**MasterCard SpendingPulse™**

**API Data Definitions**

As of 2015-06-17

The following information is intended as an aid to those who use the MasterCard SpendingPulse™ API. It is also intended to supplement the information found on at the API web site and not to supplant that information. In any event where the information given on the web site and the information in this document are found to be in disagreement, the information on the web site prevails.

| **Identifier** | **Type:** for Numeric (,n) indicate maximum significant decimal digits | **Description / Possible Values “(optional)” indicates: the value does not apply to all possible data selections** |
| --- | --- | --- |
|
| **The following information pertains to all reports except the “US Weekly Gasoline Report”** | | |
| ProductLine | Text | US Executive Report UK Executive Report Canada Executive Report Brazil Executive Report Hong Kong Executive Report |
| PublicationCoveragePeriod | Text | The period for which the data is published e.g.:  “April 2015” or “Q1 2015” |
| Country | Text | “US”, “UK”, “Canada”, “Brazil”, “Hong Kong” |
| ReportType | Text | “monitor” (i.e. actual results) or “forecast” |
| Period | Text | Indicates the period covered by the data  (day, week, month, quarter, annual) |
| Sector | Text | Indicates the sector/aggregation of the data. Sector is the top level of the three-tiered hierarchy of Sector – SubSector – and Segment (see next two fields) Possible values are shown in the “Sector Definitions” table later in this document |
| SubSector | Text | See “Sector” and “Sector Definitions” table |
| Segment | Text | See “Sector” and “Sector Definitions” table |
| Ecomm | Text | “Yes” = data is for eCommerce only;  “No” = data is for all sales (incl. eCommerce) |
| SeasonalAdjustmentFlag | Text | (**optional**)  “Yes” = data is seasonally adjusted;  “No” = data is not seasonally adjusted |
| PriceAdjustmentFlag | Text | (**optional**)  “Yes” = data is price adjusted;  “No” = data is not price adjusted |
| ImpliedDeflatorYearOverYearChange | Numeric (,3) | (**optional**) A percentage value. |
| ImpliedDeflatorMonthOverMonthChange | Numeric (,3) | (**optional**) A percentage value. |
| PeriodStartDate | Date | First day of the period covered by the data. |
| PeriodEndDate | Date | Last day of the period covered by the data. |
| ReportingCalendar | Text | Value indicates calendar used for periodic aggregation of this data:  “G” = Gregorian,  “454” = US Retail (National Retail Federation),  “445” = UK O.N.S. Retail Please note: some data are reported under more than one calendar. As a result, in order to uniquely identify the data being reported, the reporting calendar must be taken into account. |
| NonGregorianReportingPeriod | Text | (**optional**) For only those data reported by a non-Gregorian calendar (e.g. US Sectors which are reported based on the National Retail Federation 4-5-4 calendar) this value designates the retail period being reported. As an example, for the US apparel sector, for PublicationCoveragePeriod = February 2015, the reporting period is 2015-01 (February is the first month of US retail year 2015). |
| SubGeographyValue | Text | (**optional**) For those data reported by sub-geographies (e.g. regions, states, etc.) the sub-geography being reported.  Possible values are shown in the “Sub‑Geography Definitions” table later in this document. A null or non-value indicates that the data is for the entire country |
| SalesValueIndex | Numeric (,2) | (**optional**) The aggregate or computed value of sales for the period (PublicationCoveragePeriod ) being reported. This may be an index value (not a currency value – just a decimal value) or it may be a currency value that would typically be in local currency (dollar, pound, yen, etc.). |
| CurrencyOfForSalesValue | Text | (**optional**) A value to indicate the currency in which the sales value is being reported. If the SalesValueIndex value is null, this field is not used. Possible values include: “US Dollar”, “UK Pound”, “Canadian Dollar”, “Hong Kong Dollar”, |
| SalesYearOverYearChange | Numeric (,3) | (**optional**) A percentage value. |
| SalesMonthOverMonthChange | Numeric (,3) | (**optional**) A percentage value. |
| Sales3MonthMovingAverageChange | Numeric (,3) | (**optional**) A percentage value. |
| SalesYearToDateChange | Numeric (,3) | (**optional**) A percentage value. |
| PriceIndexValue | Numeric (,1) | (**optional**) The price index value for the period being reported. Not a currency value – a decimal index value. |
| PriceIndexYearOverYearChange | Numeric (,3) | (**optional**) A percentage value. |
| PriceIndexMonthOverMonthChange | Numeric (,3) | (**optional**) A percentage value. |
| PriceIndex3MonthMovingAverageChange | Numeric (,3) | (**optional**) A percentage value. |
| TransactionIndexValue | Numeric (,1) | (**optional**) The transaction index value for the period being reported. Not a currency value – a decimal index value. |
| TransactionIndexYearOverYearChange | Numeric (,3) | (**optional**) A percentage value. |
| TransactionIndexMonthOverMonthChange | Numeric (,3) | (**optional**) A percentage value. |
| TransactionIndex3MonthMovingAverageChange | Numeric (,3) | (**optional**) A percentage value. |
| SameStoreSalesIndexYearOverYearChange | Numeric (,3) | (**optional**) A percentage value. |
| SameStoreSalesIndex3MonthMovingAverageChange | Numeric (,3) | (**optional**) A percentage value. |
| **The following information pertains to ONLY the “US Weekly Gasoline Report”** | | |
| ProductLine | Text | US Weekly Gasoline Report |
| PublicationCoveragePeriod | Text | The period for which the data is published e.g.:  “2015\_06\_12” |
| Country | Text | “US” |
| ReportType | Text | “monitor” (i.e. actual results) |
| Period | Text | “week” |
| Sector | Text | “US Gasoline” |
| SubSector | Text | null |
| Segment | Text | null |
| Ecomm | Text | “No” = data is for all sales (incl. eCommerce) |
| WeekEndDate | Date | A date indicating the end of the period covered by the data. |
| TotalMillionsOfBarrelsSold | Numeric (,3) | Millions of barrels of gasoline sold during the week |
| TotalBarrelsChangeFromPriorWeek | Numeric (,3) | Millions of barrels difference in barrels sold this week vs. last week |
| TotalPercentChangeInBarrelsFromPriorWeek | Numeric (,3) | A percentage value. |
| TotalPercentChangeInBarrelsFrom52WeeksAgo | Numeric (,3) | A percentage value. |
| TotalMillionsOfBarrels4WeekAverage | Numeric (,3) | Average millions of barrels of gasoline sold per week during the prior 4 weeks |
| TotalPercentChangeInThe4WeekAverageFrom52WeeksAgo | Numeric (,3) | A percentage value. |
| TotalMillionsOfBarrelsDailyAverage | Numeric (,3) | Average millions of barrels of gasoline sold per day during the week being reported |
| USAveragePricePerGalRegularGasoline | Numeric (,3) | Average price at the pump for all gallons sold during the reporting week |
| PADDCode | Text | See the US Weekly Gasoline values in the “Sub‑Geography Definitions” table below |
| PADDMillionsofBarrelsSold | Numeric (,3) | Millions of barrels difference in barrels sold this week vs. last week |
| PADDPercentChangeInBarrelsFromPriorWeek | Numeric (,3) | A percentage value. |
| PADDPercentChangeinBarrelsfrom52WeeksAgo | Numeric (,3) | A percentage value. |
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**Sector Definitions**

Note: A blank/missing subsector value indicates that the data is inclusive of all sub sectors within the sector; a blank/missing segment value indicates that the data is inclusive of all segments within the sub sector.

| Country | Sector | SubSector | Segment |
| --- | --- | --- | --- |
| US | Total Retail | Ex Auto |  |
| US | Total Retail | Ex Gasoline |  |
| US | Airlines |  |  |
| US | Specialty Apparel |  |  |
| US | Specialty Apparel | Children’s Apparel |  |
| US | Specialty Apparel | Family Apparel |  |
| US | Specialty Apparel | Footwear |  |
| US | Specialty Apparel | Men’s Apparel |  |
| US | Specialty Apparel | Women’s Apparel |  |
| US | Automotive (ex. Dealer) |  |  |
| US | Automotive (ex. Dealer) | Repair-Maintenance |  |
| US | Automotive (ex. Dealer) | Parts-Tires |  |
| US | Automotive (ex. Dealer) | Parts-Tires | Parts |
| US | Automotive (ex. Dealer) | Parts-Tires | Tires |
| US | Department Stores |  |  |
| US | eCommerce |  |  |
| US | eCommerce | Total Apparel |  |
| US | eCommerce | Total Apparel | Children’s Apparel |
| US | eCommerce | Total Apparel | Family Apparel |
| US | eCommerce | Total Apparel | Footwear |
| US | eCommerce | Total Apparel | Women’s Apparel |
| US | eCommerce | Department Stores |  |
| US | eCommerce | Electronics |  |
| US | eCommerce | Jewelry |  |
| US | Electronics & Appliances |  |  |
| US | Electronics & Appliances | Electronics |  |
| US | Electronics & Appliances | Appliances |  |
| US | Furniture & Furnishings |  |  |
| US | Furniture & Furnishings | Furniture |  |
| US | Furniture & Furnishings | Furnishings |  |
| US | Grocery Stores |  |  |
| US | Hardware Stores |  |  |
| US | Jewelry |  |  |
| US | Jewelry | High-Tier Jewelry |  |
| US | Jewelry | Mid-Tier Jewelry |  |
| US | Jewelry | Costume Jewelry |  |
| US | Jewelry | Independent Jewelers |  |
| US | Lodging |  |  |
| US | Luxury (ex. Jewelry) |  |  |
| US | Restaurant |  |  |
| US | Restaurant | Full-Service Restaurants |  |
| US | Restaurant | Full-Service Restaurants | Fine Dining |
| US | Restaurant | Full-Service Restaurants | Casual Dining |
| US | Restaurant | Full-Service Restaurants | Family Dining |
| US | Restaurant | Limited-Service Restaurants |  |
| US | Restaurant | Limited-Service Restaurants | Quick Service |
| US | Restaurant | Limited-Service Restaurants | Fast Casual |
| UK | Clothing |  |  |
| UK | Clothing | Men’s Clothing |  |
| UK | Clothing | Women’s Clothing |  |
| UK | Clothing | Family Clothing |  |
| UK | Clothing | Footwear |  |
| UK | Department Stores |  |  |
| UK | eCommerce |  |  |
| UK | eCommerce | Clothing |  |
| UK | eCommerce | Department Stores |  |
| UK | eCommerce | Electronics |  |
| UK | eCommerce | Grocery |  |
| UK | eCommerce | Luxury |  |
| UK | Electronics |  |  |
| UK | Furniture |  |  |
| UK | Grocery |  |  |
| UK | Jewellery |  |  |
| UK | Luxury |  |  |
| UK | Petrol |  |  |
| UK | Travel |  |  |
| UK | Total Retail |  |  |
| Canada | Total Retail |  |  |
| Canada | Department Stores |  |  |
| Canada | eCommerce |  |  |
| Canada | Gasoline |  |  |
| Canada | Grocery |  |  |
| Canada | Jewelry & Leather Goods |  |  |
| Canada | Jewelry & Leather Goods | Jewelry |  |
| Brazil | Total Retail |  |  |
| Brazil | Apparel |  |  |
| Brazil | Supermarkets |  |  |
| Brazil | Furniture & Electronics |  |  |
| Brazil | Building Materials |  |  |
| Brazil | Drugstore |  |  |
| Brazil | Fuel |  |  |
| Brazil | Personal Articles |  |  |
| Brazil | eCommerce |  |  |
| Brazil | eCommerce | Apparel |  |
| Brazil | eCommerce | Electronics |  |
| Brazil | eCommerce | Furniture |  |
| Brazil | eCommerce | Hobby & Bookstore |  |
| Brazil | eCommerce | Drugstore |  |
| Hong Kong | Total Retail |  |  |
| Hong Kong | Clothing |  |  |
| Hong Kong | Grocery |  |  |
| Hong Kong | Health & Beauty |  |  |
| Hong Kong | Jewellery |  |  |
| Hong Kong | Furniture |  |  |
|  |  |  |  |

**Sub-Geography Definitions**

| Country | Product Line | Sub-Geography |
| --- | --- | --- |
| Brazil | Brazil Executive Report | North |
| Brazil | Brazil Executive Report | Northeast |
| Brazil | Brazil Executive Report | Central West |
| Brazil | Brazil Executive Report | Southeast |
| Brazil | Brazil Executive Report | South |
| US | US Executive Report | Northeast |
| US | US Executive Report | Mid-Atlantic |
| US | US Executive Report | Southeast |
| US | US Executive Report | North Central |
| US | US Executive Report | South Central |
| US | US Executive Report | Great Plains |
| US | US Executive Report | Mountain |
| US | US Executive Report | Pacific |
| US | US Weekly Gasoline Report | New England |
| US | US Weekly Gasoline Report | Central Atlantic |
| US | US Weekly Gasoline Report | Lower Atlantic |
| US | US Weekly Gasoline Report | Midwest |
| US | US Weekly Gasoline Report | Gulf Coast |
| US | US Weekly Gasoline Report | Rocky Mountain |
| US | US Weekly Gasoline Report | West Coast |