



**Who Uses Web Search for What?  
And How?**

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## Who Uses Web Search for What? And How?

- Who uses web search?
  - Demographic information
  - Age, gender, race, education, ...
- What do they use it for?
  - Y! directory topics
  - Sports, business, education, arts, ...
- How do they use it?
  - Basic session information
  - Session length, click entropy, # clicks, ...

## Who Uses Web Search for What? And How?

- Who uses web search?
  - Demographic information
  - Age, gender, race, education, ...
- What do they use it for?
  - **And how do they interact?**
  - Sports, business, education, arts, ...
- How do they use it?
  - Basic session information
  - Session length, click entropy, # clicks, ...

- 13 months of web search logs
  - US traffic only
  - October 2008 – November 2009
- 2.3 million anonymous, registered users
  - Self-provided age, gender, ZIP
  - At least 100 queries per user
- User-centric study
  - Macro-averages, equal weights per user

# The “Who?” Data – Acquisition Process



**Gender: Male**  
**Birth year: 1978**  
**ZIP code: 95054**

**US Census Data**

**Expected income: \$ 31k**  
**Expected education: 45% BA**  
**Race distribution: 38% w, 47% A**

## FACT SHEET


[United States](#) | 95054

## Zip Code Tabulation Area 95054

city/ town, county, or zip

95054

state

-- select a state --


[search by address »](#)

2000

2005-2009 data [not available](#) for this geographyView a Fact Sheet for a [race, ethnic, or ancestry group](#)

## Census 2000 Demographic Profile Highlights:

[Reference Map](#)
General Characteristics - [show more](#) >>

	Number	Percent	U.S.		
Total population	13,013			<a href="#">map</a>	<a href="#">brief</a>
Male	6,934	53.3	49.1%	<a href="#">map</a>	<a href="#">brief</a>
Female	6,079	46.7	50.9%	<a href="#">map</a>	<a href="#">brief</a>
<a href="#">Median age</a> (years)	32.2	(X)	35.3	<a href="#">map</a>	<a href="#">brief</a>
Under 5 years	872	6.7	6.8%	<a href="#">map</a>	
18 years and over	10,242	78.7	74.3%		
65 years and over	980	7.5	12.4%	<a href="#">map</a>	<a href="#">brief</a>
One <a href="#">race</a>	12,385	95.2	97.6%		
White	4,967	38.2	75.1%	<a href="#">map</a>	<a href="#">brief</a>
Black or African American	332	2.6	12.3%	<a href="#">map</a>	<a href="#">brief</a>
American Indian and Alaska Native	52	0.4	0.9%	<a href="#">map</a>	<a href="#">brief</a>
Asian	6,057	46.5	3.6%	<a href="#">map</a>	<a href="#">brief</a>
Native Hawaiian and Other Pacific Islander	69	0.5	0.1%	<a href="#">map</a>	<a href="#">brief</a>
Some other race	908	7.0	5.5%	<a href="#">map</a>	
Two or more races	628	4.8	2.4%	<a href="#">map</a>	<a href="#">brief</a>
Hispanic or Latino (of any race)	1,830	14.1	12.5%	<a href="#">map</a>	<a href="#">brief</a>
Household population	12,658	97.3	97.2%	<a href="#">map</a>	<a href="#">brief</a>
Group quarters population	355	2.7	2.8%	<a href="#">map</a>	
Average <a href="#">household</a> size	2.96	(X)	2.59	<a href="#">map</a>	<a href="#">brief</a>

G  
B  
N

6 A

## The “Who?” Data - Description

Feature	Y! aver.	10%	90%	US aver.
P-c income \$k	22.9	14.3	33.5	21.6

**Pretty good match, but**

- Slightly higher income
- Slightly more educated
- Slightly more white
- Slightly older

# The "What?" Data – Acquisition Process

YAHOO! DIRECTORY

Search:  the Web |  the Directory
 

Yahoo! Directory

[Advanced Search](#) | [Suggest a Site](#) | [Email This Page](#)

[Arts & Humanities](#)  
[Photography, History, Literature...](#)

[Business & Economy](#)  
[B2B, Finance, Shopping, Jobs...](#)

[Computers & Internet](#)  
[Hardware, Software, Web, Games...](#)

[Education](#)  
[Colleges, K-12, Distance Learning...](#)

[Entertainment](#)  
[Movies, TV Shows, Music, Humor...](#)

[Government](#)  
[Sections, Military, Law, Taxes...](#)

[Health](#)  
[Diseases, Drugs, Fitness, Nutrition...](#)

[News & Media](#)  
[Newspapers, Radio, Weather, Blogs...](#)

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[Sexuality, Religion, Food & Drink...](#)

[New Additions](#)  
[11/24, 11/23, 11/22, 11/21, 11/20...](#)

## The Spark: We'll Always Have "Casablanca"

By Dave Sikula

Fri, November 26, 2010, 12:01 am PST

On this weekend dedicated to two favorite American pastimes - [shopping](#) and [food](#) - we ask you to take a moment to think of [Sylvan N. Goldman](#), as Saturday will mark the 26th anniversary of his death. Mr. Goldman was a major stockholder of the [Piggly-Wiggly supermarket chain](#) and invented the [shopping cart](#). For various reasons, his customers didn't want to use the carts, so his solution was to hire fake shoppers to wheel them around the stores to show others how useful they could be. Obviously, it worked.

The excitement of [Thanksgiving](#) has now passed, and while history tells us that [Yahoo!](#) will see search spikes today on both [food poisoning](#) and the location of your nearest [pizza parlor](#), many of us will concentrate on the primary events of this season: shopping and not shopping. As consumers head to the disorienting wonderland that is the mall (and we note that Friday is the 145th anniversary of the publication of [Lewis Carroll's "Alice's Adventures in Wonderland"](#)), both of these pastimes will make big headlines in the media.

For those who are pro-shopping, today is "[Black Friday](#)," the day of the year that sees the highest number of sales transactions. Let it be noted, however, that the day the most money changes hands is the [Saturday before Christmas](#) (though with [Christmas](#) falling on a Saturday this year, it's anyone's guess what the biggest day that will actually be). Monday is, of course, "[Cyber Monday](#)," when workers will waste a good portion of the day shopping online, rather than doing actual work (like writing [The Spark](#)).

On the other hand, Friday is also "[Buy Nothing](#)" Day, which reminds us all to not feed the corporate beast that drives this holiday frenzy and to concentrate on either the message of the season or home-made gifts. Consider a [cake](#) (since it's also [National Cake Day](#)), or even [donuts](#) to commemorate the 2002 passing of [Verne H. Winchell](#), who founded the [Winchell's Donuts](#) chain in 1948, and was known as "[The Donut King](#)." Whatever you eat, be sure to brush afterwards - and celebrate Friday's [National Flossing Day](#).

Someone who's probably doing all he can to ignore this weekend is [Eldrick "Tiger" Woods](#), since Saturday marks the one-year anniversary of the [car crash](#) that sent his whole word spiraling. Perhaps he can use the occasion to get his aura read and see his future. Fortunately for him, Sunday is [International Aura Awareness Day](#). Failing that, he may want to head to [New York](#) for the first preview of "[Spider-Man: Turn Off the Dark](#)." The [musical](#), with a score by [Bono](#) and [The Edge](#), has been [plagued](#) by budget problems (its estimated cost is \$65 million, nearly four times the usual for a big Broadway show) and [severe injuries](#) to cast members. "Break a leg!" might not be the best thing to wish this particular cast, but their misfortunes so far might make Tiger feel better.

A number of birthdays fall on this weekend. Saturday sees what would have been the 88th birthday of cartoonist and "[Peanuts](#)" creator [Charles M. Schulz](#) (who died in 2000 the night before his final strip ran), as well as the 67th "birthday" of the [Slinky](#). The flexible toy was invented by engineer [Richard James](#) in 1943, and its initial lot of 400 units sold out in a mere 90 minutes. Despite its limited uses (just how many staircases can it [walk down](#)?), the Slinky has remained a perennial toyland favorite.

Saturday would have been the 70th birthday of [martial arts](#) superstar [Bruce Lee](#). It's also the 100th anniversary of New York's [Pennsylvania Station](#). Penn Station was a [grand and imposing structure](#) that welcomed millions of visitors and immigrants to Manhattan in the days when [train travel](#) was king. In 1963, despite a vigorous campaign to save it, the station was [torn down](#) to make room for the fourth [Madison Square Garden](#), a mistake many in the city have [rued](#) in the decades since.

Monday sees the birthday of movie [choreographer supreme](#) [Busby Berkeley](#) (1895), and Sunday brings us a trifecta of masters of their craft: "[Daily Show](#)" host [Jon Stewart](#) turns 48; [Randy Newman](#), the [Academy Award-winning](#) composer (and writer of the [greatest song ever written](#) about Los Angeles), turns 67 (he's as old as the Slinky!); and [Paul Shaffer](#), [David Letterman's](#) longtime bandleader, who's personally played with pretty much every major rock performer of the century, and whose group is the [house band](#) for the [Rock and Roll Hall of Fame](#) induction ceremony turns 61.



\*Here's looking at you, kid.\*



# The “What?” Data – Acquisition Process

“wsdm hong kong”? computers\_and\_internet/programming\_and\_development

The screenshot shows a Yahoo! search interface. At the top, the search bar contains the text "wsdm hong kong". Below the search bar, there are navigation tabs for "Web", "Images", "Video", "Local", "Shopping", "News", and "More". On the left side, there are utility buttons for "QuickApps", "Search Pad", and "Safe Search - On". The search results are displayed on the right, showing 3,140 results for "wsdm hong kong". The first result is titled "home - WSDM2011" and describes the 4th ACM WSDM Conference in Hong Kong. The second result is titled "LINGUIST List 21.2263: Call for Workshop Proposals - WSDM ..." and mentions a call for workshop proposals. The third result is titled "Web Search and Data Mining: The ACM WSDM Conference Series" and describes the conference series. The fourth result is titled "CSDM 2011 | Crowdsourcing for Search and Data Mining | a WSDM ..." and describes a workshop at WSDM 2011. Each result includes a brief description and a link to the source page, with "Cached" status indicated.

**Web** Images Video Local Shopping News More ▾

**YAHOO!** wsdm hong kong

QuickApps

Search Pad

Safe Search - On

3,140 results for **wsdm hong kong**

[home - WSDM2011](#)  
The 4th ACM **WSDM** Conference will take place in **Hong Kong**, during February 9-12, 2011. **WSDM** publishes original, high quality papers and presentations related to search and ...  
[www.wsdm2011.org](#) - *Cached*

**computers\_and\_internet/programming\_and\_development**

[LINGUIST List 21.2263: Call for Workshop Proposals - WSDM ...](#)  
LINGUIST List 21.2263: Tue May 18 2010 FYI: Call for Workshop Proposals - **WSDM** 2011, **Hong Kong** Editor for this issue: Rachele Felzien <rachele@linguistlist.org>  
[linguistlist.org/issues/21/21-2263.html](#) - *Cached*

**social\_science**

[Web Search and Data Mining: The ACM WSDM Conference Series](#)  
The ACM **WSDM** Conference Series **Web Search and Data Mining**. **WSDM** 2011. The Fourth International Conference on **Web Search and Data Mining** will be held in **Hong Kong** in February ...  
[www.wsdm-conference.org](#) - *Cached*

**computers\_and\_internet/programming\_and\_development**

[CSDM 2011 | Crowdsourcing for Search and Data Mining | a WSDM ...](#)  
CSDM 2011 is a workshop at **WSDM** 2011 examining crowdsourcing for search and data ... Wednesday February 9, 8:30am-5pm, **Hong Kong** (see overview) The advent of crowdsourcing ...  
[ir.ischool.utexas.edu/csdm2011](#) - *Cached*

**computers\_and\_internet/programming\_and\_development**

# The “What?” Data - Description

abbr.	Five most frequent queries in category	macro av. mean/std.	PS
a/hum	barnes and noble, twilight, amazon books, ancestry.com, borders	1.8/3.4	
b/emp	careerbuilder, indeed, monster.com, monster, indeed.com	1.2/3.6	
b/fin	bank of america, chase, paypal, wells fargo, chase.com	4.5/8.1	
b/gen	ebay, walmart, amazon, home depot, ebay.com	4.4/6.3	
b/sho	craigs list, craigslist.com, qvc, realtor.com, macys	5.4/7.6	
c/gen	facebook login, yahoo mail, facebook.com, gmail, yahoo.com	4.2/8.4	
ed/gen	fafsa, classmates, university of phoenix, classmates.com, sallie mae	2.1/5.0	
en/con	best buy, verizon wireless, verizon, att, at&t	3.1/4.9	
en/mov	netflix, imdb, robert pattinson, blockbuster, movies	2.7/4.6	
en/mus	myspace, my space, amazon.com, taylor swift, project playlist	4.9/8.1	
en/tv	tmz, hulu, perez hilton, cartoon network, comcast	5.0/7.2	
h/dis	webmd, web md, swine flu symptoms, swine flu, mayo clinic	1.6/3.3	
n/gen	facebook, craigslist, youtube, google, yahoo	11.4/14.3	
rec/aut	ebay motors, autotrader, autozone, cars.com, kelley blue book	2.9/5.8	
rec/gam	pogo, pogo.com, adicting games, comcast.net, runescape	3.9/9.0	
rec/spo	espn, nfl, epsn.com, nfl.com, nascar	3.7/7.0	
rec/tra	southwest airlines, expedia, travelocity, orbitz, american airlines	3.2/5.7	
rec/gen	white pages, yellow pages, wikipedia, dictionary, ask.com	1.6/3.2	
sci/bio	club penguin, petsmart, petfinder, petco, clubpenguin	1.5/3.4	
sci/geo	mapquest, google maps, mapquest driving directions, map quest, maps	1.2/2.7	
soc/foo	food network, pizza hut, papa johns, recipes, domino's pizza	3.2/4.8	
soc/rel	tagged, match.om, plentyoffish, wal mart, adam4adam	1.6/6.3	
soc/sex	youporn, redtube, pornhub, xnxx, free porn	6.4/13.9	

1.

2.

## The “How?” Data - Example of Focused/Diverse Intent

Focused		Diverse	
Query	Cl. ent.	Query	Cl. ent.
amazon	0.22	american idol	4.46
best buy	0.41	baby names	3.03
craigslist	0.19	dancing with the stars	5.66
ebay	0.77	games	3.23
espn	0.86	jobs	3.38
facebook	0.80	michael jackson	7.16
mapquest	0.71	myspace layouts	3.91
myspace	0.21	robert pattinson	6.89
target	0.21	twilight	4.92
yahoo mail	0.54		

# A Search User Segmentation by Topic



50% sports queries, 10% news, 10% gardening, 10% shopping, ...



0% sports queries, 20% news, 50% gardening, 10% shopping, ...



10% sports queries, 10% news, 40% gardening, 20% shopping, ...



60% sports queries, 20% news, 0% gardening, 0% shopping, ...

# A Search User Segmentation by Topic



50% sports queries, 10% news, 10% gardening, 10% shopping, ...



0% sports queries, 20% news, 50% gardening, 10% shopping, ...



10% **Cluster users by topic** ...ing, ...



60% sports queries, 20% news, 0% gardening, 0% shopping, ...

# A Search User Segmentation by Topic

"What?"	"Who?"	"How?"
edu 25.7 <sup>+</sup> , h/med .9 <sup>+</sup> , n/gen 6.7 <sup>-</sup> , soc/sex 1.6 <sup>-</sup> b/fin 38.1 <sup>+</sup> , en/tv 2.1 <sup>-</sup> , soc/sex 1.9 <sup>-</sup> , n/gen 6.7 <sup>-</sup> en/tv 26.7 <sup>+</sup> , en/mov 7.4 <sup>+</sup> , n/gen 6.2 <sup>-</sup> , b/gen 2.3 <sup>-</sup> n/gen 26.1 <sup>+</sup> , soc/sex 2.5 <sup>-</sup> soc/sex 64 <sup>+</sup> , b/sho 1.6 <sup>-</sup> , n/gen 4.0 <sup>-</sup> , en/con 1.2 <sup>-</sup> r/tra 5.6 <sup>+</sup> , soc/foo 5.5 <sup>+</sup> , h/dis 2.6 <sup>+</sup> , soc/sex 1.7 <sup>-</sup> c/gen 45.1 <sup>+</sup> , b/sho 3.0 <sup>-</sup> , en/tv 2.2 <sup>-</sup> , soc/sex 2.0 <sup>-</sup> soc/sex 29.1 <sup>+</sup> , r/tra 2.1 <sup>-</sup> , b/sho 3.4 <sup>-</sup> , soc/foo 1.9 <sup>-</sup> b/sho 34.4 <sup>+</sup> , r/toy 4.6 <sup>+</sup> , soc/hol 1.6 <sup>+</sup> , soc/sex 1.3 <sup>-</sup> soc/rel 51.2 <sup>+</sup> , b/gen 1.7 <sup>-</sup> , soc/foo .9 <sup>-</sup> , h/dis .4 <sup>-</sup> n/g 57.3 <sup>+</sup> , b/gen 2.2 <sup>-</sup> , h/d .6 <sup>-</sup> , soc/foo 1.1 <sup>-</sup> r/gam 49.6 <sup>+</sup> , b/gen 1.8 <sup>-</sup> , b/sho 1.8 <sup>-</sup> , r/tra 1.0 <sup>-</sup> r/aut 14.0 <sup>+</sup> , b/gen 15.4 <sup>+</sup> , en/con 5.2 <sup>+</sup> , soc/hom .5 <sup>+</sup> r/gam 12.8 <sup>+</sup> , en/comi 2.0 <sup>+</sup> , en/mov 5.2 <sup>+</sup> , en/con 4.2 <sup>+</sup> en/mus 35.3 <sup>+</sup> , b/fin 2.0 <sup>-</sup> , soc/foo 1.6 <sup>-</sup> , soc/sex 3.5 <sup>-</sup> r/spo 33.5 <sup>+</sup> , n/gen 7.8 <sup>-</sup> , b/sho 3.2 <sup>-</sup> , c/gen 2.2 <sup>-</sup>	g 33 <sup>-</sup> , b-yr 1971 <sup>+</sup> , bl 13.2 <sup>+</sup> , wh 74.3 <sup>-</sup> b-yr 1960 <sup>-</sup> b-yr 1971 <sup>+</sup> , g 44 <sup>-</sup> g 43 <sup>-</sup> g 85 <sup>+</sup> , b-yr 1966 <sup>-</sup> g 39 <sup>-</sup> , ba 27.6 <sup>+</sup> , p-ci 23.9k <sup>+</sup> b-yr 1962 <sup>-</sup> , g 44 <sup>-</sup> g 79 <sup>+</sup> , b-yr 1970 <sup>+</sup> g 28 <sup>-</sup> , ob 54.1 <sup>+</sup> , mc 44.6 <sup>-</sup> g 60 <sup>+</sup> , p-ci 21.5k <sup>-</sup> , bl 13.3 <sup>+</sup> , b-yr 1966 <sup>-</sup> b-yr 1966 <sup>-</sup> ba 23.0 <sup>-</sup> , p-ci 21.5k <sup>-</sup> g 62 <sup>+</sup> , b-yr 1964 <sup>-</sup> , wh 80.3 <sup>+</sup> , mc 47.8 <sup>+</sup> b-yr 1974 <sup>+</sup> , ba 24.1 <sup>-</sup> , p-ci 21.9k <sup>-</sup> b-yr 1976 <sup>+</sup> , b-p 12.8 <sup>+</sup> , p-ci 20.6k <sup>-</sup> , ba 21.9 <sup>-</sup> g 78 <sup>+</sup> , b-p 10.0 <sup>-</sup> , ba 28.3 <sup>+</sup> , p-ci 24.3k <sup>+</sup>	div 6.9 <sup>-</sup> , se-c 93 <sup>-</sup> , qps 2.5 <sup>+</sup> , cps 2.1 <sup>+</sup> div 5.9 <sup>-</sup> , fscs .45 <sup>+</sup> , fgs .08 <sup>-</sup> , foc 23.3 <sup>+</sup> div 14.8 <sup>+</sup> , foc 13.3 <sup>-</sup> , fgs .18 <sup>+</sup> , qps 2.5 <sup>+</sup> foc 26.1 <sup>+</sup> , div 7.3 <sup>-</sup> , fscs .43 <sup>+</sup> div 18.0 <sup>+</sup> , fgs .09 <sup>-</sup> , fscs .45 <sup>+</sup> , qps 2.3 <sup>-</sup> foc 12.1 <sup>-</sup> , fgs .18 <sup>+</sup> , fscs .39 <sup>-</sup> foc 31.6 <sup>+</sup> , div 5.5 <sup>-</sup> , fgs .11 <sup>-</sup> , fscs .47 <sup>+</sup> div 13.5 <sup>+</sup> , foc 17.2 <sup>-</sup> sl 446 <sup>+</sup> , se-c 93 <sup>-</sup> , foc 21.6 <sup>+</sup> , div 8.7 <sup>-</sup> foc 42.8 <sup>+</sup> , fgs .08 <sup>-</sup> , s-c 130 <sup>+</sup> , qps 2.1 <sup>-</sup> foc 45.6 <sup>+</sup> , fgs .09 <sup>-</sup> , div 4.7 <sup>-</sup> , fscs .48 <sup>+</sup> fscs .48 <sup>+</sup> , fgs .14 <sup>-</sup> , cps 1.78 <sup>-</sup> , sl 353 <sup>-</sup> se-c 94.5 <sup>-</sup> , fscs .39 <sup>-</sup> , foc 17.4 <sup>-</sup> , div 8.6 <sup>-</sup> foc 11.9 <sup>-</sup> , fgs .20 <sup>+</sup> , div 11.6 <sup>+</sup> , qps 2.5 <sup>+</sup> foc 27.8 <sup>+</sup> , fscs .43 <sup>+</sup> , div 8.5 <sup>-</sup> fgs .14 <sup>-</sup> , div 8.1 <sup>-</sup>

Differences used by clustering

Differences *induced* by clustering

## Example clusters

- "Baby boomers": older users, business & finance, more navigational
- "Liberal females": women, shopping, more likely to have voted Obama, longer sessions
- "White conservatives": older men, auto, business, cons. Electronics, less navigational
- "Challenged youth": younger, lower income, music, more navigational

# Topic Distribution by Birth Year

young

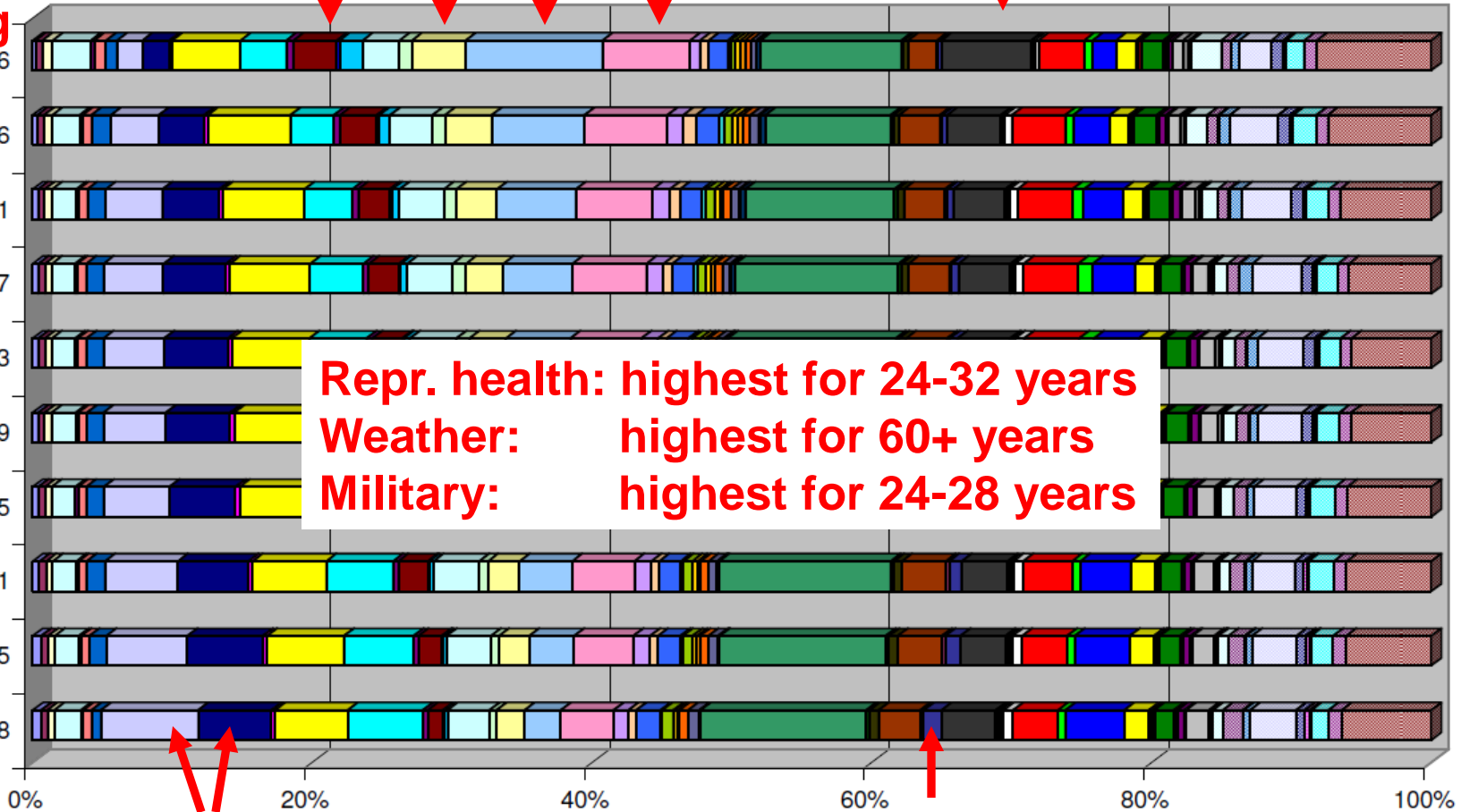
old

education movies music tv games

Repr. health: highest for 24-32 years  
 Weather: highest for 60+ years  
 Military: highest for 24-28 years

business fin/gen

gambling



a/cra	a/des	a/gen	a/hum	a/per	a/vis	b/emp	b/fin	b/gen	b/mar	b/sho	c/gen
c/pro	ed/gen	en/act	en/come	en/comi	en/con	en/gen	en/mov	en/mus	en/tv	g/law	g/mil
h/dis	h/fit	h/gen	h/med	h/men	h/nut	h/pha	h/pub	h/rep	n/gen	n/rad	n/wea
rec/aut	rec/avi	rec/gamb	rec/game	rec/hob	rec/out	rec/spo	rec/toy	rec/tra	ref/gen	sci/agr	sci/alt
sci/ast	sci/bio	sci/che	sci/ear	sci/eco	sci/eng	sci/geo	sci/mat	sci/phy	ss/ant	ss/eco	ss/gen
ss/pol	soc/dis	soc/fam	soc/foo	soc/hol	soc/hom	soc/myt	soc/rela	soc/reli	soc/sex		

## Interplay: The “Who?” and the “What?”

- Gender differences
  - Sports, adult content
  - reproductive health, arts, families
- Age differences
  - Diseases, gambling, travel
  - Fitness, reproductive health
  - Games, education
- Income differences
  - Music, comics, military
- Racial differences
  - Weather, outdoors, home & garden, agriculture
  - Programming & development



## Interplay: The “How?” and the “What?”

- Popular among “navigational” users
  - News & media, dating, comp. & intern.
- Popular among “informational” users
  - Diseases & conditions, medicine, ..

## Interplay: The “Who?” and the “How?”

- Dependence on education level
  - More educated, more tail queries
  - Less query suggestions
  - Shorter sessions
- Dependence on age
  - Young: more queries per session
  - Old: more navigational queries

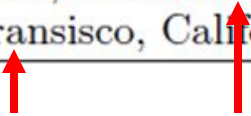
## Regional Differences

Region	co/prog	en/actors	h/medi	n/radio	r/gambl	r/trav	sci/agricult
New York City, New York	.39	.01	<i>.43</i>	.25	.80	3.83	.08
Charleston, West Virginia	.31	.00	.40	.18	.49	2.34	.17
North Dakota	.48	.00	.31	.22	.53	2.74	.34
North Plate, Nebraska	.37	.01	.25	<i>.35</i>	.64	2.97	<i>.59</i>
Wyoming	.32	.01	.27	.25	.51	3.56	.23
Salt Lake City, Utah	.46	.01	.31	.23	.31	3.29	.12
Flagstaff, Arizona	.36	.01	.34	.25	.85	3.63	.10
Las Vegas, Nevada	.46	.01	.26	.23	<i>1.09</i>	3.92	.08
L.A., California	.49	<i>.03</i>	.39	.29	.67	3.52	.06
San Francisco, California	<i>.62</i>	.01	.38	.21	.55	<i>4.36</i>	.07

# Regional Differences

Region	co/prog	en/actors	h/medi	n/radio	r/gambl	r/trav	sci/agricult
New York City, New York							
Charleston, West Virginia							
North Dakota							
North Plate, Nebraska							
Wyoming							
Salt Lake City, Utah							
Flagstaff, Arizona							
Las Vegas, Nevada							
L.A., California							
San Fransisco, California							

Silicon Valley Hollywood



# http://clues.yahoo.com

## “stock quotes”

vs.

## “unemployment benefits”

BY DEMOGRAPHIC [?](#) Age | Gender | Both

Women Age Men

4% Below 24 2%

4% 25 to 34 6%

5% 35 to 44 8%

6% 45 to 54 12%

8% 55 to 64 14%

9% Above 65 22%

BY INCOME [?](#)

Under \$25K 31%

\$25K to \$50K 60%

\$50K to \$75K 7%

Above \$75K 2%

BY DEMOGRAPHIC [?](#) Age | Gender | Both

Women Age Men

7% Below 24 4%

15% 25 to 34 11%

13% 35 to 44 11%

12% 45 to 54 10%

7% 55 to 64 5%

2% Above 65 2%

BY INCOME [?](#)

Under \$25K 57%

\$25K to \$50K 41%

\$50K to \$75K 2%

Above \$75K 1%

The End!

Thank you! (~66% female query)

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