International Bridges Crossborder Survey

Social and Economic Crossing Characteristics

November 2023 to June 2024

October 2024

Background

Literature on impact of personal crossings:

- Primarily anecdotal information
- Quantitative studies full of assumptions
- Specifics require surveys that are time and labor consuming

International cooperation agreement:

- Collaboration between IBD and Colegio de la Frontera
- First of its kind study started in October 2019 but paused due to COVID
  - 24-week findings presented

Background

International Bridges Crossborder Survey
El Paso-Ciudad Juárez
Social and Expenditure Profile

City of El Paso
International Bridges Department

pdnuno.com/data/ibcs

Technical Report No. IBD-2020-01
September 2020

- Findings and methodology used by City and academia
- Recruitment, expansion and marketing efforts
- Grant applications and deliverables
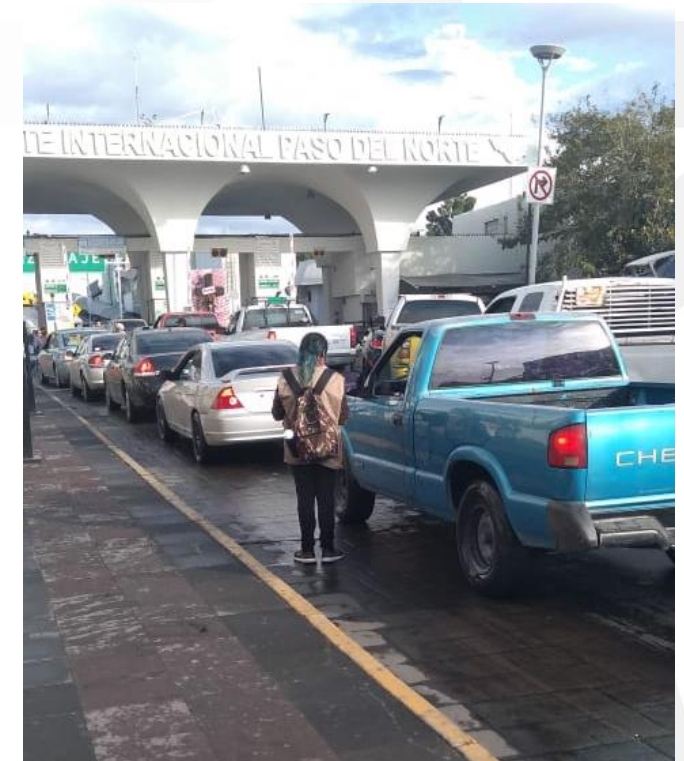- Public information requests

Objectives

Personal crossings database:

- Quantify crossborder activities
- Who is crossing and why are they crossing?
- Repeated data collection to capture seasonal effects
- Focus on data quality control

Spending activities:

- What are they buying?
- Estimate how much Mexican and U.S. visitors spend
- Estimate economic impact across El Paso economy

Methodology

Bridge	Mode	Shift
Paso del Norte	Pedestrian	Morning
Bridge of the Americas	Standard & Ready Vehicle	Afternoon
Ysleta	SENTRI Vehicle	
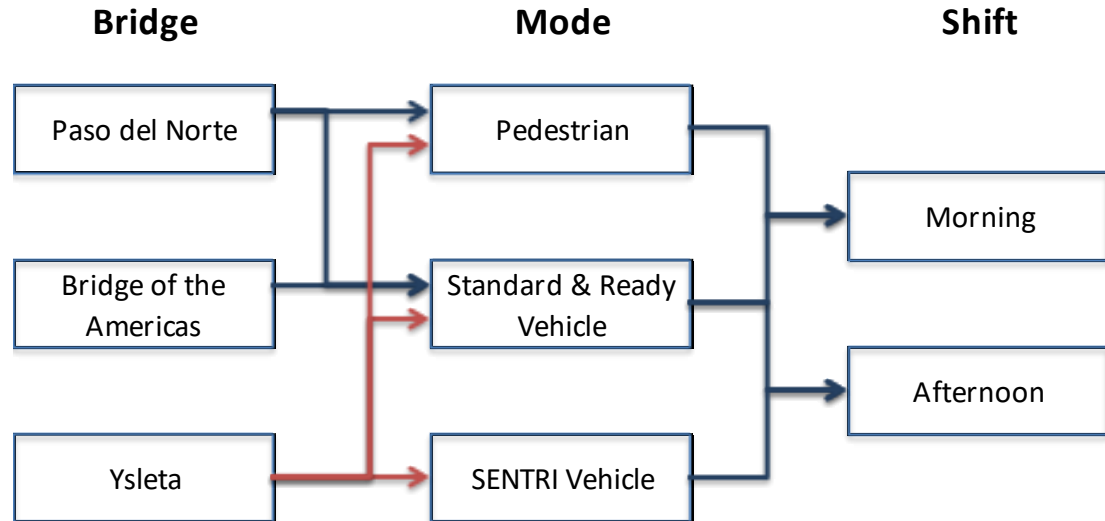
- COLEF interviewers administer exit and entry surveys in Mexico
  - Persons 16 years and older
- Stratified random sampling and sampling weights
  - **Sample size – 6,858** surveys (answered reason for crossing)
  - **Population size – 10.8 million** personal crossings

Surveys Administered

By bridge and mode

Bridge	Pedestrian	Vehicle
PdN	16.4%	16.2%
BOTA	5.9%	24.3%
Ysleta	8.9%	28.2%

● Pedestrian ● Vehicle
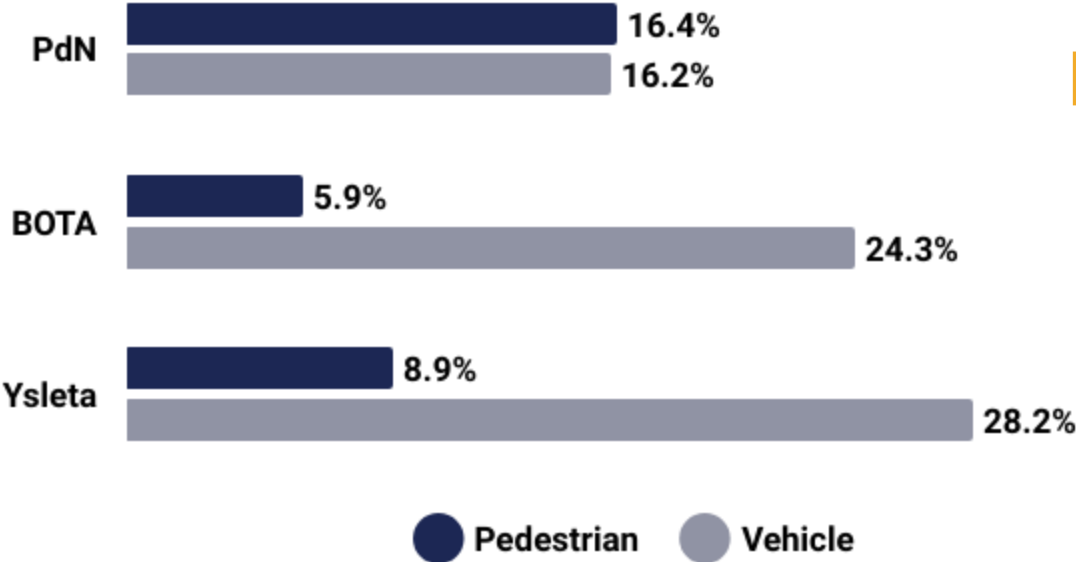
By morning and afternoon shifts

44% 56%

● 7 am to 3 pm ● 3 pm to 11 pm
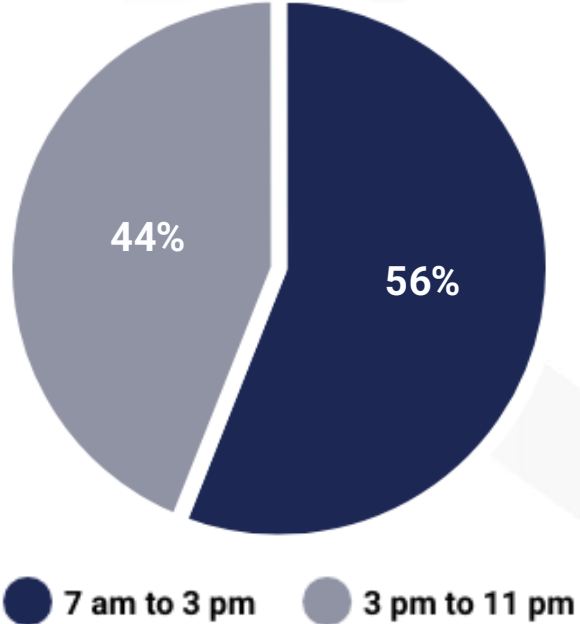
Demographics

Place of primary residence

Juarez Municipio	69.4%
El Paso County	27.5%
Dona Ana County	0.95%
Rest of Chihuahua	1.15%
Rest of Texas	0.05%
Rest of New Mexico	0.12%
Other MX place	0.36%
Other US place	0.38%

97.8% are regional crossings
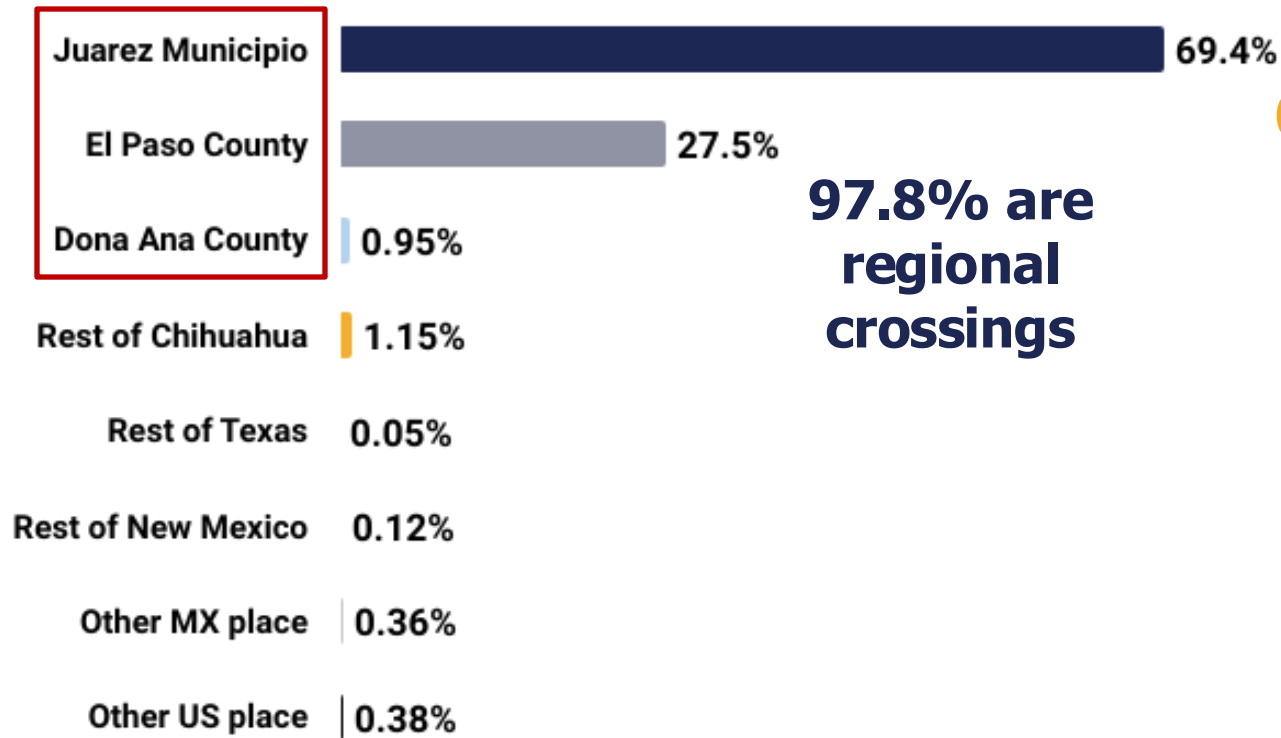
Country of primary residence

29.0%

70.9%

● Mexico (MX) residents ● US residents
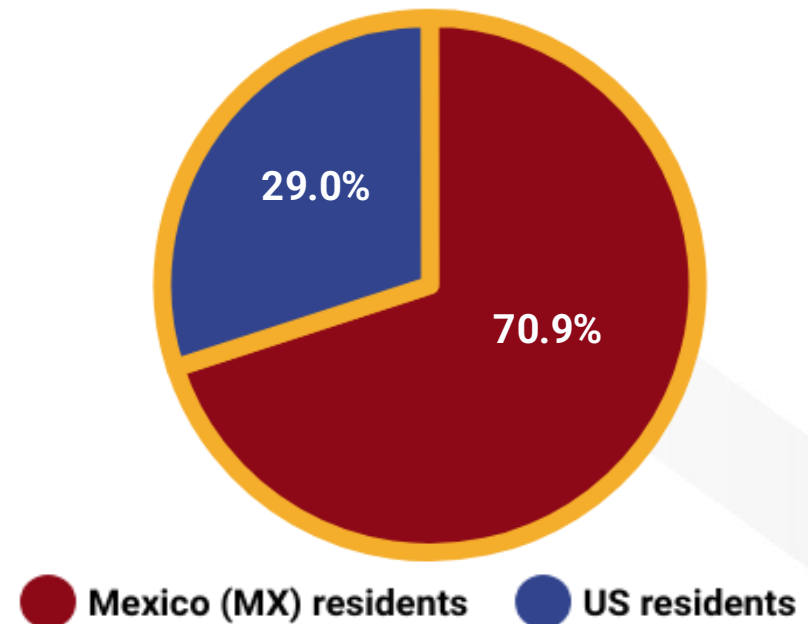
Note: < 0.1% from other countries

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Demographics

Gender

MX residents

44.3%

55.7%
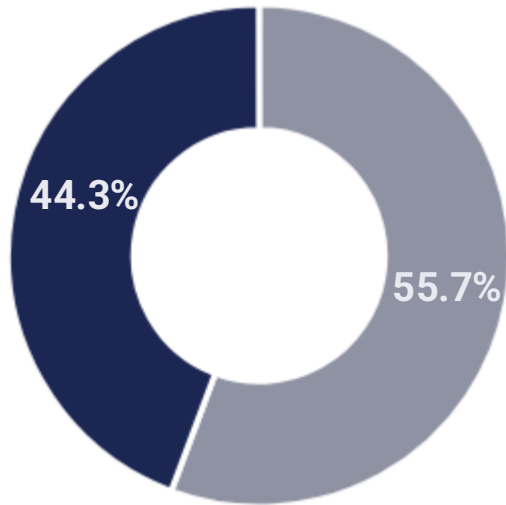
Men   Women

US residents

44.5%

55.5%
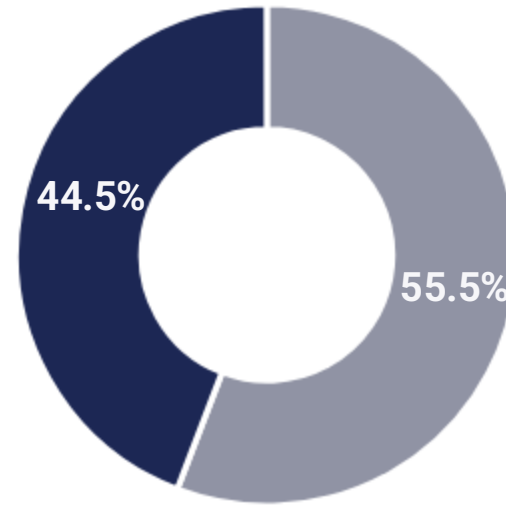
Men   Women

Demographics

Age Groups

MX residents

mostly ages 20-39

- 16-19: 5.3%
- 20-29: 27.0%
- 30-39: 30.2%
- 40-49: 18.5%
- 50-59: 12.1%
- 60+: 7.0%
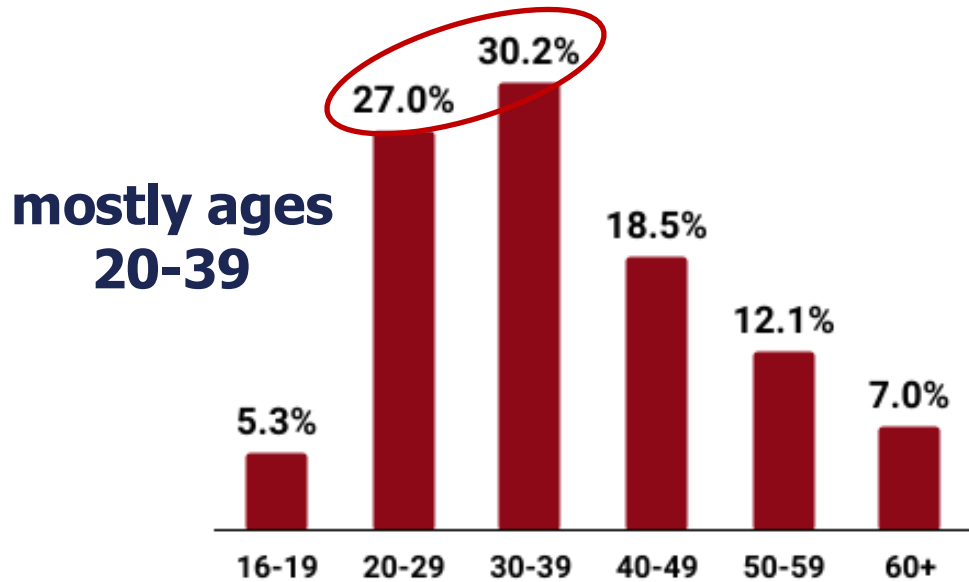
US residents

60+ largest age group

- 16-19: 3.3%
- 20-29: 16.8%
- 30-39: 19.5%
- 40-49: 13.7%
- 50-59: 19.2%
- 60+: 27.6%
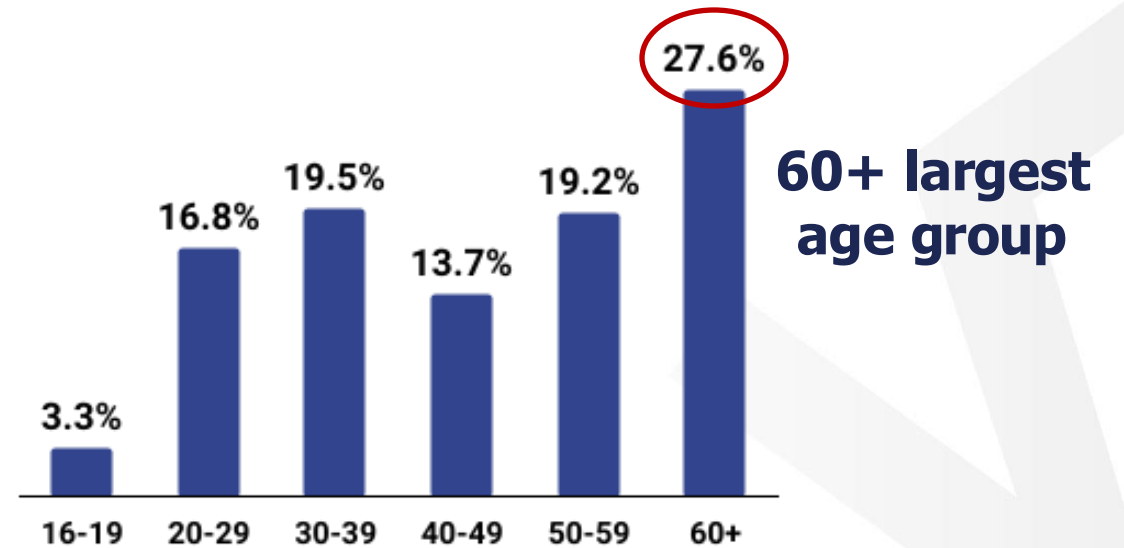
Demographics

Work and school status

MX more employed and students, US more retirees (matches 60+ age group)

Chart: Work and school status (percentages)

Status	MX residents	US residents
Employed	76.5%	57.4%
Unemployed	1.3%	1.7%
Retired	4.5%	23.5%
Homemaker	10.9%	15.9%
Student	9.9%	6.2%

● MX residents   ● US residents
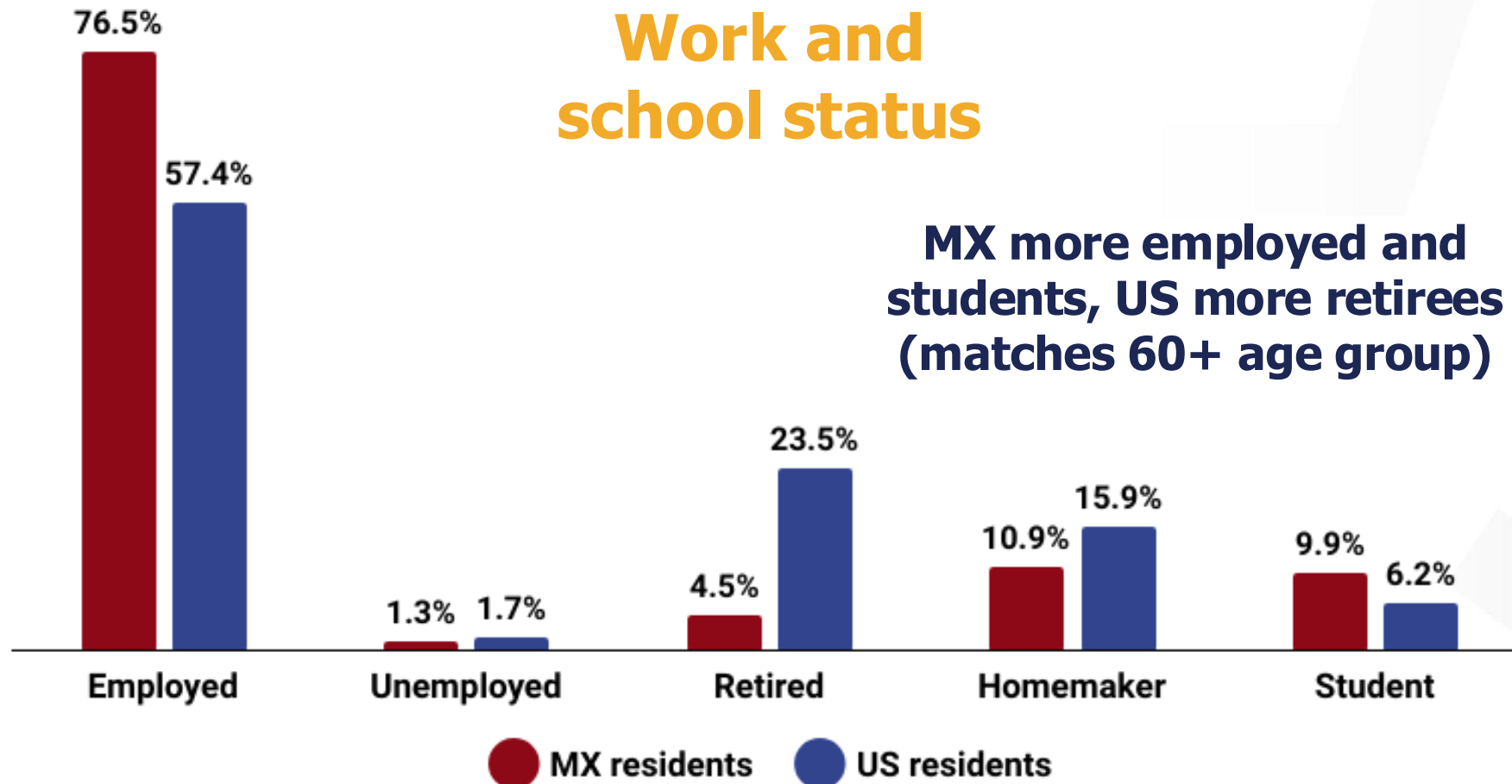
Note: A person can be either employed or unemployed plus be retired, a homemaker and/or a student.

Demographics

		MX (%)	US (%)
35-0000	**Food preparation & serving related**	**12.5**	**9.9**
53-0000	**Transportation & material moving**	**11.3**	**13.2**
41-0000	**Sales & related**	**11.6**	**10.1**
51-0000	**Production**	**8.5**	**5.6**
51-0000	**Production (maquiladora specified)**	**4.9**	**1.0**
47-0000	**Construction & extraction**	**5.2**	**10.6**
49-0000	Installation, maintenance & repair	**4.5**	**7.2**
29-0000	Healthcare practitioners & technical	**4.7**	**5.6**
17-0000	Architecture & engineering	**4.3**	2.0
43-0000	Office & administrative support	**3.7**	**4.0**
25-0000	Educational instruction & library	**3.7**	**3.1**
11-0000	Management	**3.0**	**3.2**
33-0000	Protective service	**3.0**	1.2
39-0000	Personal care & service	2.3	**3.4**
31-0000	Healthcare support	1.5	**3.2**

Occupations

Standard Occupational Classification Major Groups

Demographics

Household income (in annual dollars)

50% of MX are < $13,000, and 75% are < $24,960
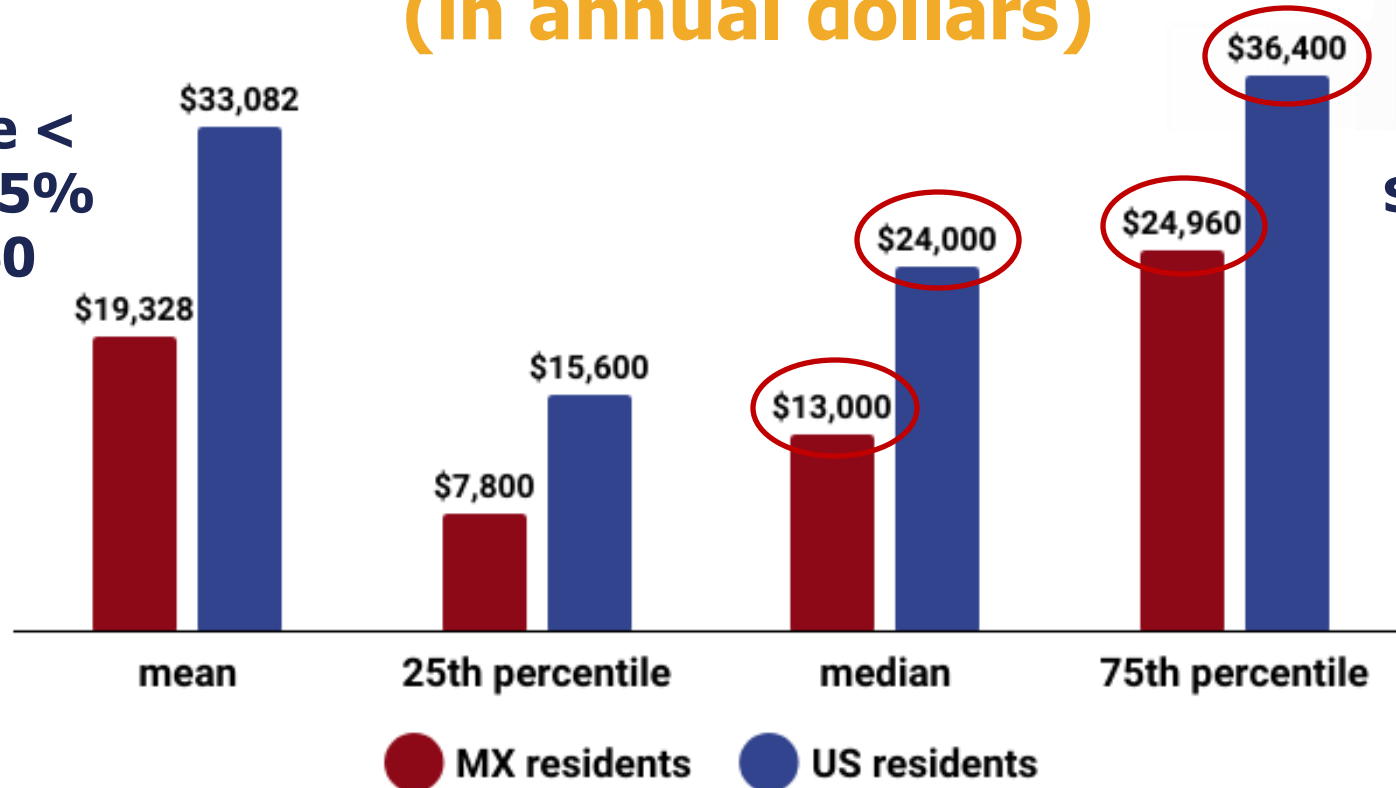
50% of US are < $24,000, and 75% are < $36,400

	mean	25th percentile	median	75th percentile
MX residents	$19,328	$7,800	$13,000	$24,960
US residents	$33,082	$15,600	$24,000	$36,400

MX residents   US residents

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Trip Characteristics

Primary reason for crossing

MX residents

Reason	%
Shop (retail)	31.1%
Eat, drink, visiting	1.9%
Sports, music, cinema	1.0%
Social family & friends	25.5%
Work	26.6%
Work related	2.3%
Health & related	1.7%
School & related	6.0%
Other reasons	2.1%
Permit or passing through	1.8%

US residents

Reason	%
Shop (retail)	7.6%
Eat, drink, visiting	4.5%
Sports, music, cinema	1.5%
Social family & friends	59.9%
Work	3.6%
Work related	2.2%
Health & related	15.6%
School & related	0.8%
Other reasons	3.5%
Permit or passing through	0.7%

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Trip Characteristics

Pedestrians only: Mode to destination after crossing into El Paso

	MX residents	US residents
Walking	36.5%	22.7%
Family/friends vehicle	29.5%	25.2%
Personal vehicle	1.3%	27.8%
Public transportation	20.6%	14.8%
Taxi	7.2%	6.3%
Ride share	4.0%	2.5%

● MX residents ● US residents

Note: < 0.1% use bike

Trip Characteristics

57% of MX stay 6 hours or less

Length of stay during this trip

Spending

- **54% of MX will spend in El Paso**
- **67% of US spent in Juarez**

Length of stay	MX residents	US residents
<= 3 hrs	23.9%	23.9%
4-6 hrs	34.7%	24.4%
7-9 hrs	16.3%	6.3%
10-20 hrs	10.6%	2.5%
1-3 days	12.2%	32.6%
4+ days	2.2%	3.8%

● MX residents   ● US residents

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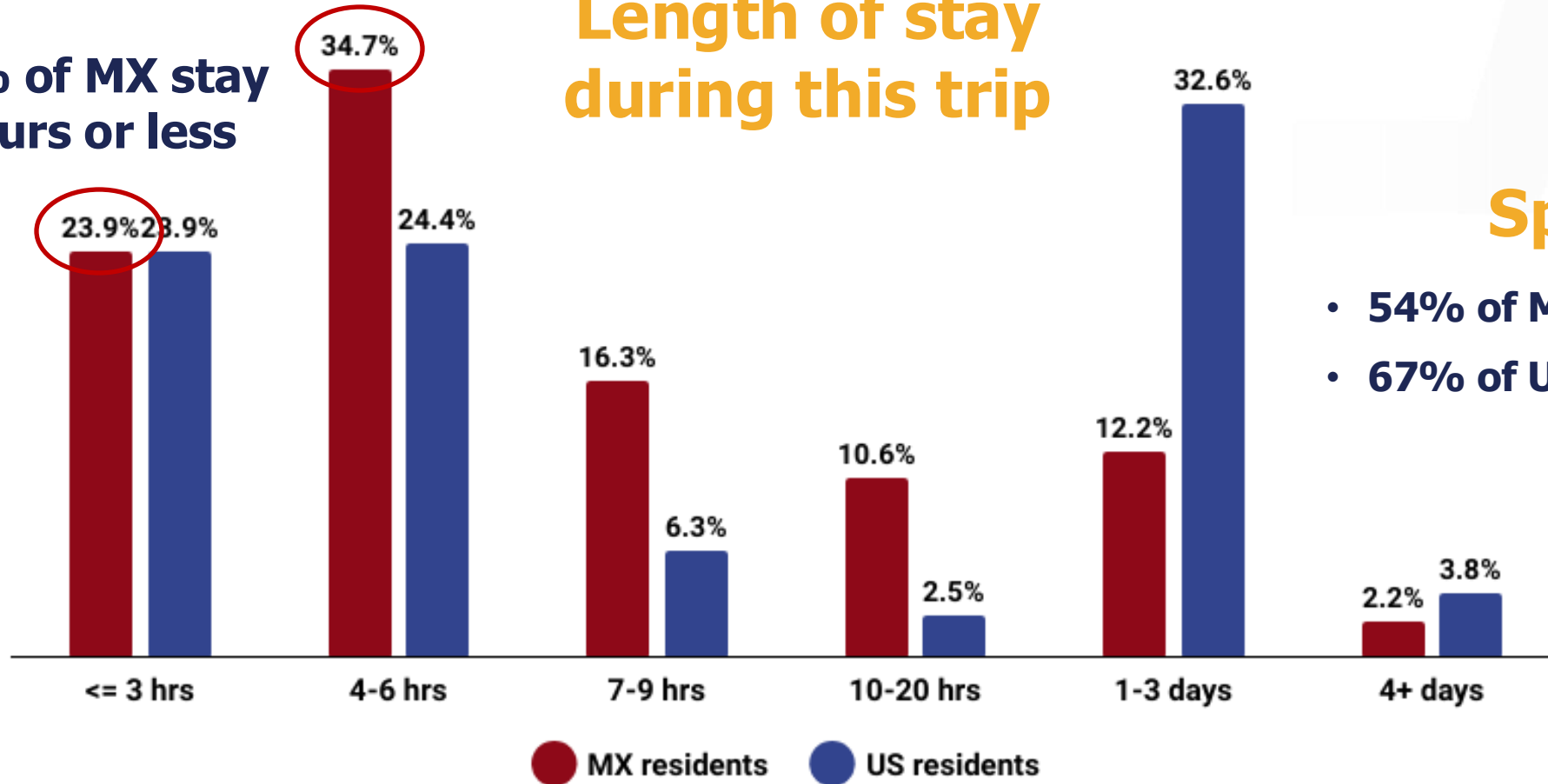
Trip Characteristics

North American Industry Classification System	% of spending visit		avg. spending	
	MX	**US**	**MX**	**US**
42 Wholesale	0.4	0.1	$270	$5,000
458 Clothing & accessories	**27.4**	**3.4**	$165	$129
445 Food & beverage	**14.6**	**17.6**	$94	$141
455 General merchandise	**10.8**	**14.7**	$197	$210
459 Sporting, musical & miscellaneous	**8.2**	**4.5**	$206	$179
441 Auto dealers & auto parts	**4.6**	1.9	$728	$403
457 Gasoline stations	**2.0**	**3.3**	$50	$56
449 Furniture, electronics & appliances	**2.4**	0.6	$408	$219
456 Health & personal care	0.3	**2.7**	$111	$84
444 Building materials & garden supply	0.9	1.6	$281	$3,200

Retail Stores

Spending

Share of total purchases that are retail goods:

MX 71% vs. US 50%

Note: Average spending by economic category in U.S. dollars.

Trip Characteristics

		% of spending visit		avg. spending	
North American Industry Classification System		**MX**	**US**	**MX**	**US**
722	**Food & drinking places**	**20.4**	**25.8**	$50	$97
62	**Health care**	0.7	**14.8**	$88	$145
485	Ground transportation	**4.4**	1.5	$22	$70
81	Other services	1.2	1.9	$219	$479
811	Repair & maintenance	0.7	1.1	$407	$321
812	Personal care	0.3	1.7	$216	$88
541	Professional, scientific & technical	0.02	**2.1**	$30	$123
52	Financial	0.4	0.4	$147	$337
512	Cinema	0.1	0.3	$30	$63
71	Arts, sports, sites, & entertainment	0.1	0.1	$16	$425
721	Accomodation	0.1	0.1	$463	$230

(Left vertical label: Services)

Spending

Share of total purchases that are services:

MX 28% vs. US 50%

Note: Average spending by economic category in U.S. dollars.

MISSION

Deliver exceptional services to support a high quality of life and place for our community.

VISION

Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government.

VALUES

Integrity, Respect, Excellence, Accountability, People

For survey findings and methodology visit:

pdnuno.com/data/ibcs

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