

Data Dictionary

A data dictionary is a tool that helps users understand and manage data by providing a centralized and standardized documentation of data elements in a dataset. Analyze360®'s data dictionary can be especially helpful in identifying the meaning of data elements, such as field names and data types, and any constraints or relationships that may exist.

Abbreviation	Description	Abbreviation	Description
Name Information		LOT	Line of Travel
UID	Unique Identifier	FIPS_ST	Federal Information Processing Standard - State Code
FN	First Name	FIPS_CTY	Federal Information Processing Standard - State Code Latitude
MI	Middle Name	LATITUDE	Latitude
LN	Last Name	LONGITUDE	Longitude
NAME_PRE	Name Prefix (Mr, Mrs, Ms)	MSA	Metropolitan Statistical Area
Address Information		CBSA	Census Core-Based Statistical Area
ADDR	Address	DMA_SUPPR	Direct Marketing Association (DMA) do-not-mail database (suppression)-
APT	Apartment Number	GEO_MATCH	Level of Geospecific Match
CITY	City	CENS_TRACT	Census Tract
ST	State	CENS_BLK_GRP	Census Block Group
ZIP	Zip code	CENS_BLK	Census Block
Z4	Zip 4-digit suffix	CENS_MED_HOME_VALUE	Census Median Home Value
ADDR_LINE	Address Line	CENS_MED_HH_INCOME	Census Median House Hold Income
ADDR_PRIMARY	Address Number	CRA	Community Reinvestment Act Code
ADDR_PRE	Prefix (North, South, etc)	Z4_TYP	Zip+4 Type Code
ADDR_STREET	Street Name	DSF_IND	DSF Deliverability Indicator
ADDR_POST	Post Street - (Suite, etc)	DPD_IND	Delivery Point Drop Indicator
ADDR_SUFFIX	Road, Street, Boulevard Rd,	Real Estate Information	
ADDR_ABBREV	St, Blvd	PROP_TYPE	Property Type
ADDR_SECY	Secondary Address	GENL_PP_HOME_VALUE	Pass Prospector Home Value
ADDR_TYP	Address Type	GENL_PURCH_DT	Purchase Date
Geospatial Info		GENL_PURCH_AMT	Home Purchase Price
DPC	Delivery Point Code	GENL_SLS_TRANS	Home Purchase Transaction Type
CAR_RTE	Carrier Route		
WALK_SEQ	Walking Sequence		

Abbreviation	Description	Abbreviation	Description
Real Estate Information		Telephone Information	
MR_AMT	Most Recent Mortgage Amount	PHONE_FLAG	Telephone Record Present
MR2_AMT	2nd-Most Recent Mortgage Amount	PHONE	Telephone Number
P1_AMT	Purchase 1st Mortgage Amount	TIME_ZN	Time Zone
P2_AMT	Purchase 2nd Mortgage Amount	DNC_FLAG	Do Not Call Flag
MR_DT	1st Mortgage Date	<hr/>	
MR2_DT	2nd Mortgage Date	Personal Record Information	
P1_DT	Purchase Mortgage Date	GENDER	Gender
MR_LOAN_TYP	Most Recent Mortgage Type	FILE_DT	File Date
MR2_LOAN_TYP	2nd-Most Recent Mortgage Type	NEW_TO_BLD	New to Build
P1_LOAN_TYP	Purchase 1st Mortgage Type	SOURCES	Number of Sources
P2_LOAN_TYP	Purchase 2nd Mortgage Type	BASE_VER_DT	Base Record Verification Date
MR_LENDR_CD	Most Recent Lender Code	COMP_ID	Company ID
MR2_LENDR_CD	2nd-Most Recent Lender Code	IND_ID	Independent ID
P1_LENDR_CD	Purchase Lender Code	INF_HH_RANK	Inferred Household Rank
MR_LENDR	Most Recent Lender Name	HOME_OWNR_SRC	Home Owner Likelihood
MR2_LENDR	2nd-Most Recent Lender Name	DOB_YR	Date of Birth: Year
P1_LENDR	Purchase Lender Name	DOB_MON	Date of Birth: Month
MR_RATE_TYP	Most Recent Rate Type	DOB_DAY	Date of Birth: Day
MR2_RATE_TYP	2nd-Most Recent Rate Type	<hr/>	
P1_RATE_TYP	Purchase 1st Mortgage Rate Type	Income, Education and Occupation	
P2_RATE_TYP	Purchase 2nd Mortgage Rate Type	HH_INCOME	Household Income
MR_RATE	Most Recent Mortgage Rate	NET_WORTH	Net Worth
MR2_RATE	2nd-Most Recent Mortgage Rate	CREDIT_LINES	Number of Open Credit Lines
P1_RATE	Purchase 1st Mortgage Rate	CREDIT_RANGE_NEW	Available Credit Range
P2_RATE	Purchase 2nd Mortgage Rate	EDUC	Education
PROP_BLD_YR	Property Build Year	OCC_OCCUP	Occupation
PROP_AC	Property Has AC	OCC_OCCUP_DET	Occupation Detailed
PROP_POOL	Property Has Pool	OCC_BUSN_OWNR	Business Owner
PROP_FUEL	Property Fuel Type	<hr/>	
PROP_SEWER	Sewer Type	Kids in Household	
PROP_WATER	Water Type	MsA	Number of Kids
GENL_LOAN_TO_VALUE	Loan to Value	PRES_KIDS	Presence of Kids

Abbreviation	Description	Abbreviation	Description
Kids in Household		ADULTS_F_35_44	Adults: Female 35_44 years old
KIDS_M_0_2	Kids: Male 0_2 years old	ADULTS_U_35_44	Adults: Unknown 35_44 years old
KIDS_F_0_2	Kids: Female 0_2 years old	ADULTS_M_45_54	Adults: Male 45_54 years old
KIDS_U_0_2	Kids: Unknown 0_2 years old	ADULTS_F_45_54	Adults: Female 45_54 years old
KIDS_M_3_5	Kids: Male 3_5 years old	ADULTS_U_45_54	Adults: Unknown 45_54 years old
KIDS_F_3_5	Kids: Female 3_5 years old	ADULTS_M_55_64	Adults: Male 55_64 years old
KIDS_U_3_5	Kids: Unknown 3_5 years old	ADULTS_F_55_64	Adults: Female 55_64 years old
KIDS_M_6_10	Kids: Male 6_10 years old	ADULTS_U_55_64	Adults: Unknown 55_64 years old
KIDS_F_6_10	Kids: Female 6_10 years old	ADULTS_M_65_74	Adults: Male 65_74 years old
KIDS_U_6_10	Kids: Unknown 6_10 years old	ADULTS_F_65_74	Adults: Female 65_74 years old
KIDS_M_11_15	Kids: Male 11_15 years old	ADULTS_U_65_74	Adults: Unknown 65_74 years old
KIDS_F_11_15	Kids: Female 11_15 years old	ADULTS_M_75PLUS	Adults: Male 75PLUS years old
KIDS_U_11_15	Kids: Unknown 11_15 years old	ADULTS_F_75PLUS	Adults: Female 75PLUS years old
KIDS_M_16_17	Kids: Male 16_17 years old	ADULTS_U_75PLUS	Adults: Unknown 75PLUS years old
KIDS_F_16_17	Kids: Female 16_17 years old		
KIDS_U_16_17	Kids: Unknown 16_17 years old		
Adults in Household		Consumer Purchase Indicators	
HH_MARITAL_STAT	Marital Status	BUY_MO_BUYER	Buy Items Via Mail
HOME_OWNR	Own A Home	BUY_MO_RESPDR	Respond to Offers Via Mail
LOR	Length of Residence	BUY_OL_PURCH_IND	Buy Items Online
DWELL_TYP	Dwelling Type	BUY_MEM_CLUBS	Buy From Membership Clubs
NUM_ADULTS	Number of Adults	BUY_VALUE_PRICED	Buy Value-Priced Items
HH_SIZE	Household Size	BUY_WMNS_APPAREL	Buy Women's Apparel
HOME_MKT_VALUE	Home Market Value	BUY_WMNS_PETITE_APPAREL	Buy Petite-Sized Women's Apparel
		BUY_WMNS_PLUS_APPAREL	Buy Plus-Sized Women's Apparel
		BUY_YOUNG_WMNS_APPAREL	Buy Young Women's Apparel
		BUY_MNS_APPAREL	Buy Men's Apparel
		BUY_MNS_BIG_APPAREL	Buy Men's Big and Tall Apparel
		BUY_YOUNG_MNS_APPAREL	Buy Young Men's Apparel
		BUY_KIDS_APPAREL	Buy Children's Apparel
		BUY_HEALTH_BEAUTY	Buy Health and Beauty Items
		BUY_COSMETICS	Buy Cosmetics
		BUY_JEWELRY	Buy Jewelry
		BUY_LUGGAGE	Buy Luggage
		CC_AMEX_PREM	Have an American Express Premium Card
Generations in Household			
GENS	Generations in Household		
ADULTS_M_18_24	Adults: Male 18_24 years old		
ADULTS_F_18_24	Adults: Female 18_24 years old		
ADULTS_U_18_24	Adults: Unknown 18_24 years old		
ADULTS_M_25_34	Adults: Male 25_34 years old		
ADULTS_F_25_34	Adults: Female 25_34 years old		
ADULTS_U_25_34	Adults: Unknown 25_34 years old		
ADULTS_M_35_44	Adults: Male 35_44 years old		

Abbreviation	Description	Abbreviation	Description
Consumer Purchase Indicators		DONR_MAIL_ORD	Donate to a Charity by Mail
CC_AMEX_REG	Have an American Express Card	DONR_CHARITABLE	Make a Charitable Contribution
CC_DISC_PREM	Have a Discover Premium Card	DONR_ANIMAL	Donate to Animal Welfare Causes
CC_DISC_REG	Have a Discover Card	DONR_ARTS	Donate to the Arts
CC_GAS_PREM	Have a Premium Gas Card	DONR_KIDS	Donate to Children's Causes
CC_GAS_REG	Have a Gas Card	DONR_WILDLIFE	Donate to Wildlife Causes
CC_MC_PREM	Have a Premium Mastercard	DONR_ENVIRON	Donate to Environmental Causes
CC_MC_REG	Have a Mastercard	DONR_HEALTH	Donate to Health/Wellness Causes
CC_VISA_PREM	Have a Premium Visa Card	DONR_INTL_AID	Donate to International Aid Organizations
CC_VISA_REG	Have a Visa Card	DONR_POL	Make a Political Contribution
CC_HLDR_BANK	Have a Bank Credit Card	DONR_POL_CONS	Support Conservative Political
CC_HLDR_GAS	Have a Gas Credit Card	DONR_POL_LIB	Support Liberal Political Causes
CC_HLDR_TE	Have a Travel/Entertainment Card	DONR_RELIG	Donate to Religious Causes
CC_HLDR_UNK	Credit Card Holder: Unknown Type	DONR_VETS	Donate to Veteran's Causes
CC_HLDR_PREM	Have a Premium Credit Card	DONR_OTH	Donate to Other Charities
CC_HLDR_UPS_DEPT	Have Upscale Dept Store Card	DONR_COMM_CHAR	Donate to Community Causes
CC_USER	Use a Credit Card for Purchases		
CC_NEW_ISSUE	Have a Recent Credit Card	Family Lifestyle	
CC_BANK_CD_IN_HH	Have Credit Card in the Household	VET_IN_HH	Have a Veteran in the Household
Personal Investments		INT_OTH_PARENTING	Have an Interest in Parenting
INVEST_ACT	Be an Active Investor	SINGLE_PARENT	Be a Single Parent
INVEST_PERS	Manage Personal Investments	BUY_INFANT_APPAREL	Buy Infant's Apparel
INVEST_RL_EST	Invest In Real Estate	BUY_KIDS_LEARN_TOYS	Buy Educational Toys
INVEST_STOCKS	Invest in the Stock Market	BUY_KIDS_BABY_CARE	Buy Baby Care Items
INVEST_READ_FIN_NEWS	Read Financial News	BUY_KIDS_SCHOOL	Buy School Supplies
INVEST_MONEY_SEEKR	Seek Money for Investing	BUY_KIDS_GENL	Buy Children's General Merch
INT_GRP_INVEST	Be Interested in Investing	YOUNG_ADULT_IN_HH	Have a Young Adult in the Household
INVEST_FOREIGN	Have Foreign Investments	SR_ADULT_IN_HH	Have an Older Adult in the Household
INVEST_EST_PROP_OWN	Own Investment Properties		
CREDIT_RATING	Credit Rating	INT_OTH_KIDS_INTS	Have Children's Interests
Charitable Giving		INT_OTH_GRANDKIDS	Have Grandchildren
INT_GRP_DONOR	Support Charitable Causes	INT_OTH_CHRISTIAN_FAM	Be a Christian Family
		BUY_PETS	Buy Pet Supplies
		INT_OTH_PETS_HORSE	Have a Horse

Abbreviation	Description	Abbreviation	Description
Family Lifestyle		ENT_HI_END_APPL	Have High End Appliances
INT_OTH_PETS_CAT	Have a Cat	ENT_HDTV_INT	Intent to Purchase: HDTV/Sat Dish
INT_OTH_PETS_DOG	Have a Dog	ENT_STEREO	Have a Stereo
INT_OTH_PETS_OTH	Have a Pet (Other)	ENT_MUSIC_PLAYR	Have a Music Player
INT_OTH_CAREER_IMP	View their Career as Important	ENT_MUSIC_COLL	Collect Music
OCC_WORKING_WMN	Have a Professional Woman in the Household	ENT_MUSIC_AVID	Be an Avid Music Fan
OCC_AFRIC_AMER_PROF	Have an African-American Professional in the Household	ENT_MOVIE_COLL	Collect Movies
OCC_SOHO_IND	Use a Home Office for Work	ENT_CABLE_TV	Have Cable Television
INT_OTH_CAREER	Be Career-Focused	ENT_VIDEO_GAMING	Play Video Games
<hr/>		ENT_SAT_DISH	Have a Satellite Dish
Reading Habits		ENT_COMPUTERS	Use a Computer for Entertainment
BUY_MAGAZINES	Buy Magazines	ENT_PC_GAMING	Use a Computer for Gaming
BUY_BOOKS	Buy Books	ENT_CONS_ELEC	Be Interested in Consumer Electronics
BUY_AUDIO_BOOKS	Buy Audio Books	INT_GRP_MOVIE_MUSIC	Be interested in Movies and Music
READ_AVID	Be an Avid Reader	INT_GRP_ELEC	Be Interested in Technology
READ_RELIG	Read Religious/Inspirational Books	INT_OTH_TELCOMM	Be Interested in Cell Phones and Telecommunication
READ_SCIFI	Read Science Fiction Books	<hr/>	
READ_MAGAZINES	Read Magazines	Hobbies and Interests	
READ_AUDIO_BOOKS	Listen to Audio Books	BUY_ANTIQUES	Buy Antiques
INT_GRP_READ	Be Interested in Reading	BUY_ART	Collect Art
READ_HIST_MLTRY	Read History and Military Books	ENT_THEATER	Attend the Theater
READ_CURR_AFFAIRS	Read Books about Current Affairs	INT_OTH_THE_ARTS	Have an Interest in the Arts
BUY_RELIGIOUS	Buy Religious Books and Items	ENT_MUS_INSTR	Play a Musical Instrument
READ_SCIENCE_SPACE	Read about Science and Space	INT_COLL_GENL	Be Interested in Collectibles
MAGS	Buy Magazines (Alt)	INT_COLL_STAMPS	Collect Stamps
<hr/>		INT_COLL_COINS	Collect Coins
Electronics and Digital Media Use		INT_COLL_ARTS	Collect Arts and Crafts
ENT_EDUC_OL	Be Interested in Online Education	INT_COLL_ANTIQUES	Collect Antiques
ENT_GAMING	Be Interested in Video Games	INT_COLL_AVID	Be an Avid Collector
OCC_COMP_GENL	Be Interested in Computers	INT_GRP_COLL	Have a Hobby Collection
ENT_DVD_VIDEOS	Buy DVD Videos	INT_COLL_SPORTS	Collect Sports Items/Memorabilia
ENT_TV_VIDEO_MOVIE	Watch TV and Movies	INT_COLL_MIL	Collect Military Items/Memorabilia
OCC_HOME_OFF	Have an Office in the Home	BUY_COLLECTIBLES	Buy Collectibles
		INT_HOB_DIY	Have a DIY Hobby

Abbreviation	Description	Abbreviation	Description
Hobbies and Interests		Composite Lifestyle Indicators	
INT_AUTO_WK	Be Interested in Auto Repair	LIFE_HOME	Have a Home/Garden Lifestyle
INT_HOB_SEW	Sew Knit or Crochet	LIFE_DIY	Have a DIY Lifestyle
INT_HOB_WOODWK	Enjoy Woodworking	LIFE_SPORTY	Have a Sports Lifestyle
INT_HOB_PHOTO	Enjoy Photography	LIFE_UPSCALE	Have an Upscale Lifestyle
INT_AVIATION	Enjoy Aviation	LIFE_CULTURE	Have a Culture/Arts Lifestyle
INT_HOB_HOUSE_PLANT	Interest in House Plants	LIFE_HIGHBROW	Have a Highbrow Lifestyle
INT_HOB_CRAFTS	Enjoy Crafts and Handiwork	LIFE_HT	Have a High Tech Lifestyle
INT_HOB_GARDENING	Enjoy Gardening	LIFE_PROF	Have a Professional Lifestyle
BUY_GARDENING	Buy Gardening Supplies		
BUY_HOME_GARD	Shop for Home and Garden Items	Sports and Fitness	
INT_GRP_HOME_IMP	Be Interested in Gardening and Home Improvement	INT_GRP_EXER	Be Interested In Exercise
BUY_CRAFTS	By Craft Items	INT_FIT_JOG	Jog for Exercise
BUY_PHOTO_VIDEO	Buy Photo and Video Items	INT_FIT_WALK	Walk For Exercise
INT_OTH_SMOKING	Smoke Cigars Pipes or Other Tobacco	INT_FIT_AEROB	Do Aerobics
INT_OTH_HOME_DEC	Be Interested in Home Decorating	INT_SPORT_SPECT_AUTO	Watch Auto Racing
INT_HOB_HOME_IMP	Have a Home Improvement Hobby	INT_SPORT_SPECT_TV_SPORTS	Watch Television Sports
INT_OTH_COOK_WINE	Collect Wine	INT_SPORT_SPECT_FOOT	Watch Football
INT_OTH_COOK_GNRL	Be Interested in Cooking	INT_SPORT_SPECT_BASE	Watch Baseball
INT_OTH_COOK_GOURMET	Cook Gourmet Foods	INT_SPORT_SPECT_BSKT	Watch Basketball
INT_OTH_COOK_NAT_FOOD	Cook Organic and Natural Foods	INT_SPORT_SPECT_HOCKEY	Watch Hockey
INT_GRP_COOK	Cook at Home	INT_SPORT_SPECT_SOCCER	Watch Soccer
INT_HOB_GAMES	Be Interested in Games	INT_SPORT_TENNIS	Play Tennis
		INT_SPORT_GOLF	Play Golf
		INT_SPORT_SNOW_SKI	Ski
Gaming and Travel		INT_SPORT_MTRCYCL	Be Interested in Motorcycles
INT_TRAV_CASINO	Gamble at a Casino	INT_SPORT_NASCAR	Watch Nascar
INT_HOB_SWEEPS	Participate in Sweepstakes	INT_SPORT_BOATING	Be Interested in Boating
INT_GRP_TRAVEL	Travel	INT_SPORT_SCUBA	Be Interested in SCUBA Diving
INT_TRAV_GENL	Travel for Fun	BUY_SPORT_LEIS	Have a Sports or Leisure Interest
INT_TRAV_US	Travel in the United States	BUY_HUNTING	Hunt for Sport
INT_TRAV_INTL	Travel Internationally	INT_SPORT_FISHING	Fish for Sport
INT_TRAV_CRUISE	Take a Pleasure Cruise	INT_SPORT_CAMP	Enjoy Camping and Outdoors

Abbreviation	Description	Abbreviation	Description	
Sports and Fitness		Ethnicity Information		
INT_SPORT_SHOOT	Be Interested in Shooting and Firearms		NOTE: Ethnicity information may not be used in making a determination or offer of housing or credit, or for certain other purposes.	
INT_GRP_SPORTS	Have a Sports Hobby			
INT_GRP_OUTDOOR	Have an Outdoor Interest			
INT_FIT_HEALTH_MED	Have a Fitness Health or Medicine Interest	ETHNIC_CODE		Ethnic Code
INT_FIT_DIET	Be Interested in Diet and Weight Loss	ETHNIC_CONF		Ethnic Confidence Interval
INT_FIT_SELF_IMP	Be Interested in Self-Improvement	ETHNIC_GRP		Ethnic Group
BUY_AUTO_PARTS	Buy Auto Parts	ETHNIC_LANG		Ethnic Language
		ETHNIC_RELIG		Ethnic Religion
		ETHNIC_HISP_CNTRY	Ethnic Hispanic Country of Origin	
		ETHNIC_ASSIM	Ethnic Assimilation	

Thank you for your interest in the Analyze360® Data Dictionary!

The data dictionary includes up to 200 relevant areas of comparison, providing an even more comprehensive understanding of social dynamics, relationships, and insights from the data.

If you're looking for your own custom report with these types of in-depth insights, head over to our website to learn more about Analyze360® and to purchase a report and an analysis of your own unique data.

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