

1	Rockafellas 	Affluent Mature Families	Very high incomes & discretionary spend. Mature children. High home ownership & investments.	Enjoying the position of success. Exclusive, distinctive, aesthetic, quality & genuine status.
2	Achievers 	Ambitious Younger & Middle Aged Families	Higher SES with high levels of income & debt. High household spend. Younger children.	Family ambition & commitment to "Making it!" Accessible status memorable experiences that show success.
3	Fortunats 	Financially Secure Retirees & Pre-Retirees	Incomes primarily from superannuation & investments.	Comfortable enjoying the fruits of a successful life. Exclusive, sophisticated, epicurean, quality evolved & cultural.
4	Crusaders 	Career-Oriented Singles & Couples	High earned incomes & hours worked. Higher occupational status, especially professionals.	Getting the most from life, getting ahead. Finding the 'right' someone. Fashionable, branded, stylish, status & great experiences.
5	Preppies 	Mature Children Living With Affluent Parents	Privately educated. Tertiary studies. Enjoying recreation & travel.	"All about me." Having a great life & looking good among my friends. Funky, popular, memorable & safe rebellion.
6	Independents 	Young Singles & Couples	Studying. Casual & part-time employment. Personal debt & travel. Renting.	Having fun with friends & working out how to get ahead. Popular, affordable goods & experiences.
7	Suburban Splendour 	Middle Class Mature Families	Mature aged families with dependent children. High mortgage debt & interest payments.	Fitting into the fabric of suburban life. Finding indulgencies along the way. Practical & sensible. Personal expressions like sports, hobbies & lifestyle.
8	Twixters 	Mature Children Living at Home	Part-time employment. Studying. High digital media usage & telecommunication spend.	Enjoying life with my friends, while being mindful of the challenges ahead. Popular affordable status.
9	debtStars 	Financially Extended Younger Families	Middle-SES with high levels of mortgage, credit card & consumer debt. Infants & young children.	Coming to grips with family responsibility. Affordable, mass status & tight budgeting. Developing personal interests.
10	Boomers 	White Collar Post Family Pre-Retirees	Middle SES singles & couples. Investments, especially in property, cash & shares.	Conserving the better things of life. Practical, conservative & more than a little cynical, with further development of personal interests.
11	True Blues 	Blue Collar Mature Families & Pre-Retiree Singles or Couples	Lower SES & long working hours.	Realistic acceptance that this is it. Basic, tradition, value, modesty, necessity & genuine community.
12	Struggleville 	Struggling Young & Middle Aged Families	Lower SES. Young children, employment problems, lone parents, consumer debt & government support.	Pushing ahead in spite of the hardships. Low cost status, affordable experiences, fantasy, escape & dreams of a better life.
13	Grey Power 	Better Off Retirees	Home ownership. Cash investments. Voluntary work. Religious & community involvement.	Aging well. Basics, expert endorsement, familiarity security & community.
14	Survivors 	Retirees Living on Minimal Incomes	Subsistence living on government benefits.	Holding on to what you can. Basics, tradition, independence & minimization.
15	Slender Meanz 	People Living in Underprivileged Circumstances	Government benefits. Public housing. Unemployment, dislocation, divorces & personal trauma.	Living the life of an underdog. Basics, little indulgencies & small pleasures. Living for now.