Abstract
This study examines the effect of the maquiladora export industry (mei) on total net annual household income for rural zones of the old Henequenera region of Yucatán. This analysis uses the Propensity Score Matching approach and cross-sectional data from 1,123 inhabitants that make up 247 households in four municipalities: Cuzamá, Homún, Acanceh and Huhí. The findings reveal a strong and significant positive impact on the total annual income of inhabitants working for the mei in the rural region of Yucatán. Specifically, there is a positive difference that ranges from $8,419 to $9,449 Mexican pesos annually between inhabitants that work for a maquiladora factory and those that work in any other type of activity within or outside of the territory.

Keywords
Maya, rural, Yucatán, maquila, income, Propensity Score-Matching.