SD_dataset

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1. A description of the dataset.

The dataset of our choice is a result of a **Speed Dating Experiment** that was conducted in years 2002 - 2004 by professors of Colombia University for their paper entitled *Gender Differences in Mate Selection: Evidence From a Speed Dating Experiment*. The goal of this two-year experiment was to discover what features and factors play the most important role during first minutes of a date. Overall, there were 21 speed dating events (waves), with participants ranging from 12 to 44 in each, which in overall sums up to 551 people. Those subjects were drawn from students in graduate and professional schools at Columbia University. Each date lasted 4 minutes.

The dataset also includes questionnaire data gathered from participants at different stages of the process. Attendees answered questions about their dating habits, self-perception, beliefs on what others may find attractive in a mate, lifestyle, demographics and many more. The process consisted of 4 steps:

- Signup (Time 1) filling out a survey in order to register for the event;
- Answering questions half way through meeting all potential dates during the night of the event;
- 1st Followup (Time 2) filling out a survey the day after participating in the event;
- 2nd Followup (Time 3) filling out a survey 3-4 weeks after participants had been sent their matches.

```
library(dplyr)
library(ggplot2)
library(reshape2)
setwd('C:/Users/katin/Desktop/Folder/STUDIA/DTU/Semestr I/Intro to ML/Project I')
SD <- read.csv('Speed Dating Data.csv')
# numdim(SDber of rows and columns
dim(SD)
## [1] 8378 195
# number of women
length(unique(SD$iid[which(SD$gender == 0)])) # 274
## [1] 274
# number of men
length(unique(SD$iid[which(SD$gender == 1)])) # 277
## [1] 277
274 + 277
## [1] 551
```

Missin values

```
NAs <- sapply(SD, function(x) sum(is.na(x)))
sort(NAs[which(NAs > 0)])
##
                                           imprace imprelig
                                                                 goal
                                                                         go_out
         id
                  pid
                          race
                                  race_o
##
                            63
                                                                   79
                                                                             79
          1
                   10
                                      73
                                                79
                                                         79
##
     sports tysports exercise
                                          museums
                                                         art
                                                               hiking
                                                                         gaming
                                  dining
##
                                                         79
         79
                   79
                            79
                                      79
                                                79
                                                                   79
                                                                             79
## clubbing
                                                                music shopping
             reading
                            tv
                                 theater
                                            movies concerts
##
         79
                                      79
                                                79
                                                          79
                                                                   79
                                                                             79
                   79
                            79
                       sinc1_1 intel1_1
##
                                           attr2_1
                                                    sinc2_1 intel2_1
                                                                         fun2_1
       yoga
             attr1_1
##
         79
                   79
                            79
                                      79
                                                79
                                                          79
                                                                   79
                                                                             79
##
                                                              shar2_1
                                                     amb2_1
                                                                            age
  field_cd pf_o_att pf_o_sin pf_o_int
                                            fun1_1
##
                   89
                            89
                                      89
                                                89
                                                         89
                                                                   89
                                                                             95
##
       date pf_o_fun
                                                    attr3_1
                                                              sinc3_1
                                                                         fun3_1
                        amb1_1 exphappy
                                             age_o
##
         97
                            99
                                               104
                                                         105
                                                                  105
                                                                            105
                   98
                                     101
##
   intel3_1
              amb3_1 pf_o_amb
                                 shar1_1 pf_o_sha career_c int_corr
                                                                           attr
##
        105
                  105
                            107
                                     121
                                               129
                                                         138
                                                                  158
                                                                            202
##
                 like
                        like_o
                                                              intel_o
                                                                           prob
     attr_o
                                    sinc
                                            sinc_o
                                                      intel
##
        212
                  240
                            250
                                     277
                                               287
                                                         296
                                                                  306
                                                                            309
##
                                                                        satis 2
                  fun
                                                                amb o
     prob_o
                         fun o
                                     met
                                             met o
                                                         amb
##
        318
                  350
                            360
                                     375
                                               385
                                                         712
                                                                  722
                                                                            915
##
             sinc1 2 intel1 2
     length
                                  fun1 2
                                            amb1 2
                                                    shar1 2
                                                              attr3 2
                                                                        sinc3 2
##
        915
                  915
                           915
                                     915
                                               915
                                                        915
                                                                  915
                                                                            915
## intel3 2
              fun3_2
                        amb3_2 attr1_2 numdat_2
                                                       shar
                                                               shar_o match_es
##
        915
                  915
                            915
                                     933
                                               945
                                                       1067
                                                                 1076
                                                                           1173
##
   positin1
                       sinc4_1 intel4_1
                                                     amb4_1
                                                              shar4_1
                                                                       attr4 2
             attr4_1
                                            fun4_1
##
       1846
                 1889
                          1889
                                    1889
                                              1889
                                                       1889
                                                                 1911
                                                                           2603
##
    sinc4_2 intel4_2
                        fun4_2
                                  amb4_2
                                          shar4_2
                                                    attr2_2
                                                              sinc2_2 intel2_2
##
       2603
                 2603
                          2603
                                    2603
                                              2603
                                                       2603
                                                                 2603
                                                                           2603
##
     fun2_2
              amb2_2
                       shar2_2
                                 attr5_1
                                          sinc5_1 intel5_1
                                                               fun5_1
                                                                         amb5_1
##
       2603
                 2603
                          2603
                                              3472
                                                       3472
                                                                 3472
                                                                           3472
                                    3472
##
    attr5_2
             sinc5_2 intel5_2
                                  fun5_2
                                           amb5_2 attr1_s
                                                              sinc1_s intel1_s
##
                                              4001
       4001
                 4001
                          4001
                                    4001
                                                       4282
                                                                 4282
                                                                           4282
##
     fun1_s
              amb1_s
                       shar1_s
                                 attr3_s
                                          sinc3_s intel3_s
                                                               fun3 s
                                                                         amb3 s
       4282
                 4282
##
                          4282
                                    4378
                                              4378
                                                       4378
                                                                 4378
                                                                           4378
   you_call them_cal
                        date_3
                                 attr1_3
                                          sinc1_3 intel1_3
                                                               fun1_3
                                                                         amb1_3
##
##
                 4404
                                    4404
                                              4404
                                                       4404
                                                                 4404
       4404
                          4404
                                                                           4404
                                                                        sinc4_3
    shar1 3
             attr3 3
                       sinc3 3 intel3 3
                                           fun3 3
                                                     amb3 3
##
                                                              attr4 3
                                              4404
                                                       4404
##
       4404
                 4404
                          4404
                                    4404
                                                                 5419
                                                                           5419
##
   intel4 3
              fun4_3
                        amb4_3
                                 shar4_3
                                          attr2_3
                                                    sinc2_3 intel2_3
                                                                         fun2 3
##
       5419
                 5419
                          5419
                                                       5419
                                                                           5419
                                    5419
                                              5419
                                                                 5419
##
     amb2_3
             attr7_3
                       sinc7_3 intel7_3
                                           fun7_3
                                                     amb7_3
                                                              shar7_3
                                                                        shar2_3
##
                                              6362
                                                                 6362
       5419
                 6362
                          6362
                                    6362
                                                       6362
                                                                           6362
##
    attr5_3
             sinc5_3 intel5_3
                                  fun5_3
                                            amb5_3
                                                    attr7_2 intel7_2
                                                                         fun7_2
##
       6362
                 6362
                          6362
                                    6362
                                              6362
                                                       6394
                                                                 6394
                                                                           6394
##
    shar7_2
             sinc7_2
                        amb7_2
                                  expnum numdat_3 num_in_3
##
       6404
                 6423
                          6423
                                    6578
                                              6882
                                                       7710
#filling one missing value in last id row
SD[which(is.na(SD$id)), 1:2] <- 22
# filling 10 missing values in pid columns
SD[which(is.na(SD$pid)), 1:15] # partner's id - 7
```

```
##
        iid id gender idg condtn wave round position positin1 order partner pid
## 1756 122 1
                    1
                        2
                               1
                                    5
                                         10
                                                           NA
                                                                  6
                                                                          7 NA
## 1766 123 2
                                                                          7 NA
                    1
                        4
                               1
                                    5
                                         10
                                                           NA
                                                                 10
## 1776 124 3
                                    5
                                         10
                                                                  3
                    1
                        6
                               1
                                                   4
                                                           NA
                                                                          7
                                                                             NA
## 1786 125 4
                       8
                               1
                                    5
                                         10
                                                   4
                                                                  8
                                                                          7 NA
                    1
                                                           NA
## 1796 126 5
                    1 10
                               1
                                    5
                                         10
                                                   4
                                                           NA
                                                                  1
                                                                          7 NA
## 1806 127 6
                                                                  7
                    1
                      12
                               1
                                    5
                                         10
                                                   4
                                                           NA
                                                                          7 NA
## 1816 128 7
                    1 14
                                    5
                                       10
                                                   4
                                                                  9
                                                                          7 NA
                               1
                                                           NA
                                    5
## 1826 129 8
                    1 15
                               1
                                       10
                                                           NA
                                                                  5
                                                                          7 NA
## 1836 130 9
                    1 16
                                    5
                                       10
                                                   4
                                                           NA
                                                                  2
                                                                          7 NA
                               1
                                    5
                                                                          7 NA
## 1846 131 10
                    1 18
                               1
                                       10
                                                   4
                                                           NA
                                                                  4
##
        match int_corr samerace
## 1756
           0
                -0.12
## 1766
                -0.29
                              0
            0
## 1776
           0
                 -0.05
                              0
## 1786
                  0.15
                              0
           0
## 1796
           0
                  0.01
## 1806
           0
                  0.38
                              0
## 1816
           0
                 -0.05
                              0
## 1826
            0
                  0.09
## 1836
                 -0.40
                              0
            0
## 1846
            0
                 -0.14
                              0
SD[which(SD$id == 7 & SD$wave == 5), 1:2] # we have to fill these 10 NAs with 128
##
        iid id
## 1807 128 7
## 1808 128 7
## 1809 128
## 1810 128 7
## 1811 128 7
## 1812 128 7
## 1813 128 7
## 1814 128 7
## 1815 128 7
## 1816 128 7
SD[which(is.na(SD$pid)), 'pid'] <- 128</pre>
s = 0
NAs <- sapply(df, function(x) sum(is.na(x))); NAs
## Warning in is.na(x): 'is.na()' zastosowane do nie-listy lub nie-wektora typu
## 'symbol'
## Warning in is.na(x): 'is.na()' zastosowane do nie-listy lub nie-wektora typu
## 'symbol'
## Warning in is.na(x): 'is.na()' zastosowane do nie-listy lub nie-wektora typu
## 'symbol'
## Warning in is.na(x): 'is.na()' zastosowane do nie-listy lub nie-wektora typu
## 'symbol'
```

```
## Warning in is.na(x): 'is.na()' zastosowane do nie-listy lub nie-wektora typu
## 'language'
##
     x df1 df2 ncp log
##
         0 0 0
NAs_sum <- sum(NAs); NAs_sum</pre>
## [1] 0
DF \leftarrow SD[, 70:75]
df <- DF[!complete.cases(DF),]</pre>
dim(df); sum(rowSums(df, na.rm = T) == 100) # so there are 42 rows where we can impute 0s
## [1] 121
## [1] 42
df[which(df[,1] + df[,2] + df[,3] == 100),]
        attr1_1 sinc1_1 intel1_1 fun1_1 amb1_1 shar1_1
##
## 1827
              80
                       10
                                 10
                                        NA
                                                NA
## 1828
              80
                       10
                                 10
                                        NA
                                                NA
                                                         NA
## 1829
              80
                       10
                                 10
                                        NA
                                                NA
                                                         NA
## 1830
              80
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                                 10
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## 1831
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## 1835
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                                 10
                                        NA
                                                NA
                                                         NA
## 1836
              80
                       10
                                 10
                                        NA
                                                NA
                                                         NA
df[which(df[,1] + df[,2] + df[,3] == 100), c(4:6)] <- 0
df[which(df[,1] + df[,2] + df[,3] + df[,4] == 100),]
##
        attr1_1 sinc1_1 intel1_1 fun1_1 amb1_1 shar1_1
## 1817
              40
                       20
                                 20
                                        20
                                                NA
                                                         NA
## 1818
              40
                       20
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                                                NA
                                                         NA
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## 1819
              40
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                                                         NA
## 1820
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## 1821
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## 1825
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## 1826
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                                 20
                                        20
              40
                                                NA
                                                         NA
## 1827
              80
                       10
                                 10
                                         0
                                                 0
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## 1828
              80
                       10
                                 10
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                                                 0
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## 1829
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## 1830
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## 1831
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## 1832
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## 1834
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## 1835
              80
                       10
                                 10
                                         0
## 1836
                       10
                                                 0
                                                          0
              80
                                 10
                                         0
```

```
df[which(df[,1] + df[,2] + df[,3] + df[,4] == 100), c(5:6)] <- 0
df[which(df[,1] + df[,2] + df[,3] + df[,4] + df[,5] == 100),]
         attr1_1 sinc1_1 intel1_1 fun1_1 amb1_1 shar1_1
##
## 1817
              40
                       20
                                 20
                                         20
                                                  0
## 1818
              40
                       20
                                 20
                                         20
                                                  0
                                                           0
## 1819
              40
                       20
                                 20
                                         20
                                                  0
                                                           0
## 1820
              40
                       20
                                 20
                                         20
                                                  0
                                                           0
## 1821
                                                           0
              40
                       20
                                 20
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## 1822
              40
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## 1823
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## 1824
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## 1825
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## 1826
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## 1827
              80
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## 1828
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## 1831
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## 1833
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## 1834
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## 1835
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## 1836
                       10
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                                                           0
              80
                                          0
## 7829
              40
                       10
                                 30
                                         10
                                                 10
                                                          NA
## 7830
              40
                       10
                                 30
                                                 10
                                                          NA
                                         10
## 7831
              40
                       10
                                 30
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                                                          NA
## 7832
              40
                       10
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## 7833
              40
                       10
                                 30
                                         10
                                                 10
                                                          NA
## 7834
              40
                       10
                                 30
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                                                 10
                                                          NA
## 7835
              40
                       10
                                 30
                                         10
                                                 10
                                                          NA
## 7836
              40
                       10
                                 30
                                         10
                                                 10
                                                          NA
## 7837
              40
                       10
                                 30
                                         10
                                                 10
                                                          NA
## 7838
              40
                       10
                                 30
                                         10
                                                 10
                                                          NA
## 7839
              40
                       10
                                 30
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                                                 10
                                                          NA
## 7840
              40
                       10
                                 30
                                         10
                                                 10
                                                          NA
                                 30
## 7841
              40
                       10
                                         10
                                                 10
                                                          NA
## 7842
              40
                       10
                                 30
                                         10
                                                 10
                                                          NA
## 7843
              40
                       10
                                 30
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                                                 10
                                                          NA
## 7844
              40
                       10
                                 30
                                         10
                                                 10
                                                          NA
## 7845
              40
                       10
                                 30
                                                 10
                                                          NA
                                         10
## 7846
              40
                       10
                                 30
                                         10
                                                 10
                                                          NA
## 7847
              40
                       10
                                 30
                                         10
                                                 10
                                                          NA
## 7848
              40
                       10
                                 30
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                                                 10
                                                          NA
                                                          NA
## 7849
              40
                       10
                                 30
                                         10
                                                 10
## 7850
              40
                       10
                                 30
                                         10
                                                 10
                                                          NA
df[which(df[,1] + df[,2] + df[,3] + df[,4] + df[,5] == 100), 6] <-0
DF[!complete.cases(DF),] <- df</pre>
SD[,70:75] \leftarrow DF
# adding one column with explanation for race column (matching index with race names)
```

```
race_idx <- unique(SD$race)</pre>
race_val <- c('Asian', 'European', 'Other', 'Latino', 'Black', NA)
SD$race_explained <- race_val[match(SD$race, race_idx)]</pre>
# adding one column with explanation for field_cd column (matching index with race names)
# DISCUSS WITH ALVILS IMPUTING DATA INTO field_cd as 9 (because field is Operations Research)
field_idx \leftarrow c(1:18, NA)
field_val <- c('Law', 'Math', 'Social Science, Psychologist', 'Medical Science/Pharmaceuticals/Bio Tech
              'Engineering', 'English/Creative Writing/ Journalism', 'History/Religion/Philosophy',
              'Business/Econ/Finance', 'Education, Academia', 'Biological Sciences/Chemistry/Physics',
             'Social Work', 'Undergrad/undecided', 'Political Science/International Affairs',
              'Film', 'Fine Arts/Arts Administration', 'Languages', 'Architecture', 'Other', 'Other')
SD$field_explained <- field_val[match(SD$field_cd, field_idx)]
# converting income from string to numeric
SD$income <- as.numeric(gsub(',', "", SD$income, fixed = T))
sum(is.na(SD$income))
## [1] 4099
unique(SD$field_cd)
## [1] 1 2 13 8 5 9 3 11 NA 12 4 7 6 10 14 16 15 17 18
summary(SD[SD$wave >= 6 & SD$wave <= 9,129:134])</pre>
##
      attr1_2
                      sinc1_2
                                      intel1_2
                                                      fun1_2
                                   Min. :13.95
## Min. :10.00
                   Min. : 5.00
                                                  Min.
                                                         :11.11
## 1st Qu.:15.38
                  1st Qu.:16.07
                                   1st Qu.:17.39
                                                  1st Qu.:15.69
## Median :16.67 Median :17.65 Median :18.52
                                                  Median :17.78
## Mean
         :17.45 Mean :17.36
                                   Mean :18.79
                                                  Mean :17.34
## 3rd Qu.:19.05
                   3rd Qu.:19.15
                                   3rd Qu.:20.00
                                                  3rd Qu.:18.75
## Max.
          :26.32 Max.
                          :23.81
                                   Max.
                                         :25.00
                                                  Max.
                                                         :25.00
## NA's
         :164
                   NA's
                        :164
                                   NA's
                                        :164
                                                  NA's
                                                         :164
##
       amb1_2
                      shar1 2
## Min. : 2.50 Min. : 4.76
## 1st Qu.:12.77 1st Qu.:12.96
## Median :15.38
                  Median :14.58
## Mean
         :14.65
                  Mean :14.40
## 3rd Qu.:16.67
                   3rd Qu.:16.67
## Max.
          :22.22
                          :22.50
                   Max.
## NA's
          :164
                   NA's
                          :164
# Waves 6 - 9:
\# attr4_1 - shar4_1 have values between 0 and 10
# attr2_1 - shar2_1 OK
# attr1_2 - shar1_2 OK
# Age analysis
sum(is.na(SD$age))
## [1] 95
SD[is.na(SD$age), 1:10]
```

iid id gender idg condtn wave round position positin1 order

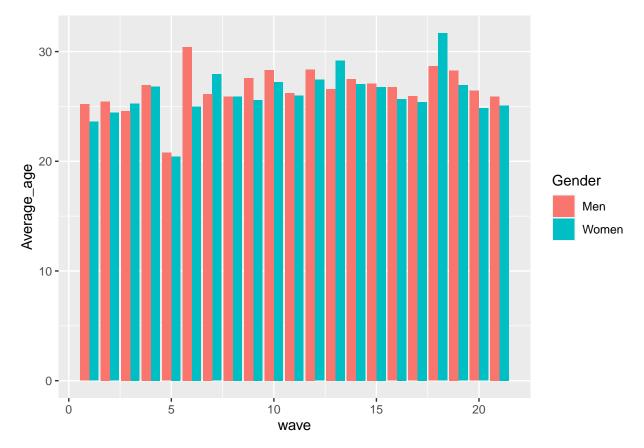
##

##	829	58	3	0	5	1	3	10	7	NA	9
	830	58	3	0	5	1	3	10	7	NA	5
	831	58	3	0	5	1	3	10	7	NA	10
	832	58	3	0	5	1	3	10	7	NA	1
	833	58	3	0	5	1	3	10	7	NA	6
	834	58	3	0	5	1	3	10	7	NA	4
	835	58	3	0	5	1	3	10	7	NA NA	3
	836	58	3	0	5	1	3	10	7	NA NA	3 7
	837	58	3	0	5	1	3	10	7	NA NA	2
	838	58	3	0	5	1	3	10	7	NA NA	8
	839	59	4	0	7	1	3	10	8	NA NA	10
	840	59		0	7	1	3				
	841	59	4		7	1	3	10	8	NA NA	6
	842		4	0				10	8	NA	1
		59	4	0	7	1	3	10	8	NA	2
	843	59	4	0	7	1	3	10	8	NA	7
	844	59	4	0	7	1	3	10	8	NA	5
	845	59	4	0	7	1	3	10	8	NA	4
	846	59	4	0	7	1	3	10	8	NA	8
	847	59	4	0	7	1	3	10	8	NA	3
	848	59	4	0	7	1	3	10	8	NA	9
##	1817		8	1	15	1	5	10	6	NA	7
##	1818		8	1	15	1	5	10	9	NA	10
##	1819		8	1	15	1	5	10	7	NA	8
##	1820		8	1	15	1	5	10	1	NA	2
##	1821		8	1	15	1	5	10	8	NA	9
##	1822		8	1	15	1	5	10	2	NA	3
##	1823		8	1	15	1	5	10	5	NA	6
##	1824		8	1	15	1	5	10	3	NA	4
##	1825		8	1	15	1	5	10	10	NA	1
##	1826		8	1	15	1	5	10	4	NA	5
##	1867		6	0	8	1	6	5	5	5	3
##	1868		6	0	8	1	6	5	5	5	5
##	1869		6	0	8	1	6	5	5	5	1
##	1870		6	0	8	1	6	5	5	5	2
##	1871		6	0	8	1	6	5	5	5	4
##	5005		8	1	16	1	13	10	1	1	1
##	5006	339	8	1	16	1	13	10	5	5	5
	5007		8	1	16	1	13	10	4	4	4
	5008		8	1	16	1	13	10	6	6	6
	5009		8	1	16	1	13	10	3	3	3
	5010		8	1	16	1	13	10	9	9	9
	5011		8	1	16	1	13	10	2	2	2
	5012		8	1	16	1	13	10	10	10	10
##	5013		8	1	16	1	13	10	7	7	7
##	5014		8	1	16	1	13	10	8	8	8
##	5015	340	9	1	18	1	13	10	1	1	9
##	5016	340	9	1	18	1	13	10	5	5	3
##	5017		9	1	18	1	13	10	4	4	2
##	5018	340	9	1	18	1	13	10	6	6	4
##	5019	340	9	1	18	1	13	10	3	3	1
	5020		9	1	18	1	13	10	9	9	7
##	5021	340	9	1	18	1	13	10	2	2	10
##	5022	340	9	1	18	1	13	10	10	10	8
##	5023	340	9	1	18	1	13	10	7	7	5

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## 5024 340
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## 5115 346
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## 5116 346
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## 5117 346
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## 5118 346
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## 5119 346
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## 5120 346
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## 5121 346
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## 5123 346
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## 5124 346
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## 5131 346
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## 7480 512
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## 7485 512
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## 7486 512
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## 7488 512
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## 7489 512
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## 7490 512
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## 7491 512
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## 7492 512
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## 7494 512
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## 7495 512
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## 7497 512
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## 7498 512
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                                              22
age_df <- subset(SD, !duplicated(SD[,1])) %>%
  filter(!is.na(age)) %>%
  group_by(wave, gender) %>%
  summarize(Average_age = mean(age))
## `summarise()` regrouping output by 'wave' (override with `.groups` argument)
SD %>% nrow()
## [1] 8378
nrow(SD)
## [1] 8378
```

```
age_df$gender <- ifelse(age_df$gender == 0, 'Women', 'Men')

# Mean age per wave
age_df %>% ggplot(aes(x = wave, y = Average_age, fill = gender)) +
geom_bar(stat = 'identity', position = 'dodge') +
scale_fill_discrete(name = "Gender")
```

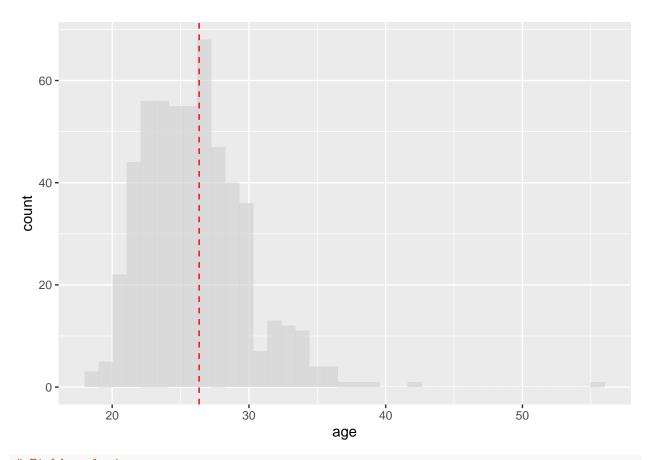


```
age_df <- subset(SD, !duplicated(SD$iid), select = c(iid, gender, age)) %>%
  filter(!is.na(age)) %>%
  mutate(mean = mean(age))
age_df$gender <- ifelse(age_df$gender == 0, 'Women', 'Men')

# Histogram of age
max(unique(age_df$age)) - min(unique(age_df$age)) # number of bins</pre>
```

```
## [1] 37
```

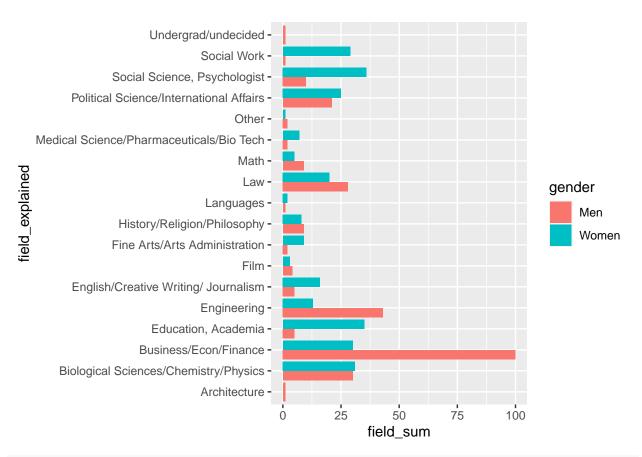
```
age_df %>% ggplot(aes(x = age)) +
  geom_histogram(bins = 37, fill = 'lightgrey', position = 'identity', alpha = .7) +
  geom_vline(aes(xintercept = mean), col = 'red', linetype = 'dashed')
```



```
# Field analysis
field_df <- subset(SD, !duplicated(SD$iid)) %>%
  filter(!is.na(field_cd)) %>%
  group_by(field_explained, gender) %>%
  summarize(field_sum = n())

## `summarise()` regrouping output by 'field_explained' (override with `.groups` argument)
field_df$gender <- ifelse(field_df$gender == 0, 'Women', 'Men')

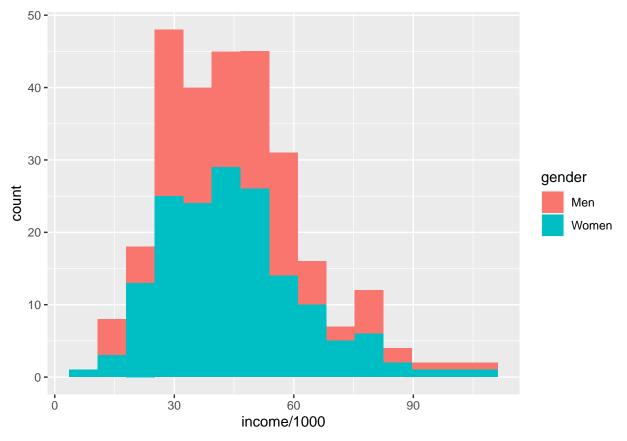
field_df %>% ggplot(aes(x = field_explained, y = field_sum, fill = gender)) +
  geom_bar(stat = 'identity', position = 'dodge') +
  coord_flip()
```



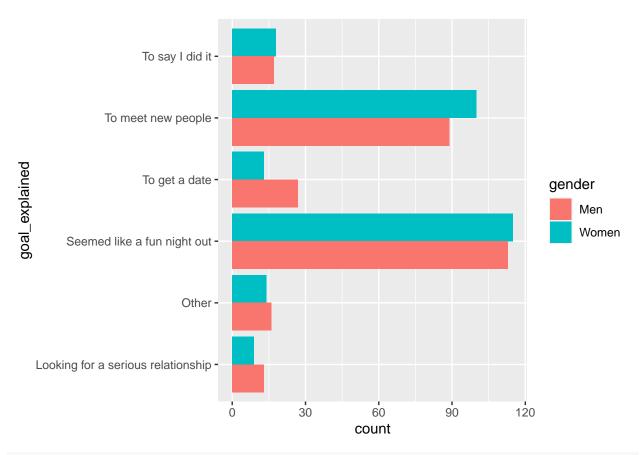
```
# Income
income_df <- subset(SD, !duplicated(SD$iid)) %>%
  filter(!is.na(income))

income_df$gender <- ifelse(income_df$gender == 0, 'Women', 'Men')

income_df %>% ggplot(aes(x = income/1000, fill = gender)) +
  geom_histogram(bins = 15)
```



```
# Purpose
goal_df <- subset(SD, !duplicated(SD$iid)) %>%
filter(!is.na(goal)) %>%
group_by(goal, gender) %>%
summarise(count = n())
```



Importance of features for men/women

PCA

```
colnames(SD)[51:67]
## [1] "sports"
                    "tvsports" "exercise" "dining"
                                                      "museums"
                                                                  "art"
## [7] "hiking"
                    "gaming" "clubbing" "reading"
                                                      "tv"
                                                                  "theater"
## [13] "movies"
                    "concerts" "music"
                                           "shopping" "yoga"
Y <- subset(SD, !duplicated(SD$iid), select = c(51, 56:60, 63, 65, 66))
Y <- t(apply(Y, 1, '-', colMeans(Y, na.rm = T)))
s <- svd(Y[complete.cases(Y),])</pre>
diagS <- s$d
rho <- diagS^2/sum(diagS^2)</pre>
threshold = 0.9
xlimits <- c(1, ncol(Y));</pre>
plot(rho,
     type='o',
     main="Variance explained by principal components",
     xlab="Principal components",
     ylab="Variance explained",
```

Variance explained by principal components

