

ORDER	VARIABLE	DESCRIPTION	CATEGORY	lifestage group
1	PSPBASEC	Total P\$YCLE Premier HH	Segment	
2	PSPCY01	01 - The Wealth Market	Segment	M1 Financial Elite
3	PSPCY02	02 - Business Class	Segment	M1 Financial Elite
4	PSPCY03	03 - Power Couples	Segment	M1 Financial Elite
5	PSPCY04	04 - Golden Agers	Segment	M1 Financial Elite
6	PSPCY05	05 - Capital Accumulators	Segment	M2 Wealthy Achievers
7	PSPCY06	06 - Big Spenders	Segment	F1 Flourishing Families
8	PSPCY07	07 - IRA Enthusiast	Segment	M2 Wealthy Achievers
9	PSPCY08	08 - Savvy Savers	Segment	M2 Wealthy Achievers
10	PSPCY09	09 - Booming Nests	Segment	M3 Upscale Empty Nests
11	PSPCY10	10 - Leasing Luxury	Segment	M2 Wealthy Achievers
12	PSPCY11	11 - McMansions & Merriment	Segment	Y1 Upwardly Mobile
13	PSPCY12	12 - New Money	Segment	Y1 Upwardly Mobile
14	PSPCY13	13 - Ready, Set, Retire!	Segment	M2 Wealthy Achievers
15	PSPCY14	14 - School Daze	Segment	F1 Flourishing Families
16	PSPCY15	15 - Family Funding	Segment	F1 Flourishing Families
17	PSPCY16	16 - Equity Earners	Segment	M3 Upscale Empty Nests
18	PSPCY17	17 - Leisure Land	Segment	M3 Upscale Empty Nests
19	PSPCY18	18 - Leveraged Life	Segment	F1 Flourishing Families
20	PSPCY19	19 - Fiscal Rookies	Segment	Y1 Upwardly Mobile
21	PSPCY20	20 - Home Sweet Equity	Segment	M3 Upscale Empty Nests
22	PSPCY21	21 - Comfortably Retired	Segment	M3 Upscale Empty Nests
23	PSPCY22	22 - Early-Bird Specials	Segment	M3 Upscale Empty Nests
24	PSPCY23	23 - Value Seekers	Segment	F2 Upscale Earners
25	PSPCY27	27 - Khakis & Credit	Segment	Y1 Upwardly Mobile
26	PSPCY24	24 - Work Hard, Play Hard	Segment	M4 Midscale Matures
27	PSPCY25	25 - Annuity Street	Segment	M4 Midscale Matures
28	PSPCY26	26 - Pensions & Ports	Segment	F2 Upscale Earners
29	PSPCY28	28 - Loan Rangers	Segment	Y1 Upwardly Mobile
30	PSPCY29	29 - ATM Nation	Segment	Y2 Metro Mainstream
31	PSPCY30	30 - Daily Grinders	Segment	Y2 Metro Mainstream
32	PSPCY31	31 - Online Living	Segment	Y2 Metro Mainstream
33	PSPCY32	32 - Credit Country	Segment	Y2 Metro Mainstream
34	PSPCY33	33 - Generation Save	Segment	M4 Midscale Matures
35	PSPCY34	34 - Rocker & Recliner Retirees	Segment	M4 Midscale Matures
36	PSPCY35	35 - Striving & Thriving	Segment	Y2 Metro Mainstream
37	PSPCY36	36 - Rural Roots	Segment	F2 Upscale Earners
38	PSPCY37	37 - Fiscally Fit Families	Segment	F2 Upscale Earners
39	PSPCY38	38 - Nesters & Investors	Segment	M4 Midscale Matures
40	PSPCY39	39 - New Tech Traders	Segment	F3 Mass Middle Class
41	PSPCY40	40 - Drive-Thru Debits	Segment	F3 Mass Middle Class
42	PSPCY41	41 - Fast Cash Families	Segment	F3 Mass Middle Class
43	PSPCY42	42 - Frugal Fledglings	Segment	Y3 Fiscal Fledglings
44	PSPCY43	43 - Metropolitan Ease	Segment	Y3 Fiscal Fledglings
45	PSPCY44	44 - Prudent Peak	Segment	Y3 Fiscal Fledglings
46	PSPCY45	45 - Cash Back Consumers	Segment	F3 Mass Middle Class
47	PSPCY46	46 - Unwired Retired	Segment	M5 Retirement Blues
48	PSPCY47	47 - Superstore Shoppers	Segment	M5 Retirement Blues
49	PSPCY48	48 - Transient Leasers	Segment	Y3 Fiscal Fledglings
50	PSPCY49	49 - Penny Pinchers	Segment	M5 Retirement Blues
51	PSPCY50	50 - Starter Homes	Segment	F3 Mass Middle Class
52	PSPCY51	51 - Digital & Dollar Stores	Segment	F4 Working-Class USA
53	PSPCY52	52 - Family Steals & Deals	Segment	F4 Working-Class USA
54	PSPCY53	53 - Off-the-Grid Grays	Segment	F4 Working-Class USA
55	PSPCY54	54 - Liquid Lessees	Segment	Y3 Fiscal Fledglings
56	PSPCY55	55 - City Strivers	Segment	F4 Working-Class USA
57	PSPCY56	56 - Fixed Finances	Segment	M5 Retirement Blues
58	PSPCY57	57 - Minimum Way	Segment	F4 Working-Class USA
59	PSPCY58	58 - Social Insecurity	Segment	F4 Working-Class USA
60	PSPCY59	59 - Counting Coins	Segment	Y3 Fiscal Fledglings
61	PSPCY60	60 - Foundational Occupant	Segment	M5 Retirement Blues
62	PSPHY1_C	Y1 - Upwardly Mobile	Lifestage Group	
63	PSPHY2_C	Y2 - Metro Mainstream	Lifestage Group	
64	PSPHY3_C	Y3 - Fiscal Fledglings	Lifestage Group	

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65	PSPHF1_C	F1 - Flourishing Families	Lifestage Group	
66	PSPHF2_C	F2 - Upscale Earners	Lifestage Group	
67	PSPHF3_C	F3 - Mass Middle Class	Lifestage Group	
68	PSPHF4_C	F4 - Working-Class USA	Lifestage Group	
69	PSPHM1_C	M1 - Financial Elite	Lifestage Group	
70	PSPHM2_C	M2 - Wealthy Achievers	Lifestage Group	
71	PSPHM3_C	M3 - Upscale Empty Nests	Lifestage Group	
72	PSPHM4_C	M4 - Midscale Matures	Lifestage Group	
73	PSPHM5_C	M5 - Retirement Blues	Lifestage Group	