

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1	DTPRPOP_C	Total Workplace PRIZM Premier Population	Segment
2	WPPZP01	01 - Upper Crust	Segment
3	WPPZP02	02 - Networked Neighbors	Segment
4	WPPZP03	03 - Movers & Shakers	Segment
5	WPPZP04	04 - Young Digerati	Segment
6	WPPZP05	05 - Country Squires	Segment
7	WPPZP06	06 - Winner's Circle	Segment
8	WPPZP07	07 - Money & Brains	Segment
9	WPPZP08	08 - Gray Power	Segment
10	WPPZP09	09 - Big Fish, Small Pond	Segment
11	WPPZP10	10 - Executive Suites	Segment
12	WPPZP11	11 - Fast-Track Families	Segment
13	WPPZP12	12 - Cruisin' to Retirement	Segment
14	WPPZP13	13 - Upward Bound	Segment
15	WPPZP14	14 - Kids & Cul-de-Sacs	Segment
16	WPPZP15	15 - New Homesteaders	Segment
17	WPPZP16	16 - Beltway Boomers	Segment
18	WPPZP17	17 - Urban Elders	Segment
19	WPPZP18	18 - Mayberry-ville	Segment
20	WPPZP19	19 - American Dreams	Segment
21	WPPZP20	20 - Empty Nests	Segment
22	WPPZP21	21 - The Cosmopolitans	Segment
23	WPPZP22	22 - Middleburg Managers	Segment
24	WPPZP23	23 - Township Travelers	Segment
25	WPPZP24	24 - Pickup Patriarchs	Segment
26	WPPZP25	25 - Up-and-Comers	Segment
27	WPPZP26	26 - Home Sweet Home	Segment
28	WPPZP27	27 - Big Sky Families	Segment
29	WPPZP28	28 - Country Casuals	Segment
30	WPPZP29	29 - White Picket Fences	Segment
31	WPPZP30	30 - Pools & Patios	Segment
32	WPPZP31	31 - Connected Bohemians	Segment
33	WPPZP32	32 - Traditional Times	Segment
34	WPPZP33	33 - Second City Startups	Segment
35	WPPZP34	34 - Young & Influential	Segment
36	WPPZP35	35 - Urban Acheivers	Segment
37	WPPZP36	36 - Toolbelt Traditionalists	Segment
38	WPPZP37	37 - Bright Lights, Li'l City	Segment
39	WPPZP38	38 - Hometown Retired	Segment
40	WPPZP39	39 - Kid Country, USA	Segment
41	WPPZP40	40 - Aspiring A-Listers	Segment
42	WPPZP41	41 - Domestic Duos	Segment
43	WPPZP42	42 - Multi-Culti Mosaic	Segment
44	WPPZP43	43 - City Roots	Segment
45	WPPZP44	44 - Country Strong	Segment
46	WPPZP45	45 - Urban Modern Mix	Segment
47	WPPZP46	46 - Heartlanders	Segment
48	WPPZP47	47 - Striving Selfies	Segment
49	WPPZP48	48 - Generation Web	Segment
50	WPPZP49	49 - American Classics	Segment
51	WPPZP50	50 - Metro Grads	Segment
52	WPPZP51	51 - Campers & Camo	Segment
53	WPPZP52	52 - Simple Pleasures	Segment
54	WPPZP53	53 - Lo-Tech Singles	Segment
55	WPPZP54	54 - Struggling Singles	Segment
56	WPPZP55	55 - Red, White & Blue	Segment
57	WPPZP56	56 - Multi-Culti Families	Segment
58	WPPZP57	57 - Back Country Folks	Segment
59	WPPZP58	58 - Golden Ponds	Segment
60	WPPZP59	59 - New Melting Pot	Segment
61	WPPZP60	60 - Small-Town Collegiates	Segment
62	WPPZP61	61 - Second City Generations	Segment
63	WPPZP62	62 - Crossroad Villagers	Segment
64	WPPZP63	63 - Low-Rise Living	Segment
65	WPPZP64	64 - Family Thrifts	Segment
66	WPPZP65	65 - Young & Rustic	Segment
67	WPPZP66	66 - New Beginnings	Segment
68	WPPZP67	67 - Park Bench Seniors	Segment
69	WPPZP68	68 - Bedrock America	Segment
70	WPPSG01	01 - Urban Uptown	Social Group

ORDER	VARIABLE	DESCRIPTION	CATEGORY
71	WPPSG02	02 - Midtown Mix	Social Group
72	WPPSG03	03 - Urban Cores	Social Group
73	WPPSG04	04 - Elite Suburbs	Social Group
74	WPPSG05	05 - The Affluentials	Social Group
75	WPPSG06	06 - Middleburbs	Social Group
76	WPPSG07	07 - Inner Suburbs	Social Group
77	WPPSG08	08 - Second City Society	Social Group
78	WPPSG09	09 - City Centers	Social Group
79	WPPSG10	10 - Micro-City Mix	Social Group
80	WPPSG11	11 - Landed Gentry	Social Group
81	WPPSG12	12 - Country Comfort	Social Group
82	WPPSG13	13 - Middle America	Social Group
83	WPPSG14	14 - Rustic Living	Social Group
84	WPPLG01	01 - Midlife Success	Lifestage Group
85	WPPLG02	02 - Young Achievers	Lifestage Group
86	WPPLG03	03 - Striving Singles	Lifestage Group
87	WPPLG04	04 - Accumulated Wealth	Lifestage Group
88	WPPLG05	05 - Young Accumulators	Lifestage Group
89	WPPLG06	06 - Mainstream Families	Lifestage Group
90	WPPLG07	07 - Sustaining Families	Lifestage Group
91	WPPLG08	08 - Affluent Empty Nests	Lifestage Group
92	WPPLG09	09 - Conservative Classics	Lifestage Group
93	WPPLG10	10 - Cautious Couples	Lifestage Group
94	WPPLG11	11 - Sustaining Seniors	Lifestage Group