MDS using variables regarding no. policies (customer main type)

Dimension 2

0.15 — Farmers ... CareerLoners

0.10 —

CruisingSeniors

0.05 —

0.00 —
Livingwell
RetiredandReligeous
Familywithgrownups
Conservativefamilies
AverageFamily

-0.10 —
Successfulhedonists

DrivenGrowers

Dimension 1: −0.2   0.0   0.2   0.4
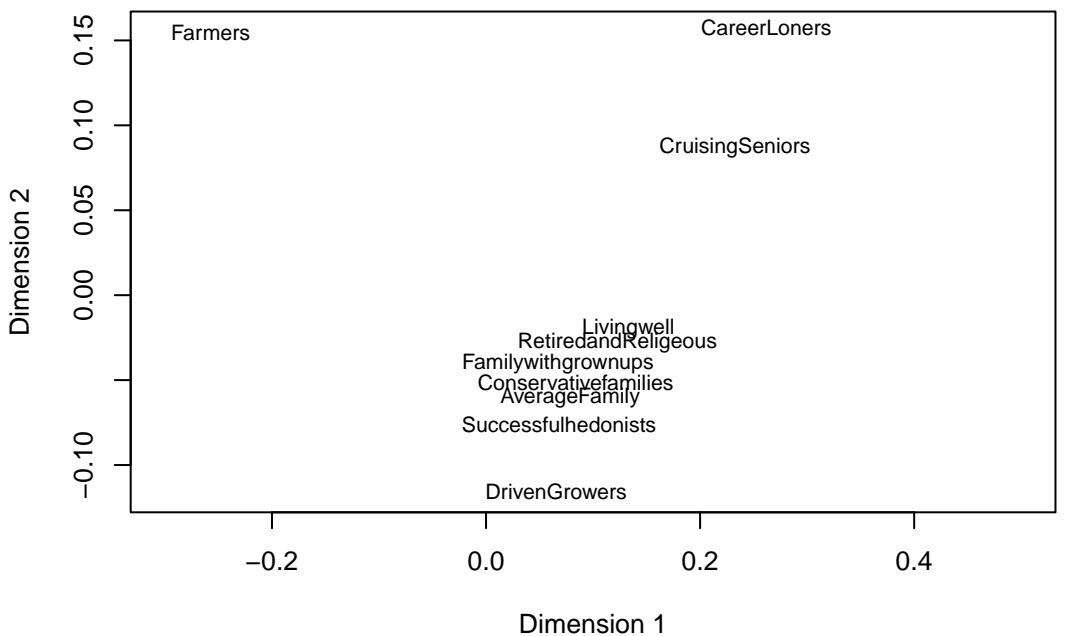
MDS using variables regarding contribution on policies (customer main ty
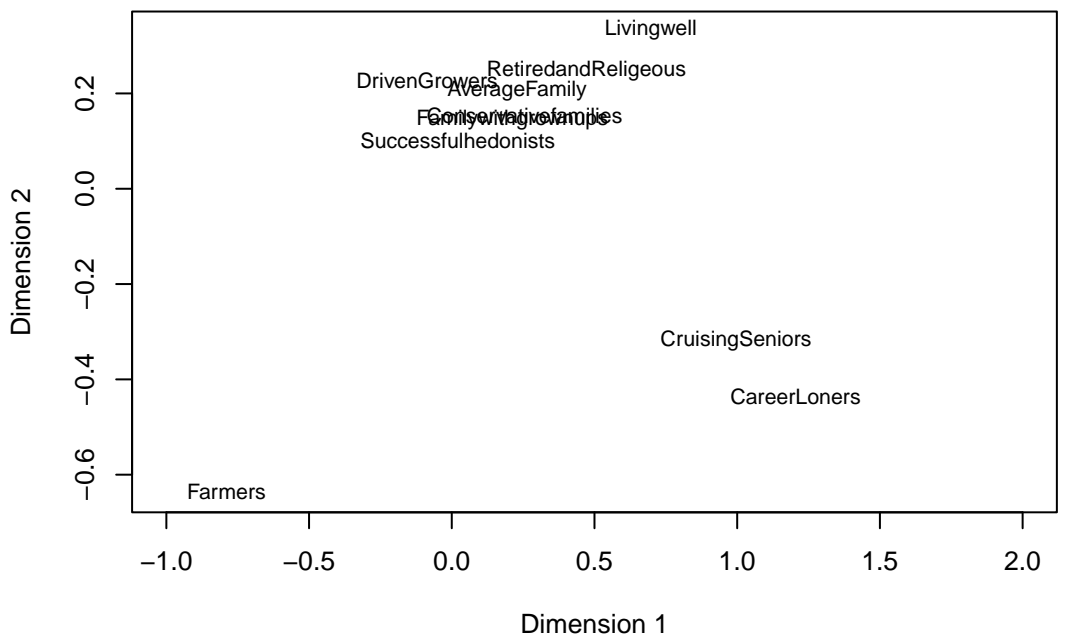
Dimension 2

Livingwell
0.2 —
RetiredandReligeous
DrivenGrowers
AverageFamily
Conservativefamilies
Familywithgrownups
Successfulhedonists

0.0 —

-0.2 —

-0.4 —
CruisingSeniors

CareerLoners

-0.6 —
Farmers

Dimension 1: −1.0   −0.5   0.0   0.5   1.0   1.5   2.0

MDS using only no. mobile home policies (customer main type)

Dimension 2

1.5e-09 —
Successfulhedonists

5.0e-10 —

CareerLoner
Farmers CruisingSeniors
Livingwell
RetiredandReligeous
Familywithgrownups
Conservativefamilies
AverageFamily

-5.0e-10 —
DrivenGrowers

Dimension 1: −0.10   −0.05   0.00   0.05
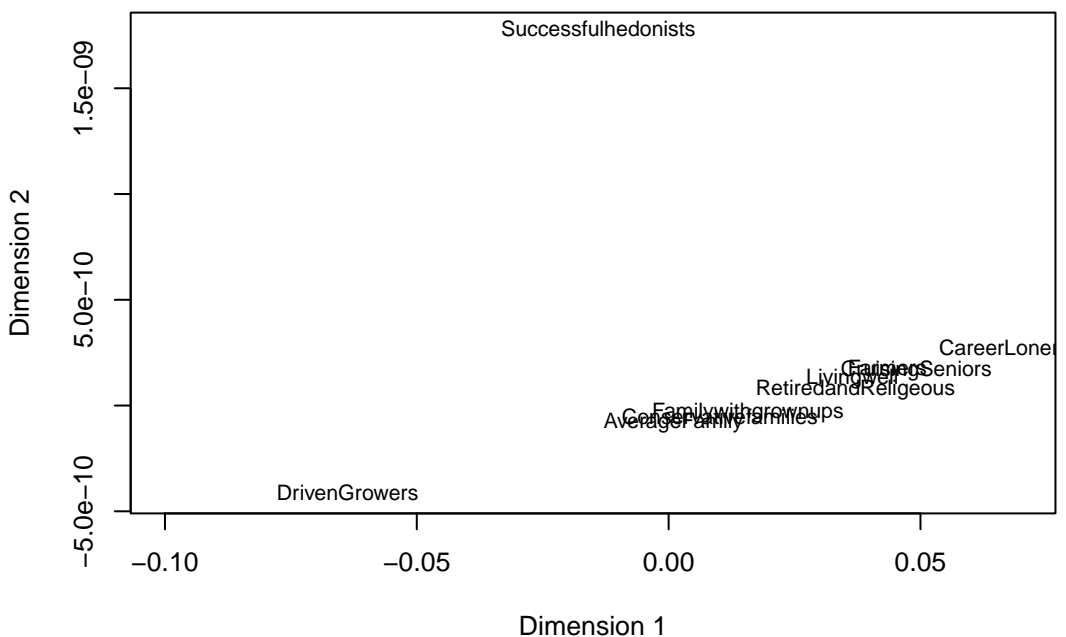
MDS using only no. mobile home policies (customer sub type)

Dimension 2

Very Important Provincials
Couples with teens 'Married with children'
Large family, employed child

2e-10 —
Fresh masters in the city
Mixed apartment dwellers
Low income catholics
Young seniors in the city
Modern, complete families
Mixed seniors
Career and childcare starters
Young and rising   Students in apartments
High income, expensive child
Residential elderly
Lower class large families
Mixed Seniors (Cat. B)
Young all american family farms
Dinki's (double income no kids)
Religious young families
Young, low educated

-2e-10 —
Affluent young families   Suburban youth   Affluent senior apartments   large religous families
High status seniors
Porchless seniors: no front yard
Young urban have-nots   Single youth
Mixed small town dwellers
Village families
Stable family
senior cosmopolitans
Traditional families
Ethnically diverse

-6e-10 —
Seniors in apartments
Middle class families

Dimension 1: −0.10   −0.05   0.00   0.05   0.10