

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

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55	PSPCY54	54 - Liquid Lessees	Current Year Segments	Y3 - Fiscal Fledglings
56	PSPCY55	55 - City Strivers	Current Year Segments	F4 - Working-Class USA
57	PSPCY56	56 - Fixed Finances	Current Year Segments	M5 - Retirement Blues
58	PSPCY57	57 - Minimum Way	Current Year Segments	F4 - Working-Class USA
59	PSPCY58	58 - Social Insecurity	Current Year Segments	F4 - Working-Class USA
60	PSPCY59	59 - Counting Coins	Current Year Segments	Y3 - Fiscal Fledglings
61	PSPCY60	60 - Foundational Occupant	Current Year Segments	M5 - Retirement Blues
62	PSPCY99	99 - Unassigned	Current Year Segments	
63	PSPCY97	97 - All Geography	Current Year Segments	
64	PSPCY98	98 - All Clustered	Current Year Segments	
65	PSPHY1_C	Y1 - Upwardly Mobile	Current Year Lifestage Groups	
66	PSPHY2_C	Y2 - Metro Mainstream	Current Year Lifestage Groups	
67	PSPHY3_C	Y3 - Fiscal Fledglings	Current Year Lifestage Groups	
68	PSPHF1_C	F1 - Flourishing Families	Current Year Lifestage Groups	
69	PSPHF2_C	F2 - Upscale Earners	Current Year Lifestage Groups	
70	PSPHF3_C	F3 - Mass Middle Class	Current Year Lifestage Groups	
71	PSPHF4_C	F4 - Working-Class USA	Current Year Lifestage Groups	
72	PSPHM1_C	M1 - Financial Elite	Current Year Lifestage Groups	
73	PSPHM2_C	M2 - Wealthy Achievers	Current Year Lifestage Groups	
74	PSPHM3_C	M3 - Upscale Empty Nests	Current Year Lifestage Groups	
75	PSPHM4_C	M4 - Midscale Matures	Current Year Lifestage Groups	
76	PSPHM5_C	M5 - Retirement Blues	Current Year Lifestage Groups	
77	PSPBASEF	Total P\$YCLE Premier Households	Five Year Segments	
78	PSPFY01	01 - The Wealth Market	Five Year Segments	M1 - Financial Elite
79	PSPFY02	02 - Business Class	Five Year Segments	M1 - Financial Elite
80	PSPFY03	03 - Power Couples	Five Year Segments	M1 - Financial Elite
81	PSPFY04	04 - Golden Agers	Five Year Segments	M1 - Financial Elite
82	PSPFY05	05 - Capital Accumulators	Five Year Segments	M2 - Wealthy Achievers
83	PSPFY06	06 - Big Spenders	Five Year Segments	F1 - Flourishing Families
84	PSPFY07	07 - IRA Enthusiast	Five Year Segments	M2 - Wealthy Achievers
85	PSPFY08	08 - Savvy Savers	Five Year Segments	M2 - Wealthy Achievers
86	PSPFY09	09 - Booming Nests	Five Year Segments	M3 - Upscale Empty Nests
87	PSPFY10	10 - Leasing Luxury	Five Year Segments	M2 - Wealthy Achievers
88	PSPFY11	11 - McMansions & Merriment	Five Year Segments	Y1 - Upwardly Mobile
89	PSPFY12	12 - New Money	Five Year Segments	Y1 - Upwardly Mobile
90	PSPFY13	13 - Ready, Set, Retire!	Five Year Segments	M2 - Wealthy Achievers
91	PSPFY14	14 - School Daze	Five Year Segments	F1 - Flourishing Families
92	PSPFY15	15 - Family Funding	Five Year Segments	F1 - Flourishing Families
93	PSPFY16	16 - Equity Earners	Five Year Segments	M3 - Upscale Empty Nests
94	PSPFY17	17 - Leisure Land	Five Year Segments	M3 - Upscale Empty Nests
95	PSPFY18	18 - Leveraged Life	Five Year Segments	F1 - Flourishing Families
96	PSPFY19	19 - Fiscal Rookies	Five Year Segments	Y1 - Upwardly Mobile
97	PSPFY20	20 - Home Sweet Equity	Five Year Segments	M3 - Upscale Empty Nests
98	PSPFY21	21 - Comfortably Retired	Five Year Segments	M3 - Upscale Empty Nests
99	PSPFY22	22 - Early-Bird Specials	Five Year Segments	M3 - Upscale Empty Nests
100	PSPFY23	23 - Value Seekers	Five Year Segments	F2 - Upscale Earners
101	PSPFY24	24 - Work Hard, Play Hard	Five Year Segments	Y1 - Upwardly Mobile
102	PSPFY25	25 - Annuity Street	Five Year Segments	M4 - Midscale Matures
103	PSPFY26	26 - Pensions & Ports	Five Year Segments	M4 - Midscale Matures
104	PSPFY27	27 - Khakis & Credit	Five Year Segments	F2 - Upscale Earners
105	PSPFY28	28 - Loan Rangers	Five Year Segments	Y1 - Upwardly Mobile
106	PSPFY29	29 - ATM Nation	Five Year Segments	Y2 - Metro Mainstream
107	PSPFY30	30 - Daily Grinders	Five Year Segments	Y2 - Metro Mainstream
108	PSPFY31	31 - Online Living	Five Year Segments	Y2 - Metro Mainstream

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109	PSPFY32	32 - Credit Country	Five Year Segments	Y2 - Metro Mainstream
110	PSPFY33	33 - Generation Save	Five Year Segments	M4 - Midscale Matures
111	PSPFY34	34 - Rocker & Recliner Retirees	Five Year Segments	M4 - Midscale Matures
112	PSPFY35	35 - Striving & Thriving	Five Year Segments	Y2 - Metro Mainstream
113	PSPFY36	36 - Rural Roots	Five Year Segments	F2 - Upscale Earners
114	PSPFY37	37 - Fiscally Fit Families	Five Year Segments	F2 - Upscale Earners
115	PSPFY38	38 - Nesters & Investors	Five Year Segments	M4 - Midscale Matures
116	PSPFY39	39 - New Tech Traders	Five Year Segments	F3 - Mass Middle Class
117	PSPFY40	40 - Drive-Thru Debits	Five Year Segments	F3 - Mass Middle Class
118	PSPFY41	41 - Fast Cash Families	Five Year Segments	F3 - Mass Middle Class
119	PSPFY42	42 - Frugal Fledglings	Five Year Segments	Y3 - Fiscal Fledglings
120	PSPFY43	43 - Metropolitan Ease	Five Year Segments	Y3 - Fiscal Fledglings
121	PSPFY44	44 - Prudent Peak	Five Year Segments	Y3 - Fiscal Fledglings
122	PSPFY45	45 - Cash Back Consumers	Five Year Segments	F3 - Mass Middle Class
123	PSPFY46	46 - Unwired Retired	Five Year Segments	M5 - Retirement Blues
124	PSPFY47	47 - Superstore Shoppers	Five Year Segments	M5 - Retirement Blues
125	PSPFY48	48 - Transient Leasers	Five Year Segments	Y3 - Fiscal Fledglings
126	PSPFY49	49 - Penny Pinchers	Five Year Segments	M5 - Retirement Blues
127	PSPFY50	50 - Starter Homes	Five Year Segments	F3 - Mass Middle Class
128	PSPFY51	51 - Digital & Dollar Stores	Five Year Segments	F4 - Working-Class USA
129	PSPFY52	52 - Family Steals & Deals	Five Year Segments	F4 - Working-Class USA
130	PSPFY53	53 - Off-the-Grid Grays	Five Year Segments	F4 - Working-Class USA
131	PSPFY54	54 - Liquid Lessees	Five Year Segments	Y3 - Fiscal Fledglings
132	PSPFY55	55 - City Strivers	Five Year Segments	F4 - Working-Class USA
133	PSPFY56	56 - Fixed Finances	Five Year Segments	M5 - Retirement Blues
134	PSPFY57	57 - Minimum Way	Five Year Segments	F4 - Working-Class USA
135	PSPFY58	58 - Social Insecurity	Five Year Segments	F4 - Working-Class USA
136	PSPFY59	59 - Counting Coins	Five Year Segments	Y3 - Fiscal Fledglings
137	PSPFY60	60 - Foundational Occupant	Five Year Segments	M5 - Retirement Blues
138	PSPFY99	99 - Unassigned	Five Year Segments	
139	PSPFY97	97 - All Geography	Five Year Segments	
140	PSPFY98	98 - All Clustered	Five Year Segments	
141	PSPHY1_F	Y1 - Upwardly Mobile	Five Year Lifestage Groups	
142	PSPHY2_F	Y2 - Metro Mainstream	Five Year Lifestage Groups	
143	PSPHY3_F	Y3 - Fiscal Fledglings	Five Year Lifestage Groups	
144	PSPHF1_F	F1 - Flourishing Families	Five Year Lifestage Groups	
145	PSPHF2_F	F2 - Upscale Earners	Five Year Lifestage Groups	
146	PSPHF3_F	F3 - Mass Middle Class	Five Year Lifestage Groups	
147	PSPHF4_F	F4 - Working-Class USA	Five Year Lifestage Groups	
148	PSPHM1_F	M1 - Financial Elite	Five Year Lifestage Groups	
149	PSPHM2_F	M2 - Wealthy Achievers	Five Year Lifestage Groups	
150	PSPHM3_F	M3 - Upscale Empty Nests	Five Year Lifestage Groups	
151	PSPHM4_F	M4 - Midscale Matures	Five Year Lifestage Groups	
152	PSPHM5_F	M5 - Retirement Blues	Five Year Lifestage Groups	