**COMPLETE LIST**

Gender

Age

Age\_Breaks

Region2

Race

Language\_Dominance

Parent

HH\_Income

Employment

Education

Marital\_Status

Total\_Paid\_HE\_Movies

Bought\_Disc\_DVD

Bought\_Disc\_BD

Bought\_Digital

Rented\_Disc\_Store

Rented\_Disc\_Kiosk

Rented\_Disc\_Mail

Rented\_Digital\_iVOD

Rented\_Digital\_sVOD

Rented\_Digital\_cVOD

cqhidGroup

filter\_$

ZTotal\_Paid\_HE\_Movies

Buy\_Disc\_Percent

Buy\_Digital\_Percent

Rent\_Disc\_Percent

Rent\_Digital\_Percent

Total Discs Bought

Total Discs Rented

Total Digital Rented

Total Bought

Buy\_percent

'Gender', 'Age', 'Age\_Breaks', 'Region2', 'Race', 'Parent', 'HH\_Income', 'Employment', 'Education', 'Marital\_Status', 'Total Discs Rented', 'Total Digital Rented', 'Total Bought', 'Rent\_Disc\_Percent', 'Rent\_Digital\_Percent', 'Buy\_percent', '

Total\_Paid\_HE\_Movies

dtt.ZTotal\_Paid\_HE\_Movies = dtt.ZTotal\_Paid\_HE\_Movies.astype(int)

dtt.Buy\_Disc\_Percent = dtt.Buy\_Disc\_Percent.astype(int)

dtt.Buy\_Digital\_Percent = dtt.Buy\_Digital\_Percent.astype(int)

dtt.Rent\_Disc\_Percent = dtt.Rent\_Disc\_Percent.astype(int)

dtt.Rent\_Digital\_Percent = dtt.Rent\_Digital\_Percent.astype(int)

dtt.Buy\_percent = dtt.Buy\_percent.astype(int)

#Region2

#Race

#Language\_Dominance

#Parent

#HH\_Income

#Employment

#Education

#Marital\_Status

'dGender', 'dAge\_Breaks', 'dRace', 'dParent', 'dRegion', 'dHH\_Income', 'dEmployment', 'dEducation', 'dMarital\_Status', '

dGender, dAge\_Breaks, dRace, dParent, dRegion, dHH\_Income, dEmployment, dEducation, dMarital\_Status

'Age\_12-17', 'Age\_18-24', 'Age\_25-34', 'Age\_35-44', 'Age\_45-54', 'Age\_55-64', 'Age\_65-74', '

XRace = dtt[['Race\_Asian','Race\_Black','Race\_Hispanic','Race\_Other','Race\_White']]

XParent = dtt[['Parent\_No','Parent\_Yes']]

Xregion = dtt[['Region\_Midwest', 'Region\_Northeast', 'Region\_South', 'Region\_West']]

Xincome = dtt[['Income\_1 - < $20K', 'Income\_2 - $20 to $29K', 'Income\_3 - $30 to $39K', 'Income\_4 - $40 to $59K', 'Income\_5 - $60 to $74K', 'Income\_6 - $75 to $99K', 'Income\_7 - $100 to $149K', 'Income\_8 - $150 to $199K', 'Income\_9 - $200K+', 'Income\_Prefer not to answer']]

Xempl = dtt[['Employment\_1 - Full time', 'Employment\_2 - Part time', 'Employment\_3 - Retired', 'Employment\_4 - Not employed']]

Xedu = dtt[['Education\_1 - HS or less', 'Education\_2 - HS Grad', 'Education\_3 - Some coll', 'Education\_4 - Coll Grad', 'Education\_5 - Some Post-grad', 'Education\_6 - Post-grad', 'Education\_7 - Prefer not to answer']]

Xmar = dtt[['Marital\_Status\_Living with a partner', 'Marital\_Status\_Married', 'Marital\_Status\_Prefer not to answer', 'Marital\_Status\_Single']]

Xpercent = dtt[['Buy\_percent', 'Rent\_Disc\_Percent', 'Rent\_Digital\_Percent']]

Xmethod = dtt[['Total Discs Rented', 'Total Digital Rented', 'Total Bought']]

|  |  |
| --- | --- |
| XGender | dtt[['Gender\_Male', 'Gender\_Female']] |
|  |  |
| XAge\_Breaks | dtt[['Age\_12-17', 'Age\_18-24', 'Age\_25-34', 'Age\_35-44', 'Age\_45-54', 'Age\_55-64', 'Age\_65-74']] |
|  |  |
| XAge | dtt[['Age']] |
|  |  |
| XRace | dtt[['Race\_Asian','Race\_Black','Race\_Hispanic','Race\_Other','Race\_White']] |
|  |  |
| XParent | dtt[['Parent\_No','Parent\_Yes']] |
|  |  |
| XRegion | dtt[['Region\_Midwest', 'Region\_Northeast', 'Region\_South', 'Region\_West']] |
|  |  |
| XIncome | dtt[['Income\_1 - < $20K', 'Income\_2 - $20 to $29K', 'Income\_3 - $30 to $39K', 'Income\_4 - $40 to $59K', 'Income\_5 - $60 to $74K','Income\_6 - $75 to $99K', 'Income\_7 - $100 to $149K','Income\_8 - $150 to $199K', 'Income\_9 - $200K+', 'Income\_Prefer not to answer']] |
|  |  |
| XEmpl | dtt[['Employment\_1 - Full time', 'Employment\_2 - Part time','Employment\_3 - Retired', 'Employment\_4 - Not employed']] |
|  |  |
| XEdu | dtt[['Education\_1 - HS or less', 'Education\_2 - HS Grad', 'Education\_3 - Some coll', 'Education\_4 - Coll Grad', 'Education\_5 - Some Post-grad', 'Education\_6 - Post-grad', 'Education\_7 - Prefer not to answer']] |
|  |  |
| XMar | dtt[['Marital\_Status\_Living with a partner', 'Marital\_Status\_Married', 'Marital\_Status\_Prefer not to answer', 'Marital\_Status\_Single']] |
|  |  |
| XPercent | dtt[['Buy\_percent', 'Rent\_Disc\_Percent', 'Rent\_Digital\_Percent']] |
|  |  |
| XMethod | dtt[['Total Discs Rented', 'Total Digital Rented', 'Total Bought']] |

XGender, XAge\_Breaks, XAge, XRace, XParent, XRegion, XIncome, XEmpl, XEdu, XMar, XPercent, Xmethod

dGender, dAge\_Breaks, dRace, dParent, dRegion, dIncome, dEmpl, dEdu, dMar, dPercent, dMethod