

## INCOME DISTRIBUTION IN MEXICO, 1990

Annual income	Millions	Percentage
US \$15,000 and higher	3.4	4
US \$10,000 to US \$15,000	13.2	16
US \$6,000 to US \$10,000	14.4	18
US \$2,000 to US \$6,000	23.0	28
under US \$2,000	27.9	34

Source: U.S. Department of Commerce.

## URBANIZATION

Mexico is becoming increasingly urbanized because of greater availability of jobs and support services in the cities. Since urban dwellers have higher incomes, retail markets tend to be concentrated. According to the *Instituto Nacional de Estadística, Geografía e Informática (INEGI)*, National Institute for Statistics, Geography and Informatics, in 1992 urban families represented 76 percent of all families in Mexico and 89 percent of expenditures. However, there are more children per capita in rural areas than in the cities.

Urban families spend 7.8 percent of their incomes on clothing and footwear, while rural families spend 8.2 percent. This is explained by their much lower average income, and the tendency for rural families to have greater numbers of children.

## FASHION ORIENTATION

Mexicans are subject to many of the same influences as their neighbours to the north. They watch foreign television and are exposed to international fashion magazines. Although only a small proportion have disposable income to spend on fashion, in absolute terms this is a large group of people. In some ways, however, their tastes differ from those of Canadians. In the business world, the fashion tends to be more formal and conservative than in Canada. Children's clothing tends to be more elaborate, especially little girl's dresses, while women tend to wear dresses and skirts more often.

Teenagers are very fad and fashion conscious, and spend a much larger percentage of their disposable income on clothing than the average consumer. About one-third of all teenagers between the ages of 15 and 19 work, according to data from the *Instituto Nacional de Estadística, Geografía e Informática (INEGI)*, National Institute for Statistics, Geography and Informatics. While teenagers are often employed in low-paying jobs, they are very aware of what their peers are wearing and gain acceptance in certain circles based on their appearance. The fashions are quick to change and teen clothing goes out of style very quickly.