

made in a variety of establishments, 55% of which were large, 24% medium and 21% small. They were grouped into the following areas:

20%	Food products	supermarkets, small food stores, fruit & vegetable, ice cream, meat stores, etc.
57%	Personal articles	apparel, footwear, pharmacies, presents, jewelry, toys, books, stationery stores.
8%	Home furnishings	furniture, appliances, electronics, electrical, carpets, consumer durables.
9%	Work articles	hand tools, hardware, construction materials, paints, wood.
6%	Cars, trucks	car & truck dealers, parts & aftermarket

Of these establishments, 55% were opened between 1961 and 1985 (the survey was made August 1991), 78% of them have up to 10 employees (in particular in the first two categories), and 53% of them own the store.

Supply practices, regarding where the retail stores are sourcing themselves, divided by type of products sold, are as follows:

	FOOD	PERSONAL	HOME	WORK	CARS	TOTAL
Producer	7	27	5	5	4	48
Wholesale	10	25	3	4	2	44
Retail	2	5	0	0	0	7
Other	1	0	0	0	0	1
TOTAL	20	57	8	9	6	100

Of all stores, 48% purchase directly from the producer and 44% purchases from wholesalers.

Import practices, regarding whether the establishment imports directly or not, are as follows:

	FOOD	PERSONAL	HOME	WORK	CARS	TOTAL
Yes	5	14	3	3	3	28
No	15	43	5	6	3	72

The results are similar to those in Naucalpan, an urban area within Mexico City, but different from Ojinaga, Chihuahua, where 71% of establishments do import directly. This is more common in the states located near the Mexico-U.S. border.

Those that sell imported products are as follows:

	FOOD	PERSONAL	HOME	WORK	CARS	TOTAL
Yes	7	22	4	3	4	40
No	13	35	4	6	2	60

In Naucalpan, 56% do sell imported products and are concentrated in the area of articles for personal use, while in Chihuahua 85% sell imports, of which 19% are food products and 43% personal use articles. It is interesting to note that in Mexico City 74% of the establishments interviewed were not familiar with import requirements.