



New Attributes

Retail

This update introduces 146 new shopper behavior attributes focused on consumers’ likelihood to shop across specific brands, retailers, and product categories. Built using historical credit and debit transaction data and predictive modeling, these attributes estimate purchase propensity based on past spending patterns and shopping behaviors.

The underlying data spans more than 3,000 financial institutions and 100 million cards, representing over \$427 billion in annual spending. Covering apparel, beauty, groceries, home improvement, travel, dining, and other retail categories, these attributes help organizations analyze shopping preferences, enhance customer profiles, and inform competitive analysis, merchandising, and customer acquisition strategies.

A home improvement retailer can use the *Home Depot Likely Home Improvement Shoppers* attribute to analyze customers’ propensity to shop with a competing retailer, helping customer insights and merchandising teams better understand competitive overlap, identify potential opportunities, and inform customer retention strategies.

Shopper behavior

Field ID	Field Name
82621	Google Likely Digital Platform Users
82622	Home Depot Likely Home Improvement Shoppers
82623	Lowes Likely Home Improvement Shoppers
82624	Nike Likely Apparel and Footwear Buyers
82625	DoorDash Likely Food Delivery Users
82626	Airbnb Likely Vacation Rental Travelers
82627	Delta Likely Frequent Domestic Travelers
82628	Adidas Likely Apparel and Footwear Buyers
82629	American Airlines Likely Domestic Travelers
82630	Instacart Likely Grocery Delivery Users
82631	United Airlines Likely Frequent Travelers
82632	Chick-fil-A Likely Frequent QSR Diners
82633	Lululemon Likely Premium Athleisure Shoppers
82634	Southwest Likely Frequent Domestic Travelers

Field ID	Field Name
82635	Taco Bell Likely Frequent QSR Diners
82636	Whole Foods Likely Premium Grocery Shoppers
82637	Booking.com Likely Online Travel Shoppers
82638	Chipotle Likely Fast Casual Diners
82639	Expedia Likely Online Travel Shoppers
82640	Grubhub Likely Food Delivery Users
82641	Shipt Likely Grocery Delivery Users
82642	Twitch Likely Gaming and Livestream Viewers
82643	Uber Eats Likely Food Delivery Users
82644	Aldi Likely Value Grocery Shoppers
82645	ARIA Likely Las Vegas Luxury Travelers
82646	Bellagio Likely Las Vegas Luxury Travelers
82647	Burger King Likely Frequent QSR Diners
82648	Dollar General Likely Value Store Shoppers
82649	Family Dollar Likely Value Store Shoppers
82650	Roku Likely Streaming and CTV Households
82651	SHEIN Likely Fast Fashion Shoppers
82652	Dollar Tree Likely Value Store Shoppers
82653	Marshalls Likely Off-Price Shoppers
82654	Optimum Likely Broadband and Pay-TV Households
82655	Save A Lot Likely Value Grocery Shoppers
82317	Likely Buyers of Athleisure Performance Apparel
82318	Likely Buyers of Boho Contemporary Apparel
82321	Likely Buyers of Heritage Casual Apparel
82322	Likely Buyers of Fast Fashion Apparel
82323	Likely Buyers of Youth Sportswear Apparel
82324	Likely Buyers of Value Basics Apparel
82325	Likely Buyers of Family and Kids Apparel
82326	Likely Buyers of Formalwear Occasion Apparel
82327	Likely Buyers of Active Apparel Accessories
82328	Likely Buyers of Athleisure Accessories
82329	Likely Buyers of Beauty Lifestyle Accessories
82330	Likely Buyers of Casual Apparel Accessories
82331	Likely Buyers of Trend Apparel Accessories
82332	Likely Buyers of Feminine Apparel Accessories
82333	Likely Buyers of Footwear Accessories
82334	Likely Buyers of Inclusive Apparel Accessories
82335	Likely Buyers of Luxury Apparel Accessories
82336	Likely Buyers of Occasion Apparel Accessories
82337	Likely Shoppers at Marketplace Apparel
82338	Likely Buyers of Outdoor Apparel Accessories
82339	Likely Buyers of Premium Apparel Accessories

Field ID	Field Name
82340	Likely Buyers of Official Sports Merchandise
82341	Likely Buyers of Value Apparel Accessories
82342	Likely Buyers of Streetwear Accessories
82343	Likely Users of TV and Broadband Connectivity
82344	Likely Subscribers to Streaming Video
82345	Likely Users of Digital Content Platforms
82346	Likely Users of Legacy Digital Media
82347	Likely Users of Digital Audio Services
82348	Likely Subscribers to Stream Live TV
82349	Likely Shoppers at Midmarket Department Stores
82350	Likely Shoppers at Regional Department Stores
82351	Likely Shoppers at Luxury Department Stores
82352	Likely Shoppers at Off-Price Department Stores
82353	Likely Shoppers at Promotional Department Stores
82354	Likely Shoppers at Service Led Department Stores
82355	Likely Shoppers at Family Department Stores
82356	Likely Shoppers at Mass Discount Retailers
82357	Likely Shoppers at Discount Grocery Stores
82358	Likely Dollar Store Shoppers
82359	Likely Off Price Closeout Shoppers
82360	Likely Regional Discount Stores Shoppers
82361	Likely Digital Deal Marketplace Shoppers
82362	Likely Youth Value Retail Shoppers
82363	Major Ecommerce Platform Shoppers
82364	Ecommerce Discovery Shoppers
82365	Ecommerce Subscription Shoppers
82366	Instant Delivery Ecommerce Shoppers
82367	Curated Lifestyle Ecommerce Shoppers
82368	Value Focused Ecommerce Shoppers
82369	Enthusiast Ecommerce Shoppers
82370	Special Occasion Ecommerce Shoppers
82371	Likely Buyers of Access to Low Cost Fitness
82372	Likely Buyers of Premium Boutique Fitness
82375	Likely Buyers of Traditional Gym Membership
82376	Likely Buyers of Value Home Furnishings
82377	Likely Buyers of Lifestyle Home Furnishings
82380	Likely Buyers of Sleep Furniture
82381	Likely Buyers of Specialty Home Furnishings
82382	Likely Buyers of Online Home Furnishings
82383	Likely Buyers of Pet Subscription
82384	Likely Buyers of Omnichannel Pet Care
82385	Likely Shoppers at Community Pet Retail

Field ID	Field Name
82386	Frequent Coffee and Cafe Regulars
82387	Frequent Convenience Dining Seekers
82388	Family Casual Restaurant Diners
82389	Value Focused Fast Casual Diners
82390	Premium Restaurant Indulgers
82391	Regional Restaurant Loyalists
82392	Restaurant Snack and Treat Consumers
82393	Experience-Focused Social Diners
82394	Price-Focused Frequent Restaurant Diners
82395	Likely Buyers of Athletic Streetwear Footwear
82396	Likely Buyers of Athletic Performance Footwear
82397	Likely Buyers of Casual Comfort Footwear
82398	Likely Buyers of Dress Lifestyle Footwear
82399	Likely Buyers of Family Value Footwear
82401	Likely Buyers of Lifestyle Streetwear Footwear
82402	Likely Shoppers of Multi-Brand Footwear
82403	Likely Buyers of Upscale Performance Footwear
82404	Likely Buyers of Sneaker Streetwear Footwear
82405	Likely Buyers of Western Workwear Footwear
82406	Likely Buyers of Youth Lifestyle Footwear
82407	Likely Shoppers at Sporting Goods Superstore
82408	Likely Buyers of Outdoor Adventure Sporting Goods
82409	Likely Buyers of Hunting Fishing Sporting Goods
82410	Likely Buyers of Golf Sporting Goods
82411	Likely Buyers of Running Sporting Goods
82412	Likely Regional Shoppers of Value Sporting Goods
82413	Likely Regional Shoppers of Sporting Goods
82414	Likely National Shoppers of Sporting Goods
82416	Bohemian Eclectic Feminine Fashion Consumers
82417	Classic Preppy Polished Fashion Consumers
82418	Minimalist Functional Fashion Consumers
82419	Athleisure Performance Fashion Consumers
82420	Denim-Led Casual Fashion Consumers
82421	Streetwear Skate and Surf Fashion Consumers
82422	Fast Fashion Going-Out Consumers
82423	Western Utility Workwear Fashion Consumers
82424	Likely Buyers of Luxury Travel
82425	Likely Buyers of Upscale Travel
82426	Likely Buyers of Upper Midscale Travel
82427	Likely Buyers of Lower Midscale Travel
82428	Likely Buyers of Budget Travel
82429	Affinity for Aspirational Brands

Field ID	Field Name
82430	Affinity for Eco Focused Products
82431	Affinity for Premium Products
82432	Affinity for Quality Trusted Products
82433	Affinity for Value Focused Products
82434	Affinity for Ease of Use Comfort Products
82435	Affinity for Heritage and Timeless Products

Automotive

This update introduces 48 new auto attributes, including **a new category, Lifecycle signals**, focused on vehicle purchase propensities, financing, and leasing. These attributes help organizations identify consumers approaching key milestones, such as lease expiration, loan payoff, and positive vehicle equity, as well as those likely to purchase, finance, lease, or trade in a vehicle. With purchase windows ranging from 30 days to 24 months, organizations can evaluate anticipated vehicle needs and inform acquisition, retention, and financing strategies.

The update also expands ownership and in market attributes with additional vehicle makes and models, including electric, hybrid, luxury, and specialty vehicles, along with switcher signals. These attributes help organizations analyze vehicle ownership, assess demand, and identify potential brand switching opportunities to inform market analysis, inventory planning, and customer lifecycle strategies.

An automotive lender can use the *Vehicle Lease Ending in 0-3 Months* attribute to enrich customer records and identify consumers approaching a potential vehicle financing decision, helping teams assess upcoming loan demand, prioritize retention opportunities, and plan relevant financing products and offers.

In-market: in-market switcher

Field ID	Field Name
82685	Likely to Switch to Kia

In-market: make and model

Field ID	Field Name
82687	Subaru Uncharted EV In-Market Buyers
82688	Subaru Trailseeker EV In-Market Buyers
82691	Lexus RX PHEV In-Market Buyers
82693	Lexus NX PHEV In-Market Buyers
82696	INEOS In-Market Buyers
82698	INEOS Grenadier In-Market Buyers
82700	Lucid Gravity EV In-Market Buyers

Field ID	Field Name
82702	Hyundai Palisade Hybrid In-Market Buyers

Lifecycle signals: finance and ownership

Field ID	Field Name
82656	Positive Vehicle Equity in 0-3 Months
82657	Positive Vehicle Equity in 0-6 Months
82658	Positive Vehicle Equity in 7-12 Months
82659	Positive Vehicle Equity in 13-24 Months
82660	Vehicle Lease Ended in Past 6 Months
82661	Vehicle Lease Ending in 0-3 Months
82662	Vehicle Lease Ending in 0-6 Months
82663	Vehicle Lease Ending in 7-12 Months
82664	Vehicle Lease Ending in 13-24 Months
82665	Vehicle Loan Paid Off in Past 6 Months
82666	In Market for Auto Loan: Next 180 Days
82667	In Market for Auto Loan Refinance: Next 180 Days
82668	Vehicle Loan Payoff in 0-3 Months
82669	Vehicle Loan Payoff in 0-6 Months
82670	Vehicle Loan Payoff in 7-12 Months
82671	Vehicle Loan Payoff in 13-24 Months

Lifecycle signals: purchase events

Field ID	Field Name
82683	In Market for Vehicle Purchase: Next 30 Days
82684	In Market for Vehicle Purchase: Next 90 Days

Lifecycle signals: purchase propensities

Field ID	Field Name
82672	Auto Purchase Propensity: Likely Dealer Loyal
82673	Auto Purchase Propensity: Likely to Buy Online
82674	Auto Purchase Propensity: Likely to Finance
82675	Auto Purchase Propensity: Likely to Lease
82676	Auto Purchase Propensity: Likely to Pay Cash
82677	Auto Purchase Propensity: Likely to Trade In
82678	Auto Purchase Propensity: Likely to Buy CPO
82679	Auto Purchase Propensity: Likely to Buy New
82680	Auto Purchase Propensity: Likely to Buy Used
82681	Auto Purchase Propensity: Likely to Buy Luxury
82682	Auto Purchase Propensity: Likely to Buy Non-Luxury

Owner: make and model

Field ID	Field Name
82689	Buick Envista Owners
82690	Kia Carnival Owners
82692	Lexus RX PHEV Owners
82694	Lexus NX PHEV Owners
82695	Audi Q5 e-hybrid PHEV Owners
82697	INEOS Owners
82699	INEOS Grenadier Owners
82701	Lucid Gravity EV Owners
82703	Hyundai Palisade Hybrid Owners

Owner: switched

Field ID	Field Name
82686	Switched to Kia

Updated Attributes

Model Enhancements

Demographics: education

This update introduces a refreshed education attainment model as part of our ongoing data lifecycle improvements, helping keep attribute data current and relevant as consumer characteristics evolve. Previously built using separate models for each education category, the model now uses a unified approach designed to provide more consistent estimates across five education levels, ranging from less than high school through graduate degree. The updated methodology also expands scoring eligibility and reduces reliance on certain demographic inputs. These enhancements help organizations analyze the distribution of education levels across customers and markets and inform customer profiling, workforce development, and relevant product and service offerings.

For example, a workforce development organization can use the attribute, *Person #: Education Model V2*, to enrich individual records with educational attainment to help their teams evaluate potential demand for workforce training programs and inform regional program planning.

The rebuilt model will be associated with a new attribute with a new field ID that is launching in this November 2026 release. Because the source data has changed, the new attribute is not a direct (one to one) replacement for the existing attribute. The current education attribute, with the field ID

of 189 and field name, *Person #: Education Model*, will be available until it retires in February 2028, but we recommend clients begin receiving both to assist with the transition.

Existing Field ID	Existing Field Name	New Field ID	New Field Name
189	Person #: Education Model	82438	Person #: Education Model V2

Naming updates

Geographic attributes

Effective with the **February 5, 2027** release, Extract 333, the alternate field names for four geographic attributes will be updated to correct an outdated naming convention that references 2000 Census data, when in fact the underlying data had been replaced with updated / current information in an ongoing fashion and many times since 2000, effectively as soon as it became available. This change eliminates confusion over the freshness of the data being provided.

This update only changes the alternative field names. No data values, field IDs, attribute definitions or content are changing. Most clients will not be impacted. However, clients who reference these alternative field names in automated processes, scripts, or downstream systems may need to update those configurations to accommodate the new naming convention.

The new field names will not go into effect until the extract on **February 5, 2027**. If this timing presents a significant business impact, please contact your Experian account team as soon as possible.

Field ID	Field Name	Alternate Field Name	New Alternate Field Name
6337	State Code	geoc_stat_2000	geoc_stat
6338	County Code	geoc_cnty_2000	geoc_cnty
70957	State Code (Address)	geoc_stat_2000	geoc_stat
70958	County Code (Address level)	geoc_cnty_2000	geoc_cnty

Retiring Attributes

Attribute retirement process

Experian retires data attributes twice per year. These retirements will be visible within our products and services using Experian Marketing Data attributes in the February and August extract releases.

Moving to twice per year allows clients ample notification of retirements and avoids ad hoc changes that may cause clients and products to consume changes in multiple successive months. These two months attempt to avoid the end/beginning of year, holiday times, summer vacation season, as well as the common fall/winter code freezes that many organizations experience.

Experian will strive to provide 1 year prior notice where possible for these retirements. The notification timeline and twice per year retirement create a regular expected cadence for clients.

In alignment with this process, this release cycle is the next planned retirement and the fields currently scheduled for retirement are listed in this document below. New retirements of fields along with the retirement date will be communicated through future release notes.

NOTE: Exceptions to this planning will be made due to contractual, legal, or compliance reasons. These timeframes are outside of our control but should be minimal.

Recommended Replacements

If a recommended replacement attribute is available, it is noted in the release notes. In some cases, this replacement is a very similar replacement, while in others it serves as a proxy. If no recommended replacement is listed, please work with your Experian representative to determine a transition plan.

February 2027

Automotive

7 automotive attributes targeting in market models are scheduled for retirement in February 2027 as models are less relevant in market.

Field ID	Field Name
25101	Auto Buy Model: Chevrolet Camaro
25107	Auto Buy Model: Chevrolet Malibu
25118	Auto Buy Model: Chrysler 300
25121	Auto Buy Model: Dodge Challenger
25128	Auto Buy Model: Ford Edge
49475	Auto Buy Model: Audi e-tron
49526	Auto Own Model: Audi e-tron

August 2027

Automotive

8 automotive attributes targeting in market models are scheduled for retirement in August 2027 as models are less relevant in market.

Field ID	Field Name
25077	Auto Buy Model: Acura TLX
25158	Auto Buy Model: Hyundai Accent
25221	Auto Buy Model: Nissan Versa
25250	Auto Buy Model: Volkswagen Passat
28644	Auto Buy Model: Jaguar F Pace
28645	Auto Buy Model: Kia Rio

49474	Auto Buy Model: Acura ILX
79092	Auto-Buyer SUV Dodge Hornet

CAPE Retail Demand

116 CAPE Retail Demand attributes will retire in August 2027. Newly rebuilt Retail Demand attributes are available now, but they are not direct replacements for the retiring fields as the underlying data has been updated. For more details, please see the above section, Updated Attributes.

Field ID	Field Name
70603	Demand2020 20100 Groceries
70604	Demand2020 20130 Alcoholic beverages served
70605	Demand2020 20140 Packaged liquor wine beer
70606	Demand2020 20150 Cigars smokers access
70607	Demand2020 20160 Drugs health and beauty aids
70608	Demand2020 20180 Soaps detergents HH cleaners
70609	Demand2020 20190 Paper and related products
70610	Demand2020 20200 Mens wear and accessories
70611	Demand2020 20220 Womens juniors and misses wear
70612	Demand2020 20240 Childrens wear
70613	Demand2020 20260 Footwear inc accessories
70614	Demand2020 20270 Sewing knitting materials
70615	Demand2020 20280 Curtains draperies blinds
70616	Demand2020 20300 Major household appliances
70617	Demand2020 20310 Small electric appliances
70618	Demand2020 20320 TVs video recorders cameras
70619	Demand2020 20330 Audio equip etc
70620	Demand2020 20340 Furniture sleep outdoor
70621	Demand2020 20360 Flooring floor coverings
70622	Demand2020 20370 Computer hardware software
70623	Demand2020 20380 Kitchenware home furnishings
70624	Demand2020 20400 Jewelry
70625	Demand2020 20420 Books
70626	Demand2020 20440 Photographic equip and supplies
70627	Demand2020 20460 Toys hobby goods games
70628	Demand2020 20490 Optical goods eyeglasses contacts
70629	Demand2020 20530 Sporting goods
70630	Demand2020 20580 RVs camping accessories
70631	Demand2020 20590 Boats & Other parts & accessr

Field ID	Field Name
70632	Demand2020 20600 Hardware tool plumbing electrical
70633	Demand2020 20620 Lawn garden farm equip
70634	Demand2020 20640 Dimensional lumber bldg materials
70635	Demand2020 20670 Paint and sundries
70636	Demand2020 20700 Cars trucks motorcycles
70637	Demand2020 20720 Automotive fuels
70638	Demand2020 20730 Automotive lubricants
70639	Demand2020 20740 Automotive tires accessories
70640	Demand2020 20780 Household fuel
70641	Demand2020 20800 Pets pet foods supplies
70642	Demand2020 20810 Baby Goods Etc unclassified
70643	Demand2020 20850 All other merchandise
70644	Demand2020 21100 Meals beverages for consumption
70645	Demand2020 21210 Meals prep undr long-term
70646	Demand2020 21220 Meals beverages for catered event
70647	Demand2020 441 Motor vehicle parts dealers
70648	Demand2020 4411 Automotive dealers
70649	Demand2020 4412 Other motor vehicle dealers
70650	Demand2020 4413 Automotive parts accessories tires
70651	Demand2020 442 Furniture home furnishings
70652	Demand2020 4421 Furniture stores
70653	Demand2020 4422 Home furnishing stores
70654	Demand2020 44221 Floor covering stores
70655	Demand2020 44229 Other Home Furnishings Stores
70656	Demand2020 443 Electronics appliance stores
70657	Demand2020 443141 Household Appliance Stores
70658	Demand2020 443142 Electronics Stores
70659	Demand2020 444 BLDG matrl grdn equip sply dealers
70660	Demand2020 4441 BLDG material supply dealers
70661	Demand2020 44411 Home centers
70662	Demand2020 44412 Paint and wallpaper stores
70663	Demand2020 44413 Hardware stores
70664	Demand2020 44419 Other building materials dealers
70665	Demand2020 4442 Lawn garden equip
70666	Demand2020 44421 Outdoor power equip
70667	Demand2020 44422 Nursery and garden centers
70668	Demand2020 445 Food beverage stores
70669	Demand2020 4451 Grocery stores

Field ID	Field Name
70670	Demand2020 44511 Supermarkets other grocery
70671	Demand2020 44512 Convenience stores
70672	Demand2020 4452 Specialty food stores
70673	Demand2020 4453 Beer wine liquor stores
70674	Demand2020 446 Health personal care stores
70675	Demand2020 44611 Pharmacies and Drug Stores
70676	Demand2020 44612 Cosmetics beauty perfume
70677	Demand2020 44613 Optical goods stores
70678	Demand2020 44619 Other health personal care
70679	Demand2020 447 Gasoline stations
70680	Demand2020 448 Clothing accessories
70681	Demand2020 4481 Clothing stores
70682	Demand2020 44811 Mens clothing stores
70683	Demand2020 44812 Womens clothing stores
70684	Demand2020 44813 Childrens infants clothing stores
70685	Demand2020 44814 Family clothing stores
70686	Demand2020 44815 Clothing accessories stores
70687	Demand2020 44819 Other clothing stores
70688	Demand2020 4482 Shoe stores
70689	Demand2020 4483 Jewelry luggage stores
70690	Demand2020 44831 Jewelry stores
70691	Demand2020 44832 Luggage leather stores
70692	Demand2020 451 Sporting goods hobby book music
70693	Demand2020 4511 Sporting goods hobby music instrum
70694	Demand2020 45111 Sporting goods stores
70695	Demand2020 45112 Hobby toys games stores
70696	Demand2020 45113 Sew/needlework stores
70697	Demand2020 45114 Musical instrument supplies
70698	Demand2020 45121 Book stores news dealers
70699	Demand2020 451211 Book stores
70700	Demand2020 451212 News dealers and newsstands
70701	Demand2020 452 General merchandise stores
70702	Demand2020 4522 Department stores exc leased depts
70703	Demand2020 4523 Other general merchandise stores
70704	Demand2020 452311 Warehouse clubs supercenters
70705	Demand2020 452319 All other general merchandise
70706	Demand2020 453 Miscellaneous store retailers
70707	Demand2020 4531 Florists

Field ID	Field Name
70708	Demand2020 4532 Office supplies stationery gifts
70709	Demand2020 45321 Office supplies stationery stores
70710	Demand2020 45322 Gift novelty souvenir stores
70711	Demand2020 4533 Used merchandise stores
70712	Demand2020 4539 Other miscellaneous retailers
70713	Demand2020 454 Nonstore retailers
70714	Demand2020 722 Food service drinking places
70715	Demand2020 7223 Special food services
70716	Demand2020 7224 Drinking place alcoholic beverages
70717	Demand2020 7225 Restaurants & Other Eating Places
70718	Demand2020 GAFO General merchandise accessories

Geo-Coding

Field 10677, a geo-code match attribute, is scheduled to retire in August 2027. This field indicates the level or type of geographic match returned during geo-coding, such as rooftop, ZIP Code, or Census tract.

Field ID	Field Name
10677	Match level for geo data

Beginning in July 2026, values for Field 10677 will be derived from enhanced geo-coding software that improves location coverage and granularity. Clients may see slight differences in the data, but overall precision should improve. All legacy values except for value B, which represents Population center of the Census Block Group, will be available.

Field 10677 will be replaced by two fields. We highly recommend clients use both:

Field ID	Field Name
81257	<i>Match type for geo-code data</i>
81258	<i>Precision for geo-Code data</i>

Both fields are available today, and we would encourage clients to begin receiving them ahead of the retirement date for a smooth transition.

Mosaic V7

As noted in previous communications, Mosaic V7 attributes are retiring in August 2027. Mosaic V8 attributes are now available, but are not a direct replacement for V7 as V8 has been rebuilt. For more information about the 2026 Mosaic rebuild, please click [here](#). For a full list of Mosaic V8 attributes, please click [here](#).

Field ID	Field Name	Replacement Field ID	Replacement Field Name
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319	Mosaic HH	81095	Mosaic Household V8
439	Mosaic Zip+4	81096	Mosaic ZIP4 V8
444	Mosaic Household group code	81098	Mosaic Household Group Code V8
2192	Mosaic 238	No Replacement	No Replacement

February 2028

Demographics: Education

The Person #: Education Model attribute, which provides modeled educational attainment across levels ranging from less than high school through graduate degree, is scheduled for retirement in February 2028 as part of ongoing improvements to our education model.

This release introduces a new attribute built on the updated model that will eventually replace the existing version. We encourage clients to begin transitioning to the new attribute while both versions remain available. For more information on the updated model, please click [here](#).

Existing Field ID	Existing Field Name	New Field ID	New Field Name
189	Person #: Education Model	82438	Person #: Education Model V2