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    +----------------------------------------------------------------+
    |                PARALYZED VETERANS OF AMERICA (PVA)             |
    |                    DATA DICTIONARY TO ACCOMPANY                |
    |                                                                |
    |                          KDD-CUP-98                           |
    |                                                                |
    |        The Second International Knowledge Discovery and       |
    |             Data Mining Tools Competition                     |
    |                                                                |
    |            Held in Conjunction with KDD-98                    |
    |                                                                |
    |        The Fourth International Conference on Knowledge       |
    |                Discovery and Data Mining                     |
    |                  [www.kdnuggets.com] or                      |
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    |                                                                |
    |                       Sponsored by the                       |
    |                                                                |
    |     American Association for Artificial Intelligence (AAAI)   |
    |                  Epsilon Data Mining Laboratory              |
    |                Paralyzed Veterans of America (PVA)           |
    +----------------------------------------------------------------+
    |                                                                |
    | Created:     7/20/98                                          |
    | Last update: 7/20/98                                          |
    | file name:   cup98DIC.txt                                    |
    |                                                                |
    +----------------------------------------------------------------+


    Variable                Description
    ------------------------ -----------------------------------------
    ODATEDW                 Origin Date. Date of donor's first gift
                            to PVA YYMM format (Year/Month).

    OSOURCE                 Origin Source
                            - (Only 1rst 3 bytes are used)
                            - Defaulted to 00000 for conversion
                            - Code indicating which mailing list the
                              donor was originally acquired from
                            - A nominal or symbolic field.

    TCODE                   Donor title code
                            000    = _
                            001    = MR.
                            001001 = MESSRS.
                            001002 = MR. & MRS.
                            002    = MRS.
                            002002 = MESDAMES
                            003    = MISS
                            003003 = MISSES
                            004    = DR.
                            004002 = DR. & MRS.
```

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004004 = DOCTORS
005    = MADAME
006    = SERGEANT
009    = RABBI
010    = PROFESSOR
010002 = PROFESSOR & MRS.
010010 = PROFESSORS
011    = ADMIRAL
011002 = ADMIRAL & MRS.
012    = GENERAL
012002 = GENERAL & MRS.
013    = COLONEL
013002 = COLONEL & MRS.
014    = CAPTAIN
014002 = CAPTAIN & MRS.
015    = COMMANDER
015002 = COMMANDER & MRS.
016    = DEAN
017    = JUDGE
017002 = JUDGE & MRS.
018    = MAJOR
018002 = MAJOR & MRS.
019    = SENATOR
020    = GOVERNOR
021002 = SERGEANT & MRS.
022002 = COLNEL & MRS.
024    = LIEUTENANT
026    = MONSIGNOR
027    = REVEREND
028    = MS.
028028 = MSS.
029    = BISHOP
031    = AMBASSADOR
031002 = AMBASSADOR & MRS.
033    = CANTOR
036    = BROTHER
037    = SIR
038    = COMMODORE
040    = FATHER
042    = SISTER
043    = PRESIDENT
044    = MASTER
046    = MOTHER
047    = CHAPLAIN
048    = CORPORAL
050    = ELDER
056    = MAYOR
059002 = LIEUTENANT & MRS.
062    = LORD
063    = CARDINAL
064    = FRIEND
065    = FRIENDS
068    = ARCHDEACON
069    = CANON
070    = BISHOP
072002 = REVEREND & MRS.
073    = PASTOR
075    = ARCHBISHOP
085    = SPECIALIST
087    = PRIVATE
089    = SEAMAN
090    = AIRMAN
091    = JUSTICE
092    = MR. JUSTICE
100    = M.
```

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            103      = MLLE.
            104      = CHANCELLOR
            106      = REPRESENTATIVE
            107      = SECRETARY
            108      = LT. GOVERNOR
            109      = LIC.
            111      = SA.
            114      = DA.
            116      = SR.
            117      = SRA.
            118      = SRTA.
            120      = YOUR MAJESTY
            122      = HIS HIGHNESS
            123      = HER HIGHNESS
            124      = COUNT
            125      = LADY
            126      = PRINCE
            127      = PRINCESS
            128      = CHIEF
            129      = BARON
            130      = SHEIK
            131      = PRINCE AND PRINCESS
            132      = YOUR IMPERIAL MAJEST
            135      = M. ET MME.
            210      = PROF.
```

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STATE                 State abbreviation (a nominal/symbolic field)
ZIP                   Zipcode (a nominal/symbolic field)
MAILCODE              Mail Code
                      " "= Address is OK
                      B = Bad Address


PVASTATE              EPVA State or PVA State
                      Indicates whether the donor lives in a state
                      served by the organization's EPVA chapter
                      P = PVA State
                      E = EPVA State (Northeastern US)


DOB                   Date of birth (YYMM, Year/Month format.)
NOEXCH                Do Not Exchange Flag (For list rental)
                      _ = can be exchanged
                      X = do not exchange


RECINHSE              In House File Flag
                      _ = Not an In House Record
                      X = Donor has given to PVA's In House program


RECP3                 P3 File Flag
                      _ = Not a P3 Record
                      X = Donor has given to PVA's P3 program


RECPGVG               Planned Giving File Flag
                      _ = Not a Planned Giving Record
                      X = Planned Giving Record


RECSWEEP              Sweepstakes file flag
                      _ = Not a Sweepstakes Record
                      X = Sweepstakes Record


MDMAUD                The Major Donor Matrix code
                      The codes describe frequency and amount of
                      giving for donors who have given a $100+
                      gift at any time in their giving history.
                      An RFA (recency/frequency/monetary) field.
```

The (current) concatenated version is a nominal
or symbolic field. The individual bytes could separately be
used as fields and refer to the following:

First byte: Recency of Giving
  C=Current Donor
  L=Lapsed Donor
  I=Inactive Donor
  D=Dormant Donor

2nd byte: Frequency of Giving
  1=One gift in the period of recency
  2=Two-Four gifts in the period of recency
  5=Five+ gifts in the period of recency

3rd byte: Amount of Giving
  L=Less than $100(Low Dollar)
  C=$100-499(Core)
  M=$500-999(Major)
  T=$1,000+(Top)

4th byte: Blank/meaningless/filler

'X' indicates that the donor is not a major donor.

For more information regarding the RFA codes, see
the promotion history field definitions.

DOMAIN	DOMAIN/Cluster code. A nominal or symbolic field. could be broken down by bytes as explained below.

1st byte = Urbanicity level of the donor's neighborhood
  U=Urban
  C=City
  S=Suburban
  T=Town
  R=Rural

2nd byte = Socio-Economic status of the neighborhood
  1 = Highest SES
  2 = Average SES
  3 = Lowest SES (except for Urban communities, where
      1 = Highest SES, 2 = Above average SES,
      3 = Below average SES, 4 = Lowest SES.)

CLUSTER	CLUSTER Code indicating which cluster group the donor falls into. Each cluster is unique in terms of socio-economic status, urbanicty, ethnicity and a variety of other demographic characteristics. A nominal or symbolic field.
AGE	Overlay Age 0 = missing
AGEFLAG	Age Flag E = Exact I = Inferred from Date of Birth Field
HOMEOWNR	Home Owner Flag H = Home owner U = Unknown
CHILD03	Presence of Children age 0-3 B = Both, F = Female, M = Male

```
CHILD07                     Presence of Childern age 4-7
CHILD12                     Presence of Childern age 8-12
CHILD18                     Presence of Childern age 13-18

NUMCHLD                     NUMBER OF CHILDREN
INCOME                      HOUSEHOLD INCOME
GENDER                      Gender
                            M = Male
                            F = Female
                            U = Unknown
                            J = Joint Account, unknown gender

WEALTH1                     Wealth Rating
HIT                         MOR Flag # HIT (Mail Order Response)
                            Indicates total number of known times the donor has
                            responded to a mail order offer other than PVA's.

------------------------    --------------------------------------------------
                            The following variables indicate the number of
                            known times the donor has responded to other
                            types of mail order offers.

MBCRAFT                     Buy Craft Hobby
MBGARDEN                    Buy Gardening
MBBOOKS                     Buy Books
MBCOLECT                    Buy Collectables
MAGFAML                     Buy General Family Mags
MAGFEM                      Buy Female Mags
MAGMALE                     Buy Sports Mags
PUBGARDN                    Gardening Pubs
PUBCULIN                    Culinary Pubs
PUBHLTH                     Health Pubs
PUBDOITY                    Do It Yourself Pubs
PUBNEWFN                    News / Finance Pubs
PUBPHOTO                    Photography Pubs
PUBOPP                      Opportunity Seekers Pubs

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DATASRCE                    Source of Overlay Data
                            Indicates which third-party data source the donor
                            matched against
                            1 = MetroMail
                            2 = Polk
                            3 = Both

MALEMILI                    % Males active in the Military
MALEVET                     % Males Veterans
VIETVETS                    % Vietnam Vets
WWIIVETS                    % WWII Vets
LOCALGOV                    % Employed by Local Gov
STATEGOV                    % Employed by State Gov
FEDGOV                      % Employed by Fed Gov

SOLP3                       SOLICIT LIMITATION CODE P3
                               = can be mailed (Default)
                            00 = Do Not Solicit or Mail
                            01 = one solicitation per year
                            02 = two solicitations per year
                            03 = three solicitations per year
                            04 = four solicitations per year
                            05 = five solicitations per year
                            06 = six solicitations per year
                            12 = twelve solicitations per year
```

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SOLIH                           SOLICITATION LIMIT CODE IN HOUSE
                                   = can be mailed (Default)
                                00 = Do Not Solicit
                                01 = one solicitation per year
                                02 = two solicitations per year
                                03 = three solicitations per year
                                04 = four solicitations per year
                                05 = five solicitations per year
                                06 = six solicitations per year
                                12 = twelve solicitations per year


MAJOR                           Major ($$) Donor Flag
                                _ = Not a Major Donor
                                X = Major Donor


WEALTH2                         Wealth Rating
                                Wealth rating uses median family income and
                                population statistics from each area to
                                index relative wealth within each state
                                The segments are denoted 0-9, with 9 being
                                the highest income group and zero being the
                                lowest. Each rating has a different meaning
                                within each state.


GEOCODE                         Geo Cluster Code indicating the level geography at which
                                a record matches the census data.
                                A nominal or symbolic field.
                                Blank=No code has been assigned or did not
                                match at any level.


------------------------        ---------------------------------------------------
                                The following variables reflect donor interests,
                                as collected from third-party data sources

COLLECT1                        COLLECTABLE (Y/N)
VETERANS                        VETERANS (Y/N)
BIBLE                           BIBLE READING (Y/N)
CATLG                           SHOP BY CATALOG (Y/N)
HOMEE                           WORK FROM HOME (Y/N)
PETS                            HOUSEHOLD PETS (Y/N)
CDPLAY                          CD PLAYER OWNERS (Y/N)
STEREO                          STEREO/RECORDS/TAPES/CD (Y/N)
PCOWNERS                        HOME PC OWNERS/USERS
PHOTO                           PHOTOGRAPHY (Y/N)
CRAFTS                          CRAFTS (Y/N)
FISHER                          FISHING (Y/N)
GARDENIN                        GARDENING (Y/N)
BOATS                           POWER BOATING (Y/N)
WALKER                          WALK FOR HEALTH (Y/N)
KIDSTUFF                        BUYS CHILDREN'S PRODUCTS (Y/N)
CARDS                           STATIONARY/CARDS BUYER (Y/N)
PLATES                          PLATE COLLECTOR (Y/N)


LIFESRC                         LIFE STYLE DATA SOURCE
                                Indicates source of the lifestyle variables listed
                                above
                                1 = MATCHED ON METRO MAIL ONLY
                                2 = MATCHED ON POLK ONLY
                                3 = MATCHED BOTH MM AND POLK


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PEPSTRFL                        Indicates PEP Star RFA Status
                                blank = Not considered to be a PEP Star
                                'X'   = Has PEP Star RFA Status
```

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                              The following variables reflect characteristics
                              of the donors neighborhood, as collected from the
                              1990 US Census.

POP901                        Number of Persons
POP902                        Number of Families
POP903                        Number of Households
POP90C1                       Percent Population in Urbanized Area
POP90C2                       Percent Population Outside Urbanized Area
POP90C3                       Percent Population Inside Rural Area
POP90C4                       Percent Male
POP90C5                       Percent Female
ETH1                          Percent White
ETH2                          Percent Black
ETH3                          Percent Native American
ETH4                          Percent Pacific Islander/Asian
ETH5                          Percent Hispanic
ETH6                          Percent Asian Indian
ETH7                          Percent Japanese
ETH8                          Percent Chinese
ETH9                          Percent Philipino
ETH10                         Percent Korean
ETH11                         Percent Vietnamese
ETH12                         Percent Hawaiian
ETH13                         Percent Mexican
ETH14                         Percent Puerto Rican
ETH15                         Percent Cuban
ETH16                         Percent Other Hispanic
AGE901                        Median Age of Population
AGE902                        Median Age of Adults 18 or Older
AGE903                        Median Age of Adults 25 or Older
AGE904                        Average Age of Population
AGE905                        Average Age of Adults >= 18
AGE906                        Average Age of Adults >= 25
AGE907                        Percent Population Under Age 18
CHIL1                         Percent Children Under Age 7
CHIL2                         Percent Children Age 7 - 13
CHIL3                         Percent Children Age 14-17
AGEC1                         Percent Adults Age18-24
AGEC2                         Percent Adults Age 25-34
AGEC3                         Percent Adults Age 35-44
AGEC4                         Percent Adults Age 45-54
AGEC5                         Percent Adults Age 55-64
AGEC6                         Percent Adults Age 65-74
AGEC7                         Percent Adults Age >= 75
CHILC1                        Percent Children Age <=2
CHILC2                        Percent Children Age 3-5
CHILC3                        Percent Children Age 6-11
CHILC4                        Percent Children Age 12-15
CHILC5                        Percent Children Age 16-18
HHAGE1                        Percent Households w/ Person 65+
HHAGE2                        Percent Households w/ Person 65+ Living Alone
HHAGE3                        Percent Households Headed by an Elderly Person Age 65+
HHN1                          Percent 1 Person Households
HHN2                          Percent 2 Person Households
HHN3                          Percent 3 or More Person Households
HHN4                          Percent 4 or More Person Households
HHN5                          Percent 5 or More Person Households
HHN6                          Percent 6 Person Households
MARR1                         Percent Married
MARR2                         Percent Separated or Divorced
MARR3                         Percent Widowed
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MARR4                   Percent Never Married
HHP1                    Median Person Per Household
HHP2                    Average Person Per Household
DW1                     Percent Single Unit Structure
DW2                     Percent Detached Single Unit Structure
DW3                     Percent Duplex Structure
DW4                     Percent Multi (2+) Unit Structures
DW5                     Percent 3+ Unit Structures
DW6                     Percent Housing Units in 5+ Unit Structure
DW7                     Percent Group Quarters
DW8                     Percent Institutional Group Quarters
DW9                     Non-Institutional Group Quarters
HV1                     Median Home Value in hundreds
HV2                     Average Home Value in hundreds
HV3                     Median Contract Rent in hundreds
HV4                     Average Contract Rent in hundreds
HU1                     Percent Owner Occupied Housing Units
HU2                     Percent Renter Occupied Housing Units
HU3                     Percent Occupied Housing Units
HU4                     Percent Vacant Housing Units
HU5                     Percent Seasonal/Recreational Vacant Units
HHD1                    Percent Households w/ Related Children
HHD2                    Percent Households w/ Families
HHD3                    Percent Married Couple Families
HHD4                    Percent Married Couples w/ Related Children
HHD5                    Percent Persons in Family Household
HHD6                    Percent Persons in Non-Family Household
HHD7                    Percent Single Parent Households
HHD8                    Percent Male Householder w/ Child
HHD9                    Percent Female Householder w/ Child
HHD10                   Percent Single Male Householder
HHD11                   Percent Single Female Householder
HHD12                   Percent Households w/ Non-Family Living Arrangements
ETHC1                   Percent White < Age 15
ETHC2                   Percent White Age 15 - 59
ETHC3                   Percent White Age 60+
ETHC4                   Percent Black < Age 15
ETHC5                   Percent Black Age 15 - 59
ETHC6                   Percent Black Age 60+
HVP1                    Percent Home Value >= $200,000
HVP2                    Percent Home Value >= $150,000
HVP3                    Percent Home Value >= $100,000
HVP4                    Percent Home Value >= $75,000
HVP5                    Percent Home Value >= $50,000
HVP6                    Percent Home Value >= $300,000
HUR1                    $ 1 or 2 Room Housing Units
HUR2                    Percent >= 6 Room Housing Units
RHP1                    Median Number of Rooms per Housing Unit
RHP2                    Average Number of Rooms per Housing Unit
RHP3                    Median Number of Persons per Housing Unit
RHP4                    Average Number of Persons per Room
HUPA1                   Percent Housing Units w/ 2 thru 9 Units at the Address
HUPA2                   Percent Housing Units w/ >= 10 Units at the Address
HUPA3                   Percent Mobile Homes or Trailers
HUPA4                   Percent Renter Occupied Single Unit Structure
HUPA5                   Percent Renter Occupied, 2 - 4 Units
HUPA6                   Percent Renter Occupied, 5+ Units
HUPA7                   Percent Renter Occupied Mobile Homes or Trailers
RP1                     Percent Renters Paying >= $500 per Month
RP2                     Percent Renters Paying >= $400 per Month
RP3                     Percent Renters Paying >= $300 per Month
RP4                     Percent Renters Paying >= $200 per Month
MSA                     MSA Code
ADI                     ADI Code
DMA                     DMA Code
```

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IC1                     Median Household Income in hundreds
IC2                     Median Family Income in hundreds
IC3                     Average Household Income in hundreds
IC4                     Average Family Income in hundreds
IC5                     Per Capita Income
IC6                     Percent Households w/ Income < $15,000
IC7                     Percent Households w/ Income $15,000 - $24,999
IC8                     Percent Households w/ Income $25,000 - $34,999
IC9                     Percent Households w/ Income $35,000 - $49,999
IC10                    Percent Households w/ Income $50,000 - $74,999
IC11                    Percent Households w/ Income $75,000 - $99,999
IC12                    Percent Households w/ Income $100,000 - $124,999
IC13                    Percent Households w/ Income $125,000 - $149,999
IC14                    Percent Households w/ Income >= $150,000
IC15                    Percent Families w/ Income < $15,000
IC16                    Percent Families w/ Income $15,000 - $24,999
IC17                    Percent Families w/ Income $25,000 - 34,999
IC18                    Percent Families w/ Income $35,000 - $49,999
IC19                    Percent Families w/ Income $50,000 - $74,999
IC20                    Percent Families w/ Income $75,000 - $99,999
IC21                    Percent Families w/ Income $100,000 - $124,999
IC22                    Percent Families w/ Income $125,000 - $149,999
IC23                    Percent Families w/ Income >= $150,000
HHAS1                   Percent Households on Social Security
HHAS2                   Percent Households on Public Assistance
HHAS3                   Percent Households w/ Interest, Rental or Dividend Income
HHAS4                   Percent Persons Below Poverty Level
MC1                     Percent Persons Move in Since 1985
MC2                     Percent Persons in Same House in 1985
MC3                     Percent Persons in Different State/Country in 1985
TPE1                    Percent Driving to Work Alone Car/Truck/Van
TPE2                    Percent Carpooling Car/Truck/Van)
TPE3                    Percent Using Public Transportation
TPE4                    Percent Using Bus/Trolley
TPE5                    Percent Using Railways
TPE6                    Percent Using Taxi/Ferry
TPE7                    Percent Using Motorcycles
TPE8                    Percent Using Other Transportation
TPE9                    Percent Working at Home/No Transportation
PEC1                    Percent Working Outside State of Residence
PEC2                    Percent Working Outside County of Residence in State
TPE10                   Median Travel Time to Work in minutes
TPE11                   Mean Travel Time to Work in minutes
TPE12                   Percent Traveling 60+ Minutes to Work
TPE13                   Percent Traveling 15 - 59 Minutes to Work
LFC1                    Percent Adults in Labor Force
LFC2                    Percent Adult Males in Labor Force
LFC3                    Percent Females in Labor Force
LFC4                    Percent Adult Males Employed
LFC5                    Percent Adult Females Employed
LFC6                    Percent Mothers Employed Married and Single
LFC7                    Percent 2 Parent Earner Families
LFC8                    Percent Single Mother w/ Child in Labor Force
LFC9                    Percent Single Father w/ Child in Labor Force
LFC10                   Percent Families w/ Child w/ no Workers
OCC1                    Percent Professional
OCC2                    Percent Managerial
OCC3                    Percent Technical
OCC4                    Percent Sales
OCC5                    Percent Clerical/Administrative Support
OCC6                    Percent Private Household Service Occ.
OCC7                    Percent Protective Service Occ.
OCC8                    Percent Other Service Occ.
OCC9                    Percent Farmers
OCC10                   Percent Craftsmen, Precision, Repair
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OCC11                   Percent Operatives, Machine
OCC12                   Percent Transportation
OCC13                   Percent Laborers, Handlers, Helpers
EIC1                    Percent Employed in Agriculture
EIC2                    Percent Employed in Mining
EIC3                    Percent Employed in Construction
EIC4                    Percent Employed in Manufacturing
EIC5                    Percent Employed in Transportation
EIC6                    Percent Employed in Communications
EIC7                    Percent Employed in Wholesale Trade
EIC8                    Percent Employed in Retail Industry
EIC9                    Percent Employed in Finance, Insurance, Real Estate
EIC10                   Percent Employed in Business and Repair
EIC11                   Percent Employed in Personnal Services
EIC12                   Percent Employed in Entertainment and Recreation
EIC13                   Percent Employed in Health Services
EIC14                   Percent Employed in Educational Services
EIC15                   Percent Employed in Other Professional Services
EIC16                   Percent Employed in Public Administration
OEDC1                   Percent Employed by Local Government
OEDC2                   Percent Employed by State Government
OEDC3                   Percent Employed by Federal Government
OEDC4                   Percent Self Employed
OEDC5                   Percent Private Profit Wage or Salaried Worker
OEDC6                   Percent Private Non-Profit Wage or Salaried Worker
OEDC7                   Percent Unpaid Family Workers
EC1                     Median Years of School Completed by Adults 25+
EC2                     Percent Adults 25+ Grades 0-8
EC3                     Percent Adults 25+ w/ some High School
EC4                     Percent Adults 25+ Completed High School or Equivalency
EC5                     Percent Adults 25+ w/ some College
EC6                     Percent Adults 25+ w/ Associates Degree
EC7                     Percent Adults 25+ w/ Bachelors Degree
EC8                     Percent Adults 25+ Graduate Degree
SEC1                    Percent Persons Enrolled in Private Schools
SEC2                    Percent Persons Enrolled in Public Schools
SEC3                    Percent Persons Enrolled in Preschool
SEC4                    Percent Persons Enrolled in Elementary or High School
SEC5                    Percent Persons in College
AFC1                    Percent Adults in Active Military Service
AFC2                    Percent Males in Active Military Service
AFC3                    Percent Females in Active Military Service
AFC4                    Percent Adult Veterans Age 16+
AFC5                    Percent Male Veterans Age 16+
AFC6                    Percent Female Veterans Age 16+
VC1                     Percent Vietnam Veterans Age 16+
VC2                     Percent Korean Veterans Age 16+
VC3                     Percent WW2 Veterans Age 16+
VC4                     Percent Veterans Serving After May 1975 Only
ANC1                    Percent Dutch Ancestry
ANC2                    Percent English Ancestry
ANC3                    Percent French Ancestry
ANC4                    Percent German Ancestry
ANC5                    Percent Greek Ancestry
ANC6                    Percent Hungarian Ancestry
ANC7                    Percent Irish Ancestry
ANC8                    Percent Italian Ancestry
ANC9                    Percent Norwegian Ancestry
ANC10                   Percent Polish Ancestry
ANC11                   Percent Portuguese Ancestry
ANC12                   Percent Russian Ancestry
ANC13                   Percent Scottish Ancestry
ANC14                   Percent Swedish Ancestry
ANC15                   Percent Ukranian Ancestry
POBC1                   Percent Foreign Born
```

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POBC2                    Percent Born in State of Residence
LSC1                     Percent English Only Speaking
LSC2                     Percent Spanish Speaking
LSC3                     Percent Asian Speaking
LSC4                     Percent Other Language Speaking
VOC1                     Percent Households w/ 1+ Vehicles
VOC2                     Percent Households w/ 2+ Vehicles
VOC3                     Percent Households w/ 3+ Vehicles
HC1                      Percent Median Length of Residence
HC2                      Percent Median Age of Occupied Dwellings in years
HC3                      Percent Owner Occupied Structures Built Since 1989
HC4                      Percent Owner Occupied Structures Built Since 1985
HC5                      Percent Owner Occupied Structures Built Since 1980
HC6                      Percent Owner Occupied Structures Built Since 1970
HC7                      Percent Owner Occupied Structures Built Since 1960
HC8                      Percent Owner Occupied Structures Built Prior to 1960
HC9                      Percent Owner Occupied Condominiums
HC10                     Percent Renter Occupied Condominiums
HC11                     Percent Occupied Housing Units Heated by Utility Gas
HC12                     Percent Occupied Housing Units Heated by Bottled, Tank or LP
HC13                     Percent Occupied Housing Units Heated by Electricity
HC14                     Percent Occupied Housing Units Heated by Fuel Oil
HC15                     Percent Occupied Housing Units Heated by Solar Energy
HC16                     Percent Occupied Housing Units Heated by Coal, Wood, Other
HC17                     Percent Housing Units w/ Public Water Source
HC18                     Percent Housing Units w/ Well Water Source
HC19                     Percent Housing Units w/ Public Sewer Source
HC20                     Percent Housing Units w/ Complete Plumbing Facilities
HC21                     Percent Housing Units w/ Telephones
MHUC1                    Median Homeowner Cost w/ Mortgage per Month dollars
MHUC2                    Median Homeowner Cost w/out Mortgage per Month dollars
AC1                      Percent Adults Age 55-59
AC2                      Percent Adults Age 60-64


------------------------   -------------------------------------------------

                           The fields listed below are from the promotion history file.

                           PROMOTION CODES:
                           ----------------

                           The following lists the promotion codes and their
                           respective field names (where XXXX refers to ADATE, RFA,
                           RDATE and RAMNT.)

                           '97NK' ==> xxxx_2 (mailing was used to construct
                                              the target fields)
                           '96NK' ==> xxxx_3
                           '96TK' ==> xxxx_4
                           '96SK' ==> xxxx_5
                           '96LL' ==> xxxx_6
                           '96G1' ==> xxxx_7
                           '96GK' ==> xxxx_8
                           '96CC' ==> xxxx_9
                           '96WL' ==> xxxx_10
                           '96X1' ==> xxxx_11
                           '96XK' ==> xxxx_12
                           '95FS' ==> xxxx_13
                           '95NK' ==> xxxx_14
                           '95TK' ==> xxxx_15
                           '95LL' ==> xxxx_16
                           '95G1' ==> xxxx_17
                           '95GK' ==> xxxx_18
                           '95CC' ==> xxxx_19
                           '95WL' ==> xxxx_20
```

```
'95X1' ==> xxxx_21
'95XK' ==> xxxx_22
'94FS' ==> xxxx_23
'94NK' ==> xxxx_24
```

1st 2 bytes of the code refers to the year of the
mailing while 3rd and 4th bytes refer to the
following promotion codes/types:

```
LL mailings had labels only
WL mailings had labels only
CC mailings are calendars with stickers but do
   not have labels
FS mailings are blank cards that fold into
   thirds with labels
NK mailings are blank cards with labels
SK mailings are blank cards with labels
TK mailings have thank you printed on the
   outside with labels
GK mailings are general greeting cards (an
   assortment of birthday, sympathy, blank, & get
   well) with labels
XK mailings are Christmas cards with labels
X1 mailings have labels and a notepad
G1 mailings have labels and a notepad
```

This information could certainly be used to calculate
several summary variables that count the number of
occurrences of various types of promotions received
in the most recent 12-36 months, etc.

RFA (RECENCY/FREQUENCY/AMOUNT)

The RFA (recency/frequency/amount) status of the
donors (as of the promotion dates) is included in the
RFA fields.

The (current) concatenated version is a nominal
or symbolic field. The individual bytes could
separately be used as fields and refer to the
following:

First Byte of code is concerned with RECENCY
based on Date of the last Gift

F=FIRST TIME DONOR Anyone who has made their
  first donation in the last 6 months and has
  made just one donation.

N=NEW DONOR Anyone who has made their first
  donation in the last 12 months and is not a
  First time donor. This is everyone who made
  their first donation 7-12 months ago, or
  people who made their first donation between
  0-6 months ago and have made 2 or more
  donations.

A=ACTIVE DONOR Anyone who made their first
  donation more than 12 months ago and has made
  a donation in the last 12 months.

L=LAPSING DONOR A previous donor who made their
  last donation between 13-24 months ago.

I=INACTIVE DONOR A previous donor who has not
   made a donation in the last 24 months. It is
   people who made a donation 25+ months ago.

S=STAR DONOR STAR Donors are individuals who
   have given to 3 consecutive card mailings.

Second Byte of code is concerned with FREQUENCY
based on the period of recency. The period of
recency for all groups except L and I is the
last 12 months. For L it is 13-24 months ago,
and for I it is 25-36 months ago. There are
four valid frequency codes.

1=One gift in the period of recency
2=Two gift in the period of recency
3=Three gifts in the period of recency
4=Four or more gifts in the period of recency

Third byte of the code is the Amount of the last
gift.

A=$0.01 - $1.99
B=$2.00 - $2.99
C=$3.00 - $4.99
D=$5.00 - $9.99
E=$10.00 - $14.99
F=$15.00 - $24.99
G=$25.00 and above

ADATE_2   Date the 97NK promotion was mailed
ADATE_3   Date the 96NK promotion was mailed
ADATE_4   Date the 96TK promotion was mailed
ADATE_5   Date the 96SK promotion was mailed
ADATE_6   Date the 96LL promotion was mailed
ADATE_7   Date the 96G1 promotion was mailed
ADATE_8   Date the 96GK promotion was mailed
ADATE_9   Date the 96CC promotion was mailed
ADATE_10   Date the 96WL promotion was mailed
ADATE_11   Date the 96X1 promotion was mailed
ADATE_12   Date the 96XK promotion was mailed
ADATE_13   Date the 95FS promotion was mailed
ADATE_14   Date the 95NK promotion was mailed
ADATE_15   Date the 95TK promotion was mailed
ADATE_16   Date the 95LL promotion was mailed
ADATE_17   Date the 95G1 promotion was mailed
ADATE_18   Date the 95GK promotion was mailed
ADATE_19   Date the 95CC promotion was mailed
ADATE_20   Date the 95WL promotion was mailed
ADATE_21   Date the 95X1 promotion was mailed
ADATE_22   Date the 95XK promotion was mailed
ADATE_23   Date the 94FS promotion was mailed
ADATE_24   Date the 94NK promotion was mailed

RFA_2   Donor's RFA status as of 97NK promotion date
RFA_3   Donor's RFA status as of 96NK promotion date
RFA_4   Donor's RFA status as of 96TK promotion date
RFA_5   Donor's RFA status as of 96SK promotion date
RFA_6   Donor's RFA status as of 96LL promotion date
RFA_7   Donor's RFA status as of 96G1 promotion date
RFA_8   Donor's RFA status as of 96GK promotion date
RFA_9   Donor's RFA status as of 96CC promotion date
RFA_10   Donor's RFA status as of 96WL promotion date

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RFA_11                           Donor's RFA status as of 96X1 promotion date
RFA_12                           Donor's RFA status as of 96XK promotion date
RFA_13                           Donor's RFA status as of 95FS promotion date
RFA_14                           Donor's RFA status as of 95NK promotion date
RFA_15                           Donor's RFA status as of 95TK promotion date
RFA_16                           Donor's RFA status as of 95LL promotion date
RFA_17                           Donor's RFA status as of 95G1 promotion date
RFA_18                           Donor's RFA status as of 95GK promotion date
RFA_19                           Donor's RFA status as of 95CC promotion date
RFA_20                           Donor's RFA status as of 95WL promotion date
RFA_21                           Donor's RFA status as of 95X1 promotion date
RFA_22                           Donor's RFA status as of 95XK promotion date
RFA_23                           Donor's RFA status as of 94FS promotion date
RFA_24                           Donor's RFA status as of 94NK promotion date


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                                 The following fields are summary variables from
                                 the promotion history file.

CARDPROM                         Lifetime number of card promotions received to
                                 date. Card promotions are promotion type FS, GK,
                                 TK, SK, NK, XK, UF, UU.
MAXADATE                         Date of the most recent promotion received (in
                                 YYMM, Year/Month format)
NUMPROM                          Lifetime number of promotions received to date
CARDPM12                         Number of card promotions received in the last
                                 12 months (in terms of calendar months translates
                                 into 9603-9702)
NUMPRM12                         Number of promotions received in the last 12
                                 months (in terms of calendar months translates
                                 into 9603-9702)


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                                 The following fields are from the giving history
                                 file.

RDATE_3                          Date the gift was received for 96NK
RDATE_4                          Date the gift was received for 96TK
RDATE_5                          Date the gift was received for 96SK
RDATE_6                          Date the gift was received for 96LL
RDATE_7                          Date the gift was received for 96G1
RDATE_8                          Date the gift was received for 96GK
RDATE_9                          Date the gift was received for 96CC
RDATE_10                         Date the gift was received for 96WL
RDATE_11                         Date the gift was received for 96X1
RDATE_12                         Date the gift was received for 96XK
RDATE_13                         Date the gift was received for 95FS
RDATE_14                         Date the gift was received for 95NK
RDATE_15                         Date the gift was received for 95TK
RDATE_16                         Date the gift was received for 95LL
RDATE_17                         Date the gift was received for 95G1
RDATE_18                         Date the gift was received for 95GK
RDATE_19                         Date the gift was received for 95CC
RDATE_20                         Date the gift was received for 95WL
RDATE_21                         Date the gift was received for 95X1
RDATE_22                         Date the gift was received for 95XK
RDATE_23                         Date the gift was received for 94FS
RDATE_24                         Date the gift was received for 94NK

RAMNT_3                          Dollar amount of the gift for 96NK
RAMNT_4                          Dollar amount of the gift for 96TK
RAMNT_5                          Dollar amount of the gift for 96SK
RAMNT_6                          Dollar amount of the gift for 96LL
RAMNT_7                          Dollar amount of the gift for 96G1
RAMNT_8                          Dollar amount of the gift for 96GK
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RAMNT_9                 Dollar amount of the gift for 96CC
RAMNT_10                Dollar amount of the gift for 96WL
RAMNT_11                Dollar amount of the gift for 96X1
RAMNT_12                Dollar amount of the gift for 96XK
RAMNT_13                Dollar amount of the gift for 95FS
RAMNT_14                Dollar amount of the gift for 95NK
RAMNT_15                Dollar amount of the gift for 95TK
RAMNT_16                Dollar amount of the gift for 95LL
RAMNT_17                Dollar amount of the gift for 95G1
RAMNT_18                Dollar amount of the gift for 95GK
RAMNT_19                Dollar amount of the gift for 95CC
RAMNT_20                Dollar amount of the gift for 95WL
RAMNT_21                Dollar amount of the gift for 95X1
RAMNT_22                Dollar amount of the gift for 95XK
RAMNT_23                Dollar amount of the gift for 94FS
RAMNT_24                Dollar amount of the gift for 94NK


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                        The following fields are summary variables from
                        the giving history file.

RAMNTALL                Dollar amount of lifetime gifts to date
NGIFTALL                Number of lifetime gifts to date
CARDGIFT                Number of lifetime gifts to card promotions to date
MINRAMNT                Dollar amount of smallest gift to date
MINRDATE                Date associated with the smallest gift to date
MAXRAMNT                Dollar amount of largest gift to date
MAXRDATE                Date associated with the largest gift to date
LASTGIFT                Dollar amount of most recent gift
LASTDATE                Date associated with the most recent gift
FISTDATE                Date of first gift
NEXTDATE                Date of second gift
TIMELAG                 Number of months between first and second gift
AVGGIFT                 Average dollar amount of gifts to date


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CONTROLN                Control number (unique record identifier)

TARGET_B                Target Variable: Binary Indicator for Response to
                        97NK Mailing
TARGET_D                Target Variable: Donation Amount (in $) associated
                        with the Response to 97NK Mailing

HPHONE_D                Indicator for presence of a published home
                        phone number


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                        (See the section on RFA for the meaning of the
                        codes)

RFA_2R                  Recency code for RFA_2
RFA_2F                  Frequency code for RFA_2
RFA_2A                  Donation Amount code for RFA_2
MDMAUD_R                Recency code for MDMAUD
MDMAUD_F                Frequecy code for MDMAUD
MDMAUD_A                Donation Amount code for MDMAUD


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CLUSTER2                Classic Cluster Code (a nominal symbolic field)
GEOCODE2                County Size Code

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