

Key Takeaways

Employment

- Total non-farm employment increased in August 2024 on a Year-over-Year (YoY) basis in the U.S. by 2,234,000 jobs (1.4%), El Paso by 10,500 jobs (3.1%), and Las Cruces by 4,000 jobs (5.2%). Total non-farm employment in Ciudad Juárez continued to decrease.
- Ciudad Juárez and El Paso continued to have YoY decreases in manufacturing employment of 18,110 jobs (-5.5%) and 1,300 jobs (-7.1%), respectively. Las Cruces's manufacturing employment remained stagnant.

Occupation and Certification Demand

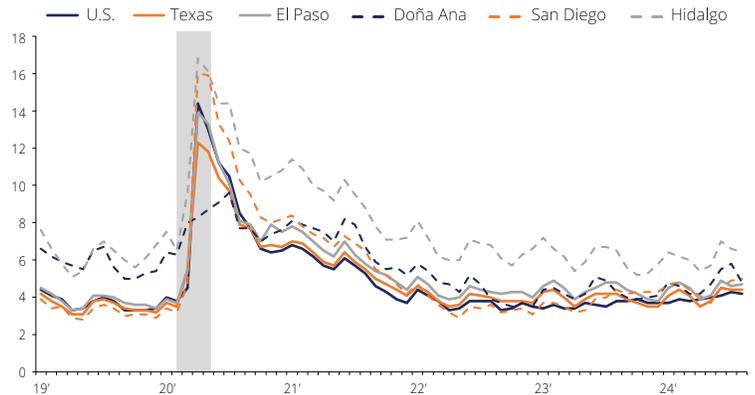
- Between January and September 2024, the U.S. and Texas registered decreases in job postings of 9.4% and 5.5%, respectively, compared to 2023 levels. El Paso County experienced a decline of 9.4%, similar to the U.S. average but higher than the decrease exhibited in Texas.
- Healthcare occupations made up the largest portion of job postings across all regions, comprising 9.2% in El Paso, 10.9% in Las Cruces, 7.5% in Texas, and 10.1% in the U.S.

Trade

- Total trade at the top ten U.S.-Mexico border ports of entry (PoEs) increased by \$25,612 million (6.5%) from January to July 2024 compared to the same period in 2023.¹
- Laredo and Santa Teresa PoEs had the largest total trade increases of \$9,600 million (5.2%) and \$7,840 million (55.1%), respectively, from January to July 2024 compared to the same period in 2023. Conversely, the Brownsville and El Paso PoEs had the largest declines of \$874 million (-6.2%) and \$335 million (-2.5%), respectively.

Quick-Glance Indicators

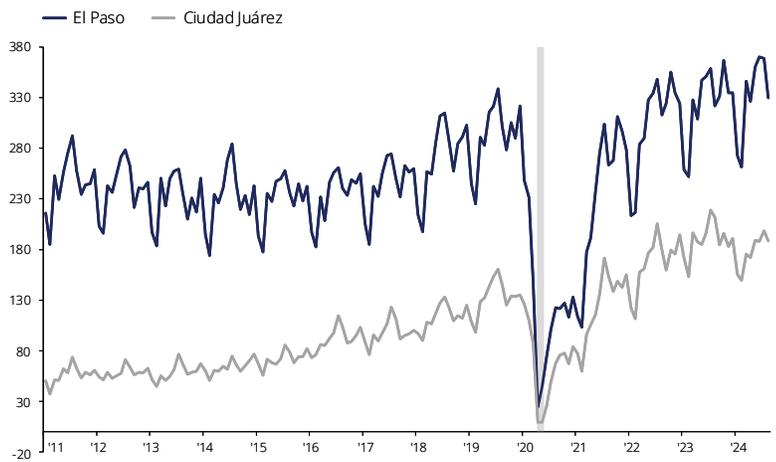
Unemployment Rates for U.S., State, and Selected MSA Economies



Note: Data as of July 2024. Shaded area indicates recession as defined by the National Bureau of Economic Research (2020 recession began in February and ended in April).

Source: Hunt Institute using El Paso International Airport and Grupo OMA data.

El Paso and Ciudad Juárez Air Passenger, Thousands



Note: Data as of August 2024. The shaded area indicates recession as defined by the National Bureau of Economic Research (2020 recession began in February and ended in April).

Source: Hunt Institute calculations using data from the U.S. Bureau of Labor Statistics.

Employment

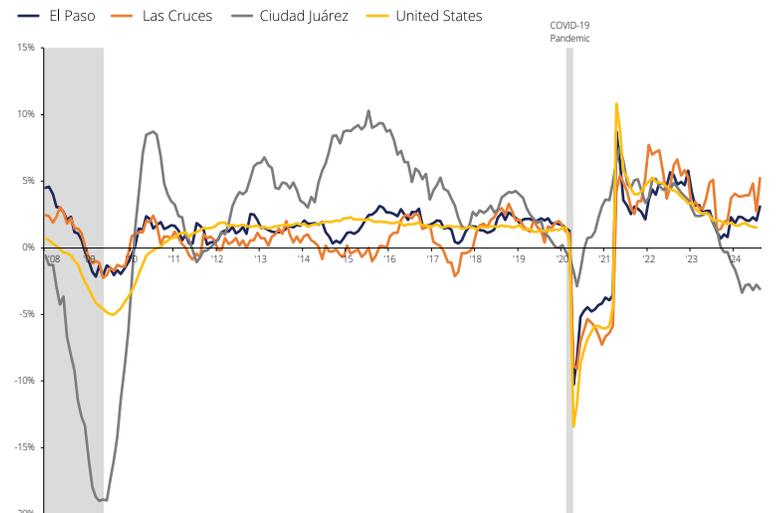
Continued Losses in Manufacturing

Employment in the Region

Manufacturing employment in August 2024 for the Paso del Norte region continued to experience significant losses compared to 2023 levels.

The U.S. experienced an increase of 2,234,000 non-farm jobs (1.4%) in August 2024 on a Year-over-Year (YoY) basis. During the same period, El Paso and Las Cruces experienced YoY gains of 10,500 jobs (3.1%) and 4,000 jobs (5.2%), respectively. Meanwhile, Ciudad Juárez lost -15,875 jobs (-3.1%), driven by a decline in the manufacturing sector of -18,110 jobs (-5.5%). The northern border region of Mexico continues with its employment decline in the manufacturing

Paso del Norte Total Non-farm Employment (Year-over-Year, %)



Note: Preliminary data for August 2024. Shaded areas indicate recession as defined by the National Bureau of Economic Research (2020 recession began in February and ended in April).

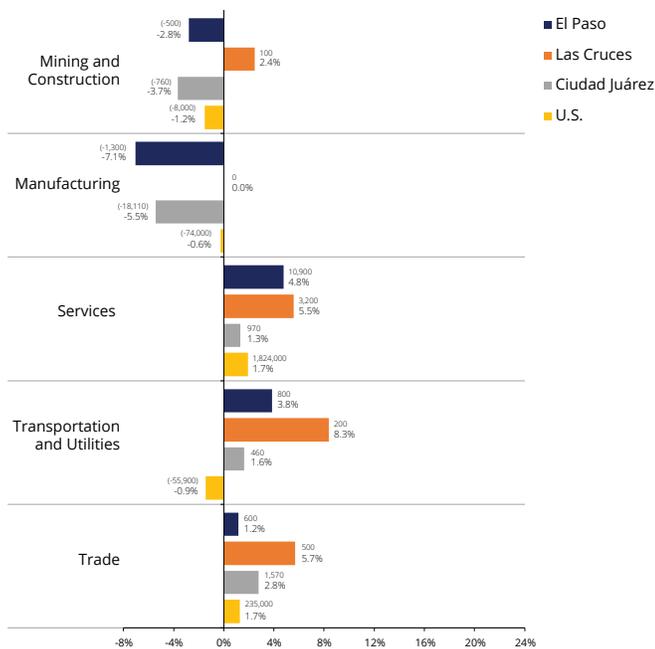
Source: Hunt Institute calculations using data from the U.S. Bureau of Labor Statistics and Instituto Mexicano del Seguro Social.

¹ The top ten U.S.-Mexico border PoEs are Laredo, TX; Ysleta, TX; Otay Mesa, CA; Hidalgo, TX; Eagle Pass, TX; Nogales, AZ; Santa Teresa, NM; Brownsville, TX; Calexico-East, CA; and El Paso, TX.

sector, with 12 consecutive months of formal job losses, partly attributed to the legal uncertainty stemming from proposed changes to the judicial system, causing foreign investors to delay or cancel plans to establish operations in the region.²

The Hunt Institute tracks five non-farm employment sectors in the Paso del Norte region. In El Paso, the following sectors experienced employment growth on a YoY basis from August 2023 to August 2024: services grew by 10,900 jobs (4.8%), trade by 600 jobs (1.2%), and transportation and utilities by 800 jobs (3.8%), while manufacturing lost 1,300 jobs (-7.1%), and mining and construction lost 500 jobs (-2.8%). Las Cruces registered growth in four sectors: services by 3,200 jobs (5.5%), transportation and utilities by 200 jobs (8.3%), mining and construction by 100 jobs (2.4%), and trade by 500 jobs (5.7%), while the manufacturing sector remained unchanged.

Paso del Norte Total Non-farm Employment by Sector, (Year-over-Year)



Note: Preliminary data for August 2024. The shaded area indicates recession as defined by the National Bureau of Economic Research (2020 recession began in February and ended in April).

Source: Hunt Institute calculations using data from the U.S. Bureau of Labor Statistics and Instituto Mexicano del Seguro Social del Seguro Social.

Occupation and Certification Demand

Decline in New Job Postings in the Paso del Norte Region

As of September 2024, sales and healthcare-related occupations had the largest Year-over-Year growth in El Paso and Las Cruces, following national and Texas trends.

2 Jorge Meza, "Reforma al PJF ocasiona retiro de inversiones de 17 empresas de manufactura: Canaco." El Heraldillo de Juárez (Ciudad Juárez), September 5, 2024. <https://www.elheraldillodejuarez.com.mx/local/juarez/reforma-al-pjf-ocasiona-retiro-de-inversiones-de-17-empresas-de-manufactura-canaco-12505597.html>

Between January and September 2024, the U.S. recorded a total of 32,480,918 job postings, while Texas posted 2,477,613, exhibiting decreases of 9.4% and 5.5%, respectively, compared to the same period in 2023. El Paso County and Doña Ana County reported 46,277 and 23,000 job postings, respectively, also showing declines of 9.4% for El Paso and 2.4% for Doña Ana. In all regions, healthcare-related occupations accounted for the largest share of job postings, representing 9.2% in El Paso County, 10.9% in Las Cruces, 7.5% in Texas, and 10.1% in the U.S.

Top 5 Occupation Groups Demanded for Jobs in El Paso County, January-September 2024

Occupation Groups	El Paso Total Job Postings	El Paso Share (%)	Doña Ana Share (%)	Texas Share (%)	U.S. Share (%)
Healthcare Diagnosing or Treating Practitioners	4,259	9.2%	20.9%	7.5%	10.1%
Other Management Occupations	2,612	5.6%	5.4%	5.7%	5.6%
Retail Sales Workers	2,466	5.3%	3.2%	3.7%	3.5%
Health Technologists and Technicians	2,385	5.2%	10.5%	4.1%	5.2%
Business Operations Specialists	2,057	4.4%	3.0%	5.7%	5.4%
Sum of Top 5 Occupation Groups Demanded in EP County	13,779	29.8%			

Note: Numbers are by active online job postings as of 09/30/2024 and 3-digit occupation code. Orange cells highlight the top occupation groups demanded for each region.

Source: Hunt Institute calculations using JobsEQ data.

In terms of in-demand certifications for active job postings for the January to September 2024 period, the U.S. driver's license demand in El Paso rose by 0.8%, contrasting with a 7.7% decline in Doña Ana and an increase in Texas and U.S. at 4.2% and 4.3%, respectively. Basic Life Support (BLS) certification registered a significant decrease in El Paso (-26.4%) but a notable increase in Doña Ana (20.4%). Texas and the U.S. showed more modest increases of 3.0% and 5.2%. Registered Nurse (RN) certification, Certification in CPR, and ACLS exhibited a decrease in all four regions.

Top 5 Certifications Demanded by Jobs in El Paso County (Year-over-Year, %)

Certification	El Paso	Doña Ana	Texas	U.S.
Driver's License	0.8%	-7.7%	4.2%	4.3%
Basic Life Support (BLS)	-26.4%	20.4%	3.0%	5.2%
Registered Nurse (RN)	-29.0%	-10.7%	-7.7%	-1.9%
Certification in Cardiopulmonary Resuscitation (CPR)	-7.3%	-10.9%	-2.6%	-8.1%
Advanced Cardiac Life Support Certification (ACLS)	-25.1%	13.9%	-1.0%	10.0%

Note: Numbers are by active online job postings as of 09/30/2024 and 3-digit occupation code. Orange cells highlight the top certification demanded for each region.

Source: Hunt Institute calculations using JobsEQ data.

Trade

Total Trade Increases Across Top Ten U.S.-Mexico Border Ports of Entry in First Seven Months of 2024

The total trade across the top ten U.S.-Mexico border Ports of Entry (PoEs) increased from January to July 2024 compared to the same period in 2023.

Total trade through the U.S.-Mexico border at the top ten PoEs increased by \$25,611 million (6.5%) from January to July 2024 compared to the same period in 2023. The PoEs that experienced the largest growth were Laredo and Santa Teresa, with increases in total trade of \$9,600 million (5.2%) and \$7,840 million (55.1%), respectively. On a month-over-month (MoM) basis in July 2024 compared to June 2024, seven of the top ten PoEs exhibited an increase in total trade except Santa Teresa, Nogales, and El Paso PoEs. On a year-over-year (YoY) basis in July 2024 compared to June 2023, almost all the top ten PoEs exhibited an increase in total trade except El Paso PoE.

Top Ten U.S.-Mexico Border Ports of Entry for Total Trade with World, USD Million

Port of Entry	A Jan-Jul 2023	B Jan-Jul 2024	B-A	B-A (Δ%)	July 2024	
					MoM	YoY
Laredo, TX (Port)	\$185,131	\$194,731	\$9,600	5.2%	2.0%	9.2%
Ysleta, TX (Port)	\$46,850	\$48,778	\$1,929	4.1%	6.0%	19.7%
Otay Mesa, CA (Port)	\$36,996	\$37,074	\$78	0.2%	0.1%	6.2%
Hidalgo, TX (Port)	\$26,919	\$27,326	\$407	1.5%	8.9%	7.3%
Eagle Pass, TX (Port)	\$22,066	\$26,190	\$4,124	18.7%	4.0%	18.2%
Santa Teresa, NM (Port)	\$14,236	\$22,076	\$7,840	55.1%	-5.0%	97.0%
Nogales, AZ (Port)	\$19,184	\$21,536	\$2,352	12.3%	-14.8%	8.0%
Calexico-East, CA (Port)	\$12,928	\$13,418	\$490	3.8%	0.0%	2.3%
Brownsville, TX (Port)	\$14,134	\$13,260	-\$874	-6.2%	3.0%	3.9%
El Paso, TX (Port)	\$13,270	\$12,936	-\$335	-2.5%	-2.0%	-6.2%

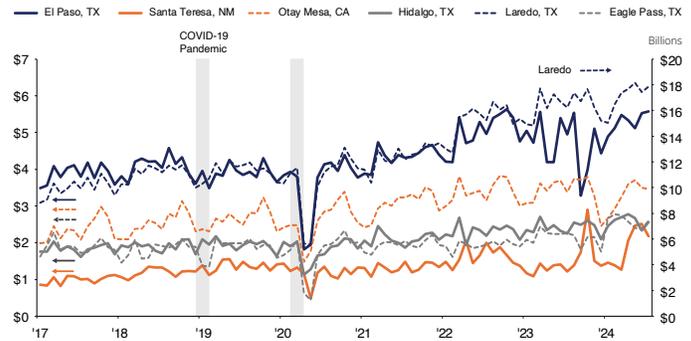
Note: Top ten in 2024. YoY denotes year-over-year; MoM denotes month-over-month.
Source: Hunt Institute calculations using data from the U.S. Census Bureau

From January to July 2024, the El Paso, Santa Teresa, Otay Mesa, Hidalgo, Laredo, and Eagle Pass PoEs recorded \$229,699 million in imports, a \$16,664 million (7.8%) YoY increase compared to the same period in 2023. Notably, in July 2024, Santa Teresa's imports surged by \$961.7 million (78.8%) compared to July 2023.

The same six PoEs recorded \$139,411 million in exports, an \$8,398 million (6.4%) YoY increase from July 2023 to July 2024. In July 2024, five of the six PoEs registered export growth, except for Hidalgo, which declined by \$45.8 million

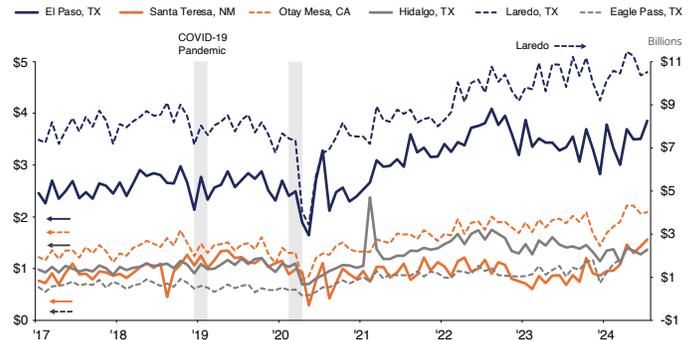
(-3.3%) compared to July 2023. Notably, Santa Teresa's exports grew by \$880.6 million (129.5%) and Eagle Pass by \$236.5 million (28.0%) in July 2024 compared to July 2023.

Top U.S.-Mexico Border PoE for Imports from the World, USD Billion (Year-over-Year, %)



Note: Data as of July 2024. Top six ports in total trade. El Paso PoE includes Ysleta PoE. Shaded area indicates recession as defined by the National Bureau of Economic Research (2020 recession began in February and ended in April).
Source: Hunt Institute calculations using data from the U.S. Census Bureau.

Top U.S.-Mexico Border PoE for Exports to the World, USD Billion (Year-over-Year, %)



Note: Data as of July 2024. Top six ports in total trade. El Paso PoE includes Ysleta PoE. Shaded area indicates recession as defined by the National Bureau of Economic Research (2020 recession began in February and ended in April).
Source: Hunt Institute calculations using data from the U.S. Census Bureau.

About Hunt Institute for Global Competitiveness

Since 2014, the Hunt Institute for Global Competitiveness at The University of Texas at El Paso has provided economic analysis of the Paso del Norte Region that includes the binational communities of El Paso, Texas; Las Cruces, N.M.; and Ciudad Juárez, Mexico. The mission of the Hunt Institute is to produce high-quality market analysis tools that strengthen regional and binational cross-border social and economic development.

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