

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, Lil' 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	

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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		
102	FYHH3	Total PRIZM Premier HH		
103	PZPFY01	01 - Upper Crust (S1)	S1 Elite Suburbs	M1 Affluent Empty Nests
104	PZPFY02	02 - Networked Neighbors (S1)	S1 Elite Suburbs	F1 Accumulated Wealth
105	PZPFY03	03 - Movers & Shakers (S1)	S1 Elite Suburbs	M1 Affluent Empty Nests
106	PZPFY04	04 - Young Digerati (U1)	U1 Urban Uptown	Y1 Midlife Success
107	PZPFY05	05 - Country Squires (T1)	T1 Landed Gentry	F1 Accumulated Wealth
108	PZPFY06	06 - Winner's Circle (S2)	S2 The Affluentials	F1 Accumulated Wealth
109	PZPFY07	07 - Money & Brains (U1)	U1 Urban Uptown	M1 Affluent Empty Nests
110	PZPFY08	08 - Gray Power (S2)	S2 The Affluentials	M1 Affluent Empty Nests
111	PZPFY09	09 - Big Fish, Small Pond (T1)	T1 Landed Gentry	M1 Affluent Empty Nests
112	PZPFY10	10 - Executive Suites (S2)	S2 The Affluentials	F1 Accumulated Wealth
113	PZPFY11	11 - Fast-Track Families (T1)	T1 Landed Gentry	F1 Accumulated Wealth
114	PZPFY12	12 - Cruisin' to Retirement (S2)	S2 The Affluentials	M1 Affluent Empty Nests
115	PZPFY13	13 - Upward Bound (S2)	S2 The Affluentials	Y1 Midlife Success
116	PZPFY14	14 - Kids & Cul-de-Sacs (S2)	S2 The Affluentials	F1 Accumulated Wealth
117	PZPFY15	15 - New Homesteaders (T1)	T1 Landed Gentry	F1 Accumulated Wealth
118	PZPFY16	16 - Beltway Boomers (S2)	S2 The Affluentials	F1 Accumulated Wealth
119	PZPFY17	17 - Urban Elders (U2)	U2 Midtown Mix	M2 Conservative Classics
120	PZPFY18	18 - Mayberry-ville (T2)	T2 Country Comfort	M2 Conservative Classics
121	PZPFY19	19 - American Dreams (U1)	U1 Urban Uptown	M2 Conservative Classics
122	PZPFY20	20 - Empty Nests (S3)	S3 Middleburbs	M2 Conservative Classics
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135	PZPFY33	33 - Second City Startups (C1)	C1 Second City Society	F3 Mainstream Families
136	PZPFY34	34 - Young & Influential (S4)	S4 Inner Suburbs	Y1 Midlife Success
137	PZPFY35	35 - Urban Achievers (U2)	U2 Midtown Mix	Y1 Midlife Success
138	PZPFY36	36 - Toolbelt Traditionalists (S4)	S4 Inner Suburbs	M3 Cautious Couples
139	PZPFY37	37 - Bright Lights, Li'l City (C1)	C1 Second City Society	F3 Mainstream Families
140	PZPFY38	38 - Hometown Retired (T3)	T3 Middle America	M3 Cautious Couples

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164	PZPFY62	62 - Crossroad Villagers (T4)	T4 Rustic Living	M4 Sustaining Seniors
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167	PZPFY65	65 - Young & Rustic (T4)	T4 Rustic Living	Y3 Striving Singles
168	PZPFY66	66 - New Beginnings (C3)	C3 Micro-City Mix	Y3 Striving Singles
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174	PZPHS1_F		S1 - Elite Suburbs	
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178	PZPHC1_F		C1 - Second City Society	
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180	PZPHC3_F		C3 - Micro-City Mix	
181	PZPHT1_F		T1 - Landed Gentry	
182	PZPHT2_F		T2 - Country Comfort	
183	PZPHT3_F		T3 - Middle America	
184	PZPHT4_F		T4 - Rustic Living	
185	PZPHY1_F			Y1 - Midlife Success
186	PZPHY2_F			Y2 - Young Achievers
187	PZPHY3_F			Y3 - Striving Singles
188	PZPHF1_F			F1 - Accumulated Wealth
189	PZPHF2_F			F2 - Young Accumulators
190	PZPHF3_F			F3 - Mainstream Families
191	PZPHF4_F			F4 - Sustaining Families
192	PZPHM1_F			M1 - Affluent Empty Nests
193	PZPHM2_F			M2 - Conservative Classics
194	PZPHM3_F			M3 - Cautious Couples
195	PZPHM4_F			M4 - Sustaining Seniors
196	PZP_FY_URB	Urb - Urban		
197	PZP_FY_SUB	Urb - Suburban		
198	PZP_FY_CIT	Urb - Second City		
199	PZP_FY_MIX	Urb - Metro Mix		
200	PZP_FY_TW	Urb - Town		
201	PZP_FY_RL	Urb - Rural		