Core Demographics Package

Element Name	Description	Output Examples	Coverage
Address Type	The type of address for the location.	house_number (street address); box_number; street_name (street name only); route (route only), rout_box (route and box number)	99%
Age of Individual	The age of the individual, calculated based on date of birth	18; 56	56%
Children Count	The number of children details on the record.	0; 1; 2; 3	86%
Children: Age	The age of the child.	6; 10; 15	35%
Children: Date of Birth	The date of birth of the child.	01/01/2018; 11/14/2021	35%
Credit Card Count	The number of credit cards associated with the person.	0; 1; 2; 3	100%
Date of Birth	The person's date of birth, including year, month and day of birth and is always based on reported data (never modeled).	08/02/1993	56%
Do Not Mail	Indicates mail should not be sent to the family.	true	2%
Estimated Date of Birth	A range representing an estimation of the person's date of birth.	01/01/1963-01/31/1963	83%
Estimated Head of Family	Indicates the person is the head of their family.	true, false	100%
Estimated Married	Estimates if the person is married.	married, single	73%
Family: Adult Count	The number of adults in the household with ages 18 and older.	1,2,3	100%
Family: Appeared On	The date the family moved into the location. Use to determine length of residence.	09/1/2021	94%
Family: Behaviors	Behaviors associated with the family, estimated based on demographic and psychographic data elements that help predict consumer behaviors and attitudes.	many options...see data dicctionary	100%
Family: Children Count	Estimates the number of children in the family.	1,2,3	100%
Family: Confirmed On	The date when the family was last confirmed.	01/01/2023; 11/14/2022	100%
Family: Estimated Appeared On	A range that estimates the date the family moved into the residence.	09/01/2021-09/30/2021	100%
Family: Disposable Income	Estimates the relative purchasing power of the family by adjusting the estimated family income with the appropriate cost of living index for the county in which the family resides.	43,000; 121,000	100%
Family: Estimated Education Level	The highest education level within the family, estimated based on external survey data that is adjusted at the county, census tract, and census block group levels to better reflect the educational distributions provided by the most recent Census.	associates, post_graduate, diploma (i.e., high school), bachelors, no_diploma	100%
Family: Estimated Has Children	Estimates there are children in the family. (NOTE: Families without children may be represented as having children if their purchases or behaviors indicate an interest in children. For example, relatives who purchase gifts parents may be represented as having children.)	true, false	100%
Family: Estimated Home	Estimates if the family owns their home.	true, false	100%
Family: Estimated Income	The estimated income of the family.	43,000; 121,000	100%
Family: Estimated Liquid Assets	An estimate of a family's liquid assets. Liquid assets are assets that can be quickly converted into cash with little impact to the price received. The estimation is sourced from actual dollar measurements through an external survey containing financial behaviors, such as: savings accounts, checking accounts, stocks, bonds, money markets, mutual funds, annuities, CDs, precious metals. The estimation does not include investments such as real estate, retirement accounts, or home value.	50,000-74,999; 100,000-249,999	100%
Family: Estimated Vacation Expenses	The estimated expenses the family spends on vacations.	2,000-2,999; 100-999	100%
Family: Estimated Wealth	The estimated wealth of the family.	173,850-220,899; 97,300-126,799	100%
Family: Grandparents in Home	The family has a grandparent living in the home.	true, false	100%
Family: Home Owner	The family owns their home.	true	56%
Family: Mail Responsive	The number of years since the family responded to mail offers.	0-2; 3-4; 4+	70%

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Element Name	Description	Output Examples	Coverage
Family: Mail Purchases	Indicates the family has made a mail order purchase in the past four years.	true, false	100%
Family: Potential Investor	Indicates the family is likely to make financial investments.	true, false	100%
Gender	The gender of the person, assigned through statistical estimation based on the person's first name.	F, M	87%
Geocoordinate	Latitude and longitude for the person.	39.964396, -86.322649	100%
Grandparent	Indicates the person is a grandparent.	true, false	100%
Lifestyle Segment	The lifestyle segment of the family. Predictive modeling techniques are used to group families based on similar characteristics such as wealth, demographics, interests, and behaviors. Lifestyle Segments are ranked from 1 to 42 by median family income, where a lower value indicates a higher median income.	3, 27, 31	100%
Location Family Count	The actual number of deliverable families identified at the location.	1-1; 3-3; 10-19	100%
Mailing Score Code	The deliverability score of the location address based on actual testing. Score 1 are accurate mailable address confirmed by DPV. Score 2 are probably deliverable sinc they are DPB confirmed but may face challenges due to seasonality, drop delivery points, or general delivery situations. Score 3 might be deliverable but some will not be delivered because of missing secondary address or differences in the surname or first name compared to the NCOA database. Score 4 are probably undeliverable and Score 5 are undeliverable and should not be mailed.	1C, 2D, 3B, 4C, 5C	100%
Mortgage: Estimated Home Equity	An estimate of the current home equity.	30,000-39,999; 20,000-29,999	76%
Mortgage: Estimated Interest Rate	The interest rate on the mortgage loan.	2.83; 4.67	76%
Mortgage: Estimated Loan To Value (LTV)	The estimated loan to value ratio based on the mortgage balance divided by the estimated home value. If there is no value then it is not considered to be a homeowner.	70-79; 80-89; 50-59	76%
Mortgage: Estimated Monthly Payment	The estimated monthly payment for the mortgage.	443, 847	76%
Mortgage: Loan Amount	The amount of the mortgage loan.	43,000; 121,000	76%
Mortgage: Sale Price	The price the home sold at.	175,000; 490,000	49%
Multi Family	The location is a Multi-Family Dwelling Unit.	true, false	96%
Parent	Indicates the person is a parent, expecting parent, or potential parent.	true, false	100%
Political Party Affiliation	The person's political party affiliation.	democrat, republican, independent, undeclared, etc.	20%
Real Estate: Acres	The size of the property in acres.	0.111; 0.253	50%
Real Estate: Estimated Home Value	An estimate of the current home value.	400,000-449,999; 250,000-299,000	86%
Real Estate: Heating Type	The type of system used to heat the home.	forced_air, central, heat_pump, hot_water, electric, baseboard, natural_gas, floo_wall, radiant, steam, oil, solar, wood-burning	28%
Real Estate: Number of Rooms	The number of rooms in the home.	0 to 99	23%
Real Estate: Pool	Indicates the presence of a pool at the home.	true, false	100%
Real Estate: Square Footage	The size of the home in square feet.	775; 3,008 (max of 30,000)	48%
Real Estate: Year Home Built	The year the home was built.	ranges from 1600 to the present	76%
Registered Voter	Indicates the person is a registered voter.	true, false	100%
Updated On	The date when the latest information was obtained or confirmed for the individual. This includes changes to attributes that are programmatically assigned, such as updates to models.	01/01/2023; 11/14/2022	100%

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Element Name	All Available Output Values
Family: Behaviors	Modeled behaviors associated with the family (array); financial_planning = Financial Planning; new_cars = New Cars; suvs = SUVs; auto_loans = Auto Loans; high_risk_investments = High Risk Investments; catalog_shopping = Catalog Shopping; high_value_securities = High Value Securities; garden_maintenance = Garden Maintenance; professional_tax_prep = Professional Tax Preparation; dietary_supplements = Dietary Supplements; sports_fans = Sports Fans; major_home_remodeling = Major Home Remodeling; auto_clubs = Auto Clubs; minivans = Minivans; diet_products = Diet Products; life_insurance = Life Insurance; cruises = Cruises; buying_gifts = Buying Gifts; safety = Safety; domestic_travel = Domestic Travel; golf = Golf; nascar = Nascar; classical_music_concerts = Classical Music Concerts; luxury_hotels = Luxury Hotels; religious_donations = Religious Donations; cooking_from_scratch = Cooking From Scratch; wholesale_clubs = Wholesale Clubs; small_business_insurance = Small Business Insurance; timeshares = Timeshares; pbs_npr_donations = PBS/NPR Donations; comprehensive_auto_insurance = Comprehensive Auto Insurance; annuities = Annuities; low_risk_investments = Low Risk Investments; investment_trading = Investment Trading; rental_cars = Rental Cars; camping = Camping; country_clubs = Country Clubs; non_religious_donations = Non Religious Donations; work_health_insurance = Work Health Insurance; live_theater = Live Theater; hockey = Hockey; home_wifi = Home Wifi; business_travel = Business Travel; credit_card_rewards = Credit Card Rewards; moderate_economy_hotels = Moderate Economy Hotels; wine = Wine; high_value_stocks = High Value Stocks; fast_food = Fast Food; dog_products = Dog Products; atvs = ATVs; home_improvement = Home Improvement; buying_books = Buying Books; adult_education = Adult Education; snacks = Snacks; coupons = Coupons; politics = Politics; real_estate_investments = Real Estate Investments; business_banking = Business Banking; hybrid_cars = Hybrid Cars; country_music_concerts = Country Music Concerts; foreign_vacations = Foreign Vacations; college_football = College Football; physical_fitness_clubs = Physical Fitness Clubs; luxury_cars = Luxury Cars; online_investment_trading = Online Investment Trading; conservative_politics = Conservative Politics; power_boats = Power Boats; frequent_flying = Frequent Flying; tennis = Tennis; business_online_shopping = Business Online Shopping; family_restaurants = Family Restaurants; high_end_electronics = High End Electronics; fantasy_sports = Fantasy Sports; high_end_apparel = High End Apparel; satellite_tv = Satellite TV; salt_water_fishing = Saltwater Fishing; ebooks = E-books; green = Green; online_travel_planning = Online Travel Planning; specialty_organic_foods = Specialty Organic Foods; high_end_sporting_equipment = High End Sporting Equipment; organic_foods = Organic Foods; hunting = Hunting; higher_education = Higher Education; personal_online_shopping = Personal Online Shopping; professional_baseball = Professional Baseball; home_offices = Home Offices; college_basketball = College Basketball; alternative_medicine = Alternative Medicine; international_calls = International Calls; fresh_water_fishing = Freshwater Fishing; student_loans = Student Loans; pilates_yoga = Pilates/Yoga; low_end_sporting_equipment = Low End Sporting Equipment; outdoor_activities = Outdoor Activities; pay_per_view_movies = Pay Per View Movies; voip = VOIP; extreme_sports = Extreme Sports; theme_parks = Theme Parks; gaming = Gaming; cell_phones = Cell Phones; online_bill_payments = Online Bill Payments; social_networking = Social Networking; auto_repair = Auto Repair; public_wifi = Public Wifi; liberal_politics = Liberal Politics; onsite_tax_prep = Onsite Tax Preparation; pay_per_view_sports = Pay Per View Sports; rock_music_concerts = Rock Music Concerts; music_downloads = Music Downloads; frozen_dinners = Frozen Dinners; professional_football = Professional Football; online_gaming = Online Gaming; mobile_internet = Mobile Internet; smart_phones = Smart Phones; soccer = Soccer; tv_downloads = TV Downloads; professional_basketball = Professional Basketball; baby_products = Baby Products; professional_wrestling = Professional Wrestling; impulse_buying = Impulse Buying; compulsive_shopping = Compulsive Shopping; no_landline = No Landline.
Family: Estimated Wealth	0-549; 550-5699; 5700-20702; 20703-51302; 51303-71500; 71,501-97299; 97300-126799; 126800-173849; 173850-220,899; 220900-294,999; 295,000-369099; 369100-554049; 554050-738999; 739000-1186299; 1186300-2743732; 2743733-3218666; 3218667-3693599; 3693600-8693519; 8693520-13693439; 13,693440 (and up)