

Overview

The Progress Energy Residential Database contains some 145 fields of information and includes all households in North Carolina, South Carolina and Florida that are available from Equifax's nationally compiled consumer database.

Equifax's national database contains information on over 120 million households. Equifax compiles this information from over 30 sources, creating a complete profile of the American consumer.

The purpose of this Residential Data Dictionary is to provide an explanation of:

- The Data Fields Contained in the Database
- The Various Values that Populate Each Data Field

For purposes of organization, each field has been categorized as to the general level of specificity that it provides. These general levels are:

- Area Specific Data
- Address Specific Data
- Household Specific Data
- Person Specific Data
- Other Data

Within each level, the fields have been grouped with other related fields to facilitate access.

Selected name and address fields – denoted by ♦ - are not included in the database but are available for an additional nominal charge.

Data Levels

Area Specific Data

- County Related Data
- 2000 Census Tract Identification
- 2000 SMACS Characteristics

Address Specific Data

- Address Data
- Address Quality Data
- USPS Delivery Sequence File (DSF) Data

Household Specific Data

- Household Demographic Data
- Household Quality Data
- Presence of Adults
- Presence of Children
- Mail Responder / Buyer / Donor Data
- Lifestyle Dimensions
- Credit Card Data
- Telephone Data
- Automotive Data

Person Specific Data

- Head of Household Data
- Second Person Data
- Age Elements on Record

Other Data

- Cluster Systems
- Database Keys
- Miscellaneous Items

Data Fields by Data Level

Area Specific Data

- County Related Data
 - Designated Marketing Area Code (DMA)
 - Metropolitan Statistical Area Code (MSA)
 - Core Based Statistical Area Code (CBSA)
 - Nielsen County Size Code
 - Sales Management Metropolitan Area Code (SMMA) (Effective January 2008, this field is no longer populated.)
- 2000 Census Tract Identification
 - Census Tract (Ct) / Block Numbering Area (BNA)
 - Block Group
 - Minor Civil Division (MCD) / Census County Division (CCD) (Effective January 2008, this field is no longer populated.)
 - Incorporated Place Code (Effective January 2008, this field is no longer populated.)
 - Census State Code
 - Census County Code
- 2000 SMACS Characteristics
 - 2000 SMACS Level
 - Median Age of Adults 18 or Older
 - Median Home Value
 - Median Household Income
 - Median Years of School Completed By Persons 25 or Older
 - Percent Households with Children
 - Percent in Single Unit Structures
 - Percent of 1995-2000 Move-Ins
 - Percent of Dwellings Built Between 1990-2000
 - Percent of Employed Persons in Professional, Technical, And Managerial Occupations
 - Percent of Employed Persons in Management / Business / Financial, Operations Occupations
 - Percent of Motor Vehicle Ownership
 - Percent of Owner Occupied Housing Units
 - Percent White

Data Fields by Data Level (continued)

Address Specific Data

- Address Data
 - ♦ Address
 - ♦ Unit Designator
 - ♦ Unit Number
 - City
 - State Abbreviation
 - Zip 5
 - ♦ Zip 4
 - ♦ Zip 9
 - ♦ Delivery Point Code
 - ♦ Delivery Point Correction Code
 - ♦ Carrier Route Number
 - ♦ Line of Travel Code
 - FIPS Code
 - State FIPS Code
 - County FIPS Code
 - County
 - Congressional District
 - Latitude
 - Longitude
- Address Quality Data
 - Address Name Censor Code (DMA or USPS)
 - Address Quality Code (Allows DSF Match Selection)
 - Address Type (House, RR, PO Box, Etc.)
 - File Code (Mail-able versus Information Only)
 - Mail Code (Use Name or Allow Resident Only) (Effective January 2008, this field is no longer populated.)
 - Record Status Code (Source & Age)
- USPS Delivery Sequence File (DSF) Data
 - DSF Coded Type (Info Only)
 - DSF Delivery Type Code
 - DSF Season Code
 - DSF Vacant Indicator (Effective January 2008, this field is no longer populated.)
 - National Deliverability Index (Info Only) (Effective January 2008, this field is no longer populated.)
 - Zip+4 / DSF Footnotes (Info Only)

Data Fields by Data Level (continued)

Household Specific Data

- Household Demographic Data
 - Dwelling Type (SFDU or MFDU)
 - Education
 - Hispanic
 - Home Ownership Code (Owner versus Renter)
 - Household Type Code (Family Composition)
 - Householder Age Code
 - Householder Age Indicator
 - Housing Size (Number of Families at Address) (Effective January 2008, this field is no longer populated.)
 - Income Model Indicator (Self Reported versus Modeled)
 - Income Predictor Code
 - Income Predictor Code Narrow Band
 - Length of Residence
 - Marital Status
 - Number of Adults in Household
 - Number of Children in Household
 - Number of Persons in Household
 - Household Occupation
 - Structure Age Year (Year Address First Reported)
- Household Quality Data
 - Number of Contributing Sources
 - Verification Date
- Presence of Adults
 - Presence of Adults Age 18-24 Specific
 - Presence of Adults Age 25-34 Specific
 - Presence of Adults Age 35-44 Specific
 - Presence of Adults Age 45-54 Specific
 - Presence of Adults Age 55-64 Specific
 - Presence of Adults Age 65-74 Specific
 - Presence of Adults Age 75+ Specific
 - Presence of Adults Age Unknown
 - Presence of Adults Age Under 35 Inferred
 - Presence of Adults Age 35-44 Inferred
 - Presence of Adults Age 45-64 Inferred
 - Presence of Adults Age 65+ Inferred
- Presence of Children
 - Presence of Children Age 0-2
 - Presence of Children Age 3-5
 - Presence of Children Age 6-10
 - Presence of Children Age 11-15
 - Presence of Children Age 16-17
 - Presence of Children Unknown Gender 0-17

Data Fields by Data Level (continued)

Household Specific Data (continued)

- **Mail Responder / Buyer / Donor Data**
 - Mail Responder / Buyer / Donor Code (Effective January 2008, this field is no longer populated.)
 - Mail Responder Indicator
 - Mail Buyer Indicator
 - Mail Donor Indicator
- **Lifestyle Dimensions**
 - Athletic Dimension
 - Blue Chip Dimension
 - Cultural Dimension
 - Do-It-Yourself Dimension
 - Domestic Dimension
 - Fitness Dimension
 - Good Life Dimension
 - Outdoors Dimension
 - Technology Dimension
- **Credit Card Data**
 - Bank Card
 - Finance Company Card
 - Miscellaneous Credit Card
 - Oil-Gas Card
 - Standard Retail Card
 - Standard Specialty Card
 - Travel/Entertainment Card
 - Upscale Retail Card
 - Upscale Specialty Retail Card
- **Telephone Data**
 - ♦ Area Code
 - ♦ Telephone Number
 - Phone Suppression Flag
 - Phone Transaction Date
- **Automotive Data**
 - Body Size of Newest Car Owned
 - Combined Market Value of All Vehicles
 - New Vehicle Purchase Code (Car and / or Truck)
 - Numbers of Cars Currently Registered & Owned
 - Motorcycle Ownership Code
 - Recreational Vehicle Ownership Code
 - Truck Ownership Code

Data Fields by Data Level (continued)

Person Specific Data

- Head of Household Data
 - ♦ Title Code
 - ♦ First Name
 - ♦ Middle Initial
 - ♦ Last Name
 - ♦ Suffix
 - Gender Code
 - Current Status of Person 1 (Effective January 2008, this field is no longer populated.)
- Second Person Data
 - ♦ First Name Second Person
 - ♦ Title Code Second Person
 - Current Status of Person 2 (Effective January 2008, this field is no longer populated.)
- Age Elements on Record (Up to Five Individuals)
 - Count of Age Elements Contained On Record (Effective January 2008, this field is no longer populated.)
 - ♦ First Name
 - ♦ Middle Initial
 - Gender Code
 - Age Code
 - Birth Date
 - Family Member Relationship

Other Data

- Cluster Systems
 - Prizm NE
 - Super Niches
 - Residential Master Segments
- Database Keys
 - Address ID
 - Household ID
 - Person ID
- Miscellaneous Items
 - Equifax Extract Date
 - Random

Area Specific Data

County Related Data

Designated Marketing Area Code (DMA)DMA (C4)

Designated Marketing Areas (DMAs) are geographic areas defined by the A.C. Nielsen Co. to indicate television viewing markets. They are similar to ADIs in that they define areas (by county and independent city) the viewers of which tune in to the signals of the same home-market stations.

Metropolitan Statistical Area Code (MSA)MSA (C4)

Metropolitan Statistical Areas (MSAs) are geographic areas defined by the U.S. Government. Although used by state and local governments and by private concerns for commercial purposes, they were created to enable all federal agencies to use the same geographic definitions in tabulating and publishing data for metropolitan areas. Definitions of MSAs are established and issued by the Office of Management and Budget (OMB). The general concept of an MSA is that of a geographic area consisting of a large population nucleus (a “central city”) together with adjacent communities having a high degree of economic and social integration with that nucleus. For the most part entire counties form the MSA building blocks. Some areas are defined around two or more central cities.

Core Based Statistical Area Code (CBSA).....CBSA (C5)

Core Based Statistical Areas (CBSAs) are geographic areas defined by the U.S. Census Bureau as a densely settled concentrations of population - comprising either an urbanized area or settlement clusters of 10,000 or more in population. It is a geographic entity consisting of the county or counties containing one or more cores (urbanized areas or settlement clusters or both) that together have at least 10,000 in population, plus adjacent counties having a high degree of social and economic integration with the core(s) as measured through commuting.

Area Specific Data (continued)

County Related Data (Continued)

Nielsen County Size Code..... NIELSEN (C1)

Nielsen County Size is a designation (A, B, C or D) placed on every county by the A.C. Nielsen Company. The designation is based on criteria set out below:

Value	Description
A	Counties belonging to one of the 21 largest MSA's
B	Counties not in "A", with population > 85,000
C	Counties not in "A" or "B", with population > 20,000 or belonging to an MSA with population > 20,000
D	All remaining counties

Sales Management Metropolitan Area Code (SMMA)..... SMMA (C4)

Sales Management Marketing Areas (SMMAs) are geographic marketing areas for which data is assembled and marketed by *Sales and Marketing Management*. The *Survey of Buying Power*, which contains much SMMA data, is one of the better known marketing data publications. SMMAs are taken from and are the same as MSAs with the following exceptions: Lawrence County, Alabama is in the Decatur, Alabama MSA but not in any SMMA, Harvey County, Kansas is in the Wichita, Kansas MSA but not in any SMMA. (Effective January 2008, this field is no longer populated.)

Area Specific Data (continued)

2000 Census Tract Identification

Census Tracts are statistical subdivisions of counties and are probably the most frequently used of the small areas for which census data are reported. All MSA counties and some counties outside MSAs are "traced". Tract boundaries are developed by local census committees working cooperatively with the Census Bureau. They generally contain some 4,000 persons and are designed so that those persons are relatively homogenous with respect to their social and economic characteristics. Tract boundaries do not cross county lines but can cross zip boundaries.

Census Tract (Ct) / Block Numbering Area (BNA) CEN_TRAC (C6)

Block Group CEN_BLOC (C1)

Minor Civil Division (MCD) / Census County Division (CCD)..... CEN_MCD (C5)
(Effective January 2008, this field is no longer populated.)

Incorporated Place Code..... CEN_PLAC (C5)
(Effective January 2008, this field is no longer populated.)

Census State Code CEN_STAT (C2)

Census County Code..... CEN_CNTY (C3)

2000 SMACS Characteristics

SM(all) A(rea) C(haracteristic)S. Data is aggregated at the zip code level if no tract group available.

2000 SMACS Level CEN_SMAC (C1)

Value	Description
Blank	No characteristics available
1	Characteristics applied at zip level
2	Characteristics applied at census tract level
3	Characteristics applied at block group level

Median Age of Adults 18 or Older MED_AGE (C3)

The mid-point age for the total population with an age of 18 and older. Expressed in tenths without a decimal point. A midpoint age of 45.1 years old would appear as 451.

Area Specific Data (continued)

2000 SMACS Characteristics (continued)

Median Home Value MED_HOME (C6)

Expressed in hundreds. Example: Median Home Value of \$66,195 would appear as 000662.

Median Household Income MED_INC (C5)

Expressed in hundreds. Example: Income of \$85,532 per year would appear as "00860."

Median Years of School Completed By Persons 25 or Older MED_SCH (C3)

Expressed in tenths without a decimal point. 10.2 years would be 102.

Percent Households with Children CHIL_P (C2)

Expressed in nearest whole percent, from 00-99 inclusive.

Percent in Single Unit Structures SFDU_P (C2)

Expressed in nearest whole percent, from 00-99 inclusive.

Percent of 1995-2000 Move-Ins NMOV_P (C2)

Expressed in nearest whole percent, from 00-99 inclusive.

Percent of Dwellings Built Between 1990-2000 B1980_P (C2)

Expressed in nearest whole percent, from 00-99 inclusive.

Percent of Employed Persons in Professional, Technical, and Managerial Occupations PROF_P (C2)

Expressed in nearest whole percent, from 00-99 inclusive.

Percent of Employed Persons in Management / Business / Financial, Operations Occupations MGT_P (C2)

Expressed in nearest whole percent, from 00-99 inclusive.

Percent of Motor Vehicle Ownership VEH_P (C2)

Expressed in nearest whole percent, from 00-99 inclusive.

Percent of Owner Occupied Housing Units OWN_P (C2)

Expressed in nearest whole percent, from 00-99 inclusive.

Percent White WHITE_P (C2)

Expressed in nearest whole percent, from 00-99 inclusive.

Address Specific Data

Address Data

◆ Address ADDRESS (C64)

A properly spaced concatenation of Street Number, Street Number Suffix, Pre Direction, Street Name, Street Type and Post Direction. This information has been address standardized and should be used for mailings.

◆ Unit Designator APT_TYPE (C4)

Identification of APT, STE, SPC, LOT. This information has been address standardized and should be used for mailings.

◆ Unit Number APT_NUMB (C10)

Identification of number. This information has been address standardized and should be used for mailings.

City CITY (C42)

The standardized City Name as defined by the USPS.

State Abbreviation STATE (C2)

USPS standard two letter State Abbreviation, i.e., IN (Indiana)

Zip 5 ZIP_5 (C5)

United States Postal Service five-digit ZIP-code. The Postal service is managed, controlled and made more effective through the 5-digit ZIP code (Zoning Improvement Plan). A unique ZIP (or ZIPs) is assigned to each post office. Each digit or series of digits of the ZIP identifies a geographic division established for efficient service to the various post offices.

The first three digits of the ZIP denote the Sectional Center. The final two digits in the ZIP denote a specific post office or part of a specific post office.

The country is divided into some 500 areas of contiguous post offices. The areas are called Sectional Centers. The boundary of each area was determined by the Postal Service and was based on population density, physical geography, roadway network and available transportation. They were established to maximize mail delivery efficiency within sectional centers and from sectional centers to other parts of the country. Sectional center boundaries do not cross state lines.

Address Specific Data (continued)

Address Data (continued)

◆ Zip 4 ZIP_4 (C4)

The Zip 4 (Zip+4) Code is appended to the Zip 5 Code to identify a very specific small delivery area – typically a city block.

◆ Zip 9 ZIP_9 (C9)

The Zip 9 Code is a concatenation of the Zip 5 Code and the Zip 4 Code.

◆ Delivery Point CodeCPCD (C2)

The Delivery Point Code is generally the last two characters of the street number or PO Box number of an address. It is used with the Zip 9 Code to create the Delivery Point Bar-code.

◆ Delivery Point Correction CodeCPCORCD (C1)

The Delivery Point Correction Code serves as a “check digit” when creating the Delivery Point Bar-code. The check digit is calculated by taking the sum of the 11-digit Zip Code and subtracting it from the next largest multiple of 10.

◆ Carrier Route NumberCRRT (C4)

A Carrier Route is a portion of a ZIP code. In “streeted” areas, it is a group of usually contiguous whole streets and/or portions of streets which are assigned to one letter carrier for delivery. In rural areas, Rural Routes, Highway Contract Routes and Post Office Boxes are considered carrier routes. The carrier route system is used to facilitate the delivery of mail. Each carrier route is assigned a code (unique within ZIP) consisting of a designation and a three-digit number.

Value	Description
BNNN	P O Box
CNNN	Carrier Route
GNNN	General Delivery
HNNN	Highway Contract Route
RNNN	Rural Route

FIPS CodeFIPS (C5)

A Federal Information Processing Standard number (FIPS) is assigned to every county in the US by the Census Bureau. The FIPS numbers begin with a 2-digit state code and are followed by a 3-digit County Code.

Address Specific Data (continued)

Address Data (continued)

State FIPS Code **FIPS_ST (C2)**

A 2-digit Federal Information Processing Standard (FIPS) number assigned by the Bureau of Census to every state in the US,

County FIPS Code **FIPSCNTY (C3)**

A 3-digit Federal Information Processing Standard (FIPS) number assigned by the Bureau of Census to every county in the US,

County **COUNTY (C28)**

Counties are primary political and administrative divisions of states.

Congressional District **CONGDIST (C2)**

A 2-digit identifier for the US congressional district.

Latitude **LAT (N13.8)**

The latitudinal coordinate of the address (NAD 84).

Longitude **LON (N13.8)**

The longitudinal coordinate of the address (NAD 84).

Address Specific Data (continued)

Address Quality Data

Address Name Censor Code..... CENSOR (C1)

A 1-digit code indicating whether the name or address has been censored by the DMA or the post office.

Value	Description
K	Mail able record
B	Address censored
N	Name censored

Address Quality Code..... ADDRQUAL (C1)

Value	Description
Blank	Unknown
0	Matched DSF
1	Address matched ZIP+4, did not match DSF
2	Address matched ZIP+4 by default, did not match DSF
3	No match to DSF or ZIP+4, but has a house # and street name
4	No match to DSF or ZIP+4, is a P. O. Box address
5	No match to DSF or ZIP+4, is Route only or Route and Box
6	No match to DSF or ZIP+4, is street name only
7	No match to DSF or ZIP+4, is a 2-line Address or General Delivery
8	Discontinued Zip Code

Address Type ADDRTYPE (C1)

Value	Description
1	House number and street name present
2	Rural/Highway Contract, Rte. No. With Box Number
3	Box Number only
4	Rural/Highway Contract, Route No. With no Box No.
5	Street name only present (misc. info)
6	General Delivery/No Address Line (2-liner)

File Code.....FILECODE (C1)

Value	Description
P	Desirable records, best for deliverability. These records make up Equifax's on-line main production file.
S	Undesirable records; not recommended for mailing purposes.

Address Specific Data (continued)

Address Quality Data (continued)

Mail CodeMAILCODE (C1)

(Effective January 2008, this field is no longer populated.)

Value	Description
0	May be mailed resident. These are generally MFDU'S without an apartment number
1	Must be mailed with name

Record Status Code.....RECSTAT (C1)

Value	Description
0	Most current record for address (both when all sources considered and when automotive sources given preference)
1	Most current record for address when all sources considered but displaced when automotive sources given preference
2	Most current record for address when all sources considered but displaced when non-automotive sources given preference
3	Record displaced by more current record at same address (SFDU)
5	MFDU's 19-24 months old at time of update (with and without apartment #'s)
6	Record 25-36 months old at time of update SFDU - Most current record in this category only. All other 25-36 month records are coded as Status Code 'D'.
7	No Equifax sources, 0-24 months old at time of update SFDU - Most current record in this category only. All other 00-24 month records are coded as Status Code "E".
8	Monthly buyer records over 18 months of age at time of final merge with no other Equifax sources
9	Other Public Sources, 0-24 months old
B	Stand Alone Self Reported Information
C	Address Record with no Active Head of Household assigned (Deceased, censored, etc.)
D	Records 25-36 months old at time of update/SFDU - If multiple surnames at base address, the most current becomes a code 6, all others will be code "D". MFDU or Address Types 4, 5 and 6, 25-36 months old.
E	ALL NON EQUIFAX SOURCES, 0-24 months old/SFDU - If multiple surnames at base address, the most current becomes a code 7, all others will be code "E". MFDU or Address Types 4, 5 and 6
J	Other Public Sources

Address Specific Data (continued)

USPS Delivery Sequence File (DSF) Data

DSF Delivery Type Code..... DSFTYPE (C1)

The Delivery Type Code categorizes a delivery point as a residential, business, or other type, and also describes the type of delivery service.

Value	Description
B	Business Delivery - Included in USPS Delivery Statistics
X	Business Delivery - Excluded from USPS Delivery Statistics
R	Residential Delivery - Included in USPS Delivery Statistics
S	Residential Delivery - Excluded from USPS Delivery Statistics
Blank	Unmatched

DSF Season Code DSFSEAS (C1)

This field is used to denote Seasonal Delivery. Seasonal Delivery is defined as a Delivery Point that is occupied during one, but less than four, of the standard divisions of the year - Fall, Spring, Summer and Winter.

Value	Description
N	Not Seasonal Delivery
Y	Seasonal Delivery

DSF Vacant Indicator DSFVAC (C1)

The Address Vacant Indicator specifies whether or not a delivery point has been unoccupied for 90 days or more. (Effective January 2008, this field is no longer populated.)

Value	Description
Y	Vacant - For more than 90 days
N	Not Vacant

Nationality Deliverability Index Codes NDIC_x (C1)

This series of seven fields is coded as follows (Effective January 2008, this field is no longer populated.):

Field.	Values	Description
NDIC_1	0 = No; 1 = Yes	Record Matched ZIP+4 Guide File
NDIC_2	0 = No; 1 = Yes	Address destined to an Apt/Firm
NDIC_3	0 = No; 1 = Yes	Address destined to Apt/Firm and has Apt/Ste #
NDIC_4	0 = No; 1 = Yes	Address destined to RR/HC
NDIC_5	0 = No; 1 = Yes	Address destined to RR/HC and has a Box #
NDIC_6	0 = No; 1 = Yes	Addressed Zip code is valid for Post Office Name
NDIC_7	0 = No; 1 = Yes	Address is Carrier Route Coded

Address Specific Data (continued)

USPS Delivery Sequence File (DSF) Data (continued)

Zip+4 / DSF Footnotes DSFFT_x (C1)

This series of twenty-nine fields is coded as follows:

Field	Values	Description
DSFFT_AA	0 = No; 1 = Yes	Matched to ZIP+4, Add-on returned
DSFFT_A1	0 = No; 1 = Yes	Not Matched to ZIP+4, Add-on not returned
DSFFT_A2	0 = No; 1 = Yes	Alias street name matched to base street name on ZIP+4
DSFFT_A3	0 = No; 1 = Yes	Match to alternate record on ZIP+4
DSFFT_BB	0 = No; 1 = Yes	Matched to DSF File
DSFFT_B1	0 = No; 1 = Yes	No acceptable match to DSF File
DSFFT_B2	0 = No; 1 = Yes	Alias street name matched to base street name on DSF
DSFFT_B3	0 = No; 1 = Yes	Match to an alternate record on DSF
DSFFT_CC	0 = No; 1 = Yes	Matched to DSF File but address is missing or contains invalid Secondary Address information
DSFFT_D	0 = No; 1 = Yes	Corrected Post Office Name and/or State information
DSFFT_E		Corrected Primary Address Fields Street Address: 1 - Added/changed directional, 2 - Changed Street Name spelling, 3 - Added/changed Suffix Rural Route/Highway Contract: 1 - Added/changed Route/Box , Indicators P O Box: 1 - Changed P O Box Indicators General Delivery: 1 - Changed Gen. Del. Indicators
DSFFT_F	0 = No; 1 = Yes	Corrected and/or abbreviated the Secondary Address Descriptor (I.E. APT, STE, RM, etc.) and/or corrected the Apartment Number (I.E. J7 to 7J)
DSFFT_G	0 = No; 1 = Yes	Delivery Point vacant for 90+ days
DSFFT_H	0 = No; 1 = Yes	Zip code corrected or added
DSFFT_J	0 = No; 1 = Yes	Failure to match Last Line Address
DSFFT_K	0 = No; 1 = Yes	Multiple match on Primary Address
DSFFT_K1	0 = No; 1 = Yes	Multiple match due to Directional
DSFFT_K2	0 = No; 1 = Yes	Multiple match due to Suffix
DSFFT_L	0 = No; 1 = Yes	Multiple match in Secondary Address
DSFFT_M1	0 = No; 1 = Yes	Missing Street Number
DSFFT_M2		Address not found: 1 - No such address. 2 - Incorrectly spelled street name
DSFFT_M3		No such primary number: 1 - No such number, 2 - Transposed or incorrect address number
DSFFT_M4		Firm name not matched: 1 - Input address missing firm name, 2 - Invalid firm name
DSFFT_N1	0 = No; 1 = Yes	Missing Secondary Number in a multiple ZIP+4 coded building
DSFFT_N2		Secondary Number not found: 1 - No such address, 2 - Transposed or incorrect number
DSFFT_P1	0 = No; 1 = Yes	Missing Rural Route/HC Number
DSFFT_P2		Rural Route/HC Box Number not on file: 1 - No such address, 2 - Transposed or incorrect number, 3 - Route number not found
DSFFT_Q1	0 = No; 1 = Yes	Missing P O Box Number
DSFFT_Q2		P O Box Number not found: 1 - No such address, 2 - Transposed or incorrect number

Household Specific Data

Household Demographic Data

Dwelling Type.....DWELLING (C1)

Type / size of building / structure associated with the address and the number of different surnames at the address.

Value	Description
0	Unknown
1	Single Unit
2	Multi <5 Units With Apt #
3	Multi <5 Units W/O Apt #
4	Multi 5-9 Units With Apt #
5	Multi 5-9 Units W/O Apt #
6	Multi 10+ Units With Apt #
7	Multi 10+ Units W/O Apt #

Education.....EDUC (C1)

Responder Education based on self-reported information.

Value	Description
1	Completed High School
2	Completed College
3	Completed Graduate School
4	Vocational / Technical School
Blank	Unknown

Hispanic.....HISPANIC (C1)

Derived based on Surname.

Value	Description
Y	Has Hispanic Surname
N	Does not have Hispanic Surname

Home Ownership Code HOMEOWN (C1)

Known homeowners: Actual home ownership information supplied; can also include town homes and condominiums. Probable homeowners: 90% of dwelling units owned in neighborhood area, and length of residence is 3 years or more, and single family or unidentified dwelling type. Mobile home if lot # is not provided. Known renters: Apartment number provided and individual indicated definite renter, or individual indicated renter but apartment number not available. Probable renters: Dwelling structure is multiple family dwelling unit, residence is less than 3 years, and 1990 SMAC's data indicates less than 20% owner occupied in the area.

Value	Description
0	Unknown
1	Definite Renter
2	Probable Renter
3	Probable Owner
4	Definite Owner

Household Specific Data (continued)

Household Demographic Data (continued)

Household Type Code (Family Composition) FAMCOMP (C2)

Value	Description
Blank	Composition Unknown
01	Married (Husband And Wife Present) W/Children (Under 18) Present. (This Code Used Only If One Of Our Sources Specified Married Household.)
02	Married (Husband & Wife Present) W/NO Children (Under 18) Present. (This Code Used Only If One Of Our Sources Specified Married Household.)
03	Two Persons, One Male And One Female - Marital Status Unknown - W/Children (Under 18) Present
04	Two Persons, One Male And One Female - Marital Status Unknown W/NO Children (Under 18) Present
05	Male Householder W/One Or More Other Persons Of Any Gender W/Children (Under 18) Present
06	Male Householder W/One Or More Persons Of Any Gender W/NO Children (Under 18) Present
07	Female Householder W/One Or More Other Persons Of Any Gender W/Children (Under 18) Present
08	Female Householder W/One Or More Other Persons Of Any Gender W/NO Children (Under 18) Present
09	Two Or More Persons Of Unknown Gender W/Children (Under 18) Present
10	Two Or More Persons Of Unknown Gender W/NO Children (Under 18) Present
11	One Person (Male Householder) W/Children (Under 18) Present
12	One Person (Male Householder) W/NO Children (Under 18) Present
13	One Person (Female Householder) W/Children (Under 18) Present
14	One Person (Female Householder) W/NO Children (Under 18) Present
15	One Person (Unknown Gender) W/Children (Under 18) Present
16	One Person (Unknown Gender) W/NO Children (Under 18) Present

Householder Age Code HHAGE (C1)

This is a household level age indicator using only the active individuals in the household. The code is based on actual data when available (HHAGEIND codes 0 and 1), otherwise by inference (HHAGEIND codes 2, 3 and 4) using age related data (presence of children, length of residence, etc.) and a Multinomial Logit analysis technique.

This age is usually used in combination with HHAGEIND for selection purposes.

Value	Description	Value	Description
Blank	Unknown	4	45-54 years old
1	18-24 years old	5	55-64 years old
2	25-34 years old	6	65-74 years old
3	35-44 years old	7	75+ years old

Household Specific Data (continued)

Household Demographic Data (continued)

Householder Age IndicatorHHAGEIND (C1)

Value	Description
Blank	Not Coded
0	Based On Specific Age Of Primary Given Name
1	Based On Specific Age Of Other Household Member
2	Inferred Age Of "Household" W/Strong Probability
3	Inferred Age Of "Household" W/Average Probability
4	Inferred Age Of "Household" W/Moderate Probability

Housing SizeHOUSIZE (C3)

The number of families / surnames at this address. (Effective January 2008, this field is no longer populated.)

Value	Description
Blank	Unknown
001	1 Family/Surname
002	2 Families/Surnames
...	...
999	999 Families/Surnames

Income Model IndicatorINC_IND (C1)

Value	Description
I	The Income Code Is Inferred From A Model.
S	The Income Code Is Specific From Self-Reported Data.

Income Predictor Code.....INC (C1)

Value	Description	Value	Description
0	No data available	6	\$50,000 - \$74,999
1	Under \$15,000	7	\$75,000 - \$99,999
2	\$15,000 - \$19,999	8	\$100,000 - \$124,999
3	\$20,000 - \$29,999	9	\$125,000 - \$149,999
4	\$30,000 - \$39,999	A	\$150,000 and over
5	\$40,000 - \$49,999		

Household Specific Data (continued)

Household Demographic Data (continued)

Income Predictor Code Narrow Band INC_NAR (C1)

Value	Description	Value	Description
1	Less than \$15,000	G	\$85,000 - \$89,999
2	\$15,000 - \$19,999	H	\$90,000 - \$94,999
3	\$20,000 - \$24,999	I	\$95,000 - \$99,999
4	\$25,000 - \$29,999	J	\$100,000 - \$104,999
5	\$30,000 - \$34,999	K	\$105,000 - \$109,999
6	\$35,000 - \$39,999	L	\$110,000 - \$114,999
7	\$40,000 - \$44,999	M	\$115,000 - \$119,999
8	\$45,000 - \$49,999	N	\$120,000 - \$124,999
9	\$50,000 - \$54,999	O	\$125,000 - \$129,999
A	\$55,000 - \$59,999	P	\$130,000 - \$134,999
B	\$60,000 - \$64,999	Q	\$135,000 - \$139,999
C	\$65,000 - \$69,999	R	\$140,000 - \$144,999
D	\$70,000 - \$74,999	S	\$145,000 - \$149,999
E	\$75,000 - \$79,999	T	\$150,000 or More
F	\$80,000 - \$84,999		

Length of Residence..... L_O_RES (C1)

The number of years since the household was first identified at this address. Maximum set at 20 years.

Value	Description	Value	Description
A	00 - 06 Months	L	In The 10th Year
B	07 - 12 Months	M	In The 11th Year
C	13 - 18 Months	N	In The 12th Year
D	19 - 24 Months	O	In The 13th Year
E	In The 3rd Year	P	In The 14th Year
F	In The 4th Year	Q	In The 15th Year
G	In The 5th Year	R	In The 16th Year
H	In The 6th Year	S	In The 17th Year
I	In The 7th Year	T	In The 18th Year
J	In The 8th Year	U	In The 19th Year
K	In The 9th Year	V	20 Or More Years

Marital Status MARITAL (C1)

Infer married if title is Mr. or Mrs. with male name.

Value	Description
1	Household Contains At Least One Married Person
2	Household Contains At Least One Single Person
3	Household Contains Both Married And Single Persons

Household Specific Data (continued)

Household Demographic Data (continued)

Number Of Adults In Household..... HHADULTS (C1)

Generated during compilation and reflects the sum total of the number of adults (18 or older) in the household.

Value	Description
1	One Adult
2	Two Adults
3	Three Adults
4	Four Adults
5	Five Adults
6	Six Adults
7	Seven Adults
8	Eight Adults
9	Nine Or More Adults

Number Of Children In Household HHCHILDS (C1)

Number of children (persons under 18) in household.

Value	Description
1	One Child
2	Two Children
3	Three Children
4	Four Children
5	Five Children
6	Six Children
7	Seven Children
8	Eight Children
9	Nine Or More Children

Number Of Persons In Household HHPEOPLE (C1)

This data element is derived from sources that provide name and address data for the file. Includes adults (18 and older), children (under 18), and persons of unknown age.

Value	Description
1	One Person
2	Two Persons
3	Three Persons
4	Four Persons
5	Five Persons
6	Six Persons
7	Seven Persons
8	Eight Persons
9	Nine Or More Persons

Household Specific Data (continued)

Household Demographic Data (continued)

Household Occupation.....OCC (C2)

Household Occupation is multi-sourced. If more than one occupation is supplied for a household, the highest level occupation is used.

Value	Description	Value	Description
10	Professional-technical	51	Foreman
11	Doctors	52	Operatives
12	Lawyers/judges	60	Farm
13	Teachers/librarians	61	Unskilled
20	Administrative/manager	62	Service workers
21	Management	70	Military
22	Proprietor	80	Student
23	Supervisor	90	Retired
30	Sales/service	91	Homemaker
40	Clerical/white collar	93	Not interpretable
50	Craftsman/blue collar		

Structure Age Year.....ADDYEAR (C4)

Year in which this structure / address (house number) first appeared on some source list.

Household Quality Data

Number Of Contributing Sources.....SOURCES (C2)

Indicates the number of incoming source lists contributing to the composition of this record. Value is a two (2) digit number from 00-99. 00 are records where there are no active sources, but the address is deliverable.

Verification Date.....VERIDATE (C6)

The year and month (YYYYMM) this surname and address was most recently verified by the most current source list.

Household Specific Data (continued)

Presence Of Adults

Presence Of Adults Age Specific ADL_xxxx (C1)

Field	Description
ADL_1824	Age 18-24 Specific
ADL_2534	Age 25-34 Specific
ADL_3544	Age 35-44 Specific
ADL_4554	Age 45-54 Specific
ADL_5564	Age 55-64 Specific
ADL_6574	Age 65-74 Specific
ADL_7599	Age 75 Plus Specific
ADL_UNKN	Age Unknown

Value	Description
Blank	None Present or Unknown
1	Male Present
2	Female Present
3	Male and Female Present
4	Unknown Gender Present
5	Male and Unknown Gender Present
6	Female and Unknown Gender Present
7	Male, Female and Unknown Gender Present

Presence Of Adults Age Inferred IADLxxxx (C1)

Field	Description
IADL1834	Age 18-34 Inferred
IADL3544	Age 35-44 Inferred
IADL4564	Age 45-64 Inferred
IADL6599	Age 65 Plus Inferred

Value	Description
Blank	Unknown
1	Adult Present

Presence Of Children

Presence Of Children Age CAG_xxxx (C1)

Field	Description
CAG_0002	Age 00-02
CAG_0305	Age 03-05
CAG_0610	Age 06-10
CAG_1115	Age 11-15
CAG_1617	Age 16-17
CAG_UNKN	Age Unknown

Value	Description
Blank	None Present or Unknown
1	Male Present
2	Female Present
3	Male and Female Present
4	Unknown Gender Present
5	Male and Unknown Gender Present
6	Female and Unknown Gender Present
7	Male, Female and Unknown Gender Present

Household Specific Data (continued)

Mail Responder / Buyer / Donor Data

Mail Responder / Buyer / Donor CodeMO_CODE (C1)

Identifies known buyers of various products through mail order catalogs, responders to offers through the mail from sweepstakes to opportunities, and donors to charitable and humane causes. (Effective January 2008, this field is no longer populated.)

Value	Description
0	No information available
1	Single Mail Order Buyer
2	Single Mail Responder
3	Multiple Mail Responder
4	Both a Mail Order Buyer and a Mail Responder
5	Multiple Mail Order Buyer
6	Both a Donor and Responder
7	Both a Donor and Mail Order Buyer
8	Donor and Mail Order Buyer and Responder
9	Donor

Mail Responder IndicatorMO_RESP (C1)

Code indicating a RESPONSE was made by mail.

Value	Description
0	No Mail Response Information Available
1	Single Mail Respondent
2	Multiple Mail Respondent

Mail Buyer IndicatorMO_BUYR (C1)

Code indicating a PURCHASE was made by mail.

Value	Description
0	No Mail Buyer Information Available
1	Single Mail Buyer
2	Multiple Mail Buyer

Mail Donor IndicatorMO_DONR (C1)

Code indicating a DONATION was made by mail.

Value	Description
0	No Mail Donor Information Available
1	Single Mail Donor
2	Multiple Mail Donor

Household Specific Data (continued)

Lifestyle Dimensions

The Lifestyle Dimensions are based on combinations of self-reported Lifestyle Interests. Lifestyle Interests may be reported by any adult member of the household.

Value	Description
Blank	No Information Available
Y	Interest

Athletic Dimension..... ATHLETIC (C1)

This dimension is based on interest in up to 2 or more of the following lifestyles: Tennis, Bicycling, Golf, Running / Jogging, and Snow Skiing.

Blue Chip Dimension..... BLUECHIP (C1)

This dimension is based on interest in up of 2 or more of the following lifestyles with at least one interest denoted by “*”: * Stock / Bond Investments, Community / Civic Activities, Real Estate Investments, and Self Improvement.

Cultural Dimension.....CULTURE (C1)

This dimension is based on interest in up of 2 or more of the following lifestyles with at least one interest denoted by “*”: * Art / Antique Collecting, Collectibles / Collections, *Cultural / Arts Events, Crafts, and Foreign Travel.

Do-It-Yourself Dimension.....DOITYOUR (C1)

This dimension is based on interest in up of 2 or more of the following lifestyles with at least one interest denoted by “*”: *Automotive Work, CB Radio, *Home Workshop, Motorcycling, *Electronics, and Recreational Vehicles.

Domestic Dimension.....DOMESTIC (C1)

This dimension is based on interest in up to 3 or more of the following lifestyles: Sewing, Gardening, Needlework/Knitting, Home Workshop, Crafts, House Plants, Gourmet Cooking / Fine Foods, and Book Reading.

Fitness Dimension.....FITNESS (C1)

This dimension is based on interest in up of 2 or more of the following lifestyles with at least one interest denoted by “*”: *Physical Fitness / Exercise, Bicycling, Running / Jogging, Self Improvement, and Health / Natural Foods.

Household Specific Data (continued)

Lifestyle Dimensions (continued)

Good Life Dimension..... GOODLIFE (C1)

This dimension is based on interest in up to 3 or more of the following lifestyles: Gourmet Cooking / Fine Foods, Health / Natural Foods, Wines, Home Furnishing / Decorating, Fashion Clothing, Cultural / Arts Events, and Foreign Travel.

Outdoors Dimension OUTDOOR (C1)

This dimension is based on interest in up to 3 or more of the following lifestyles: Hunting / Shooting, Sailing / Boating, Fishing, Motorcycling, Camping / Hiking, CB Radio, and Recreational Vehicles.

Technology Dimension..... TECH (C1)

This dimension is based on interest in up to 3 or more of the following lifestyles: Stereo / Records / Tapes / CD's, Photography, Home Video Recording, Electronics, Home Video Games, Science / New Technology, Home / Personal Computers.

Credit Card Data

Household Credit Card.....CC_xxxxx (C1)

Each field represents a category of credit card used by someone within the household.

Field	Values	Description
CC_BANK	0 = No; 1 = Yes	Bank Card
CC_FIN	0 = No; 1 = Yes	Finance Company Card
CC_MISC	0 = No; 1 = Yes	Miscellaneous Credit Card
CC_GAS	0 = No; 1 = Yes	Oil / Gas Card
CC_STANR	0 = No; 1 = Yes	Standard Retail Card
CC_STANS	0 = No; 1 = Yes	Standard Specialty Card
CC_TRAV	0 = No; 1 = Yes	Travel / Entertainment Card
CC_UPSCR	0 = No; 1 = Yes	Upscale Retail Card
CC_UPSCS	0 = No; 1 = Yes	Upscale Specialty Card

Household Specific Data (continued)

Telephone Data

◆ Area CodeACODE (C3)

◆ Telephone Number.....TELE (C7)

Phone Suppression Flag.....PHONSUPP (C1)

Value	Description
Blank	No Action Taken
Y	Phone Number Suppressed

Phone Transaction Date.....PHONDATE (C1)

Six digit code (CCYYMM) indicating the year and month received telephone transactions from the phone source data.

Household Specific Data (continued)

Automotive Data

Body Size Of Newest Car OwnedAUTO_TYP (C2)

Value	Description	Value	Description
Blank	Unknown	07	Sub-Compact Regular
00	Standard	08	Sub-Compact Specialty
01	Luxury	09	Passenger Utility
02	Personal Luxury	10	Economy Import
03	Intermediate Regular	11	Standard Size Import
04	Intermediate Specialty	12	Sporty Import
05	Compact Regular	13	Luxury Import
06	Compact Specialty		

Combined Market Value of All VehiclesAUTO_VAL (C4)

This field contains the sum of the Current Market Value (CMV) of all currently registered cars and trucks (GVW 1 & 2) owned or leased. The value is expressed in hundreds of dollars and the maximum value is 9999 (\$999,900). The value is blank if no vehicle data is available or no vehicles are registered. The CMV is assigned using current National Auto Dealers Association (NADA) statistics on new and used vehicles.

New Vehicle Purchase Code (Car and / or Truck)..... AUTO_NEW (C1)

This value indicates if a vehicle was purchased new within the household. Not necessarily currently owned.

Value	Description
0	Unknown
1	New Vehicle Purchaser

Number Of Cars Currently Registered And Owned AUTO_CNT (C1)

This count reflects cars on the record.

Value	Description	Value	Description
Blank	Unknown / Restricted State	5	Five Cars Registered
0	No Cars Registered	6	Six Cars Registered
1	One Car Registered	7	Seven Cars Registered
2	Two Cars Registered	8	Eight Cars Registered
3	Three Cars Registered	9	Nine Or More Cars Registered
4	Four Cars Registered		

Household Specific Data (continued)

Automotive Data (continued)

Motorcycle Ownership CodeOWNCYCLE (C1)

Value	Description
0	Unknown
1	Motorcycle Owner

Recreational Vehicle Ownership CodeOWNRV (C1)

Value	Description
0	Unknown
1	Recreational Vehicle Owner

Truck Ownership Code.....OWNTRUCK (C1)

Value	Description
0	Unknown
1	Truck Owner

Person Specific Data

Head Of Household Data

◆ **Title Code** **TITLE (C1)**

A code to indicate the title of the individual identified as the head of household.

Value	Description	Value	Description
Blank	Unknown Title	4	MRS
1	MR	5	DR
2	MRS with male name	6	REV
3	MS or Miss		

◆ **First Name** **FIRST (C14)**

The first name of the individual identified as the head of household.

◆ **Middle Initial** **MIDDLE (C1)**

The middle initial of the individual identified as the head of household. May be blank.

◆ **Last Name** **LAST (C20)**

The middle initial of the individual identified as the head of household.

◆ **Suffix** **SUFFIX (C2)**

May be JR, SR, II, 3D or blank.

Gender Code **GENDER (C1)**

Value	Description
Blank	Unknown
1	Male
2	Female
3	Female with Male Name

Current Status of Person 1 **STATCDP1 (C1)**

(Effective January 2008, this field is no longer populated.)

Value	Description
Blank	Unknown
1	Active (OK to Mail)
2	(Reserved)
3	Censored (Do Not Mail)
4	Inactive (Do Not Use)
5	Deceased (Do Not Use)

Person Specific Data (continued)

Second Person Data

◆ **First Name Second Person** **FIRST_S (C14)**

Blanks may be present as in "Mary Jane". May contain initial only.

◆ **Title Code Second Person** **TITLE_S (C1)**

A code to indicate the title of the individual identified as the second person in the household.

Value	Description	Value	Description
Blank	Unknown Title	4	MRS
1	MR	5	DR
2	MRS with male name	6	REV
3	MS or Miss		

Current Status of Person 2 **STATCDP2 (C1)**

(Effective January 2008, this field is no longer populated.)

Value	Description
Blank	Unknown
1	Active (OK to Mail)
2	(Reserved)
3	Censored (Do Not Mail)
4	Inactive (Do Not Use)
5	Deceased (Do Not Use)

Person Specific Data (continued)

Age Elements On Record (Up to Five Individuals)

Up to five adults may be identified in a single household. These adults include the individuals identified as the primary and secondary members of the household. The six fields associated with each available name are identical with the exception that the last character of the field name denotes which individual is being referenced.

Count Of Age Elements Contained On Record AGECOUNT (C1)

(Effective January 2008, this field is no longer populated.)

◆ **First Name.....** FIRST_x (C14)

◆ **Middle Initial** MIDDLE_x (C1)

Gender Code GENDER_x (C1)

Value	Description
Blank	Unknown
1	Male
2	Female
3	Female with Male Name

Age Code AGE_x (C2)

Value	Description	Value	Description
Blank	Not present	24	Age 24 or 25
17	Under 18 years of age
18	Age 18 or 19	98	Age 98 or 99
20	Age 20 or 21	99	Age 100+
22	Age 22 or 23		

Birth Date..... DOB_x (C6)

The year and month (CCYYMM) of birth. May not be available on all names.

Family Member Relationship PERSTYPx (C1)

Value	Description
Blank	Not available
1	Head of Household
2	Wife/Spouse
3	Other Family Member

Other Data

Cluster Systems

Prizm NEPRIZMNE (C2)

Value	Description	Value	Description
01	Upper Crust	36	Blue-Chip Blues
02	Blue Blood Estates	37	Mayberry-ville
03	Movers & Shakers	38	Simple Pleasures
04	Young Digerati	39	Domestic Duos
05	Country Squires	40	Close-In Couples
06	Winner's Circle	41	Sunset City Blues
07	Money & Brains	42	Red, White & Blues
08	Executive Suites	43	Heartlanders
09	Big Fish, Small Pond	44	New Beginnings
10	Second City Elite	45	Blue Highways
11	God's Country	46	Old Glories
12	Brite Lites, Li'l City	47	City Startups
13	Upward Bound	48	Young & Rustic
14	New Empty Nests	49	American Classics
15	Pools & Patios	50	Kid Country, USA
16	Bohemian Mix	51	Shotguns & Pickups
17	Beltway Boomers	52	Suburban Pioneers
18	Kids & Cul-de-Sacs	53	Mobility Blues
19	Home Sweet Home	54	Multi-Culti Mosaic
20	Fast-Track Families	55	Golden Ponds
21	Gray Power	56	Crossroad Villagers
22	Young Influentials	57	Old Milltowns
23	Greenbelt Sports	58	Back Country Folks
24	Up-and-Comers	59	Urban Elders
25	Country Casuals	60	Park Bench Seniors
26	The Cosmopolitans	61	City Roots
27	Middleburg Managers	62	Hometown Retired
28	Traditional Times	63	Family Thrifts
29	American Dreams	64	Bedrock America
30	Suburban Sprawl	65	Big City Blues
31	Urban Achievers	66	Low-Rise Living
32	New Homesteaders	67	Unclassified
33	Big Sky Families		
34	White Picket Fences		
35	Boomtown Singles		

Other Data (continued)

Cluster Systems (continued)

Super Niches NICHES (C2)

An Equifax developed household marketing segmentation scheme. Super Niches uses Age, Income, Presence of Children, and Economic Activity to factor a household into cluster groupings.

Niches	Super-Niches Contained	Average Household Income	Average Age of Household	Approx.% of Niches Households	Demographic Profile	Product Interests
A. Already Affluent	A1, A2	\$166,000	29	0.3%	White collar, few kids, high home value, high education, mail responsive	Electronics, real estate, stocks, fitness, outdoor sports, culture, fashion, travel, multiple credit cards
B. Big Spender Parents	B1, B2	\$162,000	43	1.2%	Traditional families with kids, white collar, high home values, high education, mail responsive	Video cameras, stocks, home improvements, fitness, camping, travel, multiple credit cards
C. Chic Society	C1, C2, C3, C4, C5	\$167,000	49	3.7%	Few kids, high home ownership and values, high education, mail responsive	Stocks/bonds, apparel, charities, fitness, cultural events, antiques, fashion, travel, multiple credit cards
D. Diamonds-to-Go	D1, D2, D3, D4	\$123,000	48	5.7%	Home owners, high home values, kids, white collar, mail responsive	Home furnishings, stocks, computers, gourmet cooking, gardening, travel, multiple credit cards
E. Easy Street	E1, E2	\$161,000	64	0.4%	White collar, high education, grown children, home owners, high home values, mail responsive	Grandchildren, travel, stocks/bonds, real estate, golf, gardening, cultural events, TV sports, fitness, travel
F. Feathering-the Nest	F1, F2, F3, F4, F5, F6, F7, F8	\$163,000	31	0.4%	High presence of kids, white collar, high education, high home values, high mobility, mail responsive	Kid items, video cameras, outdoor sports, cooking, TV sports, travel, internet, multiple credit cards
G. Go-Go Families	G1, G2, G3	\$166,000	43	0.1%	High presence of kids, high mobility, renters, white collar, mail responsive	Personal computers, fashion clothing, electronics, new technology, reading, internet, multiple credit cards
H. Home Hoppers	H1, H2, H3, H4, H5, H6, H7, H8, H9, H10, H11, H12	\$125,000	40	2.4%	Few kids, renters, high mobility, high education, white collar, mail responsive	Electronics and audio, computers, photography, stocks, fitness, outdoor activities, multiple credit cards
I. IRA Spenders	I1, I2, I3	\$91,000	67	5.1%	No children living at home, retired, home owners, long length of residence, mail responsive	Home furnishings, audio equipment, art, antiques, golf, gardening, casino gambling, multiple credit cards
J. Just Sailing Along	J1, J2, J3, J4, J5	\$68,000	31	7.7%	No children, renters, white collar, students, short length of residence	Camping equipment, electronics, wines, gourmet food, new technology, outdoor activities, travel abroad
K. Kiddie Kastles	K1, K2, K3, K4, K5, K6	\$73,000	43	11.9%	Homeowners, children in household, white collar, college graduates, mail responsive	Computers, video cameras, kids items, fitness, outdoor activities, automotive work, multiple credit cards

Other Data (continued)

Super Niches (continued)

Niches	Super-Niches Contained	Average Household Income	Average Age of Household	Approx.% of Niches Households	Demographic Profile	Product Interests
L. Loose Change	L1, L2	\$71,000	43	5.3%	Two adult households with no children, homeowners, long length of residence, high education	Home improvements, tools, electronics, wine, rugged outdoor activities, automotive work, pets
M. Mid-life Munchkins	M1, M2, M3, M4	\$71,000	55	6.1%	Children or grandchildren present, homeowners, white collar, high education, mail responsive	Pets, business travel, home furnishings, collectibles, investing, charities, camping, multiple credit cards
N. Nice and Easy Grandparents	N1, N2, N3	\$68,000	68	6.9%	Empty nesters, homeowners, long lengths of residence, retired or white collar, high education	Tools, audio equipment, stocks, fundraising, gardening, golf, crafts, civic and bible activities, grandchildren
O. Oodles of Offspring	O1, O2, O3, O4, O5, O6, O7	\$36,000	28	2.1%	Children, high school graduates, renters, blue collar, low home values	Personal computers, electronics, fashion clothing, investing, domestic travel, camping, internet
P. Parks Parts and Prayers	P1, P2, P3, P4	\$31,000	38	2.7%	Children, some single parents, home owners, high mobility, high school education, blue collar	Video cameras, computers, music, automotive work, fashion clothing, outdoor activities, cats, fitness
Q. Quiet Homebodies	Q1, Q2, Q3, Q4, Q5, Q6	\$55,000	43	9.2%	Home owners, about half have children, high mobility, clerical or blue collar, high school education, students	Collectibles, personal computers, pets, moneymaking opportunities, outdoor sports, cooking, gardening
R. Rocky Road	R1, R2, R3, R4	\$40,000	44	5.3%	No children, more than half are renters, high school education, blue collar	Home remodeling, camping, fishing, automotive work, gardening, music, internet, self improvement
S. Still Going Strong	S1, S2, S3, S4, S5	\$32,000	63	1.5%	Children present, home owners, low mobility, high school education, blue collar, mail responsive	Grandchildren, home furnishings, photography, video cameras, indoor activities, multiple credit cards
T. Totebaggers	T1, T2	\$26,000	28	1.4%	Young, single adults, no children, high mobility, students, sales/service	New technology, personal computers, electronics, fitness, many sports, cultural events, travel abroad
U. Under-the-Car	U1, U2	\$28,000	37	1.4%	Two adults, no children, homeowners, high school education, clerical or blue collar, mail responsive	Pets, home improvements, casino gambling, tools, do-it-yourselfers, automotive, multiple credit cards
V. Very Spartan	V1, V2, V3	\$26,000	37	7.2%	No children, renters, highly mobile, blue collar, high school education	Electronics, computers, audio, sweepstakes, camping, automotive work, home improvements, video games
W. Working Hard	W1, W2, W3, W4, W5	\$25,000	42	1.8%	Children present, mobile, high school education, blue collar, mobile	Moneymaking opportunities, sweepstakes, collectibles, audio equipment, camping, automotive work, cable TV
X. X-tra Needy	X1, X2, X3	\$25,000	66	2.0%	No children, about half are home owners, retired or blue collar	Grandchildren, in-home entertainment, self-improvement, bible devotion, cable TV, needlework
Y. Young-at-Heart	Y1, Y2, Y3	\$26,000	70	3.4%	Older households, some still have children at home, homeowners, retired, mail responsive	Collectibles, home furnishings, charity, casino gambling, needlework, bible devotion, credit cards
Z. Zero Mobility	Z0, Z2, Z3	\$25,000	71	4.7%	Empty Nesters, homeowners, retired, long length of residence, mail responsive	Grandchildren, tools, stereo music, house plants, health, sewing, needlework, gardening, sweepstakes

Other Data (continued)

Cluster Systems (continued)

Residential Master Segments RMASTSEG (C1)

Value	Description
1	Environmental Advocates
2	Traditionalists
3	Techies
4	Affluents
5	Loyals with Needs
6	Price Focused
Blank	Unknown

Database Keys

Address IDAID (C10)

The Address ID identifies a unique address and is based on a combination of the Zip 5 Code, the Street Address, and the Unit Number.

Household IDHID (C14)

The Household ID identifies a unique Last Name at a particular address.

Person IDPID (C21)

The Person ID identifies a unique First Name, Middle Initial, and Suffix at a particular household.

Miscellaneous Items

Equifax Extract Date EQU_DATE (C8)

CCYYMMDD - The date this information was extracted from Equifax's database.

Random.....RANDOM (N8.0)

A random number generated and assigned to each record during the database build process.