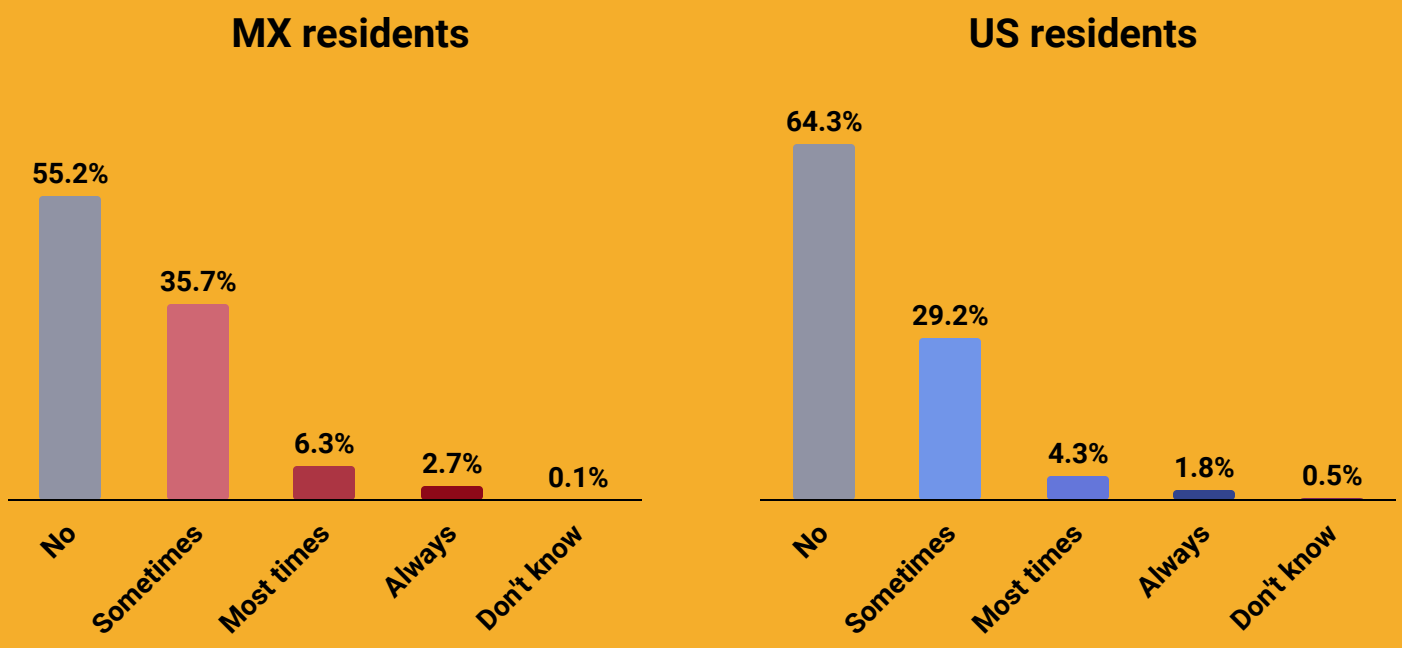
MX residents



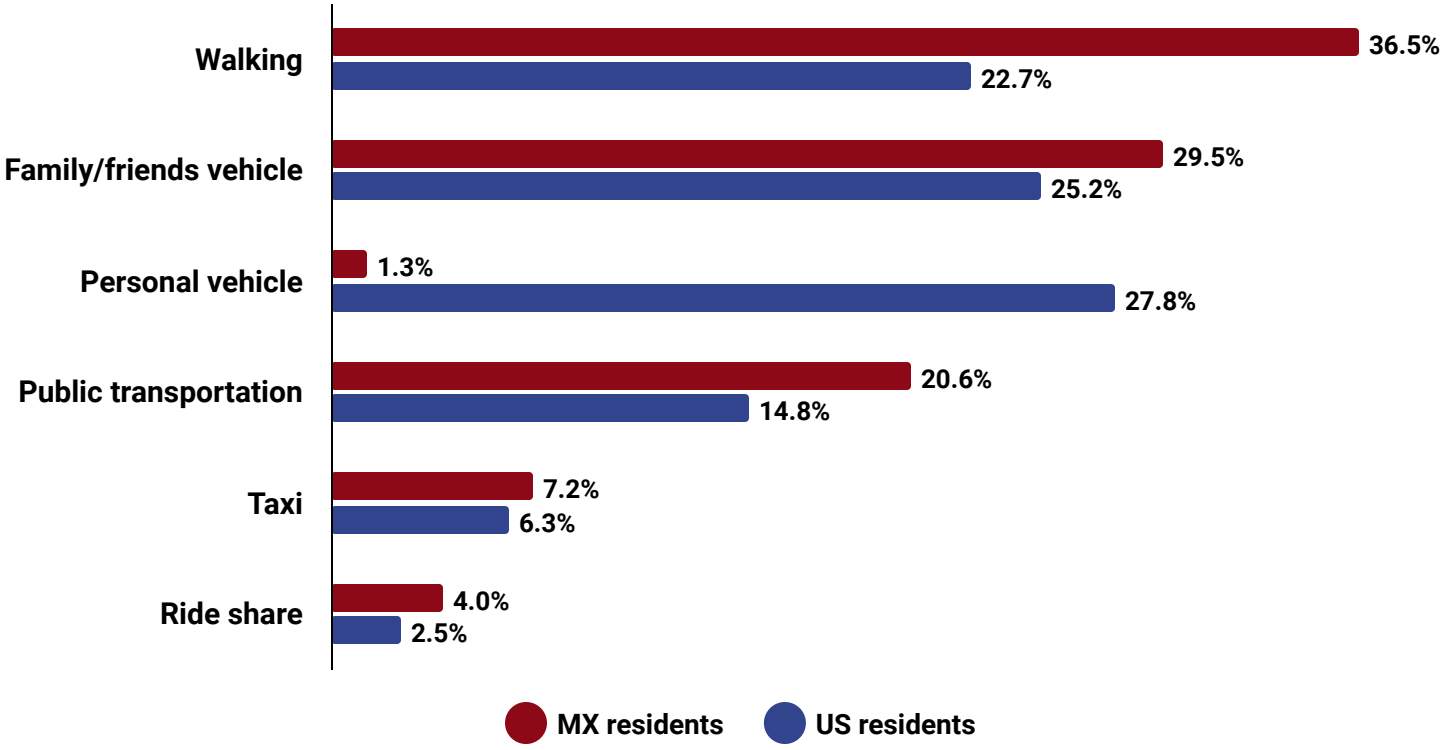
US residents



Exchange rate influences spending



Mode to destination after crossing into El Paso (pedestrians only)



Note: < 0.1% use bike



EL PASO
INTERNATIONAL BRIDGES

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