

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PRODUCT
0	CODE	Code	Geography	
0	GEO	Geographic Summarization Indicator	Geography	
1	WFBBASHHD	Total Households	Basics	Core
2	WFBAS15HP	Household Population 15+	Basics	Core
3	WFBHNIA	Household Income - Average	Incomes	Core
4	WFBDISPA	Household Disposable Income - Average	Incomes	Core
5	WFBDISCA	Household Discretionary Income - Average	Incomes	Core
6	WFBWORTH	Net Worth - Propensity	WealthScapes Totals	Core
7	WFBWORTH	Net Worth - Average	WealthScapes Totals	Core
8	WFBASSETP	Assets - Propensity	WealthScapes Totals	Core
9	WFBASSETA	Assets - Average	WealthScapes Totals	Core
10	WFBDEBTP	Debt - Propensity	WealthScapes Totals	Core
11	WFBDEBTA	Debt - Average	WealthScapes Totals	Core
12	WFBFINASTP	Financial Assets - Propensity	Financial Assets	Core
13	WFBFINASTA	Financial Assets - Average	Financial Assets	Core
14	WFBUNLISTP	Unlisted Shares - Propensity	Financial Assets	Core
15	WFBUNLISTA	Unlisted Shares - Average	Financial Assets	Core
16	WFBLIQASTP	Liquid Assets - Propensity	Financial Assets	Core
17	WFBLIQASTA	Liquid Assets - Average	Financial Assets	Core
18	WFBLIQRRSPP	Liquid Assets - RRSP - Propensity	Financial Assets	Core
19	WFBLIQRRSPA	Liquid Assets - RRSP - Average	Financial Assets	Core
20	WFBLIQRRIFP	Liquid Assets - RRIF - Propensity	Financial Assets	Core
21	WFBLIQRRIFA	Liquid Assets - RRIF - Average	Financial Assets	Core
22	WFBSAVNGP	Total Savings - Propensity	Assets	Core
23	WFBSAVNGA	Total Savings - Average	Assets	Core
24	WFBINVESTP	Total Investments - Propensity	Assets	Core
25	WFBINVESTA	Total Investments - Average	Assets	Core
26	WFBREP	Total Real Estate - Propensity	Assets	Core
27	WFBREA	Total Real Estate - Average	Assets	Core
28	WFBCEBTP	Total Consumer Debt - Propensity	Debt	Core
29	WFBCEBTA	Total Consumer Debt - Average	Debt	Core
30	WFBPENSIO	Employer Pension Plans - Propensity	Pensions	Core
31	WFBPENSIOA	Employer Pension Plans - Average	Pensions	Core
32	WFBMG006A	Total Charitable Contributions - Average	Gifts of Money and Contributions	Core
33	WFBMG007A	Charitable contributions - Religious organizations - Average	Gifts of Money and Contributions	Core
34	WFBMG008A	Charitable contributions - Other organizations - Average	Gifts of Money and Contributions	Core
35	WFB1DAD03P	Amount of donations [Pst Yr] - Mail - Propensity	Gifts of Money and Contributions	Core
36	WFB1DAD03A	Amount of donations [Pst Yr] - Mail - Average (Dollars)	Gifts of Money and Contributions	Core
37	WFB1DAD06P	Amount of donations [Pst Yr] - Online - Propensity	Gifts of Money and Contributions	Core
38	WFB1DAD06A	Amount of donations [Pst Yr] - Online - Average (Dollars)	Gifts of Money and Contributions	Core
0	CODE		Basics	AgeByIncome
0	GEO		Basics	AgeByIncome
1	WFBBASHHD	Total Households	Basics	AgeByIncome
2	WFAMAAA	Maintainers 15-35: Income - Average	Income by Maintainer Age	AgeByIncome
3	WFAMABA	Maintainers 35-44: Income - Average	Income by Maintainer Age	AgeByIncome
4	WFAMACA	Maintainers 45-54: Income - Average	Income by Maintainer Age	AgeByIncome
5	WFAMADA	Maintainers 55-64: Income - Average	Income by Maintainer Age	AgeByIncome
6	WFAMAEA	Maintainers 65-74: Income - Average	Income by Maintainer Age	AgeByIncome
7	WFAMAFA	Maintainers 75+: Income - Average	Income by Maintainer Age	AgeByIncome
0	CODE		Basics	LiquidAssets
0	GEO		Basics	LiquidAssets
1	WFBBASHHD	Total Households	Basics	LiquidAssets
2	WFLM1LIQA	Maintainers 15-35: Liquid Assets - Average	Liquid Assets by Maintainer Age	LiquidAssets
3	WFLM2LIQA	Maintainers 35-44: Liquid Assets - Average	Liquid Assets by Maintainer Age	LiquidAssets
4	WFLM3LIQA	Maintainers 45-54: Liquid Assets - Average	Liquid Assets by Maintainer Age	LiquidAssets
5	WFLM4LIQA	Maintainers 55-64: Liquid Assets - Average	Liquid Assets by Maintainer Age	LiquidAssets
6	WFLM5LIQA	Maintainers 65-74: Liquid Assets - Average	Liquid Assets by Maintainer Age	LiquidAssets
7	WFLM6LIQA	Maintainers 75+: Liquid Assets - Average	Liquid Assets by Maintainer Age	LiquidAssets