

## General Data Set Description

(10<sup>th</sup> GVU WWW User Survey – General Demographics portion)

### Targets

MAJORDER	whether or not a respondent made a purchase of > \$100
COOKIE	whether or not a respondent ever changed cookie preferences

### Inputs (38 categorical variables)

NETYRS	Years on internet (<0.5, 0.5–1, 1–3, 4–6, ≥7)
LANGUAGE	Chinese=2, Japanese=3, Russian=4, English=5, French=6, German=7, Spanish=8, Danish=9, Dutch=10, Italian=11, Greek=12, Portuguese=13, Hebrew=14, Norwegian=15, Swedish=16, Korean=17, Other=18
DISVIS	Vision Disability (No=0, Yes=1)
DISHEAR	Hearing Disability (No=0, Yes=1)
DISMOTO	Motor Disability (No=0, Yes=1)
DISCOG	Cognitive Disability (No=0, Yes=1)
WWWHOME	Access www from Home (Daily, Weekly, Monthly, <Once/Month, Never)
WWWWORK	Access www from Work (Daily, Weekly, Monthly, <Once/Month, Never)
WWWSCHE	Access www from School (Daily, Weekly, Monthly, <Once/Month, Never)
WWWPub	Access www from Public Terminal (Daily, Weekly, Monthly, <Once/Month, Never)
PAYSELF	Self pays for access
PAYDAD	Parents pay for access
PAYWORK	Work pays for access
PAYSCH	School pays for access
VOTE	Registered to vote (No=2, Yes=3, NA=4)
INDUSTRY	Type of Industry
OCCUPAT	Type of Occupation
SECTOR	Public=1, Private=2, Not-for-profit=3, Other=5
MAILTO	Profession Correspondence is with (public=1, private=2, not-for-profit=3, other=5)
BUDGET	Organization's total budget in \$M (<1, 1-10, 10-100, 100-500, 500-1000, >1000)
REVSPRI	Revenues are from sales to private
REVSGOV	Revenues are from sales to government
REVCPRI	Revenues are from contracts with private
REVCgov	Revenues are from contracts with government

REVSCOTH	Revenues are from contracts from other
REVAPPRO	Revenues are from government appropriations
REVUSER	Revenues are from user fees
REVDONAT	Revenues are from donations
EDU	Educational attainment (grammar, high school, vocational/technical, some college, college, masters, doctoral, professional, other)
GENDER	Female, Male
RACE	White=2, African American=3, Indigenous=4, Asian=5, Hispanic=6, Latino=7, Multiracial=8, Other=9
MARITAL	Marital status (divorced=2, other=3, married=4, separated=5, single=6, widowed=7)
LOCATION	Africa, Antarctica, Asia, Oceania, Europe, USA, Canada, Mexico, Central America, South America, Middle East, West Indies
AREA	Urban, Suburban, Rural
CHILDREN	Number of children in household (0=1, 1=2, 2=3, 3=4, ≥4=5)
INCOME	Household income (,\$10k=2, \$10k-19k=3, \$20k-29k=4, \$30k-39k=5, \$40k-49k=6, \$50k-74k=7, \$75k-99k=8, ≥\$100k=9)
AGE	Age category in 5 year increments (<5, 5-10, ..., 81-85, >85)
PLATFORM	Primary Computing Platform (DOS=1, Mac/Sys=2, Mac=3, OS2=4, Unix=5, PC Unix=6, Windows=7, NT=8, Win95=9, Win98=10, VT100=11, WebTV=12, Other=14)