

2016 VARIABLES

ORDER	VARIABLE	DESCRIPTION	GLOSSARY
1	cm_id	Unique ID number	This is a persistent ID number for this record
2	fullname	Full Name	Full name on file
3	fname	First Name	The first name or initial
4	lname	Lsst Name	
5	add1	Address Line 1	
6	add2	Address Line 2	
7	unit_num	Unit Number	Unit or apartment number
8	st_num	Street Number	Street Number
9	st_num_sfx	Street Number Suffix	
10	st_name	Street Name	
11	st_type	Street Type	E.g. Boulevard, Avenue, Court etc.
12	st_dir	Street Direction	
13	city	City	
14	prov	Province	
15	postal	Postal Code	
16	phone	Telephone Number	
17	mailflag	Mail Valid Flag	Indicates whether the record has a current, valid address. T = Mail Valid, F = Not Mail Valid
18	phoneflag	Phone Valid Flag	Indicates whether the record has a current, valid phone number T = Phone Valid, F = Not Phone Valid
19	dnmflag	Do Not Mail Flag	Indicates whether the contact has expressed a preference to not receive marketing mail, T = Flagged as Do Not Mail, F = Not flagged as Do Not Mail
20	dncflag	Do Not Call Flag*	Indicates whether the contact phone number was found on the National Do Not Call List*, T = Flagged as Do Not Call F = Not flagged as Do Not Call
21	hotlndate	Hotline Mover Date (YYYYMM)	Month and Year in which the record first appeared

* Requires the client to be registered to receive the Do Not Call file.