

ORDER	VARIABLE	DESCRIPTION	CATEGORY	Lifestage group
1	PSNCHH	Total P\$YCLE HH	Segment	
2	PSNC01	01 - The Wealth Market	Segment	M1 Financial Elite
3	PSNC02	02 - Globetrotters	Segment	M2 Wealthy Achievers
4	PSNC03	03 - Business Class	Segment	M1 Financial Elite
5	PSNC04	04 - Golden Agers	Segment	M2 Wealthy Achievers
6	PSNC05	05 - Power Couples	Segment	Y1 Upwardly Mobile
7	PSNC06	06 - Civic Spirits	Segment	M3 Upscale Empty Nests
8	PSNC07	07 - Family Fortunes	Segment	F1 Flourishing Families
9	PSNC08	08 - Domestic Bliss	Segment	M2 Wealthy Achievers
10	PSNC09	09 - Big Spenders	Segment	F1 Flourishing Families
11	PSNC10	10 - Capital Accumulators	Segment	M2 Wealthy Achievers
12	PSNC11	11 - Savvy Savers	Segment	M3 Upscale Empty Nests
13	PSNC12	12 - Feathered Nests	Segment	F1 Flourishing Families
14	PSNC13	13 - Annuity-ville	Segment	M3 Upscale Empty Nests
15	PSNC14	14 - Financial Independents	Segment	F2 Upscale Earners
16	PSNC15	15 - Midlife Highlife	Segment	F1 Flourishing Families
17	PSNC16	16 - Leisure Land	Segment	M4 Midscale Matures
18	PSNC17	17 - Home Sweet Equity	Segment	M2 Wealthy Achievers
19	PSNC18	18 - Travel & Antiques	Segment	M3 Upscale Empty Nests
20	PSNC19	19 - New Money	Segment	F2 Upscale Earners
21	PSNC20	20 - Comfortably Retired	Segment	M5 Retirement Blues
22	PSNC21	21 - Leveraged Life	Segment	F2 Upscale Earners
23	PSNC22	22 - Bargain Lovers	Segment	Y1 Upwardly Mobile
24	PSNC23	23 - School Daze	Segment	F2 Upscale Earners
25	PSNC24	24 - Corporate Climbers	Segment	Y1 Upwardly Mobile
26	PSNC25	25 - Safe at Home	Segment	F2 Upscale Earners
27	PSNC26	26 - Early-Bird Specials	Segment	M5 Retirement Blues
28	PSNC27	27 - Conservative Couples	Segment	M4 Midscale Matures
29	PSNC28	28 - Senior Solitaire	Segment	M4 Midscale Matures
30	PSNC29	29 - Retirement Ready	Segment	M4 Midscale Matures
31	PSNC30	30 - Fiscal Rookies	Segment	Y1 Upwardly Mobile
32	PSNC31	31 - Khakis & Credit	Segment	F2 Upscale Earners
33	PSNC32	32 - Family Sprawl	Segment	F2 Upscale Earners
34	PSNC33	33 - Cut-Rate Country	Segment	F3 Mass Middle Class
35	PSNC34	34 - Online Living	Segment	Y1 Upwardly Mobile
36	PSNC35	35 - Hunters & Collectors	Segment	M4 Midscale Matures
37	PSNC36	36 - Paying It Down	Segment	F3 Mass Middle Class
38	PSNC37	37 - Rural Roots	Segment	F3 Mass Middle Class
39	PSNC38	38 - Old Homesteaders	Segment	M5 Retirement Blues
40	PSNC39	39 - ATM Nation	Segment	Y2 Metro Mainstream
41	PSNC40	40 - Timeless Tenants	Segment	M4 Midscale Matures
42	PSNC41	41 - Finance Chargers	Segment	F3 Mass Middle Class
43	PSNC42	42 - Sunset Times	Segment	M5 Retirement Blues
44	PSNC43	43 - Payday Prospects	Segment	Y2 Metro Mainstream
45	PSNC44	44 - Homespun Families	Segment	F3 Mass Middle Class
46	PSNC45	45 - Greenback Acres	Segment	F4 Working-Class USA
47	PSNC46	46 - Settling Down	Segment	F3 Mass Middle Class
48	PSNC47	47 - Middle Ages	Segment	F4 Working-Class USA
49	PSNC48	48 - New Nests	Segment	F3 Mass Middle Class
50	PSNC49	49 - Loan Rangers	Segment	Y2 Metro Mainstream
51	PSNC50	50 - Urban Essentials	Segment	Y2 Metro Mainstream
52	PSNC51	51 - Starter Ranches	Segment	F4 Working-Class USA
53	PSNC52	52 - Country Cottages	Segment	F4 Working-Class USA
54	PSNC53	53 - Social Insecurity	Segment	M5 Retirement Blues
55	PSNC54	54 - City Strivers	Segment	Y2 Metro Mainstream
56	PSNC55	55 - Getting-By Blues	Segment	F4 Working-Class USA
57	PSNC56	56 - Economizers	Segment	F4 Working-Class USA
58	PSNC57	57 - Young Urban Renters	Segment	Y3 Fiscal Fledglings
59	PSNC58	58 - Bottom-Line Blues	Segment	Y3 Fiscal Fledglings
60	PSNHY1_C	Y1 - Upwardly Mobile	Lifestage Group	
61	PSNHY2_C	Y2 - Metro Mainstream	Lifestage Group	
62	PSNHY3_C	Y3 - Fiscal Fledglings	Lifestage Group	
63	PSNHF1_C	F1 - Flourishing Families	Lifestage Group	
64	PSNHF2_C	F2 - Upscale Earners	Lifestage Group	

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65	PSNHF3_C	F3 - Mass Middle Class	Lifestage Group	
66	PSNHF4_C	F4 - Working-Class USA	Lifestage Group	
67	PSNHM1_C	M1 - Financial Elite	Lifestage Group	
68	PSNHM2_C	M2 - Wealthy Achievers	Lifestage Group	
69	PSNHM3_C	M3 - Upscale Empty Nests	Lifestage Group	
70	PSNHM4_C	M4 - Midscale Matures	Lifestage Group	
71	PSNHM5_C	M5 - Retirement Blues	Lifestage Group	