

Sr. No.	Feature	Description
1	AGE	Age of the respondent in years.
2	OCCUPATION	Occupation of the respondent.
3	ANNUAL INCOME	Individual income of the respondent per year.
4	CITY	City the respondent resides in.
5	GENDER	Gender of the respondent.
6	DAILY_HOUR_ONLINE	Hours spent online per day.
7	PREV_SUBSCRIPTIONS	If they have subscribed to any online publishing site. Yes or No.
8	SCROLL	Upon reaching the website, how likely they're to scroll through the website.
9	ABOUT_US	Upon reaching the website, how likely they're to click on About Us.
10	SUBSCRIBE	Upon reaching the website, how likely they're to subscribe to the site.
11	SEARCH	Upon reaching the website, how likely they're to search for their own question on the site.
12	CAT_Internet	Upon reaching the website, how likely they're to select Internet category.
13	CAT_Technology	Upon reaching the website, how likely they're to select Technology category.
14	CAT_Finance	Upon reaching the website, how likely they're to select Finance category.
15	CAT_Health	Upon reaching the website, how likely they're to select Health category.
16	CAT_Society	Upon reaching the website, how likely they're to select Society category.
17	REGISTER	Upon reaching the website, how likely they're to register themselves as a content creator on the site.
18	VOTE_ARTICLE	Upon reaching the website, how likely they're to upvote/downvote an article.
19	SHARE_MEDIA	Upon reaching the website, how likely they're to share an article on social media.
20	LEAVE	Upon reaching the website, how likely they're to simply leave the site without interactions.
21	1stINTEREST	Primary interest category of the respondent in general (not related to site).
22	2ndINTEREST	Secondary interest category of the respondent in general (not related to site).
23	3rdINTEREST	Tertiary interest category of the respondent in general (not related to site).
24	1stMOSTTIMEON	Primary media platform the respondent spends most time on.
25	2ndMOSTTIMEON	Secondary media platform the respondent spends most time on.
26	3rdMOSTTIMEON	Tertiary media platform the respondent spends most time on.