

The Mexican Market: Basic Data



Location: Mexico is the northernmost country of Latin America. It shares a 3,234 km border with the United States. It is bounded on the west by the Pacific Ocean, on the east by the Caribbean, and to the south by Guatemala and Belize.

Land Area: With a total area of 1,973,000 km², Mexico is the thirteenth largest country in the world. About 19 percent of the total area is cultivable, 48 percent suitable for livestock, and 29 percent is forested.

Population: 85 million according to recent estimates. About half the population is currently under the age of 20 and one million people enter the labour force every year.

Growth Rate: Population growth moderated to 1.9 percent annually in 1991, down from an annual average of 3.5 percent in the 1970s and 1980s.

Main Towns: (population in '000s)

Metropolitan Mexico City	19,396	León	837
Guadalajara	3,400	Ciudad Juárez	751
Monterrey	3,300	Tijuana	637
Puebla	1,135	Torreón	604

Political Structure: Federal Republic comprised of 31 states and one federal district (Mexico City) which is the seat of the federal government.

Climate: Tropical in the south, temperate in the central highlands, and dry to the north.

Languages: Spanish is Mexico's official language.

Measures: Metric system.

Time: Mexico City is 6 hours behind GMT.

Source: EIU Country Profile, 1991.