



American Community Survey (ACS)

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The Clario Zone American Community Survey (ACS) Data Solution provides long-form survey data collected over time by the Census Bureau. This data, when combined with existing customer information, can provide deeper insight into your customers and where they live and work. Using this data for analytical purposes facilitates an updated look at the customer file, so that the marketer can more fully penetrate current markets as well as confidently reach new customers.

ENGAGE CUSTOMERS BY MATCHING PROFILE TO NEW INFORMATION

The ACS Data Solution includes long-form survey data collected over time by the Census Bureau and tracks key socio-economic information such as income, education, housing, employment, mobility and more. Data compiled from 2005-2009 is available now by block group with a zip code version available in early 2013. The Census Tract/Block Group assignments for the 2005-

2009 data are based on 2000 definitions. With the 2006-2010 release, the Census Tract/Block Group assignments will be based on 2010 definitions.

With the Clario Zone solution you can dramatically speed up your analytic process because we have already processed the raw data, saving hundreds of hours of painstaking file manipulation.

CLARIO PROFESSIONAL SERVICES

Clario offers professional services, for additional fees, to support your use of census data in marketing analytics that may include predictive modeling, scoring and optimization.

THE CLARIO SOLUTION

Clario is a cloud-powered analytical platform that transforms raw customer data into customer-level intelligence, allowing marketers to create more personalized programs and profitable results.

2010 AMERICAN COMMUNITY SURVEY ATTRIBUTES

Attribute Name	Category	Attribute Description
STUSAB	Key	State (2 character USPS abbreviation - see 'state' tab for detail)
STATEFIPS		State (2 digit FIPS code - see 'state' tab for detail)
COUNTY		County (3 digit county code)
TRACT		Census Tract (000100 - 998999)
BLKGRP		Block Group (1-9; block group of 0 is water area only)
pop100	Counts	Population Count (100%)
hu100		Housing Unit Count (100%)
H25	Age/Income	Percent Hhlders w Hhlder under 25 years
H25I10		Percent Hhlders w Hhlder <25 yrs, Hhld income < \$10K
H25I100		Percent Hhlders w Hhlder <25 yrs, Hhld income \$75-100K
H25I125		Percent Hhlders w Hhlder <25 yrs, Hhld income \$100-125K
H25I15		Percent Hhlders w Hhlder <25 yrs, Hhld income \$10-15K
H25I150		Percent Hhlders w Hhlder <25 yrs, Hhld income \$125-150K
H25I20		Percent Hhlders w Hhlder <25 yrs, Hhld income \$15-20K
H25I200		Percent Hhlders w Hhlder <25 yrs, Hhld income \$150-200K
H25I200P		Percent Hhlders w Hhlder <25 yrs, Hhld income \$200K+
H25I25		Percent Hhlders w Hhlder <25 yrs, Hhld income \$20-25K
H25I30		Percent Hhlders w Hhlder <25 yrs, Hhld income \$25-30K
H25I35		Percent Hhlders w Hhlder <25 yrs, Hhld income \$30-35K
H25I40		Percent Hhlders w Hhlder <25 yrs, Hhld income \$35-40K
H25I45		Percent Hhlders w Hhlder <25 yrs, Hhld income \$40-45K

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Attribute Name	Category	Attribute Description
H25I50	Age/Income	Percent Hhlders w Hhlder <25 yrs, Hhld income \$45-50K
H25I60		Percent Hhlders w Hhlder <25 yrs, Hhld income \$50-60K
H25I75		Percent Hhlders w Hhlder <25 yrs, Hhld income \$60-75K
H34		Percent Hhlders w Hhlder 25-44 years
H34I10		Percent Hhlders w Hhlder 25-44 yrs, Hhld income < \$10K
H34I100		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$75-100K
H34I134		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$100-125K
H34I15		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$10-15K
H34I150		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$125-150K
H34I20		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$15-20K
H34I200		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$150-200K
H34I200P		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$200K+
H34I25		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$20-25K
H34I30		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$25-30K
H34I35		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$30-35K
H34I40		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$35-40K
H34I45		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$40-45K
H34I50		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$45-50K
H34I60		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$50-60K
H34I75		Percent Hhlders w Hhlder 25-44 yrs, Hhld income \$60-75K
H54		Percent Hhlders w Hhlder 45-64 years
H54I10		Percent Hhlders w Hhlder 45-64 yrs, Hhld income < \$10K
H54I100		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$75-100K
H54I15		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$10-15K
H54I150		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$125-150K
H54I154		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$100-125K
H54I20		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$15-20K
H54I200		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$150-200K
H54I200P		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$200K+
H54I30		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$25-30K
H54I35		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$30-35K
H54I40		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$35-40K
H54I45		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$40-45K
H54I50		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$45-50K
H54I54		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$20-25K
H54I60		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$50-60K
H54I75		Percent Hhlders w Hhlder 45-64 yrs, Hhld income \$60-75K
H65		Percent Hhlders w Hhlder 65+ years
H65I10		Percent Hhlders w Hhlder 65+ yrs, Hhld income < \$10K
H65I100		Percent Hhlders w Hhlder 65+ yrs, Hhld income \$75-100K

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Attribute Name	Category	Attribute Description
H65I15	Age/Income	Percent Hhlders w Hhlder 65+ yrs, Hhld income \$10-15K
H65I150		Percent Hhlders w Hhlder 65+ yrs, Hhld income \$125-150K
H65I165		Percent Hhlders w Hhlder 65+ yrs, Hhld income \$100-125K
H65I20		Percent Hhlders w Hhlder 65+ yrs, Hhld income \$15-20K
H65I200		Percent Hhlders w Hhlder 65+ yrs, Hhld income \$150-200K
H65I200P		Percent Hhlders w Hhlder 65+ yrs, Hhld income \$200K+
H65I30		Percent Hhlders w Hhlder 65+ yrs, Hhld income \$25-30K
H65I35		Percent Hhlders w Hhlder 65+ yrs, Hhld income \$30-35K
H65I40		Percent Hhlders w Hhlder 65+ yrs, Hhld income \$35-40K
H65I45		Percent Hhlders w Hhlder 65+ yrs, Hhld income \$40-45K
H65I50		Percent Hhlders w Hhlder 65+ yrs, Hhld income \$45-50K
H65I60		Percent Hhlders w Hhlder 65+ yrs, Hhld income \$50-60K
H65I65		Percent Hhlders w Hhlder 65+ yrs, Hhld income \$20-25K
H65I75		Percent Hhlders w Hhlder 65+ yrs, Hhld income \$60-75K
P085001		Earnings
P085002	Tot Pop 16+ with earnings, Median earnings of males	
P085003	Tot Pop 16+ with earnings, Median earnings of females	
MFEARN		Ratio of Male to Female Median Earnings
P3P	Education	Percent Pop 3+ , Enrolled in nurs sch or preschool
P3PUB		Percent Pop 3+ , Enrolled in public school, preschool through grade 12
P3PRIV		Percent Pop 3+ , Enrolled in private school, preschool through grade 12
P3K		Percent Pop 3+ , Enrolled in kindergarten
P3G14		Percent Pop 3+ , Enrolled in grade 1-4
P3G58		Percent Pop 3+ , Enrolled in grade 5-8
P3G912		Percent Pop 3+ , Enrolled in grade 9-12
P3CU		Percent Pop 3+ , Enrolled in college undergrad
P3PUCOLL		Percent Pop 3+ , Enrolled in public college undergrad or grad
P3PRCOLL		Percent Pop 3+ , Enrolled in private college undergrad or grad
P3CG		Percent Pop 3+ , Enrolled in college grad
P3NSCH		Percent Pop 3+ , Not enrolled in school
P25NSCH		Percent Pop 25+ No schooling completed
P254		Percent Pop 25+ Educ reached nursery to 4th grade
P2556		Percent Pop 25+ Educ reached 5th & 6th grade
P2578		Percent Pop 25+ Educ reached 7th & 8th grade
P259		Percent Pop 25+ Educ reached 9th grade
P2510		Percent Pop 25+ Educ reached 10th grade
P2511		Percent Pop 25+ Educ reached 11th grade
P2512		Percent Pop 25+ Educ reached 12th grade, no diploma
P25HS	Percent Pop 25+ Educ reached high school graduate	
P25C1	Percent Pop 25+ Educ reached some college, <1 year	

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Attribute Name	Category	Attribute Description
P25C2	Education	Percent Pop 25+ Educ reached some college, 1+ years, no degree
P25C3		Percent Pop 25+ Educ reached Associate degree
P25C4		Percent Pop 25+ Educ reached Bachelors degree
P25MA		Percent Pop 25+ Educ reached Masters degree
P25PR		Percent Pop 25+ Educ reached Professional school degree
P25DR		Percent Pop 25+ Educ reached Doctorate degree
MCF	HH Composition/ Employment	Percent Marr-couple fam
MCFBEA		Percent Marr-couple fam, Both Spouses Employed or in Armed Forces
MCFBLEU		Percent Marr-couple fam, Both Spouses in Labor Force, One Employed or in Armed Forces, Other Unemployed
MCFBLU		Percent Marr-couple fam, Both Spouses in Labor Force & Unemployed
MCFBNL		Percent Marr-couple fam, Both Spouses not in Labor Force
MCFEAU		Percent Marr-couple fam, One Spouse Employed or in Armed Forces, Other Spouse not in Labor Force
MCFUNL		Percent Marr-couple fam, One Spouse Unemployed, Other Spouse not in Labor Force
OF		Percent Non marr-couple fam
OFSHE		Percent Non marr-couple fam, Sole Hhlder Employed or in Armed Forces
OFSHNL		Percent Non marr-couple fam, Sole Hhlder not in Labor Force
OFSHU		Percent Non marr-couple fam, Sole Hhlder in Labor Force & Unemployed
PAR1L		Percent Pop w Own Kids, < 18 yrs, Living with One Parent who is in Labor Force
PAR1NL		Percent Pop w Own Kids, < 18 yrs, Living with One Parent who is not in Labor Force
PAR2BL		Percent Pop w Own Kids, < 18 yrs, Living with Both Parents, Both in Labor Force
PAR2FL		Percent Pop w Own Kids, < 18 yrs, Living with Both Parents, Father only in Labor Force
PAR2ML		Percent Pop w Own Kids, < 18 yrs, Living with Both Parents, Mother only in Labor Force
PAR2NL		Percent Pop w Own Kids, < 18 yrs, Living with Both Parents, Neither in Labor Force
F16KLE		Percent Females 20-64, with Own Kids <18 yrs, Employed or in Armed Forces
F16KLU		Percent Females 20-64, with Own Kids <18 yrs, In Labor Force & Unemployed
F16KN		Percent Females 20-64, with Own Kids <18 yrs, Not in Labor Force
F16NKLE		Percent Females 20-64, with no Own Kids <18 yrs, Employed or in Armed Forces
F16NKLU		Percent Females 20-64, with no Own Kids <18 yrs, In Labor Force & Unemployed
F16NKN		Percent Females 20-64, with no Own Kids <18 yrs, Not in Labor Force
HUDG	Housing	Percent Housing Units, 1 unit with detached garage
HUAG		Percent Housing Units, 1 unit with attached garage

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Attribute Name	Category	Attribute Description
HU2	Housing	Percent Housing Units, 2 units
HU4		Percent Housing Units, 3 or 4 units
HU9		Percent Housing Units, 5 to 9 units
HU19		Percent Housing Units, 10-19 units
HU49		Percent Housing Units, 20-49 units
HU50		Percent Housing Units, 50+ units
HUMOB		Percent Housing Units, mobile home
HURV		Percent Housing Units, boat, RV, van, etc.
H05		Percent Housing Built 2005 or later
H04		Percent Housing Built 2000 to 2004
H99		Percent Housing Built 1990 to 1999
H89		Percent Housing Built 1980 to 1989
H79		Percent Housing Built 1970 to 1979
H69		Percent Housing Built 1960 to 1969
H59		Percent Housing Built 1950 to 1959
H49		Percent Housing Built 1940 to 1949
H39		Percent Housing Built 1939 or earlier
OOH		Percent Housing, Owner occupied
OOH05		Percent Housing, Owner occupied, Moved in 2005 or later
OOH04		Percent Housing, Owner occupied, Moved in 2000 to 2004
OOH99		Percent Housing, Owner occupied, Moved in 1990 to 1999
OOH89		Percent Housing, Owner occupied, Moved in 1980 to 1989
OOH79		Percent Housing, Owner occupied, Moved in 1970 to 1979
OOH69		Percent Housing, Owner occupied, Moved in 1969 or earlier
ROH		Percent Housing, Renter occupied
ROH05		Percent Housing, Renter occupied, Moved in 2005 or later
ROH04		Percent Housing, Renter occupied, Moved in 2000 to 2004
ROH99		Percent Housing, Renter occupied, Moved in 1990 to 1999
ROH89		Percent Housing, Renter occupied, Moved in 1980 to 1989
ROH79		Percent Housing, Renter occupied, Moved in 1970 to 1979
ROH69		Percent Housing, Renter occupied, Moved in 1969 or earlier
UGAS		Percent Housing heated with utility gas
LPGAS		Percent Housing heated with bottled, tank, or LP gas
ELECT		Percent Housing heated with electricity
KERO		Percent Housing heated with fuel oil, kerosene, etc.
COAL		Percent Housing heated with coal or coke
WOOD		Percent Housing heated with wood
SOLAR		Percent Housing heated with solar energy
OFUEL		Percent Housing heated with other fuel
NOFUEL		Percent Housing where no fuel used to heat

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Attribute Name	Category	Attribute Description
BED0	Housing	Percent Housing with no bedrooms
BED1		Percent Housing with 1 bedroom
BED2		Percent Housing with 2 bedrooms
BED3		Percent Housing with 3 bedrooms
BED4		Percent Housing with 4 bedrooms
BED5		Percent Housing with 5+ bedrooms
OOHPHONE		Percent housing units, Owner occupied w Phone Service
OOHNOPH		Percent housing units, Owner occupied w No Phone Service
ROHPHONE		Percent housing units, Renter occupied w Phone Service
ROHNOPH		Percent housing units, Renter occupied w No Phone Service
ROHV0		Percent Renter Occupied Housing Units with No Vehicles
ROHV1		Percent Renter Occupied Housing Units with 1 Vehicle
ROHV2		Percent Renter Occupied Housing Units with 2 Vehicles
ROHV3		Percent Renter Occupied Housing Units with 3 Vehicles
ROHV4		Percent Renter Occupied Housing Units with 4 Vehicles
ROHV5		Percent Renter Occupied Housing Units with 5+ Vehicles
H076001	Housing Value	Median Value for Owner Occupied Housing Units
HCASHR		Percent Housing Units with Cash Rent
HCR100		Percent Housing Units with Cash Rent < \$100
HCR1000		Percent Housing Units with Cash Rent \$900-999
HCR1250		Percent Housing Units with Cash Rent \$1000-1249
HCR150		Percent Housing Units with Cash Rent \$100-149
HCR1500		Percent Housing Units with Cash Rent \$1250-1499
HCR200		Percent Housing Units with Cash Rent \$150-199
HCR2000		Percent Housing Units with Cash Rent \$1500-
HCR2000P		Percent Housing Units with Cash Rent \$2000+
HCR250		Percent Housing Units with Cash Rent \$200-249
HCR300		Percent Housing Units with Cash Rent \$250-299
HCR350		Percent Housing Units with Cash Rent \$300-349
HCR400		Percent Housing Units with Cash Rent \$350-399
HCR450		Percent Housing Units with Cash Rent \$400-449
HCR500		Percent Housing Units with Cash Rent \$450-499
HCR550		Percent Housing Units with Cash Rent \$500-549
HCR600		Percent Housing Units with Cash Rent \$550-599
HCR650		Percent Housing Units with Cash Rent \$600-649
HCR700		Percent Housing Units with Cash Rent \$650-699
HCR750		Percent Housing Units with Cash Rent \$700-749
HCR800		Percent Housing Units with Cash Rent \$750-799
HCR900		Percent Housing Units with Cash Rent \$800-899
HCRNCR		Percent Housing Units with no Cash Rent

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Attribute Name	Category	Attribute Description
001000K	Housing Value	Percent Owner Occupied Housing Units, Value \$750K-\$1M
001000KP		Percent Owner Occupied Housing Units, Value > \$1M
00100K		Percent Owner Occupied Housing Units, Value \$90-100K
0010K		Percent Owner Occupied Housing Units, Value < \$10K
00125K		Percent Owner Occupied Housing Units, Value \$100-125K
00150K		Percent Owner Occupied Housing Units, Value \$125-150K
0015K		Percent Owner Occupied Housing Units, Value \$10-15K
00175K		Percent Owner Occupied Housing Units, Value \$150-175K
00200K		Percent Owner Occupied Housing Units, Value \$175-200K
0020K		Percent Owner Occupied Housing Units, Value \$15-20K
00250K		Percent Owner Occupied Housing Units, Value \$200-250K
0025K		Percent Owner Occupied Housing Units, Value \$20-25K
00300K		Percent Owner Occupied Housing Units, Value \$250-300K
0030K		Percent Owner Occupied Housing Units, Value \$25-30K
0035K		Percent Owner Occupied Housing Units, Value \$30-35K
00400K		Percent Owner Occupied Housing Units, Value \$300-400K
0040K		Percent Owner Occupied Housing Units, Value \$35-40K
00500K		Percent Owner Occupied Housing Units, Value \$400-500K
0050K		Percent Owner Occupied Housing Units, Value \$40-50K
0060K		Percent Owner Occupied Housing Units, Value \$50-60K
0070K		Percent Owner Occupied Housing Units, Value \$60-70K
00750K		Percent Owner Occupied Housing Units, Value \$500-750K
0080K		Percent Owner Occupied Housing Units, Value \$70-80K
0090K		Percent Owner Occupied Housing Units, Value \$80-90K
R010P		Percent Renter Occupied, <10% of hhld inc for gross rent
R015P		Percent Renter Occupied, 10-14.9% of hhld inc for gross rent
R020P		Percent Renter Occupied, 15-19.9% of hhld inc for gross rent
R025P		Percent Renter Occupied, 20-24.9% of hhld inc for gross rent
R030P		Percent Renter Occupied, 25-29.9% of hhld inc for gross rent
R035P		Percent Renter Occupied, 30-34.9% of hhld inc for gross rent
R040P		Percent Renter Occupied, 35-39.9% of hhld inc for gross rent
R050P		Percent Renter Occupied, 40-49.9% of hhld inc for gross rent
R050PP		Percent Renter Occupied, 50%+ of hhld inc for gross rent
R0NC		Percent Renter Occupied, % of hhld inc for gross rent not computed
P053001	Income	Median hhld inc
P054001		Aggregate hhld inc
P077001		Median Fam Income
P078001		Aggregate Fam Income
P082001		Per Capita Income
P056002		Median Hhld Inc, Hhlder under 25 yrs

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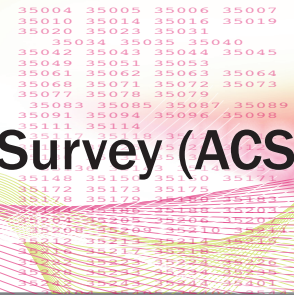
Attribute Name	Category	Attribute Description
P056003	Income	Median Hhld Inc, Hhlder 25-44 yrs
P056004		Median Hhld Inc, Hhlder 45-64 yrs
P056005		Median Hhld Inc, Hhlder 65+ yrs
INC10		Percent Hhlds w Hhld Inc, Less than \$10K
INC15		Percent Hhlds w Hhld Inc, \$10,000 to \$14,999
INC20		Percent Hhlds w Hhld Inc, \$15,000 to \$19,999
INC25		Percent Hhlds w Hhld Inc, \$20,000 to \$24,999
INC30		Percent Hhlds w Hhld Inc, \$25,000 to \$29,999
INC35		Percent Hhlds w Hhld Inc, \$30,000 to \$34,999
INC40		Percent Hhlds w Hhld Inc, \$35,000 to \$39,999
INC45		Percent Hhlds w Hhld Inc, \$40,000 to \$44,999
INC50		Percent Hhlds w Hhld Inc, \$45,000 to \$49,999
INC60		Percent Hhlds w Hhld Inc, \$50,000 to \$59,999
INC75		Percent Hhlds w Hhld Inc, \$60,000 to \$74,999
INC100		Percent Hhlds w Hhld Inc, \$75,000 to \$99,999
INC125		Percent Hhlds w Hhld Inc, \$100,000 to \$124,999
INC150		Percent Hhlds w Hhld Inc, \$125,000 to \$149,999
INC200		Percent Hhlds w Hhld Inc, \$150,000 to \$199,999
INC200P		Percent Hhlds w Hhld Inc, \$200,000 or more
FINC10		Percent Fam w Fam Income, Less than \$10K
FINC15		Percent Fam w Fam Income, \$10,000 to \$14,999
FINC20		Percent Fam w Fam Income, \$15,000 to \$19,999
FINC25		Percent Fam w Fam Income, \$20,000 to \$24,999
FINC30		Percent Fam w Fam Income, \$25,000 to \$29,999
FINC35		Percent Fam w Fam Income, \$30,000 to \$34,999
FINC40		Percent Fam w Fam Income, \$35,000 to \$39,999
FINC45		Percent Fam w Fam Income, \$40,000 to \$44,999
FINC50		Percent Fam w Fam Income, \$45,000 to \$49,999
FINC60		Percent Fam w Fam Income, \$50,000 to \$59,999
FINC75		Percent Fam w Fam Income, \$60,000 to \$74,999
FINC100		Percent Fam w Fam Income, \$75,000 to \$99,999
FINC125		Percent Fam w Fam Income, \$100,000 to \$124,999
FINC150		Percent Fam w Fam Income, \$125,000 to \$149,999
FINC200		Percent Fam w Fam Income, \$150,000 to \$199,999
FINC200P		Percent Fam w Fam Income, \$200,000 or more
EARN	Income Type	Percent Hhlds with earnings
NOEARN		Percent Hhlds with no earnings
SALARY		Percent Hhlds with wage or salary inc
NOSALARY		Percent Hhlds with no wage or salary inc
SELFEI		Percent Hhlds with self-employment inc

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Attribute Name	Category	Attribute Description	
NOSELF	Income Type	Percent Hhlds with no self-employment inc	
INT		Percent Hhlds with interest, dividends, or net rental inc	
NOINT		Percent Hhlds with no interest, dividends, or net rental inc	
SSINC		Percent Hhlds with Social Security inc	
NOSSINC		Percent Hhlds with no Social Security inc	
SSIINC		Percent Hhlds with SSI	
NOSSIINC		Percent Hhlds with no SSI	
PASSI		Percent Hhlds with public assistance inc	
NOPASSI		Percent Hhlds with no public assistance inc	
RETI		Percent Hhlds with retirement inc	
NORETI	Percent Hhlds with no retirement inc		
OINC	Language	Percent Hhlds with other types of inc	
NOINC		Percent Hhlds with no other types of inc	
POENG		Percent Pop 5+, Speak only English	
PSEWELL		Percent Pop 5+, Speak Spanish, Speak English "well" or "very well"	
PSENO		Percent Pop 5+, Speak Spanish, Speak English "not well" or "not at all"	
POIEWELL		Percent Pop 5+, Speak Other Indo-Euro Lang, Speak English "well" or "very well"	
POIENO		Percent Pop 5+, Speak Other Indo-Euro Lang, Speak English "not well" or "not at all"	
PAEWELL		Percent Pop 5+, Speak Asian & PI Lang, Speak English "well" or "very well"	
PAENO		Percent Pop 5+, Speak Asian & PI Lang, Speak English "not well" or "not at all"	
POEWELL		Percent Pop 5+, Speak Other Lang, Speak English "well" or "very well"	
POENO		Percent Pop 5+, Speak Other Lang, Speak English "not well" or "not at all"	
HE		Percent Hhlds Speak English	
HS		Percent Hhlds Speak Spanish	
HNELI		Percent Hhlds Speak Language other than English, Linguistically isolated	
HNENLI		Percent Hhlds Speak Language other than English, Not Linguistically isolated	
PNMARR		Marital Status	Percent Pop 15+, Never Married
PMARRSP			Percent Pop 15+, Now Married, Spouse Present
PMARRSA			Percent Pop 15+, Now Married, Spouse Absent
PWIDOW			Percent Pop 15+, Widowed
PDIV	Percent Pop 15+, Divorced		
OOMORT	Mortgage		Percent Owner Occupied Housing Units w a mortgage
OOM2		Percent Owner Occupied Housing Units w a mortgage & a 2nd home loan	
OOM2NOE		Percent Owner Occupied Housing Units w a 1st & 2nd mortgage but no equity loan	
OOME		Percent Owner Occupied Housing Units w only 1 mortgage, but an equity loan	
OOM2E		Percent Owner Occupied Housing Units w a 1st & 2nd mortgage & home equity loan	

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Attribute Name	Category	Attribute Description
OOMNE	Mortgage	Percent Owner Occupied Housing Units w only 1 mortgage & no home equity loan
OONOM		Percent Owner Occupied Housing Units w/o a mortgage
IPR50	Poverty	Percent Pop where Ratio Income to Pov Level is <0.50
IPR99		Percent Pop where Ratio Income to Pov Level is 0.50-0.99
IPR124		Percent Pop where Ratio Income to Pov Level is 1.00-1.24
IPR149		Percent Pop where Ratio Income to Pov Level is 1.25-1.49
IPR184		Percent Pop where Ratio Income to Pov Level is 1.50-1.84
IPR199		Percent Pop where Ratio Income to Pov Level is 1.85-1.99
IPR200		Percent Pop where Ratio Income to Pov Level is >2.00
PCIVILV	Veteran Status	Percent Civilian Pop 18+, Veteran
PCIVILNV		Percent Civilian Pop 18+, Nonveteran
VET18		Percent Pop Civilian Veterans 18+
W16S	Work	Percent Workers 16+, Worked in state of residence
W16SC		Percent Workers 16+, Worked in state & county of residence
W16SOC		Percent Workers 16+, Worked in state of residence outside county of residence
W16OS		Percent Workers 16+, Worked outside state of residence
TOTWORK		Percent of Pop Tot Workers 16+
WMSA		Percent Workers 16+, Living in an MSA
WMSA1		Percent Workers 16+, Living in an MSA & principal city
WMSA2		Percent Workers 16+, Living in an MSA & principal city, Worked in MSA of residence
WMSA3		Percent Workers 16+, Living in an MSA & principal city, Worked in different MSA
WMSA4		Percent Workers 16+, Living in an MSA, worked in micro area or outside any MSA/micro area
WMSA5		Percent Workers 16+, Living outside principal city
WMSA6		Percent Workers 16+, Living outside principal city, Worked in MSA of residence
WMSA7		Percent Workers 16+, Living outside principal city, Worked in different MSA
WMSA8		Percent Workers 16+, Living outside principal city, worked in micro area or outside any MSA/micro area
WORK		Percent Workers who worked in the past 12 months
NOWORK		Percent Workers who did not work in the past 12 months
W35HRS		Percent Workers working more than 35 hours per week
W1534HRS		Percent Workers working 15-34 hours per week
W0114HRS		Percent Workers working less than 15 hours per week
W48WKS		Percent Workers working 48+ weeks
W2747WKS		Percent Workers working 27-47 weeks
W0126WKS		Percent Workers working 1-26 weeks
MPROF		Percent Empl Civ Pop 16+, Mgmt & Prof
SERV		Percent Empl Civ Pop 16+, Service



Attribute Name	Category	Attribute Description
SALES	Work	Percent Empl Civ Pop 16+, Sales & Office
FARM		Percent Empl Civ Pop 16+, Farming Fishing & Forestry
CONST1		Percent Empl Civ Pop 16+, Construction
PRODT		Percent Empl Civ Pop 16+, Production & Transportation
POP1YR	Mobility	Population ages 1+
PMI1		Percent Pop 1+, Living in a Micropolitan Area
PMI1S		Percent Pop 1+, Living in a Micropolitan Area, same house 1 year ago
PMI1DH		Percent Pop 1+, Living in a Micropolitan Area, different house 1 year ago
PMI1SM		Percent Pop 1+, Living in a Micropolitan Area, different house same Micropolitan Area 1 year ago
PMI1DM		Percent Pop 1+, Living in a Micropolitan Area, different house different Micropolitan Area 1 year ago
PMI1N		Percent Pop 1+, Not Living in a Micropolitan Area 1 year ago
PMSA1		Percent Pop 1+, Living in an MSA
PMSA1S		Percent Pop 1+, Living in an MSA, same house 1 year ago
PMSA1DH		Percent Pop 1+, Living in an MSA, different house 1 year ago
PMSA1SM		Percent Pop 1+, Living in an MSA, different house same MSA 1 year ago
PMSA1DM		Percent Pop 1+, Living in an MSA, different house different MSA 1 year ago
PMSA1N		Percent Pop 1+, Not Living in an MSA 1 year ago
PN1		Percent Pop 1+, Not living in an MSA
PN1S		Percent Pop 1+, Not living in an MSA, same house 1 year ago
PN1DH		Percent Pop 1+, Not living in an MSA, different house 1 year ago
PN1M		Percent Pop 1+, Not living in an MSA, MSA 1 year ago
PN1N		Percent Pop 1+, Not living in an MSA, not living in MSA 1 year ago
PABR		Percent Pop 1+, Living abroad 1 year ago

For more information on additional attributes available in the American Community Survey that you can use in your marketing analytics, contact us.