

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1	WRKPOP_C	Total Workplace PRIZM Premier Populatio	Basic
2	WPPZP01	01 - Upper Crust (S1)	Segments
3	WPPZP02	02 - Networked Neighbors (S1)	Segments
4	WPPZP03	03 - Movers & Shakers (S1)	Segments
5	WPPZP04	04 - Young Digerati (U1)	Segments
6	WPPZP05	05 - Country Squires (T1)	Segments
7	WPPZP06	06 - Winner's Circle (S2)	Segments
8	WPPZP07	07 - Money & Brains (U1)	Segments
9	WPPZP08	08 - Gray Power (S2)	Segments
10	WPPZP09	09 - Big Fish, Small Pond (T1)	Segments
11	WPPZP10	10 - Executive Suites (S2)	Segments
12	WPPZP11	11 - Fast-Track Families (T1)	Segments
13	WPPZP12	12 - Cruisin' to Retirement (S2)	Segments
14	WPPZP13	13 - Upward Bound (S2)	Segments
15	WPPZP14	14 - Kids & Cul-de-Sacs (S2)	Segments
16	WPPZP15	15 - New Homesteaders (T1)	Segments
17	WPPZP16	16 - Beltway Boomers (S2)	Segments
18	WPPZP17	17 - Urban Elders (U2)	Segments
19	WPPZP18	18 - Mayberry-ville (T2)	Segments
20	WPPZP19	19 - American Dreams (U1)	Segments
21	WPPZP20	20 - Empty Nests (S3)	Segments
22	WPPZP21	21 - The Cosmopolitans (U1)	Segments
23	WPPZP22	22 - Middleburg Managers (C1)	Segments
24	WPPZP23	23 - Township Travelers (T2)	Segments
25	WPPZP24	24 - Pickup Patriarchs (T2)	Segments
26	WPPZP25	25 - Up-and-Comers (S3)	Segments
27	WPPZP26	26 - Home Sweet Home (S3)	Segments
28	WPPZP27	27 - Big Sky Families (T2)	Segments
29	WPPZP28	28 - Country Casuals (T2)	Segments
30	WPPZP29	29 - White Picket Fences (T2)	Segments
31	WPPZP30	30 - Pools & Patios (S3)	Segments
32	WPPZP31	31 - Connected Bohemians (U2)	Segments
33	WPPZP32	32 - Traditional Times (T3)	Segments
34	WPPZP33	33 - Second City Startups (C1)	Segments
35	WPPZP34	34 - Young & Influential (S4)	Segments
36	WPPZP35	35 - Urban Achievers (U2)	Segments
37	WPPZP36	36 - Toolbelt Traditionalists (S4)	Segments
38	WPPZP37	37 - Bright Lights, Li'l City (C1)	Segments
39	WPPZP38	38 - Hometown Retired (T3)	Segments
40	WPPZP39	39 - Kid Country, USA (T3)	Segments

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41	WPPZP40	40 - Aspiring A-Listers (U2)	Segments
42	WPPZP41	41 - Domestic Duos (S4)	Segments
43	WPPZP42	42 - Multi-Culti Mosaic (U3)	Segments
44	WPPZP43	43 - City Roots (U3)	Segments
45	WPPZP44	44 - Country Strong (T3)	Segments
46	WPPZP45	45 - Urban Modern Mix (U3)	Segments
47	WPPZP46	46 - Heartlanders (T3)	Segments
48	WPPZP47	47 - Striving Selfies (C2)	Segments
49	WPPZP48	48 - Generation Web (C2)	Segments
50	WPPZP49	49 - American Classics (C2)	Segments
51	WPPZP50	50 - Metro Grads (S4)	Segments
52	WPPZP51	51 - Campers & Camo (T3)	Segments
53	WPPZP52	52 - Simple Pleasures (T3)	Segments
54	WPPZP53	53 - Lo-Tech Singles (C2)	Segments
55	WPPZP54	54 - Struggling Singles (C2)	Segments
56	WPPZP55	55 - Red, White & Blue (T4)	Segments
57	WPPZP56	56 - Multi-Culti Families (U3)	Segments
58	WPPZP57	57 - Back Country Folks (T4)	Segments
59	WPPZP58	58 - Golden Ponds (T4)	Segments
60	WPPZP59	59 - New Melting Pot (C3)	Segments
61	WPPZP60	60 - Small-Town Collegiates (T4)	Segments
62	WPPZP61	61 - Second City Generations (C3)	Segments
63	WPPZP62	62 - Crossroad Villagers (T4)	Segments
64	WPPZP63	63 - Low-Rise Living (U3)	Segments
65	WPPZP64	64 - Family Thrifts (C3)	Segments
66	WPPZP65	65 - Young & Rustic (T4)	Segments
67	WPPZP66	66 - New Beginnings (C3)	Segments
68	WPPZP67	67 - Park Bench Seniors (C3)	Segments
69	WPPZP68	68 - Bedrock America (T4)	Segments
73	WPPRCYSG01	U1 - Urban Uptown	Social Groups
74	WPPRCYSG02	U2 - Midtown Mix	Social Groups
75	WPPRCYSG03	U3 - Urban Cores	Social Groups
76	WPPRCYSG04	S1 - Elite Suburbs	Social Groups
77	WPPRCYSG05	S2 - The Affluentials	Social Groups
78	WPPRCYSG06	S3 - Middleburbs	Social Groups
79	WPPRCYSG07	S4 - Inner Suburbs	Social Groups
80	WPPRCYSG08	C1 - Second City Society	Social Groups
81	WPPRCYSG09	C2 - City Centers	Social Groups
82	WPPRCYSG10	C3 - Micro-City Mix	Social Groups
83	WPPRCYSG11	T1 - Landed Gentry	Social Groups

ORDER	VARIABLE	DESCRIPTION	CATEGORY
84	WPPRCYSG12	T2 - Country Comfort	Social Groups
85	WPPRCYSG13	T3 - Middle America	Social Groups
86	WPPRCYSG14	T4 - Rustic Living	Social Groups
87	WPPRCYLG01	Y1 - Midlife Success	Lifestage Groups
88	WPPRCYLG02	Y2 - Young Achievers	Lifestage Groups
89	WPPRCYLG03	Y3 - Striving Singles	Lifestage Groups
90	WPPRCYLG04	F1 - Accumulated Wealth	Lifestage Groups
91	WPPRCYLG05	F2 - Young Accumulators	Lifestage Groups
92	WPPRCYLG06	F3 - Mainstream Families	Lifestage Groups
93	WPPRCYLG07	F4 - Sustaining Families	Lifestage Groups
94	WPPRCYLG08	M1 - Affluent Empty Nests	Lifestage Groups
95	WPPRCYLG09	M2 - Conservative Classics	Lifestage Groups
96	WPPRCYLG10	M3 - Cautious Couples	Lifestage Groups
97	WPPRCYLG11	M4 - Sustaining Seniors	Lifestage Groups