

U.S. BUSINESS FIELD DECODE SHEET

TITLE CODE

1 Owner
 2 President
 3 Manager
 4 Executive Director
 5 Principal
 6 Publisher
 7 Administrator
 8 Religious Leader
 9 Partner
 A Chairman
 B Vice Chairman
 C Chief Executive Officer (CEO)
 D Director
 E Chief Operating Officer (COO)
 F Chief Financial Officer (CFO)
 G Treasurer
 H Controller
 I Executive Vice President
 J Senior Vice President
 K Vice President
 L Administration Executive
 M Corporate Communications Executive
 N Data Processing Executive
 O Finance Executive
 P Human Resources Executive
 Q Telecommunications Executive
 R Marketing Executive
 S Operations Executive
 T Sales Executive
 U Corporate Secretary
 V General Counsel
 W Executive Officer
 X Plant Manager
 Y Purchasing Agent
 Z Auditor

GENDER CODE

M Male
 F Female

INDIVIDUAL/FIRM

1 Individual
 2 Firm

BUSINESS STATUS

1 Headquarters
 2 Branch
 3 Subsidiary Headquarters

POPULATION CODE

1 1 - 24,999
 5 25,000 - 49,999
 6 50,000 - 99,999
 7 100,000 - 249,999
 8 250,000 - 499,999
 9 500,000 +

EMPLOYEE SIZE

A 1 - 4
 B 5 - 9
 C 10 - 19
 D 20 - 49
 E 50 - 99
 F 100 - 249
 G 250 - 499
 H 500 - 999
 I 1,000 - 4,999
 J 5,000 - 9,999
 K 10,000 +

SALES VOLUME/ASSET SIZE

A Less than \$500,000
 B \$500,000 - \$ 1 Million
 C \$ 1 Million - \$ 2.5 Million
 D \$ 2.5 Million - \$ 5 Million
 E \$ 5 Million - \$ 10 Million
 F \$ 10 Million - \$ 20 Million
 G \$ 20 Million - \$ 50 Million
 H \$ 50 Million - \$ 100 Million
 I \$ 100 Million - \$ 500 Million
 J \$ 500 Million - \$ 1 Billion
 K Over \$ 1 Billion

AD SIZE

A Regular Listing
 B Bold Listing
 C In-Column Listing
 D Display Ad

BUSINESS CREDIT SCORE**

A+ 95 to 100
 A 90 to 94
 B+ 85 to 89
 B 80 to 84
 C+ 75 to 79
 C 70 to 74
 U Less than 70
 I Institution (Not Scored)

PUBLIC CODE

1 Public Company
 0 Private Company

STOCK EXCHANGE CODE & SYMBOL

1 New York NYSE
 2 American AMEX
 3 NASDAQ NASDAQ
 9 Other Other

MATCH LEVEL

0 Site-Level
 4 ZIP+4 Centroid
 2 ZIP+2 Centroid
 X ZIP Centroid

FRANCHISE/SPECIALTY CODES

Please refer to the *infUSA* catalog for Franchise/Specialty code descriptions.

INDUSTRY SPECIFIC CODES

For the following industries, size/classification codes appear in the Industry-Specific Code field:

Hospitals (# of Beds)

A 1 - 24
 B 25 - 49
 C 50 - 99
 D 100 - 199
 E 200 - 299
 F 300 - 399
 G 400 - 499
 H 500 +

Nursing Homes (# of Beds)

A 1 - 19
 B 20 - 99
 C 100 - 249
 D 250 - 499
 E 500 +

Hotels/Motels (# of Rooms)

A 1 - 24
 B 25 - 49
 C 50 - 99
 D 100 - 299
 E 300 - 499
 F 500 - 999
 G 1000 +

Schools/Colleges (Enrollment)

A 1 - 299
 B 300 - 499
 C 500 - 999
 D 1,000 - 9,999
 E 10,000 +

Restaurants (Cuisine Codes)

A Bistro	P Pizza
B Brew Pub	Q Swiss
C Chinese	R Middle Eastern
D Deli	S Spanish
E Barbecue	T Thai
F Indian	U Continental
G Cajun	V Mexican
H Soul Food	W Vietnamese
I Italian	Y Oriental
J Japanese	Z Seafood
K Korean	0 Steak House
L Caribbean	1 French
M Irish	9 Greek
N Kosher	

OFFICE SIZE (# of Professionals)

A 1 professional
 B 2 professionals
 C 3 professionals
 D 4 professionals
 E 5 - 9 professionals
 F 10 or more professionals

U.S. BUSINESS FIELD DECODE SHEET (continued)

ETHNICITY

- 1 Hebrew
- 2 Hindu
- 3 Hungarian
- 4 Irish
- 5 Italian
- 6 Jewish
- 7 Pakistani
- 8 Portuguese
- 9 Filipino
- 0 Greek
- B British
- C Chinese
- D Danish
- E Scottish
- F French
- G German
- H Hispanic/Spanish
- I Indian
- J Japanese
- K Korean
- L Lithuanian
- M Armenian/Middle Eastern
- N Swiss
- O Cambodian
- P Polish
- Q Czech
- R Russian
- S Scandinavian
- T Turkish
- U Ukranian
- V Vietnamese
- W Welsh
- Y Yugoslavian
- Z Dutch

PROFESSIONAL TITLE

- CPA Certified Public Accountant
- DC Doctor of Chiropractic Medicine
- DDS Doctor of Dental Surgery
- DO Doctor of Osteopathic Medicine
- DPM Doctor of Podiatry
- DVM Doctor of Veterinary Medicine
- MD Doctor of Medicine
- OD Doctor of Optometry
- PE Doctor of Engineering
- PHD Doctor of Philosophy

NUMBER OF PCS

- A 0 to 1
- B 2 to 9
- C 10 to 29
- D 30+

SQUARE FOOTAGE

- A 1 - 2,499
- B 2,500 - 9,999
- C 10,000 - 39,999
- D 40,000 +

ADDRESS TYPE ("nixie" records only)

- S Location Address
- M Mailing Address
- L Landmark Address

MULTI-TENANT CODE

- A 2 to 4
- B 5 to 9
- C 10 +

CALL STATUS

- A No Answer
- B Busy Signal
- C Complete
- E Electronic Equipment
- F Foreign Language
- M Answering Machine
- N Refusal
- P Contact Name Only
- R Referral
- S Answering Service
- W Employee Size Only
- X Call Could Not Be Completed

TRANSACTION TYPE

- D Change in Address
- N Change in Company Name
- P Change in Phone Number
- W New to the Database (More Than a Year Old)
- Y True New Record (Less Than a Year Old)

CHANGE IN BUSINESS SIZE

- + Growing business
- Shrinking business

WHITE COLLAR INDICATOR

- 1 50% or More Employees are White Collar
- 0 Less than 50% of Employees are White Collar

**** CREDIT DISCLAIMER**

Our Business Credit Score Codes are indicators of probable ability to pay. They are based on business demographic factors such as number of employees, years in business, industry stability, barriers to entry, and government data. We recommend that these ratings be used primarily as a starting point and should not be the sole factor used in making a credit decision. You must obtain more information from bank and trade references, local credit bureaus, or other sources before extending credit. We are not a financial advisor and make no representations or warranties as to the accuracy, timeliness or completeness of the rating codes, and as such will not be responsible for any losses resulting from the use of this information. Furthermore, our liability, if any, will be limited to the initial cost of the credit rating fee paid by the purchaser.

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