

ORDER	VARIABLE	DESCRIPTION	CATEGORY	LIFESTAGE GROUP
1	CYHH2	Total ConneXions® Households CY	Current Year Segments	
2	CNEH01_C	01 - Technovators (F1)	Current Year Segments	F1 Early-Adopting Elite
3	CNEH02_C	02 - Plugged-In Families (F1)	Current Year Segments	F1 Early-Adopting Elite
4	CNEH03_C	03 - Tech Nests (F1)	Current Year Segments	F1 Early-Adopting Elite
5	CNEH04_C	04 - Connected Country (F1)	Current Year Segments	F1 Early-Adopting Elite
6	CNEH05_C	05 - You & iTunes (Y1)	Current Year Segments	Y1 Young & Wireless
7	CNEH06_C	06 - High-Tech Society (F1)	Current Year Segments	F1 Early-Adopting Elite
8	CNEH07_C	07 - Generation WiFi (Y1)	Current Year Segments	Y1 Young & Wireless
9	CNEH08_C	08 - Calling Circles (F2)	Current Year Segments	F2 Suburban Spenders
10	CNEH09_C	09 - Dish Country (F2)	Current Year Segments	F2 Suburban Spenders
11	CNEH10_C	10 - Smart Gamers (F2)	Current Year Segments	F2 Suburban Spenders
12	CNEH11_C	11 - WiFi Warriors (M1)	Current Year Segments	M1 Wireless White-Collars
13	CNEH12_C	12 - Satellites & Silos (Y1)	Current Year Segments	Y1 Young & Wireless
14	CNEH13_C	13 - Cyber Sophisticates (M1)	Current Year Segments	M1 Wireless White-Collars
15	CNEH14_C	14 - The Pragmatics (Y1)	Current Year Segments	Y1 Young & Wireless
16	CNEH15_C	15 - Bundled Burbs (F2)	Current Year Segments	F2 Suburban Spenders
17	CNEH16_C	16 - Kids & Keyboards (F2)	Current Year Segments	F2 Suburban Spenders
18	CNEH17_C	17 - Time Shifters (Y1)	Current Year Segments	Y1 Young & Wireless
19	CNEH18_C	18 - New Technorati (Y2)	Current Year Segments	Y2 Emerging Techies
20	CNEH19_C	19 - Gadgets Galore (F3)	Current Year Segments	F3 Frugal Folks
21	CNEH20_C	20 - Cinemaniacs (M2)	Current Year Segments	M2 Mature Mid-Techs
22	CNEH21_C	21 - Multimedia Families (F3)	Current Year Segments	F3 Frugal Folks
23	CNEH22_C	22 - Analoggers (M2)	Current Year Segments	M2 Mature Mid-Techs
24	CNEH23_C	23 - Cyber Strivers (F3)	Current Year Segments	F3 Frugal Folks
25	CNEH24_C	24 - Internet Hinterlands (M2)	Current Year Segments	M2 Mature Mid-Techs
26	CNEH25_C	25 - Low-Speed Boomers (M2)	Current Year Segments	M2 Mature Mid-Techs
27	CNEH26_C	26 - Rural Transmissions (M2)	Current Year Segments	M2 Mature Mid-Techs
28	CNEH27_C	27 - Video Vistas (F3)	Current Year Segments	F3 Frugal Folks
29	CNEH28_C	28 - Big City, Small Tech (F3)	Current Year Segments	F3 Frugal Folks
30	CNEH29_C	29 - IM Nation (Y2)	Current Year Segments	Y2 Emerging Techies
31	CNEH30_C	30 - Techs and the City (Y2)	Current Year Segments	Y2 Emerging Techies
32	CNEH31_C	31 - Plug & Play (Y2)	Current Year Segments	Y2 Emerging Techies
33	CNEH32_C	32 - Family Dishes (F3)	Current Year Segments	F3 Frugal Folks
34	CNEH33_C	33 - Digital Dreamers (Y2)	Current Year Segments	Y2 Emerging Techies
35	CNEH34_C	34 - Gearing Up (Y2)	Current Year Segments	Y2 Emerging Techies
36	CNEH35_C	35 - Broadband Boulevards (M2)	Current Year Segments	M2 Mature Mid-Techs
37	CNEH36_C	36 - Opting Out (M2)	Current Year Segments	M2 Mature Mid-Techs
38	CNEH37_C	37 - Techtown Lites (Y3)	Current Year Segments	Y3 Young Startups
39	CNEH38_C	38 - New Kids on the Grid (Y3)	Current Year Segments	Y3 Young Startups
40	CNEH39_C	39 - Video Homebodies (F3)	Current Year Segments	F3 Frugal Folks
41	CNEH40_C	40 - Low-Tech Country (Y3)	Current Year Segments	Y3 Young Startups
42	CNEH41_C	41 - Antenna Land (M3)	Current Year Segments	M3 Offline Seniors
43	CNEH42_C	42 - Tech Skeptics (M3)	Current Year Segments	M3 Offline Seniors
44	CNEH43_C	43 - Bucolic Basics (M3)	Current Year Segments	M3 Offline Seniors
45	CNEH44_C	44 - Leisurely Adopters (M3)	Current Year Segments	M3 Offline Seniors
46	CNEH45_C	45 - Landline Living (M3)	Current Year Segments	M3 Offline Seniors

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47	CNEH46_C	46 - Old-Time Media (M3)	Current Year Segments	M3 Offline Seniors
48	CNEH47_C	47 - Discounts & Deals (M3)	Current Year Segments	M3 Offline Seniors
49	CNEH48_C	48 - Dial-Up Duos (M3)	Current Year Segments	M3 Offline Seniors
50	CNEH49_C	49 - Satellite Seniors (M3)	Current Year Segments	M3 Offline Seniors
51	CNEH50_C	50 - Early-Bird TV (M4)	Current Year Segments	M4 Elderly Traditionalists
52	CNEH51_C	51 - Tech-Free Frontier (M4)	Current Year Segments	M4 Elderly Traditionalists
53	CNEH52_C	52 - The Unconnected (M4)	Current Year Segments	M4 Elderly Traditionalists
54	CNEH53_C	53 - Last to Adopt (M4)	Current Year Segments	M4 Elderly Traditionalists
55	CNEH97_C	97 - All Geography	Current Year Segments	
56	CNEH98_C	98 - All Clustered	Current Year Segments	
57	FYHH2	Total ConneXions® Households FY	Five Year Segments	
58	CNEH01_F	01 - Technovators (F1)	Five Year Segments	F1 Early-Adopting Elite
59	CNEH02_F	02 - Plugged-In Families (F1)	Five Year Segments	F1 Early-Adopting Elite
60	CNEH03_F	03 - Tech Nests (F1)	Five Year Segments	F1 Early-Adopting Elite
61	CNEH04_F	04 - Connected Country (F1)	Five Year Segments	F1 Early-Adopting Elite
62	CNEH05_F	05 - You & I Tunes (Y1)	Five Year Segments	Y1 Young & Wireless
63	CNEH06_F	06 - High-Tech Society (F1)	Five Year Segments	F1 Early-Adopting Elite
64	CNEH07_F	07 - Generation WiFi (Y1)	Five Year Segments	Y1 Young & Wireless
65	CNEH08_F	08 - Calling Circles (F2)	Five Year Segments	F2 Suburban Spenders
66	CNEH09_F	09 - Dish Country (F2)	Five Year Segments	F2 Suburban Spenders
67	CNEH10_F	10 - Smart Gamers (F2)	Five Year Segments	F2 Suburban Spenders
68	CNEH11_F	11 - WiFi Warriors (M1)	Five Year Segments	M1 Wireless White-Collars
69	CNEH12_F	12 - Satellites & Silos (Y1)	Five Year Segments	Y1 Young & Wireless
70	CNEH13_F	13 - Cyber Sophisticates (M1)	Five Year Segments	M1 Wireless White-Collars
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72	CNEH15_F	15 - Bundled Burbs (F2)	Five Year Segments	F2 Suburban Spenders
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79	CNEH22_F	22 - Analoggers (M2)	Five Year Segments	M2 Mature Mid-Techs
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98	CNEH41_F	41 - Antenna Land (M3)	Five Year Segments	M3 Offline Seniors
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100	CNEH43_F	43 - Bucolic Basics (M3)	Five Year Segments	M3 Offline Seniors
101	CNEH44_F	44 - Leisurely Adopters (M3)	Five Year Segments	M3 Offline Seniors
102	CNEH45_F	45 - Landline Living (M3)	Five Year Segments	M3 Offline Seniors
103	CNEH46_F	46 - Old-Time Media (M3)	Five Year Segments	M3 Offline Seniors
104	CNEH47_F	47 - Discounts & Deals (M3)	Five Year Segments	M3 Offline Seniors
105	CNEH48_F	48 - Dial-Up Duos (M3)	Five Year Segments	M3 Offline Seniors
106	CNEH49_F	49 - Satellite Seniors (M3)	Five Year Segments	M3 Offline Seniors
107	CNEH50_F	50 - Early-Bird TV (M4)	Five Year Segments	M4 Elderly Traditionalists
108	CNEH51_F	51 - Tech-Free Frontier (M4)	Five Year Segments	M4 Elderly Traditionalists
109	CNEH52_F	52 - The Unconnected (M4)	Five Year Segments	M4 Elderly Traditionalists
110	CNEH53_F	53 - Last to Adopt (M4)	Five Year Segments	M4 Elderly Traditionalists
111	CNEH97_F	97 All Geography	Five Year Segments	
112	CNEH98_F	98 All Clustered	Five Year Segments	