

# FOCUS USA – B2C API DATA DICTIONARY

[www.focus-usa.com/docs](http://www.focus-usa.com/docs)

| Field             | Example             | Values  | Description   |
|-------------------|---------------------|---|---|
| reference_id      | ABC123              | char (25)   | Pass your unique value used to validate your request internally, or provide to support to investigate the request in the event of an issue. |
| status            | Completed - Matched | Completed - Matched<br>Completed - No Match<br>Failed | Status of the request   |
| credits_remaining | 1287                | 0-9999999   | The number of credits remaining in the account.   |
| age               | 36                  | 018-099   | Age of the individual   |
| gender            | M                   | M = Male<br>F = Female<br>U = Unknown                 | Gender of the individual  |
| marital_status    | M                   | M = Married<br>S = Single<br>U = Unknown              | Marital Status of the individual.   |

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|----------------------|----------|--|---|
| homeowner            | 4        | 0 = Unknown<br>1 = Renter<br>2 = Likely renter<br>3 = Likely Owner<br>4 = Owner  | Classification of household as an owner/renter. |
| presence_of_children | Y        | Y or N   | Presence of Children in the Household.          |
| length_of_residence  | 3        | 1 = 0-6 mos.<br>2 = 7-12 mos.<br>3 = 1-2 yrs<br>4 = 3-5 yrs<br>5 = 6-10 yrs<br>6 = 11-15 yrs<br>7 = 16-20 yrs<br>8 = 20+ yrs | Length lived at the current residence.          |
| date_of_birth        | 19880314 |  | YYYYMMDD  |

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|--------------------|---------|---|--|
| income             | G       | A = \$ 0 - \$ 14,999<br>B = \$15,000 - \$19,999<br>C = \$20,000 - \$29,999<br>D = \$30,000 - \$39,999<br>E = \$40,000 - \$49,999<br>F = \$50,000 - \$74,999<br>G = \$75,000 - \$99,999<br>H = \$100,000 - \$124,999<br>I = \$125,000 - \$149,999<br>J = \$150,000 - \$174,999<br>K = \$175,000 - \$199,999<br>L = \$200,000 - \$249,999<br>M = \$250,000 - \$499,999<br>N = \$500,000 or More | Household Income Model   |
| credit_score_index | 720     | 450-850   | Modeled Credit Score applied at the Neighborhood level. Values = 450-850 |

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| Field      | Example | Values   | Description  |
|------------|---------|--|--|
| net_worth  | E       | A = Less than \$25,000<br>B = \$25,000-\$49,999<br>C = \$50,000-\$74,999<br>D = \$75,000-\$99,999<br>E = \$100,000-\$149,999<br>F = \$150,000-\$249,999<br>G = \$250,000-\$499,999<br>H = \$500,000-\$749,999<br>I = \$750,000-\$999,999<br>J = \$1,000,000-\$1,999,999<br>K = \$2,000,000-\$2,999,999<br>L = Over \$3,000,000 | Net Worth model. Value equals household's asset minus liabilities.   |
| home_value | 435     | 9999   | Home Market Value Model. Values are in thousands. 9999 = \$9,999,000 |
| education  | 4       | 1 = Some High School or Less<br>2 = High School<br>3 = Some College<br>4 = College<br>5 = Graduate School  | Median school years completed by adults age 18 or older              |

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| household_composition | MY      | SY = Single with Children<br>SN = Single without Children<br>MY = Married with Children<br>MN = Married without Children | Represents the makeup of the household, such as married or single, with and without children. |
| political_party       | D       | D = Democrat<br>R = Republican<br>I = Independent  | Political party based upon voter registration data  |
| number_of_children    | 1       | 1-9  | Number of children in the household. Values = 1-9.  |
| child_gender          | F       | M = Male<br>F = Female<br>B = Both<br>U = Unknown  | Gender of the child in the household  |

| Field                  | Example | Values  | Description  |
|------------------------|---------|---|--|
| discretionary_spending | D       | A = \$0<br>B = \$1 - \$9,999<br>C = \$10,000 - \$14,999<br>D = \$15,000 - \$24,999<br>E = \$25,000 - \$34,999<br>F = \$35,000 - \$44,999<br>G = \$45,000 - \$54,999<br>H = \$55,000 - \$64,999<br>I = \$65,000 - \$74,999<br>J = \$75,000 - \$84,999<br>K = \$85,000 - \$99,999<br>L = \$100,000 - \$124,999<br>M = \$125,000 - \$250,000 | Household income after taxes, shelter, food, clothes, transportation, utilities, and healthcare. |
| pets                   | U       | D = Dog<br>C = Cat<br>B = Both<br>U = Unknown   | Pet in the household.  |
| personas               | A7      |   | Proprietary clustering; 26 Main Groups and 108 Sub-Groups.                                       |

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| channel_preference | DG       | EM = Email<br>DG = Digital<br>DM = Direct Mail | Modeled field based on response and transaction data predicting a consumer's preferred response channel. |
| cost_of_living     | 106.83   |  | 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  |