

POPULATION BY INCOME GROUP
MULTIPLES OF THE MINIMUM WAGE (MW)*

	Economically Active Population	No Income	< 1 MW	1-2 MW	2-3 MW	3-5 MW	>5 MW
Nuevo León	1,009,584	21,691	135,621	435,698	155,508	116,435	108,728
Coahuila	586,165	14,441	62,616	249,852	99,650	61,163	47,421
Tamaulipas	684,550	23,456	134,670	259,903	124,264	66,391	45,874
Northeast total							
Northeast %	100.0%	2.6%	14.6%	41.5%	16.6%	10.7%	8.9%
National total	23,403,413	1,690,126	4,518,090	8,588,579	3,542,069	2,283,543	1,780,769
National %	100.0%	7.2%	19.3%	36.7%	15.1%	9.8%	7.6%

*Columns do not add to totals because of roughly 5% unspecified.

Source: Instituto Nacional de Estadística, Geografía e Informática (INEGI), National Institute for Statistics, Geography and Informatics, 1990 Census.

As in the rest of the country, northeastern Mexico has a young population, with about half being under 20 years of age. This helps to drive relatively strong consumer markets because young people have been exposed to foreign advertising and are interested in products that have not been traditional in Mexico.

Another factor leading to relatively strong consumer markets is the fact that residents of the northeastern region have somewhat higher incomes than the national average. In 1990, there were more than 446,000 people earning more than three times the minimum wage in the region. This was almost 20 percent of the economically active population, compared with 17.4 percent in the same brackets for the country as a whole. Nationally, 26.5 percent earn less than the minimum wage, compared with 17 percent for the northeastern region.

In 1996, the minimum wage for Greater Monterrey was \$20.95 Mexican pesos per day. This is applied on a seven-day per week basis, so the annual minimum wage is roughly C \$1,300. Employees are also eligible for mandatory profit sharing bonuses, but those are not likely to be significant in the current economy. Therefore, the top 20 percent of the population are those earning more than about C \$4,000 annually, according to 1990 census data.