



Data Dictionary

Not For Profit

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Fueling Marketing Insights



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Variable	Description	Units	Weight
POSTCODE	6-digit postal code		
HH_TOT	Total number of households	Count	
DW_AVALUE	Average dwelling value	Dollar	
DW_MVALUE	Median dwelling value	Dollar	
DW_MORT	Average dwelling value minus mortgage on principal residence	Dollar	
WNETWPT	Net worth including pension: Net worth of the household. (=Assets including current pensions valued on termination basis minus debts.)	Dollar	
IN_MHH	Median household income	Dollar	
IN_AHH	Average household income	Dollar	
D5220_5230	Contributions to Charity	Dollar	
D5220	Religious organizations	Dollar	
D5230	Non-religious charitable organizations	Dollar	
	WEIGHT		
PP15_	Population of age 15 and up	Count	
PP18_	Population of age 18 and up	Count	
	Donated to Charities in the Past 12 Months		
DNT_0	Donation in the past 12 months: Nothing	Percent	PP15_
DNT_20	Donation in the past 12 months: \$1 - \$20	Percent	PP15_
DNT_2150	Donation in the past 12 months: \$21 - \$50	Percent	PP15_
DNT_51100	Donation in the past 12 months: \$51 - \$100	Percent	PP15_
DNT_101500	Donation in the past 12 months: \$101 - \$500	Percent	PP15_
DNT_500_	Donation in the past 12 months: More than \$500	Percent	PP15_
	Lotteries and Casinos		
	Bought Lottery Tickets Past Month		
LT_SPCLT	Lottery tickets past year: Hospital/Special event/Charity	Percent	PP18_
	Lottery Tickets and/or Casinos Visiting: Regularly		
LT_SPCLT_R	Lottery - Hospital/Special event/Charity: Regularly	Percent	PP18_
	Lottery Tickets and/or Casinos Visiting: Occasionally		
LT_SPCLT_O	Lottery - Hospital/Special event/Charity: Occasionally	Percent	PP18_
	Participated Sports/Activities in Season		
LS_VOL	Sports/Activities in season: Volunteer work	Percent	PP15_
	Participated Sports/Activities Regularly		
LS_VOL_R	Sports/Activities: Volunteer work-Regularly	Percent	PP15_
	Participated Sports/Activities Occasionally		
LS_VOL_O	Sports/Activities: Volunteer work: Occasionally	Percent	PP15_