

# 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



## Individual Demographics:

Gender  
Date of Birth  
Marital Status  
Occupation Group  
Occupation of Person  
Ethnic Code  
Ethnic Group  
Hispanic Country of Origin  
English Language Assimilation  
Primary Language  
Religion  
Education of Person  
Business Owner  
Investments Personal  
Email  
*Rankings*  
Social Ranking Index by Individual

Social Ranking Index by Area  
Likely Income Ranking by Area  
Likely Educational Attainment Ranking by Area



## Likely Recent Employment:

Company Name  
Standardized Title  
Source Title  
Executive Department  
Primary Exec Indicator  
Executive Level  
Physical Address  
Mailing Address  
Phone  
Area Code  
Email  
Email Available Indicator  
EIN  
Business Status Description  
Ticker Symbol  
Stock Exchange  
Location Employee Count  
Location Employee Description  
Location Sales Total  
Location Sales Description  
Year Established  
Years in Business Range  
Square Footage

Female Owned Indicator  
Minority Owned Indicator  
Minority Type  
Home Based Business Indicator  
Small Business Indicator  
Manufacturing Indicator  
Public Indicator  
Non Profit Indicator  
Domestic Foreign Owner Indicator  
Primary SIC Code  
Primary SIC Description  
Primary SIC 2Digit Code  
Primary SIC 2Digit Description  
Primary SIC 4Digit Code  
Primary SIC 4Digit Description



## Political:

Likely Political Ideology  
Registered to Vote



## Household Characteristics:

General Characteristics  
Dwelling Type  
*Dwelling Features*  
Accessibility Elevator Present  
Accessibility for the Handicapped Present  
Home Air Conditioning  
Rooms Attic Present  
Feature Balcony Present  
Rooms Basement Area  
Bath Count  
Bedrooms Count  
Rooms Bonus Room Present  
Breezeway Present  
Rooms Cellar Present  
Rooms Cellar Wine Present  
Central Vacuum Present  
Construction

Deck Present  
Escalator Present  
Rooms Exercise Present  
Exterior Code  
Fireplace Count  
Flooring Material Primary  
Foundation  
Rooms Game Present  
Rooms Great Present  
Home Heating  
Rooms Office Present  
Central Intercom Present  
Interior Structure  
Rooms Laundry Present  
Rooms Media Present  
Rooms Mud Present  
Porch Present  
Roof Construction  
Roof Material  
Rooms Count  
Rooms Safe Room Present  
Sauna Present  
Security Alarm Present  
Rooms Sitting Present  
Sound System Present  
Sprinklers Present  
Stories Count  
Storm Shutter Present  
Structure Style  
Rooms Study Present  
Rooms Sunroom Present  
Home Water  
Wet Bar Present



## Property Features:

Arbor Pergola Present  
Arena Present  
Bath House Present  
Boat Access Present  
Boat Lift Present  
Buildings Count

Cabin Present  
Courtyard Present  
Driveway Material  
Fence Code  
Gazebo Present  
Golf Course Green Present  
Granary Present  
Guest House Present  
Green House Present  
Kennel Present  
Lean-To-Present  
Outdoor Kitchen Fireplace Present  
Parking Carport Area  
Parking Garage  
Parking Garage Area  
Parking RV Parking Present  
Parking Space Count  
Patio Area  
Pond Present  
Pool  
Pool House Present  
Quonset Present  
Home Sewer  
Shed Code  
Silo Present  
Sports Court Present  
Stable Present  
Storage Building Present  
Tennis Court Present  
Units Count  
Water Feature Present  
Home Office Indicator  
Home Swimming Pool  
Homeowner Probability Model  
Length of Residence  
Number of Persons in Unit  
Single Parent Household  
Household Gender  
Christian Family  
Working Women in Household  
African-American Professional in Household  
TV Sat Dish  
Income Range Classification (CRA)  
Census Median Home Value

Population Density  
Property Home Square Footage  
Property Land Square Footage



## Home Purchase Information:

Home Purchase Price  
Home Purchase Price Code  
Home Purchase Date  
Home Purchase Year  
Home Purchase Month  
Home Purchase Day  
Home Year Built  
Home Est Current Value  
Home Est Current Value Code  
Home Est Current Value Confidence Score  
Tax Assessed Value Total  
Tax Market Value Total  
Tax Year Assessed  
Purchase Lender Name Standardized  
Home Mortgage Lender Name Standardized  
Home Mortgage Amount  
Home Mortgage Amount Code  
Home Mortgage Rate  
Home Mortgage Type  
Home Mortgage Loan Type  
Home Transaction Type  
Home Deed Date of Refinance Year  
Home Refinance Amount  
Home Refinance Amount Code  
Home Refinance Rate Type  
Home Refinance Loan Type  
Purchase 2nd Mortgage Amount  
Most Recent 2nd Mortgage Date  
Most Recent 2nd Mortgage Interest Rate Type  
Mortgage Loan to Value Ratio  
Most Recent Lender Name Standardized  
Most Recent Mortgage Amount  
Most Recent Mortgage Interest Rate

Most Recent Mortgage Interest Rate Type  
Home Deed Date of Refinance  
Home Deed Date Refinance Day  
Home Deed Refinance Month  
Home Est Current Value Date  
Home Mortgage Lender Known  
Home Refinance Lender Known



## Household Finance:

Estimated Income  
Household Net Worth  
Presence Of Credit Card  
Presence Of Gold or Platinum Credit Card  
Presence Of Premium Credit Card  
Presence Of Upscale Retail Credit Card  
Presence Of Bankcard  
Gas Dept Retail Credit Card  
American Express Credit Card  
American Express Gold Plat  
Discover Gold Premium  
Discover Regular  
Mastercard Gold Premium  
Mastercard Regular  
Visa Gold Premium  
Visa Regular  
Credit Rating  
Household Number Lines Of Credit  
Credit Range of New Credit  
Investments-Estimated Real Properties Owned



## Children in Household:

Presence of Children  
Number of Children  
Children Age 0-17  
Children Age 0 -17 Female  
Children Age 0-17 Male  
Children Age 0-17 Unknown



## Adults Within Household:

Inferred Age Rank Within Household  
Number of Adults  
Generations in Household  
Males 18-74  
Females 18-74  
Unknown Gender 18-74



## Interests and Buying Habits Within Household:

Apparel Childrens  
Apparel Infant Toddlers  
Apparel Mens  
Apparel Mens Big Tall  
Apparel Womens  
Apparel Womens Plus Size  
Apparel Young Mens  
Apparel Young Womens  
Arts and Antiques  
Art-Visual Arts Interest  
Auto work  
Automotive Buff  
Autoparts Accessories  
Aviation Interest  
Book Buyer  
Book Reader  
Books Magazines  
Camping Hiking  
Career Advancement Interest  
Childrens Babycare  
Childrens Back To School  
Childrens Learning Toys  
Collectibles Antiques  
Collectibles Arts  
Collectibles Coins  
Collectibles General  
Collectibles Sports Memorabilia  
Collectibles Stamps  
Collector Avid  
Computer Owner

Cooking Enthusiast  
Cooking General  
Cosmetics Beauty  
Current Affairs Politics  
Dieting Weightloss  
DVD Videos  
Education Online  
Electronics Movies Interest  
Equestrian Interest  
Exercise Aerobic  
Exercise Enthusiast  
Exercise Health Grouping  
Exercise Running Jogging  
Exercise Walking  
Female Merchandise Buyer  
Food Wines  
Foods Natural  
Games Board Puzzles  
Games Video  
Gaming Casino  
Gaming Interest  
Gun Owner  
Health And Beauty  
Health Medical  
High End Appliances  
Hobbies-Craft Interest  
Hobbies-Crafts Hobbies Buyer  
Hobbies-Gardening  
Hobbies- Farming Buyer  
Hobbies- History Military  
Hobbies- Photography Interest  
Hobbies- Sewing Knitting Needlework  
Hobbies-Woodworking  
Home Decor Enthusiast  
Home Improvement Grouping  
House Plants  
Invest Active  
Invest Stock Securities  
Investing Finance Grouping  
Investments  
Investments Foreign  
Investments Real Estate  
Jewelry Buyer  
Lifestyle-Broader Lifestyle  
Lifestyle- Common Lifestyle

Lifestyle- Cultural Arts Lifestyle  
Lifestyle- Do-It-Yourself Lifestyle  
Lifestyle- High Tech Leader  
Lifestyle- Highbrow Lifestyle  
Lifestyle- Home Living  
Lifestyle- Opportunity Seekers  
Lifestyle-Professional Lifestyle  
Lifestyle-Self Improvement  
Lifestyle-Sporty Lifestyle  
Lifestyle- Upscale Lifestyle  
Lifestyle- Value Hunter  
Luggage Buyer  
Mail Order Buyer  
Mail Responder  
Male Merchandise Buyer  
Membership Club  
Military Memorabilia Weapons  
Music Avid Listener  
Music Collector  
Music Home Stereo  
Music Player Device  
Musical Instruments  
News Financial  
Online Buyer  
Outdoor Enthusiast  
Outdoor Grouping  
Parenting Interest  
Pets Cats  
Pets Dogs  
Pets Multiple  
Reading SciFi  
Religious Inspiration  
Religious Magazines  
Science Space  
Smoking  
Special Foods Buyer  
Sports- Active Motorcycle  
Sports-Active Nascar  
Sports- Active Snow Skiing  
Sports-Active Tennis  
Sports-Auto Motorcycle Racing  
Sports- Baseball  
Sports-Basketball  
Sports-Boating Sailing  
Sports-Fisher

Sports-Football  
Sports-Golf Enthusiast  
Sports-Grouping  
Sports-Hockey  
Sports-Hunter  
Sports-Hunting Shooting  
Sports-Outdoor Sports Lover  
Sports- Scuba Diving  
Sports- Soccer  
Sports- TV Sports  
Sweepstakes Interests  
Theater Performing Arts  
Travel Cruises  
Travel Domestic  
Travel Grouping  
Travel Interest  
Travel International  
Veteran In Household



## Household Contribution Patterns:

Charitable Contributor  
Donor Animal Welfare  
Donor Arts Cultural  
Donor By Mail  
Donor Children Causes  
Donor Environmental  
Donor Environmental Issues  
Donor International Aid  
Donor Political Conservative  
Donor Political Liberal  
Donor Veterans  
General Contributor  
Health Institution Contributor  
Political Contributor  
Religious Contributor



## Automobile Purchasing:

Auto Buy Interest in the New Year



## Vehicle Ownership:

### *Auto Ownership Data*

Body Class  
Fuel Type  
Make  
Model  
Series  
Trim  
Vehicle Type  
Year

### *Auto Purchase Method*

Estimated Purchase Date  
Lien  
Purchase Type  
Transaction Type

### *Motorcycle Ownership Data*

Make  
Model



## Census Data:

### *General*

Area Below Poverty Level Families  
Area Below Poverty Level Percent Unemployed  
Area Health Insurance Coverage No Health Insurance  
Area Percentage Unemployed

### *Commuting*

Area Commuting to Work Car Truck Van Drove Alone  
Area Commuting to Work Car Truck Van Carpooled  
Area Commuting to Work Public Transit Excluding Taxi  
Area Commuting to Work Walked  
Area Commuting to Work Other Means  
Area Commuting to Work Work at Home

### *Occupations in Area*

Area Occupation Management Business Science and Arts

Area Occupation Natural Resources Construction Maintenance

Area Occupation Production Transportation Material Moving

Area Occupation Sales Office

Area Occupation Service