Demographics

Definition of our demographic data points

Table of Contents

Version 1.0

Data Model

Name	Type	Description
_links	#_links	Object containing links to related resources
_metadata	#_metadata	Metadata describing this resource
demographicId	integer	ID of this Demographic
demographicName	string	The internal name used for this demographic
demographicType	enumeration	<table><tr><th>Name</th><th>Description</th></tr><tr><td>question</td><td>This is a question that will be asked to members as needed. Please refer to the Question Text.</td></tr><tr><td>geographic</td><td>This is geographic data that is derived automatically based on the member's postal code. Members will never be directly asked questions of this type and you cannot set demographics of this type for a member using this API. Instead, you should set the members postal code. The API will return the member's current value for these demographics in GET requests.</td></tr><tr><td>derived</td><td>A derived data point other than geographic data that is detected automatically by the system. For example, is the member currently using a mobile device. Members will never be directly asked questions of this type and you cannot set demographics of this type for a member using this API. The API will return the member's last known values for these demographics in GET requests.</td></tr><tr><td>age</td><td>A special derived demographic based on the member's birth date. Members will never be directly asked this question and you cannot set this demographic for a member using this API. Instead, you should set the members birth date. The API will return the member's current value for this demographic in GET requests.</td></tr></table>
responseType	enumeration	<table><tr><th>Name</th><th>Description</th></tr><tr><td>single-punch</td><td>A member may have at most one response for single-punch questions</td></tr><tr><td>multi-punch</td><td>A member may have one or more responses selected for multi-punch questions</td></tr></table>
standardDemographic	boolean	If true, this is a standard demographic that will be commonly used across many target definitions. ⓘ When calling the demographics endpoint to retrieve a list of all demographics, the API will only return ones where standardDemographic = true.
status	enumeration	<table><tr><th>Name</th><th>Description</th></tr><tr><td>active</td><td>The demographic is currently active in our system and may be used in any current or future target definitions</td></tr><tr><td>inactive</td><td>The demographic is no longer active and will not be used on any future target definitions. However, it may still be in use on an existing target and may still be returned in the list of a member's demographics.</td></tr></table>

respon seExpi ration Days	integer	The number of days that we consider a member's response to this question to be current. We will re-ask the question the next time we need a value for this demographic for any member whose response is more than `responseExpirationDays` old. A `null` value indicates that the member's response will never expire.
text	object	This will contain a list of the supported languages and translated text for this question. Only demographics of `demographicType` question will have `text`. `Text` will be `null` for all other `demographicType` .

Examples

JSON

```json
{
  "_links": {
    "self": {
      "href": "https://qa-supplier.cmix.com/api/v2/demographics/16",
      "class": "demographics",
      "identifier": 16
    },
    "values": {
      "href": "https://qa-supplier.cmix.com/api/v2/demographics/16/values",
      "class": "values"
    }
  },
  "_metadata": {
    "created": "2009-08-03T14:11:56Z",
    "lastModified": "2018-11-16T19:09:11Z"
  },
  "demographicId": 16,
  "demographicName": "Standard Marital Status",
  "demographicType": "question",
  "responseType": "single-punch",
  "standardDemographic": true,
  "status": "active",
  "responseExpirationDays": null,
  "text": {
    "DE": "Wie ist Ihr Familienstand?",
    "EN": "What is your marital status?",
    "ES": "¿Cuál es su estado civil?",
    "FR": "Quel est votre état civil?",
    "IT": "Qual è il suo stato civile?",
    "NL": "Wat is uw burgerlijke staat?",
    "PT": "Qual é o seu estado civil?",
    "ZH": "??????????"
  }
}
```

_links

Links to related resources. Links are provided only in cases where the linked resource exists in the context of this target.

Name	Type	Description
self	Link	Self-referencing link to the current object
values	Link	Link to the acceptable response values for this demographic

Examples

JSON

```
"self": {
  "href": "https://qa-supplier.cmix.com/api/v2/demographics/16",
  "class": "demographics",
  "identifier": 16
},
"values": {
  "href": "https://qa-supplier.cmix.com/api/v2/demographics/16/values",
  "class": "values"
}
```

_metadata

Name	Type	Description
created	datetime	When this demographic was created
lastModified	datetime	When the last modifications were made to this demographic

Examples

JSON

```
{
  "created": "2018-08-21T10:34:16Z",
  "lastModified": "2018-08-22T13:39:13Z",
}
```