­­**Appendix-1 Attributes**

|  |  |  |
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| Nr | Attributes | Description |
| 1 | Customer main type | see L2 |
| 2 | Customer Subtype | see L0 |
| 3 | Number of houses | 1 - 10 |
| 4 | Avg size household | 1 - 6 |
| 5 | Avg age | see L1 |
| 6 | Roman catholic | see L3 |
| 7 | Protestant ... | see L3 |
| 8 | Other religion | see L3 |
| 9 | No religion | see L3 |
| 10 | Married | see L3 |
| 11 | Living together | see L3 |
| 12 | Other relation | see L3 |
| 13 | Singles | see L3 |
| 14 | Household without children | see L3 |
| 15 | Household with children | see L3 |
| 16 | High level education | see L3 |
| 17 | Medium level education | see L3 |
| 18 | Lower level education | see L3 |
| 19 | High status | see L3 |
| 20 | Entrepreneur | see L3 |
| 21 | Farmer | see L3 |
| 22 | Middle management | see L3 |
| 23 | Skilled labourers | see L3 |
| 24 | Unskilled labourers | see L3 |
| 25 | Social class A | see L3 |
| 26 | Social class B1 | see L3 |
| 27 | Social class B2 | see L3 |
| 28 | Social class C | see L3 |
| 29 | Social class D | see L3 |
| 30 | Rented house | see L3 |
| 31 | Home owners | see L3 |
| 32 | 1 car | see L3 |
| 33 | 2 cars | see L3 |
| 34 | No car | see L3 |
| 35 | National Health Service | see L3 |
| 36 | Private health insurance | see L3 |
| 37 | Income < 30 | see L3 |
| 38 | Income 30-45.000 | see L3 |
| 39 | Income 45-75.000 | see L3 |
| 40 | Income 75-122.000 | see L3 |
| 41 | Income >123.000 | see L3 |
| 42 | Average income | see L4 |
| 43 | Purchasing power class | see L4 |
| 44 | pr\_num | 8 digit code |
| 45 | Contribution private third party insurance | see L4 |
| 46 | Contribution third party insurance (firms) | see L4 |
| 47 | Contribution third party insurane (agriculture) | see L4 |
| 48 | Contribution car policies | see L4 |
| 49 | Contribution delivery van policies | see L4 |
| 50 | Contribution motorcycle/scooter policies | see L4 |
| 51 | Contribution lorry policies | see L4 |
| 52 | Contribution trailer policies | see L4 |
| 53 | Contribution tractor policies | see L4 |
| 54 | Contribution agricultural machines policies | see L4 |
| 55 | Contribution moped policies | see L4 |
| 56 | Contribution life insurances | see L4 |
| 57 | Contribution private accident insurance policies | see L4 |
| 58 | Contribution family accidents insurance policies | see L4 |
| 59 | Contribution disability insurance policies | see L4 |
| 60 | Contribution fire policies | see L4 |
| 61 | Contribution surfboard policies | see L4 |
| 62 | Contribution boat policies | see L4 |
| 63 | Contribution bicycle policies | see L4 |
| 64 | Contribution property insurance policies | see L4 |
| 65 | Contribution social security insurance policies | see L4 |
| 66 | Number of private third party insurance | 1 – 12 |
| 67 | Number of third party insurance (firms) | 1 – 12 |
| 68 | Number of third party insurane (agriculture) | 1 – 12 |
| 69 | Number of car policies | 1 – 12 |
| 70 | Number of delivery van policies | 1 – 12 |
| 71 | Number of motorcycle/scooter policies | 1 – 12 |
| 72 | Number of lorry policies | 1 – 12 |
| 73 | Number of trailer policies | 1 – 12 |
| 74 | Number of tractor policies | 1 – 12 |
| 75 | Number of agricultural machines policies | 1 – 12 |
| 76 | Number of moped policies | 1 – 12 |
| 77 | Number of life insurances | 1 – 12 |
| 78 | Number of private accident insurance policies | 1 – 12 |
| 79 | Nheadumber of family accidents insurance policies | 1 – 12 |
| 80 | Number of disability insurance policies | 1 – 12 |
| 81 | Number of fire policies | 1 – 12 |
| 82 | Number of surfboard policies | 1 – 12 |
| 83 | Number of boat policies | 1 – 12 |
| 84 | Number of bicycle policies | 1 – 12 |
| 85 | Number of property insurance policies | 1 – 12 |
| 86 | Number of social security insurance policies | 1 – 12 |
| 87 | **Number of mobile home policies** | **0 or 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 Etnically diverse

21 Young urban have-nots

22 Mixed apartment dwellers

23 Young and rising

24 Young, lonumberw 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 religous 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 hedonistsAna

2 Driven Growers

3 Average Family

4 Career Loners

5 Living well

6 Cruising Seniors

7 Retired and Religeous

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 RS 0

1 Rs 1 – 49

2 RS 50 – 99

3 Rs 100 – 199

4 RS 200 – 499

5 RS 500 – 999

6 RS 1000 – 4999

7 RS 5000 – 9999

8 RS 10000 - 19999