

List of attributes in Caravan data set

index	Name	Description	levels	L0	L1	L2	L3	L4
1	MOSTYPE	Customer Subtype	L0	1 High Income	1 20-30 years	1 Successful hedonists	0 0%	0 0
2	MAANTHUI	Number of houses	1-10	2 Very Important Provincials	2 30-40 years	2 Driven Growers	1 1 - 10%	1 1 -- 49
3	MGEMOMV	Avg size household	1-6	3 High status seniors	3 40-50 years	3 Average Family	2 11 - 23%	2 50 -- 99
4	MGEMLEEF	Avg age	L1	4 Affluent senior apartments	4 50-60 years	4 Career Loners	3 24 - 36%	3 100 -- 199
5	MOSHOOFD	Customer main type	L2	5 Mixed seniors	5 60-70 years	5 Living well	4 37 - 49%	4 200 -- 499
6	MGODRK	Roman catholic	L3	6 Career and childcare	6 70-80 years	6 Cruising Seniors	5 50 - 62%	5 500 -- 999
7	MGODPR	Protestant	L3	7 Dink's (double income no kids)		7 Retired and Religeous	6 63 - 75%	6 1000 -- 4999
8	MGODOV	Other religion	L3	8 Middle class families		8 Family with grown ups	7 76 - 88%	7 5000 -- 9999
9	MGODGE	No religion	L3	9 Modern		9 Conservative families	8 89 - 99%	8 10.000 -- 19.999
10	MRELGE	Married	L3	10 Stable family		10 Farmers	9 100%	9 20.000 - ?
11	MRELSA	Living together	L3	11 Family starters				
12	MRELOV	Other relation	L3	12 Affluent young families				
13	MFALLEEN	Singles	L3	13 Young all american family				
14	MFGEKIND	Household without children	L3	14 Junior cosmopolitan				
15	MFWEKIND	Household with children	L3	15 Senior cosmopolitans				
16	MOPLHOOG	High level education	L3	16 Students in apartments				
17	MOPLMIDD	Medium level education	L3	17 Fresh masters in the city				
18	MOPLLAAG	Lower level education	L3	18 Single youth				
19	MBERHOOG	High status	L3	19 Suburban youth				
20	MBERZELF	Entrepreneur	L3	20 Ethnically diverse				
21	MBERBOER	Farmer	L3	21 Young urban have-nots				
22	MBERMIDD	Middle management	L3	22 Mixed apartment dwellers				
23	MBERARBG	Skilled labourers	L3	23 Young and rising				
24	MBERARBO	Unskilled labourers	L3	24 Young				
25	MSKA	Social class A	L3	25 Young seniors in the city				
26	MSKB1	Social class B1	L3	26 Own home elderly				
27	MSKB2	Social class B2	L3	27 Seniors in apartments				
28	MSKC	Social class C	L3	28 Residential elderly				
29	MSKD	Social class D	L3	29 Porchless seniors: no front yard				
30	MHHUUR	Rented house	L3	30 Religious elderly singles				
31	MHKOOP	Home owners	L3	31 Low income catholics				
32	MAUT1	1 car	L3	32 Mixed seniors				
33	MAUT2	2 cars	L3	33 Lower class large families				
34	MAUT0	No car	L3	34 Large family				
35	MZFONDS	National Health Service	L3	35 Village families				
36	MZPART	Private health insurance	L3	36 Couples with teens 'Married with children'				
37	MINKM30	Income < 30.000	L3	37 Mixed small town dwellers				
38	MINK3045	Income 30-45.000	L3	38 Traditional families				
39	MINK4575	Income 45-75.000	L3	39 Large religious families				
40	MINK7512	Income 75-122.000	L3	40 Large family farms				
41	MINK123M	Income >123.000	L3	41 Mixed rurals				
42	MINKGEM	Average income	L3					
43	MKOOPKLA	Purchasing power class	L3					
44	PWAPART	Contribution private third party insurance	L4					
45	PWABEDR	Contribution third party insurance (firms)	L4					
46	PWALAND	Contribution third party insurance (agriculture)	L4					
47	PPERSAUT	Contribution car policies	L4					

