

# U.S. BUSINESS FIELD DECODE SHEET

## TITLE CODE

|   |                                    |
|---|------------------------------------|
| 1 | Owner                              |
| 2 | President                          |
| 3 | Manager                            |
| 4 | Executive Director                 |
| 5 | Principal                          |
| 6 | Publisher                          |
| 7 | Administrator                      |
| 8 | Religious Leader                   |
| 9 | Partner                            |
| A | Chairman                           |
| B | Vice Chairman                      |
| C | Chief Executive Officer (CEO)      |
| D | Director                           |
| E | Chief Operating Officer (COO)      |
| F | Chief Financial Officer (CFO)      |
| G | Treasurer                          |
| H | Controller                         |
| I | Executive Vice President           |
| J | Senior Vice President              |
| K | Vice President                     |
| L | Administration Executive           |
| M | Corporate Communications Executive |
| N | IT Executive                       |
| O | Finance Executive                  |
| P | Human Resources Executive          |
| Q | Telecommunications Executive       |
| R | Marketing Executive                |
| S | Operations Executive               |
| T | Sales Executive                    |
| U | Corporate Secretary                |
| V | General Counsel                    |
| W | Executive Officer                  |
| X | Plant Manager                      |
| Y | Purchasing Agent                   |
| Z | Auditor                            |

## GENDER CODE

|   |        |
|---|--------|
| M | Male   |
| F | Female |

## INDIVIDUAL/FIRM

|   |            |
|---|------------|
| 1 | Individual |
| 2 | Firm       |

## BUSINESS STATUS

|   |                         |
|---|-------------------------|
| 1 | Headquarters            |
| 2 | Branch                  |
| 3 | Subsidiary Headquarters |

## POPULATION CODE

|   |                   |
|---|-------------------|
| 1 | 1 - 24,999        |
| 5 | 25,000 - 49,999   |
| 6 | 50,000 - 99,999   |
| 7 | 100,000 - 249,999 |
| 8 | 250,000 - 499,999 |
| 9 | 500,000 +         |

## METRO/MICRO INDICATOR

|   |       |
|---|-------|
| 1 | Micro |
| 2 | Metro |

## EMPLOYEE SIZE

|   |               |
|---|---------------|
| A | 1 - 4         |
| B | 5 - 9         |
| C | 10 - 19       |
| D | 20 - 49       |
| E | 50 - 99       |
| F | 100 - 249     |
| G | 250 - 499     |
| H | 500 - 999     |
| I | 1,000 - 4,999 |
| J | 5,000 - 9,999 |
| K | 10,000 +      |

## SALES VOLUME/ASSET SIZE

|   |                                 |
|---|---------------------------------|
| A | Less than \$500,000             |
| B | \$500,000 - \$ 1 Million        |
| C | \$ 1 Million - \$ 2.5 Million   |
| D | \$ 2.5 Million - \$ 5 Million   |
| E | \$ 5 Million - \$ 10 Million    |
| F | \$ 10 Million - \$ 20 Million   |
| G | \$ 20 Million - \$ 50 Million   |
| H | \$ 50 Million - \$ 100 Million  |
| I | \$ 100 Million - \$ 500 Million |
| J | \$ 500 Million - \$ 1 Billion   |
| K | Over \$ 1 Billion               |

## AD SIZE

|   |                   |
|---|-------------------|
| A | Regular Listing   |
| B | Bold Listing      |
| C | In-Column Listing |
| D | Display Ad        |

## BUSINESS CREDIT SCORE\*\*

|    |                          |
|----|--------------------------|
| A+ | 95 to 100                |
| A  | 90 to 94                 |
| B+ | 85 to 89                 |
| B  | 80 to 84                 |
| C+ | 75 to 79                 |
| C  | 70 to 74                 |
| U  | Less than 70             |
| I  | Institution (Not Scored) |

## PUBLIC CODE

|   |                            |
|---|----------------------------|
| 0 | Private Company            |
| 1 | Public Company             |
| 2 | Branch of a Public Company |

## STOCK EXCHANGE CODE & SYMBOL

|   |          |        |
|---|----------|--------|
| 1 | New York | NYSE   |
| 2 | American | AMEX   |
| 3 | NASDAQ   | NASDAQ |
| 9 | Other    | Other  |

## MATCH LEVEL

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

## FRANCHISE/SPECIALTY CODES

Please refer to the infoUSA catalog for Franchise/Specialty code descriptions.

## INDUSTRY SPECIFIC CODES

For the following industries, size/ classification codes appear in the Industry-Specific Code field:

### Hospitals (# of Beds)

|   |           |
|---|-----------|
| A | 1 - 24    |
| B | 25 - 49   |
| C | 50 - 99   |
| D | 100 - 199 |
| E | 200 - 299 |
| F | 300 - 399 |
| G | 400 - 499 |
| H | 500 +     |

### Nursing Homes (# of Beds)

|   |           |
|---|-----------|
| A | 1 - 19    |
| B | 20 - 99   |
| C | 100 - 249 |
| D | 250 - 499 |
| E | 500 +     |

### Hotels/Motels (# of Rooms)

|   |           |
|---|-----------|
| A | 1 - 24    |
| B | 25 - 49   |
| C | 50 - 99   |
| D | 100 - 299 |
| E | 300 - 499 |
| F | 500 - 999 |
| G | 1000 +    |

### Schools/Colleges (Enrollment)

|   |               |
|---|---------------|
| A | 1 - 299       |
| B | 300 - 499     |
| C | 500 - 999     |
| D | 1,000 - 9,999 |
| E | 10,000 +      |

### Restaurants (Cuisine Codes)

|   |           |   |                |
|---|-----------|---|----------------|
| A | Bistro    | Q | Swiss          |
| B | Brew Pub  | R | Middle Eastern |
| C | Chinese   | S | Spanish        |
| D | Deli      | T | Thai           |
| E | Barbecue  | U | Continental    |
| e | Burgers   | V | Mexican        |
| F | Indian    | W | Vietnamese     |
| f | Chicken   | X | Bakery         |
| G | Cajun     | Y | Asian          |
| H | Soul Food | Z | Seafood        |
| I | Italian   | 0 | Steak House    |
| J | Japanese  | 1 | French         |
| K | Korean    | 2 | German         |
| L | Caribbean | 3 | American       |
| M | Irish     | 4 | Vegetarian     |
| N | Kosher    | 8 | Hawaiian       |
| P | Pizza     | 9 | Greek          |

### OFFICE SIZE (# of Professionals)

|   |                     |
|---|---------------------|
| A | 1 professional      |
| B | 2 professionals     |
| C | 3 professionals     |
| D | 4 professionals     |
| E | 5 - 9 professionals |

# U.S. BUSINESS FIELD DECODE SHEET

F 10 or more professionals

## **ETHNICITY**

1 Hebrew  
2 Hindu  
3 Hungarian  
4 Irish  
5 Italian  
6 Jewish  
7 Pakistani  
8 Portuguese  
9 Filipino  
0 Greek  
B British  
C Chinese  
D Danish  
E Scottish  
F French  
G German  
H Hispanic/Spanish  
I Indian  
J Japanese  
K Korean  
L Lithuanian  
M Armenian/Middle Eastern  
N Swiss  
O Cambodian  
P Polish  
Q Czech  
R Russian  
S Scandinavian  
T Turkish  
U Ukrainian  
V Vietnamese  
W Welsh  
Y Yugoslavian  
Z Dutch

## **FOREIGN PARENT INDICATOR**

Y Indicates Parent Company is located outside of the United States.  
Field blank, if Parent Company is located within the United States.

## **PROFESSIONAL TITLE**

CPA Certified Public Accountant  
DC Doctor of Chiropractic Medicine  
DDS Doctor of Dental Surgery  
DO Doctor of Osteopathic Medicine  
DPM Doctor of Podiatry  
DVM Doctor of Veterinary Medicine  
MD Doctor of Medicine  
OD Doctor of Optometry  
PE Doctor of Engineering  
PHD Doctor of Philosophy

## **NUMBER OF PCS**

A 0 to 1  
B 2 to 9  
C 10 to 29  
D 30+

## **SQUARE FOOTAGE**

A 1 - 2,499  
B 2,500 - 9,999  
C 10,000 - 39,999  
D 40,000 +

## **ADDRESS TYPE**

("nixie" records only)  
S Location Address  
M Mailing Address  
L Landmark Address

## **MULTI-TENANT CODE**

A 2 to 4  
B 5 to 9  
C 10 +

## **IMPORT/EXPORT CODE**

E Export Services Provided  
I Import Services Provided  
B Both Services Provided

## **CALL STATUS**

A No Answer  
B Busy Signal  
C Complete  
E Electronic Equipment  
F Foreign Language  
M Answering Machine  
N Refusal  
P Contact Name Only  
R Referral  
S Answering Service  
W Employee Size Only  
X Call Could Not Be Completed

## **TRANSACTION TYPE**

D Change in Address  
N Change in Company Name  
P Change in Phone Number  
W New to the Database ( > 1 Year Old )  
Y True New Record ( < 1 Year Old )

## **CHANGE IN BUSINESS SIZE**

+ Growing business  
- Shrinking business

## **WHITE COLLAR INDICATOR**

1 50% or More Employees are White Collar  
0 Less than 50% of Employees are White Collar

## **WORK AT HOME INDICATOR**

C Indicates Work at Home Business  
Field blank, if not a Work at Home Business

## **GOVERNMENT SEGMENT CODE**

5 Federal  
6 State  
7 County  
8 Municipal

## **\*\* CREDIT DISCLAIMER**

Our Business Credit Score Codes are indicators of probable ability to pay. They are based on business demographic factors such as number of employees, years in business, industry stability, barriers to entry, and government data. We recommend that these ratings be used primarily as a starting point and should not be the sole factor used in making a credit decision. You must obtain more information from bank and trade references, local credit bureaus, or other sources before extending credit. We are not a financial advisor and make no representations or warranties as to the accuracy, timeliness or completeness of the rating codes, and as such will not be responsible for any losses resulting from the use of this information. Furthermore, our liability, if any, will be limited to the initial cost of the credit rating fee paid by the purchaser.

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