



Quick Reference Table

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

CAMEO Code	CAMEO Int'l Code	CAMEO UK Category	% of UK H'lds	Demographic Profile							Property & Neighbourhood					Education & Employment				
				Presence of Children	Index of Adult 18-44	Index of Adult > 44	Singles	Couples	Families	Social Class	Urbanity Index	Housing Type	Tenure (top 2 types listed)	Property Value Index (Index = 100 is UK 2014 Average Price £250,000)	Number of Rooms (exc. Bathrooms)	Index of Household Income over £30,000	Further Educational Attainment	Index of Directors	Index of Students	Unemployment Index
1		Business Elite	6.2	Low	131	87	Above Average	Average	Below Average	AB	110	Flats	Own Outright / Private Rented	294	1-4	146	Very High	249	High	Low
1A	11	Urban Ambition	1	Low	195	48	High	High	Very Low	AB	126	Flats	Private Rented / Mortgage	188	1-4	139	Very High	86	Very High	Low
1B	11	City Slickers	1.1	Low	175	61	High	High	Low	AB	124	Flats	Private Rented / Mortgage	183	1-4	134	Very High	126	Very High	Low
1C	11	High Flying Professionals	0.8	Low	150	77	High	Above Average	Low	AB	125	Flats	Private Rented / Own Outright	374	1-4	157	Very High	259	Very High	Low
1D	14	Moneyed Suburbs	1.7	Average	66	127	Low	Low	High	AB	88	Detached	Own Outright / Mortgage	402	7+	165	Very High	341	Average	Low
1E	14	Old Money	1.7	Average	71	123	Low	Low	High	AB	86	Detached	Own Outright / Mortgage	326	7+	139	High	248	Average	Low
2		Prosperous Professionals	4.9	Below Average	92	114	Below Average	Below Average	Average	AB	77	Detached	Own Outright / Mortgage	259	5-7	136	High	202	Above Average	Low
2A	21	Cosmopolitan Chic	0.7	Low	158	69	High	High	Low	AB	123	Terraced	Private Rented / Mortgage	170	1-4	132	Very High	117	Very High	Low
2B	14	Rural Retreats	1.2	Average	67	131	Low	Low	High	AB	39	Detached	Own Outright / Mortgage	275	7+	136	High	223	Below Average	Low
2C	14	Family Fortunes	1.7	Average	71	124	Low	Low	High	AB	101	Detached	Own Outright / Mortgage	309	5+	143	High	192	Average	Low
2D	15	Sunset Success	1.2	Below Average	70	132	Average	Low	Above Average	AB	45	Detached	Own Outright / Mortgage	283	5-7	132	High	247	Below Average	Low
3		Flourishing Society	9.7	Average	82	115	Low	Below Average	Above Average	AB	77	Detached	Own Outright / Mortgage	223	5-7	137	High	173	Below Average	Low
3A	12	Fast-Track Sophisticates	1.7	Above Average	105	88	Low	High	Above Average	AB	104	Semi-detached	Mortgage / Own Outright	197	5-7	138	High	143	Average	Low
3B	13	Enterprising Households	1.3	Average	91	103	Low	Above Average	Above Average	AB	69	Detached	Mortgage / Own Outright	295	5-7	152	High	238	Below Average	Low
3C	14	Well-Feathered Nest	1.8	Average	79	117	Low	Low	High	AB	113	Semi-detached	Own Outright / Mortgage	213	5-7	144	High	129	Below Average	Low
3D	24	Upper Crust	0.7	Average	79	121	Low	Low	High	AB	89	Terraced	Own Outright / Mortgage	129	5-7	126	High	115	Average	Low
3E	15	Escape To The Country	2.1	Below Average	68	132	Below Average	Below Average	Above Average	AB	31	Detached	Own Outright / Mortgage	294	5-7	136	High	231	Low	Low
3F	15	Retiring In Comfort	2.1	Below Average	72	130	Average	Below Average	Average	AB	57	Detached	Own Outright / Mortgage	209	5-7	125	High	157	Low	Low
4		Content Communities	11.0	Average	89	110	Below Average	Below Average	Average	AB	84	Detached	Own Outright / Mortgage	164	5-7	118	Above Average	143	Average	Low
4A	22	Sensible Savers	1.1	Above Average	115	82	Low	Low	Average	AB	120	Semi-detached	Mortgage / Own Outright	241	5-7	122	Above Average	155	Very High	Average
4B	22	Cash Conscious	2	Average	128	73	Average	High	Below Average	AB	111	Terraced	Mortgage / Private Rented	184	5-7	136	High	139	Below Average	Below Average
4C	24	Established Finances	1.6	Below Average	69	130	Low	Low	High	AB	65	Detached	Own Outright / Mortgage	155	5-7	114	Above Average	137	Average	Low
4D	23	Settled Urbanites	2.7	Average	73	127	Low	Low	High	AB	94	Detached	Own Outright / Mortgage	96	5-7	116	Above Average	125	Below Average	Low
4E	25	Secure Seniors	0.9	Low	73	134	High	Low	Average	AB	92	Flats	Own Outright / Mortgage	97	5-7	94	High	138	Low	Low
4F	25	Old School Comfort	1.5	Average	79	119	Below Average	Below Average	Above Average	C1	46	Detached	Own Outright / Mortgage	189	5-7	127	Average	170	Below Average	Low
4G	25	Mature Middle	1.1	Average	86	108	Average	Average	Average	C1	62	Detached	Own Outright / Mortgage	184	5-7	117	Below Average	155	Below Average	Average
5		White Collar Neighbourhoods	10.2	Below Average	110	96	Average	Above Average	Average	C1	106	Flats	Mortgage / Own Outright	80	5-7	116	High	101	Average	Low
5A	31	Single Spenders	1.1	Low	176	63	Very High	High	Very Low	C1	124	Flats	Private Rented / Mortgage	27	1-4	91	High	68	Very High	Average
5B	22	Savvy Networkers	2.2	Average	141	68	High	High	Low	C1	121	Flats	Private Rented / Mortgage	132	1-4	123	High	95	Average	Above Average
5C	22	On The Up	0.9	Average	102	97	Average	High	Average	C1	105	Flats	Mortgage / Own Outright	79	5-7	119	High	97	Below Average	Low
5D	22	Steady Suburbs	1.4	Average	104	92	Below Average	High	Average	C1	115	Terraced	Mortgage / Own Outright	94	5-7	134	Above Average	95	Average	Low
5E	23	Married To The Mortgage	1.5	Above Average	96	98	Low	High	Above Average	C1	93	Detached	Mortgage / Own Outright	135	5-7	139	Above Average	140	Below Average	Low
5F	25	Empty Nest Professionals	1.1	Low	79	128	High	Below Average	Average	C1	73	Flats	Own Outright / Mortgage	66	5-7	98	Above Average	104	Low	Low
5G	35	Gardening Time	2	Below Average	75	126	Low	Low	High	C1	113	Semi-detached	Own Outright / Mortgage	29	5-7	110	Average	87	Low	Low
6		Enterprising Mainstream	8.7	Average	99	105	Average	Average	Average	C1	92	Semi-detached	Own Outright / Mortgage	53	5-7	100	Average	84	High	Low
6A	31	Starting Out	1	Below Average	156	62	Above Average	Below Average	Low	C1	125	Flats	Private Rented / Mortgage	103	1-4	111	High	80	Very High	Average
6B	32	Family Credit	1.7	Average	102	97	Average	High	Average	C2	99	Flats	Mortgage / Own Outright	53	5-7	102	Average	93	Below Average	Low
6C	33	Market Town Mortgages	2.8	Average	97	99	Low	High	Above Average	C2	101	Semi-detached	Mortgage / Own Outright	30	5-7	110	Average	88	Below Average	Low
6D	34	Town And Country	1.1	Below Average	73	131	Average	Below Average	Average	C2	63	Terraced	Own Outright / Mortgage	36	5-7	81	Average	70	Low	Low
6E	35	Post Family Provincials	2	Low	69	135	Average	Low	Above Average	C2	71	Semi-detached	Own Outright / Mortgage	45	5-7	97	Average	79	Low	Low
7		Paying The Mortgage	14.6	Average	99	100	Average	Average	Average	C2	104	Semi-detached	Mortgage / Own Outright	52	5-7	102	Below Average	69	Average	Average
7A	32	Metropolitan Diversity	1.5	Above Average	127	70	Low	Low	Average	DE	123	Terraced	Mortgage / Private Rented	189	5-7	119	Average	98	Very High	Above Average
7B	42	Inner City Terraces	2.1	Average	129	73	Above Average	High	Low	C1	116	Terraced	Mortgage / Private Rented	18	5-7	110	Average	57	Average	Above Average
7C	33	Settled Suburbs	2.6	Average	101	97	Below Average	High	Average	C2	112	Semi-detached	Mortgage / Own Outright	3	5-7	101	Below Average	57	Low	Low
7D	33	School Run Families	1.9	Above Average	95	98	Average	Average	Average	C2	95	Semi-detached	Mortgage / Social or Council Rented	74	5-7	104	Low	75	Below Average	Average
7E	34	Established Suburban Communities	1.7	Average	89	110	Average	Semi-detached	Average	C2	89	Semi-detached	Mortgage / Own Outright	76	5-7	102	Below Average	87	Below Average	Below Average
7F	34	Financially Stable Homeowners	2	Below Average	74	129	Low	Low	High	C2	102	Semi-detached	Own Outright / Mortgage	10	5-7	95	Average	70	Low	Low
7G	34	Value Conscious Families	1.4	Average	85	114	Average	Average	Average	C2	94	Semi-detached	Own Outright / Mortgage	30	5-7	95	Low	64	Low	Below Average
7H	45	Blue Collar Squeeze	1.6	Average	91	111	Average	Average	Average	C2	99	Terraced	Mortgage / Own Outright	16	5-7	89	Low	43	Low	Average
8		Cash Conscious Communities	13.1	Average	103	99	High	Average	Below Average	DE	108	Flats	Social or Council Rented / Mortgage	48	1-4	76	Below Average	48	Average	High
8A	41	Strained City	1.5	Below Average	131	81	High	High	Low	DE	117	Flats	Private Rented / Mortgage	11	1-4	69	Below Average	52	Average	High
8B	42	Connected Renters	1.3	Above Average	135	62	Above Average	Below Average	Low	C1	125	Flats	Social or Council Rented / Private Rented	221	1-4	123	Above Average	75	Very High	Very High
8C	42	Modest Means	1.2	High	125	67	Average	Average	Below Average	DE	125	Terraced	Social or Council Rented / Private Rented	160	1-4	103	Average	76	High	Very High
8D	42	Stretched Families	0.7	Above Average	100	95	Average	Above Average	Average	DE	105	Flats	Social or Council Rented / Mortgage	38	5-7	86	Low	43	Below Average	Above Average
8E	45	Marginalised Urbanites	1.1	Low	91	117	High	Below Average	Below Average	C1	107	Flats	Social or Council Rented / Own Outright	26	1-4	63	Below Average	45	Low	Average
8F	45	Struggling Suburbs	0.8	Below Average	91	115	High	Average	Low	DE	112	Flats	Social or Council Rented / Mortgage	4	1-4	36	Low	31	Low	High
8G	45	Working Towards Retirement	0.7	Low	71	141	High	Low	Below Average	C1	95	Flats	Own Outright / Social or Council Rented	9	1-4	55	Average	42	Low	Below Average
8H	42	Bargain Hunters	2.1	Average	104	96	Average	High	Average	C2	108	Terraced	Mortgage / Own Outright	2	5-7	78	Low	40	Low	Average
8I	44	Frugal Families	1.8	Above Average	91	102	Average	Above Average	Average	DE	87	Semi-detached	Social or Council Rented / Mortgage	9	5-7	74	Low	40	Low	Above Average
8J	44	Maturing Suburbia	1.8	Average	88	112	Average	Average	Average	C2	98	Semi-detached	Mortgage / Own Outright	3	5-7	71	Low	33	Low	Average
9		On A Budget	11.9	Above Average	113	81	Above Average	Average	Below Average	DE	117	Flats	Social or Council Rented / Mortgage	22	5-7	68	Low	38	High	High
9A	52	Crowded Houses	1.3	High	139	57	Below Average	Low	Below Average	DE	126	Terraced	Private Rented / Own Outright	11	5-7	78	Low	41	Very High	High
9B	52	Young Family Renters	1	High	120	72														



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CAMEO Code	CAMEO Int'l Code	CAMEO UK Category	Finances			Online Activity			Online Shopping							Lifestyle			
			Investor Index	Credit Card Ownership	Credit Risk	Smartphone Ownership Index	Tablet Ownership Index	Weekly Internet Use	Daily Social Media Use	Online Shopping Frequency	Groceries	Train Tickets	Flights	Holidays	Fashion	Books	Newspaper Readership	Hours of Sport Per Week	2+ Holidays Abroad
1		Business Elite	149	Above Average	Very Low	122	163	5-19hrs	Average	More than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Freesheet	137	142
1A	11	Urban Ambition	99	Average	Very Low	151	163	20+hrs	Average	Less than once a month	✓	✓	✓	✓	✓	✓	Freesheet / Middle Market	100	155
1B	11	City Slickers	100	Average	Low	142	142	20+hrs	High	More than once a month	✓	✓	✓	✓	✓	✓	Freesheet / Broadsheet	114	118
1C	11	High Flying Professionals	166	Above Average	Very Low	131	174	20+hrs	High	More than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Freesheet	178	144
1D	14	Moneyed Suburbs	206	High	Very Low	97	155	5-19hrs	Low	Less than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Middle Market	171	161
1E	14	Old Money	172	Above Average	Very Low	87	183	0-5hrs	Low	More than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Middle Market	118	130
2		Prosperous Professionals	157	Above Average	Very Low	92	101	5-19hrs	Low	Less than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Middle Market	157	128
2A	21	Cosmopolitan Chic	99	Average	Low	121	109	20+hrs	High	Less than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Freesheet	134	122
2B	14	Rural Retreats	172	Above Average	Very Low	73	100	5-19hrs	Very Low	Less than once a month	✓	✓	✓	✓	✓	✓	Middle Market / Broadsheet	158	125
2C	14	Family Fortunes	175	Above Average	Very Low	88	129	5-19hrs	Low	Less than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Middle Market	107	130
2D	15	Sunset Success	183	Above Average	Very Low	86	66	5-19hrs	Below Average	Less than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Middle Market	226	136
3		Flourishing Society	153	Above Average	Very Low	97	123	0-5hrs	Below Average	Less than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Middle Market	129	130
3A	12	Fast-Track Sophisticates	132	Above Average	Very Low	110	126	5-19hrs	Average	More than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Tabloid	112	123
3B	13	Enterprising Households	183	Above Average	Very Low	100	172	0-5hrs	Above Average	More than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Middle Market	87	124
3C	14	Well-Feathered Nest	136	Above Average	Very Low	97	138	0-5hrs	Below Average	Less than once a month	✓	✓	✓	✓	✓	✓	Middle Market / Tabloid	116	126
3D	24	Upper Crust	127	Above Average	Very Low	109	147	5-19hrs	Above Average	Less than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Freesheet	180	138
3E	15	Escape To The Country	183	Above Average	Very Low	83	70	0-5hrs	Low	Less than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Middle Market	183	147
3F	15	Retiring In Comfort	154	Above Average	Very Low	81	87	0-5hrs	Low	Less than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Middle Market	92	120
4		Content Communities	139	Above Average	Low	91	101	0-5hrs	Low	Less than once a month	✓	✓	✓	✓	✓	✓	Middle Market / Broadsheet	97	117
4A	22	Sensible Savers	136	Average	Average	104	119	0-5hrs	Average	Less than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Freesheet	117	109
4B	22	Cash Conscious	115	Above Average	Low	117	146	5-19hrs	Average	More than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Freesheet	113	112
4C	24	Established Finances	160	Above Average	Very Low	75	65	0-5hrs	Low	Less than once a month	✓	✓	✓	✓	✓	✓	Middle Market / Broadsheet	121	135
4D	23	Settled Urbanites	145	Above Average	Very Low	82	115	0-5hrs	Low	Less than once a month	✓	✓	✓	✓	✓	✓	Middle Market / Broadsheet	136	118
4E	25	Secure Seniors	126	Above Average	Very Low	89	60	0-5hrs	Very Low	More than once a month	✓	✓	✓	✓	✓	✓	Middle Market / Tabloid	36	121
4F	25	Old School Comfort	153	Above Average	Very Low	92	124	0-5hrs	Low	More than once a month	✓	✓	✓	✓	✓	✓	Middle Market / Broadsheet	88	100
4G	25	Mature Middle	139	Average	Low	81	77	0-5hrs	Low	Less than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Middle Market	72	122
5		White Collar Neighbourhoods	99	Average	Low	107	111	0-5hrs	Above Average	More than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Middle Market	107	107
5A	31	Single Spenders	61	Average	Average	123	91	5-19hrs	Very High	More than once a month	✓	✓	✓	✓	✓	✓	Freesheet / Tabloid	112	110
5B	22	Savvy Networkers	72	Average	Below Average	134	142	5-19hrs	High	More than once a month	✓	✓	✓	✓	✓	✓	Freesheet / Broadsheet	80	88
5C	22	On The Up	96	Average	Low	110	115	0-5hrs	High	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	75	92
5D	22	Steady Suburbs	101	Average	Low	103	94	0-5hrs	Average	More than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Tabloid	145	117
5E	23	Married To The Mortgage	132	Above Average	Low	103	144	5-19hrs	Average	More than once a month	✓	✓	✓	✓	✓	✓	Middle Market / Broadsheet	138	119
5F	25	Empty Nest Professionals	104	Average	Low	85	91	0-5hrs	Average	More than once a month	✓	✓	✓	✓	✓	✓	Middle Market / Tabloid	95	106
5G	35	Gardening Time	125	Average	Very Low	91	101	0-5hrs	Low	Less than once a month	✓	✓	✓	✓	✓	✓	Middle Market / Tabloid	104	115
6		Enterprising Mainstream	98	Average	Low	98	101	0-5hrs	Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Broadsheet	97	101
6A	31	Starting Out	83	Average	High	125	87	5-19hrs	High	Less than once a month	✓	✓	✓	✓	✓	✓	Freesheet / Broadsheet	82	89
6B	32	Family Credit	95	Average	Below Average	105	112	5-19hrs	Average	Less than once a month	✓	✓	✓	✓	✓	✓	Broadsheet / Tabloid	86	104
6C	33	Market Town Mortgages	108	Average	Low	103	120	0-5hrs	Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	126	114
6D	34	Town And Country	93	Average	Low	75	91	0-5hrs	Average	More than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	112	84
6E	35	Post Family Provincials	109	Above Average	Very Low	83	98	0-5hrs	Low	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	84	117
7		Paying The Mortgage	91	Average	Average	96	92	0-5hrs	Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	97	96
7A	32	Metropolitan Diversity	101	Average	High	107	65	0-5hrs	Above Average	Less than once a month	✓	✓	✓	✓	✓	✓	Freesheet / Tabloid	134	90
7B	42	Inner City Terraces	69	Average	High	114	106	0-5hrs	Above Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Broadsheet	63	97
7C	33	Settled Suburbs	86	Average	Average	99	88	0-5hrs	Average	More than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	91	92
7D	33	School Run Families	89	Average	Above Average	95	138	0-5hrs	High	More than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	96	90
7E	34	Established Suburban Communities	101	Average	Low	92	95	0-5hrs	Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	116	100
7F	34	Financially Stable Homeowners	106	Average	Very Low	86	84	0-5hrs	Low	Less than once a month	✓	✓	✓	✓	✓	✓	Middle Market / Tabloid	91	122
7G	34	Value Conscious Families	103	Average	Low	72	55	0-5hrs	Below Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	88	94
7H	45	Blue Collar Squeeze	73	Average	Below Average	99	108	0-5hrs	Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	97	83
8		Cash Conscious Communities	65	Average	High	105	80	0-5hrs	Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Freesheet	82	78
8A	41	Strained City	60	Below Average	Very High	98	77	0-5hrs	High	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Broadsheet	57	77
8B	42	Connected Renters	72	Average	High	131	79	20+hrs	High	Less than once a month	✓	✓	✓	✓	✓	✓	Freesheet / Broadsheet	96	78
8C	42	Modest Means	59	Average	Very High	127	128	20+hrs	High	Less than once a month	✓	✓	✓	✓	✓	✓	Freesheet / Tabloid	125	75
8D	42	Stretched Families	61	Average	Average	124	90	0-5hrs	Above Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	38	66
8E	45	Marginalised Urbanites	70	Average	Low	102	71	0-5hrs	Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Freesheet	88	73
8F	45	Struggling Suburbs	50	Below Average	Average	105	58	0-5hrs	High	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	67	75
8G	45	Working Towards Retirement	76	Below Average	Low	67	21	0-5hrs	Low	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Broadsheet	67	63
8H	42	Bargain Hunters	69	Average	Very High	110	70	0-5hrs	Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	108	91
8I	44	Frugal Families	67	Below Average	High	86	126	0-5hrs	Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	103	88
8J	44	Maturing Suburbia	62	Below Average	High	96	76	0-5hrs	Below Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Freesheet	62	90
9		On A Budget	58	Below Average	Very High	102	85	0-5hrs	Above Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Freesheet	74	72
9A	52	Crowded Houses	73	Below Average	Very High	113	76	0-5hrs	Above Average	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Freesheet	72	81
9B	52	Young Family Renters	48	Low	Very High	107	55	0-5hrs	High	Less than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Freesheet	58	55
9C	51	Stretched Start-Ups	55	Below Average	Very High	104	80	0-5hrs	High	More than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	96	70
9D	52	High Rise Hardship	48	Low	High	123	75	0-5hrs	High	More than once a month	✓	✓	✓	✓	✓	✓	Freesheet / Tabloid	87	73
9E	55	Suburban Endeavours	47	Low	Average	92	75	0-5hrs	Average	More than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Middle Market	51	75
9F	53	Single Strugglers	58	Below Average	High	89	103	0-5hrs	High	More than once a month	✓	✓	✓	✓	✓	✓	Tabloid / Freesheet	32	