CAMEO USA

Quick Reference Table

This table provides a quick overview of the classification and the predominant characteristics found within each of the 58 categories and 10 groups.

CAMEO Code	CAMEO Int'l Code	CAMEO USA Category	Household %	Demographic Profile										Income					Property						Education				Employment														
				Index of Age < 40	Index of Age > 60	Presence of Children	Child Age	Household Size	Husband & Wife Family	Other Family	Live Alone	Non-family Households	Ethnicity	Household Income > $100k Index	Household income < $25k Index	Rental / Dividend / Interest Income	Social Security Income	Retirement Income	Tenure	Property Type	Average Property Value	Number of Rooms	Geography	Vacant Property Rate	Not Graduate High School	Graduate High School	Assoc / Bach Degree	Masters / Doctorate	Unemployment	Transport to Work	Agriculture & Mining	Construction & Manufacturing	Logistics & Utilities	Information & Financial Services	Property	Science & Technology	Management	Admin	Health & Education	Arts & Entertainment	Hospitality	Public Admin
1		**American Aristocracy**	**7.09**																																								
1A	13	High Society Families	2.49	95	76	High	Mixed	2+					Caucasian	260	24	High	Low	Average	Owner Occupied	Detached	$340,000	Mixed	Urban	Very Low					Low	Private													
1B	13	Upper Crust Households	0.83	91	93	Average	Mixed	2+					Caucasian	254	32	High	Average	Above Average	Owner Occupied	Detached	$320,000	5-7	Urban	Low					Below Average	Private													
1C	13	Asset Rich Families	1.27	85	94	Above Average	Mixed	2+					Caucasian	282	25	Very High	Below Average	Above Average	Owner Occupied	Detached	$400,000	Mixed	Urban	Low					Below Average	Private													
1D	13	Elite Suburbs	1.52	80	89	High	Mixed	2+					Caucasian	331	19	Very High	Low	Average	Owner Occupied	Detached	$550,000	8+	Urban	Very Low					Below Average	Private / Work From Home													
1E	14	Moguls And Mansions	0.98	66	119	Above Average	5+	2-4					Caucasian	349	21	Very High	Average	Average	Owner Occupied	Detached	$760,000	8+	Urban	Low					Average	Private / Work From Home / Public													
2		**Exclusive Society**	**6.63**																																								
2A	11	Skyscraping Nouveau Riche	0.69	115	99	Very Low	0-9	1-2					Caucasian / Asian	258	49	Very High	Low	Low	Rent	Apartment	$410,000	1-4	Urban	High					Low	Public / Walk / Work From Home													
2B	12	Subtopia	2.05	93	89	Average	Mixed	2-4					Caucasian	219	33	High	Below Average	Above Average	Owner Occupied	Detached	$270,000	5-7	Urban	Low					Low	Private													
2C	13	Cosmopolitan Suburbia	1.31	100	89	Average	Mixed	Mixed					Caucasian / Asian	227	33	High	Low	Average	Owner Occupied	Attached / Detached	$340,000	5-7	Urban	Low					Low	Private / Public													
2D	15	Old Money	2.57	66	134	Average	5+	2-4					Caucasian	237	39	Very High	Average	Above Average	Owner Occupied	Detached	$450,000	Mixed	Urban	Below Average					Below Average	Private													
3		**Prosperous Families**	**15.34**																																								
3A	22	High Flying Families	1.68	138	42	Very High	Mixed	3+					Caucasian	154	36	Average	Low	Average	Owner Occupied	Detached	$190,000	5-7	Urban	Low					Below Average	Private													
3B	21	Urban Movers And Shakers	2.01	106	92	Below Average	Mixed	1-2					Caucasian / Asian	179	55	High	Below Average	Average	Mixed	Mixed	$280,000	Mixed	Urban	Average					Low	Private / Public													
3C	23	Middle Class Managers	3.19	89	103	Average	Mixed	Mixed					Caucasian	150	53	High	Average	Above Average	Owner Occupied	Detached	$230,000	5-7	Urban	Low					Below Average	Private													
3D	23	Professional Urban Families	3.12	82	111	Average	Mixed	Mixed					Caucasian	171	48	High	Average	Above Average	Owner Occupied	Detached	$280,000	5-7	Urban	Low					Below Average	Private													
3E	24	Affluent Established Suburbia	3.93	77	109	Average	Mixed	2-4					Caucasian	125	49	High	Average	Above Average	Owner Occupied	Detached	$200,000	5-7	Mixed / Urban	Low					Below Average	Private													
3F	25	Escape To The Country	1.41	29	216	Very Low	10+	2					Caucasian	77	97	Above Average	High	High	Owner Occupied	Detached	$160,000	5-7	Mixed / Rural	Very High					Average	Private													
4		**Enterprising Households**	**15.43**																																								
4A	31	Big City Startups	1.06	121	75	Average	Mixed	Mixed					Caucasian / Asian	139	65	Above Average	Below Average	Below Average	Rent	Mixed	$210,000	Mixed	Urban	Average					Below Average	Private / Public / Walk													
4B	22	Middle Age, Middle Class	2.80	101	91	Average	Mixed	Mixed					Caucasian	59	67	Average	Average	Average	Owner Occupied	Detached	$140,000	5-7	Mixed / Urban	Below Average					Average	Private													
4C	23	Metro Success	3.07	98	96	Average	Mixed	Mixed					Caucasian	123	67	Average	Average	Above Average	Owner Occupied	Detached	$180,000	5-7	Urban	Low					Below Average	Private													
4D	23	Urbana Melting Pot	2.22	95	106	Average	Mixed	Mixed					Caucasian / African American / Asian	101	68	Average	Average	Average	Owner Occupied	Mixed	$180,000	5-7	Urban	Low					Below Average	Private													
4E	24	Settled In The Suburbs	5.10	70	141	Below Average	5+	2-4					Caucasian	63	91	Average	Above Average	High	Owner Occupied	Detached	$140,000	5-7	Mixed	Above Average					Average	Private													
4F	25	Rural Empty Nesters	1.19	55	150	Low	Teenage	1-2					Caucasian	72	106	Average	Above Average	Above Average	Owner Occupied	Detached	$150,000	5-7	Mixed / Rural	Very High					Average	Private													
5		**Comfortable Communities**	**12.02**																																								
5A	31	Big City Hipsters	1.64	145	52	Low	0-9	1-2					Caucasian / Asian	172	55	High	Low	Low	Rent	Apartment	$190,000	1-4	Urban	Average					Low	Private / Public / Walk													
5B	32	School Run Families	2.72	133	53	High	0-9	2+					Caucasian / Other	77	51	Below Average	Below Average	Average	Owner Occupied	Detached	$140,000	5-7	Urban	Low					Below Average	Private													
5C	33	Small Town Suburbia	2.55	101	92	Average	Mixed	2+					Mixed	51	76	Below Average	Average	Average	Owner Occupied	Detached	$130,000	5-7	Mixed / Urban	Average					Average	Private													
5D	33	Settled In The City	1.12	83	146	Very Low	0-9	1-2					Caucasian / Asian	94	98	Above Average	Above Average	Average	Mixed	Apartment	$200,000	1-4	Urban	Very High					Below Average	Private / Public / Walk													
5E	34	Close To Retirement, Out Of Town	1.21	82	137	Low	0-4	1-2					Caucasian	68	103	Average	Above Average	Above Average	Owner Occupied	Detached	$140,000	5-7	Mixed / Urban	High					Average	Private													
5F	35	Mature Suburbs	1.26	69	153	Low	5-9	2-4					Caucasian	64	107	Average	Above Average	Above Average	Owner Occupied	Detached	$140,000	5-7	Mixed	High					Average	Private													
5G	35	Comfortable In Retirement	1.51	19	287	Very Low	10+	1-2					Caucasian	47	140	Above Average	High	High	Owner Occupied	Mobile Home / Detached	$140,000	5-7	Mixed / Urban	Very High					Average	Private													
6		**Aspiring Consumers**	**11.75**																																								
6A	31	Studying In The City	0.62	183	26	Very Low	Mixed	1-2					Caucasian / African American	36	210	Low	Low	Low	Rent	Apartment	$70,000	1-4	Urban	Average					Average	Private / Public / Walk													
6B	31	Suburban Sharers	0.38	113	75	Very Low	Mixed	1-2					Caucasian	66	102	Average	Average	Average	Mixed	Detached	$150,000	5-7	Mixed / Urban	Very High					Average	Private													
6C	33	Big Family Values	2.49	115	73	High	Mixed	3+					Caucasian / Other	45	115	Low	Average	Average	Owner Occupied	Detached	$110,000	5-7	Mixed / Urban	Low					Above Average	Private													
6D	33	Diverse Urban Mix	1.12	107	96	Average	Mixed	Mixed					Caucasian / African American / Asian	77	107	Low	Average	Average	Mixed	Attached / Detached	$150,000	5-7	Urban	Average					Above Average	Private / Public / Walk													
6E	34	Settled And Single	4.12	99	98	Below Average	Mixed	1-2					Caucasian / African American	43	120	Low	Above Average	Average	Mixed	Mixed	$110,000	5-7	Mixed / Urban	High					Above Average	Private													
6F	33	Established Traditional Neighbourhoods	2.45	89	117	Average	Mixed	Mixed					Caucasian	40	156	Low	Above Average	Average	Owner Occupied	Detached	$100,000	5-7	Mixed	Average					High	Private													
6G	35	Retirement Communities	0.57	14	347	Very Low	Mixed	1-2					Caucasian	56	155	High	High	High	Rent	Apartment	$130,000	Mixed	Urban	High					Average	Private													
7		**Dynamic Neighbourhoods**	**10.97**																																								
7A	41	Flown The Nest	0.43	208	8	Very Low	Mixed	Mixed					Caucasian	17	281	Low	Low	Low	Rent	Apartment	$70,000	1-4	Urban	Low					Average	Private / Walk													
7B	41	Struggling Scholars	0.33	151	47	Very Low	Mixed	Mixed					Caucasian	59	114	Below Average	Average	Average	Mixed	Detached	$120,000	5-7	Mixed	High					Average	Private / Walk / Work From Home													
7C	42	Fledgling Urban Families	1.38	128	70	Above Average	0-9	Mixed					Caucasian / African American / Other	63	109	Low	Below Average	Low	Rent	Attached / Apartment	$120,000	Mixed	Urban	Average					Average	Private / Public / Walk													
7D	43	Coastal Chic	2.82	122	74	Average	Mixed	1-2					Caucasian / African American	65	101	Low	Below Average	Below Average	Rent	Mixed	$110,000	Mixed	Urban	Average					Average	Private / Public													
7E	43	Downtown Tenants	2.19	113	83	Average	Mixed	Mixed					Mixed	57	106	Low	Average	Below Average	Rent	Mixed	$120,000	5-7	Urban	Average					Average	Private / Public													
7F	44	Maturing In Middle America	2.55	91	113	Average	Mixed	Mixed					Caucasian	42	147	Low	Above Average	Average	Owner Occupied	Detached	$110,000	5-7	Mixed / Urban	High					Above Average	Private													
7G	45	Retiring Renters	1.26	37	260	Very Low	Mixed	1-2					Caucasian / African American	34	228	Below Average	High	Average	Rent	Apartment	$100,000	1-4	Urban	Below Average					Above Average	Private / Public / Walk													
8		**Diverse Communities**	**7.21**																																								
8A	41	New Kids On The Block	1.86	138	57	Average	0-9	1-2					Mixed	75	95	Low	Low	Low	Rent	Apartment	$120,000	1-4	Urban	Average					Below Average	Private / Public / Walk													
8B	42	Urban Endeavours	1.96	138	54	Average	0-9	Mixed					Caucasian / African American / Asian	54	90	Low	Low	Low	Rent	Apartment	$100,000	1-4	Urban	Average					Average	Private / Public / Walk													
8C	43	Bohemian Broods	0.72	133	64	Above Average	0-9	Mixed					Caucasian / African American / Other	61	125	Low	Low	Low	Rent	Apartment	$130,000	Mixed	Urban	Above Average					Above Average	Private / Public / Walk													
8D	43	Blue Collar Bourgeoisie	0.36	137	58	Low	Mixed	Mixed					Caucasian	57	120	Below Average	Average	Average	Mixed	Mixed	$120,000	5-7	Mixed / Urban	High					Average	Private / Walk													
8E	44	Provincial Fusion	1.84	95	112	Average	Mixed	Mixed					Caucasian / African American / Other	27	202	Low	High	Below Average	Mixed	Detached	$80,000	5-7	Mixed / Urban	High					High	Private													
8F	45	Golden Oldies	0.46	26	293	Very Low	Mixed	1-2					Caucasian	72	120	Above Average	High	High	Mixed	Mixed	$150,000	5-7	Mixed / Urban	High					Average	Private													
9		**Stretched Tenants**	**7.30**																																								
9A	51	Urban Start-Ups	2.03	165	34	Low	Mixed	1-2					Mixed	58	107	Low	Low	Low	Rent	Apartment	$70,000	1-4	Urban	Average					Low	Private / Public / Walk													
9B	52	Cramped City Families	1.33	125	73	Above Average	0-9	Mixed					Caucasian / African American / Other	27	193	Low	Below Average	Low	Rent	Apartment	$70,000	1-4	Urban	High					High	Private / Public / Walk													
9C	53	Big City Small Wallet	1.63	125	72	Average	0-9	1-2					Caucasian / African American / Other	27	202	Very Low	Low	Low	Rent	Apartment	$60,000	1-4	Urban	Average					High	Private / Public / Walk													
9D	53	Small Town Family Struggle	1.49	116	80	High	0-9	Mixed					Caucasian / African American	21	217	Low	Average	Low	Rent	Mixed	$50,000	Mixed	Urban	High					High	Private / Public / Walk													
9E	53	Low Income Melting Pot	0.83	113	86	Above Average	Mixed	Mixed					Caucasian / African American / Other	22	222	Low	Average	Below Average	Rent	Mixed	$70,000	5-7	Urban	High					High	Private													
10		**Strained Society**	**6.26**																																								
10A	52	Stretched Family Start-Ups	1.49	146	43	High	0-9	3+					Caucasian / African American / Other	47	102	Low	Average	Below Average	Rent	Mixed	$110,000	5-7	Urban	Average					High	Private													
10B	52	Struggling Young Families	1.55	140	52	High	0-9	1-2					Caucasian / African American / Other	25	193	Very Low	Low	Low	Rent	Apartment	$60,000	1-4	Urban	Above Average					High	Private / Public / Walk													
10C	53	Mid-Life Adversity	0.87	114	84	Above Average	mixed	mixed					Caucasian / African American	24	214	Low	Average	Below Average	Rent	Mixed	$70,000	5-7	Urban	High					High	Private													
10D	53	Big Town Austerity	0.72	116	84	High	0-9	1-2					African American / Caucasian	14	302	Very Low	Average	Low	Rent	Apartment	$40,000	1-4	Urban	Above Average					Very High	Private / Public / Walk													
10E	54	Homeowners In Hardship	1.63	95	110	Average	mixed	mixed					Mixed	15	256	Very Low	High	Low	Owner Occupied	Detached	$60,000	5-7	Mixed / Urban	High					Very High	Private													
XX		Unclassified / No population data	0.00																																								

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*100 = national average

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