

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1	HDPWPPPOP	Total Workplace Population	Basics
2	HDPHH002WC	Household Income: < \$10K	Household Detailed Demographics
3	HDPHH003WC	Household Income: \$10K-\$19K	Household Detailed Demographics
4	HDPHH004WC	Household Income: \$20K-\$29K	Household Detailed Demographics
5	HDPHH005WC	Household Income: \$30K-\$39K	Household Detailed Demographics
6	HDPHH006WC	Household Income: \$40K-\$49K	Household Detailed Demographics
7	HDPHH007WC	Household Income: \$50K-\$74K	Household Detailed Demographics
8	HDPHH008WC	Household Income: \$75K-\$99K	Household Detailed Demographics
9	HDPHH009WC	Household Income: \$100K-\$149K	Household Detailed Demographics
10	HDPHH010WC	Household Income: \$150K-\$199K	Household Detailed Demographics
11	HDPHH011WC	Household Income: \$200K-\$249K	Household Detailed Demographics
12	HDPHH012WC	Household Income: \$250K-\$499K	Household Detailed Demographics
13	HDPHH013WC	Household Income: \$500K+	Household Detailed Demographics
14	HDPHH018WC	Age: 18-24	Household Detailed Demographics
15	HDPHH019WC	Age: 25-34	Household Detailed Demographics
16	HDPHH020WC	Age: 35-44	Household Detailed Demographics
17	HDPHH021WC	Age: 45-54	Household Detailed Demographics
18	HDPHH022WC	Age: 55-64	Household Detailed Demographics
19	HDPHH023WC	Age: 65-74	Household Detailed Demographics
20	HDPHH024WC	Age: 75+	Household Detailed Demographics
21	HDPHH104WC	Household Origin/Descent: Hispanic	Household Detailed Demographics
22	HDPHH105WC	Race: Caucasian	Household Detailed Demographics
23	HDPHH106WC	Race: Black/African-American	Household Detailed Demographics
24	HDPHH107WC	Race: Asian	Household Detailed Demographics
25	HDPHH108WC	Race: American Indian or Alaska Native	Household Detailed Demographics
26	HDPHH109WC	Race: Other	Household Detailed Demographics
27	HDPHH028WC	Marital Status: Married	Household Detailed Demographics
28	HDPHH029WC	Marital Status: Single/Never Married	Household Detailed Demographics
29	HDPHH110WC	Marital Status: Divorced or Separated	Household Detailed Demographics
30	HDPHH031WC	Marital Status: Widowed	Household Detailed Demographics
31	HDPHH032WC	Marital Status: Other	Household Detailed Demographics
32	HDPHH033WC	Household Size: 1 Person	Household Detailed Demographics
33	HDPHH034WC	Household Size: 2 People	Household Detailed Demographics
34	HDPHH035WC	Household Size: 3 or 4 People	Household Detailed Demographics
35	HDPHH036WC	Household Size: 5+ People	Household Detailed Demographics
36	HDPHH037WC	Number of children in Household: 1 Child	Household Detailed Demographics
37	HDPHH038WC	Number of children in Household: 2 Children	Household Detailed Demographics
38	HDPHH039WC	Number of children in Household: 3 Children	Household Detailed Demographics
39	HDPHH040WC	Number of children in Household: 4 or More Children	Household Detailed Demographics
40	HDPHH042WC	Workplace Population with Children	Household Detailed Demographics
41	HDPHH043WC	Workplace Population with No Children	Household Detailed Demographics
42	HDPHH044WC	Workplace Population with Children <6 Years	Household Detailed Demographics
43	HDPHH045WC	Workplace Population with Children 6-12 Years	Household Detailed Demographics
44	HDPHH046WC	Workplace Population with Children 13-17 Years	Household Detailed Demographics
45	HDPHH048WC	Tenure: Owns Home	Household Detailed Demographics
46	HDPHH049WC	Tenure: Rents Home	Household Detailed Demographics
47	HDPHH050WC	Home Value: <\$50K	Household Detailed Demographics
48	HDPHH051WC	Home Value: \$50K-\$99K	Household Detailed Demographics
49	HDPHH052WC	Home Value: \$100K-\$149K	Household Detailed Demographics
50	HDPHH053WC	Home Value: \$150K-\$199K	Household Detailed Demographics
51	HDPHH054WC	Home Value: \$200K-\$499K	Household Detailed Demographics
52	HDPHH055WC	Home Value: \$500K-\$999K	Household Detailed Demographics
53	HDPHH056WC	Home Value: \$1 Million+	Household Detailed Demographics
54	HDPHH058WC	Length of Residence: < 1 Year	Household Detailed Demographics
55	HDPHH059WC	Length of Residence: 1-4 Years	Household Detailed Demographics
56	HDPHH060WC	Length of Residence: 5-9 Years	Household Detailed Demographics
57	HDPHH061WC	Length of Residence: 10+ Years	Household Detailed Demographics
58	HDPHH062WC	Education: Some High School	Household Detailed Demographics
59	HDPHH063WC	Education: High School Graduate	Household Detailed Demographics
60	HDPHH064WC	Education: Some College	Household Detailed Demographics
61	HDPHH065WC	Education: Undergraduate Degree	Household Detailed Demographics
62	HDPHH111WC	Education: Some Postgraduate Work	Household Detailed Demographics
63	HDPHH066WC	Education: Graduate Degree	Household Detailed Demographics
64	HDPHH118WC	Employment Status: Employed Full Time	Household Detailed Demographics
65	HDPHH113WC	Employment Status: Employed Part Time	Household Detailed Demographics
66	HDPHH114WC	Employment Status: Self-Employed	Household Detailed Demographics
67	HDPHH115WC	Employment Status: Unemployed	Household Detailed Demographics
68	HDPHH116WC	Employment Status: Retired	Household Detailed Demographics
69	HDPHH117WC	Employment Status: Student	Household Detailed Demographics
70	HDPHH112WC	Employment Status: Homemaker	Household Detailed Demographics
71	HDPHH073WC	Occupation Category: Management/Business/Financial	Household Detailed Demographics
72	HDPHH074WC	Occupation Category: Professional	Household Detailed Demographics
73	HDPHH075WC	Occupation Category: Sales/Office Worker	Household Detailed Demographics
74	HDPHH076WC	Occupation Category: Natural Resources/Construction/Maintenance	Household Detailed Demographics
75	HDPHH077WC	Occupation Category: Other	Household Detailed Demographics

## Claritas household demographic profiles 2018 variables - workplace prizm premier

ORDER	VARIABLE	DESCRIPTION	CATEGORY
76	HDPHH078WC	Occupation: Management Chief Executive, Upper Managers, Superintendent	Household Detailed Demographics
77	HDPHH079WC	Occupation: Business/Financial Operations Agent, Accountant, Financial Analyst	Household Detailed Demographics
78	HDPHH080WC	Occupation: Computer and Mathematical Programmer, DBA, Actuary, Statistician	Household Detailed Demographics
79	HDPHH081WC	Occupation: Architecture and Engineering Architect, Engineer	Household Detailed Demographics
80	HDPHH083WC	Occupation: Community/Social Services Counselor, Social or Religious Worker	Household Detailed Demographics
81	HDPHH084WC	Occupation: Legal Lawyer, Paralegal, Judge	Household Detailed Demographics
82	HDPHH085WC	Occupation: Education, Teacher, Professor, Librarian	Household Detailed Demographics
83	HDPHH086WC	Occupation: Art, Design, Entertainment, Media Artist, Writer, Public Relations	Household Detailed Demographics
84	HDPHH087WC	Occupation: Healthcare Practitioners, Doctor, Nurse, Chiropractor, Dentist	Household Detailed Demographics
85	HDPHH088WC	Occupation: Healthcare Support, Nursing Aide, Dental Asst, Massage Therapist	Household Detailed Demographics
86	HDPHH089WC	Occupation: Protective Service, Police, Fire Fighter, Detective	Household Detailed Demographics
87	HDPHH090WC	Occupation: Food Preparation and Service, Chef, Cook, Waiter, Food Service	Household Detailed Demographics
88	HDPHH091WC	Occupation: Building and Grounds Service, Landscaping, Housekeeping, Janitor	Household Detailed Demographics
89	HDPHH092WC	Occupation: Personal Care and Service, Barber, Child Care, Animal Trainer	Household Detailed Demographics
90	HDPHH093WC	Occupation: Sales, Cashier, Sales Representative, Telemarketer	Household Detailed Demographics
91	HDPHH094WC	Occupation: Office/Administrative Support, Secretary, Clerk, Bank Teller	Household Detailed Demographics
92	HDPHH096WC	Occupation: Construction, Mason, Carpenter, Electrician	Household Detailed Demographics
93	HDPHH097WC	Occupation: Installation, Maintenance, Repair, Electrical, HVAC, Mechanic	Household Detailed Demographics
94	HDPHH098WC	Occupation: Production, Baker, Metal/Woodworker, Assembler, Plant Operator	Household Detailed Demographics
95	HDPHH099WC	Occupation: Transportation, Pilot, Driver, Railway Worker	Household Detailed Demographics
96	HDPHS014WC	Household Income: < \$30K	Household Summary Demographics
97	HDPHS015WC	Household Income: \$30K - \$74K	Household Summary Demographics
98	HDPHS008WC	Household Income: \$75K - \$99K	Household Summary Demographics
99	HDPHS016WC	Household Income: \$100K+	Household Summary Demographics
100	HDPHS025WC	Age: 18-34	Household Summary Demographics
101	HDPHS026WC	Age: 35-54	Household Summary Demographics
102	HDPHS027WC	Age: 55+	Household Summary Demographics
103	HDPHS042WC	Workplace Population with Children	Household Summary Demographics
104	HDPHS043WC	Workplace Population with No Children	Household Summary Demographics
105	HDPHS044WC	Workplace Population with Children <6 Years	Household Summary Demographics
106	HDPHS047WC	Workplace Population with Children 6 to 17 Years	Household Summary Demographics
107	HDPHS048WC	Tenure: Owns Home	Household Summary Demographics
108	HDPHS049WC	Tenure: Rents Home	Household Summary Demographics