

Data Variable Explanations: Category Variables

Notes

Further details for each variable can be accessed by clicking the + button in the far left column. In some cases, only All details can be seen at once in Excel by selecting Control + A, and then selecting Data from the top menu, select Statistical values shown are of the calibration data set.

<i>Class Variables</i>	<i>Explanation</i>
ACTVSUBS	Number of active subscribers in household
ADULTS	Number of adults in household
AGE1	Age of first household member
AGE2	Age of second household member
AREA	Geographic area
ASL_FLAG	Account spending limit
CAR_BUY	New or used car buyer
CARTYPE	Dominant vehicle lifestyle
CHILDREN	Children present in household
CHURN	Instance of churn between 31-60 days after observation date
CRCLSCOD	Credit class code
CREDITCD	Credit card indicator
CRTCOUNT	Adjustments made to credit rating of individual
CSA	Communications local service area
CUSTOMER_ID	Unique tournament specific customer ID for scoring purposes
DIV_TYPE	Division type code
DUALBAND	Dualband
DWLLSIZE	Dwelling size
DWLLTYPE	Dwelling unit type
EDUC1	Education of first household member
ETHNIC	Ethnicity roll-up code
FORGNTVL	Foreign travel dummy variable
HND_PRICE	Current handset price

HHSTATIN	Premier household status indicator
HND_WEBCAP	Handset web capability
INCOME	Estimated income
INFOBASE	InfoBase match
KID0_2	Child 0 - 2 years of age in household
KID3_5	Child 3 - 5 years of age in household
KID6_10	Child 6 - 10 years of age in household
KID11_15	Child 11 - 15 years of age in household
KID16_17	Child 16 - 17 years of age in household
LAST_SWAP	Date of last phone swap
LOR	Length of residence
MAILFLAG	DMA: Do not mail flag
MAILORDR	Mail order buyer
MAILRESP	Mail responder
MARITAL	Marital status
MODELS	Number of models issued
MTRCYCLE	Motorcycle indicator
NEW_CELL	New cell phone user
NUMBCARS	Known number of vehicles
OCCU1	Occupation of first household member
OWNRENT	Home owner/renter status
PCOWNER	PC owner dummy variable
PHONES	Number of handsets issued
PRE_HND_PRICE	Previous handset price
PRIZM_SOCIAL_ONE	Social group letter only
PROPTYPE	Property type detail
REF_QTY	Total number of referrals
REFURB_NEW	Handset: refurbished or new
RV	RV indicator

SOLFLAG	Infobase no phone solicitation flag
TOT_ACPT	Total offers accepted from retention team
TOT_RET	Total calls into retention team
TRUCK	Truck indicator
UNIQSUBS	Number of unique subscribers in the household
WRKWOMAN	Working woman in household