CAMEO Australia

Quick Reference Table

This table provides a quick overview of the classification and the predominant characteristics found within each of the 51 categories and 10 groups.

				Demographic Profile						Housing					Income & Education				Employment			Industry							Transport	Travel to Work (other than commute by car)				Channel Preference		
CAMEO Code	CAMEO Int'l Code	CAMEO Australia Category	Household & %	Presence of Children	Child Age	Index of Age 15-39	Index of Age > 60	One Person Households	Presence of Non-Family Households	Housing Type	Tenure	Monthly Mortgage Cost Index (Mortgage > AS1,800)	Weekly Rent	Number of Rooms	Weekly Household Income Index (Index > AS2,000)	Further Educational Attainment	Index* of Relative Socio-Economic Advantage	Index* of Economic Resources	Index* of Education & Occupation	Part Time Worker Index*	Unemployment Index*	Agriculture & Mining	Manufacturing, Utilities & Construction	Trade	Health Care Sector	Education Training	Finance, Property & Prof/Sci/Tech	Hospitality & Arts	Admin	Car Ownership	Rail	Bus	Motorcycle / Bicycle	Walk	Internet Usage	Home Shopping Channel Preference	Payment Preference
1		**Urban Affluence**	**11.13**																																	
1A	11	Educated Urban Elite	2.41	Low	0-9 yrs	146	57	High	High	Flat	Rent	129		0 - 2	144	Very High	110	96	114	87	98						■	■		0 - 1	■	■	■	■	Very High	Internet / Other	Credit Card
1B	13	Big City Professional Families	1.91	Average	5-14 yrs	96	93	Below average	Below average	Detached	Mixed	119		0 - 1	146	High	109	105	110	112	79					■	■			0 - 1	■	■	■		Very High	Catalog / Other	Credit Card
1C	13	Family Fortunes	2.01	Average	5-14 yrs	97	94	Average	Average	Detached	Mixed	118		5 - 6	148	High	110	104	112	111	78					■	■			2 - 3	■	■	■	■	Very High	Direct Mail / Catalog	Credit Card
1D	13	Accomplished Urbanites	2.03	Average	5-14 yrs	91	100	Below average	Below average	Detached	Mixed	113		1 - 5	149	High	110	106	111	111	76						■			1 - 2	■	■	■	■	Very High	Catalog / Other	Credit Card
1E	14	Affluent And Established	2.79	Below average	5-14 yrs	93	103	Average	Average	Detached / Flat	Mixed	102		5 - 6	171	Very High	114	107	116	102	68									2 - 3					Very High	Catalog / Other	Credit Card
2		**Flourishing Professionals**	**15.13**																																	
2A	11	Pre-Family Professionals	2.29	Low	0-9 yrs	123	75	High	High	Detached / Flat	Rent	122		1 - 6	134	High	108	97	112	102	91					■	■		■	0 - 1	■	■	■	■	Very High	Other / Internet	Cash / Credit Card
2B	13	Urban Achievers	1.66	Average	5-14 yrs	98	96	Below average	Below average	Detached	Mixed	116		0 - 1	133	High	107	103	109	109	84					■	■			0 - 1	■	■	■		Very High	Direct Mail / Other	Credit Card
2C	12	Minimal Suburbs	3.08	Average	0-9 yrs	100	93	Below average	Below average	Detached	Mixed	124		5 - 6	128	High	106	103	107	106	84					■	■			2 - 3	■	■	■		High	Catalog / Other	Credit Card
2D	13	Settled Urbanites	3.52	Average	5-14 yrs	102	93	Below average	Below average	Detached	Mixed	121		5 - 6	139	Above average	105	103	105	106	85					■	■			2 - 3	■	■			Very High	Other / Catalog	Credit Card
2E	14	Asset Rich Households	2.00	Below average	5-14 yrs	83	123	Average	Average	Detached	Owned	111		4 - 5	136	High	109	105	110	109	73					■	■			1 - 2	■	■	■		Very High	Direct Mail / Other	Credit Card
2F	15	Sunset Success	2.58	Below average	5-14 yrs	73	118	Below average	Below average	Detached	Owned	116		5 - 6	122	Above average	107	106	107	105	67					■	■			2 - 3					High	Catalog / Other	Credit Card
3		**Comfortable Neighbourhoods**	**12.32**																																	
3A	23	Thriving Communities	2.87	Above average	5-14 yrs	95	98	Below average	Low	Detached	Mortgage	112		5 - 6	109	Below average	101	103	98	108	90		■							3 - 4					High	Direct Mail / Other	Credit Card
3B	23	Detached Family Homes	3.38	Above average	5-14 yrs	91	101	Low	Low	Detached	Mortgage	120		4 - 5	118	Average	103	104	102	106	84		■							3 - 4					High	Other / Phone	Credit Card
3C	24	Comfortably Settled	1.73	Average	5-14 yrs	86	106	Below average	Below average	Detached	Mortgage	107		4 - 5	112	Average	102	104	102	111	84		■							3 - 4					High	Other / Internet	Credit Card
3D	24	Mature Middle	2.61	Average	5-14 yrs	80	119	Below average	Below average	Detached	Owned / Mortgage	107		5 - 6	110	Above average	103	104	104	113	76		■							3 - 4					High	Other / Catalog	Credit Card
3E	25	Secure Seniors	1.73	Average	5-14 yrs	80	122	Below average	Below average	Detached	Owned / Mortgage	106		4 - 5	105	Average	102	104	102	110	79		■							3 - 4					High	Other / Phone	Credit Card
4		**Enterprising Households**	**10.43**																																	
4A	31	Urban Movers And Shakers	1.15	Low	0-9 yrs	167	66	High	High	Flat	Rent	118		5 - 6	94	Very High	102	89	107	95	149					■	■	■	■	3 - 4	■	■	■	■	High	Internet / Catalog	Cash
4B	21	Foot On The Ladder	0.89	Low	0-9 yrs	142	65	High	High	Flat	Rent	115		0 - 1	100	High	100	91	104	98	127					■	■	■	■	0 - 1	■	■	■	■	High	Internet / Other	Credit Card
4C	21	White Collar Workers	2.82	Below average	0-9 yrs	129	72	Above average	Above average	Detached / Flat	Rent	120		0 - 1	101	Above average	100	94	102	98	119		■							0 - 1					High	Direct Mail / Internet	Cash
4D	23	Town And Country	2.33	Above average	0-9 yrs	113	77	Low	Low	Detached	Mortgage	119		1 - 2	110	Average	100	101	98	102	104		■							0 - 1					High	Internet / Direct Mail	Cash
4E	23	Established Traditional Communities	2.71	Above average	0-9 yrs	99	97	Below average	Below average	Detached	Mortgage	111		3 - 4	108	Below average	99	101	98	102	91	■								2 - 3					High	Phone / TV, Radio	Credit Card
4F	25	Mature Comforts	0.52	Average	5-14 yrs	88	110	Above average	Average	Detached	Mixed	92		4 - 5	96	Below average	99	100	99	103	85									3 - 4					Above average	Internet / Other	Cash
5		**Content Communities**	**11.45**																																	
5A	31	Tech-Savvy Neighbourhoods	1.14	Below average	0-9 yrs	139	66	Above average	High	Detached / Flat	Rent	114		0 - 6	96	Above average	99	94	101	97	123					■	■	■	■	3 - 4	■	■	■	■	High	Internet / Other	Credit Card
5B	32	Young Family Start-ups	3.04	Above average	0-9 yrs	117	79	Below average	Below average	Detached	Mortgage	121		0 - 1	102	Average	99	99	98	96	107									0 - 1	■				High	Direct Mail / Internet	Cash
5C	33	Middle Australia	2.58	Above average	0-14 yrs	102	92	Below average	Below average	Detached	Mortgage	109		3 - 4	100	Average	99	100	98	101	99		■							1 - 2					High	Internet / Tv, Radio	Credit Card
5D	34	Family Values	2.61	Average	5-14 yrs	86	112	Below average	Below average	Detached	Owned / Mortgage	97		4 - 5	92	Below average	98	101	96	105	91	■	■							3 - 4					Above average	Direct Mail / Phone	Cash
5E	35	Mature Bohemia	2.28	Below average	0-9 yrs	93	117	Above average	Above average	Detached	Mixed	104		4 - 6	87	Average	99	97	100	100	97									3 - 6		■			Above average	Internet / Direct Mail	Credit Card
6		**Aspiring Out-of-towners**	**9.66**																																	
6A	31	Young Aspirations	1.89	Below average	0-9 yrs	102	100	Above average	Above average	Detached	Rent	101		1 - 2	85	Average	97	95	98	98	107									0 - 1		■	■		Above average	Direct Mail / Internet	Credit Card
6B	32	Hinterland Blue Collar Families	2.26	Above average	0-9 yrs	104	90	Average	Below average	Detached	Mortgage	97		0 - 2	97	Low	94	97	91	91	110	■	■							0 - 1		■	■		Above average	TV, Radio / Phone	Cash / Credit Card
6C	33	Detached Comforts	2.34	Above average	5-14 yrs	96	99	Below average	Below average	Detached	Mortgage	92		3 - 4	90	Low	96	100	93	104	103	■	■							3 - 4					Above average	Direct Mail / Phone	Cash
6D	45	Provincial Homeowners	0.65	Below average	5-14 yrs	79	123	Above average	Above average	Detached	Owned	80		3 - 4	78	Below average	97	98	98	100	89	■								3 - 4				■	Above average	Internet / Catalog	Credit Card
6E	35	Modest Retirement	2.70	Below average	5-14 yrs	79	134	Average	Below average	Detached	Owned	98		0 - 2	84	Below average	98	101	98	101	82		■							3 - 4					High	Phone / Other	Credit Card
7		**Home Sweet Home**	**7.25**																																	
7A	31	Urban Singles	1.09	Average	0-9 yrs	118	85	High	High	Mixed	Rent	102		4 - 6	81	Average	95	91	98	93	128							■	■	3 - 4	■	■	■	■	Above average	Internet / TV, Radio	Cash
7B	32	Enterprising Mainstream	2.73	Above average	0-9 yrs	101	98	Below average	Below average	Detached	Mortgage	100		0 - 1	86	Low	95	93	94	97	110		■							0 - 1					Above average	Direct Mail / TV, Radio	Cash
7C	43	School-ies Families	0.57	Above average	5-14 yrs	76	118	Average	Below average	Detached	Owned	86		3 - 4	69	Low	100	103	103	90	49	■								3 - 4				■	Above average	Phone / TV, Radio	Credit Card
7D	44	Established Agriculture	0.70	Average	5-14 yrs	71	126	Average	Below average	Detached	Owned	68		5 - 6	70	Below average	101	103	103	99	49	■								3 - 4				■	Above average	Phone / TV, Radio	Credit Card
7E	45	Ageing Neighbourhoods	2.12	Average	5-14 yrs	94	109	Above average	Above average	Detached	Mixed	77		5 - 6	76	Below average	94	91	94	100	108			■						3 - 4					Above average	Direct Mail / Phone	Cash / Credit Card
8		**Modest Means**	**7.08**																																	
8A	41	Starting Out	0.63	Below average	0-9 yrs	133	76	Above average	High	Mixed	Rent	93		2 - 3	77	Above average	95	93	97	93	110							■		1 - 2	■	■	■	■	Above average	Direct Mail / Internet	Cash
8B	42	Cash-conscious Households	2.43	Above average	0-9 yrs	114	88	Above average	Average	Detached	Rent	84		0 - 1	71	Low	91	92	91	92	136		■	■					■	0 - 1					Above average	Direct Mail / Internet	Cash
8C	43	Blue-Collar Adversity	2.52	Average	5-14 yrs	93	109	Average	Average	Detached	Mixed	82		3 - 4	76	Low	94	97	93	98	106		■	■						0 - 1					Above average	Phone / TV, Radio	Credit Card
8D	44	Rustic Rural Homeowners	1.39	Average	5-14 yrs	69	130	Average	Average	Detached	Owned	59		3 - 4	67	Low	96	101	97	102	69	■								3 - 3				■	Above average	Phone / TV, Radio	Cash / Credit Card
8E	45	Maturing Austerity	1.00	Low	5-14 yrs	55	200	High	High	Detached	Owned	87		0 - 6	66	Average	99	99	100	83	62	■								3 - 4					Above average	Phone / TV, Radio	Credit Card
9		**On A Budget**	**6.26**																																	
9A	42	Big City Relief Wallet	1.72	Average	0-9 yrs	126	77	Below average	Average	Mixed	Rent	88		0 - 2	65	Above average	88	88	91	92	151			■				■	■	0 - 1	■				Above average	Internet / Direct Mail	Cash
9B	52	Daily Endeavour	1.99	Average	0-9 yrs	102	103	Above average	Average	Detached	Mixed	77		2 - 3	60	Below average	89	91	90	87	128			■					■	0 - 1					Above average	Direct Mail / TV, Radio	Cash
9C	53	Stretched Households	2.04	Above average	0-9 yrs	105	98	Above average	Above average	Detached	Rent	72		0 - 3	64	Low	89	92	88	91	134			■					■	0 - 1					Above average	TV, Radio / Phone	Cash
9D	54	Making Ends Meet	2.23	Average	5-14 yrs	91	119	Above average	Above average	Detached	Mixed	56		2 - 3	55	Low	88	92	88	91	119			■					■	0 - 1					Above average	TV, Radio / Phone	Cash / Credit Card
10		**Strained Society**	**4.22**																																	
10A	51	Provincial Pressure	0.53	High	0-9 yrs	115	83	High	Above average	Detached	Rent	23		1 - 6	29	Very Low	73	76	78	69	215				■	■			■	3 - 4				■	Average	Direct Mail / TV, Radio	Cash
10B	52	Blue Collar Communities	1.47	Above average	0-9 yrs	108	95	High	Above average	Detached	Rent	48		0 - 3	40	Low	81	83	84	80	175			■					■	0 - 1				■	Above average	TV, Radio / Internet	Cash
10C	53	Hinterland Toils	1.84	Average	5-14 yrs	91	115	High	Above average	Detached	Mixed	43		0 - 1	50	Very Low	86	90	86	89	133		■	■						0 - 1				■	Above average	Phone / TV, Radio	Cash / Credit Card
10D	54	Disadvantaged Households	0.85	Average	0-9 yrs	95	113	High	High	Detached	Rent	27		1 - 3	34	Low	81	86	82	81	146		■					■		0 - 1				■	Average	TV, Radio / Phone	Cash
10E	55	Struggling Seniors	1.13	Below average	5-14 yrs	69	163	High	High	Detached	Owned	53		0 - 3	45	Low	89	93	90	87	94									0 - 1					Above average	Phone / TV, Radio	Credit Card
XX		Unclassified / No Population Data	0.33																																	

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*100 = national average
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