Marketing Data

Source: Impact Resources, Inc., Columbus, OH (1987). A total of N=9409 questionnaires containing 502 questions were filled out by shopping mall customers in the San Francisco Bay area.

The dataset income.data is an extract from this survey. It consists of 14 demographic attributes. The dataset is a good mixture of categorical and continuous variables with a lot of missing data. This is characteristic for data mining applications. The missing value flag is NA.

1 ANNUAL INCOME OF HOUSEHOLD

1. Less than $10,000

2. $10,000 to $14,999

3. $15,000 to $19,999

4. $20,000 to $24,999

5. $25,000 to $29,999

6. $30,000 to $39,999

7. $40,000 to $49,999

8. $50,000 to $74,999

9. $75,000 or more

2 GENDER

1. Male

2. Female

3 MARITAL STATUS

1. Married

2. Living together, not married

3. Divorced or separated

4. Widowed

5. Single, never married

4 AGE

1. 14 thru 17

2. 18 thru 24

3. 25 thru 34

4. 35 thru 44

5. 45 thru 54

6. 55 thru 64

7. 65 and Over

5 EDUCATION

1. Grade 8 or less

2. Grades 9 to 11

3. Graduated high school

4. 1 to 3 years of college

5. College graduate

6. Grad Study

6 OCCUPATION

1. Professional/Managerial

2. Sales Worker

3. Factory Worker/Laborer/Driver

4. Clerical/Service Worker

5. Homemaker

6. Student, HS or College

7. Military

8. Retired

9. Unemployed

7 HOW LONG LIVED IN AREA?

1. Less than one year

2. One to three years

3. Four to six years

4. Seven to ten years

5. More than ten years

8 DUAL INCOMES (IF MARRIED)

1. Not Married

2. Yes

3. No

9 PERSONS IN YOUR HOUSEHOLD

1. One

2. Two

3. Three

4. Four

5. Five

6. Six

7. Seven

8. Eight

9. Nine or more

10 PERSONS IN HOUSEHOLD UNDER 18

0. None 5. Five

1. One 6. Six

2. Two 7. Seven

3. Three 8. Eight

4. Four 9. Nine or more

11 HOUSEHOLDER STATUS

1. Own

2. Rent

3. Live with Parents/Family

12 TYPE OF HOME

1. House

2. Condominium

3. Apartment

4. Mobile Home

5. Other

13 ETHNIC CLASSIFICATION

1. American Indian

2. Asian

3. Black

4. East Indian

5. Hispanic

6. Pacific Islander

7. White

8. Other

14 MAIN LANGUAGE SPOKEN AT HOME?

1. English

2. Spanish

3. Other