

Section	Group	Attribute	Description
Core Information	Identifiers & Classifiers	Person ID	The unique identifier for the person.
		Family ID	The unique identifier for the family.
	Status & Recency	Active	Indicates the person is an active consumer.
		Created at	The date and time when the person record was created.
		Updated at	The date and time when the person was last updated.
		Updated on	The date and time when the person was last updated.
		Suppressed Fields	The list of fields that are suppressed from deliveries.
		Segment	Segments help split up records for parallel processing.
		Names	First Name
	Middle Initial		The person's middle initial.
	Last Name		The last name of the person.
	Generational Suffix		The generational suffix of the person.
	Address	Street	The location address of the person.
		Suite Description	The description for the suite number.
		Suite	The unit or apartment number of the person.
		Mailing Street	The mailing address of the person or family.
		City	The city name for the person.
		State	The state of the person.
		Postal Code	The postal code for the person's address.
		ZIP Code	The 5-digit ZIP Code for the person.
		ZIP+Four	The ZIP+4 Code for the person.
		Geocoordinate	Latitude and longitude for the person.
Geocode Method		The precision level of the geocoordinate.	
Address Type		The type of address for the location.	

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Demographic	Location	Multi-Family	Indicates the location is a multi-family dwelling unit.
		Places Match Type	The type of match to the places database.
		Location Family Count	The actual number of deliverable families identified at the location.
		Location Unit Count	The actual number of deliverable units identified at the location.
		CBSA Code	The core based statistical area where the person resides.
		CBSA Level	Information on whether the CBSA is a micropolitan or metropolitan area.
		CSA Code	The combined statistical area code where the person resides.
		Census Block Group	The census block group of the location as defined by the U.S. Census Bureau.
		Census Tract	The census tract of the location as defined by the U.S. Census Bureau.
		Carrier Route Code	The carrier route for the location address as assigned by the USPS.
		FIPS Code	The unique identifier for counties based on the Federal Information Processing Standards (FIPS).
		Delivery Point Bar Code	The bar code for the postal route, assigned to the physical address.
		Mailing Score Code	The deliverability score of the location address.
	Congressional District	Congressional district code associated with the location.	
	Person	Estimated Head of Family	Indicates the person is the head of their family.
		Gender	The gender of the person.
		Estimated Married	An estimation of whether the person is married.
		Date of Birth	The person's date of birth.
		Estimated Date of Birth	A range representing an estimation of the person's date of birth.
		Credit Card Types	Indicates types of credit cards the person has.
Credit Card Count		The number of credit cards associated with the person.	
Registered Voter	Indicates the person is a registered voter.		
Political Party Affiliation	The person's political party affiliation.		

Section	Group	Attribute	Description
Demographic	Person	Interests: Accessories	Interested in shoes, purses, belts, jewelry, etc.
		Interests: African American Products	Interested in African American products.
		Interests: American History	Interested in patriotic themes or veterans issues.
		Interests: Asian Products	Interested in Asian products.
		Interests: Auto Racing	Interested in auto racing.
		Interests: Aviation	Interested in airplanes.
		Interests: Bargains	Interested in saving money from coupons and discounted items
		Interests: Baseball	Interested in baseball as a spectator, paraphernalia purchaser and/or participant.
		Interests: Basketball	Interested in basketball as a spectator.
		Interests: Beaches	Interested in coastal living.
		Interests: Birds	Interested in wild birds.
		Interests: Boating Sailing	Interested in boating, sailing, canoeing, kayaking, water skiing, rafting, etc.
		Interests: Books	Interested in buying books.
		Interests: Business	Interested in business news and content associated with running a business.
		Interests: Camping	Interested in camping, hiking, climbing, etc.
		Interests: Cars	Interested in cars.
		Interests: Catalogs	Interested in catalogs.
		Interests: Cats	Interested in cats
		Interests: Charities	Interested in donating to charites. DESC: Has a known history of donating to charitable causes.
		Interests: Childrens Apparel	Interested in children's clothing.
		Interests: Collectibles	Interested in collectibles.
		Interests: College	Interested in a specific college.
		Interests: Comics	Interested in comic books and strips, cartoons and comedies.
		Interests: Computers	Interested in personal computers.

Section	Group	Attribute	Description
Demographic	Person	Interests: Conservative Politics	Interested in a conservative political point of view or party.
		Interests: Cooking	Interested in cooking, baking, and all things culinary, including recipes and cooking equipment.
		Interests: Cosmetics	Interested in beauty related products, including makeup, hair care products and treatments.
		Interests: Crafts	Interested in crafts, including crochet, sewing, knitting, needlepoint, quilting, jewelry, ceramics, painting, etc.
		Interests: Created at	The date the interests detail was created.
		Interests: Credit Cards	Used a credit card to make a direct marketing purchase.
		Interests: Crocheting	Interested in crocheting.
		Interests: Cruises	Interested in or goes on cruises.
		Interests: Culture Arts	Interested in culture and the arts, including art, antiques, opera, museums, theatre.
		Interests: Current Events	Interested in media about current news and events.
		Interests: Dieting	Interested in weight control or weight loss.
		Interests: DIY	Interested in do-it-yourself projects.
		Interests: Dogs	Interested in dog related products.
		Interests: Domestic Travel	Interested in traveling within the borders of the United States.
		Interests: Electronics	Interested in audio visual electronics.
		Interests: Family	Lives in a household with children.
		Interests: Farming	Interested in rural America and farming.
		Interests: Fiction	Interested in fiction books.
		Interests: Fishing	Interested in fishing.
		Interests: Fitness	Interested in physical fitness.
		Interests: Football	Interested in football as a spectator.
		Interests: Gambling	Interested in casino gambling and lotteries.
		Interests: Games	Interested in computer games and traditional board games.

Section	Group	Attribute	Description
Demographic	Person	Interests: Gardening	Interested in gardening and plants, both indoors and outdoors.
		Interests: Gifts	Gives gifts to other people through gift catalogs.
		Interests: Golf	Interested in golf as a spectator.
		Interests: Gourmet Foods	Interested in gourmet and upscale food and wine.
		Interests: Health	Interested in health and self improvement.
		Interests: Hispanic Products	Interested in Hispanic products.
		Interests: History	Interested in reading about history.
		Interests: Hobbies	Interested in hobbies such as model building and collection of coins & stamps.
		Interests: Hockey	Interested in hockey as a spectator.
		Interests: Home Decor	Interested in interior decoration.
		Interests: Home Office Products	Interested in printers and fax machines
		Interests: Horses	Interested in horses and horse riding.
		Interests: Hunting	Interested in hunting.
		Interests: ID	The unique ID for the interests detail.
		Interests: Inspirational Products	Interested in motivational and self-help products and seminars.
		Interests: Internet	Has internet access or makes purchases online.
		Interests: Knitting	Interested in knitting.
		Interests: Liberal Politics	Interested in a liberal political point of view or party.
		Interests: Magazines	Has one or more magazine subscription.
		Interests: Mens Apparel	Interested in purchasing men's clothing.
Interests: Mens Fashion	Interested in upscale and fashionable men's clothing.		
Interests: Moneymaking Opportunities	Interested in get-rich-quick materials and opportunities.		

Section	Group	Attribute	Description
Demographic	Person	Interests: Motorcycles	Interested in motorcycles and ATVs.
		Interests: Music	Interested in music or audio equipment.
		Interests: Needlepoint	Interested in needlepoint.
		Interests: Nonfiction	Interested in non-fiction books.
		Interests: Outdoors	Interested in outdoor activities.
		Interests: Personal Finance	Interested in personal finance.
		Interests: Personalized Products	Interested in personalized products such as monograms and personalized checks.
		Interests: Pets	Interested in or an owner of pets.
		Interests: Photography	Interested in photography.
		Interests: Quilting	Interested in quilting.
		Interests: Religion	Interested in religion.
		Interests: RVs	Interested in traveling with an RV.
		Interests: Science	Interested in science such as physics and astronomy.
		Interests: Science Fiction	Interested in non-fiction books.
		Interests: Senior Products	Interested in senior citizen products.
		Interests: Sewing	Interested in sewing.
		Interests: Skiing	Interested in skiing.
		Interests: Soccer	Interested in playing or spectating soccer.
		Interests: Sports	Interested in sports as a spectator.
		Interests: Stationery	Interested in stationery products such as letterheads and envelopes.
		Interests: Sweepstakes	Interested in sweepstake offers or money making schemes.
		Interests: Technology	Interested in high tech electronic products.
Interests: Tennis	Interested in tennis as a spectator.		
Interests: Tobacco	Uses tobacco products such as cigarettes, cigars, and pipe tobacco.		

Section	Group	Attribute	Description
Demographic	Person	Interests: Travel	Interested in traveling.
		Interests: Trucks	Interested in trucks.
		Interests: TV Movies	Interested in movies on TV.
		Interests: Wildlife	Interested in the environment or wildlife.
		Interests: Womens Apparel	Interested in women's clothing.
		Interests: Womens Fashion	Interested in upscale and fashionable women's clothing.
	Family	Phones	Telephone numbers associated with the family.
		Family: Adult Count	The number of adults in the family.
		Family: Appeared on	The date the family moved into the location.
		Family: Behaviors	Estimated behaviors associated with the family.
		Family: Children Count	The number of children in the family.
		Family: Confirmed on	The date when the family was last confirmed.
		Family: Created at	The date and time when the family was created.
		Family: Drop Indicator	Indicates the family is no longer at this address.
		Family: Estimated Appeared on	A range that estimates the date the family moved into the residence.
		Family: Estimated Credit Card Revolver	An estimation of whether the family uses credit cards as revolving loans.
		Family: Estimated Disposable Income	Estimated disposable income of the family.
		Family: Estimated Education Level	The highest education level within the family.
		Family: Estimated Has Children	Indicates there are children in the family.
		Family: Estimated Home Owner	An estimation that the family owns their home.
Family: Estimated Income	The estimated income of the family.		
Family: Estimated Vacation Expenses	The estimated expenses the family spends on vacations.		

Section	Group	Attribute	Description
Demographic	Family	Family: Estimated Wealth	The estimated wealth of the family.
		Family: Home Owner	Indicates the family owns their home.
		Family: ID	The unique ID for the family detail.
		Family: Mail Offer Frequency	The number of years since the family responded to mail offers.
		Family: Mail Purchases	Indicates the family has made a mail order.
		Family: Member Count	The number of people in the family.
		Family: Potential Investor	Indicates the family is likely to make financial investments.
		Family: Status Code	Indicates suitable uses for the family record.
	Mortgage	Mortgage: Created at	The date the mortgage detail was created.
		Mortgage: Estimated Home Equity	An estimate of the current home equity.
		Mortgage: Estimated Interest Rate	The interest rate on the mortgage loan.
		Mortgage: Estimated Loan to Value	The estimated loan to value ratio.
		Mortgage: Finance Type	The type of finance used on the mortgage loan.
		Mortgage: ID	The unique ID for the mortgage detail.
		Mortgage: Loan Amount	The amount of the mortgage loan.
		Mortgage: Loan Type	Identifies the type of mortgage loan on the property.
		Mortgage: Owner	Indicates the person is associated with the property mortgage.
		Mortgage: Sale Date	The date of property sale.
		Mortgage: Sale Price	The price the home sold at.
		Mortgage: Secondary Property	Indicates that the family owns properties other than their residence.
		Age	The age of the individual.
		Real Estate: Acres	The size of the property in acres.
		Real Estate: Created at	The date the real estate was created.

Section	Group	Attribute	Description
Demographic	Mortgage	Real Estate: Estimated Home Value	An estimate of the current home value.
		Real Estate: Garage	Indicates the presence of a garage on the property.
		Real Estate: Heating Type	The type of system used to heat the home.
		Real Estate: ID	The unique ID for the real estate location.
		Real Estate: Number of Bathrooms	The number of bathrooms in the home.
		Real Estate: Number of Bedrooms	The number of bedrooms in the home.
		Real Estate: Number of Fireplaces	The total number of fireplaces in the home.
		Real Estate: Number of Rooms	The number of rooms in the home.
		Real Estate: Pool	Indicates the presence of a pool at the home.
		Real Estate: Square Footage	The size of the home in square feet.
		Real Estate: Year Home Built	The year the home was built.