**AMCSampleData\_InsiderPremier – Data Dictionary**

Sample file of people who have upgraded from Insider (free program) to Premier (paid program). The only Premier members in this file are those who have upgraded from Insider to Premier, not those who bought directly into Premier with no previous Insider membership. As a note, the program has only been live since June, so many of the numbers are still low due to this (spend, etc.).

* ISPREMIER - This value is 0 if Insider and 1 if Premier and they have upgraded from Insider.
* AGE21PLUSINDICATOR - 0 is false; 1 is true
* AGE18TO21INDICATOR - 0 is false; 1 is true
* AGE13TO18INDICATOR - 0 is false; 1 is true
* GENDERCODE
  + 0 is female
  + 1 is male
  + 3 is Unknown
* BIRTHDATE
* AMCSTUBSLOYALTYEMAILOFFEROPTININDICATOR - 0 is false; 1 is true
  + Opted in to receive AMC Loyalty program email offers.
* AMCSTUBSREWARDSEMAILOPTININDICATOR - 0 is false; 1 is true
  + Opted in to receive AMC Stubs emails.
* AMCSTUBSREWARDSMOBILEOPTININDICATOR - 0 is false; 1 is true
  + Opted in to receive AMC Stubs mobile notifications.
* AMCSTUBSREWARDSSMSOPTININDICATOR - 0 is false; 1 is true
  + Opted in to receive AM Stubs SMS messages.
* AMCSTUBSTHEATREMOBILEOFFEROPTININDICATOR - 0 is false; 1 is true
  + Opted in to receive AMC Stubs mobile theatre-level mobile offers.
* AMCSTUBSTHEATRESMSOFFEROPTININDICATOR - 0 is false; 1 is true
  + Opted in to receive AMC Stubs theatre-level SMS offers.
* LIFETIMEAMCSTUBSAWARDSEARNEDAMOUNT
  + Amount of rewards in dollars that an AMC Stubs member has earned.
* LIFETIMEAMCSTUBSSPENDAMOUNT
  + Amount of total spend by an AMC Stubs member.
* ONLINEFEESWAIVEDAMOUNT
  + Amount of dollars in online ticketing fees waived as an AMC Stubs member.
* ESTIMATEDINCOMERANGE
  + Axciom estimate of estimated income range for AMC Stubs member.
  + Values:
    - 0 – Unknown
    - 1 – Less than $15,000
    - 2 - $15,000-$19,999
    - 3 - $20,000-$29,999
    - 4 - $30,000-$39,999
    - 5 - $40,000-$49,999
    - 6 - $50,000-$74,999
    - 7 - $75,000-$99,999
    - 8 - $100,000-$124,999
    - 9 – Greater than $124,999
* ESTIMATEDHOMEMARKETVALUERANGE
  + Axcion estimated home market value range for AMC Stubs member.
  + Values:
    - 0 – Unknown
    - 1 – $1,000-$24,999
    - 2 - $25,000-$49,999
    - 3 - $50,000-$74,999
    - 4 - $75,000-$99,999
    - 5 - $100,000-$124,999
    - 6 - $125,000-$149,999
    - 7 - $150,000-$174,999
    - 8 - $175,000-$199,999
    - 9 - $200,000-$224,999
    - 10 - $225,000-$249,999
    - 11 - $250,000-$274,999
    - 12 - $275,000-$299,999
    - 13 - $300,000-$349,999
    - 14 - $349,000-$399,999
    - 15 - $400,000-$449,999
    - 16 - $450,000-$499,999
    - 17 - $500,000-$749,999
    - 18 - $750,000-$999,999
    - 19 - $1,000,000 plus
* CHILDRENPRESENCE - 0 is false; 1 is true
  + Has children present in household.
* HASFREQUENTVISITTHEATRENUMBER - 0 is false; 1 is true
  + Has a most frequently visited theatre selected through the site or by another means.
* TICKETQTYSUM
  + Number of tickets sold to this AMC Stubs member.
* TICKETBALANCEDUESUM
  + Total US dollar value of tickets sold to this AMC Stubs member.
* CONCQTYSUM
  + Total number of concession items purchased by this AMC Stubs member.
* CONCLOYDISCOUNTAMTSUM
  + Total amount of loyalty discount received by this AMC Stubs member (value in USD).
* CONCBALANCEDUESUM
  + Total US dollar value of concessions sold to this AMC Stubs member.