

## **Data Dictionary**

## **Not For Profit Organizations**

## Fueling Marketing Insights

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## Not For Profit Organizations

Category	Variable	Description	Units	Weight
GEOGRAPHY	POSTCODE	6-DIGIT POSTAL CODE		
DEMOGRAPHICS	HH_TOT	Total number of households	Count	
Wealth and Assets	DW AVALUE	Average Dwelling Value	Dollar	
Wealth and Assets	DW MVALUE	Median Dwelling Value	Dollar	
Wealth and Assets	DW MORT	Average Dwelling Value Minus Mortgage on Principal Residence	Dollar	
	WNETWPT	NET WORTH INCLUDING PENSION : Net worth of the household.	Dollar	
Wealth and Assets		(=Assets including current pensions valued on termination basis	201141	
		minus debts.)		
Income	IN MHH	Median Household Income	Dollar	
Income	IN AHH	Average Household Income	Dollar	
			Donal	
CONTRIBUTIONS TO CHARITY	D5220_5230	CONTRIBUTIONS TO CHARITY	Dollar	
CONTRIBUTIONS TO CHARITY	D5220	RELIGIOUS ORGANIZATIONS	Dollar	
CONTRIBUTIONS TO CHARITY	D5230	NON-RELIGIOUS CHARITABLE ORGANIZATIONS	Dollar	
		WEIGHT		
	PP15_	Population of age 15 and up	Count	
	PP18_	Population of age 18 and up	Count	
Numeris Financial Patterns		Donated to Charities in the Past 12 Months		
Numeris Financial	DNT_0	Donation in the past 12 months: Nothing	Percent	PP15_
Patterns				
Numeris Financial	DNT_20	Donation in the past 12 months: \$1 - \$20	Percent	PP15_
Patterns				
Numeris Financial	DNT_2150	Donation in the past 12 months: \$21 - \$50	Percent	PP15_
Patterns				
Numeris Financial	DNT_51100	Donation in the past 12 months: \$51 - \$100	Percent	PP15_
Patterns				
Numeris Financial	DNT_101500	Donation in the past 12 months: \$101 - \$500	Percent	PP15_
Patterns				
Numeris Financial	DNT_500_	Donation in the past 12 months: More than \$500	Percent	PP15_
Patterns				
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Numeris Leisure		Lotteries and Casinos		
Numeris Leisure		Bought Lottery Tickets Past Month	Densit	0010
Numeris Leisure	LT_SPCLT	Lottery tickets past year: Hospital/Special event/Charity	Percent	PP18_
Numeris Leisure		Lottery Tickets and/or Casinos Visiting: Regularly	Derect	0010
Numeris Leisure	LT_SPCLT_R	Lottery - Hospital/Special event/Charity: Regularly	Percent	PP18_
Numeris Leisure		Lottery Tickets and/or Casinos Visiting: Occasionally	Denter	004.0
Numeris Leisure	LT_SPCLT_O	Lottery - Hospital/Special event/Charity: Occasionally	Percent	PP18_
Numeris Leisure		Participated Sports/Activities in Season	Denter	0045
Numeris Leisure	LS_VOL	Sports/Activities in season: Volunteer work	Percent	PP15_
Numeris Leisure		Participated Sports/Activities Regularly	Den 1	0045
Numeris Leisure	LS_VOL_R	Sports/Activities: Volunteer work-Regularly	Percent	PP15_
Numeris Leisure		Participated Sports/Activities Occasionally	-	004-
Numeris Leisure	LS_VOL_O	Sports/Activities: Volunteer work: Occasionally	Percent	PP15_