

## Access Hoover's r5 Data Descriptions

The following is a list of all data fields available for field mapping in Access Hoover's.

Field name	Description
<b>PEOPLE</b>	
First Name	First name
Middle Initial	Middle initial
Last Name	Last name
Prefix	Prefix for the contact
Suffix	Suffix for the contact
Age	Contact age
Biography	Biographical summary
Biography Source	Biography source
Latest Title	Job title
Latest Position Start Date	Year of the latest position
Latest Salary	Salary
Latest Total Salary	Total salary (including bonuses)
<b>CONTACT INFORMATION</b>	
Company Name	Name of the company
HQ Street	Street address of the company site
HQ City	City of the company site
HQ State/Province	State/province of the company site
HQ ZipCode	Postal code of the company site
HQ Country	Country of the company site
HQ Main Phone	Main Phone of the company site
HQ Main Fax	Main Fax of the company site
Web Address	Company's web address
Toll Free Phone	Toll-Free phone number for the company
Connect Mail Email	ConnectMail direct email address (requires ConnectMail)
Connect Mail Phone	ConnectMail direct phone number (requires ConnectMail)
<b>COMPANY</b>	
Doing Business As	Assumed name for a business (example: ZZ Enterprises could file a DBA to do business as "ZZ Pet Shop")
Synopsis	Summary of Company Description

Company Description	Detailed description of company assembled by hoover's Editorial Staff
Company Type	Private or public company
Location Type	Headquarters, Single Location, or Branch
Subsidiary Status	Subsidiary or not a subsidiary
US Ticker Symbol	Stock symbol the company trades as
Exchange	Exchange the company is traded on
DUNS Number	D-U-N-S Number for the company
Immediate Parent Name	Company that is directly above the company being referenced on the family tree (Example: America Online's immediate parent is Time Warner, Cable Inc)
Immediate Parent DUNS Number	D-U-N-S Number for the immediate parent of the company
Ultimate Parent Name	Company that is on top of the family tree for the company being referenced (example: America Online's Ultimate Parent is Time Warner, Inc.)
Ultimate Parent DUNS Number	D-U-N-S Number for the ultimate parent of the company
VAT Number	UK tax filing number (Value-Added Tax)
Company Registration Number	A UK-specific, government issued number identifier for a registered business
Number of UK Subsidiaries	The number of UK subsidiaries that the company has
Company Synopsis	Abridged editorial description/overview of the company
Overview	Full editorial description/overview of the company
<b>COMPANY (continued)</b>	
DNB Prescreen Score	Prescreen Scores predict the likelihood of a firm paying in a severely delinquent manner (90+ days past terms) over the next 12 months. Scores are calculated using statistical models and the most recent payment information in D&B's commercial database. Using this scoring system, a company is identified as High Risk, Medium Risk, or Low Risk
Number Of PCs	The number of PC's at the location
Space At Address	The square footage of the business at the location
Minority Owned	Indication of whether a minority owns the majority of the establishment
Women Owned	Indication of whether a woman owns the majority of the establishment
Latitude	The latitude of this location
Longitude	The longitude of this location
<b>KEY NUMBERS/FINANCIALS</b>	
Latest Annual Revenue	Most recent year's annual revenue (in millions)
Sales Growth	Percentage change in sales over the most recent completed year's annual data
Net Income	Most recent completed year's annual net income (in millions)
Net income Growth	Percentage change in net income over the most recent completed year's annual data

Total Employees	Total number of employees, including all branches and subsidiaries in the Family Tree
Total Employee Growth	Percentage that employee growth has changed over the most recent completed year's annual data
Employees At This Location	Number of employees at this location
Fiscal Year End	When the fiscal year ends for the company
Assets	Most recent completed year's annual data for assets owned by the company (in millions)
Market value	Market Cap for the company; calculated on most recent close (yesterday)
Research and Development Data	Most recent completed year's annual data for R&D expenses
Advertising Data	Most recent completed year's annual data for Advertising Expenses
Accounting Firm	Auditor/accounting firm for the company
Bank	Bank for the company
Ownership Year	Year of founding or when the company has been bought
State of Incorporation	State where company was/is incorporated
<b>INDUSTRY</b>	
Primary Hoover's Industry	Industry that Hoover's has designated as the primary industry for the company
Primary US SIC Code	SIC code designated as the primary SIC code
Primary NAICS Code	NAICS code designated as the primary NAICS code
Primary UK SIC Code	UK SIC code designated as the primary UK SIC code
All US SIC Codes	All SIC codes (primary and secondary) the company is associated with
All NAICS Codes	All NAISC codes (primary and secondary) the company is associated with
All UK SIC Codes	All UK SIC codes (primary and secondary) the company is associated with
All HIC Codes	All Hoover's Industry codes (primary and secondary) the company is associated with
4 Digits Primary SIC Code	First 4 digits of the company's primary SIC code
Manufacturing Indicator	Indicates whether company is involved in manufacturing operations