

ORDER	VARIABLE	DESCRIPTION	CATEGORY	lifestage group
1	CYHH2	Total ConneXions HH	Segment	
2	CNEHO1_C	01 - Technovators (F1)	Segment	F1 Early-Adopting Elite
3	CNEHO2_C	02 - Plugged-In Families (F1)	Segment	F1 Early-Adopting Elite
4	CNEHO3_C	03 - Tech Nests (F1)	Segment	F1 Early-Adopting Elite
5	CNEHO4_C	04 - Connected Country (F1)	Segment	F1 Early-Adopting Elite
6	CNEHO5_C	05 - You & I Tunes (Y1)	Segment	Y1 Young & Wireless
7	CNEHO6_C	06 - High-Tech Society (F1)	Segment	F1 Early-Adopting Elite
8	CNEHO7_C	07 - Generation WiFi (Y1)	Segment	Y1 Young & Wireless
9	CNEHO8_C	08 - Calling Circles (F2)	Segment	F2 Suburban Spenders
10	CNEHO9_C	09 - Dish Country (F2)	Segment	F2 Suburban Spenders
11	CNEH10_C	10 - Smart Gamers (F2)	Segment	F2 Suburban Spenders
12	CNEH11_C	11 - WiFi Warriors (M1)	Segment	M1 Wireless White-Collars
13	CNEH12_C	12 - Satellites & Silos (Y1)	Segment	Y1 Young & Wireless
14	CNEH13_C	13 - Cyber Sophisticates (M1)	Segment	M1 Wireless White-Collars
15	CNEH14_C	14 - The Pragmatics (Y1)	Segment	Y1 Young & Wireless
16	CNEH15_C	15 - Bundled Burbs (F2)	Segment	F2 Suburban Spenders
17	CNEH16_C	16 - Kids & Keyboards (F2)	Segment	F2 Suburban Spenders
18	CNEH17_C	17 - Time Shifters (Y1)	Segment	Y1 Young & Wireless
19	CNEH18_C	18 - New Technorati (Y2)	Segment	Y2 Emerging Techies
20	CNEH19_C	19 - Gadgets Galore (F3)	Segment	F3 Frugal Folks
21	CNEH20_C	20 - Cinemaniacs (M2)	Segment	M2 Mature Mid-Techs
22	CNEH21_C	21 - Multimedia Families (F3)	Segment	F3 Frugal Folks
23	CNEH22_C	22 - Analoggers (M2)	Segment	M2 Mature Mid-Techs
24	CNEH23_C	23 - Cyber Strivers (F3)	Segment	F3 Frugal Folks
25	CNEH24_C	24 - Internet Hinterlands (M2)	Segment	M2 Mature Mid-Techs
26	CNEH25_C	25 - Low-Speed Boomers (M2)	Segment	M2 Mature Mid-Techs
27	CNEH26_C	26 - Rural Transmissions (M2)	Segment	M2 Mature Mid-Techs
28	CNEH27_C	27 - Video Vistas (F3)	Segment	F3 Frugal Folks
29	CNEH28_C	28 - Big City, Small Tech (F3)	Segment	F3 Frugal Folks
30	CNEH29_C	29 - IM Nation (Y2)	Segment	Y2 Emerging Techies
31	CNEH30_C	30 - Techs and the City (Y2)	Segment	Y2 Emerging Techies
32	CNEH31_C	31 - Plug & Play (Y2)	Segment	Y2 Emerging Techies
33	CNEH32_C	32 - Family Dishes (F3)	Segment	F3 Frugal Folks
34	CNEH33_C	33 - Digital Dreamers (Y2)	Segment	Y2 Emerging Techies
35	CNEH34_C	34 - Gearing Up (Y2)	Segment	Y2 Emerging Techies
36	CNEH35_C	35 - Broadband Boulevards (M2)	Segment	M2 Mature Mid-Techs
37	CNEH36_C	36 - Opting Out (M2)	Segment	M2 Mature Mid-Techs
38	CNEH37_C	37 - Techtown Lites (Y3)	Segment	Y3 Young Startups
39	CNEH38_C	38 - New Kids on the Grid (Y3)	Segment	Y3 Young Startups
40	CNEH39_C	39 - Video Homebodies (F3)	Segment	F3 Frugal Folks
41	CNEH40_C	40 - Low-Tech Country (Y3)	Segment	Y3 Young Startups
42	CNEH41_C	41 - Antenna Land (M3)	Segment	M3 Offline Seniors
43	CNEH42_C	42 - Tech Skeptics (M3)	Segment	M3 Offline Seniors
44	CNEH43_C	43 - Bucolic Basics (M3)	Segment	M3 Offline Seniors
45	CNEH44_C	44 - Leisurely Adopters (M3)	Segment	M3 Offline Seniors
46	CNEH45_C	45 - Landline Living (M3)	Segment	M3 Offline Seniors
47	CNEH46_C	46 - Old-Time Media (M3)	Segment	M3 Offline Seniors
48	CNEH47_C	47 - Discounts & Deals (M3)	Segment	M3 Offline Seniors
49	CNEH48_C	48 - Dial-Up Duos (M3)	Segment	M3 Offline Seniors
50	CNEH49_C	49 - Satellite Seniors (M3)	Segment	M3 Offline Seniors
51	CNEH50_C	50 - Early-Bird TV (M4)	Segment	M4 Elderly Traditionalists
52	CNEH51_C	51 - Tech-Free Frontier (M4)	Segment	M4 Elderly Traditionalists
53	CNEH52_C	52 - The Unconnected (M4)	Segment	M4 Elderly Traditionalists
54	CNEH53_C	53 - Last to Adopt (M4)	Segment	M4 Elderly Traditionalists
55	CNEHY1_C	Y1 - Young & Wireless	Lifestage Group	
56	CNEHY2_C	Y2 - Emerging Techies	Lifestage Group	
57	CNEHY3_C	Y3 - Young Startups	Lifestage Group	
58	CNEHF1_C	F1 - Early-Adopting Elite	Lifestage Group	
59	CNEHF2_C	F2 - Suburban Spenders	Lifestage Group	
60	CNEHF3_C	F3 - Frugal Folks	Lifestage Group	
61	CNEHM1_C	M1 - Wireless White-Collars	Lifestage Group	
62	CNEHM2_C	M2 - Mature Mid-Techs	Lifestage Group	
63	CNEHM3_C	M3 - Offline Seniors	Lifestage Group	
64	CNEHM4_C	M4 - Elderly Traditionalists	Lifestage Group	