

Claritas household demographic profiles for prizm premier 2018 - VARIABLES

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1	HDPZPHHD	Total Households	Basics
2	HDPHH002PC	Household Income: < \$10K	Household Detailed Demographics
3	HDPHH003PC	Household Income: \$10K-\$19K	Household Detailed Demographics
4	HDPHH004PC	Household Income: \$20K-\$29K	Household Detailed Demographics
5	HDPHH005PC	Household Income: \$30K-\$39K	Household Detailed Demographics
6	HDPHH006PC	Household Income: \$40K-\$49K	Household Detailed Demographics
7	HDPHH007PC	Household Income: \$50K-\$74K	Household Detailed Demographics
8	HDPHH008PC	Household Income: \$75K-\$99K	Household Detailed Demographics
9	HDPHH009PC	Household Income: \$100K-\$149K	Household Detailed Demographics
10	HDPHH010PC	Household Income: \$150K-\$199K	Household Detailed Demographics
11	HDPHH011PC	Household Income: \$200K-\$249K	Household Detailed Demographics
12	HDPHH012PC	Household Income: \$250K-\$499K	Household Detailed Demographics
13	HDPHH013PC	Household Income: \$500K+	Household Detailed Demographics
14	HDPHH018PC	Age: 18-24	Household Detailed Demographics
15	HDPHH019PC	Age: 25-34	Household Detailed Demographics
16	HDPHH020PC	Age: 35-44	Household Detailed Demographics
17	HDPHH021PC	Age: 45-54	Household Detailed Demographics
18	HDPHH022PC	Age: 55-64	Household Detailed Demographics
19	HDPHH023PC	Age: 65-74	Household Detailed Demographics
20	HDPHH024PC	Age: 75+	Household Detailed Demographics
21	HDPHH104PC	Household Origin/Descent: Hispanic	Household Detailed Demographics
22	HDPHH105PC	Race: Caucasian	Household Detailed Demographics
23	HDPHH106PC	Race: Black/African-American	Household Detailed Demographics
24	HDPHH107PC	Race: Asian	Household Detailed Demographics
25	HDPHH108PC	Race: American Indian or Alaska Native	Household Detailed Demographics
26	HDPHH109PC	Race: Other	Household Detailed Demographics
27	HDPHH028PC	Marital Status: Married	Household Detailed Demographics
28	HDPHH029PC	Marital Status: Single/Never Married	Household Detailed Demographics
29	HDPHH110PC	Marital Status: Divorced or Separated	Household Detailed Demographics
30	HDPHH031PC	Marital Status: Widowed	Household Detailed Demographics
31	HDPHH032PC	Marital Status: Other	Household Detailed Demographics
32	HDPHH033PC	Household Size: 1 Person	Household Detailed Demographics
33	HDPHH034PC	Household Size: 2 People	Household Detailed Demographics
34	HDPHH035PC	Household Size: 3 or 4 People	Household Detailed Demographics
35	HDPHH036PC	Household Size: 5+ People	Household Detailed Demographics
36	HDPHH037PC	Number of children in Household: 1 Child	Household Detailed Demographics
37	HDPHH038PC	Number of children in Household: 2 Children	Household Detailed Demographics
38	HDPHH039PC	Number of children in Household: 3 Children	Household Detailed Demographics
39	HDPHH040PC	Number of children in Household: 4 or More Children	Household Detailed Demographics
40	HDPHH042PC	Households with Children	Household Detailed Demographics
41	HDPHH043PC	Households with No Children	Household Detailed Demographics
42	HDPHH044PC	Households with Children <6 Years	Household Detailed Demographics
43	HDPHH045PC	Households with Children 6-12 Years	Household Detailed Demographics
44	HDPHH046PC	Households with Children 13-17 Years	Household Detailed Demographics
45	HDPHH048PC	Tenure: Owns Home	Household Detailed Demographics
46	HDPHH049PC	Tenure: Rents Home	Household Detailed Demographics
47	HDPHH050PC	Home Value: <\$50K	Household Detailed Demographics
48	HDPHH051PC	Home Value: \$50K-\$99K	Household Detailed Demographics
49	HDPHH052PC	Home Value: \$100K-\$149K	Household Detailed Demographics
50	HDPHH053PC	Home Value: \$150K-\$199K	Household Detailed Demographics
51	HDPHH054PC	Home Value: \$200K-\$499K	Household Detailed Demographics
52	HDPHH055PC	Home Value: \$500K-\$999K	Household Detailed Demographics
53	HDPHH056PC	Home Value: \$1 Million+	Household Detailed Demographics
54	HDPHH058PC	Length of Residence: < 1 Year	Household Detailed Demographics
55	HDPHH059PC	Length of Residence: 1-4 Years	Household Detailed Demographics
56	HDPHH060PC	Length of Residence: 5-9 Years	Household Detailed Demographics
57	HDPHH061PC	Length of Residence: 10+ Years	Household Detailed Demographics
58	HDPHH062PC	Education: Some High School	Household Detailed Demographics
59	HDPHH063PC	Education: High School Graduate	Household Detailed Demographics
60	HDPHH064PC	Education: Some College	Household Detailed Demographics
61	HDPHH065PC	Education: Undergraduate Degree	Household Detailed Demographics
62	HDPHH111PC	Education: Some Postgraduate Work	Household Detailed Demographics
63	HDPHH066PC	Education: Graduate Degree	Household Detailed Demographics
64	HDPHH118PC	Employment Status: Employed Full Time	Household Detailed Demographics
65	HDPHH113PC	Employment Status: Employed Part Time	Household Detailed Demographics
66	HDPHH114PC	Employment Status: Self-Employed	Household Detailed Demographics
67	HDPHH115PC	Employment Status: Unemployed	Household Detailed Demographics
68	HDPHH116PC	Employment Status: Retired	Household Detailed Demographics
69	HDPHH117PC	Employment Status: Student	Household Detailed Demographics
70	HDPHH112PC	Employment Status: Homemaker	Household Detailed Demographics
71	HDPHH073PC	Occupation Category: Management/Business/Financial	Household Detailed Demographics
72	HDPHH074PC	Occupation Category: Professional	Household Detailed Demographics
73	HDPHH075PC	Occupation Category: Sales/Office Worker	Household Detailed Demographics
74	HDPHH076PC	Occupation Category: Natural Resources/Construction/Maintenance	Household Detailed Demographics
75	HDPHH077PC	Occupation Category: Other	Household Detailed Demographics

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ORDER	VARIABLE	DESCRIPTION	CATEGORY
76	HDPHH078PC	Occupation: Management Chief Executive, Upper Managers, Superintendent	Household Detailed Demographics
77	HDPHH079PC	Occupation: Business/Financial Operations Agent, Accountant, Financial Analyst	Household Detailed Demographics
78	HDPHH080PC	Occupation: Computer and Mathematical Programmer, DBA, Actuary, Statistician	Household Detailed Demographics
79	HDPHH081PC	Occupation: Architecture and Engineering Architect, Engineer	Household Detailed Demographics
80	HDPHH083PC	Occupation: Community/Social Services Counselor, Social or Religious Worker	Household Detailed Demographics
81	HDPHH084PC	Occupation: Legal Lawyer, Paralegal, Judge	Household Detailed Demographics
82	HDPHH085PC	Occupation: Education, Teacher, Professor, Librarian	Household Detailed Demographics
83	HDPHH086PC	Occupation: Art, Design, Entertainment, Media Artist, Writer, Public Relations	Household Detailed Demographics
84	HDPHH087PC	Occupation: Healthcare Practitioners, Doctor, Nurse, Chiropractor, Dentist	Household Detailed Demographics
85	HDPHH088PC	Occupation: Healthcare Support, Nursing Aide, Dental Asst, Massage Therapist	Household Detailed Demographics
86	HDPHH089PC	Occupation: Protective Service, Police, Fire Fighter, Detective	Household Detailed Demographics
87	HDPHH090PC	Occupation: Food Preparation and Service, Chef, Cook, Waiter, Food Service	Household Detailed Demographics
88	HDPHH091PC	Occupation: Building and Grounds Service, Landscaping, Housekeeping, Janitor	Household Detailed Demographics
89	HDPHH092PC	Occupation: Personal Care and Service, Barber, Child Care, Animal Trainer	Household Detailed Demographics
90	HDPHH093PC	Occupation: Sales, Cashier, Sales Representative, Telemarketer	Household Detailed Demographics
91	HDPHH094PC	Occupation: Office/Administrative Support, Secretary, Clerk, Bank Teller	Household Detailed Demographics
92	HDPHH096PC	Occupation: Construction, Mason, Carpenter, Electrician	Household Detailed Demographics
93	HDPHH097PC	Occupation: Installation, Maintenance, Repair, Electrical, HVAC, Mechanic	Household Detailed Demographics
94	HDPHH098PC	Occupation: Production, Baker, Metal/Woodworker, Assembler, Plant Operator	Household Detailed Demographics
95	HDPHH099PC	Occupation: Transportation, Pilot, Driver, Railway Worker	Household Detailed Demographics
96	HDPHS014PC	Household Income: < \$30K	Household Summary Demographics
97	HDPHS015PC	Household Income: \$30K - \$74K	Household Summary Demographics
98	HDPHS008PC	Household Income: \$75K - \$99K	Household Summary Demographics
99	HDPHS016PC	Household Income: \$100K+	Household Summary Demographics
100	HDPHS025PC	Age: 18 - 34	Household Summary Demographics
101	HDPHS026PC	Age: 35 - 54	Household Summary Demographics
102	HDPHS027PC	Age: 55+	Household Summary Demographics
103	HDPHS042PC	Households with Children	Household Summary Demographics
104	HDPHS043PC	Households with No Children	Household Summary Demographics
105	HDPHS044PC	Households with Children <6 Years	Household Summary Demographics
106	HDPHS047PC	Households with Children 6 to 17 Years	Household Summary Demographics
107	HDPHS048PC	Tenure: Owns Home	Household Summary Demographics
108	HDPHS049PC	Tenure: Rents Home	Household Summary Demographics