

## B2C API DATA DICTIONARY

<u>Field</u>	<u>Value</u>	<u>Description</u>
reference_id	ABC123	Pass a dynamic value used to validate your request internally, or provide to support to investigate the request in the event of an issue.
status	Completed Failed	Status of the request
credits_remaining	1287	The number of credits remaining in the account.
age	18-99	Age of the individual
gender	M = Male F = Female U = Unknown	Gender of the individual
marital_status	M = Married S = Single U = Unknown	Marital Status of the individual.
homeowner	0 = Unknown 1 = Renter 2 = Likely renter 3 = Likely Owner 4 = Owner	Classification of household as an owner/renter.
presence_of_children	Y or N	Presence of Children in the Household.
length_of_residence	14	Length lived at the current residence. Values = 0-15+
date_of_birth	19980314	YYYYMMDD
income	A = \$ 0 - \$ 14,999 B = \$15,000 - \$19,999 C = \$20,000 - \$29,999 D = \$30,000 - \$39,999 E = \$40,000 - \$49,999 F = \$50,000 - \$74,999 G = \$75,000 - \$99,999 H = \$100,000 - \$124,999 I = \$125,000 - \$149,999 J = \$150,000 - \$174,999 K = \$175,000 - \$199,999 L = \$200,000 - \$249,999 M = \$250,000 - \$499,999 N = \$500,000 or More	Household Income Model
credit_score_index	720	Modeled Credit Score applied at the Neighborhood level. Values = 450-850
net_worth	A = Less than \$25,000 B = \$25,000-\$49,999 C = \$50,000-\$74,999 D = \$75,000-\$99,999 E = \$100,000-\$149,999 F = \$150,000-\$249,999 G = \$250,000-\$499,999 H = \$500,000-\$749,999 I = \$750,000-\$999,999 J = \$1,000,000-\$1,999,999 K = \$2,000,000-\$2,999,999 L = Over \$3,000,000	Net Worth model. Value equals household's asset minus liabilities.
home_value	9999	Home Market Value Model. Values are in thousands. 9999 = \$9,999,000
education	1 = Some High School or Less 2 = High School 3 = Some College 4 = College 5 = Graduate School	Median school years completed by adults age 18 or older
household_composition	Single with Children Single without Children Married with Children Married without Children	Represents the makeup of the household, such as married or single, with and without children.

political_party	D = Democrat R = Republican I = Independent	Political party based upon voter registration data
number_of_children	3	Number of children in the household. Values = 1-9.
child_gender	M = Male F = Female B = Both U = Unknown	Gender of the child in the household
discretionary_spending	A = \$0 B = \$1 - \$9,999 C = \$10,000 - \$14,999 D = \$15,000 - \$24,999 E = \$25,000 - \$34,999 F = \$35,000 - \$44,999 G = \$45,000 - \$54,999 H = \$55,000 - \$64,999 I = \$65,000 - \$74,999 J = \$75,000 - \$84,999 K = \$85,000 - \$99,999 L = \$100,000 - \$124,999 M = \$125,000 - \$250,000	Household income after taxes, shelter, food, clothes, transportation, utilities, and healthcare.
pets	D = Dog C = Cat B = Both U = Unknown	Pet in the household.
personas	A7	Proprietary clustering; 26 Main Groups and 108 Sub-Groups.
channel_preference	EM = Email DG = Digital DM = Direct Mail	Modeled field based on response and transaction data predicting a consumer's preferred response channel.
cost_of_living	103.17	Index comparing the living expenses of a zipcode against the country.
latitude	40.7143	Rooftop Latitude of the address
longitude	-74.0067	Rooftop Longitude of the address
county	BERGEN	Geographic Region