

name	label	data_type	value_labels	n_missing	complete_rate	n_unique	empty	min	median	max	mean	sd	whitespace	hist	format.spss	display_width
<div>All</div>	<div>All</div>	<div>All</div>	<div>All</div>	<div>All</div>	<div>All</div>	<div>All</div>	<div>All</div>	<div>All</div>	<div>All</div>	<div>All</div>	<div>All</div>	<div>All</div>	<div>All</div>	<div>All</div>	<div>All</div>	<div>All</div>
IPAddress	IP Address	character		0	1	101	0	9		15					A2000	15
Q2.1	Would you want websites to show you ads for products and services that are tailored to your interests?	numeric	1. Yes, 2. No, 3. Not Sure	2	0.98019801980198			1	2.0	3	1.78787878787879	0.689168787606317		<div></div>	F40.0	5
Q2.2_1	Would it be OK or not OK if these ads for products and services were tailored for you based on: - What you do online?	numeric	1. Ok, 2. Not OK	65	0.356435643564356			1	1.0	2	1.16666666666667	0.377964473009227		<div></div>	F40.0	5
Q2.2_2	Would it be OK or not OK if these ads for products and services were tailored for you based on: - Information about you purchased from other companies?	numeric	1. Ok, 2. Not OK	65	0.356435643564356			1	1.0	2	1.36111111111111	0.48713610757322		<div></div>	F40.0	5
Q2.2_3	Would it be OK or not OK if these ads for products and services were tailored for you based on: - What you do in physical stores?	numeric	1. Ok, 2. Not OK	65	0.356435643564356			1	1.0	2	1.38888888888889	0.494413232473044		<div></div>	F40.0	5
Q2.3	Would you want websites to give you discounts that are tailored to your interests?	numeric	1. Yes, 2. No, 3. Not Sure	2	0.98019801980198			1	1.0	3	1.38383838383838	0.68074195277414		<div></div>	F40.0	5
Q2.4_1	Would it be OK or not OK if these discounts were tailored for you based on: - What you do online?	numeric	1. Ok, 2. Not OK	29	0.712871287128713			1	1.0	2	1.375	0.487520313769619		<div></div>	F40.0	5
Q2.4_2	Would it be OK or not OK if these discounts were tailored for you based on: - Information about you purchased from other companies?	numeric	1. Ok, 2. Not OK	29	0.712871287128713			1	1.5	2	1.5	0.503508814978013		<div></div>	F40.0	5
Q2.4_3	Would it be OK or not OK if these discounts were tailored for you based on: - What you do in physical stores?	numeric	1. Ok, 2. Not OK	29	0.712871287128713			1	1.0	2	1.47222222222222	0.502731194722493		<div></div>	F40.0	5
Q2.5	Would you want websites to show you news that is tailored to your interests?	numeric	1. Yes, 2. No, 3. Not Sure	2	0.98019801980198			1	2.0	3	1.87878787878788	0.689168787606317		<div></div>	F40.0	5
Q2.6_1	Would it be OK or not OK if this news was tailored for you based on: - What you do online?	numeric	1. Ok, 2. Not OK	71	0.297029702970297			1	1.0	2	1.23333333333333	0.430183067152076		<div></div>	F40.0	5
Q2.6_2	Would it be OK or not OK if this news was tailored for you based on: - Information about you purchased from other companies?	numeric	1. Ok, 2. Not OK	71	0.297029702970297			1	1.0	2	1.46666666666667	0.507416263404925		<div></div>	F40.0	5
Q2.6_3	Would it be OK or not OK if this news was tailored for you based on: - What you do in physical stores?	numeric	1. Ok, 2. Not OK	71	0.297029702970297			1	2.0	2	1.53333333333333	0.507416263404925		<div></div>	F40.0	5
Q2.7	Would you websites to show you political ads there are tailored to your interests?	numeric	1. Yes, 2. No, 3. Not Sure	2	0.98019801980198			1	2.0	3	1.94949494949495	0.460118382587178		<div></div>	F40.0	5
Q2.8_1	Would it be OK or not OK if these political ads was tailored for you based on: - What you do online?	numeric	1. Ok, 2. Not OK	88	0.128712871287129			1	1.0	2	1.30769230769231	0.480384461415261		<div></div>	F40.0	5
Q2.8_2	Would it be OK or not OK if these political ads was tailored for you based on: - Information about you purchased from other companies?	numeric	1. Ok, 2. Not OK	88	0.128712871287129			1	1.0	2	1.46153846153846	0.518874521662771		<div></div>	F40.0	5
Q2.8_3	Would it be OK or not OK if these political ads was tailored for you based on: - What you do in physical stores?	numeric	1. Ok, 2. Not OK	88	0.128712871287129			1	1.0	2	1.46153846153846	0.518874521662771		<div></div>	F40.0	5