

ORDER	VARIABLE	DESCRIPTION	CATEGORY	YEAR
1	LANDSQMP4D	Land Area in Square Miles	Segment	Current Year
2	PZPCHHDS	Total PRIZM Premier HH	Segment	Current Year
3	PZPC01	01 - Upper Crust	Segment	Current Year
4	PZPC02	02 - Networked Neighbors	Segment	Current Year
5	PZPC03	03 - Movers & Shakers	Segment	Current Year
6	PZPC04	04 - Young Digerati	Segment	Current Year
7	PZPC05	05 - Country Squires	Segment	Current Year
8	PZPC06	06 - Winner's Circle	Segment	Current Year
9	PZPC07	07 - Money & Brains	Segment	Current Year
10	PZPC08	08 - Gray Power	Segment	Current Year
11	PZPC09	09 - Big Fish, Small Pond	Segment	Current Year
12	PZPC10	10 - Executive Suites	Segment	Current Year
13	PZPC11	11 - Fast-Track Families	Segment	Current Year
14	PZPC12	12 - Cruisin' to Retirement	Segment	Current Year
15	PZPC13	13 - Upward Bound	Segment	Current Year
16	PZPC14	14 - Kids & Cul-de-Sacs	Segment	Current Year
17	PZPC15	15 - New Homesteaders	Segment	Current Year
18	PZPC16	16 - Beltway Boomers	Segment	Current Year
19	PZPC17	17 - Urban Elders	Segment	Current Year
20	PZPC18	18 - Mayberry-ville	Segment	Current Year
21	PZPC19	19 - American Dreams	Segment	Current Year
22	PZPC20	20 - Empty Nests	Segment	Current Year
23	PZPC21	21 - The Cosmopolitans	Segment	Current Year
24	PZPC22	22 - Middleburg Managers	Segment	Current Year
25	PZPC23	23 - Township Travelers	Segment	Current Year
26	PZPC24	24 - Pickup Patriarchs	Segment	Current Year
27	PZPC25	25 - Up-and-Comers	Segment	Current Year
28	PZPC26	26 - Home Sweet Home	Segment	Current Year
29	PZPC27	27 - Big Sky Families	Segment	Current Year
30	PZPC28	28 - Country Casuals	Segment	Current Year
31	PZPC29	29 - White Picket Fences	Segment	Current Year
32	PZPC30	30 - Pools & Patios	Segment	Current Year
33	PZPC31	31 - Connected Bohemians	Segment	Current Year
34	PZPC32	32 - Traditional Times	Segment	Current Year
35	PZPC33	33 - Second City Startups	Segment	Current Year
36	PZPC34	34 - Young & Influential	Segment	Current Year
37	PZPC35	35 - Urban Achievers	Segment	Current Year
38	PZPC36	36 - Toolbelt Traditionalists	Segment	Current Year
39	PZPC37	37 - Bright Lights, Li'l City	Segment	Current Year
40	PZPC38	38 - Hometown Retired	Segment	Current Year
41	PZPC39	39 - Kid Country, USA	Segment	Current Year
42	PZPC40	40 - Aspiring A-Listers	Segment	Current Year
43	PZPC41	41 - Domestic Duos	Segment	Current Year
44	PZPC42	42 - Multi-Culti Mosaic	Segment	Current Year
45	PZPC43	43 - City Roots	Segment	Current Year
46	PZPC44	44 - Country Strong	Segment	Current Year
47	PZPC45	45 - Urban Modern Mix	Segment	Current Year
48	PZPC46	46 - Heartlanders	Segment	Current Year
49	PZPC47	47 - Striving Selfies	Segment	Current Year
50	PZPC48	48 - Generation Web	Segment	Current Year
51	PZPC49	49 - American Classics	Segment	Current Year
52	PZPC50	50 - Metro Grads	Segment	Current Year
53	PZPC51	51 - Campers & Camo	Segment	Current Year
54	PZPC52	52 - Simple Pleasures	Segment	Current Year
55	PZPC53	53 - Lo-Tech Singles	Segment	Current Year
56	PZPC54	54 - Struggling Singles	Segment	Current Year
57	PZPC55	55 - Red, White & Blue	Segment	Current Year
58	PZPC56	56 - Multi-Culti Families	Segment	Current Year
59	PZPC57	57 - Back Country Folks	Segment	Current Year
60	PZPC58	58 - Golden Ponds	Segment	Current Year
61	PZPC59	59 - New Melting Pot	Segment	Current Year
62	PZPC60	60 - Small-Town Collegiates	Segment	Current Year
63	PZPC61	61 - Second City Generations	Segment	Current Year
64	PZPC62	62 - Crossroad Villagers	Segment	Current Year
65	PZPC63	63 - Low-Rise Living	Segment	Current Year
66	PZPC64	64 - Family Thrifts	Segment	Current Year
67	PZPC65	65 - Young & Rustic	Segment	Current Year
68	PZPC66	66 - New Beginnings	Segment	Current Year
69	PZPC67	67 - Park Bench Seniors	Segment	Current Year
70	PZPC68	68 - Bedrock America	Segment	Current Year
71	PZPHU1_C	U1 - Urban Uptown	Social Group	Current Year
72	PZPHU2_C	U2 - Midtown Mix	Social Group	Current Year
73	PZPHU3_C	U3 - Urban Cores	Social Group	Current Year
74	PZPHS1_C	S1 - Elite Suburbs	Social Group	Current Year
75	PZPHS2_C	S2 - The Affluentials	Social Group	Current Year
76	PZPHS3_C	S3 - Middleburbs	Social Group	Current Year
77	PZPHS4_C	S4 - Inner Suburbs	Social Group	Current Year
78	PZPHC1_C	C1 - Second City Society	Social Group	Current Year
79	PZPHC2_C	C2 - City Centers	Social Group	Current Year
80	PZPHC3_C	C3 - Micro-City Mix	Social Group	Current Year

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81	PZPHT1_C	T1 - Landed Gentry	Social Group	Current Year
82	PZPHT2_C	T2 - Country Comfort	Social Group	Current Year
83	PZPHT3_C	T3 - Middle America	Social Group	Current Year
84	PZPHT4_C	T4 - Rustic Living	Social Group	Current Year
85	PZPHY1_C	Y1 - Midlife Success	Lifestage Group	Current Year
86	PZPHY2_C	Y2 - Young Achievers	Lifestage Group	Current Year
87	PZPHY3_C	Y3 - Striving Singles	Lifestage Group	Current Year
88	PZPHF1_C	F1 - Accumulated Wealth	Lifestage Group	Current Year
89	PZPHF2_C	F2 - Young Accumulators	Lifestage Group	Current Year
90	PZPHF3_C	F3 - Mainstream Families	Lifestage Group	Current Year
91	PZPHF4_C	F4 - Sustaining Families	Lifestage Group	Current Year
92	PZPHM1_C	M1 - Affluent Empty Nests	Lifestage Group	Current Year
93	PZPHM2_C	M2 - Conservative Classics	Lifestage Group	Current Year
94	PZPHM3_C	M3 - Cautious Couples	Lifestage Group	Current Year
95	PZPHM4_C	M4 - Sustaining Seniors	Lifestage Group	Current Year
96	PZP_CY_URB	Urb - Urban	Urbanicity	Current Year
97	PZP_CY_SUB	Urb - Suburban	Urbanicity	Current Year
98	PZP_CY_CIT	Urb - Second City	Urbanicity	Current Year
99	PZP_CY_MIX	Urb - Metro Mix	Urbanicity	Current Year
100	PZP_CY_TW	Urb - Town	Urbanicity	Current Year
101	PZP_CY_RL	Urb - Rural	Urbanicity	Current Year