Infogroup Business and Consumer Data
Variable Listing

Historical Business Files

Company	Name of business - will have blanks
Address Line 1	Historical address
City	Historical address city
State	Historical address state
Zipcode	Historical address zip code
Zip4	Historical address zip code zip + 4
County Code	County code based upon location address/zip4 (postal)
Area Code	Area code of business
ID Code	The code that identifies the yellow page listing
Location Employee Size	Code indicating range of employees at that location
Location Sales Volume	Corporate sales volume code (ranges) represents the total sales company wide
Primary SIC Code	This field contains the 6-digit SIC code for the business's primary activity
SIC6_Descriptions	The description for the sic code
Primary NAICS Code	The description for the primary NAICS code
NAICS8 Description	The description for the NAICS code
SIC Code	A line of business that company engages in
SIC6_Descriptions (SIC)	The description for the SIC code
SIC Code 1	This field identifies an additional activity of the business.
SIC6_Descriptions	The description for the secondary SIC code
SIC Code 2	This field identifies an additional activity of the business
SIC6_Descriptions	The description for the secondary SIC code
SIC Code 3	This field identifies an additional activity of the business.
SIC6_Descriptions	The description for the secondary SIC code
SIC Code 4	This field identifies an additional activity of the business
SIC6_Descriptions	The description for the secondary SIC code
Archive Version Year	Year of data
Yellow Page Code	A numeric value assigned to yellow page heading for the sic
Employee Size (5)	Number of employees at that location, could be modeled
Sales Volume (9)	Sales volume at that location (in thousands)
Business Status Code	Indicates if record is HQ, sub, or branch
Industry Specific First Byte	Contains "number of" info. (# beds for nursing homes, # rooms for hotels)
Year Established	Year the business began operating
Office Size Code	Number of professionals per office with the same phone number
Company Holding Status	Indicates if company is a public company, private company, or a branch
ABI	Also known as IUSA number, ABI number, infogroup number or location number,
Subsidiary Number	Identifies business as a regional or subsidiary headquarters for a corporate family.
Parent Number	Identifies corporate parent of the business and also serves as the ABI number for HQ
Parent Employee Size	Parent actual employee size refers to the parent ABI record only
Parent Sales Volume	Parent actual sales refers to the parent ABI record only
Parent Employee Code	Parent employee code refers to the parent ABI record only
Parent Sales Volume Code	Parent sales code refers to the parent ABI records only
Site Number	Designates related business at one site, identifying the primary business.
Address Type Indicator	Indicates if type of address
Population Code	City-level population assigned at the zip-level
Census Tract	Census tract ID
Census Block	Census block group ID
Latitude	Parcel level assigned via point geo coding
Longitude	Parcel level assigned via point geo coding. N
Match Code	Parcel level match code of the business location.
CBSA Code	Core bases statistical area (expanded MSA code)
CBSA Level	Indicates if an area is a micropolitan or metropolitan area
CSA Code	Adjoining CBSAs. Combination of metro and micro areas
FIPS Code	First 2 bytes = state code, last 3 bytes = county code (location)

Historical Consumer Files

InfoGroup Field Definition	Output Field Description	Output Value Set	Type
INDIVIDUALID	A 12 digit number assigned to uniquely identify this HH member.	1-89,999,999,999	Char
FAMILYID	A 12 digit number assigned to uniquely identify this household (HH).	1-89,999,999,999	Char
DOWNGRADE_REASON_CODE	This indicates the reason why the household does not qualify for fulfillment.	blank=record fulfilled not blank=record suppressed	Char
DOWNGRADE_DATE	Month and year (yyyymm) household didn't qualify for fulfillment.	YYYYMM or 0	Char
RECENCY_DATE	Month and year (yyyymm) of most recent confirmation of this HH at this address	YYYYMM or 0	Char
LOCATION_TYPE	The kind of physical location or structure associated with this address.	M=MFDU, N=Nursing Home, R=Retirement Home, S=SFDU, T=Trailer, U=Undefined	Char
PRIMARY_FAMILY_IND	Indicates this record is considered to be the primary family at this address.	0=not primary HH 1=primary HH	Char
HOUSEHOLDSTATUS	Indicates whether the household qualifies for fulfillment via list rental or the general reason why it does not qualify.	F: Fulfillment S: Current but not fulfilled I: Inactive M: Move-out (household lives somewhere else)	Char
TRADELINE_COUNT	Indicates number retail credit lines and/or bank/oil company credit cards linked to HH	0-99	Char
HEAD_HH_AGE_CODE	Age of head of household	A = less than 25, B=25-29, C=30-34, D=35-39, E=40-44, F=45-49, G=50-54, H=55-59, I=60-64, J=65+ (inferred only), K=65-69 (reported), L=70-74 (reported), M=75+ (reported)	Char
LENGTH_OF_RESIDENCE	The difference (in months) between arrival date at a residence and current (system) date, converted to number of years. Range is limited to current year minus 1959.	00-17 months = 1 year 18-29 months = 2 years 30-41 months = 3 years, etc.	Char
CHILDRENHHCOUNT	Number of HH members determined to be children	0-7	Char
CHILDREN_IND	Indicates children are present in HH.	0=not present 1=present	Char
DO_NOT_CALL	Indicates HH does not want to receive telemarketing solicitations.	0=HH can receive 1=HH does not want to be called	Char
DO_NOT_MARKET	Indicates HH does not want to receive marketing solicitations.	0=HH wants to receive 1=HH does not want to receive	Char
TELE_RESTRICTED_IND	Indicates HH telephone number(s) match "no solicitation" files provided by states	0=HH telephone does not match "no solicitaion" files 1=HH telephone matches "no solicitaion" files	Char
DO_NOT_MAIL	Indicates HH does not wish to receive any direct mail offers.	0=HH can receive 1=HH does not want to receive	Char

ADDRESSTYPE	The type of address associated with this household.	D=Route Number Only, F=Street Name Only, G=General Delivery, P=Post Office Box, R=Route and Box Number, S=House Number and Street Name, else blank (no address)	Char
MAILABILITY_SCORE	Used to rank the quality of the mailing address.	See Mailability Score Tab for Decodes	Char
WEALTH_FINDER_SCORE	Modeled predicition of household wealth	0-9999 ((in $ thousands i.e. 5 means $5,000, 9999 means $9,999,000 or more).	Char
FIND_DIV_1000	FIND is a prediction of HH income.	5-500 (in $ thousands i.e. 5 means $5,000 or less, 500 means $500,000 or more).	Char
OWNER_RENTER_STATUS	Score indicating likelihood that the HH either owns their home or is renting.	9 = Home Owner (reported) 8-7 = most likely Home Owner 6-4 = unknown 3-1 = most likely Renter 0 = Renter (reported)	Char
ESTMTD_HOME_VAL_DIV_1000	Estimated home value. When more than one household (including non-fulfillment records) is at the same address (as defined by LocationID), the best home value is chosen and stored for all of them.	5-9999 (in $ thousands i.e. 5 means $5,000 or less, 9999 means $9,999,000 or more).	Char
MARITAL_STATUS	Score indicating likelihood Head of HH is married.	0 = reported single; 1 = inferred single by business rule; 2–4 = derived single via regression model; 5–6 = derived married via regression model; 7–8 = inferred married via business rule; 9 = reported married	Char
PPI_DIV_1000	Estimate of relative purchasing power of a HH, derived by adjusting FIND with the appropriate cost of living index for the county in which the HH resides.	5-500 (in $ thousands i.e. 5 means $5,000 or less, 500 means $500,000 or more).	Char
MSA2000_CODE	5-digit code that uniquely identifies the 362 Metropolitan Statistical Areas and the 560 Micropolitan Statistical Areas in the United States.	10020-49780	Char
MSA2000_IDENTIFIER	Distinguishes between Metropolitan and Micropolitan Statistical Areas.	1=Micropolitan, 2=Metropolitan, else blank	Char
CSA2000_CODE	A 3-digit code that uniquely identifies the 116 U.S. Combined Statistical Areas .	102-566	Char
CBSACODE	A 5-digit code that uniquely identifies the Core-Based Statistical Areas in the United States, whether metropolitan or micropolitan.	10020-49780 or blank	Char
CBSATYPE	Distinguishes between Metropolitan and Micropolitan Statistical Areas.	1=Micropolitan 2=Metropolitan else blank	Char

CSACODE	A 3-digit code that uniquely identifies the 116 U.S. Combined Statistical Areas .	102-566 or blank	Char
LOCATIONID	12 digit number that uniquely identifies (link together) a primary family and its associated subfamilies.	1-89,999,999,999	Char
HOUSE_NUM	Primary address number or "house number". Precedes street name and may contain alpha characters and/or a single hyphen.	varies, but is usually a number	Char
HOUSE_NUM_FRACTION	Some addresses may contain a fraction (normally following the house number).	Digit slash digit, or else blank	Char
STREET_PRE_DIR	Street pre direction abbreviation (geographic direction that precedes the street name).	N, S, E, W, NE, NW, SE, SW, blank.	Char
STREET_NAME	Official name of a street as assigned by a local governing authority.		Char
STREET_POST_DIR	Street post direction abbreviation that follows street name.	N, S, E, W, NE, NW, SE, SW, blank.	Char
STREET_SUFFIX	Street suffix abbreviation (i.e. the "type" of street).	ST (street), LN (lane), CT (court), etc	Char
UNIT_TYPE	Used to identify a type of unit within a physical location.	#,APT, BLDG, BSMT, DEPT, FL, FRNT, HNGR, LBBY, LOWR, LOT, OFC, PH, PIER, REAR, RM, SIDE, SLIP, SPC, STE, STOP, TRLR, UNIT, UPPR, or blank	Char
UNIT_NUM	If "unit type" is not blank, 1-8 characters of unit description may be carried. Blanks are also valid as many unit types require no unit number.		Char
BOX_TYPE	Some addresses may include a box identification. Blanks are valid, providing box number not present.	B=Box or P=PO Box.	Char
BOX_NUM	If box type is non-blank, 1-6 characters of box description may be present.		Char
ROUTE_TYPE	Some addresses may include a route identification. Blank is valid, if route number is not present.	G=General Delivery, H=Highway Contract, or R=Rural.	Char
ROUTE_NUM	If route type is H or R, 1-3 digits that identify the route.		Char
CITY	Post office, branch, community or locality name used for last line of a mailing label. May vary within zip code. Usually the "city" name		Char
STATE	Standard state abbreviation	AL, AK, HI, PA, etc	Char
ZIP	Zip code	00400-99999 (not all inclusive)	Char
ZIP4	Last 4 digits of the ZIP+4 code.	0000-9999	Char
DPBC	DPBC = Delivery Point Bar Code. The last two numbers of the street address(normally house number) become an extension of the zip+4 code and therefore specify a specific mail delivery point. Note the check digit included as last digit. Valid values 000 - 999, " ".		

VACANT	Indicates vacant.	0=not vacant 1=vacant	Char
USPSNOSTATS	Indicates address is not included in the USPS delivery statistics file counts.	0=Address is included 1=Address is not included	Char
LATITUDE	Angular distance north or south from the equator of a point on the earth's surface, measured on the meridian of the point.		Char
LONGITUDE	Angular distance east or west on the earth's surface, measured by the angle contained between the meridian of a given point and a prime meridian.		Char
MATCHLEVEL	Indicates level at which census geocodes and coordinates were assigned.		Char
CENSUSSTATECODE	State numerical codes assigned by the Bureau of Census for the purpose of collecting and compiling population and housing data.	01-56 (01=Alabama, 02=Alaska, etc)	Char
CENSUSCOUNTYCODE	County numerical codes assigned by the Bureau of Census (2000) for the purpose of collecting and compiling population and housing data.	001, 002, 003, etc.	Char
CENSUSTRACT	A number assigned by the Bureau of Census (2000)to identify a small geographic area for the purpose of collecting and compiling population and housing data. Census tracts are unique only within census county, and census counties are unique only within census state.	000100-999999, with 000000 meaning unknown	Char
CENSUSBLOCKGROUP	Assigned by the Bureau of Census (2000) to identify a small geographic area for the purpose of collecting and compiling population and housing data. BGs are subdivisions of census tracts and unique only within a specific census tract. Census tracts/block groups are assigned to address records via a geocoding process.	0-9	Char
CENSUS2010COUNTYCODE	County numerical codes assigned by the Bureau of Census (2010) for the purpose of collecting and compiling population and housing data.	001, 002, 003, etc.	Char
CENSUS2010TRACT	A number assigned by the Bureau of Census (2010)to identify a small geographic area for the purpose of collecting and compiling population and housing data. Census tracts are unique only within census county, and census counties are unique only within census state.	000100-999999, with 000000 meaning unknown	Char

CENSUS2010BLOCK	Assigned by the Bureau of Census (2010) to identify a small geographic area for the purpose of collecting and compiling population and housing data. BGs are subdivisions of census tracts and unique only within a specific census tract. Census tracts/block groups are assigned to address records via a geocoding process.	0-9	Char
FamilyID			
IndividualID			
non_fulfillment_code			
given_name			
middle_name			
surname			
surname_suffix_code			
title_code			
gender_code			
age			
ethnicity			