

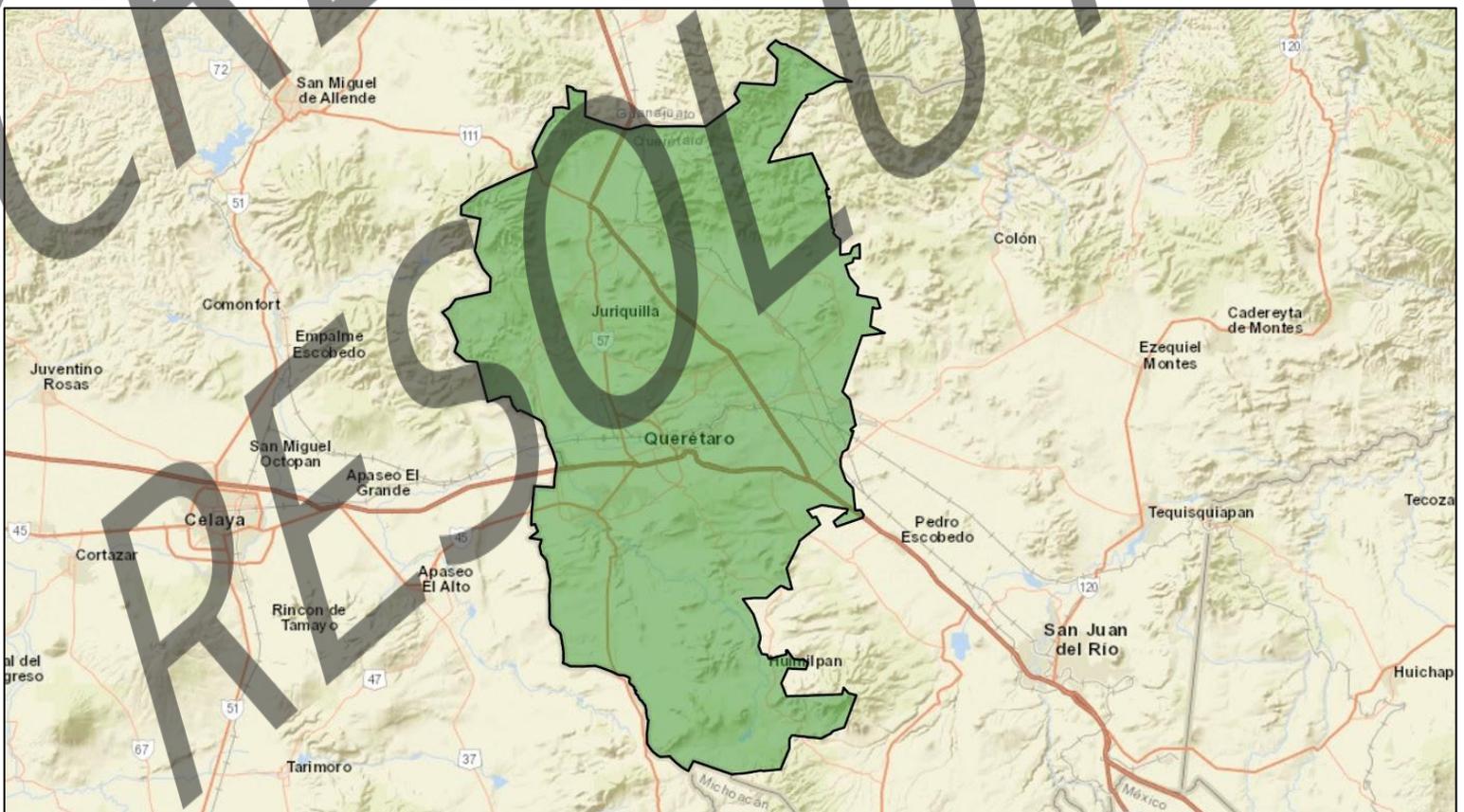


QUERETARO, TIJUANA & OAXACA, MEXICO

COVERAGE & CAPABILITIES ASSESSMENT



MARKET FACTS	QUERÉTARO
2016 Population	1,278,027
2016 Population Density (per sq. km)	622.3
Annual Population Growth Rate	0.62%
2016 Purchasing Power: Per Capita	142,816 MXN
2016 Purchasing Power: Index	132
2016 Population Aged 12+: Primary Education	150,787
2016 Population Aged 12+: Secondary Education	212,392
2016 Population Aged 12+: Completed High School	160,912
2016 Population Aged 12+: Normal Degree	17,202
2016 Households	337,045
2016 Median Age	25



MARKET POTENTIAL

CONSUMER SPENDING (2016)	TOTAL AMOUNT SPENT (MXN)	PER CAPITA SPENT (MXN)	SPEND POTENTIAL INDEX
Food and Beverages	40,858,883,089	31,973.48	116
Alcoholic Beverages	2,392,608,143	1,872.30	124
Recreational Expenditures	5,663,934,204	4,432.22	117
Catering Services	9,516,783,067	7,447.21	117

Note: **Market Potential Index (MPI) & Spending Potential Index (SPI) are benchmarked at 100.** This reflects the Mexico average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

AT-A-GLANCE

RETAIL EXPENDITURES

CONSUMER
ELECTRONICS



1,359,281,260 MXN
TOTAL SPENT

HOUSEHOLD APPLIANCES



2,008,512,837 MXN
TOTAL SPENT

PERSONAL CARE



2,441,482,818 MXN
TOTAL SPENT

ENTERTAINMENT



3,176,780,784 MXN
TOTAL SPENT

FURNITURE & FURNISHINGS



2,089,103,760 MXN
TOTAL SPENT

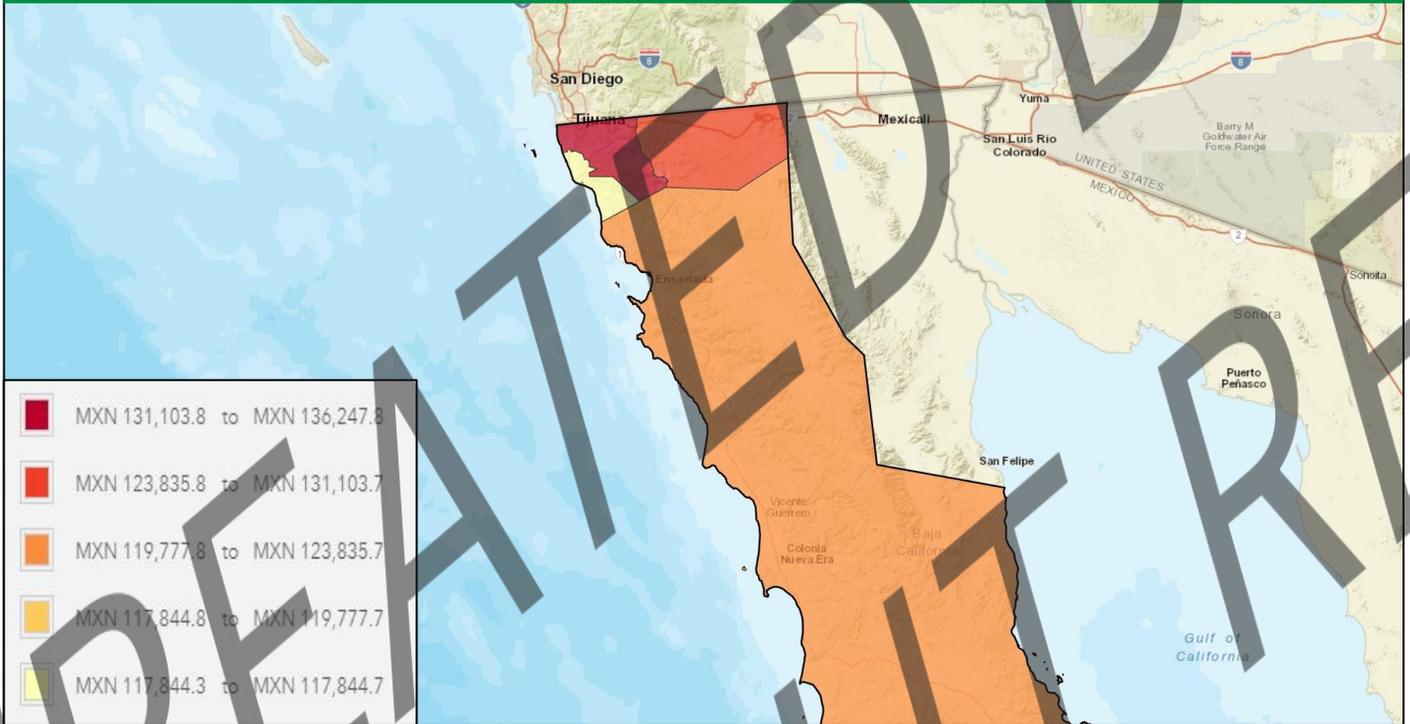
CLOTHING



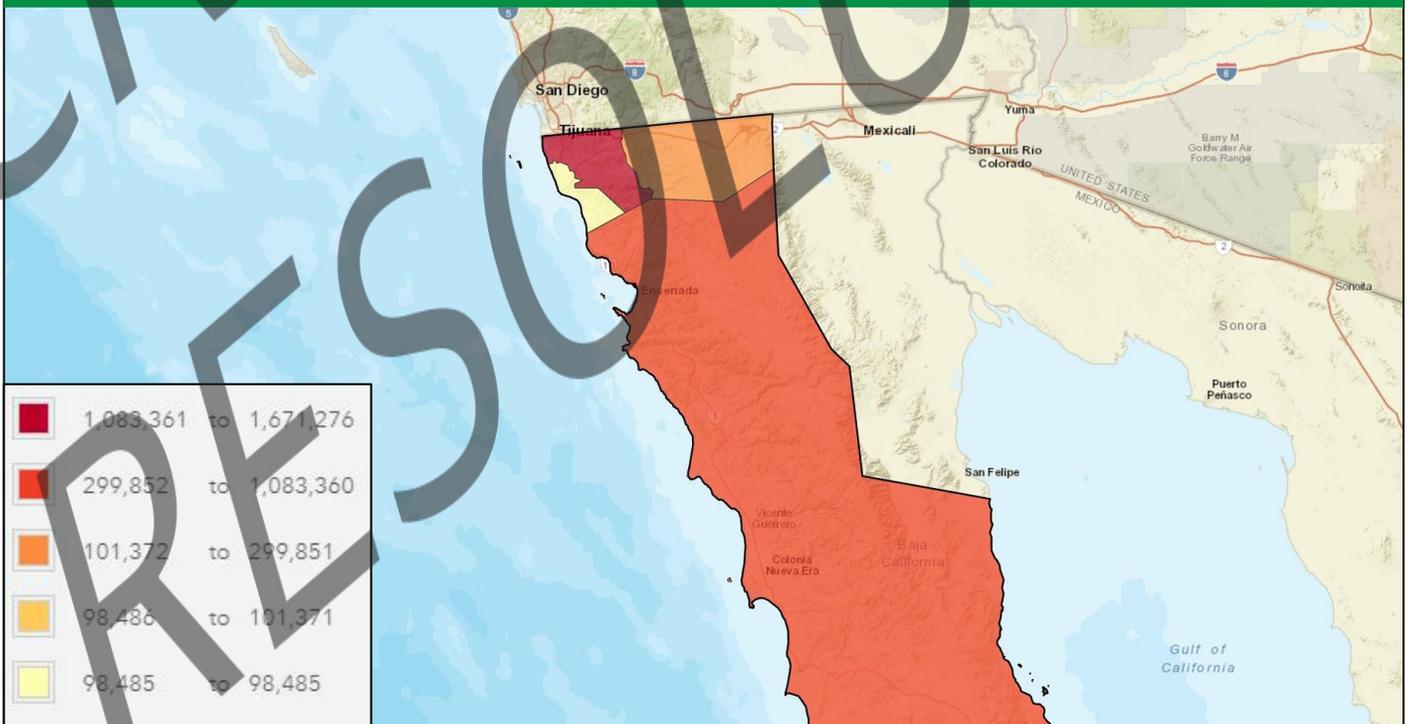
4,767,891,277 MXN
TOTAL SPENT



2016 PURCHASING POWER

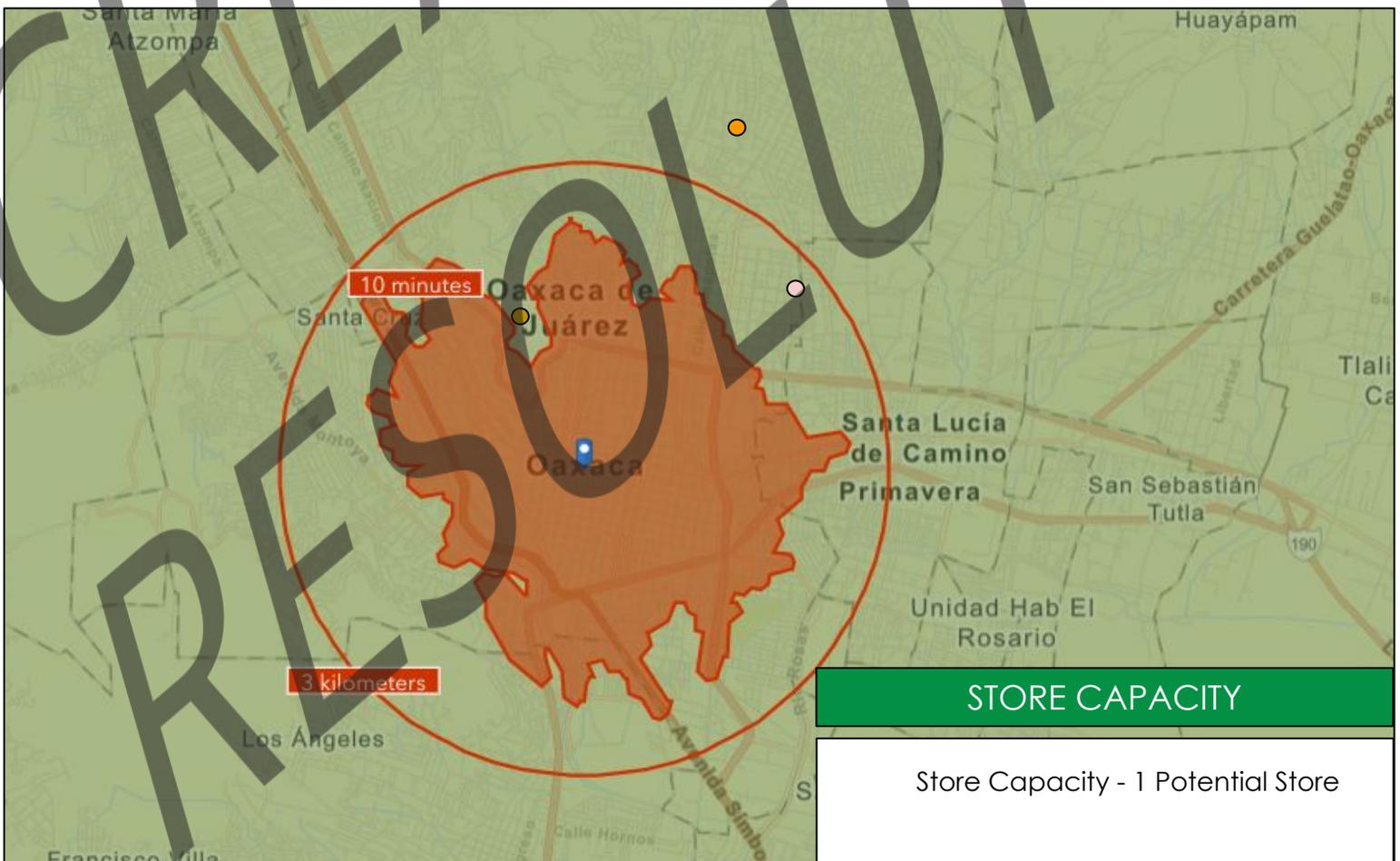


2016 POPULATION





MARKET FACTS	10 MINUTE DRIVE TIME
2016 Population	83,019
2016 Population Density (per sq. km)	1,147.2
Annual Population Growth Rate - City	1.13%
2016 Purchasing Power: Per Capita	141,549.67 MXN
2016 Purchasing Power: Index	130
2016 Population Aged 12+: Primary Education	8,491
2016 Population Aged 12+: Secondary Education	14,786
2016 Population Aged 12+: Completed High School	11,860
2016 Population Aged 12+: Normal Degree	1,318
2016 Households	24,143
2016 Median Age - City	28





MEXICO SOCIO-ECONOMIC SEGMENTATION

SOCIO-ECONOMIC SEGMENT	TOTAL POPULATION	PERCENT (%)
A	10,745,668	8.83
B	16,672,213	13.7
C+	13,654,178	11.22
C	28,196,729	23.17
D+	15,491,772	12.73
D	23,852,218	19.6
E	13,033,533	10.71

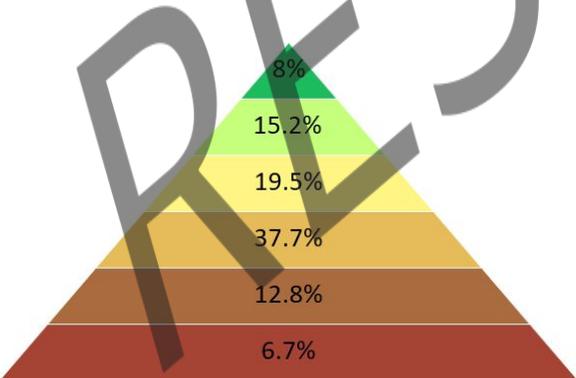
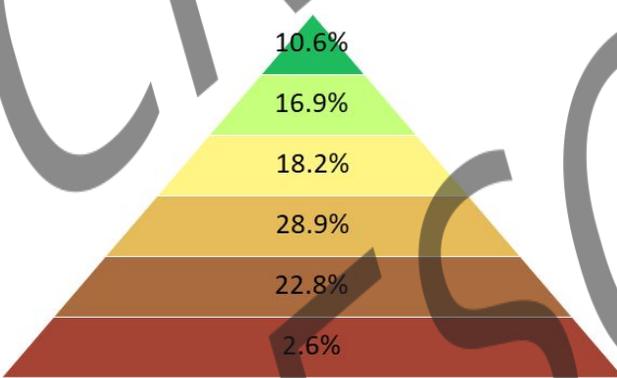
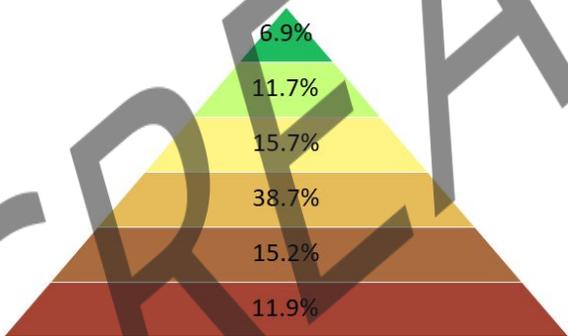
Querétaro Segmentation Breakdown



Tijuana Segmentation Breakdown



Oaxaca Segmentation Breakdown



Explanation of Maps and Charts:

<http://retailsolutionsre.com/wp-content/uploads/2019/12/Explanation-of-Maps-Charts2update.pdf>

Retail Scorecard Altitude Process:

<http://retailsolutionsre.com/wp-content/uploads/2019/12/Retail-Scorecard-Altitude-Process2update.pdf>

Retail Scorecard Data Checklist:

<http://retailsolutionsre.com/wp-content/uploads/2019/11/Retail-Scorecard-Data-Checklist.pdf>

MPI & SPI:

<http://retailsolutionsre.com/wp-content/uploads/2019/12/MPI-SPI2update.pdf>

Defining Franchise Territories:

<http://retailsolutionsre.com/wp-content/uploads/2019/12/Defining-Franchise-Territoriesupdate.pdf>

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