



Compradores plaza por estado

COMPRADORES DE JULIO 2018

| Estado | JULIO 2017 | % respecto al total | JULIO 2018 | % respecto al total | Variación % |
|---------------------|----------------|---------------------|----------------|---------------------|--------------|
| Aguascalientes | 1,548 | 1.3% | 1,505 | 1.3% | -2.8% |
| Baja California | 3,222 | 2.6% | 2,603 | 2.3% | -19.2% |
| Baja California Sur | 889 | 0.7% | 814 | 0.7% | -8.4% |
| Campeche | 689 | 0.6% | 617 | 0.5% | -10.4% |
| Chiapas | 1,790 | 1.5% | 1,738 | 1.5% | -2.9% |
| Chihuahua | 3,259 | 2.7% | 2,853 | 2.5% | -12.5% |
| Coahuila | 3,255 | 2.7% | 3,026 | 2.7% | -7.0% |
| Colima | 810 | 0.7% | 820 | 0.7% | 1.2% |
| Distrito Federal | 21,702 | 17.8% | 19,757 | 17.3% | -9.0% |
| Durango | 1,103 | 0.9% | 984 | 0.9% | -10.8% |
| Edo. de México | 14,680 | 12.0% | 13,534 | 11.9% | -7.8% |
| Guanajuato | 4,826 | 4.0% | 4,522 | 4.0% | -6.3% |
| Guerrero | 1,156 | 0.9% | 1,044 | 0.9% | -9.7% |
| Hidalgo | 1,433 | 1.2% | 1,369 | 1.2% | -4.5% |
| Jalisco | 9,332 | 7.6% | 8,295 | 7.3% | -11.1% |
| Michoacán | 2,691 | 2.2% | 2,244 | 2.0% | -16.6% |
| Morelos | 1,443 | 1.2% | 1,380 | 1.2% | -4.4% |
| Nayarit | 748 | 0.6% | 716 | 0.6% | -4.3% |
| Nuevo León | 9,209 | 7.5% | 9,382 | 8.2% | 1.9% |
| Oaxaca | 1,555 | 1.3% | 1,513 | 1.3% | -2.7% |
| Puebla | 7,231 | 5.9% | 5,800 | 5.1% | -19.8% |
| Querétaro | 2,665 | 2.2% | 2,687 | 2.4% | 0.8% |
| Quintana Roo | 2,213 | 1.8% | 1,962 | 1.7% | -11.3% |
| San Luis Potosí | 2,549 | 2.1% | 2,258 | 2.0% | -11.4% |
| Sinaloa | 3,017 | 2.5% | 2,987 | 2.6% | -1.0% |
| Sonora | 2,685 | 2.2% | 2,657 | 2.3% | -1.0% |
| Tabasco | 1,310 | 1.1% | 1,276 | 1.1% | -2.6% |
| Tamaulipas | 2,440 | 2.0% | 2,690 | 2.4% | 10.2% |
| Tlaxcala | 698 | 0.6% | 680 | 0.6% | -2.6% |
| Veracruz | 4,517 | 3.7% | 4,322 | 3.8% | -4.3% |
| Yucatán | 2,045 | 1.7% | 1,961 | 1.7% | -4.1% |
| Zacatecas | 815 | 0.7% | 768 | 0.7% | -5.8% |
| Otras Marcas | 4,585 | 3.8% | 5,261 | 4.6% | 14.7% |
| Total | 122,110 | 100.0% | 114,025 | 100.0% | -6.6% |

Fuente: Urban Science

*La información de compradores se refiere a los registros de acuerdo a la plaza, ciudad o estado domicilio del comprador (cliente final).

Otras Marcas comprende a ISUZU, Mini, Seat, Smart, Volkswagen, Audi, BMW, Jaguar, Land Rover, Mercedes-Benz y Porsche. Éstas marcas no comparten desagregación por estado/plaza

| Estado | JULIO 2018 | Lugar |
|------------------------|----------------|-------|
| Distrito Federal | 19,757 | 1 |
| Edo. de México | 13,534 | 2 |
| Nuevo León | 9,382 | 3 |
| Jalisco | 8,295 | 4 |
| Puebla | 5,800 | 5 |
| Guanajuato | 4,522 | 6 |
| Veracruz | 4,322 | 7 |
| MEDIA NACIONAL | 3,398 | |
| Coahuila | 3,026 | 8 |
| Sinaloa | 2,987 | 9 |
| Chihuahua | 2,853 | 10 |
| Tamaulipas | 2,690 | 11 |
| Querétaro | 2,687 | 12 |
| Sonora | 2,657 | 13 |
| Baja California | 2,603 | 14 |
| San Luis Potosí | 2,258 | 15 |
| Michoacán | 2,244 | 16 |
| Quintana Roo | 1,962 | 17 |
| Yucatán | 1,961 | 18 |
| Chiapas | 1,738 | 19 |
| Oaxaca | 1,513 | 20 |
| Aguascalientes | 1,505 | 21 |
| Morelos | 1,380 | 22 |
| Hidalgo | 1,369 | 23 |
| Tabasco | 1,276 | 24 |
| Guerrero | 1,044 | 25 |
| Durango | 984 | 26 |
| Colima | 820 | 27 |
| Baja California Sur | 814 | 28 |
| Zacatecas | 768 | 29 |
| Nayarit | 716 | 30 |
| Tlaxcala | 680 | 31 |
| Campeche | 617 | 32 |
| Otras Marcas | 5,261 | 0 |
| Total República | 114,025 | |



Compradores plaza por estado
ACUMULADO DE COMPRADORES DE ENERO A JULIO 2018

| Estado | ENERO A JULIO 2017 | % respecto al total | ENERO A JULIO 2018 | % respecto al total | Variación % |
|---------------------|--------------------|---------------------|--------------------|---------------------|--------------|
| Aguascalientes | 11,330 | 1.3% | 10,340 | 1.3% | -8.7% |
| Baja California | 23,957 | 2.8% | 18,141 | 2.3% | -24.3% |
| Baja California Sur | 6,411 | 0.7% | 5,425 | 0.7% | -15.4% |
| Campeche | 4,875 | 0.6% | 4,458 | 0.6% | -8.6% |
| Chiapas | 14,083 | 1.6% | 12,355 | 1.6% | -12.3% |
| Chihuahua | 25,692 | 3.0% | 20,407 | 2.6% | -20.6% |
| Coahuila | 23,284 | 2.7% | 21,496 | 2.7% | -7.7% |
| Colima | 6,116 | 0.7% | 5,689 | 0.7% | -7.0% |
| Distrito Federal | 146,504 | 16.9% | 132,999 | 16.7% | -9.2% |
| Durango | 7,581 | 0.9% | 6,873 | 0.9% | -9.3% |
| Edo. de México | 102,039 | 11.8% | 95,150 | 12.0% | -6.8% |
| Guanajuato | 34,795 | 4.0% | 32,012 | 4.0% | -8.0% |
| Guerrero | 8,895 | 1.0% | 7,522 | 0.9% | -15.4% |
| Hidalgo | 10,750 | 1.2% | 10,434 | 1.3% | -2.9% |
| Jalisco | 67,842 | 7.8% | 60,678 | 7.6% | -10.6% |
| Michoacán | 19,369 | 2.2% | 16,771 | 2.1% | -13.4% |
| Morelos | 10,791 | 1.2% | 9,644 | 1.2% | -10.6% |
| Nayarit | 5,296 | 0.6% | 5,016 | 0.6% | -5.3% |
| Nuevo León | 65,818 | 7.6% | 63,581 | 8.0% | -3.4% |
| Oaxaca | 12,572 | 1.5% | 11,106 | 1.4% | -11.7% |
| Puebla | 43,658 | 5.0% | 37,517 | 4.7% | -14.1% |
| Querétaro | 19,397 | 2.2% | 18,408 | 2.3% | -5.1% |
| Quintana Roo | 16,506 | 1.9% | 14,203 | 1.8% | -14.0% |
| San Luis Potosí | 17,186 | 2.0% | 15,848 | 2.0% | -7.8% |
| Sinaloa | 22,728 | 2.6% | 20,961 | 2.6% | -7.8% |
| Sonora | 19,787 | 2.3% | 17,773 | 2.2% | -10.2% |
| Tabasco | 9,710 | 1.1% | 8,996 | 1.1% | -7.4% |
| Tamaulipas | 19,339 | 2.2% | 18,591 | 2.3% | -3.9% |
| Tlaxcala | 5,077 | 0.6% | 4,974 | 0.6% | -2.0% |
| Veracruz | 31,374 | 3.6% | 30,616 | 3.9% | -2.4% |
| Yucatán | 13,616 | 1.6% | 13,975 | 1.8% | 2.6% |
| Zacatecas | 5,896 | 0.7% | 5,526 | 0.7% | -6.3% |
| Otras Marcas | 32,907 | 3.8% | 37,040 | 4.7% | 12.6% |
| Total | 865,181 | 100.0% | 794,525 | 100.0% | -8.2% |

Fuente: Urban Science

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| Estado | ENERO A JULIO 2018 | Lugar |
|------------------------|--------------------|-------|
| Distrito Federal | 132,999 | 1 |
| Edo. de México | 95,150 | 2 |
| Nuevo León | 63,581 | 3 |
| Jalisco | 60,678 | 4 |
| Puebla | 37,517 | 5 |
| Guanajuato | 32,012 | 6 |
| Veracruz | 30,616 | 7 |
| MEDIA NACIONAL | 23,671 | |
| Coahuila | 21,496 | 8 |
| Sinaloa | 20,961 | 9 |
| Chihuahua | 20,407 | 10 |
| Tamaulipas | 18,591 | 11 |
| Querétaro | 18,408 | 12 |
| Baja California | 18,141 | 13 |
| Sonora | 17,773 | 14 |
| Michoacán | 16,771 | 15 |
| San Luis Potosí | 15,848 | 16 |
| Quintana Roo | 14,203 | 17 |
| Yucatán | 13,975 | 18 |
| Chiapas | 12,355 | 19 |
| Oaxaca | 11,106 | 20 |
| Hidalgo | 10,434 | 21 |
| Aguascalientes | 10,340 | 22 |
| Morelos | 9,644 | 23 |
| Tabasco | 8,996 | 24 |
| Guerrero | 7,522 | 25 |
| Durango | 6,873 | 26 |
| Colima | 5,689 | 27 |
| Zacatecas | 5,526 | 28 |
| Baja California Sur | 5,425 | 29 |
| Nayarit | 5,016 | 30 |
| Tlaxcala | 4,974 | 31 |
| Campeche | 4,458 | 32 |
| Otras Marcas | 37,040 | 0 |
| Total República | 794,525 | |