

If a row has a value in the **Ringba Tag Name** column, it is already available in your ICP. To request a data point from any other row, contact your Ringba Account Manager or Ringba Support.

Ringba Tag Name (if already in Ringba)	Field Name	Max Length	Format	Values Description	Detailed Field Descriptions
	PID	32	VARCHAR	Up to 32-Character Alphanumeric Persistent ID	Persistent ID.
	HHID	96	VARCHAR	Up to 96-Character Alphanumeric Household ID	A household ID is an indicator that groups individuals living in the same household.
[InboundNumber:Number Type]	PHONETYPE	10	VARCHAR	Probable Phone Type: L - Land Line V - VOIP W - Wireless O - Other	
	IDATE	8	VARCHAR	YYYYMMDD	First Seen Date (first time we saw that individual associated with a telephone number).
	ODATE	8	VARCHAR	YYYYMMDD	Last Seen Date (most recent time we've seen that individual associated with a telephone number).
[InboundNumber:Telco]	TELCO	100	VARCHAR		Name of original telco provider.
[Identity:First Name]	FNAME	50	VARCHAR	First Name	First Name of the Individual.
[Identity:Middle Name]	MNAME	50	VARCHAR	Middle Name	Middle name or initial of the individual if available.
[Identity:Last Name]	LNAME	50	VARCHAR	Surname	Last name of the individual.
	SUFFIX	10	VARCHAR	II, III, IV, IX, JR, SR, V, VI, VII, VIII	The generational suffix of the individual if available.
[Demographics:Gender]	GENDER	1	VARCHAR	Gender Code: M - Male F - Female	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. If unknown/ambiguous the field value is NULL.
[Demographics:Age]	AGE	2	INTEGER	Estimated Age: 18-99	Adult Estimated Age is calculated from date of birth data. The calculation is current year minus the year of birth.
	DOB	8	VARCHAR	Date of Birth: 6-digit DOB (YYYYMM) or 4-digit DOB (YYYY)	The known month and year of birth of the individual and date where available. If the birth month is unknown, this field value may contain only the 4 digit birth year.
	ADDRID	32	VARCHAR	Up to 32-character Alphanumeric Address ID	Persistent ID assigned to the address.
	ADDRESS	64	VARCHAR	Full Address	All address components, including House Number, Directional, Street Name, etc.
[Address:Street Number]	HOUSE	10	VARCHAR	House Number: Can contain numbers, letters and characters (- and /)	Physical street number.
[Address:Prefix]	PREDIR	2	VARCHAR	Street PreDirectional: E, N, NE, NW, S, SE, SW, W	An address element that indicates geographic location such as N, S, E, W, NE, NW, SE, and SW that is placed to the left of (before) the street name such as E HOOVER ST.
[Address:Street Name]	STREET	28	VARCHAR	Street Name, PO Box Name, RR # Box Name, or HC # Box Name	Information found in the primary name field of the USPS ZIP+4 file that identifies the street and forms the principal component of the delivery address line. A street name can include qualifiers such as directionals (for example, North, SE) before or after the street name and suffixes (for example, ST, AVE). Street names can be words or numbers.
[Address:Street Type]	STRTYPE	4	VARCHAR	Physical Street Suffix: ST, AVE, PL, BLVD, PKWY, etc.	An address component that qualifies the street name by type of street such as AVE (avenue), DR (drive), or RD (road). Sometimes a street may have a double suffix such as AVENUE DR.
[Address:Suffix]	POSTDIR	2	VARCHAR	Street Post Direction: E, N, NE, NW, S, SE, SW, W	An address element that indicates geographic location such as N, S, E, W, NE, NW, SE, and SW that is placed to the right of (after) the street name or street name suffix such as BAY DR W.
[Address:House Type]	APTTYPE	4	VARCHAR	Unit Designator: APT, STE, UNIT, etc.	An address element in the delivery address line that indicates an apartment, office, suite, or some other division (for example, 102 MAIN ST STE 202).
[Address:Apartment or Suite Number]	APTNBR	8	VARCHAR	Unit Number: Can contain numbers, letters and characters (- and /)	An address element in the delivery address line that indicates number of an apartment, office, suite, or some other division (for example, 102 MAIN ST STE 202).

[Address:City]	CITY	28	VARCHAR	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.
[Address:State]	STATE	2	VARCHAR	State Abbreviation: AL, FL, IL, NY, etc.	Two-position alpha FIPS State code.
[Address:Zip 5]	ZIP	5	VARCHAR	ZIP Code: Five digit numbers only, for example 60614	Five-position numeric as assigned in USPS publication 65, National ZIP Code Directory.
[Address:Zip 4]	Z4	4	VARCHAR	Zip+4 Code: Four digit numbers only, for example 5392	Four-position numeric as assigned in USPS Publication 65, National ZIP Code Directory.
[Address:Delivery Point Code]	DPC	3	VARCHAR	Delivery Point Code with Check Digit	Delivery Point Code with Check Digit.
[Address:USPS Address Type] & [Address:Zip4 Type Code]	Z4TYPE	1	VARCHAR	Zip+4 Type: 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	USPS Zip+4 Record Type.
[Address:Carrier Route]	CRTE	4	VARCHAR	Carrier Route Code	Carrier Route Code.
[Address:Delivery Validation]	DPV	1	VARCHAR	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	Delivery Point Validation.
	VACANT	1	VARCHAR	Vacant: Y - Physical Address Identified by USPS as vacant N - Someone living at that address	Designation by USPS of a vacant property.
Geographic Delineations					
	MSA	4	VARCHAR	4-digit code. Contact Ringba for a full list.	A metropolitan statistical area (MSA) is 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 https://data.nber.org/data/cbsa-msa-fips-ssa-county-crosswalk.html
	CBSA	5	VARCHAR	5-digit code. Contact Ringba for a full list.	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. Micropolitan statistical areas are a new set of statistical areas that have at least one urban cluster of at least 10,000 but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties. For more information on how FIPS, MSA and CBSA are related, visit https://data.nber.org/data/cbsa-msa-fips-ssa-county-crosswalk.html

[Address:FIPS State]	STATECD	2	VARCHAR	Numeric State Code	Federal Information Processing System (FIPS) Codes for States and Counties FIPS codes are numbers which uniquely identify geographic areas. This field contains the two-digit state code, for example, Code 01 corresponds to ALABAMA.
[Address:FIPS County]	CNTYCD	3	VARCHAR	County Code	Federal Information Processing System (FIPS) Codes for States and Counties FIPS codes are numbers which uniquely identify geographic areas. This field contains the three-digit county code, for example Code 003 corresponds to Baldwin County.
[Property Location:Census Tract]	CENSUSTRACT	6	VARCHAR	Census Tract	A census tract, census area, census district or meshblock is a geographic region defined for the purpose of taking a census.
	CENSUSBLCK	4	VARCHAR	Census Block	A census block is the smallest geographic unit used by the United States Census Bureau for tabulation of 100-percent data.
	CNTYSIZECD	1	VARCHAR	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	A, B, C, and D 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.
[Property Location:Latitude]	LATITUDE	11	FLOAT	Up to 6 decimal precision for non-PII version and 6 decimal precision for PII version	The geometrical location north or south of the equator assigned to the address. A value in decimal degrees to an accuracy of 4 decimal places is accurate to 11.1 meters, a value of 6 decimal places is accurate 0.111 meters.
[Property Location:Longitude]	LONGITUDE	11	FLOAT	Up to 6 decimal precision for non-PII version and 6 decimal precision for PII version	The geometrical location east or west of a north-south line, called the prime meridian, assigned to the address. A value in decimal degrees to an accuracy of 4 decimal places is accurate to 11.1 meters, a value of 6 decimal places is accurate 0.111 meters.
	GEOLEVEL	2	VARCHAR	1: Exact Parcel Level 2: Street Interpolation (parcel point interpolation between 2 points) 3: Street Point (a spatial location derived from placement on the street centerline) 4: ZIP9 5: ZIP7 6: ZIP5 7: City 8: State	The level of precision at which the Latitude and Longitude are assigned.
Household Demographic Data					
[Demographics:Length of Residence]	LOR	2	INTEGER	Length of Residence: 00-15 Based on length of residence of the household at the same address Individual household LOR values range from 0, indicating less than 1 year, to 15, indicating 15 or more years.	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 data, public records and self-reported sources.

[Demographics:Rent or Own]	HOMEOWNERCD	1	VARCHAR	Homeowner Codes: H - Homeowner based on property deed records and recorded home sales. R - Renter based on home known not to be occupied by owner. O - Probable Homeowner P - Probable Renter U - Unknown	Homeowner and renter status identifies if the occupant of the residence is the homeowner or a renter. 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.
[Demographics:Dwelling Type]	DWELLTYPE	1	VARCHAR	Dwelling Type: S - Single M - Multi	Dwelling Type indicates 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.
[Demographics:Single or Married]	MARRIEDCD	1	VARCHAR	Marital Status Code: M - Married S - Single	The Marital Status select indicates if member of the household is likely to be married or single. Data is applied at the individual level when available.
[Demographics:Single Parent]	SGLPARENT	1	VARCHAR	Modeled select based on presence of children and married selection: Y - Single Parent	Potentially single parent determined by model of known demographic information. The Single Parent Household select is used to identify households with a potentially single parent present. Data is applied at the individual level and is sourced from self-reported survey data.
[Demographics:Senior Citizen in Home]	HHNBRSR	1	VARCHAR	Y - Individuals in household 65 years and older	Total number of individuals in a given household whose known birth year indicates an age of 65 or greater.
	HHNBR	1	INTEGER	Number of adult individuals in household	Total number of adult individuals in a given household.
	SPANISHSPCD	1	VARCHAR	Y - Speaks Spanish at Home	Indicates an individual who has reported speaking Spanish in their home. Data is applied at the individual level and is sourced from self-reported survey and modeled data.
	SOHOCD	1	VARCHAR	Y - SOHO (Small Office Home Office) Indicator	Indicates an individual owns a small business or has a home office at this address.
	VETERANCD	1	VARCHAR	Y - Veteran in Household	Compilation of signals and self reported data indicating an individual within the household has served or is serving in the armed forces.
[Financial:Credit Card User]	CREDITCARD	1	VARCHAR	Known use of Credit Card for purchases: Y - Credit Card	Indicator that an individual has used a credit card for purchases of goods and services.
	CHARITYDNR	1	VARCHAR	Y - Donor	Known donor to charitable causes received from self-reported and other transactional sources.
[Demographics:Home Market Value]	MRKTHOMEVAL	1	VARCHAR	Estimated Home Market Value (Assessor-based Model): A - \$1,000 - \$24,999 B - \$25,000 - \$49,999 ... R - \$750,000 - \$999,999 S - \$1,000,000+	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.
[Demographics:Education Level]	EDUCATIONCD	1	VARCHAR	Education Attainment Code: A - Completed High School B - Completed College C - Completed Graduate School D - Attended Vocational/Technical E - Some High School F - Some College	Education is defined as the level of education completed by the consumer. This is a probabilistic attribute based on self-reported information and surveys.
	LANGUAGECD	2	VARCHAR	2-character code. Contact Ringba for a full list.	Languages spoken by an individual as provided by self reported participants and overlays from participating source.
Demographics:Gender	CHILD	1	VARCHAR	Y - Presence of Children	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. 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.

	CHILDAGECD_6	1	VARCHAR	Presence of Children under 6	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. 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.
	CHILDAGECD_6_10	1	VARCHAR	Presence of Children Aged 6 - 10	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. 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.
	CHILDAGECD_11_15	1	VARCHAR	Presence of Children Aged 11 - 15	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. 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.
	CHILDAGECD_16_17	1	VARCHAR	Presence of Children Aged 16 - 17	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. 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.
[Demographics: Number of Children]	CHILDNBRC	1	VARCHAR	Number of Children Code: A - No Children B - Less Than 3 C - 3 - 5 D - 6+	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. 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.
Market Share Demographics: Each affinity provides the number of different companies from which the person made a purchase of that type of product – values for these range from 0 to 99.					
	MS_ACCESSORY	2	INTEGER	Accessory	Includes shoes, purses, belts, etc.
	MS_APPAREL	2	INTEGER	Apparel	Includes the purchase of clothing. MS_ACCESSORY, MS_KIDAPP, MS_MENAPP, and MS_WOMAPP are included in the overall MS_APPAREL variable.
	MS_AUDIO	2	INTEGER	Audio	Includes purchases related to audio equipment.
	MS_AUTO	2	INTEGER	Automotive	Includes purchases related to Cars/Trucks.
	MS_AVIATION	2	INTEGER	Aviation	Includes purchases of aviation related items.
	MS_BARGAINS	2	INTEGER	Bargain Seekers	Includes purchases of low-cost or on-sale products from catalogs, retail and websites.
	MS_BIBLE	2	INTEGER	Bible	Includes purchases of religious items.
	MS_BOATSAIL	2	INTEGER	Boating/Sailing	Includes boating, sailing, canoeing, kayaking, water skiing, rafting, etc.
	MS_BOOKS	2	INTEGER	Books	Number of distinct book company participants.
	MS_BUSINESS	2	INTEGER	Business	Includes business news, and/or products usually associated with running a business or a career or operating an office.
	MS_CAMP	2	INTEGER	Camping	Includes camping and hiking.
	MS_CATALOG	2	INTEGER	Catalog	Number of different catalogs ordered from.
	MS_COLLECTIBLES	2	INTEGER	Collectibles	Includes dolls, coins, stamps, stuffed animals, plates, memorabilia, etc.
	MS_COMPUTERS	2	INTEGER	Computers	Includes Computers, software and computer accessories.
	MS_COOKING	2	INTEGER	Cooking	Includes recipes, cooking utensils and food products.

	MS_BEAUTY	2	INTEGER	Cosmetics/Beauty Products	Includes purchases of Beauty & Cosmetic items.
	MS_CRAFTS	2	INTEGER	Crafts	Includes crochet, sewing, knitting, needlepoint, quilting, jewelry, ceramics, painting, etc.
	MS_CULTUREARTS	2	INTEGER	Culture Arts	Includes art, antiques, opera, museums, the theatre, etc.
	MS_CURREVENT	2	INTEGER	Current Events	Includes periodicals, news magazines, websites & blogs.
	MS_DIY	2	INTEGER	Do It Yourself	Includes home improvements and construction, wood working, auto repair, etc.
	MS_ELECTRONICS	2	INTEGER	Electronics	Includes home and auto stereos, video equipment, etc. Does not include computers.
	MS_EQUESTRIAN	2	INTEGER	Equestrian	Includes purchases related to horses/horse riding.
	MS_FAMILY	2	INTEGER	Family	Includes products designed for families with children.
	MS_FICTION	2	INTEGER	Fiction	Include books & magazines of fiction.
	MS_FISHING	2	INTEGER	Fishing	Include fishing paraphernalia as well as books & publications related to fishing.
	MS_FITNESS	2	INTEGER	Fitness	Includes purchases of fitness equipment, clothing, accessories as well as subscribers to publications and books.
	MS_FOOD	2	INTEGER	Food And Drink	Includes purchases of any food item.
	MS_FUNDRAISING	2	INTEGER	Fundraising	Number of different charitable organizations to which a donation was made.
	MS_GAMES	2	INTEGER	Games	Includes computer games, traditional board games, puzzles, etc.
	MS_GARDEN	2	INTEGER	Gardening	Includes purchases of gardening products, plants, seeds, books etc. Also includes subscribers to gardening publications.
	MS_MERCHANDISE	2	INTEGER	General Merchandise	Includes catalog items not classified under any other affinity.
	MS_GIFTGIVR	2	INTEGER	Gift Giver	Number of orders that were given as gifts.
	MS_GIFTEE	2	INTEGER	Giftee	Number of orders that were received as gifts.
	MS_GIFTS	2	INTEGER	Gifts	Includes products usually given as gifts.
	MS_GOURMET	2	INTEGER	Gourmet	Includes upscale products, and fine foods, wines, and other expensive items.
	MS_HEALTH	2	INTEGER	Health	MS_FITNESS is included in MS_HEALTH. Also includes health related items which are not fitness.
	MS_HISTORY	2	INTEGER	History	Includes purchases of books/publications related to history.
	MS_HOLIDAY	2	INTEGER	Holiday	Includes items related to the holidays, usually Christmas.
	MS_HOMEDECR	2	INTEGER	Home Decorating/Furnishings	Includes furniture as well as other home décor items such as rugs, vases, pictures etc.
	MS_HOMELIV	2	INTEGER	Home Living	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
	MS_HOUSEWARES	2	INTEGER	Housewares	Includes housewares excluding large appliance purchases.
	MS_HUMOR	2	INTEGER	Humor/Comics	Includes comic books and strips, cartoons, comedies, etc.
	MS_HUNTING	2	INTEGER	Hunting	Includes purchases of all types of hunting related items (including rifles, bows etc.) as well as subscribers to hunting publications.
	MS_INSPARATION	2	INTEGER	Inspiration	Includes non-religious products, such as new age products, astrology, etc.
	MS_KIDAPP	2	INTEGER	Kids Apparel	Includes all types of children's apparel.
	MS_MAGS	2	INTEGER	Magazines	Number of distinct participating magazine titles.
	MS_MENAPP	2	INTEGER	Men's Apparel	Includes all types of men's apparel.
	MS_MOTORCYCLES	2	INTEGER	Motorcycles	Includes all types of motorcycles/motorcycle related products and subscriptions to motorcycle publications.
	MS_MUSIC	2	INTEGER	Music	Includes music, music playing equipment, and musical instruments.
	MS_MONEYMAKING	2	INTEGER	Op Seekers	Includes moneymaking opportunities, usually of the get-rich-quick nature.
	MS_OUTDOORS	2	INTEGER	Outdoors	MS_BOATSAIL, MS_CAMP, MS_FISHING, and MS_HUNTING are included in MS_OUTDOORS.

	MS_PFIN	2	INTEGER	Personal Finance	Includes all types of personal finance (including magazines).
	MS_PETS	2	INTEGER	Pets	Includes purchase of all types of pet products including cats and dogs.
	MS_PHOTOPROC	2	INTEGER	Photo Processing	Includes companies that offer film processed via the mail or the internet.
	MS_PHOTO	2	INTEGER	Photography	Includes products/magazines related to photography.
	MS_PUBLISH	2	INTEGER	Publish	Number of distinct publishing participants, counting individual magazines and book companies.
	MS_PUB_COOKING	2	INTEGER	Publish Cooking	Includes all types of cooking publications & books.
	MS_PUB_FAMILY	2	INTEGER	Publish Family	Includes all types of family/children publications & books.
	MS_PUB_GARDEN	2	INTEGER	Publish Gardening	Includes all types of gardening publications & books.
	MS_PUB_GIFTGIVR	2	INTEGER	Publish Gift Giver	Indicates number of magazine subscriptions given as a gift.
	MS_PUB_GIFTEE	2	INTEGER	Publish Giftee	Indicates number of magazine subscriptions or book orders received as a Gift.
	MS_PUB_HOMEDOCR	2	INTEGER	Publish Home Decorating/Furnishings	Includes all types of publications & books related to home décor and furnishings.
	MS_PUB_HOMELIV	2	INTEGER	Publish Home Living	Includes all types of publications & books related to home living.
	MS_PUB_OUTDOORS	2	INTEGER	Publish Outdoors	Includes all types of publications & books related to outdoors (includes hunting, fishing, camping, hiking, some watersports).
	MS_SCIENCE	2	INTEGER	Science	Includes products, magazines & books related to science.
	MS_SPORTS	2	INTEGER	Sports	Includes products, magazines & books related to sports.
	MS_TRAVEL	2	INTEGER	Travel	Includes products, magazines & books related traveling & vacations.
	MS_TVMOVIES	2	INTEGER	Tv/Movies/Video	Includes purchases of videos, subscribers to streaming services as well as magazine subscribers.
	MS_WILDLIFE	2	INTEGER	Wildlife/Environment	Includes purchasers of products related to Wildlife and the environment as well as donors & magazine subscribers.
	MS_WOMAN	2	INTEGER	Woman	Includes generic women's publications.
	MS_WOMAPP	2	INTEGER	Women's Apparel	Includes all types of women's apparel.
	MS_WOMFASH	2	INTEGER	Women's Fashion	Includes publications related to women's fashion.
Consumer Passion Index Demographics: CPI Index indicates the strength of the person's interest in a CPI affinity. Values range from 9 to 0, with 9 representing the strongest interest, and 1 representing weakest interest. 0 indicates no interest.					
	CPI_HISTORY_AMERICAN_INDEX	1	INTEGER	CPI American History Index: 9-0	Interested specifically in American History, patriotic themes, and/or veteran's issues. Included in CPI_HISTORY_INDEX.
	CPI_APPAREL_INDEX	1	INTEGER	CPI Apparel Index: 9-0	Interested in or purchasers of Apparel or fashion. Includes the CPI_APPAREL_ACCESSORIES, CPI_APPAREL_KIDS, CPI_APPAREL_MEN, CPI_APPAREL_MENFASH, CPI_APPAREL_WOMEN, CPI_APPAREL_WOMFASH indices below.
	CPI_APPAREL_ACCESSORY_INDEX	1	INTEGER	CPI Apparel/Accessories Index: 9-0	Interested in or purchasers of shoes, purses, belts, etc. Included in CPI_APPAREL_INDEX.
	CPI_APPAREL_KIDS_INDEX	1	INTEGER	CPI Apparel/Children's Apparel Index: 9-0	Interested in or purchasers of children's apparel via direct marketing channels. Included in CPI_APPAREL_INDEX.
	CPI_APPAREL_MEN_INDEX	1	INTEGER	CPI Apparel/Men's Apparel Index: 9-0	Interested in or purchasers of men's apparel. Included in CPI_APPAREL_INDEX.
	CPI_APPAREL_MENFASH_INDEX	1	INTEGER	CPI Apparel/Men's Fashion Index: 9-0	Interested in or purchasers of men's fashion. Included in CPI_APPAREL_INDEX.
	CPI_APPAREL_WOMEN_INDEX	1	INTEGER	CPI Apparel/Women's Apparel Index: 9-0	Interested in or purchasers of women's apparel via direct marketing channels. Included in CPI_APPAREL_INDEX.
	CPI_APPAREL_WOMFASH_INDEX	1	INTEGER	CPI Apparel/Women's Fashion Index: 9-0	Interested in or purchasers of women's fashion. Included in CPI_APPAREL_INDEX.

	CPI_INSURANCE_AUTO_INDEX	1	INTEGER	CPI Auto Insurance: 9-0	Interested in purchasing Automobile Insurance.
	CPI_AUTO_TRUCKS_INDEX	1	INTEGER	CPI Auto/Trucks Index: 9-0	Interested specifically in trucks (excluding SUVs). Included in CPI_AUTO_INDEX.
	CPI_AUTO_INDEX	1	INTEGER	CPI Automotive Index: 9-0	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.
	CPI_AVIATION_INDEX	1	INTEGER	CPI Aviation Index: 9-0	Interested in airplanes and other things that really fly and can transport things and people. Does not include toy planes.
	CPI_BARGAINS_INDEX	1	INTEGER	CPI Bargain Seekers Index: 9-0	Interested in saving money, including coupons, low-cost stores and discount clubs, money-saving sales, rewards programs, auction websites, free stuff, etc. we
	CPI_BEAUTY_INDEX	1	INTEGER	CPI Beauty Index: 9-0	Interested in beauty-related products, including cosmetics, treatments, etc.
	CPI_BIBLE_INDEX	1	INTEGER	CPI Bible/Devotional Index: 9-0	Interested in religion, church-going, bible-oriented products, and the spiritual.
	CPI_PUBLISH_BOOKS_INDEX	1	INTEGER	CPI Book Buyer Index: 9-0	Known to have purchased a book via direct marketing channels. Included in CPI_PUBLISH_INDEX. Includes CPI_NONFICTION, CPI_FICTION, and CPI_SCIFI passions.
	CPI_BUSINESS_INDEX	1	INTEGER	CPI Business Index: 9-0	Interested in business news, career, and/or products usually associated with running a business. Includes CPI__BUSINESS_HOMEOFFICE index.
	CPI_BUSINESS_HOMEOFFICE_INDEX	1	INTEGER	CPI Business/Home Office Index: 9-0	Indication that the person has a Home Office. Included in CPI_BUSINESS_INDEX.
	CPI_CATALOG_INDEX	1	INTEGER	CPI Catalog Index: 9-0	Has purchased from a catalog.
	CPI_DONOR_INDEX	1	INTEGER	CPI Charitable Donor Index: 9-0	Has a known history of donating to charitable causes.
	CPI_FAMILY_INDEX	1	INTEGER	CPI Children/Family Index: 9-0	Household with at least one child under 13, 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.
	CPI_FAMILY_TEEN_INDEX	1	INTEGER	CPI Children/Family Teen Index: 9-0	Those known to live in a family (adults and children) household with at least one teenager, based on the presence of children and/or the purchase of teen-related products. Included in CPI_FAMILY_INDEX.
	CPI_FAMILY_YOUNG_INDEX	1	INTEGER	CPI Children/Family Young Index: 9-0	Those known to live in a family (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.
	CPI_COLLECTIBLES_INDEX	1	INTEGER	CPI Collectibles Index: 9-0	Interested in collectibles, including dolls, coins, stamps, stuffed animals, plates, memorabilia, etc.
	CPI_COLLEGE_INDEX	1	INTEGER	CPI College Index: 9-0	Interested in colleges and universities as an alumni.
	CPI_COMPUTERS_INDEX	1	INTEGER	CPI Computers Index: 9-0	Interested in computers and products used with computers.
	CPI_CONTINUITY_INDEX	1	INTEGER	CPI Continuity Buyer Index: 9-0	Purchased a product offered via continuity.
	CPI_COOKING_INDEX	1	INTEGER	CPI Cooking Index: 9-0	Interested in cooking, baking, and all things culinary, including recipes and cooking equipment. Included in CPI_HOMELIV_INDEX.
	CPI_CRAFTS_INDEX	1	INTEGER	CPI Crafts Index: 9-0	Covers all crafts, including crochet, sewing, knitting, needlepoint, quilting, jewelry, ceramics, painting, etc. Includes the CPI_CRAFTS_CROCHET, CPI_CRAFTS_KNIT, CPI_CRAFTS_NEEDLEPOINT, CPI_CRAFTS_QUILT, CPI_CRAFTS_SEW passions listed below.
	CPI_CRAFTS_CROCHET_INDEX	1	INTEGER	CPI Crafts/Crochet Index: 9-0	Interested in crocheting. Included in CPI_CRAFTS Index.
	CPI_CRAFTS_KNIT_INDEX	1	INTEGER	CPI Crafts/Knitting Index: 9-0	Interested in knitting. Included in CPI_CRAFTS Index.
	CPI_CRAFTS_NEEDLEPOINT_INDEX	1	INTEGER	CPI Crafts/Needlepoint Index: 9-0	Interested in needlepoint. Included in CPI_CRAFTS Index.
	CPI_CRAFTS_QUILT_INDEX	1	INTEGER	CPI Crafts/Quilting Index: 9-0	Interested in quilting. Included in CPI_CRAFTS Index.
	CPI_CRAFTS_SEW_INDEX	1	INTEGER	CPI Crafts/Sewing Index: 9-0	Interested in the sewing craft. Included in CPI_CRAFTS_INDEX.
	CPI_CC_INDEX	1	INTEGER	CPI Credit Card User Index: 9-0	Has used a credit card to make a purchase
	CPI_CREDIT_REPAIR_INDEX	1	INTEGER	CPI Credit Repair: 9-0	Interested in repairing their credit.
	CPI_CREDIT_REPORT_INDEX	1	INTEGER	CPI Credit Report: 9-0	Have purchased or obtained a copy of their credit report.

	CPI_CULTUREARTS_INDEX	1	INTEGER	CPI Culture/Arts Index: 9-0	Interested in culture and the arts, including art, antiques, opera, museums, the theatre, etc.
	CPI_CURREVENT_INDEX	1	INTEGER	CPI Current Events Index: 9-0	Interested in the news and politics.
	CPI_DIY_INDEX	1	INTEGER	CPI Do It Yourself Index: 9-0	Interested in Do It Yourself projects, including home improvements and construction, wood working, auto repair, etc.
	CPI_EDUCATION_SEEKERS_INDEX	1	INTEGER	CPI Education Seekers: 9-0	Interested in furthering their education including online schools, brick and mortar schools and trade schools.
	CPI_ELECTRONICS_INDEX	1	INTEGER	CPI Electronics Index: 9-0	Interested in electronics, such as home and auto stereos, video equipment, etc. Does not include computers.
	CPI_FICTION_INDEX	1	INTEGER	CPI Fiction Index: 9-0	Interested in fiction books. Included in CPI_PUBLISH_INDEX and CPI_PUBLISH_BOOKS_INDEX.
	CPI_GAMBLING_INDEX	1	INTEGER	CPI Gambling Index: 9-0	Interested in games of chance, including casino gambling and lotteries.
	CPI_GAMES_INDEX	1	INTEGER	CPI Games Index: 9-0	Interested in a variety of games, including computer games, traditional board games, puzzles, etc.
	CPI_GARDENING_INDEX	1	INTEGER	CPI Gardening/Flowers Index: 9-0	Interested in gardening and plants, both indoors and outdoors, decorative and edible. Included in CPI_HOMELIV_INDEX.
	CPI_GIFTGIVR_INDEX	1	INTEGER	CPI Gift Giver Index: 9-0	Has been known to purchase gifts for others via a direct marketing channel.
	CPI_GOURMET_INDEX	1	INTEGER	CPI Gourmet Foods/Cooking Index: 9-0	Interested in gourmet and upscale products, such as fine foods, wines, and other expensive items.
	CPI_HEALTH_INDEX	1	INTEGER	CPI Health Index: 9-0	Interested in one's health and/or self-improvement. Includes HEALTH_DIET and HEALTH_FITNESS indices below.
	CPI_INSURANCE_HEALTH_INDEX	1	INTEGER	CPI Health Insurance: 9-0	Interested in purchasing Health Insurance.
	CPI_HEALTH_DIET_INDEX	1	INTEGER	CPI Health/Diet Index: 9-0	Interested in weight control or losing weight. Included in CPI_HEALTH_INDEX.
	CPI_HEALTH_FITNESS_INDEX	1	INTEGER	CPI Health/Fitness & Exercise Index: 9-0	Interested in physical fitness and exercise, including running, biking, walking, weight lifting, aerobics, etc. Included in CPI_HEALTH_INDEX.
	CPI_HIGHTECH_INDEX	1	INTEGER	CPI High Tech Enthusiast Index: 9-0	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.
	CPI_HISPANIC_INDEX	1	INTEGER	CPI Hispanic Index: 9-0	Race indicated as Hispanic, speaks Spanish, and/or interested in Hispanic-oriented products.
	CPI_HISTORY_INDEX	1	INTEGER	CPI History Index: 9-0	Interested in History. Includes CPI_HISTORY_AMERICAN index.
	CPI_HOBBIES_INDEX	1	INTEGER	CPI Hobbies Index: 9-0	Interested in unspecified hobbies or in various hobbies not included in other passions.
	CPI_HOMEDECR_INDEX	1	INTEGER	CPI Home Decorating/Furnishings Index: 9-0	Interested in Home Decorating, such as furnishings, wall and window treatments, layouts, etc. Included in CPI_HOMELIV_INDEX.
	CPI_HOMELIV_INDEX	1	INTEGER	CPI Home Living Index: 9-0	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.
	CPI_EQUESTRIAN_INDEX	1	INTEGER	CPI Horses Index: 9-0	Interested in horses and riding.
	CPI_INSPARATION_INDEX	1	INTEGER	CPI Inspirational Index: 9-0	Interested in non-religious inspiration, including new age products, astrology, etc.
	CPI_INSURANCE_INDEX	1	INTEGER	CPI Insurance: 9-0	Interested in purchasing insurance (includes Life, Health & Auto).
	CPI_INTERNET_ACCESS_INDEX	1	INTEGER	CPI Internet Access Index: 9-0	Known only to have internet access; does not necessarily include an internet purchase. Included in CPI_INTERNET_INDEX.
	CPI_INTERNET_BUY_INDEX	1	INTEGER	CPI Internet Buyer Index: 9-0	Known to have purchased a product via the internet. Included in CPI_INTERNET_INDEX.
	CPI_INTERNET_INDEX	1	INTEGER	CPI Internet Index: 9-0	Known to be on the internet. Includes the INTERNET_ACCESS and INTERNET_BUY passions.
	CPI_JOB_SEEKERS_INDEX	1	INTEGER	CPI Job Seekers: 9-0	Users of online job searching sites.
	CPI_PUBLISH_MAGS_INDEX	1	INTEGER	CPI Magazine Subscriber Index: 9-0	Known to have purchased a magazine via direct marketing channels. Included in CPI_PUBLISH_INDEX.

	CPI_PUBLISH_INDEX	1	INTEGER	CPI Magazine/Book Buyer Index: 9-0	Known to have purchased a book or magazine via direct marketing channels. Includes CPI_PUBLISH_MAGS and CPI_PUBLISH_BOOKS passions.
	CPI_MOBILE_APPS_INDEX	1	INTEGER	CPI Mobile Apps/Ringtones: 9-0	Have purchased a ring tone or app for a mobile device.
	CPI_MOTORCYCLES_INDEX	1	INTEGER	CPI Motorcycles Index: 9-0	Interested in motorcycles and ATVs.
	CPI_MUSIC_INDEX	1	INTEGER	CPI Music Index: 9-0	Interested in music and/or music playing equipment.
	CPI_NONFICTION_INDEX	1	INTEGER	CPI Nonfiction Index: 9-0	Interested in non-fiction books. Included in CPI_PUBLISH_INDEX and CPI_PUBLISH_BOOKS_INDEX.
	CPI_MONEYMAKING_INDEX	1	INTEGER	CPI Op Seekers Index: 9-0	Interested in moneymaking opportunities, usually of the get-rich-quick nature.
	CPI_OUTDOORS_INDEX	1	INTEGER	CPI Outdoor Sports Index: 9-0	Interested in outdoor, sportsman-type activities. Includes the CPI_OUTDOORS_BOATSAIL, CPI_OUTDOORS_CAMP, CPI_OUTDOORS_FISHING, CPI_OUTDOORS_HUNTING, and CPI_OUTDOORS_HUNTFISH passions listed below.
	CPI_OUTDOORS_BOATSAIL_INDEX	1	INTEGER	CPI Outdoors/Boating & Sailing Index: 9-0	Interested in boating, sailing, canoeing, kayaking, water skiing, rafting, etc. Included in CPI_OUTDOORS_INDEX.
	CPI_OUTDOORS_CAMP_INDEX	1	INTEGER	CPI Outdoors/Camping & Hiking Index: 9-0	Interested in camping, hiking, climbing, etc. Included in CPI_OUTDOORS_INDEX.
	CPI_OUTDOORS_FISHING_INDEX	1	INTEGER	CPI Outdoors/Fishing Index: 9-0	Interested specifically in fishing, saltwater and/or freshwater. Included in CPI_OUTDOORS_INDEX.
	CPI_OUTDOORS_HUNTING_INDEX	1	INTEGER	CPI Outdoors/Hunting Index: 9-0	Interested specifically in hunting or guns. Included in CPI_OUTDOORS_INDEX.
	CPI_OUTDOORS_HUNTFISH_INDEX	1	INTEGER	CPI Outdoors/Hunting Or Fishing Index: 9-0	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.
[Financial:Investment Interest Index]	CPI_PFIN_INDEX	1	INTEGER	CPI Personal Finance Index: 9-0	Interested in personal finance, investments, retirement planning, etc.
	CPI_EGO_INDEX	1	INTEGER	CPI Personalized Index: 9-0	Interested in personalized products, such as monograms.
	CPI_PETS_INDEX	1	INTEGER	CPI Pets Index: 9-0	Interested in or an owner of pets, mostly dogs and cat. Includes the CPI_PETS_CATS and CPI_PETS_DOGS passions below.
	CPI_PETS_CATS_INDEX	1	INTEGER	CPI Pets/Cats Index: 9-0	Interested in or an owner of cats. Included in CPI_PETS_INDEX.
	CPI_PETS_DOGS_INDEX	1	INTEGER	CPI Pets/Dogs Index: 9-0	Interested in or an owner of dogs. Included in CPI_PETS_INDEX.
	CPI_PHOTOPROC_INDEX	1	INTEGER	CPI Photo Processing Index: 9-0	Known to have had film processed via the mail or the internet.
	CPI_PHOTOGRAPHY_INDEX	1	INTEGER	CPI Photography Index: 9-0	Interested in photography.
	CPI_CONSERVATIVE_INDEX	1	INTEGER	CPI Politically Conservative Index: 9-0	Expressed a preference for a conservative political point of view or party.
	CPI_LIBERAL_INDEX	1	INTEGER	CPI Politically Liberal Index: 9-0	Expressed a preference for a liberal political point of view or party.
	CPI_SOCIAL_NETWORKING_INDEX	1	INTEGER	CPI Social Networking: 9-0	Users of online social networking services such as Facebook, Twitter etc.
	CPI_SPORTS_INDEX	1	INTEGER	CPI Sports Index: 9-0	Interested in sports, mostly spectator and/or paraphernalia purchaser, but includes participation. 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.
	CPI_SPORTS_BASEBALL_INDEX	1	INTEGER	CPI Sports/Baseball Index: 9-0	Interested in the specific sport of Baseball as a spectator, paraphernalia purchaser and/or participant.
	CPI_SPORTS_BASKETBALL_INDEX	1	INTEGER	CPI Sports/Basketball Index: 9-0	Interested in Basketball.
	CPI_SPORTS_BIKING_INDEX	1	INTEGER	CPI Sports/Biking Index: 9-0	Interested in Biking.
	CPI_SPORTS_FOOTBALL_INDEX	1	INTEGER	CPI Sports/Football Index: 9-0	Interested in Football.
	CPI_SPORTS_GOLF_INDEX	1	INTEGER	CPI Sports/Golf Index: 9-0	Interested in Golf.
	CPI_SPORTS_HOCKEY_INDEX	1	INTEGER	CPI Sports/Hockey Index: 9-0	Interested in Hockey.
	CPI_SPORTS_RUNNING_INDEX	1	INTEGER	CPI Sports/Running Index: 9-0	Interested in Running.
	CPI_SPORTS_SKI_INDEX	1	INTEGER	CPI Sports/Ski Index: 9-0	Interested in Skiing.
	CPI_SPORTS_SOCCER_INDEX	1	INTEGER	CPI Sports/Soccer Index: 9-0	Interested in Soccer.
	CPI_SPORTS_SWIMMING_INDEX	1	INTEGER	CPI Sports/Swimming Index: 9-0	Interested in Swimming.
	CPI_SPORTS_TENNIS_INDEX	1	INTEGER	CPI Sports/Tennis Index: 9-0	Interested in Tennis.
	CPI_SWEEPS_INDEX	1	INTEGER	CPI Sweepstakes Index: 9-0	Interested in offers utilizing sweepstakes.

	CPI_TRAVEL_INDEX	1	INTEGER	CPI Travel Index: 9-0	Interested in traveling. Includes the CPI_TRAVEL_CRUISE, CPI_TRAVEL_RV and CPI_TRAVEL_US passions.
	CPI_TRAVEL_CRUISE_INDEX	1	INTEGER	CPI Travel/Cruises Index: 9-0	Interested in boat cruises. Included in CPI_TRAVEL_INDEX.
	CPI_TRAVEL_RV_INDEX	1	INTEGER	CPI Travel/Recr Vehicles Index: 9-0	Interested in recreational vehicles or known to own one. Included in CPI_TRAVEL_INDEX.
	CPI_TRAVEL_US_INDEX	1	INTEGER	CPI Travel/Us Index: 9-0	Interested in travel within the US. Included in CPI_TRAVEL_INDEX.
	CPI_TVMOVIES_INDEX	1	INTEGER	CPI Tv/Movies/Video Index: 9-0	Interested in television, movies, videos, DVDs, etc.
	CPI_WILDLIFE_INDEX	1	INTEGER	CPI Wildlife/Environment Index: 9-0	Interested in the environment and/or wildlife.
Connex Segmentation Clusters: groups who exhibit similar demographic, lifestyle, and media consumption characteristics.					
	HHCLSTRDCD	3	VARCHAR	Up to 3-character code. Contact Ringba for a full list.	Code that groups households with similar demographics, behaviors, attitudes, preferences, buying habits and media consumption.
	NEIGHBORHOOD_CLSTRDCD	3	VARCHAR	Up to 3-character code. Contact Ringba for a full list.	Code that groups neighborhoods with similar demographics, behaviors, attitudes, preferences, buying habits and media consumption.
	FMCLSTRDCD	3	VARCHAR	Up to 3-character code. Contact Ringba for a full list.	Code that groups household-level clusters into a broad category of similar audience segments.
	MESSAGING_CLSTRDCD	3	VARCHAR	Up to 3-character code. Contact Ringba for a full list.	Code that groups household-level segments by stage in life.
	DIGITALCLSTRDCD	3	VARCHAR	Up to 3-character code. Contact Ringba for a full list.	Code that groups consumers based on their online social media and mobile behaviors, preferences and buying habits.
	GENERATION_CLSTRDCD	3	VARCHAR	Up to 3-character code. Contact Ringba for a full list.	Code that groups consumers by generation with more specificity than the GENERATION_GRPDCD.
	GENERATION_GRPDCD	3	VARCHAR	Up to 3-character code. Contact Ringba for a full list.	Code that groups consumers by generation more generally than GENERATION_CLSTRDCD.
	LIFESTG_CLSTRD	3	VARCHAR	Up to 3-character code. Contact Ringba for a full list.	Code that groups individuals by significant milestones in their lives including career, marriage, children, and retirement. This value is more specific than LIFESTG_GRPDCD.
	LIFESTG_GRPDCD	3	VARCHAR	Up to 3-character code. Contact Ringba for a full list.	Code that groups individuals by significant milestones in their lives including career, marriage, children, and retirement. This value is more general than LIFESTG_CLSTRDCD.
Connex targets indicate consumer propensitiies at the household level based on prefernces.					
	CT_MEDIA_HEAVYUSAGE_MAGAZINE	1	VARCHAR	Y - Frequent reader of magazines	
	CT_MEDIA_HEAVYUSAGE_NEWSPAPER	1	VARCHAR	Y - Frequent reader of newspapers	
	CT_MEDIA_HEAVYUSAGE_RADIO	1	VARCHAR	Y - Frequent listener to radio	
	CT_MEDIA_HEAVYUSAGE_PTRADIO	1	VARCHAR	Y - Frequent listener to radio primetime	
	CT_MEDIA_HEAVYUSAGE_TV	1	VARCHAR	Y - Frequent watcher of television	
	CT_MEDIA_HEAVYUSAGE_INTERNET	1	VARCHAR	Y - Frequent user of internet	
	CT_MEDIA_HEAVYUSAGE_ODRMDA	1	VARCHAR	Y - Frequent reader of outdoor media	
	CT_SOCIALUSAGE30_FB	1	VARCHAR	Y - Facebook Social media, photo or video-sharing services visited or used in the last 30 days	
	CT_SOCIALUSAGE30_INSTA	1	VARCHAR	Y - Instagram Social media, photo or video-sharing services visited or used in the last 30 days	

	CT_SOCIALUSAGE30_LNKIN	1	VARCHAR	Y - LinkedIn Social media, photo or video-sharing services visited or used in the last 30 days	
	CT_SOCIALUSAGE30_PINT	1	VARCHAR	Y - Pinterest Social media, photo or video-sharing services visited or used in the last 30 days	
	CT_SOCIALUSAGE30_TWITTER	1	VARCHAR	Y - Twitter Social media, photo or video-sharing services visited or used in the last 30 days	
	CT_SOCIALUSAGE30_YOUTUBE	1	VARCHAR	Y - YouTube Social media, photo or video-sharing services visited or used in the last 30 days	
	CT_STRMSUB_PRIME	1	VARCHAR	Y - Subscribes to Prime Video for streaming video services	
	CT_STRMSUB_HULU	1	VARCHAR	Y - Subscribes to Hulu for streaming video services	
	CT_STRMSUB_NETFLIX	1	VARCHAR	Y - Subscribes to Netflix for streaming video services	
	CT_SMRTPHN_TYPEOWNS_ANDROID	1	VARCHAR	Y - Owns an Android smartphone (any brand)	
	CT_SMRTPHN_TYPEOWNS_IPHONE	1	VARCHAR	Y - Owns an Apple iPhone smartphone	
	CT_HOMEIMPROVE12_ANY	1	VARCHAR	Y - Made improvements to home	
	CT_HOMEREMODEL12_ANY	1	VARCHAR	Y - Home Remodeling - Summary: Any: In last 12 months	
	CT_POLITICAL_PARTYAFF_DEMOCRAT	1	VARCHAR	Y - Democratic political affiliation	
	CT_POLITICAL_PARTYAFF_GOP	1	VARCHAR	Y - Republican political affiliation	
	CT_POLITICAL_PARTYAFF_IND	1	VARCHAR	Y - Independent/no party affiliation	
	CT_POLITICAL_OUTLK_VCONSERV	1	VARCHAR	Y - Political outlook is very conservative	
	CT_POLITICAL_OUTLK_SWCONSERV	1	VARCHAR	Y - Political outlook is somewhat conservative	
	CT_POLITICAL_OUTLK_MID	1	VARCHAR	Y - Political outlook is middle of the road	
	CT_POLITICAL_OUTLK_VLIBERAL	1	VARCHAR	Y - Political outlook is very liberal	
	CT_POLITICAL_OUTLK_SWLIBERAL	1	VARCHAR	Y - Political outlook is somewhat liberal	
	CT_ONLINESHOPSEG_OFFLINE	1	VARCHAR	Y - Online Shoppers Segments: Offline-Only Shoppers	
	CT_ONLINESHOPSEG_TRAD	1	VARCHAR	Y - Online Shoppers Segments: Traditional Consumers	
	CT_ONLINESHOPSEG_STRAITFWD	1	VARCHAR	Y - Online Shoppers Segments: Straightforward Shoppers	
	CT_ONLINESHOPSEG_DEALSEEK	1	VARCHAR	Y - Online Shoppers Segments: Passionate Deal Seekers	
	CT_ONLINESHOPSEG_QUALSEEK	1	VARCHAR	Y - Online Shoppers Segments: Active Quality Seekers	
	CT_TECHTUDESEG_PHOBES	1	VARCHAR	Y - Technology Attitude Segments: Techno-Phobes	
	CT_TECHTUDESEG_LAGGRDS	1	VARCHAR	Y - Technology Attitude Segments: Techno-Laggards	
	CT_TECHTUDESEG_XPLOIT	1	VARCHAR	Y - Technology Attitude Segments: Tech-Splitters	
	CT_TECHTUDESEG_GAMER	1	VARCHAR	Y - Technology Attitude Segments: Techno-Gamers	

	CT_TECHTUDESEG_THUSIAST	1	VARCHAR	Y - Technology Attitude Segments: Tech-Thusiasts	
	CT_TECHTUDESEG_XPLOR	1	VARCHAR	Y - Technology Attitude Segments: Tech-Splorers	
	CT_DNR_CONTRIB_PBS	1	VARCHAR	Y - Contributed to Public Broadcasting Service (PBS)	
	CT_DNR_CONTRIB_NPR	1	VARCHAR	Y - Contributed to National Public Radio (NPR)	
	CT_DNR_CONTRIB_RELIGIOUS	1	VARCHAR	Y - Contributed to religious organization(s)	
	CT_DNR_CONTRIB_ARTS	1	VARCHAR	Y - Contributed to arts/cultural organization(s)	
	CT_DNR_CONTRIB_EDU	1	VARCHAR	Y - Contributed to educational organization(s)	
	CT_DNR_CONTRIB_ENVIRO	1	VARCHAR	Y - Contributed to environmental organization(s)	
	CT_DNR_CONTRIB_HEALTH	1	VARCHAR	Y - Contributed to health organization(s)	
	CT_DNR_CONTRIB_POL	1	VARCHAR	Y - Contributed to political organization(s)	
	CT_DNR_CONTRIB_SOCSERV	1	VARCHAR	Y - Contributed to social service organization(s)	
	CT_DNR_CONTRIB_NONREL	1	VARCHAR	Y - Contributed to other non-religious organization(s)	
	CT_DNR_CONTRIBAMT_HIGH	1	VARCHAR	Y - Contributed \$500 or more to organization(s)	
	CT_VOLUNTEER_CHTYORG	1	VARCHAR	Y - Volunteered for a charitable organization	
Geographic Demographics based on census data					
	CENSPCT_WATER	3	INTEGER	Census: Pct Water: 0-100	Percentage of Water in a given ZIP Code.
	CENS_POP_DENSITY	6	INTEGER	Census: Pop Density	Population Density per square mile in a given ZIP Code.
	CENS_HU_DENSITY	6	INTEGER	Census: Hu Density	Housing Units Density per square mile in a given ZIP Code.
[Demographics:Zip Percentage White]	CENSPCT_POP_WHITE	3	INTEGER	Census: Pct Pop White: 0-100	Percentage of White population in a given ZIP Code.
[Demographics:Zip Percentage Black]	CENSPCT_POP_BLACK	3	INTEGER	Census: Pct Pop Black: 0-100	Percentage of Black population in a given ZIP Code.
	CENSPCT_POP_AMERIND	3	INTEGER	Census: Pct Pop Amer Indian: 0-100	Percentage of Amer Indian population in a given ZIP Code.
[Demographics:Zip Percentage Asian]	CENSPCT_POP_ASIAN	3	INTEGER	Census: Pct Pop Asian: 0-100	Percentage of Asian population in a given ZIP Code.
	CENSPCT_POP_PACISL	3	INTEGER	Census: Pct Pop Pac Islander: 0-100	Percentage of Pac Islander population in a given ZIP Code.
	CENSPCT_POP_OTHRACE	3	INTEGER	Census: Pct Pop Othrace: 0-100	Percentage of Other Races population in a given ZIP Code.
	CENSPCT_POP_MULTIRACE	3	INTEGER	Census: Pct Pop Multirace: 0-100	Percentage of Multi Race population in a given ZIP Code.
[Demographics:Zip Percentage Hispanic]	CENSPCT_POP_HISPANIC	3	INTEGER	Census: Pct Pop Hispanic: 0-100	Percentage of Hispanic population in a given ZIP Code.
	CENSPCT_POP_AGE18	3	INTEGER	Census: Pct Pop Age 18: 0-100	Percentage Population Under Age 18 in a given ZIP Code.
	CENSPCT_POP_MALES	3	INTEGER	Census: Pct Pop Males: 0-100	Percentage Males in a given ZIP Code.
	CENSPCT_ADULT_AGE1824	3	INTEGER	Census: Pct Adult Age 18-24: 0-100	Percentage Adult Age 18-24 in a given ZIP Code.
	CENSPCT_ADULT_AGE2534	3	INTEGER	Census: Pct Adult Age 25-34: 0-100	Percentage Adult Age 25-34 in a given ZIP Code.
	CENSPCT_ADULT_AGE3544	3	INTEGER	Census: Pct Adult Age 35-44: 0-100	Percentage Adult Age 35-44 in a given ZIP Code.
	CENSPCT_ADULT_AGE4554	3	INTEGER	Census: Pct Adult Age 45-54: 0-100	Percentage Adult Age 45-54 in a given ZIP Code.
	CENSPCT_ADULT_AGE5564	3	INTEGER	Census: Pct Adult Age 55-64: 0-100	Percentage Adult Age 55-64 in a given ZIP Code.
	CENSPCT_ADULT_AGE65	3	INTEGER	Census: Pct Adult Age 65+: 0-100	Percentage Adult Age 65+ in a given ZIP Code.
	CENS_POP_MEDAGE	3	INTEGER	Census: Pop Median Age: 0-100	Population Median Age in a given ZIP Code.
	CENS_HH_AVGSIZE	10	INTEGER	Census: Hh Avg Size	Average Household Size in a given ZIP Code. (not rounded to the nearest whole)
	CENSPCT_HH_FAMILY	3	INTEGER	Census: Pct Hh Family: 0-100	Percentage Hh Family in a given ZIP Code.
	CENSPCT_HH_FAMILY_HUSBWIFE	3	INTEGER	Census: Pct Hh Family Husb & Wife: 0-100	Percentage Hh Family Husband & Wife in a give ZIP Code.

	CENSPCT_HU_OCCUPIED	3	INTEGER	Census: Pct Hu Occupied: 0-100	Percentage Housing unit Occupied in a given ZIP Code.
	CENSPCT_HU_OWNED	3	INTEGER	Census: Pct Hu Owned: 0-100	Percentage Housing unit Owned in a given ZIP Code.
	CENSPCT_HU_RENTED	3	INTEGER	Census: Pct Hu Rented: 0-100	Percentage Housing unit Rented in a given ZIP Code.
	CENSPCT_HU_VACANTSEASONAL	3	INTEGER	Census: Pct Hu Vacant/Seasonal: 0-100	Percentage Housing unit Vacant/Seasonal in a given ZIP Code.
Additional Fields					
[Financial:Estimated Household Income v2]	EHI_V2	1	VARCHAR	Estimated Household Income: A - Less than \$20,000 B - \$20,000-\$29,999 C - \$30,000-\$39,999 D - \$40,000-\$49,999 E - \$50,000-\$59,999 F - \$60,000-\$74,999 G - \$75,000-\$99,999 H - \$100,000-\$124,999 I - \$125,000-\$149,999 J - \$150,000-\$199,999 K - \$200,000-\$249,999 L - \$250,000-\$499,999 M - \$500,000+	
	OCCUPATIONCD_V2	1	VARCHAR	1-character code. Contact Ringba for a full list.	
[Financial:Estimated Net Worth v2]	WEALTHSCR_V2	1	VARCHAR	Wealth Score: A - \$0 OR LESS B - \$1 - \$24,999 C - \$25,000 - \$49,999 D - \$50,000 - \$74,999 E - \$75,000 - \$99,999 F - \$100,000 - \$149,999 G - \$150,000 - \$249,999 H - \$250,000 - \$374,999 I - \$375,000 - \$499,999 J - \$500,000 - \$749,999 K - \$750,000 - \$999,999 L - \$1,000,000+	The net worth selection is a model which predicts household net worth. It takes into consideration 60+ model predictors across a diverse set of info including demographics, transactional & behavioral data, property ownership and mortgages, vehicle ownership and geo-demographics. The data originates from a range of deterministic and probabilistic data sources such as county assessor records, self-reported information (such as surveys), Census demographics, and many more.
	AGE_RANGE_ESTIMATED	1	VARCHAR	Estimated Age Range A - Estimated Age 18-24 B - Estimated Age 25-34 C - Estimated Age 35-44 D - Estimated Age 45-54 E - Estimated Age 55-64 F - Estimated Age 65-74 G - Estimated Age 75+	Adult Estimated Age Range is calculated from date of birth data. 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 minus the YOB, which is then used to assign the record to an appropriate age range.
	AGE_RANGE_INFERRED	1	VARCHAR	Inferred Age Range. A - Inferred Age 18-24 B - Inferred Age 25-34 C - Inferred Age 35-44 D - Inferred Age 45-54 E - Inferred Age 55-64 F - Inferred Age 65-74 G - Inferred Age 75+	Adult Inferred Age Range uses known age of adults within the same ZIP+4 to assign an age range. The originating known age data is compiled from a variety of sources that may include public data, buying activities data, and self-reported information. A value is only assigned for this field if a record for the AGE_RANGE_ESTIMATED field is not available.

	AGE_RANGE_COMBINED	1	VARCHAR	<p>Combined (Estimated + Inferred) Age Range</p> <p>A - Combined Age 18-24</p> <p>B - Combined Age 25-34</p> <p>C - Combined Age 35-44</p> <p>D - Combined Age 45-54</p> <p>E - Combined Age 55-64</p> <p>F - Combined Age 65-74</p> <p>G - Combined Age 75+</p>	Adult Combined Age Range assigns an age range value to all records, using the applicable value from either AGE_RANGE_ESTIMATED and AGE_RANGE_INFERRED fields. Use this field if you are looking close to complete age range coverage within the TCI universe.
General Property Information					
[Property Information:Owner Occupancy v2]	PROP_OWNEROCC	1	VARCHAR		Y - Property is Owner Occupied
[Property Information:Property Type]	PROP_IND	3	VARCHAR		A general code used to easily recognize specific property types (such as, Residential, Condominium, Commercial).
[Property Information:Mobile Home]	PROP_MOBHOME	1	VARCHAR		This field is populated with a "Y" if a Mobile Home is present on the parcel. Y - YES
[Property Information:Building Style]	PROP_STYLE	3	VARCHAR		Type of building style (such as Colonial, Cape Code, Bungalow).
[Property Information:Number of Stories Code]	PROP_STORIESCD	3	VARCHAR		Type / number of stories (such as Split Foyer, Tri Level, 2 Story).
[Property Information:Building Construction Quality]	PROP_QLTY	3	VARCHAR	<p>Type of construction quality of building:</p> <p>000 - NONE</p> <p>001 - TYPE UNKNOWN</p> <p>999 - BYPASS</p> <p>QAV - AVERAGE</p> <p>QBA - BELOW AVERAGE</p> <p>QEC - ECONOMICAL</p> <p>QEX - EXCELLENT</p> <p>QFA - FAIR</p> <p>QGO - GOOD</p> <p>QLO - LOW</p> <p>QLU - LUXURY</p> <p>QPO - POOR</p> <p>QVV - ABOVE AVERAGE</p>	
	PROP_COND	3	VARCHAR		This represents the physical condition of the building (for example, Good, Fair, Under Construction).
[Property Information:Construction Type]	PROP_CNSTRTYPE	3	VARCHAR		The primary method of construction (such as Steel / Glass, Concrete Block, Log).
[Property Information:Exterior Walls Type]	PROP_EXTNW	3	VARCHAR		The type and/or finish of the exterior walls (such as Vinyl Siding, Brick Veneer, Frame / Stone).
[Property Information:Total Land & Improvement Value]	PROP_VALCALC	11	VARCHAR		The total (Land + Improvement) Value closest to current market value used for assessment by county or local taxing authorities
	PROP_VAL_CALCIND	1	VARCHAR	<p>Type of values used to seed the total value calculated field:</p> <p>A - ASSESSED</p> <p>M - MARKET</p> <p>P - APPRAISED</p> <p>T - TRANSITIONAL</p>	
[Property Information:Improvement Value]	PROP_IMP_VALCALC	11	VARCHAR		The "IMPROVEMENT" Value closest to current market value used for assessment by county or local taxing authorities
[Property Information:Total Assessed Value]	PROP_ASSED_VAL	11	VARCHAR		The Total Assessed Value of the Parcel's Land & Improvement values as provided by the county or local taxing/assessment authority
[Property Information:Assessed Improvement Value]	PROP_ASSED_IMPVAL	11	VARCHAR		The Assessed Improvement Values as provided by the county or local taxing/assessment authority
[Property Information:Total Market Value]	PROP_MRKTVAL	11	VARCHAR		Total Market Value of the Parcel's Land & Improvement values as provided by the county or local taxing/assessment authority
[Property Information:Market Improvement Values]	PROP_MRKT_IMPVAL	11	VARCHAR		Market Improvement Values as provided by the county or local taxing/assessment authority
[Property Information:Total Appraised Value]	PROP_APPRAISED_VAL	11	VARCHAR		The Total Appraised Value of the Parcel's Land & Improvement values as provided by the county or local taxing/assessment authority
[Property Information:Appraised Improvement Value]	PROP_APPRAISED_IMPVAL	11	VARCHAR		The Appraised Improvement Values as provided by the county or local taxing/assessment authority

Property Attributes					
[Property Construction:Year Built]	PROP_YRBLD	4	VARCHAR		Original Year Building Construction - YYYY
[Property Construction:Effective Year Built]	PROP_EFFYRBLD	4	VARCHAR	YYYY	This is the first year the building was assessed with its current components (For example, a building is originally constructed in 1960 and a bedroom and bath was added to the building in 1974. The Year Built would be 1960 and the Effective Year Built would be 1974.)
	PROP_VIEW	3	VARCHAR	3-character code. Contact Ringba for a full list.	View from building (such as Gulf, Mountains, Pool).
	PROP_LCTN_INFL	3	VARCHAR	3-character code. Contact Ringba for a full list.	Positive or negative aspects associated with the location of the parcel (such as waterfront, flood plane, airport).
	PROP_ACRES	13	VARCHAR		Total acreage of the parcel.
[Property Construction:Total Square Feet]	PROP_LANDSQFT	9	VARCHAR		Total land mass is Square Feet.
[Property Construction:Building Square Footage]	PROP_UNVBLSQFT	9	VARCHAR		The Building Square Footage that can most accurately be used for assessments or comparables (for example, Living, Adjusted, Gross).
[Property Construction:Square Footage Type]	PROP_BLDSQFTIND	1	VARCHAR	The codes appearing in this field indicate the source used to populate the UNIVERSAL BUILDING SQUARE FEET field: A - ADJUSTED B - TOTAL D - GROUND FLOOR G - GROSS L - LIVING M - BASE/MAIN	
[Property Construction:Building Square Feet]	PROP_BLDSQFT	9	VARCHAR		The size of the building in Square Feet. This field is most commonly populated as a cumulative total when a county does not differentiate between Living and Non-living areas.
[Property Construction:Living Square Footage]	PROP_LIVINGSQFT	7	VARCHAR		Area of a building that is used for general living. This is typically the area of a building that is heated or air conditioned and does not include Garage, Porch or Basement square footage.
[Property Construction:Building Gross SQFT]	PROP_GROSSSQFT	7	VARCHAR		Square footage for the entire building. Typically this represents all square feet under the roof.
[Property Construction:Square Footage for Improvements]	PROP_ADJGROSSSQFT	7	VARCHAR		Square footage used by the county or local taxing / assessment authority to determine Improvement Value. This figure is typically 100% of the living area, plus lower percentage of non-living area.
[Property Construction:Number of Rooms]	PROP_RMS	5	VARCHAR		Total number of rooms for all the buildings.
[Property Construction:Number of Bedrooms]	PROP_BEDRMS	5	VARCHAR		Total number of bedrooms contained in the primary building.
[Property Construction:Number of Bathrooms]	PROP_BATHSCALC	5	VARCHAR		Total number of Bathrooms in on the property.
[Property Construction:Number of Bathrooms Reported]	PROP_BATHS	5	VARCHAR		Total number of Bathrooms as provided by our data sources (such as 4.00, 2.50, or 1.75).
[Property Construction:Number of Full Baths]	PROP_FULLBATHS	5	VARCHAR		Total number of full bathrooms for all the buildings. If source does not break out full versus partial baths this field will be null.
[Property Construction:Air Conditioning Type]	PROP_AC	3	VARCHAR		The type of air conditioning method used to cool the building (for example, Central, Wall Unit, Evaporative).
	PROP_FRPL	1	VARCHAR		This field is populated with a "Y" if a fireplace is located within the building.
[Property Construction:Foundation Type]	PROP_FND	3	VARCHAR		The type of foundation (such as Continuous Footing, Pier, Mud Sill).
[Property Construction:Floor Construction Type v2]	PROP_FLR	3	VARCHAR		The type of floor construction (such as Concrete, Plywood).
[Property Construction:Garage Type]	PROP_GAR	3	VARCHAR		Type of garage or carport present (such as Attached Finished, Enclosed Carport, Basement Garage).
[Property Construction:Method of Heating v2]	PROP_HEAT	3	VARCHAR		Type or method of heating (such as Hot Water, Heat Pump, Baseboard, Radiant).
[Property Construction:Pool]	PROP_POOL	1	VARCHAR		Indicates if a Pool is Present in Parcel.
[Property Construction:Roof Covering]	PROP_ROOFCOVER	3	VARCHAR		Type of roof covering (such as Clay Tile, Aluminum, Shake).
[Property Construction:Roof Type v2]	PROP_ROOFTYPE	3	VARCHAR		Type of roof shape (such as Gambrel, Gable, Flat, Mansard).
[Property Construction:Electricity Type]	PROP_ENERGY	3	VARCHAR		Type of electricity or energy use within the building (for example, Average Wiring, Underground Wired, Private Source).
[Property Construction:Heating Fuel Type]	PROP_FUEL	3	VARCHAR		Type of fuel used for heating of water and building (such as Solar, Gas, Oil).

[Property Construction:Sewer Type]	PROP_SEWER	3	VARCHAR	Type Of Sewer System On The Parcel: 000 - NONE 001 - TYPE UNKNOWN 999 - BYPASS SCE - CESSPOOL SPU - PUBLIC SCO - COMMERCIAL SPR - PRIVATE SSE - SEPTIC STR - STORM	
[Property Construction:Water Supply Type]	PROP_WATER	3	VARCHAR	Type Of Water Service On The Parcel: 000 - NONE 001 - TYPE UNKNOWN 999 - BYPASS WCI - CISTERN WCO - COMMERCIAL WPR - PRIVATE WPU - PUBLIC WPW - PUBLIC WELL WSC - SPRING/CREEK WWE - WELL	
[Property Deed Assessment:Homestead Qualified]	PROP_HOMESTEAD	1	VARCHAR	Indicates if an owner is qualified for a Homeowner/Homestead exemption Y - YES	
[Demographics:Veteran in Home]	PROP_XMTVET	10	VARCHAR	This field will be set with a "Y" if the owner has qualified for a Veteran exemption Y - YES	
[Demographics:Veteran Disabled]	PROP_XMT_DISABLED	10	VARCHAR	This field will be set with a "Y" if the owner has qualified for a Disabled exemption Y - YES	
[Property Deed Assessment:Tax Amount]	PROP_TAXAMT	11	VARCHAR		The Total Tax amount provided by the county or local taxing/assessment authority
[Property Deed Assessment:Tax Year]	PROP_TAXYR	4	VARCHAR		The tax or assessment year for which the taxes were billed - YYYY
[Property Deed Assessment:Deed Type v2]	PROP_SALESDEEDCD	2	VARCHAR		The type of deed used to record the sales transaction.
[Property Deed Assessment:Sale Date v2]	PROP_SALEDATE	8	VARCHAR	YYYYMMDD	Date the sales transaction was legally completed -
[Property Deed Assessment:Sale Amount]	PROP_SALEAMT	11	VARCHAR		Dollar amount of the most recent sale of the property
[Property Deed Assessment:Sale Code]	PROP_SALECD	1	VARCHAR		This field indicates what the financial consideration is - if a Deed record represents a change of ownership (Sale).
[Property Deed Assessment:Sale Type]	PROP_SALESTRANSCD	2	VARCHAR	The type of real estate transaction associated with a single recorded legal document or a set of concurrently recorded documents, such as Market Sale with or without a Mortgage, Standalone Mortgage, Construction Financing Loan, etc.: 1 - RESALE 2 - STANDALONE MORTGAGE/REFINANCE 3 - SUBDIVISION/NEW CONSTRUCTION 4 - TIMESHARE 6 - CONSTRUCTION LOAN 7 - SELLER CARRYBACK 9 - NOMINAL D - RELEASE OF DEED J - MECHANIC LIEN / RELEASE S - ASSIGNMENT OF DEED OF TRUST	
Mortgage Information					
[Mortgage:Owner Type]	PROP_OWNERCD	3	VARCHAR		Form or method of property ownership (such as Joint Tenants, Living Trust).

[Mortgage:Mortgage Loan to Value (LTV)]	PROP_LOANTOVAL	3	VARCHAR		If provided on the note and recorded, loan-to-value ratio (for example, 47,118, 61, or 185)
[Mortgage:Mortgage Amount]	PROP_MTGAMT	11	VARCHAR		The amount of the first mortgage associated with the purchase deed.
[Mortgage:Mortgage Date v2]	PROP_MTGDATE	8	VARCHAR	YYYYMMDD	Date Mortgage was initiated.
[Mortgage:Mortgage Type]	PROP_MTGLOANCD	5	VARCHAR	Associated with the Mortgage type: CDA - COMMUNITY DEVELOPMENT AUTHORITY CNV - CONVENTIONAL FHA - FEDERAL HOUSING ADMINISTRATION L - LEASEHOLD MORTGAGE PP - PRIVATE PARTY PVT - PRIVATE LENDER SBA - SMALL BUSINESS ADMINISTRATION VA - VETERAN AFFAIRS WRP - WRAPAROUND MORTGAGE	
[Mortgage:Mortgage Term]	PROP_MTGTERM	5	VARCHAR		The length of time before the mortgage matures, associated with First Mortgage Term Code
[Mortgage:Mortgage Due Date v2]	PROP_MTGDUEDATE	8	VARCHAR		Date Mortgage becomes due.
[Mortgage:Mortgage Lender Name]	PROP_LENDERNAME	60	VARCHAR		Name of Lender
[Mortgage:Mortgage Equity in Property]	PROP_RMSEQUITYCD	1	VARCHAR	A - ALL INCLUSIVE B - BLANKET C - CREDIT LINE D - CREDIT LINE DEED OF TRUST E - EQUITY L - BALLOON N - NONE R - REVOLVING LINE OF CREDIT S - SECOND/SUBORDINATE MORTGAGE T - THIRD MORTGAGE/DEED OF TRUST U - OTHER SUBORDINATE LOAN V - REVERSE	
[Mortgage:Mortgage Interest Rate]	PROP_MTGINTRATE	6	VARCHAR		Rate Associated with Mortgage Example: 4.7300 = 4.73%
[Mortgage:Mortgage Interest Rate Type]	PROP_MTGINTRATETYPE	3	VARCHAR		
[Mortgage:Mortgage 2 Amount]	PROP_MTGAMT2	11	VARCHAR		Amount of 2nd mortgage
[Mortgage:Mortgage 2 Date v2]	PROP_MTGDATE2	8	VARCHAR	YYYYMMDD	Date 2nd Mortgage was initiated.
[Mortgage:Mortgage 2 Type]	PROP_MTGLOANCD2	5	VARCHAR	Associated with the 2nd Mortgage type: CDA - COMMUNITY DEVELOPMENT AUTHORITY CNV - CONVENTIONAL FHA - FEDERAL HOUSING ADMINISTRATION L - LEASEHOLD MORTGAGE PP - PRIVATE PARTY PVT - PRIVATE LENDER SBA - SMALL BUSINESS ADMINISTRATION VA - VETERAN AFFAIRS WRP - WRAPAROUND MORTGAGE	
	PROP_MTGDEEDCD2	6	VARCHAR	Contact Ringba for a full list of values.	2nd Deed used for recording. Contains values such as Trust and Auction.
[Mortgage:Mortgage 2 Term]	PROP_MTGTERM2	5	VARCHAR		The length of time per the 2nd mortgage (such as 15 years, 30 years, etc.)
[Mortgage:Mortgage 2 Due Date v2]	PROP_MTGDUEDATE2	8	VARCHAR	YYYYMMDD	Date 2nd Mortgage becomes due.
[Mortgage:Mortgage 2 Lender Name]	PROP_LENDERNAME2	60	VARCHAR		Name of Lender 2

[Mortgage:Mortgage 2 Equity in Property]	PROP_RMSEQUITYCD2	1	VARCHAR	A - ALL INCLUSIVE B - BLANKET C - CREDIT LINE D - CREDIT LINE DEED OF TRUST E - EQUITY L - BALLOON N - NONE R - REVOLVING LINE OF CREDIT S - SECOND/SUBORDINATE MORTGAGE T - THIRD MORTGAGE/DEED OF TRUST U - OTHER SUBORDINATE LOAN V - REVERSE	
[Mortgage:Mortgage 2 Interest Rate]	PROP_MTGINTRATE2	6	VARCHAR		Rate Associated with Mortgage Example: 4.7300 = 4.73%
[Mortgage:Mortgage 2 Interest Rate Type]	PROP_MTGINTRATETYPE2	3	VARCHAR	Mortgage Rate Type: ADA - ADJUSTABLE, INTEREST RATE FROM NATIONAL AVERAGE ADJ - ADJUSTABLE BAL - BALLOON FIX - FIXED FXA - FIXED, INTEREST RATE FROM NATIONAL AVERAGE VAR - VARIABLE RATE	
[Mortgage:Mortgage 3 Amount]	PROP_MTGAMT3	11	VARCHAR		Amount of 3rd mortgage
[Mortgage:Mortgage 3 Date v2]	PROP_MTGDATE3	8	VARCHAR	YYYYMMDD	Date 3rd Mortgage was initiated.
[Mortgage:Mortgage 3 Type]	PROP_MTGLOANCD3	5	VARCHAR	Associated with the 3rd Mortgage type: CDA - COMMUNITY DEVELOPMENT AUTHORITY CNV - CONVENTIONAL FHA - FEDERAL HOUSING ADMINISTRATION L - LEASEHOLD MORTGAGE PP - PRIVATE PARTY PVT - PRIVATE LENDER SBA - SMALL BUSINESS ADMINISTRATION VA - VETERAN AFFAIRS WRP - WRAPAROUND MORTGAGE	
[Mortgage:Mortgage 3 Term]	PROP_MTGTERM3	5	VARCHAR		The length of time per the 3rd mortgage (such as 15 years, 30 years, etc.)
[Mortgage:Mortgage 3 Due Date v2]	PROP_MTGDUEDATE3	8	VARCHAR	YYYYMMDD	Date 3rd Mortgage becomes due.
[Mortgage:Mortgage 3 Lender Name]	PROP_LENDERNAME3	60	VARCHAR		Name of Lender 3
[Mortgage:Mortgage 3 Equity in Property]	PROP_RMSEQUITYCD3	1	VARCHAR	A - ALL INCLUSIVE B - BLANKET C - CREDIT LINE D - CREDIT LINE DEED OF TRUST E - EQUITY L - BALLOON N - NONE R - REVOLVING LINE OF CREDIT S - SECOND/SUBORDINATE MORTGAGE T - THIRD MORTGAGE/DEED OF TRUST U - OTHER SUBORDINATE LOAN V - REVERSE	
[Mortgage:Mortgage 3 Interest Rate]	PROP_MTGINTRATE3	6	VARCHAR		Rate Associated with Mortgage Example: 4.7300 = 4.73%

[Mortgage:Mortgage 3 Interest Rate Type]	PROP_MTGINTRATETYPE3	3	VARCHAR	Mortgage Rate Type 3: ADA - ADJUSTABLE, INTEREST RATE FROM NATIONAL AVERAGE ADJ - ADJUSTABLE BAL - BALLOON FIX - FIXED FXA - FIXED, INTEREST RATE FROM NATIONAL AVERAGE VAR - VARIABLE RATE	
Property Intelligence (AVM & Home Equity)					
	HEQUITY_EST	8	FLOAT		Estimate of Homeowner Equity in the Property in Dollars
	HEQUITY_CONF	1	VARCHAR	Home Equity Estimate Confidence Level (from 1 to 4) 1 - HIGH CONFIDENCE HOME EQUITY PREDICTIONS 2 - MEDIUM CONFIDENCE HOME EQUITY PREDICTIONS 3 - MEDIUM-LOW CONFIDENCE HOME EQUITY PREDICTIONS 4 - LOW CONFIDENCE HOME EQUITY PREDICTIONS	
	AVM_ESTIMATE	8	FLOAT		Estimate of Property Value in Dollars
	AVM_ESTIMATE_ERROR	7	FLOAT		Estimate Error in Dollars (based on zip or national if zip not available)
	AVM_ESTIMATE_PCT_ERROR	3	FLOAT		Estimate Error as a percentage of Estimate Value (000-999) (based on ZIP or national if ZIP not available)
Auto Attributes					
[Automotive:Vehicle 1 VIN]	VIN1	17	VARCHAR	Vehicle Identification Number (VIN) (Vehicle 1)	
[Automotive:Vehicle 1 Make]	MAKE1	30	VARCHAR	Vehicle Make (Vehicle 1)	
[Automotive:Vehicle 1 Model]	MODEL1	30	VARCHAR	Vehicle Model (Vehicle 1)	
[Automotive:Vehicle 1 Year]	YEAR1	4	VARCHAR	Vehicle Year - YYYY	
	VEH_CLASS1	15	VARCHAR	Vehicle Class Description: 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	
[Automotive:Vehicle 1 Class]					
	FUELTYPECD1	1	VARCHAR	Vehicle Fuel Code: B - Biodiesel 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	
[Automotive:Vehicle 1 Fuel Type]					

	MFGCD1	1	VARCHAR	Auto Manufacturer Code: A - Antique C - Chrysler Products F - Ford Products G - GM Products H - High end Imports L - Low End Imports O - Other	
[Automotive:Vehicle 1 Style Code]	STYLECD1	10	VARCHAR	Vehicle Style Code: CONV CPE2DR CUV HATCHBACK LUXURY PICKUP SEDAN SPORT UTIL VAN WAGON	
[Automotive:Vehicle 1 Mileage]	MILEAGECD1	1	VARCHAR	Mileage Code: A-Z in increments of 10,000 0-10000-A and 260,000+-Z	
	INFERREDDATE1	1	VARCHAR	Inferred Purchase Date Code: 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	
[Automotive:Vehicle 2 VIN]	VIN2	17	VARCHAR	Vehicle Identification Number (VIN) (Vehicle 2)	
[Automotive:Vehicle 2 Make]	MAKE2	30	VARCHAR	Vehicle Make (Vehicle 2)	
[Automotive:Vehicle 2 Model]	MODEL2	30	VARCHAR	Vehicle Model (Vehicle 2)	
[Automotive:Vehicle 2 Year]	YEAR2	4	VARCHAR	Vehicle Year - YYYY	
[Automotive:Vehicle 2 Class]	VEH_CLASS2	15	VARCHAR	Vehicle Class Description: 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	
[Automotive:Vehicle 2 Fuel Type]	FUELTYPECD2	1	VARCHAR	Vehicle Fuel Code: B - Biodiesel 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	

	MFGCD2	1	VARCHAR	Auto Manufacturer Code: A - Antique C - Chrysler Products F - Ford Products G - GM Products H - High end Imports L - Low End Imports O - Other	
[Automotive:Vehicle 2 Style Code]	STYLECD2	10	VARCHAR	Vehicle Style Code: CONV CPE2DR CUV HATCHBACK LUXURY PICKUP SEDAN SPORT UTIL VAN WAGON	
[Automotive:Vehicle 2 Mileage]	MILEAGECD2	1	VARCHAR	Mileage Code: A-Z in increments of 10,000 0-10000-A and 260,000+-Z	
	INFERREDDATE2	1	VARCHAR	Inferred Purchase Date Code: 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	
[Automotive:Vehicle 3 VIN]	VIN3	17	VARCHAR	Vehicle Identification Number (VIN) (Vehicle 3)	
[Automotive:Vehicle 3 Make]	MAKE3	30	VARCHAR	Vehicle Make (Vehicle 3)	
[Automotive:Vehicle 3 Model]	MODEL3	30	VARCHAR	Vehicle Model (Vehicle 3)	
[Automotive:Vehicle 3 Year]	YEAR3	4	VARCHAR	Vehicle Year - YYYY	
[Automotive:Vehicle 3 Class]	VEH_CLASS3	15	VARCHAR	Vehicle Class Description: 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	
[Automotive:Vehicle 3 Fuel Type]	FUELTYPECD3	1	VARCHAR	Vehicle Fuel Code: B - Biodiesel 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	

	MFGCD3	1	VARCHAR	Auto Manufacturer Code: A - Antique C - Chrysler Products F - Ford Products G - GM Products H - High end Imports L - Low End Imports O - Other	
[Automotive:Vehicle 3 Style Code]	STYLECD3	10	VARCHAR	Vehicle Style Code: CONV CPE2DR CUV HATCHBACK LUXURY PICKUP SEDAN SPORT UTIL VAN WAGON	
[Automotive:Vehicle 3 Mileage]	MILEAGECD3	1	VARCHAR	Mileage Code: A-Z in increments of 10,000 0-10000-A and 260,000+-Z	
	INFERREDDATE3	1	VARCHAR	Inferred Purchase Date Code: 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	
[Automotive:Vehicle 4 VIN]	VIN4	17	VARCHAR	Vehicle Identification Number (VIN) (Vehicle 4)	
[Automotive:Vehicle 4 Make]	MAKE4	30	VARCHAR	Vehicle Make (Vehicle 4)	
[Automotive:Vehicle 4 Model]	MODEL4	30	VARCHAR	Vehicle Model (Vehicle 4)	
[Automotive:Vehicle 4 Year]	YEAR4	4	VARCHAR	Vehicle Year - YYYY	
[Automotive:Vehicle 4 Class]	VEH_CLASS4	15	VARCHAR	Vehicle Class Description: 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	
[Automotive:Vehicle 4 Fuel Type]	FUELTYPECD4	1	VARCHAR	Vehicle Fuel Code: B - Biodiesel 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	

	MFGCD4	1	VARCHAR	Auto Manufacturer Code: A - Antique C - Chrysler Products F - Ford Products G - GM Products H - High end Imports L - Low End Imports O - Other	
[Automotive:Vehicle 4 Style Code]	STYLECD4	10	VARCHAR	Vehicle Style Code: CONV CPE2DR CUV HATCHBACK LUXURY PICKUP SEDAN SPORT UTIL VAN WAGON	
[Automotive:Vehicle 4 Mileage]	MILEAGECD4	1	VARCHAR	Mileage Code: A-Z in increments of 10,000 0-10000-A and 260,000+-Z	
	INFERREDDATE4	1	VARCHAR	Inferred Purchase Date Code: 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	
Auto Intelligence Models (In-market and affinities)					
	IN_MARKET_NEW_SEGMENTS	1	NUMBER	Predicts the likelihood that a consumer is likely to purchase a new vehicle, segment-based. 1 = Very Low 2 = Low 3 = Medium 4 = High 5 = Very High (5x) These segments are derived from the IN_MARKET_NEW_SCORE values, where 1= scores ranged 80-100 2= scores ranged 61-80 3= scores ranged 41-60 4= scores ranged 21-40 5= scores ranged 1-20	
	IN_MARKET_NEW_SCORE	3	NUMBER	Score that predicts the likelihood that a consumer is likely to purchase a new vehicle (for machine learning algorithms), Numeric values 1-100. 1 = lowest propensity, 100 = highest propensity.	

	IN_MARKET_USED_SEGMENTS	1	NUMBER	<p>Predicts the likelihood that a consumer is likely to purchase a used vehicle, segment-based.</p> <p>1 = Very Low 2 = Low 3 = Medium 4 = High 5 = Very High (3x)</p> <p>These segments are derived from the IN_MARKET_USED_SCORE values, where 1= scores ranged 80-100 2= scores ranged 61-80 3= scores ranged 41-60 4= scores ranged 21-40 5= scores ranged 1-20</p>	
	IN_MARKET_USED_SCORE	3	NUMBER	Score that predicts the likelihood that a consumer is likely to purchase a used vehicle. Numeric values 1-100 (for machine learning algorithms). 1 = lowest propensity, 100 = highest propensity.	
	CHEVROLET_AFFINITY	1	NUMBER	<p>Score that predicts the affinity or loyalty towards the Chevrolet brand and a consumer's dedication to purchase Chevrolet vehicles. Numeric values 1-5.</p> <p>1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity</p>	
	DODGE_AFFINITY	1	NUMBER	<p>Score that predicts the affinity or loyalty towards the Dodge brand and a consumer's dedication to purchase Dodge vehicles. Numeric values 1-5.</p> <p>1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity</p>	
	FORD_AFFINITY	1	NUMBER	<p>Score that predicts the affinity or loyalty towards the Ford brand and a consumer's dedication to purchase Ford vehicles. Numeric values 1-5.</p> <p>1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity</p>	
	GMC_AFFINITY	1	NUMBER	<p>Score that predicts the affinity or loyalty towards the GMC brand and a consumer's dedication to purchase GMC vehicles. Numeric values 1-5.</p> <p>1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity</p>	

	HONDA_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Honda brand and a consumer's dedication to purchase Honda vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	HYUNDAI_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Hyundai brand and a consumer's dedication to purchase Hyundai vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	TOYOTA_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Toyota brand and a consumer's dedication to purchase Toyota vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	NISSAN_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Nissan brand and a consumer's dedication to purchase Nissan vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	JEEP_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Jeep brand and a consumer's dedication to purchase Jeep vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	CHRYSLER_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Chrysler brand and a consumer's dedication to purchase Chrysler vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	

	LEXUS_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Lexus brand and a consumer's dedication to purchase Lexus vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	CADILLAC_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Cadillac brand and a consumer's dedication to purchase Cadillac vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	BMW_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the BMW brand and a consumer's dedication to purchase BMW vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	MERCEDES_BENZ_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Mercedes-Benz brand and a consumer's dedication to purchase Mercedes-Benz vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	VOLVO_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Volvo brand and a consumer's dedication to purchase Volvo vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	INFINITI_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Infiniti brand and a consumer's dedication to purchase Infiniti vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	

	AUDI_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Audi brand and a consumer's dedication to purchase Audi vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	LINCOLN_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Lincoln brand and a consumer's dedication to purchase Lincoln vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	LANDROVER_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Land Rover brand and a consumer's dedication to purchase Land Rover vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	TRUCK_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Truck auto style and a consumer's dedication to purchase Trucks. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	SUV_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the SUV auto style and a consumer's dedication to purchase SUV vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	COUPE_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the 2 door Coupe auto style and a consumer's dedication to purchase Coupe vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	

	SEDAN_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Sedan auto style and a consumer's dedication to purchase Sedan vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	VAN_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Van auto style and a consumer's dedication to purchase Vans. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	
	HYBRID_AFFINITY	1	NUMBER	Score that predicts the affinity or loyalty towards the Hybrid auto style and a consumer's dedication to purchase Hybrid vehicles. Numeric values 1-5. 1 = Very Low Affinity 2 = Low Affinity 3 = Medium Affinity 4 = High Affinity 5 = Very High Affinity	