

Data field	Description
ODATEDW	Origin Date. Date of donor's first gift to the PVA YYMM format (Year/Month).
OSOURCE	<p>Origin Source</p> <ul style="list-style-type: none"> - Only 1rst 3 bytes are used - Defaulted to 00000 for conversion - Code indicating which mailing list the donor was originally acquired from - A nominal or symbolic field.
TCODE	<p>Donor title code</p> <p>000=_</p> <p>001=MR.</p> <p>001001 = MESSRS.</p> <p>001002=MR. & MRS.</p> <p>002=MRS.</p> <p>002002=MESDAMES</p> <p>003=MISS</p> <p>003003=MISSES</p> <p>004=DR.</p> <p>004002=DR. & MRS.</p> <p>004004=DOCTORS</p> <p>005=MADAME</p> <p>006=SERGEANT</p> <p>009=RABBI</p> <p>010=PROFESSOR</p> <p>010002=PROFESSOR & MRS.</p> <p>010010=PROFESSORS</p> <p>011=ADMIRAL</p> <p>011002=ADMIRAL & MRS.</p> <p>012=GENERAL</p> <p>012002=GENERAL & MRS.</p> <p>013=COLONEL</p> <p>013002=COLONEL & MRS.</p> <p>014=CAPTAIN</p> <p>014002=CAPTAIN & MRS.</p> <p>015=COMMANDER</p> <p>015002=COMMANDER & MRS.</p> <p>016=DEAN</p> <p>017=JUDGE</p> <p>017002=JUDGE & MRS.</p> <p>018=MAJOR</p> <p>018002=MAJOR & MRS.</p> <p>019=SENATOR</p> <p>020=GOVERNOR</p> <p>021002=SERGEANT & MRS.</p> <p>022002=COLNEL & MRS.</p> <p>024=LIEUTENANT</p> <p>026=MONSIGNOR</p> <p>027=REVEREND</p> <p>028=MS.</p> <p>028028=MSS.</p> <p>029=BISHOP</p> <p>031=AMBASSADOR</p> <p>031002=AMBASSADOR & MRS.</p> <p>033=CANTOR</p> <p>036=BROTHER</p> <p>037=SIR</p> <p>038=COMMODORE</p> <p>040=FATHER</p> <p>042=SISTER</p> <p>043=PRESIDENT</p> <p>044=MASTER</p> <p>046=MOTHER</p> <p>047=CHAPLAIN</p> <p>048=CORPORAL</p> <p>050=ELDER</p> <p>056=MAYOR</p> <p>059002=LIEUTENANT & MRS.</p> <p>062=LORD</p> <p>063=CARDINAL</p> <p>064=FRIEND</p> <p>065=FRIENDS</p> <p>068=ARCHDEACON</p> <p>069=CANON</p>

Data field	Description
	070=BISHOP 072002=REVEREND & MRS. 073=PASTOR 075=ARCHBISHOP 085=SPECIALIST 087=PRIVATE 089=SEAMAN 090=AIRMAN 091=JUSTICE 092=MR. JUSTICE 100=M. 103=MLLE. 104=CHANCELLOR 106=REPRESENTATIVE 107=SECRETARY 108=LT. GOVERNOR 109=LIC. 111=SA. 114=DA. 116=SR. 117=SRA. 118=SRTA. 120=YOUR MAJESTY 122=HIS HIGHNESS 123=HER HIGHNESS 124=COUNT 125=LADY 126=PRINCE 127=PRINCESS 128=CHIEF 129=BARON 130=SHEIK 131=PRINCE AND PRINCESS 132=YOUR IMPERIAL MAJEST 135=M. ET MME. 210=PROF.
STATE	State abbreviation (a nominal/symbolic field)
ZIP	Zipcode (a nominal/symbolic field)
MAILCODE	Mail Code " "=Address is OK B=Bad Address
PVASTATE	EPVA State or PVA State Indicates whether the donor lives in a state served by the organization's EPVA chapter P=PVA State E=EPVA State (Northeastern US)
DOB	Date of birth (YYMM, Year/Month format)
NOEXCH	Do Not Exchange Flag (For list rental) _=can be exchanged X = do not exchange
RECINHSE	In House File Flag _=Not an In House Record X=Donor has given to PVA's In House program
RECP3	P3 File Flag _=Not a P3 Record X=Donor has given to PVA's P3 program
RECPGVG	Planned Giving File Flag _=Not a Planned Giving Record X=Planned Giving Record
RECSWEEP	Sweepstakes file flag _=Not a Sweepstakes Record X=Sweepstakes Record

Data field	Description
MDMAUD	<p>The Major Donor Matrix code</p> <p>The codes describe frequency and amount of giving for donors who have given a \$100+ gift at any time in their giving history. An RFA (recency/frequency/monetary) field.</p> <p>The (current) concatenated version is a nominal or symbolic field. The individual bytes could separately be used as fields and refer to the following:</p> <p>1st byte: Recency of Giving C=Current Donor L=Lapsed Donor I=Inactive Donor D=Dormant Donor</p> <p>2nd byte: Frequency of Giving 1=One gift in the period of recency 2=Two-Four gifts in the period of recency 5=Five+ gifts in the period of recency</p> <p>3rd byte: Amount of Giving L=Less than \$100(Low Dollar) C=\$100-499(Core) M=\$500-999(Major) T=\$1,000+(Top)</p> <p>4th byte: Blank/meaningless/filler 'X' indicates that the donor is not a major donor. For more information regarding the RFA codes, see the promotion history field definitions.</p>
DOMAIN	<p>DOMAIN/Cluster code. A nominal or symbolic field. could be broken down by bytes as explained below.</p> <p>1st byte = Urbanicity level of the donor's neighborhood U=Urban C=City S=Suburban T=Town R=Rural</p> <p>2nd byte = Socio-Economic status of the neighborhood 1=Highest SES 2=Average SES 3=Lowest SES (except for Urban communities, where: 1=Highest SES, 2=Above average SES, 3=Below average SES, 4=Lowest SES.)</p>
CLUSTER	<p>Code indicating which cluster group the donor falls into.</p> <p>Each cluster is unique in terms of socio-economic status, urbanicity, ethnicity and a variety of other demographic characteristics.</p> <p>A nominal or symbolic field.</p>
AGE	<p>Overlay Age</p> <p>0=missing</p>
AGEFLAG	<p>Age Flag</p> <p>E=Exact</p> <p>I=Inferred from Date of Birth Field</p>
HOMEOWNR	<p>Home Owner Flag</p> <p>H=Home owner</p> <p>U=Unknown</p>
CHILD03	<p>Presence of Children age 0-3</p> <p>B=Both, F=Female, M=Male</p>
CHILD07	<p>Presence of Children age 4-7</p>
CHILD12	<p>Presence of Children age 8-12</p>
CHILD18	<p>Presence of Children age 13-18</p>

Data field	Description
NUMCHLD	NUMBER OF CHILDREN
INCOME	HOUSEHOLD INCOME
GENDER	Gender M=Male F=Female U=Unknown J=Joint Account, unknown gender
WEALTH1	Wealth Rating
HIT	MOR Flag # HIT (Mail Order Response) Indicates total number of known times the donor has responded to a mail order offer other than PVA's.

The following variables indicate the number of known times the donor has responded to other types of mail order offers:

Data field	Description
MBCRAFT	Buy Craft Hobby
MBGARDEN	Buy Gardening
MBBOOKS	Buy Books
MBCOLECT	Buy Collectables
MAGFAML	Buy General Family Mags
MAGFEM	Buy Female Mags
MAGMALE	Buy Sports Mags
PUBGARDN	Gardening Pubs
PUBCULIN	Culinary Pubs
PUBHLTH	Health Pubs
PUBDOITY	Do It Yourself Pubs
PUBNEWFN	News / Finance Pubs
PUBPHOTO	Photography Pubs
PUBOPP	Opportunity Seekers Pubs
DATASRCE	Source of Overlay Data Indicates which third-party data source the donor matched against 1=MetroMail 2=Polk 3=Both
MALEMILI	% Males active in the Military
MALEVET	% Males Veterans
VIETVETS	% Vietnam Vets
WWIIVETS	% WWII Vets
LOCALGOV	% Employed by Local Gov
STATEGOV	% Employed by State Gov

Data field	Description
FEDGOV	% Employed by Fed Gov
SOLP3	SOLICIT LIMITATION CODE P3 =can be mailed (Default) 00=Do Not Solicit or Mail 01=one solicitation per year 02=two solicitations per year 03=three solicitations per year 04=four solicitations per year 05=five solicitations per year 06=six solicitations per year 12=twelve solicitations per year
SOLIH	SOLICITATION LIMIT CODE IN HOUSE =can be mailed (Default) 00=Do Not Solicit 01=one solicitation per year 02=two solicitations per year 03=three solicitations per year 04=four solicitations per year 05=five solicitations per year 06=six solicitations per year 12=twelve solicitations per year
MAJOR	Major (\$\$) Donor Flag _=Not a Major Donor X=Major Donor
WEALTH2	Wealth Rating Wealth rating uses median family income and population statistics from each area to index relative wealth within each state. The segments are denoted 0-9, with 9 being the highest income group and zero being the lowest. Each rating has a different meaning within each state.
GEOCODE	Geo Cluster Code indicating the level geography at which a record matches the census data. A nominal or symbolic field. Blank=No code has been assigned or did not match at any level.

The following variables reflect donor interests, as collected from third-party data sources:

Data field	Description
COLLECT1	COLLECTABLE (Y/N)
VETERANS	VETERANS (Y/N)
BIBLE	BIBLE READING (Y/N)
CATLG	SHOP BY CATALOG (Y/N)
HOMEE	WORK FROM HOME (Y/N)
PETS	HOUSEHOLD PETS (Y/N)
CDPLAY	CD PLAYER OWNERS (Y/N)
STEREO	STEREO/RECORDS/TAPES/CD (Y/N)
PCOWNERS	HOME PC OWNERS/USERS
PHOTO	PHOTOGRAPHY (Y/N)
CRAFTS	CRAFTS (Y/N)
FISHER	FISHING (Y/N)
GARDENIN	GARDENING (Y/N)
BOATS	POWER BOATING (Y/N)

Data field	Description
WALKER	WALK FOR HEALTH (Y/N)
KIDSTUFF	BUYS CHILDREN'S PRODUCTS (Y/N)
CARDS	STATIONARY/CARDS BUYER (Y/N)
PLATES	PLATE COLLECTOR (Y/N)
LIFESRC	LIFE STYLE DATA SOURCE Indicates source of the lifestyle variables listed above 1=MATCHED ON METRO MAIL ONLY 2=MATCHED ON POLK ONLY 3=MATCHED BOTH MM AND POLK
PEPSTRFL	Indicates PEP Star RFA Status blank=Not considered to be a PEP Star 'X'=Has PEP Star RFA Status

The following variables reflect characteristics of the donors neighborhood, as collected from the 1990 US Census:

Data field	Description
POP901	Number of Persons
POP902	Number of Families
POP903	Number of Households
POP90C1	Percent Population in Urbanized Area
POP90C2	Percent Population Outside Urbanized Area
POP90C3	Percent Population Inside Rural Area
POP90C4	Percent Male
POP90C5	Percent Female
ETH1	Percent White
ETH2	Percent Black
ETH3	Percent Native American
ETH4	Percent Pacific Islander/Asian
ETH5	Percent Hispanic
ETH6	Percent Asian Indian
ETH7	Percent Japanese
ETH8	Percent Chinese
ETH9	Percent Philipino
ETH10	Percent Korean
ETH11	Percent Vietnamese
ETH12	Percent Hawaiian
ETH13	Percent Mexican

Data field	Description
ETH14	Percent Puerto Rican
ETH15	Percent Cuban
ETH16	Percent Other Hispanic
AGE901	Median Age of Population
AGE902	Median Age of Adults 18 or Older
AGE903	Median Age of Adults 25 or Older
AGE904	Average Age of Population
AGE905	Average Age of Adults >= 18
AGE906	Average Age of Adults >= 25
AGE907	Percent Population Under Age 18
CHIL1	Percent Children Under Age 7
CHIL2	Percent Children Age 7 - 13
CHIL3	Percent Children Age 14-17
AGEC1	Percent Adults Age18-24
AGEC2	Percent Adults Age 25-34
AGEC3	Percent Adults Age 35-44
AGEC4	Percent Adults Age 45-54
AGEC5	Percent Adults Age 55-64
AGEC6	Percent Adults Age 65-74
AGEC7	Percent Adults Age >= 75
CHILC1	Percent Children Age <=2
CHILC2	Percent Children Age 3-5
CHILC3	Percent Children Age 6-11
CHILC4	Percent Children Age 12-15
CHILC5	Percent Children Age 16-18
HHAGE1	Percent Households w/ Person 65+
HHAGE2	Percent Households w/ Person 65+ Living Alone
HHAGE3	Percent Households Headed by an Elderly Person Age 65+
HHN1	Percent 1 Person Households
HHN2	Percent 2 Person Households
HHN3	Percent 3 or More Person Households
HHN4	Percent 4 or More Person Households

Data field	Description
HHN5	Percent 5 or More Person Households
HHN6	Percent 6 Person Households
MARR1	Percent Married
MARR2	Percent Separated or Divorced
MARR3	Percent Widowed
MARR4	Percent Never Married
HHP1	Median Person Per Household
HHP2	Average Person Per Household
DW1	Percent Single Unit Structure
DW2	Percent Detached Single Unit Structure
DW3	Percent Duplex Structure
DW4	Percent Multi (2+) Unit Structures
DW5	Percent 3+ Unit Structures
DW6	Percent Housing Units in 5+ Unit Structure
DW7	Percent Group Quarters
DW8	Percent Institutional Group Quarters
DW9	Non-Institutional Group Quarters
HV1	Median Home Value in hundreds
HV2	Average Home Value in hundreds
HV3	Median Contract Rent in hundreds
HV4	Average Contract Rent in hundreds
HU1	Percent Owner Occupied Housing Units
HU2	Percent Renter Occupied Housing Units
HU3	Percent Occupied Housing Units
HU4	Percent Vacant Housing Units
HU5	Percent Seasonal/Recreational Vacant Units
HHD1	Percent Households w/ Related Children
HHD2	Percent Households w/ Families
HHD3	Percent Married Couple Families
HHD4	Percent Married Couples w/ Related Children
HHD5	Percent Persons in Family Household
HHD6	Percent Persons in Non-Family Household

Data field	Description
HHD7	Percent Single Parent Households
HHD8	Percent Male Householder w/ Child
HHD9	Percent Female Householder w/ Child
HHD10	Percent Single Male Householder
HHD11	Percent Single Female Householder
HHD12	Percent Households w/ Non-Family Living Arrangements
ETHC1	Percent White < Age 15
ETHC2	Percent White Age 15 - 59
ETHC3	Percent White Age 60+
ETHC4	Percent Black < Age 15
ETHC5	Percent Black Age 15 - 59
ETHC6	Percent Black Age 60+
HVP1	Percent Home Value >= \$200,000
HVP2	Percent Home Value >= \$150,000
HVP3	Percent Home Value >= \$100,000
HVP4	Percent Home Value >= \$75,000
HVP5	Percent Home Value >= \$50,000
HVP6	Percent Home Value >= \$300,000
HUR1	\$ 1 or 2 Room Housing Units
HUR2	Percent >= 6 Room Housing Units
RHP1	Median Number of Rooms per Housing Unit
RHP2	Average Number of Rooms per Housing Unit
RHP3	Median Number of Persons per Housing Unit
RHP4	Average Number of Persons per Room
HUPA1	Percent Housing Units w/ 2 thru 9 Units at the Address
HUPA2	Percent Housing Units w/ >= 10 Units at the Address
HUPA3	Percent Mobile Homes or Trailers
HUPA4	Percent Renter Occupied Single Unit Structure
HUPA5	Percent Renter Occupied, 2 - 4 Units
HUPA6	Percent Renter Occupied, 5+ Units
HUPA7	Percent Renter Occupied Mobile Homes or Trailers
RP1	Percent Renters Paying >= \$500 per Month

Data field	Description
RP2	Percent Renters Paying >= \$400 per Month
RP3	Percent Renters Paying >= \$300 per Month
RP4	Percent Renters Paying >= \$200 per Month
MSA	MSA Code
ADI	ADI Code
DMA	DMA Code
IC1	Median Household Income in hundreds
IC2	Median Family Income in hundreds
IC3	Average Household Income in hundreds
IC4	Average Family Income in hundreds
IC5	Per Capita Income
IC6	Percent Households w/ Income < \$15,000
IC7	Percent Households w/ Income \$15,000 - \$24,999
IC8	Percent Households w/ Income \$25,000 - \$34,999
IC9	Percent Households w/ Income \$35,000 - \$49,999
IC10	Percent Households w/ Income \$50,000 - \$74,999
IC11	Percent Households w/ Income \$75,000 - \$99,999
IC12	Percent Households w/ Income \$100,000 - \$124,999
IC13	Percent Households w/ Income \$125,000 - \$149,999
IC14	Percent Households w/ Income >= \$150,000
IC15	Percent Families w/ Income < \$15,000
IC16	Percent Families w/ Income \$15,000 - \$24,999
IC17	Percent Families w/ Income \$25,000 - 34,999
IC18	Percent Families w/ Income \$35,000 - \$49,999
IC19	Percent Families w/ Income \$50,000 - \$74,999
IC20	Percent Families w/ Income \$75,000 - \$99,999
IC21	Percent Families w/ Income \$100,000 - \$124,999
IC22	Percent Families w/ Income \$125,000 - \$149,999
IC23	Percent Families w/ Income >= \$150,000
HHAS1	Percent Households on Social Security
HHAS2	Percent Households on Public Assistance
HHAS3	Percent Households w/ Interest, Rental or Dividend Income

Data field	Description
HHAS4	Percent Persons Below Poverty Level
MC1	Percent Persons Move in Since 1985
MC2	Percent Persons in Same House in 1985
MC3	Percent Persons in Different State/Country in 1985
TPE1	Percent Driving to Work Alone Car/Truck/Van
TPE2	Percent Carpooling Car/Truck/Van)
TPE3	Percent Using Public Transportation
TPE4	Percent Using Bus/Trolley
TPE5	Percent Using Railways
TPE6	Percent Using Taxi/Ferry
TPE7	Percent Using Motorcycles
TPE8	Percent Using Other Transportation
TPE9	Percent Working at Home/No Transportation
PEC1	Percent Working Outside State of Residence