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|      PARALYZED VETERANS OF AMERICA (PVA)      |
|      DATA DICTIONARY TO ACCOMPANY            |
|                                               |
|      KDD-CUP-98                             |
|                                               |
|      The Second International Knowledge Discovery and |
|      Data Mining Tools Competition            |
|                                               |
|      Held in Conjunction with KDD-98          |
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Variable	Description
ODATEDW	Origin Date. Date of donor's first gift to PVA YYYY format (Year/Month).
OSOURCE	Origin Source - (Only 1st 3 bytes are used) - Defaulted to 00000 for conversion - Code indicating which mailing list the donor was originally acquired from - A nominal or symbolic field.
TCODE	Donor title code 000 = _ 001 = MR. 001001 = MESSRS. 001002 = MR. & MRS. 002 = MRS. 002002 = MESDAMES 003 = MISS 003003 = MISSES 004 = DR. 004002 = DR. & MRS.

004004 = DOCTORS
005 = MADAME
006 = SERGEANT
009 = RABBI
010 = PROFESSOR
010002 = PROFESSOR & MRS.
010010 = PROFESSORS
011 = ADMIRAL
011002 = ADMIRAL & MRS.
012 = GENERAL
012002 = GENERAL & MRS.
013 = COLONEL
013002 = COLONEL & MRS.
014 = CAPTAIN
014002 = CAPTAIN & MRS.
015 = COMMANDER
015002 = COMMANDER & MRS.
016 = DEAN
017 = JUDGE
017002 = JUDGE & MRS.
018 = MAJOR
018002 = MAJOR & MRS.
019 = SENATOR
020 = GOVERNOR
021002 = SERGEANT & MRS.
022002 = COLNEL & MRS.
024 = LIEUTENANT
026 = MONSIGNOR
027 = REVEREND
028 = MS.
028028 = MSS.
029 = BISHOP
031 = AMBASSADOR
031002 = AMBASSADOR & MRS.
033 = CANTOR
036 = BROTHER
037 = SIR
038 = COMMODEORE
040 = FATHER
042 = SISTER
043 = PRESIDENT
044 = MASTER
046 = MOTHER
047 = CHAPLAIN
048 = CORPORAL
050 = ELDER
056 = MAYOR
059002 = LIEUTENANT & MRS.
062 = LORD
063 = CARDINAL
064 = FRIEND
065 = FRIENDS
068 = ARCHDEACON
069 = CANON
070 = BISHOP
072002 = REVEREND & MRS.
073 = PASTOR
075 = ARCHBISHOP
085 = SPECIALIST
087 = PRIVATE
089 = SEAMAN
090 = AIRMAN
091 = JUSTICE
092 = MR. JUSTICE
100 = M.

103 = MLLE.
 104 = CHANCELLOR
 106 = REPRESENTATIVE
 107 = SECRETARY
 108 = LT. GOVERNOR
 109 = LIC.
 111 = SA.
 114 = DA.
 116 = SR.
 117 = SRA.
 118 = SRTA.
 120 = YOUR MAJESTY
 122 = HIS HIGHNESS
 123 = HER HIGHNESS
 124 = COUNT
 125 = LADY
 126 = PRINCE
 127 = PRINCESS
 128 = CHIEF
 129 = BARON
 130 = SHEIK
 131 = PRINCE AND PRINCESS
 132 = YOUR IMPERIAL MAJEST
 135 = M. ET MME.
 210 = PROF.

STATE State abbreviation (a nominal/symbolic field)
 ZIP Zipcode (a nominal/symbolic field)
 MAILCODE Mail Code
 " " = Address is OK
 B = Bad Address

PVASTATE EPVA State or PVA State
 Indicates whether the donor lives in a state served by the organization's EPVA chapter
 P = PVA State
 E = EPVA State (Northeastern US)

DOB Date of birth (YYMM, Year/Month format.)
 NOEXCH Do Not Exchange Flag (For list rental)
 _ = can be exchanged
 X = do not exchange

RECINHSE In House File Flag
 _ = Not an In House Record
 X = Donor has given to PVA's In House program

RECP3 P3 File Flag
 _ = Not a P3 Record
 X = Donor has given to PVA's P3 program

RECPGVG Planned Giving File Flag
 _ = Not a Planned Giving Record
 X = Planned Giving Record

RECSWEEP Sweepstakes file flag
 _ = Not a Sweepstakes Record
 X = Sweepstakes Record

MDMAUD The Major Donor Matrix code
 The codes describe frequency and amount of giving for donors who have given a \$100+ gift at any time in their giving history.
 An RFA (recency/frequency/monetary) field.

The (current) concatenated version is a nominal or symbolic field. The individual bytes could separately be used as fields and refer to the following:

First byte: Recency of Giving

C=Current Donor
L=Lapsed Donor
I=Inactive Donor
D=Dormant Donor

2nd byte: Frequency of Giving

1=One gift in the period of recency
2=Two-Four gifts in the period of recency
5=Five+ gifts in the period of recency

3rd byte: Amount of Giving

L=Less than \$100(Low Dollar)
C=\$100-499(Core)
M=\$500-999(Major)
T=\$1,000+(Top)

4th byte: Blank/meaningless/filler

'X' indicates that the donor is not a major donor.

For more information regarding the RFA codes, see the promotion history field definitions.

DOMAIN

DOMAIN/Cluster code. A nominal or symbolic field. could be broken down by bytes as explained below.

1st byte = Urbanicity level of the donor's neighborhood

U=Urban
C=City
S=Suburban
T=Town
R=Rural

2nd byte = Socio-Economic status of the neighborhood

1 = Highest SES
2 = Average SES
3 = Lowest SES (except for Urban communities, where
1 = Highest SES, 2 = Above average SES,
3 = Below average SES, 4 = Lowest SES.)

CLUSTER

CLUSTER

Code indicating which cluster group the donor falls into. Each cluster is unique in terms of socio-economic status, urbanicity, ethnicity and a variety of other demographic characteristics. A nominal or symbolic field.

AGE

Overlay Age
0 = missing

AGEFLAG

Age Flag
E = Exact
I = Inferred from Date of Birth Field

HOMEOWNER

Home Owner Flag
H = Home owner
U = Unknown

CHILD03

Presence of Children age 0-3
B = Both, F = Female, M = Male

CHILD07	Presence of Children age 4-7
CHILD12	Presence of Children age 8-12
CHILD18	Presence of Children age 13-18
NUMCHLD	NUMBER OF CHILDREN
INCOME	HOUSEHOLD INCOME
GENDER	Gender
	M = Male
	F = Female
	U = Unknown
	J = Joint Account, unknown gender
WEALTH1	Wealth Rating
HIT	MOR Flag # HIT (Mail Order Response)
	Indicates total number of known times the donor has responded to a mail order offer other than PVA's.

The following variables indicate the number of known times the donor has responded to other types of mail order offers.

MBCRAFT	Buy Craft Hobby
MBGARDEN	Buy Gardening
MBBOOKS	Buy Books
MBCOLECT	Buy Collectables
MAGFAML	Buy General Family Mags
MAGFEM	Buy Female Mags
MAGMALE	Buy Sports Mags
PUBGARDN	Gardening Pubs
PUBCULIN	Culinary Pubs
PUBHLTH	Health Pubs
PUBDOITY	Do It Yourself Pubs
PUBNEWFN	News / Finance Pubs
PUBPHOTO	Photography Pubs
PUBOPP	Opportunity Seekers Pubs

DATASRCE	Source of Overlay Data
	Indicates which third-party data source the donor matched against
	1 = MetroMail
	2 = Polk
	3 = Both

MALEMILI	% Males active in the Military
MALEVET	% Males Veterans
VIETVETS	% Vietnam Vets
WWIIVETS	% WWII Vets
LOCALGOV	% Employed by Local Gov
STATEGOV	% Employed by State Gov
FEDGOV	% Employed by Fed Gov

SOLP3	SOLICIT LIMITATION CODE P3
	= can be mailed (Default)
	00 = Do Not Solicit or Mail
	01 = one solicitation per year
	02 = two solicitations per year
	03 = three solicitations per year
	04 = four solicitations per year
	05 = five solicitations per year
	06 = six solicitations per year
	12 = twelve solicitations per year

SOLIH	<p>SOLICITATION LIMIT CODE IN HOUSE</p> <p>= can be mailed (Default)</p> <p>00 = Do Not Solicit</p> <p>01 = one solicitation per year</p> <p>02 = two solicitations per year</p> <p>03 = three solicitations per year</p> <p>04 = four solicitations per year</p> <p>05 = five solicitations per year</p> <p>06 = six solicitations per year</p> <p>12 = twelve solicitations per year</p>
MAJOR	<p>Major (\$\$) Donor Flag</p> <p>_ = Not a Major Donor</p> <p>X = Major Donor</p>
WEALTH2	<p>Wealth Rating</p> <p>Wealth rating uses median family income and population statistics from each area to index relative wealth within each state</p> <p>The segments are denoted 0-9, with 9 being the highest income group and zero being the lowest. Each rating has a different meaning within each state.</p>
GEOCODE	<p>Geo Cluster Code indicating the level geography at which a record matches the census data.</p> <p>A nominal or symbolic field.</p> <p>Blank=No code has been assigned or did not match at any level.</p>

The following variables reflect donor interests, as collected from third-party data sources

COLLECT1	COLLECTABLE (Y/N)
VETERANS	VETERANS (Y/N)
BIBLE	BIBLE READING (Y/N)
CATLG	SHOP BY CATALOG (Y/N)
HOMEE	WORK FROM HOME (Y/N)
PETS	HOUSEHOLD PETS (Y/N)
CDPLAY	CD PLAYER OWNERS (Y/N)
STEREO	STEREO/RECORDS/TAPES/CD (Y/N)
PCOWNERS	HOME PC OWNERS/USERS
PHOTO	PHOTOGRAPHY (Y/N)
CRAFTS	CRAFTS (Y/N)
FISHER	FISHING (Y/N)
GARDENIN	GARDENING (Y/N)
BOATS	POWER BOATING (Y/N)
WALKER	WALK FOR HEALTH (Y/N)
KIDSTUFF	BUYS CHILDREN'S PRODUCTS (Y/N)
CARDS	STATIONARY/CARDS BUYER (Y/N)
PLATES	PLATE COLLECTOR (Y/N)
LIFESRC	<p>LIFE STYLE DATA SOURCE</p> <p>Indicates source of the lifestyle variables listed above</p> <p>1 = MATCHED ON METRO MAIL ONLY</p> <p>2 = MATCHED ON POLK ONLY</p> <p>3 = MATCHED BOTH MM AND POLK</p>

PEPSTRFL	<p>Indicates PEP Star RFA Status</p> <p>blank = Not considered to be a PEP Star</p> <p>'X' = Has PEP Star RFA Status</p>
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The following variables reflect characteristics of the donors neighborhood, as collected from the 1990 US Census.

POP901	Number of Persons
POP902	Number of Families
POP903	Number of Households
POP90C1	Percent Population in Urbanized Area
POP90C2	Percent Population Outside Urbanized Area
POP90C3	Percent Population Inside Rural Area
POP90C4	Percent Male
POP90C5	Percent Female
ETH1	Percent White
ETH2	Percent Black
ETH3	Percent Native American
ETH4	Percent Pacific Islander/Asian
ETH5	Percent Hispanic
ETH6	Percent Asian Indian
ETH7	Percent Japanese
ETH8	Percent Chinese
ETH9	Percent Philipino
ETH10	Percent Korean
ETH11	Percent Vietnamese
ETH12	Percent Hawaiian
ETH13	Percent Mexican
ETH14	Percent Puerto Rican
ETH15	Percent Cuban
ETH16	Percent Other Hispanic
AGE901	Median Age of Population
AGE902	Median Age of Adults 18 or Older
AGE903	Median Age of Adults 25 or Older
AGE904	Average Age of Population
AGE905	Average Age of Adults >= 18
AGE906	Average Age of Adults >= 25
AGE907	Percent Population Under Age 18
CHIL1	Percent Children Under Age 7
CHIL2	Percent Children Age 7 - 13
CHIL3	Percent Children Age 14-17
AGEC1	Percent Adults Age18-24
AGEC2	Percent Adults Age 25-34
AGEC3	Percent Adults Age 35-44
AGEC4	Percent Adults Age 45-54
AGEC5	Percent Adults Age 55-64
AGEC6	Percent Adults Age 65-74
AGEC7	Percent Adults Age >= 75
CHILC1	Percent Children Age <=2
CHILC2	Percent Children Age 3-5
CHILC3	Percent Children Age 6-11
CHILC4	Percent Children Age 12-15
CHILC5	Percent Children Age 16-18
HHAGE1	Percent Households w/ Person 65+
HHAGE2	Percent Households w/ Person 65+ Living Alone
HHAGE3	Percent Households Headed by an Elderly Person Age 65+
HHN1	Percent 1 Person Households
HHN2	Percent 2 Person Households
HHN3	Percent 3 or More Person Households
HHN4	Percent 4 or More Person Households
HHN5	Percent 5 or More Person Households
HHN6	Percent 6 Person Households
MARR1	Percent Married
MARR2	Percent Separated or Divorced
MARR3	Percent Widowed

MARR4	Percent Never Married
HHP1	Median Person Per Household
HHP2	Average Person Per Household
DW1	Percent Single Unit Structure
DW2	Percent Detached Single Unit Structure
DW3	Percent Duplex Structure
DW4	Percent Multi (2+) Unit Structures
DW5	Percent 3+ Unit Structures
DW6	Percent Housing Units in 5+ Unit Structure
DW7	Percent Group Quarters
DW8	Percent Institutional Group Quarters
DW9	Non-Institutional Group Quarters
HV1	Median Home Value in hundreds
HV2	Average Home Value in hundreds
HV3	Median Contract Rent in hundreds
HV4	Average Contract Rent in hundreds
HU1	Percent Owner Occupied Housing Units
HU2	Percent Renter Occupied Housing Units
HU3	Percent Occupied Housing Units
HU4	Percent Vacant Housing Units
HU5	Percent Seasonal/Recreational Vacant Units
HHD1	Percent Households w/ Related Children
HHD2	Percent Households w/ Families
HHD3	Percent Married Couple Families
HHD4	Percent Married Couples w/ Related Children
HHD5	Percent Persons in Family Household
HHD6	Percent Persons in Non-Family Household
HHD7	Percent Single Parent Households
HHD8	Percent Male Householder w/ Child
HHD9	Percent Female Householder w/ Child
HHD10	Percent Single Male Householder
HHD11	Percent Single Female Householder
HHD12	Percent Households w/ Non-Family Living Arrangements
ETHC1	Percent White < Age 15
ETHC2	Percent White Age 15 - 59
ETHC3	Percent White Age 60+
ETHC4	Percent Black < Age 15
ETHC5	Percent Black Age 15 - 59
ETHC6	Percent Black Age 60+
HVP1	Percent Home Value >= \$200,000
HVP2	Percent Home Value >= \$150,000
HVP3	Percent Home Value >= \$100,000
HVP4	Percent Home Value >= \$75,000
HVP5	Percent Home Value >= \$50,000
HVP6	Percent Home Value >= \$300,000
HUR1	\$ 1 or 2 Room Housing Units
HUR2	Percent >= 6 Room Housing Units
RHP1	Median Number of Rooms per Housing Unit
RHP2	Average Number of Rooms per Housing Unit
RHP3	Median Number of Persons per Housing Unit
RHP4	Average Number of Persons per Room
HUPA1	Percent Housing Units w/ 2 thru 9 Units at the Address
HUPA2	Percent Housing Units w/ >= 10 Units at the Address
HUPA3	Percent Mobile Homes or Trailers
HUPA4	Percent Renter Occupied Single Unit Structure
HUPA5	Percent Renter Occupied, 2 - 4 Units
HUPA6	Percent Renter Occupied, 5+ Units
HUPA7	Percent Renter Occupied Mobile Homes or Trailers
RP1	Percent Renters Paying >= \$500 per Month
RP2	Percent Renters Paying >= \$400 per Month
RP3	Percent Renters Paying >= \$300 per Month
RP4	Percent Renters Paying >= \$200 per Month
MSA	MSA Code
ADI	ADI Code
DMA	DMA Code

IC1	Median Household Income in hundreds
IC2	Median Family Income in hundreds
IC3	Average Household Income in hundreds
IC4	Average Family Income in hundreds
IC5	Per Capita Income
IC6	Percent Households w/ Income < \$15,000
IC7	Percent Households w/ Income \$15,000 - \$24,999
IC8	Percent Households w/ Income \$25,000 - \$34,999
IC9	Percent Households w/ Income \$35,000 - \$49,999
IC10	Percent Households w/ Income \$50,000 - \$74,999
IC11	Percent Households w/ Income \$75,000 - \$99,999
IC12	Percent Households w/ Income \$100,000 - \$124,999
IC13	Percent Households w/ Income \$125,000 - \$149,999
IC14	Percent Households w/ Income >= \$150,000
IC15	Percent Families w/ Income < \$15,000
IC16	Percent Families w/ Income \$15,000 - \$24,999
IC17	Percent Families w/ Income \$25,000 - 34,999
IC18	Percent Families w/ Income \$35,000 - \$49,999
IC19	Percent Families w/ Income \$50,000 - \$74,999
IC20	Percent Families w/ Income \$75,000 - \$99,999
IC21	Percent Families w/ Income \$100,000 - \$124,999
IC22	Percent Families w/ Income \$125,000 - \$149,999
IC23	Percent Families w/ Income >= \$150,000
HHAS1	Percent Households on Social Security
HHAS2	Percent Households on Public Assistance
HHAS3	Percent Households w/ Interest, Rental or Dividend Income
HHAS4	Percent Persons Below Poverty Level
MC1	Percent Persons Move in Since 1985
MC2	Percent Persons in Same House in 1985
MC3	Percent Persons in Different State/Country in 1985
TPE1	Percent Driving to Work Alone Car/Truck/Van
TPE2	Percent Carpooling Car/Truck/Van)
TPE3	Percent Using Public Transportation
TPE4	Percent Using Bus/Trolley
TPE5	Percent Using Railways
TPE6	Percent Using Taxi/Ferry
TPE7	Percent Using Motorcycles
TPE8	Percent Using Other Transportation
TPE9	Percent Working at Home/No Transportation
PEC1	Percent Working Outside State of Residence
PEC2	Percent Working Outside County of Residence in State
TPE10	Median Travel Time to Work in minutes
TPE11	Mean Travel Time to Work in minutes
TPE12	Percent Traveling 60+ Minutes to Work
TPE13	Percent Traveling 15 - 59 Minutes to Work
LFC1	Percent Adults in Labor Force
LFC2	Percent Adult Males in Labor Force
LFC3	Percent Females in Labor Force
LFC4	Percent Adult Males Employed
LFC5	Percent Adult Females Employed
LFC6	Percent Mothers Employed Married and Single
LFC7	Percent 2 Parent Earner Families
LFC8	Percent Single Mother w/ Child in Labor Force
LFC9	Percent Single Father w/ Child in Labor Force
LFC10	Percent Families w/ Child w/ no Workers
OCC1	Percent Professional
OCC2	Percent Managerial
OCC3	Percent Technical
OCC4	Percent Sales
OCC5	Percent Clerical/Administrative Support
OCC6	Percent Private Household Service Occ.
OCC7	Percent Protective Service Occ.
OCC8	Percent Other Service Occ.
OCC9	Percent Farmers
OCC10	Percent Craftsmen, Precision, Repair

OCC11	Percent Operatives, Machine
OCC12	Percent Transportation
OCC13	Percent Laborers, Handlers, Helpers
EIC1	Percent Employed in Agriculture
EIC2	Percent Employed in Mining
EIC3	Percent Employed in Construction
EIC4	Percent Employed in Manufacturing
EIC5	Percent Employed in Transportation
EIC6	Percent Employed in Communications
EIC7	Percent Employed in Wholesale Trade
EIC8	Percent Employed in Retail Industry
EIC9	Percent Employed in Finance, Insurance, Real Estate
EIC10	Percent Employed in Business and Repair
EIC11	Percent Employed in Personal Services
EIC12	Percent Employed in Entertainment and Recreation
EIC13	Percent Employed in Health Services
EIC14	Percent Employed in Educational Services
EIC15	Percent Employed in Other Professional Services
EIC16	Percent Employed in Public Administration
OEDC1	Percent Employed by Local Government
OEDC2	Percent Employed by State Government
OEDC3	Percent Employed by Federal Government
OEDC4	Percent Self Employed
OEDC5	Percent Private Profit Wage or Salaried Worker
OEDC6	Percent Private Non-Profit Wage or Salaried Worker
OEDC7	Percent Unpaid Family Workers
EC1	Median Years of School Completed by Adults 25+
EC2	Percent Adults 25+ Grades 0-8
EC3	Percent Adults 25+ w/ some High School
EC4	Percent Adults 25+ Completed High School or Equivalency
EC5	Percent Adults 25+ w/ some College
EC6	Percent Adults 25+ w/ Associates Degree
EC7	Percent Adults 25+ w/ Bachelors Degree
EC8	Percent Adults 25+ Graduate Degree
SEC1	Percent Persons Enrolled in Private Schools
SEC2	Percent Persons Enrolled in Public Schools
SEC3	Percent Persons Enrolled in Preschool
SEC4	Percent Persons Enrolled in Elementary or High School
SEC5	Percent Persons in College
AFC1	Percent Adults in Active Military Service
AFC2	Percent Males in Active Military Service
AFC3	Percent Females in Active Military Service
AFC4	Percent Adult Veterans Age 16+
AFC5	Percent Male Veterans Age 16+
AFC6	Percent Female Veterans Age 16+
VC1	Percent Vietnam Veterans Age 16+
VC2	Percent Korean Veterans Age 16+
VC3	Percent WW2 Veterans Age 16+
VC4	Percent Veterans Serving After May 1975 Only
ANC1	Percent Dutch Ancestry
ANC2	Percent English Ancestry
ANC3	Percent French Ancestry
ANC4	Percent German Ancestry
ANC5	Percent Greek Ancestry
ANC6	Percent Hungarian Ancestry
ANC7	Percent Irish Ancestry
ANC8	Percent Italian Ancestry
ANC9	Percent Norwegian Ancestry
ANC10	Percent Polish Ancestry
ANC11	Percent Portuguese Ancestry
ANC12	Percent Russian Ancestry
ANC13	Percent Scottish Ancestry
ANC14	Percent Swedish Ancestry
ANC15	Percent Ukrainian Ancestry
POBC1	Percent Foreign Born

POBC2	Percent Born in State of Residence
LSC1	Percent English Only Speaking
LSC2	Percent Spanish Speaking
LSC3	Percent Asian Speaking
LSC4	Percent Other Language Speaking
VOC1	Percent Households w/ 1+ Vehicles
VOC2	Percent Households w/ 2+ Vehicles
VOC3	Percent Households w/ 3+ Vehicles
HC1	Percent Median Length of Residence
HC2	Percent Median Age of Occupied Dwellings in years
HC3	Percent Owner Occupied Structures Built Since 1989
HC4	Percent Owner Occupied Structures Built Since 1985
HC5	Percent Owner Occupied Structures Built Since 1980
HC6	Percent Owner Occupied Structures Built Since 1970
HC7	Percent Owner Occupied Structures Built Since 1960
HC8	Percent Owner Occupied Structures Built Prior to 1960
HC9	Percent Owner Occupied Condominiums
HC10	Percent Renter Occupied Condominiums
HC11	Percent Occupied Housing Units Heated by Utility Gas
HC12	Percent Occupied Housing Units Heated by Bottled, Tank or LP
HC13	Percent Occupied Housing Units Heated by Electricity
HC14	Percent Occupied Housing Units Heated by Fuel Oil
HC15	Percent Occupied Housing Units Heated by Solar Energy
HC16	Percent Occupied Housing Units Heated by Coal, Wood, Other
HC17	Percent Housing Units w/ Public Water Source
HC18	Percent Housing Units w/ Well Water Source
HC19	Percent Housing Units w/ Public Sewer Source
HC20	Percent Housing Units w/ Complete Plumbing Facilities
HC21	Percent Housing Units w/ Telephones
MHUC1	Median Homeowner Cost w/ Mortgage per Month dollars
MHUC2	Median Homeowner Cost w/out Mortgage per Month dollars
AC1	Percent Adults Age 55-59
AC2	Percent Adults Age 60-64

The fields listed below are from the promotion history file.

PROMOTION CODES:

The following lists the promotion codes and their respective field names (where XXXX refers to ADATE, RFA, RDATE and RAMNT.)

```
'97NK' ==> xxxx_2 (mailing was used to construct
                  the target fields)
'96NK' ==> xxxx_3
'96TK' ==> xxxx_4
'96SK' ==> xxxx_5
'96LL' ==> xxxx_6
'96G1' ==> xxxx_7
'96GK' ==> xxxx_8
'96CC' ==> xxxx_9
'96WL' ==> xxxx_10
'96X1' ==> xxxx_11
'96XK' ==> xxxx_12
'95FS' ==> xxxx_13
'95NK' ==> xxxx_14
'95TK' ==> xxxx_15
'95LL' ==> xxxx_16
'95G1' ==> xxxx_17
'95GK' ==> xxxx_18
'95CC' ==> xxxx_19
'95WL' ==> xxxx_20
```

```
'95X1' ==> xxxx_21
'95XK' ==> xxxx_22
'94FS' ==> xxxx_23
'94NK' ==> xxxx_24
```

1st 2 bytes of the code refers to the year of the mailing while 3rd and 4th bytes refer to the following promotion codes/types:

```
LL mailings had labels only
WL mailings had labels only
CC mailings are calendars with stickers but do
    not have labels
FS mailings are blank cards that fold into
    thirds with labels
NK mailings are blank cards with labels
SK mailings are blank cards with labels
TK mailings have thank you printed on the
    outside with labels
GK mailings are general greeting cards (an
    assortment of birthday, sympathy, blank, & get
    well) with labels
XK mailings are Christmas cards with labels
X1 mailings have labels and a notepad
G1 mailings have labels and a notepad
```

This information could certainly be used to calculate several summary variables that count the number of occurrences of various types of promotions received in the most recent 12-36 months, etc.

RFA (RECENCY/FREQUENCY/AMOUNT)

The RFA (recency/frequency/amount) status of the donors (as of the promotion dates) is included in the RFA fields.

The (current) concatenated version is a nominal or symbolic field. The individual bytes could separately be used as fields and refer to the following:

First Byte of code is concerned with RECENCY based on Date of the last Gift

F=FIRST TIME DONOR Anyone who has made their first donation in the last 6 months and has made just one donation.

N=NEW DONOR Anyone who has made their first donation in the last 12 months and is not a First time donor. This is everyone who made their first donation 7-12 months ago, or people who made their first donation between 0-6 months ago and have made 2 or more donations.

A=ACTIVE DONOR Anyone who made their first donation more than 12 months ago and has made a donation in the last 12 months.

L=LAPSING DONOR A previous donor who made their last donation between 13-24 months ago.

I=INACTIVE DONOR A previous donor who has not made a donation in the last 24 months. It is people who made a donation 25+ months ago.

S=STAR DONOR STAR Donors are individuals who have given to 3 consecutive card mailings.

Second Byte of code is concerned with FREQUENCY based on the period of recency. The period of recency for all groups except L and I is the last 12 months. For L it is 13-24 months ago, and for I it is 25-36 months ago. There are four valid frequency codes.

1=One gift in the period of recency
2=Two gift in the period of recency
3=Three gifts in the period of recency
4=Four or more gifts in the period of recency

Third byte of the code is the Amount of the last gift.

A=\$0.01 - \$1.99
B=\$2.00 - \$2.99
C=\$3.00 - \$4.99
D=\$5.00 - \$9.99
E=\$10.00 - \$14.99
F=\$15.00 - \$24.99
G=\$25.00 and above

ADATE_2	Date the 97NK promotion was mailed
ADATE_3	Date the 96NK promotion was mailed
ADATE_4	Date the 96TK promotion was mailed
ADATE_5	Date the 96SK promotion was mailed
ADATE_6	Date the 96LL promotion was mailed
ADATE_7	Date the 96G1 promotion was mailed
ADATE_8	Date the 96GK promotion was mailed
ADATE_9	Date the 96CC promotion was mailed
ADATE_10	Date the 96WL promotion was mailed
ADATE_11	Date the 96X1 promotion was mailed
ADATE_12	Date the 96XK promotion was mailed
ADATE_13	Date the 95FS promotion was mailed
ADATE_14	Date the 95NK promotion was mailed
ADATE_15	Date the 95TK promotion was mailed
ADATE_16	Date the 95LL promotion was mailed
ADATE_17	Date the 95G1 promotion was mailed
ADATE_18	Date the 95GK promotion was mailed
ADATE_19	Date the 95CC promotion was mailed
ADATE_20	Date the 95WL promotion was mailed
ADATE_21	Date the 95X1 promotion was mailed
ADATE_22	Date the 95XK promotion was mailed
ADATE_23	Date the 94FS promotion was mailed
ADATE_24	Date the 94NK promotion was mailed

RFA_2	Donor's RFA status as of 97NK promotion date
RFA_3	Donor's RFA status as of 96NK promotion date
RFA_4	Donor's RFA status as of 96TK promotion date
RFA_5	Donor's RFA status as of 96SK promotion date
RFA_6	Donor's RFA status as of 96LL promotion date
RFA_7	Donor's RFA status as of 96G1 promotion date
RFA_8	Donor's RFA status as of 96GK promotion date
RFA_9	Donor's RFA status as of 96CC promotion date
RFA_10	Donor's RFA status as of 96WL promotion date

RFA_11	Donor's RFA status as of 96X1 promotion date
RFA_12	Donor's RFA status as of 96XK promotion date
RFA_13	Donor's RFA status as of 95FS promotion date
RFA_14	Donor's RFA status as of 95NK promotion date
RFA_15	Donor's RFA status as of 95TK promotion date
RFA_16	Donor's RFA status as of 95LL promotion date
RFA_17	Donor's RFA status as of 95G1 promotion date
RFA_18	Donor's RFA status as of 95GK promotion date
RFA_19	Donor's RFA status as of 95CC promotion date
RFA_20	Donor's RFA status as of 95WL promotion date
RFA_21	Donor's RFA status as of 95X1 promotion date
RFA_22	Donor's RFA status as of 95XK promotion date
RFA_23	Donor's RFA status as of 94FS promotion date
RFA_24	Donor's RFA status as of 94NK promotion date

The following fields are summary variables from the promotion history file.

CARDPROM	Lifetime number of card promotions received to date. Card promotions are promotion type FS, GK, TK, SK, NK, XK, UF, UU.
MAXADATE	Date of the most recent promotion received (in YYYY, Year/Month format)
NUMPROM	Lifetime number of promotions received to date
CARDPM12	Number of card promotions received in the last 12 months (in terms of calendar months translates into 9603-9702)
NUMPRM12	Number of promotions received in the last 12 months (in terms of calendar months translates into 9603-9702)

The following fields are from the giving history file.

RDATE_3	Date the gift was received for 96NK
RDATE_4	Date the gift was received for 96TK
RDATE_5	Date the gift was received for 96SK
RDATE_6	Date the gift was received for 96LL
RDATE_7	Date the gift was received for 96G1
RDATE_8	Date the gift was received for 96GK
RDATE_9	Date the gift was received for 96CC
RDATE_10	Date the gift was received for 96WL
RDATE_11	Date the gift was received for 96X1
RDATE_12	Date the gift was received for 96XK
RDATE_13	Date the gift was received for 95FS
RDATE_14	Date the gift was received for 95NK
RDATE_15	Date the gift was received for 95TK
RDATE_16	Date the gift was received for 95LL
RDATE_17	Date the gift was received for 95G1
RDATE_18	Date the gift was received for 95GK
RDATE_19	Date the gift was received for 95CC
RDATE_20	Date the gift was received for 95WL
RDATE_21	Date the gift was received for 95X1
RDATE_22	Date the gift was received for 95XK
RDATE_23	Date the gift was received for 94FS
RDATE_24	Date the gift was received for 94NK
RAMNT_3	Dollar amount of the gift for 96NK
RAMNT_4	Dollar amount of the gift for 96TK
RAMNT_5	Dollar amount of the gift for 96SK
RAMNT_6	Dollar amount of the gift for 96LL
RAMNT_7	Dollar amount of the gift for 96G1
RAMNT_8	Dollar amount of the gift for 96GK

RAMNT_9	Dollar amount of the gift for 96CC
RAMNT_10	Dollar amount of the gift for 96WL
RAMNT_11	Dollar amount of the gift for 96X1
RAMNT_12	Dollar amount of the gift for 96XK
RAMNT_13	Dollar amount of the gift for 95FS
RAMNT_14	Dollar amount of the gift for 95NK
RAMNT_15	Dollar amount of the gift for 95TK
RAMNT_16	Dollar amount of the gift for 95LL
RAMNT_17	Dollar amount of the gift for 95G1
RAMNT_18	Dollar amount of the gift for 95GK
RAMNT_19	Dollar amount of the gift for 95CC
RAMNT_20	Dollar amount of the gift for 95WL
RAMNT_21	Dollar amount of the gift for 95X1
RAMNT_22	Dollar amount of the gift for 95XK
RAMNT_23	Dollar amount of the gift for 94FS
RAMNT_24	Dollar amount of the gift for 94NK

The following fields are summary variables from the giving history file.

RAMNTALL	Dollar amount of lifetime gifts to date
NGIFTALL	Number of lifetime gifts to date
CARDGIFT	Number of lifetime gifts to card promotions to date
MINRAMNT	Dollar amount of smallest gift to date
MINRDATE	Date associated with the smallest gift to date
MAXRAMNT	Dollar amount of largest gift to date
MAXRDATE	Date associated with the largest gift to date
LASTGIFT	Dollar amount of most recent gift
LASTDATE	Date associated with the most recent gift
FISTDATE	Date of first gift
NEXTDATE	Date of second gift
TIMELAG	Number of months between first and second gift
AVGGIFT	Average dollar amount of gifts to date

CONTROLN	Control number (unique record identifier)
TARGET_B	Target Variable: Binary Indicator for Response to 97NK Mailing
TARGET_D	Target Variable: Donation Amount (in \$) associated with the Response to 97NK Mailing
HPHONE_D	Indicator for presence of a published home phone number

(See the section on RFA for the meaning of the codes)

RFA_2R	Recency code for RFA_2
RFA_2F	Frequency code for RFA_2
RFA_2A	Donation Amount code for RFA_2
MDMAUD_R	Recency code for MDMAUD
MDMAUD_F	Frequency code for MDMAUD
MDMAUD_A	Donation Amount code for MDMAUD

CLUSTER2	Classic Cluster Code (a nominal symbolic field)
GEOCODE2	County Size Code

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