



Compradores plaza por estado
ACUMULADO DE COMPRADORES DE ENERO A NOVIEMBRE 2019

| Estado | ENERO A NOVIEMBRE 2018 | % respecto al total | ENERO A NOVIEMBRE 2019 | % respecto al total | Variación % Anual |
|---------------------|------------------------|---------------------|------------------------|---------------------|-------------------|
| Aguascalientes | 17,470 | 1.4% | 17,990 | 1.5% | 3.0% |
| Baja California | 28,909 | 2.3% | 30,284 | 2.6% | 4.8% |
| Baja California Sur | 9,062 | 0.7% | 8,834 | 0.7% | -2.5% |
| Campeche | 7,377 | 0.6% | 7,093 | 0.6% | -3.8% |
| Chiapas | 19,516 | 1.5% | 17,971 | 1.5% | -7.9% |
| Chihuahua | 32,324 | 2.5% | 30,929 | 2.6% | -4.3% |
| Coahuila | 34,150 | 2.7% | 31,567 | 2.7% | -7.6% |
| Colima | 9,229 | 0.7% | 8,430 | 0.7% | -8.7% |
| CDMX | 216,527 | 16.9% | 211,086 | 17.8% | -2.5% |
| Durango | 10,899 | 0.9% | 9,954 | 0.8% | -8.7% |
| Edo. de México | 148,331 | 11.6% | 128,611 | 10.9% | -13.3% |
| Guanajuato | 51,206 | 4.0% | 43,473 | 3.7% | -15.1% |
| Guerrero | 11,915 | 0.9% | 9,916 | 0.8% | -16.8% |
| Hidalgo | 16,137 | 1.3% | 13,859 | 1.2% | -14.1% |
| Jalisco | 97,365 | 7.6% | 87,201 | 7.4% | -10.4% |
| Michoacán | 26,544 | 2.1% | 23,384 | 2.0% | -11.9% |
| Morelos | 15,196 | 1.2% | 13,170 | 1.1% | -13.3% |
| Nayarit | 8,099 | 0.6% | 8,183 | 0.7% | 1.0% |
| Nuevo León | 101,967 | 8.0% | 98,610 | 8.3% | -3.3% |
| Oaxaca | 17,383 | 1.4% | 15,418 | 1.3% | -11.3% |
| Puebla | 63,275 | 5.0% | 59,274 | 5.0% | -6.3% |
| Querétaro | 29,558 | 2.3% | 26,534 | 2.2% | -10.2% |
| Quintana Roo | 23,067 | 1.8% | 20,710 | 1.8% | -10.2% |
| San Luis Potosí | 25,078 | 2.0% | 21,468 | 1.8% | -14.4% |
| Sinaloa | 33,567 | 2.6% | 30,924 | 2.6% | -7.9% |
| Sonora | 28,410 | 2.2% | 26,411 | 2.2% | -7.0% |
| Tabasco | 14,530 | 1.1% | 13,973 | 1.2% | -3.8% |
| Tamaulipas | 31,315 | 2.5% | 29,470 | 2.5% | -5.9% |
| Tlaxcala | 7,730 | 0.6% | 7,113 | 0.6% | -8.0% |
| Veracruz | 48,275 | 3.8% | 42,848 | 3.6% | -11.2% |
| Yucatán | 22,966 | 1.8% | 21,768 | 1.8% | -5.2% |
| Zacatecas | 8,749 | 0.7% | 7,592 | 0.6% | -13.2% |
| Otras Marcas | 61,515 | 4.8% | 59,174 | 5.0% | -3.8% |
| Total | 1,277,641 | 100.0% | 1,183,222 | 100.0% | -7.4% |

Fuente: Urban Science

Nota: Se refiere a información de compradores. No incluye información de Isuzu, Baic, Mini, Smart, Audi, BMW, Jaguar, Land Rover, Mercedes-Benz y Porsche. La información de compradores se refiere a los registros de acuerdo a la plaza, ciudad o estado domicilio del comprador (cliente final).

| Estado | ENERO A NOVIEMBRE 2019 | Lugar |
|------------------------|------------------------|-------|
| CDMX | 211,086 | 1 |
| Edo. de México | 128,611 | 2 |
| Nuevo León | 98,610 | 3 |
| Jalisco | 87,201 | 4 |
| Puebla | 59,274 | 5 |
| Guanajuato | 43,473 | 6 |
| Veracruz | 42,848 | 7 |
| MEDIA NACIONAL | 35,126 | |
| Coahuila | 31,567 | 8 |
| Chihuahua | 30,929 | 9 |
| Sinaloa | 30,924 | 10 |
| Baja California | 30,284 | 11 |
| Tamaulipas | 29,470 | 12 |
| Querétaro | 26,534 | 13 |
| Sonora | 26,411 | 14 |
| Michoacán | 23,384 | 15 |
| Yucatán | 21,768 | 16 |
| San Luis Potosí | 21,468 | 17 |
| Quintana Roo | 20,710 | 18 |
| Aguascalientes | 17,990 | 19 |
| Chiapas | 17,971 | 20 |
| Oaxaca | 15,418 | 21 |
| Tabasco | 13,973 | 22 |
| Hidalgo | 13,859 | 23 |
| Morelos | 13,170 | 24 |
| Durango | 9,954 | 25 |
| Guerrero | 9,916 | 26 |
| Baja California Sur | 8,834 | 27 |
| Colima | 8,430 | 28 |
| Nayarit | 8,183 | 29 |
| Zacatecas | 7,592 | 30 |
| Tlaxcala | 7,113 | 31 |
| Campeche | 7,093 | 32 |
| Otras Marcas | 59,174 | 0 |
| Total República | 1,183,222 | |



**Compradores plaza por estado
COMPRADORES DE NOVIEMBRE 2019**

| Estado | NOVIEMBRE 2018 | % respecto al total | NOVIEMBRE 2019 | % respecto al total | Variación % Anual |
|---------------------|----------------|---------------------|----------------|---------------------|-------------------|
| Aguascalientes | 1,927 | 1.4% | 1,613 | 1.3% | -16.3% |
| Baja California | 2,842 | 2.1% | 2,967 | 2.4% | 4.4% |
| Baja California Sur | 1,001 | 0.7% | 776 | 0.6% | -22.5% |
| Campeche | 836 | 0.6% | 703 | 0.6% | -15.9% |
| Chiapas | 2,024 | 1.5% | 2,002 | 1.6% | -1.1% |
| Chihuahua | 3,465 | 2.6% | 3,287 | 2.6% | -5.1% |
| Coahuila | 3,536 | 2.6% | 3,234 | 2.6% | -8.5% |
| Colima | 1,003 | 0.8% | 912 | 0.7% | -9.1% |
| CDMX | 24,203 | 18.1% | 23,605 | 18.9% | -2.5% |
| Durango | 1,171 | 0.9% | 1,014 | 0.8% | -13.4% |
| Edo. de México | 14,159 | 10.6% | 14,242 | 11.4% | 0.6% |
| Guanajuato | 5,212 | 3.9% | 4,268 | 3.4% | -18.1% |
| Guerrero | 1,207 | 0.9% | 957 | 0.8% | -20.7% |
| Hidalgo | 1,576 | 1.2% | 1,407 | 1.1% | -10.7% |
| Jalisco | 10,472 | 7.8% | 9,414 | 7.6% | -10.1% |
| Michoacán | 2,575 | 1.9% | 2,363 | 1.9% | -8.2% |
| Morelos | 1,549 | 1.2% | 1,470 | 1.2% | -5.1% |
| Nayarit | 925 | 0.7% | 873 | 0.7% | -5.6% |
| Nuevo León | 10,601 | 7.9% | 9,983 | 8.0% | -5.8% |
| Oaxaca | 1,708 | 1.3% | 1,648 | 1.3% | -3.5% |
| Puebla | 6,946 | 5.2% | 5,732 | 4.6% | -17.5% |
| Querétaro | 3,191 | 2.4% | 2,758 | 2.2% | -13.6% |
| Quintana Roo | 2,731 | 2.0% | 2,281 | 1.8% | -16.5% |
| San Luis Potosí | 2,531 | 1.9% | 2,165 | 1.7% | -14.5% |
| Sinaloa | 3,466 | 2.6% | 3,652 | 2.9% | 5.4% |
| Sonora | 2,923 | 2.2% | 2,904 | 2.3% | -0.7% |
| Tabasco | 1,543 | 1.2% | 1,543 | 1.2% | 0.0% |
| Tamaulipas | 3,449 | 2.6% | 2,985 | 2.4% | -13.5% |
| Tlaxcala | 779 | 0.6% | 716 | 0.6% | -8.1% |
| Veracruz | 4,928 | 3.7% | 4,480 | 3.6% | -9.1% |
| Yucatán | 2,493 | 1.9% | 2,318 | 1.9% | -7.0% |
| Zacatecas | 903 | 0.7% | 777 | 0.6% | -14.0% |
| Otras Marcas | 5,721 | 4.3% | 5,588 | 4.5% | -2.3% |
| Total | 133,596 | 100.0% | 124,637 | 100.0% | -7% |

Fuente: Urban Science

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| Estado | NOVIEMBRE 2019 | Lugar |
|------------------------|----------------|-------|
| CDMX | 23,605 | 1 |
| Edo. de México | 14,242 | 2 |
| Nuevo León | 9,983 | 3 |
| Jalisco | 9,414 | 4 |
| Puebla | 5,732 | 5 |
| Veracruz | 4,480 | 6 |
| Guanajuato | 4,268 | 7 |
| MEDIA NACIONAL | 3,720 | |
| Sinaloa | 3,652 | 8 |
| Chihuahua | 3,287 | 9 |
| Coahuila | 3,234 | 10 |
| Tamaulipas | 2,985 | 11 |
| Baja California | 2,967 | 12 |
| Sonora | 2,904 | 13 |
| Querétaro | 2,758 | 14 |
| Michoacán | 2,363 | 15 |
| Yucatán | 2,318 | 16 |
| Quintana Roo | 2,281 | 17 |
| San Luis Potosí | 2,165 | 18 |
| Chiapas | 2,002 | 19 |
| Oaxaca | 1,648 | 20 |
| Aguascalientes | 1,613 | 21 |
| Tabasco | 1,543 | 22 |
| Morelos | 1,470 | 23 |
| Hidalgo | 1,407 | 24 |
| Durango | 1,014 | 25 |
| Guerrero | 957 | 26 |
| Colima | 912 | 27 |
| Nayarit | 873 | 28 |
| Zacatecas | 777 | 29 |
| Baja California Sur | 776 | 30 |
| Tlaxcala | 716 | 31 |
| Campeche | 703 | 32 |
| Otras Marcas | 5,588 | 0 |
| Total República | 124,637 | |