

L2 CONSUMER DATA DICTIONARY FIELDS

For nearly 50 years L2 has been the gold standard for consumer contact and targeting information

Hundreds of fields to help you find your target consumers



Individual & Household Identification:

Individual ID
Address ID
L2 Voter ID
Full Name
Name Suffix
Salutation



Contact Information:

Residence Address
Mailing Address
Secondary Address
Landline
Cell Phone
Do Not Call Flag
Delivery Point Validation Code (DPV)



District/Area Information:

Latitude/Longitude
County
Municipality

Zip Code
Congressional District
Metropolitan Statistical Area (MSA)
Core Based Statistical Area (CBSA)
Combined Statistical Area
Designated Market Area (DMA)
Census Tract
Census Block
Census Block Group
Time Zone
Population Density



Core Individual Demographics:

Date of Birth
Education
Ethnicity
Ethnic Grouping
Income
Marital Status
African American Professional
Business Owner
Christian Families
Disabled
Single-Parent
Hispanic Country of Origin
Household Net Worth
Language in Household

Level of English Proficiency
Occupation
Occupation Group
Religion
Veteran
Working Woman



Political:

Likely Political Ideology
Voter Registration Status



Household Information:

Age Ranges in Household
Children Age Ranges
Children's Apparel Purchases
Household Inferred Age Rank
Length of Residence
Number of Adults
Number of Children
Number of Generations in Household
Number of Persons in Unit
Presence of Children
Senior Adult in Household
Young Adult in Household



Home Type & Purchase Information:

Date of Refinancing
Dwelling Type
Estimated Current Value
Estimated Current Value
Confidence Score
Estimated Current Value Date
Home Mortgage Amount
Home Mortgage Lender
Home Mortgage Lender Name
Home Mortgage Loan Type
Home Mortgage Rate
Home Purchase Date
Home Purchase Price
Home Transaction Type
Home Year Built
Homeowner Probability Model
Mortgage Loan to Value Ratio
Most Recent Lender Code
Most Recent Mortgage Interest Rate
Most Recent Mortgage Interest Rate Type
PASS Prospector Home Value Mortgage
Property Home Square Footage
Property Land Square Footage
Purchase Lender Code
Purchase Mortgage Date
Refinance Loan Type
Refinancing Amount
Refinancing Amount Code
Refinancing Lender
Refinancing Rates Type
Second Mortgage Amount
Second Mortgage Date
Second Mortgage Interest Rate
Second Mortgage Lender Code
Second Mortgage Lender Name
Second Mortgage Loan Type
Second Mortgage Loan Type Code
Tax Assessed Value
Text Market Value
Texture Assessed



Home & Property Features:

Air Conditioning
Attic
Balcony
Basement in General
Bathhouse
Bathroom Count
Bedroom Count
Boat Access
Boathouse
Boatlift
Bonus Rooms
Breakfast Nook
Breezeway
Buildings on Property
Cabin
Carport
Cellar
Central Vacuum
Courtyard
Deck
Description of View (Mountain, Ocean Etc.)
Driveway Material
Elevator
Equestrian Arena
Escalator
Exterior Room
Family Room
Fence
Finished Basement
Fireplace
Flooring Material
Foundation
Game Room
Garage
Gazebo
Golf Course
Grainery
Great Room
Greenhouse
Guesthouse
Handicapped Accessible
Hardwired Alarm

Home Heating System
Home Sewer
Home Water
Intercom System
Interior Structure
Kendall
Laundry Room
Lean To
Material Used in Construction of Household
Media Room
Mudroom
Office
Outdoor Kitchen or Fireplace
Overhead Door
Parking Space Count
Patio
Pergola
Plumbing Fixtures Count
Pond
Pool
Pool House
Porch
Poultry House
Primary Exterior Wall Covering
Quonset Hut
Residential Delivery Indicator
Roof Construction Material
Rooms Count
RV Parking
Safe Room
Sauna Room
Shed
Silo
Sitting Room
Sports Court
Sprinklers
Stable
Storage Building
Stories Count
Storm Shelter
Storm Shutters
Structure Style
Study
Sunroom

Swimming Pool
Tennis Court
TV Satellite Dish
Units Count
Utility Room
Water Feature
Wet Bar
Wine Cellar



Credit Card & Score Information:

American Express Gold or Platinum Card
Credit Range
Credit Score
Discover Credit Card
Discover Gold or Premium Card
Gold or Premium Gas Credit Card
Household Number Lines of Credit
Mastercard Gold or Premium Credit Card
Newly Issued Credit Cards
Other Credit Card
Presence of Bankcard
Presence of Credit Cards
Presence of Gas or
Department Store Credit Cards
Presence of Gold or Platinum Credit Cards
Presence of Premium Credit Cards
Presence of Upscale Retail Credit Cards
Travel Entertainment Credit Card
Visa Gold or Premium Credit Card
Visa Regular Credit Card



Investing:

Active Investor
Foreign Investments
General Investments
Investing and Finance
Number of Residential
Investments Properties
Real Estate Investments
Stocks or Security Investments



Purchases:

Antique Purchases
Art Purchases
Auto Parts and Accessories
Childcare
Children's Back-To-School
Children's Toys
Club Membership
Electronics
Female Merchandise
High-End Appliance
Home Furnishings
Home Stereo Purchases
In Market for Auto Purchase
and Next Five Months
In Market for Auto Purchase
in Six Months or More
In Market for New Auto Purchase
In Market for Used Auto Purchase
Infant Apparel
Jewelry Purchaser
Luggage Purchases
Magazines
Mail Order Purchases
Mail Order Responder
Male Merchandise Buyer
Men's Apparel
Men's Big & Tall
Online Buyer
Petite Apparel
Plus Size Women's Apparel
Value Hunter
Women's Apparel
Young Men's Apparel
Young Women's Apparel



Hobbies & Interests:

Aerobic Exercise
Antiques
Arts
Audiobooks

Auto Buff
Auto Work
Automotive and Motorcycle
Racing
Aviation
Baseball
Basketball
Boardgames
Books
Camping and Hiking
Career Improvement
Career-Minded Publications
Casinos and Gambling
Children
Coins
Collectibles
Collector
Computer in Home Office
Computer Owner
Cooking Enthusiast
Cooking in General
Cosmetics
Crafts
Cruises
Cultural Arts
Dieting/Weight Loss
Do-It-Yourselfers
Domestic Travel
DVD Purchases
Equestrian/Horse Back Riding
Exercise Enthusiast
Financial News and Information
Fishing
Food and Wines
Football
Gaming
Gaming
Gardening
Gardening Farmer
General Exercise
General Travel
Golf
Grandchildren
Health and Beauty
High-Tech First Adopter

Hockey
Home Decor
Home Improvement
Houseplants
Hunter
Hunting Shooting
International Travel
Medical Health
Military Memorabilia
Motorcycles
Movies
Music
NASCAR
Natural Foods
Online Education
Outdoor Sports Generally
Parenting
Performing Arts
Photography
Playing Tennis
Public Affairs Politics
Puzzles
Reading Religious
Reading Science Fiction
Running or Jogging
Sailing and Boating
SCUBA Diving
Self-Improvement
Sewing Knitting Needle Work
Smoking
Snow Skiing
Soccer
Space and Science
Specialty Foods
Sports Generally
Sports Memorabilia
Stamps
Video Games
Walking
Woodworking



Pets:

Cats
Dogs
Pets Product Purchases



Lifestyle Categories:

Do-It-Yourself
Highbrow Living
Home
Outdoor Enthusiasts
Outdoor Sports
Professional
Sporty
Traveler
Upscale



Contribution/ Donor Information:

Animal Welfare
Arts and Culture
Charitable
Children's Causes
Community
Donates by Mail
Environmental
Environmental Issues
General Contributor
General Political Contributor
Health Institution Contributor
International Aid
Miscellaneous Charitable Giving
Political Conservative
Political Liberal
Religious Causes
Veterans Causes



Census:

Census Median Home Values
Census Medium Household Income
Community Reinvestment Act
Income Ratings
Commuting
Health Insurance Coverage
Income
Industry Type
Occupation Type
Poverty Level
Unemployment
Worker Type