

Information level	Attribute	Description	Additional notes
Person	AGER_TYP	best-ager typology	in cooperation with Kantar TNS; the information basis is a consumer survey
	ALTERSKATEGORIE_GROB	age through prename analysis	modelled on millions of first name-age-reference data
	ANREDE_KZ	gender	
	CJT_GESAMTTYP	Customer-Journey-Typology relating to the preferred information and buying channels of consumers	relating to the preferred information, marketing and buying channels of consumers as well as their cross-channel usage. The information basis is a survey on the consumer channel preferences combined via a statistical modell with AZ DIAS data
	FINANZ_MINIMALIST	financial typology: low financial interest	Gfk-Typology based on a representative household panel combined via a statistical modell with AZ DIAS data
	FINANZ_SPARER	financial typology: money saver	
	FINANZ_VORSORGER	financial typology: be prepared	
	FINANZ_ANLEGER	financial typology: investor	
	FINANZ_UNAUFFAELLIGER	financial typology: unremarkable	
	FINANZ_HAUSBAUER	financial typology: main focus is the own house	
	FINANZTYP	best describing financial type for the peron	
	GEBURTSJAHR	year of birth	
	GFK_URLAUBERTYP	vacation habits	
	GREEN_AVANTGARDE	the environmental sustainability is the dominating movement in the youth of these consumers	own typology based on modelled on different AZ DIAS data
	HEALTH_TYP	health typology	in cooperation with Kantar TNS; the information basis is a consumer survey
	LP_LEBENSPHASE_FEIN	lifestage fine	modelled on different AZ DIAS data
	LP_LEBENSPHASE_GROB	lifestage rough	modelled on different AZ DIAS data
	LP_FAMILIE_FEIN	family type fine	
	LP_FAMILIE_GROB	family type rough	
	LP_STATUS_FEIN	social status fine	
	LP_STATUS_GROB	social status rough	
	NATIONALITAET_KZ	nationality	based on analysis of the first name
	PRAEGENDE_JUGENDJAHRE	dominating movement in the person's youth (avantgarde or mainstream)	own typology modelled on different AZ DIAS data
	RETOURTYP_BK_S	return type	attributes in cooperation with Kantar TNS; the information basis is a consumer survey
	SEMIO_SOZ	affinity indicating in what way the person is social minded	
	SEMIO_FAM	affinity indicating in what way the person is familiar minded	
	SEMIO_REL	affinity indicating in what way the person is religious	
	SEMIO_MAT	affinity indicating in what way the person is material minded	
	SEMIO_VERT	affinity indicating in what way the person is dreamily	
	SEMIO_LUST	affinity indicating in what way the person is sensual minded	
	SEMIO_ERL	affinity indicating in what way the person is eventful orientated	
	SEMIO_KULT	affinity indicating in what way the person is cultural minded	
	SEMIO_RAT	affinity indicating in what way the person is of a rational mind	
	SEMIO_KRIT	affinity indicating in what way the person is critical minded	
	SEMIO_DOM	affinity indicating in what way the person is dominant minded	
	SEMIO_KAEM	affinity indicating in what way the person is of a fightfull attitude	
SEMIO_PFLICHT	affinity indicating in what way the person is dutyfull traditional minded		
SEMIO_TRADV	affinity indicating in what way the person is traditional minded		
SHOPPER_TYP	shopping typology		
SOHO_FLAG	small office/home office flag		
TITEL_KZ	flag whether this person holds an academic title		
VERS_TYP	insurance typology	in cooperation with TNS Infratest	
ZABEOTYP	typification of energy consumers	modelled on different AZ DIAS data	
Household	ALTER_HH	main age within the household	
	ANZ_PERSONEN	number of persons known in this household	
	ANZ_TITEL	number of bearers of an academic title within this household	
	HAUSHALTSSTRUKTUR	structure of the household (single-hh, couple with different surnames, family,...)	
	HH_EINKOMMEN_SCORE	estimated household_net_income	modelled on different AZ DIAS data
	D19_KK_KUNDENTYP	consumption movement in the last 12 months	
	D19_KONSUMTYP	consumption type	
	D19_GESAMT_ANZ_12 D19_GESAMT_ANZ_24	transaction activity TOTAL POOL in the last 12 and 24 months	
	D19_BANKEN_ANZ_12 D19_BANKEN_ANZ_24	transaction activity BANKS in the last 12 and 24 months	
	D19_TELKO_ANZ_12 D19_TELKO_ANZ_24	transaction activity TELCO in the last 12 and 24 months	
	D19_VERSI_ANZ_12 D19_VERSI_ANZ_24	transaction activity INSURANCE in the last 12 and 24 months	
	D19_VERSAND_ANZ_12 D19_VERSAND_ANZ_24	transaction activity MAIL-ORDER in the last 12 and 24 months	
	D19_GESAMT_OFFLINE_DATUM	actuality of the last transaction with the complete file OFFLINE	

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	D19_GESAMT_ONLINE_DATUM	actuality of the last transaction with the complete file ONLINE	data - this is the basis for the criteria family DHT4A aka. D19. This data contains unique data regarding the mail-order activity of consumers, differentiated
	D19_GESAMT_DATUM	actuality of the last transaction with the complete file TOTAL	
	D19_BANKEN_OFFLINE_DATUM	actuality of the last transaction for the segment banks OFFLINE	
	D19_BANKEN_ONLINE_DATUM	actuality of the last transaction for the segment banks ONLINE	
	D19_BANKEN_DATUM	actuality of the last transaction for the segment banks TOTAL	
	D19_TELKO_OFFLINE_DATUM	actuality of the last transaction for the segment telecommunication OFFLINE	
	D19_TELKO_ONLINE_DATUM	actuality of the last transaction for the segment telecommunication ONLINE	
	D19_TELKO_DATUM	actuality of the last transaction for the segment telecommunication TOTAL	
	D19_VERSAND_OFFLINE_DATUM	actuality of the last transaction for the segment mail-order OFFLINE	
	D19_VERSAND_ONLINE_DATUM	actuality of the last transaction for the segment mail-order ONLINE	
	D19_VERSAND_DATUM	actuality of the last transaction for the segment mail-order TOTAL	
	D19_VERSI_OFFLINE_DATUM	actuality of the last transaction for the segment insurance OFFLINE	
	D19_VERSI_ONLINE_DATUM	actuality of the last transaction for the segment insurance ONLINE	
	D19_VERSI_DATUM	actuality of the last transaction for the segment insurance TOTAL	
	D19_GESAMT_ONLINE_QUOTE_12	amount of online transactions within all transactions in the complete file	
	D19_BANKEN_ONLINE_QUOTE_12	amount of online transactions within all transactions in the segment bank	
	D19_VERSAND_ONLINE_QUOTE_12	amount of online transactions within all transactions in the segment mail-order	
	W_KEIT_KIND_HH	likelihood of a child present in this household (can be specified in child age groups)	
	WOHNDAUER_2008	length of residence	
Building	ANZ_HAUSHALTE_AKTIV	number of households known in this building	
	ANZ_HH_TITEL	number of holders of an academic title in the building	
	GEBAEUDETYPE	type of building (residential or commercial)	
	GEOSCORE_KLS7	microgeographical risk index concerning population solvency	additional costs
	KBA05_HERSTTEMP	Development of the most common car manufacturers in the neighbourhood	
	KBA05_MODTEMP	Development of the most common car segment in the neighbourhood	
	KONSUMNAEHE	distance from a building to PoS (Point of Sale)	additional costs
	MIN_GEBAEUDEJAHR	year the building was first mentioned in our database	
Microcell (RR4_ID)	OST_WEST_KZ	flag indicating the former GDR/FRG	
	WOHNLAG	neighbourhood-area (very good -> rather poor; rural nbh)	
	CAMEO_DEUG_2015	CAMEO_4.0: uppergroup	New German CAMEO Typology established together with Call Credit in late 2015
	CAMEO_DEU_2015	CAMEO_4.0: specific group	
Microcell (RR3_ID)	CAMEO_DEUINTL_2015	CAMEO_4.0: international classification	
	KBA05_ALTER1	share of car owners less than 31 years old	
	KBA05_ALTER2	share of car owners inbetween 31 and 45 years of age	
	KBA05_ALTER3	share of car owners inbetween 45 and 60 years of age	
	KBA05_ALTER4	share of cars owners elder than 61 years	
	KBA05_ANHANG	share of trailers in the microcell	
	KBA05_ANTG1	number of 1-2 family houses in the cell	
	KBA05_ANTG2	number of 3-5 family houses in the cell	
	KBA05_ANTG3	number of 6-10 family houses in the cell	
	KBA05_ANTG4	number of >10 family houses in the cell	
	KBA05_AUTOQUOT	share of cars per household	
	KBA05_BAUMAX	most common building-type within the cell	
	KBA05_CCM1	share of cars with less than 1399ccm	
	KBA05_CCM2	share of cars with 1400ccm to 1799 ccm	
	KBA05_CCM3	share of cars with 1800ccm to 2499 ccm	
	KBA05_CCM4	share of cars with more than 2499ccm	
	KBA05_DIESEL	share of cars with Diesel-engine in the microcell	
	KBA05_FRAU	share of female car owners	
	KBA05_GBZ	number of buildings in the microcell	
	KBA05_HERST1	share of top German manufacturer (Mercedes, BMW)	
	KBA05_HERST2	share of Volkswagen-Cars (including Audi)	
	KBA05_HERST3	share of Ford/Opel	
	KBA05_HERST4	share of European manufacturer (e.g. Fiat, Peugeot, Rover,...)	
	KBA05_HERST5	share of asian manufacturer (e.g. Toyota, Kia,...)	
	KBA05_KRSAQUOT	share of cars per household (referred to county average)	
	KBA05_KRSHERST1	share of Mercedes/BMW (referred to the county average)	
	KBA05_KRSHERST2	share of Volkswagen (referred to the county average)	
	KBA05_KRSHERST3	share of Ford/Opel (referred to the county average)	
	KBA05_KRSKLEIN	share of small cars (referred to the county average)	
	KBA05_KRSOBER	share of upper class cars (referred to the county average)	
	KBA05_KRSVAN	share of vans (referred to the county average)	
	KBA05_KRSZUL	share of newbuilt cars (referred to the county average)	
	KBA05_KW1	share of cars with less than 59 KW engine power	
	KBA05_KW2	share of cars with an engine power between 60 and 119 KW	
	KBA05_KW3	share of cars with an engine power of more than 119 KW	
	KBA05_MAXAH	most common age of car owners in the microcell	
	KBA05_MAXBJ	most common age of the cars in the microcell	
	KBA05_MAXHERST	most common car manufacturer in the microcell	
	KBA05_MAXSEG	most common car segment in the microcell	
	KBA05_MAXVORB	most common preowner structure in the microcell	
	KBA05_MOD1	share of upper class cars (in an AZ specific definition)	
	KBA05_MOD2	share of middle class cars (in an AZ specific definition)	
	KBA05_MOD3	share of Golf-class cars (in an AZ specific definition)	
	KBA05_MOD4	share of small cars (in an AZ specific definition)	
	KBA05_MOD8	share of vans (in an AZ specific definition)	
	KBA05_MOTOR	most common engine size in the microcell	
	KBA05_MOTRAD	share of motorcycles per household	
	KBA05_SEG1	share of very small cars (Ford Ka etc.) in the microcell	
	KBA05_SEG2	share of small and very small cars (Ford Fiesta, Ford Ka etc.) in the microcell	
	KBA05_SEG3	share of lower midclass cars (Ford Focus etc.) in the microcell	
	KBA05_SEG4	share of middle class cars (Ford Mondeo etc.) in the microcell	
	KBA05_SEG5	share of upper middle class cars and upper class cars (BMW5er, BMW7er etc.)	
	KBA05_SEG6	share of upper class cars (BMW 7er etc.) in the microcell	
	KBA05_SEG7	share of all-terrain vehicles and MUVs in the microcell	
	KBA05_SEG8	share of roadster and convertables in the microcell	
	KBA05_SEG9	share of vans in the microcell	
	KBA05_SEG10	share of more specific cars (Vans, convertables, all-terrains, MUVs etc.)	
	KBA05_VORB0	share of cars with no preowner	
	KBA05_VORB1	share of cars with one or two preowner	
	KBA05_VORB2	share of cars with more than two preowner	

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	KBA05_ZUL1	share of cars built before 1994	
	KBA05_ZUL2	share of cars built between 1994 and 2000	
	KBA05_ZUL3	share of cars built between 2001 and 2002	
	KBA05_ZUL4	share of cars built from 2003 on	
	WACHSTUMSGEBIET_NB	indication whether this is a growing or declining microcell	
125m x 125m Grid	D19_BANKEN_DIREKT_RZ	transactional activity based on the product group DIRECT BANKS	AZ has access to approx. 650 Million transaction data - this is the basis for the criteria family DHT4A aka. D19. This data contains unique data regarding the mail-order activity of consumers, differentiated
	D19_BANKEN_GROSS_RZ	transactional activity based on the product group LARGE BANKS	
	D19_BANKEN_LOKAL_RZ	transactional activity based on the product group LOCAL BANKS	
	D19_BANKEN_REST_RZ	transactional activity based on the product group FURTHER BANKS	
	D19_BEKLEIDUNG_GEH_RZ	transactional activity based on the product group LUXURY CLOTHING	
	D19_BEKLEIDUNG_REST_RZ	transactional activity based on the product group FURTHER CLOTHING	
	D19_BIO_OEKO_RZ	transactional activity based on the product group BIO FOOD PRODUCTS	
	D19_BILDUNG_RZ	transactional activity based on the product group EDUCATION	
	D19_BUCH_RZ	transactional activity based on the product group BOOKS	
	D19_DIGIT_SERV_RZ	transactional activity based on the product group DIGITAL SERVICE	
	D19_DROGERIEARTIKEL_RZ	transactional activity based on the product group DRUGSTORE PRODUCTS	
	D19_ENERGIE_RZ	transactional activity based on the product group ENERGY	
	D19_FREIZEIT_RZ	transactional activity based on the product group LEISURE PRODUCTS	
	D19_GARTEN_RZ	transactional activity based on the product group GARDEN	
	D19_HANDWERK_RZ	transactional activity based on the product group DO-IT-YOURSELF PRODUCTS	
	D19_HAUS_DEKO_RZ	transactional activity based on the product group HOUSE DECORATION	
	D19_KINDERARTIKEL_RZ	transactional activity based on the product group CHILDREN'S PRODUCTS	
	D19_KOSMETIK_RZ	transactional activity based on the product group COSMETIC PRODUCTS	
	D19_LEBENSMITTEL_RZ	transactional activity based on the product group FOOD PRODUCTS	
	D19_NAHRUNGSERGAENZUNG_RZ	transactional activity based on the product group DIETARY SUPPLEMENTS	
	D19_RATGEBER_RZ	transactional activity based on the product group GUIDEBOOKS	
	D19_REISEN_RZ	transactional activity based on the product group TRAVEL RELATED PRODUCTS	
	D19_SAMMELARTIKEL_RZ	transactional activity based on the product group COLLECTORS ITEMS	
	D19_SCHUHE_RZ	transactional activity based on the product group SHOES	
	D19_SONSTIGE_RZ	transactional activity based on the product group ALL OTHER CATEGORIES	
	D19_TECHNIK_RZ	transactional activity based on the product group TECHNOLOGY	
	D19_TELKO_MOBILE_RZ	transactional activity based on the product group MOBILE COMMUNICATION	
	D19_TELKO_REST_RZ	transactional activity based on the product group FURTHER MOBILE TELECOMMUNICATION PRODUCTS	
	D19_TIERARTIKEL_RZ	transactional activity based on the product group ANIMAL PRODUCTS	
	D19_VERSICHERUNGEN_RZ	transactional activity based on the product group INSURANCE	
	D19_VOLLSORTIMENT_RZ	transactional activity based on the product group COMPLETE MAIL-ORDER OFFERS	
	D19_VERSAND_REST_RZ	transactional activity based on the product group FURTHER MAIL-ORDER ARTICLES	
	D19_WEIN_FEINKOST_RZ	transactional activity based on the product group WINE AND GOURMET FOOD	
Postcode	BALLRAUM	distance to the next metropole	
	EWDICHT	density of inhabitants per square kilometer	
	INNENSTADT	distance to the city centre	
	PLZ	postcode	
RR1_ID	GEBAEUDETYP_RASTER	industrial areas	
	KKK	purchasing power	modelled on different AZ DIAS data
	MOBI_REGIO	moving patterns	
	ONLINE_AFFINITAET	online affinity	
	REGIOTYP	AZ neighbourhood typology	
	KBA13_ALTERHALTER_30	share of car owners below 31 within the PLZ8	
	KBA13_ALTERHALTER_45	share of car owners between 31 and 45 within the PLZ8	
	KBA13_ALTERHALTER_60	share of car owners between 46 and 60 within the PLZ8	
	KBA13_ALTERHALTER_61	share of car owners elder than 60 within the PLZ8	
	KBA13_ANZAHL_PKW	number of cars in the PLZ8	
	KBA13_AUDI	share of AUDI within the PLZ8	
	KBA13_AUTOQUOTE	share of cars per household within the PLZ8	
	KBA13_BJ_1999	share of cars built between 1995 and 1999 within the PLZ8	
	KBA13_BJ_2000	share of cars built between 2000 and 2003 within the PLZ8	
	KBA13_BJ_2004	share of cars built before 2004 within the PLZ8	
	KBA13_BJ_2006	share of cars built between 2005 and 2006 within the PLZ8	
	KBA13_BJ_2008	share of cars built in 2008 within the PLZ8	
	KBA13_BJ_2009	share of cars built in 2009 within the PLZ8	
	KBA13_BMW	share of BMW within the PLZ8	
	KBA13_CCM_1000	share of cars with less than 1000ccm within the PLZ8	
	KBA13_CCM_1200	share of cars with less than 1000ccm within the PLZ8	
	KBA13_CCM_1400	share of cars with 1200ccm to 1399ccm within the PLZ8	
	KBA13_CCM_0_1400	share of cars with less than 1401ccm within the PLZ8	
	KBA13_CCM_1500	share of cars with 1400ccm to 1499ccm within the PLZ8	
	KBA13_CCM_1400_2500	share of cars with 1401ccm to 2500 ccm within the PLZ8	
	KBA13_CCM_1600	share of cars with 1500ccm to 1599ccm within the PLZ8	
	KBA13_CCM_1800	share of cars with 1600ccm to 1799ccm within the PLZ8	
	KBA13_CCM_2000	share of cars with 1800ccm to 1999ccm within the PLZ8	
	KBA13_CCM_2500	share of cars with 2000ccm to 2499ccm within the PLZ8	
	KBA13_CCM_2501	share of cars with more than 2501ccm within the PLZ8	
	KBA13_FAB_ASIE	share of other Asian Manufacturers within the PLZ8	
	KBA13_FAB_SONSTIGE	share of other Manufacturers within the PLZ8	
	KBA13_FIAT	share of FIAT within the PLZ8	
	KBA13_FORD	share of FORD within the PLZ8	
	KBA13_HALTER_20	share of car owners below 21 within the PLZ8	
	KBA13_HALTER_25	share of car owners between 21 and 25 within the PLZ8	
	KBA13_HALTER_30	share of car owners between 26 and 30 within the PLZ8	
	KBA13_HALTER_35	share of car owners between 31 and 35 within the PLZ8	
	KBA13_HALTER_40	share of car owners between 36 and 40 within the PLZ8	
	KBA13_HALTER_45	share of car owners between 41 and 45 within the PLZ8	
	KBA13_HALTER_50	share of car owners between 46 and 50 within the PLZ8	
	KBA13_HALTER_55	share of car owners between 51 and 55 within the PLZ8	
	KBA13_HALTER_60	share of car owners between 56 and 60 within the PLZ8	
	KBA13_HALTER_65	share of car owners between 61 and 65 within the PLZ8	
	KBA13_HALTER_66	share of car owners over 66 within the PLZ8	
	KBA13_HERST_ASIE	share of asian cars within the PLZ8	
	KBA13_HERST_AUDI_VW	share of Volkswagen & Audi within the PLZ8	
	KBA13_HERST_BMW_BENZ	share of BMW & Mercedes Benz within the PLZ8	

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PLZ8	KBA13_HERST_EUROPA	share of European cars within the PLZ8	
	KBA13_HERST_FORD_OPEL	share of Ford & Opel/Vauxhall within the PLZ8	
	KBA13_HERST_SONST	share of other cars within the PLZ8	
	KBA13_KMH_110	share of cars with max speed 110 km/h within the PLZ8	
	KBA13_KMH_140	share of cars with max speed between 110 km/h and 140km/h within the PLZ8	
	KBA13_KMH_180	share of cars with max speed between 110 km/h and 180km/h within the PLZ8	
	KBA13_KMH_0_140	share of cars with max speed 140 km/h within the PLZ8	
	KBA13_KMH_140_210	share of cars with max speed between 140 and 210 km/h within the PLZ8	
	KBA13_KMH_211	share of cars with a greater max speed than 210 km/h within the PLZ8	
	KBA13_KMH_250	share of cars with max speed between 210 and 250 km/h within the PLZ8	
	KBA13_KMH_251	share of cars with a greater max speed than 250 km/h within the PLZ8	
	KBA13_KRSAQUOT	share of cars per household (referred to the county average) - PLZ8	
	KBA13_KRSHERST_AUDI_VW	share of Volkswagen (referred to the county average) - PLZ8	
	KBA13_KRSHERST_BMW_BENZ	share of BMW/Mercedes Benz (referred to the county average) - PLZ8	
	KBA13_KRSHERST_FORD_OPEL	share of FORD/Opel (referred to the county average) - PLZ8	
	KBA13_KRSSEG_KLEIN	share of small cars (referred to the county average) - PLZ8	
	KBA13_KRSSEG_OBER	share of upper class cars (referred to the county average) - PLZ8	
	KBA13_KRSSEG_VAN	share of vans (referred to the county average) - PLZ8	
	KBA13_KRSZUL_NEU	share of newbuilt cars (referred to the county average) - PLZ8	
	KBA13_KW_30	share of cars up to 30 KW engine power - PLZ8	
	KBA13_KW_40	share of cars with an engine power between 31 and 40 KW - PLZ8	
	KBA13_KW_50	share of cars with an engine power between 41 and 50 KW - PLZ8	
	KBA13_KW_60	share of cars with an engine power between 51 and 60 KW - PLZ8	
	KBA13_KW_0_60	share of cars with less than 61 KW engine power - PLZ8	
	KBA13_KW_70	share of cars with an engine power between 61 and 70 KW - PLZ8	
	KBA13_KW_61_120	share of cars with an engine power between 61 and 120 KW - PLZ8	
	KBA13_KW_80	share of cars with an engine power between 71 and 80 KW - PLZ8	
	KBA13_KW_90	share of cars with an engine power between 81 and 90 KW - PLZ8	
	KBA13_KW_110	share of cars with an engine power between 91 and 110 KW - PLZ8	
	KBA13_KW_120	share of cars with an engine power between 111 and 120 KW - PLZ8	
	KBA13_KW_121	share of cars with an engine power of more than 121 KW - PLZ8	
	KBA13_MAZDA	share of MAZDA within the PLZ8	
	KBA13_MERCEDES	share of MERCEDES within the PLZ8	
	KBA13_MOTOR	most common motor size within the PLZ8	
	KBA13_NISSAN	share of NISSAN within the PLZ8	
	KBA13_OPEL	share of OPEL within the PLZ8	
	KBA13_PEUGEOT	share of PEUGEOT within the PLZ8	
	KBA13_RENAULT	share of RENAULT within the PLZ8	
	KBA13_SEG_GELAENDEWAGEN	share of allterrain within the PLZ8	
	KBA13_SEG_GROSSRAUMVANS	share of big sized vans within the PLZ8	
	KBA13_SEG_KLEINST	share of very small cars (Ford Ka etc.) in the PLZ8	
	KBA13_SEG_KLEINWAGEN	share of small and very small cars (Ford Fiesta, Ford Ka etc.) in the PLZ8	
	KBA13_SEG_KOMPAKTKLASSE	share of lowe midclass cars (Ford Focus etc.) in the PLZ8	
	KBA13_SEG_MINIVANS	share of minivans within the PLZ8	
	KBA13_SEG_MINIWAGEN	share of minicars within the PLZ8	
	KBA13_SEG_MITTELKLASSE	share of middle class cars (Ford Mondeo etc.) in the PLZ8	
	KBA13_SEG_OBEREMITTELKLASSE	share of upper middle class cars and upper class cars (BMW5er, BMW7er etc.)	
	KBA13_SEG_OBERKLASSE	share of upper class cars (BMW 7er etc.) in the PLZ8	
	KBA13_SEG_SONSTIGE	share of other cars within the PLZ8	
	KBA13_SEG_SPORTWAGEN	share of sportscars within the PLZ8	
	KBA13_SEG_UTILITIES	share of MUVs/SUVs within the PLZ8	
	KBA13_SEG_VAN	share of vans within the PLZ8	
	KBA13_SEG_WOHNMOBILE	share of roadmobiles within the PLZ8	
	KBA13_SITZE_4	number of cars with less than 5 seats in the PLZ8	
	KBA13_SITZE_5	number of cars with 5 seats in the PLZ8	
	KBA13_SITZE_6	number of cars with more than 5 seats in the PLZ8	
	KBA13_TOYOTA	share of TOYOTA within the PLZ8	
	KBA13_VORB_0	share of cars with no preowner - PLZ8	
	KBA13_VORB_1	share of cars with 1 preowner - PLZ8	
	KBA13_VORB_1_2	share of cars with 1 or 2 preowner - PLZ8	
	KBA13_VORB_2	share of cars with 2 preowner - PLZ8	
	KBA13_VORB_3	share of cars with more than 2 preowner - PLZ8	
	KBA13_VW	share of VOLKSWAGEN within the PLZ8	
	PLZ8	sub-postcode (about 8 PLZ8 make up one PLZ) and new macrocell level (about 500 households)	
	PLZ8_ANTG1	number of 1-2 family houses in the PLZ8	
	PLZ8_ANTG2	number of 3-5 family houses in the PLZ8	
	PLZ8_ANTG3	number of 6-10 family houses in the PLZ8	
	PLZ8_ANTG4	number of >10 family houses in the PLZ8	
	PLZ8_BAUMAX	most common building-type within the PLZ8	
	PLZ8_HHZ	number of households within the PLZ8	
	PLZ8_GBZ	number of buildings within the PLZ8	
Community	ARBEIT	share of unemployed person in the community	
	EINWOHNER	inhabitants	
	GKZ	standardized community-code	
	ORTSGR_KLS9	classified number of inhabitants	
	RELAT_AB	share of unemployed in relation to the county the community belongs to	