

API_ID Individual	C	1 0	Standard number that is unique across all Voter databases
TITLE Individual	C	4	Title Title (Mr. Mrs. Dr. etc.) -source data
FIRSTNAME Individual	C	1 1	First Name First Name -source data
MIDDLE_INI Individual	C	1	Middle Initial Middle Initial -source data
MIDDLENAME Individual	C	1 1	Middle Name Middle Name -source data
LASTNAME Individual	C	1 9	Last Name Last Name -source data
SURN_SUFF Individual	C	3	Surname Suffix A person's surname (Jr. Sr. etc...) -source data
SEX Individual	C	1	Gender GENDER - Gender code M - Male F - Female Blank - Not provided and not a commonly gender-specific name. Valid Values: M,F, <blank>
BIRTHDATE Individual	C	8	Birthdate Date of birth in YYYYMMDD format -Information received in source data

Information received in source file

TOWNSHIP	C 4	Township
Political Jurisdiction		Township -source data
PARTY_CODE	C 1	Party Code
Individual		PARTY AFFILIATION - Party affiliation code which are unique by state and sometimes by county A- American Independent B- Constitution Party C- Consumer D- Democrat E- Inferred Democrat F- Reform G- Green H- Liberal I- Independent J- UMOJA K- Independent NM Party L- Libertarian N- None/Non-Partisan/No Party/No Preference/Undeclared/Declined to State/Undecided/Unaffiliated O- Other P- Peace & Freedom R- Republican S- Inferred Republican T- Right to Life U- Unknown V- Conservative W- Natural Law Z- Independence Inferred party in primary states (AR,GA,IL,IN,MS,SC,TN,TX,VA) Inferred Democrat – voted Democrat in more primaries than voted Republican (between 2000 and 2014); Or no D or R primary vote history but has a Democrat or liberal donation , pro-choice flag, or is an affordable care act supporter. Anyone with an Republican or conservative donation, pro-life, or anti-affordable care act is excluded.

Inferred Republican -- Voted Republican in more primaries than voted Democrat (between 2000 and 2014) Or No Democrat or Republican primary vote history but has an Republican or conservative donation, pro-life flag, anti affordable care act flag, or 2nd amendment supporter flag. Anyone with a Democrat or liberal donation, pro-choice or pro-affordable care act flag is excluded

Inferred Party in states with neither party code nor party by primary (AL,HI,ID,MI,MN,MO,MT,VT,WA,WI,ND)

Inferred Democrat has a Democrat or liberal donation, pro-choice flag, or is an affordable care act supporter. Anyone with an Republican or conservative donation, pro-life, or anti-affordable care act is excluded.

Inferred Republican has an Republican or conservative donation, pro-life flag, anti affordable care act flag, or 2nd amendment supporter flag. Anyone with a Democrat or liberal donation, pro-choice or pro-affordable care act flag is excluded.

PHONE_NUM Individual	C	1 0	Phone Number Every effort is made to find the largest number of phones possible on a constant basis. Use phone_src, phone_code and validflag to identify best phones.
PHONE_CODE Individual	C	1	Phone Connectivity Code Strength of match to outside data-appending source, 1 being highest confidence of a match and 7 the lowest Valid Values: 1-7
PHONE_SRC Individual	C	1	Phone Source PHONE SOURCE - Source of telephone number O- Original phone number kept H,N- New phone applied V,Y- Verified original phone C- Changed original phone A- Area code only changed Blank- No original phone and no match found during enhancement
REGIS_DATE Individual	C	8	Registration Date Date of voter registration in CCYYMMDD format.

Information received in source file

ABSENTEE Individual	C	1	<p>Absentee (Permanent Absentee)</p> <p>Voters marked as Permanently Voting Absentee.</p> <p>Valid values: Y=Yes or <Blank> Information received in source data</p> <p>Valid Values: Y = Yes or <blank> Information received in source file</p>
AGE Individual	C	2	<p>Age</p> <p>Age calculated from provided birthdate or from external enhancement</p>
CREDITCARD Individual	C	1	<p>Credit Card Indicator</p> <p>Credit card indicator</p> <p>Valid Value: Y = Yes</p> <p>Consumer Enhancement</p>
DEAD Individual	C	1	<p>Deceased</p> <p>Individual Identified as possibly dead. Three categories are used to match the data. The first level is considered to have the greatest accuracy.</p> <p>1 - First Name, Last Name, Middle Name, Residence Zipcode, DOB - YYYYMMDD</p> <p>2 - First Name, Last Name, Middle Initial, Residence Zipcode, DOB - YYYYMMDD</p> <p>3 - First Name, Last Name, Residence Zipcode, DOB – YYYYMMDD</p> <p>4 - First Name, Last Name, Residence Zipcode, DOB – YYYYMM</p> <p>5 - First Name, Last Name, Residence Zipcode, DOB – YYYY</p> <p>-api applied</p>
ETHNIC_INFER Individual	C	1	<p>Inferred Ethnicity</p> <p>Inferred Ethnicity calculated from other data points within the database.</p> <p>A -Asian</p> <p>B -African American</p> <p>C -Caucasian</p> <p>H -Hispanic</p> <p>See Data Dictionary for details. This field is designed to</p>

replace the IS_ASIAN, IS_CAUCASIAN, IS_HISPANIC,
and IS_AFRICAN_AMER fields with a single field.

ETHNICCODE

Individual

C 2 Ethnic Country of Origin

Applied Ethnicity using Last Name, Location/Census Block
and other collected data points. Not necessarily self
reported.

00 Unknown

C1 Afghani

C2 Bengladesh

C3 Indian

C4 Pakistani

C5 Sri Lankan

C6 Nepal

C7 Telugan

D0 Algerian

D1 Arab

D2 Bahrain

D3 Egyptian

D4 Greek

D5 Iraqi

D6 Kurdish

D7 Jewish

D8 Kuwaiti

D9 Libyan

DE Macedonian

DF Moroccan

DG Qatar

DH Persian

DJ Saudi

DK Syrian

DL Tunisian

DM Turkish

DN Yemeni

DS Maltese

HA Argentina

HB Bolivia

HC Cuba

HD Dominican Republic

HE El Salvador
HG Guatemala
HH Honduras
HJ Colombia
HK Panama
HL Ecuador
HM Mexico
HN Nicaragua
HP Puerto Rico
HQ Chile
HR Costa Rica
HS Spain
HU Uruguay
HV Venezuela
HX Peru
HY Paraguay
HZ Brazil
KS Native American
M0 African American 1
M1 Angolan
M2 Ashanti
M3 Basotho
M4 Benin
M5 Bhutanese
M6 Burkina Faso
M7 Burundi
M8 Cameroon
M9 Cent Afric Rep
MA Chad
MB Comoros
MC Congo
MD Equat Guinea
ME Ethiopian
MF Gabon
MG Gambia
MH Ghana
MJ Guinea-Bissea
MK Guyana

ML Ivory Coast
MM Kenya
MN Lesotho
MO Liberian
MP Madagascar
MQ Malawi
MR Mali
MS Namibian
MT Nigerian
MU Mozambique
MV Papua New Guinea
MW Ruandan
MX Senegalese
MY Siere Leone
MZ Somalia
N1 Danish
N2 Dutch
N3 Finnish
N4 Icelandic
N5 Norwegian
N6 Scotch
N7 Swedish
N8 Welsh
R1 Aleut
R2 Myanmar
R3 Chinese
R4 Fiji
R5 Hawaiian
R6 Indonesian
R7 Japanese
R8 Khmer
R9 Korean
RA Laotian
RB Malay
RC Mongolian
RD Other Asian
RE Filipino
RF Thai

RG Tibetan
RH Vietnamese
RJ Maldivian
RK Nauruan
RM New Zealand
RP Australian
RQ Vanuatuan
RS Pili
T1 Belgian
T2 Basque
T3 English
T4 French
T5 German
T6 Irish
T7 Italian
T8 Portuguese
T9 Hispanic
TE Liechtenstein
TF Luxembourgian
TH Swiss
TJ Manx
U0 Albanian
U1 Armenian
U2 Austrian
U3 Azerb
U4 Bosnian
U5 Bulgarian
U6 Byelorussian
U7 Chechnian
U8 Croatian
U9 Czech
UA Estonian
UB Georgian
UC Hungarian
UD Kazakh
UE Kirghiz
UF Kyrgyzstani
UG Latvian

UH Lithuanian
UI Moldavian
UJ Polish
UK Romanian
UL Russian
UM Serbian
UN Slovakian
UP Slovenian
UQ Tajikistan
UR Tajik
UT Turkmenistan
UV Ukrainian
UW Uzbekistani
W0 South African
W1 Surinam
W2 Sudanese
W3 Swaziland
W4 Tanzanian
W5 Togo
W6 Tonga
W7 Ugandan
W8 Xhosa
W9 Zaire
WA Zambian
WB Zimbabwe
WC Zulu
WE Djibouti
WE Djibouti
WF Guinean
WG Mauritania
WH Niger
WJ Seychelles
WK Western Samoa
WL African American 2
WM Botswanian
WN Hausa
WP Caribbean African American
WS Swahili

XX Multi-Ethnic

ETHNICCONF	C 1	<p>Ethnic Confidence Code</p> <p>Ethnic confidence codes only apply to African American Group codes. A component of the African American coding is based on population of the African American population within a zip+4 geography. The confidence codes have been added based on the percentage African American of the zip+4 geography.</p> <p>A = 95%+ African American</p> <p>B = 85%+ African American</p> <p>C = 75%+ African American</p> <p>D = 65%+ African American</p>
Individual		
ETHNICGRP	C 2	<p>Ethnic Group</p> <p>Applied Ethnic Group using Last Name, Location/Census Block and other collected data points. Not necessarily self reported. Grouping of Ethnicities.</p> <p>F - All African American Ethnic Groups</p> <p>O - Far Eastern</p> <p>A - Southeast Asian</p> <p>C - Central & Southwest Asian</p> <p>M - Mediterranean</p> <p>N - Native American</p> <p>S - Scandinavian</p> <p>P - Polynesian</p> <p>I - Middle Eastern</p> <p>J - Jewish</p> <p>W - Western European</p> <p>E - Eastern European</p> <p>U - Miscellaneous Other</p> <p>Z - Uncoded (No Group)</p> <p>Y - Hispanic</p> <p>T - Other</p>
Individual		
MOBILE_CODE	C 1	<p>Mobile Number Code</p> <p>Strength of match for mobile number to outside data-appending source, 1 being highest confidence of a match and 7 the lowest.</p> <p>Valid Values: 1-7</p>
Individual		

MOBILE_CONF Individual	C 2	Mobile Confidence Level Mobile Confidence Level
MRTLSTATUS Individual	C 1	Household Marital Status Household Marital Status M = Married S = Single A = Inferred Married B = Inferred Single
MVALIDFLAG Individual	C 1	Mobile Number Validated Flag "Y" in the mobile valid flag field indicates that the mobile number has been independently verified against an additional data source.
OCCDETAIL Individual	C 4	Occupation - Detailed Indicates the detailed occupation of the individual. Sources: Public Data, Buying Activity, Self-Reported Data, Modeled Data, Area Level Data T999 = Professional T998 = Architect T997 = Chemist T996 = Curator T995 = Engineer T994 = Engineer/Aerospace T993 = Engineer/Chemical T992 = Engineer/Civil T991 = Engineer/Electrical/Electronic T990 = Engineer/Field T989 = Engineer/Industrial T988 = Engineer/Mechanical T987 = Geologist T986 = Home Economist T985 = Legal/Attorney/Lawyer T984 = Librarian/Archivist T983 = Medical Doctor/Physician T982 = Pastor T981 = Pilot T980 = Scientist

T979 = Statistician/Actuary
T978 = Veterinarian
T899 = Computer
T898 = Computer Operator
T897 = Computer Programmer
T896 = Computer/Systems Analyst
E799 = Executive/Upper Management
E798 = CEO/CFO/Chairman/Corp Officer
E797 = Comptroller
E796 = Politician/Legislator/Diplomat
E795 = President
E794 = Treasurer
E793 = Vice President
M699 = Middle Management
M698 = Account Executive
M697 = Director/Art Director
M696 = Director/Executive Director
M695 = Editor
M694 = Manager
M693 = Manager/Assistant Manager
M692 = Manager/Branch Manager
M691 = Manager/Credit Manager
M690 = Manager/District Manager
M689 = Manager/Division Manager
M688 = Manager/General Manager
M687 = Manager/Marketing Manager
M686 = Manager/Office Manager
M685 = Manager/Plant Manager
M684 = Manager/Product Manager
M683 = Manager/Project Manager
M682 = Manager/Property Manager
M681 = Manager/Regional Manager
M680 = Manager/Sales Manager
M679 = Manager/Store Manager
M678 = Manager/Traffic Manager
M677 = Manager/Warehouse Manager
M676 = Planner
M675 = Principal/Dean/Educator

M674 = Superintendent
M673 = Supervisor
W599 = White Collar Worker
W598 = Accounting/Biller/Billing clerk
W597 = Actor/Entertainer/Announcer
W596 = Adjuster
W595 = Administration/Management
W594 = Advertising
W593 = Agent
W592 = Aide/Assistant
W591 = Aide/Assistant/Executive
W590 = Aide/Assistant/Office
W589 = Aide/Assistant/School
W588 = Aide/Assistant/Staff
W587 = Aide/Assistant/Technical
W586 = Analyst
W585 = Appraiser
W584 = Artist
W583 = Auctioneer
W582 = Auditor
W581 = Banker
W580 = Banker/Loan Office
W579 = Banker/Loan Processor
W578 = Bookkeeper
W577 = Broker
W576 = Broker/Stock/Trader
W575 = Buyer
W574 = Cashier
W573 = Caterer
W572 = Checker
W571 = Claims Examiner/Rep/Adjudicator
W570 = Clerk
W569 = Clerk/File
W568 = Collector
W567 = Communications
W566 = Conservation/Environment
W565 = Consultant/Advisor
W564 = Coordinator

W563 = Customer Service/Representative
W562 = Designer
W561 = Detective/Investigator
W560 = Dispatcher
W559 = Draftsman
W558 = Estimator
W557 = Expeditor
W556 = Finance
W555 = Flight Attendant/Steward
W554 = Florist
W553 = Graphic Designer/Commercial Artist
W552 = Hostess/Host/Usher
W551 = Insurance/Agent
W550 = Insurance/Underwriter
W549 = Interior Designer
W548 = Jeweler
W547 = Marketing
W546 = Merchandiser
W545 = Model
W544 = Musician/Music/Dance
W543 = Personnel/Recruiter/Interviewer
W542 = Photography
W541 = Public Relations
W540 = Publishing
W539 = Purchasing
W538 = Quality Control
W537 = Real Estate/Realtor
W536 = Receptionist
W535 = Reporter
W534 = Researcher
W533 = Sales
W532 = Sales Clerk/Counterperson
W531 = Security
W530 = Surveyor
W529 = Technician
W528 = Telemarketer/Telephone/Operator
W527 = Teller/Bank Teller
W526 = Tester
W525 = Transcriber/Translator
W524 = Travel Agent
W523 = Union Member/Rep.
W522 = Ward Clerk
W521 = Water Treatment
W520 = Writer
L499 = Blue Collar Worker
L498 = Animal Technician/Groomer
L497 = Apprentice
L496 = Assembler
L495 = Athlete/Professional

L494 = Attendant
L493 = Auto Mechanic
L492 = Baker
L491 = Barber/Hairstylist/Beautician
L490 = Bartender
L489 = Binder
L488 = Bodyman
L487 = Brakeman
L486 = Brewer
L485 = Butcher/Meat Cutter
L484 = Carpenter/Furniture/Woodworking
L483 = Chef/Butler
L482 = Child Care/Day Care/Babysitter
L481 = Cleaner/Laundry
L480 = Clerk/Deli
L479 = Clerk/Produce
L478 = Clerk/Stock
L477 = Conductor
L476 = Construction
L475 = Cook
L474 = Cosmetologist
L473 = Courier/Delivery/Messenger
L472 = Crewman
L471 = Custodian
L470 = Cutter
L469 = Dock Worker
L468 = Driver
L467 = Driver/Bus Driver
L466 = Driver/Truck Driver
L465 = Electrician
L464 = Fabricator
L463 = Factory Workman
L462 = Farmer/Dairyman
L461 = Finisher
L460 = Fisherman/Seaman
L459 = Fitter
L458 = Food Service
L457 = Foreman/Crew leader
L456 = Foreman/Shop Foreman
L455 = Forestry
L454 = Foundry Worker
L453 = Furrier
L452 = Gardener/Landscaper
L451 = Glazier
L450 = Grinder
L449 = Grocer
L448 = Helper
L447 = Housekeeper/Maid
L446 = Inspector
L445 = Installer
L444 = Ironworker
L443 = Janitor
L442 = Journeyman
L441 = Laborer
L440 = Lineman

L439 = Lithographer
L438 = Loader
L437 = Locksmith
L436 = Machinist
L435 = Maintenance
L434 = Maintenance/Supervisor
L433 = Mason/Brick/Etc.
L432 = Material Handler
L431 = Mechanic
L430 = Meter Reader
L429 = Mill worker
L428 = Millwright
L427 = Miner
L426 = Mold Maker/Molder/Injection Mold
L425 = Oil Industry/Driller
L424 = Operator
L423 = Operator/Boilermaker
L422 = Operator/Crane Operator
L421 = Operator/Forklift Operator
L420 = Operator/Machine Operator
L419 = Packer
L418 = Painter
L417 = Parts (Auto Etc.)
L416 = Pipe fitter
L415 = Plumber
L414 = Polisher
L413 = Porter
L412 = Press Operator
L411 = Presser
L410 = Printer
L409 = Production
L408 = Repairman
L407 = Roofer
L406 = Sanitation/Exterminator
L405 = Seamstress/Tailor/Handicraft
L404 = Setup man
L403 = Sheet Metal Worker/Steel Worker
L402 = Shipping/Import/Export/Custom
L401 = Sorter

L400 = Toolmaker
L399 = Transportation
L398 = Typesetter
L397 = Upholstery
L396 = Utility
L395 = Waiter/Waitress
L394 = Welder
H349 = Health Services
H348 = Chiropractor
H347 = Dental Assistant
H346 = Dental Hygienist
H345 = Dentist
H344 = Dietician
H343 = Health Care
H342 = Medical Assistant

H341 = Medical Secretary
 H340 = Medical Technician
 H339 = Medical/Paramedic
 H338 = Nurses Aide/Orderly
 H337 = Optician
 H336 = Optometrist
 H335 = Pharmacist/Pharmacy
 H334 = Psychologist
 H333 = Technician/Lab
 H332 = Technician/X-ray
 H331 = Therapist
 H330 = Therapists/Physical
 H329 = Nurse
 H328 = Nurse (Registered)
 H327 = Nurse/LPN
 H326 = Social Worker/Case Worker
 S299 = Legal/Paralegal/Assistant
 S298 = Legal Secretary
 S297 = Secretary
 S296 = Typist
 S295 = Data Entry/Key Punch
 P249 = Homemaker
 P248 = Retired
 P247 = Retired/Pensioner
 P246 = Part Time
 P245 = Student
 P244 = Volunteer
 A199 = Armed Forces
 A198 = Army Credit Union Trades
 A197 = Navy Credit Union Trades
 A196 = Air Force
 A195 = National Guard
 A194 = Coast Guard
 A193 = Marines
 I149 = Coach
 I148 = Counselor
 I147 = Instructor
 I146 = Lecturer
 I145 = Professor
 I144 = Teacher
 I143 = Trainer
 C129 = Civil Service
 C128 = Air Traffic Control
 C127 = Civil Service/Government
 C126 = Corrections/Probation/Parole
 C125 = Court Reporter
 C124 = Firefighter
 C123 = Judge/Referee
 C122 = Mail Carrier/Postal
 C121 = Mail/Postmaster
 C120 = Police/Trooper

Individual		0	Detailed Occupation Description. See our data dictionary for full list.
PRFL_2NDAMEND Individual	C	1	<p>Profiled Voters - 2nd Amendment Supporters</p> <p>Contains flags in any of the following fields-</p> <p>ISBIGGAMEHUNTER ISFISHER FISHING HISTMIL HUNTFISHMATCHCRITERIA HUNTFISHRATING ISHUNTER HUNTING HUNTSHOOT MILIWEAPN ISWATERFOWLHUNTER</p> <p>OR is a state contributor donor to a recipient that is flagged as Pro 2nd Amendment (NRA victory fund, etc)</p>
PRFL_ACTIVE_MIL Individual	C	1	<p>Profiled Voters - Active Military</p> <p>Contains any of the following military occupation codes (OCCDETAIL field): A193 - Marines A194 - Coast Guard A195 - National Guard A196 - Air Force A197 - Navy Credit Union Trades A198 - Army Credit Union Trades A199 - Armed Forces OR contains a military address</p>
PRFL_ANML_RIGHTS Individual	C	1	<p>Profiled Voters - Animal Rights Supporters</p> <p>Description: FEC or State Contributor donor to recipients identified as animal rights groups, or any of the following consumer flags present: PET_OTHER PETS CATOWNER DOGOWNER DON_ANML DON_ENVWLD EQUESTRIAN</p>
PRFL_CHOICELIFE Individual	C	1	<p>Profiled Voters - Pro Life/Choice</p> <p>Pro-Choice/Pro-Life Profile are likely Pro-Life and Pro-Choice Supporters. This profile is comprised of individual donors</p>

who have donated to historically Pro-Choice and Pro-Life Organizations as well as Candidates and Committees that strongly support Pro-Choice and Pro-Life positions.

1 - Pro Life
2 - Pro Choice

PRFL_CLINTON_SUPPO Individual	C	1	<p>Profiled Voters - Likely Hillary Clinton Supporters</p> <p>Voters who have previously supported Hillary Clinton or are likely to support a future Presidential run for Hillary Clinton. The profile is based on individuals and organizations who have endorsed or supported her previously.</p> <p>Y = Supporter</p>
PRFL_EDUCATION Individual	C	1	<p>Profiled Voters - Interest in Education issues</p> <p>Individuals who have donated to an education-focused political organization or who work in the education field</p>
PRFL_ENVIRONMENT Individual	C	1	<p>Profiled Voters - Environmentalists</p> <p>Contains flags in any of the following fields: CAMPHIKING DON_ENVIR DON_ENVWLD FISHING FOODSNAT FUND_ENVIR</p> <p>OR flagged with occupation code W566 = Conservation/Environment (OCCDETAIL field)</p>
PRFL_EVANGELICAL Individual	C	1	<p>Profiled Voters - Likely Evangelical</p> <p>Individuals that are likely to take the Bible seriously according to the teaching of the gospel or the Christian Religion. It includes those who are Protestant, Mormon, and Lutheran who are a Christian Family or those who are Protestant, Mormon, or Lutheran who have at least 2 flags ie) socially conservatives, pro-life , oppose Gay Marriage, or have purchased Religious Magazines.</p>
PRFL_GUN_CONTROL Individual	C	1	<p>Profiled Voters - Gun Control Supporters</p> <p>Profiled Voters - Gun Control Supporters</p>
PRFL_HEALTHCARE Individual	C	1	<p>Profiled Voters - Healthcare Professionals</p> <p>PRFL_HEALTHCARE Profiled Voters - Healthcare Professionals</p>

Y, Blank
Contains any of these occupation codes (OCCDETAIL field)

T983 = Medical Doctor/Physician
H326 = Social Worker/Case Worker
H327 = Nurse/LPN
H328 = Nurse (Registered)
H329 = Nurse
H330 = Therapists/Physical
H331 = Therapist
H332 = Technician/X-ray
H333 = Technician/Lab
H334 = Psychologist
H335 = Pharmacist/Pharmacy
H336 = Optometrist
H337 = Optician
H338 = Nurses Aide/Orderly
H339 = Medical/Paramedic
H340 = Medical Technician
H341 = Medical Secretary
H342 = Medical Assistant
H343 = Health Care
H344 = Dietician
H345 = Dentist
H346 = Dental Hygienist
H347 = Dental Assistant
H348 = Chiropractor
H349 = Health Services

PRFL_HEALTHCARE_RE	C	1	<p>Profiled Voters - Healthcare Reform</p> <p>Individual</p> <p>1 - Support 2 - Oppose</p>
PRFL_LABOR	C	1	<p>Profiled Voters - Organized Labor Supporters</p> <p>Individual</p> <p>Contains any of the following occupation (OCCDETAIL)codes: L394 = Welder L395 = Waiter/Waitress L396 = Utility L397 = Upholstery L398 = Typesetter L399 = Transportation L400 = Toolmaker L401 = Sorter L402 = Shipping/Import/Export/Custom L403 = Sheet Metal Worker/Steel Worker L404 = Setup man L405 = Seamstress/Tailor/Handicraft L406 = Sanitation/Exterminator L407 = Roofer L408 = Repairman</p>

L409 = Production
L410 = Printer
L411 = Presser
L412 = Press Operator
L413 = Porter
L414 = Polisher
L415 = Plumber
L416 = Pipe fitter
L417 = Parts (Auto Etc.)
L418 = Painter
L419 = Packer
L420 = Operator/Machine Operator
L421 = Operator/Forklift Operator
L422 = Operator/Crane Operator
L423 = Operator/Boilermaker
L424 = Operator
L425 = Oil Industry/Driller
L426 = Mold Maker/Molder/Injection Mold
L427 = Miner
L428 = Millwright
L429 = Mill worker
L430 = Meter Reader
L431 = Mechanic
L432 = Material Handler
L433 = Mason/Brick/Etc.
L434 = Maintenance/Supervisor
L435 = Maintenance
L436 = Machinist
L437 = Locksmith
L438 = Loader
L439 = Lithographer
L440 = Lineman
L441 = Laborer
L442 = Journeyman
L443 = Janitor
L444 = Ironworker
L445 = Installer
L446 = Inspector
L447 = Housekeeper/Maid
L448 = Helper
L449 = Grocer
L450 = Grinder
L451 = Glazier
L452 = Gardener/Landscaper
L453 = Furrier
L454 = Foundry Worker
L455 = Forestry
L456 = Foreman/Shop Foreman
L457 = Foreman/Crew leader
L458 = Food Service
L459 = Fitter
L460 = Fisherman/Seaman
L461 = Finisher
L462 = Farmer/Dairyman
L463 = Factory Workman

L464 = Fabricator
 L465 = Electrician
 L466 = Driver/Truck Driver
 L467 = Driver/Bus Driver
 L468 = Driver
 L469 = Dock Worker
 L470 = Cutter
 L471 = Custodian
 L472 = Crewman
 L473 = Courier/Delivery/Messenger
 L474 = Cosmetologist
 L475 = Cook
 L476 = Construction
 L477 = Conductor
 L478 = Clerk/Stock
 L479 = Clerk/Produce
 L480 = Clerk/Deli
 L481 = Cleaner/Laundry
 L482 = Child Care/Day Care/Babysitter
 L483 = Chef/Butler
 L484 = Carpenter/Furniture/Woodworking
 L485 = Butcher/Meat Cutter
 L486 = Brewer
 L487 = Brakeman
 L488 = Bodyman
 L489 = Binder
 L490 = Bartender
 L491 = Barber/Hairstylist/Beautician
 L492 = Baker
 L493 = Auto Mechanic
 L494 = Attendant
 L495 = Athlete/Professional
 L496 = Assembler
 L497 = Apprentice
 L498 = Animal Technician/Groomer
 C120 = Police/Trooper
 C121 = Mail/Postmaster
 C122 = Mail Carrier/Postal
 C124 = Firefighter
 I144 = Teacher
 W523 = Union Member/Rep.

OR is a state contributor donor to a recipient that is
flagged as Pro-Labor

PRFL_LGBT_SUPPORT

Individual

C 1 Profiled Voters - LGBT Supporters

Valid values Blank, 1 or 2
 1: LGBT Donor - FEC or State contributor donor to
 recipients
 identified as pro-LGBT groups
 2: LGBT Likely Supporter - Dem/Inferred Dem or Green
 party

AND voted in at least 3 primaries since 2008 AND no Republican vote history AND not a Republican or Conservative donor AND none of the following fields are populated: DON_RELIG, RD_RELIG, RELIG_MAG, RELIGINSP AND not flagged with social conservative profile.

PRFL_MARIJUANA_REF Individual	C	1	<p>Profiled Voters - Marijuana Policy Reform Supporter</p> <p>Individuals that are likely to support Marijuana Reform or Medical Marijuana Legislation. Voters who have these flags: Green , Libertarian, Liberal Party or Socially Liberal Indicator and Party Code Democrat/Inferred Democrat and Age-18 to 40 or Bernie Sanders Supporters from FEC or Donors to pro-marijuana reform Recipients from FEC or state contributor</p>
PRFL_MARRIAGE_EQU Individual	C	1	<p>Profiled Voters - Marriage Equality</p> <p>For Marriage Equality - Individuals who have supported campaigns, committees and organizations that have supported Marriage Equality i.e. Gay and Lesbian Groups, individuals that have supported referendums on Marriage Equality.</p> <p>Against Marriage Equality - Organizations, Campaigns and Committees that only support the Traditional Form of Marriage between a Man and Woman.</p> <p>1 = Support 2 = Oppose</p>
PRFL_MIL_SUPPORT Individual	C	1	<p>Profiled Voters - Military Supporters</p> <p>Contains the Active Military profile or the Veteran profile flag, or any of the following: HISTMIL MILIWEAPN PUR_1STCOD = V PUR_2NDCOD = V PUR_LNDNAM = 'VETERANS ADMN','USAA FSB' OR 'NAVY FCU' OCCUPATION = J HH_OCCUP = 13 DON_VET OR HAS A FAMILY MEMBER WITH ANY OF THE ABOVE</p>

PRFL_OBAMA

Individual

C 1 Profiled Voters - Likely Obama Supporters

Voters who have donated to an organization or campaign that has endorsed or supported Obama.

Y = Likely Supporter

PRFL_PERSUADABLE_

Individual

C 1 Profiled Voters - Persuadable/Swing Voters

Persuadable/Swing Voters: The Persuadable audience contains more than twenty million names, including "switch-hitters" like declared Republicans and Democrats who have donated to the other party, and individuals who have recently changed party affiliation. In addition, the Persuadable Profile contains populations that have a higher propensity to vote for the other party's candidates because of the unique dynamics of this Trump-Clinton election. These populations include college-educated Republican women, Rust Belt/blue-collar Democratic men, and Hispanic and African-American Republicans

PRFL_POLITICAL_IDEOIndividual

C 1 Profiled Voters – Political Ideology

This field replaces the following legacy Profile fields "Likely Social Conservative", "Social Moderate" and "Social Liberal".

Valid Values: C (Conservative), M (Moderate) and L (Liberal)

Social Conservative - Individuals whose social issues stance leans conservative. These individuals have more of the socially conservative indicators than the socially liberal indicators , Social Moderate - Individuals whose social issues stance did not strongly lean liberal or conservative. These individuals have an equal number of socially liberal indicators and socially conservative indicators, Social Liberal - Individuals whose social issues stance leans liberal. These individuals have more of the socially liberal indicators than the socially conservative indicators.

PRFL_TAXES

Individual

C 1 Profiled Voters - Interest in Taxes and Tax Refo

Individuals who have an interest in tax issues or banking investments. Includes anyone who has contributed to

organizations focused on tax reform/interests or who has an occupation in banking, upper level management, or accounting industry

PRFL_TEAPARTY Individual	C	1	<p>Profiled Voters - Likely Tea Party Supporters</p> <p>Because this is a grassroots group of voters, this is the broad definition established by leading national Tea Party organizations. Users may want to add additional criteria such as party codes, vote history, etc. to refine and customize to supporters that fit their intended universes at their local levels.</p> <p>Valid Values 1 = Tea Party Donor 2 = Likely Tea Party Supporter</p>
PRFL_VETERAN Individual	C	1	<p>Profiled Voters – Veterans</p> <p>HH_VETERAN flag OR matched to consumer veteran file</p>
RANDOM_NUM Individual	C	8	<p>Random Number</p> <p>RANDOM NUMBER - Each voter is assigned 8 digit random number ranging from 00000001 to 99999999 to accommodate random selection of voter samples. Random samples of voters can be obtained by selecting only those voters within a certain range by specifying</p>
STATUS Individual	C	1	<p>Status</p> <p>Voting status of the voter as identified by the state or county voter registrar. Values are: <Blank>=Active I=Inactive S=Suspense F=Felon D=Deceased C=unknown Cancellation Valid Values: I,S,F,D,C, <blank> Information received in source file</p>
VOTER_ID Individual	C	1 0	<p>Voter ID</p> <p>VOTER ID NUMBER - Voter identification number assigned by county or the state.</p> <p>-api applied</p>

VP_GEN

Individual

C 6 Voter Propensity Score - General Election

Voter propensity is a scoring method that uses a fraction-based calculation to reflect the percentage of times an individual has voted in an election. Voter propensity scores are available for primaries, presidential primaries, general elections, and "other" elections, and can be used to reflect the likelihood of a voter to cast a vote in an election. Voter propensity scores are based on the last 10 years of vote history; if a voter has been registered for less than 10 years, then the score is based off of the number of years (1-9) the voter has been registered to vote.

VP_OTH

Individual

C 6 Voter Propensity Score - Other Election

Voter propensity is a scoring method that uses a fraction-based calculation to reflect the percentage of times an individual has voted in an election. Voter propensity scores are available for primaries, presidential primaries, general elections, and "other" elections, and can be used to reflect the likelihood of a voter to cast a vote in an election. Voter propensity scores are based on the last 10 years of vote history; if a voter has been registered for less than 10 years, then the score is based off of the number of years (1-9) the voter has been registered to vote.

VP_PPP

Individual

C 6 Voter Propensity Score - Presidential Primary Election

Voter propensity is a scoring method that uses a fraction-based calculation to reflect the percentage of times an individual has voted in an election. Voter propensity scores are available for primaries, presidential primaries, general elections, and "other" elections, and can be used to reflect the likelihood of a voter to cast a vote in an election. Voter propensity scores are based on the last 10 years of vote history; if a voter has been registered for less than 10 years, then the score is based off of the number of years (1-9) the voter has been registered to vote.

VP_PRI

Individual

C 6 Voter Propensity Score - Primary Election

Voter propensity is a scoring method that uses a fraction-based calculation to reflect the percentage of times an individual has voted in an election. Voter propensity scores are available for primaries, presidential primaries, general elections, and "other" elections, and can be used to reflect the likelihood of a voter to cast a vote in an election. Voter propensity scores are based on the last 10 years of vote history; if a voter has been registered for less than 10 years, then the score is based off of the number of years (1-9) the voter has been registered to vote.

COUNTY_ST

Political Jurisdiction

C 3 County

COUNTY STATE - In our database the field label is COUNTY_ST with a field length of 3(may contain leading zeros). This field is applied based on the county in the source data when the voter registration file is acquired. This code is unique within each state. Used the standard FIPS (Federal Information Processing Standards) county number for the county in which the voter is registered. These are almost always exclusively odd numbers. Click [here](http://www.voterlistsonline.com/AttachFiles_RPT/FIPS_County_Translation.xls) for a FIPS to County Name translation list.

Please note that with a five-digit FIPS code, the first two digits identify the state. The code in our data is the three-character code pertaining to the county. FIPS codes are generally odd numbers, assigned for the most part through an alphabetical listing of the county names. There are exceptions: Cities in Virginia, Maryland and elsewhere have even numbered FIPS codes. Parishes in Louisiana are treated as counties. Territories and Boroughs in Alaska are treated as counties. Note that in New England and Wisconsin the voter registers at the town level, but the codes are nevertheless assigned at the county level.

This is the field that should be used when searching by county because the COUNTY_FIP code assignment is based on the voters mail address.

ST_UP_HOUS

Political Jurisdiction

C 2 State Upper House

Often called the State Senate, in our database the field is labeled ST_UP_HOUS with a field length of 2. This information comes from the source data. In Nebraska the district numbers for their unicameral Legislature are recorded in both this field and the Lower House field.(ST_LO_HOUS). If you are viewing this information under the Jurisdiction Tab you can click the Map button to see details for Districts and Members.

NOTE: The district information is determined, displayed, and downloaded according to the information provided by the registrar of voters at the time of acquisition of the voter file. The registrar and the processing may indicate a mail or home address other than inside the registrar-assigned district. Individuals who may have moved, re-registered or been removed from the registrars' list since the time of acquisition may still be present on this list. Data does not perform any re-assignment of districts. If you chose to "Exclude Movers", normally the default, Data will exclude individuals who have been identified by the process as moving irrespective of the nature of the move. This may not

exclude all non-district individuals.

ST_UP_HOUS_OLD

C 2 State Upper House(Old)

Political Jurisdiction

Often called the State Senate, in our database the field is labeled ST_UP_HOUS with a field length of 2. This information comes from the source data. In Nebraska the district numbers for their unicameral Legislature are recorded in both this field and the Lower House field.(ST_LO_HOUS). If you are viewing this information under the Jurisdiction Tab you can click the Map button to see details for Districts and Members.

NOTE: The district information is determined, displayed, and downloaded according to the information provided by the registrar of voters at the time of acquisition of the voter file. The registrar and the NCOA processing may indicate a mail or home address other than inside the registrar-assigned district. Individuals who may have moved, re-registered or been removed from the registrars' list since the time of acquisition may still be present on this list. Data does not perform any re-assignment of districts. If you chose to "Exclude Movers", normally the default, data will exclude individuals who have been identified by the process as moving irrespective of the nature of the move. This may not exclude all non-district individuals.

ST_LO_HOUS

C 3 State Lower House

Political Jurisdiction

In our database the field is labeled ST_LO_HOUS has a field length of 3 and is from the source data. The actual formal name of the lower house varies by state. In most states this body is called the House of Representatives. In NY, WI and CA, this body is called the State Assembly. NE is unicameral and the values in this field match the st_up_hous field. In NV it is merely called the Assembly. In New Jersey it is the General Assembly. In MD, VA and WV it is the House of Delegates.

NOTE: The district information is determined, displayed, and downloaded according to the information provided by the registrar of voters at the time of acquisition of the voter file. The registrar and the NCOA processing may indicate a mail or home address other than inside the registrar-assigned district. Individuals who may have moved, re-registered or been removed from the registrars' list since the time of acquisition may still be present on this list. Data does not perform any re-assignment of districts. If you chose to "Exclude Movers", normally the default, Data will exclude individuals who have been identified by the process as moving irrespective of the nature of the move. This may not exclude all non-district individuals.

ST_LO_HOUS_OLD	C 3	State Lower House(Old)
Political Jurisdiction		<p>In our database the field is labeled ST_LO_HOUS has a field length of 3 and is from the source data. The actual formal name of the lower house varies by state. In most states this body is called the House of Representatives. In NY, WI and CA, this body is called the State Assembly. NE is unicameral and the values in this field match the st_up_hous field. In NV it is merely called the Assembly. In New Jersey it is the General Assembly. In MD, VA and WV it is the House of Delegates.</p> <p>NOTE: The district information is determined, displayed, and downloaded according to the information provided by the registrar of voters at the time of acquisition of the voter file. The registrar and the NCOA processing may indicate a mail or home address other than inside the registrar-assigned district. Individuals who may have moved, re-registered or been removed from the registrars' list since the time of acquisition may still be present on this list. Data does not perform any re-assignment of districts. If you chose to "Exclude Movers", normally the default, Data will exclude individuals who have been identified by the process as moving irrespective of the nature of the move. This may not exclude all non-district individuals.</p>
CONG_DIST	C 2	Congressional District
Political Jurisdiction		<p>US Congressional District - The Federal congressional district. This is a 2 character field labeled CONG_DIST. It is a two digit number from 00 to 99. This designation comes from the source data. If viewing this field using the Jurisdiction Tab you can click on the MAP button to the right to display information about the Seated Member of Congress and their district. You can select from two options: District Overview and Legislator Overview.</p> <p>NOTE: The district information is determined, displayed, and downloaded according to the information provided by the registrar of voters at the time of acquisition of the voter file. The registrar and the processing may indicate a mail or home address other than inside the registrar-assigned district. Individuals who may have moved, re-registered or been removed from the registrars' list since the time of acquisition may still be present on this list. Data does not perform any re-assignment of districts. If you chose to</p>

"Exclude Movers", normally the default, data will exclude individuals who have been identified by the process as moving irrespective of the nature of the move. This may not exclude all non-district individuals.

CONG_DIST_OLD Political Jurisdiction	C 2	Congressional District(Old) US Congressional District - The Federal congressional district. This is a 2 character field labeled CONG_DIST. It is a two digit number from 00 to 99. This designation comes from the source data. If viewing this field using the Jurisdiction Tab you can click on the MAP button to the right to display information about the Seated Member of Congress and their district. You can select from two options: District Overview and Legislator Overview. NOTE: The district information is determined, displayed, and downloaded according to the information provided by the registrar of voters at the time of acquisition of the voter file. The registrar and the processing may indicate a mail or home address other than inside the registrar-assigned district. Individuals who may have moved, re-registered or been removed from the registrars' list since the time of acquisition may still be present on this list. Data does not perform any re-assignment of districts. If you chose to "Exclude Movers", normally the default, Data will exclude individuals who have been identified by the process as moving irrespective of the nature of the move. This may not exclude all non-district individuals.
AI_COUNTY_NAME Political Jurisdiction	C 5 0	County Name - AI Applied county name based on county FIPS code found in COUNTY_ST field.
MUNICIPALITY Political Jurisdiction	C 5 0	Municipality Municipality
PREC_NAME Political Jurisdiction	C 4 0	Precinct Name Precinct Name Information received in source file
PREC_NO1 Political Jurisdiction	C 5 0	Precinct Main Precinct Number Information received in source file
PREC_NO1_OLD	C 8	Precinct(Old)

Political Jurisdiction

Main Precinct Number Information received in source file

SCHL_DIST

C 5` School District

Political Jurisdiction

School District - In CA School District refers to either elementary school district (K-8), unified school district (both elem and high school are in one district), or joint school district (district crosses county lines).

Information received in source file

TIMEZONE

Political Jurisdiction

Residence Address Time Zone

Timezone for Voters Residence Address is a string value describing the time zone of the ZIP where the residence address is located.

AST = Atlantic Standard Time

AKST = Alaska Standard Time

HAST = Hawaii-Aleutian Standard Time

CST = Central Standard Time

EST = Eastern Standard Time

MST = Mountain Standard Time

PST = Pacific Standard Time

MIL = Military Time

U+9 = Palau Time

U+10 = Chamorro Standard Time (Guam and the Northern Mariana Islands)

U+12 = Marshall Islands Time

U-11 = Samoa Standard Time (American Samoa)

WARD

C 8 Ward

Political Jurisdiction

Ward

Information received in source file

ADDRESS

C 4
0

Address

This is the resident address as provided in the source record. It is not standardized or updated with USPS address forwarding data. "Maddress" is the standardized address field

-source data

CITY

C 1
9

Address

This is the resident city as provided in the source record. It is not standardized or address corrected.

-Information received in the source data

STATE Address	C 2	Residence State This is the home state as provided in the voter registration record. It has not been modified from the information provided by the state or county. Information received in source file
ZIP Address	C 5	Residence Zipcode Home Zipcode - This is the home zip as provided in the voter registration record. It has not been modified from the information provided by the state or county. Information received in source file
ZIP4 Address	C 4	Residence Zip +4 Home Zipcode4 digit extension
MADDRESS Address	C 4 0	Mail Address ADDRESS - MAIL - This is the complete mail address, standardaized and address corrected by the USPS Fastforward database. The Fastforward database identifies residents who have moved and requested that mail be forwarded. This database currently maintains movers for 13 months, though database updates its files quarterly, so as not to lose movers. This application allows for an increase in the accuracy of mail delivery and for identification of potential absentee ballot voters. -source data
MCITY Address	C 1 9	Mail Address City Mail city as COA verified and corrected Information received in source file
MSTATE Address	C 2	Mail Address State This is the mail state as COA verified and corrected. Information received in source file
MZIP Address	C 5	Mail Address Zip code This is the maiaddressl zip code as COA verified and corrected. Information received in source file

M_ZIP4 Address	C	4	Mail Zip +4 Zip+4 based on our mail zipcode. COA applied/CASS certified. CASS recertification is required every 3 months. CASS certificates can be requested by contacting Data technical support
MCR_RT Address	C	4	Mail Carrier Route Mail Carrier Route. COA applied based on Mail Address and CASS certified. CASS recertification is required every 6 months. Cass certificates can be obtained by contacting data support.
ADD_TYPE Address	C	1	Address Type Residence Type applied during address standardization. Valid Values: F=Firm or Company G=General Delivery H=High rise or business complex P=PO Box R=Rural Route Address S=Street or Residential
HOUSE_NUM Address	C	8	Home Address Number Parsed out home address number. Information received in source file
PRE_DIR Address	C	2	Address Pre Direction Parsed out home address pre-direction. -source data
ST_NAME Address	C	2 5	Street Name Parsed out home address street name. -source data
POST_DIR Address	C	1	Address Post Direction Parsed out home address post-direction. -source data
ST_SUFF Address	C	4	Street Suffix Parsed out home address street suffix. -source data

APT_NAME Address	C 4	Apartment Name Parsed out home address apartment or suite name. Parsed out type of unit -source data
APT_NUM Address	C 6	Apartment number Parsed out home address apartment or suite number -source data
ODD_EV_ADD Address	C 1	Odd or Even Address Indicator Flags the address for location on the even or the odd side of the street (primarily used for walk lists). Valid Values: E=Even, o=Odd
LATITUDE Address	C 9	Latitude Geographic Latitude
LONGITUDE Address	C 1 1	Longitude Geographic Longitude
CENSUS_ST Address	C 2	Census State 2 digit Census State Code (i.e. 01=Alabama). This is the major political and administrative subdivision of the United States.
CENSUS_TRK Address	C 6	Census Tract CENSUS TRACT (i.e. 992000) A small statistical subdivision of a county established by the Census Bureau and designed to be relatively homogeneous with respect to population characteristics, economic status, and living conditions. Tracts generally have stab
CENSUS_BLK Address	C 4	Census Block Census Block/Census BGED (Block Group Enumeration District) (i.e.2026). Block Group - A small, statistical subdivision of a Census block chosen to preserve as much as possible the homogeneity of the residence. Enumeration District - A statistical area used in the collection and preparation of Census data in areas where Block

Group
statistics are not prepared. An Enumeration District will
encompass a population of 1000 to 1600 persons.

-api applied

COA_FLAG	C 1	Change of Address Flag
Address		<p>A = Match found; a complete, forwardable address is provided</p> <p>1 = Match found; Foreign Move</p> <p>2 = Match found; but Moved Left No Address (MLNA)</p> <p>3 = Match found; but Box Closed No Order (BCNO)</p> <p>5 = Match found, but unable to provide a unique forwarding address</p> <p>14 = Match found, but new address cannot be converted to a deliverable address</p> <p>19 = Match found, but unable to provide 11-digit delivery point</p> <p>(4; 6-13; 15-18; 20) = Ambiguous input address; cannot be matched to a unique forwarding order</p> <p>66 = The individual's forwarding order will soon expire and thus be undeliverable</p> <p>(91, 92) = Forwarding order match is ZIP+4 is a street level match rather than address-level match</p>
		-api applied
COA_MOVE	C 2	Change of Address Move Type
Address		<p>Change of Address Move Type. Addresses with a value have a forwardable new mailing address.</p> <p>I=Individual Move</p> <p>F=Family Move</p> <p>B=Business Move</p> <p>M =Move; no type specified</p>
COUNTYFIPS_USPS	C 3	County FIPS-USPS
Address		County FIPS-USPS
HOME_SEQ	C 7	Home Sequence Number
Address		<p>HOME SEQUENCE - Home sequence numbers are provided to accomodate creation of walk-lists. Each voter is assigned a unique 7 digit number which is equivalent to the ordinal position when sorted in ascending order by the following fields: Home zip, Home Str</p>

MCOUNTYFIPS_USPS Address	C	3	Mail County FIPS-USPS Mail County FIPS-USPS
RLAT Address	C	3 0	Rooftop Latitude Rooftop Latitude for residence address
RLNG Address	C	3 0	Rooftop Longitude Rooftop Longitude for residence address
COMP_OWN Household	C	1	Computer Owner Indicates a Computer Owner. Valid values: Y=yes and <blank> = unknown Consumer enhancement Consumer Enhancement
DNC Household	C	1	Federal Do Not Call List Flag Selecting to exclude records with this flag will suppress records with phone numbers on the Federal Do Not Call List Valid Value: Match = Y
DWELLING Household	C	1	Dwelling Type Single Family - Multi-Family Dwelling Unit Designation A = MFDU/APT B = Business Address C = Single family dwelling unit D = Duplex E = 3 units F = 4 units G = 5-9 units L = 10-19 units M = 20-49 units N = 50-100 units O = 101+ units P = PO Box Q = Condo R = Private Mail Box S = Nursing Home T = Mobile Ho
DWELLTYPE Household	C	1	Dwelling Type Indicates if more than one family lives at a particular

address.
 Condos are coded as multi-family dwelling units.
 Single-family dwelling units are defined as a structure with grass on all four sides of the structure. Source: Survey data, Public data, Self-reported data, Warranty registrations, Buying activity, Online surveys and registrations, Magazine subscriptions

M = Multiple Family Dwelling Unit
 S = Single Family Dwelling Unit

EDUCATION Household	C 1	Education Level Indicates the education of the input individual. Source: surveys A = Completed High School B = Completed College C = Completed Graduate School D = Attended Vocational/Technical
ETHNIC_COD Household	C 1	Ethnic Code All ethnic codes on data collected after 1996 are provided only by the source. Ethnic code on older data is provided by one of the following: source, AP applied, or vendor applied as an enhancement. A Asian B African American H Hispanic I Native American K Korean O Other W White
FISHING Household	C 1	Fishing Someone in the household has an interest in fishing. Source: self-reported surveys, registrations Y= Yes, 0= No, Blank = Unknown
GOLDCARD Household	C 1	Has a Goldcard Indicator GOLDCARD Valid Values: Y=Yes Consumer Enhancement

HH_NUMBER Household	C 7	Household Number HOUSEHOLD NUMBER - Every member in the household is assigned a same 7 digit number which is unique to that household. (i.e. No two households within a county share the same household number but everyone in a same household shares the same number). A hous
HH_VETERAN Household	C 1 0	Veteran Household Indicates that a veteran exists in the household. Y= Yes, 0= No, Blank = Unknown Source: self reported data
HOH_FLAG Household	C 1	Head of Household Flag HEAD OF HOUSEHOLD FLAG - Head of household flag. Head of household is the oldest person in the household as determined by date of birth. If date of birth is not available, head of household is the person who registered the earliest as determined by date Valid Values: H=Head, M= Member
HOME_HEAT Household	C 1	Home Heating Type Indicator Home Heating Method 1 = Furnace 2 = Heat Pump 3 = Hot water 4 = No heat 5 = Electric 6 = Solar 7 = Stove 9 = Other Valid Values: 1-9 Consumer Enhancement
HOMEGARDEN Household	C 1	Home and Garden A purchase of Home & Garden products has occurred within the last 24 months in the Household. Source: Purchases of

products and services

Y= Yes, 0= No, Blank = Unknown

HOMEIMP Household	C	1	Home Improvement Household indicated they are interested in home improvement. The type of home improvement and the dollar amount of home improvement is unknown. Data falls off after 6 months if not updated by a source. Source: Surveys, online registrations Y= Yes, 0= No, Blank = Unknown
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HOMEIMPDYI Household	C	1	Home Improvement - Do It Yourselfers These people show a high interest in doing-it-themselves for home improvements. Rather than hire someone to do the job, they will do it. Source: Surveys, online registrations Y= Yes, 0= No, Blank = Unknown
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HOMEMKTVAL Household	C	1	Home Market Value Modeled home market value. Sources: Over a dozen affluence measurements including important factors that impact wealth such as tax rates, local cost of living, household composition and life stage A = \$1,000 - \$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 - \$224,999 J = \$225,000 - \$249,999 K = \$250,000 - \$274,999 L = \$275,000 - \$299,999 M = \$300,000 - \$349,999 N = \$350,000 - \$399,999 O = \$400,000 - \$449,999 P = \$450,000 - \$499,999 Q = \$500,000 - \$749,999 R = \$750,000 - \$999,999 S = \$1,000,000 Plus
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HOMEOWNER
Household

C 1 Home Owner

Verified home owners have at least 1 source that is
assessor
or recorder based data.
Highly likely home owners are multi-sourced compiled
records
Probable home owners are typically single source

V = Verified Home Owner
H = Highly Likely Home Owner
P = Probably Home Owner

HOMEOWNRNT
Household

C 1 Home Owner or Renter

Indicates if a household is owner or renter occupied.
Souce:
Survey data, Public data, Self-reported data, Warranty
registrations, Buying activity, Online surveys and
registrations, Magazine subscriptions

O = Home Owner
R = Renter

INCOMESTHH
Household

C 1 Estimated Household Income

This income is either self reported or estimated based on a
variety of demographic factors. These factors include age,
occupation, home ownership, and median income for the
local area. Sources: Survey data, Public data, Online
surveys and registrations, Magazine subscriptions

A = Under \$10,000
B = \$10,000 - \$14,999
C = \$15,000 - \$19,999
D = \$20,000 - \$24,999
E = \$25,000 - \$29,999
F = \$30,000 - \$34,999
G = \$35,000 - \$39,999
H = \$40,000 - \$44,999
I = \$45,000 - \$49,999
J = \$50,000 - \$54,999
K = \$55,000 - \$59,999
L = \$60,000 - \$64,999
M = \$65,000 - \$74,999
N = \$75,000 - \$99,999
O = \$100,000 - \$149,999
P = \$150,000 - \$174,999
Q = \$175,000 - \$199,999
R = \$200,000 - \$249,999
S = \$250,000 +

LANGUAGE

Household

C 2 Language

Language Spoken:

Afrikaans=A1
Albanian=A2
Amharic=A3
Arabic=A4
Armenian=A5
Ashanti=A6
Azeri=A7
Bantu=B1
Basque=B2
Bengali=B3
Bulgarian=B4
Burmese=B5
Chinese (Mandarin, Cantonese and other dialects)=C1
Comorian=C2
Comorian=C2
Czech=C3
Danish=D1
Dutch=D2
Dzongha=D3
English=E1
Estonian=E2
Farsi=F1
Finnish=F2
French=F3
Georgian=G1
German=G2
Ga=G3
Greek=G4
Hausa=H1
Hebrew=H2
Hindi=H3
Hungarian=H4
Icelandic=I1
Indonesian=I2
Italian=I3
Japanese=J1
Kazakh=K1
Khmer=K2
Kirghiz=K3
Korean=K4
Laotian (Include Hmong)=L1
Latvian=L2
Lithuanian=L3
Macedonian=M1
Malagasy=M2
Malay=M3
Moldavian=M4
Mongolian=M5
Nepali=N1
Norwegian=N2
Oromo=O1

Pashto=P1
 Polish=P2
 Portuguese=P3
 Romanian=R1
 Russian=R2
 Samoan=S1
 Serbo-Croatian=S2
 Sinhalese=S3
 Slovakian=S4
 Slovenian=S5
 Somali=S6
 Sotho=S7
 Spanish=S8
 Swahili=S9
 Swazi=SA
 Swedish=SB
 Tagalog=T1
 Tajik=T2
 Thai=T3
 Tibetan=T4
 Tongan=T5
 Turkish=T6
 Turkmeni=T7
 Tswana=T8
 Unknown=UX
 Urdu=U1
 Uzbeki=U2
 Vietnamese=V1
 Xhosa=X1
 Zulu=Z1

LENGTH_RES	C	2	Length of Time at Residence
Household			Length of Time at Residence
MAIL_ORD	C	1	Mail Order Purchaser
Household			Mail Order Buyer Indicator Valid Values: Y=Yes, M= Multi Buyer, <blank> = unknown Consumer Enhancement
NETWORTH	C	1	Networth
Household			This value represents a summary of data that has been found to be predictive of NetWorth. Predicts the range in which a household's NetWorth is likely to fall. Some of the included elements are Home Value, Age of head of household, dwelling size, and census level data. The basis for the model was the Federal Reserve's Survey of Consumer Finance (SCF). NetWorth can be used to evaluate a voter or

customer value potential. Products can be targeted to reach the affluent or offers can be presented in a different manner to increase response and conversion. For example a card with a frequent flier and travel related feature may appeal to a household with high net worth and a revolving card with a good rate may appeal to a household with a modest NetWorth. Source: Modeled

A = Less than \$1
 B = \$1 - \$4,999
 C = \$5,000 - \$9,999
 D = \$10,000 - \$24,999
 E = \$25,000 - \$49,999
 F = \$50,000 - \$99,999
 G = \$100,000 - \$249,999
 H = \$250,000 - \$499,999
 I = Greater than \$499,999

NUMLINCRE

Household

C 1 Number of Lines of Credit

Indicates credit purchases made in multiple retail stores for the household. Source: Warranty registration data, buying activity data

1 = 1 Line of Credit
 2 = 2 Lines of Credit
 3 = 3 Lines of Credit
 4 = 4 Lines of Credit
 5 = 5 Lines of Credit
 6 = 6 Lines of Credit
 7 = 7 Lines of Credit
 8 = 8 Lines of Credit
 9 = 9 Lines of Credit

PARTY_MIX

Household

C 1 Household Party Makeup

Party make-up of everyone in a household:
 (1) all family members are R
 (2) all family members are D
 (3) all are other than R or D
 (4) none are D
 (5) All family members are R or D only
 (6) No family member are R
 (7) All family members are R or D and any other legal value
 (0) family member contains invalid or no party code
 -api applied

PERSONS_HH Household	C	1	Number of People in the Household Number of people that have been identified in a household
PRESECHLD Household	C	1	Presence of Children Indicates the known presence/absence of children age 0-17 in the household. Source: Survey data, Public data Y= Yes, 0= No, Blank = No value
RELIGINSP Household	C	1	Religious / Inspirational Someone in the household has an interest in religion / inspirational. Sources: self-reported surveys, registrations Y= Yes, 0= No, Blank = No value
RELIGION Household	C	1	Religion Religion B - Buddhist C - Catholic G - Greek Orthodox H - Hindu I - Islamic J - Jewish K - Siku L - Lutheran M - Mormon O - Eastern Orthodox P - Protestant S - Shinto X - Not Known or Unmatched
SEWER Household	C	1	Sewer Home Septic System Type 1 = SEWER - COMMERCIAL 2 = SEWER - PRIVATE 3 = SEWER - PUBLIC 4 = SEWER - SEPTIC
TRAIL_CNT Household	C	1	Household Trailer Count TRAILER COUNT - Trailer count represents the individual

rank in the household based on the criteria used to determine head of household(Date of Birth/Date of Registration). Head of household gets value of "1", and highest ranking member gets value of "2",
Valid Values: 1-9

VALIDFLAG Household	C	8	Phone Validity Y = This phone number was listed with this voter within the past 60 days. U = This phone number was removed from the directory. Valid Values: Y, U Consumer Enhancement
VOTER_TRLR Household	C	1	Voter Trailer Voter Trailer indicates number of trailing members in the household. Valid Values: 0-9, A-F (A-F = 10-15)
WATER Household	C	1	Water Type of Home Water Source 1 = WATER - COMMERCIAL 2 = WATER - PRIVATE 3 = WATER - PUBLIC 4 = WATER - WELL
WEALTH Household	C	1	Wealth Rating Indicator Wealth Rating: A decile rating of households by state based on a high-to-low distribution of median income by block group. Values: 0-9 with 9 representing the top 10%, 8 is the next highest 10%, etc. Valid Values: 1-9, <blank> Consumer Enhancement
YEARBUILT Household	C	4	Home - Year Built The year the households home was constructed. (4 digit year)

FEC_01_02	C 1	FEC Contributor 01-02
Contribution Fields		<p>FEDERAL CONTRIBUTORS 01-02 - Contributors based on Federal Election Commission records.</p> <p>Data Usage Restrictions: Information contained in this field is subject to FEC guidelines for appropriate use, and may not be sold or used by any person for the purpose of soliciting contributions or for any commercial purposes and may only be used for the narrow purposes permitted by the FEC through its Advisory Opinion process. See FEC Advisory Opinions 1981-05, 1984-02 and 2009-19. Consult the FEC for further information prior to using any information obtained through this product.</p>
FEC_03_04	C 1	FEC Contributor 03-04
Contribution Fields		<p>FEDERAL CONTRIBUTORS 03-04 - Contributors based on Federal Election Commission records.</p> <p>Data Usage Restrictions: Information contained in this field is subject to FEC guidelines for appropriate use, and may not be sold or used by any person for the purpose of soliciting contributions or for any commercial purposes and may only be used for the narrow purposes permitted by the FEC through its Advisory Opinion process. See FEC Advisory Opinions 1981-05, 1984-02 and 2009-19. Consult the FEC for further information prior to using any information obtained through this product.</p>
FEC_05_06	C 1	FEC Contributor 05-06
Contribution Fields		<p>FEDERAL CONTRIBUTORS 05-06 - Contributors based on Federal Election Commission records.</p> <p>Data Usage Restrictions: Information contained in this field is subject to FEC guidelines for appropriate use, and may not be sold or used by any person for the purpose of soliciting contributions or for any commercial purposes and may only</p>

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FEC_07_08

C 1 FEC Contributor 07-08

Contribution Fields

FEDERAL CONTRIBUTORS 07-08 - Contributors based on Federal Election Commission records.

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FEC_09_10

C 1 FEC Contributor 09-10

Contribution Fields

FEDERAL CONTRIBUTORS 09-10 - Contributors based on Federal Election Commission records.

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FEC_11_12

C 1 FEC Contributor 11-12

Contribution Fields

FEDERAL CONTRIBUTORS 11-12 - Contributors based on Federal Election Commission records.

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FEC_13_14

Contribution Fields

C 1 FEC Contributor 13-14

FEDERAL CONTRIBUTORS 13-14 - Contributors based on Federal Election Commission records.

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FEC_15_16

Contribution Fields

C 1 FEC Contributor 15-16

FEDERAL CONTRIBUTORS 15-16 - Contributors based on Federal Election Commission records.

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FEC_93_94

Contribution Fields

C 1 FEC Contributor 93-94

FEDERAL CONTRIBUTORS 93-94 - Contributors based

on
Federal Election Commission records.

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FEC_95_96

Contribution Fields

C 1 FEC Contributor 95-96

FEDERAL CONTRIBUTORS 95-96 - Contributors based on Federal Election Commission records.

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FEC_97_98

Contribution Fields

C 1 FEC Contributor 97-98

FEDERAL CONTRIBUTORS 97-98 - Contributors based on Federal Election Commission records.

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through this product.

FEC_99_00 Contribution Fields	C	1	FEC Contributor 99-00 FEDERAL CONTRIBUTORS 99-00 - Contributors based on Federal Election Commission records. Data Usage Restrictions: Information contained in this field is subject to FEC guidelines for appropriate use, and may not be sold or used by any person for the purpose of soliciting contributions or for any commercial purposes and may only be used for the narrow purposes permitted by the FEC through its Advisory Opinion process. See FEC Advisory Opinions 1981-05, 1984-02 and 2009-19. Consult the FEC for further information prior to using any information obtained through this product.
VTR_GEN00 Vote History	C	1	2000 Voter History - General Election 2000 General Election
VTR_GEN01 Vote History	C	1	2001 Voter History - General Election 2001 General Election
VTR_GEN02 Vote History	C	1	2002 Voter History - General Election 2002 General Election
VTR_GEN03 Vote History	C	1	2003 Voter History - General Election 2003 General Election
VTR_GEN04 Vote History	C	1	2004 Voter History - General Election 2004 General Election
VTR_GEN05 Vote History	C	1	2005 Voter History - General Election 2005 General Election
VTR_GEN06 Vote History	C	1	2006 Voter History - General Election 2006 General Election

VTR_GEN07 Vote History	C	1	2007 Voter History - General Election 2007 General Election
VTR_GEN08 Vote History	C	1	2008 Voter History - General Election 2008 General Election
VTR_GEN09 Vote History	C	1	2009 Voter History - General Election 2009 General Election
VTR_GEN10 Vote History	C	1	2010 Voter History - General Election 2010 General Election
VTR_GEN11 Vote History	C	1	2011 Voter History - General Election 2011 General Election
VTR_GEN12 Vote History	C	1	2012 Voter History - General Election 2012 General Election
VTR_GEN13 Vote History	C	1	2013 Voter History - General Election 2013 General Election
VTR_GEN14 Vote History	C	1	2014 Voter History - General Election 2014 General Election
VTR_GEN15 Vote History	C	1	2015 Voter History - General Election 2015 General Election
VTR_GEN16 Vote History	C	1	2016 Voter History - General Election 2016 General Election
VTR_OTH00 Vote History	C	1	2000 Voter History - Other Election 2000 Other Election
VTR_OTH01 Vote History	C	1	2001 Voter History - Other Election

2001 Other Election

VTR_OTH02 Vote History	C	1	2002 Voter History - Other Election 2002 Other Election
VTR_OTH03 Vote History	C	1	2003 Voter History - Other Election 2003 Other Election
VTR_OTH04 Vote History	C	1	2004 Voter History - Other Election 2004 Other Election
VTR_OTH05 Vote History	C	1	2005 Voter History - Other Election 2005 Other Election
VTR_OTH06 Vote History	C	1	2006 Voter History - Other Election 2006 Other Election
VTR_OTH07 Vote History	C	1	2007 Voter History - Other Election 2007 Other Election
VTR_OTH08 Vote History	C	1	2008 Voter History - Other Election 2008 Other Election
VTR_OTH09 Vote History	C	1	2009 Voter History - Other Election 2009 Other Election
VTR_OTH10 Vote History	C	1	2010 Voter History - Other Election 2010 Other Election
VTR_OTH11 Vote History	C	1	2011 Voter History - Other Election 2011 Other Election

VTR_OTH12 Vote History	C	1	2012 Voter History - Other Election 2012 Other Election
VTR_OTH13 Vote History	C	1	2013 Voter History - Other Election 2013 Other Election
VTR_OTH14 Vote History	C	1	2014 Voter History - Other Election 2014 Other Election
VTR_OTH15 Vote History	C	1	2015 Voter History - Other Election 2015 Other Election
VTR_OTH16 Vote History	C	1	2016 Voter History - Other Election 2016 Other Election
VTR_PPP00 Vote History	C	1	2000 Voter History - Presidential Primary Election 2000 Presidential Primary Election
VTR_PPP04 Vote History	C	1	2004 Voter History - Presidential Primary Election 2004 Presidential Primary Election
VTR_PPP08 Vote History	C	1	2008 Voter History - Presidential Primary Election 2008 Presidential Primary Election
VTR_PPP12 Vote History	C	1	2012 Voter History - Presidential Primary Election 2012 Presidential Primary Election
VTR_PPP16 Vote History	C	1	2016 Voter History - Presidential Primary Election 2016 Presidential Primary Election
VTR_PRI00 Vote History	C	1	2000 Voter History - Primary Election

2000 Primary Election

VTR_PRI01 Vote History	C	1	2001 Voter History - Primary Election 2001 Primary Election
VTR_PRI02 Vote History	C	1	2002 Voter History - Primary Election 2002 Primary Election
VTR_PRI03 Vote History	C	1	2003 Voter History - Primary Election 2003 Primary Election
VTR_PRI04 Vote History	C	1	2004 Voter History - Primary Election 2004 Primary Election
VTR_PRI05 Vote History	C	1	2005 Voter History - Primary Election 2005 Primary Election
VTR_PRI06 Vote History	C	1	2006 Voter History - Primary Election 2006 Primary Election
VTR_PRI07 Vote History	C	1	2007 Voter History - Primary Election 2007 Primary Election
VTR_PRI08 Vote History	C	1	2008 Voter History - Primary Election 2008 Primary Election
VTR_PRI09 Vote History	C	1	2009 Voter History - Primary Election 2009 Primary Election
VTR_PRI10 Vote History	C	1	2010 Voter History - Primary Election 2010 Primary Election

VTR_PRI11 Vote History	C	1	2011 Voter History - Primary Election 2011 Primary Election
VTR_PRI12 Vote History	C	1	2012 Voter History - Primary Election 2012 Primary Election
VTR_PRI13 Vote History	C	1	2013 Voter History - Primary Election 2013 Primary Election
VTR_PRI14 Vote History	C	1	2014 Voter History - Primary Election 2014 Primary Election
VTR_PRI15 Vote History	C	1	2015 Voter History - Primary Election 2015 Primary Election
VTR_PRI16 Vote History	C	1	2016 Voter History - Primary Election 2016 Primary Election
VTR_GEN90 Vote History-PRE2000	C	1	1990 Voter History - General Election 1990 General Election
VTR_GEN91 Vote History-PRE2000	C	1	1991 Voter History - General Election 1991 General Election
VTR_GEN92 Vote History-PRE2000	C	1	1992 Voter History - General Election 1992 General Election
VTR_GEN93 Vote History-PRE2000	C	1	1993 Voter History - General Election 1993 General Election
VTR_GEN94 Vote History-PRE2000	C	1	1994 Voter History - General Election 1994 General Election

VTR_GEN95 Vote History-PRE2000	C	1	1995 Voter History - General Election 1995 General Election
VTR_GEN96 Vote History-PRE2000	C	1	1996 Voter History - General Election 1996 General Election
VTR_GEN97 Vote History-PRE2000	C	1	1997 Voter History - General Election 1997 General Election
VTR_GEN98 Vote History-PRE2000	C	1	1998 Voter History - General Election 1998 General Election
VTR_GEN99 Vote History-PRE2000	C	1	1999 Voter History - General Election 1999 General Election
VTR_OTH90 Vote History-PRE2000	C	1	1990 Voter History - Other Election 1990 Other Election
VTR_OTH91 Vote History-PRE2000	C	1	1991 Voter History - Other Election 1991 Other Election
VTR_OTH92 Vote History-PRE2000	C	1	1992 Voter History - Other Election 1992 Other Election
VTR_OTH93 Vote History-PRE2000	C	1	1993 Voter History - Other Election 1993 Other Election
VTR_OTH94 Vote History-PRE2000	C	1	1994 Voter History - Other Election 1994 Other Election
VTR_OTH95 Vote History-PRE2000	C	1	1995 Voter History - Other Election 1995 Other Election

VTR_OTH96 Vote History-PRE2000	C	1	1996 Voter History - Other Election 1996 Other Election
VTR_OTH97 Vote History-PRE2000	C	1	1997 Voter History - Other Election 1997 Other Election
VTR_OTH98 Vote History-PRE2000	C	1	1998 Voter History - Other Election 1998 Other Election
VTR_OTH99 Vote History-PRE2000	C	1	1999 Voter History - Other Election 1999 Other Election
VTR_PPP92 Vote History-PRE2000	C	1	1992 Voter History - Presidential Primary Election 1992 Presidential Primary Election
VTR_PPP96 Vote History-PRE2000	C	1	1996 Voter History - Presidential Primary Election 1996 Presidential Primary Election
VTR_PRI90 Vote History-PRE2000	C	1	1990 Voter History - Primary Election 1990 Primary Election
VTR_PRI91 Vote History-PRE2000	C	1	1991 Voter History - Primary Election 1991 Primary Election
VTR_PRI92 Vote History-PRE2000	C	1	1992 Voter History - Primary Election 1992 Primary Election
VTR_PRI93 Vote History-PRE2000	C	1	1993 Voter History - Primary Election 1993 Primary Election
VTR_PRI94 Vote History-PRE2000	C	1	1994 Voter History - Primary Election 1994 Primary Election
VTR_PRI95	C	1	1995 Voter History - Primary Election

Vote History-PRE2000

1995 Primary Election

VTR_PRI96

Vote History-PRE2000

C 1

1996 Voter History - Primary Election

1996 Primary Election

VTR_PRI97

Vote History-PRE2000

C 1

1997 Voter History - Primary Election

1997 Primary Election

VTR_PRI98

Vote History-PRE2000

C 1

1998 Voter History - Primary Election

1998 Primary Election

VTR_PRI99

Vote History-PRE2000

C 1

1999 Voter History - Primary Election

1999 Primary Election

PERM_INDIVIDUAL_ID

Consumer

C 1
0

Consumer ID

Consumer ID