

The SAS System

The FREQ Procedure

Gender				
gender	Frequency	Percent	Cumulative Frequency	Cumulative Percent
female	11184	100.00	11184	100.00

The brand I use most often for moisturizers/creams/lotions is Clinique				
clinique	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	11125	99.47	11125	99.47
yes	59	0.53	11184	100.00

When I shop for health and beauty care products, I look for organic/natural items				
naturalbeauty	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree alot	3407	32.12	3407	32.12
disagree a little	1934	18.23	5341	50.36
neither agree nor disagree	3494	32.94	8835	83.30
agree a little	1142	10.77	9977	94.07
agree alot	629	5.93	10606	100.00
Frequency Missing = 578				

I make an effort to buy locally grown food				
localgrown	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree alot	1312	12.37	1312	12.37
disagree a little	1289	12.16	2601	24.53
neither agree nor disagree	3617	34.11	6218	58.64
agree a little	2496	23.54	8714	82.18
agree alot	1890	17.82	10604	100.00
Frequency Missing = 580				

I prefer foods without artificial additives				
artificial	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree alot	1171	11.08	1171	11.08
disagree a little	1069	10.11	2240	21.19
neither agree nor disagree	3339	31.59	5579	52.78
agree a little	2439	23.07	8018	75.86
agree alot	2552	24.14	10570	100.00
Frequency Missing = 614				

Nutritional value is the most important factor in the foods I eat				

nutritional	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree alot	1249	11.81	1249	11.81
disagree a little	1450	13.71	2699	25.51
neither agree nor disagree	3286	31.06	5985	56.57
agree a little	2614	24.71	8599	81.28
agree alot	1980	18.72	10579	100.00
Frequency Missing = 605				

It is important to keep looking young				
lookyoung	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree alot	1008	9.46	1008	9.46
disagree a little	1624	15.23	2632	24.69
neither agree nor disagree	4093	38.40	6725	63.09
agree a little	2717	25.49	9442	88.57
agree alot	1218	11.43	10660	100.00
Frequency Missing = 524				

I will spend whatever I have to, to make myself look younger				
spendwhatever	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree alot	4027	37.94	4027	37.94
disagree a little	2372	22.35	6399	60.29
neither agree nor disagree	3020	28.46	9419	88.75
agree a little	784	7.39	10203	96.14
agree alot	410	3.86	10613	100.00
Frequency Missing = 571				

It is important to look attractive to others				
attractive	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree alot	632	5.99	632	5.99
disagree a little	687	6.51	1319	12.50
neither agree nor disagree	3187	30.19	4506	42.69
agree a little	3666	34.73	8172	77.42
agree alot	2383	22.58	10555	100.00
Frequency Missing = 629				

I keep up with changes in styles and fashions				
fashion	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree alot	2756	26.03	2756	26.03
disagree a little	2283	21.56	5039	47.59
neither agree nor disagree	3590	33.90	8629	81.49

agree a little	1466	13.84	10095	95.33
agree alot	494	4.67	10589	100.00
Frequency Missing = 595				

I like to follow my favorite brands or companies on social media/networking sites				
socialmedia	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree alot	1754	32.46	1754	32.46
disagree a little	909	16.82	2663	49.28
neither agree nor disagree	1302	24.09	3965	73.37
agree a little	972	17.99	4937	91.36
agree alot	467	8.64	5404	100.00
Frequency Missing = 5780				

I remember advertised products when shopping				
ad_recall	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree alot	1447	13.72	1447	13.72
disagree a little	1968	18.67	3415	32.39
neither agree nor disagree	3968	37.64	7383	70.03
agree a little	2492	23.64	9875	93.66
agree alot	668	6.34	10543	100.00
Frequency Missing = 641				

I've shopped at Sephora in the last 30 days				
sephora	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	10953	97.93	10953	97.93
yes	231	2.07	11184	100.00

I've shopped at Ulta in the last 30 days				
ulta	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	10957	97.97	10957	97.97
yes	227	2.03	11184	100.00

I've spent \$1000 or more on women's apparel in the last three months				
apparel	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	11102	99.27	11102	99.27
yes	82	0.73	11184	100.00

I've viewed Bravo in the last 7 days				
bravo	Frequency	Percent	Cumulative Frequency	Cumulative Percent

no	10637	95.11	10637	95.11
yes	547	4.89	11184	100.00

I have gathered information online for shopping in the last 30 days				
onlineinfo	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	9452	84.51	9452	84.51
yes	1732	15.49	11184	100.00

I've ordered cosmetics online in the last 3 months				
orderonline	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	11094	99.20	11094	99.20
yes	90	0.80	11184	100.00

I smoke cigarettes				
cigarettes	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	9645	86.24	9645	86.24
yes	1539	13.76	11184	100.00

I use facial cleansing/medicated products/toners for anti-aging				
reason_antiage	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	10999	98.35	10999	98.35
yes	185	1.65	11184	100.00

The SAS System

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	11184
Number of Records Used	9274
N for Significance Tests	9274

The SAS System

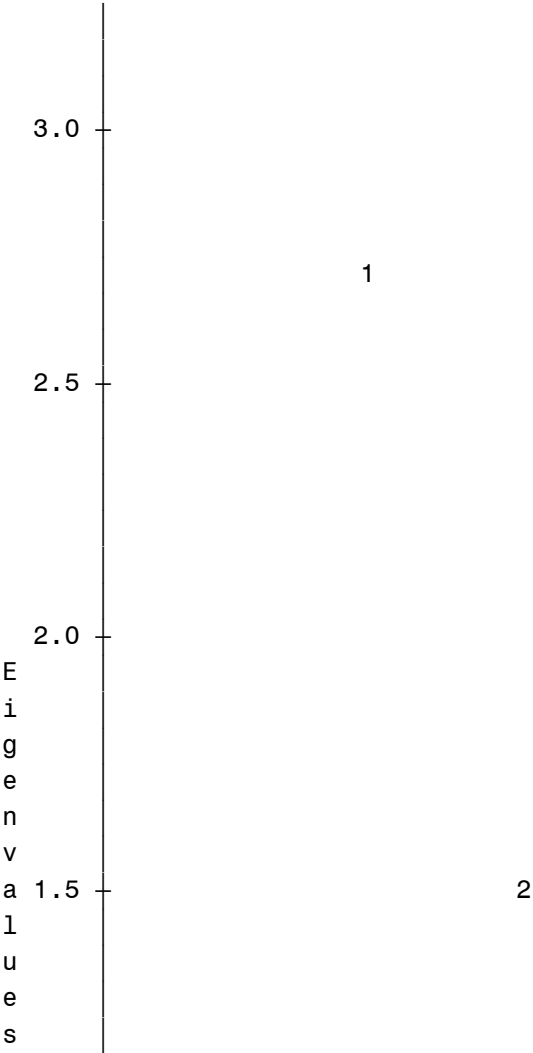
The FACTOR Procedure
Initial Factor Method: Principal Components

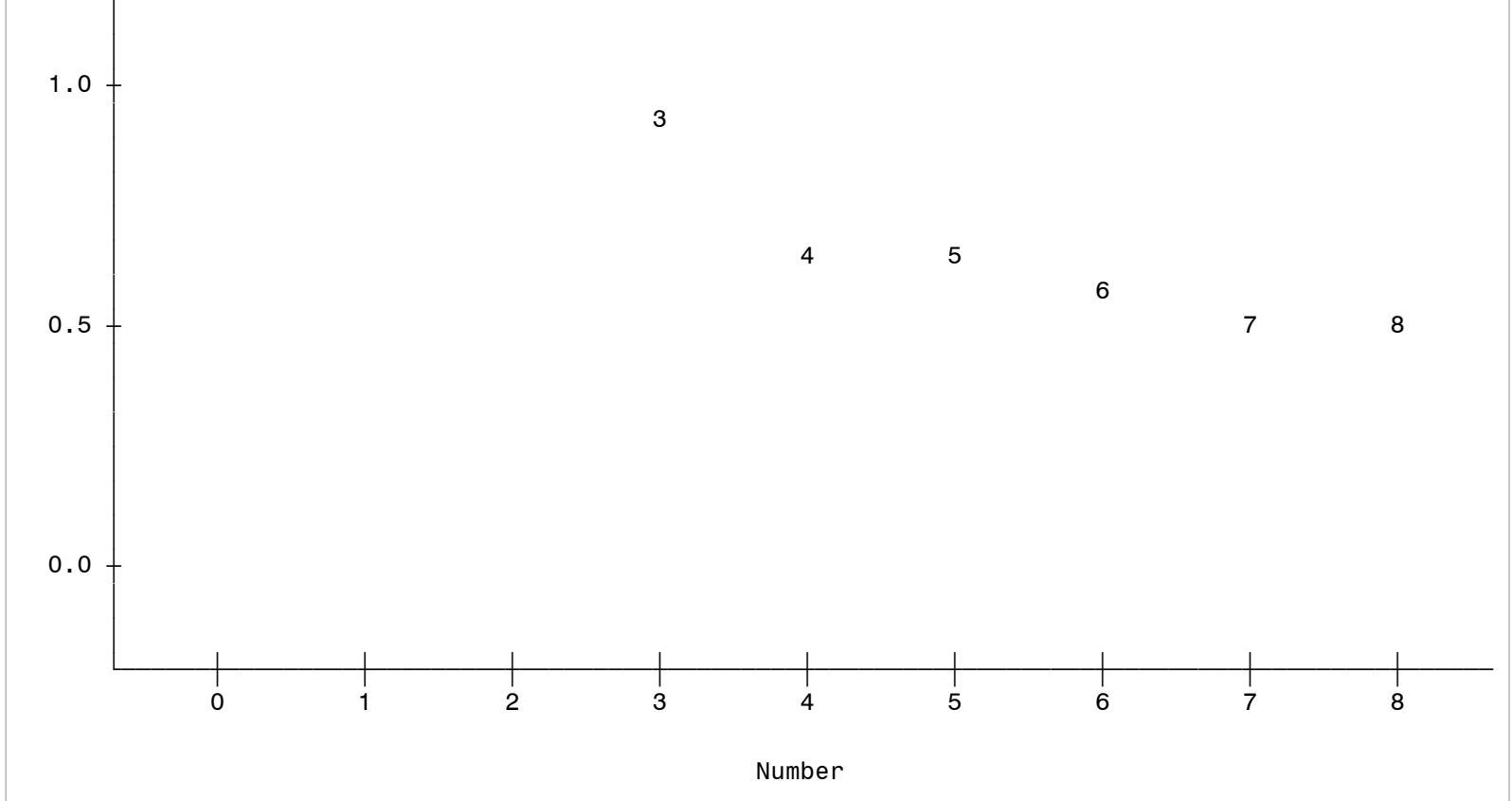
Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 8 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.69651352	1.20585229	0.3371	0.3371
2	1.49066124	0.55846272	0.1863	0.5234
3	0.93219852	0.26125622	0.1165	0.6399
4	0.67094230	0.04115889	0.0839	0.7238
5	0.62978340	0.03173635	0.0787	0.8025
6	0.59804706	0.09648264	0.0748	0.8773
7	0.50156442	0.02127488	0.0627	0.9400
8	0.48028954		0.0600	1.0000

2 factors will be retained by the MINEIGEN criterion.

Scree Plot of Eigenvalues





Factor Pattern			
		Factor1	Factor2
naturalbeauty	When I shop for health and beauty care products, I look for organic/natural items	0.64992	-0.13749
localgrown	I make an effort to buy locally grown food	0.59292	-0.53933
artificial	I prefer foods without artificial additives	0.57690	-0.57229
nutritional	Nutritional value is the most important factor in the foods I eat	0.61171	-0.32994
lookyoung	It is important to keep looking young	0.56523	0.46376
spendwhatever	I will spend whatever I have to, to make myself look younger	0.59020	0.47694
attractive	It is important to look attractive to others	0.47986	0.25984
fashion	I keep up with changes in styles and fashions	0.56345	0.48419

Variance Explained by Each Factor	
Factor1	Factor2
2.6965135	1.4906612

Final Community Estimates: Total = 4.187175							
naturalbeauty	localgrown	artificial	nutritional	lookyoung	spendwhatever	attractive	fashion
0.44129639	0.64243256	0.66033177	0.48305210	0.53455146	0.57580941	0.29778436	0.55191670

The SAS System

The FACTOR Procedure Rotation Method: Varimax

Orthogonal Transformation Matrix		
	1	2
1	0.71389	0.70025
2	-0.70025	0.71389

Rotated Factor Pattern			
		Factor1	Factor2
naturalbeauty	When I shop for health and beauty care products, I look for organic/natural items	0.56025	0.35695
localgrown	I make an effort to buy locally grown food	0.80095	0.03017
artificial	I prefer foods without artificial additives	0.81260	-0.00458
nutritional	Nutritional value is the most important factor in the foods I eat	0.66774	0.19281
lookyoung	It is important to keep looking young	0.07876	0.72688
spendwhatever	I will spend whatever I have to, to make myself look younger	0.08737	0.75377
attractive	It is important to look attractive to others	0.16062	0.52152
fashion	I keep up with changes in styles and fashions	0.06318	0.74022

Variance Explained by Each Factor	
Factor1	Factor2
2.1052185	2.0819562

Final Communality Estimates: Total = 4.187175							
naturalbeauty	localgrown	artificial	nutritional	lookyoung	spendwhatever	attractive	fashion
0.44129639	0.64243256	0.66033177	0.48305210	0.53455146	0.57580941	0.29778436	0.55191670

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor	
Factor1	Factor2
1.0000000	1.0000000

Standardized Scoring Coefficients			
		Factor1	Factor2
naturalbeauty	When I shop for health and beauty care products, I look for organic/natural items	0.23665	0.10293
localgrown	I make an effort to buy locally grown food	0.41033	-0.10432
artificial	I prefer foods without artificial additives	0.42157	-0.12426
nutritional	Nutritional value is the most important factor in the foods I eat	0.31694	0.00084
lookyoung	It is important to keep looking young	-0.06821	0.36888
spendwhatever	I will spend whatever I have to, to make myself look younger	-0.06779	0.38168
attractive	It is important to look attractive to others	0.00498	0.24905
fashion	I keep up with changes in styles and fashions	-0.07828	0.37821

The SAS System

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=2 Maxiter=1

Initial Seeds				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	1.664029878	2.691852606	5.000000000	5.000000000
2	-2.093233106	-1.895331684	1.000000000	1.000000000

Criterion Based on Final Seeds = 0.9207

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	5277	0.8853	4.7611		2	2.5814
2	5522	0.9375	4.6044		1	2.5814

385 Observation(s) were omitted due to missing values.

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
allnatural	1.00000	0.97246	0.054424	0.057557
attractiveness	1.00000	0.86823	0.246255	0.326709
socialmedia	1.33284	0.88956	0.554639	1.245370
ad_recall	1.10270	0.91763	0.307568	0.444185
OVER-ALL	1.08979	0.91556	0.294275	0.416983

Pseudo F Statistic = 4502.17

Approximate Expected Over-All R-Squared = 0.26698

Cubic Clustering Criterion = 13.538

WARNING: The two values above are invalid for correlated variables.

Cluster Means				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	0.252040271	0.536125035	3.594380689	3.529606545
2	-0.215911976	-0.459275080	1.605144247	2.306156406

Cluster Standard Deviations				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	0.912922014	0.867955143	0.930107011	0.826339222
2	1.020703160	0.868468094	0.852355785	0.996573734

The SAS System

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=3 Maxiter=1

Initial Seeds				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	-2.597578633	1.703933824	1.000000000	1.000000000
2	0.476545280	-2.188467148	5.000000000	1.000000000
3	1.664029878	2.691852606	4.000000000	5.000000000

Criterion Based on Final Seeds = 0.8736

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	3804	0.8023	4.0652		2	2.1829
2	3432	0.9430	4.3049		1	2.1829
3	3563	0.8782	4.6199		2	2.2026

385 Observation(s) were omitted due to missing values.

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
allnatural	1.00000	0.87248	0.238942	0.313961
attractiveness	1.00000	0.80315	0.355087	0.550596
socialmedia	1.33284	0.93054	0.512746	1.052317
ad_recall	1.10270	0.87035	0.377147	0.605515
OVER-ALL	1.08979	0.86328	0.372640	0.593981

Pseudo F Statistic = 3206.31

Approximate Expected Over-All R-Squared = 0.40333

Cubic Clustering Criterion = -15.449

WARNING: The two values above are invalid for correlated variables.

Cluster Means				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	-0.675840875	0.037156675	1.322342520	2.604576043
2	0.334391600	-0.764728052	3.047808765	2.252314124
3	0.371421460	0.704426921	3.442658092	3.844782984

Cluster Standard Deviations				

Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	0.862968818	0.824766534	0.558654944	0.915392546
2	0.895213528	0.758346207	1.131417178	0.948776891
3	0.859766131	0.822650420	1.065260460	0.730936131

The SAS System

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=4 Maxiter=1

Initial Seeds				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	-2.535342863	1.367378256	1.000000000	5.000000000
2	2.350632375	-1.947404691	1.000000000	2.000000000
3	-2.230229647	-1.233474917	5.000000000	1.000000000
4	1.725153063	2.347715767	5.000000000	4.000000000

Criterion Based on Final Seeds = 0.7952

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	2319	0.7554	3.9803		2	2.1182
2	3274	0.7926	3.7262		1	2.1182
3	2099	0.8205	4.0814		4	2.3755
4	3107	0.7720	3.7471		3	2.3755

385 Observation(s) were omitted due to missing values.

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
allnatural	1.00000	0.76211	0.419383	0.722306
attractiveness	1.00000	0.79852	0.362574	0.568810
socialmedia	1.33284	0.73075	0.699575	2.328623
ad_recall	1.10270	0.83847	0.421987	0.730066
OVER-ALL	1.08979	0.79127	0.472992	0.897503

Pseudo F Statistic = 3229.51

Approximate Expected Over-All R-Squared = 0.49169

Cubic Clustering Criterion = -10.750

WARNING: The two values above are invalid for correlated variables.

Cluster Means				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	-0.814511112	0.300398386	1.546093064	3.633201233
2	0.606452196	-0.729418804	1.382533825	2.458268209
3	-0.765421139	-0.380087687	3.531500573	1.835046500

4	0.448233930	0.721382459	3.742355606	3.541584158
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Cluster Standard Deviations				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	0.7423416614	0.7910176578	0.6670305851	0.8127444741
2	0.7838277498	0.7823620507	0.6177198572	0.9513130398
3	0.7739096338	0.8496085918	0.8891443510	0.7625575140
4	0.7469290168	0.7859809076	0.7777980835	0.7769076344

The SAS System

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=5 Maxiter=1

Initial Seeds				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	-2.597578633	1.703933824	1.000000000	1.000000000
2	1.758737100	-2.457310269	1.000000000	1.000000000
3	1.664029878	2.691852606	1.000000000	5.000000000
4	1.536508562	2.016103908	5.000000000	1.000000000
5	-2.597578633	1.703933824	5.000000000	5.000000000

Criterion Based on Final Seeds = 0.7605

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	1953	0.7774	3.5584		2	1.9647
2	2626	0.7628	3.8061		1	1.9647
3	1589	0.7498	3.8319		4	2.4312
4	3094	0.7068	3.9838		5	1.7084
5	1537	0.7867	4.0035		4	1.7084

385 Observation(s) were omitted due to missing values.

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
allnatural	1.00000	0.72996	0.467391	0.877550
attractiveness	1.00000	0.78956	0.376865	0.604790
socialmedia	1.33284	0.72747	0.702318	2.359286
ad_recall	1.10270	0.75717	0.528695	1.121768
OVER-ALL	1.08979	0.75431	0.521129	1.088246

Pseudo F Statistic = 2936.63

Approximate Expected Over-All R-Squared = 0.56591

Cubic Clustering Criterion = -28.510

WARNING: The two values above are invalid for correlated variables.

Cluster Means				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	-1.140988369	0.025035624	1.698455949	2.316279070

2	0.465393891	-1.043148934	1.371621622	2.137715180
3	0.695380561	0.553114694	1.765342960	4.170226537
4	0.341530219	0.438022533	3.669338677	2.704912628
5	-0.581111780	0.342733109	4.104930468	4.071913161

Cluster Standard Deviations				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	0.633418764	0.797477241	0.790792109	0.868986861
2	0.774315436	0.641066636	0.642589914	0.950748856
3	0.696481689	0.911273254	0.766184316	0.588221182
4	0.731690827	0.700663070	0.725455161	0.667492651
5	0.815100750	1.017041574	0.717141629	0.512158488

The SAS System

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=6 Maxiter=1

Initial Seeds				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	1.706562431	1.418386064	1.000000000	5.000000000
2	1.482409710	-2.457800548	1.000000000	1.000000000
3	-2.093233106	-1.895331684	5.000000000	1.000000000
4	1.536508562	2.016103908	5.000000000	1.000000000
5	-2.597578633	1.703933824	1.000000000	1.000000000
6	-1.498421850	2.684423689	5.000000000	5.000000000

Criterion Based on Final Seeds = 0.7360

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	3575	0.7304	3.8689		5	2.0835
2	2016	0.6998	3.2616		1	2.2442
3	1177	0.7405	3.6407		4	2.1668
4	1072	0.7221	3.1029		3	2.1668
5	1362	0.7029	3.3054		1	2.0835
6	1597	0.7833	3.6519		4	2.2378

385 Observation(s) were omitted due to missing values.

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
allnatural	1.00000	0.72547	0.473977	0.901058
attractiveness	1.00000	0.71878	0.483641	0.936636
socialmedia	1.33284	0.71060	0.716016	2.521329
ad_recall	1.10270	0.74951	0.538229	1.165576
OVER-ALL	1.08979	0.72883	0.552985	1.237061

Pseudo F Statistic = 2670.32

Approximate Expected Over-All R-Squared = 0.60381

Cubic Clustering Criterion = -32.430

WARNING: The two values above are invalid for correlated variables.

Cluster Means				

Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	0.420334841	0.144188382	2.199522103	3.517458500
2	0.600995534	-1.055607565	1.293691830	1.861025641
3	-0.893742128	-0.827382490	3.795019157	2.376288660
4	0.692038613	0.620869805	3.991596639	2.165692008
5	-1.158738389	0.267648990	1.398857143	2.426132146
6	-0.322920478	1.040658174	4.134889754	4.110115237

Cluster Standard Deviations				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	0.6854170701	0.7363291904	0.8474001651	0.6354439516
2	0.7540584780	0.6508646703	0.5596800330	0.8082876099
3	0.6775401974	0.6194294708	0.7132782981	0.9175772649
4	0.6964102398	0.7186727331	0.6653496881	0.8011165127
5	0.6439505393	0.7023408537	0.5972849106	0.8433817816
6	0.9056510963	0.8529835805	0.7043201250	0.6408375462

The SAS System

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=7 Maxiter=1

Initial Seeds				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	-1.893678447	-1.325760215	1.000000000	5.000000000
2	1.762606918	-0.920652785	2.000000000	1.000000000
3	-2.093233106	-1.895331684	5.000000000	1.000000000
4	1.664029878	2.691852606	1.000000000	5.000000000
5	-2.597578633	1.703933824	1.000000000	1.000000000
6	-1.930797557	3.254514666	5.000000000	3.000000000
7	1.900703648	-1.318850806	5.000000000	5.000000000

Criterion Based on Final Seeds = 0.7162

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	1653	0.6556	2.8421		5	1.9342
2	2498	0.7852	3.3509		1	1.9579
3	1011	0.7238	3.6568		6	2.5952
4	1263	0.7075	2.7807		1	2.2417
5	1063	0.6749	2.9167		1	1.9342
6	2040	0.6573	3.7279		7	1.8876
7	1271	0.6993	3.6227		6	1.8876

385 Observation(s) were omitted due to missing values.

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
allnatural	1.00000	0.67505	0.544596	1.195852
attractiveness	1.00000	0.73191	0.464655	0.867953
socialmedia	1.33284	0.75065	0.683166	2.156223
ad_recall	1.10270	0.66951	0.631578	1.714279
OVER-ALL	1.08979	0.70129	0.586188	1.416555

Pseudo F Statistic = 2547.91

Approximate Expected Over-All R-Squared = 0.63327

Cubic Clustering Criterion = -30.653

WARNING: The two values above are invalid for correlated variables.

Cluster Means				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	-0.653785744	-0.362510182	1.469457014	3.562385879
2	0.637352750	-0.468367659	1.915734526	2.163793103
3	-0.808391375	-0.979676344	4.070224719	1.527327935
4	0.780862950	1.175053108	2.033333333	4.096091205
5	-1.176164675	0.300736430	1.334905660	1.827416174
6	-0.382299692	0.973997799	3.782051282	3.156281407
7	0.876917503	-0.200158297	4.110584518	3.856913183

Cluster Standard Deviations				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	0.6635711512	0.6769711450	0.6782291072	0.6006266761
2	0.6386299466	0.8024924231	0.8958769578	0.7821537557
3	0.8003333166	0.7021263852	0.7223677461	0.6633113225
4	0.6601359884	0.6767174541	0.8142971063	0.6674778507
5	0.6747989876	0.8005437348	0.5607434524	0.6414428996
6	0.6708251196	0.6326828080	0.7360638984	0.5796951759
7	0.6824016162	0.7768658654	0.6515063895	0.6798623604

The SAS System

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=4 Maxiter=1

Initial Seeds				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	-2.535342863	1.367378256	1.000000000	5.000000000
2	2.350632375	-1.947404691	1.000000000	2.000000000
3	-2.230229647	-1.233474917	5.000000000	1.000000000
4	1.725153063	2.347715767	5.000000000	4.000000000

Criterion Based on Final Seeds = 0.7952

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	2319	0.7554	3.9803		2	2.1182
2	3274	0.7926	3.7262		1	2.1182
3	2099	0.8205	4.0814		4	2.3755
4	3107	0.7720	3.7471		3	2.3755

385 Observation(s) were omitted due to missing values.

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
allnatural	1.00000	0.76211	0.419383	0.722306
attractiveness	1.00000	0.79852	0.362574	0.568810
socialmedia	1.33284	0.73075	0.699575	2.328623
ad_recall	1.10270	0.83847	0.421987	0.730066
OVER-ALL	1.08979	0.79127	0.472992	0.897503

Pseudo F Statistic = 3229.51

Approximate Expected Over-All R-Squared = 0.49169

Cubic Clustering Criterion = -10.750

WARNING: The two values above are invalid for correlated variables.

Cluster Means				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	-0.814511112	0.300398386	1.546093064	3.633201233
2	0.606452196	-0.729418804	1.382533825	2.458268209
3	-0.765421139	-0.380087687	3.531500573	1.835046500

4	0.448233930	0.721382459	3.742355606	3.541584158
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Cluster Standard Deviations				
Cluster	allnatural	attractiveness	socialmedia	ad_recall
1	0.7423416614	0.7910176578	0.6670305851	0.8127444741
2	0.7838277498	0.7823620507	0.6177198572	0.9513130398
3	0.7739096338	0.8496085918	0.8891443510	0.7625575140
4	0.7469290168	0.7859809076	0.7777980835	0.7769076344

The SAS System

The CONTENTS Procedure

Data Set Name	WORK.CLUSTERMEANS	Observations	11184
Member Type	DATA	Variables	94
Engine	V9	Indexes	0
Created	05/03/2020 22:06:22	Observation Length	752
Last Modified	05/03/2020 22:06:22	Deleted Observations	0
Protection		Compressed	NO
Data Set Type		Sorted	NO
Label			
Data Representation	WINDOWS_64		
Encoding	wlatin1 Western (Windows)		

Engine/Host Dependent Information

Data Set Page Size	65536
Number of Data Set Pages	129
First Data Page	1
Max Obs per Page	87
Obs in First Data Page	71
Number of Data Set Repairs	0
ExtendObsCounter	YES
Filename	C:\Users\vlj466\AppData\Local\Temp\31\SAS Temporary Files_TD18488_AC-PEGASUS_\clustermeans.sas7bdat
Release Created	9.0401M6
Host Created	X64_DS12R2
Owner Name	UTSARR\vlj466
File Size	8MB
File Size (bytes)	8519680

Alphabetic List of Variables and Attributes

#	Variable	Type	Len	Label
93	CLUSTER	Num	8	Cluster
94	DISTANCE	Num	8	Distance to Cluster Seed
87	Factor3	Num	8	
88	Factor4	Num	8	
89	Factor5	Num	8	
90	Factor6	Num	8	
91	Factor7	Num	8	
92	Factor8	Num	8	
82	ad_recall	Num	8	I remember advertised products when shopping
47	ad_recall_agree_alot	Num	8	

48	ad_recall_agree_little	Num	8	
51	ad_recall_disagree_alot	Num	8	
50	ad_recall_disagree_little	Num	8	
49	ad_recall_neither	Num	8	
85	allnatural	Num	8	
66	apparel	Num	8	I've spent \$1000 or more on women's apparel in the last three months
75	artificial	Num	8	I prefer foods without artificial additives
12	artificial_agree_alot	Num	8	
13	artificial_agree_little	Num	8	
16	artificial_disagree_alot	Num	8	
15	artificial_disagree_little	Num	8	
14	artificial_neither	Num	8	
79	attractive	Num	8	It is important to look attractive to others
32	attractive_agree_alot	Num	8	
33	attractive_agree_little	Num	8	
36	attractive_disagree_alot	Num	8	
35	attractive_disagree_little	Num	8	
34	attractive_neither	Num	8	
86	attractiveness	Num	8	
67	bravo	Num	8	I've viewed Bravo in the last 7 days
84	careful	Num	8	I'm careful with money
57	careful_agree_alot	Num	8	
58	careful_agree_little	Num	8	
61	careful_disagree_alot	Num	8	
60	careful_disagree_little	Num	8	
59	careful_neither	Num	8	
70	cigarettes	Num	8	I smoke cigarettes
63	clinique	Num	8	The brand I use most often for moisturizers/creams/lotions is Clinique
80	fashion	Num	8	I keep up with changes in styles and fashions
37	fashion_agree_alot	Num	8	
38	fashion_agree_little	Num	8	
41	fashion_disagree_alot	Num	8	
40	fashion_disagree_little	Num	8	
39	fashion_neither	Num	8	
62	gender	Num	8	Gender
74	localgrown	Num	8	I make an effort to buy locally grown food
7	localgrown_agree_alot	Num	8	
8	localgrown_agree_little	Num	8	
11	localgrown_disagree_alot	Num	8	
10	localgrown_disagree_little	Num	8	
9	localgrown_neither	Num	8	
77	lookyoung	Num	8	It is important to keep looking young

	lookyoung_agree_alot	Num	8	
23	lookyoung_agree_little	Num	8	
26	lookyoung_disagree_alot	Num	8	
25	lookyoung_disagree_little	Num	8	
24	lookyoung_neither	Num	8	
73	naturalbeauty	Num	8	When I shop for health and beauty care products, I look for organic/natural items
2	naturalbeauty_agree_alot	Num	8	
3	naturalbeauty_agree_little	Num	8	
6	naturalbeauty_disagree_alot	Num	8	
5	naturalbeauty_disagree_little	Num	8	
4	naturalbeauty_neither	Num	8	
76	nutritional	Num	8	Nutritional value is the most important factor in the foods I eat
17	nutritional_agree_alot	Num	8	
18	nutritional_agree_little	Num	8	
21	nutritional_disagree_alot	Num	8	
20	nutritional_disagree_little	Num	8	
19	nutritional_neither	Num	8	
68	onlineinfo	Num	8	I have gathered information online for shopping in the last 30 days
69	orderonline	Num	8	I've ordered cosmetics online in the last 3 months
83	price	Num	8	Price isn't the most important factor - it is getting exactly what I want
52	price_agree_alot	Num	8	
53	price_agree_little	Num	8	
56	price_disagree_alot	Num	8	
55	price_disagree_little	Num	8	
54	price_neither	Num	8	
71	reason_antiage	Num	8	I use facial cleansing/medicated products/toners for anti-aging
1	resp_id	Num	8	
72	run	Num	8	
64	sephora	Num	8	I've shopped at Sephora in the last 30 days
81	socialmedia	Num	8	I like to follow my favorite brands or companies on social media/networking sites
42	socialmedia_agree_alot	Num	8	
43	socialmedia_agree_little	Num	8	
46	socialmedia_disagree_alot	Num	8	
45	socialmedia_disagree_little	Num	8	
44	socialmedia_neither	Num	8	
78	spendwhatever	Num	8	I will spend whatever I have to, to make myself look younger
27	spendwhatever_agree_alot	Num	8	
28	spendwhatever_agree_little	Num	8	
31	spendwhatever_disagree_alot	Num	8	
30	spendwhatever_disagree_little	Num	8	
29	spendwhatever_neither	Num	8	
65				

	ulta	Num	8	I've shopped at Ulta in the last 30 days
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The SAS System

The MEANS Procedure

Cluster=.

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
clinique	The brand I use most often for moisturizers/creams/lotions is	385	0.0051948	0.0719811	0	1.0000000
sephora	Clinique	385	0.0311688	0.1739999	0	1.0000000
ulta	I've shopped at Sephora in the last 30 days	385	0.0233766	0.1512931	0	1.0000000
apparel	I've shopped at Ulta in the last 30 days	385	0.0077922	0.0880433	0	1.0000000
bravo	I've spent \$1000 or more on women's apparel in the last three	385	0.0909091	0.2878539	0	1.0000000
onlineinfo	months	385	0.0727273	0.2600262	0	1.0000000
orderonline	I've viewed Bravo in the last 7 days	385	0.0051948	0.0719811	0	1.0000000
cigarettes	I have gathered information online for shopping in the last 30	385	0.1350649	0.3422377	0	1.0000000
reason_antiage	days	385	0.0233766	0.1512931	0	1.0000000
	I've ordered cosmetics online in the last 3 months					
	I smoke cigarettes					
	I use facial cleansing/medicated products/toners for anti-aging					

Cluster=1

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
clinique	The brand I use most often for moisturizers/creams/lotions is	2319	0.0064683	0.0801825	0	1.0000000
sephora	Clinique	2319	0.0237171	0.1521992	0	1.0000000
ulta	I've shopped at Sephora in the last 30 days	2319	0.0206986	0.1424040	0	1.0000000
apparel	I've shopped at Ulta in the last 30 days	2319	0.0086244	0.0924863	0	1.0000000
bravo	I've spent \$1000 or more on women's apparel in the last three	2319	0.0504528	0.2189246	0	1.0000000
onlineinfo	months	2319	0.1479086	0.3550859	0	1.0000000
orderonline	I've viewed Bravo in the last 7 days	2319	0.0060371	0.0774805	0	1.0000000
cigarettes	I have gathered information online for shopping in the last 30	2319	0.1543769	0.3613876	0	1.0000000
reason_antiage	days	2319	0.0206986	0.1424040	0	1.0000000
	I've ordered cosmetics online in the last 3 months					
	I smoke cigarettes					
	I use facial cleansing/medicated products/toners for anti-aging					

Cluster=2

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
clinique	The brand I use most often for moisturizers/creams/lotions is	3274	0.0051924	0.0718821	0	1.0000000
sephora	Clinique	3274	0.0146610	0.1202100	0	1.0000000
ulta	I've shopped at Sephora in the last 30 days	3274	0.0186316	0.1352409	0	1.0000000
apparel	I've shopped at Ulta in the last 30 days	3274	0.0048870	0.0697466	0	1.0000000
bravo	I've spent \$1000 or more on women's apparel in the last three	3274	0.0363470	0.1871806	0	1.0000000
onlineinfo	months	3274	0.1759316	0.3808201	0	1.0000000
orderonline	I've viewed Bravo in the last 7 days	3274	0.0070250	0.0835334	0	1.0000000
cigarettes	I have gathered information online for shopping in the last 30	3274	0.1062920	0.3082581	0	1.0000000
reason_antiage	days	3274	0.0100794	0.0999043	0	1.0000000
	I've ordered cosmetics online in the last 3 months					
	I smoke cigarettes					
	I use facial cleansing/medicated products/toners for anti-aging					

Cluster=3

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
clinique	The brand I use most often for moisturizers/creams/lotions is	2099	0.0023821	0.0487601	0	1.0000000
sephora	Clinique	2099	0.0133397	0.1147520	0	1.0000000
ulta	I've shopped at Sephora in the last 30 days	2099	0.0133397	0.1147520	0	1.0000000
apparel	I've shopped at Ulta in the last 30 days	2099	0.0061934	0.0784729	0	1.0000000
bravo	I've spent \$1000 or more on women's apparel in the last three	2099	0.0419247	0.2004649	0	1.0000000

onlineinfo	months	2099	0.1329204	0.3395696	0	1.0000000
orderonline	I've viewed Bravo in the last 7 days	2099	0.0061934	0.0784729	0	1.0000000
cigarettes	I have gathered information online for shopping in the last 30 days	2099	0.1548356	0.3618341	0	1.0000000
reason_antiage	I've ordered cosmetics online in the last 3 months	2099	0.0090519	0.0947326	0	1.0000000
	I smoke cigarettes					
	I use facial cleansing/medicated products/toners for anti-aging					

Cluster=4

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
clinique	The brand I use most often for moisturizers/creams/lotions is Clinique	3107	0.0064371	0.0799856	0	1.0000000
sephora		3107	0.0283231	0.1659211	0	1.0000000
ulta	I've shopped at Sephora in the last 30 days	3107	0.0260702	0.1593697	0	1.0000000
apparel	I've shopped at Ulta in the last 30 days	3107	0.0096556	0.0978032	0	1.0000000
bravo	I've spent \$1000 or more on women's apparel in the last three months	3107	0.0605085	0.2384650	0	1.0000000
onlineinfo		3107	0.1628581	0.3692956	0	1.0000000
orderonline	I've viewed Bravo in the last 7 days	3107	0.0122304	0.1099307	0	1.0000000
cigarettes	I have gathered information online for shopping in the last 30 days	3107	0.1467654	0.3539288	0	1.0000000
reason_antiage	I've ordered cosmetics online in the last 3 months	3107	0.0244609	0.1545000	0	1.0000000
	I smoke cigarettes					
	I use facial cleansing/medicated products/toners for anti-aging					

The SAS System

The HPCLUS Procedure

Performance Information	
Execution Mode	Single-Machine
Number of Threads	4

Data Access Information			
Data	Engine	Role	Path
WORK.MYVARIABLES	V9	Input	On Client
WORK.MYGAPCLUSTER	V9	Output	On Client

Model Information	
Maximum Iteration	10
Stop Criterion	Cluster Change
Stop Criterion Value	0
Clusters	5
Seed Initialization	12345
Distance	Euclidean
Number of Cluster Estimation	ABC

Number of Observations Read	11184
Number of Observations Used	4743

The SAS System

The HPCLUS Procedure

ABC Parameters			
Minimum Cluster	Maximum Cluster	Reference Distribution Count	Alignment Method
2	6	20	PCA

ABC Statistics					
Number of Clusters	Logarithm of Within-Cluster SSE		Gap	Simulation Adjusted Standard Deviation	One Standard Error Adjusted Gap
	Input	Reference			
2	9.6807	10.9357	1.2549	0.0139	1.2411
3	9.5235	10.5524	1.0289	0.0165	1.0124
4	9.4030	10.3658	0.9628	0.00892	0.9539
5	9.2997	10.2914	0.9917	0.0223	0.9694
6	9.2214	10.1075	0.8861	0.0132	0.8729

Estimated Number of Clusters	
Criterion	Number of Clusters
FIRSTPEAK	5

Cluster Summary								
Cluster	Frequency	Distance from Cluster Centroid to Observation			SSE	Standard Deviation	Nearest Cluster	Distance to Nearest Cluster Centroid
		Maximum	Minimum	Average				
1	704	3.3972	0.3624	1.3522	1441.2	1.4308	5	2.0641
2	1338	3.6147	0.6480	1.4517	3308.6	1.5725	4	1.7585
3	1038	3.3879	0.5426	1.3721	2203.9	1.4571	5	2.0824
4	930	3.4101	0.1842	1.5226	2438.2	1.6192	2	1.7585
5	733	3.3870	0.4444	1.3676	1542.7	1.4507	1	2.0641

Iteration Statistics	
Iteration Number	SSE
0	17114
1	12061
2	11773
3	11591
4	11430
5	11293
6	11131

7	11016
8	10972
9	10948
10	10935

Descriptive Statistics		
Variable	Mean	Standard Deviation
allnatural	-0.030698	1.009670
attractiveness	0.069931	0.983384
socialmedia	2.523087	1.332305
ad_recall	2.899220	1.059176

Within Cluster Statistics			
Variable	Cluster	Mean	Standard Deviation
allnatural	1	0.7011	3.2505
	2	-0.1760	2.5111
	3	0.2184	2.0917
	4	0.2880	1.9150
	5	-1.2256	1.7598
attractiveness	1	-0.7778	3.0460
	2	-0.0199	2.4597
	3	0.1025	1.9892
	4	0.9850	2.2212
	5	-0.1591	1.8332
socialmedia	1	1.3082	5.7687
	2	3.5291	8.7315
	3	1.5328	4.3738
	4	4.0172	6.1367
	5	1.3602	4.2683
ad_recall	1	1.8097	7.1684
	2	2.5785	7.4533
	3	3.6802	7.2447
	4	3.8548	6.8906
	5	2.2128	4.6195

The SAS System

The CONTENTS Procedure

Data Set Name	WORK.MYGAPCLUSTER	Observations	11184
Member Type	DATA	Variables	16
Engine	V9	Indexes	0
Created	05/03/2020 22:06:22	Observation Length	128
Last Modified	05/03/2020 22:06:22	Deleted Observations	0
Protection		Compressed	NO
Data Set Type		Sorted	NO
Label			
Data Representation	WINDOWS_64		
Encoding	wlatin1 Western (Windows)		

Engine/Host Dependent Information

Data Set Page Size	65536
Number of Data Set Pages	22
First Data Page	1
Max Obs per Page	511
Obs in First Data Page	486
Number of Data Set Repairs	0
ExtendObsCounter	YES
Filename	C:\Users\vlj466\AppData\Local\Temp\31\SAS Temporary Files_TD18488_AC-PEGASUS_\mygapcluster.sas7bdat
Release Created	9.0401M6
Host Created	X64_DS12R2
Owner Name	UTSARR\vlj466
File Size	1MB
File Size (bytes)	1507328

Alphabetic List of Variables and Attributes

#	Variable	Type	Len	Label
15	_CLUSTER_ID_	Num	8	Cluster ID
16	_DISTANCE_	Num	8	Distance to Centroid
4	ad_recall	Num	8	I remember advertised products when shopping
1	allnatural	Num	8	
9	apparel	Num	8	I've spent \$1000 or more on women's apparel in the last three months
2	attractiveness	Num	8	
10	bravo	Num	8	I've viewed Bravo in the last 7 days
13	cigarettes	Num	8	I smoke cigarettes
6	clinique	Num	8	The brand I use most often for moisturizers/creams/lotions is Clinique
11	onlineinfo	Num	8	I have gathered information online for shopping in the last 30 days

12	orderonline	Num	8	I've ordered cosmetics online in the last 3 months
14	reason_antiage	Num	8	I use facial cleansing/medicated products/toners for anti-aging
5	resp_id	Num	8	
7	sephora	Num	8	I've shopped at Sephora in the last 30 days
3	socialmedia	Num	8	I like to follow my favorite brands or companies on social media/networking sites
8	ulta	Num	8	I've shopped at Ulta in the last 30 days

The SAS System

The MEANS Procedure

Cluster ID=.

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
clinique	The brand I use most often for moisturizers/creams/lotions is	6441	0.0052787	0.0724682	0	1.0000000
sephora	Clinique	6441	0.0211147	0.1437780	0	1.0000000
ulta	I've shopped at Sephora in the last 30 days	6441	0.0183201	0.1341167	0	1.0000000
apparel	I've shopped at Ulta in the last 30 days	6441	0.0069865	0.0832992	0	1.0000000
bravo	I've spent \$1000 or more on women's apparel in the last three	6441	0.0496817	0.2173034	0	1.0000000
onlineinfo	months	6441	0.1100761	0.3130089	0	1.0000000
orderonline	I've viewed Bravo in the last 7 days	6441	0.0058997	0.0765886	0	1.0000000
cigarettes	I have gathered information online for shopping in the last 30	6441	0.1411272	0.3481797	0	1.0000000
reason_antiage	days	6441	0.0142835	0.1186662	0	1.0000000
	I've ordered cosmetics online in the last 3 months					
	I smoke cigarettes					
	I use facial cleansing/medicated products/toners for anti-aging					

Cluster ID=1

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
clinique	The brand I use most often for moisturizers/creams/lotions is	704	0.0014205	0.0376889	0	1.0000000
sephora	Clinique	704	0.0099432	0.0992891	0	1.0000000
ulta	I've shopped at Sephora in the last 30 days	704	0.0142045	0.1184175	0	1.0000000
apparel	I've shopped at Ulta in the last 30 days	704	0.0056818	0.0752168	0	1.0000000
bravo	I've spent \$1000 or more on women's apparel in the last three	704	0.0326705	0.1778990	0	1.0000000
onlineinfo	months	704	0.2400568	0.4274214	0	1.0000000
orderonline	I've viewed Bravo in the last 7 days	704	0.0042614	0.0651862	0	1.0000000
cigarettes	I have gathered information online for shopping in the last 30	704	0.0738636	0.2617348	0	1.0000000
reason_antiage	days	704	0.0099432	0.0992891	0	1.0000000
	I've ordered cosmetics online in the last 3 months					
	I smoke cigarettes					
	I use facial cleansing/medicated products/toners for anti-aging					

Cluster ID=2

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
clinique	The brand I use most often for moisturizers/creams/lotions is	1338	0.0029895	0.0546153	0	1.0000000
sephora	Clinique	1338	0.0186846	0.1354592	0	1.0000000
ulta	I've shopped at Sephora in the last 30 days	1338	0.0209268	0.1431927	0	1.0000000
apparel	I've shopped at Ulta in the last 30 days	1338	0.0059791	0.0771218	0	1.0000000
bravo	I've spent \$1000 or more on women's apparel in the last three	1338	0.0426009	0.2020311	0	1.0000000
onlineinfo	months	1338	0.1965620	0.3975469	0	1.0000000
orderonline	I've viewed Bravo in the last 7 days	1338	0.0089686	0.0943124	0	1.0000000
cigarettes	I have gathered information online for shopping in the last 30	1338	0.1674141	0.3734847	0	1.0000000
reason_antiage	days	1338	0.0134529	0.1152470	0	1.0000000
	I've ordered cosmetics online in the last 3 months					
	I smoke cigarettes					
	I use facial cleansing/medicated products/toners for anti-aging					

Cluster ID=3

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
clinique	The brand I use most often for moisturizers/creams/lotions is	1038	0.0077071	0.0874935	0	1.0000000
sephora	Clinique	1038	0.0231214	0.1503615	0	1.0000000
ulta	I've shopped at Sephora in the last 30 days	1038	0.0250482	0.1563468	0	1.0000000
apparel	I've shopped at Ulta in the last 30 days	1038	0.0038536	0.0619872	0	1.0000000
bravo	I've spent \$1000 or more on women's apparel in the last three	1038	0.0510597	0.2202257	0	1.0000000

onlineinfo	months	1038	0.2360308	0.4248460	0	1.0000000
orderonline	I've viewed Bravo in the last 7 days	1038	0.0163776	0.1269841	0	1.0000000
cigarettes	I have gathered information online for shopping in the last 30 days	1038	0.1030829	0.3042136	0	1.0000000
reason_antiage	I've ordered cosmetics online in the last 3 months	1038	0.0231214	0.1503615	0	1.0000000
	I smoke cigarettes					
	I use facial cleansing/medicated products/toners for anti-aging					

Cluster ID=4

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
clinique	The brand I use most often for moisturizers/creams/lotions is Clinique	930	0.0096774	0.0979494	0	1.0000000
sephora	I've shopped at Sephora in the last 30 days	930	0.0311828	0.1739050	0	1.0000000
ulta	I've shopped at Ulta in the last 30 days	930	0.0354839	0.1850989	0	1.0000000
apparel	I've spent \$1000 or more on women's apparel in the last three months	930	0.0172043	0.1301019	0	1.0000000
bravo	I've viewed Bravo in the last 7 days	930	0.0709677	0.2569091	0	1.0000000
onlineinfo	I have gathered information online for shopping in the last 30 days	930	0.2247312	0.4176298	0	1.0000000
orderonline	I've ordered cosmetics online in the last 3 months	930	0.0182796	0.1340326	0	1.0000000
cigarettes	I smoke cigarettes	930	0.1430108	0.3502722	0	1.0000000
reason_antiage	I use facial cleansing/medicated products/toners for anti-aging	930	0.0397849	0.1955588	0	1.0000000

Cluster ID=5

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
clinique	The brand I use most often for moisturizers/creams/lotions is Clinique	733	0.0040928	0.0638873	0	1.0000000
sephora	I've shopped at Sephora in the last 30 days	733	0.0136426	0.1160811	0	1.0000000
ulta	I've shopped at Ulta in the last 30 days	733	0.0163711	0.1269845	0	1.0000000
apparel	I've spent \$1000 or more on women's apparel in the last three months	733	0.0068213	0.0823651	0	1.0000000
bravo	I've viewed Bravo in the last 7 days	733	0.0381992	0.1918077	0	1.0000000
onlineinfo	I have gathered information online for shopping in the last 30 days	733	0.1869031	0.3900999	0	1.0000000
orderonline	I've ordered cosmetics online in the last 3 months	733	0.0040928	0.0638873	0	1.0000000
cigarettes	I smoke cigarettes	733	0.1555252	0.3626521	0	1.0000000
reason_antiage	I use facial cleansing/medicated products/toners for anti-aging	733	0.0095498	0.0973217	0	1.0000000