CAMEO Germany

Quick Reference Table

This table provides a quick overview of the classification and the predominant characteristics found within each of the 46 categories and 9 groups.

CAMEO Category	CAMEO Sort Order	CAMEO Germany Category	Household %	Demographics: Presence Of Children	Demographics: Adult Age Under 60 Index*	Demographics: Adult Age Over 60 Index*	Demographics: Presence of Young Singles	Demographics: Families per Building	Affluence: High Income Index*	Affluence: Low Income Index*	Affluence: Financial Risk	Affluence: Work at Home	Neighbourhood: Household Density Index*	Neighbourhood: Location	Neighbourhood: Propensity to Move	Lifestyle: Car Type	Lifestyle: Cars per Household Index*	Lifestyle: Previous Owners	Lifestyle: Region Size	Lifestyle: Joined Products	Lifestyle: Children's Products	Lifestyle: Drug Store Products	Lifestyle: Education	Lifestyle: Energy	Lifestyle: Leisure	Lifestyle: Insurance	Lifestyle: Books	Lifestyle: Luxury Clothing	Lifestyle: Clothing	Lifestyle: Shoes	Lifestyle: Financial Products	Lifestyle: Wine & Gourmet	Lifestyle: Food	Lifestyle: Home & Garden	Lifestyle: Wall Order	Lifestyle: Technology	Lifestyle: Telephone / Mobile	Lifestyle: Collectables	Lifestyle: Cosmetics	Lifestyle: Dietary Supplements	Lifestyle: Travel	Attitudes: Consumer Attitudes: Premium	Attitudes: Consumer Attitudes: Powerful	Attitudes: Consumer Attitudes: Family	Attitudes: Consumer Attitudes: Modern	Attitudes: Consumer Attitudes: Critical	Attitudes: Consumer Attitudes: Traditional	Attitudes: Consumer Attitudes: Secure	Attitudes: Consumer Attitudes: Materialist	Attitudes: Consumer Attitudes: Rational	Attitudes: Consumer Attitudes: Reflective	Attitudes: Consumer Attitudes: Social	Attitudes: Consumer Attitudes: Traditional	Attitudes: Consumer Attitudes: Personally
1		**Wealthy Households**	4.54																																																			
1A	13	Affluent Modern Households	1.37	Average	86	115	Low	1 to 5	207	46	Very Low	Very Low	141	Mixed	Below average	BMW / Mini	119	None	Average																																			
1B	14	Elite Suburban	0.69	Average	85	118	Low	1 to 5	205	46	Very Low	Very Low	125	Urban	Below average	Merc / BMW	113	None	Average																																			
1C	14	Suburban Richies	0.55	Average	79	126	Very Low	1 to 5	299	39	Very Low	Low	141	Mixed	Low	BMW / Merc	113	None	Average																																			
1D	15	Upper Class Families and Executives	0.46	Average	74	137	Very Low	1 to 5	299	19	Very Low	Average	141	Urban	Low	BMW / Merc	119	None	Average																																			
1E	15	Retired Connoisseurs	0.43	Average	73	148	Very Low	1 to 5	303	19	Very Low	Below average	179	Urban	Low	BMW / Merc	119	None	Average																																			
2		**Affluent Professionals**	10.45																																																			
2A	12	Prosperous Younger Families	1.70	Very High	105	58	Very Low	1 to 5	469	11	Very Low	Average	95	Rural	Low	VW / Audi	126	None	Large																																			
2B	13	Suburban Comfort	1.93	Average	93	99	Very Low	1 to 5	152	16	Very Low	High	67	Rural	Low	VW / Audi	151	1-2	Large																																			
2C	14	Rural Wealth	2.23	Above average	96	107	Very Low	1 to 5	176	14	Very Low	High	65	Rural	Low	VW / Audi	141	None	Large																																			
2D	14	Edge of Town Prosperity	4.60	Average	82	115	Very Low	1 to 5	509	27	Very Low	High	130	Mixed	Below average	Merc / BMW	119	None	Average																																			
3		**Comfortable Households**	13.93																																																			
3A	24	Fine & Empty	0.94	Above average	107	47	Very Low	1 to 5	354	13	Very Low	Below average	73	Rural	High	VW / Audi	156	None	Average																																			
3B	23	Consumer Families	0.89	Very High	105	53	Very Low	1 to 5	509	22	Very Low	Average	97	Rural	Low	VW / Audi	169	1-2	Large																																			
3C	24	Achieving Households	4.39	Average	93	86	Low	1 to 5	186	57	Very Low	Very High	77	Rural	Below average	BMW / VW	121	1-2	Average																																			
3D	25	Widening Comfortably	4.56	Average	78	141	Low	1 to 5	113	93	Very Low	High	65	Rural	Low	Renault / Ford	122	None	Large																																			
4		**Comfortable Households**	13.02																																																			
4A	22	Blossoming Young Families	4.17	High	111	74	Low	1 to 5	151	55	Very Low	Very High	56	Rural	Below average	VW / Audi	154	1-2	Average																																			
4B	23	Young Mixed Income	1.94	Average	97	89	Very Low	1 to 5	164	64	Very Low	Very High	47	Rural	Low	VW / Opel	138	1-2	Average																																			
4C	24	Maturing Mixed Incomes	1.94	Average	94	88	Very Low	1 to 5	164	64	Very Low	Very High	47	Rural	Below average	VW / Opel	138	1-2	Average																																			
4D	24	Escaping Renters	1.09	Average	89	112	Low	1 to 5	164	64	Very Low	Very Low	117	Mixed	Below average	Merc / BMW	122	None	Average																																			
4E	25	Retiring in the Suburbs	0.66	Average	85	115	Low	1 to 5	160	65	Low	Very Low	116	Mixed	Low	Merc / VW	116	None	Average																																			
5		**Settled Society**	7.05																																																			
5A	31	Young Journeymen	1.65	Below average	109	77	High	Mixed	38	29	Very Low	Average	109	Mixed	High	BMW / Audi	114	None	Average																																			
5B	32	Young Start-up Households	1.28	Average	121	67	Low	1 to 5	97	81	Low	Above average	51	Rural	Low	VW / Audi	135	1-2	Average																																			
5C	33	Family First	1.26	High	116	76	Low	1 to 5	79	91	Low	Above average	52	Rural	Below average	Audi / VW	134	1-2	Average																																			
5D	34	Maturing City Singles and Couples	1.91	Below average	84	117	Average	1 to 5	49	70	Very Low	Above average	290	Urban	Above average	BMW / Merc	88	None	Very Small																																			
5E	35	Retiring Independent Singles	0.64	Below average	80	148	Below average	1 to 5	140	76	Low	Average	155	Urban	Below average	Merc / BMW	113	None	Average																																			
5F	35	Retired Metropolitan Comfort	0.54	Below average	80	146	Low	1 to 5	140	76	Low	Very Low	155	Mixed	Below average	Merc / BMW	113	None	Average																																			
6		**Modest Communities**	13.30																																																			
6A	41	Start-up Couples and Singles	0.87	Below average	113	80	Below average	1 to 5	43	121	High	Below average	105	Mixed	Below average	Opel / Ford	95	2+	Small																																			
6B	43	Working Class Suburbs	7.17	Average	100	101	Below average	1 to 5	53	112	Very Low	Above average	103	Mixed	Average	Ford / Opel	88	1-2	Small																																			
6C	44	Mature Neighbourhoods	1.86	Below average	92	118	Below average	1 to 5	54	113	Low	Very Low	191	Urban	Above average	Merc / Ford	88	None	Small																																			
6D	35	Working Hard towards Retirement	0.76	Below average	80	160	Below average	1 to 5	63	111	Low	Low	156	Mixed	Below average	Mazda / Mazda	104	None	Average																																			
6E	45	Ageing Working Families	2.69	Low	63	191	Very Low	Mixed	53	114	Very Low	Low	263	Urban	Below average	Toyota / Nissan	113	None	Average																																			
6F	45	Upper Retirement	2.69	Low	47	171	Below average	1 to 5	53	114	Low	Very Low	448	Urban	Below average	Mazda / Nissan	113	None	Average																																			
7		**Hard Working Neighbourhoods**	9.47																																																			
7A	41	Building Career Ambitions	4.58	Below average	114	79	Above average	1 to 5	25	155	Low	High	100	Mixed	Above average	Toyota / Renault	116	1-2	Average																																			
7B	41	Young Urban Endeavours	3.20	Below average	111	90	Very High	Mixed	21	155	Low	Below average	236	Urban	High	BMW / Peugeot	96	1-2	Very Small																																			
7C	54	Middle Road Career Workers	1.15	Below average	96	121	High	1 to 5	20	165	High	Very Low	377	Urban	Above average	Mazda / Nissan	58	2+	Very Small																																			
7D	54	Stretched Mature Singles & Couples	0.67	Low	92	126	Above average	1 to 5	22	161	High	Very Low	522	Urban	Above average	Merc / FIAT	70	2+	Very Small																																			
7E	55	Ageing Working Couples	0.67	Low	56	206	Low	1 to 5	53	118	Low	Very Low	355	Urban	Low	Mazda / Nissan	110	None	Average																																			
8		**Stretched Households**	17.18																																																			
8A	51	Low Income Urban Residents	4.41	Below average	113	95	High	Mixed	7	181	Very High	Low	1067	Urban	Above average	Nissan / Mazda	41	2+	Very Small																																			
8B	51	Students and Singles	4.32	Low	117	77	Very High	Mixed	14	162	Below average	High	361	Urban	High	BMW / Peugeot	52	2+	Very Small																																			
8C	54	Enterprising Households	3.90	Below average	97	119	Above average	Mixed	13	156	Very High	Very Low	355	Urban	Average	Mazda / Nissan	62	2+	Average																																			
8D	55	Fixed Up Seniors	2.19	Low	62	156	Below average	6 to 10+	10	109	Above average	Very Low	1082	Urban	Average	Renault / Mazda	75	None	Small																																			
9		**Urban Transit**	13.66																																																			
9A	53	Young Family Struggles	2.61	Average	145	61	Above average	Mixed	9	162	Very High	Very Low	622	Urban	Average	Mazda / Nissan	75	2+	Average																																			
9B	53	Blue Collar Petits Bourgeois	5.65	Low	142	60	Very High	6 to 10+	4	165	Very High	Very Low	858	Urban	High	Renault / Mazda	69	2+	Small																																			
9C	54	Mature Working City Singles	1.92	Low	123	85	Very High	6 to 10+	4	163	Very High	Very Low	1164	Urban	High	Fiat / Renault	59	2+	Very Small																																			
9D	55	Urban Hardship	3.60	Low	123	85	Very High	6 to 10+	4	163	Very High	Very Low	1164	Urban	High	Fiat / Renault	59	2+	Very Small																																			
9E	55	Austere Elderly	0.80	Very Low	27	280	Very Low	Mixed	10	153	High	Very Low	1282	Urban	High	Merc / Toyota	59	None	Small																																			
XX		Unclassified / No population data	0.00																																																			

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