

[Company]

InfoBase Data Dictionary

yyyy-mm-dd

Confidential

Copyright Information

Copyright © 2007 by Acxiom Corporation. All Rights Reserved.

Acxiom is a registered trademark of Acxiom Corporation.

All other trademarks and registered trademarks are the property of their respective owners.

Table of Contents

Element 1270: Personix Classic - Refresh	24
Element 1271: Personix Lifestage Groups - Refresh	26
Element 1273: Population Density	27
Element 1274: Personix Insurance Groups - Refresh	28
Element 1275: Personix Financial Groups - Refresh	29
Element 1280: Personix Digital	30
Element 1281: Personix Digital Groups	32
Element 1801: Family Ties: Potential Inheritor – Input Individual	33
Element 1802: Family Ties: Adult w/ Senior Parent – Input Individual.....	34
Element 1805: Family Ties: Adult w/ Wealthy Parent – Input Individual.....	35
Element 1806: Family Ties: Relatives Info Available – Input Individual.....	36
Element 2076: Community Involvement - Causes Supported Financially.....	37
Element 2100: Ethnic Group	38
Element 2101: African American	39
Element 2103: Asian	40
Element 2104: Hispanic	41
Element 2146: Orders - Holiday Items	42
Element 2147: Orders - Specialty Gifts.....	43
Element 2354: Life Insurance Policy Owner	44
Element 2356: Veteran	45
Element 2534: Travel Purchases - Months Since Last Purchase - RETIRING SEPTEMBER 2012	46
Element 2535: Travel Purchases - Number of Purchases - RETIRING SEPTEMBER 2012	48

Element 2536: Travel Purchases - Total Dollars - RETIRING SEPTEMBER 2012 49

Element 2751: Wks Since Last Ord - Apparel - Children..... 50

Element 2752: Wks Since Last Ord - Apparel - Men51

Element 2753: Wks Since Last Ord - Apparel - Mens Big and Tall 52

Element 2754: Wks Since Last Ord - Apparel - NonGender Specific 53

Element 2755: Wks Since Last Ord - Apparel - Teenagers..... 54

Element 2756: Wks Since Last Ord - Apparel - Women 55

Element 2757: Wks Since Last Ord - Apparel - Womens Petite Sizes..... 56

Element 2758: Wks Since Last Ord - Apparel - Womens Plus Sizes 57

Element 2759: Wks Since Last Ord - Beauty 58

Element 2760: Wks Since Last Ord - Collectibles 59

Element 2761: Wks Since Last Ord - Furniture 60

Element 2762: Wks Since Last Ord - Garden.....61

Element 2763: Wks Since Last Ord - Electronics 62

Element 2764: Wks Since Last Ord - Gift 63

Element 2765: Wks Since Last Ord - Health 64

Element 2766: Wks Since Last Ord - Holiday Items 65

Element 2767: Wks Since Last Ord - Home Care..... 66

Element 2768: Wks Since Last Ord - Housewares 67

Element 2769: Wks Since Last Ord - Linens 68

Element 2770: Wks Since Last Ord - Novelty..... 69

Element 2771: Wks Since Last Ord - Personal Care 70

Element 2772: Wks Since Last Ord - Specialty Food71

Element 2773: Wks Since Last Ord - Specialty Gifts 72

Element 2774: Wks Since Last Ord - Stationery 73

Element 2775: Text Messaging.....	74
Element 2776: Green Living.....	75
Element 2777: Casino Gaming Propensity Score	76
Element 2778: Brand Name Medicine Propensity Score	77
Element 2779: Buying Channel Preferences Propensity Score - Internet	78
Element 2780: Buying Channel Preferences Propensity Score - Mail.....	79
Element 2781: Buying Channel Preferences Propensity Score - Phone	80
Element 2800: Investor - Stocks & Bonds Plus	81
Element 2805: Book Enthusiast - Input Individual - RETIRING SEPTEMBER 2012	82
Element 2807: Business Owner - Input Individual.....	83
Element 2810: Entering Adulthood - Input Individual.....	84
Element 2847: Cord Cutter.....	85
Element 2897: Cruise Vacations Propensity Model.....	86
Element 3101: Race Code (Low Detail)	87
Element 3102: Country of Origin (High Detail)	88
Element 3103: Hispanic Language Preference	90
Element 3446: Mail Order Prescription Propensity Score	91
Element 3447: Ailment Rx Online Search Propensity	92
Element 3448: Advertised Medicine Inquirers Propensity Score	93
Element 3449: Business Owners @ Home Indicator - Semcasting	94
Element 3587: Media Channel Usage - Internet.....	95
Element 3588: Media Channel Usage - Cell Phone	96
Element 3589: Media Channel Usage - Primetime TV	97
Element 3590: Media Channel Usage - Daytime TV.....	98
Element 3591: Media Channel Usage - Outdoor	99

Element 3592: Media Channel Usage - Yellow Pages	100
Element 3593: Media Channel Usage - Radio	101
Element 3594: Media Channel Usage - Magazine.....	102
Element 3595: Media Channel Usage - Newspaper	103
Element 4000: Consumer Prominence Indicator.....	104
Element 6101: Number of Unique Sources	105
Element 6102: Number of Orders - Upscale Catalogs.....	106
Element 6103: Number of Orders - Low Scale Catalogs	107
Element 6104: Number of Orders - Low/Mid Scale Catalogs	108
Element 6105: Number of Orders - Mid Scale Catalogs.....	109
Element 6106: Number of Orders - Mid/Upscale Catalogs.....	110
Element 6138: Apparel - General.....	111
Element 6149: Art	112
Element 6152: Arts and Antiques - General	113
Element 6154: Automotive	114
Element 6155: Automotive Accessories.....	115
Element 6156: Automotive Accessories/Parts	116
Element 6157: Automotive Parts/Supplies	117
Element 6161: Average \$ Amount Per Order.....	118
Element 6162: Average Days Between Offline Orders	119
Element 6163: Average Days Between Online Orders.....	120
Element 6164: Average Days Between Orders	121
Element 6253: Children's Products - General.....	122
Element 6294: Crafts/Hobbies	123
Element 6317: Electronics	124

Element 6355: First Offline Order Date.....	125
Element 6356: First Online Order Date.....	126
Element 6362: Food/Beverages.....	127
Element 6378: Garden Decor.....	128
Element 6379: Gardening.....	129
Element 6398: Gifts/Holiday Items - SC.....	130
Element 6425: Health and Beauty.....	131
Element 6483: Holiday/Ethnic Items.....	132
Element 6503: Home Furnishings.....	133
Element 6505: Home Furnishings Accessories.....	134
Element 6522: Jewelry.....	135
Element 6532: Last Offline Order Date.....	136
Element 6533: Last Online Order Date.....	137
Element 6543: Lighting.....	138
Element 6588: Men's Apparel.....	139
Element 6604: Method of Payment Count - Cash.....	140
Element 6605: Method of Payment Count - Credit Card.....	141
Element 6685: Offline Average \$ Amount Per Order.....	142
Element 6686: Offline Dollars.....	143
Element 6696: Offline Orders.....	144
Element 6700: Offline Orders - \$50-\$99.99 Range.....	145
Element 6702: Offline Orders - Under \$50 Range.....	146
Element 6707: Online Average \$ Per Order.....	147
Element 6708: Online Dollars.....	148
Element 6722: Online Orders - \$50-\$99.99 Range.....	149

Element 6724: Online Orders - Under \$50 Range	150
Element 6728: Party Goods	151
Element 6791: Sports and Leisure	152
Element 6813: Total Dollars	153
Element 6814: Total Number of Orders.....	154
Element 6817: Toys	155
Element 6826: Value-Priced General Merchandise	156
Element 6840: Weeks Since First Online Order	157
Element 6842: Weeks Since First Order.....	158
Element 6843: Weeks Since Last Online Order	159
Element 6845: Weeks Since Last Order	160
Element 6880: Women's Apparel	161
Element 7110: Economic Stability Indicator Financial	162
Element 7470: Child Near High School Graduation in HH	163
Element 7471: College Graduate	164
Element 7600: Adult Age Ranges Present in Household - 100%.....	165
Element 7601: Children's Age Ranges Present in Household - 100%	167
Element 7602: Number of Children - 100%	169
Element 7606: Home Owner / Renter - 100%	170
Element 7607: Home Length of Residence - 100%.....	171
Element 7609: Marital Status - 100%.....	172
Element 7616: Age in Two-Year Increments - 1st Individual - 100%	174
Element 7622: Presence of Children - 100%.....	176
Element 7628: Number of Adults - 100%	177
Element 7629: Household Size - 100%.....	178

Element 7641: Income - Estimated Household - 100%	179
Element 7650: Education - 1st Individual - 100%	180
Element 7719: Wireless Product Buyer	181
Element 7720: Fashion	182
Element 7721: History / Military	183
Element 7722: Smoking / Tobacco	184
Element 7723: Celebrities.....	185
Element 7724: Current Affairs / Politics.....	186
Element 7725: Theater / Performing Arts	187
Element 7726: Community / Charities	188
Element 7727: Religious / Inspirational.....	189
Element 7728: Science / Space	190
Element 7729: Strange and Unusual	191
Element 7730: Career Improvement	192
Element 7731: Food - Wines.....	193
Element 7732: Arts	194
Element 7733: Reading - General	195
Element 7734: Reading - Best Sellers	196
Element 7735: Reading - Religious / Inspirational.....	197
Element 7736: Reading - Science Fiction	198
Element 7737: Reading - Magazines	199
Element 7738: Reading - Audio Books	200
Element 7739: Cooking - General	201
Element 7740: Cooking - Gourmet	202
Element 7741: Cooking - Low Fat.....	203

Element 7742: Food - Vegetarian.....	204
Element 7743: Foods - Natural	205
Element 7744: Travel - Domestic.....	206
Element 7745: Travel - International	207
Element 7746: RV	208
Element 7747: Travel - Family Vacations	209
Element 7748: Travel - Cruise Vacations	210
Element 7750: Exercise - Running / Jogging.....	211
Element 7751: Exercise - Walking	212
Element 7752: Exercise - Aerobic	213
Element 7753: Crafts	214
Element 7754: Photography	215
Element 7755: Aviation	216
Element 7756: Auto Work	217
Element 7757: Sewing / Knitting / Needlework.....	218
Element 7758: Woodworking	219
Element 7759: Games - Board Games / Puzzles	220
Element 7760: Music - Home Stereo	221
Element 7761: Music Player	222
Element 7762: Music Collector	223
Element 7763: Music - Avid Listener.....	224
Element 7764: Movie Collector	225
Element 7765: TV - Cable	226
Element 7766: Games - Video Games.....	227
Element 7768: Movies at Home	228

Element 7769: TV - Satellite Dish	229
Element 7770: Health / Medical.....	230
Element 7771: Dieting / Weight Loss.....	231
Element 7772: Self Improvement	232
Element 7773: Cat Owner	233
Element 7774: Dog Owner	234
Element 7775: Other Pet Owner	235
Element 7776: House Plants	236
Element 7777: Parenting	237
Element 7779: Children's Interests	238
Element 7780: Grandchildren	239
Element 7781: Spectator Sports - Auto / Motorcycle Racing	240
Element 7782: Spectator Sports - Football.....	241
Element 7783: Spectator Sports - Baseball.....	242
Element 7784: Spectator Sports - Basketball	243
Element 7785: Spectator Sports - Hockey.....	244
Element 7786: Spectator Sports - Soccer.....	245
Element 7787: Spectator Sports - Tennis	246
Element 7788: Collectibles - General	247
Element 7789: Collectibles - Stamps	248
Element 7790: Collectibles - Coins	249
Element 7791: Collectibles - Arts	250
Element 7792: Collectibles - Antiques	251
Element 7793: Investments - Personal.....	252
Element 7794: Investments - Real Estate	253

Element 7795: Investments - Stocks / Bonds	254
Element 7796: Computers	255
Element 7797: PC Internet / Online Service User.....	256
Element 7798: PC Modem Owner	257
Element 7799: Games - Computer Games	258
Element 7800: Wireless - Cellular Phone Owner	259
Element 7801: Consumer Electronics	260
Element 7802: Fishing.....	261
Element 7803: Camping / Hiking	262
Element 7804: Hunting / Shooting	263
Element 7805: Boating / Sailing.....	264
Element 7806: Water Sports	265
Element 7807: Scuba Diving	266
Element 7808: Biking / Mountain Biking.....	267
Element 7809: Environmental Issues.....	268
Element 7810: Tennis	269
Element 7811: Golf.....	270
Element 7812: Snow Skiing	271
Element 7813: Motorcycling.....	272
Element 7814: Equestrian	273
Element 7815: Home Furnishings / Decorating	274
Element 7816: Home Improvement.....	275
Element 7817: Gardening	276
Element 7819: Gaming - Lottery	277
Element 7820: Gaming - Casino	278

Element 7821: Sweepstakes / Contests.....	279
Element 7822: Sports Grouping	280
Element 7823: Outdoors Grouping	281
Element 7824: Travel Grouping	282
Element 7825: Reading Grouping.....	283
Element 7826: Cooking / Food Grouping	284
Element 7827: Exercise / Health Grouping	285
Element 7828: Movie / Music Grouping	286
Element 7829: Electronics / Computers Grouping	287
Element 7830: Home Improvement Grouping	288
Element 7831: Investing / Finance Grouping	289
Element 7832: Collectibles and Antiques Grouping.....	290
Element 7841: Career.....	291
Element 7847: NASCAR.....	292
Element 7848: Reading - Financial Newsletter Subscribers	293
Element 7849: Beauty and Cosmetics.....	294
Element 8082: SOHO Indicator.....	295
Element 8165: Vehicle - Truck/Motorcycle/RV Owner	296
Element 8177: Mail Order Donor	297
Element 8201: Income - Estimated Household - Higher Ranges.....	298
Element 8337: Highly Likely Investors.....	299
Element 8339: Likely Investors	300
Element 8433: Investment - Estimated Residential Properties Owned (RP)	301
Element 8434: Home Loan Date 1 (RP)	302
Element 8439: Home Lot Square Footage - Ranges (RP).....	303

Element 8440: Home Year Built - Ranges (RP)	304
Element 8441: Home Square Footage - Ranges (RP)	305
Element 8479: NetWorth.....	306
Element 8487: Political Party - 1st Individual	307
Element 8496: Political Party - 2nd Individual	308
Element 8584: Home Loan-to-Value - Estimated - Ranges (RP)	309
Element 8585: Home Equity Available - Estimated - Ranges (RP).....	310
Element 8586: Home Equity Lendable - Estimated - Ranges (RP)	311
Element 8587: Investor - Real Estate (RP)	312
Element 8588: Home Square Footage - Actual (RP).....	313
Element 8589: Home Lot Square Footage - Actual (RP)	314
Element 8591: Home Pool Present	315
Element 8592: Home Year Built - Actual (RP).....	316
Element 8597: Home Bedroom Count (RP).....	317
Element 8600: Adult Age Ranges Present in Household	318
Element 8601: Children's Age Ranges Present in Household.....	319
Element 8602: Number of Children	320
Element 8604: Occupation - 1st Individual.....	321
Element 8605: Occupation - 2nd Individual	324
Element 8606: Home Owner / Renter.....	327
Element 8607: Home Length of Residence	328
Element 8608: Dwelling Type	329
Element 8609: Marital Status	330
Element 8615: Mail Order Buyer.....	331
Element 8616: Age in Two-Year Increments - 1st Individual.....	332

Element 8617: Age in Two-Year Increments - 2nd Individual	334
Element 8619: Working Woman.....	336
Element 8620: Mail Order Responder	337
Element 8621: Credit Card Indicator	338
Element 8622: Presence of Children	340
Element 8625: Home Property Type	341
Element 8628: Number of Adults.....	342
Element 8629: Household Size	343
Element 8630: PC Owner	344
Element 8639: InfoBase Positive Match Indicator	345
Element 8641: Income - Estimated Household.....	346
Element 8642: Home Market Value - Estimated - Ranges	347
Element 8644: Home Purchase Year (YYYY).....	349
Element 8646: Vehicle - New Car Buyer.....	350
Element 8647: Vehicle - Known Owned Number.....	351
Element 8648: Vehicle - Dominant Lifestyle Indicator	352
Element 8652: Generations in Household	353
Element 8653: Online Purchasing Indicator.....	354
Element 8663: Home Equity Available - Estimated - Ranges	355
Element 8666: PC Operating System	356
Element 8670: PC Software Buyer.....	357
Element 8671: Income - Estimated Household - Narrow Ranges	358
Element 8693: Credit Card User.....	359
Element 8702: Home Loan Amount - Original - Actual (RP)	360
Element 8715: Technology Adoption Propensity Score.....	361

Element 8717: TeleTrends - Internet User.....	362
Element 8718: TeleTrends - Cellular User.....	363
Element 8727: TeleTrends - International Long Distance User	364
Element 8728: TeleTrends - Optional Calling Services.....	365
Element 8729: TeleTrends - Top 20 Percent Long Distance User.....	366
Element 8740: Ethnic Code - Surname	367
Element 8816: Number of Lines of Credit (Trade Counter).....	368
Element 8851: Home Market Value Quality Indicator (use w/8642).....	369
Element 8927: Roll-Up code - E-Tech.....	370
Element 8928: Language Preference Code - E-Tech	371
Element 8929: Country of Origin Code - E-Tech.....	374
Element 9000: Vehicle In-Market Timing - New	375
Element 9001: Vehicle Type Propensity Rank - New - Entry Compact Car.	376
Element 9002: Vehicle Type Propensity Rank - New - Premium Compact Car	377
Element 9003: Vehicle Type Propensity Rank - New - Full-size Car.....	378
Element 9004: Vehicle Type Propensity Rank - New - Entry Luxury Car....	379
Element 9005: Vehicle Type Propensity Rank - New - Luxury Sports Car...	380
Element 9006: Vehicle Type Propensity Rank - New - Mid Luxury Car	381
Element 9007: Vehicle Type Propensity Rank - New - Premium Luxury Car	382
Element 9008: Vehicle Type Propensity Rank - New - Entry Mid-size Car .	383
Element 9009: Vehicle Type Propensity Rank - New - Premium Mid-size Car	384
Element 9010: Vehicle Type Propensity Rank - New - Compact Pickup	385
Element 9011: Vehicle Type Propensity Rank - New - Full-size Light Duty Pickup.....	386
Element 9012: Vehicle Type Propensity Rank - New - Full-size Heavy Duty Pickup.....	387

Element 9013: Vehicle Type Propensity Rank - New - Full-size Luxury Pickup 388

Element 9014: Vehicle Type Propensity Rank - New - Entry Sports Car..... 389

Element 9015: Vehicle Type Propensity Rank - New - Premium Sports Car 390

Element 9016: Vehicle Type Propensity Rank - New - Compact SUV391

Element 9017: Vehicle Type Propensity Rank - New - Mid-size SUV 392

Element 9018: Vehicle Type Propensity Rank - New - Full-size SUV 393

Element 9019: Vehicle Type Propensity Rank - New - Luxury SUV..... 394

Element 9020: Vehicle Type Propensity Rank - New - Compact Van 395

Element 9021: Vehicle Type Propensity Rank - New - Full-size Van 396

Element 9022: Vehicle Brand Affinity Rank - New - Acura 397

Element 9023: Vehicle Brand Affinity Rank - New - Audi 398

Element 9024: Vehicle Brand Affinity Rank - New - BMW 399

Element 9025: Vehicle Brand Affinity Rank - New - Buick 400

Element 9026: Vehicle Brand Affinity Rank - New - Cadillac..... 401

Element 9027: Vehicle Brand Affinity Rank - New - Chevrolet 402

Element 9028: Vehicle Brand Affinity Rank - New - Chrysler 403

Element 9029: Vehicle Brand Affinity Rank - New - Dodge 404

Element 9030: Vehicle Brand Affinity Rank - New - Ford 405

Element 9031: Vehicle Brand Affinity Rank - New - GMC 406

Element 9032: Vehicle Brand Affinity Rank - New - Honda..... 407

Element 9034: Vehicle Brand Affinity Rank - New - Hyundai..... 408

Element 9035: Vehicle Brand Affinity Rank - New - Infiniti..... 409

Element 9036: Vehicle Brand Affinity Rank - New - Jaguar410

Element 9037: Vehicle Brand Affinity Rank - New - Jeep..... 411

Element 9038: Vehicle Brand Affinity Rank - New - Kia 412

Element 9039: Vehicle Brand Affinity Rank - New - Land Rover	413
Element 9040: Vehicle - Make Code - 1st Vehicle (numerical format).....	414
Element 9041: Vehicle - Model Code - 1st Vehicle (numerical format).....	415
Element 9042: Vehicle - Year - 1st Vehicle.....	416
Element 9047: Vehicle Verification Date - 1st Vehicle	417
Element 9048: Vehicle Brand Affinity Rank - New - Lexus	418
Element 9049: Vehicle Brand Affinity Rank - New - Lincoln	419
Element 9050: Vehicle - Make Code - 2nd Vehicle (numerical format).....	420
Element 9051: Vehicle - Model Code - 2nd Vehicle (numerical format).....	421
Element 9052: Vehicle - Year - 2nd Vehicle	422
Element 9057: Vehicle Verification Date - 2nd Vehicle.....	423
Element 9058: Vehicle Brand Affinity Rank - New - Mazda.....	424
Element 9059: Vehicle Brand Affinity Rank - New - Mercedes-Benz.....	425
Element 9069: Vehicle Brand Affinity Rank - New - Mini	426
Element 9078: Vehicle Brand Affinity Rank - New - Mitsubishi	427
Element 9079: Vehicle Brand Affinity Rank - New - Nissan	428
Element 9089: Vehicle Brand Affinity Rank - New - Porsche	429
Element 9090: Vehicle Brand Affinity Rank - New - Saab	430
Element 9092: Vehicle Brand Affinity Rank - New - Scion	431
Element 9093: Vehicle Brand Affinity Rank - New - Subaru	432
Element 9094: Vehicle Brand Affinity Rank - New - Suzuki.....	433
Element 9095: Vehicle Brand Affinity Rank - New - Toyota	434
Element 9096: Vehicle Brand Affinity Rank - New - Volkswagen	435
Element 9097: Vehicle Brand Affinity Rank - New - Volvo.....	436
Element 9098: Vehicle Brand Affinity Rank - New - Ram	437

Element 9100: Overall Match Indicator	438
Element 9108: Vehicle In-Market Timing - New - Luxury	439
Element 9109: Vehicle In-Market Timing - New - Regular	440
Element 9110: Vehicle In-Market Timing - Used - RETIRING SEPTEMBER 2012	441
Element 9111: Vehicle Type Propensity Rank - Used - Compact Pickup - RETIRING SEPTEMBER 2012.....	442
Element 9112: Vehicle Type Propensity Rank - Used - Full-size Heavy Duty Pickup - RETIRING SEPTEMBER 2012.....	443
Element 9113: Vehicle Type Propensity Rank - Used - Full-size Light Duty Pickup - RETIRING SEPTEMBER 2012.....	444
Element 9114: Vehicle Type Propensity Rank - Used - Luxury Pickup - RETIRING SEPTEMBER 2012.....	445
Element 9115: Vehicle Type Propensity Rank - Used - Compact SUV - RETIRING SEPTEMBER 2012.....	446
Element 9116: Vehicle Type Propensity Rank - Used - Mid-size SUV - RETIRING SEPTEMBER 2012.....	447
Element 9117: Vehicle Type Propensity Rank - Used - Full-size SUV - RETIRING SEPTEMBER 2012.....	448
Element 9118: Vehicle Type Propensity Rank - Used - Luxury SUV - RETIRING SEPTEMBER 2012.....	449
Element 9119: Vehicle Type Propensity Rank - Used - Compact Van - RETIRING SEPTEMBER 2012.....	450
Element 9120: Vehicle Type Propensity Rank - Used - Full-size Van - RETIRING SEPTEMBER 2012.....	451
Element 9121: Vehicle Type Propensity Rank - Used - Entry Compact Car - RETIRING SEPTEMBER 2012.....	452
Element 9122: Vehicle Type Propensity Rank - Used - Premium Compact Car - RETIRING SEPTEMBER 2012	453
Element 9123: Vehicle Type Propensity Rank - Used - Entry Mid-size Car - RETIRING SEPTEMBER 2012.....	454

Element 9124: Vehicle Type Propensity Rank - Used - Premium Mid-size Car - RETIRING SEPTEMBER 2012	455
Element 9125: Vehicle Type Propensity Rank - Used - Full-Size Car - RETIRING SEPTEMBER 2012.....	456
Element 9126: Vehicle Type Propensity Rank - Used - Entry Luxury Car - RETIRING SEPTEMBER 2012.....	457
Element 9127: Vehicle Type Propensity Rank - Used - Mid Luxury Car - RETIRING SEPTEMBER 2012.....	458
Element 9128: Vehicle Type Propensity Rank - Used - Premium Luxury Car - RETIRING SEPTEMBER 2012.....	459
Element 9129: Vehicle Type Propensity Rank - Used - Entry Sports Car - RETIRING SEPTEMBER 2012.....	460
Element 9130: Vehicle Type Propensity Rank - Used - Premium Sports Car - RETIRING SEPTEMBER 2012.....	461
Element 9131: Vehicle Type Propensity Rank - Used - Luxury Sports Car - RETIRING SEPTEMBER 2012.....	462
Element 9132: Vehicle Brand Affinity Rank - Used - Acura - RETIRING SEPTEMBER 2012	463
Element 9133: Vehicle Brand Affinity Rank - Used - Audi - RETIRING SEPTEMBER 2012	464
Element 9134: Vehicle Brand Affinity Rank - Used - BMW - RETIRING SEPTEMBER 2012	465
Element 9135: Vehicle Brand Affinity Rank - Used - Buick - RETIRING SEPTEMBER 2012	466
Element 9136: Vehicle Brand Affinity Rank - Used - Cadillac - RETIRING SEPTEMBER 2012	467
Element 9137: Vehicle Brand Affinity Rank - Used - Chevrolet - RETIRING SEPTEMBER 2012	468
Element 9138: Vehicle Brand Affinity Rank - Used - Chrysler - RETIRING SEPTEMBER 2012	469
Element 9139: Vehicle Brand Affinity Rank - Used - Dodge - RETIRING SEPTEMBER 2012	470

Element 9140: Vehicle Brand Affinity Rank - Used - Ford - RETIRING SEPTEMBER 2012	471
Element 9141: Vehicle Brand Affinity Rank - Used - GMC - RETIRING SEPTEMBER 2012	472
Element 9142: Vehicle Brand Affinity Rank - Used - Honda - RETIRING SEPTEMBER 2012	473
Element 9143: Vehicle Brand Affinity Rank - Used - Hummer - RETIRING SEPTEMBER 2012	474
Element 9144: Vehicle Brand Affinity Rank - Used - Hyundai - RETIRING SEPTEMBER 2012	475
Element 9145: Vehicle Brand Affinity Rank - Used - Infiniti - RETIRING SEPTEMBER 2012	476
Element 9146: Vehicle Brand Affinity Rank - Used - Jaguar - RETIRING SEPTEMBER 2012	477
Element 9147: Vehicle Brand Affinity Rank - Used - Jeep - RETIRING SEPTEMBER 2012	478
Element 9148: Vehicle Brand Affinity Rank - Used - Kia - RETIRING SEPTEMBER 2012	479
Element 9149: Vehicle Brand Affinity Rank - Used - Land Rover - RETIRING SEPTEMBER 2012	480
Element 9151: Vehicle Brand Affinity Rank - Used - Lexus - RETIRING SEPTEMBER 2012	481
Element 9152: Retail Activity Date of Last	482
Element 9153: Retail Purchases - Categories.....	483
Element 9155: Vehicle Brand Affinity Rank - Used - Lincoln - RETIRING SEPTEMBER 2012	484
Element 9161: Vehicle Brand Affinity Rank - Used - Mazda - RETIRING SEPTEMBER 2012	485
Element 9162: Vehicle Brand Affinity Rank - Used - Mercedes-Benz - RETIRING SEPTEMBER 2012.....	486
Element 9163: Vehicle Brand Affinity Rank - Used - Mercury - RETIRING SEPTEMBER 2012	487

Element 9164: Vehicle Brand Affinity Rank - Used - Mini - RETIRING SEPTEMBER 2012	488
Element 9165: Vehicle Brand Affinity Rank - Used - Mitsubishi	489
Element 9166: Vehicle Brand Affinity Rank - Used - Nissan - RETIRING SEPTEMBER 2012	490
Element 9167: Vehicle Brand Affinity Rank - Used - Pontiac - RETIRING SEPTEMBER 2012	491
Element 9168: Vehicle Brand Affinity Rank - Used - Porsche - RETIRING SEPTEMBER 2012	492
Element 9169: Vehicle Brand Affinity Rank - Used - Saab - RETIRING SEPTEMBER 2012	493
Element 9170: Vehicle Brand Affinity Rank - Used - Saturn - RETIRING SEPTEMBER 2012	494
Element 9171: Vehicle Brand Affinity Rank - Used - Scion - RETIRING SEPTEMBER 2012	495
Element 9172: Vehicle Brand Affinity Rank - Used - Subaru - RETIRING SEPTEMBER 2012	496
Element 9173: Vehicle Brand Affinity Rank - Used - Suzuki - RETIRING SEPTEMBER 2012	497
Element 9174: Vehicle Brand Affinity Rank - Used - Toyota - RETIRING SEPTEMBER 2012	498
Element 9175: Vehicle Brand Affinity Rank - Used - Volkswagen - RETIRING SEPTEMBER 2012.....	499
Element 9176: Vehicle Brand Affinity Rank - Used - Volvo - RETIRING SEPTEMBER 2012	500
Element 9180: Vehicle Type - Vehicle 1.....	501
Element 9181: Vehicle Type - Vehicle 2.....	503
Element 9330: Personix Hispanic Cluster Code	505
Element 9350: Economic Stability Indicator (ESI)/RITAA	507
Element 9351: UnderBanked.....	508
Element 9356: NetWorth - Gold.....	509

Element 9358: Heavy Transactors	511
Element 9509: Education - 1st Individual.....	512
Element 9510: Education - 2nd Individual	513
Element 9515: Gender - 1st Individual	514
Element 9516: Gender - 2nd Individual	515
Element 9528: Race Code - 1st Individual	516
Element 9529: Race Code - 2nd Individual	517
Element 9600: Adult Age Ranges Present in Household - Plus	518
Element 9601: Children's Age Ranges Present in Household - Plus	520
Element 9602: Number of Children - Plus.....	521
Element 9606: Home Owner / Renter - Plus	522
Element 9607: Home Length of Residence - Plus.....	523
Element 9609: Marital Status - Plus	524
Element 9616: Age in Two-Year Increments - 1st Individual - Plus.....	525
Element 9622: Presence of Children - Plus	527
Element 9628: Number of Adults - Plus	528
Element 9629: Household Size - Plus	529
Element 9641: Income - Estimated Household - PLUS.....	530
Element 9650: Education - 1st Individual - Plus	531
Element 9671: Income - Estimated Household - Narrow Ranges - PLUS ...	532

Element 1270: Personix Classic - Refresh

Element Definition

Personix Classic Refresh is the recently updated household-level segmentation system that places each U.S. household into one of 70 segments based on similar demographic, socio-economic and consumer behavior.

Consists of 2-position cluster code and 1-position precision level.

Length: 3
 Format: Character
 Default: Blank

Element Values

- 01 = Summit Estates
- 02 = Established Elite
- 03 = Corporate Clout
- 04 = Skyboxes & Suburbans
- 05 = Sitting Pretty
- 06 = Shooting Stars
- 07 = Lavish Lifestyles
- 08 = Full Steaming
- 09 = Platinum Oldies
- 10 = Hard Chargers
- 11 = Kids & Clout
- 12 = Tots & Toys
- 13 = Solid Single Parents
- 14 = Career Centered Singles
- 15 = Country Ways
- 16 = Country Single
- 17 = Apple Pie Families
- 18 = Married Sophisticates
- 19 = Country Comfort
- 20 = Dynamic Duos
- 21 = Children First
- 22 = Fun & Games
- 23 = Acred Couples
- 24 = Career Building
- 25 = Clubs & Causes
- 26 = Savvy Singles
- 27 = Soccer & SUVs
- 28 = Suburban Seniors
- 29 = City Mixers
- 30 = Spouses & Houses
- 31 = Mid Americana
- 32 = Metro Mix
- 33 = Urban Tenants
- 34 = Outward Bound
- 35 = Solo & Stable
- 36 = Raisin' Grandkids
- 37 = Cartoons & Carpools
- 38 = Midtown Minivanners

- 39 = Early Parents
- 40 = The Great Outdoors
- 41 = Truckin' & Stylin'
- 42 = First Mortgage
- 43 = Work & Causes
- 44 = Community Singles
- 45 = First Digs
- 46 = Home Cooking
- 47 = Rural Parents
- 48 = Farmland Families
- 49 = Devoted Duos
- 50 = Rural Retirement
- 51 = Family Matters
- 52 = Resolute Renters
- 53 = Metro Parents
- 54 = Still Truckin'
- 55 = Humble Homes
- 56 = Modest Wages
- 57 = Collegiate Crowd
- 58 = Young Workboots
- 59 = Mobile Mixers
- 60 = Rural Rovers
- 61 = Urban Scramble
- 62 = Kids and Rent
- 63 = Downtown Dwellers
- 64 = Rural Everlasting
- 65 = Thrifty Elders
- 66 = Timeless Elders
- 67 = Rolling Stones
- 68 = Pennywise Proprietors
- 69 = Pennywise Mortgagees
- 70 = Resilient Renters

Precision Level -

3 = Household

A = Zip+4

G = Zip

Element Notes

Level: Household

Sources: Modeled

Restrictions: None

Element Changes

This element reflects the recalibrated version of PersoniX Classic, with updated segment names.

Element 1271: Personix Lifestage Groups - Refresh

Element Definition

These 21 groups provide a higher level aggregate of the 70 Personix Classic Refresh consumer segments based on similar life stage characteristics. Consists of 3-position cluster code and 1-position precision level.

Length: 4
Format: Character
Default: Blank

Element Values

01Y = Beginnings
02Y = Taking Hold
03X = Transition Time
04X = Flying Solo
05X = Family Focused
06X = Mixed Singles
07X = Cash & Careers
08X = Jumbo Families
09B = Middling Singles
10B = Mixed Middlers
11B = Fortunes & Families
12B = Flush Families
13B = True Blues
14B = Our Turn
15M = Mature Wealth
16M = Aging Upscale
17M = Modest Means
18M = Mature Rustics
19M = Golden Years
20S = Active Elders
21S = Leisure Buffs
Precision Level -
3 = Household
A = Zip+4
G = Zip

Element Notes

Level: Household
Sources: Modeled
Restrictions: None

Element Changes

This element reflects groups of the recalibrated version of Personix Classic, with updated group names.

Element 1273: Population Density

Element Definition

Measurement of households per square mile.

Consists of 2-position cluster code and 1-position precision level.

Length: 3
 Format: Character
 Default: Blank

Element Values

01 = Very Rural areas - HHs/sq mile less than 25
 02 = Rural areas - HHs/sq mile 25 - 82
 03 = Smaller Suburbs or Towns - HHs/sq mile 83 - 253
 04 = Smaller Suburbs or Towns - HHs/sq mile 254 - 588
 05 = Smaller Suburbs or Towns - HHs/sq mile 589 - 1,015
 06 = City and Surrounds - HHs/sq mile 1,016 - 1,518
 07 = City and Surrounds - HHs/sq mile 1,519 - 2,127
 08 = City and Surrounds - HHs/sq mile 2,128 - 3,015
 09 = City and Surrounds - HHs/sq mile 3,016 - 3,825
 10 = City and Surrounds - HHs/sq mile 3,826 - 5,440
 11 = Downtown Metro - HHs/sq mile 5,441 - 9,448
 12 = Very Urban - HHs/sq mile greater than 9,448

Precision Level
 3 = Household Level
 A = Zip+4 Level
 G = Zip (2,200 Houses)

Element Notes

Level: Address

Sources: Census base with modeled projection updates.
 Calculated and overlaid at the Census block group level and defaults to a ZIP level.

Restrictions: None

Element Changes

This element reflects groups of the recalibrated version of Personix Classic.

Element 1274: Personix Insurance Groups - Refresh

Element Definition

The 13 Personix Insurance Groups segment U.S. consumers by similar demographic and insurance tendencies. This segmentation system is based on the proven performance of the 70 Personix Classic Refresh clusters, providing a manageable number of segments for insights into insurance-related consumer behavior.

Consists of 3-position cluster code and 1-position precision level.

Length: 4
Format: Character
Default: Blank

Element Values

01C = Secured Prosperity
02C = Stable Singles
03C = Single Opportunities
04C = Pennywise Homeowners
05C = Parenting Priorities
06U = Comfortable Renters
07C = Retirement Requirements
08O = Prosperous Families
09O = Comfortable Empty Nesters
10R = Modest Maturity
11R = Modest Country
12O = Aspiring Affluence
13C = Pennywise Renters

Element Notes

Level: Household

Sources: Modeled

Restrictions:

Element Changes

This element reflects groups of the recalibrated version of Personix Classic.

Element 1275: Personix Financial Groups - Refresh

Element Definition

The 12 Personix Financial Groups segment U.S. consumers by similar demographics and financial propensities. This segmentation system is based on the proven performance of the 70 Personix Classic Refresh clusters, providing a manageable number of segments for insights into financial behaviors. Consists of 3-position cluster code and 1-position precision level.

Length: 4
 Format: Character
 Default: Blank

Element Values

01C = Urban Investors
 02O = Suburban Investors
 03O = Cautious Planners
 04C = Safety First
 05O = Savvy Investors
 06R = Country Caution
 07U = New Market Singles
 08C = Cash and Carry Urbanites
 09C = Cash and Carry Suburbanites
 10R = Rural Security
 11C = Getting Started
 12C = Financially Challenged

Element Notes

Level: Household
 Sources: Modeled
 Restrictions: none

Element Changes

This element reflects groups of the recalibrated version of Personix Classic.

Element 1280: Personix Digital

Element Definition

Personix Digital is an online-centric, individual-level segmentation system that places each U.S. individual into one of 49 segments based on similar demographics and online behaviors.

Consists of 2-position cluster code and 1-position precision level.

Length: 3
 Format: Character
 Default: Blank

Element Values

- 01 = Mobile Mainstayers
- 02 = Financial Whizliners
- 03 = Viewers & VoIP'ers
- 04 = Professional Purchasers
- 05 = Sporty Spenders
- 06 = Sociable Mobilites
- 07 = Metroliners
- 08 = Highspeed Highwayers
- 09 = Waves & Wages
- 10 = Surf n' Shop
- 11 = Surfin' Sophisticates
- 12 = Professional Frequenters
- 13 = Jet-Set-Go
- 14 = Toys, Tickets & Trips
- 15 = Playin' & 'Ployment
- 16 = Sociably Entertained
- 17 = Phone Home
- 18 = eCom Families
- 19 = Entertained Diversion
- 20 = Click-to-Buy
- 21 = Smartly Invested
- 22 = Weekend Winddown
- 23 = Functional Frugality
- 24 = Tunes-to-Go
- 25 = Realtime Rurals
- 26 = Metro Multis
- 27 = Information Autobahn
- 28 = Digital Dollars
- 29 = Headlines & Halftime
- 30 = Wise Investments
- 31 = Country Commerce
- 32 = Funding the Family
- 33 = Posts & Purchases
- 34 = Secured Spenders
- 35 = Purposed Pastorals
- 36 = Dial-a-Friend
- 37 = Big Country, Big Store
- 38 = Downtown Downtimers

- 39 = Dampened by Dial-up
- 40 = Suburban Subtlety
- 41 = City Searchers
- 42 = Delegation Nation
- 43 = Public Access
- 44 = Rural Restraint
- 45 = Savvy Seniors
- 46 = Invested Maturity
- 47 = Traditional Channels
- 48 = Non-Tech Country
- 49 = No-Surf Seniors

- Precision Level -
- 1 = Individual
 - 3 = Household
 - A = Zip+4
 - G = Zip

Element Notes

- Level: Individual
- Sources: Modeled
- Restrictions: None

Element Changes

Element 1281: Personix Digital Groups

Element Definition

Personix Digital is an online-centric, individual-level segmentation system that places each U.S. individual into one of 49 segments that roll to these 13 groups based on similar demographics and online characteristics.

Consists of 3-position group code and 1-position precision level.

Length: 4
 Format: Character
 Default: Blank

Element Values

01S = Superhighway Superusers
 02H = Second Nature Surfers
 03M = High-Speed, High-Spend
 04M = Affluent Aficionados
 05M = Voluminous Variety
 06M = My Internet, My Way
 07M = eCopious eCommerce
 08M = Selective Surfers
 09L = Rural Connections
 10L = Senior Investors
 11L = Functional Frequency
 12L = Limited Logons
 13L = Sans Surfers

Precision Level -
 1 = Individual
 3 = Household
 A = Zip+4
 G = Zip

Element Notes

Level: Individual
 Sources: Modeled
 Restrictions: None

Element Changes

Element 1801: Family Ties: Potential Inheritor – Input Individual

Element Definition

The input individual has been identified as having living relative, believed to be their parent, who (Parent) is age 60+ and has a networth of \$250k+.

Length: 1
Format: Character
Default: Blank

Element Values

Y = Yes

Element Notes

Level: Individual

Sources: Self-Reported, Public, Buying Activity - all combined to produce Acxiom's proprietary Family Ties associations.

Restrictions:

Element Changes

For more information on Networth, please see element 9356 Networth Gold description.

Element 1802: Family Ties: Adult w/ Senior Parent – Input Individual

Element Definition

The input individual has been identified as having living relative, believed to be their parent, who (Parent) is age 64+.

Length: 1
Format: Character
Default: Blank

Element Values

Y = Yes

Element Notes

Level: Individual

Sources: Self-Reported, Public, Buying Activity - all combined to produce Acxiom's proprietary Family Ties associations.

Restrictions:

Element Changes

Element 1805: Family Ties: Adult w/ Wealthy Parent – Input Individual

Element Definition

The input individual has been identified as having living relative, believed to be their parent, who (Parent) has a networth of \$1 million or greater.

Length: 1
Format: Character
Default: Blank

Element Values

Y = Yes

Element Notes

Level: Individual

Sources: Self-Reported, Public, Buying Activity - all combined to produce Acxiom's proprietary Family Ties associations.

Restrictions:

Element Changes

For more information on Networth, please see element 9356 Networth Gold description.

Element 1806: Family Ties: Relatives Info Available – Input Individual

Element Definition

Indicates that IBE Family Ties relatives' data element information is available for the person on the client's record. The relative information can include parent information &/or adult child information.

Length: 1
Format: Character
Default: Blank

Element Values

Y = Yes

Element Notes

Level: Individual

Sources: Self-Reported, Public, Buying Activity - all combined to produce Acxiom's proprietary Family Ties associations.

Restrictions:

Element Changes

Element 2076: Community Involvement - Causes Supported Financially

Element Definition

Individuals in these households support various causes financially. Their involvement in the specific community causes are indicated.

Length: 13
 Format: Character
 Default: Zeros

Element Values

Pos. 1 1 = Donate to Charitable causes
 Pos. 2 1 = Animal Welfare
 Pos. 3 1 = Arts or Cultural
 Pos. 4 1 = Children's
 Pos. 5 1 = Environment or Wildlife
 Pos. 6 1 = Health
 Pos. 7 1 = International Aid
 Pos. 8 1 = Political
 Pos. 9 1 = Political - Conservative
 Pos. 10 1 = Political - Liberal
 Pos. 11 1 = Religious
 Pos. 12 1 = Veteran's
 Pos. 13 1 = Other

Element Notes

Level: Household
 Sources: Surveys, online registrations, and Buying Activity
 Restrictions:

Element Changes

Element 2100: Ethnic Group

Element Definition

The ethnicity of the individual based on self-reported and public data sources.

Length: 1
Format: Character
Default: Blank

Element Values

A - Asian
B - African American
C - Chinese
H - Hispanic
I - American Indian
J - Japanese
P - Portugese
W - Caucasian/White

Element Notes

Level: Household
Sources: Self-reported; Public
Restrictions:

Element Changes

Element 2101: African American

Element Definition

Indicates if the individual has an African American origin.

Length: 1
Format: Character
Default: Blank

Element Values

Y = African American

Element Notes

Level: Individual
Sources: Surveys, online registrations
Restrictions:

Element Changes

Element 2103: Asian

Element Definition

Indicates if the individual has an Asian origin.

Length: 1
Format: Character
Default: Blank

Element Values

Y = Asian

Element Notes

Level: Individual
Sources: Surveys, online registrations
Restrictions:

Element Changes

Element 2104: Hispanic

Element Definition

Indicates if the individual has a Hispanic origin.

Length: 1
Format: Character
Default: Blank

Element Values

Y = Hispanic

Element Notes

Level: Individual
Sources: Surveys, online registrations
Restrictions:

Element Changes

Element 2146: Orders - Holiday Items

Element Definition

Indicates the number of orders the household has made in the Holiday Items category in the past 48 months.

Length: 3
Format: Character
Default: Blank

Element Values

The element will output an actual 3 digit number from 001 - 999.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 2147: Orders - Specialty Gifts

Element Definition

Indicates the number of orders the household has made in the Specialty Gifts category in the past 48 months.

Specialty gifts are items such as executive gifts, personalized gifts, special occasion items such as 25th or 50th anniversary gifts.

Length: 3
Format: Character
Default: Blank

Element Values

The element will output an actual 3 digit number from 001 - 999.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 2354: Life Insurance Policy Owner

Element Definition

Indicates that someone in the household owns a life insurance policy.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: Survey Data

Restrictions:

Element Changes

Element 2356: Veteran

Element Definition

Indicates that a veteran exists in the household.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: Self-reported data

Restrictions:

Element Changes

Element 2534: Travel Purchases - Months Since Last Purchase - RETIRING SEPTEMBER 2012

Element Definition

Indicates the Months Since Last Travel Purchase for someone in the household. This is an estimated months since last purchase over the past 3 years. The source of this data is purchase transactions. There is not any indication of when the scheduled trip occurred, just when the trip was purchased. There is not any indication of how the trip was booked (i.e. online or phone).

Length: 2
Format: Character
Default: Blank

Element Values

01 = 1 Month
02 = 2 Months
03 = 3 Months
04 = 4 Months
05 = 5 Months
06 = 6 Months
07 = 7 Months
08 = 8 Months
09 = 9 Months
10 = 10 Months
11 = 11 Months
12 = 12 Months
13 = 13 Months
14 = 14 Months
15 = 15 Months
16 = 16 Months
17 = 17 Months
18 = 18 Months
19 = 19 Months
20 = 20 Months
21 = 21 Months
22 = 22 Months
23 = 23 Months
24 = 24 Months
25 = 25 Months
26 = 26 Months
27 = 27 Months
28 = 28 Months
29 = 29 Months
30 = 30 Months
31 = 31 Months
32 = 32 Months
33 = 33 Months
34 = 34 Months
35 = 35 Months

36 = 36 Months
37 = 37+ Months

Element Notes

Level: Household

Sources: Registration site data, Travel purchase data, Travel Log data

Restrictions:

Element Changes

Element 2535: Travel Purchases - Number of Purchases - RETIRING SEPTEMBER 2012

Element Definition

Indicates the Number of Travel Purchases made by someone in the household. This is an estimated number of travel purchases over the past 3 years. The source of this data is purchase transactions. There is not any indication of how the trip was booked (i.e. online or phone).

Length: 1
Format: Character
Default: Blank

Element Values

Values are 1 - 9
9 is for purchases equaling 9 or more

Element Notes

Level: Household
Sources: Registration site data, Travel purchase data, Travel Log data
Restrictions:

Element Changes

Element 2536: Travel Purchases - Total Dollars - RETIRING SEPTEMBER 2012

Element Definition

Indicates the Total Dollars spent on Travel Purchases by someone in the household. This is estimated total dollars in travel purchased over the past 3 years. The source of this data is purchase transactions. There is not any indication of how the trip was booked (i.e. online or phone).

Length: 1
Format: Character
Default: Blank

Element Values

A = \$1 - \$25
B = \$26 - \$30
C = \$51 - \$75
D = \$76 - \$100
E = \$101 - \$250
F = \$251 - \$500
G = \$501 - \$1,000
H = \$1,001 - \$5,000
I = Greater than \$5,000

Element Notes

Level: Household

Sources: Registration site data, Travel purchase data, Travel Log data

Restrictions:

Element Changes

Element 2751: Wks Since Last Ord - Apparel - Children

Element Definition

Indicates the number of weeks since the household has made a purchase in Children's Apparel.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2752: Wks Since Last Ord - Apparel - Men

Element Definition

Indicates the number of weeks since the household has made a purchase in Men's Apparel.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2753: Wks Since Last Ord - Apparel - Mens Big and Tall

Element Definition

Indicates the number of weeks since the household has made a purchase in Men's Big and Tall Apparel.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2754: Wks Since Last Ord - Apparel - NonGender Specific

Element Definition

Indicates the number of weeks since the household has made a purchase in Non-Gender Specific Apparel.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2755: Wks Since Last Ord - Apparel - Teenagers

Element Definition

Indicates the number of weeks since the household has made a purchase in Teenager's Apparel.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2756: Wks Since Last Ord - Apparel - Women

Element Definition

Indicates the number of weeks since the household has made a purchase in Women's Apparel.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2757: Wks Since Last Ord - Apparel - Womens Petite Sizes

Element Definition

Indicates the number of weeks since the household has made a purchase in Women's Petite Apparel.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2758: Wks Since Last Ord - Apparel - Womens Plus Sizes

Element Definition

Indicates the number of weeks since the household has made a purchase in Women's Plus Size Apparel.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2759: Wks Since Last Ord - Beauty

Element Definition

Indicates the number of weeks since the household has made a purchase of Beauty products.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2760: Wks Since Last Ord - Collectibles

Element Definition

Indicates the number of weeks since the household has made a purchase of a collectible.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2761: Wks Since Last Ord - Furniture

Element Definition

Indicates the number of weeks since the household has made a purchase of furniture.

Furniture includes bedroom furniture, dining room furniture, living room furniture, formal living room furniture, children's furniture, etc.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2762: Wks Since Last Ord - Garden

Element Definition

Indicates the number of weeks since the household has made a purchase of garden products.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2763: Wks Since Last Ord - Electronics

Element Definition

Indicates the number of weeks since the household has made a purchase of electronics.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2764: Wks Since Last Ord - Gift

Element Definition

Indicates the number of weeks since the household has made a purchase of a gift.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2765: Wks Since Last Ord - Health

Element Definition

Indicates the number of weeks since the household has made a purchase of a health product.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2766: Wks Since Last Ord - Holiday Items

Element Definition

Indicates the number of weeks since the household has made a purchase of a holiday item.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2767: Wks Since Last Ord - Home Care

Element Definition

Indicates the number of weeks since the household has made a purchase of a home care product..

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2768: Wks Since Last Ord - Housewares

Element Definition

Indicates the number of weeks since the household has made a purchase of a product in housewares.

Housewares includes dining accessories, cooking tools, serving ware, flatware, glassware, etc.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2769: Wks Since Last Ord - Linens

Element Definition

Indicates the number of weeks since the household has made a purchase of linens..

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2770: Wks Since Last Ord - Novelty

Element Definition

Indicates the number of weeks since the household has made a purchase of a novelty product..

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2771: Wks Since Last Ord - Personal Care

Element Definition

Indicates the number of weeks since the household has made a purchase of a personal care product..

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2772: Wks Since Last Ord - Specialty Food

Element Definition

Indicates the number of weeks since the household has made a purchase of a specialty food product.

Specialty foods include things like, steaks and seafood, fruit, chocolates, cookies, etc.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2773: Wks Since Last Ord - Specialty Gifts

Element Definition

Indicates the number of weeks since the household has made a purchase of a specialty gift.

Specialty gifts are items such as executive gifts, personalized gifts, special occasion items such as 25th or 50th anniversary gifts.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2774: Wks Since Last Ord - Stationery

Element Definition

Indicates the number of weeks since the household has made a purchase of stationery..

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household
Sources: Purchases of products or services
Restrictions: None

Element Changes

Element 2775: Text Messaging

Element Definition

Households with cell phones who choose to receive specific information on various topics including financial news, health updates, sports alerts, and weather forecasts.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: Surveys, online registrations
Restrictions: None

Element Changes

Element 2776: Green Living

Element Definition

Green Living represents households that are living environmentally friendly. They use environmentally healthy products and services such as, eco-friendly soaps, detergents, and household cleaning products. These households eat organic foods, and potentially grow the food themselves. They may also be socially active by donating funds to environmental causes. Some of them drive vehicles that are considered "green" or hybrids.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Survey data, self-reported data, buying activity
 Restrictions:

Element Changes

Element 2777: Casino Gaming Propensity Score

Element Definition

Propensity model score representing a household's likelihood to have casino gaming interest.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely to be Interested in Casino Gaming
02
03
04
05
06
07
08
09
10 = Least Likely to be Interested in Casino Gaming

Element Notes

Level: Household

Sources: Model

Restrictions:

Element Changes

Element 2778: Brand Name Medicine Propensity Score

Element Definition

Propensity model score designed to represent a households likelihood to ask their doctor about an advertised prescription medicine.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely to Prefer Brand Name Medicines
02
03
04
05
06
07
08
09
10 = Least Likely to Prefer Brand Name Medicines

Element Notes

Level: Household

Sources: Model

Restrictions:

Element Changes

Element 2779: Buying Channel Preferences Propensity Score - Internet

Element Definition

Propensity model score designed to represent a households likelihood to make purchases via internet.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely to Buy via the Internet
02
03
04
05
06
07
08
09
10 = Least Likely to Buy via the Internet

Element Notes

Level: Household

Sources: Model

Restrictions:

Element Changes

Element 2780: Buying Channel Preferences Propensity Score - Mail

Element Definition

Propensity model score designed to represent a households likelihood to make purchases via mail.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely to Buy via Mail
02
03
04
05
06
07
08
09
10 = Least Likely to Buy via Mail

Element Notes

Level: Household

Sources: Model

Restrictions:

Element Changes

Element 2781: Buying Channel Preferences Propensity Score - Phone

Element Definition

Propensity model score designed to represent a households likelihood to make purchases via phone.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely to Buy via Phone
02
03
04
05
06
07
08
09
10 = Least Likely to Buy via Phone

Element Notes

Level: Household

Sources: Model

Restrictions:

Element Changes

Element 2800: Investor - Stocks & Bonds Plus

Element Definition

This model uses element #7795 Stocks/Bonds and applies household inferred data on top of it. The inferred portion uses syndicated survey data. It outputs a relative rank on each record enhanced indicating the likelihood of the record being interested in investments. A value of '1' means most likely to be an Investor and '9' least likely. A value of blank means there is no information available about the household.

Length: 1
 Format: Character
 Default: Blank

Element Values

- 1 = Stocks and Bonds
- 2 = Top group of modeled investors
- 3 = Second group of modeled investors
- 4 = Third group of modeled investors
- 5 = Fourth group of modeled investors
- 6 = Fifth group of modeled investors
- 7 = Sixth group of modeled investors
- 8 = Seventh group of modeled investors
- 9 = Bottom group of modeled investors

Element Notes

Level: Household
 Sources: modeled
 Restrictions:

Element Changes

Element 2805: Book Enthusiast - Input Individual - RETIRING SEPTEMBER 2012

Element Definition

This individual loves to read books and reads all the time. Data falls off after 3 years if not updated by a source.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Individual

Sources:

Restrictions:

Element Changes

*** This element no longer has data coming into it. It will be retired mid-2012. ***

Element 2807: Business Owner - Input Individual

Element Definition

Individual has indicated themselves as a business owner. Types of business owners are sometimes identified.

Length: 1
Format: Character
Default: Blank

Element Values

A = Accountant
B = Builder
C = Contractor
D = Dealer/Retailer/Storekeeper
E = Distributor/Wholesaler
F = Funeral Director
M = Maker/Manufacturer
O = Owner
O = Owner
P = Partner
S = Self-Employed

Element Notes

Level: Individual

Sources:

Restrictions:

Element Changes

Element 2810: Entering Adulthood - Input Individual

Element Definition

This individual is a young adult age 18 - 25. There is a source other than age providing data to this element. Therefore, there may be instances when this element is populated but the age data is not.

Length: 1
Format: Character
Default: Blank

Element Values

Y = Young Adult

Element Notes

Level: Individual

Sources:

Restrictions:

Element Changes

Element 2847: Cord Cutter

Element Definition

This model is designed to rank customer and/or prospect records by the likelihood to cancel landline phone service in favor of only wireless service.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to Cut Wireline Cord
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to Cut Wireline Cord

Element Notes

Level: Household
Sources: Modeled
Restrictions: none

Element Changes

Element 2897: Cruise Vacations Propensity Model

Element Definition

Propensity model score representing a household's likelihood to take a cruise.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely to take a Cruise Vacation
02
03
04
05
06
07
08
09
10 = Least Likely to take a Cruise Vacation

Element Notes

Level: Household

Sources:

Restrictions:

Element Changes

Element 3101: Race Code (Low Detail)

Element Definition

Identifies the Race of the household.

Length: 1
Format: Character
Default: Blank

Element Values

A - Asian
B - African American
H - Hispanic
W - White/Other

Element Notes

Level: Household
Sources: Self-Reported and modeled data
Restrictions: ****Cannot be used in File Installs****

Element Changes

If there are multiple races in the household, the 1st Individual's race is chosen to represent the household.

Element 3102: Country of Origin (High Detail)

Element Definition

Identifies the Country of Origin for the household.

Length: 2
Format: Character
Default: Blank

Element Values

11 = Cambodia
12 = China
13 = Guam
14 = India
15 = Indonesia
16 = Japan
17 = Korea
18 = Laos
19 = Malaysia
1A = Philippines
1B = Vietnam
10 = Asian
20 = African American
30 = Hispanic
41 = Albania
42 = America
43 = Arabia
44 = Armenia
45 = Austria
46 = Belarus
47 = Belgium
48 = Bosnia
49 = Bulgaria
4A = Canada
4B = Croatia
4C = Czech
4D = Denmark
4E = Dutch
4F = Egypt
4G = England
4H = Estonia
4I = Finland
4J = France
4K = Germany
4L = Greece
4M = Hungary
4N = Iceland
4O = Iran
4P = Ireland
4Q = Italy
4R = Jewish

4S = Latvia
 4T = Lithuania
 4U = Luxembourg
 4V = Malta
 4W = Moldavia
 4X = Netherlands
 4Y = Norway
 4Z = Poland
 51 = Portugal
 52 = Romania
 53 = Russia
 54 = Scandinavia
 55 = Scotland
 56 = Serbia
 57 = Slovakia
 58 = Slovenia
 59 = Solomon Islands
 5A = Sweden
 5B = Switzerland
 5C = Turkey
 5D = Ukraine
 5E = Wales
 40 = White

Element Notes

Level: Household

Sources: Self-Reported and modeled.

Restrictions: **Cannot be used in File Installs**

Element Changes

The values of Hispanic, Asian, African American, White and Scandinavia are used when a specific country value is unable to be determined.

If there was enough information to place an ethnicity into a detailed value, then the Ethnicity

An ethnicity is placed in a detailed value if detailed information is available. If detailed information is not available, then it will be placed into a general value. i.e., if InfoBase is provided with 'India', then value 14 India will be populated. If only Asia is provided, then value 10 Asian is populated.

Element 3103: Hispanic Language Preference

Element Definition

Identifies households that speak or do not speak Spanish.

Length: 1
Format: Character
Default: Blank

Element Values

S = S - Prefers Spanish
E = E - Does Not Speak Spanish
B = B - Both
X = X - Non-Hispanic

Element Notes

Level: Household

Sources: Self-Reported and Modeled data.

Restrictions: ****Cannot be used in File Installs****

Element Changes

Element 3446: Mail Order Prescription Propensity Score

Element Definition

Propensity model score designed to represent a households likelihood to buy prescription medication through the mail.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely to Buy Prescriptions through the mail
02
03
04
05
06
07
08
09
10 = Least Likely to Buy Prescriptions through the Mail

Element Notes

Level: Household

Sources:

Restrictions:

Element Changes

Element 3447: Ailment Rx Online Search Propensity

Element Definition

Propensity model score designed to represent a households likelihood to look for medical information over the web.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely to look for medical info over the web
02 =
03 =
04 =
05 =
06 =
07 =
08 =
09 =
10 = Least Likely to look for medical info over the web

Element Notes

Level: Household

Sources:

Restrictions:

Element Changes

Element 3448: Advertised Medicine Inquirers Propensity Score

Element Definition

Propensity model score designed to represent a households likelihood to ask their doctor about an advertised prescription medicine.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely to ask doctor about advertised meds
02
03
04
05
06
07
08
09
10 = Least Likely to ask doctor about advertised meds

Element Notes

Level: Household

Sources:

Restrictions:

Element Changes

Element 3449: Business Owners @ Home Indicator - Semcasting

Element Definition

Identifies over 12 million business owners and self-employed professionals, and links them to their home addresses and household demographics.

Length: 1
Format: Character
Default: Blank

Element Values

1 - Business Owner

Element Notes

Level: Household

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

Restrictions: Separate Pricing Required for the Semcasting elements.

Element Changes

Element 3587: Media Channel Usage - Internet

Element Definition

The score predicts the consumer preference to Internet advertising.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely receptive to Internet advertising
02
03
04
05
06
07
08
09
10 = Least Likely receptive to Internet advertising

Element Notes

Level: Household

Sources: Modeled

Restrictions:

Element Changes

Element 3588: Media Channel Usage - Cell Phone

Element Definition

The score predicts the consumer preference to Cell Phone advertising.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely receptive to Cell Phone advertising
02
03
04
05
06
07
08
09
10 = Least Likely receptive to Cell Phone advertising

Element Notes

Level: Household

Sources: Modeled

Restrictions:

Element Changes

Element 3589: Media Channel Usage - Primetime TV

Element Definition

The score predicts the consumer preference to Primetime TV advertising.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely receptive to Primetime TV advertising
02
03
04
05
06
07
08
09
10 = Least Likely receptive to Primetime TV advertising

Element Notes

Level: Household

Sources: Modeled

Restrictions:

Element Changes

Element 3590: Media Channel Usage - Daytime TV

Element Definition

The score predicts the consumer preference to Daytime TV advertising.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely receptive to Daytime TV advertising
02
03
04
05
06
07
08
09
10 = Least Likely receptive to Daytime TV advertising

Element Notes

Level: Household

Sources: Modeled

Restrictions:

Element Changes

Element 3591: Media Channel Usage - Outdoor

Element Definition

The score predicts the consumer preference to Outdoor advertising.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely receptive to Outdoor advertising
02
03
04
05
06
07
08
09
10 = Least Likely receptive to Outdoor advertising

Element Notes

Level: Household

Sources: Modeled

Restrictions:

Element Changes

Element 3592: Media Channel Usage - Yellow Pages

Element Definition

The score predicts the consumer preference to Yellow Pages advertising.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely receptive to Yellow Pages advertising
02
03
04
05
06
07
08
09
10 = Least Likely receptive to Yellow Pages advertising

Element Notes

Level: Household

Sources: Modeled

Restrictions:

Element Changes

Element 3593: Media Channel Usage - Radio

Element Definition

The score predicts the consumer preference to Radio advertising.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely receptive to Radio advertising
02
03
04
05
06
07
08
09
10 = Least Likely receptive to Radio advertising

Element Notes

Level: Household

Sources: Modeled

Restrictions:

Element Changes

Element 3594: Media Channel Usage - Magazine

Element Definition

The score predicts the consumer preference to Magazine advertising.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely receptive to Magazine advertising
02
03
04
05
06
07
08
09
10 = Least Likely receptive to Radio advertising

Element Notes

Level: Household

Sources: Modeled

Restrictions:

Element Changes

Element 3595: Media Channel Usage - Newspaper

Element Definition

The score predicts the consumer preference to Newspaper advertising.

Length: 2
Format: Character
Default: Blank

Element Values

01 = Most Likely receptive to Newspaper advertising
02
03
04
05
06
07
08
09
10 = Least Likely receptive to Newspaper advertising

Element Notes

Level: Household

Sources: Modeled

Restrictions:

Element Changes

Element 4000: Consumer Prominence Indicator

Element Definition

Identifies consumer-related records for which the greatest or least amount of database marketing data is available. How big is the consumer footprint of the individual? The higher the score, the more likely an individual would be to respond to a marketing message.

CPI is updated monthly. The score reflects a measure of the amount of marketing data available for a consumer. CPI is a representation of the amount of individual data available per consumer. The score illuminates our record depth and provides an obvious and easy to use relative measure of active consumerism and response.

Length: 2
Format: Character
Default: Blank

Element Values

00 = Match No Record Content
01 = Smallest Marketing Footprint
02
03
04
05
06
07
08
09
10 = Largest Marketing Footprint

Element Notes

Level: Individual
Sources: Modeled
Restrictions:

Element Changes

Element 6101: Number of Unique Sources

Element Definition

The number of unique sources used in populating this record.

Length: 3
Format: Character
Default: Blank

Element Values

The element will output an actual 3 digit number from 001 - 999, but it will be reported in ranges on the match rate report.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6102: Number of Orders - Upscale Catalogs

Element Definition

Indicates the Number of Orders purchased from Upscale Catalogs within the last 4 years in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 3
 Format: Character
 Default: Blank

Element Values

The element will output a 3 digit number from 000 - 999.

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6103: Number of Orders - Low Scale Catalogs

Element Definition

Indicates the Number of Orders purchased from Low Scale Catalogs within the last 4 years in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 3
 Format: Character
 Default: Blank

Element Values

The element will output a 3 digit number from 000 - 999.

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6104: Number of Orders - Low/Mid Scale Catalogs

Element Definition

Indicates the Number of Orders purchased from Low/Mid Scale Catalogs within the last 4 years in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 3
 Format: Character
 Default: Blank

Element Values

The element will output a 3 digit number from 000 - 999.

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6105: Number of Orders - Mid Scale Catalogs

Element Definition

Indicates the Number of Orders purchased from Mid Scale Catalogs within the last 4 years in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 3
 Format: Character
 Default: Blank

Element Values

The element will output a 3 digit number from 000 - 999.

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6106: Number of Orders - Mid/Upscale Catalogs

Element Definition

Indicates the Number of Orders purchased from Mid/Upscale Catalogs within the last 4 years in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 3
 Format: Character
 Default: Blank

Element Values

The element will output a 3 digit number from 000 - 999.

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6138: Apparel - General

Element Definition

A purchase of General Apparel has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6149: Art

Element Definition

A purchase of Art has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6152: Arts and Antiques - General

Element Definition

A general purchase of Arts & Antiques has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6154: Automotive

Element Definition

A purchase of Automotive products has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Examples: Car cleaners/solutions, car wax, car tools, driving gloves

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6155: Automotive Accessories

Element Definition

A purchase of Automotive Accessories has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Examples: Bumperstickers, map lights, lane changer mirror, driving gloves, interior lighting, seat belt adjuster, car-specific tools, Car Alarm

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6156: Automotive Accessories/Parts

Element Definition

A purchase of Automotive Accessories/Parts has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6157: Automotive Parts/Supplies

Element Definition

A purchase of Automotive Parts/Supplies has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Examples: brake cleaner, wipers

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6161: Average \$ Amount Per Order

Element Definition

Indicates the Average \$ Amount the household spends per order. The following elements are not actual transactions. This data has been rolled up into categories removing all transaction level data including SKUs.

Length: 6
Format: Character
Default: Blank

Element Values

This element will output the actual 6 digit dollar amount.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6162: Average Days Between Offline Orders

Element Definition

Indicates the Average Days Between Offline Orders for this household. The following elements are not actual transactions. This data has been rolled up into categories removing all transaction level data including SKUs.

Length: 4
Format: Character
Default: Blank

Element Values

The element will output an actual 4 digit number from 0000 - 9999.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6163: Average Days Between Online Orders

Element Definition

Indicates the Average Days Between Online Orders for this household. The following elements are not actual transactions. This data has been rolled up into categories removing all transaction level data including SKUs.

Length: 4
Format: Character
Default: Blank

Element Values

The element will output an actual 4 digit number from 0000 - 9999.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6164: Average Days Between Orders

Element Definition

Indicates the Average Days Between Orders for this household. The following elements are not actual transactions. This data has been rolled up into categories removing all transaction level data including SKUs.

Length: 4
Format: Character
Default: Blank

Element Values

The element will output an actual 4 digit number from 0000 - 9999.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6253: Children's Products - General

Element Definition

A general purchase of Children's Products has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6294: Crafts/Hobbies

Element Definition

A purchase of Crafts/Hobbies products has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6317: Electronics

Element Definition

A purchase of Electronics has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
Format: Character
Default: Blank

Element Values

1 = Yes

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6355: First Offline Order Date

Element Definition

Indicates the date of the first offline order made by the household. The following elements are not actual transactions. This data has been rolled up into categories removing all transaction level data including SKUs.

Length: 8
Format: Character
Default: Blank

Element Values

CCYYMMDD

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6356: First Online Order Date

Element Definition

Indicates the date of the first online order made by the household. The following elements are not actual transactions. This data has been rolled up into categories removing all transaction level data including SKUs.

Length: 8
Format: Character
Default: Blank

Element Values

CCYYMMDD

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6362: Food/Beverages

Element Definition

A purchase of Food & Beverage products has occurred within the last 24 months in the Household.

This is a more generic category that contains anything you can think of under food or beverages. Ex. Items for baking, beer and wine, coffee, tea, etc.

The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length:	1
Format:	Character
Default:	Blank

Element Values

1 = True

Element Notes

Level:	Household
Sources:	Purchases of products and services
Restrictions:	None

Element Changes

Element 6378: Garden Decor

Element Definition

A purchase of Gardening Decor has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6379: Gardening

Element Definition

A purchase of Gardening products has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6398: Gifts/Holiday Items - SC

Element Definition

A purchase of Gifts/Holiday Items has occurred within the last 24 months in the Household.

All categorical purchases are rolled into this Buying Activity Super Category (SC):

- 6457 Gifts/Holiday Item
- 6407 Gifts/Holiday Items - Flowers - C
- 6409 Gifts/Holiday Items - Gift Certificates - C
- 6410 Gifts/Holiday Items - Greeting Cards - C
- 6411 Gifts/Holiday Items - Holiday/Ethnic Items - C
- 6413 Gifts/Holiday Items - Specialty Gifts - C
- 6414 Gifts/Holiday Items - Stationery - C
- 6399 Gifts/Holiday Items - Cigars - C
- 6412 Gifts/Holiday Items - Party Goods - C
- 6458 Gifts/Holiday Items - Edibles
- 6400 Gifts/Holiday Items - Edibles - Cakes/Tortes/Tarts/Pies - C
- 6402 Gifts/Holiday Items - Edibles - Cookies/Brownies - C
- 6403 Gifts/Holiday Items - Edibles - Fruits/Nuts/Cheese/Vegetables - C
- 6405 Gifts/Holiday Items - Edibles - Popcorn - C
- 6406 Gifts/Holiday Items - Edibles - Sauces/Syrups/Preserves - C
- 6404 Gifts/Holiday Items - Edibles - Gift Coffee & Teas - C
- 6401 Gifts/Holiday Items - Edibles - Chocolates/Candies - C
- 6408 Gifts/Holiday Items - Gift Baskets - C

The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

'SC' is a super-category element that blends one or more elements together, usually blending the 'C' elements. (Sometimes the SC element, the C element and the 'regular' element are the same match rate.)

Element 6425: Health and Beauty

Element Definition

A purchase of Health and Beauty products has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6483: Holiday/Ethnic Items

Element Definition

A Holiday/Ethnic purchase for a gift has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6503: Home Furnishings

Element Definition

A purchase in Home Furnishings has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Furniture and Housewares are categories under Home Furnishings. Furniture includes bedroom furniture, dining room furniture, living room furniture, formal living room furniture, children's furniture, etc. Housewares includes dining accessories, cooking tools, serving ware, flatware, glassware, etc.

Length:	1
Format:	Character
Default:	Blank

Element Values

1 = Yes

Element Notes

Level:	Household
Sources:	Purchases of products and services
Restrictions:	None

Element Changes

Element 6505: Home Furnishings Accessories

Element Definition

A purchase of Accessories in Home Furnishings has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6522: Jewelry

Element Definition

A purchase of Jewelry has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6532: Last Offline Order Date

Element Definition

Indicates the date of the last offline order made by the household.

Length: 8
Format: Character
Default: Blank

Element Values

CCYYMMDD

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6533: Last Online Order Date

Element Definition

Indicates the date of the last online order made by the household.

Length: 8
Format: Character
Default: Blank

Element Values

CCYYMMDD

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6543: Lighting

Element Definition

A purchase of Lighting products has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6588: Men's Apparel

Element Definition

A purchase of Men's Apparel has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6604: Method of Payment Count - Cash

Element Definition

The element will return a three digit number showing the actual number of purchases made with Cash in the last 24 months. ('Cash' may include checks.)

Length: 3
Format: Character
Default: Blank

Element Values

The element will output an actual 3 digit number from 000 - 999, but it will be reported in ranges on the match rate report.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6605: Method of Payment Count - Credit Card

Element Definition

The element will return a three digit number showing the actual number of purchases made with a Credit Card in the last 24 months.

Length: 3
Format: Character
Default: Blank

Element Values

The element will output an actual 3 digit number from 000 - 999, but it will be reported in ranges on the match rate report.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6685: Offline Average \$ Amount Per Order

Element Definition

This indicates the average dollar amount per offline order in the last 24 months. The following elements are not actual transactions. This data has been rolled up into categories removing all transaction level data including SKUs.

Length: 6
Format: Character
Default: Blank

Element Values

This element will output the actual dollar amounts.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6686: Offline Dollars

Element Definition

Indicates the Offline Dollars spent in the last 24 months. The following elements are not actual transactions. This data has been rolled up into categories removing all transaction level data including SKUs.

Length: 6
Format: Character
Default: Blank

Element Values

This element will output the actual dollar amounts.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6696: Offline Orders

Element Definition

Indicates the number of Offline Orders in the last 24 months. The following elements are not actual transactions. This data has been rolled up into categories removing all transaction level data including SKUs.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output the actual number of orders, values 000-999.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6700: Offline Orders - \$50-\$99.99 Range

Element Definition

Offline purchases have been made within the \$50-\$99.99 Range in the past 24 months. This is an indication of how many purchases in that price range have been made.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output the actual number of orders, values 000-999.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6702: Offline Orders - Under \$50 Range

Element Definition

Offline purchases have been made within the Under \$50 Range in the past 24 months. This is an indication of how many purchases in that price range have been made.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output the actual number of orders, values 000-999.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6707: Online Average \$ Per Order

Element Definition

Indicates the Average dollar amount spent per online order for a household over the past 24 months.

Length: 6
 Format: Character
 Default: Blank

Element Values

This element will output the actual dollar amounts, but it will be reported in the ranges below.

Value	Description
000025	\$1 - \$25
000050	\$26 - \$50
000075	\$51 - \$75
000100	\$76 - \$100
000250	\$101 - \$250
000500	\$251 - \$500
001000	\$501 - \$1,000
005000	\$1,001 - \$5,000
010000	\$5,001 - \$10,000
100000	\$10,001 - \$100,000
999999	\$100,001 - \$999,999

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6708: Online Dollars

Element Definition

Indicates the number of Online dollars spent in the last 24 months. The following elements are not actual transactions. This data has been rolled up into categories removing all transaction level data including SKUs.

Length: 6
 Format: Character
 Default: Blank

Element Values

This element will output the actual dollar amounts, but it will be reported in the ranges below.

Value	Description
000025	\$1 - \$25
000050	\$26 - \$50
000075	\$51 - \$75
000100	\$76 - \$100
000250	\$101 - \$250
000500	\$251 - \$500
001000	\$501 - \$1,000
005000	\$1,001 - \$5,000
010000	\$5,001 - \$10,000
100000	\$10,001 - \$100,000
999999	\$100,001 - \$999,999

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6722: Online Orders - \$50-\$99.99 Range

Element Definition

Online purchases have been made within the \$50-\$99.99 Range in the past 24 months. This is an indication of how many purchases in that price range have been made.

Length: 4
Format: Character
Default: Blank

Element Values

The element will output an actual 3 digit number from 000 - 999, but it will be reported in ranges on the match rate report.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6724: Online Orders - Under \$50 Range

Element Definition

Online purchases have been made within the Under \$50 Range in the past 24 months. This is an indication of how many purchases in that price range have been made.

Length: 4
Format: Character
Default: Blank

Element Values

The element will output an actual 3 digit number from 000 - 999, but it will be reported in ranges on the match rate report.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6728: Party Goods

Element Definition

A Gift or Holiday purchase of Party Goods has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6791: Sports and Leisure

Element Definition

A purchase in Sports & Leisure has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6813: Total Dollars

Element Definition

Indicates the total dollars spent in the last 4 years.

Length: 6
Format: Character
Default: Blank

Element Values

This element will output the actual 6 digit dollar amount, but it will be reported in the following ranges:

000000 = \$0
000025 = \$1 - \$25
000050 = \$26 - \$50
000075 = \$51 - \$75
000100 = \$76 - \$100
000250 = \$101 - \$250
000500 = \$251 - \$500
001000 = \$501 - \$1,000
005000 = \$1,001 - \$5,000
010000 = \$5,001 - \$10,000
100000 = \$10,001 - \$100,000
999999 = \$100,001 - \$999,999

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6814: Total Number of Orders

Element Definition

Indicates the total number of orders for the household in the past 4 years.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output the actual 3 digit value, but it will be reported in the following ranges:

000 = 000 - 000
001 = 001 - 001
002 = 002 - 002
003 = 003 - 003
004 = 004 - 004
005 = 005 - 005
006 = 006 - 006
007 = 007 - 007
008 = 008 - 008
009 = 009 - 009
010 = 010 - 010
020 = 011 - 020
030 = 021 - 030
040 = 031 - 040
050 = 041 - 050
100 = 051 - 100
150 = 101 - 150
200 = 151 - 200
250 = 201 - 250
300 = 251 - 300

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6817: Toys

Element Definition

A purchase of Children's Toys has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 6826: Value-Priced General Merchandise

Element Definition

A purchase of Value-Price General Merchandise has occurred within the last 24 months in the Household.

The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: Purchases of products and services

Restrictions: None

Element Changes

General Merchandise : used for "lower end merchandise". This includes stuff like bag tie or clip, plastic chair cover, shower cap, etc.

Element 6840: Weeks Since First Online Order

Element Definition

Indicates the number of weeks since the first online order in the household.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output the actual 3 digit value.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6842: Weeks Since First Order

Element Definition

Indicates the number of weeks since the first order in the household.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output the actual 3 digit value.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6843: Weeks Since Last Online Order

Element Definition

Indicates the number of weeks since the first online order in the household.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output the actual 3 digit value.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6845: Weeks Since Last Order

Element Definition

Indicates the number of weeks since the last order in the household.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output the actual 3 digit value.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes

Element 6880: Women's Apparel

Element Definition

A purchase of Women's Apparel has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Purchases of products and services
 Restrictions: None

Element Changes

Element 7110: Economic Stability Indicator Financial

Element Definition

ESI Financial provides a marketing data score that allows marketing dollars to be focused on those prospects with the economic stability to become valued customers. It uses a proprietary combination of marketing data to look at financial attitudes and market behavior to assess the likelihood that a consumer might be stimulated by marketing activity. ESI Financial is built exclusively from marketing data and does not utilize any of the prohibited elements under the Equal Credit Opportunity Act at a consumer or household level.

Length: 2
 Format: Character
 Default: Blank

Element Values

Values: 01 - 30

01 = Most Likely Economically Stable
 30 = Least Likely Economically Stable

Element Notes

Level: Model

Sources:

Restrictions:

Element Changes

Element 7470: Child Near High School Graduation in HH

Element Definition

Indicates there is a child near high school graduation in the household, aged 16.5 - 18 years.

Length: 1
Format: Character
Default: Blank

Element Values

Y = Household has a Child approaching High School Graduation

Element Notes

Level: Household

Sources: Survey data, Public record data, Buying activity data, Newspapers, self-reported data

Restrictions:

Element Changes

Element 7471: College Graduate

Element Definition

Household indicated that it contains a recent college graduate. This element only stays active for 12 months. College graduation date is not available.

7471 contains 2-year degrees, 4-year degrees, Masters and Doctorate

Length: 1
Format: Character
Default: Blank

Element Values

Y = True

Element Notes

Level: Household

Sources: Surveys, online registrations through different types of sites.

Restrictions:

Element Changes

Element 7600: Adult Age Ranges Present in Household - 100%

Element Definition

Indicates the ages of any adults present in the household. This element categorizes ages into groups and includes an indication of male, female, or unknown gender. Multiple flags can be turned on to indicate the presence of multiple adult age ranges in the household. Customer records could be coded as ungendered because of ambiguous or unisex names.

100% = This element is created by first copying the corresponding data from 8600 or 9600 and then filling in the matchrate up to 100% with inferred ZIP4 or ZIP level data. Even if the record does not match to InfoBase, the 100% element will be populated by hitting the ZIP tables. There is a match level indicator for each 100% element that adds one additional position to the element.

Length: 22
Format: Character
Default: Zeros

Element Values

Pos. 1 1 = Males 18 - 24
Pos. 2 1 = Females 18 - 24
Pos. 3 1 = Unknown Gender 18 - 24
Pos. 4 1 = Males 25 - 34
Pos. 5 1 = Females 25 - 34
Pos. 6 1 = Unknown Gender 25 - 34
Pos. 7 1 = Males 35 - 44
Pos. 8 1 = Females 35 - 44
Pos. 9 1 = Unknown Gender 35 - 44
Pos. 10 1 = Males 45 - 54
Pos. 11 1 = Females 45 - 54
Pos. 12 1 = Unknown Gender 45 - 54
Pos. 13 1 = Males 55 - 64
Pos. 14 1 = Females 55 - 64
Pos. 15 1 = Unknown Gender 55 - 64
Pos. 16 1 = Males 65 - 74
Pos. 17 1 = Females 65 - 74
Pos. 18 1 = Unknown Gender 65 - 74
Pos. 19 1 = Males 75+
Pos. 20 1 = Females 75+
Pos. 21 1 = Unknown Gender 75+

Match Indicator -
3 = Household level
4 = Household Inferred level
A = Zip+4 level
G = Zip level

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

Element 7601: Children's Age Ranges Present in Household - 100%

Element Definition

Indicates the ages of any children present in the household. This element categorizes ages into groups and includes an indication of male, female, or unknown gender. Multiple flags can be turned on to indicate the presence of multiple children's age ranges in the household. Customer records could be coded as ungendered because of ambiguous or unisex names.

100% = This element is created by first copying the corresponding data from 8601 or 9601 and then filling in the matchrate up to 100% with inferred ZIP4 or ZIP level data. Even if the record does not match to InfoBase, the 100% element will be populated by hitting the ZIP tables. There is a match level indicator for each 100% element that adds one additional position to the element.

Length: 16
Format: Character
Default: Zeros

Element Values

Pos. 1 1 = Males 00 - 02
Pos. 2 1 = Females 00 - 02
Pos. 3 1 = Unknown Gender 00 - 02
Pos. 4 1 = Males 03 - 05
Pos. 5 1 = Females 03 - 05
Pos. 6 1 = Unknown Gender 03 - 05
Pos. 7 1 = Males 06 - 10
Pos. 8 1 = Females 06 - 10
Pos. 9 1 = Unknown Gender 06 - 10
Pos. 10 1 = Males 11 - 15
Pos. 11 1 = Females 11 - 15
Pos. 12 1 = Unknown Gender 11 - 15
Pos. 13 1 = Males 16 - 17
Pos. 14 1 = Females 16 - 17
Pos. 15 1 = Unknown Gender 16 - 17

Match Indicator -
3 = Household level
4 = Household Inferred level
A = Zip+4 level
G = Zip level

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

Element 7602: Number of Children - 100%

Element Definition

Indicates the number of children in the household.

100% = This element is created by first copying the corresponding data from 8602 or 9602 and then filling in the matchrate up to 100% with inferred ZIP4 or ZIP level data. Even if the record does not match to InfoBase, the 100% element will be populated by hitting the ZIP tables. There is a match level indicator for each 100% element that adds one additional position to the element.

Length: 2
Format: Character
Default: Blank

Element Values

0 = No children
1 = 1 Child
2 = 2 Children
3 = 3 Children
4 = 4 Children
5 = 5 Children
6 = 6 Children
7 = 7 Children
8 = Greater than 7 Children

Match Indicator -
3 = Household level
4 = Household Inferred level
A = Zip+4 level
G = Zip level

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

Element 7606: Home Owner / Renter - 100%

Element Definition

Indicates if a household is owner or renter occupied. This element is fed by Purchase Date of Home, along with other contributor's data.

100% = This element is created by first copying the corresponding data from 8606 or 9606 and then filling in the matchrate up to 100% with inferred ZIP4 or ZIP level data. Even if the record does not match to InfoBase, the 100% element will be populated by hitting the ZIP tables. There is a match level indicator for each 100% element that adds one additional position to the element.

Length: 2
Format: Character
Default: Blank

Element Values

O = Home Owner
R = Renter

Match Indicator -
3 = Household level
4 = Household Inferred level
A = Zip+4 level
G = Zip level

Element Notes

Level: Household

Sources: Modeled

Restrictions:

Element Changes

Element 7607: Home Length of Residence - 100%

Element Definition

Indicates the total time a household has lived at their current address. The Length of Residence is determined by most data compilers by the first year listed in the telephone directory or automotive registration lists. The Length of Residence is not tied to only homeowners. It can apply to renters as well. This element is fed by Purchase Date of Home, along with other contributor's data.

100% = This element is created by first copying the corresponding data from 8607 or 9607 and then filling in the matchrate up to 100% with inferred ZIP4 or ZIP level data. Even if the record does not match to InfoBase, the 100% element will be populated by hitting the ZIP tables. There is a match level indicator for each 100% element that adds one additional position to the element.

Length: 3
Format: Character
Default: Blank

Element Values

00 = Less than 1 Year
01 = 1 Year
02 = 2 Years
03 = 3 Years
04 = 4 years
05 = 5 Years
06 = 6 Years
07 = 7 Years
08 = 8 Years
09 = 9 Years
10 = 10 Years
11 = 11 Years
12 = 12 Years
13 = 13 Years
14 = 14 Years
15 = Greater than 14 Years

Match Indicator -
3 = Household level
4 = Household Inferred level
A = Zip+4 level
G = Zip level

Element Notes

Level: Household

Sources: Modeled

Restrictions:

Element Changes

Element 7609: Marital Status - 100%

Element Definition

Indicates if anyone in the household is married.

Inferred Married - The marital status of Married or Single cannot be determined from a source and there are 2 names in the household with gender of Male and Female, within a certain age range of each other, then marital status is set to A "Inferred Married".

Inferred Single - The marital status of Married or Single cannot be determined from a source and there is only one name in the household, then the marital status is set to B "Inferred Single".

Married - A married couple is defined as a male, age 26 - 60, with a female age 20 - 70, where the couples are not more than 10 years apart. A married couple could be a male, age 60+, with a female of any age, where the couples are not more than 10 years apart.

If the 1st individual and the 2nd individual have the same gender, then the marital status is defaulted.

100% = This element is created by first copying the corresponding data from 8609 or 9609 and then filling in the matchrate up to 100% with inferred ZIP4 or ZIP level data. Even if the record does not match to InfoBase, the 100% element will be populated by hitting the ZIP tables. There is a match level indicator for each 100% element that adds one additional position to the element.

Length: 2
Format: Character
Default: Blank

Element Values

M = Married
S = Single
A = Inferred Married
B = Inferred Single

Match Indicator -
3 = Household level
4 = Household Inferred level
A = Zip+4 level
G = Zip level

Element Notes

Level: Model

Sources: Modeled

Restrictions:

Element Changes

Element 7616: Age in Two-Year Increments - 1st Individual - 100%

Element Definition

Indicates the age of the 1st individual in the household. Age range is expressed in two-year increments. Age categories extend from under 18 to 100 plus.

100% = This element is created by first copying the corresponding data from 8616 or 9616 and then filling in the matchrate up to 100% with inferred ZIP4 or ZIP level data. Even if the record does not match to InfoBase, the 100% element will be populated by hitting the ZIP tables. There is a match level indicator for each 100% element that adds one additional position to the element.

Length: 3
Format: Character
Default: Blank

Element Values

17 = Age less than 18
18 = Age 18 - 19
20 = Age 20 - 21
22 = Age 22 - 23
24 = Age 24 - 25
26 = Age 26 - 27
28 = Age 28 - 29
30 = Age 30 - 31
32 = Age 32 - 33
34 = Age 34 - 35
36 = Age 36 - 37
38 = Age 38 - 39
40 = Age 40 - 41
42 = Age 42 - 43
44 = Age 44 - 45
46 = Age 46 - 47
48 = Age 48 - 49
50 = Age 50 - 51
52 = Age 52 - 53
54 = Age 54 - 55
56 = Age 56 - 57
58 = Age 58 - 59
60 = Age 60 - 61
62 = Age 62 - 63
64 = Age 64 - 65
66 = Age 66 - 67
68 = Age 68 - 69
70 = Age 70 - 71
72 = Age 72 - 73
74 = Age 74 - 75
76 = Age 76 - 77
78 = Age 78 - 79

80 = Age 80 - 81
82 = Age 82 - 83
84 = Age 84 - 85
86 = Age 86 - 87
88 = Age 88 - 89
90 = Age 90 - 91
92 = Age 92 - 93
94 = Age 94 - 95
96 = Age 96 - 97
98 = Age 98 - 99
99 = Age greater than 99

Match Indicator -
3 = Household level
4 = Household Inferred level
A = Zip+4 level
G = Zip level

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

Element 7622: Presence of Children - 100%

Element Definition

Indicates the known presence/absence of children age 0-17 in the household. The Number of Children feeds this element along with other contributor's data. 'NO' presence of children values are only generated by 0 (zero) number of children. 'NO' will not be generated when, for example, an only child ages up and becomes an adult.

100% = This element is created by first copying the corresponding data from 8622 or 9622 and then filling in the matchrate up to 100% with inferred ZIP4 or ZIP level data. Even if the record does not match to InfoBase, the 100% element will be populated by hitting the ZIP tables. There is a match level indicator for each 100% element that adds one additional position to the element.

Length: 2
Format: Character
Default: Blank

Element Values

Y = Child(ren) Present
N = No Children Present

Match Indicator -
3 = Household level
4 = Household Inferred level
A = Zip+4 level
G = Zip level

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

Element 7628: Number of Adults - 100%

Element Definition

Indicates the number of adults in the household. An adult is anyone 18 years old or older living in a household. 8628 Number of Adults is created by table'ing all of the adults from all of the sources that are provided. The adults names, dates of birth, and genders are used to de-duplicate the table. Then all of the entries in the table are counted. The count is placed into 8628 Number of Adults. This data is directly related to the names that are in the 1st - 5th individual/household data.

100% = This element is created by first copying the corresponding data from 8628 or 9628 and then filling in the matchrate up to 100% with inferred ZIP4 or ZIP level data. Even if the record does not match to InfoBase, the 100% element will be populated by hitting the ZIP tables. There is a match level indicator for each 100% element that adds one additional position to the element.

Length: 2
Format: Character
Default: Blank

Element Values

1 = 1 Adult
2 = 2 Adults
3 = 3 Adults
4 = 4 Adults
5 = 5 Adults
6 = Greater than 5 Adults

Match Indicator -
3 = Household level
4 = Household Inferred level
A = Zip+4 level
G = Zip level

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

Element 7629: Household Size - 100%

Element Definition

Indicates the total number of occupants in the household. Household Size is calculated by adding 8628 Number of Adults and 8602 Number of Children. 8629 should equal 8602 added to 8628.

100% = This element is created by first copying the corresponding data from 8629 or 9629 and then filling in the matchrate up to 100% with inferred ZIP4 or ZIP level data. Even if the record does not match to InfoBase, the 100% element will be populated by hitting the ZIP tables. There is a match level indicator for each 100% element that adds one additional position to the element.

Length: 2
Format: Character
Default: Blank

Element Values

1 = 1 Person in the Household
2 = 2 People in the Household
3 = 3 People in the Household
4 = 4 People in the Household
5 = 5 People in the Household
6 = 6 People in the Household
7 = 7 People in the Household
8 = 8 People in the Household
9 = Greater than 8 People in the Household

Match Indicator -
3 = Household level
4 = Household Inferred level
A = Zip+4 level
G = Zip level

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

Element 7641: Income - Estimated Household - 100%

Element Definition

Indicates the 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.

100% = This element is created by first copying the corresponding data from 8641 or 9641 and then filling in the match rate up to 100% with inferred ZIP4 or ZIP level data. Even if the record does not match to InfoBase, the 100% element will be populated by matching to ZIP level data. There is a match level indicator for each 100% element that adds one additional position to the element.

Length: 2
Format: Character
Default: Blank

Element Values

1 = Less than \$15,000
2 = \$15,000 - \$19,999
3 = \$20,000 - \$29,999
4 = \$30,000 - \$39,999
5 = \$40,000 - \$49,999
6 = \$50,000 - \$74,999
7 = \$75,000 - \$99,999
8 = \$100,000 - \$124,999
9 = Greater than \$124,999

Match Indicator -
3 = Household level
4 = Household Inferred level
A = Zip+4 level
G = Zip level

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

Element 7650: Education - 1st Individual - 100%

Element Definition

Indicates the education of the 1st individual in the household.

100% = This element is created by first copying the corresponding data from 9509 or 9650 and then filling in the matchrate up to 100% with inferred ZIP4 or ZIP level data. Even if the record does not match to InfoBase, the 100% element will be populated by hitting the ZIP tables. There is a match level indicator for each 100% element that adds one additional position to the element.

Length: 2
Format: Character
Default: Blank

Element Values

1 = Completed High School
2 = Completed College
3 = Completed Graduate School
4 = Attended Vocational/Technical

Match Indicator -
3 = Household level
4 = Household Inferred level
A = Zip+4 level
G = Zip level

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

Element 7719: Wireless Product Buyer

Element Definition

Indicates if anyone in the household purchases wireless products.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: Survey data, Product purchase data, Registration/Warranty card data

Restrictions:

Element Changes

Element 7720: Fashion

Element Definition

Someone in the household has an interest in fashion. They are interested in the latest styles and trends of the fashion world.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7721: History / Military

Element Definition

Someone in the household has an interest in history / military.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7722: Smoking / Tobacco

Element Definition

Someone in the household has an interest in smoking / tobacco.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7723: Celebrities

Element Definition

Someone in the household has an interest in Celebrities and their lives.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: Self- reported
Restrictions:

Element Changes

Element 7724: Current Affairs / Politics

Element Definition

Someone in the household has an interest in current affairs / politics.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7725: Theater / Performing Arts

Element Definition

Someone in the household has an interest in the theater / performing arts.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7726: Community / Charities

Element Definition

Someone in the household has an interest in their community and/or charitable organizations.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: Surveys, online registrations
Restrictions:

Element Changes

Element 7727: Religious / Inspirational

Element Definition

Someone in the household has an interest in religion / inspirational.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7728: Science / Space

Element Definition

Someone in the household has an interest in science / space.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7729: Strange and Unusual

Element Definition

Someone in the household has an interest in the strange and unusual.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7730: Career Improvement

Element Definition

Someone in the household has an interest in Career Improvement.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: Surveys, online registrations, buying activity

Restrictions:

Element Changes

Element 7731: Food - Wines

Element Definition

Someone in the household has an interest in wines.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7732: Arts

Element Definition

Someone in the household has an interest in fine arts, such as painting, sculpting, filming, architecture, literature, or textiles.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: Surveys, online registrations, Magazine subscriptions, buying activity

Restrictions:

Element Changes

Element 7733: Reading - General

Element Definition

Someone in the household has a general interest in reading.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7734: Reading - Best Sellers

Element Definition

Someone in the household has an interest in reading best sellers.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: self-reported surveys, registrations
Restrictions:

Element Changes

Element 7735: Reading - Religious / Inspirational

Element Definition

Someone in the household has an interest in reading religious / inspirational items.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7736: Reading - Science Fiction

Element Definition

Someone in the household has an interest in reading science fiction.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7737: Reading - Magazines

Element Definition

Someone in the household has an interest in reading magazines.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7738: Reading - Audio Books

Element Definition

Someone in the household has an interest in listening to audio books.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7739: Cooking - General

Element Definition

Someone in the household has a general interest in cooking.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7740: Cooking - Gourmet

Element Definition

Someone in the household has an interest in gourmet cooking.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7741: Cooking - Low Fat

Element Definition

Someone in the household has an interest in low fat cooking.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7742: Food - Vegetarian

Element Definition

Someone in the household has an interest in vegetarian food.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7743: Foods - Natural

Element Definition

Someone in the household has an interest in natural or organic foods.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7744: Travel - Domestic

Element Definition

Someone in the household has an interest in domestic traveling.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7745: Travel - International

Element Definition

Someone in the household has an interest in international traveling.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7746: RV

Element Definition

Someone in the household has an interest in recreational vehicles.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7747: Travel - Family Vacations

Element Definition

Someone in the household has an interest in taking family vacations.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7748: Travel - Cruise Vacations

Element Definition

Someone in the household has an interest in taking cruise vacations.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7750: Exercise - Running / Jogging

Element Definition

Someone in the household has an interest in running/jogging for exercise.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7751: Exercise - Walking

Element Definition

Someone in the household has an interest in walking for exercise.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7752: Exercise - Aerobic

Element Definition

Someone in the household has an interest in aerobic exercise.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7753: Crafts

Element Definition

Someone in the household has an interest in crafts.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7754: Photography

Element Definition

Someone in the household has an interest in photography.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7755: Aviation

Element Definition

Someone in the household has an interest in Aviation.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations and Buying Activity

Restrictions:

Element Changes

Element 7756: Auto Work

Element Definition

Someone in the household has an interest in working on vehicles and mechanics.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations and Buying Activity

Restrictions:

Element Changes

Element 7757: Sewing / Knitting / Needlework

Element Definition

Someone in the household has an interest in sewing / knitting / needlework.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7758: Woodworking

Element Definition

Someone in the household has an interest in woodworking.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7759: Games - Board Games / Puzzles

Element Definition

Someone in the household has an interest in board games / puzzles.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7760: Music - Home Stereo

Element Definition

Someone in the household has indicated they have an interest in home stereos.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7761: Music Player

Element Definition

Someone in the household has indicated they have an interest in music players. (i.e. player, cassette tape player, MP3, etc.)

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7762: Music Collector

Element Definition

Someone in the household has indicated they have an interest in collecting music.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7763: Music - Avid Listener

Element Definition

Someone in the household has indicated they have an interest in music and they are an avid music listener.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7764: Movie Collector

Element Definition

Someone in the household has indicated they are interested in collecting movies.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7765: TV - Cable

Element Definition

Someone in the household has an interest in cable television.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: self-reported surveys, registrations
Restrictions:

Element Changes

Element 7766: Games - Video Games

Element Definition

Someone in the household has an interest in video games.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7768: Movies at Home

Element Definition

Someone in the household has indicated they are interested in watching movies at home. These households have a DVD player or a VCR and they also enjoy home video recording.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7769: TV - Satellite Dish

Element Definition

Someone in the household has indicated they own a Satellite Dish. The type of dish is unknown.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7770: Health / Medical

Element Definition

Someone in the household has an interest in health or the medical field.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7771: Dieting / Weight Loss

Element Definition

Someone in the household has an interest in dieting / weight loss.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7772: Self Improvement

Element Definition

Someone in the household has an interest in self improvement.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7773: Cat Owner

Element Definition

Someone in the household has an interest in owning a cat or actually owns a cat.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7774: Dog Owner

Element Definition

Someone in the household has an interest in owning a dog or actually owns a dog.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7775: Other Pet Owner

Element Definition

Someone in the household has an interest in owning a pet other than a dog or cat, or they actually own an other pet. (i.e. hamster, rabbit, bird, fish, etc.)

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7776: House Plants

Element Definition

Someone in the household has an interest in house plants.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7777: Parenting

Element Definition

Someone in the household has an interest in parenting.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7779: Children's Interests

Element Definition

Denotes someone in household has purchased children's items (clothes, books, toys, etc.) showing they have an interest in children. Data falls off after 3 years if not updated by a source.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: Self-reported and Buying Activity

Restrictions:

Element Changes

Element 7780: Grandchildren

Element Definition

Someone in the household has an interest in grandchildren.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7781: Spectator Sports - Auto / Motorcycle Racing

Element Definition

Someone in the household has an interest in watching auto / motorcycle racing.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7782: Spectator Sports - Football

Element Definition

Someone in the household has an interest in watching football.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7783: Spectator Sports - Baseball

Element Definition

Someone in the household has an interest in watching baseball.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7784: Spectator Sports - Basketball

Element Definition

Someone in the household has an interest in watching basketball.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7785: Spectator Sports - Hockey

Element Definition

Someone in the household has an interest in watching hockey.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: self-reported surveys, registrations
Restrictions:

Element Changes

Element 7786: Spectator Sports - Soccer

Element Definition

Someone in the household has an interest in watching soccer.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7787: Spectator Sports - Tennis

Element Definition

Someone in the household has an interest in watching tennis.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7788: Collectibles - General

Element Definition

Someone in the household has a general interest in collecting.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: Self-reported and Buying Activity

Restrictions:

Element Changes

Element 7789: Collectibles - Stamps

Element Definition

Someone in the household has an interest in collecting Stamps.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7790: Collectibles - Coins

Element Definition

Someone in the household has an interest in collecting Coins.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: Self-reported and Buying Activity

Restrictions:

Element Changes

Element 7791: Collectibles - Arts

Element Definition

Someone in the household has an interest in collecting Arts.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: Self-reported and Buying Activity
Restrictions:

Element Changes

Element 7792: Collectibles - Antiques

Element Definition

Someone in the household has an interest in collecting Antiques.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: Self-reported and Buying Activity

Restrictions:

Element Changes

Element 7793: Investments - Personal

Element Definition

Someone in the household has indicated they are interested in personal investments.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7794: Investments - Real Estate

Element Definition

Someone in the household has indicated they are interested in real estate investments.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7795: Investments - Stocks / Bonds

Element Definition

Someone in the household has indicated they are interested in stocks and bonds investments.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7796: Computers

Element Definition

Someone in the household has an interest in computers.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7797: PC Internet / Online Service User

Element Definition

Indicates that someone in the household is a user of the internet.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: Survey data, Product registration/warranty data, Purchases data,
Public record data, Online surveys, registrations and marketing solicitations

Restrictions:

Element Changes

Element 7798: PC Modem Owner

Element Definition

Indicates that someone in the household owns a modem.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: Survey data

Restrictions:

Element Changes

Element 7799: Games - Computer Games

Element Definition

Someone in the household has an interest in computer games.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7800: Wireless - Cellular Phone Owner

Element Definition

Someone in the household has indicated they own a cellular phone.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: self-reported surveys, registrations
Restrictions:

Element Changes

Element 7801: Consumer Electronics

Element Definition

Someone in the household has an interest in consumer electronics.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7802: Fishing

Element Definition

Someone in the household has an interest in fishing.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7803: Camping / Hiking

Element Definition

Someone in the household has an interest in camping / hiking.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7804: Hunting / Shooting

Element Definition

Someone in the household has an interest in hunting / shooting.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7805: Boating / Sailing

Element Definition

Someone in the household has an interest in boating / sailing.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations and Buying Activity

Restrictions:

Element Changes

Element 7806: Water Sports

Element Definition

Someone in the household has an interest in water sports.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7807: Scuba Diving

Element Definition

Someone in the household has an interest in scuba diving.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7808: Biking / Mountain Biking

Element Definition

Someone in the household has an interest in biking / mountain biking.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7809: Environmental Issues

Element Definition

Someone in the household has an interest in environmental or wildlife issues. The household either contributes to Environmental causes or has expressed interest in them through magazine subscriptions and/or mail response.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: self-reported surveys, registrations
Restrictions:

Element Changes

Element 7810: Tennis

Element Definition

Someone in the household has an interest in playing tennis.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7811: Golf

Element Definition

Someone in the household has an interest in playing golf.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7812: Snow Skiing

Element Definition

Someone in the household has an interest in snow skiing.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7813: Motorcycling

Element Definition

Someone in the household has an interest in riding motorcycles.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7814: Equestrian

Element Definition

Someone in the household has an interest in riding horses.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7815: Home Furnishings / Decorating

Element Definition

Someone in the household has an interest in home furnishings / decorating. Data falls off after 5 years if not updated by a source.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7816: Home Improvement

Element Definition

Someone in the household has an interest in home improvement. Data falls off after 5 years if not updated by a source.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7817: Gardening

Element Definition

Someone in the household has purchased garden/landscape products (trees, shrubs, flowers, gardening equipment, books, etc.). Indicates an interest in gardening.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7819: Gaming - Lottery

Element Definition

Someone in the household has an interest in lottery gaming.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7820: Gaming - Casino

Element Definition

Someone in the household has an interest in casino gaming.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7821: Sweepstakes / Contests

Element Definition

Someone in the household has an interest in entering sweepstakes / contests.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7822: Sports Grouping

Element Definition

If any one of the following elements are flagged for a record, then the Sports Grouping element will be flagged as well:

7781 Spectator Sports - Auto / Motorcycle Racing
 7782 Spectator Sports - Football
 7783 Spectator Sports - Baseball
 7784 Spectator Sports - Basketball
 7785 Spectator Sports - Hockey
 7786 Spectator Sports - Soccer
 7787 Spectator Sports - Tennis
 7810 Tennis
 7811 Golf
 7813 Motorcycling
 7847 NASCAR
 8274 Exercise - Sporty Living
 8315 Power Boating

Grouping means that we've taken all the "Sports" interest related elements and put them into one element.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: self-reported surveys, registrations
 Restrictions:

Element Changes

Element 7823: Outdoors Grouping

Element Definition

If any one of the following elements are flagged for a record, then the Outdoors Grouping element will be flagged as well:

7802 Fishing
 7803 Camping / Hiking
 7804 Hunting / Shooting
 7805 Boating / Sailing
 7806 Water Sports
 7807 Scuba Diving
 7808 Biking / Mountain Biking
 7812 Snow Skiing
 7814 Equestrian

Grouping means that we've taken all the "Outdoor" interest related elements and put them into one element.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: self-reported surveys, registrations
 Restrictions:

Element Changes

Element 7824: Travel Grouping

Element Definition

If any one of the following elements are flagged for a record, then the Travel Grouping element will be flagged as well:

7744 Travel - U.S.
7745 Travel - International
7746 RV
7747 Travel - Family Vacations
7748 Travel - Cruise Vacations

Grouping means that we've taken all the "Travel" interest related elements and put them into one element.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7825: Reading Grouping

Element Definition

If any one of the following elements are flagged for a record, then the Reading Grouping element will be flagged as well:

- 7733 Reading - General
- 7734 Reading - Best Sellers
- 7735 Reading - Religious / Inspirational
- 7736 Reading - Science Fiction
- 7737 Reading - Magazines
- 7738 Reading - Audio Books
- 7848 Reading - Financial Newsletter Subscribers

Grouping means that we've taken all the "Reading" interest related elements and put them into one element.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations

Restrictions:

Element Changes

Element 7826: Cooking / Food Grouping

Element Definition

If any one of the following elements are flagged for a record, then the Cooking/Food Grouping element will be flagged as well:

7739 Cooking - General
7740 Cooking - Gourmet
7741 Cooking - Low Fat

Grouping means that we've taken all the "Cooking / Food" interest related elements and put them into one element.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7827: Exercise / Health Grouping

Element Definition

If any one of the following elements are flagged for a record, then the Exercise/Health Grouping element will be flagged as well:

7750 Exercise - Running / Jogging
7751 Exercise - Walking
7752 Exercise - Aerobic
7770 Health / Medical
7808 Biking / Mountain Biking
8274 Sporty Living

Grouping means that we've taken all the "Exercise / Health" interest related elements and put them into one element.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: self-reported surveys, registrations, and Buying Activity
Restrictions:

Element Changes

Element 7828: Movie / Music Grouping

Element Definition

If any one of the following elements are flagged for a record, then the Movie/Music Grouping element will be flagged as well:

7760 Music - Home Stereo
 7761 Music Player
 7762 Music Collector
 7763 Music - Avid Listener
 7764 Movie Collector
 7768 Movies at Home

Grouping means that we've taken all the "Movie / Music" interest related elements and put them into one element.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: self-reported surveys, registrations, and Buying Activity
 Restrictions:

Element Changes

Element 7829: Electronics / Computers Grouping

Element Definition

If any one of the following elements are flagged for a record, then the Electronics/Computers Grouping element will be flagged as well:

7796 Computers
7797 PC Internet / Online Service User
7798 PC Modem Owner
7799 Games - Computer Games

Grouping means that we've taken all the "Electronics / Computers" interest related elements and put them into one element.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7830: Home Improvement Grouping

Element Definition

If any one of the following elements are flagged for a record, then the Home Improvement Grouping element will be flagged as well:

7815 Home Furnishings / Decorating

7816 Home Improvement

7851 Home Improvement - Do-It-Yourselfers

8272 DIY Living

Grouping means that we've taken all the "Home Improvement" interest related elements and put them into one element.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7831: Investing / Finance Grouping

Element Definition

If any one of the following elements are flagged for a record, then the Investing/Finance Grouping element will be flagged as well:

7793 Investments - Personal
 7794 Investments - Real Estate
 7795 Investments - Stocks/Bonds
 7846 Investments - Foreign
 8278 Highbrow

Grouping means that we've taken all the "Investing / Finance" interest related elements and put them into one element.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: self-reported surveys, registrations, and Buying Activity
 Restrictions:

Element Changes

Element 7832: Collectibles and Antiques Grouping

Element Definition

If any one of the following elements are flagged for a record, then the Collectibles/Antiques Grouping element will be flagged as well:

7788 Collectibles - General
 7789 Collectibles - Stamps
 7790 Collectibles - Coins
 7791 Collectibles - Arts - Interest
 7792 Collectibles - Antiques - Interest
 7843 Collectibles - Sports Memorabilia
 7847 NASCAR
 8263 Collector - Avid

Grouping means that we've taken all the "Collectibles" interest related elements and put them into one element.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: self-reported surveys, registrations, and Buying Activity
 Restrictions:

Element Changes

Element 7841: Career

Element Definition

These are Career Minded people who may decide not to have children, to focus on career, or who look for opportunities to move higher to or in the executive status. Data falls off after 3 years if not updated by a source.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household
Sources: Surveys, online registrations
Restrictions:

Element Changes

Element 7847: NASCAR

Element Definition

Someone in the household indicated they are interested in NASCAR (racing or novelty items). This indication could mean they have been to a race, they watch it on television, they are a general fan, or they buy collectibles.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: self-reported surveys, registrations, and Buying Activity

Restrictions:

Element Changes

Element 7848: Reading - Financial Newsletter Subscribers

Element Definition

Household indicated they subscribe to a financial newsletter. Our sources contribute both online and offline newsletter subscribers.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: Surveys, online registrations

Restrictions:

Element Changes

Element 7849: Beauty and Cosmetics

Element Definition

Someone in the household has an interest in Beauty and Cosmetics. Some of the households have purchased at least \$50 in beauty and cosmetic items. Data falls off after 3 years if not updated by a source.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = True

Element Notes

Level: Household
 Sources: Surveys, online registrations, and Buying Activity
 Restrictions:

Element Changes

Element 8082: SOHO Indicator

Element Definition

Indicates there is a small office located in the household.

Length: 1
Format: Character
Default: Blank

Element Values

1 = True

Element Notes

Level: Household

Sources: Survey data

Restrictions:

Element Changes

Element 8165: Vehicle - Truck/Motorcycle/RV Owner

Element Definition

Someone in the household has indicated that they own a truck, motorcycle or RV. This does not include SUV's. It is important to note that most vehicles that are considered by the public to be SUV's are really trucks. (i.e. Long wheel based Chevy Suburban is considered a truck)

Acxiom's vehicle data does not fall under the DPPA (Driver's Privacy Protection Act). The DPPA prohibits the release or use of personal information about an individual in connection with a motor vehicle record. Acxiom's vehicle data is not sourced from motor vehicle records. It is sourced from surveys, completed by consumers, which were sent due to a vehicle warranty purchase, vehicle service/repair or from a product registration.

Length: 3
Format: Character
Default: Blank

Element Values

Flag	Description	Valid Values
1	Truck Owner	1 or 0
2	Motorcycle Owner	1 or 0
3	RV Owner	1 or 0

Element Notes

Level: Household

Sources: Survey data, Purchases data, Online survey, registration and marketing solicitations

Restrictions:

Element Changes

Element 8177: Mail Order Donor

Element Definition

The Household has made a donation via mail in the last 24 months.

Length: 1
Format: Character
Default: Blank

Element Values

D = True

Element Notes

Level: Household
Sources: Online survey and registration data, Self-reported data.
Restrictions: None

Element Changes

Element 8201: Income - Estimated Household - Higher Ranges

Element Definition

Indicates the estimated household income in higher ranges. The ranges are higher than 8641 - Income - Estimated Household, starting with \$124,999. 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.

The match rate and distribution for 8201 will not match 8641 - Income - Estimated Household or 8671 - Income - Estimated Household - Narrow Ranges, because the sources that feed 8201 are slightly different.

Length: 1
Format: Character
Default: Blank

Element Values

1 = Under \$10,000
2 = \$10,000 - \$14,999
3 = \$15,000 - \$19,999
4 = \$20,000 - \$24,999
5 = \$25,000 - \$29,999
6 = \$30,000 - \$34,999
7 = \$35,000 - \$39,999
8 = \$40,000 - \$44,999
9 = \$45,000 - \$49,999
A = \$50,000 - \$54,999
B = \$55,000 - \$59,999
C = \$60,000 - \$64,999
D = \$65,000 - \$74,999
E = \$75,000 - \$99,999
F = \$100,000 - \$149,999
G = \$150,000 - \$174,999
H = \$175,000 - \$199,999
I = \$200,000 - \$249,999
J = \$250,000 +

Element Notes

Level: Household

Sources: Survey data, Public data, Online surveys and registrations, Magazine subscriptions,

Restrictions:

Element Changes

Element 8337: Highly Likely Investors

Element Definition

While Highly Likely Investors (8337) are the top 10%, or top decile, of the InfoBase households that are likely to be investors, Likely Investors (8339) are the next most likely households to be investors, the second top 10%, or second decile, of InfoBase households.

Length: 1
Format: Character
Default: Blank

Element Values

Y = True

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

Element 8339: Likely Investors

Element Definition

While Highly Likely Investors (8337) are the top 10%, or top decile, of the InfoBase households that are likely to be investors, Likely Investors (8339) are the next most likely households to be investors, the second top 10%, or second decile, of InfoBase households.

Length: 1
Format: Character
Default: Blank

Element Values

Y = True

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

Element 8433: Investment - Estimated Residential Properties Owned (RP)

Element Definition

Indicates the estimated number of housing investment properties owned by the Household.

Length: 3
Format: Character
Default: Blank

Element Values

Element Notes

Level: Household

Sources: Public data

Restrictions:

Element Changes

Element 8434: Home Loan Date 1 (RP)

Element Definition

Indicates the date of the 1st home loan in the household.

Length: 6
Format: Character
Default: Blank

Element Values

YYYYMM

Element Notes

Level: Household

Sources: Public data

Restrictions:

Element Changes

Element 8439: Home Lot Square Footage - Ranges (RP)

Element Definition

Indicates the size of the home lot in ranged square footage.

Length: 1
Format: Character
Default: Blank

Element Values

A = Less than 5,000
B = 5,000 - 10,000
C = 10,001 - 15,000
D = 15,001 - 20,000
E = 20,001 - 30,000
F = 30,001 - 45,000
G = 45,001 - 90,000
H = 90,001 - 220,000
I = Greater than 220,000

Element Notes

Level: Address

Sources: Public data

Restrictions:

Element Changes

Element 8440: Home Year Built - Ranges (RP)

Element Definition

Indicates the year the home was built in ranges.

Length: 1
Format: Character
Default: Blank

Element Values

A = Before 1900
B = 1900 - 1940
C = 1941 - 1950
D = 1951 - 1960
E = 1961 - 1970
F = 1971 - 1980
G = 1981 - 1985
H = 1986 - 1990
I = 1991 - 1995
J = 1996 - 2000
K = After 2000

Element Notes

Level: Address
Sources: Public data
Restrictions:

Element Changes

Element 8441: Home Square Footage - Ranges (RP)

Element Definition

Indicates the size of the home in ranged square footage.

Length: 1
Format: Character
Default: Blank

Element Values

A = Less than 750 feet
B = 750 - 999 Feet
C = 1,000 - 1,249 Feet
D = 1,250 - 1,499 Feet
E = 1,500 - 1,749 Feet
F = 1,750 - 1,999 Feet
G = 2,000 - 2,499 Feet
H = 2,500 - 2,999 Feet
I = 3,000 - 3,499 Feet
J = 3,500 - 3,999 Feet
K = 4,000 - 4,999 Feet
L = 5,000 - 5,999 Feet
M = 6,000 - 6,999 Feet
N = Greater than 6,999 Feet

Element Notes

Level: Address

Sources: Public data

Restrictions:

Element Changes

Element 8479: NetWorth

Element Definition

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. It is composed of those elements on the InfoBase file that have been found predictive of NetWorth and available on a large number of records. The 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). Powerful correlations were made and census data for each state was factored in to account for median home values and cost of living differences (home values and income have different impacts on net worth depending on geography).

NetWorth can be used by marketer's to evaluate a customer or prospects 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.

Length: 1
Format: Character
Default: Blank

Element Values

1 = Less than or equal to 0
2 = \$1 - \$4,999
3 = \$5,000 - \$9,999
4 = \$10,000 - \$24,999
5 = \$25,000 - \$49,999
6 = \$50,000 - \$99,999
7 = \$100,000 - \$249,999
8 = \$250,000 - \$499,999
9 = \$500,000+

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

Element 8487: Political Party - 1st Individual

Element Definition

Indicates the political party of the 1st individual for voting purposes.

Length: 1
Format: Character
Default: Blank

Element Values

V = Voter - No Party
R = Voter - Republican
D = Voter - Democratic
I = Voter - Independent

Element Notes

Level: Household

Sources: Survey data

Restrictions:

Element Changes

Element 8496: Political Party - 2nd Individual

Element Definition

Indicates the political party of the 2nd individual for voting purposes.

Length: 1
Format: Character
Default: Blank

Element Values

V = Voter - No Party
R = Voter - Republican
D = Voter - Democratic
I = Voter - Independent

Element Notes

Level: Household

Sources: Survey data

Restrictions:

Element Changes

Element 8584: Home Loan-to-Value - Estimated - Ranges (RP)

Element Definition

LTV ratio based on modeling of current and historical mortgages compared to market value. It is derived from public record sources.

Length: 1
Format: Character
Default: Blank

Element Values

A = 100 - 999%
B = 95 - 99%
C = 90 - 94%
D = 85 - 89%
E = 80 - 84%
F = 75 - 79%
G = 70 - 74%
H = 60 - 69%
I = 50 - 59%
J = 01 - 49%
K = 0% (No Loans)

Element Notes

Level: Household
Sources: Public data
Restrictions:

Element Changes

Element 8585: Home Equity Available - Estimated - Ranges (RP)

Element Definition

Indicates the home equity available for the mortgage in ranges.

Length: 1
Format: Character
Default: Blank

Element Values

A = Equity Less than \$1
B = Equity \$1 - \$4,999
C = Equity \$5,000 - \$9,999
D = Equity \$10,000 - \$19,999
E = Equity \$20,000 - \$29,999
F = Equity \$30,000 - \$49,999
G = Equity \$50,000 - \$74,999
H = Equity \$75,000 - \$99,999
I = Equity \$100,000 - \$149,999
J = Equity \$150,000 - \$199,999
K = Equity \$200,000 - \$249,999
L = Equity \$250,000 - \$299,999
M = Equity \$300,000 - \$349,999
N = Equity \$350,000 - \$399,999
O = Equity \$400,000 - \$499,999
P = Equity \$500,000 - \$749,999
Q = Equity \$750,000 - \$999,999
R = Equity \$1,000,000 - \$1,999,999
S = Equity Greater than \$1,999,999

Element Notes

Level: Household
Sources: Public data
Restrictions:

Element Changes

Element 8586: Home Equity Lendable - Estimated - Ranges (RP)

Element Definition

Lendable equity is computed on 80% of market value less total loans. It is derived from public record sources.

Length: 1
Format: Character
Default: Blank

Element Values

A = Equity Less than \$1
B = Equity \$1 - \$4,999
C = Equity \$5,000 - \$9,999
D = Equity \$10,000 - \$19,999
E = Equity \$20,000 - \$29,999
F = Equity \$30,000 - \$49,999
G = Equity \$50,000 - \$74,999
H = Equity \$75,000 - \$99,999
I = Equity \$100,000 - \$149,999
J = Equity \$150,000 - \$199,999
K = Equity \$200,000 - \$249,999
L = Equity \$250,000 - \$299,999
M = Equity \$300,000 - \$349,999
N = Equity \$350,000 - \$399,999
O = Equity \$400,000 - \$499,999
P = Equity \$500,000 - \$749,999
Q = Equity \$750,000 - \$999,999
R = Equity \$1,000,000 - \$1,999,999
S = Equity Greater than \$1,999,999

Element Notes

Level: Household

Sources: Public data

Restrictions:

Element Changes

Element 8587: Investor - Real Estate (RP)

Element Definition

Records of individuals who own property other than owner occupied property. This data is derived by identifying individuals who own property other than owner-occupied. This can be used to target a household in need of small business services, or products that appeal to entrepreneurial types.

Length: 1
Format: Character
Default: Blank

Element Values

I = True

Element Notes

Level: Household

Sources: Public data

Restrictions:

Element Changes

Element 8588: Home Square Footage - Actual (RP)

Element Definition

Indicates the estimated size of home in square footage.

Length: 7
Format: Character
Default: Blank

Element Values

Element Notes

Level: Address
Sources: Public data
Restrictions:

Element Changes

Element 8589: Home Lot Square Footage - Actual (RP)

Element Definition

Indicates the estimated size of home lot in square footage.

Length: 9
Format: Character
Default: Blank

Element Values

Element Notes

Level: Address
Sources: Public data
Restrictions:

Element Changes

Element 8591: Home Pool Present

Element Definition

Indicates there is a pool present at this home.

Length: 1
Format: Character
Default: Blank

Element Values

Y = True

Element Notes

Level: Address

Sources: Public data, survey data, buying activity data

Restrictions:

Element Changes

Element 8592: Home Year Built - Actual (RP)

Element Definition

Indicates the year that home was constructed.

Length: 4
Format: Character
Default: Blank

Element Values

CCYY

Element Notes

Level: Address
Sources: Public data
Restrictions:

Element Changes

Element 8597: Home Bedroom Count (RP)

Element Definition

Indicates the number of bedrooms in the residence.

Length: 2
Format: Character
Default: Blank

Element Values

Element Notes

Level: Address
Sources: Public data
Restrictions:

Element Changes

Element 8600: Adult Age Ranges Present in Household

Element Definition

Indicates the ages of any adults present in the household. This element categorizes ages into groups and includes an indication of male, female, or unknown gender. Multiple flags can be turned on to indicate the presence of multiple adult age ranges in the household. Customer records could be coded as ungendered because of ambiguous or unisex names.

Length: 21
Format: Character
Default: Zeros

Element Values

Pos. 1 1 = Males 18 - 24
Pos. 2 1 = Females 18 - 24
Pos. 3 1 = Unknown Gender 18 - 24
Pos. 4 1 = Males 25 - 34
Pos. 5 1 = Females 25 - 34
Pos. 6 1 = Unknown Gender 25 - 34
Pos. 7 1 = Males 35 - 44
Pos. 8 1 = Females 35 - 44
Pos. 9 1 = Unknown Gender 35 - 44
Pos. 10 1 = Males 45 - 54
Pos. 11 1 = Females 45 - 54
Pos. 12 1 = Unknown Gender 45 - 54
Pos. 13 1 = Males 55 - 64
Pos. 14 1 = Females 55 - 64
Pos. 15 1 = Unknown Gender 55 - 64
Pos. 16 1 = Males 65 - 74
Pos. 17 1 = Females 65 - 74
Pos. 18 1 = Unknown Gender 65 - 74
Pos. 19 1 = Males 75+
Pos. 20 1 = Females 75+
Pos. 21 1 = Unknown Gender 75+

Element Notes

Level: Household
Sources: Self-Reported
Restrictions:

Element Changes

Element 8601: Children's Age Ranges Present in Household

Element Definition

Indicates the ages of any children present in the household. This element categorizes ages into groups and includes an indication of male, female, or unknown gender. Multiple flags can be turned on to indicate the presence of multiple children's age ranges in the household. Customer records could be coded as ungendered because of ambiguous or unisex names.

Length: 15
Format: Character
Default: Zeros

Element Values

Pos. 1 1 = Males 00 - 02
Pos. 2 1 = Females 00 - 02
Pos. 3 1 = Unknown Gender 00 - 02
Pos. 4 1 = Males 03 - 05
Pos. 5 1 = Females 03 - 05
Pos. 6 1 = Unknown Gender 03 - 05
Pos. 7 1 = Males 06 - 10
Pos. 8 1 = Females 06 - 10
Pos. 9 1 = Unknown Gender 06 - 10
Pos. 10 1 = Males 11 - 15
Pos. 11 1 = Females 11 - 15
Pos. 12 1 = Unknown Gender 11 - 15
Pos. 13 1 = Males 16 - 17
Pos. 14 1 = Females 16 - 17
Pos. 15 1 = Unknown Gender 16 - 17

Element Notes

Level: Household
Sources: Survey data, Public data
Restrictions:

Element Changes

Element 8602: Number of Children

Element Definition

Indicates the number of children in the household.

Length: 1
Format: Character
Default: Blank

Element Values

0 = No children
1 = 1 Child
2 = 2 Children
3 = 3 Children
4 = 4 Children
5 = 5 Children
6 = 6 Children
7 = 7 Children
8 = Greater than 7 Children

Element Notes

Level: Household

Sources: Survey data, Public data

Restrictions:

Element Changes

Element 8604: Occupation - 1st Individual

Element Definition

Indicates the occupation of the 1st individual in the household.

Length: 1
Format: Character
Default: Blank

Element Values

1 = Professional/Technical
2 = Administration/Managerial
3 = Sales/Service
4 = Clerical/White Collar
5 = Craftsman/Blue Collar
6 = Student
7 = Homemaker
8 = Retired
9 = Farmer
A = Military
B = Religious
C = Self Employed
D = Self Employed - Professional/Technical
E = Self Employed - Administration/Managerial
F = Self Employed - Sales/Service
G = Self Employed - Clerical/White Collar
H = Self Employed - Craftsman/Blue Collar
I = Self Employed - Student
J = Self Employed - Homemaker
K = Self Employed - Retired
L = Self Employed - Other
V = Educator
W = Financial Professional
X = Legal Professional
Y = Medical Professional
Z = Other

The following are examples of occupations that fall into each category:

Administration /Managerial –

Middle Mgmt, Acct Executive, Director, Arts Director, Editor, Mgr, Assistant Mgr, Branch Mgr, Credit Mgr, District Mgr, Division Mgr, General Mgr, Marketing Mgr, Office Mgr, Plant Mgr, Product Mgr, Project Mgr, Property Mgr, Regional Mgr, Sales Mgr, Store Mgr, Traffic Mgr, Warehouse Mgr, Planner, Supervisor,

Clerical / White Collar –

Accounting, Billing, Billing Clerk, Actor, Entertainer, Announcer, Adjuster, Advertising, Agent, Aide/Assistant, Executive Assistant, Office Clerical, School Clerical, Staff Clerical, Analyst, Appraiser, Artist, Auctioneer, Auditor, Bookkeeper, Buyer, Cashier, Caterer, Checker, Claims Examiner, Clerk, File Clerk, Collector, Communications, Conservation/Environment, Consultant/Advisor, Coordinator,

Customer Service, Designer, Detective, Dispatcher, Draftsman, Estimator, Expeditor, Flight Attendant, Florist, Graphic Designer, Host, Hostess, Insurance Agent, Underwriter, Interior Designer, Jeweler, Marketing, Merchandiser, Model, Musician, Personnel, Recruiter, Photography, Public Relations, Publishing, Purchasing, Quality Control, Realtor, Receptionist, Reporter, Researcher, Sales, Sales Clerk, Security, Surveyor, Technician, Telemarketer, Teller, Transcriber, Travel Agent, Union Member, Ward Clerk, Water Treatment, Writer, Dental Assistant, Dental Hygienist, Dietician, Health Care, Medical Assistant, Medical Secretary, Nurses Aide, Optician, Secretary, Legal, Paralegal, Computer, Computer Operator, Systems Analyst, Data Entry, Corrections, Parole, Court Reporter, Social Worker

Craftsman / Blue Collar –

Animal Technician/Groomer, Apprentice, Assembler, Athlete, Attendant, Auto Mechanic, Baker, Barber, Beautician, Bartender, Binder, Bodyman, Brakeman, Brewer, Butcher, Carpenter, Chef, Child Care, Cleaner/Laundry, Deli Clerk, Produce Clerk, Stock Clerk, Conductor, Construction, Cosmetologist, Courier, Crewman, Custodian, Cutter, Dock Worker, Driver, Electrician, Fabricator, Factory Workman, Finisher, Fisherman, Fitter, Food Service, Foreman, Forestry, Foundry Worker, Furrier, Gardener, Glazier, Grinder, Grocer, Helper, Housekeeper, Inspector, Installer, Ironworker, Janitor, Journeyman, Laborer, Lineman, Lithographer, Loader, Locksmith, Machinist, Maintenance, Masonry, Mechanic, Meter Reader, Mill worker, Miner, Molder, Driller, Operator, Boilermaker, Crane Operator, Forklift Operator, Machine Operator, Packer, Painter, Pipe fitter, Plumber, Polisher, Porter, Press Operator, Printer, Production, Repairman, Roofer, Exterminator, Seamstress, Steel Worker, Shipping, Sorter, Toolmaker, Transportation, Typesetter, Upholstery, Utility, Waiter, Waitress, Welder, Firefighter, Postal, Police

Educator –

Librarian, Principal, Dean, Superintendent, Teacher, Coach, Counselor, Instructor, Lecturer, Professor, Trainer,

Farmer –

Farmer, Dairyman

Financial Professional –

Actuary, Comptroller, Treasurer, Banker, Loan Office, Loan Processor, Broker, Trader

Legal Professional –

Attorney, Lawyer

Medical Professional –

Physician, Chiropractor, Dentist, Medical Technician, Paramedic, Optometrist, Pharmacist, Psychologist, Lab Technician, X-ray Technician, Therapist, Physical Therapist, Nurse,

Military –

Armed Forces, Army Credit Union Trades, Navy Credit Union Trades

Professional/Technical –

Accountant, Architect, Chemist, Engineer, Geologist, Home Economist, Pilot, Scientist, CEO, CFO, Politician, Legislator, President, Vice President, Air Traffic Control, Judge, Postmaster

Self Employed –
Business Owner, Owner

Self Employed - Blue Collar –
Builder

Self Employed – Clerical White Collar –
Dealer, Retailer, Storekeeper, Distributor, Wholesaler

Self Employed – Management –
Contractor, Funeral Director

Self Employed - Professional / Technical –
Accountant

Element Notes

Level: Household

Sources: The data comes from professional license data compiled from legally approved state professional license files and from membership rosters of professional associations. Other sources include self-reported and survey data.

Restrictions:

Element Changes

Recommended Industries include: Automotive, Financial Services, Insurance

Element 8605: Occupation - 2nd Individual

Element Definition

Indicates the occupation of the 2nd individual in the household.

Length: 1
Format: Character
Default: Blank

Element Values

1 = Professional/Technical
2 = Administration/Managerial
3 = Sales/Service
4 = Clerical/White Collar
5 = Craftsman/Blue Collar
6 = Student
7 = Homemaker
8 = Retired
9 = Farmer
A = Military
B = Religious
C = Self Employed
D = Self Employed - Professional/Technical
E = Self Employed - Administration/Managerial
F = Self Employed - Sales/Service
G = Self Employed - Clerical/White Collar
H = Self Employed - Craftsman/Blue Collar
I = Self Employed - Student
J = Self Employed - Homemaker
K = Self Employed - Retired
L = Self Employed - Other
V = Educator
W = Financial Professional
X = Legal Professional
Y = Medical Professional
Z = Other

The following are examples of occupations that fall into each category:

Administration /Managerial –

Middle Mgmt, Acct Executive, Director, Arts Director, Editor, Mgr, Assistant Mgr, Branch Mgr, Credit Mgr, District Mgr, Division Mgr, General Mgr, Marketing Mgr, Office Mgr, Plant Mgr, Product Mgr, Project Mgr, Property Mgr, Regional Mgr, Sales Mgr, Store Mgr, Traffic Mgr, Warehouse Mgr, Planner, Supervisor,

Clerical / White Collar –

Accounting, Billing, Billing Clerk, Actor, Entertainer, Announcer, Adjuster, Advertising, Agent, Aide/Assistant, Executive Assistant, Office Clerical, School Clerical, Staff Clerical, Analyst, Appraiser, Artist, Auctioneer, Auditor, Bookkeeper, Buyer, Cashier, Caterer, Checker, Claims Examiner, Clerk, File Clerk, Collector, Communications, Conservation/Environment, Consultant/Advisor, Coordinator,

Customer Service, Designer, Detective, Dispatcher, Draftsman, Estimator, Expeditor, Flight Attendant, Florist, Graphic Designer, Host, Hostess, Insurance Agent, Underwriter, Interior Designer, Jeweler, Marketing, Merchandiser, Model, Musician, Personnel, Recruiter, Photography, Public Relations, Publishing, Purchasing, Quality Control, Realtor, Receptionist, Reporter, Researcher, Sales, Sales Clerk, Security, Surveyor, Technician, Telemarketer, Teller, Transcriber, Travel Agent, Union Member, Ward Clerk, Water Treatment, Writer, Dental Assistant, Dental Hygienist, Dietician, Health Care, Medical Assistant, Medical Secretary, Nurses Aide, Optician, Secretary, Legal, Paralegal, Computer, Computer Operator, Systems Analyst, Data Entry, Corrections, Parole, Court Reporter, Social Worker

Craftsman / Blue Collar –

Animal Technician/Groomer, Apprentice, Assembler, Athlete, Attendant, Auto Mechanic, Baker, Barber, Beautician, Bartender, Binder, Bodyman, Brakeman, Brewer, Butcher, Carpenter, Chef, Child Care, Cleaner/Laundry, Deli Clerk, Produce Clerk, Stock Clerk, Conductor, Construction, Cosmetologist, Courier, Crewman, Custodian, Cutter, Dock Worker, Driver, Electrician, Fabricator, Factory Workman, Finisher, Fisherman, Fitter, Food Service, Foreman, Forestry, Foundry Worker, Furrier, Gardener, Glazier, Grinder, Grocer, Helper, Housekeeper, Inspector, Installer, Ironworker, Janitor, Journeyman, Laborer, Lineman, Lithographer, Loader, Locksmith, Machinist, Maintenance, Masonry, Mechanic, Meter Reader, Mill worker, Miner, Molder, Driller, Operator, Boilermaker, Crane Operator, Forklift Operator, Machine Operator, Packer, Painter, Pipe fitter, Plumber, Polisher, Porter, Press Operator, Printer, Production, Repairman, Roofer, Exterminator, Seamstress, Steel Worker, Shipping, Sorter, Toolmaker, Transportation, Typesetter, Upholstery, Utility, Waiter, Waitress, Welder, Firefighter, Postal, Police

Educator –

Librarian, Principal, Dean, Superintendent, Teacher, Coach, Counselor, Instructor, Lecturer, Professor, Trainer,

Farmer –

Farmer, Dairyman

Financial Professional –

Actuary, Comptroller, Treasurer, Banker, Loan Office, Loan Processor, Broker, Trader

Legal Professional –

Attorney, Lawyer

Medical Professional –

Physician, Chiropractor, Dentist, Medical Technician, Paramedic, Optometrist, Pharmacist, Psychologist, Lab Technician, X-ray Technician, Therapist, Physical Therapist, Nurse,

Military –

Armed Forces, Army Credit Union Trades, Navy Credit Union Trades

Professional/Technical –

Accountant, Architect, Chemist, Engineer, Geologist, Home Economist, Pilot, Scientist, CEO, CFO, Politician, Legislator, President, Vice President, Air Traffic Control, Judge, Postmaster

Self Employed –
Business Owner, Owner

Self Employed - Blue Collar –
Builder

Self Employed – Clerical White Collar –
Dealer, Retailer, Storekeeper, Distributor, Wholesaler

Self Employed – Management –
Contractor, Funeral Director

Self Employed - Professional / Technical –
Accountant

Element Notes

Level: Household

Sources: The data comes from professional license data compiled from legally approved state professional license files and from membership rosters of professional associations. Other sources include self-reported and survey data.

Restrictions:

Element Changes

Recommended Industries include: Automotive, Financial Services, Insurance

Element 8606: Home Owner / Renter

Element Definition

Indicates if a household is owner or renter occupied. This element is fed by Purchase Date of Home, along with other contributor's data.

Length: 1
Format: Character
Default: Blank

Element Values

O = Home Owner
R = Renter

Element Notes

Level: Household

Sources: Survey data, Public data, Self-reported data, Warranty registrations, Buying activity, Online surveys and registrations, Magazine subscriptions

Restrictions:

Element Changes

Element 8607: Home Length of Residence

Element Definition

Indicates the total time a household has lived at their current address. The Length of Residence is determined by most data compilers by the first year listed in the telephone directory or automotive registration lists. The Length of Residence is not tied to only homeowners. It can apply to renters as well. This element is fed by Purchase Date of Home, along with other contributor's data.

Length: 2
 Format: Character
 Default: Blank

Element Values

00 = Less than 1 Year
 01 = 1 Year
 02 = 2 Years
 03 = 3 Years
 04 = 4 years
 05 = 5 Years
 06 = 6 Years
 07 = 7 Years
 08 = 8 Years
 09 = 9 Years
 10 = 10 Years
 11 = 11 Years
 12 = 12 Years
 13 = 13 Years
 14 = 14 Years
 15 = Greater than 14 Years

Element Notes

Level: Household

Sources: Survey data, Public data, Self-reported data, Warranty registrations, Buying activity, Online surveys and registrations, Magazine subscriptions

Restrictions:

Element Changes

Element 8608: Dwelling Type

Element Definition

Indicates if more than one family lives at a particular address.

Single-family dwelling units are defined as residential buildings housing one family or household, such as a house. The building does not share an inside wall with any other house or dwelling. It does not touch any other dwelling.

Multi-family dwelling units are defined as residential buildings housing more than one household. i.e., Multiple separate housing units for residential inhabitants are contained within one building or several buildings within one complex, such as an apartment building. Condos are coded as multi-family dwelling units.

Length: 1
Format: Character
Default: Blank

Element Values

M = Multiple Family Dwelling Unit

S = Single Family Dwelling Unit

Element Notes

Level: Address

Sources: Survey data, Public data, Self-reported data, Warranty registrations, Buying activity, Online surveys and registrations, Magazine subscriptions

Restrictions:

Element Changes

Element 8609: Marital Status

Element Definition

Indicates if anyone in the household is married.

Inferred Married - The marital status of Married or Single cannot be determined from a source and there are 2 names in the household with gender of Male and Female, within a certain age range of each other, then marital status is set to A "Inferred Married".

Inferred Single - The marital status of Married or Single cannot be determined from a source and there is only one name in the household, then the marital status is set to B "Inferred Single".

Married - A married couple is defined as a male, age 26 - 60, with a female age 20 - 70, where the couples are not more than 10 years apart. A married couple could be a male, age 60+, with a female of any age, where the couples are not more than 10 years apart.

If the 1st individual and the 2nd individual have the same gender, then the marital status is defaulted.

Length: 1
Format: Character
Default: Blank

Element Values

M = Married
S = Single
A = Inferred Married
B = Inferred Single

Element Notes

Level: Household
Sources: Public Data, Buying Activity, Self-Reported Data
Restrictions:

Element Changes

Element 8615: Mail Order Buyer

Element Definition

Household has purchased products via mail in the last 24 months.

Length: 1
Format: Character
Default: Blank

Element Values

B = Mail Order Buyer

Element Notes

Level: Household

Sources: Online survey and registration data, Self-reported data, public record data, warranty/registration data

Restrictions: None

Element Changes

Element 8616: Age in Two-Year Increments - 1st Individual

Element Definition

Indicates the age of the 1st individual in the household. Age range is expressed in two-year increments. Age categories extend from under 18 to 100 plus.

Length: 2
 Format: Character
 Default: Blank

Element Values

17 = Age less than 18
 18 = Age 18 - 19
 20 = Age 20 - 21
 22 = Age 22 - 23
 24 = Age 24 - 25
 26 = Age 26 - 27
 28 = Age 28 - 29
 30 = Age 30 - 31
 32 = Age 32 - 33
 34 = Age 34 - 35
 36 = Age 36 - 37
 38 = Age 38 - 39
 40 = Age 40 - 41
 42 = Age 42 - 43
 44 = Age 44 - 45
 46 = Age 46 - 47
 48 = Age 48 - 49
 50 = Age 50 - 51
 52 = Age 52 - 53
 54 = Age 54 - 55
 56 = Age 56 - 57
 58 = Age 58 - 59
 60 = Age 60 - 61
 62 = Age 62 - 63
 64 = Age 64 - 65
 66 = Age 66 - 67
 68 = Age 68 - 69
 70 = Age 70 - 71
 72 = Age 72 - 73
 74 = Age 74 - 75
 76 = Age 76 - 77
 78 = Age 78 - 79
 80 = Age 80 - 81
 82 = Age 82 - 83
 84 = Age 84 - 85
 86 = Age 86 - 87
 88 = Age 88 - 89
 90 = Age 90 - 91
 92 = Age 92 - 93
 94 = Age 94 - 95

96 = Age 96 - 97
98 = Age 98 - 99
99 = Age greater than 99

Element Notes

Level: Household
Sources: Self-Reported
Restrictions:

Element Changes

Element 8617: Age in Two-Year Increments - 2nd Individual

Element Definition

Indicates the age of the 2nd individual in the household. Age range is expressed in two-year increments. Age categories extend from under 18 to 100 plus.

Length: 2
Format: Character
Default: Blank

Element Values

17 = Age less than 18
18 = Age 18 - 19
20 = Age 20 - 21
22 = Age 22 - 23
24 = Age 24 - 25
26 = Age 26 - 27
28 = Age 28 - 29
30 = Age 30 - 31
32 = Age 32 - 33
34 = Age 34 - 35
36 = Age 36 - 37
38 = Age 38 - 39
40 = Age 40 - 41
42 = Age 42 - 43
44 = Age 44 - 45
46 = Age 46 - 47
48 = Age 48 - 49
50 = Age 50 - 51
52 = Age 52 - 53
54 = Age 54 - 55
56 = Age 56 - 57
58 = Age 58 - 59
60 = Age 60 - 61
62 = Age 62 - 63
64 = Age 64 - 65
66 = Age 66 - 67
68 = Age 68 - 69
70 = Age 70 - 71
72 = Age 72 - 73
74 = Age 74 - 75
76 = Age 76 - 77
78 = Age 78 - 79
80 = Age 80 - 81
82 = Age 82 - 83
84 = Age 84 - 85
86 = Age 86 - 87
88 = Age 88 - 89
90 = Age 90 - 91
92 = Age 92 - 93
94 = Age 94 - 95

96 = Age 96 - 97
98 = Age 98 - 99
99 = Age greater than 99

Element Notes

Level: Household
Sources: Self-Reported
Restrictions:

Element Changes

Element 8619: Working Woman

Element Definition

Indicates that a working woman is present in the household.
There is a female in household with an occupation status not equal to Homemaker or retired. The absence of a positive indicator in this field does NOT indicate there is not a working woman in the household, only that the information was not available.

Length: 1
Format: Character
Default: Blank

Element Values

Y = Working Woman

Element Notes

Level: Household

Sources: Survey Data, Self-reported data

Restrictions:

Element Changes

Element 8620: Mail Order Responder

Element Definition

Household has responded to a piece of collateral via mail in the last 24 months.

Length: 1
Format: Character
Default: Blank

Element Values

R = Mail Order Responder

Element Notes

Level: Household

Sources: Online survey and registration data, Self-reported data, public record data, warranty/registration data

Restrictions: None

Element Changes

Element 8621: Credit Card Indicator

Element Definition

Indicates possession of one or more types of credit cards in a household.

If the source data is equal to Visa or Mastercard, then the indicator is "Bank Card Holder".

If the source data is equal to Gold, Platinum, etc., then the indicator is "Premium Card Holder".

If the source data just says Credit Card, then the indicator is "Credit Card Holder - Unknown Type".

Our sources do not reveal whether the card is a business card. Our sources are not business sources, though, they are consumer sources.

The sources do not provide 'debit' card information.

The source data we receive provides Gas, Department, Retail, and Upscale. They do not send the store information. A Department card is like JCPenney, Sears, or Montgomery Ward. A Retail card is like Home Depot, Victoria Secret, or Best Buy. Upscale would be high-end stores like Nordstrom's or Nieman Marcus.

Travel and Entertainment info: T&E charge cards are generally used to pay for hotel, airline, and other business related expenses.

Diners Club and American Express are the most well known T&E charge cards. Many banks have specific T&E charge cards in addition to their other cards (i.e., CapitalOne Venture, Citi AAdvantage World). A few of the airlines are also offering T&E charge cards (i.e., Delta Airlines Skymiles, Southwest Rapid Rewards).

We do not receive Debit Card data from our sources.

Length: 6
Format: Character
Default: Zeros

Element Values

Pos. 1 1 = Bank Card Holder
Pos. 2 1 = Gas/Department/Retail Card Holder
Pos. 3 1 = Travel and Entertainment Card Holder
Pos. 4 1 = Credit Card Holder - Unknown Type
Pos. 5 1 = Premium Card Holder
Pos. 6 1 = Upscale Card Holder

Element Notes

Level: Household

Sources: The majority of this element is self-reported, where the survey respondent indicated that these credit card types exist in the HH. There is some

buying activity data in this element, where someone in the HH made a purchase with the indicated type of card.

Restrictions: None

Element Changes

Element 8622: Presence of Children

Element Definition

Indicates the known presence/absence of children age 0-17 in the household. The Number of Children feeds this element along with other contributor's data. 'NO' presence of children values are only generated by 0 (zero) number of children. 'NO' will not be generated when, for example, an only child ages up and becomes an adult.

Length: 1
Format: Character
Default: Blank

Element Values

Y = Children Present
N = No Children Present

Element Notes

Level: Household

Sources: Survey data, Public data

Restrictions:

Element Changes

Element 8625: Home Property Type

Element Definition

Indicates the type of property.

Length: 1
Format: Character
Default: Blank

Element Values

A = Apartment
B = Condo
C = Single

Element Notes

Level: Address

Sources: Survey data, Public data, Magazine Subscriptions

Restrictions:

Element Changes

Element 8628: Number of Adults

Element Definition

Indicates the number of adults in the household. An adult is anyone 18 years old or older living in a household. 8628 Number of Adults is created by table'ing all of the adults from all of the sources that are provided. The adults names, dates of birth, and genders are used to de-duplicate the table. Then all of the entries in the table are counted. The count is placed into 8628 Number of Adults. This data is directly related to the names that are in the 1st - 5th individual/household data.

Length: 1
 Format: Character
 Default: Blank

Element Values

1 = 1 Adult
 2 = 2 Adults
 3 = 3 Adults
 4 = 4 Adults
 5 = 5 Adults
 6 = Greater than 5 Adults

Element Notes

Level: Household
 Sources: Public Data, Buying Activity, Self-Reported Data
 Restrictions:

Element Changes

Element 8629: Household Size

Element Definition

Indicates the total number of occupants in the household. Household Size is calculated by adding 8628 Number of Adults and 8602 Number of Children. 8629 should equal 8602 added to 8628. The counts can differ in the inferred portion of Household Size - Plus.

Length: 1
Format: Character
Default: Blank

Element Values

1 = 1 Person in the Household
2 = 2 People in the Household
3 = 3 People in the Household
4 = 4 People in the Household
5 = 5 People in the Household
6 = 6 People in the Household
7 = 7 People in the Household
8 = 8 People in the Household
9 = Greater than 8 People in the Household

Element Notes

Level: Household

Sources: Public Data, Buying Activity, Self-Reported Data

Restrictions:

Element Changes

Element 8630: PC Owner

Element Definition

Indicates if anyone in the household owns a personal computer.

Length: 1
Format: Character
Default: Blank

Element Values

Y = PC Owner

Element Notes

Level: Household

Sources: Survey data, Product registration/warranty data, Purchases data,
Public record data, Online surveys and registrations

Restrictions:

Element Changes

Element 8639: InfoBase Positive Match Indicator

Element Definition

Indicates either an individual level match (full name and address match), a household level match (last name and address match) or address level match (address match) between the input record and InfoBase, REGARDLESS of data requested, or whether any elements were returned.

Length: 1
Format: Character
Default: Blank

Element Values

M = Name and/or Address was found on InfoBase Consumer Data Enhancement

Element Notes

Level: Individual
Sources: All
Restrictions:

Element Changes

Element 8641: Income - Estimated Household

Element Definition

Indicates the estimated household income. It is either self reported or estimated based on a variety of demographic factors.

Length: 1
Format: Character
Default: Blank

Element Values

1 = Less than \$15,000
2 = \$15,000 - \$19,999
3 = \$20,000 - \$29,999
4 = \$30,000 - \$39,999
5 = \$40,000 - \$49,999
6 = \$50,000 - \$74,999
7 = \$75,000 - \$99,999
8 = \$100,000 - \$124,999
9 = Greater than \$124,999

Element Notes

Level: Household

Sources: Survey data, Public data, Online surveys and registrations,
Magazine subscriptions, Warranties, Buying Activity

Restrictions:

Element Changes

Element 8642: Home Market Value - Estimated - Ranges

Element Definition

Indicates the estimated market value of the home, in ranges.

This home market value element is built with multiple sources of household level source data (62%) and with multiple sources of geographical data (38%). The majority of this element comes from our Real Property source - please see the breakdown below. The breakdown can be appended using element 8851 Home Market Value Quality Indicator.

(Note: each summer our Real Property source refreshes their entire database, which depending on the housing market may result in significant distribution shifts.)

GENERAL SOURCE-TYPE BREAKDOWN:

Household Level Source Data 62%
Geographical Level Source Data 38%

DETAILED SOURCE-TYPE BREAKDOWN (use 8851 to get this detail appended):

Real Property Source - Home sale price w/in last 3-15 mo.	1%
Real Property Source - AVM used to create the HMV	49%
Real Property Source - Assessor-Provided HMV	5%
Real Property Source - Assessed Value	1%
Non-Real Property Source(s) - (Self-reported)	8%
ZIP+4 (Aggregated HH level HMV to the ZIP+4)	30%
ZIP (Aggregated HH level HMV to the ZIP)	6%
Block Group (Census Median HMV)	2%

THE HOUSEHOLD LEVEL SOURCE DATA WITHIN 8642 HOME MARKET VALUE:

Much of the household level source data that is used comes from our Real Property source which contains:

- Home sales price (this is sales price (from recorder and assessor county offices) within the last 3 - 15 months),
- An 'automated valuation model' (AVM for short - used when a home hasn't sold recently - it's based on core property characteristics, county characteristics, historical sales activity and appraisal/sales comparables)
- Home market values provided by the Assessor (some counties provide this when the home hasn't sold recently and there isn't enough information to calculate a HMV using the AVM)
- Assessed values (Some counties provide this when the home hasn't sold recently, there isn't enough information to calculate a HMV using the AVM and the county will not provide an actual HMV)

The non-real property data within the household level sources comes from sources that provide home market value models which are based on self-reported data, income, vehicle values, and other demographics.

THE GEO-LEVEL SOURCE DATA WITHIN 8642 HOME MARKET VALUE:

The ZIP+4 data fills in when household level source data is not available. This data is aggregated using household level home market values within the ZIP+4.

The ZIP data fills in when ZIP+4 level data is not available. This data is aggregated using household level home market values within the ZIP.

The Census level home market value fills in when ZIP+4 level data is not available. This data comes from the USPS

Length: 1
Format: Character
Default: Blank

Element Values

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

Element Notes

Level: Address
Sources: See source info above.
Restrictions: none

Element Changes

Sometimes there may be a home market value associated with a PO Box. This is because the PO Box is associated with the consumer's physical address.

The source-type breakdown can be appended using element 8851 Home Market Value Quality Indicator (use with 8642).

Element 8644: Home Purchase Year (YYYY)

Element Definition

Indicates the year the home was purchased ranging from 1901 to present.

Length: 4
Format: Character
Default: Blank

Element Values

CCYY

Element Notes

Level: Household

Sources: Survey data, Buying activity, Online surveys and registrations

Restrictions:

Element Changes

Element 8646: Vehicle - New Car Buyer

Element Definition

Indicates a history of new car buying in the household. This data cannot personally identify an individual's vehicle.

Length: 1
Format: Character
Default: Blank

Element Values

Y = True

Element Notes

Level: Household

Sources: Survey data, Product registration/warranty card data

Restrictions:

Element Changes

There is no DMV data in Acxiom's vehicle elements.

Element 8647: Vehicle - Known Owned Number

Element Definition

Indicates the total number of vehicles owned in the household.

Length: 1
Format: Character
Default: Blank

Element Values

1 = 1 Car
2 = 2 Cars
3 = 3 or More Cars

Element Notes

Level: Household

Sources: Survey data, Product registration/warranty card data

Restrictions:

Element Changes

There is no DMV data in Acxiom's vehicle elements.

Element 8648: Vehicle - Dominant Lifestyle Indicator

Element Definition

This indicator distinguishes the classification of the primary vehicle registered to the household. It can be used to identify affluent household and or auto preference. Auto class data is likely to remain a lifestyle in a household over time.

Length: 1
Format: Character
Default: Blank

Element Values

A = Luxury / Upper sporty Classification
B = Truck Classification
C = Sport Utility Vehicle Classification
D = Mini-Van Classification
E = Regular Classification (Mid-Size / Small)
F = Upper Classification (Mid-Size / Large)
G = Basic Sporty Classification

Element Notes

Level: Household

Sources: Survey data, Product registration/warranty card data

Restrictions:

Element Changes

There is no DMV data in Acxiom's vehicle elements.

Element 8652: Generations in Household

Element Definition

Indicates the number of family generations in a household.

Length: 1
Format: Character
Default: Blank

Element Values

1 = 1 Generation - 1 Adult
2 = 2 Generations - Adult / Child
3 = 3 Generations - Adult / Child / Parent

Element Notes

Level: Household

Sources: Public Data, Buying Activity, Self-Reported Data

Restrictions:

Element Changes

Generations are calculated based on a 17 year age difference between the youngest and oldest adults in the HH. Presence of child is also used.

The labels indicate 'Child', but in this element's case, the child could be an adult child. For example, the following people could live in a household together: A person age 70, a person age 40 and a person age 20. This would result in 3 generations in that HH.

Element 8653: Online Purchasing Indicator

Element Definition

Indicates if anyone in a household has made a product purchase online.

Length: 1
Format: Character
Default: Blank

Element Values

Y = True

Element Notes

Level: Household

Sources: Purchases of products and services, Survey data, Buying activity data, Online survey and registration data

Restrictions: None

Element Changes

Element 8663: Home Equity Available - Estimated - Ranges

Element Definition

Indicates the estimated available equity for a mortgage.

Length: 1
Format: Character
Default: Blank

Element Values

A = Equity \$1 - \$4,999
B = Equity \$5,000 - \$9,999
C = Equity \$10,000 - \$19,999
D = Equity \$20,000 - \$29,999
E = Equity \$30,000 - \$49,999
F = Equity \$50,000 - \$74,999
G = Equity \$75,000 - \$99,999
H = Equity \$100,000 - \$149,999
I = Equity \$150,000 - \$199,999
J = Equity \$200,000 - \$249,999
K = Equity \$250,000 - \$499,999
L = Equity \$500,000 - \$749,999
M = Equity \$750,000 - \$999,999
N = Equity \$1,000,000 - \$1,999,999
O = Equity Greater than \$1,999,999

Element Notes

Level: Household

Sources: Public data, self-reported

Restrictions:

Element Changes

Element 8666: PC Operating System

Element Definition

Indicates the operating system used on a personal computer in the household.

Length: 1
Format: Character
Default: Blank

Element Values

1 = DOS
2 = Windows
3 = Macintosh/Apple
4 = Other
5 = OS/2

Element Notes

Level: Household

Sources: Survey data, Purchase activity data

Restrictions:

Element Changes

Element 8670: PC Software Buyer

Element Definition

Indicates if anyone in the household purchases software for the computer.

Length: 1
Format: Character
Default: Blank

Element Values

Y = PC Software Buyer

Element Notes

Level: Household

Sources: Product registration/warranty card data, Online registration and survey data, Purchase activity data

Restrictions:

Element Changes

Element 8671: Income - Estimated Household - Narrow Ranges

Element Definition

Indicates the estimated household income in narrow ranges. The ranges are narrower than 8641 Income, starting with range \$50,000. 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. The narrow ranges (8671) are correlated to the broad income ranges in element 8641.

Length: 1
Format: Character
Default: Blank

Element Values

1 = Less than \$15,000
2 = \$15,000 - \$19,999
3 = \$20,000 - \$29,999
4 = \$30,000 - \$39,999
5 = \$40,000 - \$49,999
6 = \$50,000 - \$59,999
7 = \$60,000 - \$69,999
8 = \$70,000 - \$79,999
9 = \$80,000 - \$89,999
A = \$90,000 - \$99,999
B = \$100,000 - \$124,999
C = \$125,000 - \$149,999
D = Greater than \$149,999

Element Notes

Level: Household

Sources: Survey data, Public data, Online surveys and registrations, Magazine subscriptions, Warranties, Buying Activity

Restrictions:

Element Changes

Element 8693: Credit Card User

Element Definition

Indicates active credit card purchasers in the household.

Length: 1
Format: Character
Default: Blank

Element Values

Y = True

Element Notes

Level: Household

Sources: Public data, Buying Activity data, Self-Reported data and Modeled data.

Restrictions: None

Element Changes

Element 8702: Home Loan Amount - Original - Actual (RP)

Element Definition

Indicates the total home loan amount for the household. There may be multiple loans on the home.

Length: 9
Format: Character
Default: Blank

Element Values

Element Notes

Level: Household
Sources: Public data
Restrictions:

Element Changes

Element 8715: Technology Adoption Propensity Score

Element Definition

Technology Adoption Propensity Score provides information about a consumer household's propensity to purchase new, groundbreaking electronics and technology products at premium prices. Low values indicate high propensity toward purchasing new technology products.

Length: 2
 Format: Character
 Default: Blank

Element Values

01 = Most Likely to be an Early Adopter
 02
 03
 04
 05
 06
 07
 08
 09
 10
 11
 12
 13
 14
 15
 16
 17
 18
 19
 20 = Least Likely to be an Early Adopter

Element Notes

Level: Household
 Sources: Model
 Restrictions: None

Element Changes

Element 8717: TeleTrends - Internet User

Element Definition

Indicates households that are likely to subscribe to an internet service. Syndicated survey data indicating 'the respondent uses the internet regularly' was used to target the model. InfoBase Enhancement data was used as predictive data elements to build the model. The final model included a variety of demographic, financial, interest and ethnic data elements. Area level data (Census 2000) was also used as predictive data in the final model.

Length: 2
Format: Character
Default: Blank

Element Values

01 Rank 1 (Most Likely)
02 Rank 2
03 Rank 3
04 Rank 4
05 Rank 5
06 Rank 6
07 Rank 7
08 Rank 8
09 Rank 9
10 Rank 10 (Least Likely)

Element Notes

Level: Model

Sources: This is a model.

Restrictions:

Element Changes

Element 8718: TeleTrends - Cellular User

Element Definition

Indicates households that are likely to subscribe to a cellular service. Syndicated survey data indicating 'the respondent has a cell phone' was used to target the model. InfoBase Enhancement data was used as predictive data elements to build the model. The final model included a variety of demographic, financial and ethnic data elements. Area level data (Census 2000) was also used as predictive data in the final model.

Length: 2
Format: Character
Default: Blank

Element Values

01 Rank 1 (Most Likely)
02 Rank 2
03 Rank 3
04 Rank 4
05 Rank 5
06 Rank 6
07 Rank 7
08 Rank 8
09 Rank 9
10 Rank 10 (Least Likely)

Element Notes

Level: Model

Sources: This is a model.

Restrictions:

Element Changes

Element 8727: TeleTrends - International Long Distance User

Element Definition

Indicates household that are likely to use international long distance services. Syndicated survey data indicating 'the survey respondent had listed some dollar value for international long distance calls in the past 6 months' was used to target the model. InfoBase Enhancement data was used as predictive data elements to build the model. The final model included a variety of demographic, financial and ethnic data elements. Area level data (Census 2000) was also used as predictive data in the final model.

Length: 2
Format: Character
Default: Blank

Element Values

01 Rank 1 (Most Likely)
02 Rank 2
03 Rank 3
04 Rank 4
05 Rank 5
06 Rank 6
07 Rank 7
08 Rank 8
09 Rank 9
10 Rank 10 (Least Likely)

Element Notes

Level: Model

Sources: This is a model.

Restrictions:

Element Changes

Element 8728: TeleTrends - Optional Calling Services

Element Definition

Indicates household that are likely to use optional calling services. Syndicated survey data indicating ‘the respondent subscribes to at least 2 different optional calling services’ was used to target the model. The possible calling features were Call Answering, Call Forwarding, Call Waiting, Three-way Calling, Call Blocking, Caller ID, and Privacy Manager. InfoBase Enhancement data was used as predictive data elements to build the model. The final model included a variety of demographic, financial, and interest data elements. Area level data (Census 2000) was also used as predictive data in the final model.

Length: 2
Format: Character
Default: Blank

Element Values

01 Rank 1 (Most Likely)
02 Rank 2
03 Rank 3
04 Rank 4
05 Rank 5
06 Rank 6
07 Rank 7
08 Rank 8
09 Rank 9
10 Rank 10 (Least Likely)

Element Notes

Level: Model
Sources: This is a model.
Restrictions:

Element Changes

Element 8729: TeleTrends - Top 20 Percent Long Distance User

Element Definition

Indicates household that are likely to belong in the top 20% of long distance users. Syndicated survey data indicating 'the respondent consistently spends more than average on domestic long distance calls' was used to target the model. InfoBase Enhancement data was used as predictive data elements to build the model. The final model included a variety of financial and interest data elements. Area level data (Census 2000) was also used as predictive data in the final model.

Length: 2
Format: Character
Default: Blank

Element Values

01 Rank 1 (Most Likely)
02 Rank 2
03 Rank 3
04 Rank 4
05 Rank 5
06 Rank 6
07 Rank 7
08 Rank 8
09 Rank 9
10 Rank 10 (Least Likely)

Element Notes

Level: Model

Sources: This is a model.

Restrictions:

Element Changes

Element 8740: Ethnic Code - Surname

Element Definition

Indicates the ethnicity associated with an individual's surname. It is based only on a surname table.

Length: 1
Format: Character
Default: Blank

Element Values

A = American
H = Hispanic
I = Italian,
F = French
G = German
O = Asian
S = Scottish/Irish
N = Northern European
R = Arab

Element Notes

Level: Individual

Sources: Acxiom created Surname Table

Restrictions:

Element Changes

Element 8816: Number of Lines of Credit (Trade Counter)

Element Definition

Indicates credit purchases made in multiple retail stores for the household.

Length: 1
Format: Character
Default: Blank

Element Values

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

Element Notes

Level: Household

Sources: Warranty registration data, Buying Activity data

Restrictions: None

Element Changes

Element 8851: Home Market Value Quality Indicator (use w/8642)

Element Definition

This element indicates the types of source data that is within 8642 Home Market Value.

Length: 1
Format: Character
Default: Blank

Element Values

1 = Real Property Source - Home sale price w/in last 3-15 mo.
2 = Real Property Source - AVM used to create the HMV
4 = Real Property Source - Assessor-Provided HMV
5 = Real Property Source - Assessed Value
6 = Non-Real Property Source(s) - (Self-reported)
7 = ZIP+4 (Aggregated HH level HMV to the ZIP+4)
8 = ZIP (Aggregated HH level HMV to the ZIP)
9 = Block Group (Census Median HMV)

Element Notes

Level: Address
Sources: See the valid values.
Restrictions: none

Element Changes

This element should be used along with 8642 Home Market Value to determine, if needed, the types of data within it.

Element 8927: Roll-Up code - E-Tech

Element Definition

Indicates ethnicity (at a high or rolled-up level) associated with an individual's surname, first name, and geographic location.

Length: 1
 Format: Character
 Default: U = Uncodable

Element Values

Z = African American
 R = Arab
 O = Asian
 B = Asian (non-Oriental)
 F = French
 G = German
 H = Hispanic
 I = Italian
 J = Jewish
 M = Miscellaneous
 N = Northern European
 P = Polynesian
 S = Scottish/Irish
 D = Southern European
 X = Uncoded

Element Notes

Level: Individual

Sources: E-Tech

Restrictions:

Element Changes

Element 8928: Language Preference Code - E-Tech

Element Definition

Indicates language preference codes associated with an individual's surname, first name, and geographic location. (Identifies whether the individual thinks and speaks in their native tongue, or if they have assimilated to English.)

Length: 2
Format: Character
Default: 0

Element Values

01	English (Default)
03	Danish
04	Swedish
05	Norwegian
06	Finnish
07	Icelandic
08	Dutch
09	Flemish
10	German
12	Hungarian
13	Czech
14	Slovakian
17	French
19	Italian
20	Spanish
21	Portuguese
22	Polish
23	Estonian
24	Latvian
25	Lithuanian
27	Georgian
29	Armenian
30	Russian
31	Turkish
32	Kurdish
33	Greek
34	Farsi
35	Moldavian
36	Bulgarian
37	Romanian
38	Albanian
40	Slovenian
41	Serbo-Croatian
44	Azeri
45	Kazakh
46	Pashto
47	Urdu
48	Bengali
49	Indonesian

51	Burmese
52	Mongolian
53	Chinese
56	Korean
57	Japanese
58	Thai
59	Malay
60	Laotian
61	Khmer
62	Vietnamese
63	Sinhalese
64	Uzbeki
68	Hebrew
70	Arabic
72	Turkmeni
73	Tajik
74	Kirghiz
7A	Hindi
7E	Nepali
7F	Samoan
80	Tongan
86	Oromo
88	Gha
8G	Tibetan
8I	Swazi
8J	Zulu
8K	Xhosa
8M	Afrikaans
8O	Comorian
8S	Ashanti
8T	Swahili
8X	Hausa
92	Bantu
94	Dzongkha
95	Amharic
97	Tswana
9E	Somali
9F	Macedonian
9N	Tagalog
9O	Sotho
9R	Malagasy
9S	Basque
9K	Ibo/Igbo
9L	Yorub

Element Notes

Level: Individual

Sources: E-Tech

Restrictions:

Element Changes

Element 8929: Country of Origin Code - E-Tech

Element Definition

Indicates country of origin for the Hispanic ethnicities

Length: 2
Format: Character
Default: 0

Element Values

01 = Mexico
02 = Cuba
03 = Puerto Rico
04 = Nicaragua
05 = Dominican Republic
06 = Colombia
07 = Honduras
08 = Guatemala
09 = El Salvador
10 = Costa Rica
11 = Panama
12 = Ecuador
13 = Venezuela
14 = Argentina
15 = Chile
16 = Peru
17 = Bolivia
18 = Uruguay
19 = Paraguay
20 = Spain
21 = Portugal
22 = Brazil

Element Notes

Level: Individual

Sources: E-Tech

Restrictions:

Element Changes

Element 9000: Vehicle In-Market Timing - New

Element Definition

Use this element to determine whether the consumers in the household have a propensity to buy a new vehicle (in the market for a new vehicle).

Length: 2
 Format: Character
 Default: Blank

Element Values

01 = 01 Most Likely to be in the Market for a New Vehicle
 02 = 02
 03 = 03
 04 = 04
 05 = 05
 06 = 06
 07 = 07
 08 = 08
 09 = 09
 10 = 10 Least Likely to be in the Market for a New Vehicle

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of October 14, 2009.

Element 9001: Vehicle Type Propensity Rank - New - Entry Compact Car

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Entry Compact cars.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Entry Compact Cars.
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Entry Compact cars

Element Notes

Level: Household
Sources: This is a model.
Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9002: Vehicle Type Propensity Rank - New - Premium Compact Car

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Premium Compact cars.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Premium Compact Cars.
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Premium Compact cars

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9003: Vehicle Type Propensity Rank - New - Full-size Car

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Full-size cars.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Full-size Cars.
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Full-size cars

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9004: Vehicle Type Propensity Rank - New - Entry Luxury Car

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Entry Luxury cars.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Entry Luxury Cars.
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Entry Luxury cars

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9005: Vehicle Type Propensity Rank - New - Luxury Sports Car

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Luxury Sports cars.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Luxury Sports Cars.
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Luxury Sports cars

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9006: Vehicle Type Propensity Rank - New - Mid Luxury Car

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Mid Luxury cars.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Mid Luxury Cars.
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Mid Luxury cars

Element Notes

Level: Household
Sources: This is a model.
Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9007: Vehicle Type Propensity Rank - New - Premium Luxury Car

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Premium Luxury cars.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Premium Luxury Cars.
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Entry Compact cars

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9008: Vehicle Type Propensity Rank - New - Entry Mid-size Car

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Entry Mid-size cars.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Entry Mid-size Cars.
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Entry Mid-size cars

Element Notes

Level: Household
Sources: This is a model.
Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9009: Vehicle Type Propensity Rank - New - Premium Mid-size Car

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Premium Mid-size cars.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Premium Mid-size Cars.
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Premium Mid-size cars

Element Notes

Level: Household
Sources: This is a model.
Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9010: Vehicle Type Propensity Rank - New - Compact Pickup

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Compact Pickups.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Compact Pickups.
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Compact Pickups.

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9011: Vehicle Type Propensity Rank - New - Full-size Light Duty Pickup

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Full-size Light Duty Pickups.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Full-size Light Duty Pickups
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Full-size Light Duty Pickups

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9012: Vehicle Type Propensity Rank - New - Full-size Heavy Duty Pickup

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Full-size Heavy Duty Pickups.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Full-size Heavy Duty Pickups
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Full-size Heavy Duty Pickups

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9013: Vehicle Type Propensity Rank - New - Full-size Luxury Pickup

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Full-size Luxury Pickup

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Full-size Luxury Pickup
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Full-size Luxury Pickup

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9014: Vehicle Type Propensity Rank - New - Entry Sports Car

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Entry Sports cars.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Entry Sports Cars.
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Entry Sports cars

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9015: Vehicle Type Propensity Rank - New - Premium Sports Car

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Premium Sports cars.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Premium Sports Cars.
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Premium Sports Cars

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9016: Vehicle Type Propensity Rank - New - Compact SUV

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Compact SUVs

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Compact SUVs
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Compact SUVs

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9017: Vehicle Type Propensity Rank - New - Mid-size SUV

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Mid-size SUVs

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Mid-size SUVs
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Mid-size SUVs

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9018: Vehicle Type Propensity Rank - New - Full-size SUV

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Full-size SUV

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Full-size SUV
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Full-size SUV

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9019: Vehicle Type Propensity Rank - New - Luxury SUV

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Luxury SUVs

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Luxury SUVs
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Luxury SUVs

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9020: Vehicle Type Propensity Rank - New - Compact Van

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Compact Van

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Entry Compact Van
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Entry Compact Van

Element Notes

Level: Household
Sources: This is a model.
Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9021: Vehicle Type Propensity Rank - New - Full-size Van

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Full-size Van

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Full-size Van
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Full-size Van

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9022: Vehicle Brand Affinity Rank - New - Acura

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Acura vehicles.

Length: 2
 Format: Character
 Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Acura vehicles
 02 = 02
 03 = 03
 04 = 04
 05 = 05
 06 = 06
 07 = 07
 08 = 08
 09 = 09
 10 = 10 Least Likely to have a propensity toward new Acura vehicles

Element Notes

Level: Household
 Sources: This is a model.
 Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9023: Vehicle Brand Affinity Rank - New - Audi

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Audi vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Audi vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Audi vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9024: Vehicle Brand Affinity Rank - New - BMW

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new BMW vehicles.

Length: 2
 Format: Character
 Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new BMW vehicles
 02 = 02
 03 = 03
 04 = 04
 05 = 05
 06 = 06
 07 = 07
 08 = 08
 09 = 09
 10 = 10 Least Likely to have a propensity toward new BMW vehicles

Element Notes

Level: Household
 Sources: This is a model.
 Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9025: Vehicle Brand Affinity Rank - New - Buick

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Buick vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Buick vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Buick vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9026: Vehicle Brand Affinity Rank - New - Cadillac

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Cadillac vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Cadillac vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Cadillac vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9027: Vehicle Brand Affinity Rank - New - Chevrolet

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Chevrolet vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Chevrolet vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Chevrolet vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9028: Vehicle Brand Affinity Rank - New - Chrysler

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Chrysler vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Chrysler vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Chrysler vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9029: Vehicle Brand Affinity Rank - New - Dodge

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Dodge vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Dodge vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Dodge vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9030: Vehicle Brand Affinity Rank - New - Ford

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Ford vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Ford vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Ford vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9031: Vehicle Brand Affinity Rank - New - GMC

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new GMC vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new GMC vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new GMC vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9032: Vehicle Brand Affinity Rank - New - Honda

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Honda vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Honda vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Honda vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9034: Vehicle Brand Affinity Rank - New - Hyundai

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Hyundai vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Hyundai vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Hyundai vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9035: Vehicle Brand Affinity Rank - New - Infiniti

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Infiniti vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Infiniti vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Infiniti vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9036: Vehicle Brand Affinity Rank - New - Jaguar

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Jaguar vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Jaguar vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Jaguar vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9037: Vehicle Brand Affinity Rank - New - Jeep

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Jeep vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Jeep vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Jeep vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9038: Vehicle Brand Affinity Rank - New - Kia

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Kia vehicles.

Length: 2
 Format: Character
 Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Kia vehicles
 02 = 02
 03 = 03
 04 = 04
 05 = 05
 06 = 06
 07 = 07
 08 = 08
 09 = 09
 10 = 10 Least Likely to have a propensity toward new Kia vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9039: Vehicle Brand Affinity Rank - New - Land Rover

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Land Rover vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Land Rover vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Land Rover vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9040: Vehicle - Make Code - 1st Vehicle (numerical format)

Element Definition

Indicates the code of the make of the 1st vehicle in the household.

Vehicles are householded using Last Name and Address Link. Vehicle purchase date is not available in the source data provided, therefore the newest vehicle is the 1st vehicle and the next newest is the 2nd vehicle.

Length: 2
Format: Character
Default: Blank

Element Values

The list of valid values is updated frequently. Please ask your SME or delivery person for the current Vehicle Make Model Legend, which can be found here: <H:\Sales\IBSME\Enhancement\Data Dictionary>.

Element Notes

Level: Household

Sources: Survey and Registration data

Restrictions:

Element Changes

There is no DMV data in Acxiom's vehicle elements.

The vehicle Year/Make/Model data is vastly self-reported data through dealership and service surveys. Because it is self-reported, there are sometimes errors in the information the consumer writes or types. Acxiom does validate the self-reported Year, Make and Model against an industry known table of Year, Make and Model combinations. For the most part, Acxiom defaults data that doesn't match to the table. However, Acxiom does allow an invalid Year to pass through if the Make and Model are a correct combination. The reasoning is that the consumer sometimes mis-remembers the Year, but that mis-remembered Year is probably very close to the actual Year - and its better to have that combination of Year, Make and Model rather than none at all.

Element 9041: Vehicle - Model Code - 1st Vehicle (numerical format)

Element Definition

Indicates the model code of the 1st vehicle in the household.

Vehicles are householded using Last Name and Address Link. Vehicle purchase date is not available in the source data provided, therefore the newest vehicle is the 1st vehicle and the next newest is the 2nd vehicle.

Length: 2
Format: Character
Default: Blank

Element Values

The list of valid values is updated frequently. Please ask your SME or delivery person for the current Vehicle Make Model Legend, which can be found here: <H:\Sales\IBSME\Enhancement\Data Dictionary>.

Element Notes

Level: Household

Sources: Survey and Registration data

Restrictions:

Element Changes

There is no DMV data in Acxiom's vehicle elements.

The vehicle Year/Make/Model data is vastly self-reported data through dealership and service surveys. Because it is self-reported, there are sometimes errors in the information the consumer writes or types. Acxiom does validate the self-reported Year, Make and Model against an industry known table of Year, Make and Model combinations. For the most part, Acxiom defaults data that doesn't match to the table. However, Acxiom does allow an invalid Year to pass through if the Make and Model are a correct combination. The reasoning is that the consumer sometimes mis-remembers the Year, but that mis-remembered Year is probably very close to the actual Year - and its better to have that combination of Year, Make and Model rather than none at all.

Element 9042: Vehicle - Year - 1st Vehicle

Element Definition

Indicates the make year of the 1st vehicle in the household. Ranges from 1986 through the current year and potentially the next year.

Vehicles are householded using Last Name and Address Link. Vehicle purchase date is not available in the source data provided, therefore the newest vehicle is the 1st vehicle and the next newest is the 2nd vehicle.

Length: 4
Format: Character
Default: Blank

Element Values

CCYY

Element Notes

Level: Household

Sources: Survey and Registration data

Restrictions:

Element Changes

There is no DMV data in Acxiom's vehicle elements. The vehicle Year/Make/Model data is vastly self-reported data through dealership and service surveys. Because it is self-reported, there are sometimes errors in the information the consumer writes or types. Acxiom does validate the self-reported Year, Make and Model against an industry known table of Year, Make and Model combinations. For the most part, Acxiom defaults data that doesn't match to the table. However, Acxiom does allow an invalid Year to pass through if the Make and Model are a correct combination. The reasoning is that the consumer sometimes mis-remembers the Year, but that mis-remembered Year is probably very close to the actual Year - and its better to have that combination of Year, Make and Model rather than none at all.

Element 9047: Vehicle Verification Date - 1st Vehicle

Element Definition

This is the date that the InfoBase Enhancement sources last knew Vehicle 1 existed in the household.

Length: 8
Format: Character
Default: Blank

Element Values

YYYYMMDD

Element Notes

Level: Household

Sources: Self-reported through survey's and warranty registrations - Much of the data is provided through surveys based on vehicle purchases or vehicle service/repair shops.

Restrictions: None

Element Changes

Available on InfoBase Enhancement as of September 6, 2009.

Element 9048: Vehicle Brand Affinity Rank - New - Lexus

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Lexus vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Lexus vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Lexus vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9049: Vehicle Brand Affinity Rank - New - Lincoln

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Lincoln vehicles.

Length: 2
 Format: Character
 Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Lincoln vehicles
 02 = 02
 03 = 03
 04 = 04
 05 = 05
 06 = 06
 07 = 07
 08 = 08
 09 = 09
 10 = 10 Least Likely to have a propensity toward new Lincoln vehicles

Element Notes

Level: Household
 Sources: This is a model.
 Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9050: Vehicle - Make Code - 2nd Vehicle (numerical format)

Element Definition

Indicates the code of the make of the 2nd vehicle in the household.

Vehicles are householded using Last Name and Address Link. Vehicle purchase date is not available in the source data provided, therefore the newest vehicle is the 1st vehicle and the next newest is the 2nd vehicle.

Length: 2
Format: Character
Default: Blank

Element Values

The list of valid values is updated frequently. Please ask your SME or delivery person for the current Vehicle Make Model Legend, which can be found here: <H:\Sales\IBSME\Enhancement\Data Dictionary>.

Element Notes

Level: Household

Sources: Survey and Registration data

Restrictions:

Element Changes

There is no DMV data in Acxiom's vehicle elements.

The vehicle Year/Make/Model data is vastly self-reported data through dealership and service surveys. Because it is self-reported, there are sometimes errors in the information the consumer writes or types. Acxiom does validate the self-reported Year, Make and Model against an industry known table of Year, Make and Model combinations. For the most part, Acxiom defaults data that doesn't match to the table. However, Acxiom does allow an invalid Year to pass through if the Make and Model are a correct combination. The reasoning is that the consumer sometimes mis-remembers the Year, but that mis-remembered Year is probably very close to the actual Year - and its better to have that combination of Year, Make and Model rather than none at all.

Element 9051: Vehicle - Model Code - 2nd Vehicle (numerical format)

Element Definition

Indicates the model code of the 2nd vehicle in the household.

Vehicles are householded using Last Name and Address Link. Vehicle purchase date is not available in the source data provided, therefore the newest vehicle is the 1st vehicle and the next newest is the 2nd vehicle.

Length: 2
Format: Character
Default: Blank

Element Values

The list of valid values is updated frequently. Please ask your SME or delivery person for the current Vehicle Make Model Legend, which can be found here: <H:\Sales\IBSME\Enhancement\Data Dictionary>.

Element Notes

Level: Household

Sources: Survey and Registration data

Restrictions:

Element Changes

There is no DMV data in Acxiom's vehicle elements.

The vehicle Year/Make/Model data is vastly self-reported data through dealership and service surveys. Because it is self-reported, there are sometimes errors in the information the consumer writes or types. Acxiom does validate the self-reported Year, Make and Model against an industry known table of Year, Make and Model combinations. For the most part, Acxiom defaults data that doesn't match to the table. However, Acxiom does allow an invalid Year to pass through if the Make and Model are a correct combination. The reasoning is that the consumer sometimes mis-remembers the Year, but that mis-remembered Year is probably very close to the actual Year - and its better to have that combination of Year, Make and Model rather than none at all.

Element 9052: Vehicle - Year - 2nd Vehicle

Element Definition

Indicates the make year of the 2nd vehicle in the household. Ranges from 1986 through the current year and potentially the next year.

Vehicles are householded using Last Name and Address Link. Vehicle purchase date is not available in the source data provided, therefore the newest vehicle is the 1st vehicle and the next newest is the 2nd vehicle.

Length: 4
Format: Character
Default: Blank

Element Values

CCYY

Element Notes

Level: Household

Sources: Survey data

Restrictions:

Element Changes

There is no DMV data in Acxiom's vehicle elements.

The vehicle Year/Make/Model data is vastly self-reported data through dealership and service surveys. Because it is self-reported, there are sometimes errors in the information the consumer writes or types. Acxiom does validate the self-reported Year, Make and Model against an industry known table of Year, Make and Model combinations. For the most part, Acxiom defaults data that doesn't match to the table. However, Acxiom does allow an invalid Year to pass through if the Make and Model are a correct combination. The reasoning is that the consumer sometimes mis-remembers the Year, but that mis-remembered Year is probably very close to the actual Year - and its better to have that combination of Year, Make and Model rather than none at all.

Element 9057: Vehicle Verification Date - 2nd Vehicle

Element Definition

This is the date that the InfoBase Enhancement sources last knew Vehicle 2 existed in the household.

Length: 8
Format: Character
Default: Blank

Element Values

YYYYMMDD

Element Notes

Level: Household

Sources: Self-reported through survey's and warranty registrations - Much of the data is provided through surveys based on vehicle purchases or vehicle service/repair shops.

Restrictions: None

Element Changes

Available on InfoBase Enhancement as of September 6, 2009.

Element 9058: Vehicle Brand Affinity Rank - New - Mazda

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Mazda vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Mazda vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Mazda vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9059: Vehicle Brand Affinity Rank - New - Mercedes-Benz

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Mercedes-Benz vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Mercedes-Benz vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Mercedes-Benz vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9069: Vehicle Brand Affinity Rank - New - Mini

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Mini vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Mini vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Mini vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9078: Vehicle Brand Affinity Rank - New - Mitsubishi

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Mitsubishi vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Mitsubishi vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Mitsubishi vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9079: Vehicle Brand Affinity Rank - New - Nissan

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Nissan vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Nissan vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Nissan vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9089: Vehicle Brand Affinity Rank - New - Porsche

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Porsche vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Porsche vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Porsche vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9090: Vehicle Brand Affinity Rank - New - Saab

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Saab vehicles.

Length: 2
 Format: Character
 Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Saab vehicles
 02 = 02
 03 = 03
 04 = 04
 05 = 05
 06 = 06
 07 = 07
 08 = 08
 09 = 09
 10 = 10 Least Likely to have a propensity toward new Saab vehicles

Element Notes

Level: Household
 Sources: This is a model.
 Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9092: Vehicle Brand Affinity Rank - New - Scion

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Scion vehicles.

Length: 2
 Format: Character
 Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Scion vehicles
 02 = 02
 03 = 03
 04 = 04
 05 = 05
 06 = 06
 07 = 07
 08 = 08
 09 = 09
 10 = 10 Least Likely to have a propensity toward new Scion vehicles

Element Notes

Level: Household
 Sources: This is a model.
 Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9093: Vehicle Brand Affinity Rank - New - Subaru

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Subaru vehicles.

Length: 2
 Format: Character
 Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Subaru vehicles
 02 = 02
 03 = 03
 04 = 04
 05 = 05
 06 = 06
 07 = 07
 08 = 08
 09 = 09
 10 = 10 Least Likely to have a propensity toward new Subaru vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9094: Vehicle Brand Affinity Rank - New - Suzuki

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Suzuki vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Suzuki vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Suzuki vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement in October 2009.

Element 9095: Vehicle Brand Affinity Rank - New - Toyota

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Toyota vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Toyota vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Toyota vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9096: Vehicle Brand Affinity Rank - New - Volkswagen

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Volkswagen vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Volkswagen vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Volkswagen vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9097: Vehicle Brand Affinity Rank - New - Volvo

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Volvo vehicles.

Length: 2
 Format: Character
 Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Volvo vehicles
 02 = 02
 03 = 03
 04 = 04
 05 = 05
 06 = 06
 07 = 07
 08 = 08
 09 = 09
 10 = 10 Least Likely to have a propensity toward new Volvo vehicles

Element Notes

Level: Household
 Sources: This is a model.
 Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9098: Vehicle Brand Affinity Rank - New - Ram

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Ram vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have Brand Affinity toward Ram
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have Brand Affinity toward Ram

Element Notes

Level: Household

Sources: Model

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across values. Some values may not have counts.

Element 9100: Overall Match Indicator

Element Definition

Indicates if name and address on the customer file matched to any of the InfoBase data requested. This element is returned with all orders.

Length: 1
Format: Character
Default: Blank

Element Values

M = Matched Record

Element Notes

Level: Individual

Sources: All

Restrictions:

Element Changes

Element 9108: Vehicle In-Market Timing - New - Luxury

Element Definition

Use this element to determine whether the consumers in the household have a propensity to buy a new Luxury vehicle (in the market for a new Luxury vehicle).

Length: 2
 Format: Character
 Default: Blank

Element Values

01 = 01 Most Likely to be in the Market for a New Luxury Vehicle
 02 = 02
 03 = 03
 04 = 04
 05 = 05
 06 = 06
 07 = 07
 08 = 08
 09 = 09
 10 = 10 Least Likely to be in the Market for a New Luxury Vehicle

Element Notes

Level: Household

Sources: Model

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across values. Some values may not have counts.

Element 9109: Vehicle In-Market Timing - New - Regular

Element Definition

Use this element to determine whether the consumers in the household have a propensity to buy a new Regular vehicle (in the market for a new Regular vehicle).

Length: 2
 Format: Character
 Default: Blank

Element Values

01 = 01 Most Likely to be in the Market for a New Regular Vehicle
 02 = 02
 03 = 03
 04 = 04
 05 = 05
 06 = 06
 07 = 07
 08 = 08
 09 = 09
 10 = 10 Least Likely to be in the Market for a New Regular Vehicle

Element Notes

Level: Household

Sources: Model

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across values. Some values may not have counts.

Element 9110: Vehicle In-Market Timing - Used - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity to buy a used vehicle (in the market for a used vehicle).

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to be in the Market for a Used Vehicle
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to be in the Market for a Used Vehicle

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of October 14, 2009.

Element 9111: Vehicle Type Propensity Rank - Used - Compact Pickup - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Compact Pickup

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Compact Pickup
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Compact Pickup

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9112: Vehicle Type Propensity Rank - Used - Full-size Heavy Duty Pickup - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Full-size Heavy Duty Pickups.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Full-size Heavy Duty Pickups
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Full-size Heavy Duty Pickups

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9113: Vehicle Type Propensity Rank - Used - Full-size Light Duty Pickup - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Full-size Light Duty Pickups.

Length: 2
 Format: Character
 Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Full-size Light Duty Pickups
 02 = 02
 03 = 03
 04 = 04
 05 = 05
 06 = 06
 07 = 07
 08 = 08
 09 = 09
 10 = 10 Least Likely to have a propensity toward used Full-size Light Duty Pickups

Element Notes

Level: Household
 Sources: This is a model.
 Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9114: Vehicle Type Propensity Rank - Used - Luxury Pickup - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Luxury Pickup

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Luxury Pickup
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Luxury Pickup

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9115: Vehicle Type Propensity Rank - Used - Compact SUV - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Compact SUV

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Compact SUVs
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Compact SUVs

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9116: Vehicle Type Propensity Rank - Used - Mid-size SUV - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Mid-size SUV

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Mid-size SUVs
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Mid-size SUVs

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9117: Vehicle Type Propensity Rank - Used - Full-size SUV - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Full-size SUV

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Full-size SUV
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Full-size SUV

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9118: Vehicle Type Propensity Rank - Used - Luxury SUV - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Luxury SUV

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Luxury SUVs
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Luxury SUVs

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9119: Vehicle Type Propensity Rank - Used - Compact Van - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Compact Van

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Compact Van
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Compact Van

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9120: Vehicle Type Propensity Rank - Used - Full-size Van - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Full-size Van

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Full-size Van
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Full-size Van

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9121: Vehicle Type Propensity Rank - Used - Entry Compact Car - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Entry Compact Car

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Entry Compact Car
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Entry Compact Car

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9122: Vehicle Type Propensity Rank - Used - Premium Compact Car - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Premium Compact Car

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Premium Compact Car
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Premium Compact Car

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9123: Vehicle Type Propensity Rank - Used - Entry Mid-size Car - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Entry Mid-size Car

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Entry Mid-size Car
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Entry Mid-size Car

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9124: Vehicle Type Propensity Rank - Used - Premium Mid-size Car - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Premium Mid-size Car

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Premium Mid-size Car
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Premium Mid-size Car

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9125: Vehicle Type Propensity Rank - Used - Full-Size Car - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Full-size Car

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Full-size Cars
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Full-size Cars

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9126: Vehicle Type Propensity Rank - Used - Entry Luxury Car - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Entry Luxury Car

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Entry Luxury Car
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Entry Luxury Car

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9127: Vehicle Type Propensity Rank - Used - Mid Luxury Car - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Mid Luxury Car

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Mid Luxury Car
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Mid Luxury Car

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9128: Vehicle Type Propensity Rank - Used - Premium Luxury Car - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Premium Luxury Car

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Premium Luxury Car
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Premium Luxury Car

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9129: Vehicle Type Propensity Rank - Used - Entry Sports Car - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Entry Sports Car

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Entry Sports Car
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Entry Sports Car

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9130: Vehicle Type Propensity Rank - Used - Premium Sports Car - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Premium Sports Car

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Premium Sports Car
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Premium Sports Car

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9131: Vehicle Type Propensity Rank - Used - Luxury Sports Car - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Luxury Sports Car

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Luxury Sports Car
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Luxury Sports Car

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9132: Vehicle Brand Affinity Rank - Used - Acura - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Acura vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Acura vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Acura vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9133: Vehicle Brand Affinity Rank - Used - Audi - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Audi vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Audi vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Audi vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9134: Vehicle Brand Affinity Rank - Used - BMW - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used BMW vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used BMW vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used BMW vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9135: Vehicle Brand Affinity Rank - Used - Buick - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Buick vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Buick vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Buick vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9136: Vehicle Brand Affinity Rank - Used - Cadillac - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Cadillac vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Cadillac vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Cadillac vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9137: Vehicle Brand Affinity Rank - Used - Chevrolet - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Chevrolet vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Chevrolet vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Chevrolet vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9138: Vehicle Brand Affinity Rank - Used - Chrysler - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Chrysler vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Chrysler vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Chrysler vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9139: Vehicle Brand Affinity Rank - Used - Dodge - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Dodge vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Dodge vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Dodge vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9140: Vehicle Brand Affinity Rank - Used - Ford - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Ford vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Ford vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Ford vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9141: Vehicle Brand Affinity Rank - Used - GMC - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used GMC vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used GMC vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used GMC vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9142: Vehicle Brand Affinity Rank - Used - Honda - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Honda vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Honda vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Honda vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9143: Vehicle Brand Affinity Rank - Used - Hummer - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Hummer vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Hummervehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Hummer vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9144: Vehicle Brand Affinity Rank - Used - Hyundai - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Hyundai vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Hyundai vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Hyundai vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9145: Vehicle Brand Affinity Rank - Used - Infiniti - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Infiniti vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Infiniti vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Infiniti vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9146: Vehicle Brand Affinity Rank - Used - Jaguar - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Jaguar vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Jaguar vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Jaguar vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9147: Vehicle Brand Affinity Rank - Used - Jeep - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Jeep vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Jeep vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Jeep vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9148: Vehicle Brand Affinity Rank - Used - Kia - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Kia vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Kia vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Kia vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9149: Vehicle Brand Affinity Rank - Used - Land Rover - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Land Rover vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Land Rover vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Land Rover vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9151: Vehicle Brand Affinity Rank - Used - Lexus - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Lexus vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Lexus vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Lexus vehicles

Element Notes

Level: Household

Sources: Self-reported through survey's and warranty registrations - Much of the data is provided through surveys based on vehicle purchases or vehicle service/repair shops.

Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9152: Retail Activity Date of Last

Element Definition

Indicates the most recent date of retail activity.

Length: 8
Format: Character
Default: Blank

Element Values

CCYYMMDD

This element will return "00" in the DD fields of the date

Element Notes

Level: Household
Sources: Warranty registration data, Buying Activity data
Restrictions: None

Element Changes

Element 9153: Retail Purchases - Categories

Element Definition

Indicates the presence of retail purchases in the following categories: Standard Retail, Standard Specialty, Upscale Retail, Upscale Specialty, Bank, Finance Company, Oil Company, Misc.

Length: 21
Format: Character
Default: Zeros

Element Values

Pos. 1 1 = Std Ret, Membership Warehouse
 Pos. 2 1 = Std Ret, Catalog Showroom
 Pos. 3 1 = Std Ret, Main Street Retail
 Pos. 4 1 = Std Ret, HiVol Low End Dpt Store
 Pos. 5 1 = Std Ret, Std Retail
 Pos. 6 1 = Std Specialty, Sporting goods
 Pos. 7 1 = Std Specialty, Specialty Apparel
 Pos. 8 1 = Std Specialty, Specialty
 Pos. 9 1 = Std Specialty, Computer/Electronics
 Pos. 10 1 = Std Specialty, Furniture Buyers
 Pos. 11 1 = Std Specialty, H.Office Supply Purchases
 Pos. 12 1 = Std Specialty, Home Improvement
 Pos. 13 1 = Upscale Retail, Hi-end Retail Buyers, Upscale Retail
 Pos. 14 1 = Upscale Specialty, Travel/Personal Services
 Pos. 15 1 = Bank, Financial Svcs - Banking
 Pos. 16 1 = Finance Co., Financial Svcs - Install Credit
 Pos. 17 1 = Oil Company, Oil Company
 Pos. 18 1 = Misc, Financial Svcs - Insurance
 Pos. 19 1 = Misc, TV/Mail Order Purchases
 Pos. 20 1 = Misc, Grocery
 Pos. 21 1 = Misc, Misc

Element Notes

Level: Household
 Sources: Warranty registration data, Buying Activity data
 Restrictions: None

Element Changes

Element 9155: Vehicle Brand Affinity Rank - Used - Lincoln - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Lincoln vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Lincoln vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Lincoln vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9161: Vehicle Brand Affinity Rank - Used - Mazda - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Mazda vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Mazda vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Mazda vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9162: Vehicle Brand Affinity Rank - Used - Mercedes-Benz - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Mercedes-Benz vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Mercedes-Benz vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Mercedes-Benz vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9163: Vehicle Brand Affinity Rank - Used - Mercury - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Mercury vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Mercury vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Mercury vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9164: Vehicle Brand Affinity Rank - Used - Mini - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Mini vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Mini vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Mini vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9165: Vehicle Brand Affinity Rank - Used - Mitsubishi

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Mitsubishi vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Mitsubishi vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Mitsubishi vehicles

Element Notes

Level: Household

Sources: This is a model.

Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9166: Vehicle Brand Affinity Rank - Used - Nissan - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Nissan vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Nissan vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Nissan vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9167: Vehicle Brand Affinity Rank - Used - Pontiac - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Pontiac vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Pontiac vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Pontiac vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9168: Vehicle Brand Affinity Rank - Used - Porsche - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Porsche vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Porsche vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Porsche vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9169: Vehicle Brand Affinity Rank - Used - Saab - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Saab vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Saab vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Saab vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9170: Vehicle Brand Affinity Rank - Used - Saturn - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Saturn vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Saturn vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Saturn vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9171: Vehicle Brand Affinity Rank - Used - Scion - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Scion vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Scion vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Scion vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9172: Vehicle Brand Affinity Rank - Used - Subaru - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Subaru vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Subaru vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Subaru vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9173: Vehicle Brand Affinity Rank - Used - Suzuki - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Suzuki vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Suzuki vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Suzuki vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9174: Vehicle Brand Affinity Rank - Used - Toyota - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Toyota vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Toyota vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Toyota vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9175: Vehicle Brand Affinity Rank - Used - Volkswagen - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Volkswagen vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Volkswagen vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Volkswagen vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9176: Vehicle Brand Affinity Rank - Used - Volvo - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Volvo vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Volvo vehicles
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward used Volvo vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.

Element 9180: Vehicle Type - Vehicle 1

Element Definition

This element indicates the type of vehicle that exists in Vehicle 1 (elements 9040-9044). It can be used to determine the household's vehicle 'lifestyle'.

Length: 2
Format: Character
Default: Blank

Element Values

C1 = Entry Compact Car
C4 = Premium Compact Car
F4 = Premium Full-size Car
L1 = Entry Luxury Car
L2 = Mid-Size Luxury Car
L3 = Sports Luxury Car
L4 = Premium Luxury Car
M1 = Entry Mid-size Car
M4 = Premium Mid-size Car
P1 = Compact Pickup
P2 = Light Duty Full-size Pickup
P3 = Heavy Duty Full-size Pickup
P4 = Luxury Full-size Pickup
S1 = Entry Sports Car
S4 = Premium Sports Car
U1 = Compact SUV
U2 = Mid-size SUV
U3 = Full-size SUV
U4 = Luxury SUV
V1 = Compact Van
V3 = Full-size Van

Element Notes

Level: Household

Sources: Self-reported through survey's and warranty registrations - Much of the data is provided through surveys based on vehicle purchases or vehicle service/repair shops.

Restrictions: None

Element Changes

The 1st and 2nd positions of the element can be used separately, for more general use:

Position 1	Position 2
C = Compact Car	1 = Entry / Compact
F = Full-size Car	2 = Mid-Size / Light Duty
L = Luxury Car	3 = Full / Heavy Duty / Sports
M = Mid-Size Car	4 = Premium / Luxury

P = Pickup Truck
S = Sports Car
U = SUV
V = Van

Available on InfoBase Enhancement as of October 4, 2009.

Element 9181: Vehicle Type - Vehicle 2

Element Definition

This element indicates the type of vehicle that exists in Vehicle 2 (elements 9050-9054). It can be used to determine the household's vehicle 'lifestyle'.

Length: 2
Format: Character
Default: Blank

Element Values

C1 = Entry Compact Car
C4 = Premium Compact Car
F4 = Premium Full-size Car
L1 = Entry Luxury Car
L2 = Mid-Size Luxury Car
L3 = Sports Luxury Car
L4 = Premium Luxury Car
M1 = Entry Mid-size Car
M4 = Premium Mid-size Car
P1 = Compact Pickup
P2 = Light Duty Full-size Pickup
P3 = Heavy Duty Full-size Pickup
P4 = Luxury Full-size Pickup
S1 = Entry Sports Car
S4 = Premium Sports Car
U1 = Compact SUV
U2 = Mid-size SUV
U3 = Full-size SUV
U4 = Luxury SUV
V1 = Compact Van
V3 = Full-size Van

Element Notes

Level: Household

Sources: Self-reported through survey's and warranty registrations - Much of the data is provided through surveys based on vehicle purchases or vehicle service/repair shops.

Restrictions: None

Element Changes

The 1st and 2nd positions of the element can be used separately, for more general use:

Position 1	Position 2
C = Compact Car	1 = Entry / Compact
F = Full-size Car	2 = Mid-Size / Light Duty
L = Luxury Car	3 = Full / Heavy Duty / Sports
M = Mid-Size Car	4 = Premium / Luxury

P = Pickup Truck

S = Sports Car

U = SUV

V = Van

Available on InfoBase Enhancement as of October 4, 2009.

Element 9330: Personix Hispanic Cluster Code

Element Definition

Personix Hispanic is a household-level consumer segmentation built exclusively for the Hispanic market. Leveraging demographic, socio-economic, behavioral and acculturation factors, households are classified into one of 48 clusters. This is a 3-byte field where the first bytes represent the Personix Hispanic cluster code and the third byte represents match precision (3=Household, A=ZIP+4).

Length: 3
 Format: Character
 Default: 0

Element Values

00 = Non-Personix Hispanic Match
 01 = Coupled Earning Power
 02 = Teens & Trustfunds
 03 = Savvy Seniors
 04 = Soft Landing
 05 = McMansions & Minivans
 06 = Frugal Families
 07 = Prosperous Traditions
 08 = Swimming Pools & Savings Bonds
 09 = Suburban Sprawlers
 10 = Free Range Financiers
 11 = Bright Futures
 12 = Kids & Culture
 13 = Investing in Futures
 14 = Everlasting Elders
 15 = Corporate Ladder
 16 = Shared Commitments
 17 = American Pie
 18 = Parenting Singlehanded
 19 = All in the Family
 20 = Investing in Legacies
 21 = Homes & Heritage
 22 = Saving Traditions
 23 = Expanding Horizons
 24 = Careers First
 25 = Frugal Fusion
 26 = Settled Seniors
 27 = Pennywise Parents
 28 = Extending Retirement
 29 = Earn to Splurge
 30 = Suburban Stability
 31 = Casting Solo
 32 = Nine-to-Five
 33 = Single in the City
 34 = American Singles
 35 = Timeless Traditions
 36 = Metro Minimalists

- 37 = Traditions & Timecards
- 38 = On the Move
- 39 = Countrified Culture
- 40 = Tots Make Two
- 41 = Toys & Timeclocks
- 42 = Latchkey Leasers
- 43 = Treading Traditions
- 44 = Sliding by Single
- 45 = Studio Singles
- 46 = Youthful Traditions
- 47 = Traveling Light
- 48 = Tenacious Tenants

Precision Level -

3 = Household

A = Zip+4

Element Notes

Level: Household

Sources: Modeled

Restrictions: None

Element Changes

Element 9350: Economic Stability Indicator (ESI)/RITAA

Element Definition

Ranking Invitation to Apply Approvals is an easy to apply model score that is able to predict likely ITA approvals on a direct marketing list. Marketers can use RITAA as a relative measure of likelihood than an ITA responder will go on to meet their credit approval standards. RITAA scores may be incorporated into custom models or used as a selection tool for an ITA marketing list. RITAA is built using non-credit data.

Length: 2
Format: Character
Default: Blank

Element Values

Values: 01 - 30

01 = Most Likely Economically Stable
30 = Least Likely Economically Stable

Element Notes

Level: Model

Sources: Modeled

Restrictions:

Element Changes

Element 9351: UnderBanked

Element Definition

The UnderBanked Indicator model is an easy to apply model score that indicates the likelihood a consumer relies primarily on cash transactions and has no formal banking relationships. UnderBanked is built using non-credit data.

Length: 2
 Format: Character
 Default: Blank

Element Values

Values: 01 - 20

01 = Most Likely UnderBanked
 02
 03
 04
 05
 06
 07
 08
 09
 10 = Average UnderBanked
 11
 12
 13
 14
 15
 16
 17
 18
 19
 20 = Least Likely UnderBanked

Element Notes

Level: Model
 Sources: Modeled
 Restrictions:

Element Changes

Element 9356: NetWorth - Gold

Element Definition

Summary of data that has been found to be predictive of net worth. The 9356 NetWorth prediction model was created in 2005 to predict a range of a household's net worth. This model has a higher degree of accuracy than 8479 NetWorth and provides an expanded breakdown available for the upper wealth groups. It was built to be in sync with net worth as identified in the Personix Clusters.

The basis for the model was the Federal Reserve's Survey of Consumer Finance (SCF). Demographic data on the SCF survey was mapped into the same format as InfoBase data and used to build a prediction of Net Worth. Some area level data was also used in the model, primarily when specific household elements were unavailable.

9356 Networth Gold represents assets minus liabilities, and includes the following:

Financial Assets

- Checking / savings accounts
- Money market deposits and mutual funds
- Call accounts at brokerages
- Certificate of deposits
- Stocks and bonds
- IRAs
- Thrifts (included if they have the option to borrow against or withdraw)
- Pensions
- Savings bond
- Cash value of whole life insurance
 - Annuities with equity interest
- Trusts and managed investment accounts with equity interest
- Other financial assets include:
 - Loans / future proceeds
 - Royalties
 - Futures
 - Non-public stock
 - Deferred compensation
 - Oil / gas / mineral investments, cash N.E.C.

Non-Financial Assets

- Vehicles: cars, boats, RVs, airplanes
- Real estate: net equity in main home, net equity in vacation or land properties, net equity in non-residential real estate investments
- Business: net equity from business if sold today
- Any other non-financial (farming property, etc.)

Total Debts

- Housing debt (mortgage, home equity loans and HELOCs)
- Other lines of credit
- Debt for other residential property: land contracts, vacation, etc.
- Credit card debt
- Installment loan debt
- Other debts: loans versus pensions, loans versus life insurance
- Margin loans, miscellaneous

Length: 1
Format: Character
Default: Blank

Element Values

1 = Less than or equal to \$0
2 = \$1 - \$4,999
3 = \$5,000 - \$9,999
4 = \$10,000 - \$24,999
5 = \$25,000 - \$49,999
6 = \$50,000 - \$99,999
7 = \$100,000 - \$249,999
8 = \$250,000 - \$499,999
9 = \$500,000 - \$999,999
A = \$1,000,000 - \$1,999,999
B = \$2,000,000 +

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

Element 9358: Heavy Transactors

Element Definition

A model score that indicates the likelihood of credit card usage 20+ times a month. It is built on a foundation of InfoBase and geographic data, including factors related to credit card and retail activity. This product offering is optimal for new and existing credit card holders on upsell/cross products, HELOC candidates, etc.

Length: 2
 Format: Character
 Default: Blank

Element Values

Values: 01 - 20

01 = Most Likely a Heavy Transactor
 02
 03
 04
 05
 06
 07
 08
 09
 10 = Average Heavy Transactor
 11
 12
 13
 14
 15
 16
 17
 18
 19
 20 = Least Likely a Heavy Transactor

Element Notes

Level: Model
 Sources: Modeled
 Restrictions:

Element Changes

Element 9509: Education - 1st Individual

Element Definition

Indicates the education of the 1st individual in the household.

Length: 1
Format: Character
Default: Blank

Element Values

1 = Completed High School
2 = Completed College
3 = Completed Graduate School
4 = Attended Vocational/Technical

Element Notes

Level: Household

Sources: Survey data

Restrictions:

Element Changes

Element 9510: Education - 2nd Individual

Element Definition

Indicates the education of the 2nd individual in the household.

Length: 1
Format: Character
Default: Blank

Element Values

1 = Completed High School
2 = Completed College
3 = Completed Graduate School
4 = Attended Vocational/Technical

Element Notes

Level: Household

Sources: Survey data

Restrictions:

Element Changes

Element 9515: Gender - 1st Individual

Element Definition

Indicates the gender of the 1st individual in the household.

Length: 1
Format: Character
Default: Blank

Element Values

M = Male
F = Female

Element Notes

Level: Household

Sources: All

Restrictions:

Element Changes

Element 9516: Gender - 2nd Individual

Element Definition

Indicates the gender of the 2nd individual in the household.

Length: 1
Format: Character
Default: Blank

Element Values

M = Male
F = Female

Element Notes

Level: Household

Sources: All

Restrictions:

Element Changes

Element 9528: Race Code - 1st Individual

Element Definition

Indicates the race of the 1st individual in the household.

Length: 1
Format: Character
Default: Blank

Element Values

A = Asian
B = Black
C = Chinese,
H = Hispanic
I = American Indian,
N = Japanese
O = Other
P = Portuguese
W = White

Element Notes

Level: Household

Sources: Public data, Buying Activity, Survey data, Warranty registrations,
Online surveys and registrations, Magazine subscriptions

Restrictions:

Element Changes

Element 9529: Race Code - 2nd Individual

Element Definition

Indicates the race of the 2nd individual in the household.

Length: 1
Format: Character
Default: Blank

Element Values

A = Asian
B = Black
C = Chinese,
H = Hispanic
I = American Indian,
N = Japanese
O = Other
P = Portuguese
W = White

Element Notes

Level: Household

Sources: Public data, Buying Activity, Survey data, Warranty registrations,
Online surveys and registrations, Magazine subscriptions

Restrictions:

Element Changes

Element 9600: Adult Age Ranges Present in Household - Plus

Element Definition

Indicates the ages of any adults present in the household. This element categorizes ages into groups and includes an indication of male, female, or unknown gender. Multiple flags can be turned on to indicate the presence of multiple adult age ranges in the household. Customer records could be coded as ungendered because of ambiguous or unisex names.

The Plus field is created by first copying the corresponding data from 8600 and then filling in the holes with inferred data. The InfoBase Plus element will match at the household level match rate, normally 88%-93%.

Length: 21
Format: Character
Default: Zeros

Element Values

Pos. 1 1 = Males 18 - 24
Pos. 2 1 = Females 18 - 24
Pos. 3 1 = Unknown Gender 18 - 24
Pos. 4 1 = Males 25 - 34
Pos. 5 1 = Females 25 - 34
Pos. 6 1 = Unknown Gender 25 - 34
Pos. 7 1 = Males 35 - 44
Pos. 8 1 = Females 35 - 44
Pos. 9 1 = Unknown Gender 35 - 44
Pos. 10 1 = Males 45 - 54
Pos. 11 1 = Females 45 - 54
Pos. 12 1 = Unknown Gender 45 - 54
Pos. 13 1 = Males 55 - 64
Pos. 14 1 = Females 55 - 64
Pos. 15 1 = Unknown Gender 55 - 64
Pos. 16 1 = Males 65 - 74
Pos. 17 1 = Females 65 - 74
Pos. 18 1 = Unknown Gender 65 - 74
Pos. 19 1 = Males 75+
Pos. 20 1 = Females 75+
Pos. 21 1 = Unknown Gender 75+

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

This element does not include a match indicator. To know which data is modeled, compare it back to the 'regular' element.

Element 9601: Children's Age Ranges Present in Household - Plus

Element Definition

Indicates the ages of any children present in the household. This element categorizes ages into groups and includes an indication of male, female, or unknown gender. Multiple flags can be turned on to indicate the presence of multiple children's age ranges in the household. Customer records could be coded as ungendered because of ambiguous or unisex names.

The Plus field is created by first copying the corresponding 8601 and then filling in the holes with inferred data. Children's Age Ranges can only be inferred for records that have a Presence of Children. Therefore, the matched record quantity will equal that of the Plus Presence of Children (Y) matched record quantity.

Length: 15
Format: Character
Default: Zeros

Element Values

Pos. 1 1 = Males 00 - 02
Pos. 2 1 = Females 00 - 02
Pos. 3 1 = Unknown Gender 00 - 02
Pos. 4 1 = Males 03 - 05
Pos. 5 1 = Females 03 - 05
Pos. 6 1 = Unknown Gender 03 - 05
Pos. 7 1 = Males 06 - 10
Pos. 8 1 = Females 06 - 10
Pos. 9 1 = Unknown Gender 06 - 10
Pos. 10 1 = Males 11 - 15
Pos. 11 1 = Females 11 - 15
Pos. 12 1 = Unknown Gender 11 - 15
Pos. 13 1 = Males 16 - 17
Pos. 14 1 = Females 16 - 17
Pos. 15 1 = Unknown Gender 16 - 17

Element Notes

Level: Model

Sources: Modeled

Restrictions:

Element Changes

This element does not include a match indicator. To know which data is modeled, compare it back to the 'regular' element.

Element 9602: Number of Children - Plus

Element Definition

Indicates the number of children in the household.

The Plus field is created by first copying the corresponding data from 8602 and then filling in the holes with inferred data. The InfoBase Plus element will match at the household level match rate, normally 88%-93%.

Length: 1
Format: Character
Default: Blank

Element Values

0 = No children
1 = 1 Child
2 = 2 Children
3 = 3 Children
4 = 4 Children
5 = 5 Children
6 = 6 Children
7 = 7 Children
8 = Greater than 7 Children

Element Notes

Level: Model

Sources: Modeled

Restrictions:

Element Changes

This element does not include a match indicator. To know which data is modeled, compare it back to the 'regular' element.

Element 9606: Home Owner / Renter - Plus

Element Definition

Indicates if a household is owner or renter occupied. This element is fed by Purchase Date of Home, along with other contributor's data.

The Plus field is created by first copying the corresponding data from 8606 and then filling in the holes with inferred data. The InfoBase Plus element will match at the household level match rate, normally 88%-93%.

Length: 1
Format: Character
Default: Blank

Element Values

O = Home Owner
R = Renter

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

This element does not include a match indicator. To know which data is modeled, compare it back to the 'regular' element.

Element 9607: Home Length of Residence - Plus

Element Definition

Indicates the total time a household has lived at their current address.

The Length of Residence is determined by most data compilers by the first year listed in the telephone directory or automotive registration lists. The Length of Residence is not tied to only homeowners. It can apply to renters as well. This element is fed by Purchase Date of Home, along with other contributor's data.

The Plus field is created by first copying the corresponding data from 8607 and then filling in the holes with inferred data. The InfoBase Plus element will match at the household level match rate, normally 88%-93%.

Length: 2
Format: Character
Default: Blank

Element Values

00 = Less than 1 Year
01 = 1 Year
02 = 2 Years
03 = 3 Years
04 = 4 years
05 = 5 Years
06 = 6 Years
07 = 7 Years
08 = 8 Years
09 = 9 Years
10 = 10 Years
11 = 11 Years
12 = 12 Years
13 = 13 Years
14 = 14 Years
15 = Greater than 14 Years

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

This element does not include a match indicator. To know which data is modeled, compare it back to the 'regular' element.

Element 9609: Marital Status - Plus

Element Definition

Indicates if anyone in the household is married.

Inferred Married - The marital status of Married or Single cannot be determined from a source and there are 2 names in the household with gender of Male and Female, within a certain age range of each other, then marital status is set to A "Inferred Married".

Inferred Single - the marital status of Married or Single cannot be determined from a source and there is only one name in the household, then the marital status is set to B "Inferred Single".

Married - A married couple is defined as a male, age 26 - 60, with a female age 20 - 70, where the couples are not more than 10 years apart. A married couple could be a male, age 60+, with a female of any age, where the couples are not more than 10 years apart.

If the 1st individual and the 2nd individual have the same gender, then the marital status is defaulted.

The Plus field is created by first copying the corresponding Premier data from 8609 and then filling in the holes with inferred data. The Plus element will match at the household level match rate, normally 88%-93%.

Length: 1
Format: Character
Default: Blank

Element Values

M = Married
S = Single
A = Inferred Married
B = Inferred Single

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

This element does not include a match indicator. To know which data is modeled, compare it back to the 'regular' element.

Element 9616: Age in Two-Year Increments - 1st Individual - Plus

Element Definition

Indicates the age of the 1st individual in the household. Age range is expressed in two-year increments. Age categories extend from under 18 to 100 plus.

The Plus field is created by first copying the corresponding data from 8616 and then filling in the holes with inferred data. The InfoBase Plus element will match at the household level match rate, normally 88%-93%.

Length:	2
Format:	Character
Default:	Blank

Element Values

17 = Age less than 18
 18 = Age 18 - 19
 20 = Age 20 - 21
 22 = Age 22 - 23
 24 = Age 24 - 25
 26 = Age 26 - 27
 28 = Age 28 - 29
 30 = Age 30 - 31
 32 = Age 32 - 33
 34 = Age 34 - 35
 36 = Age 36 - 37
 38 = Age 38 - 39
 40 = Age 40 - 41
 42 = Age 42 - 43
 44 = Age 44 - 45
 46 = Age 46 - 47
 48 = Age 48 - 49
 50 = Age 50 - 51
 52 = Age 52 - 53
 54 = Age 54 - 55
 56 = Age 56 - 57
 58 = Age 58 - 59
 60 = Age 60 - 61
 62 = Age 62 - 63
 64 = Age 64 - 65
 66 = Age 66 - 67
 68 = Age 68 - 69
 70 = Age 70 - 71
 72 = Age 72 - 73
 74 = Age 74 - 75
 76 = Age 76 - 77
 78 = Age 78 - 79
 80 = Age 80 - 81
 82 = Age 82 - 83

84 = Age 84 - 85
86 = Age 86 - 87
88 = Age 88 - 89
90 = Age 90 - 91
92 = Age 92 - 93
94 = Age 94 - 95
96 = Age 96 - 97
98 = Age 98 - 99
99 = Age greater than 99

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

This element does not include a match indicator. To know which data is modeled, compare it back to the 'regular' element.

Element 9622: Presence of Children - Plus

Element Definition

Indicates the known presence/absence of children age 0-17 in the household. The Number of Children feeds this element along with other contributor's data. 'NO' presence of children values are only generated by 0 (zero) number of children. 'NO' will not be generated when, for example, an only child ages up and becomes an adult.

The Plus field is created by first copying the corresponding data from 8622 and then filling in the holes with inferred data. This InfoBase Plus element 9622 will match up to 34.4%, which is the U.S. Census percentage for U.S. households that have a presence of children.

Length: 1
Format: Character
Default: Blank

Element Values

Y = Child(ren) Present
N = No Children Present

Element Notes

Level: Model

Sources: Modeled

Restrictions:

Element Changes

This element does not include a match indicator. To know which data is modeled, compare it back to the 'regular' element.

Element 9628: Number of Adults - Plus

Element Definition

Indicates the number of adults in the household. An adult is anyone 18 years old or older living in a household. 8628 Number of Adults is created by table'ing all of the adults from all of the sources that are provided. The adults names, dates of birth, and genders are used to de-duplicate the table. Then all of the entries in the table are counted. The count is placed into 8628 Number of Adults.

This data is directly related to the names that are in the 1st - 5th individual/household data.

The Plus field is created by first copying the corresponding data from 8628 and then filling in the holes with inferred data. The InfoBase Plus element will match at the household level match rate, normally 88%-93%.

Length: 1
Format: Character
Default: Blank

Element Values

1 = 1 Adult
2 = 2 Adults
3 = 3 Adults
4 = 4 Adults
5 = 5 Adults
6 = Greater than 5 Adults

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

This element does not include a match indicator. To know which data is modeled, compare it back to the 'regular' element.

Element 9629: Household Size - Plus

Element Definition

Indicates the total number of occupants in the household. Household Size is calculated by adding 8628 Number of Adults and 8602 Number of Children. 8629 should equal 8602 added to 8628. The counts can differ in the inferred portion of Household Size - Plus.

The Plus field is created by first copying the corresponding Premier data from 8629 and then filling in the holes with inferred data. The Plus element will match at the household level match rate, normally 88%-93%.

Length: 1
Format: Character
Default: Blank

Element Values

1 = 1 Person in the Household
2 = 2 People in the Household
3 = 3 People in the Household
4 = 4 People in the Household
5 = 5 People in the Household
6 = 6 People in the Household
7 = 7 People in the Household
8 = 8 People in the Household
9 = Greater than 8 People in the Household

Element Notes

Level: Model
Sources: Modeled
Restrictions:

Element Changes

This element does not include a match indicator. To know which data is modeled, compare it back to the 'regular' element.

Element 9641: Income - Estimated Household - PLUS

Element Definition

Indicates the estimated household income. It is either self reported or estimated based on a variety of demographic factors.

The Plus portion of this element is created by first copying the corresponding data from 8641 and then filling in the holes with inferred data. The InfoBase Plus element will match at the household level match rate, normally 88%-93%.

Length: 1
Format: Character
Default: Blank

Element Values

1 = Less than \$15,000
2 = \$15,000 - \$19,999
3 = \$20,000 - \$29,999
4 = \$30,000 - \$39,999
5 = \$40,000 - \$49,999
6 = \$50,000 - \$74,999
7 = \$75,000 - \$99,999
8 = \$100,000 - \$124,999
9 = Greater than \$124,999

Element Notes

Level: Model
Sources: Modeled
Restrictions: None

Element Changes

This element does not include a match indicator. To know which data is modeled, compare it back to the 'regular' element.

Element 9650: Education - 1st Individual - Plus

Element Definition

Indicates the education of the 1st individual in the household.

The Plus field is created by first copying the corresponding data from 9509 and then filling in the holes with inferred data. The InfoBase Plus element will match at the household level match rate, normally 88%-93%.

Length: 1
Format: Character
Default: Blank

Element Values

1 = Completed High School
2 = Completed College
3 = Completed Graduate School
4 = Attended Vocational/Technical

Element Notes

Level: Model

Sources: Modeled

Restrictions:

Element Changes

This element does not include a match indicator. To know which data is modeled, compare it back to the 'regular' element.

Element 9671: Income - Estimated Household - Narrow Ranges - PLUS

Element Definition

Indicates the estimated household income in narrow ranges. Element 9671 ranges are narrower than 9641 Income, starting with range \$50,000. 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.

The Plus field is created by first copying the corresponding data from 8671 and then filling in missing data with inferred data. The InfoBase PLUS element will match at the household level match rate, normally 88%-93%.

Length: 1
Format: Character
Default: Blank

Element Values

1 = Less than \$15,000
2 = \$15,000 - \$19,999
3 = \$20,000 - \$29,999
4 = \$30,000 - \$39,999
5 = \$40,000 - \$49,999
6 = \$50,000 - \$59,999
7 = \$60,000 - \$69,999
8 = \$70,000 - \$79,999
9 = \$80,000 - \$89,999
A = \$90,000 - \$99,999
B = \$100,000 - \$124,999
C = \$125,000 - \$149,999
D = Greater than \$149,999

Element Notes

Level: Model
Sources: Modeled
Restrictions: None

Element Changes

Element 8671 must be appended in order to append 9671. Element 9671 does not include a match indicator. To know which data is modeled, compare it back to the 8671 element.