

ORDER	VARIABLE	DESCRIPTION
0	CODE	Code
0	GEO	Geographic Summarization Indicator
1	P5L_01	Count for PRIZM5 Segment 01: Cosmopolitan Elite
2	P5L_02	Count for PRIZM5 Segment 02: Urbane Villagers
3	P5L_03	Count for PRIZM5 Segment 03: Arts & Affluence
4	P5L_04	Count for PRIZM5 Segment 04: Suburban Success
5	P5L_05	Count for PRIZM5 Segment 05: Asian Sophisticates
6	P5L_06	Count for PRIZM5 Segment 06: Kids & Careers
7	P5L_07	Count for PRIZM5 Segment 07: Nouveaux Riches
8	P5L_08	Count for PRIZM5 Segment 08: Boomerang City
9	P5L_09	Count for PRIZM5 Segment 09: Satellite Burbs
10	P5L_10	Count for PRIZM5 Segment 10: Emptying Nests
11	P5L_11	Count for PRIZM5 Segment 11: Urban Digerati
12	P5L_12	Count for PRIZM5 Segment 12: Street Scenes
13	P5L_13	Count for PRIZM5 Segment 13: Asian Avenues
14	P5L_14	Count for PRIZM5 Segment 14: Diversity Heights
15	P5L_15	Count for PRIZM5 Segment 15: Heritage Hubs
16	P5L_16	Count for PRIZM5 Segment 16: Pets & PCs
17	P5L_17	Count for PRIZM5 Segment 17: Exurban Wonderland
18	P5L_18	Count for PRIZM5 Segment 18: Management Material
19	P5L_19	Count for PRIZM5 Segment 19: Grey Pride
20	P5L_20	Count for PRIZM5 Segment 20: South Asian Achievers
21	P5L_21	Count for PRIZM5 Segment 21: Beau Monde
22	P5L_22	Count for PRIZM5 Segment 22: Aging in Suburbia
23	P5L_23	Count for PRIZM5 Segment 23: Asian New Wave
24	P5L_24	Count for PRIZM5 Segment 24: Fresh Air Families
25	P5L_25	Count for PRIZM5 Segment 25: South Asian Society
26	P5L_26	Count for PRIZM5 Segment 26: Second City Retirees
27	P5L_27	Count for PRIZM5 Segment 27: Diverse City
28	P5L_28	Count for PRIZM5 Segment 28: Metro Multiculturals
29	P5L_29	Count for PRIZM5 Segment 29: Silver Linings
30	P5L_30	Count for PRIZM5 Segment 30: La Vie est Belle
31	P5L_31	Count for PRIZM5 Segment 31: New World Symphony
32	P5L_32	Count for PRIZM5 Segment 32: Mini Van & Vin Rouge
33	P5L_33	Count for PRIZM5 Segment 33: Heartland Retirees
34	P5L_34	Count for PRIZM5 Segment 34: Rooms with a View
35	P5L_35	Count for PRIZM5 Segment 35: Country Acres
36	P5L_36	Count for PRIZM5 Segment 36: Exurban Homesteaders
37	P5L_37	Count for PRIZM5 Segment 37: Trucks & Trades
38	P5L_38	Count for PRIZM5 Segment 38: Grads & Pads
39	P5L_39	Count for PRIZM5 Segment 39: Our Time
40	P5L_40	Count for PRIZM5 Segment 40: Wide Open Spaces

ORDER	VARIABLE	DESCRIPTION
41	P5L_41	Count for PRIZM5 Segment 41: Vieille École
42	P5L_42	Count for PRIZM5 Segment 42: Home Sweet Rows
43	P5L_43	Count for PRIZM5 Segment 43: Newcomers Rising
44	P5L_44	Count for PRIZM5 Segment 44: Jeunes et Actifs
45	P5L_45	Count for PRIZM5 Segment 45: Jeunes d'Esprit
46	P5L_46	Count for PRIZM5 Segment 46: Villes Tranquilles
47	P5L_47	Count for PRIZM5 Segment 47: Traditional Town Living
48	P5L_48	Count for PRIZM5 Segment 48: Variété Suburbaine
49	P5L_49	Count for PRIZM5 Segment 49: Enclaves Multiethniques
50	P5L_50	Count for PRIZM5 Segment 50: Suburban Scramble
51	P5L_51	Count for PRIZM5 Segment 51: Aging & Active
52	P5L_52	Count for PRIZM5 Segment 52: Striving Startups
53	P5L_53	Count for PRIZM5 Segment 53: Outdoor Originals
54	P5L_54	Count for PRIZM5 Segment 54: Serenity Springs
55	P5L_55	Count for PRIZM5 Segment 55: La Vie Bucolique
56	P5L_56	Count for PRIZM5 Segment 56: Single City Jazz
57	P5L_57	Count for PRIZM5 Segment 57: First Nations Families
58	P5L_58	Count for PRIZM5 Segment 58: Rustic Roads
59	P5L_59	Count for PRIZM5 Segment 59: Locataires en Banlieues
60	P5L_60	Count for PRIZM5 Segment 60: Bons Vivants
61	P5L_61	Count for PRIZM5 Segment 61: Les Seniors
62	P5L_62	Count for PRIZM5 Segment 62: Terre à Terre
63	P5L_63	Count for PRIZM5 Segment 63: Lunch at Tim's
64	P5L_64	Count for PRIZM5 Segment 64: Fête au Village
65	P5L_65	Count for PRIZM5 Segment 65: Young & Connected
66	P5L_66	Count for PRIZM5 Segment 66: Sunset Towers
67	P5L_67	Count for PRIZM5 Segment 67: Survivre en Ville
68	P5L_68	Count for PRIZM5 Segment 68: Low-Rise Renters
69	P5L_69	Count for PRIZM5 Segment 69: Unclassified
70	P5L_70	Count for All PRIZM5 Segments (01-69): All Geography
71	P5L_71	Count for PRIZM5 Segments 01-68: All Clustered