

Crosstabs

[DataSet1] /Users/keithmccormick/Desktop/Resources/Ready For Cluster With Categorical Variables.sav

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
GENDER * KMeans	2716	100.0%	0	0.0%	2716	100.0%
STATE * KMeans	2716	100.0%	0	0.0%	2716	100.0%
MAILCODE * KMeans	2716	100.0%	0	0.0%	2716	100.0%
NOEXCH * KMeans	2710	99.8%	6	0.2%	2716	100.0%
HOMEOWNER * KMeans	2716	100.0%	0	0.0%	2716	100.0%
NUMCHLD * KMeans	2716	100.0%	0	0.0%	2716	100.0%
INCOME * KMeans	2384	87.8%	332	12.2%	2716	100.0%
WEALTH1 * KMeans	1605	59.1%	1111	40.9%	2716	100.0%
HOMEE * KMeans	2716	100.0%	0	0.0%	2716	100.0%
PETS * KMeans	2716	100.0%	0	0.0%	2716	100.0%
PHOTO * KMeans	2716	100.0%	0	0.0%	2716	100.0%
BOATS * KMeans	2716	100.0%	0	0.0%	2716	100.0%
WALKER * KMeans	2716	100.0%	0	0.0%	2716	100.0%
Community_Type * KMeans	2716	100.0%	0	0.0%	2716	100.0%
SES * KMeans	2716	100.0%	0	0.0%	2716	100.0%
GoldStar_Customer * KMeans	2716	100.0%	0	0.0%	2716	100.0%

GENDER * KMeans

Crosstab

Count

		KMeans				Total
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	
GENDER	F	74	112	122	63	371
	J	271	363	382	235	1251
	M	199	306	327	188	1020
	U	12	22	24	16	74
Total		556	803	855	502	2716

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.901^a	9	.918
Likelihood Ratio	3.935	9	.916
N of Valid Cases	2716		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.68.

STATE * KMeans

Crosstab

Count

		KMeans				Total
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	
STATE	AZ	31	59	63	36	189
	CA	264	387	390	232	1273
	NM	13	25	22	7	67
	NV	20	22	35	12	89
	OR	45	61	73	43	222
	TX	96	139	141	93	469
	UT	3	6	5	3	17
	WA	84	104	126	76	390
Total		556	803	855	502	2716

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.455^a	21	.892
Likelihood Ratio	13.950	21	.872
N of Valid Cases	2716		

a. 2 cells (6.3%) have expected count less than 5. The minimum expected count is 3.14.

MAILCODE * KMeans

Crosstab

Count

		KMeans				
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	Total
MAILCODE	B	9	2	7	5	23
	U	547	801	848	497	2693
Total		556	803	855	502	2716

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.503 ^a	3	.057
Likelihood Ratio	7.980	3	.046
N of Valid Cases	2716		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 4.25.

NOEXCH * KMeans

Crosstab

Count

		KMeans				
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	Total
NOEXCH	.0	552	801	851	499	2703
	1.0	3	1	1	2	7
Total		555	802	852	501	2710

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.315 ^a	3	.346
Likelihood Ratio	3.146	3	.370
Linear-by-Linear Association	.256	1	.613
N of Valid Cases	2710		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.29.

HOMEOWNR * KMeans

Crosstab

Count

		KMeans				Total
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	
HOMEOWNR	H	405	583	606	346	1940
	U	151	220	249	156	776
Total		556	803	855	502	2716

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.757 ^a	3	.431
Likelihood Ratio	2.741	3	.433
N of Valid Cases	2716		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 143.43.

NUMCHLD * KMeans

Crosstab

Count

		KMeans				Total
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	
NUMCHLD	.0	460	687	708	415	2270
	1.0	53	77	87	48	265
	2.0	31	25	39	29	124
	3.0	5	9	18	10	42
	4.0	7	2	3	0	12
	5.0	0	3	0	0	3
Total		556	803	855	502	2716

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	30.744 ^a	15	.010
Likelihood Ratio	30.833	15	.009
Linear-by-Linear Association	.054	1	.817
N of Valid Cases	2716		

a. 8 cells (33.3%) have expected count less than 5. The minimum expected count is .55.

INCOME * KMeans

Crosstab

Count

		KMeans				
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	Total
INCOME	1.0	53	44	89	42	228
	2.0	71	101	144	67	383
	3.0	56	100	89	48	293
	4.0	87	146	150	83	466
	5.0	109	135	161	94	499
	6.0	68	95	69	45	277
	7.0	52	73	61	52	238
Total		496	694	763	431	2384

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38.628 ^a	18	.003
Likelihood Ratio	39.432	18	.002
Linear-by-Linear Association	3.002	1	.083
N of Valid Cases	2384		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 41.22.

WEALTH1 * KMeans

Crosstab

Count

		KMeans				Total
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	
WEALTH1	.0	15	18	22	9	64
	1.0	33	27	34	16	110
	2.0	25	45	42	25	137
	3.0	28	45	55	35	163
	4.0	34	38	59	38	169
	5.0	24	45	56	31	156
	6.0	45	57	55	34	191
	7.0	39	51	63	36	189
	8.0	33	74	80	54	241
	9.0	41	69	49	26	185
Total		317	469	515	304	1605

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.753 ^a	27	.121
Likelihood Ratio	35.772	27	.120
Linear-by-Linear Association	.125	1	.724
N of Valid Cases	1605		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.12.

HOMEE * KMeans

Crosstab

Count

		KMeans				Total
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	
HOMEE	U	546	784	838	487	2655
	Y	10	19	17	15	61
Total		556	803	855	502	2716

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.077^a	3	.556
Likelihood Ratio	2.007	3	.571
N of Valid Cases	2716		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.27.

PETS * KMeans

Crosstab

Count

		KMeans				
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	Total
PETS	U	335	506	540	309	1690
	Y	221	297	315	193	1026
Total		556	803	855	502	2716

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.546^a	3	.672
Likelihood Ratio	1.542	3	.673
N of Valid Cases	2716		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 189.64.

PHOTO * KMeans

Crosstab

Count

		KMeans				
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	Total
PHOTO	U	503	709	740	420	2372
	Y	53	94	115	82	344
Total		556	803	855	502	2716

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.188^a	3	.007
Likelihood Ratio	12.155	3	.007
N of Valid Cases	2716		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 63.58.

BOATS * KMeans

Crosstab

Count

		KMeans				Total
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	
BOATS	U	535	760	818	479	2592
	Y	21	43	37	23	124
Total		556	803	855	502	2716

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.053^a	3	.561
Likelihood Ratio	2.045	3	.563
N of Valid Cases	2716		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 22.92.

WALKER * KMeans

Crosstab

Count

		KMeans				Total
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	
WALKER	U	388	596	633	374	1991
	Y	168	207	222	128	725
Total		556	803	855	502	2716

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.467^a	3	.215
Likelihood Ratio	4.384	3	.223
N of Valid Cases	2716		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 134.00.

Community_Type * KMeans

Crosstab

Count

		KMeans			
		Cluster 1	Cluster 2	Cluster 3	Cluster 4
Community_Type		13	12	17	9
	C	119	147	179	92
	R	89	115	156	87
	S	136	254	216	143
	T	101	150	147	91
	U	98	125	140	80
Total		556	803	855	502
		2716			

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.247^a	15	.250
Likelihood Ratio	18.194	15	.253
N of Valid Cases	2716		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.43.

SES * KMeans

Crosstab

Count

		KMeans				
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	Total
SES		13	12	17	9	51
	1	192	315	292	186	985
	2	258	376	412	250	1296
	3	82	93	124	48	347
	4	11	7	10	9	37
Total		556	803	855	502	2716

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.233 ^a	12	.109
Likelihood Ratio	18.430	12	.103
N of Valid Cases	2716		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.84.

GoldStar_Customer * KMeans

Crosstab

Count

		KMeans				
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	Total
GoldStar_Customer	F	192	322	226	221	961
	T	364	481	629	281	1755
Total		556	803	855	502	2716

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	54.340 ^a	3	.000
Likelihood Ratio	55.125	3	.000
N of Valid Cases	2716		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 177.62.