**ABSTRACT**

The knowledge-based economy is a new economy growth theory that for some authors is the new alternative for the economy growth. In this sense arise the medium cities as an alternative to economic growth, as these cities do not have the problems of the big cities and it is assumed that in the long term these medium cities will become large cities.

Thus, the objective of this research was to find that medium cities of west-central Mexico are embedded within the knowledge economy through the comparative analysis between the Census of Population and Housing 2000 and 2010 conducted by the Institute national Statistics and Geography (Instituto Nacional de Estadística y Geografía, INEGI).

The region of west-central Mexico by the end of this research is comprised by the states of Aguascalientes, Colima, Guanajuato, Jalisco, Michoacán, Nayarit, San Luis Potosi and Zacatecas. Of those states were found that there are 39 medium cities. The result is not satisfactory as was found that there are 13 cities not embedded within the knowledgebased economy.