

ORDER	VARIABLE	DESCRIPTION	CATEGORY	LIFESTAGE GROUP
1	CYHH2	Total ConneXions Households CY	Current Year Segments	
2	CNEH01_C	01 - Technovators (F1)	Current Year Segments	F1 Early-Adopting Elite
3	CNEH02_C	02 - Plugged-In Families (F1)	Current Year Segments	F1 Early-Adopting Elite
4	CNEH03_C	03 - Tech Nests (F1)	Current Year Segments	F1 Early-Adopting Elite
5	CNEH04_C	04 - Connected Country (F1)	Current Year Segments	F1 Early-Adopting Elite
6	CNEH05_C	05 - You & I Tunes (Y1)	Current Year Segments	Y1 Young & Wireless
7	CNEH06_C	06 - High-Tech Society (F1)	Current Year Segments	F1 Early-Adopting Elite
8	CNEH07_C	07 - Generation WiFi (Y1)	Current Year Segments	Y1 Young & Wireless
9	CNEH08_C	08 - Colling Circles (F2)	Current Year Segments	F2 Suburban Spenders
10	CNEH09_C	09 - Dish Country (F2)	Current Year Segments	F2 Suburban Spenders
11	CNEH10_C	10 - Smart Gamers (F2)	Current Year Segments	F2 Suburban Spenders
12	CNEH11_C	11 - WiFi Warriors (M1)	Current Year Segments	M1 Wireless White-Collars
13	CNEH12_C	12 - Satellites & Silos (Y1)	Current Year Segments	Y1 Young & Wireless
14	CNEH13_C	13 - Cyber Sophisticates (M1)	Current Year Segments	M1 Wireless White-Collars
15	CNEH14_C	14 - The Pragmatics (Y1)	Current Year Segments	Y1 Young & Wireless
16	CNEH15_C	15 - Bundled Burbs (F2)	Current Year Segments	F2 Suburban Spenders
17	CNEH16_C	16 - Kids & Keyboards (F2)	Current Year Segments	F2 Suburban Spenders
18	CNEH17_C	17 - Time Shifters (Y1)	Current Year Segments	Y1 Young & Wireless
19	CNEH18_C	18 - New Technorati (Y2)	Current Year Segments	Y2 Emerging Techies
20	CNEH19_C	19 - Gadgets Galore (F3)	Current Year Segments	F3 Frugal Folks
21	CNEH20_C	20 - Cinemaniacs (M2)	Current Year Segments	M2 Mature Mid-Techs
22	CNEH21_C	21 - Multimedia Families (F3)	Current Year Segments	F3 Frugal Folks
23	CNEH22_C	22 - Analoggers (M2)	Current Year Segments	M2 Mature Mid-Techs
24	CNEH23_C	23 - Cyber Strivers (F3)	Current Year Segments	F3 Frugal Folks
25	CNEH24_C	24 - Internet Hinterlands (M2)	Current Year Segments	M2 Mature Mid-Techs
26	CNEH25_C	25 - Low-Speed Boomers (M2)	Current Year Segments	M2 Mature Mid-Techs
27	CNEH26_C	26 - Rural Transmissions (M2)	Current Year Segments	M2 Mature Mid-Techs
28	CNEH27_C	27 - Video Vistas (F3)	Current Year Segments	F3 Frugal Folks
29	CNEH28_C	28 - Big City, Small Tech (F3)	Current Year Segments	F3 Frugal Folks
30	CNEH29_C	29 - IM Nation (Y2)	Current Year Segments	Y2 Emerging Techies
31	CNEH30_C	30 - Techs and the City (Y2)	Current Year Segments	Y2 Emerging Techies
32	CNEH31_C	31 - Plug & Play (Y2)	Current Year Segments	Y2 Emerging Techies
33	CNEH32_C	32 - Family Dishes (F3)	Current Year Segments	F3 Frugal Folks
34	CNEH33_C	33 - Digital Dreamers (Y2)	Current Year Segments	Y2 Emerging Techies
35	CNEH34_C	34 - Gearing Up (Y2)	Current Year Segments	Y2 Emerging Techies
36	CNEH35_C	35 - Broadband Boulevards (M2)	Current Year Segments	M2 Mature Mid-Techs
37	CNEH36_C	36 - Opting Out (M2)	Current Year Segments	M2 Mature Mid-Techs
38	CNEH37_C	37 - Techtown Lites (Y3)	Current Year Segments	Y3 Young Startups
39	CNEH38_C	38 - New Kids on the Grid (Y3)	Current Year Segments	Y3 Young Startups
40	CNEH39_C	39 - Video Homebodies (F3)	Current Year Segments	F3 Frugal Folks
41	CNEH40_C	40 - Low-Tech Country (Y3)	Current Year Segments	Y3 Young Startups
42	CNEH41_C	41 - Antenna Land (M3)	Current Year Segments	M3 Offline Seniors
43	CNEH42_C	42 - Tech Skeptics (M3)	Current Year Segments	M3 Offline Seniors
44	CNEH43_C	43 - Bucolic Basics (M3)	Current Year Segments	M3 Offline Seniors
45	CNEH44_C	44 - Leisurely Adopters (M3)	Current Year Segments	M3 Offline Seniors
46	CNEH45_C	45 - Landline Living (M3)	Current Year Segments	M3 Offline Seniors
47	CNEH46_C	46 - Old-Time Media (M3)	Current Year Segments	M3 Offline Seniors
48	CNEH47_C	47 - Discounts & Deals (M3)	Current Year Segments	M3 Offline Seniors
49	CNEH48_C	48 - Dial-Up Duos (M3)	Current Year Segments	M3 Offline Seniors
50	CNEH49_C	49 - Satellite Seniors (M3)	Current Year Segments	M3 Offline Seniors
51	CNEH50_C	50 - Early-Bird TV (M4)	Current Year Segments	M4 Elderly Traditionalists
52	CNEH51_C	51 - Tech-Free Frontier (M4)	Current Year Segments	M4 Elderly Traditionalists
53	CNEH52_C	52 - The Unconnected (M4)	Current Year Segments	M4 Elderly Traditionalists
54	CNEH53_C	53 - Last to Adopt (M4)	Current Year Segments	M4 Elderly Traditionalists
55	CNEH99_C	99 - Unassigned (UN)	Current Year Segments	
56	CNEH97_C	97 - All Geography	Current Year Segments	
57	CNEH98_C	98 - All Clustered	Current Year Segments	
58	CNEHY1_C	Y1 - Young & Wireless	Current Year Lifestage Groups	
59	CNEHY2_C	Y2 - Emerging Techies	Current Year Lifestage Groups	
60	CNEHY3_C	Y3 - Young Startups	Current Year Lifestage Groups	
61	CNEHF1_C	F1 - Early-Adopting Elite	Current Year Lifestage Groups	
62	CNEHF2_C	F2 - Suburban Spenders	Current Year Lifestage Groups	
63	CNEHF3_C	F3 - Frugal Folks	Current Year Lifestage Groups	
64	CNEHM1_C	M1 - Wireless White-Collars	Current Year Lifestage Groups	

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65	CNEHM2_C	M2 - Mature Mid- Techs	Current Year Lifestage Groups	
66	CNEHM3_C	M3 - Offline Seniors	Current Year Lifestage Groups	
67	CNEHM4_C	M4 - Elderly Traditionalists	Current Year Lifestage Groups	
68	FYHH2	Total ConneXions Households FY	Five Year Segments	
69	CNEH01_F	01 Technovators (F1)	Five Year Segments	F1 Early-Adopting Elite
70	CNEH02_F	02 Plugged-In Families (F1)	Five Year Segments	F1 Early-Adopting Elite
71	CNEH03_F	03 Tech Nests (F1)	Five Year Segments	F1 Early-Adopting Elite
72	CNEH04_F	04 Connected Country (F1)	Five Year Segments	F1 Early-Adopting Elite
73	CNEH05_F	05 You & I Tunes (Y1)	Five Year Segments	Y1 Young & Wireless
74	CNEH06_F	06 High-Tech Society (F1)	Five Year Segments	F1 Early-Adopting Elite
75	CNEH07_F	07 Generation WiFi (Y1)	Five Year Segments	Y1 Young & Wireless
76	CNEH08_F	08 Calling Circles (F2)	Five Year Segments	F2 Suburban Spenders
77	CNEH09_F	09 Dish Country (F2)	Five Year Segments	F2 Suburban Spenders
78	CNEH10_F	10 Smart Gamers (F2)	Five Year Segments	F2 Suburban Spenders
79	CNEH11_F	11 WiFi Warriors (M1)	Five Year Segments	M1 Wireless White-Collars
80	CNEH12_F	12 Satellites & Silos (Y1)	Five Year Segments	Y1 Young & Wireless
81	CNEH13_F	13 Cyber Sophisticates (M1)	Five Year Segments	M1 Wireless White-Collars
82	CNEH14_F	14 The Pragmatics (Y1)	Five Year Segments	Y1 Young & Wireless
83	CNEH15_F	15 Bundled Burbs (F2)	Five Year Segments	F2 Suburban Spenders
84	CNEH16_F	16 Kids & Keyboards (F2)	Five Year Segments	F2 Suburban Spenders
85	CNEH17_F	17 Time Shifters (Y1)	Five Year Segments	Y1 Young & Wireless
86	CNEH18_F	18 New Technorati (Y2)	Five Year Segments	Y2 Emerging Techies
87	CNEH19_F	19 Gadgets Galore (F3)	Five Year Segments	F3 Frugal Folks
88	CNEH20_F	20 Cinemaniacs (M2)	Five Year Segments	M2 Mature Mid-Techs
89	CNEH21_F	21 Multimedia Families (F3)	Five Year Segments	F3 Frugal Folks
90	CNEH22_F	22 Analoggers (M2)	Five Year Segments	M2 Mature Mid-Techs
91	CNEH23_F	23 Cyber Strivers (F3)	Five Year Segments	F3 Frugal Folks
92	CNEH24_F	24 Internet Hinterlands (M2)	Five Year Segments	M2 Mature Mid-Techs
93	CNEH25_F	25 Low-Speed Boomers (M2)	Five Year Segments	M2 Mature Mid-Techs
94	CNEH26_F	26 Rural Transmissions (M2)	Five Year Segments	M2 Mature Mid-Techs
95	CNEH27_F	27 Video Vistas (F3)	Five Year Segments	F3 Frugal Folks
96	CNEH28_F	28 Big City, Small Tech (F3)	Five Year Segments	F3 Frugal Folks
97	CNEH29_F	29 IM Nation (Y2)	Five Year Segments	Y2 Emerging Techies
98	CNEH30_F	30 Techs and the City (Y2)	Five Year Segments	Y2 Emerging Techies
99	CNEH31_F	31 Plug & Play (Y2)	Five Year Segments	Y2 Emerging Techies
100	CNEH32_F	32 Family Dishes (F3)	Five Year Segments	F3 Frugal Folks
101	CNEH33_F	33 Digital Dreamers (Y2)	Five Year Segments	Y2 Emerging Techies
102	CNEH34_F	34 Gearing Up (Y2)	Five Year Segments	Y2 Emerging Techies
103	CNEH35_F	35 Broadband Boulevards (M2)	Five Year Segments	M2 Mature Mid-Techs
104	CNEH36_F	36 Opting Out (M2)	Five Year Segments	M2 Mature Mid-Techs
105	CNEH37_F	37 Techtown Lites (Y3)	Five Year Segments	Y3 Young Startups
106	CNEH38_F	38 New Kids on the Grid (Y3)	Five Year Segments	Y3 Young Startups
107	CNEH39_F	39 Video Homebodies (F3)	Five Year Segments	F3 Frugal Folks
108	CNEH40_F	40 Low-Tech Country (Y3)	Five Year Segments	Y3 Young Startups
109	CNEH41_F	41 Antenna Land (M3)	Five Year Segments	M3 Offline Seniors
110	CNEH42_F	42 Tech Skeptics (M3)	Five Year Segments	M3 Offline Seniors
111	CNEH43_F	43 Bucolic Basics (M3)	Five Year Segments	M3 Offline Seniors
112	CNEH44_F	44 Leisurely Adopters (M3)	Five Year Segments	M3 Offline Seniors
113	CNEH45_F	45 Landline Living (M3)	Five Year Segments	M3 Offline Seniors
114	CNEH46_F	46 Old-Time Media (M3)	Five Year Segments	M3 Offline Seniors
115	CNEH47_F	47 Discounts & Deals (M3)	Five Year Segments	M3 Offline Seniors
116	CNEH48_F	48 Dial-Up Duos (M3)	Five Year Segments	M3 Offline Seniors
117	CNEH49_F	49 Satellite Seniors (M3)	Five Year Segments	M3 Offline Seniors
118	CNEH50_F	50 Early-Bird TV (M4)	Five Year Segments	M4 Elderly Traditionalists
119	CNEH51_F	51 Tech-Free Frontier (M4)	Five Year Segments	M4 Elderly Traditionalists
120	CNEH52_F	52 The Unconnected (M4)	Five Year Segments	M4 Elderly Traditionalists
121	CNEH53_F	53 Last to Adopt (M4)	Five Year Segments	M4 Elderly Traditionalists
122	CNEH99_F	99 Unassigned (UN)	Five Year Segments	
123	CNEH97_F	97 All Geography	Five Year Segments	
124	CNEH98_F	98 All Clustered	Five Year Segments	
125	CNEHY1_F	Y1 Young & Wireless	Five Year Lifestage Groups	
126	CNEHY2_F	Y2 Emerging Techies	Five Year Lifestage Groups	
127	CNEHY3_F	Y3 Young Startups	Five Year Lifestage Groups	
128	CNEHF1_F	F1 Early-Adopting Elite	Five Year Lifestage Groups	

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129	CNEHF2_F	F2 Suburban Spenders	Five Year Lifestage Groups	
130	CNEHF3_F	F3 Frugal Folks	Five Year Lifestage Groups	
131	CNEHM1_F	M1 Wireless White-Collars	Five Year Lifestage Groups	
132	CNEHM2_F	M2 Mature Mid-Techs	Five Year Lifestage Groups	
133	CNEHM3_F	M3 Offline Seniors	Five Year Lifestage Groups	
134	CNEHM4_F	M4 Elderly Traditionalists	Five Year Lifestage Groups	