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libname mylib "P:\";
filename bigrec "P:\FA15_data.txt"  lrecl = 65576;
data mytemp;
  infile bigrec;
  input
    myid 1-7
    Pay_any_elec_ALot 6946
    Pay_any_elec_ALittle 6963
    Pay_any_elec_NEDI 6997
    Pay_any_elec_DLittle 7014
    Pay_any_elec_DLot 7031
    Keep_Up_Tech_ALot 6953
    Keep_Up_Tech_ALittle 6970
    Keep_Up_Tech_NEDI 7004
    Keep_Up_Tech_DLittle 7021
    Keep_Up_Tech_DLot 7038
    Alot_Gadgets_ALot 6959
    Alot_Gadgets_ALittle 6976
    Alot_Gadgets_NEDI 7010
    Alot_Gadgets_DLittle 7027
    Alot_Gadgets_DLot 7044
    Buy_Gad_and_App_ALot 6954
    Buy_Gad_and_App_ALittle 6971
    Buy_Gad_and_App_NEDI 7005
    Buy_Gad_and_App_DLittle 7022
    Buy_Gad_and_App_DLot 7039

    Want_More_COS_ALot 7119
    Want_More_COS_ALittle 7138
    Want_More_COS_NEDI 7176
    Want_More_COS_DLittle 7203
    Want_More_COS_DLot 7222

    INFO_Me_ALot 7123
    INFO_ME_ALittle 7142
    INFO_ME_NEDI 7180
    INFO_ME_DLittle 7218
    INFO_ME_DLot 7214

    RISKY_INFO_ALot 7125
    RISKY_INFO_ALittle 7144
    RISKY_INFO_NEDI 7182
    RISKY_INFO_DLittle 7201
    RISKY_INFO_DLot 7220

    Companies_Priv_ALot 7116
    Companies_Priv_ALittle 7135
    Companies_Priv_NEDI 7173
    Companies_Priv_DLittle 7211
    Companies_Priv_DLot 7192

    Net_Free_Time_ALot 5490
    Net_Free_Time_ALittle 5528
    Net_Free_Time_NEDI 5604

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Net_Free_Time_DLittle 5642
Net_Free_Time_DLot 5680

NET_Plan_Travel_ALot 5506
NET_Plan_Travel_ALittle 5544
NET_Plan_Travel_NEDI 5620
NET_Plan_Travel_DLittle 5658
NET_Plan_Travel_DLot 5696

NET_Change_Work_ALot 5499
NET_Change_Work_ALittle 5537
NET_Change_Work_NEDI 5613
NET_Change_Work_DLittle 5651
NET_Change_Work_DLot 5689

Comp_Source_Fun_ALot 6955
Comp_Source_Fun_ALittle 6972
Comp_Source_Fun_NEDI 7006
Comp_Source_Fun_DLittle 7023
Comp_Source_Fun_DLot 7040

IPHONE 7986;

run;

proc format;
value myscale
    1 = "disagree a lot"
    2 = "disagree a little"
    3 = "neither agree nor disagree"
    4 = "agree a little"
    5 = "agree a lot";
value yesno
    0 = "no"
    1 = "yes";
run;
data myvars;
    set mytemp;
    if Pay_any_elec_ALot = 1 then Pay_Any=5;
    if Pay_any_elec_ALittle = 1 then Pay_Any=4;
    if Pay_any_elec_NEDI=1 then Pay_Any=3;
    if Pay_any_elec_DLittle=1 then Pay_Any=2;
    if Pay_any_elec_DLot=1 then Pay_Any=1;
    if Keep_Up_Tech_ALot=1 then Up_Tech=5;
    if Keep_Up_Tech_ALittle=1 then Up_Tech=4;
    if Keep_Up_Tech_NEDI =1 then Up_Tech=3;
    if Keep_Up_Tech_DLittle =1 then Up_Tech=2;
    if Keep_Up_Tech_DLot =1 then Up_Tech=1;
    if Alot_Gadgets_ALot=1 then Gad=5;
    if Alot_Gadgets_ALittle=1 then Gad=4;
    if Alot_Gadgets_NEDI=1 then Gad=3;
    if Alot_Gadgets_DLittle=1 then Gad=2;
    if Alot_Gadgets_DLot=1 then Gad=1;
    if Buy_Gad_and_App_ALot=1 then Gad_app=5;
    if Buy_Gad_and_App_ALittle=1 then Gad_app=4;

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if Buy_Gad_and_App_NEDI=1 then Gad_app=3;
if Buy_Gad_and_App_DLlittle=1 then Gad_app=2;
if Buy_Gad_and_App_DLot=1 then Gad_app=1;

if Want_More_COS_ALot = 1 then WMC=5;
if Want_More_COS_ALittle = 1 then WMC=4;
if Want_More_COS_NEDI=1 then WMC=3;
if Want_More_COS_DLlittle=1 then WMC=2;
if Want_More_COS_DLot=1 then WMC=1;

if INFO_ME_ALot=1 then PINFO=5;
if INFO_ME_ALittle=1 then PINFO=4;
if INFO_ME_NEDI =1 then PINFO=3;
if INFO_ME_DLlittle =1 then PINFO=2;
if INFO_ME_DLot =1 then PINFO=1;

if RISKY_INFO_ALot=1 then RISKY=5;
if RISKY_INFO_ALittle=1 then RISKY=4;
if RISKY_INFO_NEDI=1 then RISKY=3;
if RISKY_INFO_DLlittle=1 then RISKY=2;
if RISKY_INFO_DLot=1 then RISKY=1;

if Companies_Priv_ALot=1 then Priv=5;
if Companies_Priv_ALittle=1 then Priv=4;
if Companies_Priv_NEDI=1 then Priv=3;
if Companies_Priv_DLlittle=1 then Priv=2;
if Companies_Priv_DLot=1 then Priv=1;

if Net_Free_Time_ALot=1 then Net_Free=5;
if Net_Free_Time_ALittle=1 then Net_Free=4;
if Net_Free_Time_NEDI=1 then Net_Free=3;
if Net_Free_Time_DLlittle=1 then Net_Free=2;
if Net_Free_Time_DLot=1 then Net_Free=1;

if NET_Plan_Travel_ALot=1 then Net_Travel=5;
if NET_Plan_Travel_ALittle=1 then Net_Travel=4;
if NET_Plan_Travel_NEDI=1 then Net_Travel=3;
if NET_Plan_Travel_DLlittle=1 then Net_Travel=2;
if NET_Plan_Travel_DLot=1 then Net_Travel=1;

if NET_Change_Work_ALot=1 then Net_Work=5;
if NET_Change_Work_ALittle=1 then Net_Work=4;
if NET_Change_Work_NEDI=1 then Net_Work=3;
if NET_Change_Work_DLlittle=1 then Net_Work=2;
if NET_Change_Work_DLot=1 then Net_Work=1;

if Comp_Source_Fun_ALot=1 then Comp_Fun=5;
if Comp_Source_Fun_ALittle=1 then Comp_Fun=4;
if Comp_Source_Fun_NEDI=1 then Comp_Fun=3;
if Comp_Source_Fun_DLlittle=1 then Comp_Fun=2;
if Comp_Source_Fun_DLot=1 then Comp_Fun=1;

if IPHONE = . then phone = 0;
if IPHONE = 1 then phone = 1;

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run;
proc freq data=myvars;
  tables

    Pay_any_elec_ALot
    Pay_any_elec_ALittle
    Pay_any_elec_NEDI
    Pay_any_elec_DLittle
    Pay_any_elec_DLot
    Keep_Up_Tech_ALot
    Keep_Up_Tech_ALittle
    Keep_Up_Tech_NEDI
    Keep_Up_Tech_DLittle
    Keep_Up_Tech_DLot
    Alot_Gadgets_ALot
    Alot_Gadgets_ALittle
    Alot_Gadgets_NEDI
    Alot_Gadgets_DLittle
    Alot_Gadgets_DLot
    Buy_Gad_and_App_ALot
    Buy_Gad_and_App_ALittle
    Buy_Gad_and_App_NEDI
    Buy_Gad_and_App_DLittle
    Buy_Gad_and_App_DLot

    Want_More_COS_ALot
    Want_More_COS_ALittle
    Want_More_COS_NEDI
    Want_More_COS_DLittle
    Want_More_COS_DLot
    INFO_Me_ALot
    INFO_ME_ALittle
    INFO_ME_NEDI
    INFO_ME_DLittle
    INFO_ME_DLot
    RISKY_INFO_ALot
    RISKY_INFO_ALittle
    RISKY_INFO_NEDI
    RISKY_INFO_DLittle
    RISKY_INFO_DLot
    Companies_Priv_ALot
    Companies_Priv_ALittle
    Companies_Priv_NEDI
    Companies_Priv_DLittle
    Companies_Priv_DLot

    Net_Free_Time_ALot
    Net_Free_Time_ALittle
    Net_Free_Time_NEDI
    Net_Free_Time_DLittle
    Net_Free_Time_DLot
    NET_Plan_Travel_ALot

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NET_Plan_Travel_ALittle
NET_Plan_Travel_NEDI
NET_Plan_Travel_DLittle
NET_Plan_Travel_DLot
NET_Change_Work_ALot
NET_Change_Work_ALittle
NET_Change_Work_NEDI
NET_Change_Work_DLittle
NET_Change_Work_DLot
Comp_Source_Fun_ALot
Comp_Source_Fun_ALittle
Comp_Source_Fun_NEDI
Comp_Source_Fun_DLittle
Comp_Source_Fun_DLot

Pay_Any
Up_Tech
Gad
Gad_app

WMC
PINFO
RISKY
Priv

Net_Free
Net_Travel
Net_Work
Comp_Fun

phone;

run;

libname mylib 'P:\';
data myfactor;
    set myvars;
run;

proc factor data = myfactor
    maxiter=100
    method=principal
    mineigen=1
    rotate=varimax
    nfactors=2
    msa
    scree
    score
    print
    out=myscores;
    var
        WMC
        PINFO

```

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RISKY
Priv

Net_Free
Net_Travel
Net_Work
Comp_Fun;

run;

data clusready;
set myscores;
rename factor1 = Int_Change_Life;
rename factor2 = Comp_Personal_Info;
run;

proc fastclus data=clusready maxiter=100 maxclusters=3;
var
Int_Change_Life
Comp_Personal_Info
Pay_Any
Up_Tech
Gad
Gad_app;
run;

proc fastclus data=clusready maxiter=100 maxclusters=4;
var
Int_Change_Life
Comp_Personal_Info
Comp_Personal_Info
Pay_Any
Up_Tech
Gad
Gad_app;
run;

proc fastclus data=clusready maxiter=100 maxclusters=5;
var
Int_Change_Life
Comp_Personal_Info
Pay_Any
Up_Tech
Gad
Gad_app;
run;

proc fastclus data=clusready maxiter=100 maxclusters=6;
var
Int_Change_Life
Comp_Personal_Info
Pay_Any
Up_Tech
Gad
Gad_app;

```

```

run;

proc fastclus data=clusready maxiter=100 maxclusters=7;
var
Int_Change_Life
Comp_Personal_Info
Pay_Any
Up_Tech
Gad
Gad_app;
run;

proc fastclus data=clusready maxiter=100 maxclusters=8;
var
Int_Change_Life
Comp_Personal_Info
Pay_Any
Up_Tech
Gad
Gad_app;
run;

proc fastclus data=clusready maxiter=100 maxclusters=9;
var
Int_Change_Life
Comp_Personal_Info
Pay_Any
Up_Tech
Gad
Gad_app;
run;

proc fastclus data=clusready maxiter=100 maxclusters=6 out=cluster6;
var
Int_Change_Life
Comp_Personal_Info
Pay_Any
Up_Tech
Gad
Gad_app;
run;

proc sort data=cluster6 out=clussort6;
by cluster;
run;

proc means data=clussort6;
by cluster;
var
Pay_Any
Up_Tech
Gad
Gad_app
WMC

```

PINFO
RISKY
Priv
Net_Free
Net_Travel
Net_Work
Comp_Fun;
run;