



# A Quick Reference

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

\*100=National Average

| CAMEO CODE | CAMEO INT'L | CAMEO AUSTRALIA TYPE   | % OF HHOLDS  | CHILD PRESENCE INDEX* | CHILD AGE           | ADULT AGE          | 65+ INDEX* | HOUSEHOLD COMPOSITION                                     | HOUSEHOLD SIZE      | INDIGENOUS POPULATION INDEX* |
|------------|-------------|--|--------------|-----------------------|---------------------|--------------------|------------|---|---------------------|------------------------------|
| <b>1</b>   |             | <b>AFFLUENT URBAN PROFESSIONALS</b>                              | <b>7.76</b>  | <b>93</b>             | <b>0-19 yrs</b>     | <b>Mixed Ages</b>  | <b>95</b>  | <b>Singles, Couples, Families &amp; Groups</b>            | <b>1-5 persons</b>  | <b>27</b>                    |
| 1A         | 14          | SUCCESSFUL OLDER HOUSEHOLDS IN EXPENSIVE DETACHED HOMES          | 1.21         | 106                   | 5-19 yrs            | 35-85+ yrs         | 103        | Couples & Families  | 2-5 persons         | 9                            |
| 1B         | 11          | PRE-FAMILY COSMOPOLITAN URBAN EXECUTIVES                         | 1.98         | 48                    | Few Children        | 20-54 yrs          | 78         | Young Singles, Couples & Groups                           | 1-5 persons         | 22                           |
| 1C         | 14          | PROSPEROUS EXECUTIVES IN MIXED DWELLINGS                         | 0.33         | 102                   | 0-19 yrs            | 35-84 yrs          | 109        | Singles, Couples & Families                               | 1-5 persons         | 63                           |
| 1D         | 13          | WEALTHY HOUSEHOLDS IN DETACHED HOMES                             | 1.21         | 111                   | 0-19 yrs            | 35-64 yrs          | 82         | Couples, Families & Groups                                | 2-6+ persons        | 15                           |
| 1E         | 13          | PROSPEROUS URBAN DWELLERS  | 3.02         | 99                    | 0-19 yrs            | 25-64 yrs          | 102        | Singles, Couples & Families                               | 1-5 persons         | 26                           |
| <b>2</b>   |             | <b>WEALTHY FAMILY NEIGHBOURHOODS</b>                             | <b>11.36</b> | <b>109</b>            | <b>0-19 yrs</b>     | <b>25-64 yrs</b>   | <b>76</b>  | <b>Singles, Couples &amp; Families</b>                    | <b>1-4 persons</b>  | <b>108</b>                   |
| 2A         | 12          | WEALTHY RURAL HOUSEHOLDS WITH MANY INDIGENOUS RESIDENTS          | 1.12         | 121                   | 0-14 yrs            | 20-54 yrs          | 35         | Singles, Couples & Families                               | 1-6+ persons        | 311                          |
| 2B         | 14          | OLDER COMFORTABLE DETACHED HOUSEHOLDS                            | 1.76         | 106                   | 0-19 yrs            | 35-64 yrs          | 94         | Singles, Couples & Families                               | 1-4 persons         | 66                           |
| 2C         | 13          | WEALTHY SINGLES, COUPLES & FAMILIES                              | 2.52         | 105                   | 0-19 yrs            | 25-54 yrs          | 84         | Singles, Couples & Families                               | 1-4 persons         | 77                           |
| 2D         | 14          | RURAL COUPLES & LARGE FAMILIES WITH OLDER CHILDREN               | 2.14         | 116                   | 5-19 yrs            | 35-64 yrs          | 63         | Couples & Families  | 2-6+ persons        | 43                           |
| 2E         | 13          | HIGH INCOME MIXED ORIGIN DETACHED HOMES                          | 1.28         | 100                   | 0-19 yrs            | 25-54 yrs          | 91         | Singles, Couples & Families                               | 1-4 persons         | 77                           |
| 2F         | 23          | COMFORTABLE MIXED AGE DETACHED HOUSEHOLDS                        | 2.55         | 105                   | 0-19 yrs            | 25-64 yrs          | 91         | Singles, Couples & Families                               | 1-4 persons         | 73                           |
| <b>3</b>   |             | <b>HIGH INCOME URBANITES &amp; STUDENTS</b>                      | <b>6.02</b>  | <b>67</b>             | <b>0-19 yrs</b>     | <b>Mixed Ages</b>  | <b>83</b>  | <b>Mixed</b>  | <b>1-6+ persons</b> | <b>69</b>                    |
| 3A         | 11          | WEALTHY PRE-FAMILY URBAN HOUSEHOLDS                              | 1.61         | 63                    | Few Children        | 20-54 yrs          | 74         | Young Singles, Couples & Groups                           | 1-6+ persons        | 45                           |
| 3B         | 11          | YOUNG GROUPS IN URBAN STUDENT AREAS                              | 1.18         | 40                    | Few Children        | 18-44 yrs          | 55         | Young Singles, Couples & Groups                           | 1-6+ persons        | 122                          |
| 3C         | 21          | COMFORTABLE MIXED TENURE HOUSEHOLDS WITH YOUNGER CHILDREN        | 1.74         | 78                    | 0-14 yrs            | Mixed Ages         | 107        | Singles, Couples, Single Parents & Groups                 | 1-6+ persons        | 91                           |
| 3D         | 22          | YOUNGER DIVERSE URBAN AREAS                                      | 1.48         | 88                    | 0-19 yrs            | 20-54 yrs          | 94         | Singles, Couples, Families & Groups                       | 1-6+ persons        | 20                           |
| <b>4</b>   |             | <b>COMFORTABLE MIXED SUBURBAN AREAS</b>                          | <b>18.55</b> | <b>102</b>            | <b>0-19 yrs</b>     | <b>25-74 yrs</b>   | <b>95</b>  | <b>Singles, Couples &amp; Families</b>                    | <b>1-4 persons</b>  | <b>93</b>                    |
| 4A         | 22          | YOUNGER PEOPLE LIVING IN DETACHED HOMES                          | 3.85         | 104                   | 0-19 yrs            | 20-54 yrs          | 85         | Singles, Couples & Families                               | 1-4 persons         | 82                           |
| 4B         | 23          | COMFORTABLE HOUSEHOLDS OF AUSTRALIAN ORIGIN                      | 1.13         | 100                   | 0-19 yrs            | 25-64 yrs          | 99         | Singles, Couples & Families                               | 1-4 persons         | 104                          |
| 4C         | 24          | MIXED AGES IN DETACHED NEIGHBOURHOODS                            | 1.73         | 100                   | 0-19 yrs            | 25-84 yrs          | 101        | Singles, Couples & Families                               | 1-4 persons         | 81                           |
| 4D         | 23          | COMFORTABLE SINGLES, COUPLES & FAMILIES                          | 1.73         | 101                   | 0-19 yrs            | 25-64 yrs          | 94         | Singles, Couples & Families                               | 1-4 persons         | 115                          |
| 4E         | 23          | SINGLES, COUPLES & FAMILIES IN DETACHED HOMES                    | 3.52         | 105                   | 0-19 yrs            | 25-64 yrs          | 91         | Singles, Couples & Families                               | 1-4 persons         | 87                           |
| 4F         | 33          | COMFORTABLE MIXED AGE NEIGHBOURHOODS                             | 3.08         | 102                   | 0-19 yrs            | 25-74 yrs          | 96         | Singles, Couples & Families                               | 1-4 persons         | 85                           |
| 4G         | 33          | MIXED AGE SINGLES, COUPLES & FAMILIES IN DETACHED HOMES          | 3.50         | 102                   | 0-19 yrs            | 25-74 yrs          | 99         | Singles, Couples & Families                               | 1-4 persons         | 93                           |
| <b>5</b>   |             | <b>MIXED AREAS OF MODEST DETACHED HOMES</b>                      | <b>13.54</b> | <b>107</b>            | <b>0-19 yrs</b>     | <b>Mixed Ages</b>  | <b>88</b>  | <b>Singles, Couples &amp; Families</b>                    | <b>1-4 persons</b>  | <b>84</b>                    |
| 5A         | 32          | YOUNGER RURAL FAMILY NEIGHBOURHOODS                              | 1.99         | 130                   | 0-14 yrs            | 25-54 yrs          | 35         | Young Couples & Families                                  | 2-6+ persons        | 65                           |
| 5B         | 33          | MIXED AGES IN MODEST HOUSING                                     | 1.75         | 103                   | 0-19 yrs            | 25-74 yrs          | 96         | Singles, Couples & Families                               | 1-4 persons         | 132                          |
| 5C         | 34          | OLDER & RETIRED SUBURBAN COMMUNITIES                             | 2.94         | 100                   | 0-19 yrs            | 35-85+ yrs         | 110        | Singles, Couples & Families                               | 1-4 persons         | 91                           |
| 5D         | 33          | MIXED AGE SUBURBAN HOUSEHOLDS OF AUSTRALIAN ORIGIN               | 2.02         | 102                   | 0-19 yrs            | 25-74 yrs          | 102        | Singles, Couples & Families                               | 1-4 persons         | 92                           |
| 5E         | 32          | YOUNGER HOUSEHOLDS IN MULTI-ETHNIC URBAN AREAS                   | 2.01         | 102                   | 0-19 yrs            | 20-54 yrs          | 84         | Singles, Couples & Families                               | 1-6+ persons        | 39                           |
| 5F         | 33          | AVERAGE INCOME MIXED AGE DETACHED NEIGHBOURHOODS                 | 2.83         | 103                   | 0-19 yrs            | 25-74 yrs          | 98         | Singles, Couples & Families                               | 1-4 persons         | 85                           |
| <b>6</b>   |             | <b>LESS AFFLUENT OLDER SINGLES, COUPLES &amp; SINGLE PARENTS</b> | <b>7.07</b>  | <b>76</b>             | <b>Few Children</b> | <b>45-85+ yrs</b>  | <b>175</b> | <b>Singles, Couples &amp; Single Parents</b>              | <b>Mixed Sizes</b>  | <b>100</b>                   |
| 6A         | 35          | OLDER SINGLES & COUPLES IN MIXED TENURE HOUSING                  | 1.32         | 73                    | Few Children        | 45-85+ yrs         | 244        | Older Singles & Couples                                   | 1-3 persons         | 81                           |
| 6B         | 41          | YOUNG & OLD MULTI-ETHNIC HOUSEHOLDS IN MIXED TENURE APARTMENTS   | 1.77         | 64                    | Few Children        | 20-34 / 65-85+ yrs | 113        | Singles, Couples & Single Parents                         | 1-4 persons         | 81                           |
| 6C         | 45          | LESS AFFLUENT OLDER SINGLES, COUPLES & SINGLE PARENTS            | 1.68         | 88                    | 0-19 yrs            | 45-85+ yrs         | 146        | Older Singles, Couples & Single Parents                   | 1-2 persons         | 152                          |
| 6D         | 45          | OLDER SINGLES & COUPLES IN RURAL COMMUNITIES                     | 2.30         | 77                    | Few Children        | 45-85+ yrs         | 198        | Older Singles & Couples                                   | 1-2 persons         | 87                           |
| <b>7</b>   |             | <b>LESS AFFLUENT MIXED FAMILY NEIGHBOURHOODS</b>                 | <b>14.51</b> | <b>101</b>            | <b>0-19 yrs</b>     | <b>Mixed Ages</b>  | <b>106</b> | <b>Singles, Couples &amp; Families</b>                    | <b>1-4 persons</b>  | <b>123</b>                   |
| 7A         | 43          | LESS AFFLUENT HOUSEHOLDS OF MIXED AGES                           | 1.44         | 102                   | 0-19 yrs            | 25-74 yrs          | 99         | Singles, Couples & Families                               | 1-4 persons         | 137                          |
| 7B         | 44          | OLDER RURAL OWNER OCCUPIERS OF LIMITED AFFLUENCE                 | 1.86         | 103                   | 0-19 yrs            | 35-84 yrs          | 107        | Singles, Couples & Families                               | 1-4 persons         | 134                          |
| 7C         | 44          | MIXED RURAL HOUSEHOLDS OF LOWER AFFLUENCE                        | 0.86         | 101                   | 0-19 yrs            | 35-74 yrs          | 97         | Singles, Couples & Families                               | 1-4 / 6+ persons    | 131                          |
| 7D         | 43          | OLDER HOMEOWNERS IN LESS AFFLUENT AREAS                          | 2.48         | 105                   | 0-19 yrs            | 25-74 yrs          | 99         | Singles, Couples & Families                               | 1-4 persons         | 154                          |
| 7E         | 44          | LESS AFFLUENT FARMERS IN RURAL EXTREMES                          | 1.43         | 108                   | 0-19 yrs            | 35-74 yrs          | 88         | Singles, Couples & Families                               | 1-6+ persons        | 90                           |
| 7F         | 44          | OLDER HOUSEHOLDS IN DETACHED HOUSING                             | 3.53         | 100                   | 0-19 yrs            | 35-84 yrs          | 112        | Singles, Couples & Families                               | 1-4 persons         | 118                          |
| 7G         | 44          | OLDER RURAL FAMILIES & INDIGENOUS RESIDENTS                      | 1.32         | 104                   | 0-19 yrs            | 35-74 yrs          | 102        | Singles, Couples & Families                               | 1-4 persons         | 175                          |
| 7H         | 45          | URBAN MIXED AGE MULTI-ETHNIC COMMUNITIES                         | 1.59         | 81                    | 0-19 yrs            | 25-85+ yrs         | 140        | Singles, Couples & Families                               | 1-3 / 5 persons     | 42                           |
| <b>8</b>   |             | <b>LOW INCOME RURAL &amp; SUBURBAN NEIGHBOURHOODS</b>            | <b>11.91</b> | <b>106</b>            | <b>0-19 yrs</b>     | <b>25-64 yrs</b>   | <b>96</b>  | <b>Singles, Couples, Families &amp; Single Parents</b>    | <b>1-4 persons</b>  | <b>131</b>                   |
| 8A         | 53          | MIXED AGE NEIGHBOURHOODS ON LIMITED MEANS                        | 2.83         | 105                   | 0-19 yrs            | 25-74 yrs          | 99         | Singles, Couples, Families & Single Parents               | 1-4 persons         | 144                          |
| 8B         | 53          | LOW INCOME SINGLES, COUPLES, FAMILIES & SINGLE PARENTS           | 2.90         | 110                   | 0-19 yrs            | 25-64 yrs          | 81         | Singles, Couples, Families & Single Parents               | 1-4 persons         | 122                          |
| 8C         | 53          | RURAL LOW INCOME NEIGHBOURHOODS                                  | 2.03         | 104                   | 0-19 yrs            | 25-64 yrs          | 106        | Singles, Couples, Families & Single Parents               | 1-4 persons         | 159                          |
| 8D         | 53          | LOW INCOME COMMUNITIES IN DETACHED HOMES                         | 4.16         | 104                   | 0-19 yrs            | 25-64 yrs          | 97         | Singles, Couples, Families & Single Parents               | 1-4 persons         | 99                           |
| <b>9</b>   |             | <b>DIVERSE LOW INCOME URBAN COMMUNITIES</b>                      | <b>4.60</b>  | <b>102</b>            | <b>0-19 yrs</b>     | <b>20-54 yrs</b>   | <b>117</b> | <b>Mixed</b>  | <b>1-6+ persons</b> | <b>44</b>                    |
| 9A         | 55          | OLD MULTI-ETHNIC COMMUNITIES WITH YOUNGER RESIDENT TRANSITION    | 1.42         | 67                    | Few Children        | 20-34 / 65-85+ yrs | 212        | Singles, Couples & Groups                                 | 1-6+ persons        | 50                           |
| 9B         | 52          | DEPRIVED URBAN HOUSEHOLDS OF MIXED ETHNICITIES                   | 1.46         | 111                   | 0-19 yrs            | 20-54 yrs          | 89         | Singles, Couples & Families                               | 1-6+ persons        | 42                           |
| 9C         | 52          | ETHNICALLY DIVERSE URBAN HOUSEHOLDS ON VERY LOW INCOMES          | 1.21         | 108                   | 0-19 yrs            | 20-54 yrs          | 81         | Singles, Couples, Families & Single Parents               | 1-6+ persons        | 49                           |
| 9D         | 52          | YOUNG MIXED HOUSEHOLDS IN DEPRIVED URBAN AREAS                   | 0.51         | 122                   | 0-19 yrs            | 20-44 yrs          | 85         | Singles, Couples & Families                               | 1-6+ persons        | 35                           |
| <b>10</b>  |             | <b>VERY LOW INCOME RURAL COMMUNITIES</b>                         | <b>4.67</b>  | <b>128</b>            | <b>0-19 yrs</b>     | <b>Mixed Ages</b>  | <b>82</b>  | <b>Mixed</b>  | <b>Mixed Sizes</b>  | <b>1712</b>                  |
| 10A        | 54          | MIXED OLDER HOUSEHOLDS IN LOW INCOME RURAL AREAS                 | 2.84         | 99                    | 0-19 yrs            | 45-85+ yrs         | 134        | Older Singles, Couples & Families                         | 1-3 persons         | 221                          |
| 10B        | 52          | MIXED HOUSEHOLDS IN HIGH UNEMPLOYMENT AREAS                      | 1.60         | 127                   | 0-14 yrs            | 20-54 yrs          | 84         | Singles, Couples, Families & Single Parents               | 1-3 / 6+ persons    | 459                          |
| 10C        | 52          | YOUNG RURAL INDIGENOUS FAMILIES                                  | 0.22         | 158                   | 0-19 yrs            | 20-44 yrs          | 28         | Singles, Couples, Large Families, Single Parents & Groups | 1-6+ persons        | 4455                         |
| XX         |             | NON RESIDENTIAL AREAS  | 0.06         |                       |                     |                    |            |   |                     |                              |

| CAMEO CODE | CAMEO INT'L | CAMEO AUSTRALIA TYPE   | ETHNIC ORIGIN  | URBANITY INDEX* | HOUSING TYPE  |
|------------|-------------|--|--|-----------------|---|
| <b>1</b>   |             | <b>AFFLUENT URBAN PROFESSIONALS</b>                              | <b>Mixed Origins</b>   | <b>134</b>      | <b>Detached / Semi-Detached / Flats / Other Housing</b> |
| 1A         | 14          | SUCCESSFUL OLDER HOUSEHOLDS IN EXPENSIVE DETACHED HOMES          | Australian / African / Asian / European / North American   | 140             | Detached  |
| 1B         | 11          | PRE-FAMILY COSMOPOLITAN URBAN EXECUTIVES                         | Australian / African / East Asian / European / North American / Other Oceania / South East Asian / Other               | 158             | Semi-Detached / Flats / Other Housing                   |
| 1C         | 14          | PROSPEROUS EXECUTIVES IN MIXED DWELLINGS                         | Australian / African / North American / Other  | 107             | Detached / Flats  |
| 1D         | 13          | WEALTHY HOUSEHOLDS IN DETACHED HOMES                             | Australian / African / East Asian / European / North American / South Asian  | 116             | Detached  |
| 1E         | 13          | PROSPEROUS URBAN DWELLERS  | Australian / European / North American   | 149             | Detached / Semi-Detached / Other Housing                |
| <b>2</b>   |             | <b>WEALTHY FAMILY NEIGHBOURHOODS</b>                             | <b>Mixed Origins</b>   | <b>87</b>       | <b>Detached</b>   |
| 2A         | 12          | WEALTHY RURAL HOUSEHOLDS WITH MANY INDIGENOUS RESIDENTS          | Australian / North American / Other Oceania  | 51              | Detached / Other Housing                                |
| 2B         | 14          | OLDER COMFORTABLE DETACHED HOUSEHOLDS                            | Australian / African   | 106             | Detached  |
| 2C         | 13          | WEALTHY SINGLES, COUPLES & FAMILIES                              | Australian   | 105             | Detached  |
| 2D         | 14          | RURAL COUPLES & LARGE FAMILIES WITH OLDER CHILDREN               | Australian / European  | 46              | Detached / Other Housing                                |
| 2E         | 13          | HIGH INCOME MIXED ORIGIN DETACHED HOMES                          | Australian / African / European / Middle Eastern / South East Asian / South Asian                                      | 110             | Detached  |
| 2F         | 23          | COMFORTABLE MIXED AGE DETACHED HOUSEHOLDS                        | Australian / European  | 101             | Detached  |
| <b>3</b>   |             | <b>HIGH INCOME URBANITES &amp; STUDENTS</b>                      | <b>Mixed Origins</b>   | <b>145</b>      | <b>Detached / Semi-Detached / Flats / Other Housing</b> |
| 3A         | 11          | WEALTHY PRE-FAMILY URBAN HOUSEHOLDS                              | Australian / East Asian / European / North American / South East Asian / South Asian / Other                           | 159             | Detached / Semi-Detached / Flats / Other Housing        |
| 3B         | 11          | YOUNG GROUPS IN URBAN STUDENT AREAS                              | Australian / East Asian / North American / Other Oceania / South East Asian / South Asian / Other                      | 134             | Detached / Semi-Detached / Flats / Other Housing        |
| 3C         | 21          | COMFORTABLE MIXED TENURE HOUSEHOLDS WITH YOUNGER CHILDREN        | Australian / African / European / North American / Other Oceania / Other   | 125             | Semi-Detached / Other Housing                           |
| 3D         | 22          | YOUNGER DIVERSE URBAN AREAS                                      | Australian / African / East Asian / Middle Eastern / South East Asian / South Asian / Other                            | 160             | Detached / Semi-Detached / Flats                        |
| <b>4</b>   |             | <b>COMFORTABLE MIXED SUBURBAN AREAS</b>                          | <b>Australian / European</b>   | <b>102</b>      | <b>Detached</b>   |
| 4A         | 22          | YOUNGER PEOPLE LIVING IN DETACHED HOMES                          | Australian / European  | 107             | Detached  |
| 4B         | 23          | COMFORTABLE HOUSEHOLDS OF AUSTRALIAN ORIGIN                      | Australian   | 101             | Detached / Other Housing                                |
| 4C         | 24          | MIXED AGES IN DETACHED NEIGHBOURHOODS                            | Australian / European  | 104             | Detached  |
| 4D         | 23          | COMFORTABLE SINGLES, COUPLES & FAMILIES                          | Australian / European  | 97              | Detached / Other Housing                                |
| 4E         | 23          | SINGLES, COUPLES & FAMILIES IN DETACHED HOMES                    | Australian   | 102             | Detached  |
| 4F         | 33          | COMFORTABLE MIXED AGE NEIGHBOURHOODS                             | Australian / European  | 100             | Detached  |
| 4G         | 33          | MIXED AGE SINGLES, COUPLES & FAMILIES IN DETACHED HOMES          | Australian / European  | 102             | Detached  |
| <b>5</b>   |             | <b>MIXED AREAS OF MODEST DETACHED HOMES</b>                      | <b>Australian / Mixed Origins</b>  | <b>98</b>       | <b>Detached</b>   |
| 5A         | 32          | YOUNGER RURAL FAMILY NEIGHBOURHOODS                              | Australian / African / South East Asian / South Asian  | 49              | Detached  |
| 5B         | 33          | MIXED AGES IN MODEST HOUSING                                     | Australian   | 96              | Detached  |
| 5C         | 34          | OLDER & RETIRED SUBURBAN COMMUNITIES                             | Australian   | 106             | Detached  |
| 5D         | 33          | MIXED AGE SUBURBAN HOUSEHOLDS OF AUSTRALIAN ORIGIN               | Australian   | 101             | Detached  |
| 5E         | 32          | YOUNGER HOUSEHOLDS IN MULTI-ETHNIC URBAN AREAS                   | Australian / African / Asian / South East Asian / South Asian / Other  | 131             | Detached / Semi-Detached                                |
| 5F         | 33          | AVERAGE INCOME MIXED AGE DETACHED NEIGHBOURHOODS                 | Australian   | 107             | Detached  |
| <b>6</b>   |             | <b>LESS AFFLUENT OLDER SINGLES, COUPLES &amp; SINGLE PARENTS</b> | <b>Australian / European / Mixed Origins</b>   | <b>98</b>       | <b>Detached / Semi-Detached / Flats / Other Housing</b> |
| 6A         | 35          | OLDER SINGLES & COUPLES IN MIXED TENURE HOUSING                  | Australian / European  | 117             | Detached / Semi-Detached / Flats / Other Housing        |
| 6B         | 41          | YOUNG & OLD MULTI-ETHNIC HOUSEHOLDS IN MIXED TENURE APARTMENTS   | Australian / African / East Asian / European / North American / Other Oceania / South East Asian / South Asian / Other | 133             | Flats / Other Housing                                   |
| 6C         | 45          | LESS AFFLUENT OLDER SINGLES, COUPLES & SINGLE PARENTS            | Australian / European  | 117             | Detached / Semi-Detached / Flats / Other Housing        |
| 6D         | 45          | OLDER SINGLES & COUPLES IN RURAL COMMUNITIES                     | Australian / European  | 25              | Detached / Other Housing                                |
| <b>7</b>   |             | <b>LESS AFFLUENT MIXED FAMILY NEIGHBOURHOODS</b>                 | <b>Australian / Mixed Origins</b>  | <b>71</b>       | <b>Detached / Other Housing</b>                         |
| 7A         | 43          | LESS AFFLUENT HOUSEHOLDS OF MIXED AGES                           | Australian   | 89              | Detached / Other Housing                                |
| 7B         | 44          | OLDER RURAL OWNER OCCUPIERS OF LIMITED AFFLUENCE                 | Australian / North American  | 60              | Detached / Other Housing                                |
| 7C         | 44          | MIXED RURAL HOUSEHOLDS OF LOWER AFFLUENCE                        | Australian   | 9               | Detached / Other Housing                                |
| 7D         | 43          | OLDER HOMEOWNERS IN LESS AFFLUENT AREAS                          | Australian   | 83              | Detached / Other Housing                                |
| 7E         | 44          | LESS AFFLUENT FARMERS IN RURAL EXTREMES                          | Australian   | 1               | Detached / Other Housing                                |
| 7F         | 44          | OLDER HOUSEHOLDS IN DETACHED HOUSING                             | Australian   | 102             | Detached  |
| 7G         | 44          | OLDER RURAL FAMILIES & INDIGENOUS RESIDENTS                      | Australian   | 77              | Detached / Other Housing                                |
| 7H         | 45          | URBAN MIXED AGE MULTI-ETHNIC COMMUNITIES                         | Australian / East Asian / European / Middle Eastern / South East Asian / South Asian / Other                           | 149             | Detached / Other Housing                                |
| <b>8</b>   |             | <b>LOW INCOME RURAL &amp; SUBURBAN NEIGHBOURHOODS</b>            | <b>Australian / Other Oceania / European</b>   | <b>86</b>       | <b>Detached / Other Housing</b>                         |
| 8A         | 53          | MIXED AGE NEIGHBOURHOODS ON LIMITED MEANS                        | Australian   | 88              | Detached  |
| 8B         | 53          | LOW INCOME SINGLES, COUPLES, FAMILIES & SINGLE PARENTS           | Australian / Other Oceania   | 88              | Detached / Other Housing                                |
| 8C         | 53          | RURAL LOW INCOME NEIGHBOURHOODS                                  | Australian   | 75              | Detached / Other Housing                                |
| 8D         | 53          | LOW INCOME COMMUNITIES IN DETACHED HOMES                         | Australian / European  | 93              | Detached  |
| <b>9</b>   |             | <b>DIVERSE LOW INCOME URBAN COMMUNITIES</b>                      | <b>Mixed Origins</b>   | <b>136</b>      | <b>Detached / Semi-Detached / Flats</b>                 |
| 9A         | 55          | OLD MULTI-ETHNIC COMMUNITIES WITH YOUNGER RESIDENT TRANSITION    | Australian / East Asian / European / Middle Eastern / South East Asian / South Asian / Other                           | 119             | Detached / Semi-Detached / Flats                        |
| 9B         | 52          | DEPRIVED URBAN HOUSEHOLDS OF MIXED ETHNICITIES                   | Australian / Asian / European / Middle Eastern / Other Oceania / South East Asian / Other                              | 139             | Detached / Semi-Detached / Flats                        |
| 9C         | 52          | ETHNICALLY DIVERSE URBAN HOUSEHOLDS ON VERY LOW INCOMES          | Australian / East Asian / European / Middle Eastern / South East Asian / South Asian / Other                           | 143             | Detached  |
| 9D         | 52          | YOUNG MIXED HOUSEHOLDS IN DEPRIVED URBAN AREAS                   | Australian / Middle Eastern / South East Asian / Other   | 144             | Detached / Semi-Detached / Other Housing                |
| <b>10</b>  |             | <b>VERY LOW INCOME RURAL COMMUNITIES</b>                         | <b>Australian</b>  | <b>56</b>       | <b>Detached / Semi-Detached / Other Housing</b>         |
| 10A        | 54          | MIXED OLDER HOUSEHOLDS IN LOW INCOME RURAL AREAS                 | Australian   | 55              | Detached / Other Housing                                |
| 10B        | 52          | MIXED HOUSEHOLDS IN HIGH UNEMPLOYMENT AREAS                      | Australian   | 107             | Detached / Semi - Detached                              |
| 10C        | 52          | YOUNG RURAL INDIGENOUS FAMILIES                                  | Australian   | 5               | Detached / Other Housing                                |
| XX         |             | NON RESIDENTIAL AREAS  |  |                 |   |

| CAMEO CODE | CAMEO INT'L | CAMEO AUSTRALIA TYPE   | TENURE  | MORTGAGE REPAYMENTS  | WEEKLY RENT          | HOUSEHOLD INCOME     | QUALIFICATIONS       |
|------------|-------------|--|---|----------------------|----------------------|----------------------|----------------------|
| <b>1</b>   |             | <b>AFFLUENT URBAN PROFESSIONALS</b>                              | <b>Owned Outright / Mortgaged</b>   | <b>Very High</b>     | <b>Very High</b>     | <b>Very High</b>     | <b>Very High</b>     |
| 1A         | 14          | SUCCESSFUL OLDER HOUSEHOLDS IN EXPENSIVE DETACHED HOMES          | Owned Outright / Mortgaged  | Very High            | Very High            | Very High            | Very High            |
| 1B         | 11          | PRE-FAMILY COSMOPOLITAN URBAN EXECUTIVES                         | Owned Outright / Mortgaged / Privately Rented                                       | Very High            | Very High            | Very High            | Very High            |
| 1C         | 14          | PROSPEROUS EXECUTIVES IN MIXED DWELLINGS                         | Owned Outright / Mortgaged  | Very High            | Very High            | Very High            | High                 |
| 1D         | 13          | WEALTHY HOUSEHOLDS IN DETACHED HOMES                             | Owned Outright / Mortgaged  | Very High            | Very High            | Very High            | High                 |
| 1E         | 13          | PROSPEROUS URBAN DWELLERS  | Owned Outright / Mortgaged  | Very High            | High                 | Very High            | Very High            |
| <b>2</b>   |             | <b>WEALTHY FAMILY NEIGHBOURHOODS</b>                             | <b>Owned Outright / Mortgaged</b>   | <b>Above Average</b> | <b>Above Average</b> | <b>High</b>          | <b>Above Average</b> |
| 2A         | 12          | WEALTHY RURAL HOUSEHOLDS WITH MANY INDIGENOUS RESIDENTS          | Owned Outright / Mortgaged / State Rented / Co-operative / Other                    | Below Average        | Very Low             | Very High            | Very Low             |
| 2B         | 14          | OLDER COMFORTABLE DETACHED HOUSEHOLDS                            | Owned Outright / Mortgaged  | Above Average        | Above Average        | High                 | Above Average        |
| 2C         | 13          | WEALTHY SINGLES, COUPLES & FAMILIES                              | Owned Outright / Mortgaged  | High                 | Above Average        | High                 | Above Average        |
| 2D         | 14          | RURAL COUPLES & LARGE FAMILIES WITH OLDER CHILDREN               | Owned Outright / Mortgaged  | High                 | Average              | High                 | Below Average        |
| 2E         | 13          | HIGH INCOME MIXED ORIGIN DETACHED HOMES                          | Owned Outright / Mortgaged  | Above Average        | High                 | High                 | Above Average        |
| 2F         | 23          | COMFORTABLE MIXED AGE DETACHED HOUSEHOLDS                        | Owned Outright / Mortgaged  | Above Average        | Above Average        | High                 | Above Average        |
| <b>3</b>   |             | <b>HIGH INCOME URBANITES &amp; STUDENTS</b>                      | <b>Mixed Tenure</b>   | <b>High</b>          | <b>Above Average</b> | <b>High</b>          | <b>High</b>          |
| 3A         | 11          | WEALTHY PRE-FAMILY URBAN HOUSEHOLDS                              | Owned Outright / Mortgaged / Privately Rented                                       | High                 | High                 | High                 | Very High            |
| 3B         | 11          | YOUNG GROUPS IN URBAN STUDENT AREAS                              | Owned Outright / Mortgaged / Privately Rented / Co-operative / Other                | High                 | High                 | High                 | High                 |
| 3C         | 21          | COMFORTABLE MIXED TENURE HOUSEHOLDS WITH YOUNGER CHILDREN        | Owned Outright / Mortgaged / Privately Rented / State Rented / Co-operative         | Above Average        | Above Average        | High                 | Above Average        |
| 3D         | 22          | YOUNGER DIVERSE URBAN AREAS                                      | Owned Outright / Mortgaged / Privately Rented                                       | High                 | Above Average        | Above Average        | High                 |
| <b>4</b>   |             | <b>COMFORTABLE MIXED SUBURBAN AREAS</b>                          | <b>Owned Outright / Mortgaged</b>   | <b>Above Average</b> | <b>Average</b>       | <b>Above Average</b> | <b>Average</b>       |
| 4A         | 22          | YOUNGER PEOPLE LIVING IN DETACHED HOMES                          | Owned Outright / Mortgaged  | Above Average        | Above Average        | Above Average        | Average              |
| 4B         | 23          | COMFORTABLE HOUSEHOLDS OF AUSTRALIAN ORIGIN                      | Owned Outright / Mortgaged  | Below Average        | Below Average        | Above Average        | Average              |
| 4C         | 24          | MIXED AGES IN DETACHED NEIGHBOURHOODS                            | Owned Outright / Mortgaged  | High                 | Average              | Above Average        | Above Average        |
| 4D         | 23          | COMFORTABLE SINGLES, COUPLES & FAMILIES                          | Owned Outright / Mortgaged  | Above Average        | Above Average        | Above Average        | Average              |
| 4E         | 23          | SINGLES, COUPLES & FAMILIES IN DETACHED HOMES                    | Owned Outright / Mortgaged  | Above Average        | Average              | Above Average        | Average              |
| 4F         | 33          | COMFORTABLE MIXED AGE NEIGHBOURHOODS                             | Owned Outright / Mortgaged  | Above Average        | Above Average        | Above Average        | Average              |
| 4G         | 33          | MIXED AGE SINGLES, COUPLES & FAMILIES IN DETACHED HOMES          | Owned Outright / Mortgaged  | Above Average        | Average              | Average              | Below Average        |
| <b>5</b>   |             | <b>MIXED AREAS OF MODEST DETACHED HOMES</b>                      | <b>Owned Outright / Mortgaged</b>   | <b>Average</b>       | <b>Average</b>       | <b>Average</b>       | <b>Average</b>       |
| 5A         | 32          | YOUNGER RURAL FAMILY NEIGHBOURHOODS                              | Owned Outright / Mortgaged / Other  | High                 | Above Average        | Average              | Below Average        |
| 5B         | 33          | MIXED AGES IN MODEST HOUSING                                     | Owned Outright / Mortgaged  | Average              | Below Average        | Average              | Below Average        |
| 5C         | 34          | OLDER & RETIRED SUBURBAN COMMUNITIES                             | Owned Outright / Mortgaged  | Below Average        | Below Average        | Average              | Average              |
| 5D         | 33          | MIXED AGE SUBURBAN HOUSEHOLDS OF AUSTRALIAN ORIGIN               | Owned Outright / Mortgaged  | Below Average        | Below Average        | Average              | Below Average        |
| 5E         | 32          | YOUNGER HOUSEHOLDS IN MULTI-ETHNIC URBAN AREAS                   | Owned Outright / Mortgaged  | Above Average        | Average              | Average              | Above Average        |
| 5F         | 33          | AVERAGE INCOME MIXED AGE DETACHED NEIGHBOURHOODS                 | Owned Outright / Mortgaged  | Average              | Average              | Average              | Average              |
| <b>6</b>   |             | <b>LESS AFFLUENT OLDER SINGLES, COUPLES &amp; SINGLE PARENTS</b> | <b>Mixed Tenure</b>   | <b>Low</b>           | <b>Below Average</b> | <b>Low</b>           | <b>Below Average</b> |
| 6A         | 35          | OLDER SINGLES & COUPLES IN MIXED TENURE HOUSING                  | Owned Outright / Mortgaged / Privately Rented / State Rented / Co-operative / Other | Low                  | Low                  | Below Average        | Below Average        |
| 6B         | 41          | YOUNG & OLD MULTI-ETHNIC HOUSEHOLDS IN MIXED TENURE APARTMENTS   | Owned Outright / Mortgaged / Privately Rented / State Rented / Co-operative         | Above Average        | Average              | Below Average        | Average              |
| 6C         | 45          | LESS AFFLUENT OLDER SINGLES, COUPLES & SINGLE PARENTS            | Owned Outright / Mortgaged / State Rented / Co-operative / Other                    | Low                  | Low                  | Low                  | Low                  |
| 6D         | 45          | OLDER SINGLES & COUPLES IN RURAL COMMUNITIES                     | Owned Outright / Mortgaged / Other  | Low                  | Below Average        | Low                  | Low                  |
| <b>7</b>   |             | <b>LESS AFFLUENT MIXED FAMILY NEIGHBOURHOODS</b>                 | <b>Mixed Tenure</b>   | <b>Below Average</b> | <b>Below Average</b> | <b>Below Average</b> | <b>Below Average</b> |
| 7A         | 43          | LESS AFFLUENT HOUSEHOLDS OF MIXED AGES                           | Owned Outright / Mortgaged  | Below Average        | Below Average        | Below Average        | Below Average        |
| 7B         | 44          | OLDER RURAL OWNER OCCUPIERS OF LIMITED AFFLUENCE                 | Owned Outright / Mortgaged  | Below Average        | Below Average        | Below Average        | Below Average        |
| 7C         | 44          | MIXED RURAL HOUSEHOLDS OF LOWER AFFLUENCE                        | Owned Outright / Mortgaged / Other  | Low                  | Very Low             | Below Average        | Low                  |
| 7D         | 43          | OLDER HOMEOWNERS IN LESS AFFLUENT AREAS                          | Owned Outright / Mortgaged  | Below Average        | Below Average        | Below Average        | Below Average        |
| 7E         | 44          | LESS AFFLUENT FARMERS IN RURAL EXTREMES                          | Owned Outright / Mortgaged / Privately Rented / Other                               | Very Low             | Very Low             | Below Average        | Low                  |
| 7F         | 44          | OLDER HOUSEHOLDS IN DETACHED HOUSING                             | Owned Outright / Mortgaged  | Below Average        | Below Average        | Below Average        | Below Average        |
| 7G         | 44          | OLDER RURAL FAMILIES & INDIGENOUS RESIDENTS                      | Owned Outright / Mortgaged / State Rented / Other                                   | Low                  | Low                  | Low                  | Low                  |
| 7H         | 45          | URBAN MIXED AGE MULTI-ETHNIC COMMUNITIES                         | Owned Outright / Mortgaged  | Average              | Below Average        | Low                  | Average              |
| <b>8</b>   |             | <b>LOW INCOME RURAL &amp; SUBURBAN NEIGHBOURHOODS</b>            | <b>Mixed Tenure</b>   | <b>Below Average</b> | <b>Below Average</b> | <b>Low</b>           | <b>Low</b>           |
| 8A         | 53          | MIXED AGE NEIGHBOURHOODS ON LIMITED MEANS                        | Owned Outright / Mortgaged  | Low                  | Below Average        | Low                  | Low                  |
| 8B         | 53          | LOW INCOME SINGLES, COUPLES, FAMILIES & SINGLE PARENTS           | Owned Outright / Mortgaged / Privately Rented                                       | Above Average        | Average              | Low                  | Low                  |
| 8C         | 53          | RURAL LOW INCOME NEIGHBOURHOODS                                  | Owned Outright / Mortgaged / State Rented   | Low                  | Low                  | Low                  | Low                  |
| 8D         | 53          | LOW INCOME COMMUNITIES IN DETACHED HOMES                         | Owned Outright / Mortgaged  | Below Average        | Below Average        | Low                  | Low                  |
| <b>9</b>   |             | <b>DIVERSE LOW INCOME URBAN COMMUNITIES</b>                      | <b>Mixed Tenure</b>   | <b>Above Average</b> | <b>Below Average</b> | <b>Very Low</b>      | <b>Low</b>           |
| 9A         | 55          | OLD MULTI-ETHNIC COMMUNITIES WITH YOUNGER RESIDENT TRANSITION    | Owned Outright / Mortgaged / Privately Rented / Co-operative / Other                | Above Average        | Below Average        | Low                  | Above Average        |
| 9B         | 52          | DEPRIVED URBAN HOUSEHOLDS OF MIXED ETHNICITIES                   | Owned Outright / Mortgaged / Privately Rented / State Rented                        | High                 | Average              | Very Low             | Low                  |
| 9C         | 52          | ETHNICALLY DIVERSE URBAN HOUSEHOLDS ON VERY LOW INCOMES          | Owned Outright / Mortgaged / State Rented   | Average              | Low                  | Very Low             | Low                  |
| 9D         | 52          | YOUNG MIXED HOUSEHOLDS IN DEPRIVED URBAN AREAS                   | Owned Outright / Mortgaged / State Rented   | High                 | Below Average        | Very Low             | Very Low             |
| <b>10</b>  |             | <b>VERY LOW INCOME RURAL COMMUNITIES</b>                         | <b>Mixed Tenure</b>   | <b>Low</b>           | <b>Low</b>           | <b>Very Low</b>      | <b>Very Low</b>      |
| 10A        | 54          | MIXED OLDER HOUSEHOLDS IN LOW INCOME RURAL AREAS                 | Owned Outright / Mortgaged / Co-operative / Other                                   | Low                  | Low                  | Very Low             | Very Low             |
| 10B        | 52          | MIXED HOUSEHOLDS IN HIGH UNEMPLOYMENT AREAS                      | Owned Outright / Mortgaged / State Rented / Co-operative                            | Low                  | Low                  | Very Low             | Very Low             |
| 10C        | 52          | YOUNG RURAL INDIGENOUS FAMILIES                                  | State Rented / Co-operative / Other   | Very Low             | Very Low             | Very Low             | Very Low             |
| XX         |             | NON RESIDENTIAL AREAS  |   |                      |                      |                      |                      |

| CAMEO CODE | CAMEO INT'L | CAMEO AUSTRALIA TYPE   | STUDENT INDEX* | EMPLOYMENT TYPE  | VOLUNTARY WORKER INDEX* | PART TIME WORKER INDEX* |
|------------|-------------|--|----------------|--|-------------------------|-------------------------|
| <b>1</b>   |             | <b>AFFLUENT URBAN PROFESSIONALS</b>                              | <b>144</b>     | <b>Managerial / Professional / White Collar</b>  | <b>120</b>              | <b>110</b>              |
| 1A         | 14          | SUCCESSFUL OLDER HOUSEHOLDS IN EXPENSIVE DETACHED HOMES          | 134            | Managerial / Professional / White Collar   | 130                     | 117                     |
| 1B         | 11          | PRE-FAMILY COSMOPOLITAN URBAN EXECUTIVES                         | 196            | Managerial / Professional / White Collar   | 91                      | 85                      |
| 1C         | 14          | PROSPEROUS EXECUTIVES IN MIXED DWELLINGS                         | 118            | Managerial / Professional / White Collar   | 131                     | 111                     |
| 1D         | 13          | WEALTHY HOUSEHOLDS IN DETACHED HOMES                             | 119            | Managerial / Professional / White Collar / Sales   | 115                     | 120                     |
| 1E         | 13          | PROSPEROUS URBAN DWELLERS  | 156            | Managerial / Professional / White Collar   | 132                     | 115                     |
| <b>2</b>   |             | <b>WEALTHY FAMILY NEIGHBOURHOODS</b>                             | <b>89</b>      | <b>Managerial / Professional / White Collar / Blue Collar / Sales</b>  | <b>105</b>              | <b>106</b>              |
| 2A         | 12          | WEALTHY RURAL HOUSEHOLDS WITH MANY INDIGENOUS RESIDENTS          | 40             | Professional / White Collar / Blue Collar / Skilled / Semi & Unskilled   | 115                     | 87                      |
| 2B         | 14          | OLDER COMFORTABLE DETACHED HOUSEHOLDS                            | 104            | Managerial / Professional / White Collar / Blue Collar / Sales   | 116                     | 113                     |
| 2C         | 13          | WEALTHY SINGLES, COUPLES & FAMILIES                              | 107            | Managerial / Professional / White Collar / Blue Collar / Sales   | 100                     | 106                     |
| 2D         | 14          | RURAL COUPLES & LARGE FAMILIES WITH OLDER CHILDREN               | 78             | Managerial / Professional / White Collar / Blue Collar / Sales   | 108                     | 120                     |
| 2E         | 13          | HIGH INCOME MIXED ORIGIN DETACHED HOMES                          | 106            | Managerial / Professional / White Collar / Blue Collar / Sales   | 92                      | 100                     |
| 2F         | 23          | COMFORTABLE MIXED AGE DETACHED HOUSEHOLDS                        | 97             | Managerial / Professional / White Collar / Blue Collar / Sales   | 101                     | 107                     |
| <b>3</b>   |             | <b>HIGH INCOME URBANITES &amp; STUDENTS</b>                      | <b>236</b>     | <b>Managerial / Professional / White Collar / Blue Collar / Community &amp; Service</b>                                  | <b>90</b>               | <b>97</b>               |
| 3A         | 11          | WEALTHY PRE-FAMILY URBAN HOUSEHOLDS                              | 317            | Managerial / Professional / White Collar / Community & Service   | 108                     | 111                     |
| 3B         | 11          | YOUNG GROUPS IN URBAN STUDENT AREAS                              | 313            | Managerial / Professional / White Collar / Community & Service   | 86                      | 91                      |
| 3C         | 21          | COMFORTABLE MIXED TENURE HOUSEHOLDS WITH YOUNGER CHILDREN        | 131            | Managerial / Professional / White Collar / Blue Collar   | 86                      | 93                      |
| 3D         | 22          | YOUNGER DIVERSE URBAN AREAS                                      | 182            | Managerial / Professional / White Collar / Blue Collar / Sales   | 82                      | 93                      |
| <b>4</b>   |             | <b>COMFORTABLE MIXED SUBURBAN AREAS</b>                          | <b>96</b>      | <b>Managerial / Professional / White Collar / Blue Collar / Sales / Semi &amp; Unskilled</b>                             | <b>99</b>               | <b>103</b>              |
| 4A         | 22          | YOUNGER PEOPLE LIVING IN DETACHED HOMES                          | 100            | Managerial / Professional / White Collar / Blue Collar / Sales   | 94                      | 104                     |
| 4B         | 23          | COMFORTABLE HOUSEHOLDS OF AUSTRALIAN ORIGIN                      | 99             | Managerial / Professional / White Collar / Blue Collar / Semi & Unskilled  | 102                     | 101                     |
| 4C         | 24          | MIXED AGES IN DETACHED NEIGHBOURHOODS                            | 100            | Managerial / Professional / White Collar / Blue Collar / Sales   | 98                      | 102                     |
| 4D         | 23          | COMFORTABLE SINGLES, COUPLES & FAMILIES                          | 93             | Managerial / Professional / White Collar / Blue Collar / Semi & Unskilled  | 101                     | 102                     |
| 4E         | 23          | SINGLES, COUPLES & FAMILIES IN DETACHED HOMES                    | 95             | Managerial / Professional / White Collar / Blue Collar / Sales   | 102                     | 106                     |
| 4F         | 33          | COMFORTABLE MIXED AGE NEIGHBOURHOODS                             | 94             | Managerial / Professional / White Collar / Blue Collar / Sales   | 99                      | 104                     |
| 4G         | 33          | MIXED AGE SINGLES, COUPLES & FAMILIES IN DETACHED HOMES          | 91             | Managerial / Professional / White Collar / Blue Collar / Sales / Semi & Unskilled  | 99                      | 103                     |
| <b>5</b>   |             | <b>MIXED AREAS OF MODEST DETACHED HOMES</b>                      | <b>91</b>      | <b>Managerial / Professional / White Collar / Blue Collar / Sales / Semi &amp; Unskilled</b>                             | <b>96</b>               | <b>102</b>              |
| 5A         | 32          | YOUNGER RURAL FAMILY NEIGHBOURHOODS                              | 69             | Managerial / Professional / White Collar / Blue Collar / Sales   | 78                      | 103                     |
| 5B         | 33          | MIXED AGES IN MODEST HOUSING                                     | 87             | Managerial / Professional / White Collar / Semi & Unskilled  | 102                     | 101                     |
| 5C         | 34          | OLDER & RETIRED SUBURBAN COMMUNITIES                             | 92             | Managerial / Professional / White Collar / Blue Collar / Sales / Semi & Unskilled  | 103                     | 101                     |
| 5D         | 33          | MIXED AGE SUBURBAN HOUSEHOLDS OF AUSTRALIAN ORIGIN               | 90             | Managerial / Professional / White Collar / Blue Collar / Sales / Semi & Unskilled  | 102                     | 102                     |
| 5E         | 32          | YOUNGER HOUSEHOLDS IN MULTI-ETHNIC URBAN AREAS                   | 119            | Managerial / Professional / White Collar / Blue Collar   | 85                      | 97                      |
| 5F         | 33          | AVERAGE INCOME MIXED AGE DETACHED NEIGHBOURHOODS                 | 91             | Managerial / Professional / White Collar / Blue Collar / Sales   | 104                     | 105                     |
| <b>6</b>   |             | <b>LESS AFFLUENT OLDER SINGLES, COUPLES &amp; SINGLE PARENTS</b> | <b>85</b>      | <b>Managerial / Professional / White Collar / Blue Collar / Community &amp; Service / Sales / Semi &amp; Unskilled</b>   | <b>96</b>               | <b>86</b>               |
| 6A         | 35          | OLDER SINGLES & COUPLES IN MIXED TENURE HOUSING                  | 98             | Managerial / Professional / White Collar / Blue Collar / Sales / Semi & Unskilled  | 90                      | 79                      |
| 6B         | 41          | YOUNG & OLD MULTI-ETHNIC HOUSEHOLDS IN MIXED TENURE APARTMENTS   | 122            | Managerial / Professional / White Collar / Blue Collar / Community & Service / Sales                                     | 76                      | 87                      |
| 6C         | 45          | LESS AFFLUENT OLDER SINGLES, COUPLES & SINGLE PARENTS            | 77             | Managerial / Professional / White Collar / Blue Collar / Semi & Unskilled  | 99                      | 88                      |
| 6D         | 45          | OLDER SINGLES & COUPLES IN RURAL COMMUNITIES                     | 42             | Managerial / Professional / White Collar / Blue Collar / Community & Service / Sales / Semi & Unskilled                  | 120                     | 89                      |
| <b>7</b>   |             | <b>LESS AFFLUENT MIXED FAMILY NEIGHBOURHOODS</b>                 | <b>63</b>      | <b>Managerial / Professional / White Collar / Blue Collar / Sales / Skilled / Semi &amp; Unskilled</b>                   | <b>119</b>              | <b>99</b>               |
| 7A         | 43          | LESS AFFLUENT HOUSEHOLDS OF MIXED AGES                           | 82             | Managerial / Professional / White Collar / Blue Collar / Semi & Unskilled  | 107                     | 102                     |
| 7B         | 44          | OLDER RURAL OWNER OCCUPIERS OF LIMITED AFFLUENCE                 | 75             | Managerial / Professional / White Collar / Blue Collar / Semi & Unskilled  | 136                     | 108                     |
| 7C         | 44          | MIXED RURAL HOUSEHOLDS OF LOWER AFFLUENCE                        | 40             | Managerial / Professional / White Collar / Blue Collar / Skilled / Semi & Unskilled                                      | 138                     | 103                     |
| 7D         | 43          | OLDER HOMEOWNERS IN LESS AFFLUENT AREAS                          | 75             | Managerial / Professional / White Collar / Blue Collar / Sales / Semi & Unskilled  | 105                     | 100                     |
| 7E         | 44          | LESS AFFLUENT FARMERS IN RURAL EXTREMES                          | 26             | Managerial / Semi & Unskilled  | 190                     | 96                      |
| 7F         | 44          | OLDER HOUSEHOLDS IN DETACHED HOUSING                             | 81             | Managerial / Professional / White Collar / Blue Collar / Sales / Semi & Unskilled  | 101                     | 100                     |
| 7G         | 44          | OLDER RURAL FAMILIES & INDIGENOUS RESIDENTS                      | 67             | Managerial / Professional / White Collar / Blue Collar / Skilled / Semi & Unskilled                                      | 106                     | 97                      |
| 7H         | 45          | URBAN MIXED AGE MULTI-ETHNIC COMMUNITIES                         | 104            | Managerial / Professional / White Collar / Blue Collar / Semi & Unskilled  | 68                      | 84                      |
| <b>8</b>   |             | <b>LOW INCOME RURAL &amp; SUBURBAN NEIGHBOURHOODS</b>            | <b>71</b>      | <b>Managerial / Professional / White Collar / Blue Collar / Community &amp; Service / Sales / Semi &amp; Unskilled</b>   | <b>100</b>              | <b>101</b>              |
| 8A         | 53          | MIXED AGE NEIGHBOURHOODS ON LIMITED MEANS                        | 73             | Managerial / Professional / White Collar / Blue Collar / Sales / Skilled / Semi & Unskilled                              | 102                     | 99                      |
| 8B         | 53          | LOW INCOME SINGLES, COUPLES, FAMILIES & SINGLE PARENTS           | 76             | Managerial / Professional / White Collar / Blue Collar / Community & Service / Sales / Semi & Unskilled                  | 94                      | 105                     |
| 8C         | 53          | RURAL LOW INCOME NEIGHBOURHOODS                                  | 64             | Managerial / Professional / Blue Collar / White Collar / Sales / Skilled / Semi & Unskilled                              | 107                     | 98                      |
| 8D         | 53          | LOW INCOME COMMUNITIES IN DETACHED HOMES                         | 71             | Professional / White Collar / Blue Collar / Community & Service / Sales / Semi & Unskilled                               | 96                      | 103                     |
| <b>9</b>   |             | <b>DIVERSE LOW INCOME URBAN COMMUNITIES</b>                      | <b>85</b>      | <b>Professional / White Collar / Blue Collar / Skilled / Semi &amp; Unskilled</b>  | <b>56</b>               | <b>73</b>               |
| 9A         | 55          | OLD MULTI-ETHNIC COMMUNITIES WITH YOUNGER RESIDENT TRANSITION    | 137            | Managerial / Professional / White Collar / Blue Collar / Sales / Semi & Unskilled  | 80                      | 74                      |
| 9B         | 52          | DEPRIVED URBAN HOUSEHOLDS OF MIXED ETHNICITIES                   | 71             | Professional / White Collar / Blue Collar / Skilled / Semi & Unskilled   | 53                      | 77                      |
| 9C         | 52          | ETHNICALLY DIVERSE URBAN HOUSEHOLDS ON VERY LOW INCOMES          | 78             | Professional / White Collar / Blue Collar / Skilled / Semi & Unskilled   | 50                      | 73                      |
| 9D         | 52          | YOUNG MIXED HOUSEHOLDS IN DEPRIVED URBAN AREAS                   | 56             | Professional / White Collar / Blue Collar / Sales / Skilled / Semi & Unskilled   | 43                      | 69                      |
| <b>10</b>  |             | <b>VERY LOW INCOME RURAL COMMUNITIES</b>                         | <b>29</b>      | <b>Managerial / Professional / White Collar / Blue Collar / Community &amp; Service / Skilled / Semi &amp; Unskilled</b> | <b>93</b>               | <b>104</b>              |
| 10A        | 54          | MIXED OLDER HOUSEHOLDS IN LOW INCOME RURAL AREAS                 | 40             | Managerial / Professional / White Collar / Blue Collar / Skilled / Semi & Unskilled                                      | 134                     | 95                      |
| 10B        | 52          | MIXED HOUSEHOLDS IN HIGH UNEMPLOYMENT AREAS                      | 35             | White Collar / Blue Collar / Community & Service / Sales / Skilled / Semi & Unskilled                                    | 74                      | 79                      |
| 10C        | 52          | YOUNG RURAL INDIGENOUS FAMILIES                                  | 13             | Professional / Community & Service / Semi & Unskilled  | 72                      | 136                     |
| XX         |             | NON RESIDENTIAL AREAS  |                |  |                         |                         |

| CAMEO CODE | CAMEO INT'L | CAMEO AUSTRALIA TYPE   | INDUSTRY SECTOR                                    | UNEMPLOYMENT INDEX* | CAR OWNERSHIP    | MODE OF TRANSPORT TO WORK                                    | INTERNET USAGE       |
|------------|-------------|--|--|---------------------|------------------|--|----------------------|
| <b>1</b>   |             | <b>AFFLUENT URBAN PROFESSIONALS</b>                              | <b>Tertiary / Quaternary</b>                       | <b>66</b>           | <b>1-4+ cars</b> | <b>Public Transport / Private Transport / Work From Home</b> | <b>High</b>          |
| 1A         | 14          | SUCCESSFUL OLDER HOUSEHOLDS IN EXPENSIVE DETACHED HOMES          | Tertiary / Quaternary                              | 55                  | 1-4+ cars        | Private Transport  | Very High            |
| 1B         | 11          | PRE-FAMILY COSMOPOLITAN URBAN EXECUTIVES                         | Tertiary / Quaternary                              | 75                  | 0-2 cars         | Public Transport / Private Transport / Walk / Cycle          | High                 |
| 1C         | 14          | PROSPEROUS EXECUTIVES IN MIXED DWELLINGS                         | Primary / Tertiary / Quaternary                    | 70                  | 1-4+ cars        | Private Transport / Work From Home                           | High                 |
| 1D         | 13          | WEALTHY HOUSEHOLDS IN DETACHED HOMES                             | Tertiary / Quaternary                              | 60                  | 1-4+ cars        | Private Transport / Work From Home                           | Very High            |
| 1E         | 13          | PROSPEROUS URBAN DWELLERS  | Tertiary / Quaternary                              | 69                  | 1-2 cars         | Public Transport / Private Transport / Work From Home        | High                 |
| <b>2</b>   |             | <b>WEALTHY FAMILY NEIGHBOURHOODS</b>                             | <b>Secondary / Tertiary / Quaternary</b>           | <b>81</b>           | <b>1-2 cars</b>  | <b>Private Transport</b>                                     | <b>Above Average</b> |
| 2A         | 12          | WEALTHY RURAL HOUSEHOLDS WITH MANY INDIGENOUS RESIDENTS          | Primary / Tertiary / Quaternary                    | 69                  | 1-4+ cars        | Private Transport / Walk / Cycle                             | Above Average        |
| 2B         | 14          | OLDER COMFORTABLE DETACHED HOUSEHOLDS                            | Tertiary / Quaternary                              | 78                  | 1-2 cars         | Private Transport  | Above Average        |
| 2C         | 13          | WEALTHY SINGLES, COUPLES & FAMILIES                              | Secondary / Tertiary / Quaternary                  | 88                  | 1-2 cars         | Private Transport  | Above Average        |
| 2D         | 14          | RURAL COUPLES & LARGE FAMILIES WITH OLDER CHILDREN               | Secondary / Tertiary / Quaternary                  | 71                  | 2-4+ cars        | Private Transport / Work From Home                           | Very High            |
| 2E         | 13          | HIGH INCOME MIXED ORIGIN DETACHED HOMES                          | Secondary / Tertiary / Quaternary                  | 94                  | 1-2 cars         | Private Transport  | Above Average        |
| 2F         | 23          | COMFORTABLE MIXED AGE DETACHED HOUSEHOLDS                        | Secondary / Tertiary / Quaternary                  | 89                  | 1-2 cars         | Private Transport  | Above Average        |
| <b>3</b>   |             | <b>HIGH INCOME URBANITES &amp; STUDENTS</b>                      | <b>Tertiary / Quaternary</b>                       | <b>118</b>          | <b>0-2 cars</b>  | <b>Public Transport / Private Transport / Walk / Cycle</b>   | <b>Above Average</b> |
| 3A         | 11          | WEALTHY PRE-FAMILY URBAN HOUSEHOLDS                              | Tertiary / Quaternary                              | 105                 | 0-2 cars         | Public Transport / Private Transport / Walk / Cycle          | Above Average        |
| 3B         | 11          | YOUNG GROUPS IN URBAN STUDENT AREAS                              | Tertiary / Quaternary                              | 148                 | 0-1 cars         | Public Transport / Private Transport / Walk / Cycle          | High                 |
| 3C         | 21          | COMFORTABLE MIXED TENURE HOUSEHOLDS WITH YOUNGER CHILDREN        | Tertiary / Quaternary                              | 102                 | 0-2 cars         | Public Transport / Private Transport / Walk / Cycle          | Below Average        |
| 3D         | 22          | YOUNGER DIVERSE URBAN AREAS                                      | Tertiary / Quaternary                              | 116                 | 0-2 cars         | Public Transport / Private Transport                         | High                 |
| <b>4</b>   |             | <b>COMFORTABLE MIXED SUBURBAN AREAS</b>                          | <b>Secondary / Tertiary / Quaternary</b>           | <b>95</b>           | <b>1-2 cars</b>  | <b>Private Transport</b>                                     | <b>Average</b>       |
| 4A         | 22          | YOUNGER PEOPLE LIVING IN DETACHED HOMES                          | Secondary / Tertiary / Quaternary                  | 91                  | 1-2 cars         | Private Transport  | Above Average        |
| 4B         | 23          | COMFORTABLE HOUSEHOLDS OF AUSTRALIAN ORIGIN                      | Secondary / Tertiary / Quaternary                  | 98                  | 1-2 cars         | Private Transport  | Average              |
| 4C         | 24          | MIXED AGES IN DETACHED NEIGHBOURHOODS                            | Secondary / Tertiary / Quaternary                  | 98                  | 1-2 cars         | Private Transport  | Average              |
| 4D         | 23          | COMFORTABLE SINGLES, COUPLES & FAMILIES                          | Secondary / Tertiary / Quaternary                  | 95                  | 1-2 cars         | Private Transport  | Average              |
| 4E         | 23          | SINGLES, COUPLES & FAMILIES IN DETACHED HOMES                    | Secondary / Tertiary / Quaternary                  | 90                  | 1-2 cars         | Private Transport  | Above Average        |
| 4F         | 33          | COMFORTABLE MIXED AGE NEIGHBOURHOODS                             | Secondary / Tertiary / Quaternary                  | 94                  | 1-2 cars         | Private Transport  | Average              |
| 4G         | 33          | MIXED AGE SINGLES, COUPLES & FAMILIES IN DETACHED HOMES          | Secondary / Tertiary / Quaternary                  | 96                  | 1-2 cars         | Private Transport  | Average              |
| <b>5</b>   |             | <b>MIXED AREAS OF MODEST DETACHED HOMES</b>                      | <b>Secondary / Tertiary / Quaternary</b>           | <b>96</b>           | <b>1-2 cars</b>  | <b>Private Transport</b>                                     | <b>Average</b>       |
| 5A         | 32          | YOUNGER RURAL FAMILY NEIGHBOURHOODS                              | Secondary / Tertiary / Quaternary                  | 81                  | 1-3 cars         | Private Transport  | Very High            |
| 5B         | 33          | MIXED AGES IN MODEST HOUSING                                     | Secondary / Tertiary / Quaternary                  | 98                  | 1-2 cars         | Private Transport  | Average              |
| 5C         | 34          | OLDER & RETIRED SUBURBAN COMMUNITIES                             | Secondary / Tertiary / Quaternary                  | 99                  | 1-2 cars         | Private Transport  | Average              |
| 5D         | 33          | MIXED AGE SUBURBAN HOUSEHOLDS OF AUSTRALIAN ORIGIN               | Secondary / Tertiary / Quaternary                  | 97                  | 1-2 cars         | Private Transport  | Average              |
| 5E         | 32          | YOUNGER HOUSEHOLDS IN MULTI-ETHNIC URBAN AREAS                   | Secondary / Tertiary / Quaternary                  | 106                 | 1-2 cars         | Public Transport / Private Transport                         | Above Average        |
| 5F         | 33          | AVERAGE INCOME MIXED AGE DETACHED NEIGHBOURHOODS                 | Secondary / Tertiary / Quaternary                  | 94                  | 1-2 cars         | Private Transport  | Average              |
| <b>6</b>   |             | <b>LESS AFFLUENT OLDER SINGLES, COUPLES &amp; SINGLE PARENTS</b> | <b>Secondary / Tertiary / Quaternary</b>           | <b>107</b>          | <b>1-2 cars</b>  | <b>Private Transport / Walk / Cycle</b>                      | <b>Low</b>           |
| 6A         | 35          | OLDER SINGLES & COUPLES IN MIXED TENURE HOUSING                  | Tertiary / Quaternary                              | 82                  | 0-2 cars         | Private Transport / Walk / Cycle                             | Below Average        |
| 6B         | 41          | YOUNG & OLD MULTI-ETHNIC HOUSEHOLDS IN MIXED TENURE APARTMENTS   | Tertiary / Quaternary                              | 126                 | 0-1 cars         | Public Transport / Private Transport / Walk / Cycle          | Low                  |
| 6C         | 45          | LESS AFFLUENT OLDER SINGLES, COUPLES & SINGLE PARENTS            | Primary / Secondary / Tertiary / Quaternary        | 117                 | 0-2 cars         | Private Transport / Walk / Cycle                             | Very Low             |
| 6D         | 45          | OLDER SINGLES & COUPLES IN RURAL COMMUNITIES                     | Secondary / Tertiary / Quaternary                  | 102                 | 1-2 cars         | Private Transport / Work From Home                           | Low                  |
| <b>7</b>   |             | <b>LESS AFFLUENT MIXED FAMILY NEIGHBOURHOODS</b>                 | <b>Primary / Secondary / Tertiary / Quaternary</b> | <b>98</b>           | <b>1-2 cars</b>  | <b>Private Transport / Walk / Cycle / Work From Home</b>     | <b>Below Average</b> |
| 7A         | 43          | LESS AFFLUENT HOUSEHOLDS OF MIXED AGES                           | Secondary / Tertiary / Quaternary                  | 98                  | 1-2 cars         | Private Transport  | Average              |
| 7B         | 44          | OLDER RURAL OWNER OCCUPIERS OF LIMITED AFFLUENCE                 | Primary / Secondary / Tertiary / Quaternary        | 104                 | 1-2 cars         | Private Transport / Walk / Cycle / Work From Home            | Below Average        |
| 7C         | 44          | MIXED RURAL HOUSEHOLDS OF LOWER AFFLUENCE                        | Primary / Tertiary / Quaternary                    | 96                  | 1-4+ cars        | Private Transport / Walk / Cycle / Work From Home            | Below Average        |
| 7D         | 43          | OLDER HOMEOWNERS IN LESS AFFLUENT AREAS                          | Secondary / Tertiary / Quaternary                  | 104                 | 1-2 cars         | Private Transport  | Below Average        |
| 7E         | 44          | LESS AFFLUENT FARMERS IN RURAL EXTREMES                          | Primary / Quaternary                               | 68                  | 2-4+ cars        | Private Transport / Walk / Cycle / Work From Home            | Below Average        |
| 7F         | 44          | OLDER HOUSEHOLDS IN DETACHED HOUSING                             | Secondary / Tertiary / Quaternary                  | 104                 | 1-2 cars         | Private Transport  | Below Average        |
| 7G         | 44          | OLDER RURAL FAMILIES & INDIGENOUS RESIDENTS                      | Primary / Secondary / Tertiary / Quaternary        | 110                 | 1-2 cars         | Private Transport  | Below Average        |
| 7H         | 45          | URBAN MIXED AGE MULTI-ETHNIC COMMUNITIES                         | Secondary / Tertiary / Quaternary                  | 103                 | 0-2 cars         | Public Transport / Private Transport                         | Low                  |
| <b>8</b>   |             | <b>LOW INCOME RURAL &amp; SUBURBAN NEIGHBOURHOODS</b>            | <b>Secondary / Tertiary / Quaternary</b>           | <b>107</b>          | <b>1-2 cars</b>  | <b>Private Transport</b>                                     | <b>Below Average</b> |
| 8A         | 53          | MIXED AGE NEIGHBOURHOODS ON LIMITED MEANS                        | Secondary / Tertiary / Quaternary                  | 109                 | 1-2 cars         | Private Transport  | Below Average        |
| 8B         | 53          | LOW INCOME SINGLES, COUPLES, FAMILIES & SINGLE PARENTS           | Secondary / Tertiary / Quaternary                  | 102                 | 1-2 cars         | Private Transport  | Above Average        |
| 8C         | 53          | RURAL LOW INCOME NEIGHBOURHOODS                                  | Primary / Secondary / Tertiary / Quaternary        | 112                 | 1-2 cars         | Public Transport / Private Transport / Work From Home        | Below Average        |
| 8D         | 53          | LOW INCOME COMMUNITIES IN DETACHED HOMES                         | Secondary / Tertiary / Quaternary                  | 106                 | 1-2 cars         | Private Transport  | Below Average        |
| <b>9</b>   |             | <b>DIVERSE LOW INCOME URBAN COMMUNITIES</b>                      | <b>Secondary / Tertiary / Quaternary</b>           | <b>146</b>          | <b>0-2 cars</b>  | <b>Public Transport / Private Transport</b>                  | <b>Low</b>           |
| 9A         | 55          | OLD MULTI-ETHNIC COMMUNITIES WITH YOUNGER RESIDENT TRANSITION    | Tertiary / Quaternary                              | 118                 | 0-1 cars         | Public Transport / Private Transport / Walk / Cycle          | Low                  |
| 9B         | 52          | DEPRIVED URBAN HOUSEHOLDS OF MIXED ETHNICITIES                   | Secondary / Tertiary / Quaternary                  | 141                 | 0-2 cars         | Public Transport / Private Transport                         | Below Average        |
| 9C         | 52          | ETHNICALLY DIVERSE URBAN HOUSEHOLDS ON VERY LOW INCOMES          | Secondary / Tertiary / Quaternary                  | 163                 | 0-2 cars         | Public Transport / Private Transport                         | Low                  |
| 9D         | 52          | YOUNG MIXED HOUSEHOLDS IN DEPRIVED URBAN AREAS                   | Secondary / Tertiary / Quaternary                  | 162                 | 0-2 cars         | Public Transport / Private Transport                         | Low                  |
| <b>10</b>  |             | <b>VERY LOW INCOME RURAL COMMUNITIES</b>                         | <b>Primary / Secondary / Tertiary / Quaternary</b> | <b>155</b>          | <b>0-2 cars</b>  | <b>Private Transport / Walk / Cycle / Work From Home</b>     | <b>Very Low</b>      |
| 10A        | 54          | MIXED OLDER HOUSEHOLDS IN LOW INCOME RURAL AREAS                 | Primary / Secondary / Tertiary / Quaternary        | 110                 | 1-2 cars         | Private Transport / Walk / Cycle / Work From Home            | Very Low             |
| 10B        | 52          | MIXED HOUSEHOLDS IN HIGH UNEMPLOYMENT AREAS                      | Secondary / Tertiary / Quaternary                  | 215                 | 0-2 cars         | Private Transport  | Very Low             |
| 10C        | 52          | YOUNG RURAL INDIGENOUS FAMILIES                                  | Primary / Quaternary                               | 140                 | 0-1 cars         | Private Transport / Walk / Cycle                             | Very Low             |
| XX         |             | NON RESIDENTIAL AREAS  |  |                     |                  |  |                      |

\*100=National Average

| CAMEO CODE | CAMEO INT'L | CAMEO AUSTRALIA TYPE   | HOME SHOPPING CHANNEL PREFERENCE  | HOME SHOPPING EXPENDITURE        | PAYMENT PREFERENCE | SPEND ON UTILITY BILLS | PERSONAL INVESTMENT IN PENSION & LIFE INSURANCE |
|------------|-------------|--|---|----------------------------------|--------------------|------------------------|---|
| <b>1</b>   |             | <b>AFFLUENT URBAN PROFESSIONALS</b>                              | Internet / Phone / Mail Order / Magazine / Newspaper / TV / Radio / Other | Occasional High-Value Purchases  | Credit / Cash      | High                   | Very Large Contribution                         |
| 1A         | 14          | SUCCESSFUL OLDER HOUSEHOLDS IN EXPENSIVE DETACHED HOMES          | Internet / Phone / Mail Order / Magazine / Newspaper / TV / Radio / Other | Occasional High-Value Purchases  | Credit             | High                   | Very Large Contribution                         |
| 1B         | 11          | PRE-FAMILY COSMOPOLITAN URBAN EXECUTIVES                         | Internet / Phone / Mail Order / Magazine / Newspaper / TV / Radio / Other | Occasional High-Value Purchases  | Credit             | High                   | Very Large Contribution                         |
| 1C         | 14          | PROSPEROUS EXECUTIVES IN MIXED DWELLINGS                         | Internet / Phone / Mail Order / TV / Radio / Other                        | Occasional High-Value Purchases  | Credit / Cash      | High                   | Very Large Contribution                         |
| 1D         | 13          | WEALTHY HOUSEHOLDS IN DETACHED HOMES                             | Internet / Mail Order / Magazine / Newspaper / TV / Radio / Other         | One-off High Value Purchase      | Credit             | High                   | Very Large Contribution                         |
| 1E         | 13          | PROSPEROUS URBAN DWELLERS  | Internet / Mail Order / TV / Radio / Other                                | Occasional High-Value Purchases  | Credit / Cash      | High                   | Very Large Contribution                         |
| <b>2</b>   |             | <b>WEALTHY FAMILY NEIGHBOURHOODS</b>                             | Internet / Mail Order / Magazine / Newspaper / TV / Radio / Other         | Mixed Expenditure                | Credit / Cash      | Higher Than Average    | Large Contribution                              |
| 2A         | 12          | WEALTHY RURAL HOUSEHOLDS WITH MANY INDIGENOUS RESIDENTS          | Internet / Mail Order / Magazine / Newspaper / TV / Radio / Other         | High Value Purchasers            | Credit / Cash      | High                   | Very Large Contribution                         |
| 2B         | 14          | OLDER COMFORTABLE DETACHED HOUSEHOLDS                            | Internet / Mail Order / TV / Radio / Other                                | Mainstream Purchasers            | Credit / Cash      | Higher Than Average    | Large Contribution                              |
| 2C         | 13          | WEALTHY SINGLES, COUPLES & FAMILIES                              | Internet / Mail Order   | One-off High Value Purchase      | Credit             | Higher Than Average    | Large Contribution                              |
| 2D         | 14          | RURAL COUPLES & LARGE FAMILIES WITH OLDER CHILDREN               | Internet / Mail Order / TV / Radio / Other                                | Regular Purchasers               | Credit / Cash      | High                   | Very Large Contribution                         |
| 2E         | 13          | HIGH INCOME MIXED ORIGIN DETACHED HOMES                          | Mail Order / Magazine / Newspaper / TV / Radio / Other                    | One-off High Value Purchase      | Credit             | Higher Than Average    | Large Contribution                              |
| 2F         | 23          | COMFORTABLE MIXED AGE DETACHED HOUSEHOLDS                        | Internet / Phone / Mail Order   | One-off High Value Purchase      | Credit             | Higher Than Average    | Large Contribution                              |
| <b>3</b>   |             | <b>HIGH INCOME URBANITES &amp; STUDENTS</b>                      | Internet / Mail Order / TV / Radio / Other                                | Mixed Expenditure                | Credit / Cash      | Average                | Large Contribution                              |
| 3A         | 11          | WEALTHY PRE-FAMILY URBAN HOUSEHOLDS                              | Internet / Mail Order / TV / Radio / Other                                | Mainstream Purchasers            | Credit / Cash      | Higher Than Average    | Large Contribution                              |
| 3B         | 11          | YOUNG GROUPS IN URBAN STUDENT AREAS                              | Internet / Mail Order / Magazine / Newspaper / TV / Radio / Other         | Occasional High-Value Purchases  | Credit / Cash      | Lower Than Average     | Average Contribution                            |
| 3C         | 21          | COMFORTABLE MIXED TENURE HOUSEHOLDS WITH YOUNGER CHILDREN        | Internet / Mail Order / TV / Radio / Other                                | Mainstream Purchasers            | Credit / Cash      | Average                | Average Contribution                            |
| 3D         | 22          | YOUNGER DIVERSE URBAN AREAS                                      | Internet / Mail Order / TV / Radio / Other                                | One-off High Value Purchase      | Credit / Cash      | Higher Than Average    | Large Contribution                              |
| <b>4</b>   |             | <b>COMFORTABLE MIXED SUBURBAN AREAS</b>                          | Internet / Mail Order / TV / Radio / Other                                | One-off High Value Purchase      | Credit             | Higher Than Average    | Larger Than Average Contribution                |
| 4A         | 22          | YOUNGER PEOPLE LIVING IN DETACHED HOMES                          | Mail Order / Magazine / Newspaper / TV / Radio / Other                    | Occasional High-Value Purchases  | Credit             | Higher Than Average    | Larger Than Average Contribution                |
| 4B         | 23          | COMFORTABLE HOUSEHOLDS OF AUSTRALIAN ORIGIN                      | Internet / Mail Order / TV / Radio / Other                                | High Value Purchasers            | Credit / Cash      | Average                | Average Contribution                            |
| 4C         | 24          | MIXED AGES IN DETACHED NEIGHBOURHOODS                            | Phone / Mail Order  | One-off High Value Purchase      | Credit             | Higher Than Average    | Larger Than Average Contribution                |
| 4D         | 23          | COMFORTABLE SINGLES, COUPLES & FAMILIES                          | Internet / Mail Order / TV / Radio / Other                                | High Value Purchasers            | Credit / Cash      | Higher Than Average    | Larger Than Average Contribution                |
| 4E         | 23          | SINGLES, COUPLES & FAMILIES IN DETACHED HOMES                    | Internet / Mail Order / TV / Radio / Other                                | One-off High Value Purchase      | Credit             | Higher Than Average    | Large Contribution                              |
| 4F         | 33          | COMFORTABLE MIXED AGE NEIGHBOURHOODS                             | Phone / Mail Order / TV / Radio / Other                                   | One-off High Value Purchase      | Credit             | Higher Than Average    | Larger Than Average Contribution                |
| 4G         | 33          | MIXED AGE SINGLES, COUPLES & FAMILIES IN DETACHED HOMES          | Mail Order / TV / Radio / Other   | One-off High Value Purchase      | Credit             | Higher Than Average    | Average Contribution                            |
| <b>5</b>   |             | <b>MIXED AREAS OF MODEST DETACHED HOMES</b>                      | Internet / Mail Order / TV / Radio / Other                                | Mixed Expenditure                | Credit / Cash      | Higher Than Average    | Average Contribution                            |
| 5A         | 32          | YOUNGER RURAL FAMILY NEIGHBOURHOODS                              | Internet / Mail Order / Magazine / Newspaper / TV / Radio / Other         | Mainstream Purchasers            | Credit             | High                   | Very Large Contribution                         |
| 5B         | 33          | MIXED AGES IN MODEST HOUSING                                     | Internet / Mail Order / TV / Radio / Other                                | High Value Purchasers            | Credit / Cash      | Average                | Average Contribution                            |
| 5C         | 34          | OLDER & RETIRED SUBURBAN COMMUNITIES                             | Mail Order  | Unlikely to Purchase             | Cash               | Average                | Average Contribution                            |
| 5D         | 33          | MIXED AGE SUBURBAN HOUSEHOLDS OF AUSTRALIAN ORIGIN               | Mail Order  | High Value Purchasers            | Credit / Cash      | Average                | Average Contribution                            |
| 5E         | 32          | YOUNGER HOUSEHOLDS IN MULTI-ETHNIC URBAN AREAS                   | Internet / Mail Order / TV / Radio / Other                                | Mainstream Purchasers            | Credit / Cash      | Higher Than Average    | Larger Than Average Contribution                |
| 5F         | 33          | AVERAGE INCOME MIXED AGE DETACHED NEIGHBOURHOODS                 | Internet / Mail Order   | Low Value Purchasers             | Credit / Cash      | Higher Than Average    | Average Contribution                            |
| <b>6</b>   |             | <b>LESS AFFLUENT OLDER SINGLES, COUPLES &amp; SINGLE PARENTS</b> | Mail Order / TV / Radio / Other   | Mainstream Purchasers            | Credit / Cash      | Low                    | Low Contribution                                |
| 6A         | 35          | OLDER SINGLES & COUPLES IN MIXED TENURE HOUSING                  | Mail Order / TV / Radio / Other   | Mainstream Purchasers            | Credit / Cash      | Lower Than Average     | Lower Than Average Contribution                 |
| 6B         | 41          | YOUNG & OLD MULTI-ETHNIC HOUSEHOLDS IN MIXED TENURE APARTMENTS   | Mail Order / TV / Radio / Other   | Low Value Purchasers             | Credit / Cash      | Lower Than Average     | Low Contribution                                |
| 6C         | 45          | LESS AFFLUENT OLDER SINGLES, COUPLES & SINGLE PARENTS            | Mail Order / TV / Radio / Other   | Mainstream Purchasers            | Credit / Cash      | Low                    | Meagre Contribution                             |
| 6D         | 45          | OLDER SINGLES & COUPLES IN RURAL COMMUNITIES                     | Mail Order / TV / Radio / Other   | Mainstream Purchasers            | Credit / Cash      | Low                    | Meagre Contribution                             |
| <b>7</b>   |             | <b>LESS AFFLUENT MIXED FAMILY NEIGHBOURHOODS</b>                 | Internet / Mail Order / TV / Radio / Other                                | Mixed Expenditure                | Credit / Cash      | Lower Than Average     | Lower Than Average Contribution                 |
| 7A         | 43          | LESS AFFLUENT HOUSEHOLDS OF MIXED AGES                           | Internet / Mail Order / TV / Radio / Other                                | Regular Purchasers               | Credit / Cash      | Average                | Average Contribution                            |
| 7B         | 44          | OLDER RURAL OWNER OCCUPIERS OF LIMITED AFFLUENCE                 | Internet / Mail Order / TV / Radio / Other                                | Mainstream Purchasers            | Credit / Cash      | Average                | Lower Than Average Contribution                 |
| 7C         | 44          | MIXED RURAL HOUSEHOLDS OF LOWER AFFLUENCE                        | Mail Order / TV / Radio / Other   | Large Volumes of Small Purchases | Credit / Cash      | Lower Than Average     | Low Contribution                                |
| 7D         | 43          | OLDER HOMEOWNERS IN LESS AFFLUENT AREAS                          | Internet / Mail Order / TV / Radio / Other                                | Large Volumes of Small Purchases | Credit / Cash      | Average                | Lower Than Average Contribution                 |
| 7E         | 44          | LESS AFFLUENT FARMERS IN RURAL EXTREMES                          | Mail Order / TV / Radio / Other   | Large Volumes of Small Purchases | Credit / Cash      | Lower Than Average     | Low Contribution                                |
| 7F         | 44          | OLDER HOUSEHOLDS IN DETACHED HOUSING                             | Mail Order / TV / Radio / Other   | Unlikely to Purchase             | Credit / Cash      | Average                | Lower Than Average Contribution                 |
| 7G         | 44          | OLDER RURAL FAMILIES & INDIGENOUS RESIDENTS                      | Mail Order / TV / Radio / Other   | Large Volumes of Small Purchases | Credit / Cash      | Lower Than Average     | Low Contribution                                |
| 7H         | 45          | URBAN MIXED AGE MULTI-ETHNIC COMMUNITIES                         | Internet / Mail Order / TV / Radio / Other                                | Mainstream Purchasers            | Credit / Cash      | Lower Than Average     | Lower Than Average Contribution                 |
| <b>8</b>   |             | <b>LOW INCOME RURAL &amp; SUBURBAN NEIGHBOURHOODS</b>            | Internet / Mail Order / TV / Radio / Other                                | Mixed Expenditure                | Credit / Cash      | Lower Than Average     | Low Contribution                                |
| 8A         | 53          | MIXED AGE NEIGHBOURHOODS ON LIMITED MEANS                        | Internet / Mail Order / TV / Radio / Other                                | Large Volumes of Small Purchases | Credit / Cash      | Lower Than Average     | Low Contribution                                |
| 8B         | 53          | LOW INCOME SINGLES, COUPLES, FAMILIES & SINGLE PARENTS           | Internet / Mail Order / TV / Radio / Other                                | Mainstream Purchasers            | Credit / Cash      | Average                | Lower Than Average Contribution                 |
| 8C         | 53          | RURAL LOW INCOME NEIGHBOURHOODS                                  | Mail Order / TV / Radio / Other   | Large Volumes of Small Purchases | Credit / Cash      | Lower Than Average     | Low Contribution                                |
| 8D         | 53          | LOW INCOME COMMUNITIES IN DETACHED HOMES                         | Mail Order / TV / Radio / Other   | Mainstream Purchasers            | Credit / Cash      | Average                | Low Contribution                                |
| <b>9</b>   |             | <b>DIVERSE LOW INCOME URBAN COMMUNITIES</b>                      | Mail Order / Magazine / Newspaper / TV / Radio / Other                    | Mixed Expenditure                | Credit / Cash      | Lower Than Average     | Low Contribution                                |
| 9A         | 55          | OLD MULTI-ETHNIC COMMUNITIES WITH YOUNGER RESIDENT TRANSITION    | Mail Order / TV / Radio / Other   | Low Value Purchasers             | Credit / Cash      | Low                    | Meagre Contribution                             |
| 9B         | 52          | DEPRIVED URBAN HOUSEHOLDS OF MIXED ETHNICITIES                   | Internet / Mail Order / Magazine / Newspaper / TV / Radio / Other         | Occasional High-Value Purchases  | Credit / Cash      | Average                | Lower Than Average Contribution                 |
| 9C         | 52          | ETHNICALLY DIVERSE URBAN HOUSEHOLDS ON VERY LOW INCOMES          | Mail Order / Magazine / Newspaper / TV / Radio / Other                    | Mainstream Purchasers            | Credit / Cash      | Lower Than Average     | Low Contribution                                |
| 9D         | 52          | YOUNG MIXED HOUSEHOLDS IN DEPRIVED URBAN AREAS                   | Phone / Mail Order / Magazine / Newspaper / TV / Radio / Other            | Occasional High-Value Purchases  | Credit / Cash      | Lower Than Average     | Low Contribution                                |
| <b>10</b>  |             | <b>VERY LOW INCOME RURAL COMMUNITIES</b>                         | Mail Order / TV / Radio / Other   | Mixed Expenditure                | Credit / Cash      | Low                    | Meagre Contribution                             |
| 10A        | 54          | MIXED OLDER HOUSEHOLDS IN LOW INCOME RURAL AREAS                 | Mail Order / TV / Radio / Other   | Large Volumes of Small Purchases | Credit / Cash      | Low                    | Meagre Contribution                             |
| 10B        | 52          | MIXED HOUSEHOLDS IN HIGH UNEMPLOYMENT AREAS                      | Mail Order / TV / Radio / Other   | Infrequent Purchasers            | Credit / Cash      | Low                    | Meagre Contribution                             |
| 10C        | 52          | YOUNG RURAL INDIGENOUS FAMILIES                                  | Mail Order / TV / Radio / Other   | Regular Purchasers               | Credit / Cash      | Low                    | Meagre Contribution                             |
| XX         |             | NON RESIDENTIAL AREAS  |   |                                  |                    |                        |   |

| CAMEO CODE | CAMEO INT'L | CAMEO AUSTRALIA TYPE   | HEALTHCARE EXPENDITURE   | RECREATION                 | FOOD & NON-ALCOHOLIC BEVERAGES SPEND | CLOTHING & FOOTWEAR SPEND | SEIFA Indexes <sup>#</sup>                 |                             |                                 |
|------------|-------------|--|--------------------------|----------------------------|--------------------------------------|---------------------------|--|-----------------------------|---------------------------------|
|            |             |  |                          |                            |                                      |                           | INDEX OF RELATIVE SOCIO-ECONOMIC ADVANTAGE | INDEX OF ECONOMIC RESOURCES | INDEX OF EDUCATION & OCCUPATION |
| <b>1</b>   |             | <b>AFFLUENT URBAN PROFESSIONALS</b>                              | <b>Very High</b>         | <b>High-Priced Leisure</b> | <b>Very High</b>                     | <b>Very High</b>          | <b>190</b>                                 | <b>186</b>                  | <b>198</b>                      |
| 1A         | 14          | SUCCESSFUL OLDER HOUSEHOLDS IN EXPENSIVE DETACHED HOMES          | Very High                | High-Priced Leisure        | Very High                            | Very High                 | 192  | 202                         | 197                             |
| 1B         | 11          | PRE-FAMILY COSMOPOLITAN URBAN EXECUTIVES                         | Very High                | High-Priced Leisure        | Very High                            | Very High                 | 194  | 170                         | 201                             |
| 1C         | 14          | PROSPEROUS EXECUTIVES IN MIXED DWELLINGS                         | High                     | Good Living                | High                                 | High                      | 147  | 168                         | 170                             |
| 1D         | 13          | WEALTHY HOUSEHOLDS IN DETACHED HOMES                             | Very High                | High-Priced Leisure        | Very High                            | Very High                 | 193  | 201                         | 196                             |
| 1E         | 13          | PROSPEROUS URBAN DWELLERS  | High                     | High-Priced Leisure        | High                                 | Very High                 | 191  | 185                         | 201                             |
| <b>2</b>   |             | <b>WEALTHY FAMILY NEIGHBOURHOODS</b>                             | <b>More Than Average</b> | <b>Good Living</b>         | <b>High</b>                          | <b>High</b>               | <b>140</b>                                 | <b>150</b>                  | <b>118</b>                      |
| 2A         | 12          | WEALTHY RURAL HOUSEHOLDS WITH MANY INDIGENOUS RESIDENTS          | High                     | High-Priced Leisure        | High                                 | Very High                 | 107  | 133                         | 33                              |
| 2B         | 14          | OLDER COMFORTABLE DETACHED HOUSEHOLDS                            | More Than Average        | Good Living                | High                                 | High                      | 149  | 155                         | 143                             |
| 2C         | 13          | WEALTHY SINGLES, COUPLES & FAMILIES                              | More Than Average        | Good Living                | High                                 | High                      | 138  | 135                         | 128                             |
| 2D         | 14          | RURAL COUPLES & LARGE FAMILIES WITH OLDER CHILDREN               | High                     | Good Living                | High                                 | Very High                 | 164  | 198                         | 117                             |
| 2E         | 13          | HIGH INCOME MIXED ORIGIN DETACHED HOMES                          | More Than Average        | Good Living                | More Than Average                    | More Than Average         | 120  | 115                         | 117                             |
| 2F         | 23          | COMFORTABLE MIXED AGE DETACHED HOUSEHOLDS                        | More Than Average        | Good Living                | High                                 | More Than Average         | 131  | 133                         | 120                             |
| <b>3</b>   |             | <b>HIGH INCOME URBANITES &amp; STUDENTS</b>                      | <b>More Than Average</b> | <b>Good Living</b>         | <b>More Than Average</b>             | <b>More Than Average</b>  | <b>148</b>                                 | <b>72</b>                   | <b>169</b>                      |
| 3A         | 11          | WEALTHY PRE-FAMILY URBAN HOUSEHOLDS                              | More Than Average        | Good Living                | High                                 | High                      | 179  | 91                          | 197                             |
| 3B         | 11          | YOUNG GROUPS IN URBAN STUDENT AREAS                              | Average                  | Average Expenses           | Average                              | Average                   | 160  | 35                          | 183                             |
| 3C         | 21          | COMFORTABLE MIXED TENURE HOUSEHOLDS WITH YOUNGER CHILDREN        | Average                  | Average Expenses           | Average                              | Average                   | 101  | 63                          | 117                             |
| 3D         | 22          | YOUNGER DIVERSE URBAN AREAS                                      | More Than Average        | Good Living                | More Than Average                    | More Than Average         | 162  | 97                          | 188                             |
| <b>4</b>   |             | <b>COMFORTABLE MIXED SUBURBAN AREAS</b>                          | <b>More Than Average</b> | <b>Good Living</b>         | <b>More Than Average</b>             | <b>More Than Average</b>  | <b>114</b>                                 | <b>117</b>                  | <b>106</b>                      |
| 4A         | 22          | YOUNGER PEOPLE LIVING IN DETACHED HOMES                          | More Than Average        | Good Living                | More Than Average                    | More Than Average         | 122  | 122                         | 111                             |
| 4B         | 23          | COMFORTABLE HOUSEHOLDS OF AUSTRALIAN ORIGIN                      | Average                  | Average Expenses           | Average                              | Average                   | 98   | 101                         | 99                              |
| 4C         | 24          | MIXED AGES IN DETACHED NEIGHBOURHOODS                            | More Than Average        | Average Expenses           | More Than Average                    | More Than Average         | 109  | 110                         | 107                             |
| 4D         | 23          | COMFORTABLE SINGLES, COUPLES & FAMILIES                          | More Than Average        | Good Living                | More Than Average                    | More Than Average         | 110  | 116                         | 106                             |
| 4E         | 23          | SINGLES, COUPLES & FAMILIES IN DETACHED HOMES                    | More Than Average        | Good Living                | More Than Average                    | More Than Average         | 124  | 128                         | 114                             |
| 4F         | 33          | COMFORTABLE MIXED AGE NEIGHBOURHOODS                             | More Than Average        | Good Living                | More Than Average                    | More Than Average         | 114  | 119                         | 105                             |
| 4G         | 33          | MIXED AGE SINGLES, COUPLES & FAMILIES IN DETACHED HOMES          | Average                  | Average Expenses           | Average                              | Average                   | 105  | 106                         | 97                              |
| <b>5</b>   |             | <b>MIXED AREAS OF MODEST DETACHED HOMES</b>                      | <b>Average</b>           | <b>Average Expenses</b>    | <b>Average</b>                       | <b>Average</b>            | <b>111</b>                                 | <b>114</b>                  | <b>101</b>                      |
| 5A         | 32          | YOUNGER RURAL FAMILY NEIGHBOURHOODS                              | High                     | High-Priced Leisure        | High                                 | Very High                 | 170  | 190                         | 117                             |
| 5B         | 33          | MIXED AGES IN MODEST HOUSING                                     | Average                  | Average Expenses           | Average                              | Average                   | 94   | 88                          | 88                              |
| 5C         | 34          | OLDER & RETIRED SUBURBAN COMMUNITIES                             | Average                  | Average Expenses           | Average                              | Average                   | 89   | 89                          | 90                              |
| 5D         | 33          | MIXED AGE SUBURBAN HOUSEHOLDS OF AUSTRALIAN ORIGIN               | Average                  | Average Expenses           | Average                              | Average                   | 95   | 99                          | 92                              |
| 5E         | 32          | YOUNGER HOUSEHOLDS IN MULTI-ETHNIC URBAN AREAS                   | More Than Average        | Good Living                | More Than Average                    | More Than Average         | 117  | 106                         | 118                             |
| 5F         | 33          | AVERAGE INCOME MIXED AGE DETACHED NEIGHBOURHOODS                 | Average                  | Average Expenses           | Average                              | Average                   | 108  | 110                         | 102                             |
| <b>6</b>   |             | <b>LESS AFFLUENT OLDER SINGLES, COUPLES &amp; SINGLE PARENTS</b> | <b>Low</b>               | <b>Low Cost Fun</b>        | <b>Low</b>                           | <b>Low</b>                | <b>65</b>                                  | <b>45</b>                   | <b>83</b>                       |
| 6A         | 35          | OLDER SINGLES & COUPLES IN MIXED TENURE HOUSING                  | Less Than Average        | Thrifty Spenders           | Less Than Average                    | Less Than Average         | 80   | 64                          | 92                              |
| 6B         | 41          | YOUNG & OLD MULTI-ETHNIC HOUSEHOLDS IN MIXED TENURE APARTMENTS   | Less Than Average        | Thrifty Spenders           | Low                                  | Low                       | 93   | 20                          | 123                             |
| 6C         | 45          | LESS AFFLUENT OLDER SINGLES, COUPLES & SINGLE PARENTS            | Low                      | Low Cost Fun               | Low                                  | Low                       | 29   | 23                          | 64                              |
| 6D         | 45          | OLDER SINGLES & COUPLES IN RURAL COMMUNITIES                     | Low                      | Low Cost Fun               | Very Low                             | Low                       | 60   | 69                          | 62                              |
| <b>7</b>   |             | <b>LESS AFFLUENT MIXED FAMILY NEIGHBOURHOODS</b>                 | <b>Less Than Average</b> | <b>Average Expenses</b>    | <b>Less Than Average</b>             | <b>Less Than Average</b>  | <b>67</b>                                  | <b>91</b>                   | <b>84</b>                       |
| 7A         | 43          | LESS AFFLUENT HOUSEHOLDS OF MIXED AGES                           | Average                  | Average Expenses           | Average                              | Average                   | 83   | 92                          | 81                              |
| 7B         | 44          | OLDER RURAL OWNER OCCUPIERS OF LIMITED AFFLUENCE                 | Less Than Average        | Average Expenses           | Less Than Average                    | Less Than Average         | 83   | 93                          | 92                              |
| 7C         | 44          | MIXED RURAL HOUSEHOLDS OF LOWER AFFLUENCE                        | Less Than Average        | Thrifty Spenders           | Low                                  | Low                       | 51   | 113                         | 75                              |
| 7D         | 43          | OLDER HOMEOWNERS IN LESS AFFLUENT AREAS                          | Average                  | Average Expenses           | Average                              | Less Than Average         | 72   | 82                          | 69                              |
| 7E         | 44          | LESS AFFLUENT FARMERS IN RURAL EXTREMES                          | Less Than Average        | Thrifty Spenders           | Low                                  | Less Than Average         | 45   | 157                         | 152                             |
| 7F         | 44          | OLDER HOUSEHOLDS IN DETACHED HOUSING                             | Less Than Average        | Average Expenses           | Less Than Average                    | Less Than Average         | 70   | 74                          | 69                              |
| 7G         | 44          | OLDER RURAL FAMILIES & INDIGENOUS RESIDENTS                      | Less Than Average        | Thrifty Spenders           | Less Than Average                    | Less Than Average         | 54   | 71                          | 59                              |
| 7H         | 45          | URBAN MIXED AGE MULTI-ETHNIC COMMUNITIES                         | Less Than Average        | Thrifty Spenders           | Less Than Average                    | Less Than Average         | 69   | 66                          | 84                              |
| <b>8</b>   |             | <b>LOW INCOME RURAL &amp; SUBURBAN NEIGHBOURHOODS</b>            | <b>Less Than Average</b> | <b>Thrifty Spenders</b>    | <b>Less Than Average</b>             | <b>Less Than Average</b>  | <b>65</b>                                  | <b>75</b>                   | <b>54</b>                       |
| 8A         | 53          | MIXED AGE NEIGHBOURHOODS ON LIMITED MEANS                        | Less Than Average        | Thrifty Spenders           | Less Than Average                    | Less Than Average         | 58   | 67                          | 57                              |
| 8B         | 53          | LOW INCOME SINGLES, COUPLES, FAMILIES & SINGLE PARENTS           | Average                  | Average Expenses           | Average                              | Average                   | 92   | 105                         | 57                              |
| 8C         | 53          | RURAL LOW INCOME NEIGHBOURHOODS                                  | Less Than Average        | Thrifty Spenders           | Low                                  | Less Than Average         | 44   | 61                          | 43                              |
| 8D         | 53          | LOW INCOME COMMUNITIES IN DETACHED HOMES                         | Less Than Average        | Thrifty Spenders           | Less Than Average                    | Less Than Average         | 60   | 66                          | 54                              |
| <b>9</b>   |             | <b>DIVERSE LOW INCOME URBAN COMMUNITIES</b>                      | <b>Less Than Average</b> | <b>Thrifty Spenders</b>    | <b>Less Than Average</b>             | <b>Less Than Average</b>  | <b>43</b>                                  | <b>38</b>                   | <b>50</b>                       |
| 9A         | 55          | OLD MULTI-ETHNIC COMMUNITIES WITH YOUNGER RESIDENT TRANSITION    | Low                      | Low Cost Fun               | Low                                  | Low                       | 66   | 22                          | 102                             |
| 9B         | 52          | DEPRIVED URBAN HOUSEHOLDS OF MIXED ETHNICITIES                   | Less Than Average        | Average Expenses           | Less Than Average                    | Less Than Average         | 47   | 55                          | 37                              |
| 9C         | 52          | ETHNICALLY DIVERSE URBAN HOUSEHOLDS ON VERY LOW INCOMES          | Less Than Average        | Thrifty Spenders           | Less Than Average                    | Less Than Average         | 26   | 39                          | 24                              |
| 9D         | 52          | YOUNG MIXED HOUSEHOLDS IN DEPRIVED URBAN AREAS                   | Less Than Average        | Thrifty Spenders           | Low                                  | Low                       | 9  | 33                          | 6                               |
| <b>10</b>  |             | <b>VERY LOW INCOME RURAL COMMUNITIES</b>                         | <b>Low</b>               | <b>Low Cost Fun</b>        | <b>Very Low</b>                      | <b>Low</b>                | <b>10</b>                                  | <b>23</b>                   | <b>16</b>                       |
| 10A        | 54          | MIXED OLDER HOUSEHOLDS IN LOW INCOME RURAL AREAS                 | Low                      | Low Cost Fun               | Very Low                             | Low                       | 16   | 37                          | 25                              |
| 10B        | 52          | MIXED HOUSEHOLDS IN HIGH UNEMPLOYMENT AREAS                      | Very Low                 | Empty Pockets              | Very Low                             | Very Low                  | 1  | 0                           | 3                               |
| 10C        | 52          | YOUNG RURAL INDIGENOUS FAMILIES                                  | Low                      | Low Cost Fun               | Very Low                             | Low                       | 0  | 1                           | 2                               |
| XX         |             | NON RESIDENTIAL AREAS  |                          |                            |                                      |                           |  |                             |                                 |