

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

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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 FY	Five Year Segments	
78	PSPFY01	01 - The Wealth Market (M1)	Five Year Segments	M1 Financial Elite
79	PSPFY02	02 - Business Class (M1)	Five Year Segments	M1 Financial Elite
80	PSPFY03	03 - Power Couples (M1)	Five Year Segments	M1 Financial Elite
81	PSPFY04	04 - Golden Agers (M1)	Five Year Segments	M1 Financial Elite
82	PSPFY05	05 - Capital Accumulators (M2)	Five Year Segments	M2 Wealthy Achievers
83	PSPFY06	06 - Big Spenders (F1)	Five Year Segments	F1 Flourishing Families
84	PSPFY07	07 - IRA Enthusiast (M2)	Five Year Segments	M2 Wealthy Achievers
85	PSPFY08	08 - Savvy Savers (M2)	Five Year Segments	M2 Wealthy Achievers
86	PSPFY09	09 - Booming Nests (M3)	Five Year Segments	M3 Upscale Empty Nests
87	PSPFY10	10 - Leasing Luxury (M2)	Five Year Segments	M2 Wealthy Achievers
88	PSPFY11	11 - McMansions & Merriment (Y1)	Five Year Segments	Y1 Upwardly Mobile
89	PSPFY12	12 - New Money (Y1)	Five Year Segments	Y1 Upwardly Mobile
90	PSPFY13	13 - Ready, Set, Retire! (M2)	Five Year Segments	M2 Wealthy Achievers
91	PSPFY14	14 - School Daze (F1)	Five Year Segments	F1 Flourishing Families
92	PSPFY15	15 - Family Funding (F1)	Five Year Segments	F1 Flourishing Families
93	PSPFY16	16 - Equity Earners (M3)	Five Year Segments	M3 Upscale Empty Nests
94	PSPFY17	17 - Leisure Land (M3)	Five Year Segments	M3 Upscale Empty Nests
95	PSPFY18	18 - Leveraged Life (F1)	Five Year Segments	F1 Flourishing Families
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100	PSPFY23	23 - Value Seekers (F2)	Five Year Segments	F2 Upscale Earners
101	PSPFY24	24 - Work Hard, Play Hard (Y1)	Five Year Segments	Y1 Upwardly Mobile
102	PSPFY25	25 - Annuity Street (M4)	Five Year Segments	M4 Midscale Matures
103	PSPFY26	26 - Pensions & Ports (M4)	Five Year Segments	M4 Midscale Matures
104	PSPFY27	27 - Khakis & Credit (F2)	Five Year Segments	F2 Upscale Earners
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108	PSPFY31	31 - Online Living (Y2)	Five Year Segments	Y2 Metro Mainstream
109	PSPFY32	32 - Credit Country (Y2)	Five Year Segments	Y2 Metro Mainstream
110	PSPFY33	33 - Generation Save (M4)	Five Year Segments	M4 Midscale Matures
111	PSPFY34	34 - Rocker & Recliner Retirees (M4)	Five Year Segments	M4 Midscale Matures
112	PSPFY35	35 - Striving & Thriving (Y2)	Five Year Segments	Y2 Metro Mainstream
113	PSPFY36	36 - Rural Roots (F2)	Five Year Segments	F2 Upscale Earners
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115	PSPFY38	38 - Nesters & Investors (M4)	Five Year Segments	M4 Midscale Matures
116	PSPFY39	39 - New Tech Traders (F3)	Five Year Segments	F3 Mass Middle Class
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118	PSPFY41	41 - Fast Cash Families (F3)	Five Year Segments	F3 Mass Middle Class
119	PSPFY42	42 - Frugal Fledglings (Y3)	Five Year Segments	Y3 Fiscal Fledglings
120	PSPFY43	43 - Metropolitan Ease (Y3)	Five Year Segments	Y3 Fiscal Fledglings
121	PSPFY44	44 - Prudent Peak (Y3)	Five Year Segments	Y3 Fiscal Fledglings
122	PSPFY45	45 - Cash Back Consumers (F3)	Five Year Segments	F3 Mass Middle Class
123	PSPFY46	46 - Unwired Retired (M5)	Five Year Segments	M5 Retirement Blues
124	PSPFY47	47 - Superstore Shoppers (M5)	Five Year Segments	M5 Retirement Blues
125	PSPFY48	48 - Transient Leasers (Y3)	Five Year Segments	Y3 Fiscal Fledglings
126	PSPFY49	49 - Penny Pinchers (M5)	Five Year Segments	M5 Retirement Blues
127	PSPFY50	50 - Starter Homes (F3)	Five Year Segments	F3 Mass Middle Class
128	PSPFY51	51 - Digital & Dollar Stores (F4)	Five Year Segments	F4 Working-Class USA

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131	PSPFY54	54 - Liquid Lessees (Y3)	Five Year Segments	Y3 Fiscal Fledglings
132	PSPFY55	55 - City Strivers (F4)	Five Year Segments	F4 Working-Class USA
133	PSPFY56	56 - Fixed Finances (M5)	Five Year Segments	M5 Retirement Blues
134	PSPFY57	57 - Minimum Way (F4)	Five Year Segments	F4 Working-Class USA
135	PSPFY58	58 - Social Insecurity (F4)	Five Year Segments	F4 Working-Class USA
136	PSPFY59	59 - Counting Coins (Y3)	Five Year Segments	Y3 Fiscal Fledglings
137	PSPFY60	60 - Foundational Occupant (M5)	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	