

## Claritas household demographic profiles for p\$YCLE 2018 - VARIABLES

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1	HDPPSYHHD	Total Households	Basics
2	HDPHH002YC	Household Income: < \$10K	Household Detailed Demographics
3	HDPHH003YC	Household Income: \$10K-\$19K	Household Detailed Demographics
4	HDPHH004YC	Household Income: \$20K-\$29K	Household Detailed Demographics
5	HDPHH005YC	Household Income: \$30K-\$39K	Household Detailed Demographics
6	HDPHH006YC	Household Income: \$40K-\$49K	Household Detailed Demographics
7	HDPHH007YC	Household Income: \$50K-\$74K	Household Detailed Demographics
8	HDPHH008YC	Household Income: \$75K-\$99K	Household Detailed Demographics
9	HDPHH009YC	Household Income: \$100K-\$149K	Household Detailed Demographics
10	HDPHH010YC	Household Income: \$150K-\$199K	Household Detailed Demographics
11	HDPHH011YC	Household Income: \$200K-\$249K	Household Detailed Demographics
12	HDPHH012YC	Household Income: \$250K-\$499K	Household Detailed Demographics
13	HDPHH013YC	Household Income: \$500K+	Household Detailed Demographics
14	HDPHH018YC	Age: 18-24	Household Detailed Demographics
15	HDPHH019YC	Age: 25-34	Household Detailed Demographics
16	HDPHH020YC	Age: 35-44	Household Detailed Demographics
17	HDPHH021YC	Age: 45-54	Household Detailed Demographics
18	HDPHH022YC	Age: 55-64	Household Detailed Demographics
19	HDPHH023YC	Age: 65-74	Household Detailed Demographics
20	HDPHH024YC	Age: 75+	Household Detailed Demographics
21	HDPHH104YC	Household Origin/Descent: Hispanic	Household Detailed Demographics
22	HDPHH105YC	Race: Caucasian	Household Detailed Demographics
23	HDPHH106YC	Race: Black/African-American	Household Detailed Demographics
24	HDPHH107YC	Race: Asian	Household Detailed Demographics
25	HDPHH108YC	Race: American Indian or Alaska Native	Household Detailed Demographics
26	HDPHH109YC	Race: Other	Household Detailed Demographics
27	HDPHH028YC	Marital Status: Married	Household Detailed Demographics
28	HDPHH029YC	Marital Status: Single/Never Married	Household Detailed Demographics
29	HDPHH110YC	Marital Status: Divorced or Separated	Household Detailed Demographics
30	HDPHH031YC	Marital Status: Widowed	Household Detailed Demographics
31	HDPHH032YC	Marital Status: Other	Household Detailed Demographics
32	HDPHH033YC	Household Size: 1 Person	Household Detailed Demographics
33	HDPHH034YC	Household Size: 2 People	Household Detailed Demographics
34	HDPHH035YC	Household Size: 3 or 4 People	Household Detailed Demographics
35	HDPHH036YC	Household Size: 5+ People	Household Detailed Demographics
36	HDPHH037YC	Number of children in Household: 1 Child	Household Detailed Demographics
37	HDPHH038YC	Number of children in Household: 2 Children	Household Detailed Demographics
38	HDPHH039YC	Number of children in Household: 3 Children	Household Detailed Demographics
39	HDPHH040YC	Number of children in Household: 4 or More Children	Household Detailed Demographics
40	HDPHH042YC	Households with Children	Household Detailed Demographics
41	HDPHH043YC	Households with No Children	Household Detailed Demographics
42	HDPHH044YC	Households with Children <6 Years	Household Detailed Demographics
43	HDPHH045YC	Households with Children 6-12 Years	Household Detailed Demographics
44	HDPHH046YC	Households with Children 13-17 Years	Household Detailed Demographics
45	HDPHH048YC	Tenure: Owns Home	Household Detailed Demographics
46	HDPHH049YC	Tenure: Rents Home	Household Detailed Demographics
47	HDPHH050YC	Home Value: <\$50K	Household Detailed Demographics
48	HDPHH051YC	Home Value: \$50K-\$99K	Household Detailed Demographics
49	HDPHH052YC	Home Value: \$100K-\$149K	Household Detailed Demographics
50	HDPHH053YC	Home Value: \$150K-\$199K	Household Detailed Demographics
51	HDPHH054YC	Home Value: \$200K-\$499K	Household Detailed Demographics
52	HDPHH055YC	Home Value: \$500K-\$999K	Household Detailed Demographics
53	HDPHH056YC	Home Value: \$1 Million+	Household Detailed Demographics
54	HDPHH058YC	Length of Residence: < 1 Year	Household Detailed Demographics
55	HDPHH059YC	Length of Residence: 1-4 Years	Household Detailed Demographics
56	HDPHH060YC	Length of Residence: 5-9 Years	Household Detailed Demographics
57	HDPHH061YC	Length of Residence: 10+ Years	Household Detailed Demographics
58	HDPHH062YC	Education: Some High School	Household Detailed Demographics
59	HDPHH063YC	Education: High School Graduate	Household Detailed Demographics
60	HDPHH064YC	Education: Some College	Household Detailed Demographics
61	HDPHH065YC	Education: Undergraduate Degree	Household Detailed Demographics
62	HDPHH111YC	Education: Some Postgraduate Work	Household Detailed Demographics
63	HDPHH066YC	Education: Graduate Degree	Household Detailed Demographics
64	HDPHH118YC	Employment Status: Employed Full Time	Household Detailed Demographics
65	HDPHH113YC	Employment Status: Employed Part Time	Household Detailed Demographics
66	HDPHH114YC	Employment Status: Self-Employed	Household Detailed Demographics
67	HDPHH115YC	Employment Status: Unemployed	Household Detailed Demographics
68	HDPHH116YC	Employment Status: Retired	Household Detailed Demographics
69	HDPHH117YC	Employment Status: Student	Household Detailed Demographics
70	HDPHH112YC	Employment Status: Homemaker	Household Detailed Demographics
71	HDPHH073YC	Occupation Category: Management/Business/Financial	Household Detailed Demographics
72	HDPHH074YC	Occupation Category: Professional	Household Detailed Demographics
73	HDPHH075YC	Occupation Category: Sales/Office Worker	Household Detailed Demographics
74	HDPHH076YC	Occupation Category: Natural Resources/Construction/Maintenance	Household Detailed Demographics
75	HDPHH077YC	Occupation Category: Other	Household Detailed Demographics

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ORDER	VARIABLE	DESCRIPTION	CATEGORY
76	HDPHH078YC	Occupation: Management Chief Executive, Upper Managers, Superintendent	Household Detailed Demographics
77	HDPHH079YC	Occupation: Business/Financial Operations Agent, Accountant, Financial Analyst	Household Detailed Demographics
78	HDPHH080YC	Occupation: Computer and Mathematical Programmer, DBA, Actuary, Statistician	Household Detailed Demographics
79	HDPHH081YC	Occupation: Architecture and Engineering Architect, Engineer	Household Detailed Demographics
80	HDPHH083YC	Occupation: Community/Social Services Counselor, Social or Religious Worker	Household Detailed Demographics
81	HDPHH084YC	Occupation: Legal Lawyer, Paralegal, Judge	Household Detailed Demographics
82	HDPHH085YC	Occupation: Education, Teacher, Professor, Librarian	Household Detailed Demographics
83	HDPHH086YC	Occupation: Art, Design, Entertainment, Media Artist, Writer, Public Relations	Household Detailed Demographics
84	HDPHH087YC	Occupation: Healthcare Practitioners, Doctor, Nurse, Chiropractor, Dentist	Household Detailed Demographics
85	HDPHH088YC	Occupation: Healthcare Support, Nursing Aide, Dental Asst, Massage Therapist	Household Detailed Demographics
86	HDPHH089YC	Occupation: Protective Service, Police, Fire Fighter, Detective	Household Detailed Demographics
87	HDPHH090YC	Occupation: Food Preparation and Service, Chef, Cook, Waiter, Food Service	Household Detailed Demographics
88	HDPHH091YC	Occupation: Building and Grounds Service, Landscaping, Housekeeping, Janitor	Household Detailed Demographics
89	HDPHH092YC	Occupation: Personal Care and Service, Barber, Child Care, Animal Trainer	Household Detailed Demographics
90	HDPHH093YC	Occupation: Sales, Cashier, Sales Representative, Telemarketer	Household Detailed Demographics
91	HDPHH094YC	Occupation: Office/Administrative Support, Secretary, Clerk, Bank Teller	Household Detailed Demographics
92	HDPHH096YC	Occupation: Construction, Mason, Carpenter, Electrician	Household Detailed Demographics
93	HDPHH097YC	Occupation: Installation, Maintenance, Repair, Electrical, HVAC, Mechanic	Household Detailed Demographics
94	HDPHH098YC	Occupation: Production, Baker, Metal/Woodworker, Assembler, Plant Operator	Household Detailed Demographics
95	HDPHH099YC	Occupation: Transportation, Pilot, Driver, Railway Worker	Household Detailed Demographics
96	HDPHS014YC	Household Income: < \$30K	Household Summary Demographics
97	HDPHS015YC	Household Income: \$30K - \$74K	Household Summary Demographics
98	HDPHS008YC	Household Income: \$75K - \$99K	Household Summary Demographics
99	HDPHS016YC	Household Income: \$100K+	Household Summary Demographics
100	HDPHS025YC	Age: 18 - 34	Household Summary Demographics
101	HDPHS026YC	Age: 35 - 54	Household Summary Demographics
102	HDPHS027YC	Age: 55+	Household Summary Demographics
103	HDPHS042YC	Households with Children	Household Summary Demographics
104	HDPHS043YC	Households with No Children	Household Summary Demographics
105	HDPHS044YC	Households with Children <6 Years	Household Summary Demographics
106	HDPHS047YC	Households with Children 6 to 17 Years	Household Summary Demographics
107	HDPHS048YC	Tenure: Owns Home	Household Summary Demographics
108	HDPHS049YC	Tenure: Rents Home	Household Summary Demographics