

COLUMN NAME	TYPE	DESCRIPTION	DISTINCT VALUES	MINIMUM VALUE	MAXIMUM VALUE
unique_id	integer	Distinct key	300,357	340812	5353179
transaction_amount	varchar(1024)	Gift Amount	1,149	0	NA
payment_method	varchar(1024)	Type of payment (cash, credit card, etc.)	13	AMERICAN EXPRESS	WIRE TRANSFER
batch_date	date	Transaction Date	1,390	1/1/15	10/21/18
promotion_subchannel	varchar(1024)	Subchannel attributed to transaction - how the transaction came to U4U	26	Affiliate	Workplace Giving
promotion_code	varchar(1024)	Promotion code - how the transaction came to U4U	13	Corporate	Volunteers
membership_type	varchar(1024)	Donor/non-donor status	12	Donor Individual	Sustainer SD2
membership_status	varchar(1024)	Active/Inactive status	7	Active	New
account_class	varchar(1024)	Account class (individual, corporation, organization, etc.)	5	CORPORATION	OTHER
email_contact_status	varchar(1024)	Email deliverable/active status	3	N	Y
mrc_date	date	Most recent contribution date for donors	1,800	1/1/15	NA
first_date	date	First gift date (for donors only)	5,307	1/1/04	NA
first_amount	varchar(1024)	First gift amount (for donors only)	1,613	0.01	NA
city	varchar(1024)	City in which donor resides	14,991	100 Mile House	ypsilanti
state	varchar(1024)	State in which donor resides	66	AA	WY
account_added_date	date	Date which individual joined U4U (as donor, prospect, etc.)	4,741	1/1/04	12/31/17
is_deceased	varchar(1024)	1 if the individual was identified as deceased by Social Security Administration	2	0	NA
age	varchar(1024)	Noncommercial age, known or estimated. (capped between 18-99)	83	18	NA
gender	varchar(1024)	Gender score (1 = female). Known genders from Consumer Files coalesced with Civis model scores for unknowns	3	0	NA
race	varchar(1024)	Consumer Files address DMA code	6	AfAm	White
subethnicity	varchar(1024)	Consumer Files address DMA name	22	African	White
marital_status	varchar(1024)	Married' represents >50% likelihood of being married. Other possible value: Unmarried	3	Married	Unmarried
household_income_bucket	varchar(1024)	7-way bucketed household income (null-imputed)	8	\$100k-\$149k	NA
num_children_in_hh	varchar(1024)	Number of children in household	3,557	0	NA
education_highschool	varchar(1024)	Indicates whether the person completed a high school education	3	0	NA
education_collegegrad	varchar(1024)	Indicates whether the person graduated college	3	0	NA
is_homeowner	varchar(1024)	The individual's residence is owned by a member of the household	3	0	NA
religion	varchar(1024)	Religion (plurality classification)	10	Buddhist	Orthodox Christian
political_offiliation	varchar(1024)	Predicted likelihood of self-identifying as a member of the Democratic Party. (likely Republican from 0-33, likely Middle Partisanship from 34 - 66, likely Democrat from 67-100)	1,001	0.1	NA
employed	varchar(1024)	Is employed	3	0	NA
prefer_spanish	varchar(1024)	Predicted likelihood the individual will prefer to respond to a survey in Spanish. Only modeled Hispanics are scored.	210,808	0.000105545	NA
donor_charity	varchar(1024)	Behavior variables indicate that the person contributes to charities	3	0	NA