**Sample Data Reference**

The following table lists the variables that are included in the sample data sets.

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| **Variable** | | **Description** | |
| CARD\_PROM\_12 | | number of card promotions sent to the individual by the charitable organization in the last 12 months | |
| CLUSTER\_CODE | | one of 54 possible cluster codes, which are unique in terms of socioeconomic status, urbanicity, ethnicity, and other demographic characteristics | |
| CONTROL\_NUMBER | | unique identifier of each individual | |
| DONOR\_AGE | | age as of last year's mail solicitation | |
| DONOR\_GENDER | | actual or inferred gender | |
| FILE\_AVG\_GIFT | | this variable is identical to LIFETIME\_AVG\_GIFT\_AMT | |
| FILE\_CARD\_GIFT | | lifetime average donation (in $) from the individual in response to all card solicitations from the charitable organization | |
| FREQUENCY\_ STATUS\_97NK | | based on the period of recency (determined by RECENCY\_STATIJS\_96NK), which is the last 12 months for all groups except Land E, which are 13-24 months ago and 25-36 months ago, respectively: 1 if one donation in this period, 2 if two donations in this period, 3 if three donations in this period, 4 if four or more donations in this period | |
| HOME\_OWNER | | H if the individual is a homeowner, U if this information is unknown | |
| INCOME\_GROUP | | one of 7 possible income level groups based on a number of demographic characteristics | |
| IN\_HOUSE | 1 if the individual has ever donated to the charitable organization's In House program, 0 if not | | |
| LAST\_ GIFT\_AMT | amount of the most recent donation from the individual to the charitable organization | | |
| LIFETIME\_AVG\_GIFT\_AMT | lifetime average donation (in $) from the individual to the charitable organization | | |
| LIFETIME\_CARD\_PROM | total number of card promotions sent to the individual by the charitable organization | | |
| LIFETIME\_GIFT\_AMOUNT | total lifetime donation amount (in $) from the individual to the charitable organization | | |
| LIFETIME\_GIFT\_COUNT | total number of donations from the individual to the charitable organization | | |
| LIFETIME\_GIFT\_RANGE | maximum donation amount from the individual minus minimum donation amount from the individual | | |
| LIFETIME\_MAX\_ GIFT\_AMT | maximum donation amount (in $) from the individual to the charitable organization | | |
| LIFETIME\_MIN\_GIFT\_AMT | minimum donation amount (in $) from the individual to the charitable organization | | |
| LIFETIME\_PROM | total number of promotions sent to the individual by the charitable organization | | |
| MEDIAN\_HOME\_VALUE | median home value (in $100) as determined by other input variables | | |
| MEDIAN\_HOUSEHOLD\_INCOME | median household income (in $100) as determined by other input variables | | |
| MONTHS\_SINCE\_FIRST\_GIFT | number of months since the first donation from the individual to the charitable organization | | |
| MONTHS\_SINCE\_LAST\_GIFT | number of months since the most recent donation from the individual to the charitable organization | | |
| MONTHS\_SINCE\_LAST\_PROM\_RESP | number of months since the individual has responded to a promotion by the charitable organization | | |
| MONTHS\_SINCE\_ORIGIN | number of months that the individual has been in the charitable organization's database | | |
| MOR\_HIT\_RATE | total number of known times the donor has responded to a mailed solicitation from a group other than the charitable organization | | |
| NUMBER\_PROM\_12 | | number of promotions (card or other) sent to the individual by the charitable organization in the last 12 months |
| OVERLAY\_SOURCE | | the data source against which the individual was matched: M if Metromail, P if Polk, B if both |
| PCT\_ATIRIBUTE1 | | percent of residents in the neighborhood in which the individual lives that are males and active military |
| PCT\_ATTRIBUTE2 | | percent of residents in the neighborhood in which the individual lives that are males and veterans |
| PCT\_ATTRIBUTE3 | | percent of residents in the neighborhood in which the individual lives that are Vietnam veterans |
| PCT\_ATTRIBUTE4 | | percent of residents in the neighborhood in which the individual lives that are WWII veterans |
| PCT\_ OWNER\_OCCUPIED | | percent of owner-occupied housing in the neighborhood in which the individual lives |
| PEP\_STAR | | 1 if individual has ever achieved STAR donor status, 0 if not |
| PER\_CAPITA\_INCOME | | per capita income (in $) of the neighborhood in which the individual lives |
| PUBLISHED\_PHONE | | 1 if the individual's telephone number is published, 0 if not |
| RECENCY\_STATUS\_96NK | | recency status as of two years ago: A if active donor, S if star donor, N if new donor, E if inactive donor, F if first time donor, L if lapsing donor |
| RECENT\_AVG\_CARD\_GIFT\_AMT | | average donation from the individual in response to a card solicitation from the charitable organization since four years ago |
| RECENT\_AVG\_ GIFT\_AMT | | average donation (in $) from the individual to the charitable organization since four years ago |
| RECENT\_CARD\_RESPONSE\_COUNT | | number of times the individual has responded to a card solicitation from the charitable organization since four years ago |
| RECENT\_CARD\_RESPONSE\_PROP | | proportion of responses to the individual to the number of card solicitations from the charitable organization since four years ago |
| RECENT\_RESPONSE\_COUNT | | number of times the individual has responded to a promotion (card or other) from the charitable organization since four years ago |
| RECENT\_RESPONSE\_PROP | | proportion of responses to the individual to the number of (card or other) solicitations from the charitable organization since four years ago |
| RECENT\_STAR\_STATUS | | 1 if individual has achieved star donor status since four years ago, 0 if not |
| SES | | one of 5 possible socioeconomic codes classifying the neighborhood in which the individual lives |
| TARGET\_B | | 1 if individual donated in response to last year's 97NK mail solicitation from the charitable organization, 0 if individual did not |
| TARGET\_D | | amount of donation (in $) from the individual in response to last year's 97NK mail solicitation from the charitable organization |
| URBANICITY | | classification of the neighborhood in which the individual lives: U if urban, C if city, S if suburban, T if town, R if rural, ? if missing |
| WEALTH\_RATING | | one of 10 possible wealth rating groups based on a number of demographic characteristics |