Infogroup

Business and Residential Data

The Importance of Coverage, Accuracy and Recency for Geocoded Data Sets

infogroup

infogroup®

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About Us

Infogroup is the leading provider of business and residential data. Founded in 1972, we have over 40 years of experience in data compilation. Not only do we compile our data from the ground up, our dedicated verification team makes over 90,000 calls a day to verify our data is the most accurate data available. Unlike other providers, we have the ability to update our database on a daily basis, ensuring all of our information is the most accurate.

Infogroup Government Services specializes in providing custom solutions to State and Local government offices across the nation. We work directly with Departments of Transportation, COGs, Economic Development and Emergency Management Planning, just to name a few.

We provide a variety of services specifically for government agencies including:

- Access to our all inclusive database
- Customizable raw data files
- Historically data
- Data processing
- Telephone/Email surveys
- Geocoded and mapping data

Our data powers the top five search engines and 90% of the in car navigation systems in the U.S. If you are in need of quality data to enhance your current and future projects; you can trust Infogroup.

Importance of Data

Using business and residential data sets that provide the best coverage, accuracy and recency is the key to any successful project.

Coverage provides a broad set of attributes to pull from, accuracy provides quality data to make proper decisions and recency includes the most up to date data available. When reviewing data, GIS analysts rely on the completeness, accuracy and timeliness of attributes. Without it, inaccurate or outdated data can result in unreliable models and maps.

COVERAGE

ACCURACY

RECENCY

The simple fact remains—no degree of analytical sophistication can overcome bad data.

Data Example

A large city is looking at implementing a number of "Road Diet" projects across the metropolitan area. These "Road projects will reduce certain four lane roads to two lanes as well as transform one-way streets into two-way streets.

Historical business data will be used to compare a section of road before and after a Road Diet project. Those findings will allow the city to determine whether other similar roads would benefit from a road-diet project.

Geocoded business and consumer data sets will provide officials the insight into the types and number of businesses that have increased or decreased as a result of the project. This data will also contain other factors such as changes in employment numbers, household profiles, gross revenue etc.

Retail merchants are some of the biggest fans of these projects since reduced travel speeds allow for easier and safer parking, improve store access and boost overall walking and livability conditions in neighborhoods—all of which lead to improved commerce.
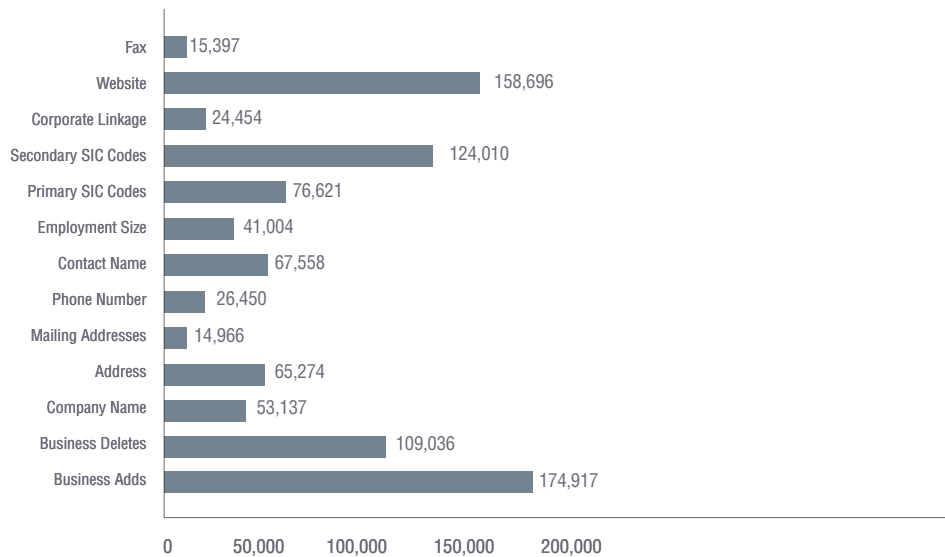
Business and residential/household data is in a constant state of change.

(Infogroup has found that the data in its business database changes approximately 80% annually.) For example:

- Every hour 260 new business will open — and 151 will close their doors

- Every hour 125 business telephone numbers will change or disconnect

- On average, there are over 2.1 million at tribute changes a month

- Each year, our "New Homeowners" file contains approximately 3-4 million new records
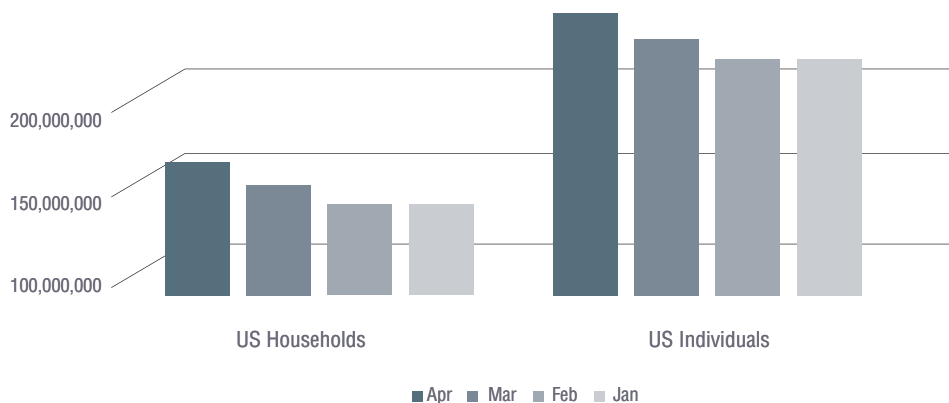
U.S Business Database

Average 113,000 Changes a Day

Category	Value
Fax	15,397
Website	158,696
Corporate Linkage	24,454
Secondary SIC Codes	124,010
Primary SIC Codes	76,621
Employment Size	41,004
Contact Name	67,558
Phone Number	26,450
Mailing Addresses	14,966
Address	65,274
Company Name	53,137
Business Deletes	109,036
Business Adds	174,917

U.S. Residential Database

How the Data Changes Every Month

US Households   US Individuals

■ Apr   ■ Mar   ■ Feb   ■ Jan

Trusted Partner

Government agencies trust Infogroup because of our proven track record of providing accurate and in-depth information. Our databases contain:

- 24 million U.S. businesses (15 million verified & 9 million pre-verified)
- 235 million U.S. consumers
- 140 million U.S. households
- 1.4 million Canadian businesses
- 12.6 million Canadian consumers

Numerous national organizations and government agencies, including the FBI, Homeland Security and Department of Transportation, use our consumer and business information to make critical decisions every day. Federal contract mechanisms include GSA and FEDLINK.

Our Data

To gauge the coverage, accuracy and recency of a data set, certain questions must first be answered:

- Does the company have a data compilation process that supports these requirements?

- Where is the information sourced from? How many different sources are used?

- How often is the data updated?

- What processes are in place to ensure changes are updated correctly and accurately?

More than 400 researchers at Infogroup are dedicated to building, verifying and updating our databases. In fact, we are the only company that compiles the business and consumer data all under one roof. We scrutinize and catalog information from hundreds of public sources; examining each record by hand for quality and completeness in order to provide the broadest coverage of attributes to select from.

As an original compiler, Infogroup has several advantages in developing a superior database including
:
- Specific knowledge of raw data sources

- Control over all aspects of the compilation process

- A clear understanding of the optimal approach to integrating various sources of data

- Consistency in the development of modeled attributes

- Flexibility in refining and enhancing compilation procedures.

Business Database

By mining multiple data sources, Infogroup delivers a database that is that is the most robust and comprehensive available. We compile our databases from a number of sources including:

- Hundreds of county-level public sources, publications of record and Secretaries of State for new business registrations
- Utility connects and disconnects nationwide
- Annual reports / 10-Ks
- Real estate data – deeds/assessments
- Press releases
- News feeds
- Web research
- Industry & tourism directories
- User generated feedback
- Postal processing (NCOALink®, DPV®, LACSLink®, DSF®)
- 4,000+ U.S. Yellow and White Page directories

GIS projects require the use of comprehensive data sets in order to perform a detailed analysis. Infogroup is widely recognized as providing the most comprehensive solution in the market – with more than 160+ business data elements to select from. A sample listing of the type of attributes collected are listed below.

- Business name
- Full address (Location, mailing, and landmark)
- Type of business (Yellow Page heading, SIC and NAICS codes)
- ZIP Code™ (including ZIP + 4®)
- Telephone number
- Fax number (where available)
- Website addresses
- Email addresses
- Number of employees
- Sales volume
- Name, title, and gender of key executives
- Franchise and brand information
- Year the business was established
- Headquarters, branch, and subsidiary information
- Stock exchange and ticker symbol
- Latitude, longitude and parcel-level geocodes
- News headlines
- UCC filings and bankruptcy notices (where available)
- Square footage of business campus

Residential Database

Infogroup's U.S. Residential Database is the industry's premier consumer database. With 75 contributing sources and a full rebuild every month, the U.S. Residential Database sets the standard for unparalleled quality, while its comprehensive demographic and lifestyle attributes allows for creative solution building for any marketing or research campaign.

We compile our residential database from:

- Utility connects and disconnects
- Voter Registration data from 17 states
- Tax assessment and real estate deed information
- Individual-level transactional data
- Lifestyle Data derived from purchase behavior
- Market experience since 1917 in data analysis and modeling
- Telephone directories

Selection possibilities are virtually endless when choosing from the U.S. Residential Database. There are hundreds of elements to choose from. Here's just a sample:

- Geography: city, state, CBSA, address or total U.S.
- Phone number
- Head of household age
- Presence of children
- Length of residence
- Own/rent status
- Home value
- Estimated household income
- Mortgage amount/date
- Latitude/longitude

A detailed listing of our business and residential / household data elements can be found at the end of this document.

Verification and Updates

Within the Infogroup data center is a call center that makes more than 25 million phone calls each year to verify our business database and collect any additional information. All verification and update work is performed in-house on a DAILY basis. No other company does that.

We verify business information and add details such as: primary line of business, website addresses, franchise and brand information, key decision makers and titles, email addresses and number of employees.

Compiling a business database from multiple sources and continuously verifying the information produces a database that is second to none in its overall accuracy. It also provides data this is current – a benefit for GIS projects where outdated information can cause poor analysis and decision making.

Life Cycle of a Business Listing

New Business Records → **U.S. Business Records** → **Nixie Records**

- Utility connects are typically identified 2 days from the discovery date
- Within 7-11 weeks records are called for verification and added to the business database

- 100% telephone verified
- Quality is assured throughout compilation, verification & update process

- Identified as soon as 2 weeks after the business has closed

Spectrum of Business Data

240 Million Records in Infogroup's Business Files
Business files are stored in silos in order to maximize the data. Other data providers lump businesses that are in various stages of activity (new, established, out-of-business, work-at-home), which does not allow research to be as precise and effective.

15 million U.S. Business Records
These businesses are updated every month—call verified, populated with address, phone, executive, SIC/NAICS, employee size, sales volume, geo-coded and much more.

9 million Pre-Verified Business Records
The Pre-Verified Business Database contains businesses that we have been unable to contact, validate or improve sufficiently for traditional marketing use. Due to the nature of the file, counts may vary from month to month due to incoming sourcing and the validation of previously unverified records.

3 million New Business Records
The New Business database includes new businesses that have formed within the last two years. The database is compiled from over 250 sources including: Secretaries of State, county courthouses, utility providers, Departments of Revenue, Departments of Taxation, local business/legal journals and various other sources.

7.5 million International Business Records, One-Source
This database contains corporate linkage, businesses/industries by region, employee size, sales volume and extensive industry SWOT reporting. OneSource offers various ways to perform in-depth research with data and reports from 20+ information providers.

5 million Nixie (Out-of-Business) Records
This database contains any out of business record, as soon as 2 weeks after the business has closed. This file contains 36 months worth of record removals from the U.S. Business Database.

200 million Historical Business and Residential Records
Annual records for any business or residential record—dating back to 1997 for Business, and 2006 for Residential.

Business Database Audits

Independent Competitive Audit

The following table shows the result of an independent business database audit conducted in 2009 by the Peter Kiewit Institute's College of Information Science at the University of Nebraska at Omaha. The goal was to create a competitive analysis that would evaluate the quality of specific data elements.

A statistically representative sample of each database was created by dividing the databases into nine geographic regions and randomly selecting ZIP Codes from each of these regions to produce the required sample size for each vendor (altogether, 84 ZIP Codes were selected). Each dataset was evaluated in a blind study to assess quality, using telephone verification in conjunction with a survey of a representative of each company, under the supervision of the auditing organization.

The following table shows the accuracy of elements within each database, using records common to both vendors' databases:

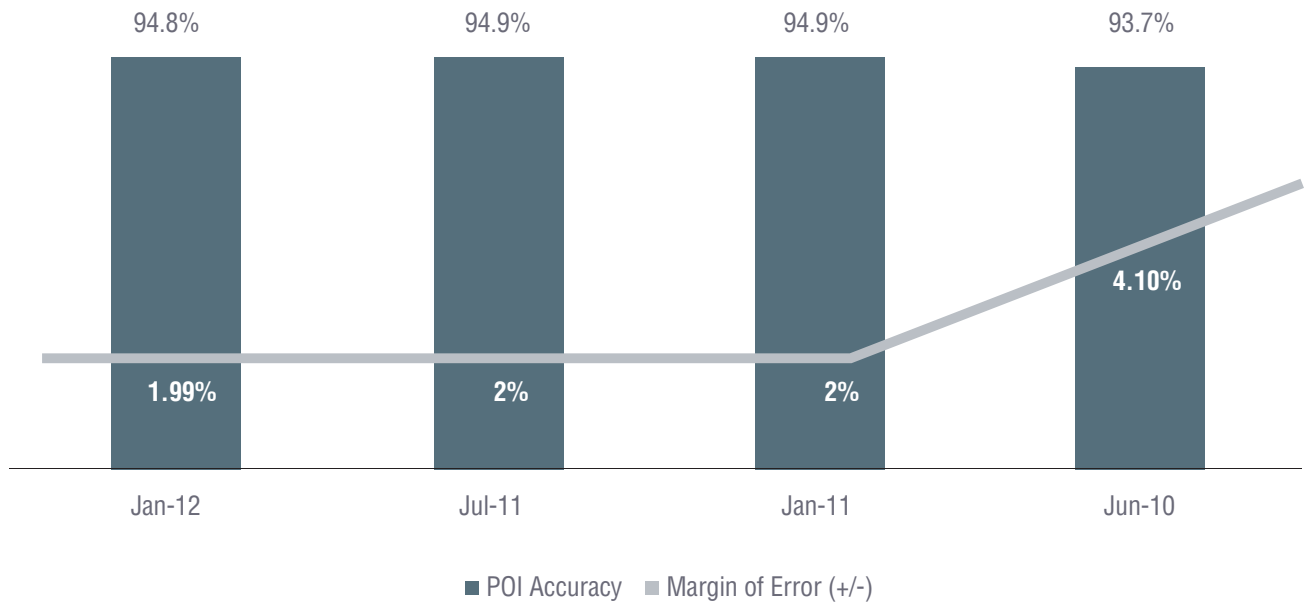| DESCRIPTION	INFOGROUP	COMPETITOR
Company Name Accuracy	96.8%	90.3%
Address Accuracy	95.3%	89.8%
Phone Number Accuracy	90.1%	74.6%
Fax Number Accuracy	92.5%	85.5%
Line of Business Accuracy	85.9%	67.6%
Employment Size Accuracy	86.3%	83.1%
Executive Name Accuracy	79.3%	74.8%
Executive Title Accuracy	87.9%	76.5%
Deliverability	93.9%	89.1%
Out of Business Rate	4.4%	11.6%

Based on the external auditor's analysis of the data, it is possible to summarize the results of the audit in the following points:

- Infogroup is clearly the leader in identifying the most current Company Name and Phone information, improving the efficiency of any project
- Infogroup's Line of Business and Employment Size accuracy allows more accurate profiling of target groups
- Infogroup's Address accuracy increases the ability to locate a business
- Infogroup purges records faster and more accurately than our Competitors resulting in a lower "out-of-business" rate

As can be seen, the company that verified its records by telephone, along with other means, outperformed the competition in all categories.

Internal Data Quality Audit

Every 6 months Infogroup runs their own internal audit in nine random geographic areas and nine critical categories in order to adhere to the quality standards that the top search engines require. The graph below shows how our data accuracy checks over the last 4 years.

	Jan-12	Jul-11	Jan-11	Jun-10
POI Accuracy	94.8%	94.9%	94.9%	93.7%
Margin of Error (+/-)	1.99%	2%	2%	4.10%

■ POI Accuracy   ■ Margin of Error (+/-)

Infogroup's Quality Assurance Group verifies that our records and data entry are at least **99% accurate** from the original source of the information.

U.S. Business - Standard Data Dictionary

Please use this dictionary as a reference as to what's available within the Infogroup databases. Not all databases have access to every attribute listed--please verify with your Account Executive should there be any doubt of an element's availability.

	Data Attributes	Description
1	KEY EXECUTIVE	This is the name of the primary contact at the business.
2	COMPANY NAME	The name shown is that by which the business is known or under which it conducts its business.
3	PRIMARY ADDRESS	The PO Box Number of the business is provided if one is available. Where there is no postal address, a location is shown if one is available. Where no address is available, this field is blank.
4	PRIMARY CITY NAME	The city name identifies the town or municipality in which the address is situated. The city corresponds to the PO Box Number or the physical address, depending on which type of address is provided.
5	PRIMARY STATE ABBREVIATION	The 2-letter US Postal Service (USPS) abbreviation is used to identify the state in which the city is located.
6	PRIMARY ZIP CODE	USPS 5-digit ZIP code assigned to the business address.
7	PRIMARY ZIP+4 CODE	USPS ZIP+4 code assigned to the business address.
8	PRIMARY ZIP CODE/ZIP+4	Formatted 9-digit ZIP code used for delivery by the USPS. (XXXXX-XXXX)
9	PRIMARY CARRIER ROUTE CODE	The carrier route for the business address as assigned by the USPS.
10	PRIMARY STATE CODE	A 2-digit code is assigned to the state in which the ZIP code is situated, in accordance with FIPS.
11	COUNTY CODE	A 3-digit code assigned to the county in which the business ZIP code is situated, in accordance with FIPS.
12	COUNTY DESCRIPTION	County Name
13	CBSA (CORE-BASED STATISTICAL AREA) CODE	Core-Based Statistical Area Code
14	CBSA (CORE-BASED STATISTICAL AREA) DESC	Core-Based Statistical Area Description
15	METRO / MICRO INDICATOR	Metro / Micro Indicator Code
16	CSA (COMBINED STATISTICAL AREA) CODE	Combined Statistical Area Code
17	CSA (COMBINED STATISTICAL AREA) DESC	Combined Statistical Area Description
18	CENSUS TRACT	A statistical subdivision of a county.
19	BLOCK GROUP	A combination of census blocks within a census tract.
20	GEOCODE LATITUDE	Latitude of business location 6 decimals.
21	GEOCODE LONGITUDE	Longitude of business location 6 decimals.
22	GEOCODE MATCH LEVEL	Level of geocoding attained for location.
23	Address Match	0 = Street address level match
24	ZIP+4	Zip + 4 centroid

U.S. Business - Standard Data Dictionary (continued)

25	ZIP+2	Zip + 2 centroid
26	ZIP Code	5 digit Zip Code
27	SECONDARY ADDRESS	The business's location address when both location and postal address are known.
28	SECONDARY CITY NAME	The city of the location address.
29	SECONDARY STATE ABBREVIATION	The state of the location address.
30	SECONDARY STATE CODE	A 2-digit code is assigned to the state in which the ZIP code is situated, in accordance with FIPS.
31	SECONDARY ZIP CODE	The ZIP of the location address.
32	SECONDARY ZIP + 4 CODE	The ZIP+4 code for the location address.
33	SECONDARY ZIP CODE/ZIP+4	Formatted 9-digit ZIP code used for delivery by the USPS. (XXXXX-XXXX)
34	SECONDARY CARRIER ROUTE CODE	The carrier route for the location address as assigned by the USPS.
35	TELEPHONE NUMBER	The telephone number is shown with the area code in the first three positions.
36	FAX NUMBER	The fax phone of the business.
37	TOLL-FREE NUMBER	The toll-free phone number of the business.
38	WEB ADDRESS (URL)	The Primary Web address (URL) of the business.
39	LOCATION EMPLOYMENT SIZE CODE	This field contains an alpha code for the number of employees that work at the business.
40	LOCATION EMPLOYMENT SIZE DESCRIPTION	The description of the Location Employment Size Code.
41	ACTUAL LOCATION EMPLOYMENT SIZE	This field contains the number of employees who work at this location of the business.
42	CORPORATE EMPLOYMENT SIZE CODE	This field contains an alpha code corresponding to the total, actual corporate employment.
43	CORPORATE EMPLOYMENT SIZE DESCRIPTION	The description of the Corporate Employment Size Code.
44	ACTUAL CORPORATE EMPLOYMENT SIZE	This field contains the total number of employees at all locations for a company.
45	MODELED EMPLOYMENT SIZE CODE	Determines how employment code was derived.
46	LOCATION SALES VOLUME CODE	This field contains an alpha code corresponding to the estimated sales of the business in thousands of dollars.
47	LOCATION SALES VOLUME DESCRIPTION	The description of the Location Sales Volume Code.
48	ESTIMATED LOCATION SALES VOLUME	A modeled figure derived from employment size and other factors to indicate the sales volume of the business.
49	CORPORATE SALES VOLUME CODE	This field contains an alpha code corresponding to the total, actual sales of the business in thousands of dollars.
50	CORPORATE SALES VOLUME DESCRIPTION	The description of the Corporate Sales Volume Code.
51	ACTUAL CORPORATE SALES VOLUME	The total sales volume of a company is compiled from annual reports and other sources.
52	ASSET FLAG	Flag indicates if sales volume is an asset or sales figure.

U.S. Business - Standard Data Dictionary (continued)

53	SELECTED SIC CODE	The Standard Industrial Classification (SIC) which first caused the record to be selected. Approximately 16,800 SICs available.
54	SELECTED SIC DESCRIPTION	The description for the Selected SIC.
55	FRANCHISE/SPECIALTY CODE 1	An additional sub-classification of certain SIC codes used to identify franchise/brand affiliation or professional specialty. This field is related to the selected SIC only.
56	FRANCHISE/SPECIALITY DESCRIPTION 1	An additional sub-classification of certain SIC codes used to identify franchise/brand affiliation or professional specialty. This field is related to the selected SIC only.
57	FRANCHISE/SPECIALTY CODE 2	An additional sub-classification of certain SIC codes.
58	FRANCHISE/SPECIALITY DESCRIPTION 2	The description of the Franchise/Specialty Code.
59	FRANCHISE/SPECIALTY CODE 3	An additional sub-classification of certain SIC codes.
60	FRANCHISE/SPECIALITY DESCRIPTION 3	The description of the Franchise/Specialty Code.
61	FRANCHISE/SPECIALTY CODE 4	An additional sub-classification of certain SIC codes.
62	FRANCHISE/SPECIALITY DESCRIPTION 4	The description of the Franchise/Specialty Code.
63	FRANCHISE/SPECIALITY CODE 5	An additional sub-classification of certain SIC codes.
64	FRANCHISE/SPECIALITY DESCRIPTION 5	The description of the Franchise/Specialty Code.
65	FRANCHISE/SPECIALITY CODE 6	An additional sub-classification of certain SIC codes.
66	FRANCHISE/SPECIALITY DESCRIPTION 6	The description of the Franchise/Specialty Code
67	TRUE FRANCHISE FLAG	A 'Y' indicates a "true" franchise, a record that is linked to the company of which it is a franchise. No distinction is made for whether a franchisee is company owned or individually owned & operated.
68	INDUSTRY SPECIFIC CODE	This alpha code is a sub-classification of specific SICs such as number of beds in a hospital. This field is related to the selected SIC only.
69	INDUSTRY SPECIFIC DESCRIPTION	The description for the Industry Specific Code.
70	PRIMARY SIC CODE	This field contains the 6-digit SIC code for the business's primary activity. Approximately 75% of the records in the database have only 1 SIC Code.
71	PRIMARY SIC DESCRIPTION	The description for the Primary SIC Code.
72	SECONDARY SIC CODE 1	This field identifies an additional activity of the business. If there is no additional activity, this field will be blank. Approximately 16% of the records in the database have 2 SIC Codes.
73	SECONDARY SIC DESCRIPTION 1	The description of the Secondary SIC Code.
74	SECONDARY SIC CODE 2	This field identifies an additional activity of the business. If there is no additional activity, this field will be blank. Approximately 5% of the records in the database have 3 SIC Codes.
75	SECONDARY SIC DESCRIPTION 2	The description of the Secondary SIC Code.

76	SECONDARY SIC CODE 3	This field identifies an additional activity of the business. If there is no additional activity, this field will be blank. Approximately 2% of the records in the database have 4 SIC Codes.
77	SECONDARY SIC DESCRIPTION 3	The description of the Secondary SIC Code.
78	SECONDARY SIC CODE 4	This field identifies an additional activity of the business. If there is no additional activity, this field will be blank. Approximately 2% of the records in the database have 5 or more SIC Codes.
79	SECONDARY SIC DESCRIPTION 4	The description of the Secondary SIC Code.
80	NAICS CODE	North American Industry Classification System code.
81	NAICS DESCRIPTION	The description for the NAICS Code.
82	CONTACT LAST NAME	The contact's last name.
83	CONTACT FIRST NAME	The contact's first name.
84	CONTACT SALUTATION	Salutation for contact name.
85	CONTACT GENDER CODE	The gender of the contact.
86	CONTACT PROFESSIONAL TITLE	The contact's professional title.
87	CONTACT TITLE CODE	Title of the designated contact derived from Teleresearch or other source compilation.
88	CONTACT TITLE DESCRIPTION	Description of Title Code
89	CONTACT ETHNICITY CODE	Compiled from various sources which validated that these names have a high likelihood of belonging to one of these ethnic groups.
90	CONTACT ETHNICITY DESCRIPTION	The description of the Contact Ethnicity Code.
91	KEY CODE	A string of characters assigned to the record if requested (e.g., Media Code to track a mailing).
92	TITLE ADDRESS	Title Address field.
93	INFOGROUP ID NUMBER	The Infogroup ID Number provides a unique identifier for each business in the Infogroup database.
94	SUBSIDIARY NUMBER	The subsidiary parent number identifies the business as a regional or subsidiary headquarters for a corporate family. The subsidiary will always have an ultimate parent and may or may not have branches assigned to it.
95	ULTIMATE PARENT NUMBER	The ultimate parent number identifies the ultimate corporate parent of the business and also serves as the Infogroup ID number for the headquarters site of the ultimate parent. Since all locations of a business have the same ultimate parent number, this field provides 'corporate ownership' linkage information. This information is not collected or maintained for the types of organizations for which ownership is ambiguous.
96	SITE NUMBER	Designates related businesses at one site, identifying the primary business. If Infogroup ID# and Site # are the same, then the record is the primary business at the site. If Infogroup ID # and Site # are different, then the record is a secondary business at the site.

97	BUSINESS STATUS CODE	The code denoting whether the business is a headquarter, branch, or a subsidiary headquarter. If the business is none of these, the field will be blank.
98	BUSINESS STATUS DESCRIPTION	The description for the Business Status Code.
99	PUBLIC/PRIVATE INDICATOR	Public Indicator
100	STOCK EXCHANGE CODE	This code identifies the Stock Exchange where the business conducts trading activity
101	STOCK EXCHANGE DESCRIPTION	The description of the Stock Exchange Code.
102	TICKER SYMBOL	The "TICKER" symbol is shown for companies that are traded on any public stock exchange or listed in the NASDAQ "over the counter" quotation system or other small exchanges (i.e., Chicago Mercantile).
103	PUBLIC FILING INDICATOR	A 'Y' indicates a company against whom the filing of a legal action (bankruptcy, placement of a lien, foreclosure) has been indicated.
104	FORTUNE MAGAZINE RANKING	Fortune 1000 ranking. Updated yearly. If two Fortune Ranked companies merge then the number of ranked companies will decrease by one. This field will be blank on all unranked businesses.
105	INDIVIDUAL/FIRM CODE	The code that identifies the yellow page listing is for a business or for an individual. This field helps clients identify if the record represents a professional individual versus a firm record.
106	INDIVIDUAL/FIRM DESCRIPTION	The description of the Individual Firm Code.
107	YEAR SIC ADDED TO RECORD	The date (CCYYMM) this particular listing was added to the database or when we last obtained a telephone number or a new address for the business.
108	YEAR FIRST APPEARED IN YELLOW PAGES	The year of first appearance in the telephone directory. This field is related to the selected SIC only, and was first tracked starting in 1984.
109	YEAR ESTABLISHED (FROM YP)	The year the business/organization was first established.
110	YELLOW PAGE CODE	Yellow page heading code. This code is used internally.
111	TRANSACTION DATE	The date (CCYYMM) this particular listing was added or changed in the Infogroup database.
112	TRANSACTION TYPE	Transaction Type Code.
113	BUSINESS CREDIT SCORE CODE	The codes were developed from the demographic information in our database including number of employees and years in business as well as historical performance data and other information. Our sophisticated computer programs develop predictive statistical models based on multivariate regression analysis to determine creditworthiness of businesses.
114	BUSINESS CREDIT SCORE DESCRIPTION	The description of the Business Credit Score Code.
115	BUSINESS CREDIT SCORE (ACTUAL)	Each Credit Score is assigned based upon the criteria listed above.
116	AD SIZE CODE	The code which corresponds to the size of the business's ad in the yellow pages.

U.S. Business - Standard Data Dictionary (continued)

117	AD SIZE DESCRIPTION	The description of the Ad Size Code.
118	OFFICE SIZE CODE	This field indicates how many professional individuals are associated with a firm record. It can be used to estimate size in a different manner than employment size. Available on a limited set of professional SIC codes only.
119	OFFICE SIZE DESCRIPTION	The description for the Office Size Code.
120	POPULATION SIZE CODE	The code for the size of the city in which the business is located.
121	POPULATION SIZE DESCRIPTION	The description for the Population Size Code.
122	WORK-AT-HOME INDICATOR	A 'C' indicates a home business "cottage".
123	OWN/LEASE CODE	Own/Lease information is gathered through Infogroup's telephone verification process.
124	SQUARE FOOTAGE CODE	Estimated Square Footage the business occupies.
125	SQUARE FOOTAGE DESCRIPTION	The description for the Square Footage Code.
126	RADIAL DISTANCE FROM TARGET ELEMENT	Populates the Radial Distance from the Target Element if a 'Geo Radius Selection' is made.
127	ACTUAL NUMBER OF BUSINESSES AT MULTI-TENANT LOCATION	Actual number of Businesses at the Multi-Tenant location.
128	MULTI-TENANT CODE	The code for the number of Businesses at a Multi-Tenant location.
129	MULTI-TENANT DESCRIPTION	The description of the Multi-Tenant Code.
130	BUILDING NUMBER OF MULTI-TENANT LOCATION	The building number for a Multi-Tenant location.
131	NUMBER OF PERSONAL COMPUTERS CODE	The Number of Personal Computers at the business.
132	NUMBER OF PERSONAL COMPUTERS DESC.	The description of the Number of Personal Computers Code.
133	AFFLUENT NEIGHBORHOOD LOCATION INDICATOR	A 'Y' Indicates the business is located in a wealthy area. This is derived from a proprietary model using census data.
134	BIG BUSINESS INDICATOR	A 'Y' Indicates that the record is a "Big Business". Infogroup defines this as * Has a location or corporate employment size of 100 or more * Is a subsidiary headquarter location whose parent company has a location or corporate employment size of 100 or more * Is a headquarter location with a location or corporate employment size of 50 or more * Is not a membership organization (two-digit primary SIC code is not "86").
135	FEMALE BUSINESS EXEC/OWNER INDICATOR	A 'Y' Indicates the record has a professional with a gender code of F, employment size of C-K with a gender code of F. Title Codes L through U and X through Z are omitted.
136	GROWING/SHRINKING INDICATOR	The growing business flag is provided by comparing employment sizes gathered over several cycles of telephone verification.
137	HIGH INCOME EXECUTIVE INDICATOR	A 'Y' Indicates the Business/Individual is a High Income Executive. Professionals and certain title codes by employment size of 5 plus employees with an owner, president, chairman or CEO. 20 plus employees with an executive director, publisher, administrator, partner, executive VP, senior VP, VP, corporate secretary or executive officer. 100 plus employees with a title of Vice Chairman, Director, COO, CFO, Treasurer, Controller, General Counsel,

U.S. Business - Standard Data Dictionary (continued)

138	HIGH-TECH BUSINESS INDICATOR	A 'Y' Indicates the record is a "High-Tech Business". Contains businesses from the computer technology, Engineers, some manufacturers, communications, and government - space research/technology.
139	MEDIUM-SIZED BUSINESS ENTREPRENEUR INDICATOR	A 'Y' Indicates the record is a "Medium-Sized Business". Infogroup defines this as * Has a location or corporate employment size of 10 - 99 and a contact of president or owner title.
140	SMALL BUSINESS ENTREPRENEUR INDICATOR	A 'Y' Indicates the record is a "Small Business". Infogroup defines this as * Has a location or corporate employment size of 1 - 9 and a contact of president or owner title.
141	DELIVERY POINT BAR CODE	Includes ZIP, ZIP4 and the 3 digit bar code extension for the Primary Address.
142	PRESORT ENDORSEMENT LINE	Presort Information.
143	PRESORT BAG NUMBER	Presort Information.
144	PRESORT BUNDLE NUMBER	Presort Information.
145	PRESORT LINE OF TRAVEL	Presort Information.
146	TERTIARY ADDRESS	The tertiary address of the record if available.
147	TERTIARY CITY NAME	The tertiary city of the business location.
148	TERTIARY STATE ABBREVIATION	The tertiary state abbreviation of the business location.
149	TERTIARY ZIP CODE	USPS 5 digit ZIP Code assigned to the tertiary business address.
150	TERTIRAY ZIP+4 CODE	USPS ZIP+4 code assigned to the business address.
151	TERTIARY ZIP CODE/ZIP+4 (XXXXX-XXXX)	Formatted 9 digit ZIP Code used for delivery by the USPS.
152	TERTIARY CARRIER ROUTE CODE	The tertiary carrier route for the business address as assigned by the USPS.
153	WHITE COLLAR PERCENTAGE	Percentage of white collar employment at business as derived from an Infogroup model.
154	WHITE COLLAR INDICATOR	'1' Indicates over 50% white collar employment.
155	PRODUCTION DATE	The date the order was produced (CCYYMMDD).
156	SEQUENCE NUMBER	Sequential number requested by client
157	EXPIRATION DATE (FORMATTED)	Product Expiration Date.
158	PRODUCTION DATE (FORMATTED)	The date the order was produced.
159	SOURCE	Populated with 'Infogroup'
160	BOOK NUMBER	Used internally by Infogroup to designate the particular Yellow Page book number from with the record was compiled. This may also represent a number assigned to a compilation source other than the Yellow Pages.
161	GOVERNMENT SEGMENT CODE	Infogroup model which identifies various level of government.
162	FOREIGN PARENT INDICATOR	1' indicates foreign affiliation.
163	IMPORT/EXPORT CODE	Indicates the type of services provided:

U.S. Residential/Household Database

	Data Attributes	Description
1	FIRST NAME	Household member given name, valid characters are A-Z.
2	LAST NAME	Surname, valid characters are A-Z, hyphen, apostrophe and blank.
3	LAST NAME SUFFIX	Generation or maturity suffix code.
4	MIDDLE INITIAL	Valid characters are A-Z, blank.
5	TITLE CODE	Salutation Code of name
6	GENDER	The gender of that particular individual
7	BIRTHDATE	Indicates year and month of Birth for specific Individuals. (CCYYMM) Adult 1-6
8	HOUSE NUMBER	Address Primary Number or 'house number' . May contain alpha characters and/or a single hyphen.
9	STREET PREDIRECTIONAL	Street Pre Direction abbreviation preceding street name.
10	STREET NAME	Official name of a street assigned by a local governing authority. Other components such as directional or designators (suffixes) are excluded.
11	STREET SUFFIX	Street suffix abbreviation (two, three or four alpha characters) is the trailing designator in a street address e.g. Ave, St, Blvd, Dr, Ln.
12	STREET POST DIRECTIONAL	Street post direction abbreviation following street name.
13	UNIT TYPE	One to four characters (address secondary abbreviation) used to identify a type of unit within a physical location
14	UNIT NUMBER	One to eight characters of unit description.
15	ROUTE TYPE	Some addresses may include a route identification.
16	ROUTE NUMBER	If route type is H or R, 1-3 digits that identify the route.
17	ADDRESS TYPE	This code identifies the type of address associated with this household.
18	CITY	Post Office or Prestige City name where possible. We use the USPS 13 character abbreviations where necessary.
19	STATE	Postal service standard abbreviation identifying a state name, United States territory or Armed Forces Zip Code designation (must be two alpha characters).
20	CENSUS STATE CODE	See Postal State code below for decodes
21	POSTAL STATE	Used to identify states, territories and possessions. Note that there is not consistency in state code assignment across files. Using state abbreviation in place of state code, where practical, is preferred.
22	POSTAL COUNTY CODE	Used together with state code to identify counties, parishes, independent cities, (or boroughs and census areas in Alaska) within the United States.

23	ZIP CODE	All post offices are assigned at least one unique zip code; with the larger post offices assigned multiple zip codes. First 3 digits identify the delivery area of the sectional center facility or major city post office. The last 2 digits further define a delivery area.
24	ZIP FOUR	Last 4 digits of the ZIP+4 code. Zip codes are sub-divided into sectors (1st 2 digits of add-on) and sectors are sub-divided into segments (last 2 digits).
25	DELIVERY POINT BARCODE	Delivery Point & Check Digit. The last two numerals of the street address (normally house number) become an extension of the Zip+4 code and therefore specify a specific mail delivery point. Note the check digit included as last digit. Valid values 000 - 999, " ".
26	MATCH CODE	Indicates level at which census geocodes and coordinates were assigned.
27	CARRIER ROUTE CODE	Postal Carrier Route Type and Code
28	NIELSON COUNTY CODE	A ranking of counties based on population. The ranking system used is:
29	NIELSON COUNTY REGION	Geographic area based upon Nielsen definition.
30	MAIL SCORE	1 byte Mail Score, assigned to each address validating the deliverability. Defined by Mail Confidence Score, first digit.
31	MAIL CONFIDENCE	2 byte Mail Score, assigned to each address validating the deliverability.
32	LONGITUDE	Assigned via Point Geo coding (snnnn.nnnnnn). Note: longitudes are negative values in the Western hemisphere.
33	LATITUDE	Assigned via Point Geo coding (snnnn.nnnnnn). Half of a pair of coordinates (the other being longitude).
34	CENSUS COUNTY CODE	Used together with state code to identify counties, parishes, independent cities, (or boroughs and census areas in Alaska) within the United States.
35	CENSUS TRACT	A number assigned by the Bureau of Census to identify a small geographic area for the purpose of collecting and compiling population and housing data. Census tracts are unique only within census county, and census counties are unique only within census state.
36	CENSUS BLOCK GROUP	Assigned by the Bureau of Census to identify a small geographic area for the purpose of collecting and compiling population and housing data. BGs are subdivisions of census tracts and unique only within a specific census tract.
37	USPS DELIVERY SERVICE TYPE	Records assigned to a city delivery carrier considered CDS. By default, all other records will be considered non-CDS.
38	LENGTH OF RESIDENCE	Indicates how long household has appeared on file at this address 01-99 (99 = 99+)
39	LOCATION TYPE	Set of codes used to identify the kind of physical location or structure associated with this address.

40	OCCUPANCY COUNT	Represents actual number of deliverable Households (or range) identified at this physical location (street address) within our database. It is recalculated at the address level during each update.
41	DELIVERY UNIT SIZE RAW	Used to indicate single family and multifamily delivery. For a given street and house number address, families at the address are counted. A typical scheme for carrying delivery size uses 1-9 to represent dwelling unit size 1-9. A delivery unit size of 10 means 10 to 19. A delivery unit size of 20 means 20-29 etc.
42	LIST RENTAL MAIL	This is a one character yes/no indicator. Yes means that the record can be used for mailing. No means the record should not be mailed. Y = Mailable, N = Do not mail
43	AREA CODE	The area served by the North American Numbering Plan is divided into smaller areas, each identified by a three-digit Numbering Plan Area (NPA) code, commonly called an area code.
44	PHONE NUMBER	Telephone number, not including the area code. If this is the only number for the head of household, it should be a voice line.
45	PHONE NUMBER TYPE	Telephone Type defines the uses of the telephone number in the household.
46	TIME ZONE	This field will be blank when no telephone is available
47	EFFECTIVE PHONE DATE	Effective Telephone Date (CCYYMM) reflects most likely date Household was listed at this address in a telephone source.
48	CHILDREN AGE RANGE CODE	Indicates presence of children of this age in the household. 'Y' = YES - reflects evidence there could be children, 'N'= NO - reflects no evidence of children. Blank if not available.
49	CHILD MARKET TARGET AGE	Score indicating likelihood that there is a child present in the HH under 17 years of age.
50	MARKET TARGET AGE - FEMALE	Score indicating likelihood that there is a female present in the HH - various segments based on years of age.
51	MARKET TARGET AGE - MALE	Score indicating likelihood that there is a male present in the HH - various segments based on years of age.
52	HOUSEHOLD SIZE 1-2	Score indicating likelihood that this is a one or two person HH. 9 thru 0 (where 9=most likely)
53	HOUSELHOD SIZE 3 PLUS	Score indicating likelihood that this is a three or more person HH. 9 thru 0 (where 9=most likely) 9 thru 0 (where 9=most likely)
54	MARRIED SCORE	The likelihood head of household is married.
55	SPOUSAL INDICATOR RAW	Indicates the member is a spouse of Head of Household. Inferred from Household data
56	INDIVIDUAL ID PREFIX	A 12 digit number assigned to uniquely identify this HH member. Leftmost digit is check digit. Not available for selection. An Individual is defined to have a last name and address or phone and a first initial/name or title or date of birth. Individual ID # stays with an individual as the individual transitions from household to household.

57	AGE	Household Member actual age, calculated based upon year and month of birth. When month is not known, assume June month of birth. Blank when unknown or member not present. 99 = people age 99 or older.
58	NAME ADDRESS SOURCE	Name/Address was verified by multiple sources.
59	NUMBER TRADELINES	Count of trade lines associated with this household. This in no way reflects the credit worthiness of this household. Blank if no data available, values = 0 - 9.
60	CREDIT CARD	Indicates HH member has one or more credit cards by type.
61	BANK CARD ISSUE DATE	Date the household member bank card source data was received Blank if not available. CCYYMM, range is 198200 to current date.
62	MORTGAGE PRESENT	Indicates if any Mortgage information is available.
63	MARITAL STATUS	Marital status of household member. Blank if not available
64	MARRIAGE DATE	Date of marriage. (ccyymm) Blank if not available.
65	VENDOR ETHNICITY	Code assigned by proprietary software to designate probable ethnicity of individual based on given name, surname, middle name and geographic location.
66	VENDOR RELIGION	Code assigned by proprietary software to designate probable religion of individual based on given name, surname, middle name and geographic location.
67	VENDOR LANGUAGE	Code assigned by proprietary software to designate probable spoken language of individual based on given name, surname, middle name and geographic location.
68	VENDOR ETHNIC GROUP	Code assigned by proprietary software to designate probable ethnic group of individual based on given name, surname, middle name and geographic location.
69	COUNTRY OF ORIGIN	Code assigned by proprietary software to use neighborhood data to predict the country of origin for the Hispanic population based on given name, surname, middle name and geographic location.
70	DO NOT MAIL FLAG	HH matched (on name/address) to a Mail Preference Service record in our composite Master Suppression File, indicating that HH does not wish to receive any direct mail offers.
71	DO NOT CALL FLAG	HH matched (on either name/address or name/telephone number) to a Telephone Preference Service record, indicating HH does not want to receive telemarketing solicitations.
72	FULFILLMENT FLAG	Indicates suitability of record for mailing, telemarketing and/or list enhancement applications.
73	HOUSEHOLD MEMBER COUNT	Number of individuals in household (Adults & Children combined.)
74	NUMBER OF ADULTS	Number of adults in household with a non blank name and not identified as a child. Determined to be over 18 years of age. This will include household members without a date of birth.
75	NUMBER OF CHILDREN	Number of household members determined to be children (under 18 years of age)

U.S. Residential/Household Database (continued)

76	PRESENCE OF CHILDREN	If the number of children in household is equal to 0 than this indicator is set to 'N' (no), if the number of children in household is equal to 1-7 the indicator is set to 'Y' (yes).
77	CHILDREN GENDER	Indicates presence of child by gender. This 18 byte field segments children by their current age 0-17 with code to represent gender. Blank if not available. The value within each byte indentifies the gender by age.
78	CHILDREN BIRTH MONTH	Indicates presence of child by month of birth. This 18 byte field segments each child by their current age 0-17 with code to represent month of birth the value with each byte identifies. Blank if not available.
79	NUMBER OF SURNAMES	The number of different surnames within a household (values 1 - 8).
80	INCOME	This is a prediction of HH income, the result of applying one of several regression formulas using a combination of numerous Consumer Database and Census 2000 variables.
81	CENSUS INCOME	Aggregate List Statistic Income table
82	PURCHASING POWER INCOME	Estimate of relative purchasing power of a HH, derived by adjusting estimated household income (FIND) with the appropriate cost of living index for the county in which the HH resides.
83	ACTUAL INCOME	Estimated Household Income (FIND) is a prediction of HH income, the result of pre-selecting and then applying one of five regression formulas using a combination of numerous Consumer Database and census 2000 variables. The raw income prediction is subject to a series of final adjustments and is stored as a multiple of 1000 e.g. 55=$55,000
84	SESI	SESI (Socioeconomic Status Indicator) is an estimate of neighborhood quality based on the area's relative standing in the socio-economic continuum. 99-00 where 99 means highest (best) score.
85	EXPENDABLE INCOME RANK	This model predicts household monthly expendable income (FIND/12) by subtracting out the monthly mortgage payment (reported or inferred) for homeowners, or estimated rent value for non-homeowners. The result is compared against 14 predefined $ amounts that represent a continuum of 15 ranks, from top to bottom.
86	LOAN TO VALUE	This variable, expressed as a simple ratio, is derived by comparing mortgage loan amount or mortgage balance or home equity to home value. The values used may be either reported or inferred. The result is then converted into an alpha character. Blank is a valid value
87	HOH AGE CODE	Age of head of household
88	AGE CODE	Age of individual
89	AGE DATA SOURCE	Either reported, derived by applying "common sense" rules when other HH members present, or inferred via regression technique.
90	PERCENTAGE HOUSEHOLD W/ CHILDREN	Percentage of households with one or more people under age eighteen.

U.S. Residential/Household Database (continued)

91	PERCENTAGE HOUSEHOLD W/ 65 PLUS	Percentage of households with at least one person sixty-five years of age or older.
92	RATIO CHILDREN UNDER 6	Ratio of number of children under age six to the total household count
93	MEDIAN AGE 18 PLUS	Median age of adult population (eighteen years and older).
94	PERCENTAGE HOUSEHOLD > 3 PERSONS	Percentage of households having three or more persons.
95	PERCENTAGE HOUSEHOLD - MARRIED COUPLES	Percentage of married-couple family households.
96	PERCENTAGE HOUSEHOLD - SINGLE ADULT	Percentage of households with a single adult with a child or children (under 18 years of age) and no spouse present in the household.
97	PERCENTAGE HOUSEHOLD - INCOME < 25K	Percentage of households with household income (in 1999) less than $25,000.
98	PERCENTAGE HOUSEHOLD - INCOME > 50K	Percentage of households with household income (in 1999) of $50,000 or more.
99	PERCENTAGE HOUSEHOLD - INCOME >200K	Percentage of households with household income (in 1999) of $200,000 or more.
100	MEDIAN HOUSEHOLD INCOME	Median household income in 1999 dollars
101	PERCENT POVERTY	Percentage of the population reporting income (in 1999) that is below the poverty level.
102	PERCENTAGE HOUSEHOLD W/ 2 VEHICLES	Percentage of occupied housing units with two vehicles available.
103	PERCENTAGE COLLEGE GRADS	Percentage population age twenty-five and older that is college graduates.
104	MEAN SCHOOL RAW	Mean number of years in school (educational attainment) for the population age twenty-five and older.
105	PERCENTAGE HOUSING SINGLE DWELLING	Percentage of housing units that are single dwelling units (one unit in structure).
106	MEDIAN VALUE	Median value for owner occupied housing units.
107	PERCENTAGE OWNER VALUE > 300K	Percentage of owner occupied housing units valued at $300,000 or more.
108	PERCENTAGE OWNER VALUE <80K	Percentage of owner occupied housing units valued at less than $80,000.
109	MEDIAN RENT PERCENTAGE	Median gross rent as a percentage of household income (in 1999).
110	MEDIAN OWNER COST_INCOME	Median monthly owner costs as a percentage of household income (in 1999) for owner occupied housing units with a mortgage.
111	PERCENT URBAN AREA	Percent population who live within urbanized area and urban clusters (generally more densely populated with 500 or more people per square mile) (as opposed to rural)
112	PERCENTAGE OWNER OCCUPIED	Percentage of occupied housing units that are owner occupied.
113	PERCENTAGE PROFESSIONAL OCCUPATION	Percentage of employed civilian population age sixteen and older considered being in management or a professional occupation (architecture, arts, computation, design, education, engineering, entertainment, healthcare, law, mathematics, media, science, social services, sports, and other technical occupations).

114	PERCENTAGE EMPLOYED WHITE COLLAR	Percentage of employed civilian population age sixteen and older considered to be employed in "white collar" professions (management, business and financial occupations, sales, office and administrative support occupations).
115	PERCENTAGE BLUE COLLAR	Percentage of employed civilian population age sixteen and older considered to be employed in "blue collar" professions (construction, extraction, farming, fishing, forestry, maintenance, production, and service and transportation occupations).
116	PERCENTAGE UNEMPLOYED	Percentage of population age sixteen and older that is unemployed.
117	PERCENTAGE HOUSEHOLD AFRICAN-AMERICAN	Percentage of households with a householder who is of African American race alone.
118	PERCENTAGE HOUSEHOLD ASIAN	Percentage of households with a householder who is of the Asian race alone.
119	PERCENTAGE HOUSEHOLD SPANISH	Percentage of households with a householder who is Hispanic or Latino.
120	LANGUAGE	Code to denote preferred language spoken in household.
121	LANGUAGE CONFIDENCE LEVEL	Score to denote confidence level associated with code denoting preferred language spoken in household. Score is in range 0 - 9 (0 least probable, with 9 most likely) Blank if not available.
122	OWN / RENT	Score indicating likelihood that the HH either owns their home or is renting. Scores 8-1 are based predominantly on a predictive model i.e. score 8 includes some reported via survey data. Score 9 includes properties with homestead exemption.
123	HOMEOWNER SOURCE	Source of homeowner determination
124	MORTAGE LOAD TYPE	Code to denote type of mortgage loan (note that some of these values are sparsely populated and other values not documented may appear as a result of residual data from a former vendor that has never been replaced).
125	MORTAGE TYPE SOURCE	Source of Mortgage Type (blank if unknown)
126	BOAT HULL TYPE	If this field is populated, it signifies this household is a boat owning household and the code denotes the type of material used in the manufacture of the boat hull.
127	MORTAGE AMOUNT	Amount of the original mortgage in ranges
128	MORTAGE AMOUNT SOURCE	Indicates if Mortgage Amount Data is Actual or Modeled (blank if unknown)
129	BOAT LENGTH	If this field is populated, it signifies this household is a boat owning household and provides the length (in feet) of the boat. (00, 04 - 99)
130	MORTAGE INTEREST SOURCE	Indicates the source of mortgage interest rate
131	FINANCE TYPE	Type of Financing used on Mortgage. Blank if not available.

132	MORTAGE INTEREST RATE	Mortgage loan interest rate (nn.nn, decimal implied). Represents interest rate at the time the mortgage was secured or the property was purchased. It does not reflect any refinancing that may have occurred since then. In fact, the mortgage could be paid off. Mortgage interest rate is either present on the deed transfer record that we receive from the register of deeds office when the property is purchased, or more often, it is inferred based on the sales date of the property.
133	HOME BUILT YEAR	Year structure was built - (CCYY) Blank if not available. 1600 thru current year, else zeroes
134	HOME AGE	Age of owner occupied dwelling, as well as year home was built.
135	HOME AGE SOURCE	Indicates source of home age. Blank if no data is available
136	POOL	Indicates presence of a pool at property address.
137	BATHROOM COUNT	Number of bathrooms in home (nn-n) where leftmost digit(s) denote number of full baths and rightmost digit denotes number of less than full baths (5= 1/2, 6= 2/3, 7= 3/4) e.g. 15 = a bath and a half. Range is 000 - 200, implied 1 decimal
138	BEDROOM COUNT	Number of Bedrooms in home. Range is: 1 - 20, 0 if data is not available.
139	HOME EQUITY ESTIMATE	Estimate of current home equity
140	NUMBER OF FIREPLACES	Total number of fireplaces in home. Blank if not available. Range is 0 - 9
141	GARAGE TYPE	Garage present, Blank if not available
144	HOMEVALUE	Code assigned to denote market value of dwelling (assumption being that if the code is present, the dwelling is owner occupied). Estimate based on a complex set of business rules involving the use of regression models, public record and self-reported data, as well as Census 2000 data.
145	CENSUS HOME VALUE	Aggregate List Statistic Home Value Table (ALS are statistics created using values from data appearing in the Database. Example: median income)
146	HOMEVALUE SOURCE	Indicates source of the Home Value Information (Blank if unknown)
147	HOME SIZE	The building area in square feet. The maximum value is 30000 (no implied decimal). Blank if not available.
148	LOT SIZE	Number of acres associated with property address. Maximum value is 30.000 acres 3 assumed decimal points. Blank if not available.
149	ROOM COUNT	Total number of rooms in home (range is 00 - 99)
150	HOME SALE DATE	Date of property sale. CCYYMMDD - Blank if not available.
151	SALE DATE SOURCE	Indicates source of sale date. Blank if not available.
152	HOME SALE PRICE	Property sale price. Stored as a multiple of $1000.00 increments, i.e. 00000 - 30000. Maximum = $30,000,000+ (NNNNN). Blank if not available. For example, if sale price = $150,000 the field would be 00150.

153	SALES PRICE SOURCE	Indicates source of sale price. Blank if no data is available
154	FEMALE OCCUPATION	Code assignments denoting occupation of a female in the household.
155	MALE OCCUPATION	Code assignments denoting occupation of a male in the household.
156	GRANDPARENT IN HOUSE	Indicates presence in the household of a HH member considered to be a Grandparent. Values = Y or N. Blank if not available.
157	MAIL RESPONSE CURRENT	y=Evidence someone in HH subscribed to one or more magazines or publications, responded to a survey, or entered a sweepstakes within the past 2 years; else N.
158	MAIL RESPONSE EVER	Once there is evidence that this is a mail responsive HH, indicator is set and never reset as long as HH remains at this address. Types of offers include TV/radio, solo mail, co-op and package inserts, space advertising and mail order catalogs. Information gathered via survey response.
159	MAIL RESPONSE RECENT	Y = Evidence that HH was receptive to mail offers in the last 3 -4 years. Else 'N'
160	CAT OWNER	Indication of a cat in the household Y or N, Blank if not known
161	DOG OWNER	Indicates the presence of a dog in the household. Y or N, Blank if not known
162	VETERAN FLAG	Indicates that a Veteran resides within the household - Y = presence (Blank if not available.)
163	PENSION FLAG	Indicates that a Pensioner resides within the household. 'Y' = presence (Blank if not available.)
164	MAIL ORDER BUYER FLAG	Indicates someone in household has made a mail order purchase within the past four years. This data item previous known as Mail Responsive Other. Y= Presence of MOB or N no information. (Blank if not available.)
165	DONOR CODE	Anyone contributing to Health, Political, Religious, Environmental or Miscellaneous organizations will have donor field set to yes. Y = presence of donor
166	DONOR	Anyone contributing to Health, Political, Religious, Environmental or Miscellaneous organizations will have donor field set to yes. 5 byte string represented by 1's & 0's. 1 would indicate the presence of a donor
167	STOCK OR BONDS	Indicates evidence of investments in stocks/bonds or interest in those kinds of investments.(Y, N or Blank)
168	VCR OWNER	Indicates evidence of VCR ownership.
169	FAMILY ID PREFIX	A 12 digit number assigned to uniquely identify this HH. Not available for selection.
170	LOCATION ID PREFIX	A 12 digit number (leftmost being a check digit) assigned to uniquely identify (link together) a primary family and its associated subfamilies (can be used for deduping after selection).

U.S. Residential/Household Database (continued)

171	PHONE SOURCE CODE	This code indicates what kind of telephone numbers are on the record. It identifies the process which put the telephone number with the name and address
172	EARLY INTERNET ADOPTOR	A regression technique is used to predict the likelihood that the household uses the internet. This score is recoded into a decile value.
173	POTENTIAL INVESTOR CONSUMER	Prediction of households most likely to make aggressive financial investments. Best score 01 = top 5 % of households likely to invest; 02 = top 10 % of households likely to invest and etc through 21. (21 = not scored)
174	REVOLVER MINIMUM PAYMENT METHOD	This score predicts HHs more likely to revolve their credit card balance each month rather than pay it off in full. The raw score is converted into a decile ranking.
175	SUB FAMILY INDICATOR	Used to identify Sub family members.
176	ACTIVE CONSUMER	Indicates number of retail credit lines and/or bank/oil company credit cards linked to HH by virtue of matching to a National Marketing File compiled from various sources, but specifically excluding credit bureaus. 0 - 9
177	DM HIGH-TECH HOUSEHOLD	Denotes interest in "high tech" products and/or services. This would include personal computers and internet service users. Blended with modeled data. Y/N
178	MORTGAGE DATE	Blended Sales/Mortgage Date is a combination of either date present in the record. Sales date has the priority when set. Value = 'CCYYMMDD'. If there is not a date present in either field the value will be blank.
179	MORTAGE DATE SOURCE	Source of property sale date.
180	CONSUMER STABILTY RAW SOURCE	The Consumer Stability Index is a model which provides a relative ranking of economic stability across all HHs in the consumer database.
181	CONSUMER STABILITY PERCENTILE	08-99 allowed
182	CONGRESSIONAL DISTRICT	Congressional district code associated with this physical location. Usually entire zip codes are assigned to the same congressional district, but where zip codes are split, districts can be defined by ZIP+4 codes. Valid values 00 – 53. The field contains District numbers for the U.S. House of Representatives. We assign the value using ACE (USPS data).
183	BIRTHDAY	Indicate Day of Birth for specific individuals. (DD) Adult 1-6
184	MSA CODE	Current (thru the 1999 revision) Metropolitan Statistical Area (NNNN). A highly populated, economically integrated area defined by the Office of Management and Budget as a Federal statistical standard.
185	SECONDARY AREA CODE	The area code which belongs to a second telephone number for the HH. It can be any type.
186	SECONDARY PHONE	It can be any type.

187	SECONDARY PHONE TYPE	A code to denote the type of service for which the telephone number (line/device) is used.
188	AREA CODE 3	The area code which belongs to a third telephone number for the HH.
189	PHONE NUMBER 3	A third telephone number for the HH. Should not be phone3type "G" or "M".
190	PHONE TYPE 3	A code to denote the type of service for which the telephone number (line/device) is used.
191	AREA CODE 4	The area code which belongs to a fourth telephone number for the HH.
192	PHONE NUMBER 4	A fourth telephone number for the HH. Should not be phone3type "G" or "M".
193	PHONE TYPE 4	A code to denote the type of service for which the telephone number (line/device) is used.
194	PHONE SOURCE 4	Source from which the phone number was attained.
195	POLITICAL PARTY	Code denoting political party affiliation for Members 1 - 6. Index combines member 1 - 6
196	ACTUAL HOME VALUE	Estimated home value stored as a multiple of $1,000. Estimate based on a complex set of business rules involving the use of regression models, public record and self-reported data, as well as Census 2000 data.
197	BOAT OWNER	Signifies if a household is a boat owning household.
198	BOAT PROPULSION CODE	Signifies if this household is a boat owning household and the code denotes the type of propulsion.
199	NUMBER OF POLITICAL CONTRIBUTIONS	Total number of political party contributions (0 - 255).
200	LAST PARTY CONTRIBUTED TO	Political party most recently contributed to.
201	LAST CONTRIBUTION DATE	Date (yyyymm) of most recent contribution. (CCYYMM) 199401 thru current year and month.
202	CONTRIBUTION AMOUNT	Amount of most recent contribution. Whole Dollars, max value $9,999,999
203	AIRCRAFT MFG YEAR	Year when aircraft was built. 1940 thru current year, otherwise zeros
204	PILOT LICENSE CODE	Type of pilot license.
205	AIRCRAFT TYPE CODE	If this field is populated, it signifies this household is an aircraft owning household and denotes type of aircraft.
206	WEALTH FINDER CODE	Composite variable using a group of other consumer and demographic variables intended to measure wealth of household.

207	WEALTHFINDER	Composite variable using a group of other consumer and demographic variables intended to measure wealth of household. The result is a single character ranging from A through T (20 ranks), with the top rank (A) representing households with the highest estimated wealth. The ranks are not equal in size. Group size will vary considerably such that the variable will provide much more discrimination and selectivity in the uppermost ranks. The top or highest rank represents less than 2% of total consumer households. The middle rank represents approximately 3%-6% of consumer households. The bottom or lowest ranks represents more than 8% of consumer households.
208	PRIZM CLUSTER CODE	PrizmNE® is a Claritas® licensed product. PrizmNE classifies small area geography into 67 unique clusters. Any use of this data requires appropriate notification and authorization.
209	CBSA CODE	A 5-digit code assigned by the Office of Management and Budget to uniquely identify the 362 Metropolitan Statistical Areas and the 560 Micropolitan Statistical Areas in the United States. Output Value Set 10020-49780
210	CBSA LEVEL	Distinguishes between Metropolitan and Micropolitan Statistical Areas.
211	CSA CODE	A 3-digit code assigned by the Office of Management and Budget to uniquely identify the 116 U.S. Combined Statistical Areas. CSA (Combined Statistical Area) CSA's have been identified for areas where at least 15% of the population from one community will commute to another community for employment or commerce.
212	HEAVY INTERNET USER	This regression model targets households who are the heaviest users of the internet. These households are on the internet, in a typical month, more than once a day.
213	ZIP FOUR MATCH LEVEL	Indicates which type of record in the Zip+4 Database was used by ACE to assign zip code and zip add-on It is used within the consumer maintenance system as a means to select the appropriate components to construct a proper mailing address.
214	HAS PRIMARY TELEPHONE	Yes / No indicator
215	HOMEOWNER	Yes / No indicator
216	MARKET AREA	Designated Market Area
217	MULTIPLE UNIT	At least one address and the occupancy count on the first address is > 1
218	PURCHASING POWER INDICATOR	Estimate of relative purchasing power of a HH, derived by adjusting estimated household income (FIND) with the appropriate cost of living index for the county in which the HH resides. PPI is represented in $1000 increments. 5-500 i.e. $5,000 - $500,000 plus where 5 means $5,000 or less and 500 means $500,000 or more.
219	EMAIL PRESENCE FLAG	indicates whether or not we have an email address on a record
220	EMAIL ADDRESS	Total number records which has email address appended into it

U.S. Residential/Household Database (continued)

221	HOUSEHOLD UNIQUE	Will unique the countdown to one per household (householdunique)
222	LIFESTYLE	Indicates the presence of the various types of lifestyles at the Individual Adult level. Y = Presence of, N = Not active or blank if not available
223	AILMENTS	Indicates the presence of the various types of ailments at the Individual Adult level. Y = Presence of, N = Not active or blank if not available
224	BOX TYPE	Some addresses may include box identification. Blanks are valid, providing box number not present.
225	BOX NUMBER	If box type is non-blank, 1-6 characters of box description may be present (left justified).
226	CARRIER ROUTE TYPE	Carrier Route - Identifies a given mail delivery or collection route within a 5-digit zip code area. Values are Bnnn, Cnnn, Gnnn, Hnnn, Rnnn where nnn represents up to 3 digits. Carrier Route Type values are derived from the first character of the Carrier Route code
227	HEATING TYPE CODE	Denotes system used to heat dwelling. Data not available in many counties.
228	LOAN AMOUNT	Amount of mortgage loan in multiples of 1000. Blank if not available.
229	SECOND PROPERTY INDIVIDUAL	Indicates that the household owns property at another address
230	SECOND PROPERTY VALUE	The total assessed value of the second property owned by the household
231	NID	Neighborhood data (maponics®)
232	MORTAGE EXPENSE	Estimated Monthly Mortgage payment
233	VACATION EXPENSE	Estimated annual expenses for Vacations
234	SPORT EXPENSE CODE	Estimated annual expenses for Sports Equipment
235	SPORT MEMBERSHIP EXPENSE CODE	Estimated annual expenses for Sports Membership (i.e. Gym, Club etc)
236	NO STATS INDICATOR	Addresses that have been abandoned, are under construction/not yet occupied, or a rural route address that has been vacant for 90 days or longer.
237	VACANT INDICATOR	Mail has not been collected for 90 days or longer
238	BUYER BEHAVIOR CLUSTER	Household level clusters built using demographic, lifestyle, and life stage variables. Offers clients an advanced starting point for monitoring consumer behavior without having to build custom models.
239	PRIZM SOCIAL GROUP	14 groups PrizmNE® clusters based on urbanicity and affluence
240	PRIZM LIFESTAGE GROUP	11 groups PrizmNE clusters based on the age of each segments residents, affluence, and presence of children