

Data Dictionary – megacorp_audience_census_profile

Table Summary

Census-style attributes for geography and demographics; includes pet ownership and QSR propensity.

Columns

- megacorp_hhid (STRING, PK)
- megacorp_indid (STRING, PK)
- state (STRING, 2char)
- zip5 (STRING, 5char)
- age (INT)
- gender (STRING: Male, Female, Unknown)
- is_dog_owner (BOOLEAN)
- is_cat_owner (BOOLEAN)
- qsr_propensity (INT: 0–3; null allowed)

Quality Rules

Reject age < 0 or > 110; allow nulls for qsr_propensity; avoid combining with other traits to infer health.