

HOUSEHOLD FIELD DECODE

ADULT AGE RANGE

A 18-24
 B 25-29
 C 30-34
 D 35-39
 E 40-44
 F 45-49
 G 50-54
 H 55-59
 I 60-64
 K 65-69
 L 70-74
 M 75+

MARITAL STATUS

S Single
 M Married
 U Unknown

GENDER

M Male
 F Female
 U Unknown

CREDIT CARD LIMIT

0 Unknown
 1 \$ 101 - \$ 300
 2 \$ 301 - \$ 500
 3 \$ 501 - \$1,000
 4 \$1,001 - \$3,000
 5 \$3,001 - \$5,000
 6 \$5,001 - \$9,999
 7 \$10,000+

BANK CREDIT CARD TYPE

1 Retail Card
 2 Bank Card
 3 Oil Card
 4 Specialty Card
 5 Upscale Retail/Specialty Card
 6 Finance Card

EXPENDABLE INCOME or

NET WORTH RANK

A Top 6.6%
 B Second 6.6%
 C Third 6.6%
 D Fourth 6.6%
 E Fifth 6.6%
 F Sixth 6.6%
 G Seventh 6.6%
 H Eighth 6.6%
 I Ninth 6.6%
 J Tenth 6.6%
 K Eleventh 6.6%
 L Twelfth 6.6%
 M Thirteenth 6.6%
 N Fourteenth 6.6%
 O Fifteenth 6.6%

HOUSEHOLD INCOME

A \$ 0 - \$ 5,000
 B \$ 5,001 - \$10,000
 C \$ 10,001 - \$15,000
 D \$ 15,001 - \$20,000
 E \$ 20,001 - \$25,000
 F \$ 25,001 - \$30,000
 G \$ 30,001 - \$35,000
 H \$ 35,001 - \$40,000
 I \$ 40,001 - \$45,000
 J \$ 45,001 - \$50,000
 K \$ 50,001 - \$55,000
 L \$ 55,001 - \$60,000
 M \$ 60,001 - \$65,000
 N \$ 65,001 - \$70,000
 O \$ 70,001 - \$75,000
 P \$ 75,001 - \$80,000
 Q \$ 80,001 - \$85,000
 R \$ 85,001 - \$90,000
 S \$ 90,001 - \$95,000
 T \$ 95,001 - \$100,000
 U \$100,001 - \$105,000
 V \$105,001 - \$110,000
 W \$110,001 - \$115,000
 X \$115,001 - \$120,000
 Y \$120,001 - \$125,000
 Z \$125,001 - \$130,000
 1 \$130,001 - \$135,000
 2 \$135,001 - \$140,000
 3 \$140,001 - \$145,000
 4 \$145,001+

HOME VALUE

A \$ 1 - \$24,999
 B \$ 25,000 - \$49,999
 C \$ 50,000 - \$74,999
 D \$ 75,000 - \$99,999
 E \$100,000 - \$124,999
 F \$125,000 - \$149,999
 G \$150,000 - \$174,999
 H \$175,000 - \$199,999
 I \$200,000 - \$249,999
 J \$250,000 - \$299,999
 K \$300,000 - \$349,999
 L \$350,000 - \$399,999
 M \$400,000 +

TIME ZONES

E Eastern
 C Central
 M Mountain
 P Pacific
 A Alaskan
 H Hawaiian

NIELSEN POPULATION RANK

A 810,000 + Households
 B 85,000-809,999 Households
 C 20,000-84,999 Households
 D Under 20,000 Households

MORTGAGE AMOUNT

A Under \$25,000
 B \$ 25,000 - \$ 49,999
 C \$ 50,000 - \$ 74,999
 D \$ 75,000 - \$ 99,999
 E \$100,000 - \$149,999
 F \$150,000 - \$199,999
 G \$200,000 - \$249,999
 H \$250,000 - \$499,999
 I \$500,000 - \$999,999
 J \$1,000,000+

MORTGAGE TYPE

F FHA
 V VA

FINANCE TYPE

A Adjustable Rate
 F Fixed Rate
 V Variable Rate
 O Other

RESIDENCE TYPE

H House
 A Apartment

OWNS/RENTS

O Owns
 R Rents

LOAN TO VALUE RATIO

A 0.00
 B 0.01-0.09
 C 0.10-0.19
 D 0.20-0.29
 E 0.30-0.39
 F 0.40-0.49
 G 0.50-0.59
 H 0.60-0.69
 I 0.70-0.79
 J 0.80-0.89
 K 0.90-0.99
 L 1.00-1.09
 M 1.10-1.19
 N 1.20-1.29
 O 1.30-1.39
 P 1.40-1.49
 Q 1.50+

MATCH CODE

0 Street Address Level Match
 2 Zip + 2 Centroid
 4 Zip + 4 Centroid
 X Zip Centroid

LAND USE

T Mobile Home

ETHNIC CODE

1 Arabian
 2 Armenian
 3 Asian
 4 East European
 5 Indian
 6 English (British)
 7 French
 8 German
 9 Hispanic (Spanish)
 10 Irish
 11 Italian
 12 Japanese
 13 Pakistani
 14 Polish
 15 Scandinavian
 16 Scottish
 17 Swedish
 18 Mandarin
 19 Cantonese
 20 Korean
 21 Vietnamese
 22 Tagalog (Filipino)
 23 Chinese
 24 Czechoslovakian
 25 Norwegian
 26 Dutch
 27 Greek
 28 Hungarian
 29 Middle Eastern
 30 Russian
 31 Ukrainian
 32 Welsh
 33 Bangladesh
 34 Bulgarian
 35 Burmese
 36 Cambodian
 37 Estonian
 38 Ethiopian
 39 Finnish
 40 Icelandic
 41 Indonesian
 42 Hebrew
 43 Laotian
 44 Latvian
 45 Lithuanian
 46 Malaysian
 47 Manx
 48 Portuguese
 49 Singaporean
 50 Sri Lanka
 51 Swiss
 52 Thai
 53 Turkish
 54 Yugoslavian
 55 Danish
 56 Hindu

VEHICLE GROUP

- 2 Entry Level (Car)
- 4 Basic Economy (Car)
- 6 Lower Middle (Car)
- 8 Upper Middle (Car)
- 10 Upper Middle Specialty (Car)
- 12 Traditional Large (Car)
- 14 Basic Sporty (Car)
- 16 Mid Sporty (Car)
- 18 Prestige Sporty (Car)
- 20 Basic Luxury (Car)
- 22 Mid Luxury (Car)
- 24 Prestige Luxury (Car)
- 26 Heavy Duty Station Wagon
- 28 Minivan (Cargo)
- 30 Minivan (Passenger)
- 32 Window Van (Passenger)
- 34 Mini Sport Utility
- 36 Sport Utility
- 38 Full-Size Utility
- 40 Luxury Pickup
- 42 Compact Pickup
- 44 Midsize Pickup
- 46 Full-Size Pickup
- 48 Full-Size Van (Cargo)
- 55 Cutaway Van
- 59 Motor Home
- 69 Step Van
- 70 Van Camper