

Order	Variable	Description
0	CODE	Code
0	GEO	Geographic Summarization Indicator
1	P5D_01	Count for PRIZM Segment 01: Cosmopolitan Elite
2	P5D_02	Count for PRIZM Segment 02: Urbane Villagers
3	P5D_03	Count for PRIZM Segment 03: Arts & Affluence
4	P5D_04	Count for PRIZM Segment 04: Suburban Success
5	P5D_05	Count for PRIZM Segment 05: Asian Sophisticates
6	P5D_06	Count for PRIZM Segment 06: Kids & Careers
7	P5D_07	Count for PRIZM Segment 07: Nouveaux Riches
8	P5D_08	Count for PRIZM Segment 08: Boomerang City
9	P5D_09	Count for PRIZM Segment 09: Satellite Burbs
10	P5D_10	Count for PRIZM Segment 10: Emptying Nests
11	P5D_11	Count for PRIZM Segment 11: Urban Digerati
12	P5D_12	Count for PRIZM Segment 12: Street Scenes
13	P5D_13	Count for PRIZM Segment 13: Asian Avenues
14	P5D_14	Count for PRIZM Segment 14: Diversity Heights
15	P5D_15	Count for PRIZM Segment 15: Heritage Hubs
16	P5D_16	Count for PRIZM Segment 16: Pets & PCs
17	P5D_17	Count for PRIZM Segment 17: Exurban Wonderland
18	P5D_18	Count for PRIZM Segment 18: Management Material
19	P5D_19	Count for PRIZM Segment 19: Grey Pride
20	P5D_20	Count for PRIZM Segment 20: South Asian Achievers
21	P5D_21	Count for PRIZM Segment 21: Beau Monde
22	P5D_22	Count for PRIZM Segment 22: Aging in Suburbia
23	P5D_23	Count for PRIZM Segment 23: Asian New Wave
24	P5D_24	Count for PRIZM Segment 24: Fresh Air Families
25	P5D_25	Count for PRIZM Segment 25: South Asian Society
26	P5D_26	Count for PRIZM Segment 26: Second City Retirees
27	P5D_27	Count for PRIZM Segment 27: Diverse City
28	P5D_28	Count for PRIZM Segment 28: Metro Multiculturals
29	P5D_29	Count for PRIZM Segment 29: Silver Linings
30	P5D_30	Count for PRIZM Segment 30: La Vie est Belle
31	P5D_31	Count for PRIZM Segment 31: New World Symphony
32	P5D_32	Count for PRIZM Segment 32: Mini Van & Vin Rouge
33	P5D_33	Count for PRIZM Segment 33: Heartland Retirees
34	P5D_34	Count for PRIZM Segment 34: Rooms with a View
35	P5D_35	Count for PRIZM Segment 35: Country Acres
36	P5D_36	Count for PRIZM Segment 36: Exurban Homesteaders
37	P5D_37	Count for PRIZM Segment 37: Trucks & Trades
38	P5D_38	Count for PRIZM Segment 38: Grads & Pads
39	P5D_39	Count for PRIZM Segment 39: Our Time
40	P5D_40	Count for PRIZM Segment 40: Wide Open Spaces

Order	Variable	Description
41	P5D_41	Count for PRIZM Segment 41: Vieille École
42	P5D_42	Count for PRIZM Segment 42: Home Sweet Rows
43	P5D_43	Count for PRIZM Segment 43: Newcomers Rising
44	P5D_44	Count for PRIZM Segment 44: Jeunes et Actifs
45	P5D_45	Count for PRIZM Segment 45: Jeunes d'Esprit
46	P5D_46	Count for PRIZM Segment 46: Villes Tranquilles
47	P5D_47	Count for PRIZM Segment 47: Traditional Town Living
48	P5D_48	Count for PRIZM Segment 48: Variété Suburbaine
49	P5D_49	Count for PRIZM Segment 49: Enclaves Multiethniques
50	P5D_50	Count for PRIZM Segment 50: Suburban Scramble
51	P5D_51	Count for PRIZM Segment 51: Aging & Active
52	P5D_52	Count for PRIZM Segment 52: Striving Startups
53	P5D_53	Count for PRIZM Segment 53: Outdoor Originals
54	P5D_54	Count for PRIZM Segment 54: Serenity Springs
55	P5D_55	Count for PRIZM Segment 55: La Vie Bucolique
56	P5D_56	Count for PRIZM Segment 56: Single City Jazz
57	P5D_57	Count for PRIZM Segment 57: First Nations Families
58	P5D_58	Count for PRIZM Segment 58: Rustic Roads
59	P5D_59	Count for PRIZM Segment 59: Locataires en Banlieues
60	P5D_60	Count for PRIZM Segment 60: Bons Vivants
61	P5D_61	Count for PRIZM Segment 61: Les Seniors
62	P5D_62	Count for PRIZM Segment 62: Terre à Terre
63	P5D_63	Count for PRIZM Segment 63: Lunch at Tim's
64	P5D_64	Count for PRIZM Segment 64: Fête au Village
65	P5D_65	Count for PRIZM Segment 65: Young & Connected
66	P5D_66	Count for PRIZM Segment 66: Sunset Towers
67	P5D_67	Count for PRIZM Segment 67: Survivre en Ville
68	P5D_68	Count for PRIZM Segment 68: Low-Rise Renters
69	P5D_69	Count for PRIZM Segment 69: Unclassified
70	P5D_70	Count for All PRIZM Segments (01-69): All Geography
71	P5D_71	Count for PRIZM Segments 01-68: All Clustered