

The background of the slide features a stylized, wavy Mexican flag. It consists of three vertical stripes: green on the left, white in the center, and green on the right. In the center of the white stripe is the national coat of arms, which depicts a brown eagle perched on a cactus, holding a green snake in its beak. The flag has a soft, glowing effect.

2018

# MSLA CONSUMER PROFILE ANALYSIS-MEXICO

**CLIENT: ABC**

MSLA International

12-5-2018

## INTRODUCTION

The typical Mexican consumer has seen tremendous gains in purchasing power over the past decade and is likely to see further gains in the future. Most consumers - over 75% of the population - reside in urban centres where the United States tends to have a strong influence on consumer habits.

According to MSLA International, one-quarter of households can now be considered as middle class. However, there is considerable disparity among purchasing power throughout the country. Approximately 20% of the population lives below poverty level and more than 58% in precarious conditions. The informal economy is estimated to represent a quarter of Mexico's GDP and employ more than half of its workforce.

Wives are largely the ones in charge of a family's purchasing within a typical household. While men will become involved in the acquisition of services or larger purchases, a family's day-to-day shopping is dominated by wives. Within this context, family and friends exert a strong influence on purchasing habits. Mexican consumers tend to be very aware of brand names and focused on the cost-benefit ratio of a product or service.

This consumer profile has been analyzed using our B2B socio-demographic master file for client ABC Inc.

# Who are my customers?

Client: ABC Inc.

## Customers

Records Uploaded	86,145
Total Records Matched	53,553
Unique Records Matched	53,542
Match Rate	62%

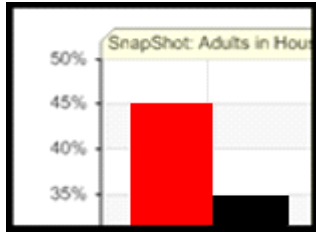
Your customers are most highly concentrated in these demographic segments

Demographic	Value/Range	Percent
Municipios	Estado de México: Naucalpan, Tlalnepantla, Chimalhuacan, Atizapan & Atulxitlan	100%
Home Ownership	Definite owner	68%
Dwelling Type	Single	61%
Median Home Value	\$50K - \$100K	60%
Gender	Male	52%
Networth	Less than \$25,000	50%
Marital status	Married	47%
Age	25-44 years old	44%
Adults in Household	One Adult	45%

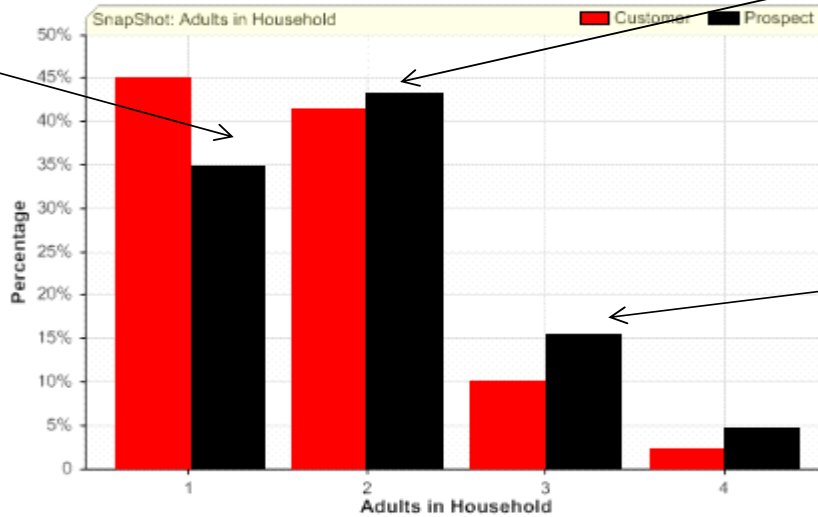
## Demographic Overview

*These demographic elements have been analyzed individually and the results are presented in subsequent pages. Values/Ranges that constitute at least 1% of your customer base are included in the tables, and those with the penetration indexes of 120 or higher are highlighted. For demographic attributes having more than 8 categories, only the top 8 categories will be illustrated.*

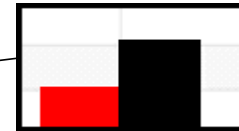
# How to read the penetration slides



A taller customer bar than the prospect bar indicates a higher than average customer penetration for this demographic.



Near equal customer and prospect bars indicate average customer penetration for this demographic.



A shorter customer bar than the prospect bar indicates lower than average customer penetration for this demographic.

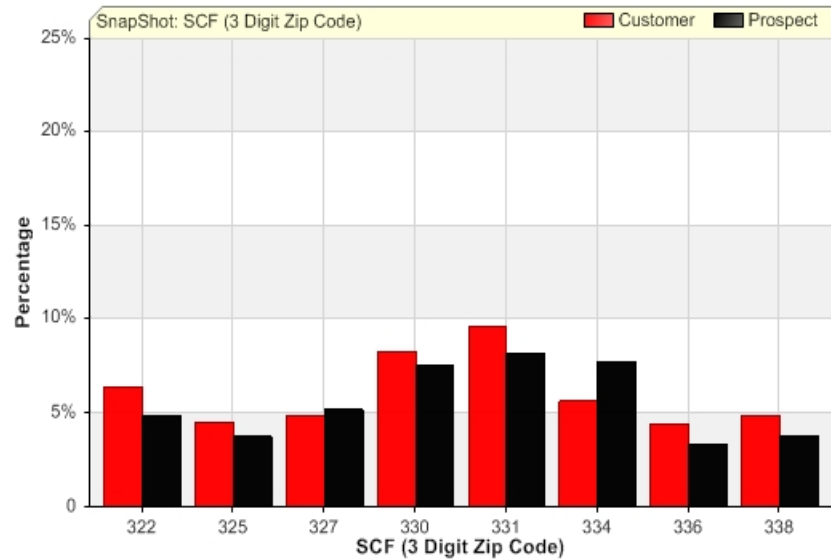
Adults in Household	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
1 - One Adult	26,773	45%	61,008,767	35%	129
2 - Two Adults	24,562	41%	75,708,864	43%	96
3 - Three Adults	6,009	10%	26,961,650	15%	66
4 - Four Adults	1,427	2%	8,258,662	5%	51

## Region



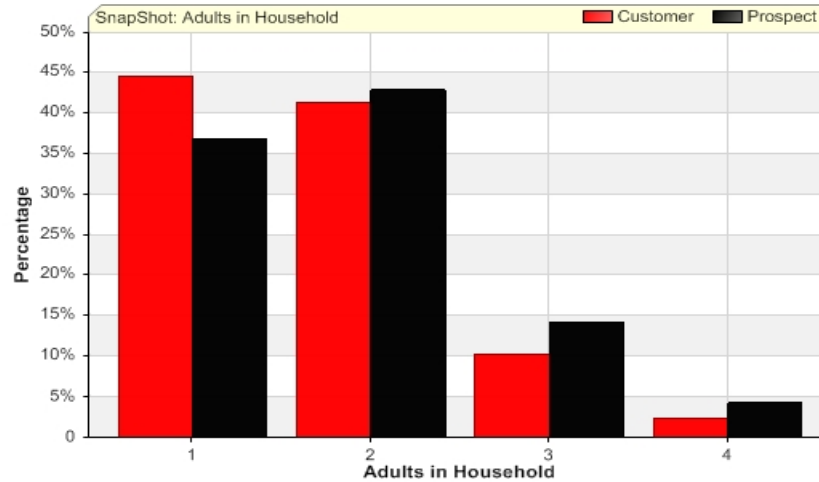
Region	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
<i>Estado de México: Naucalpan, Tlalnepantla, Chimalhuacan, Atizapan &amp; Atulzitlan</i>	53,277	100%	4,096,167	100%	100%

## SCF (Zip Code)



SCF (4 Digit Zip Code)	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
2110 -Adolfo Lopez Mateo, Mexico	5,127	10%	919,733	8%	117
9142 - Bugambillas ,Mexico	4,448	8%	845,319	8%	110
<b>2330 - La Florida , Mexico</b>	<b>3,428</b>	<b>6%</b>	<b>546,428</b>	<b>5%</b>	<b>131</b>
2451 - El Olivar, Mexico	3,028	6%	869,910	8%	73
2542 -Benito Juarez ,Mexico	2,608	5%	584,395	5%	94
<b>8927 - Golf Bellavista , Mexico</b>	<b>2,595</b>	<b>5%</b>	<b>423,272</b>	<b>4%</b>	<b>128</b>
<b>2665 - El Mirador , Mexico</b>	<b>2,431</b>	<b>5%</b>	<b>421,479</b>	<b>4%</b>	<b>121</b>
<b>4670 - San Andres , Mexico</b>	<b>2,369</b>	<b>4%</b>	<b>370,613</b>	<b>3%</b>	<b>134</b>

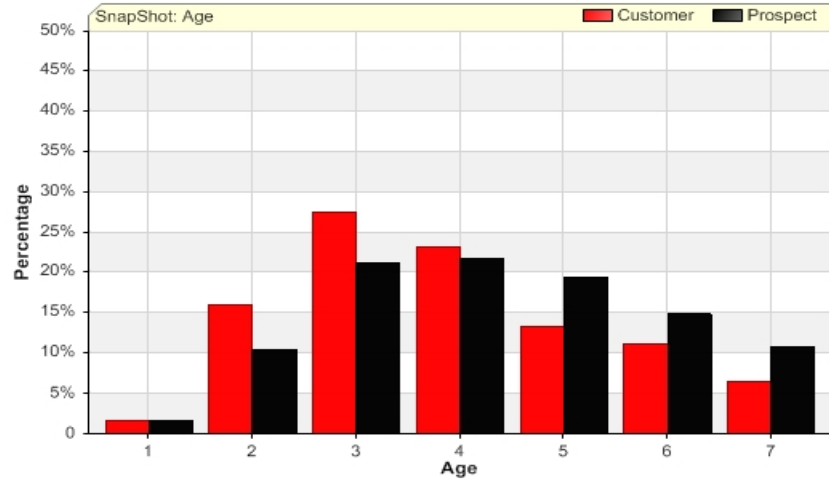
# Adults in Household



Adults in Household	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
1 - One Adult	23,876	45%	4,142,114	37%	121
2 - Two Adults	22,153	41%	4,816,407	43%	96
3 - Three Adults	5,489	10%	1,585,455	14%	73
4 - Four Adults	1,262	2%	474,109	4%	56

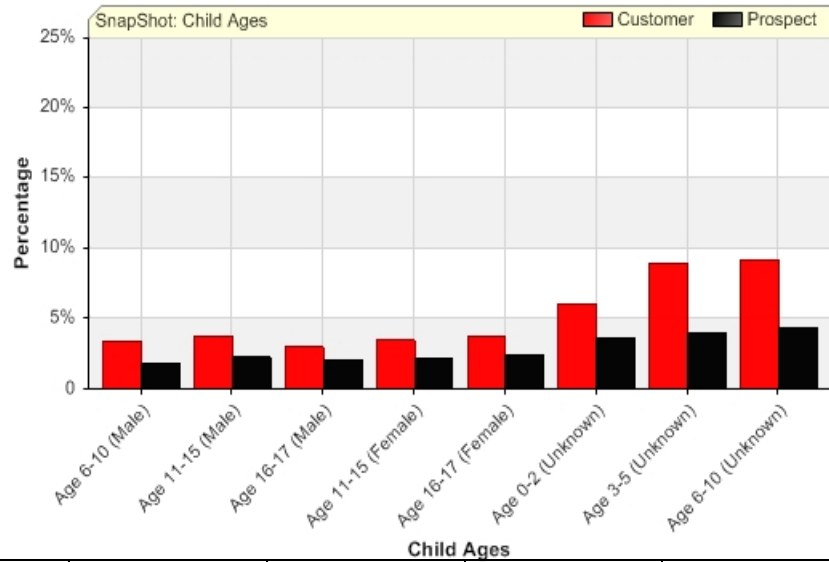


# Age



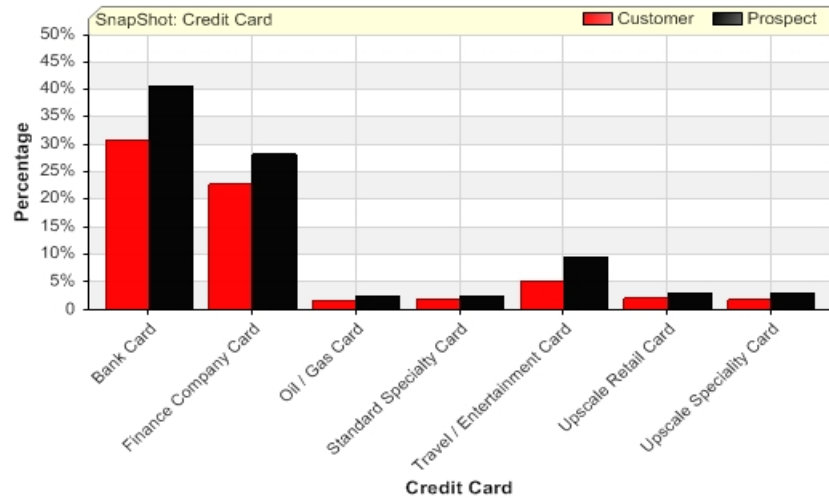
Age	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
3 - 35-44 Years Old	14,775	28%	2,378,412	21%	130
4 - 45-54 Years Old	12,446	23%	2,433,387	22%	107
2 - 25-34 Years Old	8,573	16%	1,171,822	10%	153
5 - 55-64 Years Old	7,138	13%	2,174,157	19%	69
6 - 65-74 Years Old	5,997	11%	1,670,641	15%	75
7 - 75+ Years Old	3,452	6%	1,215,821	11%	60
1 - 18-24 Years Old	896	2%	177,400	2%	106

# Child Ages



Child Ages	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
Age 6-10 (Unknown)	4,937	9%	487,790	4%	212
Age 3-5 (Unknown)	4,793	9%	447,453	4%	224
Age 0-2 (Unknown)	3,237	6%	409,739	4%	166
Age 11-15 (Male)	1,995	4%	252,532	2%	166
Age 16-17 (Female)	1,993	4%	273,621	2%	153
Age 11-15 (Female)	1,861	3%	247,751	2%	157
Age 6-10 (Male)	1,839	3%	201,443	2%	191
Age 16-17 (Male)	1,602	3%	234,712	2%	143

# Credit Card



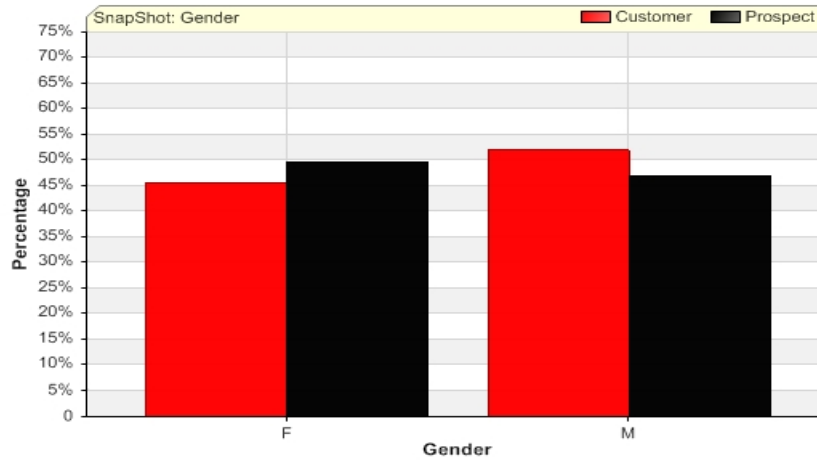
Credit Card	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
Bank Card	16,481	31%	4,582,092	41%	75
Finance Company Card	12,225	23%	3,176,695	28%	81
Travel / Entertainment Card	2,842	5%	1,083,347	10%	55
Upscale Retail Card	1,112	2%	343,236	3%	68
Standard Specialty Card	1,087	2%	266,176	2%	86
Upscale Specialty Card	973	2%	340,040	3%	60
Oil / Gas Card	917	2%	275,492	2%	70

# Dwelling Type



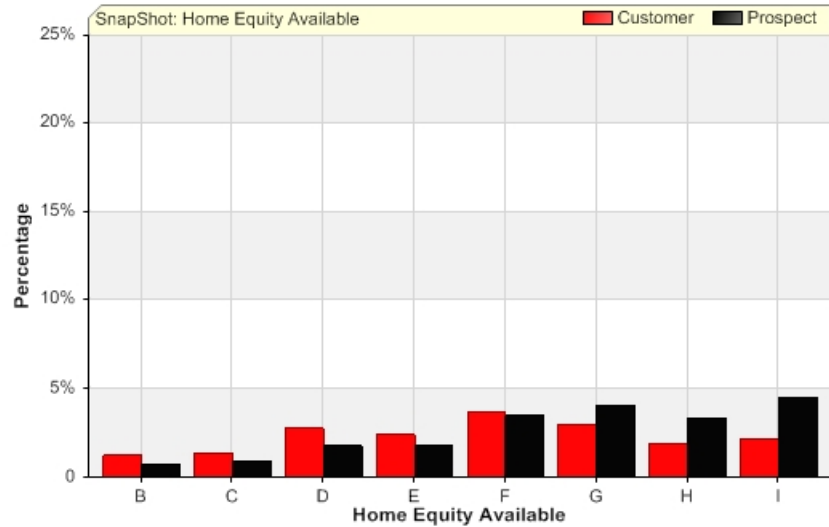
Dwelling Type	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
1 - Single	32,867	61%	8,165,090	73%	84
6 - Multi-Family 10+ units with apt no	10,015	19%	1,225,111	11%	171
3 - Multi-Family less than 5 units no apt no	4,786	9%	1,019,040	9%	98
4 - Multi-Family 5-9 units with apt no	1,893	4%	238,262	2%	167
2 - Multi-Family less than 5 units with apt no	1,373	3%	216,567	2%	133

# Gender



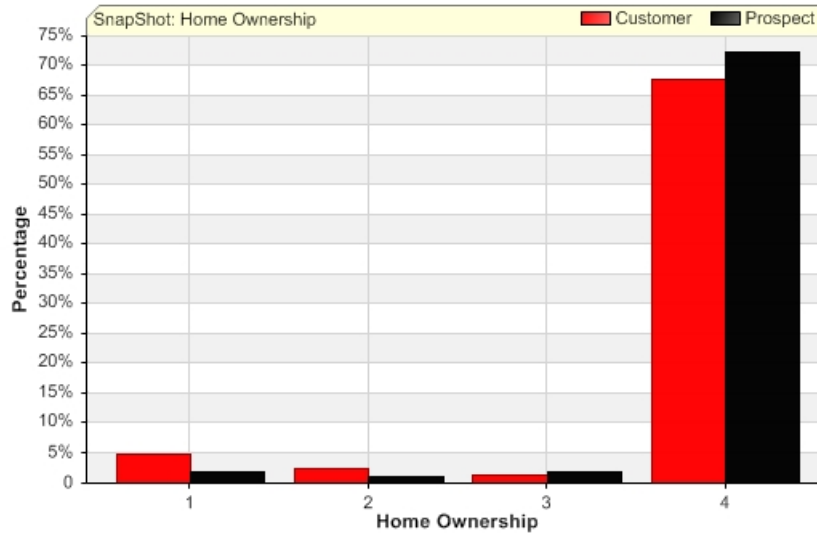
Gender	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
M - Male	27,809	52%	5,268,030	47%	111
F - Female	24,476	46%	5,576,706	50%	92

# Home Equity Available



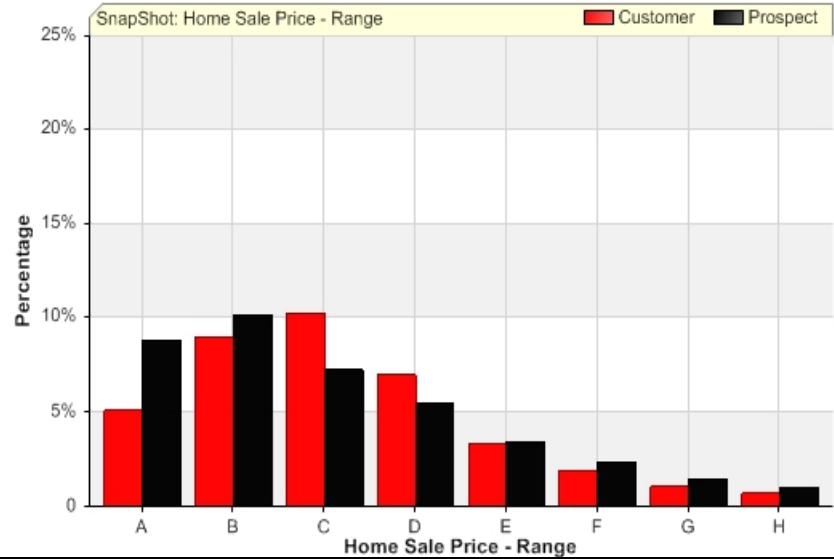
Home Equity Available	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
F - \$30,000-\$49,999	1,966	4%	390,185	3%	106
G - \$50,000-\$74,999	1,605	3%	457,021	4%	74
D - \$10,000-\$19,999	1,473	3%	201,034	2%	154
E - \$20,000-\$29,999	1,279	2%	197,902	2%	135
I - \$100,000-\$149,999	1,175	2%	509,354	5%	48
H - \$75,000-\$99,999	1,031	2%	377,504	3%	57
C - \$5,000-\$9,999	731	1%	100,521	1%	152
B - \$1-\$4,999	654	1%	81,370	1%	168

# Home Ownership



Home Ownership	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
4 - Definite owner	36,217	68%	8,103,640	72%	94
1 - Definite renter	2,553	5%	222,638	2%	240
2 - Probable renter	1,247	2%	131,368	1%	199
3 - Probable owner	753	1%	216,576	2%	73

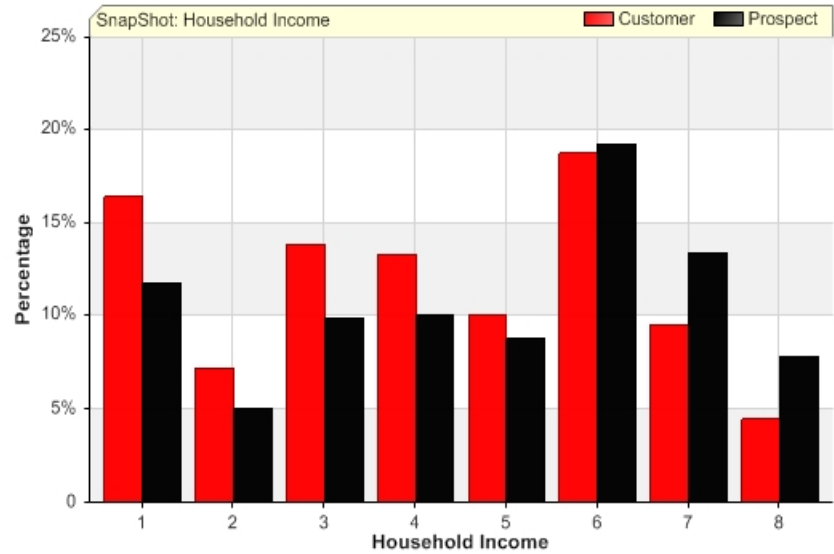
# Home Sale Price - Range



Home Sale Price - Range	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
<b>C - \$100,000 - \$149,999</b>	<b>5,483</b>	<b>10%</b>	<b>814,688</b>	<b>7%</b>	<b>141</b>
B - \$50,000 - \$99,999	4,815	9%	1,139,749	10%	89
<b>D - \$150,000 - \$199,999</b>	<b>3,741</b>	<b>7%</b>	<b>613,768</b>	<b>5%</b>	<b>128</b>
A - Less than \$50,000	2,730	5%	990,309	9%	58
E - \$200,000 - \$249,999	1,780	3%	384,416	3%	97
F - \$250,000 - \$299,999	1,028	2%	263,873	2%	82
G - \$300,000 - \$349,999	561	1%	162,996	1%	72
H - \$350,000 - \$399,999	372	1%	114,178	1%	68

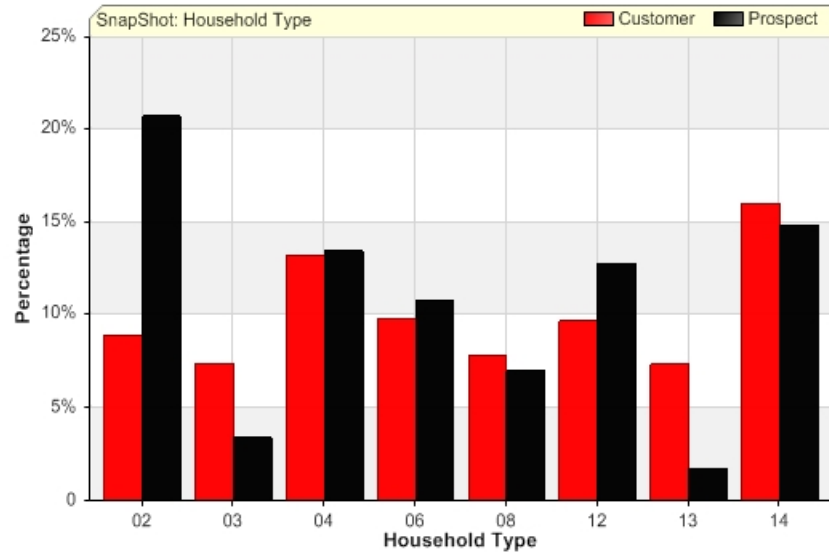


# Household Income



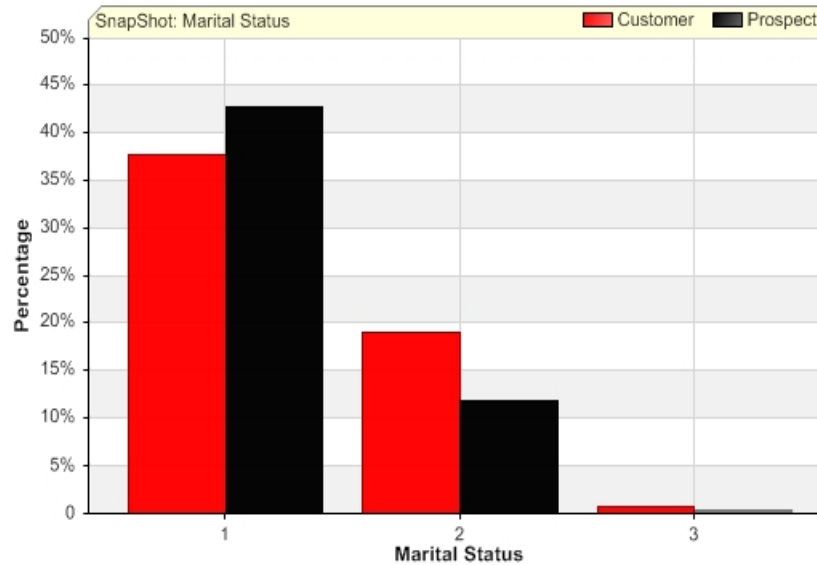
Household Income	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
6 - 50,000 - 74,999	10,041	19%	2,158,973	19%	97
1 - Under 15,000	8,792	16%	1,326,517	12%	139
3 - 20,000 - 29,999	7,421	14%	1,111,963	10%	140
4 - 30,000 - 39,999	7,146	13%	1,131,856	10%	132
5 - 40,000 - 49,999	5,389	10%	984,589	9%	115
7 - 75,000 - 99,999	5,124	10%	1,505,874	13%	71
2 - 15,000 - 19,999	3,873	7%	568,694	5%	143
8 - 100,000 - 124,999	2,389	4%	882,402	8%	57

# Household Type



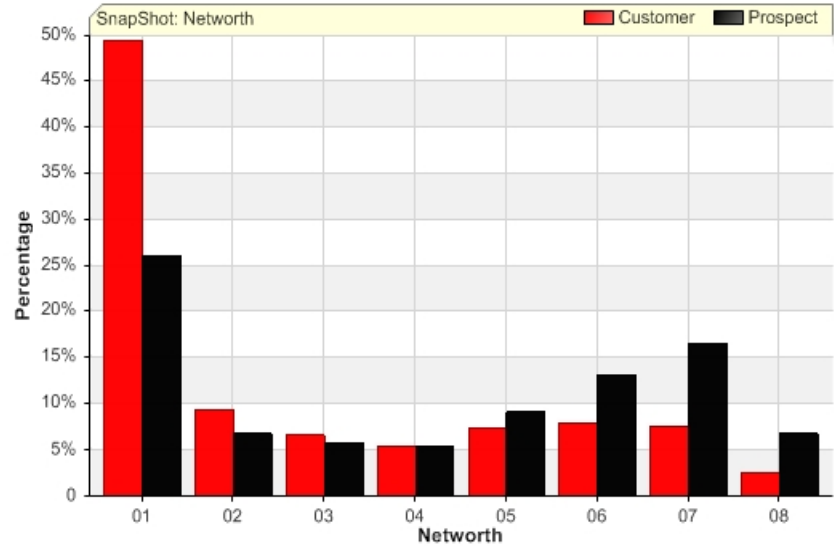
Household Type	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
14 - One adult (female) and NO children	8,560	16%	1,664,098	15%	108
04 - Two adults (married unknown) and children	7,063	13%	1,512,072	13%	98
06 - Male with other adults and NO children	5,240	10%	1,211,127	11%	91
12 - One adult (male) and NO children	5,175	10%	1,437,439	13%	75
02 - Married (husband and wife) with NO children	4,783	9%	2,326,390	21%	43
08 - Female with other adults and NO children	4,164	8%	784,377	7%	111
<b>03 - Two adults (married unknown) and children</b>	<b>3,942</b>	<b>7%</b>	<b>381,670</b>	<b>3%</b>	<b>216</b>
<b>13 - One adult (female) and children</b>	<b>3,929</b>	<b>7%</b>	<b>196,245</b>	<b>2%</b>	<b>420</b>

## Marital Status



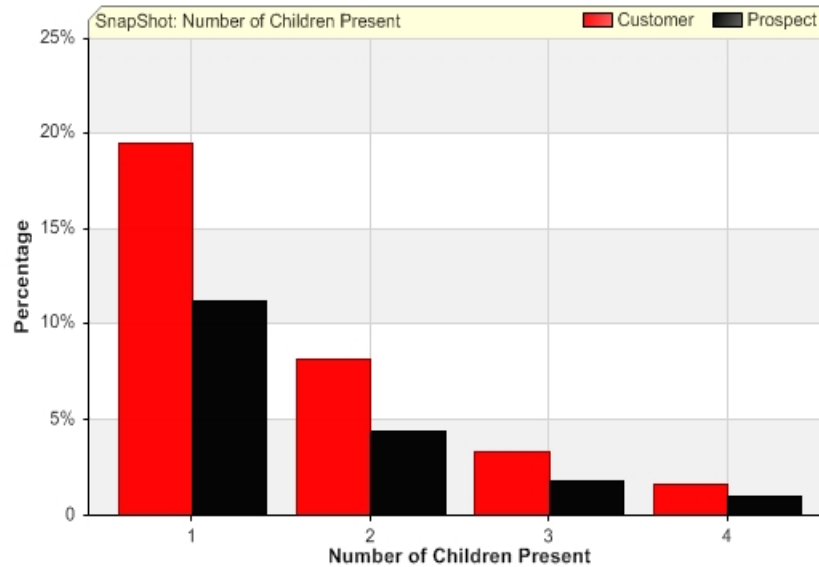
Marital Status	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
1 - Married	20,248	38%	4,805,667	43%	88
2 - Single	10,251	19%	1,331,279	12%	161
3 - Divorced/Separated	364	1%	34,093	0%	224

# Networth



Networth	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
01 - Less than \$25,000	26,514	50%	2,924,616	26%	190
02 - \$ 25,000 - \$ 49,999	5,013	9%	758,497	7%	139
06 - \$ 150,000 - \$249,999	4,271	8%	1,472,690	13%	61
07 - \$ 250,000 - \$499,999	4,064	8%	1,865,323	17%	46
05 - \$ 100,000 - \$149,999	3,903	7%	1,027,315	9%	80
03 - \$ 50,000 - \$ 74,999	3,529	7%	652,359	6%	113
04 - \$ 75,000 - \$ 99,999	2,847	5%	599,879	5%	99
08 - \$ 500,000 - \$749,999	1,323	2%	758,045	7%	37

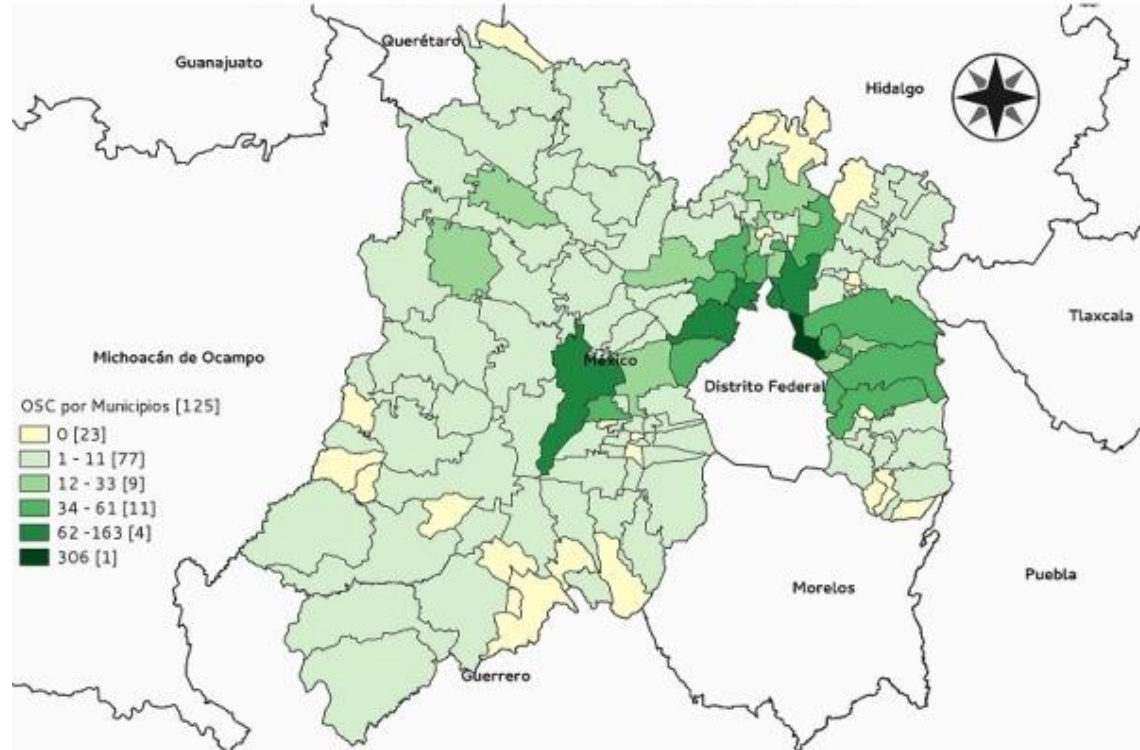
## Number of Children Present



Number of Children Present	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
1 - One Child	10,454	20%	1,265,833	11%	173
2 - Two Children	4,396	8%	492,904	4%	187
3 - Three Children	1,807	3%	201,467	2%	188
4 - Four Children	883	2%	109,751	1%	169

## GEOGRAPHICAL LAYERS

**MAPA DEMOGRAFICO-ESTADO DE MEXICO**



## Demographic Field Descriptions

### Adults in Household

The Number of Adults in Household select reflects the number of adults over age 18 in a given household. Sourced primarily from self-reported and public record data, the number of adults in household select can also be generated through a proprietary model.

### Age

Age data is sourced primarily from self-reported and public record data. This information is rolled into nine-year age bands that can represent the household age.

### Child Ages

Children's Age data is compiled from a variety of sources that may include birth announcements, insurance records, product registrations cards, school records, and more. Since this data is especially sensitive in nature, we do not allow the release of minor children's names or personally identifiable information.

### Credit Card

The Credit Card Indicator is a flag that is used to indicate credit card activity for a given household and is typically sourced from retail transaction data. Marketers may benefit from this data as they can see which household are not only actively making purchases but have credit established.

## Demographic Field Descriptions (continued)

### Dwelling Type

Dwelling type is an indicator of how many families live at a given address. Categories include SFDU (Single Family Dwelling Units) and MFDU (Multi-Family Dwelling Units). Within the MFDU category, there are additional distinctions for how many units are at each location. Dwelling type is compiled from a variety of sources that include county assessor/recorder data, public record data, self-reported data, and more.

### Gender

The gender of an individual is typically gathered from self-reported or public information sources, or can be assigned based on the individual's name and/or title. In cases where the individual's first name and title are unknown/ambiguous and no additional sources reflect gender, the gender will be coded as "Unknown."

### Home Equity Available

Home Equity represents the estimated equity available in a home. This measurement is based on the total mortgage plus any additional loans (refinance/home equity) less the home market value. Home loan and home market value data are sourced from County Assessor and County Recorder records.



## Demographic Field Descriptions (continued)

### Home Ownership

Home Ownership indicates whether or not the resident is the owner or a renter. Home Ownership data is sourced from the County Recorder office.

### Home Sale Price - Range

The Home Sale Price indicates the price that was paid for the home at the time of purchase. All values are sourced from County Assessor and County Recorder records.

### Household Income

Household Income represents the estimated annual income for a given household. While a small percentage of income data is self-reported, the vast majority is derived through a statistical model that takes into account individual and household-level demographics and census data.

### Household Occupation Code

Occupation is the job function that is associated with a specific member of the household. Occupation data is typically sourced from self-reported consumer surveys and product registrations cards.

### Household Type

Household Type indicates the composition of the household. Based on a variety of data elements that include marital status, number of adults in household, and gender, Household Type indicates the combination of adults and children in the living unit (for example, one female adult with children or husband and wife with no children). Household type gives marketers a more intimate look at the residents of a household – it also offers a way to select single parent families.

## Demographic Field Descriptions (continued)

### Marital Status

Marital Status indicates whether the individual is married, divorced/separated, single, single/never married, or widowed. Marital status is sourced primarily from public record and self-reported data.

### Number of Children Present

The Number of Children in a household is calculated based on several other children's data elements that include age and gender.