

Variable	Description
Name	Name
Donation	Donation amount in dollars in response to this mailing
Lifetime	Donation lifetime total before this mailing
Gifts	Number of lifetime gifts before this mailing
YearsSinceFirst	Years since first gift
YearsSinceLast	Years since most recent gift before this mailing
AvgGift	Average of gifts before this mailing
MajorDonor	Major donor indicator
Promotions	Number of promotions received before this mailing
RecentGifts	# gifts in past 2 years but did not give during past year: 4 means 4 or more
Age	Age in years
HomePhone	Published home phone number indicator
PCOwner	Home PC owner indicator
CatalogShopper	Shop by catalog indicator
PerCapIncome	Per capita neighborhood income
MedHouseInc	Median household neighborhood income
Professional	Percent professional in neighborhood
Technical	Percent technical in neighborhood
Sales	Percent sales in neighborhood
Clerical	Percent clerical in neighborhood
Farmers	Percent farmers in neighborhood
SelfEmployed	Percent self-employed in neighborhood
Cars	Percent households with 3+ vehicles
OwnerOccupied	Percent owner occupied housing units in neighborhood
Age55_59	Percent adults age 55-59 in neighborhood
Age60_64	Percent adults age 60-64 in neighborhood
School	Median years of school completed by adults in neighborhood