



# Technical Documentation

## 1<sup>st</sup> Party Enrichment –

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## Table of Contents

***Verisk Marketing Solutions Overview 3***

***First Party Enrichment Overview 3***

***Identity 4***

**Identity Inputs 4**

**Identity Scoring Outputs 5**

**Identity Completion Outputs 6**

***Attributes 11***

**Attributes Inputs 11**

**Outputs 11**

Demographic Attributes: 12

Property Attributes: 28

Auto Attributes: 41

***Activate 42***

**Activate Inputs 42**

**Activate Outputs 43**

Activate Output Data 43

Activate Journeys 44

***Appendix : Error! Bookmark not defined.***

## Verisk Marketing Solutions Overview

Verisk Marketing Solutions is a consumer data and insights unit of Verisk that specializes in helping marketers and the platforms and providers they work with continuously maintain a real-time view of their consumers' profiles and behaviors as they change over time. We power personalized interactions to engage them with the right message, at the right time.

Verisk Marketing Solutions brings together the unique behavioral data assets from Jornaya with the proprietary identity graph from Infutor to provide marketers with comprehensive and actionable identity data for every consumer and household in the US, alongside the earliest indicators of their in-market shopping behavior. This one-of-a-kind view is maintained with the highest standards for data security and consumer privacy, preferences, and permissions.

Our solutions ensure marketers have the most complete picture of a consumer's identity, attributes, permissions, and in-market behaviors—helping to remove the guesswork around who, what, and when to reach out.

Customers who engage with us experience:

- Lead generation program ROI improvement
- Better customer acquisition & retention outcomes
- Real-time in-market insights (from 55k comparison shopping sites)
- Intelligence to inform cross-sell opportunities
- Improved reputation and financial risk management

## First Party Enrichment Overview

First Party Enrichment gives you the ability to unlock the potential of your existing database of customers and prospects.

Our marketer-friendly platform appends identity and attribute data that illuminates your ideal customers, which you can then engage based on in-market shopping behaviors observed in our proprietary network of comparison-shopping sites.

Within the First Party Enrichment platform, we offer 3 products, which when used in conjunction, empower marketers to confidently engage their existing customers or prospects based on the most up-to-date information and activity. Our products include:

- Identity
  - Our Identity Scoring and Completion capabilities allow you to identify stale records and update them with new ways to engage with consumers in your database
- Attributes
  - Identify your ideal customers by enriching your consumer records with attributes including demographic data, property data, financial data, and more
- Activate
  - Utilize our daily shopping signals to identify to engage with your customers when they're in-market

Read on to learn more about the requirements to use these products, as well as the specific data outputs provided.

## Identity

Our Identity Scoring and Completion capabilities allow you to identify records with stale or outdated phone numbers, emails, or addresses, and then fill in gaps to provide new ways to recognize and engage with consumers in your database. Consumer identity and contact data changes over time – this solution allows you to keep a constantly up-to-date view of the identity on every 1st party record in your database.

Read on to learn more about what data we need to initiate the services, as well as what data you can receive.

## Identity Inputs

<i>Input Field</i>	<i>Description</i>
<i>FullName</i>	Individual's full name
<i>fname</i>	First name, 15 characters max.
<i>lname</i>	Last name, 20 characters max.
<i>address1</i>	Address line 1, 64 characters max.
<i>address2</i>	Address line 2, 64 characters max.
<i>city</i>	City name, 28 characters max. * Either City/State or Zip is required.
<i>state</i>	2 character state abbreviation. * Either City/State or Zip is required.
<i>zip</i>	5 digit numeric USPS zip code. * Either City/State or Zip is required.
<i>phone</i>	10 digit numeric phone number (without spaces, dashes, or parentheses)
<i>phone2</i>	10 digit numeric phone number (without spaces, dashes, or parentheses)
<i>email</i>	Email address, 100 characters max
<i>IP</i>	IP v4 address in dotted decimal, nnn.nnn.nnn.nnn format Optional
<i>SHA2</i>	64 characters SHA2 email address encryption Optional
<i>SHA1</i>	40 characters SHA1 email address encryption Optional
<i>MD5</i>	32 characters MD5 email address encryption Optional

At a minimum, one of the following input combinations is required for processing:

- *fname* + *lname* + *address1* + *zip*
- *fname* + *lname* + *address1* + *city* + *state*
- *FullName* + *address1* + *zip*
- *FullName* + *address1* + *city* + *state*
- *phone*
- *email*

## Identity Scoring Outputs:

<b>Output Field</b>	<b>Description</b>	<b>Return Values</b>
<i>ValidPhone</i>	The phone is a valid 10 digit telephone number based on the North American Numbering Plan (NANP)	Score 0-100
<i>ValidPhone2</i>	The 2nd phone is a valid 10 digit telephone number based on the North American Numbering Plan (NANP)	Score 0-100
<i>ValidEmail</i>	The email is a valid email address format	Score 0-100
<i>ValidName</i>	The individual's first and last names appear to be valid names and do not contain vulgar words or expressions	Score 0-100
<i>NameToPhone</i>	The name links to the phone	Score 0-100
<i>NameToEmail</i>	The name links to the email	Score 0-100
<i>NameToAddress</i>	The name links to the postal address	Score 0-100
<i>Deceased</i>	<b>The deceased field is used to determine whether an identity is living or deceased.</b>  A score of 100 indicates the individual is living and a score of 0 represents the individual is deceased. If the field is Blank, it means Unknown	0 or 100 or Blank
<i>Phone Type</i>	Phone type for the Phone. L- Landline, V- VoIP, W- Wireless, O- Other	L, V, W, O
<i>PhoneConfidenceScore</i>	Score of 0 - 100 that reflects the confidence that a given phone is active and hasn't been reassigned, based on activity and velocity indicators	Score 0-100
<i>Phone2ConfidenceScore</i>	Score of 0 - 100 that reflects the confidence that a given phone is active and hasn't been reassigned, based on activity and velocity indicators	Score 0-100
<i>AddressConfidenceScore</i>	Score of 0 - 100 that reflects the confidence, accuracy, and deliverability for the input postal address	Score 0-100
<i>AddressToPhone</i>	The postal address links to the phone	Score 0-100
<i>AddressToEmail</i>	The postal address links to the email	Score 0-100
<i>PhoneToEmail</i>	The phone links to the email	Score 0-100
<i>Phone2ToEmail</i>	The 2nd phone links to the email	Score 0-100
<i>NameToPhone2</i>	The name links to the 2nd phone	Score 0-100
<i>AddressToPhone2</i>	The postal address links to the 2nd Phone	Score 0-100
<i>ValidZip</i>	Compare the input ZIP code to the listing of valid ZIP codes published by the Postal Service	Score 0-100
<i>ZipToPhone</i>	provides a signal on whether we have that phone belonging to a consumer who lives in that ZIP code.	Score 0-100
<i>IDVerifyScore</i>	The IDScore is an overall score to reflect the quality of an ID verification.	Score 0-100

## Identity Completion Outputs:

<b>Output Field</b>	<b>Description</b>	<b>Return Values</b>
<i>Cleansed Phone</i>	Data in this column indicates that phone input data has been successfully cleansed by CRM FreshLink or that the input data has been confirmed as clean	Phone number or blank
<i>Input Phone Type</i>	Phone Owner Id Match Category IP – Individual - PhoneHP – Household - PhoneAP – Address - PhoneNP – Name – PhoneLP – Last Name – PhoneFP – First Name - PhoneZP –Zip - PhoneP- Phone VerifiedX – No Match	IP, HP, AP, NP, LP, FP, ZP, P, X
<i>Cleansed Phone 2</i>	Data in this column indicates that phone input data has been successfully cleansed by CRM FreshLink or that the input data has been confirmed as clean	Phone number or blank
<i>Input Second Phone Type</i>	Phone Owner Id Match Category IP – Individual - PhoneHP – Household - PhoneAP – Address - PhoneNP – Name – PhoneLP – Last Name – PhoneFP – First Name - PhoneZP –Zip - PhoneP- Phone VerifiedX – No Match	IP, HP, AP, NP, LP, FP, ZP, P, X
<i>Cleansed Email</i>	Data in this column indicates that email input data has been successfully cleansed by CRM FreshLink or that the input data has been confirmed as clean	Email address or blank
<i>Cleansed First Name</i>	Data in this column indicates that name input data has been successfully cleansed by CRM FreshLink or that the input data has been confirmed as clean	First name or blank
<i>Cleansed Last Name</i>	Data in this column indicates that name input data has been successfully cleansed by CRM FreshLink or that the input data has been confirmed as clean.	Last name or blank
<i>Cleansed Middle Name</i>	Data in this column indicates that name input data has been successfully cleansed by CRM FreshLink or that the input data has been confirmed as clean.	Middle name or blank
<i>Cleansed Full Name</i>	Data in this column indicates that full name input data has been successfully cleansed by CRM FreshLink or that the input data has been confirmed as clean.	Full name or blank
<i>Cleansed Full Address</i>	Data in this column indicates that address input data has been successfully cleansed by CRM FreshLink or that the input data has been confirmed as clean.	Address or blank
<i>Cleansed City</i>	Data in this column indicates that city input data has been successfully cleansed by CRM FreshLink or that the input data has been confirmed as clean.	City or blank
<i>Cleansed State</i>	Data in this column indicates that State input data has been successfully cleansed by CRM FreshLink or that the input data has been confirmed as clean.	State or blank
<i>Cleansed Zip</i>	Data in this column indicates that zip input data has been successfully cleansed by CRM FreshLink or that the input data has been confirmed as clean.	Zip or blank
<i>Unique Customer PID</i>	Unique individual that was matched to on the database.1st Character – Y (Person found on the database)/N (Person not found on the database). Remaining characters - Unique Identifier.	String Value 32 characters max.
<i>Household ID</i>	Unique address + Last Name that was matched to on the database.1st Character - Y (Address found on the database)/N (Address not found on the database). Remaining characters - Unique Identifier.	String Value 100 characters max.
<i>Address ID</i>	Unique address that was matched to Infutor's Identity Graph.1st Character - Y (Address found on the database)/N (Address not found on the database).Remaining characters - Unique Identifier. This can be used in conjunction with other data points to understand if multiple customers are living at the same household.	String Value 32 characters max.

<i>Refreshed First Name</i>	<b>If input data is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	50 characters
	If no data was input, then we reference the Infutor Identity Graph to populate a result.	
<i>Refreshed Last Name</i>	<b>If input data is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	50 characters
	If no data was input, then we reference the Infutor Identity Graph to populate a result.	
<i>Refreshed Middle Name</i>	<b>If input data is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	1 Character
	If no data was input, then we reference the Infutor Identity Graph to populate a result.	
<i>Refreshed House Number</i>	<b>If an input House Number is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	10 Characters
	If no House Number was input, then we reference the Infutor Identity Graph to populate one.	
<i>Refreshed Pre Directional</i>	<b>Street Pre Direction: N, S, E, W, NE, SW, etc. If an input is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	2 Characters
	If no input was provided, then we reference the Infutor Identity Graph to populate one.	
<i>Refreshed Street Name</i>	Street name. If an input is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here. If no input was provided, then we reference the Infutor Identity Graph to populate one.	28 Characters
<i>Refreshed Street Type</i>	<b>Street suffix: ST, AVE, BLVD, etc. If an input is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	4 Characters
	If no input was provided, then we reference the Infutor Identity Graph to populate one.	
<i>Refreshed Post Directional</i>	<b>Street Post Direction: N, S, E, W, NE, SW, etc. If an input is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	2 Characters
	If no input was provided, then we reference the Infutor Identity Graph to populate one.	
<i>Refreshed Apartment Type</i>	<b>Secondary Unit designator: Apt, Suite, etc. If an input is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	4 Characters
	If no input was provided, then we reference the Infutor Identity Graph to populate one.	
<i>Refreshed Apartment Number</i>	<b>Secondary unit number: Apt #, Suite #, etc. If an input is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	8 Characters
	If no input was provided, then we reference the Infutor Identity Graph to populate one.	
<i>Refreshed Full Address</i>	<b>Full address output in a single field. If an input is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	100 Characters
	If no input was provided, then we reference the Infutor Identity Graph to populate one.	
<i>Refreshed City</i>	<b>USPS City Name. If an input is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	28 Characters
	If no input was provided, then we reference the Infutor Identity Graph to populate one.	
<i>Refreshed State</i>	<b>USPS state abbreviation. If an input is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	2 Characters
	If no input was provided, then we reference the Infutor Identity Graph to populate one.	
<i>Refreshed Zip5</i>	<b>Numeric USPS zip code. If an input is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	5 Characters
	If no input was provided, then we reference the Infutor Identity Graph to populate one.	

<i>Refreshed Zip +4 Extension</i>	<b>Numeric USPS zip+4 extension. If an input is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	4 Characters
	If no input was provided, then we reference the Infutor Identity Graph to populate one.	
<i>Refreshed Delivery Point Code</i>	<b>Delivery point code with check digit. If an input is provided, this field returns that input, and if it was successfully cleansed, the cleansed output will show here.</b>	3 Characters
	If no input was provided, then we reference the Infutor Identity Graph to populate one.	
<i>Refreshed Carrier Route Code</i>	<b>Carrier Route Code. If an input address is provided, this field returns the carrier route for that input, and if it was successfully cleansed, the carrier route for the cleansed output will show here.</b>	4 Characters
	If no input address was provided, then we reference the Infutor Identity Graph to populate an address and this field contains the corresponding carrier route code.	
<i>Zip4 Type Code</i>	<b>Appended USPS Zip+4 type</b> F – firm or company address G – General delivery address H – High-rise or business complex P – PO Box address R – Rural route address S – Street or residential address Blank - Unknown	F, G, H, P, R, S
<i>Delivery Point Validation</i>	<b>Appended Delivery Point Validation:</b> Y – Address DPV confirmed for both primary and (if present) secondary numbers D – Address DPV confirmed for primary number only, secondary number information was missing S – Address DPV confirmed for the primary number only, and secondary number information was present but unconfirmed N – Both Primary and (if present) Secondary number information failed to DPV confirm Blank – Address not presented to table	Y, D, S, N
<i>Appended Validation Date</i>	<b>Appended address last validated date</b>	YYYYMMDD or YYYYMM, depending on availability.
<i>Address Improvement Code</i>	<b>Address Improvement Codes:</b> 0 - Source Address is best address. 1 - Source Address NCOA'd.* 2 - Corrected Source Address NCOA'd*. 3 - New proprietary change of address returned. 4 - Corrected Source Address returned. 5 - Source Address NCOA'd, but MLNA. 6 - Corrected Source Address NCOA'd, but MLNA.* 7 - Source Address NCOA'd, but NIXIE.* 8 - Corrected Source Address NCOA'd, but NIXIE.* *Values 1, 2, 5 - 8 are returned only with the NCOA Add on.	0-8
<i>Appended Phone</i>	<b>Net new appended 10-digit numeric phone number (without spaces, dashes, or parentheses)</b>	10 characters
<i>Appended Phone Type</i>	<b>Phone type for the Phone. L=Landline, V=VoIP, W=Wireless, O=Other.</b>	L, V, W, O
<i>Appended DID</i>	<b>Direct Inward Dial Number</b>	Y or blank
<i>Appended Record Type</i>	<b>Appended Record Type</b> R – Residential B – Business P – Payphone U - Unknown	R, B, P, U
<i>Appended First Date</i>	<b>Date record was first received</b>	YYYYMMDD
<i>Appended Last Date</i>	<b>Date record was last received as connected</b>	YYYYMMDD
<i>Appended Telco Name</i>	<b>Name of original telephone company provider</b>	100 Characters
<i>Appended Phone Confidence Score</i>	<b>Telephone confidence score - 1 is highest confidence, 5 is lowest. 4's are considered possible disconnects, 5's are likely disconnects. PHV 1-3 are considered high confidence records.</b>	5-Jan



<i>Appended DA Code</i>	<b>Directory Assistance Flag, 1 character max.</b> Y – Record as it appears in Directory Assistance D – Record was removed / delisted from Directory Assistance Blank – Private record (not in Directory Assistance)	Y, D, Blank
<i>Appended Match Score</i>	<b>Appended Match Score (See Appendix B)</b>	nnn
<i>Appended Match Category</i>	<b>Appended Matched Category (up to 3, one for each appended phone)</b> I – Individual H – Household A – Address Z – Name/Zip	I, H, A, Z
<i>Appended Second Phone</i>	<b>Net New Appended 10-digit numeric phone number (without spaces, dashes, or parentheses)</b>	10 characters
<i>Appended Second Phone Type</i>	<b>Phone Type for the second appended phone</b> L – Land Line V – VoIP W – Wireless O – Other (Pay phone, Pager, Toll Free)	L, V, W, O
<i>Appended Second DID</i>	<b>Direct Inward Dial Number</b>	Y or blank
<i>Appended Second Record Type</i>	<b>Appended Record Type</b> R – Residential B – Business P – Payphone U – Unknown	R, B, P, U
<i>Appended Second First Date</i>	<b>Date record was first received</b>	YYYYMMDD
<i>Appended Second Last Date</i>	<b>Date record was last received as connected</b>	YYYYMMDD
<i>Appended Second Telco Name</i>	<b>Name of original telephone company provider</b>	100 Characters
<i>Appended Second Phone Confidence Score</i>	<b>Telephone confidence score 1 is highest confidence, 5 is lowest. 4's are considered possible disconnects, 5's are likely disconnects. PHV 1-3 are considered high confidence records.</b>	5-Jan
<i>Appended Second DA Code</i>	<b>Directory Assistance Flag, 1 character max.</b> Y – Record as it appears in Directory Assistance D – Record was removed / delisted from Directory Assistance Blank – Private record (not in Directory Assistance)	Y, D, Blank
<i>Appended Second Match Score</i>	<b>Appended Match Score (See Appendix B)</b>	nnn
<i>Appended Second Match Category</i>	<b>Appended Matched Category (up to 3, one for each appended phone)</b> I – Individual H – Household A – Address Z – Name/Zip	I, H, A, Z
<i>Appended Third Phone</i>	<b>Net New Appended 10 digit numeric phone number (without spaces, dashes, or parentheses)</b>	10 characters
<i>Appended Third Phone Type</i>	<b>Phone Type for the Third appended phone</b> L – Land Line V – VoIP W – Wireless O – Other (Pay phone, Pager, Toll Free)	L, V, W, O
<i>Appended Third DID</i>	<b>Direct Inward Dial Number</b>	Y or blank
<i>Appended Third Record Type</i>	<b>Appended Record Type</b> R – Residential B – Business P – Payphone U – Unknown	R, B, P, U
<i>Appended Third First Date</i>	<b>Date record was first received</b>	YYYYMMDD
<i>Appended Third Last Date</i>	<b>Date record was last received as connected</b>	YYYYMMDD
<i>Appended Third Telco Name</i>	<b>Name of original telephone company provider</b>	100 Characters

<i>Appended Third Phone Confidence Score</i>	<b>Telephone confidence score 1 is highest confidence, 5 is lowest. 4's are considered possible disconnects, 5's are likely disconnects. PHV 1-3 are considered high confidence records.</b>	5-Jan
<i>Appended Third DA Code</i>	<b>Directory Assistance Flag, 1 character max.</b> Y – Record as it appears in Directory Assistance D – Record was removed / delisted from Directory Assistance Blank – Private record (not in Directory Assistance)	Y, D, Blank
<i>Appended Third Score</i>	<b>Appended Match Score (See Appendix B)</b>	nnn
<i>Appended Third Category</i>	<b>Appended Matched Category (up to 3, one for each appended phone)</b> I – Individual H – Household A – Address Z – Name/Zip	I, H, A, Z
<i>Appended Email</i>	<b>Net New Appended Email Address</b>	100 Characters
<i>Appended Email Suppression Code</i>	<b>Email Suppression Code N - Email is Eligible for Deployment</b>	N or blank
<i>Appended Email Match Score</i>	<b>Appended Match Score (See Appendix B)</b>	nnn
<i>Appended Email Match Category</i>	<b>Appended Matched Category</b> I – Individual (First Name, Last Name, and Address) H – Household (Last Name and Address) A – Address (Address) Z – Name/Zip (Last Name and Zip Code)	I, H, A, Z
<i>Appended Email URL</i>	<b>Appended URL - Indicates the website the consumer "opted-in" to receive marketing emails.</b>	100 Characters
<i>Appended Email Last Date</i>	<b>Appended Email Last Seen Date</b>	YYYYMMDD
<i>Appended Second Email</i>	<b>Net New Appended Email Address</b>	100 Characters
<i>Appended Second Email Suppression Code</i>	<b>Email Suppression Code N – Email is Eligible for Deployment</b>	N or blank
<i>Appended Second Email Match Score</i>	<b>Appended Match Score (See Appendix B)</b>	nnn
<i>Appended Second Email Match Category</i>	<b>Appended Matched Category</b> I – Individual (First Name, Last Name, and Address) H – Household (Last Name and Address) A – Address (Address) Z – Name/Zip (Last Name and Zip Code)	I, H, A, Z
<i>Appended Second Email URL</i>	<b>Second Appended Email URL - Indicates the website the consumer "opted-in" to receive marketing emails.</b>	100 Characters
<i>Appended Second Email Last Date</i>	<b>Second Appended Email Last Seen Date</b>	YYYYMMDD
<i>Appended Third Email</i>	<b>Net New Appended Email Address</b>	100 Characters
<i>Appended Third Email Suppression Code</i>	<b>Email Suppression Code N – Email is Eligible for Deployment</b>	N or blank
<i>Appended Third Email Match Score</i>	<b>Appended Match Score (See Appendix B)</b>	nnn
<i>Appended Third Email Match Category</i>	<b>Appended Matched Category</b> I – Individual (First Name, Last Name, and Address) H – Household (Last Name and Address) A – Address (Address) Z – Name/Zip (Last Name and Zip Code)	I, H, A, Z
<i>Appended Third Email URL</i>	<b>Third Appended Email URL - Indicates the website the consumer "opted-in" to receive marketing emails.</b>	100 Characters
<i>Appended Third Email Last Date</i>	<b>Third Appended Email Last Seen Date</b>	YYYYMMDD

## Attribute Enrichment:

Enrich your understanding of your customers and prospects by appending attributes including demographic data, property data, auto data, and more. VMS's attribute append capabilities help you identify customers that match your ideal profile, and tailor / personalize your engagement based on the characteristics of the individual.

Read on to learn more about what data we need to initiate the services, as well as what data you can receive.

## Attributes Inputs

<i>Input Field</i>	<i>Description</i>	<b>Required</b>
<i>fname</i>	First name, 15 characters max.	
<i>lname</i>	Last name, 20 characters max.	
<i>address1</i>	Address line 1, 64 characters max.	✓
<i>city</i>	City name, 28 characters max. * Either City/State or Zip is required.	✓
<i>state</i>	2 character state abbreviation. * Either City/State or Zip is required.	✓
<i>zip</i>	5 digit numeric USPS zip code. * Either City/State or Zip is required.	✓
<i>phone</i>	10 digit numeric phone number (without spaces, dashes, or parentheses)	✓
<i>email</i>	Email address, 100 characters max	✓
<i>persistentID</i>	Synthetic PID, Unique individual. Encrypted value	
<i>householdId</i>	Synthetic Household ID, Unique address + Last Name. Encrypted value	

At a minimum, one of the following input combinations is required for processing:

- phone
- email
- address1 + zip
- address1 + city + state

**NOTE:** For enhanced Identity resolution, it is highly recommended to include name in the input.

## Attributes Outputs

There are different types of attribute data that we can append, based on what you've elected to receive: demographic, property, and auto. For convenience, below, we've grouped these outputs accordingly. Note that if you've elected to receive data from multiple data categories, you will still receive all the appended data in the same output file

### Demographic Attributes:

	Description	Return Values
GENDER	<b>Known gender - Male, Female.</b>	1 character: M or F
	The gender of an individual is typically gathered from self-reported or public information sources, or can be assigned based on the individuals name and/or title. In cases where the individual's first name and title are unknown/ambiguous and no additional sources reflect gender, the gender will be coded as "Unknown."	
	M - Male F - Female	
AGE	<b>Adult Estimated Age is calculated from date of birth data.</b>	2 characters from 18-99
	Age data is applied at the individual level and is compiled from a variety of sources that may include public data, buying activities, and self-reported information. This is a calculation of age based on the individual's Year of Birth. The calculation is current year less the YOB.	
DOB	<b>The known month and Year of birth of the individual and date where available.</b>	Formats YYYYMMDD, YYYYMM, YYYY
	The Adult Date of Birth select will identify members of the household that meet the given birth date criteria. Dates must be entered for the birth month and year..	
	Age data is applied at the individual level and is compiled from a variety of sources that may include public data, buying activities, and self-reported information. Exact age data is considered sensitive in nature and may require contractual restrictions	
CITY	City Name - As listed in USPS Publication 26, Directory of Post Offices. Post Office names in excess of 28 positions have been abbreviated by USPS	28 characters
STATE	State Abbreviation: AL, FL, IL, NY, etc.	2 characters
ZIP	Five-Position numeric as assigned in USPS publication 65, National Zip Code Directory	5 characters
DPV	Delivery Point Validation Code: Y - Address DPV confirmed for both primary and (if present) secondary numbers D - Address DPV confirmed for the primary number only, and secondary number information was missing S - Address DPV confirmed for the primary number only, and secondary number information was present but unconfirmed N - Both Primary and (if present) Secondary number information failed to DPV Confirm	1 character: Y, D, S, N
VACANT	Vacant: Y - Physical Address Identified by USPS as Vacant N - Someone living at that address	1 character: Y or N

<i>MSA</i>	A metropolitan statistical area (MSA), formerly known as a standard metropolitan statistical area (SMSA), is the formal definition of a region that consists of a city and surrounding communities that are linked by social and economic factors, as established by the U.S. Office of Management and Budget (OMB). For more information on how FIPS, MSA and CBSA are related, visit <a href="https://data.nber.org/data/cbsa-msa-fips-ssa-county-crosswalk.html">https://data.nber.org/data/cbsa-msa-fips-ssa-county-crosswalk.html</a>	4 characters
<i>CBSA</i>	New metropolitan and micropolitan statistical area definitions were announced by OMB on June 6, 2003, based on application of the 2000 standards with Census 2000 data. Metropolitan and Micropolitan Statistical Areas are collectively referred to as Core-Based Statistical Areas. Metropolitan statistical areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties. M	5 characters
<i>STATECD</i>	Federal Information Processing System (FIPS) Codes for States and Counties FIPS codes are numbers which uniquely identify geographic areas, this fields contains the two-digit State code, e.g. Code 01 corresponds to ALABAMA	2 characters
<i>CNTYCD</i>	Federal Information Processing System (FIPS) Codes for States and Counties FIPS codes are numbers which uniquely identify geographic areas, this fields contains the three-digit count code, e.g. Code 003 corresponds to Baldwin County	3 characters
<i>CENSUSTRACT</i>	A census tract, census area, census district or meshblock is a geographic region defined for the purpose of taking a census	6 characters
<i>CENSUSBLCK</i>	A census block is the smallest geographic unit used by the United States Census Bureau for tabulation of 100-percent data.	4 characters
<i>CNTYSIZECD</i>	ABCD Counties are based on the population totals of U.S. counties and also their proximity to a metro area or anchor city. A counties are the largest U.S. counties by population, and D counties are the smallest. Counties are classified on the basis of data from the latest census, which takes place every 10 years. County Size Code: A - Any county located in the 25 largest U.S. cities or their consolidated statistical urban areas B - Any county not designated as an A County that has population over 150,000 or is part of a consolidated statistical area with population over 150,000 C - Any county or consolidated statistical area not designated as an A or B County that has population over 40,000 D - Any county statistical area not designated as an A, B, or C County Screen reader support enabled.	1 characters
<i>LATITUDE</i>	The geometrical location north or south of the equator assigned to the address.	
<i>LONGITUDE</i>	The geometrical location east or west of a north-south line, called the prime meridian, assigned to the address.	
<i>GEOLEVEL</i>	The level of precision at which the Latitude and Longitude are assigned. 01 - Exact Parcel Level 02 - Street Interpolation (ie., parcel point interpolation between 2 points) 03 - Street Point (i.e., a spatial location derived from placement on the street centerline) 04 - ZIP9 05 - ZIP7 06 - ZIP5 07 - CITY 08 - STATE	From 01-08
<i>LOR</i>	Length of residence indicates the probable number of years an individual/household has been located at current address. Data comes from multiple sources including real estate, public record and self-reported sources.	2 characters: 00 - 99

<p><i>HOMEOWNERCD</i></p>	<p><b>Homeowner and renter status identifies if the occupant of the residence is the homeowner or a renter.</b></p> <p>Data comes from multiple sources including property deed records from County Assessors or County Recorders, new home sales transaction data, and self-reported survey data.</p> <p>Homeowner Codes:                      H - Homeowner is a deterministic value of known homeowners as recorded by property deed records and recorded home sales                      R - Renter is a deterministic value of known households living in properties that are not currently occupied by the homeowner. Data is sourced from property deed records and recorded home sales data.                      O - Probable Homeowner is a probabilistic value identifying medium-level confidence of a homeowner status. Data is based on a combination of survey data signals indicating a likely homeowner status.*                      P - Probable Renter is a probabilistic value identifying medium-level confidence of a renter status. Data is based on a combination of survey data signals indicating a likely renter status.*                      U - Unknown are records with no data signals to indicate a homeowner or renter status and are assigned as likely to be low-confidence renters. Previous versions recorded assigned these records as NULL.*</p> <p>*These response values will be available in November 2022 for on-premise and in December 2022 for append.</p>	<p>1 character: H, R, O, P, U</p>														
<p><i>DWELLTYPE</i></p>	<p>Dwelling Type is an indicator of the type of structure at a given address. Single Family Dwelling Unit (SFDU) indicates that one household resides in the structure. Multiple Family Dwelling Unit (MFDU) is one where more than one household is present in the building.                      S=Single Family Dwelling Unit (SFDU)                      M=Multi-family Dwelling Unit (MFDU)                      Blank - Unknown</p>	<p>1 character: S or M</p>														
<p><i>EHI</i></p>	<p><b>Estimated income level is a model and takes into consideration several known demographic attributes, self-reported information and census demographics.</b></p> <p>Data is assigned at the household level.</p> <table border="1" data-bbox="381 1428 1242 1606"> <tr> <td>Estimated Household Income:</td> <td>F - \$75,000-\$99,999</td> </tr> <tr> <td>A - Less than \$20,000</td> <td>G - \$100,000-\$124,999</td> </tr> <tr> <td>B - \$20,000-\$29,999</td> <td>H - \$125,000-\$149,999</td> </tr> <tr> <td>C - \$30,000-\$39,999</td> <td>I - \$150,000-\$174,999</td> </tr> <tr> <td>D - \$40,000-\$49,999</td> <td>J - \$175,000-\$199,999</td> </tr> <tr> <td>E - \$50,000-\$74,999</td> <td>K - \$200,000-\$249,999</td> </tr> <tr> <td></td> <td>L - \$250,000+</td> </tr> </table>	Estimated Household Income:	F - \$75,000-\$99,999	A - Less than \$20,000	G - \$100,000-\$124,999	B - \$20,000-\$29,999	H - \$125,000-\$149,999	C - \$30,000-\$39,999	I - \$150,000-\$174,999	D - \$40,000-\$49,999	J - \$175,000-\$199,999	E - \$50,000-\$74,999	K - \$200,000-\$249,999		L - \$250,000+	<p>1 character</p>
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	L - \$250,000+															
<p><i>MARRIEDCD</i></p>	<p><b>Known marital status and modeled information.</b></p> <p>The Marital Status select indicates if member of the household is likely married or single. Data is applied at the household level where available and then the married or single designation is inferred at the Zip+4 or to provide more thorough coverage.</p> <p>M - Married                      S - Single</p>	<p>1 character: M or S</p>														

<b>SGLPARENT</b>	<b>Potentially single parent determined by model of known demographic information.</b>	1 character: Y																					
	The Single Parent Household select is used to identify households with a potentially single parent present. Data is applied at the household level and is sourced from self-reported survey data.																						
<b>HHNBRSR</b>	<b>Total number of individuals in a given household whose known birth year indicates and age of 65 or greater</b>	1 character: Y																					
<b>HHNBR</b>	<b>Total number of individuals in a given household.</b>	Number of individuals in household																					
<b>SPANISHSPCD</b>	<b>Indicator of an individual who has reported speaking Spanish in the household</b>	1 character: Y																					
<b>SOHOCD</b>	<b>Indicates an individual owns a small business or has a home office at this address.</b>	1 character: Y																					
<b>VETERANCD</b>	<b>Compilation of signals and self reported data indicating an individual within the household has served or is serving in the armed forces.</b>	1 character: Y																					
<b>CREDITCARD</b>	<b>Indicator that an individual has used a credit card for purchases of goods and services. Y - Credit Card</b>	1 character																					
<b>WEALTHSCR</b>	<b>The net worth selection is a demographically based analytical model which predicts the ranges for household net worth.</b>	1 character: A - M																					
	Net worth is calculated by the total assets estimated to be associated with a household (such as deposit accounts, investments and home value) minus liabilities (such as loans, mortgages and credit card debt).																						
	<table border="0"> <tr> <td>A = \$0 OR LESS</td> <td>G = \$100,000 - \$149,999</td> </tr> <tr> <td>B = \$1 - \$4,999</td> <td>H = \$150,000 - \$249,999</td> </tr> <tr> <td>C = \$5,000 - \$24,999</td> <td>I = \$250,000 - \$374,999</td> </tr> <tr> <td>D = \$25,000 - \$49,999</td> <td>J = \$375,000 -</td> </tr> <tr> <td>E = \$50,000 - \$74,999</td> <td>K = \$500,000 - \$749,999</td> </tr> <tr> <td>\$499,999</td> <td>L = \$750,000 - \$999,999</td> </tr> <tr> <td>F = \$75,000 - \$99,999</td> <td>M = \$1,000,000 +</td> </tr> </table>	A = \$0 OR LESS	G = \$100,000 - \$149,999	B = \$1 - \$4,999	H = \$150,000 - \$249,999	C = \$5,000 - \$24,999	I = \$250,000 - \$374,999	D = \$25,000 - \$49,999	J = \$375,000 -	E = \$50,000 - \$74,999	K = \$500,000 - \$749,999	\$499,999	L = \$750,000 - \$999,999	F = \$75,000 - \$99,999	M = \$1,000,000 +								
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\$499,999	L = \$750,000 - \$999,999																						
F = \$75,000 - \$99,999	M = \$1,000,000 +																						
<b>CHARITYDNR</b>	<b>Known donor to charitable causes received from self-reported and other transactional sources</b>	1 character: Y																					
<b>MRKTHOMEVAL</b>	<b>Estimated market value of home as indicated by County Tax Assessor and deed records. The Home Market Value indicates the relative Home Market Value as compared to all of the homes within the same county. This data is applied at the address level</b>	1 character: A - S																					
	<table border="0"> <tr> <td>A - \$1,000 - \$24,999</td> <td>H - \$175,000 - \$199,999</td> <td>O - \$400,000 - \$449,999</td> </tr> <tr> <td>B - \$25,000 - \$49,999</td> <td>I - \$200,000 - \$224,999</td> <td>P - \$450,000 - \$499,999</td> </tr> <tr> <td>C - \$50,000 - \$74,999</td> <td>J - \$225,000 - \$249,999</td> <td>Q - \$500,000 - \$749,999</td> </tr> <tr> <td>D - \$75,000 - \$99,999</td> <td>K - \$250,000 - \$274,999</td> <td>R - \$750,000 - \$999,999</td> </tr> <tr> <td>E - \$100,000 - \$124,999</td> <td>L - \$275,000 - \$299,999</td> <td>S - \$1,000,000 Plus</td> </tr> <tr> <td>F - \$125,000 - \$149,999</td> <td>M - \$300,000 - \$349,999</td> <td></td> </tr> <tr> <td>G - \$150,000 - \$174,999</td> <td>N - \$350,000 - \$399,999</td> <td></td> </tr> </table>	A - \$1,000 - \$24,999	H - \$175,000 - \$199,999	O - \$400,000 - \$449,999	B - \$25,000 - \$49,999	I - \$200,000 - \$224,999	P - \$450,000 - \$499,999	C - \$50,000 - \$74,999	J - \$225,000 - \$249,999	Q - \$500,000 - \$749,999	D - \$75,000 - \$99,999	K - \$250,000 - \$274,999	R - \$750,000 - \$999,999	E - \$100,000 - \$124,999	L - \$275,000 - \$299,999	S - \$1,000,000 Plus	F - \$125,000 - \$149,999	M - \$300,000 - \$349,999		G - \$150,000 - \$174,999	N - \$350,000 - \$399,999		
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<b>EDUCATIONCD</b>	<b>Education is defined as the level of education completed by the consumer. This is a probabilistic attribute based on self-reported information, surveys, and census sources.</b>	1 character: A, B, C, D, E, F
<b>OCCUPATIONCD</b>	<b>Derived from self-reported data and/or state license bureaus indicating an individual's occupation code.</b>	1 character: A - Z, 1 - 5
<b>ETHNICITYCD</b>	<b>Ethnicity of an Individual as proved by self reported participante and overlays from participating source data.</b>	1 character: A, C, E, F, I, J, M, N, O, P, S, T, W, Y, Z
<b>RELIGIONCD</b>	<b>Religion of individual as provided by self reported participants and overlays from participating source data.</b>	1 character: B, C, E, G, H, I, J, S, L, M, O, P, S, X

A - Completed High School  
 B - Completed College  
 C - Completed Graduate School  
 D - Attended Vocational/Technical  
 E - Some High school  
 F - Some College

A - PROF/TECH B - DOCTOR C - LAWYER/JUDGE D - TEACHER/LIBRARIAN E - ADMIN/MGMT F - MANAGEMENT G - PROPRIETOR H - SUPERVISOR I - SALES/SERVICE J - CLERICAL	K - BLUE COLLAR L - FORMAN M - OPERATIVES N - FARM O - UNSKILLED P - SERVICE WORKER Q - MILITARY R - STUDENT S - RETIRED T - HOMEMAKE R	U - UNKNOWN V - SELF-EMPLOYED X - AGRICULTURE/ENVIRONMENT Y - DISABLED Z - FINANCE 1 - GOVERNMENT & MILITARY/CIVIL SERVANT 2 - LEGAL 3 - MEDICAL 4 - NON-EMPLOYED/UNDER-EMPLOYED 5 - PROFESSIONAL BLUE COLLAR
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A - Southeast Asian C - Central & Southwest Asian E - Eastern European F - All African American Ethnic Groups I - Middle Eastern J - Jewish M - Mediterranean N - Native American	O - Far Eastern P - Polynesian S - Scandinavian T - Other W - Western European Y - Hispanic Z - Uncoded (No Group)
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B - Buddhist C - Catholic G - Greek Orthodox H - Hindu I - Islamic J - Jewish K - Siku	L - Lutheran M - Mormon O - Eastern Orthodox P - Protestant S - Shinto X - Not Known or Unmatched
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<p><i>LANGUAGECD</i></p>	<p><b>Languages spoken by an individual as provided by self reported participants and overlays from participating source data</b></p> <table border="1" data-bbox="375 352 1253 913"> <tr> <td data-bbox="375 352 667 825"> <p>A2 - Albanian A3 - Amharic A4 - Arabic A5 - Armenian A6 - Ashanti B4 - Bulgarian B5 - Burmese C1 - Chinese (Mandarin, Cantonese, and other dialects) C3 - Czech D1 - Danish D2 - Dutch E1 - English E2 - Estonian F1 - Farsi F2 - Finnish F3 - French G2 - German</p> </td> <td data-bbox="667 352 959 800"> <p>G3 - Ga G4 - Greek H2 - Hebrew H3 - Hindi H4 - Hungarian I2 - Indonesian I3 - Italian J1 - Japanese K2 - Khmer K4 - Korean L1 - Laotian (including Hmong) L2 - Latvian L3 - Lithuanian N2 - Norwegian O1 - Oromo P1 - Pashto P2 - Polish</p> </td> <td data-bbox="959 352 1253 751"> <p>P3 - Portuguese R1 - Romanian R2 - Russian S2 - Serbo-Croatian S3 - Sinhalese S4 - Slovakian S5 - Slovenian S8 - Spanish S9 - Swahili SB- Swedish T1 - Tagalog T3 - Thai T4 - Tibetan T6 - Turkish U1 - Urdu V1 - Vietnamese</p> </td> </tr> </table>	<p>A2 - Albanian A3 - Amharic A4 - Arabic A5 - Armenian A6 - Ashanti B4 - Bulgarian B5 - Burmese C1 - Chinese (Mandarin, Cantonese, and other dialects) C3 - Czech D1 - Danish D2 - Dutch E1 - English E2 - Estonian F1 - Farsi F2 - Finnish F3 - French G2 - German</p>	<p>G3 - Ga G4 - Greek H2 - Hebrew H3 - Hindi H4 - Hungarian I2 - Indonesian I3 - Italian J1 - Japanese K2 - Khmer K4 - Korean L1 - Laotian (including Hmong) L2 - Latvian L3 - Lithuanian N2 - Norwegian O1 - Oromo P1 - Pashto P2 - Polish</p>	<p>P3 - Portuguese R1 - Romanian R2 - Russian S2 - Serbo-Croatian S3 - Sinhalese S4 - Slovakian S5 - Slovenian S8 - Spanish S9 - Swahili SB- Swedish T1 - Tagalog T3 - Thai T4 - Tibetan T6 - Turkish U1 - Urdu V1 - Vietnamese</p>	<p>2 character</p>
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<p><i>CHILD</i></p>	<p><b>The Presence of Children, children's age ranges and number of children selections reflects the probable presence of children under age 18 in a given household.</b></p> <p>Information is sourced from children's age and gender data which is gathered from a variety of sources that includes public records where they may be available, survey data as well as modeled census based information.</p> <p>Y - Presence of Children</p>	<p>1 character: Y or Blank</p>			
<p><i>CHILDAGECD_6</i></p>	<p><b>Presence of Children under 6</b></p>	<p>1 character</p>			
<p><i>CHILDAGECD_6_10</i></p>	<p><b>Presence of Children Aged 6 - 10</b></p>	<p>1 character</p>			
<p><i>CHILDAGECD_11_15</i></p>	<p><b>Presence of Children Aged 11 - 15</b></p>	<p>1 character</p>			
<p><i>CHILDAGECD_16_17</i></p>	<p><b>Presence of Children Aged 16 - 17</b></p>	<p>1 character</p>			
<p><i>CHILDNBRCD</i></p>	<p><b>Number of Children Code:</b> A - No Children B - Less Than 3 C - 3-5 D - 6+</p>	<p>1 character: A, B, C, D</p>			
<p><i>YRBLD</i></p>	<p><b>Year dwelling was built based on real estate transaction and deed records County Assessor or County Recorder based</b></p>	<p>Format YYYY</p>			
<p><i>MOBHOMECD</i></p>	<p><b>Residence is a mobile home as indicated by Real Estate transaction and deed records County Assessor or County Recorder based</b></p>	<p>1 character: Y</p>			
<p><i>POOL</i></p>	<p><b>Residence has a pool as indicated by Real Estate transaction and deed records County Assessor or County Recorder based</b></p>	<p>1 character: Y</p>			
<p><i>FIREPLCD</i></p>	<p><b>Residence has a fireplace as indicated by Real Estate transaction and deed records County Assessor or County Recorder based</b></p>	<p>1 character: Y</p>			

<i>MS_ACCESSORY</i>	<b>Includes shoes, purses, belts, etc.</b>	Values from 0 to 99
<i>MS_APPAREL</i>	<b>Includes the purchase of clothing. MS_ACCESSORY, MS_KIDAPP, MS_MENAPP, and MS_WOMAPP are included in the overall MS_APPAREL variable.</b>	Values from 0 to 99
<i>MS_AUDIO</i>	<b>Includes purchases related to audio equipment.</b>	Values from 0 to 99
<i>MS_AUTO</i>	<b>Includes purchases related to Cars/Trucks</b>	Values from 0 to 99
<i>MS_AVIATION</i>	<b>Includes purchases of aviation related items.</b>	Values from 0 to 99
<i>MS_BARGAINS</i>	<b>Includes purchases of low-cost or on-sale products from catalogs, retail and websites</b>	Values from 0 to 99
<i>MS_BIBLE</i>	<b>Includes purchases of religious items</b>	Values from 0 to 99
<i>MS_BOATSAIL</i>	<b>Includes boating, sailing, canoeing, kayaking, water skiing, rafting, etc</b>	Values from 0 to 99
<i>MS_BOOKS</i>	<b>Number of distinct book company participants.</b>	Values from 0 to 99
<i>MS_BUSINESS</i>	<b>Includes business news, and/or products usually associated with running a business or a career or operating an office</b>	Values from 0 to 99
<i>MS_CAMP</i>	<b>Includes camping and hiking</b>	Values from 0 to 99
<i>MS_CATALOG</i>	<b>Number of different catalogs ordered from.</b>	Values from 0 to 99
<i>MS_COLLECTIBLES</i>	<b>Includes dolls, coins, stamps, stuffed animals, plates, memorabilia, etc.</b>	Values from 0 to 99
<i>MS_COMPUTERS</i>	<b>Includes Computers, software and computer accessories</b>	Values from 0 to 99
<i>MS_COOKING</i>	<b>Includes recipes, cooking utensils and food products</b>	Values from 0 to 99
<i>MS_BEAUTY</i>	<b>Includes purchases of Beauty &amp; Cosmetic items</b>	Values from 0 to 99
<i>MS_CRAFTS</i>	<b>Includes crochet, sewing, knitting, needlepoint, quilting, jewelry, ceramics, painting, etc.</b>	Values from 0 to 99
<i>MS_CULTUREARTS</i>	<b>Includes art, antiques, opera, museums, the theatre, etc.</b>	Values from 0 to 99
<i>MS_CURREVENT</i>	<b>Includes periodicals, news magazines, websites &amp; blogs</b>	Values from 0 to 99
<i>MS_DIY</i>	<b>Includes home improvements and construction, wood working, auto repair, etc.</b>	Values from 0 to 99
<i>MS_ELECTRONICS</i>	<b>Includes home and auto stereos, video equipment, etc. Does not include computers.</b>	Values from 0 to 99
<i>MS_EQUESTRIAN</i>	<b>Includes purchases related to horses/horse riding</b>	Values from 0 to 99
<i>MS_FAMILY</i>	<b>Includes products designed for families with children.</b>	Values from 0 to 99
<i>MS_FICTION</i>	<b>Include books &amp; magazines of fiction</b>	Values from 0 to 99
<i>MS_FISHING</i>	<b>Include fishing paraphenalia as well as books &amp; publications related to fishings</b>	Values from 0 to 99
<i>MS_FITNESS</i>	<b>Includes purchases of fitness equipment, clothing, accessories as well as subscribers to publications and books.</b>	Values from 0 to 99
<i>MS_FOOD</i>	<b>Includes purchases of any food item</b>	Values from 0 to 99
<i>MS_FUNDRAISING</i>	<b>Includes purchases of any food item</b>	Values from 0 to 99
<i>MS_GAMES</i>	<b>Includes computer games, traditional board games, puzzles, etc.</b>	Values from 0 to 99

MS_GARDEN	Includes purchases of gardening products, plants, seeds, books etc. Also includes subscribers to gardening publications	Values from 0 to 99
MS_MERCHANDISE	Includes catalog items not classified under any other affinity.	Values from 0 to 99
MS_GIFTGIVR	Number of orders that were given as gifts.	Values from 0 to 99
MS_GIFTEE	Number of orders that were received as gifts.	Values from 0 to 99
MS_GIFTS	Includes products usually given as gifts.	Values from 0 to 99
MS_GOURMET	Includes upscale products, and fine foods, wines, and other expensive items.	Values from 0 to 99
MS_HEALTH	MS_FITNESS is included in MS_HEALTH. Also includes health related items which are not fitness	Values from 0 to 99
MS_HISTORY	Includes purchases of books/publications related to history	Values from 0 to 99
MS_HOLIDAY	Includes items related to the holidays, usually Christmas.	Values from 0 to 99
MS_HOMEDECR	Includes furniture as well as other home décor items such as rugs, vases, pictures etc.	Values from 0 to 99
MS_HOMELIV	MS_CAT_HOMELIV, MS_PUB_HOMELIV, MS_HOMEDECR, MS_PUB_HOMEDECR, MS_CAT_HOMEDECR, MS_CAT_GARDEN, MS_COOKING, MS_PUB_COOKING, MS_GARDEN, MS_PUB_GARDEN, and MS_HOUSEWARES	Values from 0 to 99
MS_HOUSEWARES	Includes housewares excluding large appliance purchases	Values from 0 to 99
MS_HUMOR	Includes comic books and strips, cartoons, comedies, etc.	Values from 0 to 99
MS_HUNTING	Includes purchases of all types of hunting related items (including rifles, bows etc) as well as subscribers to hunting publications	Values from 0 to 99
MS_INSPARATION	Includes non-religious products, such as new age products, astrology, etc.	Values from 0 to 99
MS_KIDAPP	Includes all types of children's apparel	Values from 0 to 99
MS_MAGS	Number of distinct participating magazine titles.	Values from 0 to 99
MS_MENAPP	Includes all types of men's apparel	Values from 0 to 99
MS_MOTORCYCLES	Includes all types of motorcycles/motorcycle related products and subscriptions to motorcycle publications	Values from 0 to 99
MS_MUSIC	Includes music, music playing equipment, and musical instruments.	Values from 0 to 99
MS_MONEYMAKING	Includes moneymaking opportunities, usually of the get-rich-quick nature.	Values from 0 to 99
MS_OUTDOORS	MS_BOATSAIL, MS_CAMP, MS_FISHING, and MS_HUNTING are included in MS_OUTDOORS.	Values from 0 to 99
MS_PFIN	Includes all types of personal finance (including magazines)	Values from 0 to 99
MS_PETS	Includes purchase of all types of pet products including cats and dogs	Values from 0 to 99
MS_PHOTOPROC	Includes companies that offer film processed via the mail or the Internet.	Values from 0 to 99
MS_PHOTO	Includes products/magazines related to photography	Values from 0 to 99
MS_PUBLISH	Number of distinct publishing participants, counting individual magazines and book companies	Values from 0 to 99

MS_PUB_COOKING	<b>Includes all types of cooking publications &amp; books</b>	Values from 0 to 99
MS_PUB_FAMILY	<b>Includes all types of family/children publications &amp; books</b>	Values from 0 to 99
MS_PUB_GARDEN	<b>Includes all types of gardening publications &amp; books</b>	Values from 0 to 99
MS_PUB_GIFTGIVR	<b>Indicates number of magazine subscriptions given as a gift</b>	Values from 0 to 99
MS_PUB_GIFTEE	<b>Indicates number of magazine subscriptions or book orders received as a Gift.</b>	Values from 0 to 99
MS_PUB_HOMEDECR	<b>Includes all types of publications &amp; books related to home décor and furnishings</b>	Values from 0 to 99
MS_PUB_HOMELIV	<b>Includes all types of publications &amp; books related to home living</b>	Values from 0 to 99
MS_PUB_OUTDOORS	<b>Includes all types of publications &amp; books related to outdoors (includes hunting, fishing, camping, hiking, some watersports)</b>	Values from 0 to 99
MS_SCIENCE	<b>Includes products, magazines &amp; books related to science</b>	Values from 0 to 99
MS_SPORTS	<b>Includes products, magazines &amp; books related to sports</b>	Values from 0 to 99
MS_TRAVEL	<b>Includes products, magazines &amp; books related traveling &amp; vacations</b>	Values from 0 to 99
MS_TVMOVIES	<b>Includes purchases of videos, subscribers to streaming services as well as magazine subscribers</b>	Values from 0 to 99
MS_WILDLIFE	<b>Includes purchasers of products related to Wildlife and the environment as well as donors &amp; magazine subscribers</b>	Values from 0 to 99
MS_WOMAN	<b>Includes generic women's publications.</b>	Values from 0 to 99
MS_WOMAPP	<b>Includes all types of women's apparel</b>	Values from 0 to 99
MS_WOMFASH	<b>Includes publications related to women's fashion.</b>	Values from 0 to 99
CPI_HISTORY_AMERICAN_INDEX	<b>Interested specifically in American History, patriotic themes, and/or veteran's issues. Included in CPI_HISTORY_INDEX.</b>	Values from 9 to 0
CPI_APPAREL_INDEX	<b>Interested in or purchasers of Apparel or fashion.</b>	Values from 9 to 0
	<b>Includes the CPI_APPAREL_ACCESSORIES, CPI_APPAREL_KIDS, CPI_APPAREL_MEN, CPI_APPAREL_MENFASH, CPI_APPAREL_WOMEN, CPI_APPAREL_WOMFASH indices below.</b>	
CPI_APPAREL_ACCESSORY_INDEX	<b>Interested in or purchasers of shoes, purses, belts, etc. Included in CPI_APPAREL_INDEX.</b>	Values from 9 to 0
CPI_APPAREL_KIDS_INDEX	<b>Interested in or purchasers of children's apparel via direct marketing channels. Included in CPI_APPAREL_INDEX.</b>	Values from 9 to 0
CPI_APPAREL_MEN_INDEX	<b>Interested in or purchasers of men's apparel . Included in CPI_APPAREL_INDEX.</b>	Values from 9 to 0
CPI_APPAREL_MENFASH_INDEX	<b>Interested in or purchasers of men's fashion. Included in CPI_APPAREL_INDEX.</b>	Values from 9 to 0
CPI_APPAREL_WOMEN_INDEX	<b>Interested in or purchasers of women's apparel via direct marketing channels. Included in CPI_APPAREL_INDEX.</b>	Values from 9 to 0
CPI_APPAREL_WOMFASH_INDEX	<b>Interested in or purchasers of women's fashion. Included in CPI_APPAREL_INDEX.</b>	Values from 9 to 0
CPI_INSURANCE_AUTO_INDEX	<b>Interested in purchasing Automobile Insurance</b>	Values from 9 to 0
CPI_AUTO_TRUCKS_INDEX	<b>Interested specifically in trucks (excluding SUVs). Included in CPI_AUTO_INDEX.</b>	Values from 9 to 0

CPI_AUTO_INDEX	Interested in anything automobile-related, such as auto parts and tools, restoration, performance, general and make/model specific enthusiast products, etc. Includes CPI_AUTO_RACING and CPI_AUTO_TRUCKS indices.	Values from 9 to 0
CPI_AVIATION_INDEX	Interested in airplanes and other things that really fly and can transport things and people. Does not include toy planes.	Values from 9 to 0
CPI_BARGAINS_INDEX	Interested in saving money, including coupons, low-cost stores and discount clubs, money-saving sales, rewards programs, auction websites, free stuff, etc.	Values from 9 to 0
CPI_BEAUTY_INDEX	Interested in beauty-related products, including cosmetics, treatments, etc.	Values from 9 to 0
CPI_BIBLE_INDEX	Interested in religion, church-going, bible-oriented products, and the spiritual.	Values from 9 to 0
CPI_PUBLISH_BOOKS_INDEX	Known to have purchased a book via direct marketing channels.	Values from 9 to 0
	Included in CPI_PUBLISH_INDEX. Includes CPI_NONFICTION, CPI_FICTION, and CPI_SCIFI passions.	
CPI_BUSINESS_INDEX	Interested in business news, career, and/or products usually associated with running a business. Includes CPI_BUSINESS_HOMEOFFICE index.	Values from 9 to 0
CPI_BUSINESS_HOMEOFFICE_INDEX	Indication that the person has a Home Office. Included in CPI_BUSINESS_INDEX.	Values from 9 to 0
CPI_CATALOG_INDEX	Has purchased from a catalog.	Values from 9 to 0
CPI_DONOR_INDEX	Has a known history of donating to charitable causes.	Values from 9 to 0
CPI_FAMILY_INDEX	Those known to live in a family (i.e., adults and children) household, based on the presence of children and/or the purchase of children's related products. Includes both CPI_FAMILY_TEEN_INDEX and CPI_FAMILY_YOUNG_INDEX.	Values from 9 to 0
CPI_FAMILY_TEEN_INDEX	Those known to live in a family (i.e., adults and children) household with at least one teenager, based on based the presence of children and/or the purchase of teen-related products. Included in CPI_FAMILY_INDEX.	Values from 9 to 0
CPI_FAMILY_YOUNG_INDEX	Those known to live in a family (i.e., adults and children) household with at least one child under , based on the presence of children and/or the purchase of younger children's related products. Included in CPI_FAMILY_INDEX.	Values from 9 to 0
CPI_COLLECTIBLES_INDEX	Interested in collectibles, including dolls, coins, stamps, stuffed animals, plates, memorabilia, etc.	Values from 9 to 0
CPI_COLLEGE_INDEX	Interested in colleges and universities as an alumni.	Values from 9 to 0
CPI_COMPUTERS_INDEX	Interested in computers and products used with computers.	Values from 9 to 0
CPI_CONTINUITY_INDEX	Purchased a product offered via continuity.	Values from 9 to 0
CPI_COOKING_INDEX	Interested in cooking, baking, and all things culinary, including recipes and cooking equipment. Included in CPI_HOMELIV_INDEX.	Values from 9 to 0
CPI_CRAFTS_INDEX	Covers all crafts, including crochet, sewing, knitting, needlepoint, quilting, jewelry, ceramics, painting, etc.	Values from 9 to 0
	Includes the CPI_CRAFTS_CROCHET, CPI_CRAFTS_KNIT, CPI_CRAFTS_NEEDLEPOINT, CPI_CRAFTS_QUILT, CPI_CRAFTS_SEW passions listed below.	
CPI_CRAFTS_CROCHET_INDEX	Interested in crocheting. Included in CPI_CRAFTS Index	Values from 9 to 0

<i>CPI_CRAFTS_KNIT_INDEX</i>	<b>Interested in knitting. Included in CPI_CRAFTS Index</b>	Values from 9 to 0
<i>CPI_CRAFTS_NEEDLEPOINT_INDEX</i>	<b>Interested in needlepoint. Included in CPI_CRAFTS Index</b>	Values from 9 to 0
<i>CPI_CRAFTS_QUILT_INDEX</i>	<b>Interested in quilting. Included in CPI_CRAFTS Index</b>	Values from 9 to 0
<i>CPI_CRAFTS_SEW_INDEX</i>	<b>Interested in the sewing craft. Included in CPI_CRAFTS_INDEX.</b>	Values from 9 to 0
<i>CPI_CC_INDEX</i>	<b>Has used a credit card to make a purchase</b>	Values from 9 to 0
<i>CPI_CREDIT_REPAIR_INDEX</i>	<b>Interested in repairing their credit</b>	Values from 9 to 0
<i>CPI_CREDIT_REPORT_INDEX</i>	<b>Have purchased or obtained a copy of their credit report</b>	Values from 9 to 0
<i>CPI_CULTUREARTS_INDEX</i>	<b>Interested in culture and the arts, including art, antiques, opera, museums, the theatre, etc.</b>	Values from 9 to 0
<i>CPI_CURREVENT_INDEX</i>	<b>Interested in the news and politics.</b>	Values from 9 to 0
<i>CPI_DIY_INDEX</i>	<b>Interested in Do It Yourself projects, including home improvements and construction, wood working, auto repair, etc.</b>	Values from 9 to 0
<i>CPI_EDUCATION_SEEKER_INDEX</i>	<b>Interested in furthering their education including online schools, brick and mortar schools and trade schools</b>	Values from 9 to 0
<i>CPI_ELECTRONICS_INDEX</i>	<b>Interested in electronics, such as home and auto stereos, video equipment, etc. Does not include computers.</b>	Values from 9 to 0
<i>CPI_FICTION_INDEX</i>	<b>Interested in fiction books. Included in CPI_PUBLISH_INDEX and CPI_PUBLISH_BOOKS_INDEX.</b>	Values from 9 to 0
<i>CPI_GAMBLING_INDEX</i>	<b>Interested in games of chance, including casino gambling and lotteries.</b>	Values from 9 to 0
<i>CPI_GAMES_INDEX</i>	<b>Interested in a variety of games, including computer games, traditional board games, puzzles, etc.</b>	Values from 9 to 0
<i>CPI_GARDENING_INDEX</i>	<b>Interested in gardening and plants, both indoors and outdoors, decorative and edible. Included in CPI_HOMELIV_INDEX.</b>	Values from 9 to 0
<i>CPI_GIFTGIVR_INDEX</i>	<b>Has been known to purchase gifts for others via a direct marketing channel.</b>	Values from 9 to 0
<i>CPI_GOURMET_INDEX</i>	<b>Interested in gourmet and upscale products, such as fine foods, wines, and other expensive items.</b>	Values from 9 to 0
<i>CPI_HEALTH_INDEX</i>	<b>Interested in one's health and/or self-improvement. Includes HEALTH_DIET and HEALTH_FITNESS indices below.</b>	Values from 9 to 0
<i>CPI_INSURANCE_HEALTH_INDEX</i>	<b>Interested in purchasing Health Insurance</b>	Values from 9 to 0
<i>CPI_HEALTH_DIET_INDEX</i>	<b>Interested in weight control or losing weight. Included in CPI_HEALTH_INDEX.</b>	Values from 9 to 0
<i>CPI_HEALTH_FITNESS_INDEX</i>	<b>Interested in physical fitness and exercise, including running, biking, walking, weight lifting, aerobics, etc. Included in CPI_HEALTH_INDEX.</b>	Values from 9 to 0
<i>CPI_HIGHTECH_INDEX</i>	<b>Interested in new and/or relatively rare high technology electronic products, such as HDTV's, digital video cameras, digital video recorders, satellite radio, pagers, home fax machines, plasma TVs, etc. This is a moving target as products become more accepted and as new products are invented.</b>	Values from 9 to 0



<i>CPI_HISPANIC_INDEX</i>	<b>Race indicated as Hispanic, speaks Spanish, and/or interested in Hispanic-oriented products.</b>	Values from 9 to 0
<i>CPI_HISTORY_INDEX</i>	<b>Interested in History. Includes CPI_HISTORY_AMERICAN index.</b>	Values from 9 to 0
<i>CPI_HOBBIES_INDEX</i>	<b>Interested in unspecified hobbies or in various hobbies not included in other passions.</b>	Values from 9 to 0
<i>CPI_HOMEDECR_INDEX</i>	<b>Interested in Home Decorating, such as furnishings, wall and window treatments, layouts, etc. Included in CPI_HOMELIV_INDEX.</b>	Values from 9 to 0
<i>CPI_HOMELIV_INDEX</i>	<b>Interested in things related to the home. These include the CPI_COOKING, CPI_GARDENING, and CPI_HOMEDECR passions listed below, but also include house wares, linens, and the like.</b>	Values from 9 to 0
<i>CPI_EQUESTRIAN_INDEX</i>	<b>Interested in horses and riding.</b>	Values from 9 to 0
<i>CPI_INSPIRATION_INDEX</i>	<b>Interested in non-religious inspiration, including new age products, astrology, etc.</b>	Values from 9 to 0
<i>CPI_INSURANCE_INDEX</i>	<b>Interested in purchasing insurance (includes Life, Health &amp; Auto)</b>	Values from 9 to 0
<i>CPI_INTERNET_ACCESS_INDEX</i>	<b>Known only to have internet access; does not necessarily include an internet purchase. Included in CPI_INTERNET_INDEX.</b>	Values from 9 to 0
<i>CPI_INTERNET_BUY_INDEX</i>	<b>Known to have purchased a product via the internet. Included in CPI_INTERNET_INDEX.</b>	Values from 9 to 0
<i>CPI_INTERNET_INDEX</i>	<b>Known to be on the internet. Includes the INTERNET_ACCESS and INTERNET_BUY passions.</b>	Values from 9 to 0
<i>CPI_JOB_SEEKERS_INDEX</i>	<b>Users of online job searching sites</b>	Values from 9 to 0
<i>CPI_PUBLISH_MAGS_INDEX</i>	<b>Known to have purchased a magazine via direct marketing channels. Included in CPI_PUBLISH_INDEX.</b>	Values from 9 to 0
<i>CPI_PUBLISH_INDEX</i>	<b>Known to have purchased a book or magazine via direct marketing channels.</b> Includes CPI_PUBLISH_MAGS and CPI_PUBLISH_BOOKS passions.	Values from 9 to 0
<i>CPI_MOBILE_APPS_INDEX</i>	<b>Have purchased a ring tone or app for a mobile device</b>	Values from 9 to 0
<i>CPI_MOTORCYCLES_INDEX</i>	<b>Interested in motorcycles and ATVs.</b>	Values from 9 to 0
<i>CPI_MUSIC_INDEX</i>	<b>Interested in music and/or music playing equipment.</b>	Values from 9 to 0
<i>CPI_NONFICTION_INDEX</i>	<b>Interested in non-fiction books. Included in CPI_PUBLISH_INDEX and CPI_PUBLISH_BOOKS_INDEX.</b>	Values from 9 to 0
<i>CPI_MONEYMAKING_INDEX</i>	<b>Interested in moneymaking opportunities, usually of the get-rich- quick nature.</b>	Values from 9 to 0
<i>CPI_OUTDOORS_INDEX</i>	<b>Interested in outdoor, sportsman-type activities.</b> Includes the CPI_OUTDOORS_BOATSAIL, CPI_OUTDOORS_CAMP, CPI_OUTDOORS_FISHING, CPI_OUTDOORS_HUNTING, and CPI_OUTDOORS_HUNTFISH passions listed below.	Values from 9 to 0
<i>CPI_OUTDOORS_BOATSAIL_INDEX</i>	<b>Interested in boating, sailing, canoeing, kayaking, water skiing, rafting, etc. Included in CPI_OUTDOORS_INDEX.</b>	Values from 9 to 0

<i>CPI_OUTDOORS_CAMP_INDEX</i>	<b>Interested in camping, hiking, climbing, etc. Included in CPI_OUTDOORS_INDEX.</b>	Values from 9 to 0
<i>CPI_OUTDOORS_FISHING_INDEX</i>	<b>Interested specifically in fishing, saltwater and/or freshwater. Included in CPI_OUTDOORS_INDEX.</b>	Values from 9 to 0
<i>CPI_OUTDOORS_HUNTING_INDEX</i>	<b>Interested specifically in hunting or guns. Included in CPI_OUTDOORS_INDEX.</b>	Values from 9 to 0
<i>CPI_OUTDOORS_HUNTING_FISHING_INDEX</i>	<b>Interested in hunting and/or fishing. Source data covers both (general sportsman activities), not specific to one or the other. Included in CPI_OUTDOORS_INDEX.</b>	Values from 9 to 0
<i>CPI_PFIN_INDEX</i>	<b>Interested in personal finance, investments, retirement planning, etc.</b>	Values from 9 to 0
<i>CPI_EGO_INDEX</i>	<b>Interested in personalized products, such as monograms.</b>	Values from 9 to 0
<i>CPI_PETS_INDEX</i>	<b>Includes purchase of all types of pet products including cats and dogs</b>	Values from 9 to 0
<i>CPI_PETS_CATS_INDEX</i>	<b>Interested in or an owner of cats. Included in CPI_PETS_INDEX.</b>	Values from 9 to 0
<i>CPI_PETS_DOGS_INDEX</i>	<b>Interested in or an owner of dogs. Included in CPI_PETS_INDEX.</b>	Values from 9 to 0
<i>CPI_PHOTOPROC_INDEX</i>	<b>Known to have had film processed via the mail or the internet.</b>	Values from 9 to 0
<i>CPI_PHOTOGRAPHY_INDEX</i>	<b>Interested in photography.</b>	Values from 9 to 0
<i>CPI_CONSERVATIVE_INDEX</i>	<b>Expressed a preference for a conservative political point of view or party.</b>	Values from 9 to 0
<i>CPI_LIBERAL_INDEX</i>	<b>Expressed a preference for a liberal political point of view or party.</b>	Values from 9 to 0
<i>CPI_SOCIAL_NETWORKING_INDEX</i>	<b>Users of online social networking services such as facebook, twitter etc.</b>	Values from 9 to 0
<i>CPI_SPORTS_INDEX</i>	<b>Interested in sports, mostly spectator and/or paraphernalia purchaser, but includes participation.</b>  Includes the CPI_SPORTS_BASEBALL, CPI_SPORTS_BASKETBALL, CPI_SPORTS_FOOTBALL, CPI_SPORTS_GOLF, CPI_SPORTS_HOCKEY, CPI_SPORTS_SKIING, CPI_SPORTS_SOCCER and CPI_SPORTS_TENNIS passions below.	Values from 9 to 0
<i>CPI_SPORTS_BASEBALL_INDEX</i>	<b>Interested in the specific sport of Baseball as a spectator, paraphernalia purchaser and/or participant.</b>	Values from 9 to 0
<i>CPI_SPORTS_BASKETBALL_INDEX</i>	<b>Interested in Basketball</b>	Values from 9 to 0
<i>CPI_SPORTS_BIKING_INDEX</i>	<b>Interested in Biking</b>	Values from 9 to 0
<i>CPI_SPORTS_FOOTBALL_INDEX</i>	<b>Interested in Football</b>	Values from 9 to 0
<i>CPI_SPORTS_GOLF_INDEX</i>	<b>Interested in Golf</b>	Values from 9 to 0
<i>CPI_SPORTS_HOCKEY_INDEX</i>	<b>Interested in Hockey</b>	Values from 9 to 0
<i>CPI_SPORTS_RUNNING_INDEX</i>	<b>Interested in Running</b>	Values from 9 to 0
<i>CPI_SPORTS_SKIING_INDEX</i>	<b>Interested in Skiing</b>	Values from 9 to 0
<i>CPI_SPORTS_SOCCER_INDEX</i>	<b>Interested in Soccer</b>	Values from 9 to 0



<i>CPI_SPORTS_SWIMMING_INDEX</i>	<b>Interested in Swimming</b>	Values from 9 to 0
<i>CPI_SPORTS_TENNIS_INDEX</i>	<b>Interested in Tennis</b>	Values from 9 to 0
<i>CPI_SWEEPS_INDEX</i>	<b>Interested in offers utilizing sweepstakes.</b>	Values from 9 to 0
<i>CPI_TRAVEL_INDEX</i>	<b>Interested in traveling. Includes the CPI_TRAVEL_CRUISE, CPI_TRAVEL_RV and CPI_TRAVEL_US passions.</b>	Values from 9 to 0
<i>CPI_TRAVEL_CRUISE_INDEX</i>	<b>Interested in boat cruises. Included in CPI_TRAVEL_INDEX.</b>	Values from 9 to 0
<i>CPI_TRAVEL_RV_INDEX</i>	<b>Interested in recreational vehicles or known to own one. Included in CPI_TRAVEL_INDEX.</b>	Values from 9 to 0
<i>CPI_TRAVEL_US_INDEX</i>	<b>Interested in travel within the US. Included in CPI_TRAVEL_INDEX.</b>	Values from 9 to 0
<i>CPI_TVMOVIES_INDEX</i>	<b>Interested in television, movies, videos, DVDs, etc.</b>	Values from 9 to 0
<i>CPI_WILDLIFE_INDEX</i>	<b>Interested in the environment and/or wildlife.</b>	Values from 9 to 0
<i>HHCLSTRDCD</i>	<b>See <a href="https://infutor.com/cluster-explorer/">https://infutor.com/cluster-explorer/</a> for cluster codes and definitions</b>	Cluster code
<i>NEIGHBORHOOD_CLSTRDCD</i>	<b>See <a href="https://infutor.com/cluster-explorer/">https://infutor.com/cluster-explorer/</a> for cluster codes and definitions</b>	Cluster code
<i>FMCLSTRDCD</i>	<b>See <a href="https://infutor.com/cluster-explorer/">https://infutor.com/cluster-explorer/</a> for cluster codes and definitions</b>	Cluster code
<i>MESSAGING_CLSTRDCD</i>	<b>See Connex Messaging Clusters Table</b>	Cluster code
<i>DIGITALCLSTRDCD</i>	<b>See <a href="https://infutor.com/cluster-explorer/">https://infutor.com/cluster-explorer/</a> for cluster codes and definitions</b>	Cluster code
<i>GENERATION_CLSTRDCD</i>	<b>See <a href="https://infutor.com/cluster-explorer/">https://infutor.com/cluster-explorer/</a> for cluster codes and definitions</b>	Cluster code
<i>GENERATION_GRPDCD</i>	<b>See Connex Generation Groups Table</b>	Generation group code
<i>LIFESTG_CLSTRDCD</i>	<b>See Connex Life Stage Clusters Table</b>	Cluster code
<i>LIFESTG_GRPDCD</i>	<b>See Connex Life Stage Groups Table below</b>	Life Stage group code
<i>CT_MEDIA_HEAVYUSAGE_MAGAZINE</i>	<b>Y - Frequent reader of magazines</b>	1 character: Y
<i>CT_MEDIA_HEAVYUSAGE_NEWSPAPER</i>	<b>Y - Frequent reader of newspapers</b>	1 character: Y
<i>CT_MEDIA_HEAVYUSAGE_RADIO</i>	<b>Y - Frequent listener to radio</b>	1 character: Y
<i>CT_MEDIA_HEAVYUSAGE_PTRADIO</i>	<b>Y - Frequent listener to radio primetime</b>	1 character: Y
<i>CT_MEDIA_HEAVYUSAGE_TV</i>	<b>Y - Frequent watcher of television</b>	1 character: Y
<i>CT_MEDIA_HEAVYUSAGE_INTERNET</i>	<b>Y - Frequent user of internet</b>	1 character: Y
<i>CT_MEDIA_HEAVYUSAGE_ODRMDA</i>	<b>Y - Frequent reader of outdoor media</b>	1 character: Y
<i>CT_SOCIALUSAGE30_FB</i>	<b>Y - Facebook Social media, photo or video-sharing services visited or used in the last 30 days</b>	1 character: Y
<i>CT_SOCIALUSAGE30_INSTA</i>	<b>Y - Instagram Social media, photo or video-sharing services visited or used in the last 30 days</b>	1 character: Y
<i>CT_SOCIALUSAGE30_LNKIN</i>	<b>Y - LinkedIn Social media, photo or video-sharing services visited or used in the last 30 days</b>	1 character: Y
<i>CT_SOCIALUSAGE30_PINT</i>	<b>Y - Pinterest Social media, photo or video-sharing services visited or used in the last 30 days</b>	1 character: Y

CT_SOCIALUSAGE30_TWITTER	<b>Y - Twitter Social media, photo or video-sharing services visited or used in the last 30 days</b>	1 character: Y
CT_SOCIALUSAGE30_YOUTUBE	<b>Y - Youtube Social media, photo or video-sharing services visited or used in the last 30 days</b>	1 character: Y
CT_STRMSUB_PRIME	<b>Y - Subscribes to Prime Video for streaming video services</b>	1 character: Y
CT_STRMSUB_HULU	<b>Y - Subscribes to Hulu for streaming video services</b>	1 character: Y
CT_STRMSUB_NETFLIX	<b>Y - Subscribes to Netflix for streaming video services</b>	1 character: Y
CT_SMRTPHN_TYPEOWNS_ANDROID	<b>Y - Owns an Android smartphone (any brand)</b>	1 character: Y
CT_SMRTPHN_TYPEOWNS_IPHONE	<b>Y - Owns an Apple iPhone smartphone</b>	1 character: Y
CT_HOMEIMPROVE12_ANY	<b>Y - Made improvements to home</b>	1 character: Y
CT_HOMEREMODEL12_ANY	<b>Y - Home Remodeling - Summary: Any: In last 12 months</b>	1 character: Y
CT_POLITICAL_PARTYAFF_DEMOCRAT	<b>Y - Democratic political affiliation</b>	1 character: Y
CT_POLITICAL_PARTYAFF_GOP	<b>Y - Republican political affiliation</b>	1 character: Y
CT_POLITICAL_PARTYAFF_IND	<b>Y - Independent/no party affiliation</b>	1 character: Y
CT_POLITICAL_OUTLOOK_VCONSERV	<b>Y - Political outlook is very conservative</b>	1 character: Y
CT_POLITICAL_OUTLOOK_SCONSERV	<b>Y - Political outlook is somewhat conservative</b>	1 character: Y
CT_POLITICAL_OUTLOOK_MIDDLE	<b>Y - Political outlook is middle of the road</b>	1 character: Y
CT_POLITICAL_OUTLOOK_SLIBERAL	<b>Y - Political outlook is somewhat liberal</b>	1 character: Y
CT_POLITICAL_OUTLOOK_VLIBERAL	<b>Y - Political outlook is very liberal</b>	1 character: Y
CT_ONLINESHOPSEG_OFFLINE	<b>Y - Online Shoppers Segments: Offline-Only Shoppers</b>	1 character: Y
CT_ONLINESHOPSEG_TRAD	<b>Y - Online Shoppers Segments: Traditional Consumers</b>	1 character: Y
CT_ONLINESHOPSEG_STRAIGHT	<b>Y - Online Shoppers Segments: Straightforward Shoppers</b>	1 character: Y
CT_ONLINESHOPSEG_DEAL	<b>Y - Online Shoppers Segments: Passionate Deal Seekers</b>	1 character: Y
CT_ONLINESHOPSEG_QUALITY	<b>Y - Online Shoppers Segments: Active Quality Seekers</b>	1 character: Y
CT_TECHTUDESEG_PHOBES	<b>Y - Technology Attitude Segments: Techno-Phobes</b>	1 character: Y
CT_TECHTUDESEG_LAGGARDS	<b>Y - Technology Attitude Segments: Techno-Laggards</b>	1 character: Y
CT_TECHTUDESEG_SPLIOTERS	<b>Y - Technology Attitude Segments: Tech-Splioters</b>	1 character: Y
CT_TECHTUDESEG_GAMERS	<b>Y - Technology Attitude Segments: Techno-Gamers</b>	1 character: Y
CT_TECHTUDESEG_THUSIASTS	<b>Y - Technology Attitude Segments: Tech-Thusiasts</b>	1 character: Y
CT_TECHTUDESEG_SPLORERS	<b>Y - Technology Attitude Segments: Tech-Splorers</b>	1 character: Y
CT_DNR_CONTRIB_PBS	<b>Y - Contributed to Public Broadcasting Service (PBS)</b>	1 character: Y
CT_DNR_CONTRIB_NPR	<b>Y - Contributed to National Public Radio (NPR)</b>	1 character: Y
CT_DNR_CONTRIB_RELIGIOUS	<b>Y - Contributed to religious organization(s)</b>	1 character: Y
CT_DNR_CONTRIB_ARTS	<b>Y - Contributed to arts/cultural organization(s)</b>	1 character: Y
CT_DNR_CONTRIB_EDU	<b>Y - Contributed to educational organization(s)</b>	1 character: Y
CT_DNR_CONTRIB_ENVIRONMENTAL	<b>Y - Contributed to environmental organization(s)</b>	1 character: Y

CT_DNR_CONTRIB_HEAL TH	<b>Y - Contributed to health organization(s)</b>	1 character: Y
CT_DNR_CONTRIB_POL	<b>Y - Contributed to political organization(s)</b>	1 character: Y
CT_DNR_CONTRIB_SOCS ERV	<b>Y - Contributed to social service organization(s)</b>	1 character: Y
CT_DNR_CONTRIB_NONR EL	<b>Y - Contributed to other non-religious organization(s)</b>	1 character: Y
CT_DNR_CONTRIBAMT_H IGH	<b>Y - Contributed \$500 or more to organization(s)</b>	1 character: Y
CT_VOLUNTEER_CHTYOR G	<b>Y - Volunteered for a charitable organization</b>	1 character: Y
CENSPCT_WATER	<b>Percentage of Water in a given zip code</b>	From 0-100
CENS_POP_DENSITY	<b>Population Density per square mile in a given zip code</b>	6 character max eg. 85035
CENS_HU_DENSITY	<b>Housing Units Density per square mile in a given zip code</b>	6 character max eg. 29338
CENSPCT_POP_WHITE	<b>Percentage of White population in a given zip code</b>	From 0-100
CENSPCT_POP_BLACK	<b>Percentage of Black population in a given zip code</b>	From 0-100
CENSPCT_POP_AMERIND	<b>Percentage of American Indian population in a given zip code</b>	From 0-100
CENSPCT_POP_ASIAN	<b>Percentage of Asian population in a given zip code</b>	From 0-100
CENSPCT_POP_PACISL	<b>Percentage of Pac Islander population in a given zip code</b>	From 0-100
CENSPCT_POP_OTHRACE	<b>Percentage of Other Races population in a given zip code</b>	From 0-100
CENSPCT_POP_MULTIRA CE	<b>Percentage of Multi Race population in a given zip code</b>	From 0-100
CENSPCT_POP_HISPANIC	<b>Percentage of Hispanic population in a given zip code</b>	From 0-100
CENSPCT_POP_AGELT18	<b>Percentage Population Age 18 in a given zip code</b>	From 0-100
CENSPCT_POP_MALES	<b>Percentage Males in a given zip code</b>	From 0-100
CENSPCT_ADULT_AGE18 24	<b>Percentage Adult Age 18-24 in a given zip code</b>	From 0-100
CENSPCT_ADULT_AGE25 34	<b>Percentage Adult Age 25-34 in a given zip code</b>	From 0-100
CENSPCT_ADULT_AGE35 44	<b>Percentage Adult Age 35-44 in a given zip code</b>	From 0-100
CENSPCT_ADULT_AGE45 54	<b>Percentage Adult Age 45-54 in a given zip code</b>	From 0-100
CENSPCT_ADULT_AGE55 64	<b>Percentage Adult Age 55-64 in a given zip code</b>	From 0-100
CENSPCT_ADULT_AGE65 65	<b>Percentage Adult Age 65+ in a given zip code</b>	From 0-100
CENS_POP_MEDAGE	<b>Population Median Age in a given zip code</b>	From 0-100
CENS_HH_AVGSIZE	<b>Average Household Size in a given zip code (not rounded to the nearest whole)</b>	10 characters max eg. 3
CENSPCT_HH_FAMILY	<b>Percentage HH Family in a given zip code</b>	From 0-100
CENSPCT_HH_FAMILY_H USBWIFE	<b>Percentage HH Family Husband &amp; Wife in a given zip code</b>	From 0-100
CENSPCT_HU_OCCUPIED	<b>Percentage Housing unit Occupied in a given zip code</b>	From 0-100
CENSPCT_HU_OWNED	<b>Percentage Housing unit Owned in a given zip code</b>	From 0-100
CENSPCT_HU_RENTED	<b>Percentage Housing unit Rented in a given zip code</b>	From 0-100

<i>CENSPCT_HU_VACANTSEASONAL</i>	<b>Percentage Housing unit Vacant/Seasonal in a given zip code</b>	From 0-100
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Property Attributes:

<i>Output Field</i>	<i>Description</i>	<i>Return Values</i>				
<i>PROP_IND</i>	<p><b>Property type indicator, 2 digit numeric:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;">                     10 - Single Family Residence / Townhouse                      11 - Condominium (residential)                      20 - Commercial                      21 - Duplex, Triplex, Quadplex                      22 - Apartment                      23 - Hotel, Motel                      24 - Commercial (condominium)                      25 - Retail                      26 - Services (general public)                      27 - Office Building                      28 - Warehouse                      29 - Financial Institution                 </td> <td style="width: 50%; vertical-align: top;">                     30 - Hospital (medical complex, clinic)                      31 - Parking                      32 - Amusement – Recreation                      50 - Industrial                      51 - Industrial Light                      52 - Industrial Heavy                      53 - Transport                      54 - Utilities                      70 - Agricultural                      80 - Vacant                      90 - Exempt                 </td> </tr> </table>	10 - Single Family Residence / Townhouse 11 - Condominium (residential) 20 - Commercial 21 - Duplex, Triplex, Quadplex 22 - Apartment 23 - Hotel, Motel 24 - Commercial (condominium) 25 - Retail 26 - Services (general public) 27 - Office Building 28 - Warehouse 29 - Financial Institution	30 - Hospital (medical complex, clinic) 31 - Parking 32 - Amusement – Recreation 50 - Industrial 51 - Industrial Light 52 - Industrial Heavy 53 - Transport 54 - Utilities 70 - Agricultural 80 - Vacant 90 - Exempt	nn		
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<i>PROP_MOBHOME</i>	<b>Mobile Home is present on the parcel</b>	Y or blank				
<i>PROP_YRBLD</i>	<b>The construction year of the original building. (e.g., YYYY)_</b>	YYYY				
<i>PROP_ROOFCOVER</i>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; vertical-align: top;">                     0 - NONE                      2 - ASPHALT SHINGLE                      3 - BUILT UP                      4 - ALUMINUM                      5 - CUSTOM                      10 - ASBESTOS                      11 - ASBESTOS SHINGLE                      13 - COMPOSITION                      14 - COMPOSITION ROLL                      15 - COMPOSITION SHINGLE                      16 - CONCRETE                      17 - COPPER                      18 - COPPER/SHINGLE                      19 - GALVANIZED SHEET METAL                      20 - GYPSUM                      21 - METAL SHEETING                      22 - ROLL                      23 - SHINGLE                      24 - SLATE/SLAG                      25 - TAR &amp; GRAVEL                      26 - TAR PAPER                      27 - TILE                 </td> <td style="width: 25%; vertical-align: top;">                     28 – WOOD                      29 - WOOD SHAKE                      30 - WOOD SHAKE/SHINGLE                      101 - ALUMINUM/SHINGLE                      104 - ASBESTOS/WOOD                      105 - ASBESTOS/WOOD/SHINGLE                      106 - ASPHALT                      107 - ASPHALT ROLL                      109 - ASPHALT TILE                      110 - ASPHALT/COMPOSITION                      111 - ASPHALT/COMPOSITION SHINGLE                      113 - BUILT UP COMPOSITION                      114 - BUILT UP GYPSUM                      115 - BUILT UP METAL                      116 - BUILT UP ROCK                      117 - BUILT UP TAR &amp; GRAVEL                      118 - BUILT UP WOOD                      119 - BUILT-UP METAL/GYPSUM                      120 - CEDAR SHAKE                      121 - CEMENT TILE                      122 - CEMENT/COMPOSITION                      123 - CERAMIC/GLAZED TILE                      124 - CLAY TILE                      125 - CLAY TILE/GLAZED TILE                      126 - CLAY TILE/SLATE                 </td> <td style="width: 25%; vertical-align: top;">                     127 - CLAY/CONCRETE TILE                      131 - COMPOSITION SHINGLE/METAL                      132 - COMPOSITION TILE                      133 - COMPOSITION SHINGLE                      135 - CONCRETE DECK                      136 - CONCRETE TILE                      138 - COPPER/ENAMEL METAL SHEETING                      139 - COPPER/METAL                      140 - CORRUGATED ASBESTOS                      141 - CORRUGATED COMPOSITION                      142 - CORRUGATED IRON                      143 - CORRUGATED METAL                      145 - CRUSHED ROCK                      146 - ENAMELED METAL                      147 - FIBERGLASS                      148 - FIBERGLASS/PLASTIC                      150 - GLAZED TILE                      151 - GRAVEL                      152 - GRAVEL &amp; ROCK                      154 - HARDWOOD                      155 – METAL                      157 - METAL TILE                      158 - METAL/SHINGLE                      159 - METAL/TAR PAPER                 </td> <td style="width: 25%; vertical-align: top;">                     160 - METAL/TIN                      162 - PLASTIC/URETHANE                      163 - PRECAST CONCRETE                      164 - PREFINISHED METAL                      165 - REINFORCED CONCRETE                      166 - ROCK                      167 - ROCK &amp; GRAVEL                      169 - ROLL PAPER                      170 - RUBBER/ELASTOMERIC                      173 - SLATE/TILE                      174 - STONE/ROCK                      175 -STONE/PEBBLE                      176 - STONE                      177 - SHAKE                      178 - ROLL TAR &amp; GRAVEL                      179 - TIN                      999 - BYPASS                      144 - CORRUGATED STEEL                 </td> </tr> </table>	0 - NONE 2 - ASPHALT SHINGLE 3 - BUILT UP 4 - ALUMINUM 5 - CUSTOM 10 - ASBESTOS 11 - ASBESTOS SHINGLE 13 - COMPOSITION 14 - COMPOSITION ROLL 15 - COMPOSITION SHINGLE 16 - CONCRETE 17 - COPPER 18 - COPPER/SHINGLE 19 - GALVANIZED SHEET METAL 20 - GYPSUM 21 - METAL SHEETING 22 - ROLL 23 - SHINGLE 24 - SLATE/SLAG 25 - TAR & GRAVEL 26 - TAR PAPER 27 - TILE	28 – WOOD 29 - WOOD SHAKE 30 - WOOD SHAKE/SHINGLE 101 - ALUMINUM/SHINGLE 104 - ASBESTOS/WOOD 105 - ASBESTOS/WOOD/SHINGLE 106 - ASPHALT 107 - ASPHALT ROLL 109 - ASPHALT TILE 110 - ASPHALT/COMPOSITION 111 - ASPHALT/COMPOSITION SHINGLE 113 - BUILT UP COMPOSITION 114 - BUILT UP GYPSUM 115 - BUILT UP METAL 116 - BUILT UP ROCK 117 - BUILT UP TAR & GRAVEL 118 - BUILT UP WOOD 119 - BUILT-UP METAL/GYPSUM 120 - CEDAR SHAKE 121 - CEMENT TILE 122 - CEMENT/COMPOSITION 123 - CERAMIC/GLAZED TILE 124 - CLAY TILE 125 - CLAY TILE/GLAZED TILE 126 - CLAY TILE/SLATE	127 - CLAY/CONCRETE TILE 131 - COMPOSITION SHINGLE/METAL 132 - COMPOSITION TILE 133 - COMPOSITION SHINGLE 135 - CONCRETE DECK 136 - CONCRETE TILE 138 - COPPER/ENAMEL METAL SHEETING 139 - COPPER/METAL 140 - CORRUGATED ASBESTOS 141 - CORRUGATED COMPOSITION 142 - CORRUGATED IRON 143 - CORRUGATED METAL 145 - CRUSHED ROCK 146 - ENAMELED METAL 147 - FIBERGLASS 148 - FIBERGLASS/PLASTIC 150 - GLAZED TILE 151 - GRAVEL 152 - GRAVEL & ROCK 154 - HARDWOOD 155 – METAL 157 - METAL TILE 158 - METAL/SHINGLE 159 - METAL/TAR PAPER	160 - METAL/TIN 162 - PLASTIC/URETHANE 163 - PRECAST CONCRETE 164 - PREFINISHED METAL 165 - REINFORCED CONCRETE 166 - ROCK 167 - ROCK & GRAVEL 169 - ROLL PAPER 170 - RUBBER/ELASTOMERIC 173 - SLATE/TILE 174 - STONE/ROCK 175 -STONE/PEBBLE 176 - STONE 177 - SHAKE 178 - ROLL TAR & GRAVEL 179 - TIN 999 - BYPASS 144 - CORRUGATED STEEL	nnn
0 - NONE 2 - ASPHALT SHINGLE 3 - BUILT UP 4 - ALUMINUM 5 - CUSTOM 10 - ASBESTOS 11 - ASBESTOS SHINGLE 13 - COMPOSITION 14 - COMPOSITION ROLL 15 - COMPOSITION SHINGLE 16 - CONCRETE 17 - COPPER 18 - COPPER/SHINGLE 19 - GALVANIZED SHEET METAL 20 - GYPSUM 21 - METAL SHEETING 22 - ROLL 23 - SHINGLE 24 - SLATE/SLAG 25 - TAR & GRAVEL 26 - TAR PAPER 27 - TILE	28 – WOOD 29 - WOOD SHAKE 30 - WOOD SHAKE/SHINGLE 101 - ALUMINUM/SHINGLE 104 - ASBESTOS/WOOD 105 - ASBESTOS/WOOD/SHINGLE 106 - ASPHALT 107 - ASPHALT ROLL 109 - ASPHALT TILE 110 - ASPHALT/COMPOSITION 111 - ASPHALT/COMPOSITION SHINGLE 113 - BUILT UP COMPOSITION 114 - BUILT UP GYPSUM 115 - BUILT UP METAL 116 - BUILT UP ROCK 117 - BUILT UP TAR & GRAVEL 118 - BUILT UP WOOD 119 - BUILT-UP METAL/GYPSUM 120 - CEDAR SHAKE 121 - CEMENT TILE 122 - CEMENT/COMPOSITION 123 - CERAMIC/GLAZED TILE 124 - CLAY TILE 125 - CLAY TILE/GLAZED TILE 126 - CLAY TILE/SLATE	127 - CLAY/CONCRETE TILE 131 - COMPOSITION SHINGLE/METAL 132 - COMPOSITION TILE 133 - COMPOSITION SHINGLE 135 - CONCRETE DECK 136 - CONCRETE TILE 138 - COPPER/ENAMEL METAL SHEETING 139 - COPPER/METAL 140 - CORRUGATED ASBESTOS 141 - CORRUGATED COMPOSITION 142 - CORRUGATED IRON 143 - CORRUGATED METAL 145 - CRUSHED ROCK 146 - ENAMELED METAL 147 - FIBERGLASS 148 - FIBERGLASS/PLASTIC 150 - GLAZED TILE 151 - GRAVEL 152 - GRAVEL & ROCK 154 - HARDWOOD 155 – METAL 157 - METAL TILE 158 - METAL/SHINGLE 159 - METAL/TAR PAPER	160 - METAL/TIN 162 - PLASTIC/URETHANE 163 - PRECAST CONCRETE 164 - PREFINISHED METAL 165 - REINFORCED CONCRETE 166 - ROCK 167 - ROCK & GRAVEL 169 - ROLL PAPER 170 - RUBBER/ELASTOMERIC 173 - SLATE/TILE 174 - STONE/ROCK 175 -STONE/PEBBLE 176 - STONE 177 - SHAKE 178 - ROLL TAR & GRAVEL 179 - TIN 999 - BYPASS 144 - CORRUGATED STEEL			
<i>PROP_ROOFTYPE</i>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; vertical-align: top;">                     999- BYPASS                      9A0- IRREGULAR                      9B0- LEAN TO                      A- A-FRAME                      B- BARN                      C- CANOPY                      D- DORMER                      E- FRAME                      F- FLAT                      G- GABLE                 </td> <td style="width: 33%; vertical-align: top;">                     H- GABLE/HIP                      I- HIP                      J- GEODESIC                      K- MANSARD                      L- BARREL                      M- MONITOR                      N- CONTEMPORARY                      O- SHED                      P- PITCHED                      Q- PYRAMID                 </td> <td style="width: 33%; vertical-align: top;">                     R- ARCHED                      S- SAWTOOTH                      T- CATHEDRAL/CLERESTORY                      U- BUBBLE                      V- GAMBREL                      W- SWISS CHALET/ALPINE                      X- COMPLEX/CUSTOM                      Y- BUTTERFLY                      Z- GAMBREL/MANSARD                 </td> </tr> </table>	999- BYPASS 9A0- IRREGULAR 9B0- LEAN TO A- A-FRAME B- BARN C- CANOPY D- DORMER E- FRAME F- FLAT G- GABLE	H- GABLE/HIP I- HIP J- GEODESIC K- MANSARD L- BARREL M- MONITOR N- CONTEMPORARY O- SHED P- PITCHED Q- PYRAMID	R- ARCHED S- SAWTOOTH T- CATHEDRAL/CLERESTORY U- BUBBLE V- GAMBREL W- SWISS CHALET/ALPINE X- COMPLEX/CUSTOM Y- BUTTERFLY Z- GAMBREL/MANSARD	nnn (3 characters)	
999- BYPASS 9A0- IRREGULAR 9B0- LEAN TO A- A-FRAME B- BARN C- CANOPY D- DORMER E- FRAME F- FLAT G- GABLE	H- GABLE/HIP I- HIP J- GEODESIC K- MANSARD L- BARREL M- MONITOR N- CONTEMPORARY O- SHED P- PITCHED Q- PYRAMID	R- ARCHED S- SAWTOOTH T- CATHEDRAL/CLERESTORY U- BUBBLE V- GAMBREL W- SWISS CHALET/ALPINE X- COMPLEX/CUSTOM Y- BUTTERFLY Z- GAMBREL/MANSARD				
<i>PROP_POOL</i>	<b>Populated with a "Y" if a Pool is present on the parcel.</b>	Y or blank				



<i>PROP_MTGLOANCD</i>	<b>Mortgage Type</b>	nnn		
	<table border="1"> <tr> <td>WRP - WRAP-AROUND MORTGAGE VA - Veterans Affairs FHA - Federal Housing Administration CNV - CONVENTIONAL</td> <td>SBA - SMALL BUSINESS ADMINISTRATION PP - PRIVATE PARTY LENDER CDA - COMMUNITY DEVELOPMENT AUTHORITY CNS - CONSTRUCTION LH - LEASE HOLD MORTGAGE PMM - PURCHASE MONEY MORTGAGE</td> </tr> </table>	WRP - WRAP-AROUND MORTGAGE VA - Veterans Affairs FHA - Federal Housing Administration CNV - CONVENTIONAL	SBA - SMALL BUSINESS ADMINISTRATION PP - PRIVATE PARTY LENDER CDA - COMMUNITY DEVELOPMENT AUTHORITY CNS - CONSTRUCTION LH - LEASE HOLD MORTGAGE PMM - PURCHASE MONEY MORTGAGE	
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<i>HEQUITY_EST</i>	<b>Estimate of Homeowner Equity in the Property in Dollars</b>	6 Characters		
<i>AVM_ESTIMATE</i>	<b>Estimate of Property Value in Dollars</b>	7 Characters		
<i>PROP_MTGTERM</i>	<b>The length of time of the mortgage in years.</b>	Integer (years)		
<i>PROP_MTGDUEDATE</i>	<b>Date mortgage becomes due.</b>	YYYYMMDD		
<i>PROP_MTGINTRATE</i> <i>TYPE</i>	<b>Mortgage Rate Type</b>	nnn		
	<table border="1"> <tr> <td>FIX - Fixed ADJ - Adjustable</td> <td>VAR - Variable BAL - Balloon</td> </tr> </table>	FIX - Fixed ADJ - Adjustable	VAR - Variable BAL - Balloon	
FIX - Fixed ADJ - Adjustable	VAR - Variable BAL - Balloon			
<i>PROP_MTGINTRATE</i>	<b>Mortgage Interest Rate</b>	String value		
<i>HEQUITY_CONF</i>	<b>Home Equity Estimate Confidence Level (1 to 4)</b>	1 Character: 1 - 4		
	<table border="1"> <tr> <td>1 - High confidence Home Equity prediction 2 - Medium confidence Home Equity predictions</td> <td>3 - Medium-Low confidence Home Equity predictions 4 - Low confidence Home Equity predictions</td> </tr> </table>	1 - High confidence Home Equity prediction 2 - Medium confidence Home Equity predictions	3 - Medium-Low confidence Home Equity predictions 4 - Low confidence Home Equity predictions	
1 - High confidence Home Equity prediction 2 - Medium confidence Home Equity predictions	3 - Medium-Low confidence Home Equity predictions 4 - Low confidence Home Equity predictions			
<i>AVM_ESTIMATE_ER</i> <i>ROR</i>	<b>Estimate Error in Dollars (based on zip or national if zip not available)</b>	7 Characters		
<i>AVM_ESTIMATE_PC</i> <i>T_ERROR</i>	<b>Estimate Error as a percentage of Estimate Value (000-999) (based on zip or national if zip not available)</b>	4 Characters		
<i>PROP_OWNEROCC</i>	<b>Absentee owner indicator code</b>	A,M,O,S,T or blank		
	A- Absentee(Mail And Situs Not Equal) M- Situs Address Taken From Mail O- Owner Occupied S- Situs From Sale (Occupied) T- Situs From Sale (Absentee)			

<p><i>PROP_STYLE</i></p>	<p>999 - BYPASS                  ADC - ART DECO                  AFR - FRAME                  AIR - AIRLITE                  ANT - ANTIQUE/HISTORIC                  BIL - BI-LEVEL                  BUN - BUNGALOW                  CAB - CABIN                  CAP - CAPE COD                  CEN - CENTER HALL                  CHL - CHALET/ALPINE                  CLU - CLUSTER                  CND - CONDOMINIUM                  CNT - CONTEMPORARY                  COA - COACH/CARRIAGE HOUSE                  COL - COLONIAL                  CON - CONVENTIONAL                  COV - CONVERTED SCHOOL                  CTB - COTTAGE/BUNGALOW                  DES - CUSTOM/DESIGNER/ESTATE                  DOM - DOME                  DUP - DUPLEX                  EUR - EUROPEAN                  FAR - FARM HOUSE                  FED - FEDERALIST                  FRE - FRENCH PROVINCIAL</p>	<p>GAM - GAMBREL/BARN                  GEO - GEODESIC                  GOT - GOTHIC                  GRA - GARAGE APARTMENT                  GRE - GREEK REVIVAL                  GRG - GEORGIAN                  GRS - GARRISON/FRONTIER                  HRI - HIGH RISE                  HSH - H-SHAPE                  LOG - LOG                  LRI - LOW RISE                  LSH - L-SHAPE                  MAN - MANSION                  MDR - MODULAR/PREFAB                  MED - MEDITERRANEAN                  MIS - MISSION                  MLF - MULTI-FAMILY                  MLL - MULTI-LEVEL                  MOB - MOBILE HOME                  MOD - MODERN                  MRI - MID RISE                  NEN - NEW ENGLAND                  OLD - OLD                  OLE - OLD ENGLISH                  PAT - PATIO-HOME</p>	<p>QLV - QUAD-LEVEL                  QUA - QUADRAPLEX                  RAM - RAMBLER                  RAN - RANCH                  REC - RECTANGULAR DESIGN                  ROW - ROW HOUSE                  RRA - RAISED RANCH                  SLT - SALT BOX                  SPA - SPANISH                  SPF - SPLIT FOYER                  SPL - SPLIT LEVEL                  SQU - SQUARE DESIGN                  STR - STRAIGHT THROUGH                  SWN - SOUTHWESTERN                  TLV - TRI-LEVEL                  TPX - TRIPLEX                  TRA - TRADITIONAL                  TRN - TRINITY                  TUD - TUDOR                  TWN - TOWNHOUSE                  UND - UNDERGROUND/BERM                  USH - U-SHAPE                  VIC - VICTORIAN                  WIL - WILLIAMSBURG                  WSH - W-SHAPE</p>	<p>nnn</p>	
<p><i>PROP_STORIESCD</i></p>	<p>0 - NONE                  5 - 1/2                  7 - 3/4                  10 - 1                  12 - 1 1/4                  15 - 1 1/2                  17 - 1 3/4                  20 - 2                  22 - 2 1/4                  25 - 2 1/2                  27 - 2 3/4                  30 - 3                  32 - 3 1/4                  35 - 3 1/2                  37 - 3 3/4                  40 - 4                  45 - 4 1/2                  50 - 5                  55 - 5 1/2                  60 - 6                  70 - 7                  80 - 8                  90 - 9                  100 - 10                  110 - 11                  120 - 12                  130 - 13                  140 - 14                  150 - 15                  160 - 16                  170 - 17                  180 - 18                  190 - 19                  200 - 20                  210 - 21                  220 - 22</p>	<p>230 - 23                  240 - 24                  250 - 25                  260 - 26                  270 - 27                  280 - 28                  290 - 29                  300 - 30                  310 - 31                  320 - 32                  330 - 33                  340 - 34                  350 - 35                  360 - 36                  370 - 37                  380 - 38                  390 - 39                  400 - 40                  410 - 41                  420 - 42                  430 - 43                  440 - 44                  450 - 45                  460 - 46                  470 - 47                  480 - 48                  490 - 49                  500 - 50                  510 - 51                  520 - 52                  530 - 53                  540 - 54                  550 - 55                  560 - 56                  570 - 57                  580 - 58                  590 - 59</p>	<p>600 - 60                  610 - 61                  620 - 62                  630 - 63                  640 - 64                  650 - 65                  660 - 66                  670 - 67                  680 - 68                  690 - 69                  700 - 70                  710 - 71                  720 - 72                  730 - 73                  740 - 74                  750 - 75                  760 - 76                  770 - 77                  780 - 78                  790 - 79                  800 - 80                  810 - 81                  820 - 82                  830 - 83                  840 - 84                  850 - 85                  860 - 86                  870 - 87                  880 - 88                  890 - 89                  900 - 90                  910 - 91                  920 - 92                  930 - 93                  940 - 94                  950 - 95</p>	<p>960 - 96                  970 - 97                  980 - 98                  990 - 99                  999 - BYPASS                  00A - 100                  00E - 200                  00I - 300                  00M - BI-LEVEL                  00N - MULTI-LEVEL                  00P - SPLIT 2 LEVEL                  00Q - SPLIT 3 LEVEL                  00R - SPLIT 4 LEVEL                  00S - SPLIT 5 LEVEL                  00T - SPLIT 6 LEVEL                  00U - SPLIT FOYER                  00V - SPLIT LEVEL                  00W - TRI-LEVEL                  02S - 2 PLUS                  03S - 3 PLUS                  04S - 4 PLUS                  05S - 5 PLUS                  06S - 6 PLUS                  50A - 150                  50E - 250                  X10 - 1 STRY W/BSMT                  X15 - 1 1/2 STRY W/BSMT                  X20 - 2 STRY W/BSMT                  X25 - 2 1/2 STRY W/BSMT                  X30 - 3 STRY W/BSMT                  X35 - 3 1/2 STRY W/BSMT                  X40 - 4 STRY W/BSMT                  X45 - 4 1/2 STRY W/BSMT                  X50 - 5 STRY W/BSMT                  X55 - 5 1/2 STRY W/BSMT                  X60 - 6 STRY W/BSMT</p>	<p>nnn</p>
<p><i>PROP_QLTY</i></p>	<p><b>Type of construction quality of building</b></p> <p>QAV - AVERAGE                  QBA - BELOW AVERAGE                  QVV - ABOVE AVERAGE                  QPO - POOR                  QEX - EXCELLENT                  QLU - LUXURY                  999 - BYPASS                  QGO - GOOD                  QLO - LOW                  QFA - FAIR                  QEC - ECONOMICAL</p>			<p>nnn</p>	

<p>PROP_COND</p>	<p>0 - NONE                  999 - BYPASS                  AVE - AVERAGE                  DMG - PHYSICAL DAMAGE                  EXC - EXCELLENT                  FAI - FAIR                  GOO - GOOD                  GTE - GOOD TO EXCELLENT                  POO - POOR                  UCN - UNDER CONSTRUCTION                  UNS - UNSOUND                  VGO - VERY GOOD</p>			<p>nnn</p>	
<p>PROP_CNSTRTYPE</p>	<p>ADB - ADOBE                  AFR - A FRAME                  ALF - ALUMINUM FRAME                  ALS - ALUMINUM SIDING                  ALV - ALUMINUM/VINYL                  AOD - ARCHED/DOME                  BCB - BRICK/CINDER BLOCK                  BLB - BLOCK/BRICK                  BLM - BLOCK/METAL                  BLS - BLOCK/STEEL                  BRC - BRICK/CONCRETE                  BRF - BRICK/FRAME                  BRK - BRICK                  BRL - BRICK/STEEL                  BRM - BRICK/METAL                  BRS - BRICK/STUCCO                  BST - BRICK/STONE                  CCB - CONCRETE BLOCK                  CCM - CONCRETE MASONRY                  CCS - CONCRETE/STEEL                  CLP - CLAPBOARD</p>	<p>CND - CINDER BLOCK                  COM - COMBINATION                  CRE - CONCRETE                  CUS - CUSTOM                  DOM - DOME                  FLX - FLEXIBLE/FLEXICORE                  FRM - FRAME                  FRS - FRAME/STEEL                  FRY - FRAME/MASONRY                  FST - FRAME/STUCCO                  GLA - GLASS                  HEA - HEAVY                  LIG - LIGHT                  LOG - LOG                  MAN - MANUFACTURED/MODULAR                  MAS - MASONRY                  MET - METAL                  MTU - MASONRY TILT-UP                  PFR - POLE FRAME                  PRM - PREFAB METAL</p>	<p>SFM - STEEL/MASONRY                  SRO - STONE/ROCK                  STE - STEEL                  STS - STEEL/STUCCO                  STU - STUCCO                  STV - STONE VENEER                  STW - STEEL/WOOD                  TBM - TILT-UP BRICK/METAL                  TLU - TILT-UP                  TUC - TILT-UP CONCRETE                  WBR - WOOD/BRICK                  WCB - WOOD FRAME/CONCRETE                  BLOCK                  WMT - WOOD FRAME/METAL                  WOO - WOOD                  WSC - WOOD/STUCCO                  WSL - WOOD/STEEL                  WSN - WOOD/STONE                  999 - BYPASS</p>	<p>nnn</p>	
<p>PROP_EXTNW</p>	<p>999- CWL</p>	<p>999 - BYPASS                  ABL - ALUMINUM/BLOCK                  ABP - ASBESTOS/BLOCK/PLYWOOD                  ABR - ASBESTOS/BRICK                  ABV - ASBESTOS/BRICK VENEER/WOOD                  ABW - ASBESTOS/BLOCK/WOOD                  ADO - ADOBE BLOCK                  AFW - ASPHALT/FIBERGLASS/WOOD                  FRAME                  ALB - ALUMINUM/BRICK                  ALF - FRAME/ALUMINUM                  ALM - ALUMINUM/MASONITE                  ALN - ALUMINUM/STONE                  ALS - ALUMINUM SIDING                  ALU - ALUMINUM                  ALV - ALUMINUM/VINYL                  AME - ALUMINUM/METAL                  AMS - ALUMINUM SIDING/STUCCO                  ASB - ASBESTOS                  ASC - ASBESTOS/CONCRETE                  ASD - ASPHALT SIDING                  ASF - ASBESTOS FRAME                  ASG - ASBESTOS SHINGLE                  ASI - ASBESTOS SIDING                  ASK - ASBESTOS/BLOCK                  ASM - ASBESTOS/MASONITE                  ASO - ALUMINUM/STUCCO                  ASP - ASBESTOS/PERMASTONE                  AST - ASBESTOS/STONE                  ASV - ASBESTOS/VINYL                  ASW - ASBESTOS/WOOD                  AWD - ASBESTOS/STONE/WOOD                  BAS - BLOCK/ASBESTOS SHINGLE                  BBA - BOARD &amp; BATTEN                  BBD - BLACK-BOARD                  BBS - BRICK/CONCRETE BLOCK STUCCO                  BBW - BOARD &amp; BATTEN/WOOD FRAME                  BFS - BRICK FRAME/STONE                  BFT - BRICK/FRAME/STUCCO                  BFV - BRICK/FRAME/VENEER                  BFW - BRICK/FRAME/WOOD                  BLB - BLOCK/BRICK                  BLF - FRAME/BLOCK                  BLM - BLOCK/MASONRY                  BLO - BLOCK                  BLP - BLOCK PAINTED</p>	<p>BLS - BLOCK/STONE                  BLT - BLOCK/METAL                  BLW - BLOCK/WOOD                  BMG - BRICK/METAL &amp; GLASS                  PANEL                  BMM - BRICK/MASONITE                  BMN - BRICK/MASONRY/STONE                  BMS - BLOCK/MASONRY/STUCCO                  BMT - BRICK/METAL                  BMV - BRICK/METAL/VENEER                  BOP - BOARD ON POST                  BRC - BRICK/CONCRETE                  BRI - BRICK                  BRM - BRICK/MASONRY                  BRO - BRICK/STUCCO                  BRP - BRICK/PERMASTONE                  BRS - BRICK/STONE                  BRV - BRICK VENEER                  BRW - BRICK/WOOD                  BRX - BRICK                  VENEER/STONE/WOOD                  BSD - BRICK SIDING                  BSH - BRICK/SHINGLE                  BSO - BLOCK/STONE/WOOD                  BST - BLOCK/STUCCO                  BSV - BRICK/STONE VENEER                  BSW - BRICK/STONE/WOOD                  SIDING                  BTL - BRICK/TILE                  BVB - BRICK VENEER/BLOCK                  BVN - BRICK/VINYL                  BVW - BRICK VENEER/WOOD                  BWB - BRICK VENEER/WALL                  BOARD                  BWD - BRICK/WOOD SIDING                  BWS - BRICK/STUCCO/WOOD                  BWT - BRICK/WOOD/STONE                  VENEER                  BWV - BRICK/WOOD/VINYL                  CBC - CONCRETE                  BRICK/COMPOSITION                  CBE - CONCRETE BLOCK/STEEL                  CBL - CONCRETE BLOCK/METAL                  CBM - CINDER BLOCK/MASONITE                  CBP - CONCRETE BRICK/PANEL                  CBS - CONCRETE BLOCK/STUCCO</p>	<p>CBU - CINDER                  BLOCK/STUCCO                  CBV - CONCRETE                  BLOCK/STONE VENEER                  CBW - CINDER                  BLOCK/WOOD                  CBY - CONCRETE                  BLOCK/MASONRY                  CCB - CINDER BLOCK                  CCC - CONCRETE/CINDER                  BLOCK                  CDR - CONCRETE/DRYVIT                  CFS -                  CONCRETE/FRAME/STEEL                  CGP - CONCRETE/GLASS                  PANELS                  CHA - TONGUE &amp;                  GROOVE/CHANNEL                  CLA - CLAPBOARD                  CLT - CLAY TILE                  CMG - CB/METAL/GLASS                  PANEL                  CMS - CONCRETE MASONRY                  CMT - CONCRETE/METAL                  CMW - CORRUGATED                  METAL/WALLBOARD                  CNB - CONCRETE BLOCK                  CNT - CONCRETE TILE                  COM - COMPOSITION                  CON - CONCRETE                  COS - COPPER SIDING                  CRP - CORRUGATED PANEL                  CRS - CORRUGATED SIDING                  CSH - COMPOSITION                  SHINGLE                  CSI - COMPOSITION SIDING                  CSP - CORRUGATED STEEL                  PANEL                  CSS - COMPOSITION                  SIDING/STUCCO                  CST - CONCRETE STUCCO                  CUS - CUSTOM                  CWL - PORCELAIN/ENAMEL                  PANEL</p>	<p>nnn</p>



<p>PROP_EXTNW (cont'd)</p>	<p>EIF- RBW</p>	<p>EIF - INSULATED FINISH/EIFS FAB - FRAME ALUMINUM/BRICK FAV - FRAME/ALUMINUM/VINYL FBR - FIBERBOARD FCB - FRAME CONCRETE BLOCK/BRICK FCL - FRAME CLAPBOARD FHB - FRAME HARDBOARD FIB - FIBERGLASS FMM - FRAME/MASONRY FMV - FRAME/MASONRY/VENEER FPM - FRAME/PERMASTONE FPP - FRAME/PLYWOOD FRA - FRAME FRB - FRAME BRICK FRC - FRAME COMPOSITION FRE - FRAME/SHINGLE FRG - FRAME/GLASS FRM - FRAME/METAL FRS - FRAME/STONE FRV - FRAME/VINYL FRW - FRAME/WOOD FSB - FRAME SHINGLE/BRICK FSD - FRAME SIDING FSG - FRAME/STEEL/SIDING FSL - FRAME-STUD/LATH/STUC/ASB SDG FSM - FRAME/STEEL/METAL FSP - FRAME/STEEL PANEL FSS - FRAME/SHINGLE SIDING FST - FRAME/STUCCO FSV - FRAME/STONE/VENEER FSW - FRAME/WOOD SHINGLE FTS - FRAME/STUCCO/SIDING FTW - FRAME/TILE/WOOD FWB - FRAME WOOD/BRICK FWC - FRAME WOOD/STUCCO FWD - FRAME WOOD FWS - FRAME/WOOD SIDING</p>	<p>GLA - GLASS GLB - BRICK/GLASS GLL - ALUMINUM/GLASS GLM - GLASS/METAL GLS - GLASS/STEEL GMA - GLASS/MASONRY GST - GLASS/STONE GUN - GUNITE GWD - GLASS/WOOD HAR - HARDBOARD HAY - HAYDITE HBP - HARDBOARD/PLYWOOD HBV - HARDBOARD/VINYL HRW - HARDWOOD IMI - SYNTHETIC PANEL/SIDING INC - FIREPROOF/FIRE RETARDANT IRN - IRON POST/CORRUGATED IRON LOG - LOG LPS - LAP SIDING LWS - LOG/WOOD SHINGLE MAR - MARBLE MAS - MASONITE MBS - MARBLE/STONE MEL - METAL/STEEL MET - METAL MIX - MIXTURE MLS - METAL/STUCCO MSC - MASONITE/STUCCO MSH - MASONITE/SHEATHING MSM - MASONRY/METAL MSN - MASONRY MSS - MASONRY/STONE MST - MASONITE/STONE MSV - MASONITE/VINYL MSW - MASONITE/WOOD MTP - METAL PANEL</p>	<p>MTS - METAL SIDING MVN - MASONRY VENEER MVS - METAL/STONE/VENEER MWD - METAL/WOOD MWF - METAL/WOOD FRAME MYS - MASONRY/STUCCO MYW - MASONRY/WOOD OPE - OPEN END PAB - POST &amp; BOARD PAN - PANEL PCP - PRECAST CONCRETE PANEL PCW - PRECAST CURTAIN WALLS PER - PERMASTONE PFM - PREFAB METAL PFW - PREFAB WOOD PLS - PLASTER PLY - PLYWOOD POR - PORCELAIN/ENAMEL PANEL PRB - PRESSBOARD PRC - PRECAST CONCRETE PRF - PREFAB PRP - PREFAB PANEL PST - PANEL/STUCCO PTP - PRECAST TEXTURED PANEL PWD - PERMASTONE/WOOD PWF - PLYWOOD/WOOD FRAME PWP - PREFAB WOOD PANEL RBW - BRICK/CONCRETE BLOCK/WOOD</p>	<p>nnn</p>
	<p>ROC- XXX</p>	<p>ROC - ROCK/STONE SBR - SIMULATED BRICK, ROCK, STONE SDS - SIDING SHEATHING SEW - STEEL/WOOD SFW - STEEL FRAME/WOOD SGL - SOLAR GLASS SGS - SHINGLE SIDING SGW - SHINGLE/WOOD SHB - SHINGLE/BRICK SHE - SHEATHING SHI - SHINGLE SHS - SHEATHING/STUCCO SHW - SHEATHING/WOOD SIN - SINGLE SLU - SLUMP SNS - STONE/SIDING SNW - STONE/WOOD SPR - GUNITE/SPRAYCRETE SSC - STONE/STUCCO SSD - STONE/WOOD SIDING SSF - FRAME/STUCCO SHINGLE SSG - STAINLESS STEEL W/BRONZED GLASS SSH - SLATE SSS - SHINGLE/STUCCO SST - STEEL/STUCCO SSW - SHINGLE SIDING/WOOD FRAME STE - STEEL STF - STEEL FRAME STM - STUCCO/MASONRY STO - STONE STP - STEEL/PANEL STT - STUCCO/TILE STU - STUCCO STV - STONE VENEER STW - STUCCO/TILE/WOOD</p>	<p>STY - STYROFOAM STUCCO SUV - STUCCO/VINYL SVE - STUCCO/VENEER SVF - STONE VENEER/WOOD FRAME SVL - STONE/VINYL SVW - STONE/VENEER/WOOD SWD - STUCCO/WOOD SWF - STUCCO/WOOD FRAME SWS - STONE/WOOD FRAME TAP - TAR PAPER TIL - TILE TLU - TILT-UP/CONCRETE TUU - TILT-UP VIN - VINYL VIT - VITROLITE VNW - VINYL/WOOD WAF - WAFERBOARD WAS - WOOD/ALUMINUM/COMPOSITION SHIN WDA - WOOD/ALUMINUM WDF - WOOD FRAME WDH - WOOD SIDING/SHINGLE WDS - WOOD SHEATHING WDV - WOOD VENEER WFA - WOOD FRAME/ASBESTOS WFS - WOOD FRAME/SIDING WFW - WOOD FRAME/VINYL WFX - WOOD FRAME(STUCCO OR ASBESTOS) WLB - WALLBOARD WOO - WOOD WOS - WOOD SIDING WRB - WEATHERBOARD WSS - WOOD SHAKE/SHINGLE WWL - WINDOW WALL WWS - WALLBOARD/WOOD SHINGLE XXX - CBS/HOLW TILE/FR/STUD/SHEAT/SD</p>		



<p><i>PROP_EXTNW</i> (cont'd)</p>	<p><b>ADC-WSH</b></p>	<p>ADC - ART DECO AFR - A-FRAME AIR - AIRLITE ANT - ANTIQUE/HISTORIC BIL - BI-LEVEL BUN - BUNGALOW CAB - CABIN CAP - CAPE COD CEN - CENTER HALL CHL - CHALET/ALPINE CLU - CLUSTER CND - CONDOMINIUM COA - COACH/CARRIAGE HOUSE COL - COLONIAL COV - CONVERTED SCHOOL CTB - COTTAGE/BUNGALOW DES - CUSTOM/DESIGNER/ESTATE DOM - DOME DUP - DUPLEX EUR - EUROPEAN FAR - FARM HOUSE FED - FEDERALIST GAM - GAMBREL/BARN GEO - GEODESIC GOT - GOTHIC GRA - GARAGE APARTMENT GRE - GREEK REVIVAL GRG - GEORGIAN GRS - GARRISON/FRONTIER HRI - HIGH RISE HSH - H-SHAPE LRI - LOW RISE LSH - L-SHAPE MAN - MANSION MDR - MODULAR/PREFAB</p>	<p>MED - MEDITERRANEAN MIS - MISSION MLF - MULTI-FAMILY MLL - MULTI-LEVEL MOB - MOBILE HOME MOD - MODERN MRI - MID RISE NEN - NEW ENGLAND OLD - OLD OLE - OLD ENGLISH PAT - PATIO-HOME QLV - QUAD-LEVEL QUA - QUADRAPLEX RAM - RAMBLER RAN - RANCH REC - RECTANGULAR DESIGN ROW - ROW HOUSE RRA - RAISED RANCH SLT - SALT BOX SP - SPANISH SPF - SPLIT FOYER SPL - SPLIT LEVEL SQU - SQUARE DESIGN STR - STRAIGHT THROUGH SWN - SOUTHWESTERN TLV - TRI-LEVEL TPX - TRIPLEX TRA - TRADITIONAL TRN - TRINITY TUD - TUDOR TWN - TOWNHOUSE UND - UNDERGROUND/BERM USH - U-SHAPE VIC - VICTORIAN WIL - WILLIAMSBURG WSH - W-SHAPE</p>	<p>nnn</p>
<p><i>PROP_VALCALC</i></p>	<p><b>The "total" (i.e., land + improvement) value closest to current market value used for assessment by county or local taxing authorities.</b></p>		<p>Integer (dollars)</p>	
<p><i>PROP_IMP_VALCALC</i> <i>C</i></p>	<p><b>The "improvement" value closest to current market value used for assessment by county or local taxing authorities.</b></p>		<p>Integer (dollars)</p>	
<p><i>PROP_VAL_CALCIND</i></p>	<p><b>Property Value type</b></p>		<p>A,M,P,T or blank</p>	
<p>A - Assessed M - Market</p>		<p>P - Appraised T - Transitional</p>		
<p><i>PROP_IMP_VALCALC</i> <i>C_IND</i></p>	<p><b>The "improvement" value indicator</b></p>		<p>A, M, P, or T</p>	
<p>A - Assessed M - Market</p>		<p>P - Appraised T - Transitional</p>		
<p><i>PROP_ASSED_VAL</i></p>	<p><b>The Total Assessed Value of the Parcel's Land &amp; Improvement values as provided by the county or local taxing/assessment authority.</b></p>		<p>Integer (dollars)</p>	
<p><i>PROP_ASSED_IMPVAL</i></p>	<p><b>Assessed Improvement Value</b></p>		<p>Integer (dollars)</p>	
<p><i>PROP_MRKTVAL</i></p>	<p><b>Total Market Value</b></p>		<p>Integer (dollars)</p>	
<p><i>PROP_MRKT_IMPVAL</i> <i>L</i></p>	<p><b>Market Improvement Values</b></p>		<p>Integer (dollars)</p>	
<p><i>PROP_APPRAISED_VAL</i></p>	<p><b>Total Appraised Value</b></p>		<p>Integer (dollars)</p>	

<i>PROP_APPRAISED_I MPVAL</i>	<b>Appraised Improvement Values</b>			Integer (dollars)
<i>PROP_EFFYRBLD</i>	<b>Effective Year Built</b>			YYYY
<i>PROP_VIEW</i>	0 - NONE 999 - BYPASS VAI - AIRPORT VAV - AVERAGE VBA - BAY VBE - BEST VBR - BETTER VCA - CANAL VCI - CITY VCL - CREEK/LAKE VCN - CANYON VCP - CONSERVATION / PROTECTED AREA VCV - CANYON/VALLEY VEX - EXCELLENT VFA - FAIR VGC - GOLF COURSE VGO - GOOD	VGP - GREENBELT/PARK VGU - GULF VHM - HILLS/MOUNTAINS VHV - HILL/VALLEY VIN - INFERIOR VIT - INLAND WATERWAY VIW - INTERCOASTAL WATERWAY VLA - LAKE VLG - LAGOON VLP - LAKE/POND VMN - MOUNTAIN VMO - MOUNTAIN/OCEAN VOB - OBSTRUCTED VOC - OCEAN VPA - PARK VPD - POND VPG - PARKING	VPI - PRIME VPL - POOL VPM - PREMIUM VPR - POOR VRC - RECREATIONAL VRD - ROAD VRR - RIVER VSD - STANDARD VSN - SUBURBAN VSR - SUPERIOR VST - STREET VTY - TYPICAL VWD - WOODLAND VWR - WATER	nnn
<i>PROP_LCTN_INFL</i>	<b>999-IMO</b> 999 - BYPASS IAC - ALLEY/CORNER IAG - AGRICULTURAL IAI - AIRPORT IAL - ALLEY IAV - AVERAGE IBA - BAY ACCESS IBB - BEHIND BAY FRONT IBC - BEACH IBF - BAY FRONT IBG - BEHIND GULF FRONT IBI - BAY FRONT ISLAND IBL - BACK LOT IBM - BAY FRONT MAIN-LAND IBR - BEACH ROAD IBS - BUSINESS IBU - BAYOU IBY - BAY ICA - CANAL ICC - CREEK ICD - CANAL DRAINAGE ICE - CORNER/EXTRA FRONT ICF - CANAL FRONT ICI - CANAL FRONT ISLAND ICK - CREEK/RIVER ICL - CORNER/LANDLOCK	ICM - CANAL MAIN-LAND ICN - CORNER/WOODLOT/WATERFRONT ICO - CORNER/WOODLOT ICR - CORNER ICS - CORNER/RESTRICTIONS ICT - CORNER/WATERFRONT ICU - CUL-DE-SAC ICW - CORNER/LANDLOCK/WOODLOT ICY - CITY IDD - DEAD END IDE - DRAINAGE EASEMENT IDO - DOWNTOWN IDR - DRAINAGE IDS - DESIRABLE IDU - DUPLEX LOTS IEF - EXTRA FRONT IEL - EXPENSIVE LAND IER - EXTRA FRONT/RESTRICTIONS IES - EASEMENT IFD - FLOOD LINE IFL - FOUR PLEX LOT IFP - FLOOD PLAIN IGC - GOLF COURSE IGG - GREENBELT/GOLF COURSE IGL - GOLF/LAKE	IGO - GOOD IGR - GREENBELT IGU - GULF IGW - GOLF/WATER IHI - HIGHWAY IIC - INSIDE CITY IIF - ISLAND GULF FRONT IIN - INDUSTRIAL IIO - IN-OUT CITY IIT - INLAND WATERWAY IIW - ISLAND NO WATERFRONT ILA - LAGOON ILD - LANDLOCKED/WOODLOT/WATERFRONT ILF - LAKE FRONT ILK - LAKE ILL - LANDLOCKED ILP - LAKE/POND ILT - LANDLOCKED/WOODLOT ILW - LANDLOCKED/WATERFRONT IMH - MOBILE HOME IML - MAIN LAND IMO - MOUNTAIN	nnn
	<b>INB-SPR</b> INB - NON BUILDABLE INC - INTRACOASTAL INE - NEIGHBORHOOD INR - INFERIOR INT - INTERIOR IOC - OCEAN IOS - OPEN SPACE IOT - OUTSIDE CITY IPA - PARK LAND IPC - POOR ACCESS IPD - POND IPE - PERIMETER LOT IPF - PARK FRONT IPO - POOL IPR - PRESERVE IPS - POOR ACCESS IPV - PRIVATE ROAD IRA - RAVINE IRC - RECREATIONAL IRE - REAR IRI - RIVER IRL - IRREGULAR LOT IRO - ROAD IRS - RESTRICTIONS IRU - RURAL ISD - SOUND ISL - SUBMERGED LAND IST - STREET ISU - SUBURBAN ITH - TOWNHOUSE	ITL - TRI PLEX LOT ITR - TRAFFIC IUR - URBAN IVA - VALLEY IWA - WATER ACCESS IWC - WATER/CUL-DE-SAC IWE - WETLAND IWF - WATERFRONT IWL - WOODLAND IWS - WATERFALLS IWT - WATER IWW - WOODLOT/WATERFRONT IYA - APT/CONDO COMPLEX IYB - BUSINESS CLUSTER IYC - CENTRAL BUSINESS IYD - COMMERCIAL/INDUSTRIAL IYI - INDUSTRIAL SIZE IYM - MAJOR STRIP IYN - NEIGHBORHOOD / SPOT IYP - PERM CENTRAL BUSINESS IYS - SECONDARY BUS STRIP IZL - ZERO LOT LINE LAE - UNIT ABUTS ELEVATOR LAV - AVERAGE LCH - CONDOMINIUM HI-RISE LCL - CONDOMINIUM LO-RISE LCO - CONDO LCU - CORNER UNIT LCV - CONDOMINIUM VILLAS LDU - DUPLEX	LEU - END UNIT LEX - EXCELLENT LFD - FIRE DAMAGE LFU - FRONT UNIT LGO - GOOD LIN - INFERIOR LIU - INTERIOR UNIT LOC - OUTSIDE CITY LPH - PENTHOUSE LRC - RECREATIONAL LRI - RIVER LRU - REAR UNIT LSP - SPLIT PLAN/MASTER LSU - SUPERIOR LTY - TYPICAL LXU - EXTERIOR UNIT SAC - APARTMENT/CONDO SAP - APARTMENT SBU - BUILDABLE SCI - CITY SCO - COMMERCIAL SEC - SECONDARY SFR - FRONT SHS - HOMESITE SIN - INDUSTRIAL SIS - INSTITUTIONAL SMH - MOBILE HOME SNE - NEIGHBORHOOD SPR - PRIMARY	

<i>PROP_LCTN_INFL</i> (cont'd)	<b>SRE-VWR</b>	SRE - RESIDUAL SRH - REHABILITATION SRO - ROAD SRR - RESTAURANT SRU - REAR UNIT SSE - WAREHOUSE SXC - EXCESS VAI - AIRPORT VAV - AVERAGE VBA - BAY VBE - BEST VBL - BLUFF VBR - BETTER VCA - CANAL VCI - CITY VCL - CREEK/LAKE VCN - CANYON VCP - MONSERVATION / PROTECTED AREA	VCV - CANYON/VALLEY VEX - EXCELLENT VFA - FAIR VGC - GOLF COURSE VGO - GOOD VGP - GREENBELT/PARK VGU - GULF VHM - HILLS/MOUNTAINS VHV - HILL/VALLEY VIN - INFERIOR VIS - INTERSTATE VIT - INLAND WATERWAY VIW - INTERCOASTAL WATERWAY VLA - LAKE VLG - LAGOON VLP - LAKE/POND VMN - MOUNTAIN VMO - MOUNTAIN/OCEAN VOB - OBSTRUCTED	VOC - OCEAN VPA - PARK VPD - POND VPG - PARKING VPI - PRIME VPL - POOL VPM - PREMIUM VPR - POOR VRC - RECREATIONAL VRD - ROAD VRR - RIVER VSD - STANDARD VSN - SUBURBAN VSR - SUPERIOR VST - STREET VTY - TYPICAL VWD - WOODLAND VWR - WATER	nnn
<i>PROP_ACRES</i>	<b>Total land mass in acres. (4 decimal points). Example: 13000- 1.3 acres.</b>				Integer
<i>PROP_LANDSQFT</i>	<b>Total land mass in Square Feet.</b>				Integer
<i>PROP_UNVBLDSQFT</i>	<b>Building Square Footage</b>				Integer
<i>PROP_BLDSQFTIND</i>	<b>Square foot type indicator, 1 character max.</b>				R,H,M,B,A,L,G or blank
	R - GROUND FLOOR LEVEL H - HEATED AREA M - MAIN OR BASE AREA B - BUILDING	A - ADJUSTED L - LIVING G - GROSS			
<i>PROP_BLDSQFT</i>	<b>Building Square feet</b>				Integer
<i>PROP_LIVINGSQFT</i>	<b>The area of a building that is used for general living.</b>				Integer
	This is typically the area of a building that is heated or air conditioned and does not include Garage, Porch or Basement square footage.				
<i>PROP_GROSSSQFT</i>	<b>Building Square Footage</b>				Integer
<i>PROP_ADJGROSSSQ</i> <i>F</i>	<b>Square Footage for Improvement Value</b>				Integer
<i>PROP_RMS</i>	<b>Total number of rooms contained in the primary building.</b>				Integer
<i>PROP_BEDRMS</i>	<b>Total number of bedrooms contained in the primary building.</b>				Integer
<i>PROP_BATHSCALC</i>	<b>Number of Bathrooms</b>				Integer
<i>PROP_BATHS</i>	<b>Total number of bathrooms, 2 implied decimal places. 2.00 baths - 200.</b>				Integer
<i>PROP_FULLBATHS</i>	<b>Total number of Full Baths (typically comprised of a sink, toilet, and bathtub / shower stall).</b>				Integer
	A home containing 2 1/2 baths would have the number 2 stored in this field.				

<p><i>PROP_AC</i></p>	<p><b>The type of air conditioning method used to cool the building</b></p>				<p>nnn (3 characters)</p>
<p>(e.g., Central, Wall Unit, Evaporative):                  0- AC.NONE                  ACA- AC.COMMERCIAL A/C                  ACE- AC.CENTRAL                  ACH- AC.CHILLED WATER                  ACP- AC.CENTRAL PARTIAL                  ACW- AC.CENTRAL &amp; UNIT                  ADU- AC.DUAL UNIT                  AEV- AC.EVAPORATIVE                  AFA- AC.FAN COOLING                  AHT- AC.HEAT PUMP                  AOF- AC.OFFICE ONLY</p>		<p>APF- AC.REFRIGERATION                  APK- AC.PACKAGE                  APR- AC.PACKAGE ROOF                  APT- AC.PARTIAL                  APV- AC.REFRIGERATION/EVAPORATION                  ASE- AC.SEPARATE SYSTEM                  ASO- AC.SOLAR                  ASP- AC.SPLIT SYSTEM                  AWA- AC.WALL UNIT                  AWI- AC.WINDOW UNIT                  AWN- AC.WALL/WINDOW UNIT</p>			
<p><i>PROP_FRPL</i></p>	<p><b>This field is populated with a "Y" if a fireplace is located within the building.</b></p>				<p>Y or blank</p>
<p><i>PROP_FND</i></p>	<p>0- NONE                  999- BYPASS                  BLK- BLOCK                  BRK- BRICK                  CNB- CONCRETE BLOCK                  CNF- CONTINUOUS FOOTING                  CNW- CONTINUOUS WALL                  CRB- CONCRETE/BEAM                  CRE- CONCRETE                  CRS- CROSS BRIDGED/WALLS                  DRE- DIRT/EARTH                  GDB- GRADE-BEAM                  MSN- MASONRY                  MUD- MUD SILL                  PIL- PILINGS                  PIR- PIER</p>		<p>PPI- PIPE/IRON                  PRE- PRE-FAB                  RAB- RAISED W/BASEMENT                  RAC- RAISED W/CRAWSPACE                  RAS- RAISED                  SDF- SPREAD FOOTING                  SLB- SLAB                  STD- STANDARD                  STE- STEEL                  STM- STEM WALL                  STN- STONE                  UBM- TYPE UNKNOWN WITH BASEMENT                  UCR- TYPE UNKNOWN WITH CRAWSPACE                  UPB- TYPE UNKNOWN WITH PART BASEMEN                  WOO- WOOD</p>		<p>nnn</p>
<p><i>PROP_FLR</i></p>	<p><b>Floor Construction Type</b></p>				<p>nnn</p>
<p>999- BYPASS                  A- CONCRETE                  B- WOOD                  C- PLYWOOD                  D- CONCRETE/ASPHALT                  E- BRICK                  F- ACRYLIC                  G- ASBESTOS                  H- GRAVEL                  I- SLATE</p>		<p>J- DIRT                  K- CINDER BLOCK                  L- ASPHALT                  M- BRICK/STONE                  N- BRICK/STONE/SLATE                  P- METAL DECK                  Q- METAL GRATING                  R- CORRUGATED DECK                  S- WOOD SHEATHING                  T- STEEL-FLAT-SLAB</p>			
<p><i>PROP_GAR</i></p>	<p><b>0-570</b></p>	<p>0- NONE                  1- UNDEFINED TYPE                  2- UNDEFINED TYPE - 2 CAR                  3- UNDEFINED TYPE - 3 CAR                  4- UNDEFINED TYPE - 4 CAR                  5- UNDEFINED TYPE - 5 CAR                  6- UNDEFINED TYPE - 6 CAR                  10- ATTACHED GARAGE/CARPORT                  20- ATTACHED BASEMENT                  30- DETACHED BASEMENT                  40- DETACHED GARAGE/CARPORT                  50- ENCLOSED BRICK GARAGE/CARPORT                  60- BASEMENT FINISHED                  61- FINISHED BASEMENT - 1 CAR                  62- FINISHED BASEMENT - 2 CAR                  63- FINISHED BASEMENT - 3 CAR                  64- FINISHED BASEMENT - 4 CAR                  70- FINISHED BUILT IN                  80- UNFINISHED BASEMENT                  81- UNFINISHED BASEMENT - 1 CAR                  82- UNFINISHED BASEMENT - 2 CAR                  83- UNFINISHED BASEMENT - 3 CAR</p>	<p>84- UNFINISHED BASEMENT - 4 CAR                  90- UNFINISHED BUILT IN                  100- PREFAB                  110- BASEMENT                  112- BASEMENT - 2 CAR                  113- BASEMENT - 3 CAR                  114- BASEMENT - 4 CAR                  115- BASEMENT - 5 CAR                  116- BASEMENT - 6 CAR                  120- BUILT IN                  121- BUILT IN - 1 CAR                  122- BUILT IN - 2 CAR                  130- BUILT UNDER                  140- GARAGE/CARPORT                  170- FINISHED BRICK GARAGE                  200- FINISHED ATTACHED MASONRY                  210- UNFINISHED ATTACHED MASONRY                  220- DETACHED MASONRY                  230- FINISHED DETACHED MASONRY GARA                  240- FINISHED MASONRY                  250- UNFINISHED MASONRY                  260- MASONRY                  270- ATTACHED METAL                  280- DETACHED METAL                  290- METAL/WOOD                  300- SALT BOX                  310- STEEL                  320- ATTACHED STONE</p>	<p>330- DETACHED STONE                  340- FINISHED STONE                  350- UNFINISHED STONE                  360- STONE                  370- ATTACHED STUCCO                  380- STUCCO                  400- ATTACHED WOOD                  410- DETACHED WOOD                  420- ATTACHED MASONRY GARAGE                  430- UNFINISHED WOOD                  440- WOOD                  450- ATTACHED                  451- ATTACHED - 1 CAR                  452- ATTACHED - 2 CAR                  453- ATTACHED - 3 CAR                  454- ATTACHED - 4 CAR                  460- ATTACHED FINISHED                  470- UNFINISHED ATTACHED                  480- ENCLOSED DETACHED                  490- DETACHED FINISHED                  500- UNFINISHED DETACHED                  501- UNFINISHED DETACHED FRAME GARA                  502- UNFINISHED DETACHED MASONRY GA                  510- ENCLOSED                  520- ALUMINUM                  530- ALUMINUM/WOOD                  540- DETACHED BLOCK                  550- UNFINISHED DETACHED BLOCK                  560- FINISHED BLOCK                  570- PREFAB METAL</p>	<p>nnn</p>

<p>PROP_GAR (cont'd)</p>	<p><b>580- N00</b></p>	<p>580 - BLOCK 590 - DETACHED BLOCK/FRAME 600 - WOOD FRAME 610 - ATTACHED BRICK 620 - DETACHED BRICK 640 - UNFINISHED BRICK 650 - BRICK 660 - BRICK/FRAME 670 - MASONRY/BRICK 680 - DETACHED BRICK/STONE 690 - BRICK/STONE 701 - DETACHED CINDERBLOCK - 1 CAR 710 - CONCRETE 716 - CONCRETE - 6 CAR 720 - ATTACHED CONCRETE BLOCK 730 - DETACHED CONCRETE BLOCK 740 - FINISHED CONCRETE BLOCK 750 - UNFINISHED CONCRETE BLOCK 760 - CONCRETE BLOCK 770 - UNFINISHED STUCCO/CONCRETE BLO 780 - ATTACHED FRAME 790 - FINISHED ATTACHED FRAME 800 - UNFINISHED ATTACHED FRAME 000 - ALUMINUM/WOOD CARPORT P00 - CONCRETE CARPORT</p>	<p>Q00 - CONCRETE BLOCK CARPORT R00 - FRAME CARPORT S00 - DETACHED GABLE/HIP CARPORT T00 - ATTACHED GABLE/HIP CARPORT U00 - DETACHED ALUMINUM CARPORT V01 - DETACHED CARPORT - 1 CAR V02 - DETACHED CARPORT - 2 CAR W00 - PREFAB CARPORT Z00 - OPEN CARPORT 810 - DETACHED FRAME 820 - DETACHED FRAME FINISHED 830 - ENCLOSED FRAME 840 - FINISHED FRAME 850 - UNFINISHED FRAME 860 - DETACHED FRAME/CONCRETE BLOCK 880 - LOG 890 - VINYL GARAGE 900 - FINISHED 910 - UNFINISHED 911 - UNFINISHED - 1 CAR 912 - UNFINISHED - 2 CAR 913 - UNFINISHED - 3 CAR 920 - DETACHED 921 - DETACHED - 1 CAR 922 - DETACHED - 2 CAR 923 - DETACHED - 3 CAR</p>	<p>924 - DETACHED - 4 CAR 930 - COVERED PARKING/GARAGE 940 - DETACHED FINISHED STUCCO 950 - FRAME 960 - FRAME/CONCRETE BLOCK 971 - UNDEFINED TYPE - 1 CAR 980 - METAL 999 - BYPASS 00X - UNDEFINED TYPE - 10 CAR A00 - CARPORT A01 - CARPORT - 1 CAR A02 - CARPORT - 2 CAR A03 - CARPORT - 3 CAR A04 - CARPORT - 4 CAR A05 - CARPORT - 5 CAR A06 - CARPORT - 6 CAR ADP - ADEQUATE CAPACITY B00 - ATTACHED CARPORT C00 - DETACHED CARPORT D00 - ENCLOSED CARPORT E00 - FINISHED DETACHED CARPORT F00 - UNFINISHED DETACHED CARPORT G00 - COVERED CARPORT H00 - UNFINISHED CARPORT I00 - FINISHED CARPORT J00 - MASONRY CARPORT K00 - METAL CARPORT L00 - WOOD CARPORT M00 - ALUMINUM CARPORT N00 - ALUMINUM FRAME CARPORT</p>	<p>nnn</p>
<p>PROP_HEAT</p>	<p>0 - NONE 999 - BYPASS 00A - ELECTRIC/SOLAR 00C - COAL 00D - GAS/WOOD 00E - ELECTRIC 00G - GAS 00I - ELECTRIC/OIL 00M - GAS STEAM 00N - SOLAR/COAL/WOOD 00O - OIL 00P - COAL/WOOD 00Q - SOLAR/OIL 00R - ELECTRIC/RADIANT 00S - SOLAR 00T - ELECTRIC/HOT WATER 00W - WOOD 00Y - OIL/WOOD 00Z - GAS SOLAR ACE - CENTRAL BB0 - BASEBOARD BBE - BASEBOARD ELECTRIC BBG - BASEBOARD GAS BBO - BASEBOARD OIL BBP - BASEBOARD COAL/WOOD BH0 - BASEBOARD HOT WATER BRE - BASEBOARD ELECTRIC/RADIANT BS0 - BASEBOARD HOT WATER/STEAM BTE - BASEBOARD ELECTRIC/HOT WATER CF0 - CENTRAL FORCED AIR CFO - CENTRAL FORCED AIR OIL CL0 - CENTRAL CLE - CENTRAL ELECTRIC CLG - CENTRAL GAS CP0 - CENTRAL PARTIAL CV0 - CONVECTION CVE - CONVECTION ELECTRIC CVG - CONVECTION GAS CVO - CONVECTION OIL FA0 - FORCED AIR FAC - FORCED AIR COAL FAE - FORCED AIR ELECTRIC FAG - FORCED AIR GAS</p>	<p>FAH - FORCED HOT WATER FAO - FORCED AIR OIL FAW - FORCED AIR WOOD FC0 - CEILING FURNACE FCW - FORCED AIR COAL/WOOD FF0 - FLOOR FURNACE FFE - FLOOR FURNACE ELECTRIC FFG - FLOOR FURNACE GAS FFL - FLOOR FURNACE COAL/WOOD FFO - FLOOR FURNACE OIL FLO - FLOOR/WALL FURNACE FN0 - FORCED AIR NOT DUCTED FP0 - FIREPLACE FR0 - FURNACE FRC - FURNACE COAL FRE - FURNACE ELECTRIC FRG - FURNACE GAS FRW - WOOD FURNACE FS0 - FURNACE/STOVE GFO - GRAVITY FURNACE GFG - GRAVITY FURNACE GAS GN0 - GRAVITY NOT DUCTED GR0 - GRAVITY GRC - GRAVITY COAL GRE - GRAVITY ELECTRIC GRG - GRAVITY GAS GRO - GRAVITY OIL GRS - GRAVITY SOLAR HA0 - HOT AIR HAE - HOT AIR ELECTRIC HAO - HOT AIR OIL HAS - HOT AIR SOLAR HN0 - HOT AIR NOT DUCTED HP0 - HEAT PUMP HPE - HEAT PUMP ELECTRIC HPG - HEAT PUMP GAS HPH - HEAT PUMP HOT WATER HPL - HEAT PUMP COAL/WOOD HPO - HEAT PUMP OIL HPS - HEAT PUMP SOLAR HS0 - HOT WATER STEAM HW0 - HOT WATER HWE - HOT WATER/ELECTRIC HWG - HOT WATER GAS HWL - HOT WATER COAL/WOOD</p>	<p>HWO - HOT WATER OIL HWS - HOT WATER SOLAR HWW - HOT WATER WOOD INO - INDUSTRIAL JTO - JETS ND0 - NOT DUCTED PK0 - PACKAGE PKE - PACKAGE ELECTRIC PT0 - PARTIAL RC0 - RADIANT CEILING RD0 - RADIANT RDE - RADIANT ELECTRIC RDG - RADIANT GAS RDH - RADIANT HOT WATER RDI - RADIANT ELECTRIC/OIL RDW - RADIANT WOOD RGO - RADIANT HOT WATER OIL RRO - RADIATOR RS0 - RADIANT STEAM SP0 - SPACE SPG - SPACE GAS SPL - SPACE COAL/WOOD SPO - SPACE OIL SS0 - STOVE/SPACE ST0 - STEAM STE - STEAM ELECTRIC STG - STEAM GAS STH - STEAM HOT WATER STO - STEAM OIL STW - STEAM WOOD SV0 - STOVE SVG - STOVE GAS UN0 - UNIT UNE - UNIT ELECTRIC UNG - UNIT GAS WA0 - WARM AIR WFO - WALL FURNACE WFL - WALL FURNACE COAL/WOOD WFO - WALL FURNACE OIL WH0 - WALL HEAT PUMP WL0 - WALL WLE - WALL ELECTRIC WLG - WALL GAS WS0 - WOOD STOVE WU0 - WALL UNIT</p>	<p>nnn</p>	

PROP_ENERGY	<b>Type of Electricity</b>		nnn
	0 - NONE 999 - BYPASS EAG - AVERAGE WIRING EAV - AVAILABLE EBA - BELOW AVERAGE WIRING ECN - CONNECTED EEX - EXTENSIVE WIRING EGO - GOOD WIRING EHE - HEAVY WIRING	ELI - LIGHT WIRING EMA - MAXIMUM WIRING EME - MEDIUM WIRING EMI - MINIMAL WIRING EOY - OVERHEAD WIRES EPR - PRIVATE SOURCE ETY - TYPICAL WIRING EUN - UNDERGROUND WIRES	
PROP_FUEL	<b>Type of Fuel</b>		String value
	0 - NONE 999 - BYPASS 00C - HEAT.COAL 00D - HEAT.GAS/WOOD 00E - ELECTRIC 00G - HEAT.GAS 00I - HEAT.ELECTRIC/OIL 00M - HEAT.GAS STEAM 00N - HEAT.SOLAR/COAL/WOOD 00O - HEAT.OIL 00P - HEAT.COAL/WOOD 00Q - HEAT.SOLAR/OIL 00R - HEAT.ELECTRIC/RADIANT 00S - HEAT.SOLAR 00T - HEAT.ELECTRIC/HOT WATER 00W - HEAT.WOOD 00Y - HEAT.OIL/WOOD 00Z - HEAT.GAS SOLAR	FBU - BUTANE FCO - COAL FCV - CONVECTION FCW - COAL/WOOD FEL - ELECTRIC FGA - GAS FGN - NO GAS PUBLIC/PIPED FGP - GAS PUBLIC/PIPED FGS - GAS/SOLAR FKE - KEROSENE FLP - LIQUEFIED PETROLEUM GAS FOI - OIL FOS - OIL/SOLAR FSO - SOLAR FWD - WOOD FWO - COAL/WOOD/OIL GTE - GEO THERMAL HEATING	
PROP_SEWER	<b>Sewer Type</b>		nnn
	0 - NONE 999 - BYPASS SPU - PUBLIC SCE - CESSPOOL	SSE - SEPTIC SPR - PRIVATE STR - STORM SCO - COMMERCIAL	
PROP_WATER	<b>Water Supply Type, 3 characters max.</b>		nnn
	0 - NONE 999 - BYPASS WPU - PUBLIC WSC - SPRING/CREEK WWE - WELL	WPR - PRIVATE WCO - COMMERCIAL WPW - PUBLIC WELL WCI - CISTERN	
PROP_HOMESTEAD	<b>Homestead Qualified</b>		Y or blank
PROP_XMTVET	<b>Presence of Veteran</b>		Y or blank
PROP_XMT_DISABLE D	<b>Disabled Veteran</b>		Y or blank
PROP_TAXAMT	<b>The tax amount provided by the county or local taxing / assessment authority</b>		Integer (dollars)
PROP_TAXYR	<b>Tax Year</b>		YYYY
PROP_SALESDEEDC D	<b>Deed Type, 1 character max.</b>		U,Q,X,T,G,D,F,J, L,N,R,S or blank
	U - FORECLOSURE Q - QUIT CLAIM X - MULTI CNTY/ST OR OPEN-END-MTG T - DEED OF TRUST G - DEED D - RELEASE OF DEED OF TRUST/MTG	F - FINAL JUDGEMENT J - MECHANIC LIENS L - LIS PENDENS N - NOTICE OF DEFAULT R - RELEASE/RECISION S - LOAN ASSIGNMENT	
PROP_SALEAMT	<b>Price of the sale as depicted on the recorded sales transaction.</b>		Integer (dollars)

<i>PROP_SALECD</i>	<b>Sale Code</b>		V,R,P,C,N,F,E,L or blank
	V - VERIFIED R - LEASE P - SALE PRICE (PARTIAL) C - CONFIRMED	N - STAMPS ON BACK/NON-DISCLOSED F - SALE PRICE (FULL) E - ESTIMATED L - COMMITTED	
<i>PROP_SALESTRANS CD</i>	<b>Sale Type</b>		1,2,3,4,6,7,9,D,S or blank
	1 - RESALE 2 - REFINANCE 3 - SUBDIVISION/NEW CONSTRUCTION 4 - TIMESHARE 6 - CONSTRUCTION LOAN	7 - SELLER CARRYBACK 9 - NOMINAL D - RELEASE OF DEED S - ASSIGNMENT OF DEED OF TRUST	
<i>PROP_OWNERCD</i>	99 - SOME COUNTIES USE AS OTHER A - FORMS OF AGENT OWNERSHIP AD - FORMS OF AGENT OWNERSHIP DEED AG - FORMS OF AGENT OWNERSHIP GRANT AKA - ALSO KNOWN AS AS - ASSIGN CE - CARE EXECU CF - CARE FOR CO - CARE OF CP - COMMON PROP CR - CARE RENTER CS - COMMON RIGHTS CT - CARE TENANT DB - DEATH BENE E - SOME COUNTIES PREVIOUSLY USED THIS, NOW MOST HAVE GONE TO ES EA - ESTATE AND OTHERS ES - ESTATE EU - ESTATE AND HUSDAND COMMONLY USED EX - ESTATE AND WIFE OR SPOUSE FI - FUTURE INTEREST FLP - FUTURE LP GD - GUARDIAN HW - HIS WIFE IT - IN TRUST FOR JS - JOINT SURV JT - JOINT TENANTS JV - JOINT VENTURE LB - LIEN BEN LE - LIFE ESTATE LF - SOME USE LT, SOME USE THIS FOR FAMILY, NOT COMMONLY UTILIZED NOR WILL MOST NEW DEEDS REF TO THIS LP - LIMITED PARTNERSHIP LT - LIFE TEN LU - LIFE USAGE MA - MANAGED AGENT MM - MANAGED MINOR MS - THESE NOW REQUIRE USE OF MORE CLEAR CODES	MV - THESE NOW REQUIRE USE OF MORE CLEAR CODES MW - SOME USE WHEN MANAGED FOR WIFE N - KNOWN AS...NOW UTILIZING THE BELOW NS - KNOWN AS SOLE NT - KNOWN AS TENANT PR - POSSESSORY REN PS - POSSESSORY SURV/SOLE PT - POSSESSORY TEN REV - RIGHT OF VENDOR RM - RIGHT OF MEMBER RS - RIGHT OF SURVIVORSHIP R - REVOCABLE TRUST SE - SIMPLE ESTATE SI - SIMPLE INTEREST SM - MINOR SO - SOLE WWNER SP - ROLLED, NOT UTILIZED SU - SOLE UNDER AGR SW - ROLLED, NOT UTILIZED TA - ROLLED INTO BELOW, MAY HAVE UTILIZED WHEN AGENT INVOLVED NOT REQUIRES IND DISCLOSURES TC - TENANTS IN COMMON TE - TENANTS IN ENTIRETY TR - TRUSTEE TRU - REVOKEABLE TRUST TS - TRUST SALE, NOT USED IN MOST COUNTIES THEY PREFER TO DIFF BETWEEN TY - TRUST SALE REF UI - UNDER INT UM - UNDER MANAGE OF UN - UNDER NAME UW - UNDER WIFE WF - WARRANTY SALE XF - EXCHANGE W/IN FAMILY XX - FORM OF EXCHANGE SALE	nnn
<i>PROP_LOANTOVAL</i>	<b>Loan To Value</b>		String values
<i>PROP_MTGAMT</i>	<b>Amount of loan.</b>		Integer (dollars)
<i>PROP_MTGDATE</i>	<b>Date mortgage was initiated.</b>		YYYYMMDD

<p><i>PROP_MTGDEEDCD</i></p>	<p>W - WARRANTY DEED  R - RELEASE/RECISSION  I - ALL INCLUSIVE DEED OF TRUST  M - MORTGAGE  D - DEED  Q - QUIT CLAIM  C - CONSTRUCTION DEED OF TRUST  T - DEED OF TRUST  A - ASSIGNMENT DEED  X - MULTI CNTY/ST OR OPEN-END-MTG  N - NOTICE OF DEFAULT  S - LOAN ASSIGNMENT  E - EXEMPTION DEED  G - DEED  2 - TRUST  AJ - ADMINISTRATOR JOINT TENANCY  AD - ADMINISTRATOR'S DEED  AF - AFFIDAVIT/AFFIDAVIT OF DEATH  AG - AGREEMENT OF SALE  AI - ALL INCLUSIVE DEED OF TRUST  I - ALL INCLUSIVE DEED OF TRUST  AA - ASSGNMT AND AGREEMENT OF SALE  AL - ASSGNMT/ASSMPTN OF LEASE/SUBLS  AN - ASSIGNMENT DEED  AS - ASSIGNMENT OF DEED OF TRUST  S - ASSIGNMENT OF DEED OF TRUST  AP - ASSUMPTION  AU - AUCTION  B - BARGAIN &amp; SALE DEED  BA - BARGAIN &amp; SALE DEED  BS - BARGAIN &amp; SALE DEED  SC - CERTIF OF SALE-SHERIFF/MARSHLL  TC - CERTIFICATE OF TITLE (FL)  CO - COMMISSIONERS DEED  CM - COMMISSIONER'S DEED  CT - COMMITTEE DEED  CN - CONDOMINIUM DEED  CL - CONSTRUCTION DEED OF TRUST  CS - CONTRACT OF SALE  CV - CONVEYANCE DEED  DC - CONVEYANCE DEED  CP - CORPORATE DEED  CR - CORPORATE DEED  CQ - CORPORATION QUIT CLAIM DEED  CD - CORRECTION DEED  CA - COUNTY DEED  DD - DEED  V - DEED  DL - DEED IN LIEU OF FORECLOSURE  DA - DEED OF ASSUMPTION  DI - DEED OF DISTRIBUTION  DE - DEED OF EXCHANGE  DR - DEED OF FULL RELEASE  T - DEED OF TRUST  TR - DEED OF TRUST  DP - DOWN PYMT ASSISTANCE LOAN (SC)  EQ - EQUITY OR CREDIT LINE  XD - EXCHANGE DEED  EJ - EXECUTOR JOINT TENANT  EX - EXECUTORS DEED  XP - EXEMPTION DEED  FS - FEE SIMPLE DEED  FI - FIDUCIARY DEED  FJ - FINAL JUDGEMENT  FD - FORECLOSURE DEED  U - FORECLOSURE DEED  FR - FORFEITURE DEED  GW - GENERAL WARRANTY DEED  GF - GIFT DEED  G - GRANT DEED  GD - GRANT DEED  GU - GUARDIAN DEED  GJ - GUARDIAN JOINT TENANT  IM - INDEMNITY DEED OF TRUST</p>	<p>IV - INDIVIDUAL GRANT DEED  IN - INSTITUTIONAL DEED  IC - INTERCOMPANY DEED TRANSFER  ID - INTERFAMILY DEED  IF - INTERFAMILY DEED TRANSFER  IS - INTERSPOUSAL DEED TRANSFER  IT - INTERSPOUSAL DEED TRANSFER  SU - JOINT SURVIVORSHIP/RIGHT OF  JD - JOINT TENANCY DEED  JT - JOINT TENANCY DEED  QJ - JOINT TENANT QUIT CLAIM DEED  LA - LEASE AGREEMENT  LH - LEASEHOLD DEED  TL - LEASEHOLD DEED OF TRUST  LM - LIMITED WARRANTY DEED  LP - LIS PENDENS  MA - MARSHALLS DEED  MD - MASTERS DEED (SC)  MX - MECHANICS LIEN  ML - MECHANIC'S LIEN CONTRACT  OT - MISCELLANEOUS DOCUMENT  M - MORTGAGE  MG - MORTGAGE  MF - MORTGAGE FORECLOSURE DEED  MO - MORTGAGE MODIFICATION AGREEMNT  X - MULTI-COUNTY/MULTI-STATE  ~ - NOMINAL  Z - NOMINAL  N - NOTICE OF DEFAULT  ND - NOTICE OF DEFAULT  NF - NOTICE OF FORECLOSURE  NS - NOTICE OF SHERIFF'S SALE  NT - NOTICE OF TRUSTEE'S SALE  PD - PARTNERSHIP GRANT DEED  PN - PATENT (LAND)  PO - PAY OFF DEED  PJ - PERSONAL REP JOINT TENANT  PR - PERSONAL REP'S DEED  PV - PRIVATE SALE  PB - PROBATE COURT DEED  PA - PUBLIC AUCTION DEED  PT - PUBLIC TRUSTEES DEED  Q - QUIT CLAIM DEED  QC - QUIT CLAIM DEED  QD - QUIT CLAIM DEED  RC - RECEIVER'S DEED  RF - REFEREES DEED  RL - RELEASE OF LIEN/LIS PENDENS  MR - RELEASE OF MECHANICS LIEN  RD - RERECORDED DEED  R - REVOLVING LINE OF CREDIT  RV - REVOLVING LINE OF CREDIT  SE - SECURITY DEED OF TR (MTG GA)  SO - SELLING OFFICER'S DEED (IL)  ST - SETTLEMENT DEED  SD - SHERIFF'S DEED  SW - SPECIAL WARRANTY DEED  SJ - SPECIAL WARRANTY DEED JOINT TE  SA - STATE DEED  SR - STRAW DEED  SL - SUB LEASE  TX - TAX DEED  TT - TORRENS DOCUMENT  TA - TRUST AGREEMENT  F - TRUSTEE DEED  TE - TRUSTEE'S DEED  TD - TRUSTEE'S DEED(FORECLOSURE)  TU - TRUSTEE'S DEED(TRANSFER)  TJ - TRUSTEES JOINT TENANT  UD - UNIT DEED  W - WARRANTY DEED  WD - WARRANTY DEED  WJ - WARRANTY DEED JOINT TENANT</p>	<p>String value</p>
<p><i>PROP_LENDERNAM</i></p>	<p><b>Lender Name</b></p>	<p>String value</p>	
<p><i>PROP_MTGREFICD</i></p>	<p><b>Refi Type</b>   Y - YES  T - TRUST</p>	<p>Y,T or blank</p>	
<p><i>PROP_RMSEQUITYC D</i></p>	<p><b>Equity in Property</b></p>	<p>Y or blank</p>	



## Auto Attributes: Up to 4 vehicles.

<b>Output Field</b>	<b>Description</b>	<b>Return Values</b>
MAKE	Vehicle Make, 30 characters max	String Value
MODEL	Vehicle Model, 30 characters max	String Value
YEAR	Vehicle Year	YYYY
VEH_CLASS	Vehicle Class Description:	String Value
	<table border="1"> <tr> <td>CROSSOVER FULL SIZE CAR FULL SIZE SUV FULL SIZE TRUCK FULL SIZE VAN MID SIZE CAR</td> <td>MID SIZE TRUCK MID SIZE SUV MINIVAN SMALL CAR SMALL SUV SMALL TRUCK</td> </tr> </table>	
CROSSOVER FULL SIZE CAR FULL SIZE SUV FULL SIZE TRUCK FULL SIZE VAN MID SIZE CAR	MID SIZE TRUCK MID SIZE SUV MINIVAN SMALL CAR SMALL SUV SMALL TRUCK	
FUELTYPECD	Vehicle Fuel Code:	B, D, F, G, H, I, L, N, P, Y
	<table border="1"> <tr> <td>B - Biodieselcolumn D - Diesel F - Flex-Fuel G - Gasoline H - Fuel Cell</td> <td>I - Plug-In Electric L - Electric/Gas N - CNG (Compressed Natural Gas) P - Propane Y - Hybrid</td> </tr> </table>	
B - Biodieselcolumn D - Diesel F - Flex-Fuel G - Gasoline H - Fuel Cell	I - Plug-In Electric L - Electric/Gas N - CNG (Compressed Natural Gas) P - Propane Y - Hybrid	
MFGCD	Vehicle Manufacturing Code	A,C, F, G, H, L, O
	<table border="1"> <tr> <td>A - Antique C - Chrysler Products F - Ford Products G - GM Products</td> <td>H - High end Imports L - Low End Imports O -Other</td> </tr> </table>	
A - Antique C - Chrysler Products F - Ford Products G - GM Products	H - High end Imports L - Low End Imports O -Other	
STYLECD	Vehicle Style Code	10 characters
	<table border="1"> <tr> <td>CONV CPE2DR CUV HATCHBACK LUXURY PICKUP</td> <td>SEDAN SPORT UTIL VAN WAGON</td> </tr> </table>	
CONV CPE2DR CUV HATCHBACK LUXURY PICKUP	SEDAN SPORT UTIL VAN WAGON	
MILEAGECD	Mileage from the last odometer reading in increments of 10,000.	A-Z
	A- 0-10,000. Z- 250,000+.	
VIN	17 digit VIN Number	String Value
INFERREDDATE	Inferred Purchase Date Code:	1 Character: A - G
	<table border="1"> <tr> <td>A - 0-6 months B - 7-12 months C - 13-18 months D - 19-24 months</td> <td>E - 25-36 months F - 37-48 months G - 49+ months</td> </tr> </table>	
A - 0-6 months B - 7-12 months C - 13-18 months D - 19-24 months	E - 25-36 months F - 37-48 months G - 49+ months	

# Activate

Leveraging shopping data observed across a vast network of sites, Activate enables marketers to know when their customers and prospects are in-market for their services, and right-time their outreach. These shopping signals help you get in front of consumers early in their buying journey, and ultimately identify retention risks as well as cross-sell and new business opportunities.

Read on to learn more about what data we need to initiate the service, as well as what data you can receive. For further information, [check out our Activate Support site here.](#)

## Activate Inputs

Input Field	Description	Required
<i>recordid</i>	Your unique record or customer identifier. The recordid will be included in the Activate Output so you can associate activity with consumers in your internal databases, 100 characters max.	✓
<i>Phone Numbers (phone01, phone02, phone03, phone04)</i>	List up to 4 phones associated with the record. Phone numbers should be limited to 10 digits and non-numeric characters must be stripped. The phone number should then be hashed before sending to Activate. Accepts MD5 or SHA256 hashing	✓
<i>Email addresses (email01, email02, email03,)</i>	List up to 3 emails associated with the record. Must be all in lowercase and leading or trailing spaces should be stripped. The email address should then be hashed before sending to Activate. Accepts MD5 or SHA256 hashing	✓
<i>LeadiD tokens (leadid01, leadid02, leadid,03)</i>	If you are currently leveraging other Jornaya solutions and receiving LeadiD tokens, you can submit up to <b>three</b> LeadiDs for each recordid. Should align with the 36-character GUID as created by a Jornaya campaign script	
<i>address01</i>	Address data must not be hashed in the file. Upon ingestion, the data goes through a standardization process before then being hashed.  Format: street, city, state, zip  If an apartment or suite number is used within the address it must be included in the street address <b>before</b> the first comma	
<i>Passthrough Fields</i>	Additional fields that your team would like to pass in conjunction with your recordids at the end of your file. These fields will not be leveraged by activate, but will be appended to your Activate results  These can use any header name and should immediately follow the headers detailed above	



## Activate Outputs

Below is a table outlining the datapoints that will be returned in our daily signals. Note that when a datapoint contains the word “JOURNEY”, this is a placeholder that represents the specific journey name. For a full list of Journey names, please reference the Journeys section.

## Activate Output Data

	Description	Return Values
<i>recordid</i>	The unique record or customer identifier corresponds to each individual consumer who had in-market activity in the past day	These values are provided in the input file
<i>JOURNEY_1Day</i>	Returns a value of “1” if Jornaya has witnessed any in-market events for that consumer in that journey over the past day.	1  NOTE: No value indicates Jornaya has <b>NOT</b> witnessed activity for that consumer in that journey
<i>JOURNEY_Events_1Day</i>	The number of in-market events Jornaya has witnessed for that consumer in that journey over the past day	1 to 2 3 to 4 5 to 6 7+
<i>JOURNEY_Events_7Day</i>	The number of in-market events Jornaya has witnessed for that consumer in that journey over the <b>past 7 days</b>	1 to 2 3 to 4 5 to 6 7+
<i>Time_Day_Shopping_Min_1Day</i>	The <b>earliest</b> time Jornaya witnessed the consumer shopping across all subscribed journeys over the <b>past day</b> . Rounded down to the nearest hour in GMT	String: hh:mm AM/PM GMT  Example: 11:00AM GMT
<i>Time_Day_Shopping_Max_1Day</i>	The <b>latest</b> time Jornaya witnessed the consumer shopping across all subscribed journeys over the <b>past day</b> . Rounded up to the nearest hour in GMT	String: hh:mm AM/PM GMT  Example: 02:00 PM GMT
<i>Time_Day_Shopping_Min_7Day</i>	The <b>earliest</b> time Jornaya witnessed the consumer shopping across all subscribed journeys over the <b>past 7 days</b> . Rounded down to the nearest hour in GMT	String: hh:mm AM/PM GMT  Example: 10:00 AM GMT
<i>Time_Day_Shopping_Max_7Day</i>	The <b>latest</b> time Jornaya witnessed the consumer shopping across all subscribed journeys over the <b>past 7 days</b> . Rounded up to the nearest hour in GMT	String hh:mm AM/PM GMT Example: 03:00 PM GMT
<i>Passthrough field(s)</i>  <i>* Column names will reflect the names of the columns in the input file</i>	Additional information was appended to the recordid in the monitoring file. This information is then also appended to the Activate data	The values will reflect the values provided in the monitoring file.

## Activate Journeys

	Description
<i>Insurance - Overall</i>	<p>This column considers whether consumers exhibited behaviors across all possible journeys within Insurance (e.g., Auto, Home, Health, Life, General) including those that you may not be subscribed to.</p> <p>“Overall” is not mutually exclusive with your other journey subscriptions.</p>
<i>Insurance - Auto</i>	A consumer has exhibited behavior indicating they are interested in auto insurance.
<i>Insurance - Home</i>	A consumer has exhibited behavior indicating they are interested in homeowners insurance.
<i>Insurance - Life</i>	A consumer has exhibited behavior indicating they are interested in life insurance.
<i>Insurance - General</i>	<p>We’ve seen definitive evidence that the consumer is displaying interest in the product category, but have <b>not yet</b> seen evidence that they’ve narrowed their search to a specific product or service.</p> <p>“General” is automatically included when you subscribe to any Insurance journey.</p>
<i>Insurance - Health</i>	<p>This column considers whether consumers exhibited behaviors across all possible journeys within the Health Insurance category (e.g., General, Medicare General, Short Term, Dental, Medicare Supplement, Medicare Advantage, Disability) including those that you may not be subscribed to.</p> <p>“Overall” is not mutually exclusive with your other journey subscriptions.</p>
<i>Insurance - Health - General</i>	This signal includes any shopping behaviors we cannot categorize into a more specific journey. This does not necessarily indicate any less interest or intent, but instead may indicate that the user may be more broadly browsing and still unsure on their needs and options.
<i>Insurance - Health - Medicare General</i>	A consumer has exhibited behavior indicating they are interested in some type of Medicare Insurance.
<i>Insurance - Health - Short Term</i>	A consumer has exhibited behavior indicating they are interested in short term health insurance. This may also include versions of short term health insurance such as COBRA.
<i>Insurance - Health - Dental</i>	A consumer has exhibited behavior indicating they are interested in Dental insurance.
<i>Insurance - Health - Medicare Supplement</i>	A consumer has exhibited behavior indicating they are interested in Medicare Supplement Insurance.
<i>Insurance - Health - Medicare Advantage</i>	A consumer has exhibited behavior indicating they are interested in Medicare Advantage Insurance. This is also referred to as Medicare Part C.
<i>Mortgage - Overall</i>	<p>This column considers whether consumers exhibited behaviors across all possible journeys within Mortgage (e.g., Purchase, Refinance, HELOC, Reverse, General) including those that you may not be subscribed to.</p> <p>“Overall” is not mutually exclusive with your other journey subscriptions.</p>
<i>Mortgage - Purchase</i>	A consumer has exhibited behavior that they are interested in a mortgage for a new home purchase.
<i>Mortgage - Refinance</i>	A consumer has exhibited behavior indicating they are interested in refinancing their mortgage.



<i>Mortgage - HELOC</i>	<i>A consumer has exhibited behavior indicating they are interested in a home equity line of credit.</i>
<i>Mortgage - Reverse</i>	<i>A consumer has exhibited behavior indicating they are interested in a reverse mortgage.</i>
<i>Mortgage - General</i>	<p><i>We've seen definitive evidence that the consumer is displaying interest in the product category, but have <b>not yet</b> seen evidence that they've narrowed their search to a specific product or service.</i></p> <p><i>"General" is automatically included when you subscribe to any Mortgage journey.</i></p>
<i>Education - General</i>	<i>This column considers whether consumers exhibited behaviors consistent with researching higher Education.</i>
<i>Jobs - General</i>	<i>This column considers whether consumers exhibited behaviors consistent with researching Jobs.</i>
<i>Homebuyers</i>	<i>A consumer has exhibited behavior indicating they are interested in buying a home.</i>