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MEXICO

AUDIENCE SEGMENTS 2026



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Introduction

AUDIENCE SEGMENTS 2026 - MEXICO



Global Data Resources (GDR) uses real-world location data to build audiences, covering 2.8 billion people in 37 markets.

HIGH-VALUE SEGMENTS ACROSS MEXICO

Want to reach the right audiences in Mexico while staying privacy-safe and future-proof?

With GDR, you can activate **high-performing audience segments** using geo-demographic intelligence.

GDR's data identifies where audiences live and how they behave - allowing you to target effectively while respecting privacy.

You can activate ready-to-use audience segments based on real lifestyle behaviours, or work with our team to build custom audiences tailored to your campaign objectives.

GEO HOT SPOTS

Across Mexico, GDR maps hundreds of distinct **neighbourhood clusters**, each representing at least 15 households.

Using our proprietary clustering technology, we **identify areas** where people share similar:

- Demographics
- Consumer attitudes
- Lifestyle preferences

TRUSTED DATA. PROVEN PERFORMANCE.

Every GDR audience is created from high-quality, transparent, ethically sourced data.

Through our partnerships, we combine trusted consumer insight with advanced geo-contextual modelling and segmentation.

The result is audiences that reflect real patterns of how people live, think, and behave.

We work closely with leading adtech partners to make activation seamless and ensure secure, compliant, and scalable campaign deployment.

It gives agencies and brands audiences they can trust and activate with confidence.

LET'S BUILD YOUR NEXT AUDIENCE

Whether you're planning a campaign in Mexico or across multiple markets, our team translates audience insights into ready-to-activate media segments.

Start the conversation with a few keywords: globaldataresources.io

ONLINE CAMEO

- 01 Big City Success
- 02 Flourishing Families
- 03 Ambitious Households
- 04 Comfortable Communities
- 05 Settled Society
- 06 Dynamic Neighbourhoods
- 07 Industrious Communities
- 08 Stretched Families
- 09 Agricultural Adversity
- 10 Struggling Society



GDR INTERNATIONAL

- A1 Less Affluent Pre-Family Couples And Singles
- A2 Less Affluent Young Couples With Children
- A3 Less Affluent Families With School-Age Children
- A4 Less Affluent Mature Families And Couples In Retirement
- B1 Comfortable Pre-Family Couples And Singles
- B2 Comfortable Young Couples With Children
- B3 Comfortable Families With School-Age Children
- B4 Comfortable Mature Families And Couples In Retirement
- C1 Prosperous Pre-Family Couples And Singles
- C2 Prosperous Young Couples With Children
- C3 Prosperous Families With School-Age Children
- C4 Prosperous Mature Families And Couples In Retirement



Household Income

03



Household Income

- 1 Modest Income Families
- 2 Less Affluent Families
- 3 Comfortable Families
- 4 Prosperous Families
- 5 Wealthy Families

Native Demographics

Education

- Adult Illiteracy
- Further Education

Age

- Adult Age > 60
- Adult Age 18-30

Children

- Child Presence

Housing

- Houses with > 3 rooms

Income

- Income < 15,000 pesos
- Income > 60,000 pesos



Other Census

- Agriculture, Forestry, Fishing
- Car
- Complete Primary
- Complete Secondary
- Computer
- Education & Health
- Hospitality
- Internet
- Landline
- Management, Finance, Information
- Manufacturing
- Mining, Utilities
- Mobile
- Movers (Last 5 years)
- Public Administration



Life Phases

Life Phases

- Elders In Retirement
- Families with School-Age Children
- Older Families And Mature Couples
- Pre-Family Couples And Singles
- Young Couples With Children





Charity

- Donated 250 USD or more to charity
- Donated between 10 and 100 USD to charity
- Donated between 101 and 249 USD to charity

Consumer Electronics

Buying Intend

- Intend to Purchase a Desktop PC
- Intend to Purchase a Dishwasher or Washing Machine, Fridge or Freezer
- Intend to Purchase a Laptop or Notebook
- Intend to Purchase a Mobile Phone or Smartphone
- Intend to Purchase a Music System
- Intend to Purchase a Tablet Computer
- Intend to Purchase a Video Game Console
- Intend to Purchase Smart Technology for Home

Computing & Gaming

- Spent 500 USD or more on a desktop PC
- Spent 500 USD or more on a laptop
- Spent 500 USD or more on a tablet
- Spent up to 499 USD on a desktop PC
- Spent up to 499 USD on a laptop
- Spent up to 499 USD on a tablet

TV

- Intend to Buy a TV Set
- Spent 700 USD or more on TV
- Spent up to 699 USD on TV

Connected Devices

- Amazon Echo or Alexa Owner
- Apple Watch Owner
- Fitbit Owner
- Garmin Owner
- Samsung Owner
- Smart Heating or Thermostat Owner
- Smart Lighting or Light Switches Owner
- Smart Speakers Owner
- WiFi Plugs or Power Sockets Owner

Consumer Financial

Finance Archetype

- Carefree impulsive spender
- Cautious Traditionalists
- Confident digital investors
- Personal guidance seekers
- Uncertain affluent customers



Attitudes

- Delivery or Drive Thru Takeaway and Fast Food Once a Month
- Heavy Spenders on Food and Drinks
- I prefer to eat vegan food
- I prefer to eat vegetarian food
- Ordered a Takeaway
- Takeaway Drink Purchased From Coffee Shops or Sandwich Bars
- Visited a Restaurant
- Visited Coffee Shops or Sandwich Bars

Eating Habits

- I always avoid Dairy products
- I always avoid Gluten/wheat



Health, Wellness & Beauty



Beauty Purchase

- Female Heavy Cosmetics Spenders
- Female Heavy Skincare Spenders
- Male Facial Skincare Products Users
- Male Hair Styling Products Users
- Male Heavy Toiletries and Cosmetics Spenders
- Trying to Lose Weight



Computing & Gaming

- Play 1st or 3rd Person Shooting Games FPS
- Play Action and Adventure Games
- Play Driving or Racing Games
- Play EA Sports FC / FIFA
- Play Online Multiplayer Games MMO or MOBA

Music Services

- 25 or More USD spent on Music Services Downloads
- Between 10 and 24 USD spent on Music Services Downloads
- Less than 10 USD spent on Music Services Downloads

TV and Video Services

- Heavy users spending 20 hours or more per week viewing TV and Video Services
- Light users spending 10 hours or less per week viewing TV and Video Services
- Spent 20 USD or more on buying or renting films or TV programmes
- Spent up to 19 USD on buying or renting films or TV programmes
- Watch Animal Clips Online
- Watch How to (e.g. DIY/cooking) videos online

Internet

- Have used the internet for online dating
- Use the Internet for streaming Live TV
- Use the Internet for streaming TV or films, video on demand, free
- Use the Internet for Streaming TV or Films, VoD Subscription

Internet Usage

- Use the Internet to Browse Education & Knowledge Regularly
- Use the Internet to Browse Entertainment & media Regularly
- Use the Internet to Browse Lifestyles & Leisure Regularly
- Use the Internet to Browse Politics & Society Regularly
- Use the Internet to Browse Sports & Mobility Regularly

Attitudes

- Ad Influenced Shopper Type
- Brand Enthusiasts Shopper Type
- Consumer Influence Shopper Type
- Expert Influence Shopper Type
- Price Conscious Shopper Type
- Promo Addict Shopper Type
- Quality-Oriented Shopper Type

Easter Presents

- Spent less than 50 USD on Easter presents
- Spent 50 USD or more on Easter presents

Online Shopping

- Do Online Shopping for Baby Products
- Do Online Shopping for Children's Toys and Games
- Do Online Shopping for Clothes or Jewellery
- Do Online Shopping for DIY or Gardening Equipment
- Do Online Shopping for Financial Products or Shares
- Do Online Shopping for Flowers or Plants
- Do Online Shopping for Furniture
- Do Online Shopping for Health and Pharmaceutical Products
- Do Online Shopping for Home decoration
- Do Online Shopping for Insurance
- Do Online Shopping for Music Downloads
- Do Online Shopping for Personal Tech

Christmas Presents

- Spent 150 USD or more on Christmas presents
- Spent up to 150 USD on Christmas presents

FMCG Segmentation

- FMCG Segmentation Brand Value Seekers
- FMCG Segmentation Comfort Cravers
- FMCG Segmentation Necessity Buyers
- FMCG Segmentation Product and Sustainability First
- FMCG Segmentation Prudent Purchasers
- FMCG Segmentation Socially Influenced Consumers
- FMCG Segmentation Trend Focused

- Do Online Shopping for Home decoration
- Do Online Shopping for Insurance
- Do Online Shopping for Music Downloads
- Do Online Shopping for Personal Tech
- Do Online Shopping for Shoes
- Do Online Shopping for Sports Equipment
- Do Online Shopping for Takeaways
- Do Online Shopping for Tickets for Events
- Do Online Shopping for Toiletries and Cosmetics
- Once a month or less
- Once every 2 weeks or more



Sustainability

- Eco Influenced
- Eco Leaders
- Eco Sceptics
- Eco Worriers



Technology Segmentation

- Technology Segmentation Brand Enthusiasts
- Technology Segmentation Frivolous Purchasers
- Technology Segmentation Review Reliants
- Technology Segmentation Routine Consumers
- Technology Segmentation Tech Leaders

Sports & Leisure

Leisure Interests

- 1 to 4 Hours Per Week Spent on Sports and Leisure Activities
- Bought Reading Books in the Last 12 Months
- Interested in Camping
- Interested in Cooking and Baking
- Interested in DIY or Decorating
- Interested in Gardening
- Interested in Home Improvements or DIY
- Interested in Listening to Music
- Interested in Lottery
- Interested in Meditation or Mindfulness
- Interested in Outdoor Activities
- Interested in Photography



Leisure Interests

- Interested in playing music or singing
- Interested in Puzzles and Games
- Interested in Reading
- Interested in Sewing
- Interested in Walking or Hiking or Rambling
- More than 4 Hours Per Week Spent on Sports and Leisure Activities
- Regularly or Occasionally do Pilates
- Regularly or Occasionally do Yoga
- Regularly or Occasionally Participate in Aerobic or Fitness Classes
- Regularly or Occasionally Participate in Dance Classes
- Regularly or Occasionally Play Football
- Regularly or Occasionally Play Handball
- Regularly or Occasionally Play Pool
- Regularly or Occasionally Play Ten Pin Bowling
- Regularly or Occasionally Weight Train or Workout
- Visited a Museum or Other Places of Historic Interest
- Visited a Music Festival
- Visited Any Safari Park
- Visited Castles or Stately Homes
- Visited Cities
- Visited USDpapark
- Visited Exhibitions, Shows or Art Galleries
- Visited Hyde Park
- Visited Leisure Centres, Gyms and Health Clubs in the Last 12 Months
- Visited Museums
- Visited Oktoberfest
- Visited Phantasialand
- Visited Places of Natural Interest
- Visited Scenic Spots or Public Gardens
- Visited Theme Parks
- Visited Venues or Arenas
- Visited Zoos



Sports Fans

- American Football Fan
- Athletics Fan
- Badminton Fan
- Basketball Fan
- Biathlon Fan
- Boxing Fan
- Chess Fan
- Cycling Fan
- Esports Fan
- Fencing Fan
- FIA World Touring Car Championship Fan
- Football Fan
- Formula 1 Fan
- Games and Betting Fan

Sports Fans

- Golf Fan
- Gymnastics Fan
- Handball Fan
- High Diving Fan
- Ice Hockey Fan
- Ice Skating Fan
- Individual Sports or Activities Fan
- Marathon Running Fan
- Martial Arts Fan
- Motor Racing Fan
- Motor Rallying Fan
- Motorcycle Racing Fan
- Mountain Biking Fan
- Outdoor Activities Fan
- Paid to Watch Football at a Venue
- Rowing Fan
- Rugby Union Fan
- Sailing or Motor Boating Fan
- Ski Jumping Fan
- Skiing Fan
- Snooker Fan
- Snowboarding Fan
- Surfing Fan
- Swimming Fan
- Table Tennis Fan
- Team Sports Fan
- Tennis Fan
- Volleyball Fan
- Water Sports or Activities Fan
- Winter Sports Fan
- Wrestling Fan

The 2026 Football World Cup

- 2026 World Cup Football fans
- Betting on 2026 Football World Cup



Automotive Type

- 1 Car Household
- 2 Car Household
- Owner of a 2 Door Saloon
- Owner of a 3 Door Hatchback Car
- Owner of a 4 Door Saloon
- Owner of a 5 Door Hatchback Car
- Owner of a Coupe Car
- Owner of a People Carrier Car
- Owner of an Estate Car
- Owner of an off-roader or SUV Car
- Owner of any saloon or hatchback car

Automotive Usage

- Drive 15000 to 20000 KM Annually
- Drive 20000 to 30000 KM Annually
- Drive 30001 KM or More Annually
- Drive 5000 to 15000 KM Annually
- Drive Less than 5000 KM Annually

In Market

- In Market for a BMW
- In Market for a Car in the Next 2 Years
- In Market for a Ford
- In Market for a Hybrid or Electric
- In Market for a Hyundai
- In Market for a Kia
- In Market for a Mazda
- In Market for a Mercedes Benz
- In Market for a New Car
- In Market for a Nissan
- In Market for a Opel
- In Market for a Peugeot
- In Market for a Renault
- In Market for a Seat
- In Market for a Secondhand Car
- In Market for a Skoda
- In Market for a Toyota
- In Market for a Volkswagen
- In Market for an Audi
- Will spend 15000 to 29999 USD on Next Car Purchase
- Will spend 30000 USD or more on Next Car Purchase
- Will spend 6000 to 14999 USD or more on Next Car Purchase
- Will spend up to 5999 USD on Next Car Purchase



Owner

- Audi Owner
- BMW Owner
- Citroen Owner
- Dacia Owner
- Fiat Owner
- Ford Owner
- Kia Owner
- Mazda Owner
- Mercedes-Benz Owner
- Nissan Owner
- Opel Owner
- Peugeot Owner
- Renault Owner
- Seat Owner
- Skoda Owner
- Toyota Owner
- Volkswagen Owner

Travel

Airline

- Airline Choice is based on Brand Image
- Airline Choice is based on Convenience of Airport
- Airline Choice is based on Convenience of Timings
- Airline Choice is based on Country's National Airline
- Airline Choice is based on Customer Service
- Airline Choice is based on Direct Flights
- Airline Choice is based on In Flight Comfort or Service
- Airline Choice is based on Last Minute Offers
- Airline Choice is based on Personal Experience
- Airline Choice is based on Personal Recommendation
- Airline Choice is based on Price
- Airline Choice is based on Punctuality
- Airline Choice is based on Safety Record
- Airplane User for Business Travel
- Airplane User for Holiday Travel



Destination

- Had a Beach or Resort Holiday
- Had a Camping Holiday
- Had a City Break Holiday
- Had a Coach Tour Holiday
- Had a Lakes and Mountains Holiday
- Had a Sea Cruise Holiday
- Had a Skiing or Winter Sports Holiday
- Had a Spa or Health Spa Holiday
- Had an Escorted Tour Holiday

Traveller Type

- Casual Travel Fanatics
- Infrequent Flyers
- Premium Globetrotters
- School Holiday Families
- Summer Staycationers

Hotel

- Hotel Choice is based on All Inclusive
- Hotel Choice is based on Customer Service
- Hotel Choice is based on Decor or Style
- Hotel Choice is based on Entertainment or Events
- Hotel Choice is based on Family Friendly or Clubs for Children
- Hotel Choice is based on Last Minute Offers
- Hotel Choice is based on Location
- Hotel Choice is based on Personal Experience
- Hotel Choice is based on Personal Recommendation
- Hotel Choice is based on Price
- Hotel Choice is based on Reputation
- Hotel Choice is based on Sports Facilities or Activities
- Hotel Choice is based on Star Rating
- Hotel Choice is based on User Reviews or Photos



GDR
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