

# Sample Schema for Customer Profile Server

## Version History

Date	Export Version	Description
7/19/17	1.01	Initial Version

## Demographics

Attribute Name	JSON Type	Width	Description	Identifying Info
email	String	255	Customer's primary email address	✓
honorific	String	63	Customer honorific (e.g., Ms.)	✓
nameFirst	String	127	Customer's first name	✓
nameMiddle	String	127	Customer's middle name	✓
nameLast	String	127	Customer's last name	✓
nameSuffix	String	63	Customer name suffix (e.g., Jr.)	✓
birthdate	String/ISO	10	Customer's birthdate in YYYY-MM-dd	✓
employer	String	255	Customer 's employer name	✓
phone	String	16	Customer's primary phone number	✓
phoneType	String/Enum	15	Type of the customer's primary phone number [home, business, mobile]	
age	String/Enum	7	Customer's age, in ranges [<13, 13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65+]	
gender	String/Enum	15	Gender the customer uses to self-identify [preferNotToSay, male, female, genderQueer, other]	
maritalStatus	String/Enum	15	Customer's marital status [never, married, separated, divorced, widowed]	
isParent	Boolean		Is the customer a parent?	
occupation	String	255	Customer's occupation	✓
title	String	255	Customer's job title	✓
income	String/Enum	15	Customer's household income [<20K, 20-34K, 35-49K, 50-74K, 75-99K, 100-149K, 150-199K, 200K+]	
education	String/Enum	15	Customer's level of education	

			[primary, secondary, postSecondary]	
employment	String/Enum	15	Customer's employment status [notEmployed, looking, partTime, fullTime, retired, disabled]	
addressStreet	String	255	Customer's mailing street address	✓
addressCity	String	127	Customer 's mailing city	
addressState	String	63	Customer's mailing state. Should conform to country mailing standards (e.g., 2 letter in US)	
addressCountry	String/ISO	2	Customer's mailing country (ISO 2 letter code)	
addressPostalCode	String	15	Customer's mailing postal code (e.g., 5 digit in US)	
addressYears	String/Enum	15	Number of years the customer has been at the specified address [<5, 5-9, 10+]	
addressIsOwner	Boolean		Does the customer own their home?	