

ORDER	VARIABLE	DESCRIPTION	CATEGORY	SOCIAL GROUP	LIFESTAGE GROUP
1	CYHH3	Total PRIZM® Premier Households CY	Current Year Segments		
2	PZPCY01	01 - Upper Crust (S1)	Current Year Segments	S1 - Elite Suburbs	M1 - Affluent Empty Nests
3	PZPCY02	02 - Networked Neighbors (S1)	Current Year Segments	S1 - Elite Suburbs	F1 - Accumulated Wealth
4	PZPCY03	03 - Movers & Shakers (S1)	Current Year Segments	S1 - Elite Suburbs	M1 - Affluent Empty Nests
5	PZPCY04	04 - Young Digerati (U1)	Current Year Segments	U1 - Urban Uptown	Y1 - Midlife Success
6	PZPCY05	05 - Country Squires (T1)	Current Year Segments	T1 - Landed Gentry	F1 - Accumulated Wealth
7	PZPCY06	06 - Winner's Circle (S2)	Current Year Segments	S2 - The Affluentials	F1 - Accumulated Wealth
8	PZPCY07	07 - Money & Brains (U1)	Current Year Segments	U1 - Urban Uptown	M1 - Affluent Empty Nests
9	PZPCY08	08 - Gray Power (S2)	Current Year Segments	S2 - The Affluentials	M1 - Affluent Empty Nests
10	PZPCY09	09 - Big Fish, Small Pond (T1)	Current Year Segments	T1 - Landed Gentry	M1 - Affluent Empty Nests
11	PZPCY10	10 - Executive Suites (S2)	Current Year Segments	S2 - The Affluentials	F1 - Accumulated Wealth
12	PZPCY11	11 - Fast-Track Families (T1)	Current Year Segments	T1 - Landed Gentry	F1 - Accumulated Wealth
13	PZPCY12	12 - Cruisin' to Retirement (S2)	Current Year Segments	S2 - The Affluentials	M1 - Affluent Empty Nests
14	PZPCY13	13 - Upward Bound (S2)	Current Year Segments	S2 - The Affluentials	Y1 - Midlife Success
15	PZPCY14	14 - Kids & Cul-de-Sacs (S2)	Current Year Segments	S2 - The Affluentials	F1 - Accumulated Wealth
16	PZPCY15	15 - New Homesteaders (T1)	Current Year Segments	T1 - Landed Gentry	F1 - Accumulated Wealth
17	PZPCY16	16 - Beltway Boomers (S2)	Current Year Segments	S2 - The Affluentials	F1 - Accumulated Wealth
18	PZPCY17	17 - Urban Elders (U2)	Current Year Segments	U2 - Midtown Mix	M2 - Conservative Classics
19	PZPCY18	18 - Mayberry-ville (T2)	Current Year Segments	T2 - Country Comfort	M2 - Conservative Classics
20	PZPCY19	19 - American Dreams (U1)	Current Year Segments	U1 - Urban Uptown	M2 - Conservative Classics
21	PZPCY20	20 - Empty Nests (S3)	Current Year Segments	S3 - Middleburbs	M2 - Conservative Classics
22	PZPCY21	21 - The Cosmopolitans (U1)	Current Year Segments	U1 - Urban Uptown	Y1 - Midlife Success
23	PZPCY22	22 - Middleburg Managers (C1)	Current Year Segments	C1 - Second City Society	M2 - Conservative Classics
24	PZPCY23	23 - Township Travelers (T2)	Current Year Segments	T2 - Country Comfort	F2 - Young Accumulators
25	PZPCY24	24 - Pickup Patriarchs (T2)	Current Year Segments	T2 - Country Comfort	M2 - Conservative Classics
26	PZPCY25	25 - Up-and-Comers (S3)	Current Year Segments	S3 - Middleburbs	Y1 - Midlife Success
27	PZPCY26	26 - Home Sweet Home (S3)	Current Year Segments	S3 - Middleburbs	F2 - Young Accumulators
28	PZPCY27	27 - Big Sky Families (T2)	Current Year Segments	T2 - Country Comfort	F2 - Young Accumulators
29	PZPCY28	28 - Country Casuals (T2)	Current Year Segments	T2 - Country Comfort	M2 - Conservative Classics
30	PZPCY29	29 - White Picket Fences (T2)	Current Year Segments	T2 - Country Comfort	F2 - Young Accumulators
31	PZPCY30	30 - Pools & Patios (S3)	Current Year Segments	S3 - Middleburbs	F2 - Young Accumulators
32	PZPCY31	31 - Connected Bohemians (U2)	Current Year Segments	U2 - Midtown Mix	Y1 - Midlife Success
33	PZPCY32	32 - Traditional Times (T3)	Current Year Segments	T3 - Middle America	M3 - Cautious Couples
34	PZPCY33	33 - Second City Startups (C1)	Current Year Segments	C1 - Second City Society	F3 - Mainstream Families
35	PZPCY34	34 - Young & Influential (S4)	Current Year Segments	S4 - Inner Suburbs	Y1 - Midlife Success
36	PZPCY35	35 - Urban Achievers (U2)	Current Year Segments	U2 - Midtown Mix	Y1 - Midlife Success
37	PZPCY36	36 - Toolbelt Traditionalists (S4)	Current Year Segments	S4 - Inner Suburbs	M3 - Cautious Couples
38	PZPCY37	37 - Bright Lights, Li'l City (C1)	Current Year Segments	C1 - Second City Society	F3 - Mainstream Families
39	PZPCY38	38 - Hometown Retired (T3)	Current Year Segments	T3 - Middle America	M3 - Cautious Couples
40	PZPCY39	39 - Kid Country, USA (T3)	Current Year Segments	T3 - Middle America	F3 - Mainstream Families
41	PZPCY40	40 - Aspiring A-Listers (U2)	Current Year Segments	U2 - Midtown Mix	Y2 - Young Achievers
42	PZPCY41	41 - Domestic Duos (S4)	Current Year Segments	S4 - Inner Suburbs	M3 - Cautious Couples
43	PZPCY42	42 - Multi-Culti Mosaic (U3)	Current Year Segments	U3 - Urban Cores	F4 - Sustaining Families
44	PZPCY43	43 - City Roots (U3)	Current Year Segments	U3 - Urban Cores	M3 - Cautious Couples
45	PZPCY44	44 - Country Strong (T3)	Current Year Segments	T3 - Middle America	F3 - Mainstream Families
46	PZPCY45	45 - Urban Modern Mix (U3)	Current Year Segments	U3 - Urban Cores	F4 - Sustaining Families
47	PZPCY46	46 - Heartlanders (T3)	Current Year Segments	T3 - Middle America	M3 - Cautious Couples
48	PZPCY47	47 - Striving Selfies (C2)	Current Year Segments	C2 - City Centers	Y2 - Young Achievers
49	PZPCY48	48 - Generation Web (C2)	Current Year Segments	C2 - City Centers	Y2 - Young Achievers
50	PZPCY49	49 - American Classics (C2)	Current Year Segments	C2 - City Centers	M3 - Cautious Couples
51	PZPCY50	50 - Metro Grads (S4)	Current Year Segments	S4 - Inner Suburbs	Y2 - Young Achievers
52	PZPCY51	51 - Campers & Camo (T3)	Current Year Segments	T3 - Middle America	F3 - Mainstream Families
53	PZPCY52	52 - Simple Pleasures (T3)	Current Year Segments	T3 - Middle America	M3 - Cautious Couples
54	PZPCY53	53 - Lo-Tech Singles (C2)	Current Year Segments	C2 - City Centers	M3 - Cautious Couples
55	PZPCY54	54 - Struggling Singles (C2)	Current Year Segments	C2 - City Centers	Y2 - Young Achievers
56	PZPCY55	55 - Red, White & Blue (T4)	Current Year Segments	T4 - Rustic Living	Y3 - Striving Singles
57	PZPCY56	56 - Multi-Culti Families (U3)	Current Year Segments	U3 - Urban Cores	F4 - Sustaining Families
58	PZPCY57	57 - Back Country Folks (T4)	Current Year Segments	T4 - Rustic Living	M4 - Sustaining Seniors
59	PZPCY58	58 - Golden Ponds (T4)	Current Year Segments	T4 - Rustic Living	M4 - Sustaining Seniors
60	PZPCY59	59 - New Melting Pot (C3)	Current Year Segments	C3 - Micro-City Mix	Y3 - Striving Singles

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61	PZPCY60	60 - Small-Town Collegiates (T4)	Current Year Segments	T4 - Rustic Living	Y3 - Striving Singles
62	PZPCY61	61 - Second City Generations (C3)	Current Year Segments	C3 - Micro-City Mix	F4 - Sustaining Families
63	PZPCY62	62 - Crossroad Villagers (T4)	Current Year Segments	T4 - Rustic Living	M4 - Sustaining Seniors
64	PZPCY63	63 - Low-Rise Living (U3)	Current Year Segments	U3 - Urban Cores	Y3 - Striving Singles
65	PZPCY64	64 - Family Thrifts (C3)	Current Year Segments	C3 - Micro-City Mix	Y3 - Striving Singles
66	PZPCY65	65 - Young & Rustic (T4)	Current Year Segments	T4 - Rustic Living	Y3 - Striving Singles
67	PZPCY66	66 - New Beginnings (C3)	Current Year Segments	C3 - Micro-City Mix	Y3 - Striving Singles
68	PZPCY67	67 - Park Bench Seniors (C3)	Current Year Segments	C3 - Micro-City Mix	M4 - Sustaining Seniors
69	PZPCY68	68 - Bedrock America (T4)	Current Year Segments	T4 - Rustic Living	F4 - Sustaining Families
70	LANDSQMILE	Land Area in Square Miles	Current Year Segments		
71	FYHH3	Total PRIZM® Premier Households FY	Five Year Segments		
72	PZPFY01	01 - Upper Crust (S1)	Five Year Segments	S1 - Elite Suburbs	M1 - Affluent Empty Nests
73	PZPFY02	02 - Networked Neighbors (S1)	Five Year Segments	S1 - Elite Suburbs	F1 - Accumulated Wealth
74	PZPFY03	03 - Movers & Shakers (S1)	Five Year Segments	S1 - Elite Suburbs	M1 - Affluent Empty Nests
75	PZPFY04	04 - Young Digerati (U1)	Five Year Segments	U1 - Urban Uptown	Y1 - Midlife Success
76	PZPFY05	05 - Country Squires (T1)	Five Year Segments	T1 - Landed Gentry	F1 - Accumulated Wealth
77	PZPFY06	06 - Winner's Circle (S2)	Five Year Segments	S2 - The Affluentials	F1 - Accumulated Wealth
78	PZPFY07	07 - Money & Brains (U1)	Five Year Segments	U1 - Urban Uptown	M1 - Affluent Empty Nests
79	PZPFY08	08 - Gray Power (S2)	Five Year Segments	S2 - The Affluentials	M1 - Affluent Empty Nests
80	PZPFY09	09 - Big Fish, Small Pond (T1)	Five Year Segments	T1 - Landed Gentry	M1 - Affluent Empty Nests
81	PZPFY10	10 - Executive Suites (S2)	Five Year Segments	S2 - The Affluentials	F1 - Accumulated Wealth
82	PZPFY11	11 - Fast-Track Families (T1)	Five Year Segments	T1 - Landed Gentry	F1 - Accumulated Wealth
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118	PZPFY47	47 - Striving Selfies (C2)	Five Year Segments	C2 - City Centers	Y2 - Young Achievers
119	PZPFY48	48 - Generation Web (C2)	Five Year Segments	C2 - City Centers	Y2 - Young Achievers
120	PZPFY49	49 - American Classics (C2)	Five Year Segments	C2 - City Centers	M3 - Cautious Couples

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123	PZPFY52	52 - Simple Pleasures (T3)	Five Year Segments	T3 - Middle America	M3 - Cautious Couples
124	PZPFY53	53 - Lo-Tech Singles (C2)	Five Year Segments	C2 - City Centers	M3 - Cautious Couples
125	PZPFY54	54 - Struggling Singles (C2)	Five Year Segments	C2 - City Centers	Y2 - Young Achievers
126	PZPFY55	55 - Red, White & Blue (T4)	Five Year Segments	T4 - Rustic Living	Y3 - Striving Singles
127	PZPFY56	56 - Multi-Culti Families (U3)	Five Year Segments	U3 - Urban Cores	F4 - Sustaining Families
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129	PZPFY58	58 - Golden Ponds (T4)	Five Year Segments	T4 - Rustic Living	M4 - Sustaining Seniors
130	PZPFY59	59 - New Melting Pot (C3)	Five Year Segments	C3 - Micro-City Mix	Y3 - Striving Singles
131	PZPFY60	60 - Small-Town Collegiates (T4)	Five Year Segments	T4 - Rustic Living	Y3 - Striving Singles
132	PZPFY61	61 - Second City Generations (C3)	Five Year Segments	C3 - Micro-City Mix	F4 - Sustaining Families
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134	PZPFY63	63 - Low-Rise Living (U3)	Five Year Segments	U3 - Urban Cores	Y3 - Striving Singles
135	PZPFY64	64 - Family Thrifts (C3)	Five Year Segments	C3 - Micro-City Mix	Y3 - Striving Singles
136	PZPFY65	65 - Young & Rustic (T4)	Five Year Segments	T4 - Rustic Living	Y3 - Striving Singles
137	PZPFY66	66 - New Beginnings (C3)	Five Year Segments	C3 - Micro-City Mix	Y3 - Striving Singles
138	PZPFY67	67 - Park Bench Seniors (C3)	Five Year Segments	C3 - Micro-City Mix	M4 - Sustaining Seniors
139	PZPFY68	68 - Bedrock America (T4)	Five Year Segments	T4 - Rustic Living	F4 - Sustaining Families

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