

DATA DICTIONARY

Nr	Name	Description	Domain
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	BERMIDD	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 insurane (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 ALEVEN Number of life insurances
 77 APERSONG Number of private accident insurance policies
 78 AGEZONG Number of family accidents insurance policies
 79 AWAOREG Number of disability insurance policies
 80 ABRAND Number of fire policies
 81 AZEILPL Number of surfboard policies
 82 APLEZIER Number of boat policies
 83 AFIETS Number of bicycle policies
 84 AINBOED Number of property insurance policies
 85 ABYSTAND Number of social security insurance policies
 86 CARAVAN Number of mobile home policies 0 - 1

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 Ethnically 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 f 0
1 f 1 49
2 f 50 99
3 f 100 199
4 f 200 499

5 f 500 999
6 f 1000 4999
7 f 5000 9999
8 f 10.000 - 19.999
9 f 20.000 - ?