

ORDER	VARIABLE	DESCRIPTION	CATEGORY	YEAR
1	CXNCHHDS	Total ConneXions HH	Segment	Current Year
2	CXNC01	01 - Technovators	Segment	Current Year
3	CXNC02	02 - Plugged-In Families	Segment	Current Year
4	CXNC03	03 - Tech Nests	Segment	Current Year
5	CXNC04	04 - Connected Country	Segment	Current Year
6	CXNC05	05 - You & I Tunes	Segment	Current Year
7	CXNC06	06 - High-Tech Society	Segment	Current Year
8	CXNC07	07 - Generation WiFi	Segment	Current Year
9	CXNC08	08 - Calling Circles	Segment	Current Year
10	CXNC09	09 - Dish Country	Segment	Current Year
11	CXNC10	10 - Smart Gamers	Segment	Current Year
12	CXNC11	11 - WiFi Warriors	Segment	Current Year
13	CXNC12	12 - Satellites & Silos	Segment	Current Year
14	CXNC13	13 - Cyber Sophisticates	Segment	Current Year
15	CXNC14	14 - The Pragmatics	Segment	Current Year
16	CXNC15	15 - Bundled Burbs	Segment	Current Year
17	CXNC16	16 - Kids & Keyboards	Segment	Current Year
18	CXNC17	17 - Time Shifters	Segment	Current Year
19	CXNC18	18 - New Technorati	Segment	Current Year
20	CXNC19	19 - Gadgets Galore	Segment	Current Year
21	CXNC20	20 - Cinemaniacs	Segment	Current Year
22	CXNC21	21 - Multimedia Families	Segment	Current Year
23	CXNC22	22 - Analoggers	Segment	Current Year
24	CXNC23	23 - Cyber Strivers	Segment	Current Year
25	CXNC24	24 - Internet Hinterlands	Segment	Current Year
26	CXNC25	25 - Low-Speed Boomers	Segment	Current Year
27	CXNC26	26 - Rural Transmissions	Segment	Current Year
28	CXNC27	27 - Video Vistas	Segment	Current Year
29	CXNC28	28 - Big City, Small Tech	Segment	Current Year
30	CXNC29	29 - IM Nation	Segment	Current Year
31	CXNC30	30 - Techs and the City	Segment	Current Year
32	CXNC31	31 - Plug & Play	Segment	Current Year
33	CXNC32	32 - Family Dishes	Segment	Current Year
34	CXNC33	33 - Digital Dreamers	Segment	Current Year
35	CXNC34	34 - Gearing Up	Segment	Current Year
36	CXNC35	35 - Broadband Boulevards	Segment	Current Year
37	CXNC36	36 - Opting Out	Segment	Current Year
38	CXNC37	37 - Techtown Lites	Segment	Current Year
39	CXNC38	38 - New Kids on the Grid	Segment	Current Year
40	CXNC39	39 - Video Homebodies	Segment	Current Year
41	CXNC40	40 - Low-Tech Country	Segment	Current Year
42	CXNC41	41 - Antenna Land	Segment	Current Year
43	CXNC42	42 - Tech Skeptics	Segment	Current Year
44	CXNC43	43 - Bucolic Basics	Segment	Current Year
45	CXNC44	44 - Leisurely Adopters	Segment	Current Year
46	CXNC45	45 - Landline Living	Segment	Current Year
47	CXNC46	46 - Old-Time Media	Segment	Current Year
48	CXNC47	47 - Discounts & Deals	Segment	Current Year
49	CXNC48	48 - Dial-Up Duos	Segment	Current Year
50	CXNC49	49 - Satellite Seniors	Segment	Current Year
51	CXNC50	50 - Early-Bird TV	Segment	Current Year
52	CXNC51	51 - Tech-Free Frontier	Segment	Current Year
53	CXNC52	52 - The Unconnected	Segment	Current Year
54	CXNC53	53 - Last to Adopt	Segment	Current Year
55	CXNHY1_C	Y1 - Young & Wireless	Lifestage Group	Current Year
56	CXNHY2_C	Y2 - Emerging Techies	Lifestage Group	Current Year
57	CXNHY3_C	Y3 - Young Startups	Lifestage Group	Current Year
58	CXNHF1_C	F1 - Early-Adopting Elite	Lifestage Group	Current Year
59	CXNHF2_C	F2 - Suburban Spenders	Lifestage Group	Current Year
60	CXNHF3_C	F3 - Frugal Folks	Lifestage Group	Current Year
61	CXNHM1_C	M1 - Wireless White-Collars	Lifestage Group	Current Year
62	CXNHM2_C	M2 - Mature Mid-Techs	Lifestage Group	Current Year
63	CXNHM3_C	M3 - Offline Seniors	Lifestage Group	Current Year
64	CXNHM4_C	M4 - Elderly Traditionalists	Lifestage Group	Current Year