

## ¿Qué productos compra en Farmacia SS? Productos con cruce de variables

	Género		Edad				NSE						Ciudad				
	Hombre	Mujer	18 a 27	28 a 37	38 a 47	48 a 57	AB	C+	C	C-	D+	D/E	Monterrey	Guadalajara	León	Querétaro	Lagos de Moreno
Dif. Significativas	(a)	(b)	(a)	(b)	(c)	(d)	(a)	(b)	(c)	(d)	(e)	(f)	(a)	(b)	(c)	(d)	(e)
Abarrotes	34%	33%	35%	31%	32%	37%	44%	41%	34%	30%	26%	26%	35%	18%	29%	49%b	45%
Artículos de limpieza	12%	25%a	16%	18%	20%	23%	24%	19%	18%	23%	11%	23%	33%b	7%	19%	18%	15%
Artículos para bebés	8%	12%	15% <sup>d</sup>	12%	11%	2%	6%	9%	12%	12%	13%	6%	14%	9%	9%	10%	5%
Bebidas isotónicas o energizaste	4%	2%	2%	6%	4%	1%	12%	4%	4%	0%	3%	0%	3%	6%	4%	0%	5%
Café	7%	7%	9%	7%	6%	5%	9%	6%	11%	6%	6%	4%	6%	11% <sup>d</sup>	13% <sup>d</sup>	1%	0%
Carnes Frías	18%	22%	12%	19%	31% <sup>a</sup>	19%	29%	19%	21%	20%	14%	23%	36% <sup>bd</sup>	15%	18%	14%	5%
Cigarros	6%	4%	8%	3%	5%	4%	9%	2%	7%	1%	7%	9%	2%	5%	9%	7%	0%
Cuidado y aseo personal	18%	21%	14%	24%	20%	22%	9%	19%	20%	23%	19%	26%	12%	9%	28% <sup>b</sup>	25% <sup>b</sup>	55% <sup>ab</sup>
Electrodomésticos	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%
Fotografía	4%	5%	6%	3%	4%	5%	9%	6%	1%	4%	6%	2%	4%	8%	5%	2%	0%
Jugos y refrescos	30% <sup>b</sup>	19%	26%	27%	23%	19%	26%	28%	20%	12%	28%	36% <sup>D</sup>	27%	13%	43% <sup>bd</sup>	19%	20%
Medicamentos	73%	73%	67%	68%	79%	78%	74%	77%	82% <sup>F</sup>	74%	68%	53%	69%	95% <sup>acd</sup>	55%	66%	85%
Panadería	13%	15%	8%	18%	12%	17%	15%	16%	15%	10%	10%	19%	26% <sup>bcd</sup>	9%	8%	10%	20%
Perfumería	2%	1%	0%	2%	2%	2%	3%	2%	1%	0%	1%	2%	3%	1%	1%	1%	0%
Quesos	9%	14%	11%	11%	13%	11%	18%	14%	11%	13%	6%	11%	18% <sup>d</sup>	15%	9%	5%	5%
Servicios	6%	9%	7%	6%	10%	8%	12%	5%	7%	13%	7%	2%	2%	9%	18% <sup>ad</sup>	5%	0%
Yogurt	33%	37%	36%	45% <sup>c</sup>	27%	32%	26%	42%	34%	33%	32%	38%	35%	54% <sup>cde</sup>	29%	26%	15%
Recarga	3%	2%	4%	2%	1%	2%	0%	3%	2%	4%	0%	2%	0%	0%	3%	5%	10%
Pañales adulto	0%	1%	1%	0%	1%	0%	3%	0%	0%	0%	0%	2%	0%	0%	3%	0%	0%
Pañales	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%