

Quick Reference Table

This table provides an at a glance overview of the classification and the predominant characteristics found within each of the 68 categories and 10 groups

				Demographic Profile										Property & Neighbourhood				Edu	cation & Employment	nt						
CAMEO CAM Code Int'l C		% of UH H'hds		Index	c of Adult 18-44	Ind	ex of Adult > 44	Singles	Couples	Families	Social Class	s Urbanity Index	Housing Type	Tenure (top 2 types listed)	Property Value Index (Index = 100 is UK 2014 Average Price £250,000)	Rooms (exc.	Index of Household	Further Educational Attainment	Index of Directors	Index of Students	Unemployment Inc					
1	Business Elite	6.3	Low	131 195		87 48		Above Average	Average	Below Average	AB AB	110 126	Flats	Own Outright / Private Rented Private Rented / Mortgage	188	1-4	139	Very High	249 86	High	Low					
1A 11 1B 11		1.0 1.1	Low Low	175		48 61	-	High High	High High	Very Low Low	AB	124	Flats Flats	Private Rented / Mortgage Private Rented / Mortgage	183	1-4 1-4	134	Very High Very High	126	Very High Very High	Low					
1C 1:		0.8	Low	150		77		High	Above Average	Low	AB	125	Flats	Private Rented / Own Outright	374	1-4	157	Very High	259	Very High	Low					
1D 14		1.7	Average	66		127		Low	Low	High	AB	88	Detached	Own Outright / Mortgage	402	7+	165	Very High	341	Average	Low					
1E 14	1 Old Money	1.6	Average	71		123		Low	Low	High	AB	86	Detached	Own Outright / Mortgage	326	7+	139	High	248	Average	Low					
2	Prosperous Professionals	4.8	Below Average	92		114		Below Average	Below Average	Average	AB	77	Detached	Own Outright / Mortgage	259	5-7	136	High	202	Above Average						
2A 2:		0.8	Low	158 67		69 131		High	High	Low	AB AB	123 39	Terraced Detached	Private Rented / Mortgage	170 275 	1-4 7+	132	Very High	117 223	Very High	Low					
2B 14 2C 14		1.2 1.6	Average Average	71		124		Low Low	Low	High High	AB	101	Detached	Own Outright / Mortgage Own Outright / Mortgage	309	5-7	143	High High	192	Below Average Average	e Low Low					
2D 19		1.2	Below Average	70		132		Average	Low	Above Average	AB	45	Detached	Own Outright / Mortgage	283	5-7	132	High	247	Below Average						
3	Flourishing Society	9.8	Average	82		115		Low	Below Average	Above Average	AB	77	Detached	Own Outright / Mortgage	223	5-7	137	High	173	Below Average	ge Low					
3A 12	•	1.7	Above Average	105		88		Low	High	Above Average	AB	104	Semi-detached	Mortgage / Own Outright	197	5-7	138	High	143	Average	Low					
3B 13		1.3	Average	91		103		Low	Above Average	Above Average	AB	69	Detached	Mortgage / Own Outright	295	5-7	152	High	238	Below Average						
3C 14		1.8	Average	79 79	_	117 121		Low	Low	High	AB AB	113	Semi-detached	Own Outright / Mortgage	213 129	5-7 5-7	144	High	129	Below Average						
3D 24 3E 15		0.8 2.1	Average Below Average	79 68	-	132		Low Below Average	Below Average	High Above Average	AB	31	Terraced Detached	Own Outright / Mortgage Own Outright / Mortgage	294	5-7 5-7	136	High High	231	Average Low	Low					
3F 15		2.0	Below Average	72		130		Average	Below Average	Average	AB	57	Detached	Own Outright / Mortgage	209	5-7	125	High	157	Low	Low					
4	Content Communities	11.0	Average	89		110		Below Average	Below Average	Average	AB	84	Detached	Own Outright / Mortgage	164	5-7	118	Above Average	143	Average	Low					
4A 22	2 Sensible Savers	1.1	Above Average	115		82		Low	Low	Average	AB	120	Semi-detached	Mortgage / Own Outright	241	5-7	122	Above Average	155	Very High	Average					
4B 22		2.0	Average	128		73		Average	High	Below Average	AB	111	Terraced	Mortgage / Private Rented	184	5-7	136	High	139	Below Average	_					
4C 24		1.6	Below Average	69	=	130		Low	Low	High	AB	65	Detached	Own Outright / Mortgage	155	5-7	114	Above Average	137	Average	Low					
4D 23		2.7	Average	73 73		127 134		Low	Low	High	AB AB	94	Detached	Own Outright / Mortgage	96	5-7 5-7	116 94	Above Average	125	Below Average						
4E 25		0.9 1.5	Low Average	73 79		134 119		High Below Average	Low Below Average	Average Above Average	C1	46	Flats Detached	Own Outright / Mortgage Own Outright / Mortgage	189	5-7 5-7	127	High Average	170	Low Below Average	Low Low					
4F 25		1.1	Average	86		108		Average	Average	Average	C1	62	Detached	Own Outright / Mortgage	184	5-7	117	Below Average	155	Below Average						
5	White Collar Neighbourhoods	10.3	Below Average	110		96		Average	Above Average	Average	C1	106	Flats	Mortgage / Own Outright	80	5-7	116	High	101	Average	Low					
5A 3:	Single Spenders	1.1	Low	176		63		Very High	High	Very Low	C1	124	Flats	Private Rented / Mortgage	27	1-4	91	High	68	Very High	Average					
5B 22		2.2	Average	141		68		High	High	Low	C1	121	Flats	Private Rented / Mortgage	132	1-4	123	High	95	Average	Above Average					
5C 22		0.9	Average	102		97		Average	High	Average	C1	105	Flats	Mortgage / Own Outright	79	5-7	119	High	97	Below Average						
5D 22 5E 23		1.4	Average	104 96	_	92 98		Below Average	High High	Average	C1 C1	93	Terraced Detached	Mortgage / Own Outright	94	5-7 5-7	134	Above Average Above Average	95	Average Below Average	Low					
5E 25 5F 25		1.5 1.1	Above Average Low	79		128		Low High	Below Average	Above Average Average	C1	73	Flats	Mortgage / Own Outright Own Outright / Mortgage	66	5-7	98	Above Average	104	Low	e Low Low					
5G 35		2.0	Below Average	75		126		Low	Low	High	C1	113	Semi-detached	Own Outright / Mortgage	29	5-7	110	Average	87	Low	Low					
6	Enterprising Mainstream	8.7	Average	99		105		Average	Average	Average	C1	92	Semi-detached	Own Outright / Mortgage	53	5-7	100	Average	84	High	Low					
6A 33	Starting Out	1.0	Below Average	156		62		Above Average	Below Average	Low	C1	125	Flats	Private Rented / Mortgage	103	1-4	111	High	80	Very High	Average					
6B 32		1.7	Average	102		97		Average	High	Average	C2	99	Flats	Mortgage / Own Outright	53	5-7	102	Average	93	Below Average						
6C 33		2.8	Average	97 73	_	99 131		Low	High	Above Average	C2 C2	101	Semi-detached	Mortgage / Own Outright	30	5-7 5-7	110	Average	70	Below Average						
6D 34 6E 35		1.1 2.0	Below Average Low	73 69		131		Average Average	Below Average Low	Average Above Average	C2	63 	Terraced Semi-detached	Own Outright / Mortgage Own Outright / Mortgage	36 1 45 1	5-7 5-7	97	Average Average	79	Low	Low Low					
7	Paying The Mortgage	14.6	Average	99	_	100		Average	Average	Average	C2	104	Semi-detached	Mortgage / Own Outright	52	5-7	102	Below Average	69	Average	Average					
7A 32		1.5	Above Average	127		70		Low	Low	Average	DE	123	Terraced	Mortgage / Private Rented	189	5-7	119	Average	98	Very High	Above Average					
7B 42	Inner City Terraces	2.1	Average	129		73		Above Average	High	Low	C1	116	Terraced	Mortgage / Private Rented	18	5-7	110	Average	57	Average	Above Average					
7C 33	3 Settled Suburbs	2.6	Average	101		97		Below Average	High	Average	C2	112	Semi-detached	Mortgage / Own Outright	3	5-7	101	Below Average	57	Low	Low					
7D 33		1.9	Above Average	95		98		Average	Average	Average	C2	95	Semi-detached	Mortgage / Social or Council Rented	74	5-7	104	Low	75	Below Average	_					
7E 34			Average	89		110		Average	Average	Average	C2 C2	89	Semi-detached	Mortgage / Own Outright	76 10 I	5-7	102	Below Average	87	Below Average	_					
7F 34	,	2.0 1.4	Below Average Average	74 85		129 114		Low Average	Low Average	High Average	C2	102 94	Semi-detached Semi-detached	Own Outright / Mortgage Own Outright / Mortgage	30	5-7 5-7	95	Average Low	70 64	Low	Low Below Average					
	5 Blue Collar Squeeze	1.6	Average	91		111		Average	Average	Average	C2	99	Terraced	Mortgage / Own Outright	16	5-7	89	Low	43	Low	Average					
8	Cash Conscious Communities	13.2	Average	103		99		High	Average	Below Average	DE	108	Flats	Social or Council Rented / Mortgage	48	1-4	76	Below Average	48	Average	High					
8A 4:	Strained City	1.5	Below Average	131		81		High	High	Low	DE	117	Flats	Private Rented / Mortgage	11	1-4	69	Below Average	52	Average	High					
8B 42		1.3	Above Average	135		62		Above Average	Below Average	Low	C1	125	Flats	Social or Council Rented / Private Rented	221	1-4	123	Above Average	75	Very High	Very High					
8C 42		1.2	High	125		67		Average	Average	Below Average	DE	125	Terraced	Social or Council Rented / Private Rented		1-4	103	Average	76	High	Very High					
8D 42	Stretched Families Marginalised Urbanites	0.8	Above Average	100 91		95 117		Average	Above Average	Average	DE C1	105	Flats Flats	Social or Council Rented / Mortgage	38	5-7	86 63	Low Rolow Avorago	43 45	Below Average	_					
8E 45		1.1 0.8	Low Below Average	91 91		117 115		High High	Below Average Average	Below Average Low	C1 DE	107	Flats	Social or Council Rented / Own Outright Social or Council Rented / Mortgage	26 4 	1-4 1-4	36	Below Average Low	31	Low	Average High					
8G 45		0.8	Low	71		141		High	Low	Below Average	C1	95	Flats	Own Outright / Social or Council Rented	9	1-4	55	Average	42	Low	Below Average					
8H 42	-	2.1	Average	104		96		Average	High	Average	C2	108	Terraced	Mortgage / Own Outright	2	5-7	78	Low	40	Low	Average					
8I 44		1.8	Above Average	91		102		Average	Above Average	Average	DE	87	Semi-detached	Social or Council Rented / Mortgage	9	5-7	74	Low	40	Low	Above Average					
8J 44	-	1.8	Average	88		112		Average	Average	Average	C2	98	Semi-detached	Mortgage / Own Outright	3	5-7	71	Low	33	Low	Average					
9	On A Budget	11.9	Above Average	113		81		Above Average	Average	Below Average	DE	117	Flats	Social or Council Rented / Mortgage	22	5-7	68	Low	38	High	High					
9A 52		1.3	High	139		57 72		Below Average	Low	Below Average	DE	126	Terraced Flats	Private Rented / Own Outright	11	5-7	78 	Low	41	Very High	High Von High					
9B 52 9C 53		1.0 1.5	High Average	120 128		72 74		High High	Average High	Low	DE DE	124	Terraced	Social or Council Rented / Private Rented Private Rented / Mortgage	20	1-4 5-7	68	Low Low	32 32 	High Average	Very High High					
9D 52		1.2	High	126		67		High	Below Average	Low	DE	126	Flats	Social or Council Rented / Private Rented		1-4	69	Below Average	44	High	Very High					
9E 55		1.0	Average	94		103		High	Average	Below Average	DE	109	Flats	Social or Council Rented / Mortgage	3	5-7	37	Low	21	Low	High					
9F 53	3 Single Strugglers	0.8	Above Average	109		85		Above Average	Average	Below Average	DE	118	Flats	Social or Council Rented / Mortgage	39	1-4	74	Low	42	Average	Very High					
9G 54	-	2.1	Above Average	99		95		Average	Above Average	Average	DE	107	Terraced	Social or Council Rented / Mortgage	4	5-7	64	Low	32	Below Average	-					
9H 43		1.5	High	103		85		Average	Average	Average	DE	117	Terraced	Social or Council Rented / Mortgage	32	5-7	83	Low	48	Average	High					
91 43	•	1.5	Above Average	98		94		Average	Average	Average	DE	107	Terraced	Social or Council Rented / Mortgage	24	5-7	80	Low	43	Below Average						
10A 52	Family Value	9.4	High High	103 117		87 68		Above Average Above Average	Average	Below Average Below Average	DE	117 125	Terraced Terraced	Social or Council Rented / Mortgage Social or Council Rented / Private Rented	2	5-7 5-7	56	Low	24	Average	Very High					
10A 52		1.3 1.1	High High	99		88		Above Average Average	Average High	Average	DE DE	113	Semi-detached	Social or Council Rented / Private Rented Social or Council Rented / Mortgage	12	5-7 5-7	67	Low Low	29	High Average	Very High Very High					
10B 53		0.7	Average	107		95		Very High	Below Average	Low	DE	124	Flats	Social or Council Rented / Mortgage	5	1-4	40	Low	19	Below Average						
10B 53	1 Strained Estates								Average	Below Average	DE	117	Flats	Social or Council Rented / Mortgage	0	1-4	48	Low	18	Below Average						
		1.3	Above Average	102		92		High											10							
10C 54	5 Disadvantaged Fringe	1.3 1.8	Above Average High	102 101		92 85		Average	Above Average	Average	DE	113	Terraced	Social or Council Rented / Mortgage	0	5-7	52	Very Low	20	Average	Very High					
10C 54 10D 55	5 Disadvantaged Fringe 3 Small Town Tenants 3 Provincial Pressure		-		Ε.			-		_					_		52 5 6 5 2 6 52 6 52			-	Very High Very High					

XXX Communal Establishments



			Finances			Online Activity	Online Shopping							Lifestyle				
CAMEO CA Code Int	CAMEO LIK Category	Investor Index	Credit Card Ownership	Credit Risk	Smartphone Ownership Index	Tablet Ownership Index	Weekly Internet Use	Daily Social Media Use	Online Shopping Frequency	Groceries	Train Tickets	Flights	Holidays	Fashion	Books	Newspaper Readership	Hours of Sport Per Week	2+ Holidays Abroad
1	Business Elite	149	Above Average	Very Low	122	163	5-19hrs	Average	More than once a month		-	V		V	~	Broadsheet / Freesheet	137	142
1A	11 Urban Ambition	99	Average	Very Low	151	163	20+hrs	Average	Less than once a month	✓	✓	✓	✓	V		Freesheet / Middle Market	100	155
	11 City Slickers	100	Average	Low	142	142	20+hrs	High	More than once a month	✓,	~	~	~	V	✓	Freesheet / Broadsheet	114	118
	11 High Flying Professionals 14 Moneyed Suburbs	206	Above Average High	Very Low Very Low	131 97	174	20+hrs 5-19hrs	High Low	More than once a month Less than once a month	•	Ž	V	~	•	y	Broadsheet / Freesheet Broadsheet / Middle Market	178 171	144
	14 Old Money	172	Above Average	Very Low	87	183	0-5hrs	Low	More than once a month		Ť	V	V		V	Broadsheet / Middle Market	118	130
2	Prosperous Professionals	157	Above Average	Very Low	92	101	5-19hrs	Low	Less than once a month		V	V	V		V	Broadsheet / Middle Market	157	128
	21 Cosmopolitan Chic	99	Average	Low	121 	109	20+hrs 5-19hrs	High	Less than once a month	~	✓	√	√		V	Broadsheet / Freesheet	134 158	122 125
	14 Rural Retreats 14 Family Fortunes	175	Above Average Above Average	Very Low Very Low	88	129	5-1911IS 5-19hrs	Very Low Low	Less than once a month Less than once a month		V	Ž	Ž	V	Ž	Middle Market / Broadsheet Broadsheet / Middle Market	107	130
	15 Sunset Success	183	Above Average	Very Low	86	66	5-19hrs	Below Average	Less than once a month		V	V	V	Ť	V	Broadsheet / Middle Market	226	136
3	Flourishing Society	153	Above Average	Very Low	97	123	0-5hrs	Below Average	Less than once a month			✓	✓		✓	Broadsheet / Middle Market	129	130
	12 Fast-Track Sophisticates	132	Above Average	Very Low	110	126	5-19hrs	Average	More than once a month	✓	J	√	V	√	V	Broadsheet / Tabloid	112 87	123
	13 Enterprising Households 14 Well-Feathered Nest	183	Above Average Above Average	Very Low Very Low	97	172	0-5hrs 0-5hrs	Above Average Below Average	More than once a month Less than once a month		•	Ž	Ž	•	Ž	Broadsheet / Middle Market Middle Market / Tabloid	116	124 126
	24 Upper Crust	127	Above Average	Very Low	109	147	5-19hrs	Above Average	Less than once a month			~	~	~	~	Broadsheet / Freesheet	180	138
3E	15 Escape To The Country	183	Above Average	Very Low	83	70	0-5hrs	Low	Less than once a month			V			✓.	Broadsheet / Middle Market	183	147
	15 Retiring In Comfort	154	Above Average	Very Low	81	87 101	0-5hrs	Low	Less than once a month			√ -1	~		~	Broadsheet / Middle Market	92 97	120 117
4 4A	22 Sensible Savers	139 136	Above Average Average	Low Average	91 104	119	0-5hrs 0-5hrs	Low Average	Less than once a month Less than once a month			<u> </u>				Middle Market / Broadsheet Broadsheet / Freesheet	117	109
	22 Cash Conscious	115	Above Average	Low	117	146	5-19hrs	Average	More than once a month		✓	V	✓	✓	✓	Broadsheet / Freesheet	113	112
4C	24 Established Finances	160	Above Average	Very Low	75	65	0-5hrs	Low	Less than once a month			✓	✓			Middle Market / Broadsheet	121	135
	23 Settled Urbanites	145	Above Average	Very Low Very Low	82 89	115	0-5hrs 0-5hrs	Low	Less than once a month				✓	✓		Middle Market / Broadsheet	136 36	118 121
	25 Secure Seniors25 Old School Comfort	153	Above Average Above Average	Very Low	92	124	0-5hrs	Very Low Low	More than once a month More than once a month		√	√	√			Middle Market / Tabloid Middle Market / Broadsheet	88	100
	25 Mature Middle	139	Average	Low	81	77	0-5hrs	Low	Less than once a month			V		✓		Broadsheet / Middle Market	72	122
5	White Collar Neighbourhoods	99	Average	Low	107	111	0-5hrs	Above Average	More than once a month		✓	✓				Broadsheet / Middle Market	107	107
	31 Single Spenders 22 Savvy Networkers	61 	Average	Average Below Average	123	91	5-19hrs 5-19hrs	Very High High	More than once a month More than once a month	./	y	4				Freesheet / Tabloid Freesheet / Broadsheet	80	110
	22 On The Up	96	Average Average	Low	110	115	0-5hrs	High	Less than once a month	•	~	~	•	√	~	Tabloid / Middle Market	75	92
	22 Steady Suburbs	101	Average	Low	103	94	0-5hrs	Average	More than once a month							Broadsheet / Tabloid	145	117
	23 Married To The Mortgage	132	Above Average	Low	103	144	5-19hrs	Average	More than once a month				✓		✓	Middle Market / Broadsheet	138	119
	25 Empty Nest Professionals	104	Average	Low	91	91	0-5hrs 0-5hrs	Average Low	More than once a month		~					Middle Market / Tabloid Middle Market / Tabloid	95 104	106 115
5G 6	35 Gardening Time Enterprising Mainstream	98	Average Average	Very Low Low	98	101	0-5111S	Average	Less than once a month Less than once a month							Tabloid / Broadsheet	97	101
6A	31 Starting Out	83	Average	High	125	87	5-19hrs	High	Less than once a month		✓	✓				Freesheet / Broadsheet	82	89
	32 Family Credit	95	Average	Below Average		112	5-19hrs	Average	Less than once a month						✓	Broadsheet / Tabloid	86	104
	33 Market Town Mortgages	93	Average	Low	103	91	0-5hrs	Average	Less than once a month					~		Tabloid / Middle Market	126 112	114 84
	34 Town And Country 35 Post Family Provincials	109	Average Above Average	Low Very Low	75 83	98	0-5hrs 0-5hrs	Average Low	More than once a month Less than once a month						J	Tabloid / Middle Market Tabloid / Middle Market	84	117
7	Paying The Mortgage	91	Average	Average	96	92	0-5hrs	Average	Less than once a month						•	Tabloid / Middle Market	97	96
	32 Metropolitan Diversity	101	Average	High	107	65	0-5hrs	Above Average	Less than once a month		✓	V		✓		Freesheet / Tabloid	134	90
	42 Inner City Terraces 33 Settled Suburbs	69 86	Average Average	High Average	114 99	106	0-5hrs 0-5hrs	Above Average Average	Less than once a month More than once a month	✓					✓	Tabloid / Broadsheet Tabloid / Middle Market	63 91	97
	33 Settled Suburbs33 School Run Families	89	Average	•	95	138	0-5hrs	High	More than once a month					√		Tabloid / Middle Market	96	90
	34 Established Suburban Communities	101	Average	Low	92	95	0-5hrs	Average	Less than once a month					•		Tabloid / Middle Market	116	100
	34 Financially Stable Homeowners	106	Average	Very Low	86	84	0-5hrs	Low	Less than once a month							Middle Market / Tabloid	91	122
	34 Value Conscious Families	103 73	Average	Low Roley Average	72	108	0-5hrs	Below Average	Less than once a month							Tabloid / Middle Market	97	94 83
7H 8	45 Blue Collar Squeeze Cash Conscious Communities	65	Average Average	Below Average High	99	80	0-5hrs 0-5hrs	Average Average	Less than once a month Less than once a month							Tabloid / Middle Market Tabloid / Freesheet	82	78
8A	41 Strained City	60	Below Average	Very High	98	77	0-5hrs	High	Less than once a month							Tabloid / Broadsheet	57	77
	42 Connected Renters	72	Average	High	131	79	20+hrs	High	Less than once a month	✓.	✓	✓.		✓.		Freesheet / Broadsheet	96	78
	42 Modest Means 42 Stretched Families	59 61	Average	Very High	127	90	20+hrs 0-5hrs	High	Less than once a month	√		V		✓		Freesheet / Tabloid Tabloid / Middle Market	125 38	75
	42 Stretched Families 45 Marginalised Urbanites	70	Average Average	Average Low	102	71	0-5hrs	Above Average Average	Less than once a month Less than once a month	•		₩.			✓	Tabloid / Freesheet	88	73
	45 Struggling Suburbs	50	Below Average	Average	105	58	0-5hrs	High	Less than once a month						-	Tabloid / Middle Market	67	75
	45 Working Towards Retirement	76	Below Average	Low	67	21	0-5hrs	Low	Less than once a month	✓						Tabloid / Broadsheet	67	63
	42 Bargain Hunters44 Frugal Families	69	Average Below Average	Very High High	110	70 126 126 126 126 126 126 126 126 126 126	0-5hrs 0-5hrs	Average Average	Less than once a month Less than once a month					✓		Tabloid / Middle Market Tabloid / Middle Market	108	91
	44 Frugal Families 44 Maturing Suburbia	62	Below Average	High High	96	76	0-5hrs	Below Average	Less than once a month							Tabloid / Freesheet	62	90
9	On A Budget	58	Below Average	Very High	102	85	0-5hrs	Above Average	Less than once a month					✓		Tabloid / Freesheet	74	72
	52 Crowded Houses	73	Below Average	Very High	113	76	0-5hrs	Above Average	Less than once a month					V		Tabloid / Freesheet	72	81
	52 Young Family Renters 51 Strotchod Start Line	48 55	Low Polow Avorago	Very High	107	55 80	0-5hrs	High	Less than once a month							Tabloid / Freesheet	58 96	55 - 70
	51 Stretched Start-Ups 52 High Rise Hardship	48	Below Average Low	Very High High	104	75	0-5hrs 0-5hrs	High High	More than once a month More than once a month	√				√		Tabloid / Middle Market Freesheet / Tabloid	87	70 73
	55 Suburban Endeavours	47	Low	Average	92	75	0-5hrs	Average	More than once a month	*				~		Tabloid / Middle Market	51	75
	53 Single Strugglers	58	Below Average	High	89	103	0-5hrs	High	More than once a month					~		Tabloid / Freesheet	32	64
	54 Budget Families	49	Below Average	Very High	96	90	0-5hrs	Average	Less than once a month	. #				✓		Tabloid / Middle Market	87	69 79
	43 Community Spirit 43 Thrifty Terraces	77 	Below Average Below Average	Very High High	99	87 124	0-5hrs 0-5hrs	High Above Average	Less than once a month Less than once a month	•					√	Tabloid / Freesheet Tabloid / Middle Market	63 116	79 80
10	Family Value	45	Low	Very High	99	76	0-5hrs	Average	Less than once a month						•	Tabloid / Freesheet	79	71
	52 Diverse Renters	34	Low	Very High	115	99	0-5hrs	Average	More than once a month							Tabloid / Freesheet	112	66
	53 Blue Collar Semis	56	Below Average	Very High	105	77	0-5hrs	Average	Less than once a month	. #						Tabloid / Middle Market	76	86
	54 Strained Estates 55 Disadvantaged Fringe	42 - 46 -	Low Low	High Very High	95	16 9	0-5hrs 0-5hrs	Average Above Average	Less than once a month Less than once a month	•				√		Tabloid / Freesheet Tabloid / Freesheet	16	84 57
	53 Small Town Tenants	41	Low	Very High	110	74	0-5hrs	Average	Less than once a month					₹		Tabloid / Freesheet	64	74
10F	53 Provincial Pressure	45	Low	Very High	99	84	0-5hrs	Above Average	Less than once a month							Tabloid / Middle Market	93	66
10G	55 Making Ends Meet	48	Low	Very High	90	84	0-5hrs	Average	Less than once a month							Tabloid / Freesheet	86	65