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- Capital: Tepic
  - Municipalities: 20
  - Population: 1,254,587 inhabitants
  - % of national population: 1.0
  - Territorial surface: 27,815 km<sup>2</sup>
  - % of surface of the country: 1.4
  - % share in national GDP: 0.7
  - Sector with the highest contribution to state's GDP: Wholesale and retail trade (19.6%)

## Why invest in Nayarit?

Nayarit offers investors continuous assistance from the first contact, including legal support mechanisms, incentives for investment in the state and incentives for technology development. The state has an ideal investment environment that is supported by the municipal and state administrations. Together, they work to stay in constant communication with the federal government.

## Population

Nayarit's population accounted for 1.0% of Mexico's total population in 2016.

POPULATION 2016

Concept	Nayarit	National	% over National A/B
	Total (A)	Total (B)	
Total Population (TP)	1,254,587	122,746,451	1.0%
Population under 15 years of age	334,805	32,269,331	1.0%
Working Age Population (WAP)	919,782	90,477,120	1.0%
Economically Inactive Population (EIP)	328,467	36,442,320	0.9%
Economically Active Population (EAP)	591,315	54,034,800	1.1%
Active population	569,966	52,123,674	1.1%
Inactive population	21,349	1,911,126	1.1%

Source: INEGI, National Survey of Occupation and Employment, last quarter of 2016.

EMPLOYEES BY BRANCH OF ECONOMY ACTIVITY 2016

Concept	Nayarit	National	% over
	Total (A)	Total (B)	National A/B
<b>Total Active Population</b>	<b>569,966</b>	<b>52,123,674</b>	<b>1.1%</b>
Agriculture, forestry, fishing and hunting	123,589	6,920,547	1.8%
Mining, electricity and water	3,143	379,300	0.8%
Manufacturing	42,066	8,528,629	0.5%
Construction	39,872	4,346,696	0.9%
Commerce	109,482	9,802,437	1.1%
Accommodation and food services	70,656	3,848,043	1.8%
Transport and warehousing	17,378	2,647,569	0.7%
Professional, financial and corporate services	20,478	3,565,476	0.6%
Social assistance	52,419	4,170,171	1.3%
Other services	58,740	5,407,012	1.1%
Public administration and international institutions	29,355	2,217,975	1.3%
Non specified	2,788	289,819	1.0%

Source: INEGI, National Survey of Occupation and Employment, last quarter of 2016.

## Employment

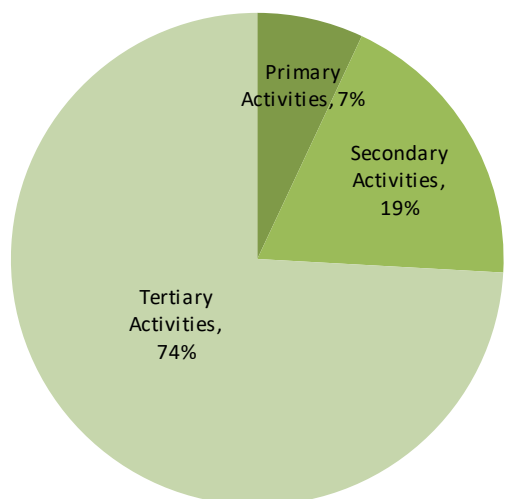
Nayarit recorded 570 thousand workers during 2016, mainly in the commerce. In respect to the national level, the state represented 1.1% of the workers in commerce.

## Economy

The Gross Domestic Product (GDP) of Nayarit exceeded 119 billion pesos in 2015, and contributed 0.7% to Mexico's national GDP.

Tertiary sector, which includes wholesale and retail trade, and real estate services, contributed 74% of the state's GDP in 2015.

### STRUCTURE OF THE GDP OF NAYARIT, 2015



Source: INEGI  
Facts: Millions of pesos

GDP 2015	Nayarit	National	Share (%)
	Total (A)	Total (B)	A/B
<b>Total</b>	<b>119,497</b>	<b>17,144,473</b>	<b>0.7%</b>
<b>Primary Activities</b>	<b>7,897</b>	<b>575,516</b>	<b>1.4%</b>
Agriculture, Forestry, Fishing and Hunting	7,897	575,516	1.4%
<b>Secondary Activities</b>	<b>22,871</b>	<b>5,628,823</b>	<b>0.4%</b>
Mining, Quarrying, and Oil and Gas Extraction	540	752,944	0.1%
Utilities	3,218	329,221	1.0%
Construction	11,825	1,310,835	0.9%
Manufacturing	7,288	3,235,822	0.2%
<b>Tertiary Activities</b>	<b>88,729</b>	<b>10,940,134</b>	<b>0.8%</b>
Wholesale and Retail trade	23,412	2,989,833	0.8%
Transportation and Warehousing	4,820	1,123,861	0.4%
Information	1,871	359,565	0.5%
Finance and Insurance	1,871	359,565	0.5%
Real Estate and Rental and Leasing	16,639	1,999,337	0.8%
Professional, Scientific, and Technical Services	1,004	390,784	0.3%
Management of Companies and Enterprises	11	111,220	0.0%
Admin. & Support and Waste Mgmt. & Remediat. Svcs.	1,544	560,476	0.3%
Educational Services	7,089	759,257	0.9%
Health Care and Social Assistance	3,216	412,912	0.8%
Arts, Entertainment, and Recreation	1,006	79,834	1.3%
Accommodation and Food Services	13,914	408,805	3.4%
Other Services (except Public Administration)	1,959	365,737	0.5%
Public Administration	9,565	761,025	1.3%

## Foreign Direct Investment

- Nayarit received 76.0 million dollars in Foreign Direct Investment (FDI) in 2016. Of all the Foreign Direct Investment (FDI) received by the state most was toward the accommodation and food services.

## Salaries

Nayarit recorded an average salary for IMSS contribution of \$248.3 in 2016, which was below the country's average salary of \$317.9.

Average Salary quote to IMSS*	
Nayarit	248.3
National	317.9

\*Payments per day in 2016 annual average.  
Source: STPS.

Average Salary quote to IMSS by National Activity Sector*	
Agriculture, forestry, fishing and hunting	180.4
Extractive industry	519.9
Processing industries	325.3
Construction	209.2
Electrical and water supply	793.2
Commerce	274.0
Transport and communications	369.5
Services to companies and individuals	309.1
Social services	443.9

\*Payments per day in 2016 annual average.  
Source: STPS.

## Infrastructure

Infrastructure in the state of Nayarit	
Railways (Km)	394
Trunk and branches	311
Secondary	75
Special	8
Sea ports	5
International Maritime Ports	1
Coastal Shipping Ports	4
Airports	1
Domestic	0
International	1

Source: AEPEF 2016 from INEGI.

Nayarit has 394 kilometers of railroads. It has one international airport. In addition, it has five seaports: one international port, and four for coastal shipping.

Infrastructure in Nayarit	
Medical units	518
Public	504
Private	14
Sites for hosting	658
Rooms	29,434

Source: AEPEF 2016 from INEGI.

## Education

EDUCATIONAL INFRASTRUCTURE 2015-2016

Nayarit	Senior High Schools	Higher Education
Institutions	n.a.	30
Schools	333	48
Students	50,179	32,670
Teachers	4,817	2,882

Source: SEP, 2017.

Around of 115,695 students with completed studies from engineering, manufacturing and construction areas, 790 were from Nayarit.

POPULATION OF HIGHER TECHNIC UNIVERSITY BY FIELD OF STUDY 2015-2016

Nayarit	Enrolment	With completed studies	Graduates
Total	4,778	1,737	957
Agronomy and Veterinary	91	42	25
Humanities and Arts	0	0	0
Natural and Exact Sciences, and Computing	0	0	0
Social Sciences, Business and Law	2,515	950	581
Education	59	11	5
Engineering, Manufacturing and Construction	1,217	446	203
Health	274	73	90
Services	622	215	53

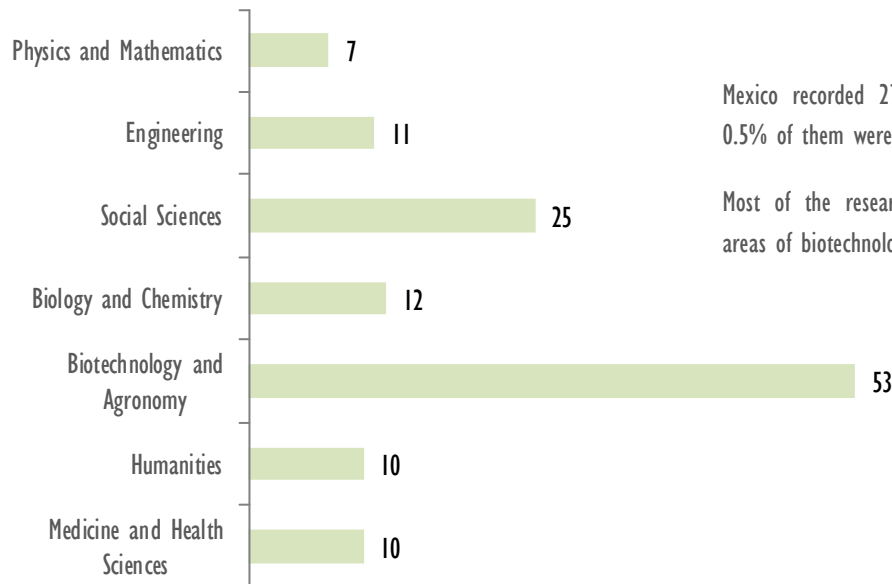
Source: ANUIES, 2016.

UNDERGRADUATE POPULATION BY FIELD OF STUDY 2015-2016

Nayarit	Enrolment	With completed studies	Graduates
Total	35,907	5,512	3,808
Agronomy and Veterinary	1,065	63	56
Humanities and Arts	1,118	211	101
Natural and Exact Sciences, and Computing	1,731	173	159
Social Sciences, Business and Law	16,781	3,016	2,256
Education	2,488	226	167
Engineering, Manufacturing and Construction	5,517	790	510
Health	6,682	977	536
Services	525	56	23

Source: ANUIES, 2016.

NUMBER OF RESEARCHES BY AREA OF SCIENCE, 2017



Mexico recorded 27,186 researchers at January 2017; 0.5% of them were in Nayarit.

Most of the researchers in the state focused on the areas of biotechnology and agronomy.

Considering only member of National Research System in 2017.

Source: National Research System, CONACyT.