

FIELD DECODE SHEET

ADULT AGE RANGE

A 18-24
B 25-29
C 30-34
D 35-39
E 40-44
F 45-49
G 50-54
H 55-59
I 60-64
J 65 +
K 65-69
L 70-74
M 75 +

MARITAL STATUS

S Single
M Married
U Unknown

GENDER

M Male
F Female
U Unknown

SALUTATION

1 Mr.
2 Initial
3 Miss
4 Mrs.
5 Dr.
6 Reverend
8 Military
9 Ms.

RELIGION OF HOUSEHOLD

C Catholic
H Hindu
J Jewish
M Muslim
P Protestant

CREDIT CARD TYPE

1 Retail
2 Bank
3 Oil
4 Specialty
5 Upscale Retail/Specialty
6 Finance
7 Miscellaneous
8 Any Card
9 Premium Card

EXPENDABLE INCOME/NET WORTH

A Top Rank
B Second Rank
C Third Rank
D Fourth Rank
E Fifth Rank
F Sixth Rank
G Seventh Rank
H Eighth Rank
I Ninth Rank
J Tenth Rank
K Eleventh Rank
L Twelfth Rank
M Thirteenth Rank
N Fourteenth Rank
O Fifteenth Rank

LOCATION TYPE

M Multi-Family Dwelling Unit (MFDU)
S Single-Family Dwelling Unit (SFDU)
M Mobile Home

NIELSEN POPULATION AREA

A 810,000 + Households
B 85,000 - 809,000 Households
C 20,000 - 84,999 Households
D Under 20,000 Households

HOUSEHOLD INCOME

A Under \$20,000
B \$ 20,000 - \$29,999
C \$ 30,000 - \$39,999
D \$ 40,000 - \$49,999
E \$ 50,000 - \$59,999
F \$ 60,000 - \$69,999
G \$ 70,000 - \$79,999
H \$ 80,000 - \$89,999
I \$ 90,000 - \$99,999
J \$100,000 - \$124,999
K \$125,000 - \$149,999
L \$150,000 - \$174,999
M \$175,000 - \$199,999
N \$200,000 - \$249,999
O \$250,000 - \$299,999
P \$300,000 - \$399,999
Q \$400,000 - \$499,999
R \$500,000 Plus

HOME VALUE

A \$1 - \$24,999
B \$ 25,000 - \$49,999
C \$ 50,000 - \$74,999
D \$ 75,000 - \$99,999
E \$100,000 - \$124,999
F \$125,000 - \$149,999
G \$150,000 - \$174,999
H \$175,000 - \$199,999
I \$200,000 - \$249,999
J \$250,000 - \$299,999
K \$300,000 - \$349,999
L \$350,000 - \$399,999
M \$400,000 - \$449,999
N \$450,000 - \$499,999
O \$500,000 - \$599,999
P \$600,000 - \$699,999
Q \$700,000 - \$799,999
R \$800,000 - \$899,999
S \$900,000 - \$999,999
T \$1,000,000 +

HOME SALE PRICE

A \$1 - \$24,999
B \$ 25,000 - \$49,999
C \$ 50,000 - \$74,999
D \$ 75,000 - \$99,999
E \$100,000 - \$124,999
F \$125,000 - \$149,999
G \$150,000 - \$174,999
H \$175,000 - \$199,999
I \$200,000 - \$249,999
J \$250,000 - \$299,999
K \$300,000 - \$349,999
L \$350,000 - \$399,999
M \$400,000 +

MORTGAGE FINANCE TYPE

A Adjustable

LANGUAGE SPOKEN IN HH

C Russian
H Polish
M Tagalog
1 English
2 Spanish
3 Japanese
4 Korean
5 Chinese
6 Cantonese
7 Vietnamese
8 Armenian
9 Hindi

MORTGAGE LOAN AMOUNT

A Under \$25,000
B \$ 25,000 - \$49,999
C \$ 50,000 - \$74,999
D \$ 75,000 - \$99,999
E \$100,000 - \$149,999
F \$150,000 - \$199,999
G \$200,000 - \$249,999
H \$250,000 - \$499,999
I \$500,000 - \$999,999
J \$1,000,000 +

RESIDENCE TYPE

A Apartment
H House

RESIDENCE OWNERSHIP

0 Unknown
1 Renter
2 Owner
3 Confirmed Owner

LOAN-TO-VALUE RATIO

A 0%
B 1 - 9%
C 10 - 19%
D 20 - 29%
E 30 - 39%
F 40 - 49%
G 50 - 59%
H 60 - 69%
I 70 - 79%
J 80 - 89%
K 90 - 99%
L 100 - 109%
M 110 - 119%
N 120 - 129%
O 130 - 139%
P 140 - 149%
Q 150%+

MATCH LEVEL CODE

0 Site-Level
4 ZIP + 4 Centroid
2 ZIP + 2 Centroid
X ZIP Centroid

NIELSON REGION

A East Central
B Metro Chicago
C Metro New York City
D Mid-Atlantic
E New England
G Pacific
I Southeast
J Southeast
K West Central
L Greater Los Angeles

MORTGAGE LOAN TYPE

A Assumption
B Building/Construction
C Cash
E Credit Line/Equity
F FHA
N New Conventional
R Refinance
V VA
2 Standalone Second

MEAN YEARS OF SCHOOLING

A 5th to 7th Grade Completed
B 8th to 9th Grade Completed
C Attended/Graduated High School
D Some College (up to 2 yrs.)
E More Than 2 Yrs. College/College Grad.
F Post-Graduate College (up to 2 yrs.)

HOME EQUITY ESTIMATE

A \$0 - \$9,999
B \$ 10,000 - \$19,999
C \$ 20,000 - \$29,999
D \$ 30,000 - \$39,999
E \$ 40,000 - \$49,999
F \$ 50,000 - \$59,999
G \$ 60,000 - \$69,999
H \$ 70,000 - \$79,999
I \$ 80,000 - \$89,999
J \$ 90,000 - \$99,999
K \$100,000 - \$149,999
L \$150,000 - \$199,999
M \$200,000 - \$299,999
N \$300,000 - \$499,999
O \$500,000 +

MFDU - # OF UNITS

B 2 Units
C 3 Units
D 4 Units
E 5 Units
F 6 Units
G 7 Units
H 8 Units
I 9 Units
J 10 - 19 Units
K 20 - 29 Units
L 30 - 39 Units
M 40 - 49 Units
N 50 - 99 Units
O 100+ Units

OCCUPATION

0 Unknown
1 Business Owner
2 Professional or Technical
3 Executive/Upper Management
4 Middle Management
5 White Collar
6 Blue Collar/Skilled Tradesperson
7 Health Services
8 Secretary/Clerical/Administrative
9 Homemaker
10 Retired
11 Military
12 Teacher
13 Nurse
14 In-Home Business
15 Sales/Marketing
16 Student

FIELD DECODE SHEET

METRO/MICRO INDICATOR

1 Micro
2 Metro_

DELIVERY SERVICE TYPE

C City Delivery Service
N Non-City Delivery Service

POLITICAL PARTY

AFFILIATION

B Liberal Party
C Conservative Party
D Democratic Party
G Green Party
I Independent
L Libertarian Party
M Reform Party
N Non-Declared
O Other
P Independence Party
R Republican Party
U Reg voter-Party unknown

LAST POLITICAL PARTY

CONTRIBUTED TO

D Democratic Party
O Other
R Republican Party

VEHICLE MANUFACTURER

ACU Acura (Honda)
AUD Audi
BMW Bavarian Motor Works
BUI Buick (GM)
CAD Cadillac (GM)
CHE Chevrolet (GM)
CHR Chrysler
CJE Jeep/Eagle (Chrysler)
DOD Dodge (Chrysler)
DOM Domestic Manufacturer
FGN Foreign Manufacturer
FOR Ford
GMC GMC
HON Honda
HYU Hyundai
IZU Isuzu
LIN Lincoln (Ford)
MAZ Mazda
MB Mercedes-Benz
MER Mercury/Merkur (Ford)
MIT Mitsubishi
NAV Navistar (International)
NIS Nissan/Datsun/Infiniti
OLD Oldsmobile (GM)
PEU Peugeot
PLY Plymouth (Chrysler)
PON Pontiac (GM)
PRC Porsche
SAA Saab
SAT Saturn (GM)
SUB Subaru
SUZ Suzuki
TOY Toyota/Lexus
UNK Unknown
VLK Volkswagen
VLV Volvo

AIRCRAFT TYPE

B Balloon
G Glider
J Fixed Wing Engine Jet
P Fixed Wing Engine Prop
R Rotary

PILOT LICENSE TYPE

C Commerical Pilot License
P Private Pilot License
S Student Pilot

BOAT PROPULSION TYPE

B Inboard/Outboard
I Inboard
N Unknown
O Outboard
X Other

EARLY INTERNET ADOPTER

Score of 1 to 10, where "1" indicates most likely and "10" indicates least likely an early adopter of the Internet

HEAVY INTERNET USER

Score of 1 to 10, where "1" indicates most likely and "10" indicates least likely a heavy Internet user

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