

NEUSTAR USER GUIDE

Pure Append: Output File Layout and Return Reference Documentation

November 2012

This reference document is a data key that provides explanations for all data return fields populated by Neustar Pure Append after a phone append job.

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Pure Append

This append type is what a user will select when they want to append data to an input record that has some combination of name and address data. There are two packages that a user has to choose from in Phone Append mode, those are Pure Basic and Pure Contact. The following fields are what will be returned in Phone Append mode, with both the Pure Basic and Pure Contact packages:

Pure Basic

This value-add data return package provides intelligence on the phone number that Pure Append appended to the input record. The following fields are returned when the Pure Basic package is selected:

Neustar Appended Phone Number

This position contains an appended, corrected or verified Pure Append telephone number. In some cases, the phone number may be only 7 digits long (the first 7 digits). This indicates that this is a telephone number that is “not publicly available”. If no match was found, this field is blank

Phone Match Type

This position indicates if a match was achieved and, if so, what type of match. Pure Append arrives at a match by first enhancing the input data during the process to improve the overall match rate as well as the accuracy of the match. Then, individual record name (surname, first name, middle initial) and address (street number, street name, unit numbers, city, state and zip code at the most detailed level possible) elements are considered separately and in combination during the match process to achieve the most accurate and recent match possible. If an input phone number is available, it also is used to help determine a match.

The types of matches possible are as follows:

Values	Match Type	Description
A	Verification	10 -digit input phone number matches 10-digit Pure Append phone number
B	7-Digit Verification	10-digit input phone number matches 7-digit Pure Append phone number
C	10-Digit Correction	First 7 digits of input phone number match first 7 digits of Pure Append phone number, but last 3 digits do not match. Pure Append 10-digit phone number provided to correct input phone number
D	10-Digit Append	Input phone number blank or invalid (not in North American Dialing Plan). Pure Append returns 10-digit phone number
E	7-Digit Append	Input phone number blank or invalid. Pure Append returns 7-digit phone number
F	10-Digit Correction	10-digit input phone number does not match Pure Append 10-digit phone number. Pure Append 10-digit phone number provided to correct input phone number
G	7-Digit Correction	First 7 digits of 10-digit input phone number does not match Pure Append 7-digit phone number. Pure Append 7-digit phone number provided to correct first 7-digits of input phone number

Blank	No Match	Blank or 10-digit input phone number does not match any Pure Append 10-digit or 7-digit numbers
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Match Composite Score

With values ranging from 80-100, the Matched Composite Score summarizes the various input variable and match scores within the Pure Append match logic process to indicate the overall match quality level. A score in the immediate 80+ range indicates that there was a unique address match with a different name or at least a similar name match with a different address. As the scores increase from 80 to 100, the quantity and the quality of an input record's name, address and phone number (if available) components' match to a Pure Append record increases.

These numeric scores can be categorized as follows:

Numeric Score	Match Quality Category	Description
96-100	Level 1	Exact Surname and Exact Address Components
91-95	Level 2	Inexact Surname and Exact Address Components
86-90	Level 3	Exact Address, No name match (excludes apt buildings) or Exact Surname, Missing Address Components
80-85	Level 4	Inexact name and Address Components or Exact Surname, Lowest level address matching (ZIP Code)

In addition, there is an alphabetic value after the numeric score providing further match detail similar to the information in Position 2. These values are:

Values	Description
b	Blank or invalid input phone number field
N	No 7- or 10-digit match to the input phone number on the Pure Append database
P	Partial Number Match; the first 7 digits of input phone number match 7 digits of a Pure Append 10-digit phone number
S	Seven Digit Match/Verification; the first 7 digits of input phone number match a Pure Append 7-digit phone number
T	Ten Digit Match/Full Verification; 10-digit input phone number matches a 10-digit Pure Append phone number

Phone Status Code

This is a code indicating the connectivity status of the Neustar Append Telephone Number. These codes are unique for each record returned.

The connectivity codes are as follows:

Values	Description
C	High Confidence C onnected Phone Number
D	High Confidence D elisted Phone Number (about 80% of “delists” are disconnects)
U	U nknown Status (50-70% of “unknown” are connected phone numbers)
P	Not indicated as being a “ P ublished” phone number on some Pure Append data sources. (Categorized the same as “ U ” numbers in Summary Report and treated the same).

Pure Contact

This value-add data return package includes all of the elements in the Pure Basic package plus the additional elements outlined here. It can be used for name and address verification, standardization, enhancement and quality analysis — along with still appending a 7 or 10-digit phone number. The following fields are returned when the Pure Contact package is selected:

Neustar Appended Telephone Number

This position contains an appended, corrected or verified Pure Append telephone number. In some cases, the phone number may be only 7 digits long (the first 7 digits). This indicates that this is a telephone number that is “not publicly available”. If no match was found, this field is blank.

Phone Match Type

This position indicates if a match was achieved and, if so, what type of match. Pure Append arrives at a match by first enhancing the input data during the process to improve the overall match rate as well as the accuracy of the match. Then, individual record name (surname, first name, middle initial) and address (street number, street name, unit numbers, city, state and zip code at the most detailed level possible) elements are considered separately and in combination during the match process to achieve the most accurate and recent match possible. If an input phone number is available, it also is used to help determine a match.

The types of matches possible are as follows:

Values	Match Type	Description
A	Verification	10-digit input phone number matches 10-digit Pure Append phone number
B	7-Digit Verification	10-digit input phone number matches 7-digit Pure Append phone number
C	Correction	First 7 digits of input phone number match first 7 digits of Pure Append phone number, but last 3 digits do not
D	Append	Input phone number blank for invalid (not in North American Dialing Plan). Pure

		Append returns 10-digit phone number
E	7-Digit Append	Input phone number blank or invalid. Pure Append returns 7-digit phone number
F	Correction	10-digit input phone number does not match Pure Append 10-digit phone number. Pure Append 10-digit phone number provided to correct input phone number
G	7-Digit Correction	First 7 digits of 10-digit input phone number does not match Pure Append 7-digit phone number. Pure Append 7-digit phone number provided to correct first 7-digits of input phone number
Blank	No Match	Blank or 10-digit input phone number does not match any Pure Append 10-digit or 7-digit numbers

Match Composite Score

With values ranging from 80 to 100, the Matched Composite Score summarizes the various input variable and match scores within the Pure Append match logic process to indicate the overall match quality level. A score in the immediate 80+ range indicates that there was a unique address match with a different name or at least a similar name match with a different address. As the scores increase from 80 to 100, the quantity and the quality of an input record's name, address and phone number (if available) components' match to a Pure Append record increases.

These numeric scores can be categorized as follows:

Numeric Score	Match Quality Category	Description
96-100	Level 1	Exact Surname and Exact Address Components
91-95	Level 2	Inexact Surname and Exact Address (Exact First name matches will result in scores in the upper part of the range) or Exact Name match in the correct building
86-90	Level 3	Exact Address, No name match (excludes apt buildings) or Exact Surname, Missing Address Components
80-85	Level 4	Inexact name and Address Components or Exact Surname, Lowest level address matching (ZIP Code)

In addition, there is an alphabetic value after the numeric score providing further match detail similar to the information in Position 2. These values are:

Values	Description
b	Blank or invalid input phone number field
N	No 7- or 10-digit match to the input phone number on the Pure Append database
P	Partial Number Match; the first 7 digits of input phone number match 7 digits of a Pure Append 10-digit phone number
S	Seven Digit Match/Verification; the first 7 digits of input phone number match a Pure Append 7-digit phone number

T	Ten Digit Match/Full Verification; 10-digit input phone number matches a 10-digit Pure Append phone number
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Phone Status Code

This is a code indicating the connectivity status of the *Neustar Appended Telephone Number*. These codes are unique for each record returned.

The connectivity codes are as follows:

Values	Description
C	High Confidence C onnected Phone Number
D	High Confidence D elisted Phone Number (about 80% of “delists” are disconnects)
U	U nknown Status (50-70% of “unknown” are connected phone numbers)
P	Not indicated as being a “ P ublished” phone number on some Pure Append data sources. (Categorized the same as “ U ” numbers in Summary Report and treated the same).

Input Address Score

This is a score of the degree to which an input address was modified during address standardization, if required. It provides detailed and valuable information regarding the overall quality of an input record address.

Scoring of input address is against ‘address line 1’ and ‘last line’. ‘Address line 1’ is the equivalent of what is usually the first line in a mailing address. ‘Last line’ contains the city, state, and ZIP code components of a mailing address.

The following codes will appear if the input address was not standardized:

Value	Description
S	Source record is complete/sufficient enough to be a “standardized” address
b	Address line 1 was blank
R	No zip code
N	N on-blank input that cannot be standardized

If Address is standardized by Pure Append, none of the above codes will appear. Instead, a 9-digit score appears, each position of the 9-digit score is defined below:

Position	Description
1	“I” if default firm/highrise, otherwise “E”
2	5-digit ZIP Code was changed – “Y” or “N”

3	ZIP+4 was added/changed – “Y” or “N”
4	City was changed – “Y” or “N”
5	State was changed – “Y” or “N”
6	Street Name was changed – “Y” or “N”
7	Street Type (e.g. St, Rd, Ave) was changed – “Y” or “N”
8	Pre-Directional was changed – “Y” or “N”
9	Post-Directional was changed – “Y” or “N”

Input Phone Score

This is a score of the degree to which an input phone number is part of the NADP (North American Dialing Plan).

Invalid phone numbers return one of the following codes:

Values	Description
b	No phone input
N	Invalid phone input

Valid phone numbers return a 9 position code:

Position	Definition	Codes
1-2	NPA/NXX Type	00 – POTS (Plain Old Telephone Service) 01 – Mobile (IMTS – Improved Mobile Telephone Service) 02 – Fully Dedicated Paging 03 – Packet Switching 04 – Fully Dedicated Cellular 05 – Test Code 06 – Maritime 07 – Air to Ground 08 – 800 Service 09 – 900 Service 10 – Called Party Pays 13 – Directory Assistance 50 – Shared between 3 or more (POTS, Cellular, Paging)

		<p>51 – Shared between POTS and Mobile</p> <p>52 – Shared between POTS and Paging</p> <p>54 – Shared between POTS and Cellular</p>
3	Point Code	<p>0 – Non-protect 48 states, Alaska, Hawaii</p> <p>1 – Protected Code</p> <p>2 – Canadian</p> <p>3 – Mexican</p> <p>4 – Mexican</p> <p>5 – 900 Service Number</p> <p>6 - PCS</p>
4	Time Zone	<p>0 – Not Applicable</p> <p>1 – Samoa</p> <p>2 – Hawaii</p> <p>3 – Alaska/Yukon</p> <p>4 – Pacific</p> <p>5 – Mountain</p> <p>6 – Central</p> <p>7 – Eastern</p> <p>8 – Atlantic</p> <p>9 - Newfoundland</p>
5	Daylight Savings Observed	<p>1 – Yes</p> <p>0 – No</p>
6	Dialable Number	<p>1 – Yes</p> <p>0 – No</p>
7-8	FIPS State Code	Two Digit Code for each US State
9	Area Code Split Applied	<p>Y – If phone is provided with old area code during permissible dialing period (when both old and new area codes are valid)</p> <p>N – Area Code of phone is not undergoing a split</p>

Name Match Score

This is a score of the degree to which an input name matches a Pure Append database record.

Position is 1 character for business records (character represents full business name) and 3 comma

separated characters for consumer records (separate character for Last Name, First Name and Middle Initial).

This field returns the following characters:

Values	Description
E	Exact match between input name and Pure Append name
I	Inexact match between input name and Pure Append name, but somewhat similar using standard algorithms
N	No match on name between input name and Pure Append name
b	Input name is blank, or both input name and Pure Append name is blank

Address Match Score

This position provides a match quality level score between an input record's address and the matching address found on the Pure Append database. A 2-4 character score is returned for this field. The first character in the code is a "search domain" (Ex: A return code of 3Pb has a "search domain" of 3). The characters returned after the search domains are unique to that search domain. Interpreting the code requires referring to the table of search domains (below), then referring to the specific return values for that domain *(in green)*.

The following are the possible values for search domains:

Values	Description
1	Matched on input record 11-digit DPC on the input record or generated during address standardization
2	Matched on an alternate 11-digit DPC for the same address
3	Matched on input record ZIP+4, address standardized ZIP+4, or alternate ZIP+4 for firm/high rise
4	Matched on input record 5-digit ZIP

Search Domain 1 or 2 — Match on DPC

For returned search domains of "1" or "2" (first character), a second character is also returned which relates to the quality of the overall address match to Pure Append.

Possible return values here are:

Values	Description
P	Unique and precise 11-digit DPC is used in match
I	Default 11-digit DPC for firm/high rise or rural route is used in match

EXAMPLE

1P (input record matches on at a unique 11-digit DPC level)

Search Domain 3 — Alternate Zip+4 Match #1

This match scenario accounts for potentially different primary and secondary address number elements between the input record and Pure Append. For returned search domains of “3” (first character), there can be up to 2 additional characters returned. The first character represents the search domain (see above). The second character represents the primary address and the third character represents the secondary address.

Return values for character “2” are:

Values	Description
P	Input primary address number matches Pure Append exactly
I	Input primary address number is a close match to Pure Append
N	Input primary address number does not match Pure Append
b	Input primary address number is blank

Return values for character “3” (please note difference from character “2” definitions) are:

Values	Description
P	Secondary address is required. Input secondary address exactly matches Pure Append secondary address
I	Secondary address is required. Input secondary address closely matches Pure Append secondary address
N	Secondary address is required. Input secondary address does not match Pure Append secondary address. This includes cases where one or both of the secondary addresses are blank
b	Secondary address should not be present and is therefore blank

EXAMPLES:

3Pb = Exact match on primary address at zip+4 level with no secondary address required

3PN = Exact match on primary address at zip+4 level with required secondary address. Either the secondary addresses do not match, or one or both are blank.

Search Domain 4 — Alternate ZIP+4 Match #2

Similar to “Domain 3”, this match scenario also accounts for potentially different primary and secondary address elements (street name and building number) between the input record and Pure Append. For returned search domains of “4” (first character), there are 3 additional characters returned. The first character represents the search domain (see above). The second character is the match on primary street name. The third character measures the match level on primary street number. The fourth character is the match on the record’s secondary address elements.

Return values for character “2” are:

Values	Description
P	Primary input street name matches Pure Append exactly
I	Primary input street name is a close match to Pure Append
N	Primary input street name does not match Pure Append
b	Primary input or Pure Append street name is blank

Return values for character “3” (please note difference from character “2” and “4” definitions) are:

Values	Description
P	Primary input street number matches Pure Append exactly
I	Primary input street number is a close match to Pure Append
N	Primary input street number does not match Pure Append
b	Primary input or Pure Append street number is blank

Return values for character “4” (please note difference from character “2” and “3” definitions) are:

Values	Description
P	Secondary address is required. Input secondary address exactly matches Pure Append secondary address
I	Secondary address is required. Input secondary address closely matches Pure Append secondary address
N	Secondary address is required. Input secondary address does not match Pure Append secondary address. This includes cases where one or both of the secondary addresses are blank
b	Secondary address should not be present and is therefore blank

EXAMPLE:

4PPb = Match at zip code level on exact street name and precise building number. Secondary address is not required.

Name

Last Name, First Name, Middle Initial matched to Neustar Pure Append record.

Address Line 1

Address Street Number, Street Name, Street Type matched to Neustar Pure Append record.

Address Line 2

Secondary Address element (if applicable) matched to Neustar Pure Append record.

City

Postal City matched to Neustar Pure Append record.

State

State matched to Neustar Pure Append record.

Zip/DPC

Zip/DPC matched to Neustar Pure Append record.

Reverse Append

This append type is what a user will select when they want to append data to only an input phone number. The following fields are what will be returned when a user runs a Reverse Append job.

Neustar Matched Phone Number

This position is populated by the phone number that Pure Append matched in its database. Even if an address was not matched for this phone, the field will be filled and a corresponding match code will appear so long as Pure Append found the number in the North American Dialing Plan (NADP).

Phone Match Type

This position defines how well the address was matched to the Neustar Pure Append record.

The codes are as follows:

	Description
1	USPS standardized address. All components DPV verified.
11	USPS standardized address. Only primary address is DPV verified.
12	USPS standardized address. Not DPV verified. Either the primary address has a building or box number missing, incomplete, or ambiguous, OR one or more primary/secondary address components are not consistent with USPS AMS Zip+4 record.
21	Valid US POTS ("Plain Old Telephone Service") number: Missing address linkage. Have Zip+4 of switch phone number is assigned too.
22	Valid Phone Number: No address linkage or switch information.
23	Invalid Phone Number: Number not currently available in North American Dialing Plan

**Codes 1 – 12 are valid and usable matches. Codes 21 – 23 are not considered completely usable.

Consumer Name

Last Name, First Name, Middle Initial matched to Neustar Pure Append record.

Business Name

Business Name matched to Neustar Pure Append record.

Address Line 1

Address Street Number, Street Name, Street Type matched to Neustar Pure Append record.

Address Line 2

Secondary Address element (if applicable) matched to Neustar Pure Append record.

City

Postal City matched to Neustar Pure Append record.

State

State matched to Neustar Pure Append record.

Zip/DPC

Zip/DPC matched to Neustar Pure Append record.

Carrier Route

Carrier Route matched to Neustar Pure Append record.

Premium Content

Pure Append offers additional premium content elements that can be appended onto matched phone append input records by selecting these features in the Pure Append Batch Wizard:

- Record and Phone Type
- Basic and Enhanced Demographics
- Prizm Codes
- Real-Time DNC Identification
- Wireless to Wireline Portability Identification

The following are the return codes for each of the enhanced data elements as well as what fields are returned with each selection. These data elements are listed in the order in which they are returned.

Record and Phone Type

By selecting the *Record and Phone Type* option, you will have the following fields appended to your output:

- US Postal Service Zip+4 Type
- Phone/Exchange Type
- Household Relationship Code
- Time Zone
- Daylight Savings Time Observed

US Postal Service Zip+4 Type

Categorizes the Zip+4 of the input address as one of the following:

Values	Description
H	High-rise
F	Firm
S	Street Address
P	PO Box
R	Rural Route

Phone/Exchange Type

The type of phone (e.g. POTS, Wireless, Pager, etc.) based on the first 7 digits of the phone number.

Possible phone type codes:

Values	Description
00	POTS (Plain Old Telephone Service)
01	Mobile (Improved Mobile Telephone Service – IMTS)
02	Fully Dedicated Paging
03	Packet Switching
04	Fully Dedicated Cellular
05	Test Code
06	Maritime
07	Air to Ground
08	800 Service
09	900 Service
10	Call Party Pays
11	Information Provider Services
13	Directory Assistance
14	Special Calling Cards
15	Official Exchange Carrier Service
16	Originating Only
17	Billing Only
18	800 Data Base
30	Broadband
50	Shared between 3 or more (POTS, Cellular, Paging, Mobile)
51	Shared between POTS and Mobile
52	Shared between POTS and Paging
54	Shared between POTS and Cellular

55	Special Billing Option – Cellular
56	Special Billing Option – Paging
57	Special Billing Option - Mobile
58	Special Billing Option shared between 2 or more (Cellular, Paging, Mobile)
60	Service Provider Request SELECTIVE Local Exchange Company IntraLATA Special Billing Option - Cellular
61	Service Provider Request SELECTIVE Local Exchange Company IntraLATA Special Billing Option - Paging
62	Service Provider Request SELECTIVE Local Exchange Company IntraLATA Special Billing Option - Mobile
63	Combination of 60, 61, 62
64	Personal Communication Services (PCS)
65	Misc. Service (non-500, PCS, etc.)
66	Shared between POTS and Misc. Service
67	Special Billing Option - PCS / Misc. Service
68	Service Provider Request SELECTIVE Local Exchange Company IntraLATA Special Billing Option - PCS/Misc.
88	Toll Station - Ring Down
99	Undetermined Type

Record Type

This field indicates whether the phone is registered as a business or residence.

Valid responses are:

Values	Description
B	Business
R	Residence
Blank	Unknown

Household Relationship Code

When the Neustar database indicates there are multiple records with the same unique household or business identifier for a match, this code indicates if the returned record is the preferred or secondary record for that match.

Valid responses are:

Values	Description
P	Preferred
S	Secondary
Blank	Non-preferred

Time Zone

This is the time zone that the number resides in.

Time zone codes are as follows:

Values	Description
0	Not Applicable
1	Samoa
2	Hawaii
3	Alaska/Yukon
4	Pacific
5	Mountain
6	Central
7	Eastern
8	Atlantic
9	Newfoundland

Daylight Savings Time Observed

Indicates if Daylight Savings time is observed in the time zone from which the phone number originates.

Valid Responses are:

Values	Description
1	Yes
2	No

Basic Demographic Information

By selecting the *Basic Demographic Information* option, you will have the following fields appended to your output:

- Marital Status
- Number of Children
- Presence of Children Age 0-2
- Presence of Children Age 3-5
- Presence of Children Age 6-10
- Presence of Children Age 11-15
- Presence of Children Age 16-17
- Presence of Children Age 0-17, Unknown Gender
- Household Type (Family Composition)
- Dwelling Type
- Home Ownership
- Median Home Value
- Length of Residence
- Income Predictor/Household Income
- Miscellaneous Credit Card
- Standard Retail Card
- Standard Specialty Card
- Upscale Retail Card
- Upscale Specialty Card
- Bank Card
- Oil/Gas Card
- Finance Company Card
- Travel/Entertainment Card

- Verification Date
- Given Name
- Middle Initial
- Gender
- Age

Marital Status

Returned code indicates the marital status of the primary householder.

Valid responses are:

Values	Description
0	Unknown or None
1	Married
2	Single
3	Married and Single in Household

Number of Children

Returned code indicates the number of children living with the primary householder.

Time zone codes are as follows:

Values	Description
U	Unknown
0	No Children
1	One Child
2	Two Children
3	Three Children
4	Four Children
5	Five Children
6	Six Children
7	Seven Children
8	Eight Children
9	Nine or More Children

Presence of Children Age 0-2

Returned code indicates if any children live in the household of the matched record between the ages of 0-2. If children are present in the household that fall in this age group, returned code indicates the gender of the children present.

Valid responses are:

Values	Description
U	Unknown
0	No Children
1	Male Present
2	Female Present
3	Male and Female Present
4	Unknown Gender Present
5	Male and Unknown Gender Present
6	Female and Unknown Gender Present
7	Male, Female and Unknown Gender Present

Presence of Children Age 3-5

Returned code indicates if any children live in the household of the matched record between the ages of 3-5. If children are present in the household that fall in this age group, returned code indicates the gender of the children present.

Valid responses are:

Values	Description
U	Unknown
0	No Children
1	Male Present
2	Female Present
3	Male and Female Present
4	Unknown Gender Present
5	Male and Unknown Gender Present
6	Female and Unknown Gender Present

7	Male, Female and Unknown Gender Present
---	---

Presence of Children Age 6-10

Returned code indicates if any children live in the household of the matched record between the ages of 6-10. If children are present in the household that fall in this age group, returned code indicates the gender of the children present.

Valid responses are:

Values	Description
U	Unknown
0	No Children
1	Male Present
2	Female Present
3	Male and Female Present
4	Unknown Gender Present
5	Male and Unknown Gender Present
6	Female and Unknown Gender Present
7	Male, Female and Unknown Gender Present

Presence of Children Age 11-15

Returned code indicates if any children live in the household of the matched record between the ages of 11-15. If children are present in the household that fall in this age group, returned code indicates the gender of the children present.

Valid responses are:

Values	Description
U	Unknown
0	No Children
1	Male Present
2	Female Present
3	Male and Female Present
4	Unknown Gender Present
5	Male and Unknown Gender Present

6	Female and Unknown Gender Present
7	Male, Female and Unknown Gender Present

Presence of Children Age 16-17

Returned code indicates if any children live in the household of the matched record between the ages of 16-17. If children are present in the household that fall in this age group, returned code indicates the gender of the children present.

Valid responses are:

Values	Description
U	Unknown
0	No Children
1	Male Present
2	Female Present
3	Male and Female Present
4	Unknown Gender Present
5	Male and Unknown Gender Present
6	Female and Unknown Gender Present
7	Male, Female and Unknown Gender Present

Presence of Children Age 0-17, Unknown Gender

Returned code indicates if any children live in the household of the matched record between the ages of 0-17, and the gender of the children is unknown.

Valid responses are:

Values	Description
U	Unknown
1	Unknown gender 0-17, present
2	Unknown gender 0-17, inferred from household data

Household Type (Family Composition)

This code provides an overview of the composition of the household for the record.

Valid responses are:

Values	Description
UU	Composition Unknown
01	Married (husband and wife present) with children (under age 18) present. (This code is used if any one of our sources specified married household).
02	Married (husband and wife present) with NO children (under age 18) present. (This code is used if any one of our sources specified married household).
03	Two persons, one male and one female – marital status unknown – with children (under age 18) present.
04	04 = Two persons, one male and one female – marital status unknown – with NO children (under age 18) present.
05	Male householder with one or more other persons of any gender with children (under age 18) present.
06	Male householder with one or more other persons of any gender with NO children (under age 18) present.
07	Female householder with one or more other persons of any gender with children (under age 18) present.
08	Female householder with one or more other persons of any gender with NO children (under age 18) present.
09	Two or more persons of unknown gender with children (under age 18) present.
10	Two or more persons of unknown gender with NO children (under age 18) present.
11	One person (Male Householder) with children (under age 18) present.
12	One person (Male Householder) with NO children (under age 18) present.
13	One person (Female Householder) with children (under age 18) present.
14	One person (Female Householder) with NO children (under age 18) present.
15	One person (unknown gender) with children (under age 18) present.
16	One person (unknown gender) with NO children (under age 18) present.

Dwelling Type

This code indicates what type of dwelling the primary householder of the input record resides in.

Valid responses are:

Values	Description
0	Unknown
1	Single

2	Multiple with < 5 surnames with apt. #
3	Multiple with < 5 surnames without apt. #
4	Multiple with 5-9 surnames without apt. #
5	Multiple with 10+ surnames with apt. #
6	Multiple with 10+ surnames with apt. #
7	Multiple with 10+ surnames without apt. #

Home Ownership

Returned code indicates if primary householder is an owner or renter of their dwelling.

Valid responses are:

Values	Description
0	No Information
1	Definite Renter
2	Probable Renter
3	Probable Owner
4	Definite Owner

Median Home Value

Returned value indicates the median home value for dwelling the record resides in.

Valid responses are expressed in thousands:

EXAMPLE: 0209 = \$209,000; Blank or zero data will be returned as "0000".

Length of Residence

Returned value indicates the length of time primary householder has lived in their current residence.

Valid responses are:

Values	Description
A	00-06 Months
B	07-12 Months
C	13-18 Months
D	19-24 Months

E	In the 3 rd Year
F	In the 4 th Year
G	In the 5 th Year
H	In the 6 th Year
I	In the 7 th Year
J	In the 8 th Year
K	In the 9 th Year
L	In the 10 th Year
M	In the 11 th Year
N	In the 12 th Year
O	In the 13 th Year
P	In the 14 th Year
Q	In the 15 th Year
R	In the 16 th Year
S	In the 17 th Year
T	In the 18 th Year
U	In the 19 ^h Year
V	In the 20 th Year or More

Median Census Income

Returned code indicates the predicted income of the primary householder.

Valid responses are:

Values	Description
0	Unknown/No Data Available
1	Under \$15,000
2	\$15,000-\$19,000
3	\$20,000 - \$29,999

4	\$30,000 - \$39,999
5	\$40,000 - \$49,999
6	\$50,000 - \$74,999
7	\$75,000 - \$99,999
8	\$100,000 - \$124,999
9	\$125,000 - \$149,999
A	\$150,000 or More

Miscellaneous Credit Card

Returned code indicates if the primary householder has any miscellaneous credit cards.

Valid responses are:

Values	Description
0	No
1	Yes

Standard Retail Card

Returned code indicates if the primary householder has any standard retail credit cards.

Valid responses are:

Values	Description
0	No
1	Yes

Standard Specialty Card

Returned code indicates if the primary householder has any standard specialty credit cards.

Valid responses are:

Values	Description
0	No
1	Yes

Upscale Retail Card

Returned code indicates if the primary householder has any upscale retail credit cards.

Valid responses are:

Values	Description
0	No
1	Yes

Upscale Specialty Card

Returned code indicates if the primary householder has any upscale specialty credit cards.

Valid responses are:

Values	Description
0	No
1	Yes

Bank Card

Returned code indicates if the primary householder has any bank cards.

Valid responses are:

Values	Description
0	No
1	Yes

Oil/Gas Card

Returned code indicates if the primary householder has any oil/gas cards.

Valid responses are:

Values	Description
0	No
1	Yes

Finance Company Card

Returned code indicates if the primary householder has any finance company cards.

Valid responses are:

Values	Description
0	No
1	Yes

Travel/Entertainment Card

Returned code indicates if the primary householder has any travel/entertainment cards.

Valid responses are:

Values	Description
0	No
1	Yes

Verification Date

Returned value indicates the last time that the demographic data was verified. This returned value is expressed as: yyyyymm

Given Name

Returns up to five additional first names of people living in the household that are over the age of 17, this field is returned blank if no data is available.

Middle Initial

Returns the middle initial of up to five additional people living in the household that are over the age of 17, this field is returned blank if no data is available.

Gender

Returns the gender of up to five additional people living in the household that are over the age of 17.

Valid responses are:

Values	Description
U	Unknown
1	Male
2	Female
3	Female with Male Name

Age

Returns the ages of up to five additional people living in the household who are over the age of 17.

Valid responses are:

Values	Description
UU	Not Present
18-98	Age within Two Years of Birth
99	Age 99 and older

*If birthdate is not present, age is inferred

Birthdate

Returns the month and year of birth of up to five additional people living in the household who are over the age of 17. The returned value is expressed as: yyyyymm.

Enhanced Demographic Information

By selecting the *Enhanced Demographic Information* option, you will have the following fields appended to your output:

- Presence of Adults Unknown Age
- Presence of Adults Age 75+ Specific
- Presence of Adults Age 65-74 Specific
- Presence of Adults Age 55-64 Specific
- Presence of Adults Age 45-54 Specific
- Presence of Adults Age 35-44 Specific
- Presence of Adults Age 25-34 Specific
- Presence of Adults Age 18-24 Specific
- Presence of Adults Age 65+ Inferred
- Presence of Adults Age 45-64 Inferred
- Presence of Adults Age 34-44 Inferred
- Presence of Adults Age Under 35 Inferred
- Narrow Band Income
- Occupation Code
- Household Age Code
- Household Age Indicator
- Nielsen County Size

- DMA Code
- Structure Year
- Number of Persons in Household
- Number of Adults in Household

Presence of Adults Unknown Age

Returned code indicates if any adults live in the household of the matched record and their age is unknown. If adults are present in the household and their age is unknown, returned code indicates the gender of the adults present.

Valid responses are:

Values	Description
Blank, U	None Present or Unknown
1	Male Present
2	Female Present
3	Male and Female Present
4	Unknown Gender Present
5	Male and Unknown Gender Present
6	Female and Unknown Gender Present
7	Male, Female and Unknown Gender Present

Presence of Adults Age 75+ Specific

Returned code indicates if any adults live in the household of the matched record and their age is 75+. If adults are present in the household and their age falls into this group, the returned code indicates the gender of the adults present. This field is returned when there is specific data in the Neustar database of the gender of the adults in the household who fall in this age group.

Valid responses are:

Values	Description
Blank, U	None Present or Unknown
1	Male Present
2	Female Present
3	Male and Female Present
4	Unknown Gender Present

5	Male and Unknown Gender Present
6	Female and Unknown Gender Present
7	Male, Female and Unknown Gender Present

Presence of Adults Age 65-74 Specific

Returned code indicates if any adults live in the household of the matched record and their age is between 65-74. If adults are present in the household and their age falls into this group, the returned code indicates the gender of the adults present. This field is returned when there is specific data in the Neustar database of the gender of the adults in the household who fall in this age group.

Valid responses are:

Values	Description
Blank, U	None Present or Unknown
1	Male Present
2	Female Present
3	Male and Female Present
4	Unknown Gender Present
5	Male and Unknown Gender Present
6	Female and Unknown Gender Present
7	Male, Female and Unknown Gender Present

Presence of Adults Age 55-64 Specific

Returned code indicates if any adults live in the household of the matched record and their age is between 55-64. If adults are present in the household and their age falls into this group, the returned code indicates the gender of the adults present. This field is returned when there is specific data in the Neustar database of the gender of the adults in the household who fall in this age group.

Valid responses are:

Values	Description
Blank, U	None Present or Unknown
1	Male Present
2	Female Present
3	Male and Female Present

4	Unknown Gender Present
5	Male and Unknown Gender Present
6	Female and Unknown Gender Present
7	Male, Female and Unknown Gender Present

Presence of Adults Age 45-54 Specific

Returned code indicates if any adults live in the household of the matched record and their age is between 45-54. If adults are present in the household and their age falls into this group, the returned code indicates the gender of the adults present. This field is returned when there is specific data in the Neustar database of the gender of the adults in the household who fall in this age group.

Valid responses are:

Values	Description
Blank, U	None Present or Unknown
1	Male Present
2	Female Present
3	Male and Female Present
4	Unknown Gender Present
5	Male and Unknown Gender Present
6	Female and Unknown Gender Present
7	Male, Female and Unknown Gender Present

Presence of Adults Age 35-44 Specific

Returned code indicates if any adults live in the household of the matched record and their age is between 35-44. If adults are present in the household and their age falls into this group, the returned code indicates the gender of the adults present. This field is returned when there is specific data in the Neustar database of the gender of the adults in the household who fall in this age group.

Valid responses are:

Values	Description
Blank, U	None Present or Unknown
1	Male Present
2	Female Present

3	Male and Female Present
4	Unknown Gender Present
5	Male and Unknown Gender Present
6	Female and Unknown Gender Present
7	Male, Female and Unknown Gender Present

Presence of Adults Age 25-34 Specific

Returned code indicates if any adults live in the household of the matched record and their age is between 25-34. If adults are present in the household and their age falls into this group, the returned code indicates the gender of the adults present. This field is returned when there is specific data in the Neustar database of the gender of the adults in the household who fall in this age group.

Valid responses are:

	Description
Blank, U	None Present or Unknown
1	Male Present
2	Female Present
3	Male and Female Present
4	Unknown Gender Present
5	Male and Unknown Gender Present
6	Female and Unknown Gender Present
7	Male, Female and Unknown Gender Present

Presence of Adults Age 18-24 Specific

Returned code indicates if any adults live in the household of the matched record and their age is between 18-24. If adults are present in the household and their age falls into this group, the returned code indicates the gender of the adults present. This field is returned when there is specific data in the Neustar database of the gender of the adults in the household who fall in this age group.

Valid responses are:

Values	Description
Blank, U	None Present or Unknown
1	Male Present

2	Female Present
3	Male and Female Present
4	Unknown Gender Present
5	Male and Unknown Gender Present
6	Female and Unknown Gender Present
7	Male, Female and Unknown Gender Present

Presence of Adults Age 65+ Inferred

Returned code indicates if any adults live in the household of the matched record and their age is 65+. This field is returned when there is no specific data in the Neustar database on the adults in the household that fall into this group, and the presence of the individual(s) are inferred.

Valid responses are:

Values	Description
Blank, U	None Present or Unknown
1	Adult Present

Presence of Adults Age 45-64 Inferred

Returned code indicates if any adults live in the household of the matched record and their age is between 45-64. This field is returned when there is no specific data in the Neustar database on the adults in the household that fall into this group, and the presence of the individual(s) are inferred.

Valid responses are:

Values	Description
Blank, U	None Present or Unknown
1	Adult Present

Presence of Adults Age 35-44 Inferred

Returned code indicates if any adults live in the household of the matched record and their age is between 35-44. This field is returned when there is no specific data in the Neustar database on the adults in the household that fall into this group, and the presence of the individual(s) are inferred.

Valid responses are:

Values	Description
Blank, U	None Present or Unknown
1	Adult Present

Presence of Adults Age Under 35 Inferred

Returned code indicates if any adults live in the household of the matched record and their age is under 35. This field is returned when there is no specific data in the Neustar database on the adults in the household that fall into this group, and the presence of the individual(s) are inferred.

Valid responses are:

Values	Description
Blank, U	None Present or Unknown
1	Adult Present

Narrow Brand Income

Returned code indicates the predicted income of the primary householder. Values are returned in \$5,000 brackets.

Valid responses are:

Values	Description
1	Less than \$15,000
2	\$15,000-\$19,999
3	\$20,000 - \$24,999
4	\$25,000 - \$29,999
5	\$30,000 - \$34,999
6	\$35,000 - \$39,999
7	\$40,000 - \$44,999
8	\$45,000 - \$49,999
9	\$50,000 - \$54,999
A	\$55,000 - \$59,999
B	\$60,000 - \$64,999
C	\$65,000 - \$69,999
D	\$70,000 - \$74,999
E	\$75,000 - \$79,999
F	\$80,000 - \$84,999
G	\$85,000 - \$89,999

H	\$90,000 - \$94,999
I	\$95,000 - \$99,999
J	\$100,000 - \$104,999
K	\$105,000 - \$109,999
L	\$110,000 - \$114,999
M	\$115,000 - \$119,999
N	\$120,000 - \$124,999
O	\$125,000 - \$129,999
P	\$130,000 - \$134,999
Q	\$135,000 - \$139,999
R	\$140,000 - \$144,999
S	\$145,000 - \$149,999
T	\$150,000 or more

Occupation Code

An occupation associated (by a source) with someone in the household. In the case of multiple source occupations known within the household, the highest priority (lowest numerical value) occupation will be used.

Valid responses are:

Values	Description
00	Unknown
10	Professional – Technical
11	Doctors
12	Lawyers – Judges
13	Teachers – Librarians
20	Administrative – Managerial
21	Management
22	Proprietors

23	Supervisors
30	Sales – Service
40	Clerical – White Collar
50	Craftsman – Blue Collar
51	Foreman
52	Operatives
60	Farm
61	Unskilled
62	Service Workers
70	Military
80	Student
90	Retired
91	Homemaker
93	Employed, but occupation unknown

Household Age Code

Returned code indicates the age group that the head(s) of the household for the returned record falls in.

Valid responses are:

Values	Description
Blank	Unknown
1	18-24 years old
2	25-34 years old
3	35-44 years old
4	45-54 years old
5	55-64 years old
6	65-74 years old
7	75+ years old

Household Age Indicator

Returned code indicates how the *Household Age Code* was derived.

Valid responses are:

Values	Description
Blank	Not Coded
0	Based on specific age of primary given name
1	Based on specific age of other household member
2	Inferred age of "household" with strong probability
3	Inferred age of "household" with average probability
4	Inferred age of "household" with moderate probability

Nielsen County Size

Returns a value indicating the approximate size of the county that the appended record resides in.

Valid responses are:

Values	Description
A	Not A county belonging to the 21 largest MSA's based on household counts from the 2000 census
B	Counties not in "A" but with a population > 85,000
C	Counties not "A" or "B" that either have > 20,000 households or are in MSA's > 20,000 households
D	All remaining counties

DMA Code

This code represents a geographic television viewing market. It is returned as a four digit code. Will return "UUUU" if result is 0 or unknown.

Structure Year

Returned value is the year in which this structure/address (house number) was first built. Format is "YYYY".

Number of Persons in Household

This field returns the number of individuals living in the household.

Valid responses are:

Values	Description
U	Unknown
1	One Persons
2	Two Persons
3	Three Persons
4	Four Persons
5	Five Persons
6	Six Persons
7	Seven Persons
8	Eight Persons
9	Nine or More Persons

Number of Adults in Household

This field returns the number of adults living in the household.

Valid responses are:

Values	Description
U	Unknown
1	One Adult
2	Two Adults
3	Three Adults
4	Four Adults
5	Five Adults
6	Six Adults
7	Seven Adults
8	Eight Adults

9	Nine or More Adults
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Real-Time DNC Identification (Phone Append Mode)

In *Phone Append* mode, the Pure Append database provides a real-time, comprehensive identification of records that reside on all of the major Do Not Call lists currently maintained, including the FTC, DMA and all of the individual state lists. The FTC and DMA DNC lists are updated multiple times a day, and the state DNC lists are updated monthly.

The DNC codes are assigned as:

FTC/DMA Values	Description
A	Phone number is on the DMA's Do Not Call list
B	Phone number is on the FTC's Do Not Call list
C	Phone number is on both the DMA's and FTC's Do Not Call lists
Blank	Phone number is not on the DMA's DNC list or the FTC's DNC list

State Values	Description
0	Not on the state DNC list
1	State provides DNC list, but NEUSTAR does not currently have it
2	Phone number is not on an available DNC list
3	Phone number is on a state DNC list

This information (3 alpha codes plus a blank option and 4 numeric codes) is then combined together into a composite flag to indicate the record's Do Not Call status. The composite values are displayed in the table below.

Valid responses are:

State DNC	DMA and/or FTC DNC Lists			
	Blank	A	B	C
0	P	A	B	C
1	D	E	F	G
2	H	I	J	K

3	L	M	N	O
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Real-Time DNC Identification (Reverse Append Mode)

In *Reverse Append* mode, the Pure Append database provides a real-time, comprehensive identification of records that reside on the FTC and DMA Do Not Call List. The FTC and DMA DNC lists are updated multiple times a day.

Valid responses are:

FTC/DMA Value	Description
A	Phone number is on the DMA's Do Not Call list
B	Phone number is on the FTC's Do Not Call list
C	Phone number is on both the DMA's and FTC's Do Not Call lists
N, Blank	Phone number is not on the DMA's DNC list or the FTC's DNC list

Wireless to Wireline Portability Identification

By selecting the *Wireless to Wireline Portability Identification* option, you will receive back a code which indicates if the phone number for the record has been ported from a wireline (POTS number) to a wireless line (cellular phone), or vice-versa.

Valid responses are:

Values	Description
W	The phone number has been ported from wireline to wireless
L	The phone number has been ported from wireless to wireline
N	Neustar does not have any equipment porting information for this phone number