

ORDER	VARIABLE	DESCRIPTION	Social Group	LIFEstage group
1	CYHH3	Total PRIZM Premier HH		
2	PZPCY01	01 - Upper Crust (S1)	S1 Elite Suburbs	M1 Affluent Empty Nests
3	PZPCY02	02 - Networked Neighbors (S1)	S1 Elite Suburbs	F1 Accumulated Wealth
4	PZPCY03	03 - Movers & Shakers (S1)	S1 Elite Suburbs	M1 Affluent Empty Nests
5	PZPCY04	04 - Young Digerati (U1)	U1 Urban Uptown	Y1 Midlife Success
6	PZPCY05	05 - Country Squires (T1)	T1 Landed Gentry	F1 Accumulated Wealth
7	PZPCY06	06 - Winner's Circle (S2)	S2 The Affluentials	F1 Accumulated Wealth
8	PZPCY07	07 - Money & Brains (U1)	U1 Urban Uptown	M1 Affluent Empty Nests
9	PZPCY08	08 - Gray Power (S2)	S2 The Affluentials	M1 Affluent Empty Nests
10	PZPCY09	09 - Big Fish, Small Pond (T1)	T1 Landed Gentry	M1 Affluent Empty Nests
11	PZPCY10	10 - Executive Suites (S2)	S2 The Affluentials	F1 Accumulated Wealth
12	PZPCY11	11 - Fast-Track Families (T1)	T1 Landed Gentry	F1 Accumulated Wealth
13	PZPCY12	12 - Cruisin' to Retirement (S2)	S2 The Affluentials	M1 Affluent Empty Nests
14	PZPCY13	13 - Upward Bound (S2)	S2 The Affluentials	Y1 Midlife Success
15	PZPCY14	14 - Kids & Cul-de-Sacs (S2)	S2 The Affluentials	F1 Accumulated Wealth
16	PZPCY15	15 - New Homesteaders (T1)	T1 Landed Gentry	F1 Accumulated Wealth
17	PZPCY16	16 - Beltway Boomers (S2)	S2 The Affluentials	F1 Accumulated Wealth
18	PZPCY17	17 - Urban Elders (U2)	U2 Midtown Mix	M2 Conservative Classics
19	PZPCY18	18 - Mayberry-ville (T2)	T2 Country Comfort	M2 Conservative Classics
20	PZPCY19	19 - American Dreams (U1)	U1 Urban Uptown	M2 Conservative Classics
21	PZPCY20	20 - Empty Nests (S3)	S3 Middleburbs	M2 Conservative Classics
22	PZPCY21	21 - The Cosmopolitans (U1)	U1 Urban Uptown	Y1 Midlife Success
23	PZPCY22	22 - Middleburg Managers (C1)	C1 Second City Society	M2 Conservative Classics
24	PZPCY23	23 - Township Travelers (T2)	T2 Country Comfort	F2 Young Accumulators
25	PZPCY24	24 - Pickup Patriarchs (T2)	T2 Country Comfort	M2 Conservative Classics
26	PZPCY25	25 - Up-and-Comers (S3)	S3 Middleburbs	Y1 Midlife Success
27	PZPCY26	26 - Home Sweet Home (S3)	S3 Middleburbs	F2 Young Accumulators
28	PZPCY27	27 - Big Sky Families (T2)	T2 Country Comfort	F2 Young Accumulators
29	PZPCY28	28 - Country Casuals (T2)	T2 Country Comfort	M2 Conservative Classics
30	PZPCY29	29 - White Picket Fences (T2)	T2 Country Comfort	F2 Young Accumulators
31	PZPCY30	30 - Pools & Patios (S3)	S3 Middleburbs	F2 Young Accumulators
32	PZPCY31	31 - Connected Bohemians (U2)	U2 Midtown Mix	Y1 Midlife Success
33	PZPCY32	32 - Traditional Times (T3)	T3 Middle America	M3 Cautious Couples
34	PZPCY33	33 - Second City Startups (C1)	C1 Second City Society	F3 Mainstream Families
35	PZPCY34	34 - Young & Influential (S4)	S4 Inner Suburbs	Y1 Midlife Success
36	PZPCY35	35 - Urban Achievers (U2)	U2 Midtown Mix	Y1 Midlife Success
37	PZPCY36	36 - Toolbelt Traditionalists (S4)	S4 Inner Suburbs	M3 Cautious Couples
38	PZPCY37	37 - Bright Lights, Li'l City (C1)	C1 Second City Society	F3 Mainstream Families
39	PZPCY38	38 - Hometown Retired (T3)	T3 Middle America	M3 Cautious Couples
40	PZPCY39	39 - Kid Country, USA (T3)	T3 Middle America	F3 Mainstream Families
41	PZPCY40	40 - Aspiring A-Listers (U2)	U2 Midtown Mix	Y2 Young Achievers
42	PZPCY41	41 - Domestic Duos (S4)	S4 Inner Suburbs	M3 Cautious Couples
43	PZPCY42	42 - Multi-Culti Mosaic (U3)	U3 Urban Cores	F4 Sustaining Families
44	PZPCY43	43 - City Roots (U3)	U3 Urban Cores	M3 Cautious Couples
45	PZPCY44	44 - Country Strong (T3)	T3 Middle America	F3 Mainstream Families
46	PZPCY45	45 - Urban Modern Mix (U3)	U3 Urban Cores	F4 Sustaining Families
47	PZPCY46	46 - Heartlanders (T3)	T3 Middle America	M3 Cautious Couples
48	PZPCY47	47 - Striving Selfies (C2)	C2 City Centers	Y2 Young Achievers
49	PZPCY48	48 - Generation Web (C2)	C2 City Centers	Y2 Young Achievers
50	PZPCY49	49 - American Classics (C2)	C2 City Centers	M3 Cautious Couples
51	PZPCY50	50 - Metro Grads (S4)	S4 Inner Suburbs	Y2 Young Achievers
52	PZPCY51	51 - Campers & Camo (T3)	T3 Middle America	F3 Mainstream Families
53	PZPCY52	52 - Simple Pleasures (T3)	T3 Middle America	M3 Cautious Couples
54	PZPCY53	53 - Lo-Tech Singles (C2)	C2 City Centers	M3 Cautious Couples
55	PZPCY54	54 - Struggling Singles (C2)	C2 City Centers	Y2 Young Achievers
56	PZPCY55	55 - Red, White & Blue (T4)	T4 Rustic Living	Y3 Striving Singles
57	PZPCY56	56 - Multi-Culti Families (U3)	U3 Urban Cores	F4 Sustaining Families
58	PZPCY57	57 - Back Country Folks (T4)	T4 Rustic Living	M4 Sustaining Seniors
59	PZPCY58	58 - Golden Ponds (T4)	T4 Rustic Living	M4 Sustaining Seniors
60	PZPCY59	59 - New Melting Pot (C3)	C3 Micro-City Mix	Y3 Striving Singles
61	PZPCY60	60 - Small-Town Collegiates (T4)	T4 Rustic Living	Y3 Striving Singles
62	PZPCY61	61 - Second City Generations (C3)	C3 Micro-City Mix	F4 Sustaining Families
63	PZPCY62	62 - Crossroad Villagers (T4)	T4 Rustic Living	M4 Sustaining Seniors
64	PZPCY63	63 - Low-Rise Living (U3)	U3 Urban Cores	Y3 Striving Singles
65	PZPCY64	64 - Family Thrifts (C3)	C3 Micro-City Mix	Y3 Striving Singles
66	PZPCY65	65 - Young & Rustic (T4)	T4 Rustic Living	Y3 Striving Singles
67	PZPCY66	66 - New Beginnings (C3)	C3 Micro-City Mix	Y3 Striving Singles
68	PZPCY67	67 - Park Bench Seniors (C3)	C3 Micro-City Mix	M4 Sustaining Seniors
69	PZPCY68	68 - Bedrock America (T4)	T4 Rustic Living	F4 Sustaining Families
70	PZPHU1_C	U1 - Urban Uptown		

ORDER	VARIABLE	DESCRIPTION	Social Group	LIFEstage group
71	PZPHU2_C	U2 - Midtown Mix		
72	PZPHU3_C	U3 - Urban Cores		
73	PZPHS1_C	S1 - Elite Suburbs		
74	PZPHS2_C	S2 - The Affluentials		
75	PZPHS3_C	S3 - Middleburbs		
76	PZPHS4_C	S4 - Inner Suburbs		
77	PZPHC1_C	C1 - Second City Society		
78	PZPHC2_C	C2 - City Centers		
79	PZPHC3_C	C3 - Micro-City Mix		
80	PZPHT1_C	T1 - Landed Gentry		
81	PZPHT2_C	T2 - Country Comfort		
82	PZPHT3_C	T3 - Middle America		
83	PZPHT4_C	T4 - Rustic Living		
84	PZPHY1_C	Y1 - Midlife Success		
85	PZPHY2_C	Y2 - Young Achievers		
86	PZPHY3_C	Y3 - Striving Singles		
87	PZPHF1_C	F1 - Accumulated Wealth		
88	PZPHF2_C	F2 - Young Accumulators		
89	PZPHF3_C	F3 - Mainstream Families		
90	PZPHF4_C	F4 - Sustaining Families		
91	PZPHM1_C	M1 - Affluent Empty Nests		
92	PZPHM2_C	M2 - Conservative Classics		
93	PZPHM3_C	M3 - Cautious Couples		
94	PZPHM4_C	M4 - Sustaining Seniors		
95	PZP_CY_URB	Urb - Urban		
96	PZP_CY_SUB	Urb - Suburban		
97	PZP_CY_CIT	Urb - Second City		
98	PZP_CY_MIX	Urb - Metro Mix		
99	PZP_CY_TW	Urb - Town		
100	PZP_CY_RL	Urb - Rural		
101	LANDSQMILE	Land Area in Square Miles		