

ORDER	VARIABLE	DESCRIPTION	SOCIAL GROUP	LIFESTAGE GROUP
1	WRKPOP_C	Total Workplace PRIZM Premier Population		
2	WPPZP01	01 - Upper Crust	S1 Elite Suburbs	M1 Affluent Empty Nests
3	WPPZP02	02 - Networked Neighbors	S1 Elite Suburbs	F1 Accumulated Wealth
4	WPPZP03	03 - Movers & Shakers	S1 Elite Suburbs	M1 Affluent Empty Nests
5	WPPZP04	04 - Young Digerati	U1 Urban Uptown	Y1 Midlife Success
6	WPPZP05	05 - Country Squires	T1 Landed Gentry	F1 Accumulated Wealth
7	WPPZP06	06 - Winner's Circle	S2 The Affluentials	F1 Accumulated Wealth
8	WPPZP07	07 - Money & Brains	U1 Urban Uptown	M1 Affluent Empty Nests
9	WPPZP08	08 - Gray Power	S2 The Affluentials	M1 Affluent Empty Nests
10	WPPZP09	09 - Big Fish, Small Pond	T1 Landed Gentry	M1 Affluent Empty Nests
11	WPPZP10	10 - Executive Suites	S2 The Affluentials	F1 Accumulated Wealth
12	WPPZP11	11 - Fast-Track Families	T1 Landed Gentry	F1 Accumulated Wealth
13	WPPZP12	12 - Cruisin' to Retirement	S2 The Affluentials	M1 Affluent Empty Nests
14	WPPZP13	13 - Upward Bound	S2 The Affluentials	Y1 Midlife Success
15	WPPZP14	14 - Kids & Cul-de-Sacs	S2 The Affluentials	F1 Accumulated Wealth
16	WPPZP15	15 - New Homesteaders	T1 Landed Gentry	F1 Accumulated Wealth
17	WPPZP16	16 - Beltway Boomers	S2 The Affluentials	F1 Accumulated Wealth
18	WPPZP17	17 - Urban Elders	U2 Midtown Mix	M2 Conservative Classics
19	WPPZP18	18 - Mayberry-ville	T2 Country Comfort	M2 Conservative Classics
20	WPPZP19	19 - American Dreams	U1 Urban Uptown	M2 Conservative Classics
21	WPPZP20	20 - Empty Nests	S3 Middleburbs	M2 Conservative Classics
22	WPPZP21	21 - The Cosmopolitans	U1 Urban Uptown	Y1 Midlife Success
23	WPPZP22	22 - Middleburg Managers	C1 Second City Society	M2 Conservative Classics
24	WPPZP23	23 - Township Travelers	T2 Country Comfort	F2 Young Accumulators
25	WPPZP24	24 - Pickup Patriarchs	T2 Country Comfort	M2 Conservative Classics
26	WPPZP25	25 - Up-and-Comers	S3 Middleburbs	Y1 Midlife Success
27	WPPZP26	26 - Home Sweet Home	S3 Middleburbs	F2 Young Accumulators
28	WPPZP27	27 - Big Sky Families	T2 Country Comfort	F2 Young Accumulators
29	WPPZP28	28 - Country Casuals	T2 Country Comfort	M2 Conservative Classics
30	WPPZP29	29 - White Picket Fences	T2 Country Comfort	F2 Young Accumulators
31	WPPZP30	30 - Pools & Patios	S3 Middleburbs	F2 Young Accumulators
32	WPPZP31	31 - Connected Bohemians	U2 Midtown Mix	Y1 Midlife Success
33	WPPZP32	32 - Traditional Times	T3 Middle America	M3 Cautious Couples
34	WPPZP33	33 - Second City Startups	C1 Second City Society	F3 Mainstream Families
35	WPPZP34	34 - Young & Influential	S4 Inner Suburbs	Y1 Midlife Success
36	WPPZP35	35 - Urban Achievers	U2 Midtown Mix	Y1 Midlife Success
37	WPPZP36	36 - Toolbelt Traditionalists	S4 Inner Suburbs	M3 Cautious Couples
38	WPPZP37	37 - Bright Lights, Li'l City	C1 Second City Society	F3 Mainstream Families
39	WPPZP38	38 - Hometown Retired	T3 Middle America	M3 Cautious Couples
40	WPPZP39	39 - Kid Country, USA	T3 Middle America	F3 Mainstream Families
41	WPPZP40	40 - Aspiring A-Listers	U2 Midtown Mix	Y2 Young Achievers
42	WPPZP41	41 - Domestic Duos	S4 Inner Suburbs	M3 Cautious Couples
43	WPPZP42	42 - Multi-Culti Mosaic	U3 Urban Cores	F4 Sustaining Families
44	WPPZP43	43 - City Roots	U3 Urban Cores	M3 Cautious Couples
45	WPPZP44	44 - Country Strong	T3 Middle America	F3 Mainstream Families
46	WPPZP45	45 - Urban Modern Mix	U3 Urban Cores	F4 Sustaining Families
47	WPPZP46	46 - Heartlanders	T3 Middle America	M3 Cautious Couples
48	WPPZP47	47 - Striving Selfies	C2 City Centers	Y2 Young Achievers
49	WPPZP48	48 - Generation Web	C2 City Centers	Y2 Young Achievers
50	WPPZP49	49 - American Classics	C2 City Centers	M3 Cautious Couples
51	WPPZP50	50 - Metro Grads	S4 Inner Suburbs	Y2 Young Achievers
52	WPPZP51	51 - Campers & Camo	T3 Middle America	F3 Mainstream Families
53	WPPZP52	52 - Simple Pleasures	T3 Middle America	M3 Cautious Couples
54	WPPZP53	53 - Lo-Tech Singles	C2 City Centers	M3 Cautious Couples
55	WPPZP54	54 - Struggling Singles	C2 City Centers	Y2 Young Achievers
56	WPPZP55	55 - Red, White & Blue	T4 Rustic Living	Y3 Striving Singles
57	WPPZP56	56 - Multi-Culti Families	U3 Urban Cores	F4 Sustaining Families
58	WPPZP57	57 - Back Country Folks	T4 Rustic Living	M4 Sustaining Seniors
59	WPPZP58	58 - Golden Ponds	T4 Rustic Living	M4 Sustaining Seniors
60	WPPZP59	59 - New Melting Pot	C3 Micro-City Mix	Y3 Striving Singles
61	WPPZP60	60 - Small-Town Collegiates	T4 Rustic Living	Y3 Striving Singles

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62	WPPZP61	61 - Second City Generations	C3 Micro-City Mix	F4 Sustaining Families
63	WPPZP62	62 - Crossroad Villagers	T4 Rustic Living	M4 Sustaining Seniors
64	WPPZP63	63 - Low-Rise Living	U3 Urban Cores	Y3 Striving Singles
65	WPPZP64	64 - Family Thrifts	C3 Micro-City Mix	Y3 Striving Singles
66	WPPZP65	65 - Young & Rustic	T4 Rustic Living	Y3 Striving Singles
67	WPPZP66	66 - New Beginnings	C3 Micro-City Mix	Y3 Striving Singles
68	WPPZP67	67 - Park Bench Seniors	C3 Micro-City Mix	M4 Sustaining Seniors
69	WPPZP68	68 - Bedrock America	T4 Rustic Living	F4 Sustaining Families
70	WPPRCYSG01		U1 - Urban Uptown	
71	WPPRCYSG02		U2 - Midtown Mix	
72	WPPRCYSG03		U3 - Urban Cores	
73	WPPRCYSG04		S1 - Elite Suburbs	
74	WPPRCYSG05		S2 - The Affluentials	
75	WPPRCYSG06		S3 - Middleburbs	
76	WPPRCYSG07		S4 - Inner Suburbs	
77	WPPRCYSG08		C1 - Second City Society	
78	WPPRCYSG09		C2 - City Centers	
79	WPPRCYSG10		C3 - Micro-City Mix	
80	WPPRCYSG11		T1 - Landed Gentry	
81	WPPRCYSG12		T2 - Country Comfort	
82	WPPRCYSG13		T3 - Middle America	
83	WPPRCYSG14		T4 - Rustic Living	
84	WPPRCYLG01			Y1 - Midlife Success
85	WPPRCYLG02			Y2 - Young Achievers
86	WPPRCYLG03			Y3 - Striving Singles
87	WPPRCYLG04			F1 - Accumulated Wealth
88	WPPRCYLG05			F2 - Young Accumulators
89	WPPRCYLG06			F3 - Mainstream Families
90	WPPRCYLG07			F4 - Sustaining Families
91	WPPRCYLG08			M1 - Affluent Empty Nests
92	WPPRCYLG09			M2 - Conservative Classics
93	WPPRCYLG10			M3 - Cautious Couples
94	WPPRCYLG11			M4 - Sustaining Seniors