**S-1 Table. Typical features for each assigned colour trait in ColourGrid®**

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| **Colour** | **Title** | **Descriptors / Drivers** | **Long term orientation** | **Individualism / Collectivism** | **Power distance index** | **Uncertainty** | **Mindset** |
| **Macintosh HD:Users:macuser:Documents:ColourGrid White colours.pdf** | Traditionalist | Cared for by others (eg. elderly, infirm, recovering from illness, overseas visitors) or responsible for the care of others. | Past | I | Them | No orientation | Taking care |
| Macintosh HD:Users:macuser:Documents:ColourGrid Navy colours copy.pdf | Private and privileged | Have made a very personal commitment to their community of interest, as a part of a well drilled, organised, well-off elite group of older wealthy individualists. | Past | I | Them | Acceptance | Cautious Investors |
| Macintosh HD:Users:macuser:Documents:ColourGrid Blue colours.pdf | Premium successful lifestyle | Highly successful with more disposable income. Stronger desire for personal achievement and recognition. Heavy investment in the quality of both their work and leisure time performance. | Past | I | Us | Acceptance | Affluent Families |
| Macintosh HD:Users:macuser:Documents:ColourGrid Turquoise colours copy.pdf | Seeking challenging and novel experiences | Higher than average levels of education. Very high quality of life. Highest socio-economic status and a very international or intellectually or orientated profile. | Present | I | Us | Acceptance | Trend developers |
| Macintosh HD:Users:macuser:Documents:ColourGrid Mauve colours.pdf | Comfort seekers | Conservative, highly structured lifestyle. Live away from other members of their immediate family. Transitioned from more active lifestyle to live a more satisfying and considered retirement. Enjoy security of regular and familiar choices. Need for integrity. Importance of standards or principles | Past | I | Them | Averse | Retired life |
| Macintosh HD:Users:macuser:Documents:ColourGrid Brown colours.pdf | Cautious Investors | Cautious, considered and often very asset rich but income poor. Significant long-term investments. Risk avoidance, control. Strong religious / spiritual life. Focused on business developments. Need for integrity. Importance of standards or principles | Past | I | Them | No orientation | No risks |
| Macintosh HD:Users:macuser:Documents:ColourGrid Lime colours copy.pdf | Value seekers | Family focused – children at home or primary school. Heavily committed to personal achievement and autonomy. Over-committed, time-stretched. Cautious and competitive. | Present | I | Us | Accept | Value hunters |
| Macintosh HD:Users:macuser:Documents:ColourGrid Yellow colours copy.pdf | Career progression | Developing career and struggling for success, recognition and new experiences. Seeking to gain acceptance for their ideas and contribution. Spend more time doing things with friends and colleagues than with their family origins. Mobile, often international lifestyle. Attracted to new technology. | Future | I | Us | Acceptance | Big ambitions |
| Macintosh HD:Users:macuser:Documents:ColourGrid Ochre colours copy.pdf | Conservative strivers; Empty nesters | Live vicariously through an extended family and community networks. One of largest and most rapidly growing segments as the number of children per household continues to decline. Suspicious of authority. | Past | We | Them | Averse | Empty nests |
| Macintosh HD:Users:macuser:Documents:ColourGrid Green colours copy.pdf | Co-operative and careful | Focus on a growing, healthy family. Struggling to balance needs and wants with tight budgets. Meeting needs of others. Innovative, creative and resourceful. | Present | We | Them | Averse | Happy homes |
| Macintosh HD:Users:macuser:Documents:ColourGrid Orange colours copy.pdf | Fun seekers | Seeking to make a break from family demands. Wanting to develop capacity for independent living. Seeking excitement, instant gratification, new experiences and tastes. Reject pressure for responsibility and accountability. | Future | We | Us | No orientation | Fun lovers |
| Macintosh HD:Users:macuser:Documents:ColourGrid Pink colours copy.pdf | Sharing the latest experience | Focus on education and mobility. Desire for new products. Instant gratification. Peer-driven but seeking to establish their own identity. | Future | We | Us | Acceptance | The “Tweens” |
| Macintosh HD:Users:macuser:Documents:ColourGrid Grey colours copy.pdf | Survivors | Low levels of discretionary spending. Often single income households on government benefits or payments. Difficult choices about home, work and leisure opportunities. Careful with personal commitments. | Present | We | Them | Averse | Price conscious |
| Macintosh HD:Users:macuser:Documents:ColourGrid Black colours copy.pdf | Struggling | Family oriented, Coping with inadequate incomes, job insecurity and health concerns. Can be very defensive and hostile under pressure or feelings of getting an unfair deal in life. Desire control over their lives. Suspicious of authority. | Future | We | Them | Averse | Work is hard |
| Macintosh HD:Users:macuser:Documents:ColourGrid Red colours copy.pdf | Emotional, exciting | Families with school age children. New and unexpected pressures, especially around health and education concerns. Exciting family experiences. Autonomy. Strong emotional bonds. Pressed for time and disposable income. | Future | We | Us | No orientation | The youngsters |
| Macintosh HD:Users:macuser:Documents:ColourGrid Crimson colours copy.pdf | Gaining recognition | Families with young, pre-school children. New family demands. Meeting the needs of others. Heavily invested in early childhood development and better lifestyle chances. | Future | We | Us | N | Early years |