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SmartMove characteristic	Description
 Active Fashion Shoppers	People who are likely to shop at activewear stores
 Active Young Families	Parents with children that frequent popular tourist attractions
 Brand Fashion Conscious	People who shop for name branded clothing
 Caffeine Champions	People more likely to frequent cafes and drink coffee
 Convenience Eaters	People more likely to use home delivery food options
 Cost Conscious Consumers	People more likely to shop for discounted, budget and second hand items
 Disposable Income Dwellers	People who are more likely to have a higher disposable income
 Enjoy Eating Out	People more likely to regularly eat out at restaurants
 Fashion Conscious	People who are more likely to shop at fashion clothing stores
 Fast Food Lovers	People who are more likely to regularly eat at fast food establishments
 Health and Beauty Conscious	People who are more likely to spend more on their health and beauty
 Health Conscious	People who shop in health shops and consume health supplements
 Highly Educated	People who are more likely to have studied for higher education
 Home Cookers	People who are more likely to enjoy cooking at home
 House Proud	People more likely to shop at fashionable homewear stores
 International Travellers	People who are more likely to travel overseas
 Local Travellers	People who are more likely to travel domestically
 Newspaper Readers	People who are more likely to read daily newspapers
 On Demand Entertainment	People more likely to subscribe to online and subscription entertainment services
 On The Go Dining	People more likely to eat out at fast and fresh casual eateries
 Online Shoppers	People more likely to shop on the internet
 Outdoor Lovers	People who are more likely to be interested in camping, fishing and outdoor living
 Pet Lovers	People who are more likely to own pets
 Risk Averse Movers	People more likely to demonstrate risk averse behaviours
 Sociable Seekers	People who are more likely to frequent bars and pubs
 Social Speakers	People more likely to be heavy users of mobile phones
 Sports Lovers	People more likely to be sports fans
 Surf Seekers	People more likely to shop at retail stores associated with surfing
 Tech Savvy	People more likely to be up to date with the latest technology and gadgets
 Travellers	People more likely to travel, both domestically and internationally
 Vehicle Owners	People more likely to own a vehicle
 Young Families	More likely to be parents with young children
 Young Fashion Conscious	People more likely to shop for young fashion brands