DATA DICTIONARY

Attribute Attribute Attribute Attribute

Number Name Description Domain

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1 MOSTYPE Customer Subtype see L0

2 MAANTHUI Number of houses 1 - 10

3 MGEMOMV Avg size household 1 - 6

4 MGEMLEEF Avg age see L1

5 MOSHOOFD Customer main type see L2

6 MGODRK Roman catholic see L3

7 MGODPR Protestant

8 MGODOV Other religion

9 MGODGE No religion

10 MRELGE Married

11 MRELSA Living together

12 MRELOV Other relation

13 MFALLEEN Singles

14 MFGEKIND Household without children

15 MFWEKIND Household with children

16 MOPLHOOG High level education

17 MOPLMIDD Medium level education

18 MOPLLAAG Lower level education

19 MBERHOOG High status

20 MBERZELF Entrepreneur

21 MBERBOER Farmer

22 MBERMIDD Middle management

23 MBERARBG Skilled labourers

24 MBERARBO Unskilled labourers

25 MSKA Social class A

26 MSKB1 Social class B1

27 MSKB2 Social class B2

28 MSKC Social class C

29 MSKD Social class D

30 MHHUUR Rented house

31 MHKOOP Home owners

32 MAUT1 1 car

33 MAUT2 2 cars

34 MAUT0 No car

35 MZFONDS National Health Service

36 MZPART Private health insurance

37 MINKM30 Income < 30.000

38 MINK3045 Income 30-45.000

39 MINK4575 Income 45-75.000

40 MINK7512 Income 75-122.000

41 MINK123M Income >123.000

42 MINKGEM Average income

43 MKOOPKLA Purchasing power class

44 PWAPART Contribution private third party insurance see L4

45 PWABEDR Contribution third party insurance (firms)

46 PWALAND Contribution third party insurance (agriculture)

47 PPERSAUT Contribution car policies

48 PBESAUT Contribution delivery van policies

49 PMOTSCO Contribution motorcycle/scooter policies

50 PVRAAUT Contribution lorry policies

51 PAANHANG Contribution trailer policies

52 PTRACTOR Contribution tractor policies

53 PWERKT Contribution agricultural machines policies

54 PBROM Contribution moped policies

55 PLEVEN Contribution life insurances

56 PPERSONG Contribution private accident insurance policies

57 PGEZONG Contribution family accidents insurance policies

58 PWAOREG Contribution disability insurance policies

59 PBRAND Contribution fire policies

60 PZEILPL Contribution surfboard policies

61 PPLEZIER Contribution boat policies

62 PFIETS Contribution bicycle policies

63 PINBOED Contribution property insurance policies

64 PBYSTAND Contribution social security insurance policies

65 AWAPART Number of private third party insurance 1 - 12

66 AWABEDR Number of third party insurance (firms)

67 AWALAND Number of third party insurance (agriculture)

68 APERSAUT Number of car policies

69 ABESAUT Number of delivery van policies

70 AMOTSCO Number of motorcycle/scooter policies

71 AVRAAUT Number of lorry policies

72 AAANHANG Number of trailer policies

73 ATRACTOR Number of tractor policies

74 AWERKT Number of agricultural machines policies

75 ABROM Number of moped policies

76 OUTCOME Whether the profile owns this insurance

policy (1=Yes, 0=No)

L0:

Value Label

1 High Income, expensive child

2 Very Important Provincials

3 High status seniors

4 Affluent senior apartments

5 Mixed seniors

6 Career and childcare

7 Dinki's (double income no kids)

8 Middle class families

9 Modern, complete families

10 Stable family

11 Family starters

12 Affluent young families

13 Young all american family

14 Junior cosmopolitan

15 Senior cosmopolitans

16 Students in apartments

17 Fresh masters in the city

18 Single youth

19 Suburban youth

20 Etnically diverse

21 Young urban have-nots

22 Mixed apartment dwellers

23 Young and rising

24 Young, low educated

25 Young seniors in the city

26 Own home elderly

27 Seniors in apartments

28 Residential elderly

29 Porchless seniors: no front yard

30 Religious elderly singles

31 Low income catholics

32 Mixed seniors

33 Lower class large families

34 Large family, employed child

35 Village families

36 Couples with teens 'Married with children'

37 Mixed small town dwellers

38 Traditional families

39 Large religious families

40 Large family farms

41 Mixed rurals

L1:

1 20-30 years

2 30-40 years

3 40-50 years

4 50-60 years

5 60-70 years

6 70-80 years

L2:

1 Successful hedonists

2 Driven Growers

3 Average Family

4 Career Loners

5 Living well

6 Cruising Seniors

7 Retired and Religious

8 Family with grown ups

9 Conservative families

10 Farmers

L3:

0 0%

1 1 - 10%

2 11 - 23%

3 24 - 36%

4 37 - 49%

5 50 - 62%

6 63 - 75%

7 76 - 88%

8 89 - 99%

9 100%

L4:

0 0

1 1 - 49

2 50 - 99

3 100 - 199

4 200 - 499

5 500 - 999

6 1000 - 4999

7 5000 - 9999

8 10000 - 19999

9 20000 and above