NEPS
National Educational Panel Study

Regional Data: Microm

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**LEIBNIZ INSTITUTE FOR
EDUCATIONAL TRAJECTORIES**

1 Preamble

Besides the survey data gathered by the National Educational Panel Study (NEPS) themselves, the NEPS offers its users the opportunity to use additional context information supplied by third party providers. This document describes data that is available on a low level by the firm *microm Micromarketing-Systeme und Consult GmbH in Neuss, Germany*, which characterizes the area of the home and/or location of the school of NEPS-respondents.

This documentation is based on the document »*microm Consumer Marketing (2014): microm Datenhandbuch. Microm GmbH, Neuss.*«, which contains a detailed description of the microm-portfolio. Further information on the data, its sources, its structure, as well as other resources by the firm microm can be accessed on their website:

→ www.microm-online.de › Downloads

These microm-data sets can only be accessed in the **OnSite-Environment**, i.e. LIfBi's data security room. Besides the data use agreement, users need a supplemental agreement on On-site access. The contracts as well as further information on the admission procedure can be found on our website:

→ www.neps-data.de › Data center › Data access › Data Use Agreements

If you have any questions please do not hesitate to contact the LIfBi via fdz@lifbi.de.

Remark:
The Data Center has decided to standardize the value labels of some variables in order to improve neatness. Read more about this in the appendix in section A.

2 Data set structure

There is a data set for all NEPS starting cohorts, usually named **pTargetMicrom**, which contains microm context information on the location of respondents' homes. By that we mean the address of the respondents stated in the interviews or the address of the parents if the respondent is a minor. The address was georeferenced in a data protection-compliant fashion and enriched with context information by microm. Only this context information in addition to the definite ID of respondents, and especially without the actual address of respondents, was then transferred back to the LIfBi and can be accessed by data users in the data security room.

In addition to this data set on home locations, there is a data set for the school cohorts (SC2, SC3 and SC4) that characterizes the school environment with exactly the same structure: **pInstitutionMicrom**. School addresses were treated in the same way by microm.

Because file names may have been changed, table 1 shows from which SUF version on this data is available.

Table 1: File names and availability of microm-data sets

Starting cohort	Version	Target person	Institution
SC1 - Newborns	1-0-0	pParentMicrom	
SC2 - Kindergarten	2-0-0[1]	pTargetMicrom	pInstitutionMicrom
	3-0-0	pTargetMicrom	pInstitutionMicrom
SC3 - Grade 5	2-0-0[1]	pTargetMicrom	pInstitutionMicrom
	3-0-0	pTargetMicrom	pInstitutionMicrom
SC4 - Grade 9	1-1-0[1]	xTargetMicrom	xInstitutionMicrom
	4-0-0[1]	pTargetMicrom	pInstitutionMicrom
	6-0-0	pTargetMicrom	pInstitutionMicrom
SC5 - Students	3-0-0[1]	xTargetMicrom	
	6-0-0	pTargetMicrom	
SC6 - Adults	3-0-0[1]	xTargetMicrom	
	3-0-1[1]	pTargetMicrom	
	5-0-0	pTargetMicrom	

[1] The data sets are not yet structured like they are displayed above

The process of enriching our address data spread out over three tranches or years. In each year from 2012 to 2014, the latest panel waves of all starting cohorts were sent to microm. Table 2 shows which waves of the particular starting cohorts are included in which delivery. At the time of the release of this document not all waves which are listed below have been released as a Scientific Use File.

Table 2: Delivery dates for the particular waves

	Delivery A/2012	Delivery B/2013	Delivery C/2014
SC1 - Newborns		1	2, 3
SC2 - Kindergarten	1, 2	3	4
SC3 - Grade 5	1, 2	3	4
SC4 - Grade 9	1, 3, 4	5, 6	7
SC5 - Students	1, 3	5	7
SC6 - Adults	2, 3, 4	5	6

In the first delivery (A/2012) the smallest available level is provided for every address. Usually this is the house level. In the second and third delivery (B/2013 and C/2014) this information was provided on every feasible level. This means that for every address there are, if available, five different »*sets*« of context information. The five levels are defined in the following way:

Municipality
> The roughest available level is the administrative municipality, identified by the municipal key (official classification number, *amtlicher Gemeindeschluessel*).

Postal code
> The postal code level is the official classification of the Deutsche Post AG (German public postal service).

Postal code 8
> The postal code level was subdivided more finely by microm. This level called PLZ8 includes 500 households on average.

Street section
> The street section level usually pools cohesive areas of house numbers on one side of a street (even or uneven house numbers) into one section.

House
> The smallest level is the house. All households with the same address are considered as one unit. Because of data protection legislation, several houses of a residential area are pooled into a segment that contains at least five households. The average is eight households. Initially, it is checked if at least five households are in a segment. Houses with five or more households thus make up a distinct segment. If this is not the case, houses with a similar structure in one street are pooled into segments. These houses do not have to be adjacent, but they are as close to each other as possible.

The membership of a line in the data set is determined by a combination of three characteristics:

`ID_t`/`ID_i`	the distinct ID of respondents or institutions
`wave`	the (panel-)wave, i.e. the point in time of the up-to-dateness of the associated address
`regio`	the geographical level that the context information of this line refers to

Thus, lines can be identified unambiguously by a combination of the three variables.

All microm data sets have a homogenous form in the most recent version. In the final version 118 variables are included, which are characterized in detail in the following section 3. Subsection 3.25 offers a complete overview of all variables and as well as information about the level each variable is available for.

3 Description of the variables

3.1 ID and control variables

ID_t *Target ID*
The variable ID_t identifies a respondent bijectively for all waves and starting cohorts.

ID_i *Institution ID*
The microm data are also available for kindergartens and schools. These can be identified distinctly by the variable ID_i for all waves and starting cohorts.

wave *Wave*
The variable wave refers to the respective panel wave.

regio *Indication for the enrichment level*
The variable regio refers to the respective geographical level (see section 2). It has five manifestations:

1	house
2	street section
3	postal code
4	postal code 8
5	municipality

e_jahr *Data collection year = reference year for the microm entry*
The variable e_jahr refers to the data collection year and is simultaneously regarded as the reference year for the microm entry. The state of the underlying, geo-coded addresses dates from this year.

mv *Version number of the microm data stock*
This variable indicates the actuality of the microm data stock. Contentual information refer to this year (e.g., variable mso_k_alter).

ID_regio *Non-systematic ID of the enrichment level*
For main data collections completed before the end of 2013 (Delivery B/3013), non-systematic IDs of the enrichment level are available for the first time. Respondents that live in the same regional surrounding can be identified by the regional cluster-IDs (i.e., respondents living in the same area as defined by regio).

3.2 microm socio

mso_k_alter   *Average age of the household leader*
Age information in the microm age variables stem from concrete statements regarding age. Additionally, the age information were combined with the results of a first name analysis. The variable mso_k_alter indicates the average age of the household leader in eight different age classifications.

1	up to 35 years
2	over 35 to 40 years
3	over 40 to 45 years
4	over 45 to 50 years
5	over 50 to 55 years
6	over 55 to 60 years
7	over 60 to 65 years
8	over 65 years
-20	exclusive commercial use

On the postal code level and the municipality level the average age of the household leader is additionally available as metric age information. The metric age information is contained in the variable **mso_w_alter**.

mso_k_alter30 / mso_k_alter60   *Proportion of under 30 / over 60 year olds*
These two microm age variables refer to the proportion of the relatively young (under 30 years) and relatively old (over 60 years). The proportions are displayed in nine age classifications.

0	up to 5%
1	over 5% to 10%
2	over 10% to 15%
3	over 15% to 20%
4	over 20% to 25%
5	over 25% to 30%
6	over 30% to 35%
7	over 35% to 40%
8	over 40% to 50%
9	over 50%
-20	exclusive commercial use

On the the levels »*postal code*« and »*municipality*«, the proportion of under 30 year olds and over 60 year olds is is additionally available as metric proportions. The metric proportions are contained in the variables **mso_p_alter30** and **mso_p_alter60**.

mso_k_ausland *Proportion of foreigners*

For the microm foreigner variable, the proportion of foreign household leaders is determined by the results of first name- and last name-analyses. The values of this variable range from 1 (lowest proportion) to 9 (highest proportion).

mso_k_familie *Family structure*

This variable characterizes the family structure. This is mainly based on information regarding household size and amount of children. Additionally, information from the file on private consumers issued by the association of the societies Creditform as well as statements by phone-respondents are included. The variable is structured along the two dimensions »*singles/single households*« and »*families with children*«.

mso_k_status *Status*

The status variable allows for a classification according to income and education. This is based on academic titles and statements of professions by phone-respondents across all of Germany, as well as academic titles taken from a file of the data association of the socities Creditreform. This file pertains over 32 million data sets. The microm status variable ranges from the values 1 (lowest status) to 9 (highest status).

mso_k_kinder *Proportion of children*

The microm children variable indicates the proportion of children in relation to all persons in a private household. The data for this variable stems from sources of the company Felicitas, Adressen & Service GmbH, as well as the file on private consumers issued by the association of the societies Creditform. The children variable ranges from the values 1 (lowest children proportion) to 9 (highest children proportion) as well.

3.3 microm development

mbe_k_haustyp *House type*

The variable is only available for the smallest level, the house level. It refers to the size of a single house. The values are based on the sum of all households and the amount of firms per house. A house is classified as predominantly commercially used if there are particularly many commercially used areas in a house. Single- and multi-family houses are further distinguished based on if the development in a street or a street section is homogeneous or not. The house type is segmented into seven categories.

1	family houses in homogeneously developed street section, 1-2 parties
2	family houses in heterogeneously developed street section, 1-2 parties
3	family houses, 3-5 parties
4	family houses, 6-9 parties
5	apartment houses, 10-19 households
6	apartment towers, 20 or more households
7	predominant commercial use
-20	exclusive commercial use

mbe_k_strtyp *Street type*

The microm variable street type refers to the extent of commercial use of a street. The variable is determined by an approximation of the proportion of workplaces on the street section level. The amount of shops, restaurants, bars, and self-employed people as well as businesses with derogatory trades are regarded as commercial use. The street type is segmented into five categories.

1	pure residential street
2	street shaped by shops and services
3	mixed form
4	commercial street
5	extremely commercially used street
-20	exclusively commercially used street

3.4   microm typology

mty_k_mtyp   *microm type*

The microm typology matches households and segments with 39 different types. This allocation is based on cluster analyses which group a multitude of information into groups with structural similarities. These types can mostly be distinguished along the dimensions »*young inhabitants - old inhabitants*«, »*city - rural area*«, the age of the houses as well as their type of use. An overview of the microm types is available below (see the description of the microm group in table 3).

mty_k_mgruppe   *microm group*

This variables summarizes the 39 types into 10 groups. The groups include a varying number of microm types (see table 3).

mty_k_dommg / mty_k_dommt   *Dominant microm group/dominant microm type*

These two variables refer to the dominant microm group and type. They are only available for the street section level.

3 Description of the variables

Table 3: Overview of microm groups and types

Group A	*High status metropolitans*
Type 1	attractive inner-city residential areas
Type 2	wealthy academics in mansion districts
Type 3	well-earning families in newer self-owned homes in the surrounding region
Group B	*Well-off in near-city communities*
Type 4	tasteful old detached houses
Type 5	suburbs: Good newer detached houses
Type 6	good newer detached houses
Type 7	old village centers
Type 8	new row-houses in rural areas
Group C	*Good residential areas in medium-sized cities*
Type 9	simple houses surrounded by nature
Type 10	older apartment buildings
Type 11	»*social climbers*«: upper professions in suburbs
Type 12	middle class in rural municipalities
Group D	*Urban problem areas*
Type 13	projects and simple multi-family houses
Type 14	non-modernized old buildings
Type 15	low-standard block buildings
Type 16	multi-cultural urban areas
Group E	*Apartment towers and simple rentals*
Type 17	simple apartment towers
Type 18	older projects
Type 19	simple urban row construction areas
Type 20	socially weak areas
Type 21	younger people in older rentals
Group F	*Retirees in simple post-World-War houses*
Type 22	middle class in older quarters
Type 23	common people in rentals
Type 24	common retirees living alone
Group G	*Old houses in rural areas*
Type 25	younger village residents
Type 26	simple professions in rural areas
Group H	*Workers in small cities*
Type 27	low-skill workers
Type 28	self-employed in newer houses
Type 29	craftsmen in rural areas
Type 30	socially weak people in small cities
Type 31	»*periphery*«: villages in fringe areas

Group I	*Older people in surrounding municipalities*
Type 32	retirees in surrounding areas
Type 33	older families at towns' edges
Type 34	solid retirees in two-family houses
Type 35	older people in older houses
Type 36	well-off retirees in suburbs
Group J	*Rural population*
Type 37	older rural population
Type 38	rural population
Group K	*Exclusive commercial used*
Type G	houses exclusively used commercially

3.5   microm payment index

mri_k_risiko   *Probability of payment default*

The microm risk variable refers to the probability of payment default. People are classified into nine different risk classes ranging from the values 1 (lowest probability of payment default) 9 (largest probability). The classes are based on a scoring procedure including, among other things, information on age and family structure, residential area, etc. Negative characteristics issued by the association of the societies Creditform are also included. The proportion of households having payment troubles determines this variable.

3.6   microm rate of people refusing advertisement

wev_k_quote   *People refusing advertisement*

This variable refers to the rate of people refusing advertisement, up to the most precise spatial level. The statements are based on a market research data set covering over 650,000 respondents per year. The values range from 1 (lowest rate) to 9 (largest rate).

3 Description of the variables

3.7 microm Geo Milieus and Geo Sub-Milieus

The microm Geo Milieus refer to a product mutually developed by microm and the firm Sinus based in Heidelberg. They are a licensed approach to *Sinus-Milieus®*, a target-group concept developed by Sinus. Geo Milieus combines Sinus-Milieus® with microm's concept of micro-geographical segmentation. The assignation of Sinus-Milieus® is based on an analysis of the living environment of our society. The concept subsumes people whose way of living and attitude towards life are similar into different Milieus (read as: living environments). To determine the Sinus-Milieus® all important areas of life that are central to peoples daily life are captured. This includes, among other things, attitudes towards work, free time, family, as well as towards money and consuming. Combining Sinus-Milieus® with the microgeographical market segmentation allows for an accurate location of the Sinus-Milieus®. The ten microm Geo Milieus are available for all levels and indicate the statistical probability of the prevalence of a particular Sinus-Milieu®. They are labeled with the prefix `mgm`. The three largest Milieus can be further divided into Sub-Milieus. The thirteen microm Geo Sub-Milieus are labeled with the prefix `mgs`. table 4 offers an overview of all microm Geo Milieus and Sub-Milieus.

Table 4: Overview of microm Geo Milieus and Sub-Milieus

Upper classes		
	Established conservative milieu	
`mgm_p_ket` `mgs_p_ket`	The classical Establishment: responsibility and success ethic; aspirations of exclusivity and leadership versus tendency towards withdrawal and seclusion	
	Liberal intellectual milieu	
`mgm_p_lib` `mgs_p_lib`	The fundamentally liberal, enlightened educational elite with post-materialistic roots; desire for self-determination; an array of intellectual interests	
	High achiever milieu	
`mgm_p_per` `mgs_p_per`	Multi-optional, efficiency-oriented top performers with a global economic mindset and a claim to avantgarde style; high level of IT and multimedia expertise	
	Movers and shakers milieu	
`mgm_p_epe` `mgs_p_epe`	The unconventional creative avantgarde: hyper-individualistic, mentally and geographically mobile, digitally networked, and always on the lookout for new challenges and change	

3 Description of the variables

Middle classes

New middle class milieu

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mgm_p_bum | The modern mainstream with the will to achieve and adapt: general proponents of the social order; striving to become established at a professional and social level, seeking to lead a secure and harmonious existence

mgs_p_bsta | *Sub-milieu status-oriented*
The status-quo-conscious segment of the modern middle class: elevated-conventional way of life, proud achieved standard of life

mgs_p_bhar | *Sub-milieu harmony-oriented*
The segment threatened by societal modernization: middle of the society as a self-concept vs. significant fear of decline and advancement disillusion

Adaptive pragmatist milieu

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mgm_p_pra
mgs_p_pra | The ambitious young core of society with a markedly pragmatic outlook on life and sense of expedience: success oriented and prepared to compromise, hedonistic and conventional, flexible and security oriented

Socio-ecological milieu

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mgm_p_sok
mgs_p_sok | Idealistic, discerning consumers with normative notions of the *correct* way to live: pronounced ecological and social conscience; globalization skeptics, standard bearers of political correctness and diversity

Lower-middle / lower classes

Traditional milieu

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mgm_p_tra | The security and order-loving wartime/post-war generation: rooted in the old world of the petty bourgeoisie or that of the traditional blue-collar culture

mgs_p_tver | *Deep-rooted traditionalist sub-milieu*
The anti-individualistic segment, overwhelmed by societal modernization, still clinging to outdated conventions, morals, and forms of social life

mgs_p_tbew | *Tradition-conscious sub-milieu*
The partially modernized segment, guided by traditional values while still accepting pluralized ways of life in modern society

	Precarious milieu
mgm_p_pre mgs_p_pre	The lower class in search of orientation and social inclusion, with strong anxieties about the future and a sense of resentment: keeping up with the consumer standards of the broad middle classes in an attempt to compensate for social disadvantages; scant prospects of social advancement, a fundamentally delegative / reactive attitude to life, and withdrawal into own social environment
	Hedonistic milieu
mgm_p_hed	The fun and experience-oriented modern lower class/lower-middle class: living in the here and now, shunning convention and the behavioral expectations of an achievement-oriented society
mgs_p_hkon	*Hedonistic consumption sub-milieu* The segment with an orientation towards fun and entertainment and with growing fear of social decline: little planning and control, fatalistic attitude towards education and performance, identification with particular current life style
mgs_p_hexp	*Experimentalist sub-milieu* The segment with and individualistic orientation, deriving significant joy from living and experimenting: preference of the unconventional, distance to cultural mainstream, live in cultural scenes and networks

mgm_k_dom / mgs_k_dom   *Dominant Geo Milieu/Sub-Milieu*

Furthermore, based on the microm data dominant Geo Milieus or Sub-Milieus can be assigned. These two variables refer to the microm Geo Milieus and Sub-Milieus are divided into appropriate categories.

3 Description of the variables

3.8 Geo Milieus migrants

The migrant-Milieus are a specification of the Sinus-Milieu approach (see last chapter) and re-
fer to people with a migration background. The underlying assumption of the migrant-milieus
is that people with a migration background have different values, life styles, and basic orien-
tations. The migrant-milieus also subsume people with similar attitudes towards life, values,
and morals into different categories. table 5 offers an overview of all migrant-milieus. For all
of the eight migrant-milieus, the statistical probability of a household belonging to a particular
milieu is stated.

Table 5: Overview of the migrant-milieus

Traditionalist milieu	
	Rooted-in-religion milieu (Sinus A3)
mmm_p_rel	Peasant and archaic milieu, rooted in religious and social traditions of the region of origin.
	Traditional workers milieu (Sinus AB3)
mmm_p_arb	Traditional blue-collar milieu of migrant workers that gave up their dream of returning to their country of origin.
Migrant milieus in the process of modernization	
	Status-oriented milieus (Sinus AB12)
mmm_p_sta	Advancement-oriented milieu from a lower-income background, striving for better conditions for themselves and their children
	Disrooted milieu (Sinus B3)
mmm_p_ent	Socially and culturally disrooted, partly even traumatized refugee milieu; strong materialistic focus, no integration prospects
	Intellectual-cosmopolitan milieu (Sinus B12)
mmm_p_kos	Enlightened education milieu, striving for self-fulfillment; tolerant and open-minded basic orientation, diverse intellectual interests
	Adaptive bourgeois milieu (Sinus B23)
mmm_p_adi	Pragmatic modern middle class of the migrant population, striving for social integration as well as a harmonic life in secured condi-tions

Post-modern migrant-milieus

	Multi-cultural performer milieu (Sinus BC2)
mmm_p_per	Young, performance-oriented, and flexible milieu with a bi- or multi-cultural consciousness, striving for autonomy, professional success, and an intensive life
	Hedonistic sub-cultural milieu (Sinus BC3)
mmm_p_hed	Non-conformist second generation with insufficient identity and perspective that wants to have fun and that does not give in to the expectations of main stream society

mmm_k_dommig   *Dominant migrant-milieu*
> This variable refers to the dominant migrant-milieu for the particular examined geographical level.

3.9   microm mobility

microm can supply different mobility variables by using information regarding relocation. This information stems from diverse sources and is linked with the extensive microm data base.

mmo_k_volumen   *Relocation volume*
> The relocation volume calculates the total amount of all household relocations of 1,000 households. Statistical probability analyses were carried out in order to classify the relocation volume on the house level into nine classes. The relocation volume is calculated on a spatial level averaging 26 households in order to refer them back to the house level. The relocation variable ranges from the values 1 (lowest relocation volume) to 9 (largest relocation value).

mmo_k_saldo   *Relocation balance*
> This microm mobility variable measures whether the population in an area increases or decreases because of relocations. The difference between in- and outflow is calculated based on 1,000 households. In order to classify the relocation balance into nine classes, statistical probability analyses were carried out on a superior level averaging 26 households which were then referred back to the house level. The variable ranges from the values 1 (very negative balance) to 9 (very positive balance).

mmo_k_fluktu   *Fluctuation*

The microm mobility variable fluctuation includes both the total amount of relocations and the relocation balance. Low fluctuation occurs when low volumes and positive balances prevail. By contrast, high fluctuation occurs when high volumes and negative balances prevail. In order to classify the fluctuation into nine classes, statistical probability analyses were carried out on a superior level averaging 26 households which were then referred back to the house level. The variable ranges from the values 1 (lowest fluctuation) to 9 (largest fluctuation).

mmo_k_nahquote   *Rate of low-distance relocations*

The microm rate of low-distance relocations variable refers to the attractiveness of a residential area and the willingness of its residents to stay in the area. It is determined by the ratio between all relocations in total and the relocations within a radius of five kilometers. It is assumed that a larger proportion of intra-area relocations (rate of low-distance relocations) indicates a larger satisfaction of residents with their current setting. The variable is only available on the postal code 8 level and is categorized into nine categories ranging from the values 1 (lowest rate) to 1 (largest rate).

mmo_k_fernvol   *High-distance relocation volume*

The microm high-distance relocation volume variable refers to the proportion of relocations above a distance of ten kilometers. It concerns 1,000 households. This variable is only available on the postal code 8 level as well. It is categorized into nine categories ranging from the values 1 (lowest volume) to 9 (largest volume).

3.10   microm automobile

3.10.1   Car-owner typology

mph_k_halter   *Types of car owners*
This variable characterizes car owners on the basis of employment-related and socio-economic factors. Information regarding car size, age, power, density, used car brands, as well as the proportion of station wagons are used. This data mainly stems from the central car register of the German automobile federal agency. It is used in conjunction with further microm data in order to typologize car owners with cluster analyses. Eight different typologies of car owners result from this.

1   *The price-conscious rationalist*
predominantly living in rural areas; over-represented in older population groups; rather lower status

2   *The younger small-car owner*
young car owner; often single; very low purchasing power; prevalent in rural and in urban areas

3   *The purposeful pre-owned car owner*
drivers of this type are more urbanized and predominantly live in core cities with over 500,000 inhabitants; younger car owners; singles with an above-average purchasing power

4   *The conservative lower-mid range car owner*
lives in urban areas; median income and level of education; median age group

5   *The quality-oriented mid range car owner*
owner is of average age; often has a family; lives in rural areas; average purchasing power

6   *The family-oriented station wagon owner*
lives in near-city areas with family; median age group; far above average income and education level

7   *The brand-conscious upper-range car owner*
lives in large cities; older age group; above-average status

8   *The car owner with prestige- and performance-orientation*
owner type lives in near-city areas and in large cities; older age group; very high status

-20   *Exclusive commercial use*

3.10.2 Car indicators

For all microm car indicators, data from the central car register of the German automobile federal agency (KBA) in Flensburg was used as well. The sizes of the segments vary between 20 and 26 private households for the analysis and assignation. Based on this, the data were then referred back to the house level. Only private cars were considered. The microm car indicators are only available as classified data.

mpi_k_dichte   *Car density*
   The microm car density provides the amount of cars per household. The variable ranges from the values 1 (lowest density) to 9 (largest density).

mpi_k_gebwag   *Pre-owned car index*
   The microm pre-owned car index is a combination of the construction year (year of first registration) and the amount of a car's owners. The variable is available in nine classes and ranges from the values 1 (lowest proportion of pre-owned cars) to 9 (largest proportion of pre-owned cars).

mpi_k_groesse   *Car size*
   The microm car size is defined by the amount of seats per car and is available in three groups.

1	two- to four-seaters above average
2	five-seaters or mixed structure above average
3	six- to eight-seaters above average
-20	exclusive commercial use

mpi_k_leistung   *Car power*
   The microm car power variable is a combination of a car's power (kW), engine size (ccm), and maximum speed (km/h). It is available in nine different classes, ranging from the values 1 (lowest power) to 9 (largest power).

3.10.3   Car brand density and dominant brand

For the microm car brand density and dominant brand, data from the central car register of the German automobile federal agency were used as well.

mpm_k_dommarke   *Dominant brand*

This microm variable indicates which brand is predominantly used in a certain area. A car brand that is most over-represented in an area is considered as the dominant brand. For the variable, fourteen car brands or brand groups are distinguished.

1	Audi
2	BMW
3	Fiat
4	Ford
5	Mazda
6	Mercedes
7	Nissan
8	Opel
9	Peugeot
10	Renault
11	Toyota
12	Volkswagen
13	Other Asian cars
14	Other
-20	Exclusive commercial use

mpm_k_∗ *Car brand density*

The microm car brand density variable indicates the proportion of a particular brand in relation to the total amount of cars in an area. The density is available for fourteen brands or brand groups. The following table shows an overview of the car density variables, including respective variable names. They range from the values 1 (lowest proportion) to 9 (largest proportion).

mpm_k_audi	Car brand density Audi
mpm_k_bmw	Car brand density BMW
mpm_k_fiat	Car brand density Fiat
mpm_k_ford	Car brand density Ford
mpm_k_mazda	Car brand density Mazda
mpm_k_mercedes	Car brand density Mercedes
mpm_k_nissan	Car brand density Nissan
mpm_k_opel	Car brand density Opel
mpm_k_peugeot	Car brand density Peugeot
mpm_k_renault	Car brand density Renault
mpm_k_toyota	Car brand density Toyota
mpm_k_vw	Car brand density Volkswagen
mpm_k_sonasien	Other Asian car brands density
mpm_k_sonmarke	Other car brands density

3.10.4 Car segments

Since car manufacturers produce cars in different segments, cars are pooled into classes for the microm car section variables. Among other things, they report information on car power and intended use. Segments displaying very low proportions were pooled into larger segments. Descriptions of the particular car segments are outlined below.

Mini cars

This car segment is characterized by its very small size. Sometimes cars of this segment only have two legitimate seats. Examples for this segment are the cars Ford Ka, Renault Twingo, VW Lupo, and smart fortwo.

Compact cars

In general, compact cars are not clearly defined. Essentially, they are cheap cars that often compromise regarding equipment, comfort, and space. Compact cars are, e.g., the Peugeot 207, Renault Clio, VW Polo, Opel Corsa, and Ford Fiesta.

Lower-mid range cars

> The lower-mid range car segment is the largest segment. Examples are, e.g., the VW Golf, Opel Astra, Mercedes A-Class, and Audi A3.

Mid-range cars

> Typical mid-range cars are, e.g., the 3 series BMW, Mercedes C-Class, Audi A4, and Ford Mondeo.

Upper mid-range cars

> The upper-mid range car segment is dominated by the Mercedes E-Class, 5 series BMW, and Audi A6.

Upper-range cars

> Upper-range cars from brands like Jaguar or Rolls-Royce constitute a first-class car segment. Examples are the Porsche 911, 7 series BMW, and Mercedes S-Class.

Convertibles

> In colloquial terms, convertible refers to an automobile with an open top. These are often equipped with two to five seats, are mostly sporty with side windows that can be lowered, and have a top that can be opened. Many vehicles from the other segments are also available as open convertible-editions ins this segment. Examples are the Audi TT, VW Golf convertible, or Mercedes SLK.

Cross-country vehicles / SUVs

> Cross-country cars are characterized by a rougher tire tread, larger height, as well as four wheel drive. Thus, this car segment is suitable for driving in rough terrains and on unsurfaced streets. Among these cars are, e.g., the Toyota RAV4, and the Land Rover. Sports utility vehicles (SUVs) like the BMW X5, Mercedes M-Class and the VW Touareq also belong to this segment.

Station wagons

> In general, station wagons are considered as limousines with notch- or hatchbacks. The vehicle body is enlarged or equipped with a hatchback in order to increase the loading volume or load space.

Van

> Initially, vans were built as small transporters but subsequently gained popularity as »*family vans*«. Vans are, e.g., the Renault Espace, Chrysler Voyager, VW Sharan, Ford Galaxy, and the Opel Zafira. Additionally, mini- and midivans such as the Opel Meriva belong to this segment.

Utility vehicles

Utility vehicles are considered as vehicles weighing below 2.8 tons that are registered and taxed as cars. Examples for this segment are the Mercedes Vito and Sprinter.

Others segment

This car segment is composed of cars with very low market shares. Among these are, e.g., classic cars, amphibian cars, reconstructed prior military vehicles, and past eastern European productions.

mps_k_domsegme   *Dominant segment*

The dominant segment shows which car segment is predominant in a particular area. A segment is considered as dominant exactly when its proportion in relation to the total distribution in Germany is most over-represented in a particular area. The microm dominant segment variable comes in eleven manifestations:

1	mini cars
2	compact cars
3	lower-mid range cars
4	mid-range cars
5	upper mid-range and upper-range cars
6	convertibles
7	all-terrain vehicles
8	station wagons
9	vans
10	others segment
-20	exclusive commercial use

mps_k_∗   *Car segments*

In addition to the dominant segment, separate information about the twelve segments is available. Below this, these segments and their respective variable names are depicted. The particular segments have nine manifestations, ranging from the values 1 (lowest proportion) to 9 (largest proportion).

`mps_k_miniwag`	mini car segment
`mps_k_kleinwag`	compact car segment
`mps_k_unmittel`	lower-mid range car segment
`mps_k_mittel`	mid-range car segment
`mps_k_obmittel`	upper-mid range car segment
`mps_k_ober`	upper-range car segment
`mps_k_cabrio`	convertible car segment
`mps_k_gelaende`	all-terrain vehicle
`mps_k_kombi`	station wagon car segment
`mps_k_utility`	utility car segment
`mps_k_van`	van segment
`mps_k_sonsegme`	other car segment

3.11   microm insurance

microm insurance indicates people's behavior regarding insurances, including a spatial mapping. The microm insurance variables assigns target persons to different insurance types based on their behavior as consumers. A low score indicates a low affinity towards the respective insurance type. The score ranges from the values 1 (lowest affinity) to 9 (largest affinity). Information on the different insurance variables can be gathered from the overview below.

mas_k_beitrag   *Contribution probability*

This variable indicates the probability of contribution payment default. Different factors like economical conditions and milieu classifications are considered for this score.

mas_k_berufsuv   *Disability insurance*

Mainly security- and status-conscious people tend to take out disability insurance, which is an additional voluntary policy. This group of persons wishes to uphold their standard of life even when their income shifts. Disability insurance is of minor importance for individualistic and young people as well as for traditional and older people.

`mas_k_direkt`   *Direct insurance*

People with direct insurance are particularly independent people. They wish not to rely on constant availability, office hours, and other persons. Additionally, this target group is very habituated with the internet so that the services of insurance brokers are of minor importance. This target group is primarily made up of younger and open-minded people with low to average purchasing power.

`mas_k_krankzuv`   *Additional health insurance*

This variable indicates which customers are most likely to get granted additional private services. Particular additional services are not distinguished. More important is the targeted protection of policy holders, especially of those older than 30 years who live in above-average urban residential areas.

`mas_k_kuendige`   *Policy cancelers*

This variable indicates the probability of canceling a policy in favor of a different insurance company. Milieu affiliation is important for this variable as progressive/modern milieus tend to have little bond to particular insurances. Additionally, age is important because older persons tend to be more loyal customers.

`mas_k_leben`   *Life insurance*

Especially income and milieu affiliation determine the probability of taking out life insurances. Especially established and liberal persons use life insurances to safeguard themselves against risks, as pension planning, and as investment opportunities. This variable indicates the probability of taking out capital- or risk-based life insurance. Age structures are considered.

`mas_k_pkrankv`   *Private health insurance*

People with private health insurance primarily live in attractive urban and suburban areas. Income levels are the most important factor here. Additionally, a shifting age structure can be observed - private health insurances tend to increasingly get taken out by younger persons living in childless relationships.

`mas_k_ppflegev`   *Private elderly care insurance*

Persons younger than 30 years do not take interest in the topic elderly care and asset protection. Rather, persons older than 30 years get busy. Families seem to provide safety for elderly care so that especially couples take out private elderly care insurance. Above-average spending capacity is an essential contribution to this.

mas_k_prentenv   *Private pension insurance*
The affinity to take out private pension insurances is determined by factors like milieu affiliation, information on education and higher education leaving qualifications, academic titles, as well as social status. Furthermore, the wish for sufficient care for the partner and family as well as for maintaining the achieved standard of life as retirees are important determinants for taking up private pension insurance.

mas_k_punfallv   *Private casualty insurance*
Especially young singles take up private casualty insurance in order to secure personal risks, e.g., because of hobbies and leisure-time activities. In contrast, young families insure the complete family to sufficiently insure each and every family member.

mas_k_riester   *Riester pension*
This variable indicates the probability of the willingness to invest into pension plans. Statements regarding income are considered because taking up Riester pension is significantly determined by this. (The so called "Riester pension" was introduced in Germany in 2002, named after the former Minster of Labour and Social Affairs, Walter Riester. The basic idea is to use government subsidies as an incentive for people to secure their old age income with additional private old age provision.)

3.12   microm upper class

muc_k_exkwohn   *House in exclusive residential area*
The microm upper class variables identify the upper classes of society. The variable »*house in exclusive residential area*« is determined by households and their immediate neighbors that occupy leading business positions. It is a dummy variable with the values 0 »*no exclusive residential area*« and 1 »*exclusive residential area*«.

muc_k_akademik   *Proportion of academics of all people older than 25*
This microm upper class variable indicates the proportion of academics of all people older than 25 years. Because of their extraordinary education, academics have the best requirements and qualifications for professional success. The variable shows proportion values in nine categories with a value range of 1 to 9.

1	below 2%
2	from 2% to below 3%
3	from 3% to below 4%
4	from 4% to below 5%
5	from 5% to below 7.5%
6	from 7.5% to below 10%
7	from 10% to below 12.5%
8	from 12.5% to below 25%
9	above 25%
-20	exclusive commercial use

3.13   microm lohas

Lohas are people that sustain the »*lifestyle of health and sustainability*«. They live a luxurious life as consumers geared towards pleasure. However, health and sustainability are especially important for them. An interdisciplinary cooperation of microm Marketing-Systeme und Consult GmbH and Sinus GmbH made it possible to localize this consumer group. Lohas are predominantly female, 30 to 60 years old, family-oriented, and have an above-average household income.

mlo_k_lohas   *Lohas*
This variable indicates the proportion of lohas for the chosen analysis level. It is divided into nine categories ranging from the values 1 (lowest proportion) to 9 (largest proportion).

mlo_k_lohasflg   *Lohas indicator*
This variable is available for higher-level levels and shows whether lohas are the dominant lifestyle group or not. It is a dummy variable with the values 0 »*lohas are not the dominant life style group*« and 1 »*lohas are the dominant life style group*«

3.14   microm finance

The microm finance variables indicate different consumer affinities of the customers of different banks. It is primarily about the inclination of customers regarding online- or branch-banking, as well as about consumer loans and construction financing. Additionally, customer clusters are created which classify customers as willing to switch banks or as loyal customers and customers with high potential. The microm finance variables are expressed in a score ranging from the values 1 to 9. A low value score indicates a low affinity towards the particular performance characteristic or a low probability of belonging to a particular cluster.

mfi_k_spekanla   *Speculative investment*
This is a risk-taking target group that invests in speculative financial instruments like stocks. They rather live in urban areas, have a good formal education and mostly a monthly income of above 3,500 euros. Persons from this target group belong to the upper middle classes or the upper classes.

mfi_k_baufi   *Construction financing*
Mostly persons aged between 30 and 50 years with an average to elevated income take up construction financing plans. They often live in families with children that are mostly not older than 14 years. Additionally, they mostly work in intermediate to upper management positions or are self-employed. They have a demand for further financial products offered by banks regarding pension plans, equity funds, and insurance.

mfi_k_direkt   *Online banking*
Online banking customers are very accustomed to the internet. They use the internet not only for private means but also for banking. This target group is mostly aged between 30 and 50 years, has a good education, and predominantly lives in urban residential areas.

mfi_k_filial   *Branch banking*
By contrast, customers who prefer branch banking are rather a bit older and live in rural areas.

mfi_k_kkarte   *Credit card*
Customers with a credit card predominantly have an above average income and work in upper management positions. They mostly have a high economic and social status and tend to purchase exclusive products and services.

mfi_k_kokredit   *Consumer credit*
On the one hand, customers that take up consumer credits have a low income. They use the credits to finance, e.g., a new car, furniture, or a vacation. This customer group predominantly lives in urban problem areas. On the other hand, customers with secured finances take up consumer credits. They are mostly very well informed concerning finances issues and use those credits to exploit the current low interest rate instead of digging into the own savings.

mfi_k_konsanla   *Conservative investment*
Conservative investments are predominantly demanded by persons aged above 50 years that have a slightly-above-average income. They use newspapers and periodicals as an information source about issues such as insurances, finances, travels, and real estate. This target group has a special interest for bonds and investments into noble metals.

mfi_k_loyal   *Loyal customers*
Customers that are loyal to their bank are mostly older than 45 years and live in rural areas or traditional communities. They are very grounded customers that strongly identify themselves with their home region and rarely move.

mfi_k_wechsel   *Customers willing to switch banks*
A bank switch can have different motives; it can be driven by better conditions or lower costs. Sometimes customers are also not satisfied with their current bank or are highly mobile persons that thus switch their »*home bank*«. Customers willing to switch are mostly rather young and well informed.

mfi_k_akunden   *Customers with high potential*
Customers with high potential are those private customers that have a potential for large investment sums. Their investment strategies are mostly highly diversified. They have a excellent formal education and an above average income. Customer with high potential are very valuable for banks since they yield the bank high profits through interest margins and provisions.

3.15   microm media

The microm media variables indicate the attention to advertising in different communication channels. The affinity to particular advertising channels can be shown for the people living in different levels. Additionally, there is a variable that indicates the advertising affinity to all communication channels. The different microm media variables are all depicted with their variable labels in the table below. All variables range from the values 1 (lowest affinity) to 9 (largest affinity).

mme_k_benegrat	»*benefit*«, free
mme_k_briefka	mailbox
mme_k_event	event
mme_k_klamed	classical media
mme_k_online	online
mme_k_ooh	out of Home
mme_k_tvintens	TV intensive
mme_k_werbeaff	advertising affinity

3.16   microm targets

The microm targets variables facilitate a comprehensive assessment of all houses in Germany according to different consumption criteria. All variables indicate the probability that the inhabitants of a house belong to a particular consumer group. The magnitude of the affinity to a particular product or service is measured on a scale ranging from the values 1 (lowest affinity) to 9 (largest affinity).

3.16.1   Fundraising

tfr_k_spenden   *Donations*

This microm target variable indicates the donation affinity of inhabitants of a house. The target group is generally interested in donation appeals of all sorts and is mostly well educated. It is predominantly made up of persons with high social competence and a sense of responsibility. These persons often donated or bought products that indicated an affinity to donations in the past.

3.16.2   Health and wellness

tgw_k_apotheke   *Pharmacy visitors*
This target group is mostly made up of female persons older than 45 years that live in the urban fringe in one- to two-family houses. Pharmacy visitors like to participate in lotteries and are interested in issues surrounding social responsibility.

3.16.3   Hobbies and leisure time

thf_k_garten   *Garden*
Persons who are assigned to the characteristic »*garden*« have ordered garden articles via mail or internet in the past or are readers of garden journals. This allows us to infer that these people have a garden.

thf_k_sammeln   *Collecting*
This variable is about persons that order collection goods of all sorts via post or internet, e.g., coins or postage stamps.

3.16.4   Communication and technology

tko_k_anrufbea   *Answering machine*
Persons who use an answering machine are predominantly younger and male persons with a high status and purchasing power. They also often use the answering machine for business matters. They are open towards technological devices and they are also interested in financial services and investment.

tko_k_dsl   *DSL*
DSL users are open towards modern communication technology. They are mostly well educated and work in leading positions or are self-employed. This target group is rather made of younger people. Families with children also prefer DSL internet access.

tko_k_fax   *Fax*
Persons with a home office and smaller offices predominantly own a fax machine. The target group is mostly made up of middle-aged men between 35 and 55 years. Its persons are open towards new business opportunities and financial products of all sorts. They have a high purchasing power and are active consumers.

tko_k_handy   *Mobile communications*
Households that are assigned to the characteristic »*mobile phone users*« mostly own modern communication and entertainment electronics. The target group is predominantly made up of different persons with above-average purchasing power. Academics also use mobile phones at an above-average rate.

tko_k_internet   *Internet*
Those who ordered something or looked up information in the internet in the past are classified as internet users. Among other things, the participation in online-lotteries coins the characteristic »*internet user*«. The target group is made up of male person in elevated professions as well as academics. These persons have diversified interests and own modern communication and entertainment electronics at an above-average rate.

tko_k_pcnutzer   *PC*
PC users are mostly a younger target group that mostly lives in good residential areas. Persons from this group usually own other communication technologies such as a mobile phone or an ISDN connection in addition to the computer. The purchasing power of them is above average and the internet is often used for purchases.

tko_k_smartphone   *Smartphone*
Smartphone users are often younger and rather live in urban residential areas. A high correlation to internet use as well as a general openness towards and willingness to use new technologies is characteristic of this group.

tko_k_tabletpc   *Tablet*
The tablet users group is very similar to the smartphone user group. It also rather lives in urban residential areas as well, has an affinity to internet use, and is open towards and willing to use new technologies.

3.16.5   Media

tme_k_fraumag   *Women magazines*
Predominantly female readers who have a elevated social status and above-average purchasing power are interested in women magazines. The target group is interested, among other things, in issues like cooking and baking, living and furnishing, diet tips and products, vacations and travels, as well as family and partnership.

tme_k_nachmag   *News magazines*
   News magazines such as der Spiegel, Focus, or Stern are predominantly read by male persons with elevated societal and economic status. This target group has a high demand for information and is often interested in products concerning capital investments, financial services, as well as in challenging literature.

tme_k_uebertag   *Supra-regional daily newspapers*
   The readers of supra-regional daily newspapers such as Süddeutsche Zeitung, FAZ, or die Welt often has a high sophisticated demand for information. They are predominantly male and have a high economic and social status. Persons from the target group have a high purchasing power and are open towards fundraising and financial services.

3.17   microm mail order targets

Utilizing nine million anonymized order data, the microm mail order index indicates for each house how likely it is that inhabitants belong to one of these analyzed consumer groups:

tmo_k_onlinevh	online mail order
tmo_k_klassvh	classical mail order
tmo_k_interapo	internet pharmacy mail order
tmo_k_mailord	full assortment mail order

The microm mail order targets variables have nine manifestations with values ranging from 1 (lowest affinity) to 9 (largest affinity).

3.18   microm life phases

mlp_k_lebphase   *Life phase*

This variable offers microm the opportunity to determine current life phases. It contains the dimensions age and household structure. The microm life phases are divided into nine categories. The table below depicts the phases based on the the two dimensions (numerical manifestations of the variable are in parentheses).

	up to 35 years	until 55 years	until 65 years	over 65 years
singles	(1) young singles	(4) singles		(7) single pensioners
couples	(2) young couples	(5) couples	(8) older couples	
families/ households	(3) young families with child	(6) families with child	(9) older multi-person households	

There are separate metric variables for all life phases that indicate probabilities for the particular life phases. The overview below depicts the corresponding variable labels.

mlp_k_jusingle	probability for »*young singles*«
mlp_k_jupaare	probability for »*young couples*«
mlp_k_jufamki	probability for »*young families with child*«
mlp_k_singles	probability for »*singles*«
mlp_k_paare	probability for »*couples*«
mlp_k_famki	probability for »*families with child*«
mlp_k_alleinse	probability for »*single pensioners*«
mlp_k_aelpaare	probability for »*older couples*«
mlp_k_mehrpers	probability for »*older multi-person households*«

mlp_k_statuslp   *Life phase according to socio-economic status*

The microm life phases can be combined with the socio-economic status. Thus, the phases can be distinguished even further into 27 categories.

1	financially weaker young singles
2	financially solid young singles
3	financially stronger young singles
4	financially weaker young couples
5	financially solid young couples
6	financially stronger young couples
7	financially weaker young families with child
8	financially solid young families with child
9	financially stronger young families with child
10	financially weaker singles
11	financially solid singles
12	financially stronger singles
13	financially weaker couples
14	financially solid couples
15	financially stronger couples
16	financially weaker families with child
17	financially solid families with child
18	financially stronger families with child
19	financially weaker single pensioners
20	financially solid single pensioners
21	financially stronger single pensioners
22	financially weaker older couples
23	financially solid older couples
24	financially stronger older couples
25	financially weaker older multi-person households
26	financially solid older multi-person households
27	financially stronger older multi-person households
-20	exclusive commercial use

3.19   microm Limbic® types

The Limbic® types of the Nymphenburg Consult AG group in Munich are a neuroscience target group model. The model indicates which wishes, motives, and emotions exist in the minds of consumers and how they are connected to consumption behavior in reality. The Nymphenburg Consult AG segmented seven brain-types into the so-called Limbic® types, which are depicted in the table below. A probability value is indicated for each of these types.

`mlt_p_harmonis`	*The harmonizers*
	family, safety, harmony, care
`mlt_p_offene`	*The open minded*
	feeling well, pleasure, openness, phantasy
`mlt_p_hedonist`	*The hedonists*
	curiosity, spontaneity, fun, creativity
`mlt_p_abenteur`	*The adventurers*
	will to take risks, autonomy, impulsiveness, rebellion
`mlt_p_performe`	*The performers*
	ambition, success, determination, status, demand
`mlt_p_diszipli`	*The disciplined*
	contentment, reason, discipline, precision
`mlt_p_traditio`	*The traditionalists*
	tradition, humility, order, reason

`mlt_k_primlt`   *Primary Limbic® type*
This variable indicates the primary Limbic® type for a particular geographical level.

1	harmonizers
2	open minded
3	hedonists
4	adventurers
5	performers
6	disciplined
7	traditionalists
-20	exclusive commercial use

3.20   microm purchasing power

In cooperation with the Michael Bauer Research GmbH and with the help of statistical models, microm calculated the purchasing power on a low-level scale. The purchasing power indicates the net income of a household. It includes all income from work, capital returns, as well as leasing and rent after the deduction of taxes and social security contributions. However, transfer payments such as child benefits, unemployment benefits, or pensions are included. Regular payments (e.g., rent or electricity) are not deducted. The purchasing power on the municipality level is the basis for the purchasing power on the street section and postal code 8 levels. The data about purchasing power on the municipality level were gathered from official statistics and wage or income tax statistics. A multitude of microm indicators are used to calculate purchasing power, e.g., age, status, the microm typology, and car variables. Purchasing power is calculated separately for the former GDR and former FRG. The overview below depicts the different microm purchasing power variables.

`kkr_i_proeinwbrd`	purchasing power index (per inhabitant) referring to the whole Federal Republic Germany (FRG = 100)
`kkr_i_proeinwwo`	purchasing power index (per inhabitant) referring to the old and new states (old states = 100, new states = 100)
`kkr_w_prohh`	average purchasing power per household in Euros
`kkr_w_promille`	purchasing power proportion in per mille (sum FRG = 1.000)
`kkr_w_summe`	purchasing power sum in Euros
`kkr_w_proeinw`	average purchasing power per inhabitant in Euros
`kkr_i_prohhbrd`	purchasing power index (per household) referring to the whole Federal Republic Germany (FRG = 100)
`kkr_i_prohhwo`	purchasing power index (per household) referring to the old and new states (old states = 100, new states = 100)
`kkr_k_klassebrd`	classified purchasing power index (per inhabitant) referring to the whole Federal Republic Germany (FRG=100)
`kkr_k_klassewo`	classified purchasing power index (per inhabitant) referring to the old and new states (old states = 100, new states = 100)

3.21   microm living

`mwo_p_eigentum`   *Percentage of households with property*
   This variable indicates the percentage of households that own residential property. This variable is available beginning at the street section level.

mwo_p_mieter *Percentage of rent households*
> This variable indicates the percentage of rent households. It is available beginning at the street section level as well.

3.22 microm unemployment rate

The unemployment rate is an indicator of the German Federal Employment Agency about the employment and labor market situation. It indicates the proportion of unemployed people in relation to the total amount of potentially working people. microm offers the following variables in this package:

alq_p_quote	unemployment rate
alq_i_quotebrd	unemployment rate related to the whole Federal Republic Germany (FRG = 100)
alq_i_quotewo	unemployment index related to the old and new states (old states = 100, new states = 100)
alq_k_quote	unemployment classes

3.23 microm confessions

The microm confession variables are based on data of the German Federal Statistical Office, the Evangelical Church in Germany, the Deutsche Bischofskonferenz, as well as the Consumer Analysis 2010. These data are combined with calculations by microm. The microm confession variables are available for the municipality level. The following variables are part of this data package:

kon_p_roemkath	proportion of »*Roman Catholic inhabitants*« in %
kon_p_evangel	proportion of »*Evangelical inhabitants*« in %
kon_p_sonstige	proportion of »*other inhabitants (other confession + no confession)*« in %

3.24 microm municipality type and village sizes

`reg_k_gtyp` *Municipality type*
Utilizing the municipality typology of the German Federal Office for Building and Regional Planning (BBR), this microm variable differentiates between the size and position of metropolitan, rural, and urban areas.

1	Metropolitan areas - highly agglomerated districts, other municipalities
2	Metropolitan areas - highly agglomerated districts, upper/medium centers
3	Metropolitan areas - core cities under 500,000 inhabitants
4	Metropolitan areas - core cities over 500,000 inhabitants
5	Metropolitan areas - rural districts, other municipalities
6	Metropolitan areas - rural districts, upper/medium centers
7	Metropolitan areas - agglomerated districts, other municipalities
8	Metropolitan areas - agglomerated districts, upper/medium centers
9	Rural areas - rural districts, other municipalities
10	Rural areas - rural districts, upper/medium centers
11	Rural areas - lowest density, other municipalities
12	Rural areas - lowest density, upper/medium centers
13	Urban areas - core cities
14	Urban areas - rural districts, other municipalities
15	Urban areas - rural districts, upper/medium centers
16	Urban areas - agglomerated districts, other municipalities
17	Urban areas - agglomerated districts, upper/medium centers

`reg_k_ogklasse` *Town size classes*
This variable indicates the size of cities and municipalities, expressed in the number of inhabitants.

1	500,000 and more inhabitants
2	100,000 to under 500,000 inhabitants
3	50,000 to under 100,000 inhabitants
4	20,000 to under 50,000 inhabitants
5	5,000 to under 20,000 inhabitants
6	2,000 to under 5,000 inhabitants
7	under 2,000 inhabitants
8	not determinable

3.25 Overview and levels of the microm variables

The following table lists all microm variables and indicates for which levels they are available. The data delivery A/2012 is only available for the lowest level. Usually, his is the household level. For more information about the deliveries and levels, refer to section 2.

	House	Street	PLZ8	PLZ	Municipality
Socio					
mso_k_alter	✓		✓	✓	✓
mso_w_alter[1]				✓	✓
mso_k_alter30	✓		✓	✓	✓
mso_k_alter60	✓		✓	✓	✓
mso_p_alter30[1]				✓	✓
mso_p_alter60[1]				✓	✓
mso_k_ausland	✓	✓	✓	✓	✓
mso_k_familie	✓	✓	✓	✓	✓
mso_k_status	✓	✓	✓	✓	✓
mso_k_kinder	✓	✓			
Development					
mbe_k_haustyp	✓				
mbe_k_strtyp	✓				
Typology					
mty_k_mtyp	✓				
mty_k_mgruppe	✓				
mty_k_dommg[1]		✓			
mty_k_dommt[1]		✓			
Payment index					
mri_k_risiko	✓	✓			
Advertisement deniers					
wev_k_quote	✓	✓	✓	✓	✓
Geo milieus					
mgm_p_ket	✓	✓	✓	✓	✓
mgm_p_lib	✓	✓	✓	✓	✓
mgm_p_per	✓	✓	✓	✓	✓
mgm_p_epe	✓	✓	✓	✓	✓
mgm_p_bum	✓	✓	✓	✓	✓
mgm_p_pra	✓	✓	✓	✓	✓
mgm_p_sok	✓	✓	✓	✓	✓
mgm_p_tra	✓	✓	✓	✓	✓

	House	Street	PLZ8	PLZ	Municipality
mgm_p_pre	✓	✓	✓	✓	✓
mgm_p_hed	✓	✓	✓	✓	✓
mgm_k_dom	✓	✓	✓		
Geo submilieus					
mgs_p_ket	✓	✓	✓	✓	✓
mgs_p_lib	✓	✓	✓	✓	✓
mgs_p_per	✓	✓	✓	✓	✓
mgs_p_epe	✓	✓	✓	✓	✓
mgs_p_bsta	✓	✓	✓	✓	✓
mgs_p_bhar	✓	✓	✓	✓	✓
mgs_p_pra	✓	✓	✓	✓	✓
mgs_p_sok	✓	✓	✓	✓	✓
mgs_p_tver	✓	✓	✓	✓	✓
mgs_p_tbew	✓	✓	✓	✓	✓
mgs_p_pre	✓	✓	✓	✓	✓
mgs_p_hkon	✓	✓	✓	✓	✓
mgs_p_hexp	✓	✓	✓	✓	✓
mgs_k_dom	✓	✓	✓		
Geo milieus migrants					
mmm_p_rel	✓	✓	✓		✓
mmm_p_arb	✓	✓	✓		✓
mmm_p_sta	✓	✓	✓		✓
mmm_p_ent	✓	✓	✓		✓
mmm_p_kos	✓	✓	✓		✓
mmm_p_adi	✓	✓	✓		✓
mmm_p_per	✓	✓	✓		✓
mmm_p_hed	✓	✓	✓		✓
mmm_k_dommig	✓	✓	✓		
Mobility					
mmo_k_volumen	✓		✓		
mmo_k_saldo	✓		✓		
mmo_k_fluktu	✓		✓		

	House	Street	PLZ8	PLZ	Municipality
mmo_k_nahquote			✓		
mmo_k_fernvol			✓		
Car owner typology					
mph_k_halter	✓				
Car indicators					
mpi_k_dichte	✓	✓		✓	✓
mpi_k_gebwag	✓	✓		✓	✓
mpi_k_groesse	✓				
mpi_k_leistung	✓	✓		✓	✓
Car brand density					
mpm_k_dommarke	✓	✓			
mpm_k_audi	✓	✓			
mpm_k_bmw	✓	✓			
mpm_k_fiat	✓	✓			
mpm_k_ford	✓	✓			
mpm_k_mazda	✓	✓			
mpm_k_mercedes	✓	✓			
mpm_k_nissan	✓	✓			
mpm_k_opel	✓	✓			
mpm_k_peugeot	✓	✓			
mpm_k_renault	✓	✓			
mpm_k_toyota	✓	✓			
mpm_k_vw	✓	✓			
mpm_k_sonasien	✓	✓			
mpm_k_sonmarke	✓	✓			
Car segments					
mps_k_domsegme	✓	✓			
mps_k_miniwag	✓	✓			
mps_k_kleinwag	✓	✓			
mps_k_unmittel	✓	✓			
mps_k_mittel	✓	✓			
mps_k_obmittel	✓	✓			
mps_k_ober	✓	✓			
mps_k_cabrio	✓	✓			
mps_k_gelaende	✓	✓			
mps_k_kombi	✓	✓			
mps_k_utility	✓	✓			
mps_k_van	✓	✓			
mps_k_sonsegme	✓	✓			

	House	Street	PLZ8	PLZ	Municipality
Insurance					
mas_k_beitrag	✓	✓	✓	✓	✓
mas_k_berufsuv	✓	✓	✓	✓	✓
mas_k_direkt	✓	✓	✓	✓	✓
mas_k_krankzuv	✓	✓	✓	✓	✓
mas_k_kuendige	✓	✓	✓	✓	✓
mas_k_leben	✓	✓	✓	✓	✓
mas_k_pkrankv	✓	✓	✓	✓	✓
mas_k_ppflegev	✓	✓	✓	✓	✓
mas_k_prentenv	✓	✓	✓	✓	✓
mas_k_punfallv	✓	✓	✓	✓	✓
mas_k_riester	✓	✓	✓	✓	✓
Upper Class					
muc_k_exkwohn	✓				
muc_k_akademik	✓				
Lohas					
mlo_k_lohas	✓	✓	✓	✓	✓
mlo_k_lohasflg[1]		✓	✓	✓	✓
Finance					
mfi_k_spekanla	✓	✓	✓	✓	✓
mfi_k_baufi	✓	✓	✓	✓	✓
mfi_k_direkt	✓	✓	✓	✓	✓
mfi_k_filial	✓	✓	✓	✓	✓
mfi_k_kkarte	✓	✓	✓	✓	✓
mfi_k_kokredit	✓	✓	✓	✓	✓
mfi_k_konsanla	✓	✓	✓	✓	✓
mfi_k_loyal	✓	✓	✓	✓	✓
mfi_k_wechsel	✓	✓	✓	✓	✓
mfi_k_akunden	✓	✓	✓	✓	✓
Media					
mme_k_benegrat	✓	✓			
mme_k_briefka	✓	✓			
mme_k_event	✓	✓			
mme_k_klamed	✓	✓			
mme_k_online	✓	✓			
mme_k_ooh	✓	✓			
mme_k_tvintens	✓	✓			
mme_k_werbeaff	✓	✓			
Fundraising					

	House	Street	PLZ8	PLZ	Municipality
`tfr_k_spenden`	✓				
Health and wellness					
`tgw_k_apotheke`	✓				
Hobby and leisure time					
`thf_k_garten`	✓				
`thf_k_sammeln`	✓				
Communication and technology					
`tko_k_anrufbea`[2]	✓				
`tko_k_dsl`	✓				
`tko_k_fax`[2]	✓				
`tko_k_handy`[2]	✓				
`tko_k_internet`	✓				
`tko_k_pcnutzer`[2]	✓				
`tko_k_smartphone`[3]	✓				
`tko_k_tabletpc`[3]	✓				
Media					
`tme_k_fraumag`	✓				
`tme_k_nachmag`	✓				
`tme_k_uebertag`	✓				
Mail Order Targets					
`tmo_k_onlinevh`	✓				
`tmo_k_klassvh`	✓				
`tmo_k_interapo`	✓				
`tmo_k_mailord`[2]	✓				
Life phase					
`mlp_k_lebphase`	✓	✓	✓		
`mlp_k_jusingle`	✓	✓	✓	✓	✓
`mlp_k_jupaare`	✓	✓	✓	✓	✓
`mlp_k_jufamki`	✓	✓	✓	✓	✓
`mlp_k_singles`	✓	✓	✓	✓	✓
`mlp_k_paare`	✓	✓	✓	✓	✓
`mlp_k_famki`	✓	✓	✓	✓	✓
`mlp_k_alleinse`	✓	✓	✓	✓	✓
`mlp_k_aelpaare`	✓	✓	✓	✓	✓
`mlp_k_mehrpers`	✓	✓	✓	✓	✓
`mlp_k_statuslp`	✓	✓	✓		
Limbic® types					
`mlt_p_harmonis`	✓	✓	✓	✓	✓
`mlt_p_offene`	✓	✓	✓	✓	✓

	House	Street	PLZ8	PLZ	Municipality
`mlt_p_hedonist`	✓	✓	✓	✓	✓
`mlt_p_abenteur`	✓	✓	✓	✓	✓
`mlt_p_performe`	✓	✓	✓	✓	✓
`mlt_p_diszipli`	✓	✓	✓	✓	✓
`mlt_p_traditio`	✓	✓	✓	✓	✓
`mlt_k_primlt`	✓	✓	✓	✓	✓
Purchasing power					
`kkr_i_proeinwbrd`		✓	✓	✓	✓
`kkr_i_proeinwwo`		✓	✓	✓	✓
`kkr_w_prohh`		✓	✓	✓	✓
`kkr_w_promille`		✓	✓	✓	✓
`kkr_w_summe`		✓	✓	✓	✓
`kkr_w_proeinw`		✓	✓	✓	✓
`kkr_i_prohhbrd`		✓	✓	✓	✓
`kkr_i_prohhwo`		✓	✓	✓	✓
`kkr_k_klassebrd`		✓	✓	✓	✓
`kkr_k_klassewo`		✓	✓	✓	✓
Living					
`mwo_p_eigentum`		✓	✓	✓	✓
`mwo_p_mieter`		✓	✓	✓	✓
Unemployment rate					
`alq_p_quote`			✓		
`alq_i_quotebrd`			✓		
`alq_i_quotewo`[1]			✓		
`alq_k_quote`			✓		
Confessions					
`kon_p_roemkath`					✓
`kon_p_evangel`					✓
`kon_p_sonstige`					✓
Municipality type					
`reg_k_gtyp`					✓
Town size class					
`reg_k_ogklasse`					✓

[1] only available in delivery B/2013 and C/2014
[2] only available in delivery A/2012 and B/2013
[3] only available in delivery C/2014

A Comparison of value labels

Unfortunately, some numerical values of the microm datas' values differ in their labeling although their structure indicates equal labeling. For example, some items from the same battery or same variables on different levels have a different text that describes the numerical values. The deviations are depicted in the table on the next page. The actual numerical values are not influenced by this heterogeneity.

In order not to make the data more complicated, the data center decided to publish these variables with consistent values labelling. The consolidated vale scheme from the data can be found in the left column.

11 vers. Wertelabel				
2012.	ha_mpm_k_audi ha_mpm_k_bmw ha_mpm_k_mercedes ha_mpm_k_renault ha_mpm_k_vw ha_mpm_k_sonmarke	ha_mpm_k_fiat ha_mpm_k_mazda ha_mpm_k_nissan ha_mpm_k_toyota	ha_mpm_k_ford ha_mpm_k_opel ha_mpm_k_sonasien	ha_mpm_k_peugeot
2013.	ha_mpm_k_audi ha_mpm_k_bmw st_mpm_k_mazda ha_mpm_k_mercedes ha_mpm_k_peugeot ha_mpm_k_renault ha_mpm_k_vw st_mpm_k_vw ha_mpm_k_sonmarke st_mpm_k_sonmarke	ha_mpm_k_fiat ha_mpm_k_mazda ha_mpm_k_nissan ha_mpm_k_toyota	st_mpm_k_audi st_mpm_k_bmw st_mpm_k_fiat ha_mpm_k_ford st_mpm_k_ford st_mpm_k_mercedes st_mpm_k_nissan ha_mpm_k_opel st_mpm_k_opel st_mpm_k_peugeot st_mpm_k_renault st_mpm_k_toyota ha_mpm_k_sonasien st_mpm_k_sonasien	
2014.	ha_mpm_k_audi ha_mpm_k_bmw st_mpm_k_mazda ha_mpm_k_mercedes ha_mpm_k_renault ha_mpm_k_vw st_mpm_k_vw ha_mpm_k_sonmarke st_mpm_k_sonmarke	ha_mpm_k_fiat ha_mpm_k_mazda ha_mpm_k_nissan ha_mpm_k_peugeot ha_mpm_k_toyota	st_mpm_k_audi st_mpm_k_bmw st_mpm_k_fiat ha_mpm_k_ford st_mpm_k_ford st_mpm_k_mercedes st_mpm_k_nissan ha_mpm_k_opel st_mpm_k_opel st_mpm_k_peugeot st_mpm_k_renault st_mpm_k_toyota ha_mpm_k_sonasien st_mpm_k_sonasien	
2012.	ha_mas_k_berufsuv ha_mas_k_direkt ha_mas_k_kuendige ha_mas_k_leben ha_mas_k_pkrankv ha_mas_k_ppflegev ha_mas_k_prentenv ha_mas_k_punfallv ha_mas_k_riester	ha_mas_k_beitrag	ha_mas_k_krankzuv	
2013.	st_mas_k_beitrag p8_mas_k_beitrag gk_mas_k_beitrag pl_mas_k_beitrag ha_mas_k_berufsuv st_mas_k_berufsuv p8_mas_k_berufsuv gk_mas_k_berufsuv pl_mas_k_berufsuv ha_mas_k_direkt st_mas_k_direkt p8_mas_k_krankzuv gk_mas_k_krankzuv pl_mas_k_krankzuv ha_mas_k_kuendige st_mas_k_kuendige p8_mas_k_kuendige gk_mas_k_kuendige ha_mas_k_leben st_mas_k_leben p8_mas_k_leben gk_mas_k_leben pl_mas_k_leben ha_mas_k_pkrankv st_mas_k_pkrankv p8_mas_k_pkrankv gk_mas_k_pkrankv pl_mas_k_pkrankv ha_mas_k_ppflegev st_mas_k_ppflegev p8_mas_k_ppflegev gk_mas_k_ppflegev pl_mas_k_ppflegev ha_mas_k_prentenv st_mas_k_prentenv p8_mas_k_prentenv gk_mas_k_prentenv pl_mas_k_prentenv ha_mas_k_punfallv st_mas_k_punfallv p8_mas_k_punfallv gk_mas_k_punfallv pl_mas_k_punfallv ha_mas_k_riester st_mas_k_riester p8_mas_k_riester gk_mas_k_riester pl_mas_k_riester	ha_mas_k_beitrag	p8_mas_k_direkt gk_mas_k_direkt pl_mas_k_direkt ha_mas_k_krankzuv st_mas_k_krankzuv pl_mas_k_kuendige	
2014.	p8_mas_k_beitrag gk_mas_k_beitrag pl_mas_k_beitrag ha_mas_k_berufsuv st_mas_k_berufsuv p8_mas_k_berufsuv gk_mas_k_berufsuv pl_mas_k_berufsuv ha_mas_k_direkt st_mas_k_direkt ha_mas_k_krankzuv st_mas_k_krankzuv p8_mas_k_krankzuv gk_mas_k_krankzuv pl_mas_k_krankzuv ha_mas_k_kuendige st_mas_k_kuendige p8_mas_k_kuendige gk_mas_k_kuendige ha_mas_k_leben st_mas_k_leben p8_mas_k_leben gk_mas_k_leben pl_mas_k_leben ha_mas_k_pkrankv st_mas_k_pkrankv p8_mas_k_pkrankv gk_mas_k_pkrankv pl_mas_k_pkrankv ha_mas_k_ppflegev st_mas_k_ppflegev p8_mas_k_ppflegev gk_mas_k_ppflegev pl_mas_k_ppflegev ha_mas_k_prentenv st_mas_k_prentenv p8_mas_k_prentenv gk_mas_k_prentenv pl_mas_k_prentenv ha_mas_k_punfallv st_mas_k_punfallv p8_mas_k_punfallv gk_mas_k_punfallv pl_mas_k_punfallv ha_mas_k_riester st_mas_k_riester p8_mas_k_riester gk_mas_k_riester pl_mas_k_riester	ha_mas_k_beitrag st_mas_k_beitrag	p8_mas_k_direkt gk_mas_k_direkt pl_mas_k_direkt pl_mas_k_kuendige	
2012.	ha_mfi_k_baufi ha_mfi_k_direkt ha_mfi_k_filial ha_mfi_k_kkarte ha_mfi_k_kokredit ha_mfi_k_konsanla ha_mfi_k_loyal ha_mfi_k_wechsel		ha_mfi_k_akunden ha_mfi_k_spekanla	
2013.	p8_mfi_k_akunden gk_mfi_k_akunden pl_mfi_k_akunden ha_mfi_k_baufi st_mfi_k_baufi p8_mfi_k_baufi gk_mfi_k_baufi pl_mfi_k_baufi ha_mfi_k_direkt st_mfi_k_direkt ha_mfi_k_filial st_mfi_k_filial p8_mfi_k_filial gk_mfi_k_filial ha_mfi_k_kkarte st_mfi_k_kkarte p8_mfi_k_kkarte gk_mfi_k_kkarte ha_mfi_k_kokredit st_mfi_k_kokredit gk_mfi_k_kokredit ha_mfi_k_konsanla st_mfi_k_konsanla p8_mfi_k_konsanla gk_mfi_k_konsanla pl_mfi_k_konsanla ha_mfi_k_loyal st_mfi_k_loyal gk_mfi_k_loyal ha_mfi_k_wechsel st_mfi_k_wechsel gk_mfi_k_wechsel	p8_mfi_k_loyal pl_mfi_k_loyal	ha_mfi_k_akunden st_mfi_k_akunden p8_mfi_k_direkt gk_mfi_k_direkt st_mfi_k_direkt p8_mfi_k_kokredit pl_mfi_k_kokredit ha_mfi_k_spekanla st_mfi_k_spekanla p8_mfi_k_spekanla gk_mfi_k_spekanla pl_mfi_k_spekanla p8_mfi_k_wechsel pl_mfi_k_wechsel	
2014.	st_mfi_k_akunden p8_mfi_k_akunden gk_mfi_k_akunden pl_mfi_k_akunden ha_mfi_k_baufi st_mfi_k_baufi p8_mfi_k_baufi gk_mfi_k_baufi pl_mfi_k_baufi ha_mfi_k_direkt st_mfi_k_direkt gk_mfi_k_direkt ha_mfi_k_filial st_mfi_k_filial p8_mfi_k_filial gk_mfi_k_filial pl_mfi_k_filial ha_mfi_k_kkarte st_mfi_k_kkarte p8_mfi_k_kkarte gk_mfi_k_kkarte pl_mfi_k_kkarte ha_mfi_k_kokredit st_mfi_k_kokredit gk_mfi_k_kokredit ha_mfi_k_konsanla st_mfi_k_konsanla p8_mfi_k_konsanla gk_mfi_k_konsanla ha_mfi_k_loyal st_mfi_k_loyal gk_mfi_k_loyal ha_mfi_k_wechsel st_mfi_k_wechsel gk_mfi_k_wechsel	pl_mfi_k_konsanla p8_mfi_k_loyal pl_mfi_k_loyal	ha_mfi_k_akunden p8_mfi_k_direkt pl_mfi_k_direkt p8_mfi_k_kokredit pl_mfi_k_kokredit ha_mfi_k_spekanla st_mfi_k_spekanla p8_mfi_k_spekanla gk_mfi_k_spekanla pl_mfi_k_spekanla p8_mfi_k_wechsel pl_mfi_k_wechsel	
2012.	ha_mme_k_briefka ha_mme_k_event ha_mme_k_online ha_mme_k_ooh ha_mme_k_werbeaff	ha_mme_k_klamed	ha_mme_k_benegrat ha_mme_k_tvintens	
2013/2014	st_mme_k_benegrat ha_mme_k_briefka st_mme_k_briefka ha_mme_k_event st_mme_k_event st_mme_k_klamed ha_mme_k_online st_mme_k_online ha_mme_k_ooh st_mme_k_ooh st_mme_k_tvintens ha_mme_k_werbeaff st_mme_k_werbeaff	ha_mme_k_klamed	ha_mme_k_benegrat ha_mme_k_tvintens	
1 am niedrigsten	1 am niedrigsten	1 am niedrigsten	1 am niedrigsten	1 am niedrigsten
			2 sehr weit unterdurchschnittlich	
2 weit unterdurchschnittlich	2 weit unterdurchschnittlich		3 weit unterdurchschnittlich	2 weit unterdurchschnittlich
3 unterdurchschnittlich	3 unterdurchschnittlich	2 unterdurchschnittlich	4 unterdurchschnittlich	3 unterdurchschnittlich
4 leicht unterdurchschnittlich	4 leicht unterdurchschnittlich	3 leicht unterdurchschnittlich	5 leicht unterdurchschnittlich	4 leicht unterdurchschnittlich
5 durchschnittlich	5 durchschnittlich	4 durchschnittlich	6 durchschnittlich	5 durchschnittlich
6 leicht überdurchschnittlich	6 leicht überdurchschnittlich	5 leicht überdurchschnittlich	7 leicht überdurchschnittlich	6 leicht überdurchschnittlich
7 überdurchschnittlich	7 überdurchschnittlich	6 überdurchschnittlich	8 überdurchschnittlich	7 überdurchschnittlich
8 weit überdurchschnittlich	8 weit überdurchschnittlich	7 weit überdurchschnittlich		
		8 sehr hoch		8 sehr hoch
9 am höchsten	9 am höchsten	9 am höchsten	9 am höchsten	9 am höchsten

10 vers. Wertelabel

2013/2014	gk_wev_k_quote	ha_wev_k_quote st_wev_k_quote p8_wev_k_quote pl_wev_k_quote
2013/2014	gk_mlo_k_lohas pl_mlo_k_lohas	ha_mlo_k_lohas st_mlo_k_lohas p8_mlo_k_lohas
2012.	ha_mmo_k_volumen p8_mmo_k_nahquote p8_mmo_k_fernvol	ha_mmo_k_fluktu
2013/2014	ha_mmo_k_volumen p8_mmo_k_volumen p8_mmo_k_nahquote p8_mmo_k_fernvol	ha_mmo_k_fluktu p8_mmo_k_fluktu
1 am niedrigsten	1 am niedrigsten	1 am niedrigsten
		2 sehr weit unterdurchschnittlich
2 weit unterdurchschnittlich	2 weit unterdurchschnittlich	3 weit unterdurchschnittlich
3 unterdurchschnittlich	3 unterdurchschnittlich	4 unterdurchschnittlich
4 leicht unterdurchschnittlich	4 leicht unterdurchschnittlich	5 leicht unterdurchschnittlich
5 durchschnittlich	5 durchschnittlich	6 durchschnittlich
6 leicht überdurchschnittlich	6 leicht überdurchschnittlich	7 leicht überdurchschnittlich
7 überdurchschnittlich	7 überdurchschnittlich	8 überdurchschnittlich
8 weit überdurchschnittlich	8 weit überdurchschnittlich	
9 am höchsten	9 am höchsten	9 am höchsten

12 vers. Wertelabel

	ha_mps_k_miniwag ha_mps_k_kleinwag ha_mps_k_unmittel			
2012.	ha_mps_k_mittel ha_mps_k_obmittel ha_mps_k_van		ha_mps_k_ober ha_mps_k_gelaende ha_mps_k_utility	ha_mps_k_cabrio ha_mps_k_sonsegme
	ha_mps_k_miniwag st_mps_k_miniwag ha_mps_k_kleinwag st_mps_k_kleinwag ha_mps_k_unmittel st_mps_k_unmittel st_mps_k_mittel ha_mps_k_obmittel st_mps_k_ober st_mps_k_cabrio st_mps_k_gelaende ha_mps_k_kombi st_mps_k_kombi st_mps_k_utility ha_mps_k_van			
2013.	st_mps_k_van	ha_mps_k_mittel st_mps_k_obmittel st_mps_k_sonsegme	ha_mps_k_ober ha_mps_k_gelaende ha_mps_k_utility	ha_mps_k_cabrio ha_mps_k_sonsegme
	ha_mps_k_miniwag st_mps_k_miniwag ha_mps_k_kleinwag st_mps_k_kleinwag ha_mps_k_unmittel st_mps_k_unmittel st_mps_k_mittel ha_mps_k_obmittel st_mps_k_ober st_mps_k_gelaende st_mps_k_kombi			
2014.	st_mps_k_utility ha_mps_k_van st_mps_k_van ha_mps_k_sonsegme	ha_mps_k_mittel st_mps_k_obmittel st_mps_k_cabrio st_mps_k_sonsegme	ha_mps_k_ober ha_mps_k_gelaende ha_mps_k_utility	ha_mps_k_cabrio ha_mps_k_kombi
1 am niedrigsten	1 am niedrigsten	1 am niedrigsten	1 am niedrigsten	1 am niedrigsten
		2 sehr weit unterdurchschnittlich		
2 weit unterdurchschnittlich	2 weit unterdurchschnittlich	3 weit unterdurchschnittlich		
3 unterdurchschnittlich	3 unterdurchschnittlich	4 unterdurchschnittlich	2 unterdurchschnittlich	2 unterdurchschnittlich
4 leicht unterdurchschnittlich	4 leicht unterdurchschnittlich	5 leicht unterdurchschnittlich		3 leicht unterdurchschnittlich
5 durchschnittlich	5 durchschnittlich	6 durchschnittlich	3 durchschnittlich	4 durchschnittlich
6 leicht überdurchschnittlich	6 leicht überdurchschnittlich	7 leicht überdurchschnittlich	4 leicht überdurchschnittlich	5 leicht überdurchschnittlich
7 überdurchschnittlich	7 überdurchschnittlich	8 überdurchschnittlich	5 überdurchschnittlich	6 überdurchschnittlich
8 weit überdurchschnittlich	8 weit überdurchschnittlich		6 weit überdurchschnittlich	7 weit überdurchschnittlich
			7 sehr hoch	8 sehr hoch
			8 extrem hoch	
9 am höchsten	9 am höchsten	9 am höchsten	9 am höchsten	9 am höchsten
2012.	ha_mso_k_status ha_mso_k_kinder		ha_mso_k_ausland	ha_mps_k_kombi
	p8_mso_k_ausland pl_mso_k_ausland ha_mso_k_status st_mso_k_status			
2013/2014	gk_mso_k_status pl_mso_k_status ha_mso_k_kinder st_mso_k_kinder	gk_mso_k_ausland p8_mso_k_status	ha_mso_k_ausland st_mso_k_ausland	
1 am niedrigsten	1 am niedrigsten	1 am niedrigsten	1 am niedrigsten	1 am niedrigsten
			2 extrem niedrig	
			3 sehr niedrig	
	2 sehr weit unterdurchschnittlich			
2 weit unterdurchschnittlich	3 weit unterdurchschnittlich	2 weit unterdurchschnittlich	4 weit unterdurchschnittlich	
3 unterdurchschnittlich	4 unterdurchschnittlich	3 unterdurchschnittlich	5 unterdurchschnittlich	2 unterdurchschnittlich
4 leicht unterdurchschnittlich	5 leicht unterdurchschnittlich	4 leicht unterdurchschnittlich	6 leicht unterdurchschnittlich	3 leicht unterdurchschnittlich
5 durchschnittlich	6 durchschnittlich	5 durchschnittlich	7 durchschnittlich	4 durchschnittlich
6 leicht überdurchschnittlich	7 leicht überdurchschnittlich	6 leicht überdurchschnittlich		5 leicht überdurchschnittlich
7 überdurchschnittlich	8 überdurchschnittlich	7 überdurchschnittlich	8 überdurchschnittlich	6 überdurchschnittlich
8 weit überdurchschnittlich		8 weit überdurchschnittlich		7 weit überdurchschnittlich
				8 weit überdurchschnittlich
9 am höchsten	9 am höchsten	9 am höchsten	9 am höchsten	9 am höchsten

Sonstiges

2013/2014	ha_mmo_k_saldo	p8_mmo_k_saldo
1 sehr stark negativ	1 sehr stark negativ	1 sehr stark negativ
2 stark negativ	2 stark negativ	2 stark negativ
3 negativ	3 negativ	3 negativ
		4 leicht negativ
4 ausgeglichen	4 ausgeglichen	5 ausgeglichen
5 leicht positiv	5 leicht positiv	6 leicht positiv
6 positiv	6 positiv	7 positiv
7 stark positiv	7 stark positiv	8 stark positiv
8 sehr stark positiv	8 sehr stark positiv	9 sehr stark positiv
9 am höchsten positiv	9 am höchsten positiv	
2013/2014	ha_mso_k_familie st_mso_k_familie gk_mso_k_familie	p8_mso_k_familie pl_mso_k_familie
1 überwiegend Alleinstehende/Singlehaushalte	1 überwiegend Alleinstehende/Singlehaushalte	1 überwiegend Alleinstehende/Singlehaushalte
2 weit überdurchschnittlicher Anteil von Singlehaushalten	2 weit überdurchschnittlicher Anteil von Singlehaushalten	
3 überdurchschnittlicher Anteil von Singlehaushalten	3 überdurchschnittlicher Anteil von Singlehaushalten	2 überdurchschnittlicher Anteil von Singlehaushalten
4 leicht überdurchschnittlicher Anteil von Singlehaushalten	4 leicht überdurchschnittlicher Anteil von Singlehaushalten	3 leicht überdurchschnittlicher Anteil von Singlehaushalten
5 gemischte Familienstruktur	5 gemischte Familienstruktur	4 gemischte Familienstruktur
6 leicht überdurchschnittlicher Anteil von Familien mit Kindern	6 leicht überdurchschnittlicher Anteil von Familien mit Kindern	5 leicht überdurchschnittlicher Anteil von Familien mit Kindern
7 überdurchschnittlicher Anteil von Familien mit Kindern	7 überdurchschnittlicher Anteil von Familien mit Kindern	6 überdurchschnittlicher Anteil von Familien mit Kindern
8 weit überdurchschnittlicher Anteil von Familien mit Kindern	8 weit überdurchschnittlicher Anteil von Familien mit Kindern	7 weit überdurchschnittlicher Anteil von Familien mit Kindern
		8 sehr hoher Anteil von Familien mit Kindern
9 nahezu ausschließlich Familien mit Kindern	9 nahezu ausschließlich Familien mit Kindern	9 nahezu ausschließlich Familien mit Kindern
2013/2014	ha_mps_k_domsegme	st_mps_k_domsegme
1 Miniwagen	1 Miniwagen	1 Miniwagen
2 Kleinwagen	2 Kleinwagen	2 Kleinwagen
3 unterer Mittelklassewagen	3 unterer Mittelklassewagen	3 unterer Mittelklassewagen
4 Mittelklassewagen	4 Mittelklassewagen	4 Mittelklassewagen
5 obere Mittelklasse- und Oberklassewagen	5 obere Mittelklasse- und Oberklassewagen	5 oberer Mittelklassewagen
6 Cabriolets	6 Cabriolets	6 Cabriolets
7 Geländewagen	7 Geländewagen	7 Geländewagen
8 Kombiwagen	8 Kombiwagen	8 Kombiwagen
9 Van	9 Van	9 Van
10 sonstige Segmente	10 sonstige Segmente	10 sonstige Segmente