



GLOBALSUBSCRIBERBASE.COM

Data Dictionary

The GSB Commitment –

“We know that marketing is multi-faceted, and we strive to deliver high value with low maintenance.

To that end, we adapt to your needs and our team works as an extension of your business.

We are on-call to proactively deliver as promised and to rapidly address opportunities.”

Craig Shults — Founder & CEO

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GSB General Overview

Since 2009, GSB has delivered “On-Target” consumer profiles by blending our wide data network with our Diverse Data Integration & Innovative Technology. To further the value of our data we provide consultative analytics & customer focused solution design. And it is easy to get started with fast & flexible delivery options.

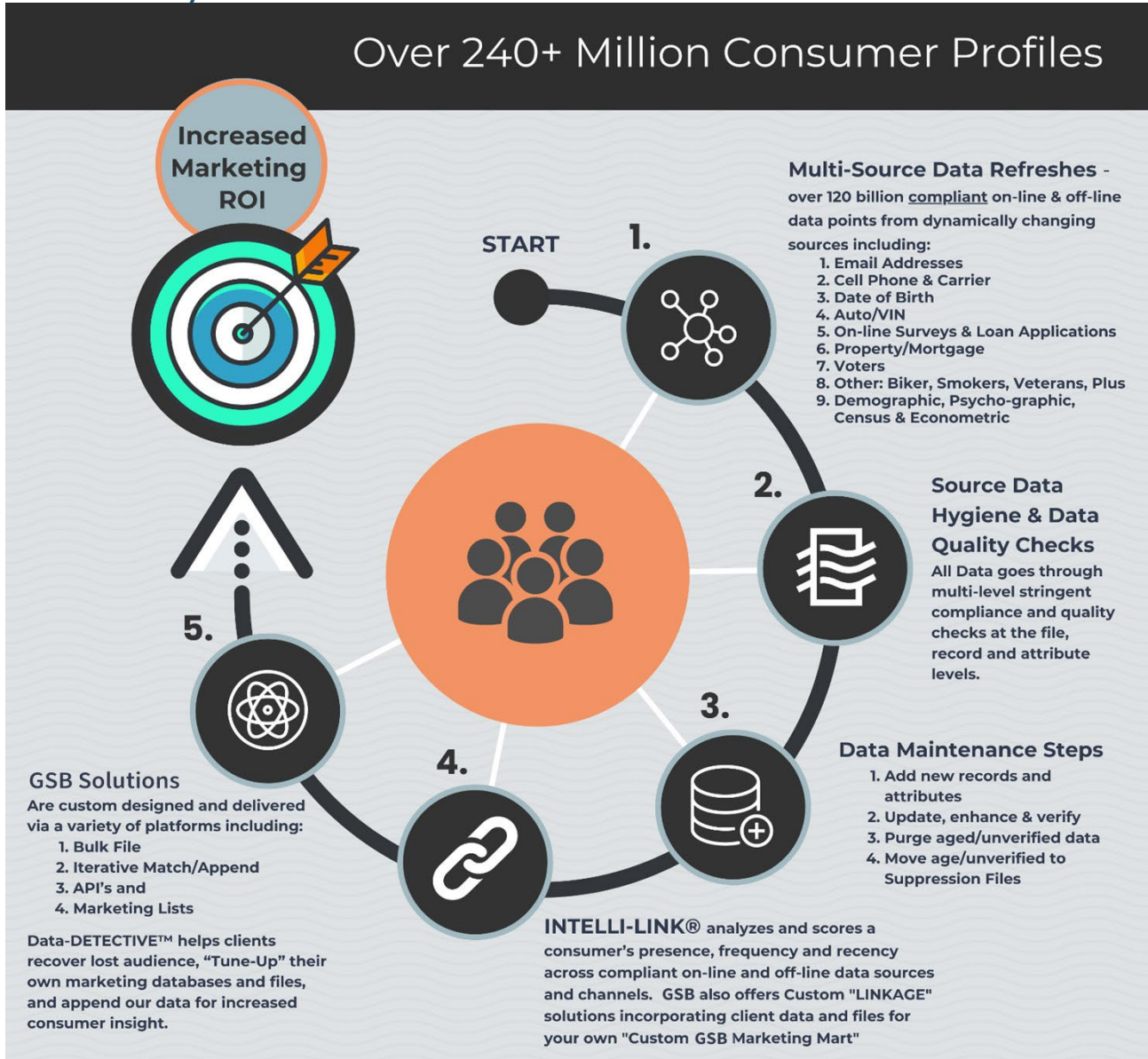
Every month we complete full file replace/rebuild of over 240 million consumer profiles from over 120 billion on-line & off-line data points. Our data is fully compliant, and all data passes multiple phases of stringent hygiene and quality checks to ensure integrity and effectiveness. We then apply advanced analytics to create measures, scores and ranks that enhance segmentation and audience targeting.

Finally, we offer flexible options for licensing as well as various methods for data delivery including a variety of platforms and methods: (1) Bulk File, (2) Iterative Match/Append, (3) API's and (4) Marketing Lists.



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GSB Monthly Process Overview





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GSB Data & Services Overview

The result of GSB's monthly process & LINKAGES are marketing data products, services & solutions that can be leveraged for direct marketing activities and/or to enhance your own marketing databases and data marts.

INTEL™ MARKETING DATABASES

GSB's INTEL™ Marketing Databases dynamically evolve with new data added and aged data removed monthly.

- ❖ Verified Email (and email linkage/suppression file(s))
- ❖ Auto-VIN (And auto linkage/suppression file(s))
- ❖ Property, Mortgage/Lien & Home Ownership
- ❖ Veterans
- ❖ Smokers, Motorcycle & Specialty Databases
- ❖ Cell Phone
- ❖ Multi-Source Self-Reported Applications
- ❖ Digital/On-Line
- ❖ Voters
- ❖ Customized sourcing & linkages

INSIGHT™ MARKETING SOLUTIONS

GSB's INSIGHT™ solutions analyze GSB's multi-sourced Marketing Databases through proprietary linkages and hygiene to create marketing data solutions that address specific Target Marketing Demands.

- ❖ **INTELLI-LINK®** uses multi-source linkages to resolve identity. Understanding INTELLI-LINK® intersections provides increased confidence in consumer identity, more reliable and deeper consumer insight for marketing plans - and – multi-source contact details for omni-channel cross media marketing.
- ❖ **Generation-INSIGHT™ & Millennial-INSIGHT™** analyze DOB from all sources to score the best information based on reliability & recency. The result is 100% completeness on birth month, day & year.
- ❖ **Email-INSIGHT™** aggregates email addresses from all sources and separately validates URL's to make sure they are still active and linked to the proper pages with privacy policies for 3rd party use.
- ❖ **Data-DETECTIVE™** helps clients to recover lost audience, "Tune-Up" their own marketing databases and files, and append our data for increased consumer insight.

3 WAYS GSB BOOSTS Consumer Engagement

1 Turn OLD & Tired to NEW & Usable!
Consumers change identities FREQUENTLY rendering information useless...YOU THOUGHT!
Data-DETECTIVE™ uses LINKAGES to transform damaged data to NEW & Usable Information!
REVIVED 70+%

2 Pick the Right Consumers to Target at the Right Time
INTELLI-LINK® uses LINKAGES to analyze & score presence, frequency and recency across digital and off-line sources. Intersections including Automotive, Property, Cell Phone, Email, Social Media, Behavioral, Transactional & Demographic sources create deep & reliable LINKED Consumer Profiles on 260,000,000+ INDIVIDUALS !

3 Connect with the Target !
AGR's Identity LINKAGES give you all the right ways to contact your targets. From digital identities like email, mobile id, & social media handles - to - phone numbers & postal.
VERIFIED & READY-to-GO!

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GSB Marketing Solutions & Database Counts

Please contact us for updated counts and options for how we can design your unique **GSB Marketing Mart** !



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GSB Marketing Solutions & Databases	Count
INTELLI-LINK™ - Scores Freshness & Frequency Across GSB Databases	278,512,921
Linkage Score 1 (Match Demographic + 1 GSB File)	32,463,126
Linkage Score 2 (Matches across Two GSB Files)	82,983,433
Linkage Score 3 (Matches across Three GSB Files)	65,599,605
Linkage Score 4 (Matches across Four+ GSB Files)	97,466,757
Demographic File Match (65%)	175,943,492
Generation-INSIGHT™ - Multi-Sourced 100% DOB Marketing Solution	224,389,455
Generation Z (1997 - Now)	3,733,016
Millennial (1981 - 1996)	49,931,564
Gen X (1965 - 1980)	65,429,362
Boomers (1946 - 1964)	72,870,318
Silent (before 1945)	32,425,195
Email-INSIGHT™ - Deliverable & Compliant Email Marketing Solution	210,310,718
Email Suppression	282,867,412
CellPhone-INTEL™ - Marketing Database	188,407,980
Property-INTEL™ - Comprehensive Real Estate Marketing Database	155,920,341
Auto-INTEL™ - Automotive & VIN Marketing Database	159,226,188
Auto / VIN Suppression	23,009,248
InMarket-INTEL™ - Consumer Loan Application Marketing Database	149,440,524
Short Form	92,614,654
Long Form	56,825,870
Voters-INTEL™ - Marketing Database	176,170,831
Democrat	70,706,883
Republican	54,589,286
Independent	40,643,303
Libertarian	3,869,050
Liberal	3,700,923
Undecided	1,638,765
Unknown	698,495
Other	324,126
Veteran-INTEL™ - Marketing Database	29,821,579
Smoker-INTEL™ - Marketing Database	14,958,677
Biker-INTEL™ - Marketing Database	6,156,516
Timeshare-INTEL™ - Marketing Database	11,755,266
Diabetics-INTEL™ - Marketing Database	6,663,847
Landline-INTEL™ - Marketing Database	184,882,968
Deceased-INTEL™ - Marketing Database	26,265,010
Demographic-INTEL™ -- Marketing Database	250,222,756

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Email-INSIGHT™

Email-INSIGHT™ Attributes	Sample	Field Description	TYPE	LENGTH
E-Mail	aaa@aol.com	Email Address	String	26
First Name	Steve	First Name	String	6
Last Name	Smith	Last Name	String	10
Address	123 Main St	Address	String	8
City	Conway	City	String	6
State	AR	State	String	2
Zipcode	75011-7342	Zipcode - 10 digit	String	10
Zip5	75011	Zip5	String	5
SCF	750	SCF (first 3 of zipcode)	String	3
Phone	501-456-5788	Phone number	Int64	8
URL	happy.com	URL Address	V_String	24
IP Address	134.65.42.69	IP Address	String	15
Domain	aol.com	Email Domain	String	11
Barcode	750117342231	Barcode (12 digit)	String	12
GSBID16	750117342231SMIS	Unique GSB Identifier (Individual level)	String	16
Move Date	201301	Move Date (date from USPS when a person has changed address')	Int32	4
Date / Time	20121212 3:34:00	Date / Time	DateTime	19
Short Date	20121212	Short Date (Date from Date / Time)	Int32	4
Recency Date	20130124	Recency Date (Date email verified)	DateTime	19



2023 Data Dictionary

Generations-INSIGHT™ & Millennial-INSIGHT™

Generation-DOB-INTEL™ Attributes	Sample	Field Description	TYPE	LENGTH
GSBID16	750117342231SMIS	Unique GSB Identifier (Individual level)	String	16
GSBID15	750117342231SMI	Unique GSB Identifier (Household level)	String	15
First Name	Steve	First Name	V_String	12
Last Name	Smith	Last Name	String	10
Address	123 Main St	Address	String	22
City	Conway	City	V_String	15
State	AR	State	String	2
Zipcode	75011-7342	Zipcode - 10 digit	String	10
County	Dallas	County	String	8
Move Date	201301	Move Date (date from USPS when a person has changed address')	Int32	4
NCOA Date	2020-06-20	Date record was sent through NCOA Postal Software	Date	10
DPV	1	Delivery Point Verification (1 is valid/deliverable)	Int16	2
Carrier Route	C025	Carrier Route	String	4
DOB	1980-06-05	Date of Birth - Full or Frag	Date	10
LOAD_DATE	2020-06-20	Date Record Added to our database	Date	10
LAST_SEEN_DATE	2020-06-20	Last date record was seen	Date	10



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Auto-INTEL™

Auto/VIN-INTEL Attributes	Sample	Field Description	TYPE	LENGTH
ID	118718504	Unique Record ID	Int64	8
ID16	781559396511KUNK	Unique GSB Identifier (Individual level)	String	16
ID15	781559396511KUN	Unique GSB Identifier (Household level)	String	15
FIRST_NAME	KEVIN	First Name	V_String	32
MIDDLE_NAME	JOHN	Middle Name	String	1
LAST_NAME	KUNDE	Last Name	V_String	30
ADDRESS	351 Kunde Rd	Address	V_String	50
CITY	Seguin	City	V_String	28
STATE	TX	State	String	2
ZIP	78155-9396	Zip	String	10
SCF	781	Scf	String	3
VIN	137FA84301E195437	Vin	String	20
BARCODE	781559396511	NCOA INFORMATION	String	12
HOUSE_NUMBER	351		V_String	10
PRE_DIRECTION	S		String	2
STREET_NAME	Kunde		V_String	28
STREET_SUFFIX	Rd		String	4
POST_DIRECTION	N		String	2
APT_DESIGNATOR	APT		String	4
APT_NUMBER	2		V_String	8
COUNTY	Guadalupe		V_String	21
COA	2019-05-09		V_String	6
DPV	1		Byte	1
NCOA_FOOTNOTE	00		String	1



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Auto/VIN-INTEL Attributes	Sample	Field Description	TYPE	LENGTH
LAST_NCOA_DATE	2014-03-18		Date	10
VACANT	1		Byte	1
LOAD_DATE	2014-03-18	Date record added to database	Date	10
UPDATE_DATE	2014-03-18	Date record updated in database	Date	10
VD_standard	Y	Y or N	String	1
VD_trans_name	4-Speed Automatic	Name of transmission	V_String	64
VD_trans_brand		**Not fully populated - Brand of transmission	String	17
VD_trans_type	A	Transmission Types: A - Automatic M - Manual CVT - Continuously Variable Transmission	String	3
VD_trans_detail_type	SHIFTABLE AUTOMATIC	**Not fully populated - Direct-Drive Automatic, Double Clutch, Shiftable Automatic, Shiftable CVT	String	22
VD_trans_gears	4	Number of transmission gears (will be value of zero for CVT transmissions)	Byte	1
VD_YEAR	2001	Model year	Int16	2
VD_MAKE	HUMMER	Make (Toyota, Mercedes-Benz, Acura)	V_String	13
VD_MODEL	H1	Model name (A4, F-150, Taurus, Corolla)	V_String	29
VD_TRIM	Wagon	Trim (EX-L, SE, CE, Eddie Bauer)	V_String	32
VD_STYLE	Wagon 4WD 4dr SUV	Name that unique identifies vehicle style. Combine year, make, model, trim, and style to get a unique descriptor per vehicle_id.	V_String	96
VD_VEHICLE_TYPE	SUV	Vehicle type (Car, SUV, Truck, Van)	String	5
VD_BODY_TYPE	SUV	Body Type (Chassis, Convertible, Coupe, Full-Size, Hatchback, Mini-Van, Pickup, Sedan, SUV, Wagon)	V_String	11
VD_BODY_SUBTYPE	PASSENGER	Body Subtype - Further describes Pickup Truck Body / Cab configurations (Cargo, Commercial/Cutaway/Chassis, Crew Cab, Crossover, Extended Cab, Extended Length Cargo, Extended Length Passenger, Passenger, Regular Cab)	V_String	26
VD_OEM_BODY_STYLE	SUV	OEM-compliant Body Style (Sportswagon, King Cab, etc)	V_String	30
VD_DOORS	4	Number of doors	Byte	1



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Auto/VIN-INTEL Attributes	Sample	Field Description	TYPE	LENGTH
VD_OEM_DOORS	4	OEM-compliant version of doors	Byte	1
VD_MSRP	95404	Manufacturer suggested retail price (USD, whole dollars)	Int32	4
VD_RESTRAINT_TYPE	ACTIVE BELTS	Description of restraint/personal safety system	V_String	203
VD_GVW_RANGE	10001-14000	The range within which the gross vehicle weight rating falls. Used to classify vehicles Example: 6001-7000	String	11
VD_TMP_WHEEL_DIA	16.5 x 8.25	The front wheel diameter. Width displayed when available (Displayed as "length x width"). Expressed in inches	String	11
VD_TMP_TANK1_GAL	42	The volume of gas the vehicles primary gas tank. Expressed in Gallons	Double	8
VD_TONNAGE	3/4	Tonnage is a value which often follows the badging and marketing descriptions of the vehicle and is historically used for categorization within marketing, government, and risk management sectors, and may not correspond with actual payload. 1/4, 1/2, 3/4, 1, 1+ (Vehicles which are heavier than light duty segment) Compact (Small SUVs not rated for tonnage)	String	7
VD_DRIVE_TYPE	4WD	Drive type (FWD, AWD, 4x4)	String	3
VD_FUEL_TYPE	D	Fuel Type: Bio Diesel, Diesel, Diesel Hybrid, Flex Fuel, Gasoline, Hydrogen Fuel Cell, Plug-in Hybrid, Electric, Natural Gas, Propane, Gas/Electric Hybrid	V_String	19
VD_DEF_ENGINE_BLOCK	V	Engine Block Type: H – Flat / Horizontally Opposed I - Inline R - Rotary V - Two banks of cylinders, opposing W - Three or four banks of cylinders	String	1
VD_DEF_ENGINE_CYLINDERS	8	Number of cylinders present in the engine	Byte	1
VD_DEF_ENGINE_SIZE	6.5	Total volume displaced during one firing cycle of the engine. If "DEF_ENGINE_SIZE_UOM" is present in your file, consult this field to find the units for this field. Otherwise, all engine sizes are measured in Liters	Double	8

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Auto/VIN-INTEL Attributes	Sample	Field Description	TYPE	LENGTH
VD_ENGINE_SIZE_UOM	Li	Units of measurement for engine size. May contain "Li" for Liters or "cc" for Cubic Centimeters. All light-duty and passenger vehicle engines are measured in Liters	String	2
VD_DEF_ENGINE_ASPIRATION	T	Method for drawing air into the engine: N/A - Naturally Aspirated T - Turbocharger SC - Supercharger TT - Twin Turbocharger QT - Quad Turbocharger TW - Twincharger (Turbocharger + Supercharger)	String	2
VD_DEF_TRANS_TYPE	A	Transmission Types: A - Automatic M - Manual CVT - Continuously Variable Transmission	String	3
VD_DEF_TRANS_SPEEDS	4	Number of transmission gears (will be value of zero for CVT transmissions)	Byte	1
GSB_STATUS_CODE	2	1 – New Record, 2 – Changed/Updated Record (Change of Owner or Change of Address), 3 – No Change to Record	Int16	2



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Cell-Phone-INTEL™

Cell-Phone-INTEL™ Attributes	Sample	Field Description	TYPE	LENGTH
FIRST NAME	Rebecca	First Name	String	7
LAST NAME	Santiago	Last Name	String	8
ADDRESS	222 Garibaldi Ave Apt 45	Address	String	19
CITY	Lodi	City	String	13
STATE	NJ	State	String	2
ZIP	07644-2540	Zipcode - 10 digit	String	10
GSBID16	076442540459SANR	Unique GSB Identifier (Individual level)	String	16
GSBID15	076442540459SAN	Unique GSB Identifier (Household level)	String	15
DATE TIME	2016-08-26 12:32:17	Date / Time	DateTime	19
BARCODE	076442540459	Barcode (12 digit)	String	12
PHONE TYPE	Wireless	Phone Type = Wireless	String	8
NPX6	201201	First 6 digits of Cell Phone	Int32	4
NPX_CARRIER	ONVOY SPECTRUM LLC	Cell Phone Carrier	String	18
CELL PHONE	2012012817	Cell Phone Number	Int32	4
LIST SOURCE	PDLLF	Record received from GSB Database (PERM, SUPP, PDLLF, PDLFS) or external (EXT)	String	5



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Property-INTEL™

Property-INTEL™ Attributes	Sample	Field Description	Type	Size
GSBID16	009493652174NELW	GSBID16	String	16
GSBID15	009493652174NEL	GSBID15	String	15
FIRST NAME	William S	FIRST NAME	V_String	54
LAST NAME	Nelson	LAST NAME	V_String	54
BARCODE	9493652174	BARCODE	String	12
URN	35894379	URN - unique number	V_String	46
FIPS	12113	FIPS	V_String	216
APN	12-2S-27-1521-00B00-0150	APN	V_String	45
DUP_APN	[Null]	DUP_APN	V_String	13
TAX_ID	122S27152100B000150	TAX_ID	V_String	30
Owner Full Name	NELSON, WILLIAM S	Owner Full Name	V_String	146
Care or Owner	[Null]	Care or Owner	V_String	60
Mailer Address	JU17 CALLE RUFINO MARTINEZ	Mailer Address	V_String	80
Mailing City	TOA BAJA	Mailing City	V_String	30
Mailing State	PR	Mailing State	V_String	8
Mailing Zip5	949	Mailing Zip5	String	5
Mailing Zip4	3652	Mailing Zip4	String	8
Unit Number	[Null]	Unit Number	V_String	11
Unit Type	[Null]	Unit Type	String	7
Name Indicator	[Null]	Name Indicator	String	5
Owner Occupied	[Null]	Owner Occupied	String	1
Owner 1 First Name	WILLIAM S	Owner 1 First Name	V_String	72
Owner 1 Middle Name	[Null]	Owner 1 Middle Name	V_String	36
Owner 1 Last Name	NELSON	Owner 1 Last Name	V_String	142
Owner 2 First Name	[Null]	Owner 2 First Name	V_String	58



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Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Owner 2 Middle Name	[Null]	Owner 2 Middle Name	V_String	40
Owner 2 Last Name	[Null]	Owner 2 Last Name	V_String	254
Parsed Owner Code	1	Parsed Owner Code	V_String	171
BuyerIDCode1	[Null]	BuyerIDCode1	V_String	19
BuyerVestingCode1	AV	BuyerVestingCode1	String	4
LengthofResMths	175	LengthofResMths	String	4
LengthofResCd	5	LengthofResCd	String	3
Ownership_Start_Date	20050715	Ownership_Start_Date	String	8
Sale Book Last Transfer	3490	Sale Book Last Transfer	V_String	10
Sale Page Last Transfer	228	Sale Page Last Transfer	V_String	10
Sale DocNbr Last Transfer	201601995	Sale DocNbr Last Transfer	V_String	44
Sale Doc Type Last Transfer	IT	Sale Doc Type Last Transfer	String	2
Sale Price Last Transfer	0	Sale Price Last Transfer	V_String	28
Sale PriceCd Last Transfer	Z	Sale PriceCd Last Transfer	String	2
Transfer Recording Date	20160120	Transfer Recording Date	String	9
REO Deed Transfer	0	REO Deed Transfer	Int32	4
Distressed Deed Transfer	0	Distressed Deed Transfer	V_String	9
Transfer Sale Date	20140618	Transfer Sale Date	Int32	4
Sale Book Last Sale	2480	Sale Book Last Sale	V_String	10
Sale Page Last Sale	945	Sale Page Last Sale	V_String	10
Sale Doc Nbr Last Sale	200548142	Sale Doc Nbr Last Sale	V_String	20
Sale Doc Type Last Sale	CP	Sale Doc Type Last Sale	V_String	9
Purchase Price	495000	Purchase Price	Int32	4
Sale Price CD last Sale	R	Sale Price CD last Sale	V_String	9
Purchase Recording Date	20050727	Purchase Recording Date	Int32	4
REO Purchase Sale	0	REO Purchase Sale	V_String	9
Distressed Sale	0	Distressed Sale	Int32	4



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Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Purchase Sale Date	20050715	Purchase Sale Date	String	9
Past Book Transfer	2480	Past Book Transfer	V_String	10
Past Page Transfer	945	Past Page Transfer	V_String	10
Past Doc Nbr Transfer	200548142	Past Doc Nbr Transfer	V_String	20
Past Doc Type Transfer	CP	Past Doc Type Transfer	String	7
Past Price Transfer	495000	Past Price Transfer	V_String	10
Past Price CD Transfer	R	Past Price CD Transfer	V_String	9
Past Rec Date Sale	20050727	Past Rec Date Sale	String	8
Past REO Transfer	0	Past REO Transfer	V_String	9
Past Distressed Transfer	0	Past Distressed Transfer	V_String	9
Past Sale Date Transfer	20050715	Past Sale Date Transfer	String	10
Past Book Sale	[Null]	Past Book Sale	V_String	10
Past Page Sale	[Null]	Past Page Sale	V_String	10
Past Doc Nbr Sale	[Null]	Past Doc Nbr Sale	V_String	20
Past Doc type Sale	[Null]	Past Doc type Sale	V_String	8
Past Price Sale	[Null]	Past Price Sale	V_String	10
Past Price CD Sale	[Null]	Past Price CD Sale	V_String	11
Past Reco Date Sale	[Null]	Past Reco Date Sale	String	9
Past REO Sale	[Null]	Past REO Sale	V_String	13
Past Distressed Sale	[Null]	Past Distressed Sale	V_String	12
Prior Sales Date	[Null]	Prior Sales Date	V_String	13
Assessor Sale DocNbr	[Null]	Assessor Sale DocNbr	V_String	20
Assessor Sale BkNbr	3490	Assessor Sale BkNbr	V_String	254
Assessor Sale PgNbr	228	Assessor Sale PgNbr	V_String	97
Assessor Sale RecDate	20140618	Assessor Sale RecDate	String	13
Assessor Sale Doctyp	QUIT CLAIM DEED	Assessor Sale Doctyp	V_String	25
Assessor Sale Price	0	Assessor Sale Price	V_String	10



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Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Assessor Sale PriceCd	[Null]	Assessor Sale PriceCd	V_String	13
Site Address	2809 GRAND BAY CT	Site Address	V_String	60
Site City	NAVARRE	Site City	V_String	26
Site State	FL	Site State	V_String	69
Site Zip5	32566	Site Zip5	V_String	16
Site Zip4	9055	Site Zip4	V_String	9
Site House Number	2809	Site House Number	V_String	13
Site dir Left	[Null]	Site dir Left	V_String	9
Site Street Name	GRAND BAY	Site Street Name	V_String	40
Site Street Suffix	CT	Site Street Suffix	V_String	16
Site dir Right	[Null]	Site dir Right	V_String	40
Site Unit Number	[Null]	Site Unit Number	V_String	40
Site Unit Type	[Null]	Site Unit Type	String	4
Site Carrier Route	R012	Site Carrier Route	V_String	24
Site Census Tract	121130108	Site Census Tract	String	16
Site_Latitude	30.437142	Site_Latitude	String	10
Site_Longitude	-86.911787	Site_Longitude	V_String	88
Site Geo Match Cd	1	Site Geo Match Cd	V_String	20
Site Geo Location Cd	AP02	Site Geo Location Cd	String	4
Assessor Map Ref	[Null]	Assessor Map Ref	V_String	15
Legal Description Brief	GRAND BAY ESTATES LOT 15 BLK B AS DES IN OR 2480 PG 945 & IN OR 3490 PG 228	Legal Description Brief	V_String	167
Legal Description Full	SEC/TWN/RNG/MER:SEC 12 TWN 2S RNG 27W GRAND BAY ESTATES LOT 15 BLK B AS DES IN OR 2480 PG 945 & IN OR 3490 PG 228	Legal Description Full	V_String	254
Legal SecTwnRge Mer	SEC 12 TWN 2S RNG 27W	Legal SecTwnRge Mer	V_String	30



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Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Block	[Null]	Block	V_String	254
Lot Number	[Null]	Lot Number	V_String	254
City Town Mun	[Null]	City Town Mun	V_String	30
District	[Null]	District	V_String	13
Section	[Null]	Section	V_String	9
Land Lot	[Null]	Land Lot	V_String	10
Lot Code	[Null]	Lot Code	V_String	9
Phase Number	[Null]	Phase Number	V_String	7
Subdivision	GRAND BAY ESTATES	Subdivision	V_String	254
Tract Number	[Null]	Tract Number	V_String	10
Legal Unit	[Null]	Legal Unit	V_String	8
Assessed Improvement	0	Assessed Improvement	V_String	10
Assessed Land	0	Assessed Land	V_String	10
Assessed_Value	309910	Assessed_Value	V_String	10
Assessed Year	2019	Assessed Year	Int16	2
California HO Exempt	[Null]	California HO Exempt	V_String	7
Tax Exemption Codes	[Null]	Tax Exemption Codes	V_String	7
Market Value Improvement	258160	Market Value Improvement	V_String	10
Market Value Land	51750	Market Value Land	V_String	13
Market Value	309910	Market Value	V_String	10
Market Value Year	2019	Market Value Year	String	4
School Tax District 1	[Null]	School Tax District 1	V_String	15
School Tax Dist 1 Ind	[Null]	School Tax Dist 1 Ind	String	6
School Tax District 2	[Null]	School Tax District 2	V_String	15
School Tax Dist 2 Ind	[Null]	School Tax Dist 2 Ind	V_String	9
School Tax District 3	[Null]	School Tax District 3	V_String	15
School Tax Dist 3 Ind	[Null]	School Tax Dist 3 Ind	V_String	9



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Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Tax Amount	4168.59	Tax Amount	String	11
Tax Year	2019	Tax Year	String	7
Delinquent Tax Year	[Null]	Delinquent Tax Year	String	7
Tax Rate Code Area	12	Tax Rate Code Area	V_String	18
Neighborhood Code	706	Neighborhood Code	String	9
Condo Project Bldg Name	[Null]	Condo Project Bldg Name	String	20
Old APN	[Null]	Old APN	V_String	31
Alt Old APN Ind	[Null]	Alt Old APN Ind	V_String	8
Certification Date	7012019	Certification Date	String	8
Edition	27	Edition	String	4
Lot Size Acres	0.288	Lot Size Acres	Double	8
Depth SqFt	1480	Depth SqFt	Int32	4
Frontage SqFt	850	Frontage SqFt	String	10
Lot Size SqFt	12545	Lot Size SqFt	Double	8
Lot Size Area	12545	Lot Size Area	V_String	12
Lot Size Area Unit	SF	Lot Size Area Unit	V_String	8
Original Lot Size	12545 SF	Original Lot Size	V_String	14
Topography	[Null]	Topography	String	4
Site Influence by Type	[Null]	Site Influence by Type	String	4
Air Conditioning Source	C	Air Conditioning Source	V_String	25
Air Conditioning Type	[Null]	Air Conditioning Type	String	4
Extra_Household_Amenities	[Null]	Extra_Household_Amenities	V_String	9
Extra Household Amenities 2	[Null]	Extra Household Amenities 2	V_String	8
Basement Types	[Null]	Basement Types	V_String	9
Total Building SqFt	2747	Total Building SqFt	V_String	9
Building Area 1	3319	Building Area 1	V_String	9
Building Area 1 Indicator	1	Building Area 1 Indicator	String	4



2023 Data Dictionary

Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Building Area 2	2747	Building Area 2	V_String	9
Building Area 2 Indicator	B	Building Area 2 Indicator	V_String	9
Building Area 3	3112	Building Area 3	V_String	8
Building Area 3 Indicator	J	Building Area 3 Indicator	V_String	9
Building Area 4	3507	Building Area 4	V_String	8
Building Area 4 Indicator	T	Building Area 4 Indicator	V_String	9
Building Area 5	572	Building Area 5	V_String	8
Building Area 5 Indicator	GF	Building Area 5 Indicator	V_String	9
Building Area 6	172	Building Area 6	V_String	9
Building Area 6 Indicator	PO	Building Area 6 Indicator	V_String	9
Building Area 7	16	Building Area 7	V_String	9
Building Area 7 Indicator	S	Building Area 7 Indicator	V_String	9
Building Class	[Null]	Building Class	V_String	9
Building Condition	[Null]	Building Condition	V_String	9
Building Quality Codes	[Null]	Building Quality Codes	V_String	9
Building Comments	[Null]	Building Comments	V_String	120
Year Built Effective	[Null]	Year Built Effective	V_String	9
Number of Elevators	[Null]	Number of Elevators	V_String	9
Wall type	B	Wall type	V_String	9
Extra Features Area 1	0	Extra Features Area 1	String	9
Extra Features Indicator 1	[Null]	Extra Features Indicator 1	V_String	9
Extra Features Area 2	0	Extra Features Area 2	String	9
Extra Features Indicator 2	[Null]	Extra Features Indicator 2	V_String	9
Extra Features Area 3	0	Extra Features Area 3	String	9
Extra Features Indicator 3	[Null]	Extra Features Indicator 3	V_String	9
Extra Features Area 4	0	Extra Features Area 4	String	9
Extra Features Indicator 4	[Null]	Extra Features Indicator 4	V_String	9



2023 Data Dictionary

Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Fireplace	1	Fireplace	V_String	9
Floor Cover type	P	Floor Cover type	V_String	9
Foundation type	D	Foundation type	String	5
Number Of Garages	2	Number Of Garages	V_String	9
Garage Type Parking	G	Garage Type Parking	V_String	9
Heat Source	D	Heat Source	V_String	9
Heating Fuel	[Null]	Heating Fuel	V_String	9
Interior Wall Type	G	Interior Wall Type	V_String	9
Building SqFt Type Ind	E	Building SqFt Type Ind	V_String	9
Number of Building	0	Number of Building	V_String	9
Number of Stories	1	Number of Stories	V_String	9
Number of Baths	3	Number of Baths	String	9
Number of Bedroom	4	Number of Bedroom	V_String	13
Number Partial Baths	0	Number Partial Baths	V_String	14
Number of Units	1	Number of Units	V_String	9
Other Impr Bldg Area 1	0	Other Impr Bldg Area 1	String	9
Other Impr Bldg Area 2	0	Other Impr Bldg Area 2	String	9
Other Impr Bldg Area 3	0	Other Impr Bldg Area 3	V_String	20
Other Impr Bldg Area 4	0	Other Impr Bldg Area 4	String	9
Other Impr Bldg Area 5	0	Other Impr Bldg Area 5	String	9
Other Impr Bldg Ind 1	[Null]	Other Impr Bldg Ind 1	V_String	8
Other Impr Bldg Ind 2	[Null]	Other Impr Bldg Ind 2	V_String	8
Other Impr Bldg Ind 3	[Null]	Other Impr Bldg Ind 3	String	2
Other Impr Bldg Ind 4	[Null]	Other Impr Bldg Ind 4	String	3
Other Impr Bldg Ind 5	[Null]	Other Impr Bldg Ind 5	String	4
Other Rooms by Type	[Null]	Other Rooms by Type	String	5
Number Plumbing Fixtures	12	Number Plumbing Fixtures	V_String	16



2023 Data Dictionary

Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Pool	P	Pool	V_String	30
Roof Cover	V	Roof Cover	V_String	8
Roof Construction	G	Roof Construction	V_String	8
Sewer	[Null]	Sewer	V_String	8
Standardized Land Use	1001	Standardized Land Use	String	8
Style of Parcel	[Null]	Style of Parcel	String	5
Total Rooms	0	Total Rooms	String	3
Construction Type	W	Construction Type	String	4
Water Hook up	[Null]	Water Hook up	V_String	14
Year Built Actual	2005	Year Built Actual	String	8
Zoning Code	R2 RES - 1 & 2 FAMILY	Zoning Code	V_String	25
Lender Name 1	COUNTRYWIDE HOME LOANS INC	Lender Name 1	V_String	254
Lender Type 1	L	Lender Type 1	V_String	14
Loan Date 1	20050715	Loan Date 1	Int32	4
Loan Recording Date 1	20050727	Loan Recording Date 1	Int32	4
Loan Amount 1	359000	Loan Amount 1	String	9
Loan Type 1	N	Loan Type 1	V_String	8
Financing Type 1	FXO	Financing Type 1	String	4
Interest Rate 1	5.65	Interest Rate 1	V_String	14
Maturity Date 1	20350801	Maturity Date 1	Int32	4
Adjustable Rate Rider 1	[Null]	Adjustable Rate Rider 1	String	1
Adjustable Rate Index1	[Null]	Adjustable Rate Index1	String	11
Change index 1	[Null]	Change index 1	V_String	27
Rate Change Frequency 1	[Null]	Rate Change Frequency 1	String	6
Max Rate 1	[Null]	Max Rate 1	String	8
Min Rate 1	[Null]	Min Rate 1	Double	8
Max Interest Rate 1	[Null]	Max Interest Rate 1	Double	8



2023 Data Dictionary

Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Interest Only period	[Null]	Interest Only period	String	6
Step Rate Rider	[Null]	Step Rate Rider	String	6
Change Year Step 1	[Null]	Change Year Step 1	Double	8
Change Month Step 1	[Null]	Change Month Step 1	Int16	2
Prepayment Rider 1	[Null]	Prepayment Rider 1	String	3
Prepayment term 1	[Null]	Prepayment term 1	String	2
Title Company Name	FIRST AMERICAN TITLE INS CO	Title Company Name	V_String	28
Lender DBA Name 1	[Null]	Lender DBA Name 1	V_String	40
Lender1 Address	[Null]	Lender1 Address	V_String	60
Lender 1 unit number	[Null]	Lender 1 unit number	String	6
Lender 1 City	[Null]	Lender 1 City	V_String	30
Lender 1 State	[Null]	Lender 1 State	String	5
Lender 1 zip code	[Null]	Lender 1 zip code	String	5
Lender 1 zip plus 4	[Null]	Lender 1 zip plus 4	String	7
Loan1 Term Month	360	Loan1 Term Month	Double	8
Loan1 Term Year	30	Loan1 Term Year	Double	8
Loan1 Number	[Null]	Loan1 Number	V_String	20
Construction Loan 1	0	Construction Loan 1	Double	8
Cash Purchase 1	0	Cash Purchase 1	Byte	1
StandAlone Refi 1	0	StandAlone Refi 1	Byte	1
Equity Credit Line 1	0	Equity Credit Line 1	Byte	1
Estimated Amount Bal 1	256417	Estimated Amount Bal 1	Int32	4
Purpose of Loan 1	15	Purpose of Loan 1	String	2
Purchase Mtg Ind 1	1	Purchase Mtg Ind 1	Byte	1
Est Monthly P and I 1	2072.28	Est Monthly P and I 1	Double	8
Est Monthly Principal 1	860.93	Est Monthly Principal 1	V_String	30
Est Monthly Interest 1	1211.35	Est Monthly Interest 1	Double	8



2023 Data Dictionary

Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Curr Est Int Rate 1	5.65	Curr Est Int Rate 1	Double	8
Assigned Lender Name 1	NEW RESIDENTIAL MORTGAGE LLC	Assigned Lender Name 1	V_String	250
Assignment Date 1	20191209	Assignment Date 1	Int32	4
Number of Assignments 1	2	Number of Assignments 1	String	3
PreForeclosure Status 1	[Null]	PreForeclosure Status 1	String	3
PreFcl Recording Date 1	[Null]	PreFcl Recording Date 1	Double	8
PreFcl Filing Date 1	[Null]	PreFcl Filing Date 1	Int32	4
PreFcl Case Trustee Sale Nbr 1	[Null]	PreFcl Case Trustee Sale Nbr 1	V_String	38
PreFcl Auction Date 1	[Null]	PreFcl Auction Date 1	Int32	4
Lender Name 2	COUNTRYWIDE BANK	Lender Name 2	V_String	40
Lender Type 2	B	Lender Type 2	String	1
Mortgage Date 2	20050715	Mortgage Date 2	Int32	4
Mtg Recording Data 2	20050727	Mtg Recording Data 2	Int32	4
Loan Amount 2	86500	Loan Amount 2	Int32	4
Loan Type 2	E	Loan Type 2	String	1
Financing Type 2	FXO	Financing Type 2	String	4
Interest Rate 2	5.65	Interest Rate 2	Double	8
Maturity Date 2	[Null]	Maturity Date 2	Int32	4
Adjustable Rate Rider 2	[Null]	Adjustable Rate Rider 2	String	1
Adjustable Rate Index 2	[Null]	Adjustable Rate Index 2	String	11
Change index 2	[Null]	Change index 2	Double	8
Rate Change Frequency 2	M	Rate Change Frequency 2	String	1
Max Rate 2	[Null]	Max Rate 2	Double	8
Min Rate 2	[Null]	Min Rate 2	Double	8
Max Interest Rate 2	[Null]	Max Interest Rate 2	Double	8
Interest Only period 2	[Null]	Interest Only period 2	String	2



2023 Data Dictionary

Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Step Rate Rider 2	[Null]	Step Rate Rider 2	String	1
Change Year Step 2	[Null]	Change Year Step 2	Int32	4
Change Month Step 2	[Null]	Change Month Step 2	Int16	2
Prepayment Rider 2	[Null]	Prepayment Rider 2	String	2
Prepayment term2	[Null]	Prepayment term2	String	2
Title Company Name 2	FIRST AMERICAN TITLE NAVARRE	Title Company Name 2	V_String	28
Lender DBA Name 2	[Null]	Lender DBA Name 2	V_String	40
Lender 2 Address	255 MIRACLE STRIP PKY SE	Lender 2 Address	V_String	60
Lender 2 unit number	B-9	Lender 2 unit number	String	6
Lender 2 City	FORT WALTON BEACH	Lender 2 City	V_String	30
Lender 2 State	FL	Lender 2 State	String	2
Lender 2 zip code	32548	Lender 2 zip code	String	5
Lender 2 zip plus 4	[Null]	Lender 2 zip plus 4	String	4
Loan2 Term Month	[Null]	Loan2 Term Month	Int32	4
Loan2 Term Year	[Null]	Loan2 Term Year	Byte	1
Loan2 Number	M#100133700007875639	Loan2 Number	V_String	20
Construction Loan 2	0	Construction Loan 2	String	5
Cash Purchase 2	0	Cash Purchase 2	Int32	4
StandAlone Refi 2	0	StandAlone Refi 2	String	5
Equity Credit Line 2	1	Equity Credit Line 2	Double	8
Estimated Amount Bal 2	86500	Estimated Amount Bal 2	Int32	4
Purpose of Loan 2	16	Purpose of Loan 2	String	2
Purchase Mtg Ind 2	1	Purchase Mtg Ind 2	Int32	4
Est Monthly P and I 2	[Null]	Est Monthly P and I 2	Double	8
Est Monthly Principal 2	[Null]	Est Monthly Principal 2	Double	8
Est Monthly Interest 2	[Null]	Est Monthly Interest 2	Double	8
Curr Est Int Rate 2	5.65	Curr Est Int Rate 2	V_String	13



2023 Data Dictionary

Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Assigned Lender Name 2	BANK OF AMERICA NA	Assigned Lender Name 2	V_String	250
Assignment Date 2	20150123	Assignment Date 2	String	8
Number of Assignments 2	1	Number of Assignments 2	Int32	4
PreForeclosure Status 2	[Null]	PreForeclosure Status 2	String	2
PreFcl Recording Date 2	[Null]	PreFcl Recording Date 2	String	8
PreFcl Filing Date 2	[Null]	PreFcl Filing Date 2	String	8
PreFcl Case Trustee Sale Nbr 2	[Null]	PreFcl Case Trustee Sale Nbr 2	V_String	38
PreFcl Auction Date 2	[Null]	PreFcl Auction Date 2	Double	8
Lender Name 3	[Null]	Lender Name 3	V_String	40
Lender Type 3	[Null]	Lender Type 3	V_String	8
Mortgage Date 3	[Null]	Mortgage Date 3	String	8
Mtg Recording Date 3	[Null]	Mtg Recording Date 3	String	9
Loan Amount 3	[Null]	Loan Amount 3	String	9
Loan Type 3	[Null]	Loan Type 3	String	1
Financing Type 3	[Null]	Financing Type 3	String	4
Interest Rate 3	[Null]	Interest Rate 3	Double	8
Maturity Date 3	[Null]	Maturity Date 3	Int32	4
Adjustable Rate Rider 3	[Null]	Adjustable Rate Rider 3	String	6
Adjustable Rate Index 3	[Null]	Adjustable Rate Index 3	V_String	22
Change index 3	[Null]	Change index 3	String	8
Rate Change Frequency 3	[Null]	Rate Change Frequency 3	String	2
Max Rate 3	[Null]	Max Rate 3	Double	8
Min Rate 3	[Null]	Min Rate 3	String	8
Max Interest Rate 3	[Null]	Max Interest Rate 3	String	8
Interest Only period 3	[Null]	Interest Only period 3	String	4
Step Rate Rider 3	[Null]	Step Rate Rider 3	String	3
Change Year Step 3	[Null]	Change Year Step 3	String	8



2023 Data Dictionary

Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Change Month Step 3	[Null]	Change Month Step 3	Int16	2
Prepayment Rider 3	[Null]	Prepayment Rider 3	String	1
Prepayment term3	[Null]	Prepayment term3	String	2
Title Company Name 3	[Null]	Title Company Name 3	V_String	28
Lender DBA Name 3	[Null]	Lender DBA Name 3	V_String	40
Lender3 Address	[Null]	Lender3 Address	V_String	60
Lender 3 unit number	[Null]	Lender 3 unit number	String	6
Lender 3 City	[Null]	Lender 3 City	V_String	30
Lender 3 State	[Null]	Lender 3 State	String	2
Lender3 zip code	[Null]	Lender3 zip code	String	5
Lender3 zip plus 4	[Null]	Lender3 zip plus 4	String	4
Loan3 Term Month	[Null]	Loan3 Term Month	String	4
Loan3 Term Year	[Null]	Loan3 Term Year	V_String	8
Loan3 Number	[Null]	Loan3 Number	V_String	20
Construction Loan 3	[Null]	Construction Loan 3	Int32	4
Cash Purchase 3	[Null]	Cash Purchase 3	Double	8
StandAlone Refi3	[Null]	StandAlone Refi3	Byte	1
Equity Credit Line 3	[Null]	Equity Credit Line 3	Double	8
Estimated Amount Bal 3	[Null]	Estimated Amount Bal 3	String	9
Purpose of Loan 3	[Null]	Purpose of Loan 3	Int32	4
Purchase Mtg Ind 3	[Null]	Purchase Mtg Ind 3	String	2
Est Monthly P and I 3	[Null]	Est Monthly P and I 3	V_String	11
Est Monthly Principal 3	[Null]	Est Monthly Principal 3	Double	8
Est Monthly Interest 3	[Null]	Est Monthly Interest 3	Double	8
Curr Est Int Rate 3	[Null]	Curr Est Int Rate 3	V_String	9
Assigned Lender Name 3	[Null]	Assigned Lender Name 3	V_String	250
Assignment Date 3	[Null]	Assignment Date 3	Int32	4



2023 Data Dictionary

Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Number of Assignments 3	[Null]	Number of Assignments 3	Int32	4
PreForeclosure Status 3	[Null]	PreForeclosure Status 3	String	6
PreFcl Recording Date 3	[Null]	PreFcl Recording Date 3	Int32	4
PreFcl Filing Date 3	[Null]	PreFcl Filing Date 3	String	8
PreFcl Case Trustee Sale Nbr 3	[Null]	PreFcl Case Trustee Sale Nbr 3	V_String	25
PreFcl Auction Date 3	[Null]	PreFcl Auction Date 3	Int32	4
Lender Name 4	[Null]	Lender Name 4	V_String	40
Lender Type 4	[Null]	Lender Type 4	V_String	8
Mortgage Date 4	[Null]	Mortgage Date 4	Int32	4
Mtg Recording Date 4	[Null]	Mtg Recording Date 4	Double	8
Loan Amount 4	[Null]	Loan Amount 4	V_String	18
Loan Type 4	[Null]	Loan Type 4	V_String	7
Financing Type 4	[Null]	Financing Type 4	String	4
Interest Rate 4	[Null]	Interest Rate 4	Double	8
Maturity Date 4	[Null]	Maturity Date 4	String	8
Adjustable Rate Rider 4	[Null]	Adjustable Rate Rider 4	String	1
Adjustable Rate Index 4	[Null]	Adjustable Rate Index 4	String	11
Change index 4	[Null]	Change index 4	String	7
Rate Change Frequency 4	[Null]	Rate Change Frequency 4	V_String	9
Max Rate 4	[Null]	Max Rate 4	String	8
Min Rate 4	[Null]	Min Rate 4	V_String	18
Max Interest Rate4	[Null]	Max Interest Rate4	String	8
Interest Only period 4	[Null]	Interest Only period 4	String	2
Step Rate Rider 4	[Null]	Step Rate Rider 4	V_String	9
Change Year Step 4	[Null]	Change Year Step 4	String	8
Change Month Step 4	[Null]	Change Month Step 4	V_String	8
Prepayment Rider 4	[Null]	Prepayment Rider 4	V_String	8



2023 Data Dictionary

Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Prepayment term4	[Null]	Prepayment term4	String	3
Title Company Name 4	[Null]	Title Company Name 4	V_String	28
Lender DBA Name 4	[Null]	Lender DBA Name 4	V_String	40
Lender 4 Address	[Null]	Lender 4 Address	V_String	60
Lender 4 unit number	[Null]	Lender 4 unit number	String	6
Lender 4 City	[Null]	Lender 4 City	V_String	27
Lender 4 State	[Null]	Lender 4 State	String	2
Lender 4 zip code	[Null]	Lender 4 zip code	String	5
Lender 4 zip plus 4	[Null]	Lender 4 zip plus 4	String	8
Loan 4 Term Month	[Null]	Loan 4 Term Month	Int32	4
Loan 4 Term Year	[Null]	Loan 4 Term Year	Int32	4
Loan4 Number	[Null]	Loan4 Number	V_String	20
Construction Loan 4	[Null]	Construction Loan 4	V_String	15
Cash Purchase 4	[Null]	Cash Purchase 4	V_String	11
StandAlone Refi 4	[Null]	StandAlone Refi 4	String	2
Equity Credit Line 4	[Null]	Equity Credit Line 4	Double	8
Estimated Amount Bal 4	[Null]	Estimated Amount Bal 4	String	9
Purpose of Loan 4	[Null]	Purpose of Loan 4	String	2
Purchase Mtg Ind 4	[Null]	Purchase Mtg Ind 4	String	6
Est Monthly P and I 4	[Null]	Est Monthly P and I 4	String	10
Est Monthly Principal 4	[Null]	Est Monthly Principal 4	Double	8
Est Monthly Interest 4	[Null]	Est Monthly Interest 4	String	9
Curr Est Int Rate 4	[Null]	Curr Est Int Rate 4	V_String	15
Assigned Lender Name 4	[Null]	Assigned Lender Name 4	V_String	250
Assignment Date 4	[Null]	Assignment Date 4	String	8
Number of Assignments 4	[Null]	Number of Assignments 4	V_String	9
PreForeclosure Status 4	[Null]	PreForeclosure Status 4	V_String	7



2023 Data Dictionary

Property-INTEL™ Attributes	Sample	Field Description	Type	Size
PreFcl Recording Date 4	[Null]	PreFcl Recording Date 4	String	8
PreFcl Filing Date 4	[Null]	PreFcl Filing Date 4	String	8
PreFcl Case Trustee Sale Nbr 4	[Null]	PreFcl Case Trustee Sale Nbr 4	V_String	22
PreFcl Auction Date 4	[Null]	PreFcl Auction Date 4	Double	8
Number of Open Liens	[Null]	Number of Open Liens	V_String	19
Open Lien Balance	[Null]	Open Lien Balance	String	9
Total_Open_Lien_Count	2	Total_Open_Lien_Count	String	5
Total_Open_Lien_Balance	342917	Total_Open_Lien_Balance	String	10
Total_Fin_History_Cnt	2	Total_Fin_History_Cnt	V_String	8
LTV Curr Est Comb	88.3855	LTV Curr Est Comb	String	8
LTV Curr Estimated Range	8	LTV Curr Estimated Range	String	6
Equity Curr Estimated Bal	45062	Equity Curr Estimated Bal	V_String	15
Equity Curr Estimated Range	1	Equity Curr Estimated Range	V_String	9
Purchase_LTV	72.5253	Purchase_LTV	String	8
Foreclosure Status	[Null]	Foreclosure Status	V_String	19
FC Record Date	[Null]	FC Record Date	String	8
FC Filing Date	[Null]	FC Filing Date	String	8
Case Number	[Null]	Case Number	V_String	38
Auction Date	[Null]	Auction Date	V_String	22
QVM Value	387979	QVM Value	V_String	12
QVM Value Min	359571	QVM Value Min	String	9
QVM Value Max	423741	QVM Value Max	String	10
QVM Value Std Dev	8	QVM Value Std Dev	V_String	9
QVM Conf Score	92	QVM Conf Score	String	4
QVM Value Range	8	QVM Value Range	V_String	14
QVM_asof_Date	20200205	QVM_asof_Date	V_String	13
Trans_asof_Date	20191202	Trans_asof_Date	String	9



2023 Data Dictionary

Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Record Creation Date	20200210	Record Creation Date	V_String	20
Quantarium Version	2.6	Quantarium Version	V_String	20
Own_CASS_Address_1	JU17 CALLE RUFINO MARTINEZ	Own_CASS_Address_1	V_String	80
Own_CASS_City	TOA BAJA	Own_CASS_City	V_String	30
Own_CASS_State	PR	Own_CASS_State	V_String	9
Own_CASS_Zipcode	9493652	Own_CASS_Zipcode	String	9
Own_CASS_Zip_Plus_4_Flag	Y	Own_CASS_Zip_Plus_4_Flag	String	6
Own_CASS_Address_Hygiene_Code	A	Own_CASS_Address_Hygiene_Code	V_String	14
Owner_CASS_CRRT	C019	Owner_CASS_CRRT	V_String	14
Owner_CASS_DPBC	174	Owner_CASS_DPBC	V_String	9
Site_ID	3073288	Site_ID	String	9
Site_Property_Count	1	Site_Property_Count	V_String	20
Prop_CASS_Address_1	2809 GRAND BAY CT	Prop_CASS_Address_1	V_String	65
Prop_CASS_City	NAVARRE	Prop_CASS_City	V_String	26
Prop_CASS_State	FL	Prop_CASS_State	V_String	9
Prop_CASS_Zip_Code	325669055	Prop_CASS_Zip_Code	String	9
Prop_CASS_Zip_Plus_4_Flag	Y	Prop_CASS_Zip_Plus_4_Flag	String	1
Prop_CASS_Addr_Hyg_Code	A	Prop_CASS_Addr_Hyg_Code	V_String	20
Prop_CASS_CRRT	R012	Prop_CASS_CRRT	String	5
Prop_CASS_DPBC	90	Prop_CASS_DPBC	V_String	10
NCOA Move Flag	[Null]	NCOA Move Flag	String	1
NCOA Move Date	[Null]	NCOA Move Date	V_String	22
NCOA Move Type	[Null]	NCOA Move Type	String	1
OWN Seasonal Flag	[Null]	OWN Seasonal Flag	V_String	10
OWN Vacant Flag	N	OWN Vacant Flag	String	6
Prop Vacant Flag	N	Prop Vacant Flag	String	5
School Tax District Ind	[Null]	School Tax District Ind	V_String	48



2023 Data Dictionary

Property-INTEL™ Attributes	Sample	Field Description	Type	Size
Extra Amenities	[Null]	Extra Amenities	V_String	8
Building Area Indicator	1 B J T GF PO S	Building Area Indicator	V_String	21
Extra Features Indicator	[Null]	Extra Features Indicator	V_String	12
Other Improvements Ind	[Null]	Other Improvements Ind	V_String	15
Owner Status Type	I	Owner Status Type	String	1
Owner Occupied Status	R	Owner Occupied Status	String	1
Property Type Desc	R	Property Type Desc	String	1
LTV	115	LTV	Byte	1
Available Equity	-57521	Available Equity	Int32	4
Land Use Vacant	[Null]	Land Use Vacant	String	5
Residential Props Owned	1	Residential Props Owned	Int16	2
Commercial Props Owned	0	Commercial Props Owned	Int16	2
OWNER_DPV	1	OWNER_DPV	Byte	1
PROPERTY_DPV	1	PROPERTY_DPV	Byte	1
MULTIPLE PROPERTIES COUNT	1	MULTIPLE PROPERTIES COUNT	Int64	8
MULTIPLE PROPERTIES FLAG	[Null]	MULTIPLE PROPERTIES FLAG	String	1

2023 Data Dictionary



Voter-INTEL™

Voter-INTEL™ Attributes	Sample	Field Description	Type	Size
GSBID16	364014200307NALA	GSB ID - INDIVIDUAL	String	16
GSBID15	364014200307NAL	GSB ID - HOUSEHOLD	String	15
FIRST_NAME	Amy	FIRST NAME	V_String	15
LAST_NAME	Nall	LAST NAME	V_String	25
ADDRESS	15130 County Road 5	ADDRESS	V_String	37
CITY	Evergreen	CITY	V_String	17
STATE	AL	STATE	String	2
ZIP	36401-4200	ZIP9	String	10
ZIP5	36401	ZIP59	String	5
ZIP4	4200	ZIP49	String	4
BARCODE	364014200307	BARCODE	String	12
COUNTY	Conecuh	COUNTY	String	9
COA_DATE		CHANGE OF ADDRESS DATE	Int32	4
NCOA_DATE	2020-06-11	LAST NCOA DATE	Date	10
DPV_INDICATOR	1	DPV INDICATOR	Int16	2
CARRIER_ROUTE	R002	CARRIER ROUTE	String	4
PARTY	REPUBLICAN	VOTER PARTY	String	11
FREQUENCY	5	FREQUENCY OF RECORD SEEN	Int16	2
LOAD_DATE	2017-09-05	DATE RECORD ADDED TO FILE	Date	10
UPDATE_DATE	2020-07-15	UPDATE_DATE9	Date	10
DOB_MASTER_DOB	1968-04-03	DATE OF BIRTH	String	10
CITY_NAME	Evergreen	CITY NAME	V_String	17
CITY_PLACE_FIPS	24808	CIPTY FIPS	String	5
COUNTY_NAME	Conecuh	COUNTY NAME	String	9



2023 Data Dictionary

Voter-INTEL™ Attributes	Sample	Field Description	Type	Size
COUNTY FIPS	035	COUNTY FIPS	String	3
STATE CODE	AL	STATE NAME	String	2
STATE FIPS	01	STATE FIPS	Byte	1
CD	01	CONGRESSIONAL DISTRICT	String	2
ST FIPS_DIST_MATCH FIELD	0101	ST FIPS_DIST_MATCH FIELD9	String	4
S1_ST	AL	1ST SENATOR STATE	String	2
S1_ST FIPS	01	1ST SENATOR FIPS	Byte	1
S1_Dist	S1	1ST SENATOR DISTRICT	String	2
S1_First	Richard	1ST SENATOR FIRST NAME	String	9
S1_Last	Shelby	1ST SENATOR LAST NAME	String	6
S1_Party	R	1ST SENATOR PARTY	String	1
S1_Address	304 Russell Senate Office Bldg	1ST SENATOR ADDRESS	String	27
S1_Tel	202-224-5744	1ST SENATOR PHONE	String	12
S1_Fax	202-224-3416	1ST SENATOR FAX	String	12
S1_Email	shelby.senate.gov/public/index.cfm/emailsensors helby	1ST SENATOR EMAIL	String	29
S1_Web site	shelby.senate.gov	1ST SENATOR URL	String	17
S1_ST FIPS_DIST_MATCH FIELD	01S1	1ST SENATOR FIPS-DISTRICT	String	4
S2_ST	AL	2ND SENATOR STATE	String	2
S2_ST FIPS	01	2ND SENATOR FIPS	Byte	1
S2_Dist	S2	2ND SENATOR DISTRICT	String	2
S2_First	Doug	2ND SENATOR FIRST NAME	String	6
S2_Last	Jones	2ND SENATOR LAST NAME	String	6
S2_Party	D	2ND SENATOR PARTY	String	1
S2_Address	330 Hart Senate Office Bldg	2ND SENATOR ADDRESS	String	30
S2_Tel	202-224-4124	2ND SENATOR PHONE	String	12



2023 Data Dictionary

Voter-INTEL™ Attributes	Sample	Field Description	Type	Size
S2_Fax	202-224-3149	2ND SENATOR FAX	String	12
S2_Email	jones.senate.gov/contact/email-doug	2ND SENATOR EMAIL	String	25
S2_Web site	jones.senate.gov	2ND SENATOR URL	String	17
S2_ST FIPS_DIST_MATCH FIELD	01S2	2ND SENATOR FIPS-DISTRICT	String	4
HR_ST	AL	HOUSE OF REP STATE	String	2
HR_ST FIPS	01	HOUSE OF REPT ST FIPS	Byte	1
HR_Dist	01	HOUSE OF REP DISTRICT	String	2
HR_First	Bradley	HOUSE OF REP FIRST NAME	String	7
HR_Last	Byrne	HOUSE OF REP LAST NAME	String	8
HR_Party	R	HOUSE OF REP PARTY	String	1
HR_Address	119 Cannon HOB	HOUSE OF REP ADDRESS	String	18
HR_Tel	202-225-4931	HOUSE OF REP PHONE	String	12
HR_Fax		HOUSE OF REP FAX	Bool	1
HR_Email		HOUSE OF REP EMAIL	Bool	1
HR_Web site		HOUSE OF REP URL	Bool	1
HR_ST FIPS_DIST_MATCH FIELD	0101	HR ST FIP DISTRICT MATCH	Int16	2
DMA_STATE	01	DMA STATE CODE	Byte	1
DMA_COUNTY	035	DMA COUNTY CODE	String	3
DMA_ZIPCODE	36401	DMA ZIP5	String	5
DMA_CBSA_CODE	99901	DMA_CBSA_CODE	Int32	4
DMA_DMA_CODE	686	DMA_DMA_CODE	Int16	2
DMA_STNAME	Alabama	DMA STATE	String	13
DMA_CTYNAME	Conecuh County	DMA COUNTY CODE	String	16
DMA_CBSA_NAME	Unassigned Area in Alabama	DMA_CBSA_NAME	V_String	36
DMA_DMA_NAME	Mobile et al, AL-FL	DMA NAME	String	23
DMA_LATITUDE	31.454093	DMA LATITUDE	Double	8

2023 Data Dictionary



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Voter-INTEL™ Attributes	Sample	Field Description	Type	Size
DMA_LONGITUDE	-86.930623	DMA LONGITUDE	Double	8



2023 Data Dictionary

In-Market-INTEL™ - Short Form

In-Market-INTEL™ PDL (SHORT FORM)	Sample	Field Description	TYPE	LENGTH
First Name	Steve	First Name	String	7
Last Name	Smith	Last Name	String	10
Address	123 Main St	Address	String	25
City	Conway	City	String	14
State	AR	State	String	2
Zipcode	75011-7342	Zipcode - 10 digit	String	10
Zip5	75011	Zip5	String	5
SCF	750	SCF (first 3 of zipcode)	String	3
County	Faulkner	County	String	9
GSBID16	750117342231SMIS	Unique GSB Identifier (Individual level)	String	16
First Date	2009-01-06	First Date record was seen by GSB	Date	10
Last Date	2012-12-01	Last Date record was seen by GSB	Date	10
Frequency	3	How many times record has been seen by GSB	Int16	2
Email	aaa@aol.com	Email Address	V_String	26
IP Address	134.65.42.69	IP Address	String	14
Date / Time	20121212 3:34:00	Date / Time	DateTime	19
URL	paydayloan.com	URL Address	V_String	24
Phone	501-456-5788	Phone number	Int32	4
Monthly Update Code	82 or V	67 = new records / G = updated records (for the month) *codes change each month	String	1
PDLLF	Y	**records that match pay day loan long form	String	1



2023 Data Dictionary

In-Market-INTEL™ - Long Form

In-Market-INTEL™ - PDL (LONG FORM)	Sample	Field Description **All fields are self reported and if available	TYPE	LENGTH
GSBID	374041767731HURW	Unique GSB Identifier (Individual level)	String	16
SOURCEID	3	1 = record updated; 2 = new record; 3 = no change/existing record	Byte	1
RECORDID	1	Unique Record ID (if available)	Bool	1
firstname	Walter	First Name	String	6
middlename	John	Middle Name (if available)	Bool	1
lastname	Hurt	Last Name	V_String	12
EMAIL	armourjr@bellsouth.net	Email address	String	20
homephone	4235042966	Home Phone	Int64	8
workphone	6192830785	Work Phone	Int64	8
cellphone	6192830785	Cell Phone	Int64	8
DOB	1970-03-08	Date of Birth	Date	10
gender	MALE	Gender	String	6
ADDRESS	202 Glenwood Cir Apt A	Address	V_String	25
address2	NULL	Address2 (if available)	String	1
CITY	Chattanooga	City	String	10
STATE	TN	State	String	2
ZIPCODE	37404-1767	Zipcode	String	10
LicenseState	TN	License State	String	2
employername	NEW YORK CAROLINA EXPRESS INC	Employer Name	V_String	25
supervisor	SEBASTIAN BARBER	Supervisor	String	16
supervisorphone	6192830785	Supervisor Phone	Int64	8
occupation	ADMINISTRATOR	Occupation	String	6
directdeposit	YES	Direct Deposit (YES / NO / NULL)	String	3
PayFreq	BI WEEKLY	Pay Frequency	String	9



2023 Data Dictionary

In-Market-INTEL™ - PDL (LONG FORM)	Sample	Field Description **All fields are self reported and if available	TYPE	LENGTH
MonthlyIncome	3800	Monthly Income	Int16	2
NextPayDate	2016-06-08	Next Pay Date	Date	10
NextPayDate2	2016-06-22	Next Pay Date 2	Date	10
inserted	2016-05-31 15:33:00	Date / Time	DateTime	19
military	NULL	Military (if available)	Bool	1
addressyears	2	Years at Address	Byte	1
homeowner	RENT	Homeowner or Renter (OWN OR RENT)	String	3
maiden_name	Smith	Maiden Name	Bool	1
hiremonth	02	Hire Month	String	2
hireyear	2015	Hire Year	Int16	2
ipaddress	195.112.185.253	IP Address	String	13
employment status	EMPLOYED	Employment Status	String	8
requestedAmt	900	Requested Amount of Loan	Int32	4
Ref1	NOTCOLLECTED	Reference 1 Name	String	15
Ref1Phone	6167525390	Reference 1 Phone	Int64	8
Ref1Relation	OTHER	Reference 1 Relation	String	7
Ref2	NOTCOLLECTED	Reference 2 Name	String	15
Ref2Phone	5855039556	Reference 2 Phone	Int64	8
Ref2Relation	OTHER	Reference 2 Relation	String	7
sourceURL	ELITECASHWIRE.COM	URL Address	String	17
FirstDate	2016-05-31	First Date record was seen by GSB	Date	10
LastDate	2016-05-31	Last Date record was seen by GSB	Date	10
Frequency	1	How many times record has been seen by GSB	Int16	2
Email Delivery	3	3 = valid email; remaining codes see suppression chart above	Int16	2
Email Recency	2016-08-04	Recency Date (Date email verified)	Date	10
BANK_NAME	FIRST NATIONAL BANK	Bank Name	V_String	35

2023 Data Dictionary



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2023 Data Dictionary



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Veteran-INTEL™

Veteran-INTEL™ Attributes	Sample	Field Description	TYPE	LENGTH
GSBID16	750117342231SMIS	Unique GSB Identifier (Individual level)	String	16
First Name	Steve	First Name	V_String	13
Last Name	Smith	Last Name	V_String	19
Address	123 Main St	Address	V_String	30
City	Conway	City	String	12
State	AR	State	String	2
Zipcode	75011-7342	Zipcode - 10 digit	String	10
LOAD_DATE	2020-06-20	Date Record Added to our database	Date	10
UPDATE_DATE	2020-06-20	Last date record was seen/updated	Date	10



2023 Data Dictionary

Demographic File

Demographic Attributes	Sample	Field Description	Type	Size
AddressID	23666674	AddressID	Int32	4
IndividualId	1	IndividualId	Int32	4
personfirstname	Ann	personfirstname	V_String	15
personmiddleinitial	J	personmiddleinitial	String	1
personlastname	Glauber	personlastname	V_String	20
PersonSurnameSuffix		PersonSurnameSuffix	Bool	1
persontitleofrespect	MS	persontitleofrespect	String	4
houenumber	5005	houenumber	V_String	10
predirection	S	predirection	String	2
streetname	Garfield	streetname	V_String	28
streetsuffix	St	streetsuffix	String	4
postdirection	NW	postdirection	String	2
unitdesignator	APT	unitdesignator	String	4
unitdesignatornumber	2	unitdesignatornumber	V_String	8
primaryaddress	5005 Garfield St NW	primaryaddress	V_String	47
secondaryaddress		secondaryaddress	V_String	13
state	DC	state	String	2
ZipCode	20016	ZipCode	String	5
Zip_4	3465	Zip_4	String	4
del_point_check_digit	58	del_point_check_digit	String	3
msa	8840	msa	Int16	2
countycode	1	countycode	String	3
COUNTY	DISTRICT OF COLUMBIA	COUNTY	V_String	26
citynameabbr	Washington	citynameabbr	V_String	26
cityname	Washington	cityname	V_String	26



2023 Data Dictionary

Demographic Attributes	Sample	Field Description	Type	Size
carrier_route	C054	carrier_route	String	4
censustract	902	censustract	String	6
censusblock	3	censusblock	String	1
latitude	38.9281	latitude	Double	8
longitude	-77.0983	longitude	Double	8
timezone	E	timezone	String	1
Xaxis	0.173696596	Xaxis	String	22
Yaxis	-0.758295773	Yaxis	String	22
Zaxis	0.628344662	Zaxis	String	20
dpv_code	Y	dpv_code	String	1
NumberOfSources	10	NumberOfSources	String	2
dwellingtype	S	dwellingtype	String	1
secondaryaddresspresent	N	secondaryaddresspresent	String	1
livingunitid	1041579297	livingunitid	Int32	4
RDID	41382849	RDID	Int32	4
areacode	203	areacode	String	3
Phone2	2471989	Phone2	String	7
estimatedincomecode	Q	estimatedincomecode	String	1
homeownerprobabilitymodel	O	homeownerprobabilitymodel	String	1
lengthofresidence	15	lengthofresidence	String	2
lengthofresidencecode	15	lengthofresidencecode	Byte	1
numberofpersonsinlivingunit	1	numberofpersonsinlivingunit	Byte	1
presenceofchildren	N	presenceofchildren	String	1
NumberOfChildren	0	NumberOfChildren	String	1
ChildrenAge00_02	U	ChildrenAge00_02	String	1
ChildrenAge00_02Male	U	ChildrenAge00_02Male	String	1
ChildrenAge00_02Female	U	ChildrenAge00_02Female	String	1



2023 Data Dictionary

Demographic Attributes	Sample	Field Description	Type	Size
ChildrenAge00_02Unknown	U	ChildrenAge00_02Unknown	String	1
ChildrenAge03_05	U	ChildrenAge03_05	String	1
ChildrenAge03_05Male	U	ChildrenAge03_05Male	String	1
ChildrenAge03_05Female	U	ChildrenAge03_05Female	String	1
ChildrenAge03_05Unknown	U	ChildrenAge03_05Unknown	String	1
ChildrenAge06_10	U	ChildrenAge06_10	String	1
ChildrenAge06_10Male	U	ChildrenAge06_10Male	String	1
ChildrenAge06_10Female	U	ChildrenAge06_10Female	String	1
ChildrenAge06_10Unknown	U	ChildrenAge06_10Unknown	String	1
ChildrenAge11_15	U	ChildrenAge11_15	String	1
ChildrenAge11_15Male	U	ChildrenAge11_15Male	String	1
ChildrenAge11_15Female	U	ChildrenAge11_15Female	String	1
ChildrenAge11_15Unknown	U	ChildrenAge11_15Unknown	String	1
ChildrenAge16_17	U	ChildrenAge16_17	String	1
ChildrenAge16_17Male	U	ChildrenAge16_17Male	String	1
ChildrenAge16_17Female	U	ChildrenAge16_17Female	String	1
ChildrenAge16_17Unknown	U	ChildrenAge16_17Unknown	String	1
persongender	F	persongender	String	1
persondateofbirthyear	1970	persondateofbirthyear	Int16	2
persondateofbirthmonth	10	persondateofbirthmonth	String	2
persondateofbirthday	0	persondateofbirthday	String	2
personexactage	49	personexactage	String	2
personagecode	6	personagecode	Byte	1
Males_18_24	U	Males_18_24	String	1
Females_18_24	U	Females_18_24	String	1
Unknowngender_18_24	U	Unknowngender_18_24	String	1
Males_25_34	U	Males_25_34	String	1



2023 Data Dictionary

Demographic Attributes	Sample	Field Description	Type	Size
Females_25_34	U	Females_25_34	String	1
Unknowngender_25_34	U	Unknowngender_25_34	String	1
Males_35_44	U	Males_35_44	String	1
Females_35_44	Y	Females_35_44	String	1
Unknowngender_35_44	U	Unknowngender_35_44	String	1
Males_45_54	U	Males_45_54	String	1
Females_45_54	U	Females_45_54	String	1
Unknowngender_45_54	U	Unknowngender_45_54	String	1
Males_55_64	U	Males_55_64	String	1
Females_55_64	U	Females_55_64	String	1
Unknowngender_55_64	U	Unknowngender_55_64	String	1
Males_65_74	U	Males_65_74	String	1
Females_65_74	U	Females_65_74	String	1
Unknowngender_65_74	U	Unknowngender_65_74	String	1
Males_75_Plus	U	Males_75_Plus	String	1
Females_75_Plus	U	Females_75_Plus	String	1
Unknowngender_75_Plus	U	Unknowngender_75_Plus	String	1
personmaritalstatus	S	personmaritalstatus	String	1
InferredAge	49	InferredAge	String	2
occupationgroup	A	occupationgroup	String	1
personoccupation	0	personoccupation	String	4
ethniccode	T5	ethniccode	String	2
languagecode	E1	languagecode	String	2
ethnicgroup	W	ethnicgroup	String	1
religioncode	P	religioncode	String	1
hispaniccountrycode	0	hispaniccountrycode	String	2
personeducation	A	personeducation	String	1



2023 Data Dictionary

Demographic Attributes	Sample	Field Description	Type	Size
businessowner	U	businessowner	String	1
EthnicConfidenceCode	U	EthnicConfidenceCode	String	1
InferredHouseholdRank	1	InferredHouseholdRank	String	1
NumberOfAdults	1	NumberOfAdults	String	1
GenerationsInHousehold	1	GenerationsInHousehold	String	1
PresenceOfCreditCard	Y	PresenceOfCreditCard	String	1
presenceofgoldorplatinumcreditcard	U	presenceofgoldorplatinumcreditcard	String	1
PresenceOfPremiumCreditCard	U	PresenceOfPremiumCreditCard	String	1
PresenceOfUpscaleRetailCard	U	PresenceOfUpscaleRetailCard	String	1
PresenceOfBankCard	Y	PresenceOfBankCard	String	1
GasDeptRetailCardHolder	U	GasDeptRetailCardHolder	String	1
americanexpresscard	U	americanexpresscard	String	1
CreditRating	C	CreditRating	String	1
investment	U	investment	String	1
investmentstocksecurities	U	investmentstocksecurities	String	1
Networth	I	Networth	String	1
NumberOfLinesOfCredit	U	NumberOfLinesOfCredit	String	1
Credit_RangeOfNewCredit	U	Credit_RangeOfNewCredit	String	1
AmericanExpressGoldPremium	U	AmericanExpressGoldPremium	String	1
DiscoverGoldPremium	U	DiscoverGoldPremium	String	1
DiscoverRegular	U	DiscoverRegular	String	1
GasolineOrRetailCardGoldPremium	U	GasolineOrRetailCardGoldPremium	String	1
GASOLINE OR RETAIL CARD REGULAR	Y	GASOLINE OR RETAIL CARD REGULAR	Bool	1
MastercardGoldPremium	U	MastercardGoldPremium	String	1
MastercardRegular	U	MastercardRegular	String	1
VisaGoldPremium	U	VisaGoldPremium	String	1
VisaRegular	Y	VisaRegular	String	1



2023 Data Dictionary

Demographic Attributes	Sample	Field Description	Type	Size
CREDIT CARD INDICATOR	Y	CREDIT CARD INDICATOR	Bool	1
BANK CARD HOLDER	U	BANK CARD HOLDER	Bool	1
GAS/DEPARTMENT/RETAIL CARD HOLDER	U	GAS/DEPARTMENT/RETAIL CARD HOLDER	Bool	1
TravelAndEntertainmentCardHolder	Y	TravelAndEntertainmentCardHolder	String	1
CreditCardholderUnknownType	Y	CreditCardholderUnknownType	String	1
PREMIUM CARD HOLDER	U	PREMIUM CARD HOLDER	Bool	1
UPSCALE (DEPARTMENT STORE) CARD HOLDER	U	UPSCALE (DEPARTMENT STORE) CARD HOLDER	Bool	1
CreditCardUser	Y	CreditCardUser	String	1
CreditCardNewIssue	U	CreditCardNewIssue	String	1
BANK CARD - PRESENCE IN HOUSEHOLD	U	BANK CARD - PRESENCE IN HOUSEHOLD	Bool	1
Investing_Active	U	Investing_Active	String	1
InvestmentsPersonal	U	InvestmentsPersonal	String	1
InvestmentsRealEstate	U	InvestmentsRealEstate	String	1
InvestingFinanceGrouping	U	InvestingFinanceGrouping	String	1
InvestmentsForeign	U	InvestmentsForeign	String	1
InvestmentEstimatedResidentialPropertiesOwned	U	InvestmentEstimatedResidentialPropertiesOwned	String	3
AssimilationCodes	U	AssimilationCodes	String	1
valuehunter	U	valuehunter	String	1
opportunityseekers	U	opportunityseekers	String	1
newsandfinancial	U	newsandfinancial	String	1
automotivebuff	U	automotivebuff	String	1
bookreader	Y	bookreader	String	1
MembershipClub	U	MembershipClub	String	1
computerowner	Y	computerowner	String	1
cookingenthusiast	Y	cookingenthusiast	String	1
do_it_yourselfers	U	do_it_yourselfers	String	1
exerciseenthusiast	Y	exerciseenthusiast	String	1



2023 Data Dictionary

Demographic Attributes	Sample	Field Description	Type	Size
Gardener	Y	Gardener	String	1
golffenthusiasts	U	golffenthusiasts	String	1
homedecoratingenthusiast	Y	homedecoratingenthusiast	String	1
outdoorenthusiast	Y	outdoorenthusiast	String	1
outdoorsportslover	Y	outdoorsportslover	String	1
photography	U	photography	String	1
traveler	Y	traveler	String	1
pets	U	pets	String	1
cats	U	cats	String	1
dogs	U	dogs	String	1
mailresponder	Y	mailresponder	String	1
RespondedtoCatalog	U	RespondedtoCatalog	Bool	1
sweepstakes	Y	sweepstakes	String	1
religiousmagazine	U	religiousmagazine	String	1
malemerchbuyer	U	malemerchbuyer	String	1
femalemerchbuyer	Y	femalemerchbuyer	String	1
crafts_hobbmerchbuyer	Y	crafts_hobbmerchbuyer	String	1
gardening_farmingbuyer	Y	gardening_farmingbuyer	String	1
bookbuyer	Y	bookbuyer	String	1
collect_specialfoodsbuyer	U	collect_specialfoodsbuyer	String	1
religiouscontributor	U	religiouscontributor	String	1
politicalcontributor	U	politicalcontributor	String	1
health_institutioncontributor	U	health_institutioncontributor	String	1
charitable	Y	charitable	String	1
generalcontributor	U	generalcontributor	String	1
donatestoenvironmentalcauses	U	donatestoenvironmentalcauses	String	1
donatesbyemail	U	donatesbyemail	String	1



2023 Data Dictionary

Demographic Attributes	Sample	Field Description	Type	Size
veteraninhousehold	U	veteraninhousehold	String	1
HeavyBusinessTravelers	U	HeavyBusinessTravelers	Bool	1
hightechleader	Y	hightechleader	String	1
Smoker	U	Smoker	String	1
MailOrderBuyer	Y	MailOrderBuyer	String	1
OnlinePurchasingIndicator	Y	OnlinePurchasingIndicator	String	1
ApparelWomens	Y	ApparelWomens	String	1
ApparelWomensPetite	U	ApparelWomensPetite	String	1
ApparelWomensPlusSizes	U	ApparelWomensPlusSizes	String	1
YoungWomensApparel	U	YoungWomensApparel	String	1
ApparelMens	Y	ApparelMens	String	1
ApparelMensBigAndTall	U	ApparelMensBigAndTall	String	1
YoungMensApparel	U	YoungMensApparel	String	1
ApparelChildrens	Y	ApparelChildrens	String	1
HealthAndBeauty	U	HealthAndBeauty	String	1
BeautyCosmetics	U	BeautyCosmetics	String	1
Jewelry	U	Jewelry	String	1
Luggage	U	Luggage	String	1
COMMUNITY INVOLVEMENT - CAUSES SUPPORTED FINANCIALLY	Y	COMMUNITY INVOLVEMENT - CAUSES SUPPORTED FINANCIALLY	Bool	1
AnimalWelfareCharitableDonation	U	AnimalWelfareCharitableDonation	String	1
ArtsOrCulturalCharitableDonation	U	ArtsOrCulturalCharitableDonation	String	1
ChildrensCharitableDonation	U	ChildrensCharitableDonation	String	1
ENVIRONMENT OR WILDLIFE CHARITABLE DONATION	Y	ENVIRONMENT OR WILDLIFE CHARITABLE DONATION	Bool	1
EnvironmentallssuesCharitableDonation	U	EnvironmentallssuesCharitableDonation	String	1
InternationalAidCharitableDonation	U	InternationalAidCharitableDonation	String	1
PoliticalCharitableDonation	U	PoliticalCharitableDonation	String	1
PoliticalConservativeCharitableDonation	U	PoliticalConservativeCharitableDonation	String	1



2023 Data Dictionary

Demographic Attributes	Sample	Field Description	Type	Size
PoliticalLiberalCharitableDonation	U	PoliticalLiberalCharitableDonation	String	1
VeteransCharitableDonation	U	VeteransCharitableDonation	String	1
CharitableDonations_Other	U	CharitableDonations_Other	String	1
CommunityCharities	U	CommunityCharities	String	1
Parenting	U	Parenting	String	1
SingleParent	U	SingleParent	String	1
ChildrensApparelInfantsAndToddlers	Y	ChildrensApparelInfantsAndToddlers	String	1
ChildrensLearningAndActivityToys	Y	ChildrensLearningAndActivityToys	String	1
ChildrensProductsGeneralBabyCare	U	ChildrensProductsGeneralBabyCare	String	1
ChildrensProductsGeneralBackToSchool	U	ChildrensProductsGeneralBackToSchool	String	1
ChildrensProductsGeneral	Y	ChildrensProductsGeneral	String	1
YoungAdultInHousehold	U	YoungAdultInHousehold	String	1
SeniorAdultInHousehold	U	SeniorAdultInHousehold	String	1
ChildrensInterests	Y	ChildrensInterests	String	1
Grandchildren	U	Grandchildren	String	1
ChristianFamilies	U	ChristianFamilies	String	1
Equestrian	U	Equestrian	String	1
OtherPetOwner	U	OtherPetOwner	String	1
CareerImprovement	U	CareerImprovement	String	1
WorkingWoman	Y	WorkingWoman	String	1
AfricanAmericanProfessionals	U	AfricanAmericanProfessionals	String	1
SohoIndicator	U	SohoIndicator	String	1
Career	U	Career	String	1
BooksAndMagazinesMagazines	U	BooksAndMagazinesMagazines	String	1
BooksAndMusicBooks	U	BooksAndMusicBooks	String	1
BooksAndMusicBooksAudio	U	BooksAndMusicBooksAudio	String	1
ReadingGeneral	Y	ReadingGeneral	String	1



2023 Data Dictionary

Demographic Attributes	Sample	Field Description	Type	Size
READING - RELIGIOUS / INSPIRATIONAL	Y	READING - RELIGIOUS / INSPIRATIONAL	Bool	1
ReadingScienceFiction	U	ReadingScienceFiction	String	1
ReadingMagazines	Y	ReadingMagazines	String	1
ReadingAudioBooks	U	ReadingAudioBooks	String	1
ReadingGrouping	Y	ReadingGrouping	String	1
HistoryMilitary	U	HistoryMilitary	String	1
CurrentAffairsPolitics	U	CurrentAffairsPolitics	String	1
ReligiousInspirational	U	ReligiousInspirational	String	1
ScienceSpace	U	ScienceSpace	String	1
Magazines	U	Magazines	String	1
EducationOnline	U	EducationOnline	String	1
Gaming	U	Gaming	String	1
ComputingHomeOfficeGeneral	U	ComputingHomeOfficeGeneral	String	1
DVDsVideos	U	DVDsVideos	String	1
ElectronicsandComputingTVVideoMovieWatcher	U	ElectronicsandComputingTVVideoMovieWatcher	String	1
ElectronicsComputingAndHomeOffice	Y	ElectronicsComputingAndHomeOffice	String	1
HighEndAppliances	U	HighEndAppliances	String	1
IntendToPurchaseHDTVSatelliteDish	U	IntendToPurchaseHDTVSatelliteDish	String	1
MusicHomeStereo	U	MusicHomeStereo	String	1
MusicPlayer	U	MusicPlayer	String	1
MusicCollector	U	MusicCollector	String	1
MusicAvidListener	U	MusicAvidListener	String	1
MovieCollector	U	MovieCollector	String	1
TVCable	U	TVCable	String	1
GamesVideoGames	U	GamesVideoGames	String	1
TVSatelliteDish	U	TVSatelliteDish	String	1
COMPUTERS	U	COMPUTERS	Bool	1



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Demographic Attributes	Sample	Field Description	Type	Size
GamesComputerGames	U	GamesComputerGames	String	1
ConsumerElectronics	Y	ConsumerElectronics	String	1
MovieMusicGrouping	Y	MovieMusicGrouping	String	1
ElectronicsComputersGrouping	Y	ElectronicsComputersGrouping	String	1
Telecommunications	U	Telecommunications	String	1
ArtsAndAntiquesAntiques	U	ArtsAndAntiquesAntiques	String	1
ArtsAndAntiquesArt	Y	ArtsAndAntiquesArt	String	1
TheaterPerformingArts	U	TheaterPerformingArts	String	1
Arts	Y	Arts	String	1
Musicalinstruments	U	Musicalinstruments	String	1
CollectiblesGeneral	Y	CollectiblesGeneral	String	1
CollectiblesStamps	U	CollectiblesStamps	String	1
CollectiblesCoins	U	CollectiblesCoins	String	1
CollectiblesArts	U	CollectiblesArts	String	1
CollectiblesAntiques	Y	CollectiblesAntiques	String	1
CollectorAvid	U	CollectorAvid	String	1
CollectiblesandAntiquesGrouping	Y	CollectiblesandAntiquesGrouping	String	1
CollectiblesSportsMemorabilia	U	CollectiblesSportsMemorabilia	String	1
MilitaryMemorabiliaWeaponry	U	MilitaryMemorabiliaWeaponry	String	1
LifestylesInterestsandPassionsCollectibles	U	LifestylesInterestsandPassionsCollectibles	String	1
Autowork	U	Autowork	String	1
SewingKnittingNeedlework	U	SewingKnittingNeedlework	String	1
Woodworking	U	Woodworking	String	1
Aviation	U	Aviation	String	1
HousePlants	U	HousePlants	String	1
Crafts	U	Crafts	String	1
HomeandGarden	Y	HomeandGarden	String	1



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Demographic Attributes	Sample	Field Description	Type	Size
GARDENING	Y	GARDENING	Bool	1
GARDENING2	Y	GARDENING2	Bool	1
HomeImprovementGrouping	U	HomeImprovementGrouping	String	1
PhotographyAndVideoEquipment	Y	PhotographyAndVideoEquipment	String	1
HomeFurnishingsDecorating	U	HomeFurnishingsDecorating	String	1
HomeImprovement	U	HomeImprovement	String	1
IntendtoPurchaseHomeImprovement	U	IntendtoPurchaseHomeImprovement	String	1
FoodWines	Y	FoodWines	String	1
CookingGeneral	Y	CookingGeneral	String	1
COOKING - GOURMET	U	COOKING - GOURMET	Bool	1
FoodsNatural	Y	FoodsNatural	String	1
CookingFoodGrouping	U	CookingFoodGrouping	String	1
GamesBoardGamesPuzzles	U	GamesBoardGamesPuzzles	String	1
GamingCasino	U	GamingCasino	String	1
TRAVEL	Y	TRAVEL	Bool	1
TravelGrouping	U	TravelGrouping	String	1
TravelDomestic	U	TravelDomestic	String	1
TravelInternational	U	TravelInternational	String	1
TravelCruiseVacations	U	TravelCruiseVacations	String	1
HomeLiving	U	HomeLiving	String	1
DIYLiving	U	DIYLiving	String	1
SportyLiving	U	SportyLiving	String	1
UpscaleLiving	U	UpscaleLiving	String	1
CulturalArtisticLiving	U	CulturalArtisticLiving	String	1
Highbrow	U	Highbrow	String	1
HIGH-TECH LIVING	U	HIGH-TECH LIVING	Bool	1
CommonLiving	U	CommonLiving	String	1



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Demographic Attributes	Sample	Field Description	Type	Size
ProfessionalLiving	U	ProfessionalLiving	String	1
BroaderLiving	Y	BroaderLiving	String	1
ExerciseHealthGrouping	U	ExerciseHealthGrouping	String	1
ExerciseRunningJogging	U	ExerciseRunningJogging	String	1
ExerciseWalking	U	ExerciseWalking	String	1
ExerciseAerobic	U	ExerciseAerobic	String	1
SpectatorSportsAutoMotorcycleRacing	U	SpectatorSportsAutoMotorcycleRacing	String	1
SpectatorSportsTVSports	U	SpectatorSportsTVSports	String	1
SpectatorSportsFootball	U	SpectatorSportsFootball	String	1
SpectatorSportsBaseball	U	SpectatorSportsBaseball	String	1
SpectatorSportsBasketball	U	SpectatorSportsBasketball	String	1
SpectatorSportsHockey	U	SpectatorSportsHockey	String	1
SpectatorSportsSoccer	U	SpectatorSportsSoccer	String	1
Tennis	U	Tennis	String	1
Snowskiing	U	Snowskiing	String	1
Motorcycling	U	Motorcycling	String	1
Nascar	U	Nascar	String	1
BoatingSailing	U	BoatingSailing	String	1
ScubaDiving	Y	ScubaDiving	String	1
SportsandLeisure	U	SportsandLeisure	String	1
Hunting	U	Hunting	String	1
Fishing	U	Fishing	String	1
CampingHiking	U	CampingHiking	String	1
HuntingShooting	Y	HuntingShooting	String	1
SportsGrouping	Y	SportsGrouping	String	1
OutdoorsGrouping	U	OutdoorsGrouping	String	1
HealthMedical	U	HealthMedical	String	1



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Demographic Attributes	Sample	Field Description	Type	Size
DietingWeightLoss	U	DietingWeightLoss	String	1
SelfImprovement	U	SelfImprovement	String	1
AutomotiveAutoPartsAndAccessories	Y	AutomotiveAutoPartsAndAccessories	String	1
RDI	U	RDI	String	1
homeswimmingpoolindicator	U	homeswimmingpoolindicator	String	1
airconditioning	U	airconditioning	String	1
homeheatindicator	0	homeheatindicator	String	1
homepurchaseprice	0	homepurchaseprice	Int32	4
homepurchasepricecode	0	homepurchasepricecode	Byte	1
homepurchaseyear	0	homepurchaseyear	Int16	2
homepurchasemonth	0	homepurchasemonth	Byte	1
homepurchase day	0	homepurchase day	Byte	1
homeyearbuilt	Q	homeyearbuilt	Int16	2
estimatedcurrenthomevaluecode	0	estimatedcurrenthomevaluecode	String	1
mortgageamountinthousands	0	mortgageamountinthousands	Int32	4
mortgageamountinthousandscode	U	mortgageamountinthousandscode	Byte	1
mortgagelendername	N	mortgagelendername	V_String	25
mortgagelendernameavailable	U	mortgagelendernameavailable	String	1
mortgagerate	U	mortgagerate	String	4
mortgageratetype	U	mortgageratetype	String	1
mortgageloantype	U	mortgageloantype	String	1
transactiontype	0	transactiontype	String	1
deeddateofrefinanceyear	0	deeddateofrefinanceyear	Int16	2
deeddateofrefinancemonth	0	deeddateofrefinancemonth	Byte	1
deeddateofrefinanceday	0	deeddateofrefinanceday	Byte	1
refinanceamountinthousands	0	refinanceamountinthousands	Int32	4
refinanceamountinthousandscode	N	refinanceamountinthousandscode	Byte	1



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Demographic Attributes	Sample	Field Description	Type	Size
refinancelendername	N	refinancelendername	V_String	25
refinancelendernameavailable	U	refinancelendernameavailable	String	1
refinanceratetype	U	refinanceratetype	String	1
refinanceloantype	4412	refinanceloantype	String	1
CensusMedianHomeValue	2120	CensusMedianHomeValue	String	6
CensusMedianHouseholdIncome	4	CensusMedianHouseholdIncome	String	5
CRA_IncomeClassificationCode	U	CRA_IncomeClassificationCode	String	1
MostRecentMortgageAmount2nd	U	MostRecentMortgageAmount2nd	V_String	8
Purchase2ndMortgageAmount	U	Purchase2ndMortgageAmount	String	8
MostRecentMortgageDate2nd	U	MostRecentMortgageDate2nd	V_String	8
PurchaseMortgageDate	U	PurchaseMortgageDate	String	8
MostRecentMortgage2ndLoanTypeCode	U	MostRecentMortgage2ndLoanTypeCode	String	1
Purchase2ndMortgageLoanTypeCode	U	Purchase2ndMortgageLoanTypeCode	String	1
MostRecentLenderCode	U	MostRecentLenderCode	String	3
MostRecent2ndLenderCode	U	MostRecent2ndLenderCode	String	3
PurchaseLenderCode	U	PurchaseLenderCode	String	3
MostRecentLenderName2nd	[Null]	MostRecentLenderName2nd	V_String	59
PURCHASE LENDER NAME	U	PURCHASE LENDER NAME	Bool	1
MostRecentMortgage2ndInterestRateType	U	MostRecentMortgage2ndInterestRateType	String	1
Purchase2ndMortgageInterestRateType	U	Purchase2ndMortgageInterestRateType	String	1
MostRecentMortgageInterestRate	U	MostRecentMortgageInterestRate	String	6
MostRecentMortgage2ndInterestRate	U	MostRecentMortgage2ndInterestRate	String	6
Purchase2ndMortgageInterestRate	0	Purchase2ndMortgageInterestRate	String	6
Sewer	0	Sewer	Byte	1
Water	U	Water	Byte	1
LoanToValue	U	LoanToValue	String	3
PassProspectorValueHomeValueMortgageFile	N	PassProspectorValueHomeValueMortgageFile	String	8

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Demographic Attributes	Sample	Field Description	Type	Size
EMAILFLAG	N	EMAILFLAG	String	1
NCOA_Effective_date	2020-07-09	NCOA_Effective_date	Date	10
Name	ANN J GLAUBER	Name	V_String	38
BARCODE	2.00163E+11	BARCODE	String	12
NEW PHONE	2032409292	NEW PHONE	String	10
NEW DOB	30561	NEW DOB	String	10
ZIP9	200163465	ZIP9	String	9
ZIP10	20016-3465	ZIP10	String	10
DONOTCALL	FALSE	DONOTCALL	Bool	1
GSBID16	200163465058GLAA	GSBID16	String	16
GSBID15	200163465058GLA	GSBID15	String	15
COA_DATE	2019-04-14	COA_DATE	V_String	6
RESIDENTIAL	Y	RESIDENTIAL	String	1
ADDRESS TYPE	Street	ADDRESS TYPE	V_String	16
MOVED_CD	[Null]	MOVED_CD	String	7
SCF	200	SCF	String	3
NCOA FOOTNOTE	A	NCOA FOOTNOTE	String	2
VACANT	0	VACANT	Int16	2
NO STAT	0	NO STAT	Int16	2
ANK	44	ANK	String	2
PO_BOX_Flag	0	PO_BOX_Flag	Byte	1
Email	aglauber1@yahoo.com	Email	V_String	75
URL	washingtonpost.com	URL	V_String	50
IP	65.39.192.122	IP	V_String	19
Date	2008-02-10	Date	V_String	19
Individual_Match_Flag	Y	Individual_Match_Flag	String	1
Email_Score	1	Email_Score	String	1

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Demographic Attributes	Sample	Field Description	Type	Size
WirelessPhone	2027449342	WirelessPhone	V_String	14
ZIP5	20016	ZIP5	V_WString	5
NEW_PHONE_TYPE_FLAG	Y	NEW_PHONE_TYPE_FLAG	V_WString	10
NPX_PHONE_TYPE	WIRELESS	NPX_PHONE_TYPE	V_WString	10