

## Quick Reference Table

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

CAMEO Code	CAMEO Int'l Code	CAMEO Brazil Category	Household %	Demographic Profile							Household				
				Child Presence Index*	Child Age	Adult age Under 35 Index*	Retirement Index*	Rental Index *	Shared Household Index*	Housing Type	Household Size	Utilities provision	Access to Public Water Mains Supply Index*		
<b>1</b>		<b>Urban Upper Crust</b>	<b>6.47</b>												
1A	11	Skyscraping Elite	0.82	39	Pre and Post School Age	102	132	247	135	Apartment	1 to 3	Good	118		
1B	12	Big City Professionals	1.76	62	Pre-School Age	89	117	135	70	Apartment	1 to 3	Good	117		
1C	13	Outer Urban Achievers	0.86	88	Secondary School Age	83	68	77	60	Apartment/Condo	2 to 4	Good	112		
1D	14	Elite Neighbourhoods	1.30	60	Upper Secondary School Age	76	146	85	123	Apartment/Condo	2 to 4	Good	116		
1E	15	Affluent City Centre Seniors	1.73	45	Upper Secondary School Age	71	222	146	156	Apartment	1 to 3	Good	119		
<b>2</b>		<b>Outer Urban Achievers</b>	<b>6.32</b>												
2A	11	Flourishing Suburbia	0.56	80	Pre-School Age	135	33	93	206	Apartment/Condo	1 to 3	Good	114		
2B	12	Asset Rich Families	1.12	89	Pre-School Age	104	52	104	116	Apartment/Condo	2 to 4	Good	114		
2C	13	Edge Of City Affluence	1.34	65	Upper Secondary School Age	106	96	237	238	Apartment/Condo	1 to 3	Good	113		
2D	14	Affluent Established Communities	1.08	71	Upper Secondary School Age	93	118	121	194	Condo/Apartment	3+	Good	111		
2E	15	Wealthy And Retiring	2.20	56	Upper Secondary School Age	72	196	130	191	Apartment/Condo	1 to 3	Good	119		
<b>3</b>		<b>Success In Small Towns</b>	<b>10.68</b>												
3A	23	Affluent Rural Families	2.48	90	Upper Secondary School Age	95	76	109	68	House	2 to 5	Average	114		
3B	23	Educated Small City Renters	2.68	73	Upper Secondary School Age	88	106	135	91	Apartment/Condo	1 to 4	Good	117		
3C	24	Thriving Small City Families	2.71	73	Secondary School Age	84	137	122	85	Mixed	1 to 4	Good	118		
3D	25	Prosperous Empty Nesters	2.82	66	Upper Secondary School Age	76	180	159	177	Apartment/Condo	1 to 3	Good	118		
<b>4</b>		<b>Enterprising Households</b>	<b>10.61</b>												
4A	23	Enterprising Suburbanites	2.23	106	School Age	106	51	108	46	House	2 to 5	Average	112		
4B	22	Urban Fringe Families	2.80	88	Pre-School Age	100	80	124	61	House	2 to 4	Average	112		
4C	22	Mainstream Suburbs	3.34	87	Pre-School	101	95	194	110	Condo	1 to 4	Average	116		
4D	24	Settled Urban Edges	2.25	83	Secondary School Age	92	110	133	73	House	1 to 5	Good	115		
<b>5</b>		<b>Home Comfort</b>	<b>10.81</b>												
5A	32	Small Town Cultivators	1.17	109	Pre-School	126	37	78	188	Condo	2 to 4	Average	107		
5B	32	Urban Averages	2.50	90	Pre-School	99	91	104	57	House	Mixed	Average	115		
5C	33	Comfortable Suburbs	2.71	82	Secondary School Age	87	136	123	137	Condo	1 to 4	Good	116		
5D	34	Post-Family Singles And Couples	3.73	83	Secondary School Age	84	134	118	103	House	1 to 4	Average	113		
5E	35	Retiring Ranchers	0.70	78	Upper Secondary School Age	71	149	25	71	House	2 to 5	Average	54		
<b>6</b>		<b>Aspiring On The Urban Edges</b>	<b>13.01</b>												
6A	31	Young Renting Neighbourhoods	1.77	107	Pre-School	128	47	222	179	House	1 to 5	Average	109		
6B	33	Big Family Suburbs	3.10	108	School Age	107	64	87	61	House	3+	Average	111		
6C	33	Mature Families On The Edge Of Town	4.16	102	Pre-School	108	72	122	64	Condo	2 to 4	Average	112		
6D	34	Ageing Communities	3.97	98	School Age	94	96	85	66	House/Condo	1 to 4	Average	104		
<b>7</b>		<b>Provincial Neighbourhoods</b>	<b>8.21</b>												
7A	41	Fledgling Families	1.03	119	School Age	114	47	45	201	Apartment	3+	Average	111		
7B	42	Middle Brazil Urbanities	2.04	111	School Age	111	67	92	56	House	3+	Average	107		
7C	42	Large Mixed Urban Households	1.34	100	Pre-School Age	109	88	97	58	Condo	4+	Average	105		
7D	43	Rural Industry Families	1.07	105	School Age	91	92	20	262	House	1 to 4	Average	14		
7E	44	Rural Maturity	1.54	93	Upper Secondary School Age	79	123	21	80	House	2 to 4	Average	34		
7F	45	Ageing In The Provinces	1.19	80	School Age	65	164	29	104	House	1 to 2	Average	47		
<b>8</b>		<b>Moderate Means</b>	<b>15.12</b>												
8A	42	Multi-Generation Households	2.22	125	Pre School	122	56	75	92	Condo	3+	Average	96		
8B	42	Young Families Moderate Income	2.36	122	Primary School Age	119	43	88	70	House	3+	Average	105		
8C	42	Families On Urban Fringe	2.09	120	Pre School Age	111	69	86	75	House	3+	Average	96		
8D	43	Coping Communities	2.93	113	Primary School Age	112	65	72	51	House	Mixed	Average	108		
8E	44	Stretched In Urban Outskirts	2.92	99	Upper Secondary School Age	103	101	128	59	Condo	Mixed	Average	113		
8F	45	Elderley Households In Hardship	2.60	98	Upper Secondary School Age	91	147	91	117	House	1 to 4	Average	107		
<b>9</b>		<b>Stretched Society</b>	<b>11.53</b>	<b>119</b>											
9A	52	Struggling Young Families	1.54	138	Pre and Primary Age	135	41	72	383	House	4+	Average	86		
9B	52	Small Town Suburban Toil	2.87	117	Pre and Primary Age	113	87	96	61	House	3+	Average	103		
9C	53	Rural Subsistence	1.41	112	School Age	98	97	19	87	House	3+	Average	39		
9D	53	Village Families	1.62	122	Pre and Primary Age	110	110	48	55	House	3+	Average	90		
9E	53	Small Settlements Small Income	2.11	120	School Age	105	120	65	71	House	Mixed	Average	96		
9F	55	Provincial Austerity	1.98	107	Upper Secondary School Age	88	151	13	46	House	Mixed	Average	47		
<b>10</b>		<b>Remote Communities</b>	<b>7.22</b>												
10A	52	Remote Big Families	0.42	171	Pre and Primary School Age	130	68	8	39	House	4+	Average	39		
10B	52	Backwoods Battlers	0.48	145	Pre and Primary School Age	129	56	35	119	House	4+	Average	76		
10C	52	Rural Endeavours	0.71	144	Pre and Primary School Age	125	79	53	112	House	3+	Average	77		
10D	53	Struggling In The Sticks	1.80	141	Pre and Primary School Age	121	78	5	50	House	3+	Average	31		
10E	53	Low Income Large Households	1.42	143	Pre and Primary School Age	113	96	28	243	House	4+	Average	48		
10F	53	Hinterland Hardship	2.42	122	Upper Secondary School Age	103	115	2	108	House	4+	Average	16		

XX Unclassified / No population data 0.00

## Quick Reference Table

CAMEO Code	CAMEO Int'l Code	CAMEO Brazil Category	Household %	Education & Income			Location	
				Literacy (% Population over 5)	Higher Education	Income	Rural/Urban	Sectors containing Subnormal Housing Index*
<b>1</b>		<b>Urban Upper Crust</b>	<b>6.47</b>					
1A	11	Skyscraping Elite	0.82	99.8	Very High	Very High	Urban	4
1B	12	Big City Professionals	1.76	100	Very High	Very High	Urban	2
1C	13	Outer Urban Achievers	0.86	100	High	Very High	Urban	1
1D	14	Elite Neighbourhoods	1.30	100	Very High	Very High	Urban	0
1E	15	Affluent City Centre Seniors	1.73	100	Very High	Very High	Urban	1
<b>2</b>		<b>Outer Urban Achievers</b>	<b>6.32</b>					
2A	11	Flourishing Suburbia	0.56	100	High	Very High/High	Urban	3
2B	12	Asset Rich Families	1.12	100	High	High	Urban	3
2C	13	Edge Of City Affluence	1.34	99.7	High	High/Above Average	Urban	8
2D	14	Affluent Established Communities	1.08	99.6	High	High	Urban	4
2E	15	Wealthy And Retiring	2.20	99.7	Very High	Above Average/High	Urban	0
<b>3</b>		<b>Success In Small Towns</b>	<b>10.68</b>					
3A	23	Affluent Rural Families	2.48	98.1	Average	Average	Mixed	11
3B	23	Educated Small City Renters	2.68	99.6	High	Above Average	Urban	1
3C	24	Thriving Small City Families	2.71	98.8	High	Average	Urban	3
3D	25	Prosperous Empty Nesters	2.82	98.3	Average	Average	Urban	2
<b>4</b>		<b>Enterprising Households</b>	<b>10.61</b>					
4A	23	Enterprising Suburbanites	2.23	98.0	Average	Average	Urban	34
4B	22	Urban Fringe Families	2.80	98.4	Average	Average	Urban	5
4C	22	Mainstream Suburbs	3.34	97.5	High	Average	Urban	30
4D	24	Settled Urban Edges	2.25	98.0	High	Average	Urban	21
<b>5</b>		<b>Home Comfort</b>	<b>10.81</b>					
5A	32	Small Town Cultivators	1.17	98.2	Average	Average	Mixed	22
5B	32	Urban Averages	2.50	97.4	Average	Below Average/ Average	Urban	40
5C	33	Comfortable Suburbs	2.71	96.8	Average	Below Average/ Average	Urban	48
5D	34	Post-Family Singles And Couples	3.73	95.3	Average	Below Average/ Average	Urban	8
5E	35	Retiring Ranchers	0.70	96	Low	Average	Rural	2
<b>6</b>		<b>Aspiring On The Urban Edges</b>	<b>13.01</b>					
6A	31	Young Renting Neighbourhoods	1.77	94.9	Average	Below Average	Urban	173
6B	33	Big Family Suburbs	3.10	95.5	Average	Below Average	Urban	174
6C	33	Mature Families On The Edge Of Town	4.16	95.7	Average	Below Average	Urban	53
6D	34	Ageing Communities	3.97	95.1	Average	Below Average	Urban	94
<b>7</b>		<b>Provincial Neighbourhoods</b>	<b>8.21</b>					
7A	41	Fledgling Families	1.03	94.9	High	Below Average	Urban	224
7B	42	Middle Brazil Urbanities	2.04	94.3	Average	Below Average	Urban	286
7C	42	Large Mixed Urban Households	1.34	96.1	Average	Below Average	Urban	264
7D	43	Rural Industry Families	1.07	89.4	Low	Below Average/Low	Rural	0
7E	44	Rural Maturity	1.54	91.5	Low	Below Average	Rural	3
7F	45	Ageing In The Provinces	1.19	90.2	Low	Below Average	Mixed	2
<b>8</b>		<b>Moderate Means</b>	<b>15.12</b>					
8A	42	Multi-Generation Households	2.22	92.1	Average	Low/ Below Average	Urban	466
8B	42	Young Families Moderate Income	2.36	94.8	Average	Below Average/Low	Urban	340
8C	42	Families On Urban Fringe	2.09	90.9	Average	Below Average/Low	Urban	179
8D	43	Coping Communities	2.93	93.1	Average	Low/ Below Average	Urban	542
8E	44	Stretched In Urban Outskirts	2.92	91.9	Average	Below Average/Low	Urban	162
8F	45	Elderley Households In Hardship	2.60	85.1	Low	Below Average/Low	Urban	14
<b>9</b>		<b>Stretched Society</b>	<b>11.53</b>					
9A	52	Struggling Young Families	1.54	89.1	Low	Low/ Below Average	Urban	387
9B	52	Small Town Suburban Toil	2.87	83.2	Low	Low	Urban	87
9C	53	Rural Subsistence	1.41	86.9	Low	Low	Rural	6
9D	53	Village Families	1.62	80.9	Very low	Low	Mixed	46
9E	53	Small Settlements Small Income	2.11	76.0	Very low	Low/Very Low	Mixed	31
9F	55	Provincial Austerity	1.98	71.7	Very low	Low/Very Low	Rural	0
<b>10</b>		<b>Remote Communities</b>	<b>7.22</b>					
10A	52	Remote Big Families	0.42	70.4	Very low	Very Low	Rural	1
10B	52	Backwoods Battlers	0.48	85.4	Low	Very Low	Mixed	126
10C	52	Rural Endeavours	0.71	74.4	Very low	Very Low	Mixed	63
10D	53	Struggling In The Sticks	1.80	68.0	Very low	Very Low	Mixed	1
10E	53	Low Income Large Households	1.42	83.5	Very low	Very Low	Rural	80
10F	53	Hinterland Hardship	2.42	69.2	Very low	Very Low	Rural	7
XX		Unclassified / No population data	0.00					