

Policy Influencer DataFile Schema

Column Name	Notes / Field Description	Sample Data / Non-Legislator	Sample Data / Legislator
PersonID	KnowWho Unique Person ID- does not change- does not get reused.	A10327201	A10327201
VoterID	Unique ID from state voter file- identifying the voter in that states records- if blank- no match was made.	119137805	02NRD1449000
SourceCode	Short code to identify source, internal use only	KWGOVAFF	KWLEG
CurrentFormer	Values are Current or Former, likely new data will be Current	Current	Current
Group	Main Group for the Type of Contact	Gov Affairs	Government
SubGroup	SubGroup for the Type of Contact	Corporation	Federal Legislator
StateOfCoverage	State for contacts with reach outside physical location (congress staffer linked back to Member district)		MA - Massachusetts
LegislativeChamber	Defines a legislative chamber for contacts where that is relevant		US House
LegislativeDistrict	Defines a legislative district for contacts where that is relevant		MA01
Incumbent	Only valid for current incumbents in legislative districts. Target only incumbent elected officials		
Organization	Organization company, entity name	Southern California Edison Company	US House of Representatives
Office	Only used to denote a child of the Organization parent		
Title	Self-explanatory	Senior Vice President, Regulatory Affairs	US Representative
Prefix	Self-explanatory		Rep.
FirstName	Self-explanatory	Bruce	Richard
MiddleName	Self-explanatory	C.	E.
LastName	Self-explanatory	Foster	Neal
Suffix	Self-explanatory (Jr., Sr., III)		
NickName	Self-explanatory	Bruce	Richie
LegalName	Self-explanatory	Bruce C. Foster	Richard Edmund Neal
BusinessAddressID	The Unique ID for the Business Address elements	A010327201B	A010327201B
BusinessBuilding	Self-explanatory	The Willard Office	Rayburn House Office Building
BusinessRoom	Self-explanatory	Suite 1234	Suite 1234
BusinessAddress1	Self-explanatory	901 Flagler Ave	36 Atwater Ter
BusinessAddress2	Self-explanatory		
BusinessCity	Self-explanatory	Key West	Springfield
BusinessState	Valid two character state abbreviation	FL	MA
BusinessZipcode	Valid 5 or 9 digit ZIP code	33040-4743	01107-1240
BusinessPhone	Ten digit using any format but all records must use same format (will be Intl Format in June 2020 release)	(626) 302-3947	(202) 225-5601
BusinessFax	Ten digit using any format but all records must use same format	(626) 302-2517	(202) 225-8112
BusinessEmail1	Self-explanatory	bfooster@gmail.com	b.foster@Texas.gov
BusinessEmail2	Self-explanatory (when available)	bfooster@scec.com	bfooster@fosterforcongress.org
BusinessEmail3	Self-explanatory (when available)	bruce.forester@hud.gov	

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PersonalAddressID	Unique ID for the Personal Address elements	A010327227P	A010327227P
PersonalAddress1	Self-explanatory	901 Flagler Ave	36 Atwater Ter
PersonalAddress2	Self-explanatory		
PersonalCity	Self-explanatory	Key West	Springfield
PersonalState	Valid two character state abbreviation	FL	MA
PersonalZipcode	Valid 5 or 9 digit ZIP code	33040-4743	01107-1240
PersonalPhone	Ten digit using any format but all records must use same format (will be Intl Format in June 2020 release)	(626) 302-3947	(202) 225-5601
PersonalMobile converted to intl format in May's release of the Digital format)	Ten digit using any format but all records must use same format	(928) 814-3668	(555) 555-5555
PersonalEmail1	Self-explanatory	bfoster@gmail.com	b.foster@Texas.gov
PersonalEmail2	Self-explanatory (when available)	bfoster@scec.com	bfoster@fosterforcongress.org
PersonalEmail3	Self-explanatory (when available)	bruce.forester@hud.gov	
Facebook1	Self-explanatory (when available)	www.facebook.com/Bruce_Foster	http://www.facebook.com/Congressman-Richard-Neal-325642654132598
Facebook2	Self-explanatory (when available)		
Instagram1	Self-explanatory (when available)	http://instagram.com/Bruce_Foster	
Instagram2	Self-explanatory (when available)		
LinkedIn1	Self-explanatory (when available)	http://www.linkedin.com/in/Bruce_Foster	
LinkedIn2	Self-explanatory (when available)		
Twitter1	Self-explanatory (when available)	http://twitter.com/Bruce_Foster	http://twitter.com/RepRichardNeal
Twitter2	Self-explanatory (when available)		
YouTube1	Self-explanatory (when available)	http://www.youtube.com/user/Bruce_Foster	http://www.youtube.com/user/RepRichardENeal
YouTube2	Self-explanatory (when available)		
ResidenceState	Valid two character state abbreviation	FL	MA
ResidenceCity	Self-explanatory (when available)	Key West	Springfield
BirthYear	4 digit	1952	1949
BirthMonth	2 digit	06	2
BirthDate	2 digit	26	14
Ethnicity	Us Census ethnicity, where known	Black / African American	Black / African American
Gender	M or F are only acceptable values (file contains "male" "female")	Male	Male
Party	Text description of political party	Democratic Party	Democratic Party
PartyLeaning (see look-up table)	Calculation based on Demo of party leaning	Leaning Republican	Leaning Republican
USHouseCode	4 character, first two = alpha state code, second 2 = numeric district	FL26	MA01
USHouseName	Description tag for previous field	Florida District 26	Massachusetts District 1
StateSenateCode	Alpha numeric code for state + district	FL039	MA012
StateSenateName	Description tag for previous field	Florida Senate District 39	Massachusetts Senate 03 - Hampden
StateHouseCode	Alpha numeric code for state + district	FL120	MA053
StateHouseName	Description tag for previous field	Florida House District 120	Massachusetts House Hampden 09
CountyCode	5-digit numeric FIPS code	12087	25013
CountyName	Description tag for previous field	Monroe	Hampden
MunicipalCode	Numeric FIPS code for municipalities	1236550	2567000
MunicipalName	Description tag for previous field	Key West	Springfield
DMACode	3-character DMA code	528	543
DMAName	Description tag for previous field	MIAMI-FT. LAUDERDALE	SPRINGFIELD-HOLYOKE
MSACode	5-character numeric MSA code	28580	44140
MSAName	Description tag for previous field	Key West, FL	Springfield, MA

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Demo_AgeRange	Age range data from voter file match	55 - 64	65 - 74
Demo_Art	demographic data from voter file match- Supports the Arts (Y or blank)	Y	Y
Demo_DoNotCall	Do not call list data from voter file match (Y or blank)	Y	Y
Demo_Education	Level of education from voter file match	Completed High School	Completed College
Demo_Equestrian	demographic data from voter file match (Y or blank)		
Demo_Fishing	demographic data from voter file match (Y or blank)	Y	
Demo_HomeOwner	Demographic data from voter file match (Verified or blank)	Verified	Verified
Demo_HomeValueRange	Demographic data from KW Append #1 (dollars range)	\$450,000 - \$499,999	\$225,000 - \$249,999
Demo_IncomeRange	Demographic data from KW Append #1 (dollar range)	\$250,000 +	\$60,000 - \$64,999
Demo_NetWorthRange	Demographic data from KW Append #1 (dollar range)	\$499,999 +	\$50,000 - \$99,999
Demo_Occupation	Demographic data from KW Append #1 (Picklist value or blank)	Professional / Technical	Professional / Technical
Demo_ReligionSpiritual	Demographic data from KW Append #1 (Y or blank)	Y	Y
Demo_Religion	Demographic data from KW Append #1 (religion code)	P	P
Demo_Veteran	Demographic data from KW Append #1 (Y or blank)	Y	Y
Donor_AnimalWelfare	Donor data from KW Append #2 (Y or blank)	Y	Y
Donor_ArtsCulture	Donor data from KW Append #2 (Y or blank)	Y	Y
Donor_Charitable	Donor data from KW Append #2 (Y or blank)	Y	Y
Donor_Children	Donor data from KW Append #2 (Y or blank)	Y	Y
Donor_Environment	Donor data from KW Append #2 (Y or blank)	Y	Y
Donor_FEC	Donor data from KW Append #2 (Y or blank)	Y	Y
Donor_Health	Donor data from KW Append #2 (Y or blank)	Y	Y
Donor_InternationalAid	Donor data from KW Append #2 (Y or blank)	Y	Y
Donor_Other	Donor data from KW Append #2 (Y or blank)	Y	Y
Donor_PoliticalConservative	Donor data from KW Append #2 (Y or blank)	Y	Y
Donor_PoliticalOther	Donor data from KW Append #2 (Y or blank)	Y	Y
Donor_PoliticalLiberal	Donor data from KW Append #2 (Y or blank)	Y	Y
Donor_Religion	Donor data from KW Append #2 (Y or blank)	Y	Y
Donor_Veterans	Donor data from KW Append #2 (Y or blank)	Y	Y
Donor_Wildlife	Donor data from KW Append #2 (Y or blank)	Y	Y
Profile_2ndAmendment	Profile data from KW Append #3 (Y or blank)	Y	Y
Profile_AnimalRights	Profile data from KW Append #3 (Y or blank)	Y	Y
Profile_ChoiceLife	Profile data from KW Append #3 (Pro Choice or Pro Life or blank)	Y	Y
Profile_CurrentAffairs	Profile data from KW Append #3 (Y or blank)	Y	Y
Profile_EducationIssues	Profile data from KW Append #3 (Y or blank)	Y	Y
Profile_Environmentist	Profile data from KW Append #3 (Y or blank)	Y	Y

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Profile_Environmentist	Profile data from KW Append #3 (Y or blank)	Y	Y
Profile_Evangelical	Profile data from KW Append #3 (Y or blank)	Y	Y
Profile_GunControl	Profile data from KW Append #3 (Y or blank)	Y	Y
Profile_HealthcareProfessional	Profile data from KW Append #3 (Y or blank)	Y	Y
Profile_OrganizedLabor	Profile data from KW Append #3 (Y or blank)	Y	Y
Profile_LGBTQSupport	Profile data from KW Append #3 (Y or blank)	Y	Y
Profile_MarijuanaReform	Profile data from KW Append #3 (Y or blank)	Y	Y
Profile_MilitarySupport	Profile data from KW Append #3 (Y or blank)	Y	Y
Profile_PersuadableVoter	Profile data from KW Append #3 (Y or blank)	Y	Y
Profile_PoliticalIdeology	Profile data from KW Append #3 (Liberal, Conservative, Moderate or blank)	Moderate	Liberal
Profile_TaxIssues	Profile data from KW Append #3 (Y or blank)	Y	Y
Profile_TeaPartySupport	Profile data from KW Append #3 (Y or blank)		
Profile_Veteran	Profile data from KW Append #3 (Y or blank)		
Vote_MethodPreference	Vote type data from KW Append #4	Early; Absentee; in-person	Early; Absentee; in-person
Vote_GeneralVoter	Vote type data from KW Append #4 (percent of ??)	66.67	60
Vote_OtherVoter	Vote type data from KW Append #4 (percent of ??)	33.33	60
Vote_PotusPrimaryVoter	Vote type data from KW Append #4 (percent of ??)	100	100
Vote_PrimaryVoter	Vote type data from KW Append #4 (percent of ??)	0	70
FirstLoaded	Date that this Contact was first loaded into PIDF	1/20/2020 0:00	1/20/2020 0:00
LastValidated	Date the record was last Validated by internal system	7/17/2017 0:00	7/17/2017 0:00
AddressType	Internal KW field- TAD address management	Main office; Personal; Org Address	Main office; Personal; Org Address
AddressID		L000033850	G000416436
KW Issues Codes	Issue Code used internally by KW	03, 27, 12	03, 27, 12
IDF Categories (In May Release)	After process + AI- what categories does this contact qualify for	01,02,03,04,05,06,07,08,09,10,11,12,13,14,15,16,17,18,19,20	01,02,03,04,05,06,07,08,09,10,11,12,13,14,15,16,17,18,19,20
Keywords (In May Release)	Internal KW Keyword notepad field	Southern California Edison Company Senior Vice President Regulatory Affairs	US House of Representatives US Representative