



Decide with Confidence

Data Dictionary

Jan-Mar 2010

A complete list of D&B Sales and Marketing Solutions'
Open data providers, Data, and Contact Names

~ D&B Sales and Marketing Solutions~

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~ **D&B Sales and Marketing Solutions** ~

Open Data Providers

D&B

D&B (Dun & Bradstreet) is the leading provider of global business information and expertise. D&B collects financial statements on both publicly- and privately-held companies, and their comprehensive database covers more than 57 million businesses, more than 14 million of which are U.S. companies. D&B has over 160 years of experience in collecting information, and they check the accuracy and completeness of their data every day. D&B supplies the Base Data as well as Business Indicator and Management and IT contact names.

Note to Open Data Users:

D&B Sales & Marketing Solutions' data offerings may change from quarter to quarter. In the event that we eliminate certain data, we will inform you about alternate information.

Zapdata Base Record Elements

File Layout	Full Name	Definition	Width
Mailing Record			
DunsNo	D-U-N-S Number	Unique ID assigned by D&B for this business location.	9
BusName	Business Name	Corporate name.	30
SecBusName	Secondary Name	"DBA" or trade name.	30
LongBusName*	Long Business Name	Non-truncated business name upto 90 characters	90
Street	Mailing Address	Mailing address.	64
City	City	Mailing address city.	25
State	State	Mailing address state.	2
Zip	Mailing ZIP Code	5-digit ZIP Code for the mailing address.	5
ZipPlus4	Mailing ZIP+4	An extended zip code that gives mailings a higher deliverable rate and may qualify a mailing for postal automation discounts	11
ZipExt	4-digit ZIP extension	4-digit extension for the mailing Zip Code	4
DeliveryPt	Delivery Point	The finest depth of code to which a mail piece can be sorted by its address, usually the 11-digit numeric code formed from the zip+4 and represented by the delivery point barcode.	2
CarrierRt	Carrier Route Code	Code for the individual mail carrier route number for mail delivery	4
PhysStreet	Physical Address	The address where a company is actually located, as opposed to its mailing address which could be a P.O. box	64
PhysCity	Physical City	City where a company is actually located	25
PhysState	Physical State	State where a company is actually located	2
PhysZIP	Physical ZIP Code	Zip code of location where a company is actually located	5
PhysZipPlus4	Physical ZIP+4	Zip+4 of location where a company is actually located	11
PhysZipExt	4-digit ZIP extension	4-digit extension for PhysZip	4
PhysFIPStCode*	Physical State FIPS Code	A 2-digit Federal Information Processing Standards code that the US government assigns to a state. This will be based off the physical location of the company	2
PhysFIPSCountyCode*	Physical County FIPS Code	A 3-digit Federal Information Processing Standards code that the US government assigns to a county. This will be based off the physical location of the company	3
County	County	Counties consist of groups of ZIP codes that approximate actual county boundaries	20
MSA	Metro Area	Metro areas are two or more adjacent counties that contain an urban population of over 50,000. They include surrounding suburban ZIP codes.	42
State_FIPS	State FIPS Code	A 2-digit Federal Information Processing Standards code supported by the U.S. Government	2
County_FIPS	County FIPS Code	A 3-digit Federal Information Processing Standards code that the U.S. Government assigns to a County	3
MSA_Code	Metro Area FIPS Code	A 4-digit Federal Information Processing Standards code that the U.S. Government assigns to a metro area	4
State_DBCode	D&B State Code	D&B-assigned code for state	2
County_DBCode	D&B County Code	D&B-assigned code for county	3
City_DBCode	D&B City Code	D&B-assigned code for city	4
MSA_DBCode	D&B MSA Code	D&B-assigned code for metro area	3
Salutation	Executive Prefix	Salutation of the executive contact	10
FirstName	Executive First Name	First name of the executive contact	13
LastName	Executive Last Name	Last name of the executive contact	15

Zapdata Base Record Elements

File Layout	Full Name	Definition	Width
Title	Executive Title	Title of the executive contact	30
ContactFunction	Executive Function Code	Management responsibility code for the executive contact	4
ContactGender	Executive Gender Code	Gender of executive contact	1
CountyPopulation	Population Code	Range of the residential population where the business is established, i.e. 25,000 to 49,999	1
Longitude	Longitude	Longitude for the physical address	8
Latitude	Latitude	Latitude for the physical address	7
LatLonAccuracy	Accuracy	Code indicating the precision of the latitude and longitude coordinate assignment	1
LineOfBus	Line of Business	Primary business description provided by the business itself	128
PrimSIC	Primary SIC Code	8-digit SIC code for the company's primary business	8
PrimSIC8_Description	Primary SIC Name (8-digit)	Text name of primary 8-digit SIC code	60
PrimSIC4_Description	Primary SIC Name (4-digit)	Text name of primary 4-digit SIC code	60
SecSIC	Secondary SIC Code	8-digit SIC code for the company's secondary business	8
SecSIC8_Description	Secondary SIC Name (8-digit)	Text name of secondary 8-digit SIC code	60
SecSIC4_Description	Secondary SIC Name (4-digit)	Text name of secondary 4-digit SIC code	60
ThirdSIC	Third SIC Code	8-digit SIC code for other types of business at the company	8
ThirdSIC8_Description	Third SIC Name (8-digit)	Text name of third 8-digit SIC code	60
ThirdSIC4_Description	Third Name (4-digit)	Text name of third 4-digit SIC code	60
FourthSIC	Fourth SIC Code	8-digit SIC code for other types of business at the company	8
FourthSIC8_Description	Fourth SIC Name (8-digit)	Text name of fourth 8-digit SIC code	60
FourthSIC4_Description	Fourth SIC Name (4-digit)	Text name of fourth 4-digit SIC code	60
FifthSIC	Fifth SIC Code	8-digit SIC code for other types of business at the company	8
FifthSIC8_Description	Fifth SIC Name (8-digit)	Text name of fifth 8-digit SIC code	60
FifthSIC4_Description	Fifth SIC Name (4-digit)	Text name of fifth 4-digit SIC code	60
SixthSIC	Sixth SIC Code	8-digit SIC code for other types of business at the company	8
SixthSIC8_Description	Sixth SIC Name (8-digit)	Text name of sixth 8-digit SIC code	60
SixthSIC4_Description	Sixth SIC Name (4-digit)	Text name of sixth 4-digit SIC code	60
Telemarketing Record Includes all data in Mailing Record plus:			
Status	Status Indicator	Indicates whether a business is a single location, headquarters, or branch	1
Phone	Telephone Number	Main phone line	7
Enhanced Telemarketing Record Includes all data in Mailing Record and Telemarketing Record plus:			
Sales	Annual Sales Volume	Approximate annual sales (\$ millions)	9
EmpTotal	Employees Total	Total number of employees at all locations of the company	4
EmpHere	Employees Here	Number of employees at this company location	4
SalesAccuracy	Accuracy of Sales	Indicates the accuracy of approximate annual sales, i.e. actual value	1

Zapdata Base Record Elements

File Layout	Full Name	Definition	Width
EmpHere Accuracy	Accuracy of EmpHere	Indicates the accuracy of employees at the site, i.e. actual value	1
Prospecting Record Includes all data in Mailing Record, Telemarketing Record, and Enhanced Telemarketing Record plus:			
Mfg	Manufacturing Indicator	Indicates whether a company does manufacturing on-site	1
CottageInd*	Cottage industry indicator	Businesses that operate out of the personal residence of the owner	1
SmallBusInd*	Small Business Indicator	Identifies a segment of the overall United States Marketing database. The identification of records is based upon the Small Business Association's size standards.	1
Subsidiary	Subsidiary Indicator	Indicates whether a company is a subsidiary	1
YearStarted	Year Started	Year the current owner started/took over the company	2
PubPri	Ownership Indicator	Indicates whether a company, or its parent company, is publicly traded or privately held	1
UltimateDUNS	Ultimate D&B D-U-N-S Number	Unique ID for the top-most firm in the family tree that the business is a member of	9
UltimateName	Ultimate Business Name	Business name for the top-most firm in a family-tree that the business is a member of	30
UltimateCity	Ultimate City	City the domestic ultimate parent is located in	25
UltimateState	Ultimate Sate	State the domestic ultimate parent is located in	2
HQDuns	Headquarters' D&B D-U-N-S Number	Unique ID for the headquarters of this business	9
ParentDuns	Parent's D&B D-U-N-S Number	Unique ID for the parent company of this business	9
ParentHQName	Parent/Headquarters Name	Name of parent or headquarters company	30
ParentHQCity	Parent/Headquarters City	City of parent or headquarters company	25
ParentHQState	Parent/Headquarters State	State of parent or headquarters company	2
HierarchyCode	Hierarchy Code	Code indicating the relative position of the business in a family tree	2
DiasCode	Family Sort Code	Code which sorts a corporate family tree into family sequence	9
Strategic Marketing Record Includes all data in Mailing Record, Telemarketing Record, Enhanced Telemarketing Record, and Prospecting Record plus:			
BankDuns	Bank D&B D-U-N-S Number	Unique ID for the business' primary banking relationship	9
BankName	Bank Name	Primary name for the business' primary banking relationship	30
BankStreet	Bank Street Address	Physical street address for the bank	25
BankCity	Bank City	City the bank is located in	25
BankState	Bank State	State the bank is located in	2
BankZip	Bank ZIP	ZIP+4 for the physical address of the bank	5

Zapdata Base Record Elements

File Layout	Full Name	Definition	Width
AccountingFirm	Accountant Name	Primary name of the business' accounting firm	30
OwnsRents*	Owns or Rents	Identifies if the business owns or rents its location	1
SquareFootage	Square Footage	Square footage occupied by the business at its location	9
SalesBaseYear	Sales 3 years ago	Approximate annual sales (\$millions) as of December three years ago	9
SalesTrendYear	Sales in Final Trend Year	Approximate annual sales (\$millions) as of last December	9
EmplBaseYear	Employees 3 years ago	Total number of employees at all locations of the business as of December three years ago	4
EmplTrendYear	Employees in Final Trend Year	Total number of employees at all locations of the business as of last December	4
EmplPctGrowth	Employees % Change in 3 years	Percentage change in the total number of employees at the business over the last three years	5
NbrAccounts	Number of Accounts	Number of customer accounts served by the business	4
TerritoryCovered	Territory Covered	Primary geographic area served by the business	1
LegalStatus	Legal Form	Indicates whether a company is a corporation, a sole proprietorship, or a partnership	1
Import	Import/Export	Indicates whether a company imports or exports goods	1

*indicates data available only on Zapdata since July 2006

Zapdata.com Open Data Select Summary

Category	Provider	Select	Record Count
Geography/Fax			
D&B Fax Numbers			
		D&B Fax Number File	2,454,739
iMarket Base Data Selects			
		Primary Telephone Area Code (geographic)	14,831,645
		Primary Telephone Area Code (numeric)	14,831,645
		Primary Telephone Exchange (numeric)	14,831,645
		ZIP+4	14,332,055
Business Indicators			
D&B Bankruptcy Select			
		Bankruptcy	14,816,712
D&B ELA Select			
		D&B Propensity to Lease	14,592,670
D&B Financial Stress Score Select			
		Financial Stress Percentile	14,381,473
		Financial Stress Risk Class	14,381,473
D&B Fortune 1000 Selects			
		D&B Fortune 100 Rank	100
		D&B Fortune 1000 Rank	992
		D&B Fortune 500 Rank	497
D&B Franchise Selects			
		Franchise Indicator	446,228
		Franchises	425,472
D&B Marketing Pre-Screen Score Selects			
		D&B Marketing Pre-Screen Score	14,641,168
D&B Minority-Specific Select			
		Minority-Specific (Ethnic) Classifications	324,416
D&B MWOB Selects			
		Minority-Owned Business	449,080
		Veteran-Owned Business	153,652
		Vietnam Veteran-Owned Business	36,052
		Women-Owned Business	1,412,910
D&B NAICS Select			
		NAICS Code	14,663,976
		NAICS Description	14,549,160
D&B Office Indicator Selects			
		Estimated Copier Acquisition Channel	14,171,328
		Estimated Monthly Copy Volume	14,171,328
		Estimated Monthly Print Volume	14,171,328
		Estimated Number of Copiers	14,171,328
		Estimated Number of Printers	14,171,328
		Wholesale Office Supply Buying Index	14,592,353
D&B PAYDEX Select			
		3-Month D&B PAYDEX	2,920,793
D&B S/L/J (S)			
		Judgments	14,631,608
		Liens	14,463,929
		Suits	14,574,093
D&B New/Changed Record Data			
D&B New/Changed Record Data			
		D&B New and Changed Records	163,620
Federal Employer Tax ID Number			
D&B FEIN Select			
		Federal Employer Tax ID Number	3,107,706

Zapdata.com Open Data Select Summary

Information Technology

D&B IT Estimator Selects

Estimated IT Expenditures	14,171,328
Estimated Number of Nodes	14,171,328
Estimated Number of PCs	14,171,328
Estimated Presence of a Network	14,171,328
Estimated Presence of a WAN	14,171,328

D&B URL File

Web Site Address	2,372,226
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Manufacturing

Harris Manufacturing Database

Harris Manufacturing Database

Employee Change Percent	415,403
Foreign Trade Flag	427,236
Plant Size	239,047
Products Produced	367,778

General Information on MarketPlace:

Meter Credits and Pricing:

D&B Sales & Marketing Solutions prospecting tools are based on a metering system, allowing you to build, preview, and modify lists before you actually license any data. When you license a list, meter credits are deducted from a pre-paid account. You are only charged for the data you want. Please visit <http://intranet.dnb.com/pricing> or contact your S&MS Traditional Channel Manager for pricing (volume discounts are available). Additional charges apply when using Open Data and when you export Open Data elements. Open Data charges are added to D&B charges and vary by provider.

Open Data:

When building a highly-targeted list with Open Data, MarketPlace gives you three ways to use the data:

As Output Data:

This option allows you to export all the data under the specific open data element without using any criteria to limit the list. For example, if you want to know the "D&B propensity to lease" for each site in your list but do not need to further classify your list (i.e. limiting the actual likelihood to lease), you would use "As Output Data." When this list is exported you will be able to view a field for each company that reports the actual likelihood to lease, regardless of the number.

As a Select:

This option allows you to limit your list to a specific range that you define in the Open Data categories, but does not produce any output field. For example, if you choose "As a Select," you can limit your list to those companies that match "D&B propensity to lease" for example checking 'likelihood from 2 to 5'. You will not be able to view the actual likelihood on the export data but these companies will all have likelihood to lease between 2 and 5.

As Both Output Data and a Select:

This option allows you to combine both features listed above. By selecting "Both Output Data and a Select" you are able to limit your list to specific criteria, e.g. by checking "D&B propensity to lease" as an output and selector you are able to select a number as well as view the actual likelihood in a field upon export.

MarketPlace Base Record Elements

File Layout	Full Name	Definition	Width
Mailing Information_ (1.0 Credit)			
BusName	Business Name	Corporate name.	30
SecName	Secondary Name	"DBA" or trade name.	30
Address	Address	Mailing address.	64
City	City	Mailing address city.	25
State	State	Mailing address state.	2
ZIP4	ZIP+4	An extended zip code that gives mailings a higher deliverable rate and may qualify a mailing for postal automation discounts.	11
ExecFull	Executive Full Name	Prefix, first and last name of the executive contact.	38
ExecName	Executive Name	The contact name in the base data.	
ExecPrefx	Executive Prefix	Salutation of the executive contact.	10
ExecFirst	Executive First Name	First name of the executive contact.	13
ExecLast	Executive Last Name	Last name of the executive contact.	15
ExecTitle	Executive Title	Title of the executive contact.	30
MetroArea	Metro Area	Metro areas are two or more adjacent counties that contain an urban population of over 50,000. They include surrounding suburban ZIP codes.	42
MetroFIPS	Metro Area FIPS Code	A 4-digit Federal Information Processing Standards code that the U.S. Government assigns to a metro area.	4
County	County	Counties consist of groups of ZIP codes that approximate actual county boundaries.	20
CountyFIPS	County FIPS Code	A 3-digit Federal Information Processing Standards code that the U.S. Government assigns to a County.	3
StateFIPS	State FIPS Code	A 2-digit Federal Information Processing Standards code supported by the U.S. Government.	2
ZIP3	3-Digit ZIP Code	The first 3 digits of 5-digit ZIP codes represent central U.S. Postal Service mail-handling facilities.	3
ZIPCode	ZIP Code	A 5-digit code utilized by the U.S. Postal service for mail delivery.	5
PhyAdd	Physical Address	The address where a company is actually located, as opposed to its mailing address which could be a P.O. box.	64
PhyCity	Physical City	City where a company is actually located.	25
PhyState	Physical State	State where a company is actually located.	2
PhyZIPCode	Physical ZIP Code	Zip code of location where a company is actually located.	5
PhyZIP4	Physical ZIP+4	Zip+4 of location where a company is actually located.	11
Long	Longitude	Longitude for the physical address.	8
Lat	Latitude	Latitude for the physical address.	7
DUNSNo	D-U-N-S Number	Unique number assigned by D&B to each business site for which it maintains information.	9
SIC4Code	4-digit SIC Code	SIC structure divided into specific industries.	4

MarketPlace Base Record Elements

File Layout	Full Name	Definition	Width
SIC6Code	6-digit SIC Code	SIC structure divided into sub-industries within industries.	6
SIC6Name	6-digit SIC Name	6-digit SIC code description.	60
SIC8Code	8-digit SIC Code	SIC structure divided into lines of business within sub-industry.	8
SIC8Name	8-digit SIC Name	8-digit SIC code description.	60
NumSICs	Number of SIC Codes	Amount of SIC codes listed with a particular company.	4
MatchSIC	No. of Matching SICs	Used when your list definition includes selections in Type of Business. Companies can do business in multiple industries. MarketPlace lists as many as 6 industries per business. If you want to know how many SIC codes match selections you included under Type of Business, use "No. of matching SIC codes."	4
MatchID	Market Match ID	The field exported from MarketPlace Pro or Gold in order to later append D&B data to a house file. (Usually the unique identifier found in the house file.)	33
Telemarketing Information (1.5 Credits) Includes all data in Mailing Information plus:			
AreaCode	Area Code	Area code of main phone line.	3
PhoneNo	Phone Number	Main phone line.	7
Demographic Information_ (3.5 Credits) Includes all data in Mailing Information and Telemarketing Information plus:			
Sales	Annual Sales	The yearly volume of sales, in a range of millions of dollars.	9
NumEmpl	Number of Employees	Range of employees that a particular company falls under, i.e. 250-499.	18
TotEmpl	Total No. of Employees	The amount of employees at one company.	4
ExSales	Exact Annual Sales	The amount of annual sales rounded to 100k.	24
ExNumSales	Exact Numeric Sales	A non-rounded number for annual sales.	
ExNumEmpl	Exact No. of Employees	The number of employees on site.	18
ExTotEmpl	Exact Tot No. of Employees	The number of employees at all sites.	18
YearStart	Year Started	Year the current owner started/took over the company.	2
LocType	Location Type	Indicates whether a business is a single location, headquarters, or branch.	1
Ownership	Ownership	Indicates whether a company, or its parent company, is publicly traded or privately held.	1
Import	Import/Export	Indicates whether a company imports or exports goods.	1
Manufacture	Manufacturing Indicator	Indicates if a company does manufacturing on-site.	1
Subsidiary	Subsidiary Indicator	Indicates whether a company is a subsidiary.	1
LegStatus	Legal Status	Indicates whether a company is a corporation, a proprietorship, or a partnership.	1
DelPt	Delivery Point	The finest depth of code to which a mail piece can be sorted by its address, usually the 11-digit numeric code formed from the zip+4 and represented by the delivery point barcode.	2
Employee Range		Employee range can be added to any of the above selections for an additional 0.5 Credits.	

MarketPlace Open Data Select Summary

Category	Provider	Select	Record Count
Area Code, Exchange & Fax			
D&B Fax Numbers			
		D&B Fax Number File	2,454,739
iMarket Base Data Selects			
		Primary Telephone Area Code (geographic)	14,831,645
		Primary Telephone Area Code (numeric)	14,831,645
		Primary Telephone Exchange (numeric)	14,831,645
		ZIP+4	14,332,055
Business Indicators			
D&B Bankruptcy Select			
		Bankruptcy	14,816,712
D&B ELA Select			
		D&B Propensity to Lease	14,592,670
D&B Financial Stress Score Select			
		Financial Stress Percentile	14,381,473
		Financial Stress Risk Class	14,381,473
D&B Fortune 1000 Selects			
		D&B Fortune 100 Rank	100
		D&B Fortune 1000 Rank	992
		D&B Fortune 500 Rank	497
D&B Franchise Selects			
		Franchise Indicator	446,228
		Franchises	425,472
D&B Marketing Pre-Screen Score Selects			
		D&B Marketing Pre-Screen Score	14,641,168
D&B Minority-Specific Select			
		Minority-Specific (Ethnic) Classifications	324,416
D&B MWOB Selects			
		Minority-Owned Business	449,080
		Veteran-Owned Business	153,652
		Vietnam Veteran-Owned Business	36,052
		Women-Owned Business	1,412,910
D&B NAICS Select			
		NAICS Code	14,663,976
		NAICS Description	14,549,160
D&B Office Indicator Selects			
		Estimated Copier Acquisition Channel	14,171,328
		Estimated Monthly Copy Volume	14,171,328
		Estimated Monthly Print Volume	14,171,328
		Estimated Number of Copiers	14,171,328
		Estimated Number of Printers	14,171,328
		Wholesale Office Supply Buying Index	14,592,353
D&B PAYDEX Select			
		3-Month D&B PAYDEX	2,920,793
D&B S/L/J (S)			
		Judgments	14,631,608
		Liens	14,463,929
		Suits	14,574,093
Corporate Family Members			
D&B Corporate Linkage Data			
		D&B Headquarters D-U-N-S Number	1,680,252
		D&B Parent D-U-N-S Number	111,537
		D&B Ultimate D-U-N-S Number	1,745,766

MarketPlace Open Data Select Summary

D&B New/Changed Record Data

D&B New/Changed Record Data

D&B New and Changed Records	163,620
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Federal Employer Tax ID Number

D&B FEIN Select

Federal Employer Tax ID Number	3,107,706
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Information Technology

D&B IT Estimator Selects

Estimated IT Expenditures	14,171,328
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Estimated Number of Nodes	14,171,328
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Estimated Number of PCs	14,171,328
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Estimated Presence of a Network	14,171,328
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Estimated Presence of a WAN	14,171,328
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D&B URL File

Web Site Address	2,372,226
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Manufacturing

Harris Manufacturing Database

Employee Change Percent	427,236
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Foreign Trade Flag	427,236
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Plant Size	427,236
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Products Produced	367,778
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Open Data Contact Select Summary

MRC Code/Category/Contact

Source

Record Count

Contact Names are listed by MRC Code

What is an MRC Code?

A MRC Code is the D&B Management Responsibility Code (MRC). This is a hierarchical numbering system indicating title or area of responsibility that distinguishes Owners, Partners, Presidents, etc.

MRC Code/Category/Contact	Record Count
Executives	4,279,826
Owners / Trustees	352,976
A0AA Co-Partner	31
A0AB Corporate General Partner	1
A0AD Senior Partner	1,217
A0AE General Partner	5,174
A0AG Limited Partner	2,535
A0AJ Manager/Partner	17
A0AL Managing General Partner	6
A0AS Co-Executor	4
A0AT Co-Trustee	15
A0AV Co-Venturer	157
A0AY Managing Trustee	8
A0AZ Receiver	32
A0A2 Partner	320,579
A0A3 Managing Partner	8,056
A0R0 Executor	38
A045 Incorporator	447
A046 Joint Venturer	15
A047 Shareholder	14,644
Senior Management	1,555,447
A1A5 Vice-Chairman	14,709
A1A8 Chief Operating Officer	31,149
A1A9 Chief Financial Officer	120,530
A1CX Chief Credit Officer	556
A1CY Acting Chief Financial Officer	87
A1BV Chairman Executive Committee	1
A1B0 Treasurer	270,163
A1B2 Secretary	675,790
A1B5 Senior Corporate Officer	308
A1CB Vice-Chairman of the Board	2,099
A1CJ President of Operations	5
A1CK President of Trustees	3
A1CO Chief Administrator	151
A1CQ Co-Chief Financial Officer	4
A1CR Co-Chief Operating Officer	20
A1CS Executive Board Member	2
A1CV Executive Secretary	2,422
A1G7 Board of Directors	403,411
A1R1 Trustee	7,279
A199 Officer	25,785
A2D1 Services Executive	1
A2IV Senior Investment Officer	18
A2IW Senior Trust Officer	11
A2IX Trust Investment Officer	2
A2IY Trust Officer	288
A299 Other Senior Executive	653
Vice Presidents	1,221,979
A5DN Group Executive	5
A5DO Associate Vice President	726
A5DP Regional Vice President	68

Open Data Contact Select Summary

MRC Code/Category/Contact	Source	Record Count
A5DQ	Sr Executive Vice President	45
A5D3	Division Vice President	236
A5D4	Executive Vice President	47,529
A5D6	Group Vice President	54
A5D7	Senior Vice President	67,724
A5D8	Vice President	1,083,172
A598	Management Vice President	12,090
Z5E9	Vice President International	10
Z8Q0	Assistant Vice-President	8,974
A599	Other Vice President	1,346
Other Executives		1,149,424
Z6H6	International Director	141
A6DU	Division/Subsidiary Head	1,804
A7DU	Managing Officer	145
A8DV	Assistant to the President	135
A9DX	Exploration	212
A9DY	Honorary Trustee	2
A9DZ	Interim President	37
A799	Other Executive Manager	1,136,244
A999	Other Executive	10,704
Administration		1,073,564
Senior Management		154,091
B1EB	Regional President	28
B1R2	Principal	153,714
B1R3	Assistant Principal	349
Vice Presidents		15,423
B5D0	VP Administration	950
B5E2	VP Corporate Development	15
B5E6	VP Government Relations	59
B599	Other VP Administration	14,399
Managers / Directors		437,415
B6EC	Administrative Director	689
B6ED	Co-Management Director	217
B6EF	Regional Director	35
B6EH	Senior Managing Director	1
B6H2	Executive Director	46,763
B6H8	Managing Director	10,694
B6J3	Store Director	99
B699	Other Administration Director	4,324
B7E1	Administrative Manager	2,399
B7EJ	Program Manager	1,743
B7EK	Regional Manager	2,370
B7EL	Station Manager	19
B7J0	Area Manager	896
B7J1	Area Supervisor	81
B7K0	Department Manager	433
B7K3	Branch Manager	20,512
B7L3	District Manager	2,660
B7L4	Division Manager	1,807
B7M1	General Manager	134,172
B7M2	Government Relations Manager	1
B7N2	Office Manager	196,618
B7N6	Planning Manager	95
B7P5	Store Manager	2,441
H9GE	Operating Manager	1,522
B9EO	Interim Manager	37
Z7GQ	Acting Manager	9
Z7P4	Service Manager	520

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<i>MRC Code/Category/Contact</i>	<i>Source</i>	<i>Record Count</i>
Z741 Co-Manager		93
Z8Q7 Assistant Manager		5,291
B799 Other Administration Manager		874
Other Administration		466,635
B9E Administrator		83,355
B9EN City Manager		813
B9EQ Planning Associate		3,386
B9M Government Relations		38,811
B914 Department Chairman		256
B927 Office Supervisor		355
Z642 Assistant Director		4,193
Z910 Coordinator		58,583
Z938 Supervisor		29,481
Z939 Clerk		16,062
Z8GT Assistant Clerk		69
Z8Q8 Assistant Secretary		6,397
Z940 Associate		25,967
B801 Executive Assistant		10,924
B830 Assistant Administrator		833
B899 Administrative Assistant		20,115
Z899 Assistant		151,482
B928 Meeting Planner		80
B999 Other Administration		15,473
Information Technology		183,850
Senior Management		19,950
C2A1 Chief Information Officer		11,898
C2A2 Chief Technology Officer		8,030
C2C1 Data Processing Executive		22
Vice Presidents		7,687
C5E8 VP Information Services		288
C599 Other VP IT		7,399
Managers / Directors		31,889
C6G8 Director of Data Processing		49
C6I3 MIS Director		5,575
C6J1 Computer Lab Director		11,781
C6P9 Quality Assurance Director		93
C699 Other IT Director		444
C7H1 Web Project Manager		1,487
C7J1 Network Manager		4,547
C7K9 Data Processing Manager		148
C7L5 Data Proc Operations Manager		2
C7N1 MIS Manager		6,062
C7P7 Systems/Programming Manager		51
C7P8 Systems Support Manager		2
C7P9 Quality Assurance Manager		324
C799 Other IT Manager		1,324
Systems Analysts / Specialists		124,324
C9A1 Computer Scientist		91
C9A2 Computer Specialist		2,299
C9A3 Computer Technician		3,071
C9A4 Computer Associate		1,053
C9A5 Information Systems		256
C9A6 MIS		7,067
C9A7 Programmer		5,114
C9A8 Programmer Analyst		1,104
C9A9 Project Leader		372
C9B2 Webmaster		4,393
C9B3 Database Administrator		1,256
C9B4 Application Consultant		16
C9B5 Business Analyst		1,099

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MRC Code/Category/Contact	Source	Record Count
C9B6	Data Administrator	42
C9B7	Systems Technician	6
C9B8	IT/Internet Support	53,142
C9B9	Technician	15,051
C9ER	Data Processing Associate	2,614
C912	Data Processing Supervisor	21
C939	Senior Systems Analyst	21
C940	Systems Analyst	515
C941	Network Analyst	748
C899	Systems Assistant	20
C999	Other Information Technology	24,953
Engineering / R&D		184,099
Senior Management		6
D2C2	Engineering Executive	3
D7EY	Project Executive	3
Vice Presidents		11,033
D5E4	VP Engineering	1,072
D5G1	VP Research & Technology	5
D599	Other VP Engineering/R&D	9,956
Managers / Directors		18,553
D6H1	Director of Engineering	325
D699	Other Engineering/R&D Director	135
D917	Chief Engineer	2,928
D7EV	Project Administrator	12
D7EX	Project Director	404
D7L1	Design Engineering Manager	9
D7L7	Engineering Manager	1,869
D7M5	Industrial Engineering Manager	1
D7O0	Research & Development	70
D7O1	Product Engineering Manager	3
D7O4	Project Manager	12,586
D799	Other Engineering/R&D Manager	211
Engineering / R&D Staff		154,507
D9EZ	Development	5,346
D9FA	Engineering	13,232
D9FB	Industrial	153
D9FC	Research	11,961
D9FD	Technology	84,108
D918	Senior Engineer	1,542
D916	Engineer	35,073
D899	Engineering/R&D Assistant	21
D999	Other Engineering/R&D	3,071
Finance		28,317
Senior Management		84
E1FF	Investment Officer	64
E2C4	Financial Executive	19
Z2B9	Banking Executive	1
Vice Presidents		27,047
E5D9	VP Accounting	179
E5E5	VP Finance	5,626
E599	Other VP Finance	21,242
Managers / Directors		45,724
E6D9	Chief Accountant	217
E6FG	Director of Finance	6,942
E6FH	Financial Officer	5
E6FI	Loan Officer	6,256
E6G4	Accounting Director	566
E699	Other Finance Director	428
E7FF	Investment Manager	303

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MRC Code/Category/Contact	Source	Record Count
E7FJ	Trust Manager	23
E7J7	Accounting Manager	6,354
E7K4	Business Manager	15,292
E7K6	Contracts Manager	210
E7K7	Credit Manager	3,124
E7L9	Finance Manager	4,861
E799	Other Finance Manager	1,143
Finance Staff		255,462
E8Q6	Assistant Controller	1,186
E8Q9	Assistant Treasurer	2,767
E9FK	Accounting	22,348
E9FL	Credit Associate	2,910
E9FM	Finance Associate	44,042
E9FO	Loan Associate	1,574
E9FP	Mortgage Associate	115
E9FR	Securities	161
E9FZ	Analyst	18,030
E901	Accountant	26,728
E902	Certified Public Accountant	2,847
E906	Auditor	1,136
E908	Comptroller	1,283
E909	Controller	63,587
E917	Finance Supervisor	48
E944	Bookkeeper	15,884
E899	Finance Assistant	83
E999	Other Finance	50,733
Personnel / Benefits / Human Resources		112,335
Senior Management		1
F2C9	Personnel Executive	1
Vice Presidents		8,456
F5E7	VP Human Resources	4,567
F599	Other VP Personnel	3,889
Managers / Directors		39,784
F6G0	Employee Relations Director	8
F6H4	Human Resources Director	15,459
F6H5	Industrial Relations Director	3
F6I6	Personnel Director	1,275
F6J5	Training & Dev Director	72
F6J6	Training Director	249
F7FR	Employee Benefits Manager	53
F7FS	Fund Manager	5
F7K2	Benefits Manager	179
F7K5	Compensation Manager	42
F7L6	Employee Relations Manager	85
F7M4	Human Resources Manager	19,478
F7M6	Industrial Relations Manager	7
F7N5	Personnel Manager	1,354
F7Q2	Training & Dev Manager	374
F9Q2	Training Specialist	1,141
Staff / Assistants		64,094
F899	Personnel Assistant	401
F9FW	Personnel Associate	6,599
F999	Other Personnel	57,094
Purchasing / Procurement		55,429
Vice Presidents		3,552
G5F0	VP Purchasing/Procurement	1
G599	Other VP Purchasing	3,551
Managers / Directors		11,663
G6I9	Purchasing Director	945

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MRC Code/Category/Contact	Source	Record Count
G699	Other Purchasing Director	446
G706	Purchasing Manager	10,272
Staff / Assistants		40,214
G9FX	Purchasing Associate	32,504
G906	Senior Buyer	119
G907	Buyer	3,278
G933	Purchasing Agent	4,187
G899	Purchasing Assistant	126
Operations / Production / Manufacturing		105,042
Senior Management		1
H2C8	Mfg/Prod/Distrib Executive	1
Vice Presidents		19,132
H5F1	VP Manufacturing	1,065
H5F5	VP Operations	5,566
H5F8	VP Production	252
H599	Other VP Operations/Prod/Mfg	12,249
Managers / Directors		33,543
H6FY	Director of Operations	11
H6H9	Manufacturing Director	57
H6I0	Safety Director	246
H6I1	Materials Director	1,036
H6I5	Operations Director	643
H6I7	Production Director	129
H6J4	Traffic Director	12
H6O7	Quality Control Director	1,140
H699	Other Oper/Prod/Mfg Director	228
H7A0	Materials Manager	932
H7D5	Mill Manager	84
H7FZ	Mine Manager	3
H7GA	Export Manager	301
H7I0	Safety Manager	384
H7L0	Front End Manager	10
H7M0	Manufacturing Manager	505
H7M7	Inventory Control Manager	68
H7N3	Operations Manager	13,787
H7N8	Plant Engineering Manager	30
H7N9	Plant Manager	8,641
H7O3	Production Manager	3,143
H7O7	Quality Control Manager	755
H7P3	Security Manager	445
H7Q1	Traffic Manager	280
H799	Other Oper/Prod/Mfg Manager	673
Staff / Assistants		52,366
H9GB	Manufacturing	6,679
H9GD	Operations	29,890
H9GF	Production	5,209
H9I8	Foreman/Supervisor	1,202
H9I0	Industrial Engineer	11
H9I4	Manufacturing Supervisor	28
H9I8	Plant Engineer	459
H9I9	Plant Superintendent	389
H9I0	Production Superintendent	4
H899	Operations/Prod/Mfg Assistant	115
H999	Other Operations/Prod/Mfg	8,380
Sales / Marketing		218,179
Senior Management		13
I2C0	Sales And Marketing Executive	13
Vice Presidents		41,567
I5E1	VP Advertising	53

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<i>MRC Code/Category/Contact</i>	<i>Source</i>	<i>Record Count</i>
I5F2	VP Marketing	7,633
I5F3	VP Merchandising	98
I5F7	VP Product Development	15
I5F9	VP Public Relations	86
I5G2	VP Sales	8,948
I5H1	VP Corp Communications	5
I599	Other VP Sales & Marketing	24,729
Managers / Directors		35,640
I6G6	Advertising Director	318
I6H0	Marketing Director	3,692
I6H1	Corp Communications Director	1
I6I1	Public Relations Director	2,108
I6J2	Sales Director	1,275
I6K8	Customer Service Director	33
I699	Other Sales & Mktg Director	416
I7B1	Merchandise Manager	49
I7H1	Corp Communications Manager	2
I7I1	Public Relations Manager	419
I7J9	Advertising Manager	268
I7K8	Customer Service Manager	308
I7M9	Marketing Manager	5,772
I7N0	Product Development Manager	9
I7O2	Product Manager	361
I7O9	Regional Sales Manager	1,728
I7P1	Sales Manager	17,932
I7P2	Sales Promotion Manager	4
I799	Other Sales & Mktg Manager	945
Sales / Marketing Staff		140,959
I9A1	E-Commerce	11
I9A2	E-Business	4,477
I9GH	Advertising	2,807
I9GJ	Merchandising	911
I9GK	Marketing	40,254
I9GL	Products	1,103
I9GM	Sales	56,748
Z9GV	Account Manager	14,917
Z900	Account Executive	4,750
I9I1	Public Relations	533
I9I2	Corporate Publications	354
I9I3	Spokesperson	29
I899	Sales & Marketing Assistant	3
I999	Other Sales & Marketing	14,062
Facilities		24,197
Vice Presidents		203
J599	Other VP Facilities	203
Managers / Directors		17,506
J6H7	Maintenance Director	677
J699	Other Facilities Director	6,503
J7GN	Park Manager	51
J7L8	Facilities Manager	5,126
J7M3	Hub Manager	11
J7M8	Maintenance Manager	1,913
J7N7	Plant & Facilities Manager	340
J7P0	Terminal Manager	539
J7Q3	Warehouse Manager	775
J9GP	Plaza Manager	19
Z7GR	Complex Manager	1,552
Staff / Assistants		6,488
J9GO	Maintenance	3,592
J923	Maintenance Supervisor	1,574

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<i>MRC Code/Category/Contact</i>	<i>Source</i>	<i>Record Count</i>
J899	Facilities Assistant	28
J999	Other Facilities	1,294
Government		21,758
		21,758
K948	Alderman	89
K951	City Council	22
K952	Commissioner	4,273
K953	Committee Member	2
K955	Council Member	4,189
K960	County Commissioner	71
K961	County Judge	65
K963	Fire Chief	1,170
K964	Governor	323
K965	Mayor	2,228
K966	Selectman	122
K967	Sheriff	415
K968	Vice-Mayor	15
K969	Warden	709
Z9II	Representative	7,213
K999	Other Government	852
Religion		54,002
		54,002
L935	Religious Leader	10
L970	Associate Pastor	3,095
L971	Minister	928
L972	Assistant Pastor	161
L973	Bishop	115
L974	Deacon	234
L975	Cardinal	6
L976	Pastor	48,768
L977	Mother Superior	8
L978	Rabbi	115
L979	Rector	67
L980	Reverend	345
L981	Priest	69
L982	Senior Pastor	81
Schools		63,501
		63,501
M922	Librarian	36,975
M983	Chancellor	401
M984	Dean	2,289
M985	Headmaster	130
M986	Chief Admissions Officer	38
M987	Chief Academic Officer	100
M988	Athletic Director	6,066
Z937	Superintendent	12,069
Z943	Assistant Superintendent	5,433
Retail / Wholesale		3,595
		3,595
Z9IJ	Retail Associate	1,991
Z9IK	Retailer	1
Z936	Store Superintendent	1
Z9HI	Cashier	1,179
Z941	Assistant Cashier	223
Z9IT	Wholesaler	200

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<i>MRC Code/Category/Contact</i>	<i>Source</i>	<i>Record Count</i>
Publishing / Journalism		39,934
		39,934
Z9IO	Senior Editor	216
Z9HL	Editor	5,679
Z9IE	Publisher	34,039
Transportation / Shipping		1,081
		1,081
Z9HX	Port Captain	17
Z9HY	Port Director	10
Z9HZ	Port Manager	2
Z9IS	Transportation	1,052
Real Estate / Insurance		771
		771
Z9IF	Real Estate	305
Z934	Real Estate Agent	74
Z921	Insurance Agent	8
Z925	Underwriter	381
Z926	Bond Underwriter	3
Agents / Advisors / Consultants		26,180
		26,180
Z9GX	Advisor	3,064
Z9GY	Agent	7,903
Z9HA	Consultant	13,560
Z9HB	Contractor	1,543
Z9HG	Corporate Representative	1
Z9HH	Correspondent	109
Professionals		657,648
Physicians / Surgeons		260,912
XAB1	Chief of Surgery	1,163
XAB2	Chief of Medicine	26
XAB3	Chief of Anesthesiology	41
XAB4	Chief of Emergency Room	17
XAP1	ENT Specialist	84
XAP2	Infectious Diseases	1,504
XAP4	Orthopedist	35
XAP5	Pathologist	5,700
XAP6	Proctologist	1
XAP7	Sports Medicine	20
XAP9	Surgeon	24,310
XAQ2	Geriatrics	18
XAQ3	Obstetrician	1,997
XAS0	Allergy And Immunology	2,352
XAS1	Anesthesiology	11,133
XAS3	Cardiology	6,082
XAS4	Dermatology	4,831
XAS5	Endocrinology	2,622
XAS6	General Medical Practice	175
XAS7	Gastroenterology	6,833
XAS8	Hematology	4,714
XAS9	Internal Medicine	21,838
XAT0	Nephrology	5,587
XAT1	Neurology	5,576
XAT2	Nuclear Medicine	3
XAT3	Gynecology/Obstetrics	16,306
XAT4	Oncology	8,800
XAT5	Ophthalmology	299

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MRC Code/Category/Contact	Source	Record Count
XAT6	Pediatrics	23,042
XAT7	Physical Medicine	52
XAT8	Psychiatry	12,694
XAT9	Child Psychology	832
XAU0	Pulmonary Diseases	1,780
XAU1	Radiology	20,513
XAU2	Chiropractor	584
XAU3	Osteopathy	182
XAU4	Surgery-Orthopedic	10
XAU5	Surgery-Plastic	7
XAU6	Surgery-Thoracic	1
XAU7	Urology	5,068
XAU8	Preventive Medicine	5
XAU9	Infertility Specialist	7
XAV0	Diabetes	100
XAV1	Otolaryngology	4,206
XAV3	Plastic Surgeon	1,805
XAV4	Rheumatology Specialist	1
XAV5	Cardiovascular	9,174
XAY5	Immunologist	1,827
XAY9	Aerospace Medicine	110
XAZ1	Podiatrist	6,805
XAZ9	Surgery	2,132
X997	Emergency Medicine	129
XA99	Medical Doctor	37,779
Other Health Care		93,902
XBA1	Physical Therapist	1,516
XBB1	Optometrists	3,517
XBC1	Nurse	80,575
XBC2	Nursing Director	4,968
XBC3	Speech Therapist	59
XBD1	Pharmacist	435
XBD2	Certified Pharmacy Technician	1,151
XBE1	Respiratory Therapy Director	19
XBE2	Physical Therapy Director	25
XBE3	Occupational Therapy Director	7
XBF1	Managed Care Director	17
XBF2	Home Health Care Director	9
XBF9	Medical Director	381
XCA1	Veterinarian	455
XAY7	Nutritionist	382
XZY8	Dietician	42
XAV2	Acupuncture	142
XB99	Other Health Care Director	202
Dental		2,639
X913	Dentist	2,578
XBV3	Endodontics	4
XBV4	Family And General Dentistry	3
XBV5	Oral And Maxillofacial Surgery	3
XBV6	Orthodontics	34
XBV7	Pediatric Dentistry	1
XBV8	Periodontics	7
XBV9	Prosthodontics	2
XBW	Dental Hygenist	7
Legal		298,270
XDW	Patent Law	273
XDW	Contract Law	371
XDW	Lobbying	3
DX0	Criminal Law	67
DX1	General Counsel	6,387
DX4	Personal Injury Law	4
DX5	Divorce Law	2

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<i>MRC Code/Category/Contact</i>	<i>Source</i>	<i>Record Count</i>
DX6 Corporate & Business Law		38
DX7 General Legal Practice		2
DY0 Family Law		2
DY2 Litigation		698
DY5 Professional Liability		2
D51 VP Legal		89
D97 Legal Executive		2
D98 Legal Staff		3,716
D99 Counsel		4,395
A05 Attorney		26,022
EA1 Member (of the Bar)		256,197
Other Professionals		1,925
X06 Taxation		59
X30 Architect		1,648
X99 Other Professional		218
	Grand Total	7,433,308

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