

2015 Variable Change List



	PRIZM5 2015		PRIZMC2 2014	
Order	Variable ID	Variable Description	Variable ID	Variable Description
1	POD_01	Cosmopolitan Elite	POD_01	Cosmopolitan Elite
2	POD_02	Urbane Villagers	POD_02	Urbane Villagers
3	POD_03	Arts & Affluence	POD_03	Suburban Gentry
4	POD_04	Suburban Success	POD_04	Young Digerati
5	POD_05	Asian Sophisticates	POD_05	Asian Affluence
6	POD_06	Kids & Careers	POD_06	Nouveaux Riches
7	POD_07	Nouveaux Riches	POD_07	Winner's Circle
8	POD_08	Boomerang City	POD_08	Money & Brains
9	POD_09	Satellite Burbs	POD_09	Furs & Philanthropy
10	POD_10	Emptying Nests	POD_10	Mr. & Ms. Manager
11	POD_11	Urban Digerati	POD_11	Pets & PCs
12	POD_12	Street Scenes	POD_12	God's Country
13	POD_13	Asian Avenues	POD_13	Continental Culture
14	POD_14	Diversity Heights	POD_14	Upward Bound
15	POD_15	Heritage Hubs	POD_15	Electric Avenues
16	POD_16	Pets & PCs	POD_16	Mini Van & Vin Rouge
17	POD_17	Exurban Wonderland	POD_17	Les Chics
18	POD_18	Management Material	POD_18	Cluttered Nests
19	POD_19	Grey Pride	POD_19	Rods & Wheels
20	POD_20	South Asian Achievers	POD_20	Asian Up-and-Comers
21	POD_21	Beau Monde	POD_21	South Asian Society
22	POD_22	Aging in Suburbia	POD_22	Blue-Collar Comfort
23	POD_23	Asian New Wave	POD_23	Fast-Track Families
24	POD_24	Fresh Air Families	POD_24	Nearly Empty Nests
25	POD_25	South Asian Society	POD_25	Tools & Trucks
26	POD_26	Second City Retirees	POD_26	La Vie est Belle
27	POD_27	Diverse City	POD_27	Fields of Dreams
28	POD_28	Metro Multiculturals	POD_28	Startups & Seniors
29	POD_29	Silver Linings	POD_29	Suburban Rows
30	POD_30	La Vie est Belle	POD_30	Exurban Crossroads
31	POD_31	New World Symphony	POD_31	Grads & Pads
32	POD_32	Mini Van & Vin Rouge	POD_32	New Homesteaders
33	POD_33	Heartland Retirees	POD_33	New Italy
34	POD_34	Rooms with a View	POD_34	Big Sky Families
35	POD_35	Country Acres	POD_35	Le Québec Rustique
36	POD_36	Exurban Homesteaders	POD_36	Les Traditionnelles
37	POD_37	Trucks & Trades	POD_37	Old World Style
38	POD_38	Grads & Pads	POD_38	Grey Pride
39	POD_39	Our Time	POD_39	Ontario Originals
40	POD_40	Wide Open Spaces	POD_40	Heartlanders
41	POD_41	Vieille École	POD_41	White Picket Fences
42	POD_42	Home Sweet Rows	POD_42	Urban Spice
43	POD_43	Newcomers Rising	POD_43	Simple Pleasures
44	POD_44	Jeunes et Actifs	POD_44	Rooms with a View
45	POD_45	Jeunes d'Esprit	POD_45	Petites Banlieues

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46	POD_46	Villes Tranquilles	POD_46	Newcomers Rising
47	POD_47	Traditional Town Living	POD_47	Les Québécois Sportifs
48	POD_48	Variété Suburbaine	POD_48	Jeunes et Actifs
49	POD_49	Enclaves Multiethniques	POD_49	Daytrippers & Nightowls
50	POD_50	Suburban Scramble	POD_50	Villes Tranquilles
51	POD_51	Aging & Active	POD_51	Lunch at Tim's
52	POD_52	Striving Startups	POD_52	La Cité Nomade
53	POD_53	Outdoor Originals	POD_53	Mobility Blues
54	POD_54	Serenity Springs	POD_54	Crafting & Curling
55	POD_55	La Vie Bucolique	POD_55	Back Country Folks
56	POD_56	Single City Jazz	POD_56	Golden Ponds
57	POD_57	First Nations Families	POD_57	Down on the Farm
58	POD_58	Rustic Roads	POD_58	La Vie Bucolique
59	POD_59	Locataires en Banlieues	POD_59	Solo Scramble
60	POD_60	Bons Vivants	POD_60	Single City Renters
61	POD_61	Les Seniors	POD_61	Les Seniors
62	POD_62	Terre à Terre	POD_62	Park Bench Seniors
63	POD_63	Lunch at Tim's	POD_63	First Nations Families
64	POD_64	Fête au Village	POD_64	Big City Blues
65	POD_65	Young & Connected	POD_65	Bons Vivants
66	POD_66	Sunset Towers	POD_66	Survivre en Ville
67	POD_67	Survivre en Ville	POD_67	Unclassified
68	POD_68	Low-Rise Renters		
69	POD_69	Unclassified		