

## 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.

CAMEO Code	CAMEO Int'l Code	CAMEO Italy Category	Household %	Demographic Profile						Location	
				Child Age	Adult Age	Retirement Index*	Family Composition	Household Size	Social Status	Foreign Residents Index*	Geographical Area
<b>1</b>		<b>Affluent Couples &amp; Families In Exclusive Areas</b>	<b>11.76</b>	<b>Mixed Ages</b>	<b>Mixed Ages</b>	<b>81</b>	<b>Couples &amp; Families</b>	<b>Mixed Sizes</b>	<b>Medium-High</b>	<b>82</b>	<b>Mixed Areas</b>
1A	13	Wealthy Young & Maturing Owner Occupiers In Exclusive Areas	1.28	Mixed Ages	18-59 yrs	98	Singles, Couples & Families	1-4 persons	High	110	Mixed Areas
1B	12	Couples & School Age Families In Modern Hi-Rise Apartments	2.19	0-14 yrs	18-59 yrs	51	Couples & Families	2-5 persons	Medium-High	73	Mixed Areas
1C	13	Young & Older Home Owners In Affluent Mixed Areas	2.31	Mixed Ages	30-59 yrs	100	Singles, Couples & Families	1-4 persons	Medium-High	103	Mixed Areas
1D	14	Mature Couples & Families In Owned & Rented Hi-Rise Urban Flats	3.34	Mixed Ages	40-60+ yrs	94	Couples & Families	2-4 persons	MixedStatus	71	Urban Areas
1E	13	Flat Dwelling Couples & Families In Wealthy Mixed Areas	2.65	5-19 yrs	30-59 yrs	64	Couples & Families	3-6+ persons	Medium-High	51	Mixed Areas
<b>2</b>		<b>Affluent &amp; Educated Singles In Urban Neighbourhoods</b>	<b>8.94</b>	<b>Few Children</b>	<b>18-59 yrs</b>	<b>101</b>	<b>Singles &amp; Couples, Some Families</b>	<b>1-2 persons</b>	<b>MixedStatus</b>	<b>188</b>	<b>Urban Areas</b>
2A	11	Wealthy Young Couples & Singles In Hi-Rise Urban Apartments	3.38	Few Children	18-39 yrs	96	Singles & Couples	1-2 persons	Medium-High	131	Urban Areas
2B	12	Cosmopolitan Couples, Singles & Young Families In Older Properties	2.37	0-5 yrs	18-59 yrs	99	Singles & Couples, Some Families	1-2 persons	MixedStatus	258	Urban Areas
2C	11	Executive Young Couples & Singles In Cosmopolitan Areas	3.19	Few Children	18-39 yrs	109	Singles & Couples	1-2 persons	MixedStatus	175	Urban Areas
<b>3</b>		<b>Comfortable Family Neighbourhoods</b>	<b>9.11</b>	<b>Mixed Ages</b>	<b>18-59 yrs</b>	<b>98</b>	<b>Couples &amp; Families</b>	<b>2-4 persons</b>	<b>MixedStatus</b>	<b>107</b>	<b>Mixed Areas</b>
3A	23	Home Owning Couples & Families In Mixed Areas	4.72	Mixed Ages	18-59 yrs	100	Couples & Families	2-4 persons	Medium-High	90	Mixed Areas
3B	23	Comfortable Young & Older Households In Mixed Tenure	1.19	Mixed Ages	18-59 yrs	95	Singles, Couples & Families	Mixed Sizes	MixedStatus	116	Mixed Areas
3C	23	Educated Mixed Age Homeowners In Mixed Age Properties	0.61	Mixed Ages	30-60+ yrs	99	Singles, Couples & Families	1-3 persons	Medium-High	114	Mixed Areas
3D	34	Mature Home Owning Couples & Families In Rural & Suburban Areas	2.58	Mixed Ages	40-59 yrs	97	Couples & Families	2-4 persons	Low-Medium	107	Rural & Suburban Areas
<b>4</b>		<b>Comfortable Single Neighbourhoods</b>	<b>8.10</b>	<b>Few Children</b>	<b>Mixed Ages</b>	<b>99</b>	<b>Singles, Couples &amp; Groups</b>	<b>1-3 persons</b>	<b>MixedStatus</b>	<b>Mixed</b>	<b>Mixed Areas</b>
4A	22	Young Cosmopolitan Couples & Singles In Owned & Rented Flats	0.79	0-9 yrs	18-39 yrs	78	Singles & Couples, Some Families	1-2 persons	MixedStatus	1208	Mixed Areas
4B	21	Young & Retired Urban Couples & Singles In Small Hi-Rise Flats	3.09	Few Children	18-39 yrs / 60+ yrs	117	Singles & Couples	1-2 persons	MixedStatus	166	Urban Areas
4C	34	Mature & Retired Homeowners In Lo-Rise Housing	4.22	Few Children	40-60+ yrs	102	Singles, Couples & Groups	1-3 persons	Low-Medium	87	Mixed Areas
<b>5</b>		<b>Comfortable Mature Neighbourhoods</b>	<b>11.04</b>	<b>Few Children</b>	<b>Mixed Ages</b>	<b>118</b>	<b>Singles &amp; Couples, Some Families</b>	<b>1-3 persons</b>	<b>MixedStatus</b>	<b>129</b>	<b>Urban Areas</b>
5A	24	Highly Educated Older & Mature Households In Urban Flats	4.70	Few Children	Mixed Ages	111	Singles & Couples, Some Families	1-3 persons	MixedStatus	89	Urban Areas
5B	24	Older & Retired Couples & Singles In Urban Apartments	4.84	Few Children	Mixed Ages	111	Singles & Couples	1-2 persons	MixedStatus	120	Urban Areas
5C	34	Older Home Owning Couples & Singles In Mixed Areas	0.45	Few Children	30-60+ yrs	115	Singles & Couples	1-2 persons	Low-Medium	150	Mixed Areas
5D	35	Retired Couples & Singles In Comfortable Communities	1.05	Few Children	60+ yrs	133	Singles & Couples	1-2 persons	MixedStatus	156	Mixed Areas
<b>6</b>		<b>Less Affluent Households In Rural &amp; Suburban Communities</b>	<b>13.05</b>	<b>Mixed Ages</b>	<b>Mixed Ages</b>	<b>98</b>	<b>Couples &amp; Families</b>	<b>Mixed Sizes</b>	<b>Low-Medium</b>	<b>157</b>	<b>Rural &amp; Suburban Areas</b>
6A	33	Mixed Age Couples & Families In Rural & Suburban Regions	0.61	Mixed Ages	30-60+ yrs	95	Couples & Families	3-6+ persons	Low-Medium	91	Rural & Suburban Areas
6B	34	Older Couples & Families In Owner Occupied Properties	3.56	Mixed Ages	40-59 yrs	95	Couples & Families	2-6+ persons	Low-Medium	102	Rural & Suburban Areas
6C	32	Couples, Singles & Young Families In Less Affluent Cosmopolitan Areas	2.15	0-9 yrs	30-59 yrs	96	Singles, Couples & Families	1-3 persons	Low-Medium	410	Rural & Suburban Areas
6D	43	Young & Older Couples & Families In Owner Occupied Housing	2.65	0-14 yrs	18-59 yrs	96	Couples & Families	2-4 persons	Low-Medium	125	Rural & Suburban Areas
6E	43	Mixed Age Couples & Singles In Poor Quality Housing	2.07	Mixed Ages	30-59 yrs	93	Single & Couples, Some Families	1-2 persons	Low	123	Rural & Suburban Areas
6F	43	Less Affluent Couples & Families In Suburban & Outlying Communities	0.74	Mixed Ages	30-60+ yrs	104	Couples & Families	Mixed Sizes	Low-Medium	143	Rural & Suburban Areas
6G	44	Maturing Couples & Families In Rural & Suburban Lo-Rise Housing	1.28	Mixed Ages	40-59 yrs	107	Couples & Families	2-6+ persons	Low-Medium	106	Rural & Suburban Areas
<b>7</b>		<b>Less Affluent Mature &amp; Retired Neighbourhoods</b>	<b>10.47</b>	<b>Few Children</b>	<b>40-60+ yrs</b>	<b>123</b>	<b>Singles &amp; Couples, Some Families</b>	<b>1-3 persons</b>	<b>Low-Medium</b>	<b>94</b>	<b>Mixed Areas</b>
7A	44	Older & Retired Couples & Young Singles In Areas Of Mixed Tenure	3.17	Few Children	30-60+ yrs	127	Singles & Couples	1-2 persons	Low-Medium	131	Mixed Areas
7B	45	Less Affluent Mature Households In Rural & Suburban Communities	3.58	Few Children	40-60+ yrs	140	Singles & Couples, Some Families	1-3 persons	Low-Medium	97	Rural & Suburban Areas
7C	54	Mature Homeowning Couples & Singles In Mixed Areas	1.08	Few Children	40-59 yrs	121	Singles & Couples	1-2 persons	Low-Medium	104	Mixed Areas
7D	55	Retired Couples & Singles In Poor Quality Housing	0.79	Few Children	60+ yrs	116	Singles & Couples	1-2 persons	MixedStatus	108	Mixed Areas
7E	54	Mature Couples & Mixed Age Families In Lo-Rise Properties	1.86	5-19 yrs	40-60+ yrs	109	Couples & Families	Mixed Sizes	Low	30	Mixed Areas
<b>8</b>		<b>Less Affluent Mixed Neighbourhoods</b>	<b>14.10</b>	<b>Mixed Ages</b>	<b>Mixed Ages</b>	<b>71</b>	<b>Singles, Couples &amp; Families</b>	<b>2-6+ persons</b>	<b>Low</b>	<b>51</b>	<b>Mixed Areas</b>
8A	33	Mature Home Owning Couples & Families In Mixed Areas	3.66	5-19 yrs	40-59 yrs	71	Couples & Families	3-6+ persons	Low	33	Mixed Areas
8B	43	Young & Older Couples & Mixed Age Families In Rented Hi-Rise Properties	1.79	10-19 yrs	18-29 yrs / 60+ yrs	78	Couples, Families & Groups	2-6+ persons	Low	62	Urban Areas
8C	43	Less Affluent Couples & Families In Areas Of Mixed Tenure	3.09	Mixed Ages	18-59 yrs	48	Couples & Families	3-6+ persons	Low	30	Mixed Areas
8D	53	Young & Older Couples & Families In Lo-Rise Dwellings	1.72	Mixed Ages	30-59 yrs	67	Couples & Families	2-6+ persons	Low	44	Mixed Areas
8E	53	Young & Older Households In Small Urban Properties	0.97	Mixed Ages	18-39 yrs / 60+ yrs	78	Singles, Couples & Families	1 person / 4-6+ persons	Low	77	Urban Areas
8F	53	Older Couples & Singles In Urban Family Neighbourhoods	1.25	5-19 yrs	40-60+ yrs	92	Singles, Couples & Families	Mixed Sizes	Low	66	Urban Areas
8G	53	Mixed Age Couples & Families In Less Affluent Mixed Areas	1.61	Mixed Ages	18-59 yrs	63	Couples & Families	3-6+ persons	Low-Medium	45	Mixed Areas
<b>9</b>		<b>Poorer Retired Neighbourhoods</b>	<b>6.17</b>	<b>Few Children</b>	<b>60+ yrs</b>	<b>128</b>	<b>Singles &amp; Couples, Some Families</b>	<b>Mixed Sizes</b>	<b>Low</b>	<b>77</b>	<b>Mixed Areas</b>
9A	54	Home Owning Retired Couples & Mature Families In Single Neighbourhoods	0.53	10-19 yrs	60+ yrs	139	Singles, Couples & Some Families	1-2 persons / 5-6+ persons	Low	33	Mixed Areas
9B	54	Mature Couples & Families In Rural & Suburban Lo-Rise Housing	0.68	Mixed Ages	60+ yrs	119	Couples & Families	Mixed Sizes	Low-Medium	102	Rural & Suburban Areas
9C	55	Retired Couples & Singles In Poorer Ethnically Mixed Areas	0.90	Few Children	60+ yrs	126	Singles & Couples	1-2 persons	Low	140	Mixed Areas
9D	55	Retired Households In Owned & Rented Properties	1.34	Few Children	60+ yrs	118	Singles, Couples & Groups	1-3 persons	MixedStatus	111	Mixed Areas
9E	55	Elderly Couples & Singles In Small Poor Quality Urban Dwellings	0.68	Few Children	60+ yrs	145	Singles & Couples	1-2 persons	Low	40	Urban Areas
9F	54	Mature Households In Poorer Mixed Areas	2.04	5-19 yrs	60+ yrs	120	Singles, Couples & Families	Mixed Sizes	Low	37	Mixed Areas
<b>10</b>		<b>Poorer Mixed Households</b>	<b>7.14</b>	<b>Mixed Ages</b>	<b>40-60+ yrs</b>	<b>91</b>	<b>Singles, Couples &amp; Families</b>	<b>Mixed Sizes</b>	<b>Low</b>	<b>67</b>	<b>Mixed Areas</b>
10A	53	Mature Urban Households In Poor Quality Dwellings	1.44	Mixed Ages	40-60+ yrs	81	Singles, Couples & Families	1-2 persons / 5-6+ persons	Low	41	Urban Areas
10B	54	Older Homeowners In Poorer Mixed Areas	0.96	10-19 yrs	40-60+ yrs	91	Singles, Couples & Families	Mixed Sizes	Low	19	Mixed Areas
10C	54	Poorer Homeowners In Rural & Suburban Communities	0.84	Mixed Ages	60+ yrs	104	Couples & Families	2-4 persons	Low-Medium	129	Rural & Suburban Areas
10D	54	Poorer Couples & Families In Mixed Neighbourhoods	0.55	Mixed Ages	60+ yrs	67	Couples & Families	3-6+ persons	Low	38	Mixed Areas
10E	53	Mature Homeowning Couples & Families In Poorer Communities	1.43	Mixed Ages	40-59 yrs	93	Couples & Families	2-6+ persons	Low-Medium	100	Mixed Areas
10F	52	Poorer Young Households In Mixed Areas	0.94	Mixed Ages	30-39 yrs	104	Singles, Couples & Families	1-3 persons	Low-Medium	107	Mixed Areas
10G	53	Mature Households In Lo-Rise Dwellings	0.96	5-19 yrs	40-59 yrs	101	Singles, Couples & Families	Mixed Sizes	Low	36	Mixed Areas
XX		Unclassified / No population data	0.00								

## Quick Reference Table

CAMEO Code	CAMEO Int'l Code	CAMEO Italy Category	Education & Employment					
			Economic Status	Unemployment Index*	Employment Type	Student Index*	Qualifications	Illiteracy Index*
<b>1</b>		<b>Affluent Couples &amp; Families In Exclusive Areas</b>	<b>Above Average</b>	<b>89</b>	<b>Professional / Managerial / Other</b>	<b>117</b>	<b>High</b>	<b>42</b>
1A	13	Wealthy Young & Maturing Owner Occupiers In Exclusive Areas	Very High	80	Professional / Managerial / Education / Clerical / Senior Medical	104	High	53
1B	12	Couples & School Age Families In Modern Hi-Rise Apartments	Above Average	94	Industrial Workers / Professional / Managerial / Clerical / Emergency Services / Medical	110	High	27
1C	13	Young & Older Home Owners In Affluent Mixed Areas	Above Average	70	Industrial Workers / Professional / Managerial / Clerical	98	Average	41
1D	14	Mature Couples & Families In Owned & Rented Hi-Rise Urban Flats	Above Average	91	Professional / Managerial / Education / Clerical / Emergency Services / Medical / IT	126	High	41
1E	13	Flat Dwelling Couples & Families In Wealthy Mixed Areas	Above Average	112	Clerical / Emergency Services / Medical	145	Above Average	46
<b>2</b>		<b>Affluent &amp; Educated Singles In Urban Neighbourhoods</b>	<b>Mixed</b>	<b>78</b>	<b>Professional / Managerial / Retail / Education / Senior Medical</b>	<b>109</b>	<b>Very High</b>	<b>35</b>
2A	11	Wealthy Young Couples & Singles In Hi-Rise Urban Apartments	High	61	Professional / Managerial / Retail / Education / Senior Medical	138	Very High	18
2B	12	Cosmopolitan Couples, Singles & Young Families In Older Properties	Mixed	86	Professional / Managerial / Retail / Education / Senior Medical / IT	98	Very High	44
2C	11	Executive Young Couples & Singles In Cosmopolitan Areas	Mixed	86	Professional / Managerial / Education / Clerical / Senior Medical	92	Very High	43
<b>3</b>		<b>Comfortable Family Neighbourhoods</b>	<b>Average</b>	<b>76</b>	<b>Mixed Employment</b>	<b>96</b>	<b>Below Average</b>	<b>53</b>
3A	23	Home Owning Couples & Families In Mixed Areas	Average	63	Industrial Workers / Managerial / Clerical / IT	91	Below Average	30
3B	23	Comfortable Young & Older Households In Mixed Tenure	Low	101	Mixed Employment	99	Average	85
3C	23	Educated Mixed Age Homeowners In Mixed Age Properties	High	85	Industrial Workers / Professional / Managerial / Clerical / Senior Medical / IT	103	High	64
3D	34	Mature Home Owning Couples & Families In Rural & Suburban Areas	Average	55	Industrial Workers / Self-Employed / Family Business / Craftsmen / Other	90	Below Average	31
<b>4</b>		<b>Comfortable Single Neighbourhoods</b>	<b>Mixed</b>	<b>87</b>	<b>Mixed Employment</b>	<b>80</b>	<b>Average</b>	<b>67</b>
4A	22	Young Cosmopolitan Couples & Singles In Owned & Rented Flats	Above Average	100	Industrial Workers / Family Business / Professionals	76	High	113
4B	21	Young & Retired Urban Couples & Singles In Small Hi-Rise Flats	Mixed	87	Managerial / Clerical / IT / Medical / Homemaker	71	Average	50
4C	34	Mature & Retired Homeowners In Lo-Rise Housing	Below Average	76	Professional / Self-Employed / Family Business / Retail / Craftsman / Homemaker	94	Average	38
<b>5</b>		<b>Comfortable Mature Neighbourhoods</b>	<b>Mixed</b>	<b>79</b>	<b>Professional / Managerial / Education / Emergency Services / Medical / Homemaker</b>	<b>82</b>	<b>High</b>	<b>60</b>
5A	24	Highly Educated Older & Mature Households In Urban Flats	Mixed	85	Professional / Managerial / Education / Clerical / Emergency Services / Medical / Homemaker / IT	99	Very High	45
5B	24	Older & Retired Couples & Singles In Urban Apartments	Average	88	Professional / Managerial / Education / Emergency Services / Medical / Homemaker	92	High	51
5C	34	Older Home Owning Couples & Singles In Mixed Areas	Low	85	Professional / Managerial / Self-Employed / Rural Trades / IT	63	High	58
5D	35	Retired Couples & Singles In Comfortable Communities	Low	56	Professional / Education / Medical / IT / Homemaker	73	High	84
<b>6</b>		<b>Less Affluent Households In Rural &amp; Suburban Communities</b>	<b>Below Average</b>	<b>61</b>	<b>Industrial Workers / Professional / Family Business / Self-Employed / Craftsmen</b>	<b>86</b>	<b>Low</b>	<b>51</b>
6A	33	Mixed Age Couples & Families In Rural & Suburban Regions	Low	38	Rural Trades / Family Business / Self-Employed / Managerial	86	Very Low	61
6B	34	Older Couples & Families In Owner Occupied Properties	Average	46	Industrial Workers / Professional / Family Business / Self-Employed / Craftsmen	90	Low	27
6C	32	Couples, Singles & Young Families In Less Affluent Cosmopolitan Areas	Below Average	56	Industrial Workers / Professional / Family Business / Self-Employed / Craftsmen	77	Low	44
6D	43	Young & Older Couples & Families In Owner Occupied Housing	Below Average	52	Industrial Workers / Professional / Family Business / Self-Employed / Craftsmen / IT	84	Low	31
6E	43	Mixed Age Couples & Singles In Poor Quality Housing	Low	119	Professional / Managerial / Self-Employed / Family Business / Retail / Senior Medical	99	Average	45
6F	43	Less Affluent Couples & Families In Suburban & Outlying Communities	Very Low	58	Managerial / Rural Trades / Self-Employed / Family Business	79	Low	84
6G	44	Maturing Couples & Families In Rural & Suburban Lo-Rise Housing	Low	58	Industrial Workers / Rural Trades / Self-Employed / Family Business / Craftsmen	86	Low	62
<b>7</b>		<b>Less Affluent Mature &amp; Retired Neighbourhoods</b>	<b>Low</b>	<b>109</b>	<b>Mixed Employment</b>	<b>90</b>	<b>Below Average</b>	<b>114</b>
7A	44	Older & Retired Couples & Young Singles In Areas Of Mixed Tenure	Low	63	Industrial Workers / Family Business / Managerial / Craftsmen	74	Below Average	43
7B	45	Less Affluent Mature Households In Rural & Suburban Communities	Low	56	Industrial Workers / Rural Trades / Craftsmen / Medical / IT	81	Below Average	55
7C	54	Mature Homeowning Couples & Singles In Mixed Areas	Low	110	Managerial / Retail / Other	91	Average	146
7D	55	Retired Couples & Singles In Poor Quality Housing	Very Low	92	Self-Employed / Professional / Managerial / Family Business / Rural Trades / Medical	89	Average	45
7E	54	Mature Couples & Mixed Age Families In Lo-Rise Properties	Very Low	221	Rural Trades / Managerial / Other	117	Low	281
<b>8</b>		<b>Less Affluent Mixed Neighbourhoods</b>	<b>Low</b>	<b>168</b>	<b>Mixed Employment</b>	<b>113</b>	<b>Below Average</b>	<b>176</b>
8A	33	Mature Home Owning Couples & Families In Mixed Areas	Below Average	139	Mixed Employment	159	Above Average	103
8B	43	Young & Older Couples & Mixed Age Families In Rented Hi-Rise Properties	Low	196	Medical / Emergency Services / Homemaker / Other	86	Very Low	175
8C	43	Less Affluent Couples & Families In Areas Of Mixed Tenure	Low	217	Rural Trades / Homemaker / Other	117	Low	145
8D	53	Young & Older Couples & Families In Lo-Rise Dwellings	Very Low	156	Rural Trades / Homemaker	125	Low	213
8E	53	Young & Older Households In Small Urban Properties	Very Low	158	Managerial / Rural Trades / Homemaker	82	Low	272
8F	53	Older Couples & Singles In Urban Family Neighbourhoods	Very Low	140	Managerial / Rural Trades / Homemaker	95	Below Average	205
8G	53	Mixed Age Couples & Families In Less Affluent Mixed Areas	Low	170	Rural Trades / Emergency Services / Homemaker / Other	129	Below Average	121
<b>9</b>		<b>Poorer Retired Neighbourhoods</b>	<b>Very Low</b>	<b>111</b>	<b>Rural Trades / Managerial / Craftsmen</b>	<b>91</b>	<b>Below Average</b>	<b>273</b>
9A	54	Home Owning Retired Couples & Mature Families In Single Neighbourhoods	Very Low	133	Rural Trades / Managerial / Craftsmen	95	Low	700
9B	54	Mature Couples & Families In Rural & Suburban Lo-Rise Housing	Very Low	65	Rural Trades / Family Business / Self-Employed / Managerial / Craftsmen	83	Low	69
9C	55	Retired Couples & Singles In Poorer Ethnically Mixed Areas	Very Low	87	Rural Trades / Managerial / Medical / Homemaker / Other	82	Average	93
9D	55	Retired Households In Owned & Rented Properties	Very Low	59	Industrial Workers / Managerial / Retail / Craftsmen / Homemaker	82	Average	35
9E	55	Elderly Couples & Singles In Small Poor Quality Urban Dwellings	Very Low	161	Rural Trades / Managerial / Other	87	Low	464
9F	54	Mature Households In Poorer Mixed Areas	Very Low	162	Rural Trades / Managerial	117	Below Average	278
<b>10</b>		<b>Poorer Mixed Households</b>	<b>Very Low</b>	<b>124</b>	<b>Mixed Employment</b>	<b>108</b>	<b>Below Average</b>	<b>142</b>
10A	53	Mature Urban Households In Poor Quality Dwellings	Very Low	131	Rural Trades / Managerial / Homemaker	98	Low	279
10B	54	Older Homeowners In Poorer Mixed Areas	Very Low	189	Rural Trades / Retail / Managerial / Craftsmen	117	Low	156
10C	54	Poorer Homeowners In Rural & Suburban Communities	Very Low	51	Industrial Workers / Professional / Managerial / Self-Employed / Family Business / Rural Trades / Craftsmen	90	Below Average	36
10D	54	Poorer Couples & Families In Mixed Neighbourhoods	Very Low	152	Rural Trades / Managerial / Homemaker	137	Average	120
10E	53	Mature Homeowning Couples & Families In Poorer Communities	Below Average	88	Industrial Workers / Other	103	Below Average	53
10F	52	Poorer Young Households In Mixed Areas	Low	87	Mixed Employment	95	Average	75
10G	53	Mature Households In Lo-Rise Dwellings	Below Average	168	Rural Trades / Other	117	Low	272
XX		Unclassified / No population data						

## Quick Reference Table

CAMEO Code	CAMEO Int'l Code	CAMEO Italy Category	Property				Finances		
			Tenure	Hi-Rise Flats Index*	Number of Rooms	Drinking Water Index*	House Age	Investment Behaviour	Online Investment Index*
<b>1</b>		<b>Affluent Couples &amp; Families In Exclusive Areas</b>	<b>Owner Occupied / Rented</b>	<b>202</b>	<b>Mixed Size</b>	<b>110</b>	<b>Mixed Ages</b>	<b>Higher &amp; Wise Investments, But Cautious Investors</b>	<b>119</b>
1A	13	Wealthy Young & Maturing Owner Occupiers In Exclusive Areas	Owner Occupied	102	3-6+ rooms	106	Post 1946	Very High & Wise Investments, But Cautious Investors	128
1B	12	Couples & School Age Families In Modern Hi-Rise Apartments	Owner Occupied	210	2-5 rooms	111	Post 1992	Average But Wise Investments	107
1C	13	Young & Older Home Owners In Affluent Mixed Areas	Owner Occupied	73	4-6+ rooms	110	Post 1962	High & Wise Investments But Cautious Investors	105
1D	14	Mature Couples & Families In Owned & Rented Hi-Rise Urban Flats	Owner Occupied / Rented	340	4-5 rooms	112	1972-1981	High & Wise Investments But Cautious Investors	142
1E	13	Flat Dwelling Couples & Families In Wealthy Mixed Areas	Owner Occupied / Rented	285	4-5 rooms	112	1982-1991 / Post 1992	Higher Than Average & Wise Investments, Higher Than Average Caution	114
<b>2</b>		<b>Affluent &amp; Educated Singles In Urban Neighbourhoods</b>	<b>Mixed Tenure</b>	<b>322</b>	<b>Mixed Size</b>	<b>104</b>	<b>Mixed Ages</b>	<b>Very High &amp; Wise Investments, But Some Caution</b>	<b>144</b>
2A	11	Wealthy Young Couples & Singles In Hi-Rise Urban Apartments	Mixed Tenure	361	4-6+ rooms	107	1919-1971	Very High & Wise Investments, But Some Caution	187
2B	12	Cosmopolitan Couples, Singles & Young Families In Older Properties	Owner Occupied / Rented	278	1-4 rooms	100	Pre 1919	Very High & Wise Investments	112
2C	11	Executive Young Couples & Singles In Cosmopolitan Areas	Owner Occupied / Rented	327	1-4 rooms	105	1919-1945	High Investments, But Some Caution	133
<b>3</b>		<b>Comfortable Family Neighbourhoods</b>	<b>Owner Occupied</b>	<b>80</b>	<b>Mixed Size</b>	<b>108</b>	<b>Mixed Ages</b>	<b>High &amp; Wise Investments But Cautious Investors</b>	<b>92</b>
3A	23	Home Owning Couples & Families In Mixed Areas	Owner Occupied	87	2-4 rooms	116	Post 1946	High & Wise Investments But Cautious Investors	76
3B	23	Comfortable Young & Older Households In Mixed Tenure	Owner Occupied / Rented	88	Mixed Size	101	Mixed Ages	Very High Investments	77
3C	23	Educated Mixed Age Homeowners In Mixed Age Properties	Owner Occupied	103	3-6+ rooms	103	Mixed Ages	Very High & Wise Investments, But Some Caution	125
3D	34	Mature Home Owning Couples & Families In Rural & Suburban Areas	Owner Occupied	42	4-6+ rooms	113	Post 1962	High & Wise Investments But Cautious Investors	89
<b>4</b>		<b>Comfortable Single Neighbourhoods</b>	<b>Mixed Tenure</b>	<b>232</b>	<b>1-5 rooms</b>	<b>107</b>	<b>Mixed Ages</b>	<b>Above Average Investments</b>	<b>86</b>
4A	22	Young Cosmopolitan Couples & Singles In Owned & Rented Flats	Owner Occupied / Rented	247	1-4 rooms	98	Pre 1961	Very High Investments	91
4B	21	Young & Retired Urban Couples & Singles In Small Hi-Rise Flats	Owner Occupied / Rented	376	1-3 rooms	115	1946-1971	High Investments But Cautious Investors	72
4C	34	Mature & Retired Homeowners In Lo-Rise Housing	Owner Occupied / Other Tenure	72	3-5 rooms	108	Post 1946	Average Investments	95
<b>5</b>		<b>Comfortable Mature Neighbourhoods</b>	<b>Owner Occupied / Rented</b>	<b>265</b>	<b>Mixed Size</b>	<b>101</b>	<b>Mixed Ages</b>	<b>Mixed Investment Behaviour</b>	<b>118</b>
5A	24	Highly Educated Older & Mature Households In Urban Flats	Owner Occupied / Rented	478	3-5 rooms	109	1962-1971	High & Wise Investments But Cautious Investors	154
5B	24	Older & Retired Couples & Singles In Urban Apartments	Owner Occupied / Rented	379	2-4 rooms	106	1946-1961	Higher Than Average Investments	147
5C	34	Older Home Owning Couples & Singles In Mixed Areas	Owner Occupied / Other Tenure	80	Mixed Size	83	Pre 1961	Lower Than Average Investments	76
5D	35	Retired Couples & Singles In Comfortable Communities	Owner Occupied / Rented	121	Mixed Size	104	Pre 1971	High Investments	93
<b>6</b>		<b>Less Affluent Households In Rural &amp; Suburban Communities</b>	<b>Mixed Tenure</b>	<b>32</b>	<b>4-6+ rooms</b>	<b>98</b>	<b>Mixed Ages</b>	<b>Mixed Investment Behaviour</b>	<b>68</b>
6A	33	Mixed Age Couples & Families In Rural & Suburban Regions	Owner Occupied / Other Tenure	5	4-6 rooms+	93	Mixed Ages	Lower Than Average Investments	46
6B	34	Older Couples & Families In Owner Occupied Properties	Owner Occupied	16	4-6+ rooms	114	Post 1962	High Investments	70
6C	32	Couples, Singles & Young Families In Less Affluent Cosmopolitan Areas	Owner Occupied / Rented	56	3-6+ rooms	109	Mixed Ages	High Investments	96
6D	43	Young & Older Couples & Families In Owner Occupied Housing	Owner Occupied	41	4-6+ rooms	113	Post 1962	Higher Than Average & Wise Investments	77
6E	43	Mixed Age Couples & Singles In Poor Quality Housing	Mixed Tenure	84	Mixed Size	49	1962-1991	High Investments	65
6F	43	Less Affluent Couples & Families In Suburban & Outlying Communities	Owner Occupied / Other Tenure	8	4-6+ rooms	103	Mixed Ages	Lower Than Average Investments	60
6G	44	Maturing Couples & Families In Rural & Suburban Lo-Rise Housing	Owner Occupied / Other Tenure	12	4-6+ rooms	107	Mixed Ages	Lower Than Average Investments	63
<b>7</b>		<b>Less Affluent Mature &amp; Retired Neighbourhoods</b>	<b>Mixed Tenure</b>	<b>52</b>	<b>Mixed Size</b>	<b>87</b>	<b>Mixed Ages</b>	<b>Mixed Investment Behaviour</b>	<b>67</b>
7A	44	Older & Retired Couples & Young Singles In Areas Of Mixed Tenure	Mixed Tenure	47	Mixed Size	106	Pre 1945	Average Investments, Higher Than Average Caution	61
7B	45	Less Affluent Mature Households In Rural & Suburban Communities	Owner Occupied / Other Tenure	52	4-6+ rooms	113	1946-1981	High Investments	74
7C	54	Mature Homeowning Couples & Singles In Mixed Areas	Owner Occupied / Other Tenure	56	Mixed Size	74	Pre 1919	Low Investments	84
7D	55	Retired Couples & Singles In Poor Quality Housing	Mixed Tenure	76	Mixed Size	56	Pre 1971	Lower Than Average Investments	55
7E	54	Mature Couples & Mixed Age Families In Lo-Rise Properties	Owner Occupied / Other Tenure	27	Mixed Size	89	1919-1991	Low Investments	59
<b>8</b>		<b>Less Affluent Mixed Neighbourhoods</b>	<b>Mixed Tenure</b>	<b>119</b>	<b>Mixed Size</b>	<b>92</b>	<b>Mixed Ages</b>	<b>Low Investments</b>	<b>105</b>
8A	33	Mature Home Owning Couples & Families In Mixed Areas	Owner Occupied	84	4-6+ rooms	99	Post 1962	Low Investments	111
8B	43	Young & Older Couples & Mixed Age Families In Rented Hi-Rise Properties	Rented	402	2-5 rooms	104	1962-1991	Lower Than Average Investments	85
8C	43	Less Affluent Couples & Families In Areas Of Mixed Tenure	Mixed Tenure	93	2-4 rooms	90	1962-1991	Very Low Investments	124
8D	53	Young & Older Couples & Families In Lo-Rise Dwellings	Owner Occupied / Other Tenure	31	1-5 rooms	102	Post 1962	Low Investments	90
8E	53	Young & Older Households In Small Urban Properties	Owner Occupied / Rented	89	1-3 rooms	83	Pre 1945	Low Investments	93
8F	53	Older Couples & Singles In Urban Family Neighbourhoods	Mixed Tenure	63	1-5 rooms	73	Pre 1961	Low Investments	137
8G	53	Mixed Age Couples & Families In Less Affluent Mixed Areas	Owner Occupied / Other Tenure	71	3-5 rooms	94	Post 1962	Very Low Investments	97
<b>9</b>		<b>Poorer Retired Neighbourhoods</b>	<b>Owner Occupied / Other Tenure</b>	<b>41</b>	<b>Mixed Size</b>	<b>89</b>	<b>Mixed Ages</b>	<b>Very Low Investments</b>	<b>60</b>
9A	54	Home Owning Retired Couples & Mature Families In Single Neighbourhoods	Owner Occupied / Other Tenure	28	1-4 rooms	77	Pre 1961	Very Low Investments	45
9B	54	Mature Couples & Families In Rural & Suburban Lo-Rise Housing	Owner Occupied / Other Tenure	22	4-6+ rooms	103	Mixed Ages	Lower Than Average Investments	51
9C	55	Retired Couples & Singles In Poorer Ethnically Mixed Areas	Owner Occupied / Other Tenure	58	Mixed Size	84	Pre 1919	Low Investments	72
9D	55	Retired Households In Owned & Rented Properties	Owner Occupied / Rented	78	2-5 rooms	113	Mixed Ages	High Investments But Cautious Investors	63
9E	55	Elderly Couples & Singles In Small Poor Quality Urban Dwellings	Owner Occupied / Other Tenure	30	1-4 rooms	69	Pre 1919	Very Low Investments	64
9F	54	Mature Households In Poorer Mixed Areas	Owner Occupied / Other Tenure	30	Mixed Size	84	Pre 1971	Very Low Investments	63
<b>10</b>		<b>Poorer Mixed Households</b>	<b>Owner Occupied / Other Tenure</b>	<b>51</b>	<b>Mixed Size</b>	<b>95</b>	<b>Mixed Ages</b>	<b>Low Investments</b>	<b>87</b>
10A	53	Mature Urban Households In Poor Quality Dwellings	Owner Occupied / Other Tenure	44	1-4 rooms	60	1919-1971	Very Low Investments	172
10B	54	Older Homeowners In Poorer Mixed Areas	Owner Occupied	22	4-6+ rooms	99	Post 1919	Very Low Investments	35
10C	54	Poorer Homeowners In Rural & Suburban Communities	Owner Occupied	36	4-6+ rooms	113	Post 1962	High Investments, But Some Caution	67
10D	54	Poorer Couples & Families In Mixed Neighbourhoods	Owner Occupied / Other Tenure	89	3-5 rooms	97	Post 1946	Very Low Investments	99
10E	53	Mature Homeowning Couples & Families In Poorer Communities	Owner Occupied	69	3-6+ rooms	106	Post 1962	Lower Than Average Investments	92
10F	52	Poorer Young Households In Mixed Areas	Owner Occupied / Other Tenure	60	3-6+ rooms	103	Mixed Ages	Lower Than Average Investments	73
10G	53	Mature Households In Lo-Rise Dwellings	Owner Occupied / Other Tenure	34	Mixed Size	87	Pre 1971	Low Investments	74
XX		Unclassified / No population data							

## Quick Reference Table

CAMEO Code	CAMEO Int'l Code	CAMEO Italy Category	Astute Purchasing Index*	Areas of Responsiveness	Channels	
						Type of Telephone
<b>1</b>		<b>Affluent Couples &amp; Families In Exclusive Areas</b>	<b>134</b>	<b>Mixed Responsiveness</b>		<b>Mobile / Multiple Telephones on Landline / Telephone Email</b>
1A	13	Wealthy Young & Maturing Owner Occupiers In Exclusive Areas	137	Competitions / Newspaper Offers / Mail Order Greeting Cards / Mail Order Books / Mail Order Food		Mobile / Multiple Telephones on Landline / Telephone Email
1B	12	Couples & School Age Families In Modern Hi-Rise Apartments	128	Mail Order Greeting Cards		Mobile / Multiple Telephones on Landline / Telephone Email
1C	13	Young & Older Home Owners In Affluent Mixed Areas	142	Competitions / Newspaper Offers / Mail Order Greeting Cards / Mail Order Books / Mail Order Food		Mobile / Landline / Telephone Email
1D	14	Mature Couples & Families In Owned & Rented Hi-Rise Urban Flats	133	Competitions / Newspaper Offers / Mail Order Greeting Cards / Mail Order Books / Catalogues / Mail Order Food		Mobile / Multiple Telephones on Landline / Telephone Email
1E	13	Flat Dwelling Couples & Families In Wealthy Mixed Areas	128	Mail Order Greeting Cards / Mail Order Books / Catalogues / Mail Order Food		Mobile / Landline / Telephone Email
<b>2</b>		<b>Affluent &amp; Educated Singles In Urban Neighbourhoods</b>	<b>118</b>	<b>Competitions / Newspaper Offers / Mail Order Greeting Cards / Mail Order Books / Mail Order Food</b>		<b>Mobile / Multiple Telephones on Landline / Telephone Email</b>
2A	11	Wealthy Young Couples & Singles In Hi-Rise Urban Apartments	137	Competitions / Newspaper Offers / Mail Order Greeting Cards / Mail Order Books / Mail Order Food		Mobile / Multiple Telephones on Landline / Telephone Email
2B	12	Cosmopolitan Couples, Singles & Young Families In Older Properties	106	Newspaper Offers / Mail Order Greeting Cards		Mobile / Multiple Telephones on Landline / Telephone Email
2C	11	Executive Young Couples & Singles In Cosmopolitan Areas	110	Competitions / Newspaper Offers / Mail Order Greeting Cards / Mail Order Books / Mail Order Food		Mobile / Multiple Telephones on Landline / Telephone Email
<b>3</b>		<b>Comfortable Family Neighbourhoods</b>	<b>120</b>	<b>Competitions / Newspaper Offers / Mail Order Greeting Cards / Mail Order Books / Mail Order Food</b>		<b>Mobile / Landline</b>
3A	23	Home Owning Couples & Families In Mixed Areas	138	Competitions / Newspaper Offers / Mail Order Greeting Cards / Mail Order Books / Mail Order Food		Landline
3B	23	Comfortable Young & Older Households In Mixed Tenure	87	Mail Order Greeting Cards		Mobile / Multiple Telephones on Landline / Telephone Email
3C	23	Educated Mixed Age Homeowners In Mixed Age Properties	126	Competitions / Newspaper Offers / Mail Order Greeting Cards / Mail Order Books / Mail Order Food		Mobile / Multiple Telephones on Landline / Telephone Email
3D	34	Mature Home Owning Couples & Families In Rural & Suburban Areas	130	Competitions / Mail Order Greeting Cards / Mail Order Books / Catalogues / Mail Order Food		Mobile / Landline
<b>4</b>		<b>Comfortable Single Neighbourhoods</b>	<b>108</b>	<b>Mixed Responsiveness</b>		<b>Mobile / Multiple Telephones on Landline</b>
4A	22	Young Cosmopolitan Couples & Singles In Owned & Rented Flats	103	Mail Order Greeting Cards		Mobile / Multiple Telephones on Landline / Telephone Email
4B	21	Young & Retired Urban Couples & Singles In Small Hi-Rise Flats	119	Competitions / Mail Order Greeting Cards / Mail Order Food		Mobile / Multiple Telephones on Landline
4C	34	Mature & Retired Homeowners In Lo-Rise Housing	103	Competitions / Newspaper Offers / Mail Order Books / Catalogues		Landline
<b>5</b>		<b>Comfortable Mature Neighbourhoods</b>	<b>105</b>	<b>Competitions / Newspaper Offers / Mail Order Greeting Cards / Mail Order Books / Mail Order Food</b>		<b>Mobile / Multiple Telephones on Landline / Telephone Email</b>
5A	24	Highly Educated Older & Mature Households In Urban Flats	123	Competitions / Newspaper Offers / Mail Order Greeting Cards / Mail Order Books / Mail Order Food		Mobile / Multiple Telephones on Landline / Telephone Email
5B	24	Older & Retired Couples & Singles In Urban Apartments	108	Competitions / Newspaper Offers / Mail Order Greeting Cards / Mail Order Books / Mail Order Food		Mobile / Multiple Telephones on Landline / Telephone Email
5C	34	Older Home Owning Couples & Singles In Mixed Areas	87	Low Responsiveness		Mobile / Multiple Telephones on Landline / Telephone Email
5D	35	Retired Couples & Singles In Comfortable Communities	101	Competitions / Newspaper Offers / Mail Order Books		Multiple Telephones on Landline / Telephone Email
<b>6</b>		<b>Less Affluent Households In Rural &amp; Suburban Communities</b>	<b>90</b>	<b>Mixed Responsiveness</b>		<b>Landline</b>
6A	33	Mixed Age Couples & Families In Rural & Suburban Regions	69	Low Responsiveness		Landline
6B	34	Older Couples & Families In Owner Occupied Properties	95	Competitions		Landline
6C	32	Couples, Singles & Young Families In Less Affluent Cosmopolitan Areas	101	Competitions / Newspaper Offers / Mail Order Greeting Cards / Mail Order Books		Mobile / Landline
6D	43	Young & Older Couples & Families In Owner Occupied Housing	130	Competitions / Mail Order Greeting Cards		Mobile / Landline / Telephone Email
6E	43	Mixed Age Couples & Singles In Poor Quality Housing	80	Catalogues		Multiple Telephones on Landline
6F	43	Less Affluent Couples & Families In Suburban & Outlying Communities	74	Very Low Responsiveness		Landline
6G	44	Maturing Couples & Families In Rural & Suburban Lo-Rise Housing	78	Low Responsiveness		Landline
<b>7</b>		<b>Less Affluent Mature &amp; Retired Neighbourhoods</b>	<b>79</b>	<b>Mixed Responsiveness</b>		<b>Landline</b>
7A	44	Older & Retired Couples & Young Singles In Areas Of Mixed Tenure	105	Competitions / Catalogues		Landline
7B	45	Less Affluent Mature Households In Rural & Suburban Communities	102	Competitions / Newspaper Offers / Mail Order Books		Landline
7C	54	Mature Homeowning Couples & Singles In Mixed Areas	72	Catalogues		Landline
7D	55	Retired Couples & Singles In Poor Quality Housing	66	Low Responsiveness		Multiple Telephones on Landline
7E	54	Mature Couples & Mixed Age Families In Lo-Rise Properties	52	Catalogues		Landline
<b>8</b>		<b>Less Affluent Mixed Neighbourhoods</b>	<b>69</b>	<b>Mixed Responsiveness</b>		<b>Mixed</b>
8A	33	Mature Home Owning Couples & Families In Mixed Areas	80	Catalogues / Mail Order Food		Landline
8B	43	Young & Older Couples & Mixed Age Families In Rented Hi-Rise Properties	78	Catalogues		Mobile / Multiple Telephones on Landline
8C	43	Less Affluent Couples & Families In Areas Of Mixed Tenure	62	Low Responsiveness		Mobile / Multiple Telephones on Landline
8D	53	Young & Older Couples & Families In Lo-Rise Dwellings	66	Low Responsiveness		Mobile / Landline
8E	53	Young & Older Households In Small Urban Properties	59	Very Low Responsiveness		Mobile / Multiple Telephones on Landline
8F	53	Older Couples & Singles In Urban Family Neighbourhoods	57	Newspaper Offers / Catalogues		Mobile / Landline
8G	53	Mixed Age Couples & Families In Less Affluent Mixed Areas	81	Catalogues		Mobile / Multiple Landlines / Telephone Email
<b>9</b>		<b>Poorer Retired Neighbourhoods</b>	<b>55</b>	<b>Catalogues / Low Responsiveness</b>		<b>Landline</b>
9A	54	Home Owning Retired Couples & Mature Families In Single Neighbourhoods	44	Catalogues		Landline
9B	54	Mature Couples & Families In Rural & Suburban Lo-Rise Housing	58	Low Responsiveness		Landline
9C	55	Retired Couples & Singles In Poorer Ethnically Mixed Areas	60	Low Responsiveness		Landline
9D	55	Retired Households In Owned & Rented Properties	87	Competitions / Newspaper Offers		Landline
9E	55	Elderly Couples & Singles In Small Poor Quality Urban Dwellings	46	Catalogues		Landline
9F	54	Mature Households In Poorer Mixed Areas	35	Catalogues		Landline
<b>10</b>		<b>Poorer Mixed Households</b>	<b>71</b>	<b>Catalogues / Mail Order Greeting Cards / Competitions</b>		<b>Mixed</b>
10A	53	Mature Urban Households In Poor Quality Dwellings	47	Catalogues		Mobile / Landline
10B	54	Older Homeowners In Poorer Mixed Areas	65	Catalogues		Landline
10C	54	Poorer Homeowners In Rural & Suburban Communities	70	Competitions		Landline
10D	54	Poorer Couples & Families In Mixed Neighbourhoods	45	Low Responsiveness		Landline
10E	53	Mature Homeowning Couples & Families In Poorer Communities	104	Competitions / Mail Order Greeting Cards / Mail Order Books / Catalogues / Mail Order Food		Mobile / Multiple Telephones on Landline / Telephone Email
10F	52	Poorer Young Households In Mixed Areas	103	Mail Order Greeting Cards		Mobile / Landline / Telephone Email
10G	53	Mature Households In Lo-Rise Dwellings	62	Catalogues		Landline
XX		Unclassified / No population data				

## Quick Reference Table

CAMEO Code	CAMEO Int'l Code	CAMEO Italy Category	Charity					
			Readership	Charity Donation	Charity Preference	Interest in Health & Beauty	Interest in Sport	Interest in Nature & Photography
<b>1</b>		<b>Affluent Couples &amp; Families In Exclusive Areas</b>	<b>Daily Newspapers / Books / Subscription Magazines</b>	<b>Mixed</b>	<b>Social Charities</b>	<b>Mixed Interest</b>	<b>High</b>	<b>Very High</b>
1A	13	Wealthy Young & Maturing Owner Occupiers In Exclusive Areas	Daily Newspapers / Books / Subscription Magazines	High	Social Charities	Average	Very High	High
1B	12	Couples & School Age Families In Modern Hi-Rise Apartments	Low Readership	Below Average	Social Charities	Average	High	Average
1C	13	Young & Older Home Owners In Affluent Mixed Areas	Daily Newspapers / Books / Subscription Magazines	High	Social Charities	Average	Very High	Very High
1D	14	Mature Couples & Families In Owned & Rented Hi-Rise Urban Flats	Daily Newspapers / Books / Subscription Magazines	Very High	Social Charities	Very High	High	Very High
1E	13	Flat Dwelling Couples & Families In Wealthy Mixed Areas	Books	Average	Social Charities	High	High	Very High
<b>2</b>		<b>Affluent &amp; Educated Singles In Urban Neighbourhoods</b>	<b>Daily Newspapers / General &amp; Subscription Magazines / Books</b>	<b>Above Average</b>	<b>Religious &amp; Social Charities</b>	<b>Above Average</b>	<b>Above Average</b>	<b>High</b>
2A	11	Wealthy Young Couples & Singles In Hi-Rise Urban Apartments	Daily Newspapers / General & Subscription Magazines / Books	Very High	Religious & Social Charities	Above Average	Above Average	Very High
2B	12	Cosmopolitan Couples, Singles & Young Families In Older Properties	Daily Newspapers & Subscription Magazines	Average	Social Charities	Average	Above Average	Above Average
2C	11	Executive Young Couples & Singles In Cosmopolitan Areas	Daily Newspapers / General & Subscription Magazines / Books	Above Average	Social Charities	High	High	High
<b>3</b>		<b>Comfortable Family Neighbourhoods</b>	<b>Mixed Readership</b>	<b>Mixed</b>	<b>Social Charities</b>	<b>Average</b>	<b>Very High</b>	<b>Very High</b>
3A	23	Home Owning Couples & Families In Mixed Areas	Daily Newspapers / General & Subscription Magazines / Books	High	Social Charities	Average	Very High	Very High
3B	23	Comfortable Young & Older Households In Mixed Tenure	Low Readership	Low	Social Charities	Below Average	Below Average	Low
3C	23	Educated Mixed Age Homeowners In Mixed Age Properties	Daily Newspapers / Books / Subscription Magazines	Above Average	Social Charities	Average	High	High
3D	34	Mature Home Owning Couples & Families In Rural & Suburban Areas	Books	Above Average	Social Charities	Average	Very High	Very High
<b>4</b>		<b>Comfortable Single Neighbourhoods</b>	<b>Mixed Readership</b>	<b>Average</b>	<b>Mixed</b>	<b>High</b>	<b>Above Average</b>	<b>Average</b>
4A	22	Young Cosmopolitan Couples & Singles In Owned & Rented Flats	Subscription Magazines	Average	Social Charities	Below Average	Above Average	Average
4B	21	Young & Retired Urban Couples & Singles In Small Hi-Rise Flats	Daily Newspapers / General & Subscription Magazines	Average	Social Charities	Above Average	High	High
4C	34	Mature & Retired Homeowners In Lo-Rise Housing	Books	Average	Mixed	Very High	Above Average	Average
<b>5</b>		<b>Comfortable Mature Neighbourhoods</b>	<b>Daily Newspapers / General &amp; Subscription Magazines / Books</b>	<b>High</b>	<b>Religious &amp; Social Charities</b>	<b>Very High</b>	<b>Average</b>	<b>High</b>
5A	24	Highly Educated Older & Mature Households In Urban Flats	Daily Newspapers / General & Subscription Magazines / Books	High	Religious & Social Charities	Very High	Above Average	Very High
5B	24	Older & Retired Couples & Singles In Urban Apartments	Daily Newspapers / General & Subscription Magazines / Books	High	Religious & Social Charities	Very High	Average	High
5C	34	Older Home Owning Couples & Singles In Mixed Areas	Lower Than Average Readership	Below Average	Social Charities	Below Average	Below Average	Low
5D	35	Retired Couples & Singles In Comfortable Communities	Daily Newspapers / General & Subscription Magazines / Books	Above Average	Social Charities	High	Average	Above Average
<b>6</b>		<b>Less Affluent Households In Rural &amp; Suburban Communities</b>	<b>Low Readership</b>	<b>Below Average</b>	<b>Mixed</b>	<b>Low</b>	<b>Mixed Interest</b>	<b>Low</b>
6A	33	Mixed Age Couples & Families In Rural & Suburban Regions	Low Readership	Low	No Preference	Low	Low	Very Low
6B	34	Older Couples & Families In Owner Occupied Properties	Lower Than Average Readership	Average	Religious Charities	Low	Below Average	Average
6C	32	Couples, Singles & Young Families In Less Affluent Cosmopolitan Areas	Books	Average	Mixed	Below Average	Average	Above Average
6D	43	Young & Older Couples & Families In Owner Occupied Housing	Low Readership	Low	Social Charities	Below Average	High	Below Average
6E	43	Mixed Age Couples & Singles In Poor Quality Housing	Low Readership	Low	No Preference	Low	Low	Very Low
6F	43	Less Affluent Couples & Families In Suburban & Outlying Communities	Low Readership	Low	No Preference	Below Average	Low	Low
6G	44	Maturing Couples & Families In Rural & Suburban Lo-Rise Housing	Low Readership	Below Average	No Preference	Low	Low	Low
<b>7</b>		<b>Less Affluent Mature &amp; Retired Neighbourhoods</b>	<b>Mixed Readership</b>	<b>Mixed</b>	<b>Mixed</b>	<b>Average</b>	<b>Mixed Interest</b>	<b>Mixed Interest</b>
7A	44	Older & Retired Couples & Young Singles In Areas Of Mixed Tenure	General Magazines	Average	Mixed	Average	High	Below Average
7B	45	Less Affluent Mature Households In Rural & Suburban Communities	Daily Newspapers / Books	Very High	Mixed	Average	Low	High
7C	54	Mature Homeowning Couples & Singles In Mixed Areas	General Magazines	Low	Religious Charities	Below Average	Low	Very Low
7D	55	Retired Couples & Singles In Poor Quality Housing	Lower Than Average Readership	Low	Religious Charities	Low	Very Low	Very Low
7E	54	Mature Couples & Mixed Age Families In Lo-Rise Properties	General Magazines	Low	Religious Charities	Very Low	Very Low	Very Low
<b>8</b>		<b>Less Affluent Mixed Neighbourhoods</b>	<b>Lower Than Average Readership</b>	<b>Low</b>	<b>Religious Charities</b>	<b>Mixed Interest</b>	<b>Very Low</b>	<b>Very Low</b>
8A	33	Mature Home Owning Couples & Families In Mixed Areas	Lower Than Average Readership	Below Average	Religious Charities	Below Average	Very Low	Low
8B	43	Young & Older Couples & Mixed Age Families In Rented Hi-Rise Properties	Lower Than Average Readership	Low	No Preference	High	Low	Below Average
8C	43	Less Affluent Couples & Families In Areas Of Mixed Tenure	Low Readership	Low	Religious Charities	Low	Very Low	Very Low
8D	53	Young & Older Couples & Families In Lo-Rise Dwellings	Low Readership	Low	Religious Charities	Low	Very Low	Very Low
8E	53	Young & Older Households In Small Urban Properties	General Magazines	Low	Religious Charities	Low	Very Low	Very Low
8F	53	Older Couples & Singles In Urban Family Neighbourhoods	General Magazines	Low	Religious Charities	Below Average	Very Low	Very Low
8G	53	Mixed Age Couples & Families In Less Affluent Mixed Areas	Low Readership	Very Low	No Preference	Low	Very Low	Very Low
<b>9</b>		<b>Poorer Retired Neighbourhoods</b>	<b>General Magazines</b>	<b>Mixed</b>	<b>Religious Charities</b>	<b>Very Low</b>	<b>Very Low</b>	<b>Very Low</b>
9A	54	Home Owning Retired Couples & Mature Families In Single Neighbourhoods	General Magazines	Very Low	Religious Charities	Very Low	Very Low	Very Low
9B	54	Mature Couples & Families In Rural & Suburban Lo-Rise Housing	General Magazines	Below Average	Religious Charities	Average	Very Low	Very Low
9C	55	Retired Couples & Singles In Poorer Ethnically Mixed Areas	General Magazines	Below Average	Religious Charities	Below Average	Very Low	Very Low
9D	55	Retired Households In Owned & Rented Properties	Daily Newspapers / General & Subscription Magazines	High	Religious Charities	Above Average	Below Average	Average
9E	55	Elderly Couples & Singles In Small Poor Quality Urban Dwellings	General Magazines	Very Low	Religious Charities	Very Low	Very Low	Very Low
9F	54	Mature Households In Poorer Mixed Areas	General Magazines	Very Low	Religious Charities	Very Low	Very Low	Very Low
<b>10</b>		<b>Poorer Mixed Households</b>	<b>Low Readership / General Magazines</b>	<b>Low</b>	<b>Religious Charities</b>	<b>Low</b>	<b>Very Low</b>	<b>Low</b>
10A	53	Mature Urban Households In Poor Quality Dwellings	General Magazines	Low	Religious Charities	Very Low	Very Low	Very Low
10B	54	Older Homeowners In Poorer Mixed Areas	General Magazines	Low	Religious Charities	Low	Very Low	Very Low
10C	54	Poorer Homeowners In Rural & Suburban Communities	Daily Newspapers / General Magazines	Above Average	Religious Charities	Average	Very Low	Low
10D	54	Poorer Couples & Families In Mixed Neighbourhoods	General Magazines	Low	Religious Charities	Low	Very Low	Very Low
10E	53	Mature Homeowning Couples & Families In Poorer Communities	Books	Average	Social Charities	Average	High	High
10F	52	Poorer Young Households In Mixed Areas	Low Readership	Low	No Preference	Average	Average	Below Average
10G	53	Mature Households In Lo-Rise Dwellings	Low Readership	Low	Religious Charities	Very Low	Very Low	Low
XX		Unclassified / No population data						

## Quick Reference Table

CAMEO Code	CAMEO Int'l Code	CAMEO Italy Category	Interests			
			Interest in Cars	Interest in Travel	Technology Enthusiast Index*	Interest in IT & the Internet
<b>1</b>		<b>Affluent Couples &amp; Families In Exclusive Areas</b>	<b>Mixed</b>	<b>Very High</b>	<b>143</b>	<b>Mixed Interest</b>
1A	13	Wealthy Young & Maturing Owner Occupiers In Exclusive Areas	High	Very High	148	High
1B	12	Couples & School Age Families In Modern Hi-Rise Apartments	Average	Below Average	157	Average
1C	13	Young & Older Home Owners In Affluent Mixed Areas	High	Very High	139	Above Average
1D	14	Mature Couples & Families In Owned & Rented Hi-Rise Urban Flats	Very High	Very High	132	Very High
1E	13	Flat Dwelling Couples & Families In Wealthy Mixed Areas	Above Average	Average	140	High
<b>2</b>		<b>Affluent &amp; Educated Singles In Urban Neighbourhoods</b>	<b>Average</b>	<b>High</b>	<b>124</b>	<b>High</b>
2A	11	Wealthy Young Couples & Singles In Hi-Rise Urban Apartments	High	Very High	160	Very High
2B	12	Cosmopolitan Couples, Singles & Young Families In Older Properties	Below Average	High	109	Above Average
2C	11	Executive Young Couples & Singles In Cosmopolitan Areas	Average	High	103	High
<b>3</b>		<b>Comfortable Family Neighbourhoods</b>	<b>Mixed Interest</b>	<b>Mixed Interest</b>	<b>124</b>	<b>Mixed Interest</b>
3A	23	Home Owning Couples & Families In Mixed Areas	High	High	127	Below Average
3B	23	Comfortable Young & Older Households In Mixed Tenure	Below Average	Low	98	Low
3C	23	Educated Mixed Age Homeowners In Mixed Age Properties	Average	Very High	143	High
3D	34	Mature Home Owning Couples & Families In Rural & Suburban Areas	Above Average	Average	128	Average
<b>4</b>		<b>Comfortable Single Neighbourhoods</b>	<b>Mixed Interest</b>	<b>Average</b>	<b>95</b>	<b>Average</b>
4A	22	Young Cosmopolitan Couples & Singles In Owned & Rented Flats	Below Average	Average	93	Below Average
4B	21	Young & Retired Urban Couples & Singles In Small Hi-Rise Flats	Average	Above Average	87	Below Average
4C	34	Mature & Retired Homeowners In Lo-Rise Housing	High	Average	106	Average
<b>5</b>		<b>Comfortable Mature Neighbourhoods</b>	<b>High</b>	<b>High</b>	<b>98</b>	<b>Very High</b>
5A	24	Highly Educated Older & Mature Households In Urban Flats	Very High	Very High	114	Very High
5B	24	Older & Retired Couples & Singles In Urban Apartments	High	High	100	Very High
5C	34	Older Home Owning Couples & Singles In Mixed Areas	Below Average	Below Average	88	Below Average
5D	35	Retired Couples & Singles In Comfortable Communities	Average	High	90	Average
<b>6</b>		<b>Less Affluent Households In Rural &amp; Suburban Communities</b>	<b>Average</b>	<b>Low</b>	<b>91</b>	<b>Low</b>
6A	33	Mixed Age Couples & Families In Rural & Suburban Regions	Below Average	Low	73	Very Low
6B	34	Older Couples & Families In Owner Occupied Properties	Average	Below Average	81	Low
6C	32	Couples, Singles & Young Families In Less Affluent Cosmopolitan Areas	Average	Below Average	97	Average
6D	43	Young & Older Couples & Families In Owner Occupied Housing	Below Average	Low	137	Low
6E	43	Mixed Age Couples & Singles In Poor Quality Housing	Low	Low	88	Very Low
6F	43	Less Affluent Couples & Families In Suburban & Outlying Communities	Below Average	Low	76	Very Low
6G	44	Maturing Couples & Families In Rural & Suburban Lo-Rise Housing	Below Average	Low	83	Very Low
<b>7</b>		<b>Less Affluent Mature &amp; Retired Neighbourhoods</b>	<b>Mixed Interest</b>	<b>Average</b>	<b>76</b>	<b>Very Low</b>
7A	44	Older & Retired Couples & Young Singles In Areas Of Mixed Tenure	Average	Average	98	Very Low
7B	45	Less Affluent Mature Households In Rural & Suburban Communities	High	Average	100	Below Average
7C	54	Mature Homeowning Couples & Singles In Mixed Areas	Below Average	Low	76	Below Average
7D	55	Retired Couples & Singles In Poor Quality Housing	Low	Below Average	59	Very Low
7E	54	Mature Couples & Mixed Age Families In Lo-Rise Properties	Very Low	Very Low	48	Very Low
<b>8</b>		<b>Less Affluent Mixed Neighbourhoods</b>	<b>Low</b>	<b>Low</b>	<b>82</b>	<b>Mixed Interest</b>
8A	33	Mature Home Owning Couples & Families In Mixed Areas	Below Average	Low	88	Average
8B	43	Young & Older Couples & Mixed Age Families In Rented Hi-Rise Properties	Average	Low	88	Below Average
8C	43	Less Affluent Couples & Families In Areas Of Mixed Tenure	Low	Very Low	82	Above Average
8D	53	Young & Older Couples & Families In Lo-Rise Dwellings	Low	Low	74	Below Average
8E	53	Young & Older Households In Small Urban Properties	Very Low	Low	72	Below Average
8F	53	Older Couples & Singles In Urban Family Neighbourhoods	Low	Very Low	63	High
8G	53	Mixed Age Couples & Families In Less Affluent Mixed Areas	Low	Very Low	108	Average
<b>9</b>		<b>Poorer Retired Neighbourhoods</b>	<b>Mixed Interest</b>	<b>Very Low</b>	<b>45</b>	<b>Very Low</b>
9A	54	Home Owning Retired Couples & Mature Families In Single Neighbourhoods	Very Low	Very Low	40	Very Low
9B	54	Mature Couples & Families In Rural & Suburban Lo-Rise Housing	Below Average	Low	53	Very Low
9C	55	Retired Couples & Singles In Poorer Ethnically Mixed Areas	Low	Low	50	Very Low
9D	55	Retired Households In Owned & Rented Properties	Very High	High	67	Very Low
9E	55	Elderly Couples & Singles In Small Poor Quality Urban Dwellings	Very Low	Very Low	39	Very Low
9F	54	Mature Households In Poorer Mixed Areas	Very Low	Very Low	23	Very Low
<b>10</b>		<b>Poorer Mixed Households</b>	<b>Low</b>	<b>Very Low</b>	<b>68</b>	<b>Mixed Interest</b>
10A	53	Mature Urban Households In Poor Quality Dwellings	Very Low	Very Low	45	Very High
10B	54	Older Homeowners In Poorer Mixed Areas	Low	Very Low	47	Very Low
10C	54	Poorer Homeowners In Rural & Suburban Communities	Above Average	Average	57	Low
10D	54	Poorer Couples & Families In Mixed Neighbourhoods	Very Low	Very Low	37	Average
10E	53	Mature Homeowning Couples & Families In Poorer Communities	Average	Below Average	112	Average
10F	52	Poorer Young Households In Mixed Areas	Low	Low	116	Low
10G	53	Mature Households In Lo-Rise Dwellings	Low	Very Low	65	Very Low
XX		Unclassified / No population data				