­­**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 L1 |
| 7 | Protestant ... | see L1 |
| 8 | Other religion | see L1 |
| 9 | No religion | see L1 |
| 10 | Married | see L1 |
| 11 | Living together | see L1 |
| 12 | Other relation | see L1 |
| 13 | Singles | see L1 |
| 14 | Household without children | see L1 |
| 15 | Household with children | see L1 |
| 16 | High level education | see L1 |
| 17 | Medium level education | see L1 |
| 18 | Lower level education | see L1 |
| 19 | High status | see L1 |
| 20 | Entrepreneur | see L1 |
| 21 | Farmer | see L1 |
| 22 | Middle management | see L1 |
| 23 | Skilled labourers | see L1 |
| 24 | Unskilled labourers | see L1 |
| 25 | Social class A | see L1 |
| 26 | Social class B1 | see L1 |
| 27 | Social class B2 | see L1 |
| 28 | Social class C | see L1 |
| 29 | Social class D | see L1 |
| 30 | Rented house | see L1 |
| 31 | Home owners | see L1 |
| 32 | 1 car | see L1 |
| 33 | 2 cars | see L1 |
| 34 | No car | see L1 |
| 35 | National Health Service | see L1 |
| 36 | Private health insurance | see L1 |
| 37 | Income < 30 | see L1 |
| 38 | Income 30-45.000 | see L1 |
| 39 | Income 45-75.000 | see L1 |
| 40 | Income 75-122.000 | see L1 |
| 41 | Income >123.000 | see L1 |
| 42 | Average income | see L1 |
| 43 | Purchasing power class | see L1 |
| 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 | Number 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, 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 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 hedonists

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