A background image of a city skyline with various skyscrapers and buildings, partially obscured by a dark blue diagonal overlay on the left side.

**Create efficiency.
Reduce data costs.
Make informed decisions.**

Geocoded Business & Residential Datasets

Online Research & Reference Tool

Custom Data Collection

Data Analysis & Reporting

Data Visualization

Data Cleansing & Enhancement

Email Marketing

Comprehensive Business Credit Reports

Direct Mail Marketing

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Enhance Your Government Projects



Data-Informed Decisions are Critical

Every day, governments make decisions that affect the lives of their citizens. To effectively serve the public, every government official is tasked with ensuring that these decisions are prudent and well-informed.

Data is the key strategic asset to making those well-informed decisions. When used at scale, data has enormous potential for increased insights and improving mission critical outcomes as well as performance in a more operationally efficient manner.

By implementing the right data and analysis, governments can access vast amounts of relevant information important to their daily functions. The positive effect it can have is nearly endless. Governments can make faster decisions, and it allows them to monitor those decisions quickly while enacting changes if necessary.

Extensive Data. Effective Outcomes.

Data Axle's solutions help agencies realize real benefits from big data such as:

- Straightforward data visualizations for easier, more enlightened decision making
- Flexible research and evaluation services tailored for your organization and your goals
- Solve complex business problems
- Find meaning in a sea of data
- Achieve consistent, repeatable results

Where There is Data, There are Solutions

In an era of ballooning deficits and severe resource constraints, blending publicly-sourced data with additional insights adds a whole new dimension to support decisions and enables you to do more with less.

Data Axle provides federal, state, and local entities with the intelligence, tools, and insights they need to better their business. This leads to an increase in efficiency, cutting unnecessary costs, and effectively meeting their missions.

Our solution stack includes:

Geocoded Business & Residential Datasets

Choose the data you want. Hide the data you don't. Receive updates in real-time, hourly, daily, or weekly. You decide what you need and when you need it. We offer the flexibility to make it happen.

Online Research & Reference Tool

Reference Solutions is an online tool that gives you quick and easy access to look up and research millions of individuals or companies.

Custom Data Collection

Collect high value data directly from businesses. Our team of data collection specialists makes an average of 100,000 calls a day to businesses. Take advantage of this unique channel to collect highly specific data for your projects.

Data Analysis & Reporting

Turn your hunches into real insights. From a simple customer profile analysis to sophisticated predictive modeling, we offer analytical solutions for all your strategic planning, monitoring and development projects. (i.e. projections and forecasting, input-output industry matrix modeling, income trends, supply and demand equilibrium, corporate comparisons, market/industry saturation and volatility, GeoDNA, new mover migration, and more)

Data Visualization

Instead of seeing rows and rows of search results, view those results in pie charts, line graphs and even heat maps. Being able to visualize the results gives researchers the ability to tell a story with the data.

Data Cleansing & Enhancement

Update and cleanse your current data files. We offer a suite of professional services to help you get your data as valuable and accurate as it can be. Fresh data will save you money and improve your research and strategic planning.

Email Marketing

Looking for a fast, effective way to tell your community about your agency's latest news, initiatives, services, and other announcements? Invest in a flexible, cost-effective email campaign that delivers a high return on investment.

Comprehensive Business Credit Reports

Cost-effective and complete business credit reports, payment trend summaries, and credit score information.

Direct Mail Marketing

Whether it's a simple postcard or a complex direct mail piece, Data Axle offers complete print and mail services.

How Government Agencies Leverage Our Data

Data Axle's data is highly relevant in addressing the dynamic, data-driven needs of government agencies.

Government agencies use Data Axle data to locate hard-to-find individuals and households. The data is also utilized to identify small businesses and corporate linkages. Moreover, applying predictive analytics to a combination of government and Data Axle data can identify anomalies, detect misrepresentations and expose derogatory information that might warrant further action.

Common Uses:

Our data is used by thousands of government agencies, contractors, and organizations.

Transportation

Use travel demand modeling, travel diary, planning, trend analysis, location, employment size, associated industry codes, and project notification to identify urban and rural issues affecting transportation in your area.

Health and Human Services

Find food deserts, conduct business research by industry code and employment size, and work on health and environment regulation enforcement.

Tax and Revenue

Stay on top of your numbers with industry and employment research, home-based businesses, audit selection, sales suppression, address verification, NCOA.

Homeland Security

Lookup critical infrastructure, anchor institutions, and commercial business verification.

Economic Development

Use site selection, specific industries, and trend analysis to make informed decisions about approving small- and large-scale developments in your city, state, or region.

Emergency Preparedness and Recovery

Strengthen your data with hazard mitigation, E-911, floodplain management, critical infrastructure, and anchor institutions.

Law Enforcement, Police, Fusion Centers, Investigation, and Intelligence

Strengthen your emergency preparedness with location-based E-911, floodplain management, critical infrastructure, and anchor institutions data. Access mitigation information related to location-based employment and sales volume numbers for FEMA reporting.

Compliance Organization

Access due diligence research related to industry, employment, sales volume, and other third-party resources to streamline your compliance process.

Data Management

Use data warehousing, data processing, and data appends to easily organize, cleanse, and enhance all of your information.

Board of Elections

Quickly sort records with address verification, death suppression, and NCOA.

Public Utilities

Find location-based household and business information useful for sizing energy consumption, locating alternative energy targets, and GIS map-based research.





Why Data Axle

With nearly 50 years of data expertise, Data Axle remains at the forefront of innovative data and solution offerings.

- **Consultative Approach** – At Data Axle, we don't believe in a one-size-fits-all approach. Our team takes time to understand your challenges and objectives and offers unique strategies.
- **Comprehensive Profiling and Modeling Services** – From a simple customer profiles analysis to sophisticated predictive modeling, we can offer analytical solutions for every challenge.
- **Real-Time, Location-Specific Data** – Unlike other providers, Data Axle doesn't focus on credit activity or public filings. We rely on the brick and mortar presence of a business or household, providing an address along with latitude and longitude coordinates for every record.
- **Unique Data Compilation Practices** – Founded in 1972, we compile our data from the ground up using multiple sources and continually verifying through machine and human intelligence.
- **Industry Leading Data Quality** – We regularly conduct audits to measure the accuracy of our data compared to key competitors. Data Axle consistently emerges as the highest-percentage winner across the most meaningful data elements.
- **Trusted Partner by:**
 - ESRI Advantage Business Partner – providing a comprehensive extract of our business data for use in its business analyst product
 - More than 100,000 national organizations and government agencies rely on Data Axle data
 - Hundreds of COGs/MPOs

Snapshot of Our Data: Accurate and Comprehensive

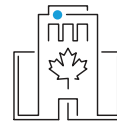
Available Databases:



U.S. Businesses
(Verified & Pre-Verified)



U.S. Healthcare



Canadian Businesses



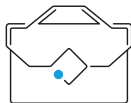
U.S. New Business



U.S. Out-of-Business



Historical Business



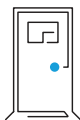
U.S. Jobs & Internships



Historical Residential



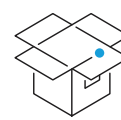
SecureUSA



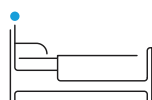
U.S. Residents



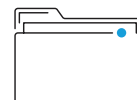
Canadian Residents



**U.S. New Movers &
New Homeowners**



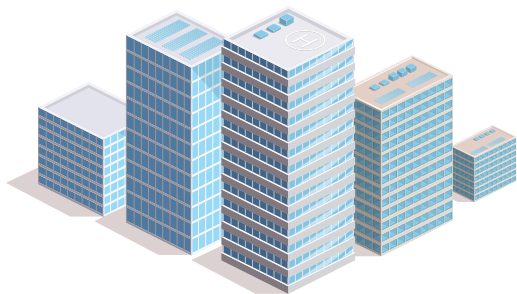
Occupant File



Deceased Master File

Sample of Data Elements Available:

Business Profile Sample



- Geography: city, state, MSA, address
- Business name
- Telephone number
- Line of business
- Year established
- Number of employees
- Web addresses and social media links
- Sales volume
- Company financials and news
- Latitude/longitude

Consumer/Resident Profile Sample



- Geography: city, state, MSA, address
- 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

Neighborhood Profile Sample

Sam Smith & Amy Smith

- 2 adults/4 children
- Income \$180,000
- Lawyer/Sales Rep
- LLM/BA
- 6 years in home
- Year built 1989
- 2015 Cadillac Escalade
- Central Heating
- Mortgage 2010
- Charitable Donors

2000 Chevrolet Malibu

- Fred Walsh
- 13045 E 134 St. Chicago, IL
- Income \$50,000/year



Feeding Healthy Children

- Nonprofit
- Less than \$500,000
- 5 employees/Credit Rating C
- Parent Company - ConAgra

Multifamily Unit

- 8 units
- Electric Heating
- 1A - Steve Laird
- 2A - Jim Smith, Sandra Smith
- 1B - Scott Lea, Yu Chin

ABC Daycare

- 1.3 Million Sales Volume
- 10 employees
- Credit Rating A-
- 10,000 square feet
- Utility Expense \$10,000

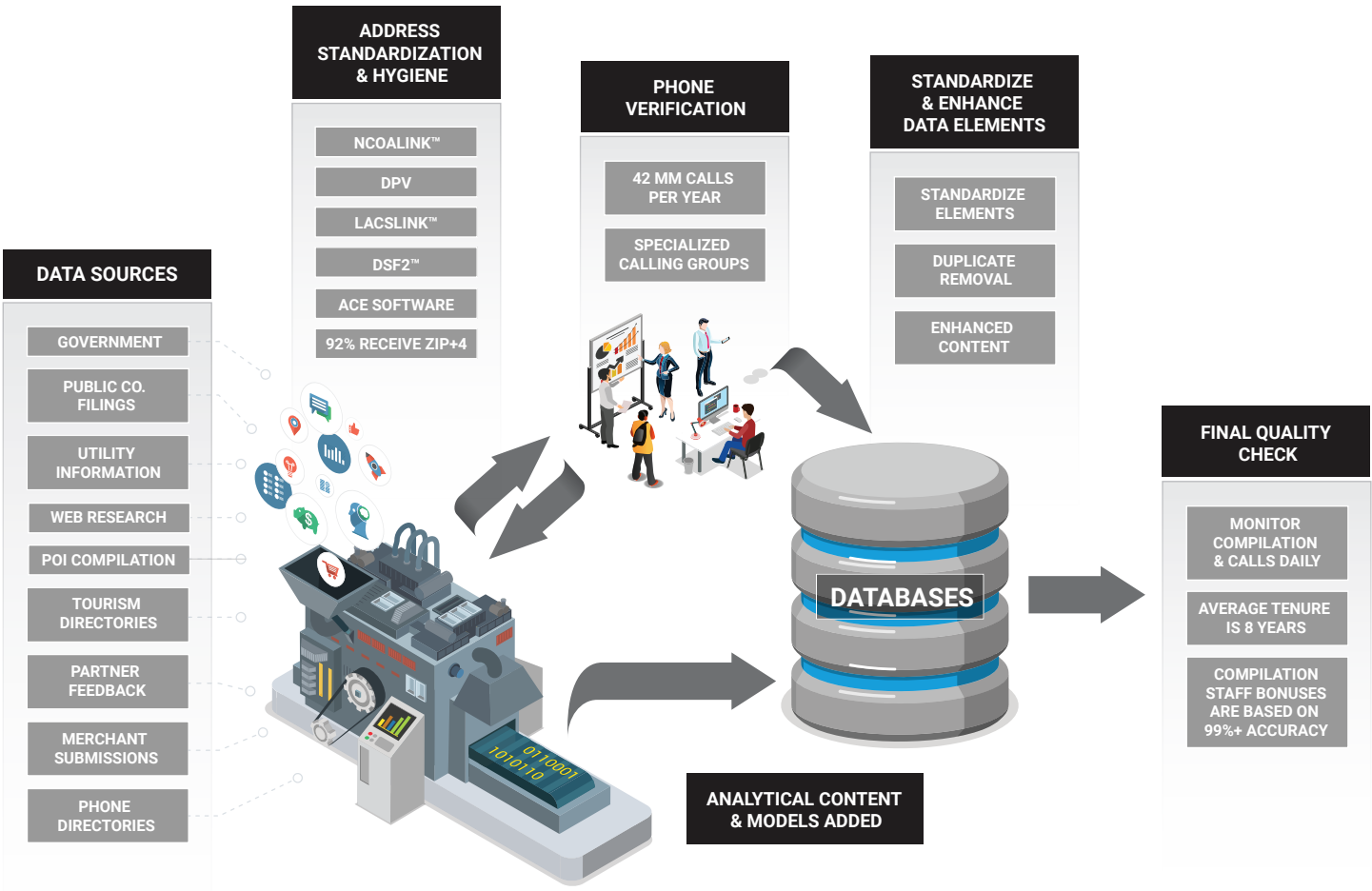
ATM

711

- Convenience Store
- 6 employees

Redbox

Data Compilation Process



Want to Learn More about Data Axle?

Check out these additional resources:

Business Data Dictionary

data axle BUSINESS DATA DICTIONARY			
Section	Group	Attribute	Description
Identifiers & Classification	Business	Entity ID	The unique identifier for the person.
		Entity Type	A person is represented via one of the types.
		Listing Type	Information on whether the person is a business or an individual person.
		Work at Home	The place is work at home business.
		In Business	The operational status of the business.
		Verification Date	The date the business was most recently verified.
		Duplicate of	The ID of the valid record that this person is a duplicate.
		Verification Status	The level of verification performed on a record.
		Listing Status	Information on data problems with a record, such as being a duplicate.
		Operating Status	The operational status of the place.
Core Information	Status & History	Engaged	The place is engaged from customer feeds.
		Engaged Fields	The list of fields that are engaged from display.
		Created at	The date and time when the place record was created.
		Updated at	The date and time when the place was last updated.
		Updated for Business on	The date when the place opened for business.
		Estimated Opened for Business	An estimate of when the place opened for business.
		Out of Business on	The date when the place was identified as out of business.
		Expires Updated at	The date and time when the record was last updated by an Experian Update administrator.
		Batch Updated at	The date and time the record was last updated by a bulk Update administrator.
		Place Name	The place's common, recognized name, or "filing business" name.
Names	Names	Alternate Name	An additional business name or DBA for the place.
		Historical Name	Previously used names for the business.
		Legal Name	The legal name of the place.

View all available business data elements
https://referencesolutions.data-axle.com/wp-content/uploads/2020/10/business-data-dictionary_082420.pdf

Consumer Data Dictionary

data axle CONSUMER DATA DICTIONARY			
Section	Group	Attribute	Description
Identifiers & Classification	Person	Person ID	The unique identifier for the person.
		Entity ID	The unique identifier for that entity.
		Active	Indicates the person is an active consumer.
		Created at	The date and time when the person record was created.
		Updated at	The date and time when the person was last updated.
		Engaged Fields	The list of fields that are engaged from databases.
		Engaged	Engaged help with up records for parallel processing.
		First Name	The first name of the person.
		Middle Initial	The person's middle initial.
		Last Name	The last name of the person.
Core Information	Names	Suffix/Initials	The generational suffix of the person.
		Street	The location address of the person.
		State Description	The description for the state number.
		Apartment	The unit or apartment number of the person.
		Neighborhood	The nearby address of the person or family.
		City	The city name for the person.
		State	The state of the person.
		Postal Code	The postal code for the person's address.
		ZIP Code	The 5-digit ZIP Code for the person.
		ZIP+4	The ZIP+4 Code for the person.
Address	Address	Coordinates	Latitude and longitude for the person.
		Geocode Method	The precision level of the geocode.
		Address Type	The type of address for the location.

View all available consumer data elements
https://referencesolutions.data-axle.com/wp-content/uploads/2020/10/consumer-data-dictionary_082420.pdf

Section	Group	Attribute	Description
Core Information	Identifiers & Classifiers	Person ID	The unique identifier for the person.
		Family ID	The unique identifier for the family.
	Status & Recency	Active	Indicates the person is an active consumer.
		Created at	The date and time when the person record was created.
		Updated at	The date and time when the person was last updated.
		Updated on	The date and time when the person was last updated.
		Suppressed Fields	The list of fields that are suppressed from deliveries.
		Segment	Segments help split up records for parallel processing.
	Names	First Name	The first name of the person.
		Middle Initial	The person's middle initial.
		Last Name	The last name of the person.
		Generational Suffix	The generational suffix of the person.
	Address	Street	The location address of the person.
		Suite Description	The description for the suite number.
		Suite	The unit or apartment number of the person.
		Mailing Street	The mailing address of the person or family.
		City	The city name for the person.
		State	The state of the person.
		Postal Code	The postal code for the person's address.
		ZIP Code	The 5-digit ZIP Code for the person.
		ZIP+Four	The ZIP+4 Code for the person.
		Geocoordinate	Latitude and longitude for the person.
		Geocode Method	The precision level of the geocoordinate.
		Address Type	The type of address for the location.

Section	Group	Attribute	Description
Demographic	Location	Multi-Family	Indicates the location is a multi-family dwelling unit.
		Places Match Type	The type of match to the places database.
		Location Family Count	The actual number of deliverable families identified at the location.
		Location Unit Count	The actual number of deliverable units identified at the location.
		CBSA Code	The core based statistical area where the person resides.
		CBSA Level	Information on whether the CBSA is a micropolitan or metropolitan area.
		CSA Code	The combined statistical area code where the person resides.
		Census Block Group	The census block group of the location as defined by the U.S. Census Bureau.
		Census Tract	The census tract of the location as defined by the U.S. Census Bureau.
		Carrier Route Code	The carrier route for the location address as assigned by the USPS.
		FIPS Code	The unique identifier for counties based on the Federal Information Processing Standards (FIPS).
		Delivery Point Bar Code	The bar code for the postal route, assigned to the physical address.
		Mailing Score Code	The deliverability score of the location address.
		Congressional District	Congressional district code associated with the location.
	Person	Estimated Head of Family	Indicates the person is the head of their family.
		Gender	The gender of the person.
		Estimated Married	An estimation of whether the person is married.
		Date of Birth	The person's date of birth.
		Estimated Date of Birth	A range representing an estimation of the person's date of birth.
		Credit Card Types	Indicates types of credit cards the person has.
		Credit Card Count	The number of credit cards associated with the person.
		Registered Voter	Indicates the person is a registered voter.
		Political Party Affiliation	The person's political party affiliation.

Section	Group	Attribute	Description
Demographic	Person	Interests: Accessories	Interested in shoes, purses, belts, jewelry, etc.
		Interests: African American Products	Interested in African American products.
		Interests: American History	Interested in patriotic themes or veterans issues.
		Interests: Asian Products	Interested in Asian products.
		Interests: Auto Racing	Interested in auto racing.
		Interests: Aviation	Interested in airplanes.
		Interests: Bargains	Interested in saving money from coupons and discounted items
		Interests: Baseball	Interested in baseball as a spectator, paraphernalia purchaser and/or participant.
		Interests: Basketball	Interested in basketball as a spectator.
		Interests: Beaches	Interested in coastal living.
		Interests: Birds	Interested in wild birds.
		Interests: Boating Sailing	Interested in boating, sailing, canoeing, kayaking, water skiing, rafting, etc.
		Interests: Books	Interested in buying books.
		Interests: Business	Interested in business news and content associated with running a business.
		Interests: Camping	Interested in camping, hiking, climbing, etc.
		Interests: Cars	Interested in cars.
		Interests: Catalogs	Interested in catalogs.
		Interests: Cats	Interested in cats
		Interests: Charities	Interested in donating to charites. DESC: Has a known history of donating to charitable causes.
		Interests: Childrens Apparel	Interested in children's clothing.
		Interests: Collectibles	Interested in collectibles.
		Interests: College	Interested in a specific college.
		Interests: Comics	Interested in comic books and strips, cartoons and comedies.
		Interests: Computers	Interested in personal computers.

Section	Group	Attribute	Description
Demographic	Person	Interests: Conservative Politics	Interested in a conservative political point of view or party.
		Interests: Cooking	Interested in cooking, baking, and all things culinary, including recipes and cooking equipment.
		Interests: Cosmetics	Interested in beauty related products, including makeup, hair care products and treatments.
		Interests: Crafts	Interested in crafts, including crochet, sewing, knitting, needlepoint, quilting, jewelry, ceramics, painting, etc.
		Interests: Created at	The date the interests detail was created.
		Interests: Credit Cards	Used a credit card to make a direct marketing purchase.
		Interests: Crocheting	Interested in crocheting.
		Interests: Cruises	Interested in or goes on cruises.
		Interests: Culture Arts	Interested in culture and the arts, including art, antiques, opera, museums, theatre.
		Interests: Current Events	Interested in media about current news and events.
		Interests: Dieting	Interested in weight control or weight loss.
		Interests: DIY	Interested in do-it-yourself projects.
		Interests: Dogs	Interested in dog related products.
		Interests: Domestic Travel	Interested in traveling within the borders of the United States.
		Interests: Electronics	Interested in audio visual electronics.
		Interests: Family	Lives in a household with children.
		Interests: Farming	Interested in rural America and farming.
		Interests: Fiction	Interested in fiction books.
		Interests: Fishing	Interested in fishing.
		Interests: Fitness	Interested in physical fitness.
		Interests: Football	Interested in football as a spectator.
		Interests: Gambling	Interested in casino gambling and lotteries.
		Interests: Games	Interested in computer games and traditional board games.

Section	Group	Attribute	Description
Demographic	Person	Interests: Gardening	Interested in gardening and plants, both indoors and outdoors.
		Interests: Gifts	Gives gifts to other people through gift catalogs.
		Interests: Golf	Interested in golf as a spectator.
		Interests: Gourmet Foods	Interested in gourmet and upscale food and wine.
		Interests: Health	Interested in health and self improvement.
		Interests: Hispanic Products	Interested in Hispanic products.
		Interests: History	Interested in reading about history.
		Interests: Hobbies	Interested in hobbies such as model building and collection of coins & stamps.
		Interests: Hockey	Interested in hockey as a spectator.
		Interests: Home Decor	Interested in interior decoration.
		Interests: Home Office Products	Interested in printers and fax machines
		Interests: Horses	Interested in horses and horse riding.
		Interests: Hunting	Interested in hunting.
		Interests: ID	The unique ID for the interests detail.
		Interests: Inspirational Products	Interested in motivational and self-help products and seminars.
		Interests: Internet	Has internet access or makes purchases online.
		Interests: Knitting	Interested in knitting.
		Interests: Liberal Politics	Interested in a liberal political point of view or party.
		Interests: Magazines	Has one or more magazine subscription.
		Interests: Mens Apparel	Interested in purchasing men's clothing.
		Interests: Mens Fashion	Interested in upscale and fashionable men's clothing.
		Interests: Moneymaking Opportunities	Interested in get-rich-quick materials and opportunities.

Section	Group	Attribute	Description
Demographic	Person	Interests: Motorcycles	Interested in motorcycles and ATVs.
		Interests: Music	Interested in music or audio equipment.
		Interests: Needlepoint	Interested in needlepoint.
		Interests: Nonfiction	Interested in non-fiction books.
		Interests: Outdoors	Interested in outdoor activities.
		Interests: Personal Finance	Interested in personal finance.
		Interests: Personalized Products	Interested in personalized products such as monograms and personalized checks.
		Interests: Pets	Interested in or an owner of pets.
		Interests: Photography	Interested in photography.
		Interests: Quilting	Interested in quilting.
		Interests: Religion	Interested in religion.
		Interests: RVs	Interested in traveling with an RV.
		Interests: Science	Interested in science such as physics and astronomy.
		Interests: Science Fiction	Interested in non-fiction books.
		Interests: Senior Products	Interested in senior citizen products.
		Interests: Sewing	Interested in sewing.
		Interests: Skiing	Interested in skiing.
		Interests: Soccer	Interested in playing or spectating soccer.
		Interests: Sports	Interested in sports as a spectator.
		Interests: Stationery	Interested in stationery products such as letterheads and envelopes.
		Interests: Sweepstakes	Interested in sweepstake offers or money making schemes.
		Interests: Technology	Interested in high tech electronic products.
		Interests: Tennis	Interested in tennis as a spectator.
		Interests: Tobacco	Uses tobacco products such as cigarettes, cigars, and pipe tobacco.

Section	Group	Attribute	Description
Demographic	Person	Interests: Travel	Interested in traveling.
		Interests: Trucks	Interested in trucks.
		Interests: TV Movies	Interested in movies on TV.
		Interests: Wildlife	Interested in the environment or wildlife.
		Interests: Womens Apparel	Interested in women's clothing.
		Interests: Womens Fashion	Interested in upscale and fashionable women's clothing.
	Family	Phones	Telephone numbers associated with the family.
		Family: Adult Count	The number of adults in the family.
		Family: Appeared on	The date the family moved into the location.
		Family: Behaviors	Estimated behaviors associated with the family.
		Family: Children Count	The number of children in the family.
		Family: Confirmed on	The date when the family was last confirmed.
		Family: Created at	The date and time when the family was created.
		Family: Drop Indicator	Indicates the family is no longer at this address.
		Family: Estimated Appeared on	A range that estimates the date the family moved into the residence.
		Family: Estimated Credit Card Revolver	An estimation of whether the family uses credit cards as revolving loans.
		Family: Estimated Disposable Income	Estimated disposable income of the family.
		Family: Estimated Education Level	The highest education level within the family.
		Family: Estimated Has Children	Indicates there are children in the family.
		Family: Estimated Home Owner	An estimation that the family owns their home.
		Family: Estimated Income	The estimated income of the family.
		Family: Estimated Vacation Expenses	The estimated expenses the family spends on vacations.

Section	Group	Attribute	Description
Demographic	Family	Family: Estimated Wealth	The estimated wealth of the family.
		Family: Home Owner	Indicates the family owns their home.
		Family: ID	The unique ID for the family detail.
		Family: Mail Offer Frequency	The number of years since the family responded to mail offers.
		Family: Mail Purchases	Indicates the family has made a mail order.
		Family: Member Count	The number of people in the family.
		Family: Potential Investor	Indicates the family is likely to make financial investments.
		Family: Status Code	Indicates suitable uses for the family record.
	Mortgage	Mortgage: Created at	The date the mortgage detail was created.
		Mortgage: Estimated Home Equity	An estimate of the current home equity.
		Mortgage: Estimated Interest Rate	The interest rate on the mortgage loan.
		Mortgage: Estimated Loan to Value	The estimated loan to value ratio.
		Mortgage: Finance Type	The type of finance used on the mortgage loan.
		Mortgage: ID	The unique ID for the mortgage detail.
		Mortgage: Loan Amount	The amount of the mortgage loan.
		Mortgage: Loan Type	Identifies the type of mortgage loan on the property.
		Mortgage: Owner	Indicates the person is associated with the property mortgage.
		Mortgage: Sale Date	The date of property sale.
		Mortgage: Sale Price	The price the home sold at.
		Mortgage: Secondary Property	Indicates that the family owns properties other than their residence.
		Age	The age of the individual.
		Real Estate: Acres	The size of the property in acres.
		Real Estate: Created at	The date the real estate was created.

Section	Group	Attribute	Description
Demographic	Mortgage	Real Estate: Estimated Home Value	An estimate of the current home value.
		Real Estate: Garage	Indicates the presence of a garage on the property.
		Real Estate: Heating Type	The type of system used to heat the home.
		Real Estate: ID	The unique ID for the real estate location.
		Real Estate: Number of Bathrooms	The number of bathrooms in the home.
		Real Estate: Number of Bedrooms	The number of bedrooms in the home.
		Real Estate: Number of Fireplaces	The total number of fireplaces in the home.
		Real Estate: Number of Rooms	The number of rooms in the home.
		Real Estate: Pool	Indicates the presence of a pool at the home.
		Real Estate: Square Footage	The size of the home in square feet.
		Real Estate: Year Home Built	The year the home was built.

Section	Group	Attribute	Description
Core Information	Identifiers & Classifiers	Data Axle ID	The unique identifier for the place.
		Place Type	A place is segmented into one of five types.
		Listing Type	Information on whether the place is a business or an individual person.
		Work at Home	The place is a work at home business.
	Status & Recency	In Business	The operational status of the business.
		Verification Date	The date the business was most recently verified.
		Duplicate of	The ID of the valid record that this place is a duplicate.
		Verification Status	The level of verification performed on a record.
		Listing Status	Information on data problems with a record, such as being a duplicate.
		Operating Status	The operational status of the place.
		Suppressed	The place is suppressed from customer feeds.
		Suppressed Fields	The list of fields that are suppressed from display.
		Created at	The date and time when the place record was created.
		Updated at	The date and time when the place was last updated.
		Opened for Business on	The date when the place opened for business.
		Estimated Opened for Business	An estimate of when the place opened for business.
		Out of Business on	The date when the place was identified as out of business.
		Express Updated at	The date and time when the record was last updated by an Express Update submission.
		Bulk Updated at	The date and time the record was last updated by a Bulk Update submission.
	Names	Place Name	The place's common, recognized name, or "doing business as" name.
		Alternative Name	An additional business name or DBA for the place.
		Historical Names	Previously used names for the business.
		Legal Name	The legal name of the Place.

Section	Group	Attribute	Description
Core Information	Addresses	Street	The location address of the place.
		Suite	The unit or apartment number.
		City	The city name for the location.
		State	The state or province of the place.
		Postal Code	The postal code for the location address.
		Country Code	The country code of the location.
		Address Type	The type of address for the location.
		Address Changed on	The date when the business changed location.
		Mailing Address	The PO Box or RR Box of the place.
		Mailing Address City	The town or municipality where the place receives mail.
		Mailing Address State	The state or province of the mailing address.
		Mailing Address Postal Code	The postal code for the mailing address.
		Mailing Address Type Code	The type of mailing address for the business.
		Latitude	The latitude of the place.
		Longitude	The longitude of the place.
		Coordinate Match Level	The precision level of the latitude and longitude.
		Manual Geocoordinate	Manually collected latitude and longitude for the place.
	Location Linkage	Location Parent	The primary business at a location with multiple places.
		Location Parent Relationship	The relationship to the primary business at a location
		Landmark Address	The landmark address of the location.
		Building Number	The building number of a multi-tenant location.
		Number of Tenants	The number of places at a multi-tenant location.
	Categories	Tags: Adsize Code	The size of ad as it appears in phone directories.
		Tags: ID	The unique ID for the Tag.

Section	Group	Attribute	Description
Core Information	Categories	Tags: Primary	This is the primary category of the place.
		Tags: SIC Code	The SIC code for the tag.
		Tags: Yellow Page Code	The phone directory category where the place is advertised.
		Primary SIC Code	The primary line of business represented by a Standard Industrial Classification code.
		SIC Codes	The lines of business represented by Standard Industrial Classification codes.
		Primary NAICS Code	The primary line of business represented by a North American Industry Classification System code.
		NAICS Codes	The lines of business represented by North American Industry Classification System codes.
		Business Types	The specific types of business within a particular industry.
	Categories	Tags Count	The number of tags associated with the place.
	Contact Info	Phone	The telephone number for the place.
		Toll Free Number	The toll-free phone number for the place.
		Fax Number	The fax number for the place.
		Additional Phone	An additional phone number for the place.
	Websites	Website	The primary homepage URL of the business.
		Facebook URL	The link to the place on Facebook.
		Twitter URL	The link to the place on Twitter.
		Google Plus URL	The link to the place on Google Plus.
		LinkedIn URL	The link to the place on LinkedIn.
		Yelp URL	The link to the place on Yelp.
		Pinterest URL	The link to the place on Pinterest.
		Youtube URL	The link to the place's YouTube channel or company video.
		Tumblr URL	The link to the place on Tumblr.
		Foursquare URL	The link to the place on Foursquare.

Section	Group	Attribute	Description
Core Information	Websites	Instagram URL	The link to the place on Instagram.
		Logo URL	The link to the place's logo image.
		Website Keywords	Keywords from company website HTML.
	Employees	Primary Contact: First Name	The first name of the contact.
		Primary Contact: Gender	The gender of the contact.
		Primary Contact: ID	The unique ID for the contact.
		Primary Contact: Last Name	The last name of the contact.
		Primary Contact: Primary	Information on whether the contact is the primary contact for the location.
		Primary Contact: Professional Title	The professional degree or title of the contact.
		Primary Contact: Job Title	A list of the contact's job titles.
		Contacts: First Name	The first name of the contact.
		Contacts: Gender	The gender of the contact.
		Contacts: ID	The unique ID for the contact.
		Contacts: Last Name	The last name of the contact.
		Contacts: Primary	Information on whether the contact is the primary contact for the location.
		Contacts: Professional Title	The professional degree or title of the contact.
		Contacts: Job Title	A list of the contact's job titles.
		Contacts Count	The number of contacts on the business record.
		Ownership Changed On	The date when ownership of the place changed.
		Location Employee Count	The number of employees who work at this place.
		Estimated Location Employee Count	An estimate of the number of employees who work at this location.
		Location Professionals Size Range	The number of professionals practicing at the place.
Corporate Family	Corporate Structure	Headquarters	The direct headquarters of this place in its corporate family.

Section	Group	Attribute	Description
Corporate Family	Corporate Structure	Ancestor Headquarters	The full list of all ancestors in the corporate family.
		Linked Parent ID	The Data Axle ID of the top level headquarters.
		Linked Subsidiary ID	The regional or subsidiary headquarters of a corporate family.
	Corporate Structure	Location Type	Information on whether the business is a headquarters, branch, subsidiary headquarter, or single location.
	Branch Details	Chain	The corporate chain for branch locations.
		Corporate Franchising	Information on whether the corporation includes franchised branches.
	Headquarter Details	Corporate Employee Count	The actual, reported total number of employees at all locations in a corporate family.
		Estimated Corporate Employee Count	An estimate of the total number of employees at all locations in a corporate family.
		Corporate Sales Revenue	The actual, reported sales revenue for the corporate family.
		Estimated Corporate Sales Revenue	An estimate of the total sales revenue for the corporate family.
		Branch Count	The number of branches reporting to a headquarter record.
		Foreign Parent Flag	The place is owned by a corporation outside the US or Canada.
		Fortune Ranking	The place's ranking on the Fortune Magazine Top 1000 list.
		Stock Exchange	The Stock Exchange where the corporation conducts trading activity.
		Stock Ticker Symbol	The abbreviation used to identify the company on a stock market.
		CIK	The Central Index Key (CIK) assigned to the corporation for filing with the SEC.
		EINS	The employer identification number (EIN) of the business.
Place Insights	Business Profile	Affiliation IDs	A list of organizations the place is affiliated with.
		Brands	A list of brands sold by the business.
		Company Description	The description of the business.
		Dress Code	Details about the place's dress code.
		Equipment Rentals	Information on whether equipment rentals are available.
		Has Ecommerce	The presence of a shopping cart on the business's website.

Section	Group	Attribute	Description
Place Insights	Business Profile	Languages Spoken	The languages spoken at the place.
		Price Range	The price range for products and services sold at the place.
		Professional Specialty IDs	The specialty within professional lines of business.
		Public Access	Indicates whether the place is publicly accessible.
		Reservations	Information on reservations at the place.
		ATM	The location has an ATM.
	Hours of Operation	Operating Hours: Days	The days that have operating hours.
		Operating Hours: End Time	The time the place closes.
		Operating Hours: ID	The unique ID for the operating hours detail.
		Operating Hours: Start Time	The time the place opens.
		Operating Hours Count	The number of operating hours at the place.
	Payment Methods	Payment Types	The types of payments accepted at the location.
		Insurances Accepted	The types of insurances accepted by the business.
		Medicare Accepted	Information on whether the place accepts Medicare.
		Medicaid Accepted	Information on whether the place accepts Medicaid.
	Images	Images: Asset Hash	An ID used to view and retrieve the image.
		Images: Asset URL	The full link to view and retrieve the image.
		Images: Created At	The date and time when the Image detail was first added to the place.
		Images: ID	The unique ID for the Image detail.
		Images: Primary	Information on whether the Image is the primary image for the place.
		Images Count	The number of Images on the place record.
	Area & Postal	Service Area: ID	The unique ID for the service area.
		Service Area: Postal Codes	The list of postal codes making up the service area of the place.
		CBSA	The core based statistical area where the place is located.
Place Insights		CBSA Level	Information on whether the CBSA is a micropolitan or metropolitan area.

Section	Group	Attribute	Description
Place Insights	Area & Postal	CSA	The combined statistical area code where the place is located.
		Census Block Group	The census block group of the location as defined by the U.S. Census Bureau.
		Census Tract	The census tract of the location as defined by the U.S. Census Bureau.
		Carrier Route	The carrier route for the location address as assigned by the USPS.
		Mailing Address Carrier Route	The carrier route for the mailing address as assigned by the USPS.
		FIPS Code	The unique identifier for counties based on the Federal Information Processing Standards (FIPS).
		County Code	The 3-digit county code based on the place's location ZIP code.
		Delivery Point Barcode	The bar code for the postal route, assigned to the physical address.
		Mailing Address Delivery Point Barcode	The bar code for the postal route, assigned to the mailing address.
		Mailing Score Code	The deliverability score of the location address.
		Mailing Address Score Code	The deliverability score of the mailing address.
		ZIP Code	The 5-digit ZIP code for the place.
		ZIP+Four	The ZIP+4 code for the place.
		Mailing Address Zip	The 5-digit ZIP code for the mailing address.
		Mailing Address Zip Four	The 4-digit ZIP extension for the mailing address.
		CMRA	Indicates whether the location is a commercial mail receiving agency.
	Bankruptcies	Bankruptcy: Dismissal	Information on whether the debtor is trying to dismiss.
		Bankruptcy: Filing Date	The date the public record was first filed.
		Bankruptcy: Filing Type	The type of bankruptcy filing.
		Bankruptcy: ID	The unique ID for the bankruptcy detail.
		Bankruptcy: Multiple Defendants	Information on whether there are multiple defendants for the bankruptcy.
		Bankruptcy: Release Date	The date the bankruptcy public record was released.

Section	Group	Attribute	Description
Place Insights	Business Registrations	NBRC Corporation Filing Type	The type of new business registration filing.
		NBRC Corporate Date	The date the new business record registered as a business.
Category Specific	Auto	Vehicle and Equipment Makes	The make of car that a car dealer sells.
		Number of Ports	The number of electric charging ports at the location.
	Churches	Religious Denominations	The religious denomination of the church or other house of worship.
		Church Attendance	The number of people attending a church on a weekly basis.
		Church Size	The number of total people registered with a church.
	Eating & Drinking	Cuisines	The type of cuisine served at the place.
		Restaurant Service Type Code	Information on whether the place is a full or limited service restaurant.
		Happy hours: Days	The days when happy hour is offered.
		Happy hours: Description	The happy hour description.
		Happy hours: End Time	The happy hour ending time.
		Happy hours: ID	The unique ID for the happy hour.
		Happy hours: Special Activity	Information on whether the happy hour has special activities.
		Happy Hours: Special Drink	Information on whether the happy hour has drink specials.
		Happy Hours: Special Food	Information on whether the happy hour has food specials.
		Happy Hours: Special Other	Information on whether the happy hour has additional specials.
		Happy Hours: Start Time	The happy hour start time.
		Happy Hours Count	The number of happy hour records on the place.
	Hotels	Hotel: Cable TV	The hotel has cable TV.
		Hotel: Continental Breakfast	The hotel offers continental breakfast.
		Hotel: Elevator	The hotel has an elevator.
		Hotel: Exercise Facility	The hotel has an exercise facility.

Section	Group	Attribute	Description
Category Specific	Hotels	Hotel: Guest Laundry	The hotel has guest laundry services.
		Hotel: Hot Tub	The hotel has a hot tub.
		Hotel: ID	The unique ID for the hotel detail.
		Hotel: Indoor Pool	The hotel has an indoor pool.
		Hotel: Kitchens	The hotel has guest kitchens.
		Hotel: Outdoor Pool	The hotel has an outdoor pool.
		Hotel: Pet Friendly	The hotel allows pets.
		Hotel: Room Service	The hotel offers room service.
	Medical	Hospital Has Emergency Room	The hospital has an emergency room.
		Primary Specialty	The physician's primary medical specialty.
		Secondary Specialty	The physician's secondary medical specialty.
		Board Certified	Information on whether the physician is board certified.
		Physician Year of Graduation	The year the physician graduated from medical school.
		Medical School	The medical school the physician attended.
		Hospital Number	The hospital the physician is associated with.
		UPIN	The physician's unique physician identification number (UPIN).
		Medical License Number	The physician's medical license number.
		Medical License State	The state where the physician's medical license was issued.
		Physician Year of Birth	The physician's year of birth.
		Residency Hospital	The hospital where the physician completed their residency.
		Residency Graduation Year	The year the physician graduated from their residency program.
		National Provider Number	The physician's National Provider Identifier.
		Medical DEA Number	The physician's DEA number.

Section	Group	Attribute	Description
Category Specific	Parking	Parking: Bike Lockers	Bike lockers are available.
		Parking: Bike Rack	A bike rack is available.
		Parking: Free	Information on whether parking is free.
		Parking: ID	The unique ID for the Parking detail.
		Parking: Number of Spaces	The number of parking spaces available.
		Parking: Onsite	The place has on-site parking.
		Parking: Overnight Parking	Overnight parking is available.
		Parking: Permit Required	A parking permit is required.
		Parking: Public	Information on whether public parking is available.
		Parking: Transit Lines	Transit lines that run to and from the Place.
		Parking: Valet	The place offers valet parking.
Estimations	Business	Estimated Fleet Size	An estimation of the number of vehicles owned or used by the location.
		Greenscore	The propensity for the business to be a green adopter.
		Growing Business Indicator	Information on whether the business is growing or shrinking a significant percentage.
		Location Sales Volume	An estimation of the place's sales revenue.
		Square Footage	An estimate of the space the place occupies.
		White Collar Percentage	An estimation of white collar workers at the place.
	Credit	Credit Rating	"An estimation of a business's creditworthiness. "
	Expenses	Expenses: Accounting	An estimate of the total cost of accounting, auditing, and bookkeeping services purchased from other companies.
		Expenses: Advertising	An estimate of the cost of purchased advertising and promotional services.
		Expenses: Charities	An estimate of the cost of charitable contributions.
		Expenses: Contract Labor	An estimate of the cost of payments to other companies for the contractual use of their employees.
		Expenses: Corporate	Information on whether the expense models are based on the corporation or location.

Section	Group	Attribute	Description
Estimations	Expenses	Expenses: ID	The unique ID for the expense detail.
		Expenses: Insurance	An estimate of the cost of payments made on insurance policies.
		Expenses: Legal	An estimate of the cost of legal services purchased from other firms.
		Expenses: Licenses	An estimate of the cost of license fees.
		Expenses: Maintenance	An estimate of the cost of maintenance services.
		Expenses: Office Equipment Supplies	An estimate of the cost of supplies, materials and parts purchased for a place's own use.
		Expenses: Packaging Shipping	An estimate of the cost of packaging and shipping supplies.
		Expenses: Payroll	An estimate of the cost of gross earnings of all employees for the calendar year.
		Expenses: Printing	An estimate of the cost of purchased or contracted printing services.
		Expenses: Professional Services	An estimate of the cost of management, consulting, administrative, and other professional services purchased from other companies.
		Expenses: Rent Lease	An estimate of the cost of payments made to other companies for the rental or leasing.
		Expenses: Technology	An estimate of the cost of technology supplies, materials, and development.
		Expenses: Telecommunications	An estimate of the cost for communication services purchased from other companies.
		Expenses: Transportation	An estimate of the cost of purchased or contracted transportation services.
		Expenses: Utilities	An estimate of the cost of electricity and fuels for heating, power, or generation of electricity.
	Geography	Population Density	The actual population density of the city.
		Population Code for Zip	The population size of the city by ZIP code.
		Wealthy Area Flag	An estimation on whether the place is located in a wealthy area.



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