

### Customer File

Field Name	Type	Description
ACCTNO	Char	9 digit alphabetic customer account number
ZIP	Char	5 digit zip code
ZIP4	Char	4 digits zip+4
LTD_SALES	Num	Life to Date Sales
LTD_TRANSACTIONS	Num	Life to Date Transactions
YTD_SALES_2009	Num	Year to Date Sales for 2009
YTD_TRANSACTIONS_2009	Num	Year to Date Transactions for 2009
CHANNEL_ACQUISITION	Char	Channel of first purchase: Catalog (CB), Internet (IB), Retail(RT)
		Active - A customer with a purchase within the last 12 months as of December 31, 2009 Lapsed - A customer with a purchase 13-24 months ago as of December 31, 200 Inactive - A customer with a purchase >24 months ago as of December 31, 2009
BUYER_STATUS	Char	
ZIP9_Supercode	Char	9 digit combination of zip and zip4
CRRT	Char	
DPBC	Char	
FILLER	Char	
READ_ALL_TYPES	Char	All Types
BOOK_CLUB	Char	Book Club
VIDEO_CLUB	Char	Video Club
AMEX_PREM	Char	American Express/Premium
AMEX_REG	Char	American Express/Regular
DEBIT_CC	Char	Debit Card
DISC_PREM	Char	Discover/Premium
DISC_REG	Char	Discover/Regular
OTHER_PREM_CC	Char	Other Card/Premium
OTHER_REG_CC	Char	Other Card/Regular
STORE_REG_CC	Char	Store Or Retail/Regular
VISA_PREM	Char	Visa/Premium
VISA_REG	Char	Visa/Regular
GAS_CC	Char	Gas Card
MC_PREM	Char	Mastercard/Premium
MC_REG	Char	Mastercard/Regular
MAJOR_CC	Char	Major Credit Card
ANIMAL_WELFARE	Char	Animal Welfare Contributions
CHILD_WELFARE	Char	Childrens Welfare
CULTURE_ACTIVE	Char	Cultural Activities

### Customer File

Field Name	Type	Description
ENVIRONMENTAL	Char	Environmental
HEALTH_RELATED	Char	Health Related
POLITICAL	Char	Political
RELIGIOUS_CONTRIB	Char	Religious Contributions
SOCIAL_SERVICE	Char	Social Services
CD_MM_CURRENT	Char	CDs/Money Market - Currently
IRA_CURRENT	Char	IRAs - Currently
RE_CURRENT	Char	Real Estate- Currently
STOCK_BOND_CURRENT	Char	Stocks/Bonds - Currently
VETERAN	Char	Veteran
COMPUTER_ELECTRONIC	Char	Computer Or Electronics
HOME_GARDEN	Char	Home And Garden
SPORTS_RELATED	Char	Sports Related
HH_CONTACT_LENSES	Char	Contact Lenses (HH)
INC_SCS_AMT_V4	Num	Enh Est HH Income Amount V4
INC_WIOUTSCS_V4	Char	Est Household Income V4
INC_WITHSCS_V4	Char	Enh Est Household Income V4
INC_WOUTSCS_AMT_4	Num	Est HH Income Amount V4
FIPSTCD	Char	Fips State Code
FIPSCNTY	Char	Fips County Code
TRACT	Char	Census Tract
BLOCK	Char	Census Block Group
BLOCK_ID	Char	Block ID
MCD_CCD	Char	MCD/CCD Code
CBSA_CD	Char	CBSA-CODE
LAT	Char	Latitude 6 Decimals
LONG	Char	Longitude 6 Decimals
LEVEL_LAT_LONG	Char	Level Lat/Long
POPUND10	Num	% Pop Age < 10
POP_UN18	Num	% Pop Age < 18
POPUND25	Num	% Pop Age < 25
POP25_34	Num	% Pop Age 25-34
POP35_44	Num	% Pop Age 35-44
POP45_54	Num	% Pop Age 45-54
POP55_64	Num	% Pop Age 55-64
POP65_P	Num	% Pop Age 65+
POP75_UP	Num	% Pop Age 75+
POP18_65	Num	% Pop Age 18-65
MEDIANAGE	Num	Median Age Adults 18+

### Customer File

Field Name	Type	Description
PHHWHITE	Num	% White Only
HH_BLACK	Num	% Black Only
P_ASIAN	Num	% Asian Only
HH_HISPA	Num	% Hisp
P_NONHISP	Num	% Non-Hisp
HH_WH_HI	Num	% White Hisp
HH_BK_HI	Num	% Black Hisp
P_HHFAMI	Num	% Pop Fam HHs
POP_SPOSHHS	Num	% Pop Spouse Fam HH
POP_CHLDHHS	Num	% Pop Child Fam HH
POP_ADPCHLDFAM	Num	% Pop NatBrn/Adpt Child Fam HH
POP_NOFAMHHS	Num	% Pop Non-Fam HHs
P_HHNOHISWHT	Num	% HH Non-Hisp White
P_FAMHHCHILD	Num	% HH Child
P_FEMALE	Num	% HH Female HH Child
P_FAMHHNOCHD	Num	% HH No Child
P_MARRY	Num	% HH Married Couple
P_DU_OCCU	Num	% Dwell Unit Occupied
P_OWNOCC	Num	% Dwell Unit Owner Occupied
P_RENTER	Num	% Dwell Unit Renter Occupied
POP_URBAREA	Num	% Pop Urbanized Areas
POP_URBCLUS	Num	% Pop Urban Clusters
POP_RURFARM	Num	% Pop Rural Farm
POP_RURNOFARM	Num	% Pop Rural Non-Farm
P_HHINCOLES10M	Num	% HH Income Less than \$10M
P_HHINCOM10_14	Num	% HH Income \$10M - 14M
P_HHINCOM15_19	Num	% HH Income \$15M - 19M
P_HHINCOM20_24	Num	% HH Income \$20M - 24M
P_HHINCOM25_29	Num	% HH Income \$25M - 29M
P_HHINCOM30_34	Num	% HH Income \$30M - 34M
P_HHINCOM35_39	Num	% HH Income \$35M - 39M
P_HHINCOM40_44	Num	% HH Income \$40M - 44M
P_HHINCOM45_49	Num	% HH Income \$45M - 49M
P_HHINCOM50_59	Num	% HH Income \$50M - 59M
P_HHINCOM60_74	Num	% HH Income \$60M - 74M
P_HHINCOM75_99	Num	% HH Income \$75M - 99M
P_HHINCOM100_124	Num	% HH Income \$100M - 124M
P_HHINCOM125_149	Num	% HH Income \$125M - 149M
P_HHINCOM150_199	Num	% HH Income \$150M - 199M

### Customer File

Field Name	Type	Description
P_HHINCOM20_UP	Num	% HH Income \$20M or More
MED_INC	Num	Median HH Income
MED_FAMINCOM	Num	Median Fam HH Income
MED_NOFAMINCOM	Num	Median Non-Fam HH Income
P_CAPITA_INCOM	Num	Per Capita Income
FEMALE_LABOR_FOR	Num	Female Labor Force Participant
P_IND_AGRICULTUR	Num	% Industry Agriculture Forestry F
P_IND_MINING	Num	% Industry Mining
P_IND_CONSTRUCT	Num	% Industry Construction
P_IND_MANUFACT	Num	% Industry Manufacturing
P_IND_WHOLESALE	Num	% Industry Wholesale Trade
P_IND_RETAILTRD	Num	% Industry Retail Trade
P_IND_TRANSPORT	Num	% Industry Transportation & Warehou
P_IND_UTILITIE	Num	% Industry Utilities
P_IND_INFORMAT	Num	% Industry Information
P_IND_FINALNCE	Num	% Industry Finance & Insurance
P_IND_REALESTAT	Num	% Industry Real Estate & Rental &
P_IND_PROFFES	Num	% Industry Proffesional Scientific
P_IND_MANAGE	Num	% Industry Management of Companies
P_IND_ADM_SUPPOT	Num	% Industry Administrative & support
P_IND_EDALSERVIC	Num	% Industry Edal Services
P_IND_HEALTHCARE	Num	% Industry Health Care & Social A
P_IND_ARTS	Num	% Industry Arts Entertainment & R
P_IND_ACCOMMOD	Num	% Industry Accommodation & Food S
P_IND_OTHERSERV	Num	% Industry Other Services (excep
P_IND_PUBADMIS	Num	% Industry Public Administration
PCARPOOL	Num	% work trans Carpooled
MED_TRAV_TOWRK	Num	Median Travel Time to Work
AVG_COMMUTETIM	Num	Average Commute Time
WRK_TRA_90_UP	Num	Work Travel 90 or more min
WRK_TRA_60_89	Num	Work Travel 60-89 minutes
MED_HOME	Num	Median Housing Value
UNIT_MORTG_1ST	Num	Units w/First Mortgage only
MED_RENT	Num	Median Rent
MED_DWELL_AGE	Num	Median Dwelling Age
MED_LOR	Num	Median Length of Residence
HOUSE_STABILITY	Num	Housing Stability (% same re
P_HH_SPAN_SPEAK	Num	% HH Span Speaking
CUR_EST_MED_INC	Num	Current Estimated Median Family Income

### Customer File

Field Name	Type	Description
STATE_INC_INDEX	Num	State Inc Index
STATE_INC_DECILES	Num	State Inc Deciles
CUR_ST_EST_FAM_INC	Char	Current ST Est Fam Income Decile
RURAL_URBAN_CODE	Char	Rural-Urban County Size Code
CENSUS_FACT1	Num	CENSUS FACTOR 1
CENSUS_FACT2	Num	CENSUS FACTOR 2
CENSUS_FACT3	Num	CENSUS FACTOR 3
CENSUS_FACT4	Num	CENSUS FACTOR 4
CENSUS_SEG1	Char	CENSUS SEGMENT 1
CENSUS_SEG2	Char	CENSUS SEGMENT 2
CENSUS_SEG3	Char	CENSUS SEGMENT 3
CENSUS_SEG4	Char	CENSUS SEGMENT 4
GEOPIXELCODE	Char	PIXEL GEO CODE V3
NSM	Char	
PIXEL	Char	Pixel Code
PIXELGEO	Char	Pixel Geo Code
EXAGE	Char	Exact Age
ESTAGE	Char	Estimated Age
ADULT1_G	Char	Gender Code of Adult 1 in HH
MARRIED	Char	Marital Status of Adult 1
ETHNIC_MATCH	Char	Ethnic Insight Match Flag
ETHNIC_DETAIL	Char	Ethnicity Detail
LANGUAGE	Char	Language
RELIGION	Char	Religion
ETHNIC_GROUP	Char	Ethnic Group Code
E_TECH	Char	e-Tech Group
ETHNIC_COUNTRY	Char	County of Origin
RRC	Char	Recipient Reliability Code
ADULT1_R	Char	Adult1 Ind's Household Status Code
Deceased_Indicator	Char	Adult1 Deceased Indicator
HOMEOWNR	Char	Y Owns Home
PHOMOWNR	Char	Probable Homeowner
RENTER	Char	Y Renter
PRENTER	Char	Y Probable Renter
ADD_TYPE	Char	Dwelling Type
LOR1	Char	Length of Residence
DUS	Char	Dwelling Unit Size Code
NUM_CHILD	Char	Number of Children (18 or Less
C_00_03	Char	Presence of Children 0-3 COMB TYPE/GENDER

### Customer File

Field Name	Type	Description
C_04_06	Char	Presence of Children 4-6 COMB TYPE/GENDER
C_07_09	Char	Presence of Children 7-9 COMB TYPE/GENDER
C_10_12	Char	Presence of Children 10-12 COMB TYPE/GENDER
C_13_18	Char	Presence of Children 13-18 COMB TYPE/GENDER
ADULT2_G	Char	Adult 2 Gender
AD2_ESTAGE	Char	Adult 2 Estimated Age
AD2AGE	Char	Adult 2 Exact Age
ADULT2_R	Char	Adult 2 Household Status Code
ADULT3_G	Char	Adult 3 Gender
AD3_ESTAGE	Char	Adult 3 Estimated Age
AD3AGE	Char	Adult 3 Exact Age
ADULT3_R	Char	Adult 3 Household Status Code
ADULT4_G	Char	Adult 4 Gender
AD4_ESTAGE	Char	Adult 4 Estimated Age
AD4AGE	Char	Adult 4 Exact Age
ADULT4_R	Char	Adult 4 Household Status Code
ADULT5_G	Char	Adult 5 Gender
AD5_ESTAGE	Char	Adult 5 Estimated Age
AD5AGE	Char	Adult 5 Exact Age
ADULT5_R	Char	Adult 5 Household Status Code
ADULT6_G	Char	Adult 6 Gender
AD6_ESTAGE	Char	Adult 6 Estimated Age
AD6AGE	Char	Adult 6 Exact Age
ADULT6_R	Char	Adult 6 Household Status Code
ADULT7_G	Char	Adult 7 Gender
AD7_ESTAGE	Char	Adult 7 Estimated Age
AD7AGE	Char	Adult 7 Exact Age
ADULT7_R	Char	Adult 7 Household Status Code
ADULT8_G	Char	Adult 8 Gender
AD8_ESTAGE	Char	Adult 8 Estimated Age
AD8AGE	Char	Adult 8 Exact Age
ADULT8_R	Char	Adult 8 Household Status Code
NUMBADLT	Num	Number of Adults in Household
IND_DMR	Char	Adult1 Mail Responder-Indiv
HH_DMR	Char	Multi-Company Direct Mail Resp - HH
HH_MULTI	Char	Multi Buyer M IN 551-551
DM_GIFTS	Char	Gift/Gadget-DM Merc Byr Cat
DM_FOODS	Char	Col/Spc Food-DM Merc Byr Cat
DM_BOOKS	Char	Books-DM Merc Byr Cat

### Customer File

Field Name	Type	Description
DM_GARDN	Char	Garden/Farm-DM Merc Byr Cat
DM_CRAFT	Char	Crafts/Hobbie-DM Merc Byr Cat
DM_FEM	Char	Female Orient-DM Merc Byr Cat
DM_MALE	Char	Male Orient-DM Merc Byr Cat
DM_UP	Char	Upscale-DM Merc Byr Cat
DM_GEN	Char	General-DM Merc Byr Cat
MGZ_HLTH	Char	Health & Fitness-Mag Byr Cat
MGZ_FOOD	Char	Culinary Interest-Mag Byr Cat
MGZ_GRDN	Char	Garden/Farming-Mag Byr Cat
MGZ_RELG	Char	Religious-Mag Byr Cat
MGZ_MALE	Char	Male & Sport Orien-Mag Byr Cat
MGZ_FEM	Char	Female Orient-Mag Byr Cat
MGZ_FAM	Char	Family/General-Mag Byr Cat
CON_GEN	Char	General-Contribtr Cat
CON_HLTH	Char	Health & Inst-Contribtr Cat
CON_POLT	Char	Political-Contribtr Cat
CON_RELG	Char	Religious-Contribtr Cat
SWEEPS	Char	Sweepstakes
DOITSELF	Char	Do It Yourselfers
NEWS	Char	News & Financial
PHOTO	Char	Photography
RESPODDS	Char	Odds & Ends-Mail Responder
RESPMISC	Char	Miscellaneous-Mail Responder
OCCUPATION	Char	Adult1 Occupation
OCCUPATION_GROUP	Char	Adult 1 Occupation Group
IND_ED	Char	Adult 1 Education
PRESCHLD	Char	Presence of Children Code
CHILDPROB	Char	Confirmed POC Model
CA00_03K	Char	POC 0-3 Years Old Confirm
CA00_03I	Char	POC 0-3 Years Old Code
CA04_06K	Char	POC 4-6 Years Old Confirm
CA04_06I	Char	POC 4-6 Years Old Code
CA07_09K	Char	POC 7-9 Years Old Confirm
CA07_09I	Char	POC 7-9 Years Old Code
CA10_12K	Char	POC 10-12 YRS Old Confirm
CA10_12I	Char	POC 10-12 YRS Old Code
CA13_18K	Char	POC 13-18 YRS Old Confirm
CA13_18I	Char	POC 13-18 YRS Old Code
SSN	Char	Adult 1 Presence of SSN

### Customer File

Field Name	Type	Description
PHONEMATCH	Char	Phone Match Type
TIMEZONE	Char	Time Zone
CNTY_INC	Num	County Income Percentile
NAT_INC	Num	National Income Percentile
MAILPREF	Char	Mail Preference Indicator
HOME_BUS	Char	Home Business Indicator
BUS_OWNr	Char	I1 Business Owner Flag
ITMM	Char	Auto In The Market
ITMM_SCS	Num	Auto In The Market Score
NEWCAR	Char	New Car Model
USED CAR	Char	Used Car Code
IMPACT	Char	TrueTouch Impact
BUY_AMERICAN	Char	Buy American
SHOW_ME_MONEY	Char	Show me the money
GO_WITH_FLOW	Char	Go with the flow
NO_TIME_PRESENT	Char	No time like the present
NEVER_EMPTY_HANDED	Char	Never show up empty handed
ON_THE_ROAD	Char	On the road again
LOOK_ATME_NOW	Char	Look at me now
STOP_SMELL_ROSES	Char	Stop and smell the roses
WORK_PLAY_HARD	Char	Work hard play hard
PENNY_SAVED_EARNED	Char	A penny saved is a penny earne
ALL_INTHE_NAME	Char	Its all in the name
EMAIL_RECEPTIVE	Char	Email receptive
CENTSCH	Char	Call Center Scheduler
CHANNEL_DOMINANCE	Char	Channel Dominance
AD_WEB	Char	INTERNET ADVERTISING
AD_MAGAZINE	Char	MAGAZINE ADVERTISING
AD_NEWSPAPER	Char	NEWSPAPER ADVERTISING
AD_RADIO	Char	RADIO ADVERTISING
AD_TV	Char	TV ADVERTISING
STINCIND	Char	State Estimated Income Index
CTINCIND	Char	County Estimated Income Index
ESTHML	Char	Estimated Current Home Value
ECHVINX	Char	County ECHV Index
ECHVPCT	Char	County ECHV Percentile
DATEDDEED	Char	Date of Warranty Deed-CCYYMMDD
SALES	Char	Purchase Amount Ranges
TRANSTYP	Char	Type of Purchase



## Customer File

Field Name	Type	Description
LOAN_AMT	Char	Mortgage Amount Ranges
LOAN_TYP	Char	Mortgage Rate Type
LOAN_TRM	Char	Mortgage Term in Months
LOAN_KND	Char	Mortgage Loan Type
YEAR_BLT	Char	Year Built
ESTAERNG	Char	ESTIMATED AVAILABLE EQUITY RNG
ESTLOANTOVALRNG	Char	EST CUR LOAN-TO-VALUE RATIO RG
ESTMORTPAYRNG	Char	EST CURR MTHLY MORTG PAYMT RNG
ESTMORTAMTRNG	Char	EST CURRENT MORTGAGE AMT RANGE
M_HH_LEVEL	Char	<p>Mosaic Household: household-level classification system developed by Experian. Mosaic Types identify 60 Types and 12 Groups based on consumer behaviors, lifestyles and attitudes.</p> <p>Valid Values:</p> <p>A01 - Americas Wealthiest, A02 - Dream Weavers, A03 - White-collar Suburbia, A04 - Upscale Suburbanites, A05 - Enterprising Couples,</p> <p>A06 - Small-town Success, A07 - New Suburbia Families, B01 - Status-conscious Consumers , B02 - Affluent Urban Professionals, B03 - Urban Commuter Families, B04 - Solid Suburban Life, B05 - Second-generation Success, B06 - Successful Suburban, C01 - Second City Homebodies, C02 - Prime Middle America, C03 - Suburban Optimists, C04 - Family Convenience, C05 - Mid-market Enterprise, D01 - Nuevo Hispanic Families, D02 - Working Rural Communities, D03 - Lower-income Essentials, D04 - Small-city Endeavors, E01 - Ethnic Urban Mix, E02 - Urban Blues, E03 - Professional Urbanites, E04 - Suburban Advantage, E05 - American Great Outdoors, E06 - Mature America, F01 - Steadfast Conservative, F02 - Moderate Conventionalists, F03 -</p> <p>F04 - Urban Grit, F05 - Grass-roots Living, G01 - Hardy Rural Families, G02 - Rural Southern Living, G03 - Coal and Crops, G04 - Native Americana, H01 - Young Cosmopolitans, H02 - Minority Metro Communities, H03 - Stable Careers, H04 - Aspiring Hispania, I01 - Industrious Country Living, I02 - Americas Farmlands,I03 - Comfy Country Living, I04 - Small-town Connections, I05 - Hinterland Families, J01 - Rugged Rural Style, J02 - Latino Nuevo, J03 - Struggling City Centers, J04 - College Town Communities, J05 - Metro Beginnings, K01 - Unattached Multi-cultures, K02 - Academic Influences, K03 - African-American Neighborhoods, K04 - Urban Diversity, K05 - New Generation Activists, K06 - Getting By, L01 - Military Family Life, L02 - Major University Towns, L03 - Gray Perspectives</p>

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		<p>Mosaic Z4 is a geodemographic level classification system developed by Experian. Mosaic Types identify 60 Types and 12 Groups based on consumer behaviors, lifestyles and attitudes.</p> <p>Valid Values: A01 - America s Wealthiest, A02 - Dream Weavers, A03 - White-collar Suburbia, A04 - Upscale Suburbanites, A05 - Enterprising Couples, A06 - Small-town Success, A07 - New Suburbia Families, B01 - Status-conscious Consumers, B02 - Affluent Urban Professionals, B03 - Urban Commuter Families, B04 - Solid Suburban Life, B05 - Second-generation Success, B06 - Successful Suburbia, C01 - Second City Homebodies, C02 - Prime Middle America, C03 - Suburban Optimists, C04 - Family Convenience, C05 - Mid-market Enterprise, D01 - Nuevo Hispanic Families, D02 - Working Rural Communities, D03 - Lower-income Essentials, D04 - Small-city Endeavors, E01 - Ethnic Urban Mix, E02 - Urban Blues, E03 - Professional</p>	<p>F04 - Urban Grit, F05 - Grass-roots Living, G01 - Hardy Rural Families, G02 - Rural Southern Living, G03 - Coal and Crops, G04 - Native Americana, H01- Young Cosmopolitans, H02 - Minority Metro Communities, H03 - Stable Careers, H04 - Aspiring Hispania, I01 - Industrious Country Living, I02 - America s Farmlands, I03 - Comfy Country Living, I04 - Small-town Connections, I05 - Hinterland Families, J01 - Rugged Rural Style, J02 - Latino Nuevo, J03 - Struggling City Centers, J04 - College Town Communities, J05 - Metro Beginnings, K01 - Unattached Multi-cultures, K02 - Academic Influences, K03 - African-American Neighborhoods, K04 - Urban Diversity, K05 - New Generation Activists, K06 - Getting By, L01 - Military Family Life, L02 - Major University Towns, L03 - Gray Perspectives</p>
M_GRPTYPE_MEDIAN	Char		
M_GLOBAL_Z4	Char		
ZCREDIT	Char	Presence Of Credit Card	
ZCRAFTS	Char	Interest In Crafts	
ZGOURMET	Char	Interest In Gourmet Cooking	
ZCOMPUTR	Char	Computers/Peripherals	
ZHITECH	Char	Hi-Tech Owner	
ZONLINE	Char	Internet/Online Subscriber	
ZSPENDER	Char	Interest In Affluent Lifestyle	
PRESENCE_OF_SMOKER	Char	PRESENCE OF SMOKER	
ZGOLFERS	Char	Interest In Golf	
ZGOLFERP	Char	Interest In Golf Prop Code	
ZDONORS	Char	Contributes To Charities	
ZDONORSP	Char	Interest In Donor Prop Code	
ZPETS	Char	Pet Enthusiast	
ZPETSP	Char	Interest In Pets Prop Code	
ZARTS	Char	Interest In Cultural Arts	
ZARTSP	Char	Interest In Arts Prop Code	
ZMOB	Char	Purchased Through The Mail	
ZMOBP	Char	Mail Order Buyer Prop Code	

### Customer File

Field Name	Type	Description
ZFITNESS	Char	Interest In Fitness
ZFITNESP	Char	Interest In Fitness Prop Code
ZOUTDOOR	Char	Interest In The Outdoors
ZOUTDOOP	Char	Interest In Outdoor Prop Code
ZTRAVANY	Char	Interest In Travel
ZTRAVANP	Char	Interest In Travel Prop Code
ZINVESTR	Char	Investors
ZINVESTP	Char	Investor Prop Code
ZAUTOOWN	Char	Presence Of Automobile
ZAUTOOWP	Char	Auto Owner Prop Code
ZGARDEN	Char	Interest In Gardening
ZGARDENP	Char	Interest In Garden Prop Code
ZCOLLECT	Char	Collectors
ZCOLLECP	Char	Collectors Prop Code
ZCRUISE	Char	Cruise Enthusiasts
ZCRUISEP	Char	Interest In Cruise Prop Code
ZSPORTS	Char	Interest In Sports
ZSPORTSP	Char	Interest In Sports Prop Code
ZSWEEPS	Char	Sweepstakes/Gambling
ZSWEEPSP	Char	Sweepstakes/Gamble Prop Code
ZPOLITIC	Char	Interest In Politics
ZPOLITIP	Char	Interest Politics Prop Code
ZMUSIC	Char	Interest In Music
ZMUSICP	Char	Interest In Music Prop Code
ZREAD	Char	Interest In Reading
ZREADP	Char	Interest In Reader Prop Code
ZCHLDPRD	Char	Children/Parenting Products
ZCHLDPRP	Char	Child/Parent Prod Prop Code
ZDIY	Char	Do-It-Yourselfer
ZDIYP	Char	Do-It-Yourself Prop Code
ZSELFIMP	Char	Self Improvement
ZSELFIPP	Char	Self Improvement Prop Code
ZRELIGON	Char	Interest In Religion
ZRELIGOP	Char	Interest Religion Prop Code
ZGRANDPR	Char	Grandparent
ZGRANDPP	Char	Grandparent Prop Code
ZCLOTHNG	Char	Interest In Clothing
ZCLOTHNP	Char	Interest Clothing Prop Code
ZDONENVR	Char	Donates Environmental Causes

### Customer File

Field Name	Type	Description
ZDONENVP	Char	Environmental Cause Prop Code
ZMUTUAL	Char	Invests Mutual Funds/Annuities
ZMUTUALP	Char	Mut Funds/Annuities Prop Code
ZWGHTCON	Char	Weight Conscious
ZWGHTCOP	Char	Weight Conscious Prop Code
ZPRCHPHN	Char	Purchase Via Phone
ZPRCHPHP	Char	Purchase Via Phone Prop Code
ZPRCHTV	Char	Purchase Via Television
ZPRCHTVP	Char	Purchase Via TV Prop Code
ZMOBMULT	Char	Mail Order Multibuyer
ZMOBMULP	Char	Mail Ord Multibuyer Prop Code
ZCREDPLP	Char	Pres Platinum Card Prop Code
ZCREDPLT	Char	PRESENCE OF PREMIUM CREDITCARD
ZDOGS	Char	Dog Enthusiasts
ZDOGSP	Char	Dog Enthusiast Prop Code
ZCATS	Char	Cat Enthusiasts
ZCATSP	Char	Cat Enthusiast Prop Code
ZHEALTH	Char	Healthy Living
ZHEALTHP	Char	Healthy Living Prop Code
ZAUTOINT	Char	Interest In Automotive
ZAUTOINP	Char	Interest In Auto Prop Code
ZSKIING	Char	Interest In Skiing
ZSKIINGP	Char	Interest In Skiing Prop Code
ZASTRLGY	Char	Interest In Astrology
ZASTRLGP	Char	Interest Astrology Prop Code
ZBOATS	Char	Interest In Boating
ZBOATSP	Char	Interest In Boating Prop Code
ZCELL	Char	Presence Of Cell Phone
ZCELLP	Char	Pres Of Cell Phone Prop Code
ZCOMMCON	Char	Communication/Connectivity
ZCOMMCOPI	Char	Comm/Connectivity Prop Code
ZHMDECOR	Char	Home Decorating/Furnishing
ZHMDECOP	Char	Home Dec/Furnishing Prop Code
ZHOMEENT	Char	Home Entertainment/TV/Video
ZHOMEENP	Char	Home Ent/TV/Video Prop Code
ZKITCHEN	Char	Kitchen Aids/Small Appliances
ZKITCHEP	Char	Ktchn Aids/Sm Appl Prop Code
ZMOBAV	Char	Mail Order Buyer Music/Video
ZMOBAVP	Char	MOB Music/Video Prop Code

### Customer File

Field Name	Type	Description
ZMOBBOOK	Char	Mail Order Buy Books/Magazines
ZMOBBOOP	Char	MOB Book/Magazine Prop Code
ZMOBCLTH	Char	Mail Order Buy Clothing/Shoes
ZMOBCLTP	Char	MOB Clothing/Shoes Prop Code
ZMOBFIN	Char	Mail Order Buy Ins/Finance
ZMOBFINP	Char	MOB Insurance/Fin Prop Code
ZMOBGIFT	Char	Mail Order Buyer Gifts
ZMOBGIFP	Char	MOB Gifts Prop Code
ZMOBGRDN	Char	Mail Order Buyer Gardening
ZMOBGRDP	Char	MOB Gardening Prop Code
ZMOBJWL	Char	Mail Order Buyer Jewelry/Cosm
ZMOBJWLP	Char	MOB Jewelry/Cosm Prop Code
ZMUSCLAS	Char	Classical/Opera/Big Band Music
ZMUSCLAP	Char	Class/Op/Bg Bnd Msc Prop Code
ZMUSCNTR	Char	Country Music
ZMUSCNTP	Char	Country Music Prop Code
ZMUSCRST	Char	Christian Music
ZMUSCRSP	Char	Christian Music Prop Code
ZMUSOLDI	Char	Oldies Music
ZMUSOLDP	Char	Oldies Music Prop Code
ZMUSROCK	Char	Rock Music
ZMUSROCP	Char	Rock Music Prop Code
ZPBCARE	Char	Personal Care/Beauty Care
ZPBCAREP	Char	Pers/Beauty Care Prop Code
ZPHOTO	Char	Interest In Photography
ZPHOTOP	Char	Interest Photography Prop Code
ZPRCHONL	Char	Purchase Via Online
ZPRCHONP	Char	Purchase Via Online Prop Code
ZTENNIS	Char	Interest In Tennis
ZTENNISP	Char	Interest In Tennis Prop Code
ZTRAVDOM	Char	Domestic Traveler
ZTRAVDOP	Char	Interest Dom Travel Prop Code
ZTRAVFOR	Char	Foreign Traveler
ZTRAVFOP	Char	Interest Foreign Travel Prop Code
ZVOLUNTR	Char	Interest In Volunteering
ZVOLUNTP	Char	Interest Volunteer Prop Code