SAMPLE EXPERIAN CUSTOMER
2288150 - EXPERIAN SAMPLE REPORTS

Data Dictionary Report

Filtered By: Marketing Element: All

Basic Package

Element Number	0103
Description	Gender Code
Data Dictionary	Gender information is applied during the convert prior to enhancement. Approximately five to eight percent of the client records are coded as gender unknown because of ambiguous or unisex names. Records coded as gender both include those with prefixes of Mr. & Mrs. and/or first names like John & Mary. Values: M =Male F = Female B = Both U = Unknown

Element Number	0100C
Description	Date of Birth/Combined Adult Age
Data Dictionary	Date of Birth is acquired from public and proprietary files. These sources provide, at a minimum, the year of birth. The birth month is provided where available. Estimated ages are acquired from proprietary data sources and Experian models which estimate the adult age. Valid Values: 9 Bytes CCYYMM followed by 1 byte Exact or Estimated Age indicator and age (00-98 = 00-98, 99 = 99+) E19-E99 = Exact Ages I19-I99 = Estimated Ages U00 = Unknown

Standard Package

Element Number	D105S
Description	ENH EST HH INCOME RANGES V4

Data Dictionary	
	Enhanced Estimated Household Income Code V4
	Enhanced Estimated Income is the total estimated income for a living unit, and incorporates several highly predictive individual, household, and geographical level variables including Summarized Credit Statistics. The income estimation is determined using multiple statistical methodologies to predict which of 12 income ranges a living unit is most likely to be assigned.
	When there is insufficient data to match a customer's record to ConsumerView for estimated income, a median estimated income based on the Experian modeled incomes assigned to other living units in the same ZIP+4 area is used. In the rare case that the ZIP+4 is not on the record, median income is based on the incomes assigned to other records in that ZIP region.
	Valid Values:
	A=$ 1,000 - $14,999
	B=$15,000 - $24,999
	C=$25,000 - $34,999
	D=$35,000 - $49,999
	E=$50,000 - $74,999
	F=$75,000 - $99,999
	G=$100,000 - $124,999
	H=$125,000 - $149,999
	I=$150,000 - $174,999
	J=$175,000 - $199,999
	K=$200,000 - $249,999
	L=$250,000+
	U=Unknown

Element Number	0107A
Description	Marital Status
Data Dictionary	Marital status is determined based on the composition of the Living unit or through the application of a predictive model.
	Note: Single refers to an individual that has never married and not single because of divorce or spouse's death.
	Valid Values:
	First byte contains the model confidence flag with the following values:
	1 = Extremely Likely
	5 = Likely
	0 = Unknown

Element Number	0177
Description	Presence of Children 0-18

Data Dictionary	Presence of Children in Household identifies households with children. A child is 0 to 18 years old. This field is sourced from birth records, newspaper birth announcements and proprietary sources. This field is comprised of known and inferred data.

When there is insufficient data to match a customer's record to our Enrichment master for Presence of Children, a median Presence of Children based on the Presence of Children scores assigned to other living units in the same ZIP+4 area is used. In the rare case that the ZIP+4 is not on the record, median Presence of Children is based on the Presence of Children scores assigned to other records in that ZIP region.

The median level data applied to records for this element can be identified through the Enrichment Mandatory Append - Total Enrichment Match Type indicator (4).

Valid Values :
1Y = Confirmed Presence of Children
5Y = Inferred Presence of Children
5N = Inferred No Children Present
5U = Unknown

Element Number	0113A
Description	Combined Homeowner
Data Dictionary	Combined homeowner is a mixture of several data elements / fields. This element provides these separate data components in a single position. Homeowner information indicates the likelihood of a consumer owning a home, and is received from tax assessor and deed information. For records where exact Homeownership information is not available, homeownership propensity is calculated using a proprietary statistical model which predicts the likelihood of homeownership. Renter status is derived from self reported data. Unit numbers are not used to infer rented status because units may be owner condominium/coop. Probable Renter is calculated using an algorithm based on lack of Homeowner, the Address Type, and Census Percent Renter.

Valid Values:
H = Homeowner
9 = Extremely Likely
8 = Highly Likely
7 = Likely
R = Renter
T = Probable Renter
U = Unknown

Element Number	0601
Description	Estimated Current Home Value

Data Dictionary	Estimated Current Home Value is Experian's proprietary model that predicts the current home value. The ECHV model uses county, state and national trends in home sale prices and assessed home values to determine property appreciation rates and current home values. Data was examined at county level and the model inputs, such as sale price, sale year or assessed price of the property that were acquired from realty deed records and county tax assessor records. Valid Values: xxxxxxx 7-position full dollar amount no implied decimal

Element Number	0119
Description	Length Of Residence
Data Dictionary	Length of Residence (LOR) is the length of time a Living Unit has resided at their current address. A primary source of LOR is public source white page compilation initiating a counter showing the first time a name and number appear in the directory. LOR information is also received from proprietary sources and through updates of our source files against the USPS National Change of Address* file. For all sources, LOR data is aged over time. When there is insufficient data to match a customer's record to our Enrichment master for Length of Residence, a median LOR based on the LOR's assigned to other living units in the same ZIP+4 area is used. In the rare case that the ZIP+4 is not on the record, median LOR is based on the LOR's assigned to other records in that ZIP region. The median level data applied to records for this element can be identified through the Enrichment Mandatory Append - Total Enrichment Match Type indicator (E). Values: 00 = Less than a Year 01-99 = 1 - 99 Years

Element Number	P213W
Description	Net Worth V3

Data Dictionary	
	Net Worth is defined as a household's total financial assets minus its liabilities. Assets include financial holdings such as deposit accounts, investments and home value. Liabilities include loans, mortgages and credit card debt. Values: 3 bytes 1st byte 1-3 1=Extremely Likely (Household level code) 2=Highly Likely (Zip 4 level code) 3=Likely (Zip level code) 2nd and 3rd byte = 01 - $0 - $24,999 02 - $25,000 - $49,999 03 - $50,000 - $74,999 04 - $75,000 - $99,999 05 - $100,000 - $149,999 06 - $150,000 - $249,999 07 - $250,000 - $499,999 08 - $500,000 - $749,999 09 - $750,000 - $999,999 10 - $1,000,000 + 00 - Unknown / Not Attempted 99 - Unknown/Default

Element Number	0162
Description	Individual Education

Data Dictionary	Information is compiled from self-reported surveys, derived based on occupational information, or calculated through the application of predictive models. First byte contains the model confidence flag with the following values: 1 = Extremely Likely 5 = Likely Second byte contains the education values: 1 = High School Diploma 2 = Some College 3 = Bachelor Degree 4 = Graduate Degree 5 = Less Than High School Diploma 00 = Unknown When there is insufficient data to match a customer's record in our enrichment master for individual education, a median individual education based on the Experian modeled education assigned to other living units in the same zip+4 area is used. In the rare case that zip+4 is not on the record, individual education is based on the education assigned to other records in that zip region. Note: the median level data applied to records for this element can be identified through the Enrichment Mandatory Append û Total Enrichment Match Type indicator (E).

Element Number	0160
Description	Occupation - Detail

Data Dictionary	Occupation codes are sourced from state licensing agencies. This information is further enhanced from directly reported survey.
	Valid Values: 02 = Professional/Technical 03 = Upper Management/Executive 04 = Middle Management 05 = Sales/Marketing 06 = Clerical/Office 07 = Skilled Trade/Machine/Laborer 08 = Retired 10 = Executive/Administrator 11 = Self Employed 12 = Professional Driver 13 = Military 14 = Civil Servant 15 = Farming/Agriculture 16 = Work From Home 17 = Health Services 18 = Financial Services 20 = Business Owner 21 = Teacher/Educator 22 = Retail Sales 23 = Computer Professional 30 = Beauty 31 = Real Estate 32 = Architects 33 = Interior Designers 34 = Landscape Architects 35 = Electricians 36 = Engineers 37 = Accountants/CPA 38 = Attorneys 39 = Social Worker 40 = Counselors

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Data Dictionary	
	44 = Pharmacist 45 = Opticians/Optometrist 46 = Veterinarian 47 = Dentist/Dental Hygienist 48 = Nurse 49 = Doctors/Physicians/Surgeons 50 = Chiropractors 51 = Surveyors 52 = Clergy 53 = Insurance/Underwriters 54 = Services/Creative 00 = Unknown

Premium - Behavioral Package

Element Number	8103
Description	ZPets
Data Dictionary	ZPets indicates a household has self reported being a pet enthusiast. BehaviorBank® Household Indicators groups similar self-reported elements into slightly broader categories. Valid Values : YHousehold has indicated being a pet enthusiast UUnknown

Element Number	8503
Description	Pets & Pets Propensity, Self reported data

Data Dictionary	
	Z pets & pets propensities indicates a household's self reported pet enthusiast. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response. The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability. Valid Values : Position / Byte 1 Z Pet enthusiast Y Living unit has a known pet enthusiast U Unknown Position /Byte 2 P pets code 1 Extremely Likely pet enthusiast 2 Highly Likely pet enthusiast 3 Very Likely pet enthusiast 4 Somewhat Likely pet enthusiast 5 Likely pet enthusiast 6 Somewhat Unlikely pet enthusiast 7 Very Unlikely pet enthusiast 8 Highly Unlikely pet enthusiast 9 Extremely Unlikely pet enthusiast 0 Unknown / Not Attempted

Element Number	8503P
Description	Pets & Pets Propensity, Quick Predict Code

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Data Dictionary	
	Z pets & pets propensities indicates a household's self reported pet enthusiast. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response.

The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability.

Valid Values :
Position / Byte 1 Z Pet enthusiast
Y Living unit has a known pet enthusiast
U Unknown

Position /Byte 2 P pets code
1 Extremely Likely pet enthusiast
2 Highly Likely pet enthusiast
3 Very Likely pet enthusiast
4 Somewhat Likely pet enthusiast
5 Likely pet enthusiast
6 Somewhat Unlikely pet enthusiast
7 Very Unlikely pet enthusiast
8 Highly Unlikely pet enthusiast
9 Extremely Unlikely pet enthusiast
0 Unknown / Not Attempted |

Element Number	8136
Description	ZDogs
Data Dictionary	ZDogs indicates a household has self reported being dog enthusiasts.
BehaviorBank® Household Indicators groups similar self-reported elements into slightly broader categories.

Valid Values :
YHousehold has indicated being dog enthusiasts
UUnknown |

Element Number	B3225
Description	Pets: Own A Cat

Data Dictionary	Lifestyles/Pets. Direct reported survey data that represents household's that Own a Cat. Valid Values: Y = Yes U = Unknown

Element Number	B3226
Description	Pets:Own A Dog
Data Dictionary	Lifestyles/Pets. Direct reported survey data that represents household's that Own a Dog. Valid Values: Y = Yes U = Unknown

Element Number	B3227
Description	Pets:Own A Pet
Data Dictionary	Lifestyles/Pets. Direct reported survey data that represents household's that Own a Pet. Valid Values: Y = Yes U = Unknown

Element Number	8137
Description	ZCats
Data Dictionary	ZCats indicates a household has self reported being cat enthusiasts. BehaviorBank® Household Indicators groups similar self-reported elements into slightly broader categories. Valid Values : YHousehold has indicated being cat enthusiasts UUnknown

Element Number	8123
Description	ZDo-It-Yourselfer

Data Dictionary	ZDo-it-yourselfer indicates a household is a self reported do-it-yourselfer. BehaviorBank® Household Indicators groups similar self-reported elements into slightly broader categories. Valid Values : YHousehold has indicated a do-it-yourselfer UUnknown

Element Number	8502
Description	Donor & Donor Propensity, Self reported data
Data Dictionary	Z donor & donor propensities indicates a household's self reported to contribute to charities. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response. The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability. Valid Values : Position / Byte 1 Z Contributes to charities Y Living unit has a known to contribute to charities U Unknown Position /Byte 2 P donor code 1 Extremely Likely to contribute to charities 2 Highly Likely to contribute to charities 3 Very Likely to contribute to charities 4 Somewhat Likely to contribute to charities 5 Likely to contribute to charities 6 Somewhat Unlikely to contribute to charities 7 Very Unlikely to contribute to charities 8 Highly Unlikely to contribute to charities 9 Extremely Unlikely to contribute to charities 0 Unknown / Not Attempted

Element Number	8502P
Description	Donor & Donor Propensity, Quick Predict Code

Data Dictionary	
	Donor & Donor Propensity, Self reported data 8502 Z donor & donor propensities indicates a household's self reported to contribute to charities. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response. The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability. Valid Values : Position / Byte 1 Z Contributes to charities Y Living unit has a known to contribute to charities U Unknown Position /Byte 2 P donor code 1 Extremely Likely to contribute to charities 2 Highly Likely to contribute to charities 3 Very Likely to contribute to charities 4 Somewhat Likely to contribute to charities 5 Likely to contribute to charities 6 Somewhat Unlikely to contribute to charities 7 Very Unlikely to contribute to charities 8 Highly Unlikely to contribute to charities 9 Extremely Unlikely to contribute to charities 0 Unknown / Not Attempted

Element Number	8102
Description	ZDonor
Data Dictionary	ZDonor indicates a household self reported they contribute to charities. BehaviorBank® Household Indicators groups similar self-reported elements into slightly broader categories. Valid Values : YHousehold has indicated they contribute to charities UUnknown

Element Number	8128
Description	ZEnvironmental Donor

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Data Dictionary	ZEnvironmental donor indicates a household's has self reported donating to environmental causes. BehaviorBank® Household Indicators groups similar self-reported elements into slightly broader categories. Valid Values : YHousehold has indicated donating to environmental causes UUnknown

Element Number	8180
Description	Zactive Military
Data Dictionary	ZActive Military indicates a household has self reported as being active military. BehaviorBank® Household Indicators groups similar self-reported elements into slightly broader categories. Valid Values : YHousehold has self reported being active military UUnknown

Element Number	8181
Description	Zinactive Military
Data Dictionary	ZInactive Military indicates a household has self reported as being inactive military. BehaviorBank® Household Indicators groups similar self-reported elements into slightly broader categories. Valid Values : YHousehold has self reported being inactive military UUnknown

Element Number	B3200
Description	Lifestyle: Active Military Member
Data Dictionary	Lifestyles/Members of Military and Government Office. Direct reported survey data that represents household's that Active Military Member present. Valid Values: Y = Yes U = Unknown

Element Number	8133
Description	ZMail Order Multi-Buyer

Data Dictionary	ZMail order multi-buyer indicates a household is a self reported mail order multibuyer. BehaviorBank® Household Indicators groups similar self-reported elements into slightly broader categories. Valid Values : YHousehold has indicated being a mail order multibuyer UUnknown

Element Number	8505P
Description	Mailorder Buyer & Mailorder Buyer Prop, Quick Predict Code
Data Dictionary	Mailorder Buyer & Mailorder Buyer Prop, Self Reported data 8505 Z mailorder buyer & mailorder buyer propensities indicates a household's self reported purchased through the mail. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response. The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability. Valid Values : Position / Byte 1 Z Purchased through the mail Y Living unit has purchased through the mail U Unknown Position /Byte 2 P mailorder buyer code 1 Extremely Likely purchased through the mail 2 Highly Likely purchased through the mail 3 Very Likely purchased through the mail 4 Somewhat Likely purchased through the mail 5 Likely purchased through the mail 6 Somewhat Unlikely purchased through the mail 7 Very Unlikely purchased through the mail 8 Highly Unlikely purchased through the mail 9 Extremely Unlikely purchased through the mail 0 Unknown / Not Attempted

Element Number	B3251
Description	Shop: By Mail

Data Dictionary	Lifestyles/Shopping Method. Direct reported survey data that represents household's that prefer to shop By Mail. Valid Values: Y = Yes U = Unknown

Element Number	8109
Description	ZInvestor
Data Dictionary	ZInvestor indicates a household's has self reported an interest in investing. BehaviorBank® Household Indicators groups similar self-reported elements into slightly broader categories. Valid Values : YHousehold has indicated an interest in investing UUnknown

Element Number	B3076
Description	Invest: Interest In Money & Investing
Data Dictionary	Lifestyles/Financial Investments. Direct reported survey data that represents household's that have Interest In Money Matters And Investing. Valid Values: Y = Yes U = Unknown

Element Number	B3080
Description	Invest: Mutual Funds - Currently
Data Dictionary	Lifestyles/Financial Investments. Direct reported survey data that represents household's that have tendancy to invest in Mutual Funds - Currently. Valid Values: Y = Yes U = Unknown

Element Number	B3081
Description	Invest: Mutual Funds - Future Interest

Data Dictionary	Lifestyles/Financial Investments. Direct reported survey data that represents household's that have tendancy to invest in Mutual Funds - Future Interest.
	Valid Values:
	Y = Yes
	U = Unknown

Element Number	8505
Description	Mailorder Buyer & Mailorder Buyer Prop, Self Reported data
Data Dictionary	Z mailorder buyer & mailorder buyer propensities indicates a household's self reported purchased through the mail. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response.

The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability.

Valid Values :

Position / Byte 1 Z Purchased through the mail
Y Living unit has purchased through the mail
U Unknown

Position /Byte 2 P mailorder buyer code
1 Extremely Likely purchased through the mail
2 Highly Likely purchased through the mail
3 Very Likely purchased through the mail
4 Somewhat Likely purchased through the mail
5 Likely purchased through the mail
6 Somewhat Unlikely purchased through the mail
7 Very Unlikely purchased through the mail
8 Highly Unlikely purchased through the mail
9 Extremely Unlikely purchased through the mail
0 Unknown / Not Attempted

Element Number	8509

Description	Investor & Investor Propensity, Self reported data
Data Dictionary	Z investor & investor propensities indicates a household's self reported as an investor. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response. The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability. Valid Values : Position / Byte 1 Z Investors Y Living unit has a known investor U Unknown Position /Byte 2 P investor code 1 Extremely Likely investor 2 Highly Likely investor 3 Very Likely investor 4 Somewhat Likely investor 5 Likely investor 6 Somewhat Unlikely investor 7 Very Unlikely investor 8 Highly Unlikely investor 9 Extremely Unlikely investor 0 Unknown / Not Attempted

Element Number	8509P
Description	Investor & Investor Propensity, Quick Predict Code

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Data Dictionary	
	Investor & Investor Propensity, Self reported data
	8509
	Z investor & investor propensities indicates a household's self reported as an investor. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response.
	The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability.
	Valid Values :
	Position / Byte 1 Z Investors
	Y Living unit has a known investor
	U Unknown
	Position /Byte 2 P investor code
	1 Extremely Likely investor
	2 Highly Likely investor
	3 Very Likely investor
	4 Somewhat Likely investor
	5 Likely investor
	6 Somewhat Unlikely investor
	7 Very Unlikely investor
	8 Highly Unlikely investor
	9 Extremely Unlikely investor
	0 Unknown / Not Attempted

Element Number	8523
Description	Doityourselfer & Doityourselfer Prop, Self reported data

Data Dictionary	
	Z doityourselfer & doityourselfer propensities indicates a household's self reported do-it-yourselfer. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response.
	The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability.
	Valid Values :
	Position / Byte 1 Z Do-it-yourselfer
	Y Living unit has a known do-it-yourselfer
	U Unknown
	Position /Byte 2 P doityourselfer code
	1 Extremely Likely do-it-yourselfer
	2 Highly Likely do-it-yourselfer
	3 Very Likely do-it-yourselfer
	4 Somewhat Likely do-it-yourselfer
	5 Likely do-it-yourselfer
	6 Somewhat Unlikely do-it-yourselfer
	7 Very Unlikely do-it-yourselfer
	8 Highly Unlikely do-it-yourselfer
	9 Extremely Unlikely do-it-yourselfer
	0 Unknown / Not Attempted

Element Number	8523P
Description	Doityourselfer & Doityourselfer Prop, Quick Predict Code

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Data Dictionary	
	Doityourselfer & Doityourselfer Prop, Self reported data
8523
Z doityourselfer & doityourselfer propensities indicates a household's self reported do-it-yourselfer. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response.

The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability.

Valid Values :
Position / Byte 1 Z Do-it-yourselfer
Y Living unit has a known do-it-yourselfer
U Unknown

Position /Byte 2 P doityourselfer code
1 Extremely Likely do-it-yourselfer
2 Highly Likely do-it-yourselfer
3 Very Likely do-it-yourselfer
4 Somewhat Likely do-it-yourselfer
5 Likely do-it-yourselfer
6 Somewhat Unlikely do-it-yourselfer
7 Very Unlikely do-it-yourselfer
8 Highly Unlikely do-it-yourselfer
9 Extremely Unlikely do-it-yourselfer
0 Unknown / Not Attempted |

Element Number	8528
Description	Environmental Donor & Envir Donor Prop, Self reported data

Data Dictionary	
	Z environmental donor & environmental donor propensities indicates a household's self reported as donating to environmental causes. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response.

The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability.

Valid Values :

Position / Byte 1 Z Donates to environmental causes
Y Living unit has known to donate to environmental causes
U Unknown

Position /Byte 2 P environment donor code
1 Extremely Likely donates to environmental causes
2 Highly Likely donates to environmental causes
3 Very Likely donates to environmental causes
4 Somewhat Likely donates to environmental causes
5 Likely donates to environmental causes
6 Somewhat Unlikely donates to environmental causes
7 Very Unlikely donates to environmental causes
8 Highly Unlikely donates to environmental causes
9 Extremely Unlikely donates to environmental causes
0 Unknown / Not Attempted |

Element Number	8528P
Description	Environmental Donor & Environ Donor Prop, Quick Predict Code

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Data Dictionary	
	Environmental Donor & Envir Donor Prop, Self reported data
	8528
	Z environmental donor & environmental donor propensities indicates a household's self reported as donating to environmental causes.
	Valid Values :BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response.
	The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability.
	Position / Byte 1 Z Donates to environmental causes
	Y Living unit has known to donate to environmental causes
	U Unknown
	Position /Byte 2 P environment donor code
	1 Extremely Likely donates to environmental causes
	2 Highly Likely donates to environmental causes
	3 Very Likely donates to environmental causes
	4 Somewhat Likely donates to environmental causes
	5 Likely donates to environmental causes
	6 Somewhat Unlikely donates to environmental causes
	7 Very Unlikely donates to environmental causes
	8 Highly Unlikely donates to environmental causes
	9 Extremely Unlikely donates to environmental causes
	0 Unknown / Not Attempted

Element Number	8536
Description	Dogs & Dogs Propensity, Self reported data

Data Dictionary	
	Z dogs & dogs propensities indicates a household has self reported as dog enthusiasts. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response. The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability. Valid Values : Position / Byte 1 Z Dog enthusiasts Y Living unit has a known dog enthusiast U Unknown Position /Byte 2 P dogs code 1 Extremely Likely dog enthusiast 2 Highly Likely dog enthusiast 3 Very Likely dog enthusiast 4 Somewhat Likely dog enthusiast 5 Likely dog enthusiast 6 Somewhat Unlikely dog enthusiast 7 Very Unlikely dog enthusiast 8 Highly Unlikely dog enthusiast 9 Extremely Unlikely dog enthusiast 0 Unknown / Not Attempted

Element Number	8536P
Description	Dogs & Dogs Propensity, Quick Predict Code

Data Dictionary	
	Dogs & Dogs Propensity, Self reported data
	8536
	Z dogs & dogs propensities indicates a household has self reported as dog enthusiasts. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response.
	The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability.
	Valid Values :
	Position / Byte 1 Z Dog enthusiasts
	Y Living unit has a known dog enthusiast
	U Unknown
	Position /Byte 2 P dogs code
	1 Extremely Likely dog enthusiast
	2 Highly Likely dog enthusiast
	3 Very Likely dog enthusiast
	4 Somewhat Likely dog enthusiast
	5 Likely dog enthusiast
	6 Somewhat Unlikely dog enthusiast
	7 Very Unlikely dog enthusiast
	8 Highly Unlikely dog enthusiast
	9 Extremely Unlikely dog enthusiast
	0 Unknown / Not Attempted

Element Number	8537
Description	Cats & Cats Propensity, Self reported data

Data Dictionary	Z cats & cats propensities indicates a household has self reported as cat enthusiasts. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response.
	The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability.
	Valid Values :
	Position / Byte 1 Z Cat enthusiasts
	Y Living unit has a known cat enthusiast
	U Unknown
	Position /Byte 2 P cats code
	1 Extremely Likely cat enthusiast
	2 Highly Likely cat enthusiast
	3 Very Likely cat enthusiast
	4 Somewhat Likely cat enthusiast
	5 Likely cat enthusiast
	6 Somewhat Unlikely cat enthusiast
	7 Very Unlikely cat enthusiast
	8 Highly Unlikely cat enthusiast
	9 Extremely Unlikely cat enthusiast
	0 Unknown / Not Attempted

Element Number	8537P
Description	Cats & Cats Propensity, Quick Predict Code

Data Dictionary	Cats & Cats Propensity, Self reported data 8537 Z cats & cats propensities indicates a household has self reported as cat enthusiasts. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response. The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability. Valid Values : Position / Byte 1 Z Cat enthusiasts Y Living unit has a known cat enthusiast U Unknown Position /Byte 2 P cats code 1 Extremely Likely cat enthusiast 2 Highly Likely cat enthusiast 3 Very Likely cat enthusiast 4 Somewhat Likely cat enthusiast 5 Likely cat enthusiast 6 Somewhat Unlikely cat enthusiast 7 Very Unlikely cat enthusiast 8 Highly Unlikely cat enthusiast 9 Extremely Unlikely cat enthusiast 0 Unknown / Not Attempted

Element Number	8580
Description	Z Active Military & Active Military Prop, Self reported data

Data Dictionary	
	Z Active Military indicates a household has self reported as being Active Military. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response. The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability. Valid Values : Position / byte 1 Z Active Military Y Living unit has self-reported being Active Military U Unknown Position /Byte 2 P Active Military 1 Extremely Likely Active Military 2 Highly Likely Active Military 3 Very Likely Active Military 4 Somewhat Likely Active Military 5 Likely Active Military 6 Somewhat Unlikely Active Military 7 Very Unlikely Active Military 8 Highly Unlikely Active Military 9 Extremely Unlikely Active Military

Element Number	8580P
Description	Z Active Military & Active Military Prop, Quick Predict Code

Data Dictionary	
	Z Active Military & Active Military Prop, Self reported data
	8580
	Z Active Military indicates a household has self reported as being Active Military. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response.
	The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability.
	Valid Values :
	Position / byte 1 Z Active Military
	Y Living unit has self-reported being Active Military
	U Unknown
	Position /Byte 2 P Active Military
	1 Extremely Likely Active Military
	2 Highly Likely Active Military
	3 Very Likely Active Military
	4 Somewhat Likely Active Military
	5 Likely Active Military
	6 Somewhat Unlikely Active Military
	7 Very Unlikely Active Military
	8 Highly Unlikely Active Military
	9 Extremely Unlikely Active Military

Element Number	8581
Description	Z Inactive Military & Inact Military Prop,Self reported data

Data Dictionary	
	Z Inactive Military indicates a household has self reported as being Inactive Military. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response.

The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability.

Valid Values :

Position / byte 1 Z Inactive Military
Y Living unit has self-reported being Inactive Military
U Unknown

Position /Byte 2 P Inactive Military
1 Extremely Likely Inactive Military
2 Highly Likely Inactive Military
3 Very Likely Inactive Military
4 Somewhat Likely Inactive Military
5 Likely Inactive Military
6 Somewhat Unlikely Inactive Military
7 Very Unlikely Inactive Military
8 Highly Unlikely Inactive Military
9 Extremely Unlikely Inactive Military |

Element Number	8581P
Description	Z Inactive Military & Inact Military Prop,Quick Predict Code

Data Dictionary	
	Z Inactive Military & Inact Military Prop,Self reported data 8581 Z Inactive Military indicates a household has self reported as being Inactive Military. BehaviorBank Household Indicators groups similar self-reported elements into slightly broader categories. Propensities are created with sophisticated analytical models based solely on self-reported data to predict households that are likely to exhibit the same behaviors. We supplement Behavior Bank Indicators with propensities for those records where self-reported data is not available to maximize coverage and response. The propensity codes rank living units from 1 to 9 using individual, living unit and area level demographics. Field values beginning with 1 indicate the strongest probability. Valid Values : Position / byte 1 Z Inactive Military Y Living unit has self-reported being Inactive Military U Unknown Position /Byte 2 P Inactive Military 1 Extremely Likely Inactive Military 2 Highly Likely Inactive Military 3 Very Likely Inactive Military 4 Somewhat Likely Inactive Military 5 Likely Inactive Military 6 Somewhat Unlikely Inactive Military 7 Very Unlikely Inactive Military 8 Highly Unlikely Inactive Military 9 Extremely Unlikely Inactive Military

Platinum - Lifestyle Package

Element Number	313HH
Description	Mosaic Household

Data Dictionary	
	APower Elite The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer A01American Royalty Wealthy, influential and successful couples and families living in prestigious suburbs A02Platinum Prosperity Wealthy and established empty-nesting couples residing in suburban and in-town homes A03Kids and Cabernet Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs A04Picture Perfect Families Established families of child-rearing households living in wealthy suburbs A05Couples with Clout Middle-aged, childless couples living in affluent metro areas A06Jet Set Urbanites Mix of affluent singles and couples living high-rise, fashionable lives in urban neighborhoods BFlourishing Families Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles B07Generational Soup Affluent couples and multi-generational families living a wide range of lifestyles in suburbia B08Babies and Bliss Middle-aged couples with large families and active lives in affluent suburbia B09Family Fun-tastic Upscale, middle-aged families with older children pursuing busy kid-centered lives in satellite cities B10Asian Achievers Affluent, mainly Asian couples and families enjoying dynamic lifestyles in metro areas

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Data Dictionary	CBooming with Confidence
	Prosperous, established couples in their peak earning years living in suburban homes
	C11Aging of Aquarius
	Upscale boomer-aged couples living in city and close-in suburbs
	C12Golf Carts and Gourmets
	Upscale retirees and empty-nesters in comfortable communities
	C13Silver Sophisticates
	Mature, upscale couples and singles in suburban homes
	C14Boomers and Boomerangs
	Baby boomer adults and their teenage/young adult children sharing suburban homes
	DSuburban Style
	Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes
	D15Sports Utility Families
	Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs
	D16Settled in Suburbia
	Upper middle-class diverse family units and empty nesters living in established suburbs
	D17Cul de Sac Diversity
	Ethnically-diverse, middle-aged families settled in new suburban neighborhoods
	D18Soulful Spenders
	Upper middle-class African-American couples and families living in the expanding suburbs
	EThriving Boomers
	Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in town and exurban homes
	E19Full Pockets, Empty Nests
	Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles
	E20No Place Like Home

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Data Dictionary	
	FPromising Families Young couples with children in starter homes living child-centered lifestyles F22Fast Track Couples Active, young, upper middle-class suburban couples and families living upwardly-mobile lifestyles F23Families Matter Most Young, middle-class families in scenic suburbs leading active, family-focused lives GYoung, City Solos Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas G24Status Seeking Singles Younger, upwardly-mobile singles living in mid-scale metro areas leading leisure-intensive lifestyles G25Urban Edge Younger, up-and-coming singles living big city lifestyles located within top CBSA markets HMiddle-class Melting Pot Mid-scale, middle-aged and established couples living in suburban and fringe homes H26Progressive Potpourri Mature, multi-ethnic couples with comfortable and active lives in middle-class suburbs H27Birkenstocks and Beemers Upper middle-class, established couples living leisure lifestyles in small towns and cities H28Everyday Moderates Mid-scale, multi-cultural couples and families living in mid-tier metro suburban settings H29Destination Recreation Middle-aged, midscale couples in rural towns and fringe suburbs working to enjoy their active lifestyles

Data Dictionary	IFamily Union Mid-scale, middle-aged and somewhat ethnically-diverse families living in homes supported by solid blue-collar occupations
	I30Stockcars and State Parks Middle-class couples and families living in more remote rural communities
	I31Blue Collar Comfort Middle-class families in smaller cities and towns with solid blue-collar jobs
	I32Latin Flair Conventional Hispanic Generation X families located in selected coastal city homes
	I33Hispanic Harmony Middle-class Hispanic families living lively lifestyles in city-centric neighborhoods
	JAutumn Years Established, ethnically-diverse and mature couples living gratified lifestyles in older homes
	J34Aging in Place Middle-class seniors living solid, suburban lifestyles J35Rural Escape Older, middle-class couples and singles living comfortable lives in rural towns
	J36Settled and Sensible Older, middle-class and empty-nesting couples and singles in city neighborhoods
	KSignificant Singles Middle-aged singles and some couples earning mid-scale incomes supporting active city styles of living
	K37Wired for Success Young, mid-scale singles and couples living socially-active city lives
	K38Gotham Blend Mix of middle-aged and middle-class singles and couples living urban New York City-area lifestyles
	K39Metro Fusion Ethnically-diverse, middle-aged singles living urban active lifestyles

Data Dictionary	LBlue Sky Boomers Lower- and middle-class baby boomer-aged households living in small towns L41Booming and Consuming Older empty-nesting couples and singles enjoying relaxed lives in small towns L42Rooted Flower Power Mid-scale baby boomer singles and couples rooted in established suburban communities and approaching retirement L43Homemade Happiness Lower middle-class baby boomer households living in remote town and country homes MFamilies in Motion Younger, working-class families earning moderate incomes in smaller residential communities M44Red, White and Bluegrass Lower middle-income rural families with diverse adult and children household dynamics M45Diapers and Debit Cards Young, working-class families and single parent households living in small established, city residences NPastoral Pride Eclectic mix of lower middle-class widowed and divorced individuals and couples who have settled in country and small town areas N46True Grit Americans Older, middle-class households in town and country communities located in the nation's midsection N47Countrified Pragmatics Lower middle-income couples and singles living rural, casual lives N48Gospel and Grits Lower middle-income African-American multi-generational families living in small towns N49Work Hard, Pray Hard Working-class, middle-aged couples and singles living in rural homes

Data Dictionary	OSingles and Starters Young singles starting out, and some starter families, in diverse urban communities O50Full Steam Ahead Younger and middle-aged singles gravitating to second-tier cities O51Digital Dependents Mix of Generation Y and X singles who live digital-driven, urban lifestyles O52Urban Ambition Mainly Generation Y African-American singles and single families established in mid-market cities O53Colleges and Cafes Young singles and recent college graduates living in college communities O54Striving Single Scene Young, multi-ethnic singles living in Midwest and Southern city centers O55Family Troopers Families and single-parent households living near military bases PCultural Connections Diverse, mid- and low-income families in urban apartments and residences P56Rolling the Dice Middle-aged, mid-scale income singles and divorced individuals in secondary cities P57Meager Metro Means Mid-scale African-American singles established in inner-city communities P58Fragile Families Multi-cultural singles and families with mid and low incomes living settled lives in urban apartments P59Nuevo Horizons Middle-aged, mid-scale income Hispanic families living mainly within US border cities P60Ciudad Strivers Mid-scale Hispanic families and single parents in gateway communities P61Humble Beginnings Multi-ethnic singles and single-parent households with mid-scale incomes in city apartments

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Data Dictionary	QGolden Year Guardians Retirees living in settled residences and communities
	Q62Reaping Rewards Relaxed, retired couples and widowed individuals in suburban homes living quiet lives
	Q63Footloose and Family Free Elderly couples and widowed individuals living active and comfortable lifestyles
	Q64Town Elders Stable, minimalist seniors living in older residences and leading sedentary lifestyles
	Q65Senior Discounts Downscale, settled retirees in metro apartment communities
	RAspirational Fusion Multi-cultural, low-income singles and single parents living in urban locations and striving to make a better life R66Dare to Dream Young singles, couples and single parents with lower incomes starting out in city apartments
	R67Hope for Tomorrow Young, lower-income African-American single parents in second-city apartments
	SStruggling Societies Economically challenged mix of singles, divorced and widowed individuals in smaller cities and urban areas looking to make ends meet
	S68Small Town Shallow Pockets Older, down-scale singles and empty-nesters living in modest ex-urban small towns
	S69Soul Survivors Older, down-scale African-Americans singles and single parents established in modest urban neighborhoods
	S70Enduring Hardships Middle-aged, down-scale singles and divorced individuals in transitional small town and ex-urban apartments

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