

=====

EPSILON CONFIDENTIAL      EPSILON CONFIDENTIAL      EPSILON CONFIDENTIAL

INFORMATION LISTED BELOW IS AVAILABLE UNDER THE TERMS OF THE  
CONFIDENTIALITY AGREEMENT

EPSILON CONFIDENTIAL      EPSILON CONFIDENTIAL      EPSILON CONFIDENTIAL

=====

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  
[www-aig.jpl.nasa.gov/kdd98] or  
[www.aaai.org/Conferences/KDD/1998]

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 YYYY format (Year/Month).
OSOURCE	Origin Source - (Only 1st 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.  
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.
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.
STATE field)	State abbreviation (a nominal/symbolic
ZIP	Zipcode (a nominal/symbolic field)
MAILCODE	Mail Code
	" " = Address is OK
	B = Bad Address
PVASTATE	EPVA State or PVA State
state	Indicates whether the donor lives in a
	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
program	X = Donor has given to PVA's In House
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.
nominal	The (current) concatenated version is a
	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/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,  
SES.) 3 = Below average SES, 4 = Lowest

CLUSTER CLUSTER  
donor falls into. Code indicating which cluster group the  
economic status, Each cluster is unique in terms of socio-  
other demographic urbanicity, ethnicity and a variety of  
field. characteristics. A nominal or symbolic

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 Children age 4-7  
CHILD12 Presence of Children age 8-12  
CHILD18 Presence of Children 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)  
donor has Indicates total number of known times the  
PVA's. responded to a mail order offer other than

-----  
-----  
The following variables indicate the

number of  
other

known times the donor has responded to  
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

-----  
-----  
DATASRCE

Source of Overlay Data  
Indicates which third-party data source

the donor

matched against  
1 = MetroMail  
2 = Polk  
3 = Both

MALEMILI  
MALEVET  
VIETVETS  
WWIIVETS  
LOCALGOV  
STATEGOV  
FEDGOV

% Males active in the Military  
% Males Veterans  
% Vietnam Vets  
% WWII Vets  
% Employed by Local Gov  
% Employed by State Gov  
% 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

SOLIH	<p>SOLICITATION LIMIT CODE IN HOUSE</p> <p>= can be mailed (Default)</p> <p>00 = Do Not Solicit</p> <p>01 = one solicitation per year</p> <p>02 = two solicitations per year</p> <p>03 = three solicitations per year</p> <p>04 = four solicitations per year</p> <p>05 = five solicitations per year</p> <p>06 = six solicitations per year</p> <p>12 = twelve solicitations per year</p>
MAJOR	<p>Major (\$\$) Donor Flag</p> <p>_ = Not a Major Donor</p> <p>X = Major Donor</p>
WEALTH2	Wealth Rating
and	Wealth rating uses median family income
	population statistics from each area to
	index relative wealth within each state
	The segments are denoted 0-9, with 9 being
the	the highest income group and zero being
meaning	lowest. Each rating has a different
	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.

-----

-----

interests,	The following variables reflect donor
	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)
HOME	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  
FISHER  
GARDENIN  
BOATS  
WALKER  
KIDSTUFF  
CARDS  
PLATES

CRAFTS (Y/N)  
FISHING (Y/N)  
GARDENING (Y/N)  
POWER BOATING (Y/N)  
WALK FOR HEALTH (Y/N)  
BUYS CHILDREN'S PRODUCTS (Y/N)  
STATIONARY/CARDS BUYER (Y/N)  
PLATE COLLECTOR (Y/N)

LIFESRC

LIFE STYLE DATA SOURCE

variables listed

Indicates source of the lifestyle

above

1 = MATCHED ON METRO MAIL ONLY

2 = MATCHED ON POLK ONLY

3 = MATCHED BOTH MM AND POLK

-----  
PEPSTRFL

Indicates PEP Star RFA Status

blank = Not considered to be a PEP Star

'X' = Has PEP Star RFA Status

-----  
characteristics

The following variables reflect

from the

of the donors neighborhood, as collected

1990 US Census.

POP901  
POP902  
POP903  
POP90C1  
POP90C2  
POP90C3  
POP90C4  
POP90C5  
ETH1  
ETH2  
ETH3  
ETH4  
ETH5  
ETH6  
ETH7  
ETH8  
ETH9

Number of Persons  
Number of Families  
Number of Households  
Percent Population in Urbanized Area  
Percent Population Outside Urbanized Area  
Percent Population Inside Rural Area  
Percent Male  
Percent Female  
Percent White  
Percent Black  
Percent Native American  
Percent Pacific Islander/Asian  
Percent Hispanic  
Percent Asian Indian  
Percent Japanese  
Percent Chinese  
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 Age 18-24
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
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
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

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 Personal 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
P0BC1	Percent Foreign Born
P0BC2	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

-----  
-----

promotion history file. The fields listed below are from the

#### PROMOTION CODES:

-----

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

construct '97NK' ==> xxxx\_2 (mailing was used to  
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

```

of the  
the

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

but do

LL mailings had labels only  
WL mailings had labels only  
CC mailings are calendars with stickers  
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,  
well) with labels  
XK mailings are Christmas cards with  
X1 mailings have labels and a notepad  
G1 mailings have labels and a notepad

blank, & get  
labels

to calculate  
number of  
received

This information could certainly be used  
several summary variables that count the  
occurrences of various types of promotions

in the most recent 12–36 months, etc.

RFA (RECENCY/FREQUENCY/AMOUNT)

-----

of the  
included in the

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

nominal  
could  
the

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

RECENCY

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

their  
has

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

first  
not a  
made

N=NEW DONOR Anyone who has made their  
donation in the last 12 months and is  
First time donor. This is everyone who  
their first donation 7–12 months ago, or  
people who made their first donation  
0–6 months ago and have made 2 or more  
donations.

between

made

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

their

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

not  
It is  
ago.

I=INACTIVE DONOR A previous donor who has  
made a donation in the last 24 months.  
people who made a donation 25+ months

who  
mailings.

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

FREQUENCY  
period of  
the  
ago,  
are

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

recency

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

the last

Third byte of the code is the Amount of  
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  
ADATE\_3  
ADATE\_4  
ADATE\_5  
ADATE\_6  
ADATE\_7

Date the 97NK promotion was mailed  
Date the 96NK promotion was mailed  
Date the 96TK promotion was mailed  
Date the 96SK promotion was mailed  
Date the 96LL promotion was mailed  
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	
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 date	Donor's RFA status as of 95GK promotion
RFA_19 date	Donor's RFA status as of 95CC promotion
RFA_20 date	Donor's RFA status as of 95WL promotion
RFA_21 date	Donor's RFA status as of 95X1 promotion
RFA_22 date	Donor's RFA status as of 95XK promotion
RFA_23 date	Donor's RFA status as of 94FS promotion
RFA_24 date	Donor's RFA status as of 94NK promotion

---

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

---

history	The following fields are from the giving file.
RDATE_3	Date the gift was received for 96NK
RDATE_4	Date the gift was received for 96TK

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
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

from

The following fields are summary variables  
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
FIRSTDATE	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

---

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

---

the (See the section on RFA for the meaning of 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	Frequency code for MDMAUD
MDMAUD_A	Donation Amount code for MDMAUD

---

CLUSTER2	Classic Cluster Code (a nominal symbolic field)
----------	---

GEOCODE2

County Size Code

=====  
EPSILON CONFIDENTIAL      EPSILON CONFIDENTIAL      EPSILON CONFIDENTIAL

INFORMATION LISTED BELOW IS AVAILABLE UNDER THE TERMS OF THE  
CONFIDENTIALITY AGREEMENT

EPSILON CONFIDENTIAL      EPSILON CONFIDENTIAL      EPSILON CONFIDENTIAL  
=====