

## Demographic Email Segmentation

The following tables show the available fields for mailing list records. Some of these fields can be set for use in segmenting your subscriber lists.

### Additional Available Fields for Professional Level

To view all fields, [Login Now](#), click on Members > View Members. Then, click on any member email address. From there, click on the tab marked Demographics. Here you can enter/change/reference the demographics for that member.

Demographic information can also be added from a CSV (comma separated value) file as part of an import. To view a sample CSV File of the demographic fields (columns), click on Members > Add Members > Import Members from CSV File. Then click the "View Sample CSV" link to download the Excel spreadsheet.

Column Name	Data Type	Length	Has Default?	Can Be Empty?
Address_1_	char	100	no	yes
Address_2_	char	100	no	yes
Age_	int	4	no	yes
Birthday_	datetime	8	no	yes
City_	char	30	no	yes
Company_Name_	char	50	no	yes
Company_Type_	char	20	no	yes
Company_URL_	char	50	no	yes
Country_	char	30	no	yes
Download_Date_	datetime	8	no	yes
Education_	char	50	no	yes
Field_10_	char	20	no	yes
Field_11_	char	20	no	yes
Field_12_	char	20	no	yes
Field_13_	char	20	no	yes

Field_14_	char	20	no	yes
Field_15_	char	20	no	yes
Field_1_	char	20	no	yes
Field_2_	char	20	no	yes
Field_3_	char	20	no	yes
Field_4_	char	20	no	yes
Field_5_	char	20	no	yes
Field_6_	char	20	no	yes
Field_7_	char	20	no	yes
Field_8_	char	20	no	yes
Field_9_	char	20	no	yes
First_Name_	char	50	no	yes
Gender_	char	1	no	yes
Income_	int	4	no	yes
Interests_	char	50	no	yes
Last_Name_	char	50	no	yes
Marital_Status_	char	1	no	yes
Number_Employees_	int	4	no	yes
Number_of_Children_	int	4	no	yes
Occupation_	char	30	no	yes
Phone_Home_	char	30	no	yes
Phone_Office_	char	30	no	yes
Postal_Code_	char	30	no	yes
Product_	char	20	no	yes
State_Province_	char	20	no	yes