

Prepared For:
Record Length:
Order Number:
Total Records:
Process Date:

Field #	Output Field Name	Length
1	Contact_Name	38
2	First_Name	15
3	Middle_Initial	1
4	Last_Name	20
5	Last_Name_Suffix	3
6	SALUTATION	4
7	Gender	1
8	Head_Of_Household_Indicator	3
9	Sub_HH_Indicator	3
10	Address	58
11	City	16
12	State	2
13	State_Code	2
14	County_Code	3
15	County_Name	14
16	MSA_Code	4
17	MSA_Desc	30
18	CBSA_Code	5
19	Metro_Micro_Indicator	1
20	CSA_Code	3
21	ZIP_Code	5
22	ZIP4	4
23	ZIP10	10
24	Carrier_Route_Code	4
25	Delivery_Point_Bar_Code	3

26	Delivery_Service_Type_Code	1
27	Phone	12
28	Population_Code	1
29	Nielsen_Region_Code	1
30	NumAdults_HH	1
31	NumMbrs_HH	1
32	Age	1
33	Year_Month_Of_Birth	8
34	Income_Code	1
35	Length_Of_Residence	2
36	House_Or_Apartment	1
37	Delivery_Unit_Size_Code	1
38	Own_Rent	1

39	Location_Type_Code	1
40	Presence_Of_Pool	3
41	Home_Value_Code	1
42	Home_Sale_Date	8
43	Home_Sale_Price_Code	1
44	Home_Sale_Price_Actual	12
45	Home_Equity_Estimate_Code	1
46	Lot_Size	2
47	Home_Size	6
48	Home_Age	3
49	Mortgage_Finance_Type_Code	1
50	Mortgage_Loan_Type_Code	1
51	Number_Mortgages	1
52	Mortgage_Interest_Rate	4
53	Mortgage_Loan_Amount_Code	1
54	Credit_Card_Type	11
55	Number_Of_Trade_Lines	1
56	Marital_Status_Code	1
57	Marriage_Date	6
58	Language_Spoken_In_Household_Code	1
59	Religion_Of_Household_Code	1

60	Female_Occupation_Code	2
61	Male_Occupation_Code	2
62	Mean_Years_Of_Schooling	1
63	Filler1	4
64	Filler2	1
65	Filler3	3
66	FILLER4	2
67	MORTGAGE LOAN AMOUNT	4
68	Filler5	3
69	Filler6	2
70	Filler7	4
71	Filler8	3
72	Filler9	2
73	Filler10	4
74	Filler11	3
75	Filler12	2
76	Filler13	4
77	Filler14	3
78	Filler15	2
79	Filler16	4
80	Filler17	3
81	Filler18	2
82	Filler19	4
83	Expendable_Income_Code	1
84	Loan_To_Value_Code	1
85	Net_Worth_Rank_Code	1
86	Buyer_Behavior_Code	3
87	Purchasing_Power_Code	1
88	Purchasing_Power_Desc	19

89	Potential_Investor_Code	2
90	Potential_Investor_Desc	24
91	Key_Code	20
92	Title_Address	45
93	Presort_Endorsement_Line	30
94	Presort_Pass_Code	6
95	Presort_Package_Destination	13
96	Presort_Pricing_Tier	1
97	Sort_Sequence_Control	40
98	Entry_Point_Number	9
99	Batch_Number	9
100	Pallet_Number	9
101	Container_Number	9
102	Package_Number	9
103	Line_Of_Travel_Code	7
104	Sequence_Number	10
105	Census_Tract	6
106	Census_Block_Group	1
107	Latitude	10
108	Longitude	11
109	Match_Level_Code	1
110	OBSOLESCENCE DATE	20
111	Production_Date	20
112	Family_ID_Num	12
113	Individual_ID_Number	12
114	Location_Number	12
115	BOAT OWNER	3
116	Boat_Propulsion_Code	1
117	Boat_Propulsion_Description	19
118	Registered_Voter	3
119	Political_Party_Code	1
120	Political_Party_Description	19
121	Political_Contribution_Amount	10
122	Last_Political_Party_Contribution_Date	6
123	Last_Political_Party_Contribution_Code	1
124	Last_Political_Party_Contribution_Description	24

125	Number_Of_Political_Contributions	3
126	Aircraft_Type_Code	1
127	Aircraft_Type_Description	24
128	Aircraft_Manufacture_Year	4
129	Pilot_License_Code	1
130	Pilot_License_Description	24
131	PRIZM CODE	2
132	PRIZM DESCRIPTION	22
133	Heavy_Internet_User	2
134	Early_Technology_Adopter	2
135	High_Tech_Indicator	3
136	Congressional_District	2
137	SOURCE	10
138	WEALTHFINDER CODE	1
139	WEALTHFINDER DESCRIPTION	24
140	IMB BARCODE	65
141	PERSONA CODE	2
142	PERSONA CLUSTER DESC	36

143	SUPER PERSONA CODE	1
144	SUPER PERSONA CLUSTER DESC	21
145	INCOME PRODUCING ASSET CD	1
146	INCOME PRODUCING ASSET DESC	23
147	End_of_File_Marker	1

Description
Contact's first and last name.
The contact's first name.
The contact's last name.
Generational Suffix of Resident
The gender of the contact.
Indicates the individual is Head Of Household
Indicates the sub family at address. For each location identifier one household is flagged as primary. The rest of the households are flagged as sub families.
Complete Unparsed Address
City name for the location address field. There may be different spellings of the same city name.
State abbreviation
Used to identify states, territories and possessions. Codes range from 01-Alabama to 78-Virgin Islands (not all inclusive). Note that there is not consistency in state code assignment across files.
Used together with state code to identify counties, parishes, independent cities, (or boroughs and census areas in Alaska) within the United States.
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.
Distinguishes between Metropolitan and Micropolitan Statistical Areas.
CSA (Combined Statistical Area) have been identified for areas where at least 15% of the population from one community will commute to another community for employment or commerce. Multiple CBSA's are combined to form CSA's. A CSA may include: two or more Metropolitan Statistical Areas; two or more Micropolitan Statistical Areas; one Metropolitan Statistical Area and one Micropolitan Statistical Area; Multiple Metropolitan and Micropolitan Statistical Areas. When a CBSA is included in a CSA, the CBSA is found in one CSA only. Some CBSA's are not part of a CSA. Each CSA has been assigned a unique 3 digit code.
USPS 5-digit ZIP code for the address field.

Records assigned to a city delivery carrier considered CDS . By default, all other records will be considered non-CDS .

A ranking of counties based on total households.

Region of the country, as defined by the Nielsen Company, in which the household is located.

Count of Adult household members with non blank given name. This will include household members without date of birth.

Number of individuals in household (Adults & Children combined.) value = 1 - 8

Age of Individual

Indicate Year and month of Birth for specific Individuals. (CCYYMM and CCYYMMDD)

Code to describe range of predicted household income using Aggregate List Statistics
FIND

The difference (in months) between arrival date and current (system) date, converted to number of years. Note range is limited to current year minus 1959.

Identifies if residence type is House or Apartment.

Used to indicate single family and multifamily delivery. For a given street and house number address, families at the address are counted.

Score indicating likelihood that the household either owns their home or is renting. Scores 1 thru 8 are primarily modeled data but some business rules are also included. Score of "0" indicates those records with a unknown location type (primarily no address or PO Boxes). Score of 9 indicates properties with reported real estate data.

Indicates the type of structure associated with address.
Indicates presence of a pool at property address.
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 data.
Date (CCYYMMDD) of property sale
Source of property sale price
Price the home sold at.
Estimate of current home equity.
Number of acres associated with property address
Square footage of dwelling (no implied decimal). Blank if not available.
Calculation based on Current year minus the year dwelling was built.
Type of Financing used on Mortgage.
Code to indicate the type of mortgage loan (note that some of these values are sparsely populated). Blank if not available.
Amount of mortgage loan in multiples of 1000 Blank if not available
Count of trade lines associated with this household. This in no way reflects the credit worthiness of this household.
Marital status of household member. (based on reported data when available or modeled data for head of household and spouse) Blank if not available.

Denotes occupation of a female present in the household. Code will be replaced if pertinent information becomes available from any source, else previous occupation will be retained.

Indicates occupation of a male present in the household. Code will be replaced if pertinent information becomes available from any source, else previous occupation will be retained.

Census Field

This model predicts household monthly expendable income (Estimated Household Income/12) by subtracting out the monthly mortgage payment (reported or inferred) for homeowners, or estimated rent value for non-homeowners. The result is divided into 15 segments with each segment being approximately equal size.

This DBA "model" is a simple ratio i.e. the result of dividing inferred (or reported) current mortgage loan balance by the inferred (or reported) current home value amount. The result is then converted into an alpha character.

An estimate of the relative purchasing power of the household. PPI is derived by adjusting the estimated household income score with the appropriate cost of living index for the county in which the household resides.

Prediction of households most likely to make aggressive financial investments. Best score (01) =top 5% of households likely to invest, etc.
2010 Census Block Group Code
Indicates level at which census geocodes and coordinates were assigned.
Family/Household ID
IDMS Individual ID
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). There is no permanence associated with this number; i.e. It could change from one update cycle to the next.
Indicates the household owns a boat.
When present, indicates a boat owning household as well as the type of propulsion.
This is a special field created by MMDB which uses the Political Party affiliation field to create Yes/No value
Indicates individual's political party affiliation as recorded on voter registration
Amount of most recent contribution. Whole Dollars, max value \$9,999,999
Date (yyyymm) of most recent contribution. (CCYYMM) 199401 thru current year and month
Political party most recently contributed to.

Total number of political party contributions (0 - 255).
If this field is populated, it signifies this household is an aircraft owning household and denotes type of aircraft.
Year when aircraft was built. 1940 thru current year.
Type of pilot license.
This model targets households who are the heaviest users of the internet. These households use Wi-Fi or high-speed Internet to connect and perform many different types of tasks and activities such as Banking/Investing, E-mail/chatting, Information gathering (e.g. News, Weather, Sports, etc.), and Social Networking. The raw score is recoded into a decile value.
This regression model targets those households who were early adopters and buyers of new technologies. For instance owning cellphones, gaming system, tablets/e-readers, latest television, etc. The raw score is recoded into a decile value.
Interest in new, cutting edge products (early adopters of new gadgets and technology). Information gathered from product purchases, subscriptions or survey response as well as blended with modeled data.
Congressional district for the 113th Congress is based on data collected from Census 2010. Usually entire zip codes are assigned to the same congressional district, but where zip codes are split, districts can be defined by ZIP+4 code. At large states will have a value of 00 and DC will have a value of 98.
This model can be used to identify those households with the greatest abundance of material possessions, riches, and affluence. The model is split into 20 groups and provides much more discrimination and selectivity in the uppermost ranks. A-E: Each of the top or highest ranks represents 1% of total Consumer Database households. F-P: Each middle rank represents approximately 5% of Consumer Database households. Q-T: Each of the bottom or lowest ranks represents 10% of Consumer Database households.
InfoPersona is a clustering system that categorizes households together based upon similar attributes to include life-stage, household make-up, wealth, and consumer behavior. Each of the 42 clusters are ranked based on median household income where 1 is high and 42 is low. For more information regarding the definition for each cluster see marketing materials on Infopedia.

The 42 InfoPersona Clusters are further grouped into 9 larger groupings or Super Clusters. For more information regarding the definition for each cluster see marketing materials on Infopedia.

The Income Producing Assets (IPA) model estimates the value of a household's liquid assets, which includes cash, bank accounts, investment products, and other assets that are considered easy to redeem and move.

Format/Values
M:Male F:Female U:Unknown
YES:Yes
YES:YES
Click here to see the details.
Click here to see the details.
Click here to see the details.
Click here to see the details.

C:CITY DELIVERY SERVICE (CDS) N:NON-CITY DELIVER SERVICE (NCDS)
A:810,000+ Households B:85,000 - 809,999 Households C:20,000 - 84,999 Households D:Under 20,000 Households
A:EAST CENTRAL B:METRO CHICAGO C:METRO NEW YORK D:MID ATLANTIC E:NEW ENGLAND G:PACIFIC I:SOUTHEAST J:SOUTHWEST K:WEST CENTRAL L:GREATER LOS ANGELES
1:1 2:2 3:3 4:4 5:5 6:6 7:7 8:8
1:One 2:Two 3:Three 4:Four 5:Five 6:Six 7:Seven 8:Eight
Click here to see the details.
Click here to see the details.
Click here to see the details.
A:APARTMENT H:HOUSE
Click here to see the details.
0:Blank 1:Rents 2:Owns 3:Confirmed Owner

M:MULIT-FAMILY DWELLING - APARTMENT N:NURSING HOME R:RETIREMENT HOME S:SINGLE FAMILY DWELLING - HOUSE T:TRAILER COURT U:UNKNOWN
YES:Yes
NO:No
Click here to see the details.
Click here to see the details.
Click here to see the details.
A:ADJUSTABLE F:FIXED RATE V:VARIABLE
Click here to see the details.
A:UNDER \$25,000 B:\$25,000 - \$49,999 C:\$50,000 - \$74,999 D:\$75,000 - \$99,999 E:\$100,000 - \$149,999 F:\$150,000 - \$199,999 G:\$200,000 - \$249,999 H:\$250,000 - \$499,999 I:\$500,000 - \$999,999 J:\$1,000,000+
0:0 1:1 2:2 3:3 4:4 5:5 6:6 7:7 8:8 9(9+):9 (9+)
M:Married S:Single U:Unknown

[Click here to see the details.](#)

[Click here to see the details.](#)

A:5TH GRADE TO 7TH GRADE COMPLETED
B:8TH GRADE TO 9TH GRADE COMPLETED
C:ATTENDED/GRADUATED HIGH SCHOOL
D:SOME COLLEGE (UP TO 2 YEARS)
E:2+ YRS COLLEGE/GRADUATED COLLEGE
F:POST-GRAD COLLEGE (UP TO 2 YRS)

[Click here to see the details.](#)

[Click here to see the details.](#)

[Click here to see the details.](#)

[illegible]

B:Balloon G:Glider J:Fixed Wing Engine Jet P:Fixed Wing Engine Prop R:Rotary
C:Commercial Pilot P:Private Pilot S:Student Pilot
Click here to see the details.
Click here to see the details.
YES:Yes
Click here to see the details.
Click here to see the details.

1:Upper Crust
2:High Fidelity
3:Net Worth & Networks
4:Picket Fences
5:Maintaining a Balance
6:Ways & Means
7:Golden Years
8:Debt Builders
9:Hardscrabbles
A:\$2,000,000+
B:\$1,000,000-1,999,999
C:\$750,000-999,999
D:\$500,000-749,999
E:\$250,000-499,999
F:\$100,000-249,999
G:\$75,000-99,999
H:\$50,000-74,999
I:\$25,000-49,999
J:<\$25,000